February 27, 2019

welcome to the community open house for the **AUSTIN HOMES** MASTER PLAN

TODAY'S PURPOSE



- Introduce the Community to the master plan process for the Redevelopment of Austin Homes
- Share the results and insights of our previous stakeholder interviews
- Introduce you to the Master Planning Team
- Familiarize the Community with the tools and resources available to them

HOW TO PARTICIPATE

- Fill out and wear a name tag
- Sign the attendance log
- Help yourself to refreshments and walk through and read the information presented at each of the Open House stations
- Chat with your friends

- Ask questions of the Consulting Team
- Connect with KCDC to ask specific questions
- Give us your feedback about the Master Planning process and the future of Austin Homes







February 27, 2019

THE MASTER PLANNING TEAM

WHO IS LEADING THE DEVELOPMENT?



Knoxville's Community Development Corporation (KCDC) will lead



KCDC's Mission and Vision

To redefine KCDC's value within the marketplace by providing competitive housing and related services to expanded markets by forming and expanding strategic alliances, enhancing internal and external communications systems, and aggressively implementing financial control systems within a team culture that recognizes and rewards performance.

KCDC strives to improve neighborhoods and communities by:

- Providing quality affordable housing
- Advancing development initiatives
- Fostering self-sufficiency

THE MASTER PLANNING TEAM



Gensler

Gensler, national architecture an urban design firm, whose has extensive experience redeveloping public housing sites into mixedincome developments. Gensler will lead the master planning effort.



Johnson Architecture, Inc has worked on multiple mixed-income housing projects, including Five

CRJA

CRJA is a Knoxville based landscape architecture firm. They will oversee strategies for open space, streetscape and recreation.

CEC

Civil & Environmental Consultants (CEC) provides civil engineering and site development consulting services to assist with the development of cost-

Points.

Applied Real Estate Analysts (AREA)

AREA is leading the market study analysis for the master planning effort. They have worked with local government agencies to develop policies and implementation procedures that improve the quality of neighborhood housing. effective designs to meet regulatory and client requirements.



S&ME delivers engineering, design, environmental sciences, and construction services that meet the increasingly complex demands of infrastructure projects.





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MASTER PLAN WHAT IS THE PROCESS?

WHAT IS A MASTER PLAN?

A master plan is the crafting of a long-term
 framework strategy for future development. It is
 illustrated through a conceptual layout of a particular
 area and serve as a guide for future growth of a
 specific area of a neighborhood, district or city.

The goal is to craft a master plan that is flexible,
can adjust to the market forces of Knoxville, with a
process that is transparent and open
to the public.



THE MASTER PLANNING PROCESS WILL...

- Create a framework for structured growth and development
- Guide appropriate land uses and
- Establish goals that unify the development and create a strong sense of community

critical decisions about infrastructure and future capacity • Embrace the aspirations of the

community, residents and civic leaders

THE MASTER PLANNING PROCESS







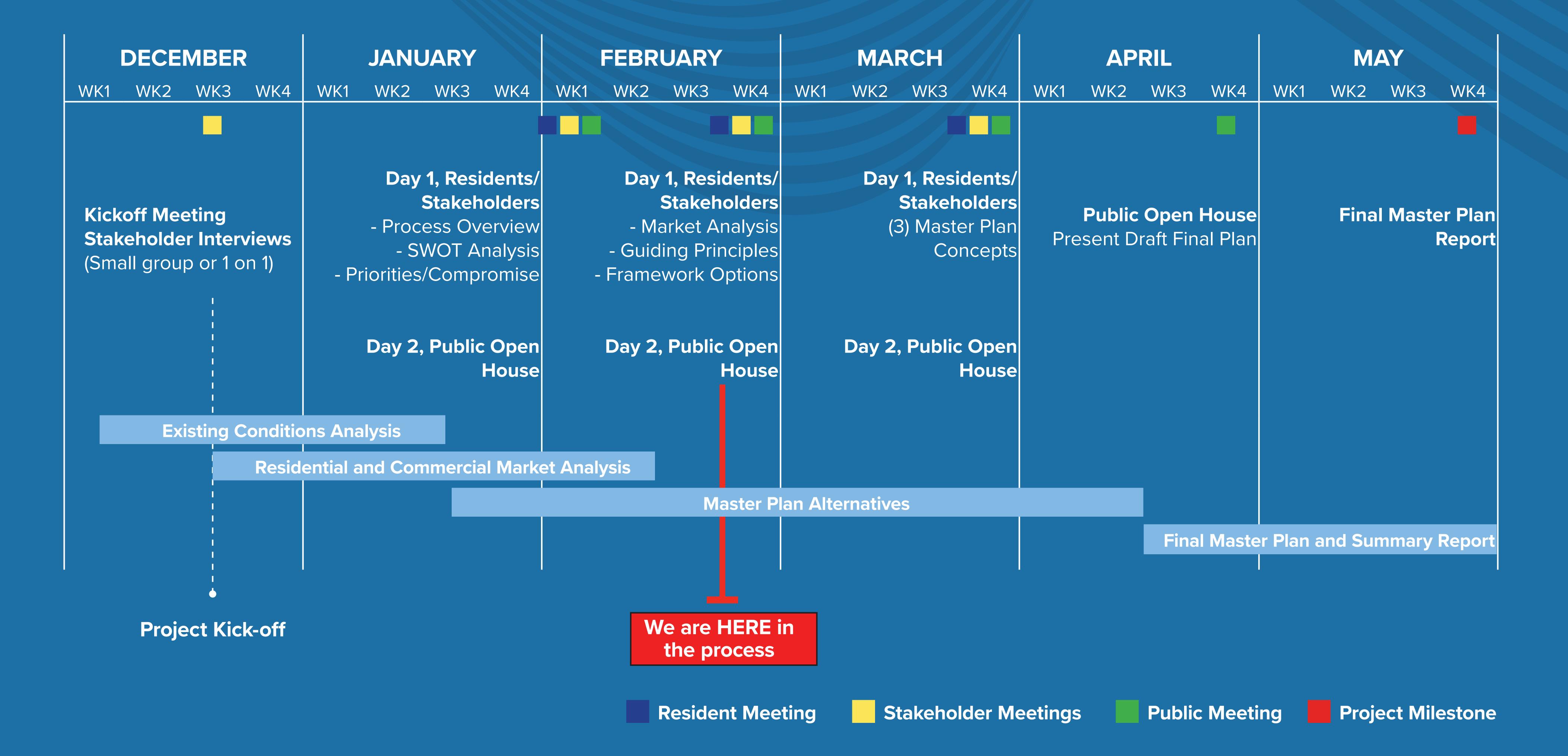




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QUESTIONS

WHERE ARE WE IN THE PROCESS?



Tentative Dates for Next Community Meetings

- Community Meeting 2 | Week of February 25th
- Community Meeting 3 | Week of March 25th
- Community Meeting 4 | Week of April 22nd

THE PURPOSE OF THE MASTER PLAN

- KCDC has decided to redevelop the Austin Homes property. The redevelopment will upgrade and modernize the site to better serve the emerging district and Knoxville as a whole. This process will not happen quickly, allowing plenty of time for critical input from residents and neighbors so that the final redevelopment plan will be beneficial for all.

HOW CAN GET INVOLVED?

- We are glad you are interested! There are lots of ways you can get involved in the process.
- Attend each Open House
- Talk to your neighbors and friends about the planning process
- Identify what's important to you, your family and your community

How can I learn more? All the updates to the master planning process will be at the KCDC website: https://www.kcdc.org

 Ask questions, share your viewpoint and give us your feedback!







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STAKEFOLDERS

Between **December 19 and December 20**, The Planning Team of Gensler met with various stakeholders from the community to learn about Austin Homes and the larger community.

WHAT WE HEARD

What success looks like for Austin Homes and the neighborhood

- Give me a reason to turn left. Make Austin Homes a destination, a reason to turn left off Summit Hill Drive
- Diversity Mixed use, mixed income, multigenerational, multi-cultural
- Create a pride of place

Create a new narrative for Austin Homes and East Knoxville

- Smooth the edges
- Reconnect the neighborhood

Bring the essentials of life to the neighborhood

- Healthy food options in the neighborhood
- Ability to live without a car
- Where kids can live and access opportunities in a safe community

A model for mixed-income housing

- High design quality that is unique to Knoxville
- Affordable housing should not look like public housing
- More than just clean and safe, make it attractive

• Fill the gap between Downtown, Old City and East Knoxville

City of Knoxville

Bill Lyons – Deputy to the Mayor, Chief Policy Officer Ken McMahon – Economic Development Manager Dawn Michelle Foster – Redevelopment Director Becky Wade – Director of Community Development

Elected Officials

Evelyn Gill – Knox County Commissioner, District 1 Gwen McKenzie – Councilwoman, District 6 Rick Staples – Tennessee House of Representatives, District 15

Faith Organizations & Community Members

Sr. Pastor Daryl Arnold – Overcoming Believers Church

Dr. Javiette Samual – Director of Community Engagement, UTK Evetty Satterfield – Knox County Schools Board, District 1

Rosalyn Tillman – Pellissippi State Community College, Magnolia Campus Dean

Planning Organizations

Tim Branson – Knoxville Utility Board, Business Management Analyst Sheryl Ely – City of Knoxville, Director of Parks and Recreation Gerald Green – Knoxville-Knox County Planning, Executive Director Billie Jo McCarley – Knoxville Utility Board, Manager Belinda Woodiel-Brill – Knoxville Area Transit, Director of Communications & Service Development

Pastor Chris Battle, Sr. – Tabernacle Baptist Church Alvin Nance – CEO of Development for LHP Capital

Austin Homes Residents

Sarhonda Thompson – Resident Association President

Education Officials

Cheryl Ball – The Great Schools Partnership, Vice President of Operations

Tammi Campbell – Knox County Schools, Ombudsman

Desiree Jones – Knox County Schools, VMMS Principal

Workforce Development

Terrence Carter – Knoxville Area Urban League, VP Economic & Business Development

Bart McFadden – Boys & Girls Club of the Tennessee Valley, CEO

Local Culture and History

Robert Booker – Historian

Rev. Renee Kesler – Beck Cultural Exchange Center, President

Adjacent Property and Business Owner

Thomas Boyd – Boyds Group Properties LLC





February 27, 2019

RESIDENT FOCUSED ISSUES & FREQUENTLY ASKED QUESTIONS

DO I HAVE TO MOVE?

Yes, it is likely you will have to move during the Austin Homes Redevelopment Project timeline. In order to do the extensive work needed on the property, tenants will be asked to relocate to another KCDC site.

IS THERE A RELOCATION PROCESS?

When tenants move during a redevelopment project such as this, there is a federal relocation process that KCDC follows. Within this process, tenants are given funds to move according to their bedroom size. Tenants may elect to move their own belongings or choose that KCDC's contracted moving company move their items. This selection to move oneself vs. having KCDC move a resident is made in the management office ahead of the moving date. 60% of the relocation monies are paid to tenants by check prior to the move, and once unit is cleaned and vacated adequately and keys are turned in, the additional 40% due the household will be paid to tenants. If, for some reason having to do with demolition or construction, tenants have to move more than once, they will receive a relocation payment for EACH move. KCDC strives to keep the number of moves low to avoid inconveniencing our tenants, but there could be

WHAT ARE MY HOUSING OPTIONS?

When it is time for you to choose your relocation moving option, management will have a list of alternative KCDC housing options for you to select from. For those who wish to keep within the 37915 zip code for school purposes, Isabella Towers, The Vista at Summit Hill and the various Five Points properties are also in the 37915 area. Families who may wish to move to a different area of Knoxville may select from a variety of sites with available units, including Autumn Landing, Lonsdale Homes, Montgomery Village, North Ridge Crossing, or Western Heights. High Rises are also an option for those who qualify for efficiency or one-bedroom apartments. KCDC High Rises include Cagle Terrace, Isabella Towers, Love Towers, and Northgate Terrace.

WHAT IS THE RIGHT TO RETURN PROCESS?

KCDC is required to follow the federal Right to Return Process under the Uniform Relocation Assistance and Real Property Acquisition Policies Act (URA). One of the URA protections for

persons temporarily relocated is that such relocations shall not extend beyond one year. We do not anticipate that you will be relocated for that length of time. However, if the temporary relocation lasts more than one year, you will be contacted and offered permanent relocation assistance as a displaced person under the URA. Existing tenants at Austin will not be denied relocation housing or the right to return based on rescreening, income eligibility, or income targeting. If a tenant moves and selects the Right to Return, but decides she or he wants to stay in the complex where they have relocated, paperwork may be completed with the management office to give up the Right to Return and the household may remain where they relocated initially. Throughout the process, management will communicate with tenants via letters, phone calls, etc. in order to ensure that all households are well-informed.





February 27, 2019

WHAT WE HEARD

The first Community Engagement Session was held from **February 5-6, 2019**. Over the course of two days, a series of small group exercises were conducted among current Austin Homes residents and community stakeholders. Groups completed SWOT (Strengths, Weaknesses, Opportunities, Threats) and Priorities and Compromises exercises in response to the proposed Master. These exercise sessions were <u>followed by a Public Open House</u>.

RESIDENTS

High Priorities

- Replacement units for public housing
- Senior housing
- Affordable housing on site
- Safety and security
- Property management

Low Priorities

- Big box retail
- Become part of Knoxville's New District
- Improve quality of streets and connections to site
- Office + commercial development
- Market rate housing

Strengths

- Location, close to schools, shopping, downtown
- Price of rent
- Access to open space

Strengths (continued)

- Sense of community
 - People get along
 - History/cultural impact

Weaknesses

- Property maintenance appearance
- Lack of outdoor amenities
 - Shade, playground

Opportunities

- Open/outdoor space
- Amenities
- Green energy
- Keep Lighthouse Ministries
- Make community safer

Threats

Crime problem improving

- Outsiders
- Perception/stigma of Austin Homes
- Perceived crime











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STAKEHOLDERS

High Priorities

- Affordable housing on site
- Access to good grocery store and healthy food
- Safety and security
- Quality design and quality architecture
- Replacement units for public housing residents
- Property management

Low Priorities

- Big box retail
- Homeowners/for sale housing
- Plan for vacant parcels outside of Austin Homes
- Senior housing
- Promote small businesses for maker spaces
- Increase opportunities for local entrepreneurs
- Retail shops, food, and beverage
- Office + commercial development

Weaknesses

- Perception/stigma
- Visual barrier/topography/no visibility
- Presence of warehouses
- Lack of awareness of neighborhood amenities
- No pedestrian way

Opportunities

- Better walkability/pedestrian connections
- Enhance transit stops
- Retail/commercial
- Highlight community strength & history/ remove stigma/rebrand negative perception
- Outdoor space
- Revitalize the creek
- Redistrict school zones
- Become part of Knoxville's New District

Strengths

- Close to downtown and downtown activities
- Walking distance to Knox County Schools, a strong school district
- Convenient to retail/shopping via bus and walking
- The history and culture of Austin Homes
- Potential and good energy

Threats

- Gentrification
- Perception/stigma of Austin Homes
- Not appealing to higher income renters
- Topography
- Warehouses
- Current school district zones
- Losing affordable housing
- Becomes just another project
- Loss of community unity
 - Income imbalance becomes rich vs. poor
- Perceived crime







Austin Homes Master Plan Community Engagement Session 02

GUIDING PRINCIPLES

Based on feedback from meetings with the residents, key stakeholder, and the larger community, we crafted a series of Guiding Principles for the Austin Homes Master Plan. As this process moves forward, these Guiding Principles will be revisited, revised and adjusted accordingly based on further input from the community.

"WHAT QUESTIONS AND RECOMMENDATIONS DO YOU HAVE?"

CREATE AN INCLUSIVE, AFFORDABLE, VIBRANT, MIXED-INCOME COMMUNITY THAT PROVIDES HOMES FOR CURRENT RESIDENTS TO RETURN

PRESERVE AND BUILD ON THE SPIRIT AND CULTURAL ASPECTS OF AUSTIN HOMES AND THE COMMUNITY

RE-CONNECT THE AUSTIN HOMES SITE TO THE CITY OF KNOXVILLE

CREATE A STRONG PUBLIC REALM WITH WALKABLE STREETS AND PUBLIC OPEN SPACES

FOSTER TRUST THROUGH COLLABORATION AS A COMMUNITY WITH AUSTIN HOMES RESIDENTS, KEY NEIGHBORHOOD STAKEHOLDERS, KCDC AND THE CITY OF KNOXVILLE

WORK TOGETHER AS ONE COMMUNITY





Austin Homes Master Plan Community Engagement Session 02

BARARKET SUPPORT FOR AUSTIN HOMES REDEVELOPMENT

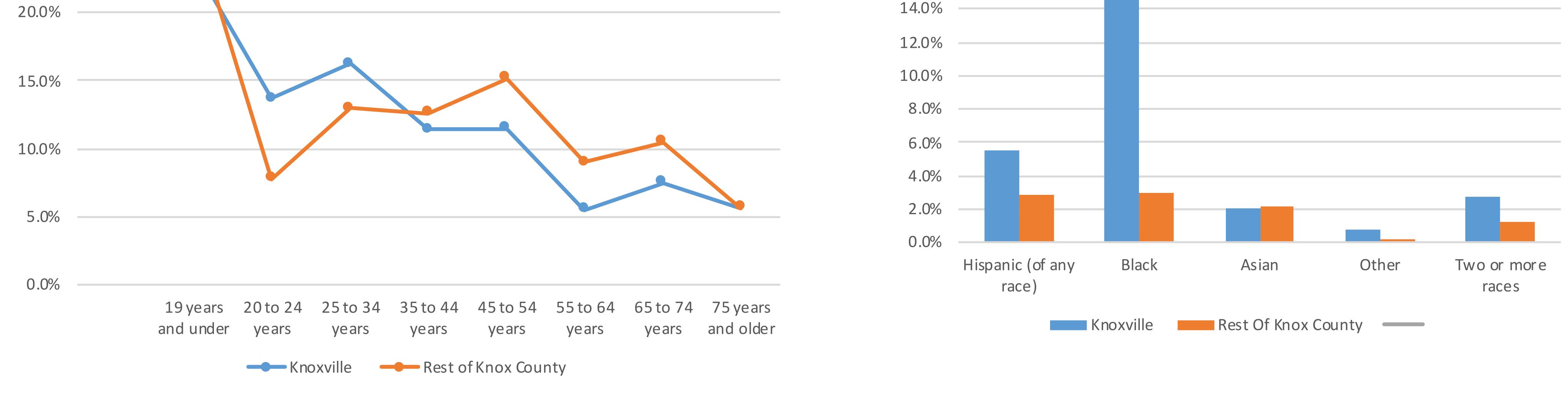
The Austin Homes Site is competitively located within walking distance of Old City and the downtown. It has additional strengths as a location for new housing:

- Ties to the broader East Knoxville neighborhood
- Convenient to both downtown and East Knoxville employment; including Regency Business Park, police headquarters, local institutions, and adjacent industrial businesses
- A location that provides isolation from busy streets and through traffic while still being accessible
- Development will be mixed income, thus appealing to all incomes groups in the city

POPULATION

Knoxville's young and diverse population contributes to the vitality of its downtown and adjacent neighborhoods.

30.0%	Age Groups in Knoxville and Rest of Knox County	Racial and Ethnic Diversity Knoxville and rest of Knox County
		20.0%
25.0%		18.0%
		16.0%



This young and diverse population values a walkable environment where work, shopping, and entertainment are all convenient to where they live. Over the past 20 years, downtown Knoxville has evolved into precisely this type of vibrant and pedestrian-oriented place.

- There are now 1,833 housing units in downtown with 110 more scheduled to open this spring
- Another 1,073 units are in various stages of construction or planning

 Just outside of downtown, but within walking distance, One Riverwalk apartments is adding another 300 new units

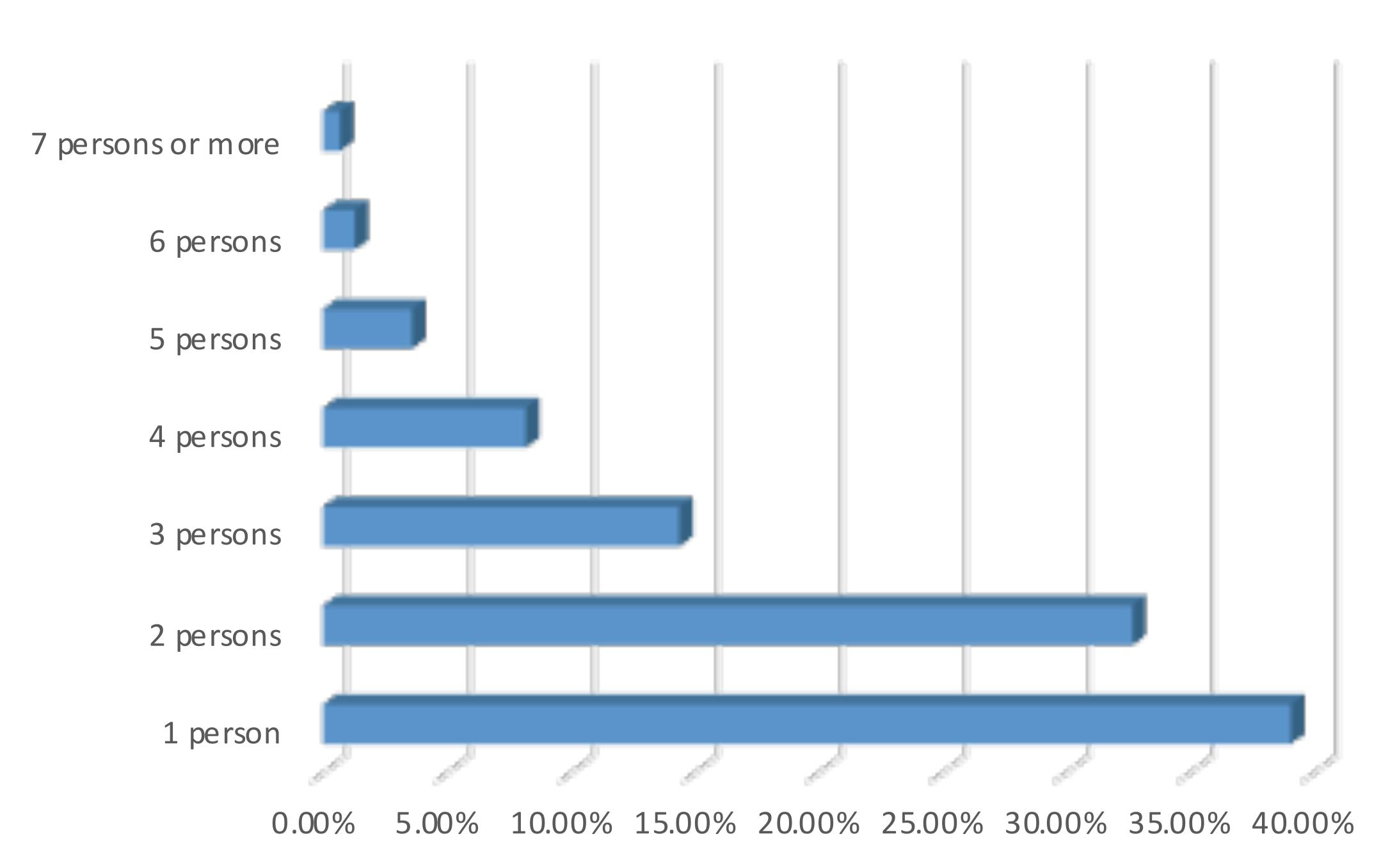




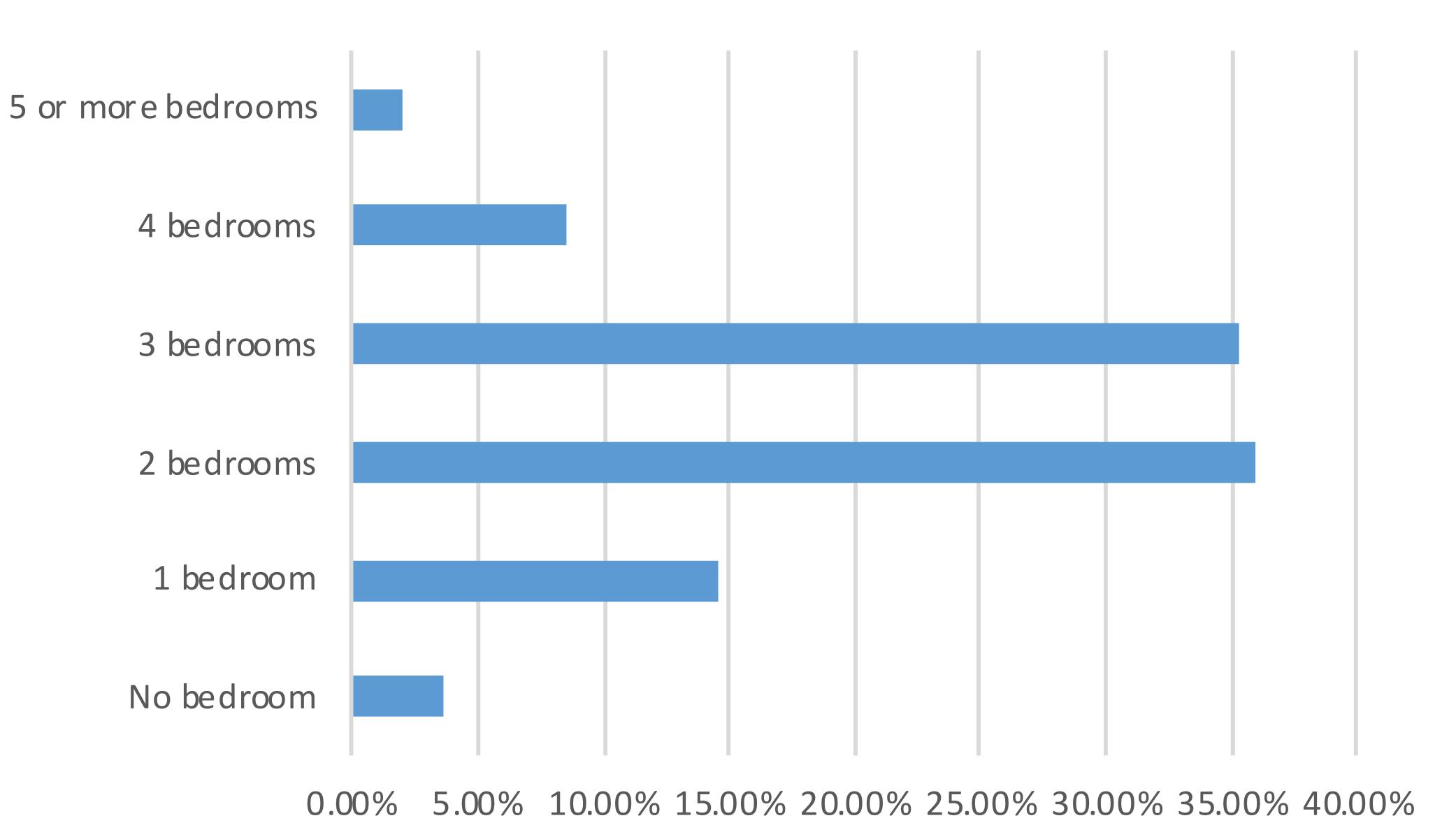
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BARARKET SUPPORT FOR AUSTIN HOMES REDEVELOPMENT

HOUSING



Household Size in Knoxville

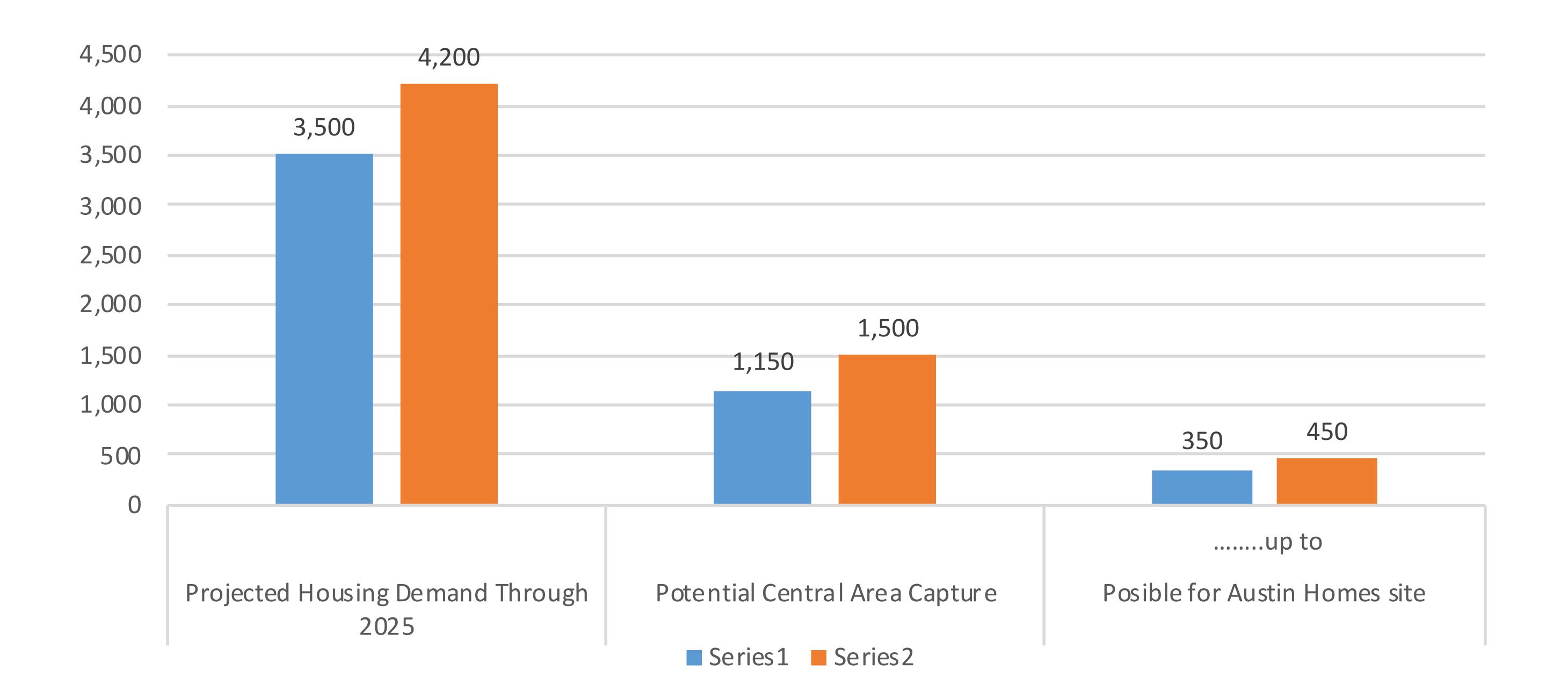


Distribution of Housing Units by Number of Bedrooms

PROJECTED HOUSING DEMAND

Based on projections of population growth in Knox county and Knoxville through 2025, the city will need 500 to 600 new units per year. A growing portion of those units, more than 150 to 200 per year, are likely to be built in and around downtown. The Austin Homes site can capture up to 10 percent of these central area units.

Projected Housing Demand in Knoxville







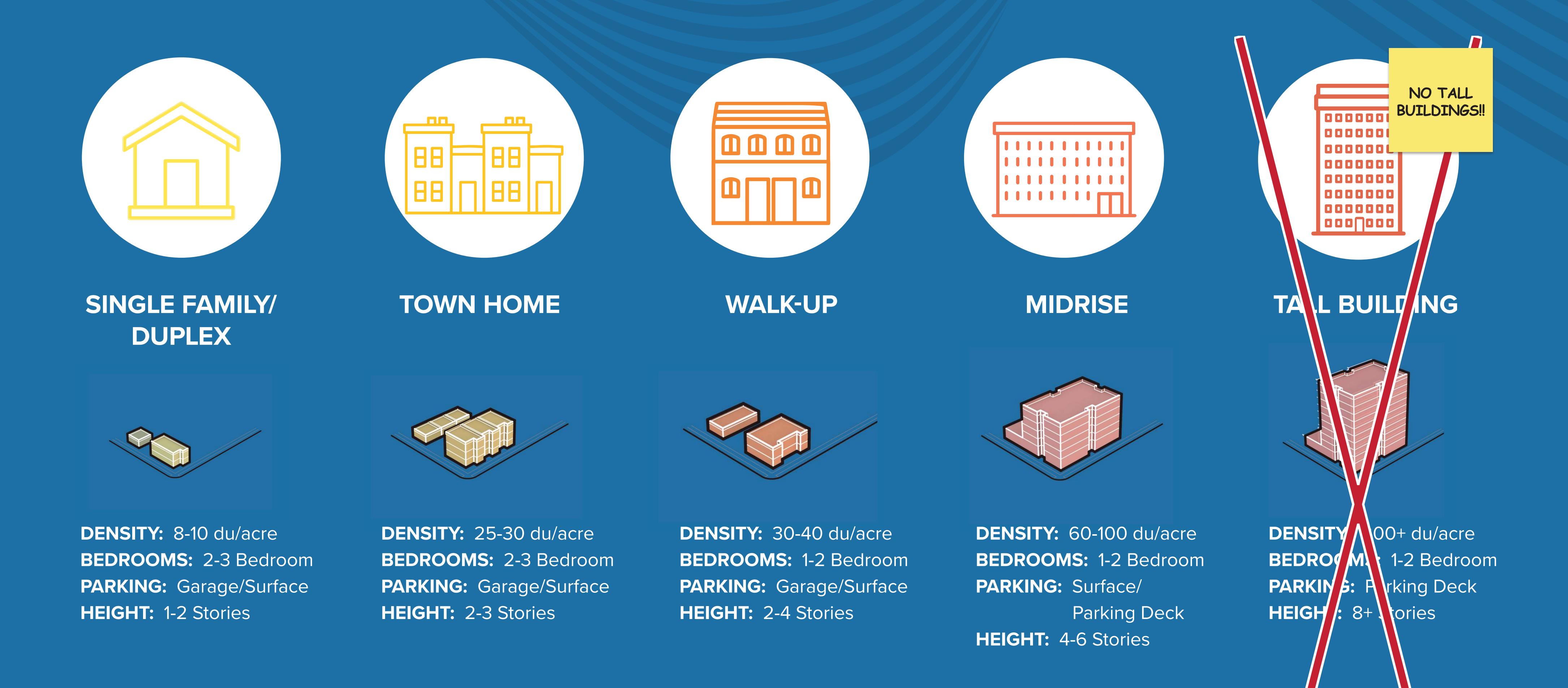


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BUILDING TYPOLOGIES 1. RESIDENTIAL TYPOLOGIES

"Residential" is a land use where housing is the primary use. Housing scales may vary significantly

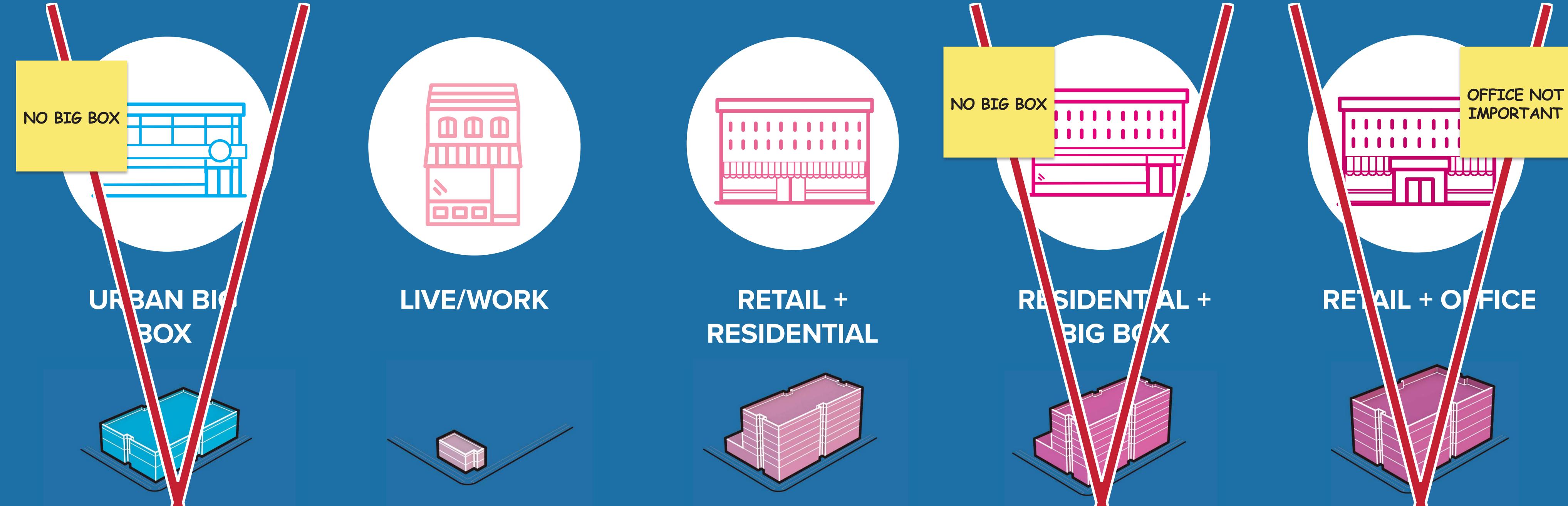
between, and through, residential areas. These can include a variety of densities, but tends to be lower than commercial or industrial areas.





2. MIXED USE

"Mixed Use" is a land use where there are multiple uses in the same property. Properties may contain a mix of housing, commercial and institutional uses alongside solely residential or commercial properties. Density within mixed use areas tends to be higher than residential areas, but lower than commercial or industrial areas.

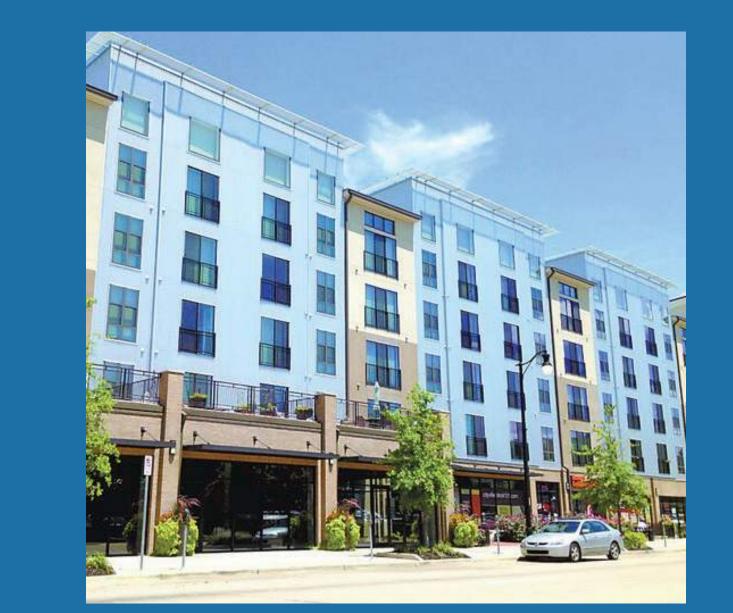


TYPES: Big B x **PARKING:** Sur ace/Deck HEIGHT: -6 St ry

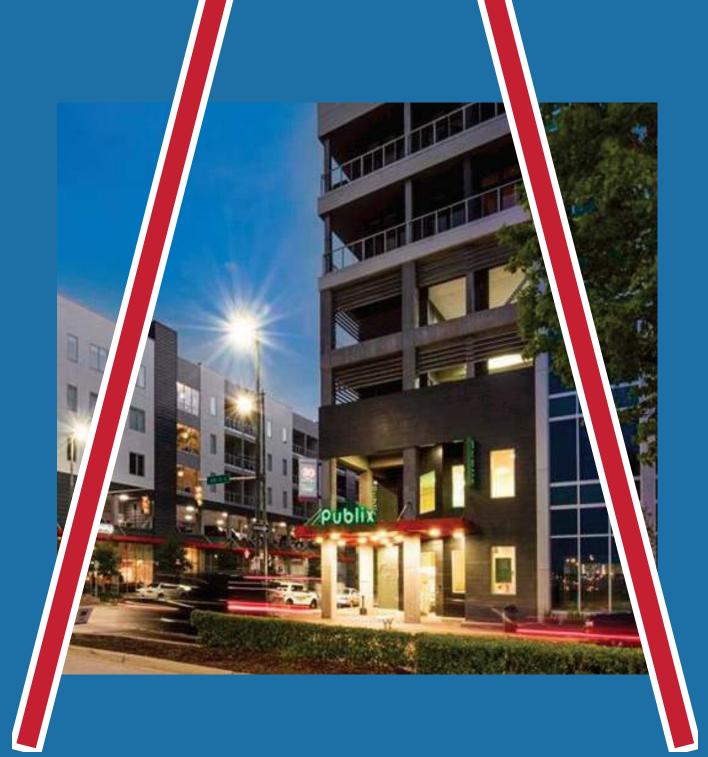
BEDROOMS: 2-3 Bedroom **RETAIL/COMMERCIAL:** 300-500 SQFT **PARKING:** Surface **HEIGHT:** 2-4 Story



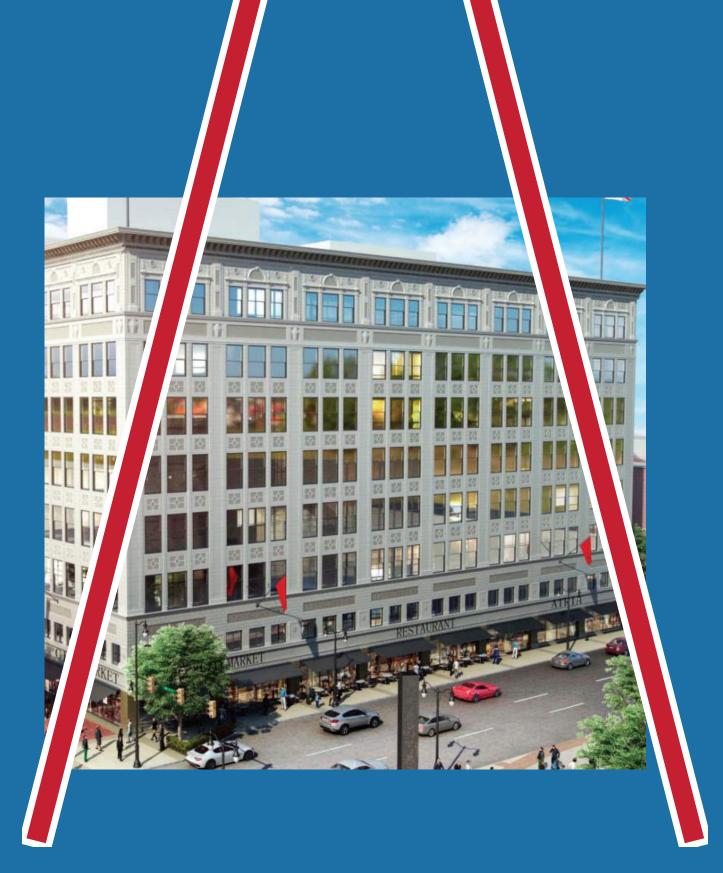
BEDROOMS: Studio-3 Bedroom **RETAIL/COMMERCIAL:** 80-100K SQFT **PARKING:** Surface/Deck HEIGHT: 4-6 Story



BEDROQ / : Studio-3 Bectoom RETAIL COM MERCIAL: 18-201 SQFT PARK NG: Sul ace/Deck HEIG AT: 4-6 S bry



BEDROQ /I N/A **RETAIL**/ ON MERCIAL: 80-100K SQF PARKI G: De k/Off Site HEIGH F: 4-6 S pry



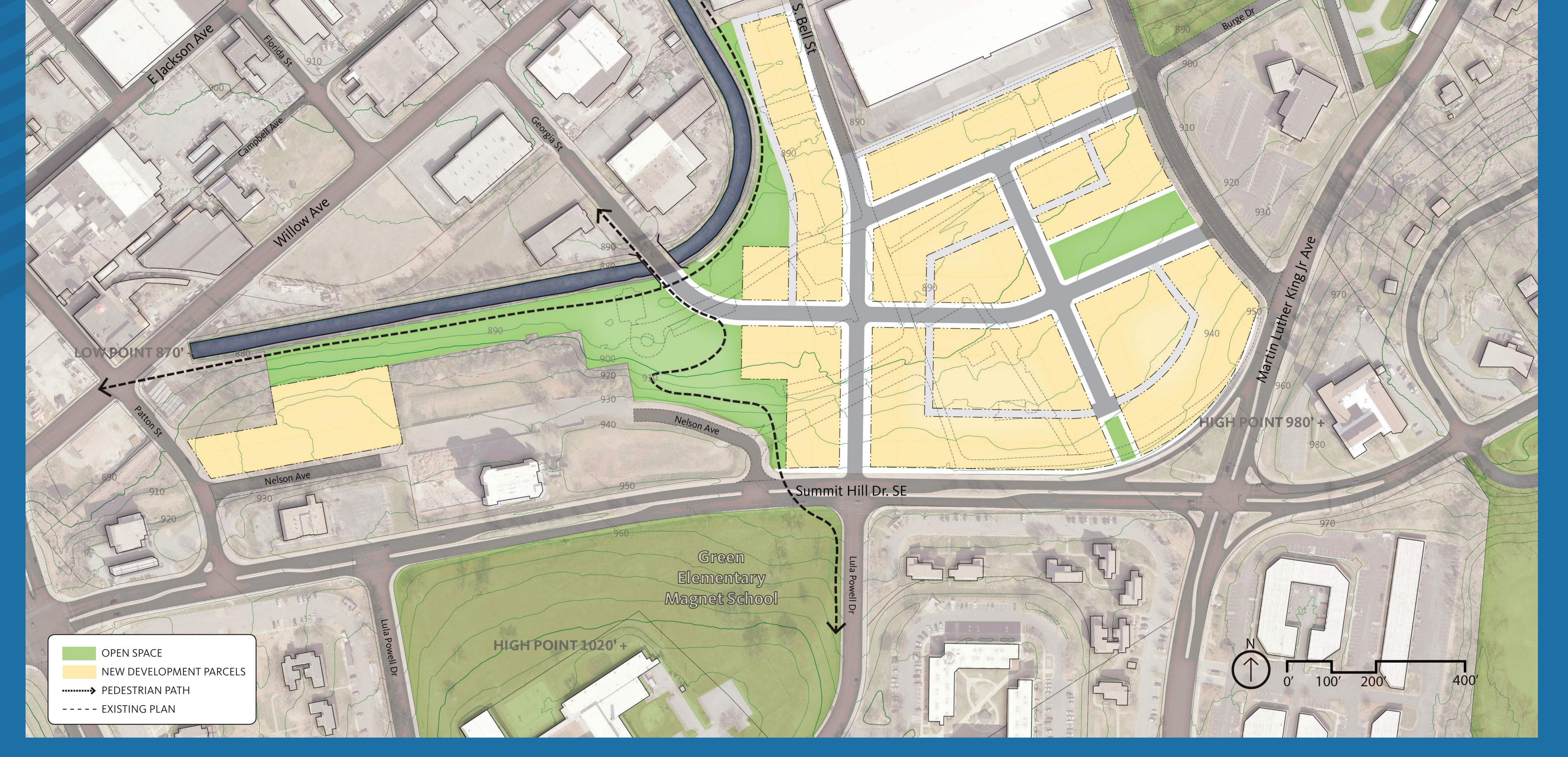




Austin Homes Master Plan Community Engagement Session 02

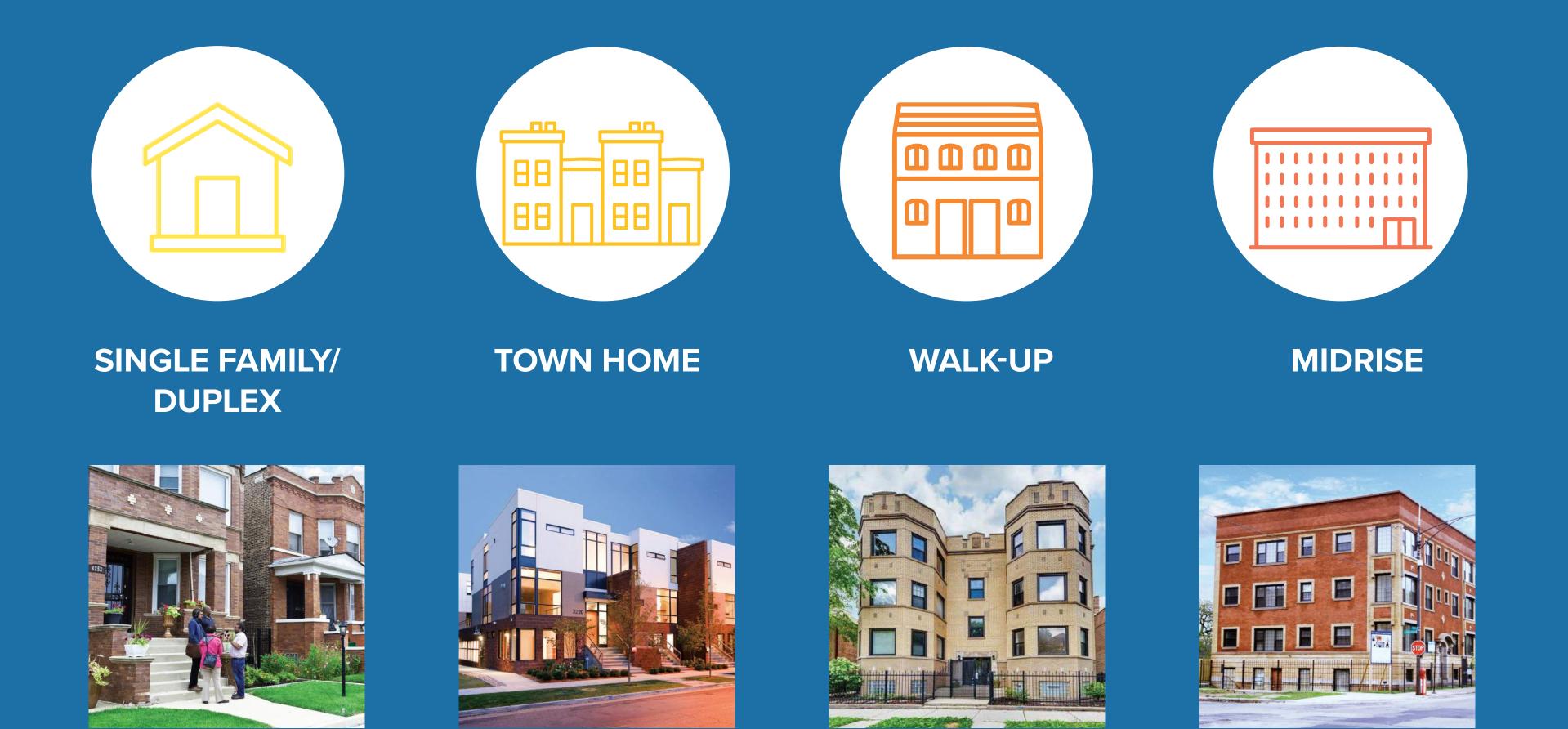
FRAMEWORK OPTION A GEORGIA STREET



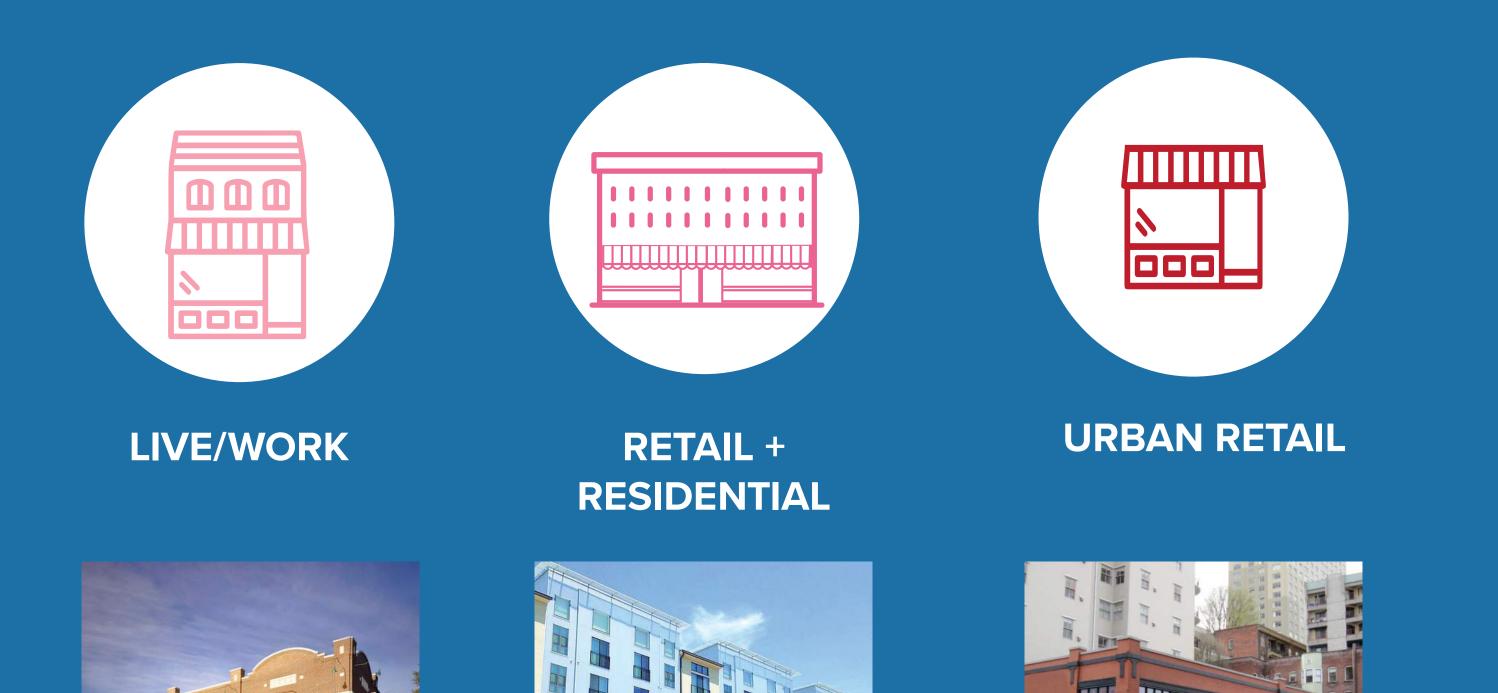


What do you like about the scheme? What do you think about the block organization, street location, and open spaces?

1. RESIDENTIAL TYPOLOGIES



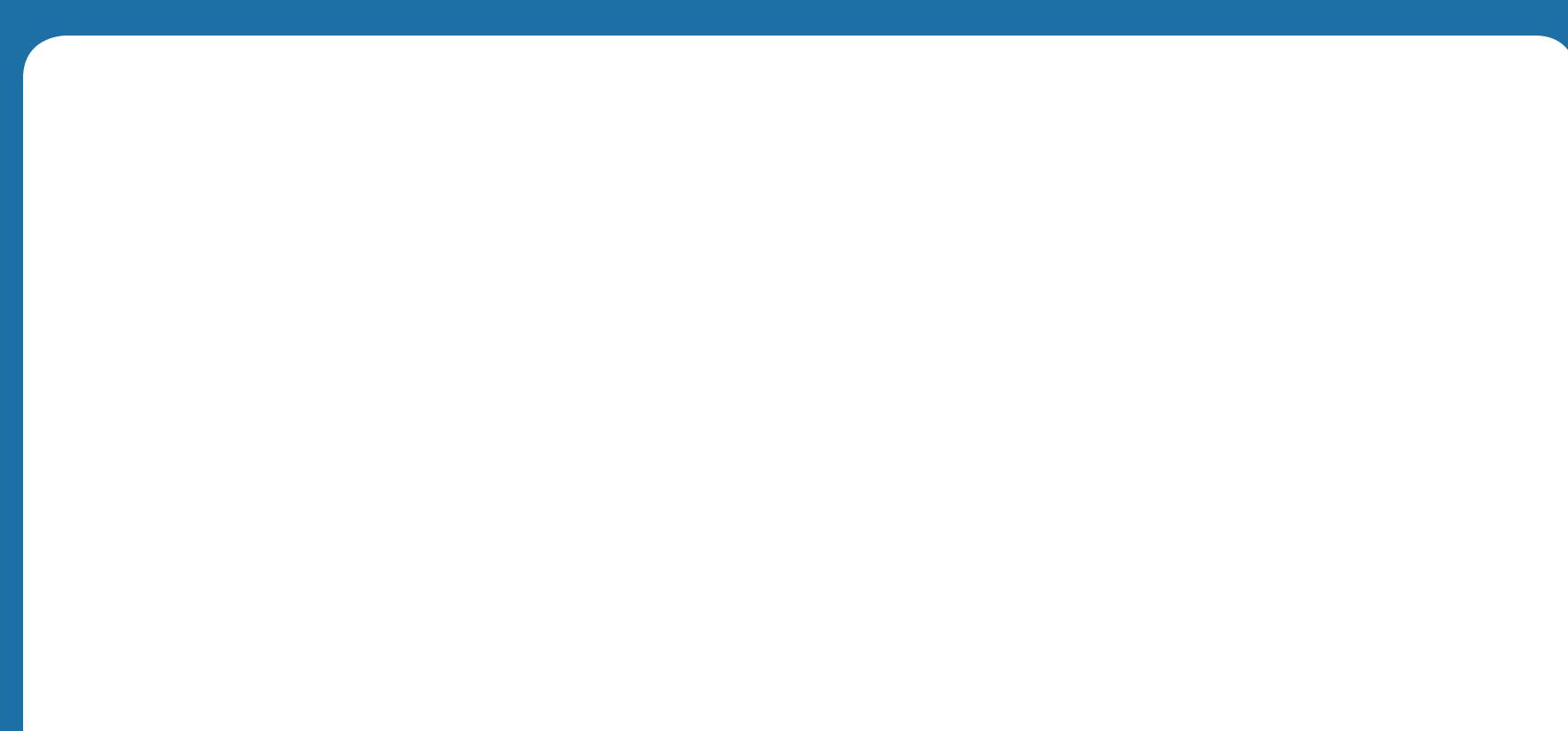
2. RETAIL & COMMERCIAL TYPOLOGIES



What type of Residential would you like to see on the site? Where should it go?

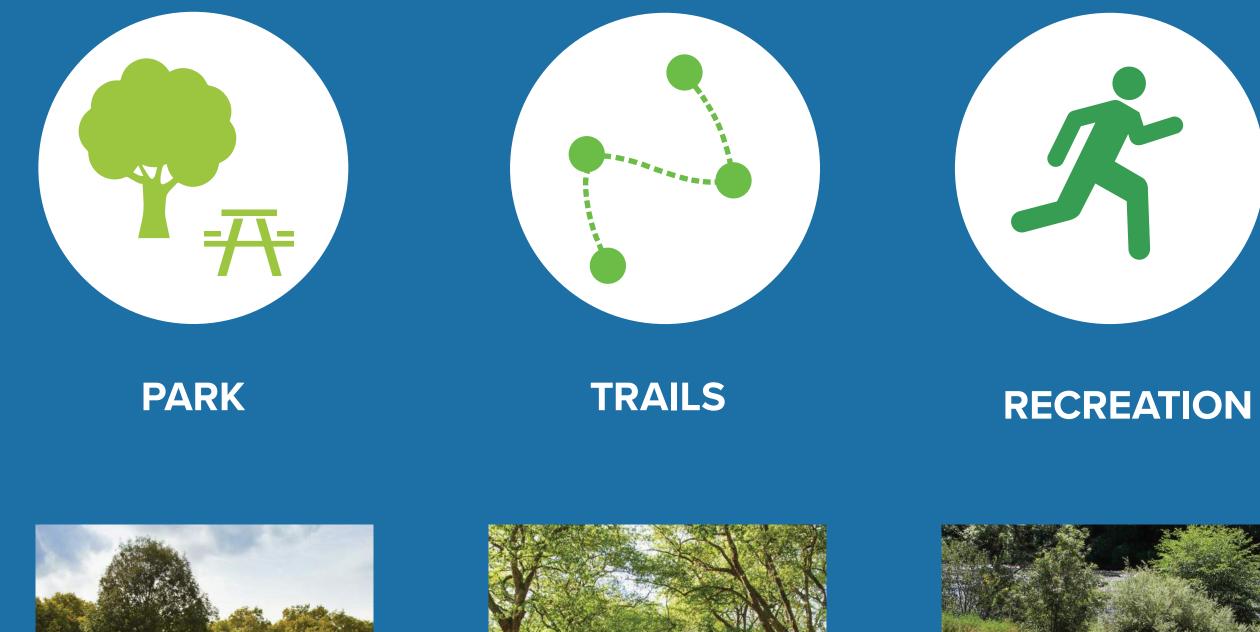


What type of Retail & Commercial would you like to see on the site? Where should it go?





3. OPEN SPACE





What type of open space would you like to see on the site? What type of activities and functions do you want in the open space?







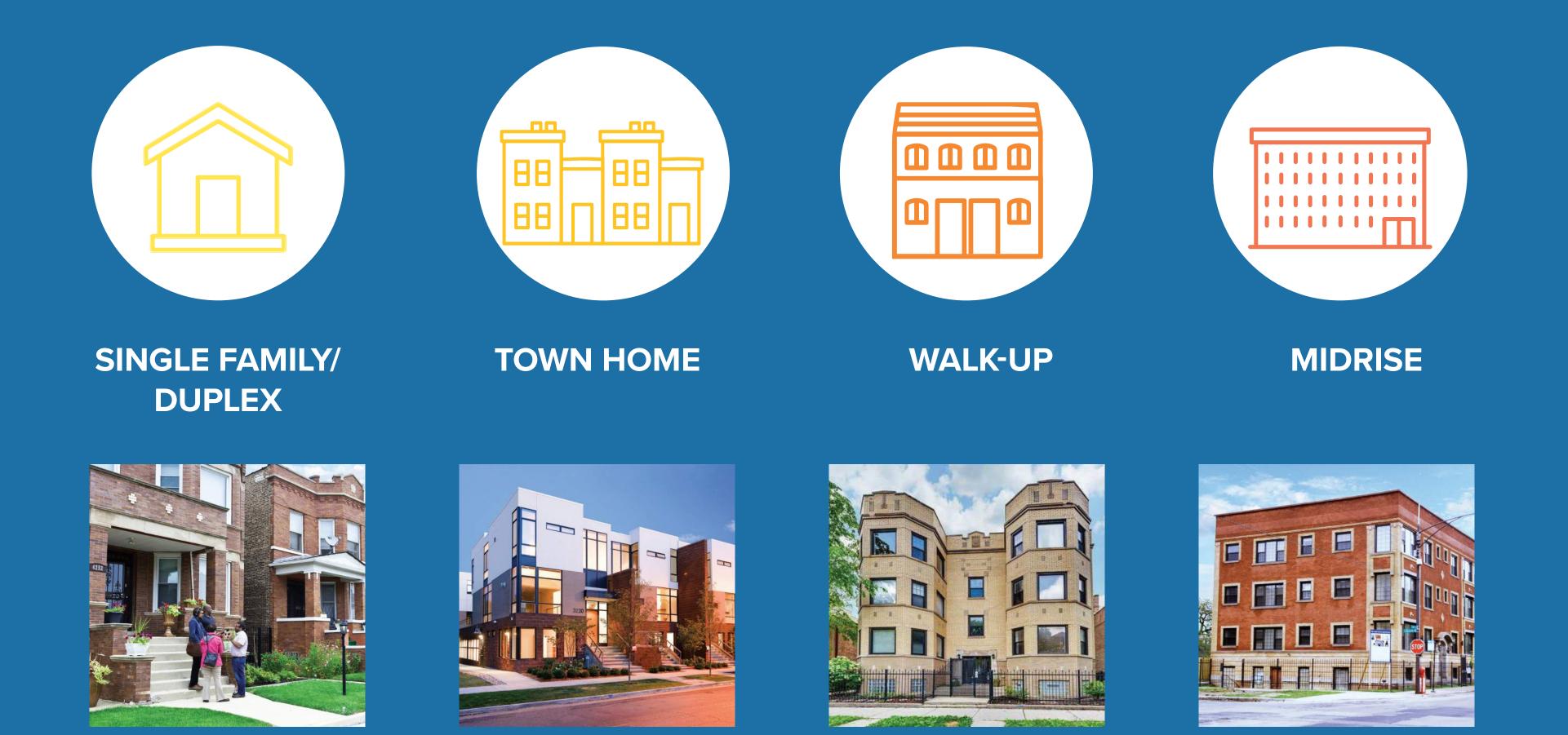
Austin Homes Master Plan Community Engagement Session 02

FRAMEWORK OPTION B BIG PARK

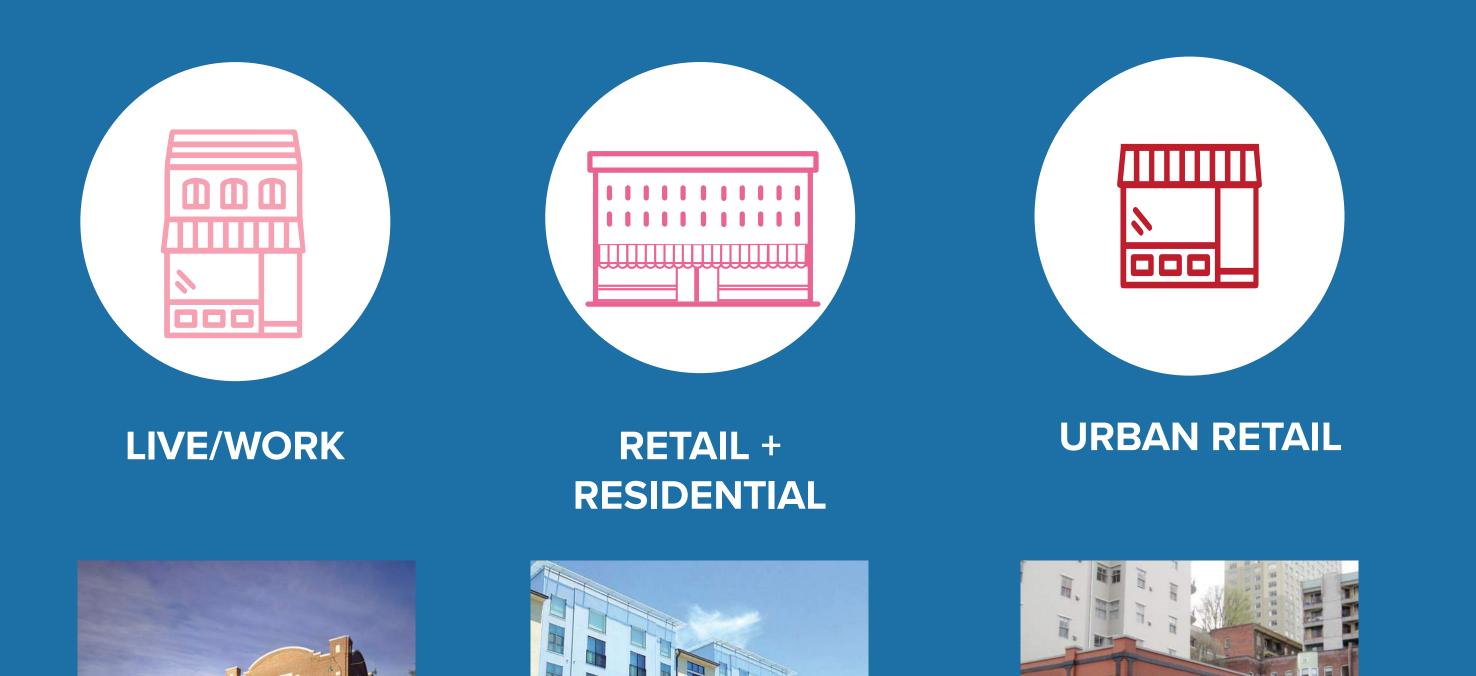


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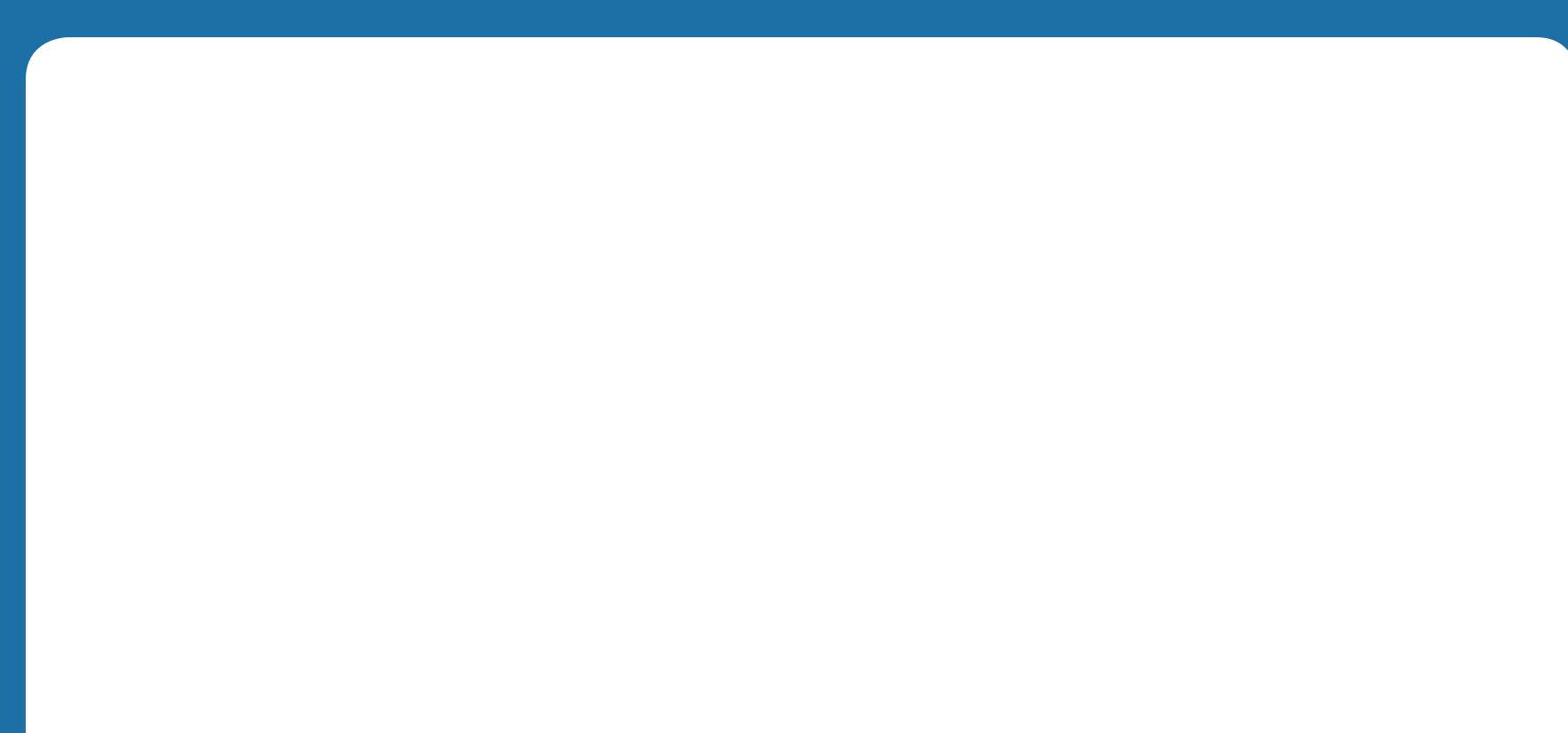
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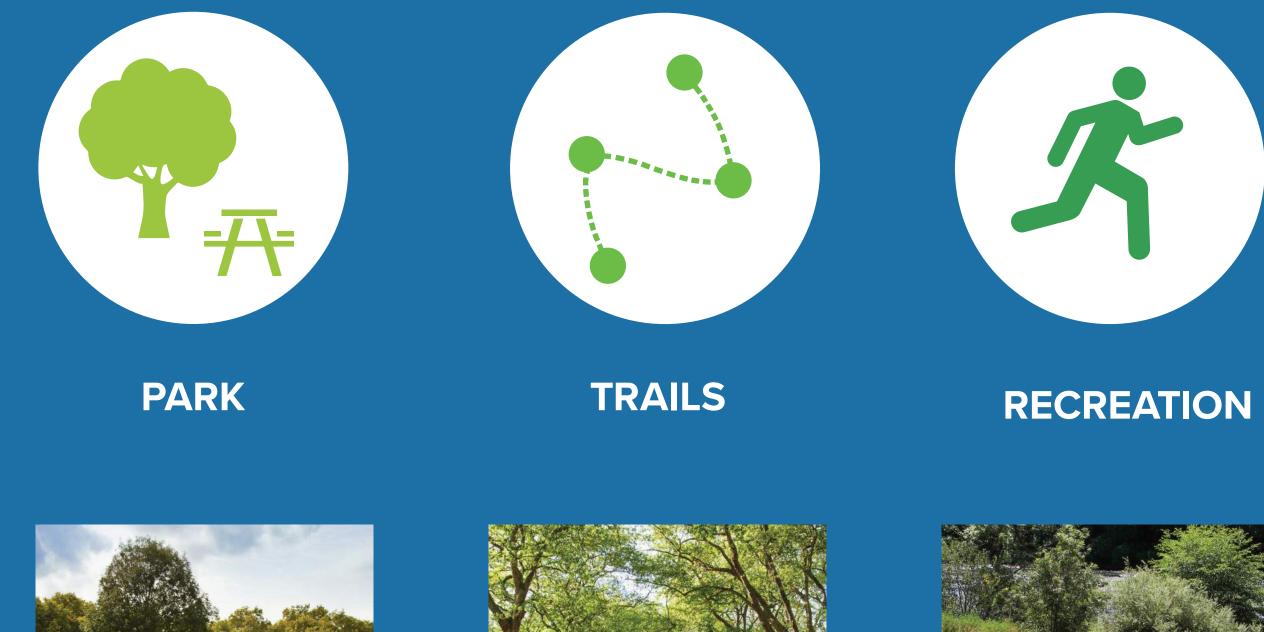


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Austin Homes Master Plan Community Engagement Session 02

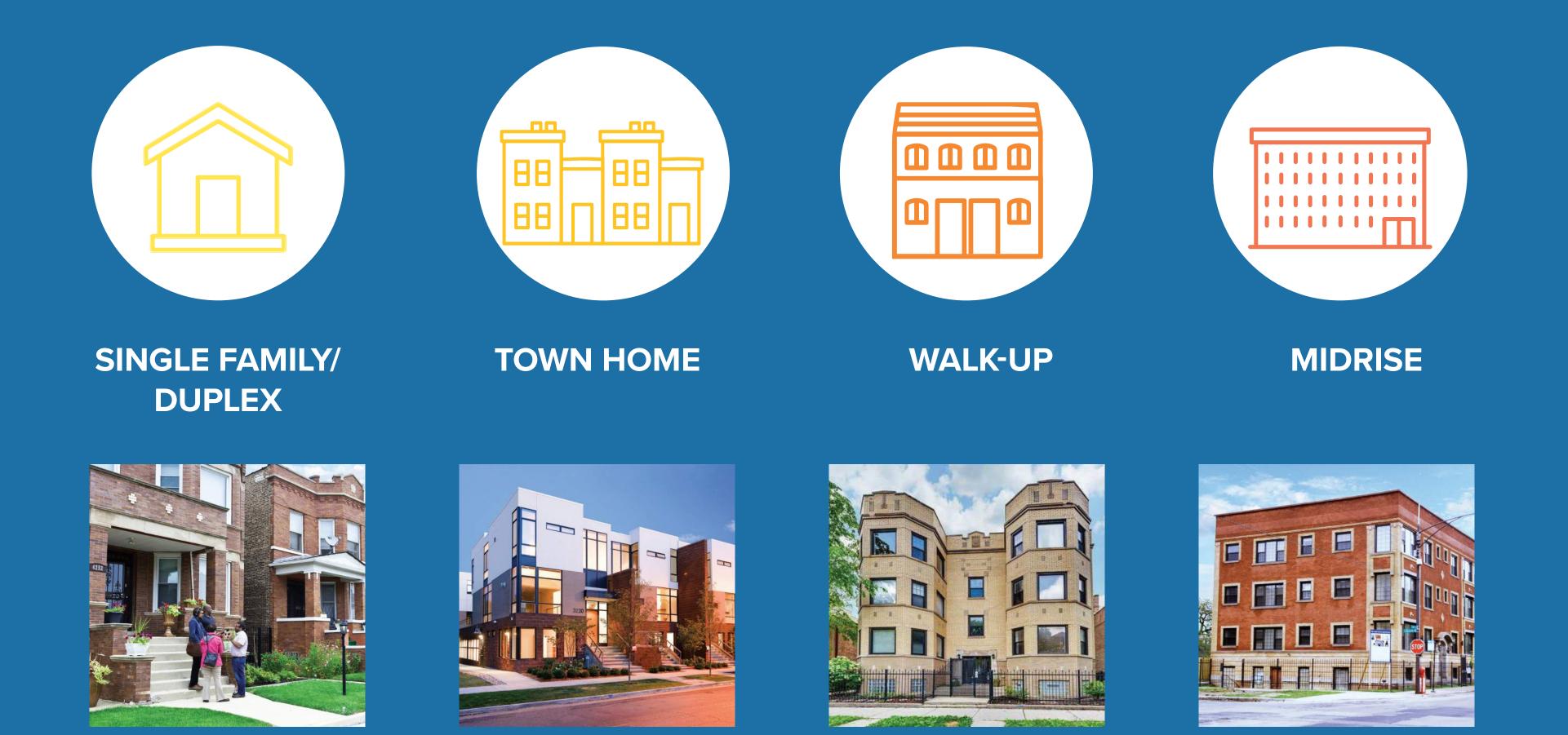
FRAMEWORK OPTION C THE PROMENADE



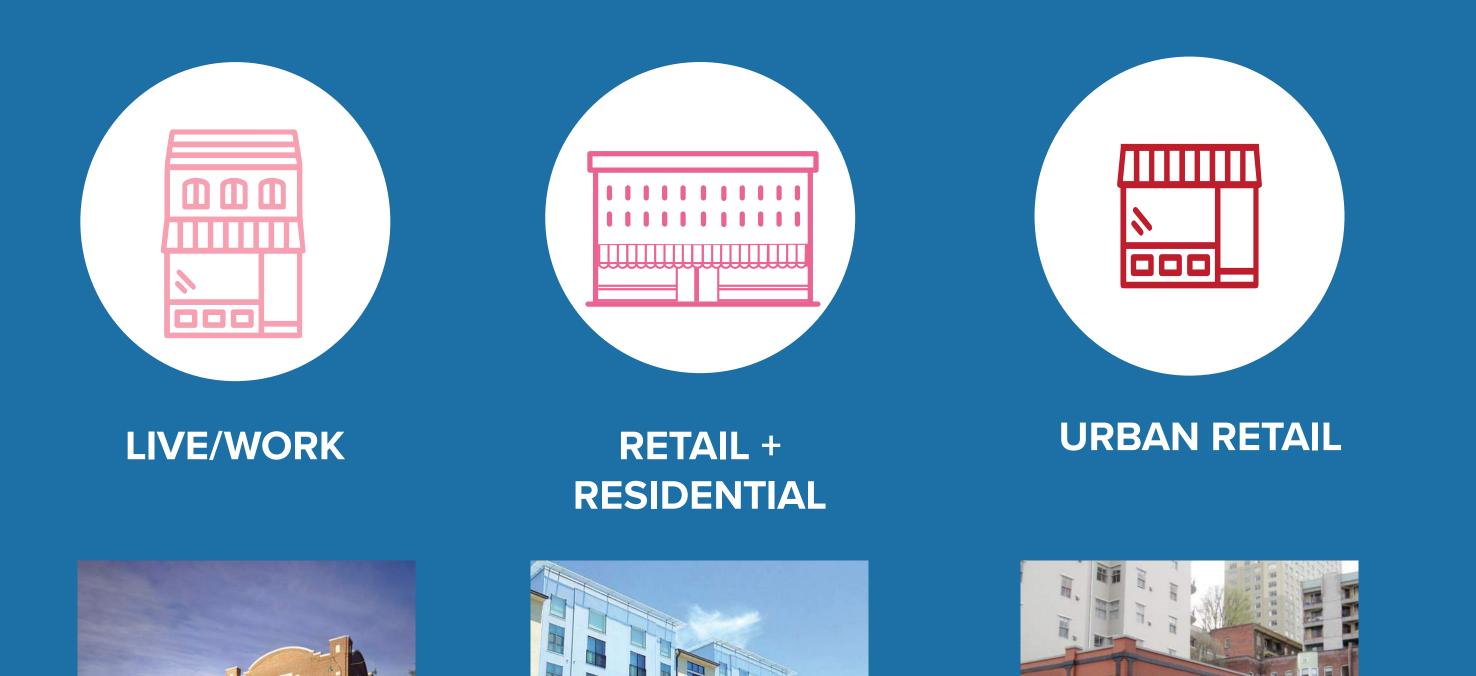


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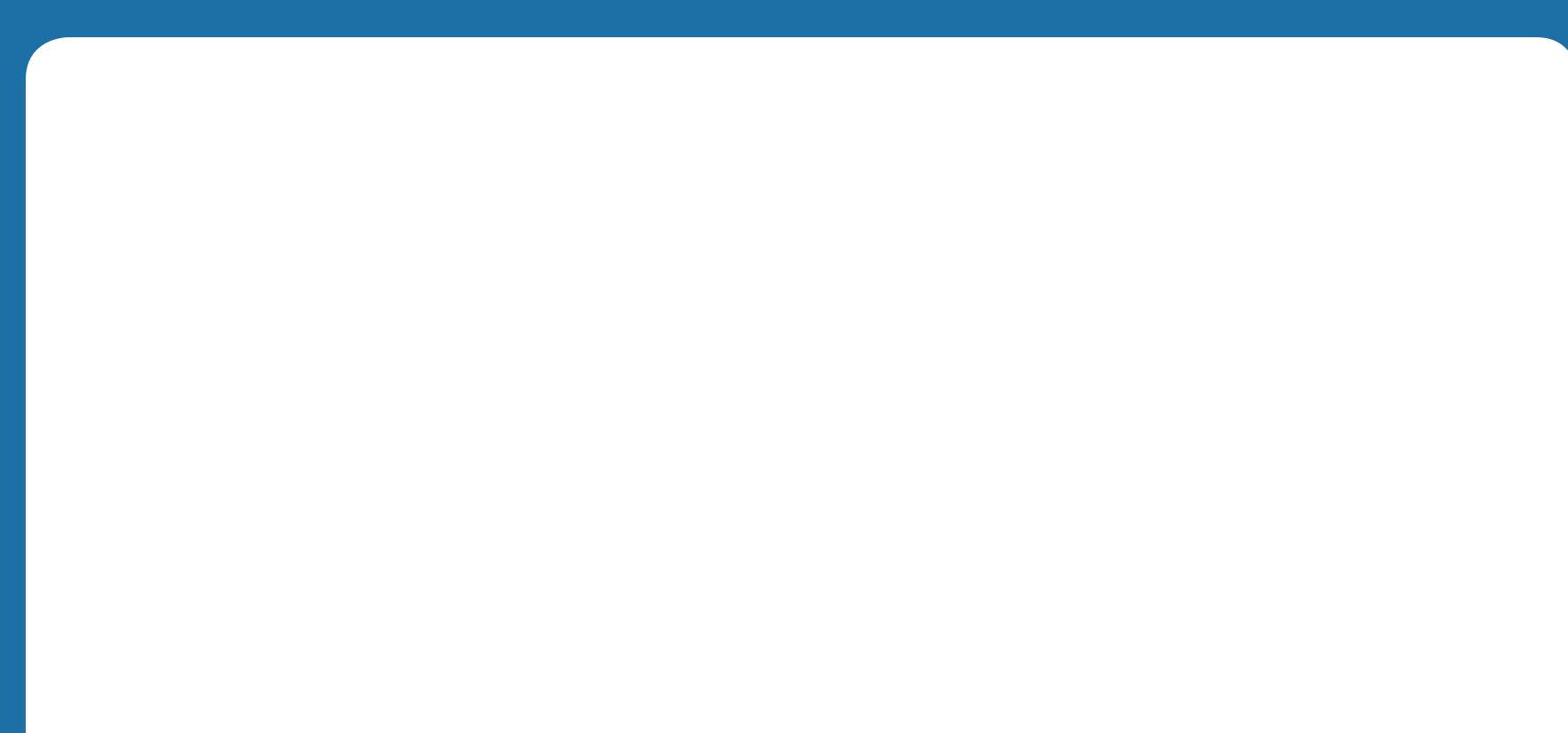
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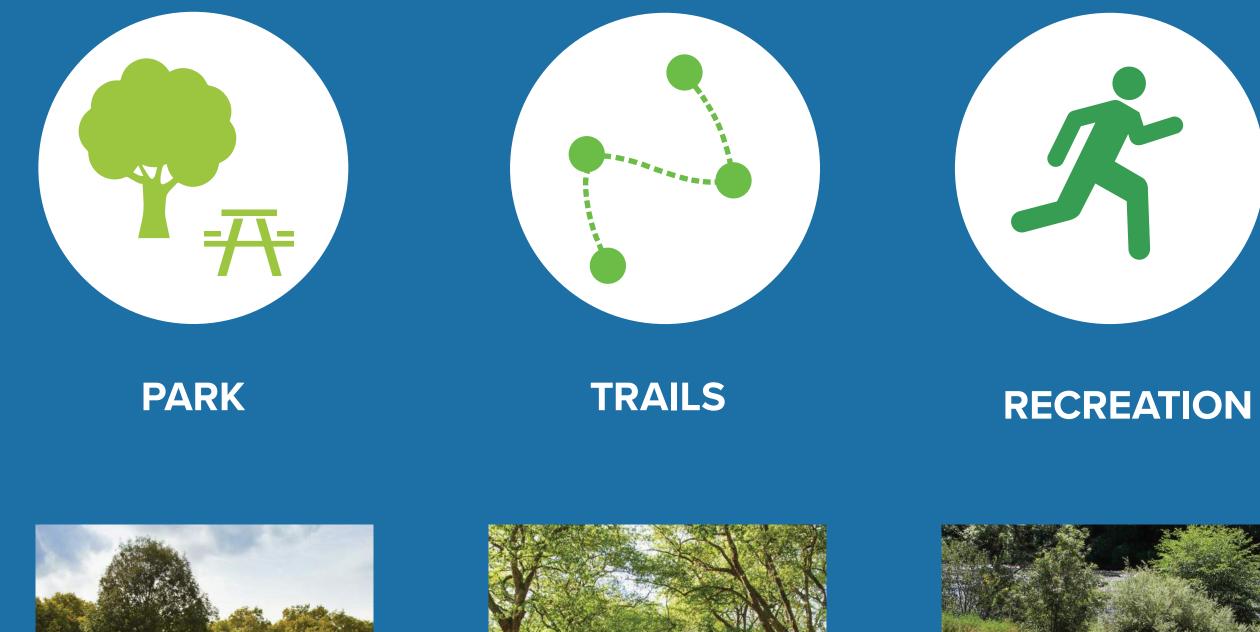


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Austin Homes Master Plan Community Engagement Session 02

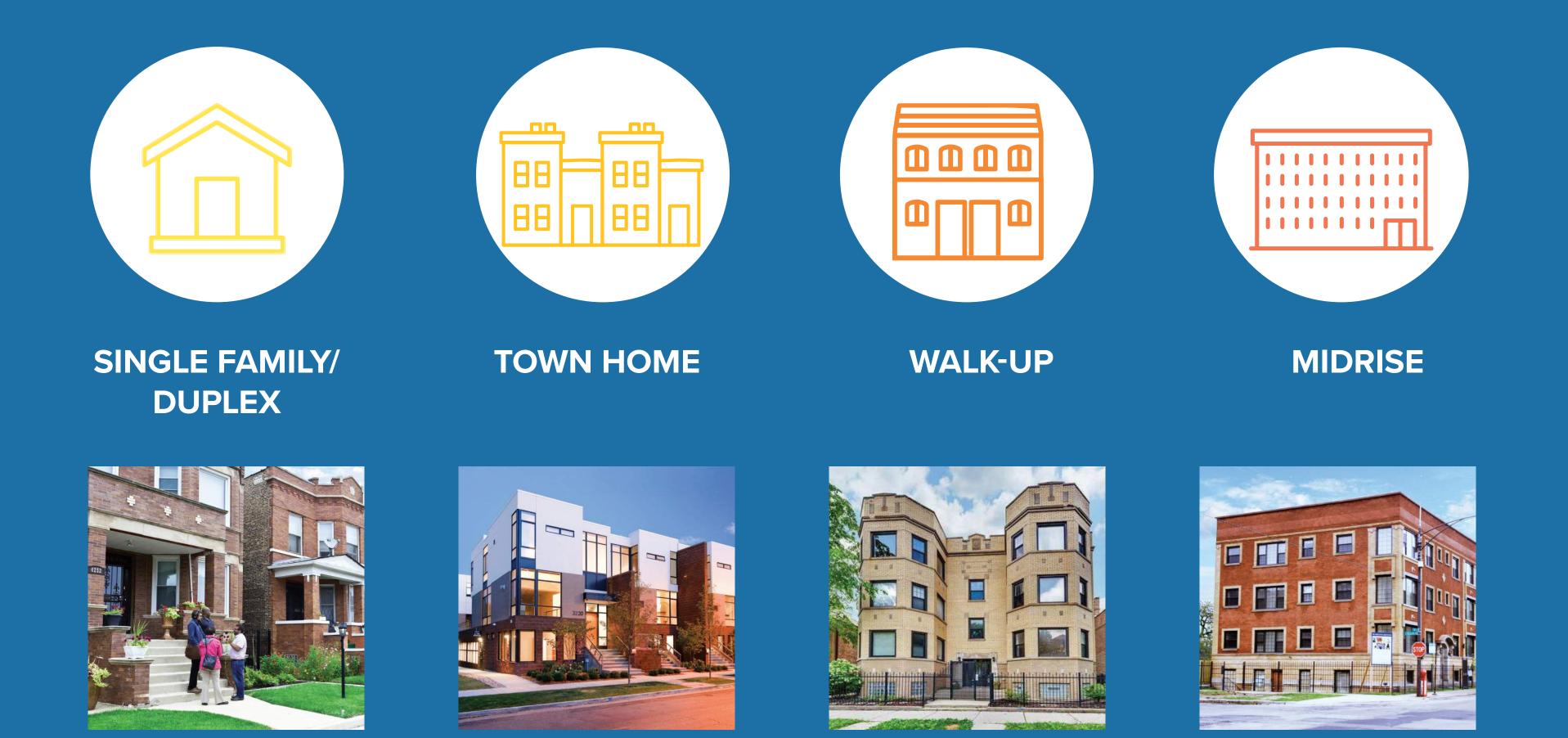
FRAMEWORK OPTION D GREEN WAY



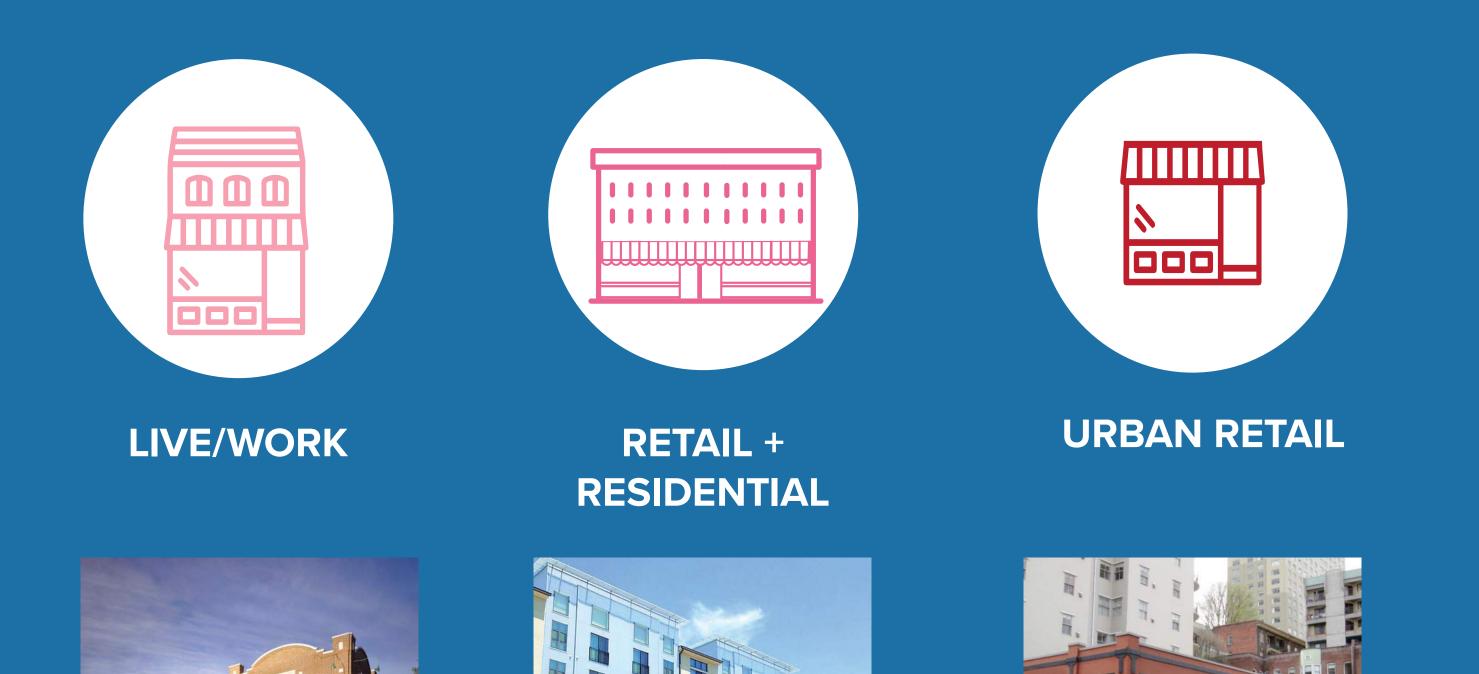


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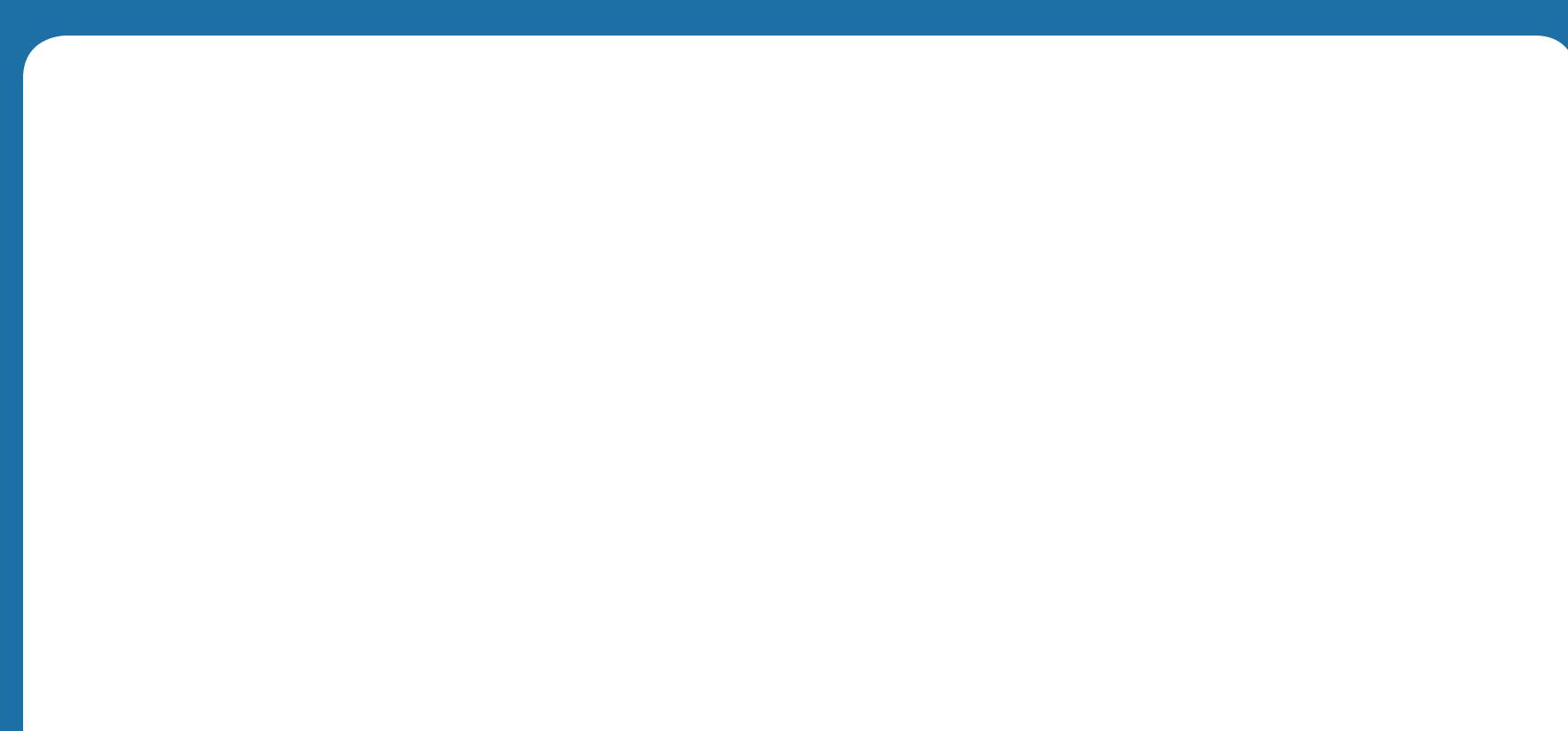
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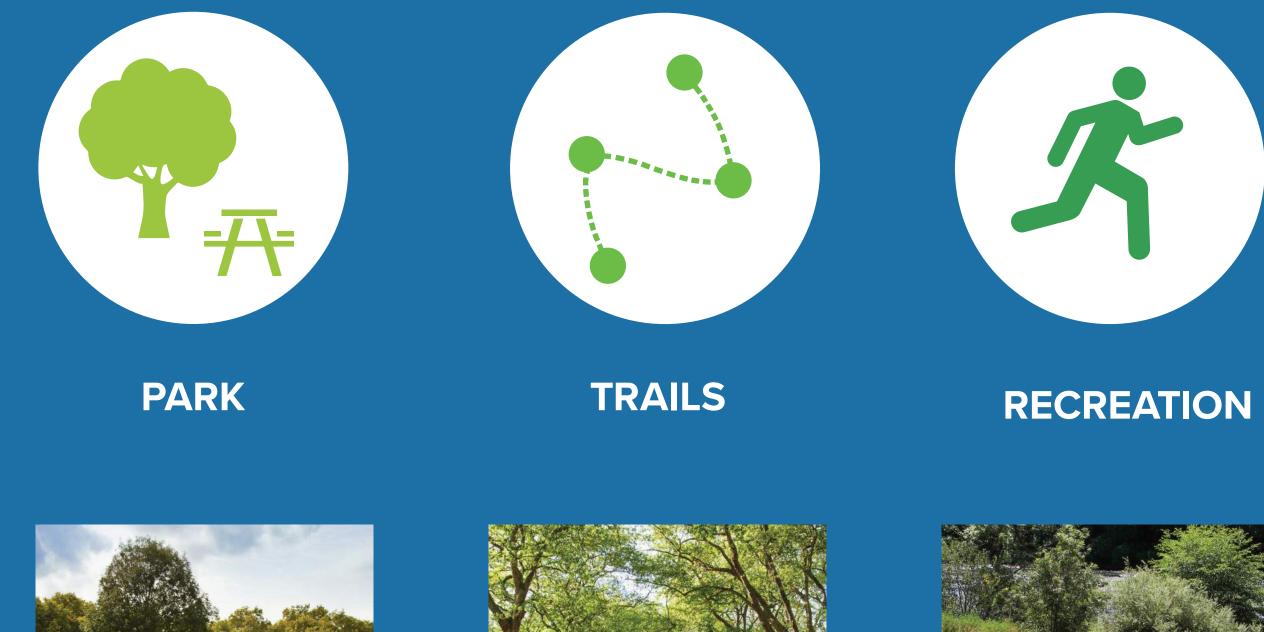


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