

WASHINGTON SUSTAINABLE GROWTH ALLIANCE

Promoting Smart and Sustainable Growth in the National Capital Region



Call for Applications - Deadline September 15, 2011

Since 2002, 64 development proposals in the Washington region have reaped the benefits of recognition as a Smart and Sustainable Growth Project proposal...shouldn't yours?

Workforce Housing Recognition: The Alliance is proud to offer a special Workforce Housing Recognition jointly awarded by the Alliance and the ULI Terwilliger Center for Workforce Housing to proposals that provide workforce housing. Moderate and middle income working families earning 60% to 120% of the Area Median Income fall above the range of traditional housing subsidies. In many of our close in and transit efficient locations, households containing these critical components of our workforce face significant housing cost burdens. Eight proposals in the region have so far received this coveted recognition. For more information, see the Alliance website at www.sgalliance.org. Learn more about the ULI Terwilliger Center for Workforce Housing at www.uli.org/Terwilliger.

Submit your application now: The Alliance welcomes proposals that meet the program's demanding recognition criteria for:

Location: The proposed development must be in an area designated and appropriate for growth or revitalization, most particularly for infill development or sites adjacent or close to developed residential or commercial areas. It should, by its location, reduce the number or length of automobile trips required for developments of this nature.

Density, Design and Mix of Land Uses: The proposed development or the surrounding area must have sufficient density and scale to support a mix of uses and choices for mobility and access. Winning applications propose high-quality developments that respect the visual character of the surrounding area and are integrated into the existing community fabric.

Transportation / Mobility / Accessibility: Recognized development proposals are designed and programmed to offer alternatives to single occupancy vehicle trips, by encouraging transportation uses that do the most to enhance air quality and reduce greenhouse gas emissions, such as providing safe and effective pedestrian and

To qualify for the special Workforce Housing Recognition, projects should also demonstrate creativity and innovation such as the following ...

- Employing creative initiatives to improve unit affordability to ensure long-term sustainability of workforce units
- Resourceful use of land sites such as publicly owned land, brownfield sites, or conversion of land from other uses
- Demonstrating or implementing employer/employee housing strategies
- Partnerships between public and private sectors
- Arranging for reduction of costs incurred by the residents, e.g., condo fees or homeowner association dues
- Incorporating energy-efficient materials and green building principles that help reduce long-term occupancy costs
- Integrating various income groups within the development
- Integrating workforce units and market rate units into the same buildings without distinction
- Providing for innovative parking strategies such as space for car-sharing vehicles

bicycle access to a full range of destinations, providing easy access to transit, and demonstrating that these modes will be encouraged.



Environment: Proposals should reduce impacts on climate change, air quality, and water quality, and when applicable, conserve or restore green infrastructure to support open space and ecosystem restoration goals. The project should be sensitive to existing environmental features and protect natural resources where feasible. Where possible, the project should include sustainable design features.

Mixed Income Housing: For any residential component, a mix of homes affordable for people of all income levels should be encouraged. *For the special Workforce Housing Recognition, at least 10 percent of residential units must be affordable for incomes from 60 to 120 percent of Area Median Income.*



Community Benefits and Participation: The development should generate benefits for the surrounding area or the host community. These may include positive economic impacts, affordable homes, support for the school system, historic preservation and adaptive reuse, public access to parks or open space, support for local efforts to encourage alternative transportation, contributions to the arts or community facilities, or other improvements to the quality of community life. In addition, the developer should encourage substantial community participation during the development process.

Why - and when - should you seek recognition? Developers in the region understand the challenges in gaining approval of smart growth projects by local authorities and acceptance by neighborhood groups. Recognition by an independent third party like the Alliance helps the best projects succeed in the local review and approval process by informing public officials and neighborhood groups about the benefits of smart growth to the community and the region. Recognition is not an award for projects that are built, broken ground or completed all review processes.

How does the program work? An independent jury reviews each project against the applicable smart and sustainable growth recognition criteria. The jurors represent Alliance member organizations and a variety of disciplines related to development. The applicant for each proposal that meets the applicable criteria receives a recognition letter that can be used to support approval of the project. The Alliance issues a press release and features recognized proposals on our website and social media, and provides testimony about the benefits of the project to the community and region. Applicants whose projects are not granted recognition are notified of this decision in the strictest confidence -- this is a no-risk process for the applicant regardless of the outcome.

Alliance Partners

*Chesapeake Bay Foundation
Coalition for Smarter Growth
Enterprise Community Partners
Greater Washington Board of Trade
Metropolitan Washington Builders Council
ULI Terwilliger Center for Workforce Housing
ULI Washington*

For more information contact **Deborah Westbrooke, Executive Director**, at
dwestbrooke@sgalliance.org or 301.986.5959