



Office of the City Manager

INFORMATION CALENDAR

May 29, 2018

To: Honorable Mayor and Members of the City Council

From: Dee Williams-Ridley, City Manager

Submitted by: Timothy Burroughs, Director, Planning and Development

Subject: Referral Response: Direction and Referral Regarding “Premier Cru” Property

INTRODUCTION

On January 30, 2018, City Council requested that staff analyze the development potential for City-owned real property at 1001, 1007 and 1011 University Avenue and 1925 Ninth Street (the Premier Cru property) as an initial step towards the eventual development of affordable housing at the site. This report addresses a portion of the referral request -- analyzing existing conditions, zoning regulations and historic resources. It also provides a projected timeline for development and other information necessary to address subsequent components of this referral.

CURRENT SITUATION AND ITS EFFECTS

This report responds to Item 2 within the short-term referral that originally appeared on the agenda of the January 30, 2018, Council meeting and was sponsored by Mayor Arreguin and Councilmembers Hahn, Maio and Harrison (see Attachment 5). At that meeting, staff were asked to provide responses by the Council meeting of June 12, 2018.

The City has committed to provide affordable housing at the Premier Cru property. As a first step, the City must determine development potential in order to frame project costs, a development timeline, and the building scale and uses. Following this work, the City will be able to take the next step of issuing an RFQ or RFP that solicits proposals from affordable housing developers.

While this planning work is underway, the Premier Cru property is being used in the following way (see Attachment 1):

- 1925 Ninth Street provides off-street parking to property tenants.
- 1001 University Avenue, previously used as a warehouse, is currently used as a City-run temporary emergency winter shelter for the homeless.
- 1007 University Avenue is occupied by Bauman College, a holistic, nutrition and culinary arts college. Its lease runs through 2021 and provides two five-year options to extend. This building is a City of Berkeley Landmark (see Attachment 2).

- 1011 University Avenue, previously Premier Cru’s retail shop, is vacant. This building may be used as temporary City Council chambers in the future.

BACKGROUND

The Premier Cru property, purchased by the City in 2017, comprises four parcels and is approximately 37,700 square feet (0.865 acres) in area. It was identified as an ideal location for affordable housing due to its size, zoning, and proximity to transit, schools, and I-80. The following sections provide preliminary guidance on the property’s development potential and the project’s funding needs and timeline.

Development Potential

The three parcels that front University Avenue are in the West Berkeley Commercial (C-W) District. These parcels are within a “node” (identified in the West Berkeley Plan) that requires buildings to have a 25 foot minimum height and provide ground floor retail. Development standards allow for four stories and do not require any setbacks or step-backs.

Although in the C-W, the parcel at 1007 University Avenue would have limited development potential. This parcel contains a City of Berkeley Landmark (the Mobilized Women of Berkeley building). Certain features identified in the Landmark Designation will need to be preserved, potentially limiting development. For the purposes of this report, the rear of this parcel is assumed to follow C-W development standards, whereas the front of the parcel would be maintained as a single-story building with an existing courtyard, façade and building interior that could be used as a lobby and community room, or similar uses.

The parcel on Ninth Street is in the Multiple-family Residential (R-3) District. Development standards allow for a three-story building and require a five-foot setback on the north.

Using the information above, the developable footprint of the site is 35,500 square feet. Assuming conforming development setbacks, height, and uses, the site would provide approximately 24,500 square feet of ground floor commercial area and 95,500 square feet of residential area in a three to four-story building. The project could accommodate approximately 96 units, using a conservative average unit size of 1,000 square feet to allowing flexibility in design for a mix of unit sizes, common areas, open space, and other factors. With a 35% density bonus, the project could accommodate approximately 129 units (see Attachments 3 and 4).

Funding and Timeline

The development of the Premier Cru properties for affordable housing will be dependent on the availability of City funds. A project of 96 to 129 units might need \$125,000 to \$250,000 in City funds per unit, or a total of \$12 million to \$32 million. The later the development occurs, the less certainty there is about how much City subsidy would be

required, since development costs and other public funding programs' priorities and availability are constantly changing.

The Council directed the City Manager to initiate the process of securing about \$25 million in bond funding for the Berkeley Way development. That bond financing will require payments of \$3.5 million annually for 10 years, or \$2 million annually for 20 years. If the City chooses to pay down the bonds within 10 years, given current funding sources, the Housing Trust Fund would probably not be able support a development of an additional 96 to 129 units at the Premier Cru site until about 2029. If the City completed a competitive process to select a developer in advance of funding being available, and that developer worked to design the development and secure entitlements, it is possible that the development could go into construction shortly after the City paid off the bonds, perhaps in 2030. Construction would take up to two years, making units available in 2032. If the City chooses a long repayment term for the Berkeley Way bonds, it would take several more years to accumulate enough funding for the University Avenue sites, assuming a steady stream of revenue from market-rate developments. Unfortunately, federal funds have spending timelines which make it impossible to accumulate them in this way.

If the City had new, additional funds available prior to paying down the bonds for Berkeley Way, it might take three to five years for the City to select a developer through a competitive process and negotiate a disposition agreement, and for the developer to design, entitle, and obtain funding for the project so it could go into construction. The construction period of about two years is typical, depending on the size and complexity of the development. A timeline of four to seven years until lease up would not be unusual. For example, on the Berkeley Way site, the City selected the developer in 2014; the project may go into construction in 2019 and lease up by 2021. At the Harper Crossing site, the City selected the developer in 2012 and seniors moved in during 2017. The development had already been entitled in 2007, but the first part of the decade was a difficult time to secure development funding due to lingering effects of the recession.

ENVIRONMENTAL SUSTAINABILITY

This project would provide affordable housing one block away from the intersection on University Avenue and San Pablo Avenue. These two transit corridors have frequent service from AC Transit's local and transbay buses. Coupling housing with transit supports Berkeley's environmental sustainability goals as it increases access to transit and reduces vehicle miles traveled. Provision of affordable housing with access to transit shares the social and economic benefits of the climate protection across the community, another goal of Berkeley's CAP.

POSSIBLE FUTURE ACTION

Recommend HHCS staff use information provided in this report to address next steps in the referral.

FISCAL IMPACTS OF POSSIBLE FUTURE ACTION

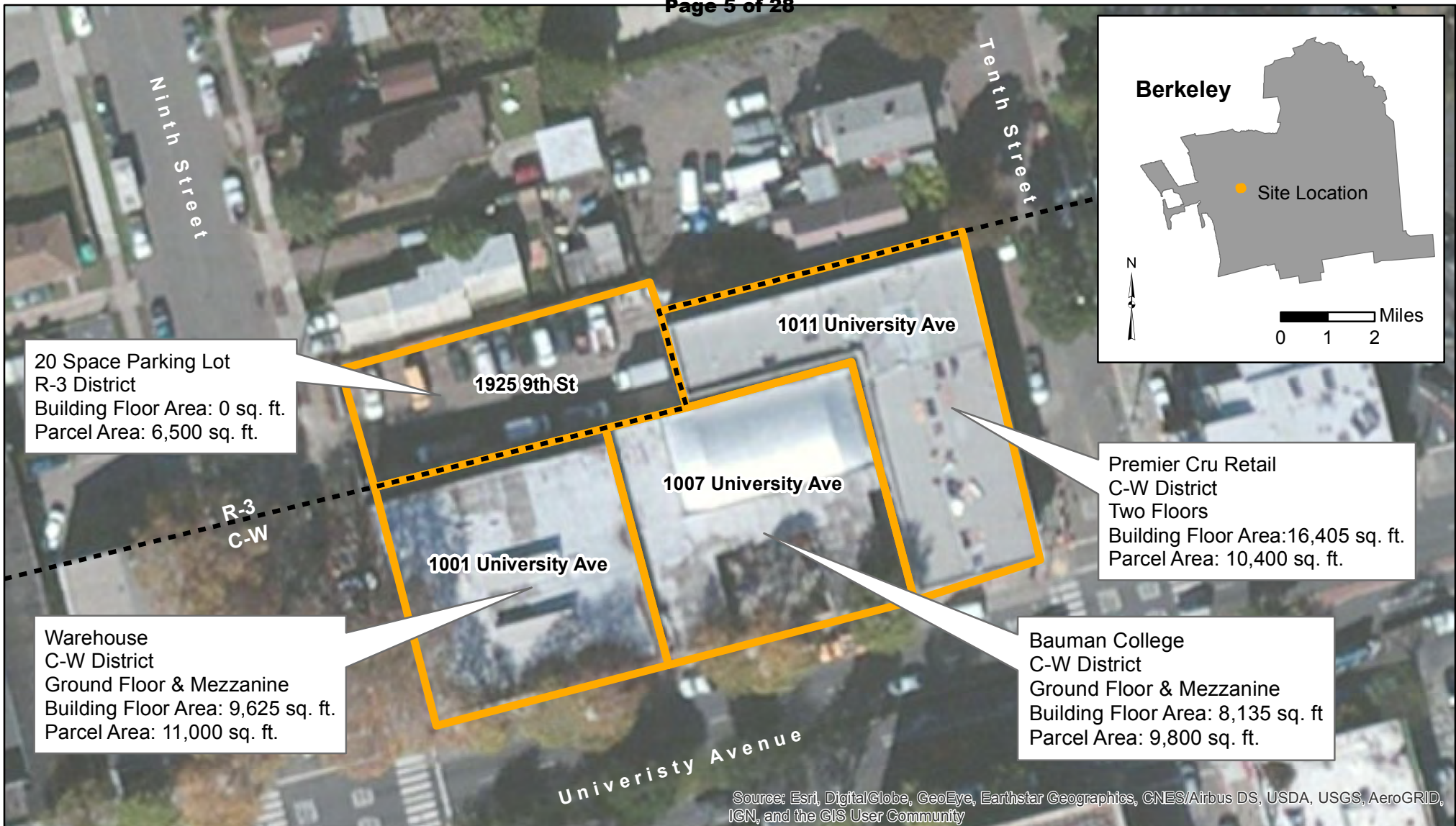
Staff time required to conduct analyses; consultant costs for design and cost estimating.

CONTACT PERSON

Timothy Burroughs, Director, Planning and Development Department, 981-7400
Paul Buddenhagen, Director, Health, Housing and Community Services Department,
981-5400

Attachments:

- 1: Existing Conditions Map
- 2: Landmark Designation 1007 University
3. Development Potential Calculations
4. Development Potential Map
- 5: Original Referral Report from January 30, 2018

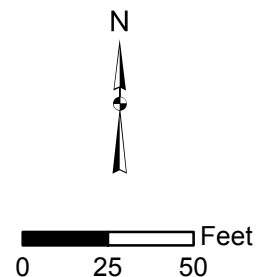


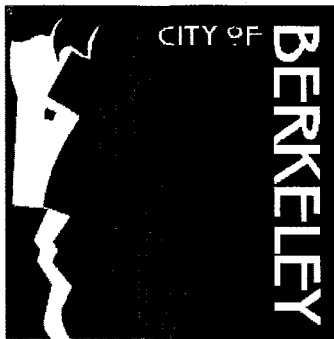
Legend

- Parcel Boundary
- Zoning District Boundary

R-3 = Multiple Family Residential District
C-W = West Berkeley Commercial District

Existing Conditions Map





L A N D M A R K S
P R E S E R V A T I O N
C O M M I S S I O N

305

Notice of Decision

MEETING OF: March 4, 2010

Property Address: **1007 University Avenue**
APN: **057-2089-14-1**
Also Known As: **Mobilized Women of Berkeley**
Action: **Landmark Designation**
Application Number: **LM #09-40000012**
Designation Author(s): **Susan Cerny**

WHEREAS, the proposed landmarking of 1007 University Avenue, the Mobilized Women of Berkeley building, was initiated by the Landmarks Preservation Commission on May 7, 2009; and

WHEREAS, the proposed landmarking of 1007 University Avenue is exempt from CEQA pursuant to Section 15061.b.3 (activities that can be seen with certainty to have no significant effect on the environment) of the CEQA Guidelines; and

WHEREAS, on July 2, 2009, the public hearing for the proposed landmarking of the Mobilized Women of Berkeley building was opened, the Landmarks Preservation Commission heard public testimony, and continued the public hearing until July 20, 2009, at which date they approved the nomination (8-0-0-1); and

WHEREAS, on September 21, 2009, following release of the Notice of Decision (NOD) on September 4, 2009, Robert A. Belzer on behalf of the property owner Fox Ortega enterprises, Inc (Premier Cru) appealed the Landmark decision to City Council; and

WHEREAS, on December 8, 2009, the City Council heard comments and took action on the appeal, remanding the decision to the LPC for further review of additional researched information submitted by the author of the designation report regarding the questioned association of the building at 1007 University Avenue with Architect Bernard Maybeck, and for LPC to modify the designation decision as appropriate; and

WHEREAS, on March 4, 2010, the Landmarks Preservation Commission took public testimony and reviewed an amended Designation Report that includes additional researched information on the remand issue of the association of the building at 1007 University Avenue with Architect Berneard Maybect, voting unanimously (9-0-0-0) to restate the designation for Architectural Merit for the Notice of Designation (NOD) to read as follows; and

WHEREAS, consistent with Section 3.24.110.A.1, 1007 University Avenue, the Mobilized Women of Berkeley building is significant for its Architectural Merit because of its unique design and construction technique using four inch by eight inch (4" X 8") glass block panels, and for its association with Berkeley's internationally known architect, Bernard Maybeck. While P.L. Coates is the architect of record for 1007 University Avenue, it was designed and built to be a sympathetic companion to Mr. Maybeck's adjacent building (at 1001 University Avenue), built 12 years earlier (which burned in 1975 and subsequently was demolished and replaced in 1980 by the building which now occupies that portion of the parcel); and

WHEREAS, consistent with Section 3.24.110.A.2, 1007 University Avenue has exceptional cultural value because it provides tangible and physical evidence of the role that women played in providing needy citizens of Berkeley with necessary services not then provided for by public agencies; and

WHEREAS, consistent with Sections 3.24.110.A.2, 1007 University Avenue has exceptional cultural value because, of the several women's club buildings that have been given City of Berkeley or National Register landmark status, only 1007 University represents an organization of women who, in a hands-on way, directly devoted their efforts to helping the poor and needy; and

WHEREAS, consistent with Section 3.24.110.A.3, 1007 University Avenue, the Mobilized Women of Berkeley building is significant for its Educational Merit as a structure worth preserving for its usefulness as an educational tool as the last remaining physical and tangible evidence of the charitable organization, Mobilized Women Organizations of Berkeley, founded at the beginning of World War I by 151 women's clubs and organizations; and

WHEREAS, consistent with Section 3.24.110.A.4, 1007 University Avenue, the Mobilized Women of Berkeley building is significant for its Historic Merit, thereby encouraging the preservation of a structure that embodies the social history of Berkeley during the World War I, the Depression, World War II, and the years following when there was a great need to provide the English language classes, job training classes and other social services to foreign emigrants; and

WHEREAS, consistent with Section 3.24.110.A.4, 1007 University Avenue, the Mobilized Women of Berkeley building is significant for its Historic Merit as it is associated with the evolution of governmental supported social and educational services that began to erode the need for private charities to provide services to the poor. Up through the 1930s, local social ills were solved with private charity, not with government programs. The Mobilized Women were part of that cultural environment and were a significant part of the social "safety-net" of the time, not simply a "do-gooder" program operating around the fringes of a "big government" welfare/social services operation; and

WHEREAS, 1007 University Avenue, the Mobilized Women of Berkeley's significance for Cultural, Historic and Educational Value is evidenced by the fact that its organizational material has been accepted into the collections of the Bancroft Library; and

WHEREAS, 1007 University Avenue, the Mobilized Women of Berkeley building qualifies as a Landmark due to its Architectural, Cultural, Educational and Historic Merit under Section 3.24.110 of the City of Berkeley's Landmarks Preservation Ordinance #4694 N.S.;

NOW THEREFORE, BE IT RESOLVED, that the Mobilized Women of Berkeley building (1007 University Avenue) is hereby designated a City of Berkeley Landmark, and that the landmark site is co-terminus with Assessor's Parcel Number 057-2089-14-1; and

LET IT BE FURTHER RESOLVED, that the particular features of the Mobilized Women of Berkeley building to be preserved include:

- The building's flat roof with a slightly raised parapet;
- A metal band that runs around the entire one-story sections of the building;
- The building's grid form panels;
- The building's U-shape creating the courtyard;
- The low, horizontal forms of two single story wings flanking the one and one-half story central building; and
- The recessed entry set at the back of the courtyard placed in the center of the south-facing wall flanked by grid-form panels; and

LET IT BE FURTHER RESOLVED, that excluded from this landmark designation is the short wall in front of the courtyard, and the building immediately to the west, which is situated on the same parcel and which has the address, 1001 University Avenue.

VOTE: 9-0-0-0

Aye: Hall, Johnson, Linvill, Ng, Olson, Parsons, Pietras, Wagley, Winkel

Nay: none

Abstain: none

Absent: none

ATTEST: _____

Jay Claiborne

Secretary, Landmarks Preservation
Commission

DATE NOTICE MAILED: March 15, 2010
THE APPEAL PERIOD EXPIRES (15 DAYS) AT 5 PM: March 29, 2010
Appeal must be filed with City Clerk by this date.

TO APPEAL THIS MATTER:

Pursuant to Section 3.24.300 of the Landmarks Preservation Ordinance: "An appeal may be taken to the City Council by the City Council on its own motion, by motion of the Planning Commission, by motion of the Civic Art Commission, by the verified application of the owners of the property or their authorized agents, or by the verified application of at least fifty residents of the City aggrieved or affected by any determination of the commission made under the provisions of this chapter". Any appeal submitted by the public must be in writing, specifying the reasons for the appeal. The appeal fee if filed by the applicant is \$1156. If filed by a person other than the applicant, the fee is \$63.00. The City Clerk's Department is located on the first floor at 2180 Milvia Street, Berkeley, CA 94704; Phone (510) 981-6900.

NOTICE CONCERNING YOUR LEGAL RIGHTS:

If you object to a decision by the Landmarks Preservation Commission to approve or deny a Structural Alteration Permit, the following requirements and restrictions apply:

1. You must appeal to the City Council within 15 days after the Notice of Decision of the action of the Landmarks Preservation Commission is mailed. It is your obligation to inquire with the Current Planning Division (981-7410) to determine when a Notice of Decision is mailed.
2. No lawsuit challenging a City decision to deny (Code Civ. Proc. Section 1094.6(b) or approve (Gov. Code Section 65009(c)(5)) a Structural Alteration Permit may be filed more than 90 days after the date the decision becomes final, as defined in Code of Civil Procedure Section 1094.6(b). Any lawsuit not filed within that 90-day period will be barred.
3. In any lawsuit that may be filed against a City Council decision to approve or deny a Structural Alteration Permit, the issues and evidence will be limited to those raised by you or someone else, orally or in writing, at a public hearing or prior to the close of the last public hearing on the project.
4. If you believe that this decision or any condition attached to it denies you any reasonable economic use of the subject property, was not sufficiently related to a legitimate public purpose, was not sufficiently proportional to any impact of the project, or for any other reason constitutes a "taking" of property for public use without just compensation under the California or United States Constitutions, the following requirements apply:
 - a. That this belief is a basis of your appeal.
 - b. Why you believe that the decision or condition constitutes a "taking" of property as set forth above.
 - c. All evidence and argument in support of your belief that the decision or condition constitutes a "taking" as set forth above.

If you do not do so, you will waive any legal right to claim that your property has been taken, both before the City Council and in court.

Attachments:

1. Amended Landmark Application Report submitted by Susan Cerny and dated February 23, 2010.
2. City Council remand to LPC, Action Item 12, December 8, 2009

cc:

City Clerk's Office
2180 Milvia Street
Berkeley, CA 94704

Susan Cerny
860 Keeler Avenue
Berkeley, CA 94708

1007 University Ave LLC
1007 University Avenue
Berkeley, CA 94710

Planning Dept. GIS staff
2120 Milvia St.
Berkeley, CA 94704

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MOBILIZED WOMEN OF BERKELEY: HISTORY OF THE ORGANIZATION

Mobilized Women of Berkeley

Bancroft Library web-site content.cdlib.org/ark:/13030/hb4w1005vz/
Organizational Information

"During World War I, hundreds of Berkeley women met in May 1917 to "mobilize" for the war effort. They named their group the Mobilized Women's Organizations of Berkeley. The women formed their own army by inaugurating the block system where they divided neighborhoods into sections, each containing several blocks that were assigned to members for donation solicitations. They conducted many successful drives for food conservation, liberty bonds, and the Red Cross. Most significantly, they developed a program to reclaim waste. They gathered newspapers, magazines, clothing, furniture, and other salvaged materials that could be cleaned and repaired to be made useful again. The organization was able to remain self-sustaining through the sales of these items in their thrift stores and other fund raising activities.

After the war, the organization renamed themselves the Mobilized Women of Berkeley (Moby). Their peace time program included the continuing reclamation of waste with proceeds used to promote citizenship and meeting the social and financial needs of the under-privileged residents of Berkeley. The purpose of their "Americanization" work was to make better American citizens of the native born and to bring American ideals and citizenship to the foreign born. They served as a welfare organization cooperating with all agencies, primarily families needing assistance in West Berkeley. Some of the activities consisted of classes in English, sewing and millinery, as well as interpreting services.

During World War II, the Mobilized Women of Berkeley coordinated with government agencies to conduct Red Cross shelter availability surveys, identification tag registration and distribution, food rationing program, and the sale of war bonds and stamps.

In 1949, Moby established a community center at their headquarters on University Avenue that provided both adult and youth activities, including recreation and camping programs, literacy school, and family rehabilitation and relief work. Through the 1950s and 1960s, they continued with their welfare and community service work in West Berkeley. The women also hosted numerous fund raising activities such as luncheons, teas, and fashion shows to support their wide range of projects.

In 1969, to commemorate their 50th anniversary, the Mobilized Women of Berkeley announced their retirement as an organization. They concluded that their type of service to the community was no longer needed because more government agencies were available to residents. At the same time, the Mobilized Women of Berkeley decided to hand over the deed for their building to the East Bay Association for Retarded Children (EBARC) because they wanted to give their facilities to another welfare organization to carry on the old traditions in a new way. The disbanded organization formed an auxiliary to assist EBARC in the future. This action dissolved the oldest women's service organization in the East Bay."

END

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Much of the following information is based on the recorder's notes taken from the minutes of the Mobilized Women of Berkeley in the Bancroft Library Collection or on newspaper articles, mostly from the Berkeley Daily Gazette, and Berkeley Building records.

The Mobilized Women's Organizations of Berkeley was established a little over a month after U.S. President Woodrow Wilson and Congress entered World War I on April 6, 1917.¹

On May 9, 1917 representative from 151 women's organizations in Berkeley (both public and private) met in the Ball Room of the Shattuck Hotel.²

Concerned about the moral and physical welfare of the newly recruited troops they made and adopted the following resolutions:³

"Be it resolved, that we as loyal American women endorse the efforts of the National Defense League in their efforts to establish a dry zone surrounding military training camps..."

"Whereas the military mobilization of large numbers of young men is now taking place...that large numberswill be contaminated physically and morally by prostitution..." "Be it resolved, that we call on our [entire] governance ...to adopt every measure which will reduce prostitution and venereal disease."

A second motion adopted called for "...that the temporary organization be made permanent with Mrs. Frederic Thursten Robeson president."

On May 11, 1917 The Mobilized Women's Organizations of Berkeley established three committees:

1. Liaison with the Red Cross
2. Food Conservation
3. Protection of Military Camps

Regular meetings would be 3:30 Fridays at the Shattuck Hotel.⁴

By May 25th of 1917 they had raised \$4,000 and reported on the war-time activities of the churches, the Red Cross and other organizations.

On November 6, 1917 the board approved publishing a book on how to conserve food needed for the troops by substituting ingredients.

¹ The war ended on November 11, 1918 when the Armistice was signed.

² Bancroft Library --Collection Title: Mobilized Women of Berkeley records 1917-1969
Collection Number: BANC MSS 70/10 c (See Appendixes A & B)

³ ibid

⁴ ibid

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By January 3, 1918 the book *Conservation Recipes* was published with an initial printing of 1500. Within the year there were three printings and had sold 8,000 books.

In 1918 the Shattuck Hotel provided the group free office space; the city moved them in and Hinks department store donated the curtains.⁵

The activities the Mobilized Women's Organizations of Berkeley undertook during the war included: the cookbook mentioned above; a patriotic community singing group who sang in the Berkeley High School auditorium; collecting books for the troops; providing scholarships to students; sponsoring fund raising teas and luncheons to buy yarn for the Red Cross; collecting shoes for the Rotary Club; and helping coordinate the activities of all the women's organizations in Berkeley.

At their January 9th, 1919 meeting they discussed the advisability of keeping the organization operating since the war had ended and the Women's Committee of the State would be disbanded on January 31, 1919.⁶

The minutes describing details of the decision to keep the organization going are missing from the Bancroft Collection. The next minutes in the collection date from October 13, 1919.

The October 13, 1919 minutes reflect an active organization that clearly had not disbanded and had, instead, decided to refocus its energies on peacetime community-service endeavors. The group was concerned with the number of recent emigrants who could not speak English. They had established an "Americanization Committee" in charge of providing English classes. Other classes were sewing and millinery.

By this date they had leased a storefront on University Avenue and Ninth Street (1002 University Avenue, across the street from 1007 University, the subject property) for two years and purchased a truck for collecting newspapers and junk clothing for recycling. They were working with the Red Cross and planning to sell used clothing and household items from their rented store.

By February of 1920 they were planning to build a playground across the street (1001 University Avenue) and in April were in discussions with the University to move Hearst Gymnasium (Bernard Maybeck, 1899; burned 1922) to the site for a kindergarten, but the arrangement fell through. Instead, they expanded into another existing building at 1023 University.

In December of 1920 they had purchased for \$4,500, the vacant lot at 1001 University Avenue for their Americanization program. Mrs. Bernard Maybeck was a member of the building committee.

Apparently they did not build on the lot at 1001 University Avenue immediately, but built an

⁵ ibid

⁶ ibid

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addition to 1002 University Avenue, across the street, in 1921.⁷

The group (now Mobilized Women of Berkeley) was incorporated in 1924, having operated, and even purchased property, unincorporated.

The next permit on file for the Mobilized Women is for a "temporary structure" at 1001 University Avenue.⁸

The facilities used by the Mobilized Women became a hub for varied programs and activities serving west Berkeley, and a destination for Berkeley residents seeking services ranging from classes in practical subjects to low cost household items and clothing. In the pre-New Deal / Great Society eras, social services and support for the poor were largely a matter of private charity and philanthropy, rather than the focus of extensive government programs.

A 1931 *Berkeley Gazette* article describes the scope and focus of the Mobilized Women programs in that era. "Mrs. Anna L. Saylor, vice-president of the Mobilized Women's organization, related the story of that organization's transformation from a wartime women's army...into a women's peace army for reclaiming waste and developing good citizenship among the foreigners in the city. 'Waste is gathered by the truck-load, and sorted, mended, laundered, or painted...to be sold at a very moderate price to hundreds...This work is carried on downstairs ...Upstairs women and children are taught to sew and perhaps to speak English. Last month over a thousand women came for help of different kinds. Women and girls have afternoon meetings in the Community House; sometimes a Russian wedding, a Finnish choral club, or a Mexican dance adds a touch of the picturesque."

"This beneficial work is entirely self-supporting. It receives nothing either from the Berkeley government or from the Community Chest."⁹

As the Great Depression lengthened, the organization appears to have become a mainstay support of many poor families in Berkeley. The organization's "store" refurbished and provided affordable items for the poor, but also gave them the dignity of paying a small amount for their purchases, rather than receiving direct charity.¹⁰

It was in 1938 that the organization finally consolidated its operations into a permanent structure on their lot at 1001 University Avenue. The building was designed by Bernard Maybeck, the contractor was Ensor H. Buel. (SEE SECTION ON ARCHITECTURE AND DESIGN)

⁷ Building Permit #10672 Oct. 21, 1921 1002 University Ave. "\$5,000 addition to present building on west" Owner, Mobilized Women of Berkeley 1000 University Ave. Builder: Henry McCullough

⁸ Building permit #16103 Feb. 1, 1924

Storage Shed 80 feet from University Ave. on 9th. \$250

"The building is a temporary structure to meet present needs in connection with our business and also to assist in carry out plans for our playground. It is hoped that later a community house will be built on this property.

Owner: Mobilized Women 1002 University Ave.

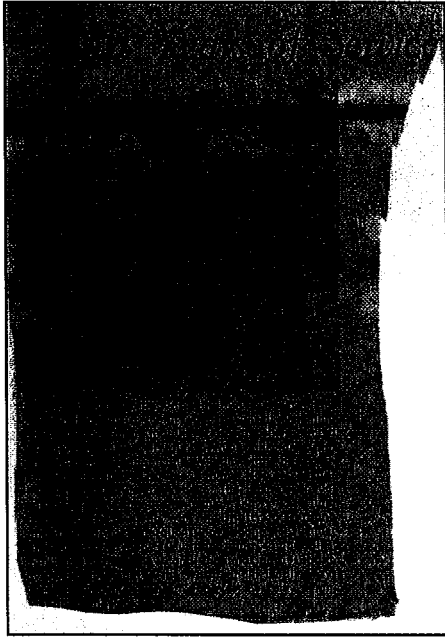
Builder: H. Petty

⁹ Bancroft Library; Mobilized Women Papers

¹⁰ personal communication, Steven Finacom, June 9, 2009

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By the late 1940s the organization had three thrift shops: 1001 University; 1757 Alcatraz and 1103 Washington St. in Albany.



In 1949 the *San Francisco Chronicle* reported on the many activities the organization engaged in: ballet classes, scholarships to Cazadero Music Camp and other camps, rummage sales, salvage and waste recycling, fundraising teas, lunches, bridge games, repairing houses for the needy, after school classes, and teen dance.¹¹

In October of 1962 the Council of Social Planning, Berkeley Area, issued Report #27: Report of study committee: Mobilized Women of Berkeley.¹² The report was at the request of the organization itself. They wanted to know if they were "...best serving the children in their locality.." The conclusion was that as a self-supporting volunteer organization, with good facilities, the "...services are quite limited...with little structure in regards to purpose, program or leadership."

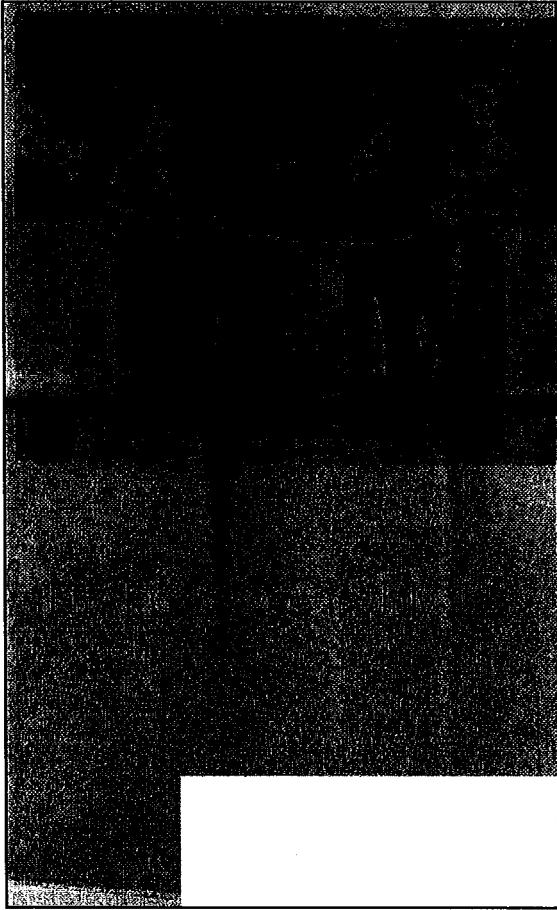
Times had changed for Mobilized Women of Berkeley. Government programs had been slowly replacing the much of the social work that had been the purpose of the organizations. Expanded adult school education provided English language courses and job-skills training for example.

¹¹ Gazette, Thursday, February 26, 1931

¹² Report is located in History Room, Berkeley Public Library, Main Branch

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ASSOCIATION FOR RETARDED CITIZENS, BERKELEY CENTER (ARC)



In 1969, Mobilized Women of Berkeley ceased to exist, and gave their property and buildings to the East Bay Association of Retarded Citizens (later known as ARC).¹³

This newspaper article and photo shows the ribbon-cutting ceremony when EBARC formally moved into the buildings.

When EBARC moved to the property two buildings were standing on it —1001 University Avenue (1938, Bernard Maybeck) and 1007 University Avenue (1949)— both that were constructed using Concrete Wall Forms. In 1975 a fire severely damaged the Maybeck designed building at 1001 University Avenue. In 1980 the building was demolished and replaced with the multi-purpose building designed by the Ratcliff Architects that is standing on the corner today, west of the structure nominated in this application.

The following is from information from the ARC web site
ASSOCIATION FOR RETARDED CITIZENS, BERKELEY CENTER (ARC)
1007 University Ave. (at 9th. St.), 94710

Work and training for developmentally disabled adults; two major programs: SCOPE (adult development program, community outings) and BPS (work experience, workshops) Eligible: People referred by Regional Center of the East Bay or pay private daily fee. Cost: Call for information. Wheelchair accessible. Contact: 704-2155, SCOPE; 704-2150, BPS. Hours: M-F 8-4 [7/95]

¹³ Donough File

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Founded in 1950 by a group of parents with children who had developmental disabilities, The Arc has responded to the changing needs of our community - Alameda County.
Last updated by: Webmaster 09 June 2005 (But ARC had apparently moved from University Avenue earlier.)

Novelist Amy Tam is associated with ARC. "After returning with her family back to the United States, she studied English and linguistics at San Jose State University, graduating in 1973. A year later, she earned a master's degree in linguistics from the same university and married Louis DeMattei. In 1976 She became a language development consultant to the Alameda County Association for Retarded Citizens, where she was a language consultant....."¹⁴

Association of Retarded Citizens remained at 1001-7 University Avenue until around 2000. They had sold the buildings to Amsterdam Art in 1999 because of lack of "major electrical and plumbing problems, poor access and lack of adequate parking." By 2000 ARC had not moved out and the owner of Amsterdam Art needed the space.

An article in the *Daily Planet* ¹⁵ noted:

"Here in Berkeley an important social service nonprofit program will be in jeopardy if it doesn't find a new space soon....ARC, which has been operating out of their 6,000-square-foot facility for almost 32 years, helps adults with severe developmental disabilities learn basic life skills such as how to make peanut butter and jelly sandwiches and how wash their hands and faces. The facility has become like a second home to about 42 mentally and physically disabled adults ranging in age from 22 to 59, many of who have been enrolled in the program for more than 15 years.

The building, located at 1007 University Ave., was donated to ARC to help aid the mentally retarded in 1969 by The Mobilized Women of Berkeley. The ARC organization sold the building to adjacent Amsterdam Art for \$800,000 in October 1999. Fick cited major electrical and plumbing problems, poor access and lack of adequate parking as reasons for the sale. Mark Rhoades, current planning manager for the city, said ARC and many other nonprofit organizations in the area are going to be hard pressed to find space in the current market.

"Rene Minneboo, owner of Amsterdam Art, has given Fick and the ARC program until March 2000 to find a new facility and said that if they don't, he will be faced with "a real moral dilemma." He said if they can't find a space it will be a huge problem for him because he is in the midst of expanding his business as well as launching a Web site."

"The future of my business depends on getting into that space but alternatives like eviction . . . I wouldn't be able to look myself in the mirror let alone face the community. Let's just hope it doesn't come down to that."

END

¹⁴ Web-page: Amy Tan

¹⁵ *Nonprofit needs new space, By Juliet Leyba special to Daily Planet, Friday October 20, 2000*

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AMSTERDAM ART

Amsterdam Art, the third organization and the first for-profit enterprise to occupy this building, had its store east of the nominated structure, at 1013 University Avenue was a major independent seller of art supplies and also offered framing services and classes in various art media. The Mobilized Women building provided an annex to the main corner store.

Amsterdam Art's use of 1001-7 University Avenue is less significant than its development and use by the Mobilized Women of Berkeley or its use by ARC. It was short-lived and seemingly did not have a city-wide impact on the cultural arts, although it provided some classes and workshops and exhibition space in the building.

By 2005, Amsterdam Art was in financial trouble, according to press reports. "In recent months, increased competition and a lack of capital forced the 23- year-old company to restructure, according to a letter to customers posted on Amsterdam Art's Web site from owner Rene Minneboo.

His letter, addressed "Dear Artists," asks customers to keep shopping: "I strongly believe that with your support, we will make it through this difficult period."

But the difficulties continue. Amsterdam already has closed its Oakland store, sold its Walnut Creek store and tried to sell its San Francisco store, the letter says." (Amsterdam Art Faces Possible Bankruptcy, San Francisco Chronicle / SFGate, June 5, 2005). Around 2007 Amsterdam Art was out of business according to an on-line reviewer, and perhaps bankrupt according to another site.

The entire property, covering the entire block face along University Avenue, is currently vacant for lease or sale.

SUMMARY OF LANDUSE

1001 & 1007 University Avenue (Assessor's Parcel Number: 57-2089-14-1) is associated with two non-profit charitable organizations 1) Mobilized Women of Berkeley from 1920 to 1969. 2) Alameda County Association for Retarded Citizens (ARC) from 1969-2000. The third occupant was the retail/art studio Amsterdam Art from 2000 until around 2008.

In 1920 the Mobilized Women of Berkeley purchased the then-vacant property, commonly known as 1001 & 1007 University Avenue. It was used as a playground by the organization and had a "temporary" structure on it by 1924.

Between 1919 and 1938, the Mobilized Women operated out of 1002 University Avenue across the street, first as tenants and eventually purchasing the building. In 1938 the organization finally built a permanent structure at 1001 University Avenue, at the northeast corner of Ninth and University. That building was designed by Bernard Maybeck; the contractor was Ensor Buel. Damaged by fire in 1975, was razed and replaced in 1980 by ARC with what was a multipurpose/gymnasium, designed by the Ratcliff Architects, that is standing today, apparently vacant.

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HISTORIC CONTEXT OF UNIVERSITY AVENUE

In very early photographs of Berkeley, the community of Ocean View and the university town of Berkeley are separated by open farmland and a few scattered farmhouses. As the population increased, the two settlements grew together, initially along University Avenue, the major linkage between the two settlements, and the streets nearby. At the turn-of-the-century, University Avenue was primarily residential or vacant lots except at major intersections; some of the old houses can still be seen peaking their gabled roofs over newer commercial structures built in front of them. In 1903 the Santa Fe Railroad was opened, its tracks bisecting central Berkeley a few blocks west of Sacramento Street.

University Avenue was not the main route to downtown or the University from Oakland and San Francisco during the era of trains, streetcars and ferries (1876-1936) the primary route was along Stanford & Adeline streets to Shattuck and Telegraph Avenues. A 1914 Berkeley map shows 12 street car or train lines running north/south and only six running east/west - the primary ones being on Alcatraz, Ashby, Dwight, University and Solano. 7. By 1937 there were only 8 north/south lines and only one complete east/west line on Dwight Way.

As late as 1941 University Avenue was not fully developed. There were almost equal numbers of homes, automobile related business such as garages, gas stations, repair shops and dealerships and other commercial buildings, as there were vacant lots. (Sanborn Map 1929-41) This uneven development remains evident today.

When the Mobilized Women of Berkeley purchased the lot at 1001-7 University Avenue in 1921 it was vacant. Because University Avenue was not the main route it became after the freeway was built, the property would have had a lower value than other sites in Berkeley. At first they built a playground and a shed on the vacant land. It was not until 1938 they built the first structure on the lot (1001) and the second (1007) in 1949.

"The University Avenue corridor in West Berkeley appears to have had a concentration of such community programs. On, or within a block of University Avenue, are the West Berkeley Settlement House (one of the few establishments of the settlement house movement in the western United States), the private Berkeley Health Center, the West Berkeley YMCA (2009 10th Street, City of Berkeley Structure of Merit, 1992) the Berkeley Day Nursery (2031 Sixth Street, City Landmark and listed on the National Register #77000281), the Mobilized Women, and a number of private social halls, such as the two Finnish Halls, that also provided community activities. The organizations evolved and transformed as the times demanded, providing a mainstay of private social services."¹⁶

¹⁶ Steve Finacom

Development Potential Calculations

Premier Cru Property

Label on Map	Address/Description	District	Total Area	Max Stories	Commercial Area	Residential Area	Open Space Area	Parking Area
A	1007 University Avenue Front (interior)	CW	3,500	4	3,500			
A	1007 University Avenue Front (courtyard)	CW	1,500	4			1,500	
B	University Avenue frontage minus "A"	C-W	21,000	4	21,000	63,000		
C	1011 University Avenue Rear	CW	5,200	4		20,800		
D	1925 Ninth Street	R-3	5,850	3		11,700		5,850
	Total Area		37,050		24,500	95,500	1,500	5,850
	Number of Units (assume 1,000 square feet*)					96		
	Number of Units with 35% Bonus					129		

all areas in square feet

* conservative estimate to account for hallways, etc.

Parking	The district minimum standard parking requirement for commercial floor area is two spaces per 1,000 square feet of gross floor area. Potential project would require 50 parking spaces for 25,000 square feet of commercial space provided at grade. Additional residential parking could be provided underground.
Open Space	40 square feet of usable open space for each dwelling unit. Potential project would require 4,000 square feet of open space (5,200 for density bonus project) . Entryway could provide 1,500 square feet. A roof garden could provide additional square footage.
Bike Parking	Bicycle parking spaces shall be provided for new construction at the ratio of one space per 2,000 square feet of gross floor area of non-residential space, in accordance with Section 23E.28.070. This potential project would require 25 bike parking spaces .

Base Project (Zoning Compliant) = 96 units

- A: 1st Floor Retail (preserve historic facade and entry)
- B: 4 Floors: 1st Retail. 2nd-4th Residential
- C: 4 Floors: All Residential
- D: 3 Floors: 1st Parking. 2nd-3rd Residential

Density Bonus Project = 129 units

Berkeley

Site Location



0 1 2 Miles

Ninth Street

R-3
C-W

D

C

B

B

A

Tenth Street

Univeristy Avenue

Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community

Legend

 Potential Development Boundary

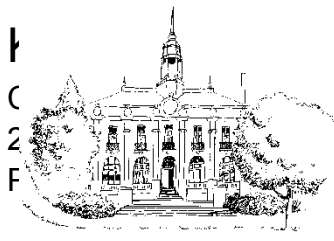
 Zoning District Boundary

R-3 = Multiple Family Residential District
C-W = West Berkeley Commercial District

Development Potential Map



0 25 50 Feet



in

Berkeley, District 7
oor, Berkeley, CA 94704

Phone: 510-981-7177, EMAIL kworthington@cityofberkeley.info

ACTION CALENDAR

Item 14 - Proposed Amendment

Date (01/30/2018)

To: Honorable Mayor and Members of the City Council
From: Councilmember Kriss Worthington

Subject: Direction and Referral to the City Manager Regarding "Premier Cru"
Property

RECOMMENDATION:

Keep 4 existing recommendations and add Recommendation 5

- a. Adoption of this referral shall not preclude council consideration of extending the winter shelter to continue operation through June 30th if funded.
- b. Refer to the City Manager to consider extending the winter shelter at Premier Cru Property 1001 University to continue until June 30th
- c. Refer to the city budget process consideration of making the Premier Cru shelter year long
- d. Refer to the City Manager to also consider adding an additional 75 beds to a potential shelter at potential building 1011 University

BACKGROUND:

This friendly amendment is submitted to strengthen the proposal.

The Peace and Justice Commission, Grey Panthers Homeless Committee, and community members have advocated for additional shelter space in North and South Berkeley Senior Center. These recommendations including the proposed referrals may be able to serve more people, provide more comprehensive services, and may be more cost effective.

FINANCIAL IMPLICATIONS:

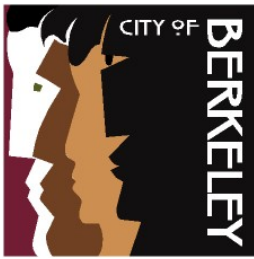
Minimal. Budget referrals only at this time

ENVIRONMENTAL SUSTAINABILITY:

Consistent with Berkeley's Environmental Sustainability Goals and no negative impact.

CONTACT PERSON:

Councilmember Kriss Worthington 510-981-7170

**SOPHIE HAHN**

Berkeley City Council, District 5
 2180 Milvia Street, 5th Floor
 Berkeley, CA 94704
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ACTION CALENDAR

January 30, 2018

To: Honorable Mayor and Members of the City Council

From: Councilmember Sophie Hahn, Mayor Jesse Arreguín, and Councilmembers Linda Maio and Kate Harrison

Subject: Direction and Referral to the City Manager Regarding “Premier Cru” Property

RECOMMENDATION

1. Adopt a Resolution re-affirming that the Premier Cru property (Real Property at 1001, 1007 and 1011 University Avenue and at 1925 Ninth Street, collectively) was purchased for and will be used by the City of Berkeley to develop affordable housing.
2. Refer to the City Manager to take the following actions to initiate the process of developing Affordable Housing at Premier Cru, and report back to Council at or before the June 12, 2018 Council Meeting:
 - a. Create a preliminary term sheet outlining the full development potential of the parcel, including maximum allowable parcel buildout with a density bonus, either as a single or two/multi-phased project. Include rough estimates of number of units possible, allowing for a mix of unit sizes from small studios to multi-bedroom family units and space for anticipated on-site services, and demonstrate possible massing options that would maximize height on the San Pablo and other commercial frontages. Explain the status of the historic central building at 1007 University Ave and consider possible use or adaptation that preserves the building and conforms to historic preservation standards.
 - b. Provide an estimated timeline for development of the site.
3. The Berkeley Way Affordable Housing Project is the City’s top affordable housing priority. Premier Cru, as a City property, to be developed for affordable housing falls under the “High Priority” on the list of housing initiatives passed by Council on November 28, 2017. In light of the above, refer to the City Manager to take the following actions to move Premier Cru forward as a High Priority initiative:
 - a. Based on recommendations from Health, Housing and Community Services and other Departments, the Housing Advisory Commission, and on

consultation with local affordable housing providers, and taking into consideration requirements and restrictions associated with potential funding sources, create a recommendation or recommendations to Council regarding levels of affordability, unit sizes, on-site services and other features to be included in the proposed project or projects.

- b. Based on the above analyses and recommendations, and on Council direction, develop and issue an RFQ or RFP to affordable housing developers for proposals to develop affordable housing at the site.
4. Provide direction to the City Manager on appropriate interim uses for the property during the planning, funding and approvals process for affordable housing, until the property must be vacated to commence development of affordable housing.

FINANCIAL IMPLICATIONS

Staff time to analyze the parcel, prepare reports and conceptual designs and to issue and review the RFQ. Potential costs or benefits to the city could occur in the future, depending on interim uses and necessary expenditures to fund and maintain affordable housing.

BACKGROUND

Due to unusually rapid jobs growth in the Bay Area, Berkeley, like all Bay Area cities, is experiencing a crisis of affordability, resulting in displacement of low and middle income residents and an increase in homelessness. While the pressures precipitating this crisis are regional in nature, Berkeley is committed to increasing affordable housing to ensure the City retains its working families, diversity and creativity, and to house the homeless.

Numerous measures have been undertaken in recent years to address the crisis of affordability. The City Council has also taken steps to prioritize affordable housing projects through expedited permitting, fee waivers, and removing other barriers to rapid development of affordable housing. Specifically, on November 28, 2017, Council approved a prioritized list of over 20 Affordable Housing Action Plan referrals and adopted an interdepartmental implementation plan to execute these referrals¹.

In accordance with General Plan Policy H-18, which encourages the use of city-owned sites for affordable housing, the City is also exploring the repurposing of existing city property and the purchase of additional properties suitable for affordable housing. On March 28, 2017², the City Council authorized the acquisition of Real Property at 1001, 1007, and 1011 University Avenue, and 1925 Ninth Street (the "Premier Cru" property) in pursuit of this goal. These parcels were acquired with monies available from the Workers' Compensations Fund. Repayment to the Fund for a portion of the property will be paid from excess property transfer tax, and the remainder will be paid from an

¹ https://www.cityofberkeley.info/Clerk/City_Council/2017/11_Nov/Documents/11-28_Annotated.aspx Item 22 as amended, pages 8 - 10

² https://www.cityofberkeley.info/Clerk/City_Council/2017/03_Mar/Documents/2017-03-28_Item_32_Acquisition_of_Real_Property.aspx

appropriate source after the use of the building is determined and has been reviewed by the Housing Advisory Commission, if required.³

Developing, funding and building affordable housing takes time. This item provides direction to the City Manager to initiate the first steps required to begin developing the property for its intended affordable housing use. In addition, while the affordable housing development process is in progress, the City should use the vacant property to house temporary uses that support Council priorities. This item asks Council to provide direction to the City Manager, defining acceptable interim uses of the space and empowering the City Manager to move forward in selecting and contracting with potential temporary occupants.

Planning for Affordable Housing

It is imperative that the full development potential of this parcel be explored so that affordable housing can be maximized. Through a detailed analysis, report, and schematic drawings, Council, affordable housing developers and the public will understand the maximum allowable parcel buildout. This analysis should consider, but is not limited to, the following elements:

- Sketch scenarios for development as a single project or as a two/multi-phase project;
- Assume the project or projects will be entitled to the state density bonus and include additional units in accordance with BMC § 23C.12.050;
- Suggest percentages of units at various levels of affordability, taking into account local needs, financing opportunities and constraints, and all other relevant factors;
- Propose one or more mixes of units, from small studios to multi-bedroom units designed for larger families;
- Estimate a timeline for rapid development of the parcel in one, two or more phases, to expedite development of much needed affordable housing.

Issuing a Request for Quotation (RFQ)

The City has in the past dedicated city-owned property expressly for the purpose of developing affordable housing (including the Berkeley Way Project), and has issued RFPs or RFQs to affordable housing developers as an early step in the development process. Subsequent to the preparation of the above reports, and based on City Council's further direction, the City should issue an RFQ or RFP to affordable housing developers to provide preliminary/schematic proposals for the site.

Discussion of Appropriate Interim Uses

Council should discuss and provide direction to the City Manager regarding potential interim uses for 1011 University Avenue. A number of formal and informal proposals have come forward and should be considered, as well as other possibilities. Ideas to consider include, but are not limited to:

³ https://www.cityofberkeley.info/Clerk/City_Council/2017/03_Mar/Documents/03-28_Regular_Annotated_Agenda.aspx, Item 32 as amended, page 13

- Providing temporary free or low cost space for not-for-profit, community based organizational partners, as a means of supporting their work in the community and allowing them to build capacity and/or find alternative space from which to operate on a permanent basis (e.g., Berkeley Food Network, Berkeley Free Clinic, etc.);
- Housing regular or new City of Berkeley uses on a temporary/interim basis, while other buildings are being identified or upgraded for long term use, or housing temporary/short term uses such as winter shelters;
- Renting a portion or all of the facility at market rates to not-for-profits or businesses on a temporary basis;
- Otherwise generating revenues or housing important community or City functions.

ENVIRONMENTAL SUSTAINABILITY

This recommendation supports Berkeley's environmental sustainability goals.

CONTACT PERSON

Councilmember Sophie Hahn, Council District 5, (510) 981-7150

ATTACHMENTS

1. Resolution

RESOLUTION NO. ##,###-N.S.

REAFFIRMING THAT THE PREMIER CRU PROPERTY WAS PURCHASED AND WILL BE USED BY THE CITY OF BERKELEY FOR THE PURPOSE OF DEVELOPING AFFORDABLE HOUSING

WHEREAS, Berkeley and all Bay Area cities are experiencing a crisis of affordability due to unusually rapid regional job growth, resulting in displacement of low and middle income residents and an increase in homelessness; and

WHEREAS, Berkeley is committed to increasing affordable housing to ensure the City retains its working families, diversity and creativity; and

WHEREAS, on March 28, 2017, the City Council authorized the acquisition of Real Property at 1001, 1007, and 1011 University Avenue and at 1925 Ninth Street (collectively, "Premier Cru") to be used for affordable housing, in accordance with General Plan Policy H-18, which encourages the use of city-owned sites for affordable housing; and

WHEREAS, the City of Berkeley may engage to use portions or all of the Premier Cru property on an interim basis, to support city or community goals and/or to generate income, and such interim uses shall be temporary until such time as the property must be vacated to build affordable housing.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that Premier Cru was purchased for and will be used by the City of Berkeley to develop affordable housing.

BE IT FURTHER RESOLVED that development of the Premier Cru property as affordable housing is a "High Priority" within the context of the list of housing initiatives passed by Council on November 28, 2017.

BE IT FURTHER RESOLVED that interim uses will be temporary and will end prior to such time as the Premier Cru property must be vacated for development of affordable housing.

