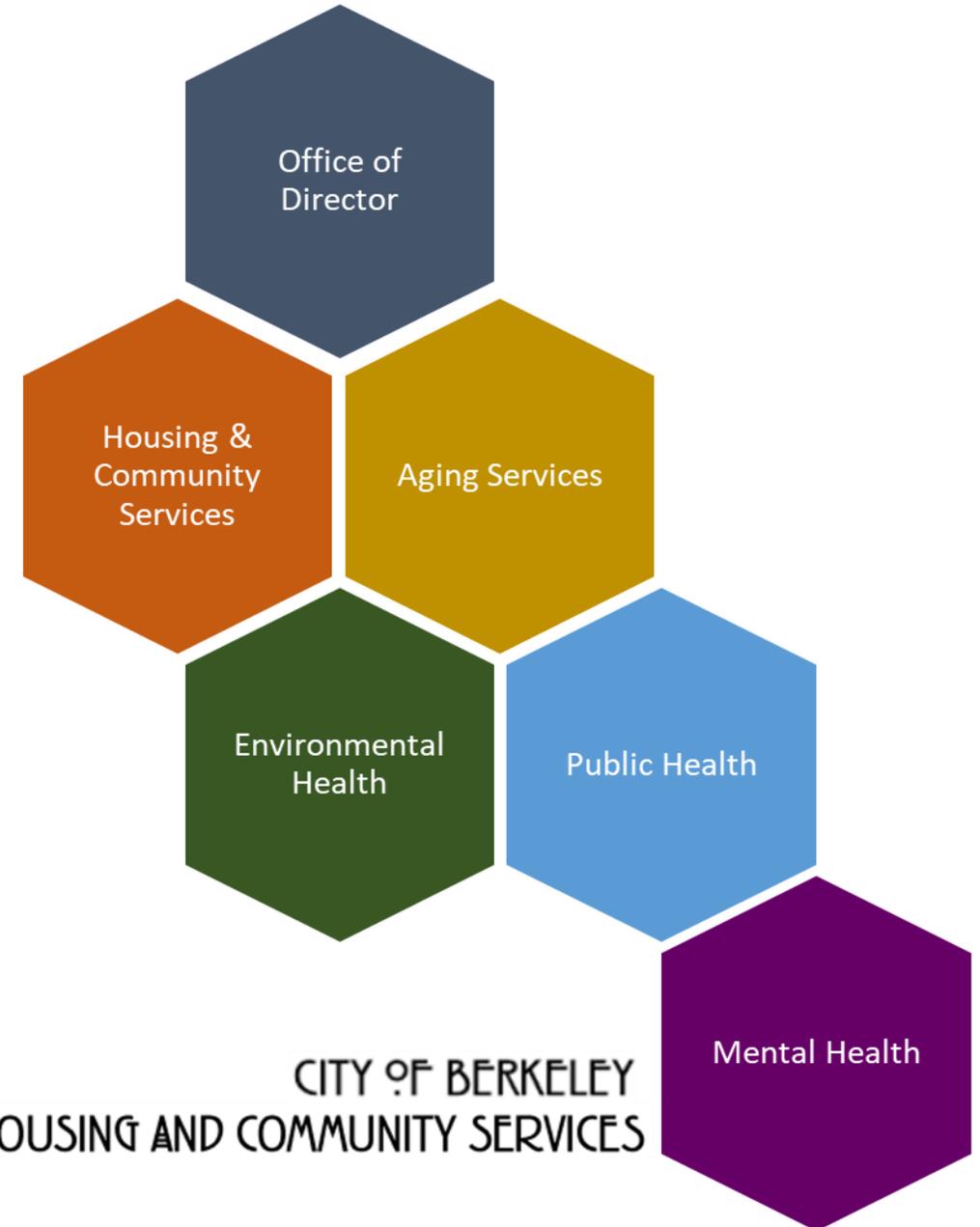




# City of Berkeley Department of Health, Housing, and Community Services

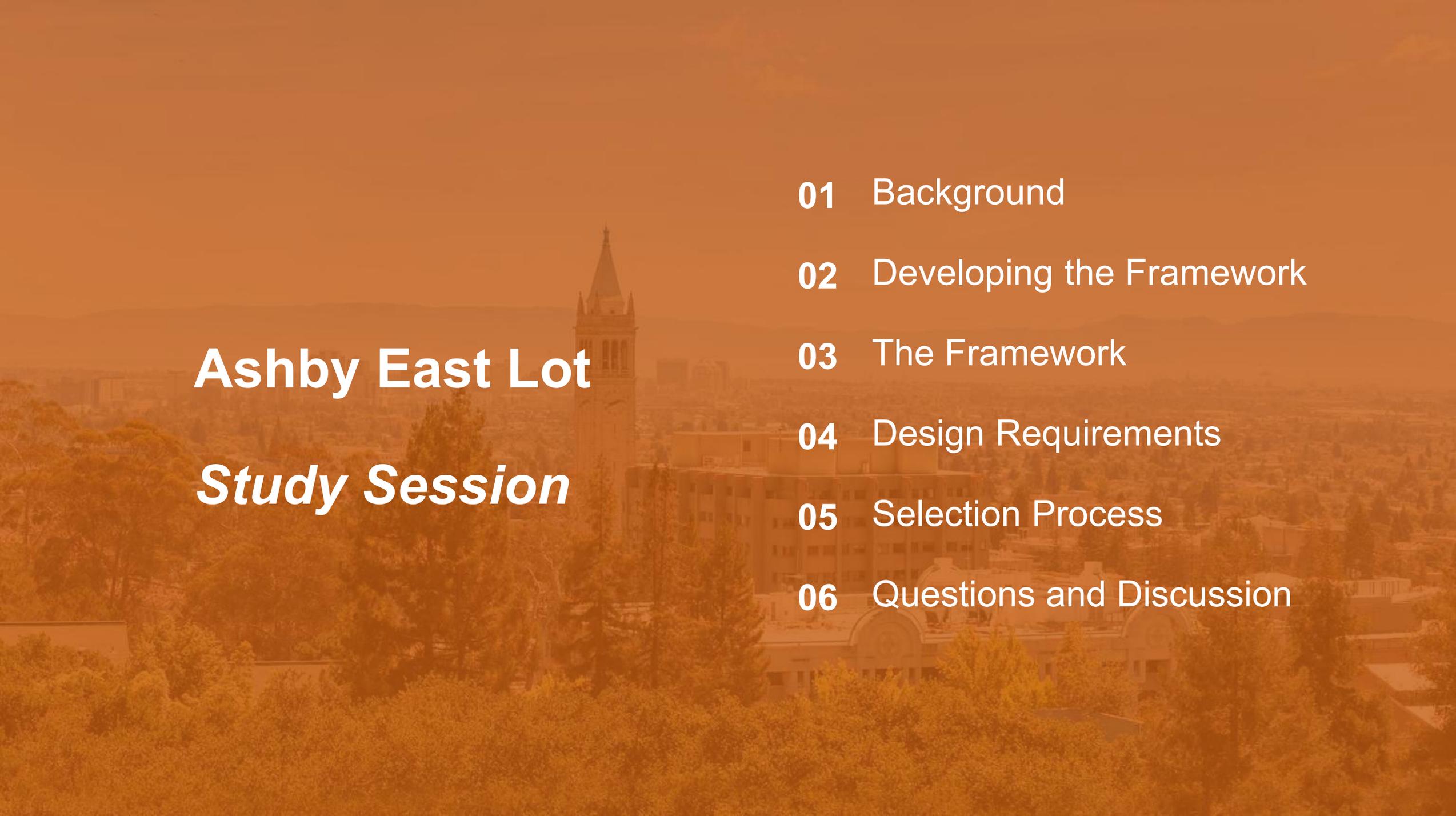
Enhancing Community Life and  
Supporting Health and Wellness  
for All





# Housing & Community Services





# **Ashby East Lot**

## ***Study Session***

- 01** Background
- 02** Developing the Framework
- 03** The Framework
- 04** Design Requirements
- 05** Selection Process
- 06** Questions and Discussion

## BACKGROUND

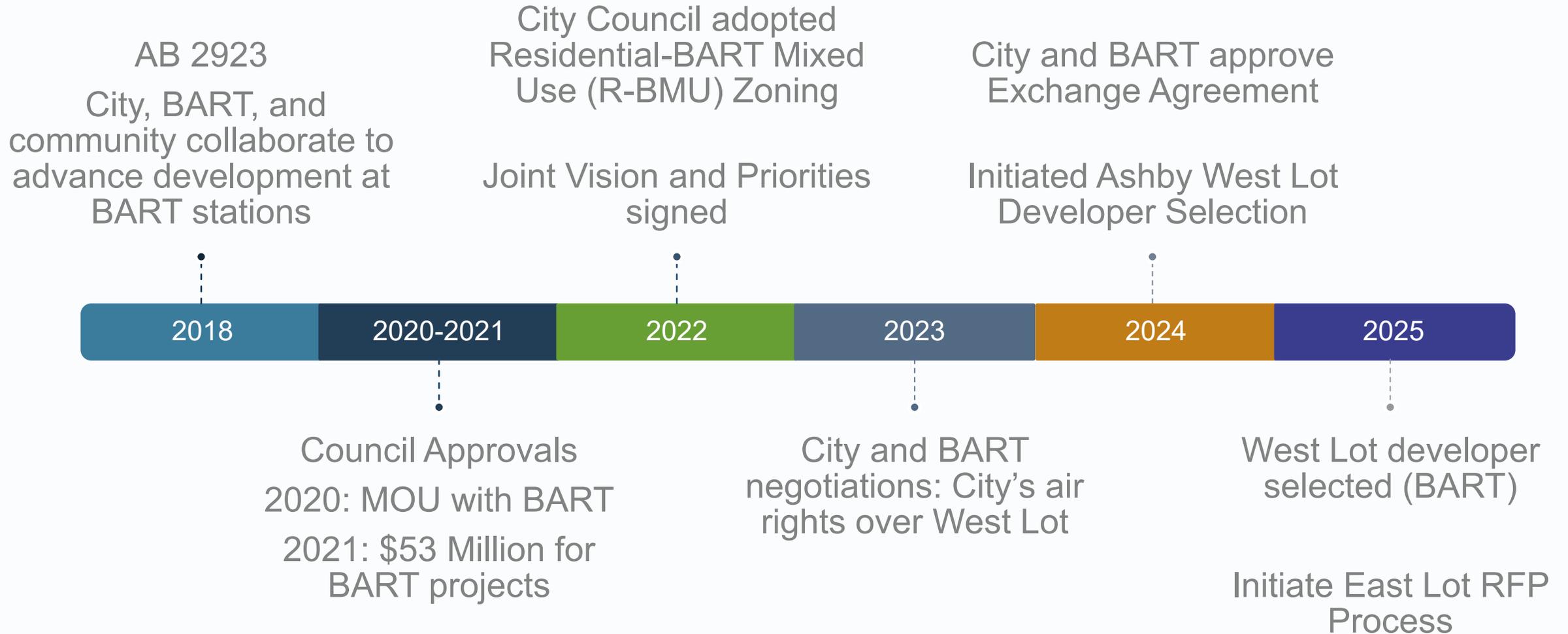


# Ashby BART Transit Oriented Development (TOD)

## Ashby East Lot

Ashby East Lot is located behind Ed Roberts Campus. It is a 1.9-acre lot with access to Adeline St. and is bordered by Woolsey and Tremont St.

# Visioning & Planning Ashby Area



# Ashby East Lot



# What will the RFP include?

- Key submission components
- Proposal evaluation process, including an evaluation committee
- Thresholds requirements, required project elements
  - East Lot Design Standards
- Evaluation criteria and project goals



# Selection Process

- Outline minimum expectations clearly
- Incentivize City and community goals
- Provide flexibility for developers to maximize public benefits
- Provide certainty for affordable housing development
- Ensure timely and successful development of the site



# Foundation for East Lot Developer Framework: Ashby Planning Documents

## Exchange Agreement Threshold Requirements and Goals

Minimum 300 Bedrooms,  
Goal: Maximize housing

Affordable Housing minimum 35%,  
Goal: 50%

addresses negative impacts of station  
construction on African American  
community

Fund a South Berkeley  
community benefits fund

## Joint Vision & Priorities Goals

Maximize housing

Provide affordable housing

Improved access for residents with  
disabilities, prioritize special needs  
populations (formerly homeless,  
seniors)

# Stakeholder Engagement

## Key Themes

- Prioritize deeply affordable housing
- Housing for disabled community
- Racial equity-centered
- Homeownership
- Green community spaces
- Transparent RFP process that includes community voice



# Threshold Requirements

Threshold Requirement	Related Document
1 <b>Minimum 300 bedrooms.</b>	<b>Exchange Agreement</b>
2 <b>Minimum 35% affordable to low-income households, of which 20% is reserved for Extremely Low Income (ELI).</b>	<b>Exchange Agreement</b>
3 <b>South Berkeley Community Benefits Fund: a minimum of ~\$150,000 annually.</b>	<b>Exchange Agreement</b>
4 <b>Minimum Developer Experience</b>	<b>HTF Guidelines</b>

# Housing Commitments

## Exchange Agreement



Threshold Requirements	Goals
<b>Minimum 300 Bedrooms per exchange agreement</b>	<b>Maximize housing: the number of new residential units will be a positive quantitative factor in the City’s evaluation of proposals.</b>
<b>35% affordability, of which 20% is ELI</b>	<b>50% affordability goal, prioritizing low income and very low-income units.</b>  <b>Respondents to provide a detailed pro forma demonstrating how the development team could potentially achieve a goal of 50% affordable housing.</b>

# Affordable Housing Priorities



Goals	
Prioritize affordable housing for renters with various needs (e.g. families, people with physical or mental disabilities, and formerly homeless).	JVP
Prioritize the inclusion of residents with disabilities, who are likely to benefit from proximity to the Ed Roberts Campus.  A creative and innovative approach to universal design.	JVP/Stakeholders  Stakeholders
Provide homeownership and equity building opportunities for South Berkeley households.	Stakeholders

# Reparation Commitments

## Exchange Agreement

Threshold Requirements	Goals
<p><b>South Berkeley Fund: proceeds starting in the 4<sup>th</sup> year of occupancy to benefit South Berkeley</b></p>	<p><b>Address negative impacts to African American residents, businesses and cultural institutions displaced by Ashby</b></p>



# Development Team Criteria

## Evaluation Criteria

Has successfully completed comparable projects

Experienced with public-private partnerships

Experienced with community engagement

Has strong financial capability

Includes nonprofit / community-based organization participation



# GOAL: 50% Affordability

35% Affordable	50% Affordable
\$8 Million Housing Trust Fund	\$8 Million in Housing Trust Funds
\$6.5 to \$7.5 Million Market Rate Developer Contribution	\$3.5 to \$4.2 Million Market Rate Developer Contribution
Land Discount for affordable units	Land Discount for affordable units
<b><u>\$200- \$230,000 of local subsidy per affordable unit</u></b>	<b><u>\$165 to \$195,000 of local subsidy per affordable unit</u></b>



*Feasibility of 50% affordability dependent on availability and competitiveness of State/Federal sources. More affordable units require more outside subsidy per unit and more total subsidy.*

# GOAL: Homeownership

Affordable homeownership can provide opportunity for equity-building.

New construction of affordable homeownership

- Has higher costs
- Has limited subsidy sources
- Generally, serves a higher income household (80% AMI)

Considering Homeownership at the East Lot:

63 units of affordable homeownership.

- Assuming local subsidy of ~ \$160,000
- Each unit requires ~\$695,000

*Building 63 ownership units at 80% AMI units; requires at least \$16 million additional local dollars (for a total of ~\$415,000/unit).*

*Resources could be deployed more efficiently to acquire existing housing or directly assist individual households on the private market.*



# GOAL: Housing Accessibility

*Prioritize the inclusion of residents with disabilities, who are likely to benefit from proximity to the Ed Roberts Campus*

Housing for seniors, families, people with physical or mental disabilities, and/or formerly homeless people.

A creative and innovative approach to Universal Design.

Design team has demonstrated Universal Design experience and expertise.



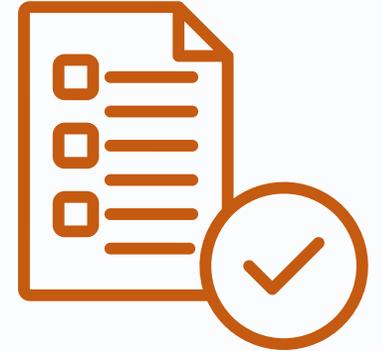
# Context

- **R-BMU (Residential - BART Mixed-Use) Zoning** allows both residential and non-residential uses.
- **Goal: Create clear, objective design parameters** to guide redevelopment consistent with neighborhood character and City priorities.
- **Design standards will be included in the RFP** to provide clarity to proposers and solicit feedback on feasibility and design

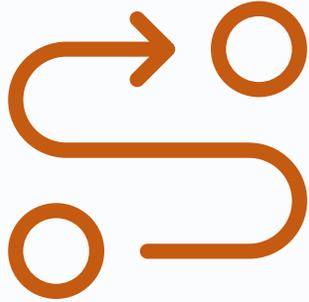


# Design Intent & Guiding Principles

1. Ensure access and loading for Ed Roberts Campus.
2. Support pedestrian-friendly streets and public open space.
3. Maintain neighborhood scale transitions.
4. Require high-quality, enduring design.
5. Support feasible delivery of housing and community-serving uses.



# Site Planning, Open Space & Streetscape



- Maintain access drive from Adeline → Woolsey
- Provide ADA loading spaces for Ed Roberts Campus.
- Encourage landscaping between access drive and new building.

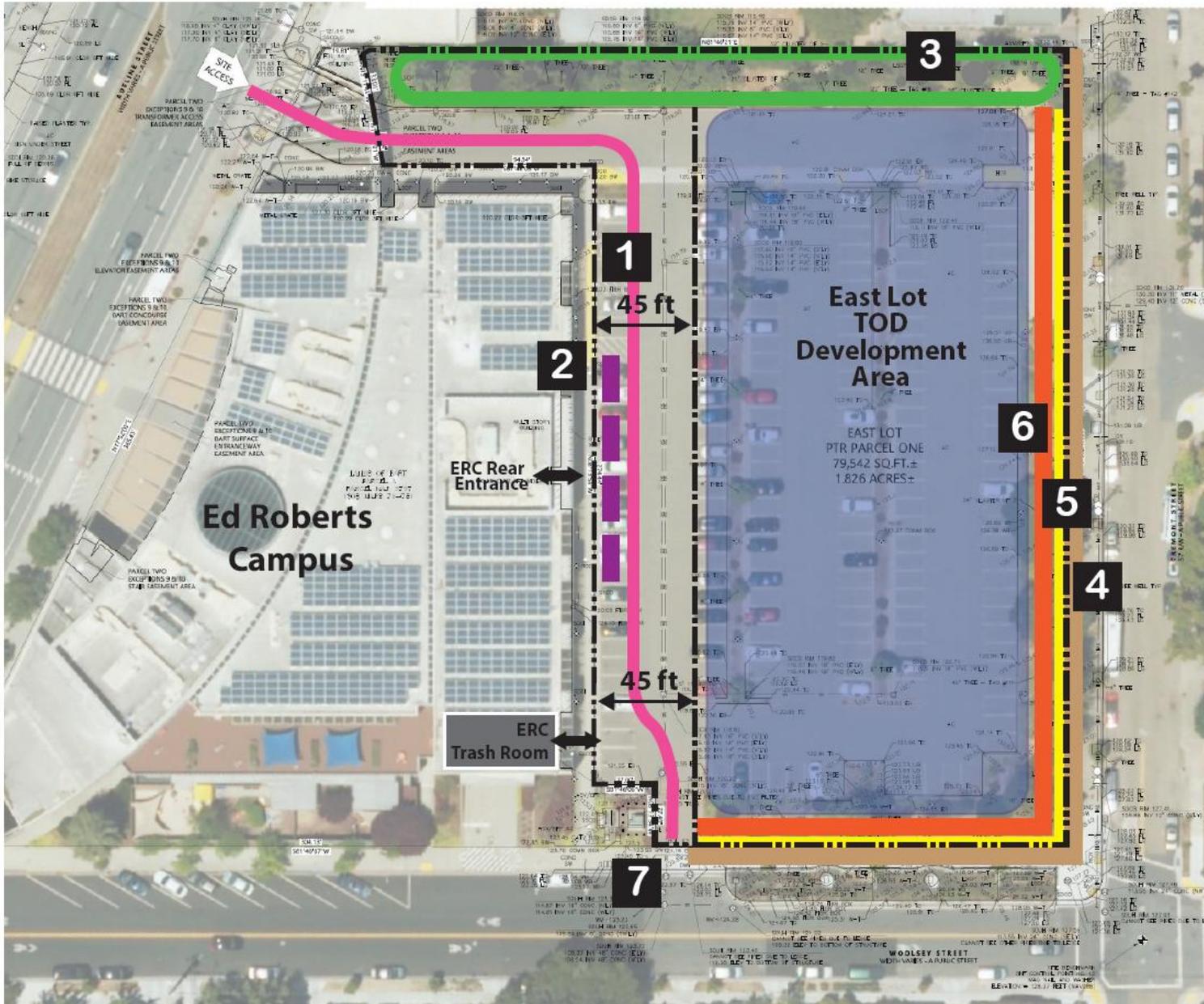
- Provide public open space along public streets (35 sf/unit)
- Widen sidewalks to 13 ft on Tremont & Woolsey Streets, with street trees (1 per 25 ft)
- Maintain stormwater management feature on Woolsey Street.



# Building Form, Massing & Facade Design

- Minimum 10 ft setback for ground floor residential
- Maintain existing northern landscape buffer
- Minimum 15 ft step back for upper stories above the 4th story
- Maximum continuous facade length: 170 ft
- No single material >80% of facade





## Legend

1. Provide access drive from Adeline St to Woolsey St
2. Provide 4-6 ADA loading spaces for Ed Roberts Campus
3. Maintain existing trees and landscape buffer
4. Improve sidewalks
5. Building Setback: minimum 5 ft to 15 ft
6. Step back upper story facades above the 4th story
7. Woolsey Street Access: Woolsey Street vehicle access shall be maintained for approved uses only. Private vehicles may be limited to Adeline Street access point to reduce traffic conflicts with the bicycle boulevard on Woolsey Street

# Evaluation Committee

## Evaluation Committee (5 members)

- 3 representatives from the City of Berkeley
- 1 representative from BART
- 1 representative from a South Berkeley community organization

## Role

- Review proposals
- Interview teams
- Evaluate proposals, interviews and presentations
- Make recommendations



# NOFA and Site Acquisition

Today

- Up to \$500,000 to complete the transaction with BART, per the Exchange Agreement

RFP will be paired with a NOFA

- \$1 million in predevelopment funds to support initial project costs for a nonprofit developer's affordable housing costs
- Activities could include (but are not limited to):
  - Architecture and engineering costs
  - Legal fees
  - Funding application costs
  - Tax credit application costs

# Next Steps Ashby East Lot



# Questions and Discussion



# Discussion

1. Does the Framework adequately address the housing priorities?
2. Are there other goals, not identified in the planning processes to consider?
3. Do the Design Guidelines adequately describe expectations?
4. Any additional goals or considerations for the development team?
5. Does the Evaluation process, including an evaluation committee, interviews and public presentation, ensure a robust review of proposals?

# Affordable Housing Priorities



Goals	
Prioritize affordable housing for renters with various needs (e.g. families, people with physical or mental disabilities, and formerly homeless).	JVP
Prioritize the inclusion of residents with disabilities, who are likely to benefit from proximity to the Ed Roberts Campus.  A creative and innovative approach to universal design.	JVP/Stakeholders  Stakeholders
Provide homeownership and equity building opportunities for South Berkeley households.	Stakeholders

# Design Intent & Guiding Principles

1. Ensure access and loading for Ed Roberts Campus.
2. Support pedestrian-friendly streets and public open space.
3. Maintain neighborhood scale transitions.
4. Require high-quality, enduring design.
5. Support feasible delivery of housing and community-serving uses.



# Evaluation Committee

## Evaluation Committee (5 members)

- 3 representatives from the City of Berkeley
- 1 representative from BART
- 1 representative from a South Berkeley community organization

## Role

- Review proposals
- Interview teams
- Evaluate proposals, interviews and presentations
- Make recommendations





Thank you!

