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MORAGA CANYON SPECIFIC PLAN

CITY COUNCIL STUDY SESSION

JANUARY 22, 2024

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DESIRED OUTCOME OF THIS MEETING

Council to understand:

- Specific plan process
- Potential site improvements
- Programmatic options
- Fiscal considerations
- Financial feasibility

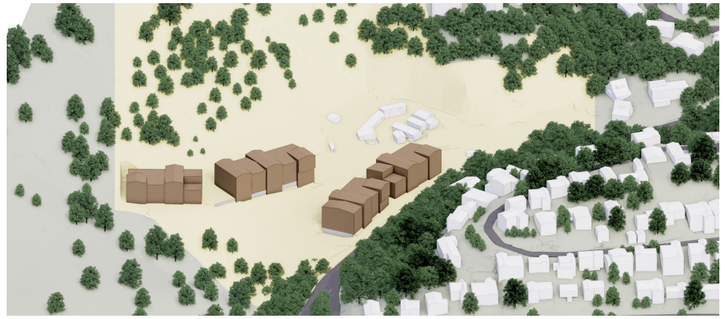
Formulate questions and provide feedback that will help prepare City Council to provide staff and the consulting team with direction for the preparation of a draft specific plan

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CONTENT

- PROJECT BACKGROUND
- EXISTING CONDITIONS
- COMMUNITY SURVEY
- SITE IMPROVEMENTS
- SPECIFIC PLAN OPTIONS
- FEASIBILITY & FISCAL STUDIES
- COMMUNITY WORKSHOP









PROJECT

BACKGROUND

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MORAGA CANYON SPECIFIC PLAN

- Certified 6th Cycle Housing Element
- Accommodate 132 new housing units (22.5% of total needed)
- Include recreational uses and the Public Works Corporation Yard
- Planning work began in Summer 2023, to be completed by the end of 2024.
- Affordable housing program is expected to secure Alameda County Measure A-1 (2016) funding.

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CITY OF PIEDMONT

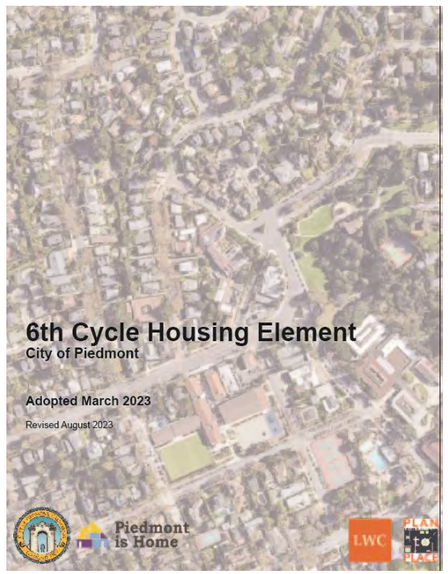
GENERAL PLAN

Adopted
April 6, 2009

Amended February 18, 2020

General Plan (4/2009)

6th Cycle Housing Element (3/2023)





MORAGA CANYON SPECIFIC PLAN

ADMINISTRATIVE DRAFT

Program 1.L Moraga Canyon Specific Plan

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WHAT IS A SPECIFIC PLAN

A “Specific Plan” is a comprehensive, action-oriented planning and zoning document for a defined geographic area. Specific Plans bridge the gap between the general policy-oriented language of a City’s “General Plan” by providing detailed criteria for the development of specific sites.

A Specific Plan includes text, maps, and diagrams that describe:

- The location of land uses, including open space, within the study area
- The location of major infrastructure needed to support the land uses in the plan
- Standards and criteria for development in the plan area
- Implementation and financing measures necessary to carry out the items above

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GOALS

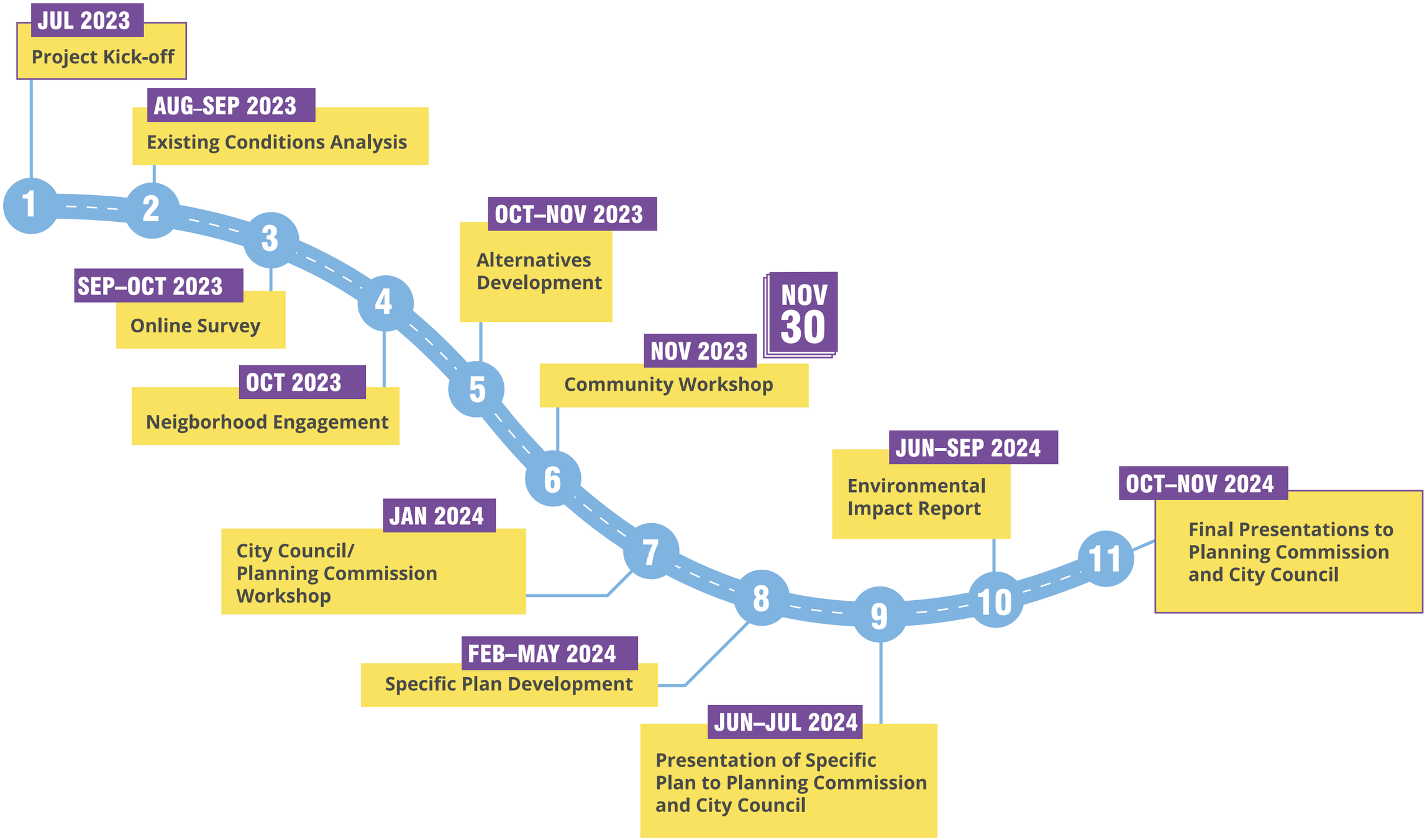
This project will study all City-owned land in Moraga Canyon, including Blair Park Open Space, Coaches Field, Kennelly Skate Park, and the City's Public Works Corporation Yard, with the end goal of creating a detailed plan for how to:

- Incorporate 132 units of new housing, 60 of which would be reserved for households with lower incomes;

- Maintain, replace and improve existing City facilities (Corp Yard), open space, and recreational amenities; and

- Improve traffic as well as pedestrian, bicycle and wildfire safety.

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EXISTING CONDITIONS

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CITY OF OAKLAND

CITY OF OAKLAND

HP 688’

LP 325’

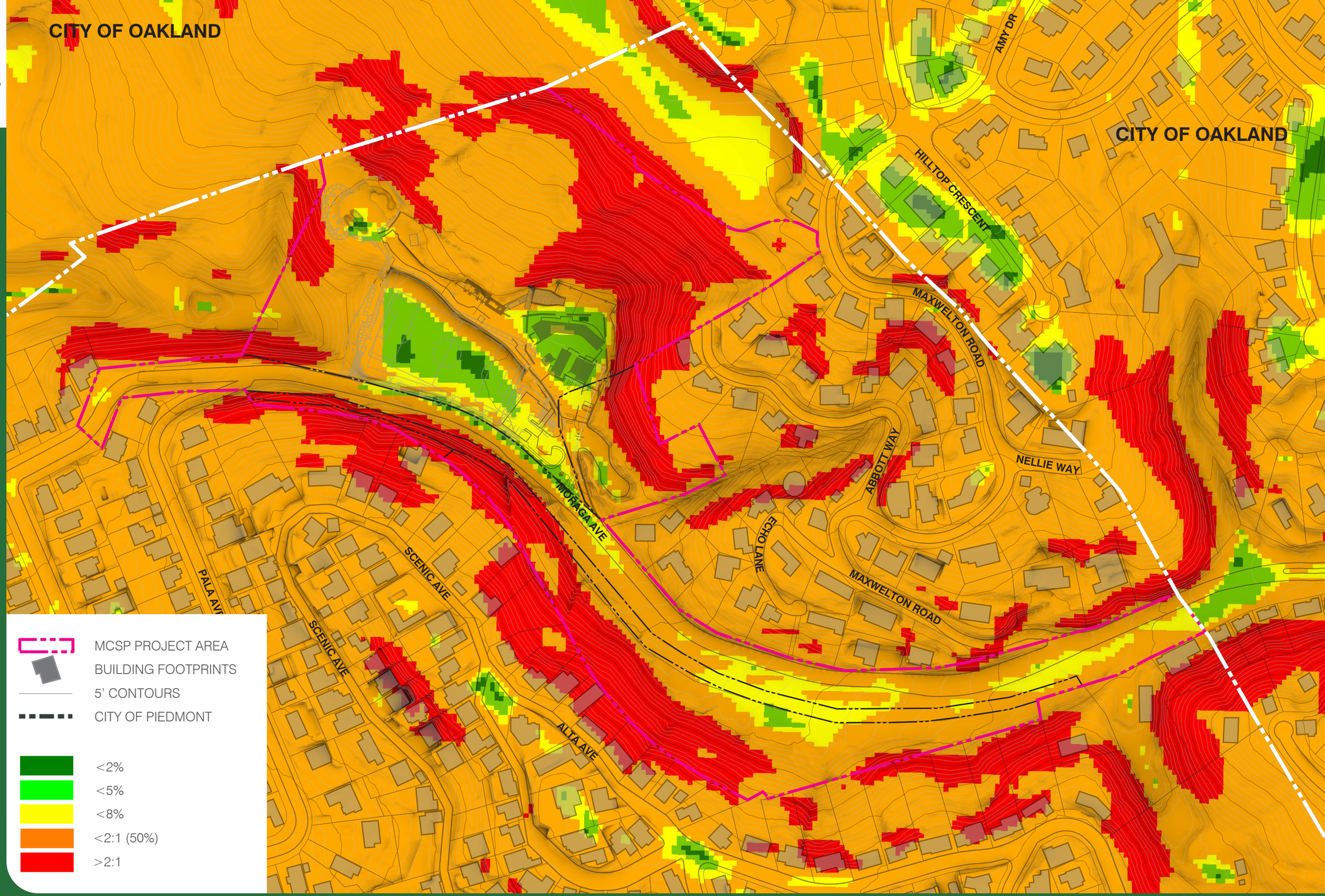
MCSP PROJECT AREA
BUILDING FOOTPRINTS
5’ CONTOURS
CITY OF PIEDMONT

100
200
300
400
500
600
700
800
900

MORAGA AVE
SCENIC AVE
ALTA AVE
ABBOTT WAY
ECHO LANE
NELLIE WAY
HILLTOP CRESCENT
AMY DR
MAXWELTON ROAD

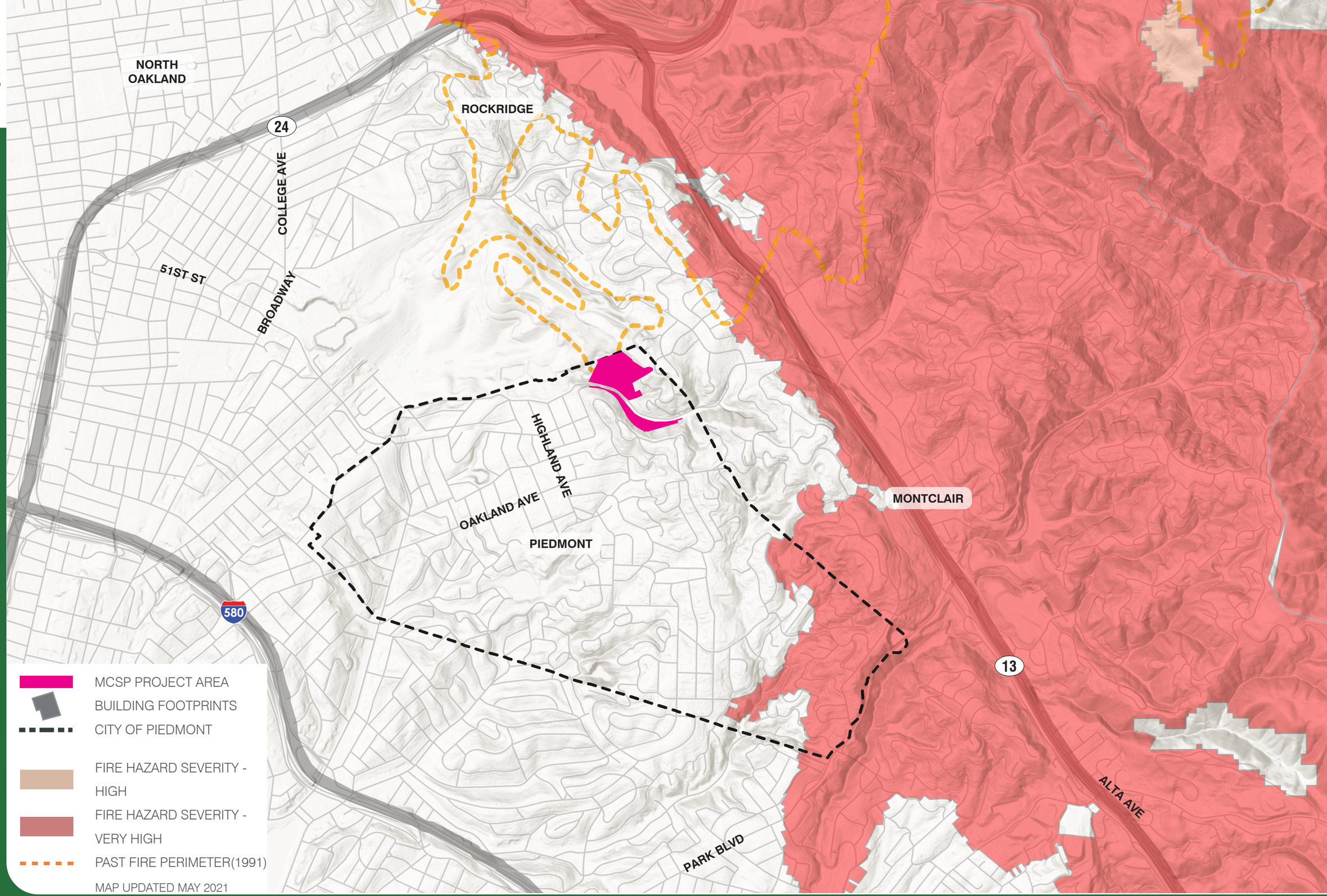
EXISTING CONDITIONS: ELEVATION

Piedmont is Home



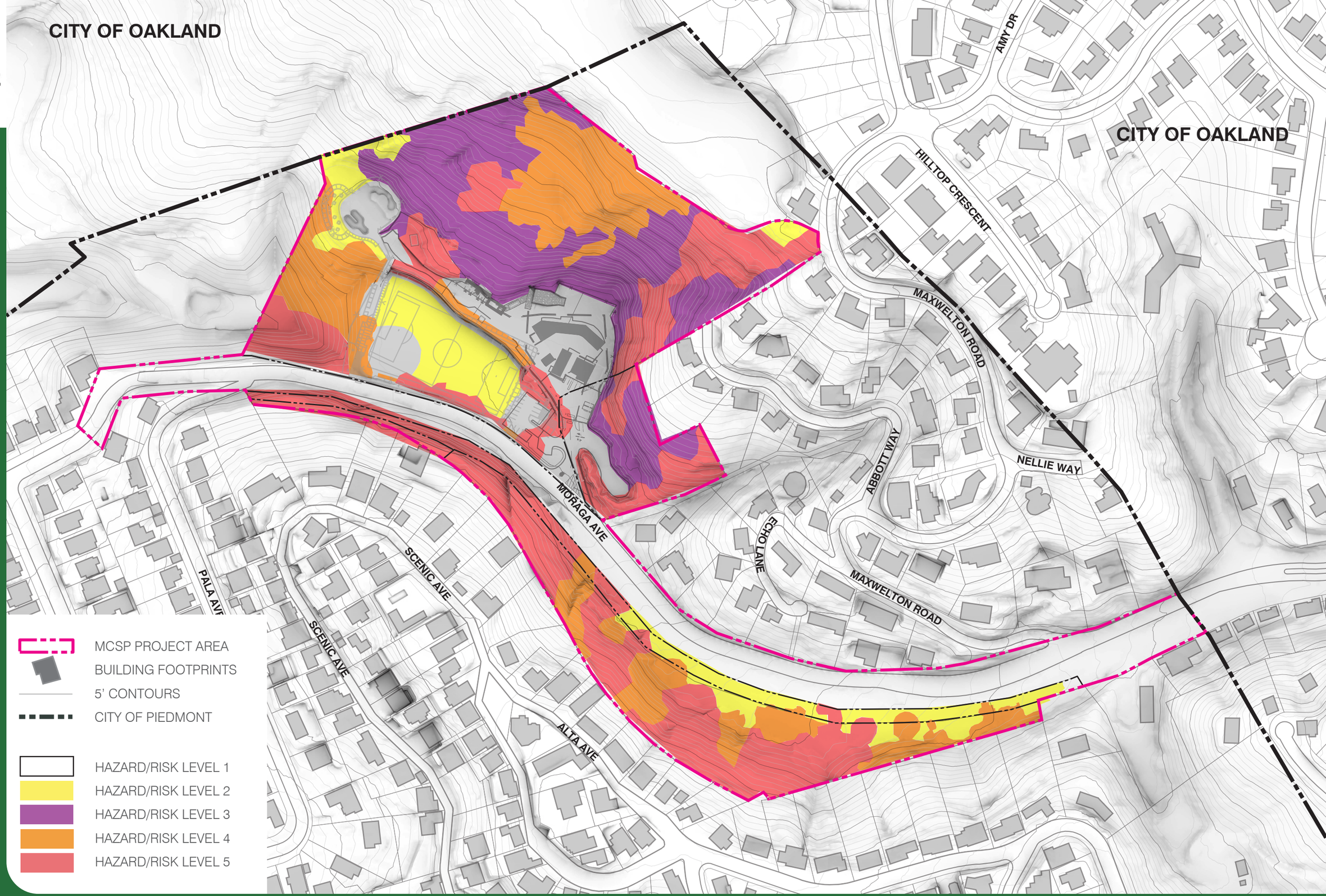
EXISTING CONDITIONS: SLOPE

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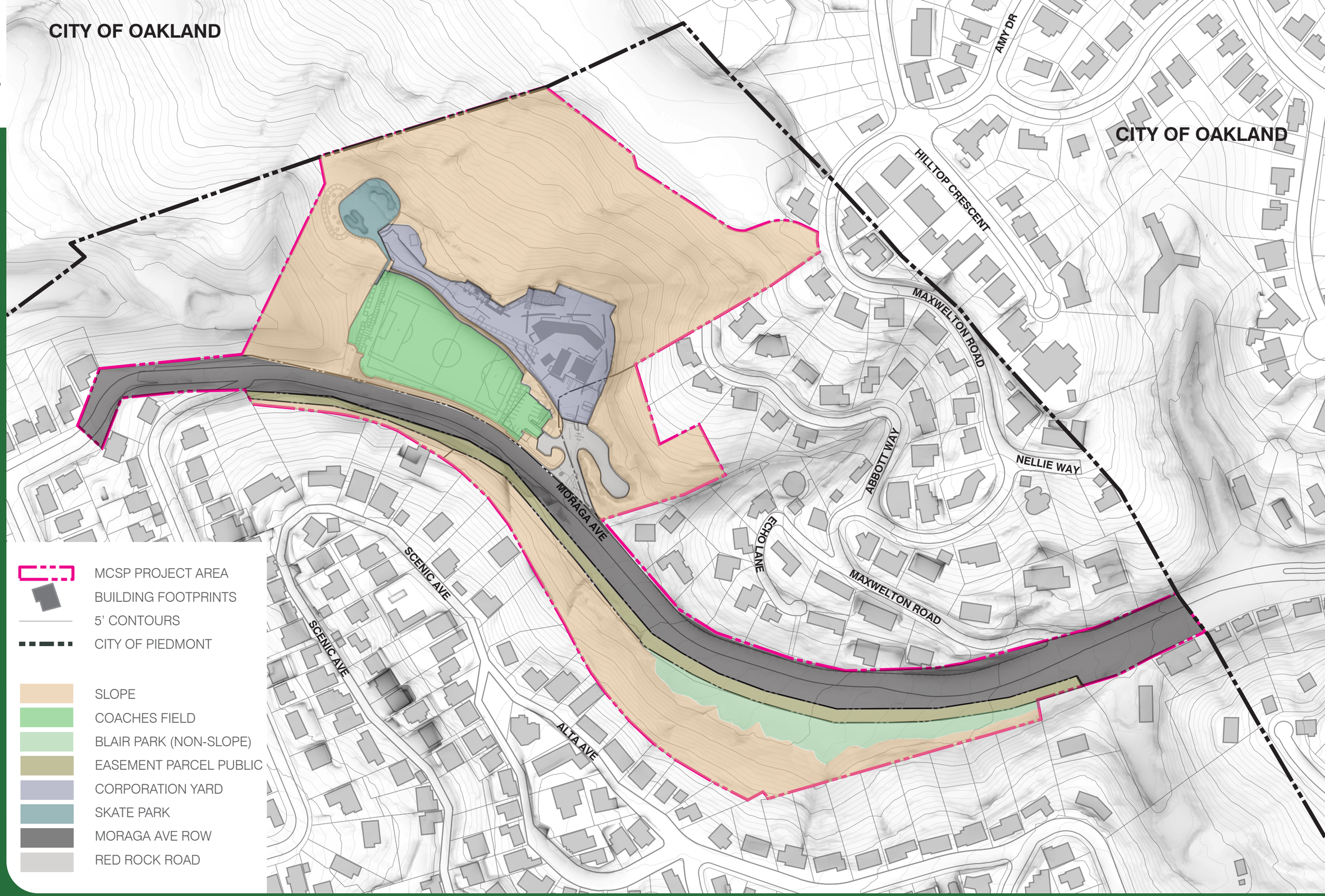
EXISTING CONDITIONS: WILDFIRE SENSITIVITY

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EXISTING CONDITIONS: WILDFIRE RISK

Piedmont is Home



EXISTING CONDITIONS: USES

Piedmont is Home

CITY OF OAKLAND

CITY OF OAKLAND

HILLTOP CRESCENT

AMY DR

MAXWELTON ROAD

ABBOTT WAY

NELLIE WAY

ECHO LANE

MORAGA AVE

SCENIC AVE

PALA AVE

ALTA AVE

- MCSP PROJECT AREA
- BUILDING FOOTPRINTS
- 5' CONTOURS
- CITY OF PIEDMONT
- PARCEL BOUNDARIES
- SEWER MAINS
- ABANDONED SEWER MAINS
- SEWER MANHOLES
- ABANDONED MANHOLES

EXISTING CONDITIONS: SANITARY SEWER SYSTEMS

CITY COUNCIL STUDY SESSION

COMMUNITY

SURVEY

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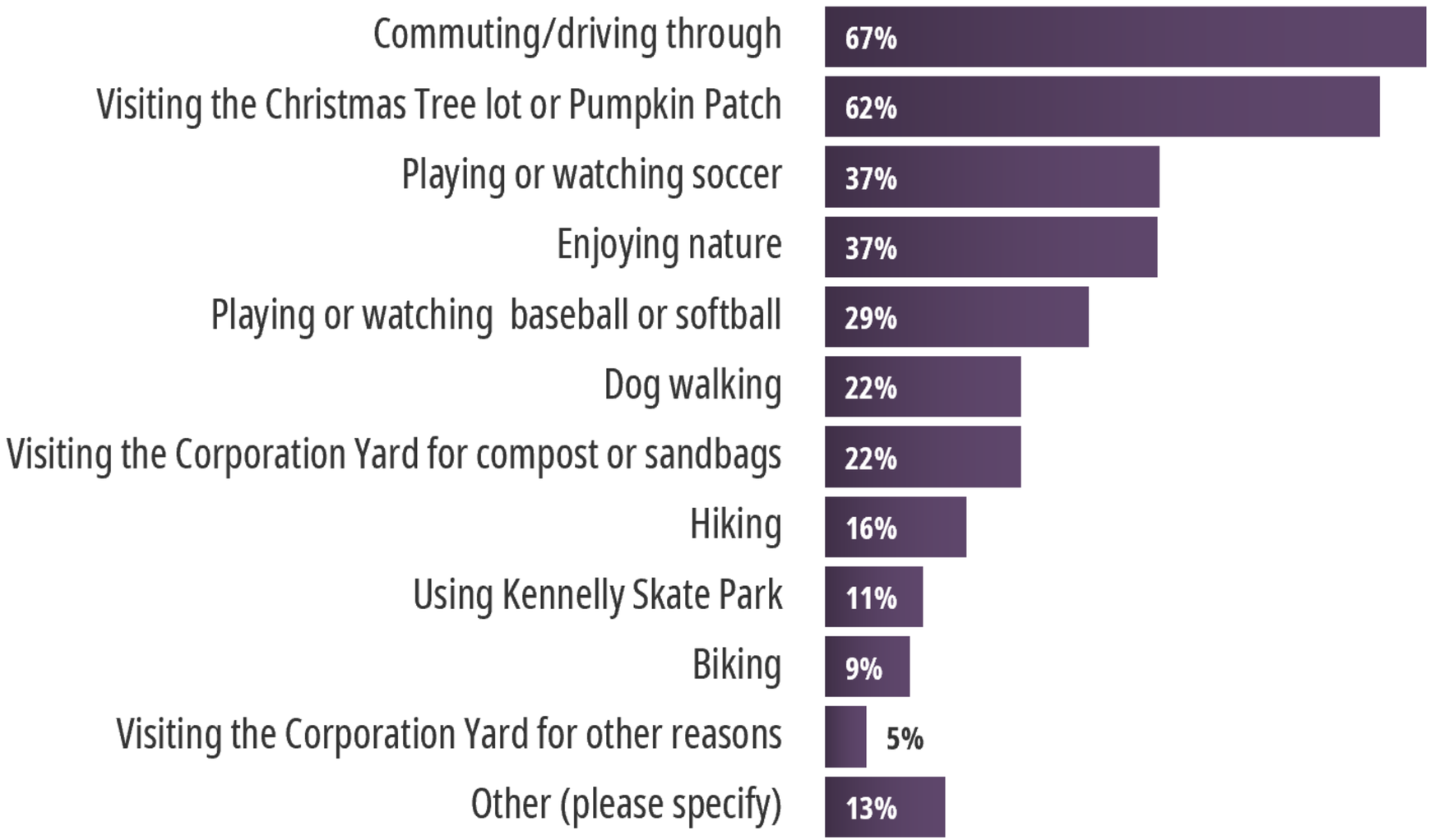
SURVEY OVERVIEW

The Moraga Canyon Specific Plan Community Survey ran from September 20 – October 20, 2023. More than 1,100 community members participated in the survey. Each participant had the opportunity to be entered to win a $100 Mulberry's gift certificate. The survey was promoted broadly via digital, print, and in-person platforms, including:

- City of Piedmont eNewsletter
- The Piedmont Post
- Piedmont Civic Association
- The Voter (LWV Piedmont Newsletter)
- Moraga Canyon Specific Plan Project email list: Survey deadline reminder
- PUSD Piedmont Pulse (Superintendent Dr. Jennifer Hawn's newsletter)
- Piedmont Recreation Department eNewsletter
- Piedmont Planning & Building Department eNewsletter
- Piedmont Harvest Festival
- Moraga Canyon Specific Plan Neighborhood Meeting + Door Hangers
- Posters at Coaches Field, Pumpkin Patch, Blair Park Open Space, City Hall + Handouts at the Public Works and City Clerk counters, Veteran's Hall, Wells Fargo, Mulberry's Market, Valero, Shell, and Ace Hardware

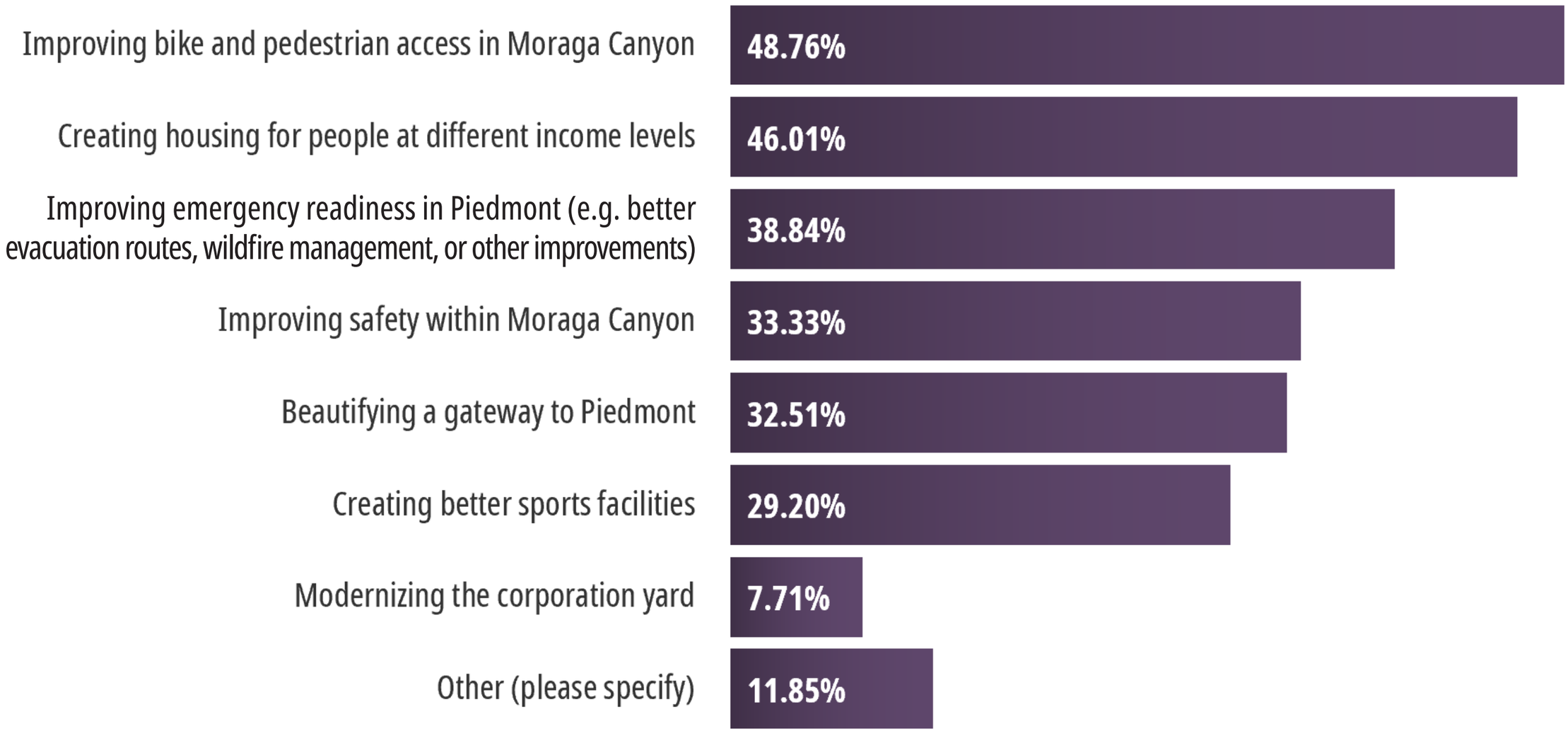
Piedmont is Home

When you visit Moraga Canyon how do you and/or your family typically spend time there? (Check all that apply)



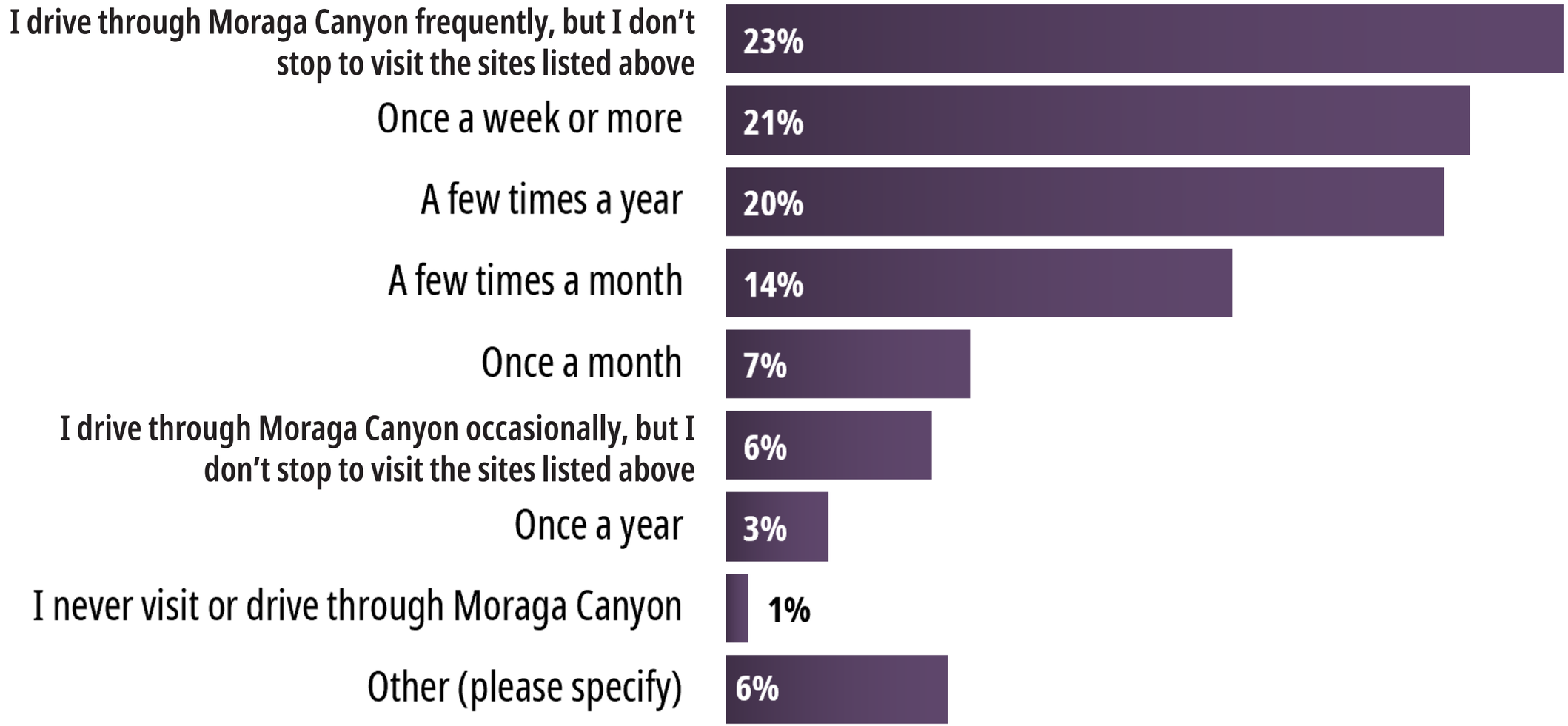
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The Moraga Canyon Specific Plan will make recommendations that could bring a number of improvements to the area. Which of the benefits of the Moraga Canyon Specific Plan are most important to you? (Choose up to three benefits)



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How often do you and/or your family visit Moraga Canyon, including Coaches Field, Blair Park Open Space, Kennelly Skate Park, and/or the Corporation Yard?



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What qualities of Moraga Canyon do you and your family value the most?

“Coaches Field is a great space for families to play on the field or for kids to play on a team or go to summer camps through the Piedmont Rec Dept.”

“We appreciate the Christmas Tree Lot and Pumpkin Patch - these community activities make Piedmont special.”

“View of the cemetery, trees and surroundings. Relative peace and serenity for an urban environment.”

“Having the Corporation Yard nearby is a good escape plan because we are in a high fire zone.”

SITE IMPROVEMENTS

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SITE IMPROVEMENTS OVERVIEW

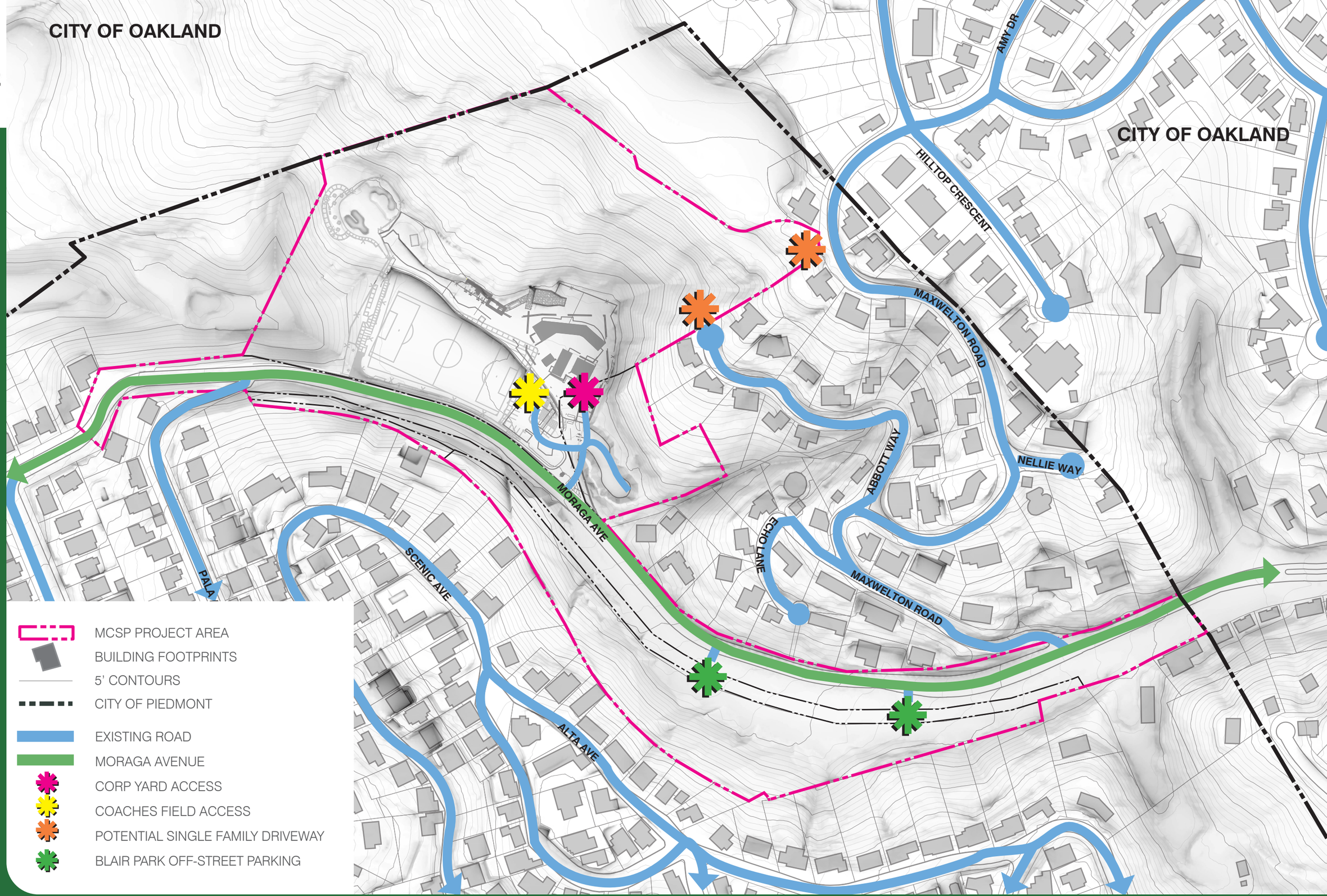
MOBILITY

RECREATION

PUBLIC WORKS

HOUSING

Piedmont is Home



SITE IMPROVEMENTS: EXISTING VEHICULAR CIRCULATION

Piedmont is Home

CITY OF OAKLAND

CITY OF OAKLAND

HILLTOP CRESCENT

AMY DR

MAXWELTON ROAD

NELLIE WAY

ABBOTT WAY

ECHO LANE

MORAGA AVE

SCENIC AVE

ALTA AVE

- MCSP PROJECT AREA
- BUILDING FOOTPRINTS
- 5' CONTOURS
- CITY OF PIEDMONT
- EXISTING ROAD
- MORAGA AVENUE
- CORP YARD ACCESS
- COACHES FIELD ACCESS
- POTENTIAL SINGLE FAMILY DRIVEWAY
- PROPOSED SIGNALIZED INTERSECTION
- BLAIR PARK OFF-STREET PARKING

SITE IMPROVEMENTS: PROPOSED SIGNALIZED INTERSECTION

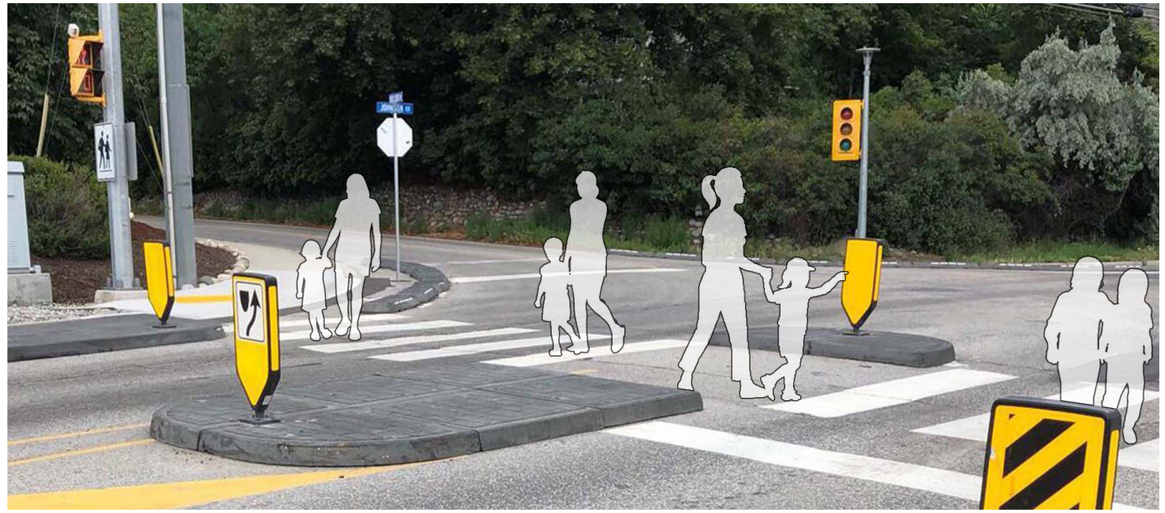
Piedmont is Home



Pedestrian **flashing beacon system** placed prior to intersection to warn traffic of upcoming pedestrian crossing

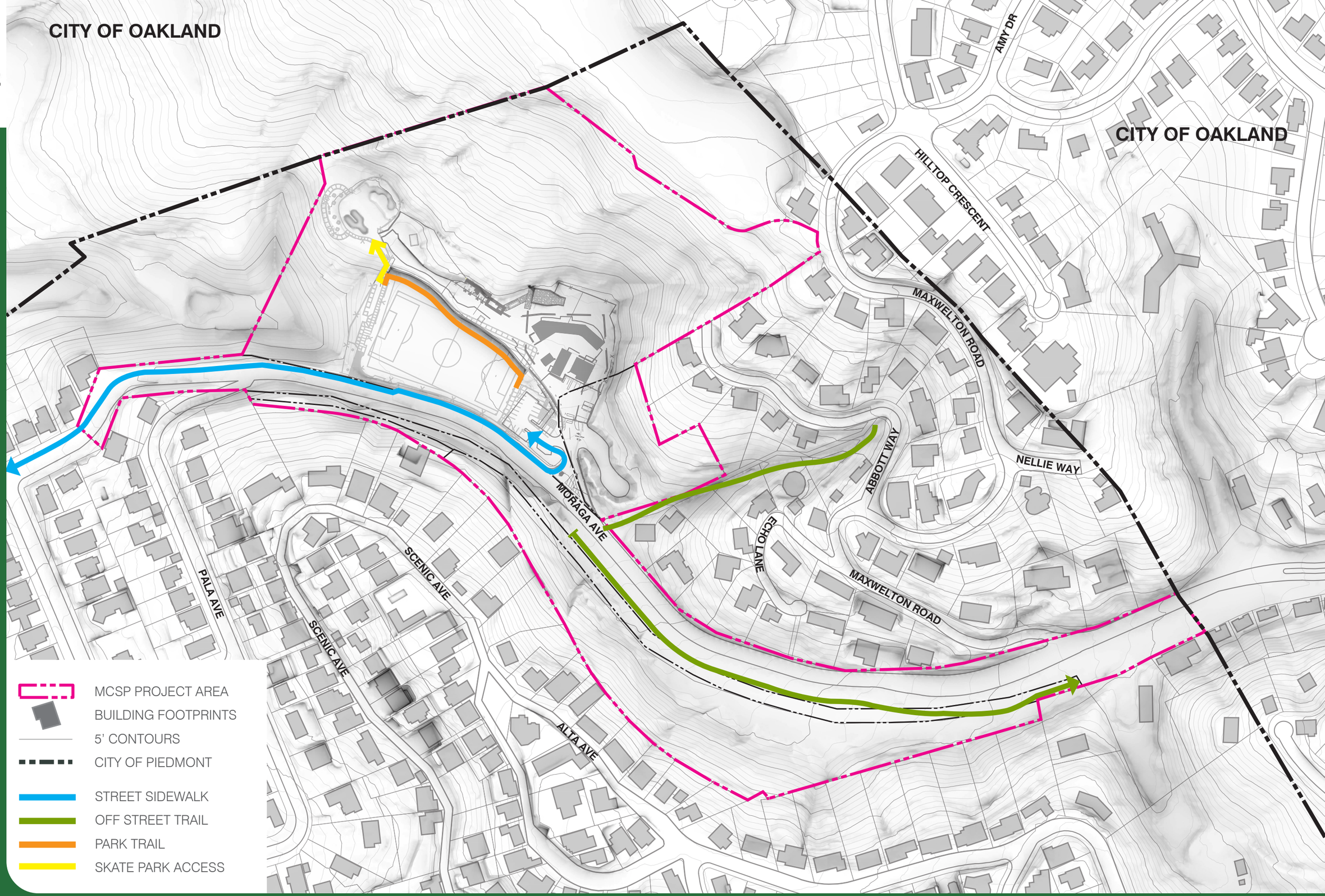
3-way signalized intersection with **striped crosswalk and accessible pedestrian signals**.





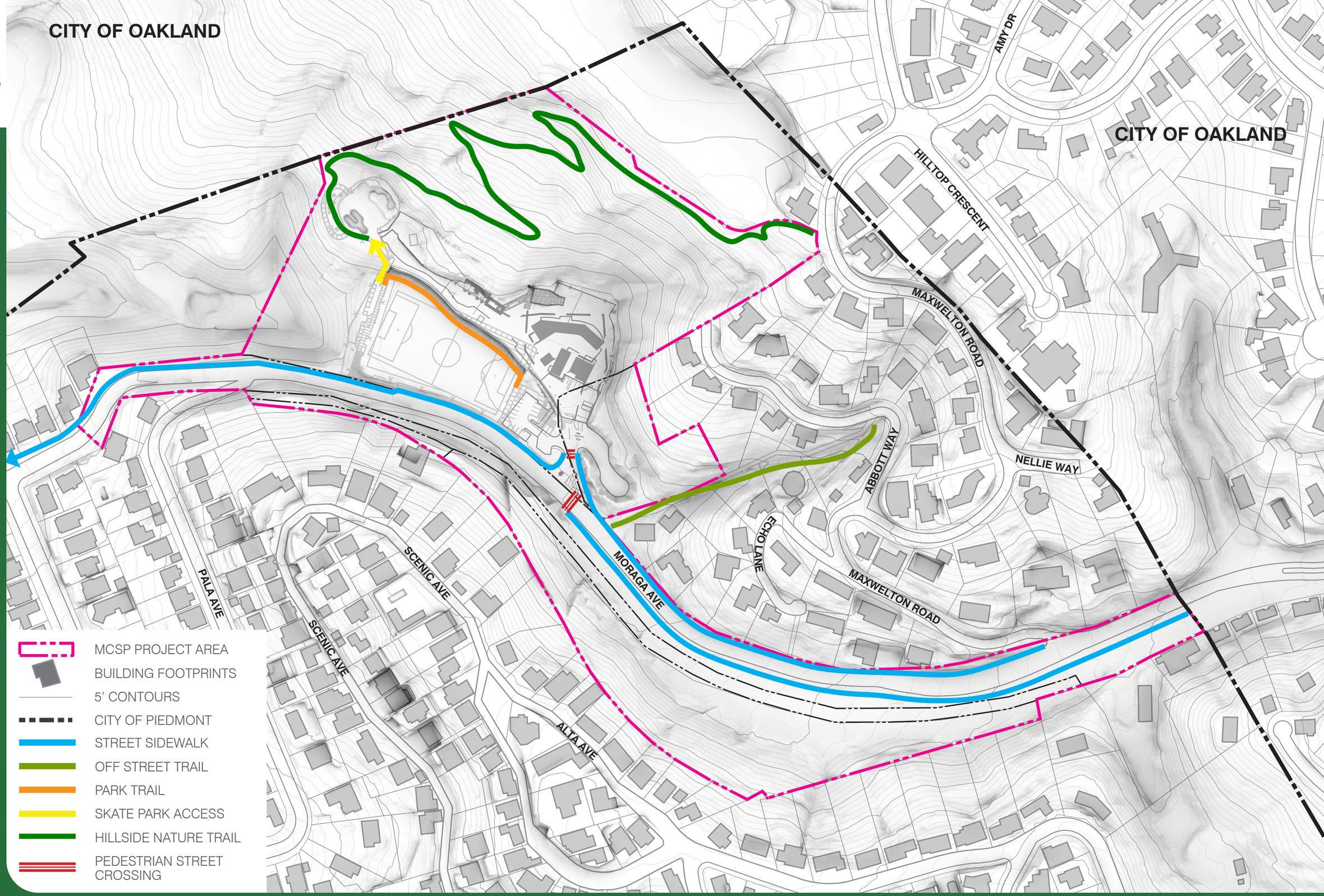
A **pedestrian refuge island** is a median with a refuge area that is intended to help protect pedestrians who are crossing a multi-lane road.

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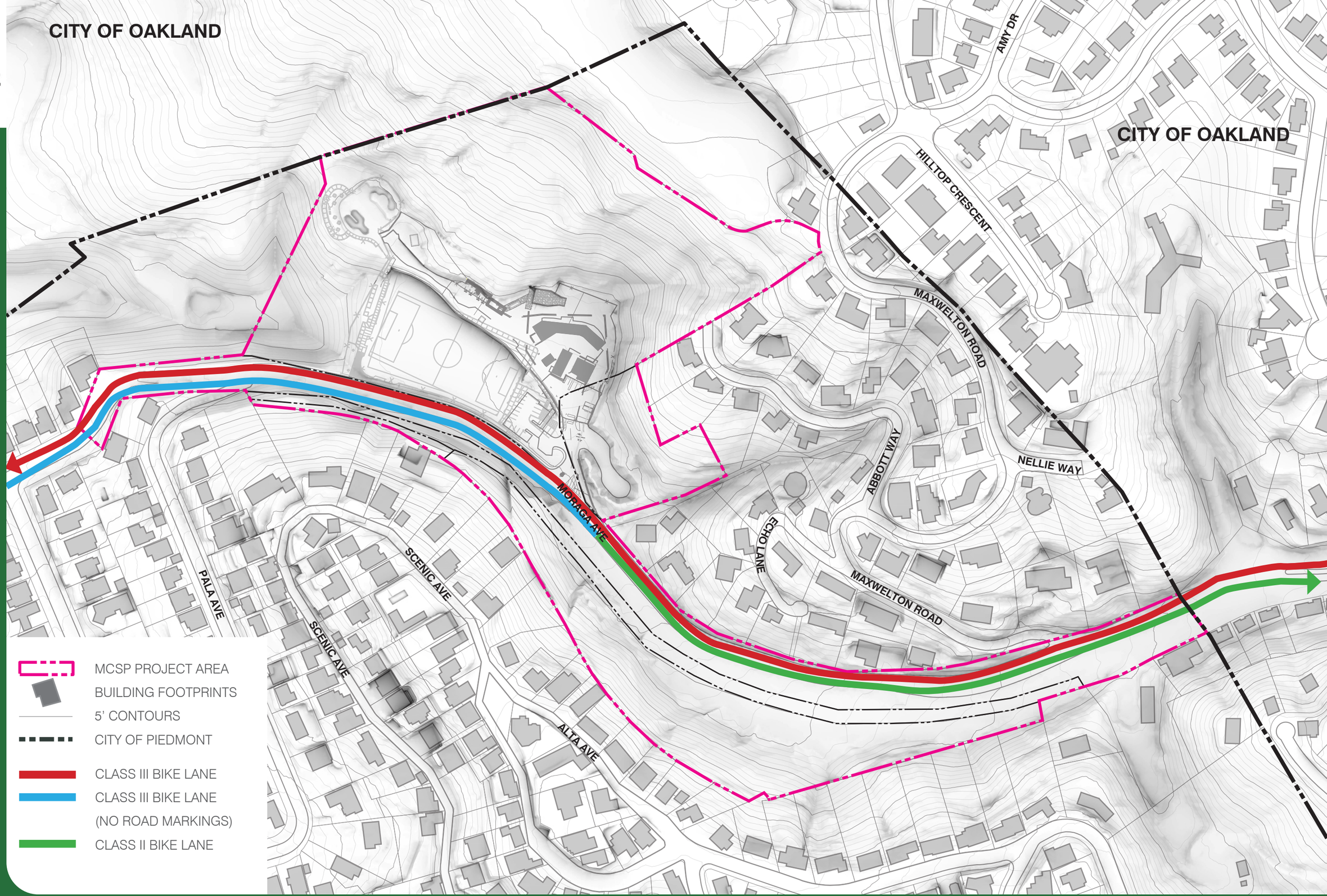
SITE IMPROVEMENTS: EXISTING PEDESTRIAN ACCESS

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SITE IMPROVEMENTS: PROPOSED PEDESTRIAN IMPROVEMENTS

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SITE IMPROVEMENTS: EXISTING BICYCLE ACCESS

Piedmont is Home

CITY OF OAKLAND

CITY OF OAKLAND

AMY DR

HILLTOP CRESCENT

MAXWELTON ROAD

ABBOTT WAY

NELLIE WAY

ECHO LANE

MORAGA AVE

SCENIC AVE

PALA AVE

ALTA AVE

MCSP PROJECT AREA

BUILDING FOOTPRINTS

5' CONTOURS

CITY OF PIEDMONT

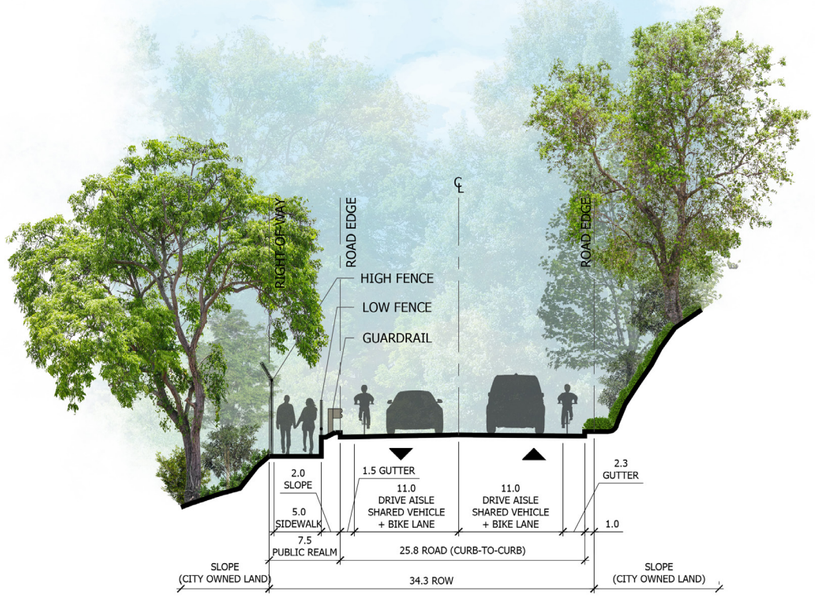
CLASS III BIKE LANE

CLASS II BIKE LANE

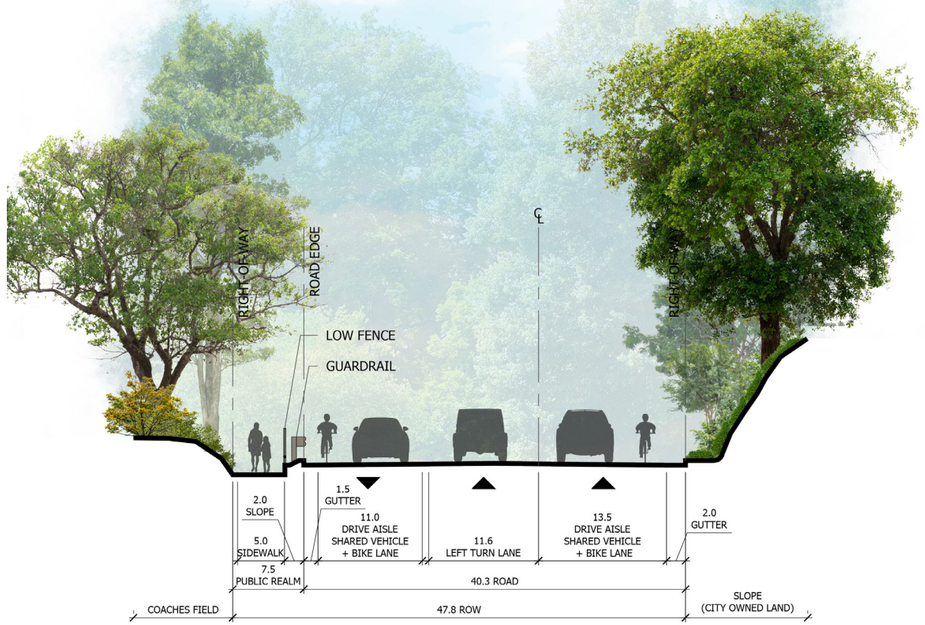
PROPOSED CLASS II BIKE LANE

SITE IMPROVEMENTS: PROPOSED BICYCLE ACCESS

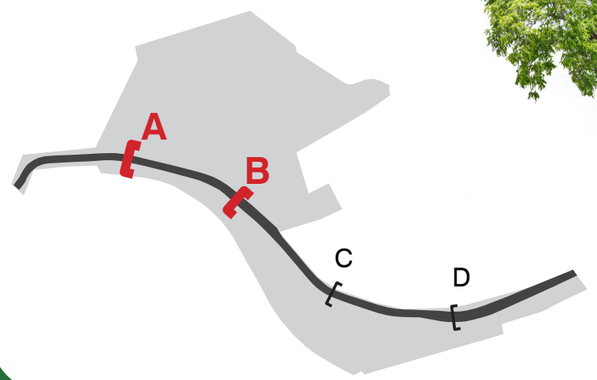
Piedmont is Home

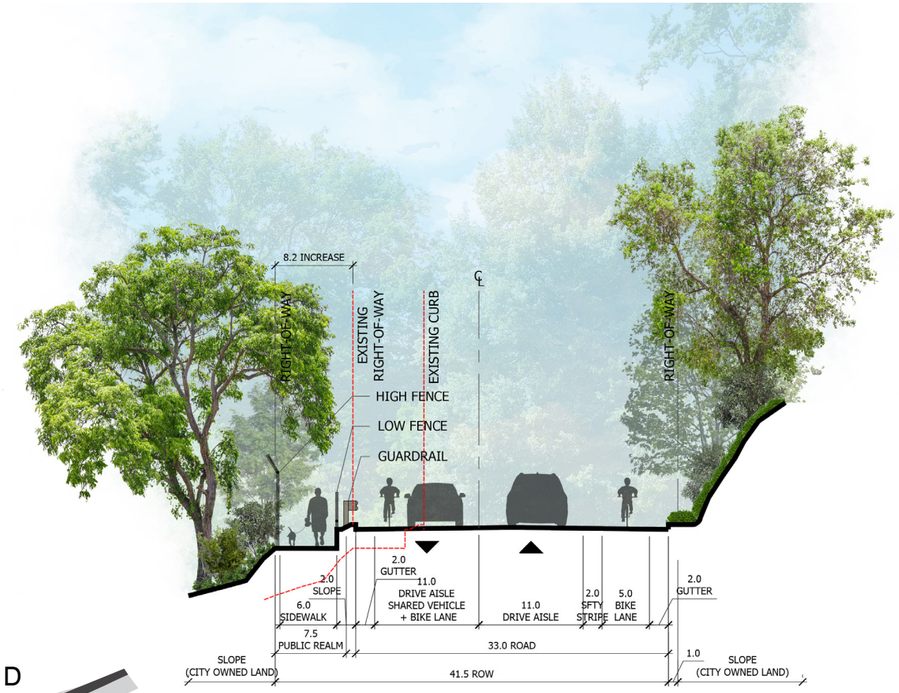


SECTION A-A': EXISTING

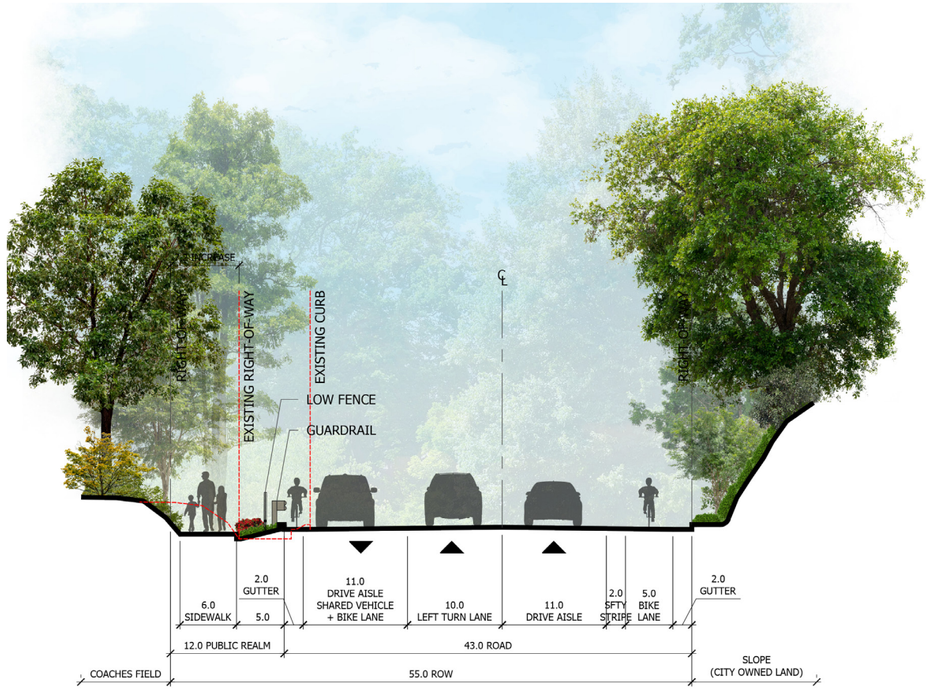


SECTION B-B': EXISTING



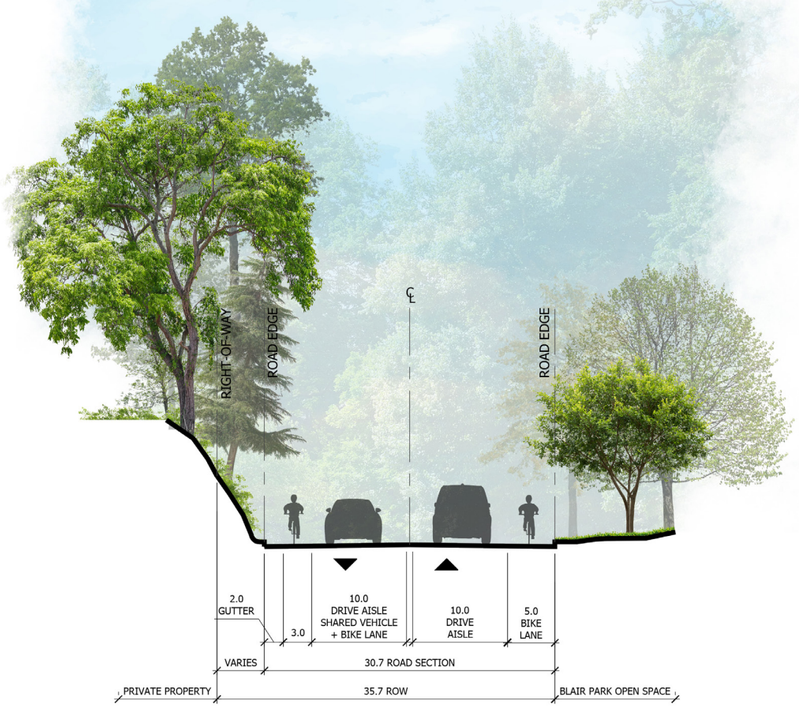


SECTION A-A': PROPOSED

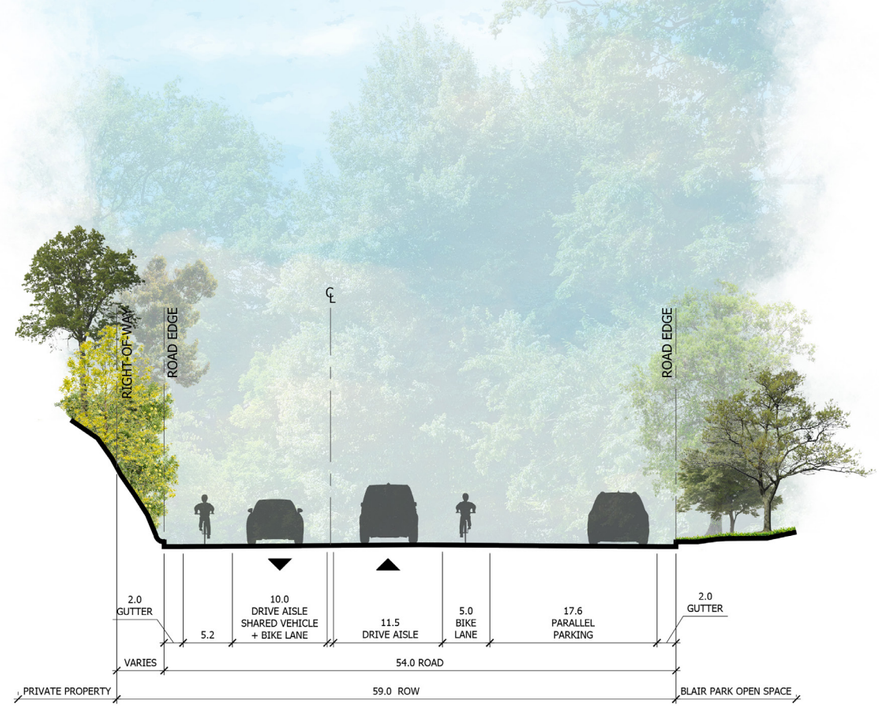


SECTION B-B': PROPOSED

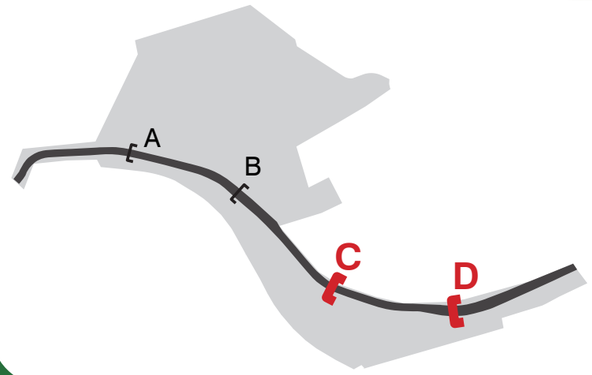
Piedmont is Home

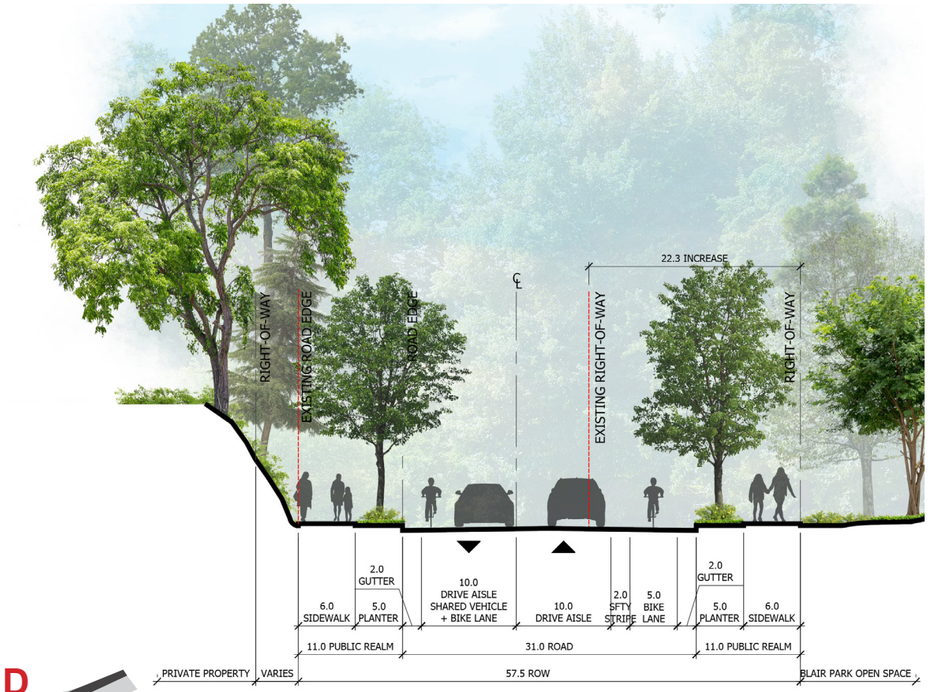


SECTION C-C': EXISTING

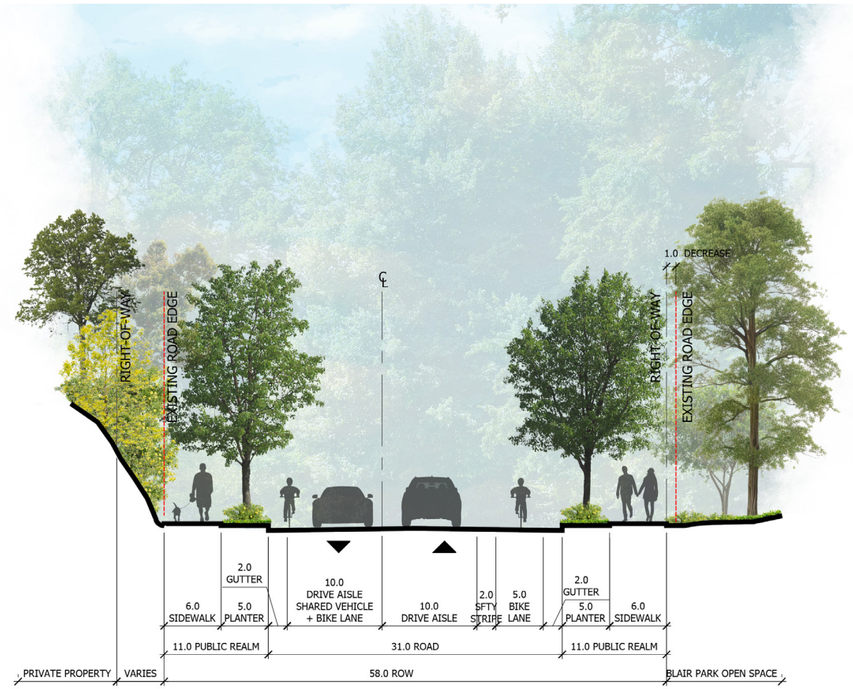


SECTION D-D': EXISTING





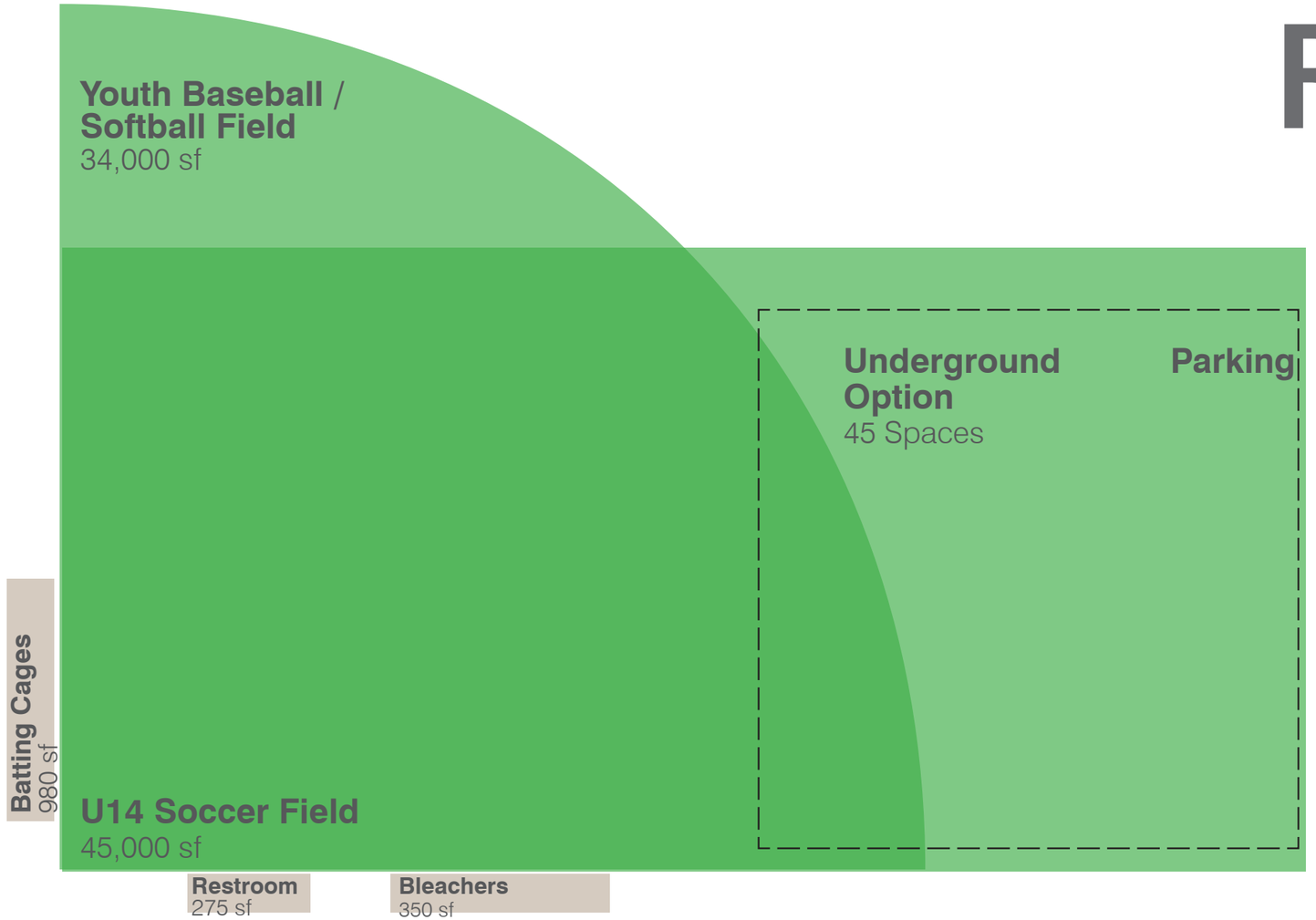
SECTION C-C': PROPOSED



SECTION D-D': PROPOSED

Piedmont is Home

RECREATION



Skate Spot
320 sf

Parking
45 Spaces

Piedmont is Home



TURF SOCCER FIELD



HIKING TRAIL



CIVIC EVENTS



SKATE SPOT



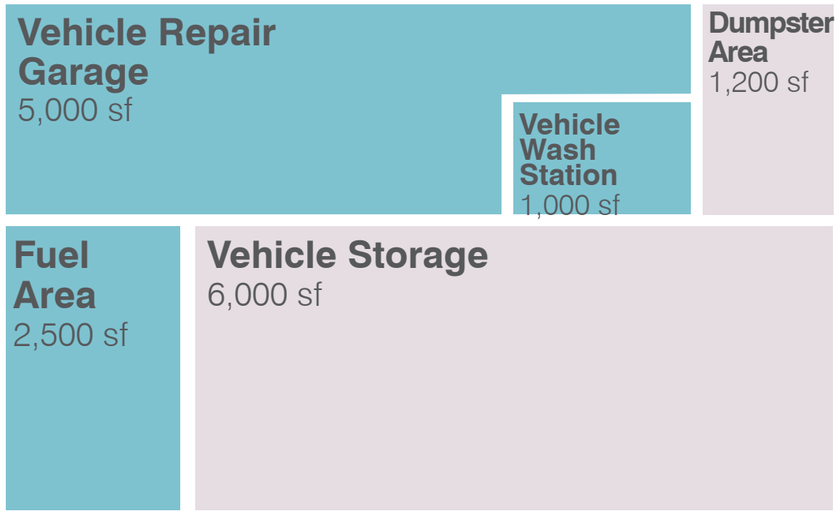
FIELD STRUCTURE (OPTION)

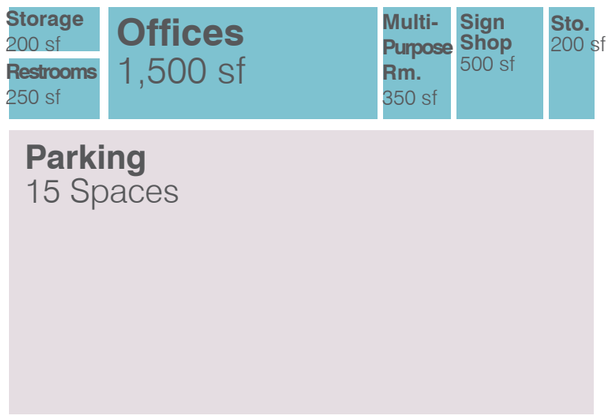


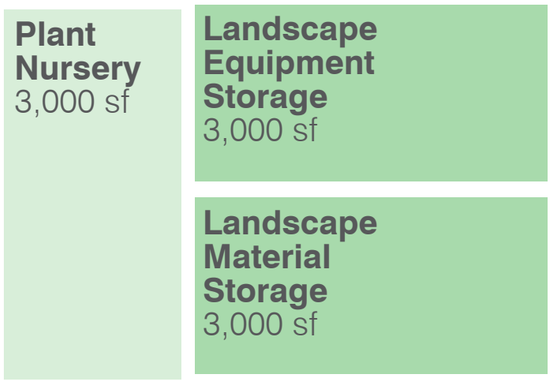
DOG PARK (OPTION)

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PUBLIC WORKS







Piedmont is Home



EXISTING CORP YARD OFFICE



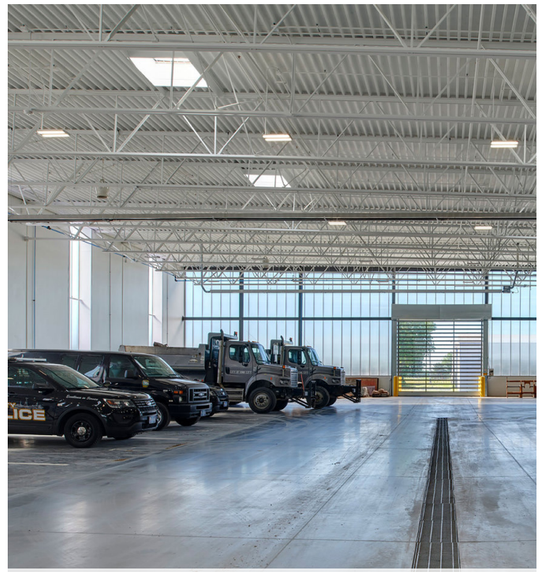
CORP YARD BUILDING EXAMPLE



CORP YARD EXTERIOR STORAGE



BUILDING EXAMPLE



ENCLOSED STORAGE (EXAMPLE)

Piedmont is Home

HOUSING

70 Market Rate Residential Units

Building 1
32 Units
4 stories over podium parking
8 units per floor (1st to 4th)

Building 2
38 Units
4 stories over podium parking
10 units per floor (2nd to 4th)
8 units + amenities on ground floor

Podium Parking - 107 spaces - 1 level

60 Affordable Residential Units

Building 1
30 Units
4 stories over podium parking
8 units per floor (1st to 4th)

Building 2
30 Units
4 stories over podium parking
8 units per floor (2nd to 4th)
6 units + amenities on ground floor

Podium Parking - 83 spaces - 1 level

2 Single Family Units

House 1
2 stories

Site - 0.22 ac

House 2
2 stories

Site - 0.22 ac

Piedmont is Home



HILLSIDE MODERN



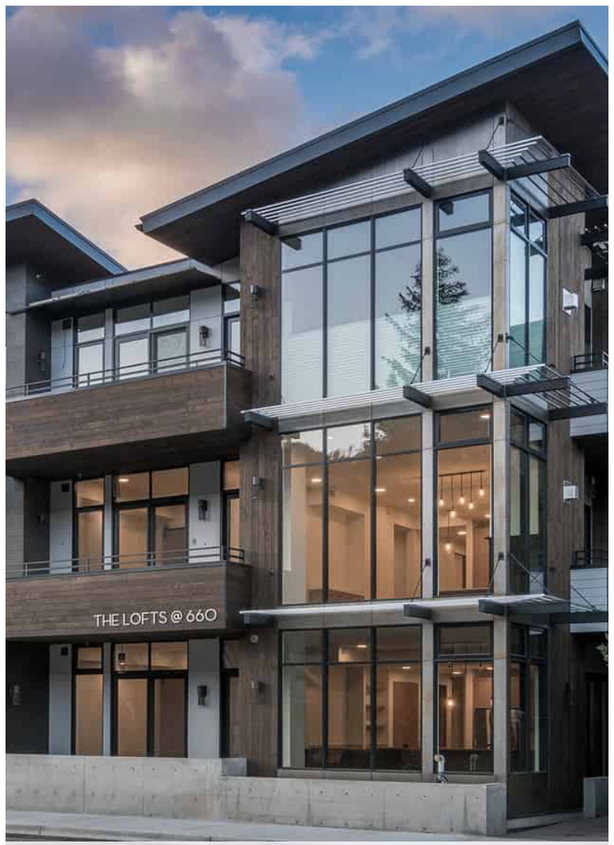
MODERN



MEDITERRANEAN



MEDITERRANEAN



MODERN ALPINE



SPANISH



CRAFTSMAN CONTEMPORARY

SPECIFIC PLAN

OPTIONS

Piedmont is Home

WALK-UP

- 3-4 STORIES
- TUCK-UNDER + SURFACE PARKING



- ECONOMICAL BUILDING TYPOLOGY
- FOOTPRINT TOO LARGE

WRAP

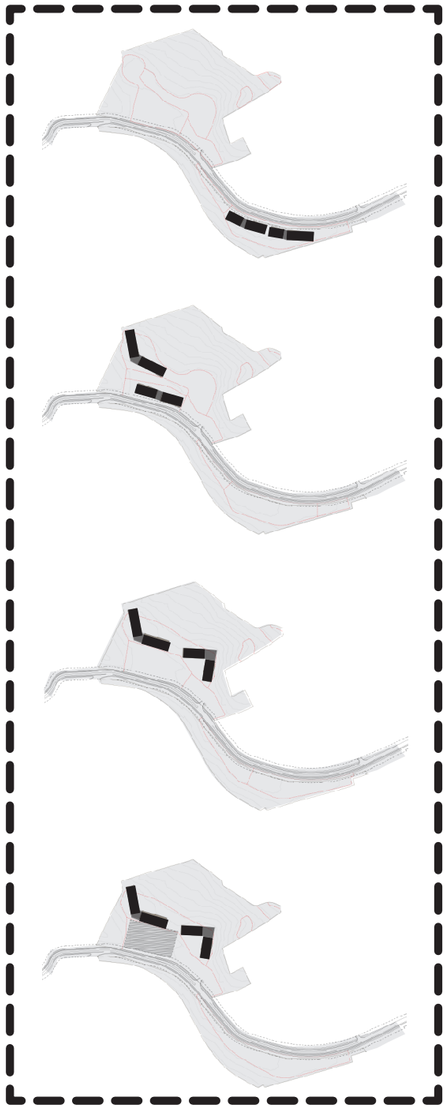
- 5 STORIES
- PARKING STRUCTURE



- BUILDINGS TOO BULKY
- PARKING STRUCTURE INEFFICIENT

PODIUM

- 4-5 STORIES
- PODIUM PARKING

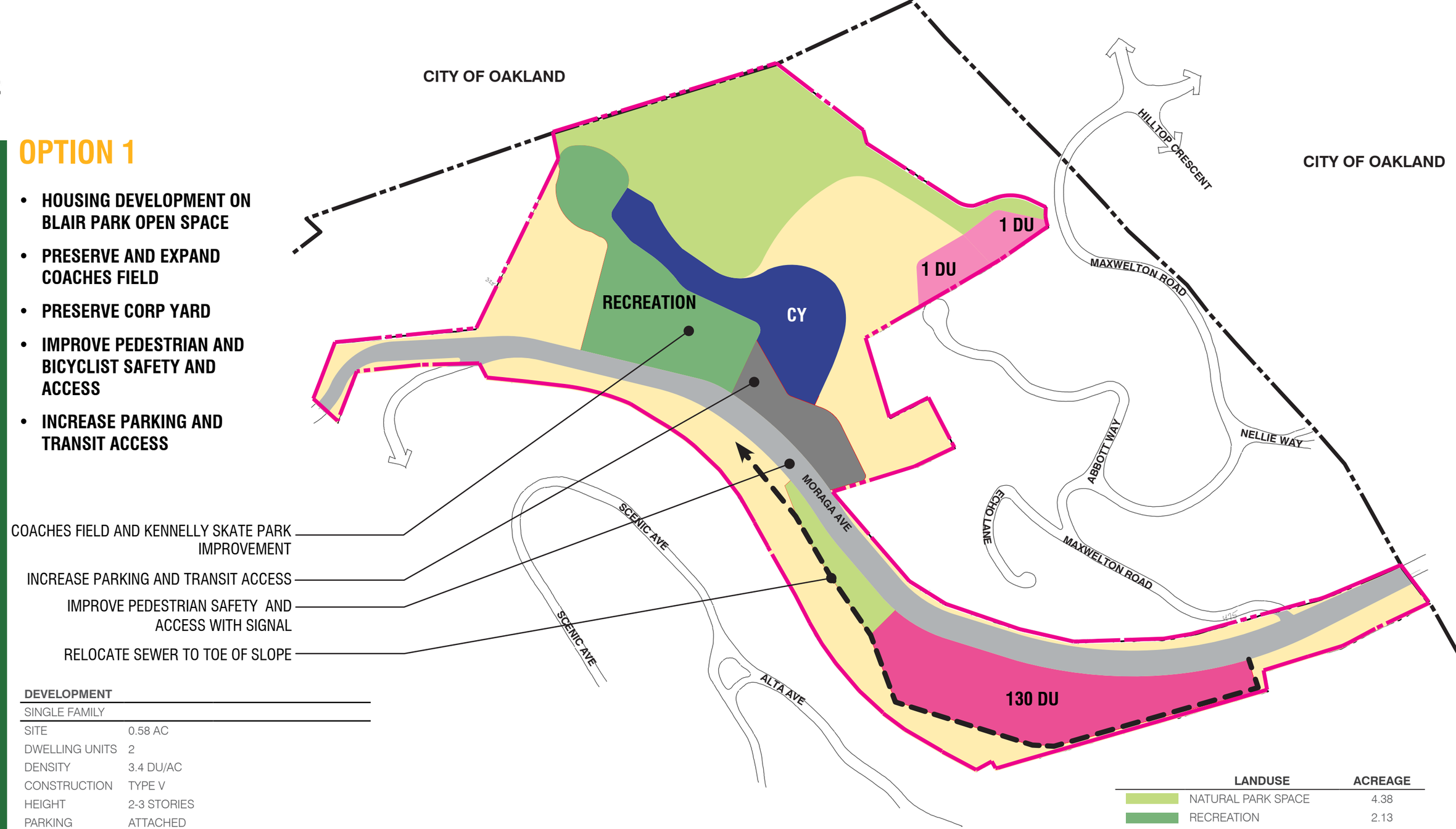


- COMPACT
- EFFICIENT USE OF SITE

Piedmont is Home

OPTION 1

- HOUSING DEVELOPMENT ON BLAIR PARK OPEN SPACE
- PRESERVE AND EXPAND COACHES FIELD
- PRESERVE CORP YARD
- IMPROVE PEDESTRIAN AND BICYCLIST SAFETY AND ACCESS
- INCREASE PARKING AND TRANSIT ACCESS



DEVELOPMENT	
SINGLE FAMILY	
SITE	0.58 AC
DWELLING UNITS	2
DENSITY	3.4 DU/AC
CONSTRUCTION	TYPE V
HEIGHT	2-3 STORIES
PARKING	ATTACHED

HIGH DENSITY	MARKET RATE	AFFORDABLE	TOTAL
SITE	1.40 AC	1.10 AC	2.50 AC
DWELLING UNITS	70 DU	60 DU	130 DU
DENSITY	50 DU/AC	54 DU/AC	52 DU/AC
CONSTRUCTION	TYPE V, 4 OVER PODIUM		
HEIGHT	5 STORIES		
PARKING	PODIUM		

LANDUSE	ACREAGE
NATURAL PARK SPACE	4.38
RECREATION	2.13
PUBLIC WORKS	1.58
HIGH DENSITY HOUSING	2.50
SINGLE FAMILY HOUSING	0.58
RECREATION PARKING	0.71
MORAGA AVE RIGHT-OF-WAY	3.04
SLOPE/OPEN SPACE	7.86
TOTAL	22.78

Piedmont is Home

OPTION 1

- HOUSING DEVELOPMENT ON BLAIR PARK OPEN SPACE
- PRESERVE AND EXPAND COACHES FIELD
- PRESERVE CORP YARD
- IMPROVE PEDESTRIAN AND BICYCLIST SAFETY AND ACCESS
- INCREASE PARKING AND TRANSIT ACCESS



N

0 50 100 200 400

Piedmont is Home

OPTION 1



VIEW SOUTHWEST



VIEW NORTHWEST



VIEW SOUTHEAST ALONG MORAGA AVE

Piedmont is Home

OPTION 2

- COMBINE PUBLIC RECREATION ON BLAIR PARK OPEN SPACE
- MINOR IMPACTS TO CORP YARD
- INCREASE PARKING AND TRANSIT ACCESS
- IMPROVE PEDESTRIAN AND BICYCLIST SAFETY AND ACCESS
- MULTIPLE DEVELOPMENT SITES ON COACHES FIELD SIDE WITH COMMON OPEN SPACE AMENITY

RELOCATE STORMWATER

INCREASE PARKING AND TRANSIT ACCESS

IMPROVE PEDESTRIAN SAFETY AND ACCESS WITH SIGNAL



DEVELOPMENT			
SINGLE FAMILY			
SITE	0.58 AC		
DWELLING UNITS	2		
DENSITY	3.4 DU/AC		
CONSTRUCTION	TYPE V		
HEIGHT	2-3 STORIES		
PARKING	ATTACHED		

HIGH DENSITY	MARKET RATE	AFFORDABLE	TOTAL
SITE	1.30 AC	1.14 AC	2.44 AC
DWELLING UNITS	70 DU	60 DU	130 DU
DENSITY	50 DU/AC	54 DU/AC	52 DU/AC
CONSTRUCTION	TYPE V, 4 OVER PODIUM		
HEIGHT	5 STORIES		
PARKING	PODIUM		

LANDUSE	ACREAGE
NATURAL PARK SPACE	4.57
RECREATION	1.96
PUBLIC WORKS	1.25
HIGH DENSITY HOUSING	2.44
SINGLE FAMILY HOUSING	0.58
RECREATION PARKING	0.72
MORAGA AVE RIGHT-OF-WAY	3.04
SLOPE/OPEN SPACE	8.22
TOTAL	22.78

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OPTION 2

- COMBINE PUBLIC RECREATION ON BLAIR PARK OPEN SPACE
- MINOR IMPACTS TO CORP YARD
- INCREASE PARKING AND TRANSIT ACCESS
- IMPROVE PEDESTRIAN AND BICYCLIST SAFETY AND ACCESS
- MULTIPLE DEVELOPMENT SITES ON COACHES FIELD SIDE WITH COMMON OPEN SPACE AMENITY



Piedmont is Home

OPTION 2



VIEW EAST



VIEW NORTHWEST

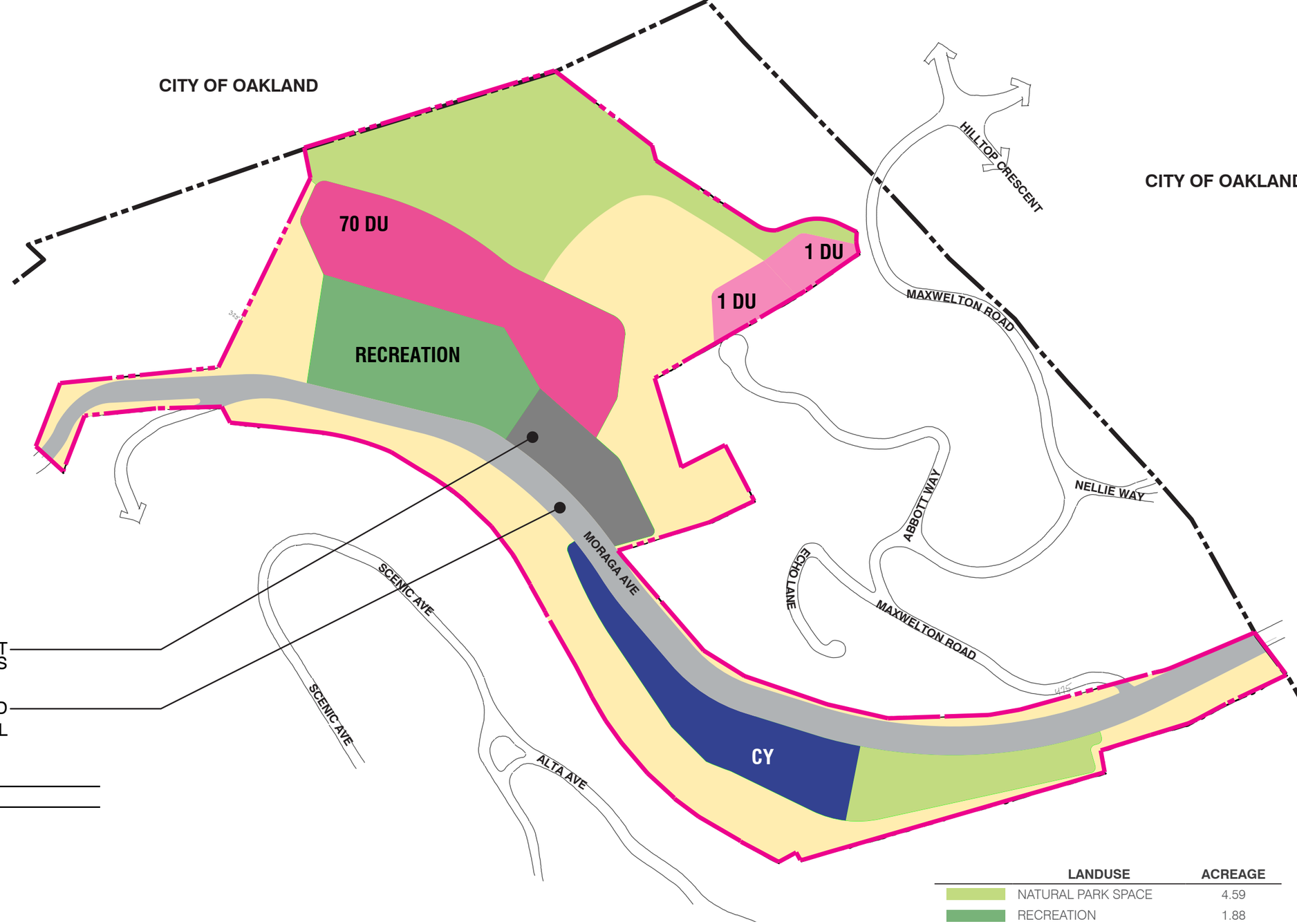


VIEW EAST ALONG MORAGA AVE

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OPTION 3

- MOVE CORP YARD TO BLAIR PARK OPEN SPACE
- IMPROVE SOCCER FIELD AND SKATE PARK
- INCREASE PARKING AND TRANSIT ACCESS
- IMPROVE PEDESTRIAN AND BICYCLIST SAFETY AND ACCESS
- HILLSIDE HOUSING DEVELOPMENT
- AVOID INFRASTRUCTURE RELOCATION



DEVELOPMENT			
SINGLE FAMILY			
SITE	0.58 AC		
DWELLING UNITS	2		
DENSITY	3.4 DU/AC		
CONSTRUCTION	TYPE V		
HEIGHT	2-3 STORIES		
PARKING	ATTACHED		

HIGH DENSITY	MARKET RATE	AFFORDABLE	TOTAL
SITE	1.50 AC	1.23 AC	2.73 AC
DWELLING UNITS	70 DU	60 DU	130 DU
DENSITY	46 DU/AC	50 DU/AC	48 DU/AC
CONSTRUCTION	TYPE V, 4 OVER PODIUM		
HEIGHT	5 STORIES		
PARKING	PODIUM		

LANDUSE	ACREAGE
NATURAL PARK SPACE	4.59
RECREATION	1.88
PUBLIC WORKS	1.45
HIGH DENSITY HOUSING	2.50
SINGLE FAMILY HOUSING	0.58
RECREATION PARKING	0.78
MORAGA AVE RIGHT-OF-WAY	3.04
SLOPE/OPEN SPACE	7.96
TOTAL	22.78

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OPTION 3

- MOVE CORP YARD TO BLAIR PARK OPEN SPACE
- IMPROVE SOCCER FIELD AND SKATE PARK
- INCREASE PARKING AND TRANSIT ACCESS
- IMPROVE PEDESTRIAN AND BICYCLIST SAFETY AND ACCESS
- HILLSIDE HOUSING DEVELOPMENT
- AVOID INFRASTRUCTURE RELOCATION



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OPTION 3



VIEW EAST



VIEW NORTHWEST

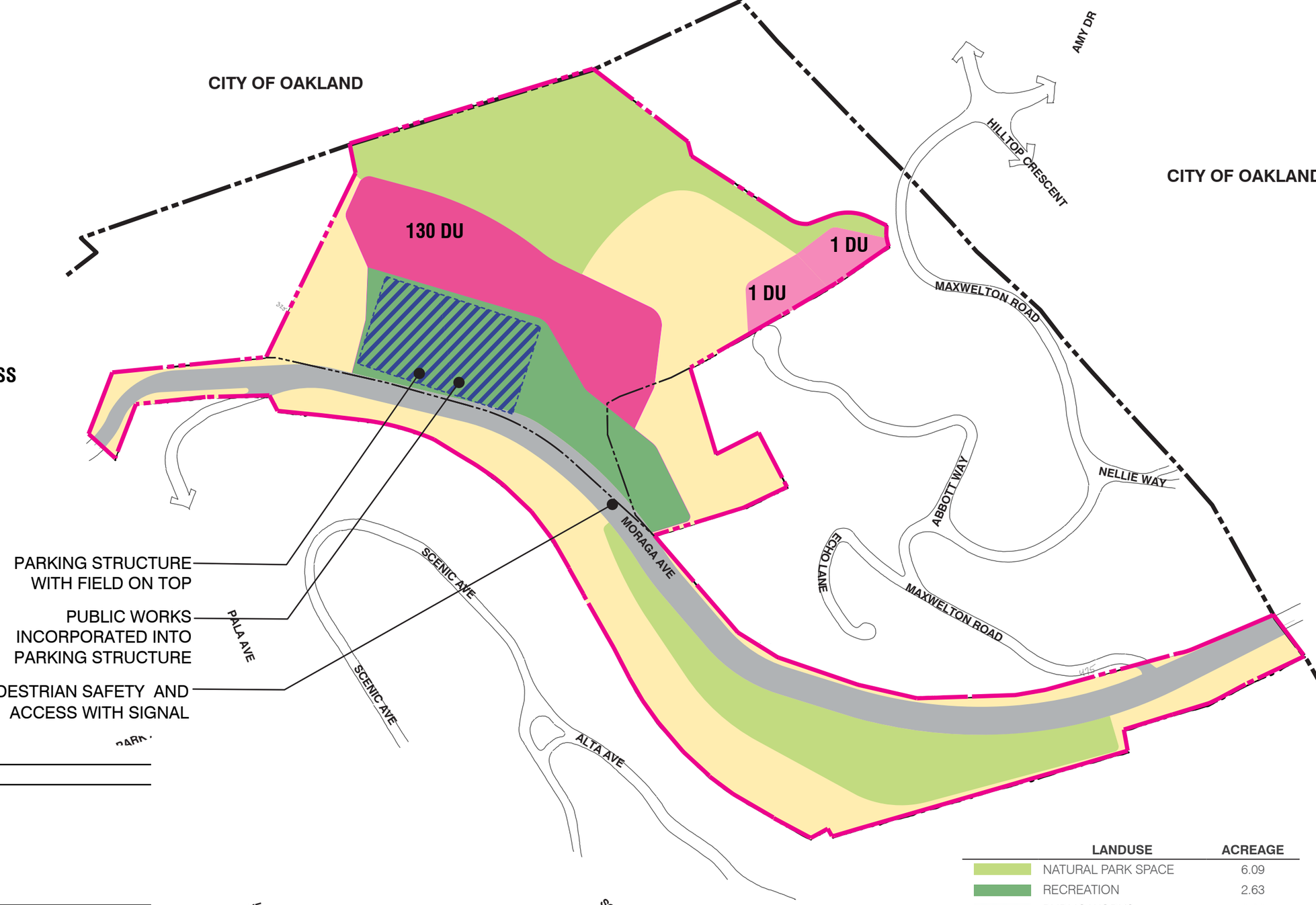


VIEW EAST ALONG MORAGA AVE

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OPTION 4

- PRESERVE BLAIR PARK OPEN SPACE
- IMPROVE SOCCER FIELD AND SKATE SPOT
- UNDERFIELD PARKING
- INCREASE TRANSIT ACCESS
- IMPROVE PEDESTRIAN SAFETY AND ACCESS
- HILLSIDE HOUSING DEVELOPMENT
- AVOID INFRASTRUCTURE RELOCATION
- CONNECT OPEN SPACE ALONG MORAGA AVE



DEVELOPMENT			
SINGLE FAMILY			
SITE	0.58 AC		
DWELLING UNITS	2		
DENSITY	3.4 DU/AC		
CONSTRUCTION	TYPE V		
HEIGHT	2-3 STORIES		
PARKING	ATTACHED		

HIGH DENSITY	MARKET RATE	AFFORDABLE	TOTAL
SITE	1.50 AC	1.23 AC	2.73 AC
DWELLING UNITS	70 DU	60 DU	130 DU
DENSITY	46 DU/AC	50 DU/AC	48 DU/AC
CONSTRUCTION	TYPE V, 4 OVER PODIUM		
HEIGHT	5 STORIES		
PARKING	PODIUM		

LANDUSE	ACREAGE
NATURAL PARK SPACE	6.09
RECREATION	2.63
PUBLIC WORKS	0.80
HIGH DENSITY HOUSING	2.51
SINGLE FAMILY HOUSING	0.58
RECREATION PARKING	1.83
MORAGA AVE RIGHT-OF-WAY	3.04
SLOPE/OPEN SPACE	5.30
TOTAL	22.78

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OPTION 4

- PRESERVE BLAIR PARK OPEN SPACE
- IMPROVE SOCCER FIELD AND SKATE SPOT
- UNDERFIELD PARKING
- INCREASE TRANSIT ACCESS
- IMPROVE PEDESTRIAN SAFETY AND ACCESS
- HILLSIDE HOUSING DEVELOPMENT
- AVOID INFRASTRUCTURE RELOCATION
- CONNECT OPEN SPACE ALONG MORAGA AVE



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OPTION 4



VIEW EAST



VIEW NORTHWEST



VIEW EAST ALONG MORAGA AVE

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INFRASTRUCTURAL IMPACT

1 LEAST IMPACT
2
3
4 MOST IMPACT

Option	Demolition	Earthwork/ Retaining	Structural Complexity	Roadwork	Stormwater	Water / Dry Utilities	Sewer	Blair Park Open Space	Coaches Field
1	1	4	1	3	1	1	3	4	1
2	3	3	3	2	4	1	2	3	4
3	4	2	2	4	2	1	3	2	1
4	2	1	4	1	3	1	1	1	4

COMMUNITY WORKSHOP

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WORKSHOP SUMMARY

Date: Thursday, November 30, 2023, 7:00-9:00 PM

Location: Piedmont Veterans Memorial Building

Meeting Summary:

- The public was able to see and comment on the Moraga Canyon Specific Plan ***potential land use options***
- Also presented were ***improvement concepts*** for Public Works, recreation facilities, mobility, parking and other amenities.
- Approximately ***82 people*** attended the meeting, not including City staff and consultants.







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WORKSHOP FEEDBACK

Attendees contributed questions and detailed suggestions to the existing conditions analysis and provided feedback on the land use options. This public insight will be used by the project team and City Council to determine the best strategy to combine programmatic elements creating a preferred plan option.

Key Themes:

- Attendees were generally supportive of housing in Moraga Canyon
- Concern for meaningful combination of market rate and affordable housing
- Questions regarding alternative placement of the two single family homes
- Traffic and pedestrian and cyclist safety
- Traffic calming and congestion smoothing measures along Moraga Avenue
- Hiking trail(s) addition received positive feedback
- Preservation of Coaches Field and Blair Park Open Space recreation areas is a priority for residents
- Option 4 received the most comments, with praise for the preservation of open space in the canyon. Some comments questioned the financial viability and impact of building the playfield atop a garage structure



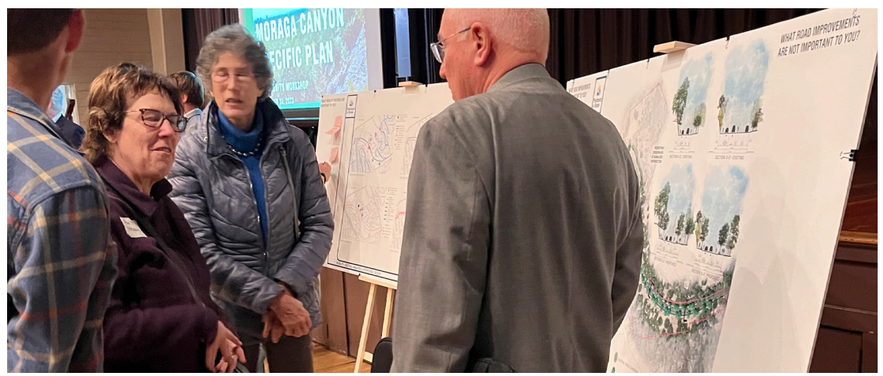


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WORKSHOP FEEDBACK



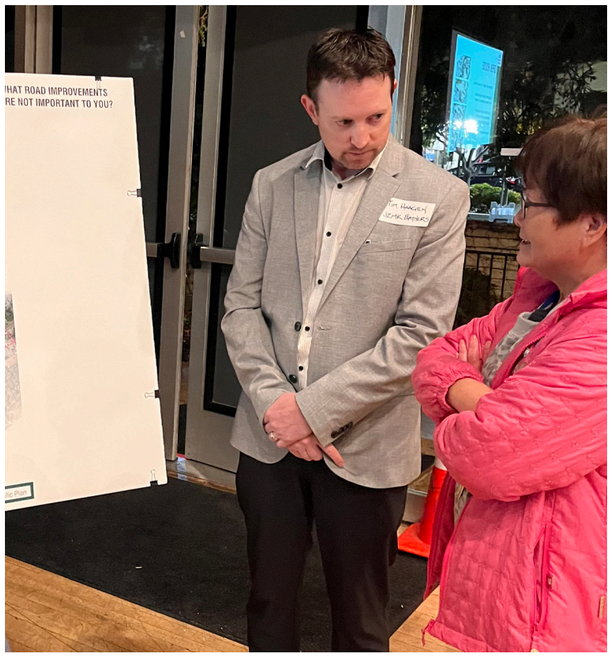
> Integrate, don't segregate. It is better socially for all. Would really prefer one mixed income development - don't separate "Affordable"



> Ensuring the aesthetic of the housing matches the quality and standards of the rest of Piedmont"

> Pedestrians need to feel safe walking Moraga and crossing Moraga"

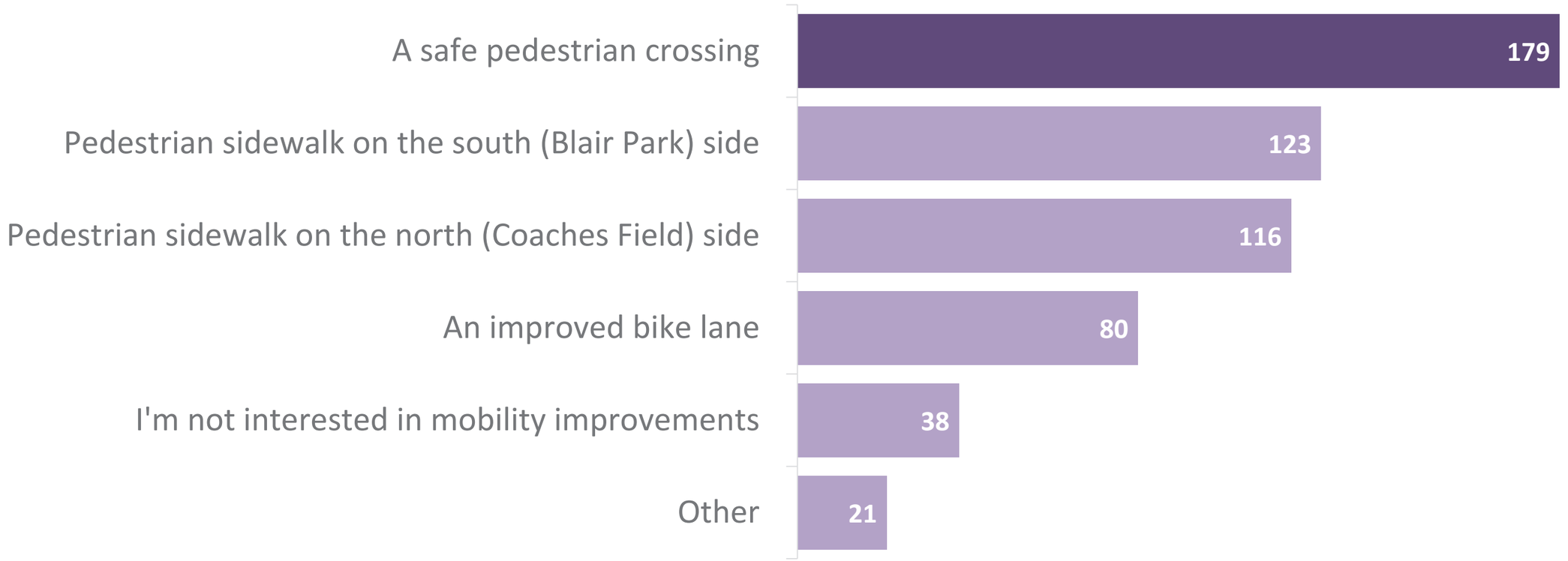
> Creating pedestrian access to area so new housing residents can easily get into the heart of Piedmont by foot or bike"



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LAND USE ALTERNATIVES SURVEY

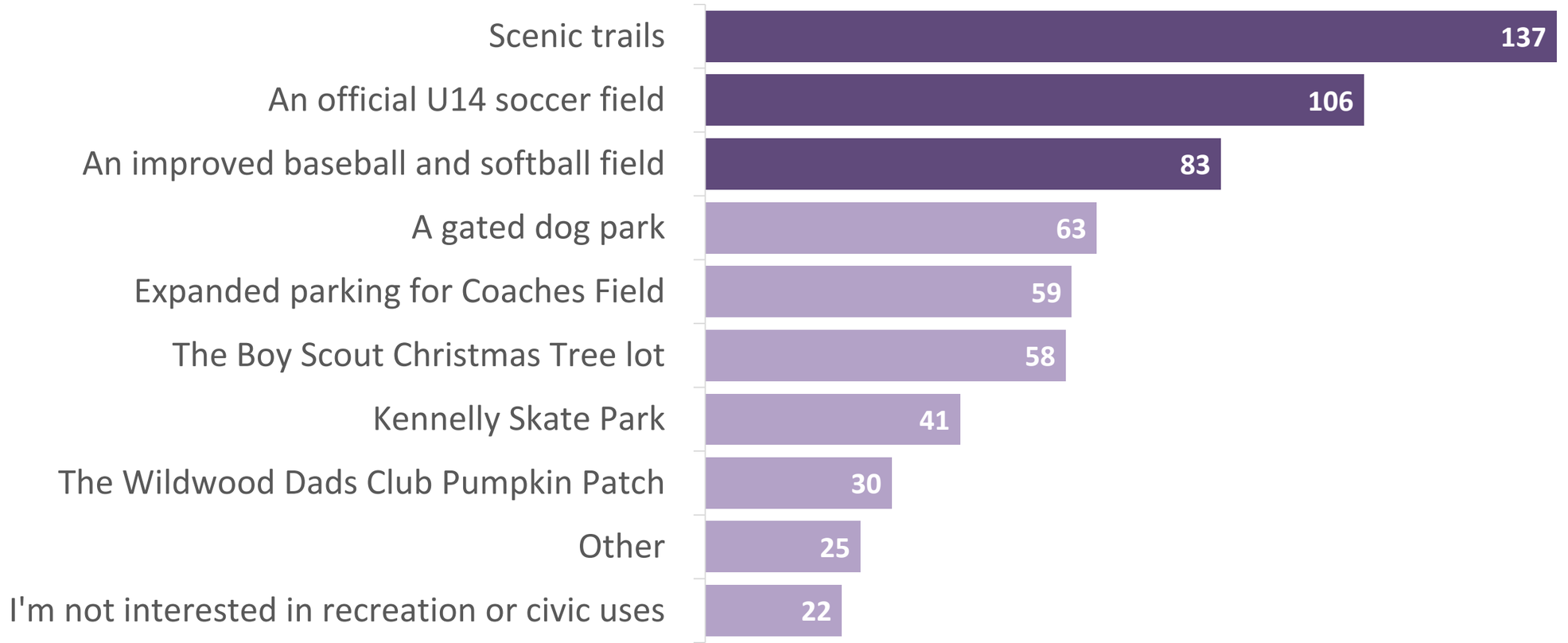
Which of the following mobility improvements are most important to you?



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LAND USE ALTERNATIVES SURVEY

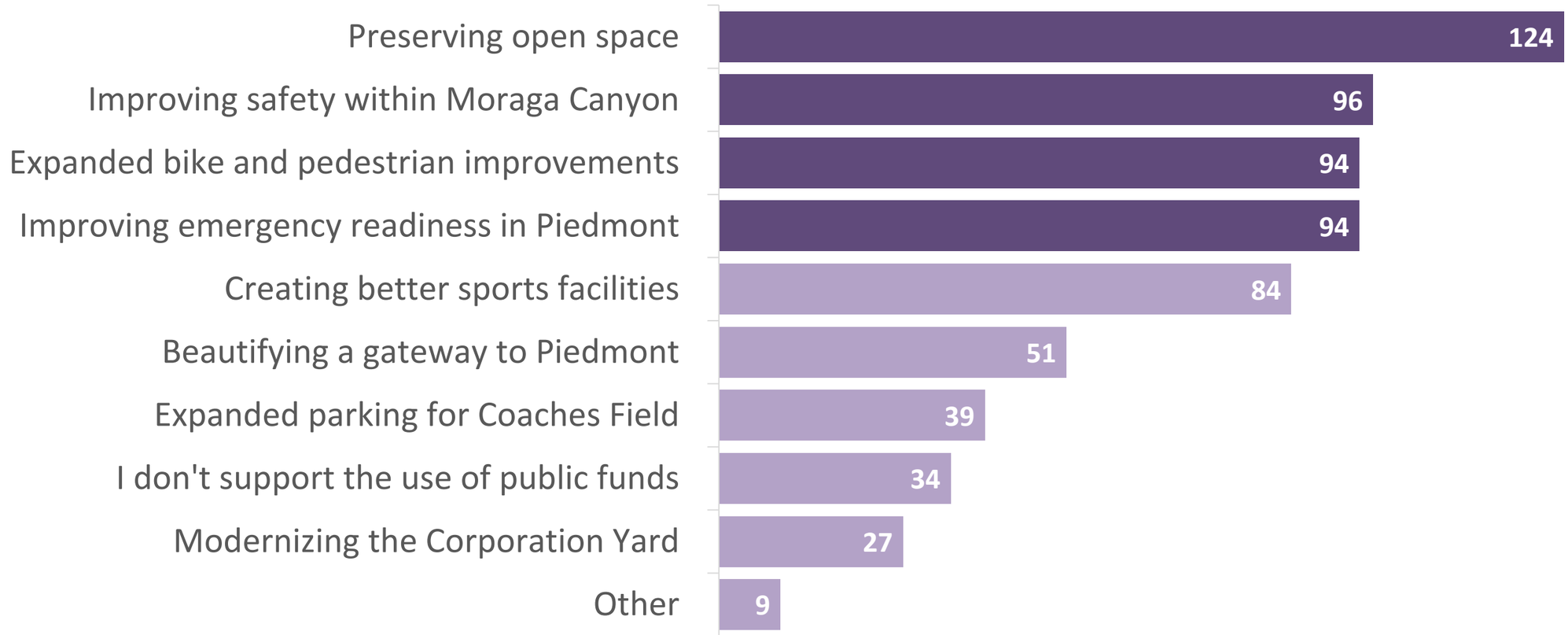
Which of the following recreation/civic uses are most important to you?



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LAND USE ALTERNATIVES SURVEY

Which improvements would you support using public funds to implement?



FISCAL & FEASIBILITY STUDIES

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FISCAL STUDY OBJECTIVES

What: Evaluates ongoing, annual impacts of the MCSP at buildout to the City's General Fund.

Questions:

- Will fiscal revenues cover fiscal expenditures?
- How can the City ensure that existing citywide levels of service are not negatively impacted?
- Are there financing tools or mechanisms that the City can implement to ensure fiscal sustainability?

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FISCAL STUDY APPROACH

Annual General Fund Impact

- Review of key City documents, the FY 2023-2024 Budget (Adopted)
- Estimate of **revenues**: Property tax, property tax in-lieu of VLF, property transfer tax, parcel tax, rental tax, other revenues
- Estimate of **expenditures**: Coordination with departments on anticipated expenditures given new service population from 132 new housing units

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FISCAL TAKEAWAYS

Revenues

- Revenues do not vary significantly across alternatives
- Key source of revenue: property tax from market rate housing
- Affordable housing is assumed to qualify for a property tax exemption

Expenditures

- Expenditures associated with a service population increase do not vary across alternatives
- Primary expenditures: police and public works
- Analysis focused on maintaining existing levels of service

Net Impact

- **Neutral to slightly positive**

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FEASIBILITY STUDY OBJECTIVES

What: Assesses development feasibility of the MCSP given proposed program, current market values, and infrastructure and development costs.

Questions:

- Is enough value created to attract real estate developers?
- Are there financing tools or mechanisms that the City can implement to make the project more attractive to developers?

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FEASIBILITY STUDY METHODOLOGY

A “feasible” development provides a sufficient return on investment to incentivize a “go” decision

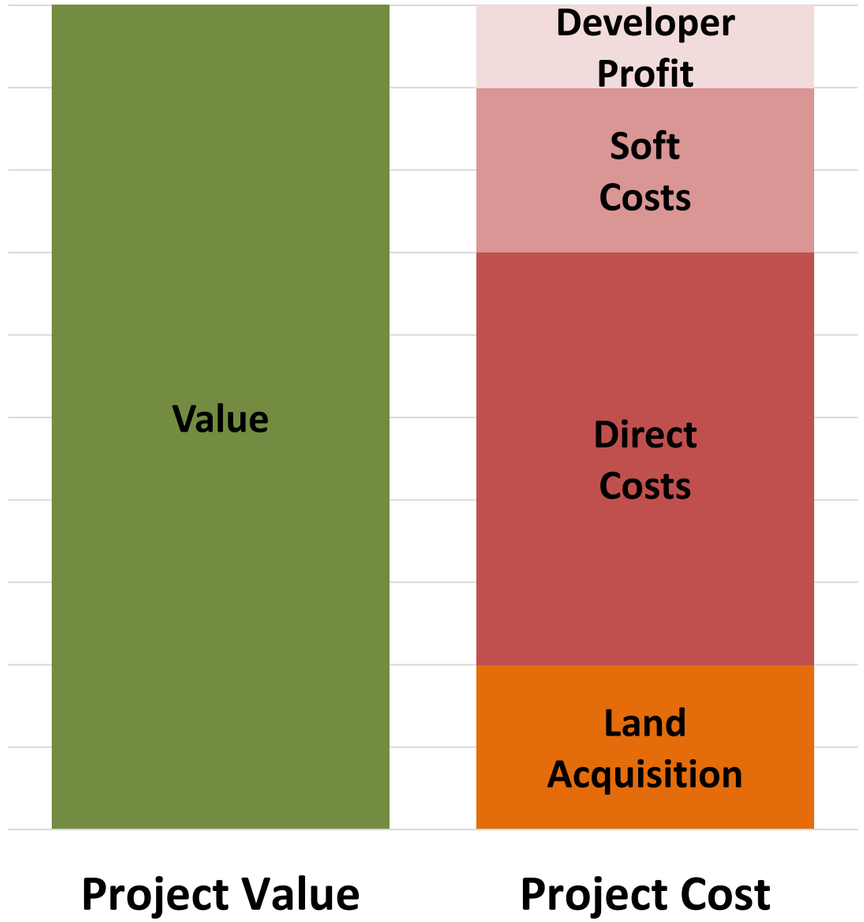
Calculation of **Residual Land Value (RLV)**

- Finished values (capitalized rents) minus vertical development costs

Determine if scenarios:

- Require subsidy
- Break-even
- Can pay for land
- Can fund infrastructure and other community amenities

What is the City’s role in supporting project feasibility?



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AFFORDABLE HOUSING APPROACH

60 affordable units are assumed to be built by a specialized, non-profit affordable housing developer.

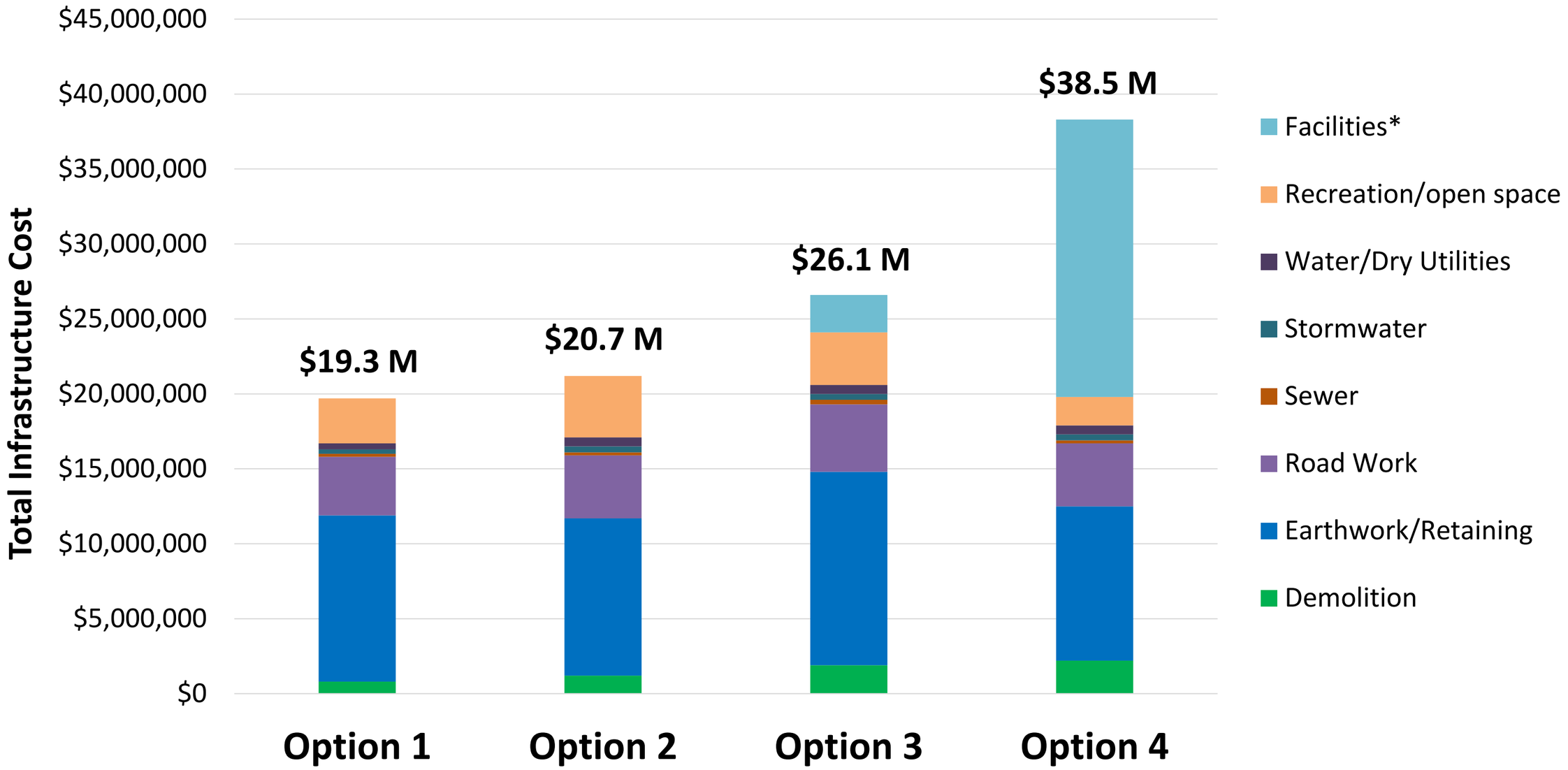
The affordable housing development can be built on land that the City leases (long-term ground lease) or sells (fee simple).

Affordable housing development “feasibility” depends on a few different factors, for example:

- Overall project size and achievable operating efficiencies
- Target population (can affect funding/financing)
- Availability and success of receiving public funding/ financing (local, state, federal)
- Financial markets (e.g., interest rates affect construction loans)
- Construction costs

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HORIZONTAL INFRASTRUCTURE



* Facilities include Public Works corporation yard (Options 3 and 4) and/ or parking structure (Option 4).

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POTENTIAL FUNDING SOURCES

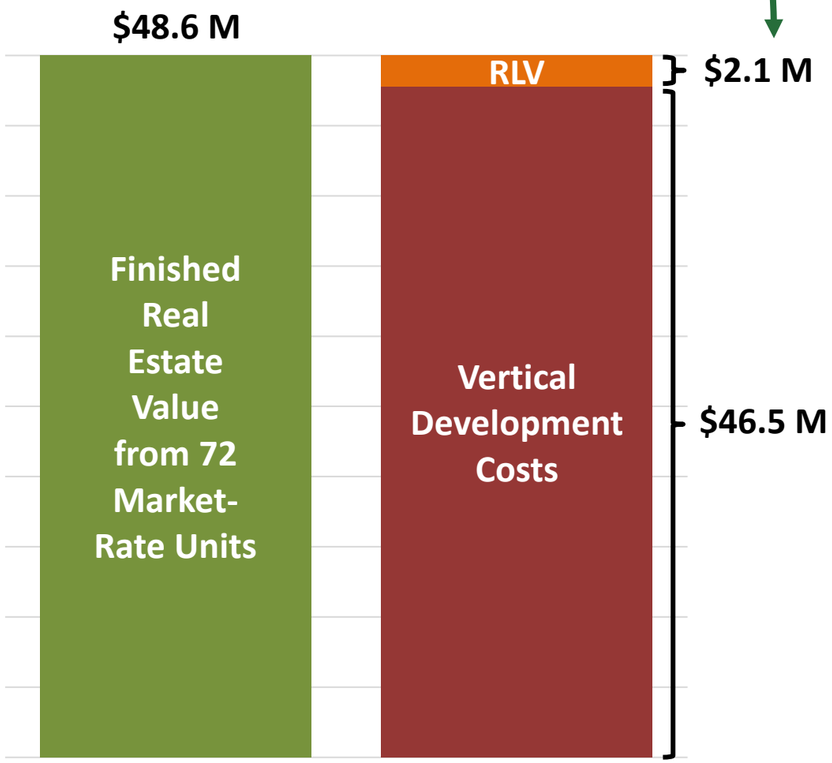
- Negotiation with selected developer around consideration for land value
- Sale of two single-family lots
- Potential Grants
  - Infill Infrastructure Grant Program (IIG)
  - One Bay Area Grants (OBAG)
  - Safe Routes to School
  - Affordable Housing and Sustainable Communities (AHSC)
  - Community Development Block Grants (CDBG)
- Philanthropy (local fundraising toward community amenities)
- Public Financing: Community Facilities District, Impact Fees, Parcel Tax, Bond Measure, etc.
- Non-profit affordable housing developer will bring experience/expertise with funding sources for affordable housing component

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EVALUATION: OPTION 1

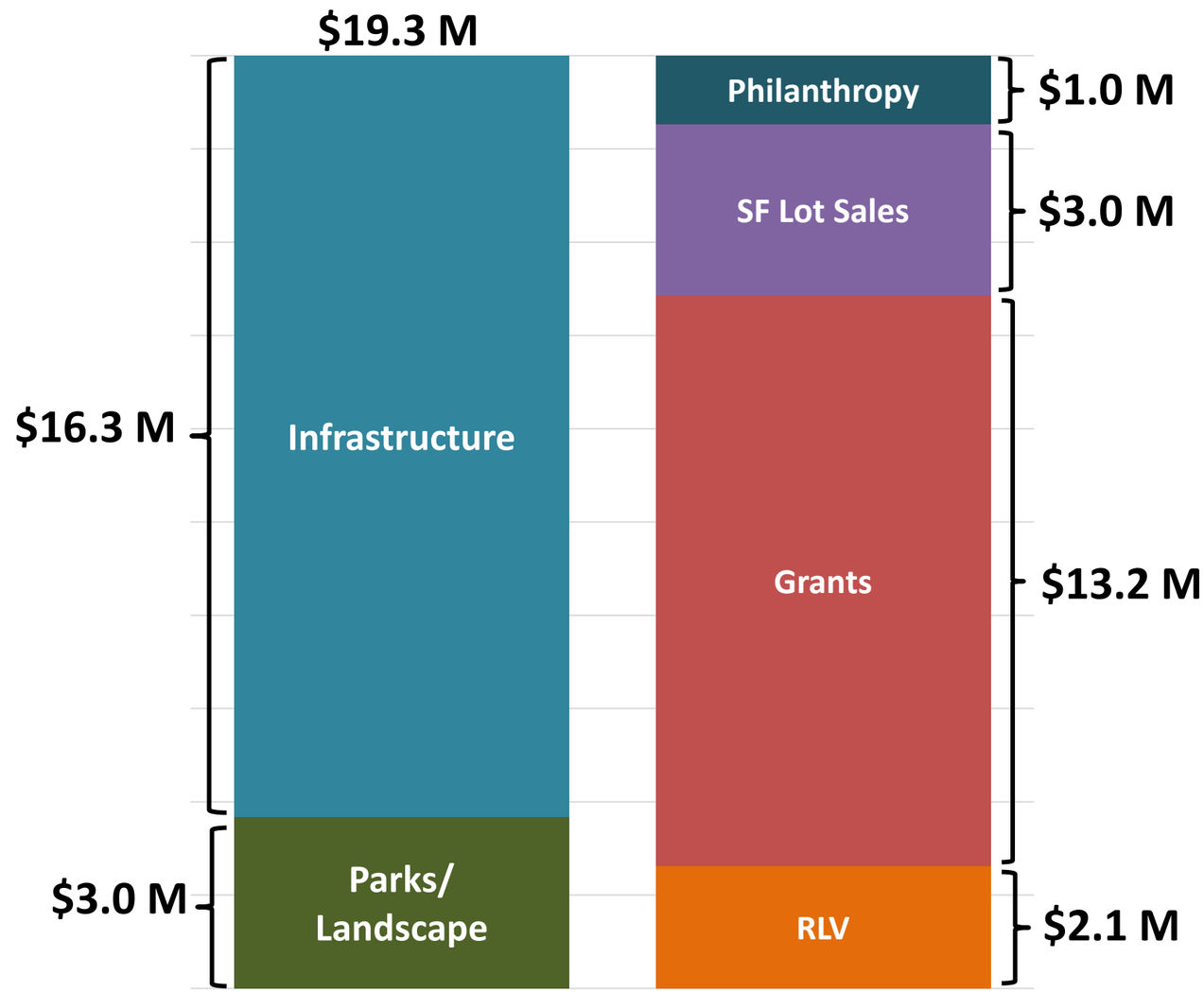
Residual Land Value Analysis

RLV *appears* below market rate price for the land* and cannot accommodate horizontal infrastructure and community amenities.



* An appraisal for the land has not been completed.

Infrastructure Costs and Potential Sources

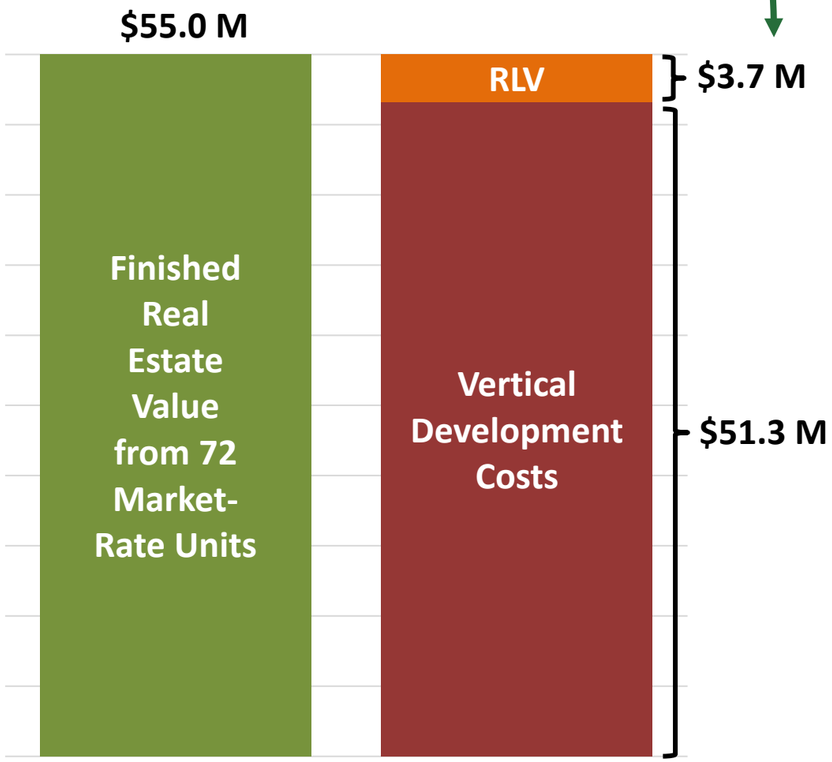


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EVALUATION: OPTION 2

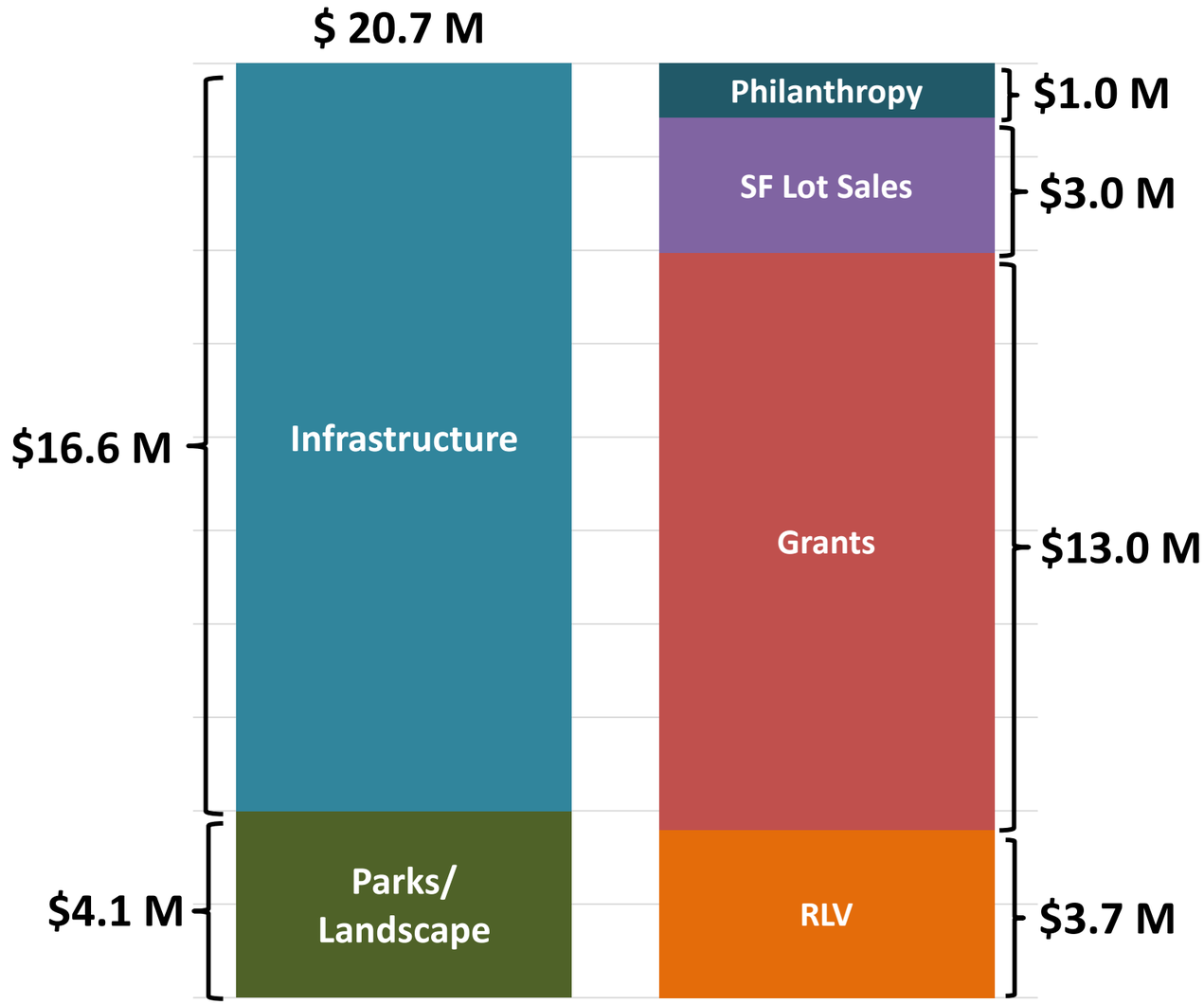
Residual Land Value Analysis

RLV *appears* below market rate price for the land* and cannot accommodate horizontal infrastructure and community amenities.



* An appraisal for the land has not been completed.

Infrastructure Costs and Potential Sources

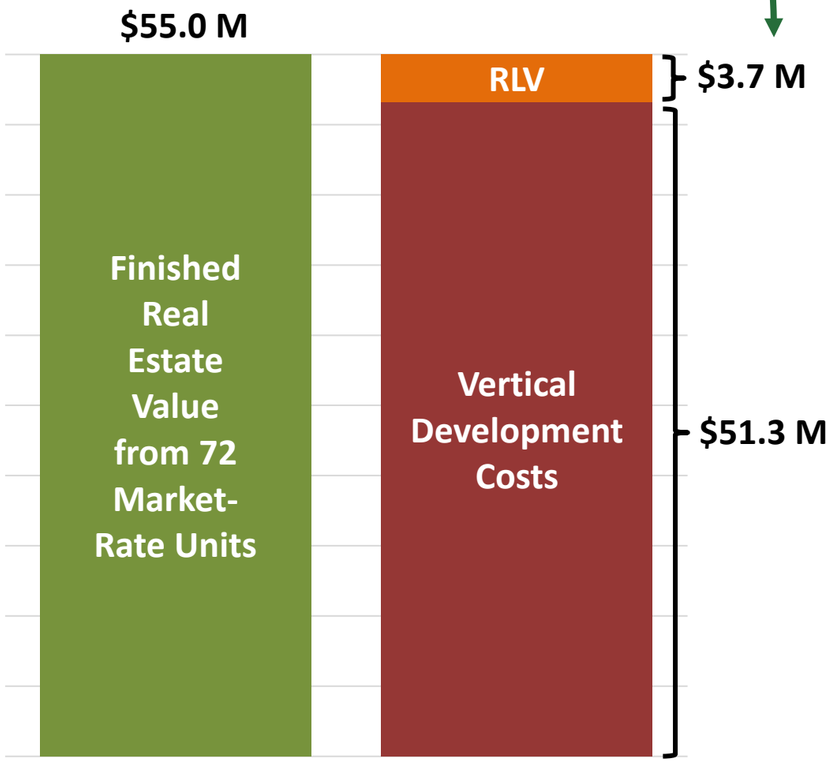


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EVALUATION: OPTION 3

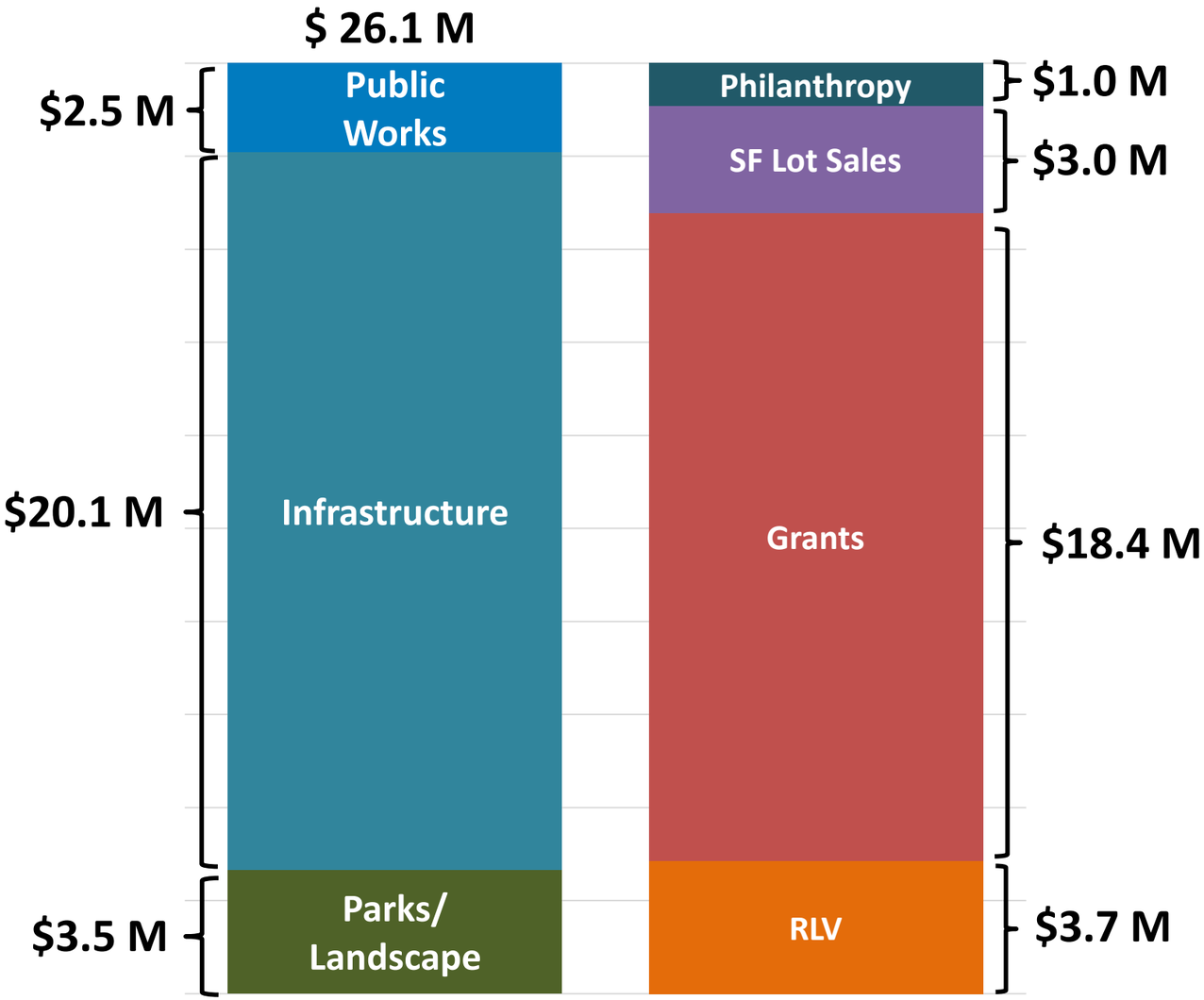
Residual Land Value Analysis

RLV *appears* below market rate price for the land* and cannot accommodate horizontal infrastructure and community amenities.



* An appraisal for the land has not been completed.

Infrastructure Costs and Potential Sources

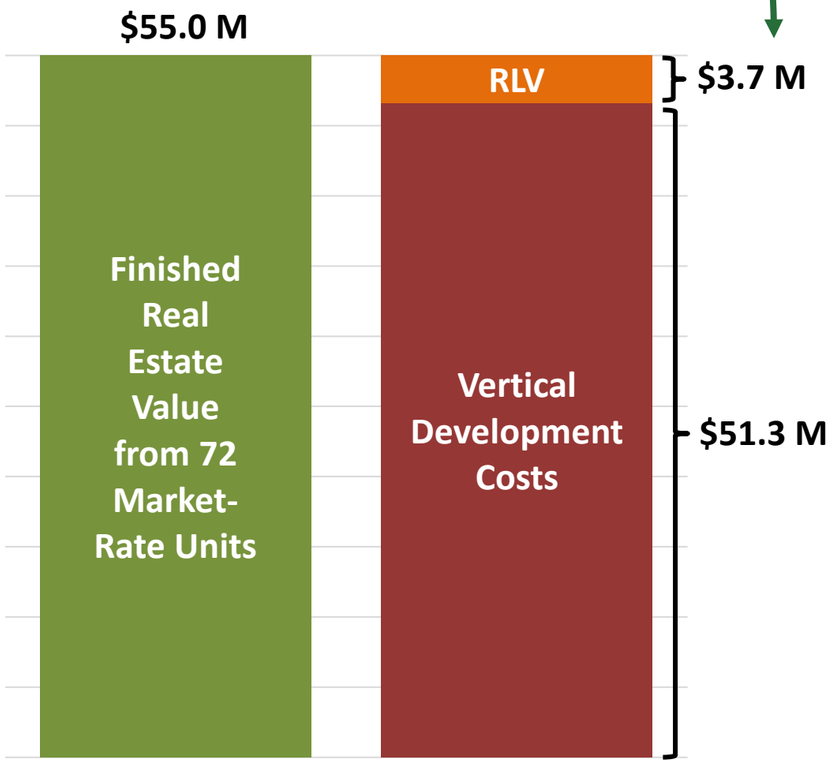


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EVALUATION: OPTION 4

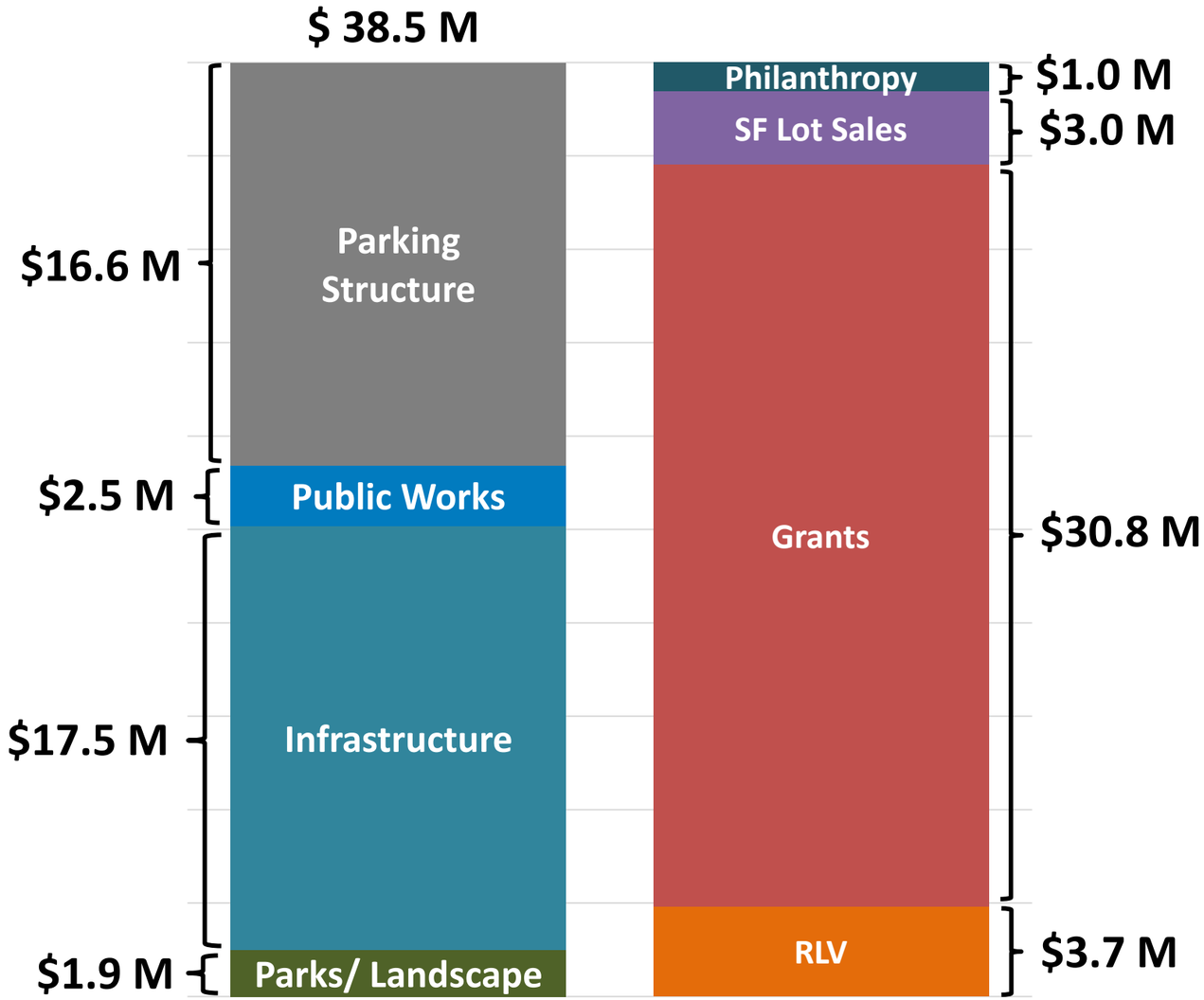
Residual Land Value Analysis

RLV *appears* below market rate price for the land* and cannot accommodate horizontal infrastructure and community amenities.



* An appraisal for the land has not been completed.

Infrastructure Costs and Potential Sources



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FEASIBILITY STUDY KEY TAKEAWAYS

Value Creation

- Similar value creation across options when evaluating lot sales and capitalized value of market-rate rents, assuming 132 units (72 above moderate, 60 lower income)
- Potential differentiators: Ability to capture views, tenure (rental vs. ownership

Development Costs

- More variation across options based on vertical and horizontal costs
- Affordable units are expected to be developed by a non-profit housing developer
- Differentiators:
  - Vertical Costs
  - Horizontal Costs
  - Community Facilities/Amenities

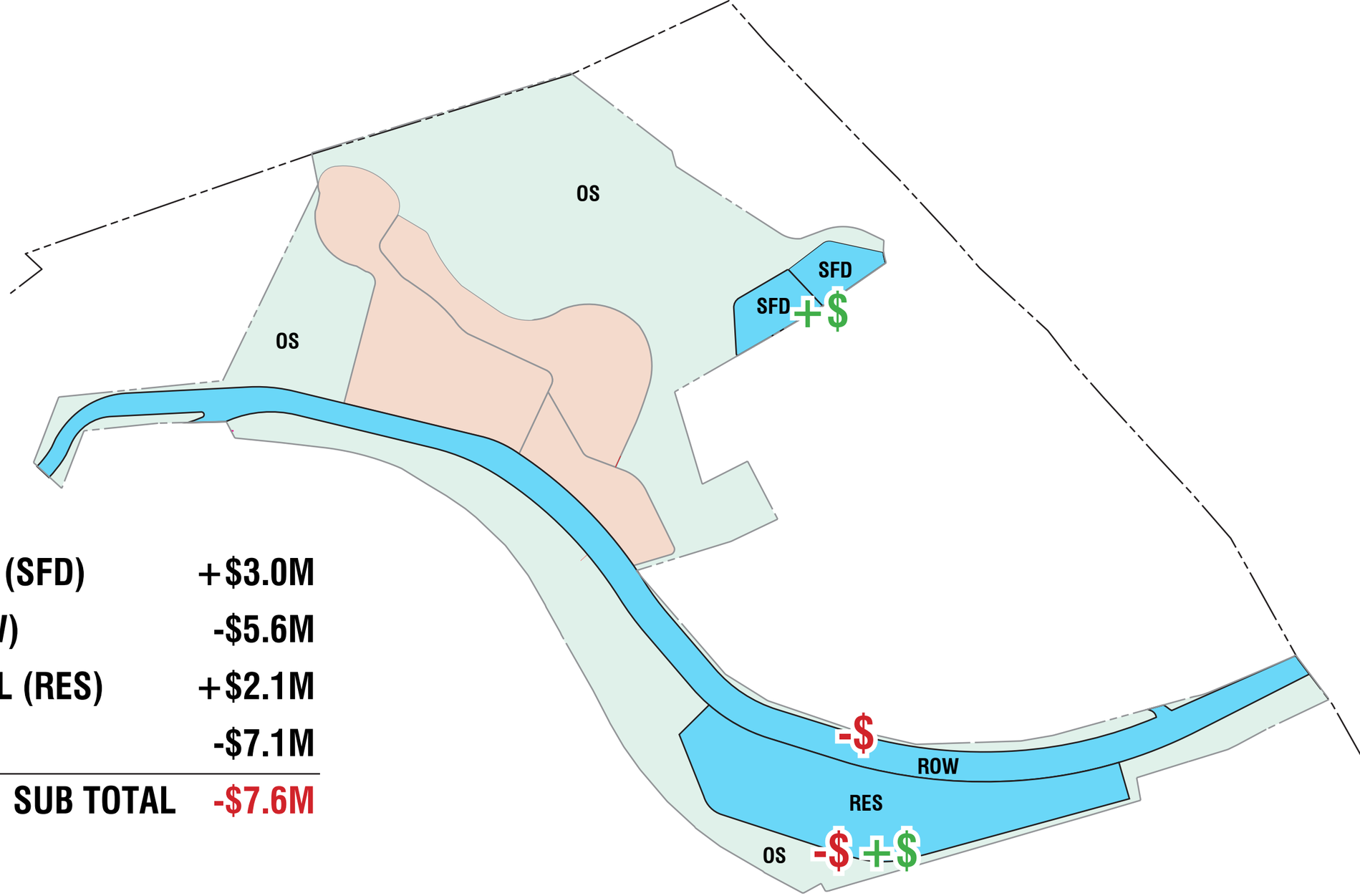
PHASING

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OPTION 1

PHASE 1

SALE OF SFD LOTS (SFD)	+$3.0M
MORAGA AVE (ROW)	-$5.6M
HOUSING RESIDUAL (RES)	+$2.1M
HOUSING INFRA.	-$7.1M
PHASE 1 SUB TOTAL	-$7.6M



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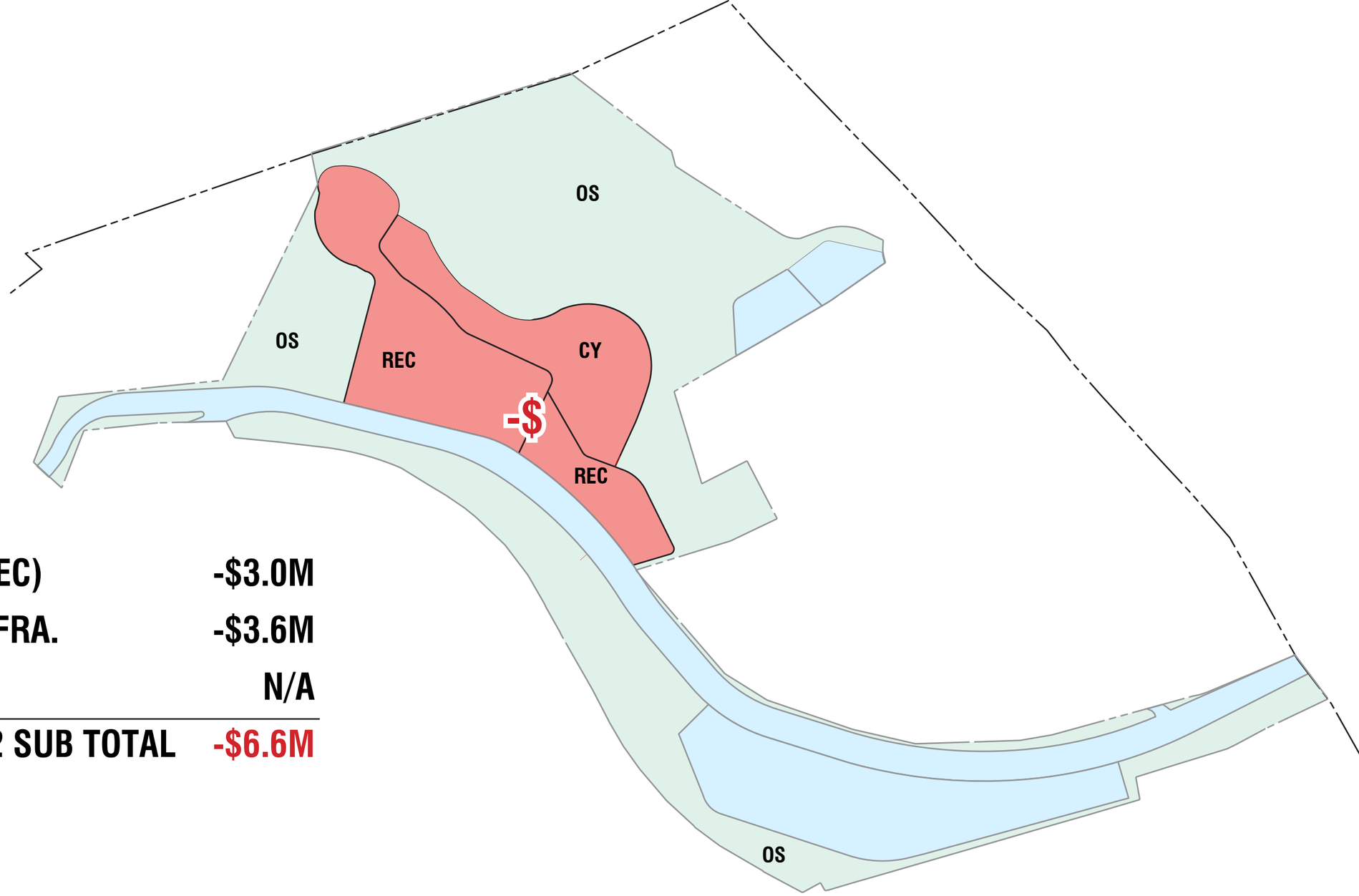
OPTION 1

PHASE 2

COACHES FIELD (REC)	-$3.0M
COACHES FIELD INFRA.	-$3.6M
CORP YARD (CY)	N/A
PHASE 2 SUB TOTAL	-$6.6M

PHASE 1: - $7.6 TOTAL RESIDUAL
PHASE 2: - $6.6 TOTAL RESIDUAL

-$14.2M TOTAL



MCSP PROJECT AREA
CITY OF PIEDMONT
+$ PROGRAM ELEMENTS THAT GENERATE REVENUE
- $ PROGRAM ELEMENTS THAT REQUIRE PUBLIC FUNDS

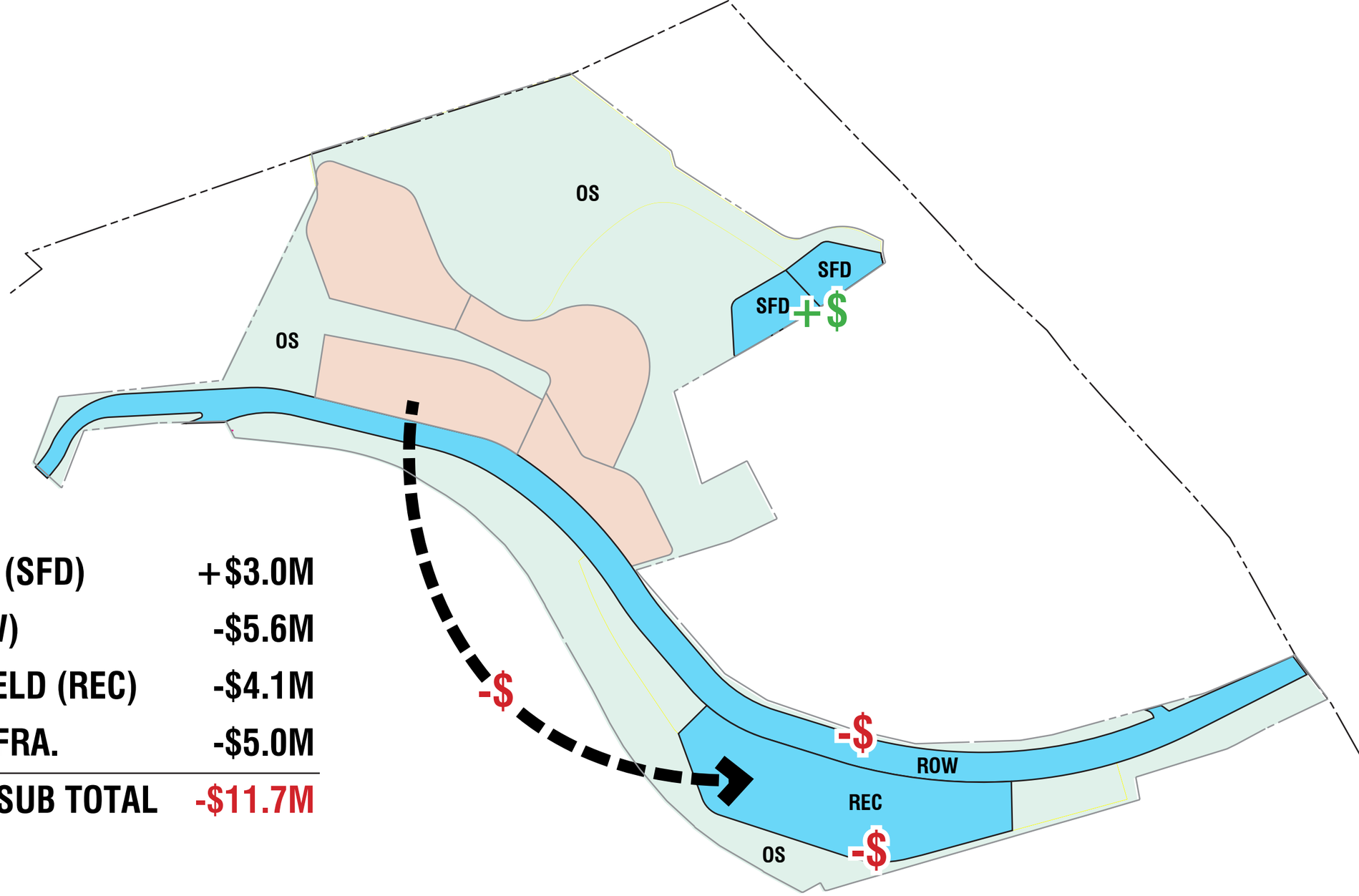
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OPTION 2

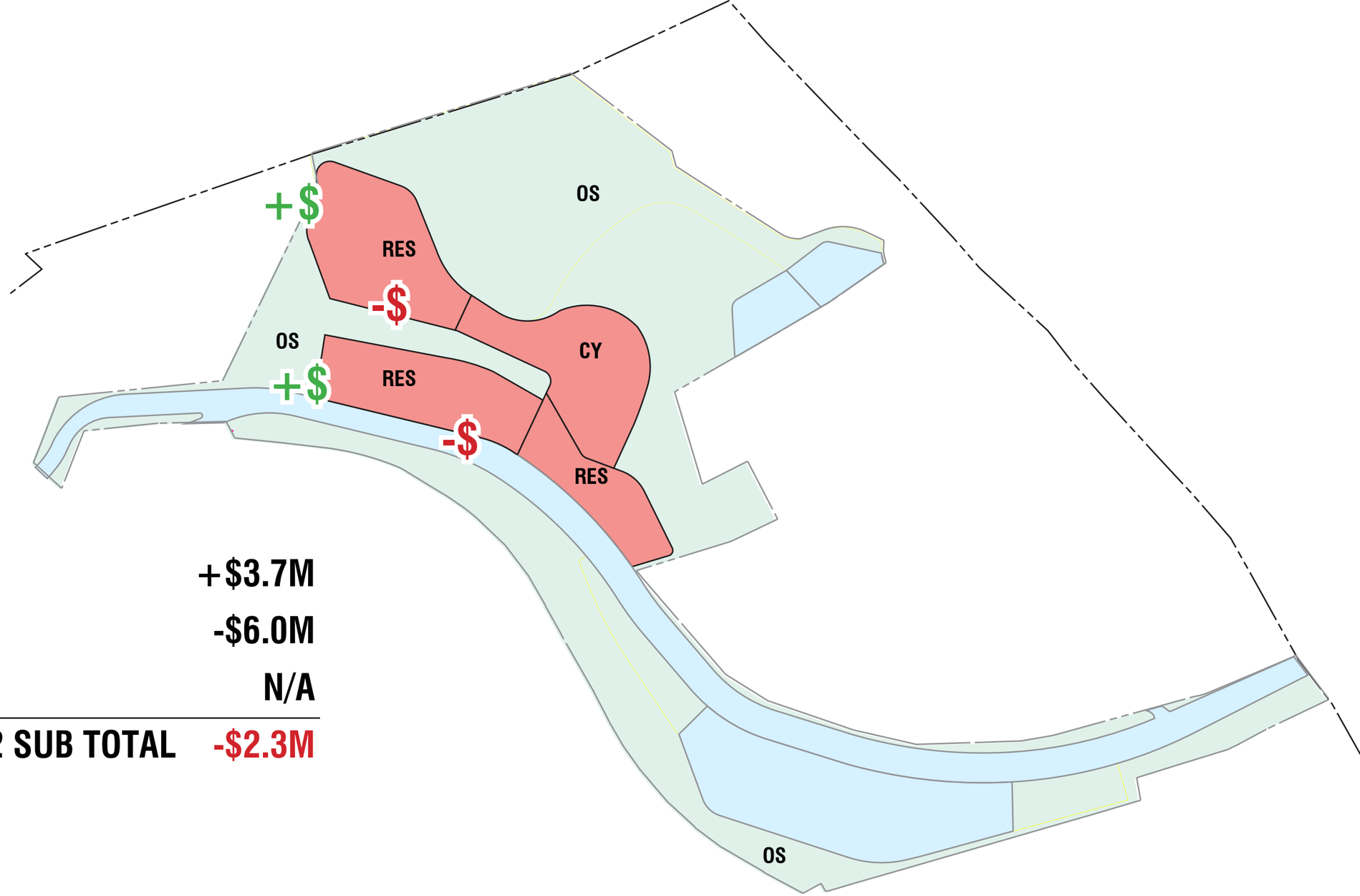
PHASE 1

SALE OF SFD LOTS (SFD)	+$3.0M
MORAGA AVE (ROW)	-$5.6M
MOVE COACHES FIELD (REC)	-$4.1M
COACHES FIELD INFRA.	-$5.0M
PHASE 1 SUB TOTAL	-$11.7M



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OPTION 2



PHASE 2

HOUSING (RES)	+$3.7M
HOUSING INFRA.	-$6.0M
CORP YARD (CY)	N/A
PHASE 2 SUB TOTAL	-$2.3M

PHASE 1: - $11.7 TOTAL RESIDUAL
PHASE 2: - $2.3 TOTAL RESIDUAL

-$14M TOTAL

MCSP PROJECT AREA
CITY OF PIEDMONT
+$ PROGRAM ELEMENTS THAT GENERATE REVENUE
- $ PROGRAM ELEMENTS THAT REQUIRE PUBLIC FUNDS

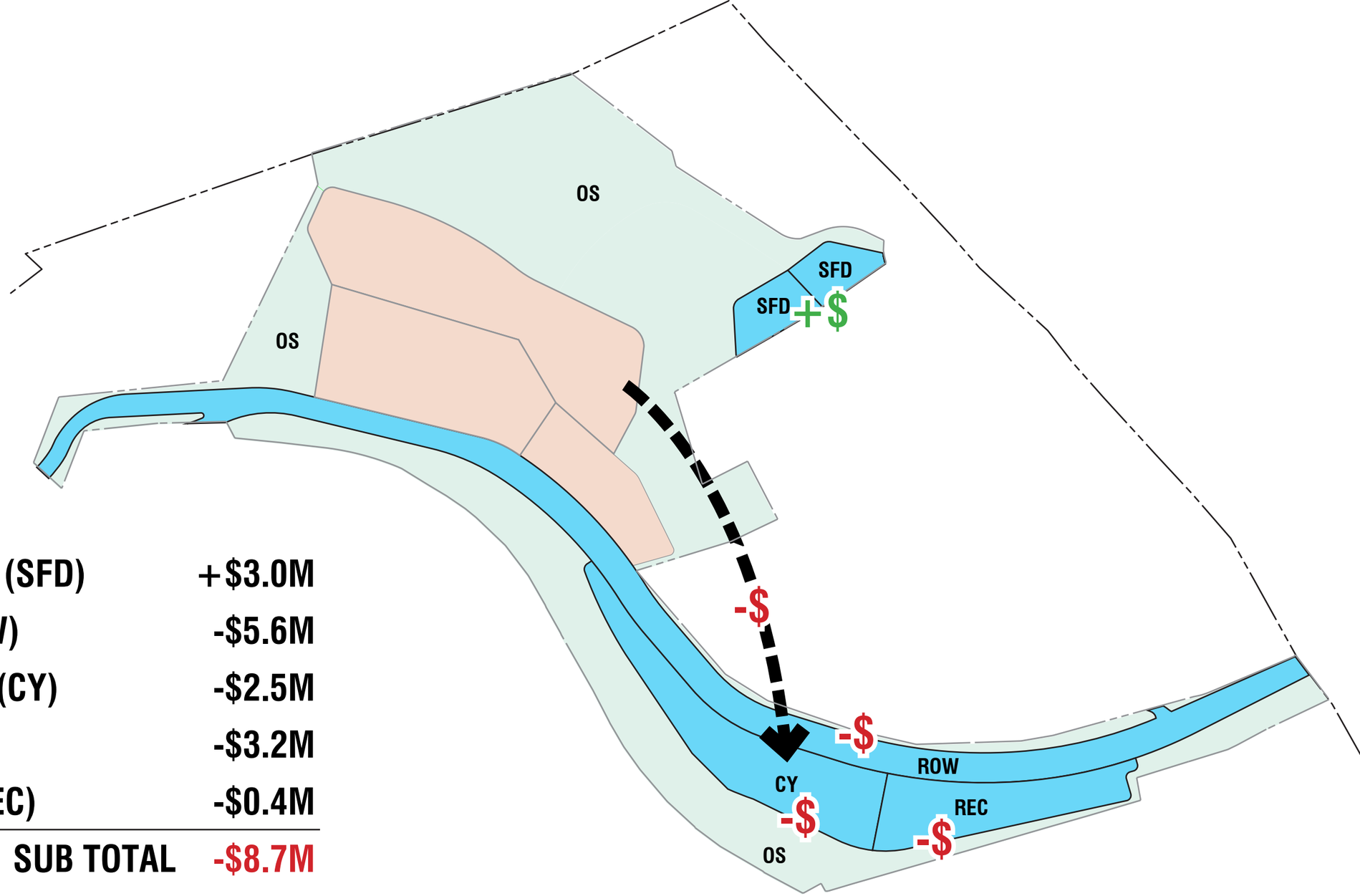
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0 50 100 200 400

Piedmont is Home

OPTION 3

PHASE 1

SALE OF SFD LOTS (SFD)	+$3.0M
MORAGA AVE (ROW)	-$5.6M
MOVE CORP YARD (CY)	-$2.5M
CORP YARD INFRA.	-$3.2M
BLAIR PARK OS (REC)	-$0.4M
PHASE 1 SUB TOTAL	-$8.7M



MCSP PROJECT AREA
CITY OF PIEDMONT
+$ PROGRAM ELEMENTS THAT GENERATE REVENUE
- $ PROGRAM ELEMENTS THAT REQUIRE PUBLIC FUNDS

N

0 50 100 200 400

Piedmont is Home

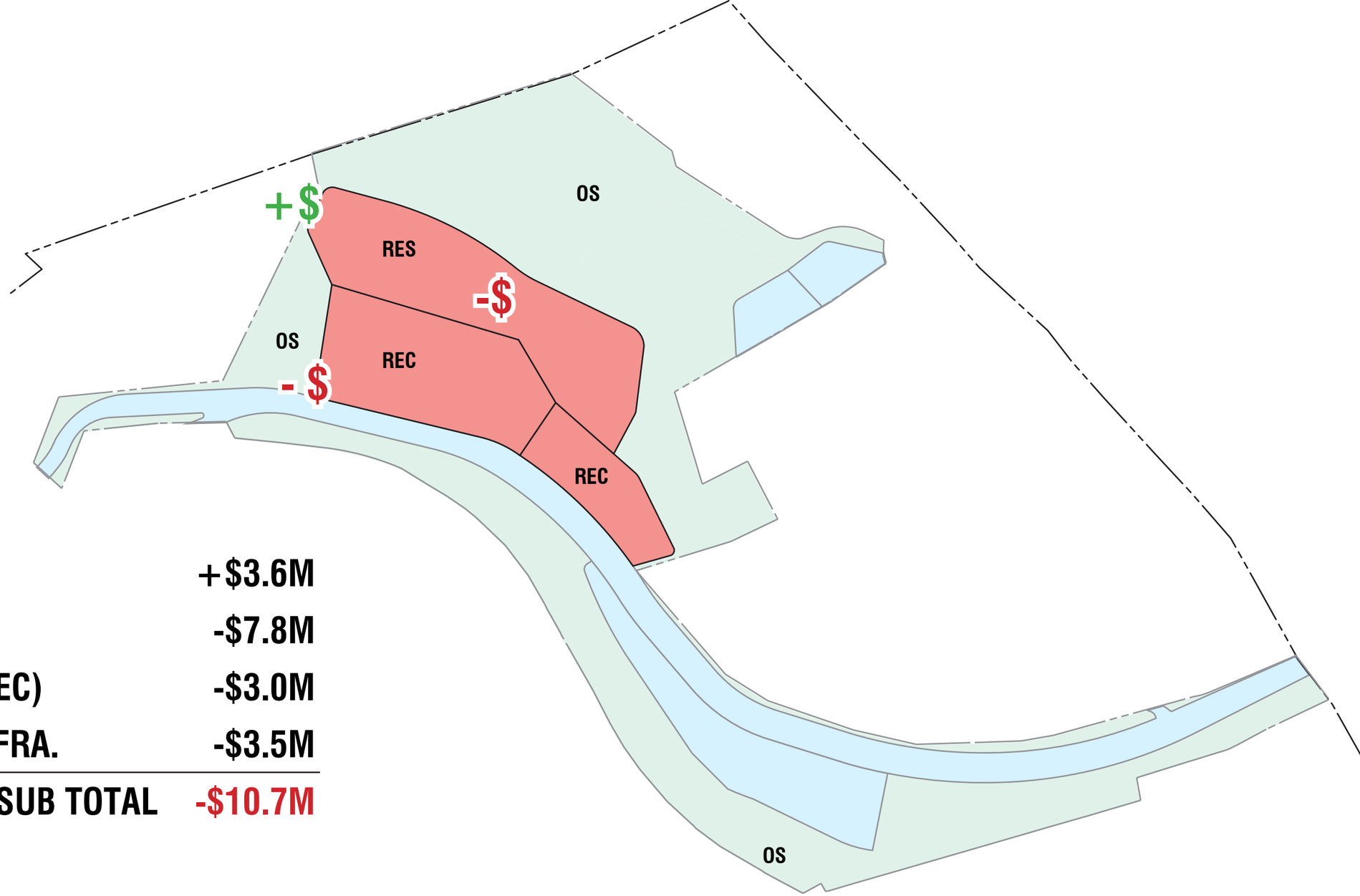
OPTION 3

PHASE 2

HOUSING (RES)	+$3.6M
HOUSING INFRA.	-$7.8M
COACHES FIELD (REC)	-$3.0M
COACHES FIELD INFRA.	-$3.5M
PHASE 2 SUB TOTAL	-$10.7M

PHASE 1: - $8.7 TOTAL RESIDUAL
PHASE 2: - $10.7 TOTAL RESIDUAL

-$19.4M TOTAL

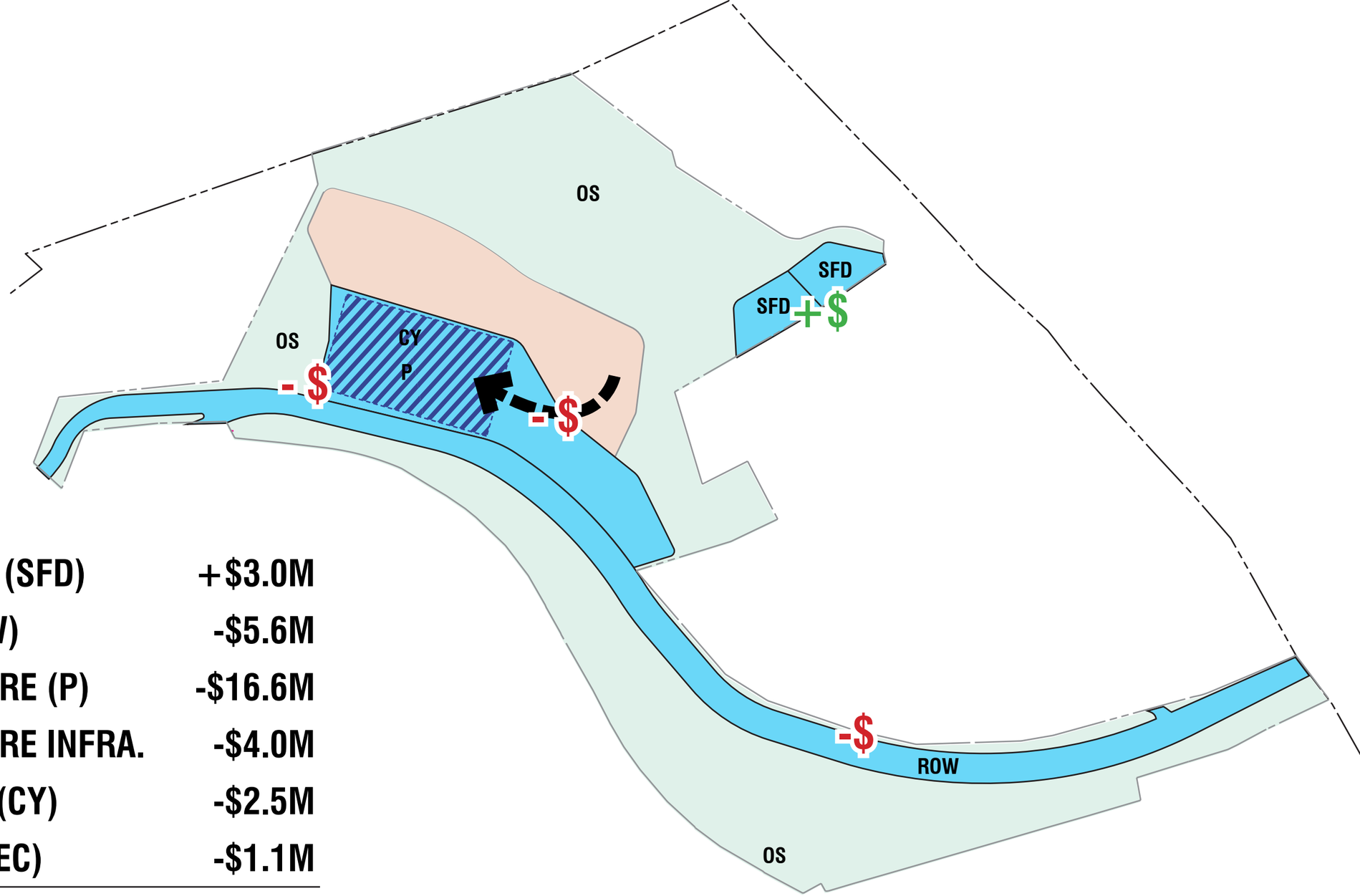


MCSP PROJECT AREA
CITY OF PIEDMONT
+$ PROGRAM ELEMENTS THAT GENERATE REVENUE
- $ PROGRAM ELEMENTS THAT REQUIRE PUBLIC FUNDS

N
0 50 100 200 400

Piedmont is Home

OPTION 4



PHASE 1

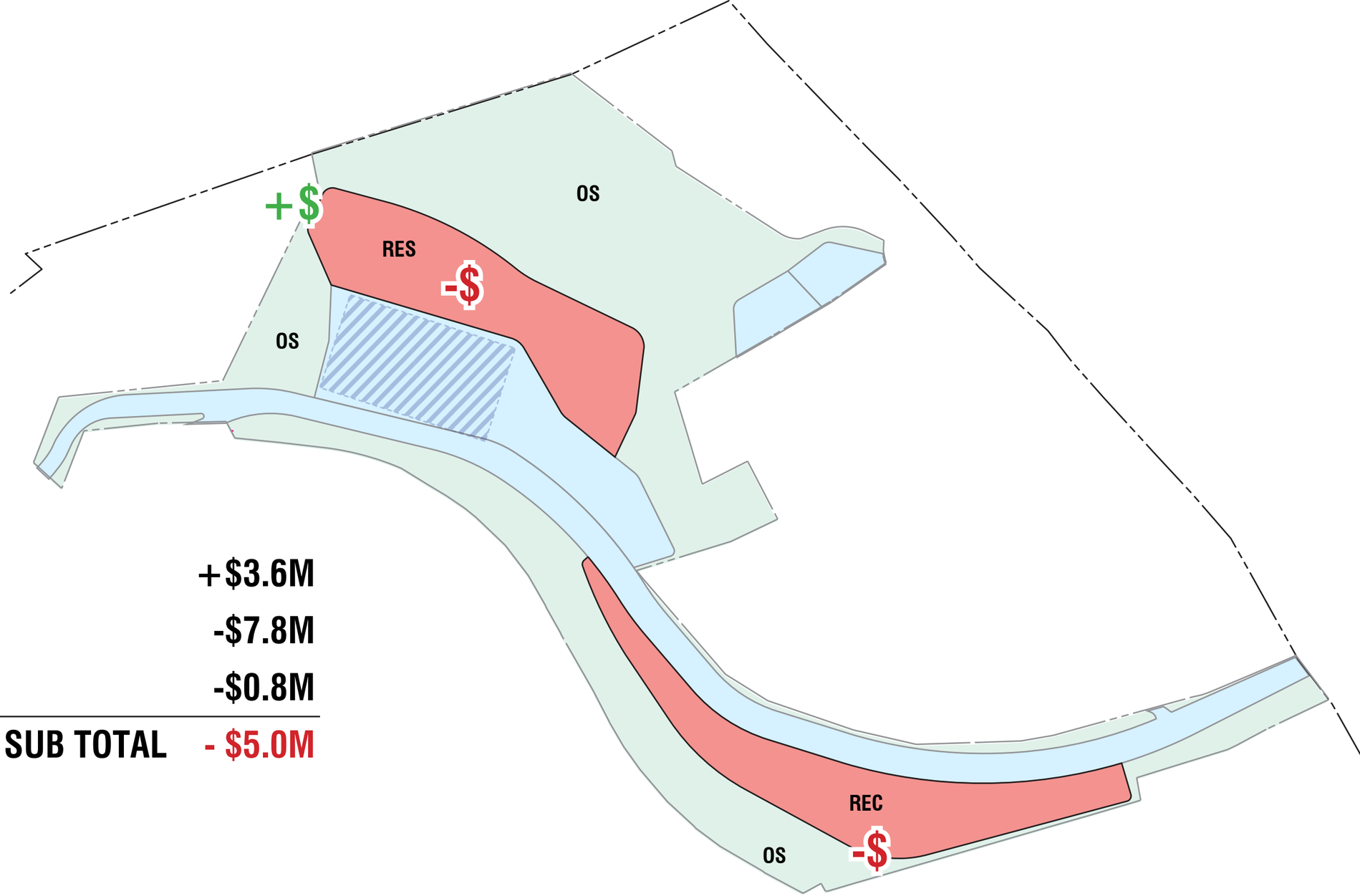
SALE OF SFD LOTS (SFD)	+$3.0M
MORAGA AVE (ROW)	-$5.6M
PARKING STRUCTURE (P)	-$16.6M
PARKING STRUCTURE INFRA.	-$4.0M
MOVE CORP YARD (CY)	-$2.5M
COACHES FIELD (REC)	-$1.1M
PHASE 1 SUB TOTAL	-$26.8M

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OPTION 4

PHASE 2

HOUSING (RES)	+$3.6M
HOUSING INFRA.	-$7.8M
BLAIR PARK (REC)	-$0.8M
PHASE 2 SUB TOTAL	- $5.0M



PHASE 1: - $26.8 TOTAL RESIDUAL
PHASE 2: - $5.0 TOTAL RESIDUAL

-$31.8M TOTAL

Q&A

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QUESTIONS FOR SPECIFIC PLAN:

Are there any **changes to the development program**?
(132 DU Housing, Public Works Yard, U14 Soccer Field, Skate Spot)

Are the amount of proposed **improvements for Moraga Avenue** appropriate?

What **programmatic locations or adjacencies** are undesirable?

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PROGRAMMATIC QUESTIONS:

To **preserve Blair Park Open Space,** is it worth building a parking garage?

To **preserve part of Blair Park Open Space**, is it worth relocating the soccer field or Corp Yard?

How important is it for the City to **invest in an artificial turf U14 soccer field?**

To earn project funds to offset infrastructure costs or provide community benefits, is it worth **selling two Single Family Lots**?

THANK YOU