



City of Emeryville
CALIFORNIA

4300 San Pablo Ave. RFQ/P Pre-Submittal Meeting October 1, 2019

- Valerie Bernardo, Project Manager/Housing Coordinator
- Chadrick Smalley, Economic Development & Housing Manager
- Navarre Oaks, Assistant Planner

CITY OF EMERYVILLE
ROBERT SAVAGE RECREATION CENTER

4300 SAN PABLO AVE
EMERYVILLE, CA 94601
510.431.2200

4300 SAN PABLO AVE





Request for Qualifications and Proposals (RFQ/P)

- The RFQ/P is intended to focus the attention of applicants on financial considerations by implementing a 2-phase application process:
 - Phase 1: qualifications/feasibility analysis
 - Phase 2: physical designs and advanced financial proposals



Objectives of RFQ/P

- Select a qualified developer
- Maximize affordable housing
- Respect design considerations
- Support environmental friendly project
- Minimize city's financial assistance
- Ensure project's financial sustainability



The Site: Context

- Northeast corner of 43rd St and San Pablo
- Two parcels totaling 20,600 square feet
- Surrounding area: general retail and commercial, schools and senior center, adjacent to residential neighborhood.
- Convenient location near transit, services, and amenities such as the Senior Center

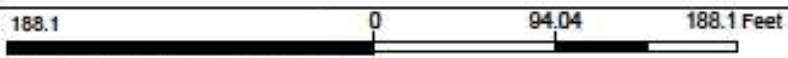


Legend

- Parcels < 1:2500'

County of Alameda Parcel Map

1 : 1,128



WGS_1984_Web_Mercator_Auxiliary_Sphere
County of Alameda © 2015

This map is a user generated static output from an Internet mapping site and is for reference only. Data layers that appear on this map may or may not be accurate, current, or otherwise reliable.
THIS MAP IS NOT TO BE USED FOR NAVIGATION



4300 San Pablo Site Map with Surrounding Amenities



Salem Street

Senior Center

Emery Villa

Site

43 rd Street

San Pablo Avenue

CVS Pharmacy

Park Avenue

40th Street

Google earth



4100 SAN PABLO AVE

EMERYVILLE
RECREATION CENTER





The Site: Zoning

- In Mixed Use with Residential Zone, with TH, NR and PP overlays
 - FAR allowed: 1.50, up to 3.0 with density bonus
 - Height allowed: 40 ft., up to 75 ft. with bonus
 - Dwelling Units per acre allowed: 50, up to 100 with bonus
- Open space requirements, landscaping, setbacks.
- Parking, loading, garbage



Design Considerations

- City of Emeryville Design Guidelines
 - Transit Hub requirements
 - Neighborhood Retail requirements
 - Pedestrian Priority Zone requirements
- Family Friendly Housing
- Green Design
- San Pablo Avenue Urban Design Plan
- Public Art Ordinance



Green Design

- Minimum 100 “GreenPoint Rated” points plus meet all minimum requirements of LEED Silver Certification
 - Include solar panels and building materials that minimize VOCs and off gassing.
 - Visit www.builditgreen.org/greenpoint-rated



Emeryville Public Art Ordinance

- For Residential Development of 20 units or more: 0.5% of valuation from Building Department to be used as Public Art
- For Commercial Uses: 1% of valuation from Building Department to be used as Public Art



Financial Considerations

- The City has identified \$1.225 million in its 2020-2024 Capital Improvement Program for a development subsidy for the project in the form of a “construction loan”.
- The City intends to lease the land to the developer for a term to be negotiated.
 - The property will be conveyed on an “as is” basis.
- The developer is encouraged to identify additional financial resources that can assist the project.



Environmental Considerations

- City has completed a Phase I Environmental Site Assessment.
- Study finds no evidence of Recognized Environmental Conditions (REC), with the exception of a Historical REC from the site's prior use a gas station.
- Preliminary review by Alameda County Environmental Health will be required
- Property will be conveyed on an "as is" basis.



The RFQ/P includes:

- Purpose and Objectives of RFQ/P:
 - Select a qualified developer, meet the goals of the Housing Element, minimize City's financial assistance, and ensure financial sustainability.
- Project Description
- Design, Environmental, and Development Considerations
- Submittal Requirements (Phase 1 & 2)
- Developer Selection Process & Schedule



Phase 1 Submittal Requirements:

- Introductory Letter
- Title Sheet
- Project Information Sheet
- Development Proposal
- Layout and Massing Proposal
- Feasibility Analysis
- Development team
- Past Experience
- Management Experience
- References
- Financial Information/Stability
- Supportive Information



Proposed RFQ/P Schedule

Pre-Submittal Meeting	Tuesday, October 1, 2019 at 10AM
Phase 1 Submittal Due	Friday, October 18, 2019 at 5PM
Applicant Short List Selected	Estimated late December 2019
Phase 2 Submittal Due	Estimated late March 2020
Interviews of Finalists	Estimated April 2020
Housing Committee	Estimated May 2020
City Council	Estimated June 2020
ENA	TBD
DDA	TBD



City of Emeryville
CALIFORNIA

Questions?

RFQ/P and attachments available at:

<http://www.emeryville.org/1299/RFQP>

Questions about the RFQ/P must be submitted via email to
vbernardo@Emeryville.org by October 9, 2019

Submission of Proposal shall be directed to:

Valerie Bernardo, Housing Coordinator
City of Emeryville Community Development Department
1333 Park Avenue, Emeryville, CA 94608
510-596-4354