



El Cerrito Plaza

Transit-Oriented Development (TOD)

November 19, 2020

Award of Exclusive Negotiating Agreement



TOD Timeline & Outreach

2014

- City of El Cerrito adopts *San Pablo Avenue Specific Plan*

2019

- El Cerrito Plaza Station access survey – January-February
- Open houses – August & October
- El Cerrito City Council meeting – November

2020

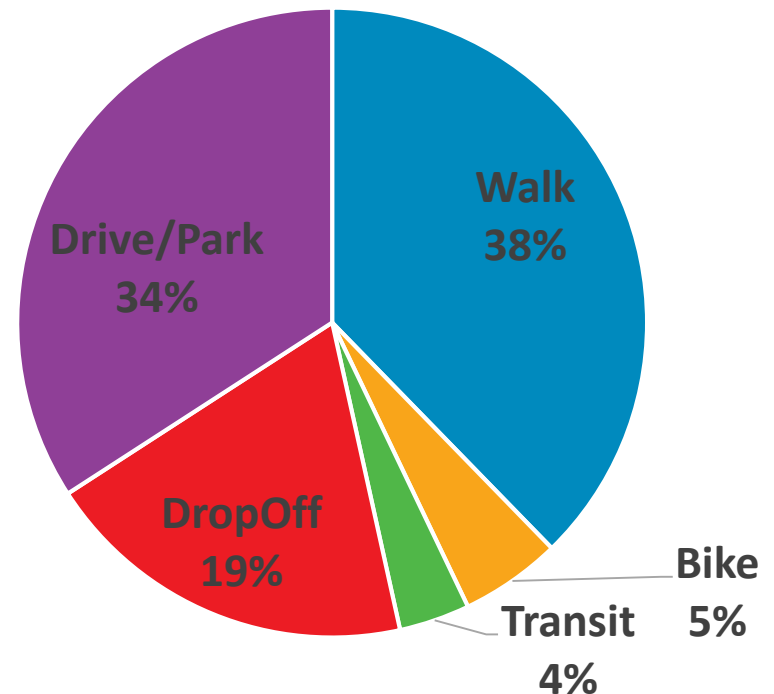
- BART Board review of Goals & Objectives – January
- Request for Qualifications (RFQ) released – July
- BART Board considers authorization of Exclusive Negotiating Agreement (ENA) – today



El Cerrito Plaza – Station Access Overview

- Access Type: Balanced Intermodal **Urban with Parking (Aspirational)**
- Walking is leading mode of travel to El Cerrito Plaza BART, at 38%
- Driving & parking at the station has gone down by 20%
 - From 42% in 2008 to 34% in 2015
- 190 Bike parking spaces
- 740 BART patron parking spaces
- Median distance traveled:
 - Walk: 0.52 mi / Park & Ride: 1.41 mi
- Comprehensive study of R line access is currently in progress using CalTrans & FTA grant funds

2015 Station Access Survey –
Modes to BART for El Cerrito Plaza



Developer Selection Process

- Request for Qualifications (RFQ) released – Jul 21, 2020
- Pre-Submittal Conference – Aug 4
- Small Business Networking Events – Aug 14
- Four (4) submittals received – Sep 9
- Interviews with 4 teams – Oct 5

Selection committee comprised of:

- 4 BART staff + 3 City of El Cerrito staff
- Advised by Economic & Planning Systems (EPS) and BART's Office of Civil Rights



El Cerrito Plaza TOD: Four Teams

- AMCAL Equities / Eden Housing
- Holliday Development / The Related Companies of California / SAHA
- The Republic Family of Companies / The Michaels Organization
- Windflower Development / MidPen Housing

Union Flats
Union City BART
Windflower Development



Developer Evaluation

Written Submittal (100 points)

A. Team's experience with directly relevant projects

Master Planned, Public Partner, TOD, Community Engagement

B. Preliminary development concept

Meets Goals & Objectives, Affordable Housing, Innovation

C. Financial capability of developer

Secure Funding, Lender References

D. Team organization and small business participation

Oral Interview (30 points)

A. Content: Understanding of key Issues and how to address

B. Team: Project manager communication and strategy style, collaboration

C. Presentation: Ability to communicate well in public setting

Holliday/Related/SAHA Qualifications Highlights

- Team success with comparable projects, including master planning & TOD
- Directly relevant credentials of both the firms and their day-to-day staff in working with public agencies, including BART and the City of El Cerrito
- Preliminary development concept aligned with BART's Goals & Objectives and City's San Pablo Avenue Specific Plan
- Affordable housing concept envisions 37% affordable housing for those with incomes up to 80% of Area Median Income (AMI), plus 12% "missing middle" housing up to 120% of AMI
- Successful community engagement on prior relevant projects, including in West Oakland, Coliseum and El Cerrito, and deep knowledge of the surrounding community

*Mayfair Apartments
El Cerrito del Norte BART
Holliday Development*



Holliday/Related/SAHA Team Organizational Chart

BART

DEVELOPMENT TEAM

HOLLIDAY DEVELOPMENT

LEAD DEVELOPER, MARKET-RATE
Jamie Hiteshew,
Director of Development

RELATED CALIFORNIA

LEAD DEVELOPER, AFFORDABLE
Ann Silverberg, *CEO NorCal Affordable*

SAHA

CO-DEVELOPER, AFFORDABLE
Susan Friedland, *CEO*

DESIGN TEAM

PYATOK

CO-ARCHITECT
Peter Waller, *Principal*
Kevin Markarian, *Design Principal*

VMWP

CO-ARCHITECT
Rick Williams, *Partner*
Ben Chuaqui, *Design Principal*

EINWILLERKUEL

LANDSCAPE ARCHITECT
Sarah Kuehl, *Founder*

ADDITIONAL TEAM MEMBERS

FACTORY_OS

OFF-SITE CONTRACTOR
Kevin Brown, *President*

UPP

ENTITLEMENT/
COMMUNITY ENGAGEMENT
Lynette Davis, *President/Principal*

MONICA WILSON

SMALL BUSINESS
PROCUREMENT CONSULTANT
Monica Wilson, *President/Principal*

Team Small Business & Nonprofit Participation

- Committed to 10% SB participation –aiming to achieve 30% SB participation – from planning through construction.
- Includes Small Business Procurement Consultant and 2 other SBEs at this time: Landscape Architect & Community Engagement/Entitlements consultant
- Partnership with Factory_OS, union modular housing facility which works with Delancey St. Foundation & CA Prison Industry Authority to offer 2nd chance hires
- Co-developer, Berkeley-based nonprofit Satellite Affordable Housing Associates (SAHA)
 - SAHA not party to ENA, but active development partner and co-owner of each affordable housing building



Image: Pyatok Architects

Holliday/Related Team: Staff Prior Experience



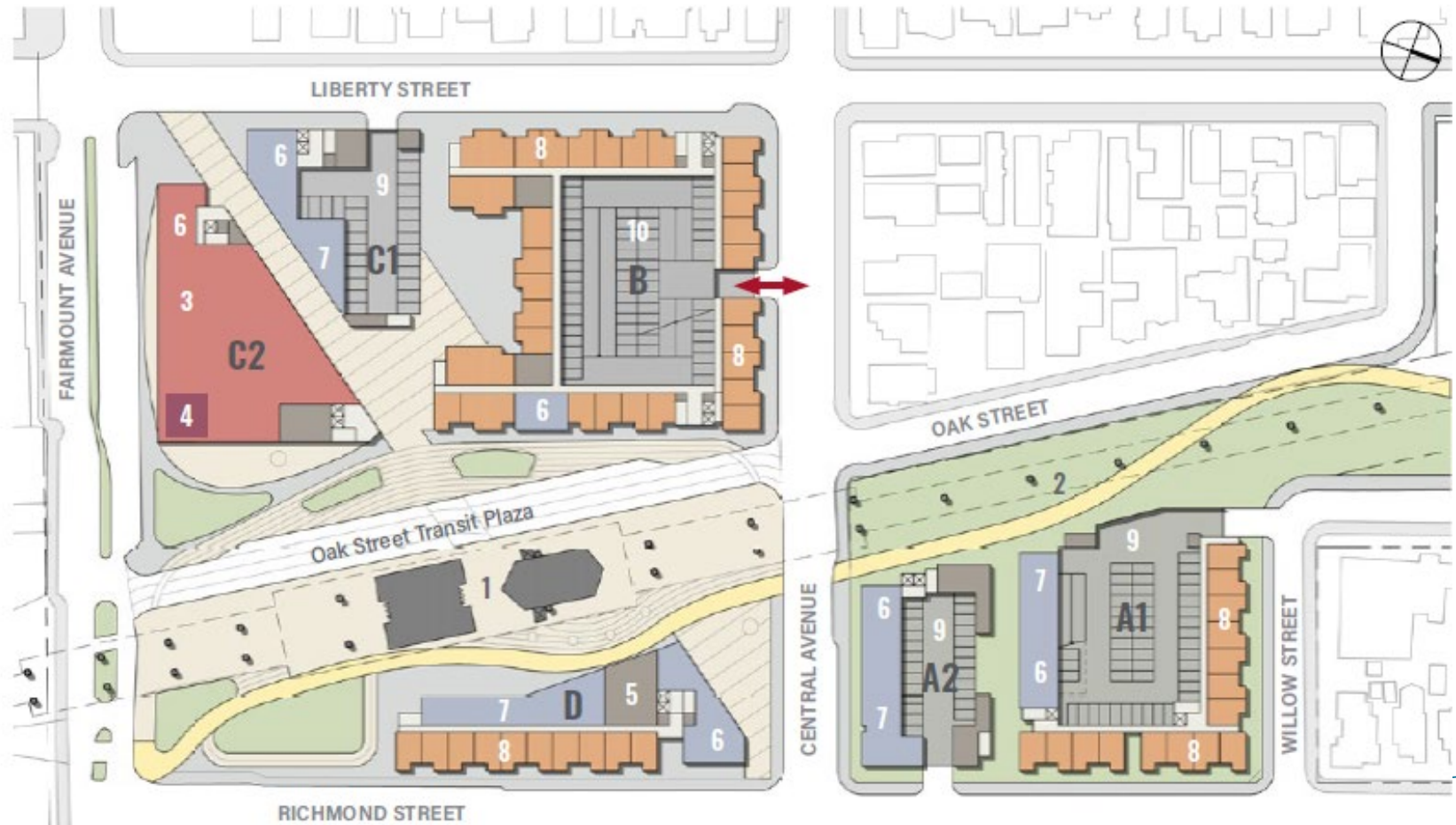
*Lion Creek Crossings / Coliseum
Related California
Pyatok Architects*

*Marea Alta, San Leandro BART
BRIDGE Housing
(Lead staff now at Holliday)*



Preliminary Development Concept

SITE PLAN OPTION 1 – WITH LIBRARY



Board Motion

- Authorize the General Manager or his designee to enter into an exclusive negotiating agreement (ENA) with a joint venture comprised of Holliday Development and the Related Companies of California for a term of 24 months, with an additional 12 month extension option.
- If BART and Holliday/Related cannot in good faith negotiate an ENA, or if the ENA terminates by its own terms or due to mutual agreement of the parties, the Board authorizes the General Manager or his designee to enter into an ENA with Windflower and MidPen Housing, or an entity comprised of both, for a term of up to 24 months, with an additional 12 month extension option.

The Mayfair
El Cerrito del Norte BART
Holliday Development

