



# ▶ Ashby BART TOD Award of Exclusive Negotiating Agreement

July 10, 2025





# Ashby BART TOD: Background and Opportunity



# Ashby BART TOD: Transit-Oriented Development Process





# Joint Vision & Priorities: Key Goals

## HOUSING

- 500-1200 units at Ashby, inclusive of East & West lots
- Affordable housing: 35% min (*50% at Ashby per land swap*)

## PUBLIC & CIVIC SPACE

- Accommodate space for Berkeley Flea Market
- Reinforce S. Berkeley's role as a community hub

## BUILDING FORM

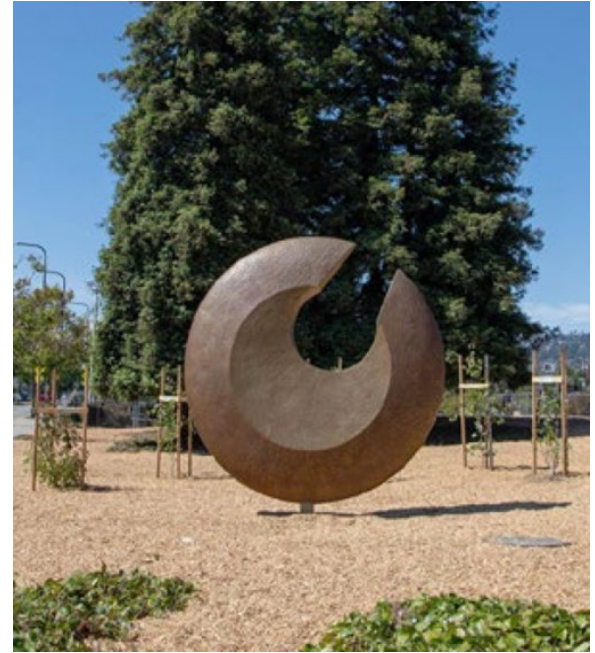
- Provide height variation, small blocks, diverse units, sunlight

## LAND USE

- Pedestrian-oriented ground floor uses

## STATION ACCESS

- Prioritize housing over BART rider parking
- Invest in access - walking, biking, rolling, transit



"Promissory Note" by Mildred Howard  
Adeline St. & MLK Jr Way, 2024

# Developer Solicitation Process

- Request for Proposals (RFP) released – *Dec 3, 2024*
- Pre-Submittal Conference & Networking Session – *Dec 17*
- Two proposals received – *Mar 3, 2025*
- Interviews with both teams – *Apr 15*
- Developer Finalist Presentations – *May 22*

*Evaluation panel comprised of:*

- 4 BART staff + 2 City of Berkeley staff + 1 community representative appointed by City



Developer Finalist Presentations,  
May 22, 2025

# The Teams

## ***Ashby BART Strategic Alliance***

- Lead developer: Affirmed Housing, Inc.
- Community Housing Development Corporation of North Richmond (CHDC)



## ***Adeline Alliance Partners***

- Lead developer: The Pacific Companies (TPC)
- Co-developer – master planning & market rate housing: Strategic Urban Development Alliance (SUDA LLC)
- Co-developer – affordable housing: Resources for Community Development (RCD)



# The Proposals



## ***Ashby BART Strategic Alliance (led by Affirmed Housing)***

- 598 units with 968 bedrooms, 100% affordable
- 6 buildings - 5 family affordable, one senior affordable, up to 13 stories tall
- 8,000 sf leasable retail/office space

## ***Adeline Alliance Partners (led by The Pacific Companies, or their affiliate)***

- 618 units with 1,015 bedrooms, 50/50 affordable/market rate
- 5 buildings – 2 market rate, 2 family affordable, 1 senior affordable, up to 7 stories tall
- 25,000 sf leasable retail/office space





# Developer Evaluation Criteria

## Written Submittal (80 points)

- Team's experience with directly relevant projects
- Preliminary development concept
- Capability/fit of developer
- Team roles/responsibilities and small business participation
- Financial offer to BART

## Interview (12 points)

- *Content*: Understanding of key Issues and how to address
- *Team*: Project manager communication and collaboration
- *Presentation*: Ability to communicate well in public setting

## Developer Finalist Presentation (8 points)

- Communication skills, ability to represent development & BART
- Scoring also takes into account results of attendee survey



Rendering of new Ashby station entrance plaza from MLK Adeline Alliance Partners proposal for Ashby West



# Top Ranked Team is Adeline Alliance Partners



- Lead developer: The Pacific Companies (TPC)
  - 51% owner of proposed limited partnership that would master-plan site & develop 3 buildings at Ashby West (est. 409 units, mixed income)
  - For-profit developer with 230 completed projects; currently working on TODs at West Oakland & Richmond BART stations



- Co-developer – master planning & market rate housing: Strategic Urban Development Alliance (SUDA LLC)
  - 49% owner of above limited partnership with TPC
  - Oakland-based developer; SUDA is currently working on West Oakland TOD



- Co-developer – affordable housing: Resources for Community Development (RCD)
  - Developer of 2 affordable buildings (est. 209 units) – not responsible for master planning
  - Berkeley non-profit affordable housing developer, with 65 completed projects

# Adeline Alliance Partners: Team Highlights

- Team success with comparable projects, including market rate and affordable housing, as well as TOD
- Directly relevant credentials within the firms and their day-to-day staff in working with public agencies
- Master planning led by a partnership with majority control by a highly experienced developer
- Preliminary site concept generally aligned with City-BART Joint Vision & Priorities, including station access goals
- Deep knowledge of the South Berkeley community, and master planning and architecture team members with successful community engagement on prior relevant projects, including at North Berkeley & El Cerrito Plaza station TODs.



Rendering of Adeline St. linear plaza and housing  
Adeline Alliance Partners proposal for Ashby West



Rendering of mid-block mews  
Adeline Alliance Partners proposal for Ashby West



# Adeline Alliance Partners: Project Experience



**The Pacific Companies**  
***Garden Brook Senior Village***  
Garden Grove, CA  
Completed 2022



**Resources for Community Development (RCD)**  
***Coliseum Place***  
Oakland, CA  
Completed 2021



**Strategic Urban Development Alliance (SUDA)**  
***Mandela Station at West Oakland BART***  
Oakland, CA  
In development

# Adeline Alliance Partners: ENA Performance Milestones

Developers in Exclusive Negotiating Agreements (ENA) with BART must achieve performance milestones in a timely manner - such as:

- Conduct robust community engagement
- Prepare master plan including housing, transit infrastructure, and other amenities
- Advance project design
- Submit to BART a financing plan that demonstrates feasibility
- Apply for funds for affordable housing and infrastructure
- Secure land use entitlements (planning approvals)
- Negotiate term sheet and lease option with BART

BART retains the right to terminate the ENA if the Developer does not make timely progress toward agreed-upon milestones



Rendering of Adeline Street with new plaza  
Adeline Alliance Partners proposal for Ashby BART TOD



# Typical TOD Process & Board Role

## Set TOD Goals & Objectives for Site

- Board input

## RFP/RFQ, ENA

- Board authorizes staff to enter into Exclusive Negotiating Agreement (ENA) with top team

## Lease Option Term Sheet

- Overall deal terms for project
- Board approval

## Ground Lease Option Agreement

- Staff

## Lease Execution & Construction

- Staff



# Surplus Land Declaration

- State law requires BART, in the process of ground leasing land, to make a finding that the land is either “surplus” or “exempt surplus.”
- Funding from California’s Department of Housing and Community Development (HCD) is expected to be critical to realizing TOD at Ashby West.
- Applications for HCD funding will be more competitive if the site has been declared surplus per the California Surplus Land Act (SLA).
- To support these applications, staff recommends that the Board adopt a resolution now finding that the land to be developed for TOD at the Station is “exempt surplus land” within the meaning of the SLA.



## Proposed Board Motions (slide 1 of 2)

1. Authorize the General Manager or his designee to enter into an Exclusive Negotiating Agreement (ENA) with the Adeline Alliance Partners Team, for a term of 24 months, with an optional extension of up to 18 months at BART's sole discretion.
2. If BART and the Adeline Alliance Partners Team cannot in good faith negotiate an ENA, or if the ENA terminates without reaching terms for development of a project, the Board authorizes the General Manager or his designee to enter into an ENA with the Ashby BART Strategic Alliance Team for a term of 24 months, with an optional extension of up to 18 months at BART's sole discretion.

## Proposed Board Motions (slide 2 of 2)

3. Adopt a Resolution declaring land owned by the San Francisco Bay Area Rapid Transit District to be exempt surplus land pursuant to Government Code section 54221(f)(1)(G).



