

# Ravenswood Business District / 4 Corners Specific Plan Update

## Community Workshop #3: Community Benefits

March 24, 2022 | 6:30pm



# Workshop Agenda

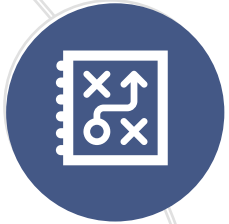
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- 6:30 – 6:40 pm **Mayor's Welcome**
- 6:40 – 7:10 pm **Presentation**
- 7:10 – 7:15 pm *Transition to Small Groups*
- 7:15 – 8:15 pm **Small Group Discussion**
- 8:15 – 8:55 pm Prioritization Survey and Group Discussion
- 8:55 – 9:00 pm **Closing & Wrap-up**

# Mayor's Welcome



# Tonight's Objectives



**Provide background information** on the types of community benefits from future development in the RBD



**Confirm the community's key outcomes** for benefits in RBD development



**Review and discuss** potential community benefits

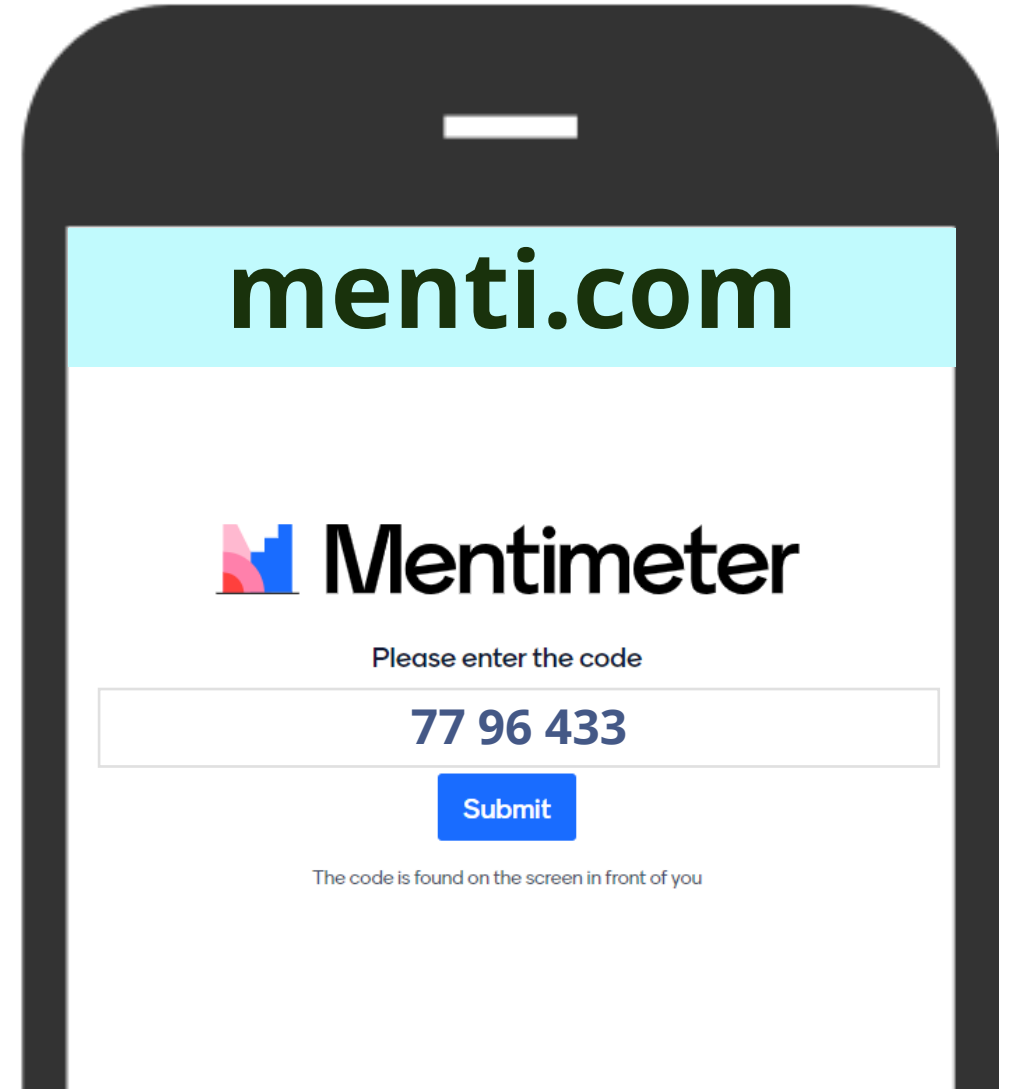


**Vote** on the community's top priorities

# Live Polling - Warmup

- Open a web browser on your computer or phone
- Go to [www.menti.com](https://www.menti.com)
- Enter the code:

**77 96 433**



# How would you describe yourself? (Select all that apply) ¿Cómo se describiría? (Seleccione todas las que apliquen)



Resident of East Palo Alto / Residente de EPA



Resident of University Village or Ravenswood Business District / Residente de University Village o RBD



Worker in East Palo Alto / Trabajador en EPA



Business Owner in EPA / Dueño empresario en EPA

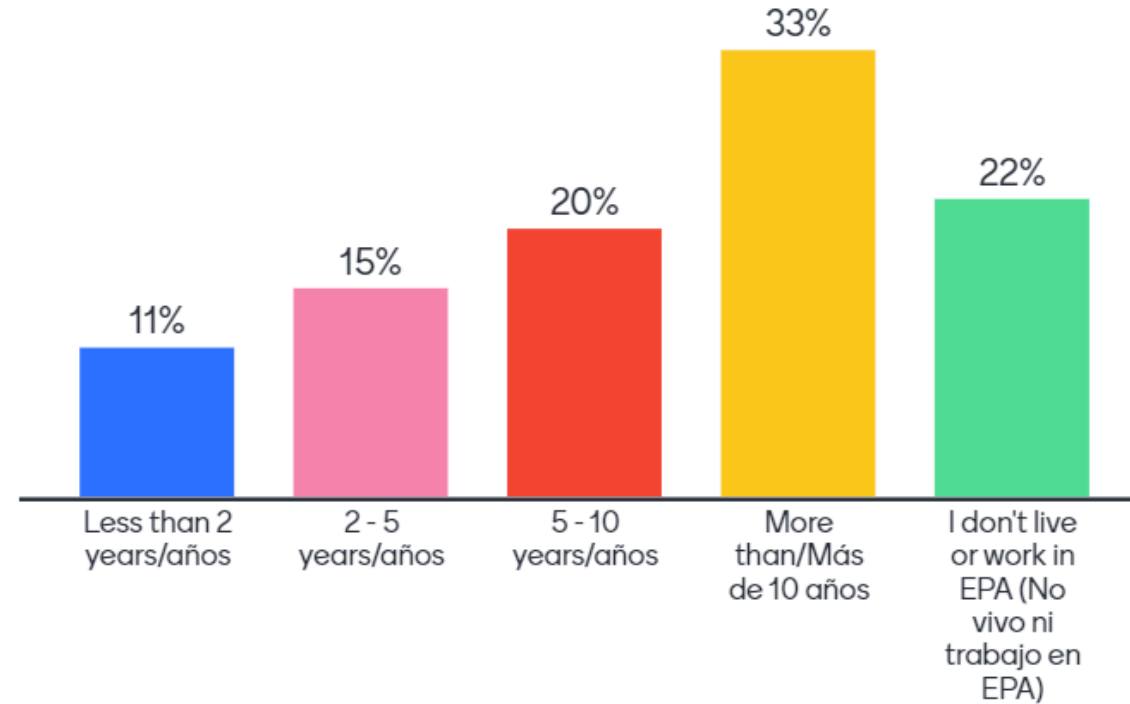


Other/Otro



# How long have you lived or worked in East Palo Alto? ¿Cuánto tiempo ha vivido o trabajado en East Palo Alto?

Mentimeter



46



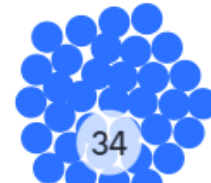
# What project events have you participated in previously? ¿En qué eventos ha participado previamente?



Community Workshop/Taller comunitario



Office Hours or Stakeholder Discussions/Reuniones y conversaciones con personas de interés



City Council Meeting/Reunión con el concejo municipal



This is my first event/Este es mi primer evento



An aerial photograph of a city and a large body of water, possibly a bay or lake, with mountains in the distance. The image is overlaid with a semi-transparent blue filter. A white rectangular box is positioned in the center, containing the title text. To the left of this box is a solid orange vertical bar.

# **Specific Plan Update - Project Status**

# 2013 Specific Plan

## Background

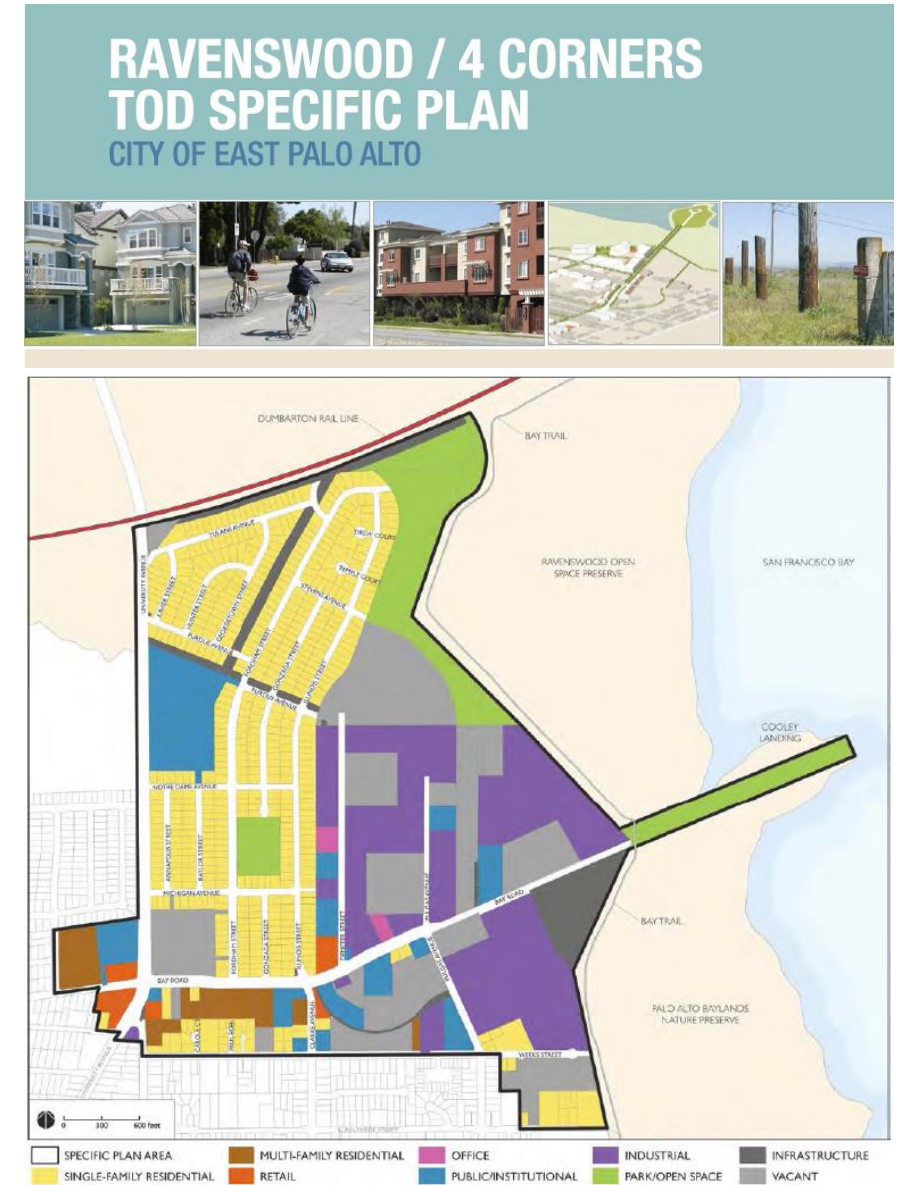
- Extensive community engagement process

## Vision

*“Transform the area into a **vibrant, walkable, mixed-use destination** with a significant increase in employment, institutional uses, and a moderate increase in housing”*

## Key Goals

- Create new job opportunities for residents
- Create lasting fiscal solvency for the City
- Develop a “new downtown” along Bay Road
- Foster a thriving community that provides housing; employment; parks and open spaces; and amenities for all of EPA



# Proposed Projects

## 4 Major Projects:

- 2020 Bay Road
- Four Corners
- The Landing
- EPA Waterfront

## Minor Projects:

- EPA CENTERARTS (built)
- Job Train Office (approved)
- 965 Weeks (approved)
- 1201 Runnymede (approved)
- 1804 Bay Road (in process)



# 2020 Specific Plan Update

Given large amount of proposed development, evaluate:

1. “Impacts” and “benefits” of more office/R&D development
2. **Framework and priorities for community benefits**
3. New design standards to create a “complete” neighborhood



# Major Decisions/Activities to Date (2020-present)

- *Community Engagement: 3 workshops, listening sessions/office hours, stakeholder meetings, online survey*
  - Key concerns: indirect displacement, housing cost, traffic congestion, visual impacts, local jobs, sea level rise, ecology
- *City Council Meetings (March '21, June '21, Sept '21, Nov '21, Feb '22)*
  - Reviewed changes in demographics over the last decade
  - Agreed on urban design concepts
  - Conducted technical evaluation of a range of scenarios
  - Selected two non-residential scenarios : **2.8 million s.f.** and **3.35 million s.f. of office/R&D**
  - Selected two housing scenarios : **1,350** and **1,600 units** (2x original)

# Upcoming Tasks

- EIR scoping meeting (May 9<sup>th</sup> at Planning Commission)
- In-person pop-ups on community benefit outcomes and priorities (throughout April in multiple locations)
- City Council meeting on benefits (Mid-May)
- Release of updated **draft Specific Plan and Public Draft EIR (Fall 2022)**
- Adoption hearings (Early 2023)



# Community Benefits Context

# Requirements vs. Community Benefits

Baseline City Requirements

Impact Fees and Ordinances

Environmental Impact Mitigations



Additional/  
Updated RBD Requirements

Infrastructure & Sea Level Rise Improvements



“Community Benefits”



- Developer **contributions** above and **beyond** requirements (impact fees / mitigations / infrastructure improvements / Plan standards)
- Provided in exchange for **discretionary** development rights (Council decides)



# Community Benefits Categories

Any development that occurs in RBD will provide additional **community benefits** for EPA residents.

These can be broken down into six broad categories:

- **Housing** at **affordable costs**
- **Job opportunities** and **workforce development**
- **New community facilities**/spaces and new neighborhood-serving uses
- **Parks, open spaces** and conservation
- **Transportation** improvements
- Infrastructure + Sea Level Rise (*not being voted on*)

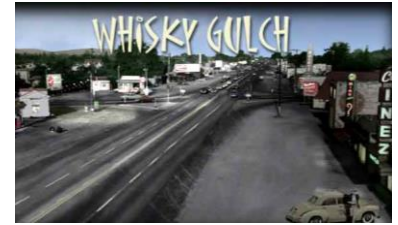
Affordable Housing



Jobs + Workforce Development



Community Preservation



Parks and Open Space



Mobility



Infrastructure & Sea Level Rise

# Why does this matter?

- Interest in the RBD potentially allows the City to leverage significant additional community benefits from increased office/R&D development
- Can't have every benefit – tell us what is most important
- These priorities will **go in the updated Plan** so that Council and developers **know what the community expects**

Let's review:

- What is already **required** or expected from development
- Proposed + potential benefits that go **above and beyond**



An aerial photograph of a city and a large body of water, possibly a bay or lake, with mountains in the background. The image is overlaid with a semi-transparent blue filter. A white rectangular box is positioned in the center, containing the title text. To the left of this box is a solid orange vertical bar.

# **Baseline Requirements and Expectations**

# What is required of development in the RBD?

## Affordable Housing

- 20% inclusionary housing units (mix of 35-50-60% AMI)
  - Scenario 1: At least 270 affordable units via 20% inclusionary
  - Scenario 2: At least 320 affordable units “ “ “
- 1-time Commercial Linkage Impact Fees
  - Scenario 1: \$33.5 million
  - Scenario 2: \$40 million
- *Annual Measure HH Taxes (Minimum of 35% towards affordable housing)*
  - Scenario 1: \$2.5 million annually (subsidizes 275+ units over 10 yrs)
  - Scenario 2: \$3 million annually (subsidizes 325+ units over 10 yrs)

# What is required of development in the RBD?

## Jobs + Workforce Development

- First Source Hiring for construction jobs
- Local Hire for full-time jobs (stated requirement is 30% local hire)
  - Scenario 1: 2,950 jobs if 30% was achieved
  - Scenario 2: 3,450 jobs “ “ “
- Annual Measure HH Taxes
  - Scenario 1: \$4 million for resident 'job training'
  - Scenario 2: \$4.6 million “ “ “

*Our regional market analysis suggests that the following jobs would be created:*

- *Scenario 1: 2,200 low-income jobs (high school diploma)  
900 middle-income jobs (some college/AA)*
- *Scenario 2: 2,600 low-income jobs  
1,000 middle-income jobs*

# What is required of development in the RBD?

## Community Preservation

- 61,000 s.f. of community space; suggested uses were:
  - Recreation Center (space with indoor gym)
  - “Community Center”
  - Library
- 1-time Impact fees for Public Facilities
  - Scenario 1: \$11 million
  - Scenario 2: \$12.5 million

## Parks and Open Space

- New parks (~15 acres)
- Required habitat mitigations (i.e., bird-safe measures)
- 1-time Impact fees for Parks and Trails
  - Scenario 1: \$6.3 million
  - Scenario 2: \$7 million

# What is required of development in the RBD?

## Mobility

- Reductions in trips (-40%) from employees [through “TDM”]
- New streets + sidewalks within projects
- Required new streets and intersection mitigations
  - Loop Road (if environmentally feasible)
  - Connector from Demeter across to Tara
  - Improvements at intersections along Bay Rd
- 1-time Impact fees for Mobility improvements
  - Scenario 1: \$25 million
  - Scenario 2: \$30 million

# Infrastructure (not being voted on)

## Baseline City/State Requirements:

- 1-time Impact fees for Water & Storm Drainage improvements including improved water pressure (\$36 million for Scenario 1, \$40 million for Scenario 2)
- New water, storm, and sewer utilities within projects
- Remediation of past contamination

## Additional RBD Infrastructure Requirements

- **Developers pay for most new infrastructure** (supplemented by grants & capital improvements)
- Developers **maintain** 100% utilities and roads in perpetuity
- Land, easements and/or funding to **complete levee** (fully protecting the City's edge)
- Fair-share contributions towards **sewer** improvements

## *Infrastructure and Sea Level Rise*





An aerial photograph of a city and a large body of water, possibly a bay or lake, with mountains in the distance. The image is overlaid with a semi-transparent blue filter. A white rectangular box is positioned in the center, containing the text 'Desired Outcomes'. To the left of this box is a solid orange vertical bar.

# Desired Outcomes

# What We've Heard from the Community on Benefits

## Support for Broad Strategies such as:

- Some community benefits *before* development starts
- A link between new housing units and office space in RBD
- Strong local preferences
- Support for/partnerships with local groups
- Coordination to avoid redundant benefits
- No loopholes - ensure benefits are provided as promised

## Specific Desired Outcomes by topic (shown on the following slides):

Affordable  
Housing

Jobs +  
Workforce  
Development

Community  
Preservation

Parks and  
Open Space

Mobility

# Desired Outcomes: Housing

Affordable  
Housing

- New housing that is affordable to EPA's household incomes
- New housing is offered first to community members (local preference)
- House and protect those most vulnerable to gentrification
- Housing is built before or at the same time as office, not after



# Desired Outcomes: Jobs

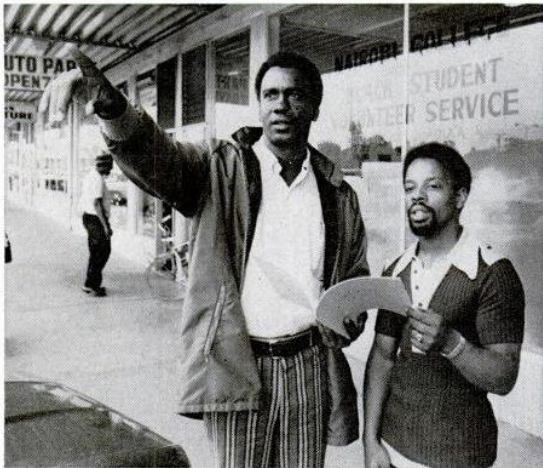
- Substantial number of new jobs accessible to residents (esp. middle-income)
- Invest in the businesses & entrepreneurs already here
- Partner authentically with locals in as many ways as possible
- Provide jobs in a wide range of fields that are of interest to this community



# Desired Outcomes: Community

Community  
Preservation

- Create spaces that residents want to use and patronize
- Create an Arts and Cultural-focused Business District
- Foster a real Downtown / “Main Street” on Bay Road, bring back the best of Whisky Gulch
- Integrate and build on the history & identity of EPA



# Desired Outcomes: Parks

## Parks and Open Space

- An integrated and publicly accessible waterfront park network
- As much usable plaza and park space as possible from developments
- Improved bicycle & pedestrian connections to neighborhoods and Bay Trail
- Wetlands and habitats are protected, preserved and/or restored



# Desired Outcomes: Mobility

- Start addressing traffic congestion and building improvements now before too much development occurs
- Developments pay for needed improvements in RBD and help solve citywide problems
- Address neighborhood cut-through traffic impacts on residents
- Improve regional transportation solutions i.e., shuttles and rail





# Prioritizing Benefits (Space and Money)



# Why are we discussing trade-offs and priorities?

How do we achieve your desired outcomes in the RBD?

- Given limited space, which benefits are top priority?
- Given limited money, which benefits are top priority?

This input will inform future decisions by Council about which development projects are **allocated** limited square footage

- Future development applications will demonstrate how they meet requirements / expectations, **and community priorities**

# “List of Benefits”

Benefits or improvements proposed by developers or mentioned by residents are organized by category - divided into two major groupings: by **SPACE** and by **MONEY**

Affordable  
Housing

Jobs +  
Workforce  
Development

Community  
Preservation

Parks and  
Open Space

Mobility

- *Reminder: **this process is not approving any specific benefits***

# Affordable Housing



- Existing Requirements:
- 20% inclusionary housing units (mix of 35-50-60% AMI)
  - 1-time Commercial Linkage Impact Fees

## SPACE

- **More** total affordable housing units than required
- **Larger** housing units to accommodate E.P.A. household needs (more bedrooms)

## MONEY

- More housing for **35% AMI** households (“very low”) [*\$1,450 monthly rent for 2-bedroom*]
- More housing for **50-60% AMI** households (“low”) [*\$2,050-\$2,450 monthly rent for 2-bedroom*]
- Funding for home **ownership** efforts

# Jobs and Workforce Development



- Existing Requirements:
- *First Source Hiring for construction jobs*
  - *Local Hire commitment for permanent jobs*
  - *Annual Measure HH Taxes*

## SPACE

- **Light industrial**/production, distribution, repair (PDR) space
- Subsidized **space for local start-up** businesses, entrepreneurs, and merchants

## MONEY

- **Exceed required Local Hire** commitment (additional local hire programs)
- **Job training** facilities/programs & internships
- Funding for **local entrepreneurs**

# Community Preservation



- Existing Requirements:
- 60,000+ s.f. community space (rec center, community center, + library were suggested)
  - 1-time Impact fees for Public Facilities

## SPACE

- **Senior** Center
- **Youth** Center
- New **City Hall/Social Services** Center
- Subsidized local **restaurant** space
- Subsidized space for **grocery** store
- Subsidized **commercial kitchen** space

## MONEY

- **1-time funding for community groups** (such as local arts + cultural programs, after-school programs, and/or youth leagues)

# Parks, Open Space, and Conservation



- Existing Requirements:
- *New parks (~15 acres)*
  - *Required species/habitat mitigations*
  - *1-time Impact fees for Parks and Trails*

## SPACE

- More **parks, plazas, and trails** than required (~25 acres)
- Large **sports fields**
- Expanded **ecological areas**

## MONEY

- Preservation and restoration of **wetlands + habitat**
- Additional **public recreational amenities**
- New **trees, public art, and beautification**

# Mobility



## Existing Requirements:

- Reductions in trips (-40%) from employees ["TDM"]
- New streets + sidewalks in projects, required intersection mitigations
- 1-time Impact fees for Mobility improvements

## SPACE

- n/a

## MONEY

- Citywide improvements to address **traffic congestion** such as University Ave redesign, asthma mitigation program, or school bus pool
- Funding for citywide **pedestrian & bicycle** improvements
- Funding for **regional projects** such as Dumbarton Rail
- Subsidized public **commuter shuttles**
- Neighborhood **traffic calming**

# SPACE - What is your priority?

## Affordable Housing

- More low-income housing units
- Larger unit sizes

## Jobs + Workforce Development

- Light industrial/PDR space
- Subsidized space for local businesses & entrepreneurs

## Community Preservation

- Senior Center
- Youth Center
- New City Hall/Social Services Center
- Subsidized space for local restaurants
- Subsidized space for grocery store
- Subsidized commercial kitchen

## Parks and Open Space

- More parks, plazas, and trails
- Large athletic/sports fields
- Expanded ecological areas

## Mobility

- n/a



# MONEY - What is your priority?

## Affordable Housing

- More housing for 35% AMI households [*\$1,450 for 2-bedroom*]
- More housing for 50-60% AMI households [*\$2,450 for 2-bedroom*]
- Funding for local home ownership efforts

## Jobs + Workforce Development

- Exceed Local Hire requirements/additional local hire programs
- Job training facilities + programs, education & internships
- Funding for local entrepreneurs

## Community Preservation

- 1- time funding for community groups (such as local arts + cultural programs, after-school programs, or youth leagues)

## Parks and Open Space

- Preservation and restoration of wetlands
- Additional public recreational amenities (including Bay Trail)
- New trees, public art, and beautification

## Mobility

- Funding for long-term citywide traffic improvements
- Funding for citywide pedestrian & bicycle improvements
- Funding for regional projects such as Dumbarton Rail
- Subsidized public commuter shuttles
- Neighborhood traffic calming improvements

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Please enter the code

**77 96 433**

Submit

The code is found on the screen in front of you

# What are the most important types of community benefits? (Pick 2) ¿Cuáles son los tipos de beneficios para la comunidad más importantes?

Mentimeter



Affordable housing/Vivienda asequible



Jobs and workforce development/Trabajos y desarrollo de la fuerza laboral



Community preservation/Preservación de la comunidad



Parks and open space/Parques y espacios al aire libre



Transportation/Transporte



Other/Orto

53



An aerial photograph of a city and a large body of water, possibly a bay or lake, with mountains in the distance. The image is overlaid with a semi-transparent blue filter. A white rectangular box is positioned in the center, containing the text 'Breakout Groups'. To the left of this box is a solid orange vertical bar.

# Breakout Groups

# Breakout Groups (1 hour)

- Each group will be **facilitated** by a member of the project team and supported by a note-taker
- Participants can **unmute** their mics and participate in the conversation

## Key Discussion Questions (~10 minutes per category)

1. Desired Outcomes: Are these the right outcomes? What's missing?
2. Community Benefits:
  - ✓ Is there anything missing on the lists for each category?
  - ✓ Which benefits are the most important and why?

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# Facilitator Report-Back

# menti.com



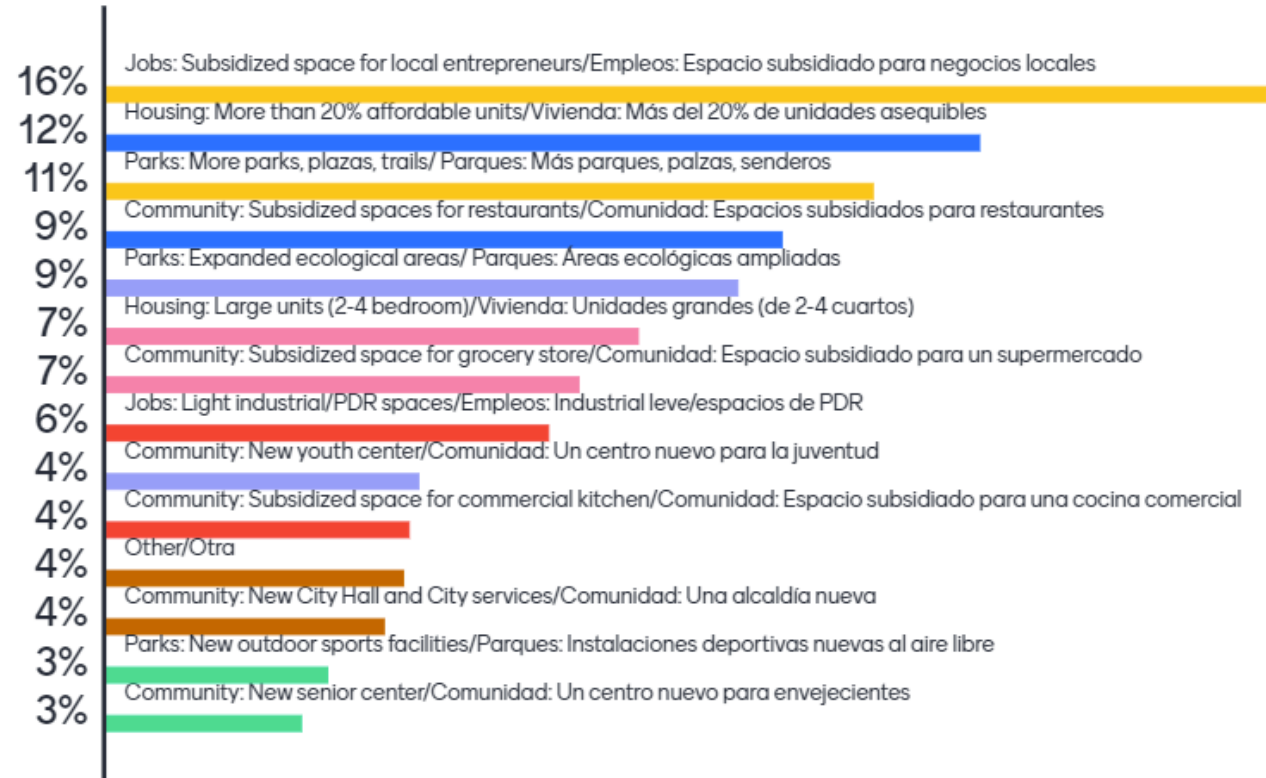
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# Priorities - Space/ Prioridades - El espacio





# Priorities - Money/Prioridad - Las finanzas



40



# Next Steps

- **Community Budgeting Survey** will go live (link to be sent via email)
- Questions & feedback can be shared with [rbd@cityofepa.org](mailto:rbd@cityofepa.org)
- **Council Meeting on Community Benefits - May 17th**
- **Upcoming Pop-ups in April**

Thank you!

<https://www.cityofepa.org/planning>

