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# **MORAGA CANYON SPECIFIC PLAN**

**CITY COUNCIL STUDY SESSION**

**JANUARY 22, 2024**

# DESIRED OUTCOME OF THIS MEETING

Council to understand:

- Specific plan proces
- 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

# CONTENT

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





# **PROJECT BACKGROUND**

# 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.



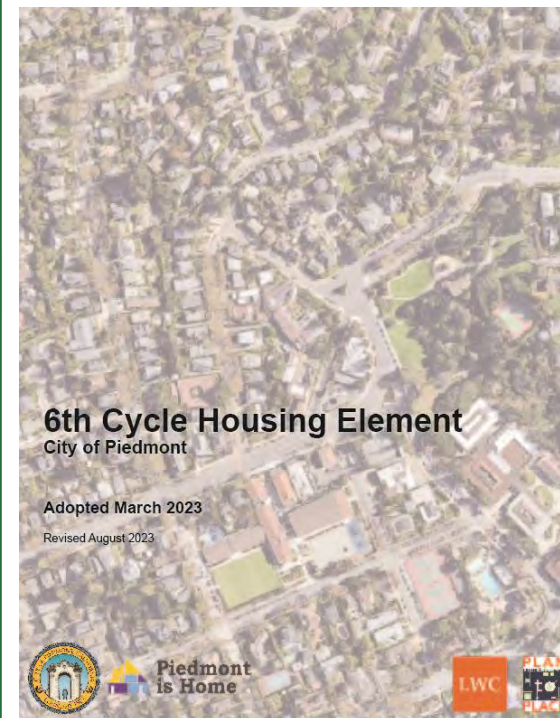
CITY OF PIEDMONT  
GENERAL PLAN

Adopted  
April 6, 2009

Amended February 18, 2020

General  
Plan  
(4/2009)

6th Cycle  
Housing  
Element  
(3/2023)



**ADMINISTRATIVE DRAFT**

Program 1.L  
Moraga Canyon  
Specific Plan

# 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:

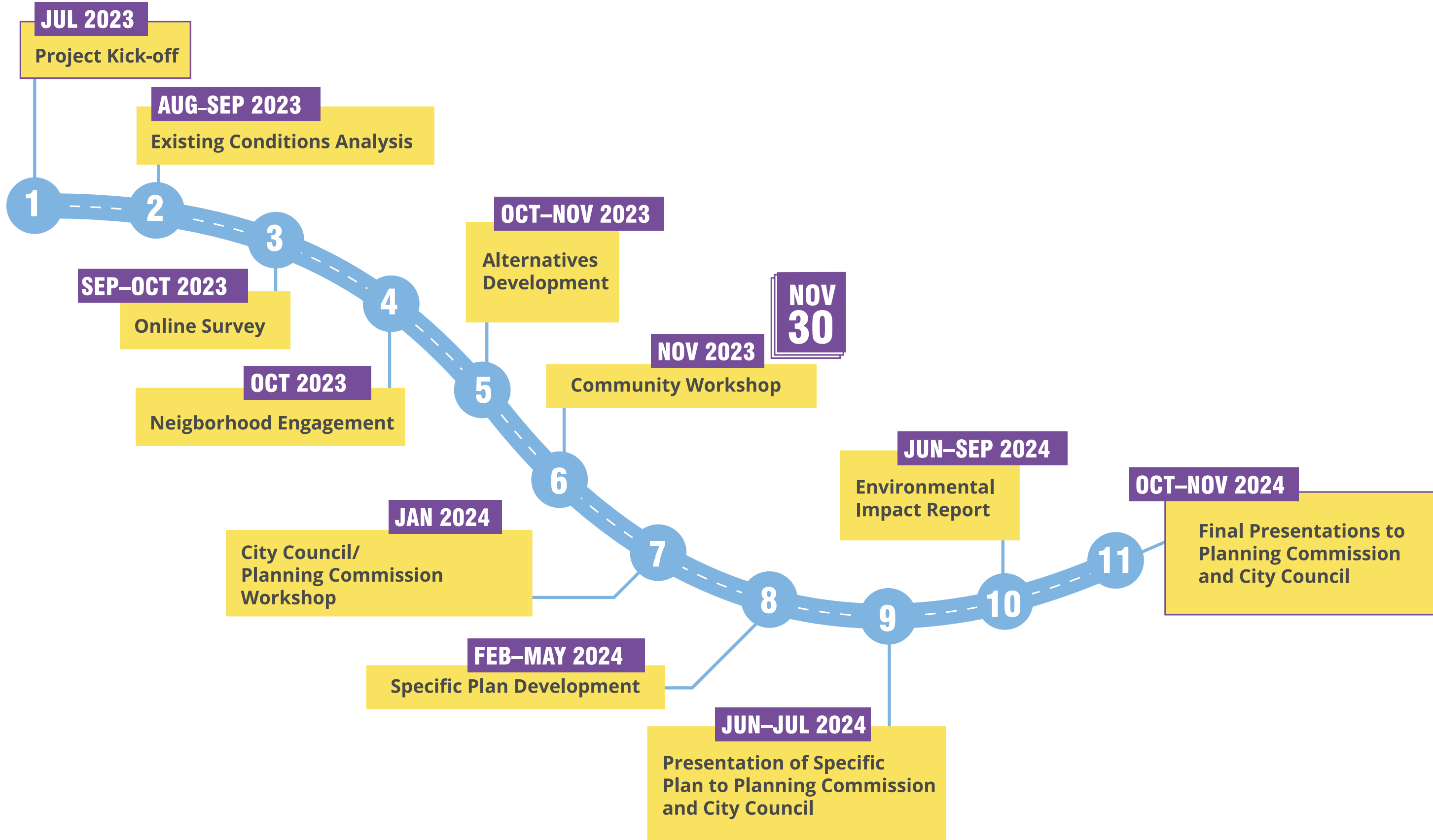
- The location of land uses, including open space, within the study area
- The location of major infrastructure needed to support the land uses in the plan
- Standards and criteria for development in the plan area
- Implementation and financing measures necessary to carry out the items above

# 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.







# **EXISTING CONDITIONS**

CITY OF OAKLAND

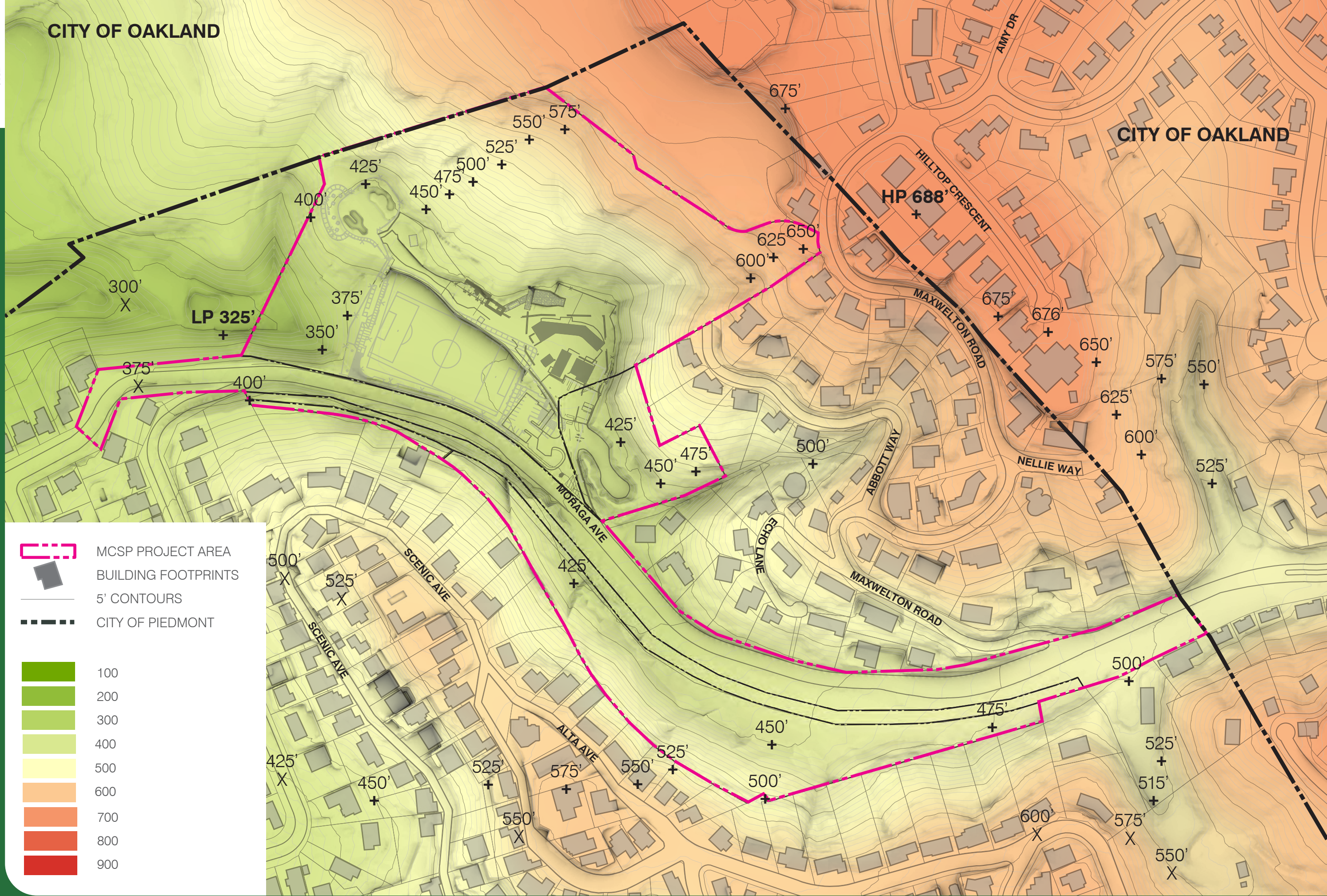
CITY OF OAKLAND





KENNELLY  
SKATE PARK

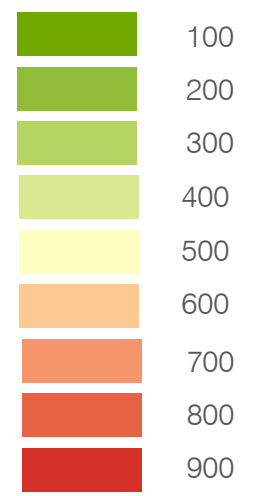
COACHES FIELD

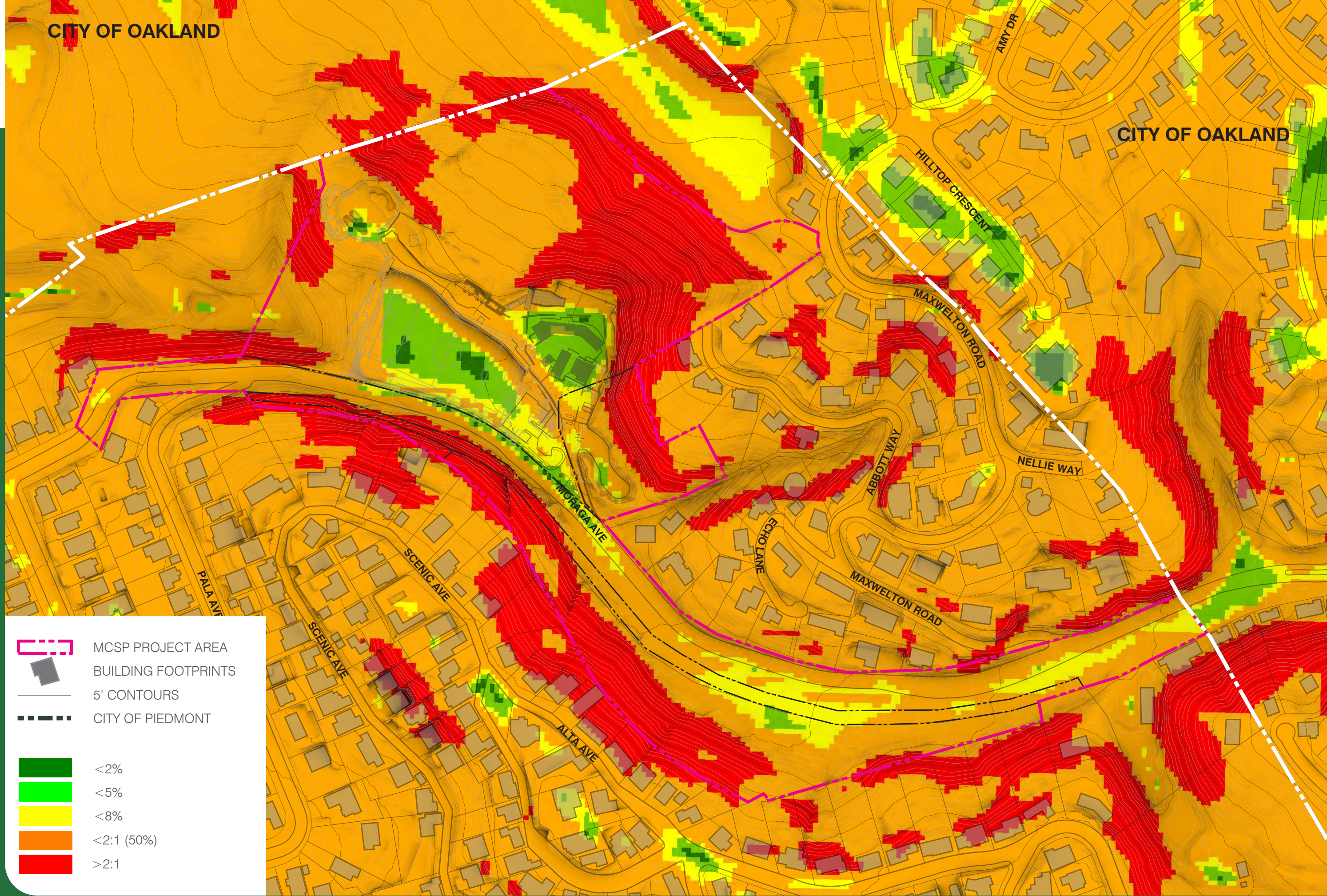
CITY CORPORATION YARD












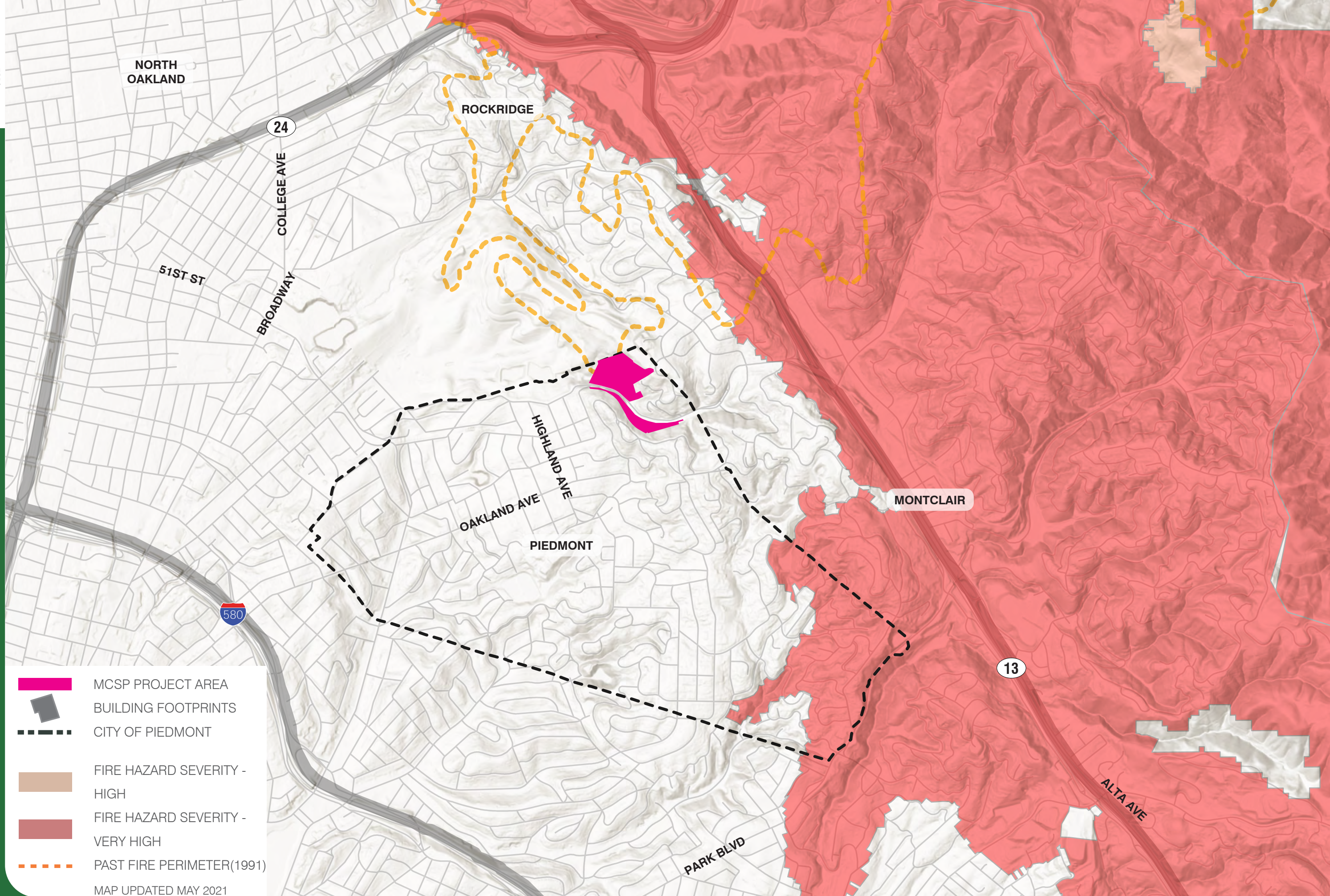


-  MCSP PROJECT AREA
-  BUILDING FOOTPRINTS
-  5' CONTOURS
-  CITY OF PIEDMONT





	MCSP PROJECT AREA
	BUILDING FOOTPRINTS
	5' CONTOURS
	CITY OF PIEDMONT
	<2%
	<5%
	<8%
	<2:1 (50%)
	>2:1

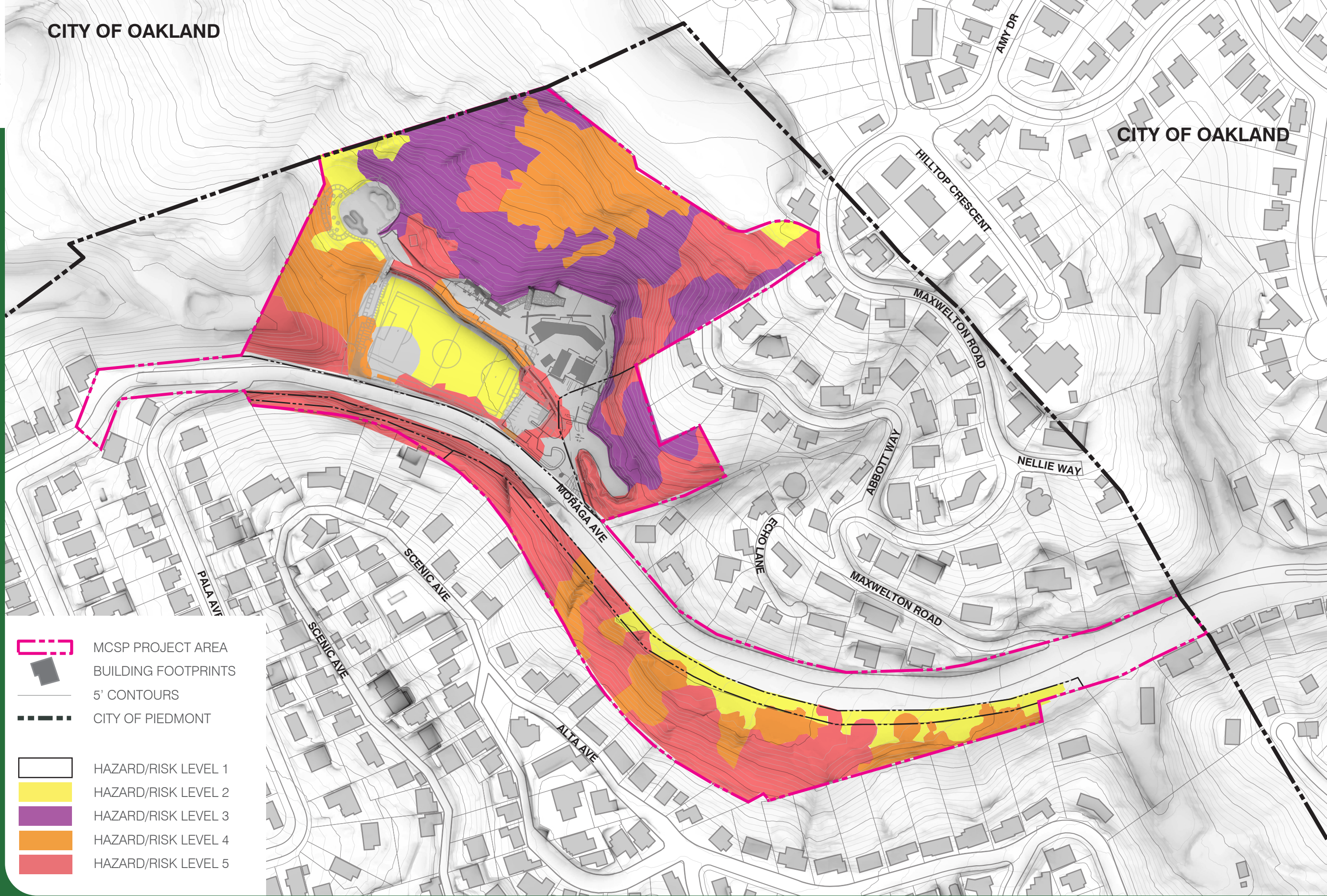













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CITY OF OAKLAND



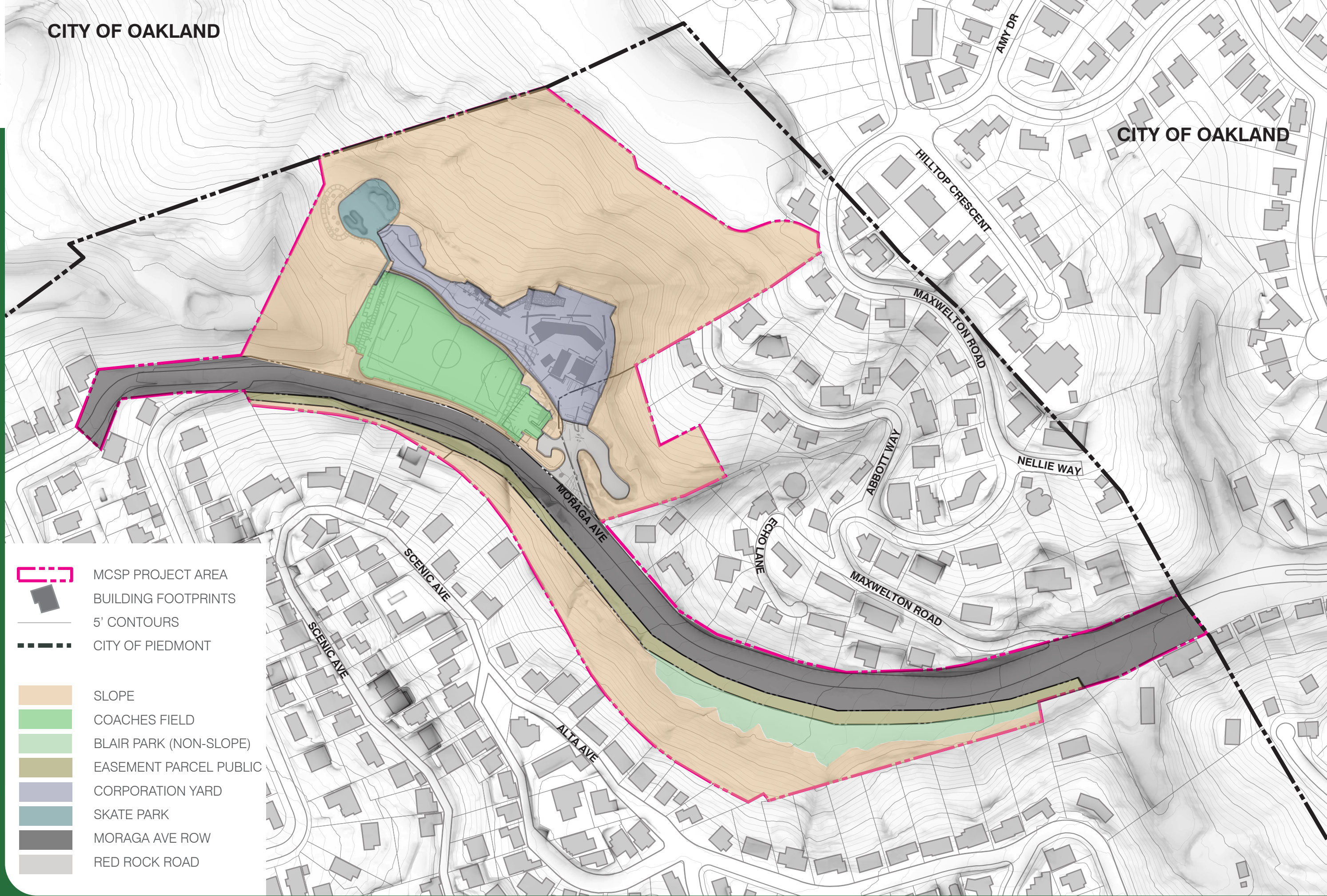
-  MCSP PROJECT AREA
-  BUILDING FOOTPRINTS
-  5' CONTOURS
-  CITY OF PIEDMONT
-  HAZARD/RISK LEVEL 1
-  HAZARD/RISK LEVEL 2
-  HAZARD/RISK LEVEL 3
-  HAZARD/RISK LEVEL 4
-  HAZARD/RISK LEVEL 5






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-  MCSP PROJECT AREA
-  BUILDING FOOTPRINTS
-  5' CONTOURS
-  CITY OF PIEDMONT
-  SLOPE
-  COACHES FIELD
-  BLAIR PARK (NON-SLOPE)
-  EASEMENT PARCEL PUBLIC
-  CORPORATION YARD
-  SKATE PARK
-  MORAGA AVE ROW
-  RED ROCK ROAD

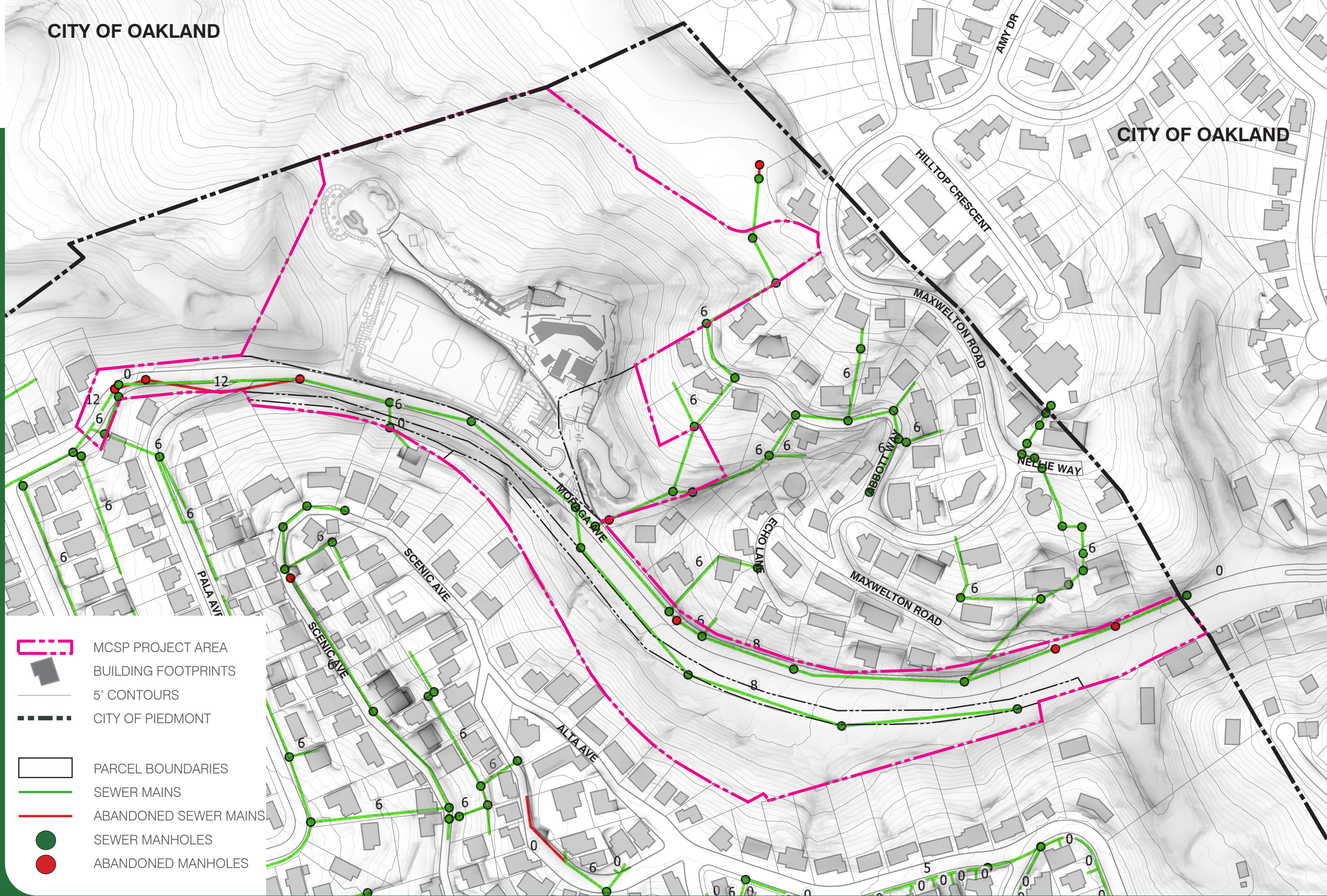













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-  MCSP PROJECT AREA
-  BUILDING FOOTPRINTS
-  5' CONTOURS
-  CITY OF PIEDMONT
-  PARCEL BOUNDARIES
-  SEWER MAINS
-  ABANDONED SEWER MAINS
-  SEWER MANHOLES
-  ABANDONED MANHOLES



# COMMUNITY SURVEY

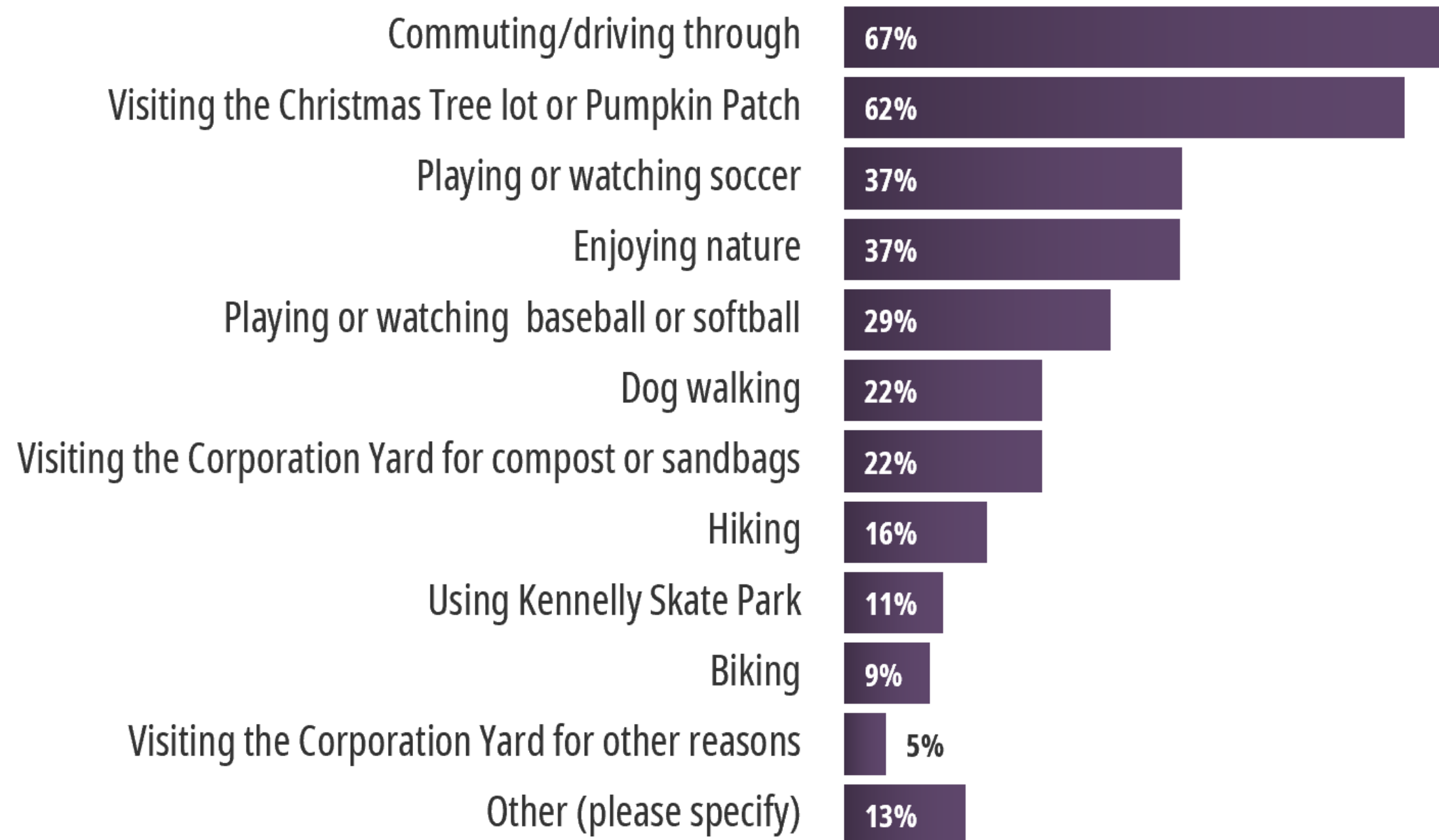
# SURVEY OVERVIEW

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

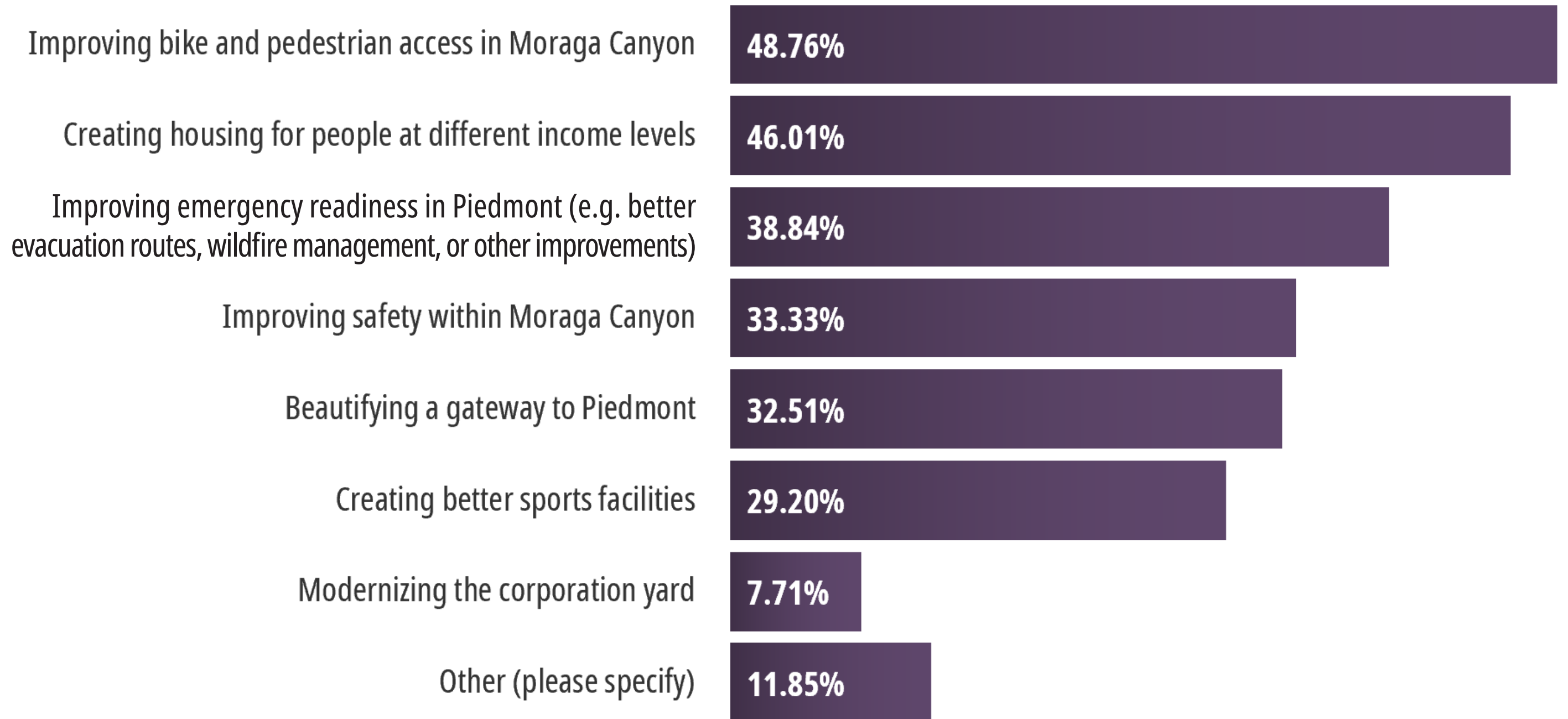


## When you visit Moraga Canyon how do you and/or your family typically spend time there? (Check all that apply)



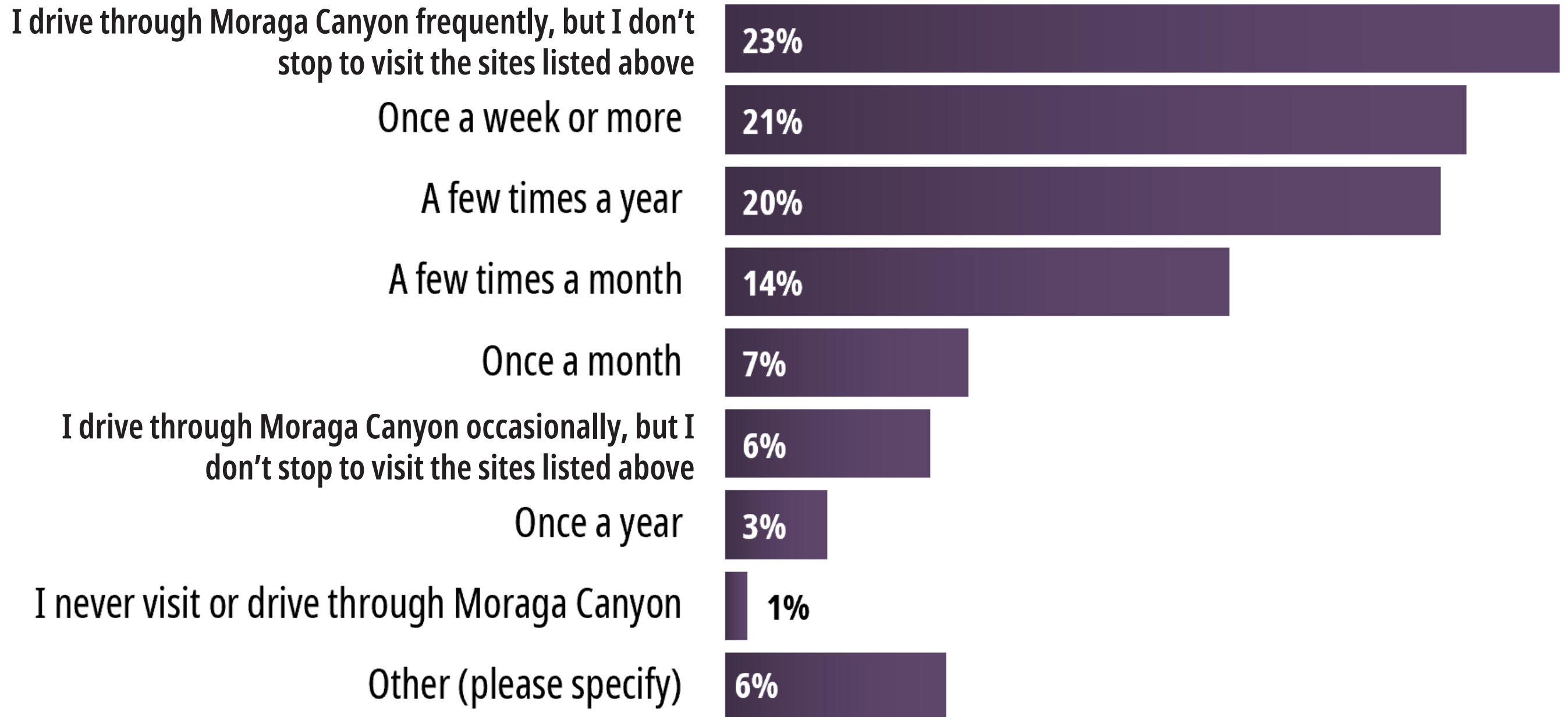


# The Moraga Canyon Specific Plan will make recommendations that could bring a number of improvements to the area. Which of the benefits of the Moraga Canyon Specific Plan are most important to you? (Choose up to three benefits)





## 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?





# 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.”

“

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

“

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

“

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



# **SITE IMPROVEMENTS**



# SITE IMPROVEMENTS OVERVIEW



**MOBILITY**



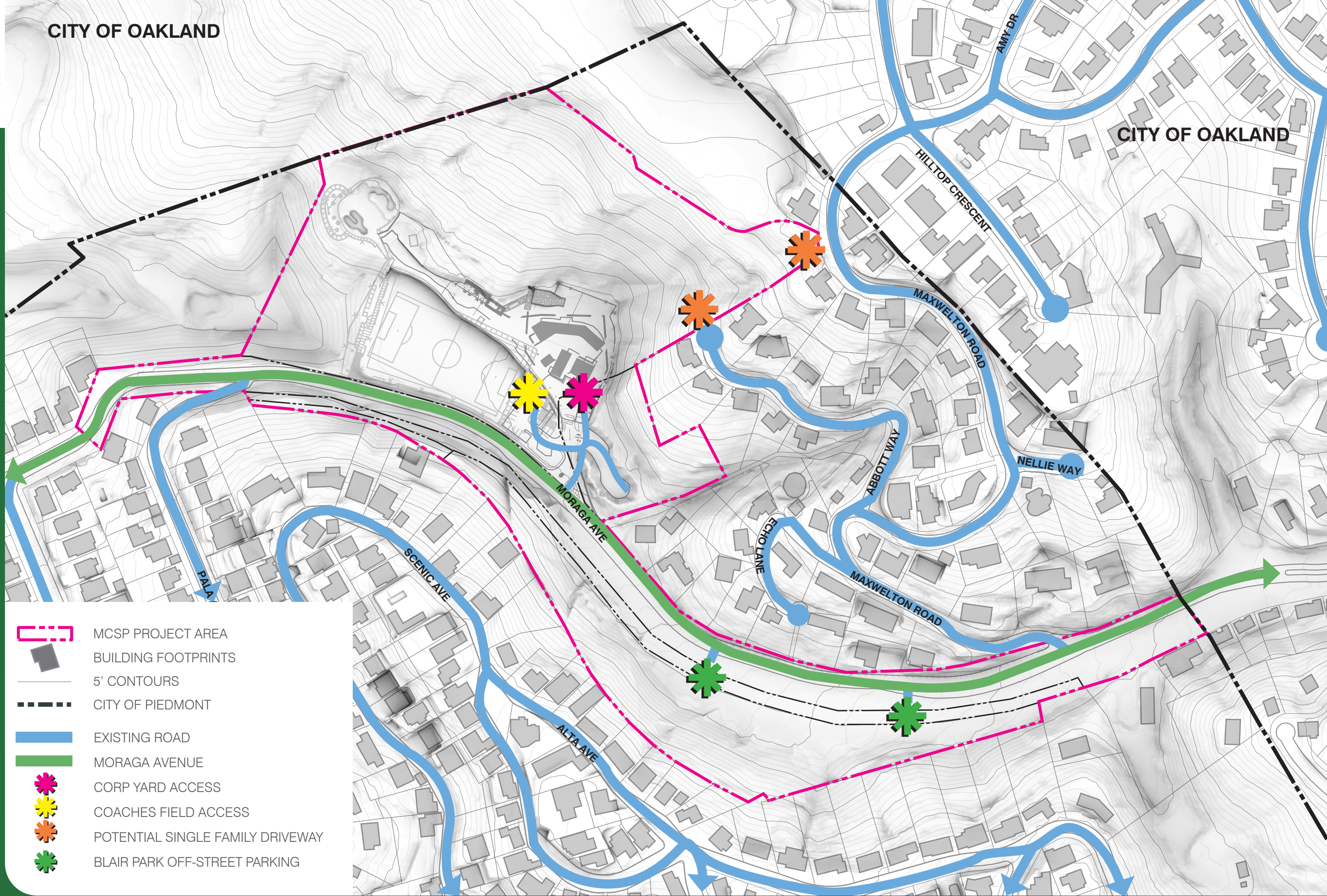
**RECREATION**













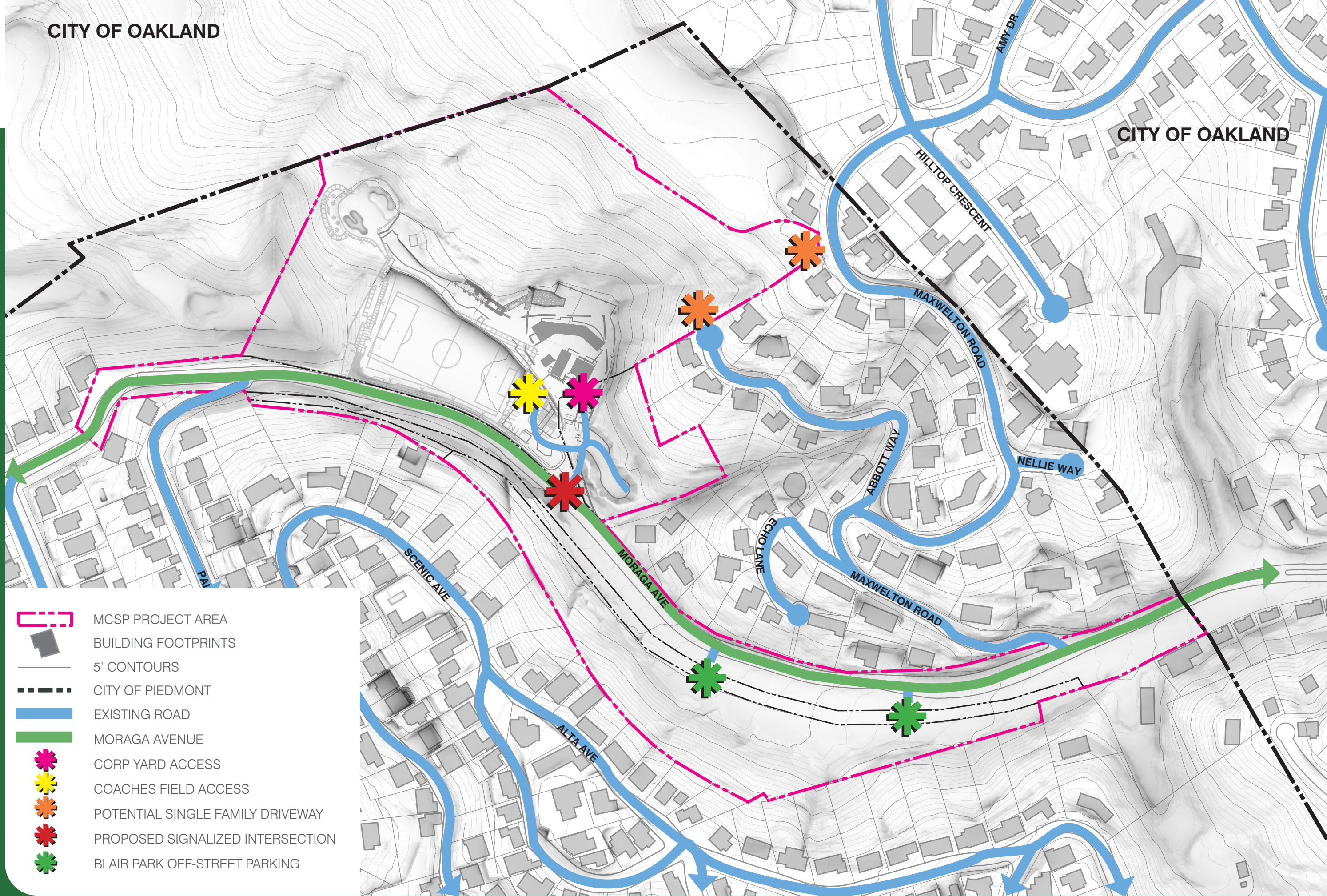
**PUBLIC WORKS**














**HOUSING**



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



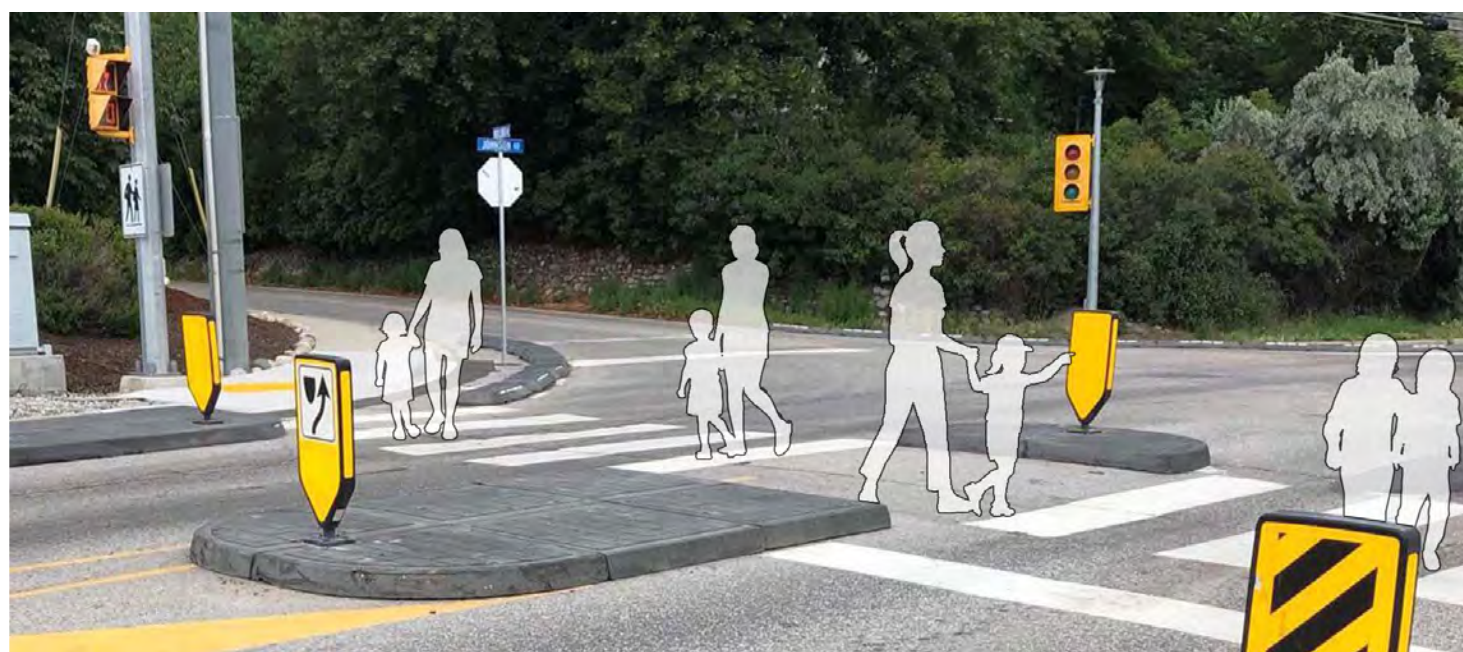
-  MCSP PROJECT AREA
-  BUILDING FOOTPRINTS
-  5' CONTOURS
-  CITY OF PIEDMONT
-  EXISTING ROAD
-  MORAGA AVENUE
-  CORP YARD ACCESS
-  COACHES FIELD ACCESS
-  POTENTIAL SINGLE FAMILY DRIVEWAY
-  PROPOSED SIGNALIZED INTERSECTION
-  BLAIR PARK OFF-STREET PARKING



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



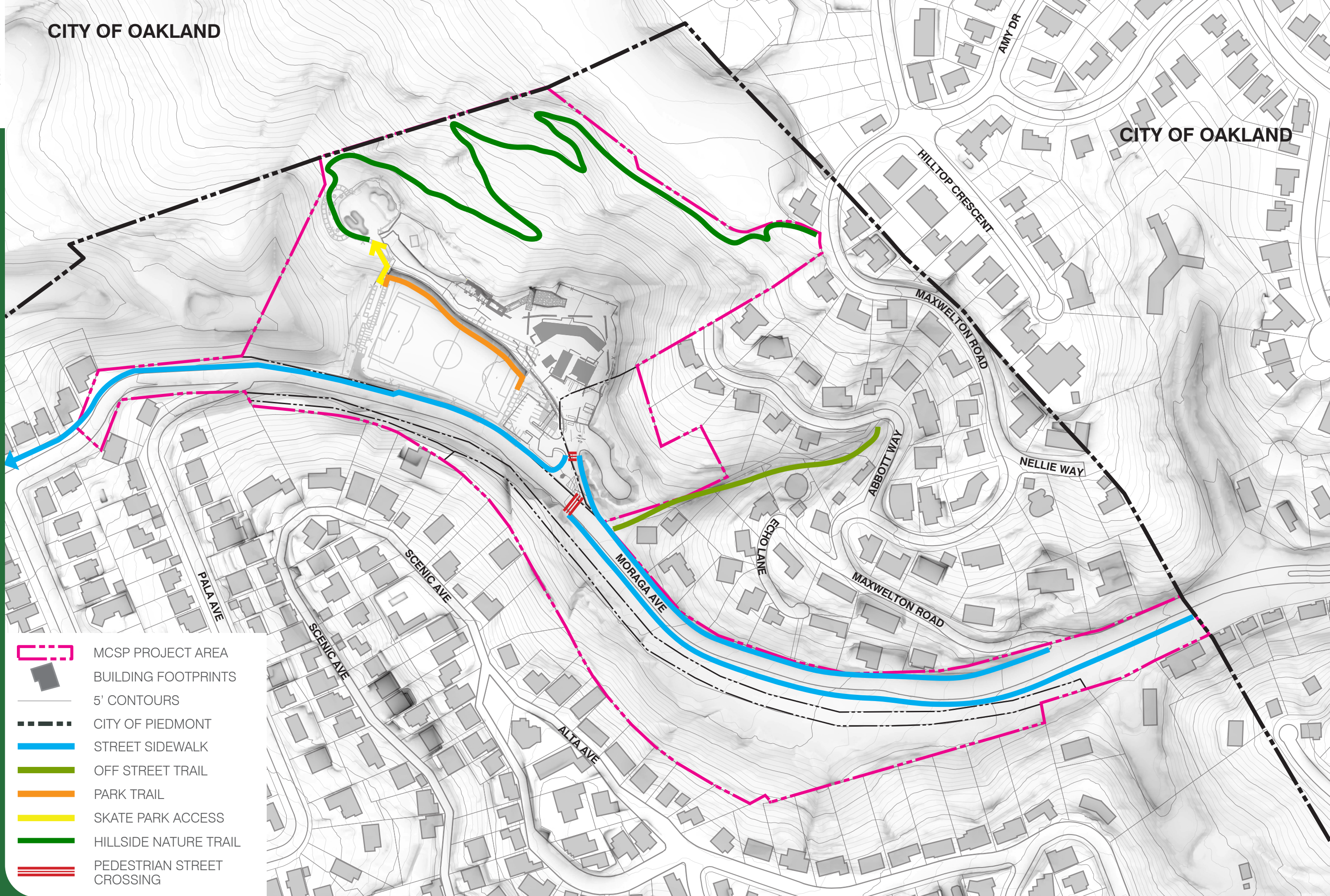
Pedestrian **flashing beacon system** placed prior to intersection to warn traffic of upcoming pedestrian crossing













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



-  MCSP PROJECT AREA
-  BUILDING FOOTPRINTS
-  5' CONTOURS
-  CITY OF PIEDMONT
-  STREET SIDEWALK
-  OFF STREET TRAIL
-  PARK TRAIL
-  SKATE PARK ACCESS



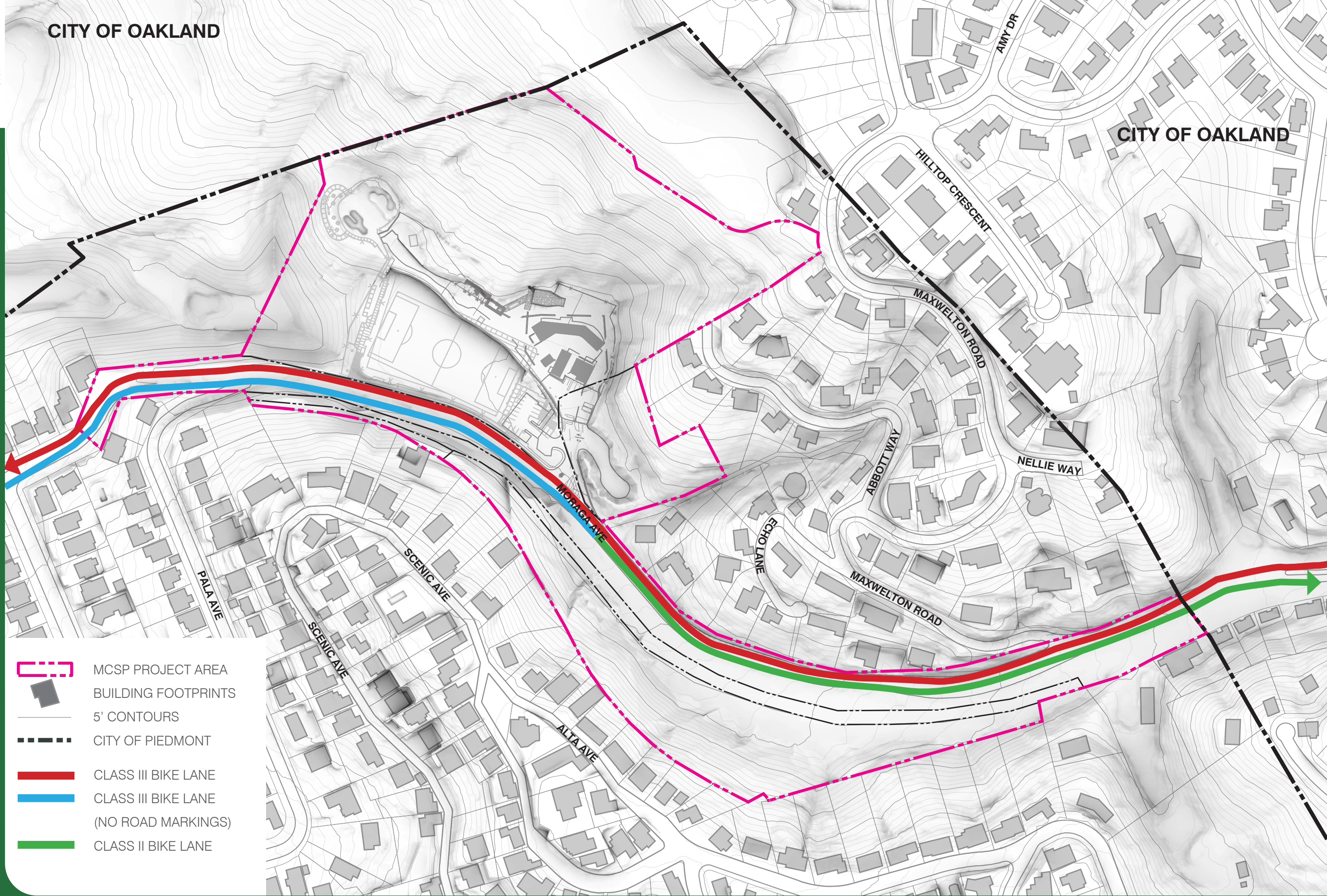
-  MCSP PROJECT AREA
-  BUILDING FOOTPRINTS
-  5' CONTOURS
-  CITY OF PIEDMONT
-  STREET SIDEWALK
-  OFF STREET TRAIL
-  PARK TRAIL
-  SKATE PARK ACCESS
-  HILLSIDE NATURE TRAIL
-  PEDESTRIAN STREET CROSSING









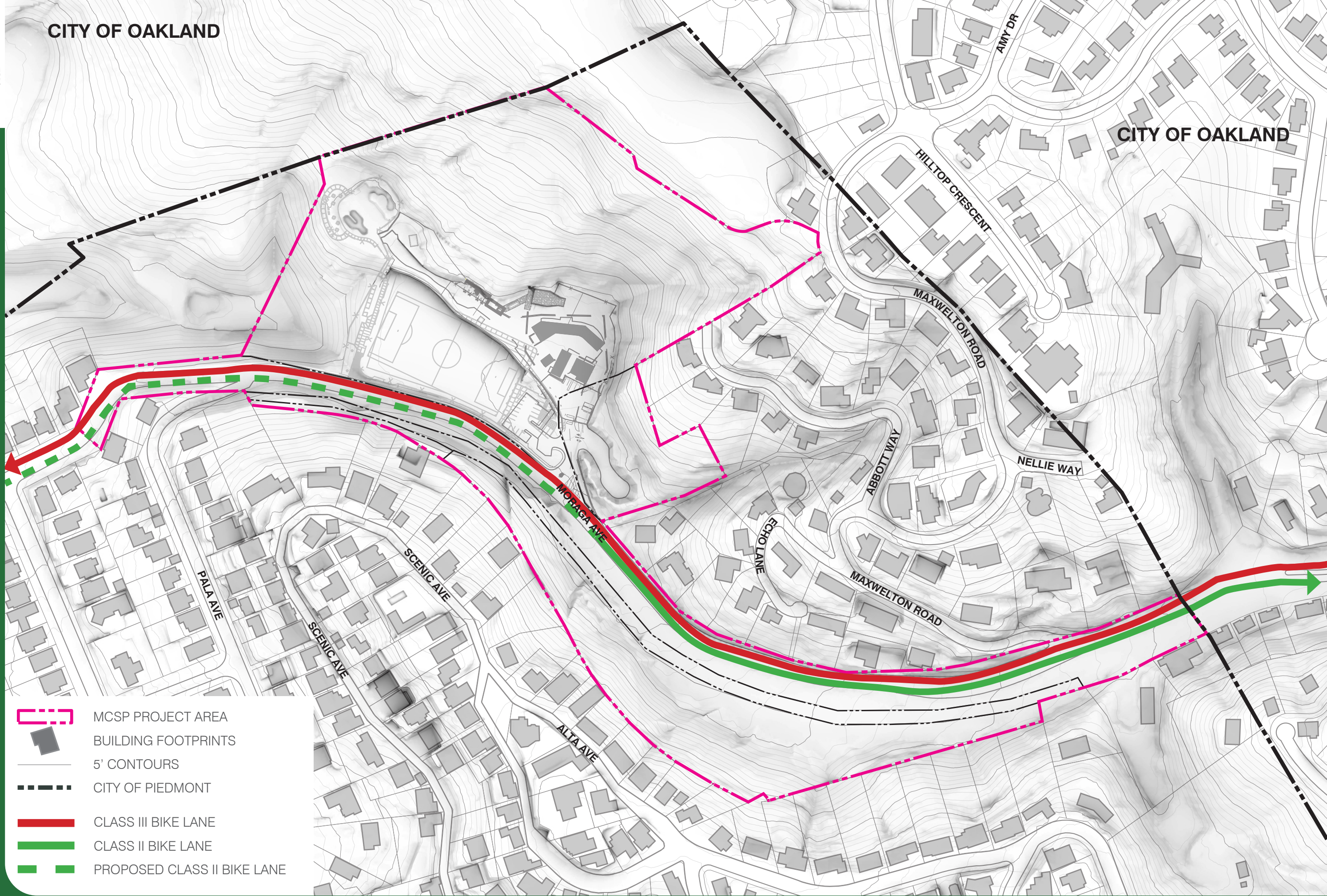
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CITY OF OAKLAND

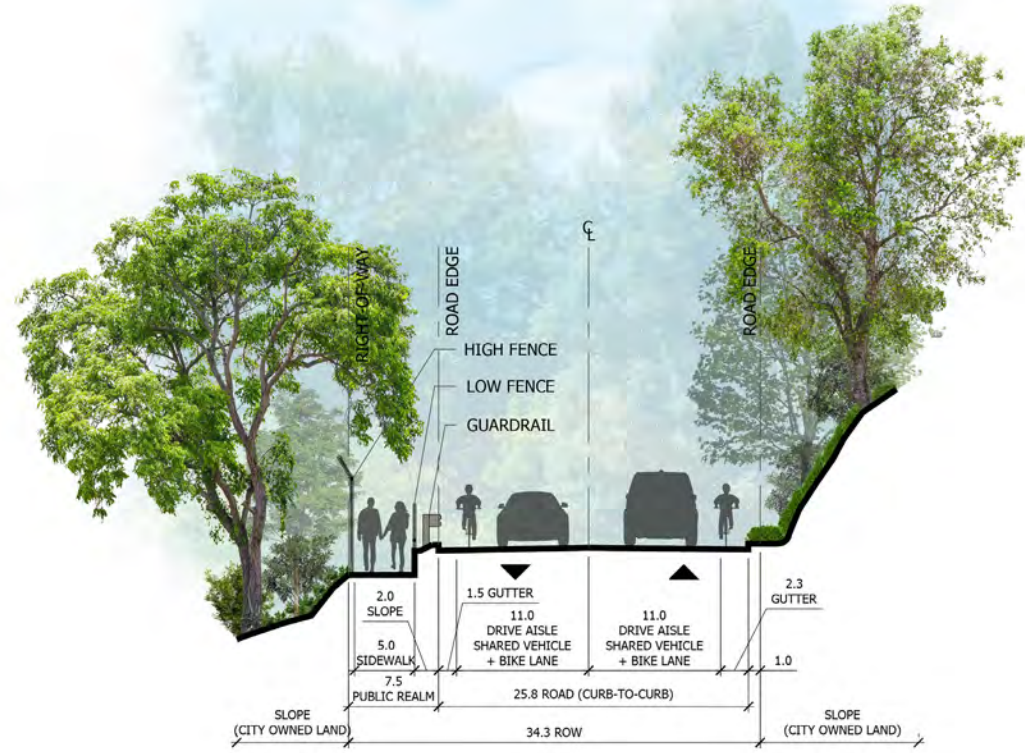


-  MCSP PROJECT AREA
-  BUILDING FOOTPRINTS
-  5' CONTOURS
-  CITY OF PIEDMONT
-  CLASS III BIKE LANE
-  CLASS III BIKE LANE  
(NO ROAD MARKINGS)
-  CLASS II BIKE LANE

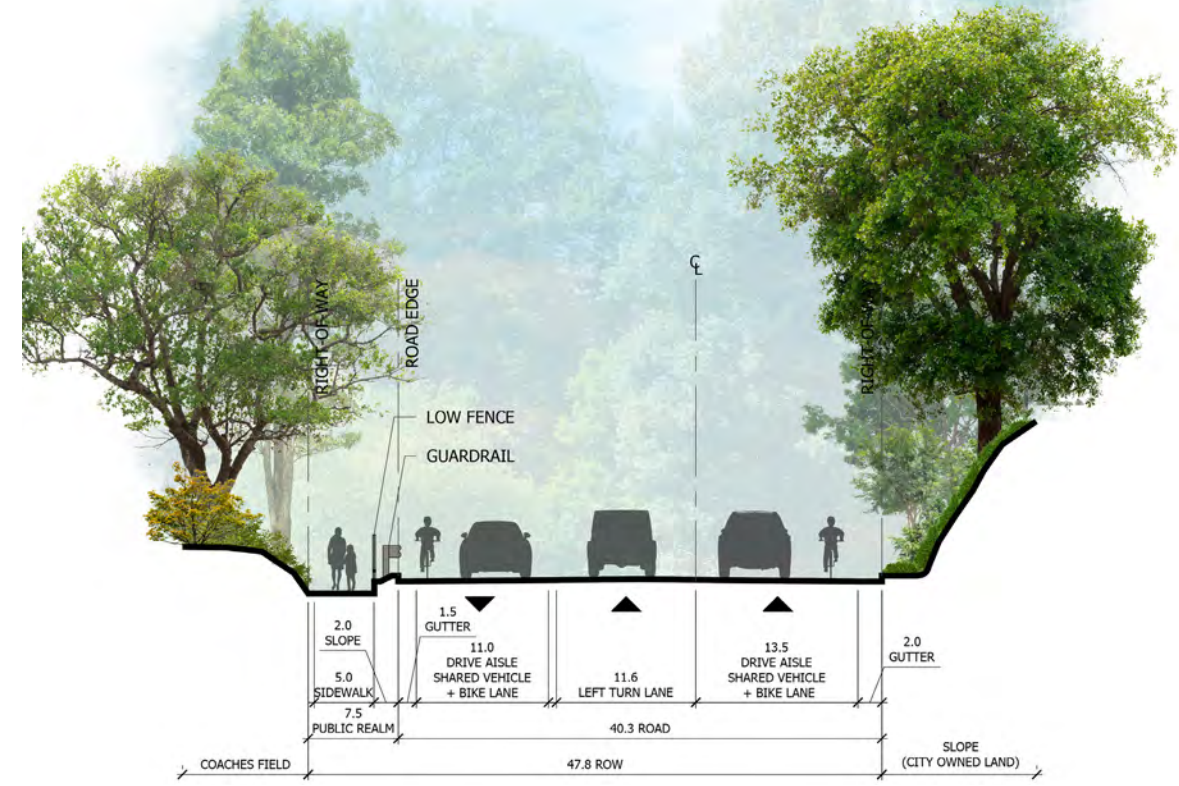


-  MCSP PROJECT AREA
-  BUILDING FOOTPRINTS
-  5' CONTOURS
-  CITY OF PIEDMONT
-  CLASS III BIKE LANE
-  CLASS II BIKE LANE
-  PROPOSED CLASS II BIKE LANE

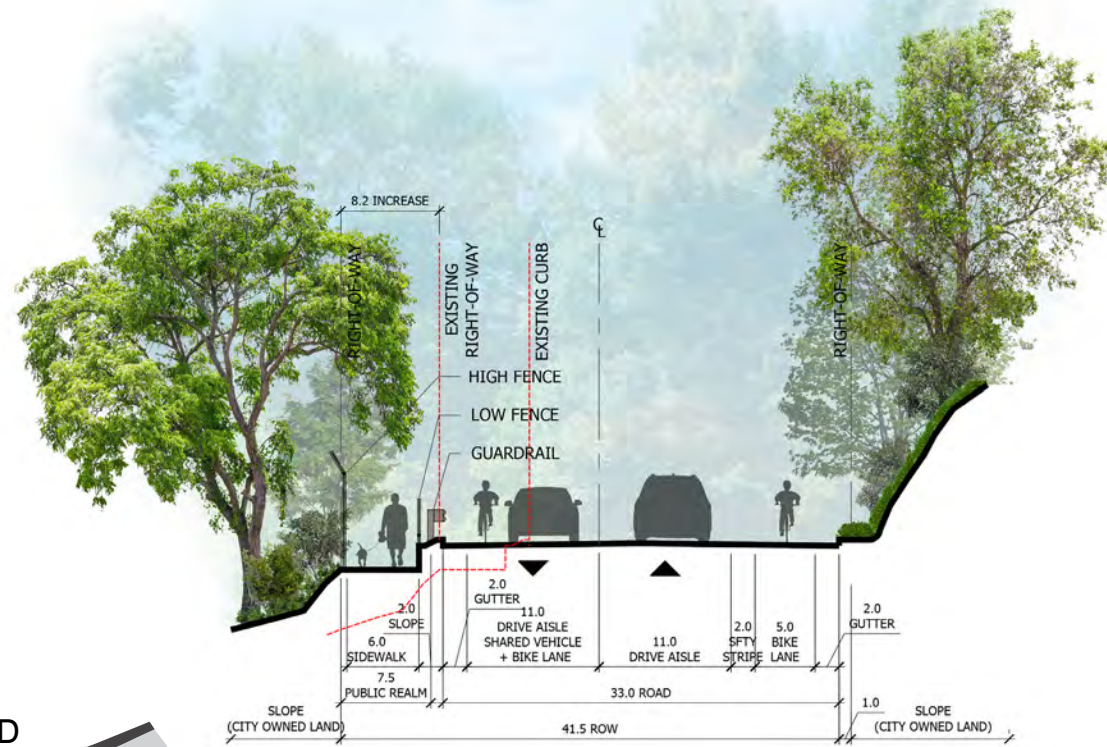
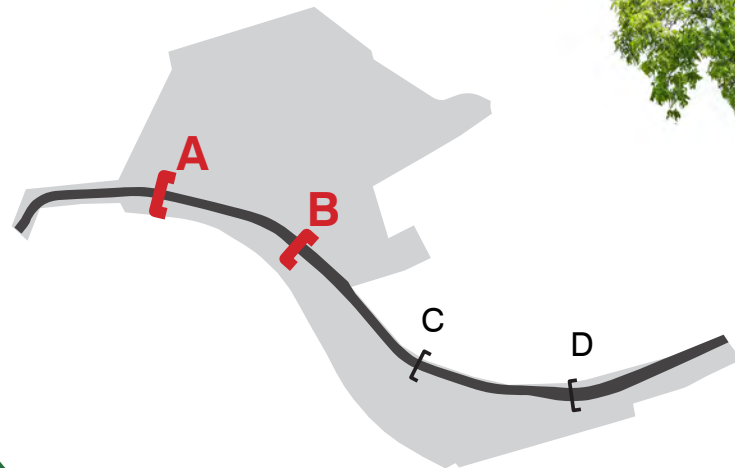




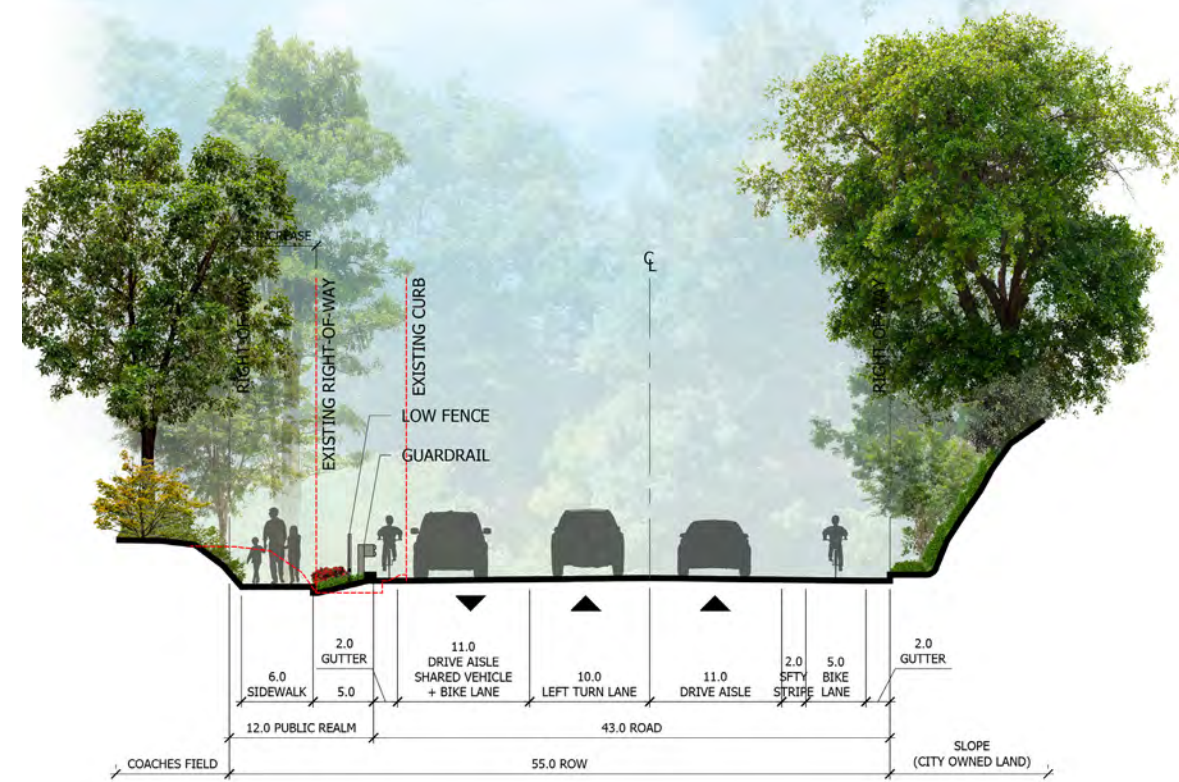
SECTION A-A': EXISTING



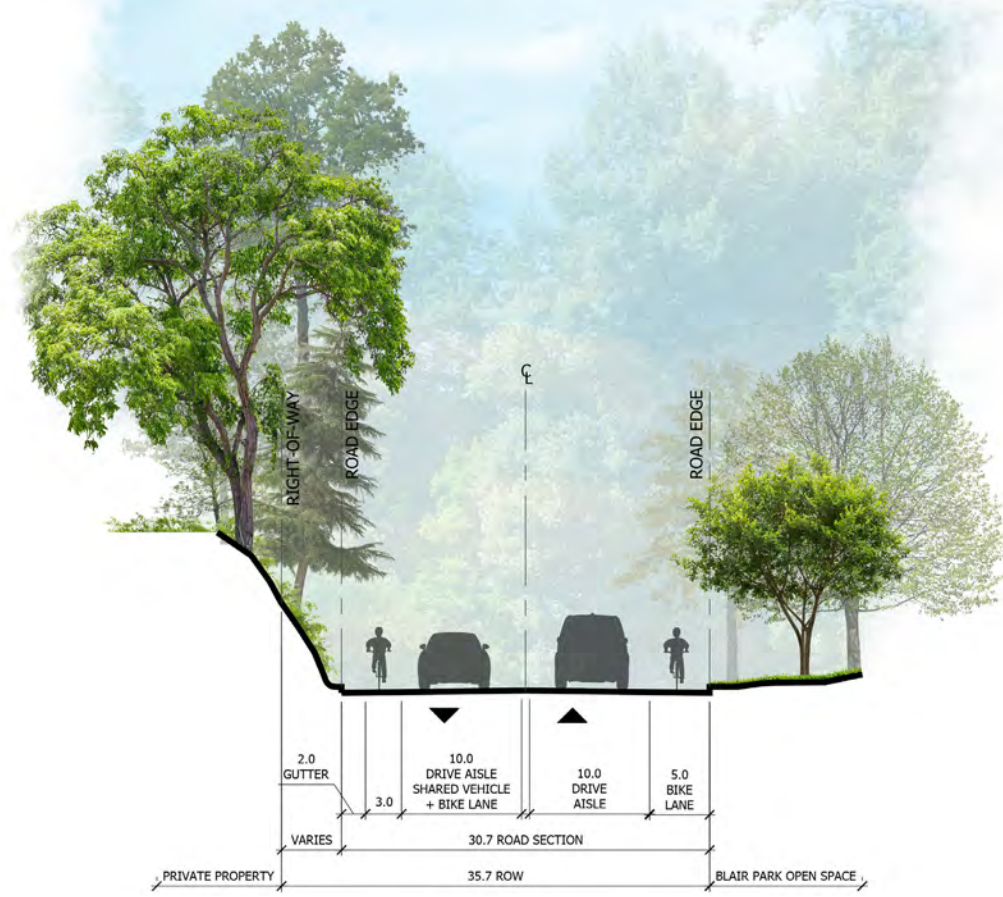
SECTION B-B': EXISTING



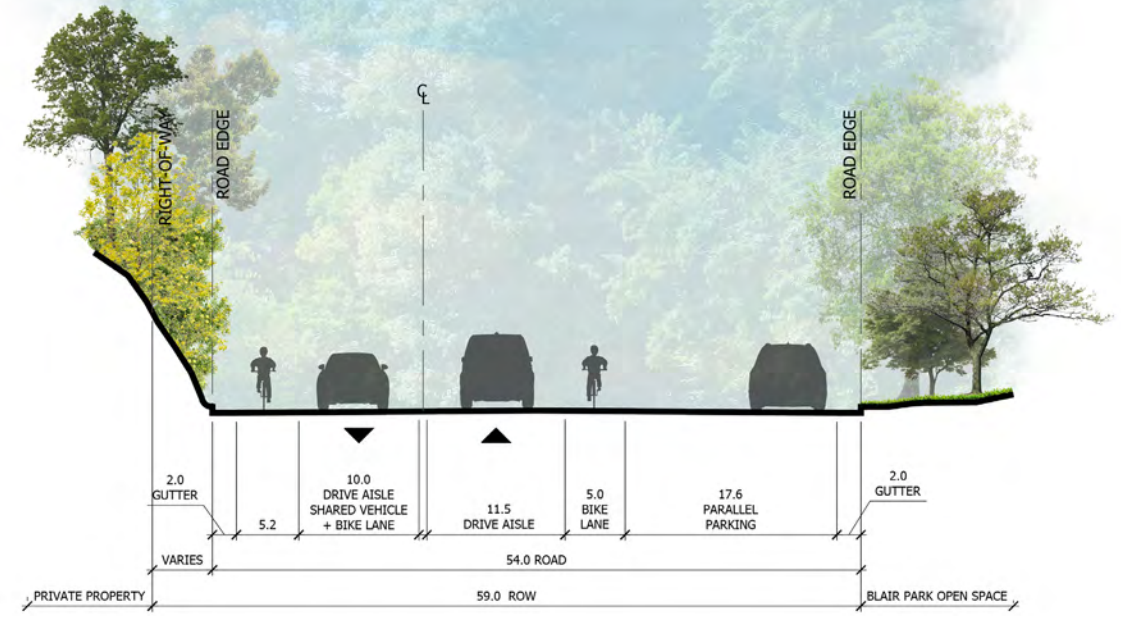
SECTION A-A': PROPOSED



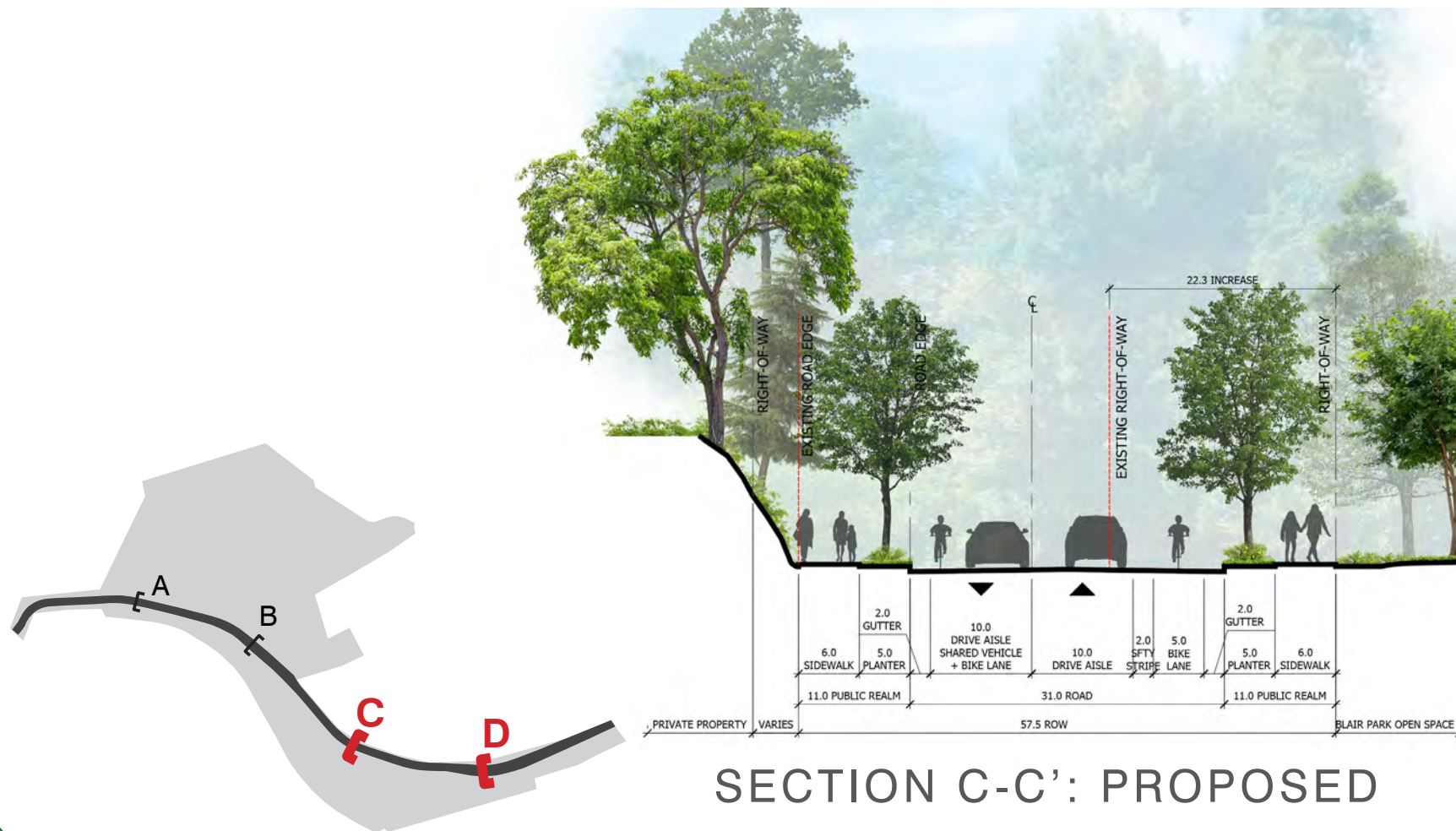
SECTION B-B': PROPOSED



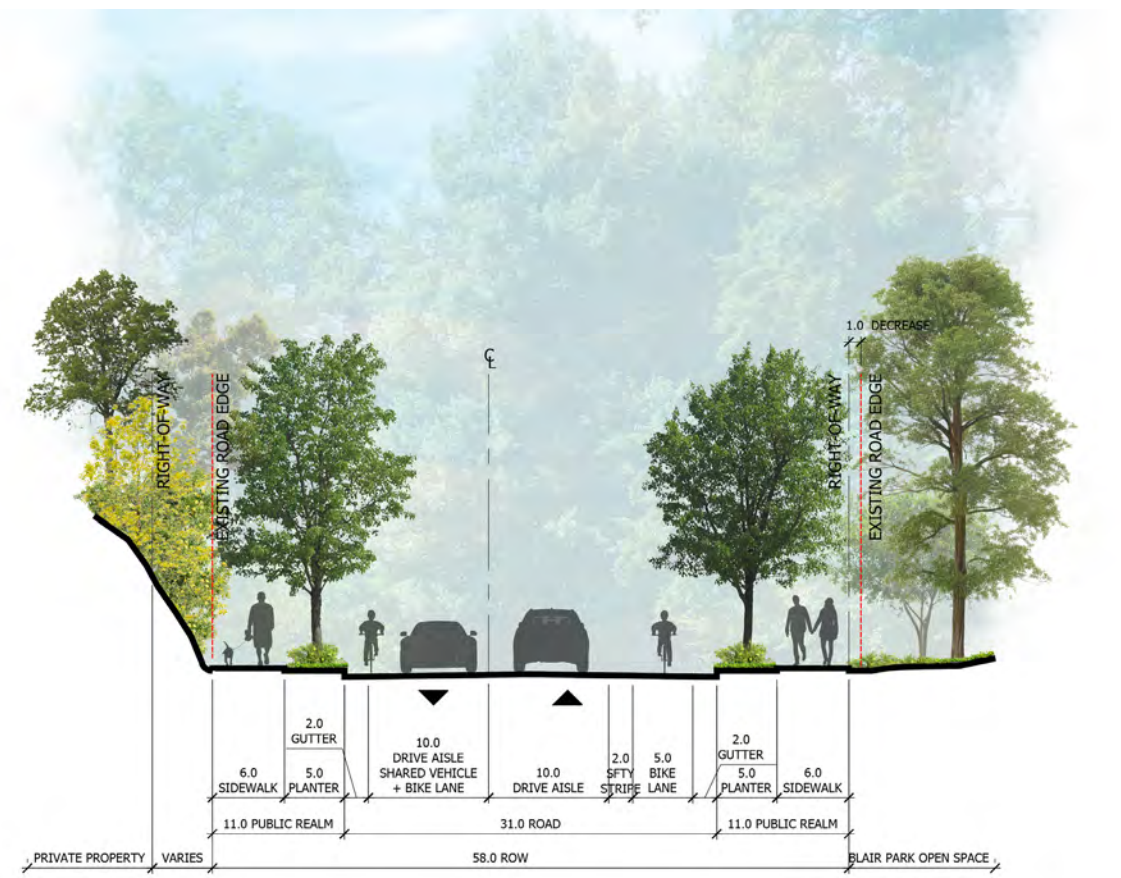
SECTION C-C': EXISTING



SECTION D-D': EXISTING



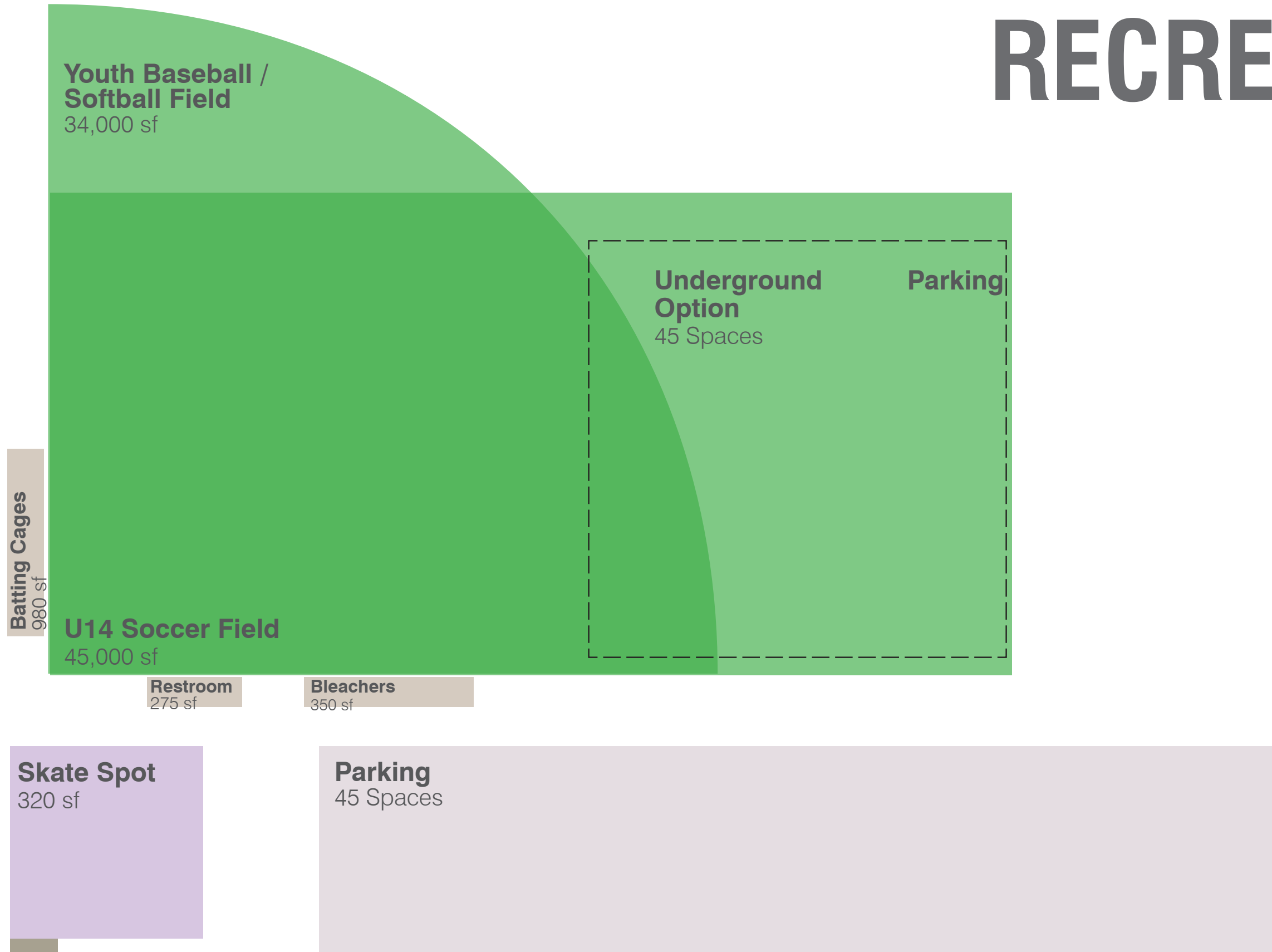
SECTION C-C': PROPOSED



SECTION D-D': PROPOSED



# RECREATION





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**TURF SOCCER FIELD**



**HIKING TRAIL**



**CIVIC EVENTS**



**SKATE SPOT**



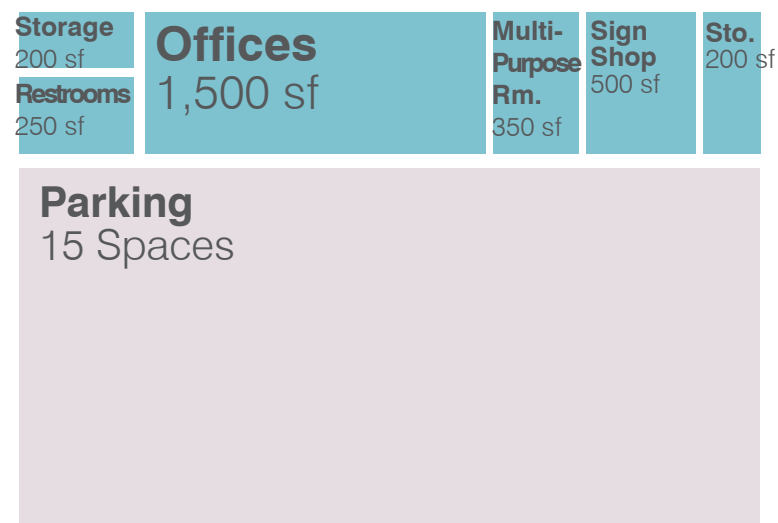
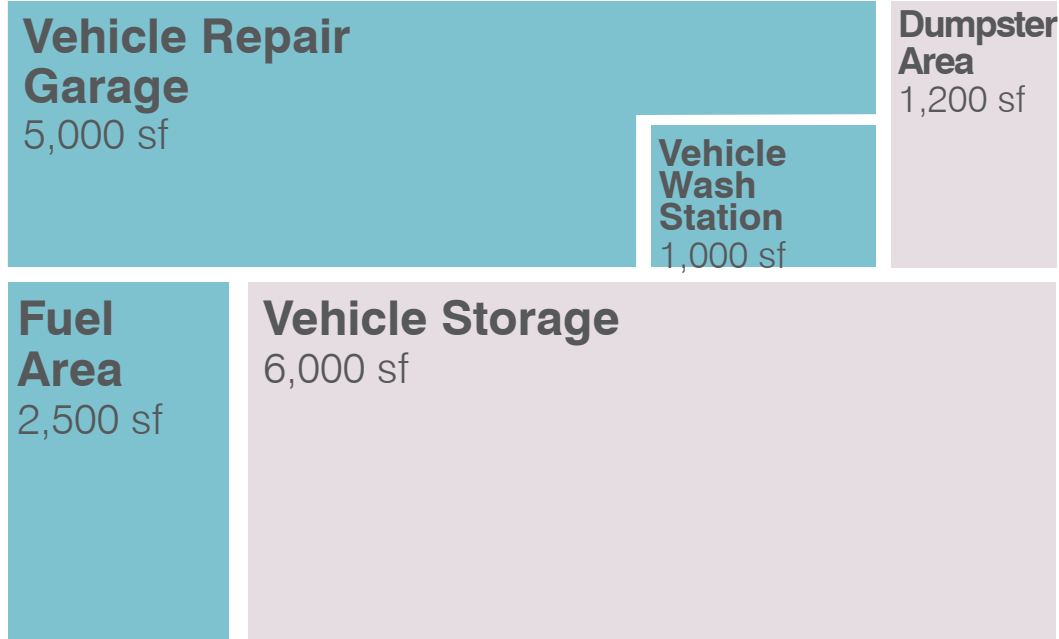
**FIELD STRUCTURE (OPTION)**



**DOG PARK (OPTION)**



# PUBLIC WORKS





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**EXISTING CORP YARD OFFICE**



**CORP YARD BUILDING EXAMPLE**



**CORP YARD EXTERIOR STORAGE**



**BUILDING EXAMPLE**



**ENCLOSED STORAGE (EXAMPLE)**



# 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



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**HILLSIDE MODERN**



**MODERN**



**MEDITERRANEAN**



**SPANISH**



**MEDITERRANEAN**



**CRAFTSMAN CONTEMPORARY**



**MODERN ALPINE**





# **SPECIFIC PLAN OPTIONS**

## WALK-UP

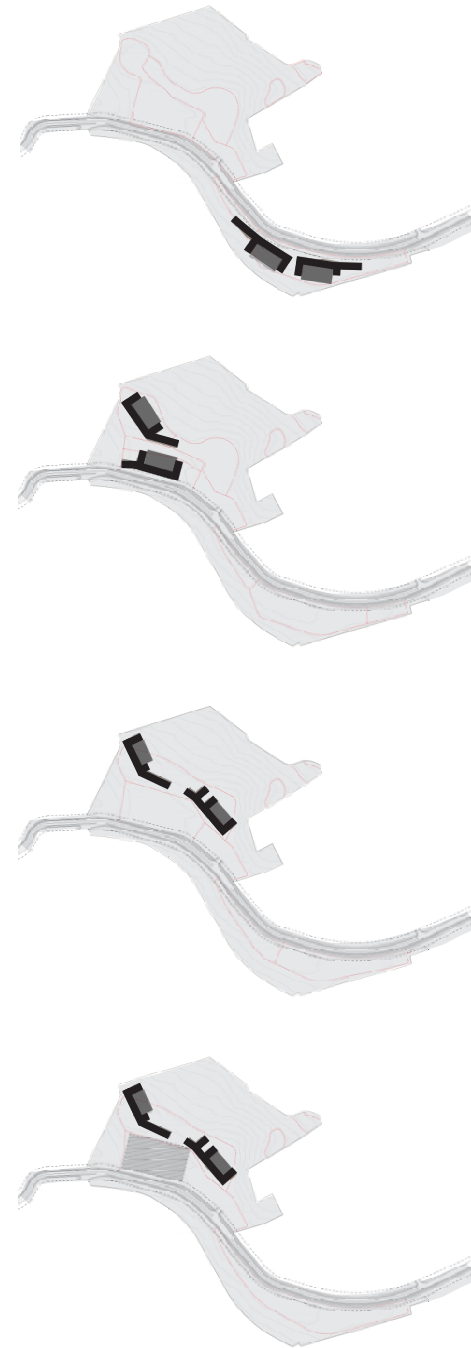
- 3-4 STORIES
- TUCK-UNDER + SURFACE PARKING



- ECONOMICAL BUILDING TYPOLOGY
- FOOTPRINT TOO LARGE

## WRAP

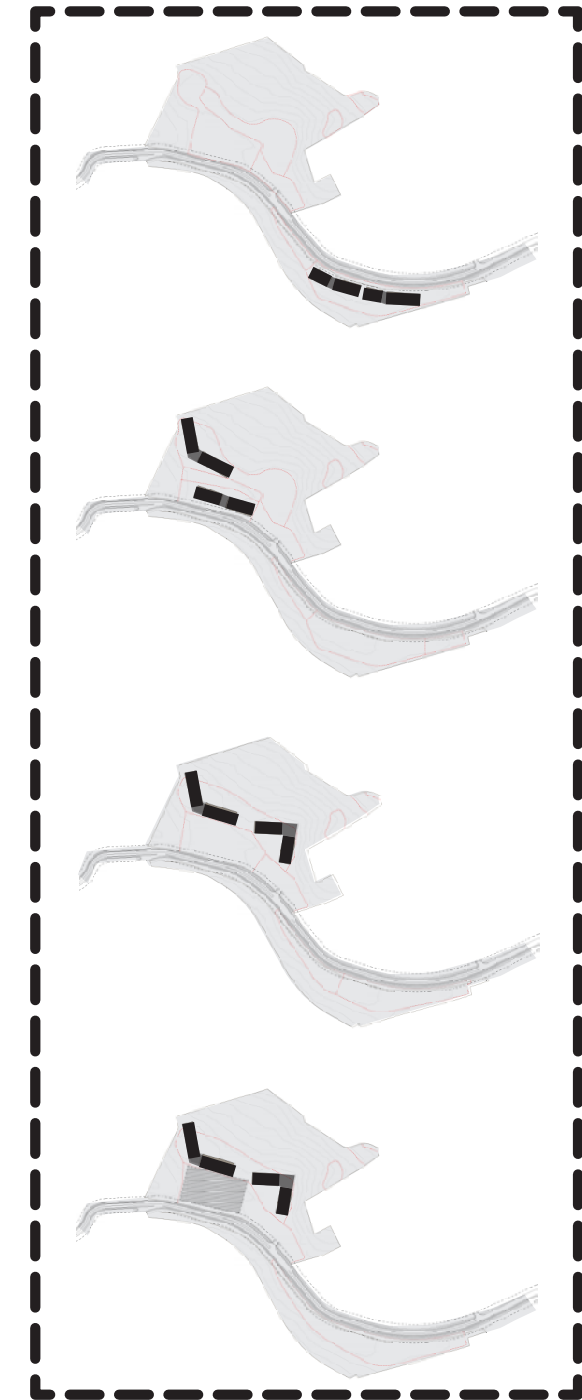
- 5 STORIES
- PARKING STRUCTURE



- BUILDINGS TOO BULKY
- PARKING STRUCTURE INEFFICIENT

## PODIUM

- 4-5 STORIES
- PODIUM PARKING



- COMPACT
- EFFICIENT USE OF SITE

## 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

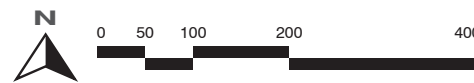
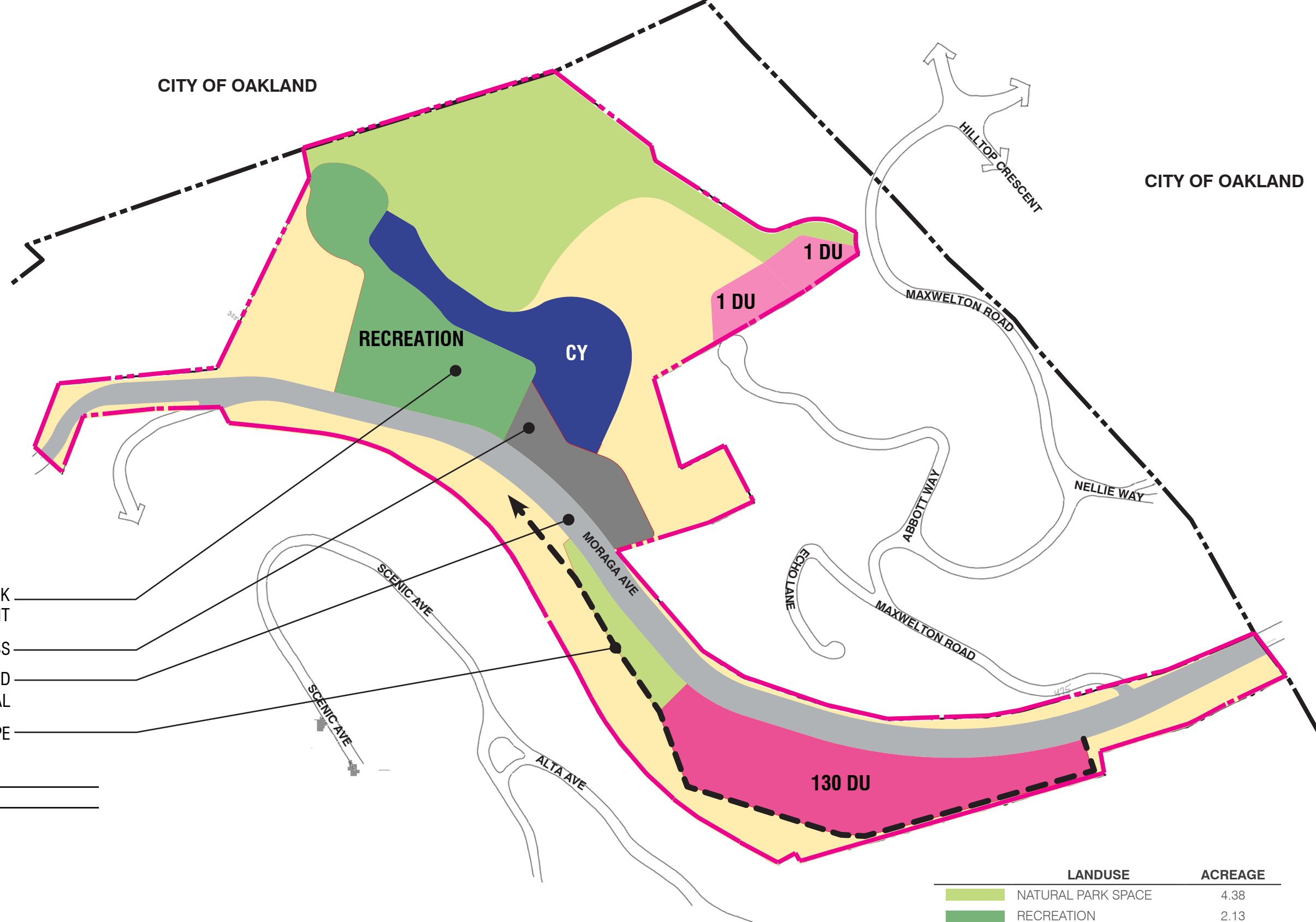
- COACHES FIELD AND KENNELLY SKATE PARK IMPROVEMENT
- INCREASE PARKING AND TRANSIT ACCESS
- IMPROVE PEDESTRIAN SAFETY AND ACCESS WITH SIGNAL
- RELOCATE SEWER TO TOE OF SLOPE

### 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		



- MCSP PROJECT AREA
- CITY OF PIEDMONT
- SEWER LINE

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
<b>TOTAL</b>	<b>22.78</b>



### 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

U14 SOCCER FIELD WITH SOFTBALL OVERLAY

NEW SIGNALIZED INTERSECTION

IMPROVED MORAGA AVE

70 DU MARKET RATE HOUSING PROJECT

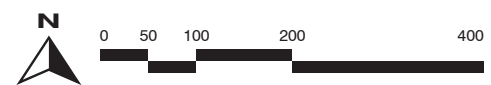
60 DU AFFORDABLE HOUSING PROJECT

NEW PUBLIC TRAIL ACCESS

EXISTING KENNELLY SKATE PARK

2 MARKET RATE SFD HOUSES

ADDITIONAL PARKING





OPTION 1



VIEW SOUTHWEST



VIEW NORTHWEST



VIEW SOUTHEAST ALONG MORAGA AVE

## 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

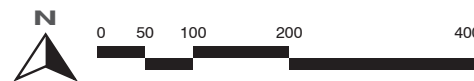
- RELOCATE STORMWATER
- INCREASE PARKING AND TRANSIT ACCESS
- IMPROVE PEDESTRIAN SAFETY AND ACCESS WITH SIGNAL

### 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		



- MCSP PROJECT AREA
- CITY OF PIEDMONT
- SEWER LINE

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
<b>TOTAL</b>	<b>22.78</b>



## 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

70 DU MARKET RATE HOUSING PROJECT

60 DU AFFORDABLE HOUSING PROJECT

NEW SIGNALIZED INTERSECTION

IMPROVED MORAGA AVE

DOG PARK

U14 SOCCER FIELD WITH SOFTBALL OVERLAY

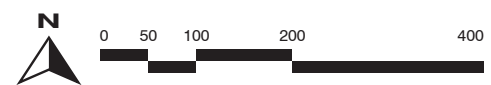


NEW PUBLIC TRAIL ACCESS

2 MARKET RATE SFD HOUSES

ADDITIONAL PARKING

NEW SKATE SPOT





OPTION 2



VIEW EAST



VIEW NORTHWEST



VIEW EAST ALONG MORAGA AVE

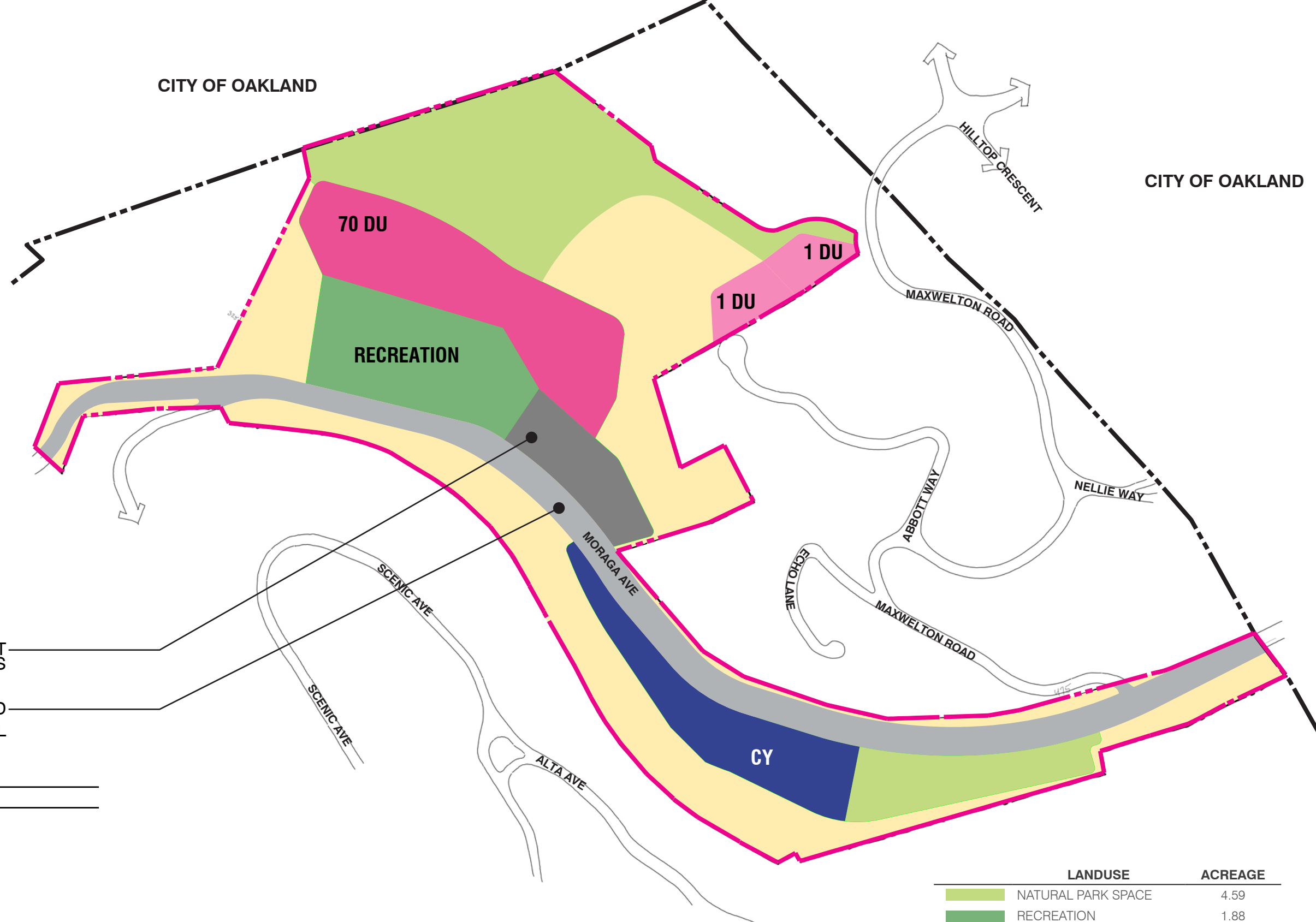


### OPTION 3

- 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

INCREASE PARKING AND TRANSIT ACCESS

IMPROVE PEDESTRIAN SAFETY AND ACCESS WITH SIGNAL

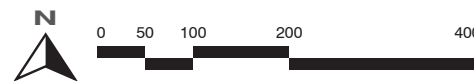


#### DEVELOPMENT

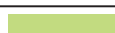






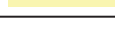
##### SINGLE FAMILY

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	1.50 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		



 MCSP PROJECT AREA  
 CITY OF PIEDMONT

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
<b>TOTAL</b>	<b>22.78</b>



### 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

70 DU MARKET RATE HOUSING PROJECT

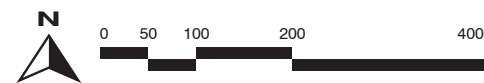
U14 SOCCER FIELD WITH SOFTBALL OVERLAY

60 DU AFFORDABLE HOUSING PROJECT

ADDITIONAL PARKING

NEW SIGNALIZED INTERSECTION

IMPROVED MORAGA AVE





OPTION 3



VIEW EAST



VIEW NORTHWEST



VIEW EAST ALONG MORAGA AVE

## 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

PARKING STRUCTURE WITH FIELD ON TOP  
 PUBLIC WORKS INCORPORATED INTO PARKING STRUCTURE  
 IMPROVE PEDESTRIAN SAFETY AND ACCESS WITH SIGNAL

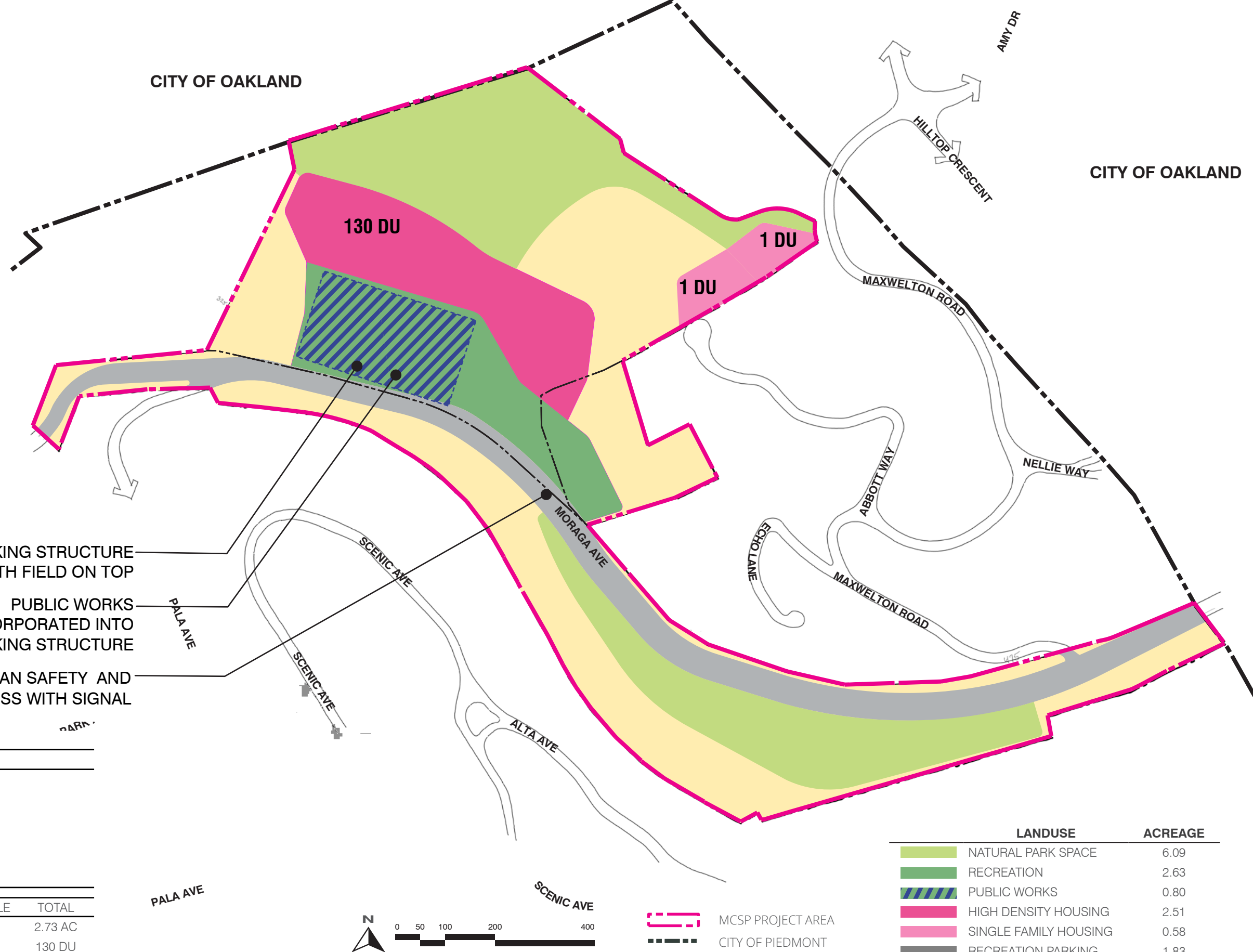
### DEVELOPMENT

#### 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	1.50 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
<b>TOTAL</b>	<b>22.78</b>



### 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

70 DU MARKET RATE HOUSING PROJECT

60 DU AFFORDABLE HOUSING PROJECT

U14 SOCCER FIELD WITH SOFTBALL OVERLAY ON STRUCTURE

ADDITIONAL PARKING

NEW SIGNALIZED INTERSECTION

IMPROVED MORAGA AVE



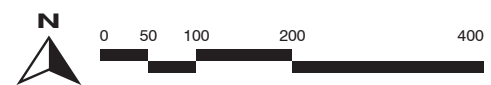
NEW PUBLIC TRAIL ACCESS

CORP YARD ON STRUCTURE

NEW SKATE SPOT

2 MARKET RATE SFD HOUSES

DOG PARK





OPTION 4



VIEW EAST



VIEW NORTHWEST



VIEW EAST ALONG MORAGA AVE



# 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
<b>1</b>	1	4	1	3	1	1	3	4	1
<b>2</b>	3	3	3	2	4	1	2	3	4
<b>3</b>	4	2	2	4	2	1	3	2	1
<b>4</b>	2	1	4	1	3	1	1	1	4



# COMMUNITY WORKSHOP



# 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.



# 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



# WORKSHOP FEEDBACK

“

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



“

Pedestrians need to feel safe walking Moraga and crossing Moraga”

“



Ensuring the aesthetic of the housing matches the quality and standards of the rest of Piedmont”

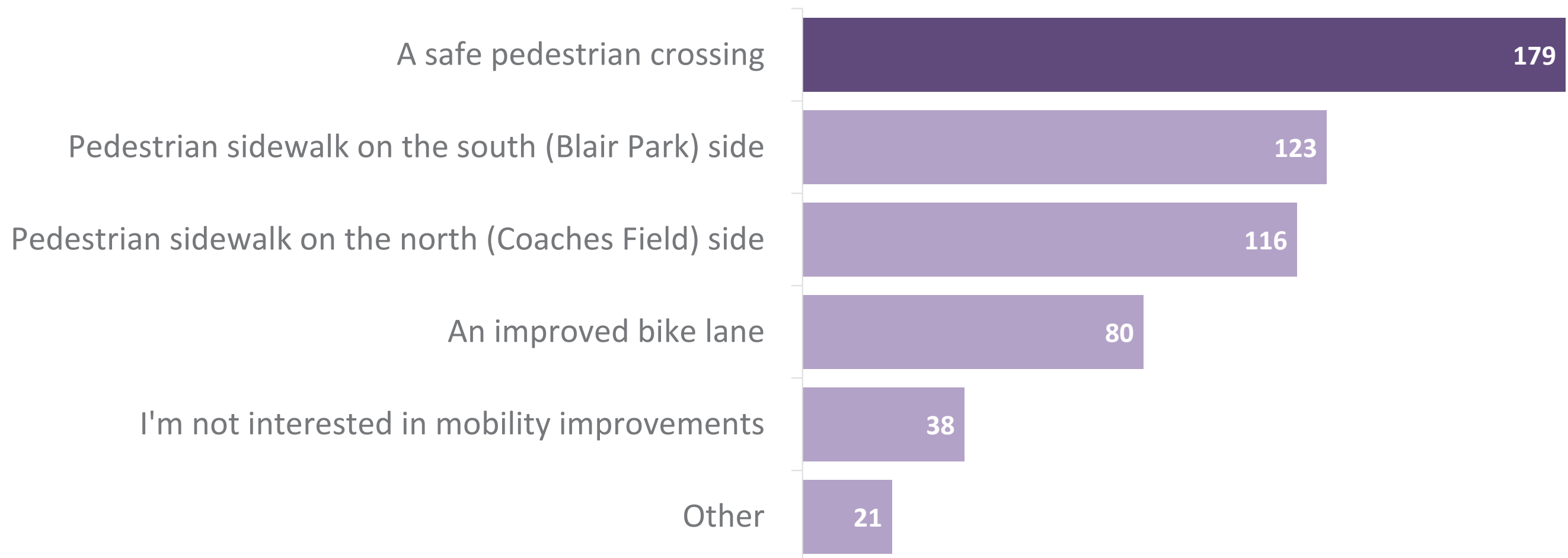
“

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



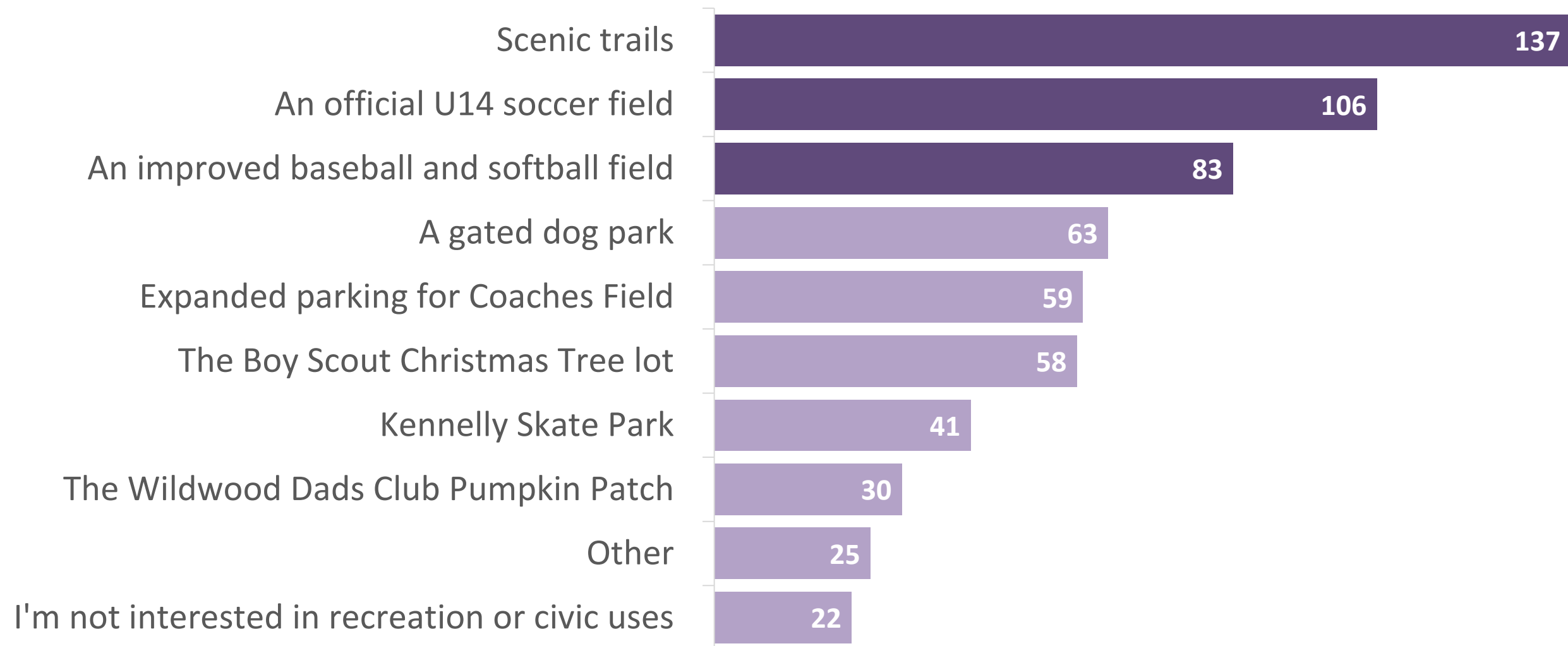
# LAND USE ALTERNATIVES SURVEY

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



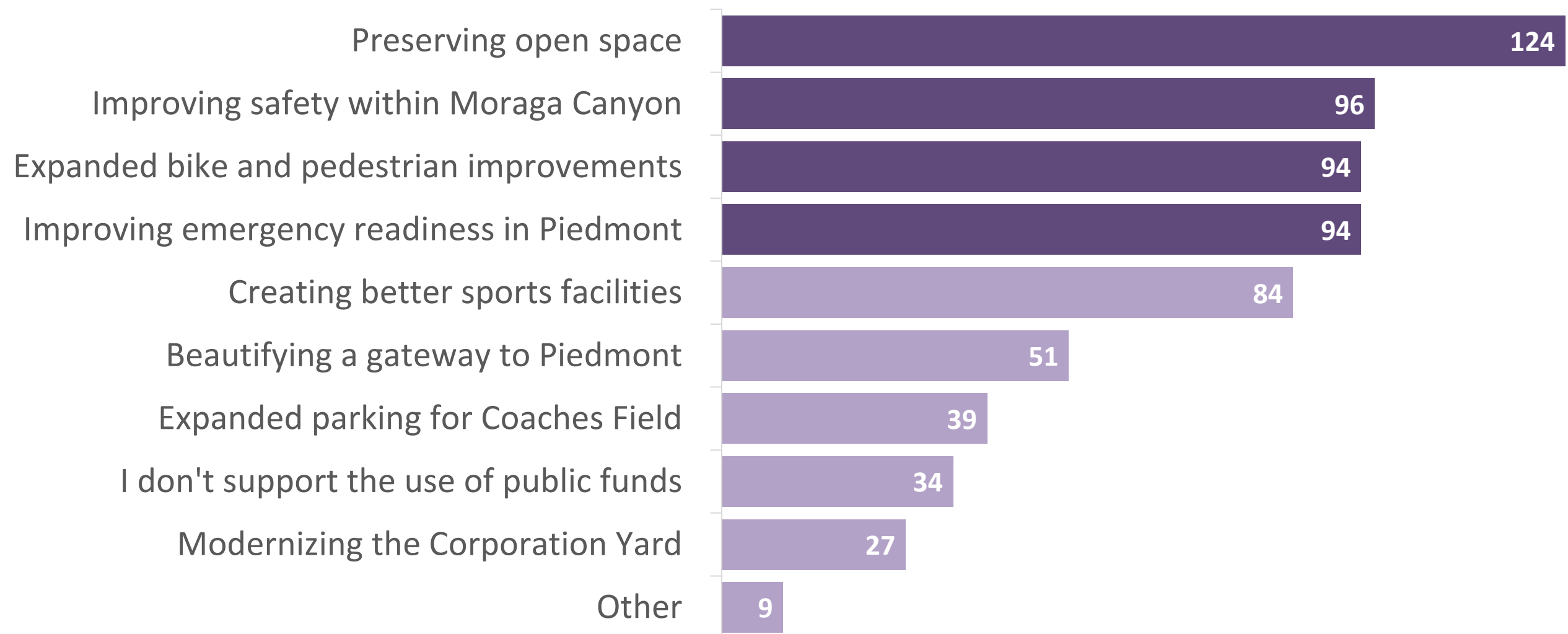
# LAND USE ALTERNATIVES SURVEY

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



# LAND USE ALTERNATIVES SURVEY

Which improvements would you support using public funds to implement?





# **FISCAL & FEASIBILITY STUDIES**

# 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?



# 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

# 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**

# 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?

# FEASIBILITY STUDY METHODOLOGY

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

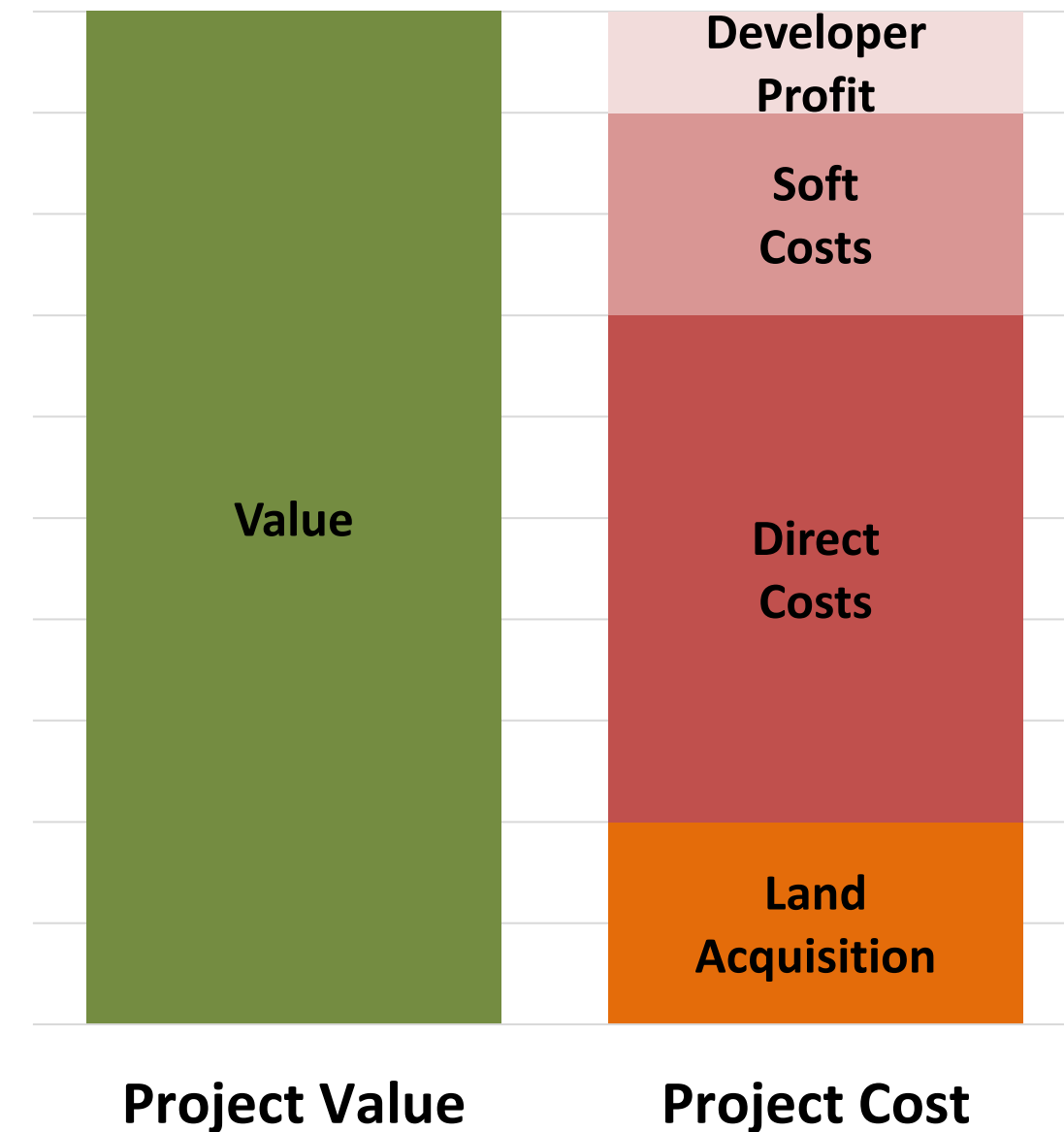
## Calculation of **Residual Land Value (RLV)**

- 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?



# AFFORDABLE HOUSING APPROACH

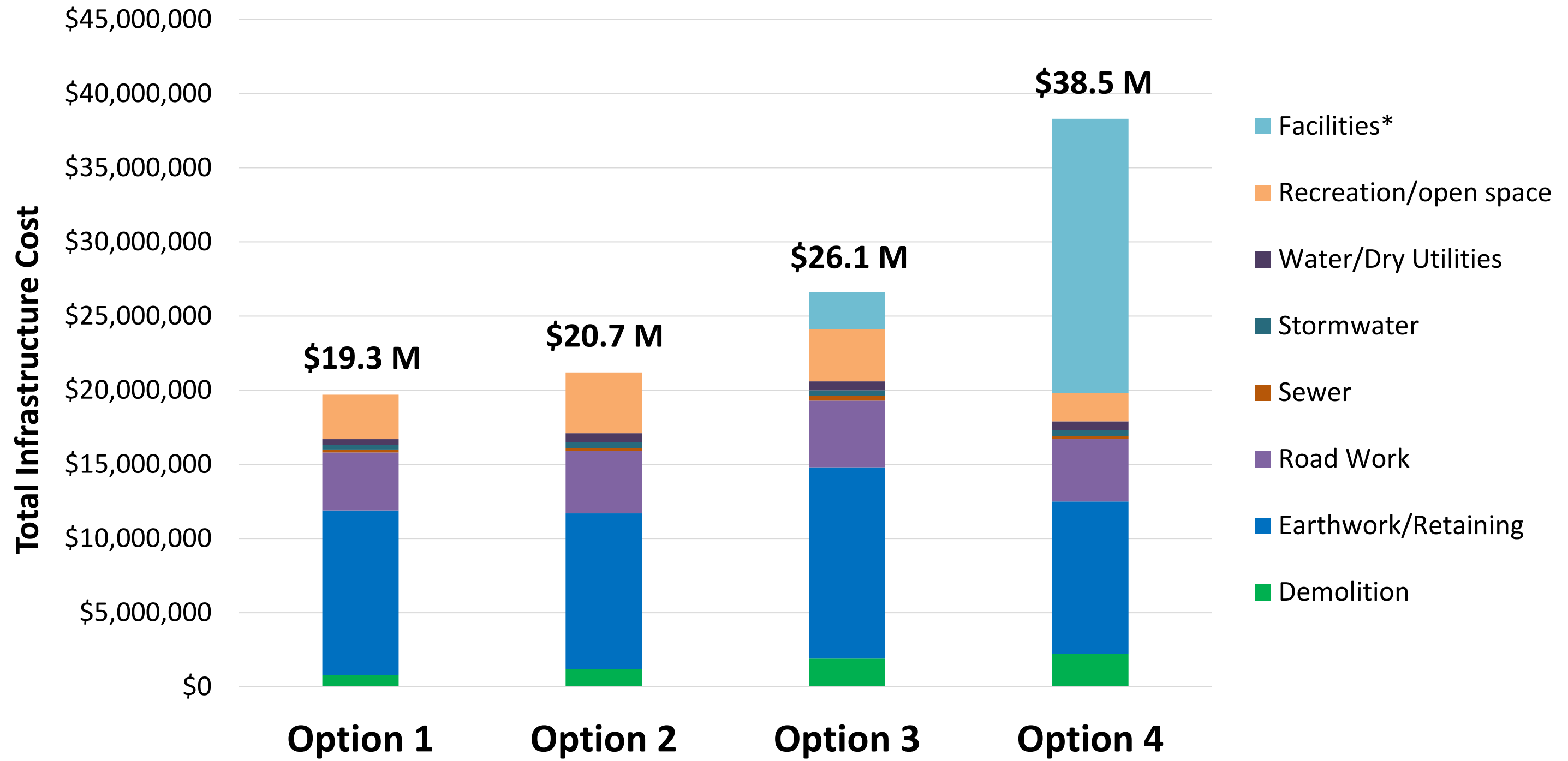
60 affordable units are assumed to be built by a specialized, non-profit affordable housing developer.

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

# HORIZONTAL INFRASTRUCTURE



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

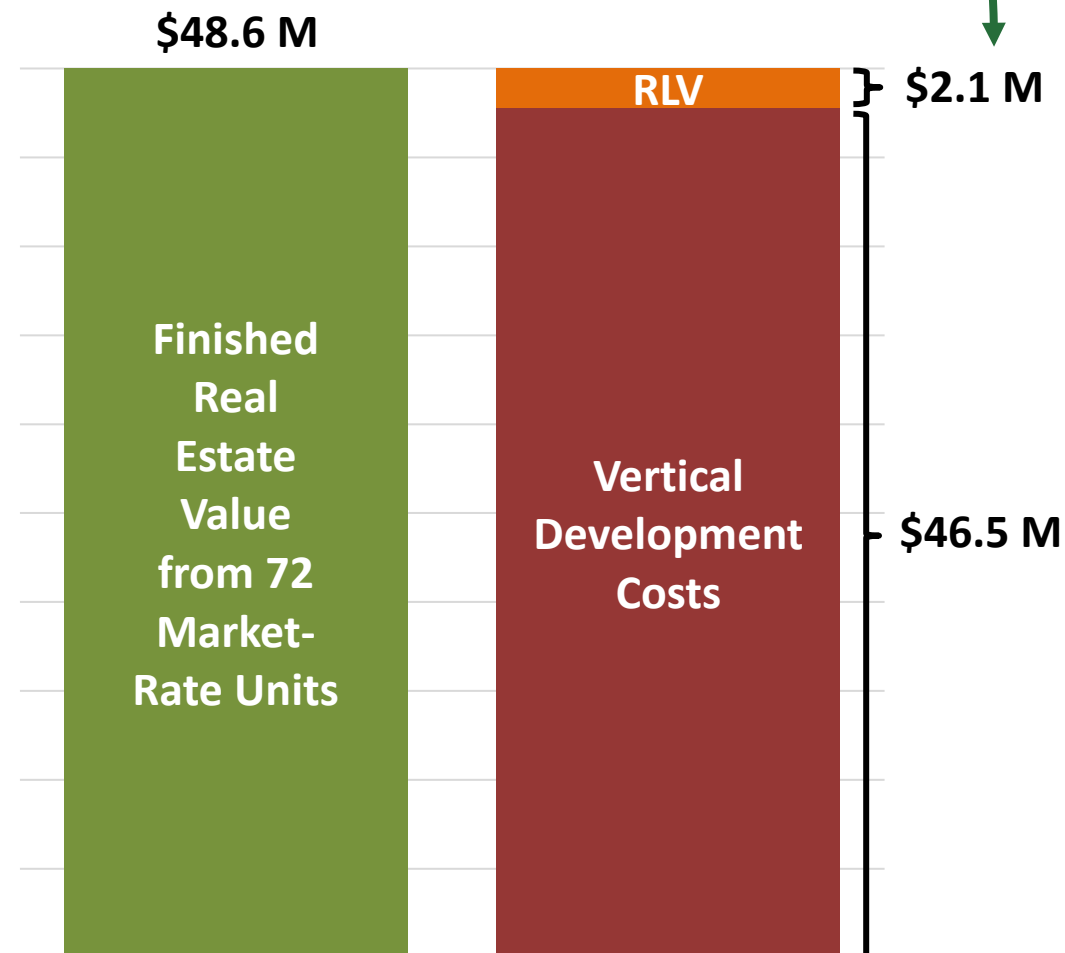
# POTENTIAL FUNDING SOURCES

- 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

# EVALUATION: OPTION 1

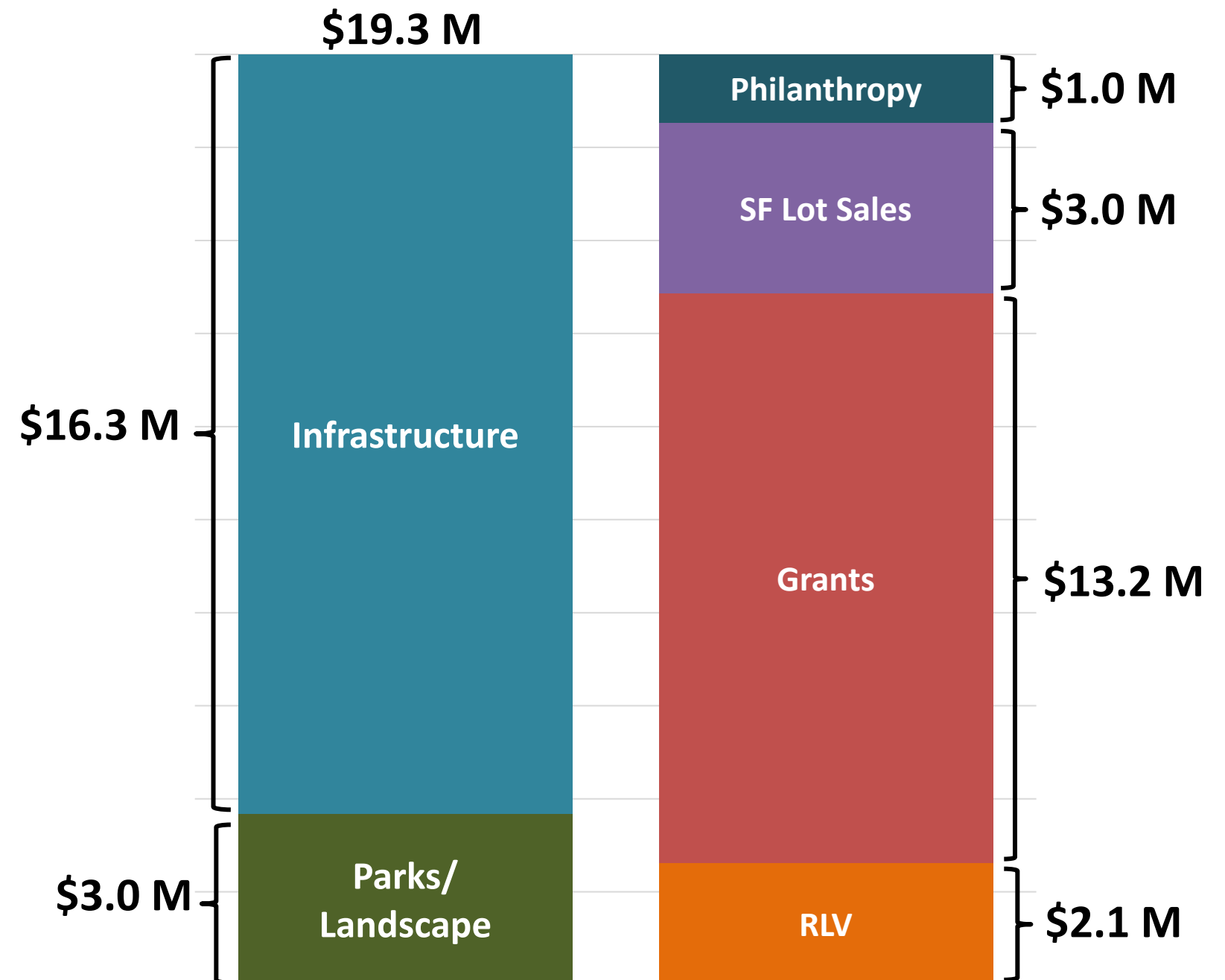
## Residual Land Value Analysis

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

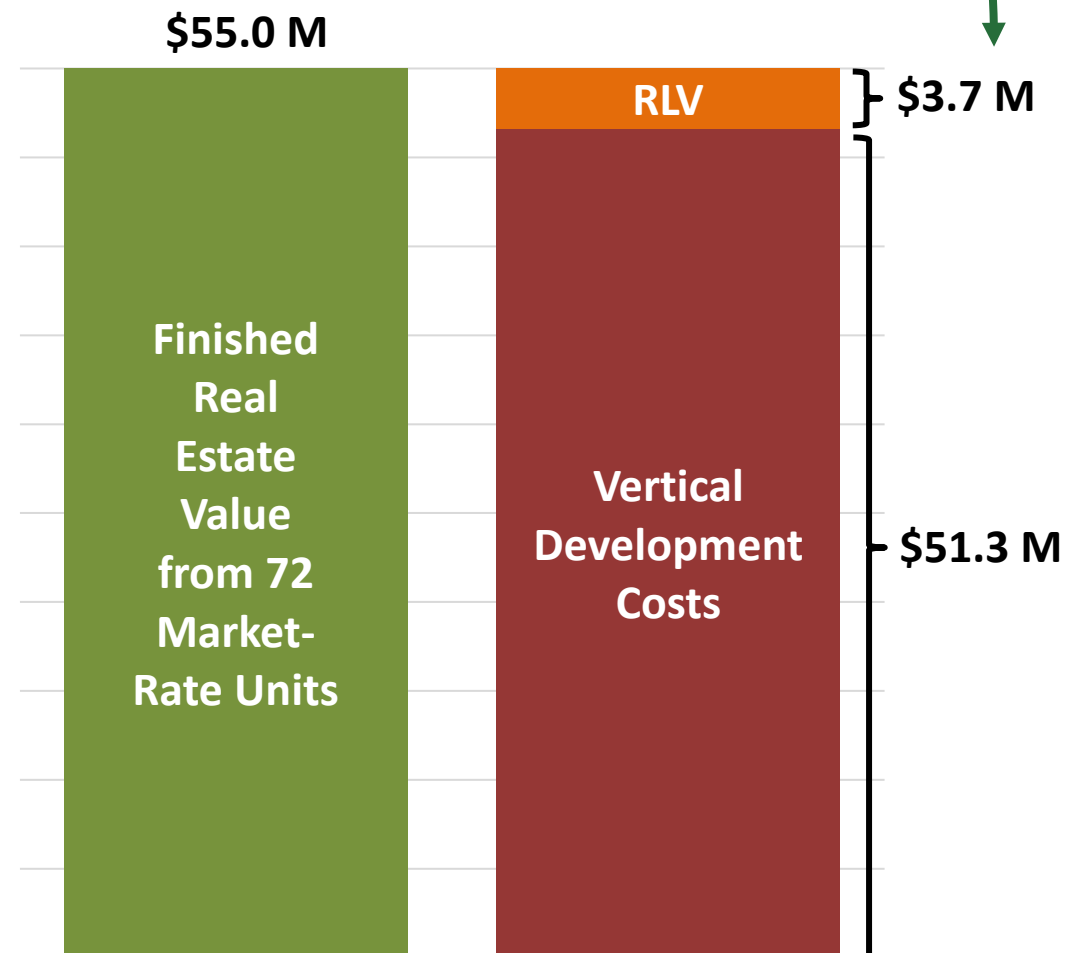




# EVALUATION: OPTION 2

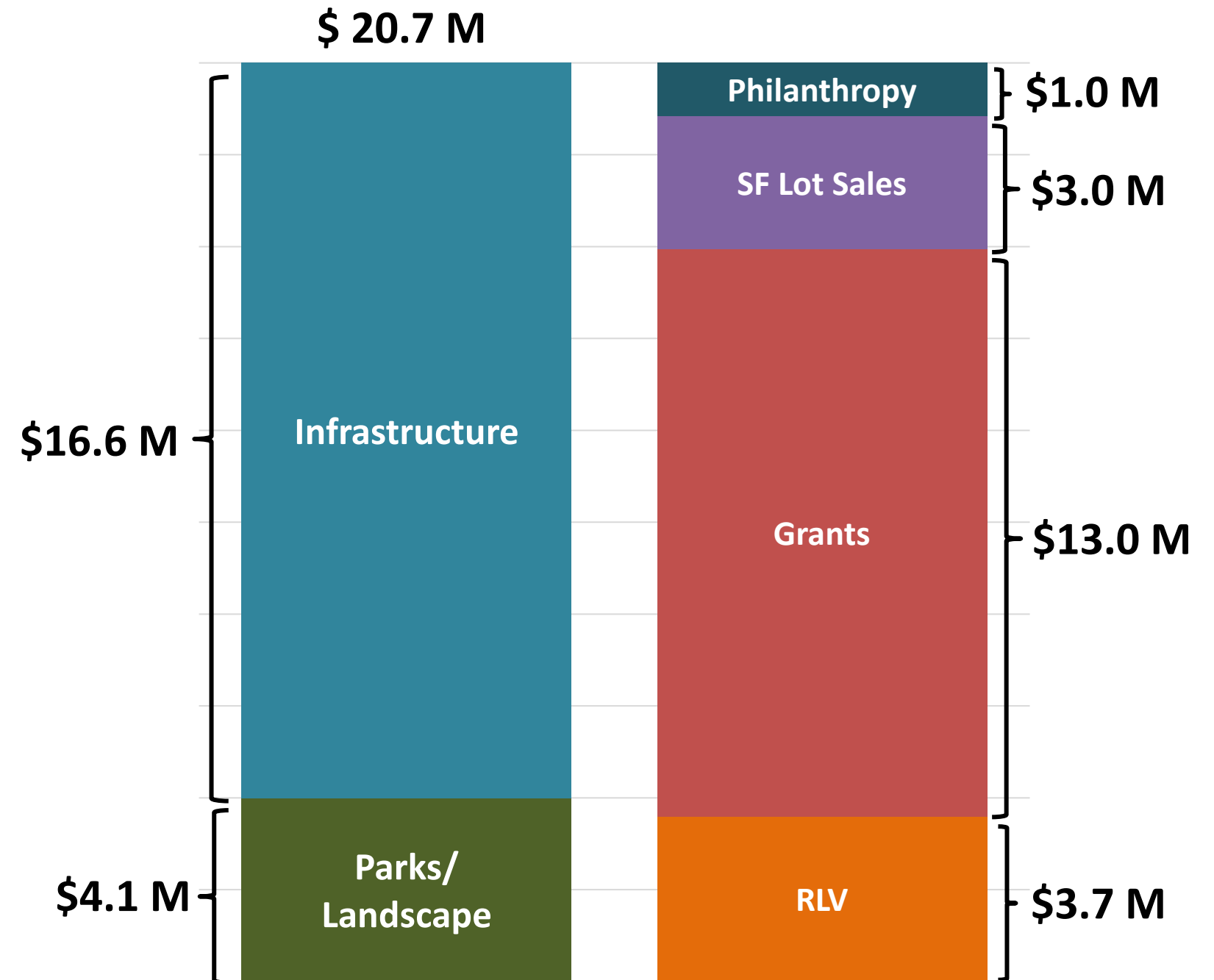
## Residual Land Value Analysis

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.

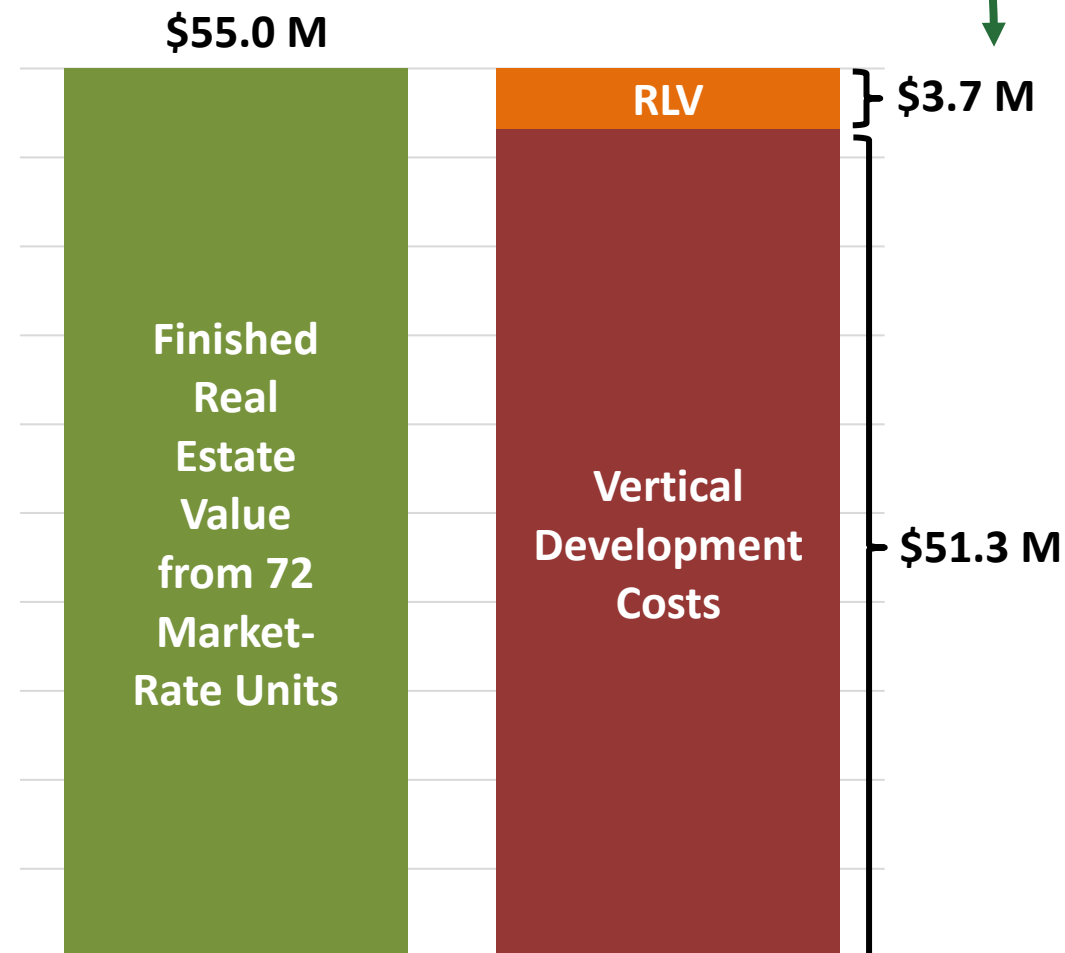
## Infrastructure Costs and Potential Sources



# EVALUATION: OPTION 3

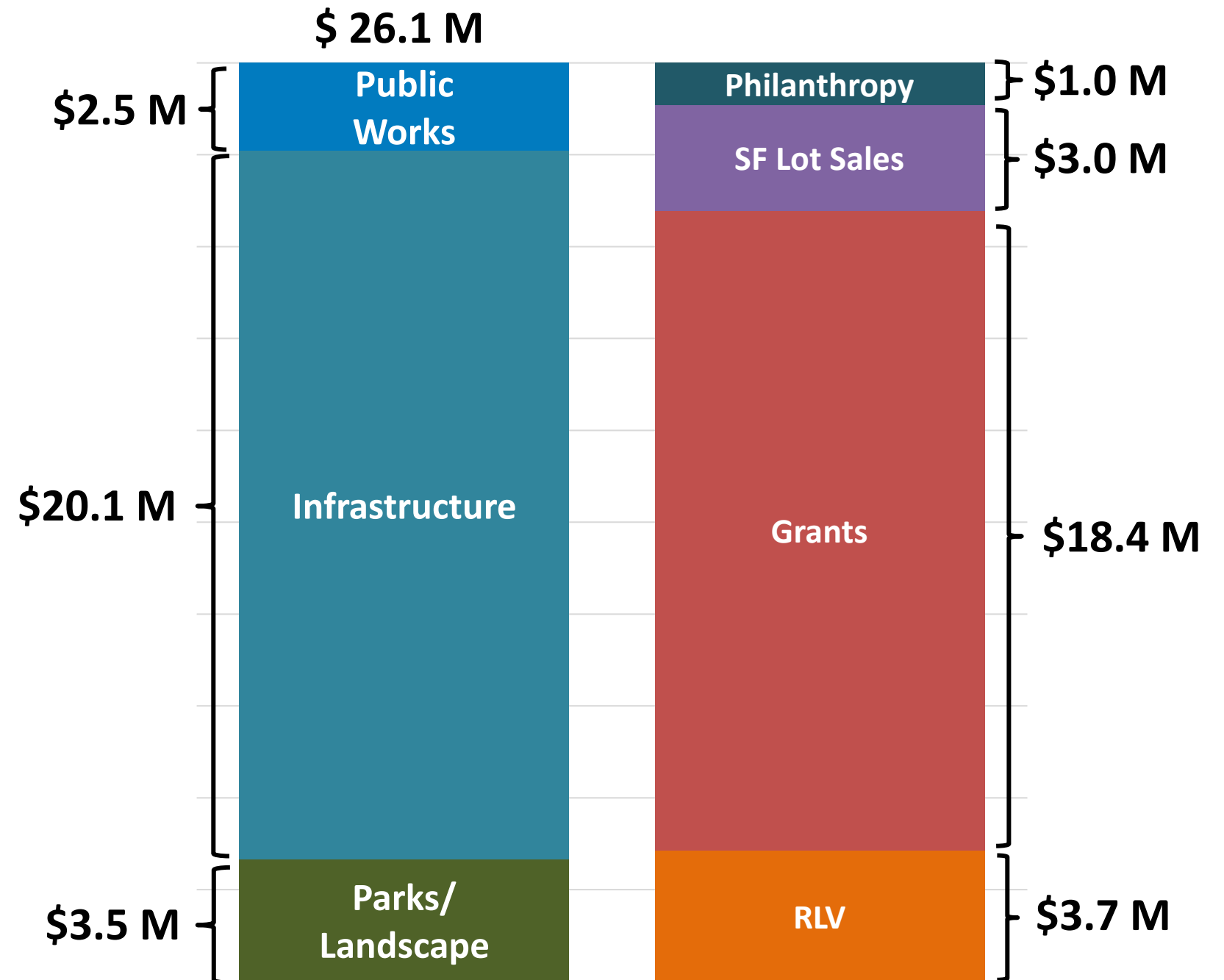
## Residual Land Value Analysis

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.

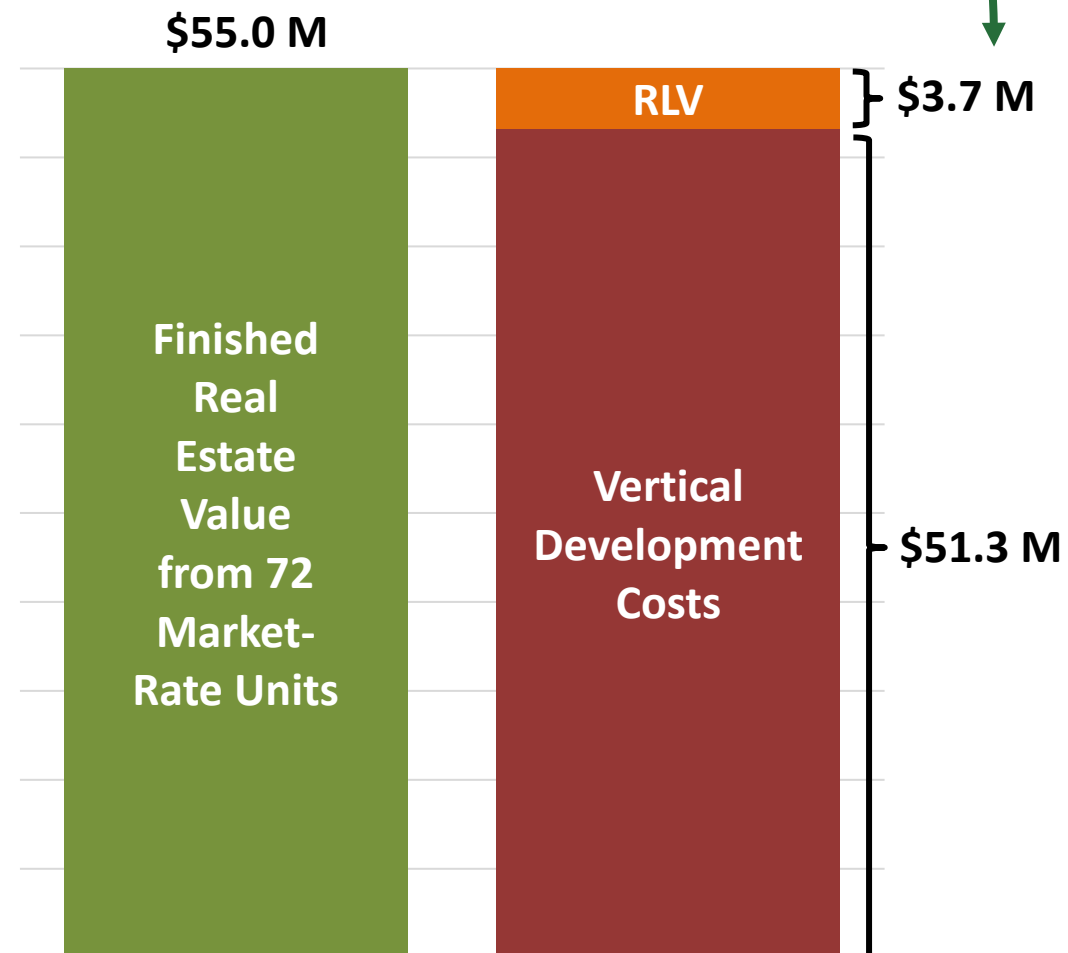
## Infrastructure Costs and Potential Sources



# EVALUATION: OPTION 4

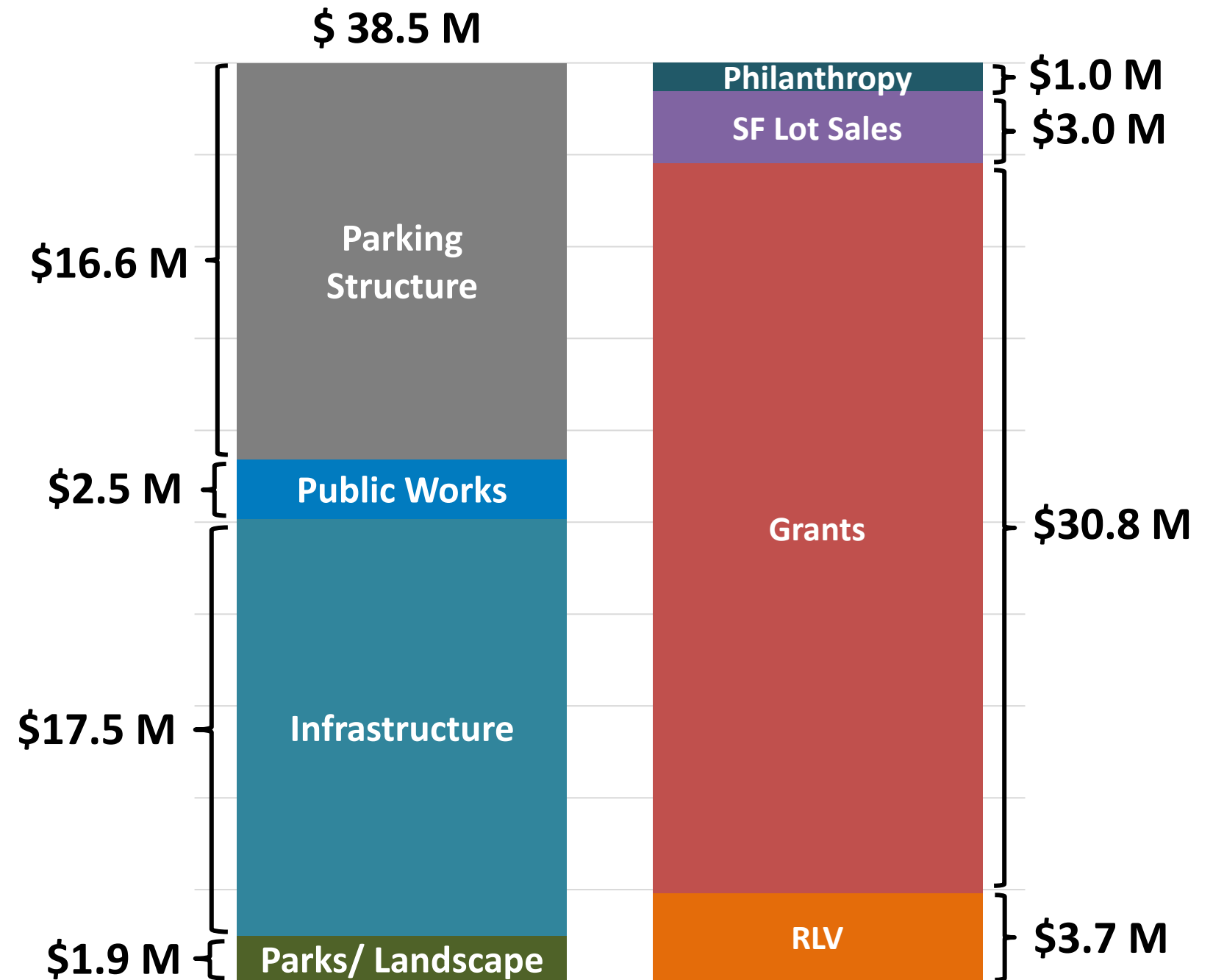
## Residual Land Value Analysis

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



# 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)

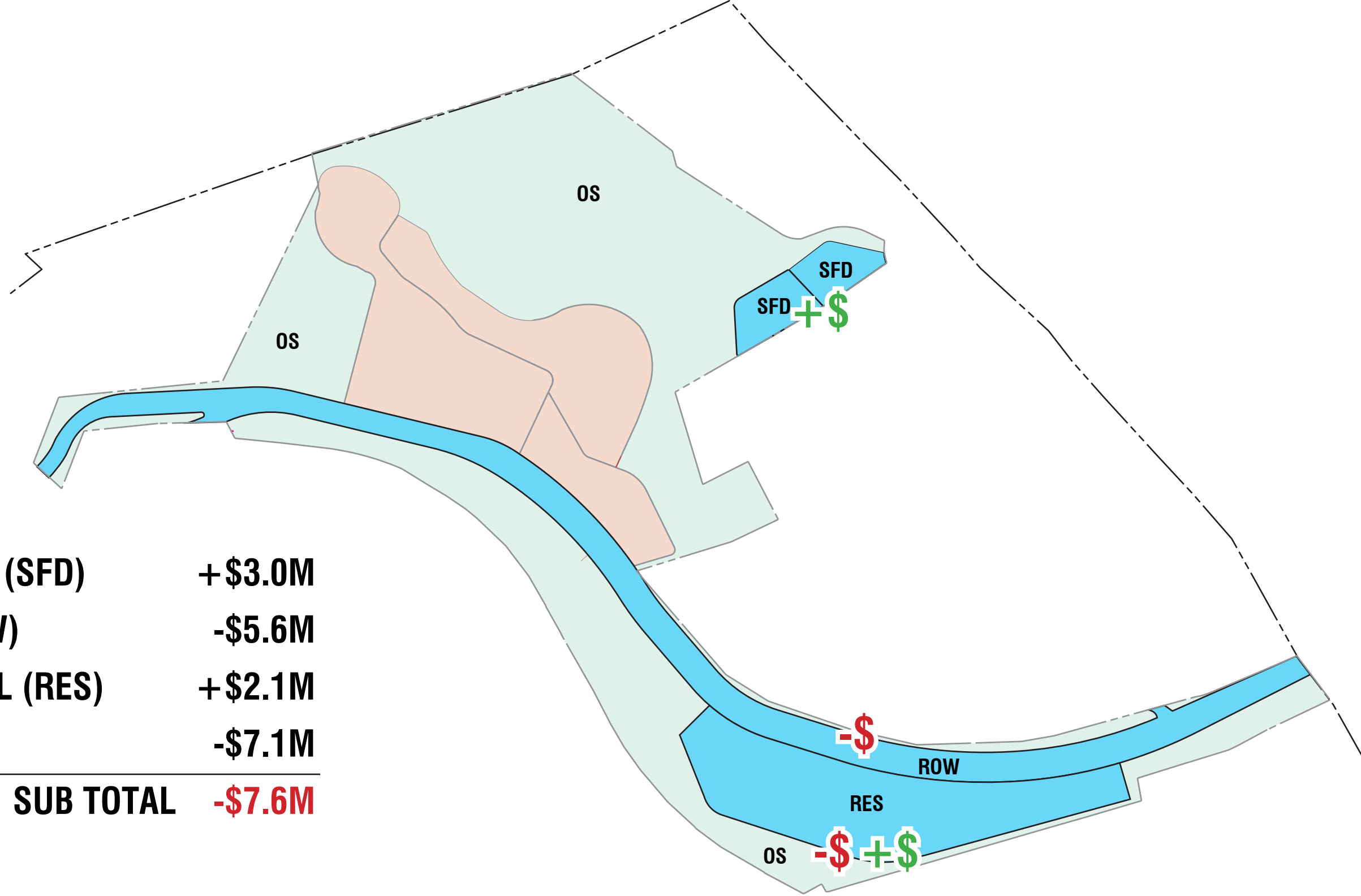
## Development Costs

- 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

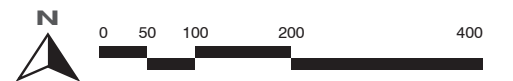
**OPTION 1**



**PHASE 1**

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

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



**OPTION 1**







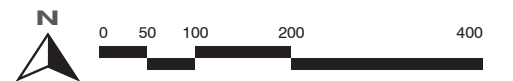
**PHASE 2**

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

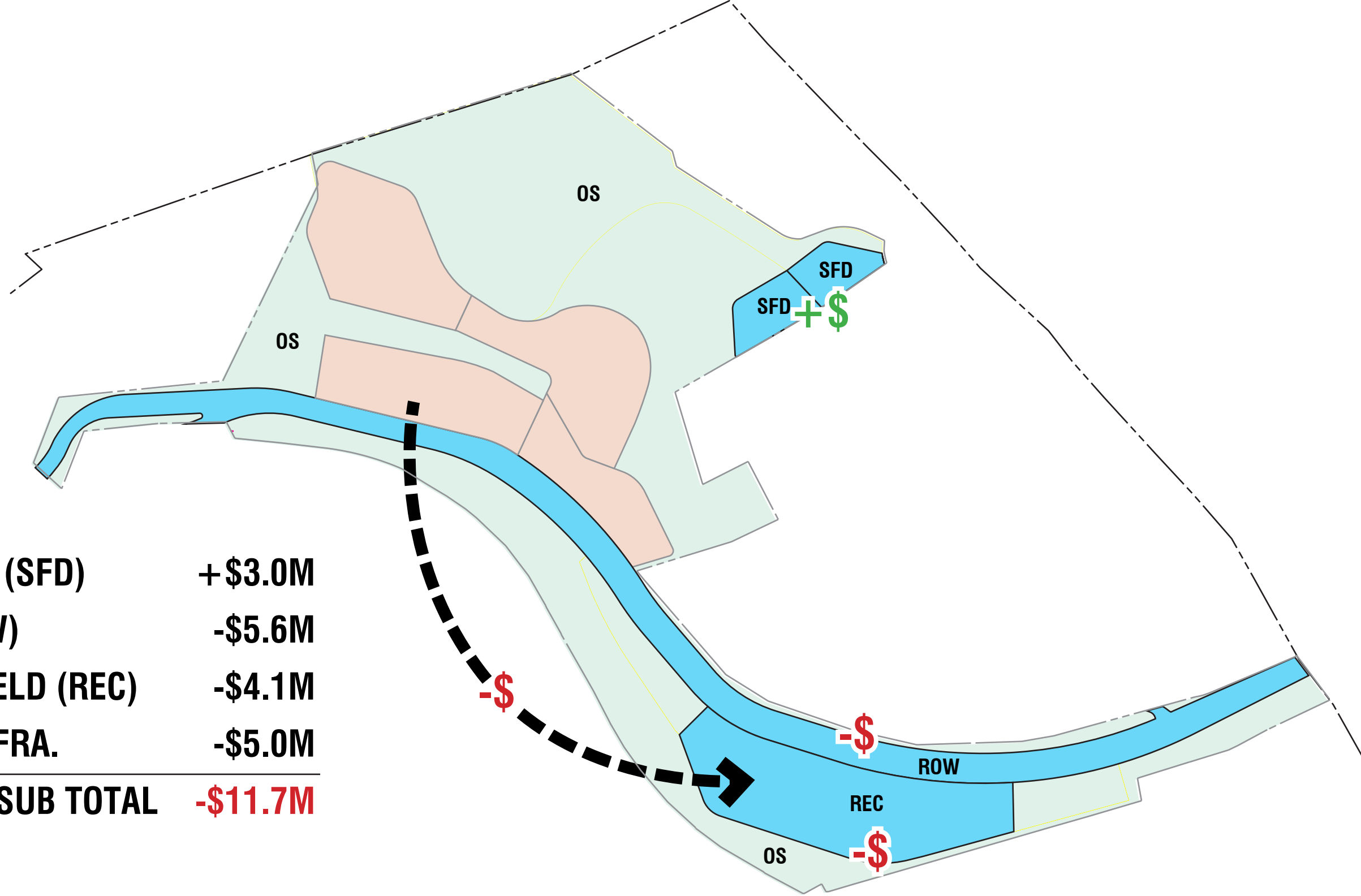
PHASE 1: - \$7.6 TOTAL RESIDUAL  
 PHASE 2: - \$6.6 TOTAL RESIDUAL

**-\$14.2M TOTAL**

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







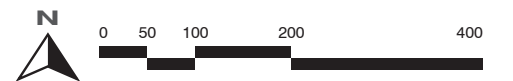
**OPTION 2**



**PHASE 1**

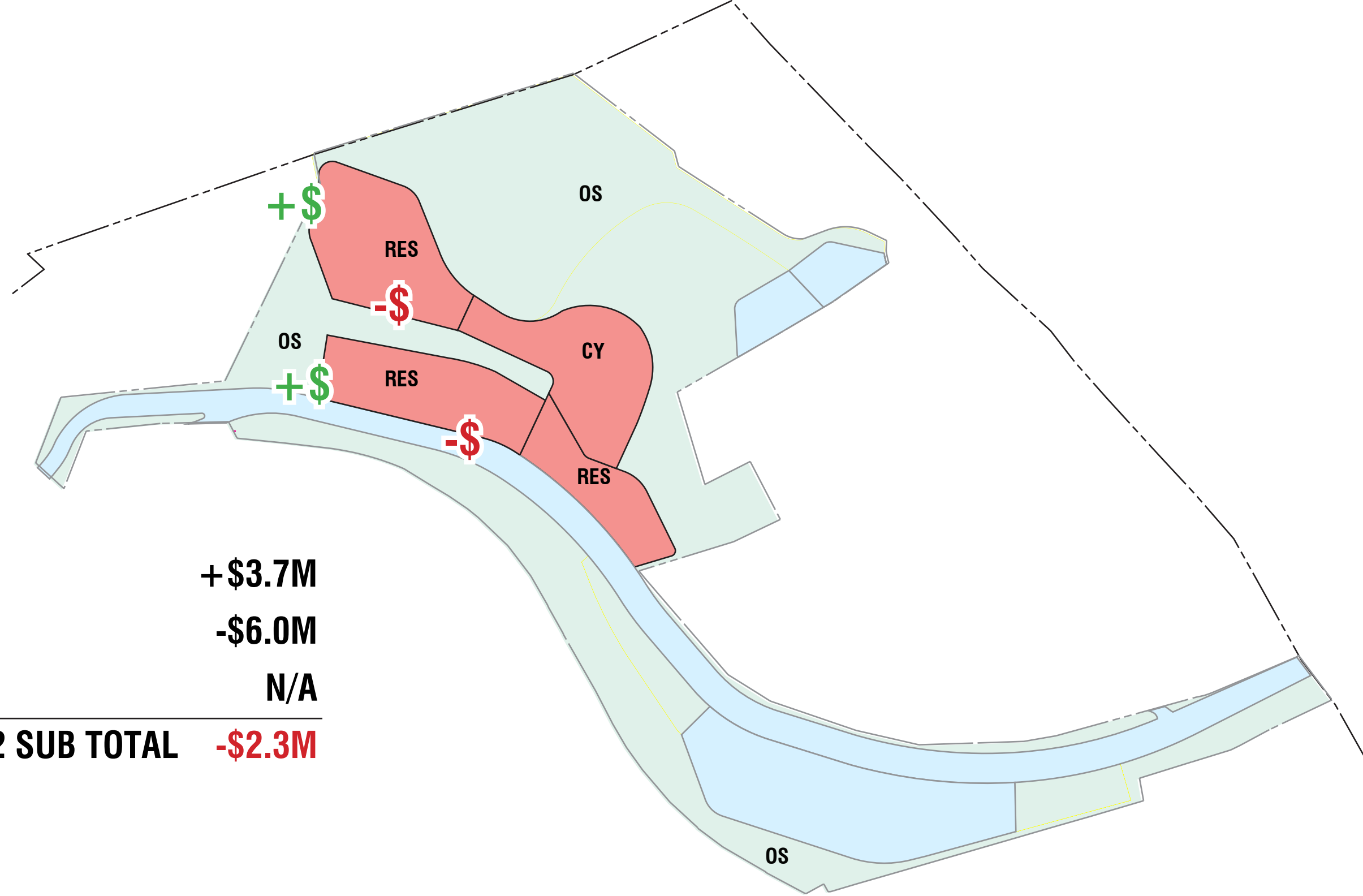
<b>SALE OF SFD LOTS (SFD)</b>	<b>+\$3.0M</b>
<b>MORAGA AVE (ROW)</b>	<b>-\$5.6M</b>
<b>MOVE COACHES FIELD (REC)</b>	<b>-\$4.1M</b>
<b>COACHES FIELD INFRA.</b>	<b>-\$5.0M</b>
<b>PHASE 1 SUB TOTAL</b>	<b>-\$11.7M</b>

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





**OPTION 2**







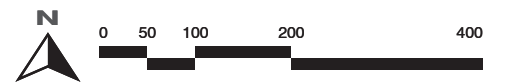
**PHASE 2**

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

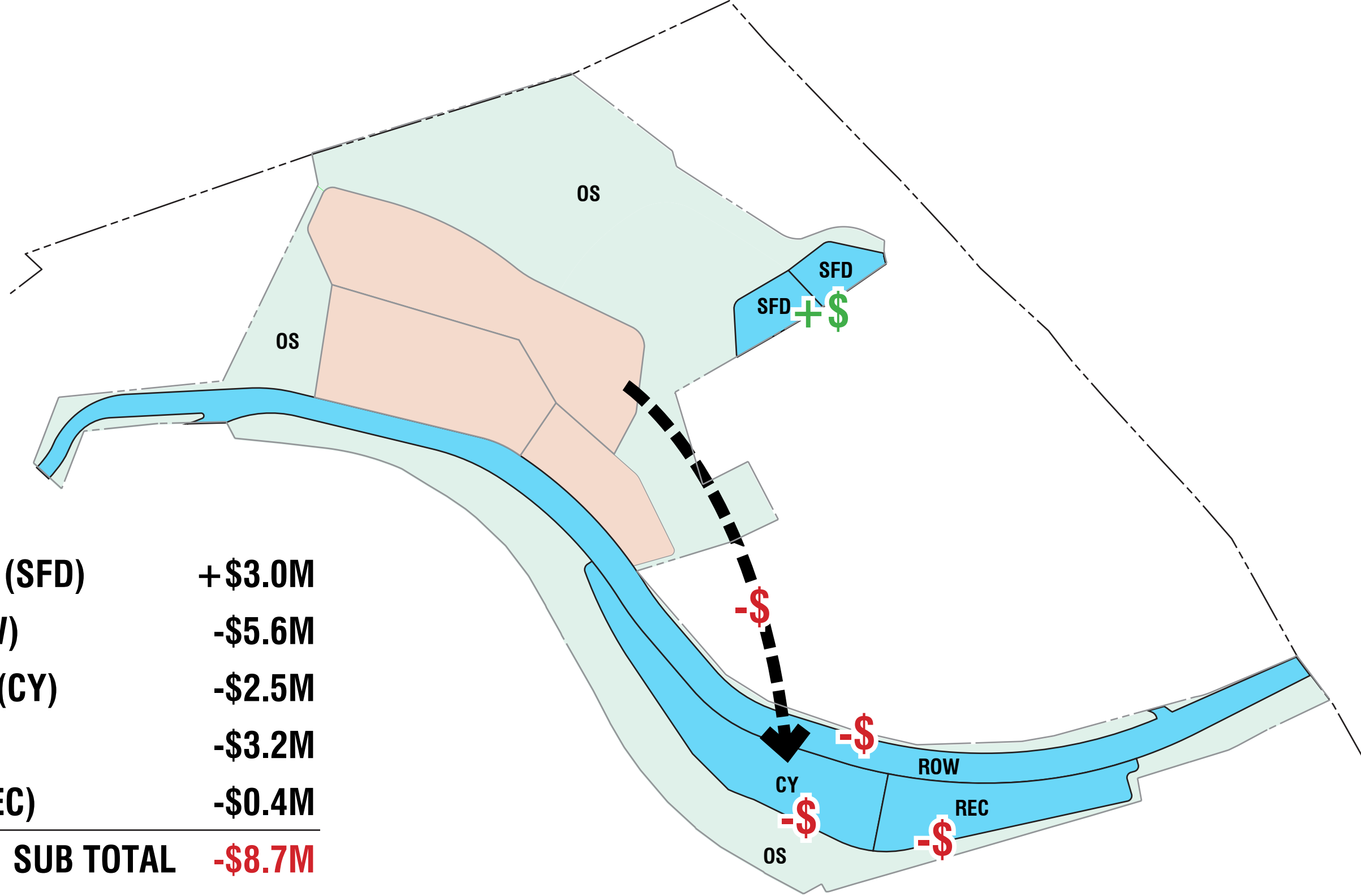
PHASE 1: - \$11.7 TOTAL RESIDUAL  
 PHASE 2: - \$2.3 TOTAL RESIDUAL

**-\$14M TOTAL**

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







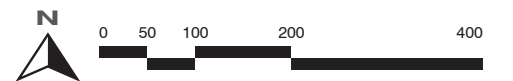
## OPTION 3



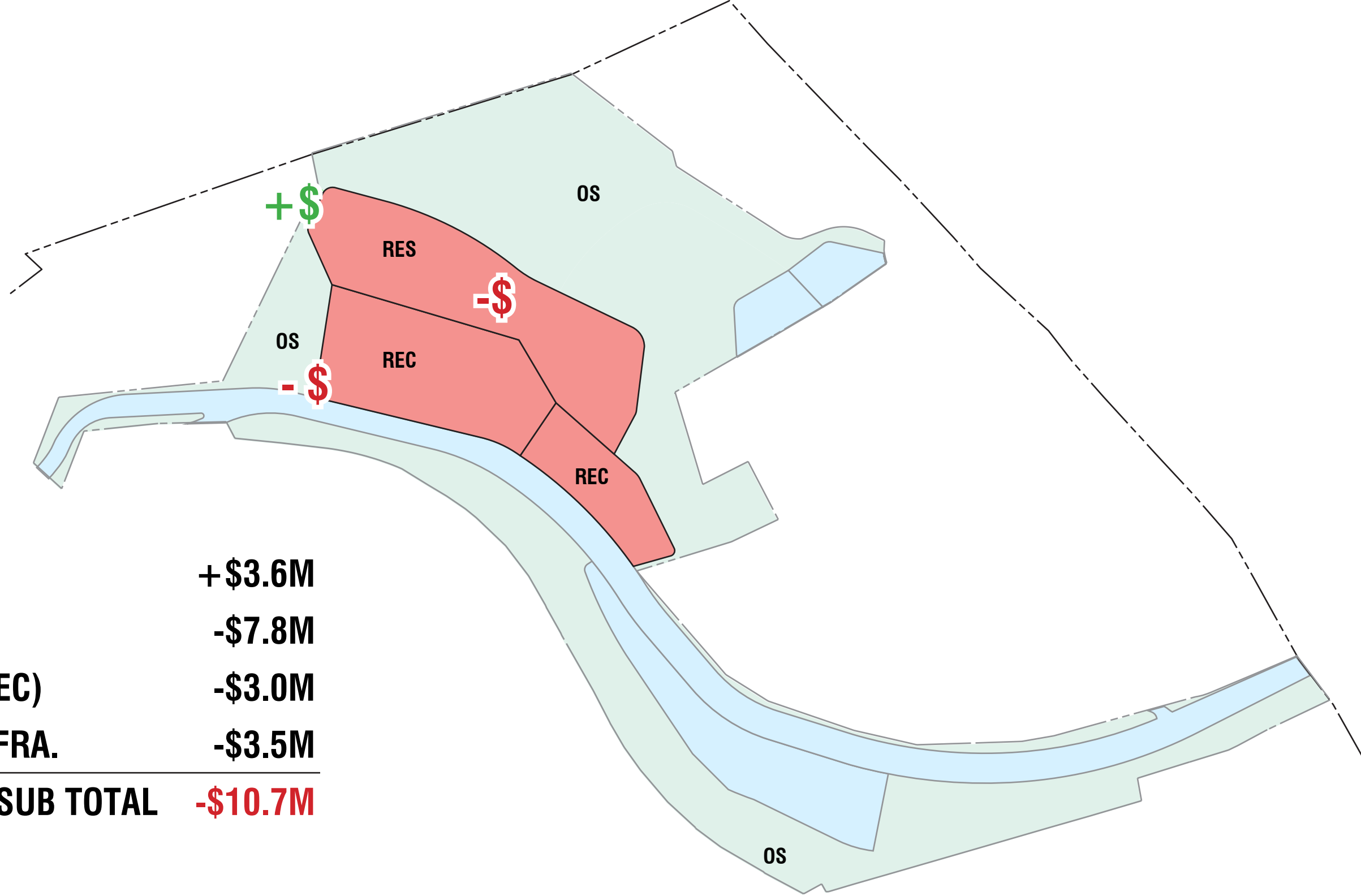
### PHASE 1

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

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



**OPTION 3**







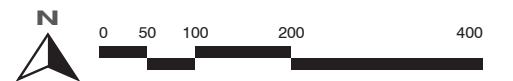
**PHASE 2**

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

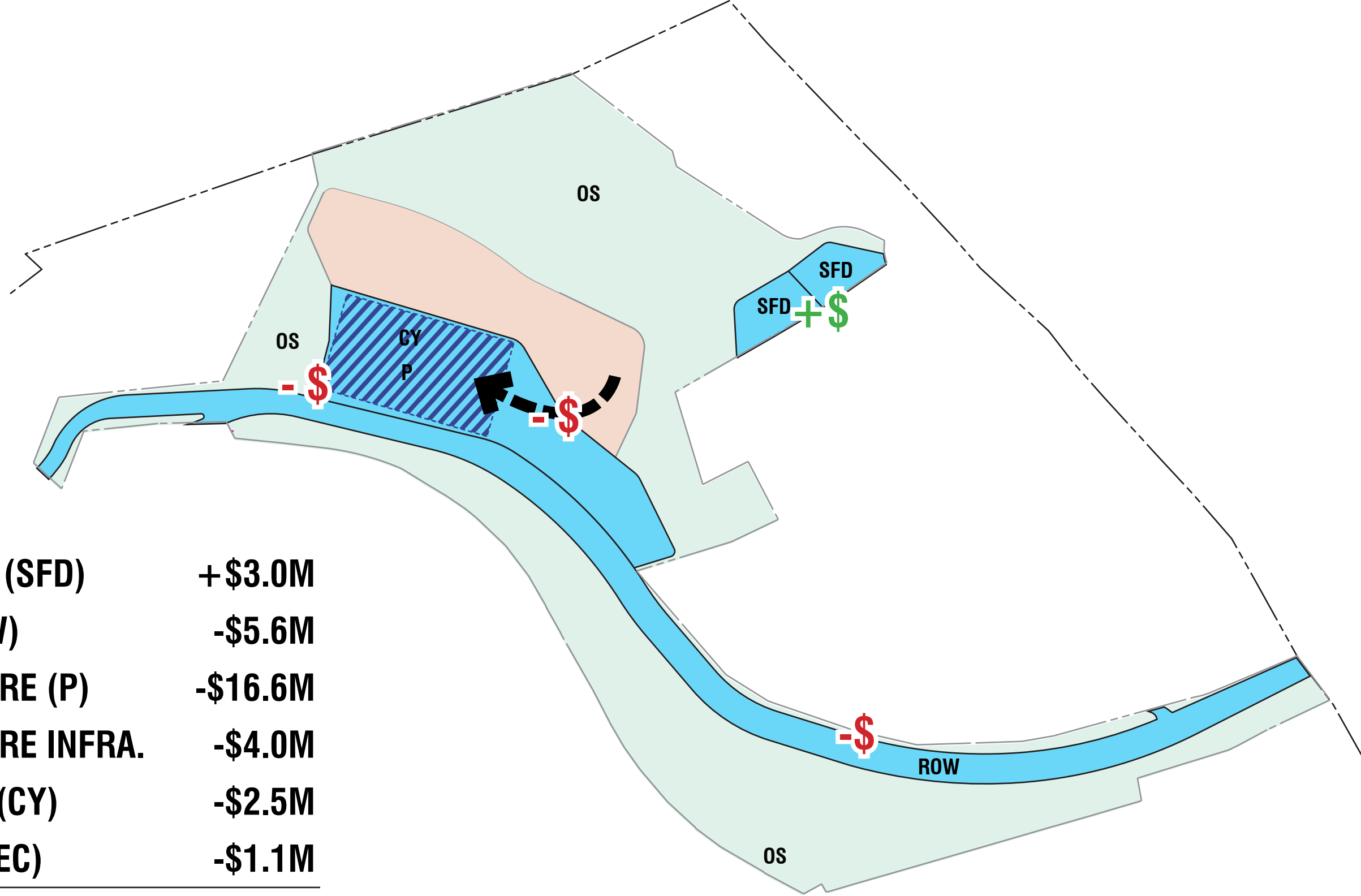
PHASE 1: - \$8.7 TOTAL RESIDUAL  
 PHASE 2: - \$10.7 TOTAL RESIDUAL

**-\$19.4M TOTAL**

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

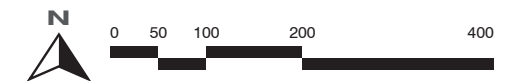


**OPTION 4**



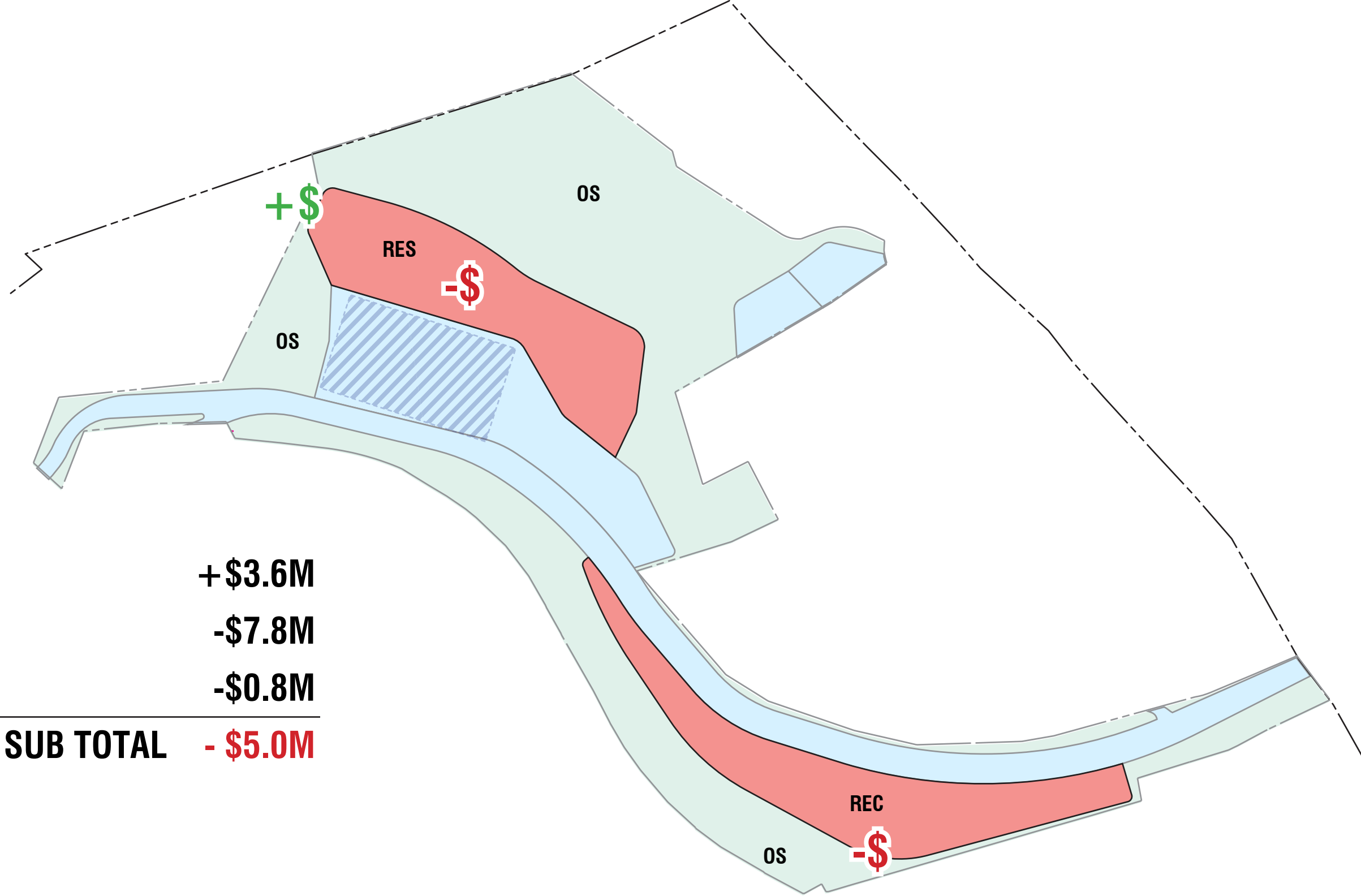
**PHASE 1**

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





# OPTION 4

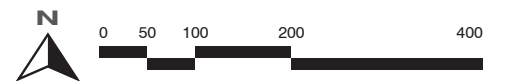


## PHASE 2

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

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

# -\$31.8M TOTAL





# Q&A

# 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?

# 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**