

City of Santa Clara

City Council Meeting

Item 6.C: Evaluation Results of RFP for
Affordable Senior Housing Project
(BAREC site)

September 22, 2015



Background

- Housing authority owned 6 acre vacant site purchased in 2005 from State of California with obligations to develop approximately 165 affordable senior housing units.
- February 10, 2015: City Council held study session to review a draft RFP for development of the site.
- Staff directed to issue RFP to seek proposals from qualified housing developers to build a minimum of 165 senior apartment units with minimum of one acre open space park land on site.



Background

- State dissolved City Redevelopment Agency (RDA), the RDA housing funds that had been set aside to help subsidize the affordable housing development were lost.
- Other sources may be available, i.e. Land sales proceeds, Boomerang funds.
- RFP is a competitive process to award a contract based on the proposal that provides the best value for the City.

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RFP Process

- February 27, 2015: issued RFP
- March 13, 2015: held optional Pre Proposal meeting
- April 30, 2015 submittal date : Received 8 proposals
- Proposals evaluated on the basis of each proposer's written submittal and on evaluation criteria in RFP.
- All 8 proposals had offering that could benefit the City in different ways.

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RFP Criteria

- Adherence to RFP
- Cost to the City/Level of subsidy
- Ability meet State timeline
- Depth of developer's experience
- Ability to provide equity/access to project financing;
- Financial stability
- Experience of similar scope and complexity;
- Prior record of performance with City
- Ability to provide future records
- Compliance with applicable laws

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Evaluation Process

- Reviewed 8 proposals with criteria outline in RFP
- Conducted 8 one hour phone interviews
- Presented and reviewed 8 proposals with City Manager and Evaluation team
- 5 most qualified selected for 2nd interview with Evaluation team
- 3 most qualified selected for 3rd interview with City Manager and Evaluation team

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Key Points

- 4% vs. 9% tax credits
- Ability to secure financing is critical to meet State deadline to commence development by January 2017
- Depth of affordability
- Level of subsidy from city or other sources, i.e. Boomerang Fund
- Land purchase price proposal
- Potential payment to State is based on the acres for market rate elements

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ROEM Corporation



ROEM Corporation

Key Points

- 330 total units:
 - 165 Senior Affordable
 - 155 Market Rate Apartments
 - 10 Single Family Residences
- 2 Buildings; 3-4 Stories
- 1-Acre Open Space, privately owned or dedicated to City



9





The Core Companies



The Core Companies

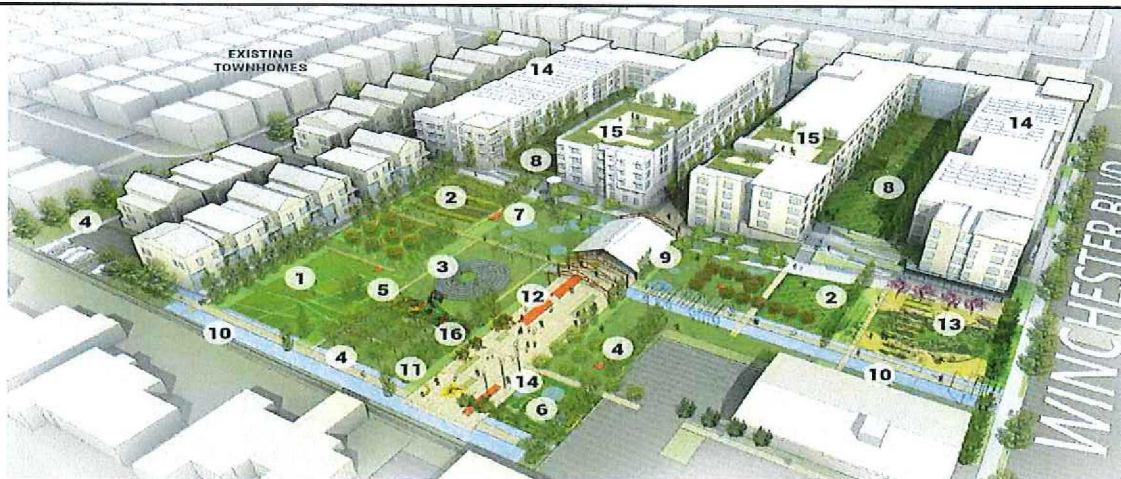
Key Points

- 359 total units:
 - 165 Senior Affordable (33 Sr. Veteran)
 - 160 Market Rate Apartments
 - 34 Market Rate Townhomes
- 7 Buildings, 3-5 Stories
- 1.5-Acre open space, privately owned and professionally managed



- A GARDEN PROGRAM ALONG THE SOUTHERN EDGE IN ORDER TO MINIMIZE IMPACT ON ADJACENT PROPERTIES
- B MAXIMIZE SUN EXPOSURE FOR THE FARM WITH BUILDINGS CLUSTERED TO THE NORTH AND WEST
- C LANDSCAPED CONNECTION TO THE VETERANS' SERVICES OFFICES
- D THE FARM IS FULLY VISIBLE FROM WINCHESTER BOULEVARD
- E ACTIVE RESIDENTIAL FARM EDGE
- F LANDSCAPED, LIVEABLE STREET
- G TOWNHOUSES MATCH EXISTING CONTEXT
- H PODIUM COURTYARDS WITH RESIDENT GARDENS AND CONNECTIONS TO THE FARM
- I ACTIVE RESIDENTIAL Mews WITH URBAN ENTITIES AND STOPS
- J COMMUNITY CENTER, URBAN AD CENTER, TERMINUS OF RESIDENTIAL Mews, AND MAIN EAST-WEST CIRCULATION
- K THE LARGEST AND TALLEST BUILDING MASSSES ARE NEAR THE INTERSECTION AT WINCHESTER BLVD, WHERE THERE ARE NO SINGLE-FAMILY FRONTAGES, AN ALREADY BUSY 'DEAD' CORNER, AND NEARBY LARGE RETAIL AND PARKING STRUCTURES





AERIAL VIEW FROM THE SOUTHEAST

- | | |
|--|------------------------------------|
| 1 ORGANIC FARM PLOTS | 9 WORKING BARN & EVENT SPACE |
| 2 COMMUNITY GARDENS | 10 FLOWERING POLLINATOR PROMENADES |
| 3 CHILDREN'S GARDEN | 11 NATIVE EDIBLE PLANT LANDSCAPING |
| 4 FRUIT TREE ORCHARD | 12 OUTDOOR KITCHEN |
| 5 VERTICAL GARDENS | 13 FARMERS' MARKET PLAZA |
| 6 SERENITY GARDEN | 14 ENERGY GENERATION |
| 7 RAINWATER GARDEN & WATER TOWER SCULPTURE | 15 LANDSCAPED ROOF DECKS |
| 8 LANDSCAPED RESIDENTIAL COURTYARD | 16 PLAY AREA |



USA Properties Fund



**City of
Santa Clara**
It's Good to Be Possible

USA Properties Fund

Key Points

- 292 total units:
 - 165 Senior Affordable
 - 125 Market Rate Senior
- 3 Buildings; 3-4 Stories
- 1-Acre Open Space, privately owned or dedicated to City



AFFORDABLE BUILDING #1	AFFORDABLE BUILDING #2	MARKET RATE BUILDING
TOTAL UNITS: 65	TOTAL UNITS: 61	TOTAL UNITS: 125
1 BEDRM: 45	1 BEDRM: 45	1 BEDRM: 75
2 BEDRM: 1	2 BEDRM: 16	2 BEDRM: 50
TOTAL PARKING: 67	TOTAL PARKING: 66	TOTAL PARKING: 141
GARAGE: 38	GARAGE: 46	GARAGE: 125
GRADE: 29	GRADE: 19	GRADE: 19
PARKING RATIO: 0.78 STALLS/UNIT	PARKING RATIO: 0.63 STALLS/UNIT	PARKING RATIO: 1.12 STALLS/UNIT
PARCEL ACREAGE: 1.45 ACRES	PARCEL ACREAGE: 1.25 ACRE	PARCEL ACREAGE: 2.15 ACRE
DENSITY: 59 UNITS / ACRE	DENSITY: 68 UNITS/ACRE	DENSITY: 59 UNITS/ACRE

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Financing and Economics

- Senior Affordable Financing
 - 4% vs. 9% tax credits
 - State deadline January 2017
 - Depth of affordability effects Level of subsidy
- Economics
 - Offer to purchase land for market rate component
 - Amount of subsidy for senior affordable housing
 - Potential amount City may have to pay the State

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Economic Proposals

	ROEM	Core	USA / Charities / Methodist Foundation
Market Rate Land Price Proposal	\$17,500,000	\$15,500,000	\$10,000,000
Affordable Housing Land Proposal	NA	NA	NA
(Less) Affordable Housing Subsidy	<u>(\$6,000,000)</u>	<u>(\$15,500,000)</u>	<u>(\$18,216,000)</u>
Subtotal	\$11,500,000	\$0	(\$8,216,000)
(Less) Potential Payment to State	<u>(\$4,344,000)</u>	<u>(\$3,876,000)</u>	<u>(\$2,874,000)</u>
Net Land Proceeds for City	<u>\$7,156,000 *</u>	<u>(\$3,876,000) **</u>	<u>(\$11,090,000)</u>
Prevailing Wage	<u>\$1,200,000</u> \$5,900,000	** Could be up to \$6M more subsidy if afford. units use 4% tax credits.	

See City Council Staff Report for further detail and explanation.

Summary of Evaluation Results

- Based on the criteria specified in the RFP, project economics, ability to deliver the project under strict State deadlines, and lowest risk to the City the three top proposals :
 - A. ROEM
 - B. Core
 - C. USA/Charities/Methodist Foundation

Recommendation

- Accept the top three proposals based on each project's economics, ability to deliver a development under strict State deadlines, and lowest risk to the City, and
- Take community input regarding the three top proposals, and
- Continue the selection of a developer to the Council meeting of September 29, 2015 for further discussion and consideration.

Next Steps

- Meet with State on project select and potential payment due
- City to negotiate all transactional documents with selected developer
- Work with selected developer on CEQA analysis
- Entitlement process
- Prepare construction drawings/project design
- Plan to commence construction by January 5, 2017

City of Santa Clara

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(BAREC site)

September 22, 2015



City of
Santa Clara
The Central Valley's Finest



City of
Santa Clara
The Central Valley's Finest



**City of
Santa Clara**
The Center of What's Possible

AGENDA ITEM #: 6C.

AGENDA REPORT

Date: September 22, 2015
To: City Manager for Council Action
From: Executive Assistant to Mayor & City Council
Subject: Correspondence received regarding BAREC

From Wednesday afternoon, September 16, 2015, through Tuesday evening, September 22, 2015, the Mayor & Council Offices have received the attached communications regarding Item # 6C for the proposed BAREC development.

Jashma Kadam
Executive Assistant to Mayor & City Council

Documents Related to this Report:

- 1) *Communications received*

L:\Agenda Reports & Memos\Communications Received Memos\BAREC 9-22-15

POST MEETING MATERIAL

Jashma Kadam

From: Macapinlac, Andrae <Andrae.Macapinlac@sen.ca.gov>
Sent: Tuesday, September 22, 2015 1:33 PM
To: Mayor and Council; Julio Fuentes
Cc: Ahmad Rafah; Kirk Vartan (Win6)
Subject: Update re: DGS and BAREC Property in Santa Clara

To the City of Santa Clara Mayor and City Council, City Manager, and Win6 Community Leadership,

My name is Andrae Macapinlac from the Office of Senator Wieckowski.
I hope this e-mail finds you well.

The Senator's office has been contacted by very dedicated community activists who have been advocating for an urban village to be built on the BAREC property at 90 N Winchester Blvd in Santa Clara.

I wanted to let you know that I have been in contact with the Department of Government Services regarding the BAREAC property and the possibility of extending their deadline of January 2017 regarding the development of the BAREC property. I have conveyed the community's support of the "agrihood" project being proposed to DGS's public relations representative. My conversations have been positive and DGS has conveyed that they would like to be as helpful as possible.

My contact at DGS has been looking over the agreement with his team, and will be in touch with me in the coming days and hope to have some clarity in the request to amend the January 2017 deadline.

I wanted to applaud the collaborative effort between the City of Santa Clara, the Win6 Village team, and other active community groups in the region. Congressman Honda's Office has also been very helpful in this process. Sometimes it really does take a "Village" to help develop a community. ☺

Thank you for all the work you do for the City of Santa Clara.

Sincerely,
Andrae G. Macapinlac
Office of State Senator Bob Wieckowski, District 10
39510 Paseo Padre Pkwy, st 280
Fremont, CA 94538
510-794-3900
Andrae.Macapinlac@Sen.Ca.Gov



RECEIVED
SEP 22 REC'D
OFFICE OF THE MAYOR
CITY OF SANTA CLARA

September 22, 2015

Santa Clara Mayor Jamie Mathews and City Council
1500 Warburton Ave
Santa Clara CA 95050

Sent via email

Re: Strong wish for Agriculture component and maximum affordable housing on Six Acre Winchester Blvd., former BAREC property.

Dear Mayor Mathews and Council:

As an avid supporter of having an agricultural component in the 6 acre property on Winchester Blvd currently in the RFP process I am sorry that, due to illness, I cannot attend tonight's Santa Clara City Council meeting to speak in person.

It is my understanding that a proposal without an agricultural component is being recommended by City Staff for approval.

It is also my understanding that a proposal has been presented which does have an agricultural component. It is my sincere hope that the City Council keep a focus on how the physical and mental benefits of retaining historical aspects of seniors lives will definitely sustain an optimum quality of life for us.

Again, I regret not being able to make my plea in person but thank you for considering my written appeal.

Respectfully,

Thelma Sorich

ALL

Print

Subject: Three Events week of September 21 – BAREC proposals revealed at City Council meeting, Informative Land use workshop, Community proposal review session

From: Kirk Vartan (info@win6village.org)

To:

Date: Tuesday, September 15, 2015 7:41 AM



Summary

- Tues, Sept 22 at 7:00pm – BAREC proposals revealed – your participation requested at City Council meeting
 - Sat, Sept 26 at 11:30am – Don Weden presentation on land use (VERY GOOD)
 - Sat, Sept 26 at 1:30pm – Community review and discussion of BAREC proposals
- Please attend the Santa Clara City Council meeting on Tues, Sept 22 at 7pm (6:45pm to get a yellow shirt if you don't already have one). The meetings on Sat, Sept 26 will provide context for overall development in the county, followed by a review and discussion of the BAREC proposals.

All planners, staff, land use advocates, council members, and policy makers should make time for the Don Weden land use workshop. It is NOT project specific and will not conflict with any projects being worked on. It is objective and incredibly informative.

Details of the three events

Tues, Sept 22 at 7pm

Santa Clara Councilmembers will hear from the City Staff about the eight proposals for the first time. We hope you can make it!

Location: Council Chambers, 1500 Warburton Ave, Santa Clara

After almost five months, the Santa Clara City staff will present their financial analysis and share their opinion on which proposal is the most "financially viable" for the 6-acre City owned BAREC property on Winchester Blvd across from Valley Fair. Note that this is NOT a recommendation for the best project based on community benefit.

Please join us to show support for creating something extraordinary on the BAREC site. The Win6 team has been recommending the idea of an agrihood (an urban farm based housing community). Please wear your yellow #agrihood shirt to show you support this concept (arrive at 6:45 if you don't already have a shirt).

Sat, Sept 26 – The Forest-Pruneridge neighborhood will be sponsoring a 2-part event:

1. Land use workshop; 2. Community review of BAREC proposals

Location: 1957 Pruneridge Ave, Santa Clara (Parish Hall at St. Marks Church)

Part 1: 11:30am-1:00pm

Change, Growth & Planning: Envisioning Santa Clara County 3.0 Land use Workshop

Bring your friends... this workshop is so insightful that you will want to share it with everyone! The hall holds only 299 people so please show up on time to make sure you get a seat. NY pizza will be provided. Please bring your own drink.

Don Weden, a former Santa Clara County principal planner for 34 years, will share his thoughts and insights with us. With Santa Clara County's population projected to increase by roughly 300,000 people in the next 15 years, the vast majority of that growth will be accommodated within existing urban areas, bringing major changes, challenges, and opportunities. Moreover, by 2030, one-fourth of the county's adult population will be 65 years of age or older, creating pressures for changes to automobile-dependent land use patterns, and augmenting the need for a wider array of housing and mobility choices. Maintaining quality of life while adapting to these major changes will require responsible, visionary local land use planning — and community attitudes that support well-planned, appropriately-located, higher-density new development. Weden will share his wisdom and insights in an informative, thought-

provoking, and entertaining presentation about change, growth, and planning as South Bay residents prepare for Santa Clara County, version 3.0.

It may be the best 90 minutes you will spend on anything related to land use and transportation planning. His perspective is objective and fact based. He will not speak to any one specific project, but will help set the stage for thoughtful future discussions on the many projects that face our community, including ones like the BAREC site.

Part 2: 1:30pm-3:30pm

Community review of BAREC proposals presented at Santa Clara City Council

The BAREC site is a Santa Clara city owned 6-acre parcel on Winchester Blvd, across the street from Valley Fair.

Local community members will present the information from the Santa Clara City Council meeting on Tues, Sept 22. We will also share opinions and encourage discussion of the project site, ideas, interests, priorities, area context, etc.

Whether you live in the area or simply want to learn/contribute to the project, we hope you will attend this discussion on the last undeveloped parcel of land in the area. We can use the ideas and context of Don Weden's workshop to share bold and progressive ideas, setting the stage for how the rest of the local development looks.

Keeping informed of the progress and staying engaged in the process is important for insuring the best outcome possible.

Snacks will be served. Please bring your own drink.

Kirk Vartan

Lead, Forest-Pruneridge

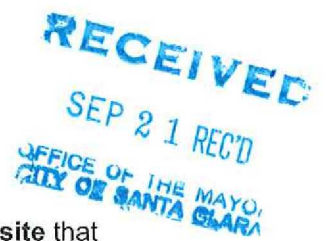
Vice President, Cory Neighborhood Association

Member, Winchester NAC

Owner, A Slice of New York

www.win6village.org





Dear Win6 Supporters,

The Santa Clara City Staff is looking to recommend a development project for the **BAREC site** that **DOES NOT** include an agricultural component. City Staff will be asking the City Council to discuss their recommendation on 9/22 and then come back just one week later on 9/29 to make a final decision.

Tuesday's Santa Clara City Council Meeting could define the fate of the BAREC Property. **WE NEED MAXIMUM SUPPORT & ATTENDANCE - PLEASE ATTEND!**

Santa Clara City Hall, 1500 Warburton Ave, Santa Clara - Tues 9/22, 7pm

Show unity and wear the yellow #agrihood t-shirt. If you don't already have one, come early and pick one up at the entrance.

Our Key Talking Points - Share Your Own Story

- **We want an agrihood** - reinforce the community benefits of an agricultural component. We want *quality of life* for generations now and the future. The Core Companies proposal is the only one that contains an agricultural component.
- **We want more affordable housing in Santa Clara** - the Core Companies proposal has more affordable housing than the one being recommended - we need more affordable housing.
- **City Manager has excluded community engagement** - the City Staff is not following Mayor/City Council/Community requests to allow us to review and engage.
- **We believe in historic preservation** - an agricultural component on the property will preserve the history of the Valley as well as the property itself.
- **Is it responsible to make a \$100M+ business decision in one week?**

How can the City Council, our elected representatives, make a careful educated decision in one week? Where is the community's opportunity to provide thoughtful review and input on the various proposals?

We NEED your involvement to get the message out. We NEED you to speak up sincerely and passionately. I hope you can make time to attend this Tuesday 9/22 to show how much support the agrihood concept has.

Let's Stand-Up Together as a Community Now!

On behalf of many community groups and individuals,
Kirk Vartan

Lynn Garcia

From: Mayor and Council
Subject: FW: BAREC Property 80 N. Winchester Blvd, Santa Clara
Attachments: Mayor Jamie Mathews - BAREC.docx

From: Steve White [<mailto:trampatb@gmail.com>]
Sent: Monday, September 21, 2015 1:29 PM
To: Mayor and Council
Cc: Tamera Haas; Steve White
Subject: Fwd: BAREC Property 80 N. Winchester Blvd, Santa Clara

I am repeating the send of my earlier email to all of you, hoping that it will be included in the package of materials you will receive for the meeting for Tuesday's 9/22 Council agenda. Also attached is a copy of a letter I mailed via USPS addressing the same topic. I will be at the meeting Tuesday and have reviewed the study and recommendations from City Staff available on the Santa Clara City website.

I commend Deputy City Manager Tamera Haas and her staff for a good job of analyzing the project financial components of the three developers selected. However, I believe their review concentrates primarily on the financial aspects. As important as these are, issues like quality of life, honoring our agricultural heritage, creating affordable senior housing, and creating a uniquely Santa Clara signature development as a model are just as important. Consideration of these factors is what in my opinion defines the job of our elected representatives.

Thank you for your service and good work.

Stephen White
408-691-1887

----- Forwarded message -----

From: Steve White <trampatb@gmail.com>
Date: Sat, Aug 15, 2015 at 4:37 PM
Subject: BAREC Property 80 N. Winchester Blvd, Santa Clara
To: mayorandcouncil@santaclaraca.gov
Cc: thaas@santaclaraca.gov, Steve White <trampatb@gmail.com>

I am attaching a copy of the letter I mailed via USPS to Mayor Mathews today. The development of this site will have a lasting and important impact in our community. I trust that any developer chosen to do the work will have to adhere not only to the requirements of the RFP, but also on the basis of what is best for the community in the long run in terms of quality, sustainability, and community appeal.

You have an excellent chance to do something truly innovative. What is done across from Valley Fair and Santana Row can and should be a signature project that respects our history and heritage as "The Valley of the Heart's Delight". Please choose well. There are no second chances on this one.

Thank you for your careful and earnest consideration of this project. I am just a concerned senior citizen and represent no one except myself.

Sincerely,

Stephen White
390 N. Winchester Blvd Apt 9B
Santa Clara, CA
95050

Mayor Jamie Mathews
1500 Warburton Ave
Santa Clara, CA 95050

Dear Mr. Mayor,

I am writing this letter in the hope that you and the City Council will carefully consider any development proposals for the 6 acres known as the BAREC site that emphasize energy efficiency, sustainable agricultural gardens, and public spaces.

I am a senior citizen myself and recognize the need for affordable senior housing. I live in the neighborhood and hope that any future development, including this property, be done in a way that is sensitive to our history and heritage as the "Valley of the Heart's Delight".

Please do not succumb to the temptation to simply turn it over to a developer that specializes in "cookie cutter" buildings that go up quickly, generate rapid revenue, and have zero personality. The immediate revenue may look appealing in the short term, but the price paid over time in quality and upkeep is far too expensive.

Santa Clara has an opportunity to create a true signature project across from Valley Fair and Santana Row that can truly showcase our city and it's potential.

Thank you,

Stephen White
390 N. Winchester Blvd
Santa Clara, CA 95050
408-691-1887

Lynn Garcia

From: Alice Kaufman <alice@greenfoothills.org>
Sent: Monday, September 21, 2015 5:35 PM
To: Mayor and Council; lgillmor@ggarealestate.com; Teresa O'Neill
Cc: James Teixeira
Subject: Review of RFP Evaluation Results for BAREC site
Attachments: CommitteeForGreenFoothills.BAREC.9.21.15.pdf

Dear Mayor Matthews and City Councilmembers,

Please find attached Committee for Green Foothills' comments on Agenda Item 6C for September 22, 2015 (Review of Request for Proposals (RFP) Evaluation Results for the Proposed Affordable Senior Housing Project at the former Bay Area Research and Extension Center (BAREC) site located at 90 North Winchester Boulevard).

Please feel free to contact me with any questions.

Alice Kaufman

Legislative Advocate, Committee for Green Foothills
650-968-7243 x. 313
3921 East Bayshore Road
Palo Alto, CA 94303
www.greenfoothills.org

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COMMITTEE FOR
GREEN FOOTHILLS

September 21, 2015

City Council of Santa Clara
1500 Warburton Avenue
Santa Clara, CA 95050
MayorAndCouncil@santaclaraca.gov

Re: Review of RFP Evaluation Results for BAREC site

Dear Mayor Matthews and City Councilmembers,

With regard to the above-referenced agenda item, the Committee for Green Foothills supports the Core Companies proposal for the affordable senior housing project at the BAREC site. The Committee for Green Foothills is a nonprofit organization working to protect open space, natural resources, and farmlands in San Mateo and Santa Clara Counties. We urge you to select this project for its environmental benefits and community agriculture component, while providing the affordable senior housing needed by the City of Santa Clara.

The Core Companies proposal is the only one of the three proposals considered the "top three" by staff that includes a community agriculture component. The Santa Clara Valley has lost 45% of its historical agricultural lands to development over the years. In what used to be known as the "Valley of Heart's Delight," few places remain where urban agriculture can provide city residents with locally-sourced food, open space, and the opportunity to experience the value of growing their own food.

The Core Companies proposal also includes the largest amount of open space of the top three proposals (1.5 acres compared to 1.15 and 1.0), with rooftop landscaping providing additional green areas for residents. It should also be noted that the open space included in the other two proposals, based on the renderings included in the City staff report, appears to consist solely of grass lawns and typical landscaping plants. This type of design is typically water-intensive and provides only passive recreation, with none of the active participation and educational programming component provided by community agriculture. The ROEM proposal also appears to include a significant amount of paved, impervious surfaces (parking turnaround, concrete walkways) as part of its "open space."

Please support the benefits of community agriculture and open space by selecting the Core Companies proposal for the BAREC affordable senior housing project.

Sincerely,

Alice Kaufman
Legislative Advocate, Committee for Green Foothills

COMMITTEE FOR
GREEN FOOTHILLS

3921 E. Bayshore Road 650.968.7243 PHONE info@GreenFoothills.org
Palo Alto, CA 94303 650.968.8431 FAX www.GreenFoothills.org

Lynn Garcia

From: Mayor and Council
Subject: FW: Endorsement letters: Leadership Group and SCC HAC
Attachments: HAC Letter on ROEM- 90N. Winchester.pdf; Letter from SVLG to SC Council- Roem Winchester.pdf; Letter from SVLG to SC Council- CORE Winchester.pdf; HAC Letter on CORE - 90N. Winchester.pdf

From: Amanda Montez [<mailto:amontez@svlg.org>]
Sent: Friday, September 18, 2015 11:24 AM
To: Tamera Haas
Subject: Endorsement letters: Leadership Group and SCC HAC

Hello,

I hope this email finds you well. Please find attached letters on behalf of the Santa Clara County Housing Action Coalition (HAC) and the Silicon Valley Leadership Group in support of two project proposals that are under review for the 90 N. Winchester site in Santa Clara.

Neither organization has taken a position supporting one development over the other, rather these letters are in support of the admirable elements of both the CORE and ROEM projects.

Please let me know if you have any questions. I hope you have a great weekend!

Best,
Amanda Montez

(Staff support to the HAC)

--

Amanda Montez
Senior Director, Housing and Community Development
Silicon Valley Leadership Group
408 501 7859 | svlg.org

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Have you seen our [Silicon Valley Competitiveness & Innovation Report?](#)



Santa Clara County Housing Action Coalition



The Santa Clara County Housing Action Coalition is comprised of a broad range of organizations and individuals who have, as a common goal, the vision of affordable, well-constructed and appropriately located housing

September 17, 2015

Mayor and Councilmembers
City of Santa Clara
1500 Warburton Ave
Santa Clara, CA 95050

Dear Mayor and Councilmembers,

On behalf of the Santa Clara County Housing Action Coalition (HAC), I am writing to support the 90 N. Winchester Apartment proposal by the ROEM Development Corporation.

By way of reference, the Housing Action Coalition includes more than 100 organizations and individuals. Its goal is the production of well-built, appropriately-located homes that are affordable to families and workers in Silicon Valley. Organizations participating in the HAC include the Silicon Valley Leadership Group, the Home Builders Association, Greenbelt Alliance, the Sierra Club, the League of Women Voters, Santa Clara County Association of Realtors, and the California Apartments Association, Tri-County Division.

The Silicon Valley Competitiveness and Innovation Project's research has recently shown that the high local cost of living has made it more difficult for companies to attract and retain the talent critical to Silicon Valley's continued growth. High cost of living forces workers to live farther from work, lengthening commute times and making traffic worse. For this reason, among others, this body is focused on endorsing projects that are both appropriately dense and affordable.

ROEM's Project, at the 90 N. Winchester Boulevard site, is appropriately dense and affordable. It provides a seamless blend into the surrounding area, with unique open space that is both accessible to the residents and attractive to the neighborhood. The affordability of the senior units and their integration into the property as a whole, makes this a generationally diverse community and an ideal design for creating a unique sense of place.

As a company based in the city of Santa Clara, ROEM also has a great track-record of partnering with the broader community. ROEM plans to utilize HUD-VASH initiative to further integrate senior veterans into this project. We are also excited to see that the project lowers its environmental impact by seeking LEED Gold standards or better.

While the HAC is not taking a formal position on which of the two projects we have endorsed for this site is best, we want to encourage the city to consider the highlights we have mentioned. We are always proud to endorse projects that meet our standards and exceed our expectations. We look forward to seeing more exciting opportunities like this one being built in Santa Clara.

Sincerely,

Margaret Bard
Chair
Housing Action Coalition



2001 Gateway Place, Suite 101E
San Jose, California 95110
(408)501-7864 svlg.org

CARL GUARDINO

President & CEO

Board Officers:

GREG BECKER, Chair

SVB Financial Group

KEN KANNAPPAN, Vice Chair

Plantronics

JOHN ADAMS, Secretary/Treasurer

Wells Fargo Bank

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ANDY BALL

Suffolk Construction

GEORGE BLUMENTHAL

University of California, Santa Cruz

JOHN BOLAND

KQED

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Kaiser Permanente

BRADLEY J. BULLINGTON

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HELEN BURT

Pacific Gas & Electric

DAVID CUSH

Virgin America

CHRISTOPHER DAWES

Lucile Packard Children's Hospital

KEN DRAZAN

Johnson & Johnson

MICHAEL ENGH, S.J.

Santa Clara University

TOM FALLON

Infinera Corporation

BRANT FISH

Chewon Corporation

HANK FORE

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KEN GOLDMAN

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Bank of America

DOUG GRAHAM

Lockheed Martin Space Systems

LAURA GUIO

IBM

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MARK HAWKINS

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JEFFREY M. JOHNSON

San Francisco Chronicle

AARIF KHAKOO

Amgen

GARY LAUER

eHealth

ENRIQUE LORES

HP

MATT MAHAN

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TOMI RYBA

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RON SEGE

Echelon Corporation

ROSEMARY TURNER

UPS

RICK WALLACE

KIA-Tencor

KEN XIE

Fortinet

JED YORK

San Francisco 49ers

Established in 1978 by

DAVID PACKARD

September 16, 2014

The Honorable Mayor and Council
City of Santa Clara
1500 Warburton Ave
Santa Clara, CA 95050

RE: 90 N. Winchester Boulevard Apartments

Dear Mayor and City Council,

On behalf of the Silicon Valley Leadership Group, I write to express support for ROEM Development Corporation's application for 90 N. Winchester Boulevard Apartments, a mixed-affordability project providing seniors and veterans affordable housing, market rate apartments and single family homes.

The Silicon Valley Leadership Group, founded in 1978 by David Packard of HewlettPackard, represents nearly 400 of Silicon Valley's most respected employers on issues, programs and campaigns that affect the economic health and quality of life in Silicon Valley, including energy, transportation, education, housing, health care, tax policies, economic vitality and the environment. Leadership Group members collectively provide nearly one of every three private sector jobs in Silicon Valley and have more than \$6 trillion in annual revenue.

On an annual basis, the Silicon Valley Leadership Group surveys its member companies at the CEO level to find out which issues are most important to a healthy economy in Silicon Valley. Each year, housing affordability and attainability is selected as the top impediment. The cause of our housing crunch is clear. Demand consistently outpaces supply. For that reason, the Leadership Group seeks out and supports quality housing proposals that can help alleviate our persistent housing crisis by bringing more homes to the market.

Santa Clara, like many of our South Bay cities, has a need for more affordable housing stock that can serve unique populations. ROEM's Project, the 90 N. Winchester Boulevard Apartments, provides unique open space, while taking full advantage of the nearby retail and transportation opportunities that make this an ideal location for active senior lifestyles. The affordability of the senior units and their integration into the property as a whole, will make this a generationally diverse community and an ideal design for creating a unique sense of place.

In addition to its immediate access to public transportation, the ROEM project provides an abundance of programmed amenity space and opportunities for residents to access supportive services. As a company based in the city of Santa Clara, ROEM also has a great track-record of partnering with the broader community. ROEM plans to utilize HUD-VASH initiative to house impoverished veterans among their residents, who will be able to utilize the nearby veterans' center. We are also excited to see that the project lowers its environmental impact by seeking LEED Gold standards or better.

While we fully support this project application and its goals, we have not issued a sole endorsement for this property at this time. We look forward to learning about the city's decision and we thank you for your consideration of our input.

Sincerely,

Carl Guardino
President and CEO
Silicon Valley Leadership Group



2001 Gateway Place, Suite 101E
San Jose, California 95110
(408)501-7864 svlg.org

CARL GUARDINO

President & CEO

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SVB Financial Group

KEN KANNAPPAN, Vice Chair

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Established in 1978 by

DAVID PACKARD

September 17, 2014

The Honorable Mayor and Council

City of Santa Clara

1500 Warburton Ave

Santa Clara, CA 95050

RE: 90 N. Winchester Boulevard Apartments

Dear Mayor and City Council,

On behalf of the Silicon Valley Leadership Group, I write to express support for the CORE Companies' application for the 90 N. Winchester Boulevard site, where they are proposing a broad range of housing types with deep affordability for seniors, Santa Clara residents, and Veterans.

The Silicon Valley Leadership Group, founded in 1978 by David Packard of Hewlett-Packard, represents nearly 400 of Silicon Valley's most respected employers on issues, programs and campaigns that affect the economic health and quality of life in Silicon Valley, including energy, transportation, education, housing, health care, tax policies, economic vitality and the environment. Leadership Group members collectively provide nearly one of every three private sector jobs in Silicon Valley and have more than \$6 trillion in annual revenue.

On an annual basis, the Silicon Valley Leadership Group surveys its member companies at the CEO level to find out which issues are most important to a healthy economy in Silicon Valley. Each year, housing affordability and attainability is selected as the top impediment. The cause of our housing crunch is clear. Demand consistently outpaces supply. For that reason, the Leadership Group seeks out and supports quality housing proposals that can help alleviate our persistent housing crisis by bringing more homes to the market.

CORE's Project, at the 90 N. Winchester Boulevard site, provides unique open space, while taking full advantage of the nearby retail and transportation opportunities that make this an ideal location for attractive senior living. The mixed income aspect of their non-senior units brings a unique community building element to this project and is the kind of income integration that we hope to see more of in our county. Affordability levels and quantity exceed minimum requirements by serving lower income levels and restricting 181 units. CORE is providing 33 affordable units for senior veterans and has experience in developing veteran housing and partnering with veteran-serving organizations.

In addition to its immediate access to public transportation, the CORE project partners with the California Native Garden Foundation to create innovative Urban Agriculture Open Space asset to benefit future residents and general community. This includes designated therapy gardens for veterans and teaching gardens for all members of the community. Their rooftop gardens add additional open space amenities that are unique and add value to the residents. We are also excited to see that the project lowers its environmental impact by seeking LEED Gold & planning for Solar Renewable Energy.

While we fully support this project application and its goals, we have not issued a sole endorsement for this property at this time. We look forward to learning about the city's decision and we thank you for your consideration of our input.

Sincerely,

Carl Guardino

President and CEO

Silicon Valley Leadership Group



Santa Clara County Housing Action Coalition



The Santa Clara County Housing Action Coalition is comprised of a broad range of organizations and individuals who have, as a common goal, the vision of affordable, well-constructed and appropriately located housing

September 18, 2015

Mayor and Councilmembers
City of Santa Clara
1500 Warburton Ave
Santa Clara, CA 95050

Dear Mayor and Councilmembers,

On behalf of the Santa Clara County Housing Action Coalition, I am writing to support the 90 N. Winchester Apartment proposal by the CORE Company.

By way of reference, the Housing Action Coalition (HAC) includes more than 100 organizations and individuals. Its goal is the production of well-built, appropriately-located homes that are affordable to families and workers in Silicon Valley. Organizations participating in the HAC include the Silicon Valley Leadership Group, the Home Builders Association, Greenbelt Alliance, the Sierra Club, the League of Women Voters, Santa Clara County Association of Realtors, and the California Apartments Association, Tri-County Division.

The Silicon Valley Competitiveness and Innovation Project's research has recently shown that the high local cost of living has made it more difficult for companies to attract and retain the talent critical to Silicon Valley's continued growth. High cost of living forces workers to live farther from work, lengthening commute times and making traffic worse. For this reason, among others, this body is focused on endorsing projects that are both appropriately dense and affordable.

CORE's Project, at the 90 N. Winchester Boulevard site, is appropriately dense and affordable. Affordability levels and quantity exceed minimum requirements by serving lower income levels and restricting 181 units as affordable. CORE is designating 33 affordable units for senior veterans and has experience in developing veteran housing and partnering with veteran-serving organizations. We are also excited to see that the project will seek LEED Gold & planning for Solar Renewable Energy.

Our members were particularly excited by how this CORE project partners with the California Native Garden Foundation to create an innovative Urban Agriculture Open Space asset. The teaching gardens and areas for seniors and veterans are inspirational and a great use of space.

While we are not taking a formal position on which of the two projects we have endorsed for this site is best, we want to encourage the city to consider the highlights we have mentioned. We are always proud to endorse projects that meet our standards and exceed our expectations. We look forward to seeing more exciting opportunities like this one being built in Santa Clara.

Sincerely,

Margaret Bard
Chair
Housing Action Coalition

RECEIVED
SEP 22 REC'D
OFFICE OF THE MAYOR
CITY OF SANTA CLARA

September 22, 2015

Santa Clara Mayor Jamie Mathews and City Council
1500 Warburton Ave
Santa Clara CA 95050

Sent via email

Re: Strong wish for Agriculture component and maximum affordable housing on Six Acre Winchester Blvd., former BAREC property.

Dear Mayor Mathews and Council:

As an avid supporter of having an agricultural component in the 6 acre property on Winchester Blvd currently in the RFP process I am sorry that, due to illness, I cannot attend tonight's Santa Clara City Council meeting to speak in person.

It is my understanding that a proposal without an agricultural component is being recommended by City Staff for approval.

It is also my understanding that a proposal has been presented which does have an agricultural component. It is my sincere hope that the City Council keep a focus on how the physical and mental benefits of retaining historical aspects of seniors lives will definitely sustain an optimum quality of life for us.

Again, I regret not being able to make my plea in person but thank you for considering my written appeal.

Respectfully,

Thelma Sorich

90 North Winchester Boulevard Senior Housing Project Santa Clara, CA

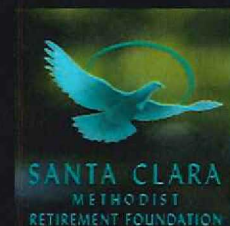
City Council Meeting

September 22, 2015



OUR TEAM

- 100 Years Experience
- 25,000 Homes
- Senior Affordable & Market Rate Leaders
- Vertically Integrated Organization
- Entitlement, CEQA & Community Experts
- Collaborative Planning Philosophy
- Experience & History with Property
- Deep Santa Clara Roots



VILLAGE CONTEXT & COMMUNITY PLAN

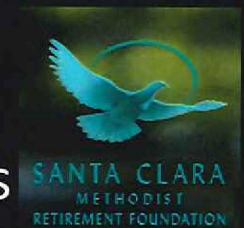


VILLAGE PERSPECTIVE VIEW



PROPOSAL SUMMARY

- Only proposal with 100% senior housing
- Serves lowest income seniors & most in need
- Addresses entire economic spectrum of seniors
- Integrated, accessible & usable open space
- Agricultural open space programming
- Lowest density and intensity of any proposal
- Least impact on neighborhood, traffic and schools



SENIORS MOST IN NEED



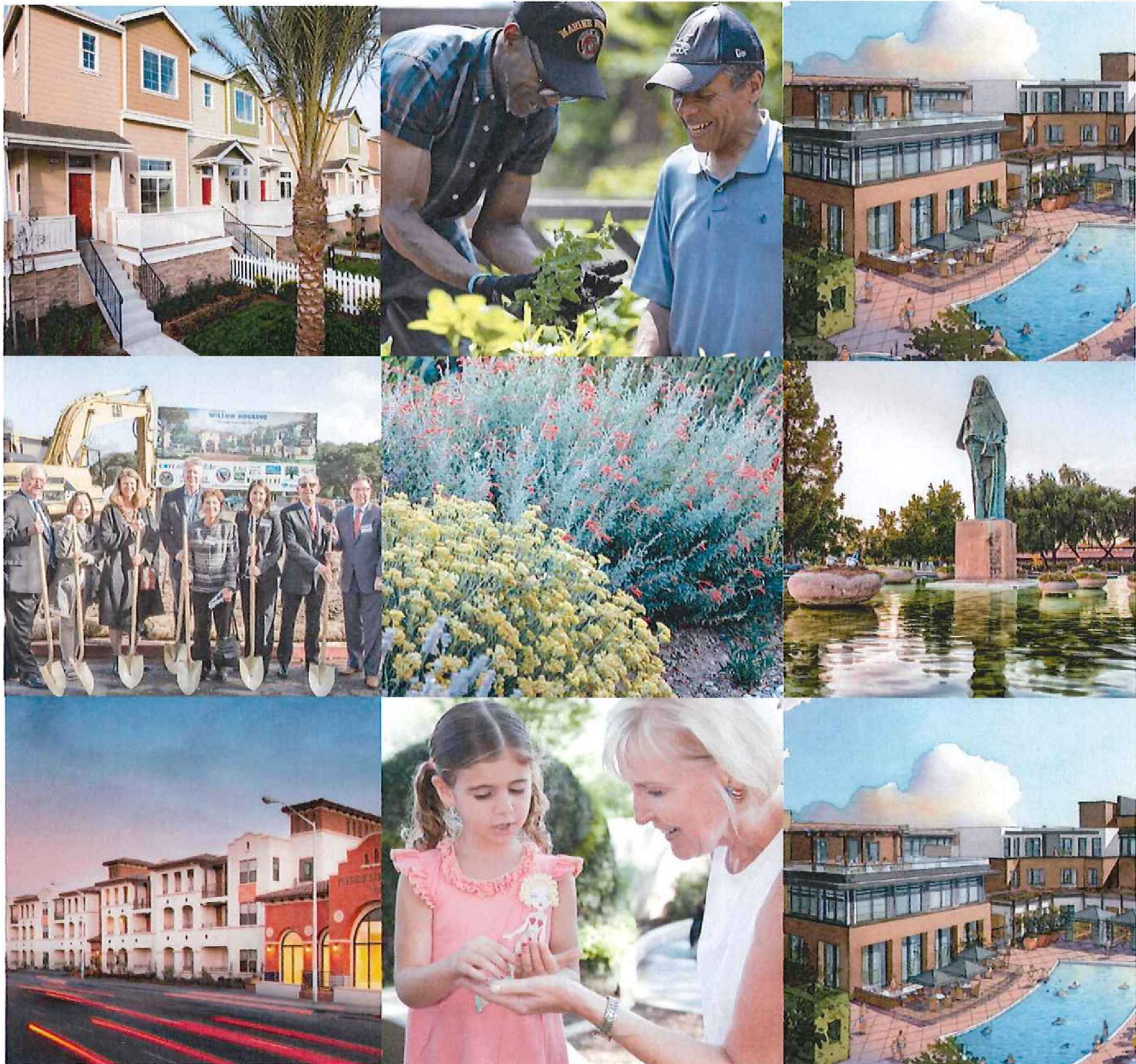
9/22/2015

6C.



RFP for BAREC 90 N. Winchester Blvd., Santa Clara

September 22, 2015



POST MEETING MATERIAL

www.thecorecompanies.com

THE CORE COMPANIES' VALUE PROPOSITION:

- ✓ **INNOVATION:** In the national center of innovation, Santa Clara deserves an innovative Transit Oriented Development that brings cutting edge practices in sustainable design & wellness to reality. Flagship development modeling sustainability and diversity.
- ✓ **VALUE FOR CITY:** No additional funds (Boomerang) from the City are needed, and proposal results in more than \$20,500,000 in subordinate debt payable to the City of Santa Clara at loan maturity.
- ✓ **SCHEDULE:** Clear path to Affordable Development construction start by January 17, 2017. Core has David J. Powers & Associates and Hexagon Transportation Consultants environmental review team took traffic counts in May.
- ✓ **COHESIVE MASTER PLAN:** A cohesive 6-acre master plan, led by The Core Companies with proven track record of genuine public outreach and partnership, ensures a cohesive, efficient, and integrated development.
- ✓ **AFFORDABILITY:** Broad range of housing types with deep affordability for seniors, Santa Clara residents, and Veterans. Affordability levels and quantity exceed minimum requirements by serving lower income levels and restricting 181 units.
- ✓ **VETERANS:** Core is providing 33 affordable units for senior Veterans and has experience in developing veteran housing and partnering with veteran-serving organizations.
- ✓ **COMMUNITY:** Core promotes partnerships & programming to serve residents and greater community.
- ✓ **CHARITIES:** Opportunity for participation by Charities Housing & Santa Clara Methodist Retirement Foundation. The Core Companies and Charities have been partners in 4 projects over 10 years.

SUMMARY FACTS:

- 359 new residential units including 181 Affordable.
- Partners with the California Native Garden Foundation to create innovative Urban Agriculture Open Space asset to benefit future residents and general community.
- Creates \$15,500,000 cash subsidy for City to invest in proposed affordable units & Urban Agriculture Open Space (Plaza, Community Building, & Garden Programs).
- Generates an estimated \$8,300,000 in City fee obligations.
- Mix of studios and 1-3 bedroom units, including rental & for-sale.
- Building heights range from 40 to 60 feet.
- LEED Gold & Solar Renewable Energy.

MASTER PLAN LAND USE SUMMARY:

Land Use	Area (acres)	Count
Medium Density Residential	4.50	359 units
Mixed Income Rental (160 units)	1.77	
Affordable Senior & Veteran Rental (165 units)	1.60	
Market Rate For-Sale Townhouses (34 units)	1.13	
Urban Agricultural Open Space (part of Affordable Senior Development Phase II) Plus Connected Courtyards	1.50	375 spaces
Garage Parking	Included	
TOTAL MASTER PLAN SITE:	6.00	

AFFORDABILITY SUMMARY:

Affordability Category	AMI Target	Quantity	Portion of 2014-2022 RHNA Goals	2015 Gross Rent Including Utilities
Extremely Low Income	30% AMI	32	6%	\$558-717
Very Low Income	40% AMI	25	17%	\$745-957
Very Low Income	50% AMI	65	6%	\$997-1196
Low Income	60% AMI	41	2%	\$998-1,435
Moderate Income	120% AMI	18	11%	\$2,232-3,369
	Total Affordable:	181		





- A GARDEN PROGRAM ALONG THE SOUTHERN EDGE IN ORDER TO MINIMIZE IMPACT ON ADJACENT PROPERTIES
- B MAXIMIZE SUN EXPOSURE FOR THE FARM, WITH BUILDINGS CLUSTERED TO THE NORTH AND WEST
- C LANDSCAPED CONNECTION TO THE VETERANS' SERVICES OFFICES
- D THE FARM IS FULLY VISIBLE FROM WINCHESTER BOULEVARD
- E ACTIVE RESIDENTIAL-FARM EDGE
- F LANDSCAPED, LIVEABLE STREET
- G TOWNHOUSES MATCH EXISTING CONTEXT

- H PODIUM COURTYARDS WITH RESIDENT GARDENS AND CONNECTIONS TO THE FARM
- I ACTIVE RESIDENTIAL MEWS WITH UNIT ENTRIES AND STOOPS
- J COMMUNITY CENTER: URBAN AG CENTER, TERMINUS OF RESIDENTIAL MEWS, AND MAIN EAST-WEST CIRCULATION
- K THE LARGEST AND TALLEST BUILDING MASSES ARE NEAR THE INTERSECTION AT WINCHESTER BLVD; WHERE THERE ARE NO SINGLE-FAMILY FRONTAGES, AN ALREADY BUSY 'URBAN' CORNER; AND NEARBY LARGE RETAIL AND PARKING STRUCTURES