

# Supporting Housing in Your Community Through Policy, Finance, and Communications

Lisa Motoyama, Mayor Pro Tem

City of El Cerrito



# EL CERRITO - CONTEXT



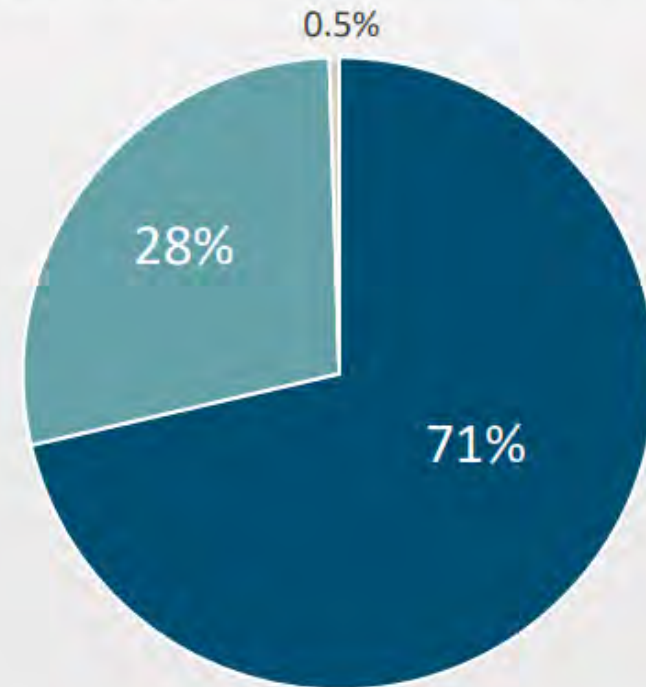
**El Cerrito** is a charter city in Contra Costa County and is part of the inner San Francisco Bay Area, with an estimated population of 25,845 according to the 2021 ACS. Our community is small, with 3.9 square miles, and 10,258 households, but very diverse: 51% white, 5% African American, 29% Asian, 12% Latinx, and over 10% two or more races.

# EL CERRITO – HOUSING PROFILE

- **71%** of housing stock is single family homes
  - ▶ **28%** multifamily homes (2+ units)
- Since 2010, home values increased **183%**
- Median Sale Price March 2022 was **\$1,170,000** (Redfin)

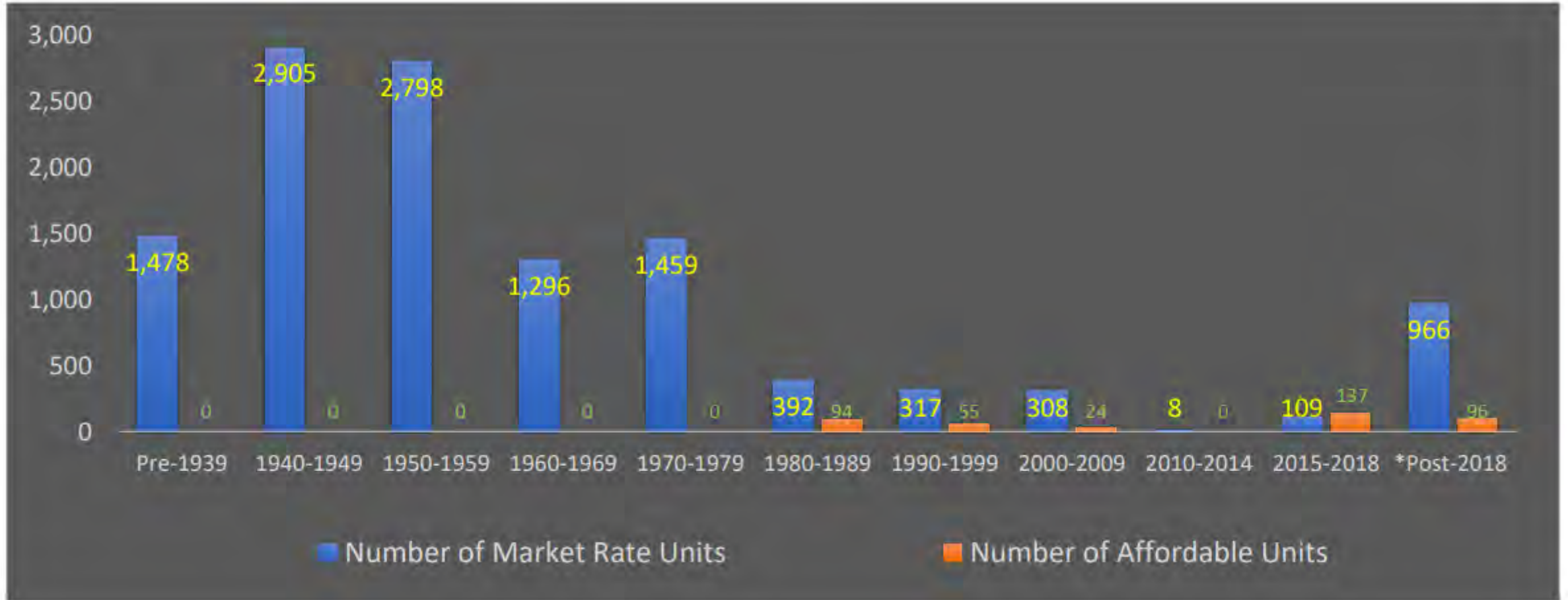
El Cerrito Housing Stock (2020)

■ Single-Family Homes ■ Multi-Family ■ Other



Source: State of California, Department of Finance, E-5 series, ABAG.

# BACKGROUND: AGE OF HOUSING UNITS



# EL CERRITO – RHNA GOALS

Income Category	2015-2023 RHNA (Housing Units)	2023-2031 RHNA (Housing Units)	Percent Change
Very Low Income (<50% of Median Income)	100	334	234%
Low Income (51-80% of Median Income)	63	192	205%
Moderate Income (81-120% of Median Income)	69	241	249%
Above Moderate Income (>120% of Median Income)	166	624	276%
<b>TOTAL</b>	<b>398</b>	<b>1,391</b>	<b>249%</b>

Total “lower  
income” = 526 units  
38% of RHNA

# EL CERRITO – MEETING RHNA GOALS

	Lower <sup>1</sup>	Moderate	Above Moderate	Total
<b>Regional Housing Needs Allocation</b>	526	241	624	1,391
Approved and Planned Projects	355	479	737	1,571
Vacant and Underutilized Sites within San Pablo Avenue Specific Plan	494	195	341	1,030
Citywide Vacant and Underutilized Sites	0	0	136	136
Accessory Dwelling Unit (ADU) Projection	58	28	9	95
<b>Total Capacity</b>	<b>906</b>	<b>702</b>	<b>1,223</b>	<b>2,831</b>
<b>Surplus(+)</b>	<b>+380</b>	<b>+461</b>	<b>+599</b>	<b>+1,440</b>

<sup>1</sup> Lower-income includes extremely low-, very low-, and low-income.



# El Cerrito San Pablo Avenue Corridor, Major Projects:

Proposed, Approved, Under Construction, and Completed (as of 07/01/2022)



## City of El Cerrito San Pablo Avenue Specific Plan

Revisions to June 2014 Final Draft  
August 2014 - Corrected

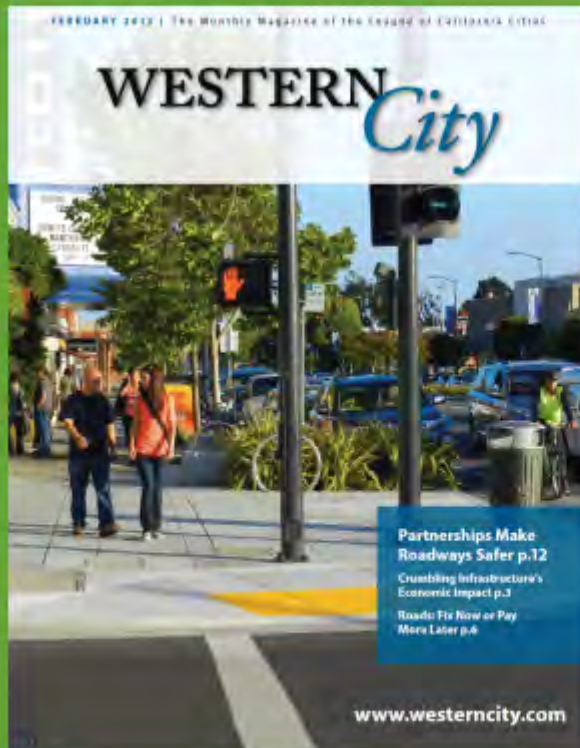


## City of El Cerrito San Pablo Avenue Specific Plan Update

Final Draft  
July 2022

For more information on these development projects, visit [www.el-cerrito.org/CommDev/MajorProjects](http://www.el-cerrito.org/CommDev/MajorProjects) or contact the Community Development Department at (510) 215-4362. For a copy of the San Pablo Avenue Specific Plan/Complete Streets Plan, visit [www.el-cerrito.org/SPASP](http://www.el-cerrito.org/SPASP).

# Background



## 2007 Richmond/El Cerrito San Pablo Avenue Specific Plan

- Framework/Vision, Community Engagement

## 2006/2011 Economic Development Studies

- Key Opportunity: Pursue high quality, dense residential as key strategy to also bolster commercial activity
- Analysis & Key Findings: Increase height, Reduce parking, Allow ground floor residential

## 2013 City Strategic Plan

- Long-term financial sustainability: Maximize opportunities for existing and expanding business
- Deepen Sense of Place: Develop a vision for underdeveloped properties that encourage investment and/or new development

## 2013 Climate Action Plan

- Key community strategy: Reduce Per Capita Vehicle Miles Traveled (VMT) through more compact, higher density infill near transportation

## 2014 San Pablo Avenue Specific Plan & Complete Streets Plan

- Form Based Code (Urban Design, Public Realm, Pedestrian Nodes, Development Certainty)
- Complete Streets (Vehicle, Transit, Pedestrian, Bicycle, reStreets)
- EIR





# Objectives

**Economic Development:** New Commercial Spaces, Increased Foot-Traffic & Customer Base; Increase Property Value/Revenue

**Climate Action Goals:** Reduce per capita Vehicle Miles Traveled (VMT) and GHG Emissions through Infill Development Near Transit

**Housing:** Meet City's Regional Housing Needs Allocation (RHNA) for all income levels

**Sense of Place:** Attract pedestrian activity to key activity "nodes", reinforce assets (e.g. Ohlone Greenway), project design/public realm

**Complete Streets:** Elevate transit, pedestrian and bicycle infrastructure; reStreets



## El Cerrito San Pablo Avenue Corridor, Major Projects:

Proposed, Approved, Under Construction, and Completed (as of 11/18/2021)



Map	Project	Year	Units	Commercial (sq ft)	Status	
O	1716 Eastshore Blvd Corner (C)	2011	270	0	Proposed	
O	4116 Broadway Ave & 11301-41 San Pablo Ave	2011	63	4,300	Proposed	
O	1623 & 1719 Eastshore Blvd (180) (M)	2011	18	2'	6,130 office, 1,000 retail	Proposed
O	4211 Eastshore Ave.	2011	40	1	1,842 sq Commercial	Proposed
A	10196 San Pablo Ave	2011	35	0	0	Approved
B	11442 San Pablo Ave (Abolition Ave)	2011 (2/14/20)	0	0	3,400	Approved
C	10913 San Pablo Ave (Machado Court)	2011	62	0	0	Approved
D	10813 San Pablo Ave (Wedge at San Carlos)	2011	46	0	0	Approved
E	10917 San Pablo Ave (Northwood North)	2011	12	0	4,400	Approved
F	11400 San Pablo Ave	2011	182	0	1,000	Approved
G	11400 San Pablo Ave (Parker North Blvd)	2011	134	18	0	Approved
H	11796 San Pablo Ave	2011	117	19	2,000	Approved
I	11400 San Pablo Ave (Machado)	2011	67	0	0	Approved
J	821 Bayview Street	2011	30	0	0	Approved
K	Central Ave/10th St E by of Bayview	2011	0	46	0	Proposed
L	10201 San Pablo Ave (C Street) (Downtown)	2011	20	0	0	Under Construction
M	11400 San Pablo Ave (Machado)	2011	104	0	8,800	Under Construction
N	1716 San Pablo Ave	2011	12	2'	0	Under Construction
O	10913 San Pablo Ave	2011	80	0	2,800	Under Construction
P	10300 San Pablo Ave	2011	54	0	1,100 (rental) no retail	Under Construction
1	10902 San Pablo Ave (Cesar Chavez)	2011	40	0	5,000	Completed 2011
2	10300 San Pablo Ave (Cesar Chavez)	2011	22	0	112 (rental) no retail	Completed 2011
3	10214 San Pablo Ave (Cesar Chavez)	2011	0	0	810	Completed 2011
4	10904 - 10901 San Pablo Ave (Hess Garden)	2011	1	42	2,200	Completed 2016
5	Southshore Center (102) Cesar Chavez (Alameda St)	2011	108	18	0	Completed 2016
6	4417 - 4426 Parkside Dr (Cesar Chavez)	2011	7	33	4,400	Completed 2016
<b>Totals:</b>			<b>1,464</b>	<b>347</b>	<b>56,116</b>	

# Development Progress

- To date, 1,464 units and 116,610 commercial s.f. have been approved and/or built
- 108 Additional units and 6,143 commercial s.f. are in current permit pipeline



# Results: To Date Since 2014

Entitled: 19 projects; ~1,300 units

Below Market Rate: ~ 204 units

Built/Under Construction: 10 projects; 635 units

New commercial spaces: 6-10 new commercial spaces plus 124-room hotel (Hampton Inn)

New Public Open Space : 3/4 acre  
Open Space in Lieu Fees/Tier IV \$ \$1M

Frontage Improvements: New Sidewalks, Green Infrastructure, Street Trees

Public Art/Art In Lieu Fees: Onsite or 1% (up to \$250,000) to Arts & Culture Commission

Fees/Public Benefit: WCCUSD, Stege Sanitary, Subregional Transportation Mitigation Program, City Transportation Impact Fee (TIF)



# EL CERRITO PLAZA BART STATION





Aerial View of Project Site - Looking Northwest



Conceptual rendering of preliminary design

## El Cerrito Plaza TOD City-BART Goals & Objectives: Highlights

### Complete Communities

- Enhance Ohlone Greenway; connectivity, sustainability,
- Connect: BART Station, neighbourhood, services
- Explore including library
- City to manage street parking in neighborhood with BART's support

### Sustainable Community Strategies

- Deliver community serving facilities
- Address regional housing need
- Incorporate sustainable design

### Ridership

- Increase BART Ridership
- Attract BART patrons from San Pablo Avenue Specific Plan area through sustainable ways of travel to the station

### Value Creation & Capture

- Delivery long term revenue to support BART and the City.
- Leverage innovative funding and financing options

### Transportation Choice

- Increase % of people who walk, bike, and take the bus to get to BART
- Reduce reliance on cars for new residents
- Expand pedestrian and bicycle network
- Embrace rapid evolution of mobility trends / technology

### Affordability

- At least 20% affordable homes for low- and very-low-income households
- Support BART's 35% systemwide housing affordability goal
- Support local economy with project labour agreements

For full list of Goals and Objectives:



## Project Highlights

750 to 800  
Housing  
Units

53%  
Market  
Rate

32% Below  
Market  
Rate

15%  
Workforce

### Open Space

- 1.8 Acres of Publicly Accessible Open Space
- 28,000 square foot Public Plaza
- Enhanced Ohlone Greenway

### Access

- Additional Bike Parking
- City-led Parking Management Program
- Class 4 Protected Bike Lanes

### Library

- Potential ~20,000 square foot Modern Library

### Building Design

- Sustainable Design
- Modular / Pre-Fabricated Construction
- Energy, Waste, and Material Management

Stay Involved: Study Session Coming in September  
[www.el-cerrito.org/TOD](http://www.el-cerrito.org/TOD) for information on upcoming meetings





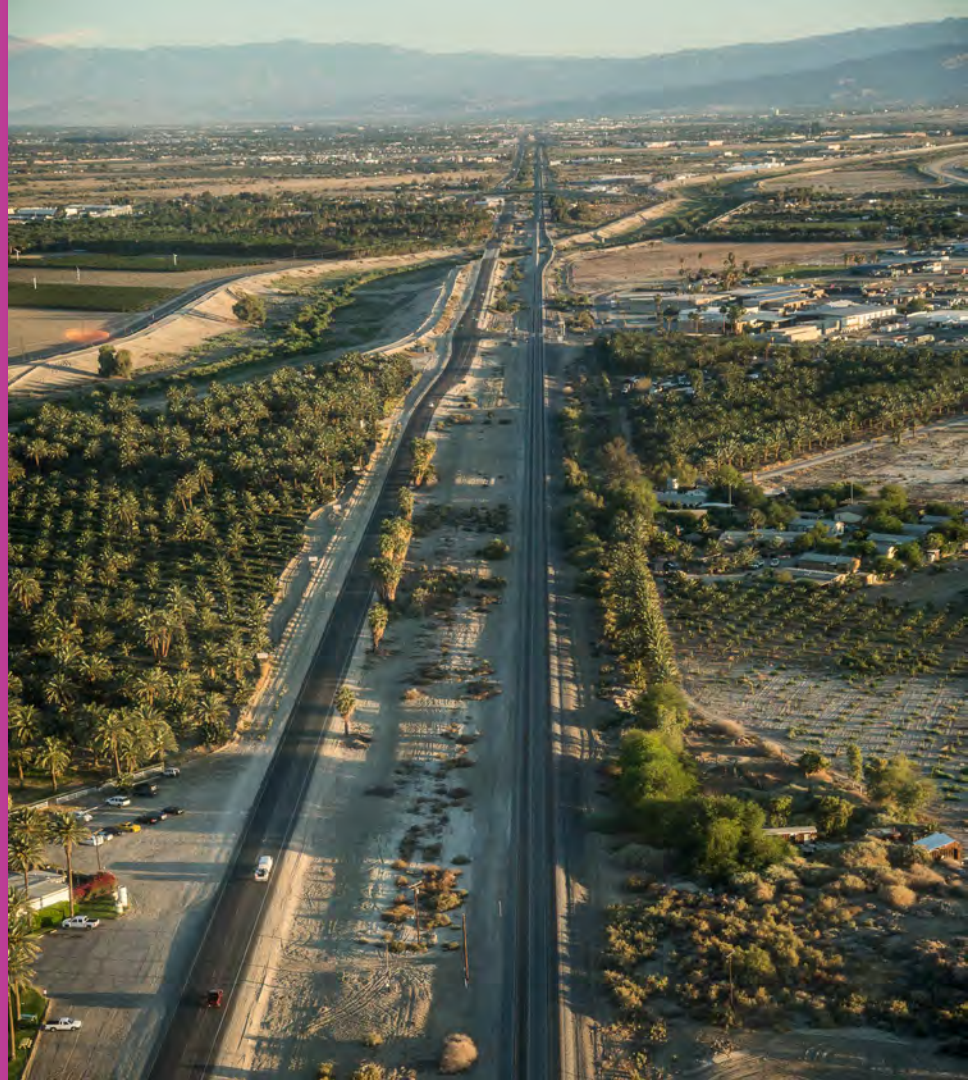


2022 League of California Cities:

Supporting Housing in Your Community  
Through Policy, Finance, and Communications

September 7, 2022

LIFT TO **RISE**



# Our North Star

A future where all Coachella Valley families are healthy, stable, and thriving. We have developed a collective impact model that includes investing in housing and economic mobility for all residents, while responding to immediate needs during a health and economic crisis, and beyond.

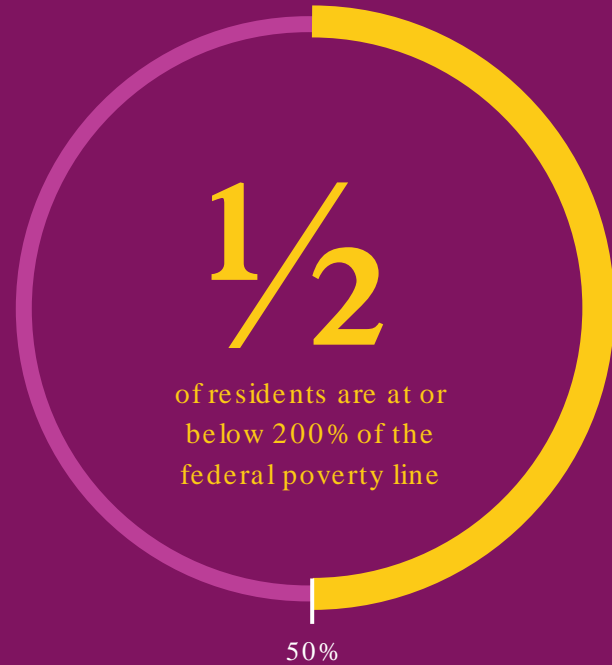
With input from more than 50 collaborative partners and countless community members, Lift to Rise is radically increasing housing stability and advancing economic opportunity for all Coachella Valley residents.



TWO VALLEYS

# “Workers”

- Wages are half of what they need to be to afford the Fair Market Rate for a two-bedroom apartment
- Widespread housing cost burden
- People of color face higher rates of rent burden, eviction, and are more likely to experience homelessness
- A wonderful place full of hard-working people worth investing in



# Our Goals:

Create 10,000 affordable homes by 2028

Build paths to economic mobility opportunities

Reduce rent burdened households by 30%

## And how we get there:



### Readiness

Advancing a pipeline of investable projects that resulting in 5,000 units of affordable housing by 2024.



### Regional Equity

Driving a regional investment vehicle to catalyze the development of affordable housing across the region.



### Reducing Rent Burden

Building pathways to economic mobility and security for residents experiencing poverty.

# How We're Getting There



1.

Advance a community-valued **pipeline** of investable projects that will result in **5,000 units** of affordable housing by 2024



2.

Work with city, county, and state governments to implement **affordable housing-friendly policies** to facilitate the planning, approval, and construction of affordable housing units in the shared pipeline



3.

Drive a regional **investment vehicle** to invest in and catalyze the development of affordable housing across the region



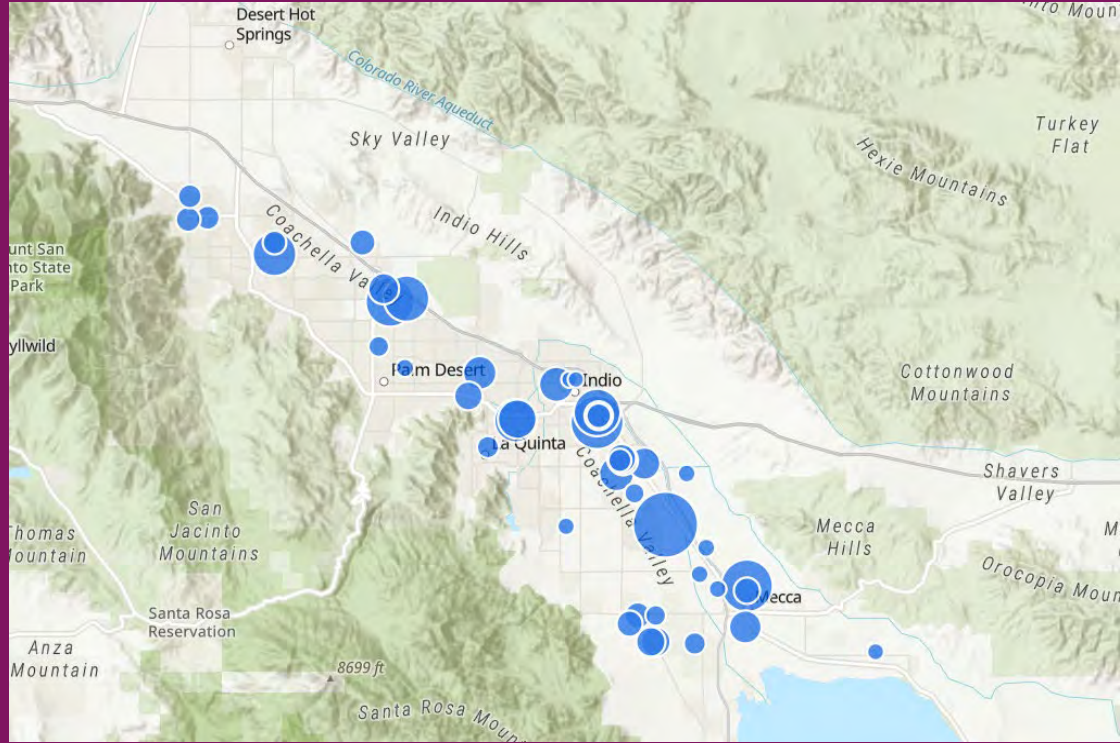
4.

Build pathways to **economic mobility and security** for residents experiencing poverty



# Community Driven Regional Model

- Multilayered investment makes projects feasible.
- Credit Enhancement at the base is critical to make this approach work; by investing at the base of the fund, other investment becomes possible.
- The capital stack allows various types of investors to participate, thereby reducing rates and creating various product types to solve for financing gaps.



LIFT TO RISE

Thank you.

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