



DEVELOPER SELECTION AND AUTHORIZATION TO BEGIN NEGOTIATIONS FOR DEVELOPMENT OF THE FORMER BENNETT VALLEY SENIOR CENTER COMPLEX

City Council Meeting
September 24, 2019

Nicole Rathbun
Program Specialist II
Housing and Community Services

BACKGROUND

- ❖ Bennett Valley Senior Center Complex in poor condition per 2018 Facilities Condition Assessment
- ❖ Services for seniors consolidated to two alternate City facilities
- ❖ Feb 2019 - Council direction to utilize site for affordable housing and/or permanent supportive housing
- ❖ Request for Qualifications/Proposals issued; due July 15, 2019

OUTREACH EFFORTS

- ❖ Bilingual Post Card Mailers and Flyers (English & Spanish)
- ❖ NextDoor Posts
- ❖ News Flashes on City's Website
- ❖ Collaboration with Neighborhood Leaders and Local Non-Profits
- ❖ Email Mailing List
- ❖ Community Meeting with Translation and Interpretation

NEIGHBORHOOD PRIORITIES

- ❖ Developed from Community Meeting and Outreach Efforts
 - ❖ Active Property Management
 - ❖ Community Involvement
 - ❖ On-Site Parking

Analysis

- ❖ Two proposals were received and evaluated for:
 - ❖ Financial Capacity
 - ❖ Developer Experience
 - ❖ Property Manager Experience
 - ❖ Service Provider Experience
 - ❖ Depth of Affordability
 - ❖ Efficient Timeline
 - ❖ Alignment with neighborhood priorities

Analysis

- ❖ Freebird Development recommended by Council/Housing Authority Ad-Hoc Committee.
- ❖ Proposal categories deemed most qualified:
 - Financial capacity
 - Property Management/Support Services Experience
 - Conceptual Proposal – 50% PSH, 50% AH
 - Varied unit sizes, depth affordability, inclusion of neighborhood priorities

RECOMMENDATION

- ❖ It is recommended by the Housing and Community Services Department and the Bennett Valley Senior Center Proposal Evaluation Ad-Hoc Committee that the Council, by resolution, 1) select Freebird Development Company, as the developer for the City-owned parcels at 702 and 716 Bennett Valley Road, and 921 and 927 Rutledge Avenue (APNs 009-333-014, 009-333-009, 038-151-011, and 038-151-004), 2) authorize staff to initiate negotiations to enter into an Exclusive Negotiating Agreement (ENA) with Freebird Development Company, and 3) authorize the Chief Financial Officer to appropriate \$35,000 from the General Fund unassigned reserves to Real Estate Projects P00635 for costs associated with entering into an ENA with Freebird Development Company.