
DOWNTOWN LIBRARY MIXED-USE PROJECT

CITY COUNCIL UPDATE September 14, 2021



AGENDA

- Summary of Efforts to Date and Introduction to Project Team
- Project Schedule Update
- Next Steps

HIGHLIGHTS OF EFFORTS TO DATE

- Completed program, delivery and schedule analysis with owner's representative, Griffin Structures
- Implemented communications and outreach strategy, including stakeholder meetings and pop-up events
- Completed Library Re-Use Visioning Process and engaged over 700 constituents
- Secured Affordable Housing Master Developer to develop 100% more low and very-low income units than Council mandate
- Recommendation for Master Library Architect RFP and selection

SUMMARY OF EFFORTS TO DATE

- Hired Owner's Representative- Griffin Structures
 - Owner's Rep- Program, Delivery and Schedule Analysis
- Communications and Outreach Strategy
- Library Re-Use Visioning Process Completed
- Affordable Housing Master Developer RFP and Selection
- Master Library Architect RFP and Selection

Griffin Structures



- 40 years Serving Public Sector
- Affordable Housing
- Library Experience
- Mixed Use Development Experience
- Parking Structure Experience
- Program and Construction Managers

REPRESENTATIVE PROJECT EXPERIENCE



400 Public Sector Projects



20 Library Projects



20+ Parking Structure Projects



25 Affordable Housing Projects

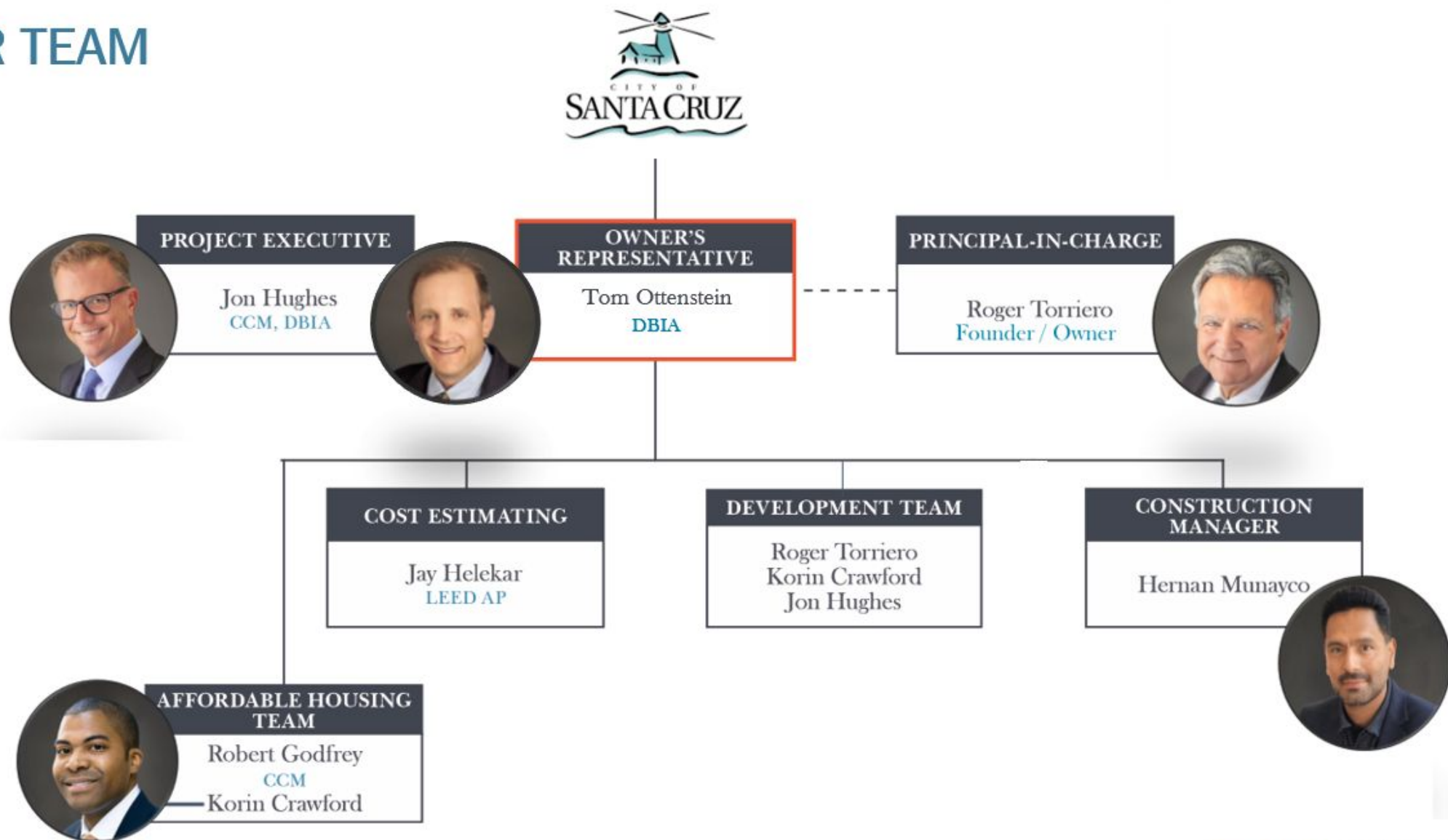


80 Design Build Projects



50 Mixed Use Projects

YOUR TEAM



SANTA CRUZ
DOWNTOWN LIBRARY
MIXED USE PROJECT

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COMMUNITY OUTREACH & COMMUNICATION TOOLS

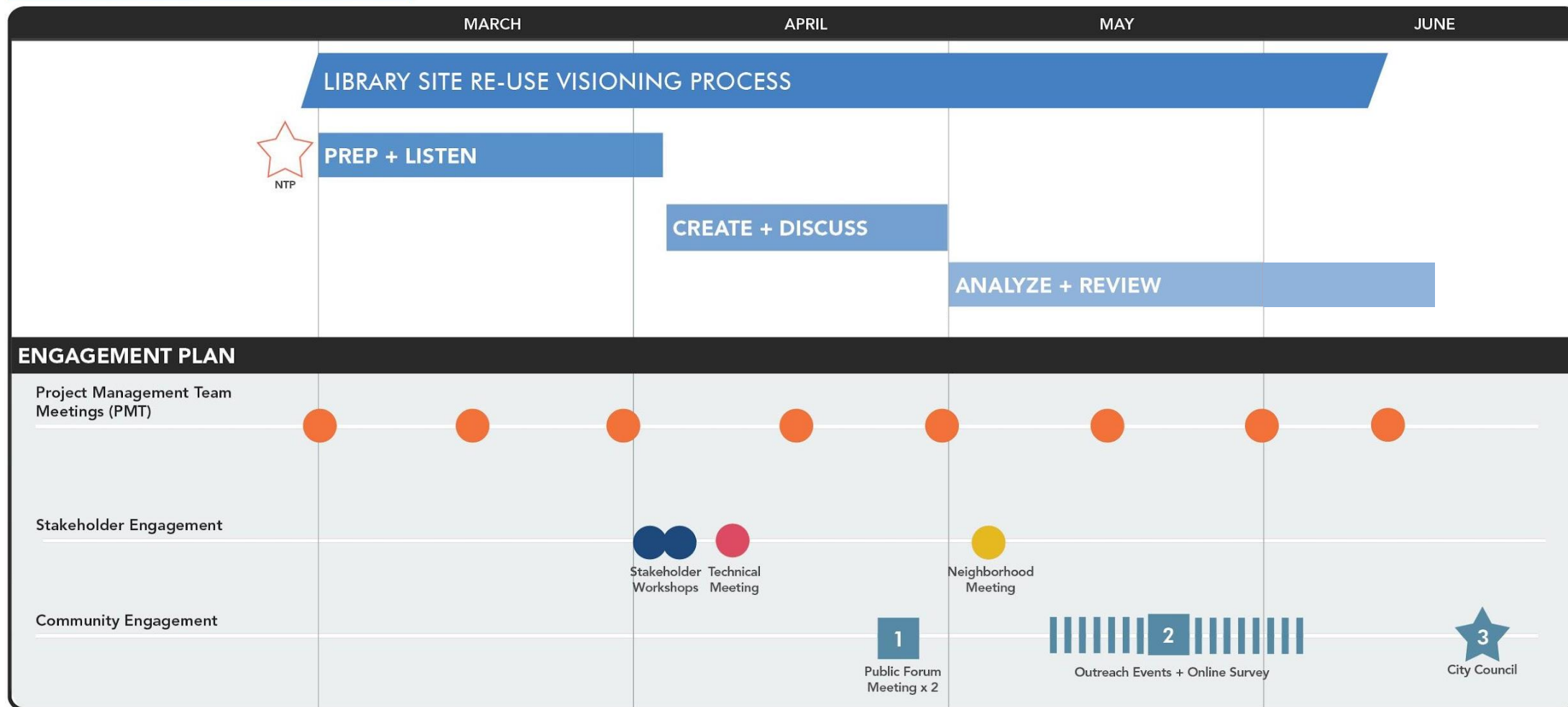
- Conceptual Design Workshops
- Schematic Design Focus Groups and Workshops
- Stakeholder Meetings & Presentations
- Pop-up Events
- Social Media Posts
- Project Newsletter
- E-blast updates
- Fact Sheet
- Website Content: cityofsantacruz.com/mixeduselibrary
- Press Releases
- Updates for Officials
- Quarterly Updates to Council (3rd Update in 2021)
- 24 Hour Hotline During Construction

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LIBRARY SITE RE-USE VISIONING PROCESS



RANKED ORDER PREFERENCE

| Rank | Choice | Distribution |
|------|--|--|
| 1. | Mixed Use Housing with Civic Plaza |  |
| 2. | Plaza + Park with Housing |  |
| 3. | Library Structure Re-purposed with Parking |  |

 3rd preference
  2nd preference
  1st preference

LIBRARY STRUCTURE REPURPOSED WITH PARKING



PLAZA + PARK WITH HOUSING



MIXED-USE HOUSING WITH CIVIC PLAZA + PARK



FINAL VISION RECOMMENDATION

- Affordable Housing
- Community-oriented Ground Floor Uses
- Civic Plaza/ Park focused on Downtown/ Daily uses
- Potential to host Farmers' Market

“Affordable Housing is a priority for our community. I believe it can be done in a mixed-use format with an acknowledgement of place, respect and voice of the people served, housing elements guidelines, creative and cultural appropriate design and environmental sustainability.”

–Community Survey Respondent



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Affordable Housing Master Developer Selection

- Request for Proposals was posted on April 12, 2021
- 5 firms submitted: First Community Housing, Related, John Stewart Company, Eden Housing/For The Future Housing, and Novin
- All proposals were evaluated based on:
 - Project Team
 - Past Related Experience
 - Design and Program
 - Approach to Scope including affordability
- Selected Eden/For the Future Housing
 - Strong team, approach to scope, thorough and detailed proposal, high number of low and very low income units in project

Eden Housing and For the Future Housing



- Proposed 107 very low and extremely low income housing units versus 50 mandated by Council
 - 2 additional set-asides for permanent supportive housing and disabled individuals/households
- Supportive services for residents, potential on-site childcare, commitment to sustainability, including rooftop solar, rainwater catchment systems and an all-electric, low-energy building.
- 64 combined years of experience, with 13 projects completed or underway in Santa Cruz County
- Experience in successfully developing 100% affordable housing projects throughout California
- Ability to bring a high number of units targeting the lowest and most needed affordability levels



We have a little over 2 years to meet our RHNA goals for the 2015-2023 period

| Regional Housing Needs Allocation Progress | | | | | | | | | | | | | |
|--|---------------------|---------------------------------|------|------|------|------|------|------|------|------|------|---------------------------------|--------------------------------------|
| Permitted Units Issued by Affordability | | | | | | | | | | | | | |
| | | 1 | 2 | | | | | | | | | 3 | 4 |
| Income Level | | RHNA Allocation by Income Level | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | Total Units to Date (all years) | Total Remaining RHNA by Income Level |
| | | | | | | | | | | | | | |
| Very Low | Deed Restricted | 180 | 5 | 1 | | 6 | 45 | | | | | 57 | 123 |
| | Non-Deed Restricted | | | | | | | | | | | | |
| Low | Deed Restricted | 118 | 7 | 15 | 13 | 47 | 17 | | | | | 199 | |
| | Non-Deed Restricted | | | | | 6 | 51 | 43 | | | | | |
| Moderate | Deed Restricted | 136 | | | | | | | | | | 233 | |
| | Non-Deed Restricted | | 39 | 112 | 41 | 1 | 16 | 24 | | | | | |
| Above Moderate | | 313 | 94 | 44 | 109 | 90 | 26 | 12 | | | | 375 | |
| Total RHNA | | 747 | | | | | | | | | | | |
| Total Units | | | 145 | 172 | 163 | 150 | 155 | 79 | | | | 864 | 123 |

Note: units serving extremely low-income households are included in the very low-income permitted units totals

All of the affordable units in the Project, **107+**, will be at the very lowest affordability levels –very low or extremely low.

| Regional Housing Needs Allocation Progress | | | | | | | | | | | | | |
|--|---------------------|---------------------------------|------|------|------|------|------|------|------|------|------|---------------------------------|--------------------------------------|
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EXPERIENCE



Water Street Apartments
708 Water Street, Santa Cruz, CA



Riverwalk Apartments
110 Lindberg Street, Santa Cruz, CA



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Eden Housing and For the Future Housing



Pacific Station South
818 Pacific Street, Santa Cruz, CA



Granite Ridge
37350 Sequoia Road, Fremont, CA



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Alta Mira
28901 Mission Boulevard, Hayward, CA



Hana Gardens Senior Apartments
10860 San Pablo Avenue, El Cerrito, CA



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Eden Housing and For the Future Housing



Valor Crossing
7500 Saint Patrick Way, Dublin, CA



Cottonwood Place
3701 Peralta Boulevard, Fremont, CA

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- Master Library Architect RFP and Selection

Master Library Architect and Selection

- Request for Proposals was posted on April 22, 2021
- 9 firms submitted proposals - preliminary review based on :
 - Project Team
 - Past Related Experience
 - Design and Program
 - Approach to Scope
- Following initial evaluation, four teams were interviewed; Dreyfus and Blackford, Jayson Architecture, ABA, and Group 4
- Following a second round of interviews, Jayson Architecture was selected as the preferred Master Library Architect
 - strong team, approach to scope, quality and success of community engagement, current relevant local projects and quality design

LIBRARY MASTER ARCHITECT – JAYSON ARCHITECTURE



ABE JAYSON

**Principal-in-Charge
Community Liaison
Library Expert**

*Architect, AIA, California License # C33239
LEED Accredited Professional, BD+C*



KATIE STUART

**Associate, Project Manager
Main Point of Contact
Library Expert**

*Architect, California License # C36427
LEED Accredited Professional, BD+C*

TEAM

**SANTA CRUZ DOWNTOWN LIBRARY
MIXED USE PROJECT MASTER ARCHITECT**



**SANTA CRUZ
DOWNTOWN LIBRARY
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I

EXPERTISE

UNDERSTANDING THE
COMPONENTS THAT CREATE
A WONDERFUL LIBRARY

II

ENGAGEMENT

PROMOTING DIALOGUE
TO ACHIEVE ROBUST
QUALITATIVE FEEDBACK

III

VALUES

CRAFTING A NARRATIVE
THAT REFLECTS THE
VALUES OF SANTA CRUZ



SANTA CRUZ
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EXPERTISE



AGENDA

- Summary of Efforts to Date and Introduction to Project Team
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PROJECT SCHEDULE UPDATE

| 2020 | 2021 | | | | 2022 | | | | 2023 | | | | 2024 | | | | 2025 | |
|-------------------------------|------|----|----|---------------------------|------|----|----|--------------------------------------|------|----|----|----|------|----|----|----------------------|------|----|
| Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 |
| TEAM BUILDING PHASE | | | | DESIGN & PERMITTING PHASE | | | | CONSTRUCTION PHASE | | | | | | | | MOVE IN PHASE | | |
| | | | | | | | | | | | | | | | | | | |
| 1. Program Delivery Analysis | | | | 1. Schematic Design | | | | 1. Site Clearing | | | | | | | | 1. Punch List | | |
| 2. AH Developer Selection | | | | 2. Design Development | | | | 2. Grading and Underground Utilities | | | | | | | | 2. Commissioning | | |
| 3. Master Architect Selection | | | | 3. Construction Documents | | | | 3. Shell and Core Construction | | | | | | | | 3. Catalogue Move-In | | |
| 4. Communications Planning | | | | 4. Entitlement | | | | 4. Interiors Construction | | | | | | | | 4. Grand Opening | | |
| | | | | 5. Permitting | | | | 5. Site Work and Landscape | | | | | | | | | | |
| | | | | 6. Contractor Selection | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | |

NEXT STEPS

- Upcoming Community Outreach on Site Concepts and Library Design
 - Focus Groups- October/November
 - Workshops -November/December
- Farmers' Market engagement- Ongoing
- Council Presentation and Site Design-December

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