



**Piedmont
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MORAGA CANYON SPECIFIC PLAN

PLANNING COMMISSION STUDY SESSION

JANUARY 8, 2024



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.



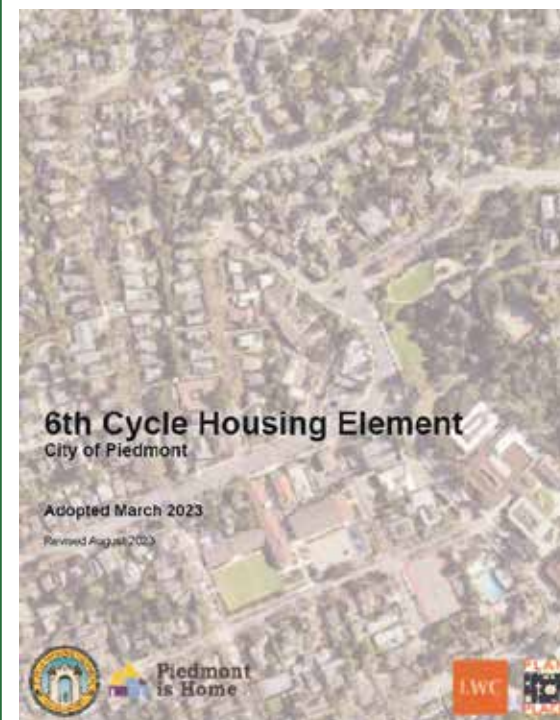
CITY OF PIEDMONT
GENERAL PLAN

Adopted
April 6, 2009

Amended February 18, 2020

General
Plan
(4/2009)

6th Cycle
Housing
Element
(3/2023)



6th Cycle Housing Element
City of Piedmont

Adopted March 2023
Revised August 2023



**MORAGA CANYON
SPECIFIC PLAN**

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.

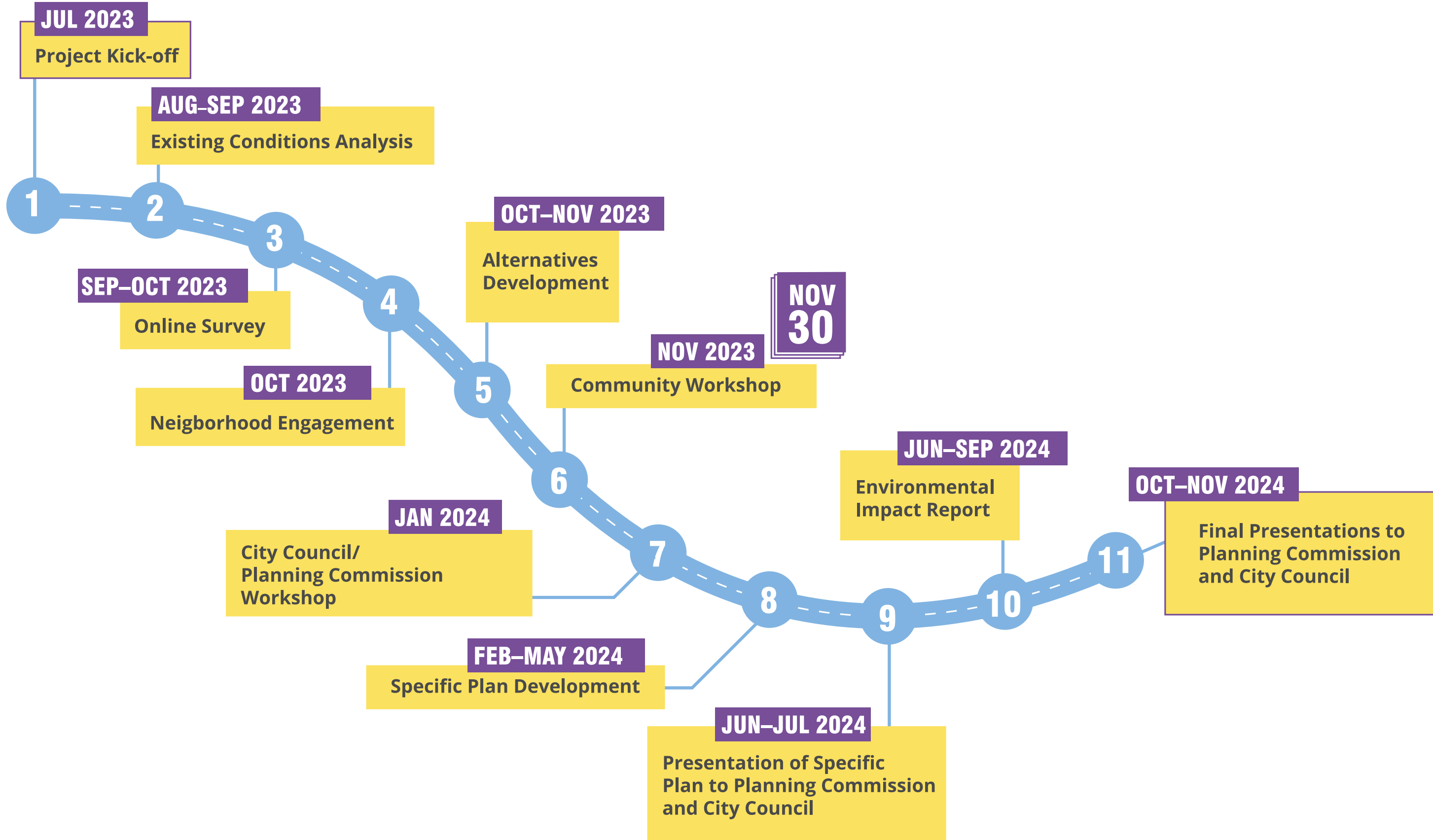
A Specific Plan includes text, maps, and diagrams that describe:

- 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

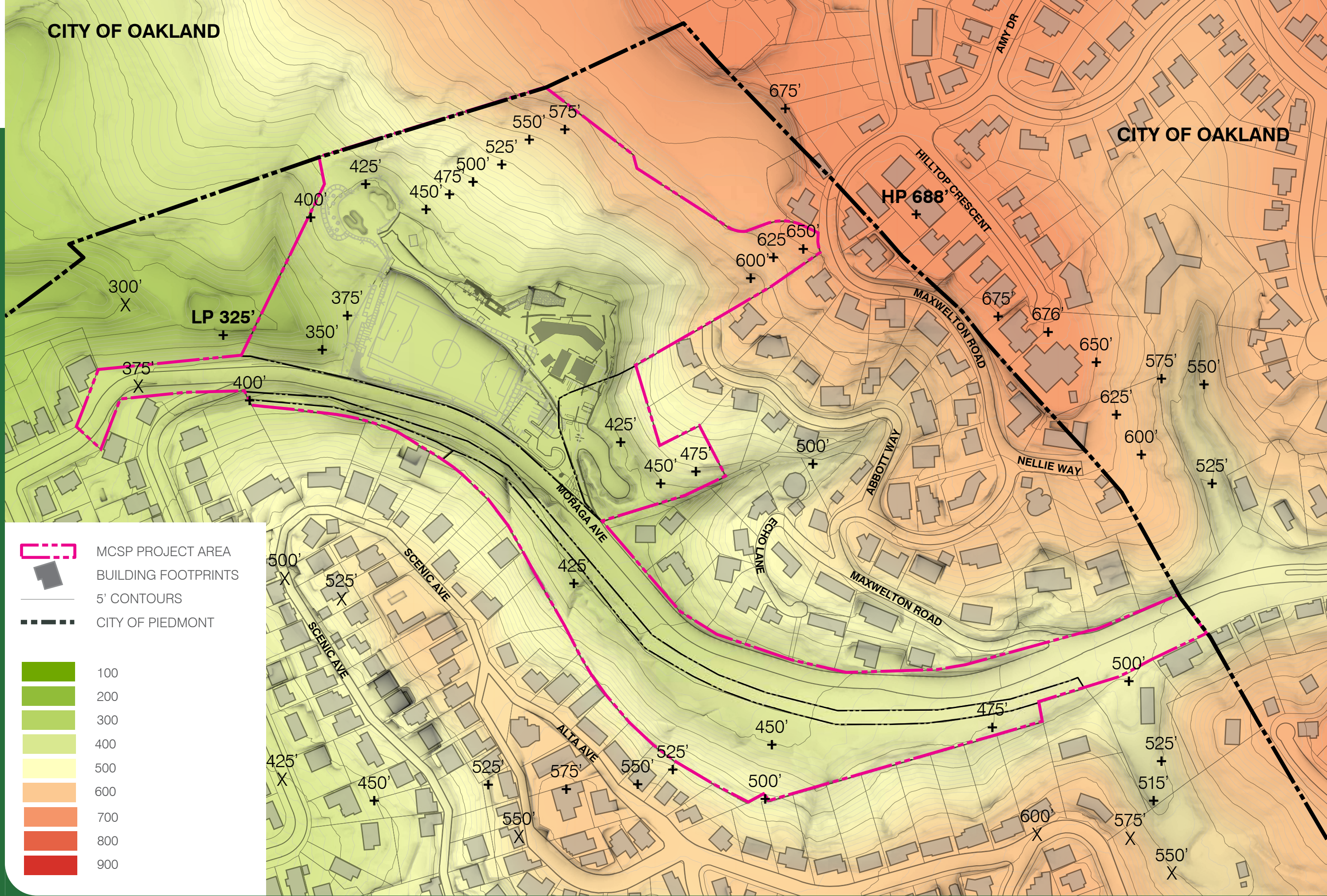
CITY OF OAKLAND





KENNELLY
SKATE PARK

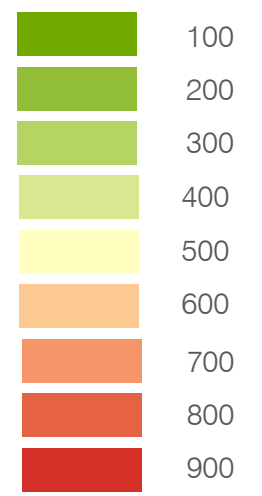
COACHES FIELD

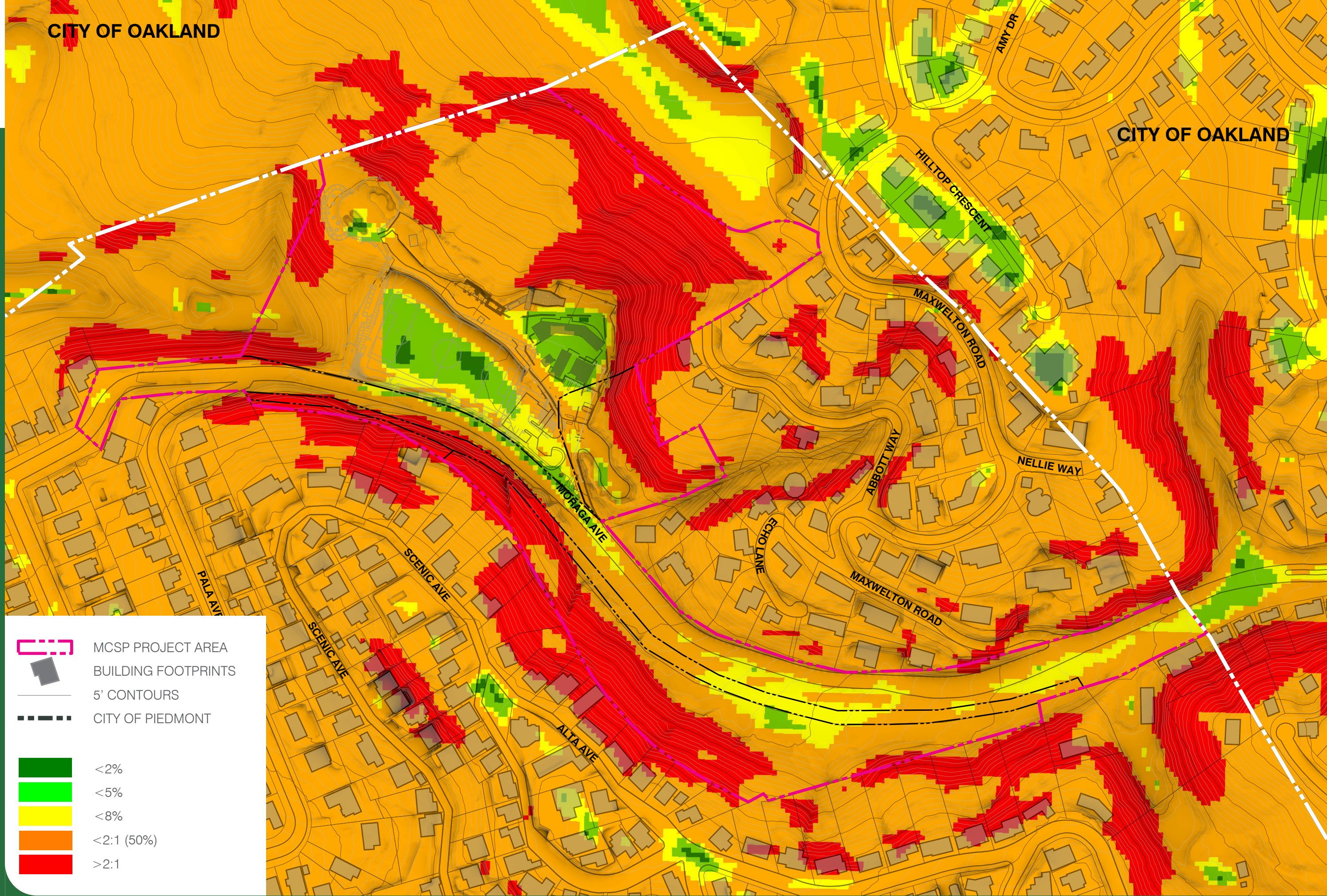
CITY CORPORATION YARD












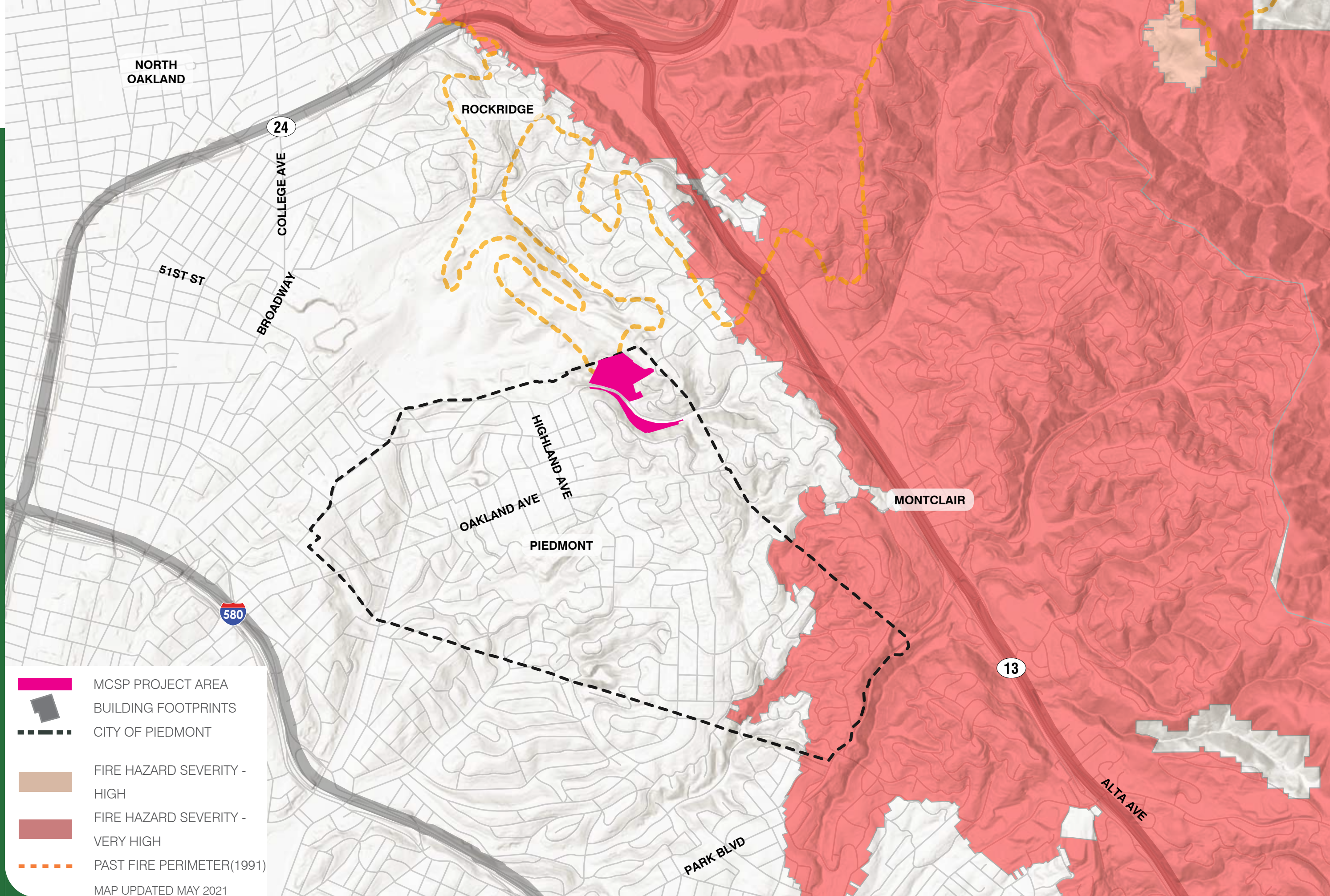


-  MCSP PROJECT AREA
-  BUILDING FOOTPRINTS
-  5' CONTOURS
-  CITY OF PIEDMONT





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



- MCSP PROJECT AREA
- BUILDING FOOTPRINTS
- CITY OF PIEDMONT
- FIRE HAZARD SEVERITY - HIGH
- FIRE HAZARD SEVERITY - VERY HIGH
- PAST FIRE PERIMETER(1991)

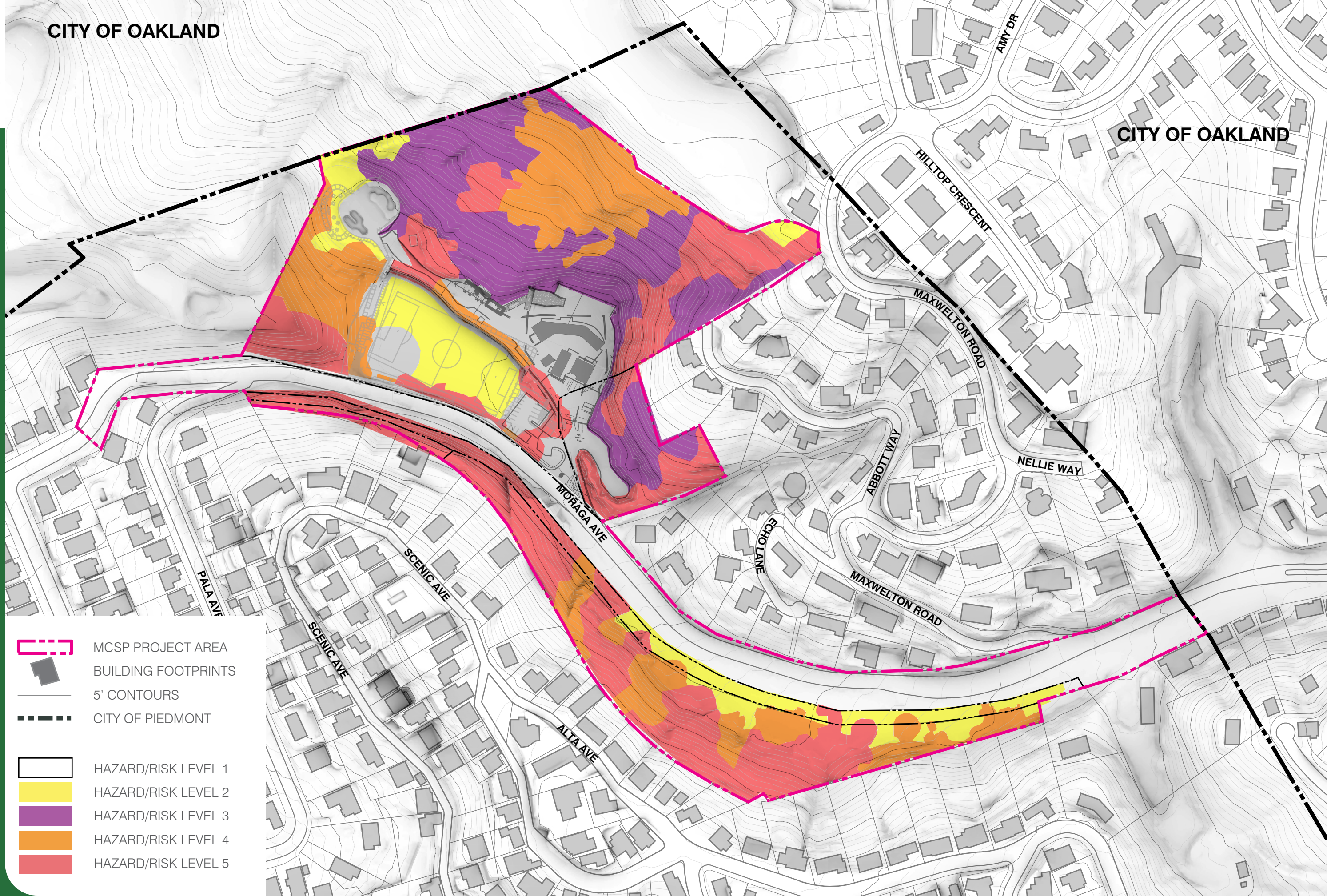
MAP UPDATED MAY 2021












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CITY OF OAKLAND

CITY OF OAKLAND



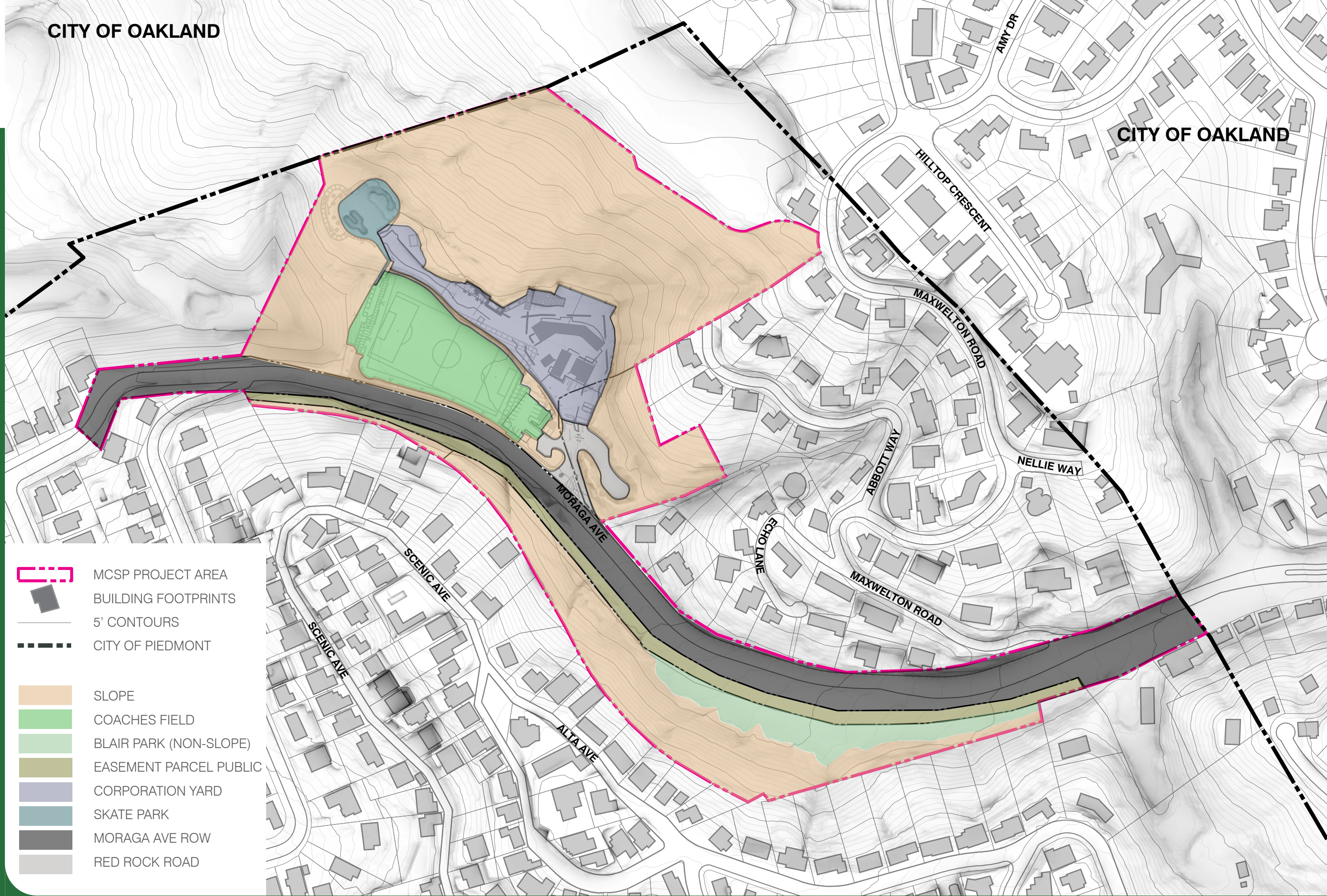
-  MCSP PROJECT AREA
-  BUILDING FOOTPRINTS
-  5' CONTOURS
-  CITY OF PIEDMONT
-  HAZARD/RISK LEVEL 1
-  HAZARD/RISK LEVEL 2
-  HAZARD/RISK LEVEL 3
-  HAZARD/RISK LEVEL 4
-  HAZARD/RISK LEVEL 5




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CITY OF OAKLAND



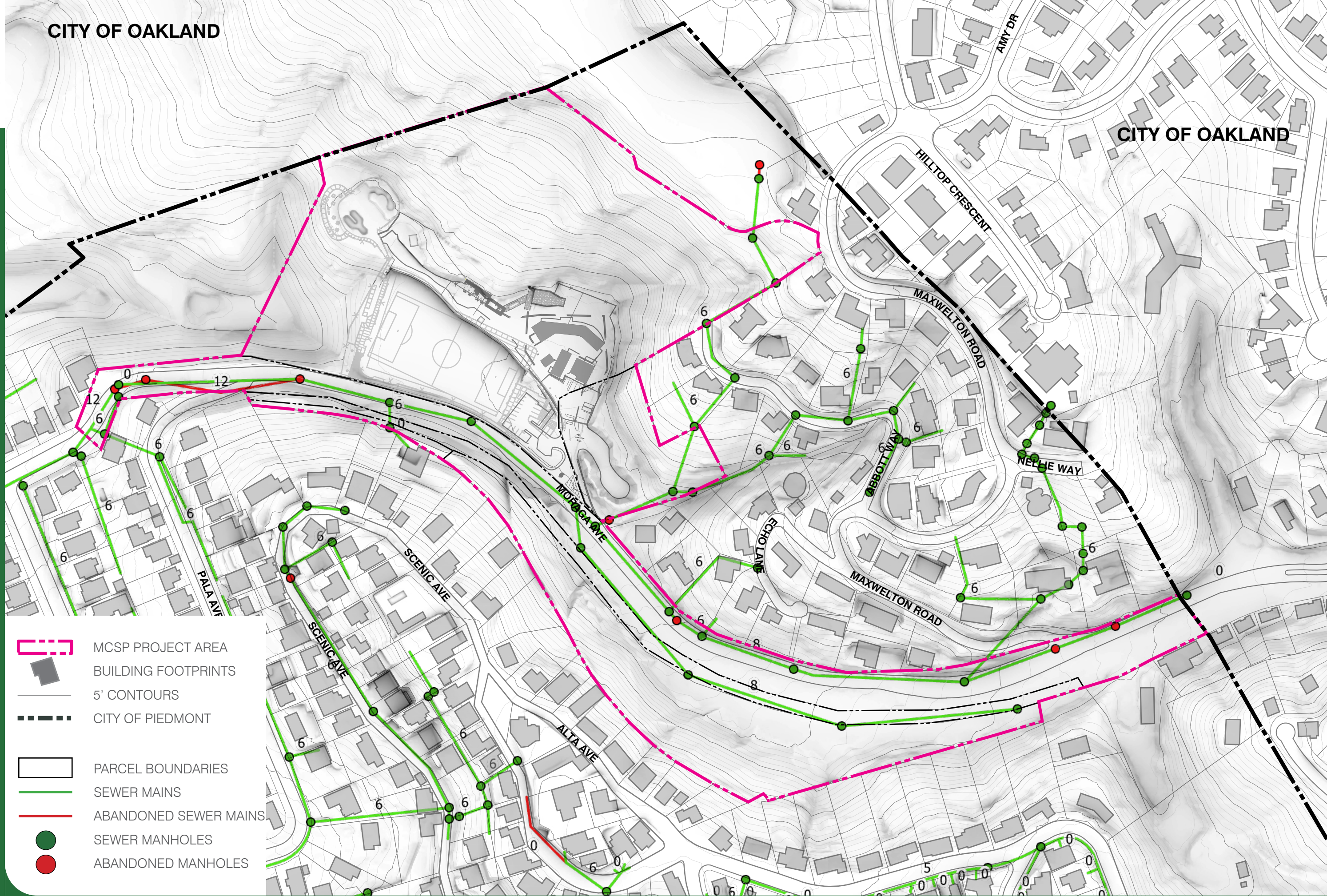
-  MCSP PROJECT AREA
-  BUILDING FOOTPRINTS
-  5' CONTOURS
-  CITY OF PIEDMONT
-  SLOPE
-  COACHES FIELD
-  BLAIR PARK (NON-SLOPE)
-  EASEMENT PARCEL PUBLIC
-  CORPORATION YARD
-  SKATE PARK
-  MORAGA AVE ROW
-  RED ROCK ROAD





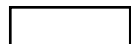






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CITY OF OAKLAND



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



COMMUNITY SURVEY

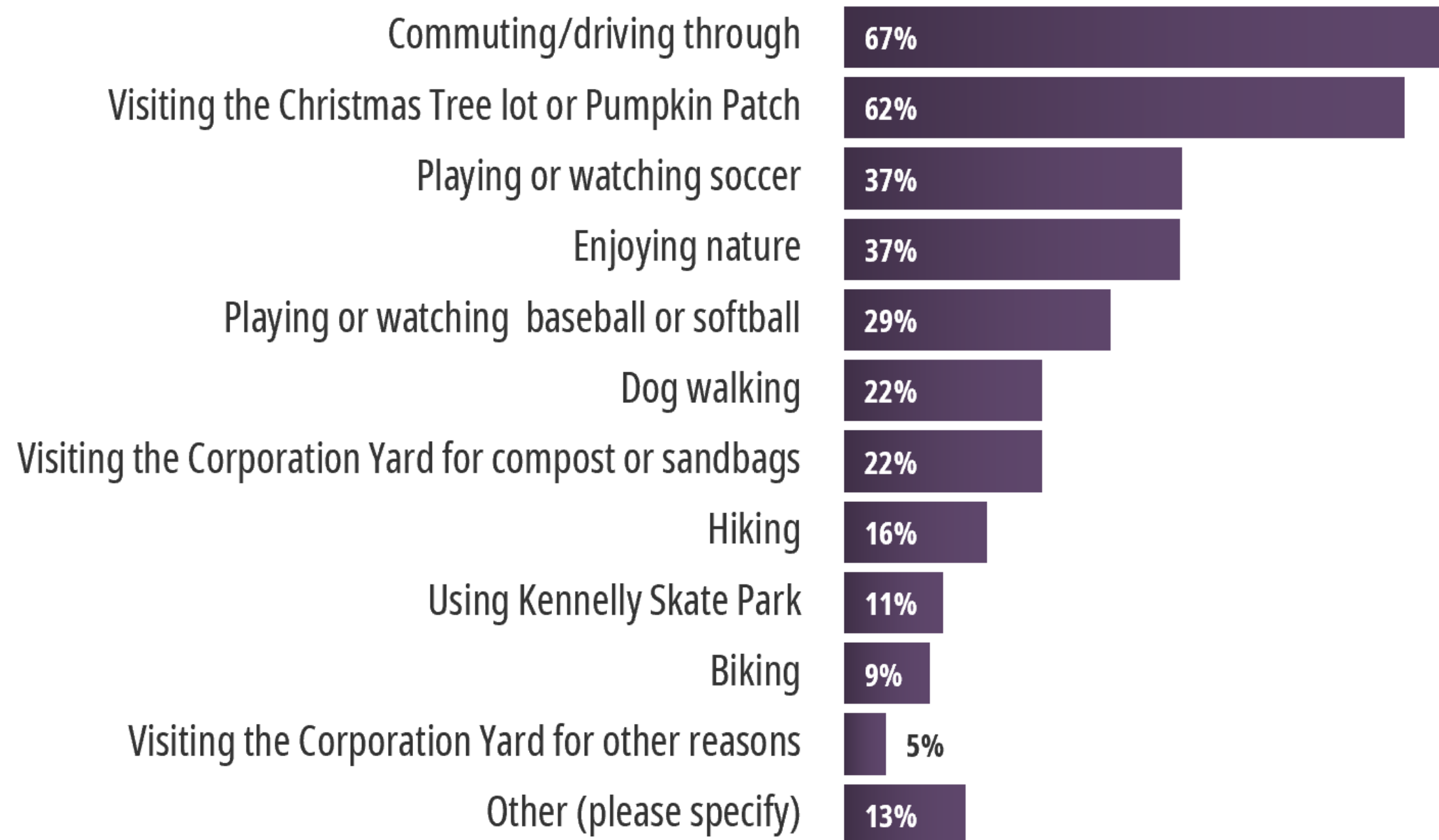
SURVEY OVERVIEW

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

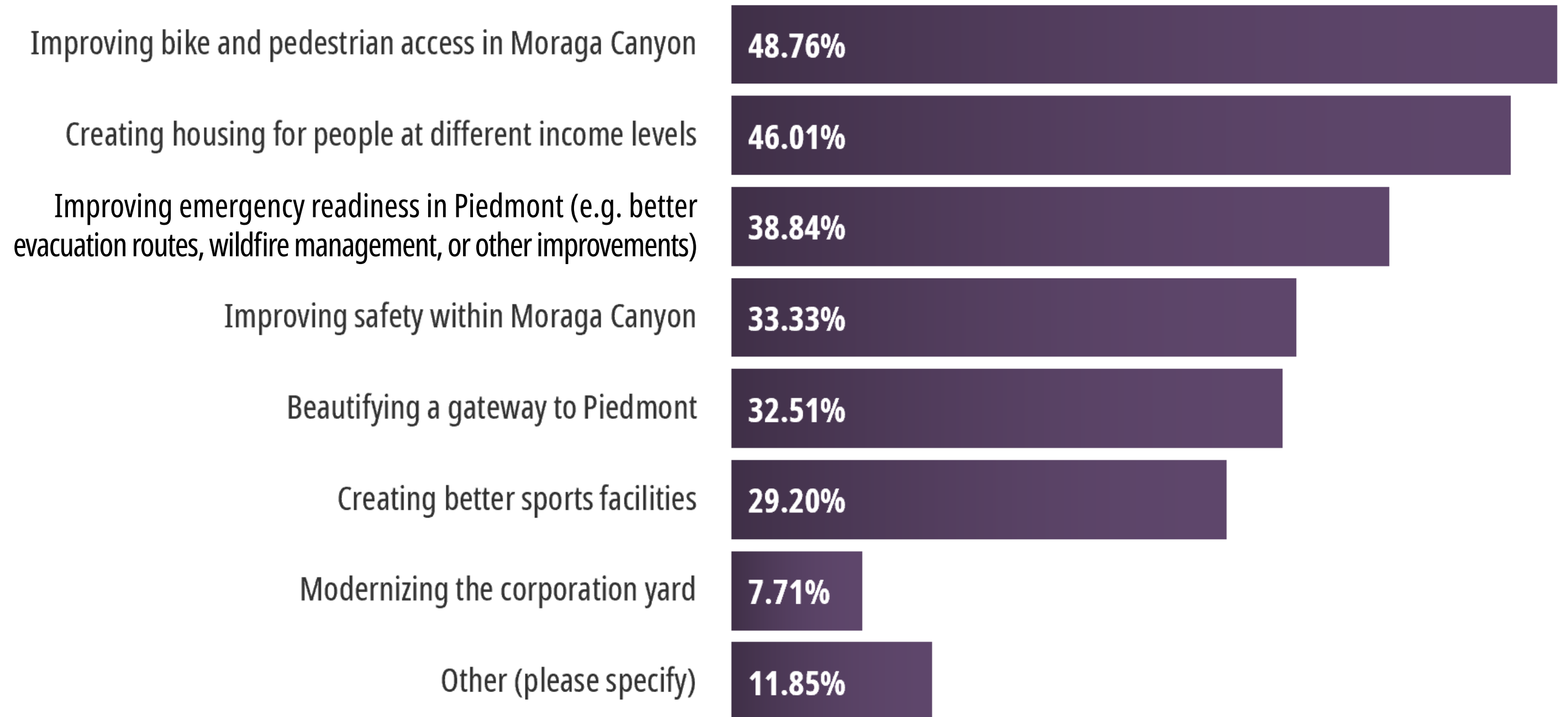


When you visit Moraga Canyon how do you and/or your family typically spend time there? (Check all that apply)



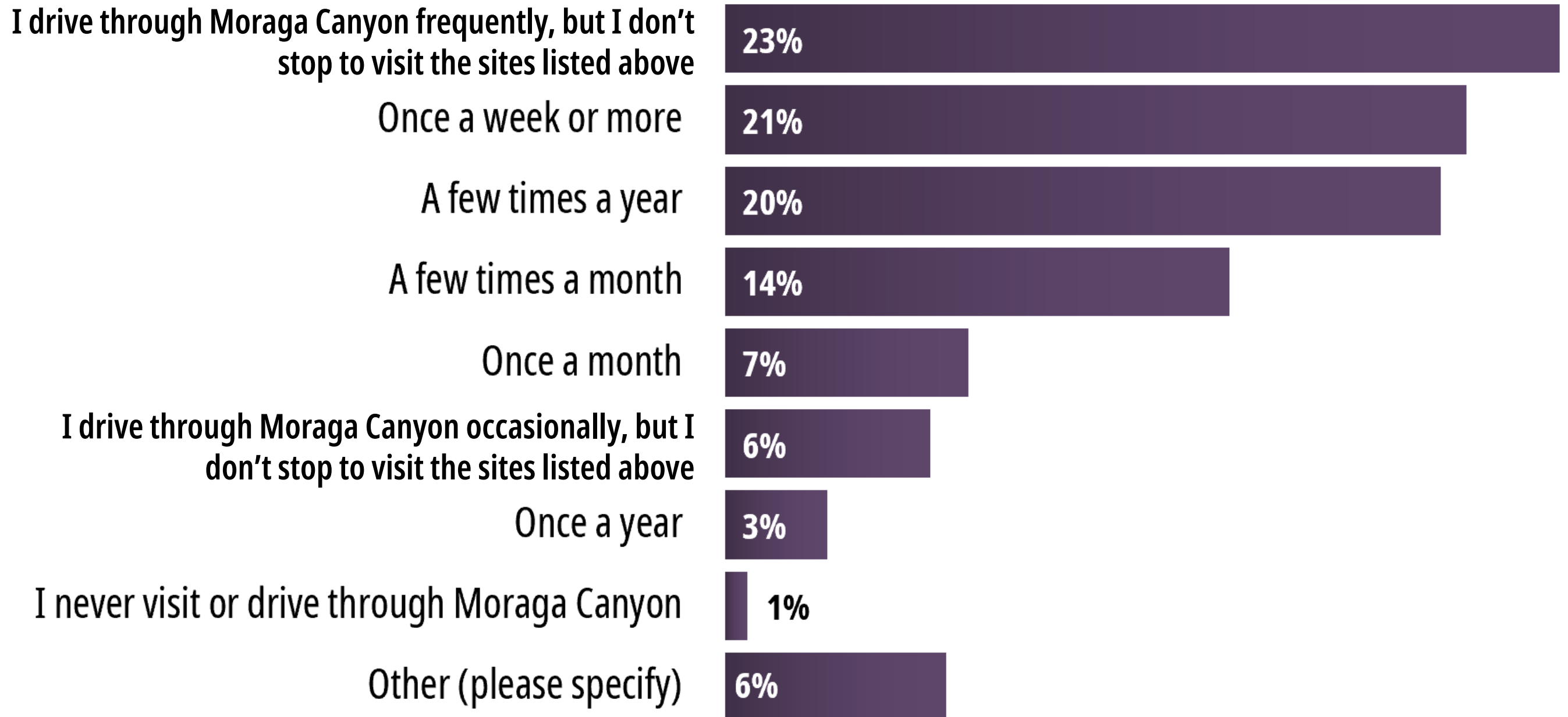


The Moraga Canyon Specific Plan will make recommendations that could bring a number of improvements to the area. Which of the benefits of the Moraga Canyon Specific Plan are most important to you? (Choose up to three benefits)





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



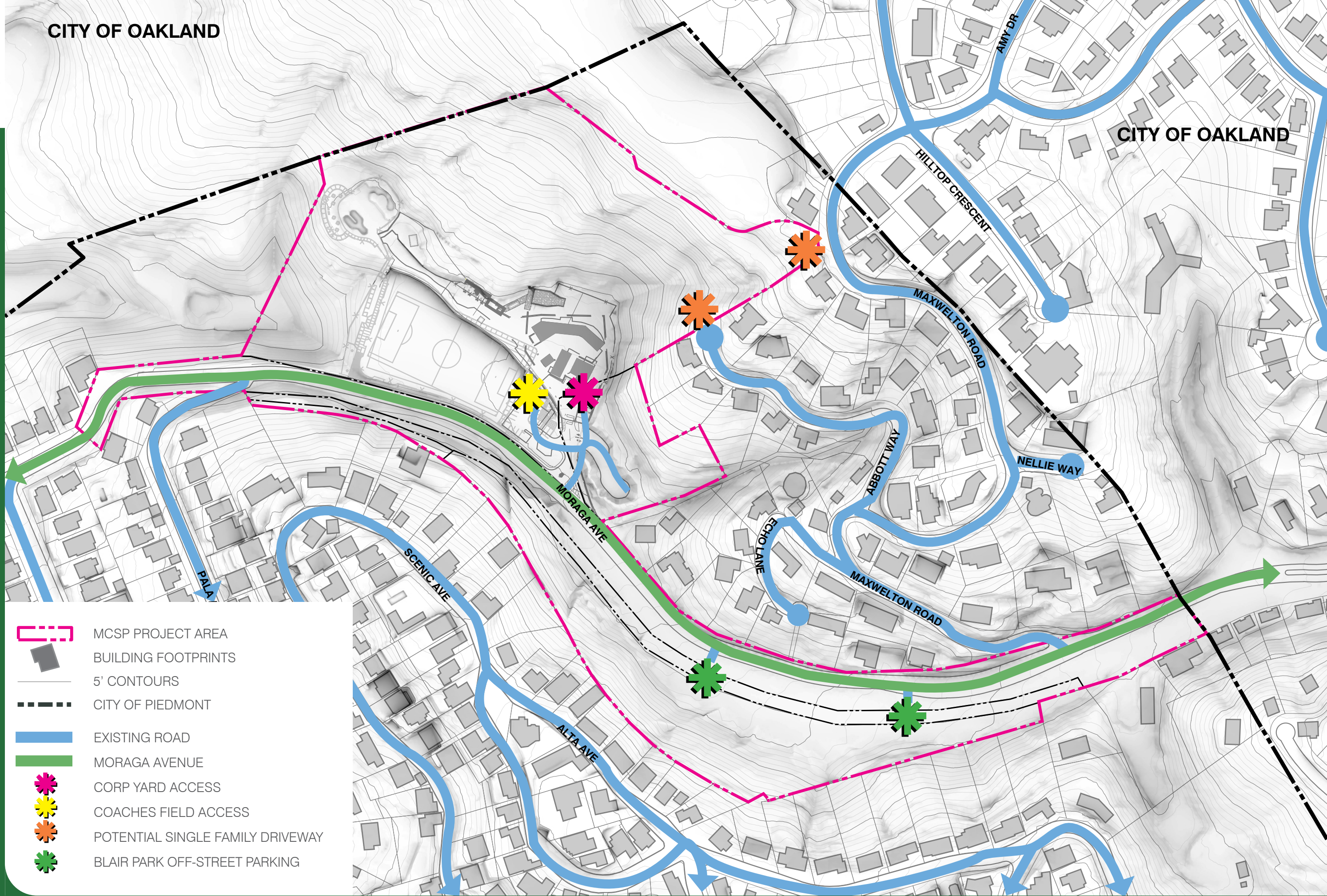
RECREATION













PUBLIC WORKS



HOUSING



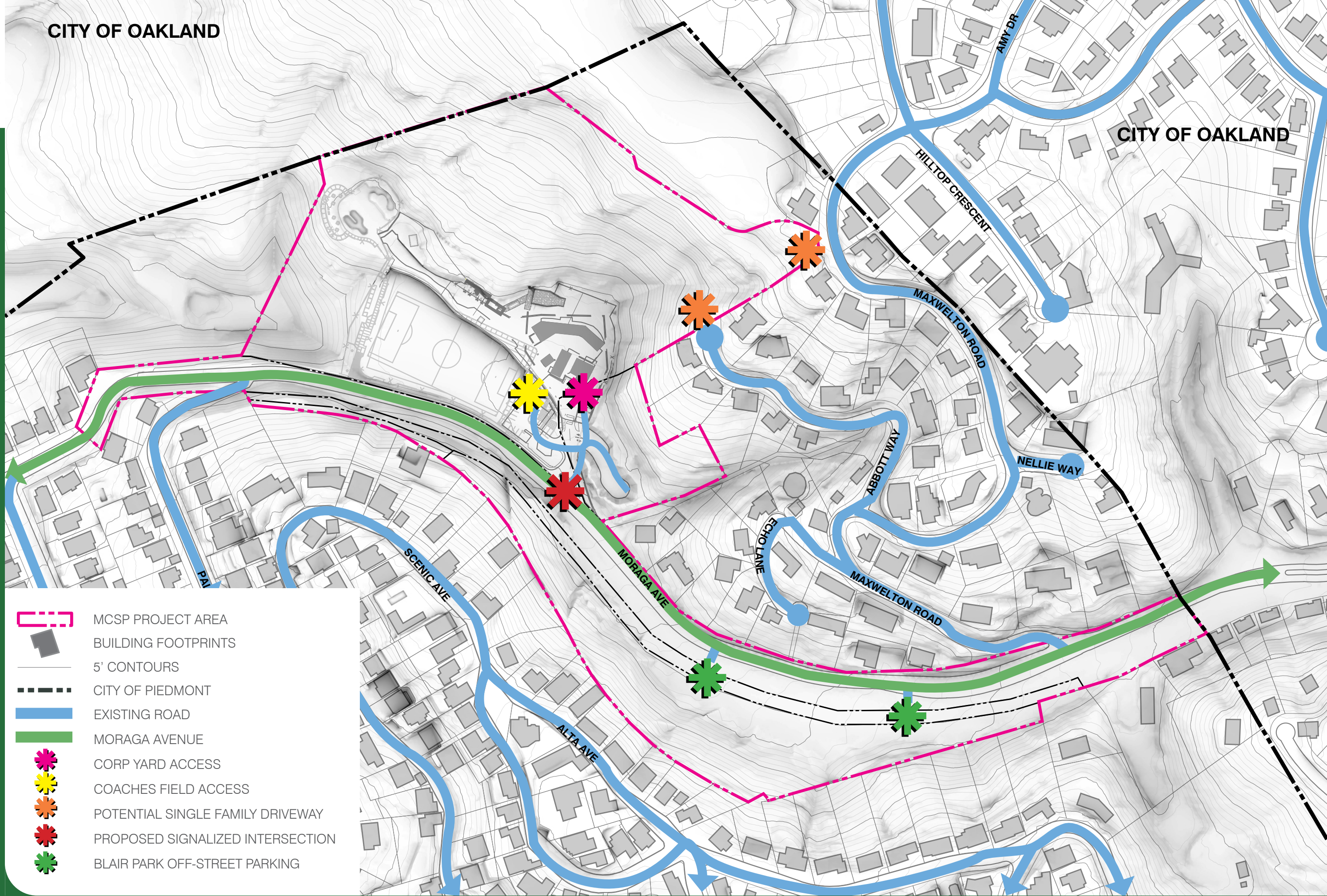
-  MCSP PROJECT AREA
-  BUILDING FOOTPRINTS
-  5' CONTOURS
-  CITY OF PIEDMONT
-  EXISTING ROAD
-  MORAGA AVENUE
-  CORP YARD ACCESS
-  COACHES FIELD ACCESS
-  POTENTIAL SINGLE FAMILY DRIVEWAY
-  BLAIR PARK OFF-STREET PARKING














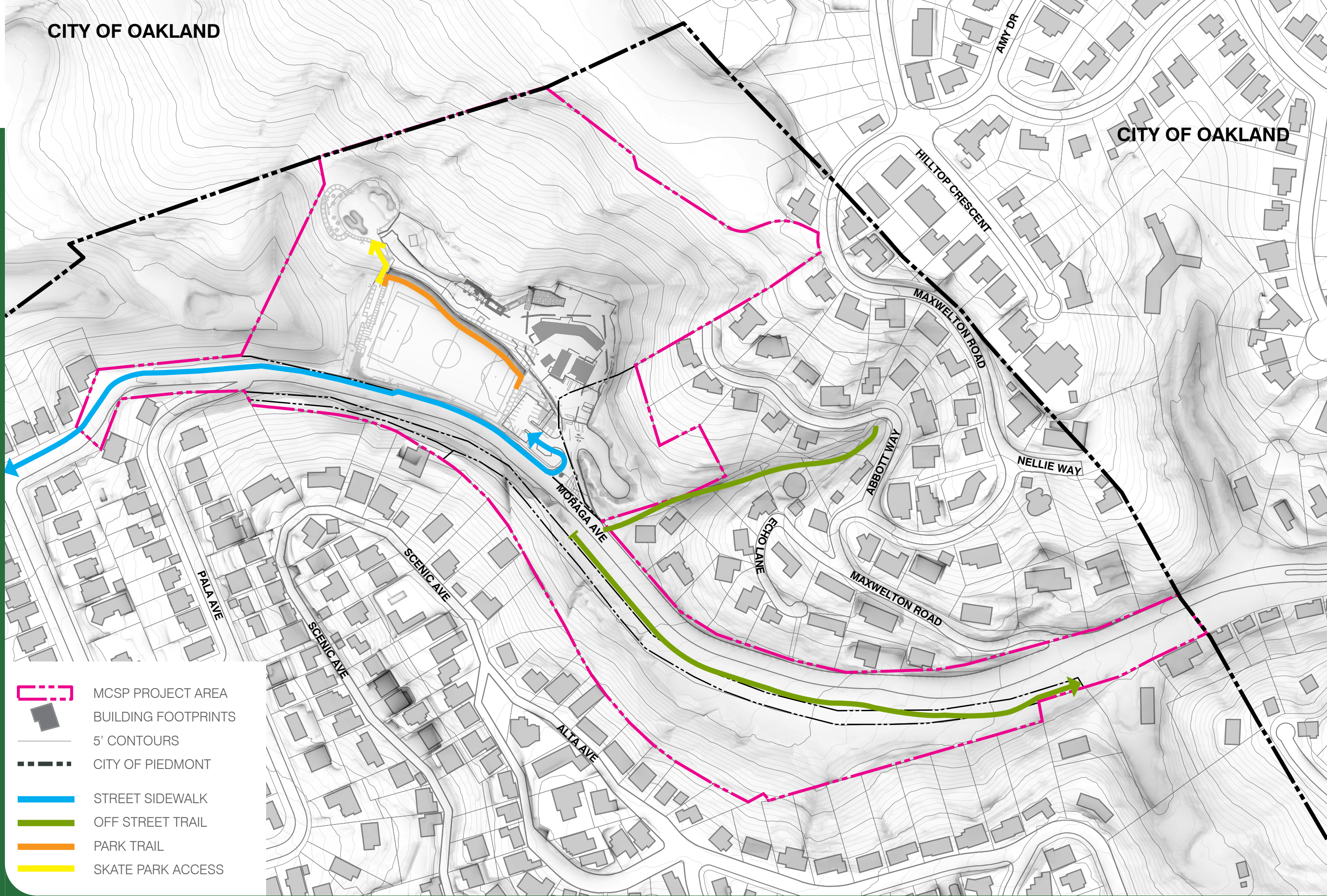
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CITY OF OAKLAND




-  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



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



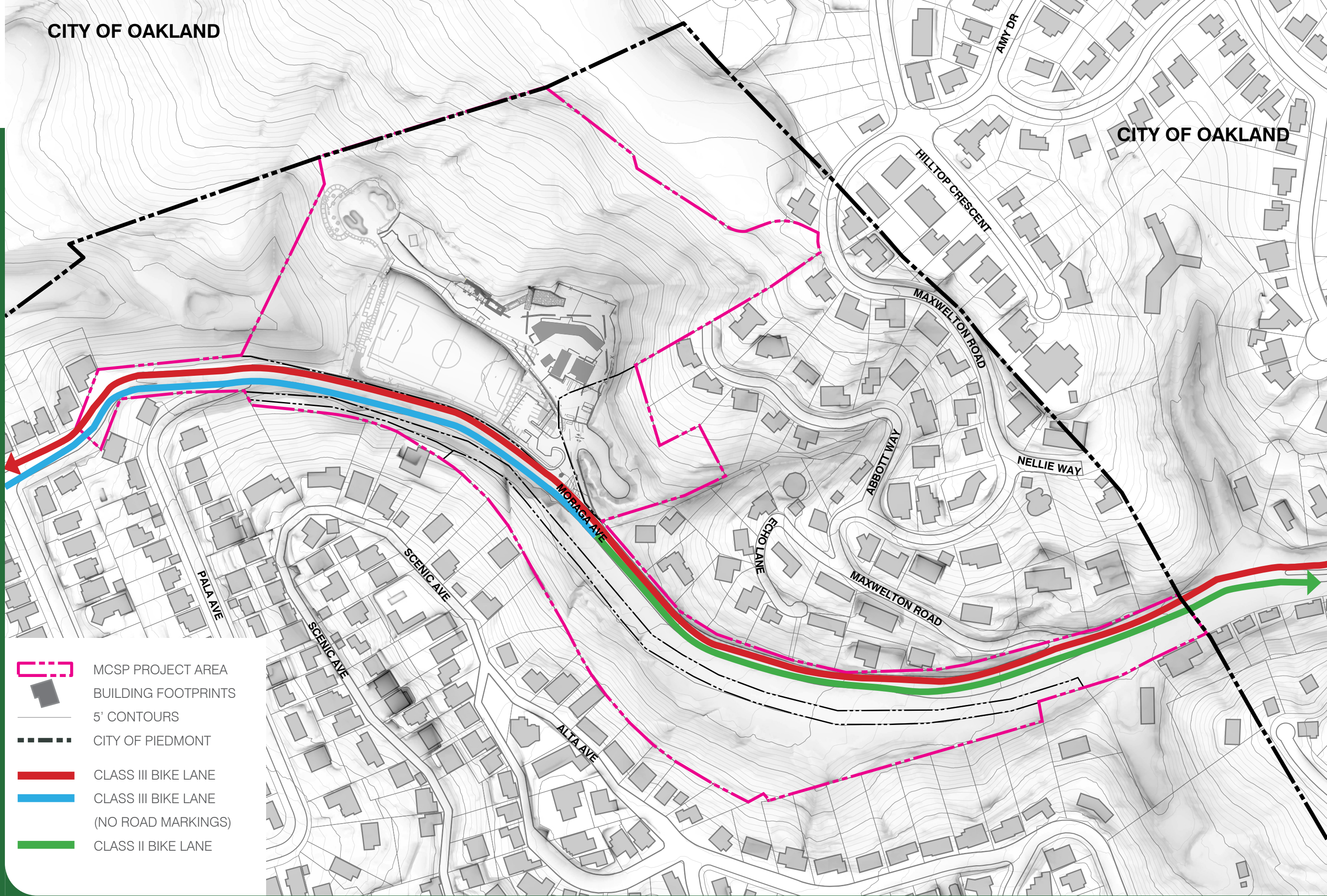
-  MCSP PROJECT AREA
-  BUILDING FOOTPRINTS
-  5' CONTOURS
-  CITY OF PIEDMONT
-  STREET SIDEWALK
-  OFF STREET TRAIL
-  PARK TRAIL
-  SKATE PARK ACCESS
-  HILLSIDE NATURE TRAIL
-  PEDESTRIAN STREET CROSSING









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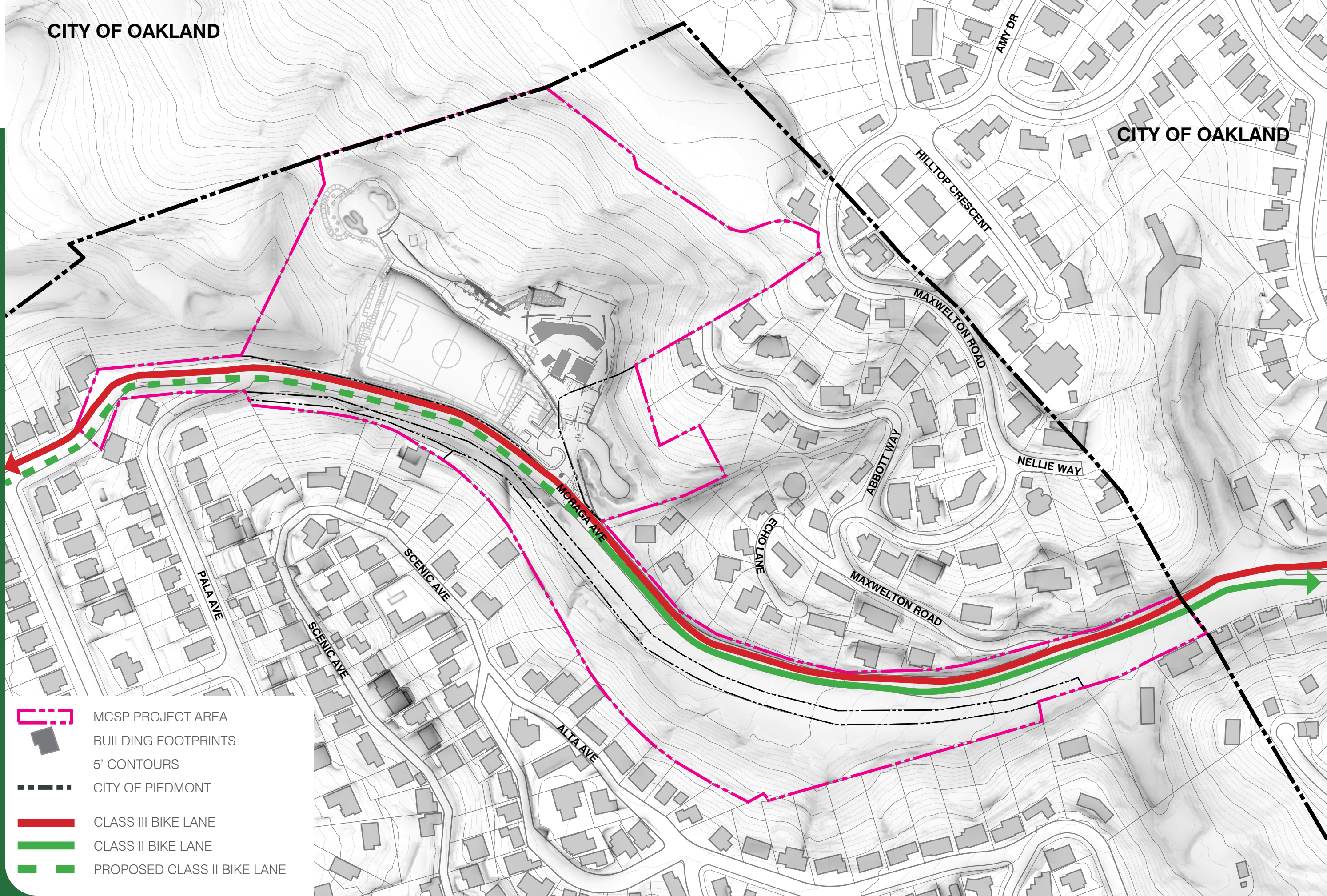
-  MCSP PROJECT AREA
-  BUILDING FOOTPRINTS
-  5' CONTOURS
-  CITY OF PIEDMONT
-  CLASS III BIKE LANE
-  CLASS III BIKE LANE
(NO ROAD MARKINGS)
-  CLASS II BIKE LANE








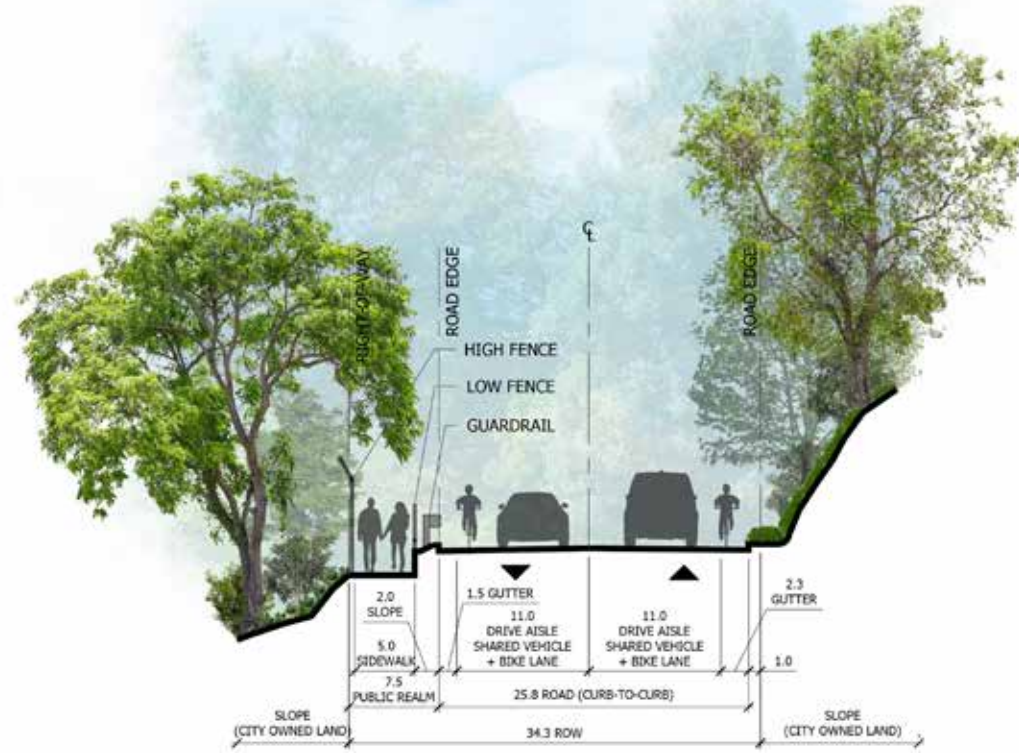
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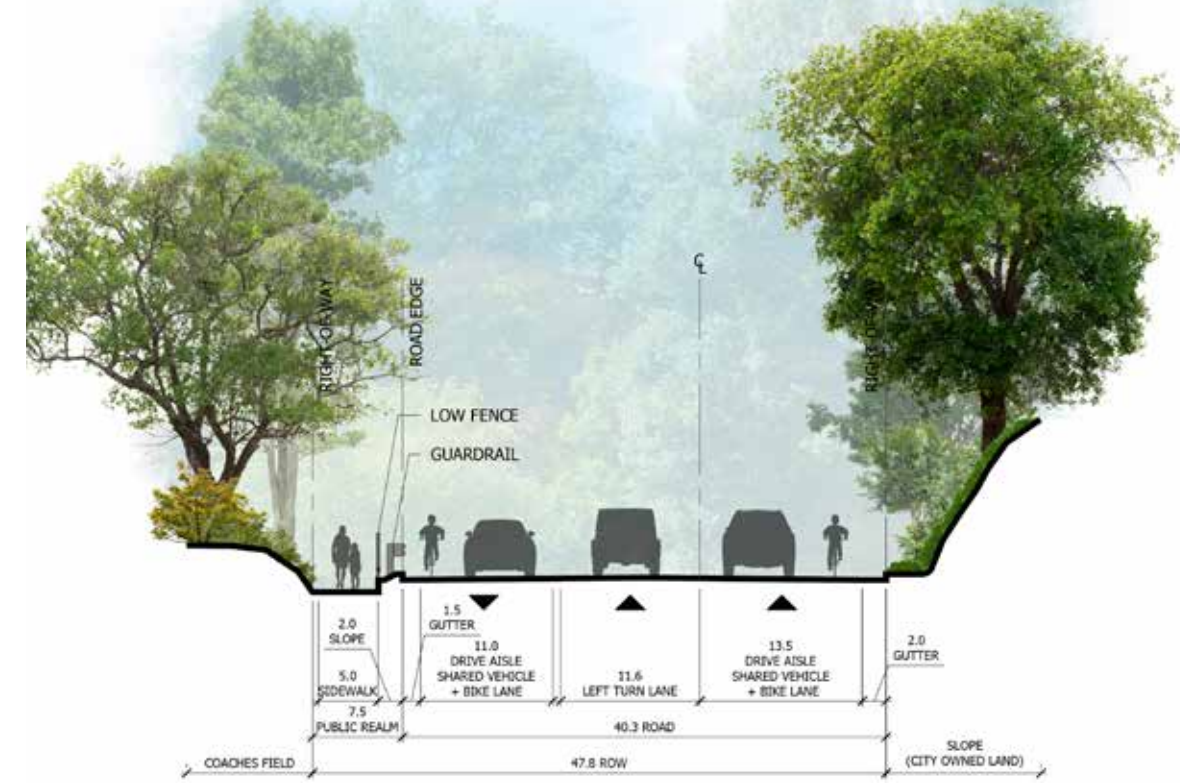
CITY OF OAKLAND



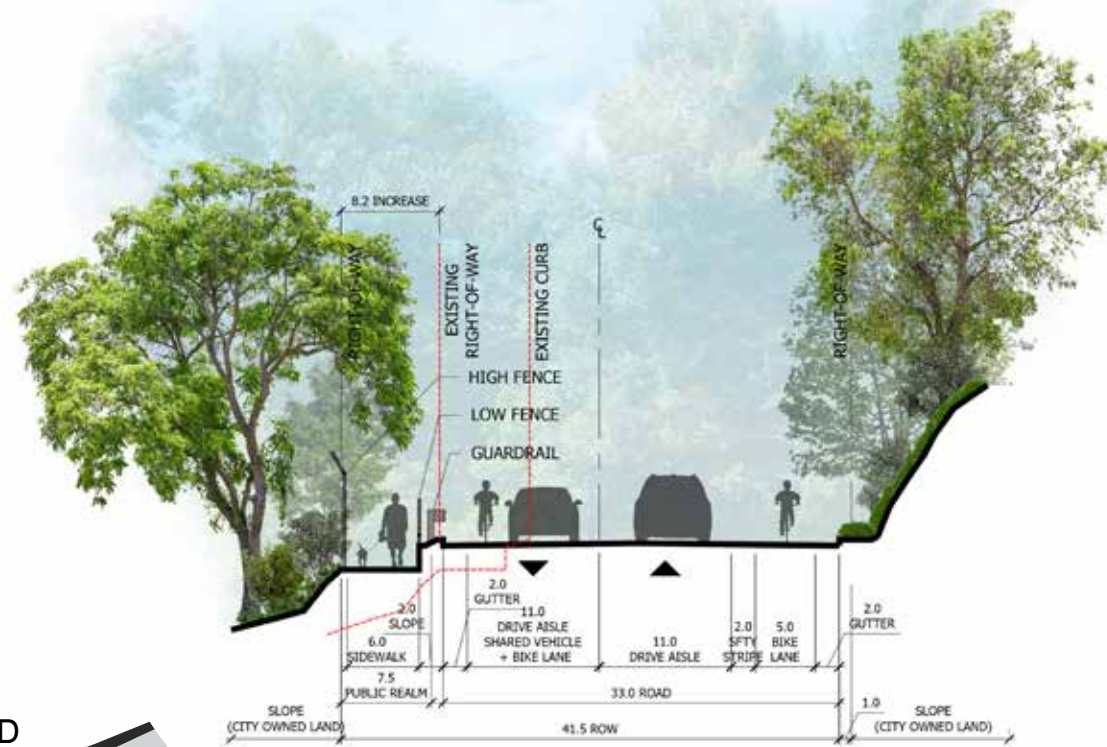
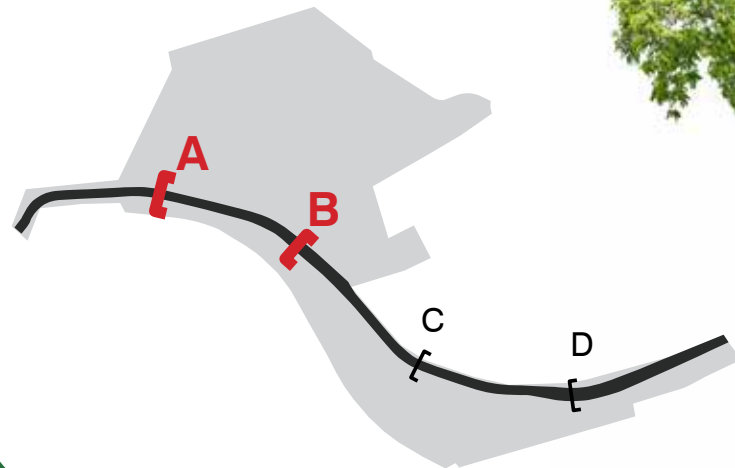
-  MCSP PROJECT AREA
-  BUILDING FOOTPRINTS
-  5' CONTOURS
-  CITY OF PIEDMONT
-  CLASS III BIKE LANE
-  CLASS II BIKE LANE
-  PROPOSED CLASS II BIKE LANE



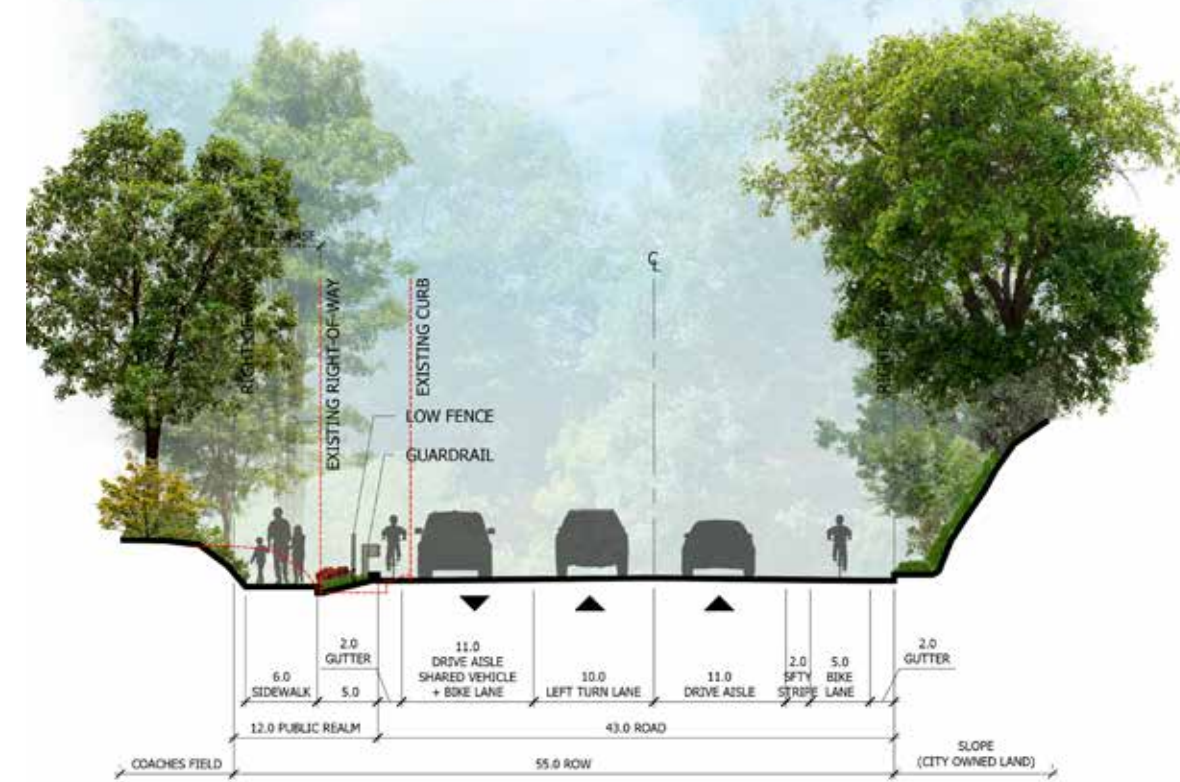
SECTION A-A': EXISTING



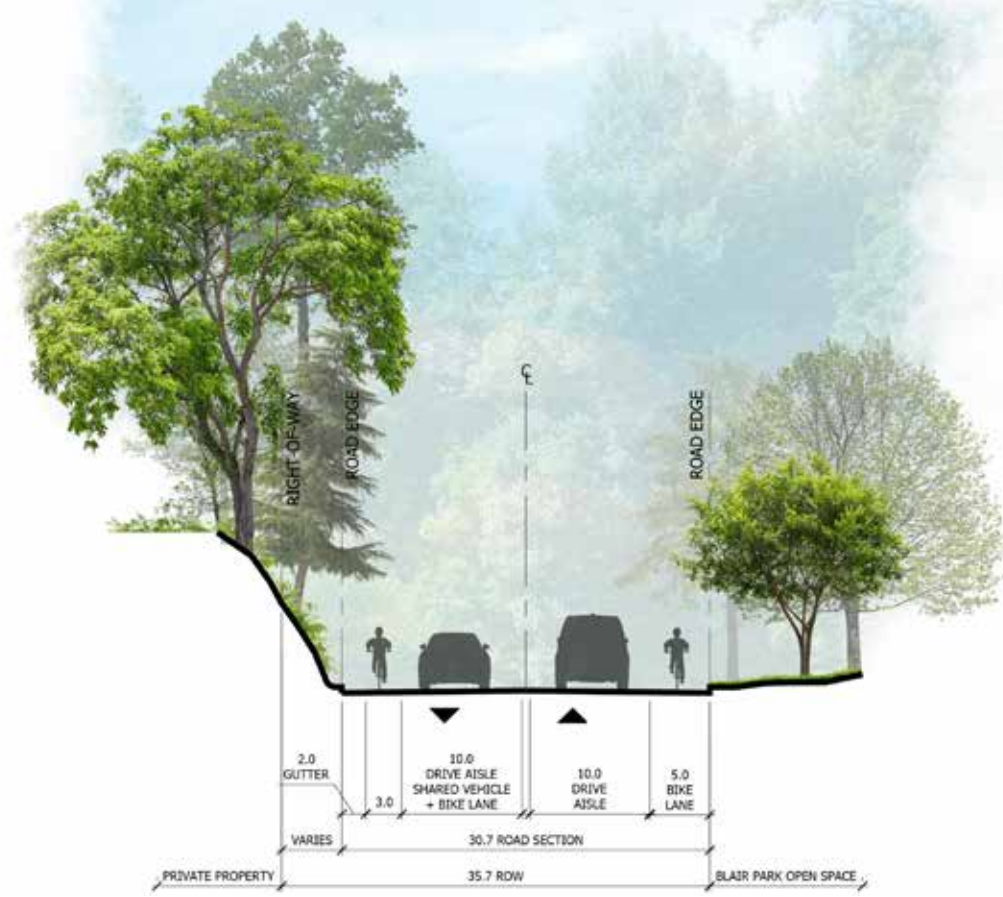
SECTION B-B': EXISTING



SECTION A-A': PROPOSED



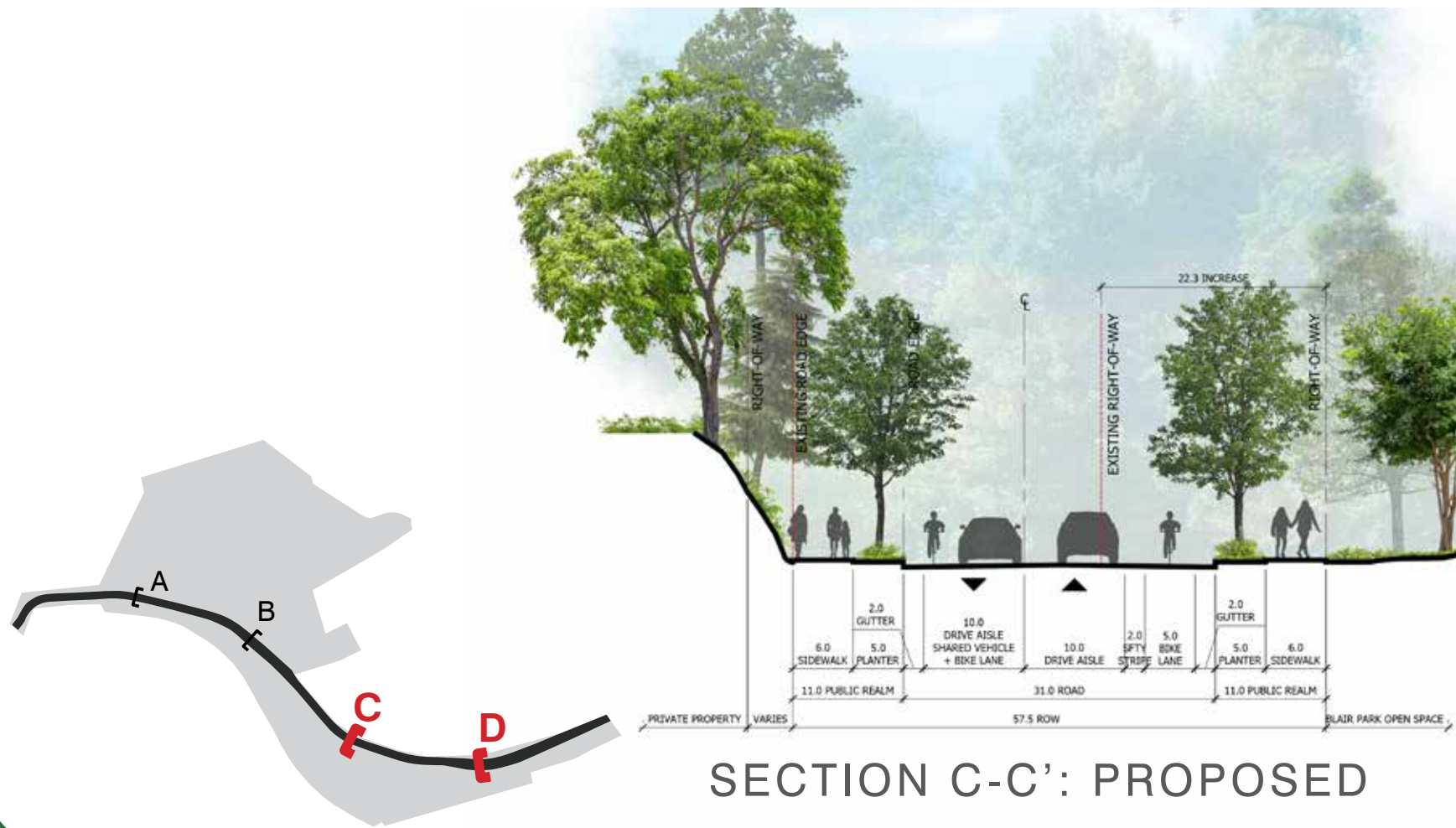
SECTION B-B': PROPOSED



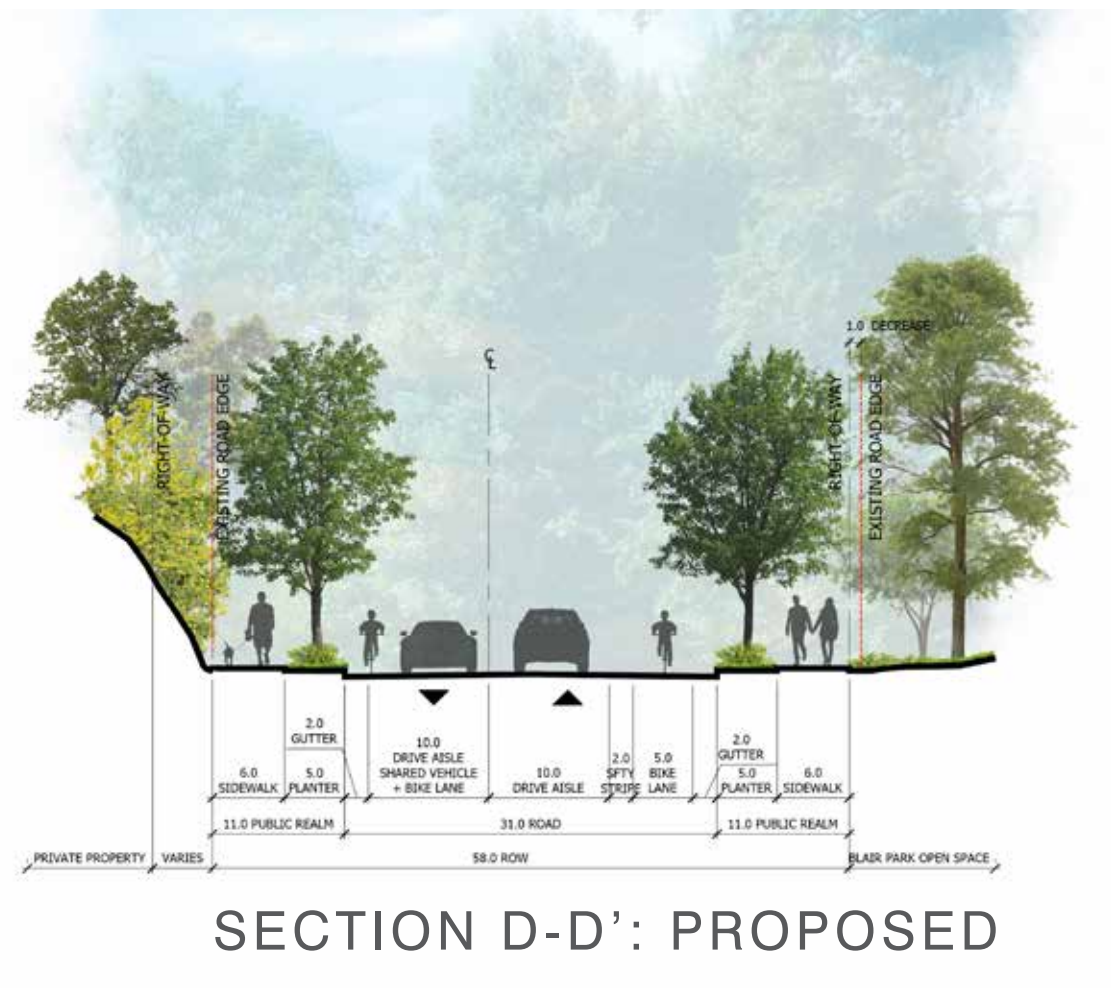
SECTION C-C': EXISTING



SECTION D-D': EXISTING



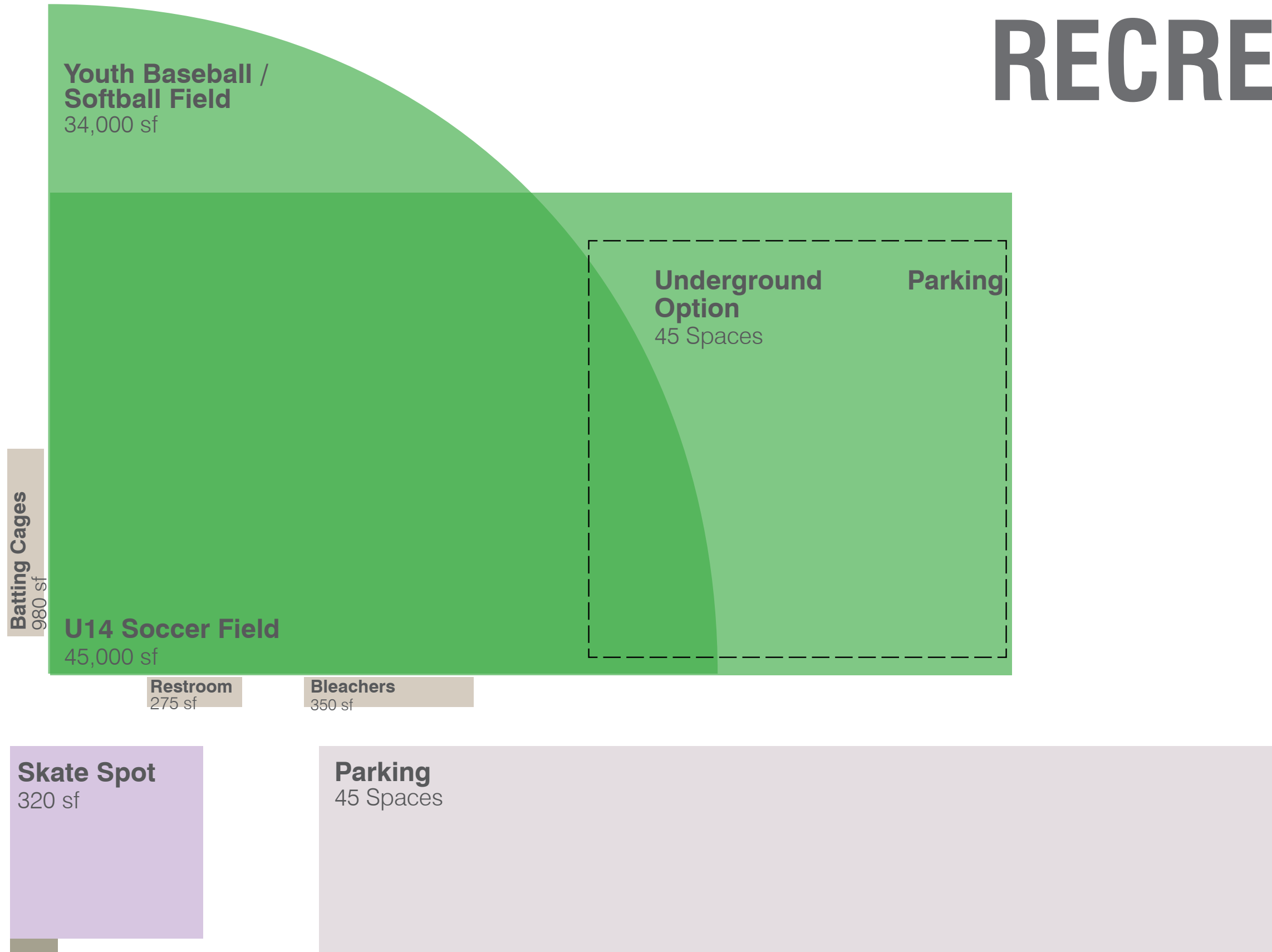
SECTION C-C': PROPOSED



SECTION D-D': PROPOSED



RECREATION





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TURF SOCCER FIELD



HIKING TRAIL



CIVIC EVENTS



SKATE SPOT



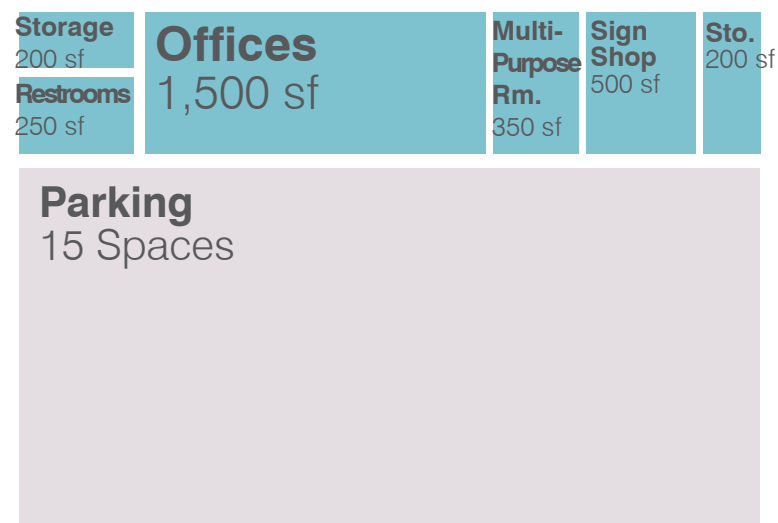
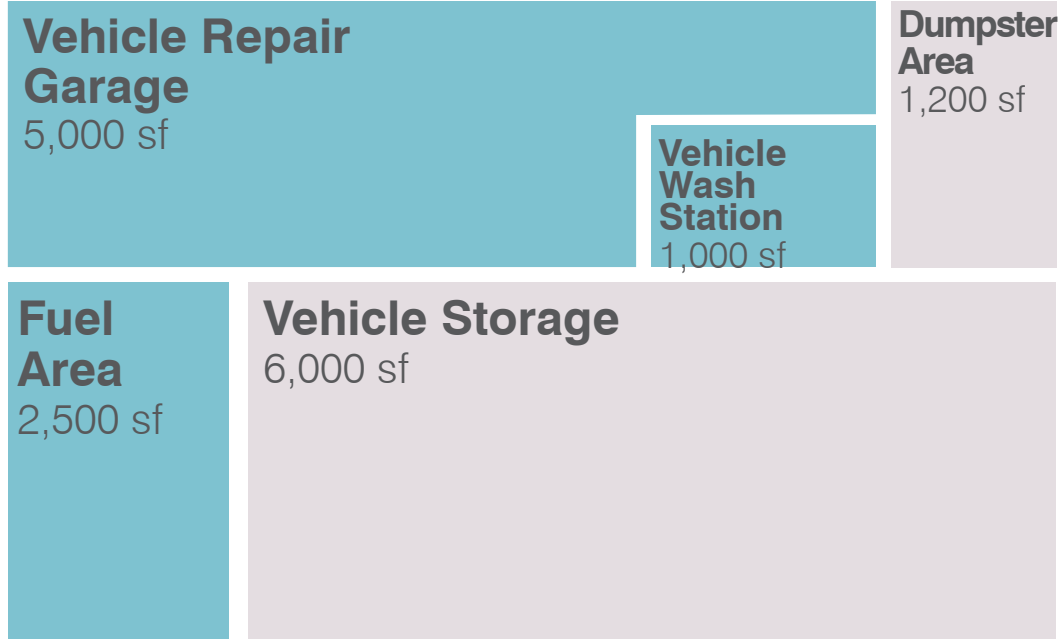
FIELD STRUCTURE (OPTION)



DOG PARK (OPTION)



PUBLIC WORKS





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



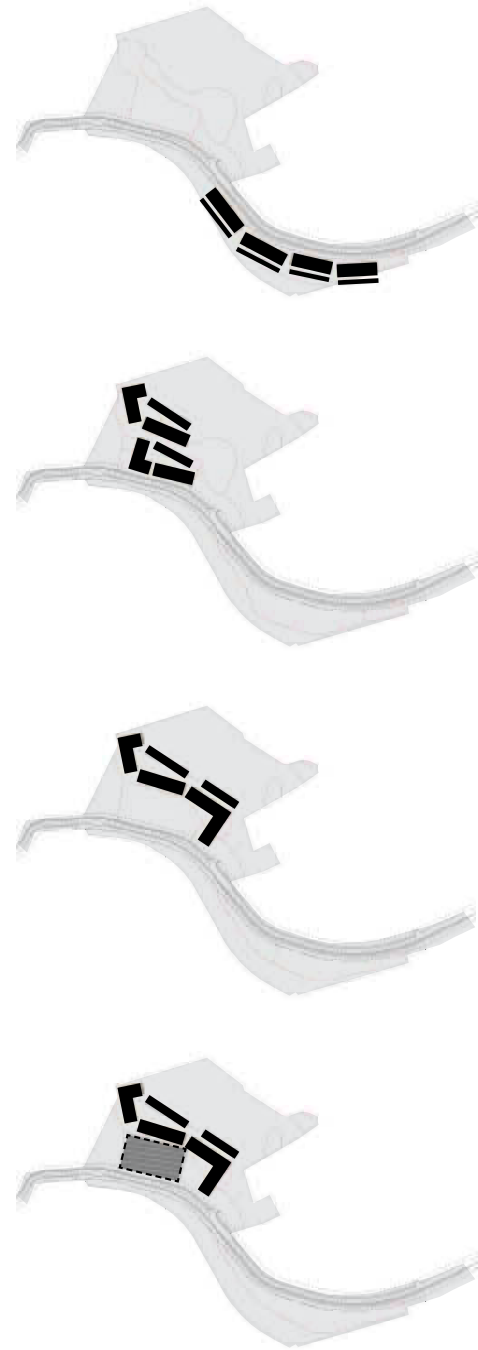
MODERN ALPINE



SPECIFIC PLAN OPTIONS

WALK-UP

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



- ECONOMICAL BUILDING TYPOLOGY
- FOOTPRINT TOO LARGE

WRAP

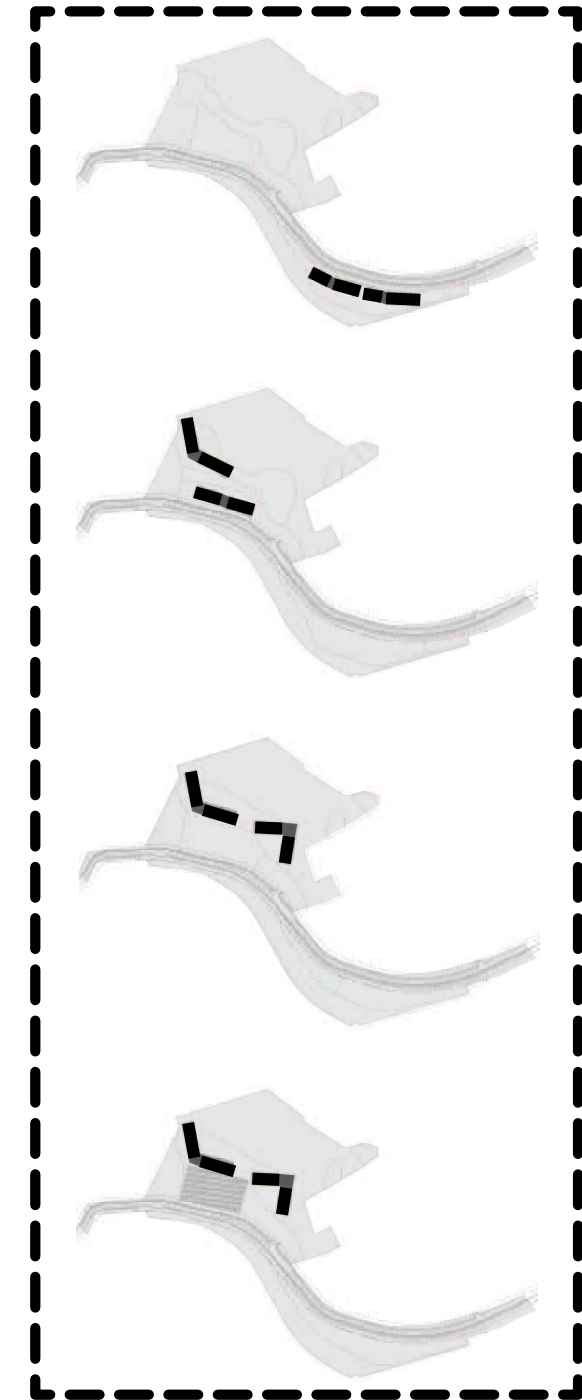
- 5 STORIES
- PARKING STRUCTURE



- BUILDINGS TOO BULKY
- PARKING STRUCTURE INEFFICIENT

PODIUM

- 4-5 STORIES
- PODIUM PARKING



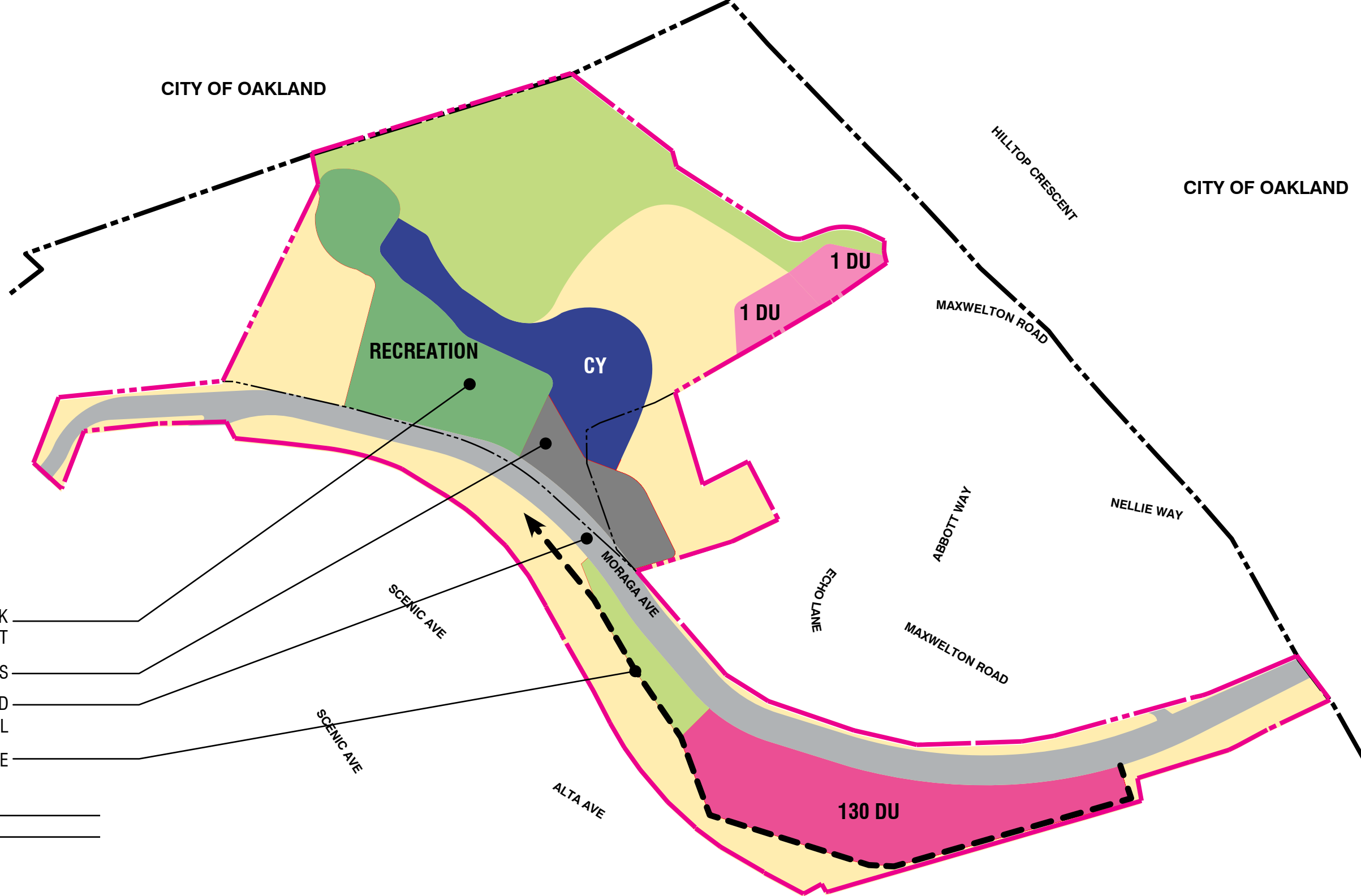
- COMPACT
- EFFICIENT USE OF SITE



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
TOTAL	22.78

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

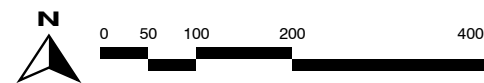
60 DU AFFORDABLE HOUSING
PROJECT

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

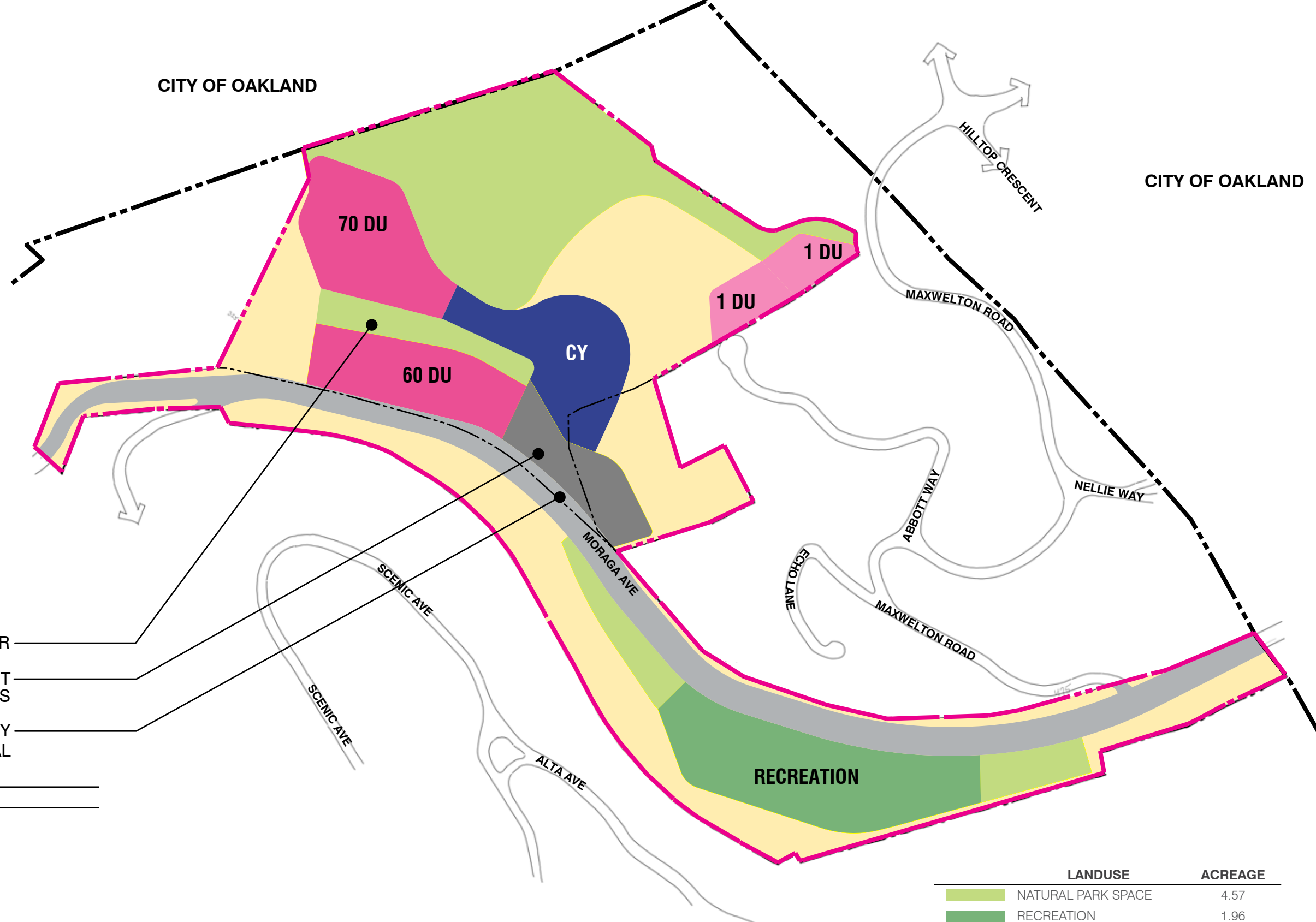
- RELOCATE STORMWATER
- INCREASE PARKING AND TRANSIT ACCESS
- IMPROVE PEDESTRIAN SAFETY AND ACCESS WITH SIGNAL

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
TOTAL	22.78



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

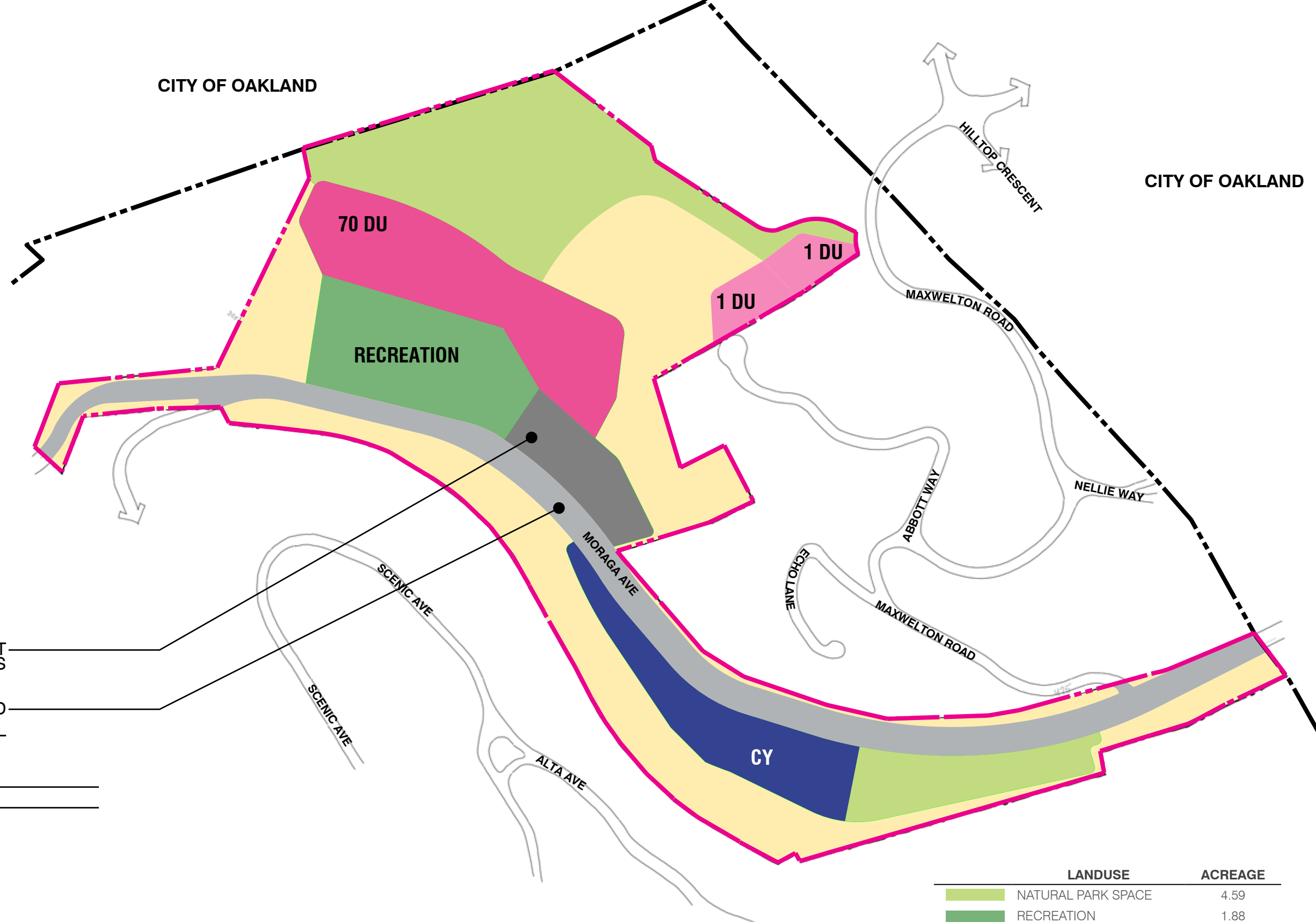
IMPROVE PEDESTRIAN SAFETY AND ACCESS WITH SIGNAL

DEVELOPMENT








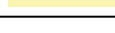
SINGLE FAMILY

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
TOTAL	22.78



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

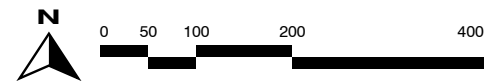
U14 SOCCER FIELD WITH SOFTBALL OVERLAY

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

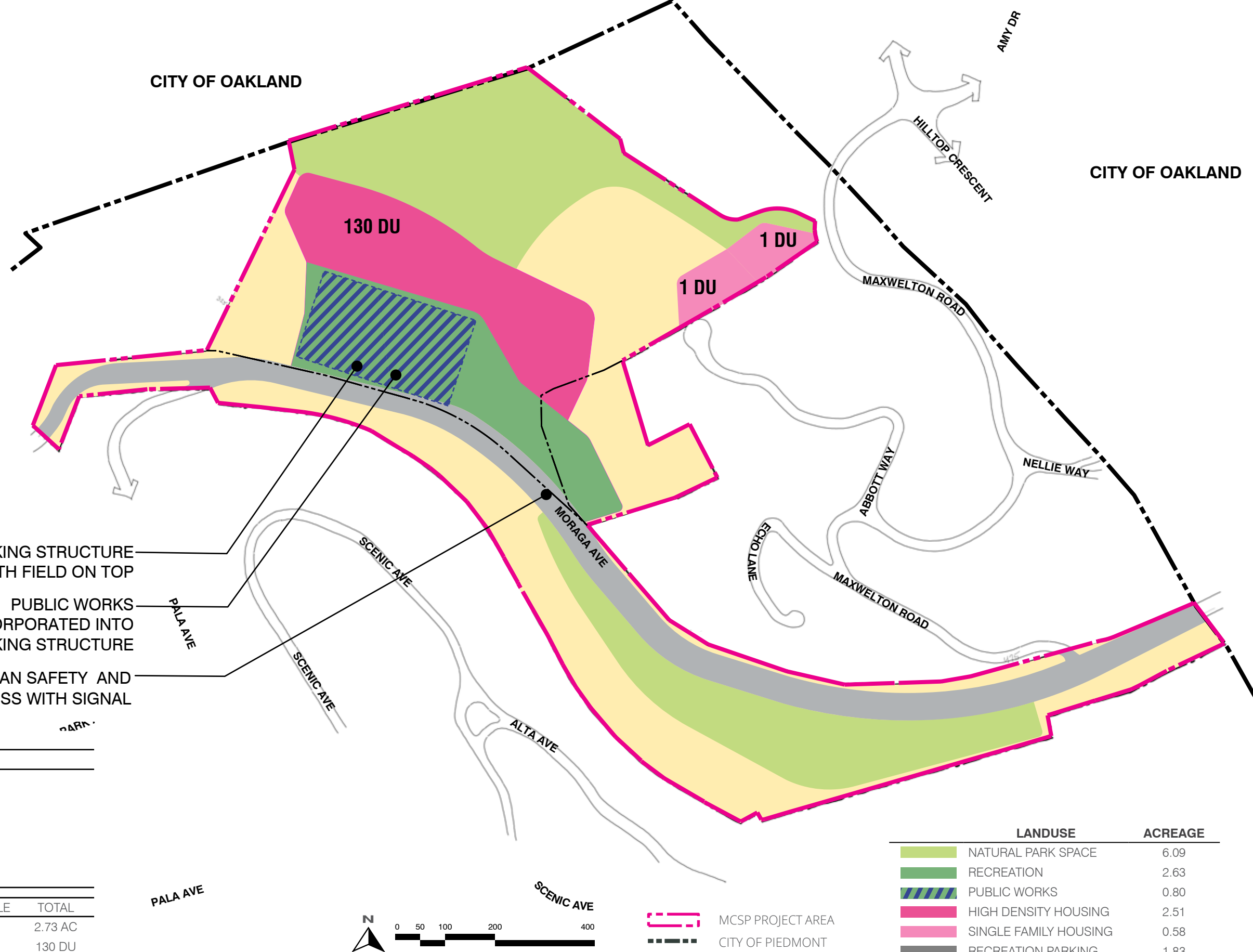
DEVELOPMENT

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
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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
TOTAL	22.78



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

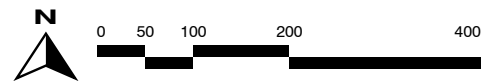
60 DU AFFORDABLE HOUSING PROJECT

U14 SOCCER FIELD WITH SOFTBALL OVERLAY ON STRUCTURE

ADDITIONAL PARKING

NEW SIGNALIZED INTERSECTION

IMPROVED MORAGA AVE





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	Average Score
1	1	4	1	3	1	1	3	4	1	2.1
2	3	3	3	2	4	1	2	3	4	2.8
3	4	2	2	4	2	1	3	2	1	2.3
4	2	1	4	1	3	1	1	1	4	2.0



FEASIBILITY & FISCAL STUDIES

OBJECTIVES

FEASIBILITY STUDY

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?

FISCAL STUDY

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?

APPROACH

FEASIBILITY STUDY

Residual Land Value (RLV)

- Values (sales prices and capitalized rents) minus development costs (horizontal infrastructure and vertical construction)
- RLV identifies supportable land value and is used to assess gaps in feasibility

$$\text{Building Value} - \text{Development Cost} = \text{Residual Land Value}$$

FISCAL STUDY

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



FEASIBILITY TAKEAWAYS

Value Creation

- **Similar** across alternatives when evaluating sales prices and rents
- Differentiators:
 - Ability to capture views and tenure (rental vs. ownership)

Development Costs

- **Variable** across alternatives based on vertical (buildings) and horizontal (infrastructure) costs
- Differentiators:
 - **Vertical Costs:** Type of vertical development (e.g., construction type), location of development (e.g., hillside), parking, investment in public facilities (e.g., Coaches Field, Corporation Yard)
 - **Horizontal Costs:** Infrastructure costs (e.g., roadways, utilities, earthwork, demolition, park space)

Residual Land Value

- Analysis in progress
- High level of infrastructure needs and high development costs will be challenging

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 an increase in service population 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**



FURTHER FEASIBILITY ANALYSIS

- Refine programmatic assumptions across alternatives
- Residual Land Value analysis
- Explore financing mechanisms to defray infrastructure costs and improve project development feasibility





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”

“

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



“

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





THANK YOU