



95 Brady Street
San Francisco, CA 94103
415 541 9001
bayhac@sfhac.org
www.sfhac.org/bayhac

To Whom It May Concern:

The Bay Area Housing Advocacy Coalition (BayHAC) is pleased to announce our endorsement of Rubicon Point Partners' proposed project at 1750 Broadway in Oakland, California. After an extensive presentation from the project team, our Project Review Committee determined the proposal would help to alleviate the housing affordability and displacement crisis by creating well-designed new homes centered around local and regional transit.

Across the Bay Area, long-time residents and newcomers alike face an acute housing shortage, which has driven up prices and dragged down affordability. Rubicon Point Partners' proposed 307 new apartments would replace an existing 24,267 square foot 3-story office building and a parking lot with desperately needed homes for people across different income levels. In addition, this project will contribute significant funding for Affordable Housing in Oakland--\$22,000 per door, totaling \$6,784,000. This will be the largest single project contribution for affordable housing to date in the City of Oakland.

This project sits atop the 19th Street BART station, and maximizes the potential of the location by incorporating a public elevator to the station, encouraging residents to utilize alternative transportation methods. Given that personal automobiles account for approximately 25% of California's greenhouse gas emissions, encouraging transit ridership is paramount to achieving our regional sustainability goals. Because of this, the project's location is its most impactful sustainability feature. Additionally, it has allocated space for 200 long term bicycle spaces, up from the 77 required and an additional 24 short term spaces, up from a requirement for 17. With this excellent access to transit in mind, our Committee would like to see a lower proposed parking ratio than the current .55:1. We acknowledge that a lower parking ratio is aspirational due to the realities of financing and neighborhood demands, but we encourage the team to continue to be open to potential opportunities to reduce the parking further.

The Committee highly commends the project team for designing the above-grade parking structure to accommodate office or other uses should parking demand drop in the future, and their innovative screening of the garage facade integrates it seamlessly into the architecture. Overall, the project exhibits exemplary urban design, shaping itself to respond sensitively to an unusual site and the unique conditions of neighboring buildings, and the proposed architecture skillfully nods to the existing iconic point-tower structures on the city's skyline.

The project implements several strong community benefits. In addition to the new BART station elevator, new homes, new bicycle spaces, and the sidewalk renovation, an additional estimated \$13 million in total fees will provide funding for public projects. The project has also entered into an agreement with the Carpenters' Union and agreed to use union labor for 70% of its workforce. We encourage the project team to continue its conversations with the Building & Construction Trades Council of Alameda County.

The project team has also made an ongoing good-faith effort to engage the community and receive input. They have engaged with various local organizations, such as Neighbors at 1770 Broadway, Oakland Arts & Garage District, City of Oakland, AC Transit, BART, Oakland Chamber of Commerce, and Oakland Heritage Alliance, among others. The project also hosted community meetings and gathered input in addition to presenting at the Oakland Design Review Committee.

Ultimately, BayHAC is proud to support this project proposal, which will create a significant number of well-designed, well-located homes, thereby achieving both the region's goals and those of local residents.

Sincerely,

A handwritten signature in blue ink that reads "Todd David".

Todd David, *Executive Director*
Bay Area Housing Advocacy Coalition