

SHERWIN-WILLIAMS DEVELOPMENT PROJECT & COMMUNITY PARTICIPATION OVERVIEW



September 2016

LENNAR

COMMUNITY OUTREACH



Note: All images shown are to convey ideas for the project. Final architecture and details will be presented for approval at a later date

- Began community engagement in 2014
- Conducted over 40 community meetings
- Performed door-to-door outreach to over 100 businesses
- Met with over 250 residents and businesses
- Multiple workshops with PARC and other HOA's to answer questions and receive input
- Incorporated feedback into entire project design based on local input
- 33 project supporter letters to date

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DESIGN CHANGES



Initial site plan



Working site plan



Working site plan



Current site plan

- Modified design four times based on community feedback and input
 - Re-configured internal street layout
 - Park consolidated to Sherwin Ave. (over two acres)
 - Density moved to the northwest corner
 - Building height modifications and setbacks
 - Gallery space for local artist and community art classes
 - Local serving retail
 - Site plan reflecting pass thru at Bldg. 1-31 in process

TRAFFIC AND PARKING

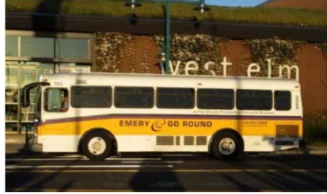
- EIR stipulates three minor traffic mitigations
 - Lennar committed to implement all traffic controls
- Lennar will implement Transportation Demand Management (TDM) plan to further reduce project traffic

TDM features:

- AC Transit Easy Passes/Clipper Card for residents
 - Bay Area Bike Share station within project (stations also located at West Oakland and MacArthur BART)
 - Car Sharing on-site/10 committed spots
 - Community shuttle service to West Oakland BART
 - On-site bike repair and bike storage - incl. cargo and e-bikes
 - Ride-matching services
 - On site transportation representative
 - Unbundled parking
- Traffic reduction measures per TDM plan are over and above EIR traffic mitigations and were not studied in the EIR to reduce traffic
 - TDM plan implementing these measures will further reduce project traffic by an additional 30% compared to the EIR traffic study



TRANSPORTATION



- One block from Emery-Go-Round (2 min. walk)
- Two blocks from AC Transit & Transbay Service (3 min. walk)
- Short bike ride to MacArthur and West Oakland BART station
- Project will extend Emeryville Greenway
- Five blocks from Amtrak station (11 min. walk)
- Future streetcar accessibility (EBOTS)

Example of Public Outreach Flyer Sherwin-Williams Mixed-Use Project

Since the early 2000s, Lennar Multifamily Communities, srmErnst, and Thompson Dorfman Partners (the project team) have been working with the City of Emeryville to prepare for a mixed-use development at the former Sherwin-Williams property. We are looking for community feedback to help transform this vacant site into a vibrant development that provides much needed housing and benefits the larger Emeryville community.

We are
looking for
community
feedback!



A rendering of what the mixed-use property could look like.

Where is the Sherwin-Williams site and what is there now?

The former Sherwin-Williams property is located at the corner of Horton Street and Sherwin Avenue. The site was once a Sherwin-Williams paint factory and has gone through an extensive environmental cleanup to position the site for redevelopment.

Do we need development on this site?

Regionally, we are experiencing a housing crisis and each week there are more reports of people looking to the East Bay for more housing options and availability. This property is a prime location for additional housing in Emeryville.

Is there a proposed project for this site today?

Yes! A project team has been working since the early 2000s with the City of Emeryville to transform this former vacant industrial property into a vibrant mixed-use housing development, including affordable housing units and open space that is a benefit to neighbors and the larger Emeryville community.

What will the project look like?

We are in the early design stages to address potential environmental and community impacts. We have a basic concept for the footprint and the number and type of units, but we will continue to receive community input to refine the look and feel of the final development.

Are there any larger community benefits to the proposed development?

Yes! We want this new development to attract new residents and be a gathering space for the larger Emeryville community.

Some of the community benefits we are planning include:

- Affordable housing and family friendly units to promote a diverse mix of future residents
- Over two acres of public open space (parks) and additional support for the construction of a park on city-owned land
- An organic community garden, dog park, large children's playground and parklets
- Neighborhood-serving retail to create an active and thriving mixed-use neighborhood
- Alternative transportation options, including: access to an improved Emery-Go-Round system; on-site electric vehicle charging stations; car sharing services/vehicles; and bicycle share, storage and repair facilities
- Preservation of the last remaining brick industrial building on the site
- Opportunities for local artists, including potential public art installations, gallery space and community art classes
- Funding of programs to support the Emery Unified School District

What is the proposed development?

The development will include up to five buildings in addition to the existing Sherwin-Williams building, which will be converted to office space. The development would extend Hubbard and 46th streets onto the site to improve pedestrian, bicycle and vehicle traffic and connectivity to the larger neighborhood. Buildings will be of varying height for a total of around 500 units. The type of housing proposed will include market-rate and affordable family friendly units. The first two stories of each new building will include concealed parking, retail, resident amenities and live/work units.

How has public input been used to guide the proposed development?

The project team has conducted extensive outreach during 2015 and 2016 to gather community input and incorporate it into the Revised Preliminary Design Package. In response to community input, the project team has reconfigured the internal street design, changed building locations and limited building heights along the existing street frontages; reoriented the two-acre park so that it faces Sherwin Avenue allowing easy public access; agreed to local serving retail on the ground floor; and agreed to implement traffic control and management techniques including installing a Bay Area Bike Share station on site, unbundling parking, adding easily accessible bike storage areas, and having parking spots designated for car sharing vehicles such as Zipcar. These traffic control measures have been designed to substantially reduce traffic impacts.

Did the project's draft EIR go through public review?

Yes, the project's draft Environmental Impact Report (EIR) was open to public review and comment from January 8 through March 7, 2016.

An EIR certification hearing will be held with the Planning Commission on Thursday, July 28th starting at 6:30 p.m. This will be followed with a Preliminary Design Phase Study Session with the City Council to discuss preliminary designs and how public input was incorporated into plans. If approved, the project would go before the City Council for final approval in fall 2016 with construction beginning in early 2018.

What is the schedule?

Planning, designing and constructing new buildings takes a long time. The project team began the initial design of this project over 10 years ago and expects the final design and entitlement process to be completed by late 2016. This will be followed by construction drawings and construction beginning in early 2018.

How do I get more information?

We are providing information a number of ways including attending community events and neighborhood meetings, briefing homeowners' associations, door-to-door canvassing, and online media. We are committed to working with the community to develop this vacant property in a way that fits with the Park Avenue District and becomes a place that all Emeryville citizens can enjoy. If you would like more information, have questions, or would like to schedule a briefing for your organization, please contact Tracy Craig at (510) 334-4866 (24/7) or through <https://www.facebook.com/lennarsherwinwilliams/>.

SHERWIN-WILLIAMS SITE

COMMUNITY BUILDING

			
REMOVING BLIGHT	ARCHITECTURAL PRESERVATION	EDUCATIONAL ENRICHMENT	PROMOTING ARTS
Transforms an isolated, vacant industrial site into a vibrant, mixed-use neighborhood, improving surrounding property values and creating new vitality in the Park Avenue District.	Adaptive reuse of the last remaining brick-industrial building from the former Sherwin Williams Paint Factory, reinforcing the unique architectural character of the Park Avenue District.	Enhances local education through partnerships with the Emeryville Unified School District.	Provides opportunities to incorporate and highlight the District's art culture through partnerships with local artists, public art installations, and galleries.

HOUSING AND LIVABILITY

			
ON-SITE AFFORDABILITY	FAMILY FRIENDLY	HOME OWNERSHIP	TRANSIT ALTERNATIVES
Provides on-site affordable housing options, supporting a wide range of household incomes, allowing greater affordability and opportunities to live and work in Emeryville.	Housing mix goes beyond current requirements in providing family-friendly housing options that support a wide range of family sizes, bringing greater housing diversity in Emeryville and furthering potential of local schools.	Homes will be designed to appeal to a wide variety of residents seeking high-quality urban housing. To facilitate ownership opportunities, a condominium map will be placed on all homes in the community.	Provides alternatives to traditional automobile travel including access to the Emery-Go-Round system, complimentary AC Transit passes, on site Bay Area Bike Share station, extensive on-site bicycle storage and repair facilities, on-site EV charging stations, and City CarShare vehicles.

PARKS AND PUBLIC SPACES

			
OPEN SPACE	NEIGHBORHOOD SPACES	ACTIVATED STREETS	CONNECTIVITY
Provides over 2 acres of on-site public open space, and will fund the construction of an adjacent 1.5 acre park on public land, creating a large city-wide open space destination.	Embraces and welcomes in the existing neighborhood with an organic community garden, dog park, large children's playground, and intimate parklets, encouraging daily interaction among the entire community.	Extends and activates the network of neighborhood streets, with local serving retail, office, café, and live/work uses at the street level, complemented by enhanced landscaping and lighting.	Funds a significant portion of the pedestrian bridge, linking the community with Bay Street and the planned Horton Landing Park. Connects and extends the Emeryville Greenway and the Bay Trail.