



Housing Department

CITY COUNCIL

Approval to Enter Into Exclusive Negotiations w/ National Community Renaissance 280 Ramona Street

James Wong, Senior Project Manager
October 19, 2020





Recommendation

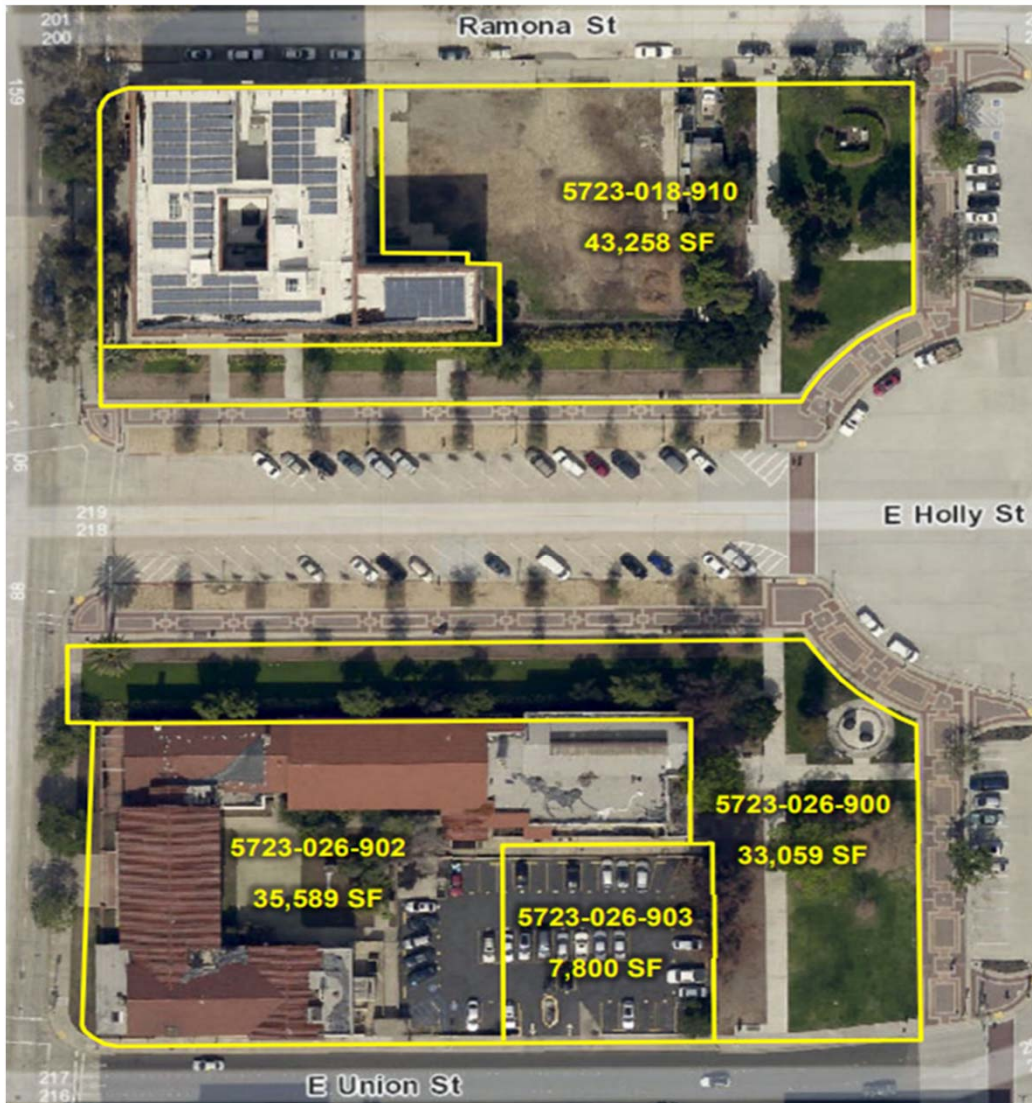
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- Finding of environmental exemption per “general rule” at CEQA Guidelines Section 15061(b)(3)
- Approve terms of Exclusive Negotiation Agreement (ENA) w/ National Community Renaissance to development an affordable housing project on City-owned property at 280 Ramona St.
- Authorize City Manager to execute, and City Clerk to attest the ENA and related documents to effectuate the ENA



Project Site - 280 Ramona St

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PASADENA



Background

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- **4/8/19:** City Council approval of parameters for development of City-owned properties at 78 N. Marengo Ave and 280 Ramona St.
- **6/20/19:** Release of RFP based on approved parameters
- **11/4/19:** RFP proposals presented to Council
- **1/1/20:** Amended State Surplus Land Act goes into effect, review of RFP proposals suspended
- **4/8/20:** Issuance of Notice of Availability pursuant to Act
- Under the RFP and NOA tracks, four (4) affordable housing project proposals for 280 Ramona St. were submitted, one subsequently withdrawn
- Staff & consultant KMA evaluated proposals from NCR, Abode Communities and HRI/BRIDGE



Comparison of Proposals

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Criteria	NCR	Abode	HRI/BRIDGE
Target Population	Seniors	Small families	Seniors
No. Affordable Units	112	103	72
Income Restriction (avg)	49% AMI (Very Low)	48% AMI (Very Low)	57% AMI (Low)
On-Site Parking Spaces	50 subterranean	0	39 podium
Development Cost per unit (w/o land)	\$417,500	\$465,100	\$451,000



Developer Selection Recommendation

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Staff recommends the selection of National Community Renaissance

- Targets low- to extremely low-income seniors
- High number of units
- Provision of on-site parking
- Project Financial Projections
 - > Potential land proceeds to the City
 - > Reasonable development costs



National Community Renaissance

Housing Department

- NCR has a long track record in affordable housing development with 9,000 affordable units in five states
- Developed and manages Marv's Place, an award winning 20-unit permanent housing project for homeless families, with supportive services provided by Union Station
- The project has enabled residents to stabilize their lives, find employment and increase household income
- The project is an asset to the neighborhood, continues to be well maintained and NCR has been responsive to neighbors and the City



Key Terms of ENA

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- Negotiate terms for disposition of site and development and financing of an affordable senior housing project
- Negotiation period of six (6) months w/ additional two (2) six-month extensions at City Manager's discretion
- Developer shall submit documentation of its development team, financial capacity, and other due diligence disclosures
- Project transaction terms including property disposition, environmental requirements, project concept, scope of development, schedule of performance, financing plan, City financial assistance, and property management
- Negotiated development agreement subject to Council approval