

US EPA ARCHIVE DOCUMENT

# **HOW WE MARKETED & DEVELOPED PARTNERSHIPS FOR REUSE OF EMERYVILLE BROWNFIELDS**

**Amber Evans,  
Brownfield  
Program  
Coordinator  
City of  
Emeryville**

**Markus Neibanck,  
Amicus Strategic**

[https://www.youtube.com/watch?v=kNjI4\\_2-Q98](https://www.youtube.com/watch?v=kNjI4_2-Q98)

OVERVIEW OF  
EMERYVILLE

# THREE KEY PARTNERSHIP MODELS

- **Regulatory expedition**
  - MOU with Third Party to expedite site closure (with DTSC & RWQCB)
  - City pays or uses Planning Department reimbursement system for Developer to pay Third Party – saves time, expedites reuse
    - Case Study: 64<sup>th</sup> and Christie
    - Case Study: 5701 Hollis
- **Economic Development**
  - Former Agency used Polanco Act to acquire and market remediated land
    - Case Study: Bay Street
- **Joint Use**
  - Both Jurisdictional collaborations and Joint Benefit
  - Jurisdictional collaborations with neighboring Cities of Berkeley/Oakland
    - Case Study: Affordable Housing – Gateway/Ambassador/3706 San Pablo Ave.
  - Joint Benefit means both public benefits and private benefit
    - Case Study: Emeryville Greenway

MOU

accelerated  
brownfield  
development

# MOU FOR RISK MANAGEMENT MODEL FOR ACCELERATED BROWNFIELDS DEVELOPMENT

## ■ City Pays

- Signed in 1996, amended 1998
- RWQCB – SF Bay Region – groundwater management
- CA EPA – DTSC Site Mitigation Program sampling standards & cleanup levels for soil
- Inclusive of Polanco Act
- 3<sup>rd</sup> party contractor hired by City for Conditional approval

## ■ Developer pays

- Planning Department has cost recovery system
- Modified system so that a developer could contract directly with 3<sup>rd</sup> party contractor

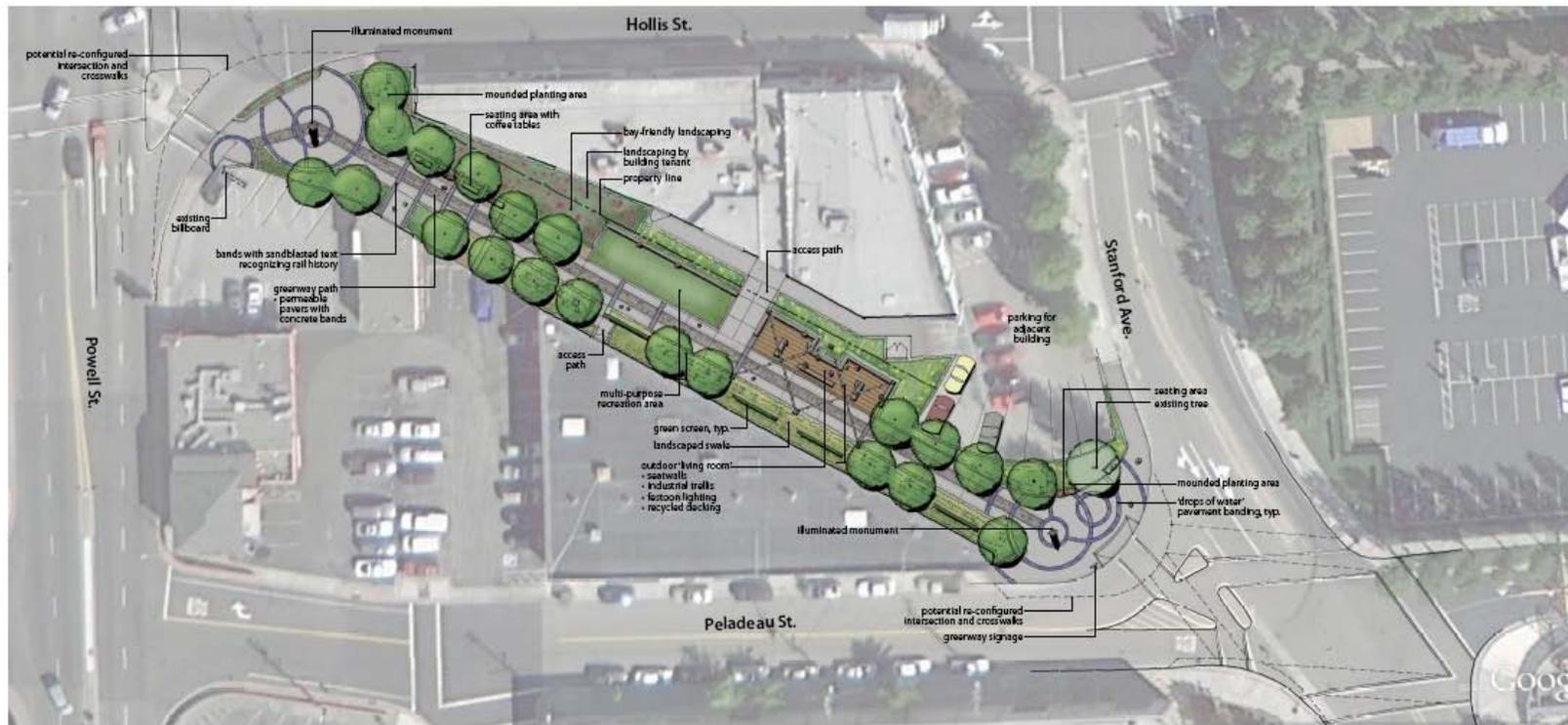
**MOU**  
**Available**  
**via Email**

# MOU FOR RISK MANAGEMENT MODEL FOR ACCELERATED BROWNFIELDS DEVELOPMENT

- **5701 Hollis – City/CDC**
  - ARRA funds granted as RLF as Redevelopment Dismantled
  - RLF granted to CDC from City to cleanup as grant versus loan
  - 3<sup>rd</sup> Party regulator hired with RLF to meet State grant deadline for transfer
- **64<sup>th</sup> and Christie**
  - California Pollution Control Financing Authority financing for cleanup
  - Contract through Planning Department for cost reimbursement (like expedited Plan Check) for same 3<sup>rd</sup> party Regulator to expedite Close out Agreement

# NEW DEVELOPMENT UNDER OLD PARTNERSHIP

## Conceptual Corridor Plan



# HOPEFULLY THAT IS THE BACKFILL



- **2,290 Residential Units**
- **719 Affordable Units**
- **3.6 Million SF Office**
- **800,000 SF Retail**
- **488 Hotel Rooms**
- **8,400 New Jobs**

BEFORE WE  
STOPPED  
COUNTING



## Bio-technology Novartis

- 612,000 sf constructed
- 2.2 million sf approved on 22 acres





# EmeryStation

- 11 acres
- 642,000 sf office/lab in 3 buildings





## Promenade Neighborhood Retail

- 30,000 sf retail
- Café, specialty bakery





## Warehouse Lofts

- 141 units
- 2.79 acres



# ECONOMIC DEVELOPMENT

bay street

## BAY STREET SITE

- From Toxic Industrial to “Clean Buildable Site”



# BAY STREET PARCEL ACQUISITION

- Five Parcels Acquired by Agency
- Three Business Relocations
- Condemnation of Paint Plant (4+ Years)
- \$25 Million Cost (bonds & cash)



# \$11 MILLION TOXIC CLEAN-UP



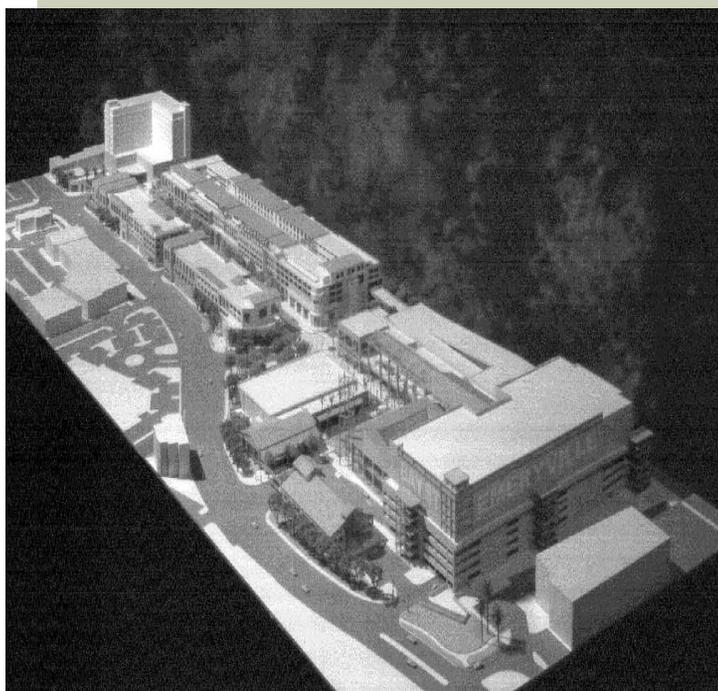
- Paint/Pesticide Plant
- Drum Recycling
- RDA Funded Initially
- Cost Recovery (Polanco)
- 90% Cost Refunded

## A CLEAN BUILDABLE SITE!



- 22 Acres
- 4 Years to Complete
- Agency Takes \$36 Million Risk
- Unlikely to Happen Without Public Powers
- Partnership

## BAY ST. MIXED-USE



- Regional Retail
- Main Street Design
- Rental/For Sale Residential Above Retail
- Hotel
- Structured Parking Behind Retail

# FIRST PHASE RETAIL COMPLETED 2002



# BAY STREET RESIDENTIAL COMPLETED 2006



- 
- Owned by Madison Marquette and LaSalle Investment Partners
  - Area currently developed as Bay Street
    - 310,000 sf retail,
    - 16-screen cinema, and
    - 379 residential units (including 57 affordable to very low income households)
  - 1.9-acre undeveloped parcel at the north end of Bay Street
  - Agency redeveloped site – acquired property, relocated tenants demolished improvements, remediated site
  - Agency entered into Disposition and Development Agreement (DDA) with developer in September 1999
  - Retail project completed 2002 -Residential units completed 2006

- **Could we have developed Bay Street without Polanco?**
  - If not, what fix is there to reinstate the powers of Polanco in Post Redevelopment Era?
  - If so, what are you doing in my session I should be in yours! Lets talk...

QUESTION  
FOR THE  
FUTURE

# MARKETING

What we  
had done  
not what  
was  
available



Pixar



In 2001 Pixar Corporation relocated their computer animation studio from Richmond to a 21-acre site in Emeryville. The existing 218,000 square feet Pixar headquarters

building was built as Phase I of an original Preliminary Development Plan (PDP) approved by the City in 1998, which was secured by a combined Development Agreement /Participation Agreement (DA/PA). The DA/PA were amended in May 2004 to include a four phase project, totaling approximately 533,000 square feet. Phase II is currently under construction and totals 150,000 square feet. As part of Phase II, Pixar is funding a 40-foot wide linear park and Class I bicycle trail on the western edge of the Promenade; a 7.5-foot wide green space with benches along Hollis Street side of the campus; and \$2 million for the Emeryville Arts & Cultural Center behind Town Hall. The Redevelopment Agency assisted the project by assisting with site assembly and paying development fees for Phase II.

Previous Use: A cannery and bottling facility. An intermediate owner, Kaiser Permanente, remediated the soil and groundwater contamination.

Site Area: 21 acres

Agency Contribution: \$3,000,000 Development fees

Developer: Pixar

Employment: Over 900. Over 1,000 expected at build out.

Office Space: 218,000 SF. Phase I; 150,000 square feet Phase II; 750,000 SF at build out.

Completion: Phase I completed December 2001; Phase II completion expected Spring 2011.

## TOUR PACKAGE

- We chose to market our successes rather than our opportunities
- Program color coded by District
- Sheets separated by project so could combine sheet by use (residential, commercial) or district or assistance type (Brownfield, redevelopment, CDBG)
- Program not completed due to elimination of Redevelopment but applicable lessons

Park Avenue District

# JOINT JURISDICTION

affordable  
housing

# PARTNERING IN PROJECTS ACROSS CITIES

- Emeryville is only 1.2 square miles
- We share borders with two cities from which we are famously different and they are much larger
  - Imagine goldilocks and the three bears – too cold too hot and maybe just right (but who is who?)
- We have funded affordable housing or bought housing development sites that are contaminated and further complicated by lying in two or more cities
- We have established MOUs for joint City approval

## DRAFT MOU

## Available via Email

# JOINT USE

greenway

# FOUR PHASES

- Phase 1:
  - Acquire Rail right of way. Remediate with Redevelopment and EPA
- Phase 2:
  - Private development of greenway as path
- Phase 3:
  - City extension of path to boarding cities – Berkeley (realized), Oakland (planned)
  - Redevelopment Agency/City development of parks on Greenway
- Phase 4: Joint marketing of facilities adjacent to greenway as development sites and marketing of greenway as amenity and access



AVAILABLE

MARCHANT  
OF THE GARDENWAY

Colliers

Ken Meyersieck  
Aileen Dolby

(510) 986-6770

LBA REALTY (415) 981-7000  
LBArealty.com