

US EPA ARCHIVE DOCUMENT

HOW WE MARKETED & DEVELOPED PARTNERSHIPS FOR REUSE OF EMERYVILLE BROWNFIELDS

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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: 64th 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
- 3rd 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 3rd party contractor

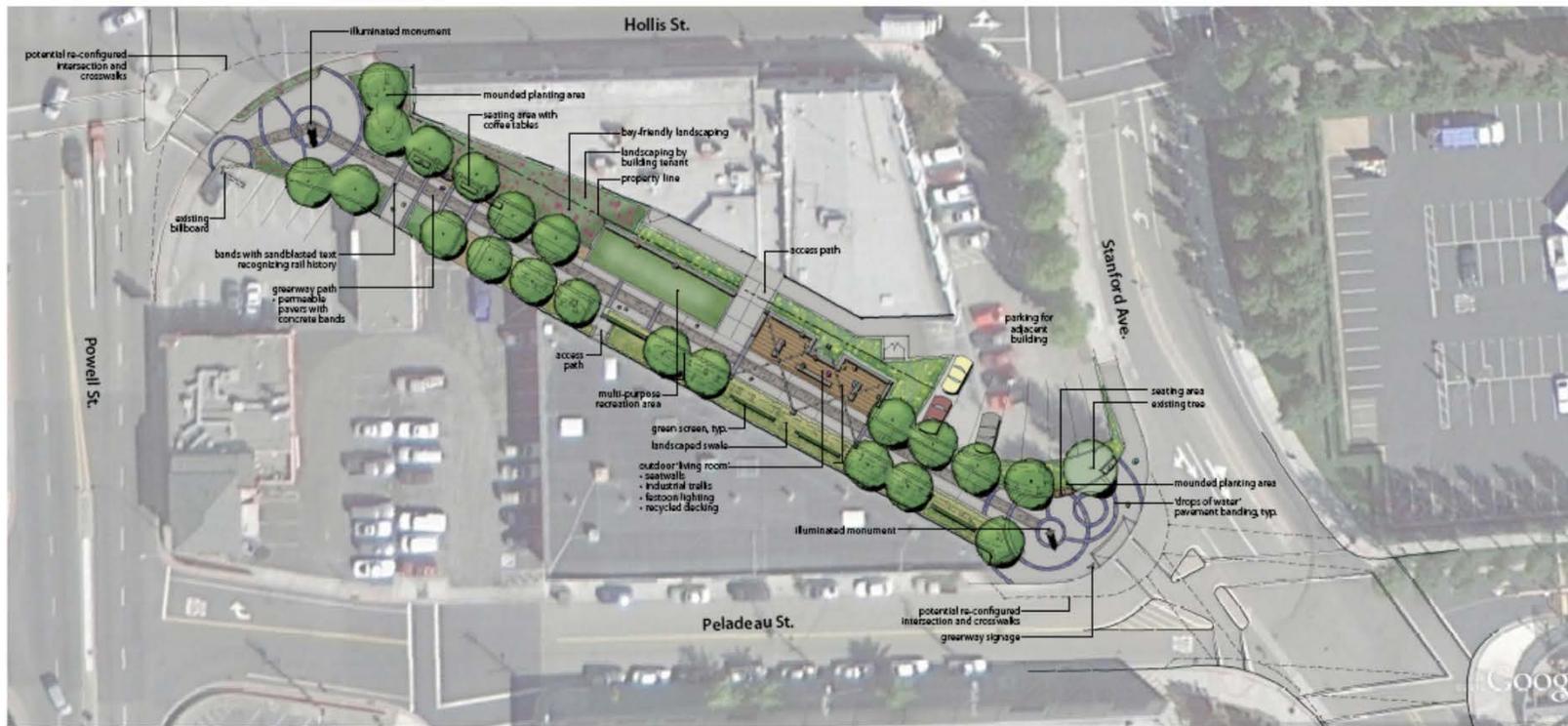
MOU
Available
via Email

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
 - 3rd Party regulator hired with RLF to meet State grant deadline for transfer
- **64th and Christie**
 - California Pollution Control Financing Authority grant for cleanup - \$5M
 - Contract through Planning Department for cost reimbursement (like expedited Plan Check) for same 3rd party Regulator to expedite Close out Agreement

NEW DEVELOPMENT UNDER OLD PARTNERSHIP

Conceptual Corridor Plan



HOPEFULLY THAT IS THE BACKFILL



- 2,290 Residential Units
(3317 by 2012)
- 719 Affordable Units (770
by 2012)
- 3.6 Million SF Office
- 800,000 SF Retail
- 488 Hotel Rooms
- 8,400 New Jobs

THROUGH
2007



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 SUMMARY

- 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

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



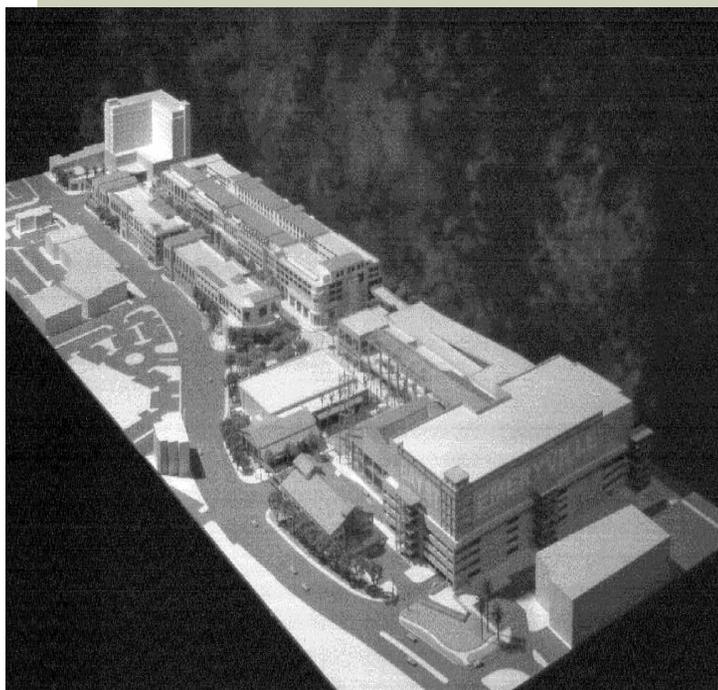
- Paint/Pesticide Plant
- Drum Recycling
- RDA Funded Initially
- Cost Recovery (Polanco)
- 90% Cost Refunded

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



- **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

Highlighted
prior
successes



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

- Planned to market what we accomplished as well as new opportunities (Phase II)
- Redevelopment funded – eliminated with State action but incrementally used by City
- Color coded by district
- Project specific sheets can be targeted to a land use, district or financing type and combined in packets with standardized folder

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

Prior MOUs

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 neighboring 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



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