

# AGENDA

## CITY COUNCIL WORK SESSION

September 14, 2020

4:00 PM, City Council Chambers  
130 S Galena Street, Aspen



---

### WEBEX

Go to: [www.webex.com](http://www.webex.com) Click "Join" at the top right-hand corner  
Enter Meeting Number 126 683 8160  
Password provided 81611  
Click "Join Meeting"

OR

Join by phone  
Call: 1-408-418-9388  
Meeting number (access code): 126 683 8160  
Meeting password: 81611

### I. WORK SESSION

- I.A. 150 Fund and Acquisition Opportunities
- I.B. Community Outreach for Lumberyard Conceptual Design Process



## MEMORANDUM

**TO:** Mayor Torre and Aspen City Council

**FROM:** James R. True, City Attorney  
Chris Everson, Affordable Housing Project Manager  
Ben Anderson, Principal Long-Range Planner

**THROUGH:** Sara Ott, City Manager  
Scott Miller, Public Works Director  
Pete Strecker, Finance Director  
Phillip Supino, Community Development Director

**MEMO DATE:** September 10, 2020

**MEETING DATE:** September 14, 2020

**RE:** 150 Fund and Acquisition Opportunities

---

**REQUEST OF COUNCIL:** The two work sessions on September 14<sup>th</sup> and 15<sup>th</sup> are intimately related, but at each, staff will present Council with distinct information and request distinct Council feedback. Together, the outcomes of the discussions will provide staff with direction in identifying and pursuing short and long-term priorities for the 150 Housing Development Fund.

- The **work session on Monday the 14<sup>th</sup> will include an Executive Session** in order for the City attorney to provide legal counsel to the Mayor and Council and inform Council about specific acquisition opportunities which would compete with approved (Burlingame) and future development projects (Lumberyard) for 150 Fund revenues,

Additionally, during the public portion of the 9/14 Work Session, staff will introduce concepts and seek to inform Council on the following:

- the general state of the 150 Fund and constraints on achieving the full affordable housing (AH) 'wish list',
- the policy priorities of land banking vs. development of units competing for 150 Fund revenues.
- AH opportunities beyond already approved projects,
- the 2040 sunset on the RETT and 0.45% sales tax and increasing potential of the 150 Fund.
- whether to explore potential alternative future revenue streams to augment the 150 Fund.

Note: The Executive Session is necessary as specific, potential real estate transactions will be discussed.

The **work session on Tuesday the 15<sup>th</sup> will be held as a public session** and will inform Council about:

- specific 150 Fund cash flow scenarios,
- the relationship between land banking vs. development and impacts to the 150 Fund over time,
- requirements to maintain current affordable housing stock including expiring deed restrictions, capital reserve needs, and prioritization of maintaining existing stock relative to land banking and development,
- options for augmenting 150 Fund to meet priorities: debt, reallocation and modification of existing revenue streams, development of new revenue streams.

At the Tuesday 9/15 work session, staff recommends a broad policy discussion and will seek direction of Council preferences on the following:

- land banking vs development,
- debt vs. no debt (pledging the 150 Fund through bonding mechanisms),
- use of partnerships and other means of lowering burdens on the 150 Fund,
- prioritization of specific AH opportunities,
- maintenance of existing units relative to other 150 Fund priorities,
- potential alternative future revenue streams for AH.

**SUMMARY AND BACKGROUND:** Burlingame Phase 3 is currently scheduled for construction from March 2021 to September 2022, and Council has directed staff to prepare the Lumberyard for construction beginning in 2024. The City of Aspen 150 Housing Development Fund does have the capacity to support budgeting for the Burlingame Phase 3 project as a condominium ownership facility. However, the 150 Fund needs to be planned for future uses to be best prepared for the Lumberyard and any other future housing development projects which Council may be inclined to set up for the future of the affordable housing development program.

Council has expressed interest in pledging the 150 Fund revenue stream to issue debt which could be used to accelerate the creation of more affordable housing. If Burlingame 3 is to be completed by mid-2022 and then if construction on the Lumberyard is to begin in 2024, it appears necessary to issue debt to facilitate this sequencing. These financial obligations will constrain use of 150 Fund dollars beyond Burlingame 3 and the Lumberyard. Additionally, it also appears that, even if City Council does choose to issue debt to support the Lumberyard construction start in 2024, the size of the first phase of the Lumberyard will need to be limited. A more robust depiction of potential 150 Fund cash flow scenarios will be presented at the work session on Tuesday the 15<sup>th</sup>.

Into this already established program, new land acquisition opportunities have been presented to staff that, if pursued, would require a clear prioritization of finite revenues in the 150 Fund.

In summary:

- 1) While revenues into the 150 Fund are significant, there is a limited pot of money to divide between acquisition of land, development of new units, and maintenance of existing units.
- 2) There are a handful of tools available to leverage this revenue to achieve Council AH Goals.
- 3) There are potential acquisition opportunities that may compete for the revenues of the 150 Fund – depending on Council priorities.
- 4) By the end of the conversation on the 15<sup>th</sup> staff seeks direction on the future management and potential augmentation of the 150 Fund with these competing priorities in mind.

It is not staff's intention within these work sessions to construct or even discuss specific policies related to capital reserves, deed restrictions, or maintenance of existing units. However, staff is prepared to discuss as they relate to the broader policy discussion, should questions arise.

**STAFF DISCUSSION:** Within the context presented above, the primary purpose of the Executive Session on the 14<sup>th</sup> is to introduce Council to acquisition opportunities and negotiation strategies given a re-prioritized use of 150 Fund revenues.

Staff requests that Council consider these issues when prioritizing the various AH opportunities included in the September 15<sup>th</sup> work session discussion.

**FINANCIAL IMPACTS:** N/A

**ENVIRONMENTAL IMPACTS:** N/A

**ALTERNATIVES:** N/A

**RECOMMENDATIONS:**

**CITY MANAGER COMMENTS:**

## MEMORANDUM

**TO:** Mayor Torre and Aspen City Council  
**FROM:** Chris Everson, Affordable Housing Project Manager  
**THROUGH:** Scott Miller, Public Works Director  
**MEMO DATE:** September 11, 2020  
**MEETING DATE:** September 14, 2020  
**RE:** Community Outreach for Lumberyard Conceptual Design Process

---

**REQUEST OF COUNCIL:** Staff is seeking input from Council for the upcoming round of community outreach for the Lumberyard conceptual design process. Included below are topics planned for the public outreach, including sample questions which the public will be asked to weigh in on.

Council is asked to provide input as to whether these are the right questions to ask or whether Council would prefer to ask alternate questions or additional questions as part of the upcoming public feedback process.

**SUMMARY AND BACKGROUND:** Beginning June of 2019, the goal of the Lumberyard conceptual design process has been to create community-vetted conceptual design alternatives for the development of affordable housing at the Lumberyard property, and for Council to select a preferred conceptual design by December 2020.

On June 24, 2019, Council approved Resolution #70 of 2019 and associated contract with DHM Design for initial community outreach and conceptual design for the lumber yard affordable housing development for 2019. The first round of public community outreach occurred as planned during the fall of 2019, and a second round of public community outreach occurred again in early 2020.

On April 14, 2020, Council approved a contract extension for DHM Design which included a scope of work to allow for the continued conceptual design while the COVID-19 Stay-at-home Order was in place. At a work session on July 6, 2020, DHM Design presented the updated conceptual designs, and Council provided the design team with direction for further plan refinements aiming toward 300+ units.

During a consent agenda discussion at Council's regular meeting on August 11, 2020, Council approved a contract amendment with DHM Design which included a work plan for the Lumberyard conceptual design process through the end of 2020. The work plan aimed to reach a preferred conceptual design by the end of 2020 and included an additional round of public community outreach, consisting mainly of 6 weeks of web-based online feedback through October. During the consent agenda discussion on August 11, Council expressed some interest in reviewing what the public would be specifically asked to weigh in on during the next round of outreach. The discussion below

explains the current plan, and requests input from Council as to whether or not Council feels the right questions are being asked and, if not, how the questions should be modified to be more suitable with Council's expectations.

**DISCUSSION:** The upcoming round of community outreach for the Lumberyard conceptual design process will be the third tranche of public community outreach regarding this project. Council provided their most recent design direction to the Lumberyard team at a work session on July 6, 2020, including the direction to refine the conceptual plans to aim in the area of 300+ units on the site.

The next work session for City Council to review the design progress is scheduled for October 26, 2020, and the objective of the upcoming round of community outreach is to collect feedback from the community related to Council's most recent design direction. At the same time, the design team is also gathering technical data on noise and air quality at the site as well as traffic impact information. Having both the community feedback and the technical data in hand at the next work session with Council on October 26 will allow Council to be fully informed when directing the next set of conceptual plan refinements.

After the work session on October 26, the design team expects to prepare near-final versions of the conceptual plan alternatives. Those near-final conceptual plans will be presented to Council at a work session on November 23, and Council will be asked to select a preferred conceptual plan to continue forward with.

### **What tools will be employed for the upcoming community outreach?**

Before jumping into the outreach topics, it is important to understand the format of the outreach to be performed, or more specifically, the tools which will be employed. Due to the ongoing public health crisis, the outreach will need to rely primarily on approaches that generate participation and feedback without creating health risks for participants. The following tools will be put to use for this purpose:

Project Website: All advertising will direct outreach participants to a website which will be available at "aspenlumberyard.com". The website will offer various ways to learn about the project and provide feedback.

Community feedback topics and questions: On the project website, participants will be able to view background information about each topic, consisting of graphic depictions and explanatory text, to first inform them and provide appropriate background and context. Participants will then be asked to answer certain questions after first having the context established. Furthermore, each of the questions will be asked in a manner which requests that they put on their "community hat" and provide answers based on their perception of what the community needs, not based on what they as individuals want.

Conceptual Plans: On the project website, participants will be able to view the most recently refined conceptual plan alternatives based on Council input from July. This will include plan alternatives with density ranging from 250 to 350 units. The website will provide a means for collecting participant feedback on the plans.

Event schedule/information for webinars and small pop-up events: The project website will provide information for participants to get further involved if they so desire.

General project information and schedule: The project website will allow participants to understand where we've been and where we're heading, including the process to date and information about previous outreach and what has been learned to date.

Survey: The survey will available via the project website and will also be distributed through social media and email. The survey is integrated into the website and offers participants a chance to provide feedback on the topic questions and conceptual plan alternatives.

Forms for open comments: Form fields will be integrated into the project website for any other comments and ideas from the community. This will allow for folks to provide additional comments as they see fit.

Webinar(s): A live internet-based presentation, open to the public and hosted on multiple platforms (Zoom and Facebook Live), with pauses to answer questions and take polls. Also planned are smaller live online events for targeted community groups. Recordings of such live events will be posted on the project website after each such event.

Small group in-person pop-up events: These will include 10 or less people at a time, consisting of socially distanced pop-up events to provide some level of personal interaction (if possible, dependent on infection rates locally).

### **What topics will be discussed during the upcoming public outreach?**

Since meeting with Council in July, the Lumberyard team has studied various alternatives to respond to comments from City Council. From studying these alternatives, certain variables emerged as central topics which are key differentiators. These are the topics which the team is planning to ask the community to weigh in on:

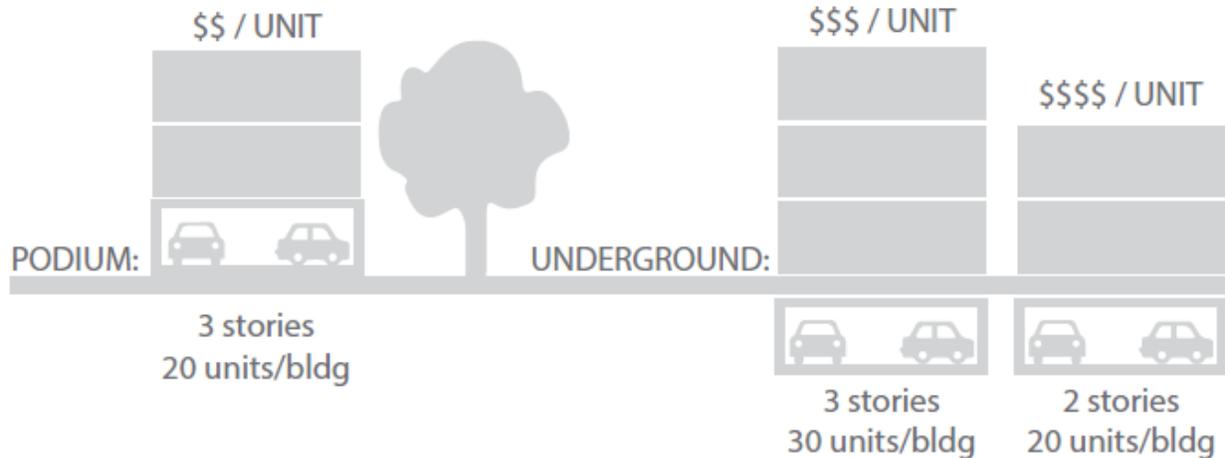
- Density and massing trade-offs related to parking
- Density and massing trade-offs related to unit mix
- Innovations, such as co-living, green roofs, solar, net zero, project phasing
- Architectural character
- Project add-ons, such as childcare, ancillary surface parking, transit facilities
- Amenities, such as bike-share, car-share, parks, community gardens

### **What questions will be asked, and how will those be framed?**

Each question will include background information to establish context. Below are sample questions within each topic area which have thus far been discussed by the team for potential inclusion.

Topic: Density and massing trade-offs related to parking

Graphic representation of the trade-offs being discussed:



Question 1 Background:

- Podium parking is ground-level parking with housing units constructed above
- Podium parking is less expensive to construct than underground parking
- Podium parking results in more building height and mass or less total units
- Podium parking requires drive access through the site, creates bike and ped conflicts
- Underground parking is an underground parking garage with buildings above
- Underground parking results in less building height and mass or more total units
- Underground parking requires ramp access, car circulation occurs underground

Question 1a: Is it worth it to the community to have lower building height and massing or the ability to create more units, even if this causes a higher project cost?

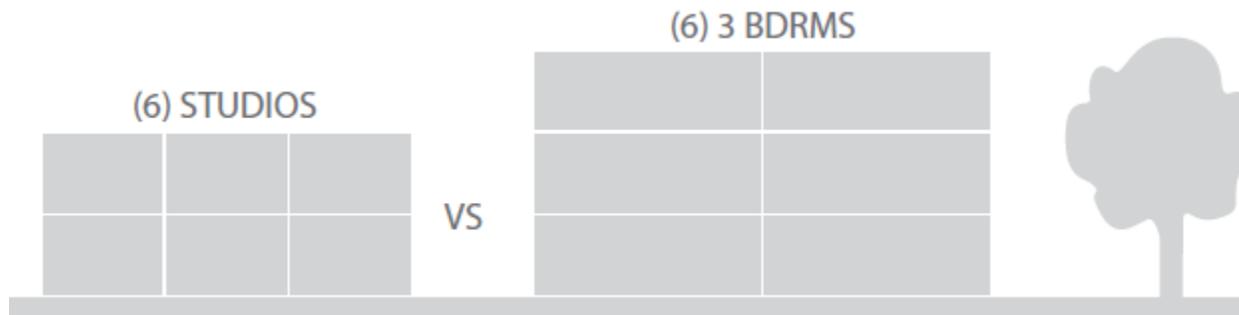
[ ] No [ ] Yes

Question 1b: Does the community benefit more from podium parking or underground parking at the Lumberyard site? [ ] Podium [ ] Underground

Comments: \_\_\_\_\_

Topic: Density and massing trade-offs related to unit mix

Graphic representation of the trade-offs being discussed:



Question 2 Background:

- The Housing Authority reports the greatest need is for rental housing
- New ownership units will be available at Burlingame Ranch Phase 3 in 2022
- Ownership units lean towards larger (more 2 & 3 bedrooms with some 1-bedrooms)
- Rental units lean towards smaller (more studio and 1-bedrooms with some 2-bedrooms)
- Larger units result in more building square footage or less total units
- Smaller units result in less building square footage or more total units

Question 2: What percentage rental vs ownership do you think the community needs at the Lumberyard? [    %] Rental      [    %] Ownership

Comments: \_\_\_\_\_

Question 3 Background:

- Studio and one-bedroom units are great for individuals, couples, and seniors.
- Two- and three-bedroom units are great for families
- Smaller units result in either less building mass or more units total
- In the current conceptual plans, the mix is based the unit mix from the findings of the regional housing needs study, 67% studio and one-bedrooms and 33% 2 and 3-bedrooms.

Question 3a: What percentage of studio and one-bedroom units do you think the community needs at this site? [    %]

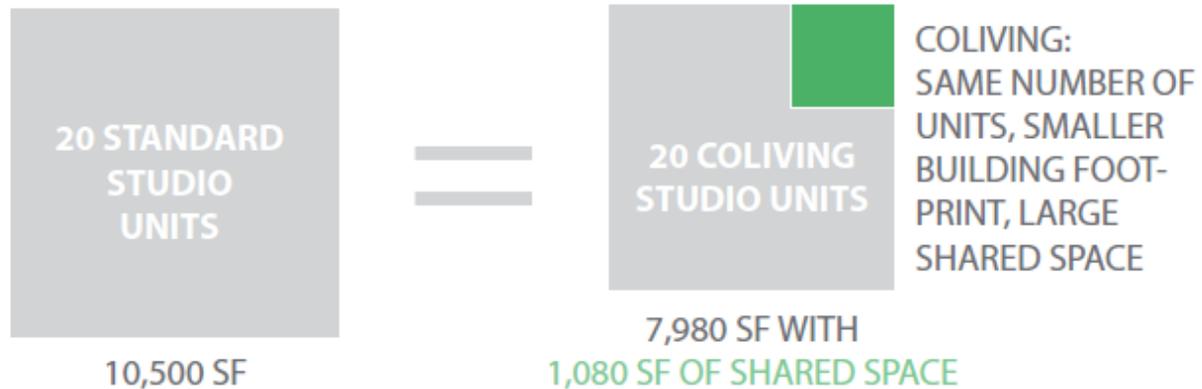
Question 3b: What percentage of 2- and 3-bedrooms do you think the community needs at this site? [    %]

Question 3c: What percentage of 4+ bedrooms do you think the community needs at this site? [    %]

Comments: \_\_\_\_\_

Topic: Innovation – Co-Living

Graphic representation of the trade-offs being discussed:



Question 4 Background:

- Co-living is an innovative lifestyle trend occurring today in residential development that responds to rising costs of real estate and the need for affordable housing
- Co-living employs the use of small individual studio units (not shared), but provides larger shared common-area spaces for lounging, working, exercising, socializing
- Each small studio (not shared) is equipped with a small kitchen and a bathroom
- Including the common area amenity space, the overall amount of floor area is decreased or there can be more units

Question 4a: With the proximity to transit and the AABC, do you think the Lumberyard is a good potential site for co-living?  No  Yes

Question 4b: Are you afraid of the concept of co-living due to Covid-19, or do you think that social distancing and other mitigation measures could be successfully implemented?  Afraid due to Covid-19  I think it could work

Question 4c: Are you disinclined to advocate co-living for some other reason?  I do not advocate this  I think it could work

Comments: \_\_\_\_\_

Topic: Architectural Character

Background: TBD (Work in process, actual images and quantity of questions will vary)

Question 5a: Considering the Lumberyard site and its surrounding neighborhood, please choose the character image which more suitable:



Question 5b: Considering the Lumberyard site and its surrounding neighborhood, please choose the character image which more suitable:



Question 5c: Considering the Lumberyard site and its surrounding neighborhood, please choose the character image which more suitable:



NOTE: The Lumberyard team is also looking into a ranked-choice version of this outreach component. If ranked-choice can be implemented, would Council prefer that?

Questions related to the following items are in process and will be similarly framed:

- Project add-ons, such as childcare, ancillary surface parking, transit facilities
- Amenities, such as bike-share, car-share, parks, community gardens

In addition to the questions included above, participants will be able to view the most recently refined conceptual plan alternatives based on Council input from July. This will include plan alternatives with density ranging from 250 to 350 units. For each density scenario, participants will be able to view the updated site plans, parking plans and perspective views, and form fields for comments will be provided. Those comments will be collected with all other participant responses.

On the website and during all online events, an email address will also be provided so that participants will be able to provide additional customized input as they see necessary.

Included as an exhibit is a draft communications outline which describes the approach, strategy, tactics and timing related to upcoming public communications for the community outreach as conceived to this point. When staff has heard feedback from Council, the communications outline will be updated as needed to be finalized and the work will be initiated.

**FINANCIAL IMPACTS:** n/a

**RECOMMENDATIONS:** Staff recommends that Council consider the topics and questions proposed and provide direction whether these are the right questions to ask or whether Council would prefer to ask alternate questions or additional questions as part of the upcoming public feedback process.

**CITY MANAGER COMMENTS:** \_\_\_\_\_

---

**EXHIBITS:**

- A – Draft communications outline
- B - Presentation slides

COMMUNICATIONS OUTLINE  
LUMBER YARD HOUSING PROJECT  
CAMPAIGN: OCT-NOV 2020

MDC - Manifest Darnauer Communications  
600 East Hopkins, Suite 303, Aspen, CO 81611



## **COMMUNICATIONS PLAN OUTLINE - REVISED LUMBERYARD PROJECT**

**Six-week Campaign – Oct 5 through November 6 or 13, 2020  
(Proposing limited outreach and advertising Oct 28 through Nov 3 because of the election)**

### **APPROACH**

This fall campaign must utilize a multi-pronged approach because of the changed nature of business and social life during COVID-19. While communication efforts always include many facets, it is even more important now to reach people in new ways. We must realize that people are getting “Zoomed out” and have screen fatigue. We can’t rely solely on online communications. That means open houses via Zoom can’t be the primary way of reaching our audiences. To be effective with online or possibly an in-person open house, there needs to be an incentive for people to participate –a drawing for a product(s), a gift certificate to a restaurant – some motivator to sit in front of the screen for yet another hour.

Traditional advertising should be combined with more innovative ways of reaching people in today’s environment. So we propose more direct community outreach to target businesses and a grassroots network in order to reach those most in need of housing. Our plan suggests personal one-on-one public engagement with a handful of important large employers.

We strongly suggest a new web project landing page that is a one-stop-shop for information and two-way communication to garner feedback. Aspen Community Voice is too bulky and many people won’t take the time to sign up in order to comment. However, we should connect the two since the City likes to use that platform.

We also propose stepping up our visual communications game. Because we’re not meeting in person, it’s even more important that the Lumberyard brand is consistently presented through high quality graphics guided by an artist/graphic designer.

### **STRATEGIES**

1. Build awareness of the final stage planning and outreach for the Lumberyard
2. Employ a variety of innovative tactics to generate feedback among target audiences
3. Utilize more one-on-one than group communication tactics to personalize the engagement in a safe manner to influence audiences to act

## AUDIENCES

1. Large and medium-sized employers
2. Public at large
3. ACRA
4. AYPAs
5. Next Gen and possibly CCLC
6. City of Aspen
7. Pitkin County
8. Aspen Skiing Company
9. Aspen Valley Hospital
10. Other Businesses and Non-Profit Organizations
  - a. Tap into the COVID business outreach of the city and county, if possible

## TACTICS

1. Communication Tools
  - a. One-on-one phone calls or emails
    - Updates to all outreach audiences with emphasis on employers and business leaders
  - b. Flyers
    - For employees to post on employee bulletin boards and/or email to employees
    - Post around town in coffee shops and restaurants
  - c. Fact sheet one-pager on the project progress and updated plans
    - Call to action with links to survey plus webinar and open house/pop ups dates for community feedback opportunities
    - Employer emails to staff, post on social media, include in newsletters/eblasts
    - Request employers post on bulletin boards for offices with on-site staff
  - d. Paid Advertising – media schedules, content, graphic design
    - Drive time radio
    - Print – newspaper ads
    - Digital – Aspen Times and ADN leader board or column ad
    - CGTV with City's slate
  - e. Social Media
    - Paid social on FB and Instagram – geo targeted to Aspen, Snowmass and Basalt and to Glenwood, if budget allows
  - f. Media Outreach
    - Press release on campaign launch
    - Release sent to CoA communications department to distribute
    - Media alerts with date reminders for open houses/pop ups/webinar

- g. Interactive Website
  - DHM to create
  - DHM will coordinate with City on directing AspenCommunityVoice.com to aspenlumberyard.com page
  - Work with CoA communications department on content for ACV site
  - MDC to send DHM all graphic elements for incorporation in the website
- h. Survey to gather broader community feedback
  - Bob leads on wording; Chris involved
  - MDC does final edit and gives thoughts on messaging for consistency
- i. Main Street banner
  - Two-sided for three weeks (Fees waived by City)
- j. Possibly a special e-mail to members of associations (eg, lodging, restaurants, some non profits), to include the flyer and/or fact sheet plus a link to the survey
- k. Eblasts – a series – probably one/week
  - MDC designs and writes content and distributes to DHM’s general list
  - Sign as “The Lumberyard Team”
- l. Emails – personalized to target audience contacts
  - One/week
  - Include a graphic to accompany general blurb (MDC writes)
  - Sent to target audiences for them to send out/post
  - MDC to coordinate
- m. A special page to include in ACRA’s September board of directors packet, possibly in lieu of a live presentation
- n. PowerPoint Presentations for web meetings
  - DHM designs and provides content
- o. Open Houses/In person pop-ups
  - DHM hosts
  - MDC communicates in advance through social post and media alerts
  - Do a FB event and push thru City of Aspen – work with Mitzi on content;
  - Maybe every Thurs have a pop up??
- p. Webinars
  - # TBD
  - DHM hosts
  - MDC communicates in advance – MDC advise on appropriate day of week/what dates to avoid
  - Incentive – Submit your email when you sign up and we’ll do a weekly drawing for six weeks for a \$50 (?) gift certificate to a local business -- \$300 budget - Delia to check w. Jason – MDH to suggest businesses for gift certificates

## 2. Outreach Meetings/Strategic Partnerships

*Strategy:* Work with organizations and businesses listed below to leverage their databases and social channels in order to create awareness of project status, engage staff and solicit feedback. We will ask them to send an eblast or newsletter to their networks with a one-page fact sheet and links to the survey.

DHM creates the PPT for presentations; how MDC should be involved??

- a. NextGen Commission (Zoom meeting or submit written summary)
- b. ACRA Board of Directors update (either via Zoom meeting or written summary)
- c. ACRA Newsletter to members; possibly distribution of survey to members
- d. ACRA Public Affairs Committee (either via Zoom meeting or written summary)
- e. Commercial Core and Lodging Committee (CCLC) – optional
- f. APCHA database
  - DHM is adding content to APCHA NL; DHM solicits their input; Chris wants to send emails to those who's been in lotteries
  - MDC to coordinate??
- g. SkiCo
- h. St. Regis
- i. Aspen School District
- j. City of Aspen
- k. Pitkin County
- l. Aspen Valley Hospital

## 3. Graphic Design – hard designer costs – up to \$2,000

- a. Flyer
- b. Fact Sheet
- c. Print ads
- d. Digital banner/column ads
- e. Social media graphics
- f. Email NL - a general blurb to send out to short blurb w. graphic that others can send out/post – MDC to coordinate
- g. Eblast design

## TIMELINE - DRAFT

### Campaign Launch Oct 5

- Six-week campaign Oct 5-Nov 6 or Nov 13
- 3 of those weeks more intense – weeks of 5<sup>th</sup> the 12<sup>th</sup> the 19<sup>th</sup>
- Possible break Oct 28 through Nov 3 because of election – if so, we may want to do mini push at the end from Nov 4 –Nov 13
- Delia to check w. Jason and Chris
- Public webinar should be on the Oct 14 or 15 – MDC to weigh in on best dates and days for them

### Graphic Design

Sept 14 - 25

- Flyer
- Fact Sheet
- Print ads – ¼ pg newspaper
- Digital banner/column ads for print
- Social media graphics for paid
- Email graphic
- Eblast design

### Concept and content development; copy writing

Sept 14-18

### Campaign launch Press Release

Oct 5

### Newspaper ad campaign

Oct 5 – Nov 6 or 13

### Radio ad campaign (length depends on stretch of budget)

Oct 5 – Nov 6 or 13

### Social media paid campaign

Oct 5 – Nov 6

### Digital campaign

Oct 5 – Nov 6 or 13

### Survey platform

Oct 5 - Nov 13

### Webinars "probably launching" the second week of October

### Webinar dates

Oct 14 or 15 + ??

### Website live

Oct 5

### Aspen Community Voice website content

Oct 5

Exhibit B - Presentation slides



CITY OF ASPEN

# Community Outreach for Lumberyard Conceptual Design Process

September 14, 2020<sup>19</sup>

# Background

- **Beginning June of 2019, the goal of the Lumberyard conceptual design process has been to create community-vetted conceptual design alternatives for the development of affordable housing at the Lumberyard property, and for Council to select a preferred conceptual design by December 2020.**
- **At a work session on July 6, 2020, DHM Design presented the updated conceptual designs, and Council provided the design team with direction for further plan refinements aiming toward 300+ units.**

# Background

- **During a consent agenda discussion at Council's regular meeting on August 11, 2020, Council approved a contract amendment with DHM Design which included a work plan for the Lumberyard conceptual design process through the end of 2020.**
- **During a consent agenda discussion at Council's regular meeting on August 11, 2020, Council expressed some interest in reviewing what the public would be specifically asked to weigh in on during the next round of outreach**

# Discussion

- **The upcoming community outreach for the Lumberyard will be the third tranche of public outreach for this project.**
- **Council provided design direction at a work session in July, including the direction to refine the conceptual plans to aim in the area of 300+ units on the site.**
- **The next work session for Council to review progress is scheduled for October 26. Having both community feedback and technical data in hand at that time will allow Council to be fully informed when directing the next set of conceptual plan refinements.**

# Discussion

## What tools will be employed for the upcoming community outreach?

- **Project Website**
- **Community feedback topics and questions**
- **Conceptual Plans**
- **Event schedule/information for webinars and small pop-up events**
- **General project information and schedule**
- **Survey**
- **Forms for open comments**
- **Webinars**
- **Small group in-person pop-up events**

# Discussion

## What topics will be discussed during the upcoming public outreach?

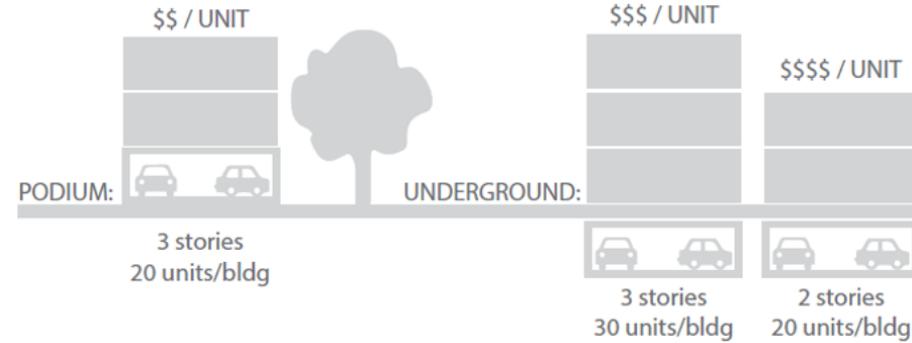
- **Density and massing trade-offs related to parking**
- **Density and massing trade-offs related to unit mix**
- **Innovations, such as co-living, green roofs, solar, net zero, project phasing**
- **Architectural character**
- **Project add-ons, such as childcare, ancillary surface parking, transit facilities**
- **Amenities, such as bike-share, car-share, parks, community gardens**

# Discussion

What questions will be asked, and how will those be framed?

Topic: Density and massing trade-offs related to parking

Graphic representation of the trade-offs being discussed:



Question 1 Background:

- Podium parking is ground-level parking with housing units constructed above
- Podium parking is less expensive to construct than underground parking
- Podium parking results in more building height and mass or less total units
- Podium parking requires drive access through the site, creates bike and ped conflicts
- Underground parking is an underground parking garage with buildings above
- Underground parking results in less building height and mass or more total units
- Underground parking requires ramp access, car circulation occurs underground

Question 1a: Is it worth it to the community to have lower building height and massing or the ability to create more units, even if this causes a higher project cost?

No

Yes

Question 1b: Does the community benefit more from podium parking or underground parking at the Lumberyard site?  Podium  Underground

# Discussion

## What questions will be asked, and how will those be framed?

Topic: Density and massing trade-offs related to unit mix

Graphic representation of the trade-offs being discussed:



Question 2 Background:

- The Housing Authority reports the greatest need is for rental housing
- New ownership units will be available at Burlingame Ranch Phase 3 in 2022
- Ownership units lean towards larger (more 2 & 3 bedrooms with some 1-bedrooms)
- Rental units lean towards smaller (more studio and 1-bedrooms with some 2-bedrooms)
- Larger units result in more building square footage or less total units
- Smaller units result in less building square footage or more total units

Question 2: What percentage rental vs ownership do you think the community needs at the Lumberyard? [ ] % Rental [ ] % Ownership

Comments: \_\_\_\_\_

Question 3 Background:

- Studio and one-bedroom units are great for individuals, couples, and seniors.
- Two- and three-bedroom units are great for families
- Smaller units result in either less building mass or more units total
- In the current conceptual plans, the mix is based the unit mix from the findings of the regional housing needs study, 67% studio and one-bedrooms and 33% 2 and 3-bedrooms.

Question 3a: What percentage of studio and one-bedroom units do you think the community needs at this site? [ ] %

Question 3b: What percentage of 2- and 3-bedrooms do you think the community needs at this site? [ ] %

Question 3c: What percentage of 4+ bedrooms do you think the community needs at this site? [ ] %

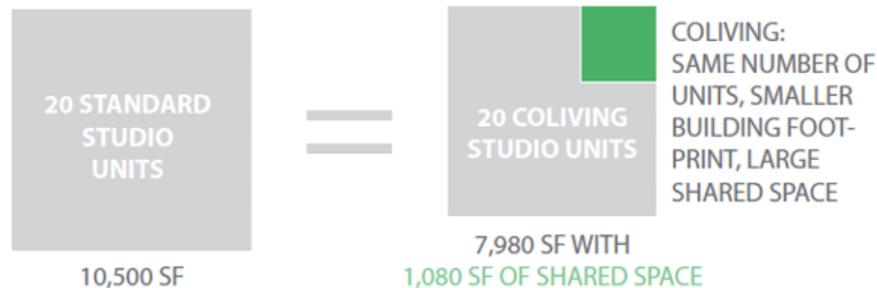
Comments: \_\_\_\_\_

# Discussion

## What questions will be asked, and how will those be framed?

Topic: Innovation – Co-Living

Graphic representation of the trade-offs being discussed:



Question 4 Background:

- Co-living is an innovative lifestyle trend occurring today in residential development that responds to rising costs of real estate and the need for affordable housing
- Co-living employs the use of small individual studio units (not shared), but provides larger shared common-area spaces for lounging, working, exercising, socializing
- Each small studio (not shared) is equipped with a small kitchen and a bathroom
- Including the common area amenity space, the overall amount of floor area is decreased or there can be more units

Question 4a: With the proximity to transit and the AABC, do you think the Lumberyard is a good potential site for co-living?  No  Yes

Question 4b: Are you afraid of the concept of co-living due to Covid-19, or do you think that social distancing and other mitigation measures could be successfully implemented?  Afraid due to Covid-19  I think it could work

Question 4c: Are you disinclined to advocate co-living for some other reason?  I do not advocate this  I think it could work

Comments: \_\_\_\_\_

# Discussion

## What questions will be asked, and how will those be framed?

Topic: Architectural Character

Background: TBD (Work in process, actual images and quantity of questions will vary)

Question 5a: Considering the Lumberyard site and its surrounding neighborhood, please choose the character image which more suitable:



Question 5b: Considering the Lumberyard site and its surrounding neighborhood, please choose the character image which more suitable:



Question 5c: Considering the Lumberyard site and its surrounding neighborhood, please choose the character image which more suitable:



NOTE: The Lumberyard team is also looking into a ranked-choice version of the outreach component. If ranked-choice can be implemented, would Council prefer that?

# Discussion

## What questions will be asked, and how will those be framed?

- Questions related to project add-ons, such as childcare, ancillary surface parking, transit facilities and potential project amenities, such as bike-share, car-share, parks, community gardens will also be similarly framed and asked.
- Participants will also be able to view the most recent conceptual plans based on Council input from July, including site plans, parking plans and perspective views, and form fields for comments will be provided.
- An email address will also be provided so that participants will be able to provide additional customized input as they see necessary.

# Questions for Council

- **Staff recommends that Council consider the topics and questions proposed and provide direction whether these are the right questions to ask or whether Council would prefer to ask alternate questions or additional questions as part of the upcoming public feedback process.**
- **When staff has heard feedback from Council, the communications outline will be updated as needed to be finalized and the work will be initiated.**