



353 S. MAIN

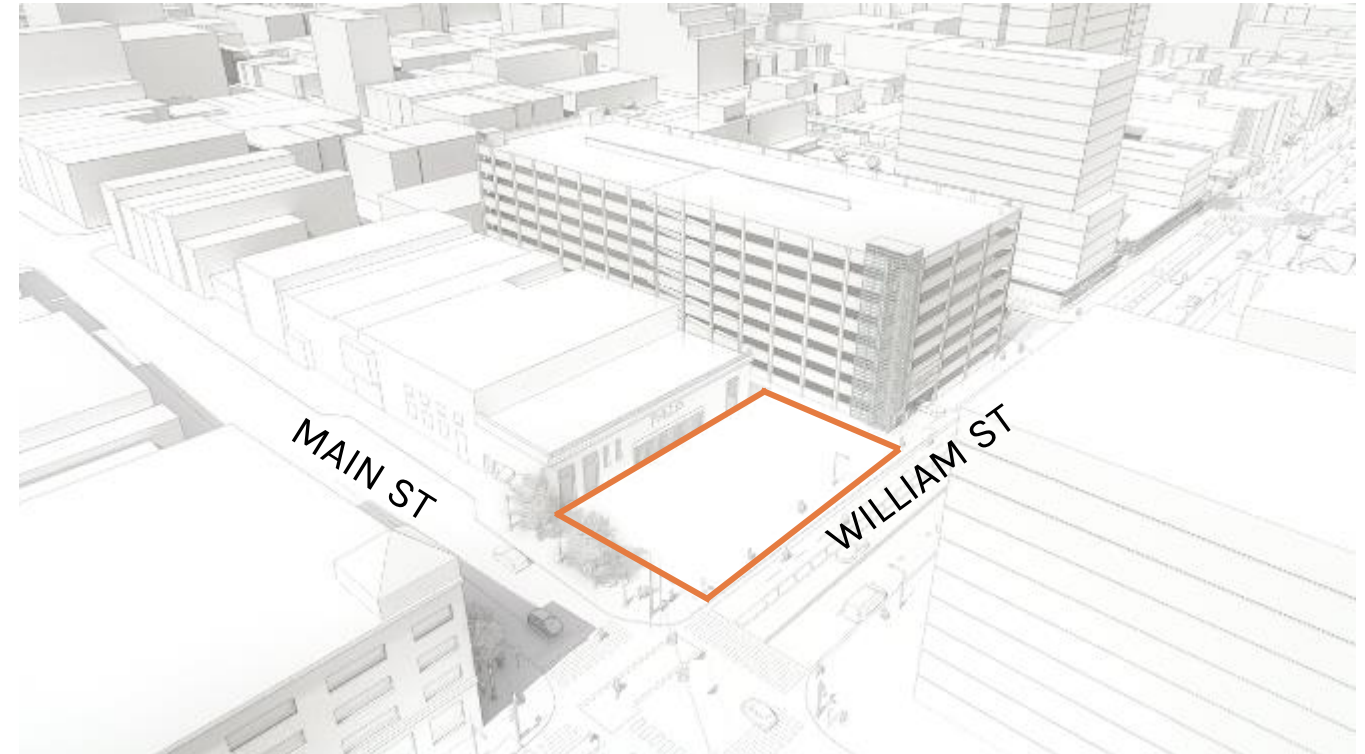
MAIN & WILLIAM PARKING LOT

353 S MAIN

EXISTING CONDITIONS & CONTEXT

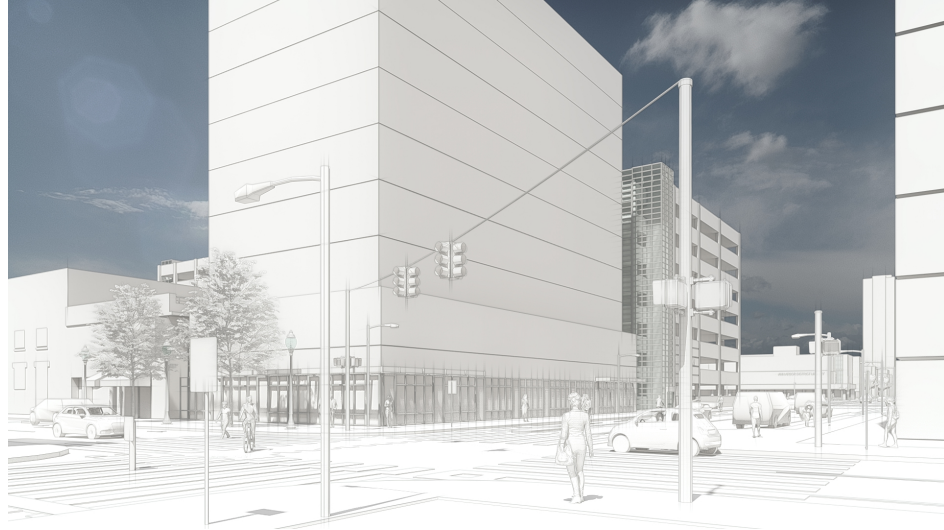
ZONING REQUIREMENTS

- Zoning District: D1 (High Density)
- Character Overlay District: Main St
- Lot Area: 7,068 SF
- Max. FAR: 700% or 900% w/ Planned Project Affordable Housing Premium
- Max. Building Height: 180'
- Streetwall: 4 stories (max.) or 2 stories (min.) w/ 5' offset @ top of streetwall



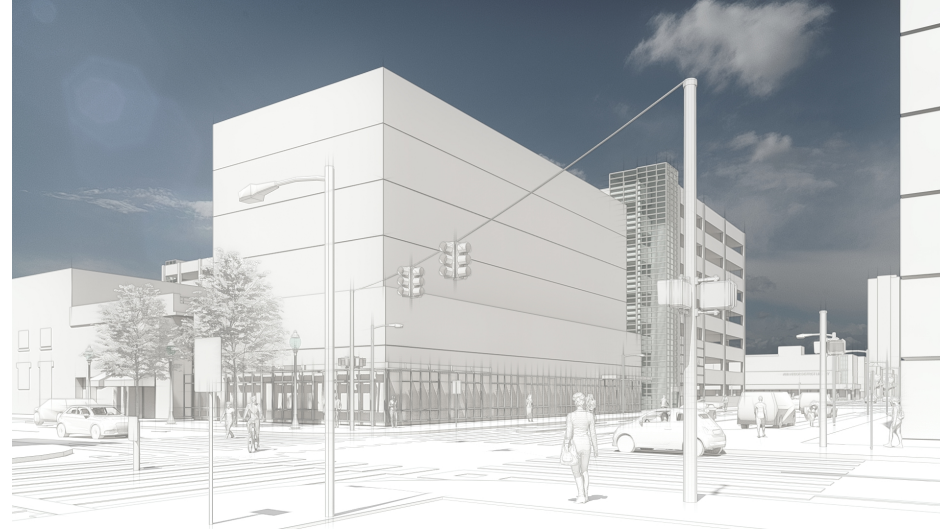
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MASSING OPTIONS



OPTION 1: 10-STORY

- Steel frame, concrete podium
- +/- 90 units
- FAR: ~900%



OPTION 2: 6-STORY

- Stick-built, concrete podium
- +/- 50 units
- FAR: ~550%

*Both options provide for an active ground floor on Main & William and off-site parking

SURVEY RESULTS

OBJECTIVES

Item	Overall Rank	Rank Distribution	Score	No. of Rankings
Maximize affordable housing units for 60% Area Median Income (AMI) households on site	1		775	143
Activate the ground floor for public benefit	2		756	146
Contribute to Main Street character	3		665	143
Develop a mix of housing unit types and prices	4		623	144
Maintain some city ownership/control	5		466	132
Provide parking on site	6		423	133
Maximize market rate residential	7		361	131



Lowest Highest

*Survey results as of 11/4/2020

What objective is not needed?

- Parking (about 68%)
- Maximize market rate residential (about 31%)
- Contribute to Main Street Character (about 22%)

OPTION 1: 10 STORY BUILDING

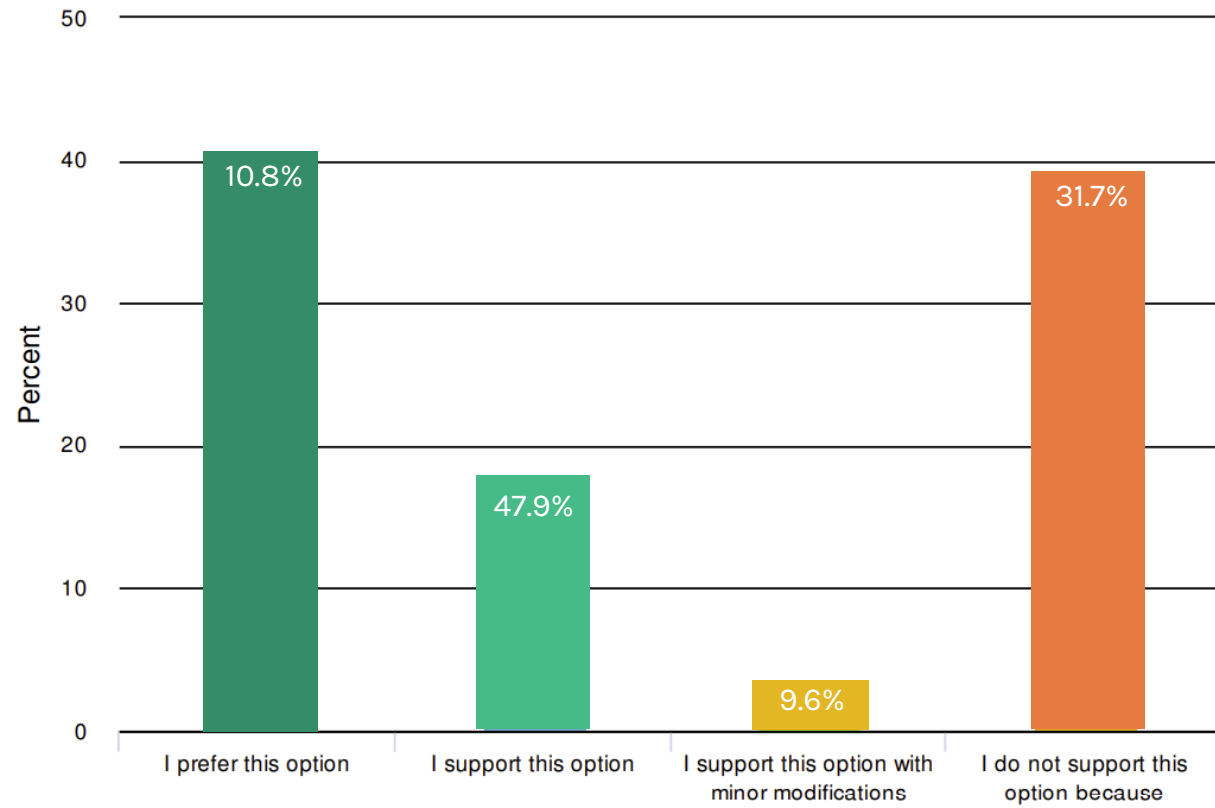
OPTION 1: 10 STORY BUILDING



DESCRIPTION	ASSUMPTION
<ul style="list-style-type: none"> • D1 zoning, 900% FAR is permitted with 30% affordable units. • Development is proposed as 100% affordable. • Building height is approximately 110' (10 stories) with a 2-story streetwall. • Ground floor use should activate the street. May include private tenant amenities such as a fitness center or publicly accessible space. 	<ul style="list-style-type: none"> • Steel frame construction with concrete podium. • Residential lobby is located on William St. • Loading/service is provided off the alley. • Building height includes rooftop mechanicals (not visible from street level). • Building to the by-right density of 900% FAR (given affordable housing density premiums). • No parking on-site. Zoning requires 1 space per 1,000 SF of non-affordable units above the normal maximum FAR. • Requires 26 bicycle parking spaces.

TRADE-OFFS	MIN	MAX	TOTAL HOUSING UNITS: 80-90
Provide Affordable Housing Units	██████████	██████████	# affordable units: ~80-90 units
Provide Market Rate Housing Units	██████████	██████████	# market rate units: 0 units
Density of Buildings	██████████	██████████	Floor-Area-Ratio: ~ 900%
Height of Buildings	██████████	██████████	Height Feet (Floors): ~ 110' (10 stories)
Compatible Streetwall	██████████	██████████	Streetwall: 2 stories
Potential Active Ground Floor	██████████	██████████	Ground Floor GSF: ~7,000
Contribute to Main Street	██████████	██████████	Active Ground Floor, 10 Story Building
Provides Off-Street Parking	██████████	██████████	No Parking
Financial Complexity / Risk	██████████	██████████	Total Development Cost: ~\$20 Million
Financial Revenue	██████████	██████████	Potential Tax Revenue/YR: ~\$85,000
			Ground Lease Revenue: N/A

SURVEY RESULTS



*Survey results as of 11/4/2020

This is what we heard:

Likes:

- Density
- Downtown scale
- No parking

Improvements:

- More bike parking spots
- Upper-level setback
- Balance of market rate and affordable

OPTION 2: 6 STORY BUILDING

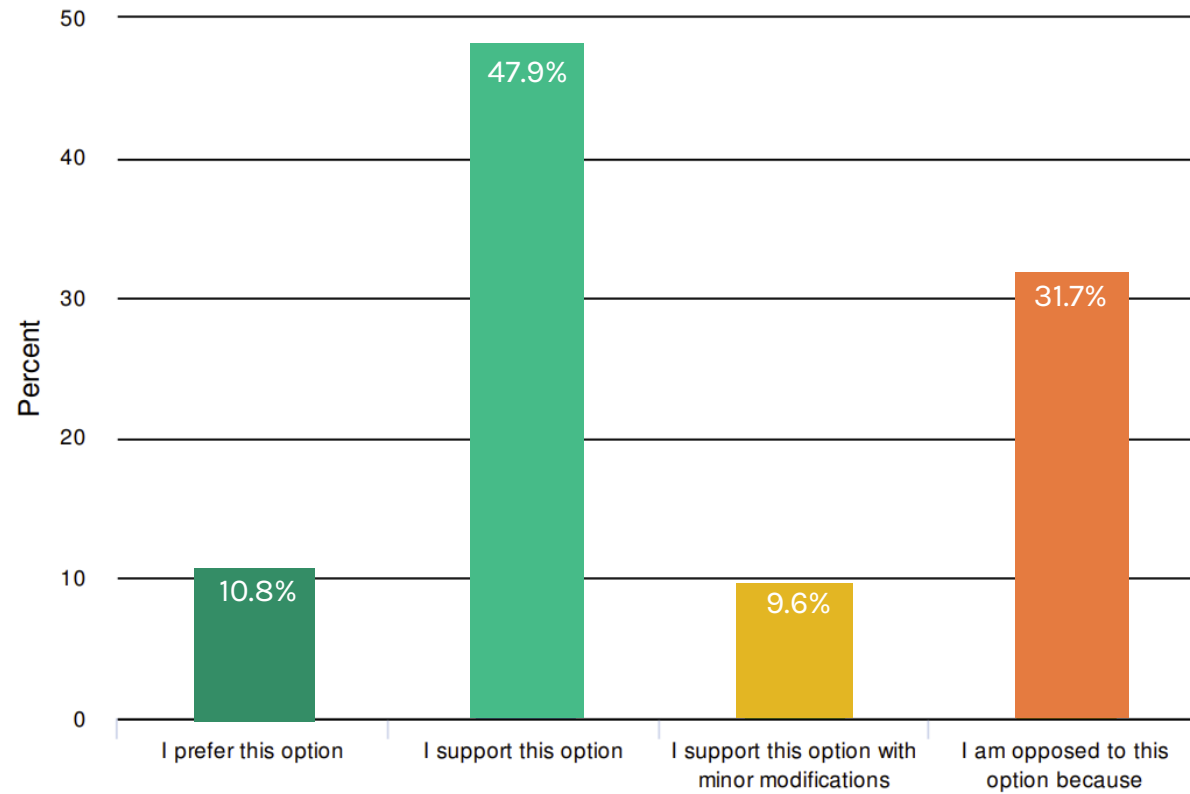
OPTION 2: 6 STORY BUILDING



DESCRIPTION	ASSUMPTION
<ul style="list-style-type: none"> D1 zoning, 700% FAR is permitted with 20% affordable housing units. Development is proposed as 100% affordable. Building height is approximately 70' (6 stories) with a 2-story streetwall. Ground floor use should activate the street. May include private tenant amenities such as a fitness center or publicly accessible space. 	<ul style="list-style-type: none"> Stick-built construction with concrete podium (5 over 1). Building height is limited to 6 stories by code. Residential lobby is located on William St. Loading/service is provided off the alley. Building height includes rooftop mechanicals (not visible from street level). No parking on-site. Zoning requires 1 space per 1,000 SF of non-affordable units above the normal maximum FAR. Requires 16 bicycle parking spaces.

TRADE-OFFS	MIN	MAX	TOTAL HOUSING UNITS: 40-50
Provide Affordable Housing Units	██████████	██████████	# affordable units: -40-50 units
Provide Market Rate Housing Units	██████████	██████████	# market rate units: 0 units
Density of Buildings	██████████	██████████	Floor-Area-Ratio: -550%
Height of Buildings	██████████	██████████	Height Feet (Floors): -70' (6 stories)
Compatible Streetwall	██████████	██████████	Streetwall: 2 stories
Potential Active Ground Floor	██████████	██████████	Ground Floor GSF: -7,000
Contribute to Main Street	██████████	██████████	Active Ground Floor, 6 Story Building
Provides Off-Street Parking	██████████	██████████	No Parking
Financial Complexity / Risk	██████████	██████████	Total Development Cost: -\$12 Million
Financial Revenue	██████████	██████████	Potential Tax Revenue/YR: -\$85,000
			Ground Lease Revenue: N/A

SURVEY RESULTS



*Survey results as of 11/4/2020

This is what we heard:

Likes:

- Activated ground floor
- High density
- No parking
- Scale

Improvements:

- Increase height for more units