



309 S. ASHLEY

ASHLEY & WILLIAM PARKING LOT

309 S ASHLEY

EXISTING CONDITIONS & CONTEXT

ZONING REQUIREMENTS

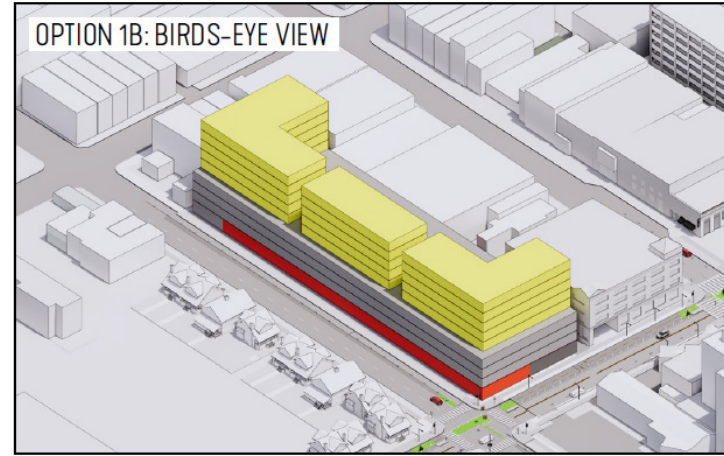
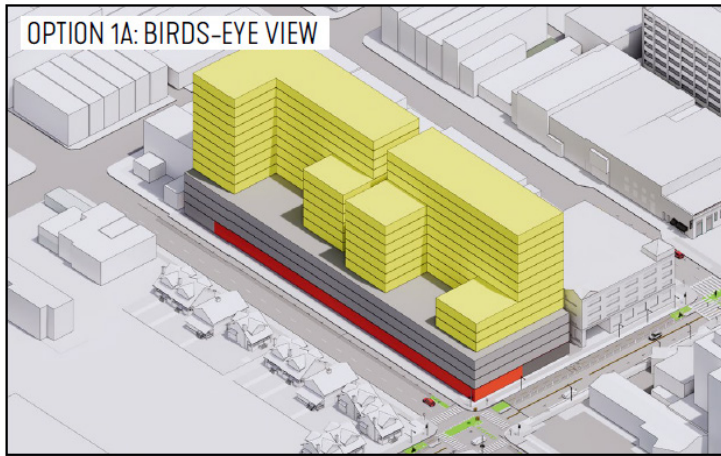
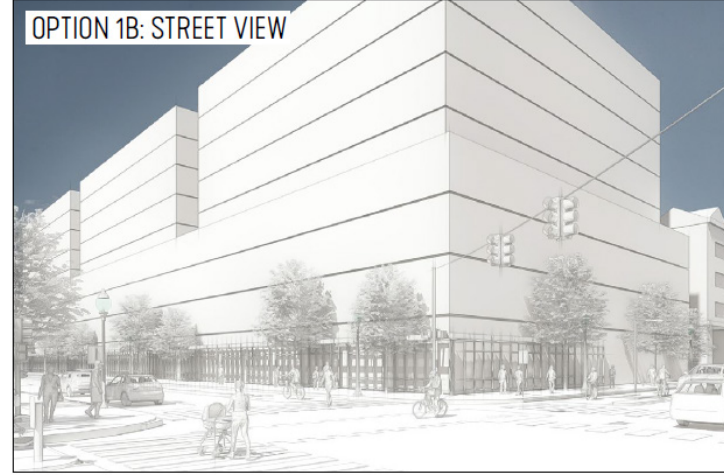
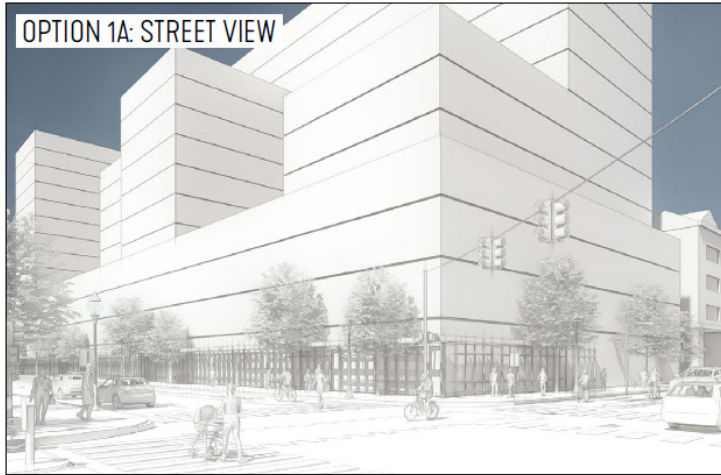
- Zoning District: D1 (High Density)
- Character Overlay District: Main St
- Lot Area: 53,750 SF
- FAR: 700% or 900% w/ Planned Project Affordable Housing Premium
- Max. Building Height: 180'
- Streetwall: 4 stories (max.) or 2 stories (min.)



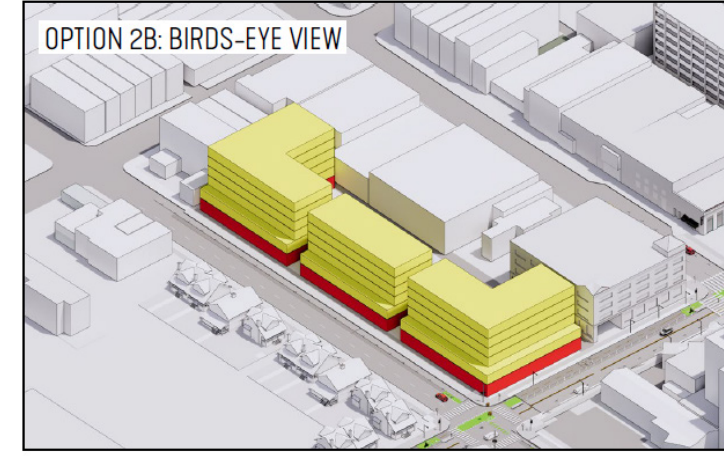
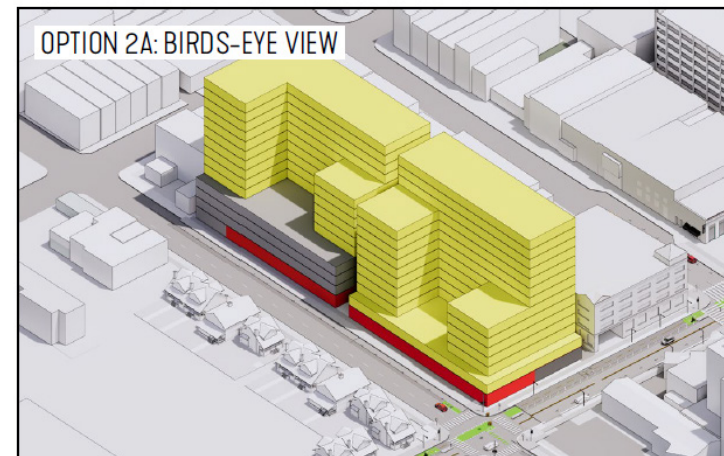
309 S ASHLEY

MASSING OPTIONS

OPTION 1: KEY DOWNTOWN PARKING SITE



OPTION 2: NOT A KEY DOWNTOWN PARKING SITE



309 S. ASHLEY

115 E. WILLIAM

4th & William
Parking Structure

216 W. WILLIAM

1st & William
Parking Lot

TREELINE
MASTER PLAN
ALIGNMENT

E LIBERTY ST

S MAIN ST

S ASHLEY ST

S 1ST ST

E WILLIAM ST



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		760	142
Activate the ground floor for public benefit	2		675	141
Develop a mix of housing unit types and prices	3		670	141
Provide parking on site	4		542	136
Appropriately scale down to the west and/or Main Street	5		520	135
Maintain some city ownership/control	6		429	129
Maximize market rate residential	7		377	129



Lowest Highest

*Survey results as of 11/4/2020

What objective is NOT needed?

- Parking (about 47%)
- Appropriately scale down to the west and/or Main Street (about 31%)
- Maximize market rate residential (about 26%)



OPTION 1A

OPTION 1: 309 S. ASHLEY IS A KEY FUTURE DOWNTOWN PARKING SITE



TRADE-OFFS	MIN	MAX
Provide Affordable Housing Units	██████████	██████████
Provide Market Rate Housing Units	██████████	██████████
Density of Buildings	██████████	██████████
Height of Buildings	██████████	██████████
Scales Down to the west and/or Main	██████████	██████████
Potential Active Ground Floor	██████████	██████████
On-site Parking	██████████	██████████
Financial Complexity / Risk	██████████	██████████
Financial Revenue	██████████	██████████

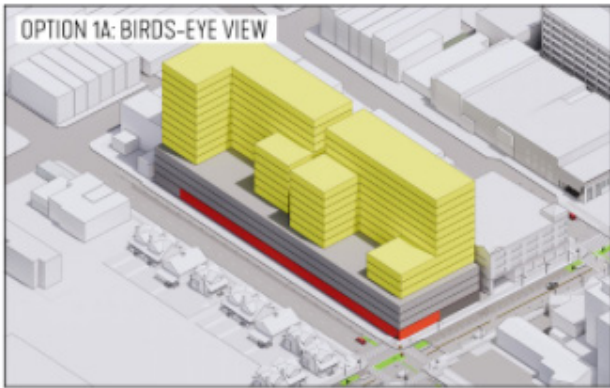
TOTAL HOUSING UNITS: 450-500

affordable units: **90-100 units (20%)**
 # market rate units: **350-400 units**

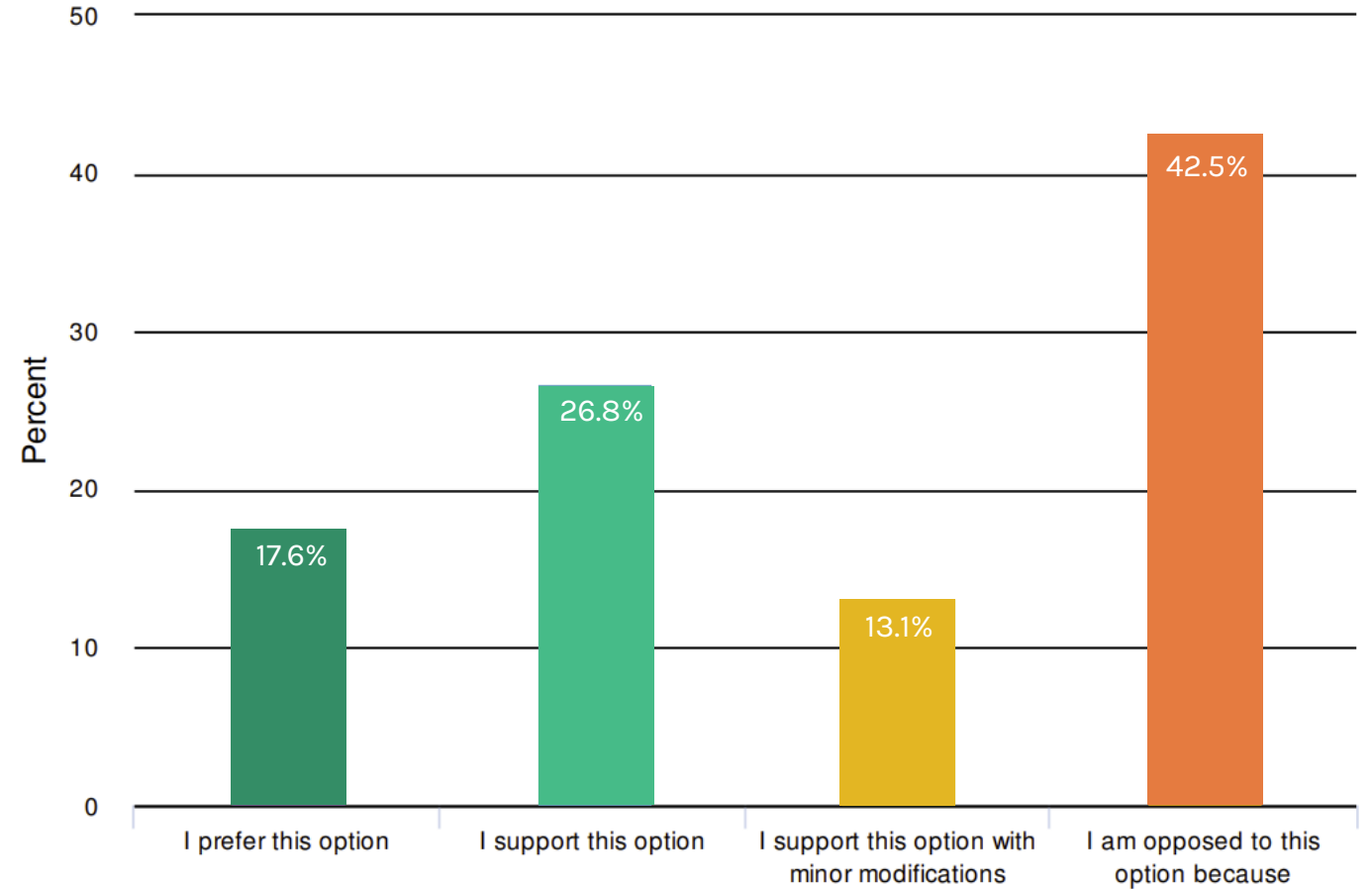
Floor-Area-Ratio: ~ **900%**
 Height Feet (Floors): ~ **140'-170' (14-16)**

Ground Floor GSF: ~**20,000 SF**
 300-350 Spaces

Total Development Cost: ~**\$110-120 Million***
 Potential Tax Revenue/YR: ~**\$3-4 Million**
 Ground Lease Revenue: **N/A**
 *Not Including \$20-25M for Parking Structure



SURVEY RESULTS



This is what we've heard:

Likes:

- Break up of massing
- Stepped scale
- Mix of housing types

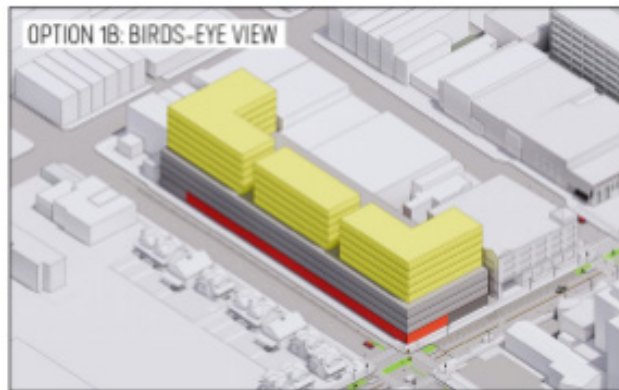
Improvements:

- Activate ground floor
- More affordable units
- Too tall



OPTION 1B

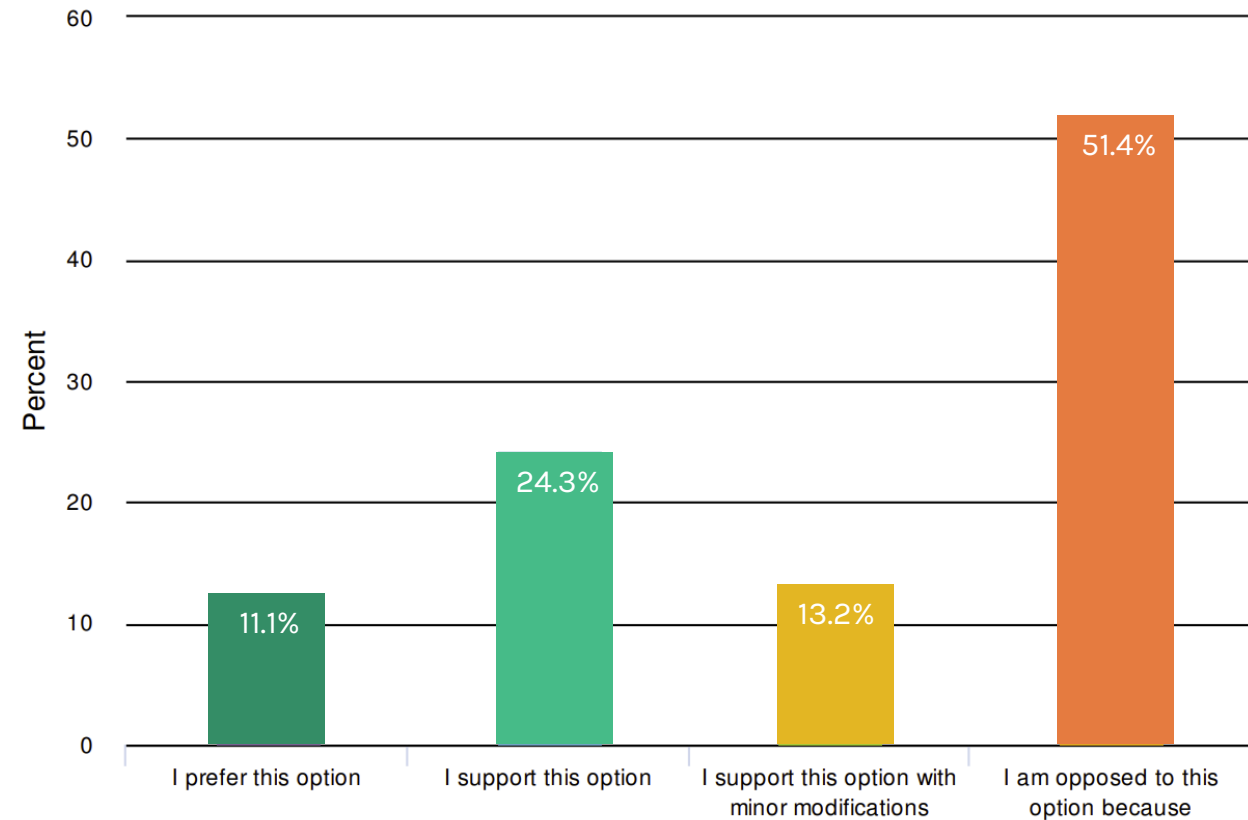
OPTION 1: 309 S. ASHLEY IS A KEY FUTURE DOWNTOWN PARKING SITE



TRADE-OFFS	MIN	MAX
Provide Affordable Housing Units	██████████	██████████
Provide Market Rate Housing Units	██████████	██████████
Density of Buildings	██████████	██████████
Height of Buildings	██████████	██████████
Scales Down to the west and/or Main	██████████	██████████
Potential Active Ground Floor	██████████	██████████
On-site Parking	██████████	██████████
Financial Complexity / Risk	██████████	██████████
Financial Revenue	██████████	██████████

TOTAL HOUSING UNITS: 150-200
 # affordable units: 30-60 units
 # market rate units: 120-170 units
 Floor-Area-Ratio: ~ 320%
 Height Feet (Floors): ~ 100-120' (10)
 Ground Floor GSF: ~20,000 SF
 300-350 Spaces
 Total Development Cost: ~\$40-50 Million*
 Potential Tax Revenue/YR: ~\$1-1.5 Million
 Ground Lease Revenue: N/A
 *Not Including \$20-25M for Parking Structure

SURVEY RESULTS



This is what we've heard:

Likes:

- Break up of buildings

Improvements:

- Reduce parking
- More affordable units



OPTION 2A

OPTION 2: 309 S. ASHLEY IS NOT A KEY FUTURE DOWNTOWN PARKING SITE



TRADE-OFFS	MIN	MAX
Provide Affordable Housing Units	----- -----	----- -----
Provide Market Rate Housing Units	----- -----	----- -----
Density of Buildings	----- -----	----- -----
Height of Buildings	----- -----	----- -----
Scales Down to the west and/or Main	----- -----	----- -----
Potential Active Ground Floor	----- -----	----- -----
On-site Parking	----- -----	----- -----
Financial Complexity / Risk	----- -----	----- -----
Financial Revenue	----- -----	----- -----

TOTAL HOUSING UNITS: 450-500

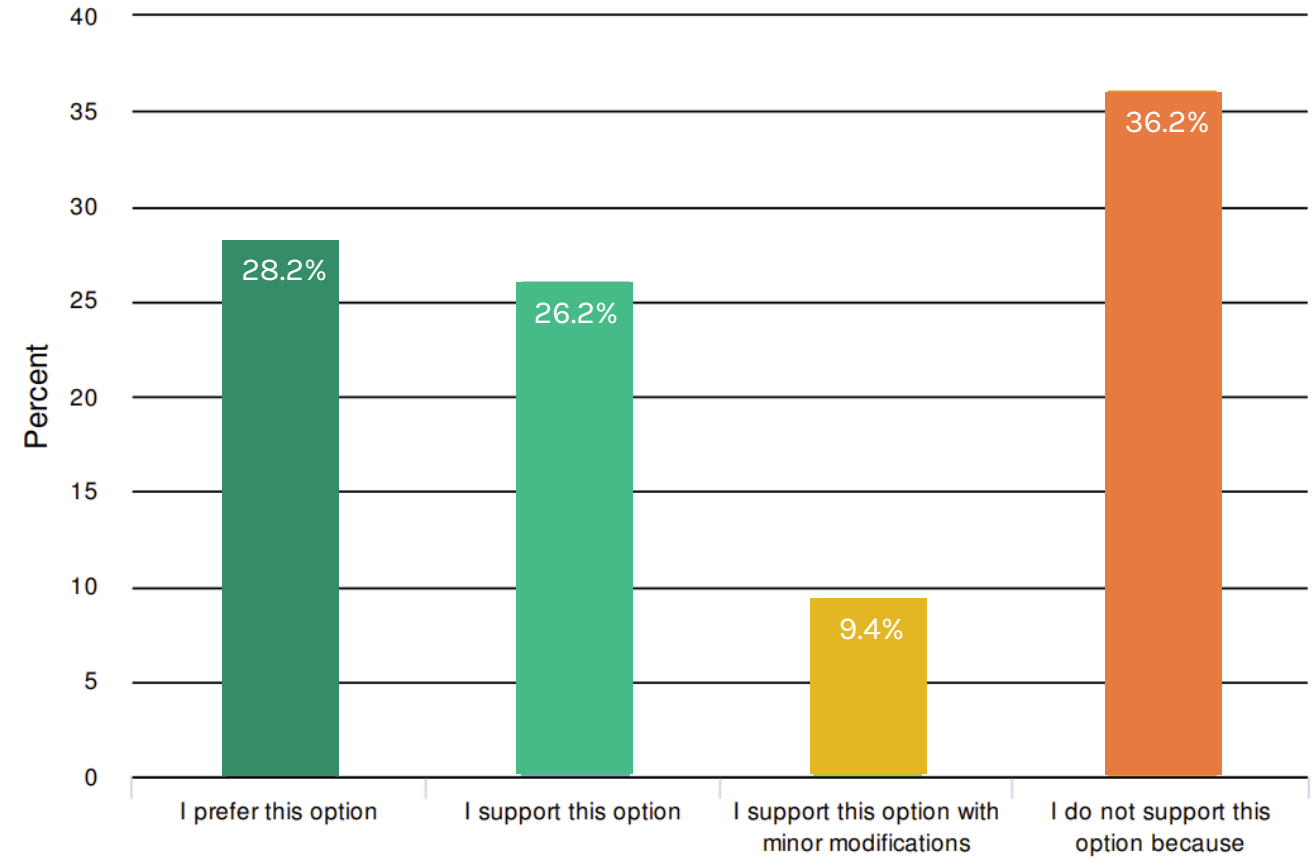
affordable units: **90-100 units (20%)**
 # market rate units: **350-400 units**

Floor-Area-Ratio: ~ **900%**
 Height Feet (Floors): ~ **120'-150' (12-14)**

Ground Floor GSF: ~**20,000 SF**
 300-350 Spaces

Total Development Cost: ~**\$110-120 Million***
 Potential Tax Revenue/YR: ~**\$3-4 Million**
 Ground Lease Revenue: **N/A**
 *Not Including \$10-12M for Parking Structure

SURVEY RESULTS



This is what we've heard:

Likes:

- Ground floor retail
- Massing
- Ratio of market & affordable

Improvements:

- Reduce height
- Below ground parking



OPTION 2B

OPTION 2: 309 S. ASHLEY IS NOT A KEY FUTURE DOWNTOWN PARKING SITE



TRADE-OFFS	MIN	MAX
Provide Affordable Housing Units	10%	20%
Provide Market Rate Housing Units	10%	20%
Density of Buildings	10%	20%
Height of Buildings	10%	20%
Scales Down to the west and/or Main	10%	20%
Potential Active Ground Floor	10%	20%
On-site Parking	10%	20%
Financial Complexity / Risk	10%	20%
Financial Revenue	10%	20%

TOTAL HOUSING UNITS: 150-200

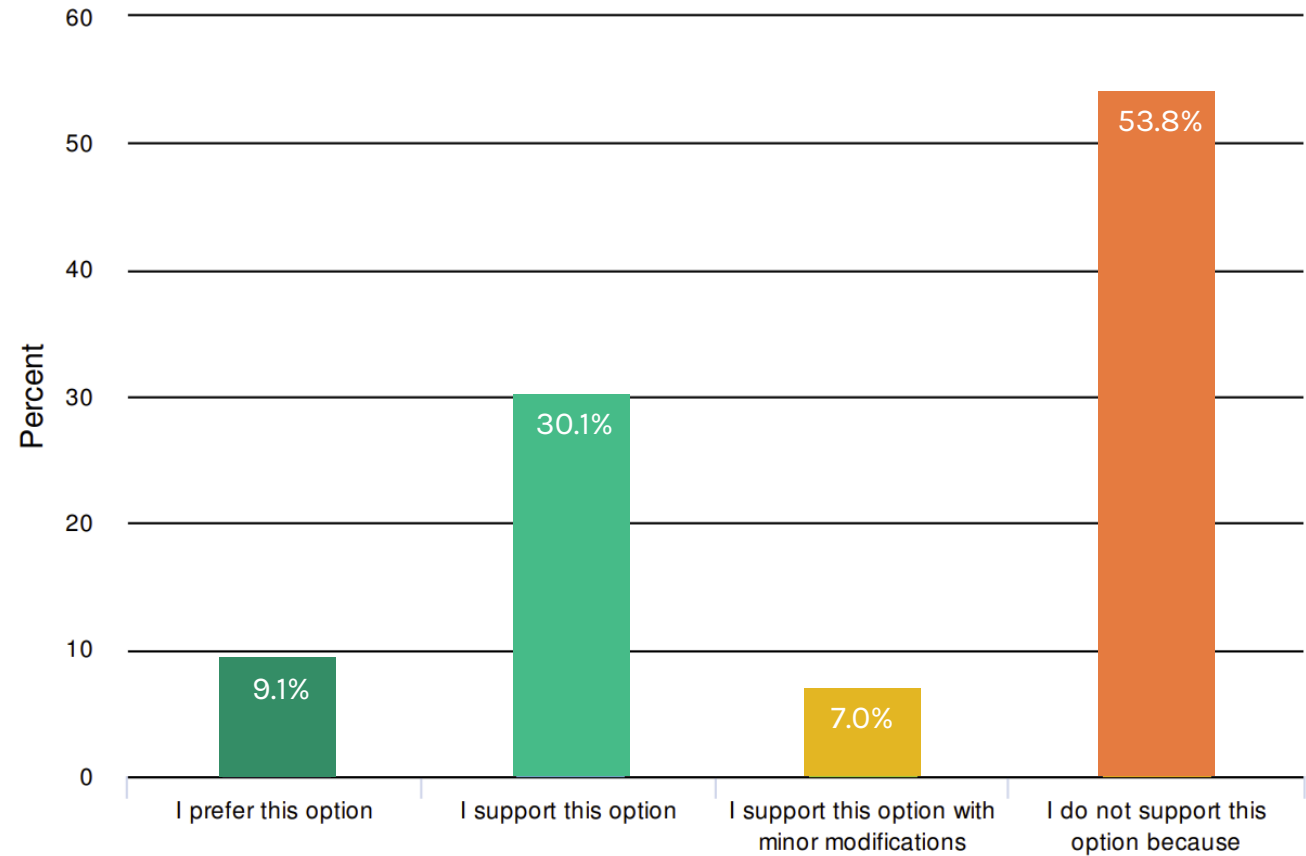
affordable units: **30-60 units**
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Floor-Area-Ratio: ~ **320%**
 Height Feet (Floors): ~ **100-120' (10)**

Ground Floor GSF: ~**20,000 SF**
 300-350 Spaces

Total Development Cost: ~**\$40-50 Million**
 Potential Tax Revenue/YR: ~**\$1-1.5 Million**
 Ground Lease Revenue: **N/A**

SURVEY RESULTS



This is what we've heard:

Likes:

- Scale/height
- Ground floor activation

Improvements:

- More units

