



Planning Commission

# AGENDA

## REGULAR MEETING OF THE PLANNING COMMISSION

This meeting is held in a wheelchair accessible location.

Wednesday, March 6, 2019  
7:00 PM – 10:00 PM

**South Berkeley Senior Center**  
**2939 Ellis Street**

See “**MEETING PROCEDURES**” below.

All written materials identified on this agenda are available on the Planning Commission webpage: <http://www.ci.berkeley.ca.us/ContentDisplay.aspx?id=13072>

### **PRELIMINARY MATTERS**

1. **Roll Call:** Brad Wiblin, appointed by Councilmember Kesarwani, District 1  
Martinot, Steve, appointed by Councilmember Davila, District 2  
Schildt, Christine, Chair, appointed by Councilmember Bartlett, District 3  
Lacey, Mary Kay, appointed by Councilmember Harrison, District 4  
Beach, Benjamin, appointed by Councilmember Hahn, District 5  
Kapla, Robb, Vice Chair appointed by Councilmember Wengraf, District 6  
Fong, Benjamin, appointed by Councilmember Robinson, District 7  
Vincent, Jeff, appointed by Councilmember Droste, District 8  
Wrenn, Rob, appointed by Mayor Arreguin
2. **Order of Agenda:** The Commission may rearrange the agenda or place items on the Consent Calendar.
3. **Public Comment:** Comments on subjects not included on the agenda. Speakers may comment on agenda items when the Commission hears those items. (See “*Public Testimony Guidelines*” below):
4. **Planning Staff Report:** In addition to the items below, additional matters may be reported at the meeting. **Next Commission meeting: April 3, 2019**
5. **Chairperson’s Report:** Report by Planning Commission Chair.
6. **Committee Reports:** Reports by Commission committees or liaisons. In addition to the items below, additional matters may be reported at the meeting.
7. **Approval of Minutes:** Approval of Draft Minutes from the meeting on February 6, 2019.
8. **Future Agenda Items and Other Planning-Related Events**

**AGENDA ITEMS:** All agenda items are for discussion and possible action. Public Hearing items require hearing prior to Commission action.

- 9. Action:** **Formation of Adeline Corridor Plan Subcommittee**  
**Recommendation:** Create Subcommittee to Review Draft Plan and DEIR and Initiate a Recommendation for Full Commission To Discuss  
**Written Materials:** Attached  
**Web Information:** N/A  
**Continued From:** N/A
- 10. Presentation:** **Local Community Preference for Affordable Housing: Case Studies**  
**Discussion:** Consider and discuss material presented by Eli Kaplan, UC Berkeley graduate student  
**Written Materials:** N/A  
**Web Information:** N/A  
**Continued From:** N/A
- 11. Presentation:** **Housing and Community Benefits Ideas for the Adeline Corridor**  
**Discussion:** Consider and discuss material presented by Rick Jacobus of Street Level Advisors (member of the consultant team for the Adeline Specific Plan project)  
**Written Materials:** N/A  
**Web Information:** N/A  
**Continued From:** N/A
- 12. Action:** **Formation of an Affordable Housing Mitigation Fee (AHMF) Subcommittee**  
**Recommendation:** Create Subcommittee to Initiate a Response to the AHMF Referral  
**Written Materials:** Attached  
**Web Information:** N/A  
**Continued From:** N/A

**ADDITIONAL AGENDA ITEMS:** In compliance with Brown Act regulations, no action may be taken on these items. However, discussion may occur at this meeting upon Commissioner request.

**Communications:**

**Late Communications (Received after the Packet deadline):**  
None.

**Information Items**

- 2025 Durant Avenue/2020 Bancroft Way Staff Report (Use Permit to remove 26 parking spaces on the ground floor to construct 2 new dwelling units)
- African American Holistic Resource Center Feasibility Study

**ADJOURNMENT**

**Meeting Procedures*****Public Testimony Guidelines:***

Speakers are customarily allotted up to three minutes each. The Commission Chair may limit the number of speakers and the length of time allowed to each speaker to ensure adequate time for all items on the Agenda. ***To speak during Public Comment or during a Public Hearing, please line up behind the microphone.*** Customarily, speakers are asked to address agenda items when the items are before the Commission rather than during the general public comment period. Speakers are encouraged to submit comments in writing. See “Procedures for Correspondence to the Commissioners” below.

***Consent Calendar Guidelines:***

The Consent Calendar allows the Commission to take action with no discussion on projects to which no one objects. The Commission may place items on the Consent Calendar if no one present wishes to testify on an item. Anyone present who wishes to speak on an item should submit a speaker card prior to the start of the meeting, or raise his or her hand and advise the Chairperson, and the item will be pulled from the Consent Calendar for public comment and discussion prior to action.

***Procedures for Correspondence to the Commissioners:***

- To have materials included in the packet, the latest they can be submitted to the Commission Secretary is close of business (5:00 p.m.), on Tuesday, eight (8) days prior to the meeting date.
- To submit late materials for Staff to distribute at the Planning Commission meeting, those materials must be received by the Planning Commission Secretary, by 12:00 p.m. (noon), the day before the Planning Commission meeting.
- Members of the public may submit written comments at the Planning Commission meeting. To submit correspondence at the meeting, please provide 15 copies, and submit to the Planning Commission Secretary before the start time of the meeting.
- If correspondence is more than twenty (20) pages, requires printing of color pages, or includes pages larger than 8.5x11 inches, please provide 15 copies.
- Written comments/materials should be directed to the Planning Commission Secretary, at the Land Use Planning Division (Attn: Planning Commission Secretary).

***Communications are Public Records:*** Communications to Berkeley boards, commissions, or committees are public records and will become part of the City’s electronic records, which are accessible through the City’s website. **Please note: e-mail addresses, names, addresses, and other contact information are not required, but if included in any communication to a City board, commission, or committee, will become part of the public record.** If you do not want your e-mail address or any other contact information to be made public, you may deliver communications via U.S. Postal Service, or in person, to the Secretary of the relevant board, commission, or committee. If you do not want your contact information included in the public record, please do not include that information in your communication. Please contact the Secretary to the relevant board, commission, or committee for further information.

***Written material*** may be viewed in advance of the meeting at the Department of Planning & Development, Permit Service Center, **1947 Center Street, 3<sup>rd</sup> Floor**, during regular business hours, or at the Reference Desk, of the Main Branch Library, 2090 Kittredge St., or the West Berkeley Branch Library, 1125 University Ave., during regular library hours.

**Note:** *If you object to a project or to any City action* or procedure relating to the project application, any lawsuit which you may later file may be limited to those issues raised by you or someone else in the public hearing on the project, or in written communication delivered at or prior to the public hearing. The time limit within which to commence any lawsuit or legal challenge related to these applications is governed by Section 1094.6, of the Code of Civil Procedure, unless a shorter limitations period is specified by any other provision. Under Section 1094.6, any lawsuit or legal challenge to any quasi-adjudicative decision made by the City must be filed no later than the 90th day following the date on which such decision becomes final. Any lawsuit or legal challenge, which is not filed within that 90-day period, will be barred.

**Meeting Access:** *This meeting is being held in a wheelchair accessible location. To request a disability-related accommodation(s) to participate in the meeting, including auxiliary aids or services, please contact the Disability Services Specialist, at 981-6418 (V) or 981-6347 (TDD), at least three (3) business days before the meeting date. Please refrain from wearing scented products to public meetings.*



Planning Commission

**DRAFT MINUTES OF THE REGULAR PLANNING COMMISSION MEETING**  
**February 6, 2019**

The meeting was called to order at 7:07 p.m.

**Location:** 1947 Center Street, Lower-level Multipurpose Room, Berkeley, CA

**1. ROLL CALL:**

**Commissioners Present:** Benjamin Beach, Benjamin Fong, Robb William Kapla, Mary Kay Lacey, Steve Martinot, Christine Schildt, Brad Wiblin , Rob Wrenn, Jeff Vincent.

**Staff Present:** Secretary Alene Pearson and Nilu Karimzadegan

**2. ORDER OF AGENDA:** No Change.

**3. PUBLIC COMMENTS:** 0 speakers.

**4. PLANNING STAFF REPORT:**

Staff provided updates on the following items:

- Guidance and deadlines for Communications to be included in the Agenda packet and/or distributed at meetings are listed on the Agenda.
- Zoning Ordinance amendments that support small businesses will come to effect on February 27, 2019.
- Density Bonus Ordinance was continued to the February 19, 2019 City Council meeting. Staff will provide the final City Council report in the next Planning Commission Agenda packet.

**Information Items:**

- Report to City Council (January 29, 2019) Planning Commission Workplan 2018-2019

**Communication:**

- Email from Liam Will Re: Student Housing
- Email from Pablo Chong Herrera Re: Student Housing
- Email from Alexander Wilfert Re: Student Housing
- Email from Alene Pearson Re: Materials Requested at January 16, 2019 Planning Commission

**Late Communications (Received after the Packet deadline):**

- 32 • Email from Andrew Fox, Re: Please reduce parking requirements
- 33 • Email from Ariella Granett, Re: REDUCE PARKING REQUIREMENTS IN ALL R-
- 34 DISTRICTS and near TRANSIT
- 35 • Email from Betsy Thagard, Re: PLEASE Reduce/Eliminate Parking Requirements in all R
- 36 Districts
- 37 • Email from Chris Schildt, Re: New research on upzoning and housing supply, prices
- 38 • Article “Does Upzoning Boost the Housing Supply and Lower Prices? Maybe Not.” by
- 39 Richard Florida.
- 40 • Article “Upzoning Chicago: Impacts of a Zoning Reform on Property Values and Housing
- 41 Construction”.
- 42 • Email from Jonathan Corn, Re: Eliminate parking mandate
- 43 • Email from Matthew Lewis, Re: REDUCE PARKING REQUIREMENTS IN ALL R-
- 44 DISTRICTS and near TRANSIT
- 45 • Email from Nat Kane, Re: REDUCE PARKING REQUIREMENTS IN ALL R-DISTRICTS
- 46 and near TRANSIT
- 47 • Email from Elizabeth Thagard, Andrew Forkas, Mayi Cleabe (illegible), Jen Lan, Mark
- 48 Trones, Topher Brennan, Griffin Burgess, Sofia Zander, Re: REDUCE PARKING
- 49 REQUIREMENTS IN ALL R-DISTRICTS and near TRANSIT
- 50 • Email from Rob Wrenn, Re: Item 10, Green Affordable Housing Referral
- 51 • Email from Sarah Abdesahian, Re: In Support of Eliminating the City’s Parking
- 52 Mandates
- 53 • Email from Teresa Clark, Re: REDUCE PARKING REQUIREMENTS IN ALL R-
- 54 DISTRICTS and near TRANSIT
- 55 • Email from Zack Carter, Re: In Support of Eliminating the City’s Parking Mandates.
- 56 • Email from Jane Scantlebury, member of South Berkeley Now, Re: REDUCE PARKING
- 57 REQUIREMENTS IN ALL R-DISTRICTS and near TRANSIT
- 58 • Email from Nuha Khalfy, Re: In Support of Eliminating the City’s Parking Mandates
- 59 • Email from ASUC, Re: In Support of Green Affordable Housing Package Referral
- 60 • Letter Re: SB 1227
- 61 • Letter from East Bay for Everyone
- 62 • Email from Cate Leger, Re: Berkeley Energy Commission Fossil Free Berkeley Report
- 63 • Email from Kyndall Dowell, Re: In Support of Eliminating the City’s Parking Mandates
- 64 • Email from Laura Stevens, Re: REDUCE PARKING REQUIREMENTS IN ALL R-
- 65 DISTRICTS and near TRANSIT
- 66 • Email from Johnny Nguyen, Re: In Support of Eliminating the City’s Parking Mandates
- 67 • Email from Joshua Holman, Re: In Support of Eliminating the City’s Parking Mandates
- 68 • Email from Phyllis Orrick, Re: Please act to reduce or eliminate parking requirements
- 69 • Email from Kylie Murdock, Re: In Support of Eliminating the City’s Parking Mandates
- 70 • Email from Ariana De La Fuente, Re: In Support of Eliminating the City’s Parking
- 71 Mandates
- 72 • Email from Erick Ponce-Furlos, Re: Eliminating Parking Requirements

73 **Late Communications** (Received and distributed at the meeting):

- 74 • Legal Planet article: “Yellow Light for YIMBYS: Upzoning can Increase Housing Prices”.  
75 • Email from Peter Waller, Re: Green Housing Measure, Parking Reductions  
76

77 **5. CHAIR REPORT.** No Report.

78 **6. COMMITTEE REPORT:** None.  
79

80 **7. APPROVAL OF MINUTES:**

81 Motion/Second/Carried (Jeff / Kapla) to approve the Draft Planning Commission Meeting  
82 Minutes from January 16, 2019 with two minor edits to Item 10 and one spelling error. Ayes:  
83 Benjamin Beach, Benjamin Fong, Robb William Kapla, Mary Kay Lacey, Steve Martinot,  
84 Christine Schildt, Rob Wrenn , Jeff Vincent. Noes: None. Abstain: Brad Wiblin. Absent: None.  
85 (8-0-1-0)  
86

87 **FUTURE AGENDA ITEMS AND OTHER PLANNING-RELATED EVENTS:**

- 88 • Presentation to PC in March from UC Berkeley graduate student on case studies for local  
89 community preference housing programs.  
90 • Presentation to PC in march on a City of Berkeley fee feasibility study, as it relates to  
91 Adeline Corridor  
92 • Presentation in April/May on City of Berkeley’s equity work and trainings.  
93  
94

## 95 **AGENDA ITEMS**

96  
97 **9. Action: Chair and Vice Chair Elections**

98 Motion/Second/Carried (Schildt/Wrenn) to nominate Christine Schildt for Chair and to  
99 nominate Robb William Kapla as Vice Chair. Ayes: Benjamin Beach, Benjamin Fong, Robb  
100 William Kapla, Mary Kay Lacey, Steve Martinot, Christine Schildt, Rob Wrenn , Jeff Vincent.  
101 Noes: None. Abstain Absent: None. (9-0-0-0)  
102

103 **10. Discussion: Green Affordable Housing Package Referral**

104 Staff presented the Green Affordable Housing Package Referral policies to the Planning  
105 Commission with a focus on Policy 1 -- exchanging required off-street parking for new  
106 development with affordable units and/or funding for affordable housing. The Commission  
107 discussed five Referral actions under Policy 1 and asked staff to return with 1) a summary of the  
108 City’s current parking requirements, 2) an analysis of best practices from other cities, 3)  
109 research on parking maximums, distances surrounding Berkeley’s major transportation hubs  
110 and Transportation Demand Management (TDM) measures, and 4) suggested phasing that  
111 includes research, community outreach, analysis and recommendations.

112 **Public Comments:** 19 speakers.

**113 11. Action: Local Hazard Mitigation Plan (LHMP) Feedback**

114 The Commission discussed Chair Schildt's comments on the 2019 Local Hazard Mitigation Plan  
115 draft.

116 Motion/Second/Carried (Schildt / Kapla ) to approve LHMP feedback that will be shared with  
117 Berkeley's Office of Emergency Services. Ayes: Benjamin Beach, Benjamin Fong, Robb  
118 William Kapla, Mary Kay Lacey, Steve Martinot, Christine Schildt, Rob Wrenn , Jeff Vincent.  
119 Noes: None. Abstain Absent: None. (9-0-0-0)  
120

121 **Public Comments: 0 speakers**

**122 12. Action: Student Housing Letter from Planning Commission**

123 The Commission reviewed and made editorial changes to the Letter from the Planning  
124 Commission to the UC regarding Student Housing. The Chair will decide the method of sharing  
125 Planning Commission's communication.

126 Motion/Second/Carried (Wrenn/Vincent) to incorporate edits discussed and finalize  
127 communication from the Planning Commission regarding Student housing. Ayes: Benjamin  
128 Beach, Benjamin Fong, Robb William Kapla, Mary Kay Lacey, Steve Martinot, Christine  
129 Schildt, Rob Wrenn , Jeff Vincent. Noes: None. Abstain Absent: None. (9-0-0-0)  
130

131 **Public Comments: 0 Comments**

132 **The meeting was adjourned at 10:10 pm**

133 **Commissioners in attendance: 9 of 9**

134 **Members in the public in attendance: 25**

135 **Public Speakers: 19 speakers**

136 **Length of the meeting: 3 hours and 3 minutes**





Planning and Development Department  
Land Use Planning Division

DATE: March 6, 2019

TO: Members of the Planning Commission

FROM: Alisa Shen, Principal Planner

SUBJECT: Request for Formation of a Planning Commission Adeline Corridor Subcommittee

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## INTRODUCTION

In advance of publication of the Public Review Draft of the Specific Plan (Plan) and the Draft Environmental Impact Report (DEIR) in May 2019, Staff is requesting the formation of a subcommittee to facilitate Planning Commission's review of these documents. The Adeline Corridor Plan subcommittee (Subcommittee) will be asked to review the Plan and the DEIR in depth and develop an initial summary or recommendation to share with the full Commission and subsequently forward to City Council. Review will focus on proposed Draft Adeline Corridor Specific Plan and Draft Environmental Impact Report (DEIR), and potential draft General Plan and zoning amendments

## BACKGROUND

In 2015, the City of Berkeley began a community planning process to develop a long-range plan, for the area along Adeline Street and a section of South Shattuck Avenue (from Dwight to Derby Street). The effort is grant funded by the Metropolitan Transportation Commission (MTC) and Association of Bay Area Governments (ABAG). The grant is intended to promote transit-oriented development around BART stations and other high-frequency transit, and provide safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities. The final product of the planning process will be a Specific Plan document that has undergone environmental review (per the California Environmental Quality Act, or CEQA). The Plan must be reviewed by the Planning Commission prior to City Council adoption.

The Plan includes a community vision for the future and will identify priorities, goals, policies and actions to be implemented in both the near and long-term. After conducting dozens of workshops, forums, small focus groups, regular meetings and other events since 2015, the Plan focuses on five strategic goals related to:

- Preserving the unique character and cultural legacy of the Adeline Corridor
- Fostering economic opportunity, especially for local community members and small businesses
- Promoting equitable access to housing and preventing displacement

- Providing safe, equitable and sustainable transportation for all ages, abilities and modes of travel
- Providing attractive, inclusive and enhanced public spaces

The following proposed schedule outlines the final work to complete the Adeline Corridor Plan:

**March:**

- Planning Commission formation of Adeline Corridor Subcommittee

**April/May**

- Public Review Draft Plan and DEIR published

**May - June**

- 45-Day Public Comment Period (required by the California Environmental Quality Act)
- Presentations to Planning Commission and Other Boards and Commissions
- Community Open House

**July – August**

- Review of Draft Plan and DEIR feedback and prepare Final Environmental Impact Report (responding to EIR comments)

**September**

- Potential Draft Plan Revisions and Final Draft and Final Environmental Impact Report published

**September - October**

- Initiate public hearings with Planning Commission to prepare recommendation to City Council (early 2020)

**DISCUSSION**

Given the broad scope and complexity of the Draft Plan and DEIR materials to review, Staff proposes that the Planning Commission form a subcommittee to facilitate review and initiate a recommendation. The Subcommittee can develop a review framework for the full Commission and draft an initial recommendation on the Draft Plan and Draft EIR. Work done in the Subcommittee is intended to give Commissioners ample time to review and discuss the volume of information and create an efficient process to gather feedback from/present info to the full Commission. A proposed approach and schedule for the Subcommittee is provided below.

**Purpose and Scope:** The purpose of the Adeline Corridor Specific Plan Subcommittee would be to develop a recommendation about the proposed Draft Adeline Corridor Specific Plan and Draft Environmental Impact Report (DEIR) for consideration by the full Commission with the ultimate goal of providing City Council with a recommendation. After publication of the Public Review Draft Plan and DEIR, the Subcommittee would meet, as needed, with the goal of

developing a recommendation for the full Commission to consider at a meeting in the fall of 2019.

**Composition:** A minimum of two to a maximum of four members of the Planning Commission may be part of the subcommittee. The Commission Chair or Vice-Chair appoints members to the Subcommittee subject to the approval of the full Commission.

**Meeting Location/Noticing:** Agendas for Subcommittee meetings must be posted in the same manner as the agendas for regular commission meetings (posting board, website, meeting location) except that Subcommittee agendas may be posted with 24-hour notice instead of 72-hour notice. Meetings could be held at the City of Berkeley Planning and Building Department or at an accessible location in the Adeline Corridor Plan Area (to be determined).

### **NEXT STEPS**

The Planning Commission should discuss formation of a Subcommittee, including selection and approval of two to four Commissioners to be its members.



**ANNOTATED AGENDA  
BERKELEY CITY COUNCIL MEETING  
Tuesday, February 19, 2019  
6:00 PM**

SCHOOL DISTRICT BOARD ROOM - 1231 ADDISON STREET, BERKELEY, CA 94702

JESSE ARREGUIN, MAYOR

Councilmembers:

DISTRICT 1 – RASHI KESARWANI  
DISTRICT 2 – CHERYL DAVILA  
DISTRICT 3 – BEN BARTLETT  
DISTRICT 4 – KATE HARRISON

DISTRICT 5 – SOPHIE HAHN  
DISTRICT 6 – SUSAN WENGRAF  
DISTRICT 7 – RIGEL ROBINSON  
DISTRICT 8 – LORI DROSTE

**Preliminary Matters**

**Roll Call:** 6:13 p.m.

**Present:** Bartlett, Davila, Droste, Hahn, Harrison, Kesarwani, Robinson, Wengraf, Arreguin

**Absent:** None

**Ceremonial Matters:**

- 1. Adjourned in memory of Jim Samuels, Berkeley Commissioner.

**City Manager Comments:** None

**City Auditor Comments:**

The City Auditor discussed the importance taking operational cost information and tradeoffs into consideration in the decision making process for the delivery of services. The City Auditor also noted her that her upcoming Audit Plan will include a focus on payments leaving the City.

**Public Comment on Non-Agenda Matters:** 7 speakers.

**Consent Calendar**

**Public Comment on Consent Calendar and Information Items Only:** 15 speakers.

**Action:** M/S/C (Wengraf/Hahn) to adopt the Consent Calendar in one motion except as indicated.

**Vote:** All Ayes.

- 21. Refer to the Planning Commission an amendment to BMC Chapter 23C.12.020 (Inclusionary Housing Requirements - Applicability of Regulations) and the Affordable Housing Mitigation Fee Resolution to Close a Loophole for Avoiding the Mitigation Fee through Property Line Manipulation**  
**From: Councilmembers Harrison, Robinson, and Hahn**

**Recommendation:** Refer to the Planning Commission an amendment to BMC Section 23C.12.020 (Inclusionary Housing Requirements - Applicability of Regulations) to close a loophole allowing prospective project applicants to avoid inclusionary affordable housing requirements for owner occupied projects by modifying property lines so that no lot is large enough to construct five or more units. Adopt an updated resolution pursuant to BMC 22.20.065 (Affordable Housing Mitigation Fee) addressing the same issue for rental projects.

**Financial Implications:** See report

Contact: Kate Harrison, Councilmember, District 4, 981-7140

**Action:** M/S/C (Harrison/Davila) to accept revised material from Councilmember Harrison on Item 21.

**Vote:** Ayes – Kesarwani, Davila, Bartlett, Harrison, Hahn, Robinson, Arreguin; Noes – Wengraf; Abstain – Droste.

**Action:** 3 speakers. M/S/Failed (Droste/Wengraf) to adopt the revised material submitted by Councilmember Harrison revised to read as follows:

1. Refer to the Planning Commission an amendment to BMC Section 23C.12.020 (Inclusionary Housing Requirements – Applicability of Regulations) and BMC Section 22.20.065 (Affordable Housing Mitigation Fee) to close a loophole allowing prospective project applicants to avoid inclusionary affordable housing requirements for projects by modifying property lines so that no lot is large enough to construct five or more units; the Commission should return to Council with a report.
2. Refer to the Planning Commission to consider modifying the structure of in-lieu fees for owner-occupied developments to a flat per-unit fee, as with rental developments, or a per square foot fee; the Commission should return to Council with a report.
3. Refer to the Housing Advisory Commission to assess the appropriateness of the fee level as suggested in the proposed amendments to BMC 23C.12.
4. The Planning Commission is to consider the following language from the item submitted at the meeting: *It is possible that the new fee structure will be adopted prior to the Housing Advisory Commission approving the level of the fee. In this instance, those projects that opt to pay the in-lieu fee and are permitted after the new fee structure is adopted but before the new fee level is adopted shall be given the choice of paying the current fee level, or the one that is adopted.*

**Vote:** Ayes – Kesarwani, Wengraf, Droste; Noes – Bartlett, Harrison, Hahn, Robinson, Arreguin; Abstain – None; Absent – Davila.

Councilmember Davila absent 8:38 p.m. – 9:14 p.m.

**Action:** M/S/Carried (Harrison/Hahn) to adopt the revised material submitted by Councilmember Harrison revised to read as follows:

1. Refer to the Planning Commission an amendment to BMC Section 23C.12.020 (Inclusionary Housing Requirements – Applicability of Regulations) and BMC Section 22.20.065 (Affordable Housing Mitigation Fee) to close a loophole allowing prospective project applicants to avoid inclusionary affordable housing requirements for projects by modifying property lines so that no lot is large enough to construct five or more units; the Commission should return to Council with a report by April 30, 2019.
2. Refer to the Planning Commission to consider modifying the structure of in-lieu fees for owner-occupied developments to a flat per-unit fee, as with rental developments, or a per square foot fee; the Commission should return to Council with a report.
3. Refer to the Housing Advisory Commission to assess the appropriateness of the fee level as suggested in the proposed amendments to BMC 23C.12.
4. The Planning Commission is to consider the following language from the item submitted at the meeting: *It is possible that the new fee structure will be adopted prior to the Housing Advisory Commission approving the level of the fee. In this instance, those projects that opt to pay the in-lieu fee and are permitted after the new fee structure is adopted but before the new fee level is adopted shall be given the choice of paying the current fee level, or the one that is adopted.*

**Vote:** Ayes – Bartlett, Harrison, Hahn, Robinson, Arreguin; Noes – Wengraf; Abstain – Kesarwani, Droste; Absent – Davila.

## Information Reports

22. **Referral Response: Supporting Worker Cooperatives**  
**From: City Manager**  
Contact: Jordan Klein, Economic Development, 981-7530  
**Action:** Item 22 held over to February 26, 2019.
23. **Referral Response: City Maintained Below Market Rate Units (BMR) Online Resource**  
**From: City Manager**  
Contact: Kelly Wallace, Housing and Community Services, 981-5400  
**Action:** Received and filed.
24. **Mental Health Commission 2018/2019 Work Plan**  
**From: Mental Health Commission**  
Contact: Karen Klatt, Commission Secretary, 981-5400  
**Action:** Received and filed.

**Public Comment – Items Not Listed on the Agenda - 0 speakers.**

## Adjournment



Kate Harrison  
Councilmember District 4

ACTION CALENDAR  
February 19<sup>th</sup>, 2019

To: Honorable Mayor and Members of the City Council

From: Councilmember Kate Harrison, Rigel Robinson, and Sophie Hahn

Subject: Refer to the Planning Commission an amendment to BMC Chapter 23C.12.020 (Inclusionary Housing Requirements - Applicability of Regulations) and the Affordable Housing Mitigation Fee Resolution to Close a Loophole for Avoiding the Mitigation Fee through Property Line Manipulation

RECOMMENDATION

Refer to the Planning Commission an amendment to BMC Section 23C.12.020 (Inclusionary Housing Requirements - Applicability of Regulations) to close a loophole allowing prospective project applicants to avoid inclusionary affordable housing requirements for owner occupied projects by modifying property lines so that no lot is large enough to construct five or more units. Adopt an updated resolution pursuant to BMC 22.20.065 (Affordable Housing Mitigation Fee) addressing the same issue for rental projects.

BACKGROUND

A key strategy in Berkeley's effort to develop affordable housing requires that new housing construction include a portion of below market rate units. This requirement can be found in BMC Chapter 23C.12 (Inclusionary Housing Requirements) and BMC Section 22.20.065 (the Affordable Housing Mitigation Fee, or AHMF, Ordinance). The Inclusionary Housing Requirements section covers owner-occupied housing, while the AHMF Ordinance covers rented housing. The AHMF Ordinance for rental housing also provides for the Council to enact an enabling resolution to set the level of the fee and "additional limitations" on the application of the fee.

The Inclusionary Housing Requirements section mandates inclusionary affordable housing in owner-occupied projects if they either 1) result in the construction of five or more new dwelling units, 2) result in the construction of fewer than five new units if they are added to an existing one- to four-unit property developed after August 14, 1986, and increase the total number of units to more than five, or 3) are built on lots whose size and zoning designation would allow construction of five or more dwelling units. Developers have exploited the ability to modify lot lines on contiguous properties they own so that no lot is big enough to include five or more units, thus avoiding any affordability requirement under condition 3.



Update BMC Chapter 23C.12.020 and the Affordable Housing Mitigation Fee  
to Close a Loophole Avoiding the Fee through Property Line Manipulation

February 19th, 2019

ACTION CALENDAR

The AHMF Enabling Resolution, meanwhile, covers only those projects that result in the construction of 5 or more new units of rental housing, regardless of whether the lot could fit more units or if the project is adding units to an existing building.

This item:

- Amends the Inclusionary Housing Requirements section to cover owner-occupied projects built on any part of a contiguous property under common ownership and control whose size and zoning designation is such to allow construction of five or more Dwelling Units, regardless of how the property is divided.
- Amends the AHMF Enabling Resolution for rental housing to mirror the provisions of the Inclusionary Housing Requirements section regarding projects that add units to existing projects or are on property that could accommodate more than five units, including the amended language discussed above.

#### FISCAL IMPACTS OF RECOMMENDATION

May increase revenues to the Housing Trust Fund.

#### ENVIRONMENTAL SUSTAINABILITY

Increasing the supply of affordable housing in Berkeley may limit commute times and thus greenhouse gas emissions, in line with Berkeley's environmental goals.

#### CONTACT PERSON

Kate Harrison, Berkeley City Councilmember, (510) 981-7140

Attachments:

- 1: Ordinance
- 2: Resolution
- 3: Track Changes from Resolution No. 68,074-N.S

ORDINANCE NO. -N.S.

CLOSING MODIFIED PROPERTY LINE LOOPHOLE IN INCLUSIONARY  
HOUSING REQUIREMENTS

BE IT ORDAINED by the Council of the City of Berkeley as follows:

Section 1. That Berkeley Municipal Code Section 23C.12.020 is amended to read as follows:

**23C.12.020 Applicability of Regulations**

A. The following types of projects must comply with the inclusionary housing requirements of this chapter:

1. Residential housing projects for the construction of five or more Dwelling Units;
2. Residential housing projects for the construction of one to four new Dwelling Units, when such Units are added to an existing one to four unit property, which has been developed after August 14, 1986, and the resulting number of units totals five or more. All Units in such a property are subject to the requirements of this chapter;
3. Residential housing projects proposed on any part of a single property or two or more contiguous properties under common ownership and control whose size and zoning designation is such to allow construction of five or more Dwelling Units.

B. This chapter does not apply to Dormitories, Fraternity and Sorority Houses, Boarding Houses, Residential Hotels or Live/Work Units, which are not considered Dwelling Units. Live/Work Units are subject to low income inclusionary provisions set forth in Section 23E.20.080.

C. This chapter sets forth specific inclusionary housing requirements for the Avenues Plan Area, which prevails over any inconsistent requirements set forth elsewhere in this chapter.

Section 2. Copies of this Ordinance shall be posted for two days prior to adoption in the display case located near the walkway in front of Council Chambers, 2134 Martin Luther King Jr. Way. Within 15 days of adoption, copies of this Ordinance shall be filed at each branch of the Berkeley Public Library and the title shall be published in a newspaper of general circulation.

## RESOLUTION NO. ##,###-N.S.

CHANGING THE AFFORDABLE HOUSING MITIGATION FEE PURSUANT TO BERKELEY MUNICIPAL CODE SECTION 22.20.065; AND RESCINDING RESOLUTION NO. 68,074-N.S.

WHEREAS, on June 28, 2011, the City adopted the Affordable Housing Mitigation Fee Ordinance No. 7,192-N.S., adopting Berkeley Municipal Code Section 22.20.065, which would require developers of market rate housing to pay an mitigation fee to address the resulting need for below market rate housing, and offered the alternative to provide units in lieu of the fee; and

WHEREAS, Berkeley Municipal Code Section 22.20.065 did not establish the fee, but authorized the City Council to adopt such fee by resolution; and

WHEREAS, Berkeley Municipal Code Section 22.20.065 authorizes the City Council to specify by resolution additional limitations not inconsistent-with section 22.20.065; and

WHEREAS, on June 27, 2017 the City adopted Resolution NO. 68,074, establishing the fee at \$37,000 per new unit of rental housing; and

WHEREAS, Berkeley Municipal Code Section 22.20.065 and the Affordable Housing Mitigation fee both aim to address the need for below market rate housing and therefore should have parity in applicability;

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley as follows:

1. The Affordable Housing Mitigation Fee authorized and provided for by Section 22.20.065 shall be \$37,000 per new unit of rental housing, payable at the issuance of Certificate of Occupancy, but shall be subject to a \$3,000 discount if paid in its entirety no later than issuance of the building permit for the project on which the fee is due. The Affordable Housing Mitigation Fee shall only apply to market rate units.
2. The Affordable Housing Mitigation Fee will be automatically adjusted by the annual percentage shown in the California Construction Cost Index published by the California Department of General Services, every other year beginning in 2018, on July 1. The automatic adjustment tied to the California Construction Cost Index shall not cause the fee to exceed the maximum fee established by the most recent Nexus study, and shall apply to all projects that have not received final approval by the City of Berkeley prior to the date of the automatic adjustment.
3. For purposes of this resolution, "new rental housing" includes group living accommodations, except for those categories that are currently exempt pursuant to BMC Section 23C.12.020.B, at an equivalency rate of one new rental unit per two bedrooms in a group living accommodation, such that one-half the fee adopted by this resolution shall be imposed on each bedroom.
4. For purposes of this resolution, "new rental housing" shall not include developments of four units or fewer units unless they meet any of the following criteria:
  - a) Residential housing projects for the construction of one to four new units, when such units are added to an existing one to four unit property, which has been developed after August 14, 1986, and the resulting number of units totals five or more. All units in such a property are subject to the requirements of this resolution;

- b) Residential housing projects proposed on any part of a contiguous property under common ownership and control whose size and zoning designation is such to allow construction of five or more units, regardless of how said property may be divided.
5. For the purposes of this resolution, "new rental housing" shall not include cooperative student housing developed by the Berkeley Student Cooperative.
6. The definition of "new rental housing" excludes units which are offered at no cost to support nonprofit public benefit activities.
7. No fee shall be assessed under the following circumstances.
  - a) No fee shall be assessed when new rental housing is built to replace rental units that have been destroyed through no fault of the owner of those units, as long as the applicant files a complete permit application within two years after destruction of the pre-existing units. Staff shall determine on a case by case basis both whether rental units have been "destroyed" and whether such destruction was through the fault of the owner. The issuance of a permit to demolish all or part of a building containing rental units shall not be determinative. However fees shall be assessed on rental units in a replacement project in excess of the number destroyed.
  - b) No fee shall be assessed on rental units that have been expanded, renovated, or rehabilitated unless the units were vacant for more than two years before the applicant filed a complete permit application for such expansion, renovation or rehabilitation.
8. Notwithstanding anything to the contrary, staff may waive all or part of the fee adopted by this resolution pursuant to Sections 22.20.070 and 22.20.080.
9. Except as set forth in section 2, this and future increases in the Affordable Housing Mitigation Fee shall apply only to projects whose applications for the required discretionary entitlements have not received final approval as of the effective date of the fee.

BE IT FURTHER RESOLVED that Resolution No. 68,074-N.S. is hereby rescinded.

**Track Changes from Resolution No. 68,074-N.S**

1. The Affordable Housing Mitigation Fee authorized and provided for by Section 22.20.065 shall be \$37,000 per new unit of rental housing, payable at the issuance of Certificate of Occupancy, but shall be subject to a \$3,000 discount if paid in its entirety no later than issuance of the building permit for the project on which the fee is due. The Affordable Housing Mitigation Fee shall only apply to market rate units.
2. The Affordable Housing Mitigation Fee will be automatically adjusted by the annual percentage shown in the California Construction Cost Index published by the California Department of General Services, every other year beginning in 2018, on July 1. The automatic adjustment tied to the California Construction Cost Index shall not cause the fee to exceed the maximum fee established by the most recent Nexus study, and shall apply to all projects that have not received final approval by the City of Berkeley prior to the date of the automatic adjustment.
3. For purposes of this resolution, "new rental housing" includes group living accommodations, except for those categories that are currently exempt pursuant to BMC Section 23C.12.020.B, at an equivalency rate of one new rental unit per two bedrooms in a group living accommodation, such that one-half the fee adopted by this resolution shall be imposed on each bedroom.
4. For purposes of this resolution, "new rental housing" shall not include developments of four units or fewer units unless they meet any of the following criteria:
  - a) Residential housing projects for the construction of one to four new units, when such units are added to an existing one to four unit property or any part of two or more contiguous properties, which has been developed after August 14, 1986, and the resulting number of units totals five or more. All units on such a property are subject to the requirements of this resolution;
  - b) Residential housing projects proposed on any part of a property or two or more contiguous properties under common ownership and control whose size and zoning designation would cumulatively allow construction of five or more units.
- 4.5. For the purposes of this resolution, "new rental housing" shall not include cooperative student housing developed by the Berkeley Student Cooperative.
- 5.6. The definition of "new rental housing" excludes units which are offered at no cost to support nonprofit public benefit activities.
- 6.7. No fee shall be assessed under the following circumstances.
  - a) No fee shall be assessed when new rental housing is built to replace rental units that have been destroyed through no fault of the owner of those units, as long as the applicant files a complete permit application within two years after destruction of the pre-existing units. Staff shall determine on a case by case basis both whether rental units have been "destroyed" and whether such destruction was through the fault of the owner. The issuance of a permit to demolish all or part of a building containing rental units shall not be determinative. However fees shall be assessed on rental units in a replacement project in excess of the number destroyed.
  - b) No fee shall be assessed on rental units that have been expanded, renovated, or rehabilitated unless the units were vacant for more than two years before the applicant filed a complete permit application for such expansion, renovation or rehabilitation.
- 7.8. Notwithstanding anything to the contrary, staff may waive all or part of the fee adopted by this resolution pursuant to Sections 22.20.070 and 22.20.080.
- 8.9. Except as set forth in section 2, this and future increases in the Affordable Housing Mitigation Fee shall apply only to projects whose applications for the required discretionary entitlements have not received final approval as of the effective date of the fee.





Z O N I N G  
A D J U S T M E N T S  
B O A R D  
S T A F F R E P O R T

FOR BOARD ACTION  
FEBRUARY 14, 2019

## 2025 Durant Avenue/2020 Bancroft Way

Use Permit #ZP2017-0102 to remove 26 parking spaces on the ground floor to construct 2 new dwelling units and a 725 square foot common space for a total of approximately 2,845 square feet of new residential floor area.

### I. Background

#### A. Land Use Designations:

- General Plan: Downtown (DT)
- Downtown Area Plan: Downtown Mixed-Use District, Buffer
- Zoning: Downtown Mixed Use District (C-DMU) Buffer

#### B. Zoning Permits Required:

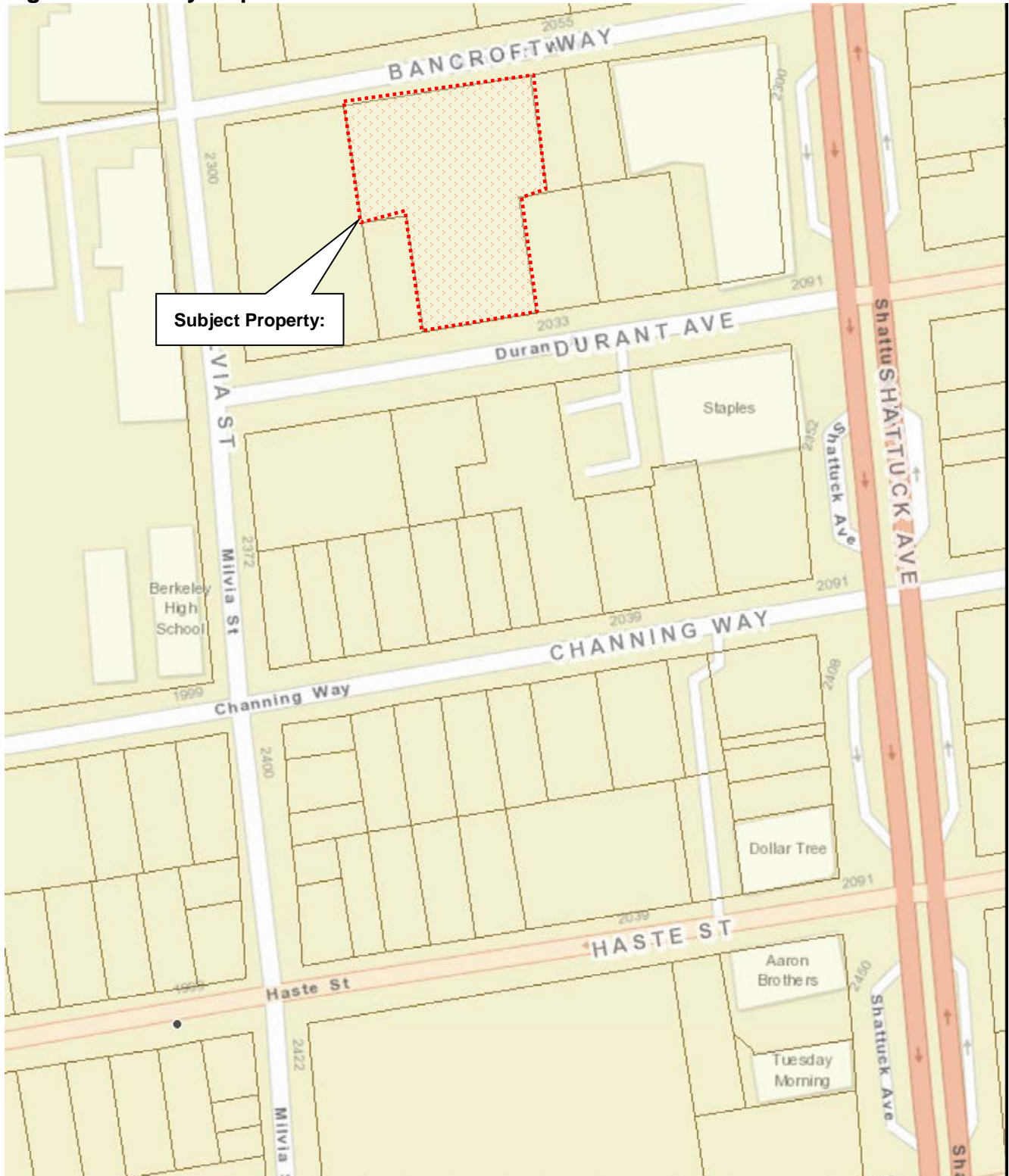
- Use Permit, under BMC Section 23E.68.030, to construct two dwelling units.

#### C. CEQA Determination: Categorically exempt pursuant to Section 15332 of the CEQA Guidelines (“In-Fill Development Projects”).

#### D. Parties Involved:

- Applicant: Darshan Amrit, Studio KDA, 1810 6<sup>th</sup> Street, Berkeley
- Property Owner: 2028 Bancroft Way LLC, 2278 Shattuck Avenue, Berkeley

**Figure 1: Vicinity Map**

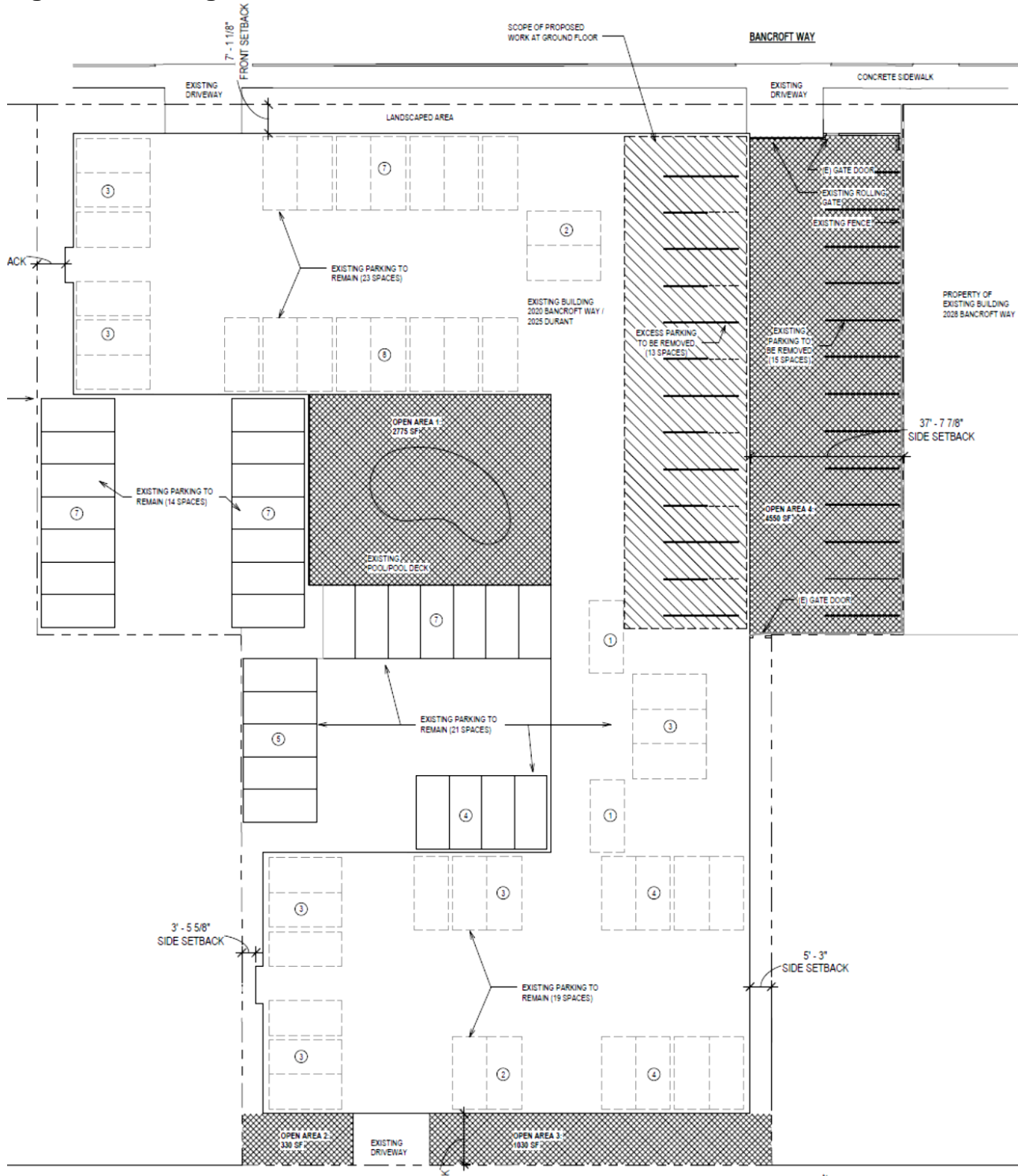


Subject Property:

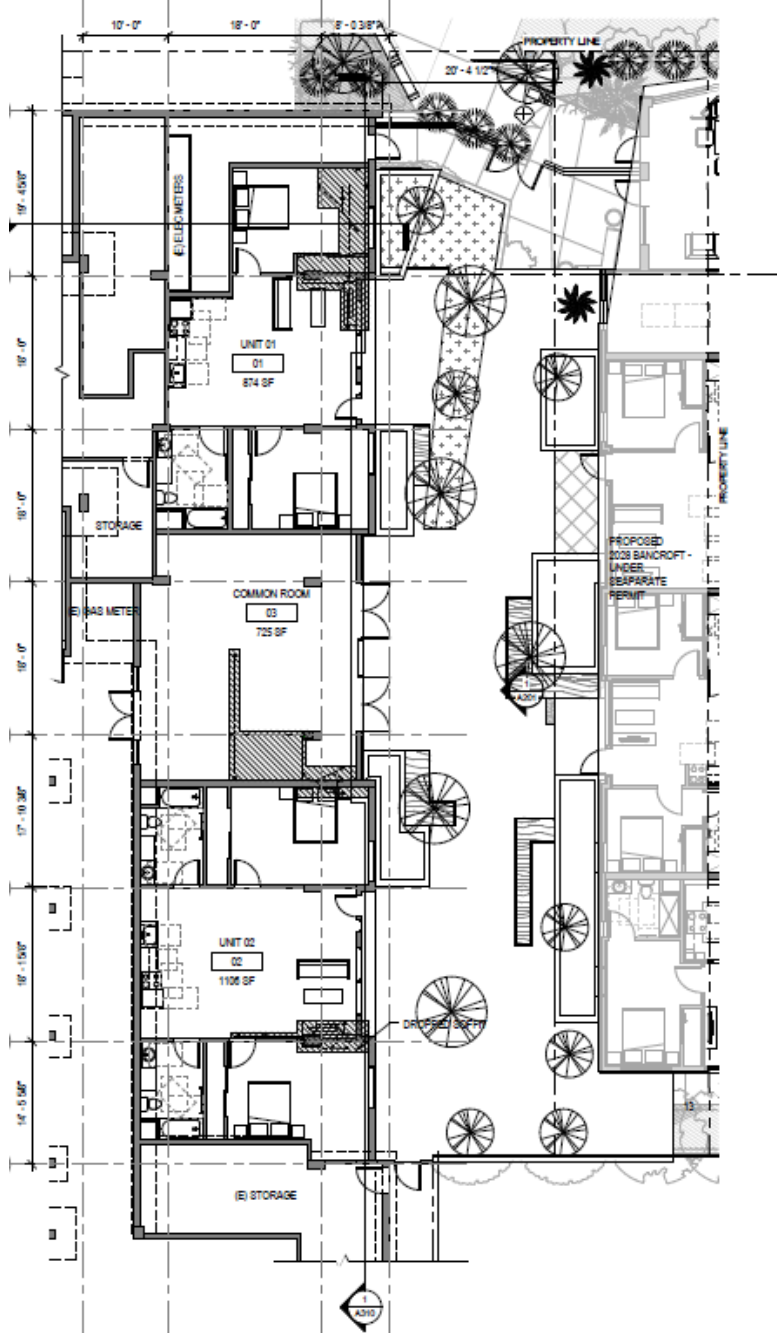




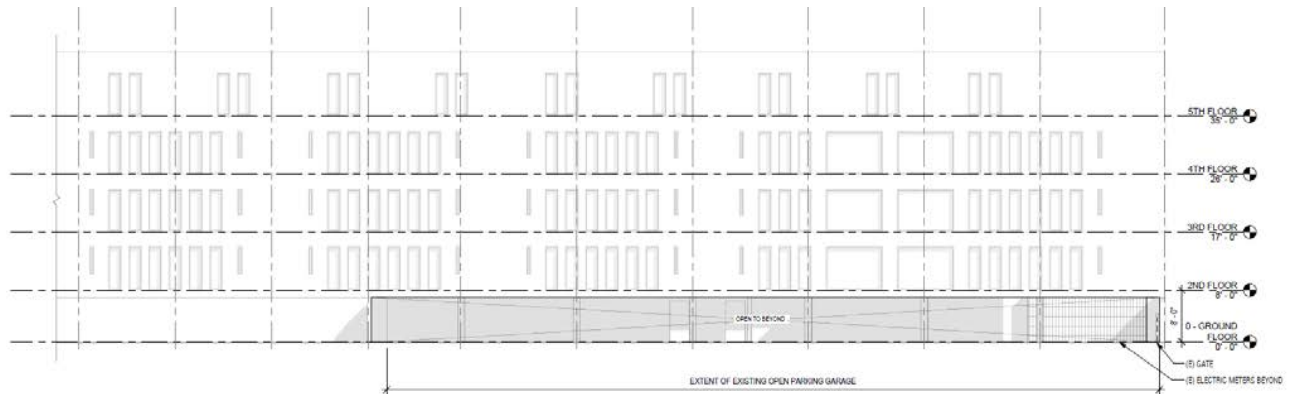
Figure 2: Existing Site Plan



**Figure 3: Proposed ground floor plan**



**Figure 4: West Side Elevation**



**Table 1: Land Use Information**

Location		Existing Use	Zoning District	General Plan Designation
Subject Property		Residential	C-DMU, Buffer	Downtown
Surrounding Properties	North	Residential and Library		
	South	Residential		
	East	Residential and Persian Cultural Center		
	West	Parking (BUSD)		

**Table 2: Special Characteristics**

Characteristic	Applies to Project?	Explanation
Affordable Housing Mitigation Fee (AHMF) for rental housing projects (Per BMC 22.20.065)	No	The project involves the development of less than 5 dwelling units. Therefore, the affordable housing mitigation fee does not apply to this project.
Affordable Child Care Fee for qualifying non-residential projects (Per Resolution 66,618-N.S.)	No	The project is not proposing non-residential floor area and therefore this project is not subject to this resolution.
Affordable Housing Fee for qualifying non-residential projects (Per Resolution 66,617-N.S.)	No	The project is not proposing non-residential floor area and therefore this project is not subject to this resolution.
Density Bonus	No	The project is not a State Density Bonus project.
Rent Controlled Units	Yes	This project would not alter any existing Rent Controlled Unit.
Housing Accountability Act (Govt. Code §65589.5)	Yes	The project does not have elements which do not comply with standards. See Section below for discussion.
Residential Preferred Parking (RPP)	Yes	The site is in a RPP area; the project would not be eligible for RPP permits per BMC Section 23E.68.080.F.
Seismic Hazards (SHMA)	No	The project site is not located within a mapped seismic hazards zone.
Oak Trees	No	There are no oak trees on the property.
Alcohol Sales/Service	No	No alcohol sales or service is proposed.
Creeks	No	The site is not near a mapped creek or a creek culvert.

Soil/Groundwater Contamination	No	The project site is not listed on the Cortese List, an annually updated list of hazardous materials release sites mandated by Govt. Code Section 65962.5.
Transit	Yes	The site has direct access to transit via bus lines on Shattuck Avenue and is also 0.3 mile from the Downtown Berkeley BART station.

**Table 3: Project Chronology**

Date	Action
June 30, 2017	Application Submitted
August 3, 2017	Application Deemed incomplete
September 11, 2017	Application Resubmitted
October 11, 2017	Application Deemed complete
October 11, 2017	Interdepartmental Roundtable held
March 15, 2018	Design Review Preview in conjunction with 2028 Bancroft
April 19, 2018	Preliminary Design Review in conjunction with 2028 Bancroft
June 21, 2018	Preliminary Design Review in conjunction with 2028 Bancroft (continued from April 19, 2018)
January 31, 2018	Public hearing notices mailed/posted
February 14, 2019	ZAB Public Hearing

**Table 4: Development Standards**

Standard		Existing	Proposed Total	Permitted/Required
BMC Sections 23E.68.070-080				
Lot Area (sq. ft.)		44,500	42,162 <sup>1</sup>	n/a
Gross Floor Area (sq. ft.)		79,369	82,974	n/a
Dwelling Units	Total	105	107	n/a
Building Height	Maximum	50'	No change	50' Max 60' Max (with Use Permit)
Building Setbacks	Front (Bancroft)	7'1"	No change	0
	Front (Durant)	12'4"	No change	5' Min
	Left Side (From Bancroft)	5'3" - 37'8"	0' - 37'8"	0' when less than 65' from frontage 5' Min when greater than 65' from frontage
	Right Side (From Bancroft)	7'10"	No Change	0' when less than 65' from frontage 5' Min when greater than 65' from frontage
Lot Coverage (%)		53%	No additional roofed areas proposed	n/a
Usable Open Space (sq. ft.)		4,135	8,685	8,560 Minimum(80 per unit)
Parking	Automobile	103	77 (dedicated to 2028 Bancroft: 13)	2025 Durant Min: 36 2028 Bancroft Min: 13 Total Minimum: 49 (1 space/three units)

<sup>1</sup> After lot line adjustment.

## II. Project Setting

- A. Background:** The project site is known as the Berkeley Park Apartments and currently contains 105 dwelling units and 103 parking spaces. The site currently has non-conforming usable open space, within small areas provided within around the pool of the central courtyard and within setback areas.
- B. Neighborhood/Area Description:** The project site is located in downtown Berkeley, between Shattuck Avenue to the east and Milvia Street to the west. The area consists of residential, commercial and mixed-use buildings. The Downtown Berkeley BART station is within walking distance to the north. In addition, bus service is available via transit lines on Shattuck Avenue.
- C. Site Conditions:** The subject property has two street frontages, along Bancroft Way and Durant Avenue, and is developed within a five story, C-shaped structure that surrounds a pool and open space area on three sides. The property also includes 103 parking covered and uncovered parking spaces.

## III. Project Description

This application is the first phase of a larger undertaking<sup>1</sup> by this applicant that also includes 2028 Bancroft Way and 1940 Haste Street. Use Permit application #ZP2017-0103 was concurrently submitted for 2025 Durant Avenue in order to construct a new six-story, 37 unit residential building and construct shared landscaped courtyard accessible to the residents of the subject property.

This project would remove 13 covered parking spaces to construct two new dwelling units and a 750 square foot common room, remove 13 uncovered spaces and the drive aisle to provide a 3,835 square feet of Usable Open Space for the use of residents on this site as well as future residents at 2028 Bancroft Way, allocate 13 parking spaces on this site for the use of future residents at 2028 Bancroft Way, and reduce the size of this parcel by 2,338 square feet to 42,162 square feet by moving the eastern property line approximately 18 feet to the west.

## IV. Community Discussion

- A. Neighbor/Community Concerns:** Prior to submitting this application to the City, the applicant invited neighborhood organizations, as well as owners and occupants within 300 feet of the project to preview the project. The meeting was held on Tuesday, June 27, 2017 at 2025 Durant Avenue, and was attended by eight people. Later, another meeting was held on Wednesday, June 28, 2017 and was attended by three people.

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<sup>1</sup> The project at 2028 Bancroft Way would relocate the existing single-family residence to 1940 Haste Street, to allow for the construct of a new six-story, 37 unit residential building. 1940 Haste Street serves as the receiver site for the relocated dwelling at 2028 Bancroft Way (and as the receiver site for a building that was relocated from 2121 Durant Avenue). The 1940 Haste Street project would increase the number of buildings relocated from 2028 Bancroft Way from one to two units, and the building relocated from 2121 Durant Avenue would be moved to the rear of the site.

A pre-application poster was erected by the applicant in June 2017, prior to submitting the application to the City.

On January 31, 2019, the City mailed 611 public hearing notices to property owners and occupants, and to neighborhood organizations and the City posted notices within the neighborhood in three locations. Staff has not received any correspondence regarding this project.

**B. Design Review Committee:** The project is subject to review by the Design Review Committee (DRC). A DRC Preview was held on March 15, 2018. The DRC provided advisory comments jointly on with the 2028 Bancroft Way project regarding the proposed shared courtyard. The preliminary design review applications for were heard at the April 19, 2018 and June 21, 2018 meetings and received a favorable recommendation to ZAB.

**C. Landmarks Preservation Commission:** The subject property is not a City Landmark or a Structure of Merit.

## V. Issues and Analysis

**A. Housing Accountability Act Analysis:** The Housing Accountability Act §65589.5(j) requires that when a proposed housing development complies with the applicable, objective general plan and zoning standards, but a local agency proposes to deny the project or approve it only if the density is reduced, the agency must base its decision on written findings supported by substantial evidence that:

1. The development would have a specific adverse impact on public health or safety unless disapproved, or approved at a lower density;<sup>2</sup> and
2. There is no feasible method to satisfactorily mitigate or avoid the specific adverse impact, other than the disapproval, or approval at a lower density.

The project does not have elements that do not comply with applicable, objective general plan and zoning standards in the zoning ordinance. Therefore, § 65589.5(j) applies to this project as currently proposed.

**B. Parking:** The project includes the removal and the remodeling of parking areas which contain a total of 23 parking spaces, and would decrease the existing parking spaces from 103 to 77 spaces. Per the C-DMU District requirements, the project is required to provide 1 space per every three units for a total of 36 spaces. As the project currently exceeds the minimum parking required on-site, an excess of 41 spaces would remain.

The applicant is proposing that of 31 remaining spaces in excess of the C-DMU requirements, 13 be dedicated to the project proposed at 2028 Bancroft Way (Use Permit #ZP2017-0103), and that these spaces be reserved for 2028 Bancroft Way via an easement .

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<sup>2</sup> As used in the Act, a “specific, adverse impact” means a “significant, quantifiable, direct and unavoidable impact, based on objective, identified written public health or safety standards, polices, or conditions as they existed on the date the application was complete.

- C. General Plan and Downtown Area Plan Consistency:** The 2002 General Plan contains several policies applicable to the project, including the following:
1. Policy LU-3 – Infill Development: Encourage infill development that is architecturally and environmentally sensitive, embodies principles of sustainable planning and construction, and is compatible with neighboring land uses and architectural design and scale; and
  2. Policy LU-7 – Neighborhood Quality of Life, Action A: Require that new development be consistent with zoning standards and compatible with the scale, historic character, and surrounding uses in the area; and
  3. Policy LU-17 – Downtown Development Standards, Action D: Encourage mixed-use projects that include both office space and housing above appropriate ground-floor uses to improve the balance between the number of jobs and the number of housing units in the Downtown; and
  4. Policy LU-18 – Downtown Affordable Housing Incentives: Maximize the supply of affordable housing in the Downtown; and
  5. Policy LU-23 – Transit-Oriented Development: Encourage and maintain zoning that allows greater commercial and residential density and reduced residential parking requirements in areas with above-average transit service such as Downtown Berkeley; and
  6. Policy LU-24 – Car-free Housing in the Downtown: Encourage development of transit-oriented, low-cost housing in the Downtown; and
  7. Policy LU-25 – Affordable Housing Development: Encourage development of affordable housing in the Downtown Plan area, the Southside Plan area, and other transit-oriented locations; and
  8. Policy H-1 – Extremely Low, Very Low, Low, and Moderate Income Housing: Increase the number of housing units affordable to Berkeley residents with lower income levels; and
  9. Policy H-12 – Transit-Oriented New Construction: Encourage construction of new medium- and high-density housing on major transit corridors and in proximity to transit stations consistent with zoning, applicable area plans, design review guidelines, and the Climate Action Plan; and
  10. Policy H-32 – Regional Housing Needs: Encourage housing production adequate to meet City needs and the City’s share of regional housing needs.
  11. Policy T-16 – Access by Proximity, Action B: Encourage higher density housing and commercial infill development that is consistent with General Plan and zoning standards in areas adjacent to existing public transportation services; and
  12. Policy T-16 – Access by Proximity, Action E: In locations served by transit, consider reduction or elimination of parking requirements for residential development; and
  13. Policy T-43 – Bicycle Network, Action C: Encourage, and when appropriate, require new multi-family residential developments to provide secure locker space for resident bicycles...
  14. Policy EM-5 – “Green” Buildings: Promote and encourage compliance with “green” building standards. (Also see Policies EM-26, EM-35, and EM-36); and
  15. Policy UD-17 – Design Elements: In relating a new design to the surrounding area, the factors to consider should include height, massing, materials, color, and detailing or ornament; and

16. Policy UD-33 – Sustainable Design: Promote environmentally sensitive and sustainable design in new buildings; and
17. Downtown Area Plan: The Project is located in Downtown Berkeley, within the C-DMU Downtown Mixed Use District. The purpose of this district is to implement the vision and goals of the Downtown Area Plan, adopted in 2012.

Staff Analysis: The project would help the City to meet its general housing goals by creating a two new dwelling units within the existing building envelope in an area currently occupied by covered parking. The project is an in-fill project, and in conjunction with the development at 2028 Bancroft Way, will allow the eastern outdoor parking lot to be removed and replaced to provide a shared landscaped courtyard accessible to residents of both sites.

The existing on-site parking is in excess of the site's minimum parking requirement within the downtown area. Additionally, the project site is well served by public transportation, including a BART station less than 0.3 miles away. There are also bus stops less than one block from the site that provide access to multiple AC Transit bus routes (6, 18, 51B, 79) including a transbay route (F), and all-nighters (800, 831).

As a result, staff believes that the ZAB can find that the proposed project would be consistent with the goals and policies of the General Plan and Downtown Area Plan.

## VI. Recommendation

Because of the project's consistency with the Zoning Ordinance and General Plan, and minimal impact on surrounding properties, staff recommends that the Zoning Adjustments Board adopt Use Permit #ZP2017-0102 pursuant to Section 23B.32.030 and subject to the attached Findings and Conditions (see Attachment 1).

### Attachments:

1. Findings and Conditions
2. Project Plans, with issue date October 1, 2018
3. Notice of Public Hearing, dated January 31, 2019

**Staff Planner:** Loyal Nawfal, lnawfal@cityofberkeley.info, (510) 981-7424



2019

# African American Holistic Resource Center FEASIBILITY STUDY

An assessment of the viability, sustainability, and feasibility of the development of an African American Holistic Resource Center (AAHRC) in South Berkeley

Prepared for:

The City of Berkeley, the African American Holistic Resource Center Steering Committee, and the African American Holistic Resource Center Community Leadership Committee

Prepared by:

Neguse Consulting  
Babalwa Kwanele, MS, LMFT – AAHRC Steering Committee Member, and  
Barbara Ann White, MA – AAHRC Steering Committee Member



**African American Holistic Resource Center  
Berkeley, California**

**Feasibility Study, 2018**

## African American Holistic Resource Center



### **ACKNOWLEDGMENTS**

This feasibility study would not have been possible without the input and support of the African American Holistic Resource Center (AAHRC) Steering Committee, the AAHRC Community Leadership Committee, the Berkeley NAACP, City of Berkeley Mayor and Councilmembers, City Manager and Deputy City Manager, City of Berkeley Community Health Commission, Peace and Justice Commission, City of Berkeley Department of Health, Housing, and Community Services, Subject Matter Experts, and members from the Berkeley community.

**African American Holistic Resource Center  
Berkeley, California****Feasibility Study, 2018**

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**EXECUTIVE SUMMARY****INTRODUCTION**

The purpose of this Feasibility Study is to assess the viability, sustainability, and feasibility of developing an African American Holistic Resource Center (AAHRC) in South Berkeley. This study provides a community assessment, highlights similar models, and identifies potential funders. The report outlines options for financing construction of the facility, and includes an analysis of the technical and financial feasibility of the project. The findings and recommendations in this study offers guidance to the City of Berkeley (COB), the AAHRC Steering Committee, and the AAHRC Community Leadership Committee, in order to assist them with making informed decisions regarding next steps in the development of the African American Holistic Resource Center and the creation of a Culturally Centered Engagement System of Care for African Americans in the city.

**BACKGROUND**

In April 2011, the African American/Black Professional & Community Network (AABPCN) crafted the report titled *A Community Approach for African American/Black Culturally Congruent Services*. In the AABPCN report it identified challenges that the African American community face in areas of education, employment, health, and mental health, housing, and community relationships. The report also provided recommendations that included the use of culturally congruent practices embedded in an integrated service delivery system, which would help to decrease inequities and disparities in the African American community in Berkeley.

Members from the AABPCN and Berkeley NAACP (BNAACP) have been advocating and leading the efforts in the city for the past 8 years for the creation of the AAHRC. Members of the AABPCN shared the vision of the AAHRC and began gathering information from the community via focus groups, town hall meetings, small group discussions, and formal presentations to several Berkeley Commissions, the Berkeley City Council, and other stakeholder groups.

The 2016 City of Berkeley Community Health Commission report, strongly recommends the City of Berkeley “Take immediate action steps towards the development and support of the African American Holistic Resource Center in South Berkeley”<sup>1</sup>. The Peace and Justice Commission also submitted a letter of support to the City Council on behalf of the creation of an AAHRC. Following the commission reports and community advocacy, councilmembers responded with overwhelming support for the development of an AAHRC and they allocated funding for a feasibility study, as well as other required activities needed for the establishment of the facility.

The AABPCN created the AAHRC Steering Committee. The AAHRC Steering Committee developed the AAHRC Community Leadership Committee, in order to include additional community voices in the project. The City Manager supported the AAHRC project by adding the African American Holistic Resource Center in the City of Berkeley’s Strategic Work Plan; the AAHRC is also included in the Mayor’s and Councilmember of District #3 work plans. The Department of Health, Housing, and Community Services provided funding to start the AAHRC feasibility study. In February of 2018, the City of Berkeley’s Health, Housing and Community Services entered into a contract with a consultant to complete the AAHRC feasibility study.

**African American Holistic Resource Center  
Berkeley, California****Feasibility Study, 2018**

The AAHRC Community Leadership Committee developed the mission statement for the AAHRC; see below.

**The African American Holistic Resource Center Mission Statement**

The mission of the African American Holistic Resource Center (AAHRC) is to eliminate inequities and disparities by using community-defined best practices and approaches. Culturally responsive services are offered in order to address social determinants of overall health, mental wellness and equity across the life span. The AAHRC provides advocacy, support and referral services for an array of educational issues, legal matters and programming and services for cultural, social and recreation. A strong focal point is on promoting self-awareness and strengthening connections by fostering unity in the African American community.

**STATEMENT OF PROJECT NEED**

The African American/Black community in Berkeley has the highest rate of morbidity and mortality of any racial/ethnic group. According to the City of Berkeley's *Health Status Summary Report 2018*, "African Americans are 2.3 times more likely to die in a given year from any condition compared to Whites"<sup>2</sup>. The report further indicates that "The risk of an African American mother having a low-birth weight (LBW) rate baby is 2.5 times higher than the risk for White mothers"<sup>1</sup>.

In comparing 2013 and 2018 COB Health Status Summary Reports, the rate of poverty among African American families has quadrupled. During a five-year period the poverty rate for African Americans has gone from two times more likely to live in poverty to eight times more likely to live in poverty in the City of Berkeley. According to both Health Status Summary Reports, children under the age of eighteen are seven times more likely to live in poverty. Unfortunately, this implies that White wealth is increasing, while Black wealth is rapidly decreasing in the city. This level of wealth inequity has numerous negative implications for African Americans, as it relates to, but is not limited to, housing, mental health, physical health, education, criminal justice, social and recreational activities, and overall community sustainability.

It is well documented that poverty is linked to poor quality health outcomes and shorter life expectancy for African Americans. Middle class and affluent Black people's health is worse compared to their white counterparts in Berkeley. The intersectionality between wealth, race/ethnicity and class has a small positive effect on the health status of African Americans, due to institutionalized racism and implicit bias. Unfortunately, the Black community in Berkeley is experiencing poor quality outcomes in terms of adverse health indicators across the life span.

The data indicates that health inequities disproportionately impact the Black community in the city and have persisted for a long period of time. As suggested in the AABPCN report, "Health inequities and disparities have been caused by entrenched social and racial injustices in American systems. It has been stated that every social determinant, including but not limited to education, employment, physical and mental health and housing, is impacted by the rules of law and the institutions that uphold the laws"<sup>2</sup>.

Socioeconomic factors, birth outcomes, and morbidity rates that stretch across the life span of African Americans indicates they are *not* thriving in the City of Berkeley. The results clearly illustrate in this feasibility study that Black individuals and families in Berkeley are not experiencing optimal life outcomes in all areas. Therefore, it is essential that a paradigm shift take place for this population in the delivery of care and services. Culturally appropriate services and

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community-defined practices that are imbedded in the creation of a Culturally Centered Engagement System of Care that is effective in welcoming, supporting, healing, and empowering the Black community in the City of Berkeley must be developed. *Insanity* is defined as doing the same thing and expecting different results; the time for a new integrated holistic approach to care and services for Berkeley's African American community is long overdue.

The AAHRC facility is slated to be a state-of-the-art green building ranging in size of 5000 - 6000 square feet, that includes but is not limited to a multipurpose room, library, medical screening room, two therapy offices, two classrooms, dance studio, game room, kitchen, and an office with a reception area. The delivery of culturally congruent services at the AAHRC will provide African Americans with the support they need to decrease inequities and disparities in their community.

**OBJECTIVES**

The overall goal of the feasibility study is to offer guidance to City of Berkeley staff, the AAHRC Steering Committee, and the AAHRC Community Leadership Committee to assist them in making an informed decision regarding the next steps in the development of the African American Holistic Resource Center.

The six contractual objectives that Neguse Consulting was responsible for completing are outlined below:

**Objective 1:** Conduct a community assessment to gather feedback and input from various stakeholders in Berkeley, as they relate to the development of the AAHRC.

**Objective 2:** Explore existing programs and/or models with similar geographic dynamics, demographic populations, and economic stratifications to those within the City of Berkeley.

**Objective 3:** Research and assess potential funding opportunities from public and private sector organizations.

**Objective 4:** Identify options for facility location and financing. Investigate requirements for construction or rehabilitation of a building, inclusive of completion timeline and projected annual operational budget for the AAHRC.

**Objective 5:** Provide a comprehensive report that outlines the findings and recommendations of the overall assessment of the feasibility study for the development of the African American Holistic Resource Center.

**Objective 6:** Consultant will work closely with City staff and the AAHRC Steering Committee in order to maintain fidelity to the process and final outcome for the successful development of the AAHRC in the City of Berkeley.

Meetings with City staff, the AAHRC Steering Committee and the AAHRC Community Leadership Committee were held to discuss expectations, gather information, design the survey tool, and administer focus groups. The community survey was created and administered with input and support from committee members, focus groups were held, and community outreach to various stakeholders was done.

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In addition, an examination of similar community program models was completed, and potential public and private funding organizations were researched, and options for constructing and financing the facility were investigated. The completion of all aspects required to prepare a comprehensive feasibility study was accomplished and includes floor plans, summary of a cost analysis, and findings and recommendations for the project and next phase of development of the African American Holistic Resource Center.

**RECOMMENDATIONS**

Based on the findings of the AAHRC feasibility study, below are recommendations for next steps for the development of the AAHRC in South Berkeley. The City of Berkeley will need to invest additional funding and support to this project, in order for it to come to fruition.

**Acquisition of Professional Expertise in the Areas of Funding and Building Design**

- Hire a Fund Developer and/or Grant Writer
- Obtain a Real Estate Agent/Broker to assist with securing building
- Secure an Architect to draft facility design/blueprints

**Secure Physical Location for the AAHRC**

- Identify location to house the facility (*Recommended Property-People's Bazaar*)
- Decide if an existing building will be rehabbed or a newly constructed facility will be built

**Fundraising Campaign**

- Establish a building fundraising campaign
- Engage community members in fundraising activities
- Contact local Berkeley businesses for donations and support

**Marketing and Promotions**

- Secure professional support in marketing and branding for the AAHRC
- Use social media such as but not limited to Facebook and Instagram for effective communication and outreach
- Create a website for the AAHRC

**Continued Community Engagement**

- Provide ongoing updates to community survey respondents
- Continue to engage community members and leaders in the AAHRC project process
- Conduct ongoing community presentations and forums about the AARHC

**CONCLUSION**

In summation, most African American/Black community members who live, work and/or have a connection to Berkeley believe that the City of Berkeley needs to show their community a sign that they are valued citizens and that *their lives matter*. Currently, in the City of Berkeley African Americans represent approximately 7% of the population, yet they have the worst outcomes and/or highest penetration rates in areas such as Health, Mental Health; Homelessness; Unemployment; Displacement out of Berkeley; Living in Poverty; Racially Profiled by BPD; Failing Students in BUSD; as well as, a Shorter Life Expectancy than any other racial or ethnic group in the City of Berkeley.

An investment in the Black community in the City of Berkeley is needed and required, in order to address the issues associated with inequities and disparities for this population. Advocacy and

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funding for the development of an African American Holistic Resource Center should be a top priority for every city official, city department head, and all large-scale organizations and corporations in the city. With financial support and collaboration from all the aforementioned entities the AAHRC could be built and operational within the next two years, which would allow for the healing and restoration process to begin for African Americans in the city. The City of Berkeley should take every step possible to build an African American Holistic Resource Center and have it be a beacon of light and hope for Berkeley's Black community.

- 
1. City of Berkeley Community Health Commission Recommendation to City of Berkeley City Council, September 27, 2016, Action Item
  2. A Community Approach for African American/Black culturally Congruent Services; ABPCN 2011

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# African American Holistic Resource Center

## Culturally Centered Engagement System of Care



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**African American Holistic Resource Center  
Feasibility Study**

**INTRODUCTION**

This Feasibility Study was commissioned to assess the viability, sustainability, and feasibility for the development of an African American Holistic Resource Center (AAHRC) in South Berkeley. A community assessment was completed with the use of a survey, focus groups and a community forum. Research with agencies and services that represent a similar model to that of the AAHRC was investigated and potential funders were identified.

The report also outlines options for building the facility and it provides an analysis for technical and financial viability of the project. The findings and recommendations in this feasibility study will offer guidance to the City of Berkeley (COB), the AAHRC Steering Committee, and the AAHRC Community Leadership Committee, in order to assist them with making an informed decision regarding next steps in the development of the African American Holistic Resource Center and the creation of a Culturally Centered Engagement System of Care for African Americans in the city.

**BACKGROUND**

The African American/Black Professional & Community Network (AABPCN), established in 2010, believes that culturally congruent services are vital in order to reduce inequities and disparities for African Americans. The report, *A Community Approach for African American/Black Culturally Congruent Services*, was written in April 2011 by members of the AABPCN. The document defines the delivery of culturally congruent services as providing appropriate efficacy and support to clients, respecting cultural traditions of African Americans, and recognizing the effects of institutionalized racism and historical trauma in the lives of Black people.

The AABPCN report identifies numerous challenges that African Americans face in the areas of education, employment, health, mental health, housing, and in community relationships. The report outlines recommendations for culturally congruent and integrated services that can be used to help African Americans to overcome barriers and increase the quality of their lives.

A vision and framework were provided in the report for the development of an African American Holistic Resource Center in Berkeley. Members from the AABPCN and BNAACP have been advocating and leading the efforts in the city for the past 8 years for the creation of the AAHRC. The AABPCN created the AAHRC Steering Committee and that group formed the AAHRC Community Leadership Committee, in order to include additional community voices in the project and to broaden support and advocacy for the center.

The AAHRC Community Leadership Committee members developed the mission statement for the AAHRC; see below.

***The African American Holistic Resource Center Mission Statement***

The mission of the African American Holistic Resource Center (AAHRC) is to eliminate inequities and disparities by using community-defined best practices and approaches. Culturally responsive services are offered in order to address social determinants of overall health, mental wellness and equity across the life span. The AAHRC provides advocacy, support and referral services for an

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array of educational issues, legal matters and programming and services for cultural, social and recreation. A strong focal point is on promoting self-awareness and strengthening connections by fostering unity in the African American community.

The AAHRC Steering Committee garnered community support through various community meetings and forums in Berkeley. They received support for the development of the AAHRC from the Mayor, numerous Councilmembers, the area's Board of Supervisors, the Berkeley NAACP, the Peace & Justice Commission, the Community Health Commission, Parents of Children of African Decent (PCAD), Healthy Black Families, Black Lives Matter, Friends of Adeline, the East Bay Northern Chapter ACLU, and other community stakeholders and residents.

In a 2016 report, the Community Health Commission strongly recommended that the City of Berkeley "Take immediate action steps towards the development and support of the African American Holistic Resource Center in South Berkeley."<sup>1</sup> This recommendation led to an overwhelming response of support and funding for a feasibility study from the City Council. Subsequently, the City Manager added the African American Holistic Resource Center to the City of Berkeley's Strategic Work Plan, and the Mayor and the Councilmember for District #3 (South Berkeley) also put the AAHRC in their work plans. In addition, the Department of Health, Housing, and Community Services (HHCS) allocated funds to commission a feasibility study for the development of the AAHRC. Financial support from the department of HHCS allowed city staff and AAHRC Steering Committee members to submit an RFP to hire a consultant for the AAHRC project. A consultant was selected to perform the feasibility study for the AAHRC in February of 2018.

**STATEMENT OF PROJECT NEED**

The African American/Black community in Berkeley has the highest rate of morbidity and mortality of any racial/ethnic group. According to the City of Berkeley *Health Status Summary Report 2018*, "African Americans are 2.3 times more likely to die in a given year from any condition compared to Whites"<sup>2</sup>. The report further indicates that "The risk of an African American mother having a low-birth weight (LBW) rate baby is 2.5 times higher than the risk for White mothers"<sup>1</sup>.

In comparing 2013 and 2018 COB Health Status Summary Reports, the rate of poverty among African American families has quadrupled. During a five-year period, the poverty rate for African Americans has gone from two times more likely to live in poverty to eight times more likely to live in poverty in the City of Berkeley. According to both Health Status Summary Reports, children under the age of eighteen are seven times more likely to live in poverty. Unfortunately, this implies that White wealth is increasing, while Black wealth is rapidly decreasing in the city. This level of wealth inequity has numerous negative implications for African Americans, as it relates to but is not limited to housing, mental health, health, education, criminal justice, social and recreational activities, and overall community sustainability.

It is well documented that poverty is linked to poor quality health outcomes and shorter life expectancy for African Americans. Middle class and affluent Black people's health are also worse compared to their white counterparts in Berkeley. The intersectionality between wealth, race/ethnicity and class has a slight positive effect on the health status of African Americans, due to institutionalized racism and implicit bias. Unfortunately, the Black community in Berkeley is experiencing poor quality outcomes in terms of adverse health indicators across the life span.

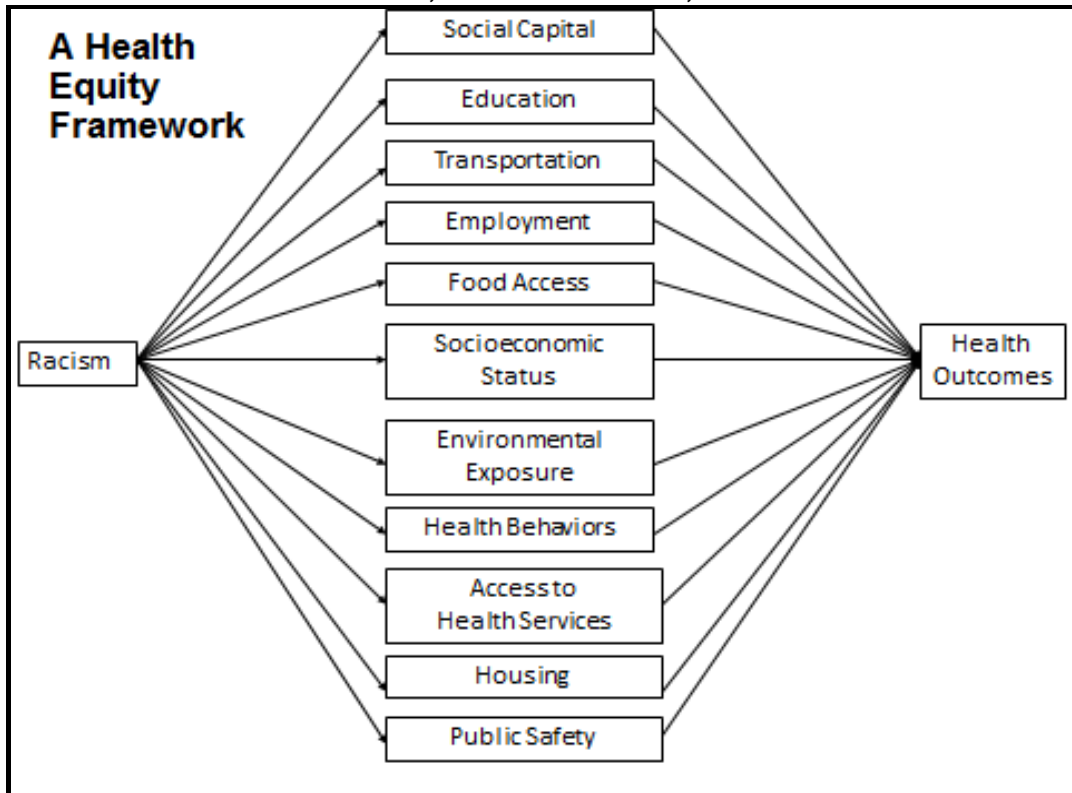
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The data indicate that health inequities disproportionately impact the Black community in the city and have persisted for a long time. As suggested in the AABPCN report, “Health inequities and disparities have been caused by entrenched social and racial injustices in American systems. It has been stated that every social determinant, including but not limited to education, employment, physical and mental health and housing, is impacted by the rules of law and the institutions that uphold the laws”<sup>2</sup>.

Socioeconomic factors, birth outcomes, morbidity and mortality rates that stretch across the life span of African Americans indicates that they are *not* thriving in the City of Berkeley. The results from this feasibility study clearly illustrate that Black individuals and families in Berkeley are not experiencing optimal life outcomes. Therefore, it is essential that a paradigm shift in the delivery of care and services for this population takes place. Culturally appropriate integrated services and community-defined practices that are imbedded in the creation of a holistic system of care that is effective in welcoming, supporting, healing, and empowering the Black community in the City of Berkeley must be developed. *Insanity* is defined as doing the same thing and expecting different results; the time for a new integrated approach to care and services for Berkeley’s African American community is long overdue.

**Socioeconomic Factors ← Racism, Institutional Racism, and Structural Racism → Health**



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**Table 1: Health Status Summary Report 2018**

<b>HEALTH INEQUITIES IN BERKELEY</b>				
<b>Chapter 1: Sociodemographic Characteristics &amp; Social Determinants of Health</b>	<b>Chapter 2: Pregnancy &amp; Birth</b>	<b>Chapter 3: Child &amp; Adolescent Health</b>	<b>Chapter 4: Adult Health</b>	<b>Chapter 5: Life Expectancy &amp; Mortality</b>
Families headed by a White householder earn 3.4 times more than African American families, 1.9 times more than Latino families, and 1.4 times more than Asian families.	The risk of an African American mother having a LBW baby is 2.5 times higher than the risk for White mothers.	African American children (under 18) are 7 times more likely, Latino children are 5 times more likely, and Asian children are 2 times more likely than White children to live in poverty.	African Americans are 3 times more likely than Whites to be hospitalized due to coronary heart disease.	African Americans are 2.3 times more likely to die in a given year from any condition compared to Whites.
The proportion of families living in poverty is 8 times higher among African American families, 5 times higher among Latino families and 3 times higher among Asian families, compared to White families.	The risk of an African American mother having a premature baby is 2 times higher than the risk for White mothers.	African American high school students are 1.4 times more likely than White students to drop out of high school.	African Americans are 34 times more likely than Whites to be hospitalized due to hypertension.	African Americans are 2.0 times more likely than Whites to die of cardiovascular disease.
African Americans are 2.8 times less likely, Latinos are 1.6 times less likely and Asian children are 1.1 times less likely than Whites to have a bachelor's degree or higher.	The teen birth rate among African Americans is 9 times higher, and among Latinas is 3 times higher than the rate among White teens.	The asthma hospitalization rates for children under 5 for African American children is 10 times higher, and for Latino children is 2.8 times higher than the rate among White children.	African American women are 1.5 times more likely than Whites to be diagnosed with breast cancer.	African Americans are 1.8 times more likely than Whites to die of cancer.

Source: Health Status Summary Report 2018, City of Berkeley

Table 1 captures data from the *Health Status Summary Report 2018* which illustrates health inequities that plague the Black community in Berkeley. As indicated in the table, various inequities disproportionately impact the health, wealth, education, and safety of African Americans across their life span. This report is a clear illustration that Black individuals and families in Berkeley are not experiencing optimal life outcomes. The systems of care and services in the city are failing this population.

- 
- 1 City of Berkeley Community Health Commission Recommendation to City of Berkeley City Council, September 27, 2016, Action Item
  - 2 City of Berkeley Health Status Report, 2018
  - 3 City of Berkeley Health Status Report, 2013
  - 4 A Community Approach for African American/Black culturally Congruent Services; ABPCN 2011

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**Table 2: Health Status Summary Report 2013  
Health Inequities in Berkeley**

Compared to a White resident, an African American living in Berkeley is:

Demographics	Pregnancy & Birth	Child & Adolescent Health	Adult Health	Mortality
3 times less likely to have a college degree	20 times more likely to be a teen parent	7 times more likely to live in poverty	4 times more likely to have been diagnosed with diabetes and 14 times more likely to be hospitalized for diabetes	2 times more likely to die in a given year from any condition
2 times more likely to live in poverty	2.5 times more likely to be born too small	9 times more likely to be hospitalized for asthma (<5 years old)	12 times more likely to be hospitalized due to hypertensive heart disease	2.5 times more likely to die of cardiovascular disease

Source: *Health Status Summary Report 2013, City of Berkeley*

Table 2 highlights data from the *Health Status Summary Report 2013*. The health indicators compare White and Black residents in Berkeley. Black residents are disproportionately impacted by negative birth outcomes and higher rates of poverty, cardiovascular disease, and their life expectancy is shorter than that of their White counterpart in Berkeley.

### **OVERVIEW OF OBJECTIVES**

The study included a community assessment, a detailed analysis about the technical and financial viability for the facility, research about similar models, findings, and recommendations. The primary goals of this feasibility study were to measure the community's need and desire for an AAHRC in Berkeley and provide guidance to City staff, the AAHRC Steering Committee, and the AAHRC Community Leadership Committee in regard to the type and size of a facility, funding potential, possible locations for the center within the City of Berkeley, and future direction for the project.

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The six contractual objectives that Neguse Consulting was responsible for completing are outlined below:

**Objective 1:** Conduct a community assessment to gather feedback and input from various stakeholders in Berkeley, as they relate to the development of the AAHRC.

**Objective 2:** Explore existing programs and/or models with similar geographic dynamics, demographic populations, and economic stratifications to those within the City of Berkeley.

**Objective 3:** Research and assess potential funding opportunities of public and private sector organizations.

**Objective 4:** Identify options for facility location and financing. Investigate requirements for construction or rehabilitation of a building, inclusive of completion timeline and projected annual operational budget for the AAHRC.

**Objective 5:** Provide a comprehensive report that outlines the findings and recommendations of the overall assessment of the feasibility study for the development of the African American Holistic Resource Center.

**Objective 6:** Consultant will work closely with City staff and the AAHRC Steering Committee in order to maintain fidelity to the process and final outcome for the successful development of the AAHRC in the City of Berkeley.

*Source:* AAHRC RFP Objectives

Meetings with City staff, the AAHRC Steering Committee, and the AAHRC Community Leadership Committee were held to discuss expectations, gather information, design the survey tool, and administer focus groups. The community survey was created and administered with input and support from committee members, focus groups were held, and community outreach to various stakeholders was done.

Also, an examination of similar community program models was completed, and potential public and private funding organizations were researched, and options for constructing and financing the facility were investigated. The completion of all aspects required to prepare a comprehensive feasibility study were accomplished and include floor plans, summary of a cost analysis, and findings and recommendations for the project and next phase of development for the African American Holistic Resource Center and creation of a Culturally Centered Engagement System of Care.

**OBJECTIVE 1: COMMUNITY ASSESSMENT****Methodology**

The community assessment process for the AAHRC Feasibility Study consisted of the development and administering of a survey, hosting community forums, and getting input from various stakeholders. Qualitative information was collected, analyzed and tabulated; see Table 3. Corresponding raw survey data and a list of community stakeholders is in the appendixes.

**Overview of Surveys Administered**

A total of 133 surveys were completed and submitted. Of those, 28 surveys were administered digitally online and the other 105 surveys were hard copies. Table 3 list the events and platforms



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where the surveys were administered, the format by which they were done, and the total number of surveys completed. Also, documented is the percentage of surveys completed, per the different formats and administration sites. Overall, the survey response rate was 53% and the qualitative data that was collected provided a wealth of information.

**Table 3: Survey Distribution Data**

<b>Survey Distribution Events/Platforms</b>	<b>Survey Format</b>	<b># of Surveys Completed</b>	<b>% of Surveys Completed</b>
<b>Berkeley Juneteenth Festival (June 2018)</b>	Hard copies	50	38%
<b>State of Black Berkeley Forum (May 2018)</b>	Hard copies	35	26%
<b>Black Organizing Project – Berkeley Community Listening Session (May 2018)</b>	Hard copies	9	7%
<b>Parents of Children of African Descent (PCAD) Meeting (May 2018)</b>	Hard copies	11	8%
<b>Online Surveys (May-June 2018)</b>	Digital	28	21%
<b>Total Number of Surveys Administered</b>		<b>133</b>	<b>100%</b>

**Survey Respondents**

The survey was tailored for individuals who are intimately connected to the City of Berkeley and that fit into one of the following stakeholder categories. The connection data points measured individuals that are currently or were previously a city resident, have family members that reside in the city, those that work, worship, attend school or have children in school in Berkeley, a member of an organization or association in the city and/or own a business in the community. Some respondents selected multiple responses related to their connection to Berkeley. It was also important to include survey questions about business ownership and the faith community, in order to capture information related to these two elements. It is worth noting that 11% of respondents indicated that they worship in Berkeley and 5% own a business in the city.

Survey participants varied by race and ethnicity, gender, age, sexual orientation, housing status and group affiliations in Berkeley. Demographic highlights are reflected in Table 4 (gender and age were not captured in this survey).

**African American Holistic Resource Center  
Berkeley, California****Feasibility Study, 2018****Table 4: Demographic Snapshot of Survey Respondents**

- **81%:** African American/Black (N=108)
- **34%:** Current Berkeley residents (N=45)
- **29%:** Former Berkeley Residents (N=33)
- **39%:** Work in Berkeley (N=52)
- **17%:** Have a child in Berkeley schools (N=23)

**Survey Data Points and Questions**

The survey format was designed to elicit yes or no responses and short written comments to questions. It consisted of nineteen questions. The first five questions attained the participant's contact and demographic information. The other questions explored familiarity with the AAHRC, the need for an AAHRC, types of services respondents would like the AAHRC to provide, and community support and concerns. A full list of the survey questions is located in the appendixes.

**SURVEY FINDINGS****Survey Respondents Familiarity with the AAHRC Plans**

35% stated "yes" they are familiar with the AAHRC plans. Of those who answered "yes," their replies varied, per responses below:

- **Berkeley NAACP**
- **AAHRC Steering Committee Members**
- **African American Black Professionals & Community Network**
- **Healthy Black Families**
- **Through a Friend**
- **The Community Health Commission**

**"The data proves there is a need to address the crisis Black people face every day."**

**Survey Respondents Attendance at a Meeting and/or Forum**

17% responded that they attended a community meeting or forum pertaining to the development of the AAHRC. Data suggest that a marketing and mass media campaign may be worth utilizing as a method of outreach for future community meetings and forums to increase attendance.

**Awareness of the Leadership Groups of the AAHRC Project**

14% indicated that they were aware that the African American/Black Professionals & Community Network and the Berkeley NAACP were leading the efforts to develop an AAHRC. Due to limited public awareness of the AAHRC leadership teams, it may be worthwhile to identify members of the groups at future community engagements and events and highlight the organizations as the leads on this project.

**The Need for an AAHRC in South Berkeley**

95% replied that there is a need to have an AAHRC in South Berkeley. The responses varied, however there was strong support for the creation of a center.

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Table A.1 provides a comprehensive list of responses to this question in the Appendixes. Below are the themes that emerged.

**Black-Centered Space with Culturally Appropriate Services**

Respondents conveyed the need to have spaces that offer culturally-appropriate services that focus on the needs of the African American/Black community. Notable survey comments:

*“The African American community needs a space to concentrate and meet to develop strategies to support its members. The stresses of living/working in an urban area necessitate it.”*

*“Berkeley’s Black/AA’s residents are being displaced, mistreated from police, facing major health disparities, and generally not treated like valuable members of the city by non-Black residents. This center, like other existing programs like Healthy Black Families, has the potential to support [the] decrease [of] health disparities by providing culturally-based services.”*

**95%**

**Indicated the need for  
an African American  
Holistic Resource  
Center.**

**Haven for the African American/Black Community**

The assessment identified the need to have a haven or safe space for members of the African American/Black community to gather and unwind from the daily stressors of being Black in America. Survey respondents expressed the need to have a safe healing space to address the traumas and challenges of life. Notable survey comments:

*“Need a place to de-stress and place to keep up the spirit and energy to struggle.”*

*“The data proves there is a need to address the crisis Black people face every day.”*

As indicated in the 2013 and 2018 Berkeley Health Status Reports, there are numerous stressors associated with health, housing, employment, education and other socioeconomic indicators that disproportionately impact the wellbeing of African Americans. Therefore, it is essential to have places for community members to de-stress, de-compress, and be supported and valued.

**Autonomy, Collective Power and Visibility**

Respondents expressed a need to have a place where they can gather and organize in order to develop leadership skills and improve community engagement. It was evident from the data collected that respondents want a place for the Black community, where they can unite, organize, and develop action plans, as it relates to uplifting the African American community. The information shared in this category appears paramount in terms of Black people wanting to problem-solve for themselves and find solutions to issues that negatively impact their community. Notable survey comments:

*“We need an autonomous space and collective power to keep even a small African-American community footprint in Berkeley.”*

*“There needs to be a central place that Black community organizations can offer their services as a unified front and meet in a culturally-relevant environment.”*

*“We need a resource center in order to pool our collective efforts, pertaining to Black [people].”*

**African American Holistic Resource Center  
Berkeley, California****Feasibility Study, 2018****Adequate Resources and Information**

Resource allocation and information sharing was another area of concern for the Black community in Berkeley. Some comments addressed limited resources in the African American community in the city and the need to increase access to resources, such as, but not limited to: housing, jobs and job training, entrepreneurship, quality education, financial literacy, a framework for resource creation, and sharing within the community. Notable survey comments:

*“Collectivism; Resources.”*

*“To create more resources for the African American community.”*

**Gentrification**

Rapid housing development of market rate rents, the discontinuation of city-owned public housing, and limited home ownership opportunities in Berkeley have increased the displacement of African Americans out of the city. Respondents expressed concerns about the negative impact of gentrification; primarily the high cost of living in the city and the lack of implementation of initiatives and policies to decrease the widespread gentrification in South Berkeley. Some feel a sense of not belonging and being welcomed in a place that has been home to them, their families and friends for decades. Notable survey comments:

*“Yes, because of gentrification, we need to hold our space in Berkeley because it’s our home and we belong.”*

*“My perception is that Black people in Berkeley are being pushed on by the cost of living so any initiative to alleviate those costs (healthcare, housing, etc.) would likely be very helpful.”*

**Need for Access to Quality Holistic Health Care Services**

Survey respondents stated that current medical care agencies are not serving the needs of the Black community in a holistic manner. Some responses indicated the need for healthcare services that are respectful and welcoming to African Americans and that provide holistic services for the physical, mental, spiritual, and emotional needs of Black people that are also embed in a culturally-appropriate service delivery system of care. Notable survey comments:

*“I feel [that] current medicine does not address the concerns and needs of African-Americans.”*

*“To help Black people feel respected and heard when seeking healthcare services and to enhance mental, physical, and spiritual health of African Americans.”*

*“With rampant racism in our society, we need to promote our emotional health.”*

**“To have a safe space to be in community where I would feel welcome and supported.”**

**Reason Why Survey Respondents Would Use the AAHRC**

Participant comments focused on being treated with respect, being welcomed, feeling comfortable and supported by people who look like them. Safety was another area that respondents felt they were currently lacking for themselves and their children.

Table A.2 provides a comprehensive list of responses to this question in the Appendixes. Below are the themes that emerged.

**African American Holistic Resource Center  
Berkeley, California****Feasibility Study, 2018****Welcoming and Culturally Congruent Services and Staff**

A sense of belonging and receiving culturally-appropriate services were commented on by numerous survey respondents. There was an emphasis on the significance of Black people being treated with respect and their presence being acknowledged by professional staff when they show up for services. Also highlighted was the creation of a safe space for the African American community. Notable survey comments:

*“The staff and professionals would understand the needs of African Americans.”*

*“It would be a comfortable place to seek help.”*

**Community Connection and Protection**

Respondents conveyed the need to have welcoming, safe spaces and environments where they can connect as a community. Having safe neighborhoods to raise their children in was stated as important, along with ensuring their children’s protection from harm and danger. Notable survey comments:

*“To have a safe space to be in community where I would feel welcome and supported.”*

*“Much needed way to grow and protect Black community and Berkeley children.”*

**Culturally Responsive  
Support throughout the  
life span.**

**Additional Services and Activities Survey Respondents Would Like the AAHRC to Offer**

Survey respondents were asked if there were any additional services and/or activities they would like the AAHRC to offer. The responses varied and touched on issues such as small businesses, healthy eating, and support at all stages in the life span, college preparation and youth mentorship, and social and recreational activities.

Table A.3 provides a comprehensive list of responses to this question in the Appendixes. Below are the themes that emerged.

**Support for Small Businesses**

Participants identified as small business owners and they would like to have funding and supportive spaces to assist with the development of Black-owned businesses, as well as opportunities to network with other business owners. They also specified the importance of having affordable retail rental space for Black entrepreneurs. Notable survey comments:

*“Innovative Entrepreneurial/economic development programming for people of color.”*

*“Retail space for Black-owned businesses.”*

**Healthy Eating and Active Living**

There were concerns about healthy eating and active living for African American people. Participants commented on the significance of having harmony of mind, body, and spirit. Outdoor activities, such as gardening and exercising with family, were also stressed. Notable survey comments:

*“Food discussions to change our behavior regarding sugar.”*

*“Physical activity, yoga, meditation.”*

In light of the findings in the 2013 and 2018 Berkeley Health Status Reports, it is evident that African Americans in the City of Berkeley have a disproportionate rate of morbidity and mortality

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as compared to other populations in the city. Due to safety issues some Black people don't venture too far from their neighborhoods, thereby not allowing for things like biking, hiking, running, and even walking as forms of exercise. Therefore, having a community center that offers support for healthy eating and physical activity in a way that is culturally sensitive would be welcomed and appreciated.

**Support Throughout the Life span, College Preparation and Youth Mentorship**

Respondents indicated the need to have services and support throughout the different stages of the life span. The data collected specified a need to provide culturally responsive services and support for African Americans from conception to older adulthood. They also identified the necessity for youth mentorship programs and college preparation courses for students. Notable survey comments:

*“Pregnant and parenting support.”*

*“Elder support.”*

*“Workshop session on attending college.”*

**Social/Recreational Bonding and the Arts**

Participants conveyed interest in having a place to socialize with each other and increase community bonding. Creative arts as well as live entertainment and recreational activities were cited, and art therapy was also highlighted as a healing form that could be used to support the health and mental wellness of African Americans. Notable survey comments:

*“Gallery or concert hall for live performance.”*

*“Creative writing and poetry. Black Art and photography.”*

**Community Willingness to Support the AAHRC**

Respondents indicated overwhelming support for ensuring the successful development of the African American Holistic Resource Center. As stated in other responses, the data show there is willingness in the community to support the AAHRC project in numerous ways.

Table A.4 provides a comprehensive list of responses to this question in the Appendixes. Below are the responses in percentages to several questions:

- *Fifty-two percent indicated they would attend City Council meetings*
- *Fifty-five percent stated that they would attend community meetings and events.*
- *Seventy-eight percent expressed their willingness to share information about the AAHRC.*

**Relevant Concerns about the AAHRC**

Survey respondents expressed concerns about funding for the project, location of the facility, the operational budget, and they wonder if this facility *will* actually be built for the African American/Black community in the City of Berkeley.

**OBJECTIVE 2: INVESTIGATE SIMILAR AFRICAN AMERICAN RESOURCE CENTERS**

Examination of several agencies that provide culturally responsive services to the Black community was researched. Investigation was done via telephone interviews and online compilation. The programs vary in geographic location and service delivery. The information

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collected for this feasibility study from similar African American Resource Centers all seems to stress the importance of addressing inequities and disparities in the Black community. The foundation of the agencies is in delivering services that use best practices, community-defined approaches, and African-centered models of excellence; these methods and techniques provide for culturally congruent service delivery to African American/Black people.

**Evaluation of Similar African American/Black Cultural Resource Centers**

The emphasis of this investigation focused primarily on organizations that are similar to the City of Berkeley in relationship to geographic location and size, and population. Preliminary research of African American/Black Resource Centers nationwide found that most centers are located on college campuses or affiliated with colleges and universities. The few African American/Black Resource Centers that are not located on or in partnership with a college or university are membership-based organizations.

The African American Community Service Agency (AACSA) located in San Jose, California and the African American Cultural Center of the Capital Region, Inc., located in Albany, New York are two membership-based resource centers. The City of Portland also developed a partnership with the City's economic development agency, and a local nonprofit health institution, in order to explore the building of an African American Resource Center. They are looking to locate the center in an area of the city that has encountered historic displacement of African American residents.

The program structure of the three aforementioned African American Resource Center models focus on the holistic wellbeing of the African American/Black community. These agencies seem to understand the significance of empowering, fostering unity, self-determination, and preserving the dignity and culture of African American people. The investigation into these organizations provided insight, information about best practices, and program models of excellence that can be used in the creation of the AAHRC in the City of Berkeley. Below is information about the agencies.

**These agencies understand the value of addressing inequities and disparities; preserving the dignity and culture of the community.**

**Organizational Profile #1: The African American Cultural Center of the Capital Region, Inc.**

The African American Cultural Center of the Capital Region, Inc. is a nonprofit organization committed to educating, enriching, and empowering residents of the Capital Region; through a variety of educational, cultural and performing arts, programs, activities, and exhibits that promote awareness and raise the collective consciousness of all ethnicities to the rich and vibrant history, contribution, and culture of African Americans. The Center seeks to strengthen communities by fostering unity, self-determination, cooperative economics, collective work, and creativity. The facility is located at 135 South Pearl Street, Albany, NY and was founded by AVillage, Inc, Urban Arts Experience, Inc. and Center for Law and Justice, Inc. The Capital District, also known as the Capital Region, refers to the metropolitan area surrounding Albany, which is the capital of the State of New York. As of 2013 its population was 1,170,483 and the Capital District is the fourth largest metropolitan region in the state and the 45th largest in the country.

*Source: African American Cultural Center of the Capital Region, Inc. Website*

**African American Holistic Resource Center  
Berkeley, California****Feasibility Study, 2018****Organizational Profile #2: The Hill-Black Project**

This project is a partnership between the City of Portland, Prosper Portland, the City's economic development agency, and Legacy Health, a nonprofit health institution. The proposed initiative is to build a Community-Based Center. The location for the center is set to be in the historic heart of the City's Black community and it will provide medical care services, including a surgery center with patient and family housing, as well as affordable housing, community space, and a business hub for those most impacted by gentrification. The project aims to develop the facility on a vacant lot that is 1.7 acres, located between North Russell Street and North Williams Avenue in the City of Portland. The main focus of the development is to honor Portland's African-American community, provide community housing and increase economic sustainability, and further Legacy Health's mission of promoting health and wellness for children and families. The construction phase is expected to begin in 2019. Article and Additional Information on the Hill-Black Project: "Portland Plans African-American Community Center for Neighborhood It Once Demolished."

<https://www.opb.org/news/article/portland-african-american-community-center-gentrification/>

<https://prosperportland.us/portfolio-items/the-hill-block-n-russell-and-williams-collaboration/>

Source: *The Hill-Black Project Website*

**Organization Profile #3: The African American Community Service Agency**

The African American Community Service Agency (AACSA) is located at 304 N. 6th Street, San Jose, CA. It is the only African American service/cultural agency in Silicon Valley and the East Bay area. The mission of the African American Community Service Agency is to preserve the dignity and culture of a diverse African American Community and to provide services that promote full participation of all of Santa Clara County residents and the general public. Providing quality educational, cultural, social and recreational programs, services and activities to perpetuate and strengthen African American identity, culture, values, traditions, knowledge and family life is at the heart of all programs. AACSA's membership is open to everyone, regardless of race, religion, gender, sexual orientation, age or disability.

The current location is a beautifully remodeled fire station that is owned by the City of San Jose. The agency offers the following services: AACSA Meaningful Life Initiative (AMLI); STEM, Beyond School Hours; AACSA Leadership Academy; Summer Science Camp; Kids Club; Discovering the Total Woman from the Inside Out; Young Adults Educational Workshop; a Health & Wellness Program; and a Computer Training Center. The AACSA also offers a host of activities and referral services for community members. The agency's sponsors and funders vary and include for-profit corporations and technology companies, and non-profit establishments and associations.

Source: *African American Community Services Website*

**Overview of the AACSA**

In a telephone interview with the AACSA's Executive Director, the information shared was helpful, reflective, insightful, and can inform the formulation of the AAHRC. The African American/Black population in San Jose is 3%. (The City of Berkeley's African American/Black population is approximately 7%, according to the 2018 Berkeley Health Status Report.) The AACSA provides services to the entire Black community in the City of San Jose, which is roughly 30,000 residents, and no one is turned away for services.

The size of the multi-service facility is between 5,000-6,000 square feet. The organization's programs and services highlight education, economic development, social and cultural activities, and health and wellness. The AACSA has a staff of four and a Board of Directors that consists of ten members. On November 26, 1978, twelve individuals from the Antioch Baptist Church created



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the AACSA and this year it celebrates its 40<sup>th</sup> year anniversary of providing services to the African American/Black community in the City of San Jose.

**Shared Insights:**

- It is vital to have numerous community and business partnerships.  
The AACSA currently has approximately 50 partnerships with fraternities, sororities, Google, Lockheed Martin, Intel, AT&T, the City of San Jose, and various other community affiliations.
- Attracting Board members and volunteers with influence from different industries and communities is necessary to sustain successful programming and services.  
Board membership is strategic and includes staff from local corporations and organizations that invest in supporting establishments where their employees volunteer.
- It is important to be flexible and open to organizational changes.  
The AACSA has gone through various name changes, and it has had numerous leadership transitions over its 40 years of operations.
- The AACSA facility is viewed by the community as a hub.  
The branding of the AAHRC as a community space with community buy-in is necessary for the success of the project.
- The AACSA facility is currently owned by the City of San Jose, however the organization is seeking ownership of the property.  
The AAHRC should consider all of the pros and cons of ownership of the facility, along with the impact on sustainability of the AAHRC.
- The AACSA engages with local businesses, agencies, and San Jose State University.  
They seek and include input and suggestions from business members, seniors, and students; the AACSA also has a Student Board.  
The AAHRC should consider using a similar partnership model; especially including African American/Black student and faculty populations from the University of Berkeley and other colleges in the city.
- An inter-generational service model is used at the AACSA.  
The AAHRC should use an inter-generational approach, one that creates community and builds trust amongst transitional age youth and older adults, and the entire Black community at large.
- The AACSA uses a revenue-generating membership model.  
Space is rented out to community groups and organizations. Venue rentals for group meetings and special events are also done and generate \$50,000-\$80,000 annually. It would be advantageous for the AAHRC to include a revenue-generating structure in its model.

**Association for Black Culture Centers (ABCC)**

The mission, vision, and values of the ABCC: The Association for Black Culture Centers (ABCC) is an organization that seeks to celebrate, promote and critically examine the cultures of the following ethnic groups: African Americans, Latinos, Asian Americans and Native Americans. The ABCC aims to institutionalize cultural centers, including Multi-cultural Centers in order to enhance individual, community and global development. The ABCC expects that increased understanding of the history and culture of each ethnic group will lead to authentic integration on campuses and in communities where Latinos, Asian Americans, and Native Americans have a historical and contemporary connection with African people and begin these relationships by focusing on the connections.

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(The Association of Black Culture Centers, <http://www.abcc.net/mission>). Most of the Black Culture Centers that are members of the ABCC are affiliated with Knox College Campus in Galesburg, IL and other college campuses. The Founder and Executive Director of the ABCC is the Chair and Professor of Africana Studies at Knox College in Illinois. The ABCC national headquarters is also located at Knox College.

Below is a preliminary list of some of the ABCC-affiliated organizations. A more extensive list is at [www.aabcc.net](http://www.aabcc.net).

African American Resource and Cultural Center | UCSC Admissions  
<https://admissions.ucsc.edu/publications/aarcc-guide15.pdf>

African Centered Schooling: Facilitating Holistic Excellence for Black Children  
<https://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=1016&context=cyfsfacpub>

African American Holistic Wellness Program | Bayview Hunters Point  
<https://www.ymcasf.org/programs/african-american-holistic-wellness-program-bayview-hunters-point>

**OBJECTIVE 3: POTENTIAL FUNDING SOURCES AND OPPORTUNITIES****Funding Development**

It is important to align the funding criteria with those of the mission and vision of the AAHRC, in order to maximize fund development efforts; a list of potential funders is in the appendixes. Financial opportunities identified for this project were derived from both public and private sources and are based on the following criteria:

- Type of funding – Private and public foundations, individual donations and government grants and contracts
- Funding limits
- Relationship and connection to funding and community Benefits Officers
- Mission, vision, and core values of organization
- Aligned funding priorities of the AAHRC
- Funding history of resource centers and/or similar services

**OBJECTIVE 4: BUILDING AND CAPITAL EXPENDITURES****Cost Analysis and Building Design**

The technical feasibility portion of this study is based on information obtained from interviewing experts in the fields of architecture, engineering, and construction management. The study covers information about the following aspects of the AAHRC:

- Options for building and financing the facility
- Funding requirements for construction or rehabilitation of the facility
- Timeline for building completion
- Projected annual operational budget
- Potential locations to house the facility (further consideration and research required)

Technical experts were provided with information pertaining to the requested facility size, building design, amenities, building usage, and location request. The plan is to have the AAHRC be a state-of-the-art, green building between 5,000-6,000 square feet and to include the following features:

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- Ecologically responsible building with plenty of natural light
- Two classrooms
- Multipurpose room with dividing wall (seating for 250)
- Dance studio
- Library (will have spaces for the South Berkeley Legacy Project and a children's section)
- Children's playroom/game room
- Computer lab
- Classroom kitchen
- Medical screening room
- Two private therapy rooms
- Lockers in hallway
- Utility room
- Four bathrooms (one with a shower)
- Reception/waiting area
- Built-in projectors and AV equipment in classrooms, multipurpose room and library
- Facility completely ADA compliant

**Decrease inequities and disparities in all aspects of life for African Americans in Berkeley.**

The Library subdivision of the facility will house the South Berkeley Legacy Project (SBLP) and include a segment for a Children's Library. The SBLP represents a significant collection of memorabilia, photographs, and artifacts that honor the contributions of African American/Black individuals and families primarily from South Berkeley. The project acknowledges civic life, Black business ownership, and influential people from the greater African American community. In 1970, African Americans represented 30% of the City of Berkeley's population, with the majority living in South Berkeley.

The proposed AAHRC is expected to provide the following services to address inequities and disparities and support the African American/Black community in Berkeley: health education, health screenings, mental wellness services, educational support, cultural events, legal services, social and recreational programs, and other services as needed. Services at the AAHRC will be open to all. However, the primary focus will be to enhance and strengthen the lives of African Americans. The center will acknowledge and celebrate cultural values, rituals and traditions of Black people. The center will support an African American/Black way of life by using African American community-defined approaches and practices and African-centered treatment models and services, in order to decrease inequities and disparities in all aspects of life for African Americans in Berkeley.

**Methodology**

The purpose of interviewing technical experts was to assist with retaining fidelity to the vision, desired features, and functionality of the proposed facility. Their professional opinions, suggestions, and work on the project offered invaluable input for the feasibility study. They also helped to shape the continued process for the development of the AAHRC.

An architectural design firm was engaged to design floors plans and develop a projected cost analysis for the construction of the building; the estimates factored in new construction and a rehabbed building. Also included is relevant zoning information for the building of the AAHRC in South Berkeley.

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Interviews were held with three professionals in the fields of architecture, engineering, and design and construction. Discussions were based on a series of questions related to financing requirements for construction or rehabilitation of a building. Inquires consisted of options for building and financing the AAHRC facility, timelines for building completion, projected annual operational budget, and recommended locations to house the facility. Each expert participated in an audio-recorded interview that lasted between 45-60 minutes. Verbal consent was given prior to the recording of the interview. Subsequently, the audio recordings were transcribed, reviewed and coded to identify responses and themes.

**Profile of Technical Experts**

Table 9 outlines the background, education, and experience of the technical experts that were interviewed for this feasibility study. Each consultant has vast experience in their area of expertise and is well versed in the architectural, engineering, and design and construction industries.

**Table 9: Technical Experts**

NAME	TITLE/ROLE	EDUCATION/EXPERIENCE
<b>Deanna Van Buren</b>	<b>Architect; Co-Founder and Design Director</b> <i>Designing Justice + Designing Spaces</i> (Architecture Real Estate Development Firm) Oakland, CA	<ul style="list-style-type: none"> <li>• 19 years of experience in the industry</li> <li>• Experienced in the intersection of design and culture; Lead on urban design on institutional and educational projects in the Bay Area, Europe, Asia, and the Middle East</li> <li>• Master's and Bachelor's degrees in Architecture; Alumna of the Loeb Fellowship at Harvard's Graduate School of Design</li> </ul>
<b>James Thornton</b>	<b>Chief Executive Officer</b> <i>Super Construction and Construction Management</i> East Bay, CA	<ul style="list-style-type: none"> <li>• 10 years of experience in the field</li> <li>• Experienced in residential and commercial design and building, as well as a realtor/broker and developer in the Bay Area</li> <li>• Master's and Bachelor's in Architecture, a Master's in Real Estate Development, Certified in Project Management and Construction Project Management</li> </ul>
<b>Ray Fambro</b>	<b>Project Manager</b> <i>BDE Architecture Firm</i> San Francisco, CA	<ul style="list-style-type: none"> <li>• 10 years of experience in the industry</li> <li>• Architectural experience with multi-family apartments, condos, and mixed-use projects)</li> <li>• Master's in Architecture</li> </ul>
<b>Andre King</b>	<b>Principal Architect</b> <i>SABI Design Build</i> Emeryville, CA	<ul style="list-style-type: none"> <li>• Over 20 years of experience in the field</li> <li>• Experience in residential, commercial, and mixed-use building design</li> <li>• Bachelor's and Master's in architecture</li> </ul>

**Options for Building and Financing the Facility**

There are various factors to take into account when deciding if it's practical to construct a new building on a vacant lot or to rehabilitate an existing building. First, it is essential to identify the

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land where the building will be located and examine the zoning regulations associated with that land usage. It is also recommended that contact is made with the Real Estate Agent/Broker who is commissioned to oversee the sale of the land or building and discuss specifics about the property in order to make sure that it is a good fit for the project.

Considering the demand for real estate in the Bay Area, it may be challenging to locate a suitable vacant site on which to build the facility. Therefore, it is more than likely the center will be a rehab construction project. The cost is also another determining factor vis-à-vis new construction versus rehabilitation of a building. Maintaining a tight timeline on a construction project is really important, because of the financing implications. Project costs can increase exponentially if major construction changes need to be made to building plans. Floor plan changes and/or other mishaps with a construction project can add on cost that can range in the millions.

Other issues to consider with the use of an existing structure is the age, condition, and prior use of the building. Older buildings need to be seismically retrofitted to meet new upgraded building codes and regulations in California. Also, the building could be contaminated with asbestos or lead and/or it could have previously been a gas station, dry cleaners or some other chemical using site; which then factors in contamination and the cost associated with cleanup of the building.

If contaminants are found on the property, then a mitigation process must be determined to ensure that the construction team and building occupants are not affected. Also, according to Proposition 65, it is mandatory to warn individuals who live or work in or near a contaminated property or land about the risks associated with carcinogens and/or other health-related risks. In addition, the property must be further tested and pass Alameda County's Environmental Health Agency regulations for land use. The *GeoTracker* is a data management system that is used by developers to identify and track sites that are contaminated and require cleanup in Alameda County.

Another factor to consider and determine is whether it's better to buy or lease the facility where the AAHRC will be housed. If the building is to be leased, it is important to take into account that any improvements and/or renovations made to the property cannot be removed when the lease ends. Ideally, the best option is to own the property, in order to ensure a maximum return on any improvements made to the building, as well as having decision-making power regarding the overall use of the facility.

Working with a knowledgeable and experienced architect and/or engineer will help navigate the building construction process and ensure a successful project outcome. The overall responsibility of the construction project will be in the hands of the Project Manager, therefore hiring a qualified experienced professional in this field is paramount.

**Key Considerations that Relate to Rehabilitating an Existing Building:**

- What was the previous use of the building?
- How old is the building?
- When was it constructed?
- What codes were in place when the building was constructed?
- What are the current property zoning requirements?
- Is the land contaminated?
- What is the mitigation plan for a contaminated property?

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**Zoning Considerations**

Zoning districts in the City of Berkeley have regulations that developers must comply with prior to moving forward on a project. In the event a Developer needs zoning enhancements for a particular project, they must request a variance and get clearance from the City. Height restrictions are zoning enhancements for which developers tend to request variances from the city. Requesting a zoning variance can impend upon a construction project timeline and possibly add on additional cost, due to time delays and other complications. Abiding by current zoning ordinances and regulations when constructing or rehabbing a building is the best course of action for a project. Table 10 lists zoning districts in South Berkeley where the AAHRC can be built, based on anticipated land use for the building. The facility will be built in one of the four zoning areas listed.

**Table 10: Zoning Districts and Types**

Zoning Abbreviations	Zoning Type
C-1	General Commercial
C-N	Neighborhood Commercial
C-SA	South Area Commercial

Figure 1 below lists the zoning districts in Berkeley, including single family homes, mixed-use, and commercial structures. Figure 2 below indicates the various zoning districts in South Berkeley as they relate to the respective location, use, and size of building structures, among other factors. According to the City of Berkeley’s Department of Planning and Development<sup>5</sup>, the zoning of property is determined by “the land use, size of the buildings, types of permits required for different building activities, changes to property, and how much parking is required.” (1) Therefore, it is important to consider the various factors that will impact zoning regulations, as they apply to the development of the AAHRC.

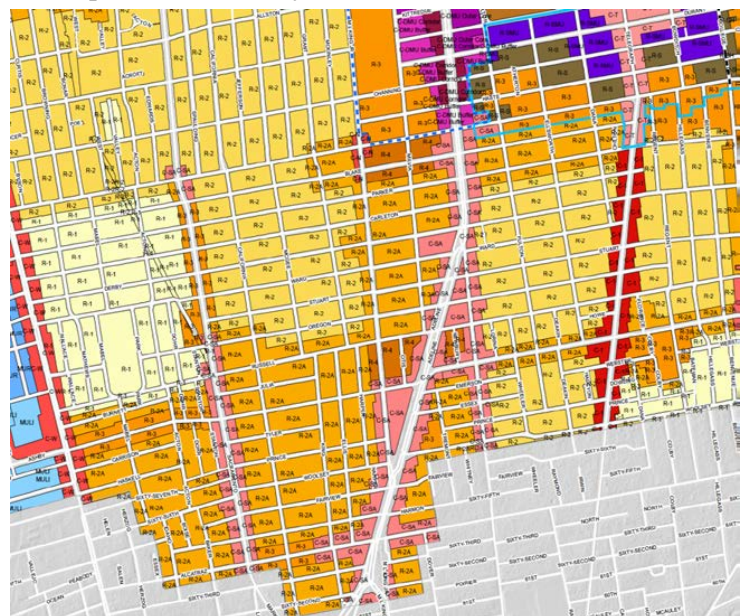
**Figure 1**

**ZONING DISTRICTS**

R-1	Single Family Residential
R-1A	Limited Two-family Residential
R-2	Restricted Two-family Residential
R-2A	Restricted Multiple-family Residential
R-3	Multiple-family Residential
R-4	Multi-family Residential
R-5	High Density Residential
ES-R	Environmental Safety-Residential
R-S	Residential High Density Subarea
R-SMU	Residential Mixed Use Subarea
C-DMU	C-DMU Core
C-DMU	C-DMU Outer Core
C-DMU	C-DMU Corridor
C-DMU	C-DMU Buffer
C-1	General Commercial
C-E	Elmwood Commercial
C-N	Neighborhood Commercial
C-NS	North Shattuck Commercial
C-SA	South Area Commercial
C-SO	Solano Avenue Commercial
C-T	Telegraph Avenue Commercial
C-W	West Berkeley Commercial
M	Manufacturing
MM	Mixed Manufacturing
MULI	Mixed Use-Light Industrial
MUR	Mixed Use-Residential
SP	Specific Plan
U	Unclassified

**Figure 2**

**Map of South Berkeley**



5. City of Berkeley, Department of Planning and Development Zoning Website, 2018

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*(The site depicted is for illustration purposes only)*

The diagram below shows the location of the AAHRC in a South Area Commercial Zone (C-SA). The outlined image highlighted is projected as a newly constructed one-story building that is 5,000 square feet and plotted on a 10,000 square foot lot. The area currently functions as a parking lot and is *not presumed* to be the actual location for the AAHRC.

**Figure 3 Illustration of a location for the AAHRC in a South Area Commercial Zone (C-SA)**



**African American Holistic Resource Center  
Berkeley, California****Feasibility Study, 2018****Financing the Facility**

Options for financing the facility depend on the form of funding obtained. Funding for the AAHRC can come from individual, corporate, and/or government donations, sponsorships, grants, and contracts from private and public entities. The development of joint public and private financing for the AAHRC will be the best approach to fund the project.

Public and private funding organizations requires specific guidelines and expectations for agencies seeking funds. Public funding is a good source for this type of project, because usually large dollar amounts are attached to contracts and grants for this kind of service. A lot of community members believe the City of Berkeley should allocate a large portion of the required capital needed to construct the facility and provide annual funding for the AAHRC operational budget.

It is not advisable for the AAHRC to be totally reliant on government funding and grants. It will be necessary to consider different avenues to generate revenue for the center. Creation of revenue generating activities or services will be required for the sustainability of the AAHRC. Below are some suggestions to generate revenue:

- Rent out retail space to local business (i.e. café, clothing store, gift shop)
- Rental space for events
- Creation of a membership-based fee structure
- Rent out shared office space
- Create a co-op enterprise to generate revenue and economically empower the community. Examples of co-op models: ROOTS, Clean 360, Oakland, CA; dining with Civilization, restaurant/catering, FL and Mandela Grocery, West Oakland, CA.

**Floor Plans**

Two sets of floor plans for the construction of the AAHRC are included, and the drawings reflect space for:

- Multi-purpose room with max. capacity of 250
- Hallway with space for 50 lockers
- Three Storage Rooms
- One Utility Room with sink
- Two Classrooms with max. capacity of 50, plus chairs and one large desk
- Two Therapy Rooms with max. capacity of 10 and 6, plus desk and chairs
- One Medical Screening Room with max. capacity of 4, plus 1 examination table, medication cabinet, small desk and two chairs
- One Dance Studio with max. capacity of 50, plus dance bar
- One Library with Skylight with max. capacity of 100, plus shelves for books and displays and built-in AV equipment, as well as a Children's Section and a subdivision for the South Berkeley Legacy Project
- Reception/Greeting area with max. capacity of 25, plus Staff Work Station
- Game Room with max. capacity of 30
- Commercial/Learning Kitchen with max. capacity of 12
- Children's Play Room with max. capacity of 25
- A Garden Patio with max. capacity of 100
- Four/Six ADA Bathrooms (one with a shower)

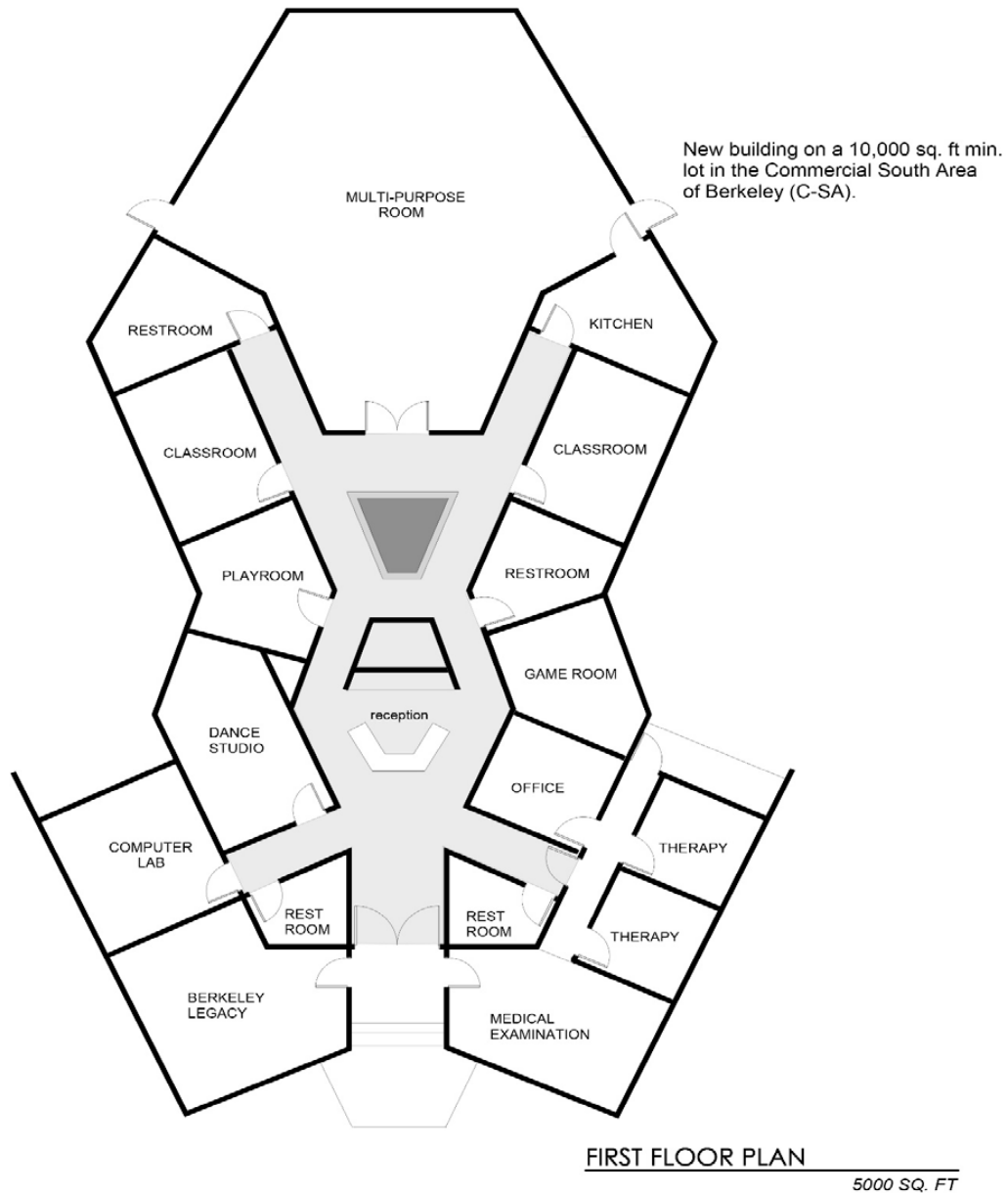


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**Figure 4** – Floor plan A is a single-story building 5,000 square feet in size. The design of the facility is based on the shape of an ancient Ghanaian Adinkra Symbol that means Unity and Community. Rooms and spaces in the building were strategically positioned.

**Figure 4: Floor Plan A**

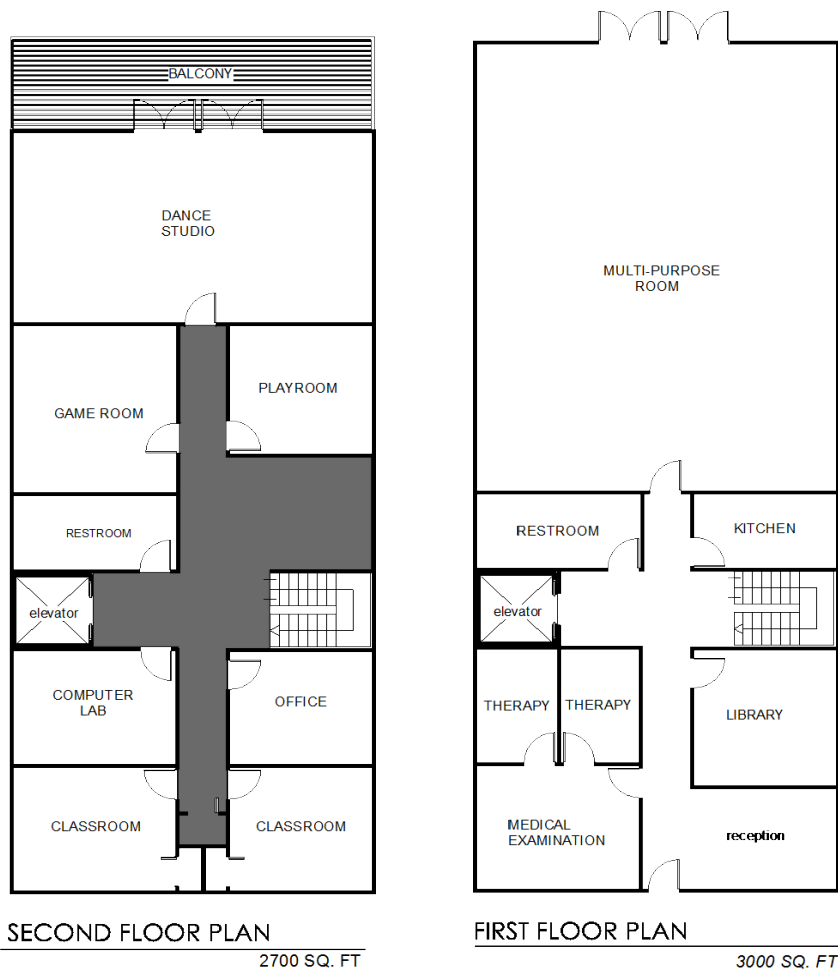


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**Figure 5** – Floor plan B is a two-story building that is 5,700 square feet in size; additional space is required to accommodate a stairwell. Rooms and spaces in the building were strategically positioned.

**Figure 5: Floor Plan B**



Prospective rehabilitation of an existing building on a 5000 sq. ft typical lot in the Commercial South Area of Berkeley (C-SA)

**African American Holistic Resource Center  
Berkeley, California****Feasibility Study, 2018****Financing Requirements, Construction, and Rehabilitation**

There are numerous factors to consider regarding the financing required to build a facility of this magnitude, especially as it relates to building materials and construction charges. The AAHRC is proposed to be an environmentally-friendly constructed space and it is a known fact that green buildings cost more upfront to build, however at some point savings begin to accrue. The intent is for the AAHRC to be a state-of-the-art green building.

When projecting the costs for this project it is important to consider the size of the building construction team, timeline and completion date, and certain building codes that may impact fees and the overall costs of the construction project. Also, expenses associated with city and county regulations that involve items such as zoning, environmental health standards and annual property taxes (if the building is owned) can change the estimated cost for a project.

Expenditures associated with development of the AAHRC might consist of purchasing land and/or the soft and hard costs for the project. The soft costs are the architectural and legal fees, as well as consultants and financing charges, while hard costs relate to construction of the building. Currently, the estimated costs to build the AAHRC facility range from \$300 per square foot to \$380 per square foot. A projected space of 5,000-5,700 square feet to be used to develop the building will have a construction budget that ranges between approximately \$1.6 million to \$2 million. Seismic retrofitting of a building and any major structural changes will drive up the construction cost for this project; possibly increasing the budget by \$500,000 to complete the facility.

Table 11 outlines four building options and the estimated costs for each. Options 1 and 2 includes newly constructed one- and two-story buildings. Options 3 and 4 are rehabilitated one- and two-story buildings. The projected estimates are based on building facilities that are 5,000 square feet for a one-story facility and 5,700 square feet for a two-story facility. The purchasing of land is *not* included in these costs.

**Cost factors to consider**

- Land
- Design
- Construction
- Regulations

**Table 11: Estimates for New Construction vs. Rehabilitation** *(Project Cost In Millions)*

		<b>Min.</b>	<b>Max.</b>
<b>Option 1</b>	Construction (1 floor)	\$1.595	\$1.695
<b>Option 2</b>	Construction (2 floors)	\$1.852	\$1.905
<b>Option 3</b>	Rehabilitation (1 floor)	\$1.160	\$1.345
<b>Option 4</b>	Rehabilitation (2 floors)	\$1.311	\$1.425

Source: SABI Design Build

Option 2 appears to be the most expensive – A newly constructed two-story building.

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Option 3 is the least expensive – Rehabilitating of a one-story building.

Considering the significant demand for real estate in the Bay Area, it might be problematic to locate a vacant lot on which to build the AAHRC, and the costs associated with demolishing a structure on a site would not be cost effective compared to rehabilitation of a building. Rehabilitation seems to be the best route for this project; however, there are limitations with a rehabilitation construction project, such as:

- Constraints with the existing structure
- Required seismic upgrades
- Demolition cost cannot exceed 50% of new construction
- Design flexibility is limited
- Installation of new mechanical, plumbing, and electrical systems are more expensive

Funding and zoning regulations will determine the AAHRC's location and building design. The facility will be located in South Berkeley, in an area that is considered home to most African Americans.

**Key construction systems**

- Mechanical
- Electrical
- Plumbing

**Projected Annual Operational Budget**

The most important elements in an operational budget are building expenses, such as heating, cooling, electrical, and plumbing. The costs associated with these operating systems need to be budgeted for at several levels, including for vendor payments for service, maintenance and repairs and replacement costs.

Providing an annual operational budget for a new agency or program requires some room for uncertainties, because there are many unknowns associated with the operation of a new agency. Sometimes operational budgets are created from a percentage of the hard cost of a construction project. The projected annual budget for the AAHRC will range from \$1.5 – \$2 million dollars.

Agency Operational budgets include, but are not limited to:

- Building use
- Hours of operation
- Solar vs. traditional electricity
- Number of personnel/staffs
- Employee Benefits
- ADA accessibility
- Equipment needed for programming/services
- Office supplies
- Communication equipment
- Utilities
- Rent/Mortgage
- Food
- Annual property tax
- Furniture
- Appliances
- Insurance

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- Bank fees
- Legal fees

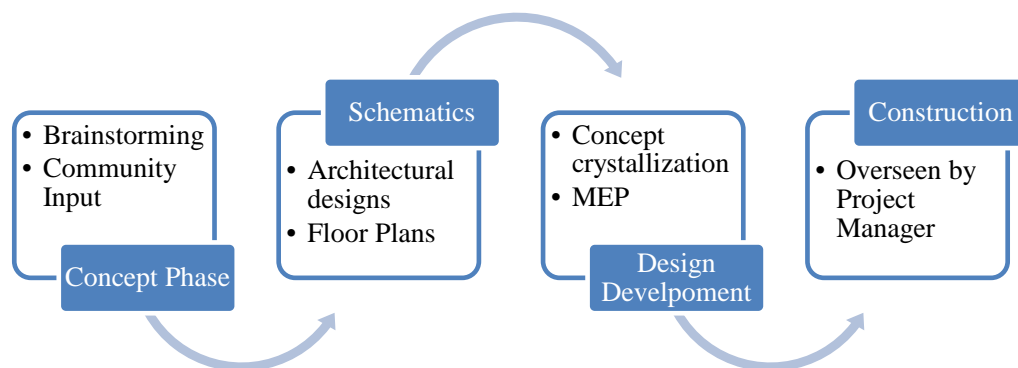
**Timeline for Completion of the African American Holistic Resource Center**

Completing the AAHRC can take between 18 months to 4 years. Various factors will determine the timeline for the project, such as obtaining funding for the project, securing the appropriate location and site acquisition, and construction of a new building or modifying an existing structure. As stated, current costs for this project could range between approximately \$1.6 million to \$2 million, and if too much time elapses before construction starts on the AAHRC facility the project costs will increase. It is crucial that financing for this project is secured, as soon as possible, in order to build the AAHRC within the suggested timeframe.

**Below is a general process for facility development and its impact on timelines.**

- **CONCEPT PHASE:** During the concept phase, ideas are conceived through a process of brainstorming sessions, research, community outreach and input, and the overall shared vision of the proposed facility.
- **SCHEMATICS:** The schematics phase is when creation takes place; architects design diagrams, graphics, floor plans, charts, and make presentations.
- **DESIGN DEVELOPMENT:** In this phase the concept crystallizes into the architectural, electrical, mechanical, and structural systems of the building and blueprints are also crafted.
- **CONSTRUCTION:** During the construction phase, the Project Manager oversees all facets of the project through completion.

**Figure 6: Facility Development Process**



These project stages can be sequenced or sometimes they overlap, however it is the responsibility of the Project Manager to direct and monitor the entire development of the construction project.

**Factors that will Impact the Timeline for this Project:**

- Obtaining enough funding for the entire development
- Hiring the appropriate professionals to oversee the project

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- 
- Securing property and/or land for the facility
  - Adhering to all zoning and building construction compliances and regulations
  - Additional time may be needed to address possible complications with the project

**Potential Locations for the AAHRC (Further Consideration and Discussions Needed)**

Technical experts who were interviewed for this project offered suggestions for location of the AAHRC. Members from the AAHRC Steering and Community Leadership Committees and other community residents also provided location suggestions for the facility. Most of the site suggestions received both pros and cons from community members. Below are the location recommendations:

- **People's Bazaar:** 3258 Adeline Street, Berkeley, CA – The AAHRC Steering Committee views this property as a perfect fit to build the AAHRC on. The size of the building is 5000 square feet with a back yard, it is located in the hub of South Berkeley's business area, and it is centrally located to buses and BART. Members from the AAHRC Steering Committee spoke with the owner of this property about the AAHRC being housed at this location. The recommendation is for the City of Berkeley to purchase the property and rehab it into the desired AAHRC.
- **Private Property:** 2901 Adeline Street, Berkeley, CA – This property was suggested for consideration by a local business owner and holistic health professional at a community meeting. This location would either need to be purchased or donated to the community in order to build the AAHRC on it. The other concern with this property is that the size is inadequate to support the required 5000-6000 square feet for the center.
- **Private Property, Euwell's Cleaners:** 1806 Alcatraz Ave, Berkeley, CA – Currently this private property is vacant. This building was used as a dry-cleaning service, therefore additional steps will need to be taken to mitigate the environmental issues. The use of this structure for the AAHRC will increase the building construction cost and timeline for the project, given the chemical contamination of the building.
- **Local Black Churches:** Berkeley, CA – A few local Black Churches may be interested in a collaborative project for an AAHRC. Along with issues of autonomy for the center, there may also be potential conflict of interest, as it relates to some of the activities that the AAHRC may want to sponsor such as parties, musical concerts, and rental space for community events.
- **Private Property:** Oregon and King Street, Berkeley, CA – At a community meeting a resident recommended that the center be built on this site. However, the property would need to be purchased and/or donated to the AAHRC.
- **The Black Repertory Group (BRG):** The BRG was suggested as a location for the AAHRC by stakeholders from outside of the Black community; people who don't understand the historical value and meaning that the BRG represents to the Black community. The BRG is a historical legacy in Berkeley, the Bay Area, and beyond. It has ties to famous Black actors, actresses, comedians and political figures in the Black community. Besides the historical context of the BRG, the African American community has other objections to the use of this location for the AAHRC and the primary reason is the Black community believes they should have more than one or two buildings dedicated

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to their community in Berkeley. The AAHRC Steering Committee members and BRG representatives discussed the prospect of housing the two agencies within the BRG building and both groups agreed it would not be an ideal fit to co-locate both organizations in the one building. Not to mention the negative fallout that would more than likely occur within the Black community and throughout the East Bay, if the AAHRC was housed in and/or took over the BRG building. Dismantling of the BRG in any way would more than likely produce a strain and protest within the African American/Black community in Berkeley and the Bay Area.

- **The AAHRC and the Adeline Corridor Planning Process:** During the past 3 years members from the AAHRC Steering Committee attended various forums and meetings that were hosted by the Adeline Corridor Planning team. Members made the suggestion to include the AAHRC in the planning process for the corridor, and AAHRC members met with city staff working on the Adeline Corridor project in order to continue the discussion about the AAHRC and the city planning project for the Corridor. Also, the City of Berkeley Planning Director, who is overseeing the Corridor Planning process, attended one of the AAHRC Community Leadership meeting to hear residents' concerns about the Adeline Corridor Planning process. The AAHRC membership has at each engagement stated that they would like the AAHRC to be a part of the Adeline Corridor project in an effort to ensure that the voice of the Berkeley African American community is part of future plans for the Adeline Corridor. The AAHRC will be incorporated into the Adeline Corridor Plan; however, that is only one option for the development of the facility. The AAHRC Steering Committee is looking at numerous options to get the center built and operational by 2021.

**Factors to Consider for the Location of the AAHRC**

The optimal location for the AAHRC must take into account various issues associated with the facility and community members, such as cost of constructing or rehabbing a building, the facility design and space, transportation (BART and bus accessibility), parking availability, community comfortability with the space, and safety concerns.

It is important to challenge the notion that "If we build it, they will come." Case in point: a state-of-the-art development in San Francisco was built for formerly incarcerated individuals. It included a clinic, library, classrooms, and meeting space. There was a problem with the usage of the agency; anticipated use of the services was calculated to be high. However, it was discovered that the re-entry population that this service was designed for did not feel comfortable going to the facility, because it was located near the courthouse and jail. Therefore, it is vital to get input from residents, clients and/or stakeholders throughout the entire process; starting with the conception of the development through the completion of the project, and the ongoing operations of the organization or service.

The collaborative efforts of the AAHRC Steering and Community Leadership Committees, along with city staff, working with the Berkeley community will ensure that a suitable location is secured for the AAHRC in the city and that the facility is built, and culturally congruent services are delivered to the African American community in Berkeley.

**African American Holistic Resource Center  
Berkeley, California****Feasibility Study, 2018****OBJECTIVE 5: FEASIBILITY FOR AN AFRICAN AMERICAN HOLISTIC  
RESOURCE CENTER IN SOUTH BERKELEY**

Based on this feasibility study the African American community, city officials, and other stakeholders in the City of Berkeley believe that the AAHRC is needed for the African American community, in order to address inequities and disparities in health, mental health, education, and other socioeconomic issues that negatively affect this population in Berkeley. The community assessment process identified the lack of effective culturally-appropriate services for African Americans and it highlighted the need for effective approaches and models.

There is no question from the findings in this feasibility study that the African American community in Berkeley wants and will use the services at the AAHRC. Survey respondents also indicated that they will support and advocate for the AAHRC at City Council meetings, attend community meetings, and they also plan to share information with family, friends, and their networks about the project.

The 2013 and 2018 City of Berkeley Health Status Reports document an ever-increasing sick and dying African American population in Berkeley. The health inequities outlined in the reports suggest that it is essential that a major paradigm shift be made in regard to improving the health and wellbeing of Black residents in the City of Berkeley. The African American Holistic Resource Center can be the catalysis needed to decrease inequities and disparities for African Americans in the city.

The AAHRC is feasible for the following reasons:

- The project has community support, as well as backing from elected officials, community leaders, and other stakeholders in the city of Berkeley.
- Potential funding sources have been identified and can support the financing needed to develop the AAHRC.
- There are several possible locations to house the Center, along with conceivable new development that may be viable where the AAHRC could reside.
- Similar African American/Black Resource Center models are currently in place within the region and can be used to help shape the AAHRC ongoing development process.
- Having the AAHRC incorporate a co-op generated revenue source can provide funding towards the operation of the agency and assist with sustainability of the center. This model can also serve as an empowerment tool for the African American community.
- The City of Berkeley is in need of an effective service delivery strategy, such as the AAHRC which can assist with decreasing inequities and disparities, as it relates to the Black community in the city.

**RECOMMENDATIONS**

Based on the findings of the AAHRC feasibility study, below are recommendations for next steps for the development of the AAHRC in South Berkeley. The City of Berkeley will need to invest additional funding and support to this project, in order for it to come to fruition.

**Acquisition of Professional Expertise in the Areas of Funding and Building Design**

- Hire a Fund Developer and/or Grant Writer
- Obtain a Real Estate Agent/Broker to assist with securing building
- Secure an Architect to draft facility design/blueprints



**African American Holistic Resource Center  
Berkeley, California****Feasibility Study, 2018****Secure Physical Location for the AAHRC**

- Identify location to house the facility (*Recommended Property-People's Bazaar*)
- Decide if an existing building will be rehabbed or a newly constructed facility will be built

**Fundraising Campaign**

- Establish a building fundraising campaign
- Engage community members in fundraising activities
- Contact local Berkeley businesses for donations and support

**Marketing and Promotions**

- Secure professional support in marketing and branding for the AAHRC
- Use social media, such as, but not limited to Facebook and Instagram for effective communication and outreach
- Create a website for the AAHRC

**Continued Community Engagement**

- Provide ongoing updates to community survey respondents
- Continue to engage community members and leaders in the AAHRC project process
- Conduct ongoing community presentations and forums about the AAHRC

**OBJECTIVE 6: CONSULTANT WILL WORK CLOSELY WITH CITY STAFF AND THE AAHRC COMMITTEES TO MAINTAIN FIDELITY TO THE PROJECT**

Throughout the process of this feasibility assessment the consultant collaborated with several members from the AAHRC Steering Committee and City Staff in order to produce this study. The consultant attended community meeting, forums, and planning sessions in an effort to include as many community voices as possible in this process. Several AAHRC Steering Committee members provided input and assisted with the writing of this feasibility report.

**CONCLUSION**

In summation, most African American/Black community members who live, work and/or have a connection to Berkeley believe that the City of Berkeley needs to show their community a sign that they are valued citizens and that *their lives matter*. Currently, in the City of Berkeley African Americans represent approximately 7% of the population, yet they have the worst outcomes and/or highest penetration rates in areas such as Health, Mental Health; Homelessness; Unemployment; Displacement out of Berkeley; Living in Poverty; Racially Profiled by BPD; Failing Students in BUSD; as well as, a Shorter Life Expectancy than any other racial or ethnic group in the City of Berkeley.

An investment in the Black community in the City of Berkeley is needed and required, in order to address the issues associated with inequities and disparities for this population. Advocacy and funding for the development of an African American Holistic Resource Center should be a top priority for every city official, city department head, and all large-scale organizations and corporations in the city. With financial support and collaboration from all the aforementioned entities the AAHRC could be built and operational within the next two years, which would allow for the healing and restoration process to begin for African Americans in the city. The City of Berkeley should take every step possible to build an African American Holistic Resource Center and have it be a beacon of light and hope for Berkeley's Black community.

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**African American Holistic Resource Center**

**Providing a Culturally Centered  
Engagement System of Care**

**African American Holistic Resource Center  
Berkeley, California**

**Feasibility Study, 2018**

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## **APPENDIXES**

**African American Holistic Resource Center  
Berkeley, California****Feasibility Study, 2018****A. Publications featuring architect expert Deanna Van Buren**

Link to Article: [http://www.architectmagazine.com/practice/deanna-van-buren-and-kyle-rawlins-designing-justice-designing-spaces\\_o](http://www.architectmagazine.com/practice/deanna-van-buren-and-kyle-rawlins-designing-justice-designing-spaces_o)

**B. Profiles of Expert Architects**

1. [Deanna Van Buren](#)
2. [James Thornton](#)
3. [Ray Fambro](#)
4. [SABI Design Build Architect Design Firm](#)

**C. Survey Questions**

1. First Name
2. Last Name
3. Best Email Address to Reach You
4. Best Phone Number to Reach You
5. How do you identify in terms of race/ethnicity? (Options provided: Black/African American, White, Asian, Latino, Mixed race, Other)
6. What is your relationship to Berkeley? (Options provided: I currently live in Berkeley, I used to live in Berkeley, I have family that live in Berkeley, I work in Berkeley, I worship in Berkeley, I attend school in Berkeley, My child/children attend school in Berkeley, I am actively involved in an organization that is based in Berkeley, I own a business that is based in Berkeley, Other)
7. If you used to live in Berkeley, what is the reason you moved out of Berkeley?
8. Are you familiar with the African American Holistic Resource Center plans? (Yes or No)
9. If you answered yes, how did you learn about the African American Holistic Resource Center?
10. Did you participate in a discussion circle? (Yes or No)
11. Are you aware that the African American/Black Professionals & Community Network and the Berkeley NAACP are leading the effort to develop the AAHRC? (Yes or No)
12. Is there a need to have an African American Holistic Resource Center in South Berkeley? (Yes or No)
13. Please explain why or why not.
14. Why would you want to use the AAHRC?
15. Which of the following services and/or activities to be offered at the AAHRC would you use? Please rate your top 5 priorities with 1 being the highest priority and 5 being the lowest priority. (Options provided: Health Education, Health Screenings, Mental Wellness Services, Educational Support, Cultural Events, Legal Support, Social Programs, Recreational Activities, Financial Education)
16. What other services and/or activities would you like to have provided at the AAHRC?
17. Which of the following ways would you be willing to support the AAHRC? (Options provided: attend City Council meetings to advocate for the AAHRC, attend community meetings related to the AAHRC, share information about the AARHC with family, friends, neighbors, and others in your network, Other)
18. What is the best way to contact you? (Options provided: Email, Phone Call, Social Media, Text Messages, Other)

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19. Please include additional comments you have about the African American Holistic Resource Center.

**Survey Data Tables****Table A.1:** Reasons Why There is a Need for the AAHRC in South Berkeley

<b>THEME</b>	<b>CORRESPONDING QUOTE</b>
<b>Black-centered space with culturally appropriate services</b>	<p>“Black people need to be better served in Berkeley.”</p> <p>“The African American community needs a space to concentrate and meet to develop strategies to support its members. The stresses of living/working in an urban area necessitate it.”</p> <p>“Berkeley’s Black/AA’s residents are being displaced, mistreated from police, facing major health disparities, and generally not treated like valuable members of the city by non-Black residents. This center, like other existing programs like Healthy Black Families, has the potential to support [the] decrease [of] health disparities by providing culturally-based services.”</p>
<b>Haven for the Black community</b>	<p>“Need a place to de-stress and place to keep up the spirit and energy to struggle.”</p> <p>“The data proves there is a need to address the crisis Black people face every day.”</p>
<b>Autonomy, collective power and visibility</b>	<p>“We need a space of our own to be proud and a place to meet and organize.”</p> <p>“We need an autonomous space and collective power to keep even a small AA community footprint in Berkeley.”</p> <p>“There needs to be a central place that Black community organizations can offer their services as a unified front and meet in a culturally-relevant environment.”</p> <p>“We need a resource center in order to pool our collective efforts, pertaining to Black [people].”</p>
<b>Adequate resources and information</b>	<p>“Financial literacy; job training.”</p> <p>“Collectivism; Resources.”</p> <p>“To create more resources for the African American community.”</p>
<b>Anti-gentrification</b>	<p>“Yes, because of gentrification, we need to hold our space in Berkeley because it’s our home and we belong.”</p> <p>“My perception is that Black people in Berkeley are being pushed on by the cost of living so any initiative to alleviate those costs (healthcare, housing, etc.) would likely be very helpful.”</p>
<b>Need for holistic health care and access to quality healthcare services</b>	<p>“I feel [that] current medicine does not address the concerns and needs of African Americans.”</p> <p>“To help Black people feel respected and heard when seeking healthcare services and to enhance mental, physical, and spiritual health of African Americans.”</p> <p>“With rampant racism in our society, we need to promote our emotional health.”</p>

**African American Holistic Resource Center  
Berkeley, California****Feasibility Study, 2018****Table A.2: Reasons Why the Community Wants to Use the AAHRC**

<b>THEME</b>	<b>CORRESPONDING QUOTE</b>
<b>Welcoming and culturally congruent services and staff</b>	<p>“The staff and professionals would understand the needs of African Americans.”</p> <p>“It would relate to me as an African American.”</p> <p>“It would be a comfortable place to seek help.”</p>
<b>Community connection</b>	<p>“To have a safe space to be in community where I would feel welcome and supported.”</p> <p>“To help me further connect with the Black community.”</p>
<b>Community protection</b>	<p>“Much needed way to grow and protect Black community and Berkeley children.”</p>
<b>Holistic health approach</b>	<p>“For health services in case I can’t reach my health provider.”</p> <p>“Natural whole healing.”</p> <p>“For everything holistic.”</p> <p>“To maintain balance and mental health, spiritual, and physical.”</p> <p>“Support group for grief and health issues impacting the AA community.”</p> <p>“Regular access to holistic health service.”</p>
<b>To teach or conduct a workshop</b>	<p>“To teach poetry; creative writing; vision board.”</p> <p>“I could teach.”</p>
<b>Financial services</b>	<p>“Financial health.”</p>
<b>Events/social</b>	<p>“Social.”</p> <p>“Meeting place for events.”</p> <p>“For networking and event rental space.”</p>

**African American Holistic Resource Center  
Berkeley, California****Feasibility Study, 2018****Table A.3:** Additional Services Requested from the AAHRC

<b>THEME</b>	<b>CORRESPONDING QUOTE</b>
<b>Financial services</b>	“Life skills and money management.” “Credit support.”
<b>Support for small business</b>	“Innovative Entrepreneurial/ economic development programming for POC.” “Retail space for Black-owned businesses.”
<b>Healthy eating and active living</b>	“Food discussions to change our behavior regarding sugar.” “Gardening and family exercise.” “Physical activity, yoga, meditation.”
<b>Support throughout life span</b>	“Pregnant and parenting support.” “Elder support.”
<b>College preparation and youth mentorship</b>	“Workshop session on attending college.” “Mentorship for youth.”
<b>Relationship bonding</b>	“Relationship support.”
<b>Employment support</b>	“Employment resources.” “Job training.”
<b>Unhoused community support</b>	“Programs to help the homeless and alcohol/drug addicted.”
<b>The arts</b>	“Creative writing and poetry.” “Black Art and photography.”
<b>Social/recreational</b>	“Monthly potluck and game night.” “Gallery or concert hall for live performance.”

**African American Holistic Resource Center  
Berkeley, California****Feasibility Study, 2018****Table A.4:** Community Willingness to Support the AAHRC

<b>Type of Support</b>	<b>#</b>	<b>Percentage</b>
Attend City Council meetings	49	52%
Attend community meetings	52	55%
Share AAHRC information with network	74	78%

**Note:** The totals above are more than the total number of surveys because respondents were prompted, where applicable, to select more than one option for this question. 95 survey respondents answered this survey question (n=95).

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**ATTACHMENTS**

- A. Community Survey Raw Data
- B. Community Stakeholders List
- C. Potential Funders List



<b>Community Stakeholders List</b>				
First Name	Last Name	Title	Company/Organization	Other Affiliations
Barbara	White	Member	AAHRC Steering and Community Leadership Committees	AABPCN, BNAACP, and AASCHW
Babalwa	Kwanele	Member	AAHRC Steering and Community Leadership Committees	AABPCN, BNAACP, and PCAD
Starla	Gay	Member	AAHRC Steering and Community Leadership Committees	AABPCN and HBF, Inc.
Irma	Parker	Member	AAHRC Steering and Community Leadership Committees	AABPCN, BNAACP, and PCAD
Mansour	Id-Deen	Member	AAHRC Steering and Community Leadership Committees	BNAACP
Richie	Smith	Member	AAHRC Steering and Community Leadership Committees	Friends of Adeline, BNAACP, and PCAD
Dr. Vicki	Alexander	Former Member	AAHRC Community Leadership Committee	HBF, Inc.
Willie	Phillips	Member	AAHRC Community Leadership Committee	Friends of Adeline and BNAACP
Dr. Derehia	Duval	Member	AAHRC Community Leadership Committee	AASCHW and PCAD
Ayanna	Davis	Member	AAHRC Community Leadership Committee	HBF, Inc.
Ken	Tramiel	Member	AAHRC Community Leadership Committee	BJCC and BNAACP
Sean	Scott	Member	AAHRC Community Leadership Committee	BRG
Dr. Mona	Scott	Member	AAHRC Community Leadership Committee	BRG
Spencer	Pritchard	Member	AAHRC Community Leadership Committee	BHS/BSU and UCB
Ifechukwu	Okeke	Member	AAHRC Community Leadership Committee	BCC/BSU
Tajmac	Payne	Member	AAHRC Community Leadership Committee	Friends of Adeline and BNAACP
Calistro	Veasey	Member	AAHRC Community Leadership Committee	Berkeley Business
Tony	Chapelle	Member	AAHRC Community Leadership Committee	Berkeley Business

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Brianna	Brooks	Member	AAHRC Community Leadership Committee	UCB
Jesse	Arreguin	Mayor	Berkeley City Council	
Ben	Bartlett	Council - District 3	Berkeley City Council	BNAACP and AAHRC Community Leadership Committee
Cheryl	Davila	Council - District 2	Berkeley City Council	
Lori	Droste	Council - District 8	Berkeley City Council	
Sophie	Hahn	Council - District 5	Berkeley City Council	
Kate	Harrison	Council - District 4	Berkeley City Council	
Linda	Maio	Council - District 1	Berkeley City Council	
Susan	Wengraf	Council - District 6	Berkeley City Council	
Kriss	Worthington	Council - District 7	Berkeley City Council	
Max	Anderson	Former District 3 Councilmember,	Berkeley City Council	
Dee	Williams-Ridley	City Manager	City Manager's Office	
Paul	Buddenhagen	Deputy City Manager	City Manager's Office	AAHRC Community Leadership Committee
Keith	Carson	A C Supervisor, District 5	Alameda County Board of Supervisors	
Dr. Marvis	Peoples	Reverend	Liberty Hills Baptist Church	
Elizabeth	Coleman	Reverend	McGee Avenue Baptist	
Michael	Smith	Pastor	McGee Avenue Baptist	President of BEMA - Black Ecumenical Ministers Alliance
<b>ACRONYMS</b>				
AAHRC	African American Holistic Resource Center			
AASCHW	African American Steering Committee for Health and Wellness			
BCC/BSU	Berkeley City College - Black Student Union			
BHS/BSU	Berkeley High School - Black Student Union			
BJCC	Berkeley Juneteenth Cultural Celebrations			
BNAACP	Berkeley, National Association for the Advancement of Colored People			
BRG	Black Repertory Group			
HBF	Healthy Black Families, Inc.			
PCAD	Parents of Children of African Descent			

**African American Holistic Resource Center  
Berkeley, California****Feasibility Study, 2018****Table of Funding Sources**

<b>Organization</b>	<b>Type of Funding</b>	<b>Contact Department</b>	<b>Contact Information</b>	<b>Website</b>
Alta Bates/ Summit	Non-Profit Hospital	Community Benefit Manager	Community Benefit Coordinator, at (510) 869- 8226 or send an email to <a href="mailto:landmam@sutterhealth.org">landmam@sutterhealth.org</a>	<a href="http://www.altabatessummit.org/about/communitybenefit/cb_programs.html">http://www.altabatessummit.org/about/communitybenefit/cb_programs.html</a>
Bayer USA Foundation	Foundation: Non-Profit	Grants program Corporate Communications	100 Bayer Road Pittsburgh, PA 15205-9741 Telephone:(412) 777-2000	<a href="http://grantsoffice.com/GrantDetails.aspx?gid=27060">http://grantsoffice.com/GrantDetails.aspx?gid=27060</a>
Chan Zuckerberg Initiative	Private - Foundation High capital, public following	Chief Financial Officer and Head of Operations CZI Community Fund	E-Mail: <a href="mailto:community@chanzuckerberg.com">community@chanzuckerberg.com</a>	<a href="https://chanzuckerberg.com/">https://chanzuckerberg.com/</a>
City of Berkeley	Public- Government	City of Berkeley Contract Manager Vendor information	<a href="mailto:finance@cityofberkeley.info">finance@cityofberkeley.info</a> Phone: (510) 981-7200	<a href="https://www.cityofberkeley.info/Home.aspx">https://www.cityofberkeley.info/Home.aspx</a>
Community Housing Development Corporation	Private - Community, Large Development	Executive Director	1535 Fred Jackson Way, Richmond, CA 94801 (510) 412-9290 <a href="mailto:info@communityhdc.org">info@communityhdc.org</a>	<a href="http://www.communityhdc.org/">www.communityhdc.org/</a>
County of Alameda	Public - Government	Alameda County GSA	1401 Lakeside Dr # 10, Oakland, CA 94612 · (510) 208-9700	<a href="https://www.acgov.org/gsa">https://www.acgov.org/gsa</a>
East Bay Community Foundation	Private - Foundation	East Bay Community Foundation's portal <a href="https://eastbaycf.smapply.io/">https://eastbaycf.smapply.io/</a>	200 Frank H. Ogawa Plaza Oakland, CA 94612 <a href="mailto:info@eastbaycf.org">info@eastbaycf.org</a> (510) 836-3223	<a href="https://www.ebcf.org/">https://www.ebcf.org/</a>
Kaiser	Non-Profit Hospital	Community Benefit Manager	<a href="mailto:NCAL-CB-Programs@kp.org">NCAL-CB-Programs@kp.org</a> or call (510) 625-6370. Or Susanna Osorno-Crandall 510 752 1504 <a href="mailto:Susanna.Osorno-Crandall@kp.org">Susanna.Osorno-Crandall@kp.org</a>	<a href="https://share.kaiserpermanente.org/community-health/communities-serve/northern-california-community/grants/#funding">https://share.kaiserpermanente.org/community-health/communities-serve/northern-california-community/grants/#funding</a>

**African American Holistic Resource Center  
Berkeley, California****Feasibility Study, 2018**

Kapor Center for Social Impact	Private	The Kapor Center 2148 Broadway, Oakland, Ca 94612	510.488.6600 <a href="mailto:info@kaporcenter.org">info@kaporcenter.org</a>	<a href="https://www.kaporcenter.org/">https://www.kaporcenter.org/</a>
Microsoft		Non-Profit Program Eligibility	<a href="mailto:tsisales@microsoft.com">tsisales@microsoft.com</a>	<a href="https://nonprofitcontactus.microsoftcrmporals.com/contact-us/">https://nonprofitcontactus.microsoftcrmporals.com/contact-us/</a>
San Francisco Foundation	Private - Foundation	Equity Grants Program	<a href="mailto:info@sff.org">info@sff.org</a> One Embarcadero Center, Suite 1400 San Francisco, CA 94111	<a href="https://sff.org/">https://sff.org/</a>
The California Endowment	Private - Foundation	Building Healthy Communities	Oakland Office 2000 Franklin Street, 4th Floor Oakland, CA 94612 (510) 271-4300	<a href="https://www.calendow.org/">https://www.calendow.org/</a>
The Curry Family Foundation	Private- Non-Forfit	Grants	Steve O'Neill & Lee Ellen Curry 4900 Main St. Suite 210 Kansas City, Missouri 64112 <a href="mailto:lee@curryfoundationkc.org">lee@curryfoundationkc.org</a> Steve O'Neill email <a href="mailto:steve@curryfoundationkc.org">steve@curryfoundationkc.org</a>	<a href="http://www.curryfoundationkc.org/">http://www.curryfoundationkc.org/</a>
UC Berkeley	Public-Academic Institution	Chancellor's Community Partnership Fund.	email <a href="mailto:calpartnershipfund@berkeley.edu">calpartnershipfund@berkeley.edu</a> (link sends e-mail) or contact UC Berkeley's Office of Government and Community Relations at 510-642-7860.	<a href="https://chancellor.berkeley.edu/gcr/local-community/programs-initiatives/ccpf">https://chancellor.berkeley.edu/gcr/local-community/programs-initiatives/ccpf</a>
W.K. Kellogg Foundation	Private	Concierge Desk	<a href="mailto:conciergedesk@wkkf.org">conciergedesk@wkkf.org</a> (888) 606-5905	<a href="https://www.wkkf.org/grantseekers">https://www.wkkf.org/grantseekers</a>

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