



309 S. ASHLEY

ASHLEY & WILLIAM PARKING LOT

309 S ASHLEY

EXISTING CONDITIONS & CONTEXT

ZONING REQUIREMENTS

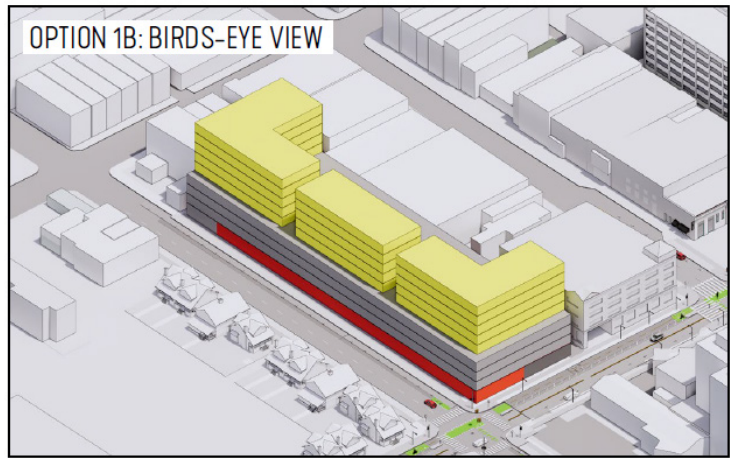
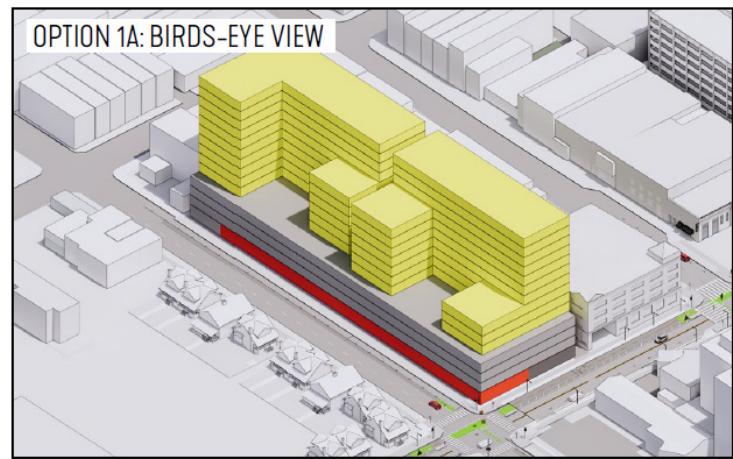
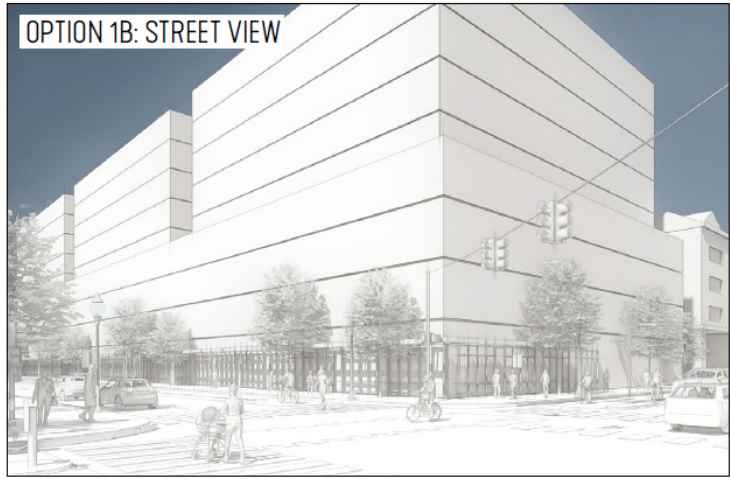
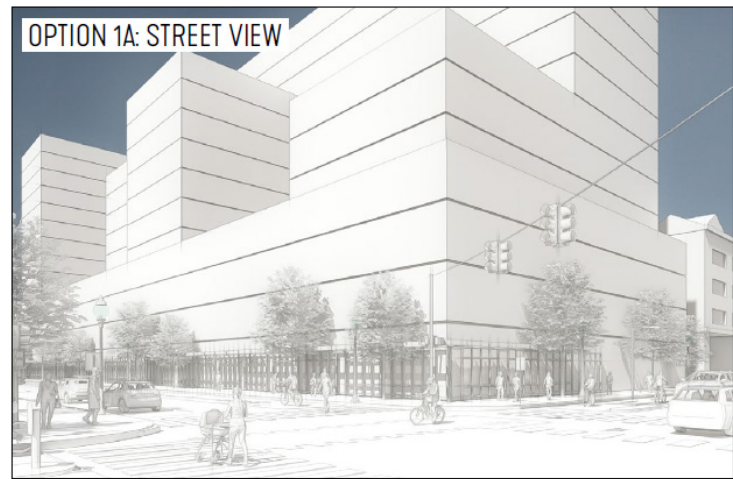
- Zoning District: D1 (High Density)
- Character Overlay District: Main St
- Lot Area: 53,750 SF
- FAR: 700% or 900% w/ Planned Project Affordable Housing Premium
- Max. Building Height: 180'
- Streetwall: 4 stories (max.) or 2 stories (min.)



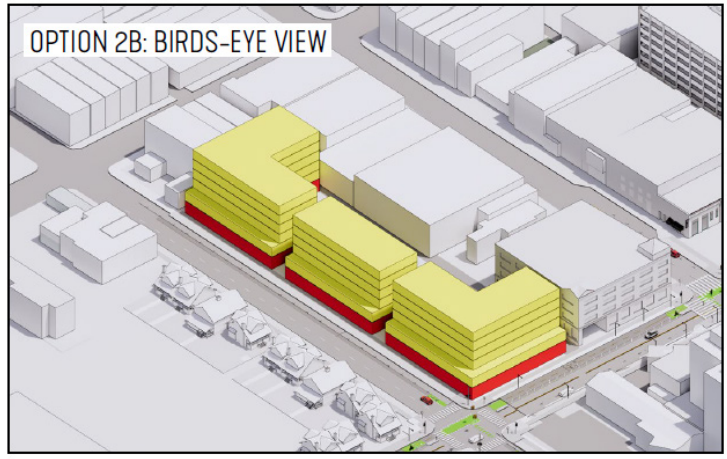
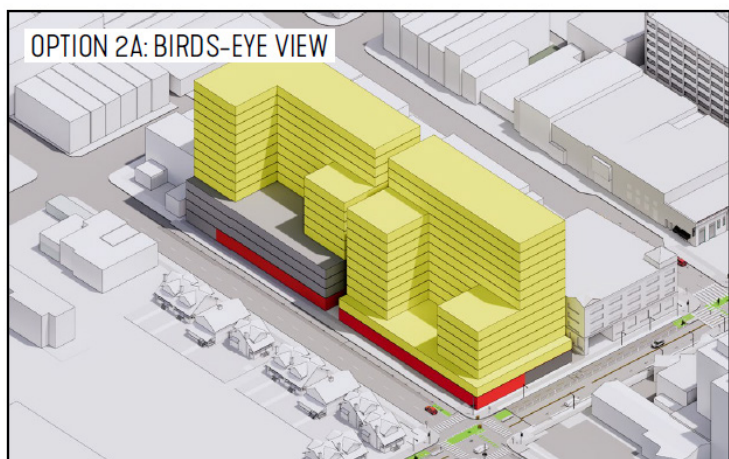
309 S ASHLEY

MASSING OPTIONS

OPTION 1: KEY DOWNTOWN PARKING SITE



OPTION 2: NOT A KEY DOWNTOWN PARKING SITE





309 S. ASHLEY

E LIBERTY ST

S MAIN ST

S ASHLEY ST

E WILLIAM ST

115 E. WILLIAM

4th & William
Parking Structure

216 W. WILLIAM

1st & William
Parking Lot

S 1ST ST

TREELINE
MASTER PLAN
ALIGNMENT



SURVEY RESULTS

OBJECTIVES

Item	Overall Rank	Rank Distribution	Score	No. of Rankings
Maximize affordable housing units for 60% Area Median Income (AMI) households on site	1		760	142
Activate the ground floor for public benefit	2		675	141
Develop a mix of housing unit types and prices	3		670	141
Provide parking on site	4		542	136
Appropriately scale down to the west and/or Main Street	5		520	135
Maintain some city ownership/control	6		429	129
Maximize market rate residential	7		377	129



LowestHighest

*Survey results as of 11/4/2020

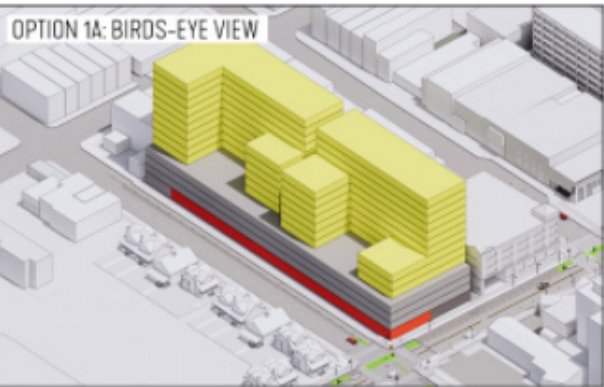
What objective is NOT needed?

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



OPTION 1A

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



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

TOTAL HOUSING UNITS: 450-500

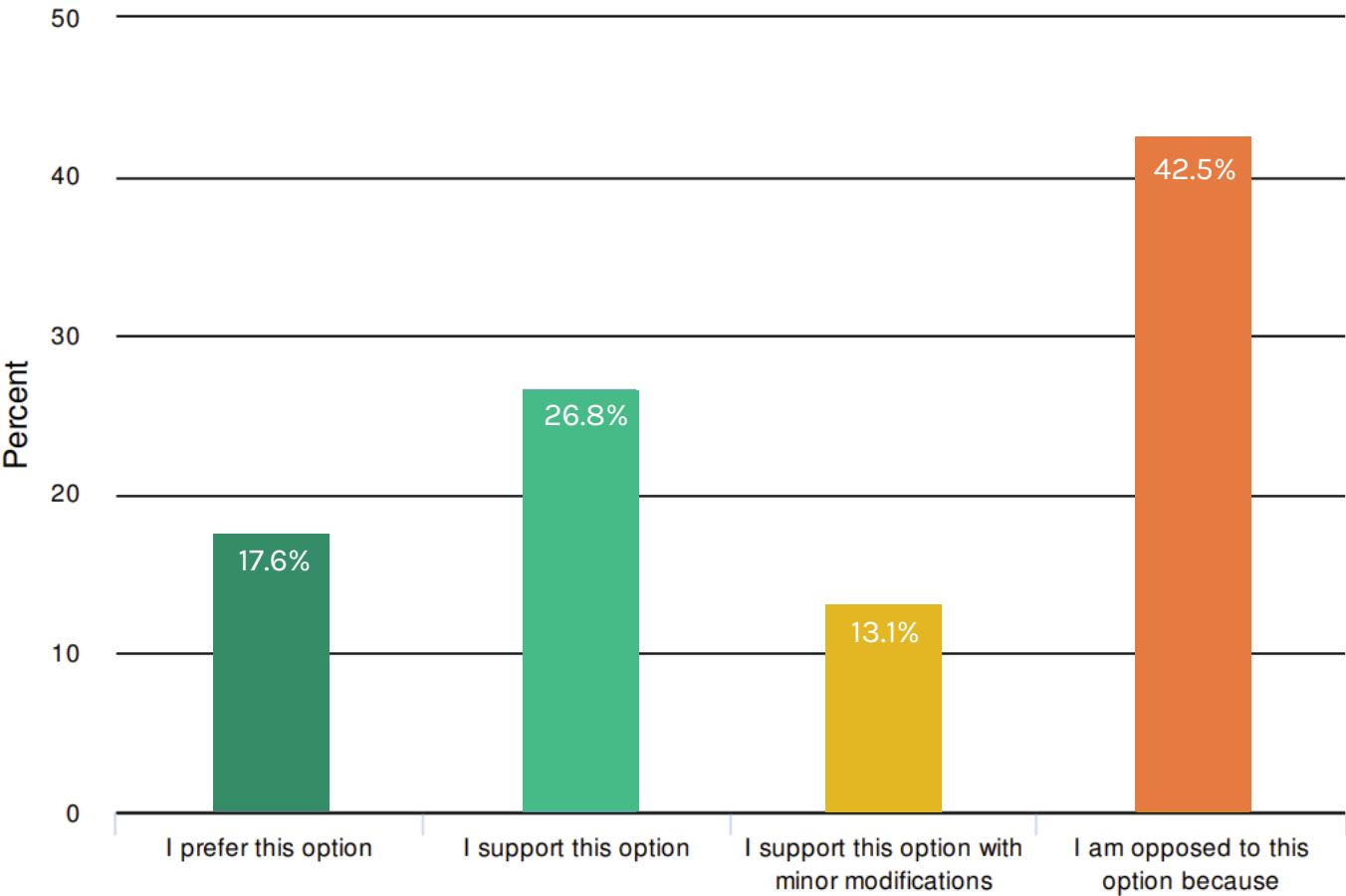
affordable units: **90-100 units (20%)**
market rate units: **350-400 units**

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

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

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

SURVEY RESULTS



This is what we've heard:

Likes:

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

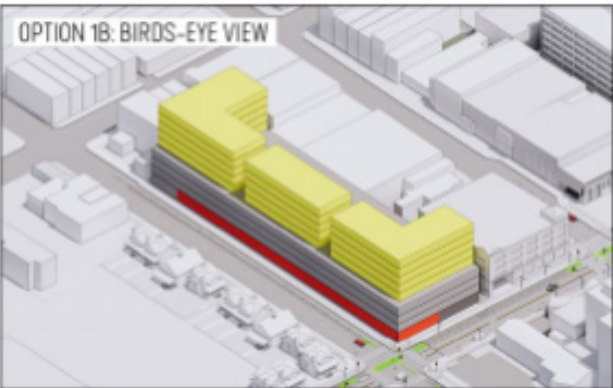
Improvements:

- Activate ground floor
- More affordable units
- Too tall



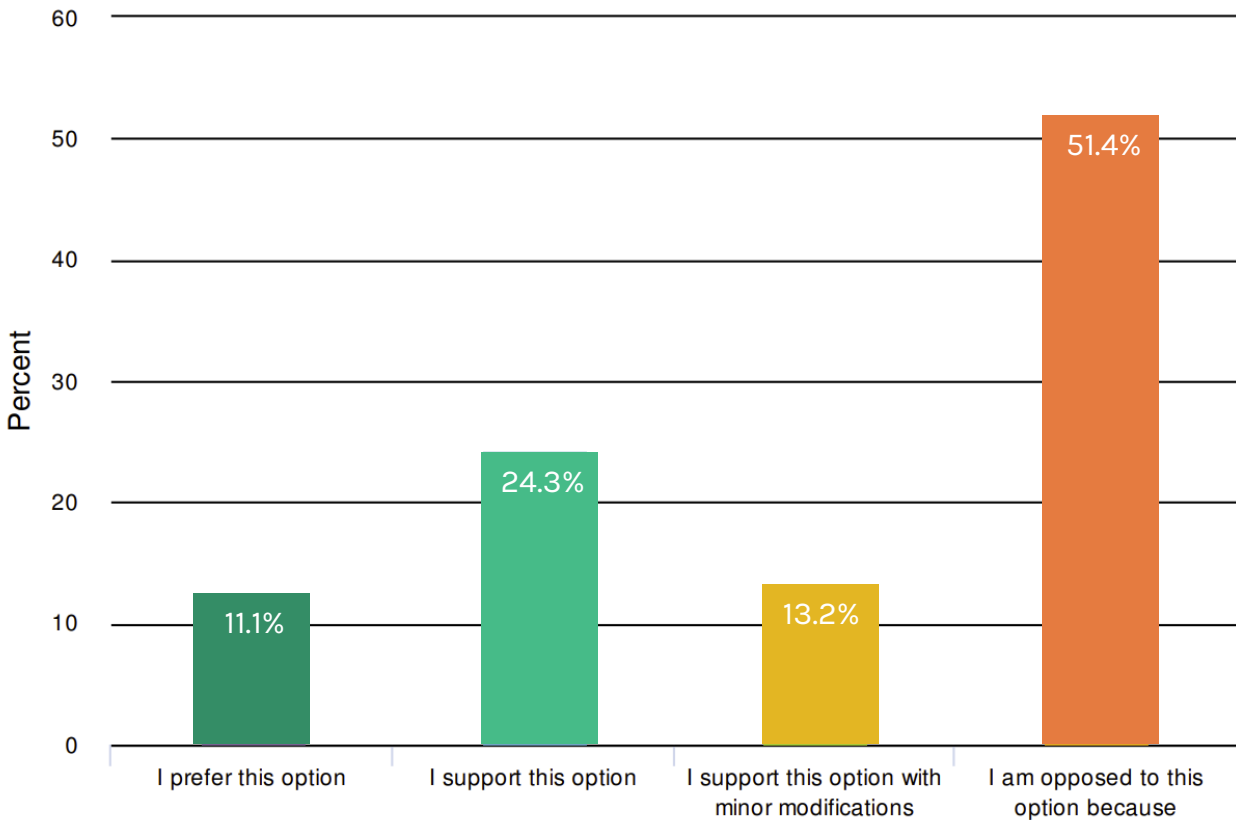
OPTION 1B

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



TRADE-OFFS		MIN	MAX
Provide Affordable Housing Units	Provide Market Rate Housing Units		
Density of Buildings	Height of Buildings		
Scales Down to the west and/or Main			
Potential Active Ground Floor	On-site Parking		
Financial Complexity / Risk	Financial Revenue		
TOTAL HOUSING UNITS: 150-200			
# affordable units: 30-60 units			
# market rate units: 120-170 units			
Floor-Area-Ratio: ~ 320%			
Height Feet (Floors): ~ 100-120' (10)			
Ground Floor GSF: ~20,000 SF			
300-350 Spaces			
Total Development Cost: ~\$40-50 Million*			
Potential Tax Revenue/YR: ~\$1-1.5 Million			
Ground Lease Revenue: N/A			
*Not Including \$20-25M for Parking Structure			

SURVEY RESULTS



This is what we've heard:

Likes:

- Break up of buildings

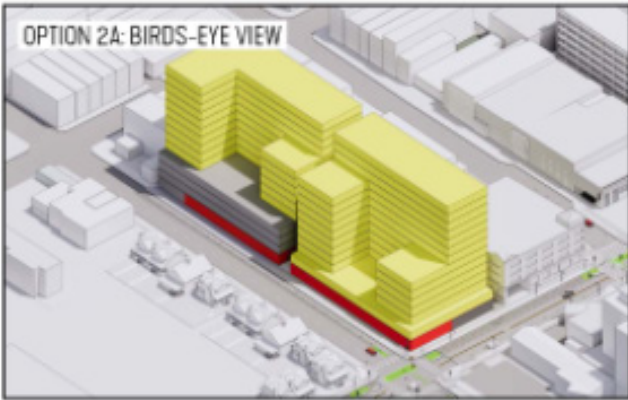
Improvements:

- Reduce parking
- More affordable units



OPTION 2A

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



TRADE-OFFS		MIN	MAX
Provide Affordable Housing Units		Progress bar (orange segment at ~75%)	
Provide Market Rate Housing Units		Progress bar (orange segment at ~75%)	
Density of Buildings		Progress bar (orange segment at ~75%)	
Height of Buildings		Progress bar (orange segment at ~75%)	
Scales Down to the west and/or Main		Progress bar (orange segment at ~25%)	
Potential Active Ground Floor		Progress bar (orange segment at ~75%)	
On-site Parking		Progress bar (orange segment at ~25%)	
Financial Complexity / Risk		Progress bar (orange segment at ~75%)	
Financial Revenue		Progress bar (orange segment at ~75%)	

TOTAL HOUSING UNITS: 450-500

affordable units: 90-100 units (20%)

market rate units: 350-400 units

Floor-Area-Ratio: ~ 900%

Height Feet (Floors): ~ 120'-150' (12-14)

Ground Floor GSF: ~20,000 SF

300-350 Spaces

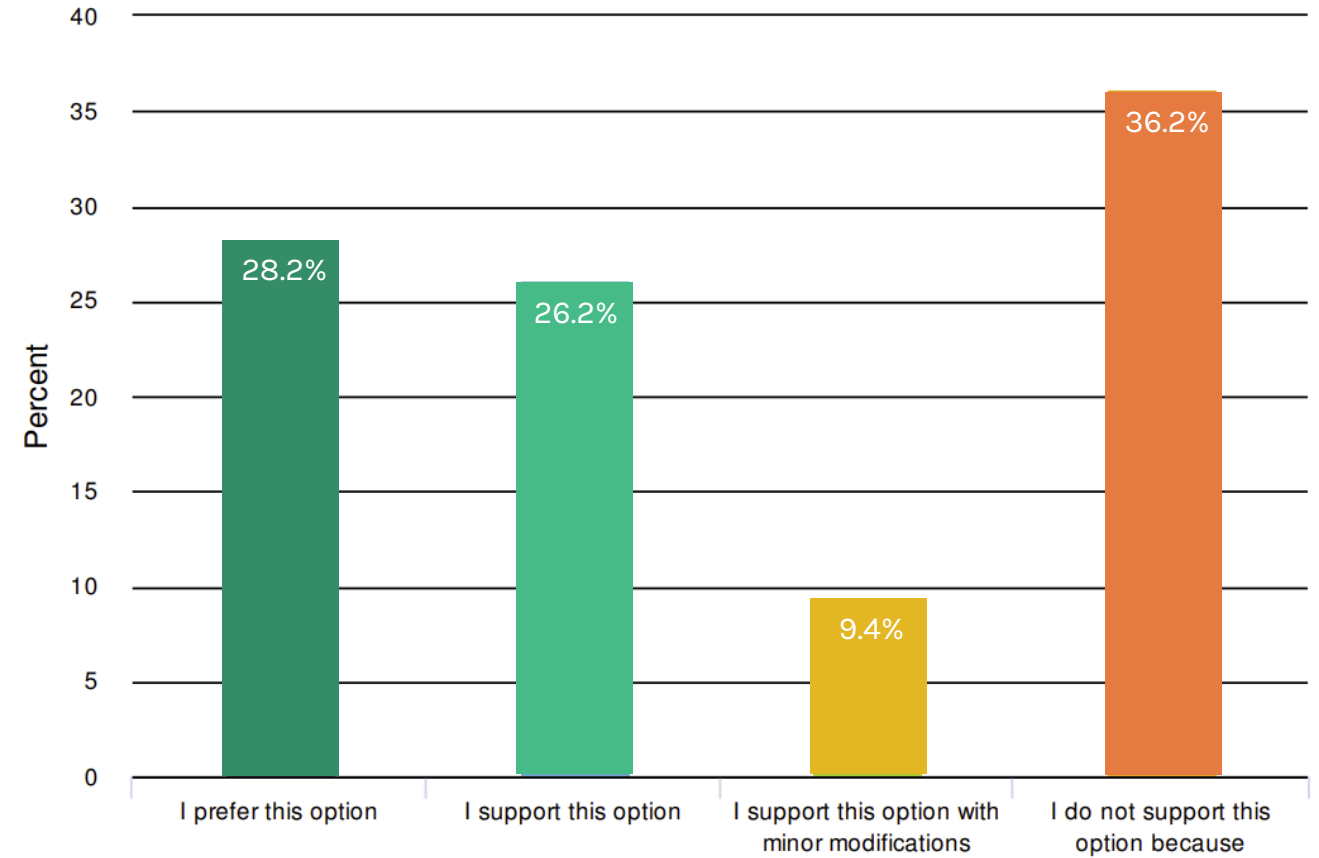
Total Development Cost: ~\$110-120 Million*

Potential Tax Revenue/YR: ~\$3-4 Million

Ground Lease Revenue: N/A

*Not Including \$10-12M for Parking Structure

SURVEY RESULTS



This is what we've heard:

Likes:

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

Improvements:

- Reduce height
- Below ground parking



SMITHGROUP

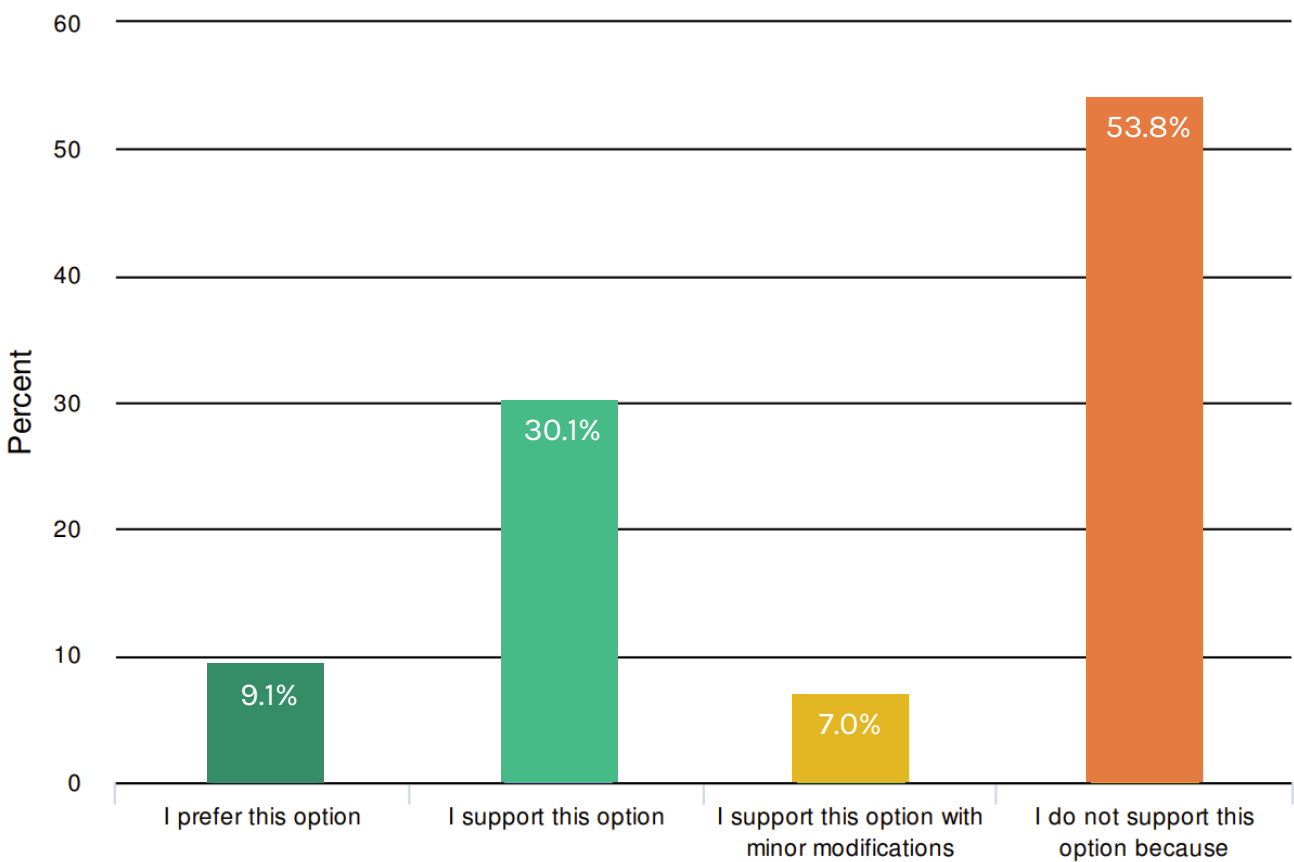
OPTION 2B

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



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

SURVEY RESULTS



This is what we've heard:

Likes:

- Scale/height
- Ground floor activation

Improvements:

- More units

