

Ashland Place

85 units of new rental and retail space in Ashland

Ashland Place intentionally draws attention to a busy intersection at East 14th and Kent Avenue, providing 85 rental apartments and 2,000 square feet of retail space that address the needs of low-income residents in the area. It is one of the substantial investments made by Alameda County to revitalize this unincorporated area to better serve its residents and bring new investment.



GreenPoint Rating (expected)
Completion: 2015

Vibrant, contemporary design creates a mix of unit styles and sizes, including flats and town-homes. Units include 29 one-bedroom, 29 two-bedrooms, and 27 three-bedrooms. Fifteen of the units are reserved for young adults between the ages of 18 and 24 who are at risk of becoming homeless.

RCD offers free onsite services to all residents, including computer access and training, workshops, and community-wide activities. First Place for Youth offers a program of intensive individual case management to the young adults in the 15 supportive units, who often don't have the usual family support as they transition to adulthood because they have been, for example, in the foster care system, a group home, or homeless.

To create a safer, more pedestrian-friendly street, construction included re-aligning Kent Avenue to streamline the intersection and create a small public plaza. Ground floor retail space at this prime corner location will open in 2017 as a community-based market and café, creating a market for local food related businesses and a retail job training and community gathering space. Ashland Place is also convenient to many existing retail and services, including Edendale Park and Edendale Middle School playfields, and REACH Ashland Youth Center. It is close to public transit lines and approximately one mile from Bay Fair BART.

Ashland Place apartments surround a large inner courtyard with a tree lined central green, built-in barbecue, children's play area, and a garden with raised planting beds for residents to use. Other amenities include a large multi-purpose community room, a computer center, laundry facilities, secured parking for 99 cars and 24 bicycles, and onsite offices for property management and resident services staff.

"This is an opportunity to be stable so my daughter and I can finally start to enjoy life and live it normally instead of moving around house to house. It was so stressful before when I didn't always know if I could find a place to stay for the night. I was speechless the first day I walked into my new apartment." Ashley L., resident

Residents' household income does not exceed 50 percent of the area median income (or \$46,750 for a family of four.) Rents for a three-bedroom unit start at \$701. In addition to deeply affordable rent, a major reduction in household cost is available through a partnership with AC Transit, with RCD providing one transit pass free to each household. Reducing these cost burdens for low-income people is a proven way to help residents increase their discretionary income and the stability of their households. For children especially, this means better educational outcomes and fewer health risks.

Unit Type and Rent Range

Size/Type	Rent Range at Completion in 2015*	% of Area Median Income**	Number of Units	Average Square Footage
1 BR	\$523 - \$871	30-50%	29	600
2 BR	\$627 - \$1,046	30-50%	29	900
3 BR	\$701 - \$1,208	30-50%	27	1200

* Subject to change. ** Based on Area Median Income in 2014 of \$93,500 for a four-person household, a qualifying household of four could have income up to \$46,450.

Project Amenities

- Community room with full kitchen and space for meetings and events
- On site resident supportive services, including counseling, referral and educational workshops
- Lushly landscaped courtyard with outdoor seating and community garden plots
- Secure on-site parking for cars and bicycles
- Convenient access to Bay Fair Mall and other retail and services, Bay Fair BART station, multiple bus lines, schools and parks, and Ashland Youth Center



Green Building Features

- GreenPoint Rating (expected)
- ENERGY STAR appliances in all units
- Energy-efficient, low mercury lighting
- Low-flow restrictors on bathroom and kitchen faucets
- Recycled content carpet and ground concrete flooring
- Low or no-VOC paints
- Formaldehyde-free cabinet boxes, counter top substrates, and building insulation
- Construction waste recycling plan that diverts 75% of construction waste from landfills
- Drought tolerant landscaping, bioswale drainage and filtration, and water permeable pavement

Sources of Funding

Alameda County Redevelopment Funds	\$16,589,846
Alameda County HOME Funds.....	\$880,000
Union Bank (lender)	\$1,349,100
Union Bank (investor).....	\$22,878,943
Total Sources of Funding.....	\$41,697,889
Construction financing provided by Union Bank	

Development Team

Developer: Resources for Community Development
 Architect: Kava Massih Architects

General Contractor: Branagh, Inc.