

Bell Street Gardens

Marketing and Lease Up Plan Guide

I. General Information

Bell Street Gardens is a 128-unit affordable housing community located at 38889 Bell Street, Fremont, CA, 94536. Thirty-one (31) units are set aside for residents with disabilities referred through East Bay Innovations as part of the 811 program. Seventeen (17) units are set aside for homeless households referred through the County of Alameda Homestretch Coordinated Entry program. The remaining seventy-eight (78) units, three of which are for households at-risk of homelessness, will be filled through the property waitlist via an application process and lottery, including the application of City and County preferences. Two units are reserved for property management staff.

II. Affirmative Fair Marketing Procedures

Bell Street Gardens, L.P., Resources for Community Development (RCD) and the John Stewart Company (JSCO) will comply with the provisions of 811, AHP, MHP, County of Alameda, City of Fremont, and affirmative fair marketing guidelines, and as applicable, other Federal, State and Local law prohibiting discrimination in the lease or rental or in the use, occupancy or tenure of enjoyment of Bell Street Gardens, or any part thereof on the basis of marital status, race, color, religion, ancestry, sex, gender identity, sexual orientation, age, national origin, HIV, Acquired Immune Deficiency Syndrome (AIDS) or AIDS related condition (ARC), physical handicap, or on the basis of their receipt of, eligibility for, housing assistance programs or on the basis that the resident have a minor child or children who will be residing with them or any other arbitrary basis. Bell Street Gardens or any person claiming authority under or through them, will not establish or permit any such practices of discrimination or segregation with references to the selection, location, number, use or occupancy of tenants or lessees in the project. All criteria shall be applied equitably and all information considered on an applicant shall be related solely to the attributes and behavior of individual members of the household as they may affect residency.

All rental advertisements will bear the fair housing logotype and slogan, and any information sheets will also indicate accessibility to the disabled. A Fair Housing poster will be conspicuously displayed in the rental office and where the initial rent-up process will occur.”

III. Procedures to Provide Accessible Units to People with Disabilities

Bell Street Gardens will take reasonable steps to maximize the utilization of accessible units by eligible individuals whose disability requires the accessibility features of the particular unit. To this end, any vacant, accessible unit will first be offered to a current, disabled tenant of the development. The disabled occupant must require the features in the vacant unit and must be occupying a unit not having such features. If no such occupant exists, the property manager will then offer the unit to a qualified occupant on the waiting list who has a disability requiring the accessibility features of the unit. When offering an accessible unit to an applicant not having a disability requiring the accessibility features of the unit, the applicant will be required to agree to move to a non-accessible unit when a comparable unit is available. This agreement shall be incorporated in a lease addendum.

Special outreach efforts will be made to the disability community through notices describing the availability of all units, specific information regarding the availability and features of

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accessible units, eligibility criteria, and application procedures. All units are adaptable.

IV. Summary of Unit Mix (Please refer to the *Resident Selection Criteria* for more details)

Number of Units	Maximum Tenant Income (Expressed as AMI)	Rents*
(8) Studios / 811	20%	30% of household income
(2) Studios / 811, At-Risk	20%	30% of household income
(6) Studios / Homeless	20%	\$453
(11) Studios / Homeless	30%	\$725
(16) Studios	30%	\$725
(11) Studios	40%	\$998
(9) 1 Bedroom / 811	20%	30% of household income
(1) 1 Bedroom / 811, At-Risk	20%	30% of household income
(11) 1 Bedroom	40%	\$1,135
(15) 1 Bedroom	50%	\$1,446
(11) 2 Bedroom / 811	20%	30% of household income
(2) 2 Bedroom	40%	\$1,250
(11) 2 Bedroom	50%	\$1,600
(3) 3 Bedroom	30%	\$977
(2) 3 Bedroom	40%	\$1,367
(7) 3 Bedroom	50%	\$1,756

V. Marketing and Community Outreach Activities

Marketing and outreach activities include the following:

A. Media & Internet advertisement

The project will be advertised in the:

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- Tri-Valley Herald
- The Mercury News
- East Bay Times
- El Avisador Magazine (from San Jose)
- La Opinion (Spanish)
- Sing Tao Daily Newspaper (Chinese)
- Mo Magazine (Vietnamese)
- Craigs list
- Alameda County Housing Portal/Doorway Housing Portal
- RCD's website (bellst.rcdhousing.org)
- City of Fremont's website

B. Flyer Distribution and postings will be made to the following organizations:

- See attached list of organizations.

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VI. Timeline And Details For Outreach And Marketing

Marketing and outreach efforts will begin approximately four months prior to the project completion date to ensure a timely lease-up.

The application will be available on-line on the Alameda County Housing Portal for two weeks. No paper applications will be available other than through reasonable accommodation requests.

Implementation Timeline and Marketing Activity

June 2024

- Notify County of Alameda Homestretch regarding Homeless 17 referrals
- Submit Marketing & Resident Selection Plan to lenders

July 2024

July 28, 2024

- Finalize marketing materials.
- Flyer, ads, banner, cover letter

August 2024

August 1-13, 2024

- Translation of marketing materials completed
- Order banner
- Print marketing flyer and cover letter
- Mail flyer to outreach list

August 16, 2024

- Advertise print 3 Sundays, and Craigslist ongoing

August 26, 2024

- On-line pre-app goes live (10AM).

September

September 9, 2024

- Pre-app deadline for initial lottery (5PM)
- Remove pre-ap from website

September 13, 2024

- Electronic lottery completed
- Notify applicants of position on waitlist

September 2024

- Begin contacting applicants to complete final application and schedule interviews

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September – November 2024

- Qualify applicants
- Unit offers

November 2024 C of O

- Begin move-ins with 50% occupancy by 1/31/2025

December - March 2024

- 100% by 03/31/25

VII. General Application Process – See Resident Selection Criteria for details

Bell Street Gardens will advertise the opening of the rental application period following the marketing and outreach procedures listed above.

Pre-Application will be available on-line. Paper applications will be available for download at the [Alameda County Housing Portal website \(https://housing.acgov.org/\)](https://housing.acgov.org/) and at Resources for Community Development's office at:

Bell Street Gardens
2220 Oxford Street
Berkeley, CA 94704

Paper applications need to be received by the application deadline and should be mailed to:

The John Stewart Company
Attn: Bell Street Gardens
104 Whispering Pines Drive Suite 200
Scotts Valley, CA 95066

All Rental Applications (or Pre-applications) received during the period advertised will be pooled and assigned a reference number; applications will be randomly sorted via a lottery within an Excel spreadsheet and with the City and County live/work preferences applied, assigned a place on the interview waiting list for all unit types.

The following will disqualify any application:

- Submitting more than one application; for multiple applications submitted for the same household, the last application submitted will be used.
- Incomplete applications where the information provided does not permit screening for eligibility.

We will send an email or postcard/letter to all applicants (to the primary address provided on the application) with confirmation of their lottery number and place on the waiting list, which includes the application of the local preferences.

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In order of the waiting list, applicants will receive an email or letter requesting an interview, complete with a Rental Application and an interview checklist.

Applications that indicate a preference that cannot be verified will have that preference removed and the application's place on the waiting list will be adjusted accordingly.

Ineligible applicants will receive a denial letter. All denial letters will describe the reason for ineligibility as well as appeal protocol.

After the initial lease-up, the waiting list for future vacancies will be limited to the next 500 applicants on the initial waiting list. All remaining applicants following initial occupancy will be notified of their place on the remaining waiting list or informed that they did not make the waiting list and will need to re-apply when the waiting is re-opened in the future

See the Resident Selection Criteria for details.

VIII. Ongoing Advertising

Once sufficient interest/occupancy in the property is generated advertising will occur on an as-needed basis.

**RESIDENT SELECTION CRITERIA
(Available at the Rental Office)
Bell Street Gardens Apartments**

The purpose of this document is to establish fair, equitable, and easily understood practices for accepting and rejecting applicants for occupancy in Bell Street Gardens Apartments. These criteria are in compliance with requirements of the Federal, State, and Local programs.

POLICY ON NON-DISCRIMINATION AND FAIR HOUSING

With respect to the treatment of applicants, the Management Agent (The John Stewart Company or "JSCo") will not discriminate against any individual or family because of race, color, creed, national or ethnic origin or ancestry, religion, sex, sexual preference, gender identity, age, disability, handicap, military status, source of income, marital status or presence of children in a household, acquired immune deficiency syndrome (AIDS) or AIDS-related conditions (ARC), or any other arbitrary basis. No criteria will be applied or information considered pertaining to attributes of behavior that may be imputed by some to a particular group or category. All criteria shall be applied equitably and all information considered on an applicant shall be related solely to the attributes and behavior of individual members of the household as they may affect residency.

APPLICATION PROCESSING PROCEDURES

Referral Units

Seventeen (17) units are set aside to serve those who are experiencing homelessness. Applicants for these seventeen (17) units will be referred by the County of Alameda through its Coordinated Entry system (Home Stretch).

Thirty-one (31) units are set aside for the Section 811 PRA program. Applicants will be referred by East Bay Innovations (EBI), who serves as a Tenant Referral Organization (TRO) under the State program.

Non-Referral Units

For the remaining seventy-eight (78) affordable units, three of which are for households at-risk of homelessness, the method for selecting initial residents will be from a lottery system. A waiting list will be established in order of lottery ranking and after the application of the City of Fremont and the County of Alameda live/work preferences. Please see below in Eligibility Criteria for an explanation of these preferences.

Applications to be considered for the lottery can be completed on the County of Alameda Housing Portal at <https://housing.acgov.org/> or by calling our leasing office at 510-649-5698 to request the application be mailed during the published period of the waiting list opening.

Paper applications will be available for download at the [Alameda County Housing Portal website \(https://housing.acgov.org/\)](https://housing.acgov.org/) and at Resources for Community Development's office at:

Bell Street Gardens
2220 Oxford Street
Berkeley, CA 94704

Paper applications need to be received by the application deadline and should be mailed to:

The John Stewart Company
Attn: Bell Street Gardens
104 Whispering Pines Drive Suite 200
Scotts Valley, CA 95066

The lottery list and waitlist will track applicant name and contact information, household size, household income or AMI (Area Median Income), status of application, regulatory agency preferences, and any other information deemed necessary for the property or specified in regulatory agency requirements.

Applicants will be invited for an interview in the order of the waiting list, or in order of referral and in accordance to regulatory agency preference. After interview, applicants will have ten (10) business days to complete a full application and submit required documentation with a possible five (5) day extension if efforts are being made to obtain necessary documentation at Property Management's discretion. However, eligible applicants will be offered an apartment in the order in which their full applications have been approved by our Compliance Department and readiness to move-in. In other words, on a first qualified, first offered basis. Interviews will continue until the maximum number of applicants to fill the affordable units has been reached. Those who did not get a unit will be placed on waiting list established by the Property according to their lottery ranking order.

After the initial lease-up, the waiting list for future vacancies will be limited to the next 500 applicants on the initial waiting list. All remaining applicants following initial occupancy will be notified of their place on the remaining waiting list or informed that they did not make the waiting list and will need to re-apply when the waiting is re-opened in the future.

RESIDENT ACCEPTANCE

Applicants will be offered only one apartment based upon the time of their approval and readiness to move. They will be offered the first appropriately sized unit for the household's income (AMI). All offers of units will be made in writing. Upon notice of qualification, the approved applicant will have ten (10) business days to execute a lease agreement and sign the Tenant Income Certification (TIC).

If an applicant has been unable to accept a unit due to a disability or mitigating circumstances (i.e. medical reasons), the applicant shall retain his/her position on the waiting list and will be referred to JSCo's "Reasonable Accommodation Policy – Notice to All Applicants and Residents".

Detailed records of all units offered and refused will be kept by the Management Agent.

Agent will respect the bedroom size option chosen by the applicant unless such choice is contrary to the development's occupancy standards. Persons with a disability that require an adaptable or accessible unit may select a standard unit or an accessible unit, at their discretion.

Periodically, letters will be sent to applicants to update their information and confirm they remain interested in applying for a unit. Failure to respond to the Agent's notice within 14 days will result in removal from the waiting list. It is the obligation of the applicant to notify management of any changes to their address or phone number.

OCCUPANCY GUIDELINES

The following guidelines are set with regard to number of occupants per dwelling unit. These guidelines are set to avoid overcrowding or underutilization of limited affordable housing opportunities. Section 8305 (b) of the Uniform Multifamily Regulations establishes the minimum and maximum number of persons in household per the chart below. However, it also states that a sponsor may assign tenant households to units of sizes other than those indicated as appropriate if the Sponsor reasonably determines that special circumstances warrant such an assignment and the reasons are documented in the tenant's file.

Units will be occupied in accordance with the following standards:

No. Bedrooms	Minimum	Maximum
Studio	1	2

1 bedroom	1	3
2 bedroom	2	5
3 bedroom	4	7

These guidelines may also be waived to:

- Conform to Local, State and Federal law regarding Fair Housing and Equal Opportunity.
- Accommodate a household member with a disabling or medical condition.

A household whose composition no longer meets the above guidelines may be required to move.

Every household member regardless of age is to be counted as a person. This includes household members in the military or in school; anyone that will occupy the unit during the upcoming 12 months.

Thirty-three (33) apartments are designed for residents with mobility impairments, of which one (1) is also for residents with auditory or visual impairments. Additionally, thirteen (13) more apartments have features for residents with auditory or visual impairments. All other apartments are adaptable to ADA standards.

Wherever possible, an accessible apartment will be offered to an eligible household whose disability requires the accessibility features of the particular unit. When offering an accessible apartment to applicants without disabilities, we will require such applicants to agree to move to a non-accessible unit when the accessible unit is needed by a disabled household; this will be documented via a lease-addendum.

UNIT MIX:

Number of Units	Maximum Tenant Income (Expressed as AMI)	Rents*
(8) Studios / 811	20%	30% of household income
(2) Studios / 811, At-Risk	20%	30% of household income
(6) Studios / Homeless	20%	\$453
(11) Studios / Homeless	30%	\$725
(16) Studios	30%	\$725
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(2) 3 Bedroom	40%	\$1,367
(7) 3 Bedroom	50%	\$1,756

*Approximate rental rates based upon current income limits published by the U. S. Dept. of Housing & Urban Development. Rental rates subject to change.

ELIGIBILITY CRITERIA

31 units will be occupied by applicants referred through EBI and are regulated by the Section 811 PRA tenant Selection Plan.

17 units will be occupied by applicants referred through the County of Alameda Coordinated Entry System (CES).

A City of Fremont and County of Alameda Live and/or Work Preference will be applied to all units (see above), with the exception of the 31 811 PRA and 17 NPLH units. Anyone who qualifies for affordable housing may apply for residency for the other 78 units, however the waitlist will be prioritized by the preferences in the following order:

- 1) Tier 1: Applicants who either live and/ or work within the City of Fremont:
 - Employment must be an employer that is licensed and permitted in Fremont, through operation of a city-based business that pays business tax in Fremont. Working in Fremont does not include self-employment consisting solely of operating a business entity established solely for the purposes of investment in a rental property. Employment must be verified through paystubs, most recent tax return or another form of independent verification.
 - Residence must be verified through a lease or a copy of a driver license, voter registration, utility bill, vehicle registration other evidence as proof of residency in the city.

- 2) Tier 2: Applicants who either live and/ or work within the county of Alameda:
 - Employment must be an employer that pays business tax in a jurisdiction of Alameda County, through operation of a jurisdiction of Alameda County-based business that pays business tax in a jurisdiction of Alameda County. Working in Alameda County does not include self-employment consisting solely of operating a business entity established solely for the purposes of investment in a rental property. Employment must be verified through paystubs, most recent tax return or another form of independent verification.
 - Residence must be verified through a lease or a copy of a driver license, voter registration, utility bill, vehicle registration other evidence as proof of residency in the county.

Tier 3: All other applicants.

All applicants must meet the minimum income requirement (to demonstrate rent paying ability) and not exceed the maximum income limits (as published annually by HUD regulations).

MINIMUM INCOME– Minimum income limits are not applicable to Section 811 PRA units. For non-subsidized units, the minimum income for this property is set at 2 times the monthly rent including utility allowance (UA).

MAXIMUM INCOME limits for initial eligibility will be adjusted as published by HUD yearly to reflect changes in the Area Median Income. Applicant households whose annual income exceeds the limits published at the time of move in will not be eligible for occupancy. Gross annual income as defined by HUD includes the gross amount (before deductions for taxes, insurance, etc.) of income, including income from assets and all anticipated income being received by all household members.

Number of Household Members	Maximum Income for units at 20% AMI	Maximum Income for units at 30% AMI	Maximum Income for units at 40% AMI	Maximum Income for units at 50% AMI	Maximum Income for units at 60% AMI
1 person	\$21,800	\$32,700	\$43,600	\$54,500	\$65,400
2 person	\$24,920	\$37,380	\$49,840	\$62,300	\$74,760
3 person	\$28,040	\$42,060	\$56,080	\$70,100	\$84,120
4 person	\$31,140	\$46,710	\$62,280	\$77,850	\$93,420
5 person	\$33,640	\$50,460	\$67,280	\$84,100	\$100,920
6 person	\$36,140	\$54,210	\$72,280	\$90,350	\$108,420
7 person	\$38,620	\$57,930	\$77,240	\$96,550	\$115,860

The applicant and all household members 18 and older must supply a government-issued photo I.D., birth certificates for all minors, and sufficient information to enable the housing provider to request and receive written third-party

verification from all income sources including, but not limited to: a) Employment; b) Public Assistance programs; c) Savings and Checking accounts; d) Pensions; e) Disability income; f) All assets including property, stocks, bonds, annuities, retirement accounts, etc. In order to determine initial eligibility, applicants will also be required to provide three (3) months' worth of current and consecutive paystubs, if employed more than three months, and if appropriate, a copy of most recent tax return (or two most recent tax returns, if self-employed), and six months' worth of checking account statements that show deposit activity, if account has been established that long.

In application of Housing First principles for all Permanent Supportive Housing (PSH) applicants, any findings of the following grounds for denial will not on their own be grounds for denial, except where noted. Each finding will be assessed as it relates specifically to tenancy and/or behaviors that indicate "housing readiness."

A credit reference and background check will be required for all household members age 18 or older. Credit check will be run for the purposes of income and asset certification purposes only.

A check will be made of criminal conviction records for the past seven years for all adult Applicants of the household. Reports will be obtained from local and/or state records and may also include local Police records. If the Applicant has resided in a state other than California and has a past felony conviction, a report will be required from that state or federal organization.

Serious felony offenses and/or continued and ongoing criminal activity will be grounds for rejection if such offenses involve:

- physical violence to persons or property
- domestic violence
- sexual abuse
- the manufacture or sale narcotics
- possession of an illegal weapon

Generally, public records of this sort are only available for the past seven (7) years. However, criminal background reports will return sex offender database results older than 7 years which can be considered as well as certain convictions with continuances. The Management Agent reserves the right to consider that information. The nature, severity and recency of such offenses and/or ongoing criminal activity will be considered when reviewing the Applicant and only those potentially impacting the health, safety, security or right to peaceful enjoyment of the property of and by other residents, visitors or employees will be considered.

Applicants will be provided the criminal background record and provided an opportunity to respond and to provide evidence of mitigating factors. Applicants will be given five (5) business days to provide a request for consideration to present mitigating factors before a denial is issued.

Applicants may also be deemed ineligible for the following reasons:

- Failure to present all adult members of the applicants' household at the scheduled interview(s).
- Failure of any household member to behave in an *orderly, non-violent, non-combative* manner during an interview or while on the property.
- Falsification of any information provided on an application.
- Household income exceeds the set Income Limits.
- Household income does not meet the Minimum Income required to ensure ability to pay rent.
- Household size does not fit the Occupancy Standard.
- Failure to provide requested information and proof of income and assets within the time period specified by the Management Agent as outlined above.

Reasonable Accommodations will be made to meet the needs of disabled applicants.

APPEALS PROCEDURES

If an applicant household is deemed ineligible for occupancy, they will be notified in writing of the determination, and the notification will include the reasons for the determination. All applicants who are determined to be ineligible will also be notified of their right to appeal the determination. This appeal is preferred in writing but verbal appeals will also be accepted. The written appeal must be received within 14 days from the date that the determination letter was postmarked or emailed. If the applicant(s) does not exercise their appeal right in writing and within the required period, the applicant(s) will be ineligible for housing and their application removed from the processing list as well as from the waiting list.

Applicants who appeal the initial decision of ineligibility may be asked to meet with the Property and Services Representative within 7 days from the date of the written appeal. The applicant may bring to this meeting any documentation, evidence, or additional information. The Property Representative will also confer with staff and review the applicant's file in its entirety. If the appeal fails and the applicant would like to escalate the review, they can request that a Regional Manager who had no involvement in making the original decision of ineligibility review their file. The Owner's Representative will make a decision based on the merits of all information reviewed. A written decision will be placed in the applicant's file and the applicant will be notified. All decisions on appeals will be made within 20 days from the appeals meeting date. The Owner's Representative decision is final.

PETS

Pets are permitted at this housing community. All pets must be approved in advance by Management before the pet moves on-site. Residents must contact Management to schedule a meeting. Management will meet with the resident and pet. Following the approval of any pet by Management, the resident and all adult household members will be required to sign and comply with the terms of the Pet Agreement and all Pet Rules described within the Pet Agreement. Residents and their guests may not bring visiting animals or pets to the Property, with the exception of Accommodation Animals. Under no circumstances are aggressive animals allowed on the Property.