

## AFFORDABLE HOUSING PLAN FOR MAIN & MAPLE MIXED USE

- A. The Main & Maple project consists of 240 rental apartment homes. The project is 20% affordable, so there are 48 Affordable Units that are dispersed throughout the project. All units are attached, and the size of each unit is described in the Marketing Plan below, as well as on Page A-00 of the submittal plan set. The individual unit layouts and floorplans for the Affordable Units are shown on pages A-5, A-6, and A-7 of the submittal plan set.
- B. Please see Exhibit A for the locations of the Affordable Units.
- C. Each of the Affordable Units will be made available to households with an income level of 50% of AMI. This affordability level will be recorded as a deed restriction against the property for a period of 55 years from the date of approval of a final inspection or issuance of an occupancy permit. This project will utilize multifamily revenue bonds and 4% tax credits, and a 55-year deed restriction period is required under both of these financing programs.
- D. This project will be developed and built in one phase.
- E. The one incentive being requested is expedited processing of development approvals and permits, in accordance with S. 10-17.700 c. of the Hayward AFO.
- F. Not Applicable – no off-site or other alternatives are being proposed.
- G. Please see Exhibit B - Affordable Housing Marketing Plan.

Alliance Residential will be the Management Company operating Main & Maple on behalf of Bay Area Property Developers, and the following is the contact information for Alliance Residential:

**Annette Thurman | Vice President of Operations | Northwest**

Alliance Residential Company

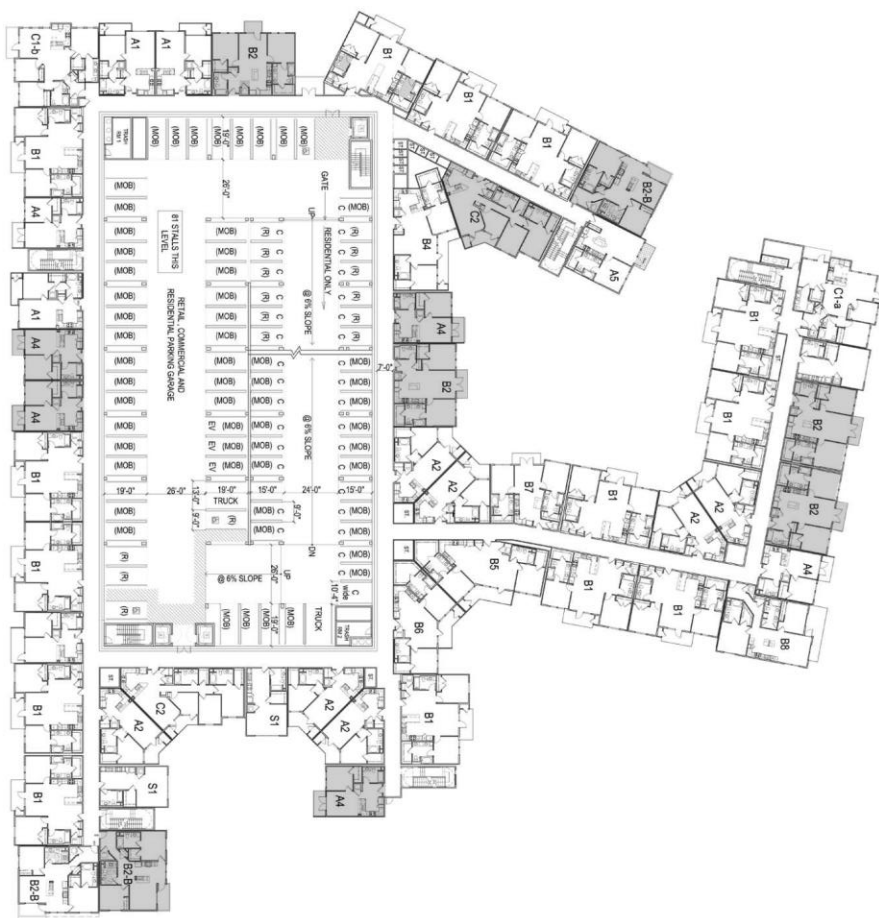
1800 Sutter Street, Suite 850 Concord, CA 94520

(c) 925.949.6368 | (p) 925-401-3502 |

[www.AllResCo.com](http://www.AllResCo.com) | [athurman@allresco.com](mailto:athurman@allresco.com)

- H. Please see Exhibit C – Statement of Compliance with S. 10-17.510 h. of the Hayward AHO.

EXHIBIT A

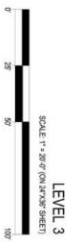


**AFORDABLE UNITS**

**PARKING ASSIGNMENT LEGEND**

- (R) - Residential
- (PP) - Planned Parenthood
- (RT) - Retail
- (MOB) - Medical Office Building
- (C) - compact stall
- (Z) - Car Share Zip Cars

\* SELECTED AS "E" MAY BE REDISTRIBUTED THROUGHOUT THE BETTER FIT THE NEEDS OF EACH USER TYPE \*\* STALLS LABELED "MOB" AND "TRUCK" ARE ALSO SUBJECT TO BEING REDASSIGNED AT A LATER TIME TO BETTER FIT BUSINESS OPERATIONS REGARDING "PARKING MANAGEMENT PLAN 17/22/16 BY WOOD ROBBERS"



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**MAPLE & MAIN MIXED USE**  
**BAY AREA PROPERTY DEVELOPERS**  
 HAYWARD CA  
 HP#A#14746  
 October 17, 2016

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## EXHIBIT B

## AFFORDABLE MARKETING PLAN

**Main & Maple– BMR Marketing and Lease Up Process**

Main & Maple is projected to welcome residents beginning July of 2018. Once complete, the development will consist of 240 units of studio, 1-bedroom, 2-bedroom, and 3-bedroom apartment homes. 48 apartments will be offered to very-low income households making up to 50% AMI.

The BMR marketing aspect of the lease up is an important component, as the issue of fair and open accessibility to all eligible renters is very much a part of the Ownership's goals.

The active marketing process is scheduled to begin in January of 2018, and will continue as long as apartments remain available. The BMR units will be marketed and rented at the same time as market rate units in the building.

The proposed marketing and leasing process for the BMR units is as follows:

**1. BMR Units**

Total # BMR (only) Units in Building	<b>48</b>
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**BMR UNITS BY UNIT TYPE**

Unit Type	Total #
Studio/1 Bedroom – very low Income	19
2 Bedroom – very low Income	25
3 Bedroom – very low Income	4

**2. Renter Qualifications**

Renters are subject to an income and asset test;

Renters must meet an occupancy standard of at least one household member per bedroom;

Renter households must not exceed the scheduled income maximums by household size for the specific BMR program.

**3. Marketing Strategy**Advertising

The BMR units will be advertised over a period of at least three (3) weeks in the means identified below:

<b>Media Source</b>	<b>Advertisements Dates</b>
<i>Craig's List</i>	
<i>Rent.com</i>	
<i>City of Hayward Website</i>	
<i>ApartmentFinders.com</i>	
<i>Alliance Residential Website</i>	
<i>Distributed flyers and/or advertisements to local non-profit housing/homeless advocates from a list provided by the City.</i>	

Craigslist ads will state income maximums by household size; renter qualifications; and provide rental contact information. All postings will display an "Equal Housing Opportunity" symbol.

#### Strategy for Marketing to Residents of the Immediate Neighborhood

Informational flyers will be distributed to local Laundry Mats, Grocery Stores, Day Cares and Churches. The flyers will be distributed weekly between MONTH DAY and MONTH DAY and will state income maximums by household size; renter qualifications; and provide rental contact information. All postings will display an "Equal Housing Opportunity" symbol.

#### Contact Methods / Opportunities

Leasing / Management representatives will be available to answer questions and meet with interested parties on an ongoing basis throughout the marketing and lease-up period. Contact methods will be available through the mail, on-line resources (e-mail / electronic contact forms), telephone, fax and in-person.

#### Public Events

<b>Information Session</b>	<i>MONTH DAY, YEAR; TIME; LOCATION</i>
<b>Lottery</b>	<i>MONTH DAY, YEAR; TIME; LOCATION</i> (* ) Applicants do not need to be present at the lottery.

#### **4. Placing Applicants onto Lottery List**

Management will collect applications from potential BMR applicants until 5pm two-days prior to the lottery drawing. Management has allowed for a physical drop-off site for the applications and said site will be available for walk-in during specified hours and up to the exact application deadline time on the application due date. Postmarked applications that arrive after the application deadline shall be considered late and not eligible for the lottery.

#### **5. Lottery Process**

All lottery candidates will be invited to attend (but are not required to attend) and a Management representative will conduct the lottery. Candidates will be ranked in the order drawn and contacted to notify them of their status.

BMR applicants are not required to submit a credit check, deposit, or any form of payment in order to enter a lottery.

To conduct the lottery, Management will place the twin applicant ticket for each complete application into a vessel and draw by hand randomly to determine the 1st lottery winner onward.

All individuals and households may enter the lottery for a BMR unit.

The lottery winners will be given rank priority to units based on household size: If the first candidate is not interested in the unit, the next candidate will be given opportunity to rent, etc.

We will track the status of each applicant as the agent works through the final lottery list.

## **6. Process for Working with Lottery Winners**

Management will work with lottery winners to complete and analyze applications for income and other qualifications.

## **7. Application/Selection Process**

### Application Distribution Process

All lottery winners will be able to receive a rental application in a timely manner by email, mail and by walk-in. The application will be available only by the agent.

The potential renter household will submit an application to Management by a specific deadline. The household will submit income documentation after the lottery for the units, including qualifying information for any household member who is 18 years old or older.

BMR applicants are not required to submit a credit check, deposit, or any form of payment in order to enter a lottery.

### Application Submittal Process

Applications submitted after 5pm on the day of the application deadline will not be accepted.

A complete application package will include:

- Completed rental application for each household member 18 years or older
- A complete set of the past 1 year of Income Tax Returns (signed & dated) **and** W-2 forms for each household member 18 years old or older
- Three recent and consecutive pay stubs for each household member 18 years old or older
- Three recent and consecutive statements from each savings, checking, retirement or any other type of account in which each adult person in the household has money saved for each household member 18 years old or older
- Any applicable notarized affidavits for each household member 18 years old or older

## **8. Application Preparation for Approval Process**

The management team will process the application and upon approval, prepare the application package for Compliance review and approval for lease status.

**9. Storing and Destroying Personal Applicant Information**

Management will arrange for the proper storage and/or destruction of documents from lottery applicants in a way that protects the identity of those applicants once all units have been rented.

EXHIBIT C

STATEMENT OF COMPLIANCE  
S. 10-17.510 h. of the Hayward AHO

The Affordable Units shall be disbursed throughout the Main & Maple project. They will share the same sewer, water and other utilities that are utilized for the market rate units. The construction quality, materials, and design will be identical between the Affordable Units and the market rate units, and shall be in compliance with all CDLAC and TCAC requirements and standards.

The Affordable Units consist of 20% of the Studio/1-bedroom units, 20% of the 2-bedroom units, and 20% of the 3-bedroom units.

Building permits for market rate units and Affordable Units shall be obtained simultaneously, as the project will be developed and constructed in a single phase. Certificates of occupancy for market rate units and Affordable Units shall be issued simultaneously as well.

Bay Area Property Developers, LLC  
A California limited liability company

By: New Cities Land Company, Inc.  
A California corporation  
Manager



By: \_\_\_\_\_  
Lee Newell, President