Carlos Castellanos directs EBALDC’s Real Estate Development Department. He has been with EBALDC for 15 years, and has led EBALDC’s emphasis on developing thriving and healthy neighborhoods along transit corridors. He has strategically focused EBALDC’s efforts to targeting the development of sites which have a catalytic effect on neighborhood development. Carlos holds a Master of City Planning and Master of Science in Transportation Engineering from UCLA, Berkeley and has been appointed to serve as a regional policy advisor to the Bay Area’s Metropolitan Transportation Commission.

EBALDC is a nonprofit community development organization that builds healthy, vibrant, and safe neighborhoods in Oakland and the greater East Bay. Since 1975, EBALDC has invested more than $190 million in assets that have had substantial physical and social impact in the community, including a total of 1,918 homes and more than 300,000 square feet of commercial space that bring street-level vitality and critical services to our neighborhoods.
**PROJECT INFORMATION**

**DEVELOPMENT STRATEGY**
- New Construction
- Rehabilitation/Preservation
- Adaptive Reuse
- Scattered Site Infill

**HOUSING TYPOLOGY**
- Multi-Family (Mid-High Rise)
- Multi-Family (Townhouse)
- Single Family
- Supportive Housing
- Senior Housing
- Tribal/Native American
- Workforce Housing

**RESIDENTIAL UNIT INFORMATION**
- Number of Units: 76 units of a 3 acre site
- 6 story affordable housing for families
  - 28 1BR, 24 2BR, 20 3BR, 4 4BR
- Parking: 76 residential spaces, 290 commercial

**NON-RESIDENTIAL FEATURES**
- Commercial/Retail Space: Goodwill: 15,000 SF
- Community Space
- Offices: Goodwill: 32,500 SF
- Service Space
- Open Space: Courtyards
- Recreation/Exercise Room: Children’s Play Area
- Other: Goodwill Processing: 46,500 SF

**PROJECT SUMMARY**

EBALDC and Goodwill are partnering to develop a three-acre site located in East Oakland. The site currently houses Goodwill’s administrative headquarters, sorting/distribution center, and a retail store. The future development is visioned as a mixed-use development that will include these uses as well as housing and Goodwill’s “Social Enterprise Space” for workforce development and entrepreneurship programs. EBALDC and Goodwill intend for the project to be a centerpiece of the City of Oakland’s Oakland Sustainable Neighborhoods Initiative (OSNI). The initiative is promoting socially equitable transit-oriented development along major thoroughfares from Downtown Oakland through East Oakland. OSNI’s emphasis is to encourage development and economic revitalization while avoiding the unintended displacement of communities that sometimes occurs in redevelopment projects. The project site is located less than ½ mile from the Fruitvale BART Station (the regional rail system). In addition, the site is located directly on a proposed Bus Rapid Transit line that will open in 2016.

**INSTITUTE OUTCOMES**

This multi-functional, layered development project presents exciting opportunities, but also challenges. The varied uses of the project (ranging from housing to a processing/distribution facility) have highly differentiated operational considerations, as well as specific legal and financing needs. The design must find a way to harmoniously bring these uses together into a cohesive development. Phasing is a critical component as Goodwill will need to continue its current retail, processing, and administrative operations at the site with minimal interruption. Financing and entitlements considerations will also drive phasing (for example, funding for residential versus non-residential uses may need to be developed on different timelines). The design will need to be highly functional for the proposed uses, while enhancing the built fabric of the neighborhood. Some specific challenges are accommodating parking for the various uses and traffic flow of delivery trucks to/from the Goodwill processing facility.

Phasing Plan (from left to right)- Phase I with Goodwill processing center and solar field on roof, Phase II with some residential, Phase III with completed residential and Goodwill store and headquarters (massing is slightly different from adjacent page)