



HAYWARD AREA PLANNING ASSOCIATION

Vol. XXX No.14

The HAPA News

February 2, 2008

The HAPA News begins its thirtieth year.

Community meetings on the Route 238 Land Use Study

City of Hayward staff will conduct three public meetings to present information on existing conditions and opportunities for development. Public input on goals and objectives will help to develop new land use designations in the General Plan as well as zoning designations for properties formerly obtained by Caltrans for the 238 Bypass Freeway. This is your chance to help define how Hayward will look and “work” in the future. More info: The City of Hayward website for the 238 land use study: <http://www.hayward-ca.gov/forums/rte-238blus/238blus.shtm>

1. City Hall Council Chambers, Wed., Feb 6, 6:30-8:30 pm
focus: northern section, between I-580/Rt. 238 interchange and 2nd Street
2. **Bret Harte School Library - 1047 E Street, Thurs., Feb 7, 6:30-8:30 pm**
focus: central section, between 2nd Street and Harder Road
This section includes the old quarry we'd like to develop for Quarry Village. Your support at the meeting would be appreciated.
3. UFCW Local 870 Union Hall - 28870 Mission Blvd., Wed., Feb 13, 6:30-8:30 pm
focus: southern section, Harder Road and Industrial Parkway

City contact: Sara Buizer, Senior Planner, City of Hayward, Planning Division, 510-583-4191.
Email: sara.buizer@hayward-ca.gov. *If you wish to get on or remain on the mailing list for future notices on the 238 study, give Sara Buizer your contact information at a meeting or by email*

Website upgrades

For some time, we've had small errors on our website, www.quarryvillage.org. Now, we're working with a design group, Design Action Collective and Poonam Whabi, to fix it and then to gussy it up a bit. We'll have more links for public education and lots of pictures to help people get a feel of the redefined, sustainable neighborhood that we want to build.

New Strategy, QV Corp Initiated

HAPA is making strides toward developing Quarry Village. Based on advice from people in the business, we are now focused on raising predevelopment funds from investors to apply to the City of Hayward for a Site Plan and Planned Development. QV Corp has been set up to allow

HAPA Board members to manage the project on a non-profit basis and to provide a secure legal framework for investors. The HAPA Board will meet the middle of February to approve bylaws and other items to further establish QV Corp as an S Corporation. Then we need to work on papers for a private offering of stock.

We hope to go to investors and lenders with

- a sound proforma (financial analysis) now being developed,
- an analysis of how many units we need to presell to justify breaking ground,
- a period of marketing up to a year to presell units,
- a fall-back plan if QV fails to presell enough units, and
- an appealing and feasible conceptual site plan and fall-back plan of few condominiums, mixed use, and inconspicuous parking. Lois Fisher, Town Planner, is working on both plans.

Investors and lenders will want to have some assurance the City will approve the project and that Caltrans will sell the land to us. Getting approvals and control of the land is a chicken-and-egg problem: we can't get investor money without control, and we can't get control without investor money. We can't get approvals and control without city support, and we can't get city support without investor money. We will ask investors to express an interest in investing to the City and Caltrans if they can help.

If we can raise funds for predevelopment, perhaps about \$750,000, we could apply to the City for a Site Plan and Planned Development. Then we need control of the land, probably through an option, and with those two items, get a Conditional Report from the California Department of Real Estate. Such a Report would allow us to start preselling units.

Summary of Selected Activities

CSUEB Hayward. In Spring 2007 we hired CSU students to deliver two flyers to all faculty, administrators and staff at CSUEB, Hayward. In the Fall, we hired another student to deliver three more fliers to almost 1400 employees at the University. We have had numerous inquiries, and several people have completed the process to be on the 'interested parties' list.

Interested Parties. This summer we surveyed everyone who had been on the Quarry Village list of 'interested parties' for over a year. Over 95% of responders asked to remain on the list; however, the response rate was less than 60%. After several, varied attempts to reach people, we sent a final message letting people know that if they did not respond they would be removed from the list. Currently, there are 84 people on the list of 'interested parties,' several have been on the list for over two years.

Hayward Power Plants, Mini-Loop. In addition to work on Quarry Village, HAPA has taken a stand against the proposed Hayward power plants, reported in the previous HAPA News. Also, I spoke out personally against the downtown 'loop.'

Caltrans Tenants. We continue to work with Caltrans tenant representatives for funding for a housing program. Caltrans has been slow to come up with a proposed compromise.

City Policies. Lois Fisher and I met with David Rizk (see letter below).

[HAPA letterhead]

January 17, 2008

Susan Daluddung, Director
David Rizk, Planning Director
Sara Buizer, Senior Planner
Department of Community Development
City of Hayward

Subject: 238 Bypass Land Use Study

Dear Susan, David and Sara,

Lois Fisher, HAPA's Urban Designer, and I met with David on Jan. 2 to follow up on HAPA's letter of December 13, 2007, to present Lois' PowerPoint on form-based coding, and to discuss the options for General Plan designations and Zoning for the Quarry Village site as part of the 238 Bypass Land Use Study.

Form-based Coding. After the presentation on form-based coding it was decided that form-based coding is a promising idea for Hayward with applicability in a number of areas. Pending possible adoption of such coding, Quarry Village should apply for a PD District.

General Plan. We believe the city is interested in the new ideas we are proposing, but does not have a General Plan land use designation that would allow the density and mix of uses proposed. We discussed the need for a General Plan Designation that would accommodate both the car free and the Smart Growth fall-back option. (HAPA's proposed fall-back plan is less dense condominiums, mixed use, and inconspicuous parking.) The General Plan Land Use designation for the Quarry Village site is currently high density residential. It states:

“**High Density:** Typical density is between 17.4-34.8 dwelling units per net acre. Typical development includes apartments or condominiums within multi-story buildings near major activity centers or along major arterials. Planned Developments may include a variety of housing types within the overall density range.”

Quarry Village would have about 47 to 51 units per net acre in the developable area, which has about 21.5 acres. (The density of the whole site, including about 12.6 acres of un-developable open space, would be about 29 units per gross acre.) We request that the City consider a mixed use designation like the one proposed in our Dec. 13 letter that would allow Quarry Village to be consistent with the General Plan, thus meeting legal requirements for zoning to be consistent with the General Plan. Our proposed language is:

“**Mixed Use.** Residential densities range from 25 to 55 dwelling units per net acre. Mixed-use buildings with ground floor retail and office uses are allowed. Typical developments include townhouses, condominiums, live-work units, or apartments within multi-story buildings. Developments are required to meet minimum densities.”

We request the new Mixed Use General Plan designation because it would be consistent with both Quarry Village and the fall-back plan. Such a designation would also be more consistent with smart growth policies in other parts of the General Plan and would be useful in other parts of Hayward.

Zoning. The current zoning for the Quarry Village site is Medium Density Residential. The City does not have a standard Zoning District that would allow Quarry Village and would be consistent with the Mixed-Use designation proposed above. The RH district, with a limit of 34.8 units per acre for three-story condominiums, does not allow enough density, and the MBR district applies only to the South Hayward BART station area. We suggest some amendment to an existing Zoning District or a new zoning paralleling the proposed Mixed-Use General Plan designation.

We believe the existing PD District overlay has the flexibility needed to support Quarry Village, based on the City’s assurances that the PD zoning is flexible after adoption and that Zoning Code Section 10-1.2520 Standards of Development, which requires that the PD zoning standards match the standards of another existing City zoning district, is not strictly enforced. We understand, however, that, despite flexibility on other issues, a PD still has to be consistent with General Plan land use designation density ranges.

For these reasons we are requesting that a new Mixed-Use General Plan designation and supportive zoning be considered in the 238 land use study and its Program level EIR. Please let us know if you have a different interpretation.

Meanwhile, Lois and I have collected information from the City’s Departments of Fire, Planning, and Public Works about requirements that could apply to our project, including the GreenPoints rating system. We plan to make progress toward a site plan application and meet with the City when we have done so. We also are seeking the funds needed for a full application.

Sincerely,



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cc: City Council, City Manager, Asst. City Manager

Congratulations to the City of Hayward

The Bay Area Air Quality Management District conducted a fierce competition for **Climate Protection Grants**. The City not only won a grant, but was one of the top-rated out of several hundred applications. Special credit to Eric Pearson and Vera Dahle LaCaze.



2008 Membership Dues

It's time to send in your \$20 membership dues for the Hayward Area Planning Association (HAPA) - and donations are gratefully accepted too! We would like to build membership this year, not only because we want to have an impact on the 238 Land Study process, but also because we will be submitting more grant applications to support educating people about the Quarry Village philosophy and the importance of sustainable, transit oriented development - that is, redefining the idea of "neighborhood." Many foundations are favorably impressed when applicants can show that they have successfully increased membership and/or been successful in fund raising. As the San Francisco Study Center is our fiscal agent, checks should be made out to "HAPA/SFSC and sent to:

HAPA
2787 Hillcrest Avenue
Hayward, CA 94542

Thanks to those of you who have already sent in.



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