

# Memorandum

Date: June 7, 2021  
To: Derrick Matano, Project Management Advisors, Inc.  
From: Rob Rees, PE and Gaby Picado-Aguilar, Fehr & Peers  
Subject: **Maple & Main Mixed-Use Development – Parking Management Plan Update**

OK20-0391

This Parking Management Plan (PMP) is an update of the original PMP developed by Wood Rogers in July of 2016 for a previous project application of the Maple & Main Mixed-Use Development (Project) in Hayward, California. Fehr & Peers reviewed the previous project's PMP as well as the Hayward City Council Resolution No. 17-013 Conditions of Approval (COA) to ensure PMP and COA are still relevant for the Project. This PMP summarizes existing on-street parking demand for the surrounding area, compares the Project parking supply with code requirements, and outlines potential parking management strategies to minimize parking spillover into the surrounding area.

## Project Overview

The Project is a mixed-use development located on McKeever Avenue, between Maple Court and Main Street in Hayward, California. The project would consist of 314 multi-family residential units, 63 of which are designated as affordable housing. The Project also includes 7,100 square feet of retail. The 251 market rate units are located in a 5-story building facing both Main Street and Maple Court, while the 63 affordable housing units and 7,100 SF of retail are located in a 4-story building at the corner of McKeever Avenue and Maple Court. Additional amenities for the use of residents include a club house, a gym, and a leasing center.

# On-street Parking Demand

Fehr & Peers conducted a project site visit on Monday April 12, 2021 within the proposed project study area bounded by A Street to the south, Foothill Blvd and San Lorenzo Creek to the east, Rose Street to the north, and Mission Boulevard to the west. This area consists primarily of single-family residential with some multi-family residential and medical offices. Street parking on the roadways directly surrounding the Project site currently exist on the north side of A Street, both sides of Main Street, the west side of Maple Court, and both sides of McKeever Avenue. Parking on the north side of A Street is subject to a two-hour time limit from 9 AM to 4 PM. Parking on Main Street, McKeever Avenue, and Maple Court is subject to a two-hour time limit from 7 AM to 6 PM, except Saturday and Sunday.

Fehr & Peers conducted a parking occupancy survey between 10 PM and 11 PM on Wednesday April 14<sup>th</sup>, 2021 to capture typical peak parking demand. This survey time (late evening on a typical weekday) was determined to represent peak parking occupancy along adjacent residential streets as residents are most likely to be home during this time. While on-street parking occupancy data collection was conducted during COVID, residential parking demand in the late evening hours is expected to be similar to pre-COVID conditions. We estimated parking supply by measuring the length of each block, removing space for driveways and parking restrictions, and assuming a conservative 25-foot requirement per parked vehicle to compensate for curb fragments between closely spaced driveways and sub-optimally parked vehicles. **Table 1** shows a parking demand summary for each study segment during the study hour.

We counted a parking supply of 423 spaces with a parking occupancy of 276 vehicles at 10 PM, resulting in an average parking occupancy for the entire study area of 65 percent. Of the 21 blocks surveyed, 19 had available capacity during the observed period. Main Street had two blocks, McKeever Avenue to Simon Street and Hazel Avenue to Sunset Blvd, with parking occupancy at 100 percent. The blocks nearest the proposed project generally had lower average occupancy of 37 percent (43 spaces). Parking demand is slightly higher (67 percent) than observed in 2016 (54 percent) for blocks in common with the previous PMP. Therefore, the 2021 parking analysis reflects slightly higher occupancies than in 2016.



**Table 1: Existing Peak Parking Demand (Wednesday, April 14, 2021 at 10 PM)**

Roadway	Limits	Parking Supply (Spaces)	Parking Occupancy (Spaces)	Peak Occupancy (%)
Hazel Ave	Rio Vista St to Driveway	16	3	19%
	Foothill Blvd to Driveway	6	0	0%
Hotel Ave	Mission Blvd to Main St	31	8	26%
Main St	A St to Hotel Ave	13	5	38%
	Hotel Ave to Levine Ct	7	1	14%
	Levine Ct to McKeever Ave	10	1	10%
	<b>McKeever Ave to Simon St</b>	<b>37</b>	<b>37</b>	<b>100%</b>
	Simon St to Hazel Ave	3	0	0%
	<b>Hazel Ave to Sunset Blvd</b>	<b>33</b>	<b>33</b>	<b>100%</b>
	Sunset Blvd to Rose St	31	21	68%
Maple Ct	A St to McKeever Ave	10	2	20%
	McKeever Ave to San Lorenzo Creek	4	0	0%
McKeever Ave	Main St to Maple Ct	24	16	67%
Prospect St	Rose St to Sunset Blvd	26	20	77%
	Sunset Blvd to Simon St	35	30	86%
	Simon St to Warren St	47	42	89%
Simon St	Mission Blvd to Prospect St	28	21	75%
	Prospect St to Main St	16	11	69%
Sunset Blvd	Mission Blvd to Prospect St	26	13	50%
	Prospect St to Main St	13	2	15%
Warren St	Prospect St to Main St	11	10	91%
<b>Total</b>		<b>427</b>	<b>276</b>	<b>65%</b>

Source: Occupancy observed Wednesday, 4/14/2021 between 10 PM and 11 PM. Fehr & Peers, 2021.

## Project Parking Demand

The Project is in an area of Downtown Hayward zoned as Urban Neighborhood and regulated by the Downtown Specific Plan. The Project would provide parking for residents, visitors, and retail patrons. Each of these uses has different requirements. **Table 2** shows a summary of the required and proposed parking based on each use.



**Table 2: Parking Requirements**

Parking Type	Size	Minimum Required Parking Supply	Proposed Parking Supply	Meets Requirement?
Residential Parking <sup>1</sup>	314 DU4	314	375	<b>Yes</b>
Guest Parking <sup>2</sup>		32	33	<b>Yes</b>
<b>Subtotal Resident &amp; Guest Parking</b>		346	408	
Retail Parking <sup>3</sup>	7.1 KSF5	13	18	<b>Yes</b>
<b>Total Parking</b>		<b>356</b>	<b>426</b>	<b>Yes</b>

1. SEC.2.2.060.F – Urban Neighborhood Parking and Driveways, Hayward Downtown Specific Plan, Chapter 6 – Development Code. Residential parking required is the minimum of:

- 1 parking space per unit OR
- 1/500 SF

2. SEC. 10-2.310 – Residential Uses, City of Hayward Municipal Code: 10% of parking spaces shall clearly be marked for visitors.

3. SEC. 2.2.060.F – Urban Neighborhood Parking and Driveways, Hayward Downtown Specific Plan, Chapter 6 – Development Code (for non-residential uses): 1 parking space per every 500 SF above the first 1,000 SF.

4. DU = dwelling unit

5. KSF = 1,000 square feet

Source: Fehr & Peers, 2021.

## Parking Management Strategies

Fehr & Peers reviewed and updated the parking management strategies provided in the original PMP and required by the COA to regulate the proposed project's parking demand and reduce spillover from resident, retail, and visitor parking onto the adjacent streets. The relevant strategies related to parking management are listed below:

- **Unbundled Parking** – The COA dictates that the Project must separate reserved parking fees from residential and retail lease fees and include a statement in the lease prohibiting off-site overnight parking in the surrounding areas. This strategy can reduce automobile parking demand by giving tenants the option to reduce their monthly rent, forgo a reserved parking space, and use alternative modes of travel (i.e. walking, biking, and transit).
- **Preferential Parking** – The COA requires the provision of at least two carshare vehicles, other shared vehicles, and electric vehicles in preferential parking spaces within the Project garage. Providing residents with preferential parking access to shared vehicles can further reduce private car ownership and further reduce parking demand.
- **Hayward BART Station Shuttle** – The COA requires either a fair-share contribution to a city shuttle service or the provision of a private shuttle between the proposed project

and the Hayward Bay Area Rapid Transit (BART) station operating with 20- to 30-minute headways on weekdays. The Hayward BART station located less than a half-mile from the Project, provides access to regional employment/education/retail centers in Oakland, Berkeley, San Francisco, and San Jose (estimated 2030). Providing a first-mile-last-mile (FMLM) shuttle connection to the BART station will increase the convenience of transit travel to regional destinations.

- **Discounted Transit Passes** – The COA requires the provision of discounted transit passes for residents. In combination with the FMLM shuttle, discounted transit passes will incentivize building tenants to reduce automobile use and potentially forgo automobile ownership.
- **On-site Bicycle Parking and Bikeshare** – Storage for 81 bicycles (79 for residents and 2 for retail) as required by Hayward City Code. The COA also requires the provision of at least five bicycles available for rent to building tenants. When combined with carshare and transit, bicycle amenities provide an alternative to automobile use for shorter trips.
- **Deliveries** – Deliveries will need to be accommodated within the Project site or the Project may stripe a designated loading zone along Main Street, subject to City review and approval.

## Parking Monitoring & Enforcement

The COA requires on-street parking surveys with methodology in accordance with Section 3.95 of the City's Traffic Regulations, the Preferential Permit Parking Program (PPP Program). On-street parking surveys shall be conducted at 6-month intervals for the first five years of project occupancy once the project achieves at least 75% occupancy. An on-street permit parking program may be developed if survey results meet PPP Program criteria including:

1. A city-provided PPP Program petition form containing the signatures of residents representing 55% of the addresses within the proposed PPP area;
2. A proposed PPP area with a minimum of six blocks and 80% in a residential zone;
3. A minimum parking occupancy of 75% of all on-street parking spaces within the proposed PPP area during any two one-hour periods between 8 AM and 6 PM or other hours determined appropriate by the Director of Public Works.

This PPP Program shall:

1. Specify the area subject to the PPP along with parking restriction days and hours;
2. Include street signage in the program area;
3. Make permits available to owners, residents, and guests in the program area, with permit quantities determined by City Council as recommended by Public Works Director;

The Project shall pay for developing the PPP Program, costs for signage and permits, and costs for enforcement of the program area. If the City Council or Public Works Director as designated by the City Council, determine that other developments in the proposed project study area are impacting on-street parking, the cost of implementing such a program would be shared by those developments proportionally using a methodology determined by the City.

Based on the on-street parking survey, if the Project were to consistently add more than 44 parked vehicles to the surrounding streets they would meet the minimum 75% occupancy threshold for a PPP Program.

## Plan Recommendations

The Project site plan exceeds the City of Hayward minimum parking requirements and is projected to provide adequate parking for the residential, guest, and retail parking demand. Peak residential parking demand is projected to occur during the evenings/overnight hours while peak retail/commercial parking demand is projected to occur during midday and afternoon hours. Building management may modify allocation of resident, retail, and commercial parking spaces within on-site parking areas as demand indicates.

All Project-generated parking demand is expected to be provided on-site. However, some Project users may use available surrounding street parking for short periods of time, subject to posted parking restrictions and time limits. These uses include visitors to the proposed project's retail who find on-street parking more convenient than the parking garage, short-term visitors to apartments, and apartment residents making short stops/trips during the day. Should spillover parking from the Project onto nearby residential streets become an issue, a possible future solution would be to implement a PPP Program to residents in the neighborhoods surrounding the Project. The potential problem of spillover parking would be analyzed and addressed at the time that it is identified as an issue.