



DATE: March 4, 2019

TO: Council Economic Development Committee

FROM: Deputy City Manager

SUBJECT: Review of a Site Plan Review and Density Bonus Application from the META Housing Corporation for an Affordable Mixed-Use Development on a 2.2-Acre Parcel Located at 29497, 29547, and 29553 Mission Boulevard

RECOMMENDATION

That the Council Economic Development Committee reviews and provides feedback on this proposed mixed-use development project to the applicant and staff.

SUMMARY

On December 19, 2018, META Housing Corporation (“META”) submitted a Site Plan Review and Density Bonus application for a proposed mixed-use development located at 29497, 29547, and 29553 Mission Boulevard. The proposed five-story mixed use-development includes 140 dwelling units of affordable housing for families (available for rent), an 1,800 square-foot commercial space with an exterior courtyard, as well as a 2,600 square-foot day care center with an approximately 1,800 square-foot outdoor play area. The proposed project would also include a Certificate of Lot Merger to consolidate the three parcels into one. The project plans are included as Attachment I.

Ross Ferrera from META Housing Corporation (Developer) and Lauri Moffet-Fehlberg from Dahlin Group (Architect) will be present to discuss their proposal and answer questions from the committee.

BACKGROUND

On June 6, 2018, Planning Division staff conducted a pre-application meeting with META Housing Corporation on an earlier version of the proposed project that included a four story-development with 109 dwelling units and approximately 4,000 square-feet of commercial space.

In 2018, META applied to the City’s Notice of Funding Affordability (NOFA). Although they scored second, the proposed project was not awarded the City’s or County’s affordable housing funds by the City Council. Thus, the proposed project will not be

utilizing any City funds as part of the construction and financing for the development.

DISCUSSION

Zoning and General Plan. The 2.2-acre project site is located within the Urban Center Zone (S-T5) of the South Hayward BART Form-Based Code area with a land use designation of Sustainable Mixed Use (SMU) within the Hayward 2040 General Plan. The permitted density range for the S-T5 zoning district allows for 35-55 dwelling units per net acre, which would limit the density at 121 dwelling units. Given that the residential component of the development will be fully affordable, META is eligible for three concessions/incentives and has also proposed a density of 140 units that is consistent with the City's Density Bonus Ordinance.

The project site is located along Mission Boulevard, where it will retain access, situated between the Construction and General Laborers Union Hall and an existing commercial retail center (e.g. Red Chili Thai Cuisine, Burger King).

Project Description. As mentioned previously, the project proposes to develop a five-story, mixed-use development with 140 dwelling units of affordable housing for families with a total of 4,400 square-feet of commercial space – 2,600 square-feet of which will be dedicated to a children's day care center to serve the residents of the development as well as the Hayward community. The residential component will consist of a mix of 1-bedroom, 2-bedroom, and 3-bedroom units proportioned at approximately one-third of each unit type. Amenities for the development include approximately 13,700 square-feet of common open space with a portion of that programmed for the commercial element and the remainder distributed to serve as an interior courtyard for the residents.

Given that the proposed project is located within the form-based code area, there are no established minimum parking requirements for residential or commercial land uses. Rather, the Code establishes a maximum parking standard of 1.5 spaces per dwelling unit for rental projects. As such, the proposed development plans to provide a total of 93 vehicular parking spaces (including carshare vehicles) and 79 bicycle parking spaces in compliance with the Hayward Municipal Code.

Policy Direction. In accordance with the South Hayward BART Form-Based Code, Figure 1-3 (Existing and New Thoroughfare Plan) designates a New Thoroughfare along the rear of the project site. The Code identifies "ST-56-34 BR" as the required thoroughfare which stipulates the creation of a 56-foot wide right-of-way for two-way traffic. Similar to the Mission Seniors development located at 29212 Mission Boulevard, the project will require a Zoning Text Amendment to the Form-Based Code to remove or amend the required thoroughfare. Currently, the project site is surrounded by existing development to the west, north, and south. An exhibit has been added as Attachment II to include an aerial image of the project site, the thoroughfare plan, and street detail.

Staff is requesting that the CEDC provide policy feedback whether a Zoning Text Amendment would be supported to either remove and/or amend the required

thoroughfare at the project site. The CEDC may also share comments on the proposed design and other elements of the development to the applicant and staff.

STRATEGIC INITIATIVES

This agenda item would support the Complete Communities Strategic Initiative. The purpose of the Complete Communities Initiative is to create and support structured services and amenities to provide inclusive and equitable access for all with the goal of becoming a thriving and promising place to live, work, and play.

This item would support the following goals and objectives:

Goal 1: Improve quality of life for residents, business owners, and community members in all Hayward neighborhoods

Objective 1.b. Foster a sense of place and support neighborhood pride.

Objective 1.d. Create resilient and sustainable neighborhoods.

Goal 2: Provide a mix of housing stock for all Hayward residents and community members, including the expansion of affordable housing opportunities and resources.

Objective 2.b. Facilitate the development of diverse housing types that serve the needs of all populations.

The proposed project would be in line with the above goals and objectives as it would create new housing, potential jobs, and investment into the Mission Corridor, while adding to the resiliency and vitality of Hayward.

NEXT STEPS

Following this meeting, the applicant will take into consideration any comments and feedback from the CEDC into their development proposal prior to resubmitting for their development application. At the point and time that the project is deemed complete, the project would commence environmental review in accordance with the California Environmental Quality Act (CEQA) Guidelines.

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Recommended by: Jennifer Ott, Deputy City Manager

Approved by:



Kelly McAdoo, City Manager