

**CITY COUNCIL MEETING
TUESDAY, MAY 9, 2017**

DOCUMENTS RECEIVED AFTER PUBLISHED AGENDA

Item #4 PH 17-045

Heather Enders

From: Heather Enders

Sent: Monday, May 8, 2017 3:46 PM

To: Sara Buizer

Subject: Comments on Mission Crossings Project

Sara,

Kindly distribute the attached to City Council in advance of their meeting tomorrow.

Thank you,

Heather Enders

Heather Enders
Planning Commissioner

May 8, 2017

Via Email

C/O Sara Buzier
Sara.Buizer@hayward-ca.gov
City of Hayward 777 B Steet
Hayward, CA 94541

Re: Mission Crossing Project

Dear Mayor Halliday and City Council:

In general I recommend approval of the Mission Crossings project. The project proponent has incorporated a number of features that I would categorize as smart growth. Namely, the solar panel installation on each unit, the urban community farm and the electric vehicle charging stations in each garage. The developer also integrated jobs via commercial/retail space which will leverage revitalizing Mission Blvd. and a currently blighted property.

At our April 27, 2017 Planning Commission meeting, much of the time was spent deliberating whether the meeting had been properly noticed and whether the public and the Planning Commission were given enough time to weigh in on the project. This took away from our discussion about the actual project. While I was able to make some points at our meeting, some were lost in an effort to keep the meeting moving along. I would like to give you the opportunity to review my points at this time. I would also request that City policy be changed to allow the opportunity for more community involvement early on for projects of this magnitude.

Respectfully yours,

Heather Enders

1. Traffic associated with this project and every other proposed project is of concern, especially along Mission Blvd. within City limits. Traffic and parking go hand in hand and there are changes I would recommend to support a shift in reducing auto dependency by design. I would have preferred the project to have increased density as well as reduce the number of parking spaces and reject the warrant for excess parking. Below are some excerpts I have highlighted from the Mission Boulevard Corridor Specific Plan Parking & Transportation Demand Management Strategy on this topic:

Mission Blvd. Corridor Specific Plan Parking & TDM Strategy
CITY OF HAYWARD

transition, over time, to market-rate parking, so that those who do choose to drive provide the funds needed to support their parking. Of course, not all cities wish to put pedestrians first: some seek to become more like a suburban shopping mall. For Hayward, the important thing is to choose deliberately: if the future is chosen by passively responding to each month's demand for free parking, the district may become mediocre, functioning well neither as conventional suburban development nor as pedestrian-friendly downtown.

Recommendation 6: “Unbundle” Parking Costs

Goal: Increase housing affordability and choice, reduce parking demand and motor vehicle trips.

Recommendation: Require new office and residential development to “unbundle” the full cost of parking from the cost of the housing or commercial space itself, by creating a separate parking charge for employee and resident spaces.

Discussion: Parking costs are generally subsumed into the sale or rental price of offices and housing for the sake of simplicity, and because that is the more traditional practice in real estate. But although the cost of parking is often hidden in this way, parking is never free. Each space in a parking structure can cost upwards of \$30,000, while in Hayward, given land values, surface spaces can be similarly costly.

Looking at parking as a tool to achieve revitalization goals requires some changes to status quo practices, since providing anything for free or at highly subsidized rates encourages use and means that more parking spaces have to be provided to achieve the same rate of availability.

Unbundling parking costs from commercial leases

New office developments in the Specific Plan area should be required to unbundle parking costs by identifying parking costs as a separate line item in the lease, and should be required to allow employers to lease as few parking spaces as they wish.

Example: Bellevue’s ordinance requiring the unbundling of parking costs in office leases

Bellevue, Washington, requires downtown office buildings of more than 50,000 square feet to identify the cost of parking as a separate line item in all leases, with the minimum monthly rate per space not less than the price of a two-zone bus pass. For example, since the price of a monthly bus pass was \$72 in 2003, the minimum price of a leased parking space was \$72 a month. This requirement for “unbundling” parking costs does not increase the overall cost of occupying office space in a building because the payment for the office space itself declines as a result. In other words, unbundling separates the rent for offices and parking, but does not increase their sum. Bellevue is perhaps unique in routinely requiring the unbundling of parking costs from office leases. This innovative policy has several advantages. It makes it easy for employers to cash out parking for employees (that is, to offer employees the value of their parking space as a cash subsidy if they do not drive to work), since employers can save money by leasing fewer spaces when fewer employees drive. It also makes it easier for shared parking arrangements to occur, since building owners can more easily lease surplus parking spaces to other users. Appendix E provides the text of Bellevue’s ordinance requiring the unbundling of parking costs.

Unbundling parking costs from housing costs

For both rental and for-sale housing, the full cost of parking should be unbundled from the cost of the housing itself, by creating a separate parking charge. The exception to this policy should be in the residences with individual garages (such as detached single-family homes and townhouses) rather than common, shared parking areas. This provides a financial reward to households who decide to dispense with one of their cars, and helps attract that niche market of households, who wish to live in a transit-oriented neighborhood where it is possible to live well with only one car, or

Chapter 3. Recommendations

Introduction

This chapter presents eight fundamental recommendations. They are based on the premise that parking and transportation demand management policy must be planned with a clear view of the Specific Plan's overall goals, in order for these policies to contribute to the community's vision rather than detract from it. The recommendations that follow are aimed at achieving the overall goals of the Specific Plan, which can be described in a nutshell as ensuring that the plan's neighborhoods and new transit-oriented developments are compact, pedestrian-oriented and mixed-use. It is important to note that the parking and transportation demand management recommendations which follow are intended to permit flexibility. They are designed to provide a long-range strategy; that is, an overall policy framework that can remain useful and viable, even as new buildings are added, blocks are redeveloped, new streets are introduced, and land uses change over time.

Why does parking policy matter so much for transit-oriented development?

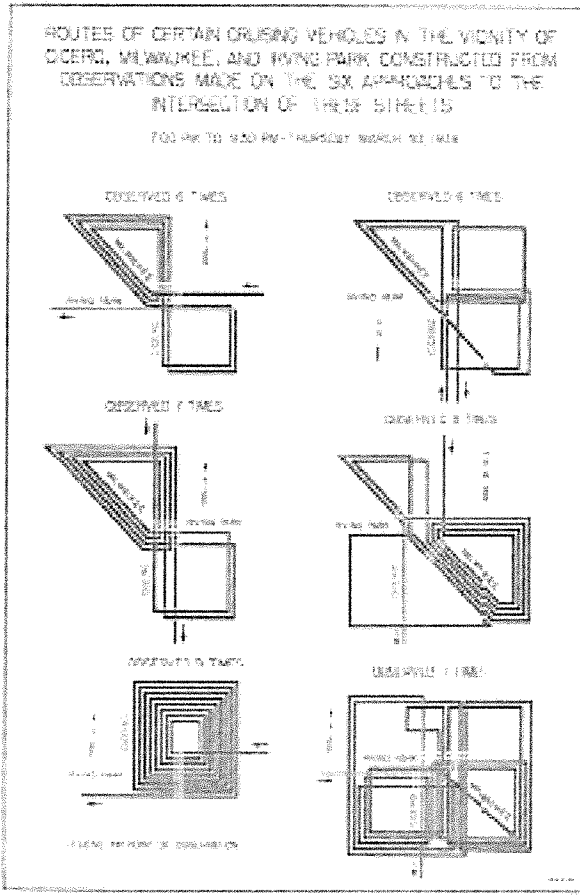
Perhaps the most fundamental difference between transit-oriented development and conventional auto-oriented development is in the way that parking (both on-street and off-street) is developed and managed. For Hayward, parking policy is important for three key reasons. First, unlike decisions about the provision of transit, parking policy decisions lie squarely in the hands of the City of Hayward. Second, parking policy is perhaps the single most important lever within Hayward's grasp for affecting the quantity of traffic on Hayward city streets. Third, as one Southern California real estate developer put it, "Parking is destiny." Parking requirements, as written into the zoning codes of most every California city, dominate architecture, powerfully shaping the form of our buildings and dictating what is financially feasible to build.

In the years immediately after World War II, most communities in California, including Hayward, adopted minimum parking requirements. Minimum parking requirements are government regulations that specify the minimum number of parking spaces that must be provided for every land use. They are intended to ensure that cities have more parking spaces than they would if the matter was left up to the free market.

When did Hayward first adopt minimum parking requirements, and why? While we are not absolutely certain, it appears from the Municipal Code that Hayward first adopted minimum parking requirements in 1959. According to the Code, Hayward's minimum parking requirements were adopted "to relieve congestion on streets".

Why was it believed that setting minimum parking requirements would alleviate traffic congestion? By the 1920s, the new problem of "spillover parking" had already arrived in many downtowns. Automobiles filled up all of the curb parking in front of shops and apartments, and any nearby private parking, and then sometimes spilled over into nearby neighborhoods, crowding the streets there. In search of free parking near their destination, motorists often took to circling about, waiting for a space to open up. For example, Figure 3-1 shows the observed patterns of various motorists circling in search of parking spaces in Chicago as observed in a 1939 study. Many motorists simply double-parked, clogging traffic lanes.

Figure 3-1 Observed Routes of Cruising Vehicles, Chicago, 1939



From the Report "A Plan to Reduce Traffic Congestion on the Parkway Park Road Shopping Center" prepared by City of Chicago, Chicago Board of Commissioners, Technical Services Bureau, April 1939

FIGURE 6—Observed Routes of Cruising Vehicles

To reinforce its minimum parking requirements, Hayward also enacted a prohibition against charging separately for parking at apartment buildings.¹ (Of course, requiring that parking be given away free of charge does not mean that the cost of parking goes away; the cost is instead hidden in the price of all the other goods and services that we use, from apartment rents to groceries.)

Minimum parking requirements, however, had unintended consequences for traffic. So did requirements that parking be given away for free. As described later in this chapter, dozens of studies have now demonstrated that when parking is given away free of charge, people drive more. The amount of driving induced is substantial, as is the increase in parking demand. Moreover, minimum parking requirements have also had many other unintended consequences.

¹ Hayward Municipal Code, Off-Street Parking Regulations, SEC. 10-2.310

2. It should be noted that the project does not readily align with the Vision and Goals of the Mission Blvd. Specific Plan., but minor changes can still be made to foster these goals without having to revamp the entire project. Highlighted below are the disparities.

Chapter 2 - Vision and Goals

2.1.2 Circulation Element

- Goal 4.1: The Specific Plan will help improve mobility to foster economic vitality.
- Goal 8.4: The Specific Plan will help create improved and safer circulation facilities for pedestrians.
- Goal 9.1: The Specific Plan promote opportunities for safe and convenient bicycle travel.
- Goal 10: The Specific Plan will help encourage land use patterns that promote transit usage.
- Goal 13.1: The Specific Plan will help provide for future parking demand in ways that optimize mode choice.
- Goal 14.2: The Specific Plan will help seek to address traffic safety concerns.

2.1.3 Economic Development Element

- Goal 1: The Specific Plan will help utilize an economic strategy that balances the need for development with other City goals and objectives.
- Goal 2.1/5: The Specific Plan will help create a sound local economy that attracts investment, increases the

Figure 2-2: Vision of a new retail center at the northeast corner of Carlos Bee Boulevard and Mission Boulevard

Chapter 2 - Vision and Goals

- Neighborhoods and transit-oriented development are compact, pedestrian-oriented and mixed-use.
- Neighborhoods should be the preferred pattern of development and that districts specializing in a single use should be the exception.
- Ordinary activities of daily living occur within walking distance of most dwellings, allowing independence to those who do not drive.
- Interconnected networks of thoroughfares be designed to disperse traffic and reduce the length of trips.
- Within neighborhoods, a range of housing types and price levels be provided to accommodate diverse ages and incomes.
- Affordable housing should be distributed throughout the region to match job opportunities and to avoid concentrations of poverty.
- Appropriate building densities and land uses be provided within walking distance of transit stops.
- Civic, institutional, and commercial activity should be embedded in neighborhoods, not isolated in remote

3. The staff report makes a point that **the warrant for excess parking will improve vehicular circulation** (see below). This statement is in complete contrast with Nelson Nygaard's Mission Blvd. Corridor Specific Plan Parking and Transportation Demand Management Strategy and I personally do not understand where the connection is made.

Attachment I

uncovered spaces on site for guest parking. The requested Warrant would typically be subject to Administrative approval by the Director of Development Services. However, because of the other requested applications that are subject to Commission (and Council) review, the Warrant has been referred to the Planning Commission for a recommendation to Council. Staff supports making the required findings, as indicated below.

(a) Policy Consistency. The Warrant is consistent with the General Plan and overall objectives of this Code.

The warrant to allow excess parking for the condo units will, in fact, be an enhancement to the density and mixed use nature of the project, and be responsive to concerns of the City Council to ensure adequate on-site parking is provided.

(b) Compatibility. The Warrant is justified by environmental features or site conditions; historic development patterns of the property or neighborhood; or the interest in promoting creativity and personal expression in site planning and development.

Market demand dictates that for-sale/condominium or townhome residential products typically are provided with two covered spaces per unit, and guest spaces are provided for convenience and for ease of use. The extra parking would not negatively impact the character envisioned for the Mission Boulevard Corridor planning area or for the Sustainable Mixed Use land use designation. Also, warrants for extra parking were approved for projects in the area at the south end of Dollar Avenue a few hundred feet from the project site. This area is further away from the BART stations in Hayward than most of the other areas in the Form-Based Code area.

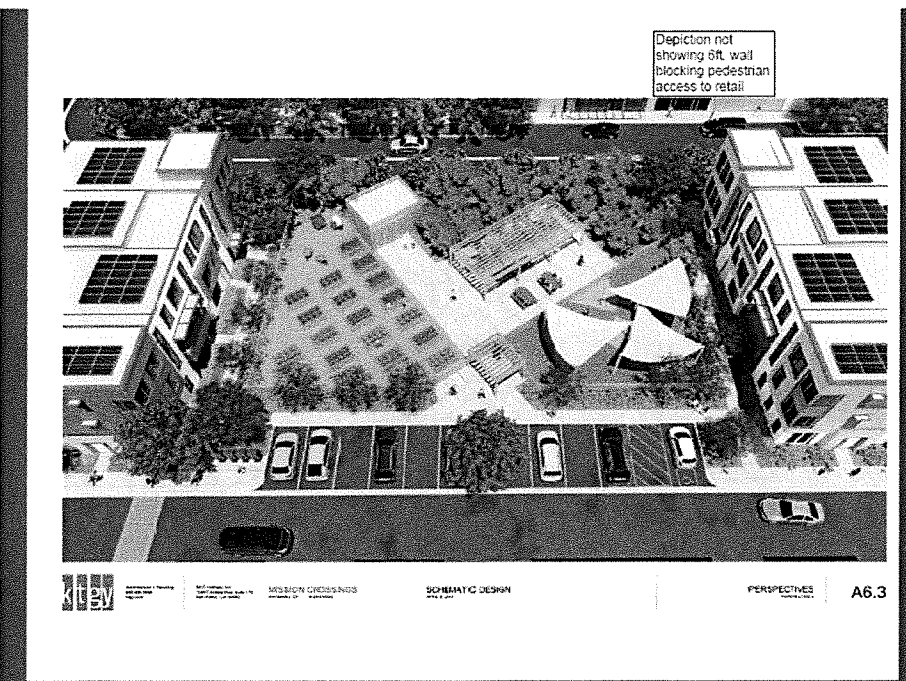
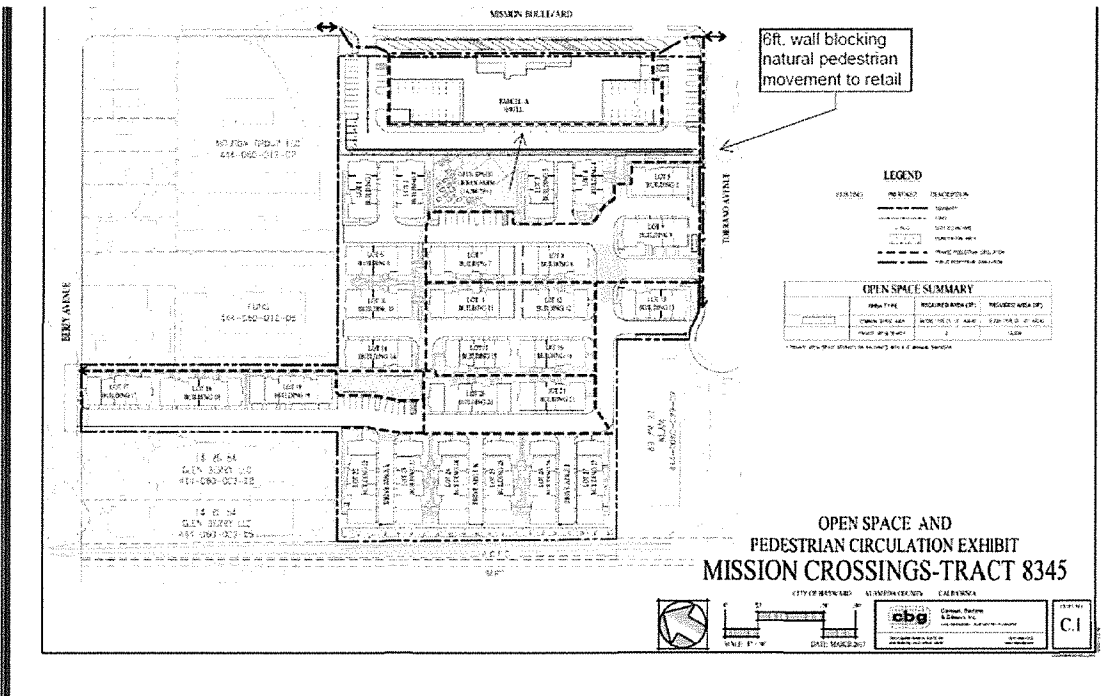
(c) No Adverse Impact. The Warrant would result in development that is not detrimental to the public health, safety, or welfare, or injurious to the property or improvements in the vicinity and in the same zoning district.

Approval of the Warrant for excess parking with the residential portion of the proposed project would not be detrimental to the public health, safety, or welfare, or injurious to the property or improvements in the vicinity and in the same zoning district. In fact, it would enhance the public health, safety, and welfare by improving vehicular circulation. Designated guest parking areas would minimize the potential for impacts between pedestrians/residents and vehicles.

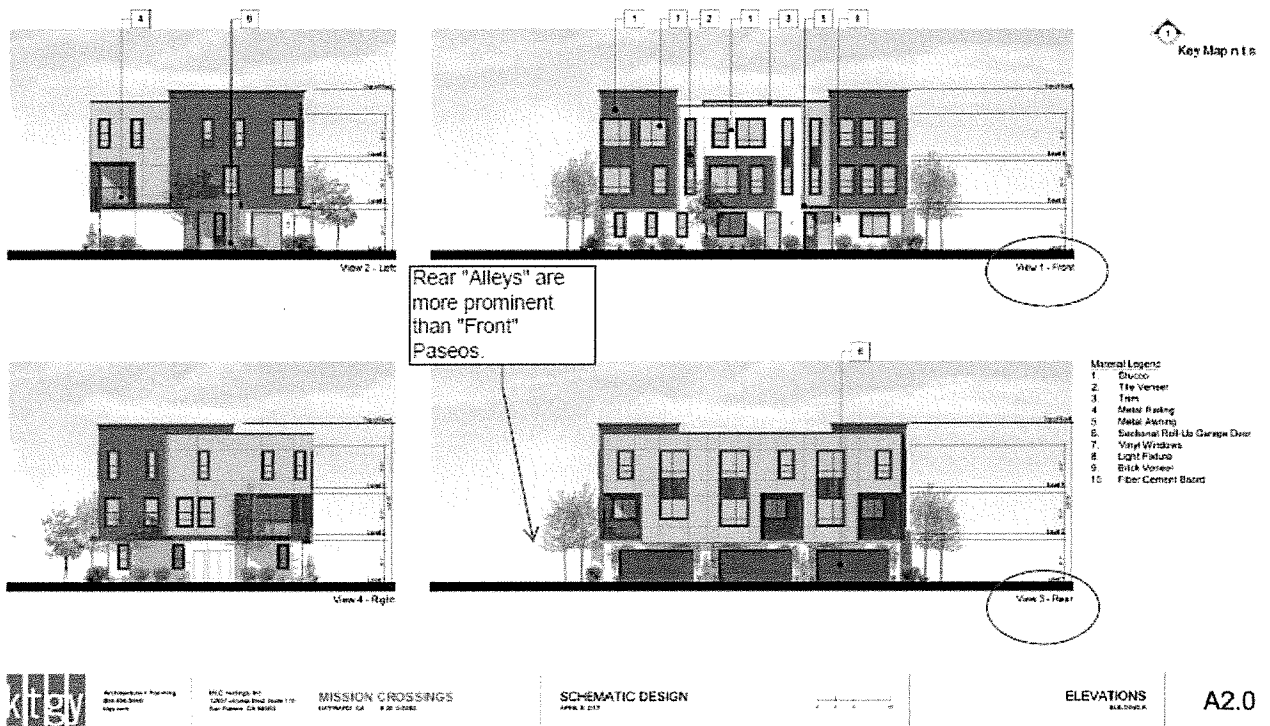
(d) Special Privilege. The Warrant would not affect substantial compliance with this Code or grant a special privilege inconsistent with the limitations upon other properties in the vicinity and in the same zoning district.

The provision to allow the additional 25 on-site, guest parking spaces for the

- As for pedestrian circulation, there is a proposed 6ft. wall between the residential and commercial components of the project. This should be reviewed closely and re-thought.



5. One of the CUP's is that "A minimum 4" self-illuminated address shall be installed on the front of the dwelling in a location so as to be visible from the street."



This CUP is confusing and misguided. What we are seeing more and more of is that "rear" alleys where the garages are located are becoming the main entryway and the "front" paseos are becoming obsolete entrances that are just for show. This has implications on circulation as well as crime and safety. This is evident in the Mt. Eden neighborhood where a recent crime spree (March 2017) has shown that areas with this specific design have been targeted by thieves looking to steal packages from front porches.

The General Plan Land Use Element 3.6 (below) should be reviewed by staff. Although the staff report indicates that this type of design conforms to the Land Use element, as a General Plan Task Force Member, I can tell you that this end result design as seen in the Mission Crossings development was not what was intended when this set of policies was developed.

summarized in the following paragraphs and include: (1) Zone Change, (2) Site Plan Review, (3) Conditional Use Permit, (4) Administrative Use Permit, (5) Warrants, (6) Vesting Tentative Tract Map 8345, and (7) Addendum to the Mission Corridor Specific Plan area Program EIR.

(1) **Zone Change** – In order to approve a zoning district amendment (zone change), the City Council shall make the following findings, as recommended by the Planning Commission. Staff's responses in support of the findings are presented below.

(a) The development is in substantial harmony with the surrounding area and conforms to the General Plan and applicable City policies.

The project is consistent with the existing General Plan designation of Sustainable Mixed Use and policies related to density and availability of a variety of housing types, specifically:

- The density is consistent with the Mission Boulevard Corridor Form-Based Code.
- The project incorporates sustainability measures as an objective of this land use.

LU-3.6 Residential Design Strategies: The City shall encourage residential developments to incorporate design features that encourage walking within neighborhoods by:

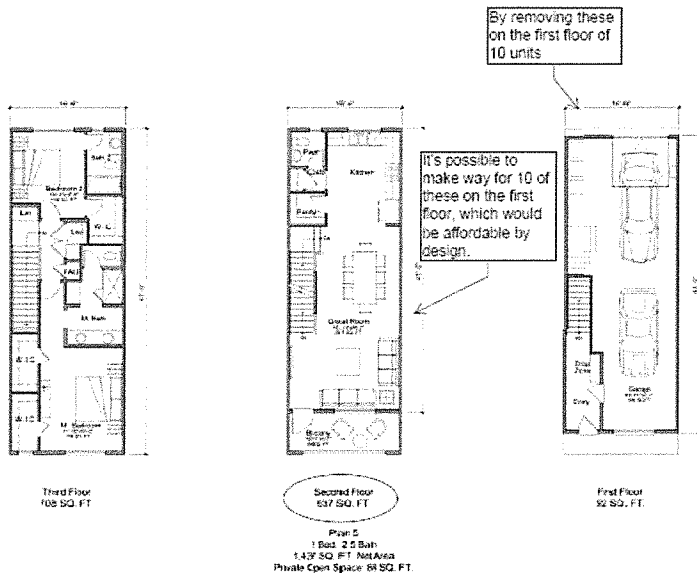
- Creating a highly connected block and street network.
- Designing new streets with wide sidewalks, planting strips, street trees, and pedestrian- scaled lighting.

- Orienting homes, townhomes, and apartment and condominium buildings toward streets or public spaces.
- Locating garages for homes and townhomes along rear alleys (if available) or behind or to the side of the front facade of the home.
- Enhancing the front facade of homes, townhomes, and apartment and condominium buildings with porches, stoops, balconies, and/or front patios.
- Ensuring that windows are provided on facades that front streets or public spaces.

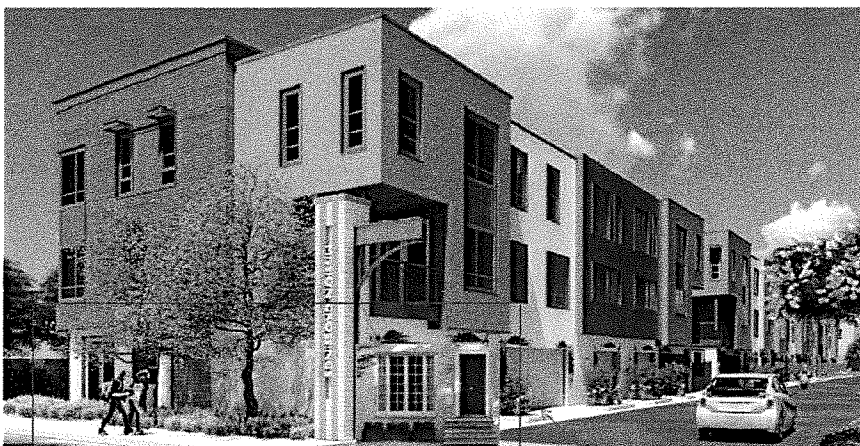
LU-3.7 Infill Development in Neighborhoods: The City shall protect the pattern and character of existing neighborhoods by requiring new infill developments to have complimentary building forms and site features.

H-3.1 Diversity of Housing Types: The City shall implement land use policies that allow for a range of residential densities and housing types, prices, ownership,

6. Inclusionary affordable housing as opposed to collecting in-lieu fees is in fact feasible at this site if it is Council's priority. Ten corner units could easily be converted to affordable by-design studio for-sale units. By reducing the number of garage parking spaces in each building, the developer could make way for inclusionary affordable housing by shifting the way the ground floor is used in a small handful of units. As stated in the Mission Blvd. Specific Plan, "Affordable housing should be distributed throughout the region to match job opportunities and to avoid concentrations of poverty."



KEY PLAN
MISSION CROSSINGS
SCHEMATIC DESIGN
UNIT PLANS
A5.4



KEY PLAN
MISSION CROSSINGS
SCHEMATIC DESIGN
PERSPECTIVES
A6.1

Item #4 PH 17-045

Kim Huggett – Hayward Chamber of Commerce

From: "Kim H"

To: "Barbara Halliday" <Barbara.Halliday@hayward-ca.gov>, "Francisco C Zermeno" <machetez@sbcglobal.net>, "Marvin Peixoto" <Marvin.Peixoto@hayward-ca.gov>, "Sara Lamnin" <Sara.Lamnin@hayward-ca.gov>, "Elisa Marquez" <Elisa.Marquez@hayward-ca.gov>, "Mark Salinas" <Mark.Salinas@hayward-ca.gov>, "Al Mendall" <Al.Mendall@hayward-ca.gov>

Cc: "David Rizk" <David.Rizk@hayward-ca.gov>, "Miriam Lens" <Miriam.Lens@hayward-ca.gov>

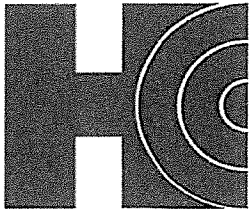
Subject: Letter Regarding Mission Crossings Project from the Chamber's Government Relations Council

Mayor Halliday and Members of the Hayward City Council:

Attached is a letter from the Hayward Chamber of Commerce Government Relations Council regarding the Mission Crossings project you will consider Tuesday night. I apologize for the late submittal, but the GRC's latest review of this project was just last Friday, May 5. As the letter notes, after three deliberations on the issues, the chamber does not have a position on Mission Crossings. However, as the letter notes, we identified several points we hope you "will take into consideration as you consider and act on this project."

Sincerely,

Kim Huggett
President & CEO
Hayward Chamber of Commerce



HAYWARD
CHAMBER *of*
COMMERCE

May 5, 2017

Honorable Barbara Halliday
Mayor, City of Hayward
777 B St., Hayward 94541

Mayor Halliday:

On May 5, 2017, the Government Relations Committee of the Hayward Chamber of Commerce met and considered the proposed subdivision and construction of 140 three-story condominiums of a townhome design, a 93-room hotel, and 7,225 square feet of community-serving retail use on a 9.72-acre site located at 25501 & 25551 Mission Boulevard and 671 Berry Avenue. As a result of that discussion and based on the various and contradictory views of its members, the GRC has voted to take “no position” on this project. However, during discussion, several points were identified that we hope you and the Hayward City Council will take into consideration as you consider and act on this project.

The Project: The GRC recognizes that project proponents have gone a long way to design and develop a quality project. In addition, there is little disagreement that the project meets the current vision and zoning for the area as presently approved by the city. The project has many attractive elements, and the GRC is in support of almost all the distinct elements of the project – new hotel; new, quality housing; new retail space; and innovative environmental elements. However, despite these positive elements, there was concern expressed as to whether this is the appropriate location for this project for the following reasons:

1. **Residential-Commercial Interface.** The residential-commercial interface does not seem to have been thoroughly reviewed and designed in the best interests of either the future residential tenants of the project or the existing commercial entities on Dollar Street. Dollar Street is home to established businesses that are, by their nature, produce both noise and fumes. Some of the planned 140 residential units appear to open onto this existing commercial entity without adequate protection against the noise and other unavoidable disturbances that are generally produced by the daily activities of the existing businesses.
2. **Loss of future revenue opportunities.** Mission Blvd is prime commercial and retail space. The current Form-based Code and supporting zoning were approved several years ago during weak economic times. At that time, city staff was understandably concerned that Hayward’s “auto row” was dead and would not come back. However, current economic times have seen modest

expansion of the number of auto dealers, both new and used; and there is clear evidence that these business entities are growing economically stronger.

Members of the GRC have serious questions as to whether it is wise to let prime parcels in this area convert to residential at this time. Rather, it seems more strategic to protect the land options and to carefully research and document the actual interest of the auto industry in expanding back into Hayward. Currently, everyone seems to have an opinion on both sides of this issue with little hard evidence or documentation from the industry itself to support their position.

3. **Type and location of hotel.** GRC absolutely supports the entrance of new hotel stock into Hayward. Members strongly support quality business accommodations throughout the community. In that support, members would very much like to see at least one new hotel more closely associated with the downtown area . This brings new business downtown and it provides hotel guests with a choice of restaurants and other amenities. If a new hotel is to be located on this parcel as proposed, members expressed concern that it is removed from the downtown and offers few, if any, supporting amenities to guests.
4. **Limited retail.** Given the prime commercial and retail frontage offered along Mission Boulevard, 7,225 square feet of retail proposed by this project seems underwhelming at best. That amount of retail often only attracts the typical "strip" type development with standard tenants such as cleaners, small offices, and the like. During discussion at the GRC, it was noted that other locations with "urban" auto rows such as Broadway Oakland, are finding creative ways to add needed housing while still supporting their auto dealers and/or other robust retail establishments by leaving significant and creative ground floor space for auto dealers and other larger retailers while building housing above.

Larger Issues: In the course of our discussion on the proposed project, two other issues emerged that we would like to bring to your attention.

- A. **Validity of the current Form-based Code and supporting zoning.** Before taking irreversible actions that will set the tone and direction of Mission Blvd for years to come, GRC encourages the city to review the validity of the Form-based Code and current zoning of the Mission Corridor, particularly as it relates to the section termed "auto row." As it exists now, our community will likely lose valuable and irreplaceable commercial and retail space to the demand for housing, and with it, significant loss of revenue-generating opportunities. We ask the mayor and city council to review your position and vision for the development of the Mission Corridor. Once this quality commercial-retail opportunity is lost to housing, it will be lost for at least a lifetime along with the ability of that Corridor to generate much needed revenue for our community.
- B. **Need for community meeting space.** GRC strongly advocates for a business conference center and large community meeting space. The loss of Centennial Hall, despite its outdated and worn appearance, is still acutely felt throughout the community. We desperately need a large,

modern meeting facility in Hayward. While the currently proposed hotel makes a small offering in this regard, it does not begin to address the critical need. GRC encourages the city council to do everything possible to put back into the community that which was lost when Centennial Hall was prematurely demolished.

Thank you for allowing us an opportunity to weigh in on this project. We hope that you will take our concerns into account as you make the difficult decision of whether to approve this project as presently proposed; and that you will seriously consider how critical the loss of even a square foot of commercial and retail space is along the highly visible and valuable Mission Corridor.

Sincerely,



Michael Cobb
Chairman of the Board
Hayward Chamber of Commerce



Michael P. Mahoney
Chair, Government Relations Committee
Hayward Chamber of Commerce

CC: Hayward City Council Members
David Rizk, Director of Development Services
Members of the Hayward Chamber GRC

Item #4 PH 17-045

Roberta Wilma

OFFICE OF THE CITY CLERK

FOR

COUNCIL MEETING

MAY 9, 2017

ATTACHED E-MAILS REGARDING

MISSION CROSSINGS PROJECT

PH 17-045

Robin Wilma

From: Kim H
Sent: Thursday, May 04, 2017 9:57 AM
To: Member
Subject: Background Info for GRC Meeting Friday
Attachments: Attachment I - Mission Crossings Staff Report 4.20.17 PC Meeting.pdf; 2017 04 13 FINAL Feasibility Report re Mission Boulevard Automotive Dealers.pdf; varnifraser.com_20170420_094057.pdf; varnifraser.com_20170420_100054.pdf

Those with different positions on the Missions Crossings project on our agenda tomorrow morning have asked that I share with you some additional homework. Attached:

ON BEHALF OF THE PROJECT

1. The recommendation that the planning commission endorsed with the findings of city staff 2. An investigation by Advising Automobile Dealers on the feasibility of new car dealerships returning to Mission Boulevard

OPPOSED TO THE PROJECT

3. A letter from Anthony Varni to the city planning manager and the planning commission with elements of concern about the project.

4. A letter from Anthony Varni to the city planning manager and the planning commission with concerns about the project's impact on the environment.

Friday's meeting will begin at 7:45 a.m. The second item on the agenda will be a presentation by the city attorney and the director of development services on the future of marijuana retailers in Hayward. They will use the GRC as a kind of business focus group as the city continues to contemplate the possibilities of legal sales of cannabis.

Kim Huggett

PS:

GRC members are appointed by the chair persons of the chamber board of directors. While all board members are encouraged to attend, not all are voting members. Here is the current breakdown of voting members by category.

Chamber Board: Mike Cobb, Sandra Estrada, Chris Lam, Michael Mahoney.

Past Chamber Board Members: Mariellen Faria, Paul Martin, Ron Peck, Brian Schott, Ashton Simmons, Chris Zaballos

Chamber Members At-Large: Fran David, Ana Apodaca, Bill Espinola, Sid Hammadeh, Ed Mullins, Treva Reid, Anthony Varni, Robin Wilma

Mike Porto

From: Sara Buizer
Sent: Tuesday, April 25, 2017 1:39 PM
To: Mike Porto; Robert Goldassio
Subject: FW: Mission Crossings

Another comment for the Mission Crossings project.

Sara Buizer, AICP
Planning Manager
777 B Street
Hayward, CA 94541
(510) 583-4191
sara.buizer@hayward-ca.gov

PERMIT CENTER HOURS: Our Permit Center is Open Monday through Thursday from 8am to 5pm. The permit center is closed on Fridays.

From: Javier Lucatero
Sent: Tuesday, April 25, 2017 12:06 PM
To: Sara Buizer <Sara.Buizer@hayward-ca.gov>; Heather.Enders@hayward-ca.gov
Subject: Mission Crossings

Hello Sara & Heather, Hope all is well

I would like to express my concern about this new development
Even though we are a subcontractor company, I feel that this new development will increase the parking limitations that we already have
Our company starts getting deliveries as early as 6 AM and the new residents will start complaining about it sooner or later
is the developer taking these concerns into consideration?
Please let me know

Regards,

Javier R. Lucatero
President

Accurate is a minority certified firm.

Robin Wilma

From: pmotive
Sent: Tuesday, May 02, 2017 1:27 PM
To: rwilma
Subject: Fwd: Mission Crossings proposal

| Hayward

LIKE US ON FACEBOOK
<http://www.facebook.com/pages/Precision-Motive/234066806712863>

-----Original Message-----

From: pmotive
To: Heather.Enders <Heather.Enders@hayward-ca.gov>
Sent: Thu, Apr 20, 2017 9:58 am
Subject: Mission Crossings proposal

Dear Ms. Enders,

We are a small business on Dollar St. in Hayward, Ca. We have been in business in Hayward for 40 years. Today we are writing you to express our opposition to the Mission Crossings proposal-25501 & 25551 Mission Blvd. Hayward.

Sincerely,

Patrick Hendrix
Susan Hendrix
Precision Motive

LIKE US ON FACEBOOK
<http://www.facebook.com/pages/Precision-Motive/234066806712863>

Robert Goldassio

From: Sara Buizer
Sent: Thursday, April 27, 2017 1:01 PM
To: Robert Goldassio
Subject: Fwd: Mission Crossings project 25501-25551

Another one

Sent from my iPhone

Begin forwarded message:

From: Rich Cameron
Date: April 27, 2017 at 12:59:44 PM PDT
To: <Sara.Buizer@hayward-ca.gov>
Subject: Fwd: Mission Crossings project 25501-25551

----- Forwarded message -----

From: Rich Cameron
Date: Thu, Apr 27, 2017 at 12:58 PM
Subject: Mission Crossings project 25501-25551
To: [KimH](#) [Mike.Porto](#) [Sara.Bulze](#)

Hi,

I am the business owner of, Mike's Truck & LINE-X of Bay Area, located on Dollar St in Hayward. This proposed project has come to my attention and warranted a comment. I was actually shocked when the residential housing project was built on Dollar St last year. There had to be a variance with the existing zoning for approval and I, for one, wasn't notified. The increased traffic and parking around the project is only going to get worse when the complex reaches full occupancy. I really think deviating from the general plan needs serious consideration specifically the surrounding infrastructure. I just don't see how "fracturing" the city's general plan, as far as zoning, makes sense. In time the proposed property will be occupied by a proper tenant adding no stress to the surrounding infrastructure.

I am oppose to the zoning change.

Thanks,
Rich Cameron

Mike Porto

From: ericpglanz
Sent: Thursday, April 27, 2017 6:59 AM
To: Sara Buizer; Mike Porto
Subject: Mission Crossings project between Carlos Bee & Harder Rd. at the old Hayward Ford site

Hello. I am writing because I am strongly opposed to this construction. I drive Mission Blvd. to work every day and the traffic is already terrible. There is never anywhere to park and the road conditions are already very bad. Adding these buildings will just make everything worse ten fold. Not to mention what it would do to the Auto industry that we as a City have been trying to revive for years. Mission Crossings project is a terrible idea and i hope you take this life long Hayward resident's advise...DO NOT BUILD THIS!!!!

Thank you for your time

Eric Glanz

Wilmas Collsion

From: Jessica Jinkens
Sent: Wednesday, May 03, 2017 10:51 AM
To: sara.buizer@hayward-ca.gov; mike.porto@hayward-ca.gov; kimh
Cc: wilmascollisior
Subject: Mission Crossing Project

To whom it may concern,

I have been a resident of Hayward my entire life. It is a great place to live and to raise a family. But overloading our already highly populated community would do more harm than good. Please rethink your plan to jam in 140 home plus a hotel into a cramped location that already has traffic flow issues. I am highly opposed to this plan. Thank you for taking the time to hear my concern.

Respectfully,

Jessica Jinkens

Sent from my iPhone

Wilmas Colision

From: Robert Robello
Sent: Friday, April 28, 2017 7:59 AM
To: wilmascollisior
Subject: Fwd: Development homes and Motel

Sent from my iPhone

Begin forwarded message:

From: Robert Robello >
Date: April 26, 2017 at 12:55:32 PM PDT
To: Sara.Buizer@hayward-ca.gov
Cc: Mike.Potto@haywar-ca.gov
Subject: Development homes and Motel

Good day,

I'm writing in re: to concerns that having more housing and motel will create and increase traffic and difficulties with parking along our Auto row which I believe that the dealerships have spent numerous amount of money to upgrade there businesses just to have them be divided by housing on this short stretch of the Auto industry.

And it will definitely increase the traffic on Mission Blvd even more so than what it already is, so please stop the building and have our Auto row prosper and flourish.

Sent from my iPhone

Wilmas Collsion

From: Dianna Briones
Sent: Tuesday, May 02, 2017 9:57 AM
To: wilmascollisior
Subject: Fwd: Mission Crossing Project

Sent from my iPhone

Begin forwarded message:

From: Serena Kehaulani
Date: May 2, 2017 at 8:27:23 AM PDT
To: sara.buizer@hayward-ca.gov, mike.porto@hayward-ca.gov, [kimh](#)
Cc: Dianna Briones
Subject: Mission Crossing Project

Good morning,

My name is Serena Nelson and I work in the area if the proposed project and I strongly oppose this project. When i have to go to CVS or if i hit the Eco-Thrift store during my lunch hour, its horrible trying to navigate through the back street to get back to work.

Thank you for taking the time to hear my concerns.

Kind regards,

Wilmas Collsion

From: Dianna Briones
Sent: Wednesday, May 03, 2017 11:08 AM
To: Wilmas Collsion
Subject: Fwd: Building140 homes and 93 room hotel. Location Mission and Torrano avenue in Hayward

Sent from my iPhone

Begin forwarded message:

From: John Briones
Date: May 2, 2017 at 12:26:54 PM PDT
To: D2cellphone
Subject: Building140 homes and 93 room hotel. Location Mission and Torrano avenue in Hayward

I am opposed to this project. This project will increase the traffic in the vicinity including the neighborhood residence. An increase in the traffic also increases accidents and even fatality. The developers of this project only see's the bottom line dollar for their pockets and not the safety of the people living in this sector of the town

Jon Briones

--

Sent from Gmail Mobile

Robin Wilma

From: Robin Wilma
Sent: Tuesday, April 25, 2017 9:55 AM
To: Kim H
Subject: FW: Mission Crossing Proposal

From: Robin Wilma
Sent: Tuesday, April 25, 2017 9:54 AM
To: Kim H
Subject: Mission Crossing Proposal

Good morning Kim,

I am writing to ask you to ask the Planning Commission to delay a decision on the Mission Landings Proposal until the GRC and Chamber Board can vote on it.

As a business owner in the area of the project I cannot support it. It will put 140 homes in our light commercial area with a potential of 280 vehicles exiting onto two side streets. (Berry Ave and Torrano Ave.) These streets are already impacted with traffic and parking. Also a hotel/motel on Mission would split our Auto Row. I have seen this area be rejuvenated in the last 2 years with the addition of the Mitsubishi Dealership in the old Hayward Dodge, with the remodel of the VW store and also upgrade on the Hayward Nissan store. It is also my understanding that Sonic Automotive Dealership Group is purchasing the old Hayward Chevrolet Dealership from the Pentacostals. I believe that Hayward needs to nourish this area to fully serve its residents.

If you have any questions, please feel free to contact me.

Sincerely,
Robin Wilma

Robin Wilma

From: richiejcameron on behalf of Rich Cameron
Sent: Thursday, April 27, 2017 2:48 PM
To: Robin Wilma
Subject: Fwd: Mission Crossings project 25501-25551

FYI

----- Forwarded message -----

From: Kim H
Date: Thu, Apr 27, 2017 at 1:42 PM
Subject: RE: Mission Crossings project 25501-25551
To: Rich Cameron

Rich,

Thank you for sharing this with me.

Kim

Kim Huggett

President & CEO

Hayward Chamber of Commerce

510.537.2424 - office

www.hayward.org

From: richiejcameron | **On Behalf Of** Rich Cameron
Sent: Thursday, April 27, 2017 12:59 PM
To: Kim H; Mike.Porto@hayward-ca.gov; Sara.Bulzer@hayward-ca.gov
Subject: Mission Crossings project 25501-25551

Hi,

I am the business owner of, Mike's Truck & LINE-X of Bay Area, located on Dollar St in Hayward. This proposed project has come to my attention and warranted a comment. I was actually shocked when the

residential housing project was built on Dollar St last year. There had to be a variance with the existing zoning for approval and I, for one, wasn't notified. The increased traffic and parking around the project is only going to get worse when the complex reaches full occupancy. I really think deviating from the general plan needs serious consideration specifically the surrounding infrastructure. I just don't see how "fracturing" the city's general plan, as far as zoning, makes sense. In time the proposed property will be occupied by a proper tenant adding no stress to the surrounding infrastructure.

I am oppose to the zoning change.

Thanks,

Rich Cameron

Robert Goldassio

From: Dianna Briones
Sent: Tuesday, April 25, 2017 11:01 AM
To: Mike Porto
Subject: Mission Crossings Project

Dear Ms. Enders,

I am writing to oppose the the development of 140 homes and another hotel/motel on Mission Blvd.

I work on Dollar St. and feel the parking and traffic affecting Torrano, Dollar and Berry Ave. will be horrific to deal with.

Thank you.

Sincerely, Dianna Briones

Sent from my iPhone

Wilmas Colision

From: Linda Santiago
Sent: Wednesday, May 03, 2017 4:04 PM
To: Sara.Buizer@hayward-ca.gov; Mike.Porto@hayward-ca.gov; KimH
Cc: wilmascollision
Subject: "Mission Crossings" project and 700 Torrano Ave.

I am a long time resident of the city of Hayward, 50 years.

I am strongly OPPOSING the Mission Crossings and 700 Torrano project.

I've been a responsible resident/homeowner in Fairway Park. I'm a registered voter and vote regularly.

I can no longer leave Fairway Park after 3pm and head north on Mission Blvd. because of the congestion that ALREADY exists without this project. I basically can't go anywhere at that time because of the poor planning already that exists of all the surrounding streets around us.

We are being packed and stacked like animals have been, thank goodness for free-range which is healthier for animals and will be for us also.

IF we had roads to support more vehicles and semi trucks that we share, it would be great! BUT we don't.

These projects HAVE TO STOP NOW

We REALLY are not benefiting from them!

We have the new homes up the hill of Tennyson Rd, the old Haymont strip mall, 75 new living homes there, the new townhouses on Dollar St, and the huge project at the old Mervins downtown!

Mission Crossings is not zoned for homes it's businesses. Let people buy cars here in Hayward!

Please help our community, not pack us like Rats!

Thank you

Linda Santiago

Robin Wilma

From: ins8n3
Sent: Friday, May 05, 2017 4:16 PM
To: rwilma
Subject: Fw: Mission Crossing Project

Follow Up Flag: Follow up
Flag Status: Flagged

Sent from my MetroPCS 4G LTE Android device

----- Original message-----

From: [ins8n3](#)
Date: Fri, May 5, 2017 4:10 PM
To: Barbara.Halliday@hayward-ca.gov;
Cc:
Subject: Mission Crossing Project

My children live on Torrano Ave across the street from the proposed housing project.

I am adamantly opposed to building more housing and a hotel because the traffic in this area is already a fight trying to pick my kids up for school.

Thank you,

Sincerely

Brandon Briones

Sent from my MetroPCS 4G LTE Android device

Robin Wilma

From: Jfmmanor
Sent: Tuesday, May 09, 2017 10:02 AM
To: Barbara.Halliday@hayward-ca.gov; Sara.Lamnin@hayward-ca.gov;
Francisco.Zermeno@hayward-ca.gov; Marvin.Peixoto@hayward-ca.gov;
Al.Mendall@hayward-ca.gov; Elisa.Marquez@hayward-ca.gov; Mark.Salinas@hayward-
ca.gov; Rwilma; jfmmanor
Subject: Mission Crossing

My name is James McCauley and I own McCauley Automotive Company in Hayward. I've been doing business with car dealers in the Hayward area since the 1980's and moved my office to Hayward in the 2000's. As you may remember Hayward was once a huge car town until 2008 when the country and car market took a downturn. But now we're starting to see a resurgence of the auto industry in Hayward again and I'm excited. Dealers like Hayward Mitsubishi who have become one of the top volume dealers for Mitsubishi in Northern California and soon Sonic Automotive will be bringing there huge corporate power to Hayward when they bring another franchise to the old Bud Allen Chevrolet building

I am very opposed to the Mission Crossing development plan. It will only create more congestion and traffic to the immediate area. Dollar street on any morning is very busy with commercial trucks in and out of the area with business like body shops, auto repair, upholstery and towing, It's used as a short cut by commuters when Mission Boulevard gets backed up and the side streets with residences are lined with vehicles on both sides of the street all day and would only get more congested with the creation of a housing development

I firmly believe with the resurgence of the Auto industry in the area would be a great shot in the arm for Hayward as a whole, it could create many full and part time jobs for folks and make Hayward a truly great business community again.

Thank you

James McCauley

Wilmas Collsion

From: Dianna Briones
Sent: Tuesday, May 09, 2017 9:43 AM
To: Wilmas Collsion
Subject: Fwd: Mission Crossing Project

Sent from my iPhone

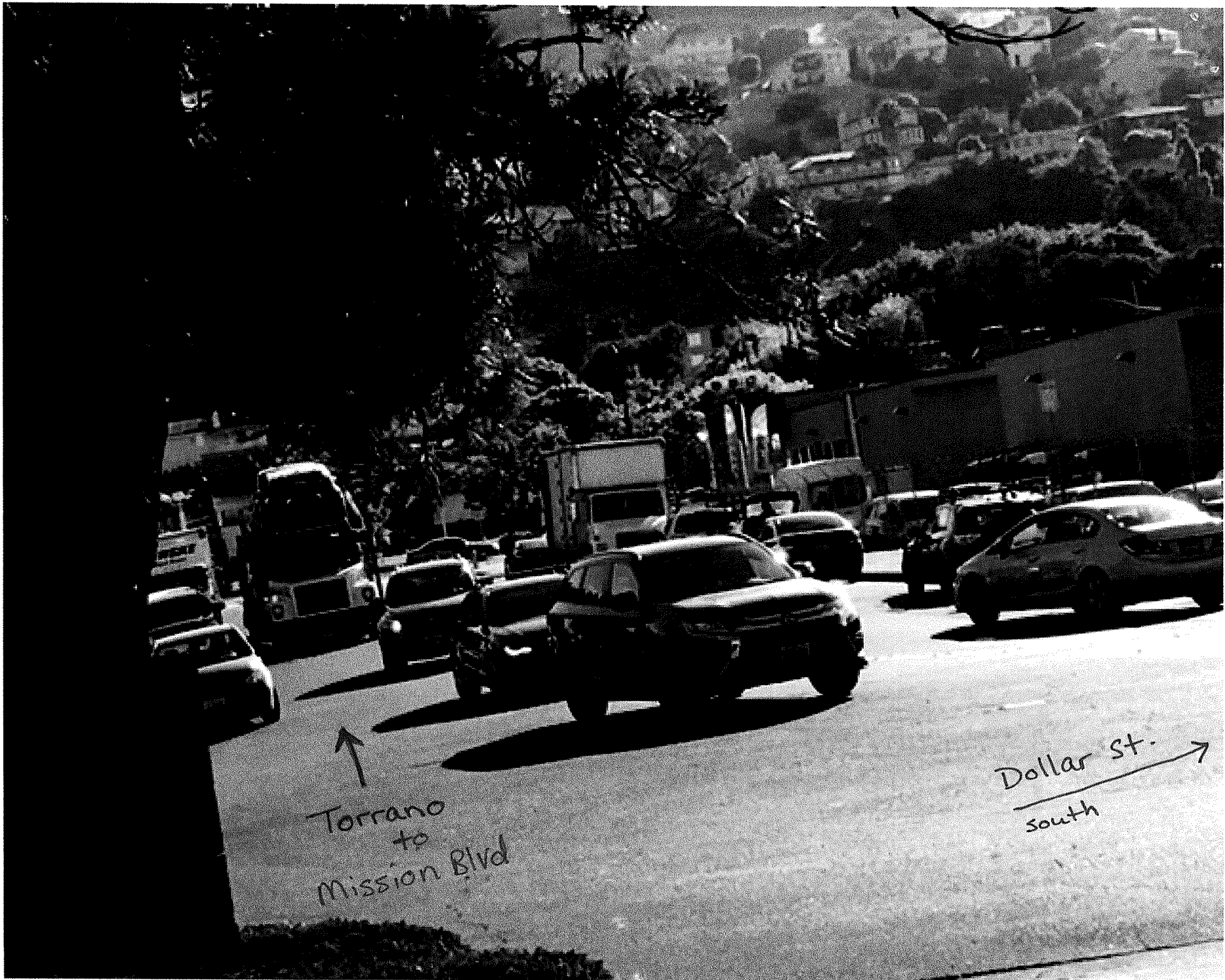
Begin forwarded message:

From: Lia Simon
Date: May 8, 2017 at 2:17:50 PM PDT
To: Barbara.Halliday@hayward-ca.gov, Sara.Lamnin@hayward-ca.gov, Francisco.Zermeno@hayward-ca.gov, Marvin.Peixoto@hayward-ca.gov
Cc: nanadianne
Subject: **Mission Crossing Project**

Hello, my name is Lia Simon. I am a student at Cal State East Bay and I am writing to oppose this project. It would greatly increase the traffic in the area and it's already difficult to get through.

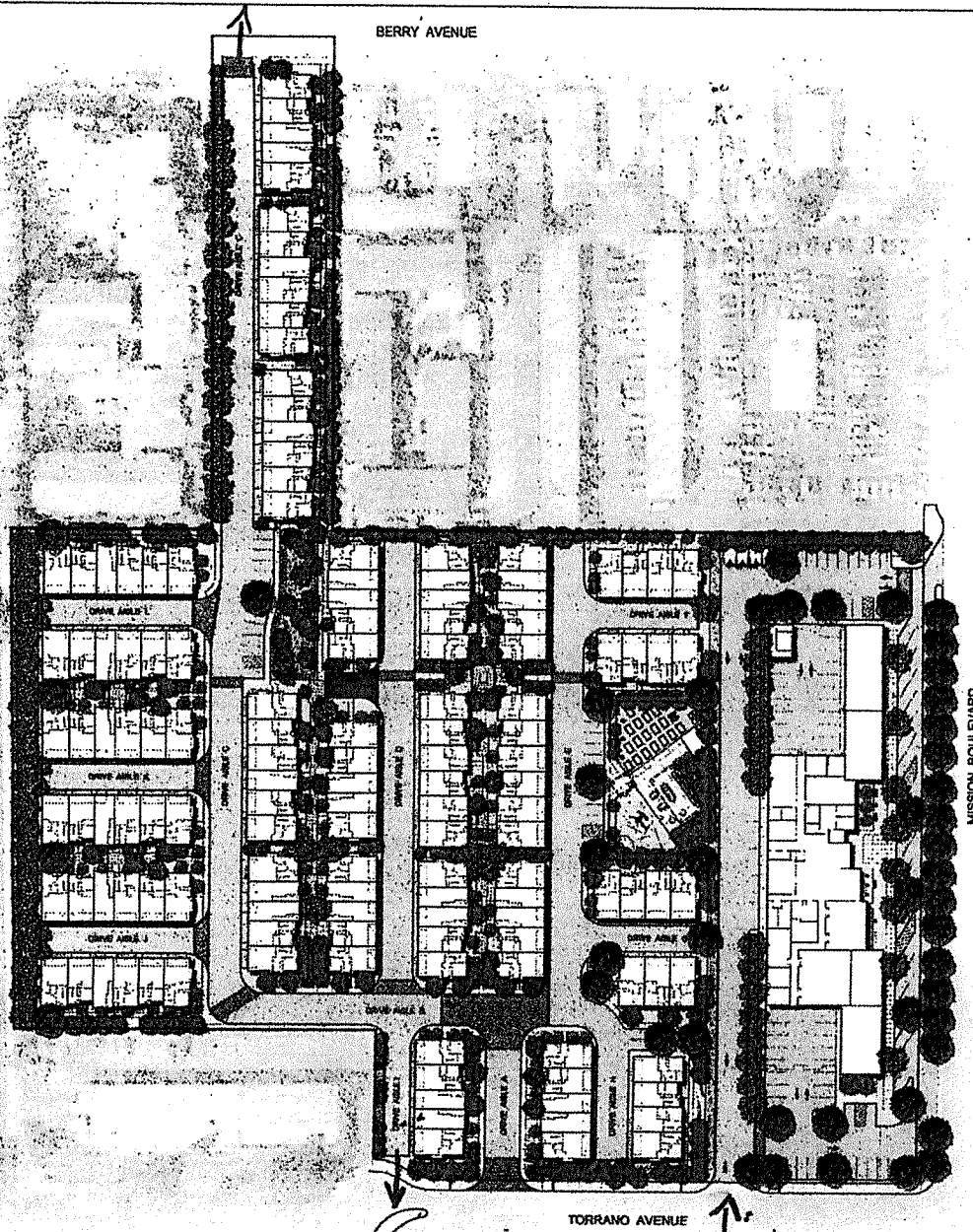
--

Lia Simon



↑
Torrano
to
Mission Blvd

Dollar St. →
south



8

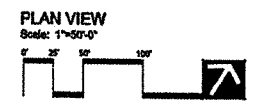
Hotel
65 parking spaces
93 rooms

Dollar st

Hotel

Preliminary Landscape Plan
MISSION CROSSINGS - TRACT 8345

CITY OF HAYWARD ALAMEDA COUNTY CALIFORNIA



SHEET NO.
L.1
 OF 4 SHEETS

PUBLIC COMMENTS

Jerry Turney

PUBLIC COMMENTS: airport information 5/9/2017

Please postpone implementation of unprecedented 10% hangar rent increase, July 1, 2017

You may recall, ten years ago there were **three** jets based at our airport. Today there are **sixty-five**. If that trend continues, we will see **one hundred-thirty** jets at Hayward in 10 years.

The airport was built for **15,000lbs** fighter/aircraft (P-38s), 75 years ago. Today, **98,000 lbs** Jets call Hayward home.

At more than **six times** the airport's original design weight, modern jets are putting unheard of loads on the 75-year-old runway and taxiways.

Aircraft weight and runway maintenance go hand and hand. As surfaces absorb **50-ton** loads, the demand for repairs will increase.

Remember, a **1000lb** Piper Cub and a **50 ton** Gulfstream are not co-equal partners in runway/taxiway loads.

NOTE1--General aviation has little or nothing to do with increasing costs of runway/taxiway repairs.

We are troubled that the **\$40,000,000 jet-set** is getting a "free-ride" on the back of our 75-year-old Piper Cubs.

HOW DOES THE "FREE-RIDE" WORK?

Look at FBO leases: the land fee is frozen for the first **ten** years. Then every **five** years, rent increases IAW FMV. But the FMV **cannot** be more than **seven** percent!

NOTE2--in 20 years, an FBO's rent increases 2x in a generation. The 206 hangar's increase 10x.

So, a \$98,000--Ascend Development--rent will only become \$111,720 (.007% per year?!).

The hangar group is the biggest revenue generator at the Hayward airport. The July 1st **rent hike** may begin the march to a 60% rent increase during the same time FBO's face a measly .007% per year. What is fair and balanced about that?

Finally, remember the 206 Hangar Rent Group generates 40% more *airport revenue* than the biggest commercial enterprise and 6,000 times more than the smallest.

Please postpone implementation of unprecedented 10% hangar rent increase, July 1, 2017

Please help!

Jerry Turney renter, pilot & A&P
HWD 1963-present

Jerry Turney COM, A&P
206 Hangar Group
HWD 1963-present



PUBLIC COMMENTS

Kate Turney

Public Comments
May 9, 2017

From: J&K Turney j
Subject: Council:
Date: May 9, 2017 at 3:42 PM
To: Turney Kate

Council:

Last week's council meeting left me with questions about this year's 10% installment of the multi-year 50% proposed total rent increase on hangers.

1. You told us that the results of the comparative study of municipal airports was not to be questioned but clearly had not checked the veracity of comparison points yourselves. What system of fact-checking did you use? The results of a comparative study are only as good as the veracity of the facts on which the study is based. The fact that money from airport property sales were ignored and that socio-economic levels of the airport towns compared were not taken into consideration are just two glaring errors in the study you accepted without question.

2. I was impressed with the depth of your oversight of proposed library development plans and expenses. The department's detailed presentation with a rich background of supportive material for all of us to consider was a model of presentation and council inquiry. I am puzzled as to why the public works department was not held to the same high standard.

We rely on you for responsible municipal oversight.

We feel we have not received that, and respectfully request that the 10% rent increase on Hayward Airport hangars not be implemented until we reach a mutually agreeable understanding of the process and standards on which the increase is based.

Kate Turney
Hangar D-12

PUBLIC COMMENTS

Lloyd Emberland

Public Comments
MAY 9, 2017

I'm very troubled by Bay Area rents in general. Do landlords call it "fair market value" when doubling or tripling their rents in the Bay Area? I'm sure they do but I simply call it greed. This is the worst thing that has happened to the Bay Area and all over the country. People are living out of their cars, motor homes, in the parks and in homeless encampments. They are living with their parents, grandparents and relatives in homes designated single family.

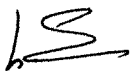
How about airport hangar rents? I searched "hangar rents" and one of the first airports I reviewed was in the Denver/Boulder area which has a robust economy similar to the Bay Area. Their rents were between \$200 and \$290 with a size comparable to Hayward's hangars. So is that a fair comparison? Who knows what their airport's financial cash flow and expenses and overhead amount to? Which means to me that no airport is comparable unless you know all the facts, not just hangar rents. Are they supported and subsidised by their county or city? We don't know. Fair Market Value is a simplistic, almost meaningless number unless you know all the facts.

What we do know is that both San Mateo County airports, Half Moon Bay and San Carlos Airport were according to a Grand Jury Report, supported by the County General Fund that exceeded \$2,000,000 and the County General Fund has not been reimbursed. The field elevation is only 5 feet above sea level, the one runway is only 2600' and no runway extension is possible. Extremely limited usefulness for jets.

Now compare that with Hayward Airport which was a gift by the U.S. Government in April 1947 which included 690 acres. The elevation is 52' and the 2 runways are 5694' and 3107 feet in length. It still has land to expand, has good cash flow and is located, like Hayward, "In the Heart of the Bay" my home of 50 years.

Personally I think the Fair Market Survey should be scrapped.

Lloyd Emberland



Hayward