



DATE: February 5, 2018

TO: Council Economic Development Committee

FROM: Economic Development Manager

SUBJECT: Preliminary Concept Review: The True Life Companies Live-Work Concept - 29212 Mission Boulevard

RECOMMENDATION

That the Council Economic Development Committee reviews and provides feedback on a live-work concept project.

BACKGROUND

The True Life Companies would like feedback on a live-work concept project from the Council Economic Development Committee (CEDC) prior to conducting any further studies on project approach. A concept review of a preliminary project proposal is typically conducted with catalyst developments where upfront feedback is beneficial to the proponent of a project. This housing project is in the preliminary phase; therefore, no technical studies or complete plans are available. The purpose of this review is to introduce the project concept to the CEDC and obtain high-level feedback on the concept.

True Life Companies is a national developer with regional offices located in California, Colorado, Hawaii and Arizona with a Bay Area office located in San Ramon. True Life Companies focuses on in-fill projects that have been former industrial sites or have some level of contamination requiring remediation. Projects selected by the developer are typically transit-oriented with a location within a 1/3 of a mile from transit hubs.

The project site is approximately 4.7-acres located east of Mission Boulevard near Valle Vista Avenue just a short distance from the South Hayward BART Station. Formerly a gas station, the site is currently vacant and has had active remediation over the past decade. The site is identified in the [City Economic Development Strategic Plan](#) as a catalyst site known as the “Roller Rink” location. The project site is deep, but has a narrow street frontage at just over 200’ in length. The property rises in elevation from Mission Boulevard up to the hillside near the back of the property which is encumbered by a fault zone.

Development Services and Economic Development staff met with the project proponent and discussed potential development options for the site including mixed-use commercial for the

project frontage along Mission. Based on initial staff feedback, the applicant evaluated a mixed-use approach, but that resulted in a limited amount of commercial space that was viewed as insufficient for viability. The applicant has now developed an alternative project utilizing a live/work housing product that allows both a commercial option or 2nd unit, depending on the unit-owner's preference. Given this site is identified as a Catalyst location and True Life is proposing a new housing product type to Hayward, staff recommended that the project concept be presented to the CEDC for review.

DISCUSSION

Proposed Development: The project developer is proposing a 91-unit multi-family residential project. The project site is constrained by the Hayward fault line and has a greater slope as it transitions from Mission Boulevard toward the eastern hills. The project would feature various housing types including: 1) Stacked Flats; 2) Side by Side Ownership Townhomes; 3) Live/Work Ownership Units; and 4) Studio Apartments. The live/work units would be located along the project front and main driveway, with the ownership units located on the sloped eastern portions of the property site. Per the project proponent, the project would include 10% affordable housing, which would be built on-site within the project. In addition, the applicant proposes three nodes of resident amenity space that in aggregate make up 31,000 SF. The project proposes to incorporate sustainability features such as:

- solar rooftops
- electric vehicle-wired private garages
- on-site vehicle charging pedestals in the public stalls
- a HOA committed to publishing and promoting multi-modal transportation options within walking distance of the project, and
- drought resistant planting.

The unique feature of this project is the Live/Work units. The Live/Work units would be ownership units that allow for either a commercial space or a separate dwelling unit. Nineteen of the units, five of which face Mission Boulevard, would include a first floor with a flexible floor plan that could be used in the following ways:

- 1) Owner occupied, ADA accessible, fourth bedroom with half bath
- 2) Owner occupied commercial office space with ADA accessible bathroom
- 3) Rental Commercial space with ADA accessible bathroom, or
- 4) Rental Studio apartment with accessible bathroom and kitchenette.

These 19 units represent a flexibility in design not offered by traditional townhomes by potentially flexing into a total of 38 units as market needs change over time. This flexibility would allow for changing market conditions and owner preferences as all units have two options for entry allowing a combined entry for owner occupied units or separate entries for a rented unit. The applicant will present a concept detail of the project at the February 5th CEDC meeting.

STRATEGIC INITIATIVES

This agenda item would support the Complete Communities Strategic Initiative. The purpose of the Complete Communities Strategic 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.

APPLICANT REQUEST

The applicant is seeking specific feedback from the CEDC on the following items:

- Does the Committee have any feedback on the site layout, architecture and design?
- Does the site provide adequate amenities for the population that will live here?
- Does the project incorporate adequate sustainability components?
- Are the proposed project unit types, including Live/Work Units, appropriate for the project site?

NEXT STEPS

After the Council Economic Development Committee reviews and provides comments on the project concept, the project proponent will determine if they would like to pursue the project. At that time, the project proponent would start preparing a formal application to the City.

Prepared and Recommended by: Micah Hinkle, Economic Development Manager

Approved by:



Kelly McAdoo, City Manager