

**PLANNING COMMISSION MEETING  
THURSDAY, JUNE 23, 2022**

**PRESENTATIONS**

## **STAFF PRESENTATION**

### **ITEM #1 PH 22-035**

**Proposed Development of 314 Rental Apartments, including 19 Units Affordable to Very Low and Low-Income Households, 7,100 Square Feet of Ground Floor Retail Space, and Related Site and Footage Improvements, Requiring Approval of Addendum of a Mitigated Negative Declaration, Major Site Plan Review, Administrative Use Permit, and Density Bonus (Application No. 202003725) Located at 22330 Main Street (Assessor Parcel Number 428-0061-061-03; 428-0061-061-04). Nick Clayton for Project Management Advisors, Inc. (Applicant); Amit Goel for Goel Hayward MF LLC (Owner).**



# MAPLE AND MAIN

PLANNING COMMISSION



CITY OF  
**HAYWARD**  
HEART OF THE BAY

- **Original Maple and Main** **February 2017**
    - Conditional Use Permit and Site Plan Review
    - Mitigated Negative Declaration with MMRP
    - 240 Units, 5,500 Sq Ft Retail, 47,750 Sq Ft Office
    - Medical Office Building Demolished in 2019
  - **Downtown Specific Plan, Code & EIR** **April 2019**
  - **Project Application Submittal** **September 2020**
    - Major Site Plan Review, Administrative Use Permit, Addendum to IS/MND
  - **Density Bonus Application** **March 2022**
- 

Background

- **Major Site Plan Review**
    - Sites over 3-acres in size
  - **Administrative Use Permit**
    - Commercial Spaces Less Than 10,000 Square Feet
  - **Density Bonus**
    - Concession: Commercial Ceiling Height
    - Waiver: Lined Building Width
  - **Addendum to IS/MND with MMRP**
- 

Planning Commission Action

- **3.93-acre site, includes two parcels**
  - **One 5-Story Residential Building; One 4-Story Mixed Use Building**
  - **314 Residential Units**
    - Mix of studio, one, two, and three-bedroom floorplans
    - Each unit contains kitchen, laundry, storage area, balconies
    - Amenities include pool, spa, BBQ area, fitness center, clubhouse
    - Approximately 24,000 Square Feet Private/Public Open Space
  - **19 Affordable Units (16 VLI and 3 VL), exceeds AHO requirements**
  - **7,100 Square Feet Ground Floor Commercial Space**
  - **422 Parking Spaces**  
**(19 ADA, 39 EV Charging, 40 Bicycle Spaces, 14 Motorcycle Spaces)**
- 

## Project Summary

- **Tree Removals & Mitigation**
    - 10 trees to be removed, landscaping replaced
    - 77 trees proposed, 596 new shrubs, groundcover & vines
  - **Site and Frontage Improvements**
    - New site landscaping, lighting and bio-retention areas
    - New bike lanes on McKeever
    - New Class IV separated bike lane on Main Street
    - New curb, gutter and sidewalk along street frontages
  - **Parking Management Plan**
  - **Transportation Demand Management Plan**
- 

## Other Project Components



RESIDENTIAL BUILDING AT MAPLE COURT



RESIDENTIAL BUILDING AT MAIN STREET



VIEW FROM MAPLE COURT AND MCKEEVER AVENUE

# Perspectives



# CEQA Addendum

- Council approved the original IS/MND and MMRP in February 2017
- Per CEQA Section 15164, Impact Sciences prepared an Addendum for the revised project.
- Per CEQA 15164(g), an Addendum does not require circulation for public review but can be attached to the MND.
- No substantial change in project or information that warrant additional review and analysis.
- VMT would not be significant with PMP or TDM measures for project.
- Adopted IS/MND identified all potential impacts and mitigation measures
- Project complies with CEQA and subject to MMRP.

26. This development is subject to the requirements of the Property Developers – Obligations for Parks and Recreation set forth in HMC Chapter 10, Article 16. Per HMC Section 10-16.10, the applicant shall pay impact fees. The impact fees shall be the rate that is in effect at the time of building permit issuance. The applicant supports such fees be used to improve the city-owned parcel near the corner of Hazel and Main Street. As a community benefit, the applicant has agreed to contribute \$10,000 prior to building permit directly to the private managers of that parcel to be used to improve or maintain the parcel.

Proposed COA Revisions Per Applicant

- Staff recommends the Planning Commission approve the project, as conditioned and modified, for the following:
    - Major Site Plan Review
    - Administrative Use Permit
    - Density Bonus Application
    - Addendum to Mitigated Negative Declaration
  - Project is subject to 10-day appeal period
- 

Recommendation



---

QUESTIONS?



## **STAFF PRESENTATION**

### **ITEM #2 WS 22-022**

**Work Session on the Housing Resources, Site Inventory and Housing  
Plan of the 2023-2031 Housing Element**

# Housing Element Work Session

Resources & Site Inventory and Housing Plan



June 23, 2022  
Planning Commission



# What is the Housing Element?

- One of eight mandatory elements in the City's General Plan.
- Governed by California Government Code Article 10.6 (Sections 65580-65589.11)
- Required to be updated every 8 years in accordance with the RHNA cycle.
  - Regional Housing Needs Allocation is the "fair share" of housing each jurisdiction should meet in their region to accommodate adequate housing, as determined by HCD



## Public Participation

Outreach in various forms

Gallery Event

Chabot Interviews

## Housing Needs

Population Trends

Housing Stock, Characteristic, affordability

Special Groups

## Resources & Inventory

Housing Preservation

Future Housing Needs

RHNA Requirements

## Housing Plan

Resources

Objectives

Programs

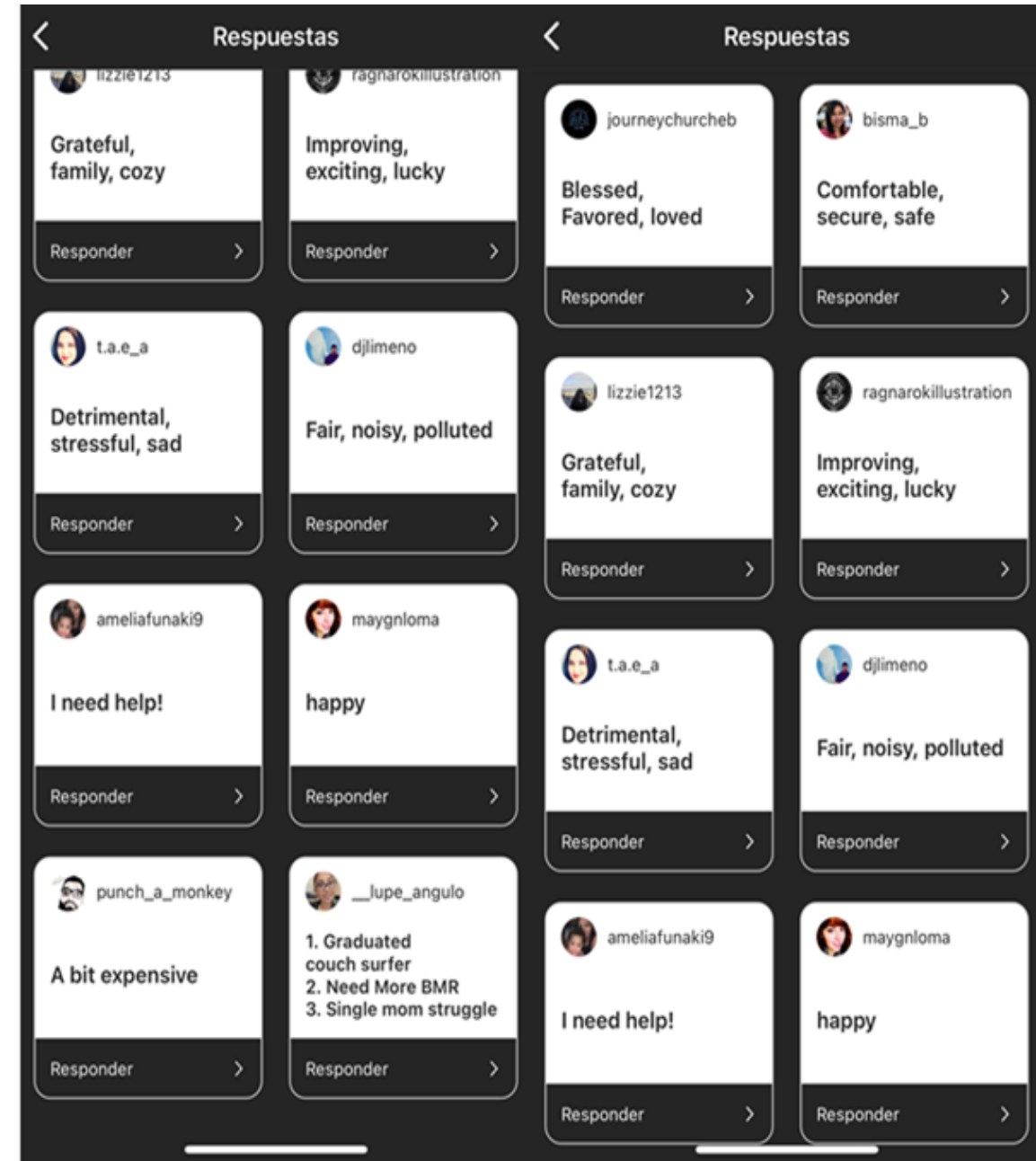




# Public Participation

# Public Participation

- Project website
- Extensive contact lists
- Social media campaign
- Bilingual flyers mailed to all Hayward households
- Handed out flyers at grocery stores, laundromats, BART, Farmers Market and other locations around Hayward
- Attendance at numerous community events, meetings and focus groups
- Housing and climate surveys in English, Spanish and Chinese and prizes for participation
- Housing Sites Simulation activity
- Three community workshops on Environmental Justice and the Climate Action Plan
- Partnership with Chabot Community College to interview Hayward residents.





# HAYWARD

Quisieramos  
mas seguridad  
Para poder  
Caminar  
Seguros y  
no usar  
el vehiculo

## JUSTICIA AMBIENTAL

El Estado define la Justicia Ambiental como un trato justo y la participación significativa de todas las razas, culturas e ingresos en la aplicación de leyes y políticas ambientales. La Justicia Ambiental ofrece una importante oportunidad para aliviar los problemas que actualmente las agencias gubernamentales no han abordado. Como parte de esta actualización, la ciudad ha incluido un nuevo capítulo sobre Justicia Ambiental.

less  
liquors in  
community

## IDENTIFICACIÓN DE IMPACTOS DEL DISEÑO DE LA CONTAMINACIÓN EN DIFERENTES COMUNIDADES

Si bien la contaminación afecta a todas las comunidades, las personas de bajos ingresos y las comunidades de color viven esos impactos en mayor medida. Históricamente en los Estados Unidos, las comunidades de bajos ingresos y pertenecientes a minorías tienden a estar ubicadas más cerca de ambientes tóxicos o contaminados, incluyendo empresas productoras de desechos tóxicos, vertederos e instalaciones de energía. Estas instalaciones causan problemas de salud a las comunidades.

more lights  
for pedestrians  
when they cross  
ex: St. Bede church  
cross walk

## HOUSING IN HAYWARD



**Housing Crisis**  
The Bay Area's housing affordability crisis is decades in the making. There is not enough housing which causes prices to increase. This low-income households the hardest. People are spending more and more of their income on housing and less on other basic needs.



**How does the Housing Element help with the housing crisis?**  
The Regional Housing Needs Assessment requires that cities and unincorporated areas of counties to plan for new housing to accommodate projected growth. HCD identifies the number of housing units needed across all income levels for the San Francisco Bay Area for the eight-year RHNA cycle. As part of the Housing Element, the State determines:  
■ How much housing needs to be built in each City.  
■ The income levels new housing needs to serve.



**What is a Housing Element?**  
The Housing Element is a chapter of the General Plan that is required by the State. It is a guide that helps a City think about what types of housing exists and what types of housing programs are needed to help its community members. Hayward last updated its Housing Element in 2014 and is now due for an update on other basic needs.



**What does a Housing Element include?**

Demographics & Housing Stock Characteristics	Community Profile	Housing Constraints	Government & Non-Governmental Constraints
Resource, Objectives, & Programs to Address Housing Needs	Community Plan	Housing Resources	Housing Preservation, Future Housing Needs, & RHNA Requirements



91.5% of Hayward renters and 77.7% of Hayward homeowners spend more than 30% of their income on rent.



Hayward offers a variety of housing types including single family homes, duplex, triplex, apartments, and condominiums.



The most common type of housing in Hayward is single family homes.



Most of the housing stock in Hayward are occupied by '60-'79.



A little over half of homes in Hayward are occupied by owners.



For more information scan the QR code to visit our website!

Please send all housing questions and comments to: [housingelementupdate@hayward-ca.gov](mailto:housingelementupdate@hayward-ca.gov)

### Filter The Surveys

Click on one or more topic filters below and select the filters that you want to create. You may select more than one filter. Click on an answer again to deselect it. When no filters are selected, all responses are visible on the map and in the reader to the right of the map.

Age



Ethnicity



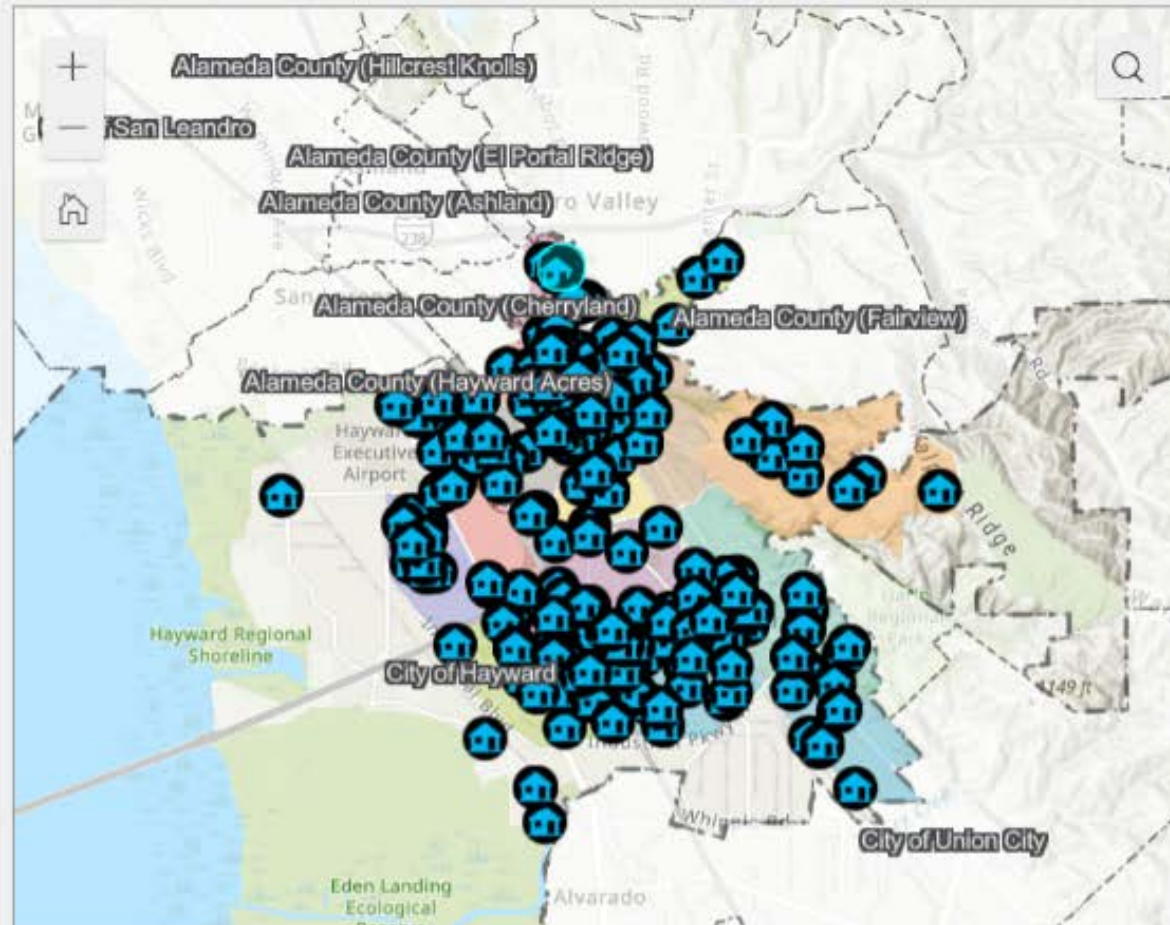
Gender



Living Situation



Years Living in Hayward



< 6 of 248 >

### Interviewee Details:

Age:	36-45
Race:	Hispanic
Gender:	Female
How Many Years Living in Hayward:	> 21
Living Situation:	Apartment
# of People in Living Situation:	3-4
# of Families in Living Situation:	1

### What Three Words?

What are three words you would use to describe your living situation? Please talk about why you chose each word.

Safe, Clean and Comfortable

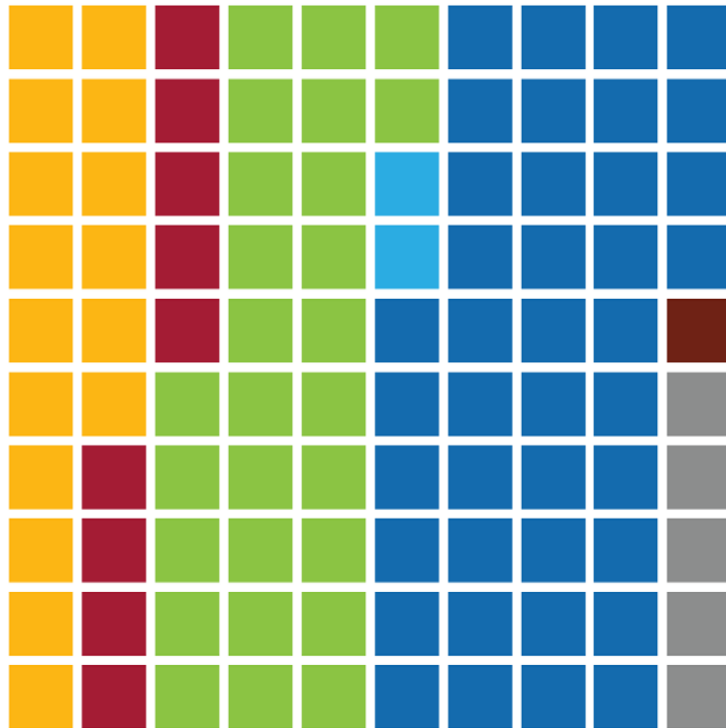
On a scale of 1-5 (1 being not important, 5 being very important), rank how important each of the following assets in Hayward are to you:



# Housing Needs

# Population Trends

## RACE & ETHNICITY



■ NON-HISPANIC WHITE (16%)   ■ AFRICAN AMERICAN (9%)   ■ ASIAN (27%)

■ NATIVE HAWAIIAN & OTHER PACIFIC ISLANDER (2%)   ■ HISPANIC / LATINO (40%)

■ AMERICAN INDIAN OR ALASKA NATIVE (<1% [.4%])   ■ OTHER RACE OR 2 OR MORE RACES (5%)

- Population Trends
  - Diversifying population
  - Aging population
- Employment Trends
  - Manufacturing sector decreased
  - Education and health services sector increased

# Housing Stock, Characteristics and Affordability

## Housing Stock

- Between 2000-2019 housing units grew 9 percent/ total population grew 18 percent

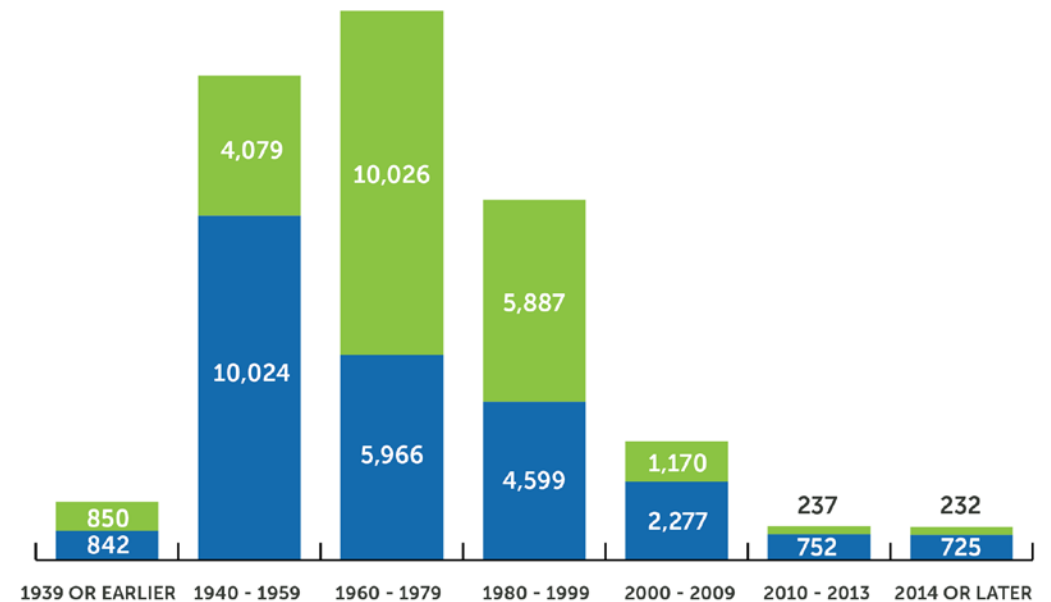
## Household Characteristics

- Single-person households increased by 16 percent in 9 years
- Married with children declined by 13 percent in 9 years

## Housing affordability

- 50% Renters are cost burdened
- 30% Owners are cost burdened

## HOUSING UNITS BY YEAR BUILT





# Resources and Inventory



# RHNA ALLOCATION

**Alameda  
County AMI  
=\$142,800**

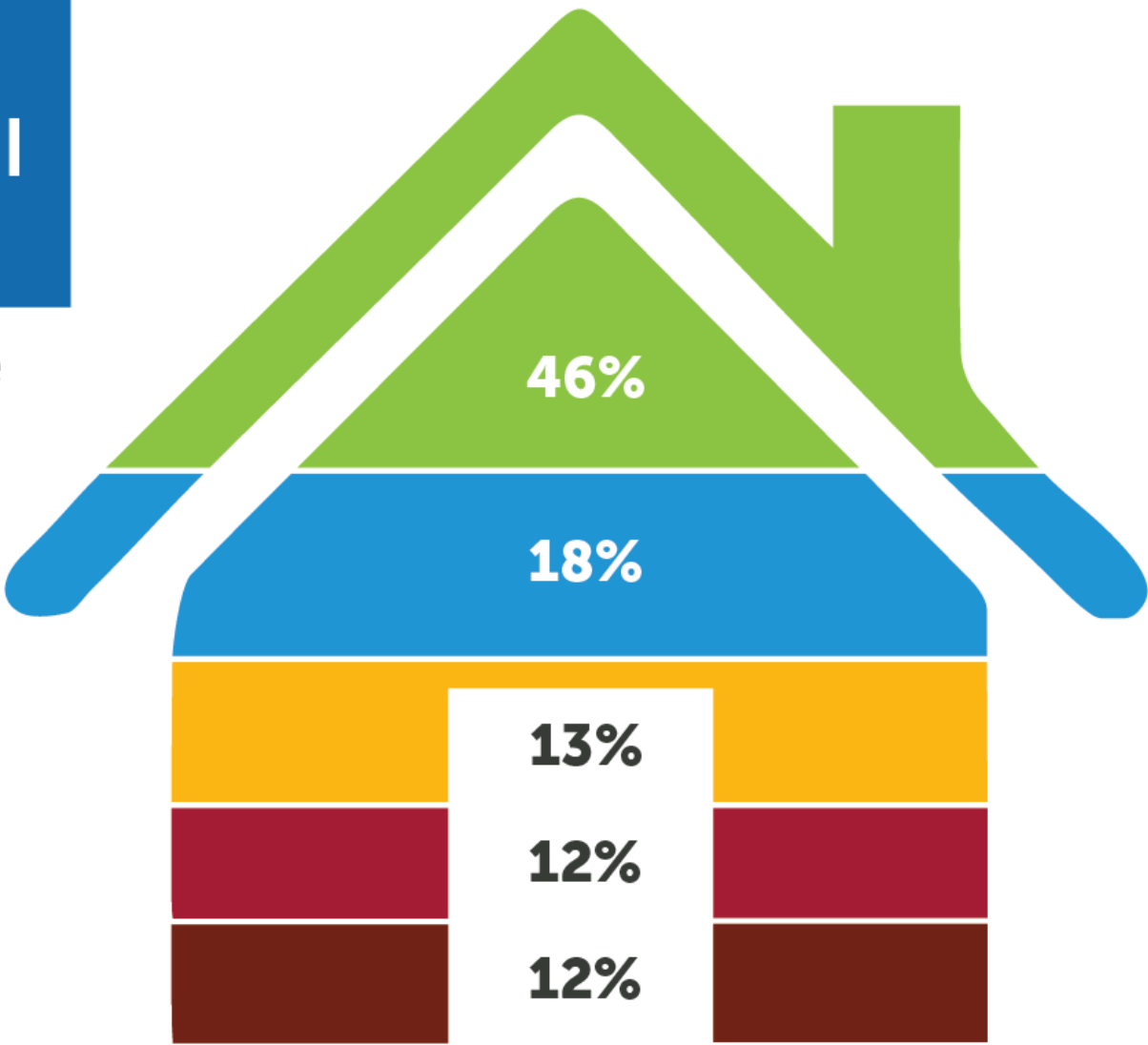
**Above Moderate**  
(> 120% of AMI)

**Moderate**  
(81% to 120%  
of AMI)

**Low**  
(51 to 80% of AMI)

**Very Low**  
(30 to 50% of AMI)

**Extremely Low**  
(< 30% of AMI)



**Number  
of Units**

● 2,115

● 817

● 617

● 528

● 547

# RHNA Breakdown

	Lower Income	Moderate Income	Above Moderate Income	Total
<b>RHNA Allocation</b>	<b>1,692</b>	<b>817</b>	<b>2,117</b>	<b>4,624</b>
Planned and Approved Units	550	82	1,263	1,895
ADUs Anticipated	192	96	32	320
<b>Remaining RHNA</b>	<b>950</b>	<b>639</b>	<b>820</b>	<b>2,409</b>
Downtown Specific Plan Area	481	791	334	1,606
Mission Boulevard Corridor	816	302	408	1,526
Former Route 238 Corridor	0	200	310	510
Total Units on Vacant Sites	508	226	425	1,159
Total Units on Underutilized Sites	1,099	757	627	2,483
Total Units on Vacant and Underutilized Sites	1,607	983	1,052	3,642
<b>Total Unit Surplus</b>	<b>582</b>	<b>297</b>	<b>354</b>	<b>1,233</b>

# Site Selection Criteria

---

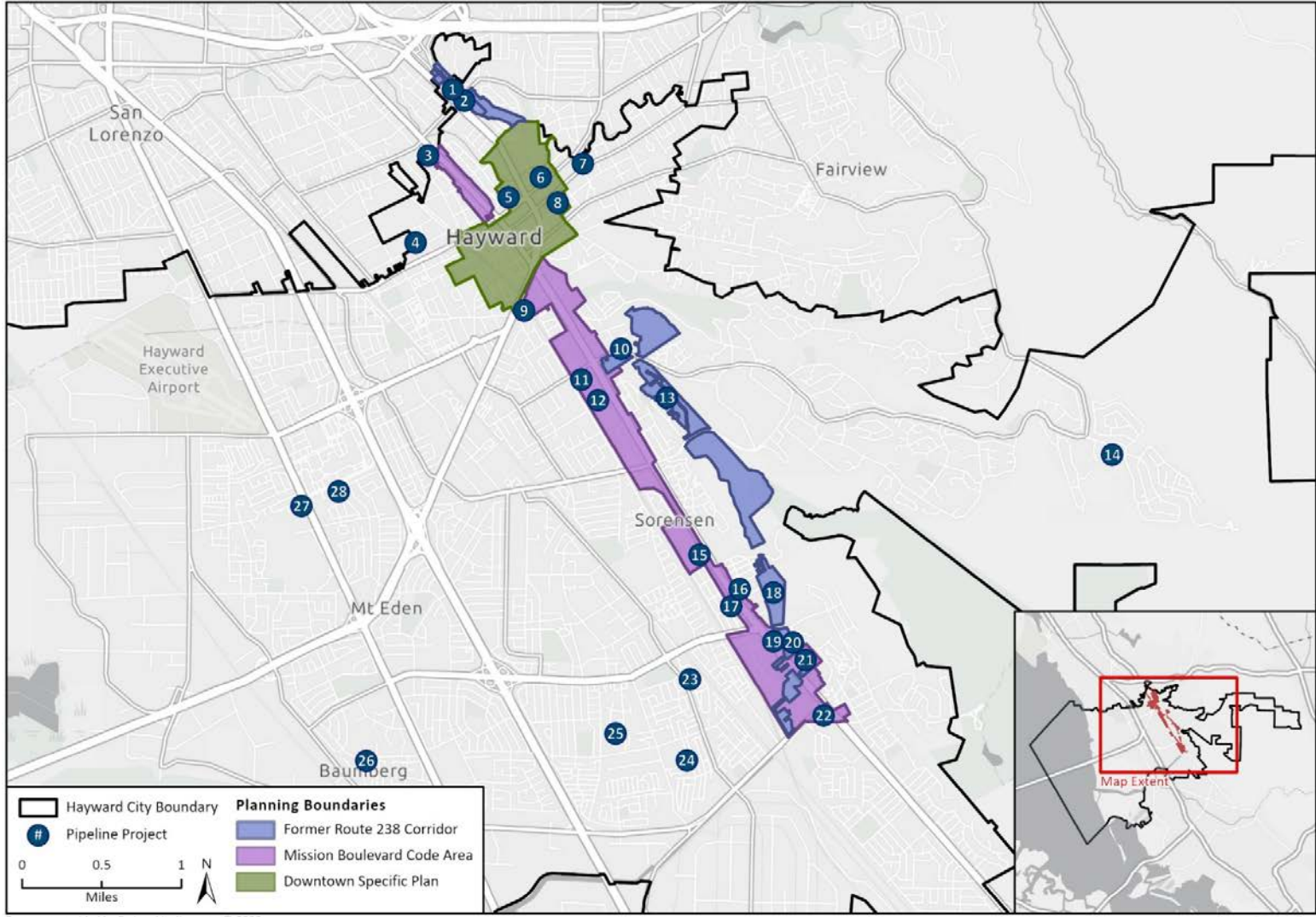


Within Transit Oriented Priority Development Areas

- Sites between 0.5 and 10 acres in size
- Vacant Properties
- Underutilized Commercial Properties
- Underutilized parcels owned by public entities

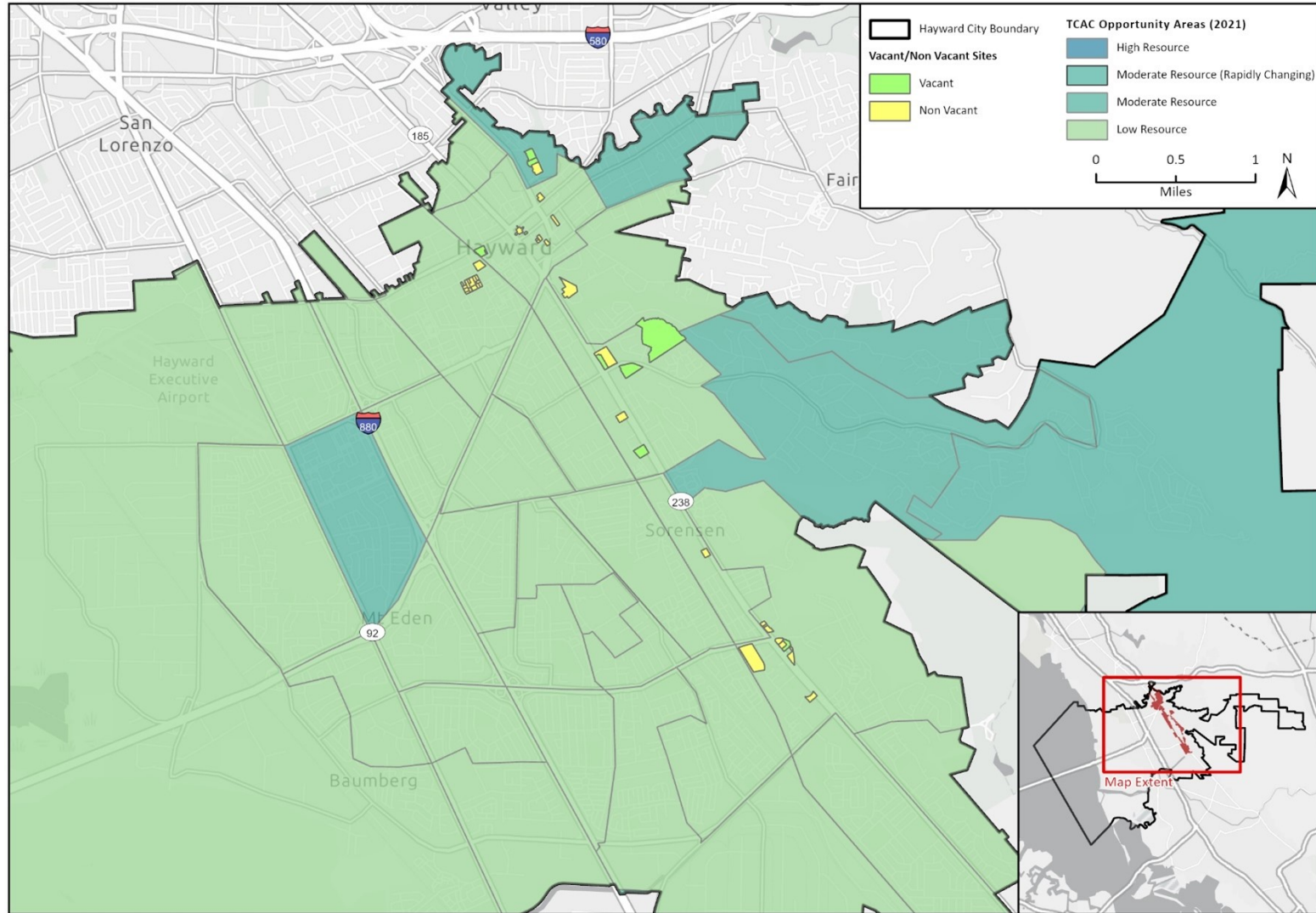
This approach facilitates infill development and furthers the City's climate action goals.

# Approved and Pending Projects



Basemap provided by Esri and its licensors © 2022.  
Additional information provided by City of Hayward, 2022.  
Housing Sites Inventory

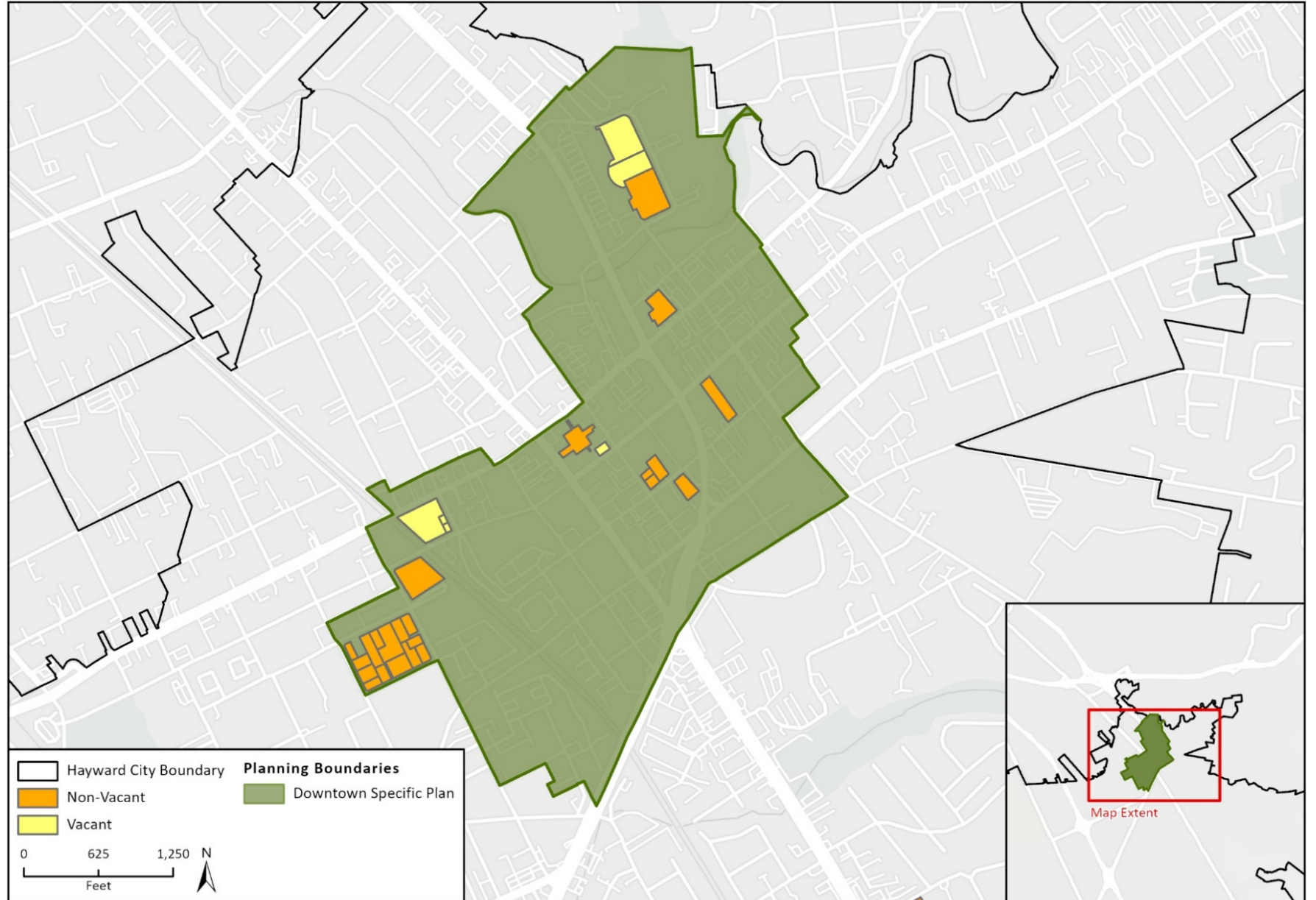
# Inventory Sites



Basemap provided by Esri and its licensors © 2022.  
Additional information provided by City of Hayward, 2022 and TCAC/HCD Opportunity Area Maps, 2021.

Hayward Sites Inventory

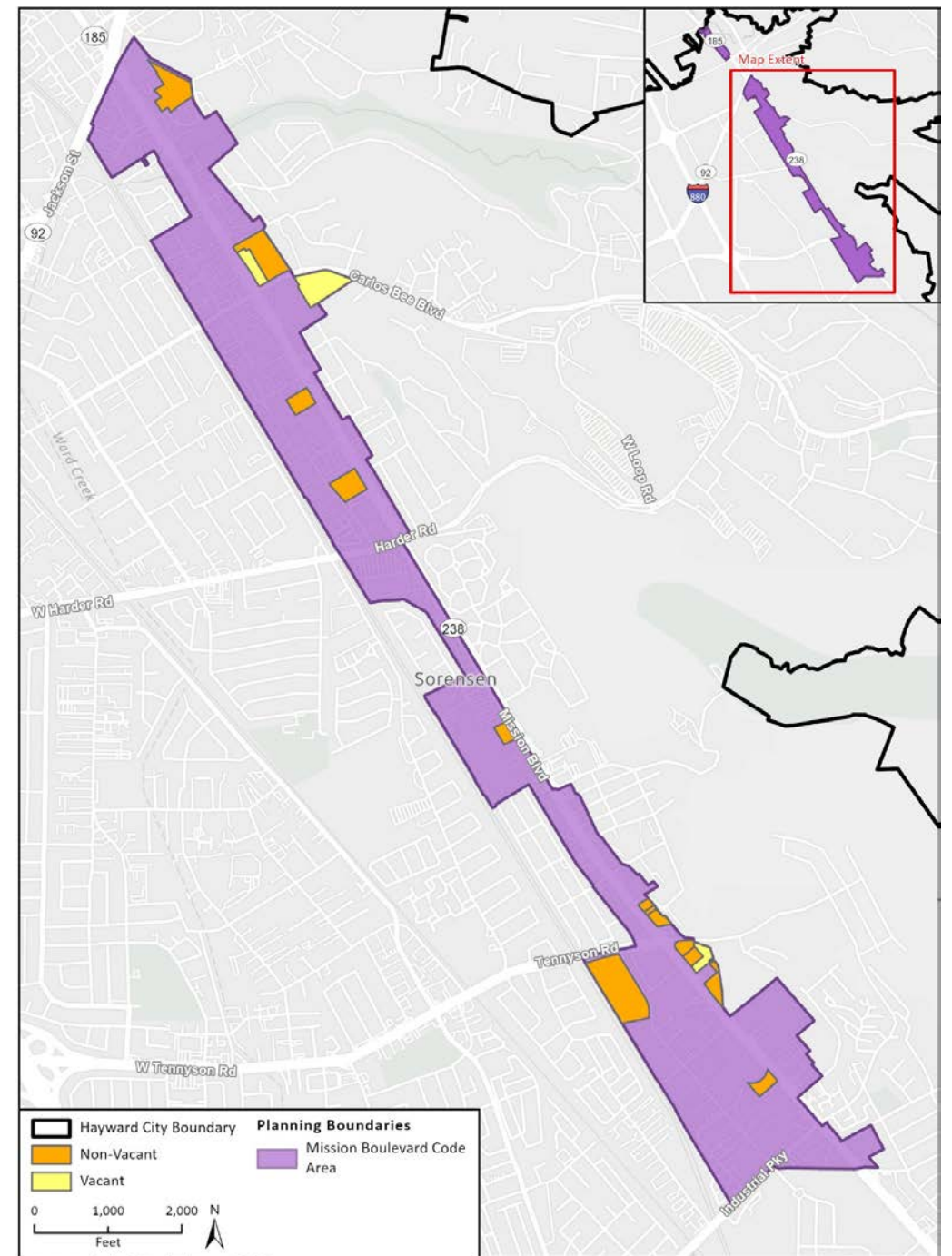
# Downtown Specific Plan Area



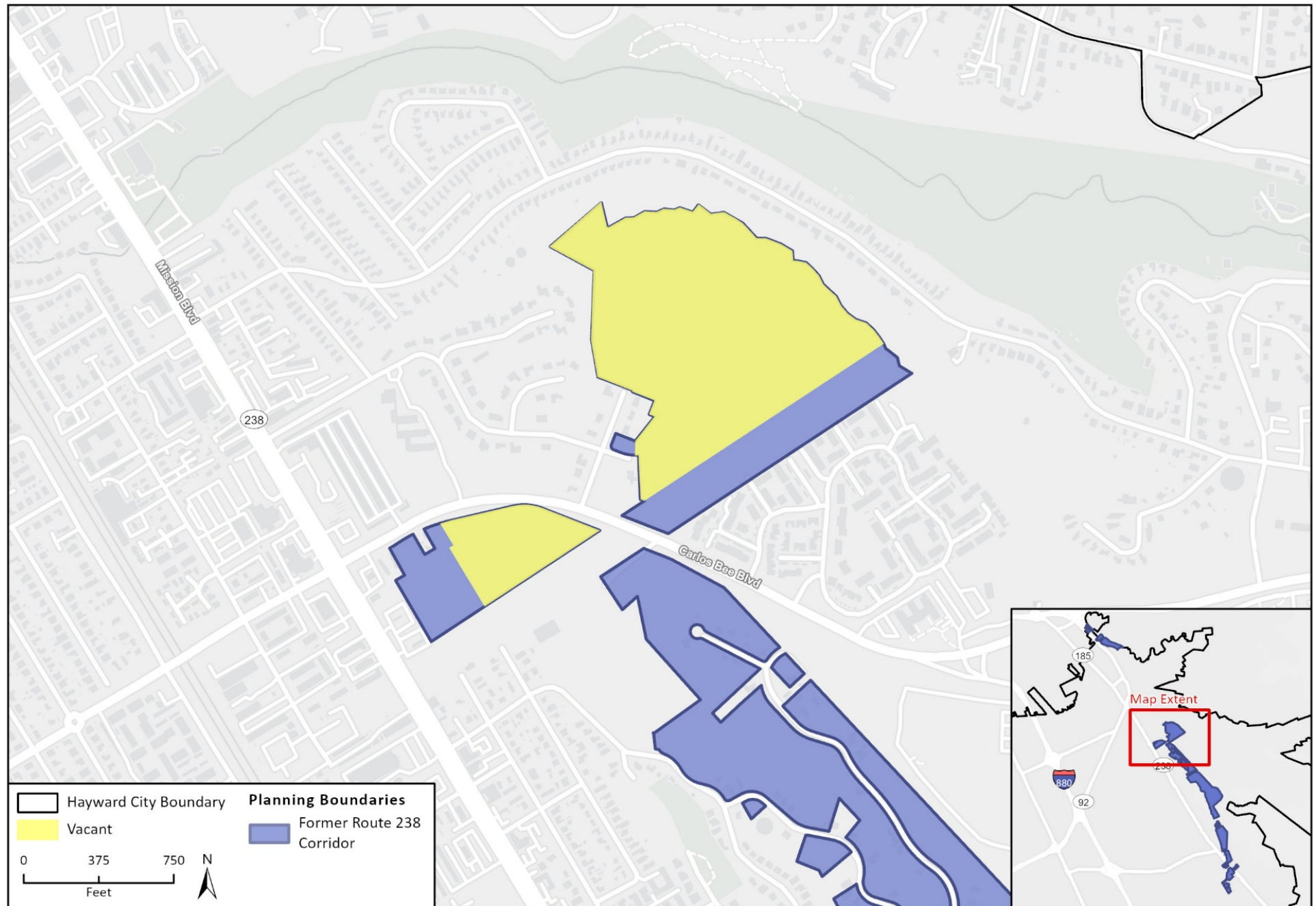
Basemap provided by Esri and its licensors © 2022.

Housing Sites Inventory  
Fig X Downtown Specific Plan Area

# Mission Boulevard Corridor Code Area



# Route 238 Corridor



Basemap provided by Esri and its licensors © 2022.





# Housing Plan

# Housing Plan





- Minor Home Repair Program
- Residential Rental Inspection Program
- Preservation of At Risk Affordable Housing



- Affordable Housing Development Assistance
- Update Density Bonus & Affordable/Inclusionary Housing Ordinance
- Housing Choice Vouchers



- No Net Loss Zoning to ensure adequate sites to meet RHNA
- Replacement Housing Requirements
- By Right Approvals on reused housing sites
- Adaptive Reuse policies
- Variety of housing types



- Create a package of development incentives for developers
- Lot Consolidation
- Expedited Project Review
- Monitor and expand ADU, Duplexes and Lot Split Programs



Support housing for special needs populations by:

- Prioritizing funding for affordable developments that serve special needs population(s);
- Providing financial support to organizations that provide a continuum of support and transitional services;
- Develop a shallow rent subsidy program for extremely low-income households to prevent homelessness

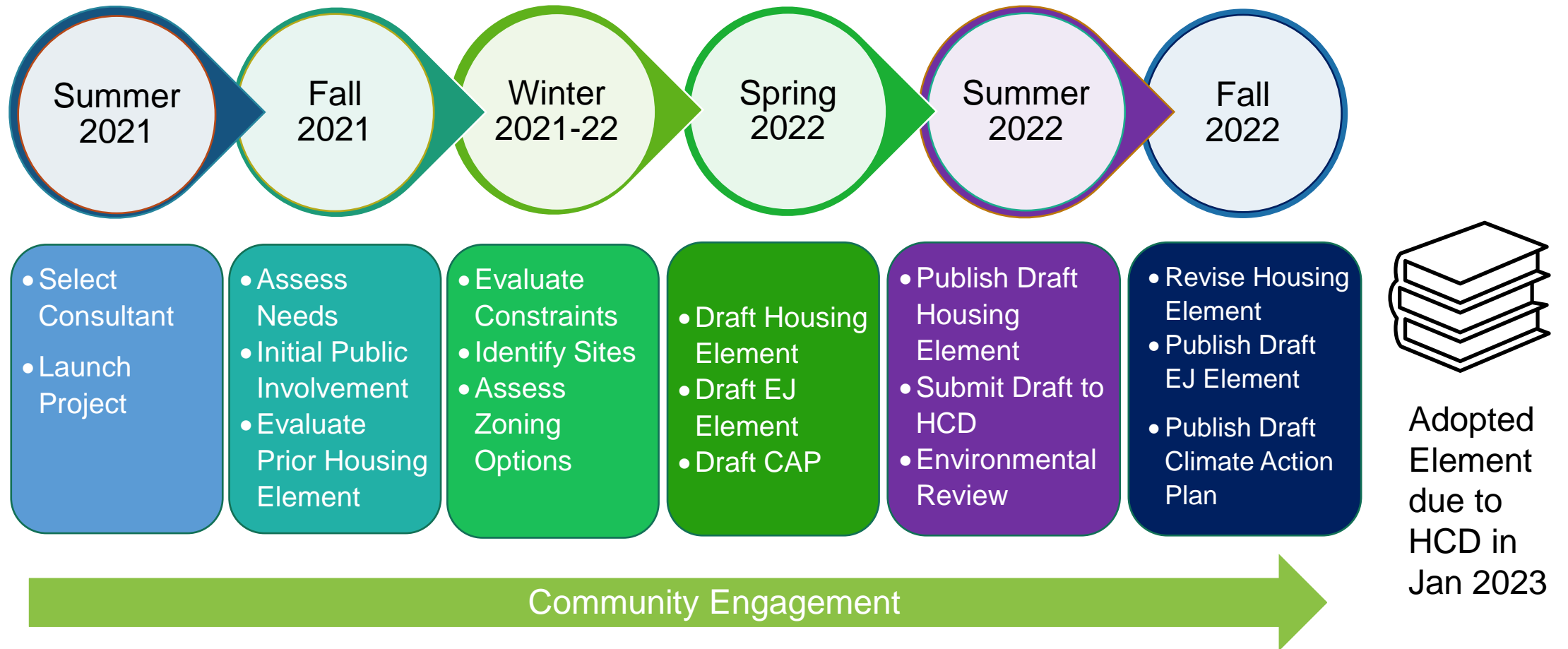
Expand community outreach & education



- Foreclosure prevention & counseling
- Fair Housing Services
- Rent Stabilization & Tenant Protections
- Tenant Relocation Assistance
- Update the Consolidated Plan to strengthen place-based strategies to expand housing mobility & supply



# Timeline





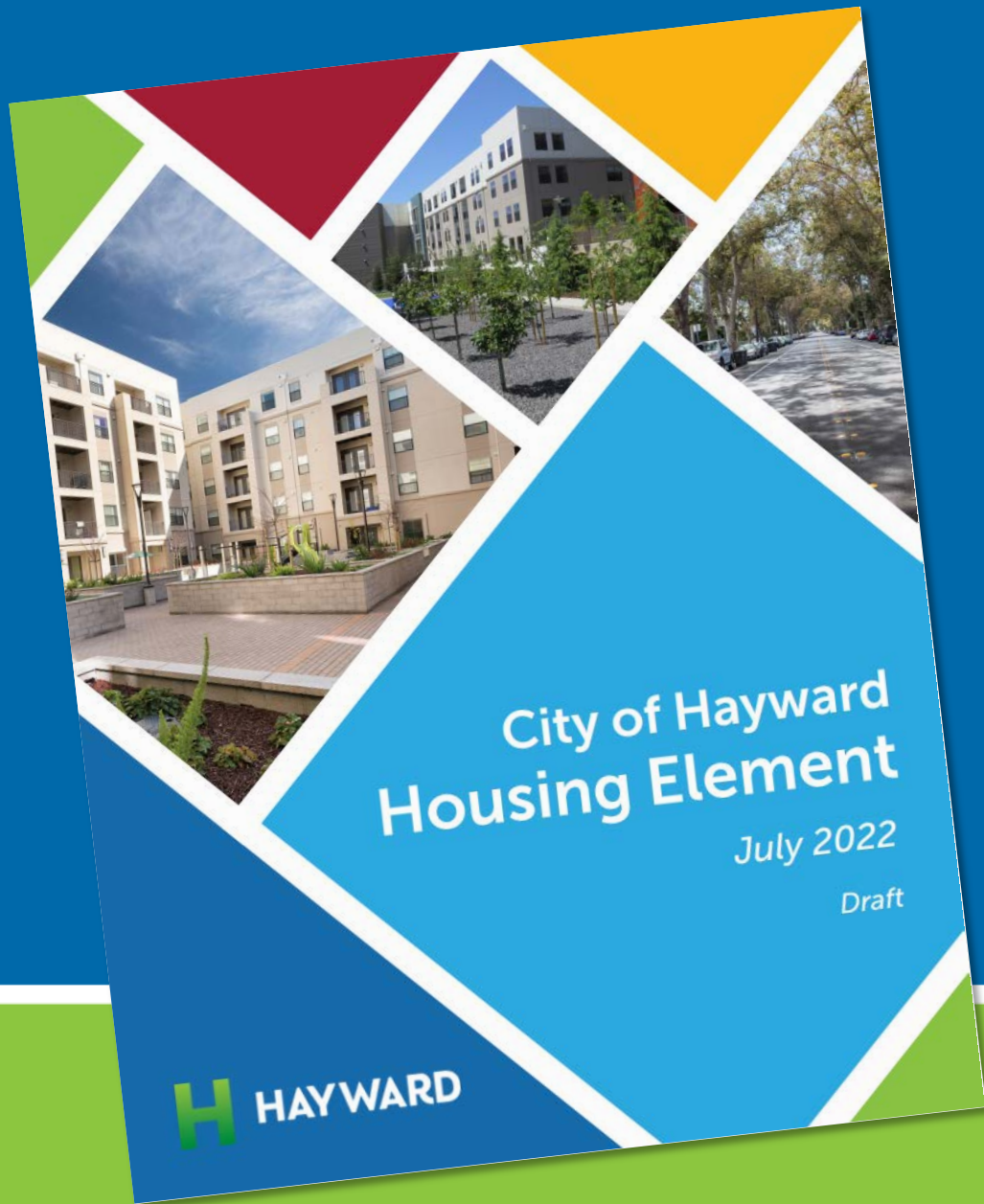
**Community starts with  
Climate and Housing!**

**We value your  
participation in this  
process and we want to  
hear from you!**



**How to get involved!**

Visit [www.haywardhousingandclimateupdate.com](http://www.haywardhousingandclimateupdate.com)



**Coming Soon!**  
**July 2022**