

**PLANNING COMMISSION MEETING  
THURSDAY, May 26, 2016**

**DOCUMENTS RECEIVED AT MEETING**



\$50,000,000

# Capwell Store For Hayward

**Parking Lot for  
1,500 Cars Included  
In Plans for Branch**

The Emporium Capwell Company will build a \$50,000,000 Hayward branch this summer.

Announcement of the plans—but not the amount involved—was made in San Francisco today by E. C. Lipman, president of the big Oakland and San Francisco department store firm, who said the new branch should be open by fall of 1956.

Lipman said that negotiations for purchase of 15 acres across Foothill Blvd. from Hayward Union High School, just outside the city limits, were completed last night.

## **BIG PARKING LOT**

The new branch, which will have adjacent parking for 1,500 cars, will be a steel reinforced concrete structure with more than 175,000 square feet of floor space. It may be one or two stories, Lipman said.

Responsible for the plans to add the fourth branch of the firm's downtown Oakland and San Francisco stores were Lipman, R. H. Biggs, vice president of the Emporium Capwell Company; Frederick Hirschler, general manager of the Emporium, and John Hamilton, general manager of the H. C. Capwell Company.

Suburban branches already operating include Capwell's Walnut Creek and the Emporium-Stonestown. The Emporium is now under construction at Palo Alto.

## **350 ON STAFF**

When the new Hayward branch opens late next year, Lipman said, it will have a "basic staff" of 350 persons, with seasonal additions of employees above this number.

"Merchandising policy," Lipman said, "will emphasize home and family needs as well as provide the Hayward shopping area with a complete fashion center and children's wear departments. National name brands carried in the firm's main Oakland store will be featured and the store will offer credit and delivery service.

"Establishing a fine store in the Hayward area firmly indicates our full confidence in this rapidly-growing trading area and reflects the policy of the Emporium Capwell Company of maintaining its dominant position in Bay Area retailing," he concluded.

Pictures on Page 6

# Mervyn's may buy Emporium store

JAN 21 1983

By Cliff Pletschet  
Tribune Business Columnist

Mervyn's department store is negotiating to purchase the Emporium-Capwell store on Foothill Boulevard in Hayward for expansion of Mervyn's corporate offices.

Lizette Weiss, a spokeswoman for Hayward-based Mervyn's, said Thursday that a purchase price has not been reached. She said negotiations were being conducted by Carter Hawley Hale Stores Inc. of Los Angeles and Dayton-Hudson Corp. of Minneapolis, parent firms of Empor-

ium-Capwell and Mervyn's respectively.

Emporium-Capwell announced last November that it plans to move from the Foothill Boulevard location to Southland Shopping Center in Hayward where it will take over the lease of the Liberty House store there.

The store, at 22301 Foothill Blvd., covers 191,000 square feet on 11.7 acres. Mervyn's has retained the St. Louis architectural firm of Severdrup Corp. to design the conversion to offices should the transaction go through. A target date for com-

pletion is 1984, Weiss said.

She added that Mervyn's "overcrowded" corporate offices at 25001 Industrial Blvd., Hayward, will be retained.

John F. Kilmartin, Mervyn's chairman and chief executive officer, said the site of the new offices would be convenient.

Mervyn's, which has been performing better than other retailers during the current slump, last October unveiled a five-year master plan calling for the opening of 100 more stores. Currently there are 92 outlets in the department store chain.

# Capwell's to Open Store in Hayward

## 15-Month Building Program Results In South County's Largest Outlet

HAYWARD, Sept. 10—Capwell's Hayward, the largest store in southern Alameda County, will be opened at 12:30 p.m. tomorrow.

Hayward City Councilman Frank Biggs will use giant shears to cut a pink ribbon across the Hazel Ave. entrance of the store, which is situated at 301 Foothill Blvd., at 12:20 p.m.

Then velvet ropes will be removed and all three entrances—on Foothill, Hazel and Hoover Ave.—will be opened to the public.

John Hamilton, general manager of Capwell's, and other Capwell executives are expected to take part in the ceremonies, the climax of 15 months of construction.

### STORE MANAGER

Biggs will be introduced by Frank Tebbs, manager of the new store. The split-level store, which has 190,000 square feet of floor space, stands on 13.2 acres, 10 of which are devoted to parking on two levels. The parking area has a capacity for 1,150 cars at one time.

The entire street level floor is devoted to ready-to-wear clothing, fashion accessories and small wares, according to Tebbs.

On the lower level are home furnishings, including major appliances, and a beauty salon, optometrist, gift wrapping department and photo studio.

Capwell's - Hayward was planned to be one of the most colorful department stores in Northern California by Leonard Stanley, color consultant for Welton Becket and Associates, architects for the store.

### COLOR DESIGN

The color scheme is specially designed to present a proper background for displaying each type of merchandise.

Flooring on the street level is of beige and tan vinyl tiles, forming many patterns. The raised central portion of the ceiling is in a muted yellow ochre acoustic tile, inset with bands of fluorescent lights, interspersed with incandescent lamps for color balance.

Each department on this level has its own atmospheric color.

The millinery department, for instance, has walls of pink raw silk and fixtures of dark brown walnut inset with panels of soft blue formica. In contrast, the men's department shelving walls are of deep forest green, scarlet and natural wood, with fixtures of tan walnut with white formica tops.

### 'PINK WORLDS'

The infants' and girls' departments are "pink worlds," with floors in a large pink and gray checkerboard pattern. The walls are of pink woven grass or pale gold woven grass with pink moldings.

The bridal salon has walls of white paper splattered with gold and silver. In one group of 16 fitting rooms, each room has a different wallpaper, but all are some variation of pink.

The lower level has a color scheme keyed around gray and yellow patterned floors. Patterns here also change from department to department.

The china and silverware departments have shelving walls of dusty blue or deep wine. The radio-television high fidelity records department has custom-built fixtures of smoky walnut with sparkling white formica tops.

### TOYS IN TURQUOISE

The toy department sports turquoise and pink shelves, the furniture department stands on soft, mottled beige carpeting and the beauty salon is equipped

**\$4,500,000**  
**Store Slated**  
**In Hayward**

*copy*

**HAYWARD**, April 14. -- Ne-  
gotiations for construction of a  
\$4,500,000 H. C. Capwell Co. de-  
partment store here were an-  
nounced today.

An announcement released by  
Graeme MacDonald, owner and  
builder of the "Hayward Strip"  
on First Street, revealed that  
present plans call for erection of  
a basement - and - three - floor  
building of 175,000 square feet.

In Walnut Creek, MacDonald  
has completed one-third of a \$3,-  
000,000 two-story building in the  
Broadway Shopping Center,  
which will be leased to the Cap-  
well Company.

Construction started on the  
110,000-square-foot project in  
January. The foundation is de-  
signed to carry an additional  
story of 50,000 square feet to al-  
low for future expansion.

The Hayward building would  
be designed to allow addition of  
another floor of 65,000 square  
feet at a later date and will in-  
clude elevators, escalators and  
modern air conditioning features.

Mrs. Edith Apgar, spokesman  
for MacDonald, said the builder  
was now conferring with admini-  
strators of the Emporium Cap-  
well Company on final plans for  
the building, which MacDonald  
will put up and lease to the com-  
pany.

Mrs. Apgar said: "We will not  
make any announcement now of  
the intended site of construction,  
but you can say it will be very  
close to the present Hayward  
Strip."

She said construction would  
not begin until highway con-  
struction near the site was com-  
pleted and that the store would  
not be completed until 1955. She  
declined to comment further on  
location of the project.

# Liberty House store lease sold to Emporium Capwell

By Del Lane  
Tribune Staff Writer

NOV 19 1982

Liberty House of California and the Emporium Capwell Co. announced Thursday that Emporium will take over the lease of the Liberty House store at the Southland Shopping Center in Hayward.

Emporium will close its store nearby after the takeover is complete, and the Southland store is completely renovated next year, the companies said.

Liberty House is leaving the 178,000-square-foot site as part of its new merchandising strategy, according to Keith Mabee, a spokesman for the parent Amfac Inc., which will emphasize a mix of men's and women's sportswear, fashion and houseware.

"We are no longer trying to be all things to all people," he said.

Liberty House operations in California have not done well, Amfac has acknowledged, leading to the new approach.

Mabee said the company will try to relocate the 198 Hayward employees to other Liberty House stores. For those that cannot be relocated, he said the company has an extensive outplacement service and what he termed a "liberal" termination package.

Emporium spokeswoman Susan Hullin said all of the existing store's employees will be transferred to the new location. She could not immediately provide the precise number of

workers.

Because of the move from a smaller, 145,000-square-foot site, and the modernization of the 25-year-old plant into a use of space approximately that of a brand-new store, Emporium expects a significantly larger retail operation with a potentially larger workforce.

It could not be determined, however, whether Emporium plans to hire any of the displaced Liberty House workers.

Carter Hawley Hale Inc., Emporium's parent company based in Los Angeles, is tentatively scheduled to take possession of the shopping center outlet Feb. 1 to begin renovations, and reopen the store next fall. Then the Hayward Emporium store will close.

"This is an incremental move in our long-range plan to reduce capitalization and further increase Liberty House's profitability and competitiveness," said Liberty House President Teller Weinmann.

"After considerable analysis we have determined that the size of the Southland store, once appropriate for our merchandising direction, no longer fits the current Liberty House prototype."

That prototype, Mabee said, is approximately 100,000 square feet.

Liberty House is also negotiating to sell its 28-acre Baydale Inc. property, which includes a 100,000-square-foot retail store in Dublin, Weinmann said.



**NEW HAYWARD STORE**—Capwell's-Hayward, the largest store in southern Alameda County, will be opened tomorrow. The \$6,000,000 retail center is situated at 301

Foothill Blvd. at the focal point of a network of highways and freeways. The store has a parking area with a capacity for 1,150 cars at one time.



**TO DIRECT NEW OPERATION**—E. C. Lipman (left), president of Emporium-Capwell Co., and John Hamilton (second from left), general manager of Capwell's, are shown with staff who will run Capwell's Hayward store. They are (from left), Frank Tebbs, manager; Richard Brice, operations manager, and Harold M. Sage, who is the merchandise manager. The new store will have 350 employees.

planning for the Emporium-Capwell Co., planned Capwell's-Hayward with architects and designers of Welton Becket and Associates.

He is a graduate of the University of California and a veteran of 30 years in the business planning field. He joined Emporium-Capwell as a draftsman in 1931.

Store hours tomorrow will be from 12:30 p.m. to 9:30 p.m. The regular schedule will be Monday and Fridays, 9:30 a.m. to 9:30 p.m., and other days, 9:30 a.m. to 5:30 p.m.

During night openings the parking area will be brilliantly lighted.

with upholstered chairs in smart pink and black leather.

Soft music is wafted through the store to add to the color effect.

The colors and music make walking through the store a "pleasant event," store officials say.

By being the largest department store in Southern Alameda County, Tebbs said, Capwell's-Hayward follows the lead established by Capwell's-Oakland, biggest in the Eastbay and second in size in Northern California only to the Emporium in San Francisco.

Capwell's policy for big stores is founded on the belief that booming suburban communities expect all the services and wide selection of quality merchandise as is available in a downtown store.

Capwell's-Walnut Creek is the biggest in its area. Capwell's-El Cerrito will be opened in the late summer of 1958. It will be the largest store in Contra Costa County.

An area of some 250 square miles with a population of 270,000 comprises the new Hayward store's trading area. It includes part of East Oakland and Eden, Washington and most of Pleasanton and Murray Townships.

The pattern of highways and freeways makes Capwell's-Hayward a focal point for the entire area.

**79,000 FAMILIES**

Capwell's-Hayward will serve some 79,000 families with a total available income of some \$316,000,000 annually. Of this sum 16.4 per cent or \$51,000,000 is spent on purchases that can be made in a department store such as Capwell's-Hayward.

The new store has a staff of 350 and an annual payroll of more than \$1,000,000—a solid boost to the economic, social and civic life of Southern Alameda

County.

Many employees of the new \$6,000,000 store are residents of the Hayward area.

Capwell's dates back to 1889 when a small 18-foot-front shop called The Lace House was established at 10th and Washington Streets, in Oakland.

The Lace House was opened by Harris Gebert Capwell. Two years later the name of the store was changed to the H. C. Capwell Co. and was moved to larger quarters at Washington and 12th Streets.

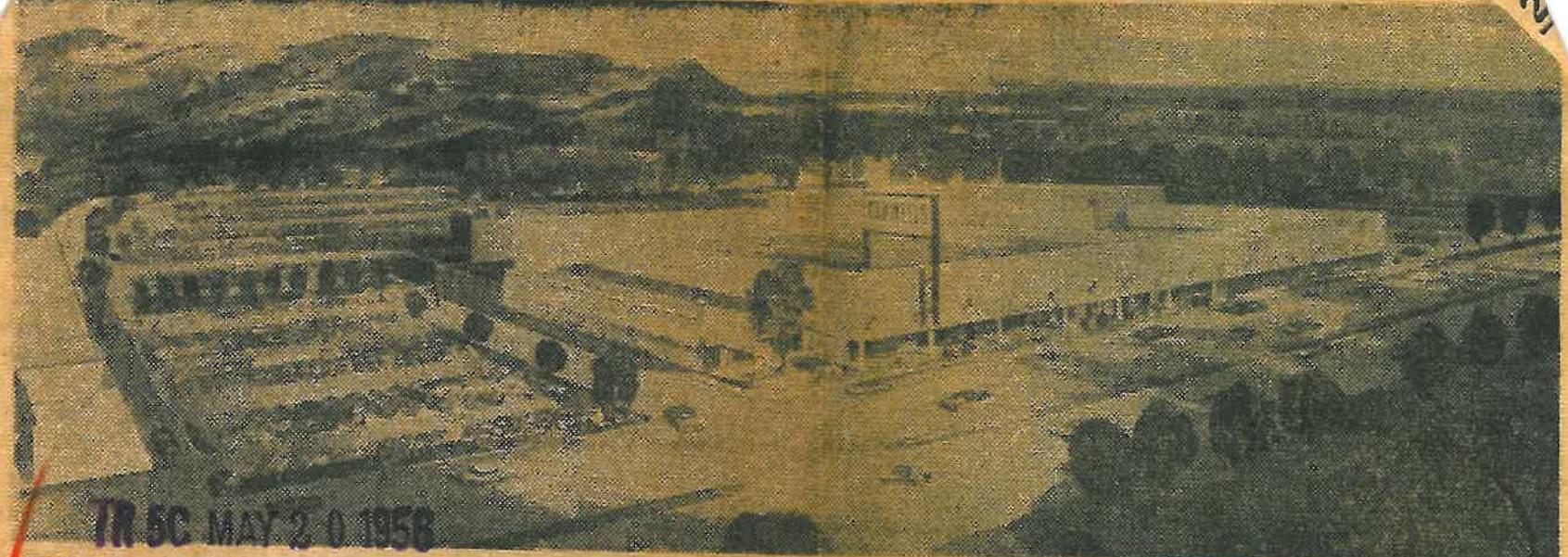
By 1912 business had so expanded that a move was necessary again. Larger quarters were built on Clay St. between 14th and 15th Streets.

Capwell's and The Emporium of San Francisco merged to form the Emporium-Capwell Co. in March, 1927. In February of next year ground was broken for Capwell's present Oakland store at 20th St. and Broadway. This store was opened on Aug. 5, 1929.

**WALNUT CREEK OUTLET**

Capwell's-Walnut Creek store opened its doors in March, 1954, and two years later E. C. Lipman, president of the Emporium-Capwell Co., announced the purchase of land for the Hayward store.

Ground work is already on its way for Capwell's-El Cerrito. O. W. Litsinger, director of



TR 5C MAY 20 1956

**NEW CAPWELL'S**—Construction will start June 4 on this \$6,000,000 Capwell's branch store across from Hayward

High School. Completion date is late 1957 or early 1958. A split-level parking area will accommodate 1,500 cars.

## Capwell's Starts New Store June 4

HAYWARD, May 19 — Construction will start June 4 on the \$6,000,000 Capwell's branch store on Foothill Blvd. across from Hayward High School.

Target date for completion of the 190,000-square-foot two-level store is late 1957 or early 1958, according to John Hamilton, Capwell's general manager.

The entire project, including an adjoining 8,000-square-foot restaurant and a split-level parking area for 1,500 cars, will occupy 15 acres, Hamilton said.

Construction will be of poured concrete with the Dinwiddie Construction Co. of San Francisco as contractors. Welton

Becket and Associates of San Francisco are architects and engineers.

The store, twice as large as Capwell's other branch in Wal-

nut Creek, will have 350 employees.

The total investment figure of \$6,000,000 includes the building, fixtures, inventory and accounts

receivable, Hamilton explained.

The building will have two levels of 85,000 square feet each and a 10,000-square-foot covered storage area on the roof.

# The Lincoln Landing Project

How to make the future work in Hayward

Sherman Lewis, President  
Hayward Area Planning Association

Ben Goulart, President  
Prospect Hill Home Owners Association

May 24, 2016

# Unmet General Plan Goals

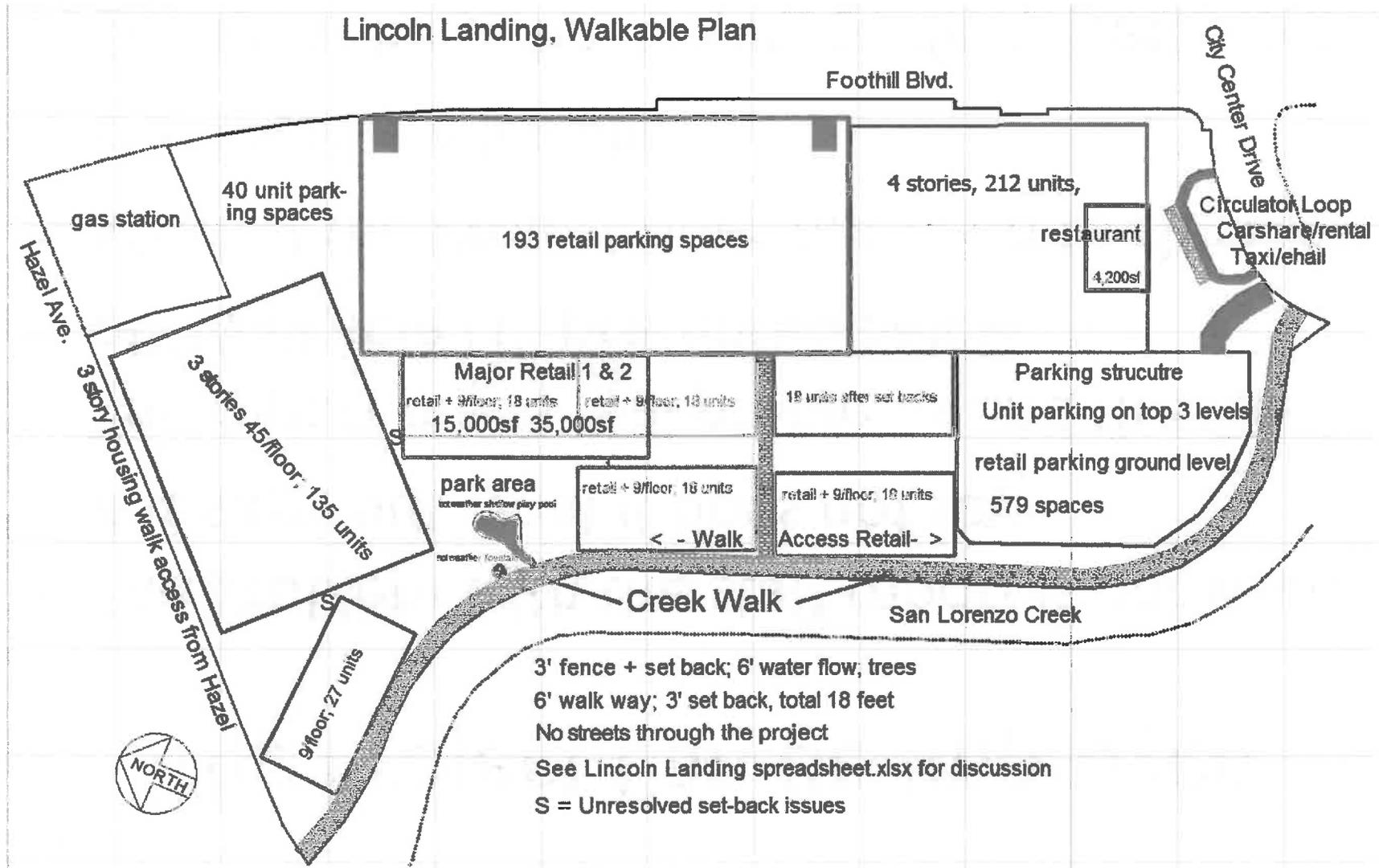
- The Project does meet important GP goals
- It does not meet other important GP goals:
  - 10 land use goals and 18 mobility goals
  - No reduction in auto use, traffic congestion or greenhouse gases
  - No increase in transit, walking, bicycling, or shared ride
  - No solar energy; no rainwater reuse
  - Poor design of North Tower on Hazel
  - No protection of Prospect Hill neighborhood

# The Project Can Be Improved

- The problem with the staff report is not what it is says, but what it does not say
- The report omits real problems and the fixes of “Walkable LL” presented below
- Most of the Project does not need to change
- Our ideas are feasible
- Our ideas help the Project perform better for the General Plan and Green Point Rating

# The LL Walkable Site Plan

476 units, 3 to 4 stories high, 503 unit parking spaces, 223 retail spaces



# How LL Walkable Site Plan works

- New structured parking removed
- New road by creek removed; Creek Walk improved
- Living space moved from towers to mid-site results in three story construction, reducing excessive massiveness of towers
- Multimodal center and supporting retail added
- Unbundling, BART Shuttle, other green mobility added; traffic and greenhouse gases reduced

# Lincoln Landings Compared

## **LL as proposed**

- Site Plan Footprints
- 309 parking spaces for retail
- 80,500 sf retail
- 476 units
- Floor plans, unit types
- Major parking off Foothill
- Large buildings

## **Walkable LL**

- Very similar
- Same
- Same
- Same
- Same
- Same
- Same

# Lincoln Landings Compared

## LL as proposed

- Hazel Tower has 1.27 parking spaces per unit
- Immediate positive results for business attraction and retention
- Meets various General Plan goals
- Most design details

## Walkable LL

- Almost the same: 1.24 spaces per unit
- Same
- Same
- Same

# Unbundling

## LL as proposed

- No unbundling
- New parking structures add about \$14 million to costs
- No management of spillover parking in Prospect Hill neighborhood

## Walkable LL

- Unbundling: 2 bedrooms at \$3,300 per month becomes \$2,930 rent and \$370 for parking
- No new parking structure; BART Shuttle costs about \$2 million
- Manage spillover parking in Prospect Hill neighborhood

# Creek Walk

## **LL as proposed**

1. Public path from Hazel St. to City Center Dr. as described in staff report
2. Unneeded road from Hazel to City Center by Creek for trucks, loading docks, trash compactors, and refuse enclosures
3. No café
4. No open water flow by path
5. Direct view of flood control channel by railing
6. No fountain or wading pool
7. No walk access from Foothill

## **Walkable LL**

1. Same as 1.
2. No road and no truck traffic through site beside the path saves land and reduces traffic
3. A Parisian sidewalk café
4. Landscaped water flow along the path using roof rainwater
5. Flood control channel shielded by landscaping and trees
6. Fountain and wading pool
7. Walk access from Foothill

# Hazel Street

## LL as proposed

- “Massing of the development” out of scale with area
- Out of scale for neighborhood of one to two stories
- Four stories high; 54.5’ high,
- A doorless wall on the street; view of parked cars through metal screens on openings
- More traffic on Hazel to parking structures and street to City Center Dr.

## Walkable LL

- No massing of development
- Acceptable to neighborhood; provides better light and view corridor looking east
- Three stories high; 34’ high
- Front doors on the street, residential façade
- No new traffic on Hazel; no parking access or street

# Redesign of South Tower

## LL as proposed

- Six stories: ground floor retail, hallways, parking; five stories residential above
- 77' high with tower peak at 84'
- Parking 2.17 spaces per unit
- No support for off-site green mobility; no multimodal center
  
- Retail oriented to Foothill and parking access; no outdoor seating/dining

## Walkable LL

- Four stories, ground floor retail, hallways, residential; three stories residential above
- 44' high; tower optional
- Parking 1.24 per unit
- Multimodal Center:
  - BART Shuttle turnaround
  - Carshare/rental and taxi/ehail ride pickup lane
- Restaurant/café/take out oriented to Multimodal Center and walk access; outdoor seating/dining

# Traffic

## **LL as proposed**

- No specifics: hoping to minimize through traffic in the surrounding neighborhoods and to develop traffic calming measures
- Puts new traffic on City Center, Hazel, and road along creek
- Excess parking encourages driving out of town
- New parking on City Center Dr., encourages driving, not walking, downtown

## **Walkable LL**

- Develop neighborhood parking management program with Prospect HOA for residential and business parking that has worked well elsewhere in city
- No new traffic on Hazel St. or City Center Dr.
- Green mobility encourages walking downtown
- No new parking on City Center Dr., orients traffic away from downtown

# Going to BART and Downtown

## LL as proposed

- No improvements in quality of walk route to downtown
- 4 lanes of high speed traffic 62 feet wide discourages most pedestrians from walking downtown
- No BART Shuttle
- More driving and fewer trips to downtown

## Walkable LL

- Improve walk route; pedestrian safety islands and slower traffic
- Complete Streets would make it possible for non-athletes to walk across A St. and Mission Blvd.
- Rapid Bus BART Shuttle
- More people will walk downtown

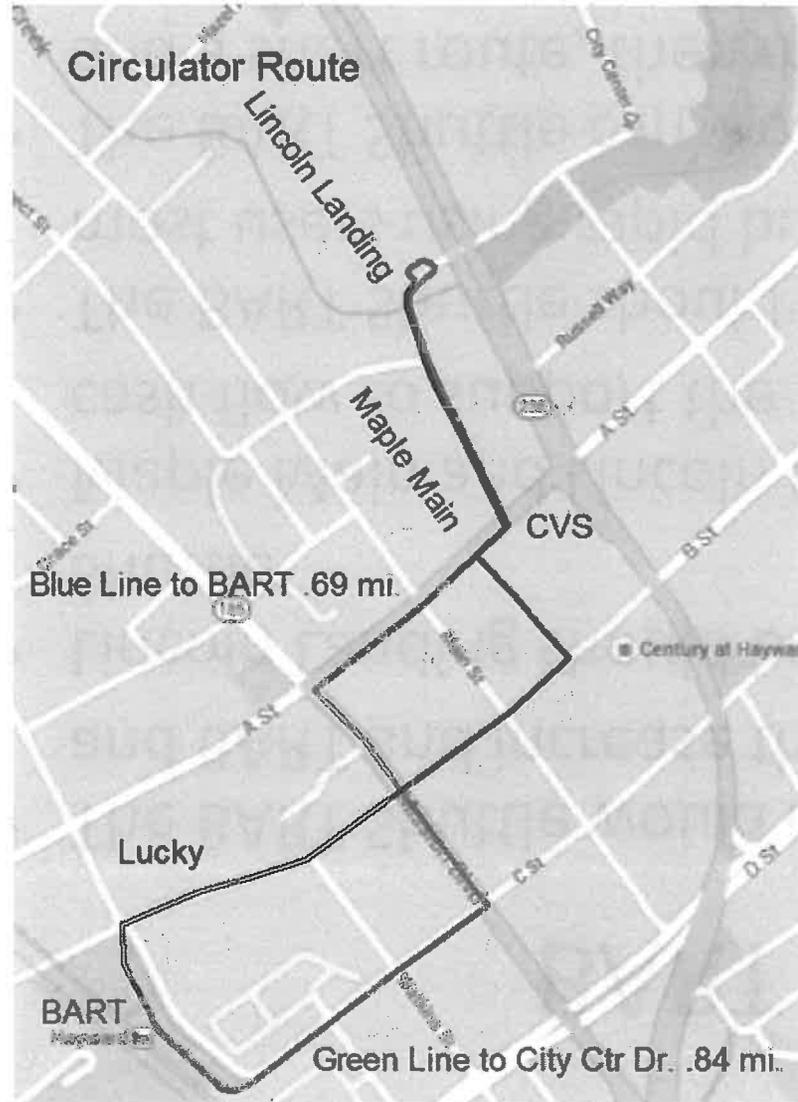
# Rapid Bus Concepts

- Ecopass: residents ride BART Shuttle for free
- FAST: usually faster than driving
  - Dual mode diesel electric motor for torque, braking energy recovery, renewable fuel potential
  - 30-foot bus for maneuverability in traffic
  - No fare collection by driver; use proof of purchase and soft enforcement
  - Low floor, high sidewalk stops with no step entry and guided docking
  - Minimal dwell time
  - Shortest possible distance
- Needs supportive road improvements and new signals, signal preemption and right lane bypass
- Runs most of the day
- Land-based financing (e.g., by Maple Main and Lincoln Landing Projects)
- Contract operator selected by RFP
- Financers of BART Shuttle manage it in consultation with City, riders and operator

# BART Shuttle

- The BART Shuttle would replace car trips to downtown and BART and increase the number of trips
- Lincoln Landing should be conditioned on a BART Shuttle
- Maple Main and Lincoln Landing Projects have enough cash flow to support the BART Shuttle
- The BART Shuttle should be fast, frequent, and free for most users using rapid bus concepts
- The BART Shuttle can work best initially with one bus and a short route, then more buses with more riders
- Capital cost would be about \$2 million

# BART Shuttle



- One bus
- Layover time 1 minute
- Distance 1.53 miles
- Average speed 15 mph
- Travel time 6 minutes
- Headway 7 minutes
- Goes by Lucky home bound
- Midblock crossing from A St. to B St. on existing public right-of-way with signal on A St. at Maple

# The Rental Market

- The LL Walkable Project has four big rental markets
  - CSUEB Hayward and corridor users
  - BART users
  - Retired, seniors
  - In-home workers
- They can make convenient trips for all purposes with green mobility.
- For market research, respondents would keep a two week travel diary, get economic information on comparative cost, and discuss a project in focus groups.
- Prospective renters would confer with a specially trained sales person to think through how they would make trips and their total costs for living space, utilities, and green travel combined.
- Prospects would receive education on savings, better health and safety, lifestyle, and environmental benefits.

# Deparking

- Deparking: incentives to renter for not renting parking on site
  - Save money by not renting
  - Taxi/ehail vouchers for special trips, e.g., health
  - Assistance in green trip-making
  - Low cost parking offsite
  - Bonus payment to allow developer to build on unneeded parking
- Deparking complements green mobility
- Deparking reduces risks to investor of excess parking demand
- Deparking saves money, promotes green trips, and helps residents transition to sustainability
- Green mobility costs much less than owning a car and provides comparable mobility
- Parking in Walkable LL may be more than is needed.
- Land on Foothill by gas station could be developed if there is too much parking

# Green Mobility means

- Unbundling,
- BART shuttle,
- ecopass,
- shared rides,
- Multimodal Center,
- walk route improvements,
- more attractive creek walk,
- no creek road,
- no new parking structure,
- no new traffic on City Center and Hazel,
- neighborhood parking management,
- renter education, and
- deparking incentives

# Green Mobility results in

- **Reduced** car dependency, car subsidies, car ownership, vehicle miles traveled, traffic and congestion, demand for parking and greenhouse gases
- **Increased** walking to downtown and BART
- **Increased** use of transit and shared ride
- **Mobility** with less expense and more sustainability

# Green Point Rated

Walkable LL has

- Solar roofs
- Solar parking (like Chabot College)
- Rain water retention and use
- Permeable pavement
- Less parking and traffic; more transit and walking
- Results in higher Green Point Rating

# Affordability

## Walkable LL

- Saves on parking structure, which is more expensive than housing
- Saves on higher cost of higher structure
- Saves on not building extra road by creek
- Savings can help finance BART Shuttle

# Lincoln Landings Contrast Overview

## LL as proposed

- Dense suburbia, more car dependency
- Forces rental of expensive parking space
- Walkability undermined by design for access by car
- Subsidizes more car traffic, car dependency, pollution and greenhouse gases
- Parking underneath is anti-urban--antagonistic to social interaction

## Walkable LL

- Modest progress to less car dependency
- Meets demand for sustainable, affordable lifestyle
- Design for green mobility
- Less greenhouse gas, less car traffic, more walk access to downtown and BART
- More social interaction

# Choices

- Walkable LL better meets all of the City's goals
- Walkable LL is practical
- The City has the power to require the features of Walkable LL
- The City would have to be serious about its walkability and climate change goals
- We should work for a more walkable project

Lincoln Landing									
Project Comparisons									
Parking spaces									
LL as proposed					Walkable LL				
old 4 level structure		579			old 4 level structure		549		
Hazel ground level structure		134							
Hazel lower level structure		132			on Foothill north, surface		40		
spaces for units		845			spaces for units		589		
Spaces/unit		1.78			Spaces/unit		1.24		
retail surface creekside		30			retail old structure		30		
retail surface Foothill		279			retail surface Foothill		279		
[256 required]		309					309		
total		1,154			total		898		
Hazel ratio		266 1.27			Hazel ratio		1.24		
South Tower ratio		579 2.17			South Tower ratio		1.24		
ck sum		845 1.78							
a reduction of 30%									
same									
Units									
LL as proposed					Walkable LL				
Units	Hazel	South	Central	Total	units	new Hazel	new South	smalls*	Total
2nd-3rd levels					1st level				
studio	2	4			studio	2	2		4
one bed	70	62	6		one bed	34	32		66
two bed	20	18	8		two bed	13	11		24
3 bed	4	6	4		3 bed	5	5		10
4th & 5th levels					2nd & 3rd levels				
studio	2	4			studio	4	4		8
one bed	58	62	6		one bed	68	68	34	170
two bed	16	18	8		two bed	26	26	46	98
3 bed	4	6	4		3 bed	10	10	22	42
6th level					4th level				
one bed	27	32	11		studio		2		2
					one bed		34		34
					two bed		13		13
two bed	6	8			3 bed		5		5
Total	209	220	47	476		162	212	102	476
*Smalls are 3 story buildings with 9 units on the second and third floors: 3 one bed, 4 two bed, and 2 three bed.									
Retail									
LL as proposed					Walkable LL				
	wide	deep	area			wide	deep	area	
Major 1	96	150	15,000		Major 1	96	150	15,000	
Major 2	231	150	35,000		Major 2	231	150	35,000	
pad 1			6,500		Creek Walk Café and Gift	142	78	11,076	
pad 2			8,000		Stores	142	84	11,928	
pad 3			6,000		City Center Dr. Restaurant	60	120	7,200	
stores			10,000					-	
total			80,500					80,204	

<b>Lincoln Landing, other info</b>					
	Square Feet	Square Feet			
<b>Square Feet</b>					
Retail		80,500			
<b>Residential by floor level</b>					
2	112,559				
3	112,559				
4	104,950				
5	104,950				
6	85,940				
<b>Residential Building Area</b>	<b>520,958</b>	<b>520,958</b>			
<b>Total Gross Building Area</b>		<b>601,458</b>			
	Square Feet	FAR			
Site Area/FAR	492,228	1.222			
<b>Parking spaces</b>	Square Feet	spaces	<b>Parking spaces</b>		
Old Parking Structure	100,792	579	upper Hazel	lower Hazel	
retail surface Foothill		221	13	15	
retail surface creekside		30	7	22	
South Tower new structure	39,330	58	22	32	
Hazel upper surface		11	32	29	
Hazel upper new structure	112,559	123	29	15	
Hazel lower surface		8	9	11	
Hazel lower new structure	112,559	124	11		
<b>Parking provided</b>		<b>1,154</b>	<b>123</b>	<b>124</b>	inside
			11	8	outside
			134	132	
			134	132	reported
<b>new structured parking</b>	area	spaces	Space per car		
new structured parking	264,448	305	867		
est. per space 9*19+13*9		big difference	288		
<b>Estimate of Capital Cost of new structured parking</b>					
Area of new structure	264,448	sf			
<b>Construction Type</b>					
Type IA construction for ground level		reinforced concrete exterior walls, reinforced concrete columns, flat cor			
Type IIIA construction for upper levels					
<b>Litman parking cost estimator</b>					
Type of Facility	Structured Parking	Land Costs, Per A	Land Costs, Per Sp	Annualized Land C	Construction Cost
Urban, 3-Level Structure	3	\$1,000,000	\$2,778	\$242	\$18,000
CBD, 4-Level Structure	4	\$5,000,000	\$9,615	\$838	\$20,000
<b>Craftsman</b>					
cost / sq. ft. Craftsman	\$ 51.48	Oakland 945-947 SMSA multiplier = 1.17			
Est. cost of new structure	\$ 13,613,783				

<b>Litman</b>	\$	20,778	Urban, 3-Level Structure		
total cost 2002 dollars	\$	6,337,222			
= \$1.34 in 2016	\$	8,491,878			
<b>alt Litman</b>	\$	29,615	CBD, 4-Level Structure		
alt. total cost 2002 dollars	\$	9,032,692	inflation adjustment = \$1.34 in 2016		
Est. cost of new structure	\$	<b>12,103,808</b>			
<b>Area of South Tower new structure</b>					
from pdf plans		285	138	39,330	
from Design CAD				37,000	
<b>Economic unbundling, cost per month, two bedroom, one parking space</b>					
CBD, 4-Level Structure	Litman		\$275	per mo.	
inflation adjustment = \$1.34 in 2016			\$368.500	per mo.	
<b>Parking cost</b>			<b>\$370</b>	per mo.	
<b>Estimated bundled rent</b>			<b>\$3,300</b>	per mo.	
<b>Estimated unbundled rent</b>			<b>\$2,930</b>	per mo.	
<b>Podium Courtyard area:</b>					
LL as proposed		Walkable LL			
	170		144		
	66		72		
	11,220	10,368	852	difference, room for revision	
Size of two bedroom		37.5	30	1125	sf

**Aldi parking criteria for Trader Joe's**

<https://corporate.aldi.us/en/real-estate/real-estate-opportunities/>

18,000 sf  
85 spaces  
212 sq ft per space

<https://corporate.aldi.us/en/real-estate/real-estate-opportunities/>  
diagram shows

17,000 sf  
88 spaces  
193 sq ft per space

LL has a lot more store per space.

80,500 sf  
309 spaces  
261 sq ft per space

But Aldi needs a much smaller store than the 35,000 sf planned for Major 2

## Guide to pages in plan application pdf

Old plans page numbers	May page numbers	Old pl page numbe
1 stats	1	17
views		18
2 north	2	19
3 southwest street level	3	20
4 Sw close in	4	21
5 Sw close in	5	22
6 Se close in	6	23
7 Ne close in	7	24
8 Creek Walk	8	25
9 Hazel close in	9	26
10 East	10	27
4 photomontages of views of development, P8 to P10	11-14	28
11 aerial	15	29
12 Northeast	16	30
13 Northwest	17	31
14 Southwest	18	32
15 site plan level 1	19	33
16 site plan levels 2 and 3	20	34

New May plans have 33 pages, drop 4 pages, add 3 montages:

Link to HAPADropbox folder:

<https://www.dropbox.com/sh/iu97aqrbmcsefut/AAA6sWIG2esvktUsUQFZqv>

<b>ans</b>	<b>May</b>
<b>rs</b>	<b>page numbers</b>
Podium Courtyard	21
<b>site plan levels 4 and 5</b>	22
<b>site plan level 6</b>	23
<b>Foothill elevations</b>	24
<b>flatwork, store close in elev.</b>	25
<b>Hazel and mid elevations</b>	26
<b>Creek elevations</b>	27
<b>City Ctr and mid elevations</b>	28
Tenant elevations	29
Hazel and Foothill cross sections	30
typical unit floor plans	31
building materials	32
shade by time of day	33
landscape plan	omitted
podium landscape plan	omitted
podium landscape plan	omitted
public park landscape plan	omitted
trees	omitted

s from old plans

TYa?dl=0

**Commercial Land Use Designations**

-  Retail and Office Commercial
-  General Commercial

**Mixed-Use Land Use Designations**

-  Sustainable Mixed-Use
-  Commercial/High-Density Residential
-  Central City-Retail and Office Commercial
-  Central City-High Density Residential



**General Plan:** Central City-Retail and Office Commercial

“Future changes to Retail and Office Commercial areas are expected to include ...enhancements commercial centers and corridors.” City of Hayward. General Plan Policy Document, July 2014, p. [www.hayward-ca.gov/GENERALPLAN/documents/2014/GPU103114/General\\_Plan\\_FINAL.pdf](http://www.hayward-ca.gov/GENERALPLAN/documents/2014/GPU103114/General_Plan_FINAL.pdf)

Future changes to Central City-Retail and Office Commercial areas are expected to include ...enl transform the Downtown into a vibrant, transit-oriented, and mixed-use city center. op. city, p.

Maximum densities vary greatly based on zoning. Maximum densities range from 40 to 110 dwelling units per acre. 1.5 Maximum Floor Area Ratio

**Central City**

-  **CC-C** Central City Commercial
-  **CC-R** Central City Residential
-  **CC-P** Central City Plaza



**CC-C Zoning**

**SEC. 10-1.1520 CENTRAL CITY - COMMERCIAL SUBDISTRICT (CC-C)**

SEC. 10-1.1523 CC-C CONDITIONALLY PERMITTED USES.

(2) Automobile Related Uses.

Parking lot or parking structure.

[As a conditional use, the city needs information to determine the need, or make an arbitrary decision.]

[An EIR is the best method to provide information about alternatives.]

55' building height limit

SEC. 10-1.1523 CC-C CONDITIONALLY PERMITTED USES.

(4) Residential Uses.

Multiple-family dwelling. (With dwelling units on first floor)

Maximum Residential Density: Densities shall be established in substantial compliance with the Downtown I

[There is no maximum density.]

Building Calculations report 75' allowed and 65' provided for the garage, but the limit is 55'.

Building Calculations report 85' allowed and 59'4" provided for residential, but the limit is 55'.

that create more pedestrian-oriented  
3-16,

hancements that help  
3-20

er net acre

-layward Design Plan and as indicated herein.

## Environmental Checklist Form for Lincoln Landing

### Environmental Factors Potentially Affected:

I. Aesthetics	Six story structures could have substantial adverse impact on the The project would block views of the hills from south side of the Prospect Hill neighborhood
III. Air Quality	We need research into air quality plans to see if increasing VMT conflicts/obstructs an air quality plan. The project subsidizes car travel.
VI. Geology/Soils	Project is not in the AP Zone
VII. greenhouse gas emissions	Project generates GHG, which is significant in that all new GHG is significant. Needs research into city's Climate Action Plan
X. Land/Use Planning	The project conflicts with "vibrant, transit-oriented" policies of the General Plan
XIII. Population / Housing	Induces substantial population growth by proposing new homes and businesses
XVI. Transportation/Traffic	The project will contribute to traffic on the Loop, which has 3 LOS F links in the CMP network, thus requiring environmental review. See Report "Analyzing the Loop" on Link LOS. Without an EIR CMA law cannot be adequately considered. We also need research on city policies to reduce auto use and support other modes.
XVII. Utilities and Service Systems	Given multi-year droughts, water entitlements are increasingly irrelevant, and any large new water use should be assessed.
XVIII. Mandatory Findings of Significance	Project could a) degrade the quality of the environment) have cumulative impacts, e.g., Lincoln Landing, and c) have adverse effects on human beings, e.g., increased traffic, air pollution, and risk of accidents.

**Green Point Rated, Multifamily 6.0**

**Criteria for mobility where Walkable LL does significantly more**

**LL as proposed**

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N3.2 Connection to Pedestrian Pathways	parking on Foothill and Foothill building have no pathway access to Creek walk
N3.3 Traffic Calming Strategies	no
N3.4 Sidewalks Buffered from Roadways and 5-8 Feet Wide	not buffered by old parking structure
N3.7 Reduced Parking Capacity	more parking than required
O9. Residents Are Offered Free or Discounted Transit Passes	no

**Elasticity of parking demand**

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**Green Mobility**

•Unbundling,	
•BART shuttle,	
•ecopass,	
•shared rides [carshare/rental, taxi/ehail shared ride],	
•Multimodal Center,	
•walk route improvements,	
walk path times to off site food store, drug store, restaurants, banks, hardware	acceptable
walk path quality to off site food store, drug store, restaurants, banks, hardware	poor
walk path times to major transit stop	acceptable
walk path quality to major transit stop	poor
•more attractive creek walk,	
•no creek road,	
•no new parking structure,	
•no new traffic on City Center and Hazel,	
•neighborhood parking management,	
•renter education, and	
•departing incentives	

**Walkable LL**

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pathway from Foothill to Creek

Walk

yes

yes

yes

yes

---

improved

improved

improved

improved

May 26, 2016

Hayward Planning Commission

Re: Lincoln Landing Project

As members of the Planning Commission, you must believe that the future of a vibrant, healthy, livable Hayward depends on good planning and on guiding growth and development to achieve that.

The proposed Lincoln Landing project does not fall in line with the goals that Hayward has set and continues to develop, but that project could do so with some adjustments.

We know that our city needs to continue to grow, and the middle is a good place to increase density. With some adjustments, the Lincoln Landing Project could be a real asset to our city rather than just housing with easy car access to a freeway so that commuters could sleep here but work and spend their money elsewhere.

You can guide this project to support and enhance our city. Many ideas that can adjust the existing proposal in that direction have been well researched and clearly presented in the slideshow and supporting documents submitted to you by Professor Emeritus Sherman Lewis.

You would be making a mistake if you ignore these ideas and instead support a project that exacerbates traffic and global climate change rather than promoting a vibrant and livable Hayward built with good urban planning principles and LEEDS construction values.

Sincerely,



Joy Rowan

Hayward, CA

**From:** Julie Machado [<mailto:>]

**Sent:** Sunday, April 17, 2016 11:27 AM

**To:** CityClerk

**Cc:** Fran David; Frank Goulart; Sherman Lewis; Ben Goulart; Valerie Snart; Mike Urioste; Cheryl Kojina; Barbara Jervis

**Subject:** Mervyn's Site Should be a Hotel

Dear City Clerk, please forward this to all City Council Members and Planning Commission Members. Thank you.

Dear City Council and Planning Commission:

Please see today's East Bay Times article below. This is for those of you poised to sell out to the Lincoln Landing and Maple & Main projects for residential projects.

[As East Bay tourism heats up, hotel builders take notice](#)



**As East Bay tourism heats up, hotel builders take notice**

Spillover from the San Francisco travel market, combined with efforts to market the East Bay as a destination in its own right, are driving higher visitor numbers...

View on [www.eastbaytimes.com](http://www.eastbaytimes.com)

Preview by Yahoo

Julie Machado, MS, JD, MFT

**From:** Julie Machado [mailto:]  
**Sent:** Thursday, May 26, 2016 1:07 PM  
**To:** CityClerk  
**Cc:** Sherman Lewis; Ben Goulart; Frank Goulart  
**Subject:** Comments on Lincoln Landing

City Clerk, please forward this to the Planning Commission Members and City Council Members as my comments for tonight's work session.

I am seriously concerned about the following items regarding the proposed Lincoln Landing.

- **Height:** It is way too tall for the current neighborhood. Putting 6 stories on Hazel, even with a setback, is unfair and unreasonable to the single story homes across the street and the other one and two story homes in the surrounding neighborhood.
- **Traffic:** The signal light at Hazel is not good, and is already impacted by people cutting through the neighborhood because of the loop. There are at times a dozen cars waiting, often having to wait through several rounds of signals. In addition, the surface paving of Hazel is substandard. Putting more traffic on Hazel is a bad idea.
- **Parking:** Look around at the other apartment complexes in Hayward - the street parking is always full. In this case, the nearby neighborhood on Main Street is a mixed use neighborhood, being both commercial and residential. The normal parking management methods will not work very well in this mixed use area. I own a business on Main Street and am concerned that my clients will not be able to park on the street due to your not requiring enough parking for this new development.
- **Parks:** There are NO parks or open space or schools in the Prospect Area Neighborhood. You are putting in many new people, new children and families with no where to play. Do you want them to play in the streets????
- **Zoning: Residential vs. Commercial:** Residential construction drains the city for services. This property is zoned commercial and retain on ground floor. The developer is proposing minimal commercial development and maximum residential development. In addition, this developer is putting parking on the ground floor, which is not what the zoning requires. We need jobs and services in Hayward. Zoning

is there for a reason, and is the result of a lot of planning. You are the gatekeepers for making sure that developers follow the planning requirements. Don't let them get away with creating Hayward by piecemeal, which is what you do when you give developers changes to already established zoning and plans.

- Apartments: This is not even ownership development - so it will attract people who are not likely to stay in Hayward. Transiency is hard on our already struggling schools.
- I support many of the comments that Sherman Lewis and Ben Goulart have been working on, if their comments do not conflict with what I have said above.
- Make the developer do what YOU want - not what they want for maximum profit. Do what is best for Hayward - that is what all the General Plans and Zoning decisions are for.
- Get anything you want IN WRITING in requirements for the plan (and any other development). Making suggestions orally does not work. Do not trust the developers to follow through, no matter how nicely they smile at you and agree. Get it in writing.

This is my town, too. In fact, I daresay my family and I were here well before any of you were, since we have been in Hayward for 3-4 generations. I hope you will respect my comments.

I could say more, but will leave it at that.

Julie Machado

**From:** Peter Reimer [mailto:\_\_\_\_\_]  
**Sent:** Wednesday, May 25, 2016 7:49 PM  
**To:** CityClerk  
**Cc:** Peter Reimer  
**Subject:** PLEASE FORWARD to the Planning Commission

Ladies and Gentlemen,

I SUPPORT THE WALKABLE LL IDEAS.

1] Do not burden, deface, mar Hazel with - a) a four story tower, b) spill-over traffic.

2] Do not burden, deface, mar the Prospect Hill neighborhood will spill-over traffic Reserve ALL P.H. curbside parking to P.H. residents.

3] To accomplish #1 and #2 - the project that you approve should provide sufficient parking for all its residents, and for all it employees and customers.

If necessary, isolate project and Prospect Hill traffic from each other.

I request your response.

Peter D. Reimer