

**PLANNING COMMISSION MEETING
THURSDAY, DECEMBER 15, 2016**

PRESENTATIONS

**ITEM #1 PUBLIC HEARING
Ph#16-115**

MAPLE AND MAIN PROJECT

STAFF PRESENTATION

**ITEM #1 PUBLIC HEARING
Ph#16-115**

MAPLE AND MAIN PROJECT



Maple & Main Mixed Use Project



DEVELOPMENT SERVICES

Maple & Main Project



- ▶ Existing Conditions and Site Setting
- ▶ Project Overview
- ▶ Development Standards and Community Benefits
- ▶ Project Impacts
- ▶ Findings
- ▶ Staff Recommendation



Maple & Main Project—Existing Site



Surrounding Setting



Maple & Main Project – Project Overview



Main and Maple Mixed Use

BAY AREA PROPERTY DEVELOPERS



Maple & Main Project – Project Overview



Maple & Main Project – Development Standards



Develop. Standards	Maximum Allowed/ Minimum Required	Proposed
Height	65 feet	65 feet (to top of solar panels)
Density	65 units/acre*	80 units/acre
FAR	1.5	1.1 (office building)
Parking	499 spaces	469 spaces total Incorporates: <ul style="list-style-type: none"> • 19 spaces credit allowed for 12 motorcycle stalls and 52 bike stalls; • 17 spaces reduction allowed per State Density Bonus Law; and • includes 6 spaces for Planned Parenthood

*88 units/ac allowed per State Density Bonus Law

Maple & Main Project – Community Benefits



- ▶ Solar panels
- ▶ Affordable Housing Units Integrated into the Project
- ▶ Community/Neighborhood Meeting Room (≈800 sf)
- ▶ Native American History Plaque
- ▶ \$1.85M in Park Fees
- ▶ Offer to Pay for Historic Resource Evaluation of Home at Hazel and Main

Maple & Main Project – Hayward's RHNA



Hayward's Regional Housing Needs Allocation Data for 2014-2022 Planning Period

	Extremely and Very Low	Low	Moderate	Above Moderate	TOTALS
RHNA	851	480	608	1,981	3,920
Built	178	60	0	449	687
Difference	673	420	608	1,532	3,233



Maple & Main Project – Project Impacts

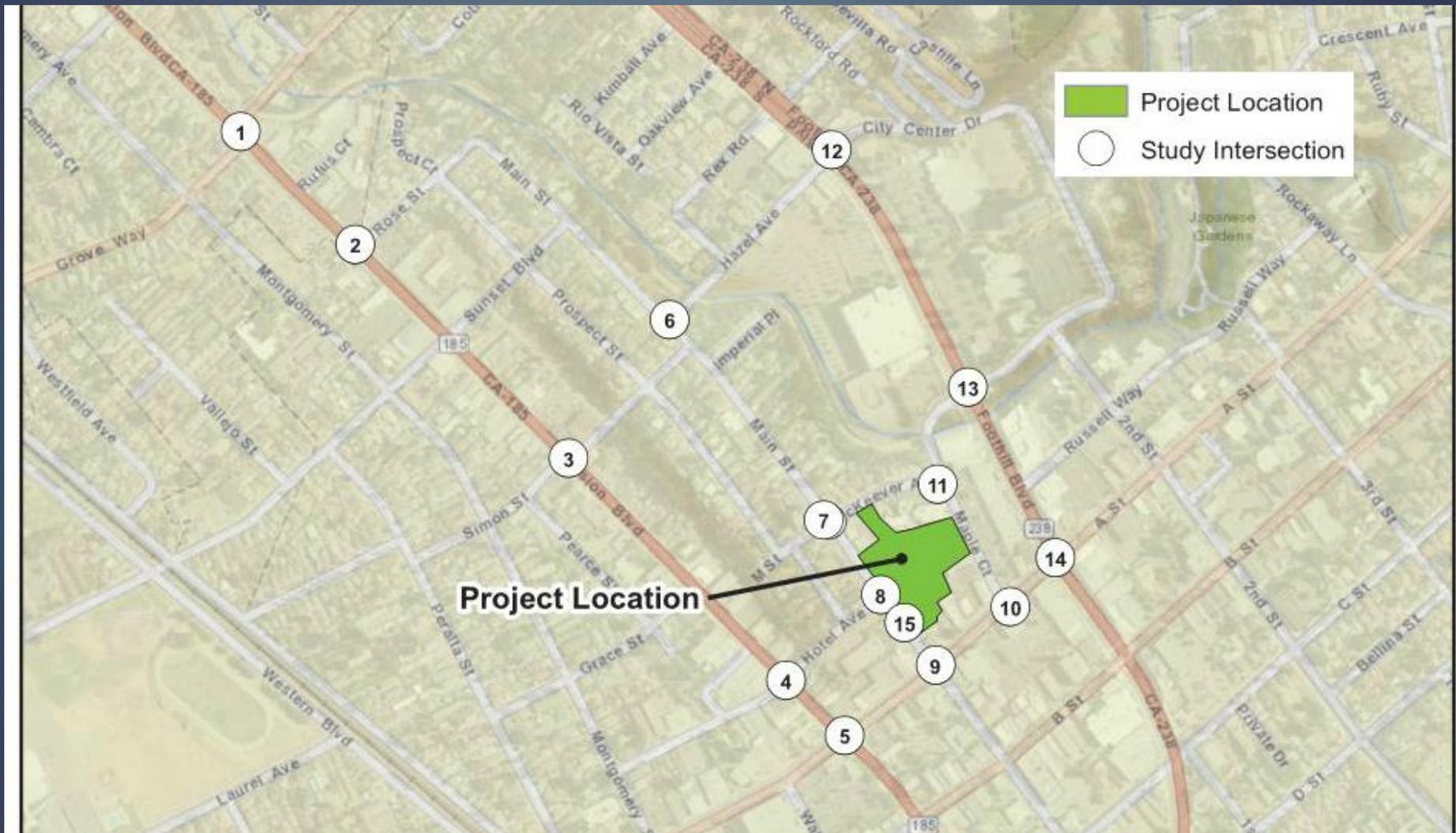
Traffic

Maple & Main Project



- ▶ **Determine Need for Analysis**
- ▶ **Develop Scope of Work**
- ▶ **Review Analysis**
- ▶ **Determine Project Mitigations**
- ▶ **Approval**

Maple & Main Project



Maple & Main Project



- ▶ Existing: Current conditions
- ▶ Existing plus Project: Project trips added

- ▶ Background: 5 year outlook (Year 2021)
- ▶ Background plus Project: Project trips added

- ▶ Cumulative: Year 2040 GP Land Use
- ▶ Cumulative plus Project: Project trips added

Maple & Main Project



- ▶ ITE Land Uses Apartment, Single Tenant Office and Shopping Center
- ▶ Project Trips (after 20% TDM Reduction)
 - ▶ 105 a.m. and 138 p.m. peak hour trips
 - ▶ 1,471 daily trips

Maple & Main Project



- ▶ **TDM Measures:**
 - ▶ Walkability to BART
 - ▶ Contribute to the City's proposed shuttle service
 - ▶ Car Share Program
 - ▶ Bike storage for 52 bikes, 12 bike racks and Bike Rental program
 - ▶ Electric Vehicle Charging Stations (15 EV stalls)
 - ▶ Discount transit passes
- ▶ **20% Trip Reduction for TDM**

Maple & Main Project



#	Intersection	AM Peak Hour (% Increase)	Increase in delay (seconds)	PM Peak Hour (% Increase)	Increase in delay (seconds)
5	Mission/A St	0.7%	0.0	0.5%	0.1
7	Main St/McKeever Ave	13.1%	0.1	8.3%	0.2
8	Main St/Hotel Ave	15.8%	1.0	11.3%	0.4
9	Main St/A St	2.2%	0.1	3.7%	0.8
10	Maple Ct/A St	2.2%	0.0	4.0%	0.0
11	Maple Ct/McKeever Ave	4.6%	0.1	3.2%	0.1
13	Foothill Blvd/City Center/Maple Ct	0.5%	0.9	0.7%	0.5
14	Foothill Blvd/A St	0.5%	0.3	1.0%	0.3

Maple & Main Project



- ▶ **City Policy per General Plan: LOS “E” threshold**
- ▶ **Significant project impact if:**
 - ▶ **Project trips cause intersection to go from LOS E to LOS F**
 - ▶ **Project trips cause increase in average delay by 5.0 seconds if intersection is already LOS F**

Maple & Main Project



- ▶ **Existing**

- ▶ Foothill/City Center (LOS E in p.m.)

- ▶ **Background**

- ▶ Mission/Grove (LOS E in a.m./p.m.)
- ▶ Mission/Simon (LOS F in a.m./p.m.)
- ▶ Mission/Hotel (LOS E in a.m./LOS F in p.m.)
- ▶ Foothill/Hazel/City Center (LOS F in p.m.)
- ▶ Foothill/City Center (LOS F in p.m.)

Maple & Main Project



- ▶ **Cumulative (Year 2040)**
 - ▶ **Mission/Grove (LOS F in a.m./p.m.)**
 - ▶ **Mission/Rose (LOS F in a.m./p.m.)**
 - ▶ **Mission/Simon (LOS F in a.m./p.m.)**
 - ▶ **Mission/Hotel (LOS F in a.m./p.m.)**
 - ▶ **Mission/A St (LOS E in a.m./LOS F in p.m.)**
 - ▶ **Main/Hazel (LOS E in a.m./p.m.)**
 - ▶ **Foothill/Hazel/City Center (LOS F in a.m./p.m.)**
 - ▶ **Foothill/City Center (LOS F in p.m.)**

Maple & Main Project

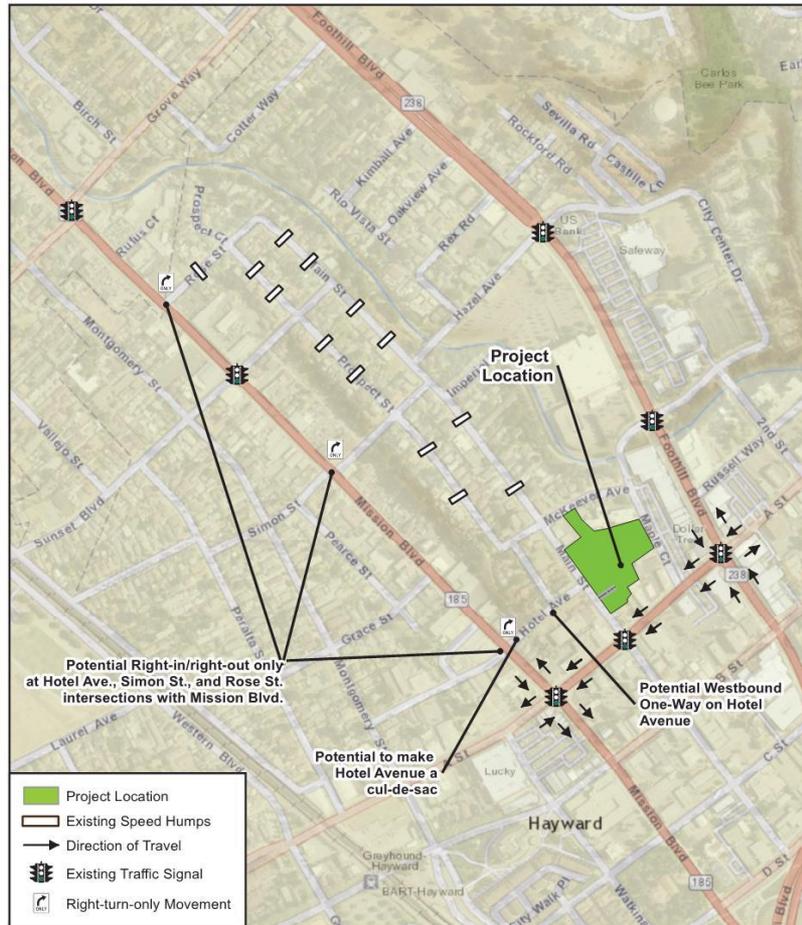
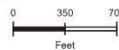


Figure 11 - Prospect Hill Neighborhood Traffic Calming
Maple and Main Mixed Use Development
Hayward, CA
July, 2016



- Project Traffic Consultant developed recommendations to address neighborhood traffic and cut-through concerns
- Potential to limit access by restricting turn movements along Mission Blvd. and by restricting access on Hotel Ave.
- The more cut-through is limited, the more access is limited

Maple & Main Project – State Law



- ▶ Allows up to a 35% density bonus for this project (264 units – project proposes 240 (23%) units);
- ▶ Prohibits the City from requiring more than 0.5 on-site parking spaces per bedroom for all units (202 spaces – project proposes 328 spaces);

Maple & Main Project – State Law



- ▶ Requires the City to make specific written findings to deny the project, based on substantial evidence in the record:
 - ▶ City has met its RHNA;
 - ▶ Project would have specific, adverse impacts to public health or safety that cannot be mitigated or avoided;
 - ▶ Denial is required to comply with specific state or federal law; or
 - ▶ Project is inconsistent with both General Plan and Zoning

Maple & Main Project – Findings in Support



Project:

- ▶ Is desirable for public convenience or welfare;
- ▶ Will not impair the character and integrity of the zoning district and surrounding area;
- ▶ Will not be detrimental to the public health, safety, or general welfare;
- ▶ Is in harmony with applicable City policies and the intent and purpose of the zoning district



Modification to Recommended Condition #4

4. In approving the project, the City considered the property taxes it would receive. The City also considered the costs the development would generate due to additional service demands. The owner shall execute and record an agreement encumbering the property, which will require the owner to make annual payments to the City in lieu of taxes should the property, or any portion thereof, not subject to a recorded City affordability restriction, be exempt from real property taxation. Such annual payments will wholly compensate the City for any reduction in property tax revenues. This condition shall run with the land and be binding on the parties, their assigns and successors in interest and all persons claiming an interest in the subject property. Notwithstanding anything to the contrary, nothing in this condition shall prevent the owner from applying for property tax exemption under Section 214(g) of the Revenue and Taxation Code for any portion of the property used for low income housing in accordance with the terms of a recorded City affordability restriction."



Modification to Recommended Condition #34

34. “.... The project proponent shall pay for development of the parking permit program, the costs for signage and permits, and the cost for enforcement of the program in the area. Should the City Council, or the Public Works Director as designated by the City Council, determine other projects are impacting parking in the neighborhood, the costs for the program and enforcement of it shall be shared proportionately among such developments, based on a methodology related to such spillover parking as determined by the City, such as related to the total number of units and amount of on-site parking spaces in each development, or shall be funded by the City or other funding source as approved by the City Council. The City may require that the project proponent(s) deposit at the beginning of each fiscal year funds up to \$50,000 to ensure enforcement will be paid for by the proponent(s). (DS/PW-ET)

Maple & Main Mixed Use Project – Summary



- ▶ Consistent with the General Plan and development standards;
- ▶ Includes 48 apartments affordable to very low income households;
- ▶ 48,000+ square foot rehabilitated medical office building to generate daytime jobs;
- ▶ Residential units in Downtown close to merchants and businesses;
- ▶ Well-designed with amenities and features to attract higher income tenants;
- ▶ Includes amenities and green elements above minimum required;
- ▶ Incorporates TDM measures to reduce auto usage

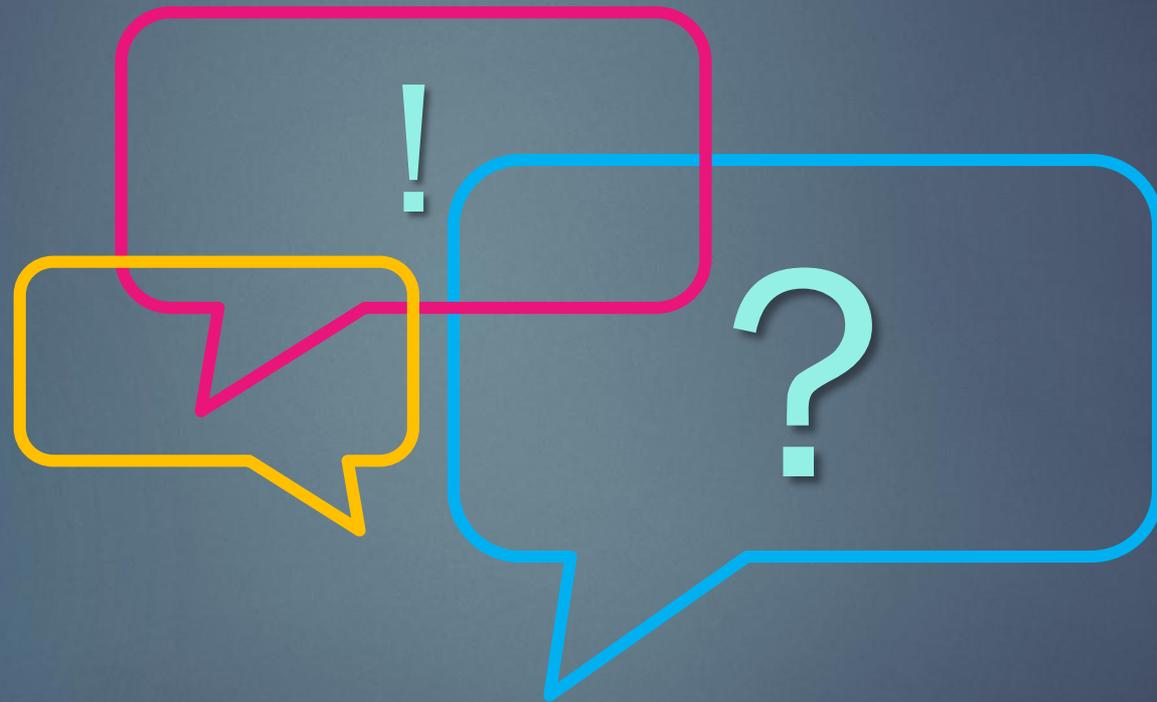
Maple & Main Project – Staff Recommendation



Making the required findings and subject to the recommended and revised conditions of approval:

- ▶ Adopt the Mitigated Negative Declaration and Mitigation Monitoring and Reporting Program;
- ▶ Approve the Conditional Use Permit and Site Plan Review Applications

Questions & Discussion



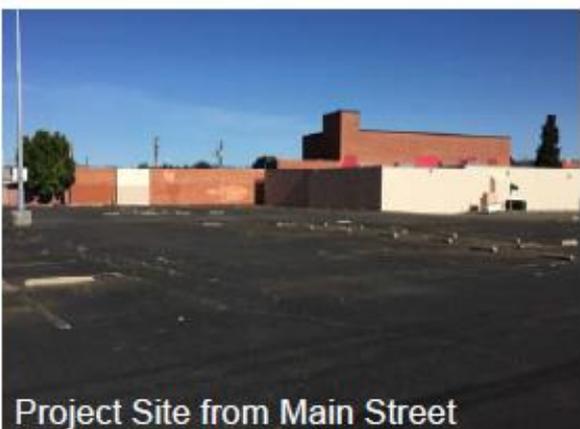
BAY AREA PROPERTY DEVELOPERS

PRESENTATION

ITEM #1 PUBLIC HEARING

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MAPLE AND MAIN PROJECT





Maple & Main Mixed Use

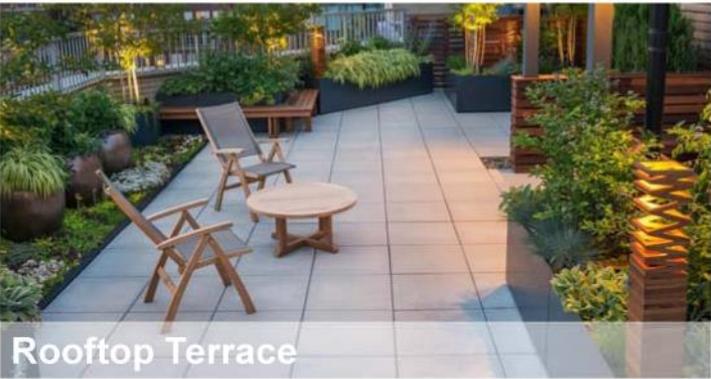
BAY + AREA
Property Developers



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Rooftop Terrace



Courtyards



Pool



Clubhouse



Fitness Center

MARKET RATE UNIT MIX

- 15 Studios 567sf \$2,205
- 62 1 Bedrooms 642-758sf \$2,450
- 100 2 Bedrooms 990-1,347sf \$3,100-\$3,350
- 15 3 Bedrooms 1,195-1,300sf \$3,400-\$3,450

AFFORDABLE UNIT MIX

- 19 1 Bedrooms 642-758sf \$914
- 25 2 Bedrooms 990-1,347sf \$1,097
- 4 3 Bedrooms 1,195-1,300sf \$1,267



UNIT S1
NET 997 S.F.
SCALE: 1/4"=1'-0"



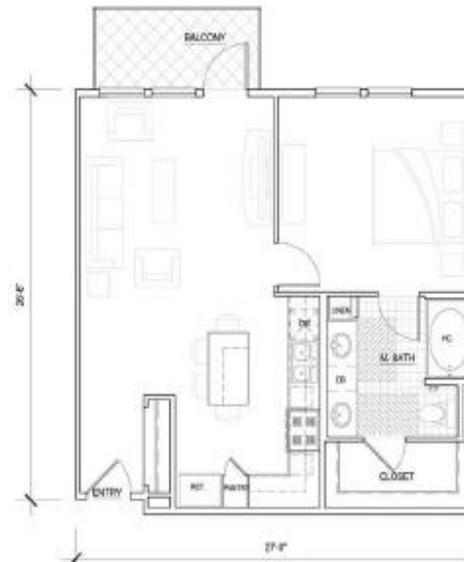
UNIT A1
NET 989 S.F.
BALCONY: 40 S.F.
SCALE: 1/4"=1'-0"



UNIT A2
NET 917 S.F.
BAL. ST.: 31 S.F.
SCALE: 1/4"=1'-0"



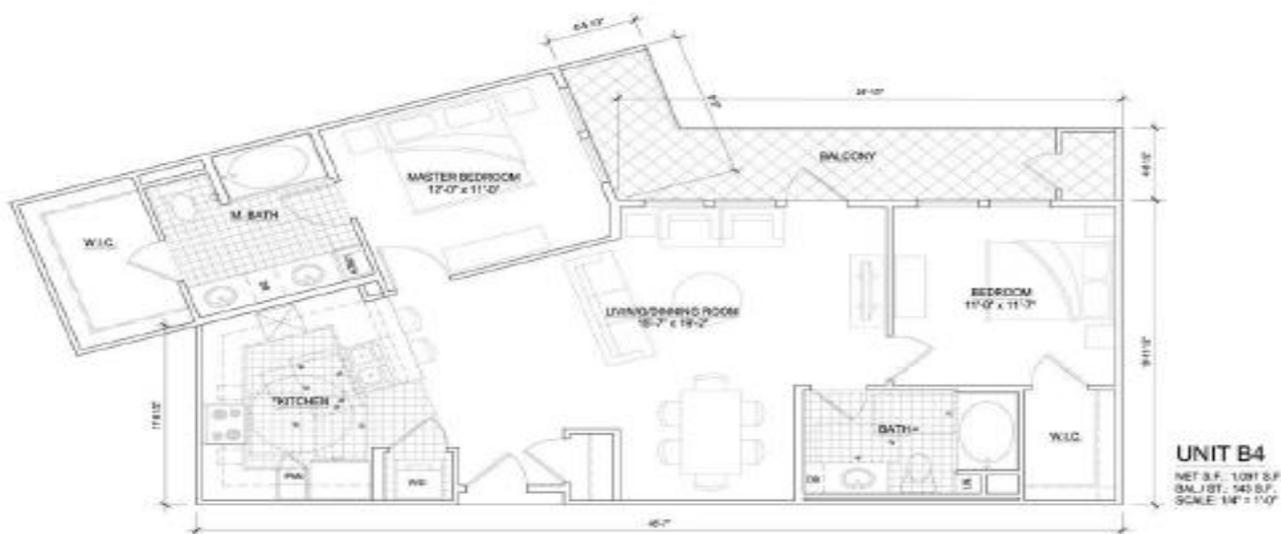
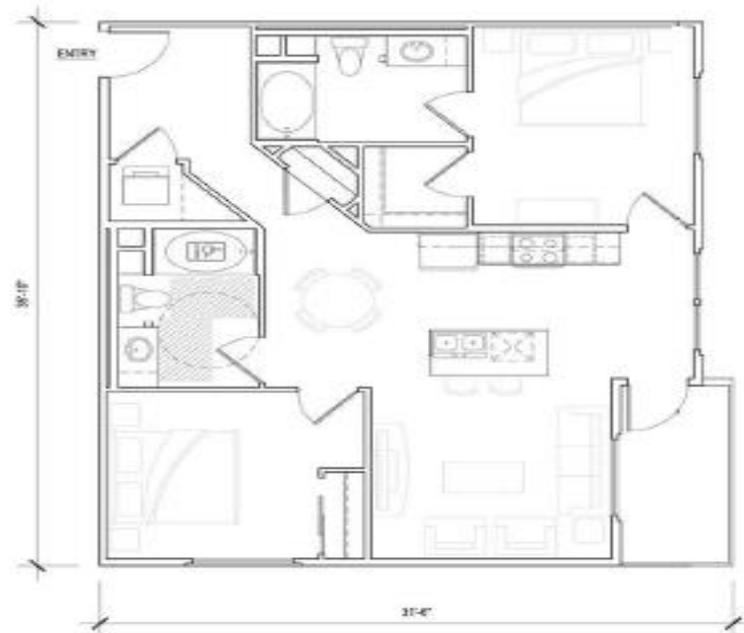
UNIT A4
NET 932 S.F.
BALCONY: 56 S.F.
SCALE: 1/4"=1'-0"

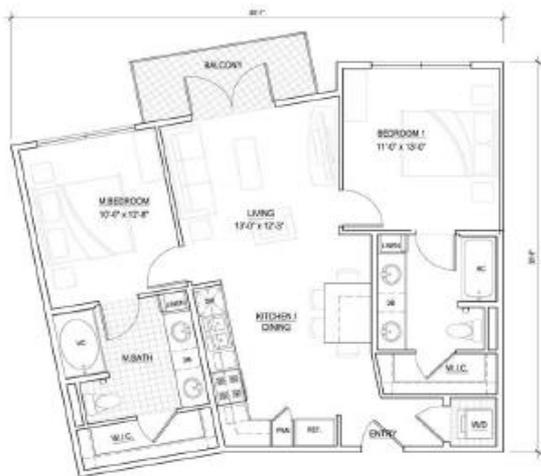
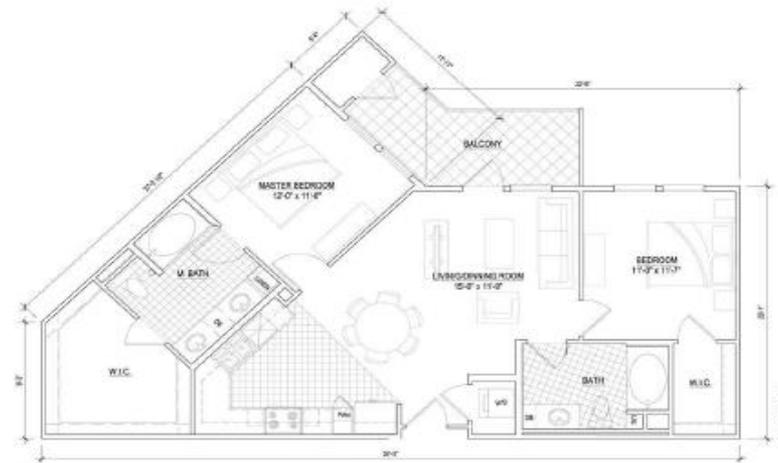
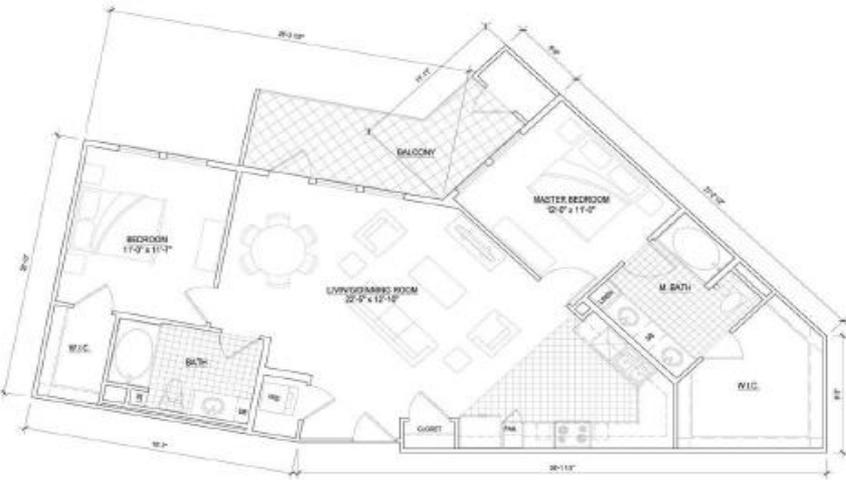


UNIT A5
NET 1315 S.F.
BALCONY: 68 S.F.
SCALE: 1/4"=1'-0"



UNIT B1
NET 1,108 S.F.
BALCONY STOR.: 92 S.F.
SCALE: 1/4"=1'-0"





UNIT PLANS

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UNIT C1-B
 NET: 1,220 S.F.
 BALCONY NET: 80 S.F.
 SCALE: 1/4" = 1'-0"



UNIT C1-A
 NET: 1,180 S.F.
 BALCONY NET: 106 S.F.
 SCALE: 1/4" = 1'-0"



UNIT C2
 NET S.F.: 1,120 S.F.
 BALCONY NET: 70 S.F.
 SCALE: 1/4" = 1'-0"

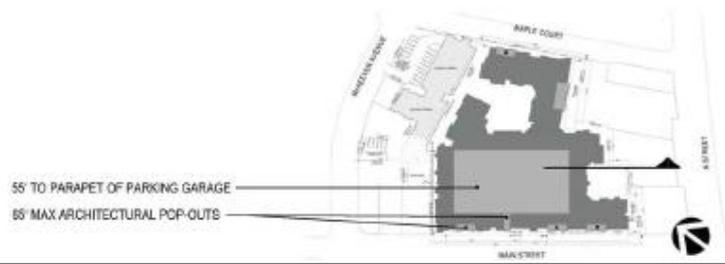
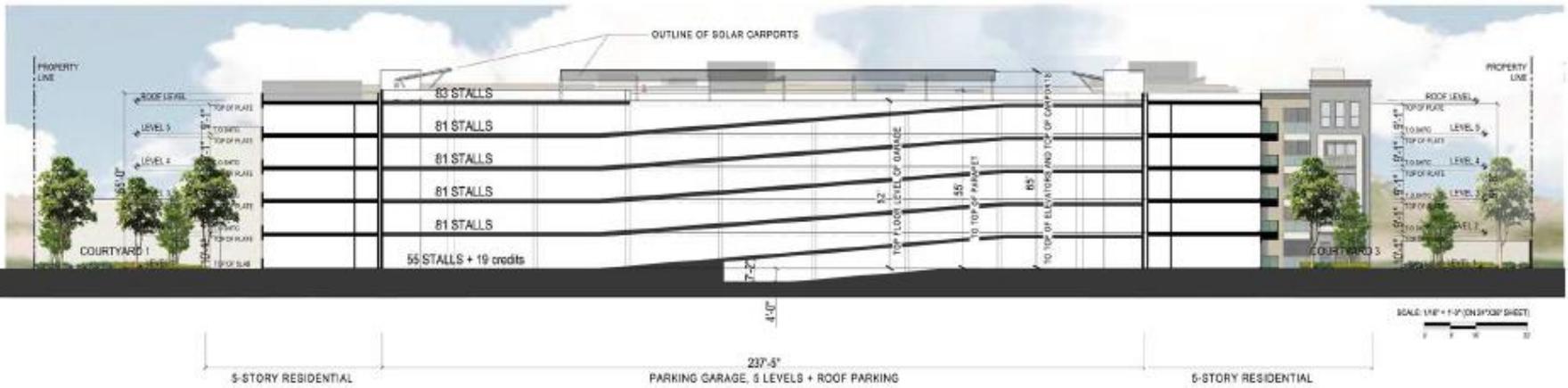
UNIT PLANS

WRAP PARKING GARAGE

- 1.5 Spaces Per Unit for Market Rate
- 0.5 Spaces Per Bedroom for Affordable

- 158 Spaces Provided for the Existing Medical Office Building
- 18 Spaces Provided for Retail
- 328 Spaces Provided for Residential

- 504 Total Spaces Provided



BUILDING SECTION / HEIGHT DIAGRAM

PARKING MANAGEMENT PLAN

- BART Shuttle
- Electrical Vehicle Charging Stations
- ZipCars
- Uber Pickup Area

- 12 Motorcycle Spaces
- 52 Bicycle Spaces

- Unbundling
- Night Only Parking Passes
- Market Driven Pricing



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YOU SPOKE, AND WE LISTENED

- Retain and Rehab the Existing Medical Office Building
- Neighborhood Retail on Main Street
- Acquire the Properties along Maple Court
- Enhance the Entry on Main St
- Establish a Pedestrian Entrance on Maple Court
- Provide a Looped Fire Lane w Permeable Grasscrete
- Move Garbage Pickup to an Off-Street Location
- Add Electric Vehicle Charging Stations on Every Floor
- Provide a BART Shuttle for Tenants
- Add Stone to the Exterior
- Provide a Wider Variety of Window Sizes and Railing Styles
- Implement a Parking Management Plan
- Upsize the Sewer and Water Mains
- Underground Utilities
- Park Fees to Improve the Surrounding Neighborhood

- Make This Development Very Green – Highly Sustainable
 - Had a Sustainability Strategy Report Prepared
 - Maximized Solar Capacity
 - Added Electric Vehicle Charging Stations on Every Level
 - Added Murals
 - Added Green Living Walls
 - Certified by Bay Friendly Landscaping
 - Certified by California Build it Green
 - Harvesting and Reusing Demolition Materials
 - Grinding Up and Reusing All Existing Concrete
 - 90% Waste Diversion
 - 36% Open Space



Typical parapet height 1
 Typical parapet height 2
 Architecture projections
 Rev 2024-10

± ENTRY ±

A. MAIN STREET ELEVATION
 SCALE: 1/8" = 1'-0" (ON 24"x36" SHEET)



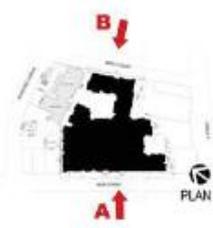
± ENTRY ±

PROPOSED NEW BUILDING

FIRELANE

EXISTING MEDICAL BUILDING TO BE RENOVATED

B. MAPLE COURT ELEVATION
 SCALE: 1/8" = 1'-0" (ON 24"x36" SHEET)



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A. SOUTH ELEVATION (AT FIRE LANE 1)

SCALE: 1/16" = 1'-0" (ON 24"X36" SHEET)



B. EAST ELEVATION ALONG MAPLE COURT

SCALE: 1/16" = 1'-0" (ON 24"X36" SHEET)



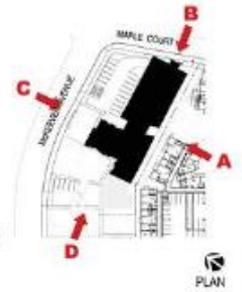
C. NORTH ELEVATION ALONG McKEEVER AVENUE, MEDICAL BUILDING AND NEW BUILDING BEYOND

SCALE: 1/16" = 1'-0" (ON 24"X36" SHEET)



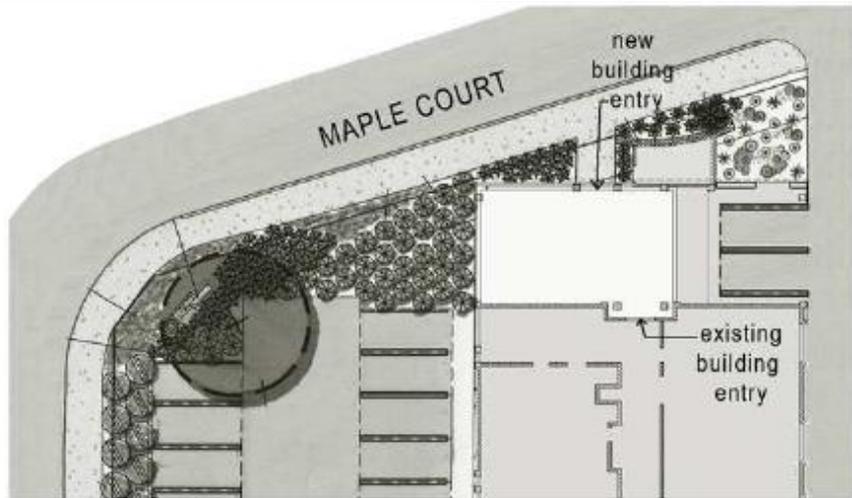
D. WEST ELEVATION (AT FIRE LANE 1 FACING COURTYARD #3)

SCALE: 1/16" = 1'-0" (ON 24"X36" SHEET)



PLAN

MEDICAL BUILDING ELEVATIONS



Conceptual Entry Lobby Renovation



Conceptual colors and material palette for interior redesign



Medical Building from Maple Court: BEFORE



Medical Building from Maple Court: AFTER



Conceptual colors and material palette for interior redesign

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1. ELEVATION NEAR MAIN AND MCKEEVER FACING COURTYARD #1



2. ENTRY TO MAIN COURTYARD#2 FROM FIRE LANE 1



3. VIEW OF COURTYARD #1



4. CORNER NEAR MAPLE AND A-STREET
EXTERIOR DISPLAY WALL



5. MAPLE COURT RESIDENTIAL ENTRY,
FEATURING INTERIOR AND EXTERIOR DISPLAY WALLS
HONORING HAYWARD HERITAGE



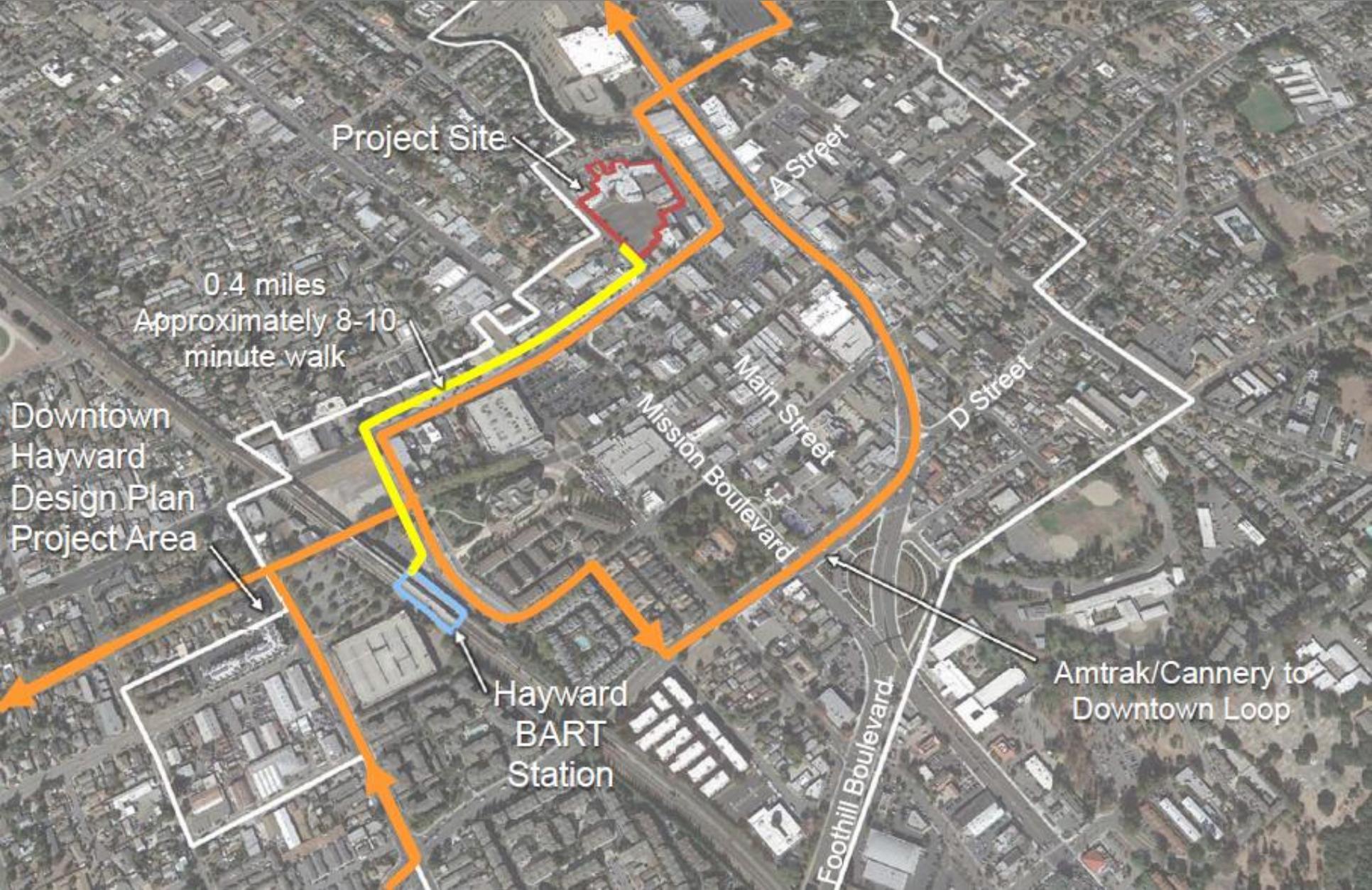
6. MOB PEDESTRIAN ENTRY INTO PARKING GARAGE, VIEW FROM FIRE LANE 1



VIEWS



Maple & Main Mixed Use – Pedestrian Routes



Project Site

A Street

0.4 miles
Approximately 8-10
minute walk

Downtown
Hayward
Design Plan
Project Area

Main Street
Mission Boulevard

D Street

Hayward
BART
Station

Foothill Boulevard

Amtrak/Cannery to
Downtown Loop



Existing



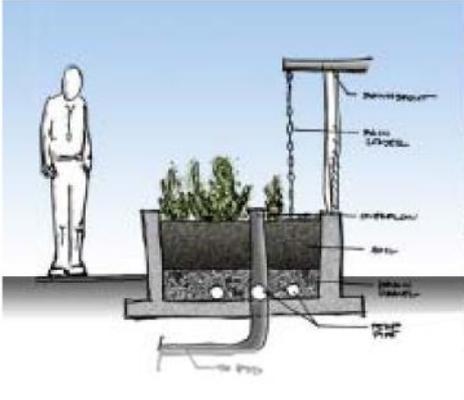
Vibrant and active downtown



Model for sustainable development in Hayward



Storm Water Planters



Solar



BART



Buses



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BENEFITS TO THE CITY FROM MAPLE & MAIN

- Removes Existing Blight
- 48 Affordable Housing Units
- Class A Apartments with High Salaried Residents
- Catalyst for Downtown Revitalization
- Neighborhood Retail on Main St
- Community Room for Gatherings and Meetings
- Participation in the City Shuttle Program
- Creates New Neighborhood Parks