

Development at Main & B Hayward

ED Preliminary Concept Review



May 26, 2022



Executive Summary

The corner of Main & B will be the future home of a premium, 6-story mixed use development. The ground floor will consist of retail and parking followed by five floors of residential, all capped by a rooftop deck, showcasing breathtaking views of downtown Hayward and beyond. Our goal is to deliver a cornerstone property worthy of this central location in the rapidly developing downtown sector.



Intro to Proponents



Dave Waite:

Dave devoted most of his early career to Land Home Financial and was instrumental in growing it from a small family-run business to the large mortgage bank that it is today. Dave was in charge of the strategic build-out of Land Home Financials' information systems, as well as the establishment of the subservicing of all loan production.

With the rebound in the Bay Area real estate market beginning in 2010, Dave has focused his attention to real estate investments through venture capital lending and direct development opportunities. He was able to take full advantage of the market opportunities by connecting investors with his extensive networks of real estate developers, and by using his experience as a real estate appraiser to spot optimal investment properties.

Some of Dave's projects included:

- **Consulted with a private money fund to help wind down the fund with over \$50MM in assets.** This involved making strategic decisions, at the asset level, of the best course of action to maximize return. Dave managed the negotiations on sales of properties, loan modifications, and sale of notes. He also strategically selected properties for development opportunities.
- **Secured private money financing for over \$500MM for residential construction projects** in the San Francisco Bay Area. These projects consist of ground up spec homes, small residential subdivisions and home renovations for resale.
- **Investor partnerships 2015 to Present.** Converted six multifamily apartments in San Francisco, creating 53 remodeled TIC units which sold for \$50MM. Also renovated and sold over 100 single family homes in some of the most desirable neighborhoods of the Bay Area. Most recent land development deal includes a four-lot single family home subdivision in Danville Ca and a 12 lot subdivision in Half Moon Bay CA. Dave's deep knowledge of the local market, combined with a higher price point of the properties, yielded significant profits.



Mike Nelson:

Mike has been involved in Bay Area real estate since 2006. His primary focus, up until recently, has been in the single-family residential space. He and his team enjoy many aspects of real estate. They love being able to create and provide new housing through ADU's, as well as taking a property that is uninhabitable and turning it into a beautiful space that any family will be proud to call home. He is very excited to be a partner of the project at 966 B St. He has worked very hard and long to develop the skill set necessary to create a one of a kind, breathtaking property that will display the pride and love of the city of Hayward.

Chris Music:

Chris began his real estate career in 2012 with the purchase of a dilapidated single-family home in Oakland, he has since been involved in over 150 projects of varying sizes. With a systematic, analytical approach, Chris has redeveloped distressed properties throughout the Bay Area, providing safe housing to combat the state-wide crisis. Over the past decade, he has continued to develop and refine his skills while branching into several different aspects of real estate.



Toby Long, AIA NCARB:

Toby Long, AIA NCARB, is a licensed architect with more than 25 years of experience in the design and construction of unique and sustainable prefabricated building projects. After graduating from the Rhode Island School of Design, he began his professional career in California, starting his practice in 1998. Within a few years, he and his firm were specializing in offsite and prefabricated building methodologies, which launched CleverHomes, and set the trajectory of his career and established the expertise of his studio.

The CleverHomes brand is built around an integrated system of design, fabrication, and construction. Toby and his team design and coordinate unique prefab and modular construction projects that span residential, institutional, and mixed-use buildings.



Since 2001, tobylongdesign and the CleverHomes brand have been leaders in the prefab construction industry, promoting progressive and next-generation construction ideologies across California and the Western US.

Our work on residential projects has grown over the last 21 years, from hundreds of single family homes, to the emerging market of prefab multifamily and mixed-use construction projects. We have been honored to work with many inspired developers, seeking a better way to build their projects.

We are on a simple mission to bring good design to the prefab industry, which has traditionally lacked a celebration of architecture

Toby Long, AIA NCARB

CA License: C-28651

CO License: ARC00406364

NV License: #8740

WY License: C-3566

NC License: 15101

prefab multifamily and mixed-use projects



cleverhomes by tobylongdesign

6114 LA SALLE AVENUE #552, OAKLAND CA 94611
WWW.CLEVERHOMES.NET 415.905.9030 TOBY@CHXTLD.COM

3rd Street Apartments Cathedral City, CA

440 apartment units
150 room hotel
100,000 sqft commercial space

In Review
Approvals - Fall 2022
Construction - Fall 2023



Wall Avenue Apartments El Cerrito, CA

145 apartment units
3,000 sqft commercial space

In Design
Approvals - Completed
Construction - Spring 2022

Alameda Avenue Apartments
El Cerrito, CA

90 apartment units
2,500 sqft commercial space

In Permitting
Approvals - Completed
Construction - Fall 2022



The Civic
El Cerrito CA

50 apartment units
5 live-work spaces

In Permitting
Approvals - Completed
Construction - Spring 2022



Walnut Street Apartments
San Carlos, CA

12 apartment units

Completed - Summer 2018



El Camino Apartments
Menlo Park, CA

9 apartment units

In Permitting
Approvals - Completed
Construction - Spring 2022



Villas 3 at Obsidian
Mammoth Lakes, CA

30 duplex units

Approvals - Spring 2022
Construction - Summer 2022

**Hopkins Village
Workforce Housing**
Truckee, CA

45 duplex units

Approvals - Completed
In Construction



**Jackson Hole
Workforce Housing**
Jackson, WY

12 units

Approvals - Summer 2022
Construction - Fall 2022



Shearman Development
Incline Village, NV

5 live-work units

Approvals - Fall 2022
Construction - Summer 2023



1330 ECR
Redwood City, CA

132 Units

Approvals - Summer 2022
Construction - Fall 2023

Langtree Condos
 Mooresville, NC

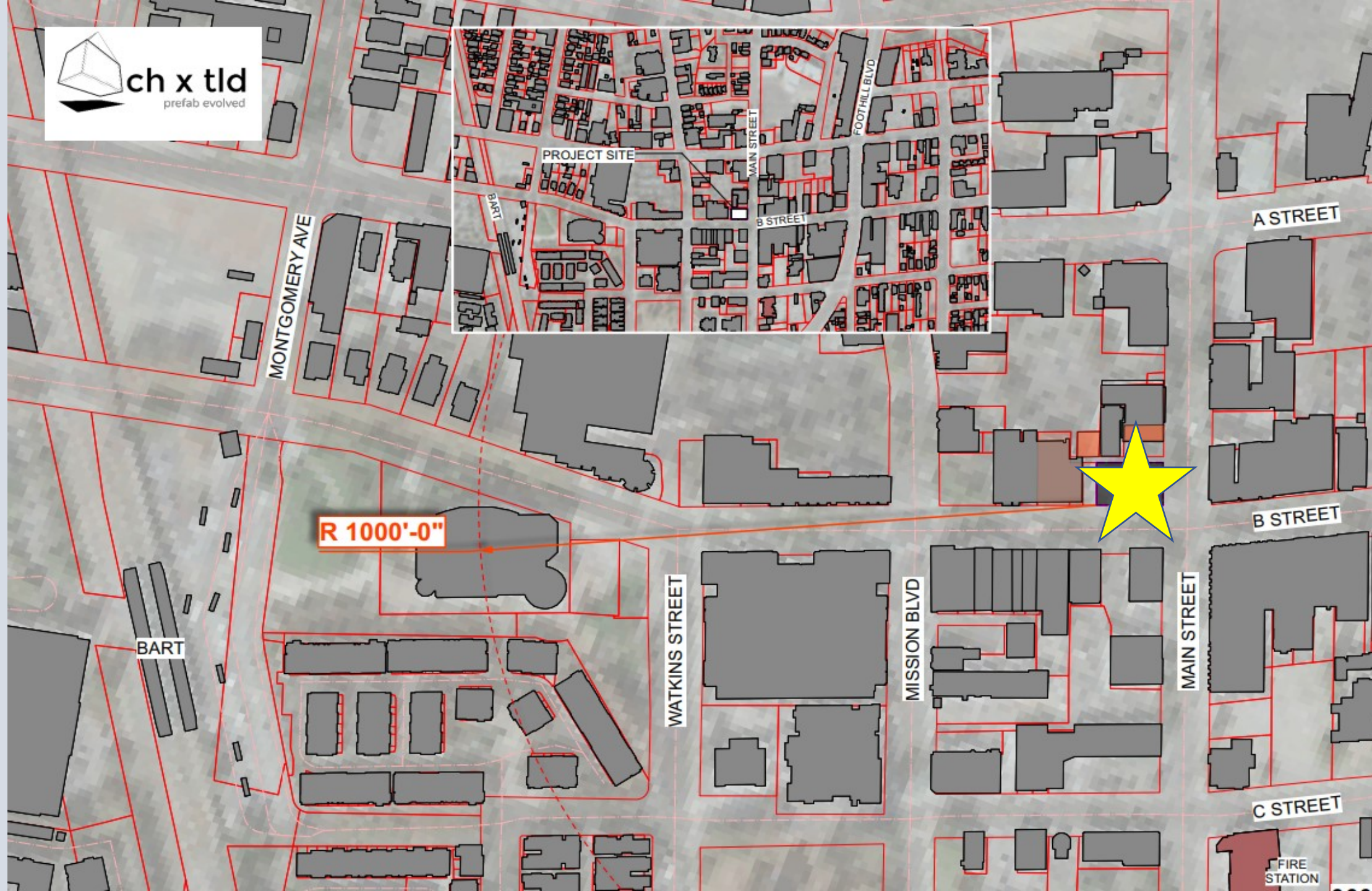
55 Luxury Units

Approvals - Summer 2022
Construction - Winter 2023



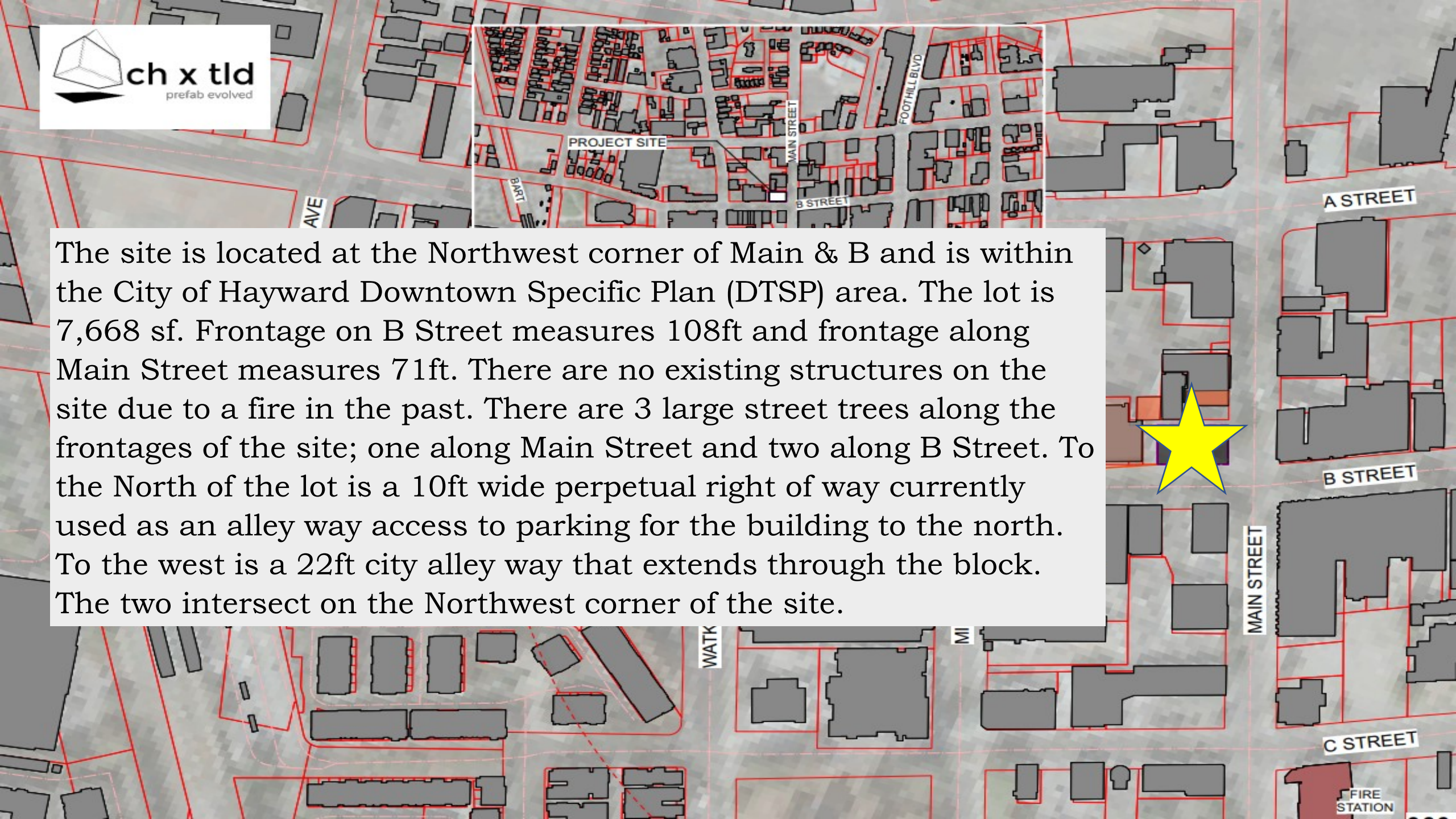


Overview of Existing Conditions





The site is located at the Northwest corner of Main & B and is within the City of Hayward Downtown Specific Plan (DTSP) area. The lot is 7,668 sf. Frontage on B Street measures 108ft and frontage along Main Street measures 71ft. There are no existing structures on the site due to a fire in the past. There are 3 large street trees along the frontages of the site; one along Main Street and two along B Street. To the North of the lot is a 10ft wide perpetual right of way currently used as an alley way access to parking for the building to the north. To the west is a 22ft city alley way that extends through the block. The two intersect on the Northwest corner of the site.





Overview of Proposed Concept



Overview of Proposed Concept

The proposed project consists of removing the existing building pads and basement of the former buildings. Access to the internal parking stacker systems is proposed to be from the alleyway on the West side of the site. The main entry for the residential units is proposed on the Northeast of the Main Street frontage. Shopfront commercial uses are proposed to wrap the corner at Main & B to the DTSP required 40ft shopfront depth from Main Street. Floors 2-6 consist of 30 residential apartments including 10 one-bedroom and 20 two-bedroom units. A large rooftop amenity space is proposed above level 6. Per the DTSP affordable units are required to be 3% low income and 3% very low income of a total of 6% affordable units. The project proposes 15% very low income in place of the 3% low and 3% very low required by Section 10-17.215. Affordable units are proposed as being distributed throughout the building and of comparable size and quality to the market rate units. Per Article 29, 15% Very Low Income units allows for 3 concessions and a parking reduction from DTSP requirement of 1 space per unit to 0.5 spaces per bedroom. The waiver currently proposed for the project is for 100% lot coverage instead of a 95% lot coverage required by the DTSP. No concessions are proposed as this time. The project reserves the right to apply up to 3 concessions and a greater number of waivers in the future permitting phases as allowed by state bonus density law mentioned above.

The project team looks forward to working with you and the department to bring this landmark building to the City of Hayward on the prominent corner of Main and B.

PREVIOUS PROPOSAL

B. Number of Units	
Units per Building	Unrestricted ¹
Buildings per Lot	1 max.
¹ Number of units limited by parking requirements in Subsection F of the Zone standards	

34 UNITS (4 VERY LOW INCOME)

(18) ONE BED

(16) TWO BED

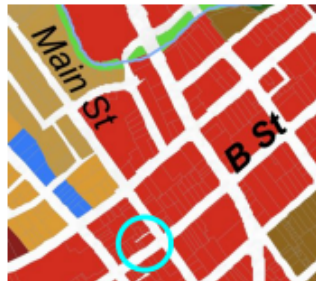
(29) PARKING SPACES

BASIS OF PARKING DETERMINS NUMBER OF UNITS PER NOTE 1

PARKING PROPOSED 0.5 SPACES PER BED

29 SPACES FOR 34 UNITS

11% VERY LOW INCOME UNITS = 3.74 AFFORDABLE UNITS (ROUND UP TO 4 UNITS)



Mixed-Use Land Use Designations

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

Central City-Retail and Office Commercial

Development Standards

- Maximum FAR: 1.5
- Density (only applies to mixed-use and residential projects): Maximum densities vary greatly based on the property's zoning and proximity to regional transit. **Maximum densities range from 40 to 110 dwelling units per net acre.** Minimum densities are not required.

REVISED PROPOSAL

30 UNITS (3 VERY LOW INCOME)

(10) ONE BED

(20) TWO BED

PARKING CAN REMAIN AT 29
OR BE REDUCED
OR BE ELIMINATED ENTIRELY
THROUGH A WAIVER

CITY CLARIFIED GENERAL PLAN OVERRIDES SPECIFIC PLAN

DENSITY MAX IS 110 UNITS PER ACRE @ SITE AREA OF 0.176 ACRES
0.176 ACRES X 110 UNITS/ACRE = 19.36 UNITS (ROUND UP TO 20)

20 BASE UNITS (WITHOUT AFFORDABLE BONUS)

15% VERY LOW INCOME OF 20 BASE UNITS = 3 AFFORDABLE UNITS

50% DENSITY BONUS = 20 BASE UNITS * 50% = 10 BONUS UNITS

PARKING CAN REMAIN AT 29 OR

DENSITY BONUS LAW IS NOW 0.5 SPACES PER UNIT

PARKING REQUIRED IS ONLY 15 SPACES (0.5 X 30 UNITS) OR

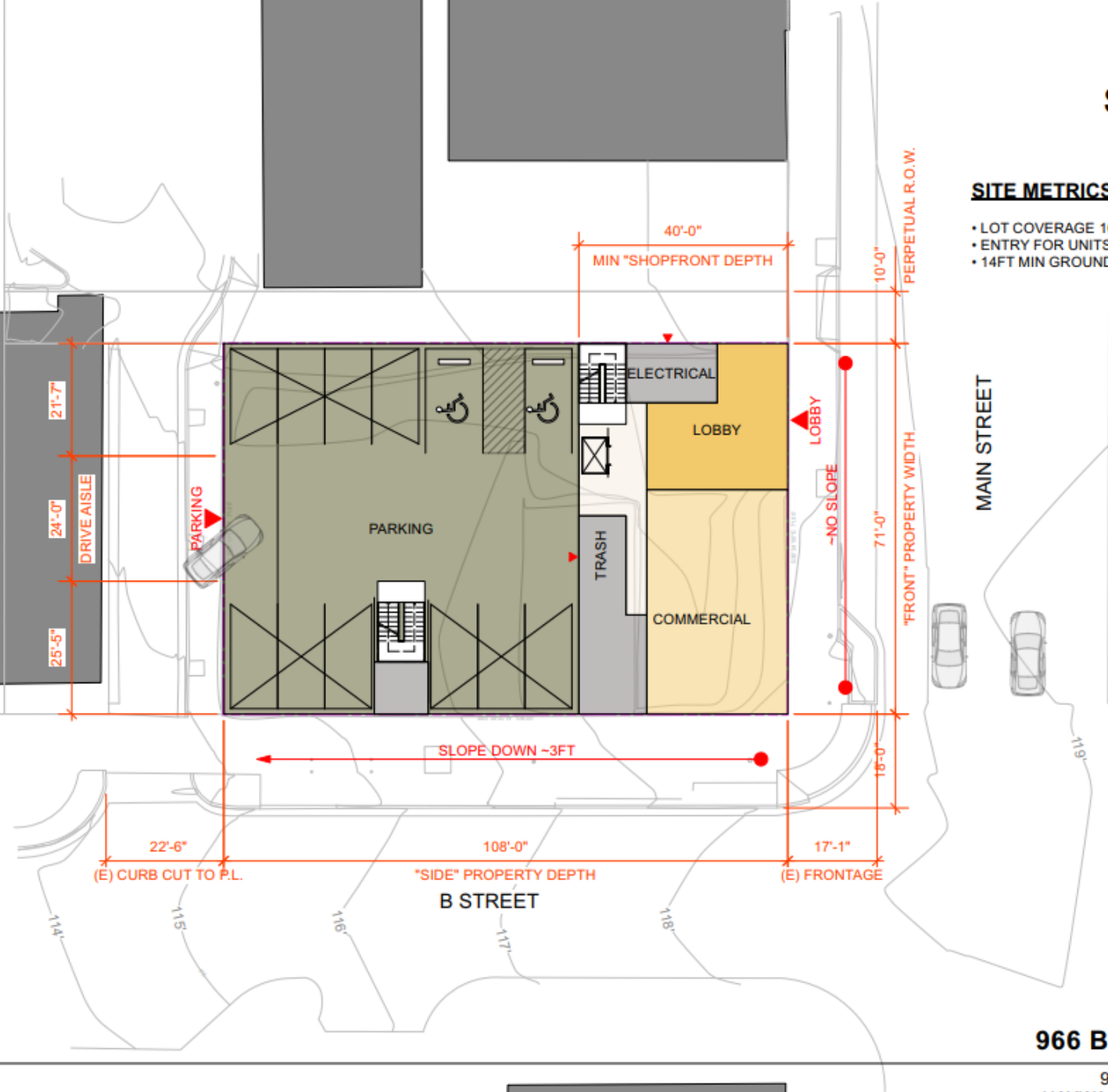
PARKING CAN BE ELIMINATED ENTIRELY THROUGH A WAIVER

966 B STREET

966 B STREET
HAYWARD, CA 94541

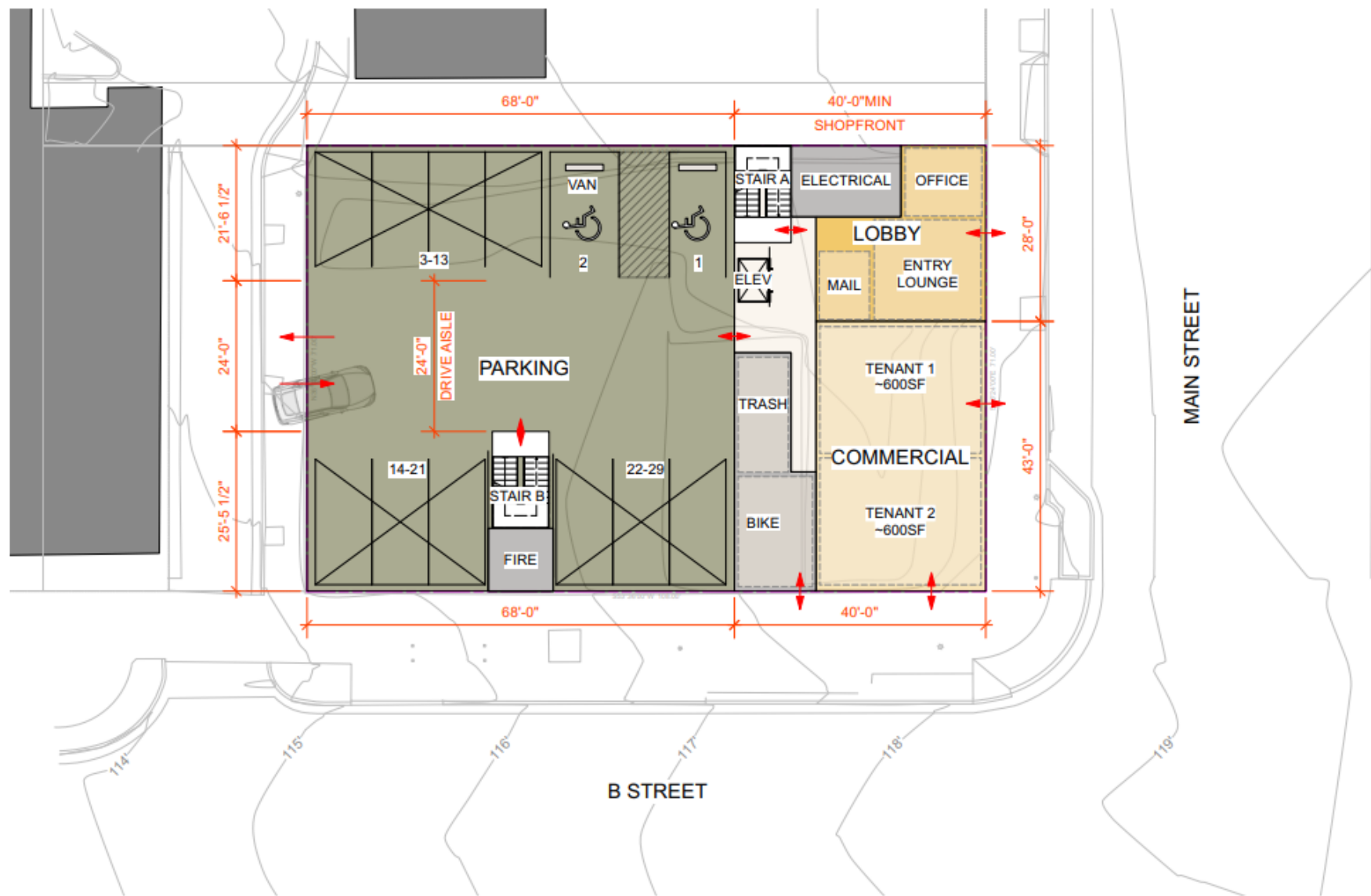
SITE METRICS

- LOT COVERAGE 100% (WAIVER REQ'D)
- ENTRY FOR UNITS REQ'D ON MAIN ST.
- 14FT MIN GROUND FLOOR CEILING HT.



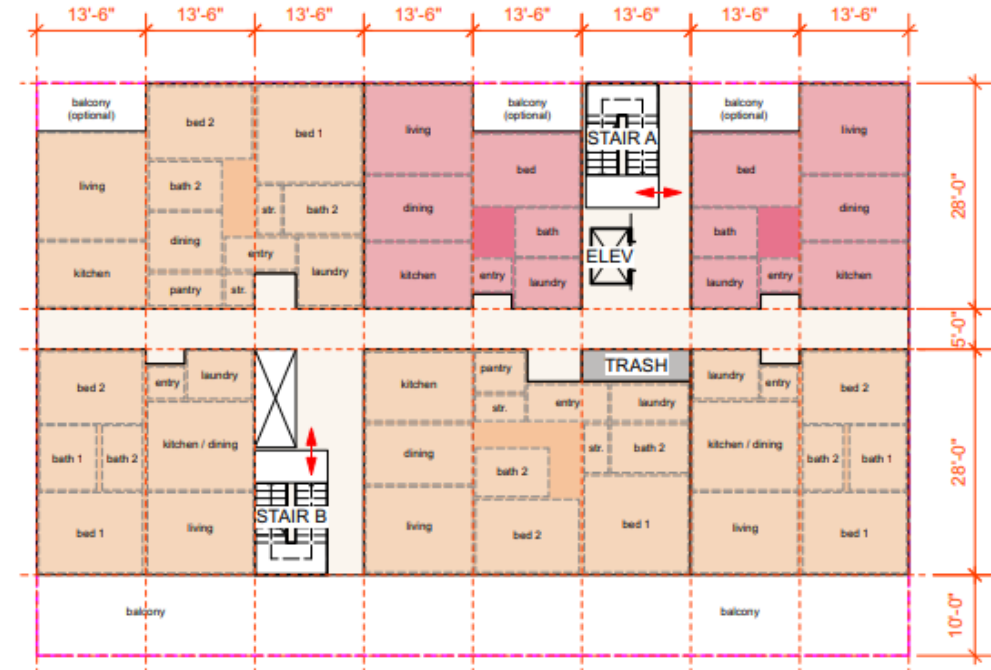
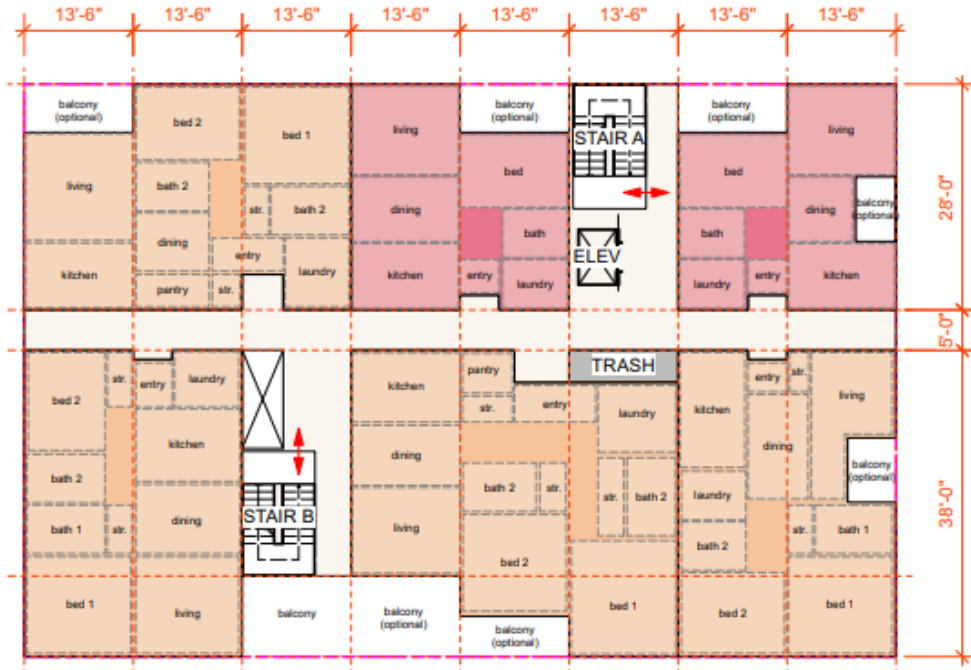
966 B STREET

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HAYWARD, CA 94541



966 B STREET

966 B STREET
HAYWARD, CA 94541



LEVELS 2-5

- (2) one bed
- (4) two bed
- circulation
- amenity
- utility

-----> @ 4 levels

(8) one bed
(16) two bed



(2) one bed
(4) two bed

-----< @ 4 levels

LEVEL 6

- (2) one bed
- (4) two bed
- circulation
- amenity
- utility

(30) TOTAL UNITS

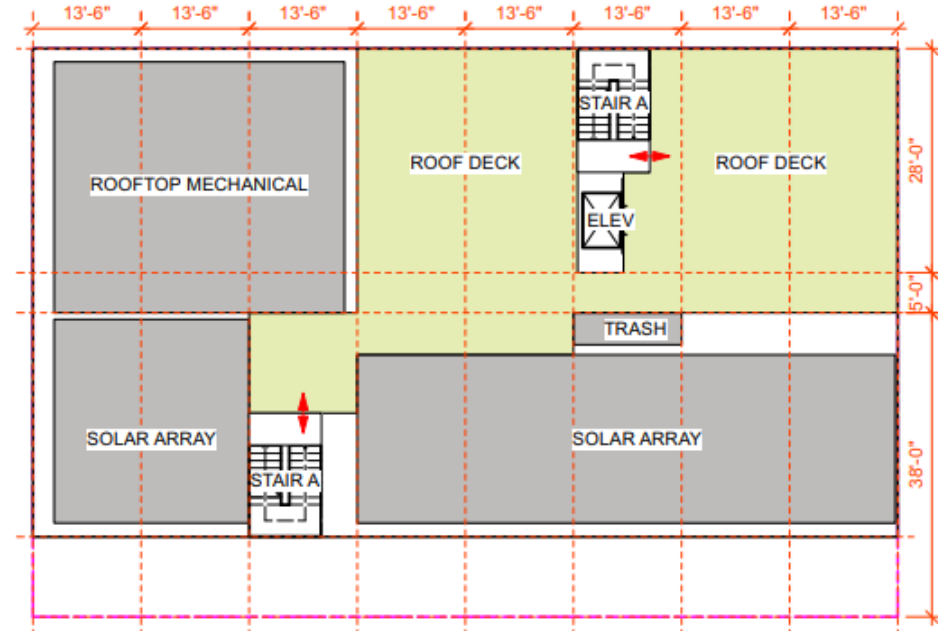
parking req'd w/ affordable housing
 10 units x 0.5 = 5 spaces
 20 units x 0.5 = 10 spaces
total parking req'd = 15 spaces
proposed parking = 29 spaces

density bonus
requires 0 offsite parking
15% very low income affordable units*



966 B STREET

966 B STREET
HAYWARD, CA 94541



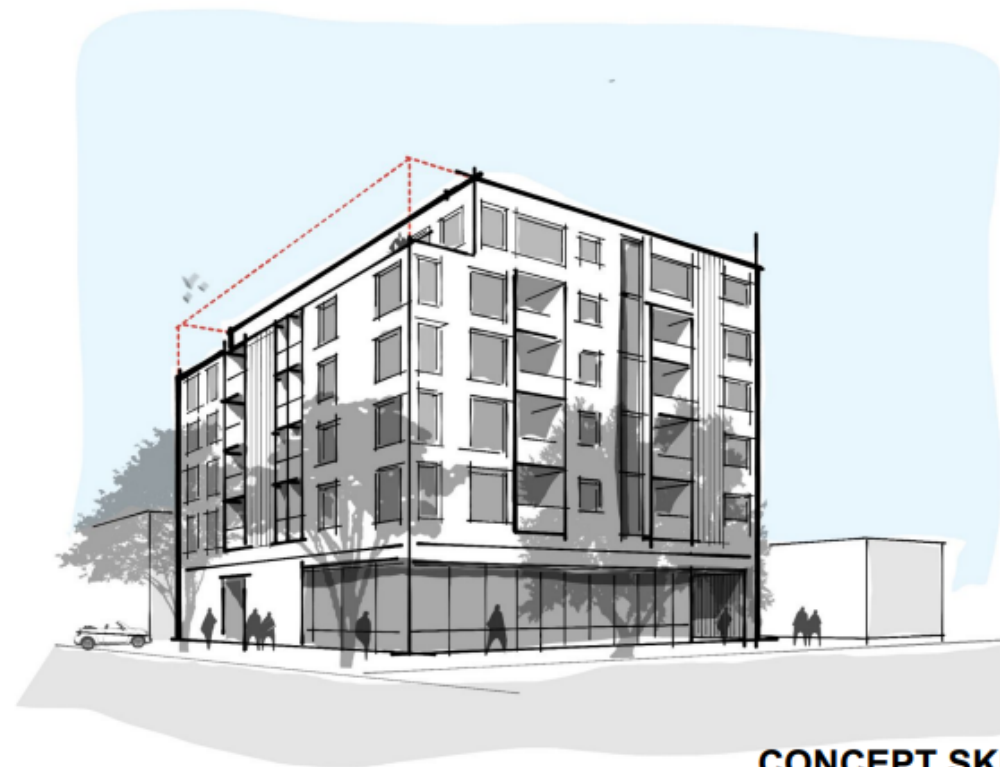
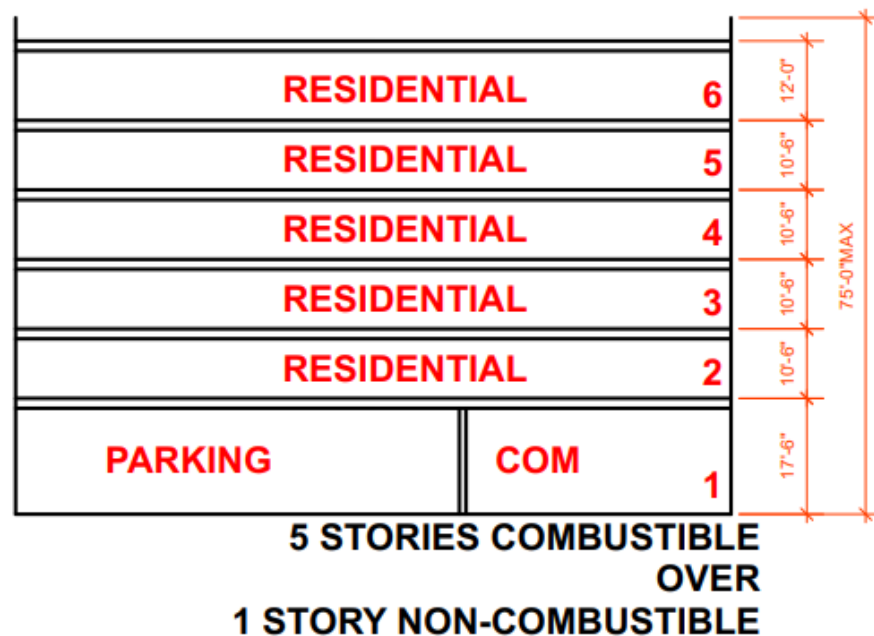
ROOF (OPTION 2)

(~2,300sf) roof deck

mechanical / utility

larger roof deck = two exits





CONCEPT SKETCH



966 B STREET

966 B STREET
HAYWARD, CA 94541



Questions for CEDC



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Is there anything in particular that the downtown area could use from a retail standpoint?