



**DATE:** December 5, 2016

**TO:** Council Economic Development Committee

**FROM:** Economic Development Manager

**SUBJECT**

Economic Development Preliminary Concept Review: Project Concept Update - Market Rate Senior Housing Development at 29312 Mission Boulevard

**RECOMMENDATION**

That the Committee reviews this report and provides comments to the project proponent following their presentation at the December 5<sup>th</sup> meeting.

**SUMMARY**

The concept review of preliminary project proposals is a service offered through the City's Economic Development Program and is targeted for catalyst developments where upfront feedback would provide valuable information to prospective developers. This project was originally presented to the CEDC at the December 7, 2015 meeting (See Minutes, Attachment II). The CEDC gave general feedback on the concept and the comments were generally positive; however, the project did not have specific project designs including project elevations. The project proponent has spent the last year developing more detailed plans and completing due diligence studies including a geotechnical study in which a fault line was identified on the eastern portion of the project site which is consistent with City findings on surrounding properties within the area. Given some of the physical constraints the project concept was modified (see Attachment IV).

Since the concept is still in a preliminary phase with no formal application, technical studies or complete plans to evaluate and formulate staff recommendations from a land use entitlement perspective have not been completed. The purpose of the concept review is to allow the project proponent to provide the Committee a basic understanding of what is being proposed and offer the Committee an opportunity to provide high-level feedback to the project proponent as to whether or not the concept, particularly related to land use, meets the City's goals for the site.

The feedback given is not to be considered by either the Committee or the proponent as any formal "approval" or "denial" of the project presented, as there is no formal application. Since the Committee includes three Council Members and the proposed project could require Council action for approval, the Council reserves the right to make an

approval or denial determination at a later time as is proper during the formal project review process based on project details and the proponent reserves the right to change the project as it moves through that same project review process.

## **BACKGROUND**

The 4.2 acre project site is located at 29308 Mission Boulevard. It is located within the [South Hayward Bart/Mission Boulevard Form-Based Code](#) area. The Form-Based Code became effective on October 11, 2011 and establishes development regulations for properties in the area surrounding the South Hayward BART Station and along Mission Boulevard. The site has a ST4 designation, which allows between 17.5 and 35 residential units per acre and buildings up to four stories in height. The project also includes a separate parcel with a single family residential designation located at 794 Overhill Drive.

The Pristine Homes senior housing development concept is a community designed for residents age fifty-five years and over that would provide a lifestyle that reflects an active, energetic and engaged mindset of prospective residents. The proposed concept has been changed in unit count from 170 condominium units and six single-family homes to 200 condominium units and three single-family homes. The project architect has designed the project to meet the form based code requirements; however, staff has not made a determination of conformance. The concept includes various amenities including a health clinic, sport court, game room/fitness center, pool, flex space, commercial kitchen, dining hall, and small courtyards and roof-top decks for socializing and recreation.

## **DISCUSSION**

Since the project is still in concept level, staff had recommended that the proponent present updated plans to the CEDC for feedback. The following identifies potential policy issues associated with this concept to guide the discussion session.

- 1. Design** - Architectural design is a key component for the project given the site's visible location. More detailed elevations and architectural plans have recently been prepared and are attached. This project has been designed to meet the City's form based code for the Mission Corridor. The project proponent will provide greater details of the anticipated architectural design at the CEDC meeting.

### **Staff Analysis:**

The subject property is located in a targeted growth area within the Mission Corridor and is located directly across the street from the Valle Vista Catalyst Development site. The subject property is a unique site that has access both from Mission Boulevard and Overhill Drive. The project design has provided development patterns consistent with the anticipated form-based code. The site is narrow and deep with elevation changes as slope rises from Mission Boulevard toward Overhill Drive. A fault-line runs along the eastern half of the property and is designed with site circulation and amenity space for the development. The project proponent would construct a podium level tuck-under garage

project with residential units located above. The overall density requires a density bonus for senior housing and would be on the upper end of the allowances. Full analysis of the density has not occurred at this phase and would need to be verified by Development Services. Overall, the project is targeting a high-quality, amenity-rich market rate housing project along the Mission Corridor.

The site would be highly visible as it would be the first major redevelopment along the corridor on the eastern hillside portion of Mission. The project is generally four stories and height as it moves up along the hillside and has tuck under parking built into the hillside. A formal determination will need to be made on the project height calculation from Development Services staff. Feedback from the CEDC on the project architectural designs and height would help the project proponent determine project direction and if they would like to proceed with the formal application process.

### **NEXT STEPS**

The proponent will utilize the feedback provided by the Committee to guide their property acquisition and design decision-making processes. If the proponent elects to move forward and submits an application, Development Services staff will begin the formal review process.

*Prepared by:* Micah Hinkle, Economic Development Manager

Approved by:

A handwritten signature in dark ink, appearing to read 'K. McAdoo', is positioned above a horizontal line.

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Kelly McAdoo, City Manager