PLANNING COMMISSION MEETING
THURSDAY, APRIL 27,2017

PRESENTATIONS

ITEM #1 PUBLIC HEARING
Ph#17-025

MISSION CROSSINGS

STAFF PRESENTATION

ITEM #1 PUBLIC HEARING
Ph#17-025

MISSION CROSSINGS

DEVELOPMENT SERVICES

Mission Crossings

Mike Porto, Consulting Planner
Planning Division

April 27, 2017

Mission Crossings
Mission Boulevard Corridor

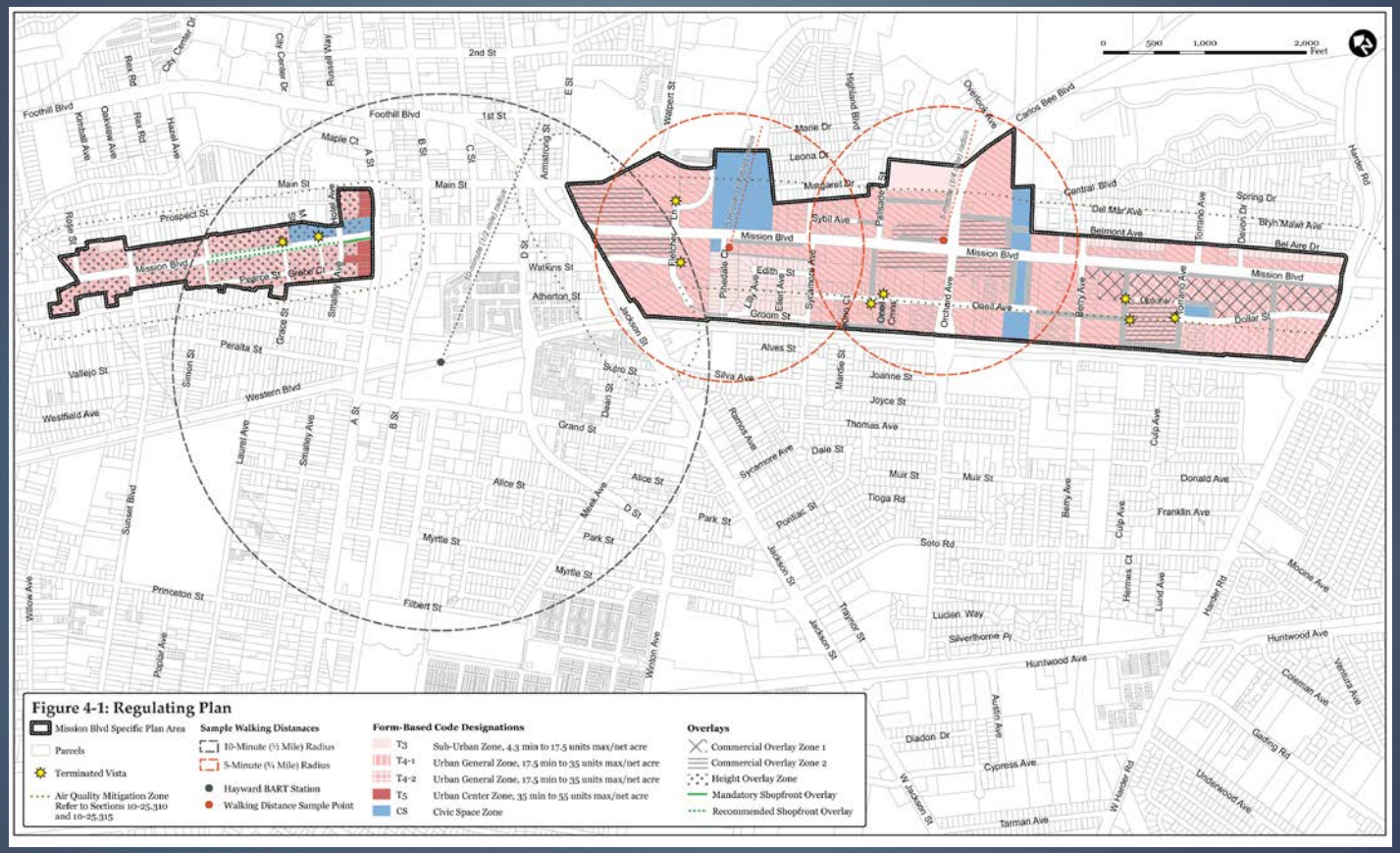
Figure 4-1: Regulating Plan
Mission Blvd Specific Plan Area
Parcels
Terminated Vista
Air Quality Mitigation Zone Refer to Sections 10-25.310 and 10-25.315
Sample Walking Distances
10-Minute (½ Mile) Radius
5-Minute (¼ Mile) Radius
Hayward BART Station
Walking Distance Sample Point
Form-Based Code Designations
T3 Sub-Urban Zone, 4.3 min to 17.5 units max/net acre
T4-1 Urban General Zone, 17.5 min to 35 units max/net acre
T4-2 Urban General Zone, 17.5 min to 35 units max/net acre
T5 Urban Center Zone, 35 min to 55 units max/net acre
CS Civic Space Zone
Overlays
Commercial Overlay Zone 1
Commercial Overlay Zone 2
Height Overlay Zone
Mandatory Shopfront Overlay
Recommended Shopfront Overlay
0 500 1,000 2,000 Feet
Mission Blvd
Foothill Blvd
Main St
Prospect St
Watkins St
Atherton St
Jackson St
Silva Ave
Alves St
Groom St
Edith St
Sybil Ave
Marie Dr
Leona Dr
Margaret Dr
Central Blvd
Del Mar Ave
Belmont Ave
Bel Aire Dr
Dollar St
Oleal Ave
Orchard Ave
Berry Ave
Tennyson Ave
Torrano Ave
Spring Dr
Devon Dr
Carlos Bee Blvd
Overlook Ave
Highland Blvd
Walbert St
Hesperian Blvd
Harder Rd
Huntwood Ave
Tarman Ave
Cypress Ave
Diadon Dr
Austin Ave
Underwood Ave
Gading Rd
Coleman Ave
Venture Ave
Moons Ave
Lucien Way
Silverthorne Pl
Soto Rd
Franklin Ave
Donald Ave
Culp Ave
Hermes Ct
Lund Ave
Muir St
Tioga Rd
Thomas Ave
Joyce St
Joanne St
Dale St
Sycamore Ave
Pontiac St
Park St
Myrtle St
Alice St
Grand St
Dean St
Meek Ave
Filbert St
Princeton St
Sunset Blvd
Willow Ave
Popular Ave
Westfield Ave
Vallejo St
Peralta St
Western Blvd
Laurel Ave
Smalley Ave
Grace St
Simon St
Pearce St
Slater Ct
Rose Ave
Rice Rd
City Center Dr
Russelmar
Hazel Ave
Oakview Ave
Kimball Ave
Ridge St
Maple Ct
A St
B St
C St
D St
E St
Armstrong St
2nd St
1st St
Walbert St
Hesperian Blvd
Pelissier St
Fletcher Dr
Philadelphia Ct
Edith St
Elliot Ave
Sycamore Ave
Rose Ct
Oleal Ave
Orchard Ave
Berry Ave
Tennyson Ave
Torrano Ave
Devon Dr
Bryn Mawr Ave
Bel Aire Dr
Mission Blvd
Central Blvd
Del Mar Ave
Belmont Ave
Spring Dr
Carlos Bee Blvd
Overlook Ave
Harder Rd
Huntwood Ave
Tarman Ave
Cypress Ave
Diadon Dr
Austin Ave
Underwood Ave
Gading Rd
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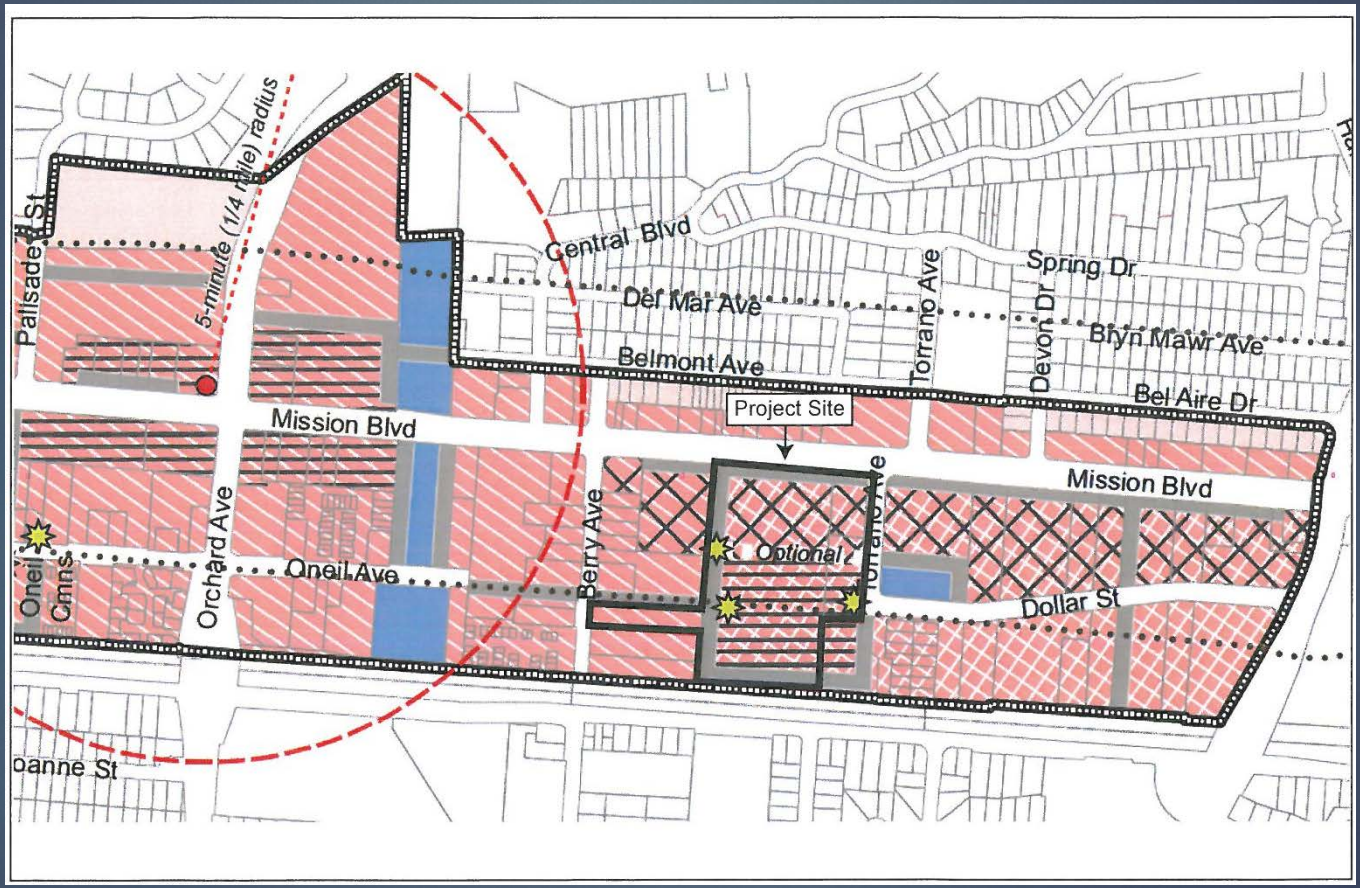
Mission Crossings
Mission Boulevard Corridor



Mission Crossings
Project Site

Mission Crossings
Site Plan

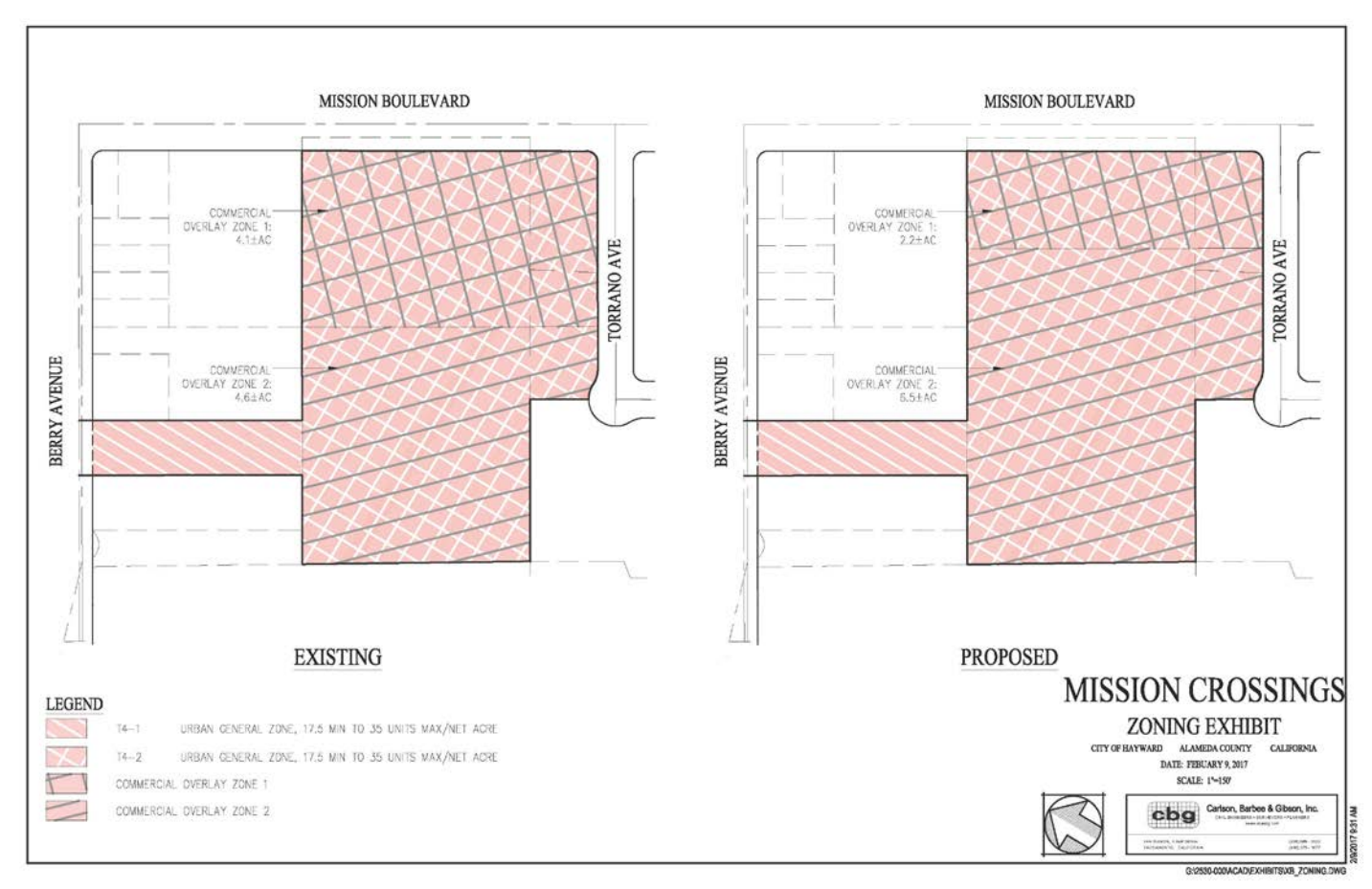
- **<u>Commercial</u>**: 93-room, 4-story extended stay hotel and 7,225 square feet of retail on 2.2 acres

- **<u>Residential</u>:** 140 3-story townhouse units on 7.52 acres

Mission Crossings
Planning Actions

- **Zone Change** – Modify boundary between two commercial overlay zones
- **Site Development Review** – Commercial and Residential
- **Conditional Use Permit** – To allow ground floor residential
- **Administrative Use Permit** – To permit extended stay hotel
- **Warrants** – To permit excess parking (>2 spaces/unit)
- **Vesting Tentative Tract Map 8345** – Legal subdivision for a hotel parcel and 140 townhouse condo units
- **Addendum** – To Mission Boulevard Corridor Specific Plan EIR.

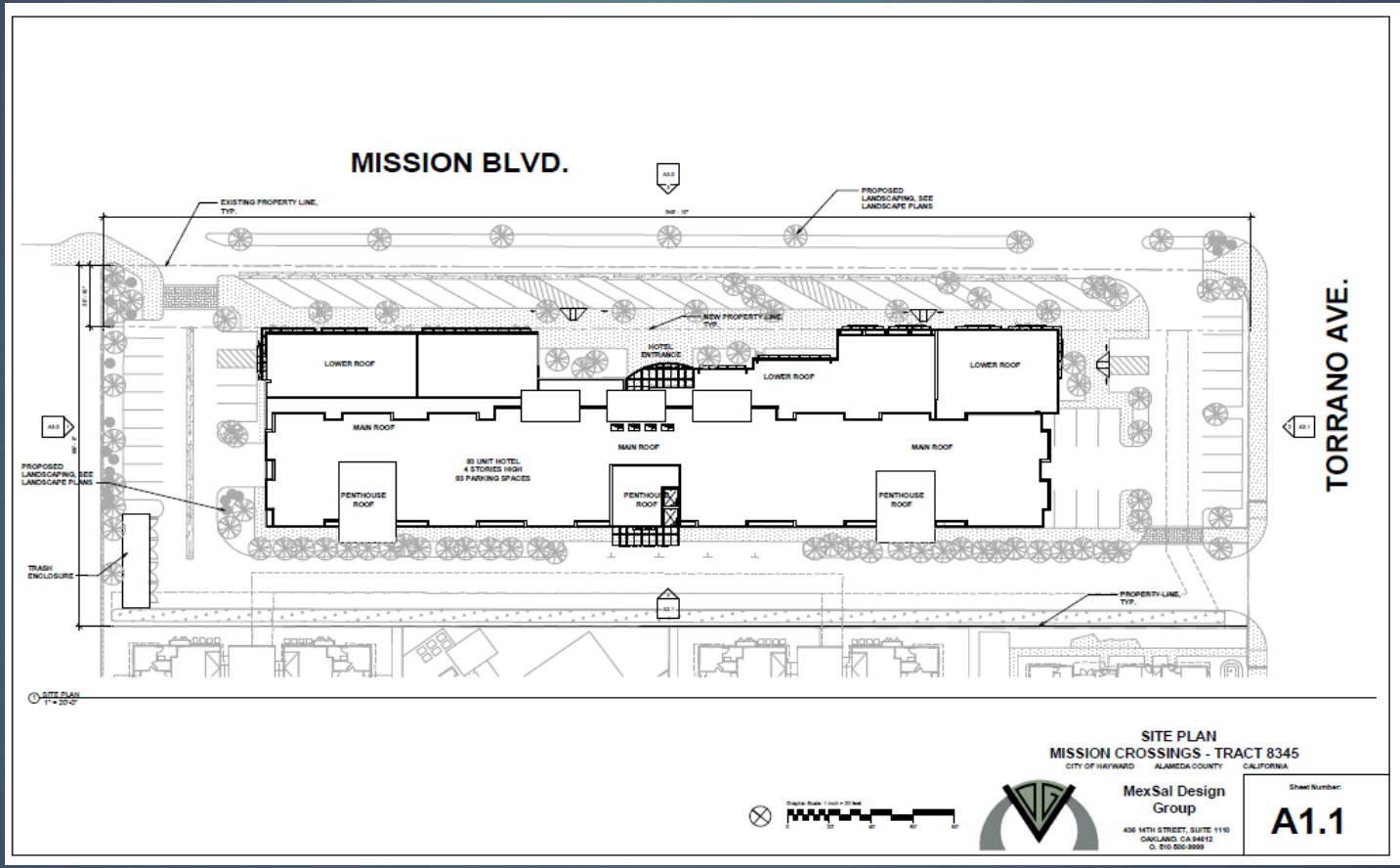
Mission Crossings Zone Change



Mission Crossings

Hotel and Retail

Hotel Site Plan



Mission Crossings
Hotel and Retail

ktgy

MISSION CROSSINGS

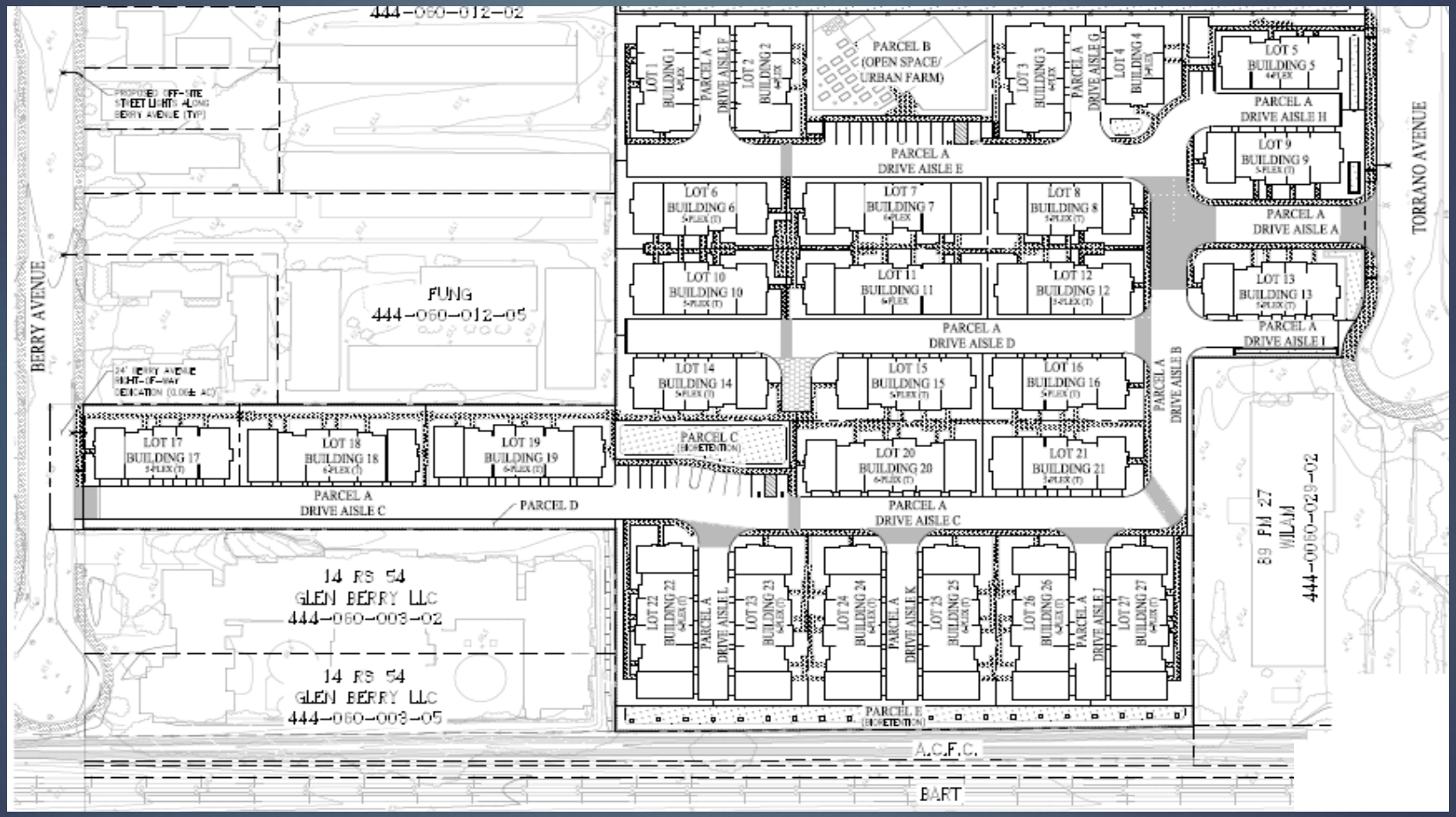
SCHEMATIC DESIGN

PERSPECTIVES

A6.7

Mission Crossings
Hotel and Retail

Mission Crossings
Residential Site Plan



Mission Crossings

Townhomes/Residential

Torrano Avenue Entrance

Mission Crossings
Townhomes/Residential
Berry Avenue Entrance

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MISSION CROSSINGS

SCHEMATIC DESIGN

PERSPECTIVES

A6.1

Mission Crossings

Townhomes/Residential

Urban Farm

ktgy

MISSION CROSSINGS

SCHEMATIC DESIGN

PERSPECTIVES

A6.4

Mission Crossings
Townhomes/Residential
Floor Plans

Floor Plans	Size (sf)	Bedrooms	Bathrooms	Unit Mix		Avg. Sales Price
Plan 2	1,889	4	3½	37	27%	$763,000
Plan 3A	2,021	4	3½	18	13%	$795,700
Plan 3B	2,119	4	3½	27	19%	$822,950
Plan 4	2,150	4	3½	27	19%	$828,400
Plan 5	1,437	2	2½	31	22%	$643,100
Total				**140**	**100%**	

Mission Crossings

Fiscal Impact Economic Benefits

- Fiscal and Economic Impact Study - EPS (July 2016)
  - The Transient Occupancy Tax will account for a large revenue source to the City ($400,000/year)
  - Full development of the project site will maximize property tax revenues. ($185,000/year)
  - Net General Fund Revenues ($672,000/year)
  - Operation of the project will generate demand for goods and services, thereby providing stimulus for new or existing jobs. (64 for hospitality/retail)

Mission Crossings

Community Benefits

- Increase the supply of housing
- Substantially improve currently vacant, obsolete, underutilized, or underperforming properties
- Park fees totaling $1.6M
- Affordable Housing fees totaling $1.03M
- Urban Farm (1200-1800 pounds/year)
- Solar for Townhomes and Hotel
- EV Charging Stations for Townhomes and Hotel

Mission Crossings
CEQA

- An Addendum to the Mission Boulevard Corridor Specific Plan (MBCSP) EIR certified on January 24, 2014
- MBCSP EIR anticipated more intense development
- Impacts are within the level of impacts analyzed by the EIR
- The proposed project would not result in substantial adverse impacts on the environment.

Mission Crossings
CEQA

- EIR Mitigation Measures from the MBCSP EIR are applicable and include:
  - Air Quality : Highway Overlay Zone and Toxic Air Contaminants – Stationary Sources
  - Traffic : Lane Restriping and Lane Conversion on Mission Blvd.
  - Cultural Resources : Construction Monitoring

Mission Crossings
Staff Recommendations

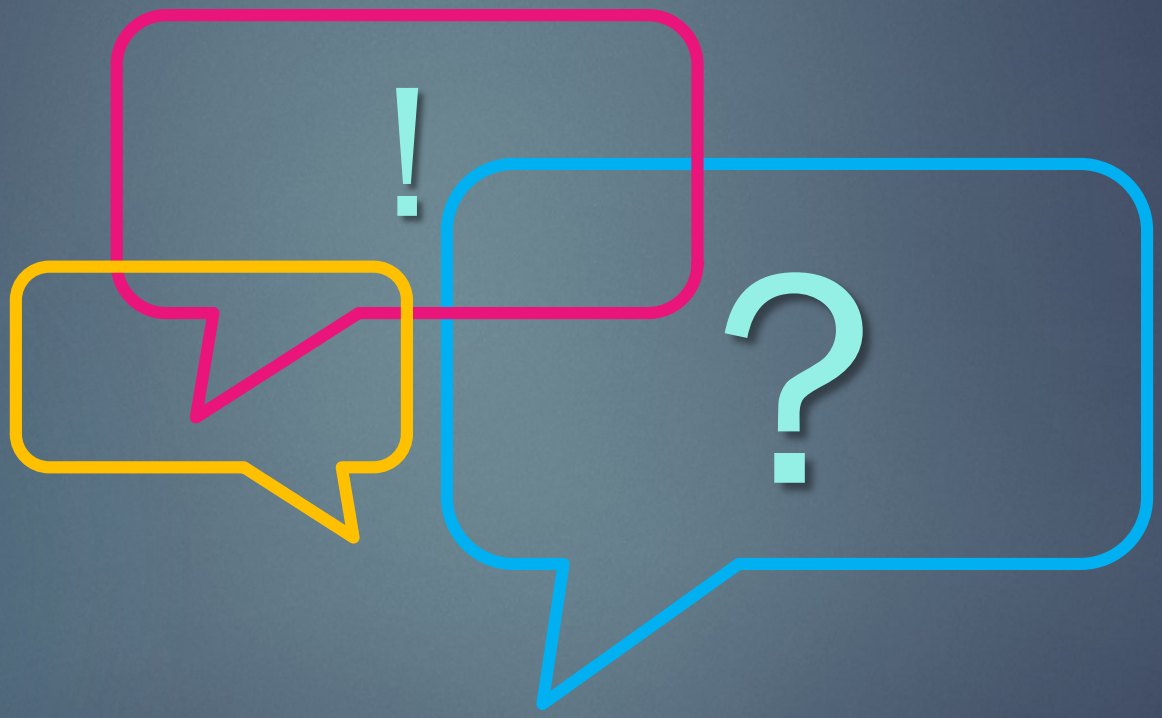
Change to Recommended Conditions of Approval

- Remove Conditions 136, 137 and 138 as they were duplicative and superceded by Conditions 145 through 150.

Mission Crossings
Staff Recommendations

- Based on the Findings (Staff Report p10-18) and proposed COA, that the **Planning Commission <u>recommends</u> the City Council** approve the project including:
  - **EIR Addendum**
  - **Zone Change**
  - **Site Development Review**
  - **Conditional Use Permit (CUP)**
  - **Administrative Use Permit**
  - **Warrants**
  - **Vesting Tentative Tract Map 8345**

Questions & Discussion



MLC HOLDING, INC.

PRESENTATION

ITEM #1 PUBLIC HEARING
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MISSING CROSSINGS

Mission Crossings

MLC Holdings, Inc.

Meritage Homes

MLC Holdings, Inc.

Meritage Homes®

Meritage is currently building the following residential communities in Hayward…

The Pinnacles at Stonebrae

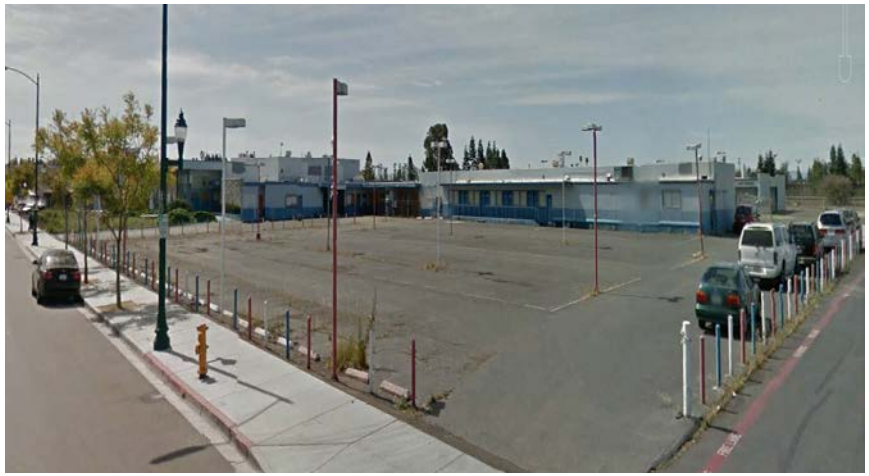
Prism

Kingston Square

Vision of the 2014 Mission Boulevard Corridor Specific Plan

Through implementation of the Specific Plan, the city hopes to attract new development along the Mission Boulevard Corridor that will include vibrant, pedestrian-friendly commercial uses; safe, desirable residential neighborhoods at sufficient densities to support public transportation; and a built form that supports and encourages such uses. Other goals include revitalization of the corridor; addressing the deterioration of existing land uses, including distressed auto-related uses; and establishing a vision that incorporates economic and environmental sustainability.

Attract new development



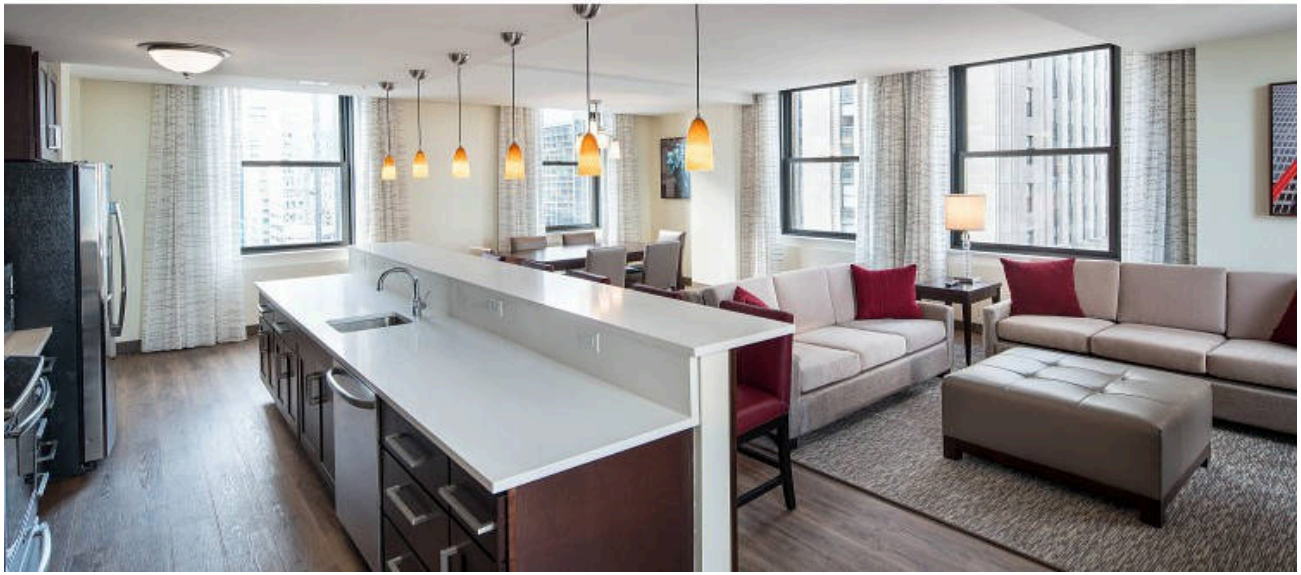
Address deterioration of existing uses (including auto-related uses)

Desirable residential neighborhoods at densities to support public transportation

Vibrant, pedestrian-friendly commercial uses

Establishing a vision that creates economic and environmental sustainability!

Residence Inn® Marriott®



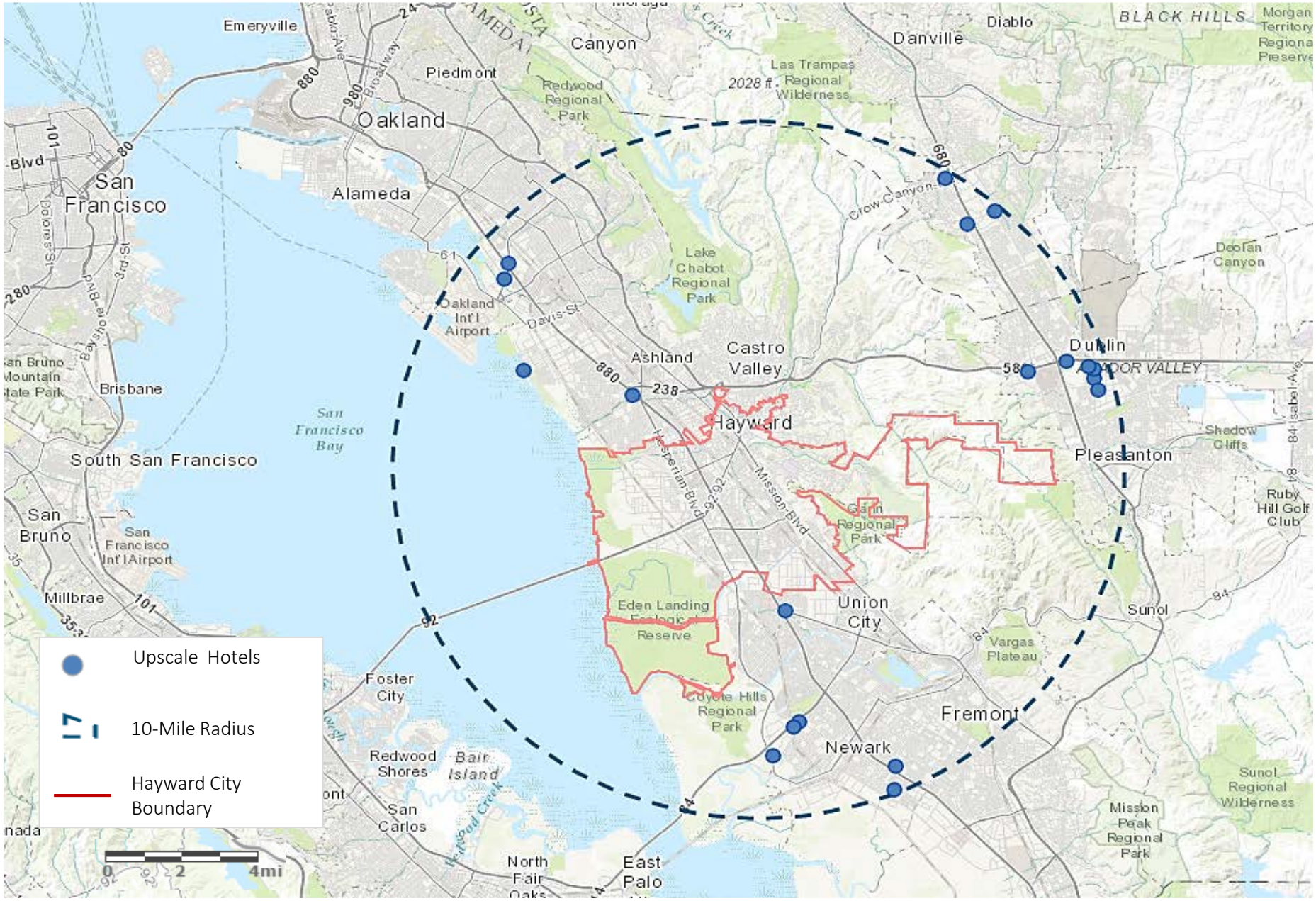
Residence Inn® Marriott

Hayward's First Upscale Hotel

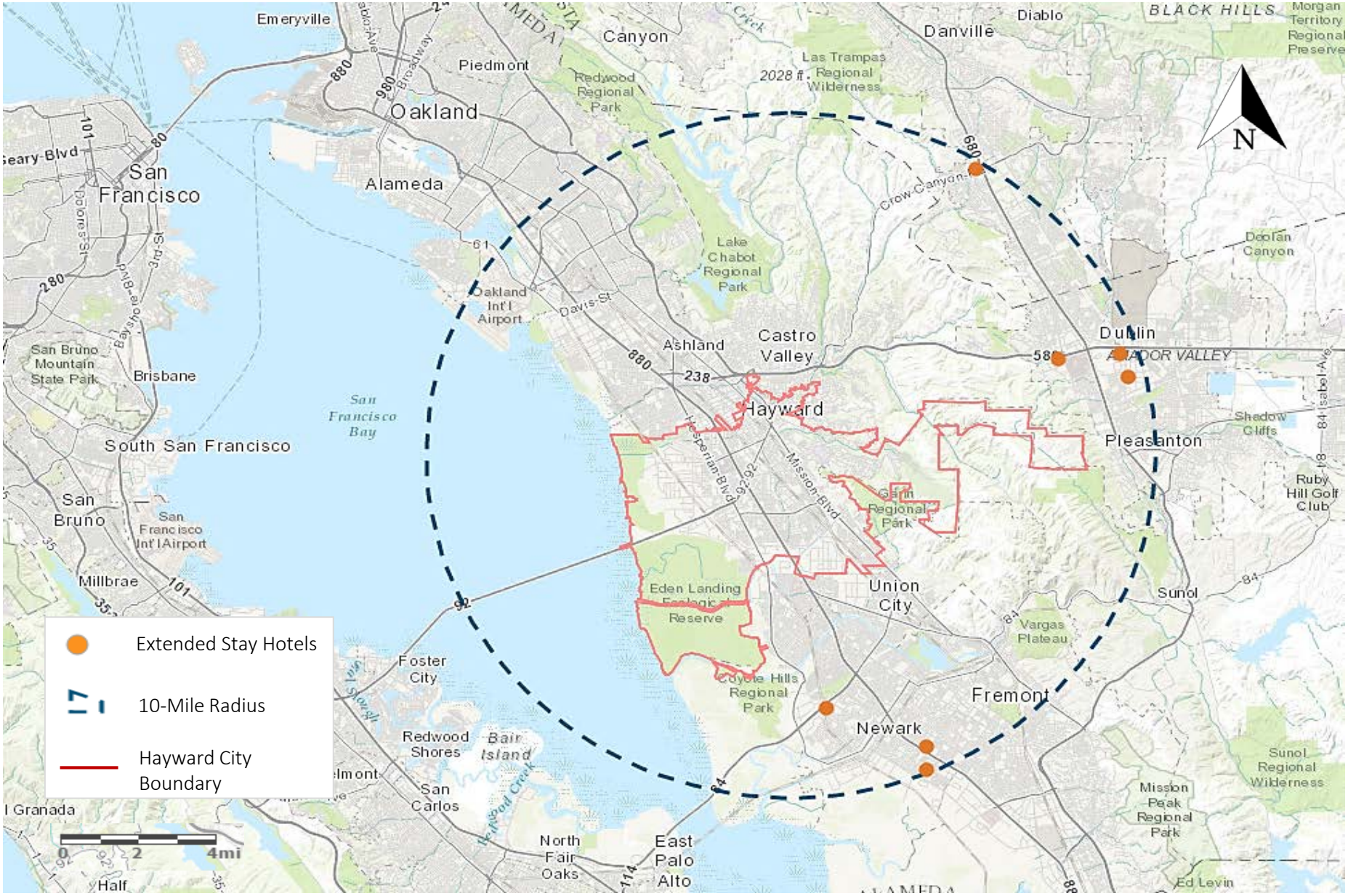
Economy	Midscale	Upper Midscale	Upscale	Upper Upscale	Luxury
$	$$	$$$	$$$$	$$$$$	$$$$$$

Hayward's First
Extended Stay Hotel

Existing Upscale Hotels in the East Bay



Existing Extended Stay Hotels in the East Bay



A Potential Partnership

Residence Inn® Marriott

CALIFORNIA STATE UNIVERSITY EAST BAY

Hospitality, Recreation & Tourism Program

THE FUTURE IS

AGRARIAN

URBAN AGRICULTURE—MIXING FARMS RIGHT IN WITH HOUSING—USED TO MEAN ADAPTING EMPTY LOTS OR RUNNING COMMUNITY GARDENS IN EXISTING PUBLIC SPACES. IT'S A GREAT WAY TO GROW A TOMATO. BUT WHAT IF THE AGRICULTURAL USES WERE BUILT INTO THE DESIGN FROM THE VERY BEGINNING? THAT'S EXACTLY WHAT ARCHITECTS AND DEVELOPERS ARE DOING IN NEW PROJECTS ACROSS THE BAY AREA. FROM HIGH-END HOMES IN THE BURBS TO STUDENT AND AFFORDABLE HOUSING IN THE DOWNTOWNS. HERE'S HOW THEY'RE DOING IT.

by Scott Lucas

PUT SOMEBODY IN CHARGE

Some gardens are open to the public; others are run by private farms. Then there are those that fall in the middle, including the urban farm at the **Patterson Ranch** homes in Fremont. The 15 acres of parks and open space there, which include a working farm, garden, and orchard, will be run by the developer before being turned over to the homeowners' association with a ready-to-go packet of regulations. Sounds boring, but it lets residents get back to their turnips as quickly as possible.

EMBRACE SOCIAL JUSTICE

Former Black Panther Elaine Brown's **West Oakland Farms**, which employs former convicts and disadvantaged youth, has been a groundbreaking example of how urban farms can serve social justice. Lara Hermanson, who designs urban ag projects across the Bay Area, has made a point of hiring locally in West Oakland, providing 30 new jobs in the past eight years. Even affordable housing developers are getting into the game, with Mercy Housing exploring agricultural uses at its project in Colma.

PROVIDE COMMON SPACE

Many new urban ag developments have built-in common areas geared toward farming. "The old cookie cutter would be a pool, a clubhouse, and a workout room," says Charles McKeag, president of MLC Holdings, a subsidiary of Meritage Homes Corporation, which is developing **Mission Crossings** in Hayward: 140 townhomes and a 93-room hotel. "In this climate, people want experiences richer than hanging out by the pool and not using the workout room."

BE INNOVATIVE

Farming may be as old as, well, civilization, but that doesn't mean there aren't new tricks. Drip irrigation costs more initially, but it saves big on water bills down the line. And biochar—carbon-rich charcoal—is being used at Berkeley's **Garden Village** not only to sequester carbon but also to fertilize crops.

RAISE THE ROOF

At Berkeley's **Garden Village**, a five-story student housing project in the city's center, architect Stanley Saitowitz superimposed a farm on top of the housing. It's on the roof. An independent operation, Top Leaf Farms, leases the space, which is filled with raised planter boxes for lettuce, chard, arugula, and kale that it sells to restaurants including Pizzeria and Juhu Beach Club. The biggest challenge? Managing the elevator so students headed to class don't have to fight for space with farmers toting soil and tools.

HONOR WHAT CAME BEFORE

A long-gestating project to develop a six-acre site in **Santa Clara** that once housed the University of California agricultural R&D station notched community support after developers at the Core Companies embraced what they call the agrihood, set to break ground in 2017. One and a half acres of the site, which will include 259 units of housing, will be devoted to farming.

KNOW YOUR MICRO-CLIMATE

What grows in one Bay Area microhood could wither in another. For her work on the **Mission Crossings** project in Hayward, Hermanson customized a mix of fruit trees including Fuyu and Hachiya persimmons, Granny Smith and Fuji apples, golden nugget mandarins, Cara Cara oranges, burgundy plums, double jewel peaches, Moro blood oranges, kumquats, Meyer lemons, and white nectarines. (No pears, thanks to worries about disease and fire blight.) A project in, say, Alameda would have a

farmscape

Economic Benefits - Parks, Schools, Affordable Housing

H.A.R.D.
receives
$1,595,300

HUSD
receives
$790,261

Affordable Housing
receives
$1,029,733

Financial Impact to City of Hayward at Project Buildout

Table 1 Fiscal Impact Summary (2016$)

Item	Fiscal Impact at Project Buildout[1]
General Fund Revenues	$926,000

Annual City of Hayward General Fund Revenues(1) = $926,000

Table 2 Economic Impact Summary (2016$)

Impact Type	Jobs	Employee Compensation	Value Added[1]	Total Output
Direct Effect	64	$2,124,000	$3,976,000	$6,525,000
Indirect Effect	9	$526,000	$831,000	$1,417,000
Induced Effect	9	$496,000	$900,000	$1,435,000
Total Effect	**83**	**$3,146,000**	**$5,707,000**	**$9,377,000**

[1] Comparable to gross domestic product (GDP).

Source: IMPLAN and EPS

Annual New Spending in the Local Economy(1) = $9,377,000

64 New Jobs Created by the Hotel/Retail

(1)source EPS (2017)

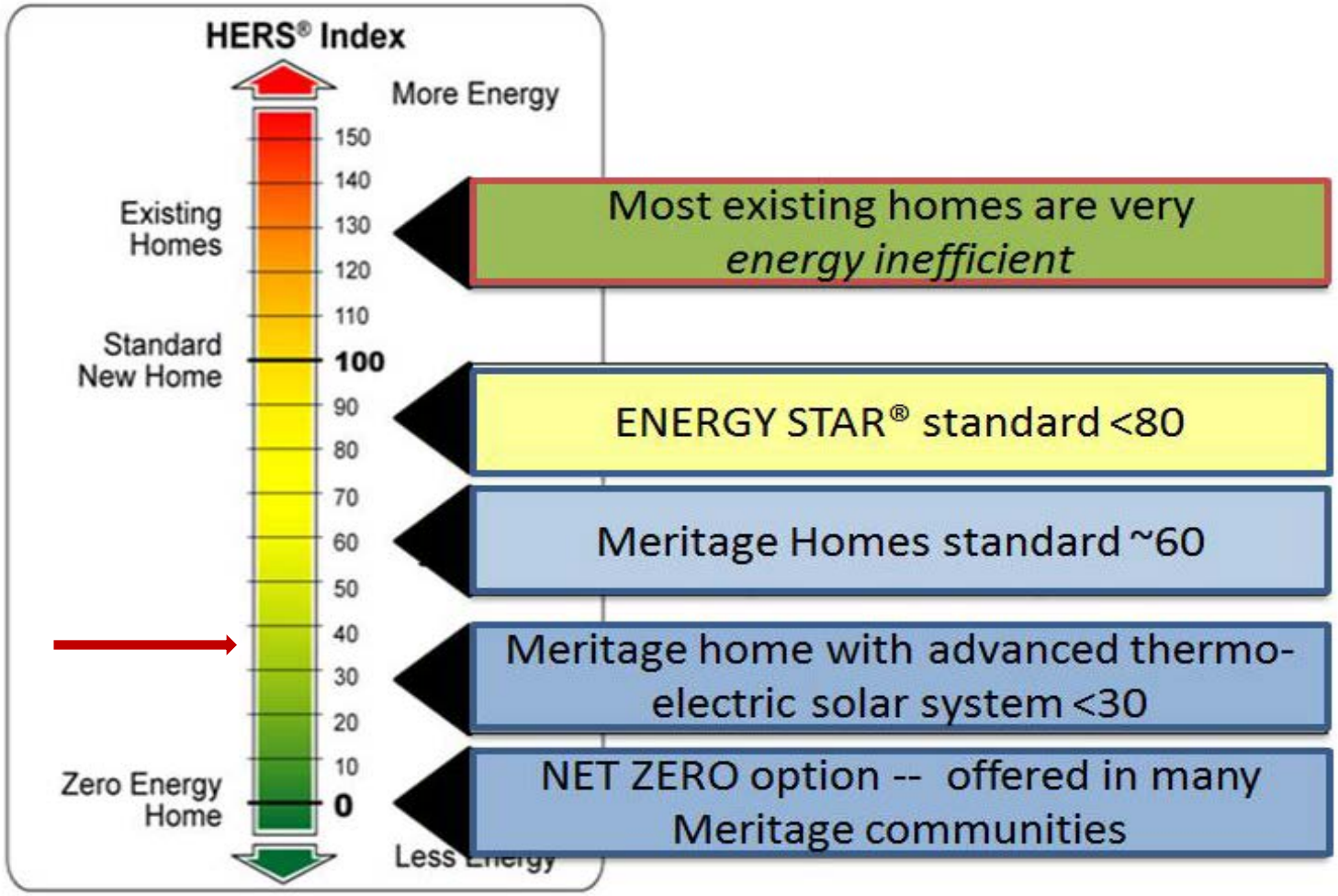
Thank You

MLC Holdings, Inc.

Meritage Homes®

Green Building Practices

ENERGY STAR AWARD 2015
PARTNER OF THE YEAR
Sustained Excellence



Solar on Every Rooftop

EV Charging Stations

ENERGY STAR AWARD 2015
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Sustained Excellence