



COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

MEETING MINUTES – December 7, 2015

CALL TO ORDER: Mayor Halliday called the regular meeting to order at 4:02 p.m.

ATTENDANCE:

Committee Member	Present 12/7/15	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Michael Ly	✓	3	0	3	0
Didacus-Jeff Joseph Ramos	✓	3	0	3	0
Navneet Ratti		2	1	2	1
Anjanette Scott	✓	3	0	3	0
Mayor Halliday (Chair)	✓	3	0	3	0
Council Member Jones	✓	3	0	3	0
Council Member Mendall	✓	3	0	3	0

3. ECONOMIC DEVELOPMENT PRELIMINARY CONCEPT REVIEW: MARKET RATE SENIOR HOUSING DEVELOPMENT AT 29312 MISSION BOULEVARD

Economic Development Manager Hinkle introduced the item noting the area was becoming more and more important because of the availability of sites. He introduced Developer Chu Rao who gave a presentation on the proposed Pristine Homes 55 and older active adult community.

Mayor Halliday clarified that the units would be ownership condominiums and that a meal plan would be available even for those units with a kitchen. Ms. Rao explained that all units would have a kitchen and that the meal plan option would be an alternative to cooking at home.

Mayor Halliday asked if staff had any concerns. Economic Development Manager Hinkle said no; the site plan for the project was developed by the Dahlin Group that was already familiar with the City goals for the area and the podium-level design fit well with the location; it was a high-amenity project not offered anywhere else; outside financing was already in place; the project would put Hayward on the map by

setting design and amenity standards; and the project followed the City's concepts for South Hayward.

City Manager David said the project matched the concept the City had for the flow of both the east and west side of Mission Boulevard and the trail connectivity coming through other parcels. She said the additional households would support the retail uses the City wanted on the northern corner. The only concern she had was the existing Form-based Code requirements; some changes would have to be made to the Code, but connectivity should be maintained.

Mayor Halliday asked if the site was close to another project approved many years ago and Director of Development Services Rizk explained that the entitlements for a project at the roller skating rink site had expired in 2006. Mr. Hinkle said that site was currently on the market and being pursued, but there were some environmental concerns. Mayor Halliday asked about the Pristine Homes site and Ms. Rao said it was all-clear. Ms. Rao also commented that the price for the skate rink land was too high, but she was still considering it for expansion later.

Member Ramos encouraged Ms. Rao to keep the project modular so she could easily expand later while still maintaining the desired walk ways and thoroughfares with neighboring pieces. The Committee reviewed the current thoroughfare plan.

Member Ramos said he agreed with all concepts as presented and now only needed the details. He pointed out the project did not represent gentrification; nothing was being lost except an ugly existing use.

Council Member Mendall said he was excited she was looking at Hayward and liked the concept of the project, but he expressed concern that more units were needed to support the proposed level of amenities. Ms. Rao clarified that there were 117 units for tenants 55 and older. He agreed with previous comments that connectivity for the area was important and said the project seemed to stand alone and wasn't quite what he envisioned. That said he was glad the City Manager thought the proposal fit with other plans for the area and that the entitlements on the skate rink project had expired. He concluded that he was intrigued by the project, not convinced this was the right location, but not opposed to it either.

Member Ly asked the price range for the proposed units and Ms. Rao said \$450,000 to \$700,000 for 1, 2, and 3-bedroom units. City Manager David pointed out that there were several very high-end units that hadn't been priced yet. Ms. Rao noted that all units would be single level, with a bathroom attached to each bedroom. She said square footage would range from 800 to 1,800.

Member Scott spoke in favor of more housing, especially for seniors, but expressed concern that the development be inclusive to all races including how it is marketed, the food, and the amenities. Ms. Rao said the goal was to create a lifestyle, which was not based on race.

Council Member Jones said the concept was great, there was a need for this type of housing, and that many current residents would appreciate having the option of being able to stay in Hayward as their needs changed. He said it was great product and that he would be supportive of this and any similar developments.

Member Ramos said the outside walls of the development separated it from surrounding parcels and suggested an open concept on all sides to keep it part of the puzzle. He acknowledged the parcel didn't have an open layout or design.

Mayor Halliday said Hayward absolutely needed this product, but she agreed with Member Ramos that the

Form-based Code required the development to be more open and that a trail running along the back of the development made more sense than a road. The Mayor acknowledged that until other uses filled in around the development connectivity was a challenge and she requested that Ms. Rao keep her options open.

City Manager David agreed with comments about connectivity, but noted for a community like this security was a major concern and most seniors would want to see that the development was not accessible to surrounding neighbors. She said the key was finding a balance.

Mayor Halliday thanked her for bringing the concept to Hayward, said feedback and concerns had been heard, and that the project was something the City did not currently have but did want. Ms. Rao said her only requested was that the City remains flexible and supportive of the project noting financial margins were thin.