## Memorandum



To: Bay Area Property Developers - Blake Peters
Cc: $\quad$ Wood Rodgers, Inc. - Mark Rayback, Paul Meuser
From: Wood Rodgers, Inc. - Nawid Nessar, PE, TE; Nicole Scappaticci, EIT
Date: 10/19/2016
FiJe: J:13000-si3240_004_Maple \& Main_Apt_TIS_ServicesiTrafficiReportsloctober 20161Parking_Management_Planl3240004_Maple_\&_Main_Apts_PMP_20161019.docx
Job No.: 3240.003
RE:
Maple 8: Main Mixed Use Development - Parking Management Plan

PLANNING-DIVISION

This Parking Management Plan (Plan) has been prepared in support of the proposed Maple \& Main Mixed Use Development (Project) in Hayward, California. The proposed Project is located on an approximately 4-acre site bound by Maple Court, McKeever Avenue, A Street, and Main Street in the City of Hayward (City). This Plan intends to identify the parking needs of the Project and to outline potential parking management strategies to be implemented as part of the Project.

## PROJECT OVERVIEW

The proposed Project envisions redevelopment of the site with approximately 240 residential dwelling units, a clubhouse/fitness center, and approximately 7,000 square feet of ground floor retail/leasing office space, as well as courtyards and perimeter open space. Vehicular access to the Project is planned to be provided via a new Project Access Driveway on Main Street just north of A Street. The proposed Project Access Driveway would extend east from Main Street and provide full access to an on-site 6 -level parking garage with electrical vehicle charging stations on each floor. The full draft site plan package (by Humphreys \& Partners Architects L.P., dated October 17, 2016), including unit plans, building elevations, and landscape plans, is included in Appendix $\mathbf{A}$.

## EXISTING DATA

Based on review and survey of Project surroundings, on-street parking is available intermittently on all roadways within the Project vicinity. Street parking on the roadways directly surrounding the Project site currently exists on the north side of A Street, both sides of Main Street, the west side of Maple Court, and both sides of McKeever Avenue. The posted parking restriction on Main Street, McKeever Avenue, and Maple Court is a two-hour time limit from 7:00 AM to 6:00 PM, except Saturday and Sunday.
Peak parking occupancy in the residential areas surrounding the Project site is projected to occur in the late evening during the week, when residents are home. Parking occupancy survey data collection was performed on Tuesday May 3, 2016, from 8:00 PM to 10:00 PM along Main Street from A Street to Rose Street, Maple Court from A Street to Foothill Boulevard, and McKeever Avenue from Main Street to Maple Court. This survey time (late evening on a typical weekday) was determined to represent peak parking occupancy along adjacent residential streets as residents are most likely to be home during this time. Table 1 shows a parking demand summary for each study segment during the peak hour of occupancy. Peak parking occupancy within the Project vicinity occurs during the 10:00 to 11:00 PM hour. Maple Court had a 0\% occupancy during the three hour study period. Table 2 shows average occupancy during the entire peak period on all three roadways. Appendix $\mathbf{B}$ includes parking occupancy survey data.

Table 1. Existing Parking Demand During Peak Hour of Occupancy (10 PM)

| Location |  | Total Spaces ${ }^{1}$ | Number of Spaces Occupled During Peak Occupancy ${ }^{2}$ | Percent Occupled (\%) |
| :---: | :---: | :---: | :---: | :---: |
| Roadway | Limits |  |  |  |
| Main Street | from A St to Hotel Ave | 13 | 3 | 23.1\% |
|  | from Hotel Ave to Levine Ct | 7 | 2 | 28.6\% |
|  | from Levine Ct to McKeever Ave | 10 | 4 | 40.0\% |
|  | from McKeever Ave to Simon St | 35 | 33 | 94.3\% |
|  | from Simon St to Hazel Ave | 3 | 3 | 100.0\% |
|  | from Hazel Ave to Sunset Blvd | 31 | 22 | 71.0\% |
|  | from Sunset Blvd to Rose St | 31 | 16 | 51.6\% |
| Maple Court | from A St to McKeever Ave | 10 | 0 | 0.0\% |
|  | from McKeever Ave to Foothill Blvd | 4 | 0 | 0.0\% |
| McKeever Ave | from Main St to Maple Ct | 24 | 7 | 29.2\% |
| Notes: <br> 1. Total number of spaces include handicap stalls and loading areas. <br> 2. Peak occupancy is 10:00 PM for Main Street and McKeever Avenue. Mople Court had a $0 \%$ occupancy during the dato collection perio |  |  |  |  |

Table 2. Average Peak Period (8 PM to 10 PM) Occupancy

| Total <br> Spaces | Average Number of <br> Spaces Occupied <br> During Peak Period | Percent Occupied <br> (\%) |
| :---: | :---: | :---: |
| 168 | 89 | $53.0 \%$ |

As shown in Table 1, parking on all study roadways generally does not reach full occupancy during the peak hour. Parking demand on Main Street is generally highest through the Prospect Hill neighborhood, from McKeever Avenue to Sunset Boulevard. The four available spaces on Maple Court from McKeever Avenue to Foothill Boulevard are along a painted yellow curb, indicating a loading/unloading zone. As shown in Table 2, the average percent of spaces occupied on all study roadways during the peak three hour period is $53.0 \%$.

## PROJECT PARKING DEMAND

Table 3 and Table 4 illustrate the total number of parking stalls required for each land use and total number of parking stalls that are planned to be provided within the Project site.

Table 3. Required Project Parking

| Land Use | Units' | Number of <br> Stalls |  |  |
| :--- | :---: | :---: | :---: | :---: |
| Total Residential Required (includes <br> 10\% guest; $30 \%$ Compact Allowed) | 1.50 or 0.50 <br> stalls/unit | 328 |  |  |
| Total Retail Required | 1 per 315 sq. ft. | 18 |  |  |
| Total Commercial Required | 1 per 315 sq. ft. | 158 |  |  |
| Total Required |  |  |  | 504 |
| Notes: 1. According to Sec. 10-2.412 Central Porking District Residential Parking <br> Requirements: 1.0 covered and 0.5 open space per dwelling unit. Affordable units: 0.5 per <br> unit average provided, taking into account excess residentlol stalls. <br> 2. Based on proposed 5,570 square feet retoil |  |  |  |  |

Table 4．Parking Provided by the Project

| Land Use | Units ${ }^{1}$ | $\begin{array}{c}\text { Number of } \\ \text { Stalls }\end{array}$ |
| :--- | :---: | :---: |
| Residential Stalls Provided（garage） | $\begin{array}{c}1.50 \text { or 0．50 } \\ \text { stalls／unit }\end{array}$ | $309^{2}$ |
| $\begin{array}{l}\text { Residential Motorcycle Parking } \\ \text { Provided（12 motorcycles，garage）}\end{array}$ | $\begin{array}{c}2 \text { motorcycles＝1 } \\ \text { stall }\end{array}$ | 6 |
| $\begin{array}{l}\text { Residential Bicycle Parking Provided } \\ \text {（52 bikes，garage）}\end{array}$ | 4 bikes＝1 stall | 13 |
| Total Residential Parking Provided（includes 10\％ |  |  |
| guest；50\％Compact；9 EV³ stalls） |  |  |$] .328$.

As shown in Table 3，Sections 10－2．411 and 10－2．412 of the City of Hayward Off－Street Parking Regulations require the Project to provide a total of 504 parking stalls．This final number of 504 required stalls takes into account the parking credit the Project will receive as a result of including approximately 48 affordable residential dwelling units as part of the development．The assumed affordable housing parking credit is based on the provisions of Assembly Bill 744.
As Table 4 illustrates，the Project plans to provide a total of 504 parking stalls．The planned total number of parking spaces provided by the Project meets City requirements／recommendations for residential，retail，and commercial uses．Parking for the Project＇s residential and retail is mainly located in the six－level on－site parking garage with a single full access driveway via Main Street．The proposed Project parking garage will operate as a self－park facility．Commercial parking is planned to be located on the first，second，and third levels of the garage as well as surface parking stalls． Residential parking would begin on the third level and is separated from the retail and commercial parking by a gate．Parking for 12 motorcycles and bicycle storage for 52 bikes is located on the first level．There is no tandem parking proposed in the garage．

## PARKING OPERATIONS／MANAGEMENT STRATEGIES

In an effort to meet the mobility goals outlined in Goal M－9 of the Hayward 2040 General Plan Mobility Element（July 2014），the following parking management strategies have been identified to regulate the Project＇s parking demand and reduce spillover from resident，retail，and commercial parking onto the adjacent streets：
－＂Unbundling＂of parking from residential rent／lease fees will reduce vehicular parking demand and further encourage alternative modes of travel（i．e．walking，biking，and transit）． Residents will have the option to pay for one of two parking permit types：

1．A permit for a dedicated parking spot on the upper levels（Level 4 to Roof）of the Project parking garage．These parking spaces will be separated from the retail and
medical office building spaces by a gate and will only be accessible by Project residents who purchase permits in order to prevent intrusions from retail and medical office building drivers. Purchasing this type of permit will allow a resident $24 / 7$ access to a dedicated parking space.
2. A permit for a part-time parking spot on the lower levels (Levels $1-3$ ) of the Project parking garage. These spots will be available to the resident that purchases them from approximately 5 PM to 8 AM on weekdays and the entire weekend. During approximately Monday-Friday, 8 AM to 5 PM (or actual business hours), these spaces will be made available for the medical office building employees, clients, and patients. This will eliminate free on-site parking on weekday nights to help ensure success of the unbundling system as well as maximize the use of proposed parking stalls. Retail parking spaces may or may not be made available to tenants to rent on weekday nights and weekends depending on retail's hours of operation.
Property Management will give each resident an opportunity to rent one (or multiple, if available) parking stalls in the garage. If a resident rents a space, they will be given a pass/permit to enter and park in the Project garage or assigned a parking space within the garage. Property Management could provide the City with a yearly record of total number of spaces rented by residents at the time of the survey if required.

- Shared vehicle services (i.e. Zipcar) - Providing on-site shared vehicles will reduce resident parking demand.
- Shuttle service to/from Hayward Bay Area Rapid Transit (BART) station - The Hayward BART station, located less than a half-mile from the Project site, may be a main commuting method for apartment residents. As such, providing a shuttle service to/from the station will help deter vehicle usage from apartment residents and/or retail and commercial visitors/employees and thus alleviate parking and vehicular demand within the Project garage. The Project plans to provide a shuttle to the Hayward BART station on weekdays between 6 AM and 12 PM (hours subject to change based on demand) at approximately 20 30 minute headways. The shuttle would likely be a typical commercial passenger van with capacity for up to 12-15 passengers. Weekend service could be provided depending on demand. The Project's shuttle service could be tied in with City shuttles or future adjacent development shuttles (such as the nearby proposed Lincoln Landing development) at a future date. Cost of such expansion would be divided between each participating development proportionally based on number of shuttle passengers from each site, number of dwelling units, and/or other methods.
- Participation in city-wide shuttle service will help reduce vehicle usage from apartment residents and retail/commercial visitors.
- Preferential parking - Proposed Project parking facilities include designated electric vehicle parking/charging stations and shared vehicle stalls in preferential areas closer to building entrances.
- On-site bicycle storage and parking - Storage for 52 bikes is part of the proposed Project site plan. An additional 12 bike racks will be provided at the northeast and southwest gates for residents and customers visiting the site. These 12 additional bike racks are for resident and customer benefit and not to be counted as credits. This amenity may reduce vehicle dependence for residents and encourage ridership as an alternate means of travel. If the demand exists, a shared bicycle program may be considered as an amenity to residents.
- Proximity to downtown core/transit services - The proposed Project is located within walking distance to downtown Hayward and multiple transit stops. Local and Transbay bus service is provided seven days a week at roughly 30 - to 60 -minute headways. The Hayward BART station is located less than a half-mile from the Project site, and as such, numerous local bus routes traverse the roadways in the immediate Project vicinity and serve the Hayward BART station, the Greyhound bus station, and the Amtrak train station located at A Street and Meekland Avenue. The closest transit stop to the Project site is located on the northwest corner of the Foothill Boulevard / A Street intersection and serves Line 48, providing access to the Hayward BART, Bayfair BART, and Castro Valley BART stations. Paratransit services are provided throughout the City and surrounding region by East Bay Paratransit, operated by AC Transit and BART.


## Deliveries

Deliveries will need to be accommodated within the Project site or the Project may strip a designated loading zone along Main Street, subject to City review and approval.

## PLAN RECOMMENDATIONS

The proposed Project site plan is projected to provide adequate parking for the residential, guest, office, retail, and commercial parking demands. Peak residential parking demand is projected to occur during the evenings/overnight hours while peak retail/commercial parking demand is projected to occur during midday and afternoon hours. Building management may modify allocation of resident, retail, and commercial parking spaces within on-site parking areas as demand indicates. Parking stalls for retail visitors should be located as close to the retail space as possible.
All Project-generated parking demand will be accommodated by the proposed on-site parking supply. However, some Project drivers may use available surrounding street parking for short periods of time, subject to posted parking restrictions and time limits. These Project drivers include visitors to the Project's retail and office uses, short-term visitors to Project apartments, and apartment residents making short stops/trips to the site.
Should spillover parking from the new developments onto nearby residential streets become an issue, a possible future solution would be to issue long-term street-parking permits to residents in the neighborhoods surrounding the Project site. This Project, and other nearby future developments, may be subject to paying fair share towards the cost of any nearby on-street parking permits, monitoring, and enforcement that are put in place due to continued development of the area. The potential problem of spillover parking would be analyzed and addressed at the time that it is identified as an issue.

## Appendix A

## Maple \& Main Mixed Use Conceptual Site Plans



SHEET MODEX:
A-60 ZONING INFORMATION AND PROJECT TABULATIONS AA ROOFTIT PLAN
R.A VEW FROM MAN5: COURT

A-1 SITE PLAN, CIRCULATION MCRAN
A-2 THIRD LEVEL PLAM
ABS 2 FIFTHRTH LEVEL PLAN




PROPERTY OWNER WHFOHMATON:

22477 Maple CI
Hawward CA \$asti-40so


APPLICANT:
Eaty Area Praparty Dawnlupars
I850 Mt Dublo Elyd, Ste 337
Walnut Craak. CA G459a
ORNSITY 69 TDLAAC
FAR 275
FLCODD ZONEX

C-3 EECTIONS
C-1 EXISTIMG CONDITIONS A DEMO PLAN
C-1 EXISTING CONDITIONS
-

PARKING REQUIREMENTS AND CALCULATIONS


BURLDING HEIGHT
PER DOWTCWN HAYWARDO DESIGN PLAM:




 antresayity mayzation




BUILDING CALCULATIONS PER CALIFORNIA BUILDING CODE 2013


## $1 s 10$

















$\stackrel{\infty}{4}$ Atachment XIV


MEDICAL BUILDING ELEVATIONS A. 9 A-9


COLORS, MATERIALS AND DESIGN ELEMENTS

ans

Conceptual colors and material palatte for interior redesign

Conceptual colors and material palette for interior redesign
Medical Building from Maple Court: AFTER

$\square$

Medical Buiking from Maple Court: BEFORE




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DECEMBER 21, 9am


DECEMBER 21, 12pm


## Appendix B

## Parking Survey Data

## BAYMETRICS

## ON - STREET PARKING OCCUPANCY SURVEY SUMMARY



## BAYMETRICS

## ON - STREET PARKING OCCUPANCY SURVEY SUMMARY

| PROJECT: | PARKING OCCUPANCY IN HAYWARD | FILE: | 3603040 |  |
| :--- | :--- | :--- | :--- | :--- |
| LOCATION: | ALONG MAIN STREET, MAPLE COURT \& McKEEVERAVENUE |  |  |  |
| SURVEY DATE: | 5/3/2016 | DAY: | TUESDAY |  |
| SURVEY TIME: | 8:00PM TO | 10:00PM |  | CITY: |


| SUMMARY |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 1. Along Main Street |  |  |  |  |  |
| Time | Stall | Eests Side | Weat Side | Total | \% Occupied |
|  | Space | 68 | 62 | 130 |  |
| 8:00 PM | Occupied | 424346 | 41 <br> 38 <br> 43 | 83 | 63.8\% |
| 9.00 PM |  |  |  | 81 | 62.3\% |
| 10:00 PM |  |  |  | 89 | 68.5\% |
| Max Octupite @ |  | 10:00) PM |  | 89 | 685\% |
| 2. Along Maple Court |  |  |  |  |  |
| Time | Stall | East Side | West Sidic | Total | \% Occupied |
|  | Space | 4 | 10 | 14 |  |
| 8.00 PM | Occupied | 0 | 000 | 0 | 0.0\% |
| $9: 00 \mathrm{PM}$ |  |  |  | 0 | 0.0\% |
| 10;(0) PM |  |  |  | 0 | 0.0\% |
| Man Occupied @ |  | 8:00 PM |  | 0 | 0.046 |
| 3. Along McKeever Avenue |  |  |  |  |  |
| Time | Stall | North Side | South Side | Total | \% Occupied |
|  | Space | 11 | 13 | 24 |  |
| 8:00 PM | Occupied | 444 | 533 | 9 | 37.5\% |
| 9:00 PM |  |  |  | 7 | 29.2\% |
| [ $0: 00 \mathrm{PM}$ |  |  |  | 7 | 29.2\% |
| Max Occupied |  | 8:00 PM |  | 9 | 37.5\% |
| OVERALL SUMMARY |  |  |  |  |  |
| Time | Stall | Total | \% Occupied |  |  |
|  | Avalable | 168 |  |  |  |
| 8:00 PM | Occupied | 92 | 54.8\% |  |  |
| 9.00 PM |  | 88 | 52.4\% |  |  |
| 10:00 PM |  | 96 | 57.1\% |  |  |
| Ma Occupied [a | 10:010 PM | 96 | 57.1\% |  |  |
|  | El.: (510) 2 | 271 | nil: baymetr | mail.c |  |

