

# HAYWARD REDEVELOPMENT AREA COMMITTEE

## ANNUAL MEETING

Wednesday, January 12, 2005 7:00 p.m.

**Room 2A**  
**Hayward City Hall**  
**777 B Street**  
**Hayward, CA 94541**

The Public Comments section provides an opportunity to address the Committee on items not listed on the agenda. The Committee welcomes your comments and requests that speakers present their remarks in a respectful manner, within established time limits, and focus on issues which directly affect the Committee or are within the jurisdiction of the City. As the Committee is prohibited by State law from discussing items not listed on the agenda, your item will be taken under consideration and may be referred to staff.

### AGENDA

- I. Call to Order
- II. Public Comments
- III. Approval of Minutes – October 13, 2004
- IV. Election of Chair and Vice Chair
- V. South Hayward BART/Mission Boulevard Plan Update
- VI. New/General Business
- VII. Adjournment

**Summary Notes**  
**Hayward Redevelopment Area Committee (HRAC)**  
**Regular Meeting**

**October 13, 2004**

Present: David Long, Rosemarie Ramos, Carol Heard, Sheila Junge, Michael Aahl,  
Rick Tipton, Joseph Oberman, Suzanne Cox

Absent: Bill Vandenburg, Richard Ogle, Dan Olson, Joe Connell

Staff: Maret Bartlett, Redevelopment Director; Cecelia Cooke, Secretary  
(Minutes)

Members of  
The Public: Mike Cox, Resident; Katie Lamont, Eden Housing

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**I. Call to Order**

David Long called the meeting to order at 7:04 p.m.

**II. Public Comments**

A question was asked as to why one of the nicer buildings at the corner of C and 2<sup>nd</sup> Street has so many vacancies (the building where Subway is), and there was also discussion about the Church across the street and the use of the parking lot.

A comment was made regarding Albertson's and their selling high alcohol content drinks in more affordable, small containers and the need for enforcement of the Conditions of Approval.

A question was asked about what is going on with Kumbala.

One HRAC Committee Member requested to see the Downtown Hayward BART Station Housing Survey results. Ms. Bartlett passed out copies to the Committee. The survey showed that Hayward residents want more entertainment available to them.

A question was asked as to what the Hayward Volkswagen Dealership is doing with their lot, and many comments were made about the area near the car lot. There was discussion about the owner off-loading his cars on the side street and also that there are at least six SUV'S parked on corner.

### **III. Approval of the Minutes – July 14, 2004**

Michael Aahl made motion to approve July 14, 2004 minutes; Rick Tipton seconded; minutes approved.

### **IV. Presentation by Eden Housing, Inc. – Sara Conner Court**

Katie Lamont of Eden Housing, Inc. made a presentation to the HRAC Committee. She passed out the Sara Conner Court Project Summary and site plans, and also an Eden Housing booklet.

Ms. Lamont said Redevelopment funds of \$1.75 million were approved for the Sara Conner Court development. Construction should begin in March 2005.

The question was asked as to what type tenant would be living in the units. Ms. Lamont said the tenants will be working families of low to moderate income. Eden Housing screens all their tenants and they are selective. There will be an on-site manager. Because of funding, one unit will be used for either the deaf/blind. There will be wheelchair accessibility.

The HRAC Committee agreed that the project is nice looking.

### **V. Update on Redevelopment Activities**

- **Cannery Area Implementation**

As Ms. Bartlett reported at the last HRAC Meeting, a Project Manager has been hired by the City to supplement the Redevelopment Staff on this project. A committee of parents and teachers to assist with the plans for the new school has been formed. Schematic drawings should be ready later this month. The plan is to open the new school in the Fall of 2007. There is a Joint School Board Meeting scheduled for November 10<sup>th</sup>.

The question was asked if the City owns any industrial buildings yet or if they are to be acquired. Ms. Bartlett said we will need to acquire portions of the industrial property at the North end for the new street and expanded park. There is a strong interest from Felson Builders to build the Southern end. ConAgra, Inc. is under contract with Armada to market their property.

A request was made by the HRAC Committee to be notified of the date of the HUSD/HARD Cannery Area Joint Meeting. Ms. Bartlett said she will provide the information when it is available.

- **B and Foothill Development**

An Agenda Report asking for approval from Council to acquire portions of Salvation Army's and Long's parking lots is due to go to Council October 19th. The plans for the parking lot are under design and show expansion of the parking lot to push out to A Street. The buildings are not being acquired, just portions of the parking lots.

- **South Hayward BART Area Planning Study**

Ms. Bartlett said the South Hayward BART is now a planning project similar to the Cannery. The area covered is South of Harder, along Mission Boulevard and Tennyson.

Ms. Bartlett showed a map of the area and said we might pick up some land from Cal Trans for 238 and also the triangle of land where the bowling alley is located. There was miscellaneous discussion by the Committee about the area and the different buildings there. There has been approval to hire a Planning Traffic and Economic person for this project.

- **Miscellaneous**

Ms. Bartlett discussed the status of 913 B Street. This is a two story building that the City has tried to bring into the City's Unreinforced Masonry Building Ordinance for a long time. The City would like to see that the building is retrofitted. The owner has been notified that the City is ordering the building to remain vacant until the violations are corrected. A suggestion was made by one Committee Member to make it a theatre for art films.

Question was asked about rumors of the downtown Post Office closing. Ms. Bartlett said she had no knowledge of this.

Ms. Bartlett is to check into two concerns the Committee have:

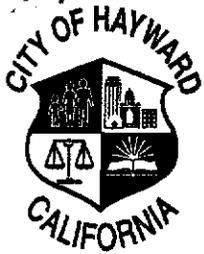
1. An old burned out house on O'Neil behind Toyota and Honda.
2. Trash can at BART Station behind City Hall.

**VI. New/General Business**

None.

**VII. Adjournment**

Michael Aahl made motion to adjourn; Carol Heard seconded. Meeting was adjourned at 8:31 p.m.



**CITY OF HAYWARD**  
**STAFF REPORT**

AGENDA DATE 01-12-05

AGENDA ITEM \_\_\_\_\_

WORK SESSION ITEM \_\_\_\_\_

**TO:** Hayward Redevelopment Area Committee  
**FROM:** Redevelopment Director  
**SUBJECT:** Election of Committee Chair and Vice Chair

**RECOMMENDATION:**

It is recommended that the Committee review this report for comment. Staff is requesting that the Committee also take action on the election of a new Committee Chair and Vice Chair.

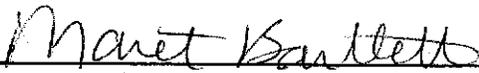
**BACKGROUND:**

Pursuant to the Committee's By-laws, the Committee elects a Chair and Vice Chair during the Committee's Annual Meeting. Due to time constraints at last year's Annual meeting, the current officers were elected on April 14, 2004 and have not served a full year; therefore, the Committee may wish to defer this election to the next meeting.

Existing office holders may be elected to serve for two consecutive terms. The current Chair is Mr. David Long, and the current Vice Chair is Ms. Sheila Junge. These members have served one term in office. Both Mr. Connell and Mr. Vandenburg have previously served as Chair, and Mr. Ahl has previously served as Vice Chair.

For your information a current roster of committee members is attached. The committee has five continuing vacancies, including two residential tenants representing the Mission/Foothill area, one business owner representing the Burbank/Cannery area, one residential owner-occupant representing the Mission/Foothill area and one commercial property owner representing the Mission/Foothill area. Staff would be happy to receive any suggestions for contacting prospective committee members that fulfill the representation requirements.

Prepared by:

  
Maret Bartlett, Redevelopment Director

Exhibits: A. Roster of HRAC Committee Members

**Exhibit A**  
**Roster of HRAC Committee Members**

**Core Area Members**

David Long  
411 "C" Street  
Hayward, CA 94541  
(510) 581-8000 (home)  
(510) 442-4213 (pager)  
Fax: (510) 582-2314

Residential Owner Occupant  
Burbank Sub-Area

Rosemarie Ramos  
24076 Park Street  
Hayward, CA 94541  
(510) 582-6493 (home)

Residential Owner Occupant  
Burbank Sub-Area

Carol Heard  
CCNC  
1900 Alameda De Las Pulgas  
San Mateo, CA 94403-1298  
(510) 538-3959 (home)  
(650) 572-4697 (work)  
Fax: (650) 638-1832  
[heardwhat@yahoo.com](mailto:heardwhat@yahoo.com)  
Work Email: [cheard@calcas.com](mailto:cheard@calcas.com)

Residential Owner Occupant  
Downtown Sub-Area  
677 Atherton Street, Hayward, CA 94541  
Note: Send notices to work address

Sheila Junge  
22741 Souza Court #4  
Hayward, CA 94541  
(510) 581-9760 (home)  
[sheilajl@concentric.net](mailto:sheilajl@concentric.net)

Residential Tenant  
Burbank Sub-Area

Michael Aahl  
4799 Beacon Hill Drive  
Castro Valley, CA 94552  
(510) 538-9131 (home)  
(510) 760-1260 (cell)  
Fax: (510) 638-6200

Commercial Property Owner  
Burbank Sub-Area

Rick Tipton  
American Hotels  
4083 Transport Street  
Palo Alto, CA 94303  
(650) 321-4106  
Fax: (650) 321-0165  
[rtipton@amhotels.com](mailto:rtipton@amhotels.com)

Community Organization, Chamber of Commerce  
Downtown Sub-Area

Bill Vandenburg  
3972 Amyx Ct.  
Hayward, CA 94542  
(510) 537-0594  
[wvandenb@csu Hayward.edu](mailto:wvandenb@csu Hayward.edu)

Community Organization, Eden Housing  
Burbank Sub-Area

Mr. Joseph Oberman  
620 Jefferson Street  
Hayward, CA 94544  
(510) 538-9989

Residential Owner Occupant  
Mission Foothill Sub-Area

Mr. Richard Ogle  
25087 Mission Blvd.  
Hayward, CA 94544-2510  
(510) 538-6700

Business Owner  
Mission Foothill Sub-Area

Mr. Dan Olson  
22104 Mission Blvd.  
Hayward, CA 94541  
(510) 538-7600  
[bugdan@pacbell.net](mailto:bugdan@pacbell.net)

Business Owner  
Mission Foothill Sub-Area

Joe Connell, President  
Moreau High School  
27170 Mission Blvd.  
Hayward, CA 94541  
(510) 881-4300  
Direct: (510) 881-4307  
Fax: (510) 537-0626  
[joeconnell@moreaucatholic.org](mailto:joeconnell@moreaucatholic.org)

Community Organization (appointed)  
Mission Foothill Sub-Area

Suzanne Cox  
24942 O'Neil Avenue  
Hayward, CA 94544  
(510) 581-4122

Residential Owner  
Mission Foothill Sub-Area



**CITY OF HAYWARD**  
**AGENDA REPORT**

AGENDA DATE 1/12/05  
AGENDA ITEM \_\_\_\_\_  
\_\_\_\_\_

**TO:** Hayward Redevelopment Area Committee  
**FROM:** Redevelopment Director  
**SUBJECT:** South Hayward BART/Mission Boulevard Concept Plan Study

**RECOMMENDATION:**

It is recommended that the Committee review and comment on this report.

**BACKGROUND:**

On October 19, 2004, the City Council authorized the hiring of several consulting firms to work with staff in preparing a concept plan for the South Hayward BART/Mission Boulevard area. Staff and the consultants are currently assembling baseline information and will review existing conditions in the study area at the initial community meeting to be held on January 19, 2005, at Treeview Elementary School. Meeting attendees will be invited to offer their comments on the issues to be addressed during the development of the concept plan. Further background on the objectives of this study is provided below.

In 2001, the City of Hayward Redevelopment Agency amended its original Downtown Redevelopment Plan to extend the boundaries of the project area to include parcels within the Foothill Boulevard and Mission Boulevard corridors. The portion of the Mission Boulevard corridor between Harder Road and Industrial Parkway includes a mix of residential and commercial land uses in structures of varied age and condition. In the vicinity of the South Hayward BART Station, opportunities still exist within walking distance of the station to encourage transit-oriented development, particularly on vacant and underutilized properties. The Redevelopment Plan implementation program calls for preparation of a conceptual plan for the South Hayward BART Station area that extends through the Dixon Road area to the Mission-Industrial intersection. Consequently, the proposed Concept Plan will focus primarily on two areas: the immediate area surrounding the BART station and an expanded area extending both north and south along Mission Boulevard.

The study area comprises approximately 240 acres. The study area is bordered by the BART tracks on the west (excluding the residential neighborhoods west of East 12<sup>th</sup> Street and north of Sorensen Road), Industrial Parkway on the south (including the triangular area on the south side), Harder Road on the north, and Mission Boulevard on the east (including commercial properties

along the east side of Mission Boulevard between Garin Avenue and Calhoun Street). The boundaries of the study area are shown in Exhibit A.

The study area will be evaluated in terms of the opportunities and constraints for future redevelopment as well as its relationship to major activity centers such as the South Hayward BART Station. A number of technical and environmental studies, including a focused traffic analysis, economic market analysis, and fiscal impact analysis, will also be undertaken by various consultants as part of this study. The study will result in the development of a conceptual design for the study area that illustrates how future redevelopment of the area could be compatible with the surrounding neighborhoods. In addition, the conceptual design will articulate an overall circulation pattern and transportation linkages for the South Hayward BART Station. The study may result in suggestions for changes to policies contained in the General Plan. It is anticipated that the concept plan will be sufficiently detailed so as to provide a framework for reviewing private sector development proposals and public agency capital improvements and related activities.

The overall planning process is expected to require approximately ten months. Community participation will be accomplished through a series of public workshops, periodic newsletters and community forums on the city's website. The initial workshop in January will have as its primary purpose the identification of issues to be addressed during the study, which will provide the basis for the formulation of goals and objectives for the area. At a second workshop in the spring, participation by study area residents, landowners and businesses will be solicited in exploring the alternative development concepts and understanding the implications of the various technical studies. The draft Concept Plan will be presented at a third community meeting later in the spring, followed by public hearings before the Planning Commission and the City Council/Agency Board in June and July. Work sessions with the City Council will be scheduled at key points during the process. Input from BART is critical to this study and a close working relationship will be maintained throughout the process. Representatives of HARD, HUSD, CSUH and Moreau High School are also invited to participate in the process.

The lead consulting firm is Community Design+Architecture (CD +A). CD +A brings a good combination of relevant firm expertise and recent project staff experience. The firm's current or recent work includes the East 14<sup>th</sup> Street South Area Development Strategy for the City of San Leandro, a Transit Village Plan for a future multi-modal rail station in the City of Palmdale, and the El Camino Real Master Design Plan with Caltrans in Palo Alto, as well as a supporting role in the Coliseum BART Transit Village Study in Oakland. There are a number of other consulting firms that will be working with CD +A during various phases of this project. This work includes studies involving economic analyses, transit and pedestrian access, traffic analyses, and visual impact analyses, as well as preparation of the environmental impact report. Strategic Economics, a Bay Area firm with expertise in regional and local economic and real estate market analyses, is conducting the market analysis that will help frame the land use alternatives and also contribute to the fiscal impact analysis.

Prepared by:

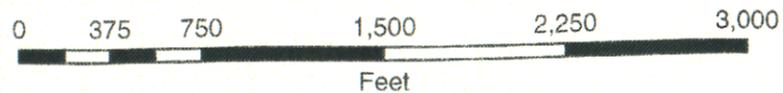
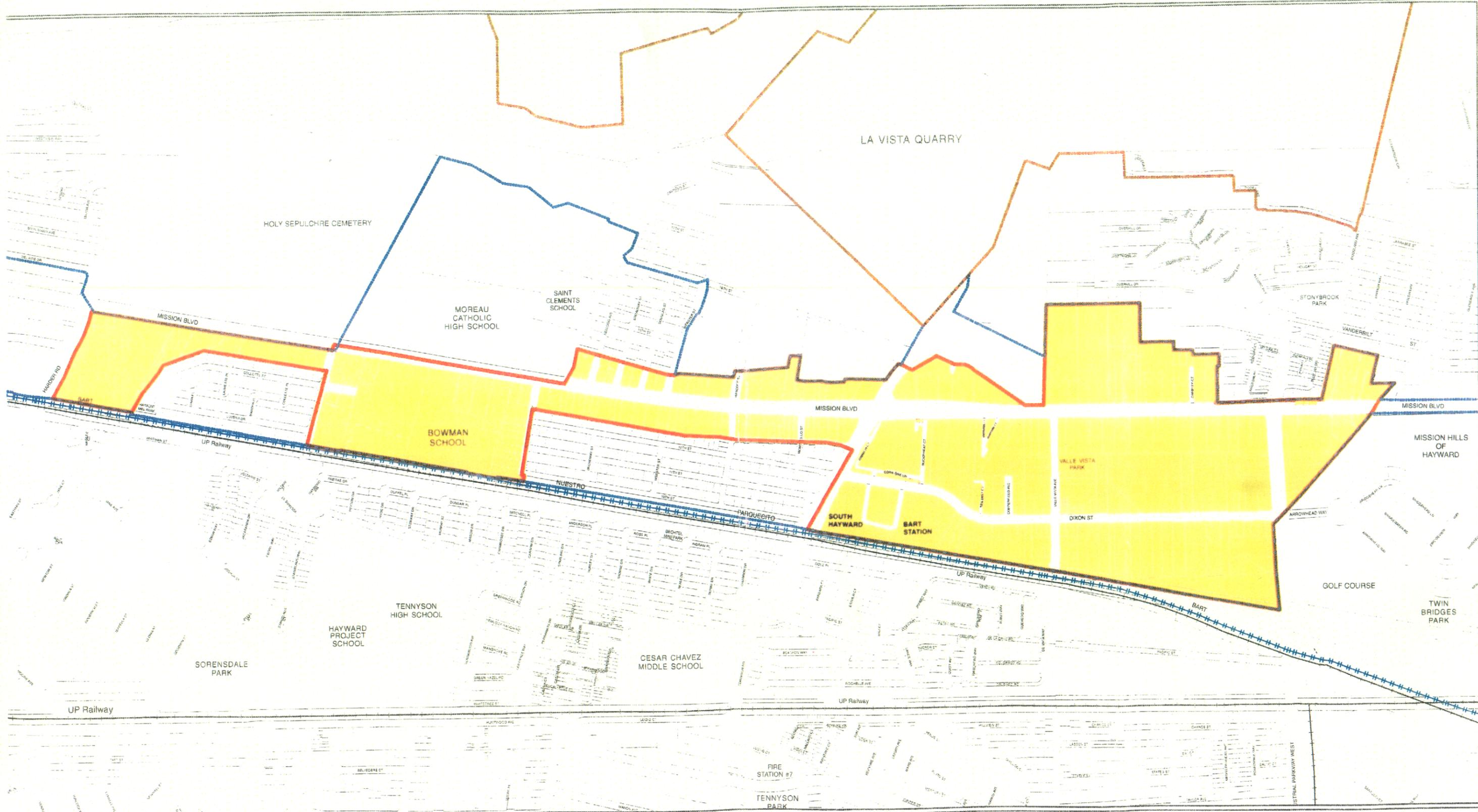
  
Maret Bartlett, Redevelopment Director

Attachments:

Exhibit A. South Hayward BART/Mission Boulevard Concept Plan Study Area

1.7.05

# South Hayward BART/Mission Boulevard Concept Plan



 Study Area Parcels

 Study Area

 Redevelopment Project Area

 City Limits