

**HAYWARD REDEVELOPMENT AREA COMMITTEE
REGULAR MEETING**

July 9, 2008 at 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 – January 9, 2008
- IV. Mission Boulevard/Route 238 Alternative Project – Public Works Update
- V. Adjournment

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

January 9, 2008

Present: David Long, Sheila Junge, Micheal Aahl, Bonnie Peyton, Rosemarie Ramos, Bill Vandenburg, Joseph Oberman, Suzanne Cox, Don Orque, Mike Brewer

Absent: Carol Heard

Staff: Maret Bartlett, Redevelopment Director; Susan Daluddung, CED Director, Suzanne Philis, Senior Secretary

Members of the Public: Mike Cox, Matthew Cox

I. Call to Order

Sheila Junge called the meeting to order at 7:05 p.m.

II. Public Comments

No Public Comments.

Sheila announced that she has being considered for a promotion and could be moving to Sacramento. She will keep the board posted, but if she does receive the promotion this would be her last meeting.

Suzanne Cox announced that she has officially resigned from the committee, she's moving to Oregon, but attending tonight's meeting so she could introduce her son who is interested in serving.

Staff announced that because Committee member Carol Heard no longer lived or worked in Hayward she would have to resign from the HRAC.

III. Approval of Minutes – July 11, 2007 and October 10, 2007

Rosemarie Ramos moved to accept the July 11 and October 10, 2007 Minutes; Bill Vandenburg seconded. Minutes were approved unanimously.

IV. Review of Redevelopment Agency Project Priorities/Mid-Term Review of 2004-2009 Five-Year Implementation Plan

CED Director Susan Daluddung started the presentation with general announcements. One of the overall priorities of the Redevelopment Agency is to constantly look for private investors to match city monies being spent on all redevelopment projects.

The properties on Mission Boulevard between Pinedale and Sycamore are being proposed for redevelopment in large part due to a previous fire, and code enforcement concerns. Bonnie Peyton said those buildings have been falling apart for years and yet they are still standing and the litter and debris continues to pile up around them. Staff said the City's new city manager and attorney are going to be more aggressive than in the past.

Maret Bartlett then began a PowerPoint presentation of current Redevelopment Agency Project Priorities starting with an overview of finances. Last October, staff reported that for FY 2009-10, the projected available fund balance is \$10.3 million.

Downtown Projects:

Cinema Place—Environmental remediation is proceeding on schedule. Bonnie asked what that meant. Staff explained that two dry cleaning businesses once existed on the land that is now Cinema Place and they left behind contaminants in the soil that now have to be removed.

Relocation of the Hayward Historical Museum—Museum staff and affiliates are preparing for a capital campaign to raise funds for the move.

Downtown Parking Lots and Structure—Completed

Tot Lot—Complete

913 B Street—City was pursuing the building owner to complete a retrofit of the building. The retrofit was finished, by the owner, and the City dropped its suit.

Retail Attraction Program—This program which received \$500,000 in funding, and staff is requesting more due to the age and deterioration of building infrastructure in the downtown area. Council has asked the Agency to look into buying the property at B and Main Streets (the old bank building).

City Center Campus—The Mika Group, from Los Angeles, recently purchased the 11-story building (known as old City Hall) and now plans on retrofitting it.

Sheila asked if the retrofit was tied into the RFP issued by the Agency on August 15, 2007, for City Center. Staff responded that no, the City had to withdraw the RFP because of this transaction. Once documents are settled the City would like to work with the Mika Group to improve the site.

Bill asked about the mini loop in regards to City Center Campus; has there been any economic impact studies. Staff said no, there have been no studies.

Micheal Aahl asked if the state wants the loop and Susan Daluddung said yes; not only is the state is pushing for the loop, they are funding it. The choice was either to do nothing or to try the loop; once the loop is finished, the state will relinquish 238 to the City. The City can then regulate speed limits on Mission Boulevard, change it back to the way it was, or change it to something different.

BART-owned site at A and Montgomery—BART is considering selling the site and the City is considering purchasing the site for retail use or perhaps a new Centennial Hall.

Hathaway Avenue Industrial Properties—When the Cannery Area Design Plan was developed this area was supposed to become a Big Box retail site. Big Box Retail is still being considered, but all funding would have to come from private developers.

Residual Burbank School Site—Citation Homes is still moving forward with a residential development; they are currently working with City to fine-tune design.

Cannery Area Pedestrian Bridge and C Street Landscaping—Neither are included on the Implementation Plan but they could be. The bridge will connect Centennial Park to Cannery Park.

North Mission Revitalization Strategy—This project hasn't yet been prioritized and would be coupled with the County's unincorporated street improvements.

Staff began talking about Priority Project by showing a map of the Redevelopment Project Area. The map included Mission Boulevard which brought up a question from Bonnie about containing auto row to a set area rather than allowing it to spread piecemeal up and down Mission because the car dealerships usually aren't attractive. Michael asked why auto row isn't closer to the freeway. He said the auto malls in Fremont and San Leandro are killing Hayward's car dealerships.

Mission Autorow—Improvements to Mission Boulevard won't start for a couple of years staff said. Because the dealerships are struggling financially, the City has approved a new banner program effective immediately. In the meantime,

sidewalks are going to be replaced, trees and street lighting added and improvements made to medians.

Mayar Properties—The Mayar Properties, as they are commonly referred to, include two houses and the former Hayward Plunge Bar. Staff wanted to know if the Jack in the Box on the corner should be included in the redevelopment plan. Bonnie said the restaurant is a “good neighbor”, but the rest of the retail buildings and business in the strip should go including the photo shop across the street from Jack in the Box.

South Hayward BART—The City Council would like to review the South Hayward BART plan, and potentially reconsider density amounts, specific design forms, market feasibilities and fiscal impacts for this area.

Joseph said that Moreau Catholic High School is planning on moving a traffic signal so parents and students can turn directly into the school’s parking lot, but the signal at Jefferson will be eliminated in the process. That means that residents will have to go all the way to Valle Vista Ave. to turn around.

Speaking of traffic, Bonnie said, the mini loop planned for downtown will have “major impacts” on land use up and down Mission because of the traffic controls.

Joseph asked about the plan to convert the Valle Vista roller rink into senior housing. Staff replied that the owner has postponed that plan indefinitely. No plans have been submitted for the Holiday Bowl to date either. David Long asked about the redevelopment of the apartment buildings behind the old bowling alley. They are very old and look shabby.

Sheila wants the City to stop residential development at Route 92 and all housing in general. Why not create more mixed-use developments, she asked, or wait and build more businesses. For example, she said, the Holiday Bowl is a perfect location for retail or maybe mixed-use, but not for more housing. Rosemarie suggested a gaming/golf center for the Bowl location.

Bonnie loves the Hayward Greenbelt and asked staff is the City is going to incorporate more green space in the future plans. Staff replied yes.

Rosemarie asked about recreational redevelopment of the San Lorenzo Creek to drive out the homeless and all the litter that they create. David said that area is really not safe for anyone, men or women. Susan Daluddung said that’s due to the design and layout of the area. Bonnie asked about the “Friends of the San Lorenzo Creek”? Sheila said the people who own homes along the creek were totally against it because they didn’t want to invite more trouble so close to home.

Bill said there are at least five different organizations overseeing the creek area (Dept. of Fish and Game, etc.) but that the City of Hayward hasn't been a participant.

Bill said that he hopes the improvements made to Route 238 aren't just about traffic. He wants the City to create an entrance to Hayward that residents and business owners can be proud of. David said 238 is why he's on the committee; any decisions the City makes directly impacts his home and his community.

VII. Adjournment

Suzanne introduced her son, Matthew Cox, but because of the time he was invited back to the next meeting.

Michael Aahl motioned to adjourn, unanimously seconded by committee. Meeting adjourned at 8:47pm.