

**HAYWARD REDEVELOPMENT AREA COMMITTEE
REGULAR MEETING**

January 12, 2011 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 of October 13, 2010 Meeting
- IV. "B" and Grand Senior Housing Project – Conceptual Approval
- V. Follow-up discussion from the Redevelopment Agency Board/HRAC Joint Work Session on December 14, 2010
- VI. Adjournment

Minutes
Hayward Redevelopment Area Committee (HRAC)
Regular Meeting
October 13, 2010

Present: David Long, Don Orque (Chair), Rosemarie Ramos, and Bill Vandenburgh, Mike Brewer, and Terry Lee.

Absent: Michael Aahl,

Staff: Maret Bartlett, Redevelopment Director
John DeClercq, Project Manager South Hayward BART TOD

Others: Barbara Halliday, Councilmember
Kim Huggett, Executive Director, Hayward Chamber of Commerce

I. Call to Order

The meeting called to order by the Chair at 7:08 p.m.

II. Public Comments

Mr. Kim Huggett, the new Executive Director of the Hayward Chamber of Commerce, introduced himself.

III. Approval of Minutes

Mr. Vandenburgh made a motion to approve the minutes of the July 14, 2010, meeting. Ms. Ramos seconded the motion and the minutes were approved unanimously.

IV. Update on the South Hayward BART Transit-Oriented Development Project

Mr. John DeClercq, provided an update of this project, including a Power Point presentation. The update focused on the current status and challenges of financing for the project. Mr. DeClercq noted that while there are challenges in providing the redevelopment infrastructure financing, staff and its consultants have been meeting with the developer, Wittek-Montana, to discuss possibilities for additional private front-end investment. Construction of the affordable housing, the grocery store, BART replacement parking, and other public parking are first-phase project components necessary to secure BART's participation and the State Proposition 1-C funds, while the market-rate housing components are likely to be completed in later phases, as the housing market improves.

V. Discussion: HRAC Membership, Participation, and Communication with City Council/Redevelopment Agency Board

Maret Bartlett and Councilmember Barbara Halliday provided an introduction to this discussion. This discussion results from the recent decision by the City Council to combine three committees: the Council Downtown Committee (CDC), the Economic Development Committee (EDC), and the City Council Commercial Center Improvement Committee (CCCIC) into one new committee, the Council Economic Development Committee (CEDC). The City Council elected not to include the HRAC in this committee, but requested that staff meet with the HRAC to explore ways to improve communications with the City Council, including participation by the HRAC in quarterly meetings with the CEDC on topics of mutual interest to both committees.

Councilmember Halliday indicated that as a result of HRAC member comments reported earlier in the year concerning a lack of direct communication between the HRAC and City Council, she has volunteered to serve as City Council liaison to the HRAC, and is present at this meeting to see if there is interest among the HRAC members in her serving. She also noted that the 7:00 pm meeting time of the HRAC could provide a draw for other members of the community who have an interest in voicing concerns and opinions regarding the downtown and its vicinity, and used to participate in the CDC. She proposed that the HRAC meetings be better publicized in order to draw more of the interested public to the HRAC meetings.

Councilmember Halliday also proposed that the HRAC consider a joint work session with the City Council/Agency Board once per year. As a trial work session, she proposed that the Agency Board and HRAC meet in work session on the same night that the City Council/Agency Board considers the Agency's Annual Report. Ms. Halliday noted that it would be preferable if this work session could be held in Room 2-A, which is more informal than the Council Chambers. Maret Bartlett noted that this year's Annual Report is currently scheduled for consideration on December 14th. After discussion, and by general consensus, the HRAC agreed to the joint work session.

Members noted the following concerns, which may be topics for discussion: 1) Route 238 Improvement Update, schedule and impacts on downtown businesses, 2) status of the Green Shutter Hotel and its impact on downtown, 3) status of downtown retail in general and management of the downtown theater.

Regarding joint meetings with the CEDC, it is unclear whether the CEDC will continue to hold its meetings at 4:00 pm, or move them to an evening time slot. It was noted that the HRAC meets quarterly now, and the proposed quarterly meetings with the CEDC might be more than is necessary or desirable. HRAC

members may be interested in attending joint meetings with the CEDC up to two times per year.

Regarding HRAC membership, Ms. Bartlett noted that she has received an e-mail referral and one application for membership in the HRAC. These potential members could be contacted and scheduled for an interview by the HRAC at the next meeting. Ms. Bartlett noted that the HRAC needs more member representation from the Mission-Foothill area. It was suggested by HRAC members that staff contact remaining auto dealers to determine if they are interested to serve on the HRAC, and Ms. Bartlett said that she would do that.

Ms. Halliday thanked the HRAC for inviting her to serve on the committee as a Council liaison.

VII. Adjournment

The meeting was adjourned at 8:40 pm.



DATE: January 12, 2011

TO: Redevelopment Advisory Committee Members

FROM: Kelly McAdoo Morariu, Assistant City Manager *KEM*

SUBJECT: “B” and Grand Senior Housing Project – Conceptual Approval

RECOMMENDATION

That the Hayward Redevelopment Area Committee review and give conceptual approval to a proposed very low income senior housing project at the corner of “B” Street and Grand Avenue in Downtown Hayward.

BACKGROUND

In 2008 according to the *California Statistical Abstract*¹ the population of Hayward was 149,205. If approximately 10% of the population in Hayward is aged 65 or older (2000 U.S. Census)², then there are approximately 15,000 City residents who may require senior housing. If only 30% of Hayward’s estimated senior population require *affordable* housing units, then over 2,250 units would currently be needed to house this population assuming that each senior household had two persons. There are approximately 460 affordable housing units currently reserved for seniors in Hayward (1,790 unit current gap). The need for affordable senior housing will continue to rise as demographic trends point to an aging population.

California Redevelopment Law requires the Redevelopment Agency dedicate 20% of its proceeds for use in its Low and Moderate Income Housing Fund to increase, improve, and preserve low and moderate income housing. Senior and family housing remain one of the most pressing affordable housing needs for use of Agency housing funds.

In July of 2010, Citation Homes deeded a small parcel located at 581 “B” Street (“Site”) as an in-lieu payment for having to produce 22 affordable housing units at the Cannery Place housing project. Owing to the small .17 acre size of the parcel, the Redevelopment Agency has chosen to partner with Eden Housing, Inc., to develop the Site as a 22-unit addition to an existing affordable senior housing project located at “A” and Grand Streets. Partnering with the adjacent senior housing project will allow for cost savings through shared facilities and parking. Shared facilities will also allow for the 22-units of senior housing to be constructed on a constrained site.

¹ http://www.dof.ca.gov/HTML/FS_DATA/STAT-ABS/documents/CaliforniaStatisticalAbstract2008.pdf

² <http://www.census.gov/acs/www/>

Development of the Project was a 2010 priority set for the Redevelopment Agency by the Executive Board.

DISCUSSION

The 22-unit affordable senior project at “B” and Grand (“Project”) will be made available to seniors 55 and older who are earning at-or-below 50% of the Alameda County median income (or \$31,650 for a one-person household in 2010). Project units will be protected via legal covenants for a period of 55 years.

The Project will generally adhere to a modified Craftsman architecture. The height of the two-story building will be stepped back along “B” Street to be more complimentary to the residential units across the street. The Project will offer recreation spaces and outdoor open space to tenants as well as access to the facilities at the adjacent “C” and Grand senior project. A large redwood tree located on-site has been incorporated into the Project design. The attached site map and elevations (to be provided at the meeting) will give a general idea as to the form and layout of the final project.

NEXT STEPS

Agency staff is negotiating a 55-year residual receipts loan with Eden Housing to finance the Project. The land, already donated to the Redevelopment Agency for the purposes of affordable housing, will be sold to Eden Housing for \$1 in exchange for the 22 affordable housing units. The Redevelopment Agency’s total subsidy for the project is estimated at \$1.6 million (or approximately \$73,000 a unit in subsidy) and will be taken from HOME Investment Partnership Act funds. Eden Housing will raise developer equity in the amount of \$8.5 million. The Agency will enjoy an approximate 5:1 funding match for the Project.

Attachment: Map

