



CITY OF HAYWARD
AGENDA REPORT

AGENDA DATE 06/27/00
AGENDA ITEM 7
WORK SESSION ITEM _____

TO: Redevelopment Agency Board Members
FROM: Director of Community and Economic Development
SUBJECT: Authorization for Executive Director to Execute an Agreement for Professional Services to Prepare a Design Concept for the Cannery Area

RECOMMENDATION:

It is recommended that the Agency Board authorize the Executive Director to execute an agreement for professional services with Solomon E.T.C. to prepare a Design Concept for the Cannery Area and that the Board appropriate \$155,000 for that purpose.

BACKGROUND:

In 1998, the Agency amended its original Downtown Redevelopment Plan to add approximately 370 acres of the adjoining Burbank Neighborhood to the project area. The Burbank Neighborhood includes a mix of residential, commercial and industrial land uses in structures of varied age and condition. The Redevelopment Plan amendment served as a first step in designing a long-term reuse strategy for the older industrial properties encompassed in the project area.

Located between Downtown and I-880, these older industrial properties generally referred to as the Cannery Area could be developed into an exciting mixed-use residential/commercial area that complements the revitalization of the Downtown. The City also seeks to strengthen the link between the Amtrak station on the western side of the Burbank Neighborhood and the Downtown Hayward BART station on the eastern side, thereby encouraging more transit-oriented development. Economic pressures for residential and retail development, as well as recent indications that the current industrial uses may no longer be viable in this location, have spurred the Agency to move forward with an expedited planning process for the transition of these older industrial areas. In view of the very real opportunities for development in the short-term, the Agency is undertaking this study to formulate a policy framework that will serve as a baseline for entertaining development applications in this area.

On two occasions, in November 1999 and February 2000, the Council Downtown Committee considered and gave positive feedback regarding the need to undertake a planning effort to guide reuse of the older industrial areas encompassed in the expanded Redevelopment Project Area. Staff has proceeded to further refine the study area boundaries, define the study objectives, outline a process for development of a conceptual urban design plan, and issue a Request for Proposals (RFP) from urban design firms.

Description of the Study Area

The Cannery Study Area, which comprises approximately 120 acres, includes three distinct older industrial areas bordering the Burbank Neighborhood (see Exhibit A). Area 1 comprises about 36 acres and is located north of West A Street between the Union Pacific railroad tracks and Hathaway Avenue. Major businesses include the Owens/Brockway glass recycling plant, a Business Costco, and several storage facilities. Area 2 comprises approximately 73 acres and is located south of West A Street along both sides of the Union Pacific railroad tracks, extending to Amador Street on the west, Filbert Street on the east, and Winton Avenue on the south. Major businesses in this area include Select Foods (refrigerated warehousing), United Can (coating plant), GSC Logistics and Foster Farms (distribution and warehousing facilities). Area 3 includes about 11 acres generally located along C Street between Grand Street and Alice Street, just west of the Downtown Hayward BART Station. There are over 30 property owners in this portion of the study area, reflecting the numerous automotive repair and related establishments located on small parcels.

Study Objectives

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 Downtown area and Winton Avenue governmental complex. Various technical and environmental studies, such as a focused traffic analysis, basic economic market analysis, and the equivalent of a Phase I hazardous materials analysis, will be undertaken as part of this study. The study will result in the development of a broad-brush, conceptual design that provides a vision for the study area and illustrates how future redevelopment of the area could be integrated with the surrounding neighborhoods. In addition, the conceptual design will articulate possible circulation patterns and transportation linkages to the Downtown BART Station area, Amtrak Intercity rail station and the Winton Avenue governmental complex. The design concept will be integrated with adopted city policies contained in the Burbank and Santa Clara Neighborhood Plans as well as the General Plan, particularly the Growth Management Element. The design concept will include a land use diagram and circulation network as well as overall design guidelines. The design concept will be sufficiently detailed so as to provide a framework for reviewing private sector development proposals and public agency capital improvements and related activities.

Planning Process

The planning process is expected to require approximately six months. A timeline for the process is provided in Exhibit B. Community participation will be accomplished through a series of public workshops. Participation by the Hayward Redevelopment Area Committee, residents, landowners and businesses will be solicited in exploring alternative development concepts, understanding the implications of the technical studies, and formulating a vision for the area. Once a plan is drafted, it will be presented for public review and comment at meetings of the Hayward Redevelopment Area Committee and City Council Downtown Committee and at public hearings before the Planning Commission and Redevelopment Agency/City Council.

On May 16, 2000, staff held a meeting with owners of the larger parcels in the Cannery area in order to inform them of the planning process being undertaken and get their reactions to the proposed timeline. Representatives of six major properties attended, including representatives of four major property holders in Area 2, the historic cannery site between A Street and Winton Avenue. In general, all in attendance were supportive of the concept of developing a design plan for the area and indicated that the year-end timeframe for completion was very reasonable. Staff has scheduled a work session for Council discussion of the Cannery Area development issues for July 25, 2000.

Recommendation on Consultant

The Request for Proposals generated responses from five well-respected firms in the Bay Area. All five firms were interviewed by city staff. Staff is recommending that the firm of Solomon E.T.C. Architecture and Urban Design be selected as the prime consultant for this study. Council will recall that Solomon, Inc., the precursor to Solomon E.T.C., prepared the Downtown Core Area Plan adopted by the City Council in 1992. The subconsultants include Economic and Planning Systems, which will perform the economic and market analysis, and Deakin, Harvey, Skabardonis, Inc., which will perform the circulation and transit analysis. The total cost of the scope of work proposed by Solomon E.T.C. is approximately \$155,000. The consultants have indicated they will be able to complete their work by the end of the calendar year. There are sufficient balances in the Redevelopment Fund to support this expenditure.

Prepared by:



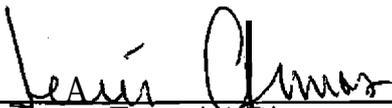
Gary Calame, Senior Planner

Recommended by:



Sylvia Ehrenthal
Director of Community and Economic Development

Approved by:



Jesus Armas, Executive Director

Attachments:

- Exhibit A Map of Cannery Study Area
- Resolution

D R A E T



HAYWARD CITY COUNCIL

RESOLUTION NO.

Introduced by Council Member _____

RESOLUTION AUTHORIZING THE EXECUTIVE DIRECTOR TO EXECUTE INTO AN AGREEMENT FOR PROFESSIONAL SERVICES WITH SOLOMON E.T.C. TO PREPARE A DESIGN CONCEPT FOR THE CANNERY ROW AREA

BE IT RESOLVED by the City Council of the City of Hayward that the Executive Director is authorized and directed, on behalf of the City of Hayward, to enter into and execute an agreement for professional services with Solomon E.T.C., in an amount not to exceed \$155,000, to prepare a Design Concept for the Cannery Study Area which comprises the approximately 120 acres shown on the attached map (Exhibit A) and in accordance with the tin-reline process proposal attached (Exhibit B) so that the area may be evaluated for future redevelopment, in a form to be approved by the City Attorney.

IN COUNCIL, HAYWARD, CALIFORNIA _____, 2000

ADOPTED BY THE FOLLOWING VOTE:

AYES:

NOES:

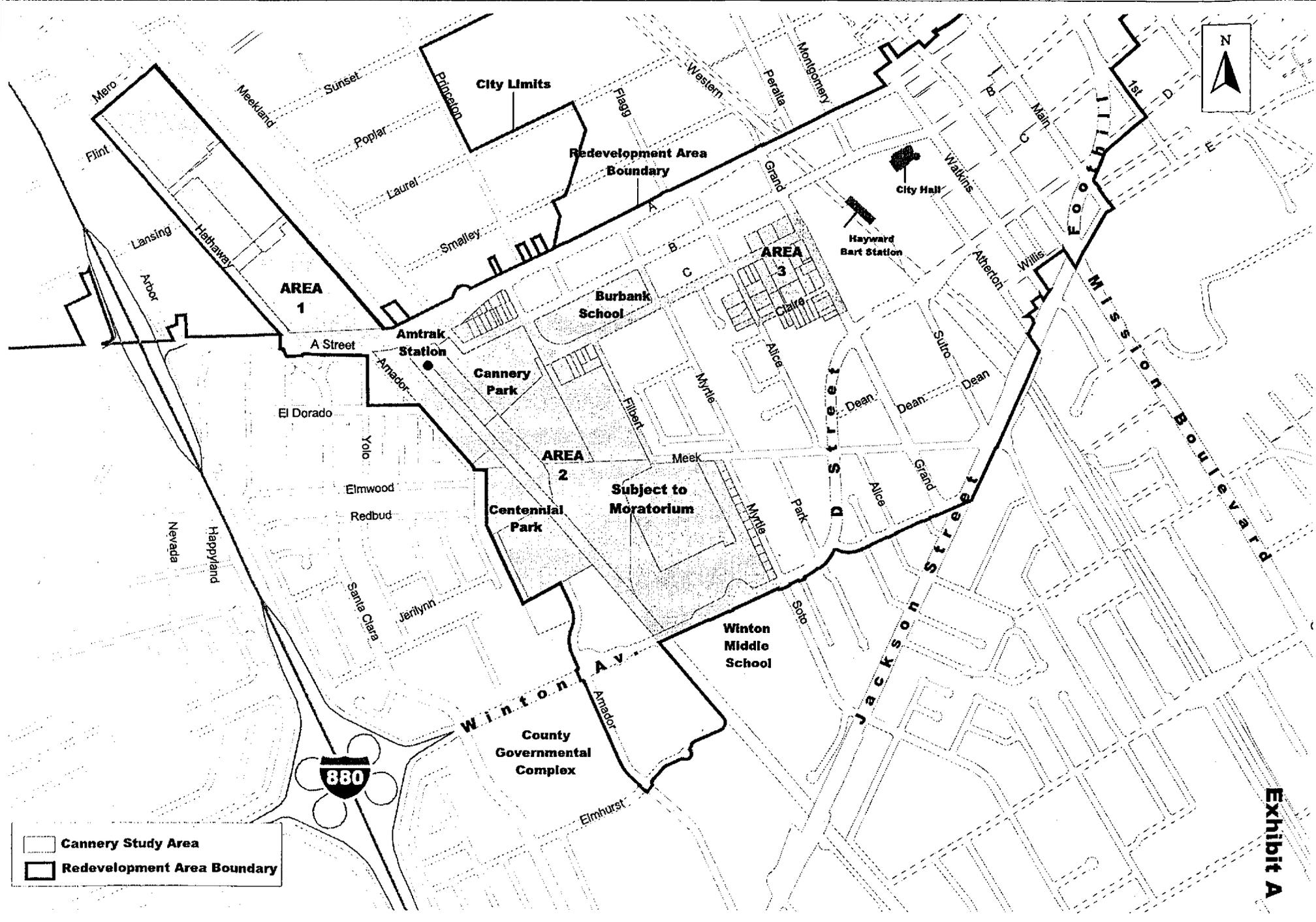
ABSTAIN:

ABSENT:

ATTEST: _____
City Clerk of the City of Hayward

APPROVED AS TO FORM:

City Attorney of the City of Hayward



Cannery Study Area



Exhibit A

**Timeline for Proposed Planning Process
Cannery Area Design Plan**

February 28, 2000	City Council Downtown Committee concurs with staff recommendation to prepare informal Request for Proposals
April 12, 2000	Issuance of Request for Proposals
April 24, 2000	Pre-Proposal conference
May 5, 2000	Deadline for receipt of Proposals
May 22, 2000	Consultant interviews
June 27, 2000	Selection of consultant
July 25, 2000	City Council Work Session on Cannery Area Development Policy Issues
July 27, 2000	Public Workshop #1
September, 2000	Public Workshop #2
October, 2000	City Council Downtown Committee presentation
October, 2000	Circulation of CEQA documents
November, 2000	Planning Commission public hearing
December, 2000	City Council/Redevelopment Agency public hearing