



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

AGENDA DATE 11/14/06  
AGENDA ITEM 4  
WORK SESSION ITEM \_\_\_\_\_

**TO:** Mayor and City Council  
**FROM:** Director of Community and Economic Development  
**SUBJECT:** Authorization for City Manager to Execute a Professional Services Agreement for South of Route 92 Specific Plan Amendment Study

**RECOMMENDATION:**

It is recommended that the City Council adopt the attached resolution authorizing the City Manager to execute an agreement with Pacific Municipal Consultants to evaluate potential revisions to the South of Route 92 Specific Plan, in an amount not to exceed \$160,000.

**BACKGROUND:**

The South of Route 92 Specific Plan was originally adopted in 1998. As Council may recall, the Specific Plan provided for a mixed-use development consisting of a business park, high-quality single-family housing, light manufacturing, open space and a 25-acre sports park on 333.5 acres. The primary objective of the Specific Plan was to expand the supply of owner-occupied housing and create opportunities for businesses that provide higher wage jobs and/or sales tax revenues to develop and expand in Hayward. The sports park and the Eden Shores residential community have been completed. In November of 2005, the Specific Plan was amended to allow for residential development (Eden Shores East) in the area formerly designated for light manufacturing just east of the railroad tracks. More recently, interest has been expressed by property owners of the remaining undeveloped acreage to explore other potential land uses in addition to the current Business Park and Commercial Retail zoning designations (see Exhibit A).

As noted at the recent work session, the purpose of the proposed study is to evaluate potential revisions to the Specific Plan which would allow for consideration of a greater variety of land uses within the approximately 60 acres bordering Hesperian Boulevard and Industrial Boulevard. This study may result in proposed amendments to the Specific Plan, as well as related amendments to the General Plan, Zoning Ordinance, and Development Guidelines. Tasks to be completed as part of the study include preparation of a market analysis, formulation of three land use alternatives, fiscal impact analyses for each alternative, traffic analyses for each alternative, and an environmental analysis of the recommended alternative. The analyses will incorporate and update results of previous reports and technical studies whenever appropriate.

The consultants will perform the above studies with coordination provided by the city's project manager. The estimated budget for the study includes \$60,000 for the project manager and \$160,000 for the studies. All costs associated with this study will be borne by the property owner.

The timeline for completion of the study is approximately nine months, with public hearings before the Planning Commission and City Council envisioned in July of 2007. Work sessions with the Council and Commission will be scheduled to provide updates on the study and obtain direction as appropriate. In addition, opportunities for public review and comment will be provided at key points in the process. An initial community meeting is planned for November 29. Residents from Eden Shores, as well as nearby property owners will be notified of the meeting.

#### Recommendation on Consultants

The Request for Proposals was distributed to fourteen planning and economic consulting firms in the Bay Area. A number of firms indicated that their current work load would preclude them from submitting a proposal. Representatives from five firms attended the pre-proposal conference; however, only one firm submitted a proposal. Pacific Municipal Consultants and other members of their team participated in an oral interview with city staff on October 30, 2006. Upon further review of their proposal and contacts with selected references, staff recommends the team led by Pacific Municipal Consultants (PMC) as consultants for the study. Staff believes PMC possesses the relevant firm expertise and recent project staff experience to successfully complete the study.

Similar assignments performed by PMC include work on the Napa County General Plan Update and fiscal impact studies for an annexation to the City of Santa Rosa. PMC is currently engaged in the preparation of a specific plan for the City of Stockton. In 2005, PMC staff completed the Mitigated Negative Declaration for the Eden Shores East project. The subconsultants working with PMC during key phases of this project include the economic consulting firm of Keyser Marston Associates, conducting the market feasibility analysis, and the firm of DKS Associates, performing the required traffic analyses. All are established, well-respected firms in the Bay Area. The cost of the scope of work proposed by the PMC team is within the estimate of \$160,000 for the study. PMC has indicated their team will be able to complete the work within the above timeframe.

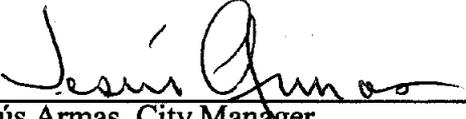
Prepared by:

  
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David Rizk, Planning Manager

Recommended by:

  
\_\_\_\_\_  
Susan J. Daluddung  
Director of Community and Economic Development

Approved by:

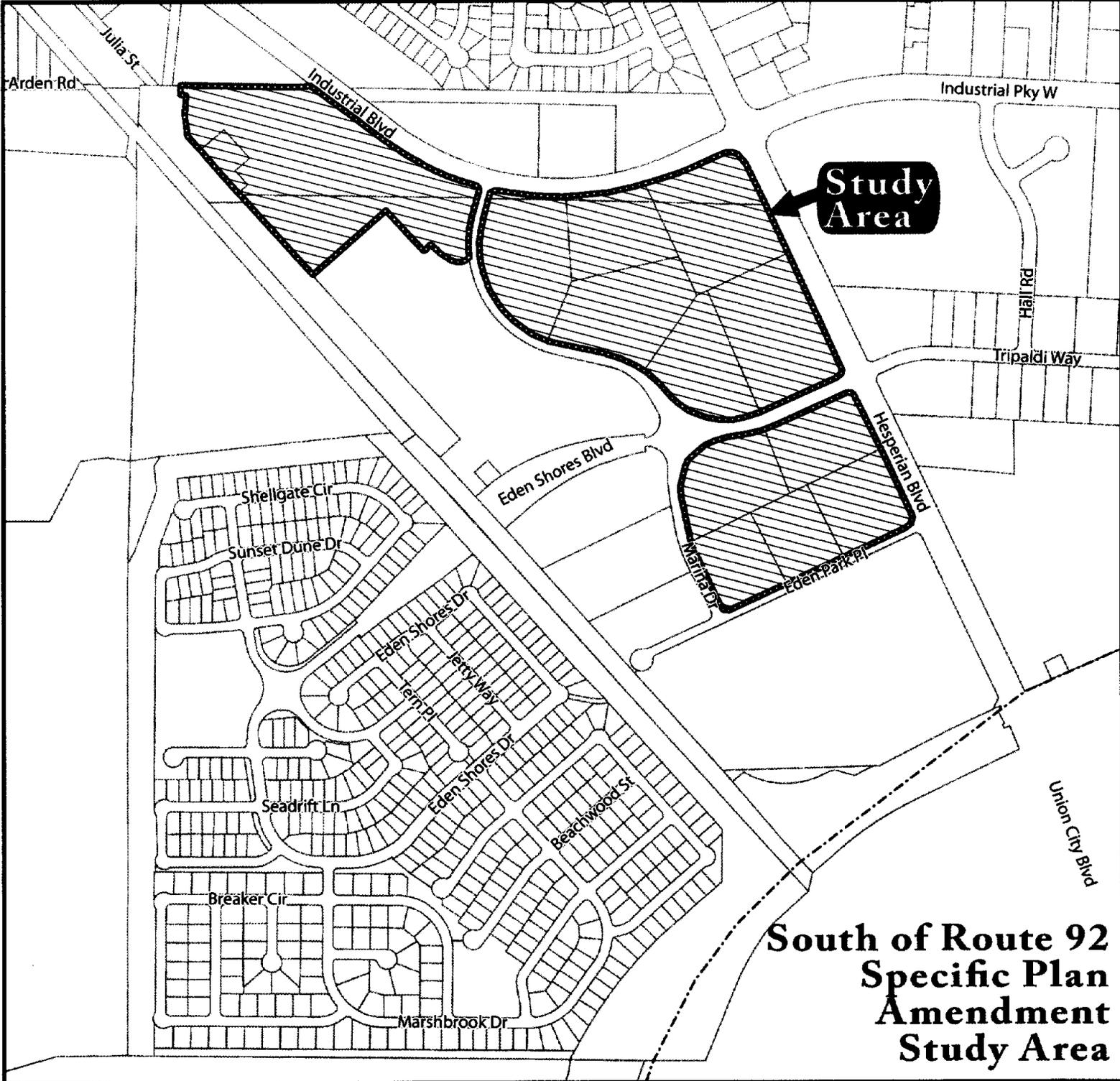


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Jesús Armas, City Manager

Attachments:

Exhibit A. South of Route 92 Specific Plan Amendment Study Area  
Draft Resolution

11.9.06



**South of Route 92  
Specific Plan  
Amendment  
Study Area**

# DRAFT

HAYWARD CITY COUNCIL

RESOLUTION NO. \_\_\_\_\_

Introduced by Council Member \_\_\_\_\_

*True*  
*11/1/06*

RESOLUTION AUTHORIZING THE CITY MANAGER TO NEGOTIATE AND EXECUTE AN AGREEMENT BETWEEN THE CITY OF HAYWARD AND PACIFIC MUNICIPAL CONSULTANTS (PMC) FOR PROFESSIONAL SERVICES TO EVALUATE POTENTIAL REVISIONS TO THE SOUTH OF 92 SPECIFIC PLAN

BE IT RESOLVED by the City Council of the City of Hayward that the City Manager is hereby authorized and directed to negotiate and execute on behalf of the City of Hayward an agreement with Pacific Municipal Consultants for professional services to evaluate potential revisions to the South of 92 Specific Plan, in an amount not to exceed \$160,000, in a form to be approved by the City Attorney.

IN COUNCIL, HAYWARD, CALIFORNIA \_\_\_\_\_, 2006

ADOPTED BY THE FOLLOWING VOTE:

AYES: COUNCIL MEMBERS:  
MAYOR:

NOES: COUNCIL MEMBERS:

ABSTAIN: COUNCIL MEMBERS:

ABSENT: COUNCIL MEMBERS:

ATTEST: \_\_\_\_\_  
City Clerk of the City of Hayward

APPROVED AS TO FORM:

\_\_\_\_\_  
City Attorney of the City of Hayward