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DATE: September 25, 2007
TO: Mayor and City Council
FROM: Director of Community and Economic Development
SUBJECT: Route 238 Land Use Study – Community Meeting Overview

RECOMMENDATION

That Council reads and comments on this report.

BACKGROUND

Overview of the Study Process and Timeline

The City was awarded a \$250,000 grant from Caltrans to conduct a land use study of the Route 238 Bypass right-of-way parcels (see map, Attachment A). On October 17, 2006, the City Council adopted resolutions authorizing the City Manager to execute an agreement with the State for the study.

At a November 14, 2006 joint work session, the City Council and Planning Commission reviewed the proposed scope for the land use study, which will include preparation of land use alternatives, circulation and traffic analysis and a market and fiscal impact analysis. The study and related technical assessments will be used to develop alternative land use scenarios for review, which will lead to anticipated changes to the General Plan and Zoning designations for the study area properties, all of which are owned by the State. A related program-level Environmental Impact Report (EIR) will also be prepared to assess impacts associated with development in accordance with proposed General Plan and Zoning designations associated with the land use scenarios. Properties in the approximately 350 acre study area currently have General Plan and Zoning designations (see Attachments B and C) and the main purpose of the study will be to assess whether those designations are appropriate and reflect the City's policies and vision.

A Request for Proposals was distributed to thirteen planning and consulting firms in the Bay Area. Representatives from 10 firms attended the pre-proposal conference on May 14, 2007. Three firms submitted proposals and interviews were held with those firms on May 29, 2007.

At the June 26, 2007 City Council meeting, staff recommended and the City Council authorized that the team lead by Community Design and Architecture (CD+A) be selected as consultants for the study.

Staff has formed two committees, an Agency Executive Committee (AEC) and a Technical Advisory Committee (TAC), to assist in the review of the land use study. Both committees include representatives from Caltrans, Alameda County, Hayward Area Recreation and Park District, Hayward Unified School District, and California State University. The Agency Executive Committee is comprised of high level officials from the agencies whereas the TAC is comprised of technical staff from each agency. The Agency Executive Committee has held two meetings, one of which included a walking/driving tour of the study parcels. The Technical Advisory Committee has met once and representatives also attended the walking/driving tour. It is anticipated that the Agency Executive Committee will meet every other month and will guide policy decisions relative to the land use study as it impacts their respective agencies. The Technical Advisory Committee will meet once a month and will be reviewing sections of the land use study and providing technical input as the study progresses.

The timeline for completion of the study and EIR is approximately seventeen months, with public hearings before the Planning Commission and City Council envisioned for the latter part of 2008 and early part of 2009. Per terms of the Caltrans grant, the final land use study must be submitted to Caltrans by February of 2009.

Community Meetings

A series of community meetings are planned at key points in the study process to obtain input from the community. The first community meeting will be held on October 3, 2007 from 6:30-9:00pm in the main hall at Centennial Hall.

The focus of the first community meeting will be to provide an overview of the study process and timeline for completion of the study, as well as receive input from the public on what key issues should be considered as the study progresses. CD+A will present existing conditions information including a description of the existing General Plan and Zoning designations for the various properties, identification of the existing land uses, as well as a description of the topography and other site constraints. Information will also be presented related to intersections proposed to be studied, existing traffic counts, transit routes and pedestrian and bicycle routes and connectivity. Lastly, CD+A will present information related to opportunities that may influence future land use designations for the properties, including providing a description of existing assets or features, such as location of schools, parks, and the Japanese Gardens adjacent to the northern portion of the study area. Information related to these topic areas will be presented to the City Council at the work session.

Working with the consultant team, staff will then develop a limited number of land use alternatives, based on results of a market analysis, direction from the City Council, and input from the public and various agencies. Housing opportunities will be identified through analysis of potential development sites. Utilizing information from various sources, including the City's geographic information system, sites that represent opportunities for open space will also be identified by the

consultant team. Areas that contain the Hayward earthquake fault trace are an example of such opportunity areas.

FISCAL IMPACT

Funds totaling \$300,000 have been allocated for preparation of the land use study. An additional \$106,550 was appropriated from the General Fund to cover the costs associated with preparing the Environmental Impact Report. At the September 7, 2007 Alameda County Transportation Authority (ACTA) Work Program Committee meeting, ACTA staff recommended the committee authorize staff to negotiate and execute a Project Funding Agreement with the City to provide \$100,000 for preparation of the Environmental Impact Report, which will offset General Fund expenditures for this purpose. It should also be noted that revenue from the eventual sales of the State-owned right-of-way associated with the State Route 238 Bypass will be used to fund a Local Alternative Transportation Improvement Program (LATIP), subject to approval by the California Transportation Commission (CTC). Prioritized transportation projects associated with the LATIP include the Route 238 Corridor Improvement Project.

NEXT STEPS

Preparation of the land use study will continue. To provide further guidance in developing recommended land use scenarios, a market analysis will be completed by the consultant team that will identify market feasibility for a variety of land uses, with particular consideration given to land uses that meet the goals and objectives of the General Plan.

At least three additional community meetings, the next of which is anticipated in early 2008, are planned at various stages in the study process to obtain input from surrounding property owners and other interested parties.

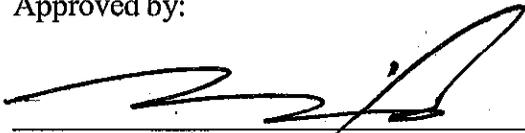
Prepared by:


Sara Buizer, AICP, Senior Planner

Recommended by:


Susan J. Daluddung, Ph.D.
Director of Community and Economic Development

Approved by:



Fran David, Acting City Manager

- Attachments:
- Exhibit A. Route 238 Study Area Parcels
 - Exhibit B. Existing General Plan Land Use Designations for Study Area Parcels
 - Exhibit C. Existing Zoning Designations for Study Area Parcels
 - Exhibit D. Draft Agenda for Community Meeting #1

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Route 238 Corridor Land Use Study

Community Meeting #1

**Wednesday, October 3, 2007
6:30 p.m. – 9:00 p.m.
Centennial Hall – Main Hall
22292 Foothill Boulevard**

AGENDA

1. Welcome and Introductions (10 min)
Susan Daluddung, Community and Economic Development Director
2. Overview of Study Process and Timeline (10 min)
Sara Buizer, Senior Planner
3. Presentation on Existing Conditions/Opportunities in the Study Area (60 min)
*Tim Rood, Community Design + Architecture, Inc.
Damian Stefanakis, Dowling Associates, Inc.*
4. Questions and Answers (20 min)
All Staff / Consultant
5. Next Steps in the Process (5 min)
Sara Buizer, Senior Planner
6. Posting of Comments/Issues on Maps to be Addressed in the Study (30 min)
Community with Staff and Consultants
7. Adjournment

**DUE TO THE COLOR OF THE
REFERENCED ATTACHMENT, IT
HAS BEEN ATTACHED AS A
SEPARATE LINK**