

## **COUNCIL DOWNTOWN COMMITTEE**

**Monday, April 23, 2007  
7:00 p.m.**

**Work Session Room 2A - Hayward City Hall  
777 B Street  
Hayward, CA 94541**

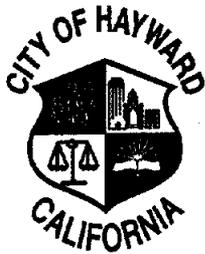
Public Comments: (Note: For matters not otherwise listed on the agenda. The Committee welcomes under this section but is prohibited by State Law from discussing items not listed on the agenda. Your item will be taken under consideration and referred to staff.)

1. Request for Proposals for Site Development at Residual Burbank School Site

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**CITY OF HAYWARD**  
**STAFF REPORT**

AGENDA DATE 04/23/07

AGENDA ITEM \_\_\_\_\_

WORK SESSION ITEM \_\_\_\_\_

**TO:** Council Downtown Committee  
**FROM:** Director of Community and Economic Development  
**SUBJECT:** Request for Proposals for Site Development at Residual Burbank School Site

**RECOMMENDATION:**

It is recommended that the Downtown Committee review and comment on this report.

**BACKGROUND:**

In 2001, the City Council adopted the Cannery Area Design Plan in response to the pending closure of the historic Hunt's Cannery in the Burbank neighborhood. The Design Plan was a vision to transform this older industrial area into a vibrant new community and to integrate it with an established residential neighborhood. The Design Plan identified public improvements including a new site to replace the overcrowded Burbank School and the expansion of Cannery Park, both of which would serve existing and new residents. It also created an opportunity for redevelopment of the existing Burbank School site, once vacated, in a residential capacity.

A unique partnership was created with the Hayward Unified School District (HUSD), the Hayward Area Recreation and Park District, the City, and the Redevelopment Agency to facilitate construction of the new school and expanded park. On July 10, 2006, the public partners entered into the "Public Facilities Development and Property Exchange Agreement" (the PFDA), which specified the land exchange and financial arrangements for the Cannery Area improvements. In accordance with the provisions of the PFDA, when the new school is complete and ready for occupancy, the Agency will transfer it to the HUSD, and concurrently, the HUSD will transfer the unused portion of the existing school site to the Agency. The area to be transferred to the Agency is referred to as the "Residual Burbank School Site" (the Site), and is approximately 3.9 acres. The Site is bounded by B Street to the north, C Street to the south, Myrtle Street to the east, and the extension of Filbert Street to the west.

The PFDA authorizes the Agency to sell the Site and use the proceeds to repay the Agency costs incurred for site acquisition and construction of the new school. The Agency proposes to sell the Site to a developer to redevelop it with a medium-density residential development on the entire block. To facilitate this, a Request for Proposals (RFP) will be issued soliciting proposals from private housing developers. Once a developer is selected, the Agency would request authorization to enter into exclusive negotiations with that developer to negotiate the terms of a Disposition and Development Agreement. The PFDA allows the Agency to undertake these steps prior to the HUSD conveying the property to the Agency.

The RFP would invite proposals for a medium-density residential development on the Site. At present, half the site is zoned and designated for Public Facilities in the City's General Plan due to its use as a school, while the other half the site is zoned and designated under the General Plan for Medium Density Residential. (At project approval, a General Plan Amendment will be necessary.) The Medium Density Residential designation calls for residential densities in the range of 8.8 to 17.4 units per acre, and is the same as the zoning of the blocks on three sides of the site (the fourth side being the new school). The surrounding blocks - particularly those to the south and east of the Site - contain single family units, a church, and several duplex and tri-plex units which are typically placed one behind the other on relatively narrow, deep lots. The overall residential density of the surrounding block faces is estimated to be about 11 units per acre. This would result in a development with a total number of units that could range from 34 to 66.

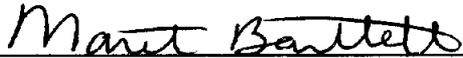
The RFP would request development proposals in which the site planning and architecture respect and complement the historic character of the surrounding neighborhood, as well as the principles of the Cannery Area Design Plan. Because of the depth of the Site, it is anticipated that the proposals may include units in the interior of the block. Other site development criteria would include a requirement that no units exceed two-stories at the street face, and that garages be accessed from internal streets or alleys.

The development proposals would be rated and a developer recommended to the Agency Board using the following criteria:

- Relevant experience of the development team in producing similar, high quality housing developments;
- Financial feasibility of the proposed development, including the demonstrated potential to generate land value in order for the Redevelopment Agency to defray Burbank School costs and HUSD repayment obligations;
- Preliminary site-planning and architecture that compliments the historic character of the neighborhood and Cannery Area Design Plan (as discussed above);
- Commitment to the City's Inclusionary Housing Ordinance.

Following the Committee's review of this report, the RFP will be released. Responses to the RFP will be due thirty (30) days from the date of issuance of the RFP. Thereafter, Staff will develop a recommendation regarding the selection of a developer during August 2007, with Agency Board approval in September 2007. During the negotiations period, it is expected that the developer would submit plans and apply for project entitlements, including the zoning and General Plan changes discussed above. As a result, project planning approvals could be brought forward at the time the Agency Board considers approving a Disposition and Development with the selected developer. If negotiations are concluded within a six month target timeframe, a Disposition and Development Agreement could be entered into by the first quarter of 2008, and the Site could be formally transferred to the developer shortly after the new school is ready for occupancy in August 2008.

Prepared by:



Maret Bartlett  
Redevelopment Director

Recommended by:



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

Approved by:



Jesús Armas  
Executive Director

Exhibits: Site Maps (2)

# Existing Burbank School Site



SITE MAP



SITE MAP

Cannery Area Development