Main & C Street, Hayward
Development Statement

THE
MATTESON
COMPANIES

Submitted to the City of Hayward
May 15th, 2007

This package is submitted to the City of Hayward to support the approval of a proposed 45-unit for-sale condominium project located at the intersection of Main and C Street.

The applicant is Matteson Development Partners, a Redwood City based real estate company focused on the acquisition and development of residential, commercial and mixed-use projects throughout the Western United States.

These materials seek to identify this project as a unique opportunity for the City of Hayward to provide quality for-sale attached housing at a central downtown location located within easy walking of retail activity, regional transit and major employment.

These materials are divided into the following sections:

Project Summary
On Site Parking
Courtyards Space
Shared Emergency Vehicle Access
Retail Space
Compliance with the Zoning Code for Very High Density Residential
Ownership Housing Walk-able to Transit, Employment and Goods & Services

PROJECT SUMMARY

The Development Site

The development parcel on the corner of Main and C Street consists of 34,825 square feet located in the core downtown business district of Hayward, California. The site is presently zoned CC-P, for Downtown District Commercial. The project as proposed is in substantial conformance with this existing zoning.

Current Use:

The site consists of a large parking lot and small office building located at the corner of Main & C Street in Downtown Hayward.

The Proposed Development

The proposed development is 45 units for-sale condominium mixed use project:

- The 45 units will be offered in a mix of 4 studios, 13 one-bedrooms, and 32 two-bedrooms. The units range in size from 600 to 1260 square feet. As part of our approvals, we will comply with the City's 15% inclusionary housing requirement.

- The building rises four stories over a partially recessed parking structure to a maximum height of 50' measured to the top of roof ridge. At focal points along the façade are feature towers, which provide a strong architectural edge.

- The project is oriented around a decorative landscaped courtyard. This courtyard offers project residents and guests a highly finished outdoor space which serves as a gathering place and visual amenity.

- A total of 67 on-site parking spaces are provided with 58 spaces in a partially recessed parking garage and 9 spaces on-grade. Of the 58 spaces in the garage, 7 are tandem spaces. These 67 spaces result in a parking count of 1.5 spaces per residential unit and .90 spaces per bedroom.

- A 2000 square foot retail space and 1200 square foot fitness room will occupy the ground floor along Main Street.

Location in the Downtown Core.

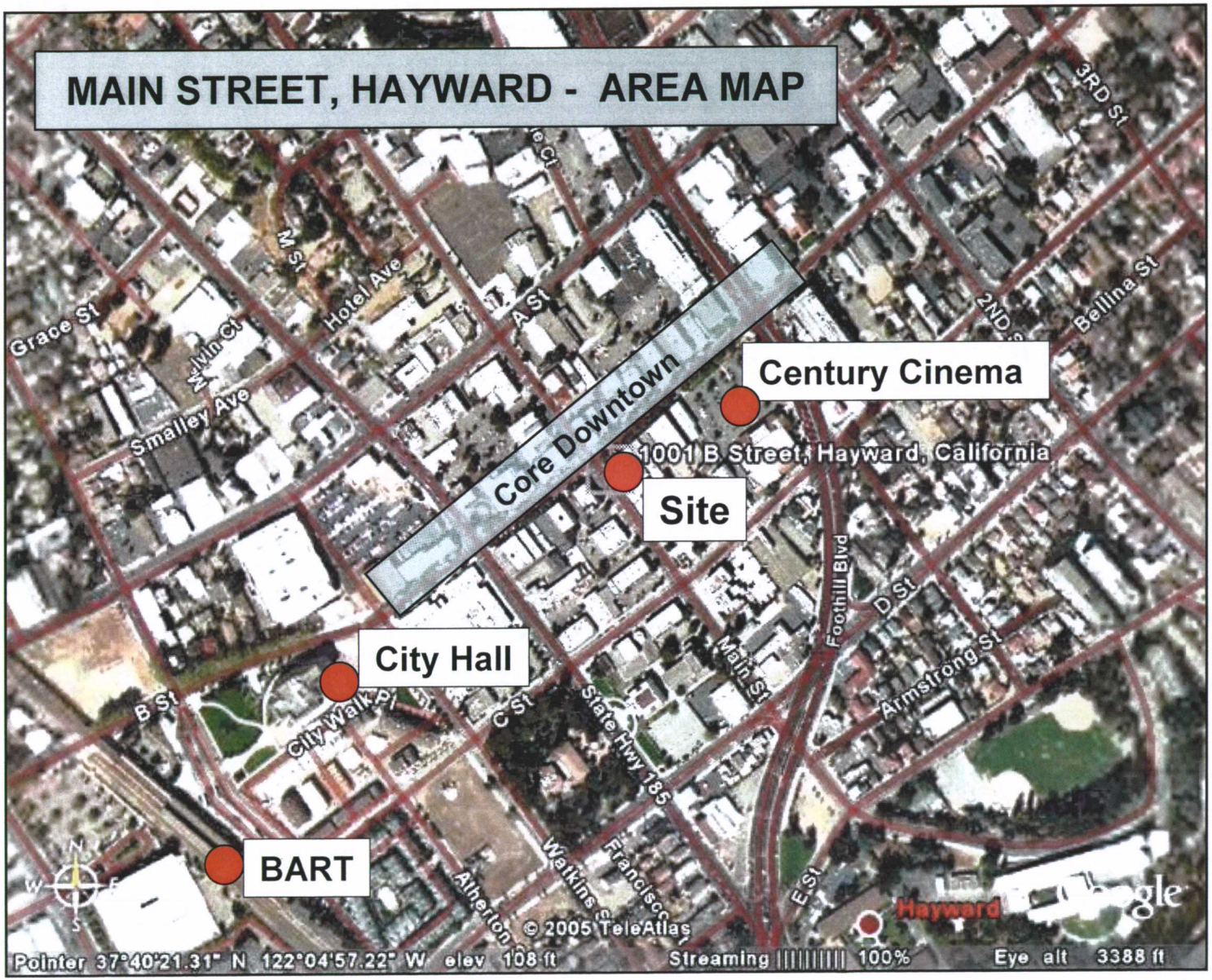
The project site is located in the center of the downtown commercial district. This allows project residents immediate access to a broad range of goods and services.

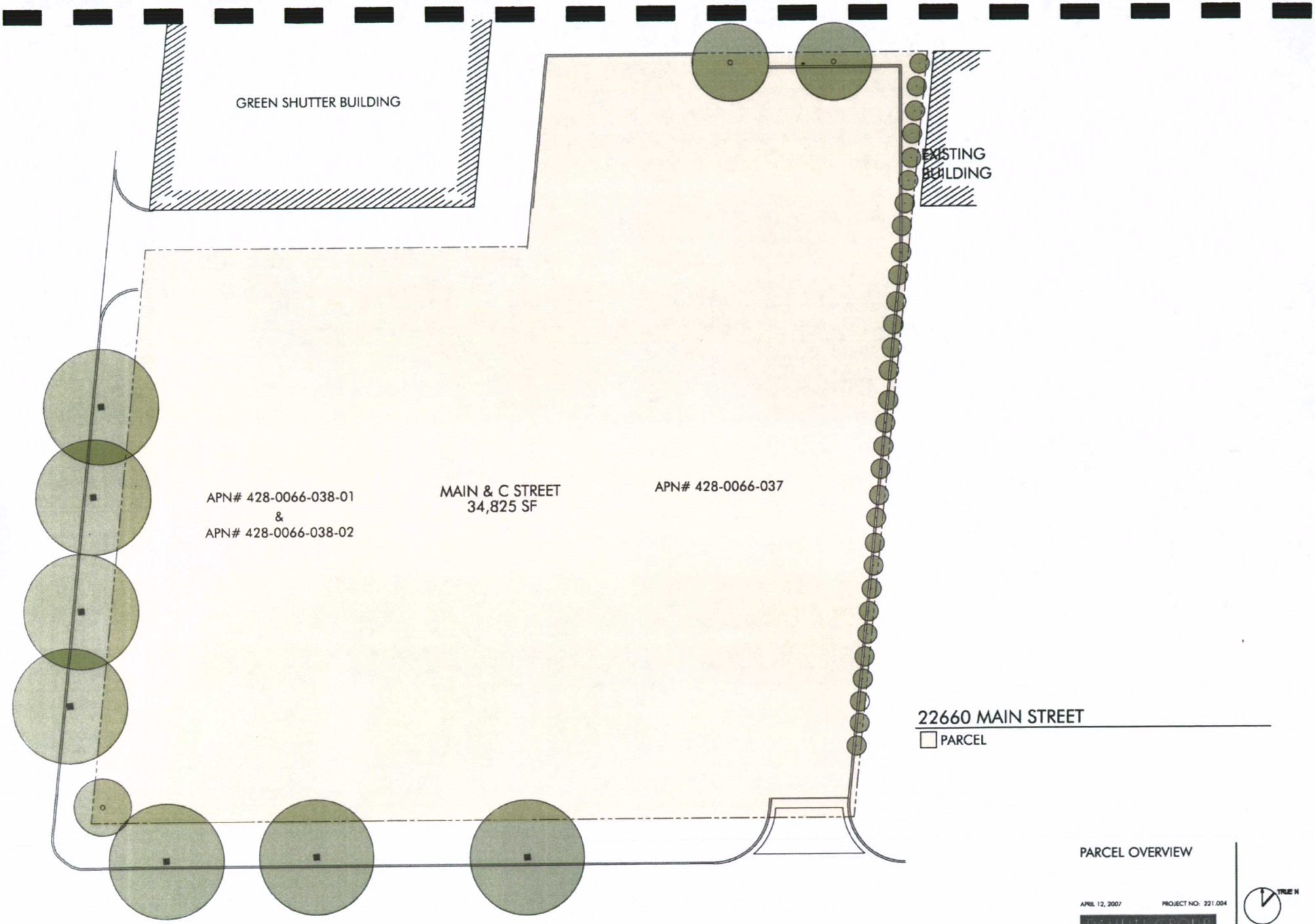
Proximity To New Downtown Cinema

1 Block from the project site will be a new Cinema / Retail center scheduled to open in April, 2008. Such cinema / retail projects throughout Northern California have helped to re-establish "Main Street - Downtown" as vibrant commercial / entertainment hub for the community.

Proximity to BART

The project is an easy 5 minute walk from the Hayward B.A.R.T. Station which provides efficient mass transit to the major employment centers in the East Bay, San Francisco, Silicon Valley and San Jose.


MAIN STREET, HAYWARD - AREA MAP
Century Cinema
Core Downtown
1001 B Street, Hayward, California
Site
City Hall
BART
Grace St
Smalley Ave
Hotel Ave
M St
A St
3RD St
2ND St
Bellina St
Foothill Blvd
D St
Armstrong St
Main St
State Hwy 185
C St
B St
City Walk Pl
Watkins St
Francisco St
Atherton St
E St
Hayward
© 2005 TeleAtlas
Pointer 37°40'21.31" N 122°04'57.22" W elev 108 ft
Streaming 100%
Eye alt 3388 ft



22660 MAIN & C STREET HAYWARD, CALIFORNIA

THE MATTESON COMPANIES

PARCEL OVERVIEW

APRIL 12, 2007 PROJECT NO: 221.004

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TRUE N

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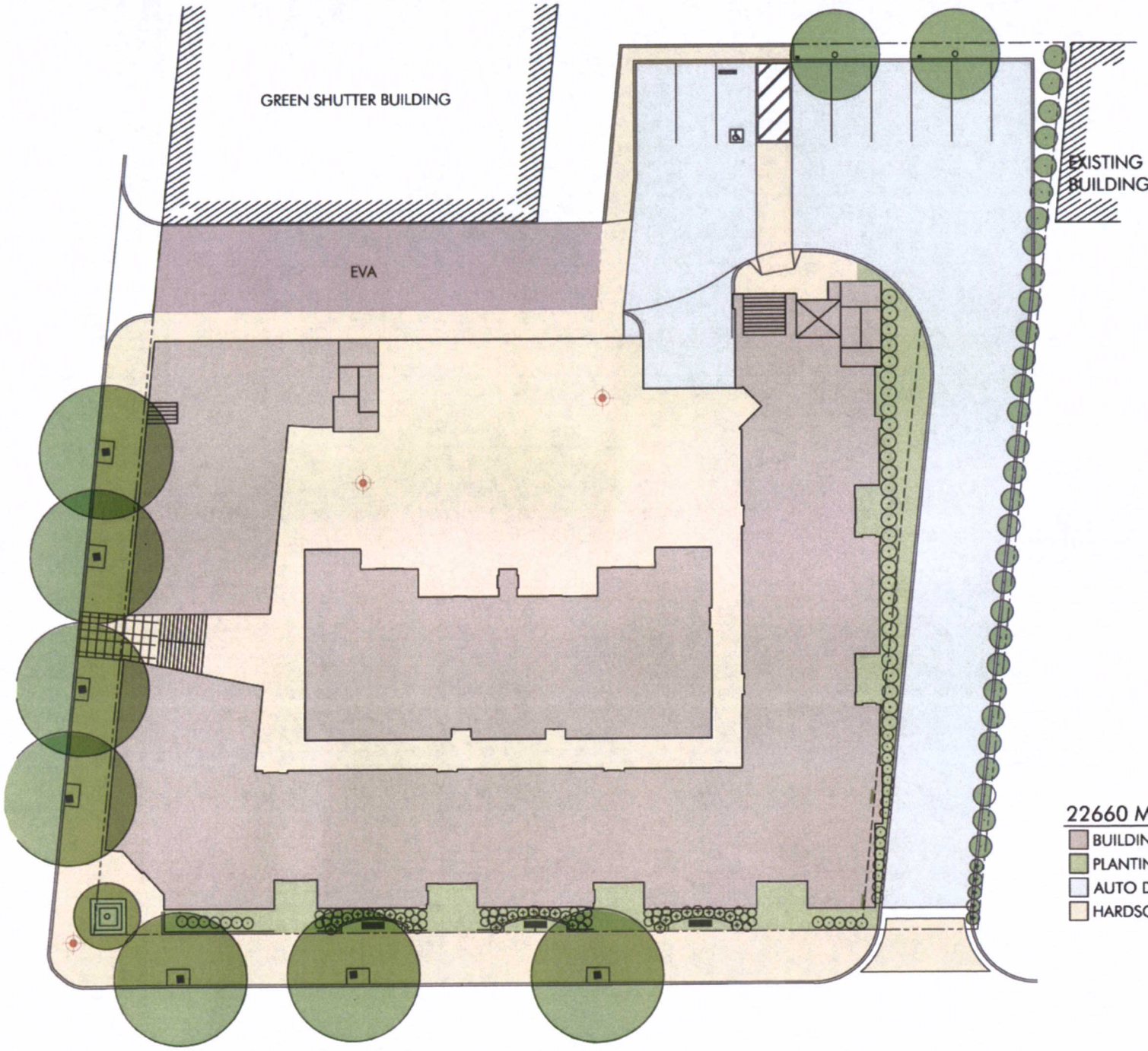

22660 MAIN STREET

- BUILDING
- PLANTING AREAS
- AUTO DRIVEWAY/PARKING
- HARDSCAPE
- FOCAL POINT
- EVA

SITE PLAN

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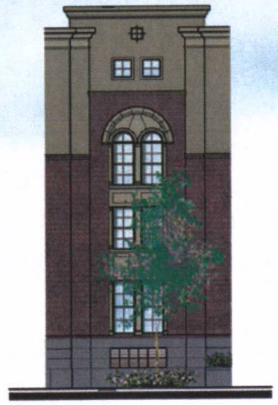
THE MATTESON COMPANIES

MAIN ST. ELEVATION



MAIN & C ST. CORNER

C STREET ELEVATION

ELEVATION HEIGHTS

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EXISTING GREEN SHUTTER BLDG.

MAIN ST. ELEVATION

ELEVATION HEIGHTS

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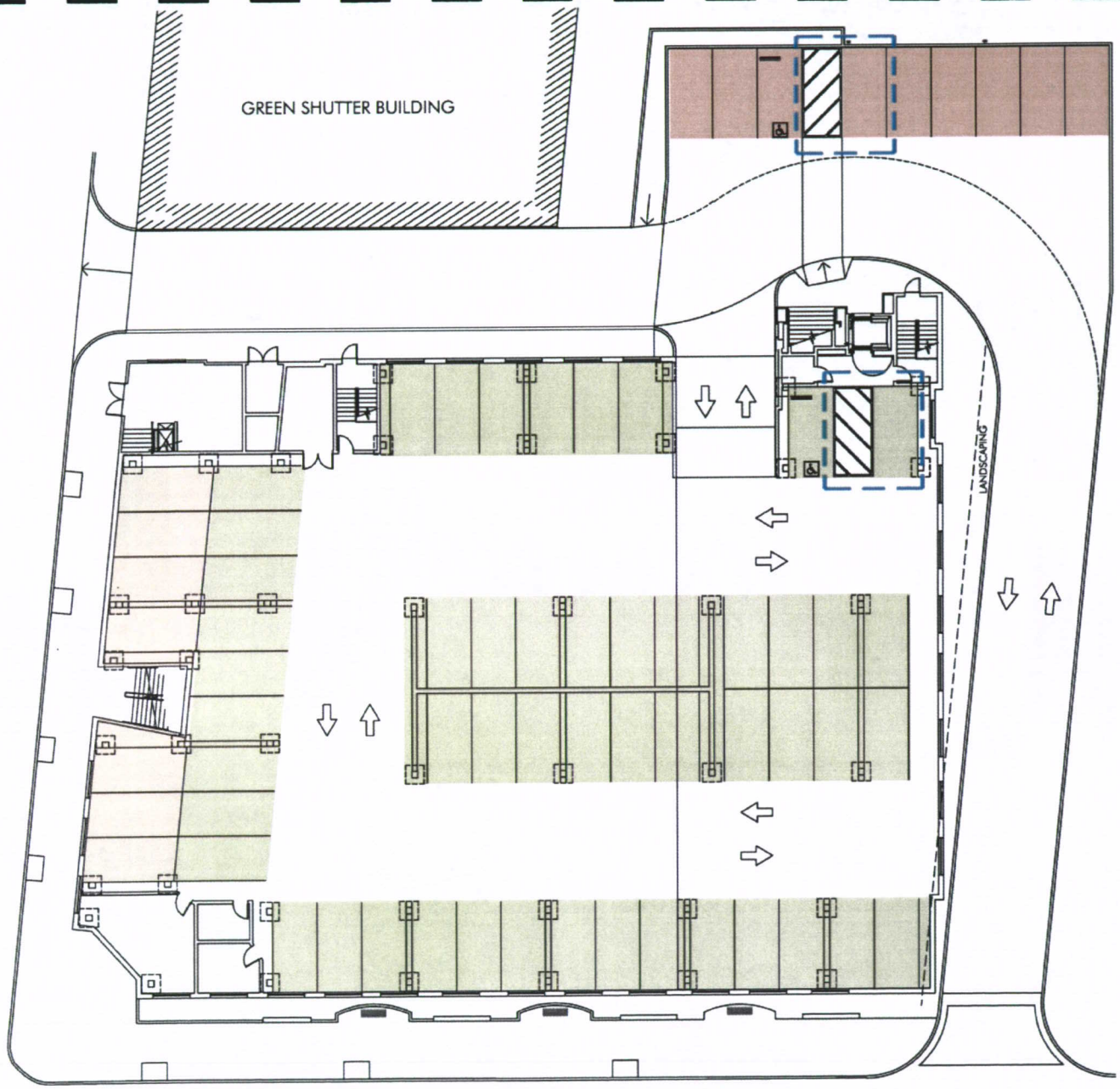

22660 MAIN STREET	
SURFACE SPACES	9
GARAGE SPACES	51
GARAGE TANDEM SPACES	7
ACCESSIBLE SPACES	(2)
TOTAL PARKING SPACES	67

PARKING PLAN

APRIL 12, 2007 PROJECT NO: 221.004

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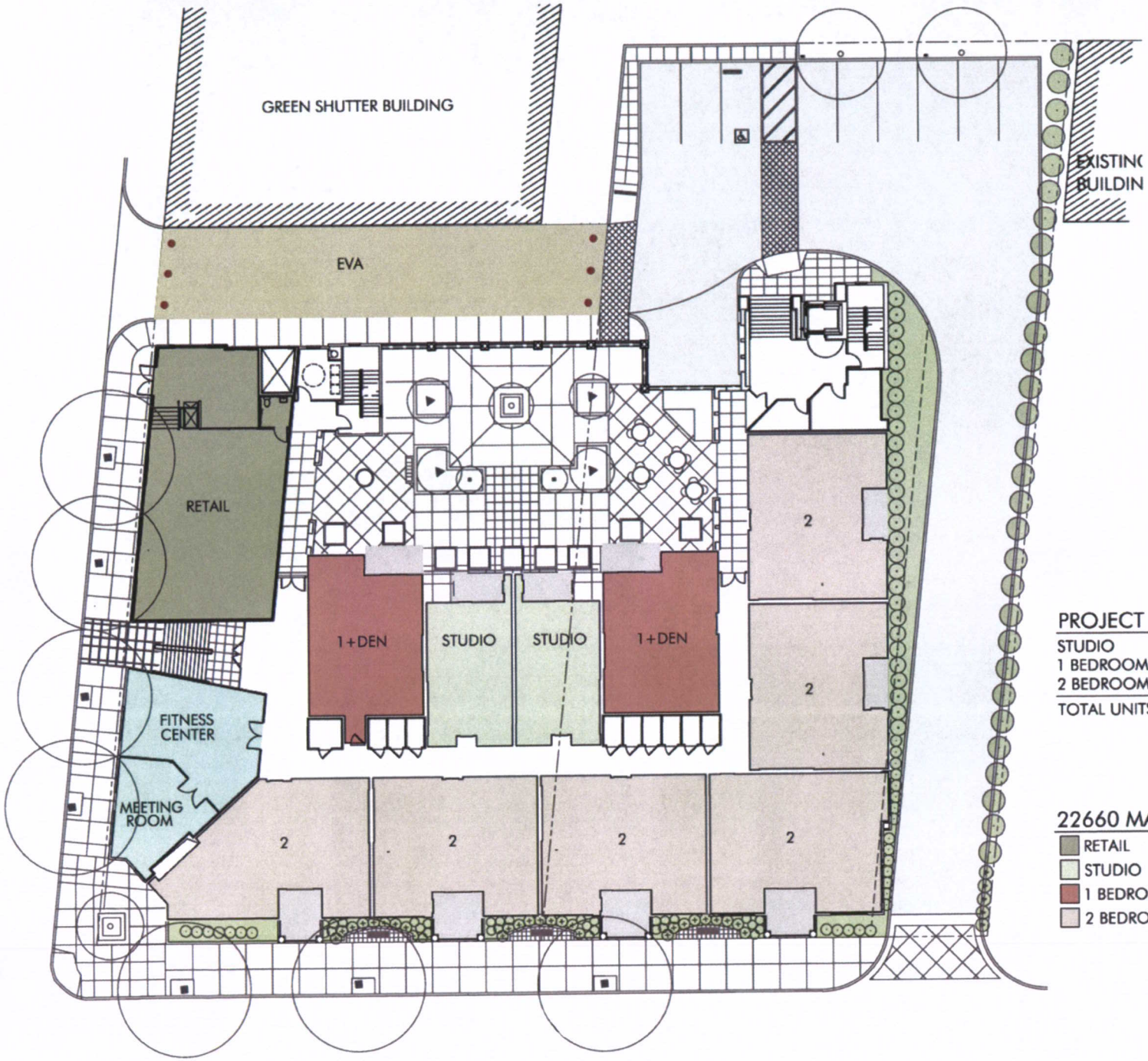

PROJECT MIX	L1	L2	L3	L4	TOTAL
STUDIO	2	2	0	0	4
1 BEDROOM	2	3	3	1	9
2 BEDROOM	6	8	10	8	32
TOTAL UNITS	10	13	13	9	45

22660 MAIN STREET

- RETAIL
- STUDIO
- 1 BEDROOM
- 2 BEDROOM
- FITNESS RM/MEETING
- PRIVATE PATIOS
- DRIVEWAY/PARKING
- EVA

FIRST FLOOR PLAN

APRIL 12, 2007 PROJECT NO: 221.004

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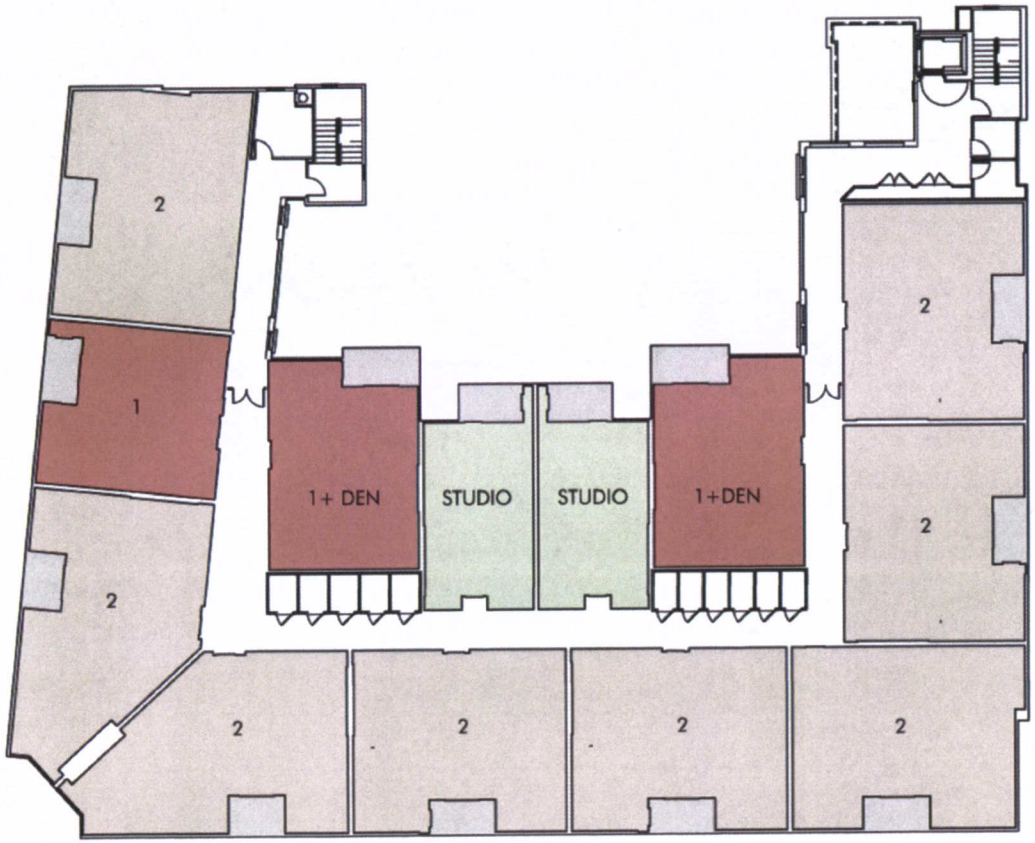
THE MATTESON COMPANIES



PROJECT MIX	L1	L2	L3	L4	TOTAL
STUDIO	2	2	0	0	4
1 BEDROOM	2	3	3	1	9
2 BEDROOM	6	8	10	8	32
TOTAL UNITS	10	13	13	9	45

22660 MAIN STREET

- STUDIO
- 1 BEDROOM
- 2 BEDROOM
- PRIVATE PATIOS

SECOND FLOOR PLAN

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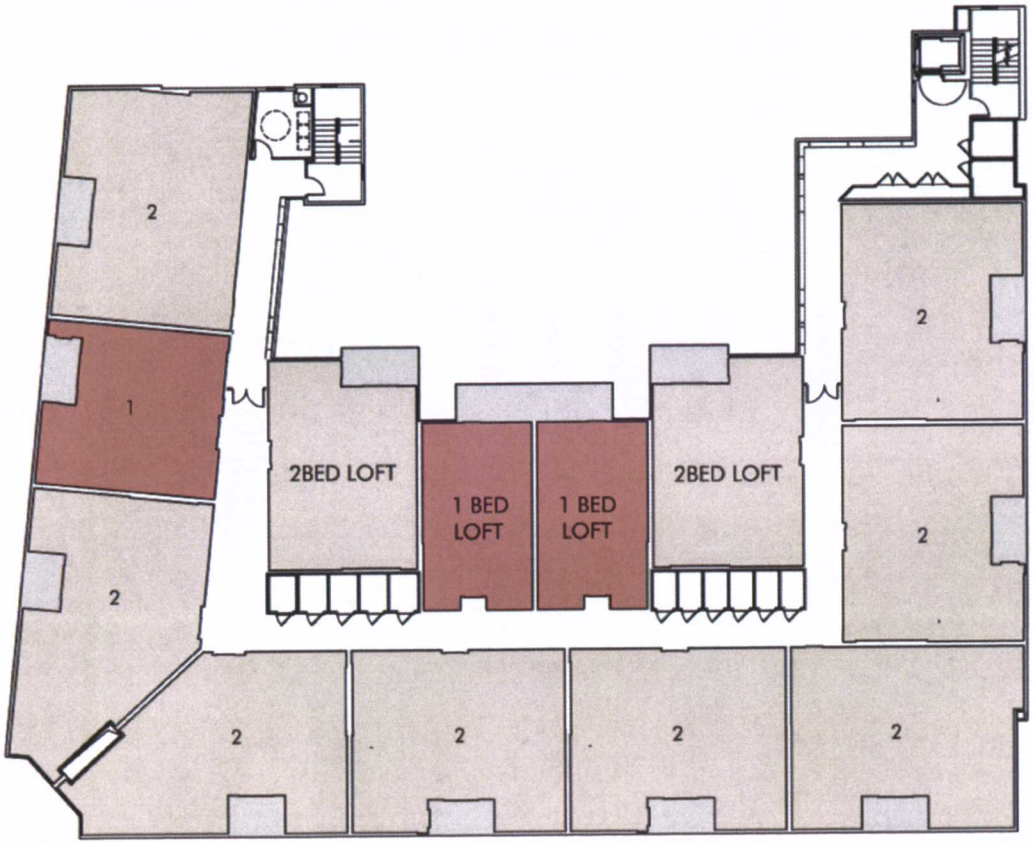

PROJECT MIX	L1	L2	L3	L4	TOTAL
STUDIO	2	2	0	0	4
1 BEDROOM	2	3	3	1	9
2 BEDROOM	6	8	10	8	32
TOTAL UNITS	10	13	13	9	45

22660 MAIN STREET

1 BEDROOM

2 BEDROOM

PRIVATE PATIOS

THIRD FLOOR PLAN

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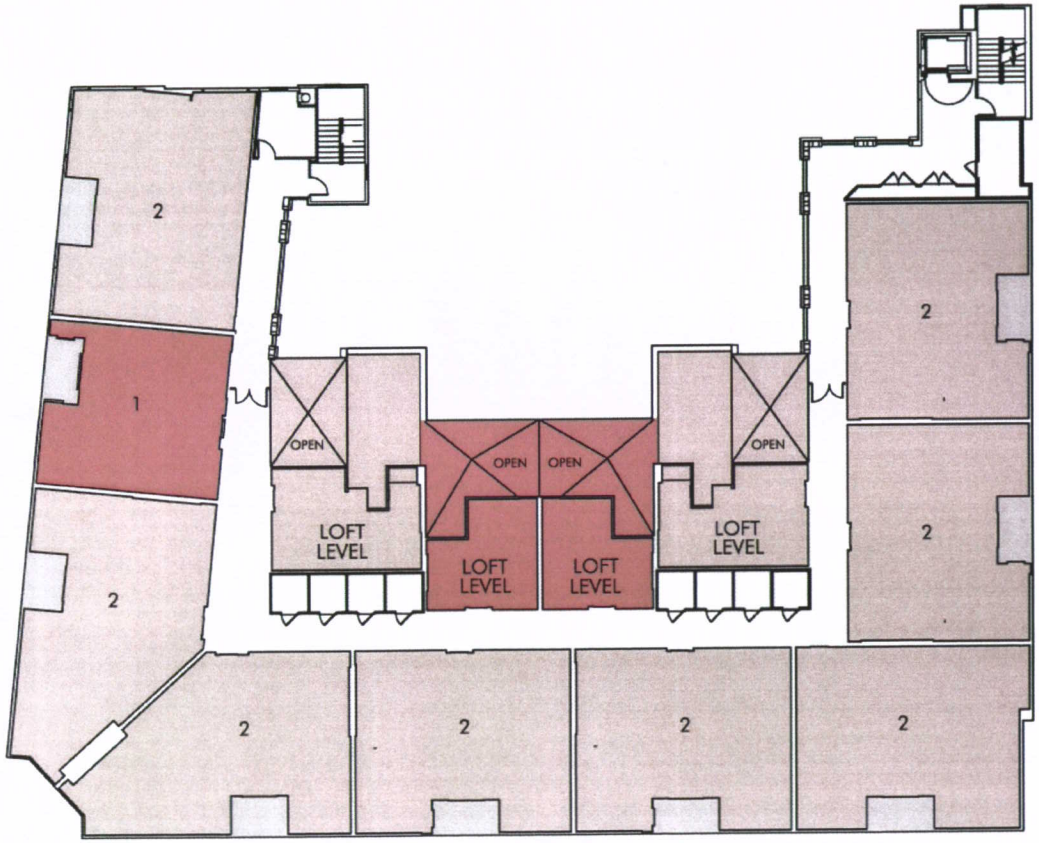
THE MATTESON COMPANIES



PROJECT MIX	L1	L2	L3	L4	TOTAL
STUDIO	2	2	0	0	4
1 BEDROOM	2	3	3	1	9
2 BEDROOM	6	8	10	8	32
TOTAL UNITS	10	13	13	9	45

22660 MAIN STREET

1 BEDROOM

PRIVATE PATIOS

2 BEDROOM

FOURTH FLOOR PLAN

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THE MATTESON COMPANIES

ON SITE PARKING

Proposed On Site Parking
The project provides 67 on site parking spaces as follows:

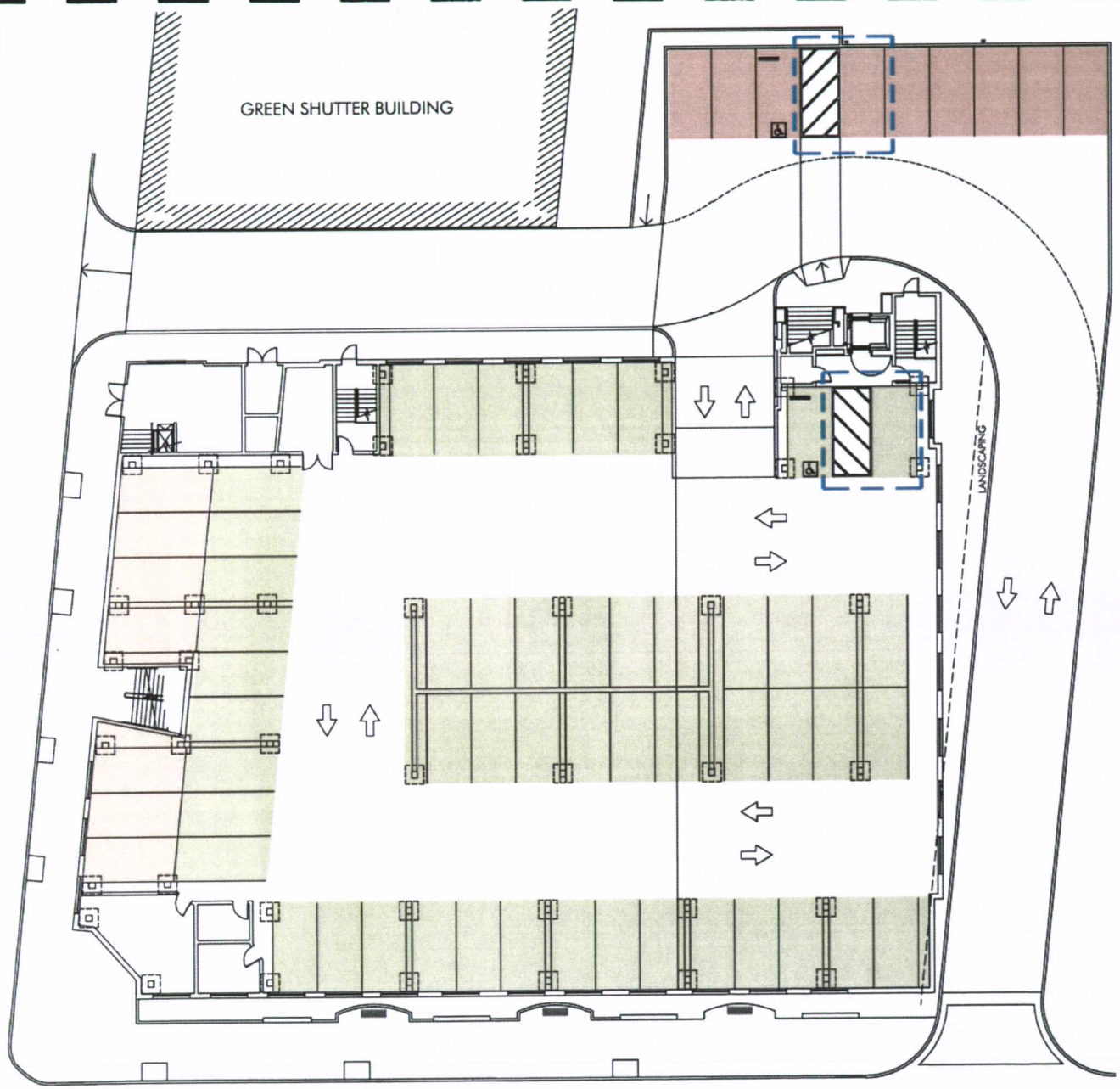
51 spaces in a partially recessed parking garage
7 tandem spaces in the recessed garage
9 spaces on-grade
2 handicap accessible spaces are included in the above totals
67 Spaces - Total On-Site Parking

Parking Required Under Current Zoning Code
Based on the municipal code for residential on-site parking the proposed 45 units would require 67.5 parking spaces at 1.5 spaces per unit. The requirement results in a project on-site parking deficit of .5 spaces.

Residential Apartments					
Studio Units	4 units	@	1.5 spaces/unit	=	6.0 spaces
1 Bedrooms	9 units	@	1.5 spaces/unit	=	13.5 spaces
2 Bedrooms	32 units	@	1.5 spaces/unit	=	48 spaces
			Required Spaces	=	**67.5 spaces**

Tandem Parking
Over the last decade tandem parking has become a generally accepted parking solution in urban in-fill projects where housing units and parking spaces compete for limited land area. At the Main & C Street we are proposing 7 tandem spaces in the recessed garage. 7 spaces represent 10% of the total on-site parking provided. The 7 tandem spaces will be designated to specific two-bedroom units to ensure well coordinated usage.

Shared Parking Between the Residential and Retail Uses.
The Main & C street plan will designate the 9 surface parking spaces as "shared parking" between the residential and commercial uses. Between the hours of 8 am and 6 pm, Monday through Saturday, these 9 shared spaces are available for parking on a first-come-first-serve basis by any project resident or guest, as well as any employee or client of the retail tenant. Parking in these shared spaces during the designated shared parking hours is restricted to a 3-hour maximum time limit. After 6 pm and all day on Sunday, the 9 shared spaces revert to private residential parking for use by project residents and guests. Compliance with the shared parking hours and use restrictions will be monitored by the Home Owners Association. Any car parked in violation of the hours and use restrictions is subject to being towed, at owner's expense, after being served proper notification.



22660 MAIN STREET

SURFACE SPACES	9
GARAGE SPACES	51
GARAGE TANDEM SPACES	7
ACCESSIBLE SPACES	(2)
TOTAL PARKING SPACES	67

PARKING PLAN

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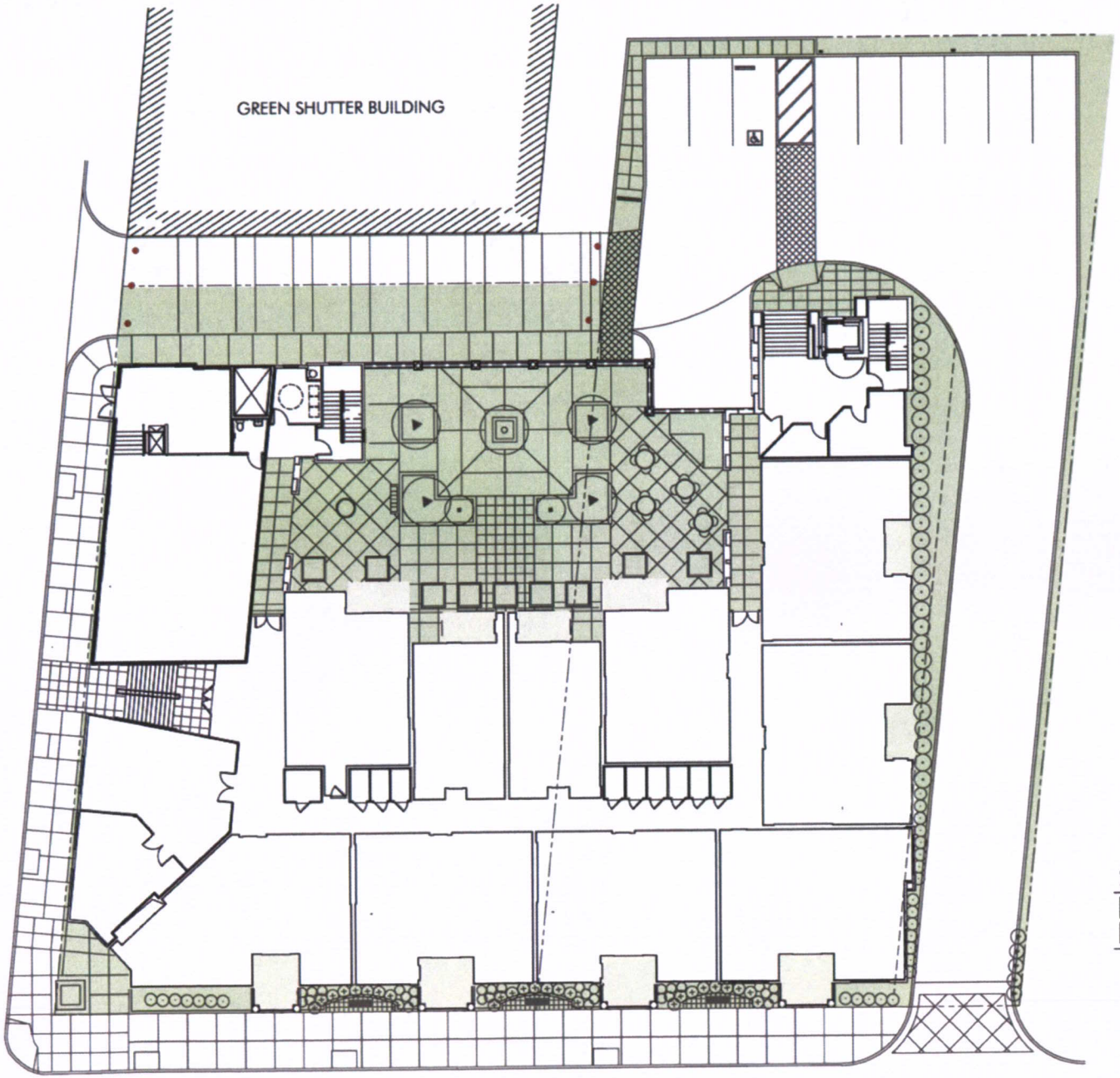
COURTYARDS AND OPEN SPACE

The project plan includes a generous amount of site landscaping and active open space including (i) a decorative central courtyard, (ii) individual unit balconies; and (iii) thoughtful perimeter landscaping. The total open space area of 12,339 square feet represents 35.4% of the total site area and 251 square feet for each of the 45 units.

Decorative Courtyard:
The project is oriented around a 3,833 square foot decorative courtyard, enhanced with a water feature, outdoor fireplace area and extensive landscaping. This courtyard will serve as both an outdoor gathering place as well as a visual amenity for the project residents and guests.

Private Unit Balconies
Each of the 45 units will enjoy a private outdoor balcony of approximately 60 feet.

Perimeter Landscaping:
The generous courtyard landscaping and decorative hardscape continue out to street frontages with a perimeter landscape plan that includes numerous planting areas, public seating, decorative paving and 7 new mature street trees.



22660 MAIN STREET

PUBLIC OPEN SPACE	9,327 SQ FT
PRIVATE OPEN SPACE	3,012 SQ FT
TOTAL OPEN SPACE	12,339 SQ FT
TOTAL OPEN SPACE PER UNIT	251.8 SQ FT

OPEN SPACE 35.4% OF TOTAL SITE AREA

OPEN SPACE CALCULATIONS

APRIL 12, 2007 PROJECT NO: 221.004

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THE MATTESON COMPANIES

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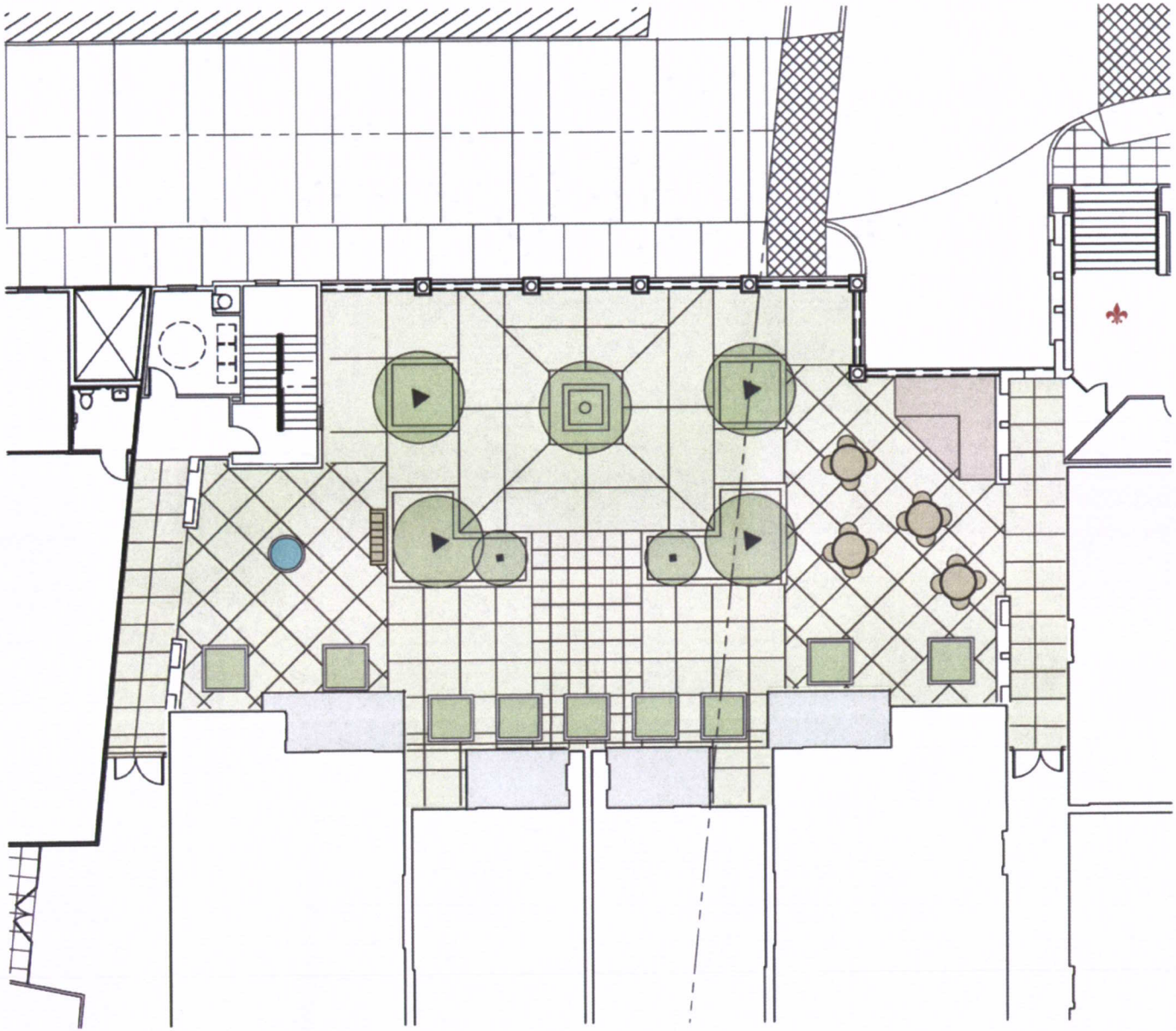

22660 MAIN STREET

- DECORATIVE PAVING
- FIRE PLACE
- WATER FEATURE
- PRIVATE PATIO
- SEATING
- LANDSCAPING
- ENTRY

COURTYARD

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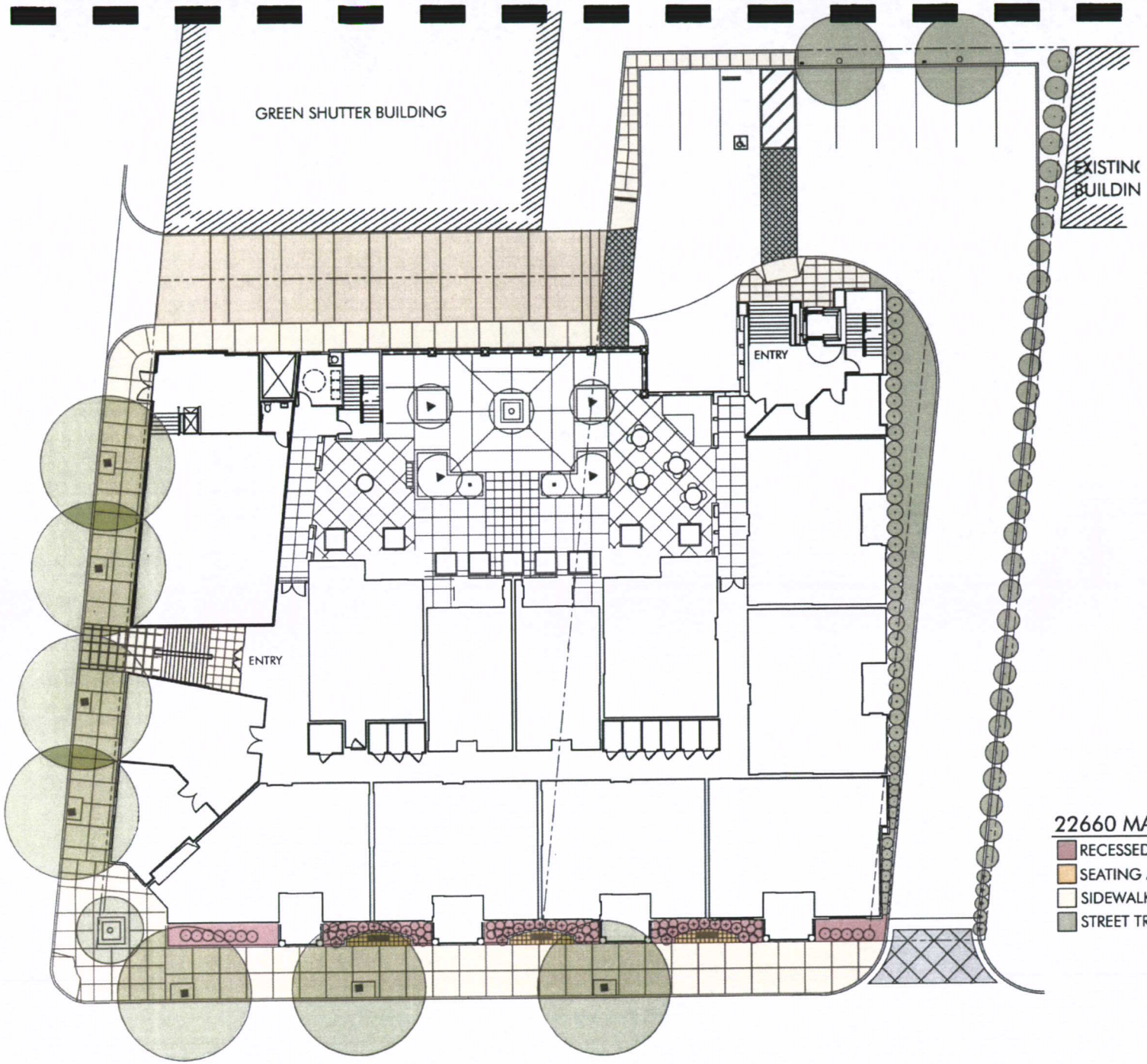

22660 MAIN STREET

- RECESSED PLANTING AREAS
- SEATING AREA
- SIDEWALK
- STREET TREES
- PERMEABLE PAVING
- ACCENT PAVING AREA

PERIMETER LANDSCAPE PLAN

APRIL 12, 2007 PROJECT NO: 221.004

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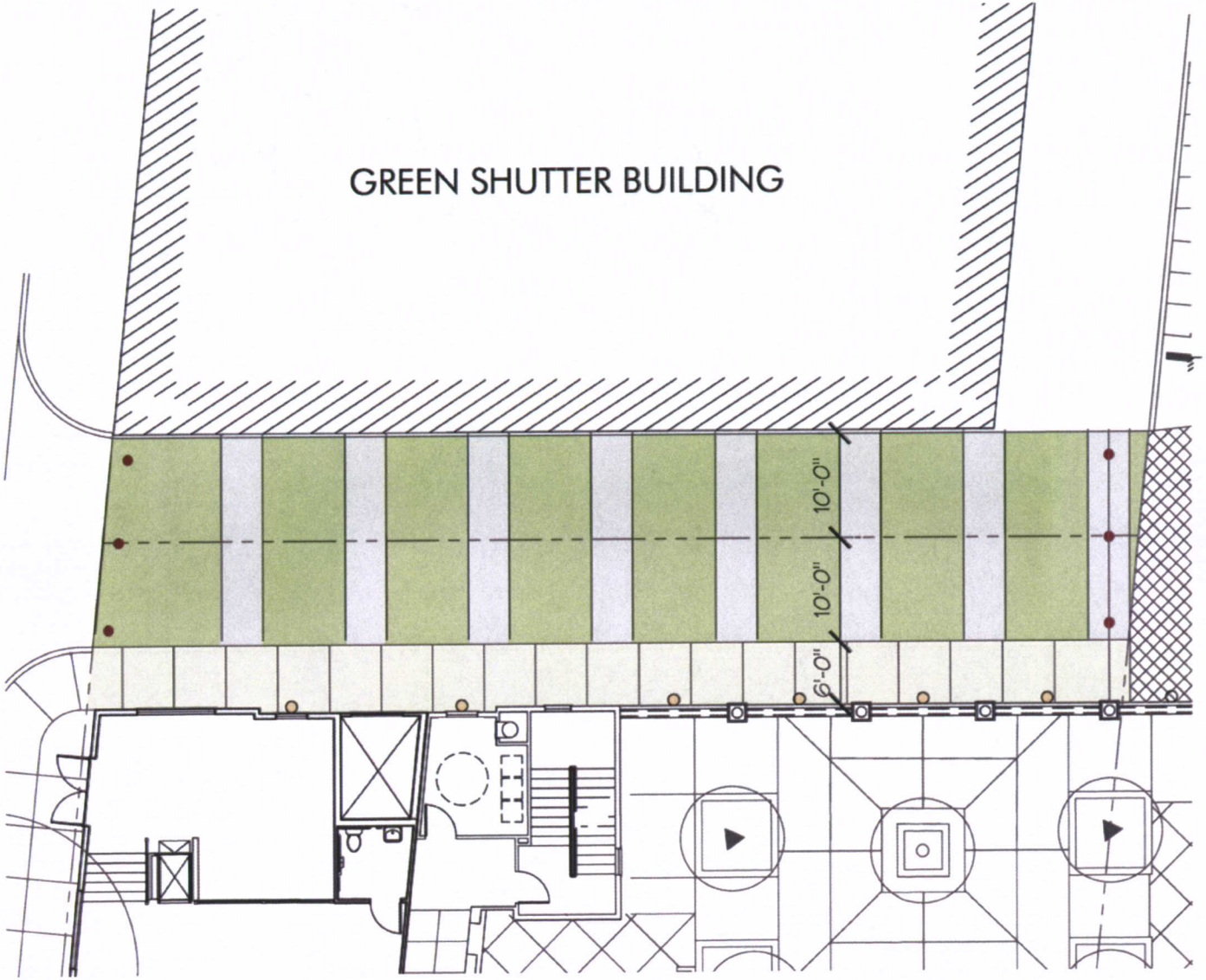
SHARED EMERGENCY VEHICLE ACCESS

To accommodate emergency vehicle access to the rear of the Project and the adjacent Green Shutters building, a shared emergency vehicle access (EVA) will be created between the two parcels.

This EVA will not be open to general vehicular traffic, but rather will serve as an inviting pedestrian corridor complete with wide sidewalks, landscaping, decorative paving and wall-sconce lighting.

A shared EVA Agreement designated for the lifetime of the project will be executed between the two property owners and recorded as part of project development approvals.



22660 MAIN STREET

- SIDEWALKS
- TURF BLOCK
- PAVING
- LIGHTS
- BOLLARDS

EVA DETAIL

APRIL 12, 2007 PROJECT NO: 721.004

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22660 MAIN & C STREET HAYWARD, CALIFORNIA

THE MATTESON COMPANIES

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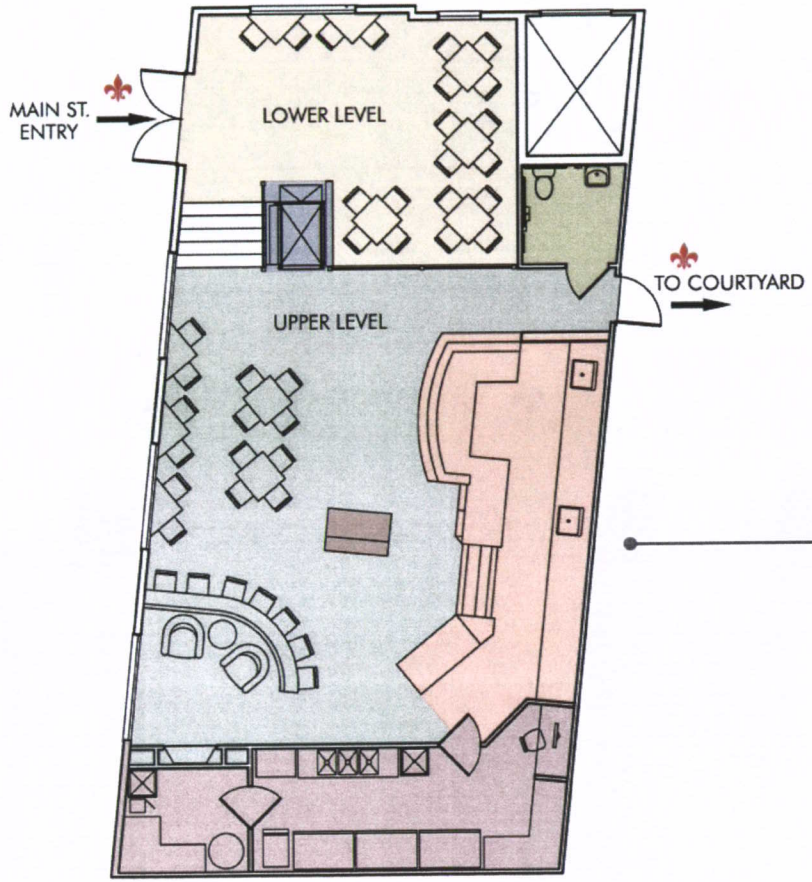
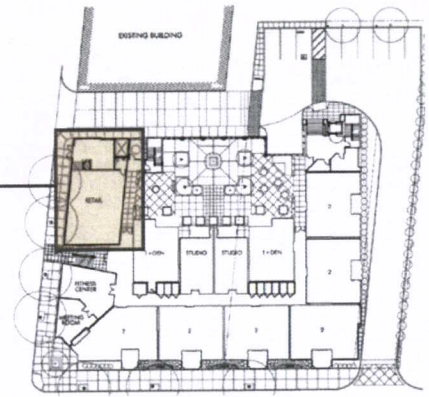
MAIN STREET RETAIL SPACE

In order to comply with the ground floor commercial requirement for projects located in the CC-P, Downtown District Commercial, the Project provides for 2,000 square feet of retail space along Main Street. This 2,000 square feet premise is large enough to accommodate a broad selection of desirable commercial uses which would be compatible with the upper floor condominium housing.

The slope condition of the site, when coupled with recessed underground parking … requires that the retail be split on two levels. The entry / ground floor area is at grade along Main Street. A short 3' stair leads to the upper level area which is at grade with the centralized courtyard. This split level allows for at grade entry to Main Street as well as level access to the decorative courtyard at the center of the Project.



RETAIL ENLARGED PLAN
COFFEE SHOP



KEY PLAN

22660 MAIN STREET

- RESTROOM
- SERVING AREA
- LOWER LEVEL DINING AREA
- UPPER LEVEL DINING AREA
- MERCHANDIZE
- ACCESSIBLE LIFT
- ENTRY

RETAIL ENLARGED PLAN

APRIL 12, 2007 PROJECT NO: 221.004

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THE MATTESON COMPANIES

COMPLIANCE WITH HAYWARD ZONING CODE

It is the intent of the Developers to design a project that is in substantial conformance with all major elements of the Hayward Zoning Code for Mixed Use Residential Projects in the Downtown CC-P District. A summary of those major elements and our conformance is outlined below:

	STANDARDS	PROPOSED
Height	**55 feet to mid point**	**53.6' to top of parapet**
Density	**65 units / acre**	**56 units / acre**
Affordability	**15% set aside**	**15% set aside**
Setbacks	**Front: 0' to 4'** **Side: 0'** **Rear: 0'**	**Front: .9'** **Side: 5'** **Rear: 23'**
Parking	**1.5 spaces per unit** **No retail parking**	**1.5 spaces** **Shared retail parking**
Bicycle Parking	**No requirement**	**None provided**
Open Space	**100 sf usable / unit** **30 sf group / unit** **60 sf private / unit**	**254 sf usable / unit** **85 sf group / unit** **60 to 100 sf private / unit**

OWNERSHIP HOUSING WITHIN WALKING DISTANCE TO TRANSIT, MAJOR EMPLOYMENT AND A MIX OF GOODS & SERVICES

Civic Leaders throughout the region have identified higher-density housing within walking distance of transit, major employment and a mix of goods and services as a necessary solution to the Bay Area' s housing and traffic crisis.

1) Higher-density housing within walking distance of transit, employment and goods & services has emerged as the centerpiece of SMART GROWTH initiatives throughout the Region.

2) Higher-density housing within walking distance to goods and services is an opportunity to create a captive customer base which serves to incubate and maintain a robust tax base.

3) In light of the spiraling cost of detached homes, home ownership has become economically infeasible for a vast majority of Bay Area Residents. Recent statistic are discouraging… suggesting that less than 15% of Bay Area Residents can afford to own a home and over 80% of current home owners could not afford to repurchase their homes at today's prices. Civic Leaders, Housing Advocates and Environmental Groups, in concert, have pinpointed higher density for-sale housing as an important solution to this crisis of home ownership affordability.

The 45-unit for-sale development at Main & C Street provides a unique opportunity where all three of these community benefits converge in a single development scenario.