

DATE: March 23, 2010
TO: Mayor and City Council
FROM: Development Services Director
SUBJECT: Mission Boulevard Corridor Specific Plan

RECOMMENDATION

That Council reads and comments on this report.

BACKGROUND

Council authorized the Mission Boulevard Corridor Specific Plan project, as well as a contract with a consultant team led by Hall Alminana, on November 17, 2009 (<http://www.hayward-ca.gov/citygov/meetings/cca/rp/2009/rp111709-02.pdf>). This project was reconfirmed by Council as a priority on February 16, 2010 (<http://www.hayward-ca.gov/citygov/meetings/cca/rp/2010/rp021610-08.pdf>).

The South Hayward BART/Mission Boulevard Concept Design Plan and the ongoing South Hayward BART Form-Based Code project address the portion of Mission Boulevard between Harder Road and Industrial Boulevard. This project for the Mission Boulevard Corridor Specific Plan will cover the northern portion of Mission Boulevard with the exception of downtown. The Mission Boulevard Corridor project area is within the City's redevelopment project area and encompasses portions of two neighborhood planning areas (North Hayward and Mission/Foothills).

DISCUSSION

Project Area – As shown on Attachment I, the project area includes two segments along Mission Boulevard, a major transportation corridor that extends from Harder Road in the south to the City limits in the north, excluding the downtown core. It is anticipated that the area between Jackson Street and A Street would be addressed in a later plan covering all of downtown. The project area comprises approximately 600 parcels, 240 acres, and has a total length of approximately 2 miles.

The Mission Corridor has many underutilized properties as well as automobile repair facilities and used car dealerships. The southern portion of the study area, particularly the area between Sycamore

Avenue and Harder Road, has been known as “auto row”. The Ford, Chevrolet, Dodge, and Mazda dealerships have closed and several used car dealership properties are vacant. One question that will be addressed during the public process of preparing the Specific Plan will be ‘what is the future of Hayward’s auto row?’

Project Scope – The Specific Plan will include a form-based code and a long-term economic strategy for the area. The goals of the project are to develop a vision and supporting implementation strategies that will result in attractive development for the City including vibrant commercial uses; pedestrian-friendly neighborhoods that are safe, desirable, and at sufficient densities to support public transportation; and a built form that will encourage such uses. Other goals include revitalization of the corridor; addressing the deterioration of the existing uses, including distressed auto-related uses; and establishing a vision for transit-oriented development that incorporates economic and environmental sustainability. The project is expected to be completed by July of 2011.

During the work session, the City’s consultant will provide a brief refresher on form-based codes and how they will relate to the desired physical outcome for this Corridor. The Synoptic Survey, which is a summary of existing physical, visual, and regulatory conditions of the Corridor, will be presented as background for the Plan and Code. Also included in the presentation, will be a summary of the existing market conditions and potential economic strategies that may be pursued with the development of the Plan.

Specific Plan - The Specific Plan will include a review of appropriate General Plan land use designations, transportation and circulation policies, a parking strategy, streetscape and landscape design, a study of development incentives/density bonuses for public benefits, an infrastructure plan, and implementation measures.

Form-Based Code - The Form-Based Code will result in a comprehensive document that will replace the provisions of the Zoning Ordinance applicable to the project area to regulate development along the corridor. This will help ensure high-quality public spaces defined by a variety of building types and uses including housing, retail, office space, and open space. The new code will incorporate a regulating plan, building form standards, street standards, use regulations as needed, descriptive building or lot types, minimum lot sizes and strategies for assembling small parcels into more developable sites, and other elements needed to implement the principles of functional and vital urbanism and practical management of growth. The code will prescribe the location of streets, blocks, public spaces, and other standards that balance the needs of motorists, pedestrians, bicyclists, and transit riders. A public design charrette, similar to the one conducted for the South Hayward BART area, will be held April 12 through 16 at City Hall; supported by specific stakeholder sessions during and about the same time

Economic Strategy - The Economic Strategy will include economic development and redevelopment policies and goals for the area. Key issues to be addressed include the future of “auto row” and opportunities for coordination with California State University East Bay. Other components of the Strategy will include a study of existing regional economic conditions; market demand/feasibility analysis for various land uses for near and long term timeframes; identification of opportunities and constraints for development of such uses; and recommendations for incentive programs that target new

development. During the preparation of the Strategy, the consultant will review and utilize data from the City's *Retail Site Assessment Report* by the Buxton Company dated March 2009 (http://www.hayward-ca.gov/haywardopenforbusiness/documents/Retail_Site_Assessment_Report.pdf).

The Economic Strategy will include recommendations to prevent retail leakage from the eastern portion of the City through redevelopment of key sites along the Mission Corridor. Furthermore, the Economic Strategy will: a) provide recommendations for financing increased public safety services created by new developments and solutions for meeting the possible increased demand on existing schools; b) consider the establishment of a Community Facilities District to finance needed public services/improvements; c) recommend strategies for financing public improvements and infrastructure to meet future needs; and d) provide recommendations for assembly of individual properties. Finally, the Economic Strategy will include a market analysis with recommended land uses consistent with the uses and residential densities identified in the Specific Plan /Form-Based Code and an implementation strategy that recommends a phased plan for development and implementation of targeted redevelopment opportunities/sites for the project areas.

ENVIRONMENTAL REVIEW

A program-level Environmental Impact Report (EIR) will be prepared for the project and will include a detailed analysis of anticipated public improvements as well as any key redevelopment sites identified in the Economic Strategy. The EIR will include a visual analysis showing the impacts of potential development for the three alternatives for the Corridor, a greenhouse gas emissions analysis per the latest state guidance, and a traffic impact analysis.

ECONOMIC IMPACT

The project is expected to have a positive economic impact on the Mission Boulevard Corridor and surrounding community. As mentioned above, the Economic Strategy component of the project will provide recommendations for redevelopment, attracting new businesses, and possible financing opportunities for services such as public safety and education. The resulting Form-based Code has the potential to facilitate the development review and approval processes, making development of the Corridor more enticing for developers. Additional details of the economic impacts of the project will become available as the project progresses.

FISCAL IMPACT

The City's adopted budget for the Redevelopment Agency includes \$400,000 for FY 2010 and \$200,000 for the FY 2011 budget for the Mission Boulevard Corridor Specific Plan project. The contract with Hall-Alminana specifies a "not to exceed" amount of \$540,000. The remaining \$60,000 will be used to offset the General Fund for staff time spent on the project.

PUBLIC CONTACT & SCHEDULE

During February and March, the consultant team began interviewing key stakeholders and property owners along the Corridor. As indicated in the attached timeline (Attachment II), a work session will be

held with the Planning Commission on March 25, 2010, and a kick-off community meeting will be held on April 8 at City Hall. As indicated previously, a public design charrette will be held at City Hall beginning on Monday, April 12 and concluding on Friday, April 16. Staff anticipates presenting the Planning Commission and City Council with Plan alternatives and beginning the preparation of the EIR in June. The project is expected to be completed by not later than end of FY 2011.

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Recommended by: David Rizk, AICP, Development Services Director

Approved by:



Gregory T. Jones, City Manager

Attachments:

Attachment I	Project Area Map
Attachment II	Timeline

3/18/2010