

Mervyn's site – Foothill Blvd.

Support long-range planning over short-range profits!

We don't support the plan to build housing on the former Mervyn's headquarters site in downtown Hayward, for one or more of the following reasons:

- This development proposal **disrespects the existing City General Plan** which cost millions of dollars to create and included input from taxpayers in all areas of the city – wasting taxpayers' money!
- The City's own Economic Development Committee has identified this as a **'catalyst site'** for creating new jobs. **Where will the city create jobs if we fill the few remaining catalyst sites with housing?**
- We need **long-range planning, not short-range profits** for out-of-town developers!
- Housing does not generate income for the city; **housing costs the city in infrastructure!**
- The City Council should stand firm to **protect our plans and visions**, not "sell out" to developers who make campaign contributions in order to pursue inappropriate projects!
- There are **no parks or schools** in the area to serve thousands more people!
- The same developer got the initial approval for housing at the cannery, then sold the property at a huge profit to another developer who came back to the city to demand more density in order to make a profit. The city caved and we now hear about new residents fighting over inadequate parking and other problems resulting from poor planning. **This developer has a record of poor design and profit-taking!**
- There is a real chance that once this developer gets a conditional use permit based on this plan, they will sell it to another developer who will change the plan.
- **Flawed Traffic Study:** Developers promise 50% of residents will commute via BART but studies show only 6% in Union City and 18% in Hayward town homes use BART – even when nearer BART than this project!
- Developers were well aware of the zoning for the property and **intentionally designed a project that violates the City plan in order to make a quick profit!**
- The developer says Hayward needs no new commercial because many store fronts downtown are empty. However, stores directly across from this project are **fully occupied**. Other spaces are filling as we recover from the worst recession in 80 years.
- The city needs a balance between housing and jobs. We've seen more than a thousand new housing units approved in the last two years. **We need JOBS, JOBS, JOBS!**
- The **City Council has an obligation** to respect the input provided by citizens and to see that developers follow the City Plans and that development benefits the City not just a developer!

I support long-range planning over short-range profits!

Name	Address	Email contact
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____

***Please return signed petitions to: 22248 Main St, Hayward CA 94541
(slide it under the locked outer door, or through the slot in the locked inner door)
Or scan and email to: fgoulari@pacbell.net or fax to 510-581-9668***

Or go this link to sign our Change.org Petition:

<http://www.change.org/petitions/hayward-city-council-and-hayward-planning-commission-deny-the-proposed-housing-project-for-the-former-mervyn-s-foothill-blvd-site>

Prospect Hill Neighborhood Association

Get involved!

Meetings are on the 3rd Sat of every month
at the Historic Linekin Building 22248 Main St.

Or get info via neighborhood email by sending your email to: fgoulart@pacbell.net.

Or get updates, crime alerts, contractor recommendations and network by
signing up for free at the neighborhood website: www.nextdoor.com

*Emails are never shared, and NextDoor is restricted only to confirmed neighbors
Voluntary dues are \$10/year per household.*

*Below is an update on a proposed nearby development
which will affect our neighborhood – as well as greater Hayward.
Many of you have received postcards and petitions from people paid by the
developer, but they did not tell you the whole story.
Here is more information about the project.*

Mervyn's site – Foothill Blvd.

***By unanimous vote, the Prospect Hills Neighborhood Association approved,
twice - In Feb 2013 and Jan 2014 - the following Resolution:***

WHEREAS, the Site is not zoned for housing; and,

WHEREAS, the Requested use is not consistent with City's General Plan; and,

WHEREAS, this proposal will worsen the problems of lack of park space and schools in the immediate area; and,

WHEREAS, This site could be a "catalyst" for downtown, providing commercial space, jobs, activity – but this will not happen if it is developed into apartments or condos; and,

WHEREAS, It would be in the best interest of citizens and Hayward to be patient and wait for a commercial project – we need jobs, jobs, jobs, not housing; and,

WHEREAS, The City has an obligation to see that developers follow the City Plans and that development will not cost the City, remembering that Housing costs the City in infrastructure and services and does not bring in income such as sales taxes, hotel taxes, etc; and,

WHEREAS, Planning Commissioners and City Council Members should stand firm to protect our plans and visions;

RESOLVED THAT The Prospect Hill Neighborhood Association goes on record as being opposed to the proposal for development of the former Mervyn's/Capwell's site.

FURTHER RESOLVED THAT we would prefer development on the site of a hotel, convention center, corporate headquarters, office space, commercial development or open space.

Minutes for the Prospect Hill Neighborhood Association Board of Directors meeting of January 18, 2014.

The meeting was called to order at 4:31 pm by President Mike Urioste.

Present were Mike Urioste (president) Al Parso (vice-president), Frank Goulart (secretary), Nancy Uioeste (treasurer), Andy York (director), Nathan Williams, Per Botner, Croft Jervis, Mariane Fate, Regina Fake, Veronica Fake, Raches, Area and Donny, Jessa, Cathy O'Connor, Blaine Ricketts (director), Cheryl Kojina, and Julie Machado.

The treasurer reports a balance of \$148.14 in the account.

Mervyn's Project: By unanimous vote, the Board (and the association members present) approved (again) the following Resolution:

WHEREAS, the Site is not zoned for housing; and,
WHEREAS, the Requested use is not consistent with City's General Plan; and,
WHEREAS, this proposal will worsen the problems of lack of park space and schools in the immediate area; and,
WHEREAS, This site could be a "catalyst" for downtown, providing commercial space, jobs, activity – but this will not happen if it is developed into apartments or condos; and,
WHEREAS, It would be in the best interest of citizens and Hayward to be patient and wait for a commercial project – we need jobs, jobs, jobs, not housing; and,
WHEREAS, The City has an obligation to see that developers follow the City Plans and that development will not cost the City, remembering that Housing costs the City in infrastructure and services and does not bring in income such as sales taxes, hotel taxes, etc; and,
WHEREAS, Planning Commissioners and City Council Members should stand firm to protect our plans and visions;
RESOLVED THAT The Prospect Hill Neighborhood Association goes on record as being opposed to the proposal for development of the former Mervyn's/Capwell's site.

A motion to amend the previously approved resolution was made, seconded and carried unanimously to add to the resolution:

FURTHER RESOLVED THAT we would prefer development on the site of a hotel, convention center, corporate headquarters, office space, commercial development or open space.

On motion made, seconded and carried unanimously, the Board (and the members present) resolved to circulate a petition (to include bullet points, the resolution, neighborhood association information, a place to gather email addresses, and places to drop off the petition, including electronic means) in the neighborhood, to be waived to

the Planning Commission and presented to City Council when it comes on the City Council agenda.

The Planning Commission will hear this item at a Special Meeting on Thursday, January 30, 2014 beginning at 7:00 pm.

Meeting adjourned 5:25 pm.

Meeting reconvened at 5:35 pm.

On motion made, seconded and carried, we set the April meeting for a Candidates Forum for Mayor and City Council and directed the Secretary to invite those running for those offices.

Meeting readjourned at 5:37 pm.

Respectfully submitted,

Frank Goulart
Secretary

Hayward Deserves Better!
Hayward: Building a Future, or More of the Same?
Support long-range planning over short-range profits!

Many people have expressed concerns about a developer's proposal to build housing on the former Mervyn's headquarters site in downtown Hayward. See below for why.

Sign Petition at Change.org: <http://tinyurl.com/lnus28s>
Like us on Facebook: www.facebook.com/BestforHayward
Come to the City Council meeting at 7pm March 4 at 777 B St
(watch Facebook for possible last minute date changes, a common tactic)

Stick to the Plan!

1. This development proposal **disrespects the existing City General Plan** which cost millions of dollars to create and included input from taxpayers in all areas of the city – wasting taxpayers' opinions, efforts, and money.
2. Hayward has a limited history of sticking to the plan, but when we do and are patient enough to wait for the right development, it works out well – we got the Pepsi plant, the Eden Shores housing and sports park development, and turned down Walmart on the Circuit City site, instead waiting a bit to get 24 hour Fitness. **When Hayward doesn't stick to the plan, we get boondoggles like the (now abandoned) 11-story City Hall on the site of beloved, beautiful, award-winning Hayward Union High School, and a power plant on the Hayward Shoreline.**
3. The City Council voted 7-0 to identify Mervyn's as a "Catalyst Commercial site" – **how can they now approve a "Negative Dec" saying this housing proposal is consistent with all City plans?**
4. The City Council has an obligation to respect the input provided by citizens and to see that developers follow the City Plans and that development benefits the City – not just developers!
5. Hayward needs **long-range planning – not short-range profits** for out-of-town developers.
6. The City Council should stand firm to **protect our plans and visions**, not "sell out" to developers who make campaign contributions in order to pursue inappropriate projects.

Don't fall for Bait and Switch!

7. This same developer got initial approval for housing at the cannery (Winton), then sold the property at a huge profit to another developer who came back to the city to demand more density in order to make a profit. The City gave in and we now hear about new residents fighting over inadequate parking and other problems resulting from poor planning. **Do you want more of the same?**
8. There is a real chance that once this developer gets a conditional use permit based on this plan, they will sell it to another developer who will change the plan because it "doesn't pencil out" – a common **bait-and-switch** developer tactic.
9. This developer was well aware of the zoning for the Mervyn's site and ignored it – instead designing a project that **violates the City plan in order to make a quick profit!**
10. This developer says Hayward needs no new commercial because many store fronts downtown are empty. However, stores directly across from this project are **fully occupied**. Other spaces are filling as we recover from the worst recession in 80 years.
11. This developer has reluctantly agreed to include some commercial space in the development plan, but has said only pads (foundations) will be built: this is a **delay tactic** to start building the housing and then get the plan changed to include more housing and little or no commercial space!
12. This developer has pulled out all the stops, including circulating inaccurate and misleading petitions, postcards, and surveys. They have incorrectly included peoples' names as supporters. **Do you want to trust this developer?**

Let the People Vote!

13. The developer's study says "80% approve of this project" but they offered no alternative vision such as a performing arts center or hotel conference center. If they are so convinced that this is what Hayward wants – let's put it on the ballot – let the people vote!

Commercial vs. Residential

14. Housing does not generate income for the city; **housing costs the city in infrastructure.**
15. Dense housing hasn't improved the area near BART; people commute out of town for work and shopping.
16. **Can we really afford the new tax that the city wants, for more police and a new library, if we sell off all our commercial sites to create apartments or townhouses? *Maybe getting new taxes is because we sell off economic sites instead of bringing new economic development into town!***
17. The city needs a balance between housing and jobs. We've seen more than a thousand new housing units approved in the last two years. **We need JOBS!** Not short-term, low-wage construction jobs, but real family-supporting, reliable JOBS!
18. The country is coming out of the worst recession since the 1930's. It's Ok to wait for the right project.
19. The City council approved specific "**Catalyst Commercial sites**" including: Mervyn's, Holiday Bowl, Caltrans land near 92/880 interchange, land around the airport on Hesperian, the old city hall site near Centennial Hall (behind Safeway), and old car dealership sites along Mission. ***Do we want to put housing on the Holiday Bowl site, too? Where will the city create jobs if we fill the few remaining catalyst sites with housing?***

Wrong Location, Broken promises

20. There are **no parks or schools** in the Mervyn's site area to serve thousands more people. **In fact, this is one of very few areas in the city with no parks within 1/3 mile.**
21. **Flawed Traffic Study:** Developers promise 50% of residents will commute via BART but studies show only 6% in Union City and 18% in Hayward town homes use BART – even when nearer BART than this project!
22. The neighborhood nearest this property, Prospect Hill, has been inordinately impacted by the Loop since people bypass one-way A Street by cutting through the neighborhood. Council promised a follow up traffic count to determine Loop traffic impact. **How can City staff and Council declare a "Negative Dec" and not require an EIR traffic study with this development when they haven't even dealt with the Loop's impact? How can they tell what the cumulative impact will be?**
 - *Two Council Members currently running for Mayor voted for the Loop (Zermeno & Halliday) and made a promise to this neighborhood. They should hold to their promises – especially if they wish to be Mayor!*

Hayward Deserves Better!

23. **Let's broaden our vision!** What about using this site for a **Visual and Performing Arts Center**, such as Walnut Creek's Leshner Center for the Arts? Or a major **hotel conference center** to replace the Council-approved demolition of Centennial Hall? What about using the vision that the City already paid consultants out of San Luis Obispo for, which included having a **sports complex** in this location? How about **re-purposing the existing building** by upgrading it into a **new police facility** or the **new Library** that some people want? The existing parking structure is already there! It is close to downtown and supporting commercial area! It would be a win-win for any of these uses!
24. **What legacy do we want for Hayward:** do we want to settle for more housing??

IF it is built....

Many people are against this project and we urge that it NOT be approved. However, if it is allowed, at a MINIMUM, the following items should be required:

- A. A condition of approval should require the developer to **build the commercial spaces concurrently with the housing.**
- B. A condition of approval should require the developer to **underground utilities on both sides of the street and improve the substandard street** adjacent to the development, Hazel Avenue.
- C. A condition of approval should require the developer to **pay prevailing wage, use local labor and have a project labor agreement.**
- D. A condition of approval should require the **\$3 million in "in lieu" fees for parks to be spent in the immediate area, on the Main Street site** designated to become a park in the 1991 North Hayward Neighborhood Plan (but still waiting to be accomplished).
- E. **Finish the Loop traffic studies first, before approving this project.**



- [Petitioning Hayward City Council and Hayward Planning Commission](#)

http://www.change.org/petitions/support-long-range-planning-over-short-term-profits?utm_source=guides&utm_medium=email&utm_campaign=declare_victory

Support Long-range Planning over Short-term Profits! Deny the proposed housing project for the former Mervyn's Foothill Blvd site.

The site is not zoned for housing; and

The Requested use is not consistent with City's General Plan; and,

This proposal will worsen the problems of lack of park space and schools in the immediate area; and,

This site could be a "catalyst" for downtown, providing commercial space, jobs, activity – but this will not happen if it is developed into apartments or condos; and,

It would be in the best interest of citizens and Hayward to be patient and wait for a commercial project – we need jobs, jobs, jobs, not housing; and,

The City has an obligation to see that developers follow the City Plans and that development will not cost the City, remembering that Housing costs the City in infrastructure and services and does not bring in income such as sales taxes, hotel taxes, etc; and,

Planning Commissioners and City Council Members should stand firm to protect our plans and visions; and

The Prospect Hill Neighborhood Association goes on record as being opposed to the proposal for development of the former Mervyn's/Capwell's site. We would prefer development on the site of a hotel, convention center, corporate headquarters, office space, commercial development or open space.

SIGNED BY 77 SUPPORTERS AS OF MARCH 4, 2014

.. Some comments are indicated below:

- [SALLY Baxter](#) HAYWARD, CA

There is too much traffic already on McKeever since the stupid loop! Parking is also bad on McKeever. This project would make both traffic and parking worse that it already is. And the city needs more revenue, not more residents using the already limited parks and services.

- [dave brown](#) SAN LORENZO, CA

Already enough housing, we need a community center!

- [Eric Maxwell](#) MARTINEZ, CA

I used to live right next to this area and it needs a nice park or community center there, not housing.

- [Daniel Goldstein](#) HAYWARD, CA

Downtown Hayward needs more nice commercial space not just housing.

- [Jewell Hargleroad](#) HAYWARD, CA

This is a key piece of property for Hayward's downtown. Already approved which has been environmentally reviewed under an EIR is the General Plan designation for commercial development which should not be lost for short term gains to the City's long term detriment.

- [Diane Balloue](#) HAYWARD, CA

We need a new Library and convention center before we need more housing.

- [JoAnne Gross](#) HAYWARD, CA

I would like to see the former Mervyn's site redeveloped into businesses which serve the area. There is little enough there now--we don't need more cheap, ugly dense housing.

- [Bonnie Ricketts](#) HAYWARD, CA

It should be commercial—the city needs to create jobs and bring in some revenue.

- [Blaine Ricketts](#) HAYWARD, CA

I don't want to see the zoning changed. I was perfectly happy with Mervyns and would like to see another business providing jobs for Hayward residents.

- [paige ball](#) HAYWARD, CA

I own a business in Hayward and desperately want to see this town succeed not keep selling out to the highest bidder

- [JoAnn DePoyster](#) HAYWARD, CA

It doesn't make sense for The City of Hayward to rezone the old Mervyn's building and put in housing there.

- [Dave Peterson](#) ALAMEDA, CA

Hayward needs jobs not housing.

- [Judith Mullen](#) WEST JEFFERSON, NC

I grew up in Hayward and still have family there, the "Loop" has helped traffic flow but I can't imagine what 500 condos on Foothill will do to destroy the gains that have been made. When will City Hall learn that Developers think with their wallets and don't have the slightest concern about what's best for the downtown area.

- [Kathy Amaral](#) HAYWARD, CA

Enough congestion on the streets and the site should be for jobs and commercial space. It once thrived as a Capwells and a Mervyns. You have added many fine new businesses along Foothill Blvd and should continue the flow.

- [Jessalyn DeLucchi](#) HAYWARD, CA

I live in this neighborhood and would much rather see the space used for a community center or park, or another commercial interest that would help provide job opportunities for our local community. No more high density housing!

- [Richard Kalman](#) HAYWARD, CA

We need jobs that bring stability and income into Hayward.

- [Christina Knapp](#) HAYWARD, CA

Hayward does NOT need more housing. It needs industry and jobs for the citizens who live here.

- [Judy Trapp](#) SAN LORENZO, CA

Vacant lot sitting there for years is an eye sore - businesses will provide jobs

- [Cheryl Kojina](#) HAYWARD, CA

The best use for this site is commercial as it is currently zoned. Commercial businesses can bring in new jobs and customers for neighboring businesses. Residential is not an appropriate use for this location. With the economy improving, we do not need to settle for a project that is not appropriate to the site.

- [Al Minard](#) FREMONT, CA

It will increase traffic on an already heavily traveled road that is not near BART.

- [Valerie Caveglia](#) HAYWARD, CA

We need a convention center like Centennial Hall back in Hayward.

- [Joe Ochoa](#) HAYWARD, CA

The City's infrastructure is already stretched beyond capacity. This isn't the right use for this property.

- [June Hoover](#) HAYWARD, CA

Hayward is creating a unique and lovely downtown, with creative murals and one-of-a-kind businesses. The opening of the Hayward Historical Society's Museum on Foothill promises to add a vibrant ambience to our downtown. 196 town homes will be "more of the same," sadly. We can do better--please keep the zoning commercial and adhere to the General Plan. Hayward is making great strides--let's continue the great progress and seek a development worthy of our vision!

- [Kevin McNair](#) HAYWARD, CA

Though I live in the Prospect Hill neighborhood and am concerned about the impact of this development on my neighborhood, I also believe that following the city's General Plan is good for all of Hayward.