



H A Y W A R D A R E A P L A N N I N G A S S O C I A T I O N

Vol. XXXVI No.2

The HAPA News

March 10, 2014

HAPA Board Meeting March 26 Wed.

We gather between 6 and 6:30pm at my house, 2787 Hillcrest Ave. We order in some food and sit down at about 6:30pm, depending on the delinquency of Board members in getting here on time. People can bring something if it's easy and they are motivated, but it is not expected. Board members are Evelyn Cormier, Bruce Barrett, Joy Rowan, Steve Murtaugh, Gail Lundholm, Minane Jameson, and possibly Brian Stanke, if he can make it down from Oakland. Others are welcome, just give me a call at 538-3692.

Agenda is to approve our Employee Handbook, and to discuss comments on the General Plan and Housing Element, Ideas for Hayward, the City resolution for Bayview, and city elections. We need to stop at 9pm.



HAPA Meets with City Economic Development Committee

Sherman and Nancy met with Hayward's Economic Development Commission on March 3, and made a 15-minute presentation about Bayview Quarry Village, following the guidelines requested by Economic Development Director Lori Taylor. Mayor Sweeney chaired the meeting. Councilmembers Mark Salinas and Greg Jones and citizen members Christopher Lam and Navneet Ratti were the other members.

The Question: Will the City support a policy statement in support of Bayview? City support could help get two things developers need: entitlement or near-entitlement (which reduces risk), and guaranteed minimum return on equity investment, but preserving incentive to get a higher return. It is a question of political will.

Commissioners all liked the idea, and had questions similar to those that have been raised before:

Regarding parking:

- It is more of an urban concept and we're in a suburban area. Might be hard to find 700 people willing to give up their cars.
- It would be nice to have something that doesn't depend on cars. It's going in the direction that seems to be a current trend (students and young professionals).
- Project is ahead of its time, especially for Hayward.
- Needs area where people can walk around and shop.
- Zip cars a possibility. Hard to rely on offsite parking.
- Discussion of the cost of providing parking brought up several examples of the real cost of parking structures: Sherman: in a San Francisco study, about 20% of cost was parking. Lori Taylor estimated 25-30K per structures to provide parking. Fran David added that covered parking runs about 33K/space. Sherman shared data from HAPA's current litigation with the

City against the CSUEB Hayward parking structure. If students had to pay the full cost they couldn't afford it. Parking structures don't pay, are subsidized by other activities.

Regarding finding a developer:

- It would have been nice to have developer sitting here to bounce ideas around.
- City has invested a lot in the Mission corridor, it could be a healthy corridor.
- Reality is finding the money.
- Hayward is great location geographically to do something different, yet it's easier to build what we always have, it's easier. But market is changing.
- In city inventory, there's not another site that is larger, and it is "green," empty.
- Question: "Do these builders exist?" Sherman: he would bring a developer to the table if there were policy support from the City.

Regarding funding:

- Commissioners were impressed with the details.
- Like green concepts and Cap & Trade.
- Problem is with the guaranteed minimum return. How can it be guaranteed? Looks like taxpayers would be on the hook.
- Sherman: \$300 million has been collected and will be spent on transportation related activities. The question is, which one? Fran David added that there is agreement that the money is there, but hard to access because of political wrangling over how to spend it. The big issue is high-speed rail.

Regarding policy support:

- Commissioners' concern was how can we support the concept/project without financially committing to it?

Mayor Sweeney summarized: Commissioners like the concept, but are concerned about the City being on the hook financially. People are skeptical about whether the state involvement would support a guaranteed minimum rate of return. Mayor Sweeney asked if Commissioners wanted to forward a resolution with something like the language in the proposal, reiterating that they would like a developer in the conversation. Motion was made, and passed unanimously. (The draft resolution is reported below.)

Draft Resolution on Bayview Concept

The City of Hayward supports the Bayview Quarry Village project in concept. The project would reduce use of cars while supporting a high quality life style. The design proposed has an open feeling because less land is used for pavement and buildings are only three stories high. Residents would still be able to use have cars, but there would be more walking and more transit use based on a fast, free, frequent shuttle. The homes would be affordable and sustainable. The project would have appealing design, health and safety, and a sense of community. All this combined would appeal to the educators and high tech workers we want to live in Hayward. The proposed neighborhood would serve CSUEB Hayward, BART riders, seniors and retired, and people who work at home. The project could be a model for, and promote, more similar development along Mission Blvd. and other areas.

I am waiting for the City to get back to me on next step, which we can discuss at the Board meeting.



Financial Report

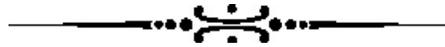
Due to an embarrassing clerical error probably involving use of the wrong address to send in an important contribution, the formerly principal contributor to HAPA gave nothing in 2013, and the financial health of the organization was rescued entirely by its contributors, who responded well to calm, well-reasoned requests for their help. [smiley face maybe]

HAPA spending dropped considerably because the work shifted from expensive consultants to less expensive mailings and emailings. Big new expenses, not to be repeated, were an ad in the real estate section of the Sunday Chronicle and a mailing to Sierra Club members in Hayward zips.

<i>HAPA Accounts, 2013</i>				
Date	Description	Memo	Amount	
INCOME	Donations		\$ 2,311	100%
EXPENSES				
Administration			\$ (2,476)	11%
Archiving and History	Amanda Halperin		\$ (450)	2%
	Sherman Lewis	Caltrans ppty mgt rpt 123.85 print, 20.52 mail	\$ (144)	1%
Fees mostly for Bayview Village				0%
3/31/2013	Town-Green		\$ (2,000)	9%
5/31/2013	Cutting Edge Capital		\$ (1,000)	4%
Fiscal Sponsor Fee	San Francisco Study Center		\$ (449)	2%
HAPA Intems: Aiwen Wei			\$ (215)	1%
HAPA Intems: Demetris Akinasso			\$ (452)	2%
HAPA Intems: Isabel Garcia			\$ (297)	1%
HAPA Intems: Katie Melara			\$ (3,654)	16%
HAPA v CSU	Stuart Flashman		\$ (4,221)	19%
Insurance	Calendar-Robinson Co.		\$ (1,010)	4%
Promotion of Bayview Village				0%
2/28/2013	Sherman Lewis	SF Chronicle ad	\$ (3,147)	14%
6/27/2013	Autumn Press	1978 piece to S Club for HAPA mailing	\$ (1,990)	9%
State Fees	FTB Tax Assessment reimbursement and	Sec'y of State Stmt of Info	\$ (45)	0%
Supplies	stamps		\$ (336)	1%
Web Site and Information Technology		Brooks White and Dustyn Bind	\$ (576)	3%
			\$ (22,461)	100%
		Change	\$ (20,150)	
Opening Balance	\$	21,583		
Closing Balance	\$	1,433		
Change	\$	(20,150)		

HAPA News, March 2014, p. 4

HAPA also had a large income item, a \$13,000 donation by CATS, whose President is Audrey LePell. CATS is dissolving, having accomplished its *raison d'être*, stopping the Route 238 bypass. HAPA is to use the funds for improving transportation and to report to CATS annually on the use of the funds. This is HAPA's first report. I wish we could report something dramatic, but the funds have been used for on-going work that we hope will pay off in the future. I estimated that CATS funds could reasonably be allocated to the archiving and history of the bypass (\$450). CATS papers are a significant part of both the archive and the history. HAPA also did an extensive report on the loss of property values caused by Caltrans mismanagement over many years. There was expense in copying and mailing to state officials (\$144). Another direct expense was to pay Stuart Flashman's legal fees for his work on the appeal of HAPA's litigation against a parking structure at CSU East Bay Hayward and in favor of a high-capacity, fast, frequent, fee shuttle from the campus to the Hayward BART station (\$4,221). I estimated about 20 percent of HAPA's operating cost and about 20% of our promotion of Bayview was transportation related, totaling \$1,938. The direct and the allocated amounts add up to \$6,754.



Sherman Lewis, President
Hayward Area Planning Association
2787 Hillcrest Ave. Hayward CA 94542
510-538-3692; sherman@csuhayward.us