

Maple Main

How to make the future work

Self-destruction vs. Sustainability

- Huge subsidies for cars propel a high rate of climate change with already catastrophic costs and enormous inertia
- American culture is so car dependent that most people cannot think clearly about it
- Demand for parking is driven by distorted markets that undermine pricing signals for consumer choice and cause climate change
- Elected officials are more concerned about opponents of parking charges than rational policy
- The Car Emperor has no clothes

What Density?

- High density cars? Big problem
- Over-sized socially dysfunctional buildings? Big problem
- More pedestrians? Big solution
- Three stories works for pedestrians and design
- Up to seven stories is not high density but may not be appropriate or economic for Hayward
- Eight stories and more is high density but economically viable only in a few locations

The Maple Main Big Box Parking Project

- Five Story parking structure with
 - 332 unit parking spaces
 - 24 retail parking spaces
 - 145 parking spaces for the Medical Office Building
- 235 units of housing with long walks inside the parking structure and hallways
- Unfriendly public sidewalks
 - A doorless facade on Maple
 - Wide driveways on Main, no unit entrances

Understanding Big Box Parking

- The concept for this project is fundamentally flawed
- It is stacked suburbia, with no real progress for walkability
- The walkability features are defeated by a dominant design for access by car
- The concept turns its back on the City with doorless walls except for some street-level retail
- The project subsidizes more car traffic, car dependency, pollution and greenhouse gases

Big Box continued

- The building is out of scale for the area primarily because of the parking structure
- The structure width on Main St. is ~393 feet, of which ~237 feet is parking structure
- The design is anti-urban, a new form of gated development
- The design is un-Hayward, physically isolated and antagonistic to interaction with other people.

The Hayward General Plan

- Guiding Principle Number 5: “Hayward should have a safe, walkable, vibrant, and prosperous Downtown that serves as an attractive area for business and a destination for shopping and dining, arts and entertainment, and college-town culture.”
- Big Box Parking places the car first by design and subsidy
- The City is ignoring a walkable plan because citizens proposing it do not have money

The Sustainable Mobility Project

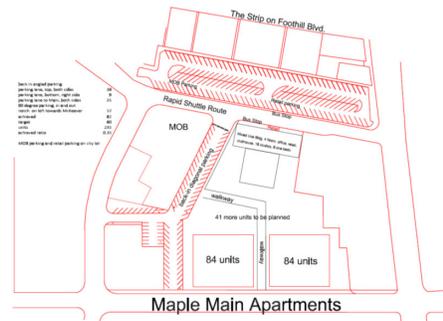
- The Sustainable Mobility Project has
 - sustainable mobility instead of car dependency
 - three story building height
 - no or minimal subsidy for surface parking
 - people get where they need to go in a competitive travel time
 - less car traffic and more walking access to downtown and BART
- Hayward can have a great project with more benefits if we make the effort

Apples to Apples

- The Sustainability plan can provide
 - the same amount of housing, unit types, and floor plans as Big Box Parking
 - The same amount of affordable housing
 - The same retail and Medical Office Building
 - The same amount of mobility
 - Similar design with a lower building height
 - The same or better site sustainability and Green Point Rating
 - Do all this at a much lower cost, about 20 percent below the cost of Big Box Parking

Sustainable Site Plan

Draft in progress shows proof of concept for space for 235 units, 3 stories high, with 82 parking spaces for phase one with 84 units.



Medical Office Building (MOB)

- Adaptive reuse of the MOB is worth doing, but not a reason for excessive parking in the wrong location
- can meet any parking need closer to the entrance on Maple
- should use historically adequate parking on site and unused spaces across street in City-owned parking lot
- Employees should park off site or use sustainable access
- The MOB should provide vouchers for a basic taxi/ehail fare with convenient drop-off at the entrance on Maple, with no need to park a private car

MOB Continued...

- Conditions of Approval could include a commitment to build a structure above historic parking on site if sustainable access targets are not met
- There is no evidence the MOB needs 168 parking spaces
- The proposal is based on outmoded and discredited ratios
- The MOB operated historically with a small fraction of the spaces
- There is no documentation of the parking need or of how to meet it through conditions of approval.
- Access from inside a parking structure on Main is not transparent and not as effective as a shorter walking distance from Maple Court where the MOB is actually located

Retail

- Neither the City more the developer considered putting retail in its logical location
- More remote retail on Main is not as attractive as retail on Maple facing The Strip and using its mostly vacant parking
- The Parking Project proposes 24 retail spaces. Over half of the 146 spaces in the City parking lot are usually empty.
- Retail on Maple would benefit from the circulator stop, MOB users, and Strip shoppers
- The Strip would also benefit from more shoppers
- Demand for parking is a sign of success, not a problem
- Fear of a possible lack of parking is not a good reason to build empty parking spaces

Sustainable Mobility

- Reduced parking
- Lower cost surface parking located on north side, oriented away from downtown
- Unbundling
- Manage spillover parking; parking management programs are already working in Hayward
- Circulator using rapid bus concepts
- Carshare/rental; taxi/ehail spaces provided and arrangements made
- Taxi/ehail vouchers for not leasing a parking space for special trips, e.g., health
- Planned convertibility of unused parking to living space

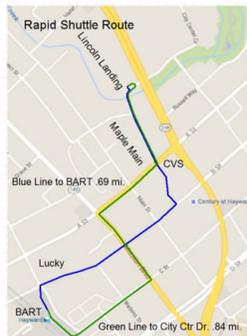
Rapid Bus Concepts

- Dual mode diesel electric motor for torque, braking energy recovery, renewable fuel potential
- 30 foot bus for maneuverability in traffic
- No fare collection by driver; use proof of purchase and soft enforcement
- Low floor, high sidewalk stops with no step entry and guided docking
- Minimal dwell time
- Shortest possible distance between end points
- Signal preemption and right lane bypass
- Needs road improvements and new signals
- Usually faster than driving
- Runs most of the day
- Free to most users using eco-pass
- Land-based financing
- Contract operator selected by RFP
- Financers of circulator manage it in consultation with riders and operator

The Circulator

- Planning for Maple Main should be suspended until a circulator route and service plan are decided
- Maple Main and Lincoln Landing have enough cash flow to support the circulator
- Circulator should be public, fast, frequent, and free for most users using rapid bus concepts
- The circulator can work best initially with one bus and a short route, more buses with more riders
- Route could use a traffic signal at A St. and Maple Court with a bus lane mid-block between B St. and A St. connecting to Maple Court

Circulator



- One bus
- Layover time 1 minute
- Distance 1.53 miles
- Average speed 15 mph
- Travel time 6 minutes
- Headway 7 minutes
- Loop reform
- Need to go close to Lucky outbound
- Needs midblock crossing on A St.

Walking

- The Parking Project would result in more people walking downtown but
- The Sustainable Project would result in many more people walking downtown
- Both choices work poorly with an expressway between the project and downtown
- Loop Reform is essential, or sustainable access to downtown will work poorly for any project

Parking Structure Economics

- “Unbundling” splits bundled living space and parking space rents into two rents equal to the bundled rent
- The parking rent can be either market-based or economy-based
 - Market-based is the rent people are willing to pay with about 85 percent of spaces occupied on average
 - Economy-based is the rent needed to pay for land, construction, operation, financing, and some environmental externalities
- Economy-based rents for parking structure spaces have to be so high that no one will pay them separately, only when forced to by bundling

Public Parking Economics

- “Free” parking has a high cost
- All three parking structures in Hayward have mostly been paid for by people
- Limited parking charges can be used to improve downtown, with free parking nearby
- **More** people could come downtown if they could pay a dollar to park conveniently
- People are willing to pay for parking, even in Hayward: BART charges, gets more riders

Site Sustainability

- Project should have site sustainability as well as sustainable mobility
- Water: water conservation and dual use, on-site harvesting of storm water, use retained water for irrigation of drought-tolerant native landscaping
- Energy: energy conserving building envelope; net zero on the grid
- Materials-efficient construction technology
- Green Point Rating works better than LEED
- The Parking Project has good site sustainability but the Sustainable Project has more

Why Three Stories?

- Affordability: Type V-A, Protected wood frame commonly used in apartment buildings, is more affordable than Type III-A, Block walls with wooden roof or floor
- Health: Does not require elevators, which are vertical versions of cars and discourage walking
- Cross-section minimizes temperature exposure and supports net zero using active solar on roof
- Achieves high density of people with low car traffic

Condos

- Rental Apartment projects should be recorded as condos for possible future sale if market conditions change
- A requirement to record as condos can help improve the quality of the project by building to ownership quality of construction

Security

- A walking environment needs more security than a driving environment
- Either project should use Closed circuit TV (CCTV) and gates as needed
- Lighting should be ample but not harsh
- Sightlines must be open for defensible space
- Management would monitor conditions to deal quickly with problems that may arise

Investing

- The major market for rentals is car-oriented
- Niche markets can have sustainable mobility based on travel time budgets for 15 trip purposes
- Renting enough units to under-served niche markets can yield a greater return than renting too few units to a major market
- Underserved: Those using the Mission-Bee corridor and CSUEB campus; BART users; Retired, seniors; those who work at home

Risk Reduction

- Deparking incentives to save money using sustainable modes; help residents transition
 - Assistance in trip-making to reduce need to park car on site
 - Low-cost parking offsite
 - Bonus payment to allow developer to build next building or phase
 - Sustainable mobility saves money: no parking rent and no car costs more than offset sustainable mobility costs
- Phasing would allow more parking if needed
- Parking increases permitted based on conditions of approval, concept pro forma, and absorption rate

Marketing: Renter Education

- Marketing sustainable mobility requires innovative marketing
- Marketing should focus on the four main markets
- Prospects should keep a two week travel diary and confer with a specially trained sales person to think through how they would make trips in a sustainable project
- Prospects should be helped to calculate their total costs for living space, utilities, car, and non-car travel to compare parking rental with the sustainable mobility in their personal travel time budgets
- Prospects should receive education on better health and safety, lifestyle, and environmental benefits

Conversion to Living Space

- Sustainable mobility, unbundling, deparking incentives, market education, and resident choices create vacant parking
- Higher parking rents reflect real costs and reduce the amount of parking
- Initial construction of parking should allow low cost conversion to living space
- Income lost from empty parking can become more income from living space

Challenges of the Sustainable Project

- The Sustainable Project has new kinds of risk
- Developers and lenders are risk-averse and not entrepreneurial
- Private equity has a short time frame, three to five years; lack of patient investors
- Public attitudes still support climate change, demanding “free” parking and excess parking
- Cities have a culture of forced anti-economic free parking

Funding Sources

- Some banks do lend to no parking and low parking developments
- The state Tax Credit Allocation Committee has extra points for smart growth
- The state Affordable Housing and Sustainable Communities program has \$320 million this year
 - The City and developer could make a joint application
 - AHSC has extra points for sustainable mobility and joint transportation – building projects
- The agreement with the lender is dictating a lack of quality and sustainability. Should a German bank dictate to Hayward loan terms requiring parking subsidies, unnecessary traffic, and increasing greenhouse gases?

Environmental Review

- Big Box Parking needs to be evaluated
 - For emissions, traffic, and non-car modes,
 - For traffic-inducing precedent for other projects
 - For walking downtown
 - Visual impacts in the neighborhood
- No study has been done of the potential for sustainable mobility
 - How trip needs would be met
 - The market for unbundled parking

Research

- Environmental review will not answer critical questions
- We need focus group research on four key markets
 - Employees, students, and others using the Mission-Bee corridor and campus
 - BART users
 - Retired, seniors
 - Home workers, home occupation, remote workers
- Participants need to be selected for their mobility pattern
- They need to keep a two week travel diary
- Focus group sessions would assess marketability
 - The presentation must use assumed living space rent that reflects lower cost from no parking cost and no active solar energy cost
- Better data would help estimate market size and absorption

HAPA's decision

- I recommend to the HAPA Board that we
 - Comment on the parking project compared to the sustainable project; no comment on "no project"
 - Recognize positive as well as negative aspects of the Parking Project
 - Do the positives outweigh the negatives?
 - With patience can we get a sustainable project?
 - Not decide final support or oppose until the project is before Council for final approval
 - Next action may depend on the environmental assessment and on local neighborhood support or opposition

Paralysis and Incoherence

- People suffer from a disconnect between a belief they oppose global warming and support for policies that increase it.
- One of these policies shows the problem. Can you tell which one?
 - Support for cars with more fuel efficiency, hybrids, and electrics
 - Opposition to coal mining, coal transport, and coal power plants
 - Opposition to more fracking
 - Opposition to drilling in Atlantic, Gulf, and Alaskan waters
 - Support for the Paris Accord to reduce GHG internationally
 - Support for roof-top solar energy and energy-efficient buildings
 - Support for subsidized parking structures to access housing