



**Memorandum**

Date: January 18, 2018  
By: Gary Reyes STL-T1428, John Dietrich  
To: Planning Commission –  
City of San Leandro

**RE: T1428 presentation for the January 18<sup>th</sup> Planning Commission Public Hearing on the Bayfair TOD Specific plan**

Good Evening, Honorable Planning Commissioners.

Gary Reyes, Store Team Lead for Target Corporation at the San Leandro store  
15555 E. 14th Street, San Leandro, CA.

I have been the Store Team lead at this Target for 15 years, this is my store, I know how our store operates and the challenges we have at this urban store with the mall and the BART station nearby. In regard to the Specific TOD Plan, Target is encouraged by the plan which represents a reinvestment in the area, however Target remains concerned as to how the plan will impact our property, operations and guest experience.

Target or T1428 as we call this store is a 147,000 SF large format retail store, we employ 250 team members during non-holiday periods and have operated here since 2002. Our property abuts the mall to the north and to the south the Estudillo canal and the BART station property. There is a pedestrian walkway connecting our property to BART. It should be noted Bayfair Ave and all access drives within our property are privately held and maintained. Target has 465 parking spaces within our property for our guests which consistently are being utilized by individuals who park their vehicles for the day and ride the BART system. Target owns 10.5 acres of Property as outlined in red and we have land use control of an additional 11 acres of property outlined in yellow. (See the attached plan)

The TOD Specific plan envisions a walkable city grid of multistory buildings, pedestrian scale streets, bikeways and walkways. While good in concept it is in stark contrast to how Target operates our store and how we utilize our property. The TOD plan diminishes a successful retail enterprise and does not embrace our retail model and suggests we should be willing to carve up our property, fore go our private parking field, create public streets and acquiesce that our guests will no longer have easy access to our store, the parking lot or the arterials of Hesperian, Fairmont or 14th. Development in and around transit stations is inevitable and will continue to evolve but it has to respect property owner's rights. Target will pursue any and all means to maintain our current use of the property, retail operation, visibility and access to the surrounding roadway network.

Chapter 5 of the plan outlines Development standards and makes reference to the flexible mix of land use, layouts and densities which will be dictated by market forces and landowner decisions. We could not agree more. Target has every intention to remain at this location and operate our store long beyond the 20 year horizon of this TOD Specific plan. We will remain proactive in our remodels and reinvestment into our property to maintain brand, fashion and style and we firmly believe in brick and mortar as well as on line retail. The proposed TOD planned network of streets, walkways and multistory buildings will have to be integrated with our retail operation and not Vis versa.

We fully intend to operate our property as entitled under the current zoning of Regional Mall Mix (C-RM) and will expect any and all rights we have in the C-RM zoning district today to be grandfathered to our property if the Zoning is to be changed to a B-TOD. Target is not supportive of the District - Based financing tools as outlined in Chapter 7 which would further burden our property with additional assessments, levies or taxes in order to subsidize the TOD plan.

Target will remain a committed retailer and engaged property owner, we will work with the other stakeholders within the district. We look forward to a more vibrant, engaged and safe environment for our guests and the patrons and residents of the TOD district. But we will be fiercely protective of our property and how our property is to be utilized. As mentioned before the TOD planned network of streets, walkways and multistory buildings will have to be integrated with Target's retail operation and not Vis versa.

Thank you the opportunity to speak to you this evening in regard to the TOD plan.

