

BAY FAIR TOD SUB-AREA 1 PRECISE PLAN

The proposed Bay Fair Transit Oriented Development (TOD) Precise Plan is a strategic investment in the pre-development work necessary to unlock the tremendous Transit Oriented Community (TOC) development potential at the center of the Bay Fair TOD District and Priority Development Area (PDA). Building upon the community vision and environmental clearance established by the Bay Fair TOD Specific Plan (2018), this grant will allow the City of San Leandro to work in partnership with the community, key stakeholders and property owners to address regulatory, ownership and market changes and opportunities since adoption, advance solutions for key infrastructure challenges and access barriers, and provide the additional parameters needed to streamline future development, and implement MTC's TOC Policy.

The proposed Precise Plan for Sub Area 1 (~72 acres) of the Bay Fair TOD District will unlock the potential for an estimated 3,000-5,000 mixed-income housing units and over 2,000,000 sq ft of employment, visitor, and retail/service uses within one half-mile of the Bay Fair BART Station. (To date, the City has provided environmental clearance for up to 5,000 housing units and 375,000 sq ft of office in the larger Bay Fair TOD District.) Since 2018, key properties within Sub-Area 1 area have changed ownership, the interior of Bayfair Center Mall has closed, and the new owners are preparing for up to 400,000 sq ft of adaptive reuse for employment uses. The City has also entitled 497-units of multi-family housing in Subarea 1 (including 50% affordable units).

A detailed analysis of site conditions (grading, utilities, flood regulations, etc.) will enable the Precise Plan to establish an updated multi-modal circulation network of complete streets, developable blocks, and green infrastructure and utility plans. It will analyze parking needs at the district scale, including BART parking replacement, and provide strategies to implement Travel Demand Management & Parking programs. A detailed development design plan and parcelization plan will define future blocks for development and prepare the BART TOD site for a competitive proposal process.

The Precise Plan will develop conceptual designs and cost estimates for the key district-scale infrastructure needed to remove major physical barriers in the plan area and catalyze the full development potential of the District. These include a new complete street crossing over the Estudillo Canal and ADA access across the BART station to connect across the District.

SCOPE OF WORK

TASK 1 - PROJECT INITIATION AND MANAGEMENT

- Kick-off meeting with staff and consultant team
- Request, collect and distribute background information and document
- Prepare & maintain project workplan & task tracker
- Project management meetings
- Project team coordination meetings

Task 1 Deliverables:

1.1 Project schedule / Work Plan

1.2 Data request to City

1.3 Memorandum on scope and budget for the project that includes both covered and optional tasks

1.4 Project management meetings

1.5 Project team coordination meetings

TASK 2 - COMMUNITY & STAKEHOLDER OUTREACH AND PARTICIPATION

- Multi-Lingual Community Outreach and Engagement Plan
- Multi-Jurisdictional Community Outreach and Engagement (San Leandro and Alameda County)
- Stakeholder Meetings
- Individual Stakeholder Interviews
- Technical Advisory Group Meetings
- Public Workshops / Meetings - Vision, Alternatives, Final
- Site Tours
- Web Site Content
- Board/Commission and City Council Meetings/Work Sessions
- Additional outreach engagement strategies to be determined in the Community Involvement Plan.

Task 2 Deliverables

2.1 Multi-Lingual Community Outreach and Engagement Plan

2.2 Multi-Jurisdictional Community Outreach and Engagement (San Leandro and Alameda County)

2.2.a Stakeholder Meetings

2.2.b Individual Stakeholder Interviews

2.2.c Technical Advisory Group Meetings

2.2.d Public Workshops / Meetings

2.3 Site Tours

2.4 Web Site Content

2.5 Board/Commission and City Council Meetings/Work Session Materials and Attendance

TASK 3 - EXISTING CONDITIONS ANALYSIS

Collect new and existing data about site conditions. Create an existing Conditions Report and/or Technical Memos on specific topics that will document the following existing conditions and identify opportunities and constraints to consider when developing strategies.

- Review relevant existing documents, planning policies, and zoning requirements established by local, regional, and state bodies.
- Confirm Planning Area boundary (Planning Area). Consider any changes of ownership, development, new zoning information, changes of use, or other new information that may have arisen since the 2018 adoption of the Bay Fair TOD Specific Plan.
- Collect site conditions data including physical conditions, ownership, parcel information, and planning area boundaries, & prepare base maps of Bay Fair TOD Sub-Area 1 precise plan area that illustrate the following:
 - Title Reports & Easements
 - Land Use Regulations
 - Utilities
 - Topography
 - Flood Control Conditions and Regulations
 - Aerial Photography
 - Circulation
 - Parking Counts
 - Zoning and Land Use information
 - Existing Real Estate Agreements, Codes Covenants and Restrictions
- Create existing conditions report(s) and/or memo(s) summarizing the following. Reports may be additions to or adaptations of existing conditions report(s) and/or memo(s) created for the 2018 Specific Plan, with updated information.
 - Area's history and planning processes
 - *Current Policy Framework*
 - Land use policy framework (e.g., San Leandro Certified 2023-2031 Housing Element, MTC Transit-Oriented Community Policy, Plan Bay Area 2050, San Leandro 2035 General Plan, Bay Fair TOD Specific Plan, HCD Pro-Housing Designation, MTC Priority Sites Program, state housing legislation, BART TOD Guidelines, BART A-Line Jobs Attraction Study).
 - *Current Private Ownership Profile*: Catalogue existing owners in the Plan Area, including Real Estate Agreements (REAs), Codes Covenants and Restrictions (CC&Rs), Lease Agreements, Parking Agreements, and other private property agreements and restrictions that may limit or require planning and design alternatives.
 - *Economic and Land Use Study*
 - *Market Feasibility Analysis*: Market demand, including jobs and housing feasibility analysis (market rate and affordable).
 - Phasing Considerations
 - *Community Assets and Equity Analysis*
 - *Access & Circulation*: Existing multi-modal transportation conditions and planned projects (e.g., MTC mobility hub program, ACTC East Bay Greenway Multi-Modal Phase

1, BART capital projects, AC Transit Service Plan Update, BRT expansion, Alameda County San Lorenzo Creekway Master Plan, 2009 BART Station Access Improvement Plan, 2023 BART Metro: 2030 And Beyond).

- *Parking Resource Assessment*: Assessment of existing parking supply and demand, including analysis of leases, to inform comprehensive district-wide parking management plan.
- *Detailed Utility Analysis*: Detailed assessment of existing public and private infrastructure (e.g., power, water, sewer, stormwater, high speed internet) and its ability to accommodate changes generated by potential development plan demands including a range of scenarios to inform utility concept plan.
- *Resilience & Climate Adaptation*: Resilience and climate adaptation concerns and opportunities, including detailed site grading and flood zone analysis and recommendations to inform preliminary grading plans.

Task 3 Deliverables:

- 3.1 Administrative Draft Existing Conditions Report and/or Technical Memos on the existing conditions, opportunities, constraints, and framework.
- 3.2 Existing condition base maps of the plan area for topics identified in the scope of work.
- 3.3 Final Existing Conditions Report and/or Technical Memos on above-listed topics.

TASK 4 - STRATEGIES AND TECHNICAL MEMORANDA

Strategy Report and Technical memos to provide analysis and preliminary strategies as inputs for Charrette & development of Precise Plan.

- Housing Affordability and Production Strategy
- Jobs and Housing Strategy
- Equity Strategy
- Market and Implementation & Phasing Strategy
- Mobility Strategy
- Key connections from BART to:
 - ACTC East Bay Greenway Multi-Modal Phase 1 / E. 14th Street future BRT across Estudillo Canal through BART TOD and mall site
 - Hesperian Blvd. through BART TOD site
 - Alameda County San Lorenzo Creekway trail network
- Multi-Modal Network Concept, Street Typologies, Details, and Sections
- District-wide Parking Management and TDM Strategy
- BART Parking Replacement Scenarios
- Intersection Improvements
- Public Realm
- Open Space
- Curb Management
- Private Infrastructure Development and Capital Improvement Plan
- Resilience and Climate Adaptation Strategy, including Microgrid & green infrastructure opportunities

- Private Development Strategy
- Phasing, Cost Estimates, Funding
- Universal Design Strategy
- Catalytic Infrastructure Implementation Strategy
- Phasing, Cost Estimates, Funding
- TOC Consistency. Identify any necessary amendments for consistency with MTC's Transit Oriented Communities Policy that should be completed during the planning process, including for the following topics:
 - *Density*. Ensure consistency with TOC Policy's Tier 2 minimum density standard for residential (minimum 75 du/acre) and office development (minimum 3 FAR) on average within 1/2 mile of Bay Fair BART.
 - *Transit Access and Parking*. Ensures consistency with TOC Policy's maximum parking standard (0.5 spaces or less for residential development, 1.6 spaces per 1,000 square feet for non-residential development).
 - *Complete Streets*. Consistency with Resolution No. 4493 Complete Streets Policy including consistency with NACTO's "All Ages and Abilities" design principles.

Task 4 Deliverables:

- 4.1 Administrative Strategy Reports and Technical Memoranda
- 4.2 Executive Summary: Precise Plan Strategies
- 4.3 Final Strategy Reports and Memoranda

TASK 5 - ALTERNATIVES DEVELOPMENT ANALYSIS:

- Multi-Day Working Stakeholder Charrette Studio:
 - Document Preparation
 - Site Tour Preparation
 - Hands-On Exercise Preparation
 - Design Studio Preparation
 - Kick Off Meeting
 - Community Open House
 - Final Presentation
- Administrative Draft: Illustrative Development Plan and Parcelization Plan Alternatives including:
 - Illustrative Development Plans for each alternative, including but not limited to:
 - Development Program
 - Parcelization Plan
 - Phasing Plan
 - Multi-Modal Circulation
 - Public/Civic Realm
 - Green Infrastructure (Grading/Drainage/Landscape)
 - Summary tables for comparison

- Recommendations for stakeholder review and input
- Alternatives survey tool for public / decision making tool for stakeholders.

Task 5 Deliverables:

- 5.1 Multi-Day Working Charrette Studio – Facilitation and Production
- 5.2 Admin Draft Precise Plan Alternatives Analysis Report
- 5.3 Survey tools for public & stakeholders
- 5.4 Summary of stakeholder & public Input
- 5.5 Final Draft

TASK 6 - DETAILED DEVELOPMENT PLAN AND PARCELIZATION PLAN

- Final Development Plan and Parcelization Plan, including:
 - Development Plan
 - Development Program
 - Parcelization Plan
 - Phasing Plan
 - Multi-Modal Circulation and Station Access Plan, including:
 - Key connections from BART to:
 - ACTC East Bay Greenway Multi-Modal Phase 1 / E. 14th Street future BRT across Estudillo Canal through BART TOD and mall site
 - Hesperian Blvd. through BART TOD site
 - Alameda County San Lorenzo Creekway trail network
 - Multi-Modal Network Typology, Details, and Sections
 - Curbside Management Plan
 - Public Realm Standards and Guidelines
 - Landscape Concept Plan
 - Street Lighting Standards
 - Parks and Open Space Plan
 - Public Art Plan
 - Signage and Wayfinding Plan
 - Infrastructure Plan
 - Existing Topography Plan
 - Existing Utilities Plan
 - Preliminary Grading Concept Plan
 - Preliminary Green Infrastructure/Stormwater Concept Plan
 - Preliminary Utility Concept Plan
 - Supporting Graphics
 - Site Sections
 - Illustrative Aerial Perspective View at Build Out

- Renderings
- Parking District Strategy & TDM Plan
- Canal Crossings Concept Design & Cost Estimate
 - Detailed designs and cost estimates for complete streets canal crossings, including upgrades to existing crossings and new crossing (level of drawings contingent upon award - goal is to prepare "shovel-ready" designs for future construction grants)
- BART Station ADA Access Concept Design & Cost Estimate

Task 6 Deliverables:

6.1 Final Development Plan and Parcelization Plan

6.2 Parking District Strategy and TDM Plan

6.3 Canal Crossings and BART Station ADA Access Concept Designs & Cost Estimates

TASK 7 - DRAFT PRECISE PLAN AND RELATED AMENDMENTS FOR TOC COMPLIANCE

- Proposed Precise Plan Outline, including:
 - Vision
 - Development Standards
 - Public Realm Standards
 - Parking District Strategy
 - Community and Equity
 - Capital Improvements
 - Implementation Strategy
- Draft Plan - based on content developed in previous tasks
- Team Working Charrette
- Administrative Draft Precise Plan and Related Amendments
- Screencheck Draft Precise Plan and Related Amendments
- Public Draft Precise Plan and Related Amendments
- Public Outreach

Task 7 Deliverables:

7.1 Proposed Precise Plan Outline

7.2 Administrative Draft Precise Plan

7.3 Screencheck Draft Precise Plan

7.4 Public Draft Precise Plan

7.5 Team Charette Meeting Materials (agenda, report, presentation, meeting notes)

7.6 Materials and Summary of Outreach

TASK 8 - ENVIRONMENTAL REVIEW

CEQA Compliance Documentation - Memo reviewing proposed plan changes and recommendation for further environmental review, as necessary to provide streamlining by environmentally clearing projected plan build out beyond that already analyzed.

Task 8 Deliverables:

8.1 Memo on CEQA Strategy

8.2 Draft CEQA Documentation

8.3 Final CEQA Documentation

TASK 9 - PUBLIC REVIEW AND ADOPTION

- Public Hearings for Adoption
- Final Precise Plan

Task 9 Deliverables:

9.1 Attendance and Presentation at stakeholders and community meetings

9.2 Attendance at San Leandro Planning Commission and City Council hearings

9.3 Final Bay Fair TOD Sub-Area 1 Precise Plan

PRELIMINARY ESTIMATE OF SCHEDULE & BUDGET

DELIVERABLES	COMPLETION DATE	BUDGET
TASK 1 - PROJECT INITIATION AND MANAGEMENT	September 2025	\$75,000
1.1 Project schedule / Work Plan		-
1.2 Data request to City		-
1.3 Memorandum on scope and budget for the project that includes both covered and optional tasks		-
1.4 Project management meetings		-
1.5 Project team coordination meetings		-
TASK 2 - COMMUNITY & STAKEHOLDER OUTREACH AND PARTICIPATION	September 2025	\$125,000
2.1 Multi-Lingual Community Outreach and Engagement Plan		-
2.2 Multi-Jurisdictional Community Outreach and Engagement (San Leandro and Alameda County)		-
a. Stakeholder Meetings		-
b. Individual Stakeholder Interviews		-
c. Technical Advisory Group Meetings		-
d. Public Workshops / Meetings		-
2.3 Site Tours		-
2.4 Web Site Content		-
2.5 Board/Commission and City Council Meetings/Work Session Materials and Attendance		-
TASK 3 - EXISTING CONDITIONS ANALYSIS	August 2024	\$200,000
3.1 Administrative Draft Existing Conditions Report and/or Technical Memos on topics		-
3.2 Existing condition base maps of the plan area for topics identified in the scope of work.		-
3.3 Final Existing Conditions Report and/or Technical Memos on above-listed topics.		-
TASK 4 - STRATEGIES AND TECHNICAL MEMORANDA	August 2024	\$125,000
4.1 Administrative Strategy Reports and Technical Memoranda		-
4.2 Executive Summary: Precise Plan Strategies:		-
4.3 Final Strategy Reports and Memoranda		-
TASK 5 - ALTERNATIVES DEVELOPMENT ANALYSIS	January 2025	\$285,000
5.1 Multi-Day Working Charrette Studio - Facilitation and Production		-
5.2 Admin Draft Precise Plan Alternatives Analysis Report		-
5.3 Survey tools for public & stakeholders		-
5.4 Summary of stakeholder & public Input		-
5.5 Final Draft		-
TASK 6 - DETAILED DEVELOPMENT PLAN AND PARCELIZATION PLAN	May 2025	\$275,000
6.1 Final Development Plan and Parcelization Plan		-
6.2 Parking District Strategy and TDM Plan		-
6.3 Canal Crossings and BART Station ADA Access Concept Designs & Cost Estimates		-
TASK 7 - DRAFT PRECISE PLAN AND RELATED AMENDMENTS FOR TOC COMPLIANCE	September 2025	\$75,000
7.1 Proposed Precise Plan Outline		-
7.2 Administrative Draft Precise Plan		-
7.3 Screencheck Draft Precise Plan		-
7.4 Public Draft Precise Plan		-
7.5 Team Charette Meeting Materials		-
7.6 Materials and Summary of Outreach		-
TASK 8 - ENVIRONMENTAL REVIEW	September 2025	\$20,000
8.1 Memo on CEQA Strategy		-
8.2 Draft CEQA Documentation		-
8.3 Final CEQA Documentation		-
TASK 9 - PUBLIC REVIEW AND ADOPTION	March 2026	\$20,000
9.1 Attendance and Presentation at stakeholders and community meetings		-
9.2 Attendance at San Leandro Planning Commission and City Council hearings		-
9.3 Final Bay Fair TOD Sub-Area 1 Precise Plan		-
TOTAL BUDGET	TOTAL BUDGET	\$1,200,000



2150 Webster Street, P.O. Box 12688
Oakland, CA 94604-2688
(510) 464-6000

February 23, 2023

2023

Janice Li
PRESIDENT

Mark Foley
VICE PRESIDENT

Robert Powers
GENERAL MANAGER

DIRECTORS

Debora Allen
1ST DISTRICT

Mark Foley
2ND DISTRICT

Rebecca Saltzman
3RD DISTRICT

Robert Raburn, Ph.D.
4TH DISTRICT

John McPartland
5TH DISTRICT

Elizabeth Ames
6TH DISTRICT

Lateefah Simon
7TH DISTRICT

Janice Li
8TH DISTRICT

Bevan Dufty
9TH DISTRICT

RE: Letter of Support - MTC Priority Development Area (PDA) Planning Grants 2022-23 - Letter of Support for Bay Fair TOD Precise Plan and Specific Plan Amendment applications for the City of San Leandro

Dear Mr. Shorett,


On behalf of the San Francisco Bay Area Rapid Transit District (BART), I am writing to express support for the City of San Leandro's PDA grant applications to complete a Bay Fair TOD Precise Plan and update the Bay Fair TOD Specific Plan.

Since the adoption of the Bay Fair TOD Specific Plan in 2018, key properties within the Bay Fair TOD Specific Plan have changed ownership. The new owners of the "Bayfair Center" shopping mall have closed the interior of the mall and are preparing for adaptive reuse, which was not anticipated in the Specific Plan. Additionally, several access infrastructure challenges remain, including direct access across the Estudillo Creek Flood Control Channel to the planned East Bay Greenway and BRT, ADA access to the area from the west side of the Bay Fair BART station, and BART parking replacement with future TOD on our property.

Building upon the community vision and environmental clearance established by the Specific Plan, this grant will allow the City of San Leandro to work in partnership with property owners, key stakeholders and the community to develop a detailed site plan to reflect new opportunities, address key infrastructure and access challenges, and provide the additional parameters needed to support and streamline future development. The plan will establish an updated circulation network, developable blocks and develop conceptual designs for the key infrastructure needed.

The Bay Fair TOD Precise Plan would be a strategic investment in the detailed pre-development work necessary to unlock the full TOD potential in the station area and prepare the BART TOD site for a competitive RFP process. BART supports the City of San Leandro in seeking these funds, and we look forward to continuing our strong partnership focused on implementing BART and regional policies and sustaining BART ridership growth.

Thank you for your consideration,

DocuSigned by:

AA8F1409A8F748E...

Val Menotti
Chief Planning and Development Officer

www.bart.gov

Cc: Abigail Thorne-Lyman, BART Director of Real Estate and Property Development
Tim Chan, BART Station Area Planning Group Manager
Tom Liao, City of San Leandro Community Development Director



PO Box 260770 | Encino, CA 91426
Land Planning, Finance & Development
Tel. 818-380-2600

February 23, 2023

Mr. Mark Shorett
PDA Program Manager
Association of Bay Area Governments
Metropolitan Transportation Commission
375 Beale Street Suite 800
San Francisco, CA 94105

RE: Letter of Support- MTC Priority Development Area (PDA) Planning Grants 2022-23 Bay Fair
TOD Precise Plan and Specific Plan Amendment applications for the City of San Leandro

Dear Mr. Shorett,

Kingman Pacific Associates acquired a 3.6-acre site in Sub-Area 1 of the Bay Fair TOD District in 2019. We have successfully entitled 497 units of multi-family housing that is projected to include 50-100% affordability dependent on available funding sources. Our partners, Pacific West Communities, are currently seeking State AHSC funding for the project in partnership with BART and the City of San Leandro.

We're writing to express strong support for the City of San Leandro's PDA Planning grant applications to complete a Bay Fair TOD Precise Plan and amend the Bay Fair TOD Specific Plan accordingly. This planning work will address key access challenges, including direct access from our planned high-density housing site on East 14th Street across the Estudillo Creek Flood Control Channel to the Bay Fair BART station. We look forward to continued stakeholder engagement to realize the vision established through prior TOD planning efforts.

Through our work with BART and the City on the AHSC application, it is clear that detailed site and multi-modal circulation plans are necessary to reflect new opportunities, address key infrastructure and access challenges, and provide the additional parameters needed to support and streamline future development. The plan will establish an updated circulation network, developable blocks and develop conceptual designs for the key infrastructure needed to catalyze full scale development of the TOD. We expect to be able to leverage MTC's investment in this regionally important work to advance affordable housing production in the plan area.

We look forward to a continued partnership with the City, BART, and other key stakeholders in the Bay Fair TOD district.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Alexis Gevorgian', is written over a light blue circular stamp.

Alexis Gevorgian
Kingman Pacific Associates

February 23, 2023

Mr. Mark Shorett
PDA Program Manager
Association of Bay Area Governments
Metropolitan Transportation Commission
375 Beale Street Suite 800
San Francisco, CA 94105

RE: Letter of Support- MTC Priority Development Area (PDA) Planning Grants 2022-23
Bay Fair TOD Precise Plan and Specific Plan Amendment applications for the City
of San Leandro

Dear Mr. Shorett,

B3 Investors purchased the 42-acre Bayfair Center site in Sub-Area 1 of the Bay Fair TOD District in the summer of 2022. Since that time, we've worked to assess the mall's potential for adaptive reuse with an emphasis on establishing a transit-oriented employment center adjacent to BART. In the past nine months, we've met with numerous developers, prospective tenants, urban design and architecture firms to better understand the site's opportunities. This month we closed the interior of the mall and are actively undergoing renovations to suit a new generation of employment tenants seeking proximity to transit. Achieving the vision of the Bay Fair TOD Specific Plan will require overcoming access challenges to connect our development to BART so employees, residents, and visitors can safely walk or bike to transit.

We're writing to express strong support for the City of San Leandro's PDA Planning grant applications to complete a Bay Fair TOD Precise Plan and amend the Bay Fair TOD Specific Plan accordingly. This planning work will address key access challenges and advance the redevelopment of the site through comprehensive stakeholder engagement and preparation of detailed development plans and parcelization plans to define future blocks for vertical development. The designs and cost estimates for district-scale infrastructure that the Precise Plan would provide are necessary to catalyze development of the TOD. The Precise Plan process will bring together property owners and key stakeholders to inform necessary infrastructure and multi-modal circulation network plans to unlock the TOD's development potential.

We look forward to continuing to work with our neighboring property owners and the City on this regionally significant effort to establish the Bay Fair TOD.

Sincerely,

San Leandro JV LLC / B3 Investors



Peter Lennon

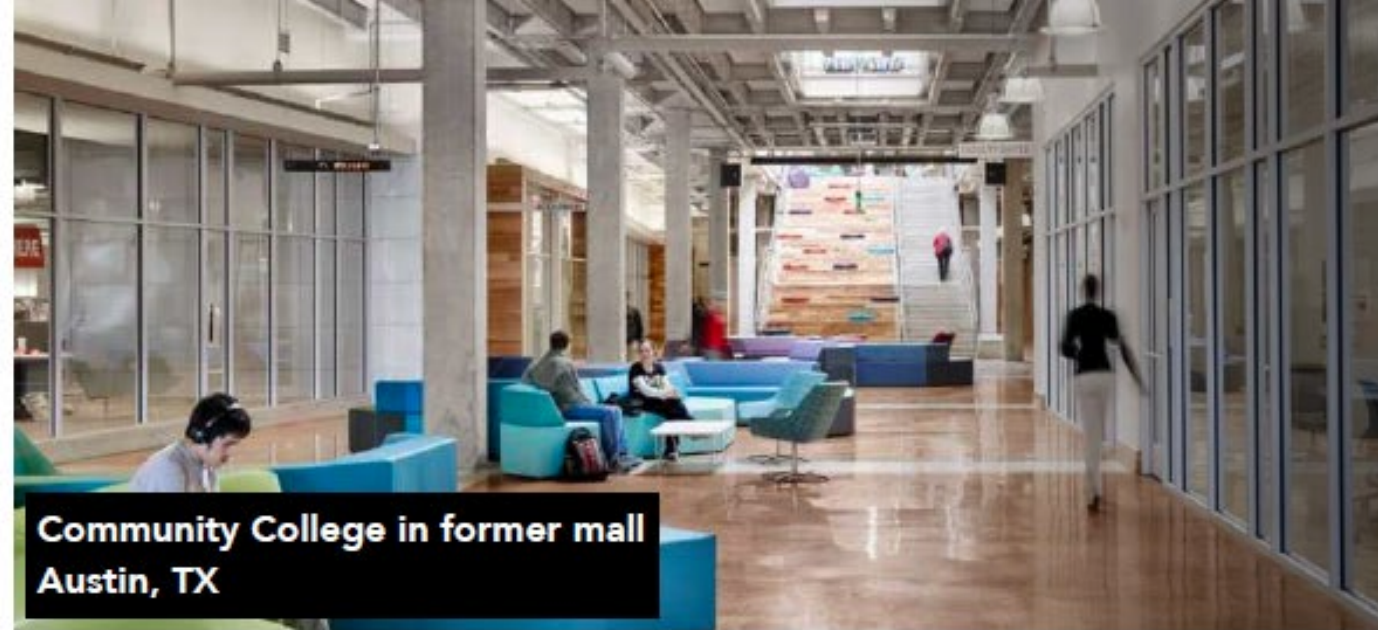


A transformation is currently underway to convert Bayfair Center from a 1950s era auto-centric mall

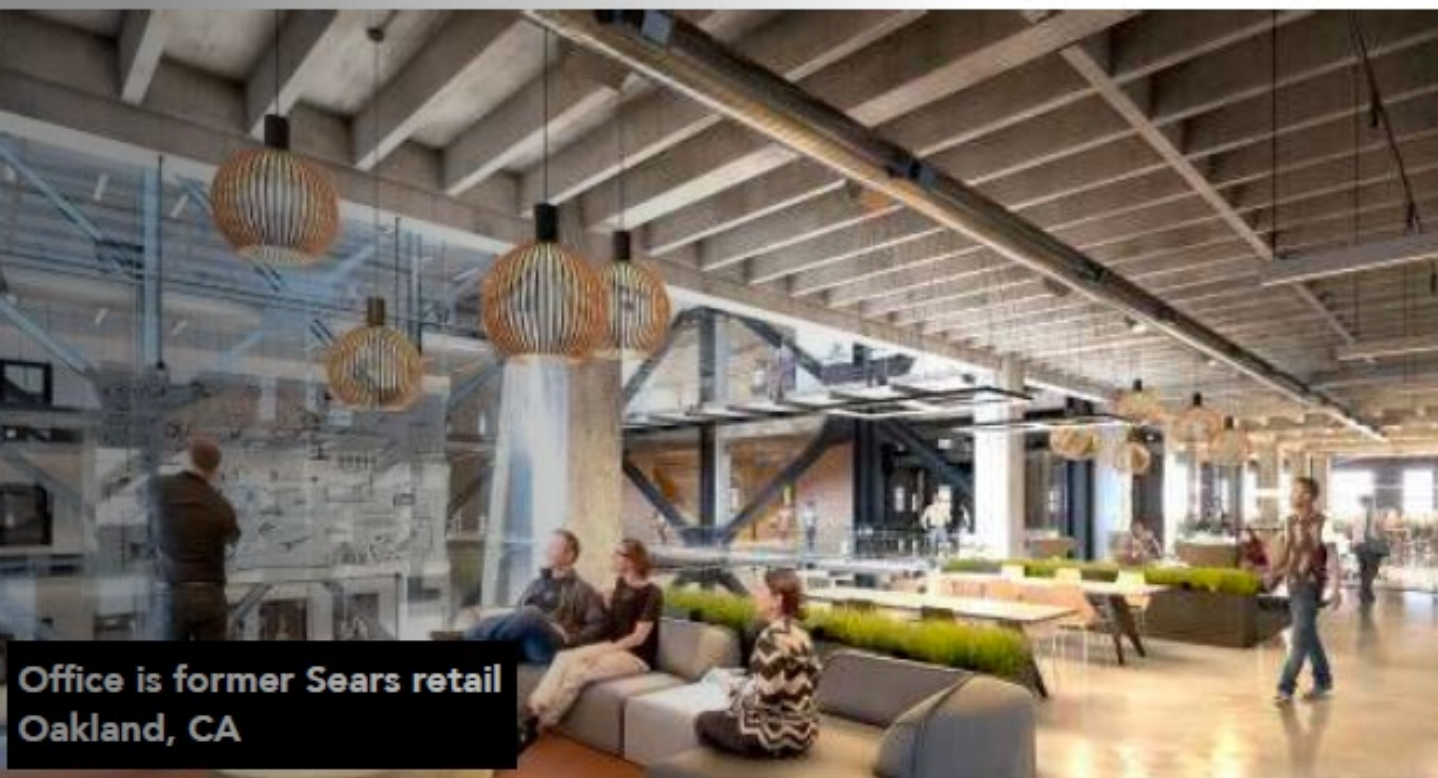




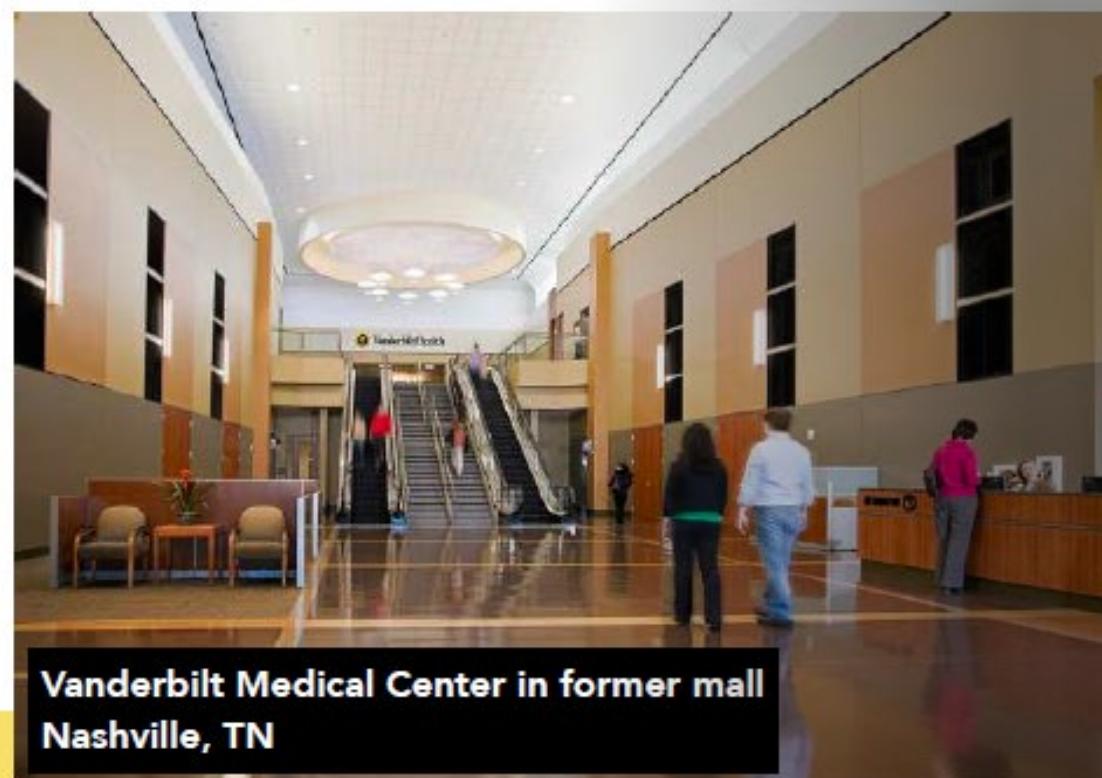
**Google office in former Macys
Santa Monica, CA**



**Community College in former mall
Austin, TX**



**Office is former Sears retail
Oakland, CA**



**Vanderbilt Medical Center in former mall
Nashville, TN**



CLASS CASE PROJECT: BAYFAIR MIXED-USE DEVELOPMENT

Repositioning an Obsolete Mall Site to Create a Sustainable
New Urban District in San Leandro

cas 280 - Spring 2023 - Lecture 2 Prof. Nancy Wallace and Prof. I



The Bay Fair TOD has been a case study site for several UC Berkeley graduate program courses.

City staff, BART staff, and property owners have participated in site tours, briefing sessions, and final presentation reviews

Bay Fair BART TOD - Site #2

Final Presentation

RDEV 230 | Assignment 5 | Team 6 | December 2022

