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Presentation on Bay Fair Transit Oriented Development Zoning Code Amendment Process

SUMMARY AND RECOMMENDATIONS

Tonight's overview of the forthcoming Bay Fair Zoning Code Amendment process is for presentation only.

BACKGROUND

In 2014, the City of San Leandro applied for and received a highly competitive \$440,000 Priority Development Area (PDA) planning grant from the Metropolitan Transportation Commission (MTC) to prepare the Bay Fair Transit Oriented Development (TOD) Specific Plan (Specific Plan) and related Environmental Impact Report (EIR). The City also contributed local funds and in-kind contributions to match the grant along with contributions from BART, Madison Marquette (the owner of the Bayfair Center) and Alameda County.

The Bay Fair TOD Specific Plan Area covers 154 acres comprised mainly of retail and commercial uses. The remaining mix of uses includes office, light industrial, and residential. The study area includes several sub-areas including Bay Fair BART Station, Bayfair Center, Fashion Faire Place, and Fairmont Square Shopping Center, which are divided by East 14th Street and Hesperian Boulevard.

The Specific Plan was created to promote the long-term sustainability and vibrancy of the Bay Fair BART Station area and to establish it as a Priority Development Area (PDA) in order to:

- Provide greater access to public funding targeted to TOD areas;
- Incentivize/streamline the regulatory process for future TOD developments;
- Continue City and private investments in South San Leandro; and

- Add the final planning piece to the City's East 14th Street corridor, following the East 14th South Area Strategy (2004) and the Downtown TOD Strategy (2007), all in compliance with MTC's regional Plan Bay Area 2040.

On February 20, 2018, the City Council adopted the Specific Plan. Staff's presentation tonight will provide a brief recap of the Plan's content:

- Elements and organization;
- Desired outcomes;
- Planning framework; and
- Implementation actions.

Analysis

Zoning Map and Zoning Text Amendments, as recommended under the Specific Plan, are now necessary to create a new Bay Fair TOD Zoning District to establish development standards for the Plan Area especially given recent developer interest in the Plan area. The City Council authorized entering into a contract with Aaron Welch Planning on July 15, 2019 and work on the Zoning Code update is now underway.

Throughout the multi-year Specific Plan development process, the City implemented a broad public outreach effort, which included:

- A 21-member Community Advisory Committee (CAC);
- A 10-member Technical Advisory Committee (TAC);
- Presentations with numerous City Boards, Commissions, Committees, and interest groups;
- A Bay Fair TOD Plan webpage on the City's website;
- Information pop-up stations in the Bay Fair BART Station and Bayfair Center;
- Two widely publicized community workshops;
- Email distribution list of over 450 individuals composed of residents, businesses, property owners, community organizations, and public agencies; and
- Press releases, weekly updates to City Council, and online postings on the City blog, SL Next, and Nextdoor.

The Bay Fair Zoning Code amendments will be a critical next step in implementing the Specific Plan. Staff's presentation will provide an overview of the Zoning Code amendment process, which will include the following public engagement components:

- Outreach to key stakeholders;
- Two community meetings - one on November 20 at the Senior Center and one on a date to be determined in early 2020 once the draft amendments are prepared for public review;
- Work session at the Planning Commission;
- Planning Commission Public Hearing; and
- City Council Public Hearing to introduce and adopt the Zoning Code amendments.

Staff's presentation will also include an overview of the approach to the Zoning Code amendments

for the City Council's review. The Specific Plan was designed to provide flexibility to shifting market conditions; however, since the time the Specific Plan was adopted, the state legislature has further regulated how local governments process land use approvals in favor of streamlined reviews based on objective development standards. Chapter 4 (Land Use + Housing) and Chapter 5 (Development Standards + Guidelines) of the Specific Plan will form the basis of the Bay Fair Zoning District. Objective development standards will also be included to prepare for future projects subject to State-mandated streamlined (non-discretionary) review.

The Bay Fair Zoning Code amendments are anticipated to take 10 - 12 months to complete.

Applicable General Plan Policies

- **General Plan Policy LU-8.10: Bay Fair Area.** Transform the area around the Bay Fair BART station, including Bayfair Center, other shopping centers, and properties along Hesperian, East 14th Street, and other major arterials, into a dynamic new transit oriented development area. Future development in this area should reposition Bayfair Center to reflect current trends in retailing; add a mix of higher-density residential, office, and other commercial uses; maximize the potential for BART use; and minimize dependence on autos for daily trips.
- **General Plan Action LU-8.10.A: Bay Fair Station Transit Village.** Complete the Bay Fair BART Transit Village Specific Plan now underway. The Plan should outline a vision for the area's future development, include standards and guidelines for future development, and present a strategy for achieving desired end results. Following its adoption, undertake rezoning and capital improvements to facilitate implementation.
- **General Plan Policy ED-4.8: Bayfair Center.** Support continued reinvestment in Bayfair Center, restoring the center's role as a regional destination while reinventing it to reflect modern retail trends and incorporate a more pedestrian-oriented, mixed use format.

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