

Bay Fair Transit Village Transit Oriented Development Specific Plan

City Council
May 18, 2015



City Council Goals

- Place San Leandro on a firm foundation for long-term fiscal sustainability
- Advance project and programs promoting sustainable economic development, including transforming San Leandro into a center for innovation
- Support and implement programs, activities and strengthen communication that enhances the quality of life and wellness, celebrates the arts and diversity and promotes civic pride
- Maintain and enhance San Leandro's infrastructure

Background

- June 2014 - City awarded Metropolitan Transportation Commission Priority Development Area (PDA) Planning Grant for \$440,000
- December 2014 – City Council approved PDA Grant Agreement with MTC & MOU with BART, Madison Marquette (Bayfair Center owner) & Alameda County
 - Cash match: City \$30K; BART \$15K; Madison Marquette \$15K

Consultant Request for Proposal

- Competitive process December 2014 – February 2015
- Solicited over 20 experienced planning firms and received 5 proposals from qualified firms
- RFP review team consisted of staff from City, BART, Madison Marquette and Alameda County
- The review team recommends Raimi & Associates
 - Berkeley based firm
 - Awarded National American Planning Association Excellence Award for Emerging Planning Firm

Raimi + Associates Team

- Raimi + Associates, lead consultant
- Rincon, environmental consultant
- Van Meter Williams Pollack, urban design
- Strategic Economics, economic consultant
- Kittelson Associates, transportation consultant
- Wood Rogers, engineering/infrastructure consultant

Scope of Work – Key Components

- Establishment of citizen and technical advisory committees
- Market demand & financial feasibility analysis
- Affordable housing plan and anti-displacement strategy
- Preparation of development options
- Urban design guidelines
- Parking/public transit/infrastructure strategies
- Policy recommendations (e.g., Zoning Code amendments)
- Financing options & implementation strategies
- CEQA Environmental Impact Report

Advisory Committees

- Citizens Advisory Committee (CAC)
 - Public process to solicit interested citizens and business owners to create a 21 member CAC
 - Broad outreach - City website, social media, targeted marketing & local newspaper
 - Ad-Hoc Selection Committee: Mayor Cutter, Councilmember Reed & City Manager
 - Selection factors include diversity, residents, businesses, professionals, property owners and other local stakeholders, County residents and businesses
- Technical Advisory Committee (TAC)
 - Staff from Alameda County, Alameda County Transportation Commission, AC Transit, and the City of San Leandro, and representatives from the major property owners (BART, Madison Marquette, Fashion Faire, and Fairmont Square)

Proposed TOD Plan Schedule

- 2015
 - Introductory meetings with City staff, Planning Commission & City Council
 - CAC and TAC meetings start
- 2016
 - On-going planning and community meetings
 - Analysis of development alternatives & selection of preferred option
 - Preparation of draft TOD Specific Plan and Draft EIR
- December 2016 – Complete Draft TOD Specific Plan & Draft EIR
- Spring 2017 – Planning Commission and City Council review and adoption of Final Plan & EIR

City Council Recommendation

Approve contractual services agreement with Raimi + Associates for an amount not to exceed \$500,000 to prepare the Bay Fair TOD Specific Plan and related California Environmental Quality Act Environmental Impact Report