

The Site

The 30-acre site, a long-abandoned quarry, has its own special geographic identity. Nineteen developable acres include a scenic knoll and a large flat quarry floor.



Transportation

The College Heights plan reduces auto dependency but does not eliminate the use of cars. Travel times for all destinations would be comparable to suburbia. The plan favors walkways over streets to reach the living space units. The Village Bus would be fast, frequent, and free with eopass. It would shuttle every ten minutes most of the day, taking two minutes to reach the campus and six minutes to reach the Hayward BART station. The plan also includes on- and off-site parking, car share/rental, taxi vouchers, and a Village Van.

The Market

Official projections of long-term housing demand in the Hayward area estimate an additional 8,620 households over the next 20 years. The Hayward Area Planning Association website and on-line advertising have developed a long list of enthusiastic people hoping to live in College Heights. A market study also supports the project. A sophisticated marketing plan is designed to overcome resistance to a major feature of the neighborhood—its green mobility, which has some separation of parking from living space units.

College Heights is designed to meet the needs of its target markets: 1) faculty, staff, and students at Cal State University East Bay Hayward, 2) BART riders and others going to places along the bus corridor, 3) seniors and retirees, and 4) people who work from home or tele-commute. College Heights would also appeal to families, the disabled, and those seeking a healthy, less car-dependent lifestyle, environmental sustainability, and community. Many families would buy for practical reasons of affordability as well as the community's child-friendly, environmental, and social values.

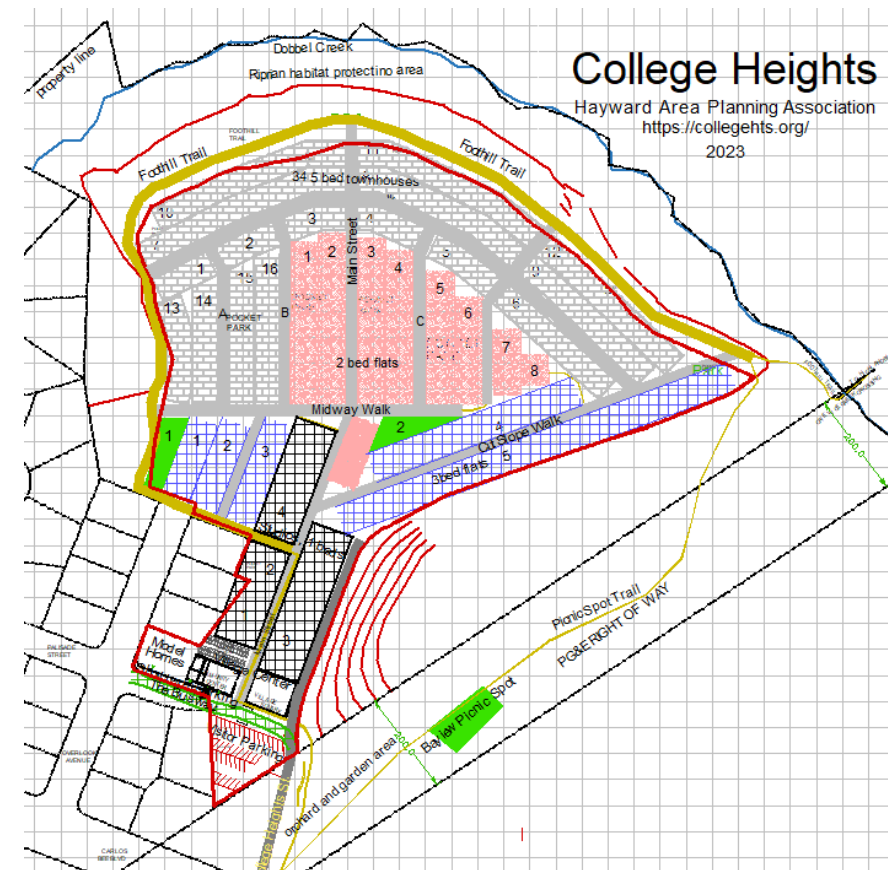
Homes and Amenities

Units range from studios to five-bedroom townhouses and from 441 to 2115 square feet. Projected prices would range from about \$157,200 to \$601,900 (2019 estimate). The Homeowners Association fee, taxes, and insurance would run about \$500 to \$1,150 per month. Total monthly cost would run from about \$1,132 for a studio to about \$3,579 for five bedrooms. Depending on interest rates, many units will be affordable for those buyers below the HUD income guideline of 120 percent of median income in Alameda County and meet City of Hayward requirements for inclusionary housing.

The Plan

The College Heights plan proposes over 700 three-story townhouses and condominiums, walkways, parks, limited parking, and trails. The plan includes a Village Center with a Village Square, small corner store, community center, café, and busway, which would be used by a community-managed rapid bus connecting the project to campus and BART.

The project supports a café, which is situated to have a magnificent view of San Francisco Bay ranging from Loma Prieta to Mount Tamalpais. Shopping downtown is a short trip away by rapid shuttle.



From this ...



... to this.



For Further Information:

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City of Hayward RFP, Parcel Group 6: Carlos Bee Quarry:

<https://www.hayward-ca.gov/content/california-state-route-238-corridor-lands-parcel-group-6-request-proposals>

College Heights —A Smarter Kind of Smart Growth—

Photo by Lori Hawley, 2014



College Heights is a proposed real estate development located in the Hayward hills between California State University East Bay Hayward and the downtown Hayward BART station. College Heights is an alternative to sprawl and auto-dependency.

College Heights could become a model for changing the way neighborhoods work. It will provide efficient mobility; reduce congestion, cut fossil fuel energy use and pollution, and production of greenhouse gases; encourage walking; increase health and safety; have a pleasing design and will promote a real neighborhood community. The community will provide affordable housing, benefit Cal State East Bay, local businesses, and corridor redevelopment.

College Heights is designed to meet six complementary goals:

1. Affordability of housing, energy, and transportation combined
2. Sustainability of building, energy, water, resources, and land
3. Mobility comparable to suburbia or better
4. Health and safety
5. Appealing design
6. Community, balancing privacy and neighborliness

Website: <https://collegehts.org/>