



January 21, 2009

Dear Councilmembers and Planning Commissioners:

Thank you for the opportunity to present Masonic Homes of California's conceptual plans for flatlands development along Mission Boulevard at the base of the hillside.

We are looking to better utilize our Mission Boulevard property as a way to finance our future philanthropic endeavors serving children and seniors.

We look forward to an open and transparent process which will engage the community as our partners in the planning process. A special joint meeting of the City Council and Planning Commission will guide us on strategic issues to:

1. Determine openness to a boundary line shift extracting the flatlands from the Hillside Area Plan and better aligning the area to topography.
2. Consider a mix of uses including housing, retail, and community amenity.
3. Evaluate the potential for a change in parking guidelines.

Further, we look forward to an opportunity to answer your questions and explore the possibilities for this precious site nestled at the base of the hillside. Our hope is that the project enhances Mission Boulevard, creates greater pedestrian connectivity in the area, and incorporates sustainability features.

Additionally, we will hold community Open Houses on February 17 and 18 as a way to get community feedback and allow time for one-on-one discussions regarding land use and design.

Thank you for your guidance and thoughtful consideration of the Flatlands project.

Should you have questions, please do not hesitate to call me at (510) 429-6496.

Sincerely yours,

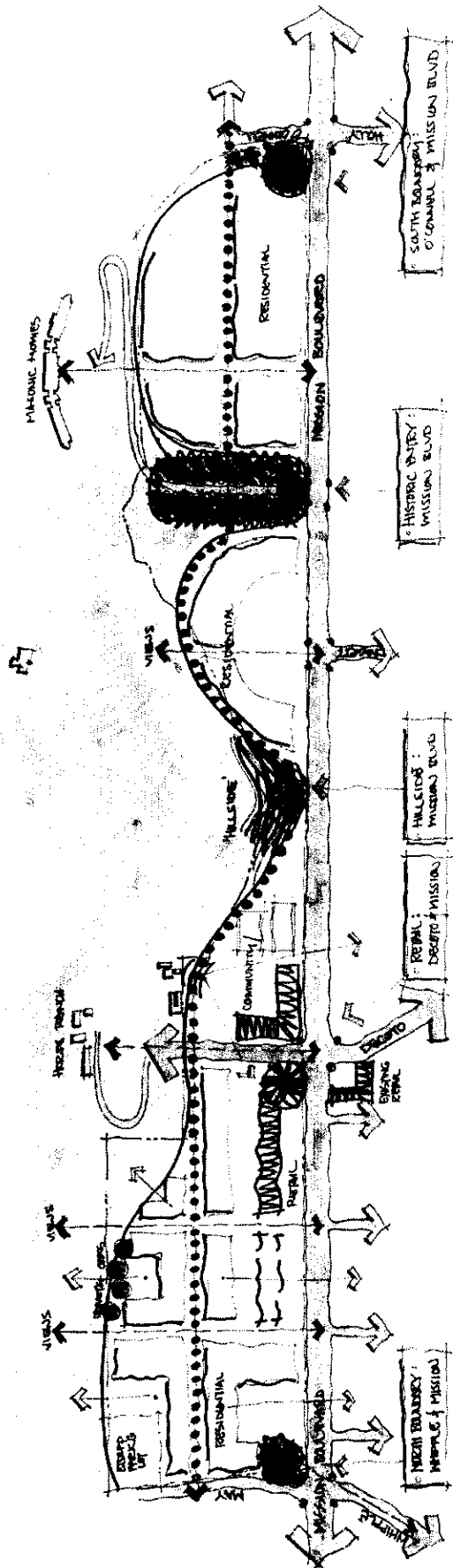


John E. Howl

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Masonic Homes of California

34400 Mission Blvd, Union City, CA 94587 (510) 475-2172



Field Notes
 Scale 1" = 400'-0"

Project Team
 CBRE
 ENGEO INC
 Ruggieri-Jensen-Azar

**PERKINS
 + WILL**

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MASONIC HOMES UNION CITY CAMPUS: CONCEPTUAL PROJECT SUMMARY

Objective

Masonic Homes of California has been a community partner for more than 100 years. Masonic Homes is looking to better utilize its land along Mission Boulevard as a way to support its philanthropic endeavors serving children and seniors. Site evaluation and conceptual studies are underway for the 63-acres of flatlands at the east side of Mission Boulevard between Whipple Road to the north and O'Connell Lane to the south.

Summary

1. **Site:** Approximately 63-acres of flatland properties located between Mission Boulevard to the west and the base of the hillside to the east, from May Road (at Whipple Road) to the north and O'Connell Lane to the south.

2. **Overall Conceptual Plan:**
 - a. The intent is to limit the development to the flatland portions only of the development parcels noted below.

 - b. The conceptual development is intended to build upon the existing site features and maintain or reinforce existing visual and physical connections between Mission Boulevard, the hillside and the existing Masonic Homes building—the proposed development should be visually porous enough to maintain this connection. In addition, the potential for a pedestrian friendly link or path running north-south exists which could act as a neighborhood link between the existing O'Connell Lane housing to the south with the proposed retail and community oriented development on Parcels A & B and to the EBRPD hillside trail access point to the north.

 - c. The conceptual development seeks to create visual markers along the approximate 1-mile Mission Boulevard frontage through the creation of landscape markers (May Road, O'Connell Lane and hillside shoulder), building markers (retail node at Mission Boulevard & Decoto Road) and markers (existing Masonic Homes main entryway and water pump house).

3. **Development Parcels:** The site is divided into three development parcels. Parcel A is a relatively new acquisition by Masonic Homes, whereas Parcels B & C are long-term holdings which have always been part of the Masonic Homes of California Union City campus:

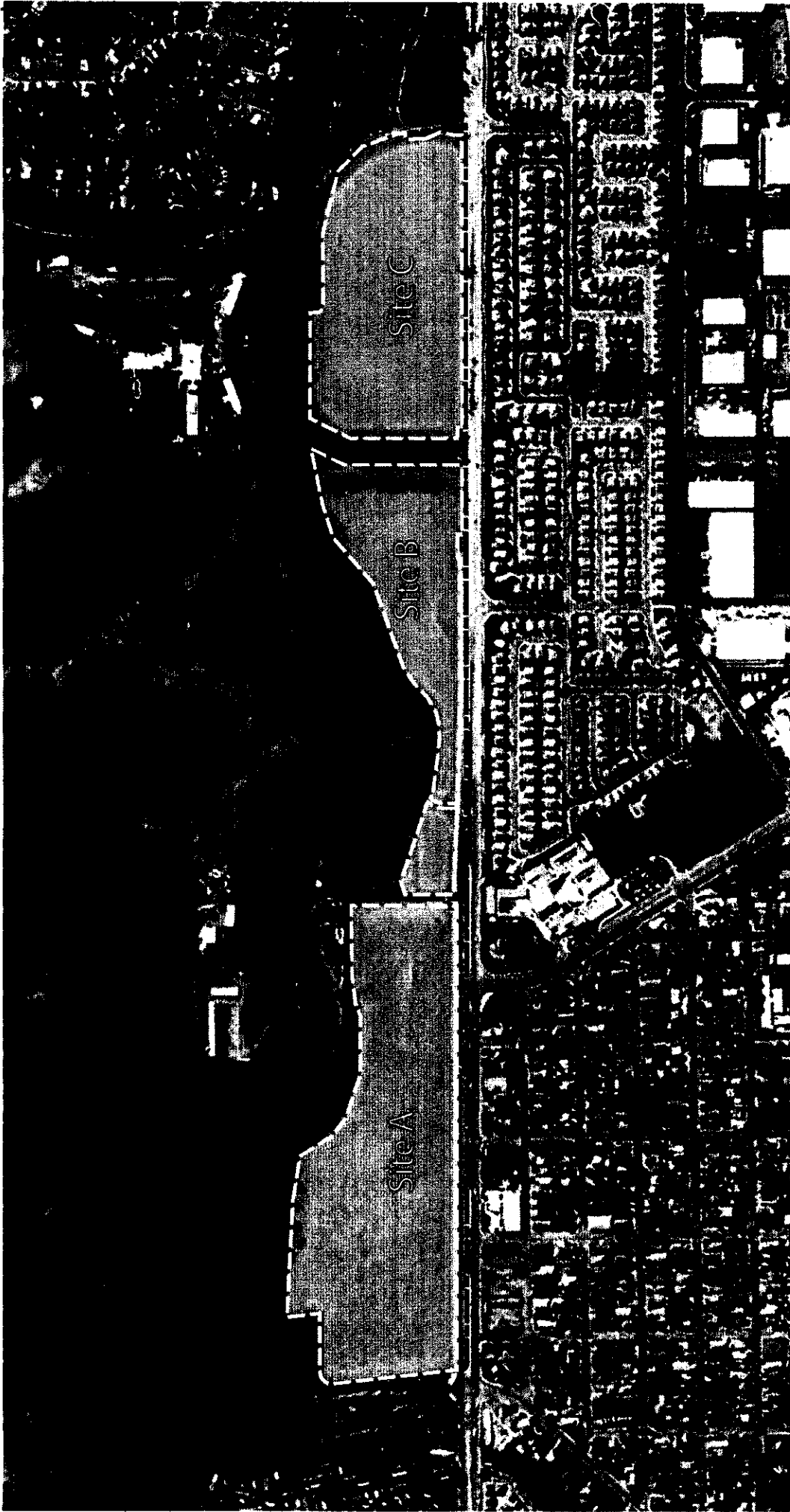
- a. **Parcel A:** 29.7 acres located between May Road to the north and the existing Olund Ranch/Alameda County Water District easements to the south.
- b. **Parcel B:** 13.85 acres located between the existing Olund Ranch and Alameda County Water District easements to the north and the existing Masonic Homes main access entryway to the south.
- c. **Parcel C:** 19.9 acres located between the existing Masonic Homes of California main access entryway to the north and O'Connell Lane to the south.

4. **Conceptual Parcel Development Options:**

- a. **Parcel A:** A mix of residential and retail uses have been studied for this development parcel. The proposed residential portion Parcel A comprises for-sale housing with a minimum density of 25-dwelling units per acre located on the northern portion of the parcel. The retail component studied includes approximately 100,000 sf of neighborhood serving retail. The retail component is focused on the southern portion of the parcel with primary vehicular access from the existing signalized intersection of Decoto Road and Mission Boulevard. The retail and the required parking would occupy 11 acres of the parcel. This leaves 18.7 acres available for development of the for-sale housing component.
- b. **Parcel B:** A mix of residential, community activity and dedicated open space has been studied for this development parcel. The residential portion studied rental housing at a minimum density of 25-du's per acre located at the southern portion of the parcel with access from the existing Masonic Homes main entryway. A 1.8 acre community oriented development parcel could potentially be located at the north end of the development parcel, while a 1.2 acre portion of the existing hillside shoulder (in the vicinity of the existing administrator's cottage driveway) would remain as dedicated open space.
- c. **Parcel C:** This approximately 19.9 acre development parcel would only contain rental residential development at a minimum density of 25-du's per acre. The housing unit mix would include 1- & 2-bedroom family units as well as limited amount of 1- & 2-bedroom dedicated senior housing units.

5. **Retail Core & Community Node:**

- a. A retail core and community node are proposed for the Mission Boulevard & Decoto Road intersection. This has been placed here in order to reinforce an active community focus located at the center of the proposed development parcels. This location provides a potential synergistic relationship with the existing Union City BART TOD and retail developments at Alvarado Boulevard & Decoto Road. It is our belief that a majority of the traffic (vehicle, bicycle & pedestrian) serving this site will approach it along the Decoto axis. As a result the existing signalized intersection with Mission Boulevard may present an opportunity to create an active retail and community node and focal point for any proposed development.



■ Developable Land — Property Line

Masonic Homes Site Aerial

Scale 1" = 400'-0"

Project Team

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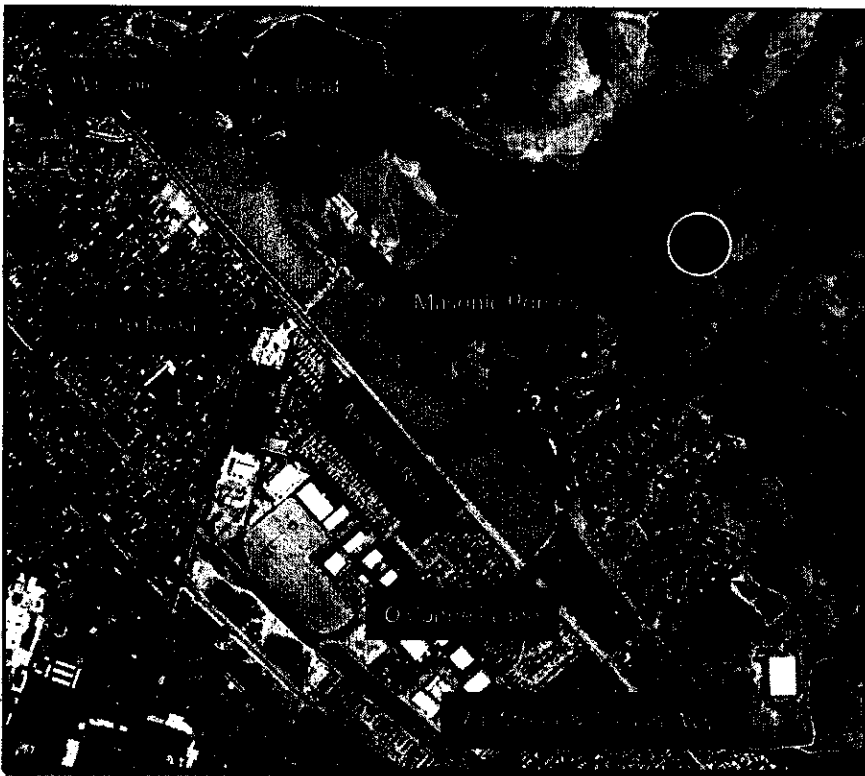
Supporting Union City is Our Long-Standing Tradition.

While Union City is now celebrating its 50th Anniversary, Masonic Homes of California has been a community partner for more than 100 years.

We are looking to better utilize land along Mission Boulevard, at the base of the hills, as a way to support charitable needs for the future.

Help us plan our flatlands along the east side of Mission Boulevard. We are exploring a mix of uses, such as housing, neighborhood-serving retail, and a community benefit component.

Please attend one of two identical public open houses to review conceptual plans and give us your ideas. Both meetings will present the same information.



★ **Tuesday, February 17th**
New Haven Adult School
600 G Street
Union City
5:30 – 7:30 p.m.
(Presentation at 6:00 p.m.)
Light refreshments

- Or -

★ **Wednesday, February 18th**
Masonic Homes of California
34400 Mission Boulevard
Union City
5:30 – 7:30 p.m.
(Presentation at 6:00 p.m.)
Light refreshments

Stop by anytime during the Open House and talk one-on-one with our project team.

Flatlands
(area of potential
development)
Meeting Location

RSVPs are appreciated but not required. For more information, please call Peggy at (510) 429-6496.



Flatlands along Mission Blvd.

*Your input is requested to help
develop conceptual plans for the
Flatlands along Mission Blvd.*

Union City Campus
34400 Mission Boulevard
Union City, CA 94587



Masonic Homes of California is working to develop a legacy project in the flatlands along Mission Boulevard to finance philanthropic endeavors serving youth and seniors.

Community input is vitally important as we begin a process to plan for the flatlands at the base of the Union City Masonic Home.

Masonic Homes of California is committed to:

- Ensuring an open and transparent process that welcomes public input
- High quality design that incorporates sustainability features
- Protecting public views of the hillside and enhancing Mission Boulevard
- Setting aside an area for a community-serving benefit
- Limiting the project area to the flatlands at the base of the hillside
- Preserving open space

For more information or to be added to our list of those wanting to be kept aware of the project, please call us at (510) 429-6496.