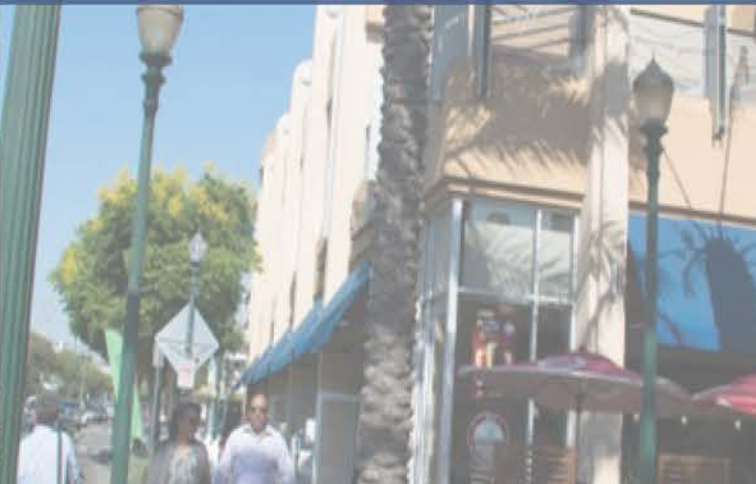




CITY OF HAYWARD DOWNTOWN SPECIFIC PLAN & EIR

Design Charrette Opening Presentation
March 14, 2017



INTRODUCTION

City of Hayward

Damon Golubics, Senior Planner

Lisa Wise Consulting, Inc.

Lisa Wise, AICP, President

Kathryn Slama, Senior Associate

Opticos Design, Inc.

Stefan Pellegrini, AICP, Principal

Arti Harchekar, AICP, Associate

Nelson\Nygaard.

Patrick Siegman, Principal

AGENDA

- 1 Introductions and Welcome
- 2 Project Overview
- 3 Outreach Overview & Summary To-Date
- 4 Guiding Principles
- 5 Approach and Framework
- 6 Schedule & Next Steps

Project Overview

PROJECT OVERVIEW

WHAT IS THE PROJECT?

- Implement the General Plan
- Downtown Specific Plan
- Environmental Impact Report (EIR)



Above: 1074 B Street, Downtown Hayward

PROJECT OVERVIEW

WHAT IS A SPECIFIC PLAN?

Gov. Code Section 65451(a)

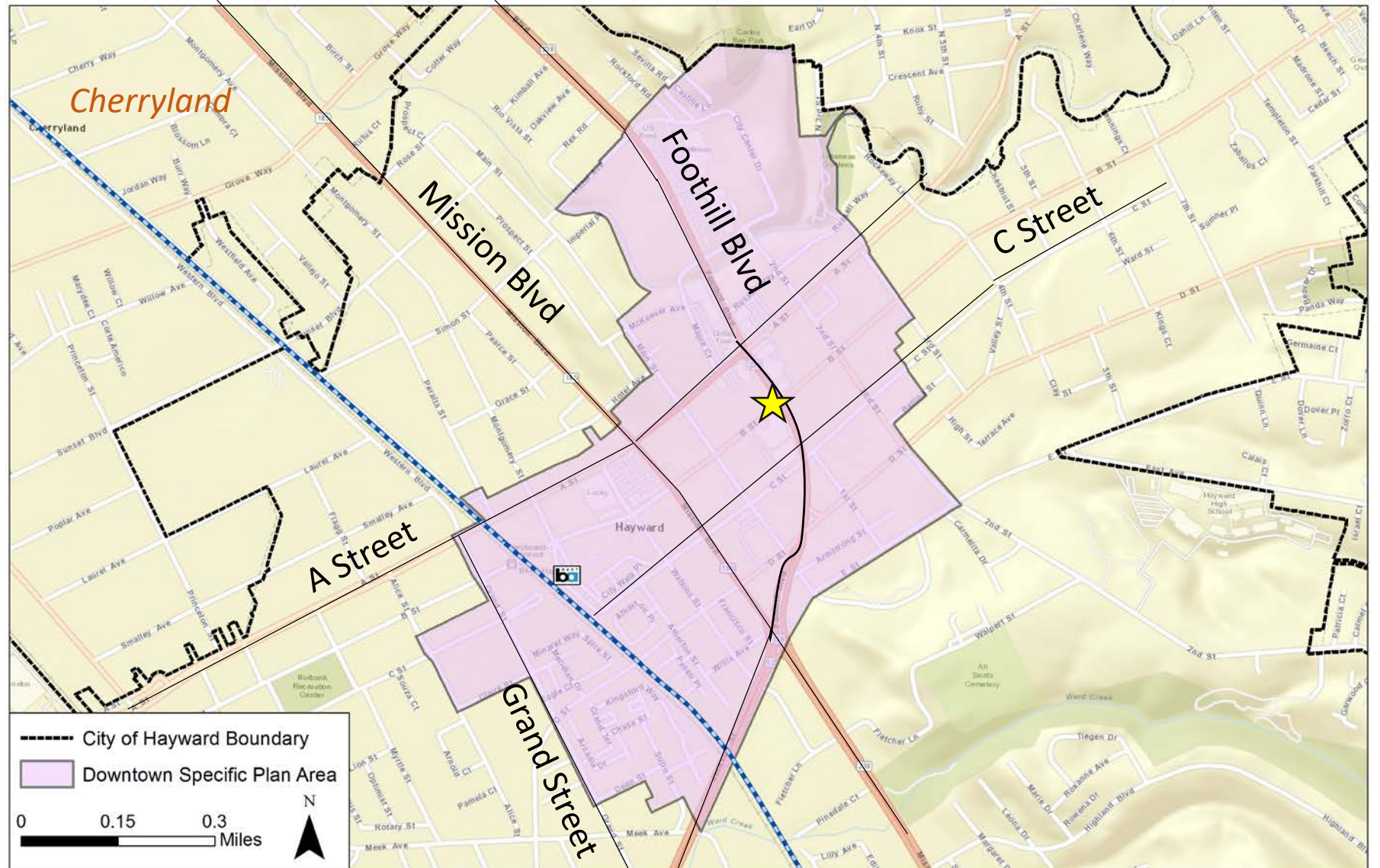
- Tool to implement the General Plan
- Detailed approach to organizing land uses
- Plans for transportation and infrastructure
- Funding strategies and mechanisms
- Development standards for implementation



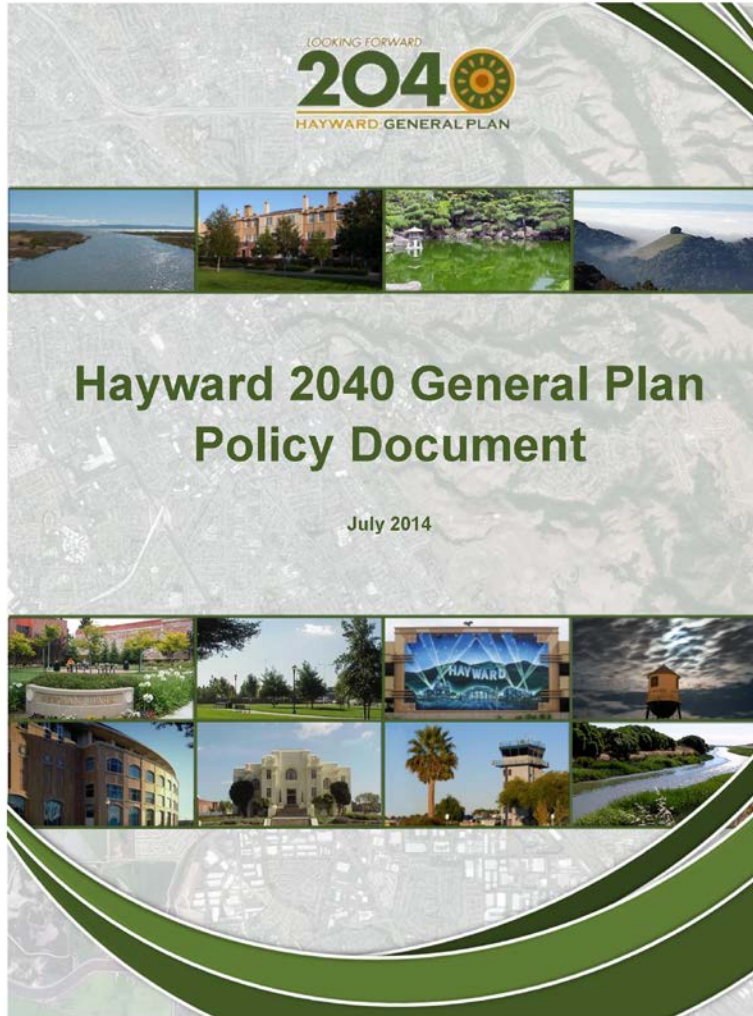
PROJECT OVERVIEW

SPECIFIC PLAN PROJECT AREA

★ = We are Here



PROJECT OVERVIEW



2040 GENERAL PLAN POLICIES & PROGRAMS

- **Land Use:**

- Develop Downtown Specific Plan (LU-2.7)
- **Revitalize** PDAs (LU-2)
- Downtown **Arts, Entertainment, Activities** (LU-2.1, 2.2)
- Downtown **Pedestrian** Environment (LU-2.3, LU-2.4)
- Downtown **Housing** (LU-2.5)
- Downtown **BART Station** (LU-2.6)

- **Mobility:**

- **Multimodal** Transit Choices (1.1, 1.2)
- **Ped & Bike Infrastructure** 1.6, 5.1, 5.2, 6.2)
- **Strategic Reductions in Parking** (8.4, 9.2)

- **Economic Development:**


- **Business Expansion**, Diversification, Retention (1.1, 2.6, 3.1)
- Market Hayward As **“College Town”** (5.1, 5.6)

PROJECT OVERVIEW

General Plan Land Use


General Plan Land Use

Residential


 Medium Density Residential (MDR)


 High Density Residential (HDR)


Commercial


 Retail and Office Commercial (ROC)

Mixed-Use


 City Center - Retail and Office Commercial (CC-ROC)

 City Center - High Density Residential (CC-HDR)


 Commercial/High Density Residential (CHDR)


 Sustainable Mixed Use (SMU)


Public and Quasi Public

 Public and Quasi-Public (PQP)


Open Space

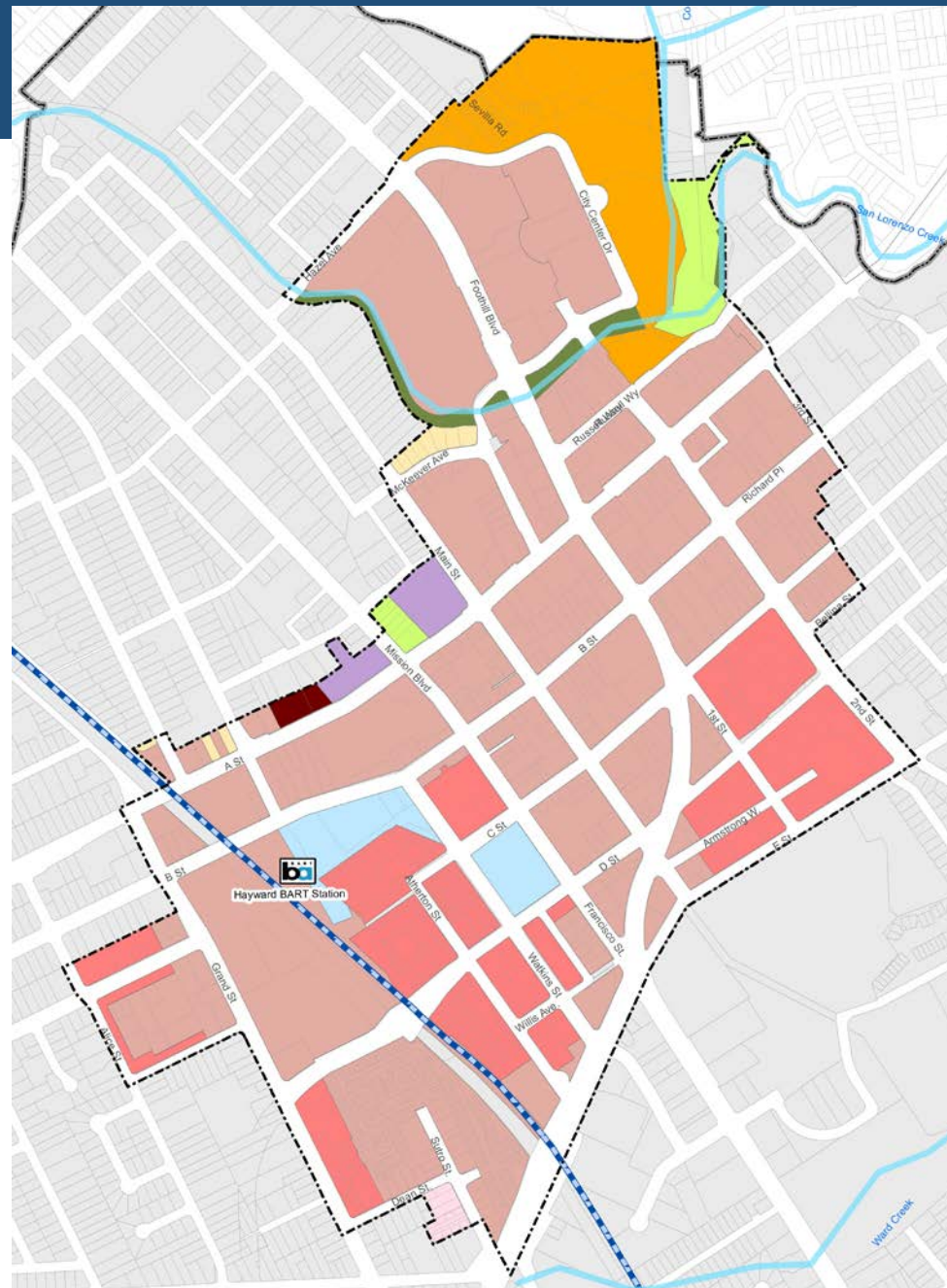
 Parks and Recreation (PR)

 Limited Open Space (LOS)

 Hayward City Limits

 Hayward DTSP Boundary

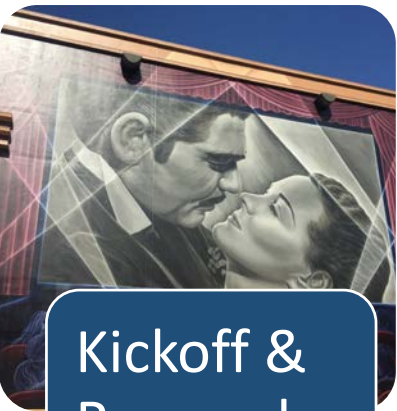
 BART Line



Data Source: City of Hayward, 2015;
LWC, 2016

PROJECT OVERVIEW

Process



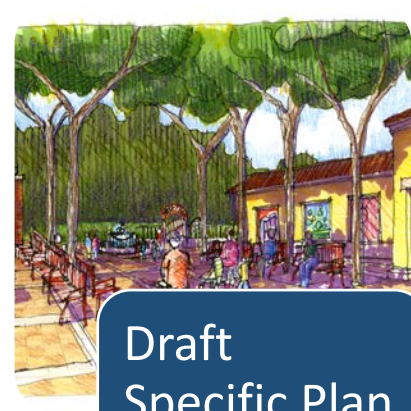
Kickoff & Research

- What is Downtown like today?



Vision & Alternatives

- What do we want Downtown to become?



Draft Specific Plan & Code

- Strategies to achieve the vision



Review Specific Plan & Code

- Evaluate and prioritize



Adoption

Oct 2016 – Feb 2017

Feb 2017 – May 2017

June 2017 – Dec 2017

Jan 2018 – April 2018

June 2018

PROJECT OVERVIEW

What is a Charrette?

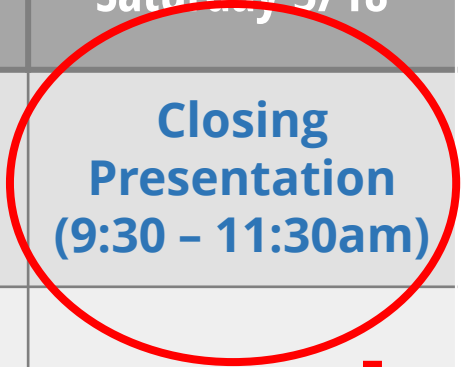
- Multi-day, collaborative planning event
- Community Input
- Design, land use, mobility, public amenities, open-space, economic development
- Develop and Evaluate Alternatives
- Preferred Plan



City of Austin Charrette, November 2015

CHARRETTE SCHEDULE

Charrette Event	Tuesday 3/14	Wednesday 3/15	Thursday 3/16	Friday 3/17	Saturday 3/18
Morning 9:30 am – 12:00 pm		Open Studio See the Consultant Team In Action			Closing Presentation (9:30 – 11:30am)
Lunch 12:00 pm – 1:00 pm		Focused Presentations Consultant Team Present on Transportation, Economics, and Infrastructure			City Hall
Afternoon 1:00 pm – 4:00 pm		Open Studio See the Consultant Team In Action			
Evening 6:30 pm – 7:30 pm	Opening Presentation (6 – 8 pm)	Evening Pin-Up Review and Provide Input on Preliminary Designs			



City Hall

Outreach Overview & Summary To-Date

OUTREACH

OUTREACH OVERVIEW

- Task Force Meetings (11)
- Stakeholder Interviews (20+)
- CC/PC Study Sessions (2)
- Public Workshops (4)
- 5-day Design Charrette
- Staff/Agency Meetings
- Online Media



MEETINGS TO DATE

City Council & Planning Commission Joint Study Session, November 15, 2016

Transportation

- Bike Lanes important to alleviate traffic/parking problems
- Loop doesn't serve residents
- Better connection to BART
- Issues with Parking
- Alternative methods for transportation

Community Character

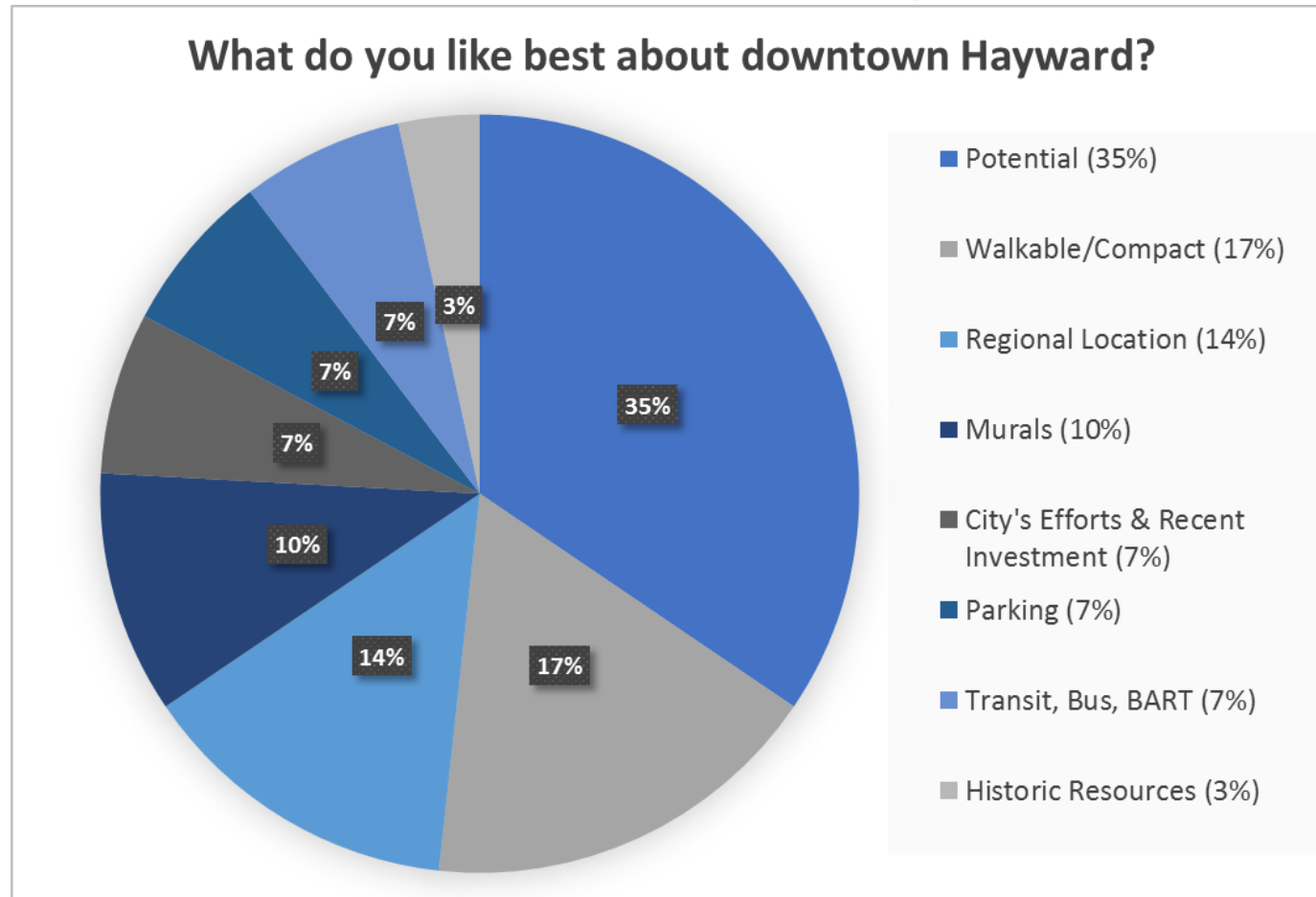
- Downtown should be an entertainment center
- Mix of Uses
- Downtown needs office space to support retail and restaurants
- Incentivize businesses
- More affordable housing options
- Vacancy issues
- Need for youth centric activities

Planning Process

- Successful Implementation
- Improve Outreach
- All staff should be involved
- Involve youth commissioners
- Youth representation in the Plan
- Consider History and Roots

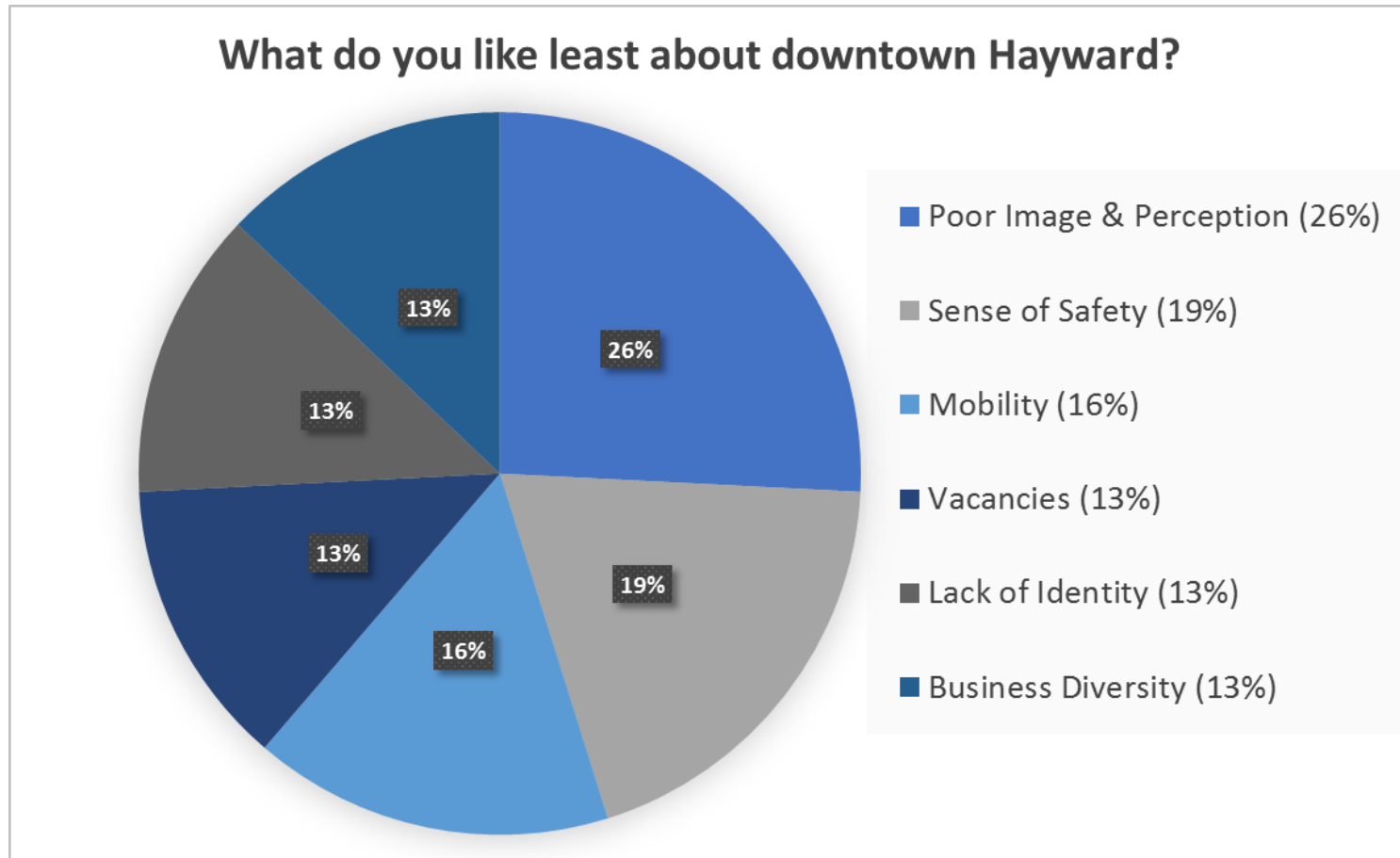
MEETINGS TO DATE

Stakeholder Interviews, January 4th & 5th



MEETINGS TO DATE

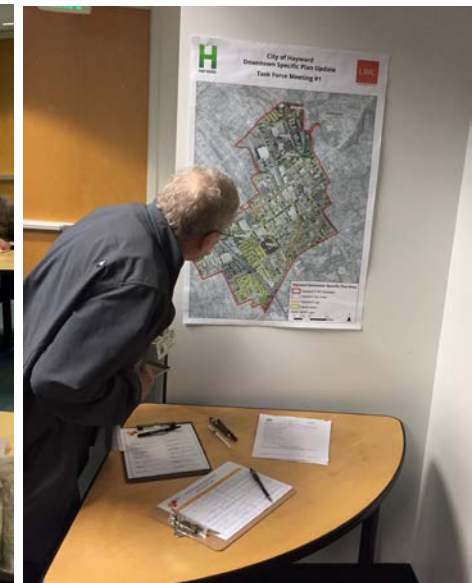
Stakeholder Interviews, January 4th & 5th



MEETINGS TO DATE

Task Force Meetings (1 – 3)

- Stronger sense of place & identity
- Pedestrian & bicycle safety
- Networks of open-space
- Personal safety & security
- Vacant buildings & storefronts
- Build off success of B-Street
- Small, local business retention & support
- Attract college students
- Strong demand for office space



MEETINGS TO DATE

Public Workshop #1, January 25, 2017

- 53 Participants
- Long Term Vision
- Map Activity, Designing Downtown



Guiding Principles



GUIDING PRINCIPLES

Principle 1: Promote growth and development patterns that serve community needs and enhance the quality of life.

Principle 2: Accommodate ABAG projected levels of housing and job growth while providing for open space and ensuring that new development is consistent with the community vision and the General Plan.

Principle 3: Support and encourage transit-oriented growth that serves to reduce auto-trips and associated greenhouse gas emissions.

GUIDING PRINCIPLES

Principle 4: Retain and enhance the existing character of Downtown.

Principle 5: Improve the perception of living, shopping, and doing business in Downtown.

Principle 6: Provide Downtown residents and visitors with an interconnected network of safe, affordable, and convenient transportation choices.

GUIDING PRINCIPLES

Principle 7: Prioritize improvements to the transportation network that serve the needs of Downtown Hayward visitors, residents, and employees.

Principle 8: Provide appropriate land area to accommodate residential, retail, and office growth consistent with metrics of success (such as permit activity, sales tax revenue, jobs-housing balance, etc.).

Principle 9: Encourage a mix of housing types to help meet the needs of different households and different levels of affordability.

GUIDING PRINCIPLES

Principle 10: Establish Downtown as business and visitor friendly with a robust and diverse mix of shopping, entertainment, and employment opportunities.

Principle 11: Promote health and sustainability by integrating natural features into new development, protecting environmental resources, and creating a network open spaces that allow for active lifestyles

Approach and Framework

Pedestrian Priority Sub-Districts

Key

- Specific Plan Boundary
- 5 and 10-minute Walk Radii
- Trail / Pedestrian Paseo
- Pedestrian Connection Route
- Existing Civic Space
- Proposed Civic Space
- Opportunity Site
- Existing Civic Building
- Two-Way Street
- Proposed Two-Way Street
- One-Way Street
- Proposed One-Way Street
- Pedestrian Priority Street
- Shared Space Intersection

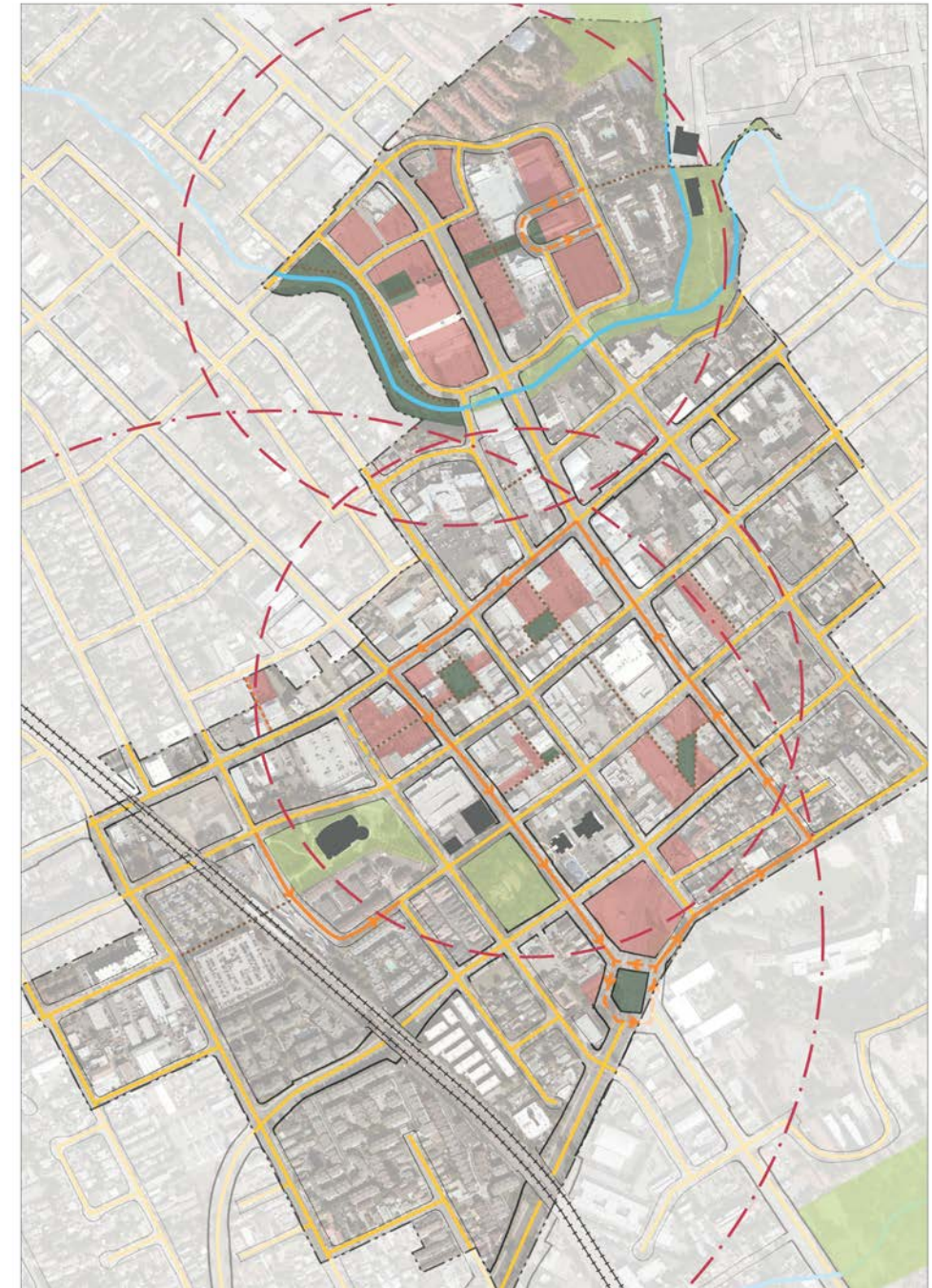


Hayward Downtown Specific Plan Opening Presentation 03.14.17

Infill Juicy Blocks

Key

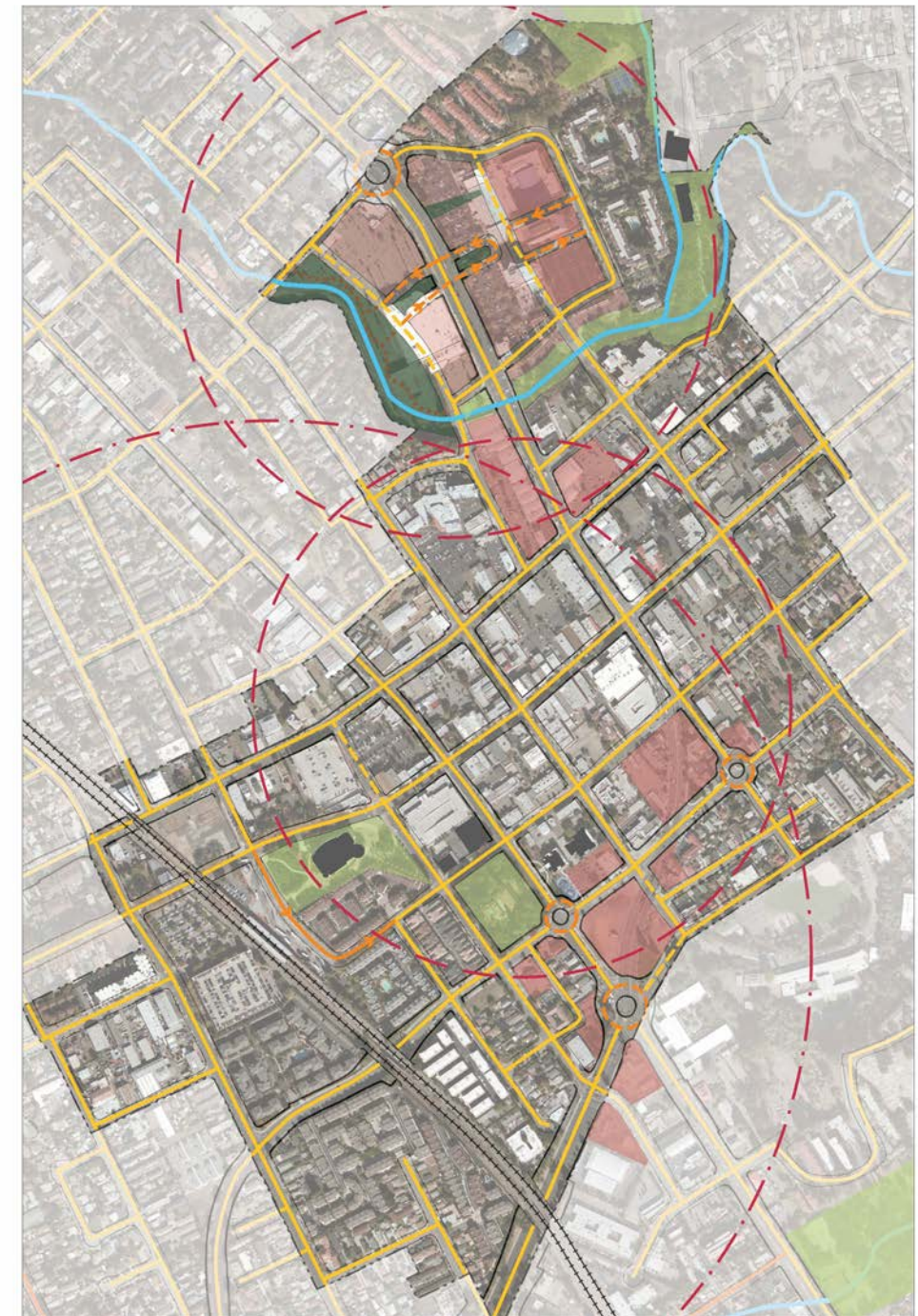
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Rethinking Circulation

Key

- Specific Plan Boundary
- - - 5 and 10-minute Walk Radii
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Hayward Downtown Specific Plan Opening Presentation 03.14.17

Measuring Success:

What gets measured gets done



Patrick Siegman



How do we use Performance Measures?

- Judging success or failure
- Reporting on achievement of **goals**
- Improving efficiency of system operations
- Managing a given road or corridor
- Prioritizing funding
- Measuring impact of new development
- Imposing development fees
- Reporting to Congestion Management Agency

Old Speed Paradigm -> Automobile LOS

Arterial Class	I	II	III
Level of service	Average Travel Speed (MPH)		
A	≥ 35	≥ 30	≥ 25
B	≥ 28	≥ 24	≥ 19
C	≥ 22	≥ 18	≥ 13
D	≥ 17	≥ 14	≥ 9
E	≥ 13	≥ 10	≥ 7
F	< 13	< 10	< 7



Level of Service A



Level of Service F

Source: Neighborhoods.org



Level of Service F

Source: Downtown San Jose Blog

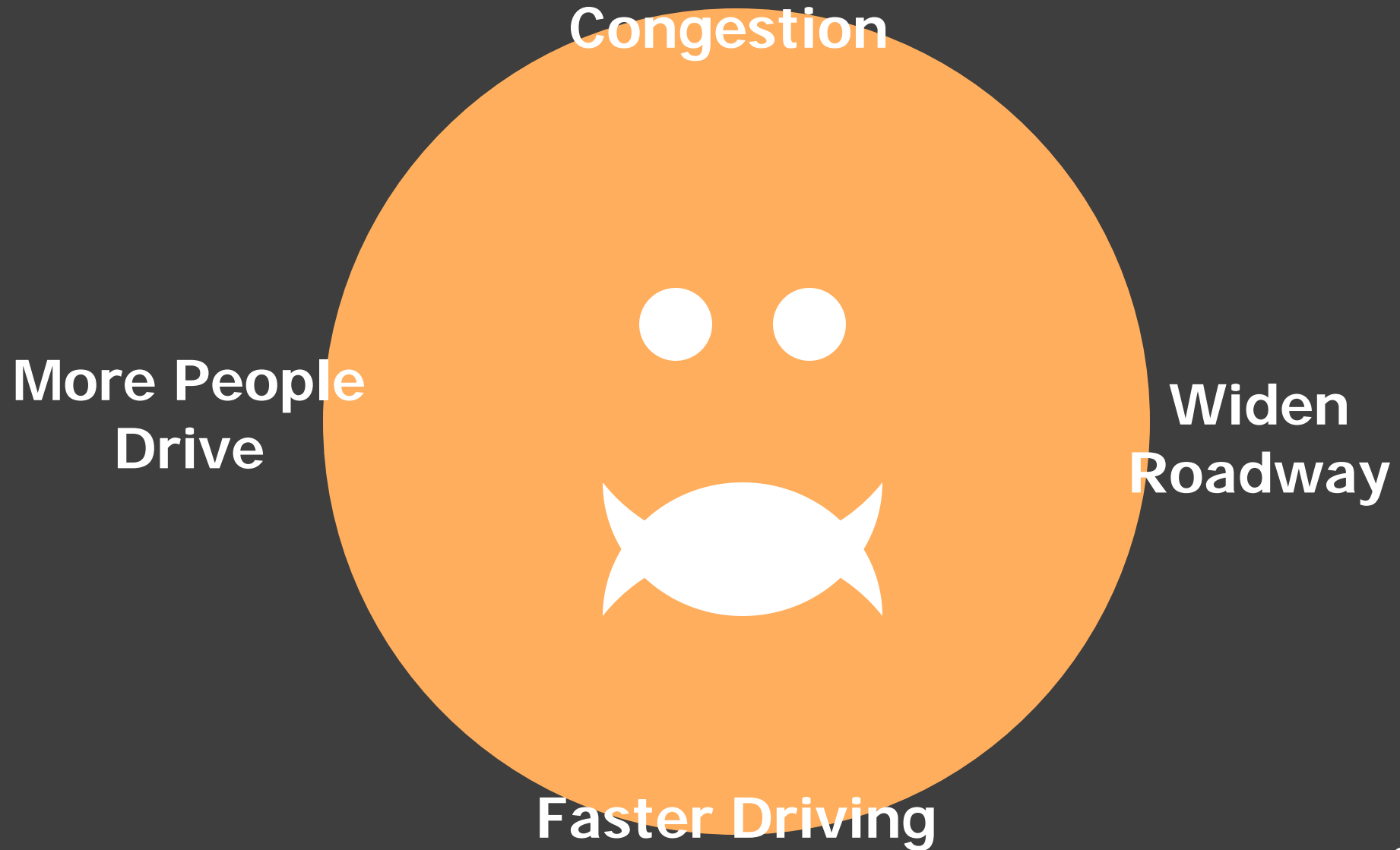
What's important depends upon perspective



1960s Traffic engineer: **F** **A**

Economist: **A** **F**

Induced and Latent Demand



Measure what matters

Why not Consider...

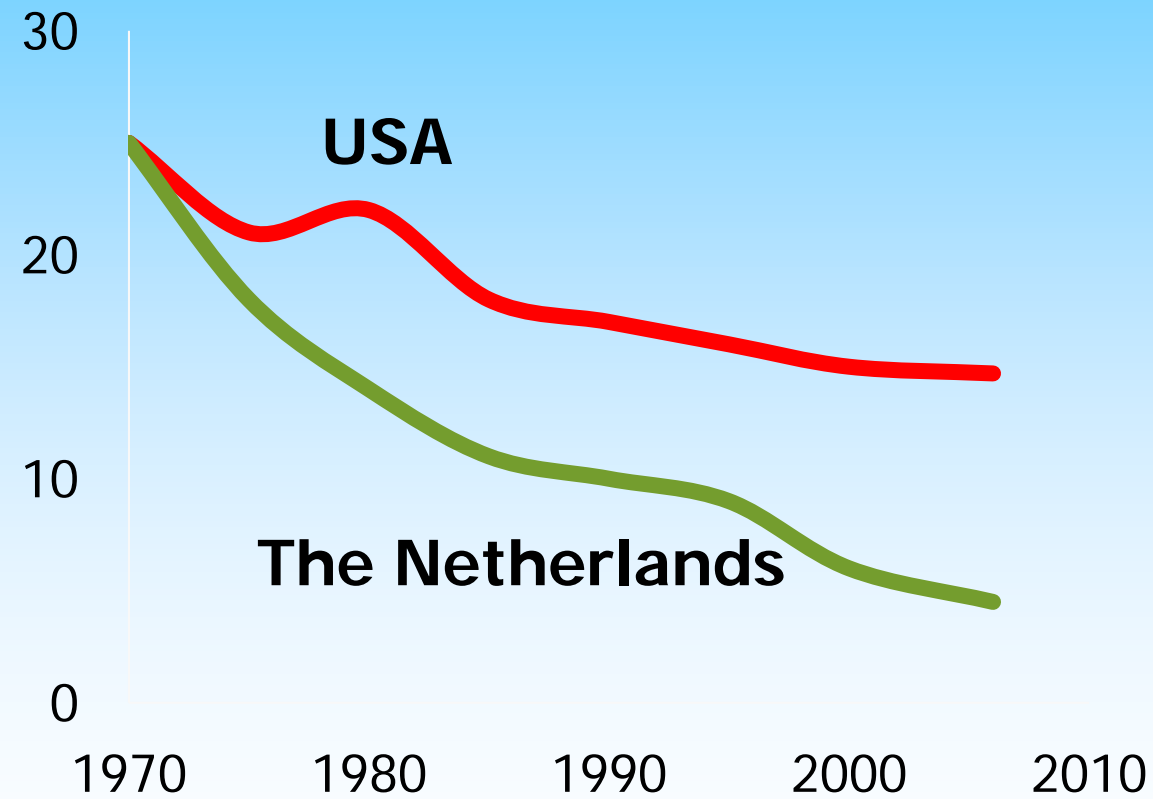
- Economic Development
 - Job creation
 - Real estate value increase
 - Retail sales
- Quality of Life
 - Access to jobs
 - Access to shopping
 - Residential property value impact
- Social Justice
 - Do benefits accrue equitably?
 - Are investments spread equitably?
- Ecological Sustainability
 - VMT per capita (=CO₂, NO_x, runoff, etc.)
 - Land use/transportation connection

Step 1: Set Goals

- Transportation is a means for achieving larger community goals, not an end in itself
- **Hayward's 2040 General Plan sets goals**
- **Hayward needs to adopt performance metrics that align with its key goals**



A Performance Metric for *Safety*: Traffic Fatality Rate *(per 100,000 population)*







Performance measures for Economics: retail sales, vacancy rates, property values

35% decrease in injuries to all street users (8th Ave)

58% decrease in injuries to all street users (9th Ave)

Up to 49% increase in retail sales (Locally-based businesses on 9th Ave from 23rd to 31st Sts., compared to 3% borough-wide)



Transit Performance Metric: Transit Quality of Service (measures speed, frequency & reliability)

- **Frequent:** every 3-10 minutes during peak hours
- **Fewer stops:** stops spaced about a $\frac{3}{4}$ mile apart, like rail lines
- **Level boarding:** low-floor buses reduce dwell times
- **Bus priority** at traffic signals
- **Enhanced stations:** lighting, canopies and real-time arrival displays



Adopt a performance metric for each key goal

- Cities need to establish **performance metrics** that align with their **goals**.
- **Sample performance metrics**
- **Safety:** # of fatalities & injuries
- **Economics:** retail sales, vacancy rates, property values
- **Transit:** transit speed, frequency & reliability
- **Traffic & Pollution:** vehicle miles traveled per capita (VMT/capita)
- Automobile speed: Auto Level of Service (LOS)

Schedule and Next Steps

SCHEDULE & NEXT STEPS

Event	Date
Online Review of Draft Preferred Alternative	April 2017
Task Force Meeting #4- Preferred Alternative	May 15, 2017
Planning Commission/City Council Study Session- Preferred Alternative	May 16, 2017
Task Force Meeting #5 - Specific Plan Table of Contents	June 6, 2017
Public Review Draft Specific Plan	Fall 2017



For More Information

Damon Golubics

Email- damon.golubics@hayward-ca.gov

Phone- (510) 583-4210

or visit

<http://www.hayward-ca.gov/your-government/boards-commissions/downtown-specific-plan-task-force>