



# CITY OF HAYWARD DOWNTOWN SPECIFIC PLAN & EIR

Public Workshop #1  
January 25, 2017



# INTRODUCTION

## City of Hayward

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# AGENDA

- 1 Introductions and Welcome
- 2 Project Overview
- 3 Outreach Overview & Summary To-Date
- 4 Characteristics of Great Places
- 5 Group Visioning
- 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)

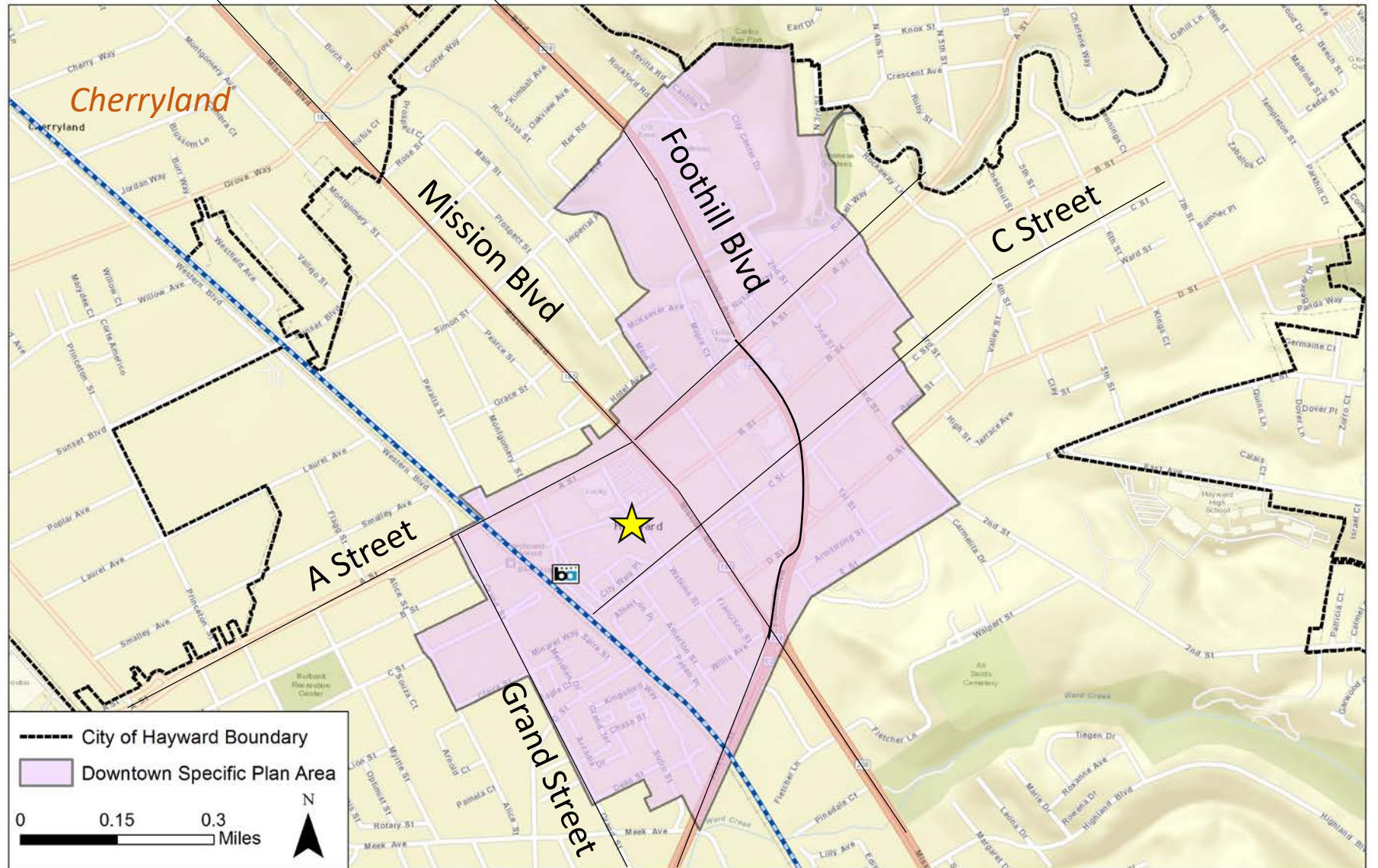
- Tool to implement the General Plan
- Detailed approach to organizing land uses
- Plans for transportation and infrastructure
- Funding strategies and mechanisms
- Development standards for implementation



# PROJECT OVERVIEW

## SPECIFIC PLAN PROJECT AREA

★ = We are Here



# PROJECT OVERVIEW

## DOWNTOWN 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

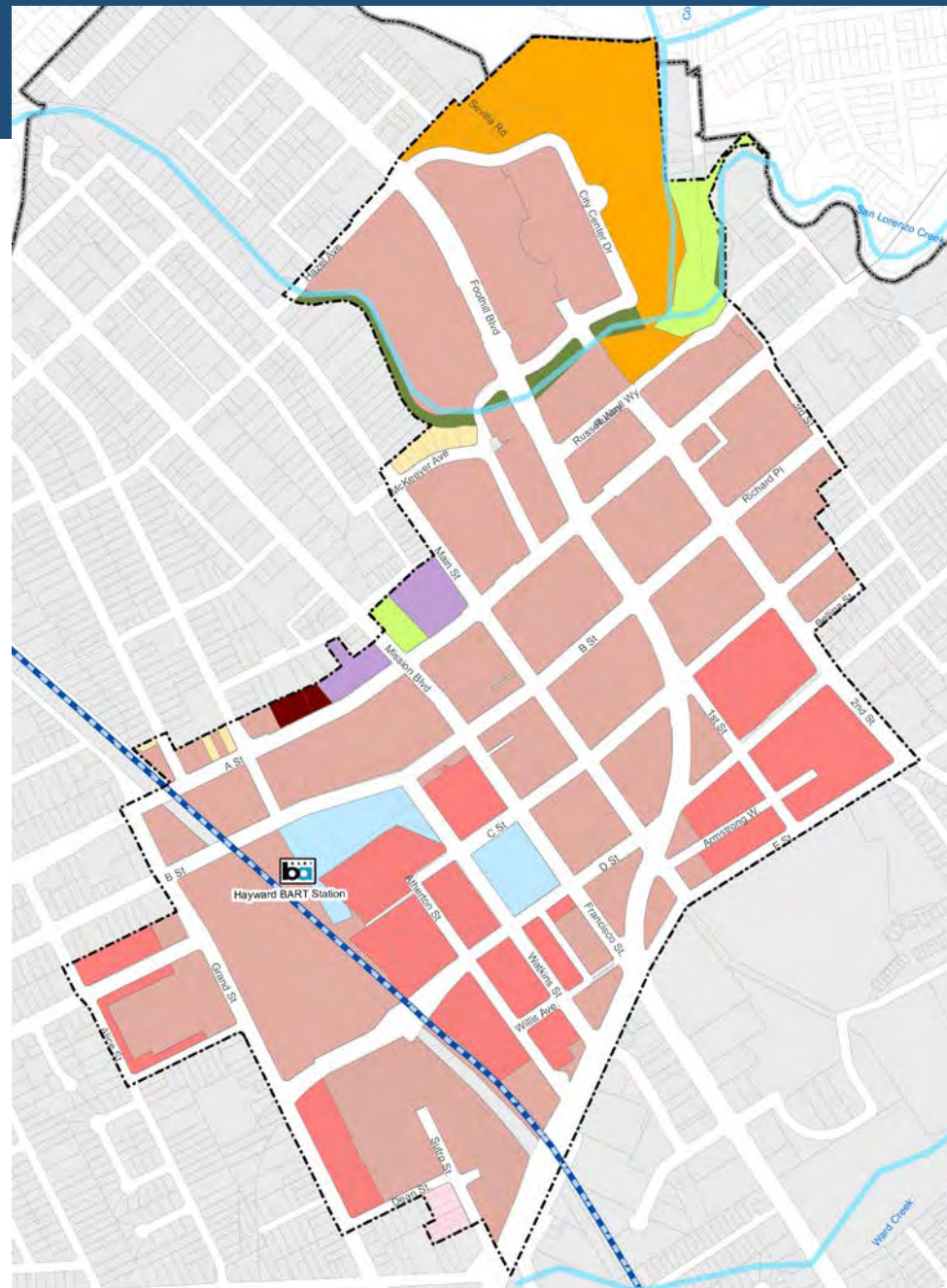
Parks and Recreation (PR)

Limited Open Space (LOS)

Hayward City Limits

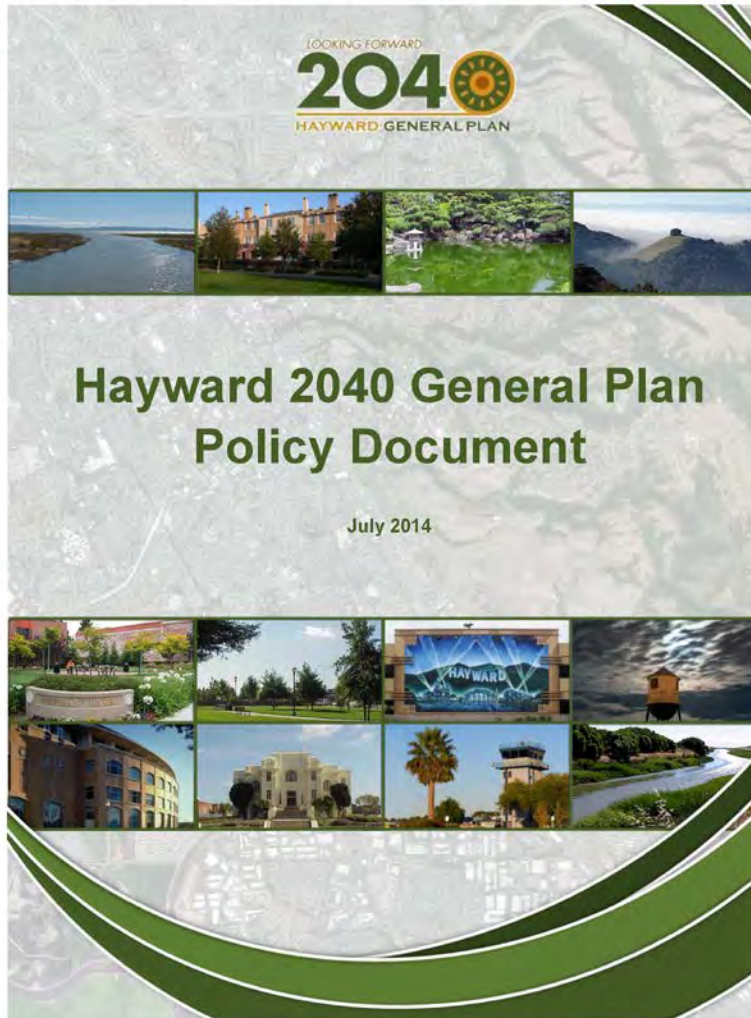
Hayward DTSP Boundary

BART Line



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

# PROJECT OVERVIEW



## 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)

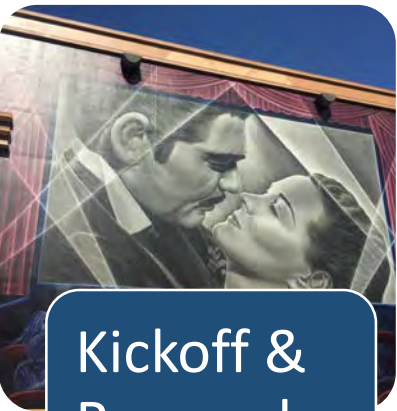
- **Mobility:**

- **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: APPROACH



## 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

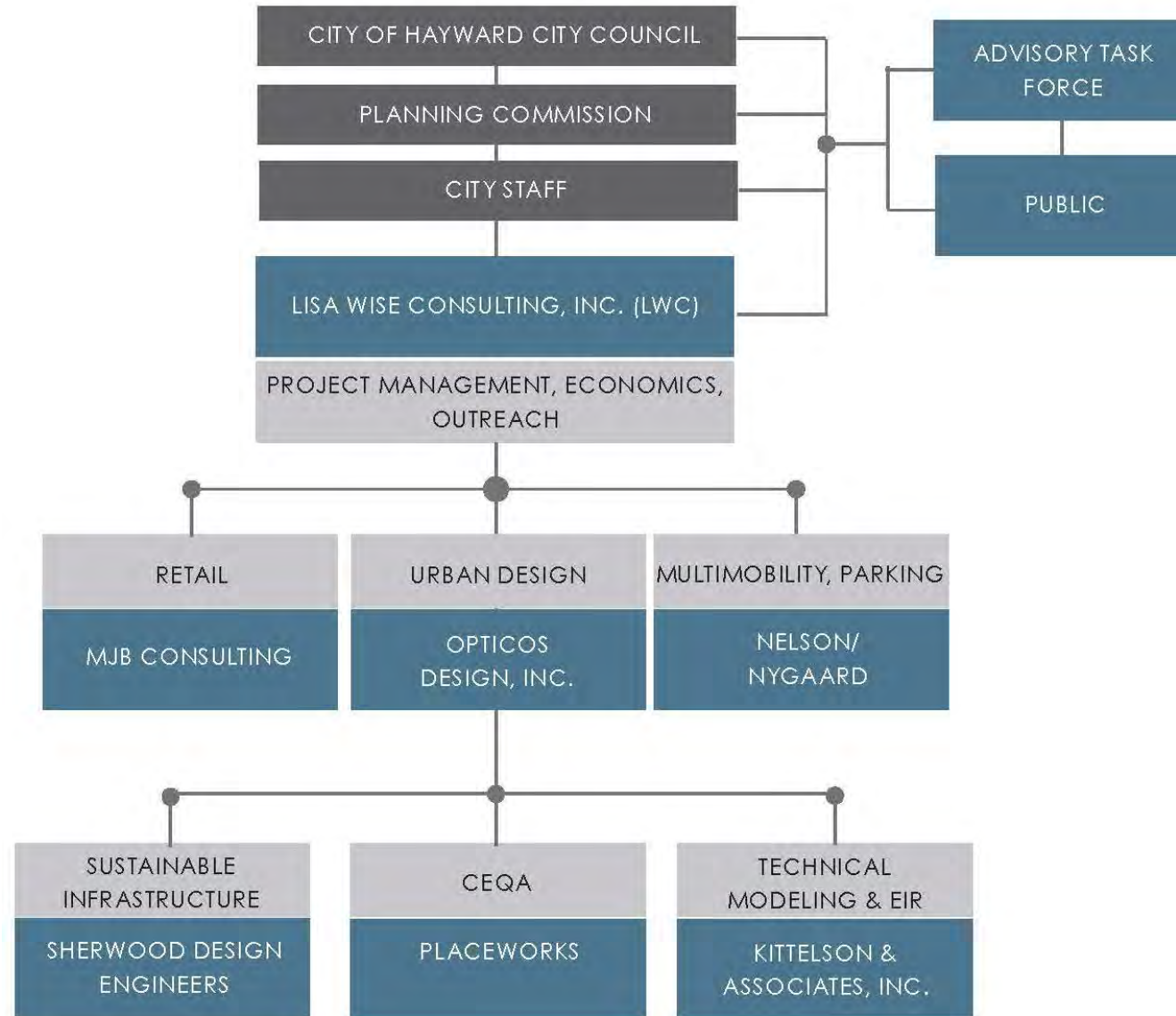
## How is the Project Funded?

- ACTC Sustainable Communities Technical Assistance Program (SC-TAP)
- Grant Objectives:
  - Balance regional jobs and housing growth
  - Reduced greenhouse gas emissions
  - Improved public health
  - Safer streets
  - Compact development patterns



Above: Cover of Plan Bay Area, adopted jointly by MTC/ABAG in 2013

# PROJECT TEAM STRUCTURE



# 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

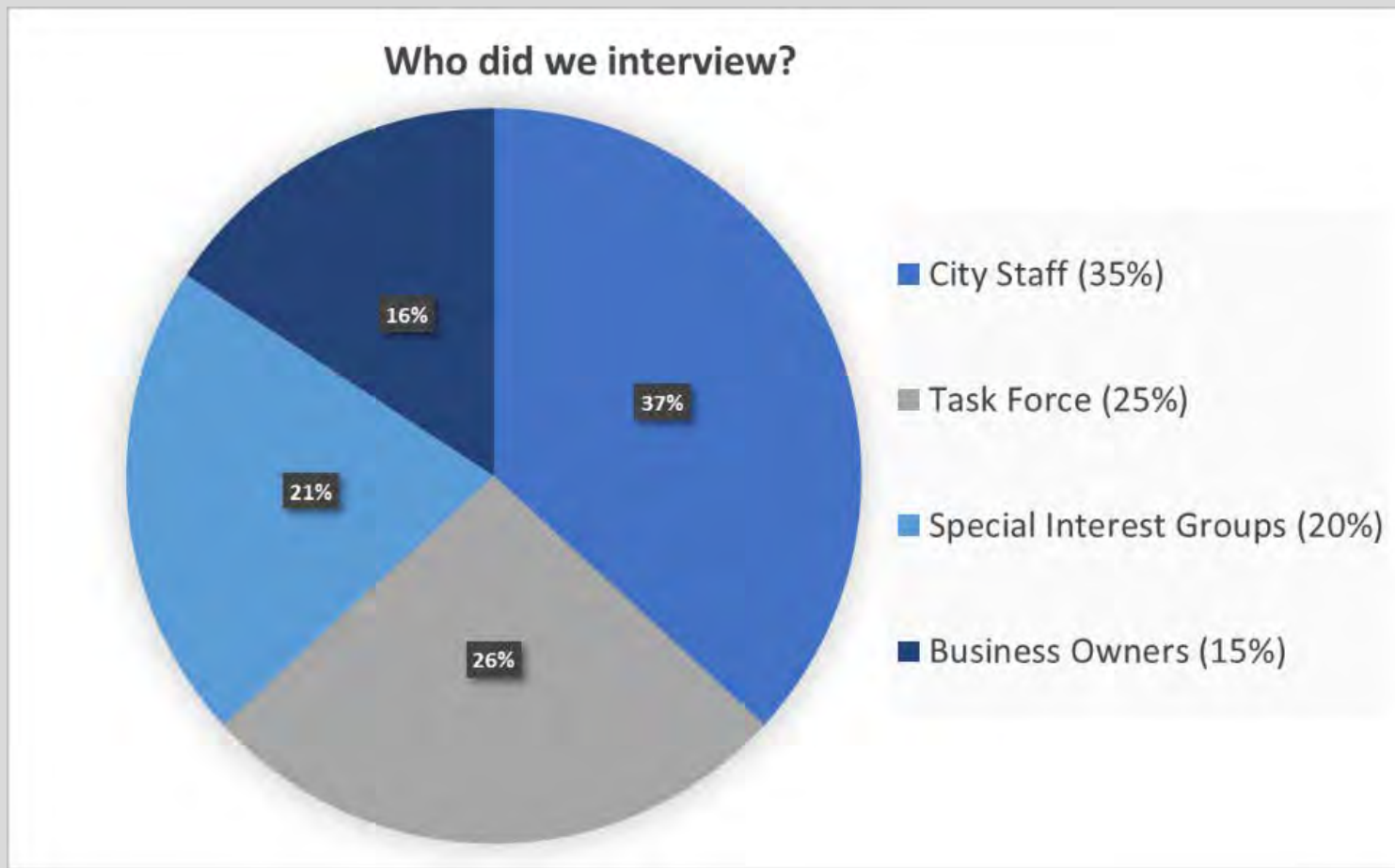
# MEETINGS TO DATE

## Task Force Meeting #1, December 12, 2016

- **Lack of Sense of Place, Identity**
- **Address Pedestrian and Bicycle Safety – Unsafe Streets**
- **Vacant & Underutilized Spaces**
- **Presence of Creeks are an Untapped Opportunity**
- **Emphasize History, Arts, and Natural Setting**
- **BART Access is Big Opportunity**
- **Excess Parking**
- **Old(er) buildings Hard to Retrofit, Reconfigure**

# MEETINGS TO DATE

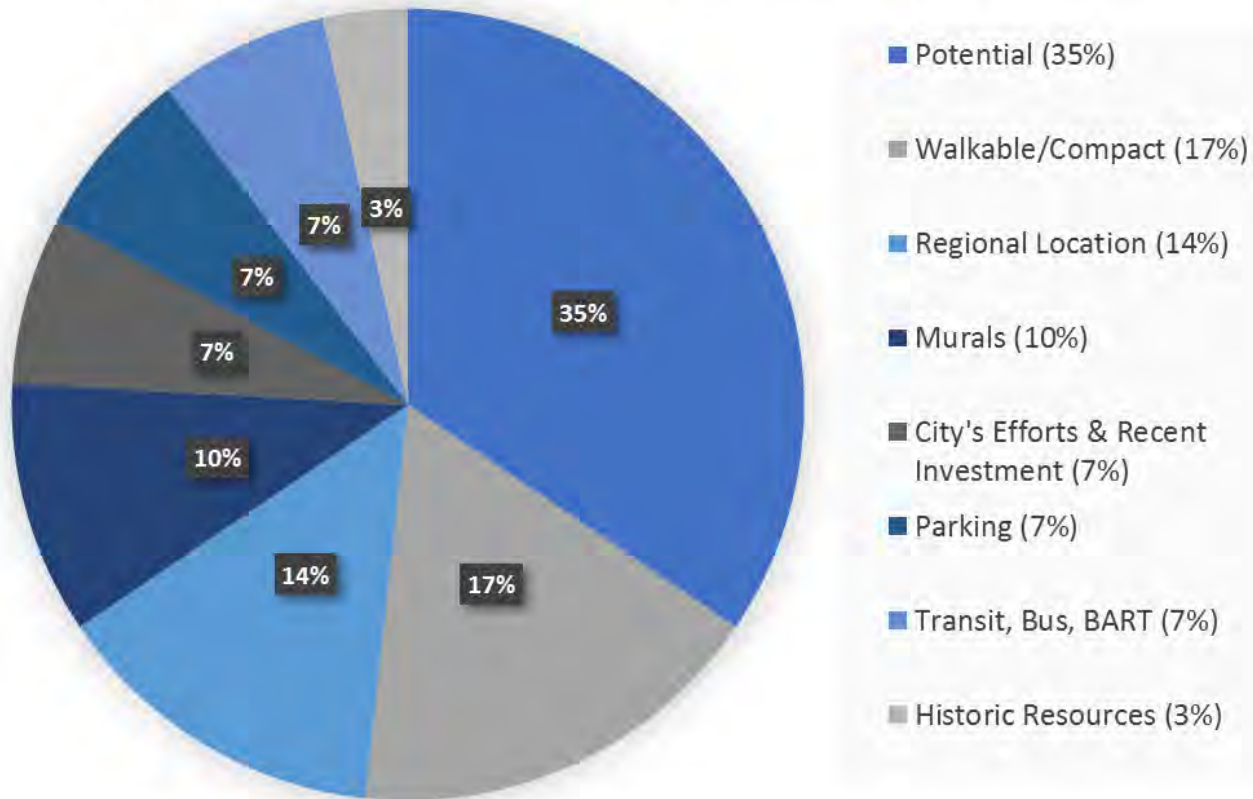
## Stakeholder Interviews, January 4<sup>th</sup> & 5<sup>th</sup>



# MEETINGS TO DATE

## Stakeholder Interviews, January 4<sup>th</sup> & 5<sup>th</sup>

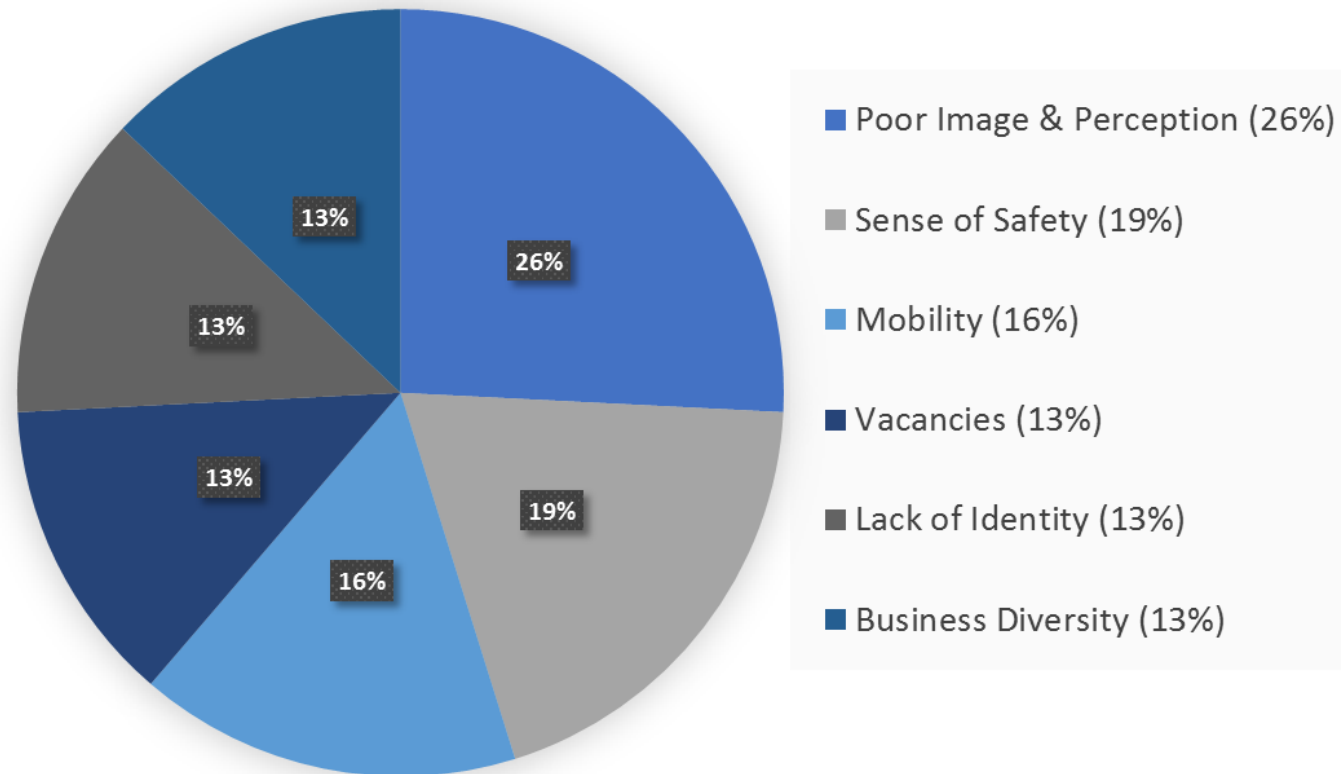
What do you like best about downtown Hayward?



# MEETINGS TO DATE

## Stakeholder Interviews, January 4<sup>th</sup> & 5<sup>th</sup>

What do you like least about downtown Hayward?



# Characteristics of Great Places

- 1 Rooted in Place and History**
- 2 Transit Oriented and Connected**
- 3 Human Scale and Walkable**
- 4 Civic and Community Spaces**

# Rooted in Place and History

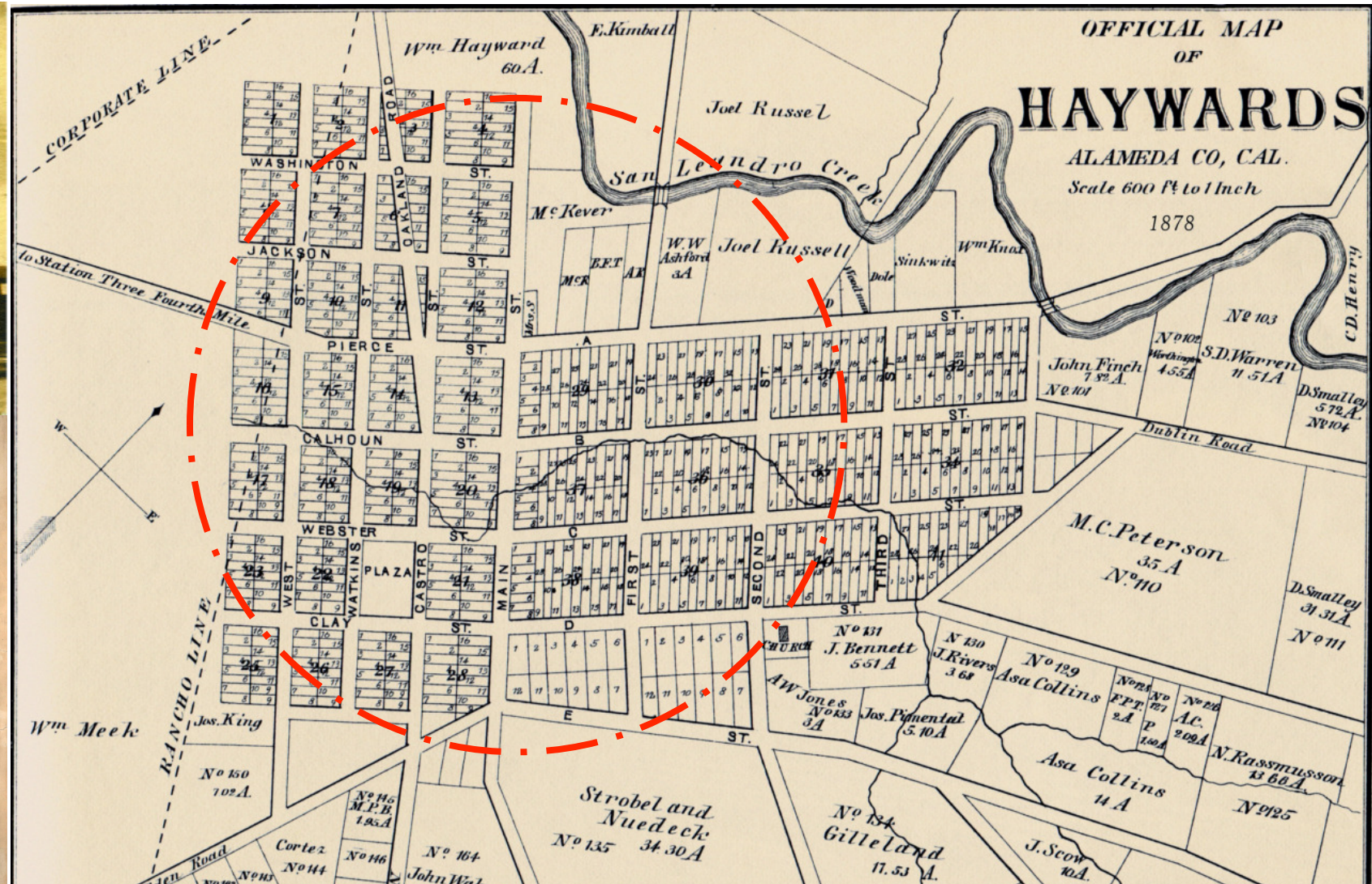
## Distinct Destination

- Place that people identify with, form attachments to and want to reinvest in over time
- Daily living within walking distance of most dwellings providing independence and accessibility

## Authenticity

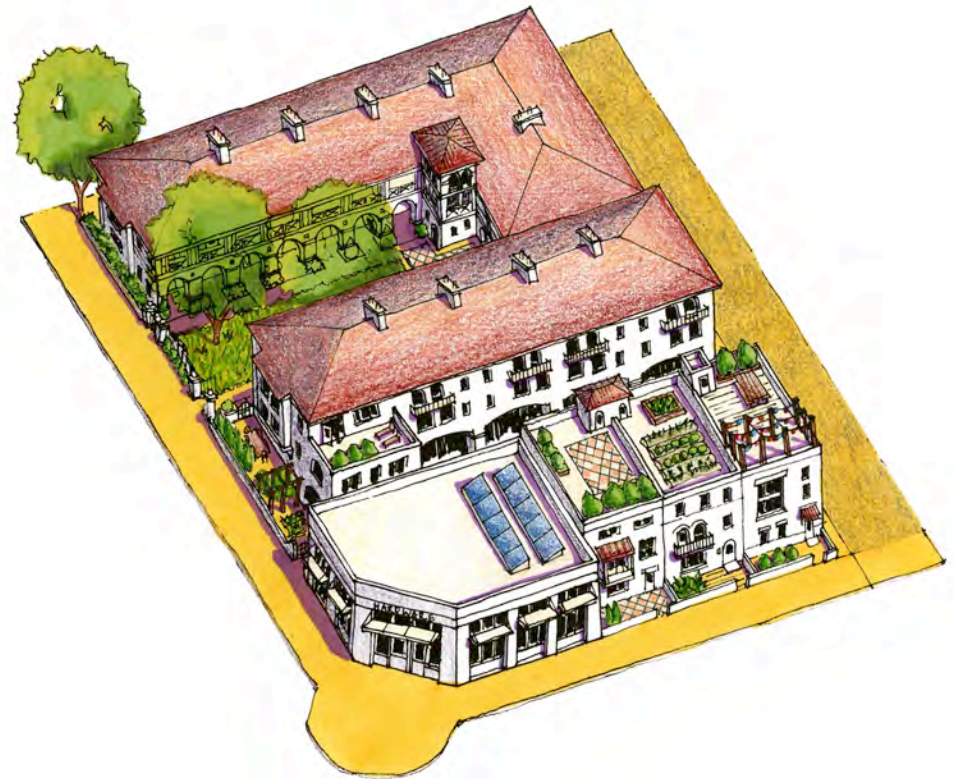
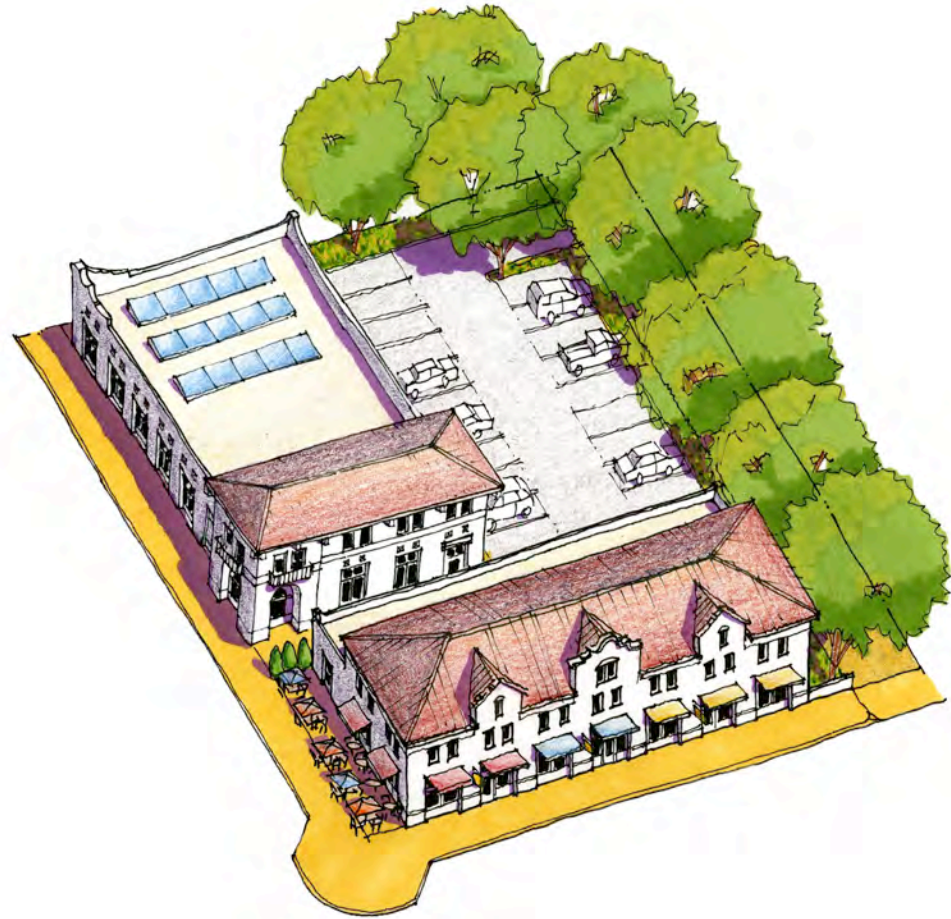
- Contribute to the brand and amenity package of the place with unique history and elements of a community

# A place that people identify with

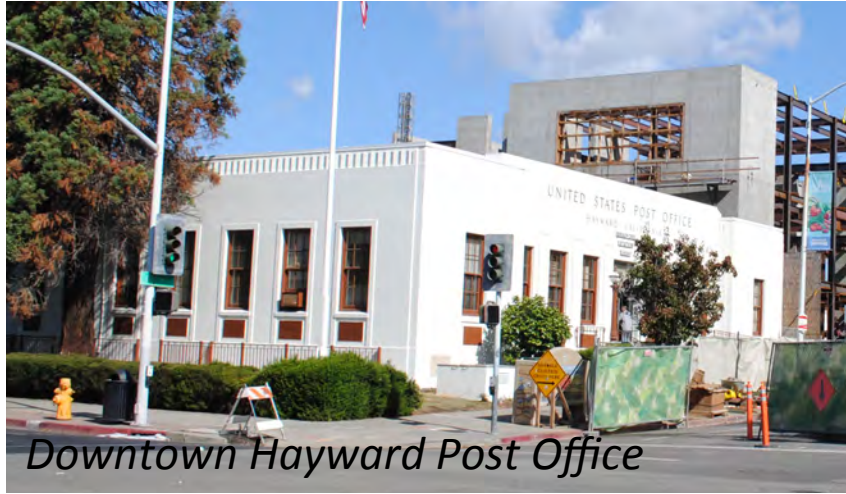


**How do we build upon historic elements to enhance Downtown as a place people love?**

# Building types as “ingredients of place”



# Landmark buildings provide focus and order



*Downtown Hayward Post Office*



*Corner of Main & B Streets, Hayward*



*1930 Hayward City Hall*

# Fabric buildings contribute to character



Hayward Ace Hardware



Houses along B Street in Hayward



Green Shutter Hotel, Hayward

# Arts & culture as part of brand



Mural on B Street, Hayward



Mural along an alley in Hayward



Theater Mural, Hayward

# Natural features as part of amenity package



# How do we further enhance Downtown's brand and amenity package?

# Artist galleries in vacant storefronts?



# Transit Oriented and Connected

## Access

- Regional and local transit connections within close proximity to homes and businesses provide independence and accessibility

## Connectivity

- Design interconnected streets and mid-block connections to disperse traffic, improve accessibility and reduce length of automobile, bicycle and pedestrian trips
- Construct blocks and buildings to invite reinvestment over time

# Transit access today



Hayward BART Station, Google Earth

**How do we increase access to local and regional transit to increase independence for everyone?**

# Is it time to rethink the BART station?



# Complete streets that support transit?



# A network of interconnected streets and blocks



# How do we increase connectivity and invite long-term reinvestment?

# Improve Pedestrian Experience and Access?



# Human Scale and Walkable

## Street Network

- Provide complete streets that contribute to the place by providing hierarchy and acting as a liner civic spaces
- Design streets that adequately accommodate automobiles while respecting pedestrian safety and comfort

## Public Realm

- The design of streets and buildings reinforce safe, attractive, active environments and provide opportunities for people to meet and visit

# Walkability barriers today



# Welcoming streets

## Livable Commercial Streets

- Contributing building frontage
- Active retail-at-grade
- Street trees
- On-street parking
- Narrow travel lanes
- Curb radius
- Building enclosure



# Welcoming streets

## Livable Residential Streets

- Contributing frontage with stoops, porches, etc.
- Slow traffic
- Street trees
- On-street parking
- Yield travel
- Curb radius



**How do we provide streets that accommodate automobiles while respecting pedestrian safety and comfort?**

# Hierarchy of Bicycle Infrastructure?

## Class I



**Separated  
Cycle Track**

## Class II



**Painted or Buffered  
Cycle Lane**

## Class III



**Cycle Route  
(Sharrow)**

# Incremental streetscape improvements?



# Reclaim infrastructure and people places?



# Reclaim infrastructure and people places?



# Existing examples of what to avoid



# Existing examples of what to emulate



*Contributing frontage*

**How do we provide streets and buildings that reinforce safe, attractive, active environments?**

# Enhance visual texture?



# Fill “missing teeth” in the urban fabric?



*Downtown Oakland Specific Plan*



*Downtown Oakland Specific Plan*

# Civic and Community Space

## Public Open Space

- Maximize identity, image and organization resulting from an integrated network of open spaces, shaded sidewalks, trails and bike routes which can provide enhanced opportunities of gathering and recreation

## Civic Buildings

- Provide focus and order to the fabric of the place with placement and design more important than any other building

# Accessible community gathering space



Hayward Heritage Plaza Rendering



**How do we maximize identity, image and organization from an integrated network of public spaces?**

# Well-connected primary, centralized spaces?



# Well-connected secondary spaces?



# GROUP ACTIVITY

# SCHEDULE AND NEXT STEPS

# SCHEDULE & NEXT STEPS

Event	Date
<b>Task Force Meeting #3- Market Analysis</b>	February 16, 2017
<b>Design Charrette</b>	March 14 – 18, 2017
<b>Task Force Meeting #4- Preferred Alternative</b>	May 15, 2017
<b>Planning Commission/City Council Study Session- Preferred Alternative</b>	May 16, 2017



# SCHEDULE & NEXT STEPS

Charrette Event	Tuesday 3/14	Wednesday 3/15	Thursday 3/16	Friday 3/17	Saturday 3/18
<b>Morning</b>		<b>Open Studio</b> See the Consultant Team In Action <i>(Exact times may vary each day)</i>			<b>Closing Presentation</b>
<b>Lunch</b>		<b>Focused Presentations</b> Consultant Team Present on Transportation, Economics, and Infrastructure			
<b>Afternoon</b>		<b>Open Studio</b> See the Consultant Team In Action <i>(Exact times may vary each day)</i>			
<b>Evening</b>	<b>Opening Presentation</b>	<b>Evening Pin-Up</b> Review and Provide Input on Preliminary Designs			

***For More Information***

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*or visit*

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