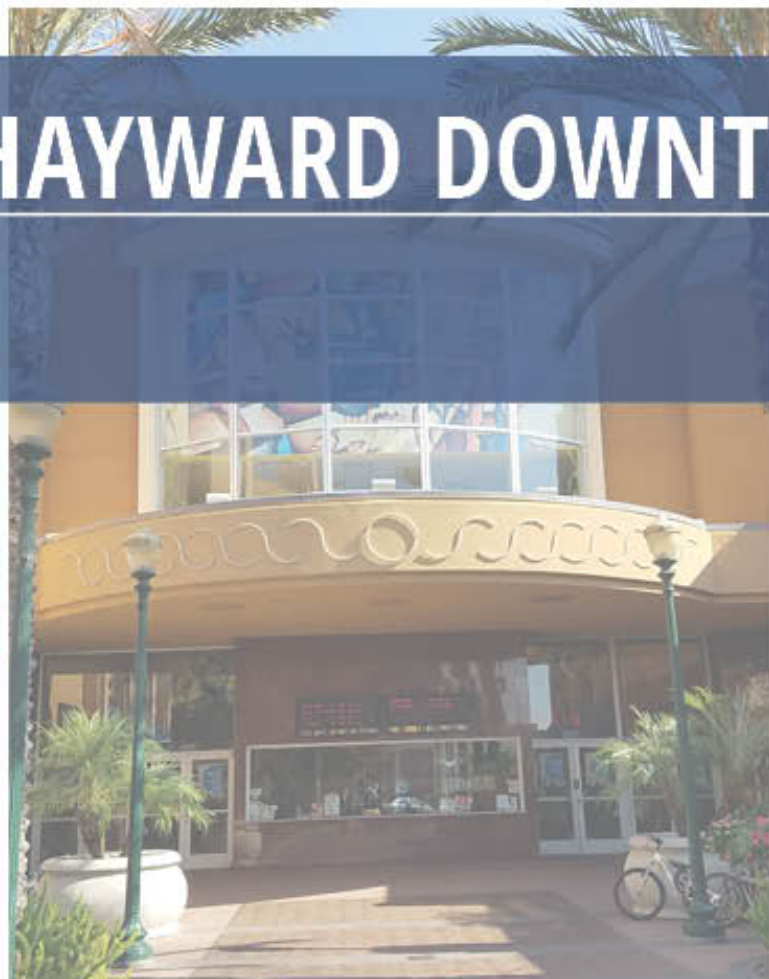




# CITY OF HAYWARD DOWNTOWN SPECIFIC PLAN & EIR

Task Force Meeting  
December 12, 2016



# INTRODUCTION

## City of Hayward

Damon Golubics, Senior Planner

## LWC

Lisa Wise, AICP, President



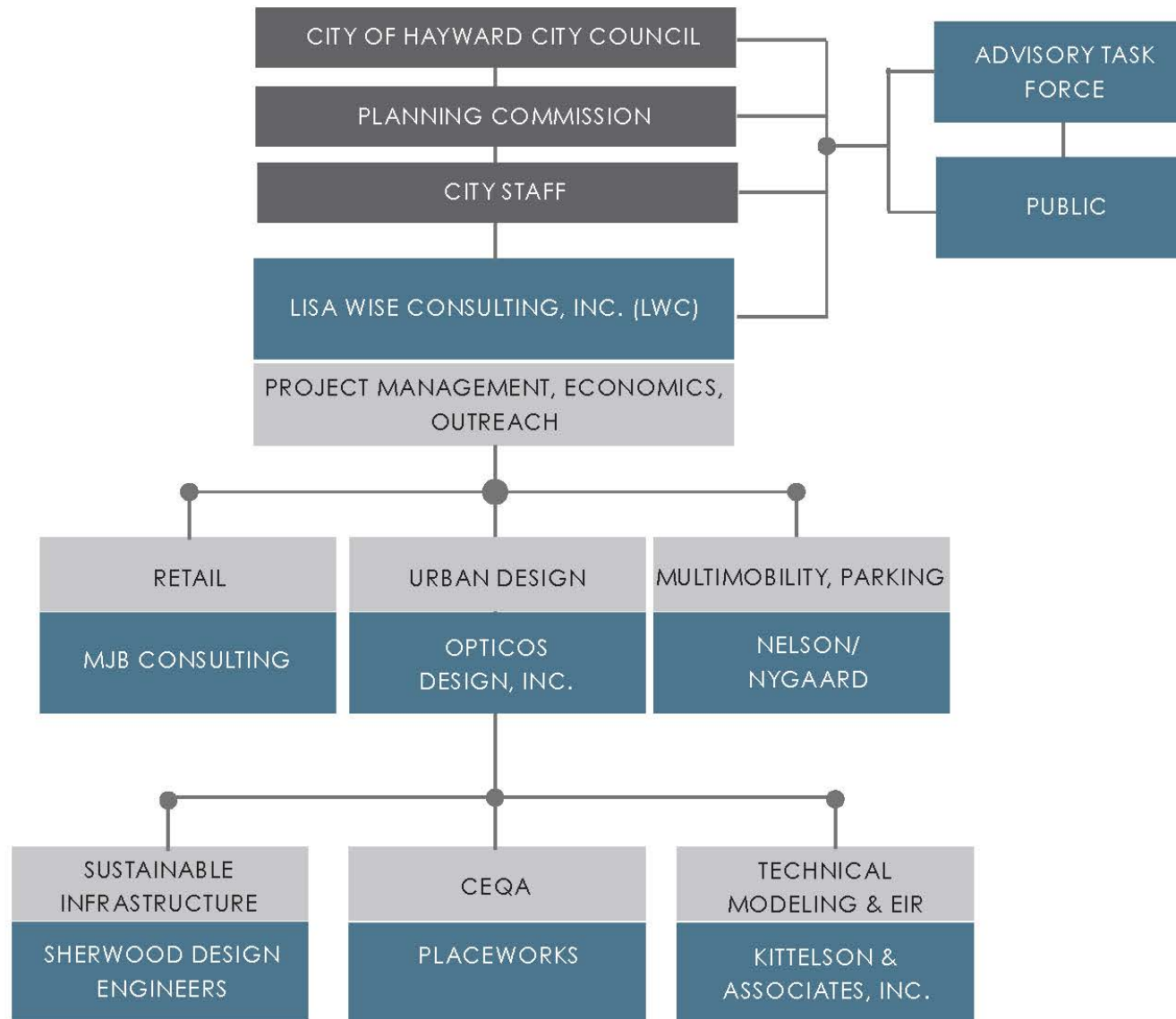
# PURPOSE OF THE MEETING

Introduce individual team members, describe roles and responsibilities, provide an overview of the Scope of Work focusing on opportunities for public participation, and discuss the goals and expectations of the Task Force on behalf of their constituents.

# AGENDA

- 1** Task Force Overview
- 2** Project Overview
- 3** Project Approach
- 5** Meetings to Date
- 6** Outreach
- 7** Schedule and Next Steps
- 8** Discussion Questions

# PROJECT TEAM STRUCTURE



# TASK FORCE OVERVIEW

## WHAT IS THE PURPOSE OF THE TASK FORCE?

- Act as a **public voice** representing a range of community interests
- Provide guidance to the planning team at key points in the process



# TASK FORCE OVERVIEW

## WHAT IS THE ROLE OF THE TASK FORCE?

- Recommendations are advisory
- Not a decision-making body
- Provides input to Consultant Team, who draft the Specific Plan



# TASK FORCE OVERVIEW

## CODE OF CONDUCT

- Attendance is critical
- Treat each community member with respect
- Equal opportunity to comment and participate
- The input received is treated equally

# PROJECT OVERVIEW

## WHAT IS THE PROJECT?

- New Downtown Specific Plan
- Zoning Code Amendments
- Environmental Impact Report (EIR)
- ACTC grant-funded project
- Complete by June 2018



# PROJECT OVERVIEW

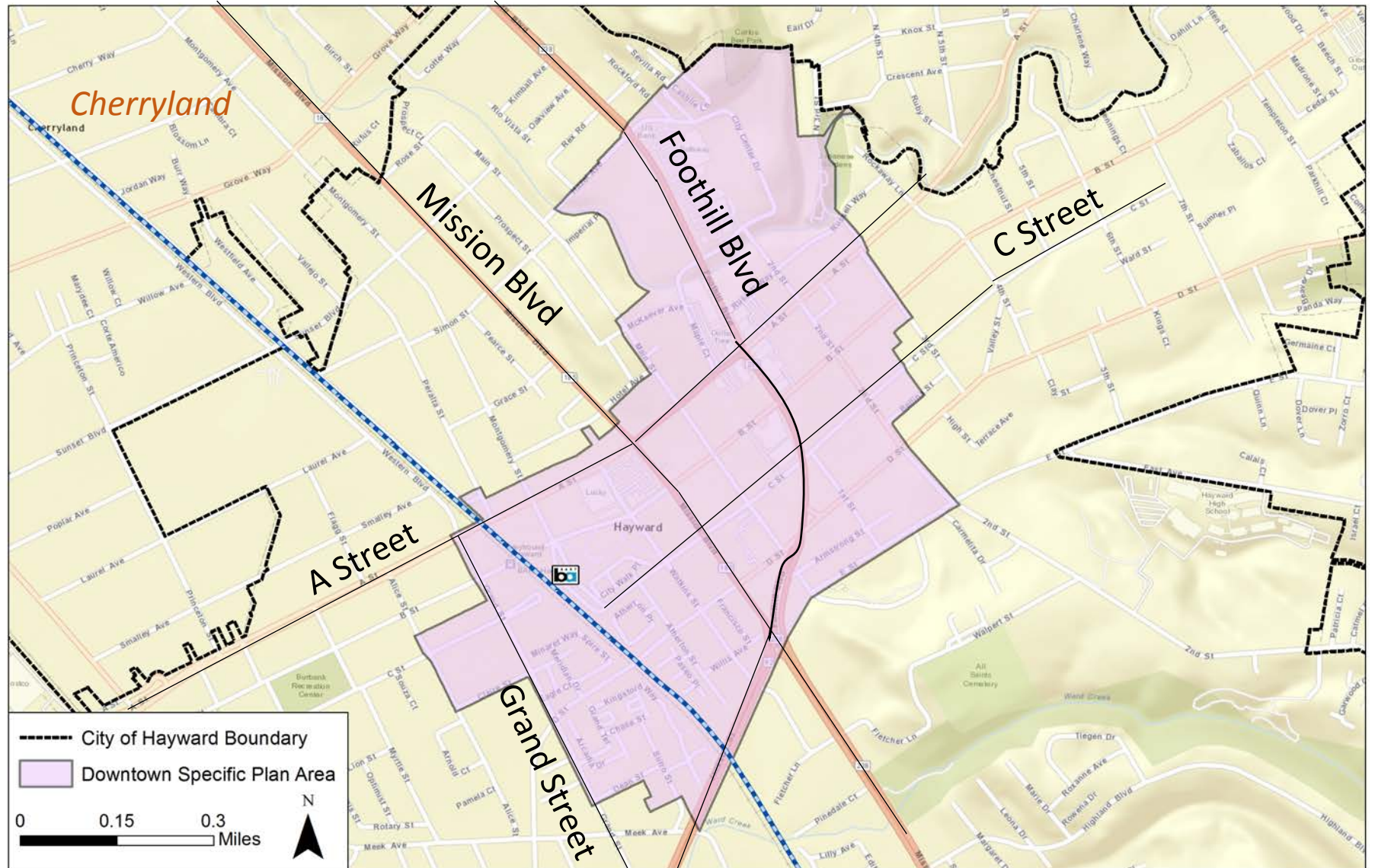
## WHAT IS A SPECIFIC PLAN?

Gov. Code Section 65451(a)

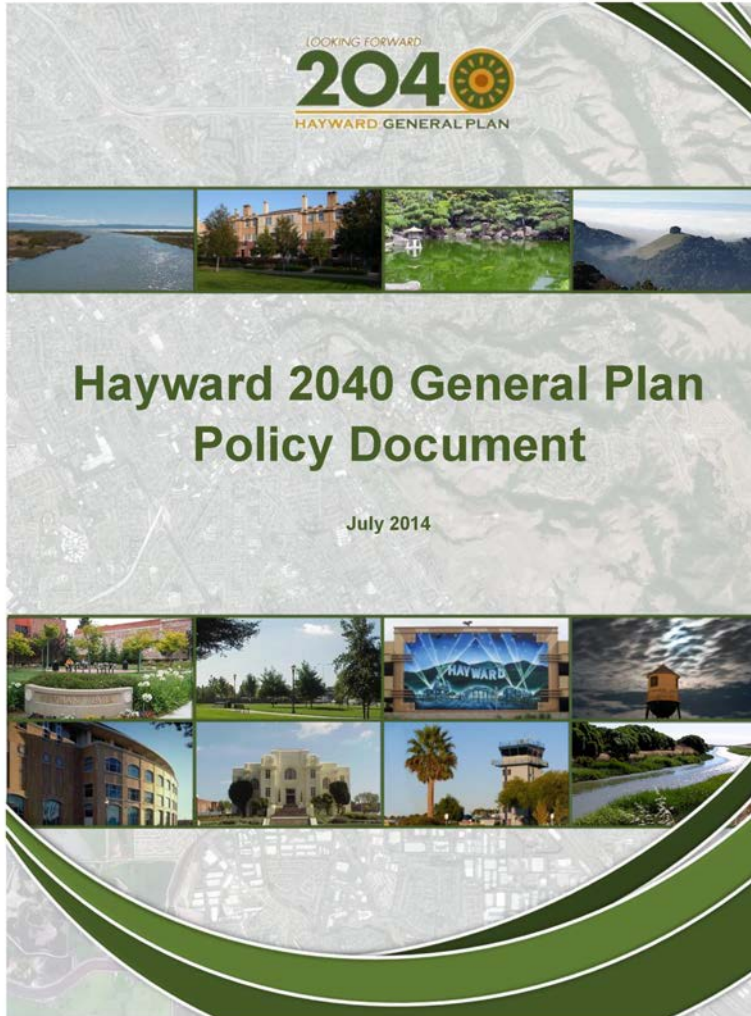
- Tool to implement General Plan goals and policies
- More detailed approach to organizing land uses
- Plans for transportation and infrastructure
- Policies and programs to guide future decisions
- Funding strategies and mechanisms
- Development standards to achieve vision for the Plan Area

# PROJECT OVERVIEW

## DOWNTOWN PROJECT AREA



# 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

## DOWNTOWN LAND USE

Figure 3-1  
**General Plan**

**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)

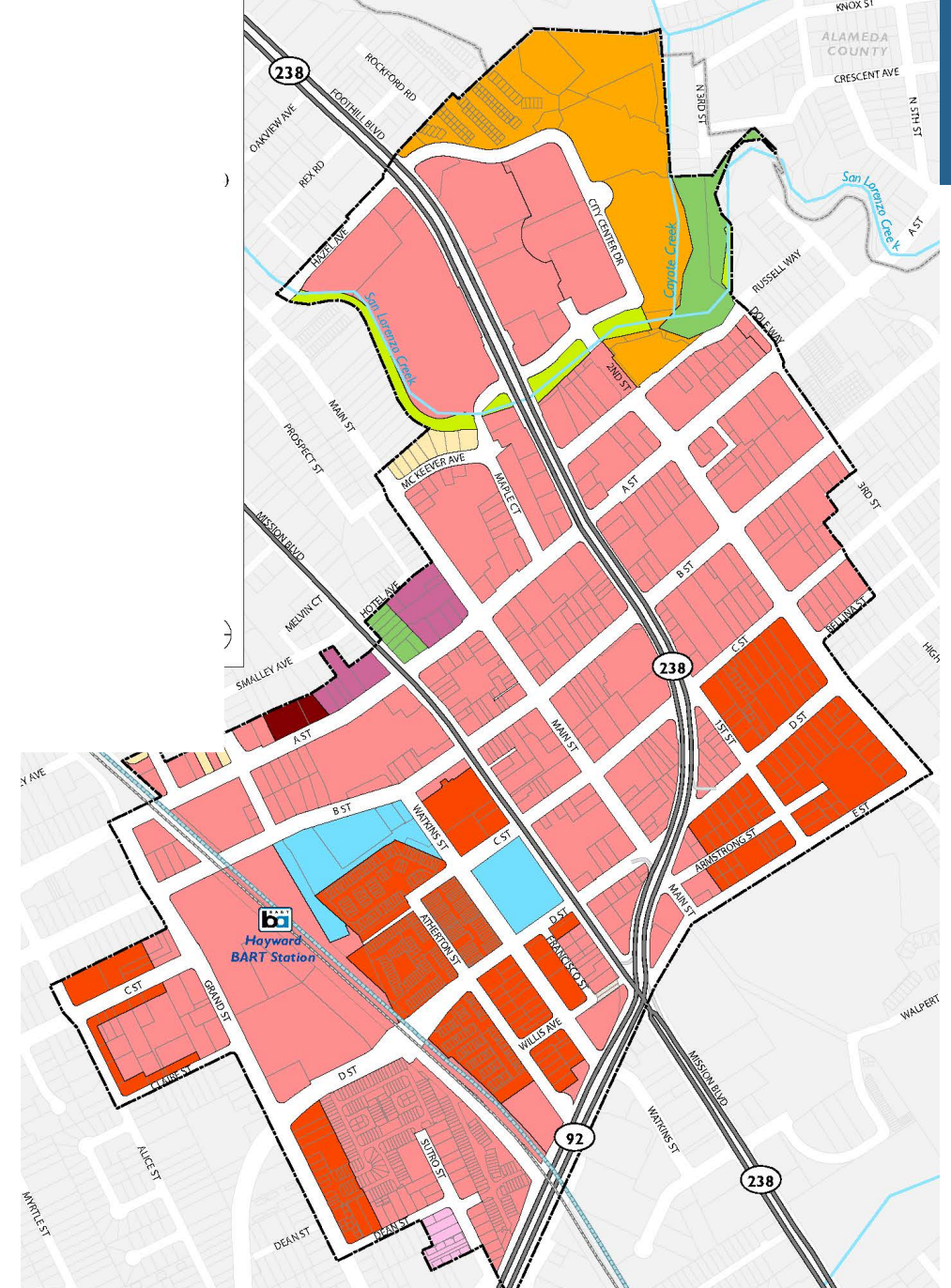
**Public and Quasi Public**

-  Public and Quasi-Public (PQP)

**Open Space**

-  Limited Open Space (LOS)
-  Parks and Recreation (PR)
-  Downtown Specific Plan Study
-  Hayward City Limit

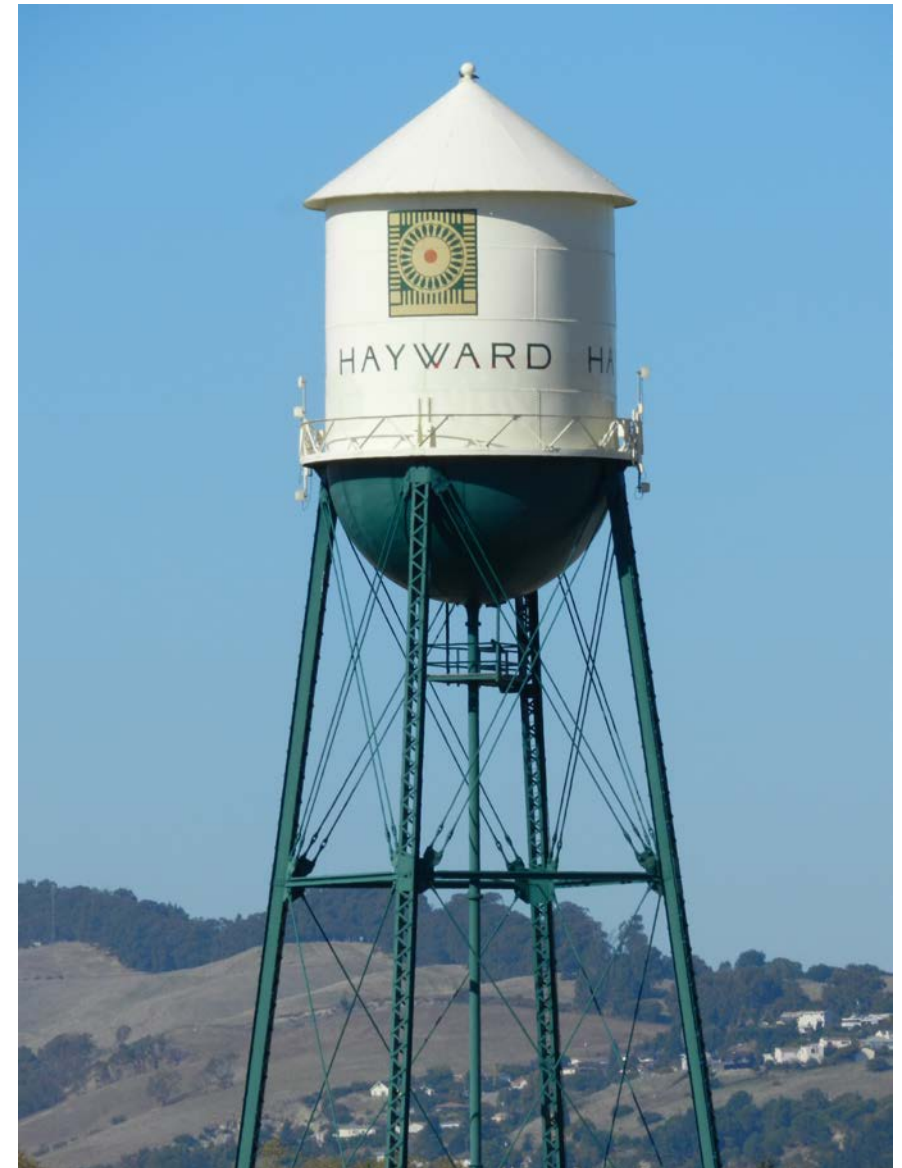
Data Source: City of Hayward, 2015;  
Dyett & Bhatia, 2015.



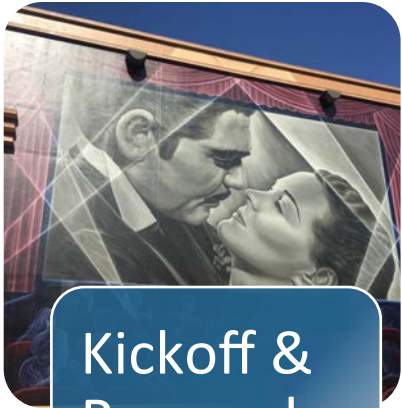
# PROJECT OVERVIEW

## OTHER RELEVANT REPORTS

- Downtown Design Plan and Core Area Plan (1992)
- City of Hayward Design Guidelines (1993)
- Retail Site Assessment (2009)
- Envision Downtown Hayward (2012)
- Mission Blvd Specific Plan and Form Based Code (2014)
- Economic Development Strategic Plan (2014-2018)



# PROJECT APPROACH



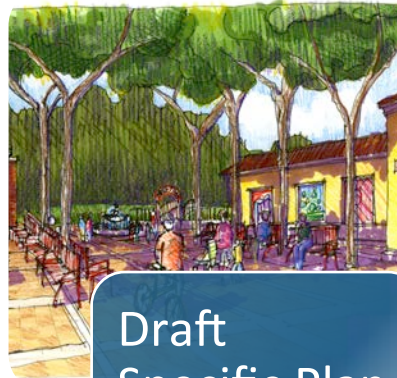
## Kickoff & Research

- 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

# OUTREACH

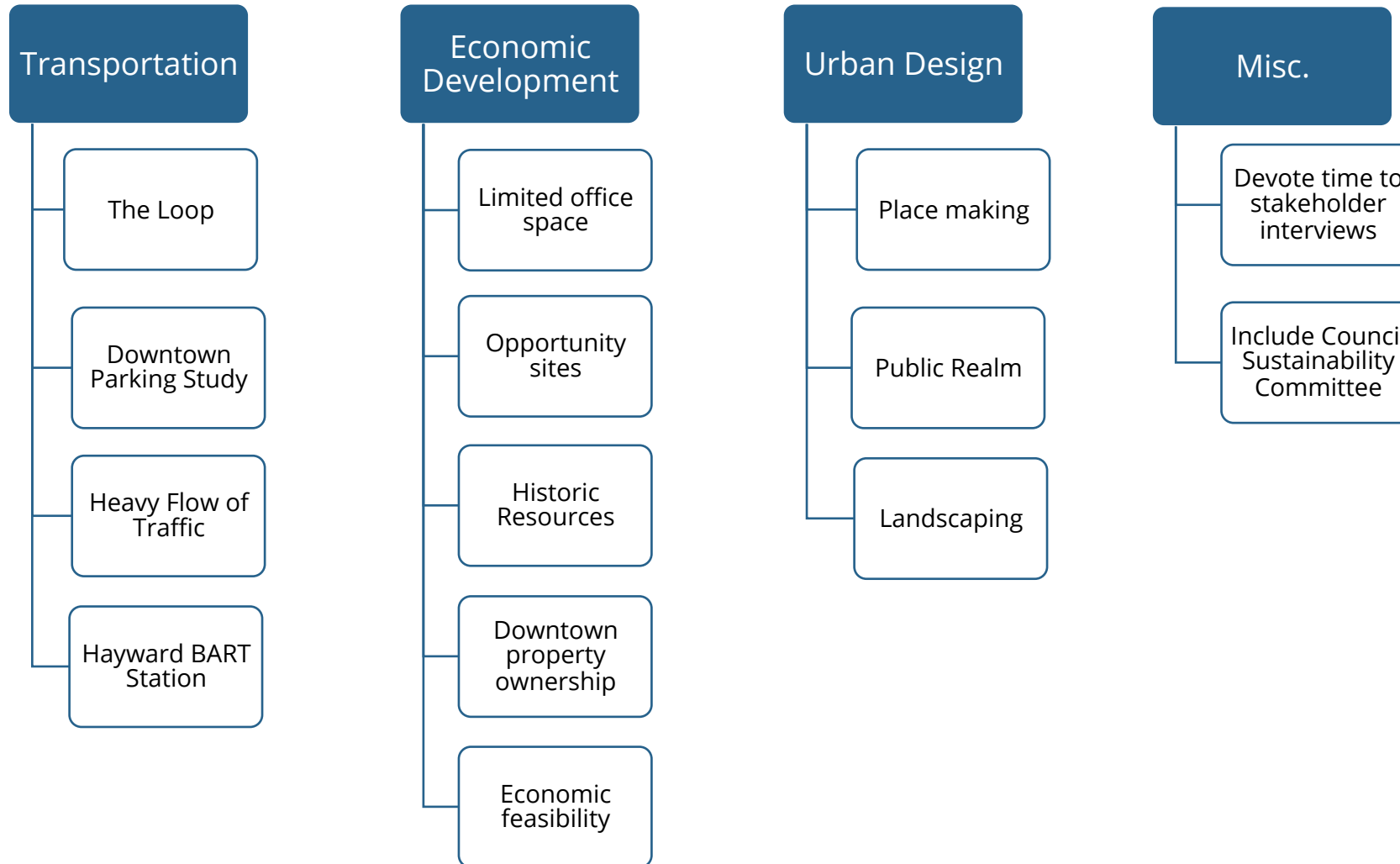
## OUTREACH OVERVIEW

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



# MEETINGS TO DATE

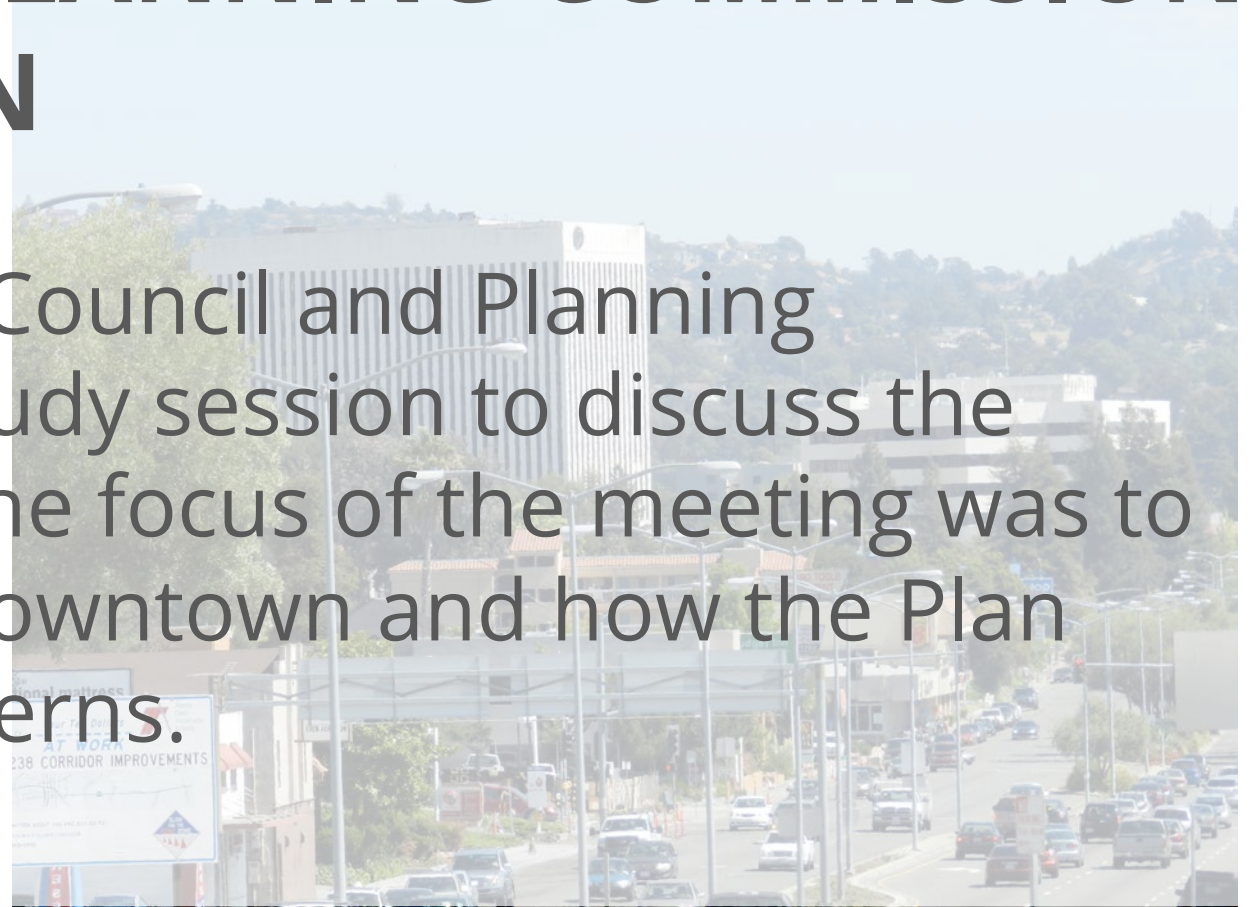
## KICK-OFF MEETING SEPTEMBER 8



# MEETINGS TO DATE

## CITY COUNCIL AND PLANNING COMMISSION JOINT STUDY SESSION

On November 15, the City Council and Planning Commission held a joint study session to discuss the Downtown Specific Plan. The focus of the meeting was to discuss the issues facing Downtown and how the Plan should address these concerns.



# MEETINGS TO DATE

## CITY COUNCIL AND PLANNING COMMISSION JOINT STUDY SESSION

### Public Comment

- Bike Lanes important to alleviate traffic/parking problems
- Loop doesn't serve residents
- Better connection to BART
- Concern with implementation
- All staff should be involved

### Planning Commission

- Need for youth centric activities/youth representation in the Plan
- Issues with Parking
- More affordable housing options
- Downtown needs Class A office space to support retail and restaurants
- Successful Implementation
- Consider history and roots
- The Loop
- Alternative methods for transportation
- Mission and Foothill Blvd

### City Council

- Successful implementation
- The Loop
- Downtown should be an entertainment center
- Improve outreach
- Vacancy issues
- Involve youth commissioners
- Mix of Uses (include office)
- Incentivize businesses

# OUTREACH

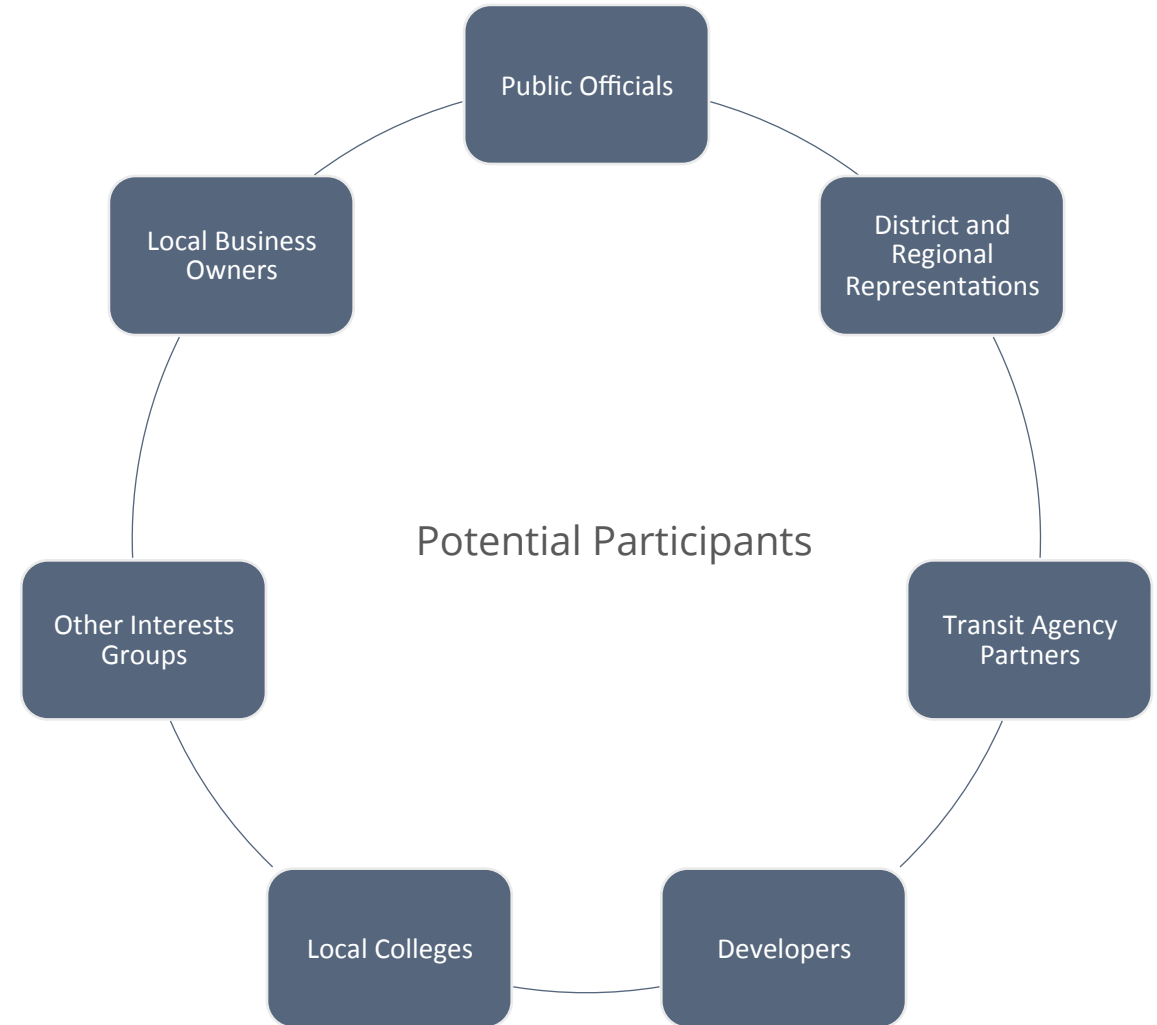
## SPECIFIC PLAN TASK FORCE

	Meeting Topic	Date
2	Market Analysis	January 23, 2017
3	Community Character & Pre-Charrette	February 13, 2017
4	Preferred Alternative Framework	May 15, 2017
5	Annotated Table of Contents and Administrative Draft Specific Plan	June 5, 2017
6	Administrative Draft Specific Plan	August 2017
7	Programs and Implementation Measures-Economics and Financing	September/October 2017
8	Draft EIR	Early 2018
9	Final Draft Specific Plan, EIR, and Public Hearing Process	March/April 2018

# OUTREACH

## STAKEHOLDER INTERVIEWS

Small and group interviews are intended to give the Consultant Team greater insight into the **highest priority issues** in the Plan Area



# OUTREACH

## STAKEHOLDER INTERVIEWS

**Conducted over  
the course of  
two days**

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graph LR; A[Conducted over the course of two days] --> B[Survey will employ open-ended questions]; B --> C[Follow up via phone and email]
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**Survey will  
employ open-  
ended  
questions**

**Follow up via  
phone and  
email**

# OUTREACH

## STAFF/AGENCY MEETINGS

Periodically, the Team will meet with the City and key agencies to:

1. Engage them in the project;
2. Inform them on goals and objectives;
3. Outline progress to date;
4. Provide a summary of community input received;
5. Gather technical support and guidance on existing conditions and critical elements of the Plan Area; and
6. Establish the range of alternatives that will be explored during the charrette.

# OUTREACH

## PUBLIC WORKSHOPS

### Workshop #1

- Provide an overview of the project
- Summarize data and trends (market demand and community form and character analysis)
- Engage community members in a feedback loop about their concerns, priorities, and vision for Downtown Hayward

### Workshop #2 and #3 (Open House)

- Highlight and to solicit public comment on the PRD Specific Plan
- Allow the public an opportunity to address their concerns with the PRD Specific Plan to inform subsequent phases of the planning process

# OUTREACH

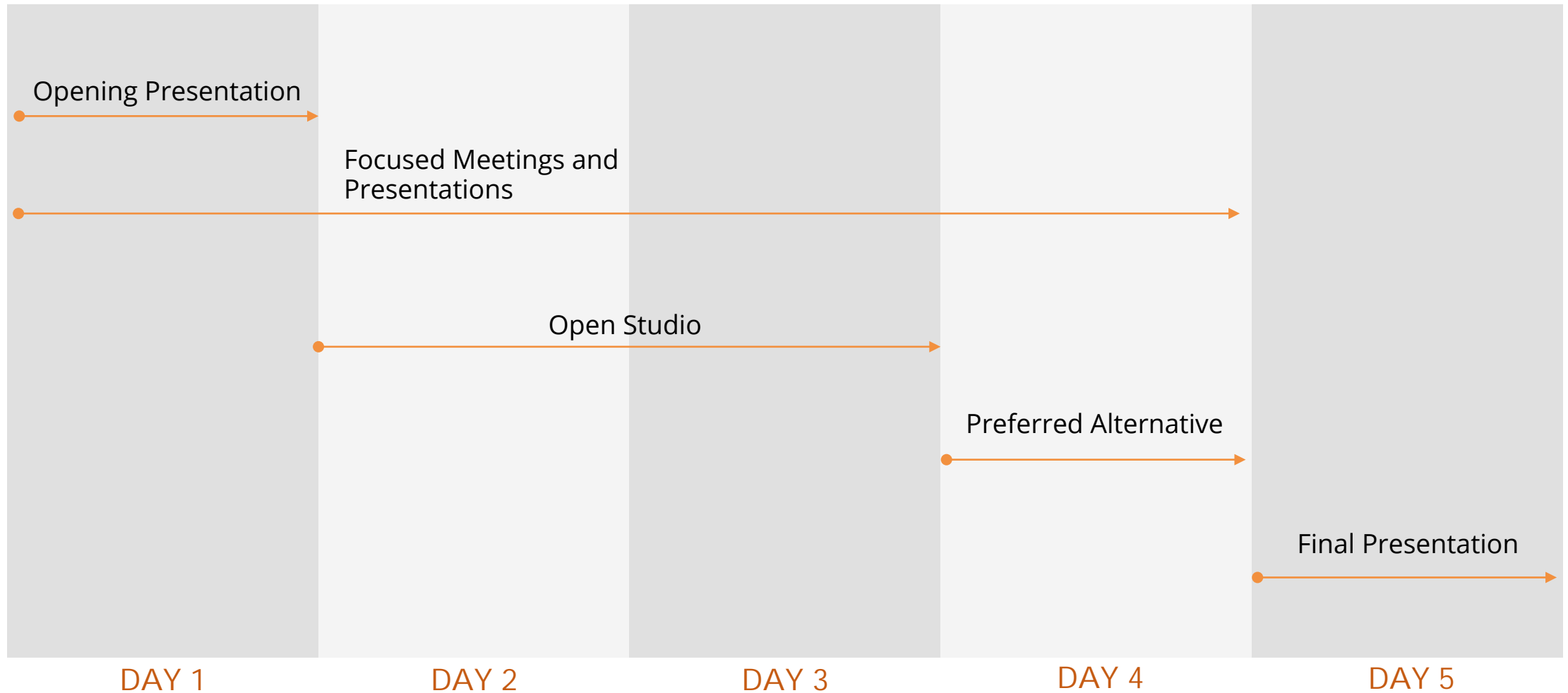
## CHARRETTE

March 14-18 2017, the Team will set up a studio on site and conduct a **five-day** program

“A charrette is a multi-day, collaborative planning event that harness the talents and energies of all affected parties to create and support a feasible plan that represents transformative community change”

# OUTREACH

## CHARRETTE SCHEDULE



# OUTREACH

## CHARRETTE OUTCOMES

- This brainstorming and production activity will engage stakeholders, property and business owners, City decision makers and Staff in the development of a **Preferred Alternative** for the Plan Area.
- Participants become coauthors in the design process that is engaging and meaningful

# OUTREACH

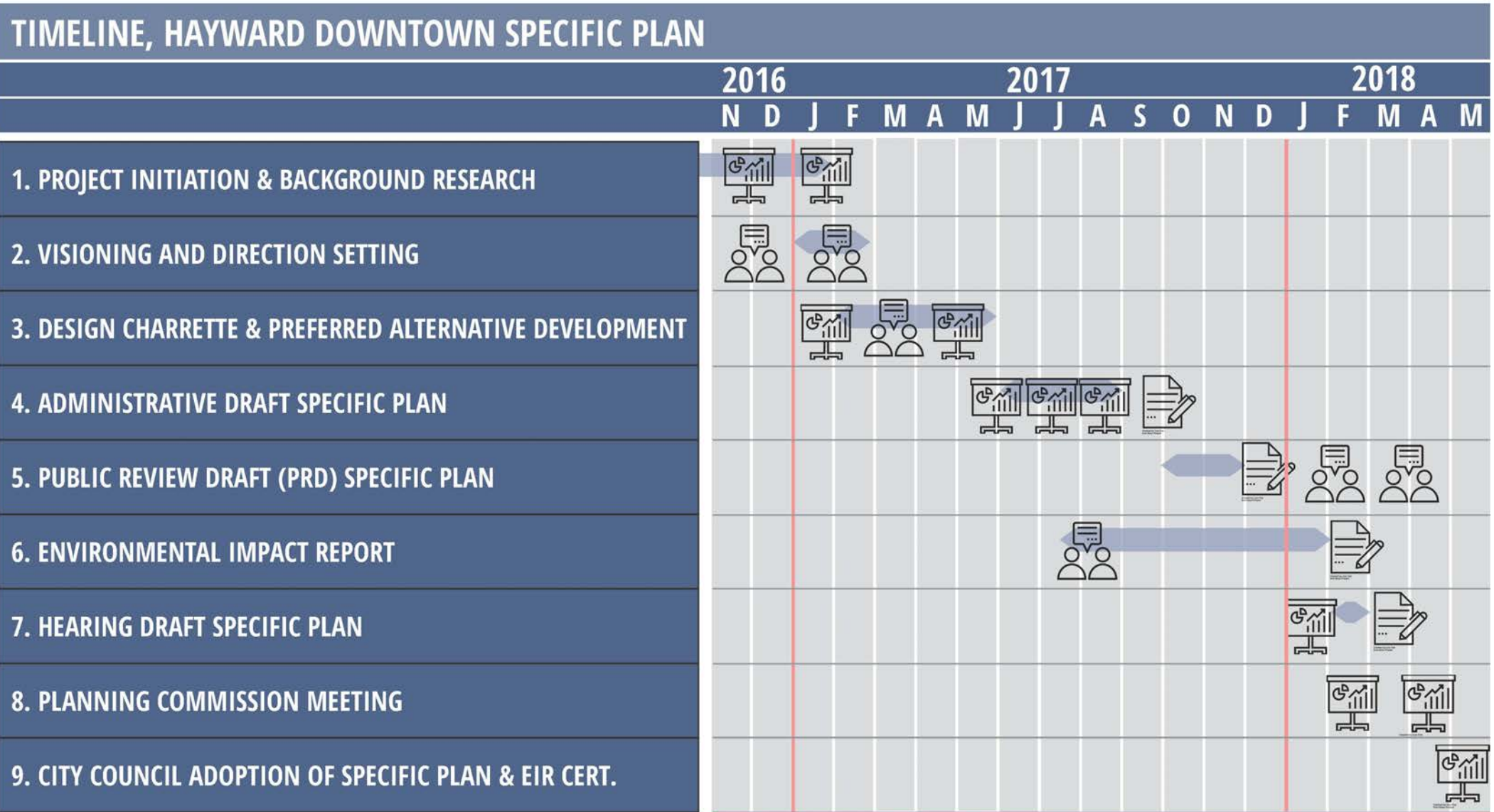
## ONLINE MEDIA

LWC will employ where appropriate, the City's website, Facebook page, and Twitter account to inform the community on project progress, announce opportunities for participation, and gather input.

### Effective Online Platforms Goals



# SCHEDULE & NEXT STEPS



Meeting



Outreach Event



Deliverable



# SCHEDULE & NEXT STEPS

## Stakeholder Interviews

- January 4 & 5, 2017

## Task Force Meeting #2

- January 23, 2017

## Staff Meeting (code kick-off)

- January 23, 2017

## Public Workshop (vision)

- January 25, 2017

## Task Force Meeting #3

- February 13, 2017

## Staff Meeting

- February 13, 2017

## Design Charrette

- March 14-18, 2017



# DISCUSSION QUESTIONS

# DISCUSSION QUESTIONS

- What are the key issues facing the Downtown?
- What are the strengths?
- Where are the greatest opportunities for improvement?
- How can the Specific Plan help?



*Thank you.*

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