



# CITY OF HAYWARD DOWNTOWN SPECIFIC PLAN & EIR

City Council/Planning Commission Meeting  
July 11, 2017



# INTRODUCTION

## City of Hayward

Damon Golubics, Senior Planner

## Lisa Wise Consulting, Inc.

Lisa Wise, AICP, President

Kathryn Slama, Senior Associate

## Nelson\Nygaard

Patrick Siegman, Principal

## Opticos Design, Inc.

Arti Harchekar, AICP, Associate



# AGENDA

- 1 Project Overview & Outreach
- 2 Long Term Vision
- 3 Online Survey Results
- 4 Next Steps
- 5 Discussion

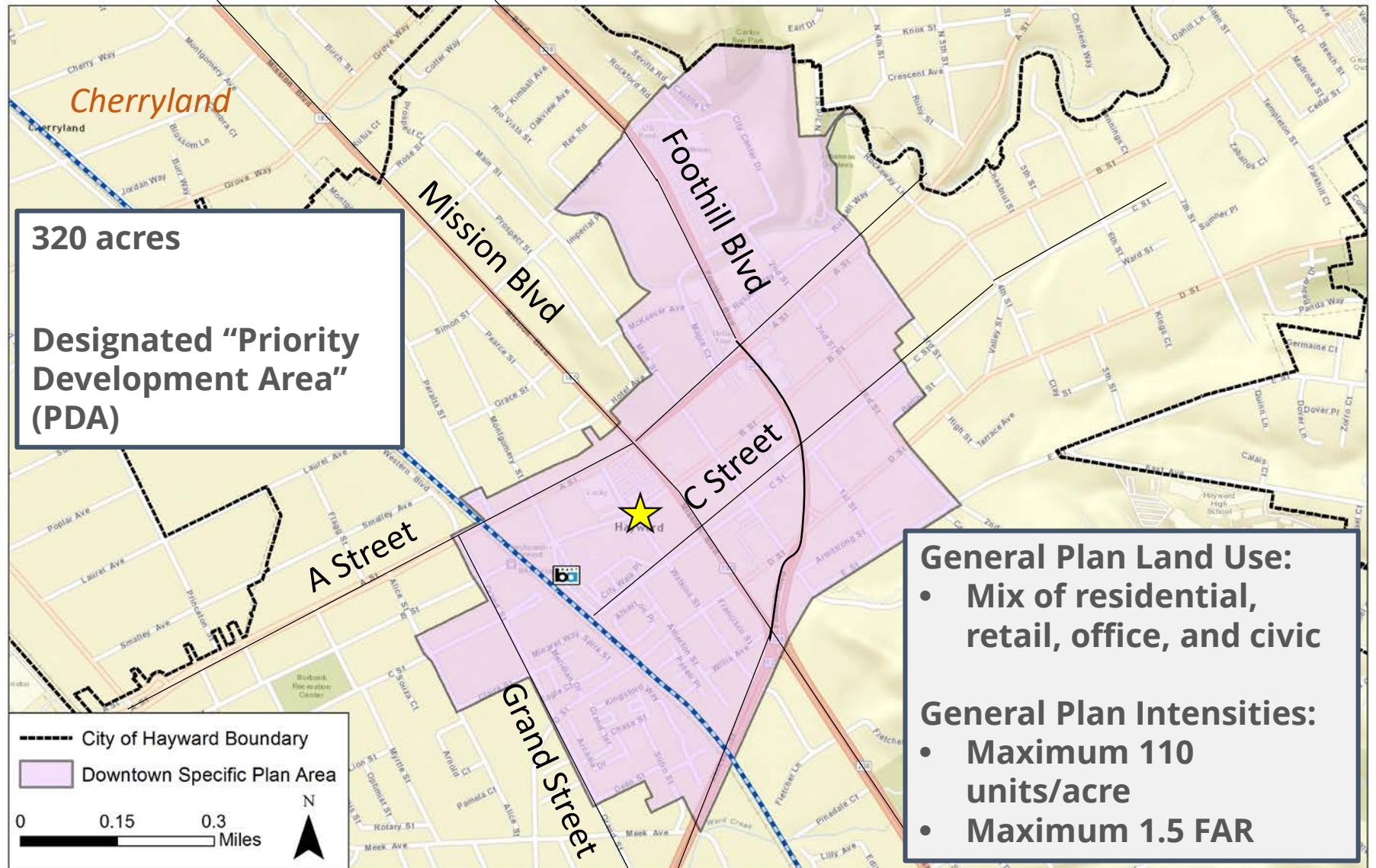
# Project Overview



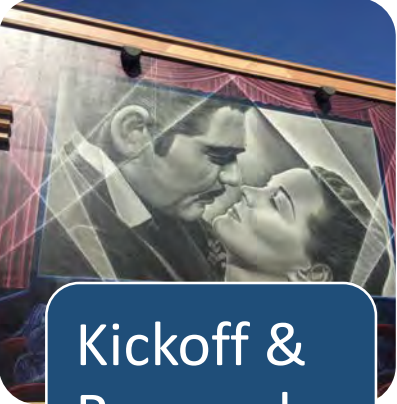
# PROJECT OVERVIEW

## SPECIFIC PLAN PROJECT AREA

★ = We are Here



# Project Overview



## 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



# Community Outreach

- ACTC Sustainable Communities Grant
- 4 Task Force Meetings
- 20+ hours Stakeholder Interviews
- CC/PC Study Session
- 53 attendees Public Workshop #1
- 90+ attendees 5-day Design Charrette
- Staff/Agency Meetings
- Online Media



# Five Day Charrette



# COMMUNITY PRIORITIES



Establish downtown as a regional destination



Build on and enhance natural features and open spaces



Improve the circulation network to better serve downtown businesses, residents, and visitors



Promote downtown as safe, lively, and business friendly



Preserve the history, arts, culture of downtown

# VISION

**“ Downtown Hayward is a regional *destination*, celebrated for its distinct **history, culture, and diversity**; providing shopping, entertainment, and housing options for residents and visitors of all ages and backgrounds; that is accessible by bike, foot, car, and public transit. ”**

# Vision Framework



# ILLUSTRATIVE PLAN

- Combination of 3 preliminary frameworks
- Fine-grain infill fits into lot and block pattern
- Streets designed for autos, pedestrians, bikes, and transit
- Variety of civic spaces

Opportunity Site 1

Opportunity Site 2

Opportunity Site 3

Opportunity Site 4



# CITY CENTER (Opp Site 1)

1 A new center of activity.

2 Transform Foothill into walkable urban gateway into Downtown.

3 5-7 story development appropriate on large opportunity sites in this area.



# DOWNTOWN BLOCK (Opp Site 2)

**1** Transform underutilized city-owned parking into public space or structured parking.

**2** Storefronts that open to the street and to the center of the block expand “**eyes on the street**” and expand the network of open spaces.

**3** Public realm improvements along Foothill Boulevard encourage businesses to **open doors on to the street.**



# BART TRANSIT ORIENTED DEVELOPMENT (Opp Site 3)

1 BART is interested in constructing an **office building**.

2 Relocate bus stops to improve the **pedestrian space**.

3 New retail and residential buildings near BART with **no net new parking**



4 **Unique open spaces** and active frontages **draw people into Downtown**.

5 Consider **moving some bus stops** to Mission Blvd and A Street.

6 **New pedestrian plaza**.

7 Redevelop existing BART parking structure into a **mixed-use block**.

# FOOTHILL & MISSION GATEWAY (Opp Site 4)

Proposed Improvements include:

- **Improving** vehicular, pedestrian and bicycle circulation
- Creating a new gateway into Downtown Hayward
- **Two-way roads** provide access to homes and businesses on both sides of the street.
- Reclaiming right-of-way for **new development.**



Existing conditions

# FOOTHILL & MISSION GATEWAY (Opp Site 4)

**1** Make the intersection more bicycle and pedestrian friendly

**2** Alquist-Priolo Fault Zone along Hayward Fault becomes a **linear open space**.

**3** D Street and Mission Boulevard are re-aligned to **focus on the new library plaza**.



**4** Land previously occupied by the intersection can be made available for **new infill development**.

- 22,525 square feet of **net new developable land** from vacated right-of-way.
- 65,340 square feet **open space** within roundabout.



# Mobility



# MOBILITY– APPROACH

- **Circulation Network Improvements** - Modify street network to improve connectivity and access
- **Bikes/Ped Network Improvements**- Improve and complete bicycle and pedestrian connections
- **Transit Network Improvements**- Pending close coordination with AC Transit and BART, illustrate potential improvements to bus and rail network.

*The long term vision sets the stage to guide creation of Specific Plan goals, polices, and action items related to mobility network improvements. With a community supported vision in place, next steps include evaluating Specific Plan alternatives and considering tradeoffs.*

# SELECTING PERFORMANCE METRICS

- Defining 'success'
- Reporting on achievement of goals
- Improving efficiency for all modes
- Managing roadway corridors
- Prioritizing funding
- Measuring effect of new development

**What gets measured gets done**



# CIRCULATION NETWORK IMPROVEMENTS

Proposed one-way to two-way conversions:

A Street

B Street

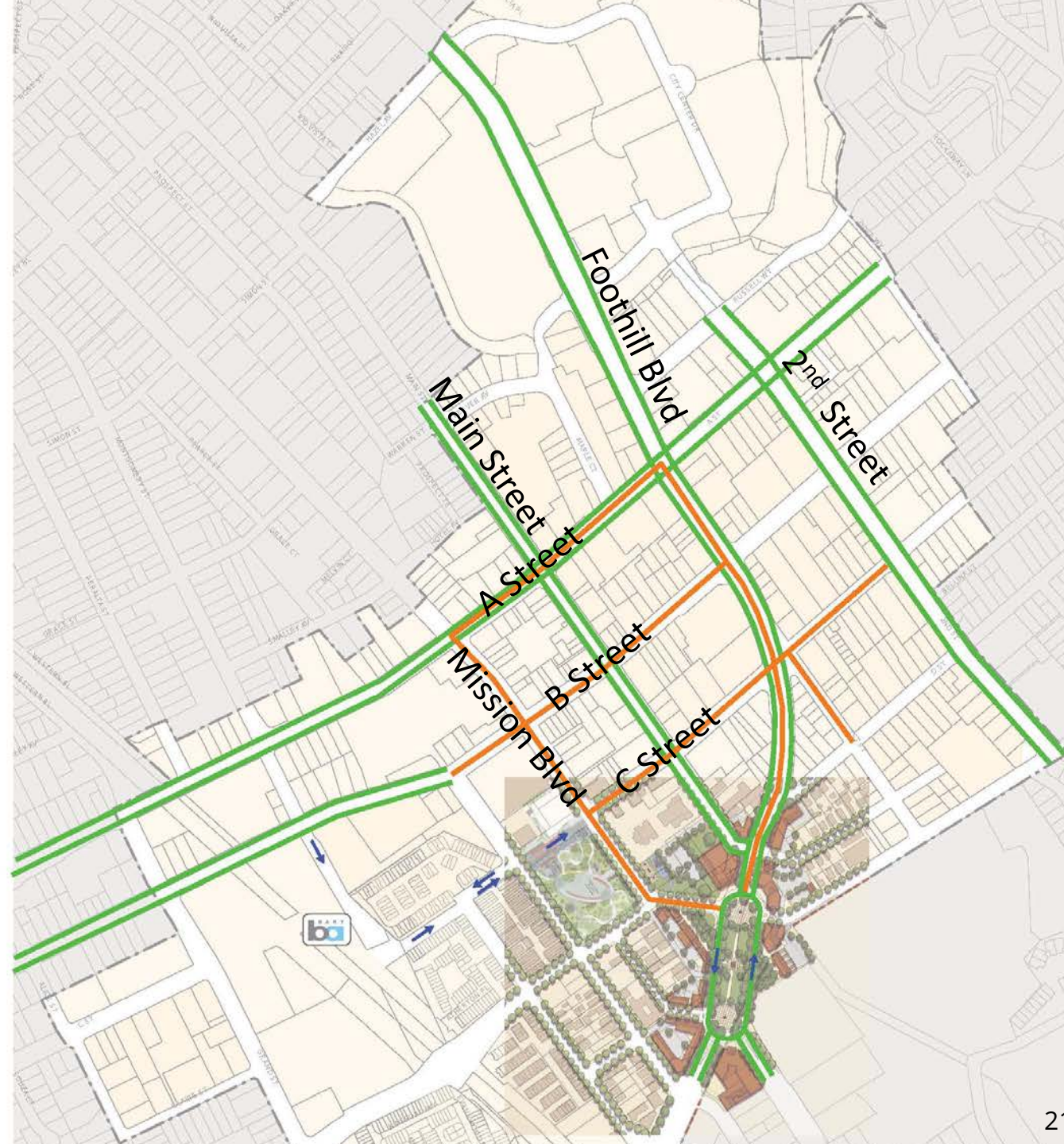
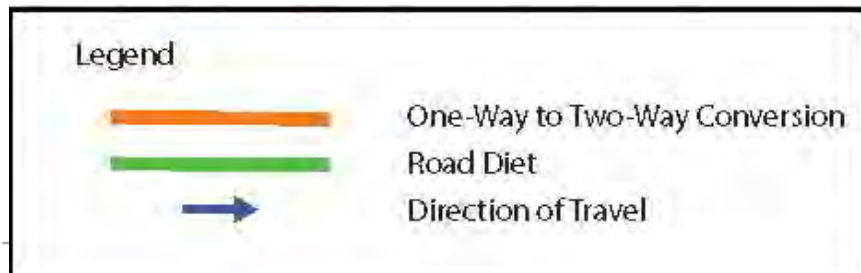
C Street

Mission Boulevard

Foothill Boulevard

Helps remove out of direction travel.

\*Long-term scenario is shown

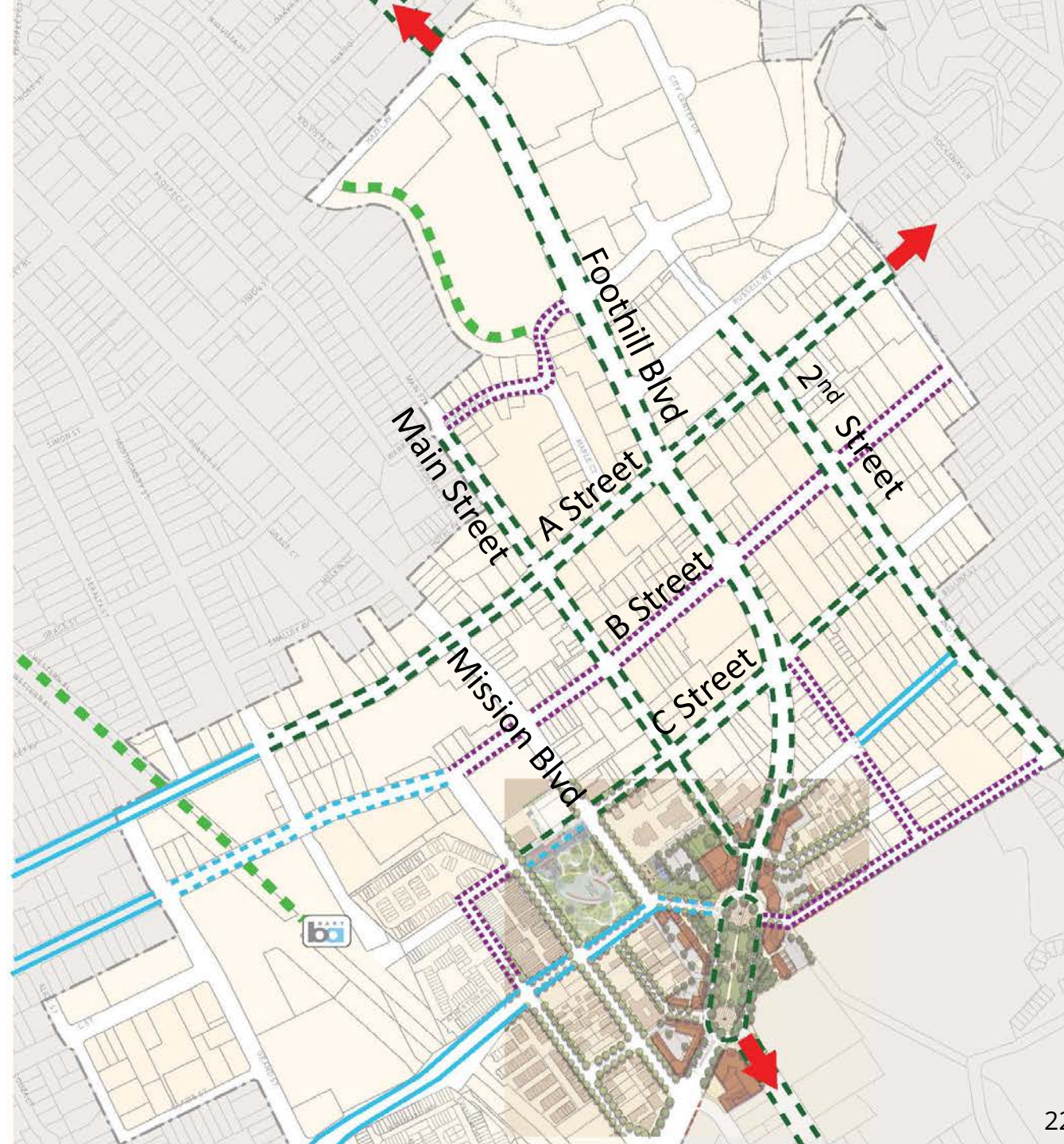


# PROPOSED BIKE/PEDESTRIAN NETWORK IMPROVEMENTS

By removing some of the travel lanes Hayward could add protected bike lanes.

Addition of bike lanes may improve connectivity for all users, including pedestrians.

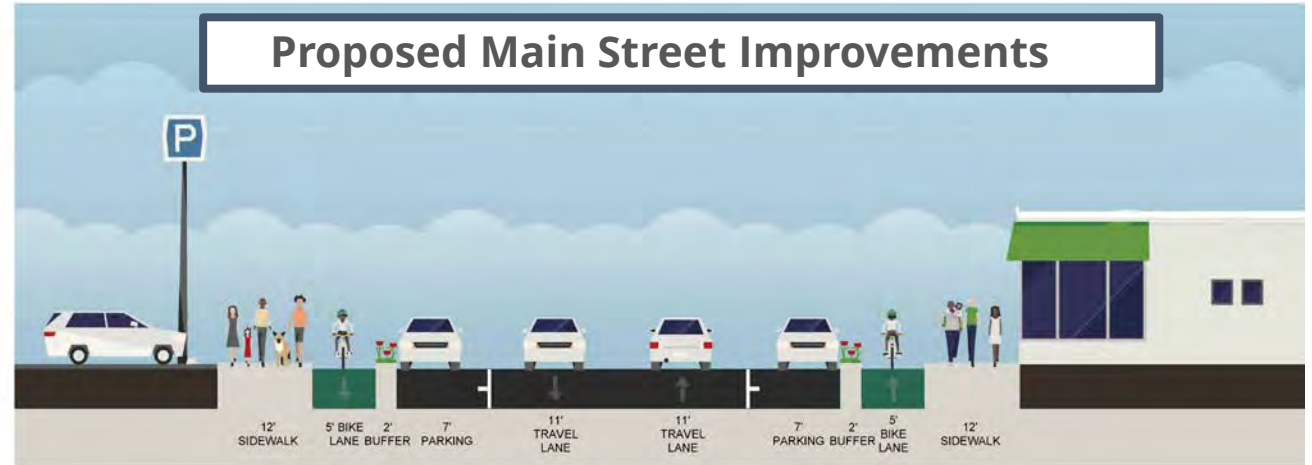
A 10 minute walk from BART to the edge of downtown, becomes a 3 minute bike ride that's safe for an 8 year old or an 80 year.



# POTENTIAL TRANSPORTATION PHASING STRATEGIES

- **Phase I (<5 years):** - Main Street Complete Streets project, Bike lanes on Foothill & Mission Boulevards
- **Phase II (5-10 years):** B and/or C Streets back to 2-way operation, pedestrian improvements
- **Phase III (10- 20+ years):** Full restoration of A Street, Mission Boulevard and Foothill Boulevard to 2-way operation.

\*All phases require further engineering analysis and availability of funding



**Protected bike lanes on Telegraph Ave in Oakland**

Source: Oakland DOT, 2017

# PRELIMINARY TRAFFIC MODELING- Key Takeaways

In 2035, the Vision could result in the following changes to automobile travel through Downtown during rush hour (depending on route):

- 1) Potential reduction in regional traffic volumes by up to 30%  
(assumed changes to the roadway network results in drivers choosing alternative routes)
- 2) Potential reduction in auto speeds by up to 20 mph  
(currently 30+ mph)
- 3) Potential increase in auto travel time up to 20 minutes

# Online Survey Results



# LONG TERM VISION SURVEY RESULTS

## Online Survey Overview:

- 158 Visits, 36 respondents
- Respondent relation to Downtown:
  - Residents (21)
  - Property Owners (11)
  - Task Force (8)
  - Business Owners (2)
  - Students (3)
  - Visitors (4)

**How well does the Vision Statement capture your vision for Downtown Hayward? (Rank of 1-5)**

- Respondents:  Average 3.8/5.0

# LONG TERM VISION SURVEY RESULTS

What uses do you want to see more of in Downtown?

- 1. Mixed-Use (mix of retail, offices, and apartments in one building)



- 2. Retail (entertainment, shopping, restaurants)



Top Priority for Respondents:



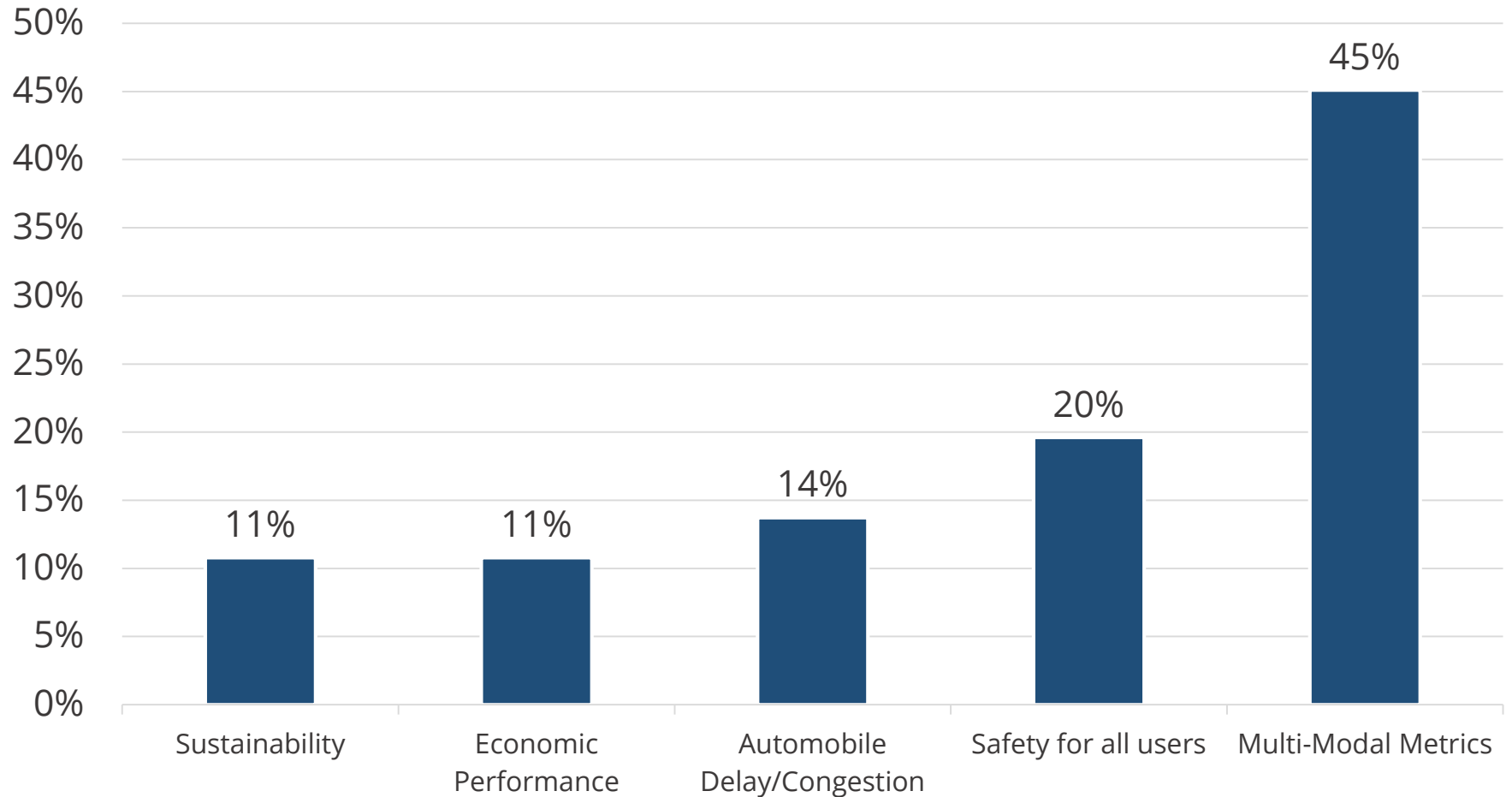
Promote downtown as safe, lively, and business friendly.

# LONG TERM VISION SURVEY RESULTS

How acceptable is to reduce number of lanes, if it means slower travel speeds/increased travel times?

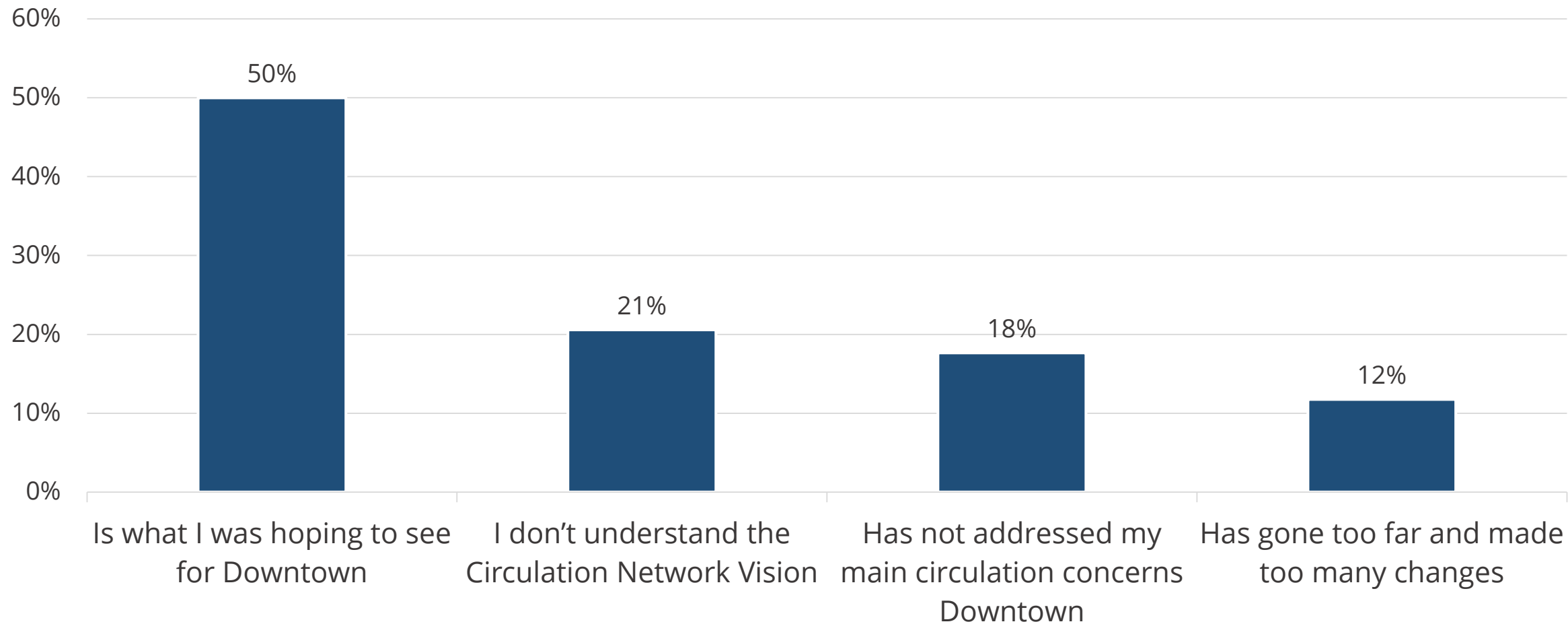
- **46%** answered "Acceptable"
- **28%** answered "Somewhat Acceptable"
- **26%** answered "Not Acceptable"

What should be the transportation performance metrics for a successful Downtown?



# LONG TERM VISION SURVEY RESULTS

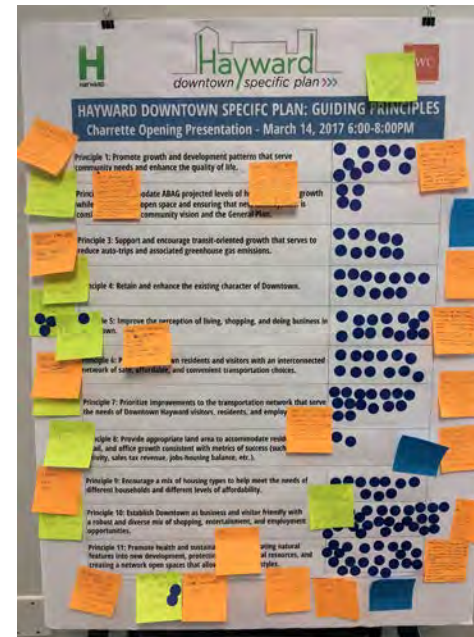
What Circulation Network Vision statement do you agree with the most?



# Next Steps

# SCHEDULE & NEXT STEPS

Event	Date
<b>Task Force Meeting #5</b> <i>Draft Table of Contents</i>	Late Summer/Fall 2017
<b>Task Force Meeting #6</b> <i>Draft Goals, Policies, Programs</i>	Fall 2017
<b>Task Force Meeting #7</b> <i>Miscellaneous Topics- TBD</i>	Winter 2017
<b>Public Review Draft Specific Plan</b>	Early 2018



# Discussion

***For More Information***

*Damon Golubics*

*Email- [damon.golubics@hayward-ca.gov](mailto: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>*