



**DATE:** July 2, 2019

**TO:** Mayor and City Council

**FROM:** Development Services Director

**SUBJECT:** Introduction of an Ordinance of the City of Hayward Amending the Downtown Specific Plan and Development Code

### **RECOMMENDATION**

That the City Council introduces an ordinance (Attachment II) containing minor amendments and clean up language to the Downtown Specific Plan and Code documents.

### **SUMMARY**

The City Council adopted a resolution at their April 30<sup>th</sup> meeting recommending adoption of the Downtown Specific Plan and Development Code and Certification of the Final Environmental Impact Report (FEIR), per CEQA, with a Statement of Overriding Considerations and Mitigation Monitoring and Reporting Program. On May 7, 2019, Council formally adopted an ordinance amending the City's Zoning Map to incorporate all proposed Downtown Hayward regulating Plan Map Amendments contained in Figure 2.1.020.1 of the Downtown Specific Plan Code and officially adopting the Downtown Specific Plan and Code. The City Council is being asked to adopt minor amendments to the Downtown Specific Plan and Code that will bring clarity to the parking provisions contained in the Plan and Code. Staff has included these targeted revisions as Attachment III to the staff report.

### **BACKGROUND AND DISCUSSION**

Lisa Wise Consulting began working on the Downtown Specific Plan project on September 13, 2016. The final Downtown Specific Plan and Code lays out a strategy, or guiding purpose, to achieve the community's vision of a resilient, safe, attractive, and vibrant historic Downtown. The Downtown Specific Plan and Code is a critical first step that outlines a "strategy" and "vision," which will eventually be realized through future private development projects that will come before the Council and/or the Planning Commission with more specificity. The goals outlined in the Plan are expected to be achieved through conditions of approval on development or future City-initiated Capital Improvement Program (CIP) projects where more detailed plans will be crafted and reviewed by Council.

The Plan area encompasses 320 acres bounded loosely to the west by Grand Street, south by E Street, east by 3rd Street, and north by Hazel Avenue. The Downtown Specific Plan was crafted to guide initiatives and investments that would capitalize on the City's unique assets, such as its central location in the Bay Area, its proximity to educational institutions,

the Downtown Hayward Bay Area Rapid Transit (BART) station, parks, creeks and public gardens, a compact street grid, historic buildings, and extensive public art.

In mid-2016, the City initiated development of the Specific Plan and Code, which includes the development of a programmatic EIR that was funded primarily by a grant from the Alameda County Transportation Commission (ACTC). The Downtown Specific Plan and Code aims to provide further clarity and implementation steps for the goals and policies put forth in the *Hayward 2040 General Plan*. This item contains minor amendments and clean up language to the recently adopted Downtown Specific Plan and will not result in any significant impacts not already analyzed under the FEIR. Thus, no additional environmental review is required.

### **STRATEGIC INITIATIVES**

This agenda item supports the Complete Communities Strategic Initiative. The purpose of the Complete Communities initiative is to create and support structures, services, and amenities to provide inclusive and equitable access with the goal of becoming a thriving and promising place to live, work and plan for all. This item supports the following goal and objectives:

- Goal 1: Improve quality of life for residents, business owners, and community members in all Hayward neighborhoods.
- Objective 2: Foster a sense of place and support neighborhood pride, and
- Objective 3: Increase collaboration with businesses, non-profits and neighborhood groups on placemaking projects.

### **FISCAL IMPACT**

There is no fiscal impact associated with this report.

### **PUBLIC CONTACT**

The summary of the Ordinance was published in the East Bay Times on Friday, June 21, 2019. Adoption at this time is therefore appropriate.

### **NEXT STEPS**

The Hayward Municipal Code and other related documents will be updated accordingly.

*Prepared by:* Damon Golubics, Senior Planner

*Recommended by:* Laura Simpson, AICP, Director of Development Services

Approved by:



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Kelly McAdoo, City Manager