

# CITY OF HAYWARD DOWNTOWN SPECIFIC PLAN & EIR

Task Force Meeting 2  
January 23, 2017



# INTRODUCTION

## City of Hayward

Damon Golubics, Senior Planner

## Lisa Wise Consulting, Inc.

Lisa Wise, President

Kathryn Slama, Senior Associate

## Opticos Design Inc.

Stefan Pellegrini, Principal

Arti Harchekar, Associate



# AGENDA

- 1 Project Overview
- 2 Rooted in Place and History
- 3 Transit Oriented and Connected
- 4 Human Scale and Walkable
- 5 Civic and Community Spaces
- 6 Next Steps

# Process 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

# Purpose

1. Introduce principals of placemaking
2. Present analysis of existing physical form of Downtown Hayward
3. Discuss objectives and priorities for the Specific Plan

# What We Heard-Task Force Meeting #1

- **Broaden Community Outreach Efforts**
- **Improve Perception of Downtown Hayward**
- **Address Pedestrian and Bicycle Safety**
- **Create Sense of Place and Strengthen Identity**
- **Emphasize History, Arts, and Natural Setting**
- **BART Access is Big Opportunity**

# What We Heard-Stakeholder Interviews

- **Vacant & Underutilized Spaces**
- **Accessibility & Traffic**
- **Safety**
- **Arts & History & Diversity**
- **Office, Entertainment, & Retail Uses**
- **Great Opportunity**
- **Recent Improvements**

# 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 and Compactness

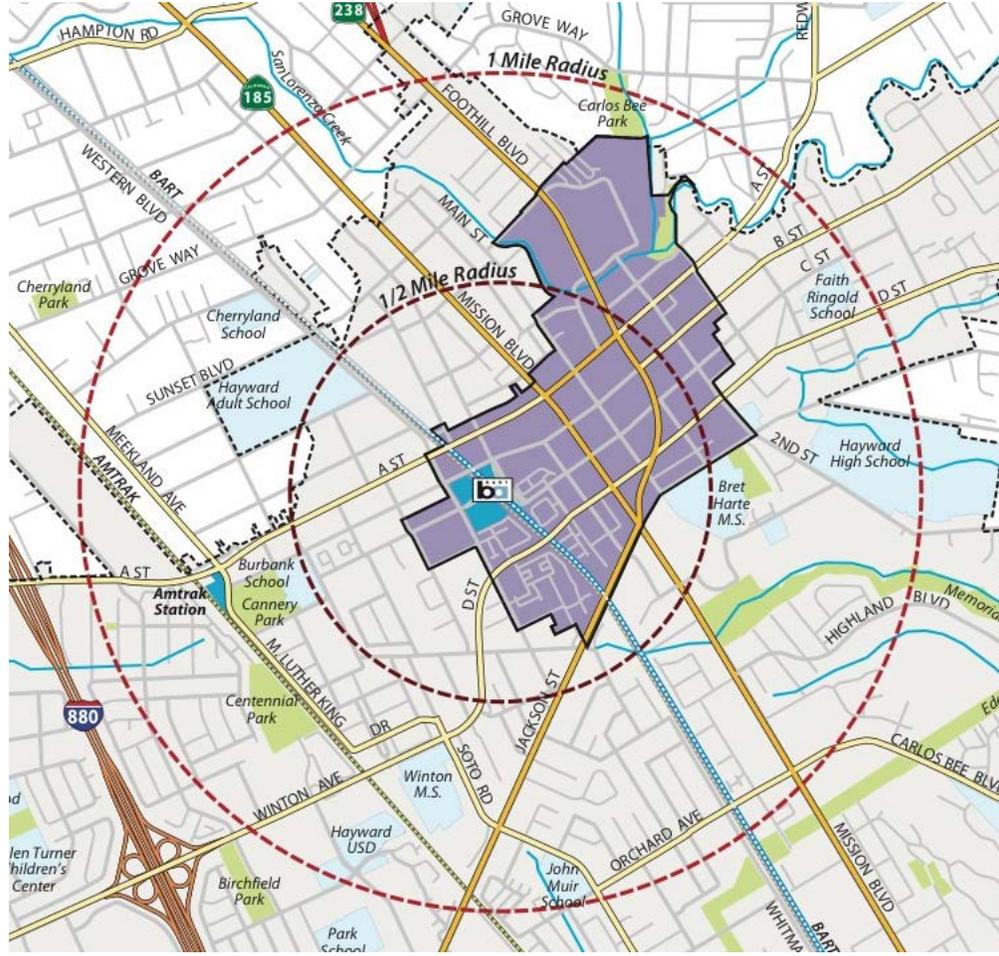
- Place that people identify with, form attachments to and want to reinvest in over time
- Daily living within walking distance of most dwellings providing independence and accessibility

## Authenticity

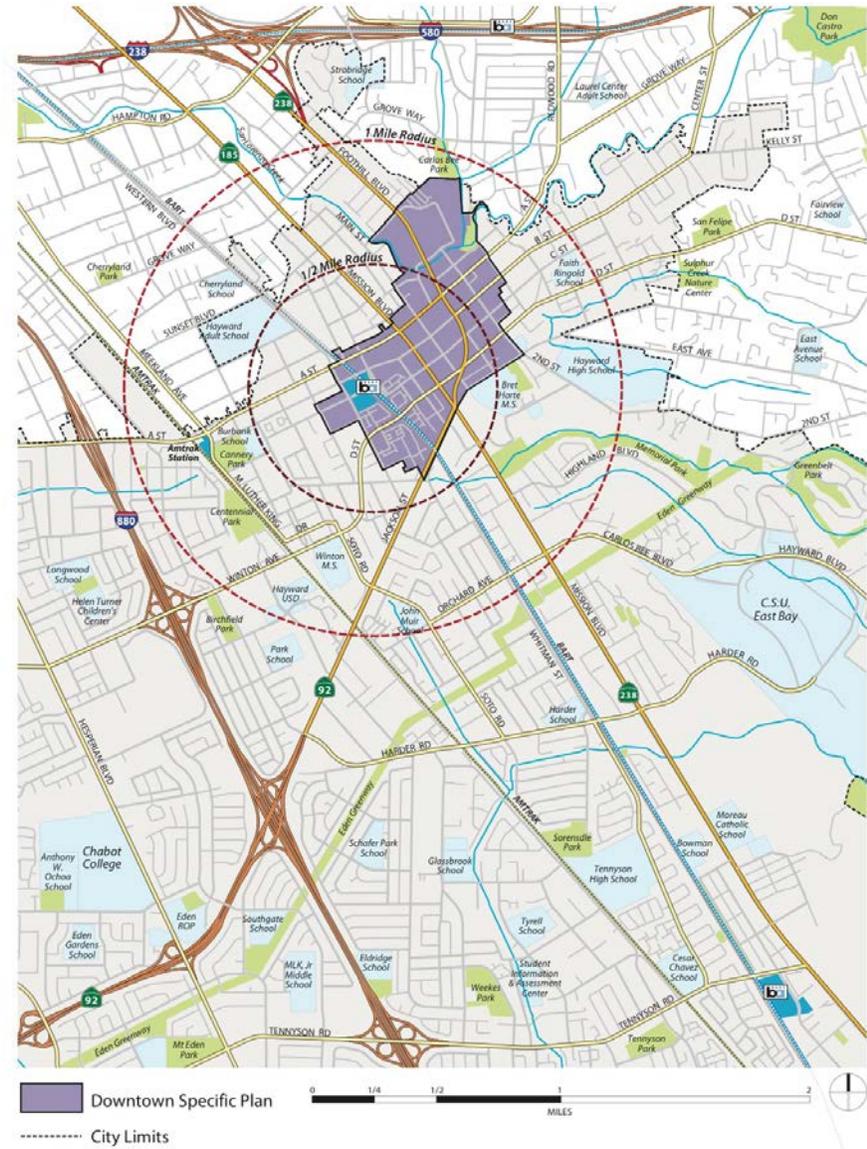
- Contribute to the brand and amenity package of the place with unique history and elements of a community

# Regional Context

- A downtown for Hayward
- A downtown for other nearby cities

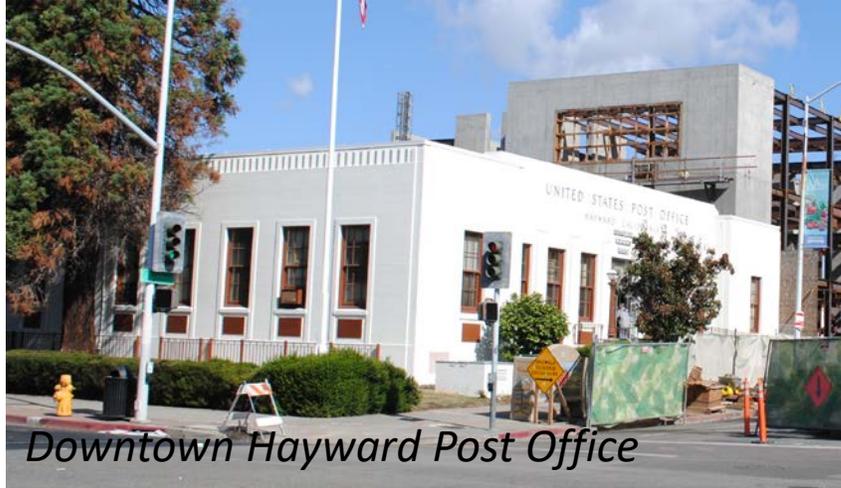


Source: Existing Conditions and Opportunities Analyses, Dyett & Bhatia, 2015

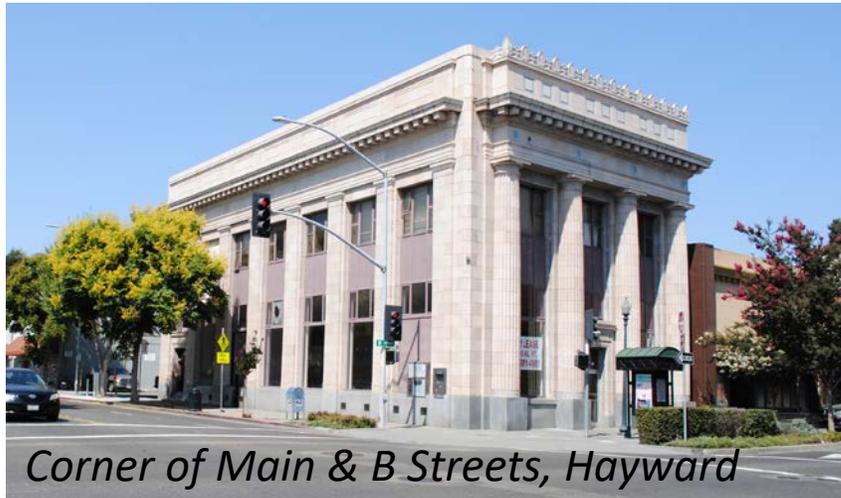




# Landmark Buildings



*Downtown Hayward Post Office*



*Corner of Main & B Streets, Hayward*



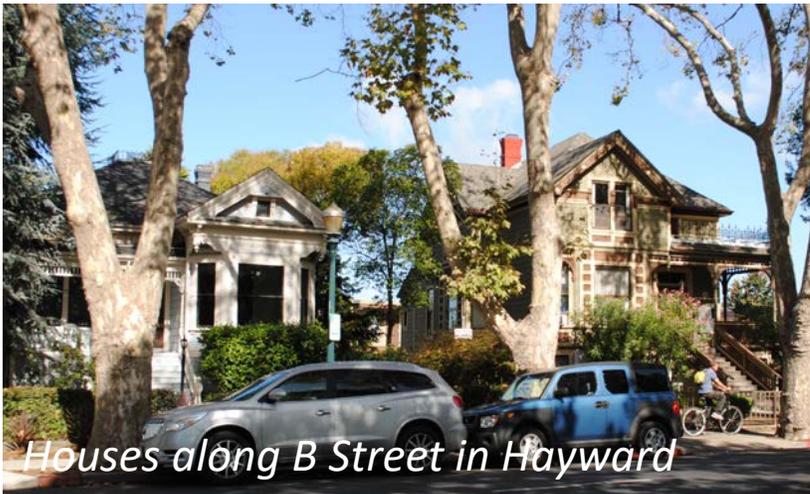
*1930 Hayward City Hall*

Source: Opticos Design Inc., 2016

# Fabric Buildings



Hayward Ace Hardware



Houses along B Street in Hayward



Green Shutter Hotel, Hayward

Source: Opticos Design Inc., 2016

# Arts & Culture



Source: *Opticos Design Inc., 2016*

# Natural Features



San Lorenzo Creek in Hayward

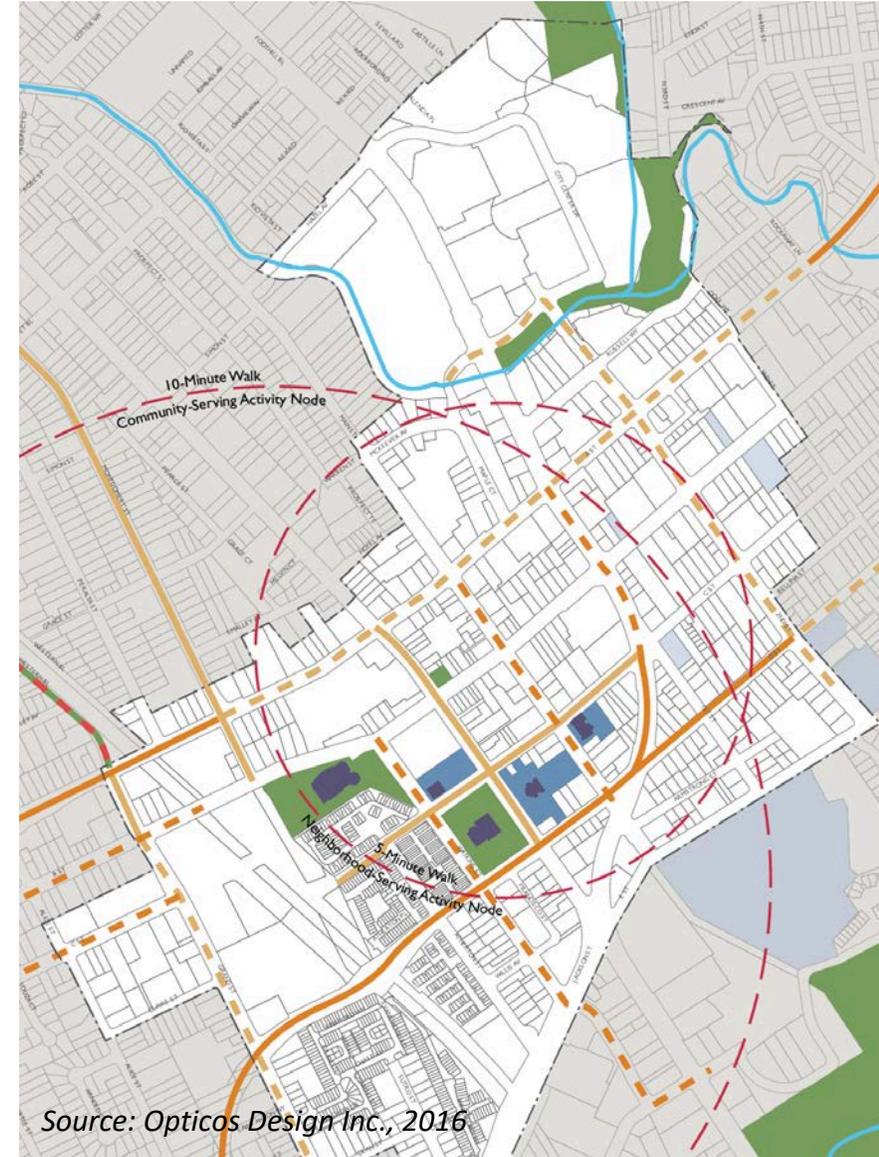
Source: Opticos Design Inc.



San Lorenzo Creek in Hayward



- East Bay Greenway
- Proposed Class III Bike Lane
- Class II Bike Lane
- Civic Space
- Proposed Class II Bike Lane
- Civic Sites
- Class III Bike Lane
- Community Sites



Source: Opticos Design Inc., 2016

# DISCUSSION

- 1 Are we on the right track?
- 2 Are these characteristics we should strive toward?
- 3 Are there additional characteristics to consider?

# Transit Oriented and Connected

## Connectivity

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

## Pedestrian Experience

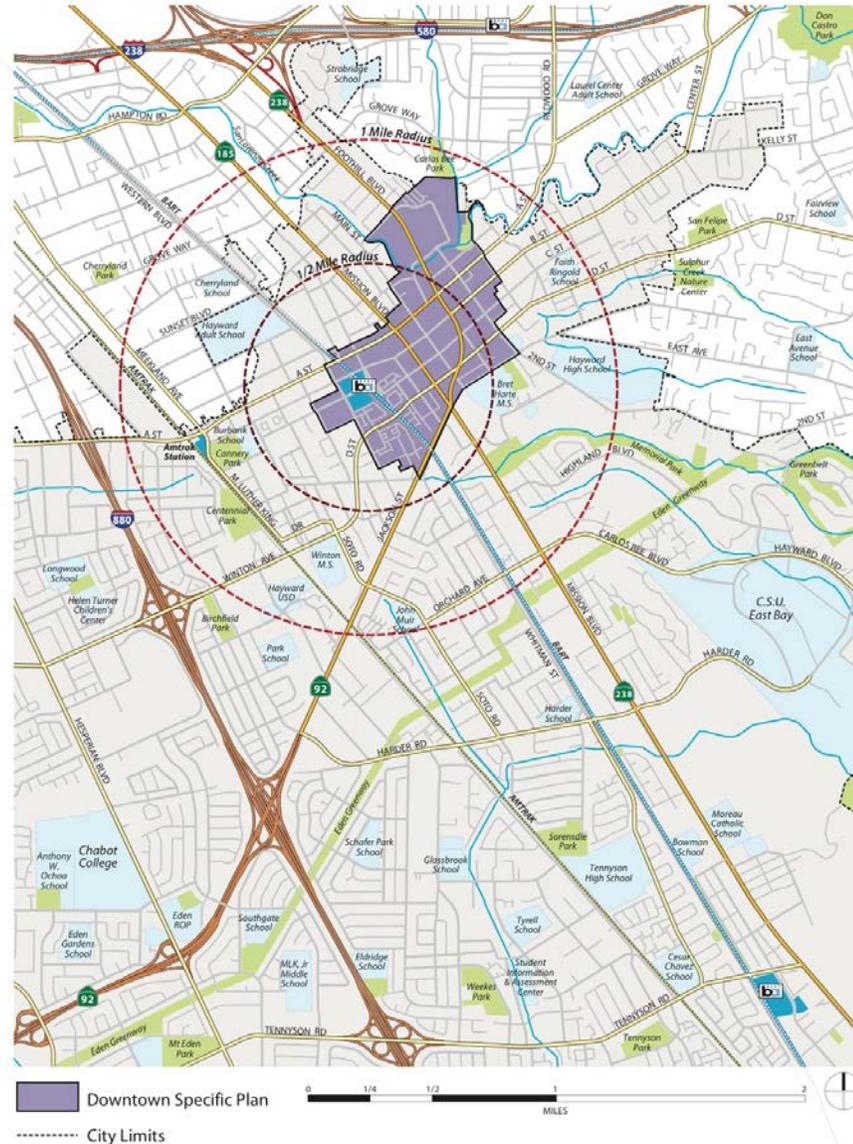
- Design interconnected streets and mid-block connections to disperse traffic, improve accessibility and reduce length of automobile, bicycle and pedestrian trips
- Construct blocks and buildings to invite reinvestment over time

# Regional Transit Connections

BART to Oakland & San Francisco  
(OAK Airport in under 30 mins)



Amtrak to Oakland & Sacramento



BART to Fremont  
(Future to San Jose)



Amtrak to San Jose

# Downtown Transit Connections

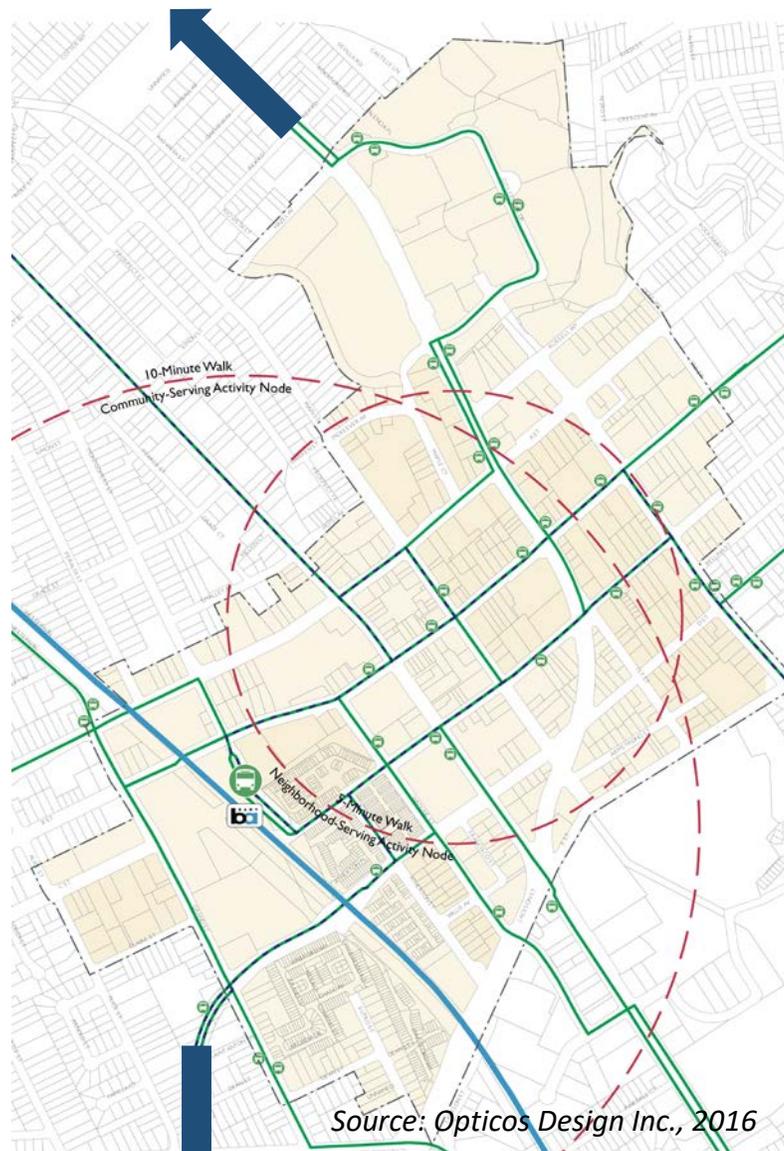


Hayward BART Station

Source: Opticos Design Inc., 2016

Late Night  
to Oakland

-  BART Rail Line
-  AC Transit Bus Route
-  Proposed High-Frequency Bus Routes
-  AC Transit Bus Stop



To Castro Valley

To Cal State East Bay

To Foster City &  
Hillside Caltrain

Source: Opticos Design Inc., 2016

# Pedestrian Experience and Access



Source: Opticos Design Inc., 2016



- Extra-Large Block Perimeter
- Large Block Perimeter
- Medium Block Perimeter
- Small Block Perimeter
- Far From Pedestrian Crossing/Intersection



Source: Opticos Design Inc., 2016

# DISCUSSION

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# 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

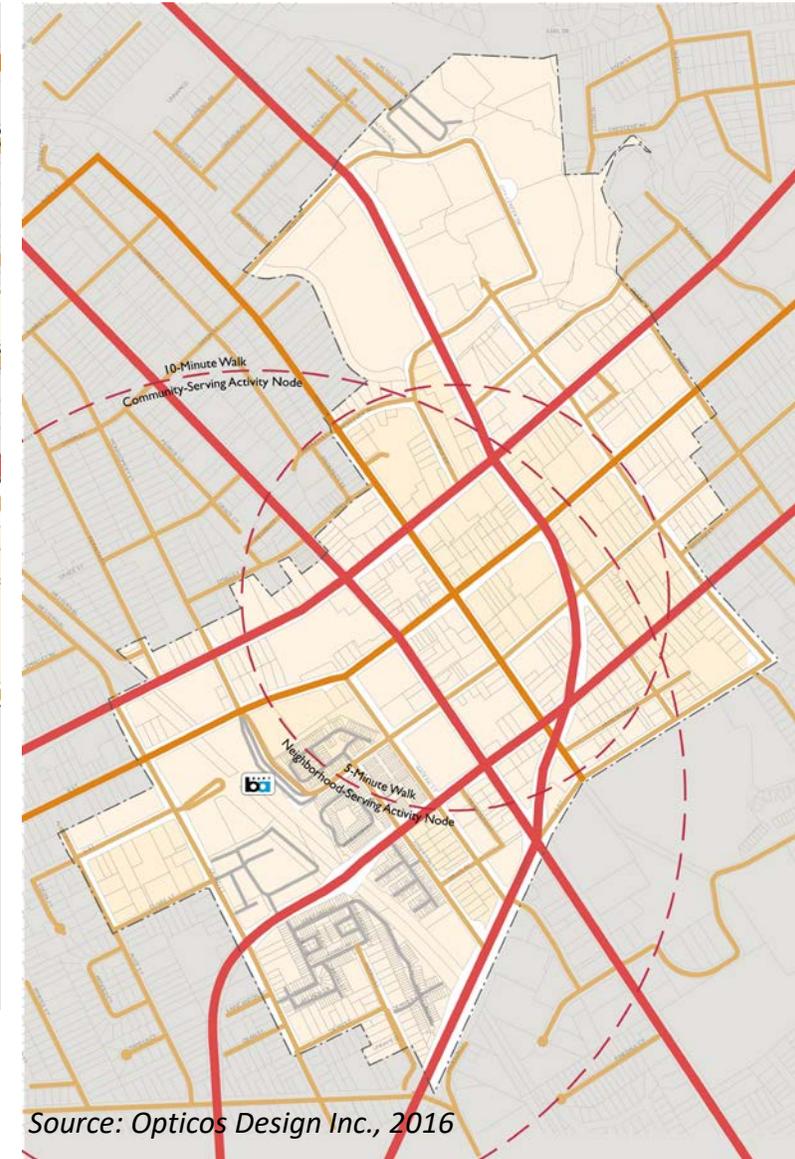
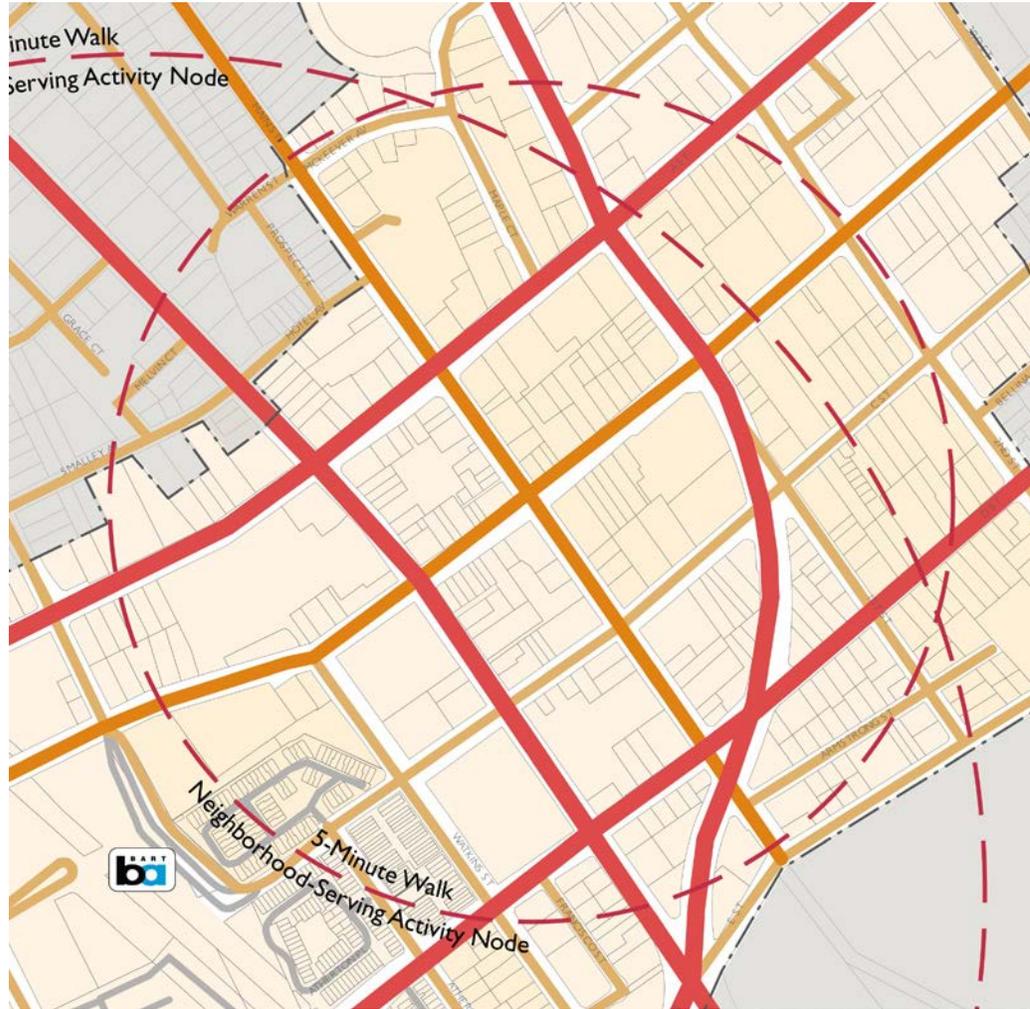
## Public Realm

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

# Walkability

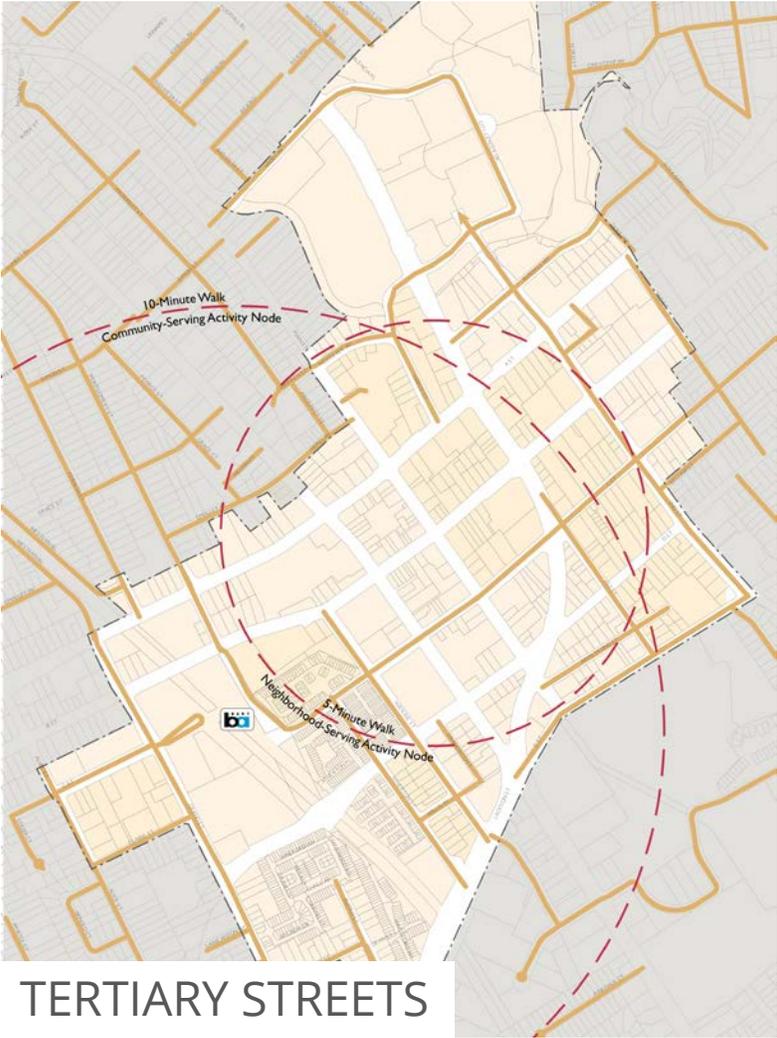
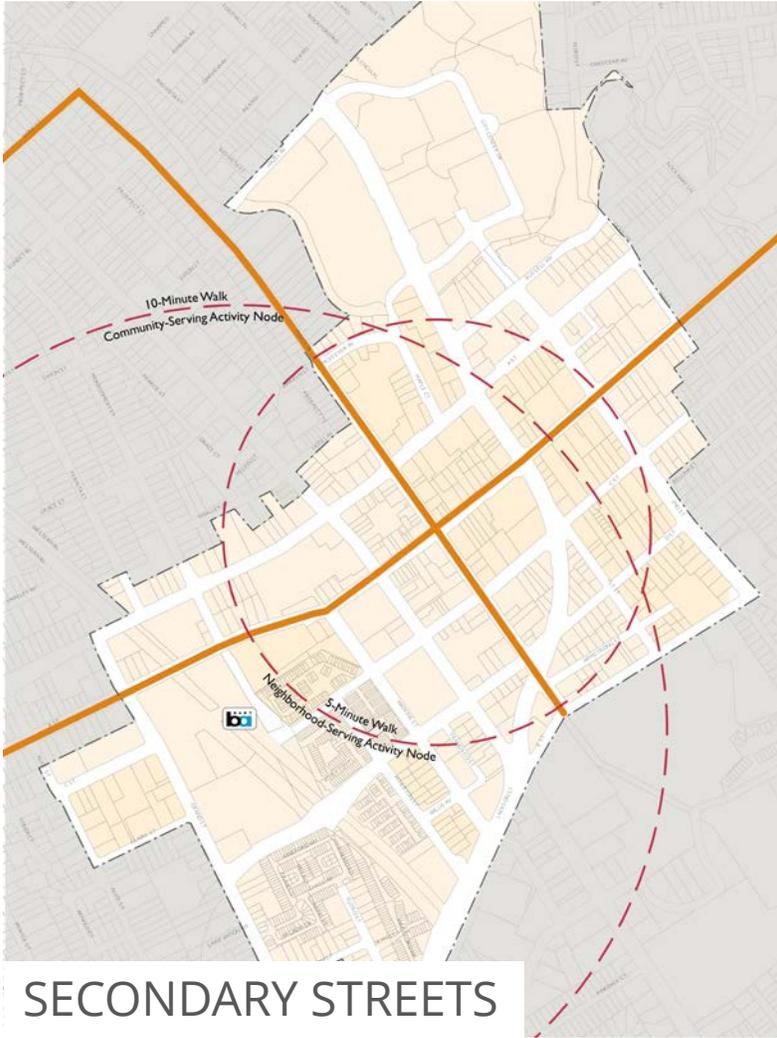
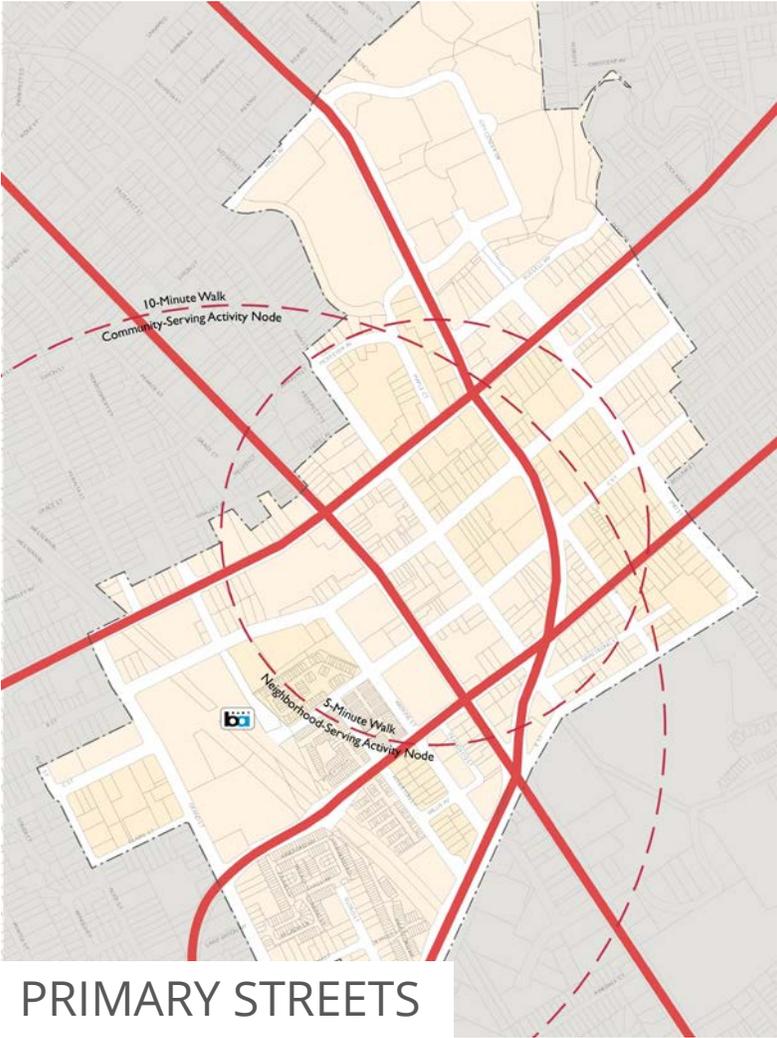
## Overall Street Network

- Every street to be a complete street
- Hierarchy
- Integration with adjacent land uses
- Building types
- Frontages



Source: Opticos Design Inc., 2016

# Walkability

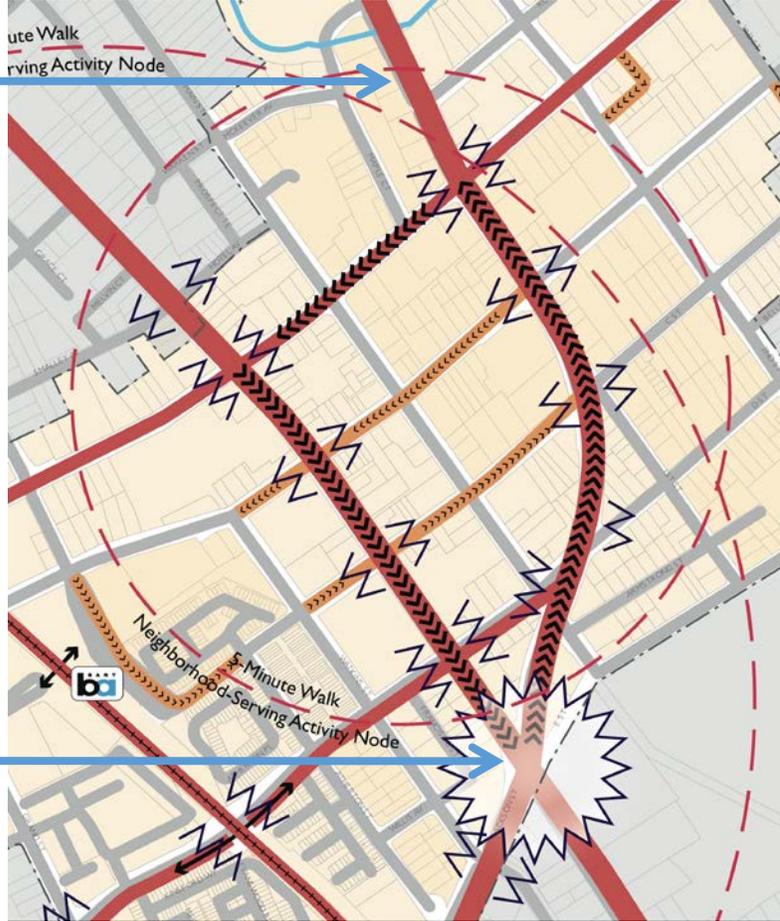


Source: Opticos Design Inc., 2016

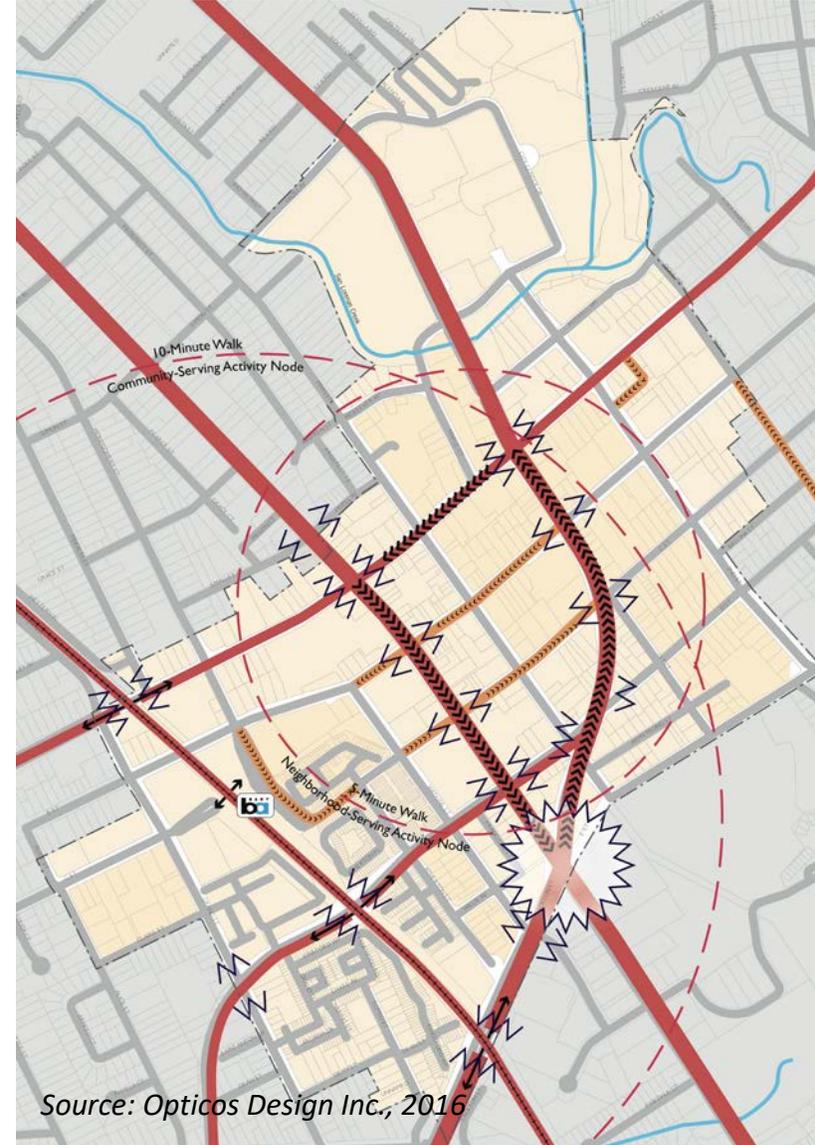
# Walkability Barriers



Source: Opticos Design Inc., 2016



-  Major Pedestrian Barrier
-  Pedestrian Barrier
-  Underpass
-  At-Grade Railroad
-  The Loop
-  One-Way Street
-  Intersection Barrier



Source: Opticos Design Inc., 2016

# Welcoming Streets

## Livable Commercial Streets

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



Source: Google.com



Source: Opticos Design Inc., 2016



Source: Google.com



Source: Google.com

# Welcoming Streets

## Livable Residential Streets

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



Source: Opticos Design Inc.



Source: Google.com



Source: Google.com



Source: Google.com

# Vibrant Public Realm



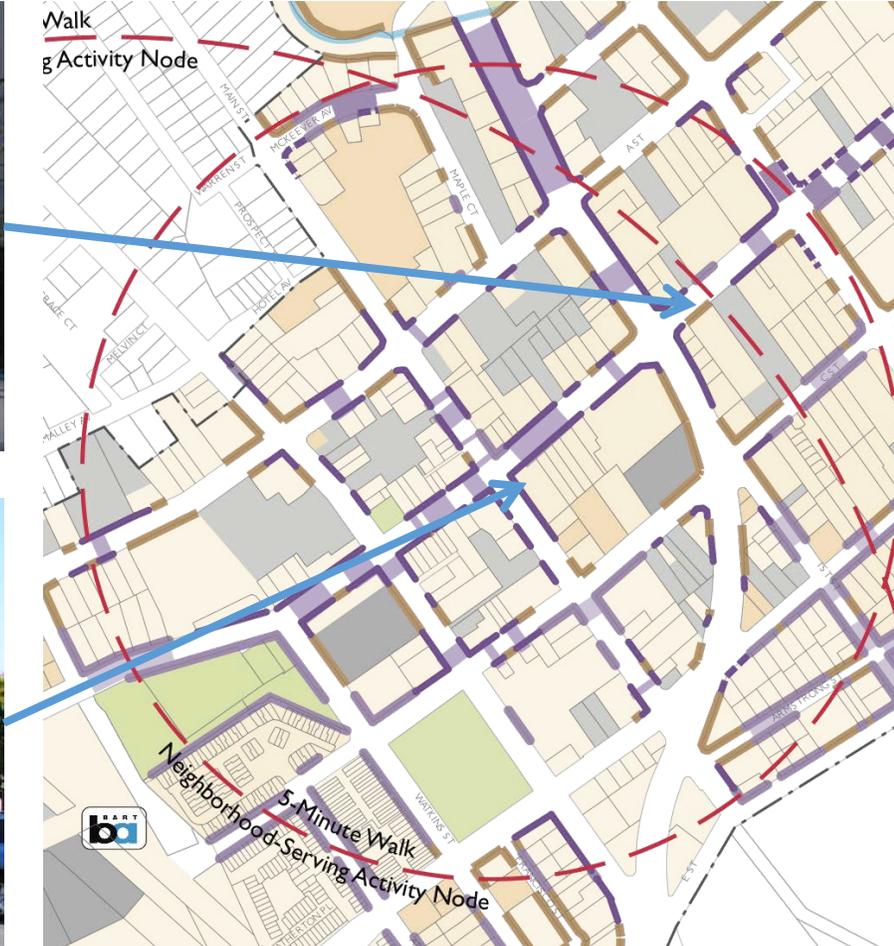
Non-contributing frontage

Source: Opticos Design Inc.

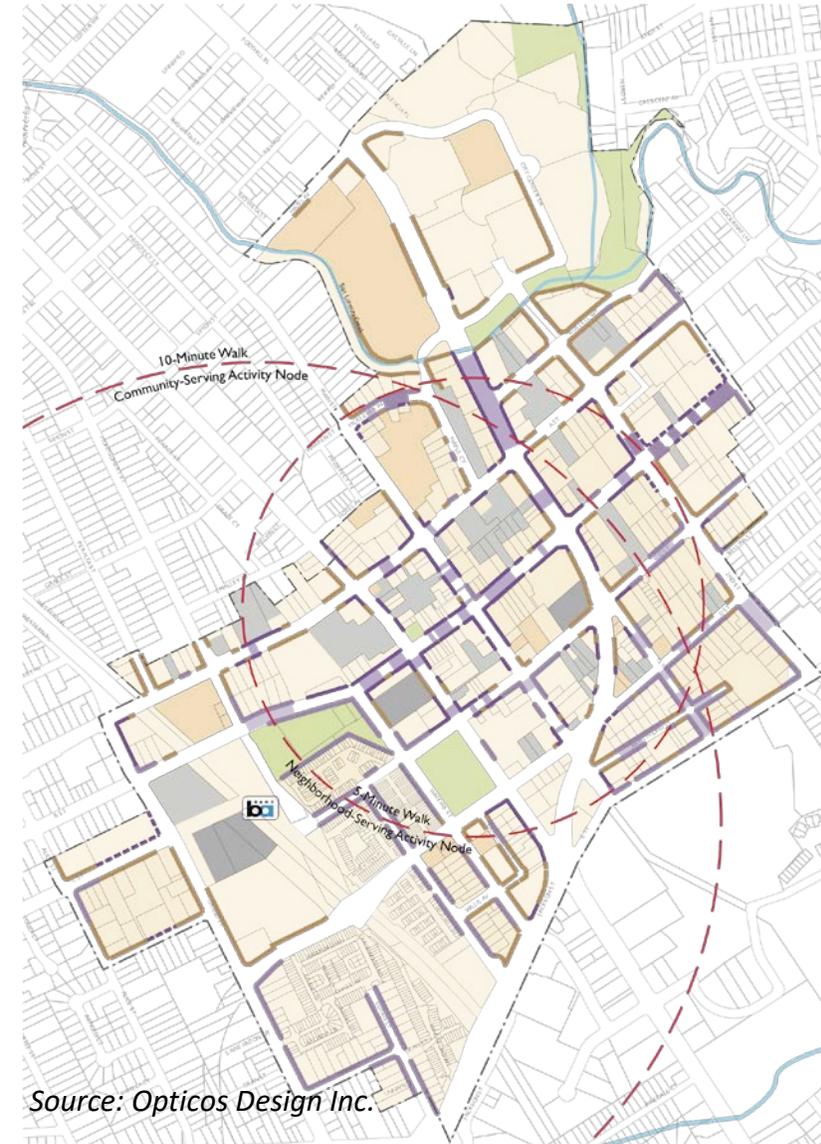


Contributing frontage

Source: Opticos Design Inc.



- Contributing Shopfronts
- Contributing Non-Residential
- Contributing Residential / Landmark
- Non-Contributing Frontage
- Vacant Lot
- Open Space
- Structured Parking
- Surface Parking Lot



Source: Opticos Design Inc.

# Vibrant Public Realm



*Windows, doors, signage, etc.*



*Outdoor seating in Hayward*



*Parklets*



*Mid-block pedestrian connection*



*Outdoor seating*



*Parklets*

*Source (all) : Opticos Design Inc.*

# DISCUSSION

- 1 Are we on the right track?
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# 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



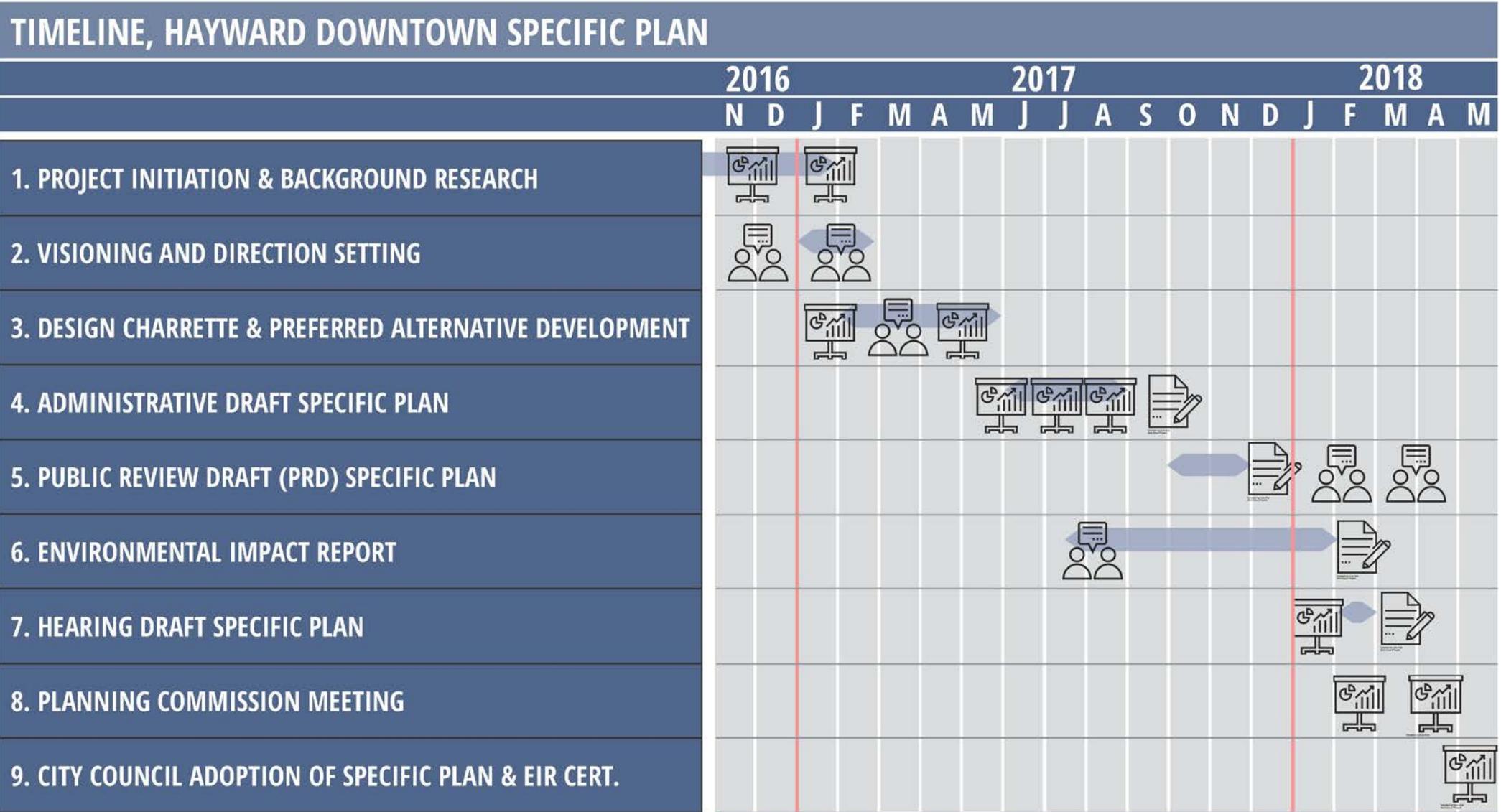
- East Bay Greenway
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- Proposed Class II Bike Lane
- Class III Bike Lane
- Civic Space
- Civic Sites
- Community Sites



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# 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

- January 23, 2017

## Public Workshop

- January 25, 2017

## Task Force Meeting #3

- February 2017

## Staff Meeting

- February 2017

## Design Charrette

- March 14-18, 2017



*Thank you.*

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