



City of Hayward Downtown Specific Plan Task Force Meeting #2 Summary Notes

January 23, 2017

6:00pm – 8:00pm

Hayward City Hall, 777 B St, Hayward, CA 94541 Conference Room 1C

I. Presentation Summary

On January 23, 2017, the City of Hayward and Consultant Team held the second Task Force meeting for the City of Hayward Downtown Specific Plan (Plan). Lisa Wise Consulting, Inc. (LWC) presented an overview of the project, summary of meetings held to date, project schedule, and next steps. Opticos Design, Inc. (ODI) presented on the four characteristics of great places, outlining the characteristic and comparing to the existing community form conditions in downtown. Following each of the four characteristics, the Consultant Team posed three questions to the Task Force: 1) Are we on the right track, 2) Are these characteristics we should strive toward, and 3) Are there additional characteristics to consider.

Findings from the discussion are summarized below.

II. Key Takeaways

- The City has invested a lot of time and money into making B street what it is today. There is a need to build on that energy to keep Downtown growing; it can't just be one street.
- There should be a bigger effort to connect pedestrian and bike paths.
- Downtown needs to be marketed consistently if the City wants to see it thrive.
- Local businesses in Hayward are what make Downtown unique. The Plan needs to allow them to thrive while also encouraging growth.
- Downtown should be connected by a series of open spaces that promote a healthy environment.
- Need to look at Plan implementation funding.

III. Discussion Points

Place and History

- Foothill has the potential to be a focal point again
- Foothill is deterring foot traffic
 - Consider reverting the street pattern back to the grid
- Foothill used to be the heart of Downtown in the 1950s
 - It used to flood along B St to C St



- The Historical Society used to offer history walks (2002-2015) but downtown got too dangerous for pedestrians. There is no traffic enforcement; until there is there will not be a continuation of the walks
- People know B Street has momentum, too hard to recreate old Foothill unless traffic concerns are addressed
- Need for better signage
- History is more than the old buildings
- It is the businesses that make Hayward special and unique
- Looking for more energy centers connected by bikeways and greenways

Transit Oriented and Connected

- Amtrak to Foothill is a good example of commercial/residential connect
- Street network connected to bikeway type. Explore protected routes
- Update Bike Master Plan (adding a pedestrian element)
- Tradeoffs (protected bike lanes versus convenient, on-street parking)
- Need to reduce speed, specifically on A street and Foothill
- One way streets are hard to navigate by bike

Human Scale and walkable

- Improve on B Street improvements (wider sidewalks, bike path, outside seating, lighting)
 - People want to feel safe sitting on the street outside
 - Need for additional street lighting
- Improve wayfinding for cyclists
- Idea of having frontages with parklets and “complete streets”
- Advocate for reforesting City with landscape manager to promote climate resiliency
- Vision for a vibrant public realm compared to Downtown Pasadena
- Seattle is another example of a growing downtown with several diverse businesses and people
- Charlotte represents a City that has seen new growth in formerly residential lots
- Connect free shuttle to college campus
- Along B St near Foothill, the City got property owners to work together to create frontage that helped create light in lieu of street lamps

Civic and Community Space

- Hayward’s Economic Development Division is working with Popuphood to help fill vacancies
- Investigate ordinances to incentivize owners to rent
- Looking for a vibrant public realm
- Vision for connected network of open space
- Use Loop as a greenspace/bike path
- Market Hayward’s Image
- Street Parties draw people Downtown
- Fill in parking lots with green/community space to create a connected network of open space from BART to Japanese Gardens. Hayward could become “City of arts” if we connect these spaces
- Interest in the East Bay Greenway along BART tracks (ACTC is working on greenway, depending on UPR ROW negotiations)
- Explore using the Loop as a greenway



IV. Meeting Attendees

Task Force Members

Mimi Bauer
Larry Gray
Antonette Harmon
Robert Harmon
Lory Hawley
Richard Patenaude
Charles Purvis
Stacy Snowman
Chris Zaballos

City of Hayward

Maria Hurtado, Assistant City Manager
David Rizk, Director of Development Services
Stacy Bristow, Deputy Director of Development Services
Damon Golubics, Senior Planner- Development Services Department
Morad Fakhrai, Public Works Director
Fred Kelly, Transportation Manager
Cecilia Melero, Administrative Clerk

Consultant Team:

Lisa Wise, Lisa Wise Consulting, Inc.
Kathryn Slama, Lisa Wise Consulting, Inc.
Arti Harchekar, Opticos Design, Inc.
Stefan Pellegrini, Opticos Design, Inc.

Visitors:

Donald Philip
Frank Goulart, Resident
Chris Sturken, City Spark Fellow