



## RFP#1820-040418 REQUEST FOR PROPOSALS (RFP):

### SCOPE OF WORK

This contract will result in updated form-based codes for the South Hayward BART/Mission Boulevard area and Mission Boulevard Corridor area and is intended to supersede (either entirely or in part) the present form based codes and other local land development regulations that apply to these areas. The Codes are to be consistent with the definitions and evaluation criteria established by the Form-Based Codes Institute; see [www.formbasedcodes.org](http://www.formbasedcodes.org) for more details.

#### A. INITIAL REVIEW AND ANALYSIS

a. Internal Kick-Off Meeting. The Consultant will meet with appropriate City staff members involved with the project to better identify the needs, goals, timeline, and deliverables of the project. This meeting will also assist the Consultant to develop a list for suggested revisions from staff. Discussion of an agreed upon “communications policy” should be discussed with steps taken to memorialize such policy.

b. Site Analysis. The Consultant will become familiar with the physical details of the South Hayward BART/Mission Boulevard and the Mission Boulevard Corridor areas.

c. Existing Document Analysis. The consultant should become familiar with the following:

- South Hayward BART/Mission Boulevard Form Based Code
- Mission Boulevard Corridor Form Based Code
- City of Hayward Zoning Ordinance
- Hayward 2040 General Plan
- Downtown Specific Plan (draft)

The consultant team shall conduct a “code analysis” of both form-based codes to be used a guide and tool identifying what currently works and doesn’t work with each code. A clear understanding of both good and bad aspects of the existing form-based codes will help develop an agreed upon plan for revisions to each code.

d. Existing Study Analysis. The Consultant will become familiar with environmental impact analysis and studies already completed for the Form Based Codes areas, including all existing streetscape construction and design documents.

e. Stakeholder Kick-Off Meeting/HEART Outreach. The Consultant will conduct empathy interviews with various residents and stakeholders consistent with the adopted H.E.A.R.T Initiative and prepare and lead a meeting with residents, stakeholders, and City staff to introduce the process and identify a comprehensive list of revisions, including issues and

opportunities. During this meeting the Consultant will also provide a project timeline, outline the goals and objectives, and explain the fundamentals of a form-based code.

## **B. DRAFTING THE UPDATED FORM BASED CODES**

### **Design Parameters for the Form-Based Code.**

The updated Codes will regulate development to ensure high-quality public spaces defined by a variety of building types and uses including housing, retail, and office space. The updated codes will incorporate a regulating plan, building form standards, street standards (plan and section), use regulations as needed, and other elements needed to implement the principles of functional and vital urbanism and practical management of growth including, but not limited to, parking, lighting, landscaping, and signage.

Sections of these Codes can be amended through this process, but typically would continue to include the following components:

- Overview including definitions, guiding principles, intent, and explanation of the regulations and process in clear user-friendly language.
- Regulating Plan (a schematic representation) illustrating the location of streets, blocks, public spaces (such as greens, squares, and parks), and other special features. Regulating plans shall also include aspects of Building Form Standards such as “build-to-lines” or “required building lines” and building type or form designations.
- Building Form Standards governing basic building form, placement, and fundamental urban elements to ensure that all buildings complement neighboring structures and the street. These standards should be based upon study of building types appropriate for the region, climate, and neighborhood vitality.
- Public Space/Street Standards defining design attributes and geometries that balance the needs of motorists, pedestrians, bicyclists, and transit riders (complete streets) while promoting a vital public realm. These standards should include design specifications for sidewalks, travel lane widths, parking, curb geometry, trees, and lighting. Other standards regulating architectural criteria such as material and quality, landscaping, parking, lighting, and signage.
- Administration clearly defining a streamlined application and project review process.

### **Integration of the Form-Based Code**

The two form-based codes must be integrated into the City of Hayward’s Zoning Ordinance in a manner that ensures procedural consistency, meshes with state and local legal requirements, provides clarity as to applicability of existing regulations, and maximizes the effectiveness of the code. Integration of the form-based codes shall be undertaken by the Consultant with the assistance of City staff.

### **Consistency between Form-Based Codes and Other Documents**

The standards and regulations within the form-based codes shall be entirely reflective of the form and quality envisioned by the Downtown Specific Plan (draft) and be consistent with the *Hayward 2040 General Plan*. The Consultant shall update the Codes to ensure that the form-based codes are not in any way inconsistent with the aforementioned plans. In addition, the Plans mentioned, the form based codes shall be consistent with any and

all other related plans, studies, design schematics, and construction documents, including the Hillside and Urban Wildlife Interface Guidelines and the Hayward Design Guidelines. The City will provide all the current documents to the selected Consultant.

### **C. REVIEW AND APPROVAL PROCESS**

a. Presentation of Revised Drafts. The Consultant will present the revised drafts of both form-based codes to staff for the purpose of gathering comments. Copies of the draft will need to be provided in both hardcopy and digital form. If determined as necessary, a separate presentation may be required at public work session of neighborhood residents, stakeholders, as determined by the City.

b. Meetings with City Staff. The Consultant will attend and participate in up to 3 additional in-person meetings with City staff, boards, and committees to explain the details of the revised code, and obtain further input and comments.

c. Public Hearing Presentations. The Consultant will make formal presentations to the City's Planning Commission and the Hayward City Council.

d. Additional Revisions. The Consultant will be responsible for two rounds of revisions that may become necessary between presentations. City staff will be responsible for collecting comments, questions, and suggestions for these refinements from various sources and consolidating them into a series of action items for revision or responses.

### **D. ENVIRONMENTAL REVIEW**

a. Initial Study. The Consultant shall prepare an Initial Study for the updated Form Based Codes. For the purposes of this analysis, the Consultant should assume a Negative Declaration of Mitigated Negative Declaration.

b. Complete Environmental Documentation (CEQA). The Consultant shall prepare and complete the necessary CEQA impact analysis for the updated form-based codes.