



DATE: November 15, 2016

TO: Mayor and City Council
Planning Commission

FROM: Development Services Director

SUBJECT

Downtown Specific Plan – Project Overview, Update & Discussion

RECOMMENDATION

That Council and the Planning Commission review this report and provide feedback to staff and the project consultant team.

SUMMARY

The purpose of the work session is to provide an opportunity for the City Council members and the Planning Commissioners to give City staff and the consultant team (Lisa Wise Consulting) high-level input regarding key topics and issues, as well as major objectives for the Downtown Plan project.

BACKGROUND

The Downtown Specific Plan project was initiated early last year. Work primarily involving gathering information about existing conditions was completed. However, after several meetings involving staff and a previous consultant, an initial meeting with the Downtown Plan Task Force (Task Force) on June 29, 2015, and subsequent performance of the previous consultant, the contract for that work between the City, Alameda County Transportation Commission (ACTC) and that consultant was terminated.

In September, after lengthy contract negotiations with the next ranked consulting firm, Lisa Wise Consulting (LWC), and ACTC, the work has begun again on the Downtown Specific Plan project. A kickoff meeting involving LWC and the project team occurred on September 9, and work on the project has restarted. The Task Force is tentatively scheduled to meet on December 12, 2016. A community workshop and design charrette will be scheduled for the early part of 2017.

DISCUSSION

The Downtown Specific Plan is a top priority project for the City and is reflected in the current goals, policies and programs contained in the City's General Plan. Included below are some of the key guiding goals, policies and programs contained in the Land Use and Community Character (LU) section of the General Plan that serve as a guide for Council and Commission discussion during the work session.

Goal LU-2

Revitalize and enhance Hayward's Priority Development Areas to accommodate and encourage growth within compact, mixed-use, and walkable neighborhoods and districts that are located near the city's job centers and regional transit facilities.

Policy LU-2.1 Downtown Arts and Entertainment

The City shall encourage private-sector investment in Downtown to transform it into a safe, vibrant, and prosperous arts and entertainment district that offers enhanced shopping, dining, recreational, and cultural experiences and events for residents, families, college students, and visitors.

Policy LU-2.2 Downtown Activities and Functions

The City shall maintain the Downtown as a center for shopping and commerce, social and cultural activities, and political and civic functions.

Policy LU-2.3 Downtown Pedestrian Environment

The City shall strive to create a safe, comfortable, and enjoyable pedestrian environment in the Downtown to encourage walking, sidewalk dining, window shopping, and social interaction.

Policy LU-2.4 Downtown Retail Frontages

The City shall require retail frontages and storefront entrances on new and renovated buildings within the "retail core" of Downtown Hayward, which includes properties along:

- "A" Street between Mission Boulevard and Foothill Boulevard
- "B" Street between Watkins Street and Foothill Boulevard
- "C" Street between Mission Boulevard and Foothill Boulevard
- Main Street between "A" Street and "C" Street
- Mission Boulevard between "A" Street and "C" Street
- Foothill Boulevard between "C" Street and City Center Drive

This policy does not apply to historic buildings that were originally designed without a retail frontage or storefronts.

Policy LU-2.5 Downtown Housing

The City shall encourage the development of a variety of urban housing opportunities, including housing units above ground floor retail and office uses, in the Downtown to:

- Increase market support for businesses,
- Extend the hours of activity,
- Encourage workforce housing for a diverse range of families and households,
- Create housing opportunities for college students and faculty, and
- Promote lifestyles that are less dependent on automobiles.

Policy LU-2.6 Downtown BART Station

The City shall encourage a mix of commercial, office, high-density residential, and mixed-use development in the area surrounding the Downtown BART Station.

Policy LU-2.7 Downtown Specific Plan

The City shall develop, maintain, and implement a Specific Plan to establish a vision for Downtown Hayward and to guide and regulate future development and infrastructure improvements.

Staff and the consultant team welcome other relevant topic areas as may be related to Downtown Plan formation outside the basic goals, policies and programs set forth in the General Plan. The project scope (Attachment II) is included as reference.

The LWC team¹ is continuing to learn the unique needs and challenges of Downtown Hayward and is prepared to utilize its experience and knowledge to collaboratively help create with the Council, Commission, community and staff a unique and successful vision and Plan.

ECONOMIC IMPACT

It is anticipated that the Downtown Specific Plan will help transform the Plan area into a vibrant retail destination location for Hayward, thus creating positive economic benefits resulting in new businesses bringing additional sales tax revenue to the City. The Plan will build upon previous successes and help create a more active and lively downtown.

Also, having a Plan and code that clarifies the community vision will help streamline the development review process, which is critical for new developers and tenants interested in investing in our Downtown.

A market demand analysis will also be completed as part of the project scope.

FISCAL IMPACT

The Downtown Specific Plan effort is funded through a federally funded grant approved by the ACTC on March 27, 2014. These funds are part of the One Bay Area Grant (“OBAG”) program of which a portion of Priority Development Area (“PDA”) planning and

¹ On June 10, 2016, Ms. Wise received the Award of Excellence in the category of Economic Planning and Development for the Alameda County Ashland and Cherryland Business District Specific Plan and Code Update from the American Planning Association Northern California Section.

implementation funds were allocated to ACTC from the Metropolitan Transportation Commission for local PDA planning and implementation projects. A total of \$950,000 will come from ACTC for the Downtown Specific Plan project.

On April 5, 2016, Council approved a funding request for an additional \$230,000 (\$75,000 grant matching fund was previously approved) for the project. In order to offset this General Fund impact, as well as provide a consistent stream of revenue to support Advance or Long-Range/Policy Planning activities, staff will be recommending for next fiscal year that the current General Plan Implementation fee be expanded/increased to create a new Policy Planning Fee.

Ultimately, the City may see eventual additional return of this General Fund monies through implementation of the Downtown Specific Plan by increased construction and accompanying/additional building permit fees, increase sales tax and property tax revenue. As shown in Attachment II, the project scope also includes Task 4.4, which will involve development of an implementation plan and financing strategy for the Downtown Plan.

SUSTAINABILITY FEATURES

The Downtown Plan, through implementation of General Plan policies, will promote sustainability and entail such features/elements. Specific sustainability features will be identified during the development of the Downtown Plan, with input from the public and the Council Sustainability Committee.

PUBLIC CONTACT

There has been no public contact in conjunction with this work session item. As the project unfolds, the Downtown Specific Plan project will have extensive public outreach as part of the Plan development process. Stakeholder interviews, workshops, a charrette, and additional City Council and Planning Commission meetings will occur, as identified in Attachment II. Task Force meetings will be an integral part of a way to participate in the Downtown Specific Plan process. Additionally, presentations to the Economic Development Committee, Sustainability Committee, the Chamber of Commerce and other associated downtown business groups will occur. The project team will reach out to Downtown building owners, commercial real estate brokers, neighborhood/homeowners' associations, Cal State East Bay, BART, and AC Transit to afford opportunities for input and participate in the plan process.

City staff will be working with the consultant team to use the City's website and social media to provide updated information on Plan development as well as solicit input from the community.

NEXT STEPS

As previously mentioned, the first Downtown Specific Plan Task Force meeting with the new consultant is tentatively scheduled for December 12, 2016. A community workshop and design charrette will be scheduled for the early part of 2017. A schedule of future

Downtown Specific Plan meetings and events will be posted on the City's website and forwarded to Council and Commission once it is developed.

Prepared by: Damon Golubics, Senior Planner

Recommended by: David Rizk, AICP, Development Services Director

Approved by:

A handwritten signature in black ink, appearing to read 'K. McAdoo', written in a cursive style.

Kelly McAdoo, City Manager