



**DATE:** June 27, 2017

**TO:** Mayor and City Council  
Planning Commission

**FROM:** Development Services Director

**SUBJECT** Downtown Specific Plan – Design Charrette Outcome, Update & Discussion

### **RECOMMENDATION**

That Council and the Planning Commission review information in this report and at the work session, and provide feedback to City staff and the consultant team.

### **SUMMARY**

The purpose of this work session is to provide City Council and Planning Commission a summary of the Plan Vision and Alternatives that were developed with community input during the Design Charrette held March 14-18, as well as share preliminary feedback from the online comment forum established to receive comments on the Downtown Specific Plan. Also, the work session will provide an opportunity for input from City Council members and Commissioners that will help solidify the Plan Framework prior to the project moving to its next phase, which is development of a Draft Specific Plan document. The Vision Framework will provide the foundation for Specific Plan content, including policies and implementation actions.

Also, it is important to note that the Vision and Alternatives developed during the Design Charrette have not been thoroughly evaluated and studied in terms of their potential quantitative benefits and impacts, which will occur later as part of the environmental impacts analyses for the Plan's environmental impact report (EIR). For example, conversion of some travel lanes within the Downtown Loop to protected bike lanes and amenity-enhanced wider sidewalks to provide a more pedestrian and bicyclist friendly environment would increase vehicular travel times through Downtown for regional and local traffic. However, such conversions would also provide benefits in terms of movement through and around Downtown for other modes of mobility.

### **BACKGROUND**

Lisa Wise Consulting (LWC) officially began work on the Downtown Specific Plan project in September of last year. After a project kickoff meeting on September 9, 2016, the first

Downtown Specific Plan Task Force meeting took place on December 12, 2016, and a second Task Force meeting was held on January 23, 2017. The first Community Workshop was conducted on January 25, 2017, affording the public the first interactive opportunity to share ideas about what our Downtown should be, and their priorities and vision for the Plan area. Task Force Meeting #3 (Design Charrette & Preferred Alternative Development) was held on February 16, which entailed pre-Charrette logistics and preparation. Information and major items discussed at these meetings can be found on the City's [website](#) for the Downtown Specific Plan Task Force.

The fourth Task Force Meeting occurred on June 5, where the Task Force members were presented a summary of the Charrette outcome. The Task Force recommended at its meeting that revisions be made to the guiding principles (community priorities, vision statement), long-term vision framework, illustrative plan (opportunity site 1 – City Center, opportunity site 2 – downtown block, opportunity site 3 – BART transit oriented development, and opportunity site 4 – Foothill and Mission gateway) and mobility (circulation network improvements, bike network). Attachment II includes the meeting notes from that meeting.

## **DISCUSSION**

### *Design Charrette*

The most recent project milestone was completion of the Design Charrette, which was held at the Masonic Lodge on B Street from March 14-18. The charrette was a multi-day interactive workshop where attendees had multiple opportunities to collaborate with the consultant team to develop a long-term vision for Downtown Hayward. Specifically, the Lisa Wise Consulting team and its consultant team met with the public, City staff, business owners and other interested parties to help shape a long-term vision for Downtown Hayward, consistent with the goals and policies contained in the City's General Plan. Some suggested ideas entailed relatively minor changes while others employed outside-the-box thinking.

The Design Charrette also included an agency staff meeting, during which activities and programs were discussed that are underway by City departments, as were items of focus for the team moving forward that were suggested by other partner agencies. There were five open studio sessions where participants were able share their thoughts about what they'd like to see in Downtown. Often, ideas shared were put to paper, refined and revealed at one of the evening studio pin up review sessions. There were also three noontime brownbag sessions where charrette consulting team members presented ideas and background information related to streets and traffic, green infrastructure and market analysis related to current business activity in Downtown, and what the future might hold with for the Plan area.

The design charrette was the culmination of extensive public outreach, Task Force meetings, and a preliminary joint work session with Council and the Planning Commission. Based upon this input, the Lisa Wise Consulting team determined where underutilized areas were within the Plan study area and how these key areas could spark development in the short-term, mid-

term, and long-term. The soon to be developed draft Specific Plan document will outline visions and alternatives for these key areas that will hopefully spark development throughout the Plan area.

It's important to note that four opportunity sites (or focal points) evolved out of the design charrette where new activity centers would ultimately transform key areas within the Downtown Plan study area. Those four areas are listed below:

- City Center
- The Downtown block bordered by Foothill, Main, A and B Streets
- Hayward BART Station Area

Foothill Mission Gateway Area Charrette activities culminated with a closing presentation on Saturday March 18. The following ideas were part of the closing presentation:

- BART Transit Oriented Development:
  - Maximize development around the Hayward BART station area with new Class A office building space.
  - Create better pedestrian experience.
- Downtown City-owned Parking Lot Behind CVS:
  - Transform space with storefronts, improved pedestrian connectivity and civic gathering space.
  - Add a new public parking structure.
- City Center Site:
  - Create a new energy center or walkable urban gateway; scale of development could be up to five to seven stories.
  - Upgrade and save some existing building; scope of development would be more residential in nature, generating additional foot traffic Downtown.
- Foothill & Mission Gateway (Five Flags):
  - Create an elongated roundabout as a gateway feature into Downtown. Potential impacts to the Downtown circulation system would require detailed analysis to see if traffic delays would be acceptable associated with this long-term improvement.

### Post Charrette Student Interviews

After the Design Charrette, City staff undertook some empathy work, targeting students at Chabot College and Cal State East Bay. Staff spent four hours over the course of two days interviewing students regarding how they saw Downtown Hayward and what they'd like to see in the future. Listed below are some reoccurring themes mentioned by the students:

- **Food**
  - More restaurants to include later hours (past 10pm); less costly, fast, eclectic foods; student discounts

- Larger coffee shops open late, so that students have a place to study, eat, and mingle
- **Entertainment**
  - Parks and outdoor seating areas in Downtown
  - Street fairs - COH and CSUEB promoting events together - shared on social media
  - Bowling alley
- **Night Life**
  - Live music and bands
  - Beer gardens
  - Art galleries
- **Safety**
  - Homelessness
  - Parking garage safety

It was interesting that students didn't mention affordable housing as being an issue they felt strongly about, which surprised City staff.

## **ECONOMIC IMPACT**

Staff anticipates that the Downtown Specific Plan will transform the Plan area into a vibrant retail destination with supporting housing and amenities for Hayward, creating support for existing businesses and opportunities for new ones that will generate additional sales tax revenue and jobs. The Plan will build upon previous successes and help create a more active and lively downtown.

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

## **FISCAL IMPACT**

The Downtown Specific Plan effort is funded through a federally funded grant approved by the Alameda County Transportation Commission (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 implementation funds was 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. To offset this General Fund impact, as well as provide a consistent source of revenue to support long-range planning

activities, Council approved on May 2 as part of the FY 18 Master Fee Schedule an increase to the General Plan Update Fee (now called the “Community Planning Fee”) from 12% to 16% of building permit/inspection fees.

## **SUSTAINABILITY FEATURES**

Sustainability features are being developed as part of the Plan process, specifically with input from the public and the Sustainability Committee. Project sub-consultant Sherwood Design Engineers is actively involved with incorporating sustainable concepts and design alternatives for the Downtown Plan area. Once ready for review and comment, additional discussion will occur with Council, the Planning Commission, the Sustainability Committee and the public regarding what measures will be suggested and how they will be implemented.

## **PUBLIC CONTACT**

Extensive public outreach has occurred and will continue to occur with each phase or task associated with the Downtown Plan process. Stakeholder interviews, a public workshop, the week-long design charrette, four Task Force meetings and one joint City Council/Planning Commission work session have occurred and have been well attended because of extensive public outreach.

Task Force meetings continue to be an integral part of the Downtown Specific Plan process, with Task Force members serving as conduits for the community and a source of information and feedback for staff and the consultant team. Additionally, presentations to the Economic Development Committee, Sustainability Committee, the Chamber of Commerce and other associated downtown business groups have and will continue to occur.

The project team will continue to 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 participation in the Plan process.

Also, City staff has been 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 continuous input on the project. An online comment forum was available to the public to provide another vehicle/opportunity to comments on the project, specifically related to the outcome of the recent charrette. The online comment forum was closed for public comment on June 30, 2017. The Lisa Wise Consulting team is evaluating all comments received and should have more to share with Council and the Planning Commission during the work session.

## **NEXT STEPS**

Based on input received to date and from the Council and Commission, the consultant team will be preparing an Administrative Draft Specific Plan document (Task #4). This will involve three Task Force meetings and a document that will have the following components:

- Background & Relationship to General Plan & Zoning Ordinance
- Community Involvement
- Land Use
- Affordable Housing
- Multimodal Access & Connectivity
- Parking Analysis
- Infrastructure & Utilities
- Public Facilities Services
- Implementation Plan & Financing Strategy

Project Task #5 will entail development of a new zoning code for the Plan area. It is envisioned that the new Downtown Specific Plan Code will be a “hybrid” code using traditional or conventional zoning code elements, performance-based code components, and form-based code provisions.

All future project meetings will be posted on the City’s [website](#).

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Approved by:



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