



DATE: April 11, 2017
TO: Mayor and Council
FROM: City Manager
SUBJECT: Tennyson Corridor Strategic Initiative – Vision and concept

RECOMMENDATION

That Council reviews this report and provides direction to staff in regard to Council’s vision and concept for the Tennyson Corridor Strategic Initiative.

SUMMARY

Staff seeks further guidance and direction from Council about the vision for the Tennyson Corridor Strategic Initiative as Council conceived it during the Council Retreat and going forward.

BACKGROUND

The City Council, in November 2016, engaged in a facilitated Council Retreat to identify core strategic initiatives for focused implementation in the coming years. The outcome of the retreat was the establishment by Council of three core Strategic Initiatives: Complete Communities, Complete Streets, and Tennyson Corridor. These three Strategic Initiatives are intended to support and build upon, not replace, the overarching Council Priorities of a Safe, Clean, Green and Thriving community.

Many elements of the first two initiatives, [Complete Communities](#)¹ and [Complete Streets](#)², had been previously discussed and articulated in great detail by Council in various forms and contexts over the past several years. Several components of these two initiatives are already well-developed in major plan documents such as the General Plan 2040, resulting in a clearer articulation of the vision at the time these two Strategic Initiatives were established. Additionally, more definition of these two Strategic Initiatives in their newly established context was added by Council in back-to-back work sessions on February 28, 2017.

The third strategic initiative, Tennyson Corridor, at this time is relatively less defined when compared to the first two. While there has been significant Council discussion about certain project-specific elements related to this initiative, including the [SoHay](#)³ and [La Vista](#)⁴ developments and the proposed

¹ Council work session, “Complete Communities,” February 28, 2017. <http://bit.ly/Hayward-complete-communities>

² Council work session, “Complete Streets,” February 28, 2017. <http://bit.ly/Hayward-complete-streets>

³ Council work session, “SoHay Conceptual Plan,” November 15, 2016. <http://bit.ly/Hayward-SoHay>

⁴ Council work session, “La Vista Conceptual Plan,” January 12, 2016. <http://bit.ly/Hayward-la-vista>

[South Hayward Family Center](#)⁵ project, more guidance and direction is needed about Council’s desired approach for the newly established Tennyson Corridor Strategic Initiative overall.

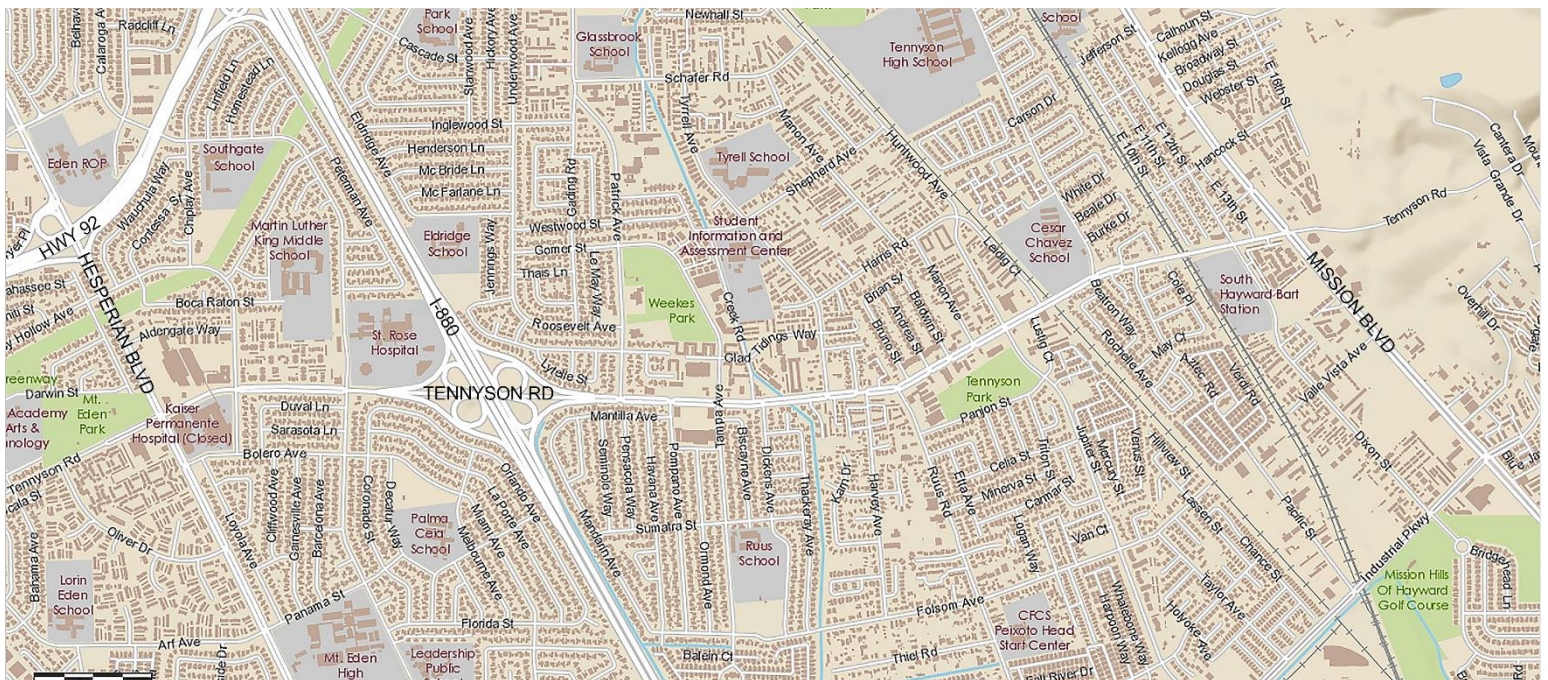
DISCUSSION

The Tennyson Corridor Strategic Initiative was discussed by Council during the Council Retreat in November 2016. Staff requests that Council provide staff direction on the geographic area that would encompass the “Tennyson Corridor” strategic initiative, input on potential catalyst sites, if Council chooses to pursue those or others over the next two years, and the Council’s overall vision for the “Tennyson Corridor” strategic initiative.

1. Geographic Area

The term “Tennyson Corridor” in itself evokes many different ideas and questions about its meaning, beginning with what geographic area “Tennyson Corridor” is meant to encompass.

Figure 1. Area map. Tennyson Road and vicinity (click image to view full map online)



The term “Tennyson Corridor” implies a geographic area centered around the Tennyson Road transportation and commercial corridor. But how far beyond the road itself does “Tennyson Corridor” extend as a concept and strategic initiative area? Does it include only the properties contiguous with the road itself? All properties in a one-quarter mile radius of Tennyson Road? Half-mile radius? Some other measure such as zip codes, census tracts, neighborhoods, or the service areas of key businesses, schools, parks, transportation hubs, and other community resources? Perhaps some combination of some or all the above?

Also, it may be generally assumed that “Tennyson Corridor” primarily refers to the section of Tennyson Road between Interstate 880 to the west and South Hayward BART and Mission Boulevard to the east, but does it also include the section of West Tennyson Road between Interstate 880 and Hesperian

⁵ Council work session, “South Hayward Family Center,” December 13, 2016. <http://bit.ly/Hayward-SHFC-2016-12-13>

Boulevard? Does “Tennyson Corridor” further extend to Tennyson Road’s western terminus at Industrial Boulevard? At the eastern terminus, does it include the new Tennyson Road extension above Mission Boulevard?

Staff seeks guidance from Council on the above questions regarding how Council wishes to define the Tennyson Corridor geographic area for the purposes of this Strategic Initiative.

2. Catalyst / Opportunity Sites

Council has previously discussed various specific project proposals and developments on sites in the Tennyson Corridor vicinity that include the SoHay and La Vista developments, the Firehouse Clinic, and the South Hayward Family Center project, among others. These projects are significant in scope and impact and are intended to be transformative for the Hayward community, especially for neighborhoods in the immediate area of these sites.

Given the transformative potential of significant sites, Council may wish to identify “catalyst” or “opportunity” sites for further exploration and discussion as part of the Tennyson Corridor Strategic Initiative. A cursory inventory of existing significant community assets, opportunity areas, and sites with catalyst potential in the immediate vicinity of Tennyson Road include from west to east:

- Mt. Eden Park
- Existing retail sites at the Tennyson/Hesperian intersection
- Former Kaiser Hospital site
- St. Rose Hospital
- Interstate 880 overcrossing
- Weekes Park and community facilities
- Tennyson Rd. central retail corridor between Pompano Ave. and Huntwood Rd.
- Glad Tidings and its associated properties and services
- Hayward Police Department Southern District substation
- South Hayward Family Center project area incl. Tennyson Park
- Fire Station #7 and Firehouse Clinic
- Cesar Chavez Middle School
- South Hayward BART station
- SoHay project area
- Existing retail sites at the Tennyson/Mission intersection
- Tennyson Rd. eastern extension and La Vista Park project area

The above list is neither meant to be definitive nor comprehensive, and is only presented as a means to initiate a conversation with Council about potential opportunity sites in the Tennyson Corridor area.

In addition to the sites listed above, there are multiple residential neighborhoods contiguous to and extending north and south of Tennyson Road. The number of households within this area, depending on how the “Tennyson Corridor” area is geographically defined, is potentially in the thousands.

Households in this general vicinity are likely to be within the service areas of most if not all the sites listed above. A number of households in this vicinity likely have fair-to-good access to needed services; other households are underserved in various ways which warrants further exploration and response.

3. *Concept Plan Development*

This report and presentation are only intended to begin a conversation with Council and the community about the meaning of “Tennyson Corridor” and the outcomes that are desired from the newly established Tennyson Corridor Strategic Initiative. Staff acknowledges that various conversations about specific projects and community needs within this vibrant and culturally rich area of Hayward have taken place over the years; however, to date, no overarching Concept Plan has been developed that incorporates all elements of housing, transportation, economic development, employment, retail and commercial services, social services, health and wellness, parklands and open spaces, education, and all the other aspects that come together to create Complete Communities and Complete Streets in a particular neighborhood or area. It may be that this initial report and conversation with Council will be the first step toward ultimately creating a Concept Plan that defines Council’s vision for the Tennyson Corridor Strategic Initiative and sets forth concrete action steps for bringing the vision to reality.

NEXT STEPS

This report and presentation are intended to obtain further clarity of the Council’s vision for the Tennyson Corridor Strategic Initiative. Once Council provides further input on the Council’s vision and recommended focus of this Strategic Initiative, staff will return in June with a two-year action plan for each of the three Strategic Initiatives, for Council discussion and ultimate adoption and inclusion in the FY 2018 budget.

Staff seeks general guidance and direction from Council regarding the overarching concept and vision for the Tennyson Corridor Strategic Initiative, and seeks Council input in response to the following initial questions:

1. How is the geographic area, “Tennyson Corridor,” to be defined for the purposes of the Strategic Initiative focus over the next two years?
2. Should specific “catalyst” or “opportunity” sites be identified for further exploration and discussion? If so, are there some sites or areas that should be prioritized over the next two years?
3. Is the development of a Concept Plan the desired method for articulating and advancing the concept and vision for this Strategic Initiative?
4. What are the key considerations and outcomes that Council desires to prioritize in the development of the Tennyson Corridor Strategic Initiative over the next two-years?

Prepared by: Sean Reinhart, Director of Library & Community Services

Recommended by: Maria Hurtado, Assistant City Manager
Sean Reinhart, Director of Library & Community Services

Approved by:

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

Kelly McAdoo, City Manager