



CITY OF HAYWARD DOWNTOWN SPECIFIC PLAN

Task Force Meeting #6
January 22, 2018

AGENDA

- 1 Introduction & Welcome
- 2 Downtown Specific Plan Status Update
- 3 Downtown Specific Plan Draft Goals & Policies
- 4 Activity
- 5 Wrap up & Next steps

INTRODUCTION

City of Hayward

Damon Golubics, Senior Planner

Lisa Wise Consulting, Inc.

Lisa Wise, AICP, President

Kathryn Slama, Senior Associate



Hayward Downtown Specific Plan Draft Goals and Policies

DOWNTOWN SPECIFIC PLAN STATUS UPDATE



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DOWNTOWN SPECIFIC PLAN STATUS

Process Workflow



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DOWNTOWN SPECIFIC PLAN STATUS

Public Outreach To-Date

- 5 Task Force Meetings
- 20+ hours Stakeholder Interviews
- 2 CC/PC Study Sessions
- 53 attendees Public Workshop #1
- 90+ attendees 5-day Design Charrette
- Staff/Agency Meetings
- Online Survey and Media
- HEART Team



Hayward Downtown Specific Plan Draft Goals and Policies

DOWNTOWN SPECIFIC PLAN DRAFT GOALS & POLICIES



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VISION STATEMENT

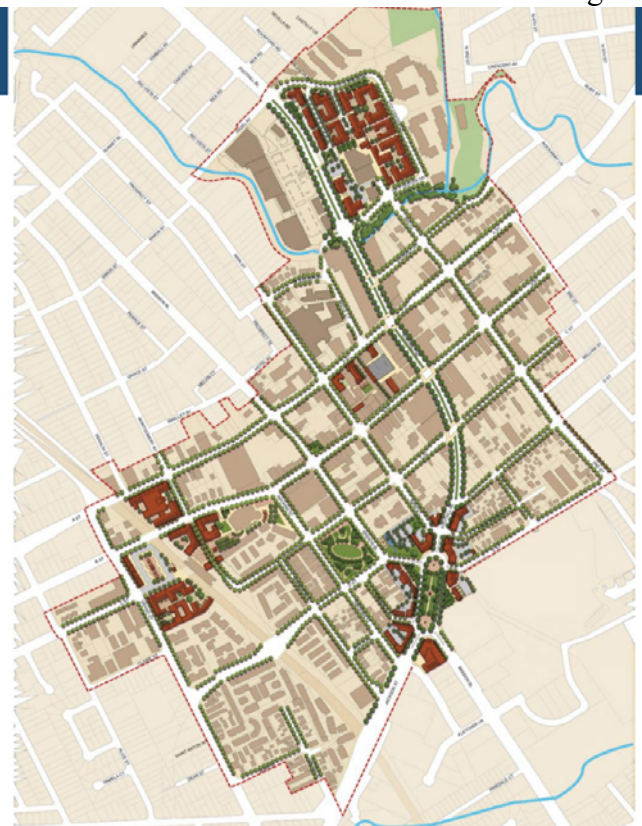
“Downtown Hayward is a regional *destination*, celebrated for its distinct **history, culture, and diversity**; providing shopping, entertainment, employment, and housing options for residents and visitors of all ages and backgrounds; that is accessible by bike, foot, public transit, and car.”



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VISION OVERVIEW

- 4 key Opportunity Sites serve as a catalyst for revitalization
- All streets are complete streets, to the extent possible, that balance the needs of all users.
- Wide range of retail, entertainment, mixed-use, and housing.
- Active ground-floor uses and welcoming elements on buildings support a vibrant, safe, business-friendly environment.
- Fine-grain infill the in heart of Downtown retains and enhances historic character.
- Open space network expanded with a variety of new civic spaces.
- Sustainable and innovative infrastructure systems.



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VISION OVERVIEW

Guiding Principles



Promote Downtown
as safe, lively, and
business friendly



Improve the
circulation network
to better serve
downtown
businesses,
residents, and
visitors



Preserve the
history, arts, culture
of downtown



Build on and enhance
natural features and
open spaces



Establish
downtown as a
regional
destination



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SPECIFIC PLAN GOALS

Goal & Policy Structure

GOAL

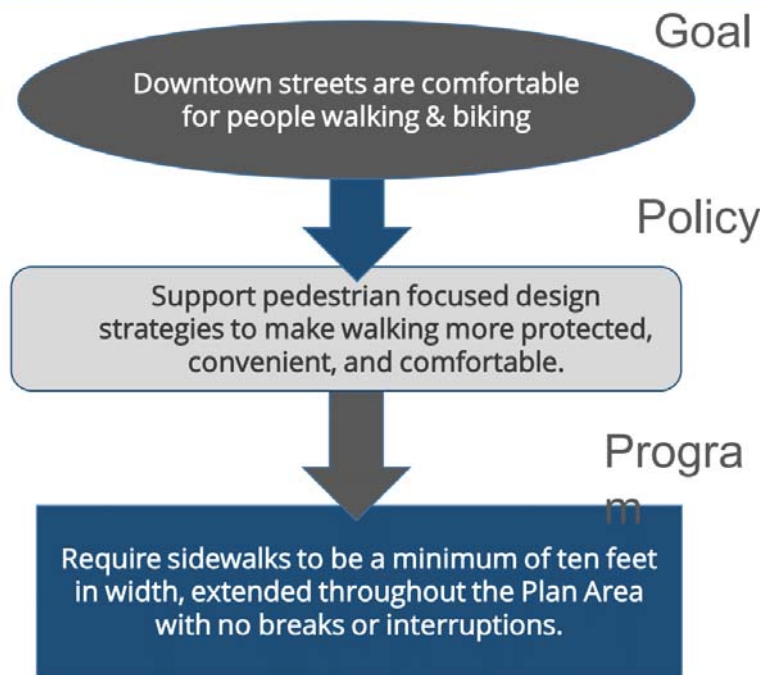
A goal is an objective that sets **general direction**; it is a future goal or end. It is an expression of **community values**. Goals are not expressed as actions, but rather as ends that are already achieved.

POLICY

A policy is a **specific statement that guides decision making**. A policy is based on, and helps **implement**, the goals of the Specific Plan.

PROGRAM

This is an action, requirement, procedure, program, or technique that **implements** out specific plan policy.



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SPECIFIC PLAN GOALS

Land Use, Community Design, & Housing Goals

Goal 1: Downtown is transformed into a **vibrant, walkable City center** that serves as a **regional destination** to play, work, and live for City residents, neighboring communities, and local college students.

Goal 2: Downtown is a beautiful, safe, and high-quality **pedestrian-oriented** environment for all ages to **enjoy day or night**, with sufficient and attractive **lighting**, sidewalk **amenities**, landscaping, and inviting ground floor **frontages**.

Goal 3: A wide **variety** of housing types are available to meet the **economic and physical** needs of a **diverse** population.



Mariachi Festival



Affordable housing development at South Hayward BART

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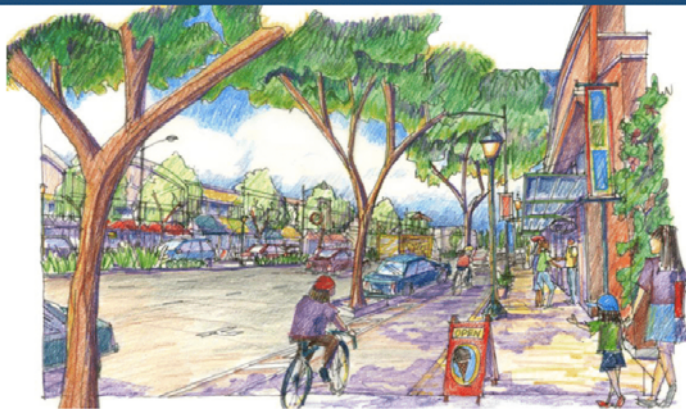


SPECIFIC PLAN GOALS

Mobility Goals

Goal 4: The public right-of-way is recognized as the backbone of the public realm and Downtown streets are comfortable for people walking and bicycling, efficient and convenient for people taking transit, and accommodating to people driving automobiles at a posted speed limits.

Goal 5: Public transportation, walking, biking and shared rides are the preferred means of travel for most trips in Downtown thereby reducing cut-through traffic and the need for parking while also supporting economic development and sustainability initiatives.



Bike sharing service

Cyclists on Telegraph Avenue, Oakland

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SPECIFIC PLAN GOALS

Economic Development

Goal 6: Downtown capitalizes on its location in the region, leverages its amenities, and captures more sales tax revenue to become a national model for the revitalization of mid-size cities.



Lincoln Landing development Site Plan



Maple & Main rendering

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SPECIFIC PLAN GOALS

Infrastructure & Public Facilities

Goal 7: Public services, community facilities, and utility systems are **well maintained**, implement Citywide **climate change** policies, and **meet the needs** of current and future Downtown residents, businesses, and visitors.



Hayward Fire Station



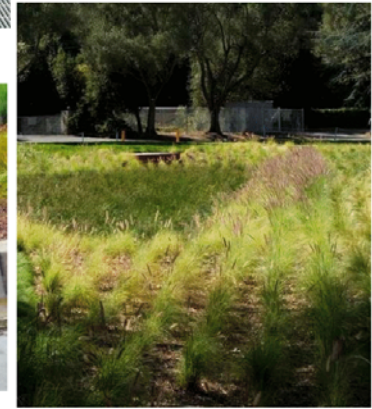
Bridging rain gardens



Flow-through planters



Curb cut + bioswale



Bioretention

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Activity



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ACTIVITY

Review the worksheet and address the following discussion questions:

1. Do the goals align with your vision for the category?
2. What are the barriers to achieving that vision?
3. Are there any topics missing from the proposed policy directions?
4. What are the three most important activities for the City?

Complete the workbook by identifying whether the priority of the policy direction is "high", "medium" or "low".

Return your workbooks to City staff at the end of the meeting



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Questions



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Next Steps



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NEXT STEPS

Upcoming Events	Date
Task Force Meeting #7 <i>Code Framework</i>	March 12, 2018
Public Review Draft Specific Plan and Code	Spring 2018



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For More Information

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or visit

<http://www.hayward-ca.gov/your-government/boards-commissions/downtown-specific-plan-task-force>



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