

Sustainability and Key Goals, Policies and Programs from the Land Use and Community Character (LU) and Mobility (M) Sections of the General Plan

The following General Plan goals, policies and programs will be evaluated as part of the Downtown Specific Plan project with an eye towards sustainability:

Goal LU-1

Promote local growth patterns and sustainable development practices that improve quality of life, protect open space and natural resources, and reduce resource consumption, traffic congestion, and related greenhouse gas emissions.

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.

Goal M-1

Provide a comprehensive, integrated, and connected network of transportation facilities and services for all modes of travel.

Policy M-1.2 Multimodal Choices

The City shall promote development of an integrated, multi-modal transportation system that offers desirable choices among modes including pedestrian ways, public transportation, roadways, bikeways, rail, and aviation.

Policy M-1.3 Multimodal Connections

The City shall implement a multimodal system that connects residents to activity centers throughout the city, such as commercial centers and corridors, employment centers, transit stops/stations, the airport, schools, parks, recreation areas, and other attractions.

M-1.6 Bicycling, Walking, and Transit Amenities

The City shall encourage the development of facilities and services, (e.g., secure term bicycle parking, street lights, street furniture and trees, transit stop benches and shelters, and street sweeping of bike lanes) that enable bicycling, walking, and transit use to become more widely used modes of transportation and recreation.

Goal M-2

Connect Hayward to regional and adjacent communities' transportation networks and reduce the impacts of regional through traffic in Hayward.

Policy M-2.4 Regional Transit Options

The City shall work with adjacent communities, AC Transit, BART, and Amtrak to assess transit options and provide facilities and services that efficiently move local and regional transit riders through Hayward.

Goal M-3

Provide complete streets that balance the diverse needs of users of the public right-of-way.

Policy M-3.1 Serving All Users

The City shall provide safe, comfortable, and convenient travel along and across streets to serve all users, including pedestrians, the disabled, bicyclists, and motorists, movers of commercial goods, and users and operators of public transportation.

Policy M-3.2 Non-Auto Needs

The City shall consider the needs of transit riders, pedestrians, people in wheelchairs, cyclists, and others in long-range planning and street design.

Policy M-3.10 Motorists, Bicyclists, and Pedestrian Conflicts

The City shall develop safe and convenient bikeways and pedestrian crossings that reduce conflicts between pedestrians, bicyclists, and motor vehicles on streets, multi-use trails, and sidewalks.

Goal M-5

Provide a universally accessible, safe, convenient, and integrated pedestrian system that promotes walking.

Policy M-5.1 Pedestrian Needs

The City shall consider pedestrian needs, including appropriate improvements to crosswalks, signal timing, signage, and curb ramps, in long-range planning and street design.

Policy M-5.2 Pedestrian System

The City shall strive to create and maintain a continuous system of connected sidewalks, pedestrian paths, creekside walks, and utility greenways throughout the city that facilitates convenient and safe pedestrian travel, connects neighborhoods and centers, and is free of major impediments and obstacles.

Policy M-5.3 Access to Transit

The City shall enhance and maintain sidewalk and other pedestrian improvements for access to key transit stops and stations for seniors and other persons with special needs.

Policy M-5.4 Sidewalk Design

The City shall require that sidewalks, wherever possible, be developed at sufficient width to accommodate pedestrians including the disabled; a buffer separating pedestrians from the street and curbside parking; amenities; and allow for outdoor uses such as cafes.

Policy M-5.5 Streetscape Design

The City shall require that pedestrian-oriented streets be designed and maintained to provide a pleasant environment for walking including shade trees; plantings; well-designed benches, trash receptacles, and other furniture; pedestrian-scaled lighting fixtures; wayfinding signage; integrated transit shelters; public art; and other amenities.

Policy M-5.6 Safe Pedestrian Crossings

The City shall strive to improve pedestrian safety at intersections and mid-block locations by providing safe, well-marked pedestrian crossings, bulb-outs, or median refuges that reduce crossing widths, and/or audio sound warnings.

Goal M-6

Create and maintain a safe, comprehensive, and integrated bicycle system and support facilities throughout the city that encourage bicycling that is accessible to all.

Policy M-6.1 Bikeway System

The City shall maintain and implement the Hayward Bicycle Master Plan.

Policy M-6.2 Encourage Bicycle Use

The City shall encourage bicycle use in all neighborhoods, especially where short trips are most common.

Policy M-6.3 Appropriate Bikeway Facilities

The City shall provide bikeway facilities that are appropriate to the street classifications and type, traffic volume, and speed on all right-of-ways.

Goal M-7

Improve coordination among public agencies and transit providers to meet public transit needs and provide greater mobility.

Policy M-7.3 Transit Service Expansion

The City shall collaborate with BART and AC Transit to expand short- and long-term opportunities to expand services (e.g., extend rapid bus service from Bayfair to the

South Hayward BART Station), pursue a hydrogen fueling station for both buses and personal vehicle use, and improve transit stations by expanding amenities at stations.

Policy M 7.10 New Facilities

The City shall work with transit providers to incorporate transit facilities into new private development and City project designs including incorporation of transit infrastructure (i.e., electricity, fiber-optic cable, etc.), alignments for transit route extensions, and new station locations.

Policy M 7.11 Shuttle Service

The City shall evaluate the need for shuttle service citywide and support public and private efforts and activities to bridge gaps in existing transit service.

Goal M-8

Encourage transportation demand management strategies and programs to reduce vehicular travel, traffic congestion, and parking demand.

Policy M-8.1 Increase Vehicle Occupancy

The City shall work with a broad range of agencies (e.g., Metropolitan Transportation Commission, BAAQMD, AC Transit, Caltrans) to encourage and support programs that increase vehicle occupancy including the provision of traveler information, shuttles, preferential parking for carpools/vanpools, transit pass subsidies, and other methods.

Policy M-8.2 Citywide TDM Plan

The City shall maintain and implement a citywide Travel Demand Management Program, which provides a menu of strategies and programs for developers and employers to reduce single-occupant vehicle travel in the city.

Policy M-8.3 Employer Based Strategies

The City shall encourage employers to participate in TDM programs (e.g., guaranteed ride home, subsidized transit passes, carpool and vanpool programs) and to participate in or create Transportation Management Associations to reduce parking needs and vehicular travel.

Policy M-8.4 Automobile Trip Reduction

The City shall encourage employers to provide transit subsidies, bicycle facilities, alternative work schedules, ridesharing, telecommuting and work-at-home programs, employee education, and preferential parking for carpools/vanpools.

Policy M-8.5 Commuter Benefits Program

The City shall assist businesses in developing and implementing commuter benefits programs (e.g., offers to provide discounted or subsidized transit passes, emergency

ride home programs, participation in commuter rideshare programs, parking cash-out or parking pricing programs, or tax credits for bike commuters).

Policy M-8.6 Car/Bike Sharing Programs

The City shall assist businesses in developing and implementing car and bike sharing programs, and shall encourage large employers (e.g., colleges, Hayward Unified School District (HUSD)) and the BART stations to host car and bike sharing programs available to the public.

Policy M-8.7 Public-Private Transportation Partnerships

The City shall encourage public-private transportation partnerships (e.g., car sharing companies) to establish programs and operations within the city to reduce single-occupant vehicle use.

Policy M-8.8 Regional TDM Program

The City shall implement the Alameda County Transportation Commission Travel Demand Management Element of the Congestion Management Program, which includes a checklist covering specific TDM strategies that the city could employ as part of its own TDM plan (e.g., preferential parking, car/van pools, casual car pools, subsidized transit passes).

Policy M-8.9 City Facility Locations

When making decisions about where to rent or build new City facilities, the City shall give preference to locations that are accessible to an existing public transit line or ensure that public transit links (e.g. bus lines) are extended to the new locations.

Goal M-9

Provide and manage a balanced approach to parking that meets economic development and sustainability goals

Policy M-9.4 Parking Management

The City shall continue to coordinate with other public and institutional parking suppliers (e.g., BART, Chabot College, and Cal State University, East Bay) to provide sufficient parking, and to implement parking charges and preferential parking programs (e.g. designated parking spaces for carpool/vanpool, electric vehicle, and carshare closer to building entrances.), and shall work with such agencies to minimize the impacts of their parking policies on adjacent residential streets.

Policy M-9.8 Downtown Parking

The City shall maintain and implement a Downtown Parking Management Plan that considers consolidation and expansion of downtown parking with multi-level parking structures and other options to address Downtown parking needs.

Policy M-9.9 Alternative Fuel Vehicle Parking

The City shall require new private parking lots to grant low-carbon vehicles access to preferred parking spaces, and shall require new private parking lots to provide electric vehicle charging facilities. The City shall provide electric vehicle charging facilities in public parking lots.

Policy M-9.10 Unbundled Multifamily Parking

The City shall encourage multifamily development projects to separate (i.e., unbundle) the cost of parking from lease or rent payments.

Policy M-9.11 Multifamily Charging Stations

The City shall consider requiring electric vehicle charging stations in new multifamily development projects.