



DATE: January 9, 2016

TO: Council Sustainability Committee

FROM: Development Services Director

SUBJECT Downtown Specific Plan – Sustainability Discussion

RECOMMENDATION

That the Council Sustainability Committee reviews this report and provides feedback to City staff regarding the sustainability issues (bike/pedestrian infrastructure, complete streets, green infrastructure, trees, etc.) the Committee would like to see City staff and the consultant team focus on as part of the Downtown Specific Plan project.

SUMMARY

The purpose of this item is to provide the Council Sustainability Committee an opportunity to provide input regarding key sustainability topics and issues the Committee would like to be addressed in the Downtown Specific Plan.

BACKGROUND

The Downtown Specific Plan project was initiated early last year. In September of 2016, after terminating the agreement with the initially selected consultant due to concerns with performance, Lisa Wise Consulting (LWC) was selected to continue the Downtown Specific Plan project. A kickoff meeting involving LWC and the project team occurred on September 9th, and work on the project has restarted. The Downtown Specific Plan Task Force met on December 12, 2016 (see summary of that meeting below). A community workshop and design charrette is planned for the first quarter in 2017, to obtain input from the community and policy makers, including input regarding sustainability issues.

November 15, 2016 Joint City Council/Planning Commission Work Session – The City Council and Planning Commission held a joint work session in November of 2015. Among the various items discussed by Council members and Commissioners, concerns related to bike and pedestrian safety in Downtown, bike rental, bike parking, walkability, and encouraging more sustainable modes of transportation to access public transportation were discussed (Attachment II).

December 12, 2016 Downtown Specific Plan Task Force Meeting – The Task Force held their first meeting where LWC presented information on the specifics of the project, including the role of the Task Force, the tentative meeting schedule for the next six (6) months, a review of

applicable General Plan policies and programs, and ideas for community engagement. LWC also led the Taskforce through a discussion on key issues facing Downtown, strengths of Downtown, opportunities for improvement and utilizing the Specific Plan as a vehicle for change within the Plan area. Task Force members also discussed ideas for bicycle and pedestrian improvements within the Plan area.

The tentative date for the next Task Force meeting is January 23, 2017. The topic of discussion for their next meeting will be a market analysis of the Plan area.

DISCUSSION

The Downtown Specific Plan project is scheduled to address sustainability during the first workshop at the end of January (tentatively scheduled for January 25, 2017) and during the five-day design charrette (tentatively scheduled for March 14th through the 18th). City staff and the consultant team are currently evaluating infrastructure needs in the plan area and gaining a basic understanding of various aspects of Downtown Hayward. Once this information gathering phase has been completed, the consultant team and staff will evaluate sustainability methods that can be applied to various parts of the Plan area.

The goal of this informational item is to obtain input from the Sustainability Committee members regarding sustainability strategies that can be incorporated into the Downtown Plan. Staff and the consultant team look forward to making Downtown Hayward more people friendly and walkable, especially along A Street and Mission and Foothill Boulevards. Emphasis on bicycle and pedestrian improvements, crafting a thoughtful parking strategy, and inclusion of better/efficient lighting, landscaping and street furniture will be considered as part of creating a sustainable and desirable Downtown area.

Attachment III lists goals, policies and programs contained in the General Plan to assist the Committee in formulating sustainability recommendations for potential inclusion in the draft Downtown Plan. Also attached is the project scope which highlights aspects of the project

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.

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 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 that the current General Plan Implementation fee be expanded/increased to create a new Policy Planning Fee.

SUSTAINABILITY FEATURES

The Downtown Plan will promote sustainability and sustainability features will be identified during the development of the Downtown Plan, with key input from the Council Sustainability Committee and the public. It is anticipated that the Plan will encourage green infrastructure, bicycle and pedestrian infrastructure, trees, etc.

PUBLIC CONTACT

There has been no public contact in conjunction with this Committee item. As the project unfolds, the Downtown Specific Plan project will have extensive public outreach as part of the Plan development process and additional opportunities for input from the Sustainability Committee. 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, 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.

NEXT STEPS

A community workshop and design charrette will occur during the first quarter of 2017. A schedule of future Downtown Specific Plan meetings and events will be posted on the City’s website and forwarded to the Sustainability Committee once it is finalized.

Prepared by: Damon Golubics, Senior Planner

Reviewed by: David Rizk, AICP, Director of Development Services

Recommended by: Alex Ameri, Director of Utilities & Environmental Services

Approved by:

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

Kelly McAdoo, City Manager