



General Plan Update Task Force Meeting

September 26, 2013

7:00 pm to 9:00pm; City Hall, Conference Room 1E

Meeting #14 – Draft Policy Document Review – Part 2

- I. **Call to Order - 7:00 pm**
- II. **Roll Call/Introductions**
- III. **Comments/Approval of Meeting #13 (Draft Policy Document Review) Summary Notes**
- IV. **Large Group Discussion and Public Comment Period**
 - Review draft policy document including the draft Implementation Programs
- V. **Adjourn – 9:00 pm**



General Plan Update Task Force Meeting

September 26, 2013

Meeting #14 – Draft Policy Document Review – Part 2

Memorandum

TO: General Plan Update Task Force

FROM: Sara Buizer, AICP, Senior Planner

SUBJECT: Draft Policy Document Review

In preparation for the second meeting of the General Plan Update Task Force on the draft policy document planned for September 26th, this memo provides details to facilitate our discussion. At this stage, staff is seeking guidance primarily on the draft Implementation Programs since the Task Force has already reviewed goals and policies and provided feedback on those.

Copies of the draft policy document are available at the following link: <http://www.hayward-ca.gov/CITY-GOVERNMENT/BOARDS-COMMISSIONS-COMMITTEES/GENERAL-PLAN-UPDATE-TASK-FORCE/GPUDOCS.html>

In response to comments received at the April 4 General Plan Update Task Force meeting and the July 10 City Council Sustainability Committee meeting, the Residential Energy Conservation Ordinance (RECO) and the Commercial Energy Conservation Ordinance (CECO) have been removed from the list of programs related to the Climate Action Plan (CAP). The RECO and CECO, which were identified in the 2009 CAP, could, in some cases, have required expensive energy efficiency improvements in existing buildings. However, given that approximately 35 percent of Hayward's GHG emissions are from building energy use and because most of the buildings that will exist in 2050 are already built, energy efficiency in existing buildings must be addressed in order to meet long term GHG reduction goals. Staff included an Energy Performance Audit and Disclosure (EPAD) ordinance (see Implementation Programs NR-9 and NR-10). The intent of the EPAD is to require disclosure of energy efficiency information for existing buildings so that such information may allow market forces to lead to increases in energy efficiency. Over time, energy efficiency improvements that are determined to be affordable and cost-effective may be required as part of the ordinance.

All feedback will be included in any updates prior to sharing with the Planning Commission and City Council. The City Council is set to review the draft policy document on October 22 and the Planning Commission will review on October 24.



General Plan Update Task Force Meeting

Meeting #13 – September 12, 2013: Review of Draft Policy Document

I. Call to Order

II. Roll Call/Introductions

Task Force Members:		
Alex Harmon		X
Dana Caines		X
Daniel B. Goldstein	X	
Diane Laine	X	
Edward W. Bogue	X	
Heather Enders	X	
Julius C. Willis Jr.	X	
Justin D. King	X	
Lory Hawley	X	
Monica M. Schultz		X
Pedrito C. Gella		X
Ryan Fernandez	X	
Stacy Snowman		X
Veronica Martinez	X	

Others in Attendance:

- Sara Buizer, City of Hayward, Senior Planner
- Jason Jones, Jones Planning + Design (Contract Planner for the City of Hayward)
- Samantha Hernandez, Hayward High student
- Samantha Lopez, Hayward High student

III. Comments/Approval of Meeting # 12

- No Comments

IV. Large Group Discussion and Public Comment Period

Presentation:

- Staff discussed the Task Force, Planning Commission, and City Council review schedule
- An overview of the Policy Document was given:
 - Part 1: Introduction
 - Part 2 City Profile and Vision
 - Part 3: General Plan Elements
 - Part 4: Administration and Implementation
- An overview of the Implementation Programs was presented:
 - Table for each element
 - For each implementation program, there is a timeframe, a list of related policies, a responsible department, supporting departments and partners, and a potential funding sources
 - Implementation Programs are not in the current General Plan
 - Implementation Programs were reviewed and revised by the Department heads and staff

Task Force Comments:

- Correction on page 1-12: Highland Boulevard
- Policy LU- 3.11: Gated Communities: This should be revised to indicate if it applies to apartments or single-family neighborhoods.
- Hacklabs, maker spaces, and crowd-sourcing should be defined in the Land Use and Community Character Element and Economic Development Element.
- Picture of the solar powered trash compactor is interesting. It is state of the art today, but may be common in the future.
- Policy HQL-4.4 on page 3-168: Fire station health centers: Is there enough space in Fire Stations? Will this affect fire operations?
 - The idea of this policy is to encourage joint use, but not to require health centers in every station.
 - Fire Department is already doing this in some stations, but not all.
 - Add something like “as space allows” to clarify the policy.
- What do you think the Council will be concerned about?

- The Health and Quality of Life Element was too much for some of the Council members. They suggested deleting a lot of policies.
 - The implementation programs may not work with current resources and priorities. The Council could eliminate policies if programs are not realistic.
 - The elimination of environmental policies could delay the EIR schedule and the overall schedule for General Plan adoption.
- General comment: The new plan is a lively looking document. The other one is boring in comparison.
- 2040.org: how active is it? Will we use the site to get comments on the document?
 - Activity on 2040.org has been lower with recent topics (health and housing). These topics are not as interesting as visioning.
 - We can use the site to get feedback on the plan.
 - The 2040.org brand could morph after the plan is adopted so old users can continue to use it and to attract new people.
- A lot of the Implementation Programs are listed as a “new program”. Do we have time to do it all?
 - It will be interesting to see what the council thinks?
- There are programs that require the city to relook at every plan every 5 years and revise them. 5 years is not very long. This could be very time consuming, expensive, and unnecessary.
 - The intent is to review and update (as necessary) every five years. Updates may not be necessary, but it is important to keep the plans current and to evaluate their effectiveness.
 - Council may eliminate these programs
 - We need to emphasize the “as necessary” part of the programs
- Are implementation programs on page 4-2 and 4-3 in a prioritized list?
 - They are not prioritized because the Council needs to look at these and give direction.
 - It might be interesting to prioritize the list based on community feedback.
- How do we recognize what is important to the community versus the Council.
 - The community needs to stay active during the public review process
- In general, the implementation programs are put too far out. These are things being done by other cities right now. We should be more aggressive in the schedule to be progressive.
 - Departments were pushing a lot of programs back based on resources.
 - The Council may want to move things up
 - If it is a high priority, Council will need to allocate funding
- Can the General Plan be subject to change in the future?
 - Yes, four amendments are allowed per year

- The city will prepare an annual report on the General Plan, which may recommend amendments and changes.
 - The Implementation Table will probably change overtime based on new priorities.
- Is there a program to improve the Amtrak station?
 - Staff will review and add if necessary
- Loop discussion. Confusion at the merging point. More traffic on Main. Does the loop work or make things worse?
- Downtown Hayward is closed on Sunday. Nothing is open.
 - Businesses probably close because there is a low volume of business and small operators take one or two days off each week.
 - We need businesses to open to achieve the college-town vision.
- Is there a way to help business owners be successful?
 - Downtown Business Association should help new businesses.
- Downtown Discussion:
 - Excited to see the museum in Downtown. Café. Looks wonderful.
 - Big 5 is coming in.
 - Coffee shop is opening in the Cinema building.
- Are there any missing Programs?
 - Page 4-9: BART not mentioned in Intergovernmental Coordination
 - Page 4-10: Public Information: what about social media and mobile devices?
 - Page 4-13: very inclusive list on zoning ordinance update program. Good program.
 - Page 4-16: Item 5: Include mixed-use in the Design Guidelines update.
 - Fiber optics: infrastructure. How is the Fiber moving forward?
 - Page 4-17: Downtown City-Center Specific Plan: Need to add bullet about additional housing opportunities in Downtown: flexibility to allow housing over commercial, and housing on parking lot sites.
- Things that are new to the Task Force:
 - Climate Action Plan Icon: attached to policies and programs
 - EPAD/RPAD to replace RECO/CECO
 - Land Use Element: Land Use Designation Descriptions: FAR standards are new. They are required.
- Reduce duplicative photos. Look at 2040.org for photos. Could we do a call for photos on Hayward2040.org?
- Typo: Woodland Estates Community Association
- Discussion of new massage parlors in Downtown: Lots of openings.
 - The City cannot really control the number of these businesses. If they are certified businesses, then they have the right to open.

- There are no limitations on the number of massage parlors.
 - The City has limitations on drive-thru businesses and liquor sales.
- We need to do something with the historic bank. A restaurant or something.
- Event space: We lack event and meeting space.
- Market-based parking (price is based on demand): Would like to add that the use of paid parking revenues be reinvested for local improvements.
 - We need to add a business validation program to the policy.
 - Palo Alto has free parking. You have to have free parking.
 - Disagree: Reinvest parking revenue in the community and charge to insure that the space is turned-over and not occupied by employees all day.
 - Need to include technology to reserve parking spots with smart phone and to pay parking meters with a smart phone.

Next Steps:

- Continue to review the document and come to the next meeting with comments or submit comments to Sara by email.
- City Council and Planning Commission meetings in October

V. Adjourn