



CITY OF
HAYWARD
HEART OF THE BAY

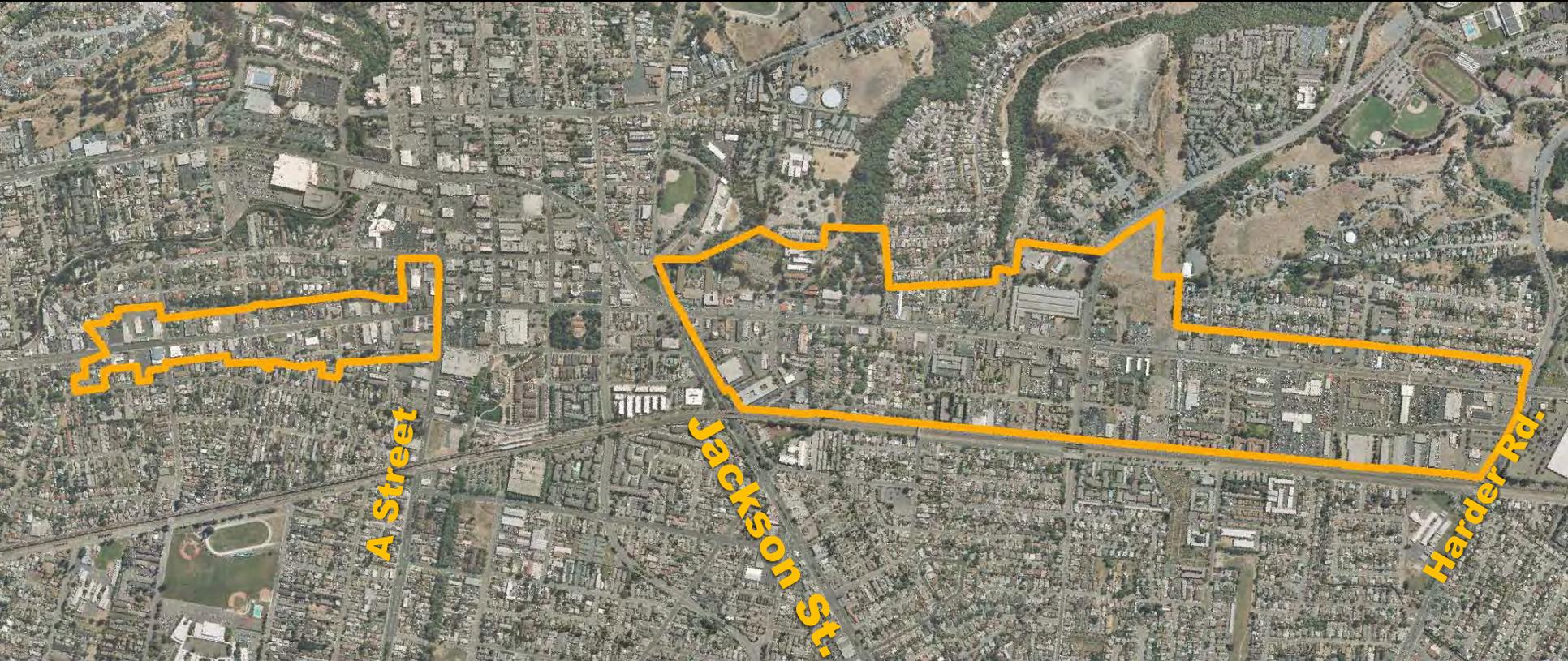
MISSION BOULEVARD CORRIDOR SPECIFIC PLAN AND FORM-BASED CODE



VACANCIES, UNDERDEVELOPED PARCELS



PROJECT AREA – 240 ACRES





SOME NEW, SOME OLD, SOME ABANDONED



BEFORE AND AFTER



ADAPTIVE REUSE



AUTO-RELATED USES



HISTORIC NEIGHBORHOODS



Simon Street



Hotel Street



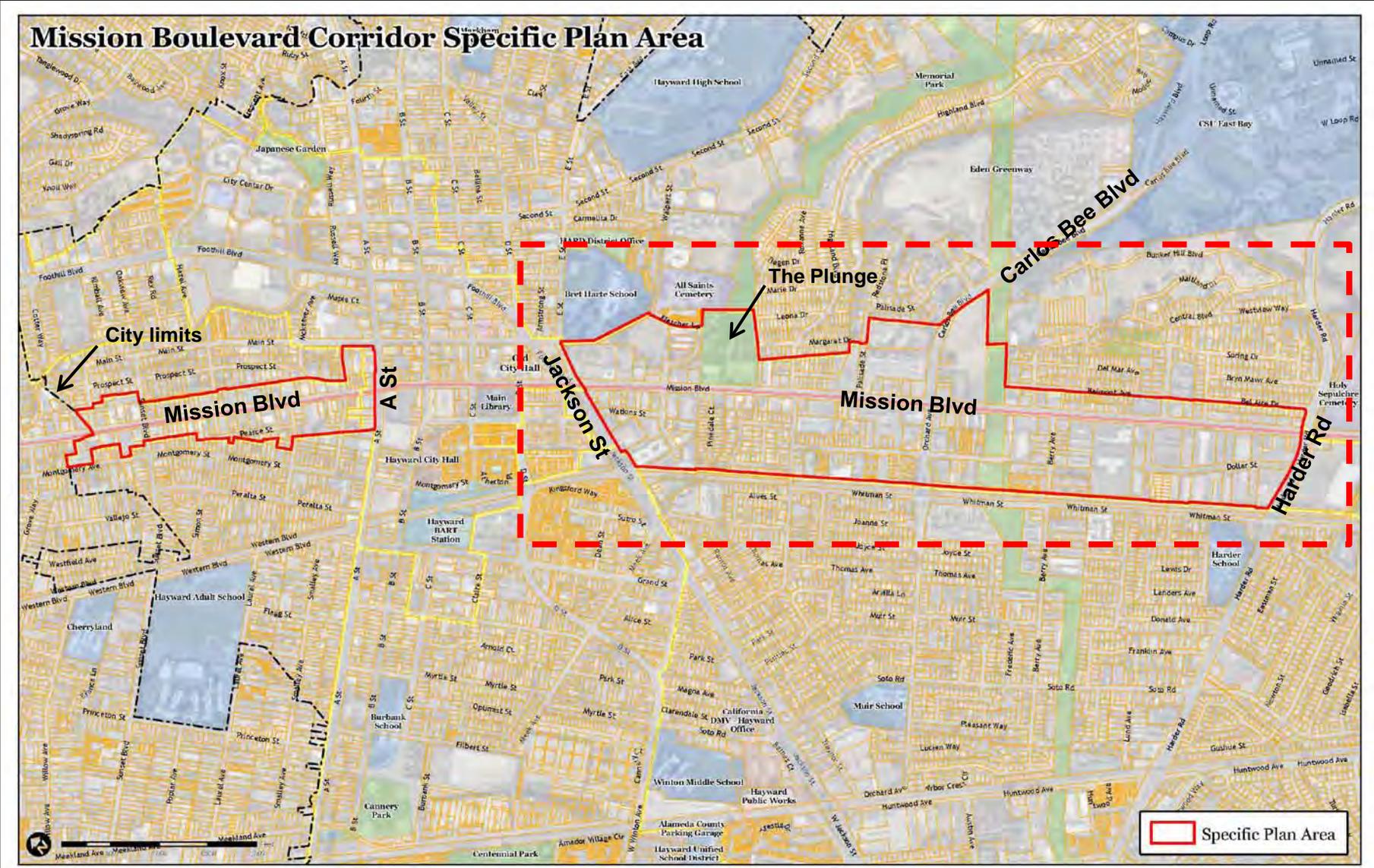
Pearce St

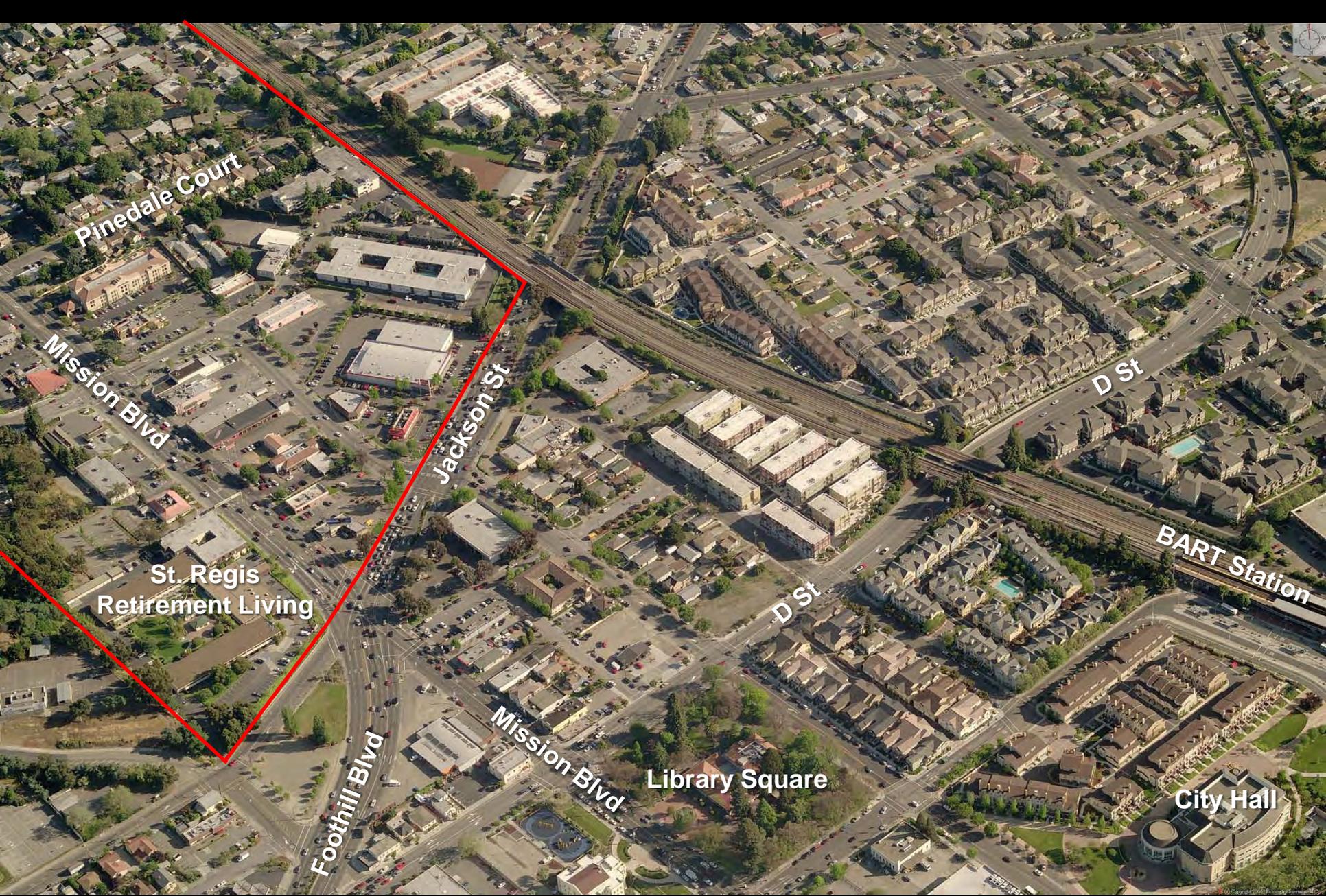


Sunset Blvd.



JACKSON STREET TO HARDER ROAD





Pinedale Court

Mission Blvd

Jackson St

D St

BART Station

St. Regis Retirement Living

D St

Foothill Blvd

Mission Blvd

Library Square

City Hall





Memorial Park

The Plunge

Mission Boulevard

Highland Blvd





Holy Sepulchre Cemetery

K-Mart

Harder Road

Mission Boulevard

Dollar Street

Devon Dr.

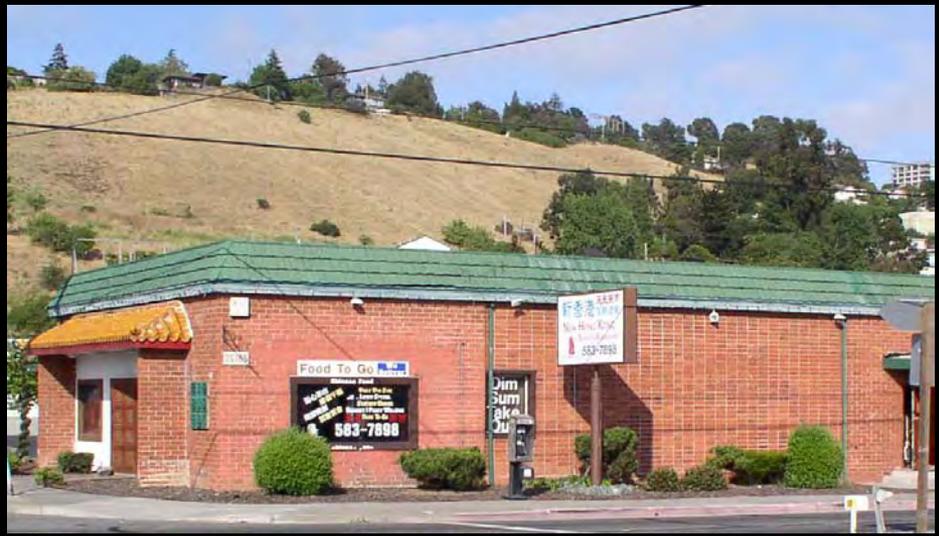
Auto Row



AUTO DEALERS & AUTO-RELATED USES



LOCAL / ETHNIC RESTAURANTS



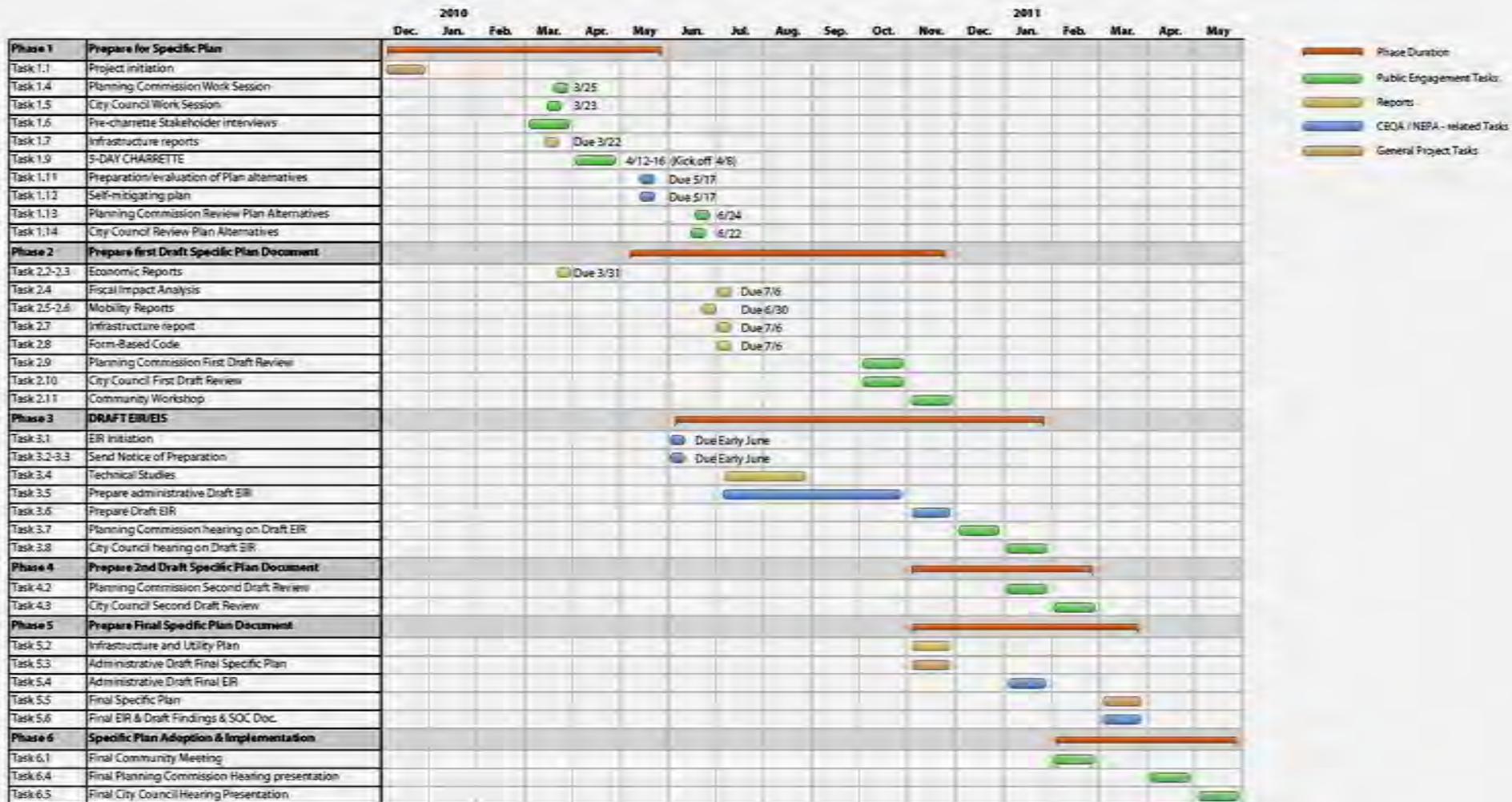
UNDERPERFORMING USES / VACANT BUILDINGS

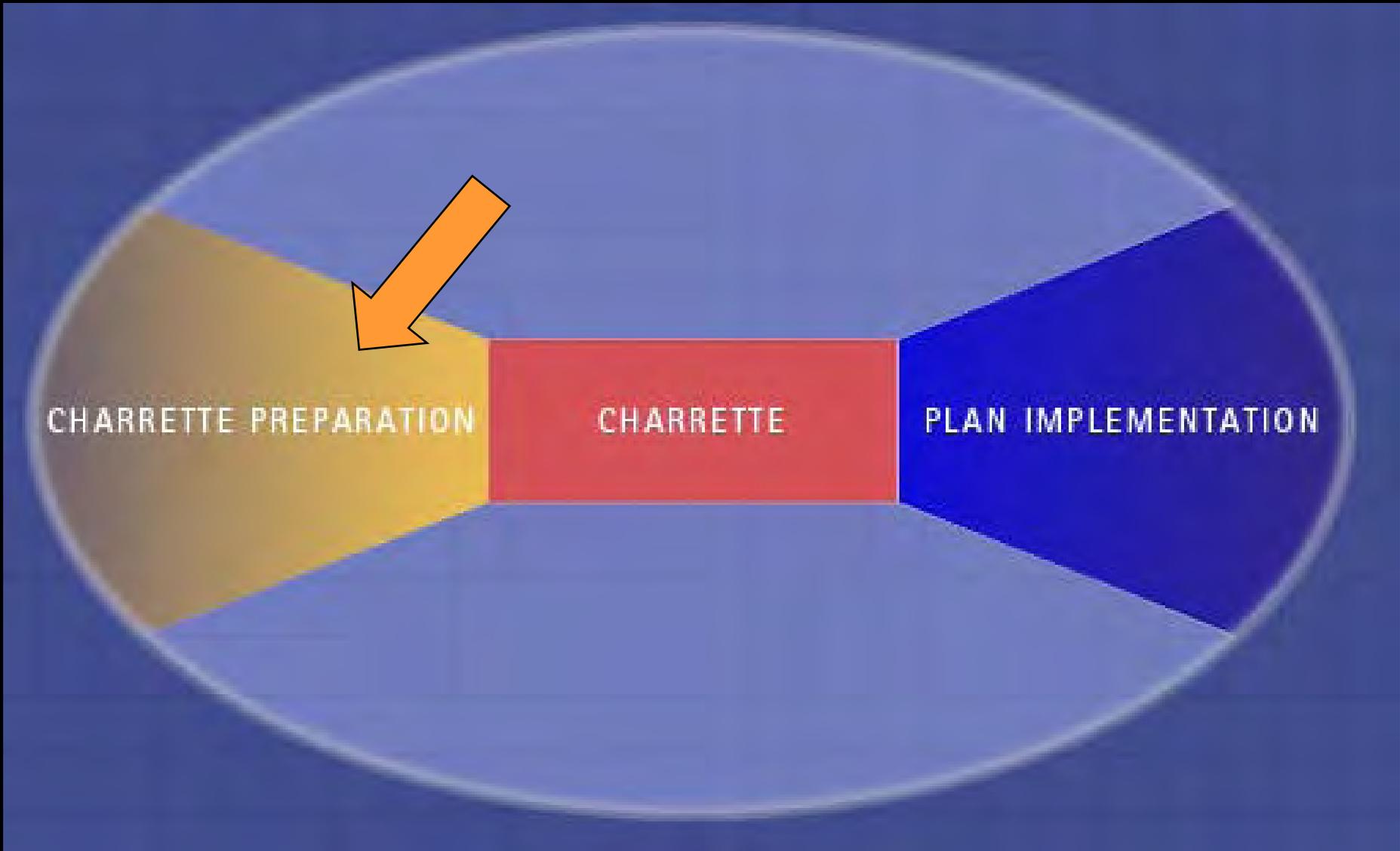


HISTORIC NEIGHBORHOOD - PINEDALE COURT



SCOPE OF WORK & TIMELINE





PUBLIC CHARRETTE

April 12 – 16, 2010





**Hayward's Mission Boulevard
Specific Plan and Form- Based Code**
What is your vision?

Thursday
08 April
2010
Charrette kick-off event

7-9pm
Hayward City Hall
Council Chambers
777 B Street
Hayward, CA

Charrette April 12-16
Visit the City of Hayward's website for details
www.hayward-ca.gov : Projects & Studies





Mission Boulevard Corridor Specific Plan and Form-Based Code Charrette

Monday, April 12th - Friday, April 16th, 2010

DESIGN & PLANNING TEAM Laura Hall, Hall Altimima - <i>Project Director</i> Robert Altimima, Hall Altimima - <i>Urban Design</i> Rob Merritt, Hall Altimima - <i>Urban Design</i> Kevin Colin, Lamphier-Gregory - <i>Planning</i> Eric Brown, Brown Design Studio - <i>Architecture</i> Dede Christopher - <i>Illustrations</i> Chris Ross - <i>Graphics</i> Patrick Siegman, Nelson\Nygaard - <i>Parking & Mobility</i> Bill Lee, AECOM ERA - <i>Market Analysis</i> Darrin Stefanakis, Dowling Associates - <i>Thoroughfare</i>		TIME	MONDAY April 12th	TUESDAY April 13th	WEDNESDAY April 14th	THURSDAY April 15th	FRIDAY April 16th
	9:00 AM	Team tour of project area 9-10 AM	Meeting #3: 9-10 AM <i>Parsons Analysis Report</i>	OFF-SITE FIELD WORK	PRODUCTION	PRODUCTION	
	10:00 AM	DESIGN	Meeting #4: 10-11 AM <i>Market Analysis Report</i>				
	11:00 AM		Meeting #5: 11-noon <i>Merchants, property owners, developers</i>				
	12:00 Noon	Lunch break Noon - 1 PM	Lunch break Noon - 1 PM	Lunch break Noon - 1 PM	Lunch break Noon - 1 PM	Lunch break Noon - 1 PM	
	1:00 PM	Meeting #1: 1-2:30 PM <i>City Council, Planning Commission, Committee members</i>	DESIGN	DESIGN	PRODUCTION	PRODUCTION	
	2:00 PM						
	3:00 PM	Meeting #2 (staff): 3-4:30 PM <i>Development Services, Public Works, Subdevelopment Agency, Police, Fire</i>					
	4:00 PM						
	5:00 PM	Informal Design Review & Pin-up: 5-6 PM	Informal Design Review & Pin-up: 5-6 PM	Informal Design Review & Pin-up: 5-6 PM		CLOSING PRESENTATION 5:30-7 PM <i>City Council Chambers</i>	
	6:00 PM	Dinner break 6-7:30 PM	Dinner break 6-7:30 PM	Dinner break 6-7:30 PM	Dinner break 6-7:30 PM		
OPENING PRESENTATION THURSDAY, April 8th - 7-9 PM Hayward City Council Chambers 777 B Street, Hayward, CA	7:00 PM						
	8:00 PM						
	9:00 PM	DESIGN	DESIGN	DESIGN	PRODUCTION		
CLOSING PRESENTATION FRIDAY, April 16th - 5:30-7 PM Hayward City Council Chambers 777 B Street, Hayward, CA	10:00 PM						

LEGEND:

Focused meetings - onsite	Small meetings focused on specific topics and stakeholders; the general public is welcome.
Informal Design Review	The day's work is presented to the community and is then re-worked for the following night's review.
Design & production	Project team is actively designing; the public is encouraged to observe & interact with them.
Formal presentations	Closing presentation to the community

NOTE: All activities take place in the charrette studio (City Hall Room 2A) except for those specifically noted.

For more information, contact David Rizk, Director of Development Services, City of Hayward at (510) 583-4004, www.hayward-ca.gov.



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LODGING Hampton Inn 24137 Mission Blvd., Hayward, CA	5:00 PM		Informal Design Review & Pin-up: 5-6 PM	Informal Design Review & Pin-up: 5-6 PM		
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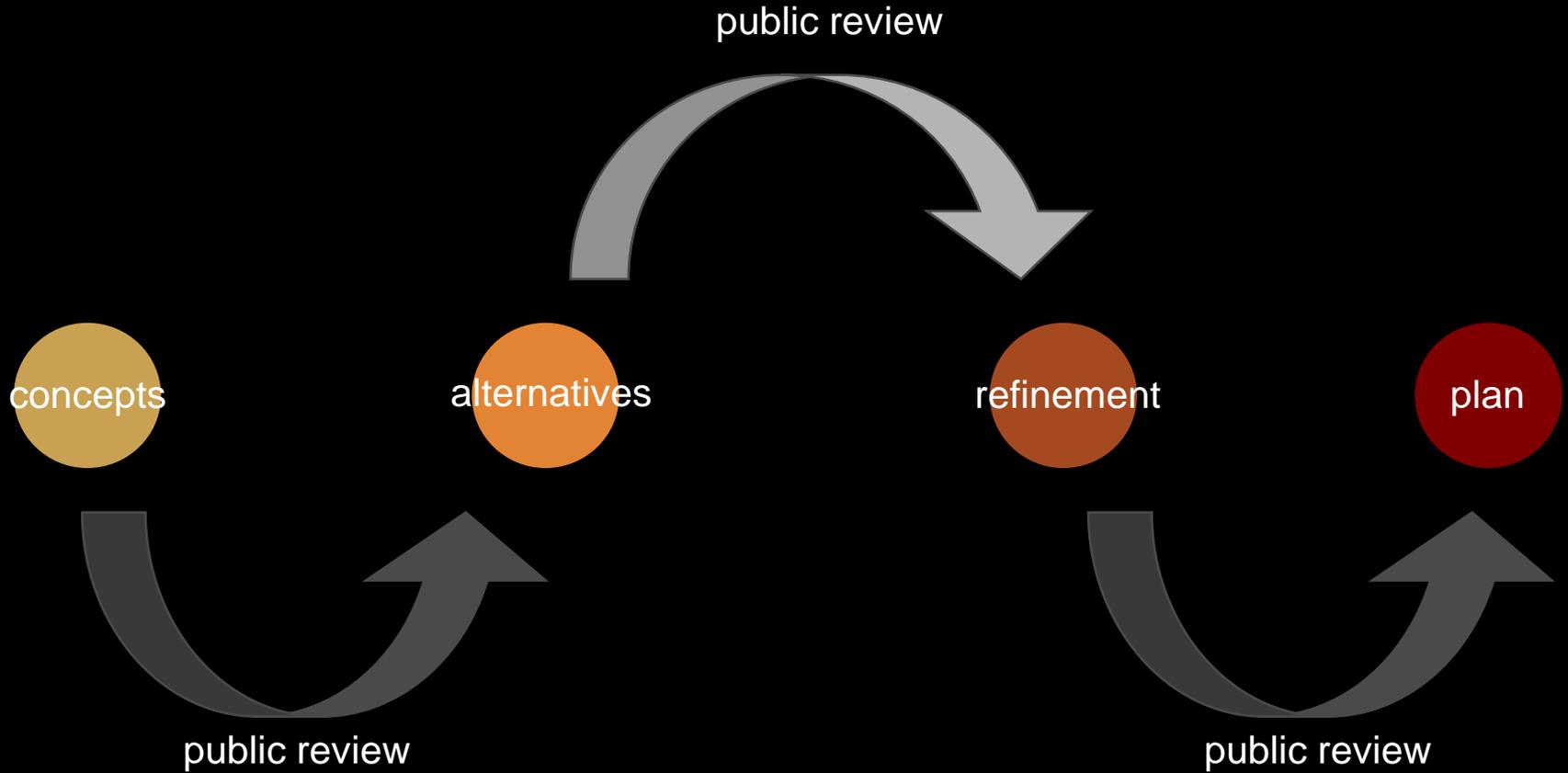
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CHARRETTE PROCESS





- ABOUT HAYWARD
- MAYOR & CITY COUNCIL
- CITY COUNCIL MEETINGS
- PLANNING COMMISSION MEETINGS
- BOARDS, COMMISSION & COMMITTEES
- COUNCIL STANDING COMMITTEES
- AIRPORT
- CODES, ORDINANCES & FEES
- DEPARTMENTS
- EMPLOYMENT
- LOCAL LINKS
- VOLUNTEERING



Mission Boulevard Corridor Specific Plan

■ Overview

The project area includes two segments along Mission Boulevard from Harder Road in the south to the City limits in the north, excluding the downtown core. The **South Hayward BART Form-Based Code** project is under way and will address the portion of Mission Boulevard between Harder Road and Industrial Boulevard.

The Mission Boulevard Corridor Specific Plan will include a form-based code and a long-term economic strategy for the project area. The goals of the project are to develop a vision and supporting implementation strategies that will result in attractive development for the City including vibrant commercial uses; pedestrian-friendly neighborhoods that are safe, desirable, and at sufficient densities to support public transportation; and a built form that will encourage such uses. Other goals include revitalization of the corridor; addressing the deterioration of the existing uses, including distressed auto-related uses, and establishing a vision for transit-oriented development that incorporates economic and environmental sustainability. A program-level Environmental Impact Report (EIR) will be prepared for the project. The project is expected to be completed no later than May, 2011.

■ Map of Project Area

■ Project Timeline

■ Kick-Off Meeting (April 8) & Charrette (April 12 - 16)

- [Kick-Off Meeting and Charrette Announcement](#)
- [Charrette Schedule](#)

■ Reports (City Council, Planning Commission, etc.)

- [11-17-2009 City Council Report](#)
 - [Attachment 2](#)
 - [Attachment 3](#)
 - [Attachment 4](#)
- [03-23-2010 City Council Work Session](#) (report coming soon)
- [03-25-2010 Planning Commission](#)

■ Documents and Studies

■ Glossary of Terms

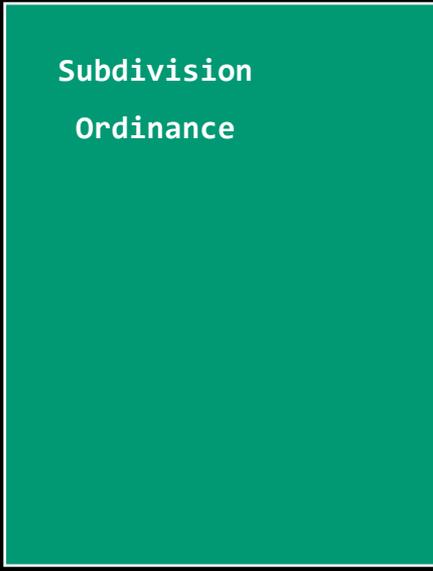
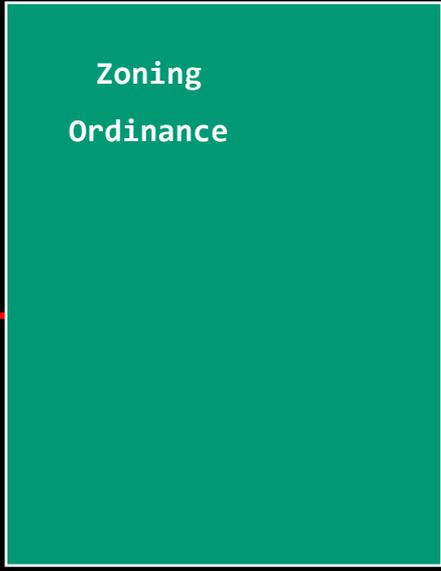
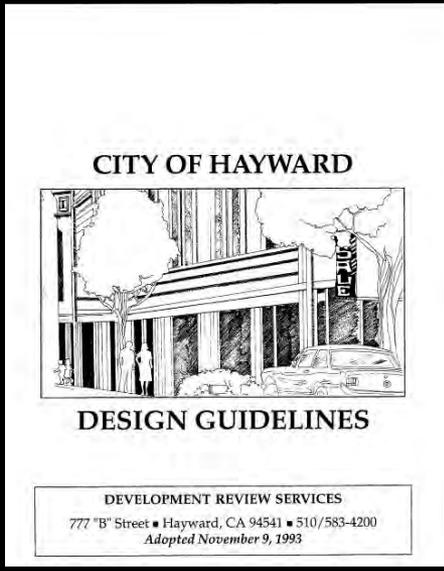
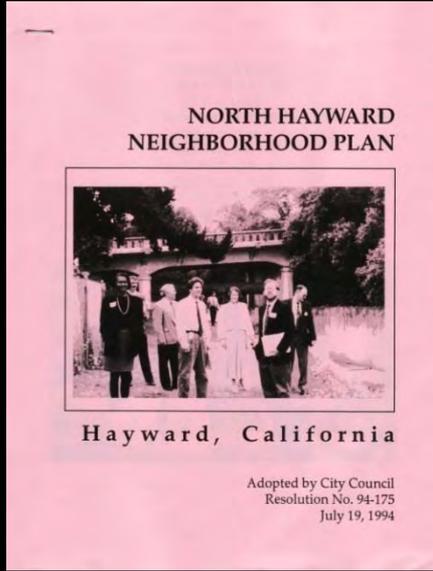
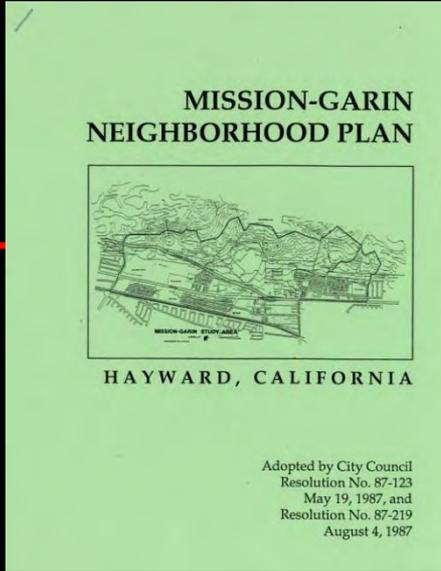
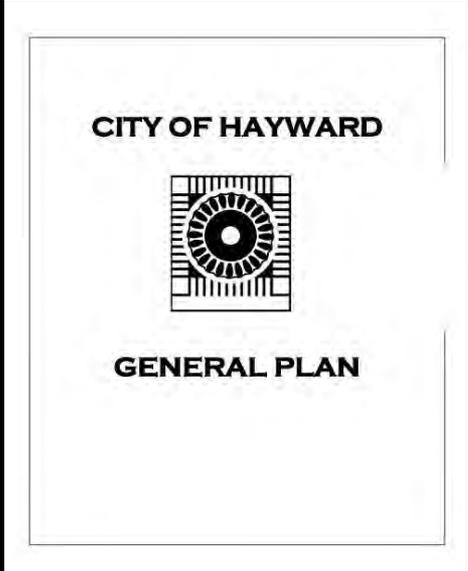
For further information, please contact:
Erik Pearson – Senior Planner - at 510-583-4210
Laura Hall – Hall Alminana, Inc. - at 415-986-9111
Robert Alminana – Hall Alminana, Inc. - at 415-986-9111

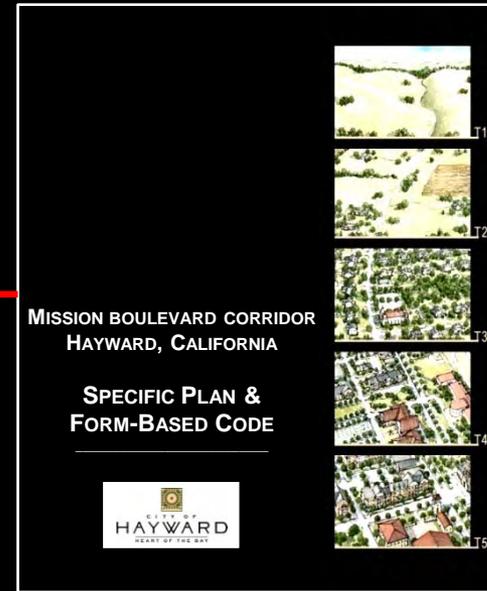
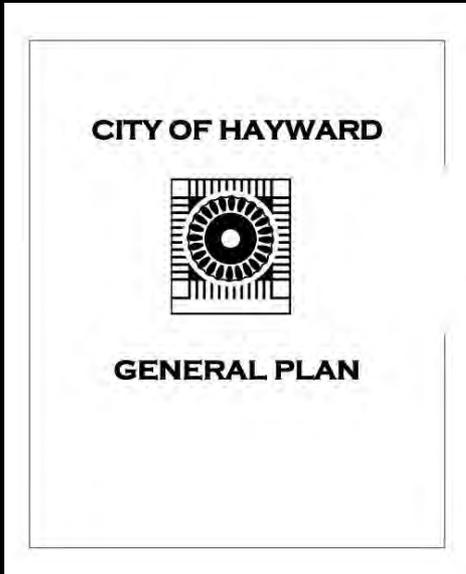


ONGOING STAKEHOLDER INTERVIEWS, INCLUDING:

City Councilmembers	Local developers
Planning Commissioners	Local contractors
Prospect Hill Neighborhood Association	City staff - Planning
Hayward Area Planning Association (HAPA)	City staff - Transportation
Cal State East Bay	City staff – Public Works
County of Alameda	City staff - Engineering
Hayward Area Recreation & Parks (HARD)	Property owners
Bowman Elementary School	Local architects
Moreau Catholic High School	Auto dealerships







LOCATION OF ALQUIST PRIOLO FAULT LINE

Fault Line Survey

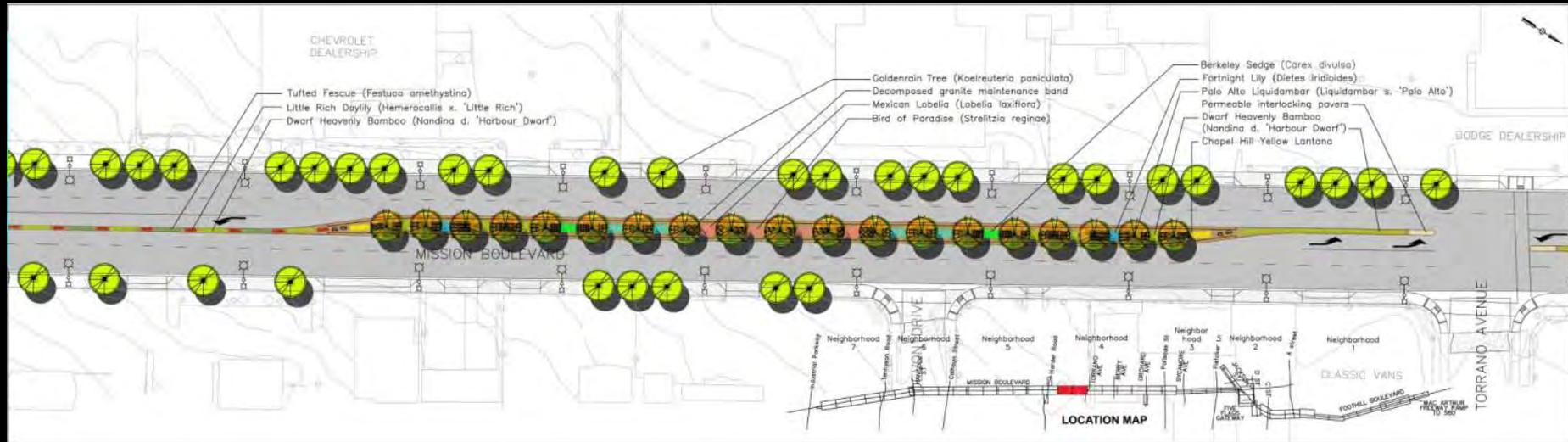


Legend

- Project Area
 - ▭ Parcels
- Fault Line Legend**
- Building
 - Open Spaces
 - Alquist Priolo Fault Zone
 - Fault Line Traces



ROUTE 238 LANDSCAPE IMPROVEMENTS



ON-STREET PARKING

On-Street Parking (after Route 238 Improvements)



Legend

Parking Key

- No On-Street parking
- On-Street Parking
- - - - On-Street Parking with Peak-Hour Traffic
- - - - 10 Minute/ Half-Mile Walk



ON-STREET PARKING North of A Street

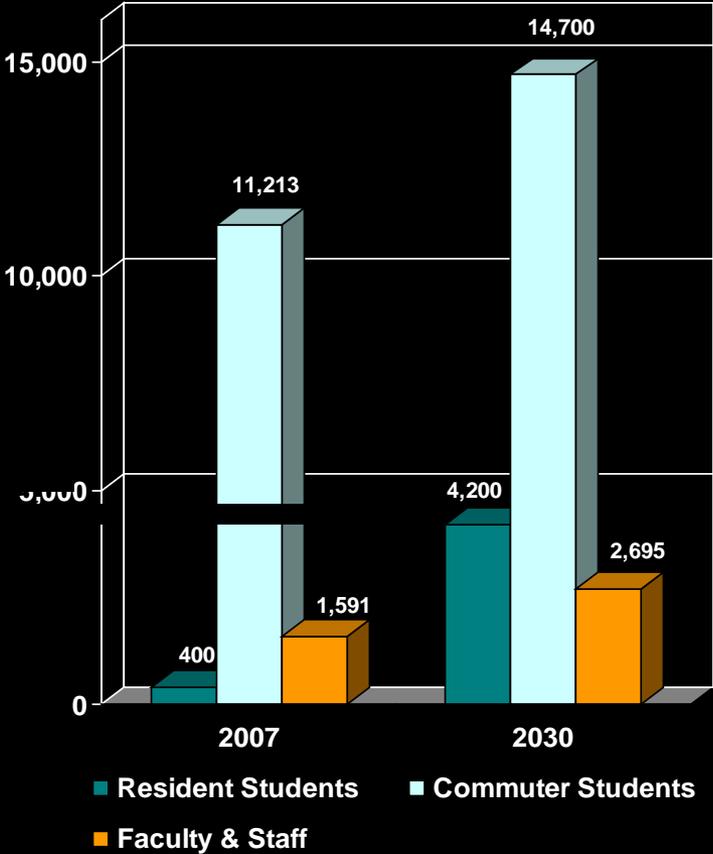


ON-STREET PARKING

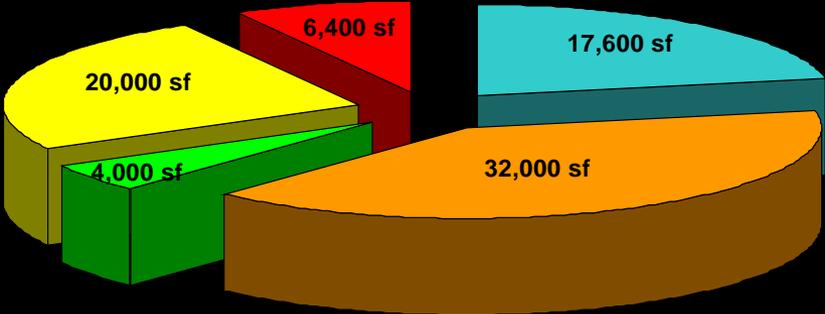
Jackson Street to Harder Road



Retail Demand Generated by Growth of CSU East Bay



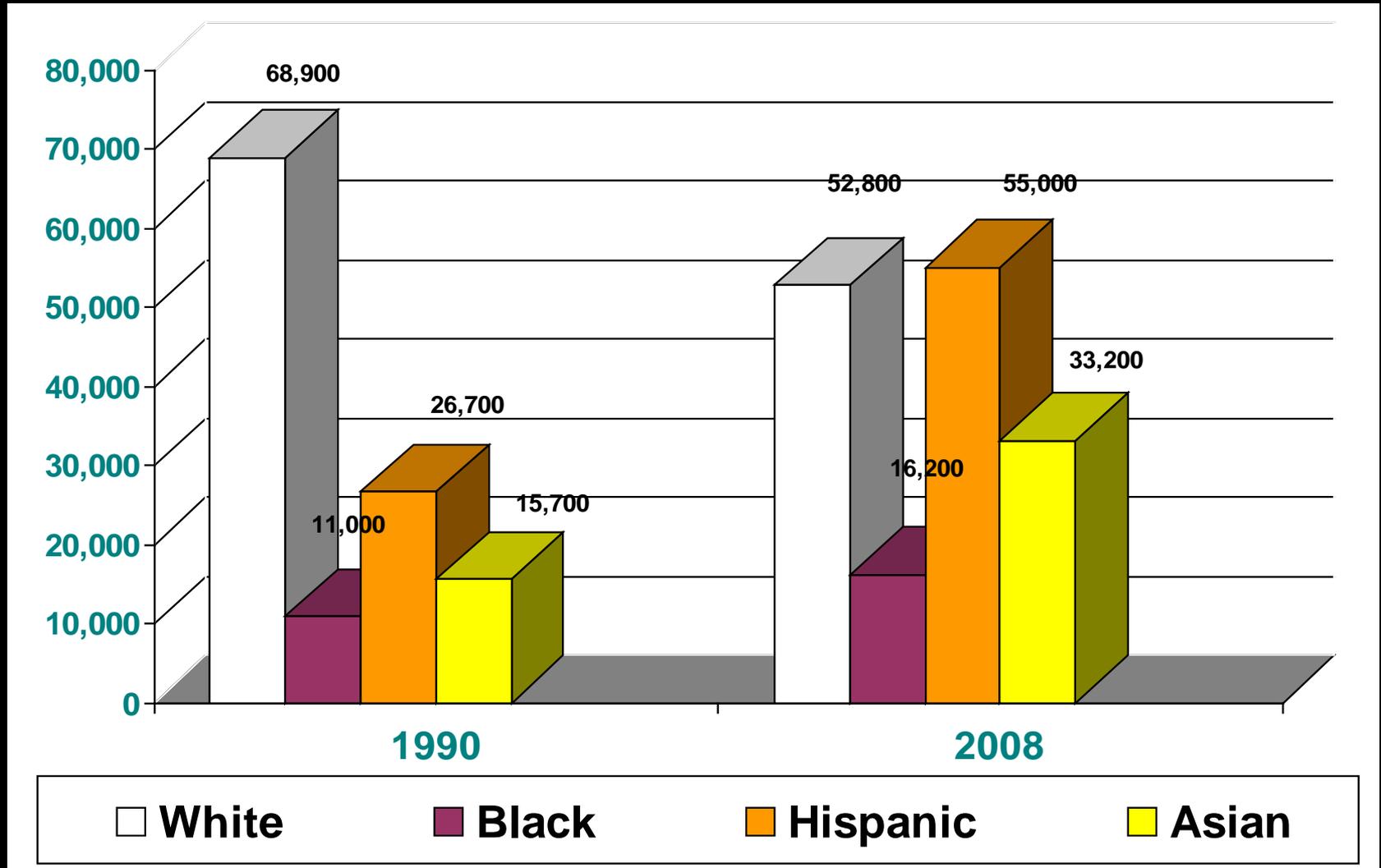
Demand by 2030 = 80,000 SF



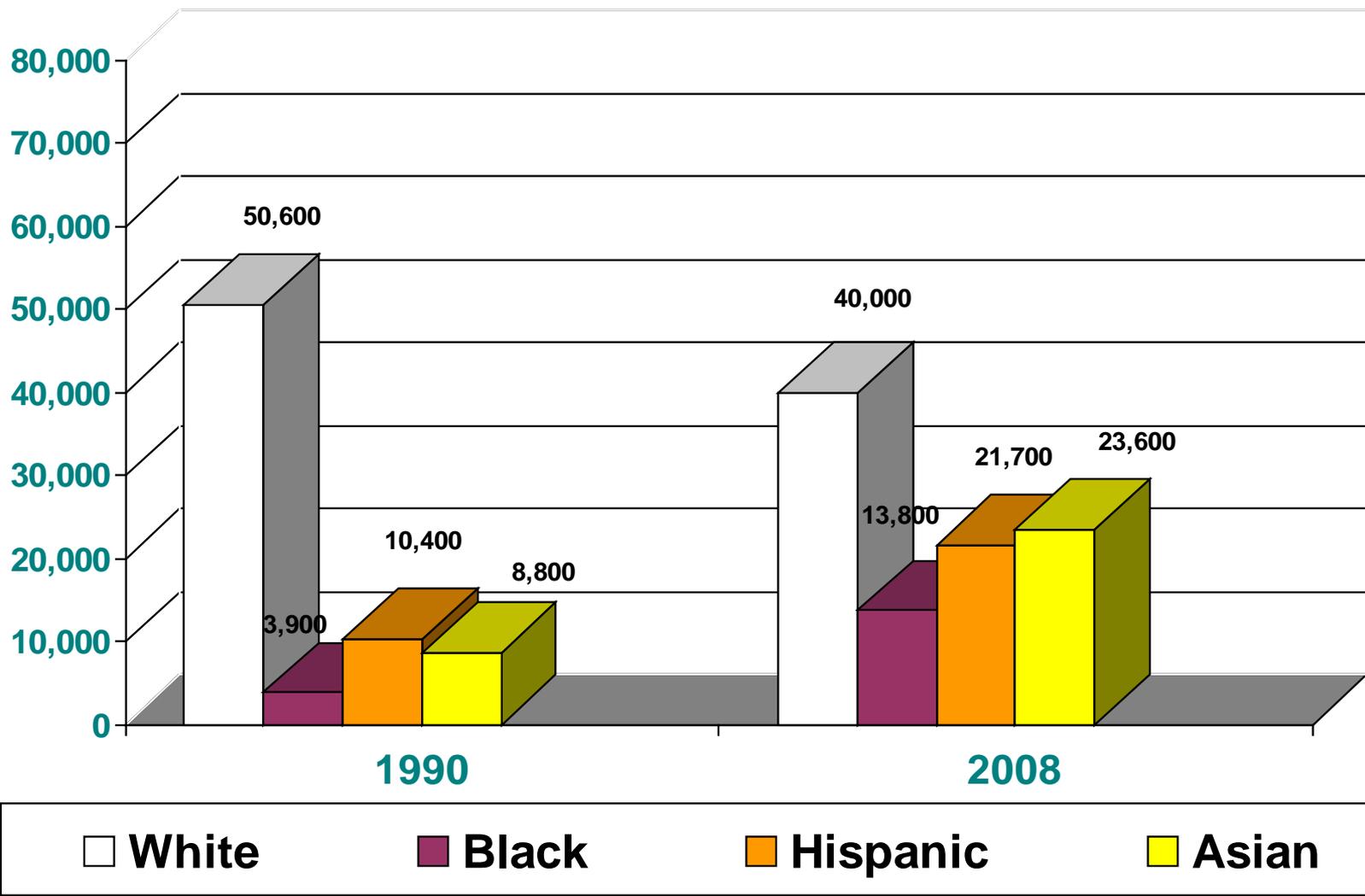
- Books & Supplies
- Restaurants & Food Stores
- Apparel
- Personal Services
- Entertainment



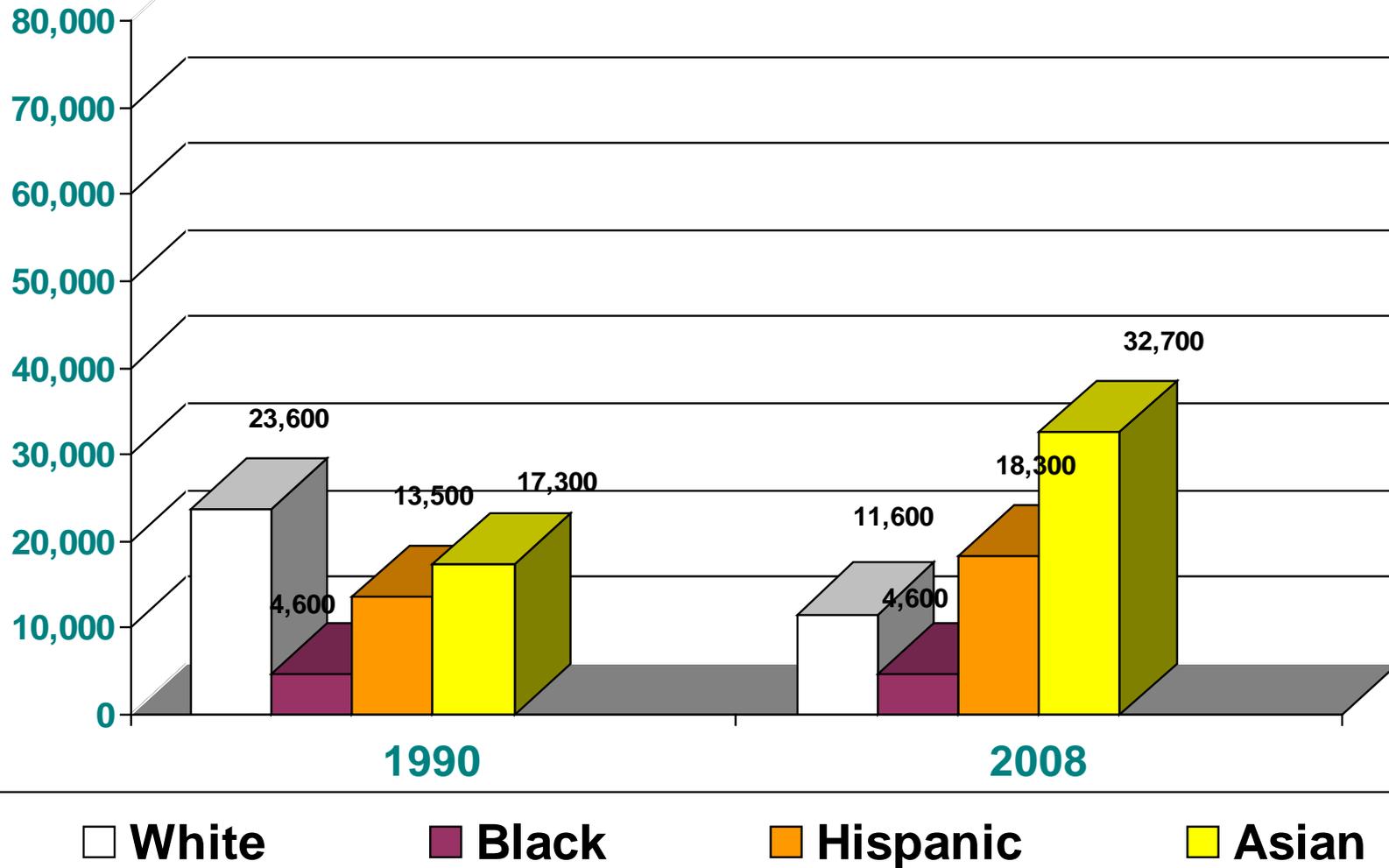
Opportunity for Mission Boulevard due to Changing Demographics of Hayward



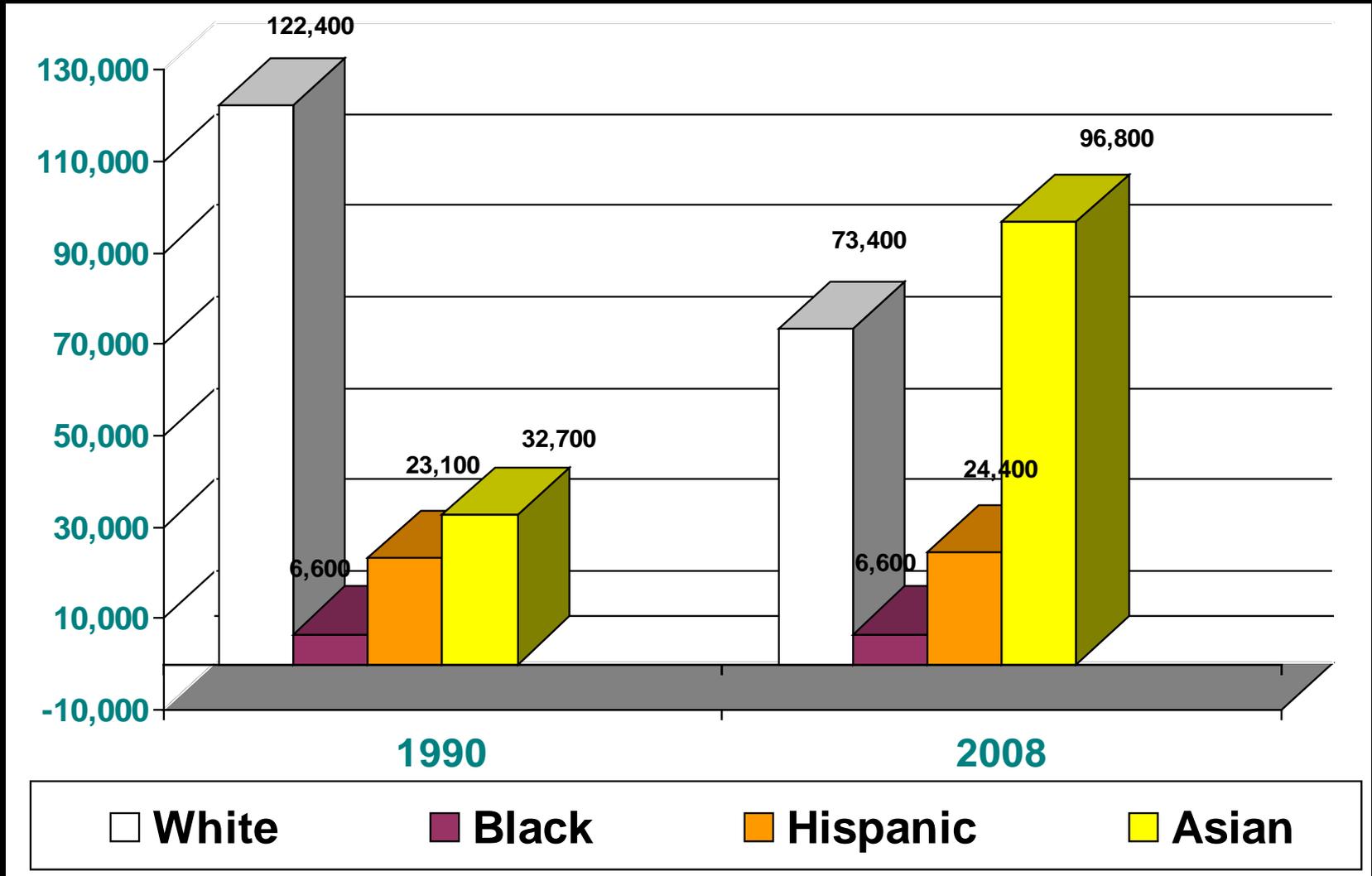
Changing Demographics of San Leandro to the North



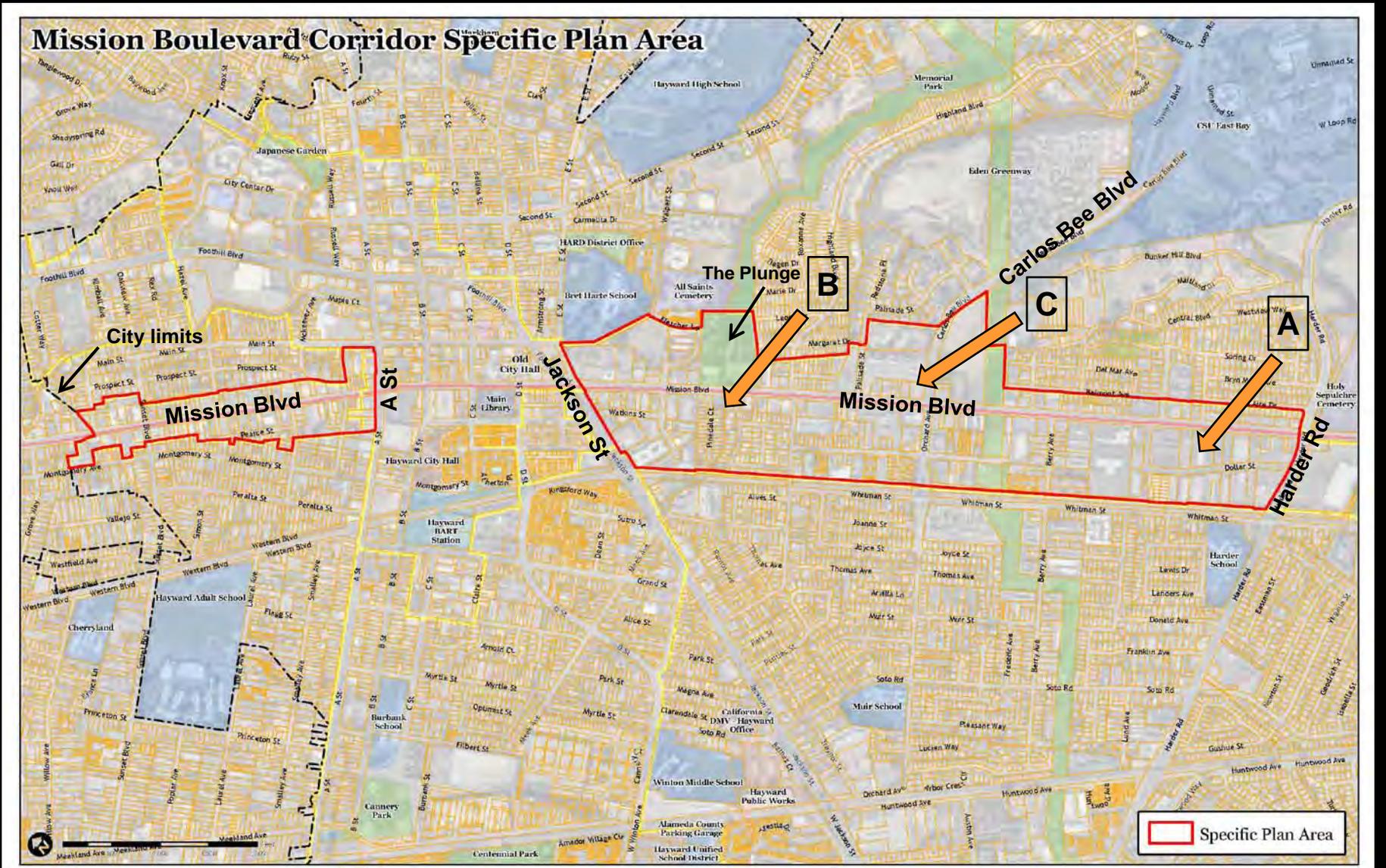
Changing Demographics of Union City to the South



Changing Demographics of Fremont to the South



OPPORTUNITY AREAS



CRITERIA FOR SELECTING OPPORTUNITY AREAS

- Ability to assemble property to create development parcel of workable size
 - Vacant property
 - Low value improvements
 - Removal of blight
 - City ownership of property
- Exposure to east-west traffic in addition to north-south traffic along Mission Boulevard
- Depth of parcel to allow for commercial parking in front and back
- Free from development or redevelopment constraints
 - Earthquake fault line
 - Residential homes
 - Overhead utilities



OPPORTUNITY AREA A: Torrano to Harder between Mission Blvd. & Dollar St.

- Large enough to attract significant new project
- Largely vacant
- At key location of Mission & Harder
- Holiday Inn Express approved for across Mission Boulevard
- Free of earthquake fault
- A few residences on site
- Church approved for reuse of Chevrolet Dealership site



OPPORTUNITY AREA B:

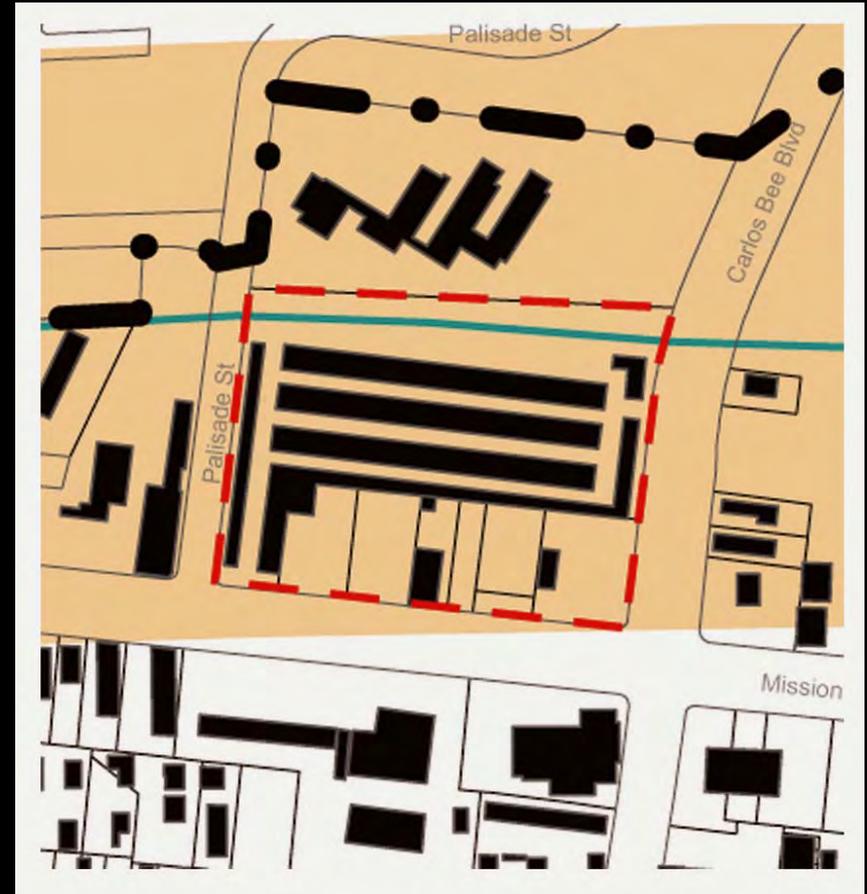
West side of Mission between Pinedale Court & Sycamore St.

- Existing properties either vacant or in poor condition
- Redevelopment would remove blight and upgrade Mission Blvd
- Substantial City ownership
- Between Downtown Hayward and CSU East Bay
- Mission Blvd design and shallow lot depth makes pedestrian oriented design challenging for retail
- Earthquake fault



OPPORTUNITY AREA C: Northeast Corner of Carlos Bee and Mission Blvd

- Existing properties either vacant or in poor condition
- Substantial City and other public ownership of property
- Lower value uses on much of the parcel
- Key entrance corner to CSU East Bay
- Hayward Fault traverses backside of parcel





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