

ISSUES, GOALS, OBJECTIVES AND ACTIONS

1.0 ISSUE: A Comprehensive Planning Vision for Hayward

1.1 Goal: Development of a comprehensive planning vision for historic Hayward that capitalizes on its existing historic resources and heritage as economic development assets.

1.1.1 Objective: Promote a design approach that reflects the city's architectural diversity as opposed to the growing trend toward architectural homogeneity in new construction, commit to recapturing and maintaining a "village" character (comprised of residential and commercial uses) and pedestrian friendly environment, and retain designated and potentially significant historic neighborhoods.

Actions:

- Coordinate signage and banners, including City banners, street signs, and private business signs.
- Retain historic street patterns, landscape features, and pedestrian friendly amenities.
- Identify and maintain public views of landmark features, such as All Saints Church and the Cannery Water Tower.

1.1.2 Objective: Strengthen, clarify, expand, and enforce the City's Design Guidelines for the rehabilitation of historic buildings and new construction that is compatible with existing historic buildings.

Actions:

- Encourage the use of existing Design Guidelines for the preservation, restoration, rehabilitation, and adaptive reuse of commercial and residential historic buildings, including particular information on seismic reinforcement of foundations and chimneys.
- Expand the Design Guidelines so that they are applicable to new construction in proximity to historic buildings, districts, and neighborhoods. Include a discussion of character defining features which reflect the historic architectural character of Hayward as well as views of historic buildings and sites which illustrate those features.

1.2 Goal: Development and consistent use of a comprehensive visual image that unifies and promotes historic Hayward.

1.2.1 Objective: Develop a distinctive visual image celebrating Hayward's past that serves as a strong unifying graphic element and celebrates historic areas of the city.

Actions:

- Create key entries to the city that are strong, and graphically reflect the city's architectural heritage.
- Develop a citywide "Historic District" signage program to include elements distinct to each district.
- Encourage public participation in the development of a citywide historic logo or symbol.

1.2.2 Objective: Develop a comprehensive street lighting and streetscape plan for historic areas.

Actions:

- Restore or replicate existing historic lighting standards.
- Add new lighting that is compatible with existing historic lighting used in the city.
- Develop a streetscape plan to include tree planting and other landscape features, street furniture, and paving.

2.0 ISSUE: Historic Resource Identification and Designation, and Expansion of the Information Base on City History

2.1 Goal: Maintenance and expansion of the City's program for the ongoing identification of historic resources, designation of individual buildings, and districts, and research of city history.

2.1.1 Objective: Maintain and update a Citywide Historic Resources Inventory.

Actions:

- Complete an intensive-level survey of the city, expanding on the earlier reconnaissance surveys, which identifies and evaluates potentially significant historic resources.
- City Council officially adopts results of the intensive-level survey.
- Develop a process for the regular re-survey and update of previous survey work (every 5-10 years).
- Incorporate all resources determined eligible for listing in the National Register of Historic Places under Section 106 of the National Historic Preservation Act into the official City Historic Resources Inventory.

2.1.2 Objective: Continue and expand the existing historic resources designation program.

Actions:

- Send letters annually to owners of landmark eligible properties promoting/encouraging voluntary application for designation.
- Hold workshops to assist property owners in designating their landmark eligible properties.
- When designating individual landmarks, note in the official record (such as the staff report) the adjacent properties with potentially significant resources, that, if altered or removed, may have a potential adverse effect on the designated landmark.
- Review the Historic Resources Inventory and identify potentially eligible historic districts.
- Hold neighborhood workshops to discuss the benefits of historic district designation and offer assistance in preparing such a designation.
- Encourage property owners to seek listing of eligible properties in the National Register of Historic Places and the California Register of Historical Resources.
- Develop a plaque program for the identification of designated landmarks and districts.

3.0 ISSUE: The Legal Basis for Historic Preservation in Hayward

3.1 Goal: Continue to strengthen the legal basis for historic preservation.

3.1.1 Objective: Integrate the preservation planning processes into the general planning process, and address historic resources under the California Environmental Quality Act, Section 106 of the National Historic Preservation Act, and other applicable state and federal environmental laws.

Actions:

- City Council adopts a preservation element in the General Plan.
- Develop and adopt a policy document to address CEQA as it pertains to historic resources.
- Revise the Initial Study Process as necessary to address historic resources.
- Review the demolition review process to consider revisions to ordinances for designated properties, surveyed properties determined to be significant, and un-surveyed properties that are 50 years of age or older.
- Consider treating the demolition or significant alterations, requiring a building permit, of potentially significant historic resources as a discretionary planning action.
- Assign Planning Division staff the responsibility for reviewing CEQA documentation pertaining to cultural resources and Section 106 documents for City projects.

4.0 ISSUE: Coordinating Zoning, Land Use, and Growth Management

4.1 Goal: Develop an atmosphere where coordinated preservation, zoning, land use, and growth management ordinances, codes, policies and procedures create a positive development environment for the retention and revitalization of historic residential neighborhoods and a village scale commercial center.

4.1.1 Objective: Create zoning, land use, and growth management policies which allow for new development while maintaining the historic character of designated structures and districts.

Actions:

- Amend, as needed, Historic Overlay Zones to discourage the demolition of historic homes and the construction of out-of-scale buildings which destroy the historic character of a neighborhood.
- New City programs, Specific Plans, and other planning documents shall address and identify cultural resources which may be affected.

4.1.2 Objective: Adopt building and health and safety codes and enforcement policies that discourage demolition by neglect.

Actions:

- Consider adopting historic resource and historic district property maintenance standards.
- Consider adopting neighborhood property maintenance standards which would discourage demolition by neglect.
- Develop a procedure for the treatment of historic resources in the case of a disaster as part of the City's Emergency Preparedness Plan.

5.0 ISSUE: Defining Public-Sector Responsibilities

5.1 Goal: Coordination of Public Works, Economic Development, Building and Planning, and

Redevelopment policies and procedures to ensure the enforcement of the Historic Preservation Ordinance and implementation of the Preservation Plan.

5.1.1 Objective: Create a consistent Vision among all City departments, Commissions, the school district, and other agencies for the retention of the historic character of Hayward, and work cooperatively to achieve that vision.

Actions:

- Designate the Planning Division staff as the historic preservation ombudsman in the City for other departments and the private sector.
- Coordinate environmental review of federally assisted projects.
- Adopt comprehensive streetscape and street lighting plans which promote the heritage identity of Hayward.
- Maximize, coordinate, and promote the use of CDBG funds for historic preservation purposes.
- Develop and adopt a coordinated management plan for the rehabilitation, maintenance, and "interpretation" of City-owned and/or leased historic structures, including Historic City Hall.
- Consider nominating additional City-owned historic resources for local designation.
- Continue preservation training and education workshops for City Staff, Planning Commission and City Council on the California Environmental Quality Act, State Historic Building Code, California Register, National Register, and other preservation issues.

6.0 ISSUE: Incentives for Historic Preservation

6.1 Goal: Expansion of historic preservation incentives.

6.1.1 Objective: Expand existing incentives for the preservation and rehabilitation of historic residential and commercial buildings and promote them more extensively.

Actions:

- Explore the use of Historic Overlay Zones and Historic Variances as incentives for the adaptive reuse of designated historic properties.
- Explore the use of Mills Act contracts and consider establishing a monitoring process to track ownership changes for the maintenance of affected properties.
- Explore waiving planning fees for designated historic resources.
- Expand the promotion of the State Historical Building Code on all properties determined significant in an intensive-level historic resources survey.
- Reallocate, as needed, and promote the use of CDBG funds for the rehabilitation of historic homes.
- Encourage and negotiate development agreements with speculative developers to consider acquiring aggregate units of historic residential properties and adjacent infill properties for rehabilitation, and build compatible infill as one project combining all fees, procedures, filings reviews and approvals.
- Encourage the adaptive reuse of several smaller historic residential buildings as village-scale commercial units.
- Develop a partnership with the Board of Realtors, Chamber of Commerce, lenders, and other members of the business community to promote the Mills Act program for

commercial as well as residential buildings.

- Promote Federal historic preservation tax incentives for the rehabilitation and adaptive reuse of historic residential buildings (for income producing purposes) and historic commercial buildings. To qualify, properties must be eligible for, or listed in the National Register of Historic Places (individually or as contributors to a district).
- Establish a resources list and technical information center in the Permit Center for property owners seeking to rehabilitate and/or restore historic buildings.

7.0 ISSUE: Marketing Hayward

7.1 Goal: Development of a cohesive marketing program to promote Hayward as a historic community to visitors as well as new and potentially new businesses and residents.

7.1.1 Objective: Incorporate a comprehensive visual image of Hayward into the City's marketing strategy.

Actions:

- Work in cooperation with the Chamber of Commerce, Board of Realtors, and preservation constituency to develop a joint, comprehensive marketing strategy which features images of existing historic resources in Hayward.
- Work in cooperation with the Chamber of Commerce, Board of Realtors, and preservation constituency to promote historic resources in business.

8.0 ISSUE: The Relationship between Preservation and Education

8.1 Goal: Develop a comprehensive education program that informs local citizens, businesses, and community leaders about the economic and social benefits and technical aspects of the City's Historic Preservation Program.

8.1.1 Objective: Work in cooperation with the Historical Society, the Chamber of Commerce, Board of Realtors, and other members of the preservation constituency to develop a joint, comprehensive education strategy which informs visitors, and potential new business' and property owners as well as current business, property owners and residents about all aspects of historic preservation in Hayward.

Actions:

- Establish historic resource rehabilitation information centers for staff and property owners in the main library or the Permit Center working with the local chapters of the American Institute of Architects, the International Conference of Building Officials, and the Building Industry Association. The center may include National Park Service technical leaflets and Preservation Briefs, Secretary of the Interior's Standards for Rehabilitation, Old House Journal, This Old House videos, and a copy of Oakland's Rehab Right (Helene Kaplan-Prentis, City of Oakland).
- Hold regular "how-to" rehabilitation and property maintenance workshops for property owners on how to maintain, restore, and rehabilitate historic properties.
- Prepare and disseminate information on property rights issues and the economic benefits of historic preservation (contact the National Trust for Historic Preservation for specific

publications).

- Promote the historic resources, districts, and neighborhoods of Hayward using images of existing resources in all materials.
- Revise the City of Hayward's Internet Web site to include graphics (photos and maps) and information on the designation process, as well as other preservation issues. Use the internet to increase the visibility of preservation issues and accessibility of information to those inside and outside of Hayward.
- Continue and expand the use of various methods and media to promote historic preservation.