

CITY OF  
**HAYWARD**  
HEART OF THE BAY

## **General Plan Update**

### **City Council/Planning Commission Joint Work Session**

**February 19, 2013**

Erik Pearson, AICP, *Senior Planner*

Development Services Department



# Major Steps

Public Outreach – Late 2012/Early 2013

Vision & Guiding Principles – Spring 2013

Background Reports – Spring/Summer 2013

Prepare Draft General Plan – Summer 2013

Environmental Impact Report – Late 2013/Early 2014

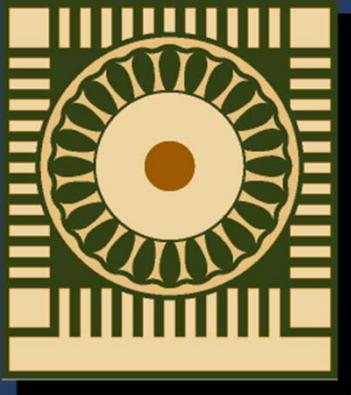
Adopt New General Plan – June 2014



# Outline

1. Outreach Efforts
2. Draft Vision Statement
3. Draft Guiding Principles
4. Next Steps





# Community Outreach

HAYWARD



# Community Workshops

November 29, 2012

City Hall

December 1, 2012

City Hall

December 3, 2012

MLK Middle School

December 6, 2012

Fairway Park Baptist Church

December 10, 2012

Southland Mall

December 12, 2012

Hayward High School



HAYWARD



# Neighborhood Workshops

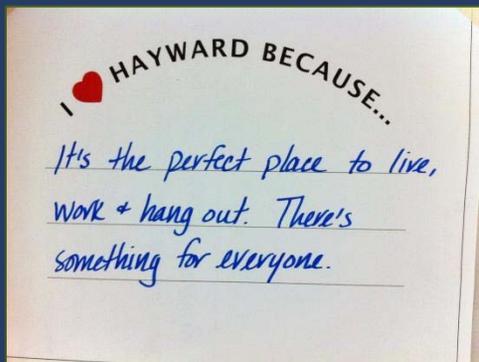
- Facilitated by Task Force Members

January 16	Community Services Commission
January 19	Prospect Hill Neighborhood Association
January 22	Woodland Estates Homeowners Association
January 24	Photo Central (HARD)
January 24	Keep Hayward Clean and Green Task Force
January 26	Cotter Way Neighborhood
January 30	Eden Shores Homeowners Association
January 30 & 31	Hayward Senior Center
February 5	Chabot College



# Workshop Format

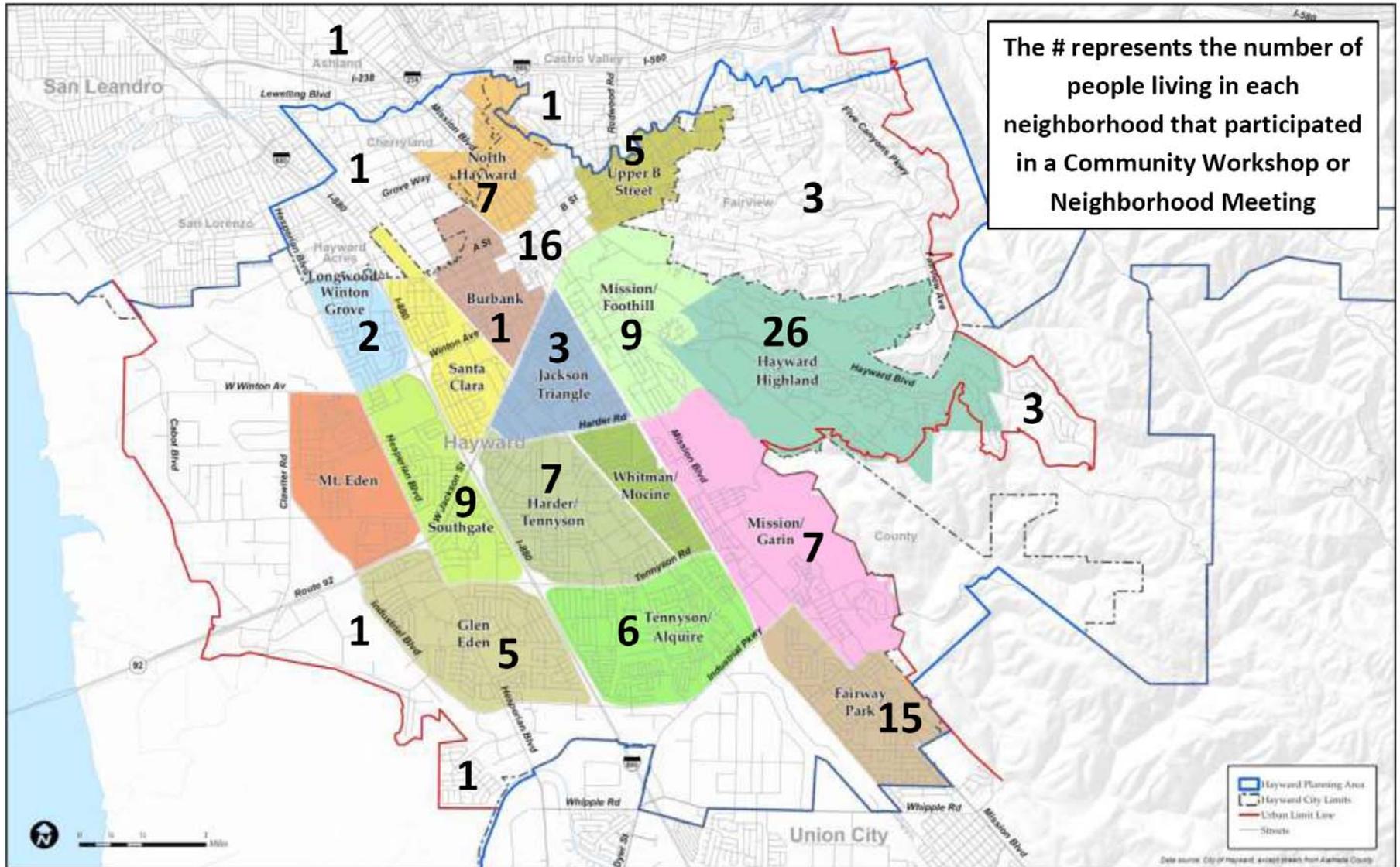
- *I Love Hayward Because...*
- *Live, Work, and Favorite Place*
- *Assets, Challenges, and Opportunities*
- *Vision for Hayward's Future*



HAYWARD



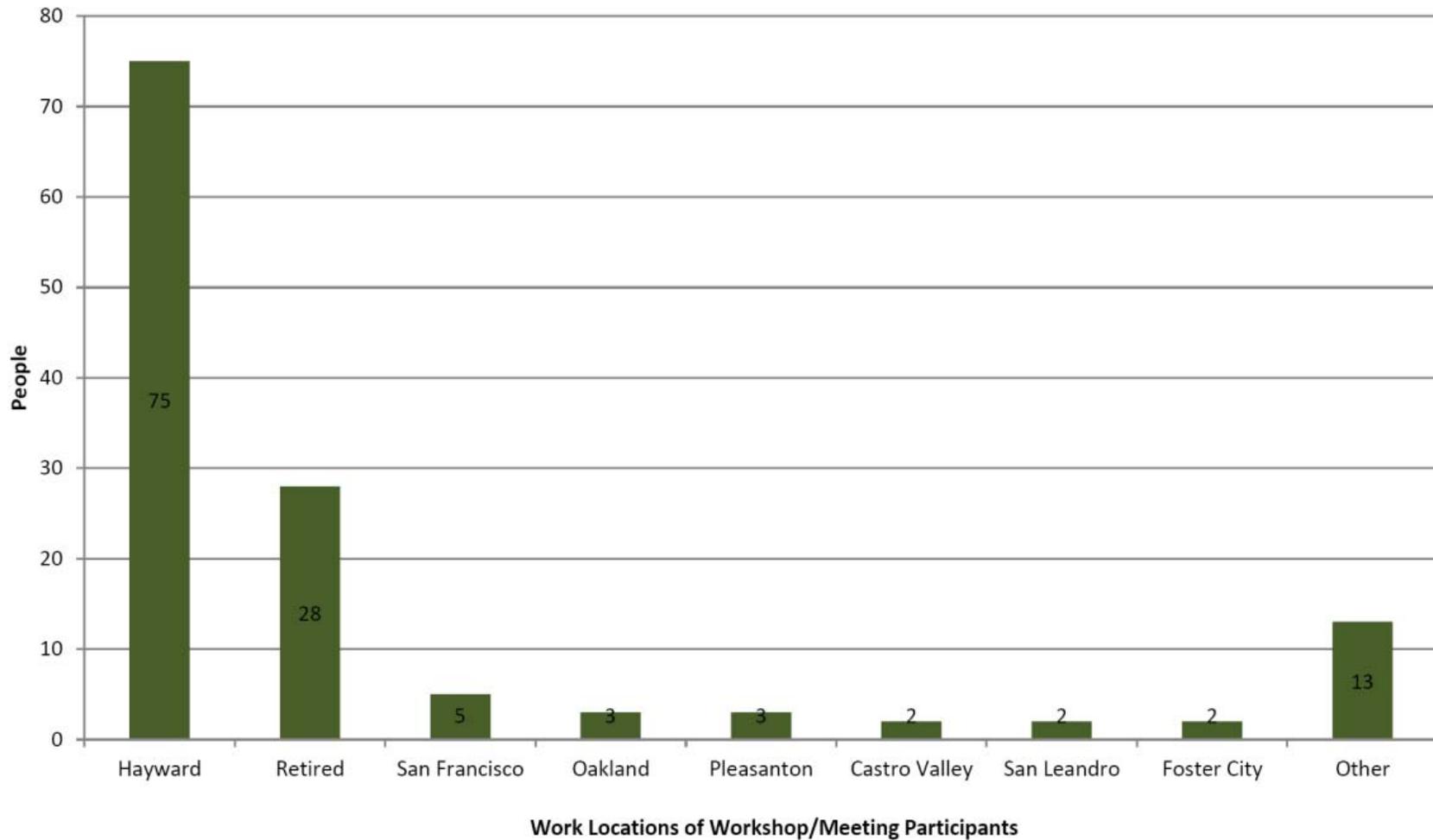
# Where Do You Live?



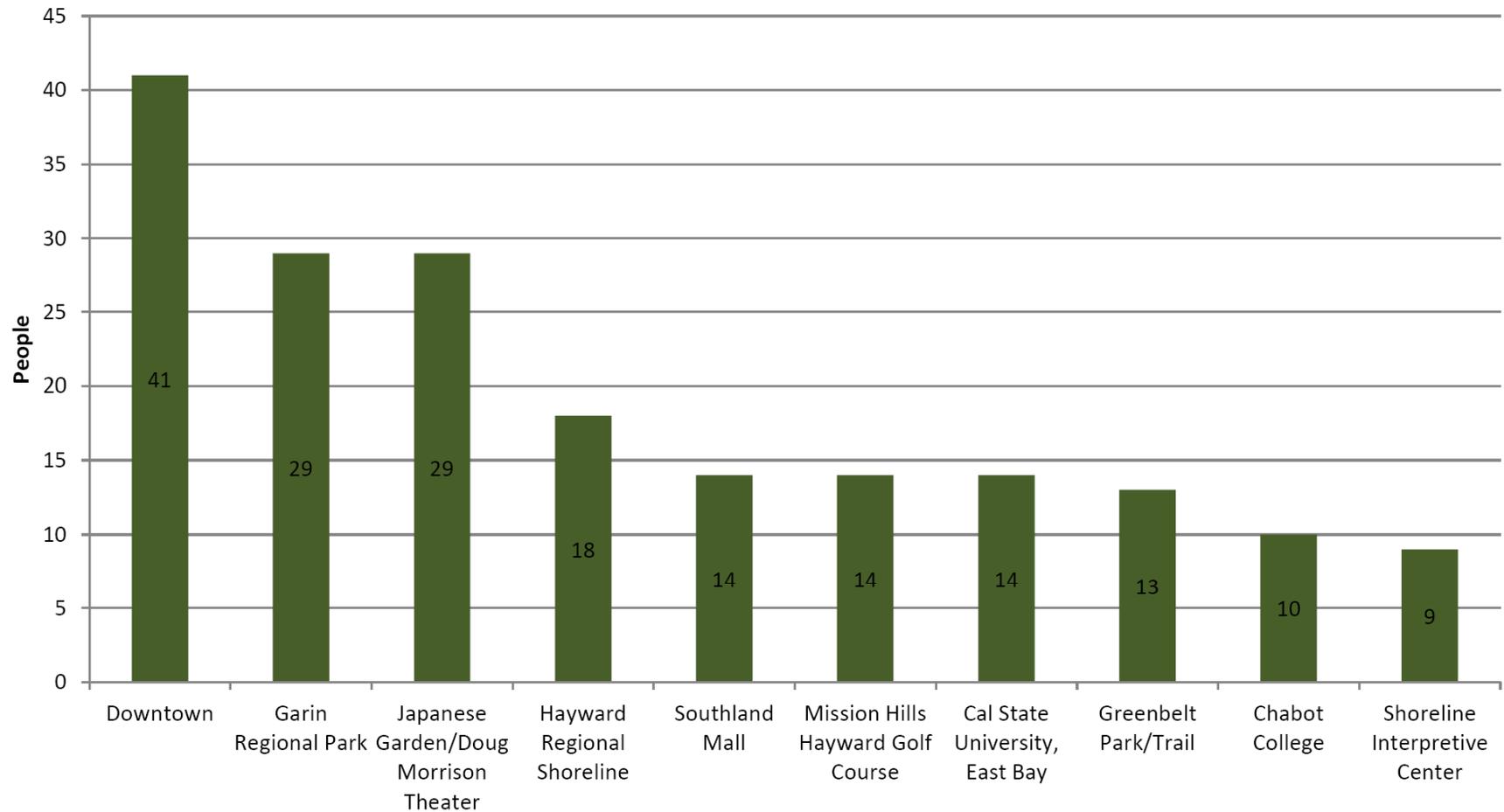
HAYWARD



# Where Do You Work?



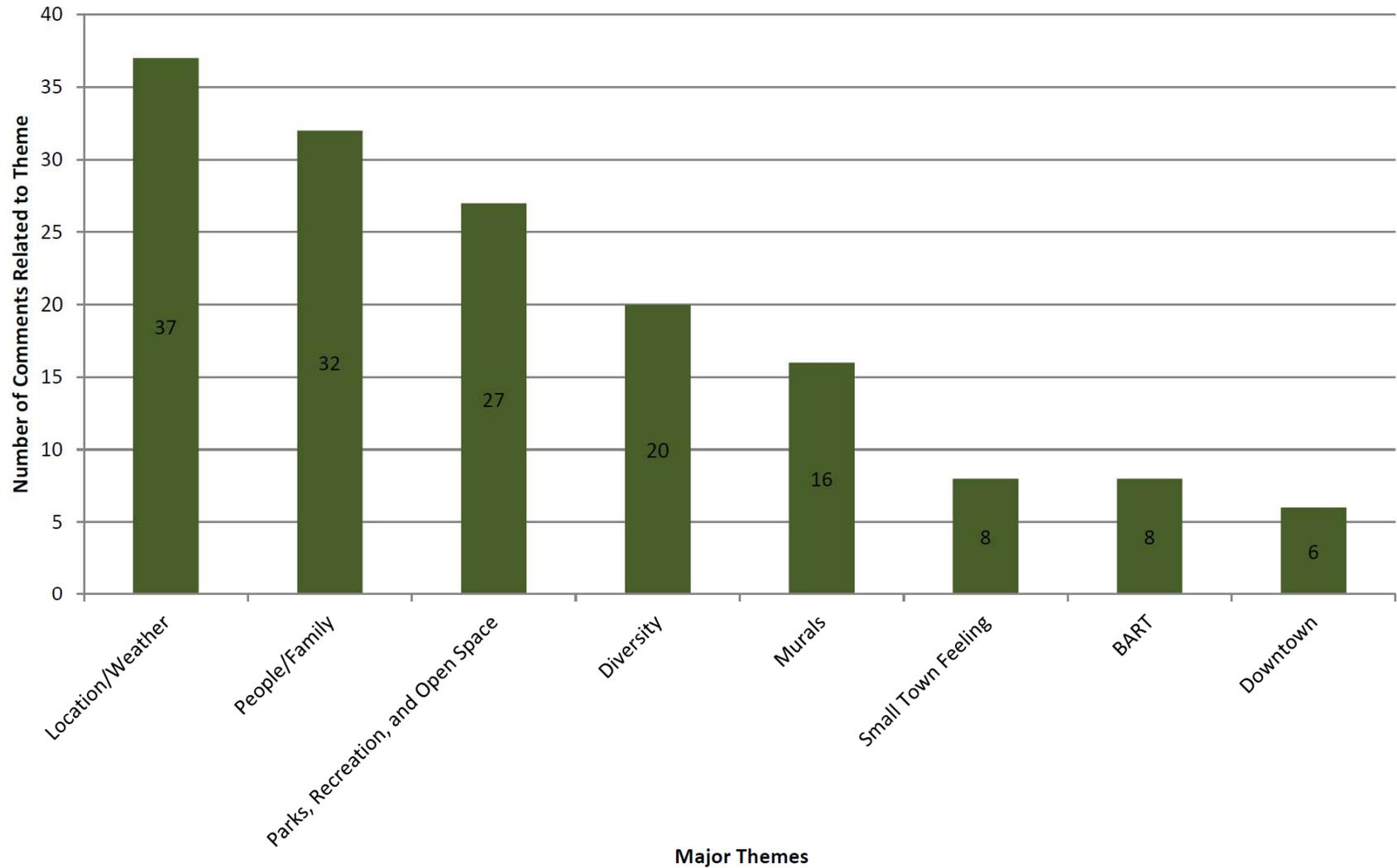
# Favorite Places



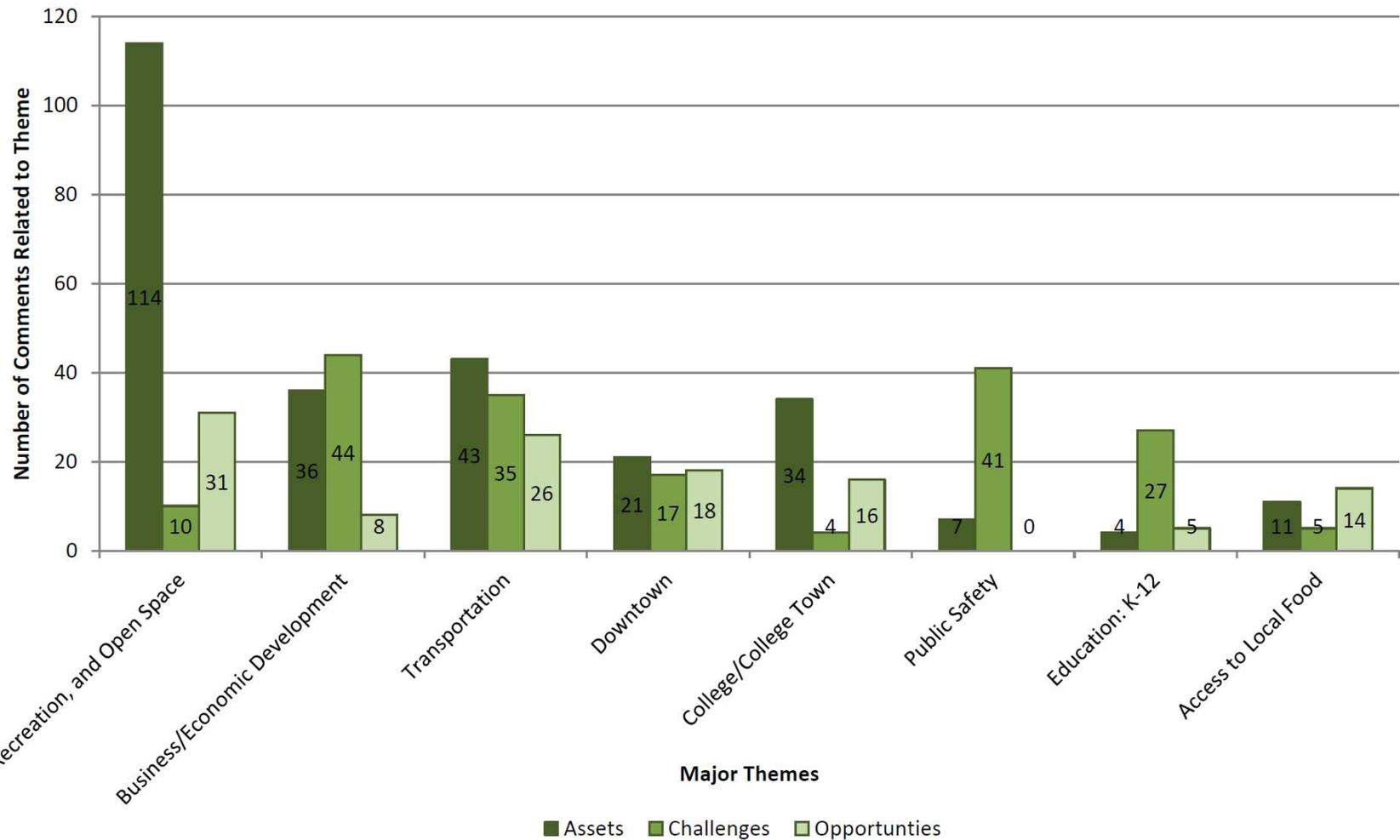
The Top 10 Favorite Places In Hayward



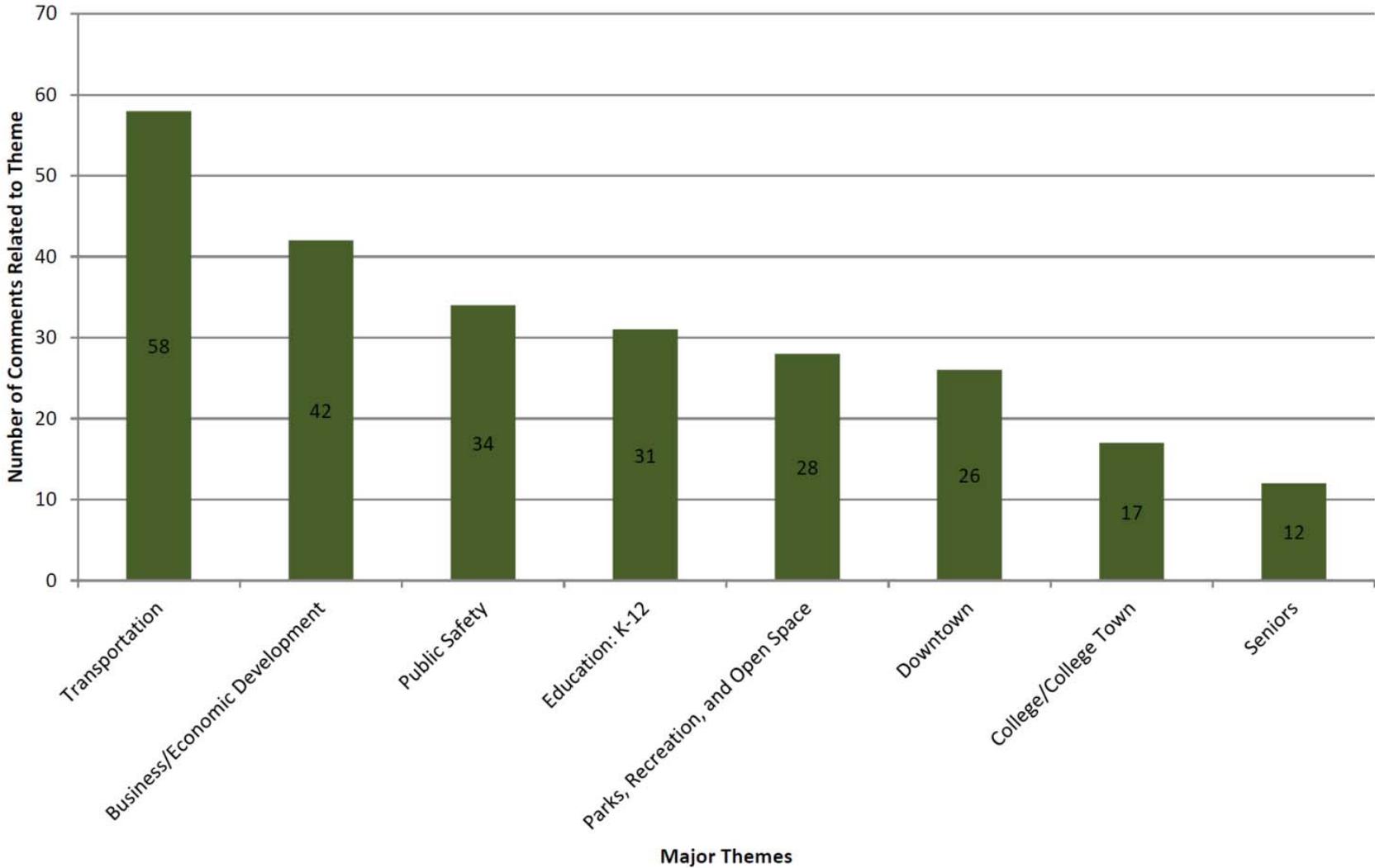
# I Love Hayward Because...



# Assets, Challenges, & Opportunities



# Vision for Hayward's Future



# Priorities from Workshops

1. Protection and enhance parks, recreation, and open space.
2. Develop economic base and provide quality jobs.
3. Address crime and improve the safety and livability.
4. Promote Hayward's central Bay Area location and convenient access as a major benefit of working and living in Hayward.
5. Revitalize Downtown Hayward and create a destination for shopping, dining, and arts and entertainment.



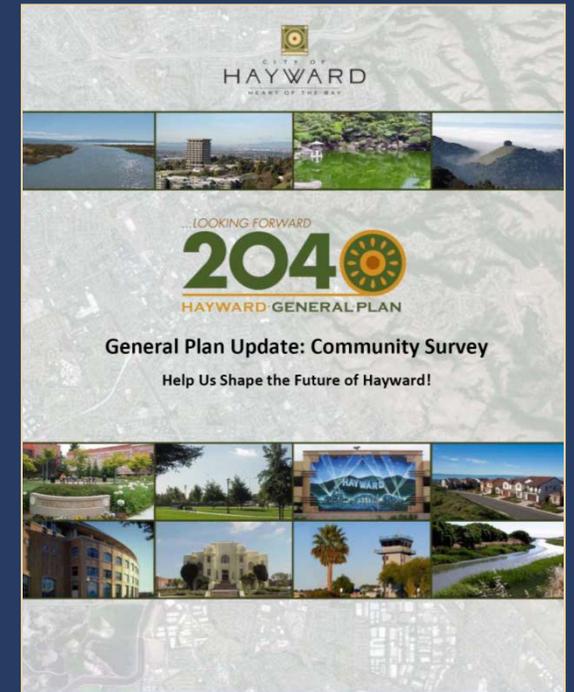
## Priorities from Workshops (cont.)

6. Improve and maintain transportation infrastructure and improve transportation options.
7. Improve educational opportunities and the quality of public schools.
8. Invest in Hayward's potential to transform into a college/university town.
9. Provide opportunities for all Hayward residents (including youth and seniors) to live an active and healthy lifestyle.



# Community Survey

- 210 Completed Surveys
- Survey was open November 29 - January 28
- Most Common Ideas for Improving Hayward:
  - Improving schools
  - Addressing crime and public safety
  - Making improvements to Downtown
  - Attracting businesses and jobs
  - Addressing blight and abandoned buildings



# Hayward2040.org

Home Topics About Search Sign Up Now Log In

If you could change one thing about Hayward, what would it be? Do you have any ideas for how we could make that change? [Prev Idea](#) [Next Idea](#)  
[Return to the Topic Page](#)

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**Second This Idea**  
**Add your Idea**

**IDEAS**

- Transform Hayward's public schools into the best in the nation. [➔](#)
- Youth and family-oriented fun [➔](#)
- Underground utilities in all neighborhoods.**
- Fitness, Health, Nutrition, Education, Wellness [➔](#)
- Greenbelt [➔](#)

Select Language [Powered by Google Translate](#)

## Underground utilities in all neighborhoods.

JAN 24, 2013 Rob U 51 7 5



IMAGE

All utilities should be moved underground in all neighborhoods. We should have 10 years for planning and then the work would be done gradually over 30 years. The work must be done with minimal impact to homeowners. The people who scheduled the work on Mission Boulevard should not be allowed to schedule this project unless they receive new training. The project should be paid by special taxes for 40 years.

**COMMENTS** 5 COMMENTS

How would you improve this idea? 969

I would improve this idea by...

**SUBMIT COMMENT**

by Rob U There are areas in Hayward that look quite nice now. But families don't want to move to Hayward. They move to Castro Valley and San Ramon. It appears that there is no interest in this forum for long term infrastructure improvements. Forty years from now this entire city will likely be a ghetto.

Right now we have schools that are so bad, parents should do anything in their power to find alternatives for their kids. We have a corrupt city government that discourages anyone from getting a building permit for improvements to their homes or businesses. Apparently because the police can't slow traffic to legal limits, we have speed bumps all over town that hurt my neck at 15 mph. We have car thefts nearly every day. There are several neighborhoods where I am worried to walk around at night.

If the neighborhood infrastructure remains the same over the next 40 years, who will want to live here? Only those who are poor and can't afford to live elsewhere. And that is a ghetto.

Feb 16, 2013 at 10:02 AM

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# General Plan Update Task Force Meetings

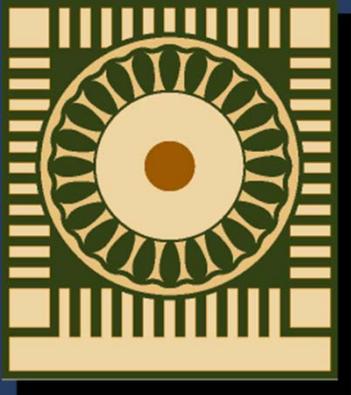
- October 25, 2012 Introduction
- November 8, 2012 Transportation
- December 13, 2012 Public Safety
- January 10, 2013 Economic Development
- February 7, 2013 Draft Vision & Guiding Principles
- March 7, 2013 Parks & Recreation
- April 4, 2013 Climate Action & Sea Level Rise



# Themes

- Parks, Recreation, & Open Space
- Education: K-12
- Public Safety
- Location and Weather
- Business/Economic Development
- Transportation & Parking
- College Town
- Downtown
- Homelessness
- Historic Resources
- People and Family
- Small Town Feeling
- Image and Reputation
- Blight
- Library
- Youth/Youth Activities
- Access to Local Food
- Murals
- Seniors
- Housing/Neighborhoods
- Diversity





# 2040 Vision

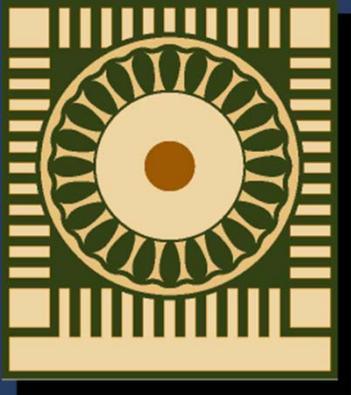
HAYWARD



# 2040 Vision

*After years of improvement and forward progress, Hayward will be a distinguished and desirable community known for its central Bay Area location, vibrant and prosperous Downtown, attractive neighborhoods, excellent public schools, robust economy, and its growing reputation as one of the best college towns in the Western United States. With a variety of clean, safe, and green neighborhoods, and a safe and accessible network of neighborhood parks and natural open space, Hayward will be home to one of the most diverse, educated, and healthy populations in the Bay Area. It will become a destination for learning, entertainment, arts and culture, recreation, and commerce. Hayward will be a community that individuals, families, college students, and businesses proudly call home.*





# Guiding Principles

HAYWARD



# Guiding Principles

1. Hayward should have excellent public schools and youth enrichment activities and programs in every neighborhood.
2. Hayward should have safe and clean neighborhoods that support a diverse population and provide all residents (young and old) with opportunities to live an active, healthy, and green lifestyle.
3. Hayward should improve and maintain existing infrastructure and provide excellent police, fire, and emergency preparedness and response services to meet the current and future needs of the community.
4. Hayward should have a robust and diversified economy that is based on innovation, creativity, and local entrepreneurship.



# Guiding Principles, (cont.)

5. Hayward should have a safe, vibrant, and prosperous Downtown that serves as a destination for business, shopping and dining, arts, entertainment, and college-town culture.
6. Hayward should have a reputation as one of best college towns in the West.
7. Hayward residents, workers, and students should have a variety of safe, affordable, and convenient transportation choices.
8. Hayward should protect, enhance, and improve access to its baylands and hillsides to protect environmental resources and provide opportunities to live an active outdoor lifestyle.



# Next Steps

## Community Workshops

March 6, 2013 – 7 pm @ City Hall

March 11, 2013 – 7 pm @ Matt Jimenez Community Center

**April 16, 2013 – CC/PC Meeting – Adopt Vision & Guiding Principles**

**Complete Background Reports – Spring 2013**

**Prepare Draft General Plan – Summer 2013**

**Release Draft General Plan – Fall 2013**



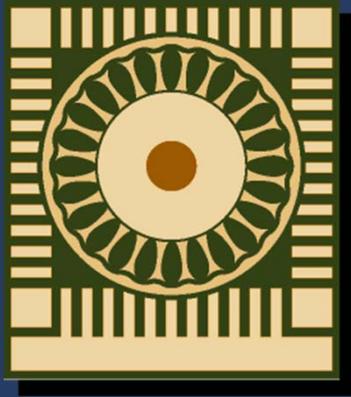
# Additional Outreach

- Project Website
- Email Updates
- Water Bill Inserts
- Hayward Highlights
- Hayward2040.org
- Hayward-  
ca.gov/generalplan/

The screenshot shows the City of Hayward website with a green header. The main content area features a large graphic with the text "...LOOKING FORWARD 2040 HAYWARD GENERAL PLAN" and a sun icon. Below this, there is a section titled "Be a Part of Hayward's Future: Help Update the General Plan" which explains the city's planning process and the timeline for the update. A video summary of community workshops is also mentioned.

The screenshot shows the Hayward2040.org website. The header includes navigation links for "Topics" and "About", a search bar, and a "Log In" button. The main content area features a large banner with the text "HELP IMPROVE THE CITY OF HAYWARD JOIN OUR COMMUNITY." and a call to action to "Sign up with Facebook", "Sign up with LinkedIn", or "Sign up with Google". Below the banner, there is a "FEATURED PHOTO SHARE" section with a "VIEW ALL" link and a "Show us what makes Hayward great! ADD A PHOTO" button.





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