

CITY OF  
**HAYWARD**  
HEART OF THE BAY

**General Plan Update**

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

**April 16, 2013**

*Sara Buizer, 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

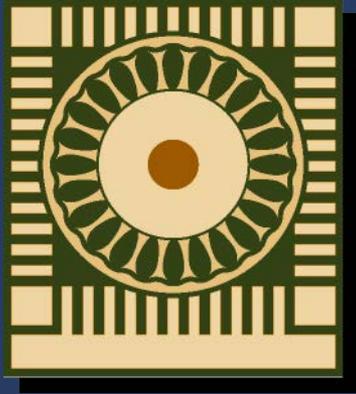
Adopt New General Plan – June 2014



# Outline

1. Outreach Efforts
2. Vision Statement
3. Guiding Principles
4. General Plan Format
5. Next Steps





# Community Outreach



# Community Workshops

## Vision, Guiding Principles and Policy Concepts

March 6, 2013

City Hall

March 11, 2013

Matt Jimenez Community  
Center

## Community Health and Quality of Life

April 10, 2013

City Hall



# Neighborhood Workshops

- Facilitated by Task Force Members

March 23                      Cotter Way Neighborhood

March 22-29                Hayward Senior Center

Early April                 Summerwood Apartments

April 18                      Highland Neighborhood



# March Workshops Format

- Vision and Guiding Principles Overview
- Policy Concepts



# April Health Workshop Format

- Video – Weight of a Nation: Nashville Takes Action
- Policy Concepts
  - Physical Activity
  - Healthy Foods
  - Housing
  - Connections to Services
  - Clean Air

LOOKING FORWARD  
**2040**  
HAYWARD GENERAL PLAN

HEALTHY EATING  
ACTIVE LIVING  
**CITIES**  
CAMPAIGN

### Eat Healthy and Be Active Workshop

Hayward City Hall 777 B Street, Council Chambers  
April 10<sup>th</sup>, 7:00 pm to 9:00 pm

As part of the Hayward 2040 General Plan Update, the City is looking for opportunities to improve the overall health and wellbeing of the Hayward community. Community members are invited to share their ideas about making Hayward a healthier place to live. Health-related issues for discussion may include public safety, smoking, obesity, health care facilities, environmental quality, healthy housing, healthy foods, walking and bicycling, safe streets, community gardening, and recreation. Adults, youth, businesses, community groups, institutional representatives, and community members who live or work in the Hayward community are invited to attend and participate.

For more information about the 2040 General Plan Update, visit: [www.Hayward2040.org](http://www.Hayward2040.org)  
or contact Sara Buizer, AICP, Senior Planner, by phone or email: (510) 583-4191 or [Sara.buizer@hayward-ca.gov](mailto:Sara.buizer@hayward-ca.gov)



# General Plan Update Task Force Meetings

- March 7, 2013 Parks & Recreation
- April 4, 2013 Climate Action & Sea Level Rise
- May 2, 2013 Education
- May 30, 2013\* Draft Goals and Policies
- June 6, 2013 Land Use
- June 20, 2013\* Draft Goals and Policies
- July 11, 2013 Draft Goals and Policies

\*Special meetings added



# Hayward2040.org

The screenshot shows the homepage of Hayward2040.org. At the top, there is a navigation bar with a home icon, 'Topics', and 'About' links. A search bar is located to the right of these links. Further right, there is a 'Log In' button with a dropdown arrow and the text 'Already a contributor?'. The main content area features a large banner with the Hayward 2040 logo on the left, which includes the text '...LOOKING FORWARD 2040 HAYWARD GENERAL PLAN' and a sun-like icon. To the right of the logo, the text reads 'HELP IMPROVE THE CITY OF HAYWARD JOIN OUR COMMUNITY.' Below this, a welcome message states: 'Welcome to Hayward 2040! The City is updating its General Plan and needs your input. This site will be used to generate ideas on how to improve Hayward, and to create policies and strategies that will guide future development in the city.' Below the banner are three prominent buttons: 'Sign up with Facebook', 'Sign up with LinkedIn', and 'Sign up with Google'. Underneath these are social media sharing options for 'Tweet', 'Share' (with a count of 0), '+1' (with a count of 3), and 'email'. A link 'Or sign up with your email address' is also present. The bottom section is titled 'FEATURED PHOTO SHARE' and includes a 'VIEW ALL' link with a right-pointing arrow. This section contains a call to action 'Show us what makes Hayward great!' with an 'ADD A PHOTO' button, followed by three photo thumbnails: a night cityscape, a daytime city view, and a street scene with people.



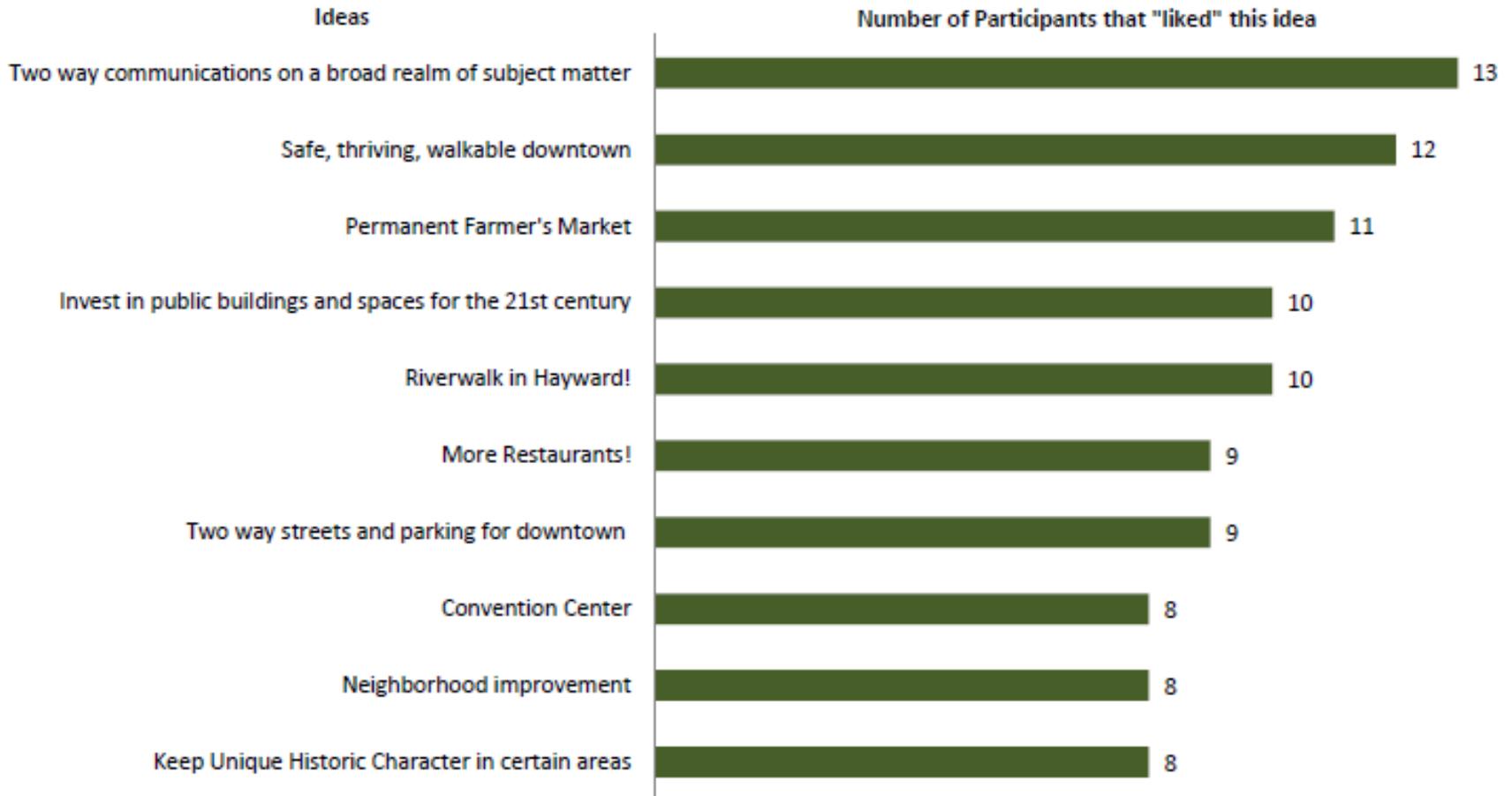
# Hayward2040.org

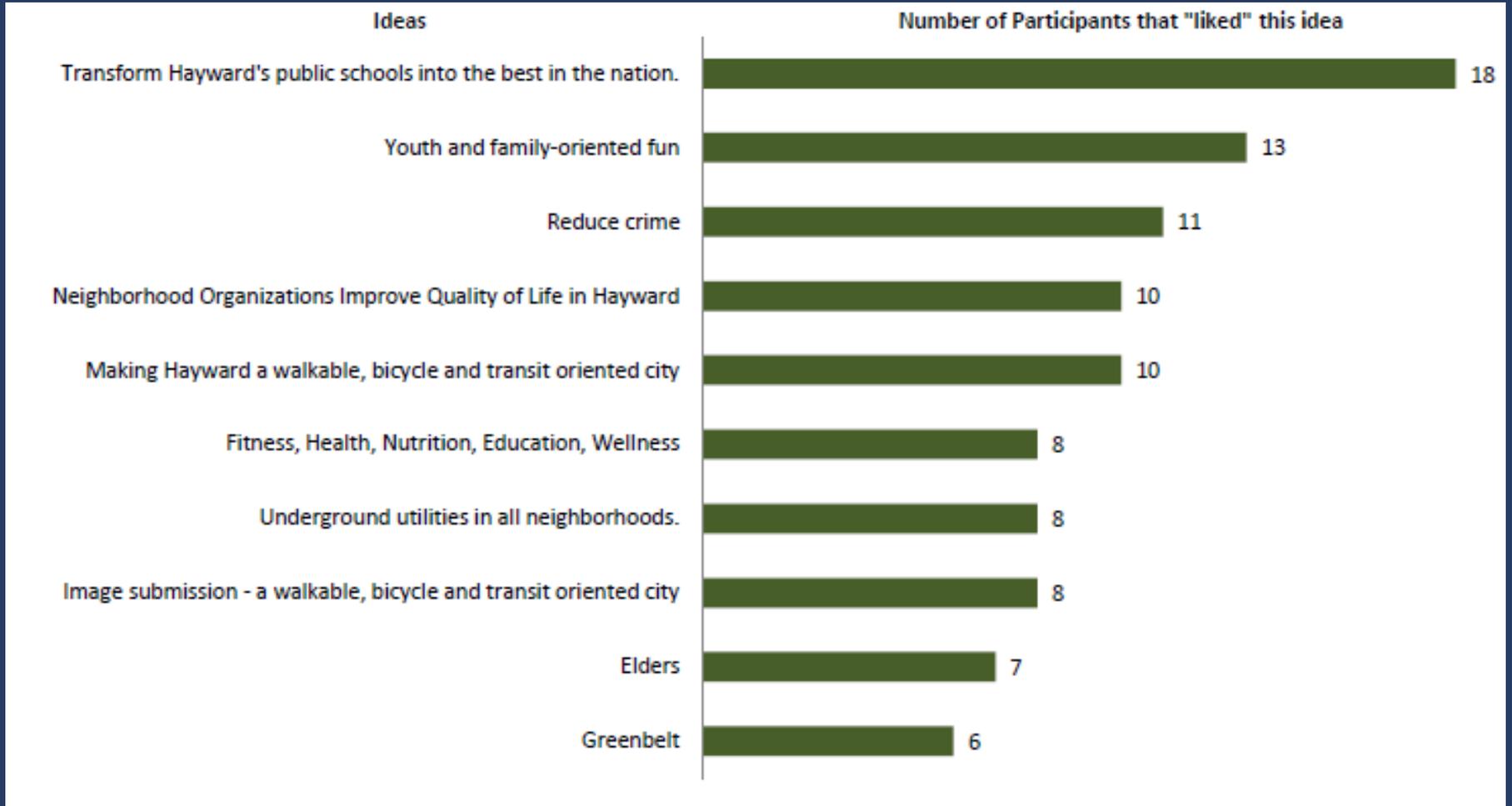
The screenshot displays the 'TOPICS' section of the Hayward2040.org website. At the top, there are three small images: a night cityscape, a green landscape, and a group of people walking. Below these is a navigation bar with 'TOPICS' and a 'Sort By:' dropdown menu set to 'LATEST' (with 'POPULAR' as an alternative). The main content area lists four topics, each with an icon, a title, engagement statistics (views, comments, and days remaining), and action buttons.

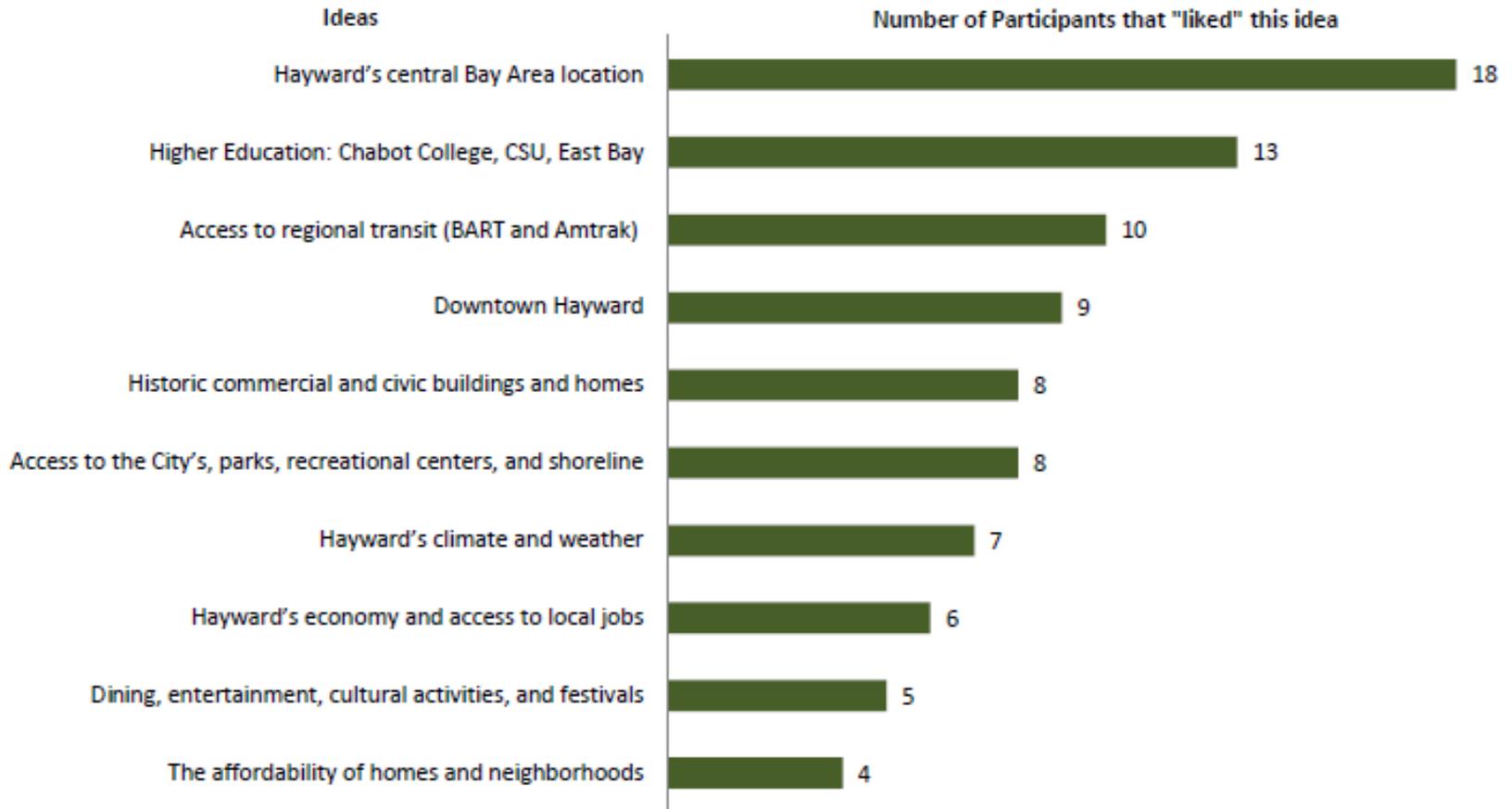
Topic	Views	Comments	Days Remaining	Action
 Visioning Hayward's Future	1408	180	24 Days Remaining	Add your Ideas Expand ▼
 Making One Change	966	125	24 Days Remaining	Add your Ideas Expand ▼
 Living in Hayward	716	88	24 Days Remaining	Prioritize Ideas Visit this Topic →
 Creating a Better Hayward	753	121	24 Days Remaining	Prioritize Ideas Visit this Topic →

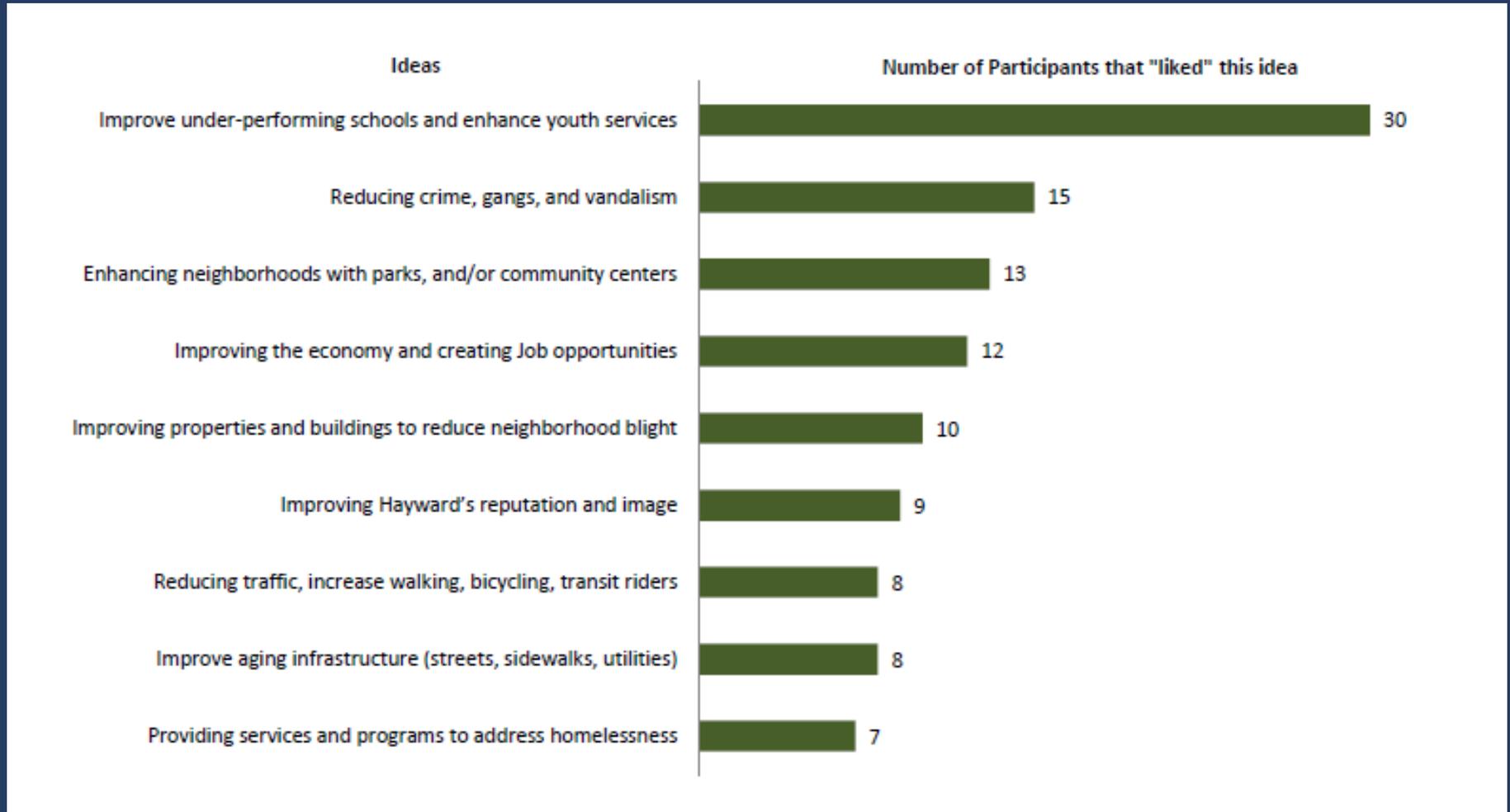
On the left side of the page, there is a vertical sidebar with several green arrow icons pointing right, a dropdown menu, a speech bubble icon, and two numerical counts: 174 and 94.

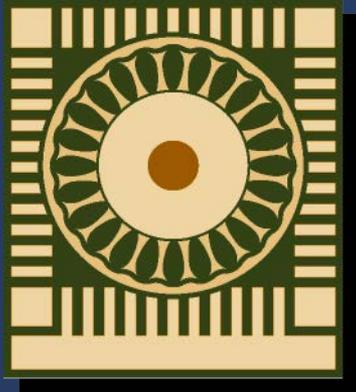












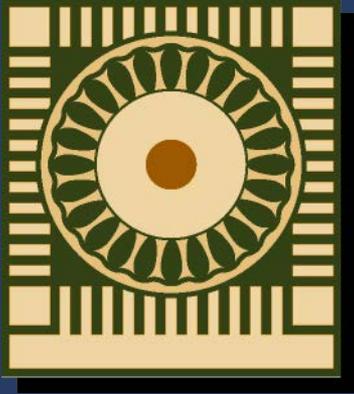
# 2040 Vision



# 2040 Vision

*Hayward will be a distinct and desirable community known for its central Bay Area location, vibrant Downtown, sustainable neighborhoods, excellent schools, robust economy, and its growing reputation as a great college town. With a variety of clean, safe, and green neighborhoods, and an accessible network of parks and natural open space, Hayward will be home to one of the most diverse, inclusive, educated, and healthy populations in the Bay Area. It will be a destination for life-long learning, entertainment, arts and culture, recreation, and commerce. It will be a community that values diversity, social equity, transparent communication, civic engagement, and volunteering. Hayward will be a thriving and promising community that individuals, families, students, and businesses proudly call home.*





# Guiding Principles



# Guiding Principles

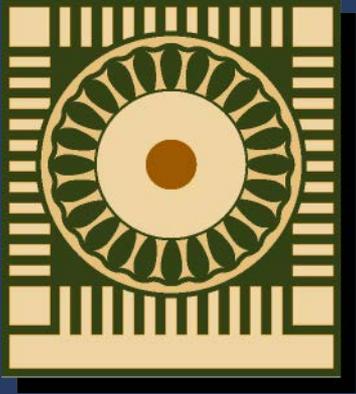
1. Hayward should value, challenge, and support youth by providing excellent schools and youth enrichment activities and programs.
2. Hayward should have safe and clean neighborhoods and thriving commercial centers that support a diverse population, encourage long-term residency, and inspire residents (young and old) to live active, healthy, and green lifestyles.
3. Hayward should improve and maintain existing infrastructure and provide exceptional police, fire, and emergency services.
4. Hayward should be a business-friendly community that has a robust and diversified economy based in 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 a great college town and a community that offers a range of opportunities for life-long learning.
7. Hayward residents, workers, and students should have access to an interconnected network of safe, affordable, dependable, and convenient transportation options.
8. Hayward should preserve, connect, and enhance its baylands, hillsides, greenway trails, and regional parks to protect environmental resources and provide opportunities to live an active outdoor lifestyle.





# General Plan Format



# General Plan Format

<b>Existing General Plan</b>	<b>Proposed General Plan Update</b>
Policies and Strategies	Goals, Policies and Implementation Programs
Implementation Challenges	Easier Implementation
Hard copy/pdf on web	Interactive Web-based



- Overall Concept with brief Description

## Citywide Land Use and Urban Design

Policies in this section articulate a vision for a sustainable city of livable residential neighborhoods and distinctive and vibrant centers and corridors that incorporate more compact mixed-use development, energy- and resource-efficient buildings and landscapes, effective public transit, attractive pedestrian-friendly streets, and a robust urban forest. The policies promote development that utilizes the city's natural and cultural assets as keys to enhancing Sacramento's position as an attractive place to live and work and a unique destination to visit. Additionally, these policies promote uses that equitably support the diverse needs of Sacramento's residents including opportunities for commerce, employment, recreation, education, culture, entertainment, and civic engagement.

### GOAL LU 2.1

**City of Neighborhoods.** Maintain a city of diverse, distinct, and well-structured neighborhoods that meet the community's needs for complete, sustainable, and high-quality living environments, from the historic downtown core to well-integrated new growth areas.

*See LU 4, Neighborhoods, for additional policies on residential development and neighborhood design.*

### Policies

**LU 2.1.1** **Neighborhoods as a Basic Unit.** Recognizing that Sacramento's neighborhoods are the basic living environments that make-up the city's urban fabric, the City shall strive through its planning and urban design to preserve and enhance their distinctiveness, identity, and livability from the downtown core to well integrated new growth areas. (RDR/MPSP)

**LU 2.1.2** **Protect Established Neighborhoods.** The City shall preserve, protect, and enhance established neighborhoods by providing sensitive transitions between these neighborhoods and adjoining areas, and requiring new development, both private and public, to respect and respond to those existing physical characteristics buildings, streetscapes, open spaces, and urban form that contribute to the overall character and livability of the neighborhood. (RDR)



*Neighborhoods are the basic living environments that make-up the city's urban fabric.*



- Overall Concept with brief Description
- Goal with clear focus

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- Overall Concept with brief Description
- Goal with clear focus
- Feasible Policies

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## Each Implementation Program Identified

 <b>Table 4-10 Environmental Resources Implementation Programs</b>		2009-2011	2012-2015	2016-2030	Annual	Ongoing
<b>13.</b> The City shall submit an annual report to the City Council on implementation of the Climate Action Plan. The report shall be made available to the public and responsible city officials. <i>(PSR)</i>						
<b>Implements Which Policy(ies)</b>	ER 6.1.7; ER 6.1.8; ER 6.1.9; ER 6.1.19				●	
<b>Responsible Department(s)</b>	General Services					
<b>Supporting Department(s)</b>	Planning, Economic Development, and Development Services					
<b>14.</b> The City shall continue to enforce its existing ordinance that limits idling of diesel vehicles used in construction projects. <i>(PSR)</i>						
<b>Implements Which Policy(ies)</b>	ER 6.1.12	●				
<b>Responsible Department(s)</b>	Planning, Economic Development, and Development Services					
<b>Supporting Department(s)</b>	N/A					
<b>15.</b> The City shall develop a public information program to encourage employees to use alternative modes of transportation (e.g., public transit, carpool, walking, biking) to get to work. <i>(PI)</i>						
<b>Implements Which Policy(ies)</b>	ER 6.1.18; ER 6.1.19	●				
<b>Responsible Department(s)</b>	Transportation					



Identifies Implementing Policies,  
Responsible/Supporting Departments,  
and a Funding Source

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## Timeframe for Completion

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# Next Steps

**Complete Background Reports – Spring 2013**

**June 18, 2013**

**July 9, 2013**

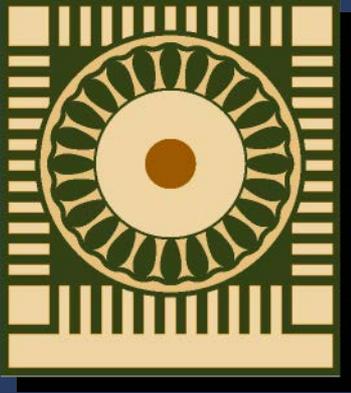
**July 30, 2013**

**CC/PC Meeting – Draft Goals and Policies**

**Prepare Draft General Plan – Summer 2013**

**Release Draft General Plan – Fall 2013**





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HEART OF THE BAY

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