

CITY OF
HAYWARD
HEART OF THE BAY

General Plan Adoption
City Council
July 1, 2014

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Development Services Department



Outline

1. General Plan Update Process
2. Draft General Plan
 - a) Format
 - b) Land Use Changes
 - c) Policy Recommendations
3. Environmental Impact Report
 - a) Findings
 - b) Statement of Overriding Considerations
4. Recommendation and Next Steps



Major Steps in the Update Process

Public Outreach – Late 2012/Early 2013

Vision & Guiding Principles – Spring 2013

Background Reports – Spring/Summer 2013

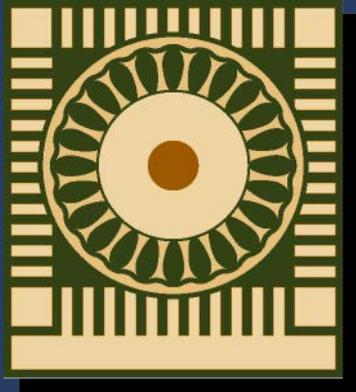
Prepare Draft General Plan – Summer 2013

Release Draft General Plan – Early 2014

Environmental Impact Report – Early 2014

Adopt New General Plan – June/July 2014





Outreach and Input



Outreach Overview

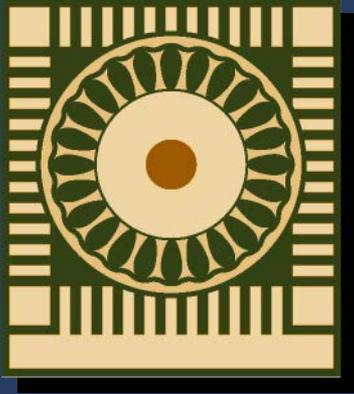
- 9 - Community Meetings/Workshops
- 14 - General Plan Task Force Meetings
- 2 - City Council Sub-Committee Meetings
- 6 - PC and CC Meetings
- 18 - Neighborhood and Community Group Meetings



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 a link for '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 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 for '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.





Draft General Plan

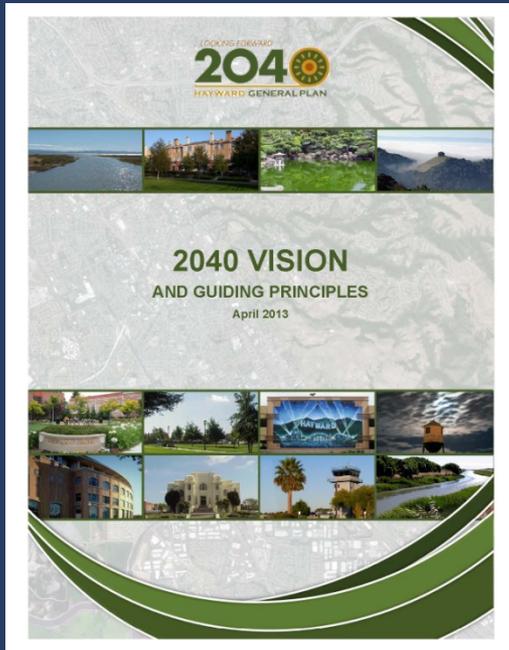


General Plan Format

- Background Report
 - Existing Conditions
- Policy Document
 - General Plan Vision
 - Guiding Principles
 - Goals
 - Policies
 - Implementation Programs



Policy Document



Vision Statement
&
Guiding Principles



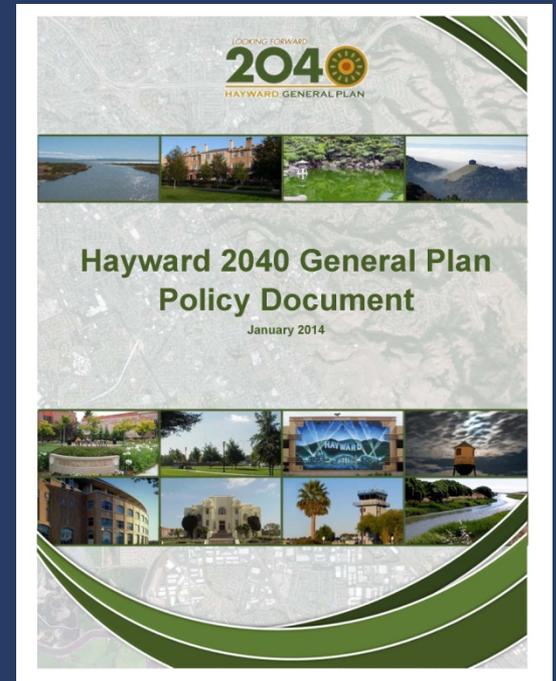
Goals



Policies



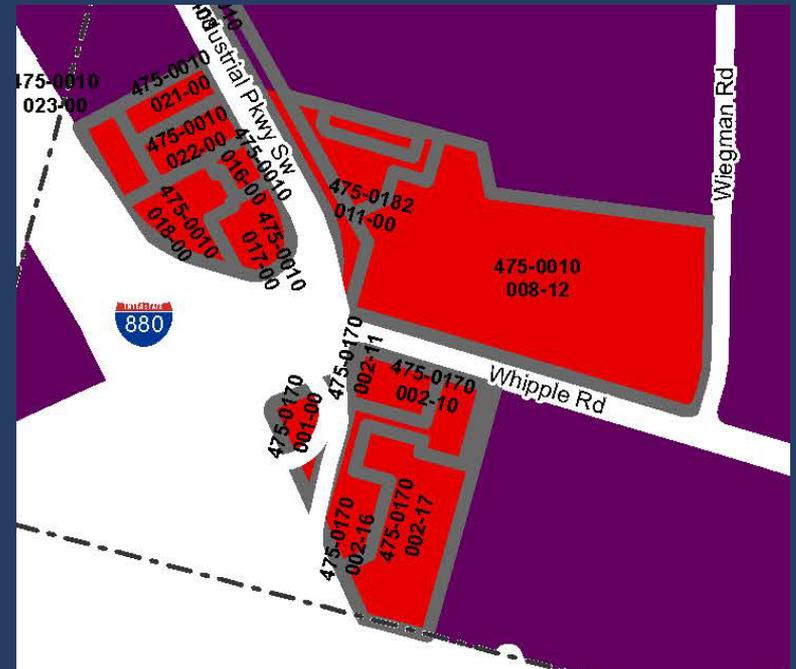
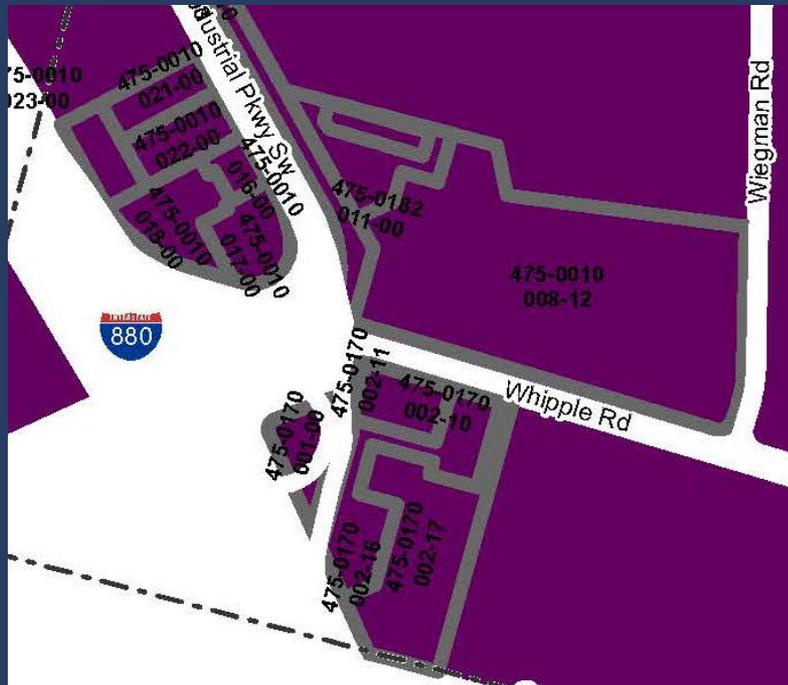
Implementation Programs



Proposed Land Use Changes

Industrial Parkway SW and Whipple Rd

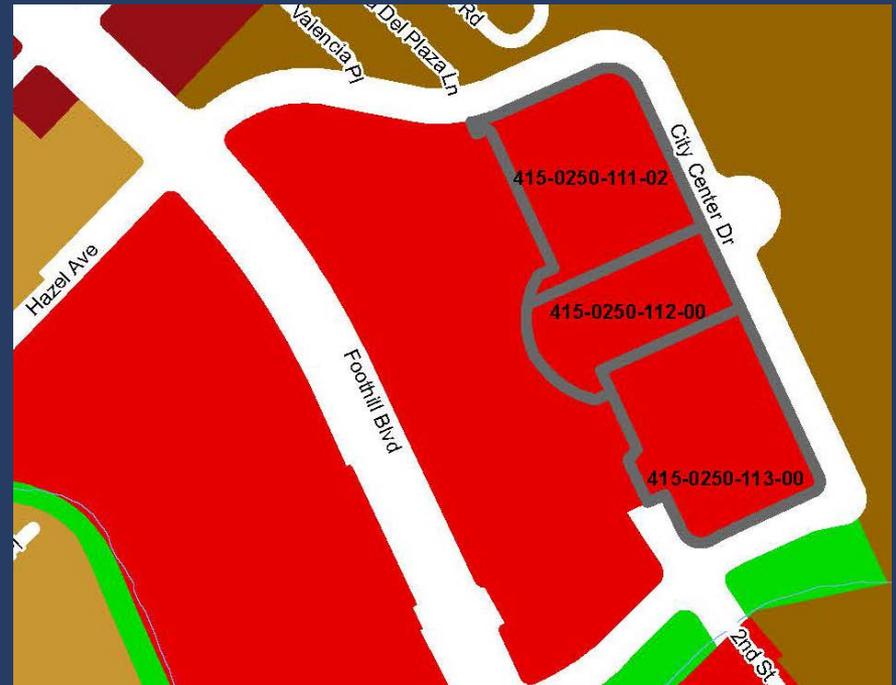
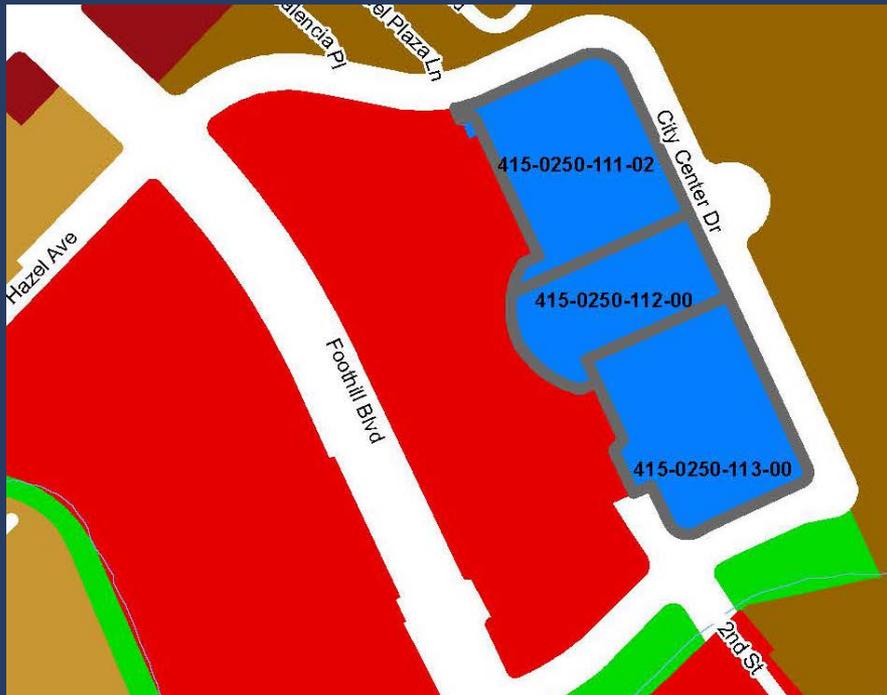
Industrial to Retail and Office Commercial



Proposed Land Use Changes

City Center Drive

Public/Quasi-Public to Central City-Retail and Office Commercial



Policy Recommendations

Two Categories of Recommended Changes *(Attachment VI)*

1. To Fix Errors or Typos
2. To Improve Policies or Implementation Programs



Background Report, Page 1-101

The Park District boundaries include the citiesy of Hayward, and ~~Castro Valley~~, and the unincorporated communities of Castro Valley, San Lorenzo, Ashland, Cherryland, and Fairview.



Policy Document, Mobility Element, Revised Policy

M-7.13 Taxi Service

The City shall promote the continued operation of taxi service, including the provision of a dedicated Taxi stand at the Downtown Hayward BART Station, on-street loading spaces (where appropriate), incremental improvements in gas mileage, and improved access for passengers with disabilities. [Source: New Policy, City Staff] (MPSP/JP)

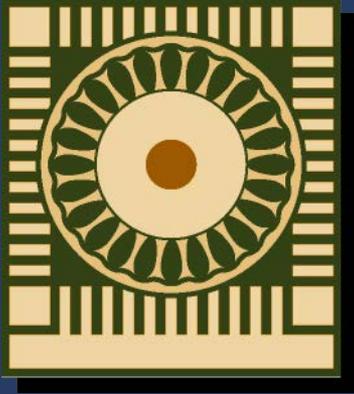


Additional Recommendations

Planning Commission Hearing

1. Use of Transportation Impact Fee funds for Transportation Demand Management (TDM) Programs
2. Modification of the timeframe from 2017-2019 to 2014-2016 for completing Implementation Program M-9, Improved Traffic Flow Program.
3. Continuation of the General Plan Task Force related to implementation of the General Plan





Environmental Impact Report



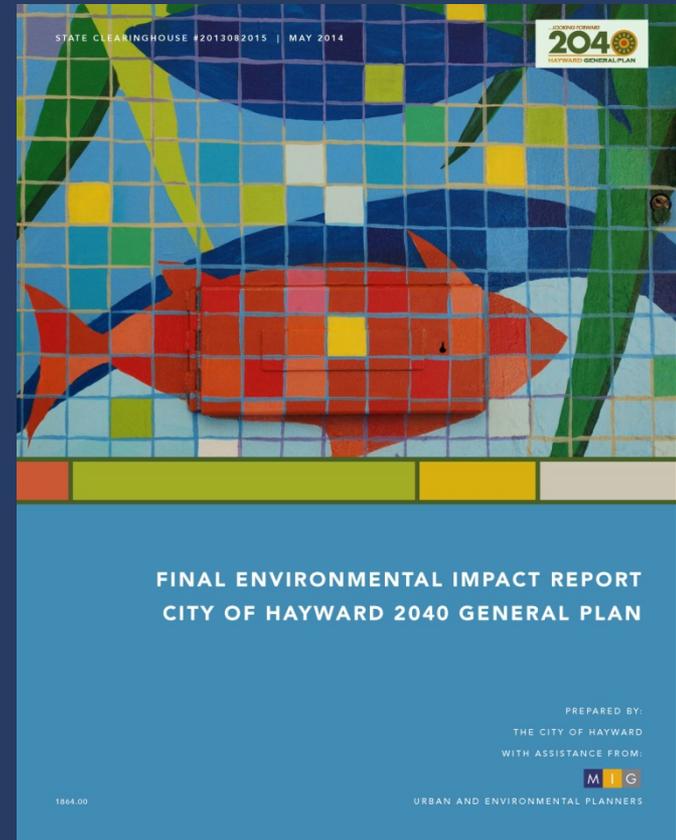
Environmental Impact Report

Draft EIR

- Potential Environmental Impacts
- Analyzes Alternatives

Final EIR

- Responses to Comments Received
- Changes or Revisions to the Draft EIR



Environmental Impact Report *Required Findings*

1. Reflects Independent Judgment
2. Evaluates Potential Impacts including Alternatives
3. Proposed Mitigation including MMRP will Reduce Impacts
4. Identification of any Significant Unavoidable Impacts



Environmental Impact Report

Statement of Overriding Considerations

1. Identifies the Significant and Unavoidable Impacts
2. Identifies Benefits of the Project



Staff Recommendation

The City Council:

1. Certify the EIR, Adopt the Statement of Overriding Considerations and Approve the MMRP
2. Approve the Hayward 2040 General Plan
3. Adopt the proposed amendments to the GP Land Use Map for certain properties

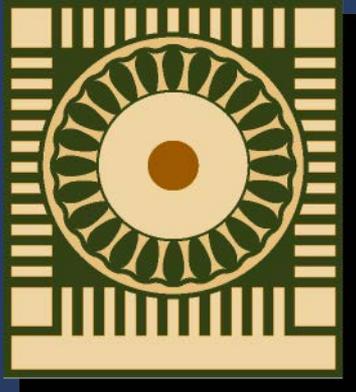


Next Steps

Updating the General Plan Policy Document to reflect all recommendations and conversion to html format – Summer 2014

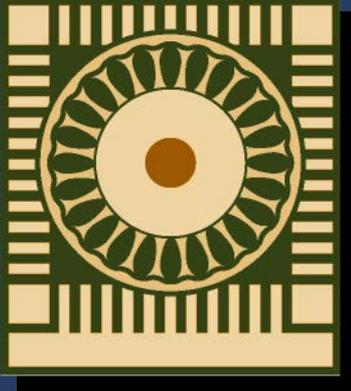
Implementation Begins – Summer/Fall 2014





Questions?





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