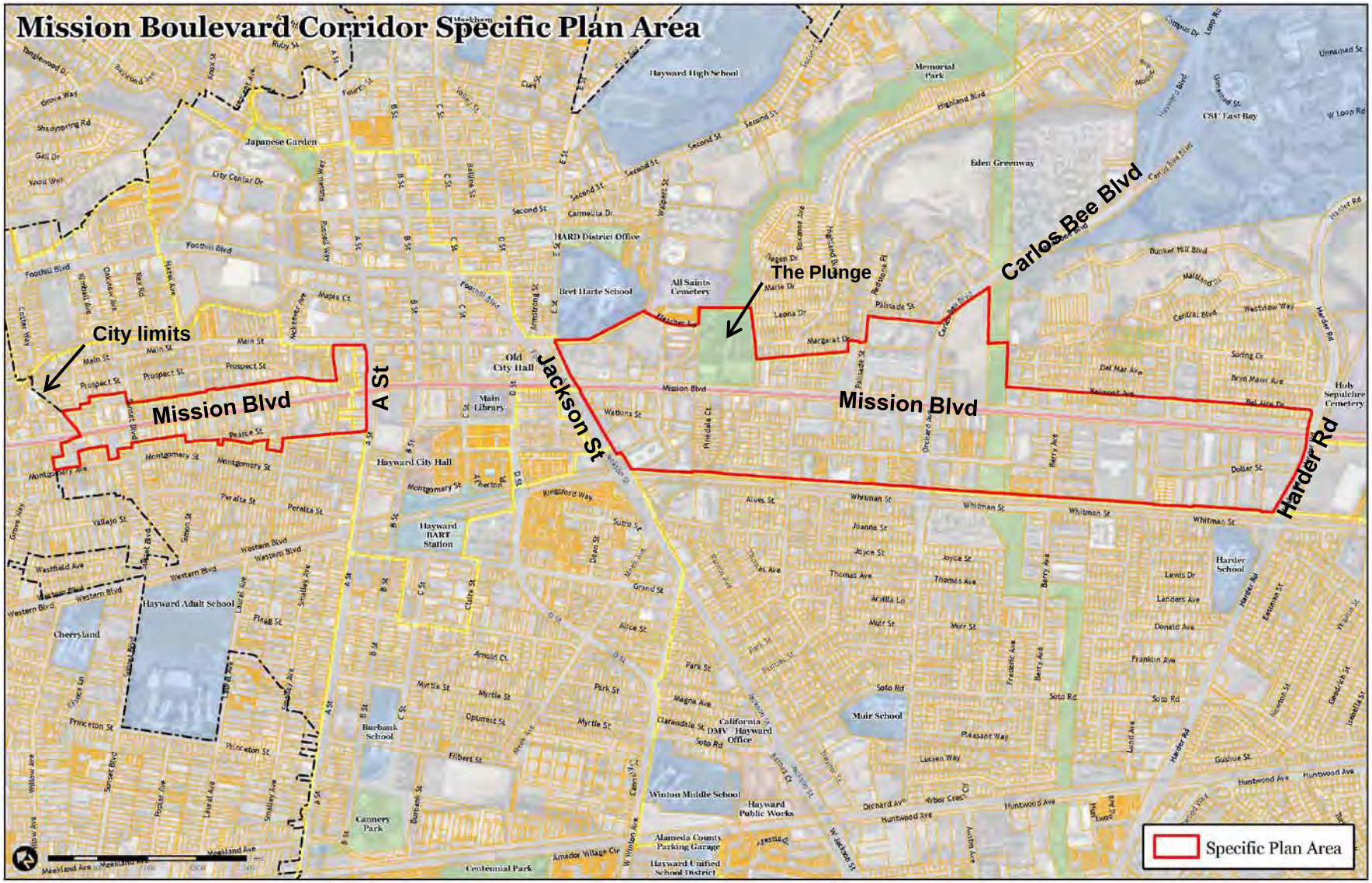
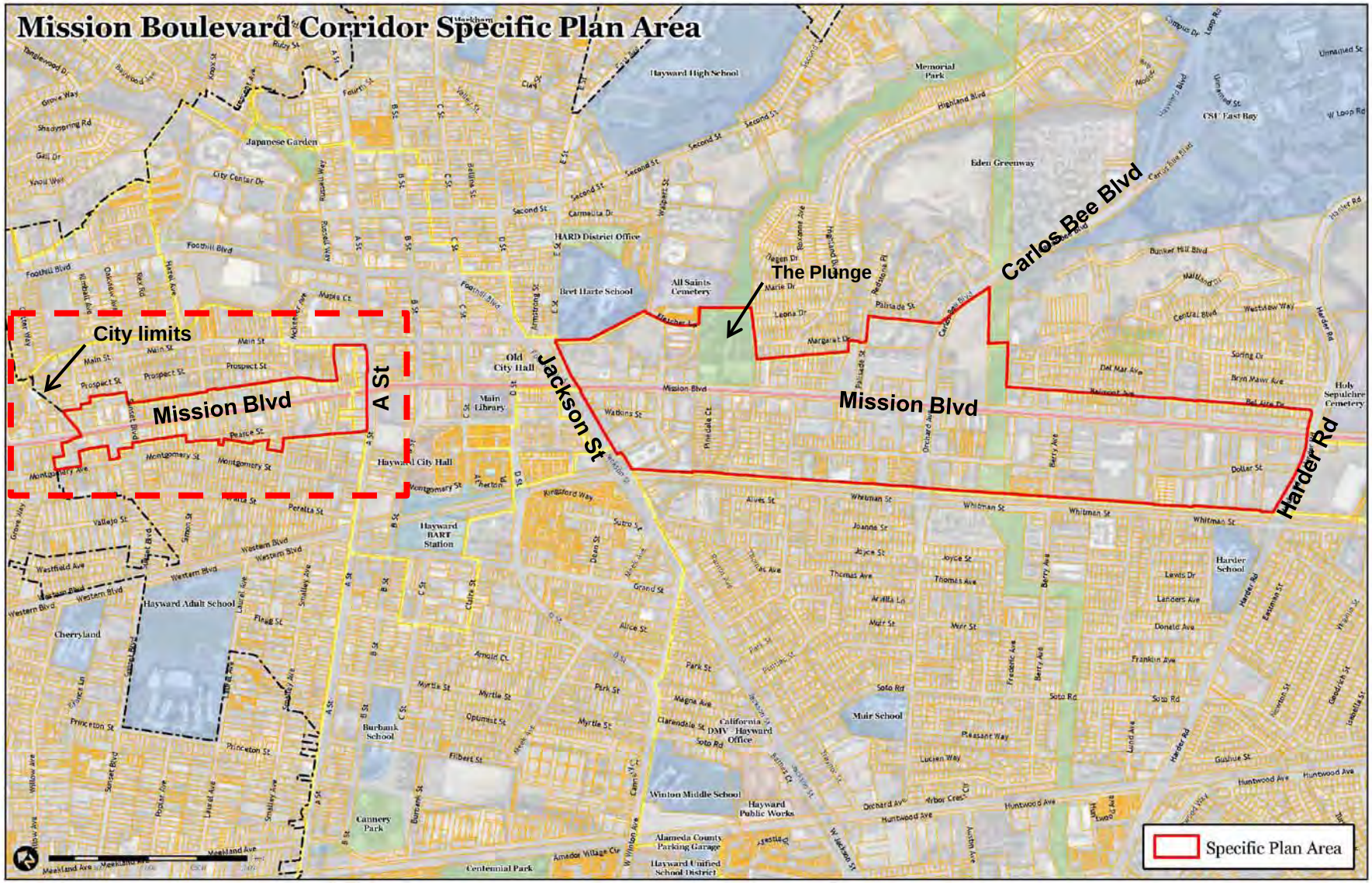
CITY OF HAYWARD
HEART OF THE BAY

MISSION BOULEVARD CORRIDOR SPECIFIC PLAN AND FORM-BASED CODE

PROJECT AREA – 240 ACRES

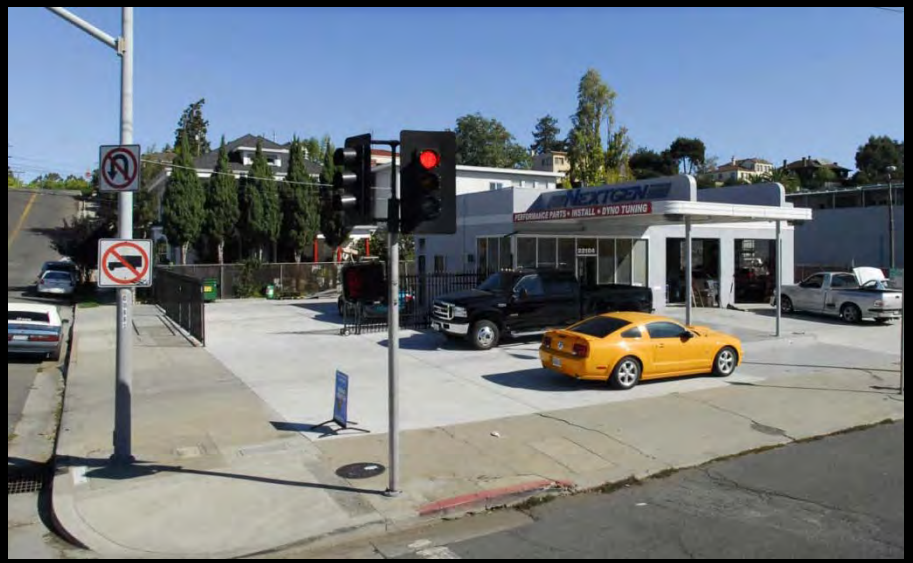


A STREET TO CITY LIMITS



Pearce St
Mission Boulevard
Hotel St
A Street
Albertson's

ADAPTIVE REUSE

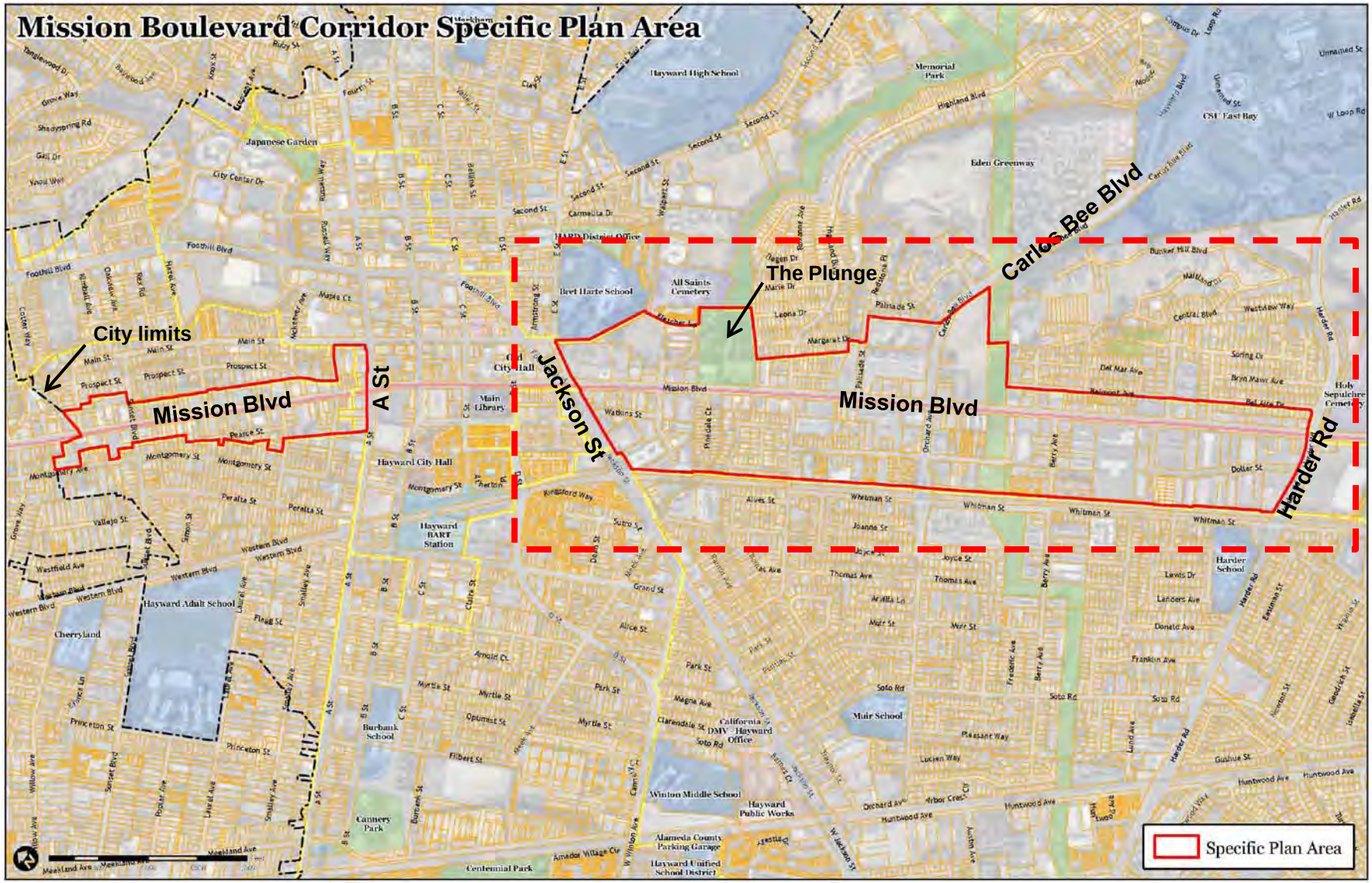


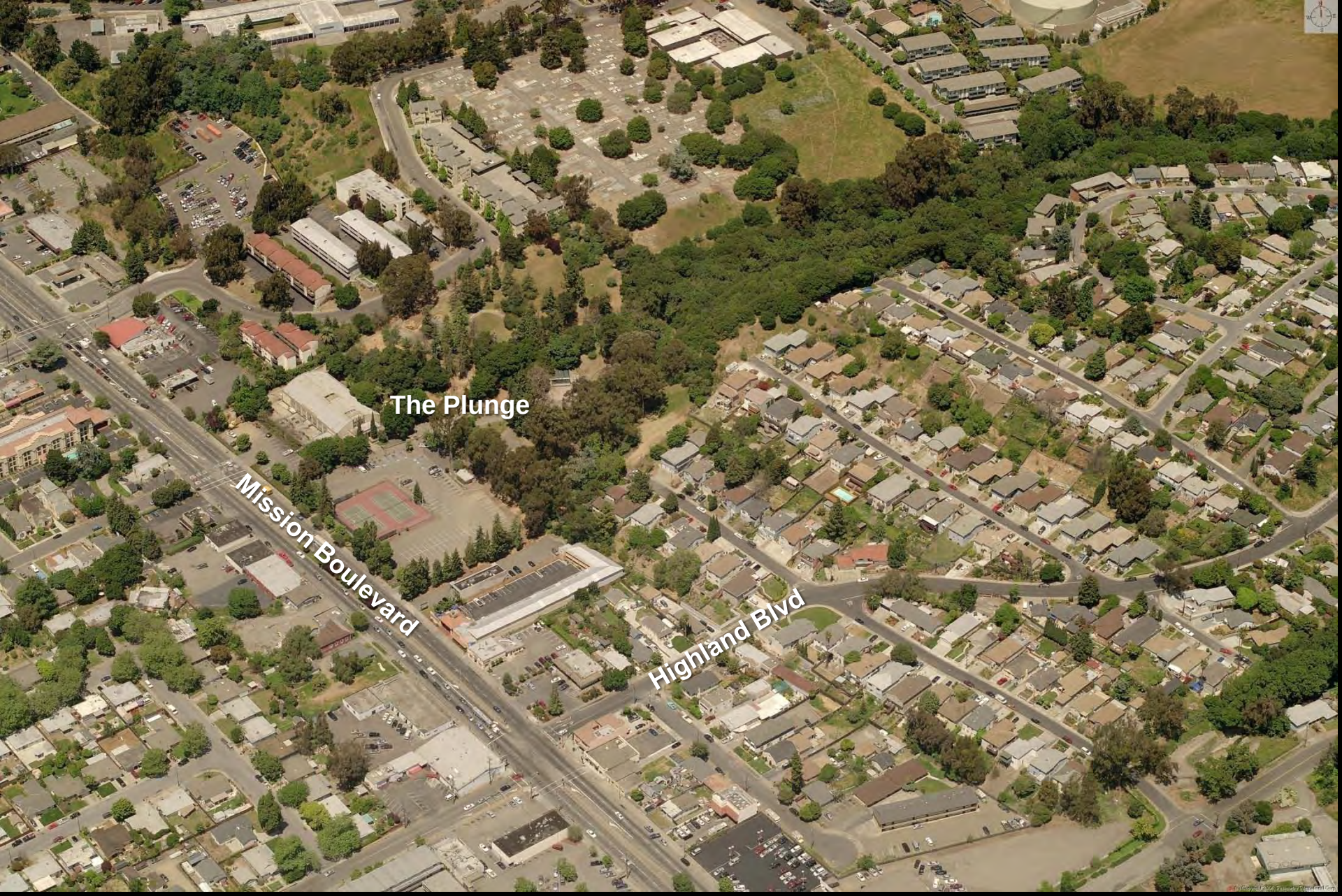
SOME NEW, SOME OLD, SOME ABANDONED

AUTO-RELATED USES, HISTORIC ARCHITECTURE

HISTORIC NEIGHBORHOODS

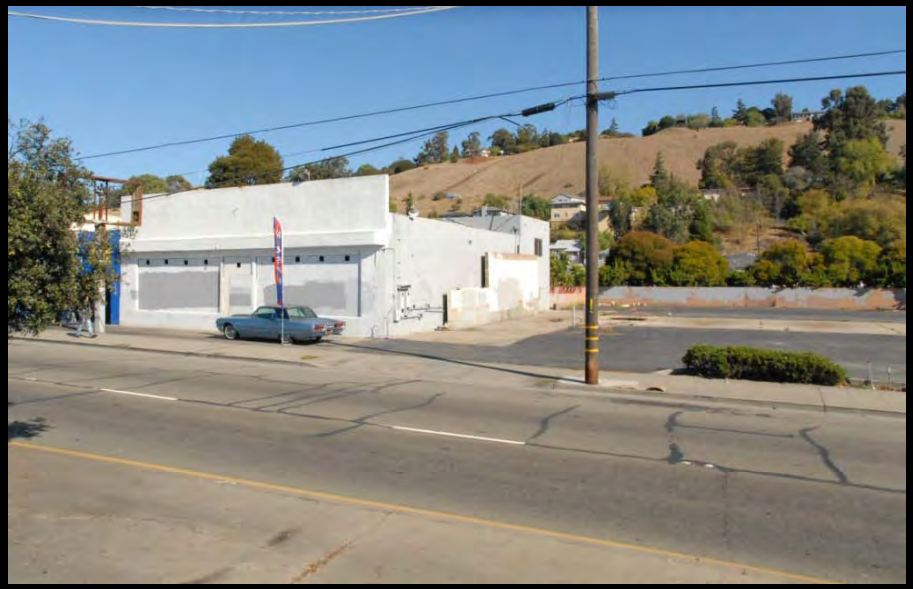
JACKSON STREET TO HARDER ROAD




The Plunge
Mission Boulevard
Highland Blvd

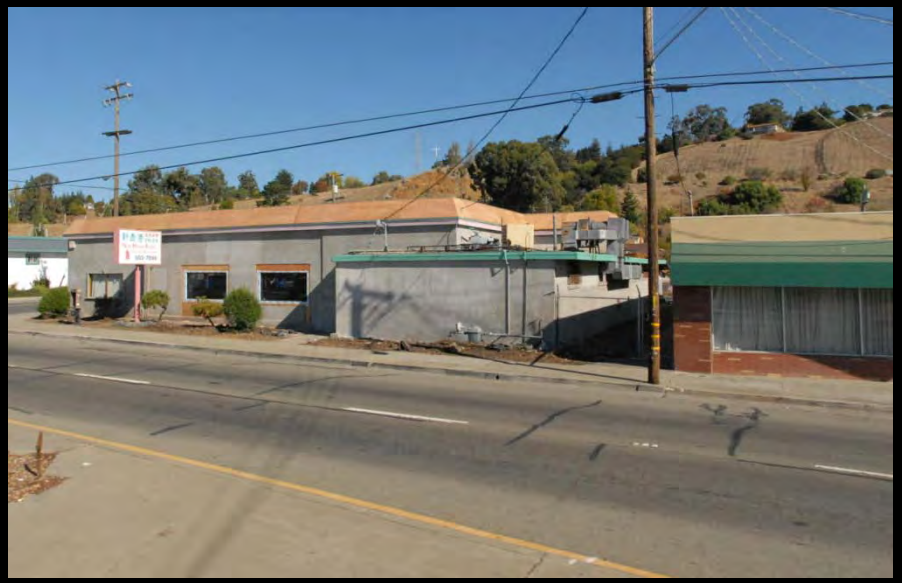
Auto Row
Mission Boulevard
Harder Road

AUTO DEALERS & AUTO-RELATED USES



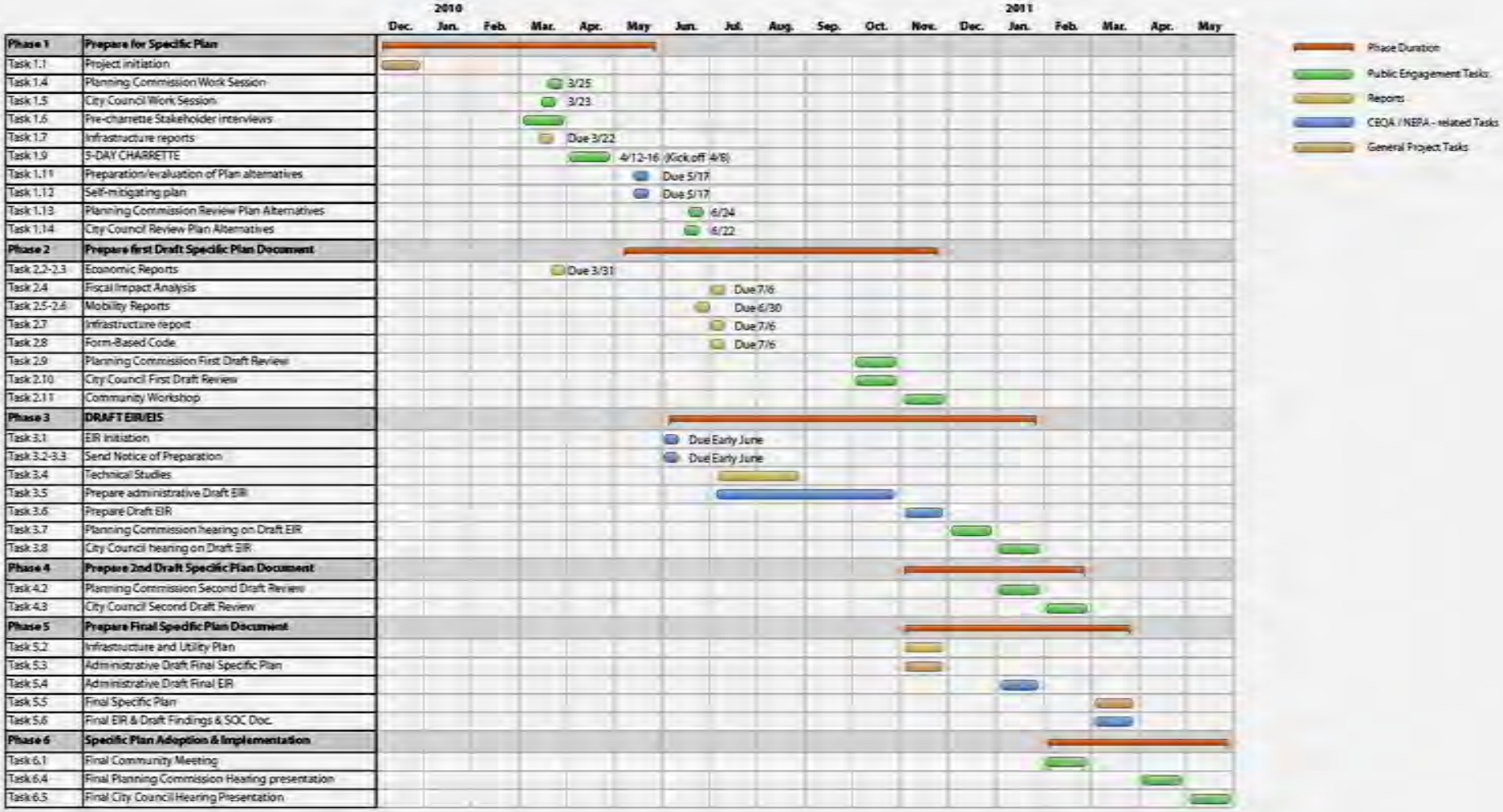
LOCAL / ETHNIC RESTAURANTS

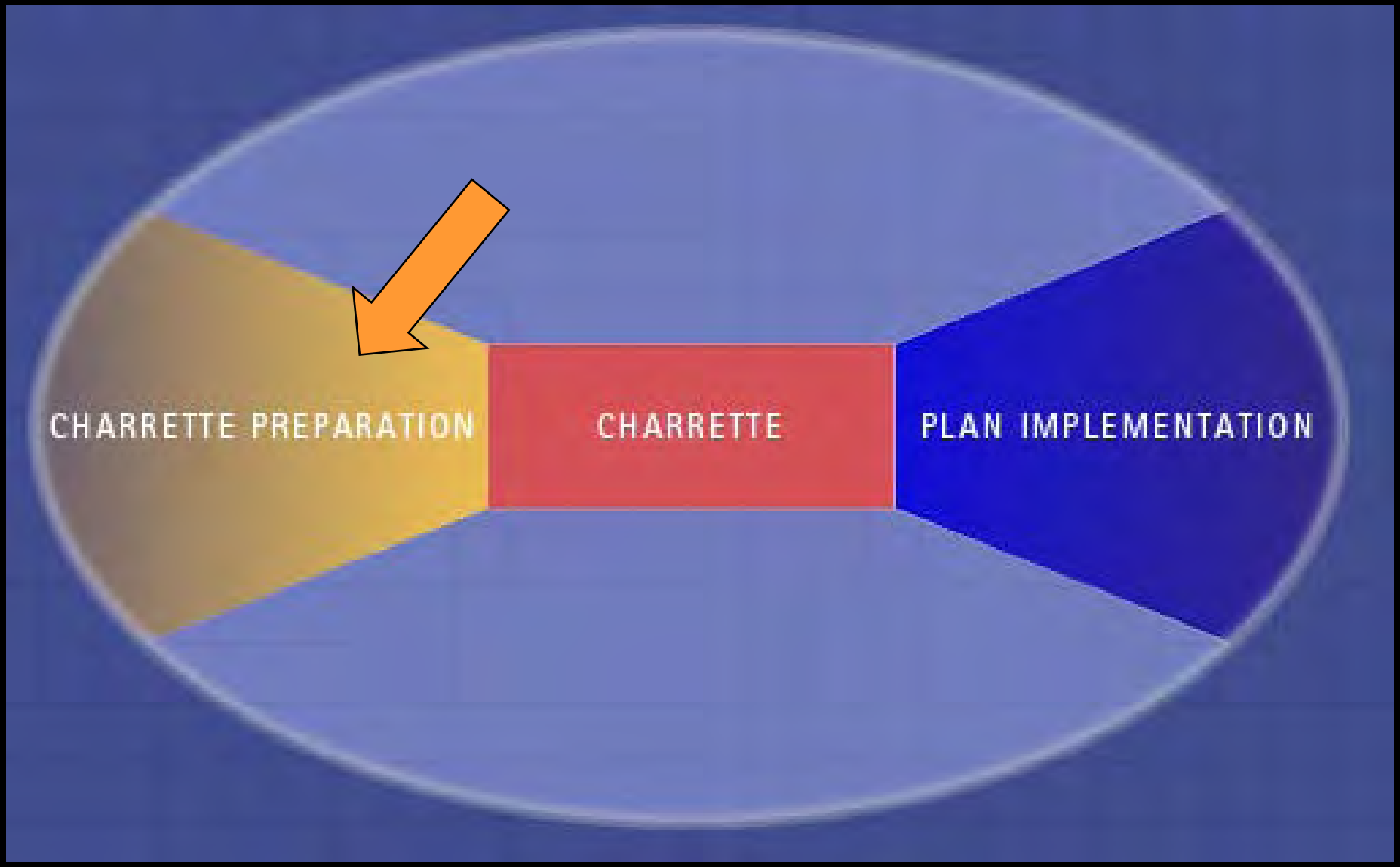
UNDERPERFORMING USES / VACANT BUILDINGS



HISTORIC NEIGHBORHOOD - PINEDALE COURT

SCOPE OF WORK & TIMELINE




CHARRETTE PREPARATION
CHARRETTE
PLAN IMPLEMENTATION

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

HAYWARD

CITY OF
HAYWARD
HEART OF THE BAY

Mission Boulevard Corridor Specific Plan and Form-Based Code Charrette

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

DESIGN & PLANNING TEAM
Laura Hall, Hall Alminana - *Project Director*
Robert Alminana, Hall Alminana - *Urban Design*
Rob Merritt, Hall Alminana - *Urban Design*
Kevin Colin, Lamphier-Gregory - *Planning*
Erie Brown, Brown Design Studio - *Architecture*
Dede Christopher - *Illustrations*
Chris Ross - *Graphics*
Patrick Siegman, Nelson\Nygaard - *Parking & Mobility*
Bill Lee, AECOM | ERA - *Market Analysis*
Damian Stefanakis, Dowling Associates - *Thoroughfares*

CHARRETTE STUDIO
City Hall, Room 2A
777 B Street
Hayward, CA

LODGING
Hampton Inn
24137 Mission Blvd., Hayward, CA

OPENING PRESENTATION
THURSDAY, April 8th - 7-9 PM
Hayward City Council Chambers
777 B Street, Hayward, CA

CLOSING PRESENTATION
FRIDAY, April 16th - 5:30-7 PM
Hayward City Council Chambers
777 B Street, Hayward, CA

TIME	MONDAY April 12th	TUESDAY April 13th	WENESDAY April 14th	THURSDAY April 15th	FRIDAY April 16th
9:00 AM	Team tour of project area 9-10 AM	**Meeting #3: 9-10 AM** *Parking Analysis Report*	OFF-SITE FIELD WORK	PRODUCTION	PRODUCTION
10:00 AM	DESIGN	**Meeting #4: 10-11 AM** *Market Analysis Report*			
11:00 AM		**Meeting #5: 11-noon** *Merchants, property owners, developers*			
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** *City Council, Planning Commission, Committee members*	DESIGN	DESIGN	PRODUCTION	PRODUCTION
2:00 PM					
3:00 PM	**Meeting #2 (staff): 3-4:30 PM** *Development Services, Public Works, Redevelopment Agency, Police, Fire*				
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** *City Council Chambers*
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	
7:00 PM					
8:00 PM	DESIGN	DESIGN	DESIGN	PRODUCTION	
9:00 PM					
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.

CITY OF HAYWARD
HEART OF THE BAY

Mission Boulevard Corridor Specific Plan and Form-Based Code Charrette

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

DESIGN & PLANNING TEAM
Laura Hall, Hall Alminana - *Project Director*
Robert Alminana, Hall Alminana - *Urban Design*
Rob Merritt, Hall Alminana - *Urban Design*
Kevin Colin, Lamphier-Gregory - *Planning*
Erie Brown, Brown Design Studio - *Architecture*
Dede Christopher - *Illustrations*
Chris Ross - *Graphics*
Patrick Siegman, Nelson\Nygaard - *Parking & Mobility*
Bill Lee, AECOM | ERA - *Market Analysis*
Damian Stefanakis, Dowling Associates - *Thoroughfares*

CHARRETTE STUDIO
City Hall, Room 2A
777 B Street
Hayward, CA

LODGING
Hampton Inn
24137 Mission Blvd., Hayward, CA

OPENING PRESENTATION
THURSDAY, April 8th - 7-9 PM
Hayward City Council Chambers
777 B Street, Hayward, CA

CLOSING PRESENTATION
FRIDAY, April 16th - 5:30-7 PM
Hayward City Council Chambers
777 B Street, Hayward, CA

TIME	MONDAY April 12th	TUESDAY April 13th	WENESDAY April 14th	THURSDAY April 15th	FRIDAY April 16th
9:00 AM	Team tour of project area 9-10 AM	**Meeting #3: 9-10 AM** *Parking Analysis Report*	OFF-SITE FIELD WORK	PRODUCTION	PRODUCTION
10:00 AM	DESIGN	**Meeting #4: 10-11 AM** *Market Analysis Report*			
11:00 AM		**Meeting #5: 11-noon** *Merchants, property owners, developers*			
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** *City Council, Planning Commission, Committee members*	DESIGN	DESIGN	PRODUCTION	PRODUCTION
2:00 PM					
3:00 PM	**Meeting #2 (staff): 3-4:30 PM** *Development Services, Public Works, Redevelopment Agency, Police, Fire*				
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** *City Council Chambers*
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	
7:00 PM	DESIGN	DESIGN	DESIGN	PRODUCTION	
8:00 PM					
9:00 PM					
10:00 PM					

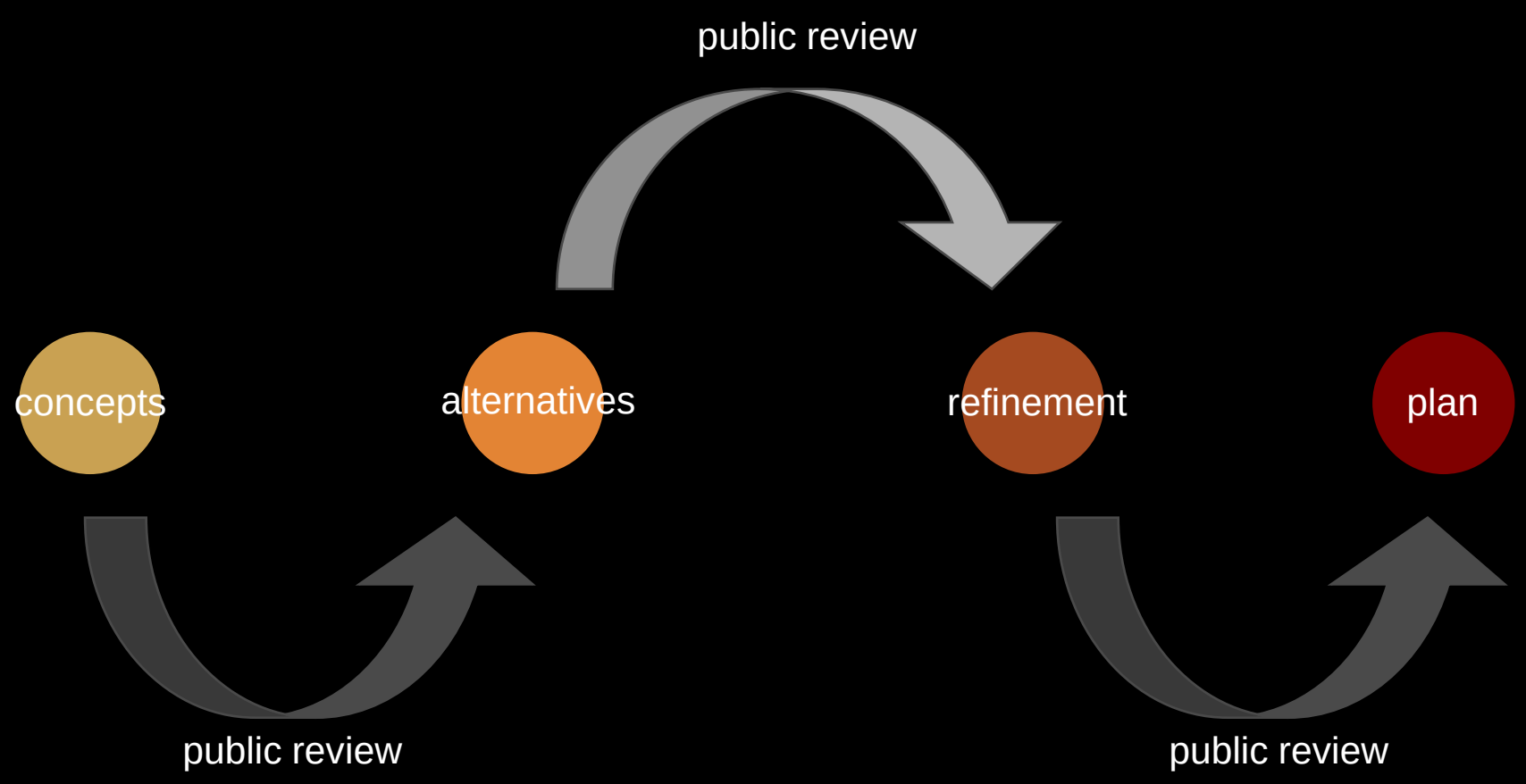
LEGEND:

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.

CHARRETTE PROCESS



CITY OF HAYWARD
HEART OF THE BAY™

Calendar | City Staff Directory | Contact Us | Search Website | Site Map

ACCESS HAYWARD

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

Hayward Open For Business | Register To Vote | Disaster Preparedness | STOP GRAFFITI Reward Hotline | GREEN HAYWARD | KHCG TASK FORCE | Water Conservation | Mural Art Program

Neighborhood Partnership Program

Wi Fi | Maps & G.I.S. | Webcasts

Mission Boulevard Corridor Specific Plan

- **Overview**

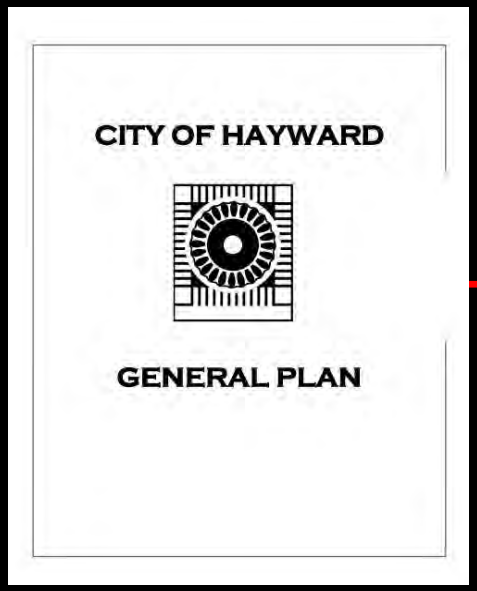
  The project area includes two segments along Mission Boulevard from Harder Road in the south to the City limits in the north, excluding the downtown core. The **South Hayward BART Form-Based Code** project is under way and will address the portion of Mission Boulevard between Harder Road and Industrial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

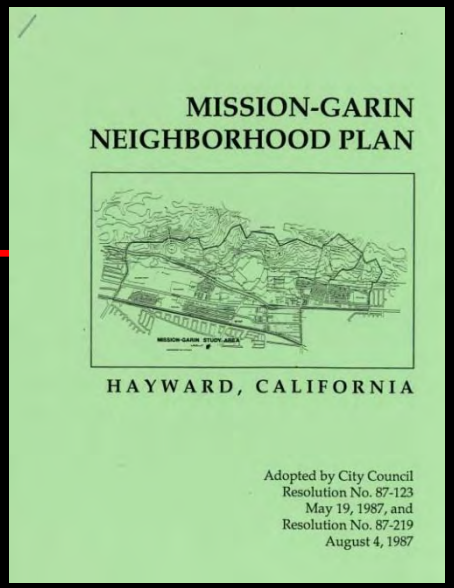
  The Mission Boulevard Corridor Specific Plan will include a form-based code and a long-term economic strategy for the project area. The goals of the project are to develop a vision and supporting implementation strategies that will result in attractive development for the City including vibrant commercial 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.

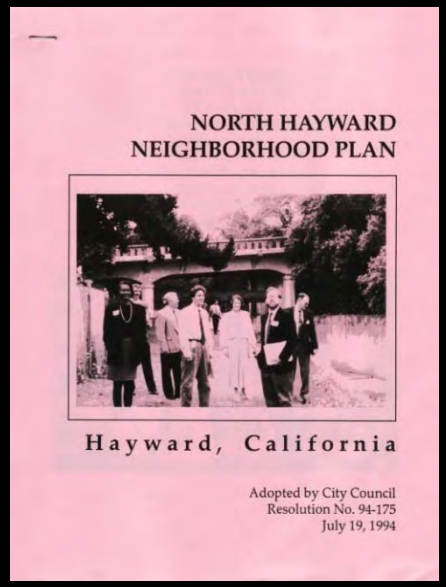
- **Map of Project Area**
- **Project Timeline**
- **Kick-Off Meeting (April 8) & Charrette (April 12 – 16)**
  - Kick-Off Meeting and Charrette Announcement
  - Charrette Schedule
- **Reports (City Council, Planning Commission, etc.)**
  - 11-17-2009 City Council Report
    - Attachment 2
    - Attachment 3
    - Attachment 4
  - **03-23-2010 City Council Work Session** (report coming soon)
  - **03-25-2010 Planning Commission**
- **Documents and Studies**
- **Glossary of Terms**

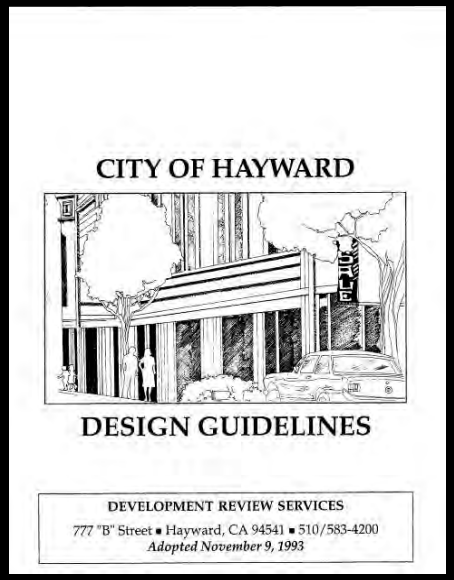
For further information, please contact:
Erik Pearson – **Senior Planner -** at 510-583-4210
Laura Hall - Hall Alminana, Inc. - at 415-986-9111
Robert Alminana - Hall Alminana, Inc. - at 415-986-9111

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



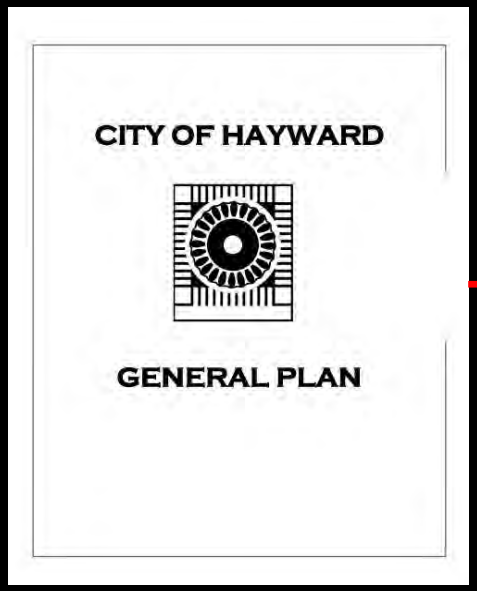


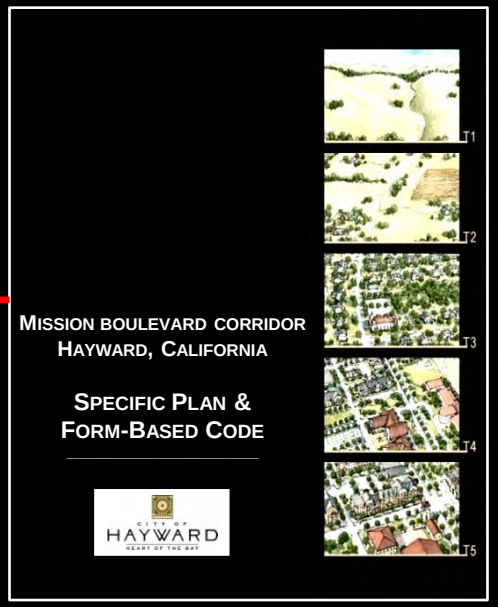




Zoning Ordinance

Subdivision Ordinance


CITY OF HAYWARD
GENERAL PLAN


MISSION BOULEVARD CORRIDOR
HAYWARD, CALIFORNIA
SPECIFIC PLAN &
FORM-BASED CODE
HAYWARD
T1
T2
T3
T4
T5

LOCATION OF ALQUIST PRIOLO FAULT LINE

ROUTE 238 LANDSCAPE IMPROVEMENTS

ON-STREET PARKING

On-Street Parking (after Route 238 Improvements)

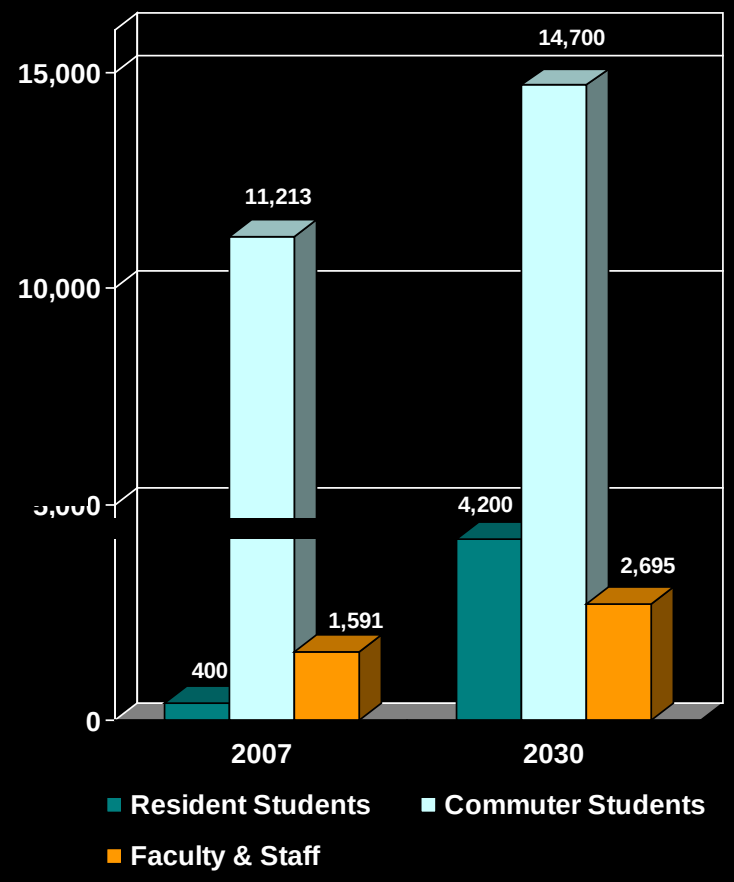
400 1200 Feet
0 200 800 1300
A comfortable walking distance

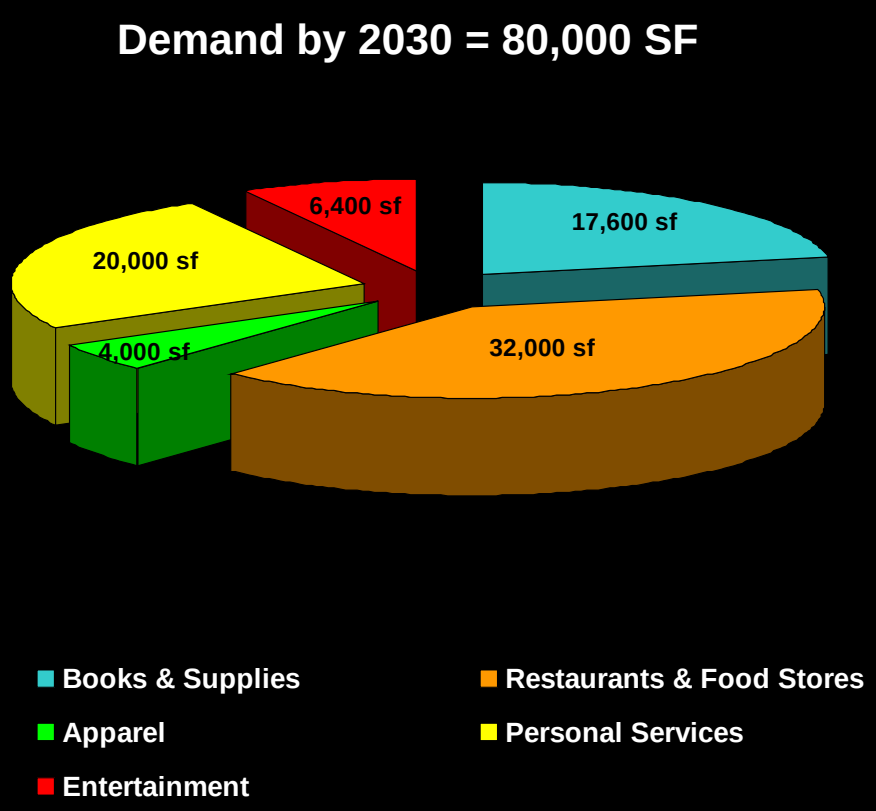
Legend

Parking Key

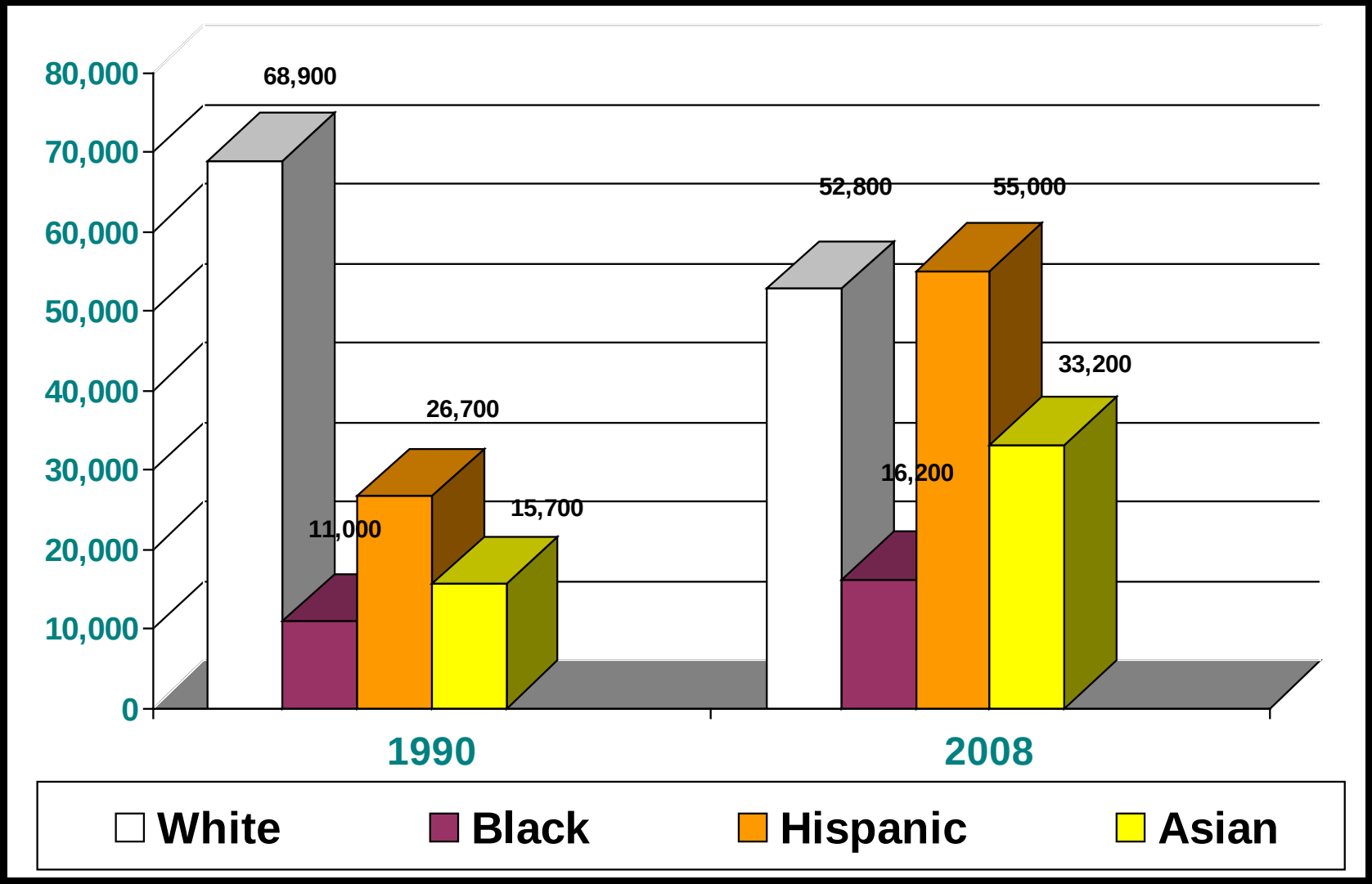
- No On-Street parking
- On-Street Parking
- On-Street Parking with Peak-Hour Traffic
- 10 Minute/ Half-Mile Walk

Retail Demand Generated by Growth of CSU East Bay

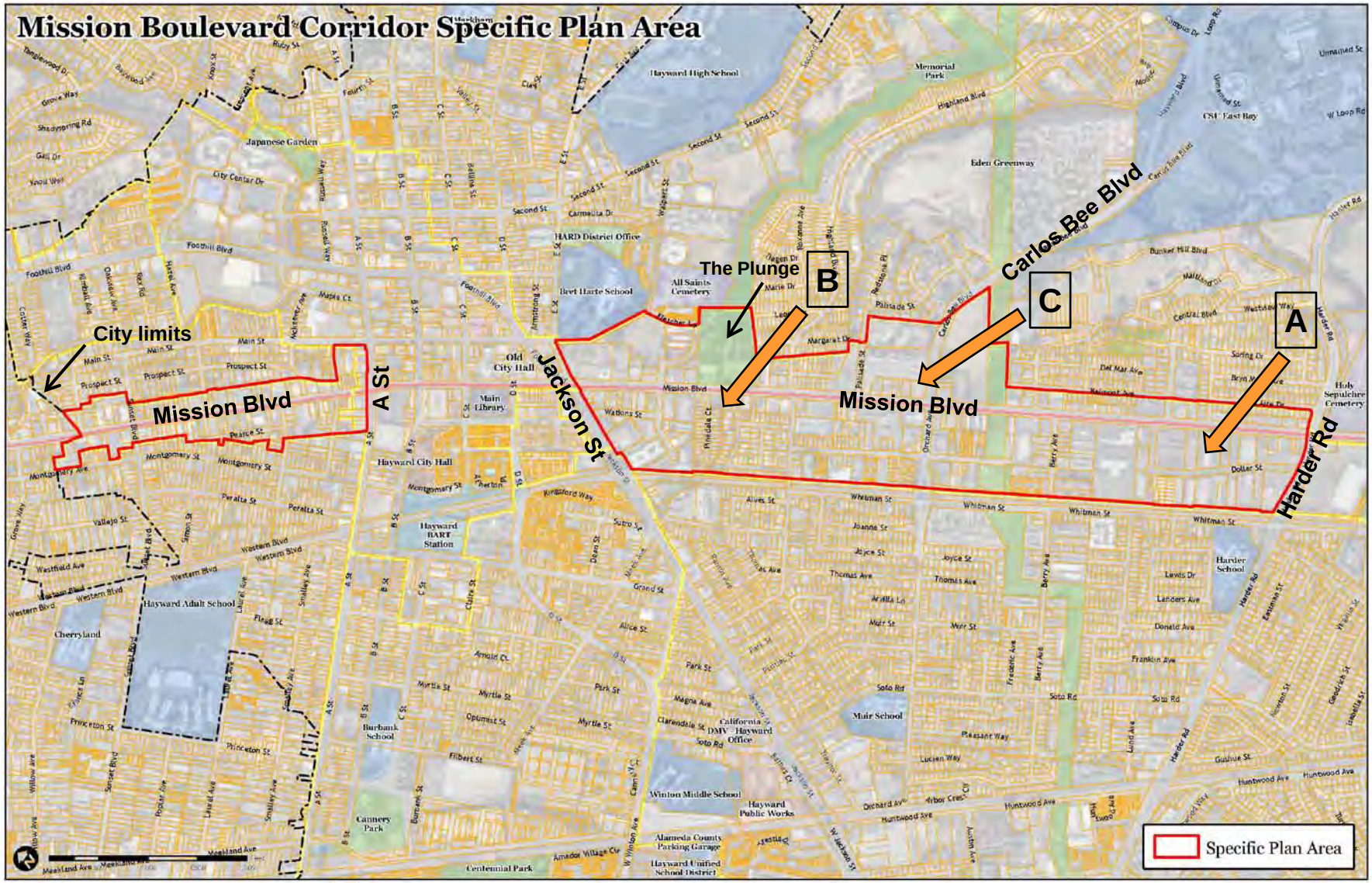




Opportunity for Mission Boulevard due to Changing Demographics of Hayward



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

CITY OF HAYWARD
HEART OF THE BAY

MISSION BOULEVARD CORRIDOR SPECIFIC PLAN AND FORM-BASED CODE