

PUBLIC OUTREACH REPORT

ENVISION DOWNTOWN HAYWARD



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PUBLIC OUTREACH REPORT

for
ENVISION DOWNTOWN HAYWARD



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PREFACE

This Public Outreach Report is supporting documentation for the Envision Downtown Hayward Project. It is the result of a class effort by fourth year students in the City and Regional Planning Department at California Polytechnic State University, and was developed to engage the Hayward residents in creating a shared community vision for the future development of Downtown.

The Public Outreach Report summarizes the community outreach efforts of the students, hereafter referred to as the 'Project Team.' The Report also covers in detail the commentary and opinions of the community and stakeholders during the five month planning process. The final Envision Downtown Hayward proposals are a reflection of the visions and suggestions of the community that are summarized in the following pages.

The Project Team would like to thank the City of Hayward officials and staff members, especially David Rizk, Sara Buizer, Richard Patenaude, Chris Gillis for providing valuable assistance, guidance, and feedback during all phases of this planning process. This project, though, would not have been possible without the valuable ideas and suggestions graciously offered by the dedicated citizens of Hayward.

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EXECUTIVE SUMMARY

The Public Outreach Report summarizes the public outreach efforts and community's suggestions and ideas coming out of those efforts. As part of the outreach process, the Project Team hosted several events including two Envision Downtown Public Workshops conducted in November, 2011 and February, 2012; Stakeholder interviews conducted in October 2011; Discussions with CSU East Bay student representatives; conversations with Farmers' Market, BART Station and Lucky's Grocery patrons; a Community Opinion Survey, a Visual Preference Survey; and a Focus-Group Meeting. Each of these elements of the public outreach process provided valuable information about community needs and opinions.

Envision Downtown Workshop #1 (Nov. 5, 2011)

The Envision Downtown Workshop #1 was attended by approximately 60 community members. Participants engaged in small group facilitated discussion on what they see as assets for the Downtown, what they want to see changed, and what their visions and ideas are for the future of Downtown. After the discussions, consensus items, categorized into 'assets' and 'concerns' were selected by each group and presented to the workshop and participants.

Participants identified a number of key assets during workshop, including preserving B Street, Downtown Hayward's historic buildings, existing businesses, the Public Library, existing civic buildings and parks, Downtown Hayward's proximity to BART, community events and free parking. In addition, participants highlighted Buffalo Bill's Microbrewery and the Japanese Gardens as kind of resources they liked to be in Downtown. Participants also identified a number of important concerns about the Downtown that should be addressed in the plan, most prominently siting safety and perception of safety in Hayward. They identified building vacancies, the homeless population, and trash as contributing to this problem. The participants also wanted to see improvements on Foothill Boulevard, and the "Mini-Loop" project. The visions for future improvement described by participants included a connection from CSU East Bay and Chabot College to Downtown Hayward, community amenities at the former Mervyn's site, cultural amenities and pedestrian friendliness in the

Downtown core, greater safety and perception of safety, diverse housing options, more open space, and an expansion of the mural program.

Stakeholder Interviews (Nov. 4, 2011)

Stakeholders were selected based on their previous involvement in city affairs, the geographic location of businesses and buildings they own within the project boundaries, and those who would have substantial influence and/or would experience a substantial impact as a result of the Downtown Hayward Plan Update proposals. Stakeholders' responses were synthesized into six overall themes. They included creating stronger community identity and marketability in the Downtown; planning better circulation and access through walkability, more buses, and maintaining two-way roads in the area; building a greater sense of safety through better maintained city buildings and streetscape; emphasizing historic preservation; continuing to strengthen economic development, and improving the education system city-wide.

Community Opinion Survey (Nov. 5 through Jan. 15, 2012)

The Community Opinion Survey was given out in the first public workshop, were administered at the Farmers' Market, BART Station, and Lucky's Grocery Store. It was also available online. The students collected approximately 177 total responses in the workshop and 90 responses online. The survey was designed to collect demographic information and help identify priorities of the community as well as transportation habits of the Downtown users. Dining was identified dining as a common priority activity for the downtown area. Safety, vacancies, and transportation issues were confirmed as important issues for improvement. The survey also identified the Hayward Library expansion as a priority for the community.

The primary mode of transportation for people accessing the Downtown in Hayward is their personal vehicle. The majority of participants reported feeling safe in the Downtown, although a significant amount of survey responders did cite that Hayward felt unsafe to them during nighttime.

Visual Preference Survey (conducted during first workshop)

This exercise was designed to get input from the participants about the general visual qualities and development types that they would like to see in the Downtown. The Project Team displayed five posters each describing and displaying visual examples of five major categories of development types: gateways, mixed-uses, residential buildings, streetscaping & signage, and open space. The community responded positively additional streetscaping and to the idea of a gateway, and wanted to create distinct features near the major intersections to announce the entrance to Downtown. For residential development the community preferred single-family attached housing and townhomes with limited front yard space. In the creation of open space the community preferred a linear park and a variety of vegetation in the open space in Downtown Hayward. They also preferred more outdoor seating in parks.

Focus-Group Meeting (Dec. 3, 2011)

A focus group meeting was held with community members who have been involved in public issues in the past. The meeting facilitated a discussion about four opportunity sites selected by the Project Team based on a number of factors including their locations, size, opportunity for development, and input from community members. The four selected sites were the City Center Complex, the area surrounding the BART station, the Downtown core centered on B Street and Main Street, and the Hayward Library Site. Focus Group participants provided comments, and offered their visions for each of the sites. The participants emphasized the importance of providing youth oriented activities, improving connection to the Japanese Gardens, greater retail opportunities, and public gathering spaces in the Downtown.

Based on this discussion with the focus group, the Project Team combined Opportunity Areas 3 (Main St./B St.) and 4 (Hayward Library site) due to connected vision and proximity of the two sites. The combined Opportunity Area's name was changed to Main Street/B Street/Library Opportunity Site.

Envision Downtown Workshop 2 (February 4, 2012)

At the second public workshop, the Project Team presented alternative concept plans for Downtown and three Opportunity Sites to the public and gathered feedback on the conceptual proposals. The Project Team presented four proposals: the Overall Downtown Concept Plan, the Main Street/B Street/Library Opportunity Site, the City Center Opportunity Site, and the BART Opportunity Site. Approximately 20 people attended the meeting and were divided into two groups to provide more time for community members to contribute to the discussion. Participants voted on which key features they liked or didn't like and wrote additional comments on surveys handed to them before the conclusion of each discussion.

1. ENVISION DOWNTOWN WORKSHOP ONE

Process

The first Envision Downtown public workshop took place in the City Hall on November 5th, 2011 and provided residents with the opportunity to be heard in the process of envisioning the future of the Downtown. In order to spread awareness of the workshop, the Project Team manned a booth in front of the Lucky's grocery store located near the City Hall and distributed fliers, as well as talked to people in the Farmers' Market which was taking place adjacent to the City Hall.

The activities in the Workshop included group discussions, an Opinion Survey (see Section 3), and a Visual Preference Survey (see Section 4). About 60 residents attended the workshop. The participants of the workshop were divided into 8 discussion groups, each facilitated by two members of the Project Team. The group discussions consisted of three segments, each lasting approximately 20 minutes. First, participants were asked to discuss what they think are assets of the Downtown that should be preserved. Second, the participants discussed their concerns about the Downtown and what they would like to see changed. Finally, the participants formulated visions and ideas for the future. After the group discussions, a representative from each group shared the group's ideas with the workshop participants. At the end of the workshop, the Project Team synthesized a list of consensus items from each group. The participants then voted on the items to illustrate their priorities (see Figure 1.1). The following is a summary of the topics which were discussed at the workshop.



Workshop participants working to create a community vision for the Downtown

Results

Question: What are Downtown's assets that should be preserved?

B Street

B Street was identified as a good example for the improvement of other Downtown streets. Participants commented positively about the streetscaping and feel of the street, particularly the area in front of Buffalo Bill's and Century Theaters.

Downtown Hayward's Historical Buildings

Historical structures were also identified as major assets to Downtown. The old City Hall, Veterans' Hall, Historical Society Building, and the Old Bank building are some landmarks which were identified as having high historical value. The participants valued maintaining and leveraging historical architecture to promote the aesthetic qualities of the Downtown as well as emphasize the unique identity and cultural heritage of Hayward.

Existing Businesses

Existing successful establishments such as the Century Theaters, bars, and the variety of restaurants, namely Buffalo Bill's Microbrewery, were identified as major strengths. Downtown Hayward has a variety of restaurants which residents like along with the other existing entertainment options.

Existing Civic Buildings and Parks

Civic structures and parks were praised by many workshop participants. They spoke highly of the Hayward City Public Library and the green space surrounding it but added that the Library building itself is outdated and needs to be improved. The participants also expressed satisfaction with the City's new City Hall, its plaza, and surrounding shopping center and housing. Other public open spaces like the Japanese Gardens and the San Lorenzo Creek area were also discussed as great public amenities.

Downtown Hayward's Proximity to BART

BART creates regional connectivity which can help establish Downtown Hayward as a regional center. BART allows people from the region to conveniently arrive near Downtown and also allows Hayward residents to travel elsewhere in the area. Citizens perceived high density housing adjacent to the BART station positively. The high quality, transit-oriented



Workshop participants discussing the assets of Downtown

housing developments provide more housing options and bring more people to the Downtown. Participants expressed a desire for additional similar housing options.

Community Events

Participants celebrated the existing community events in the City such as the Farmer's Market and the Summer Festival. Events like these create a sense of community and bring people Downtown. Participants wanted more community events of different kinds like a movie festival or sport tournaments.

Free Parking

Availability of parking in the Downtown was a very popular topic. Free parking encourages people

to come Downtown and spend their money on something else. Parking is currently abundant in most areas, except by the Theater on some nights of the week. Participants felt that the City should continue to offer free parking in order to attract more people to the Downtown and to stimulate the local economy.

Question: What are areas of concern in the Downtown? (see Figure 1.2)

Safety and Perception of Safety

The sense of security in Downtown, or lack thereof, was a frequently repeated concern. Downtown Hayward is perceived to be unsafe by residents and visitors, particularly during nighttime, which hurts businesses and deters nightlife. The Green Shutter Hotel and the activities that it harbors were considered as adding to the discomfort in the Downtown. The participants also reported that poor lighting and late night loiterers make people feel unsafe.

Vacancies

Participants expressed their dissatisfaction with vacant storefronts around Downtown, saying they create a stagnant atmosphere. Others were frustrated with the City's lack of initiative to renovate the old Mervyn's and City Center sites. Several participants blamed City policies that make it difficult to start a business in Downtown. Others attributed the vacancies to the tough economy.



Workshop participants discussing the assets of Downtown

Foothill Boulevard

Traffic and high traffic speeds create an unsafe, unpleasant, and pedestrian unfriendly environment. Foothill Blvd. also divides the Downtown area and encourages drivers to drive through without stopping in Downtown. The strip mall style shops on Foothill Blvd. were also considered problematic. The participants said the shops are poorly maintained and blighted, making Hayward seem unattractive to commuters passing through.

The 'Mini-Loop' Project

Participants expressed strong concerns about the currently under-construction 'Mini-Loop' project. Despite attempting to solve the local traffic congestion issues, participants felt the project will create a "super-highway" which will divide Downtown and make it inaccessible and not pedestrian friendly. Participants see the traffic problems as largely regional and did not feel that the City should bear the burden of accommodating such traffic volumes. Along with the loop itself, participants were also not receptive to the idea of making more Downtown streets one-way streets and were concerned this setup will create confusion and poor accessibility to Downtown businesses.

Lack of Identity

Downtown Hayward was described by participants to be lacking unique character. Despite the diverse and unique identity of the City's residents, the Downtown fails to reflect this character. Poor maintenance, wide roads, and strip malls are some examples that were discussed which diminish the Downtown's unique atmosphere. The participants would like to see new features which enhance the cultural and historical identity of Hayward, or create a new identity, incorporated in the Downtown.

Homelessness

Participants expressed serious concern about the homeless population which loiters in the Downtown. The homeless tend to make Downtown visitors feel uncomfortable and unsafe. Participants expressed their displeasure with homeless always loitering at Newman Park and sleeping near the library.

Trash

Trash around Downtown, especially on A Street, was considered a source of frustration for the participants. They also noted that the City has a trash pickup program but many residents are unaware



Workshop participants listening to group presentations

of this option. The participants cited the trash as another element that makes Downtown unattractive and deters tourism and business.

Question: What are your ideas and visions for the future of Downtown? (see Figure 1.3)

Connection to CSUEB and Chabot College

Participants envisioned a Downtown that was better connected to both Chabot College and CSU East Bay Campus. They recognized students from both schools as a group of people who could bring both revenue and activity to Downtown. Participants expressed their vision for more Downtown businesses and shops that cater to students' needs and desires. Participants also expressed interest in bringing more student housing Downtown, saying it would further revitalize the area and bring more activity Downtown.

City Center Complex and Former Mervyn's Headquarters

Participants were very vocal about redeveloping the former Mervyn's Headquarters and City Center Complex. They saw the potential of this area and expressed interest in seeing retail space in the old Mervyn's buildings--potentially a traditional department store or electronic store. Participants wanted to see the incorporation of a convention center and performing arts center in the plan and saw the City Center Complex as a good location for those. Some participants envisioned the Mervyn's and City Center area as an "uptown" area, with a trolley connecting it with City Hall and B Street ("Downtown").

Cultural Amenities

Several participants wanted to see more cultural resources around Downtown. People envisioned art galleries, live music, a performing arts center, coffee shops with live music, antique stores, and jazz bars. Participants wanted to see part of Downtown designated as an “entertainment district”, with both uses for children/teens and adults alike.

Pedestrian Friendliness

Another element envisioned by participants was an incorporation of a better pedestrian network in and around Downtown. Participants cited both poor sidewalk conditions (narrow, cracked, and blocked sidewalks) and heavy traffic as barriers to walking. One participant suggested removing the “S-curve” along Foothill Blvd. to restore the more pedestrian-friendly grid pattern found throughout the rest of Downtown.

Safety and Perception of Safety

As discussed previously, safety was a concern shared by many participants at the workshop. Participants envisioned a Downtown that appears safer, which would draw a lot more activity to the area. Some suggestions to improve the safety around Downtown included a police substation, better lighting, more police patrols, and more activity on the streets around Downtown.

Diverse Housing Options

Participants voiced a desire for more diverse housing options in the Downtown. Townhomes, which were selected as preferred residential types in the Visual Preference Survey, were also mentioned during the

discussion. Other housing options like apartments, student housing, condominiums, and mixed use housing developments were also suggested as a development type appropriate for the Downtown.

Open Space

A need for more open space and recreation opportunities was expressed by participants. More parks, sporting facilities, community centers, bike paths, and pedestrian paths are a few examples which were discussed. The participants would like to see amenities that encourage residents to live a more active life.

Mural Program

Workshop participants considered the murals located around the City to be an important part of what makes Hayward unique. Participants thought the City should invest more in the mural program to further advance this cultural aspect of the City and enhance the City’s identity and character.



Workshop participants presenting group consensus items

Assets/Concerns Selected by Consensus

Assets	Concerns
<ul style="list-style-type: none"> • B Street [18] • Events [13] • Library [10] • Restaurants [5] • Buffalo Bill’s Atmosphere [5] • Historic Structures [4] • Free parking [4] • New City Hall and plaza [3] • Japanese gardens [3] • Proximity to BART [1] 	<ul style="list-style-type: none"> • Vacancies [18] • Safety and perception of safety [16] • Disconnect from CSUEB and Chabot College [11] • Mini-Loop project [8] • City Policies [8] • Homeless [8] • Lack of identity [5] • Traffic/Circulation (including Foothill Blvd.) [4] • Trash/ building maintenance [2] • Empty lot near BART [2]

Figure 1.1: Items selected by a consensus of participants in the workshop [number in brackets indicates total individual votes]

Downtown Assets and Opportunities



Other Comments:
 The architecture of City of Hayward's historical buildings.
 The abundance of free parking in the Downtown.
 The San Lorenzo Creek Walk.

Figure 1.2: Downtown Assets and Opportunities Map

Concerns and Challenges

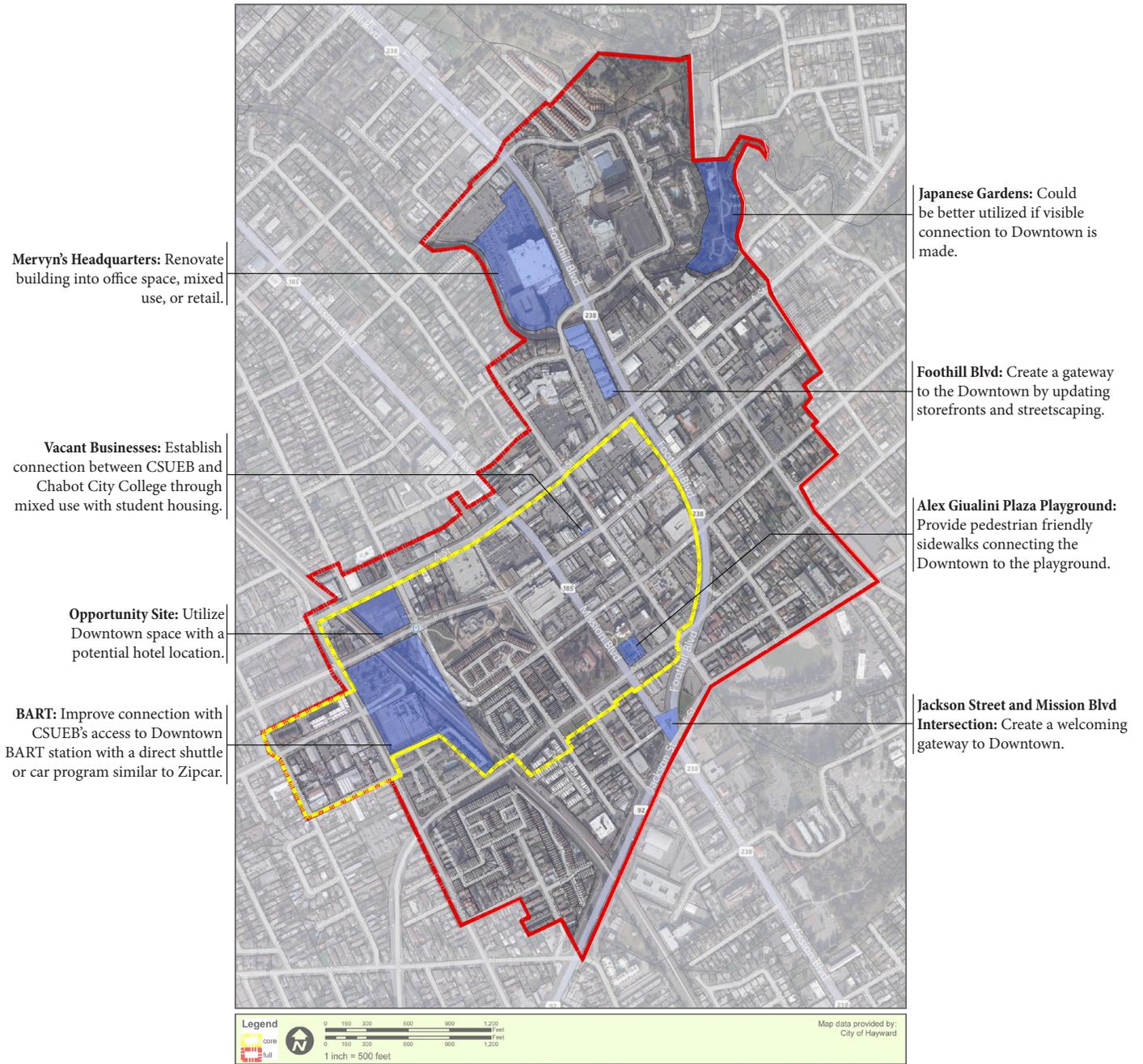


Other Comments:

- The City of Hayward's perception of safety
- The impacts of the mini-loop project
- Lack of a senior citizen center in the Downtown
- Stand alone bars, tattoo parlors, and pawn shops hurt the Downtown's appearance
- Lack of attractions for high school and college students

Figure 1.3: The Concerns and Challenges raised by the community for areas of Downtown

Visions



Other Comments:

- Incorporate art galleries, performing arts center, coffee shop with live music, antique stores, jazz bars, and an entertainment district into the Downtown.
- Create a better pedestrian network.
- Build a Convention Center in one of the Downtown's opportunity sites.
- Create an image and identity for Hayward.
- Place a police substation in the Downtown to help improve safety.
- Improve City's policies regarding businesses by making them more proactive.

Figure 1.4: Visions of the Downtown

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2. STAKEHOLDERS INTERVIEWS

To further enhance the public outreach efforts the Project Team conducted interviews with Downtown stakeholders on November 4, 2011. Stakeholders were selected based on geographic location of businesses and buildings they own within the project boundaries, and those who would have substantial influence and/or would experience a substantial impact as a result of the Envision Downtown Hayward proposals. The types of stakeholders included Downtown homeowners, students from Chabot College, students from CSU East Bay, members of the School Board, members of the Chamber of Commerce, Economic Development staff, Planning Commissioners, City Council members, neighborhood organization representatives, the business improvement organization, homeless and transient people, and business owners. The stakeholders were interviewed individually by the Design Team and were asked questions tailored specifically to them. Some common issues raised were visions of Downtown, changes the interviewees would like to see in Downtown, preservation of specific aspects of Downtown, and obstacles in achieving their vision of the Downtown (All stakeholder interview questions can be found in Appendix H).

The information provided was organized into six common and frequently heard themes: Community Identity, Circulation/Transportation, Safety, Historic Preservation, Economic Development, and Education. The responses from the stakeholders are organized into observations made and recommendations in those categories and presented below.

Community Identity



Cal Poly students interviewing stakeholder

Observations

Stakeholders were highly concerned about Hayward's overall public image. Some stakeholders pointed out that Hayward is not very marketable due to its poor reputation as related to safety, substandard education, and empty storefronts. Stakeholders sought opportunities to improve the City's reputation that were not yet being taken advantage of, among them Hayward's natural features including the creek and the City's historical heritage.

Recommendations

Overall, stakeholders expressed the need for Hayward to become an identifiable place with a new and improved reputation. Stakeholders would like to see Downtown Hayward as a sustainable, walkable, and friendly hub with family-oriented public spaces, rich with both performing and visual arts. Participants saw opportunities for open space and/or tourist attractions in these areas. Sustainability was also an opportunity that stakeholders saw to improve the image of Hayward. Implementing sustainable approaches to development would improve Hayward's image as a green and environmentally-friendly City as well.

Circulation/ Transportation

Observations

Circulation and transportation were identified as important issues for the City. Stakeholders expressed concern about access to Downtown, the schedule and expense of alternative transit modes, and the Foothill "mini-loop" project. Issues regarding

access to Downtown Hayward stemmed from the scheduling issues and high cost of mass transit. Stakeholders cited that buses from the BART station do not always come at convenient times, and some stakeholders have had experiences of buses not showing up as scheduled. The Foothill “mini-loop” project and Foothill Boulevard is not integrated with the rest of the City but rather serves as a barrier between Downtown and the rest of Hayward.

Recommendations

Recommendations by stakeholders regarding circulation and transportation in the Downtown area include greater ease of access to Downtown through improved connections to the Chabot College and CSU East Bay Campus, better bus services, increasing walkability, and integrating the cross street with the “mini-loop.” Foothill Boulevard was cited as a street that needs to be integrated more with the Downtown area. Other recommendations mentioned by Stakeholders are to add more crosswalks, eliminate one-way streets in Downtown, and implement streetscaping similar to B Street on other Downtown streets.

Safety

Observations

Stakeholders raised the issue of safety in Downtown Hayward—citing poor lighting, vacancies, homelessness, and crime as causes for concern. Downtown nightlife also creates a potential safety concern due to excessive drinking in bars and clubs. Stakeholders also cited the age of buildings as a safety issue, explaining that some of the buildings are badly dilapidated and have structural issues such as leaks. Drug deals have been known to happen in the Downtown and vandalism and theft have also been cited. Also, the Green Shutter Hotel was specifically cited as a magnet for “the wrong crowd”. Homelessness is also a major problem as viewed by stakeholders. According to the interviewees, numerous homeless individuals reside in the Downtown area, and have been noticed sleeping on Main Street, which contributes to the negative perceptions of safety in the area. Stakeholder felt that if safety is addressed in Downtown the area will become much more attractive than it is now.

Recommendations

Addressing safety issues needs to be a priority to improve Hayward’s tarnished image. Multiple ordinances should be considered to address the crime Downtown. Some suggestions for improvement include providing clean public restrooms, increasing police presence in Downtown using a foot patrol, improving lighting, providing safer bike lanes, providing a safe place for students to have fun, providing better connections to Downtown from CSU East Bay by using a shuttle system, keeping bus lines open later, and dealing with the homeless. The area needs to be “cleaned up” because it contributes to a negative image of the Downtown.

Historic Preservation

Observations

Stakeholders expressed interest in preserving and renovating buildings with historical character within and around the Downtown. They liked recent renovations of historic buildings such as the Ace Hardware Store. The Old City Hall was cited as a particularly important structure that needs to be preserved.

Recommendations

The historic architecture should be preserved in the Downtown to strengthen the character of Hayward. It was suggested that the City create a “walk back in history” to educate visitors on the uniqueness of Hayward’s history. It was also suggested that the City move the historic City Hall off the fault line, while keeping the building intact and use it as a historic landmark. Other suggestions included allowing restricted land uses and bringing back antiques, churches, and schools to Downtown. It is important to keep historical sites and new development consistent with old town Hayward in order to preserve the character of the City.

Economic Development

Observations

The current economic conditions of the City serve as a major obstacle to improving the image and desirability of the Downtown. Currently, people look outside of the Downtown for retail and services. Additionally, connectivity to areas outside of the Downtown, such as CSU East Bay, is poor and

therefore people are discouraged from coming Downtown for services. Residential-hotel loiterers, graffiti, smoking, and high costs of building upgrades are some factors which contribute to the lack of desirability in the Downtown. However, Downtown Hayward still has a lot to offer, such as the Blues Festival, Farmers Market, and other community events, as well as restaurants, entertainment, and art galleries among other businesses.

Recommendations

Solutions to increase the viability of economic development included providing more attractive places, catering to the diverse population of Hayward, and providing more variety of commercial services and retail Downtown. Attractive places are places where people want to be, which means they must be safe, well-maintained and cater to the population there. Hayward has a highly diverse population, including college students, young families, families with children, and the elderly, within a variety of ethnic groups. Therefore, it is important to provide commercial retail and services that take advantage of this diversity and appeal to the demographics of the community. Specific suggestions for economic development in Downtown Hayward included a CSU East Bay store, discounts provided to CSU East Bay Students, stores and shops situated on walking paths, more stores to cater to every day needs such as medical, dentistry, and pharmacies, youth oriented facilities, family-oriented restaurants and coffee shops and businesses that appeal to younger populations and are open late. Suggestions for characteristics of the Downtown that should be curbed or eliminated because they obstruct economic development include the Foothill “mini-loop” project, stand-alone bars, and vacant buildings due to landlord irresponsibility. It is also important to note that restaurants and other commercial services need to be open later so that they are able to attract more people and gain more foot traffic at night.

Education

Some stakeholders cited the educational system in Hayward as a hindrance to the vitality of the area. Though it was not a frequently discussed issue during stakeholder interviews, some felt that it was important to address because of the indirect effects of the school system on property values. The stakeholders who discussed the school

system issues would like to see improvement of the education in the area.

Vision of Downtown

When asked, “What is your vision for Downtown?” Stakeholders responded with many ideas and recommendations. The ideas that were most frequently heard included family-oriented development and amenities for young families living in Hayward, a stronger connection between the City and the colleges, more open space, a city that is safe, clean, and green, and a better, unique image for Hayward that is marketable to people outside of the City.

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3. COMMUNITY OPINION SURVEY

A Community Opinion Survey was distributed to the participants of the first workshop, BART patrons, Lucky’s Grocery, Farmers’ Market customers, and made available online. The survey collected demographic information about Downtown users as well as trends of use and circulation in the Downtown. This survey contained 20 questions and can be found in Appendix C. The main topics discussed in the survey included respondents’ priorities for the Downtown area, key features to preserve, opportunities for change and features they desire to add to the Downtown. The survey was administered in English as well as Spanish in order to reach a greater demographic. The survey received about 177 total responses; 60 at the workshop, 90 online, and 27 from interviews with BART Station, Lucky’s Grocery, and Farmers’ Market patrons. The combined results from all the workshop and surveys were analyzed and the findings are presented below.

Survey respondents had a close gender ratio of male to female. Most were between 45 and 65 years old. There was close to an even ratio of married to single participants who had children. In addition, most people lived in Hayward but not in Downtown.

Question: Where do you work?

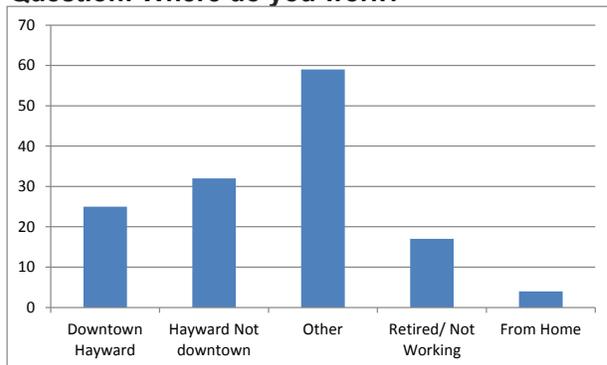


Figure 3.1: Location of respondents’ work places

As shown in Figure 3.1, the most common place of work was somewhere outside Hayward. People who marked “other” work across the Bay Area in cities such as San Francisco, Oakland, Dublin, Belmont, Santa Clara, South Bay, and Milpitas. The second largest group works in Hayward but outside of the Downtown core.

Question: How often do you use services in Downtown Hayward?

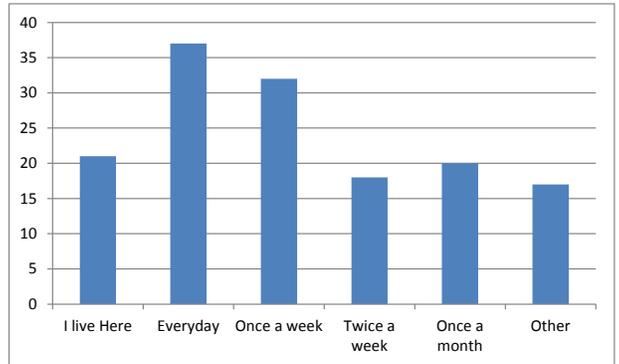


Figure 3.2: Frequency of Downtown visits

Although the previous statistic shows that many people aren’t working in Hayward, the results also showed that most participants visit the Downtown area every day. This data displays that there is a draw to Downtown to patron its amenities.

Question: What do you normally do in Downtown?

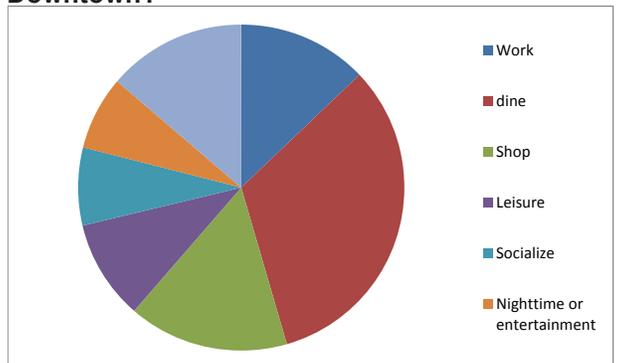


Figure 3.3: Distribution of Downtown activities

The most popular activity in Downtown is dining. The Downtown includes a wide variety of restaurant choices, which is considered the most resilient economic sector of the City. The other activities were split evenly amongst the remaining categories.

Question: How do you usually arrive in Downtown?

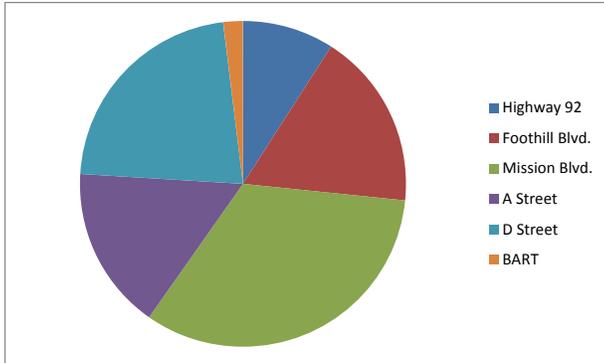


Figure 3.6: Travel route of respondents

Most of the respondents arrive Downtown through Mission Boulevard or Highway 92, which turns into the south section of Foothill Boulevard. Other significant portions of the respondents arrive Downtown through Foothill Boulevard (from north) and A Street. The proportion of respondents that arrive via BART is very low, this can be also seen in Figure 3.7, where the vast majority of respondents say that they arrive using their automobile.

Question: What mode of transportation do you use?

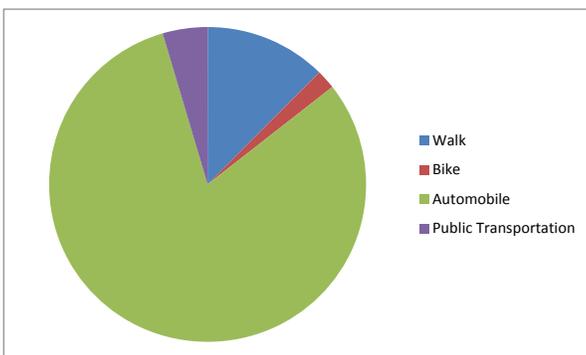


Figure 3.7: Modes of travel by respondents

Most people do not live in Downtown and depend on their vehicle to come to Downtown for events, stores, and services. Lack of convenient alternative transportation options contribute to the City's dependence on automobiles.

Question: Do you feel safe in the Downtown area?

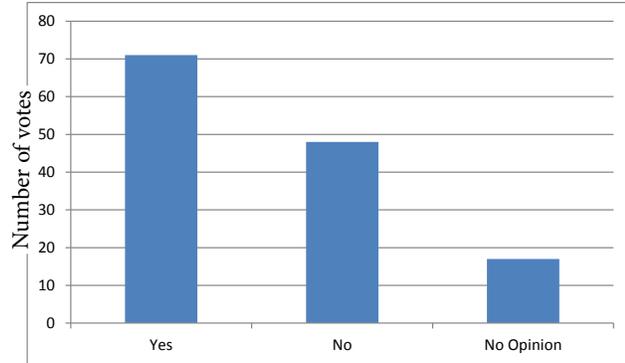


Figure 3.8: Perception of safety in the Downtown

Participants largely expressed feeling safe and secure while in Downtown. On the other hand, many of the people who did write that they feel safe said they only feel this way during the day time; at night they did not have the same sense of safety.

Importance of Downtown Aspects

The Survey respondents were asked to rate, from one (not important) to four (very important), how important are different aspects of the Downtown are to them (see Figure 3.9). The three aspects that stood out as most important are safety, pedestrian friendliness, and dining. These are characteristics of the Downtown that should be enhanced or improved. The notion that Downtown is unsafe, due to crime and traffic, was a very popular topic. Other aspects which received a high average importance rating included cultural resources such as museums and arts, and recreation opportunities such as open space and family oriented activities. Aspects that received the lowest importance rating included mostly retail, nightlife, and housing.

Importance of Downtown Aspects

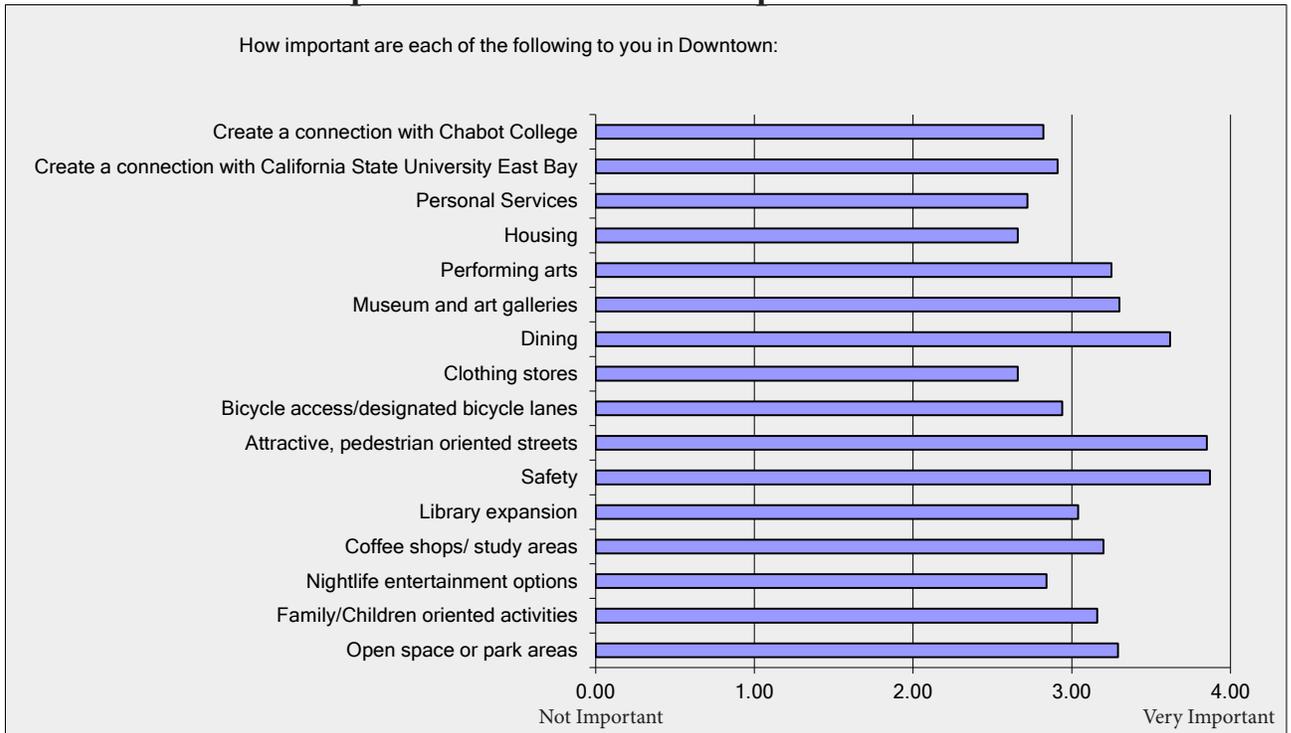


Figure 3.9: Average Importance Ratings of Downtown Aspects

Open-Ended Questions

The participants of the Community Opinion Survey were also asked open ended questions that allowed them to elaborate on their ideas about Downtown Hayward. The answers that are presented were the most common responses among participants.

What three features/buildings in Downtown Hayward would you most like to preserve?

Though the answers varied, a majority of the respondents wanted to preserve the City’s historic buildings, especially the historic City Hall, the Hayward Public Library, the Old Bank building on B Street and Main Street, the Post Office, and the Farmer’s Market that takes place on Saturdays in front of City Hall Plaza. The comments from workshop participants also elaborated on the importance of community events, and entertainment options available.

What three features/buildings in Downtown Hayward would you most like to change?

The most prominent response was Foothill Boulevard. Respondents did not like the strip mall, and facades of the buildings that face the street. Another popular response among respondents was the vacant properties in Downtown, especially the old Mervyn’s Headquarters building. Respondents also felt that the bars within the Downtown create areas where crime is likely to occur.

What would you most like to add to Downtown Hayward?

Participants suggested more restaurants, an upscale grocery store, like Trader Joe’s or a Wholefoods, more retail shops, places for young people where they can congregate safely, a performing arts center, and a renovated library facility. Many entertainment options were also discussed and include a bowling alley, an ice rank, outdoor art, parks, and cultural centers. Respondents also emphasized the creation of a pedestrian friendly environment throughout the Downtown area.

What do you think are the three most important issues facing Downtown?

Respondents overwhelmingly felt that the homeless presence and potentially negative impacts on safety and sense of safety is a major issue facing the Downtown area. Along with this, respondents also emphasized that the vacant properties within Downtown were a major issue. Participants felt that the negative perception of Hayward, including crime and visual blight, along with attracting new businesses are also issues facing Downtown.

Do you have any other comments you would like to add to Downtown Hayward?

The most prominent comments that were discussed included the creation of a family and youth friendly Downtown, speed limit on Foothill Boulevard, the creation of better schools in the Hayward area, and better marketing of the Downtown area. These elements were also considered to be critical components for filling the vacancies and revitalizing the Downtown character.

4. VISUAL PREFERENCE SURVEY

During the first Public Workshop, the Project Team conducted an exercise designed to get input from the participants about the general visual qualities and development types that they would like to see in the Downtown. The Team displayed five posters each containing four paragraphs demonstrating five major categories of development types: gateways, mixed-uses, residential buildings, streetscaping & signage, and open space. Community members were then asked to select two images that are most appropriate to Downtown Hayward. They were encouraged not to look specifically at features such as trees and furniture style, but on aspects such as building heights, massing, types of open space, types of streetscaping, and width of sidewalks. The Community's preferences based on the results of the exercise are presented below.

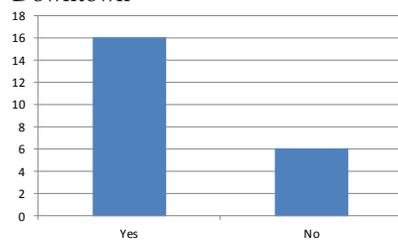


Citizens consider images for their visual qualities appropriateness to Downtown

Preferred Gateway Visual Aesthetic

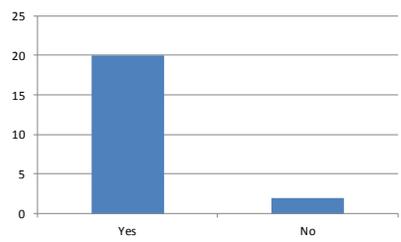


Visual qualities appropriate for Downtown



Gateways:

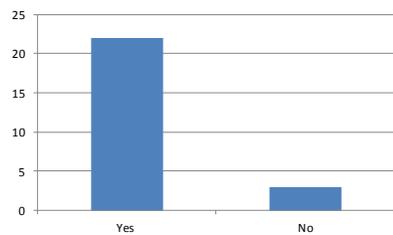
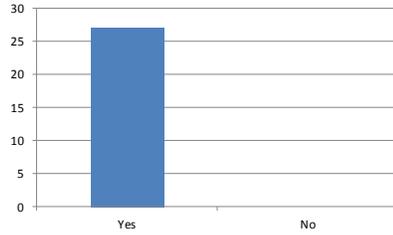
The community responded positively to the idea of gateways. They wanted to create distinct features near major intersections which indicate to travelers that they are entering the Downtown.



Mix-of-Uses Visual Aesthetic



Visual qualities appropriate for Downtown



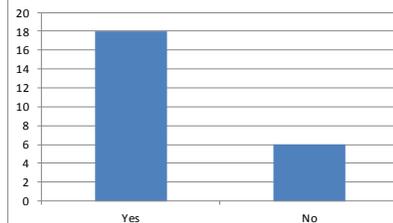
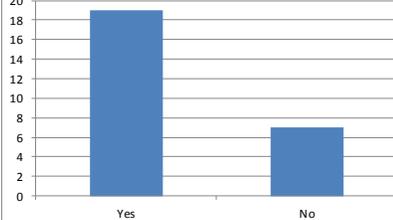
Mixed-Use:

Community members would like to see a variety of mixed-uses in Downtown that include commercial, retail and residential development. They want to preserve and expand the existing pedestrian friendliness and walkability of B Street.

Preferred Attached Housing Visual Aesthetic



Visual qualities appropriate for Downtown



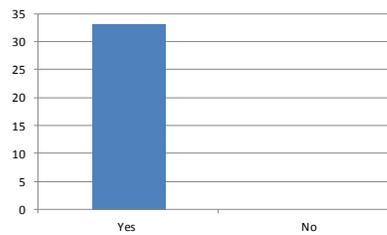
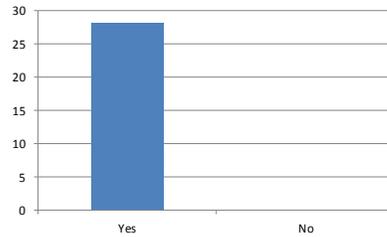
Residential:

The community preferred single-family attached housing and townhomes with limited front yard space. The design which received the most votes featured front porches and doors oriented towards the street.

Preferred Streetscape Visual Aesthetic



Visual qualities appropriate for Downtown



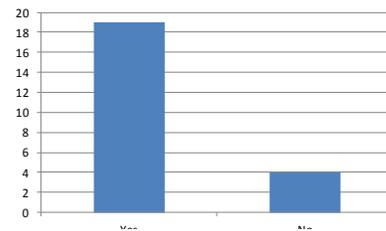
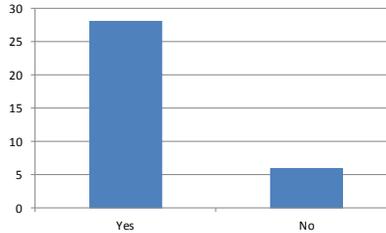
Streetscape:

The community responded positively to an open streetscape and visible signage. They like streetscaping which is similar to B Street with wide sidewalks, landscaping, and outdoor seating. A common problem expressed by the public was the lack of street signage.

Parks and Open Space Visual Aesthetic



Visual qualities appropriate for Downtown



Open Space:

The community preferred a linear park and a variety of vegetation in the open space in Downtown Hayward. They also preferred outdoor seating in parks.

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5. FOCUS GROUP MEETING

A focus group meeting was held on December 3, 2011 with community members who have been involved in public issues in the past. The purpose of the meeting was to facilitate a discussion about the four selected opportunity sites. These areas were selected based on a number of factors including their locations, size, opportunity for development, and previous input from community members (see Figure 5.1).

At the beginning of the meeting, members received an overview of the information that was gathered

from the previous Public Workshop, Community Opinion Surveys, and Stakeholder interviews, as well as, a summary of the current land uses within the Downtown area. This information provided the focus group members with the opinions previously stated by the community members. Four opportunity areas were presented and discussed in order to provide insight regarding the potential development of these specific areas. The following is a summary of the comments for each opportunity area provided at the meeting.

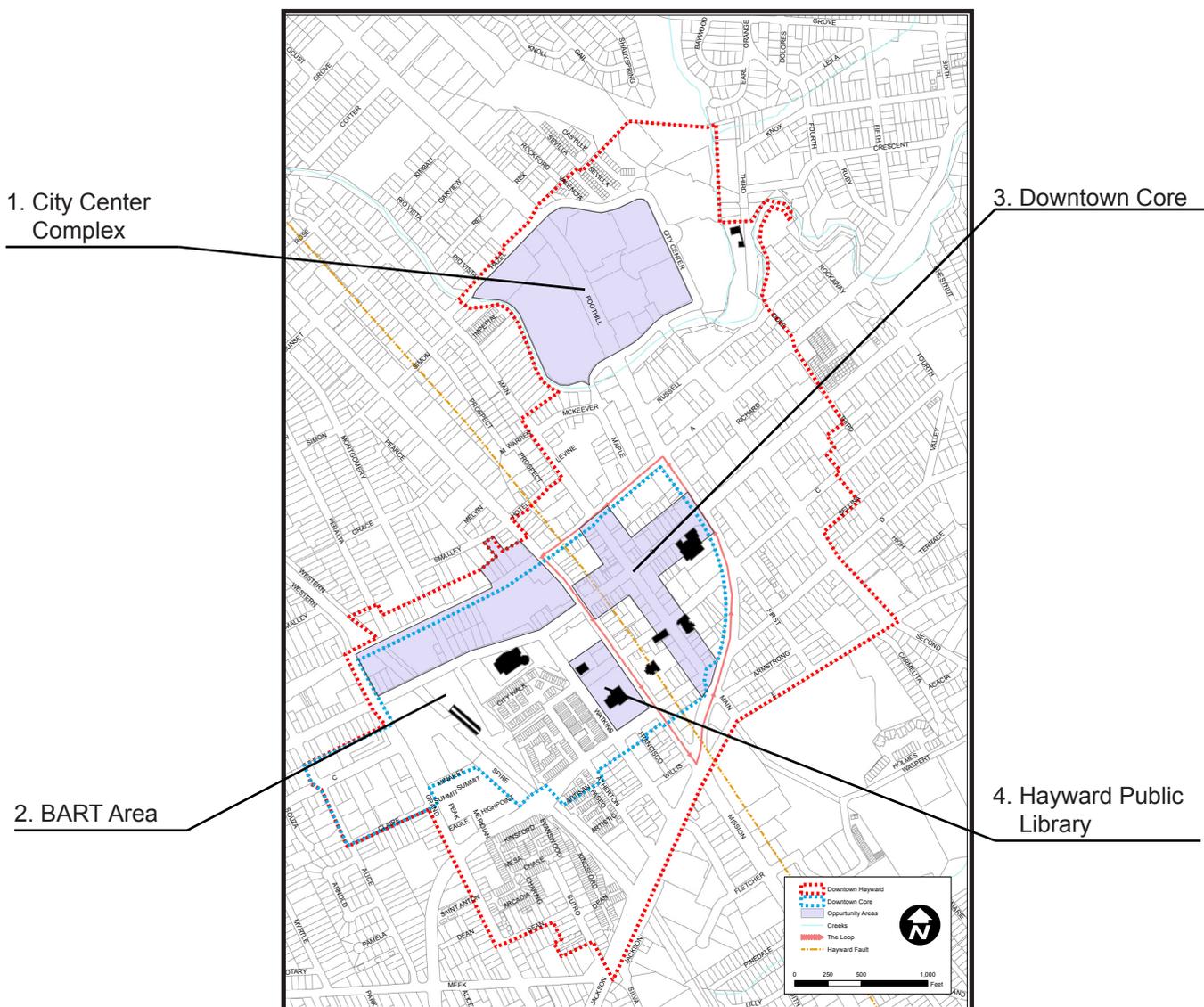


Figure 5.1: Focus-Group Opportunity Areas Map

Opportunity Site #1 - City Center Complex (30.2 acres)

The City Center Complex can serve as a northern gateway to Hayward's downtown. The vacant structures in the area include the former Mervyn's headquarters, the City Center Building, and the empty site where the Centennial Hall Convention Center was once located. The area offers an opportunity to redevelop the area by creating an attractive gateway to Downtown.



Focus-group Comments

- Retail opportunities
- Incorporate history into storefronts
- Reserve for a large project e.g. hotel
- Creek offers recreational opportunity
- Children/teen oriented uses
- Improve linkage to Downtown
- Improve connection to Japanese Gardens and senior center
- Office uses

Opportunity Site #2 - Area surrounding Hayward BART (16.1 acres)

The proximity of this area to the Hayward BART and its location at the south-western entrance to the Downtown provide great potential for development which will serve as a gateway to the Downtown. Suggested uses for the area include transit-oriented development with housing, retail, or civic uses.



Focus-group Comments

- Tie together B Street stores, historic homes, and City Hall
- Improve safety through redevelopment and lighting
- Better BART signs
- Plaza or open space to complement retail
- Provide directory of Downtown attractions
- Murals

**Opportunity Site #3 - Downtown Core
(15.7 acres)**

This area encompasses the two important Downtown corridors of B Street and Main Street. Many of the stores and shops within the site are vacant. During the community workshop, participants expressed interest in bringing identifying design elements into the area as well as forming an “entertainment district.” Incentivizing businesses to take advantage of the vacancies in the area is also a priority for this Opportunity Area.



Focus-group Comments

- Entertainment and dining district
- Incentives to promote businesses
- Renovate Green Shutter Hotel
- Highlight historic elements
- Improve lighting
- Better integrate B Street and Main Street
- More housing

**Opportunity Site #4 - Hayward Public Library
(4.28 acres)**

Workshop participants expressed a desire for a new library building, perhaps in a new location. Relocation or re-use of the library would allow new uses to be implemented on the site.



Focus-group Comments

- Include outdoor amphitheater
- Address homelessness issues
- Turn Library to a community center
- Hold events on the site

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6. ENVISION DOWNTOWN WORKSHOP TWO

Introduction

Based on the feedback from the Focus Group in November, the Project Team narrowed the four opportunity areas down to three. Opportunity Areas 3 and 4 were combined because of their proximity to each other and the area's name was changed to Main Street/B Street/Library Opportunity Site.

On February 4, 2012, the Team conducted a second public workshop with citizens of Hayward. The purpose of this workshop was to present alternative concept plans for Downtown development and obtain comments and suggestions from the community. Approximately 21 people attended the meeting. Students presented four proposals: the Overall Downtown Concept Plan, the Main Street/B Street/Library Opportunity Site, the City Center Opportunity Site, and the BART Opportunity Site. Two students described the key features of each proposal and facilitated the discussions. Participants voiced their comments and asked questions of their own. Participants then discussed which key features they liked or didn't like and wrote additional comments on surveys handed to them before the conclusion of each discussion.

Downtown Overall Concept Plan (see Figure 6.1)

The following key features were proposed for the Overall Downtown Concept Plan:



Workshop Two Participants being briefed about the preceding planning process

Land Use

- Commercial core along B Street and within the "Mini-Loop".
- Integrate Main Street and B Street with enhanced streetscaping to reflect historic character.
- Mix of office-commercial and commercial-residential uses along A Street.
- Residential uses including rental units, student housing and condominiums dispersed throughout the Downtown.
- Entrance to Japanese Gardens on Russell Way.

Circulation

- Shuttle service with dedicated lanes connecting the CSU East Bay campus and the City Center area to the Downtown core.
- Creek Walk around City Center will connect the Japanese Gardens with bike lane and pedestrian path.
- B Street and Main Street to become complete streets.
- Pedestrian bridge over Foothill Boulevard on B Street.
- Bike Route to CSU East Bay with bike hub on Watkins Street.
- Incorporation of signage and gateways along the "Mini-Loop" leading to Downtown.

The Overall Downtown Concept was received well but many of the participants had comments. Participants voiced their concerns about how far people are willing to walk from BART and from their homes to the Downtown core. They liked the connection to the other side of Foothill Boulevard but suggested there be a pedestrian bridge that connects Downtown to the parking structure behind the movie theater. Despite recognizing that this plan is looking towards the future, participants wanted to see what can be done now in order to address the issues of the present, like the amount of vacancies in Downtown. Participants requested that the entrance to the Japanese Gardens be improved and made easier to find; drought tolerant vegetation be used in landscaping around the Downtown; and historic homes be preserved. Participants liked the idea of the shuttle to CSUEB and the City Center. They also thought the overall feel of B Street entrance should be improved and that this could be done by making improvements to Foothill Boulevard. Participants also expressed the need for clearer signage and gateways directing people into Downtown. A better

Downtown Conceptual Land Use and Circulation Diagram

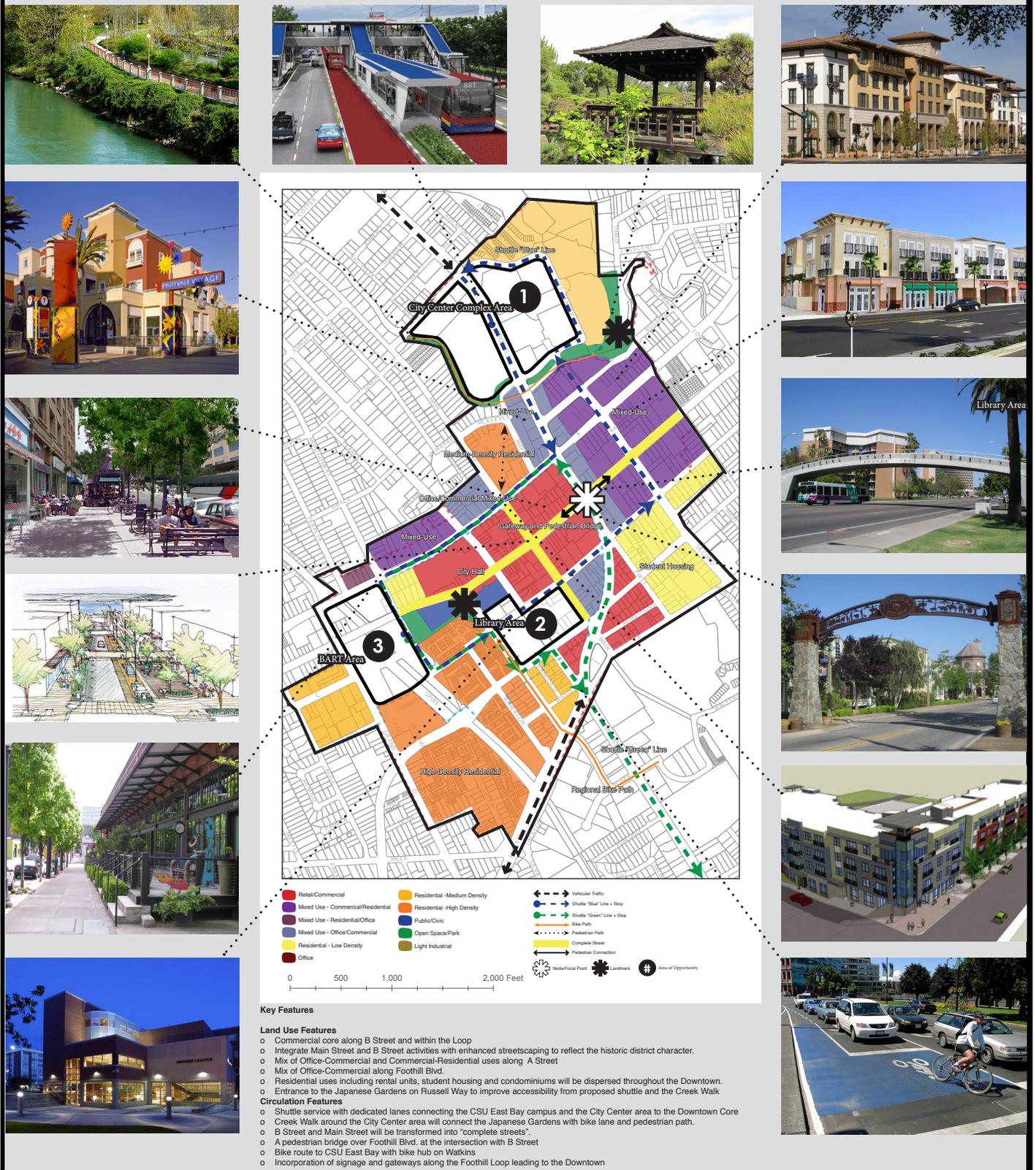


Figure 6.1: Downtown Overall Concept Plan with Opportunity Areas as presented in Envision Downtown Hayward Workshop Two

Main Street/ B Street/ Library Area

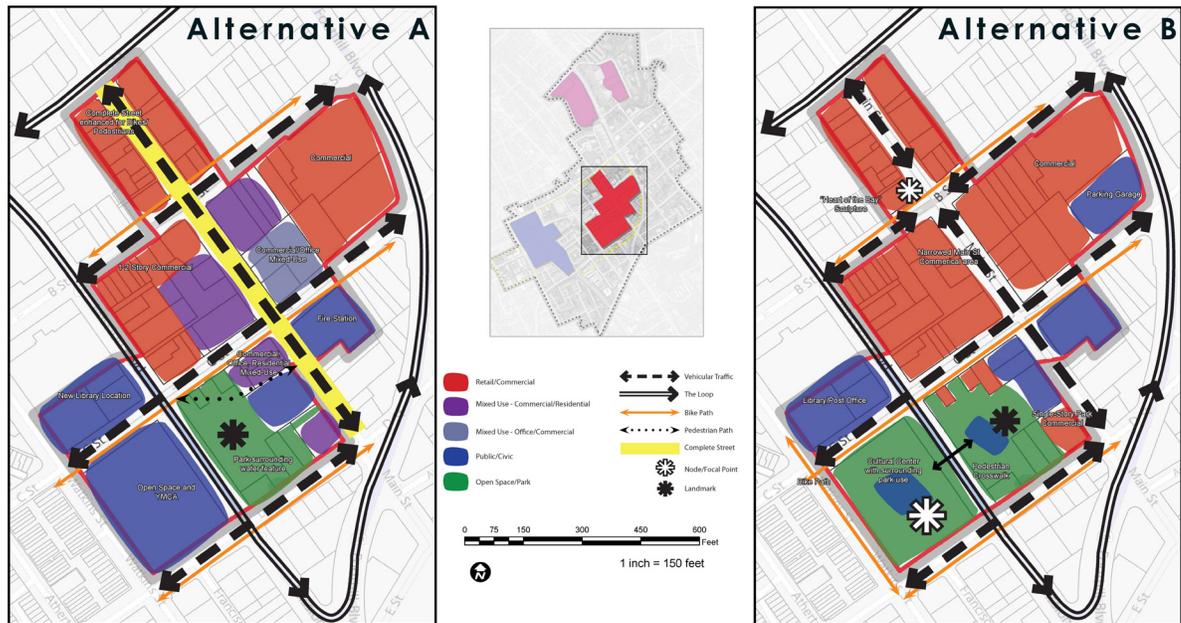


Figure 6.2: Main St./ B St./ Library Area Concept Plan as Presented in Envision Downtown Hayward Workshop Two

connection to regional transportation networks like Amtrak, BART, and AC Transit was also requested.

The following is a summary of participants' comments on each Opportunity Area.

Opportunity Areas

Main Street/B Street/Library Opportunity Area (see Figure 6.2)

Alternative A Key Features:

- Open Space and YMCA at existing Library location with adaptive re-use of Old City Hall.
- New Library next to existing Post Office.
- Move Old City Hall building to existing Library site, replace with fountain feature, preserve existing playground on corner of Mission and D Street, develop open space and pedestrian paths surrounding it, preserve Veteran's Hall and other uses on site.
- Pedestrian Pathways connecting from BART to Main Street.
- Adaptive reuse of Historical Society building - keep façade and stabilize rest of building with new development.
- Incorporate "Complete Street" concept on Main Street with car lanes, bike lanes, and extended sidewalks.

- Mixed-Use throughout Downtown, 3 Stories; Commercial on 1st Floor, Office on 2nd, Residential on 3rd.

A few participants were against moving the Old City Hall and liked the existing library building. There was a comment that the trees on the block made the area dark and foreboding. Participants suggested that B Street should be transformed into a complete street similar to the proposal on Main Street. Having Main Street as part of the central core like B Street was also a desire of the participants. Mixed-use was not an ideal use Downtown according to a few participants because it is hard to set up.

Alternative B key features:

- Amphitheater incorporating façade of Old City Hall stage backdrop.
- Lighted pedestrian crosswalk across Mission Boulevard connecting Old Library site and the Old City Hall site.
- Adaptive reuse of the Library to accommodate a Cultural Center/Museum that will house small galleries and performance areas. Open space around Cultural Center with sculpture garden.
- New Library next to Post Office.
- Narrow Main Street near amphitheater area to create pedestrian plaza.
- Directional "Heart of the Bay" signage that

City Center Complex Area

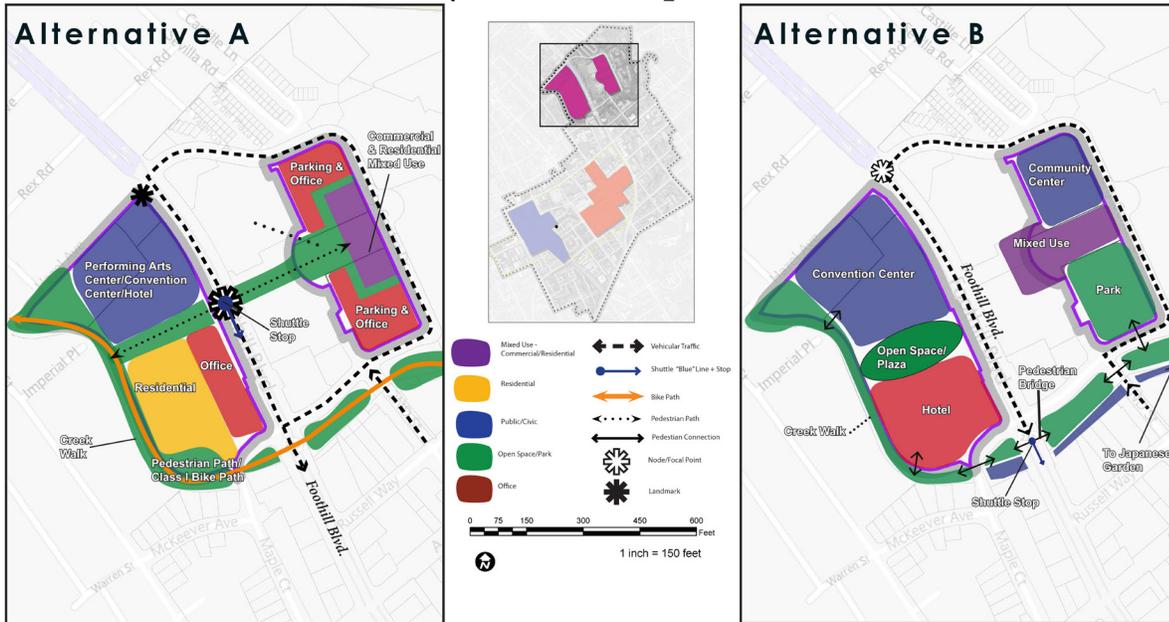


Figure 6.3: City Center Complex Area Concept Plan as Presented in Envision Downtown Workshop Two

- shows distances to other cities in region.
- Replicate Buffalo Bill's use of sidewalk area along Main Street and B Street.
- Bulb-outs at B Street and Main Street intersection
- Enhance Main Street and make it more pedestrian-friendly.
- Class II bike lane along Watkins Street to act as a connection to Downtown in addition to the "Mini-Loop."

- Creek-walk with multi-use pedestrian pathway/ bike path.
- Shuttle stop in center of Foothill Blvd.
- Open space with pedestrian pathway crossing Foothill Blvd. from mixed use area to Creek Walk.
- Gateway at Performing Arts Center/Convention Center to lead visitors into Downtown Hayward
- Office space along Foothill Blvd.
- Residential use near Creek-walk.

The idea of adaptive reuse of Old City Hall was a controversial topic for many of the workshop participants because of the building's beauty and history. They did not want the building to be touched at all, but they did like the idea of having an outdoor amphitheater. The cultural center/museum proposal was well-received by the participants, as was adding bike lanes and enhancing the streetscaping and street furniture of Main Street. The future of A Street was mentioned as well and the fact that it should be enhanced as well.

City Center Complex Opportunity Site (see Figure 6.3)

Alternative A Key Features:

- Mixed use area with residential use above ground floor commercial.
- Performing Arts Center/Convention Center for large events to serve Hayward and surrounding areas.

For Alternative A, the participants expressed concerns about the pedestrian bridges and whether they are feasible in the Downtown. They thought that the performing arts center would be better suited to be near the BART Station. Instead of a performing arts center on this site, participants suggested a sports complex. They also wanted to turn the creek walk into a historic walk and also expressed concern that the homeless would be drawn to the creek walk area. One participant did not think there was a need for retail and office space in this opportunity area. Other participants expressed the need for a hotel because Hayward is losing a large part of the market since people are staying in other nearby cities. The issue of parking came up as well; participants wanted to ensure there will be appropriate dedicated parking for the high rise development proposed, and suggested the existing parking structure on the site that is not condemned.

BART Area

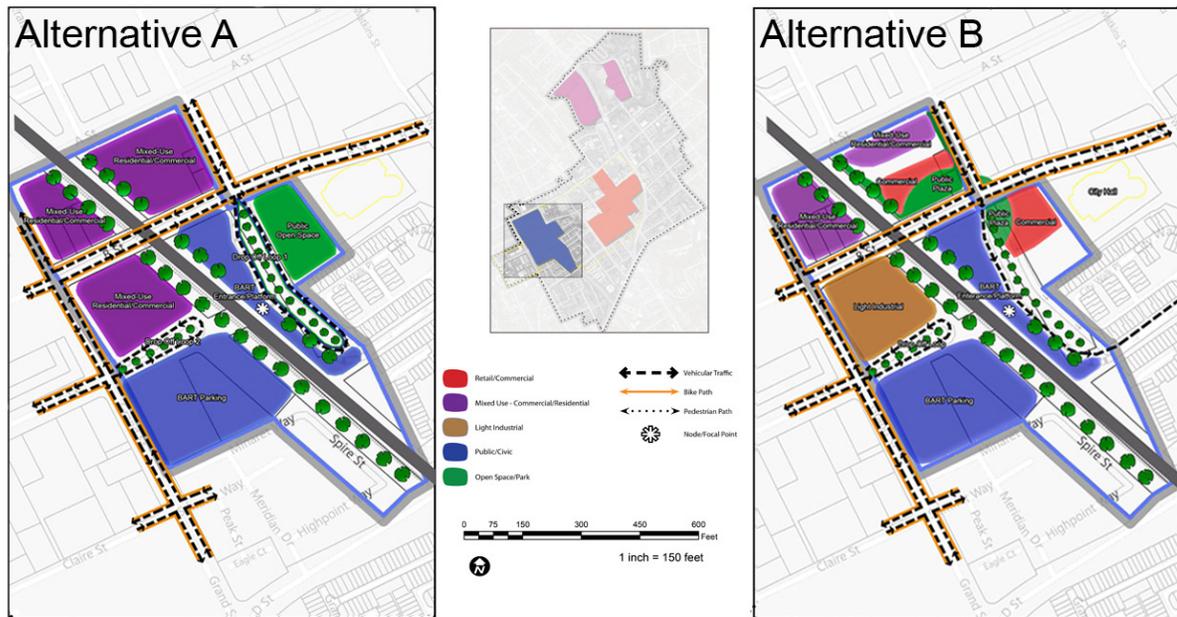


Figure 6.4 BART Area Concept Plan as Presented in Envision Downtown Workshop Two

Alternative B Key Features

- Hotel with open space transitioning to creek walk to increase gateway effect to downtown core.
- Performing arts center/Convention Center for large events to serve Hayward and surrounding areas.
- Mixed-use with residential atop commercial.
- Open space/plaza connecting performing arts center with hotel.
- Community Center.
- Park area.
- Commercial uses along Foothill Blvd.

Participants liked the existing Senior Center by the Japanese Garden so they noted that there might be a problem with another community center being located in the vicinity. They also liked the pedestrian bridge idea. A location for a satellite CSUEB campus and student housing was discussed for this area. Participants, however, thought the sample size of CSUEB students that the Project Team talked to is not sufficient in order to tell whether more student housing is appropriate in the Downtown.

BART Opportunity Site (see Figure 6.4):

Alternative A Key Features:

- Transit-oriented development, including residential and commercial uses next to BART.

- Retaining current BART parking structure.
- Mixed-use corridor to bring people to Downtown.
- Gateway Feature Visible From BART.
- Open space and pedestrian pathways to connect BART and City Hall.
- Alter vehicle drop-off loop to avoid going into residential neighborhood.
- Low impact enhanced landscaping.
- Participants liked the mixed-use transit oriented development that was proposed. They requested that the taxi drop-off area be moved.

Alternative B Key Features:

- Circular-shaped open space with streetscaping and trees.
- Mixed-use with office, retail, and residential uses along A Street.
- Multi-modal transportation hub located in center of circular-shaped plaza with a shuttle stop, regional bike paths, and vehicular access.
- Murals on facades of circular buildings.

Participants addressed that the railroad tracks adjacent to BART are a safety issue because people walk across it to cut to A Street and there should be improvements there. Cleanliness, safety, lighting and signage with the BART Station needs to be addressed as well. They don't think light industrial uses would be the best land use for this area, which was proposed in one of the alternatives.

Participants liked the circular plaza and the building shapes surrounding the plaza that was proposed in another alternative. They also had the idea of making B Street a complete street from the Cannery residential area through BART to Downtown.

See *Appendix K* and *L* for detailed responses and design proposals.

The Project Team took the comments from the workshop participants into consideration when modifying the four concept plans and their respective key features.



Students Presenting the City Center Opportunity Area to Workshop Participants



Students Standing by the BART Area Concept Alternatives Poster

APPENDICES

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APPENDIX A

English and Spanish Flyers for Envision Downtown Workshop on November 5, 2011

BE THE VOICE IN YOUR
DOWNTOWN'S **FUTURE**

JOIN US

at

ENVISION DOWNTOWN



WHEN

Saturday, November 5,
2011
10:00 am - 12:30 pm

WHERE

Hayward City Hall
777 B Street, Hayward CA

This is the first of two of community workshops planned in an effort to help set direction for future development of Downtown Hayward. Your input and ideas from the workshop will be used to guide preparation of the Draft Downtown Hayward Plan.

**Bring the whole family, activities for kids will be featured!
Refreshments will be provided!**



Hosted by:
The City of Hayward and
the City and Regional Planning Department
Cal Poly State University

*If you have any questions, please contact
Sara Buizer at sara.buizer@hayward-ca.gov
or
Zeljka Howard at zhoward@calpoly.edu*



SEA LA VOZ DEL FUTURO DEL CENTRO DE HAYWARD

IMAGINESE EL CENTRO DE HAYWARD

Unase a nosotros para crear una visión comunitaria del centro de Hayward

CUANDO
Sábado
5 de noviembre del 2011
10:00 am – 12:30 pm



DONDE
Edificio Municipio
de la Ciudad
de Hayward
777 Calle B, Hayward, CA

La ciudad de Hayward está buscando la opinión de la comunidad acerca de futuro desarrollo y diseño de la zona del centro de Hayward. Sus ideas son importantes y se utilizarán como guía para el desarrollo de la Actualización del Plan Centro de Hayward.

Traiga a toda su familia!
Habrán refrescos y actividades para niños!

Presentado por:
La Ciudad de Hayward y
El Departamento de Planificación Urbana y Regional
de la Universidad Estatal de Cal Poly



Si tiene alguna pregunta, por favor comuníquese con Sara Buizer por correo electrónico a sara.buizer@hayward-ca.gov o con Zeljka Howard a zhoward@calpoly.edu



APPENDIX B

Envision Downtown Workshop Agenda

ENVISION DOWNTOWN HAYWARD COMMUNITY WORKSHOP



**HAYWARD CITY HALL
SATURDAY, NOVEMBER 5, 2011**

10:00AM – 12:30PM

Hosted By:

City of Hayward Development Services Department
And
Cal Poly City and Regional Planning Department
California Polytechnic State University, San Luis Obispo

WORKSHOP AGENDA

- | | |
|-------|----------------------------------------------------|
| 10:00 | Welcome and Introductions |
| 10:20 | Project Overview |
| 10:30 | Opinion Survey |
| 10:40 | Visual Preference Survey |
| 10:55 | Group Discussion |
| | --What needs to be preserved/enhanced in Downtown? |
| | --What are the main concerns about the Downtown? |
| | --What is your vision of Downtown in the future? |
| 11:40 | Group Reporting |
| 12:00 | Concluding Remarks |

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APPENDIX C

Community Opinion Survey Form Given at the Envision Downtown Workshop on November 5, 2011



COMMUNITY OPINION SURVEY HAYWARD DOWNTOWN PLAN UPDATE

Your opinions are important!

You can help shape the future of Downtown Hayward by sharing your ideas in this survey. For each question, please mark the answers as indicated, or write your answers in the space provided.

Thank you very much for your participation.

We encourage you to tell your friends and neighbors to fill out this survey as well so that their opinions are heard too. This survey will be available on our Envision Hayward blog at envisionhayward.blogspot.com, and on the City's website, www.ci.hayward.ca.us.

1. Are you:

Male Female

2. How old are you:

24 or under 25-44 45-65 66 or older

3. Are you:

Married Single

4. Do you have children:

Yes No

5. Where do you live:

Downtown Hayward Hayward (not Downtown)
Other (Please Specify) _____

6. Where do you work:

Downtown Hayward Hayward (not Downtown) From home
Retired, not working Other (Please Specify) _____

7. Do you own a business or property in Downtown:

Yes No

8. How often do you use services in Downtown Hayward:

I live here Every day Once a week
Twice a week Once a month other _____

16. What three features/buildings in Downtown Hayward would you most like to keep?

17. What three features/buildings in Downtown Hayward would you most like to change?

18. What would you most like to add to Downtown Hayward?

19. What do you think are the three most important issues facing Downtown?

20. Do you have other comments you would like to add about Downtown Hayward?

THANK YOU!



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APPENDIX D

Consensus of Assets in Downtown Hayward From the Envision Downtown Workshop on November 2011



ENVISION DOWNTOWN
Downtown Hayward Plan Update
November 5, 2011 Workshop

COMPOSITE MAP

ASSETS



Other Comments:
 The architecture of City of Hayward's historical buildings.
 The abundance of free parking in the Downtown.
 The San Lorenzo Creek Walk.

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APPENDIX E

Consensus of Areas of Concern in Downtown Hayward From the Envision Downtown Workshop on November 5, 2011



ENVISION DOWNTOWN

Downtown Hayward Plan Update
November 5, 2011 Workshop

COMPOSITE MAP

AREAS OF CONCERN



Other Comments:

- The City of Hayward's perception of safety
- The impacts of the mini-loop project
- Lack of a senior citizen center in the Downtown
- Stand alone bars, tattoo parlors, and pawn shops hurt the Downtown's appearance
- Lack of attractions for high school and college students

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APPENDIX F

Consensus of Visions for Downtown Hayward From the Envision Downtown Workshop on November 5, 2011



ENVISION DOWNTOWN

Downtown Hayward Plan Update
November 5, 2011 Workshop

COMPOSITE MAP

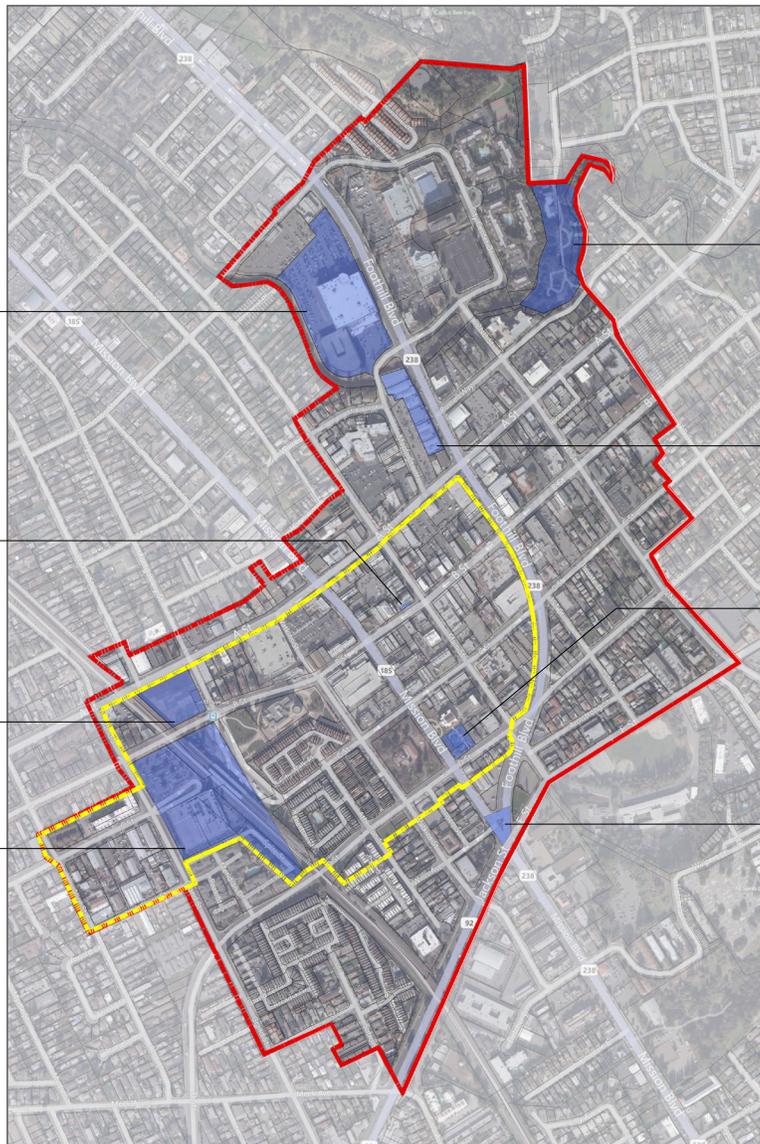
VISIONS

Mervyn's Headquarters: Renovate building into office space, mixed use, or retail.

Vacant Businesses: Establish connection between CSUEB and Chabot City College through mixed use with student housing.

Opportunity Site: Utilize Downtown space with a potential hotel location.

BART: Improve connection with CSUEB's access to Downtown BART station with a direct shuttle or car program similar to Zipcar.



Japanese Gardens: Could be better utilized if visible connection to Downtown is made.

Foothill Blvd: Create a gateway to the Downtown by updating storefronts and streetscaping.

Alex Gualini Plaza Playground: Provide pedestrian friendly sidewalks connecting the Downtown to the playground.

Jackson Street and Mission Blvd Intersection: Create a welcoming gateway to Downtown.



Other Comments:

- Incorporate art galleries, performing arts center, coffee shop with live music, antique stores, jazz bars, and an entertainment district into the Downtown.
- Create a better pedestrian network.
- Build a Convention Center in one of the Downtown's opportunity sites.
- Create an image and identity for Hayward.
- Place a police substation in the Downtown to help improve safety.
- Improve City's policies regarding businesses by making them more proactive.

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APPENDIX G

Workshop One Comprehensive List of Group Discussion Results

Assets to be Preserved	Areas of Concern	Ideas and Visions
<ul style="list-style-type: none"> • B Street (5) <ul style="list-style-type: none"> ○ Restaurants ○ Walkability ○ <u>Streetscaping</u> ○ Character ○ Buffalo Bill's and surrounding area (3) <ul style="list-style-type: none"> ▪ atmosphere • Historic structures (5) <ul style="list-style-type: none"> ○ Old City hall ○ Veterans Hall ○ Historical Society Building ○ Old bank building • Movie Theater (4) • Proximity to BART (4) • Library (4) <ul style="list-style-type: none"> ○ Location and park but not building itself • New City hall (3) <ul style="list-style-type: none"> ○ Housing and stores by City hall (2) • Restaurants (2) • Community events (2) • Free parking (2) • Bars • San Lorenzo creek walk • Japanese gardens 	<ul style="list-style-type: none"> • Safety and perception of safety (6) • Vacancies (5) <ul style="list-style-type: none"> ○ stores ○ Mervyns ○ old City center complex • Foothill Boulevard (5) <ul style="list-style-type: none"> ○ Foothill strip mall (2) ○ Barrier ○ Not workable ○ High speed traffic ○ S curve • Mini-loop project (4) • Pedestrian friendliness (3) • Trash (2) • Lack of attractions (2) • Homeless (2) • No gateway to Downtown (2) • A Street (2) <ul style="list-style-type: none"> ○ Especially corner A St and Main St. ○ Junky • City Policies (2) <ul style="list-style-type: none"> ○ not proactive ○ too much red tape • Standalone bars • Downtown has no identity • Heavy traffic • BART station <ul style="list-style-type: none"> ○ and empty lot near it • Lack of signage towards Downtown • Not enough open space • Senior citizen center • Tattoo parlors and pawn shops 	<ul style="list-style-type: none"> • Establish connection between Chabot, CSUEB, and Downtown (5) <ul style="list-style-type: none"> ○ university friendly businesses ○ housing • Big box retail (3) <ul style="list-style-type: none"> ○ <u>Mervyn's</u> buildings • Better lighting (3) • Cultural Resources (3) <ul style="list-style-type: none"> ○ Art galleries ○ Performing arts center ○ Coffee shop with live music ○ Antique stores ○ Jazz bars ○ Entertainment district • Better pedestrian network (3) • Convention center (3) • More housing options (2) <ul style="list-style-type: none"> ○ TOD's ○ Student housing ○ Apartments • More open space, grass areas (2) <ul style="list-style-type: none"> ○ Park along fault line (2) • Create image/identity (2) <ul style="list-style-type: none"> ○ improve reputation (2) • Police substation • More upscale shops • Mural program- murals • Specialty grocery stores • More restaurants • Improved City policies <ul style="list-style-type: none"> ○ Proactive policies to promote business i.e. business incubators • Recreation opportunities for youth and elderly

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APPENDIX H

Stakeholder Interview Questions for November 4, 2011

STAKEHOLDER INTERVIEW QUESTIONS HAYWARD DOWNTOWN PLAN UPDATE

PLANNING COMMISSION

1. How often do you come to downtown other than for business purposes?
 - a. What types of uses would encourage you to spend more time in downtown?
2. What do you like most about downtown?
 - a. What would you add that isn't available now?
3. What are the elements that downtown should have?
4. Do you feel there are adequate open space and recreational opportunities in downtown or in proximity to downtown? If no, any suggestions for ways to incorporate more or what types of open space and recreational opportunities would you like to see?
5. How important is keeping the historical character of Downtown?
6. What are the most important priorities to the Planning Commission for the Downtown?
7. From your experience, what is the public's reaction to proposing changes in the Downtown?
8. Inconsistencies were found between various City plans addressing downtown. Which proposals or policies from these plans would you like to see implemented in downtown?
9. What is your overall vision for downtown? Do you visualize a downtown with a focus on nighttime entertainment uses, a focus on daytime office retail uses, a focus on family-oriented activities, or some other focus?
 - a. Do you have ideas for specific areas of downtown, such as an entertainment district between Main Street and Foothill Boulevard on B Street?
10. What do you think is the biggest obstacle to transforming downtown to be more aligned with your vision?

STAKEHOLDER INTERVIEW QUESTIONS

HAYWARD DOWNTOWN PLAN UPDATE

ECONOMIC DEVELOPMENT (Good for RDA –see the questions for the Council as well such as a question about priorities, what are the plans for the future, etc)

1. What do you like most about downtown?
 - a. What would you add that isn't available now?
2. What are the elements that downtown should have?
3. Do you feel there are adequate open space and recreational opportunities in downtown or in proximity to downtown? If no, any suggestions for ways to incorporate more or what types of open space and recreational opportunities would you like to see?
4. What types of businesses are lacking in the Downtown to create a more sustainable economic structure?
5. On average, how often do proposed and approved projects actually get built or completed?
6. From your personal experiences, what is the business climate like in Downtown?
7. What are some strategies/ideas that you believe would result in business growth in the Downtown? Do you think different uses would encourage people to spend more time in downtown?
8. What strategies of business attraction and retention are being utilized? Would you consider these programs to be successful?
9. What demographic most often visits Downtown? What ideas do you have to capture other demographics?
10. What is your overall vision for downtown? Do you visualize a downtown with a focus on nighttime entertainment uses, a focus on daytime office retail uses, a focus on family-oriented activities, or some other focus?
 - a. Do you have ideas for specific areas of downtown, such as an entertainment district between Main Street and Foothill Boulevard on B Street?
11. What do you think is the biggest obstacle to transforming downtown to be more aligned with your vision?

STAKEHOLDER INTERVIEW QUESTIONS

HAYWARD DOWNTOWN PLAN UPDATE

CHAMBER OF COMMERCE

1. How often do you come to downtown other than for business purposes?
 - a. What types of uses would encourage you to spend more time in downtown?
2. What do you like the most about Downtown?
 - a. What would you add that isn't available now?
3. What are the elements that downtown should have?
4. Do you feel there are adequate open space and recreational opportunities in downtown or in proximity to downtown? If no, any suggestions for ways to incorporate more or what types of open space and recreational opportunities would you like to see?
5. What types of businesses from Downtown are the most common as members of the Chamber of Commerce?
6. What percentages of Downtown business owners are members?
7. In your opinion, why aren't other businesses members?
8. What are some strategies/ideas that you believe would result in business growth in the Downtown?
9. What are some needs of business owners in Downtown?
10. What is your overall vision for downtown? Do you visualize a downtown with a focus on nighttime entertainment uses, a focus on daytime office retail uses, a focus on family-oriented activities, or some other focus?
 - a. Do you have ideas for specific areas of downtown, such as an entertainment district between Main Street and Foothill Boulevard on B Street?
11. What do you think is the biggest obstacle to transforming downtown to be more aligned with your vision?

STAKEHOLDER INTERVIEW QUESTIONS

HAYWARD DOWNTOWN PLAN UPDATE

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 - a. Do you have ideas for specific areas of downtown, such as an entertainment district between Main Street and Foothill Boulevard on B Street?
11. What do you think is the biggest obstacle to transforming downtown to be more aligned with your vision?

STAKEHOLDER INTERVIEW QUESTIONS

HAYWARD DOWNTOWN PLAN UPDATE

HAYWARD AREA RECREATION DISTRICT

1. How often do you come to downtown other than for business purposes?
 - a. What types of uses would encourage you to spend more time in downtown?
2. What do you like the most about Downtown?
 - a. What would you add that isn't available now?
3. What are the elements that downtown should have?
4. Do you feel there are adequate open space and recreational opportunities in downtown or in proximity to downtown? If no, any suggestions for ways to incorporate more or what types of open space and recreational opportunities would you like to see?
5. What type of open space areas or recreation facilities are used most by residents in Hayward?
6. Are there any types of recreation facilities that are lacking in the city? If so, would these be at all feasible to put in or near the downtown area?
7. Within the city, where is the most demand for new or different recreational or open space facilities?
8. What is your overall vision for downtown? Do you visualize a downtown with a focus on nighttime entertainment uses, a focus on daytime office retail uses, a focus on family-oriented activities, or some other focus?
 - a. Do you have ideas for specific areas of downtown, such as an entertainment district between Main Street and Foothill Boulevard on B Street?
9. What do you think is the biggest obstacle to transforming downtown to be more aligned with your vision?

STAKEHOLDER INTERVIEW QUESTIONS

HAYWARD DOWNTOWN PLAN UPDATE

HAYWARD AREA RECREATION DISTRICT

1. How often do you come to downtown other than for business purposes?
 - a. What types of uses would encourage you to spend more time in downtown?
2. What do you like the most about Downtown?
 - a. What would you add that isn't available now?
3. What are the elements that downtown should have?
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6. Are there any types of recreation facilities that are lacking in the city? If so, would these be at all feasible to put in or near the downtown area?
7. Within the city, where is the most demand for new or different recreational or open space facilities?
8. What is your overall vision for downtown? Do you visualize a downtown with a focus on nighttime entertainment uses, a focus on daytime office retail uses, a focus on family-oriented activities, or some other focus?
 - a. Do you have ideas for specific areas of downtown, such as an entertainment district between Main Street and Foothill Boulevard on B Street?
9. What do you think is the biggest obstacle to transforming downtown to be more aligned with your vision?

STAKEHOLDER INTERVIEW QUESTIONS

HAYWARD DOWNTOWN PLAN UPDATE

CSUEB

1. How often do you come to downtown? What types of uses would encourage you to spend more time in downtown?
2. What are the elements that downtown should have?
3. What would you like to preserve?
 - a. What would you add that isn't available now?
4. Is there anything that could be added to the Downtown area that would be used by students or faculty of CSUEB?
5. Do you feel there are adequate open space and recreational opportunities in Downtown or the proximity to Downtown?
6. Does the City offer activities that attract the CSUEB community? If so, please explain.
7. Which activities and establishments do students frequent Downtown?
8. How difficult is it to get to the Downtown from the campus?
9. In terms of accessibility, what do you think would be the most feasible way to bridge the gap between the Downtown area and the University?
10. What is your overall vision for the downtown, i.e. do you visualize a downtown with a focus on nighttime entertainment uses, a focus on daytime office and retail uses, a focus on family-oriented activities, or some other focus?
 - a. Do you have ideas for specific areas of downtown, such as an entertainment district between Main Street and foothill Boulevard on B street?
11. What do you think is the biggest obstacle to transforming the downtown to be more aligned with your vision?

STAKEHOLDER INTERVIEW QUESTIONS

HAYWARD DOWNTOWN PLAN UPDATE

DOWNTOWN HOME OWNERS

1. What is your vision of downtown? What would you like the Downtown area to become?
2. How often do you come downtown, other than for business purposes?
3. What would you like to preserve?
4. What are the elements that downtown should have? What would you add that isn't available now?
5. Do you feel there are adequate open space and recreational opportunities in Downtown or the proximity to Downtown?
6. What are the obstacles in meeting your vision of Downtown?
7. What do you see as the most attractive aspect of the Downtown area?
8. What would the downtown area benefit most from?
9. Does Downtown provide a healthy, safe, and inviting living environment? How so?

STAKEHOLDER INTERVIEW QUESTIONS

HAYWARD DOWNTOWN PLAN UPDATE

HOMELESS AND TRANSIENT PEOPLE

1. In your opinion, what is attractive about Downtown Hayward? Why do you come Downtown? How often do you come Downtown?
2. What do you particularly like about Downtown?
3. What would you add that isn't available now?
4. Are there any services that you think should be provided in Downtown that are currently lacking? If so, what kind of services should be added to Downtown?
6. Do you feel there are adequate open space and recreational opportunities in Downtown or the proximity to Downtown? If no, any suggestions for ways to incorporate more or what types of open space and recreational opportunities would you like to see?
7. What types of businesses would you like to see in Downtown? Are there enough job opportunities in Downtown?

STAKEHOLDER INTERVIEW QUESTIONS

HAYWARD DOWNTOWN PLAN UPDATE

BUSINESS IMPROVEMENT ORGANIZATION:

1. How often do you come to downtown, other than for business purposes? What types of uses would encourage you to spend more time in downtown?
2. What do you like about downtown?
 - a. What would you like to preserve?
3. Do you feel there is adequate open space and recreational opportunities in downtown or in proximity to downtown? If no, any suggestions for ways to incorporate more or what types of open space and recreational opportunities would you like to see?
4. What kind of entertainment would be appropriate for the downtown?
5. Do you believe there is any type of retail that is lacking in the downtown?
6. What type of retail do you believe is leaking from the downtown area to other parts of the city?
7. What is missing in the downtown that would help businesses thrive?
8. Do you think there is any way to solve the old infrastructure issues in order to find businesses that could thrive in the old buildings? What suggestions do you have?
9. Are there any incentive programs to get new businesses started in the downtown?
10. What is your overall vision for the downtown, i.e. do you visualize a downtown with a focus on nighttime entertainment uses, a focus on daytime office and retail uses, a focus on family-oriented activities, or some other focus?
 - a. Do you have ideas for specific areas of downtown, such as an entertainment district between Main Street and foothill Boulevard on B street?
11. What do you think is the biggest obstacle to transforming the downtown to be more aligned with your vision?

STAKEHOLDER INTERVIEW QUESTIONS

HAYWARD DOWNTOWN PLAN UPDATE

NEIGHBORHOOD ORGANIZATION REPRESENTATIVES

1. How often do you come to downtown, other than for business purposes? What types of uses would encourage you to spend more time in downtown?
2. What do you like about downtown?
 - a. What would you like to preserve?
3. What are the elements that downtown should have?
 - a. What would you add that isn't available now?
4. What can be improved in the Downtown?
5. How important are the historical neighborhoods to you?
6. Are there enough housing choices in the Downtown area?
7. What are services needed for the Downtown area to serve adjacent neighborhoods?
8. What is your overall vision for the downtown, i.e. do you visualize a downtown with a focus on nighttime entertainment uses, a focus on daytime office and retail uses, a focus on family-oriented activities, or some other focus?
 - a. Do you have ideas for specific areas of downtown, such as an entertainment district between Main Street and foothill Boulevard on B street?
9. What do you think is the biggest obstacle to transforming the downtown to be more aligned with your vision?

STAKEHOLDER INTERVIEW QUESTIONS

HAYWARD DOWNTOWN PLAN UPDATE

MAYOR/CITY COUNCIL MEMBERS—PERSONALIZE THESE QUESTIONS FOR EACH COUNCILMAN
(Based on the 10/25 Council meeting session comments)

1. What are the most important priorities to the City Council for the Downtown?
2. From your experience, what is the public's reaction to proposing changes in the Downtown?
3. What would you like to preserve?
4. How important is keeping the historical character of Downtown?
5. What is your vision of downtown?
6. What are the elements that downtown should have? What would you add that isn't available now?
7. In your opinion, what is/are the biggest obstacle(s) to realizing a lively Downtown Hayward?

STAKEHOLDER INTERVIEW QUESTIONS

HAYWARD DOWNTOWN PLAN UPDATE

PLANNING COMMISSION

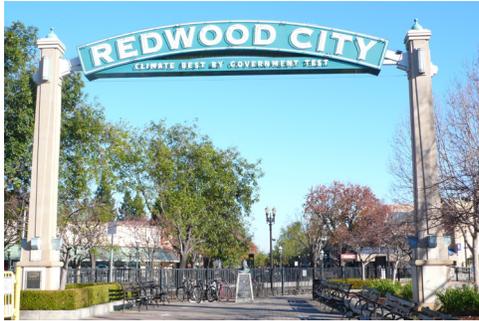
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6. What are the most important priorities to the Planning Commission for the Downtown?
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 - a. Do you have ideas for specific areas of downtown, such as an entertainment district between Main Street and Foothill Boulevard on B Street?
10. What do you think is the biggest obstacle to transforming downtown to be more aligned with your vision?

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APPENDIX I

Visual Preference Survey Images

Gateways



Mixed-Use Development



Residential



Streetscaping



Open Space Plazas



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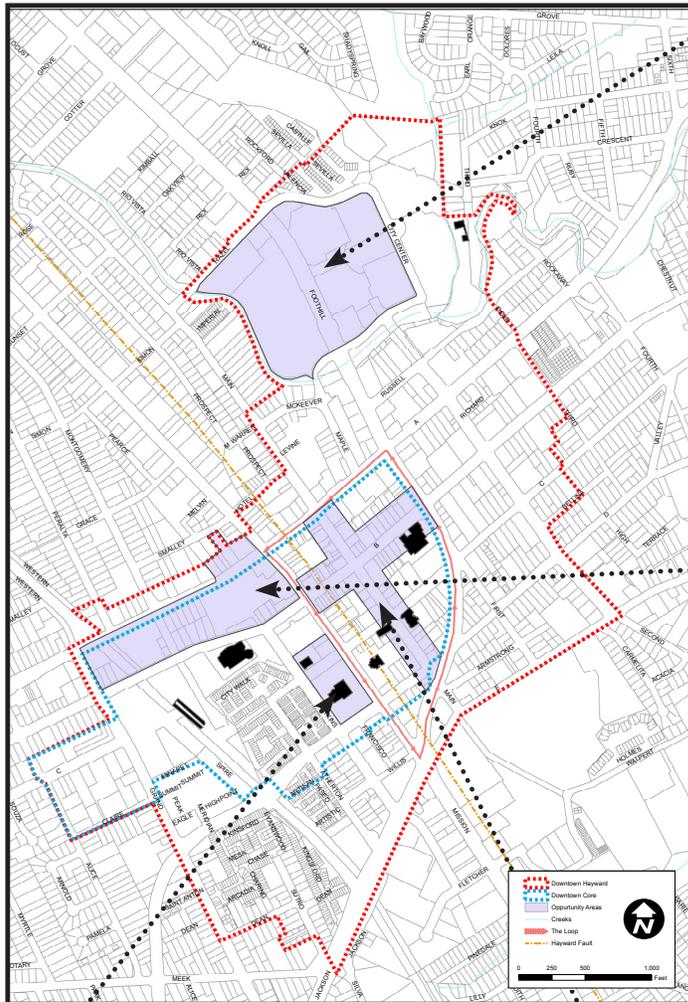
APPENDIX J

Opportunity Areas Handout given to Focus-Group Meeting participants in Dec. 2011



OPPORTUNITY SITES DOWNTOWN HAYWARD PLAN UPDATE

Focus Group Meeting | December 2011



Opportunity Site #1 - City Center Complex
30.15 acres

The City Center Complex can serve as a northern gateway to Hayward's downtown. The vacant structures in the area include the former Mervyn's headquarters, the City Center Building, and the empty site where the Centennial Hall Convention Center was once located. The site offers an opportunity to redevelop the area by creating an attractive gateway to Downtown.



Opportunity Site #2 - Area surrounding Hayward BART
16.11 acres

The proximity of this area to the Hayward BART and its location at the south-western entrance to the downtown provide great potential for development which will serve as a gateway to the downtown. Suggested uses for the area include transit oriented housing, retail, or civic uses.



Opportunity Site #4 - Hayward Public Library
4.28 acres

Workshop participants expressed a desire for a new library building, perhaps in a new location. Relocation or Redevelopment of the library would allow new uses to be implemented on the site.



Opportunity Site #3 - Downtown core
15.65 acres

This site encompasses the main downtown corridor with the center being the intersection of B and Main Streets. Many of the stores and shops within the site are vacant. During the community workshop, individual expressed interest in bringing identifying design elements into the area as well as forming an "entertainment district." Incentivizing businesses to take advantage of the vacancies in the area is also a priority for this opportunity site.

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APPENDIX K

Newspaper Article about Envision Downtown Workshop posted on November 3, 2011

Hayward seeks public input to improve downtown

[By Eric Kurhi](#)

[Hayward Daily Review](#)

Posted: 11/03/2011 06:28:10 PM PDT

Updated: 11/04/2011 04:43:34 AM PDT



Parts of Hayward's current downtown plan date to 1975. (JANE TYSKA/STAFF ARCHIVES)

A performing arts theater, a linear park atop the Hayward Fault and shuttle service for college students are some ideas that have been floated for a rejuvenated downtown, and officials are hoping to gather more from residents at a Saturday meeting.

Most of all, City Council members said they need to find a way to strike a balance between specialized boutique retail shops and entertainment in the historic area surrounding B Street, and in the process light up some of the perennially dark storefronts.

Councilman Francisco Zermeno pushed for a special attraction. "Let's come up with something unique and different, that we can call our own," he said. "We don't have a mission, or a beach or an amusement park or snow or vineyards, so let's try to create something unique."

Other ideas that surfaced at a brainstorming meeting last week included making the area more pedestrian-friendly, possibly by closing Main Street to traffic.

Councilman Mark Salinas advocated for a Cal State East Bay shuttle as a way to inject younger blood downtown -- and to make sure there's something to draw them there.

"College students spend money, on clothes, and shoes and other stuff," he said. "They like to party. They like to come and eat and enjoy the evening. But students tell me all the time there are very limited things to do downtown."

Officials agreed that people need to feel safe, with a law enforcement presence that doesn't go overboard and make it look "like a police state," said Councilwoman Barbara Halliday.

Mayor Mike Sweeney said problems related to transients and public intoxication need to be addressed.

He specifically mentioned Newman Park at B and Mission streets as a trouble spot that scares others away from the area.

"Until we get serious about loitering problems, they will continue to drive people away," he said at a meeting last week. "It's time to stop making excuses as to why we can't deal with loitering but start figuring out how to deal with the problem and drive that element out of the area."

The current downtown plan is dated, with various elements going back to 1975. Past ideas that didn't pan out include a supermarket where the cinema is now located, creating a "grand boulevard" over the Hayward Fault and a new main library where City Hall sits.

To cut costs on the redrawn vision, the city has been working with urban planning students from Cal Poly San Luis Obispo and will apply for a state sustainable communities grant to further fund the development plan.

APPENDIX L

Envision Downtown Workshop Two Agenda



Envision Downtown

Community Workshop #2

Hayward City Hall
Saturday, February 4th, 2012
9:30 a.m. – 12:00 p.m.

Agenda

- **Introductions** (15 min.)
- **Project Overview** (15 min.)
 - Overview of the Workshop Activities.....Sloan Campi
 - Overview of the Planning Process.....Jenna Hahn
 - Overview of the Public Outreach Process.....Guy Duer
 - Overview of Preliminary Proposals.....Jackie Terrell
- **Group Discussions** (80 min.)
- **Group Reporting** (35 min.)
- **Concluding Remarks** (5 min.)

Hosted by:

The City of Hayward and
the City and Regional Planning Department
Cal Poly State University, San Luis Obispo

*If you have any questions, please contact
Sara Buizer at sara.buizer@hayward-ca.gov or Zeljka Howard at zhoward@calpoly.edu*



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APPENDIX M

Concept Alternative Posters Presented in Envision Hayward Workshop 2



ENVISION DOWNTOWN

Downtown Hayward Plan Update

Community Workshop #2 - February 4, 2012

Downtown Conceptual Land Use and Circulation Diagram





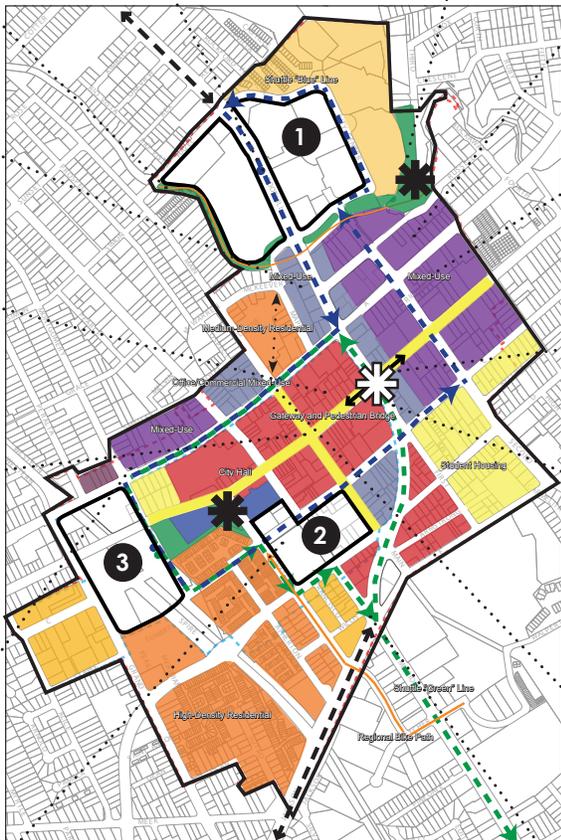










- Retail/Commercial
- Mixed Use - Commercial/Residential
- Mixed Use - Residential/Office
- Mixed Use - Office/Commercial
- Residential - Low Density
- Office

- Residential - Medium Density
- Residential - High Density
- Public/Civic
- Open Space/Park
- Light Industrial

- Vehicular Traffic
- Shuttle "Star" Line + Stop
- Shuttle "Green" Line + Stop
- Bike Path
- Pedestrian Path
- Complete Street
- Pedestrian-Corridor
- Pedestrian-Express
- Pedestrian-Express
- Pedestrian-Express

Key Features

- Land Use Features**
 - o Commercial core along B Street and within the Loop
 - o Integrate Main Street and B Street activities with enhanced streetscaping to reflect the historic district character.
 - o Mix of Office-Commercial and Commercial-Residential uses along A Street
 - o Mix of Office-Commercial along Foothill Blvd.
 - o Residential uses including rental units, student housing and condominiums will be dispersed throughout the Downtown.
 - o Entrance to the Japanese Gardens on Russell Way to improve accessibility from proposed shuttle and the Creek Walk
- Circulation Features**
 - o Shuttle service with dedicated lanes connecting the CSU East Bay campus and the City Center area to the Downtown Core
 - o Creek Walk around the City Center area will connect the Japanese Gardens with bike lane and pedestrian path.
 - o B Street and Main Street will be transformed into "complete streets"
 - o A pedestrian bridge over Foothill Blvd. at the intersection with B Street
 - o Bike route to CSU East Bay with bike hub on Watkins
 - o Incorporation of signage and gateways along the Foothill Loop leading to the Downtown



ENVISION DOWNTOWN

Downtown Hayward Plan Update

Community Workshop #2- February 4, 2012

3: BART Opportunity Area



- Alternative A Key Points**
- o Transit-Oriented Development including Residential and Mixed-uses next to BART
 - o Retain current BART parking structure
 - o Mixed-use corridor to bring people to Downtown
 - o New Gateway feature visible from BART
 - o Open space and plaza to connect BART and City Hall
 - o Alter vehicle drop off loop to avoid going through residential neighborhood
 - o Low impact enhanced landscaping

- Alternative B Key Points**
- o Circular shaped open space with streetscaping and trees
 - o Mixed-use with Office, Retail, and Residential uses along A Street
 - o A multi-modal transportation hub located in center of circular plaza with a shuttle service stop, regional bike path, and vehicular access
 - o Murals placed on facades of circular buildings to offer "mural tour" of Hayward, meant to serve as a guiding gateway



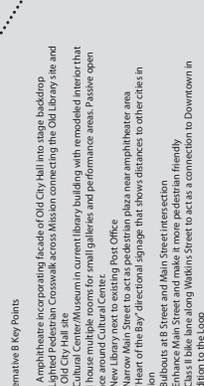
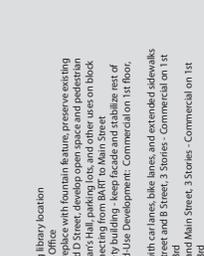
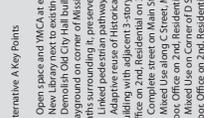
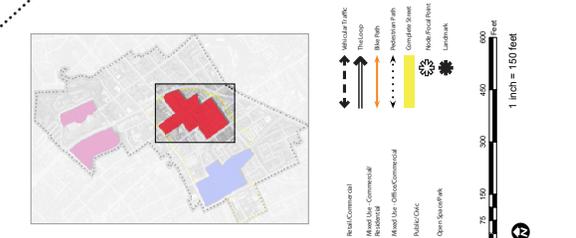
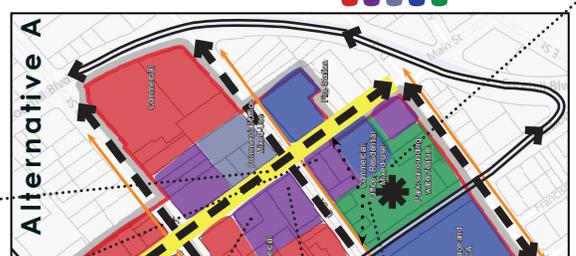


ENVISION DOWNTOWN

Downtown Hayward Plan Update

Community Workshop #2 - February 4, 2011

#2: B St and Main St + Library Opportunity Area



- Alternative A Key Points**
- o Open space and YMCA at existing library location
 - o New Library next to existing Post Office
 - o Demolish Old City Hall building, replace with fountain feature, preserve existing parking and use for other purposes
 - o Link pedestrian paths connecting from BART to Main Street
 - o Adaptive reuse of Historical Society building - keep facade and stabilize rest of building with adjacent 3-story Mixed-Use Development: Commercial on 1st floor, Public Office on 2nd, Residential on 3rd
 - o Complete street on Main Street with carlanes, bike lanes, and extended sidewalks
 - o Mixed Use along C Street, Main Street and B Street, 3 Stories - Commercial on 1st Floor, Office on 2nd, Residential on 3rd
 - o Commercial on the corner of A Street and Main Street, 1, 2, 3 stories

- Alternative B Key Points**
- o Amphitheatre incorporating facade of Old City Hall into stage backdrop
 - o Lighted Pedestrian Crosswalk across Mission connecting the Old Library site and the Old City Hall site
 - o New Library in existing Post Office building with remodelled interior that will house multiple rooms for small galleries and performance areas. Public open space around Cultural Center.
 - o New Library next to existing Post Office
 - o Narrow Main Street to act as pedestrian plaza near amphitheater area
 - o Bulbouts at B Street and Main Street intersection
 - o Enhance Main Street and make it more pedestrian friendly
 - o Pedestrian path along Waldens Street to act as a connection to Downtown in addition to the Loop



APPENDIX N

Envision Hayward Workshop Two participants' comments on concept key features

Overall Downtown Concept

Overall Downtown Concept Plan				
Key Features	Yes	Maybe	No	Comments
Land Use				
Commercial Core Along B Street and Within "Mini-Loop"	14	2	0	-Slow Traffic -Most Definitely -Focus Retail on East Side of Foothill
Integrate Main Street and B Street with Enhanced Streetscaping to Reflect Historic Character	13	3	0	-Marquees, kiosks, wayfinding needed -Love it
Mix of Office-Commercial and Commercial-Residential Uses along A Street	12	2	1	-The office market is depressed right now so this could be difficult -Housing promotes Downtown in the evening and weekends -Definitely as much as the market can bare -Improve uses of Downtown; commercial, residential, mixed use is key
Housing throughout Downtown	14	1	2	-We need to promote more commercial uses -Not economically feasible; I would not live Downtown
Entrance to Japanese Gardens on Russell Way	9	7	1	-It would work, but foot traffic would have to be shown the way -Rebuild secure bridge via Russel Way -It is impractical because of flood control channel
Circulation				
Shuttle Service with Dedicated Lanes	13	3	0	-Increase shuttle service - yes; don't know if we need dedicated lane for that -Must bring students Downtown; need to provide faculty housing as well -Shuttles would be great, unsure of dedicated lanes depending on how it would impact traffic -Shuttle service is important but dedicated lanes impractical due to traffic
Creek Walk around City Center	10	5	1	-Not along Mervyn's Site -Creek walk is not practical due to flood control channel
B Street and Main Street to become Complete Streets	11	4	1	-As long as it continues the walkability in slow traffic -Limited traffic through Downtown will occur
Pedestrian Bridge over Foothill Boulevard on B Street	7	7	3	-We have a concern about ADA impact -Foothill divides Downtown, needs connectivity with this foot bridge -Trying to ascertain the value -Must feel safe to be used -Needs to be able to encourage foot traffic; it may be better at C and Foothill due to footprint the ramp would occupy -No place for landing it on either side; not financially feasible
Bike Route to CSU East Bay with Bike Hub	12	3	0	-It's a challenge to get a bike from Downtown up the hill -I don't know too much about this but biking uphill back to campus would be difficult unless we have a satellite campus Downtown -Not only CSUEB and weekend cyclist teams use Mission Bike lanes until the road construction -Bike friendly access good with student housing -Transit would be better
Signage and Gateways along "Mini-Loop"	10	4	1	-We absolutely need this -Too much signage would be unattractive -Could visually detract from landscape and businesses -Drivers should recognize the movie theater -Include signage on Foothill -Signage creates a destination
Additional Comments				
-Hayward has a lot of underutilized retail -We need more housing; perhaps the Mervyn's site				

BART Area Alternative Concepts

BART Area Concepts				
Key Features	Yes	Maybe	No	Comments
Alternative A				
Transit-Oriented Development, including Residential and Commercial Uses Next to BART	15	0	0	-Ideal! Add Performing Arts Center
Retaining Current BART Parking Structure	10	3	2	-Need more parking
Mixed-Use Corridor to bring people to Downtown	12	3	1	-Bring more congestion
For a Gateway Feature Visible From BART	3	2	0	-Need connection to A Street
Open Space and Pedestrian Pathways to Connect BART and City Hall	10	2	0	-Great! Inviting! Performing Arts Center
Alter Vehicle Drop-Off Loop to Avoid Going Into Residential Neighborhood	7	5	4	-Too much back-up on B Street -No -Not a high priority
Low Impact Enhanced Landscaping	6	3	0	-Yes
Alternative B				
Circular-Shaped Open Space with Streetscaping and Trees	12	4	2	-Love it!
Mixed-Use with Office, Retail, and Residential Uses along A Street	15	3	1	-People think market is too weak for mixed-use or office -Will greatly improve area
Multi-Modal Transportation Hub Located in Center of Circular-Shaped Plaza with a Shuttle Stop, Regional Bike Paths, and Vehicular Access	12	4	0	-Need more density to support this -Will be very beneficial to the City
Murals on Facades of Circular Buildings	11	5	0	-Too many murals!

Main St./ B St. Area Alternative Concepts

Main St. Area Concept				
Key Features	Yes	Maybe	No	Comments
Alternative A				
Open Space and YMCA at existing Library location with adaptive re-use of Old City Hall	5	5	4	-Reuse for old City Hall is enormously expensive, library square as open space. -Leave "old city hall" alone!!! -If amphitheater on east side of Mission, existing library can be used for a YMCA -Need some adaptive/active use -Change YMCA to "The Y", name offends non-Christian stakeholders and donors
New Library next to Existing Post Office	10	4	1	-Make library a conference center as well -Will the library be big enough to fit in space? -Put public meeting rooms and art gallery in the new library.
Move Old City Hall building to existing Library site, replace with fountain feature, preserve existing playground on corner of Mission and D Street, develop open space and pedestrian paths surrounding it, preserve Veteran's Hall and other uses on site	3	3	10	-the community wants to preserve the building and this could be a good backdrop to civic space
Pedestrian Pathways connecting from BART to Main Street	10	3	0	-Make existing streets safer -Seems BART is underutilized? -Use B Street
Adaptive reuse of Historical Society building - keep façade and stabilize rest of building with new development	7	4	3	-Would like to see building preserved -Probably could come down if it is not on the National registry, and try to recruit a good restaurant/gallery -Use B Street
Incorporate "Complete Street" concept on Main Street with car lanes, bike lanes, and extended sidewalks	8	3	0	-One lane each way -Make sure Main St. is wide enough
Mixed-Use throughout Downtown, 3 Stories - Commercial on 1st Floor, Office on 2nd, Residential on 3rd	6	5	1	-Mixed use does not work, look at all empty commercial below residential -Hard to finance – great idea in theory, not quite there with the demand yet -You need to educate both developers and lenders regarding the advantages of mixed use
Alternative B				
Amphitheatre incorporating façade of Old City Hall stage backdrop	6	6	3	-Only if showing it would be put to good use -Yes, with amphitheater on library plaza or west side of Mission -Political issue -Yes, seating would have to be on east side. Seating between the façade and Mission would be exposed too much to traffic and noise -Maybe, good idea, the public is the key on preserving old historic buildings. However, we have to figure out how to finance these projects.
Lighted pedestrian crosswalk across Mission Boulevard connecting Old Library site and the Old City Hall site	11	1	2	-It would be more realistic to make corner crossings safer and more pedestrian friendly -No, doesn't seem necessary, would be too close to existing traffic lights -Yes, all for it- increase connectivity, safe access points
Adaptive reuse of the Library to accommodate a Cultural Center/Museum that will house small galleries and performance areas. Open space around Cultural Center with sculpture garden	10	0	4	-Why not have the new library at the existing location? -Yes, build library the way new libraries are used (due to electronic books) -Yes, civic spaces are great- question is, who pays for it, and who underwrites the cost?
New Library next to Post Office	8	2	2	
Narrow Main Street near amphitheater area to create pedestrian plaza	6	4	2	-Maybe, as long as you have the width -Maybe, priority #1- need to slow down traffic in Downtown due to the 238 project. Lowering Main Street to one lane on each side would be ideal for pedestrian access.
Directional "Heart of the Bay" signage that shows distances to other cities in region	7	2	4	-Yes, Hayward needs to reinforce its own image -Yes, way finding critical
Replicate Buffalo Bill's use of sidewalk area along Main Street and B Street	11	1	0	-Of course
Bulb-outs at B Street and Main Street intersection	7	2	0	
Enhance Main Street and make it more pedestrian-friendly	11	0	0	-Yes, one lane each way of traffic
Class II bike lane along Watkins Street to act as a connection to Downtown in addition to the "Mini-Loop"	7	2	1	-Yes, do bike lanes on all streets that are not part of the loop
Additional Comments				
-Hayward needs a lot more residents living Downtown. There are enough commercial/retail buildings. They are underutilized because not enough residents. Residents need to be Downtown before good retail will come. Downtown plans are always revised every ten years. We need immediate transformation. No more low income housing. Mixed-use development does not economically pencil unless the City provides funding. There are no more redevelopment dollars available so mixed-use won't work unfortunately.				
-Make sure that you take into account fault line setbacks. Check this as it will impact your plans.				

City Center Area Alternative Concepts

City Center opportunity Area Concept				
Key Features	Yes	No	Maybe	Comments
Alternative A				
Mixed Use area with Residential use above Ground Floor Commercial	6	3	2	-This is a great idea. A site of this size lends itself to mixed-use -Typically results in vacant commercial on ground floor. Some retail okay -Vertical mixed use is challenging, doesn't financially pencil, maybe horizontal mixed-use -As long as commercial areas are filled with areas that will attract spending
Performing Arts Center/Convention Center for Large Events to Serve Hayward and surrounding areas	6	2	4	-Who would build this? -Put this closer to BART, maybe on existing library site -I would like to see this connected with Hotel on east side of Foothill where qq-story building and former centennial hall site are -Put convention center downtown near BART -But at BART Station -I'd hate to see it just sit empty like any others
Creek Walk with multi-use pedestrian pathway/bike path	7	2	3	-Not practical due to flood channel -Maybe make more clear path to Japanese Tea Garden, Theatre, and Sr. Center -Don't know if this is economically feasible or safe -Hydrolics -As long as people have a place to walk to, shopping, dog park, etc.
Shuttle Stop in center of Foothill Blvd.	6	5	1	-Shuttle Stop is good way to connect to Downtown -If passengers are properly protected, then yes -Traffic volume? -Tough to program -Would be nice
Open Space with Pedestrian Pathway Crossing Foothill Blvd. from Mixed Use area to Creek Walk	9	2	2	-Pedestrian pathway to Downtown is important -Must feel safe -Seems like a lot of money to achieve what a decently set up crosswalk and good sidewalks
Gateway at Performing arts Center/Convention Center to lead visitors into Downtown Hayward	7	1	4	-Put closer to BART -If such a use can be funded -Put this Downtown at A and Grand
Office Space along Foothill Blvd.	4	3	5	-Already have too much vacancy in existing offices -Existing vacancy rate -Whatever market will bear -We already have way too many office buildings not being used
Residential use Near Creek Walk	9	2	1	-Funding for all of this is a key issue -Convention Center near BART, offices near BART, hotels near BART, lots of landscaping, everything needs to be \$\$ feasible -Make sure you can provide parking for these uses, taking into account cost of such building designs
Alternative B				
Hotel with open space transitioning to creek walk to increase gateway effect to downtown core	7	3	2	-If there is a need for it, a reason people would regularly using a hotel of that size -Don't think hotel is economically feasible
Performing arts center/convention center for large events to serve hayward and surrounding areas	7	2	3	-Put this closer to BART -We seem to be okay without these in regards to where we hold performing arts -This should be located @ BART -Should be at BART
Mixed use with residential atop commercial	6	5	1	-Downtown residential brings a lot -Typically this results in vacant commercial space -We have vertical mixed use - very tough unless SF, NY
Open space/plaza connecting performing arts center with hotel	6	1	3	-Downtown at BART
Community Center	6	2	2	-Put this closer to BART
Park area	5	4	0	-Proposed Park Site seems a little bit hidden
Commerical along foothill blvd.	6	3	1	-Some is okay