



CITY OF
HAYWARD
HEART OF THE BAY

MISSION BOULEVARD CORRIDOR SPECIFIC PLAN AND FORM-BASED CODE



CHARRETTE KICKOFF

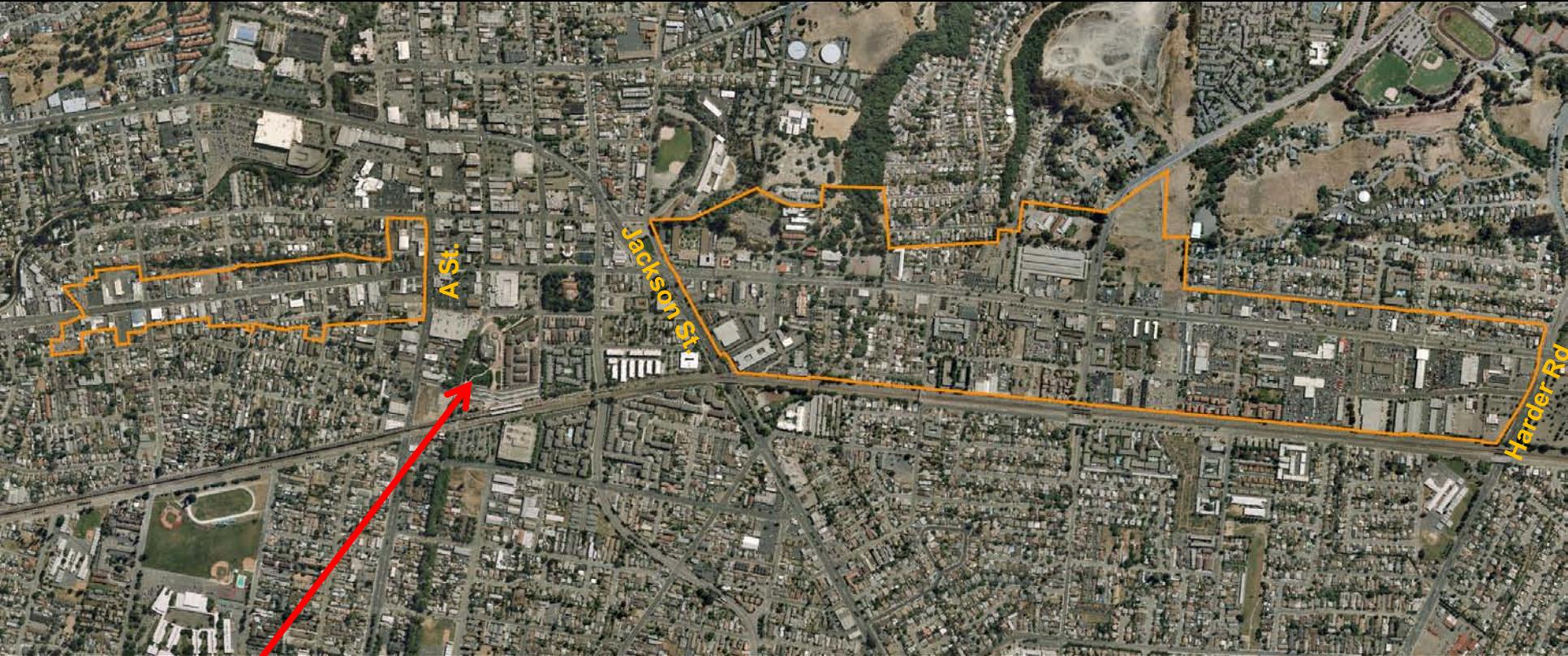
MISSION CORRIDOR SPECIFIC PLAN

Thursday, April 8, 2010

VACANCIES, UNDER-DEVELOPED PARCELS



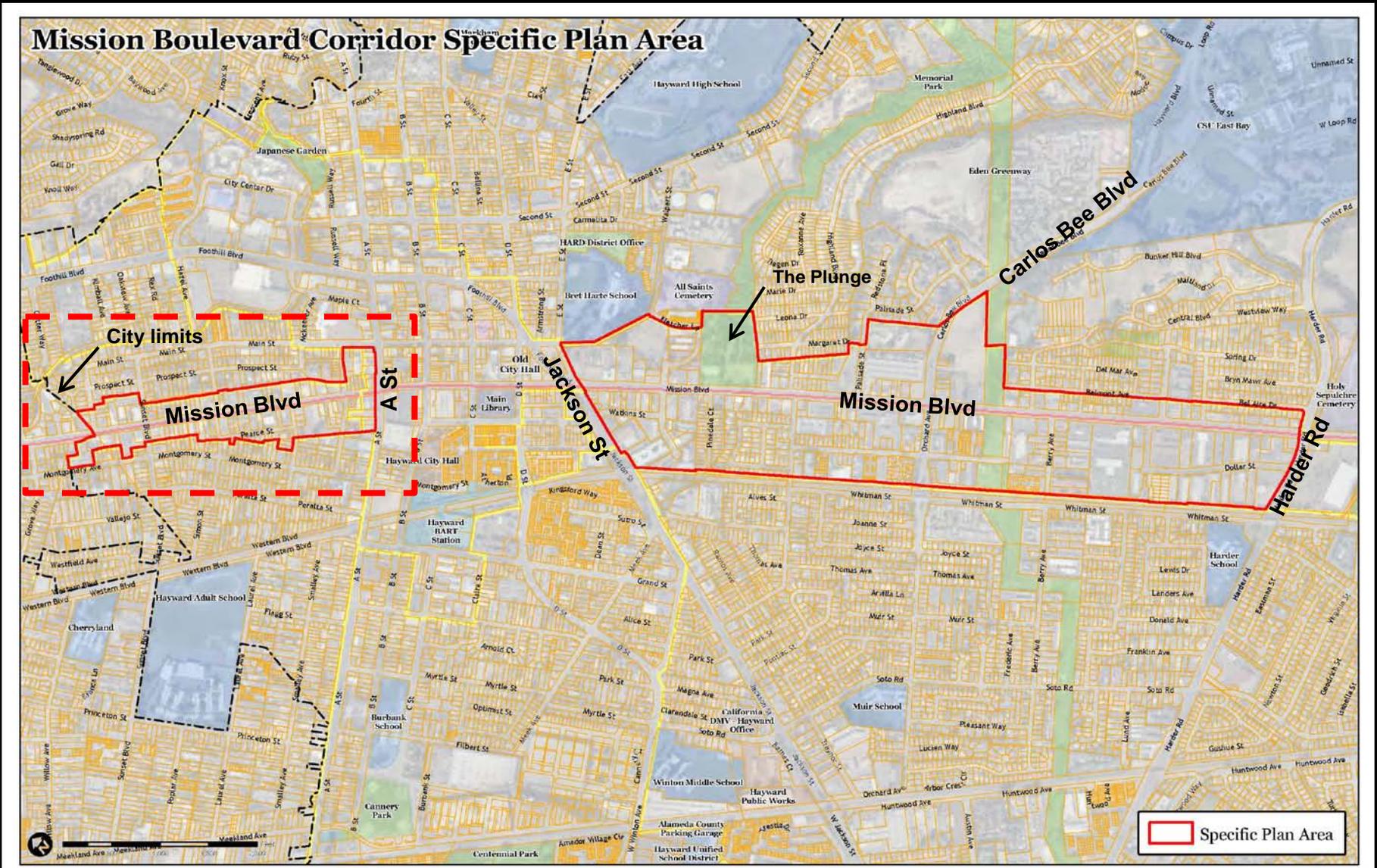
PROJECT AREA – 240 ACRES



We are here



A STREET TO CITY LIMITS



Pearce St

Mission Blvd

Hotel St

A Street

Albertson's

Mission Blvd



SOME NEW, SOME OLD, SOME ABANDONED



BEFORE AND AFTER



ADAPTIVE REUSE



AUTO-RELATED USES



HISTORIC NEIGHBORHOODS



Simon Street



Hotel Street



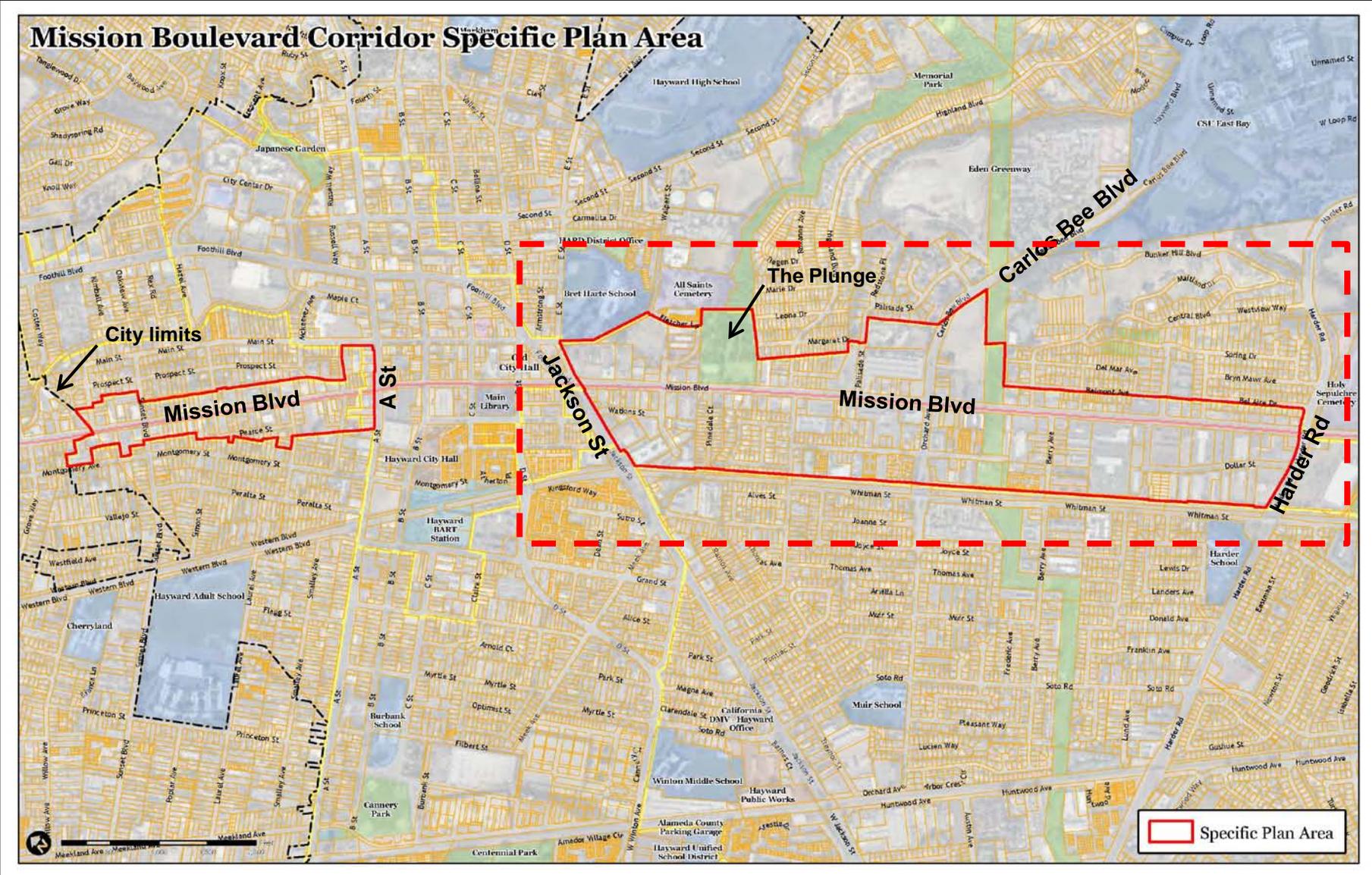
Pearce St

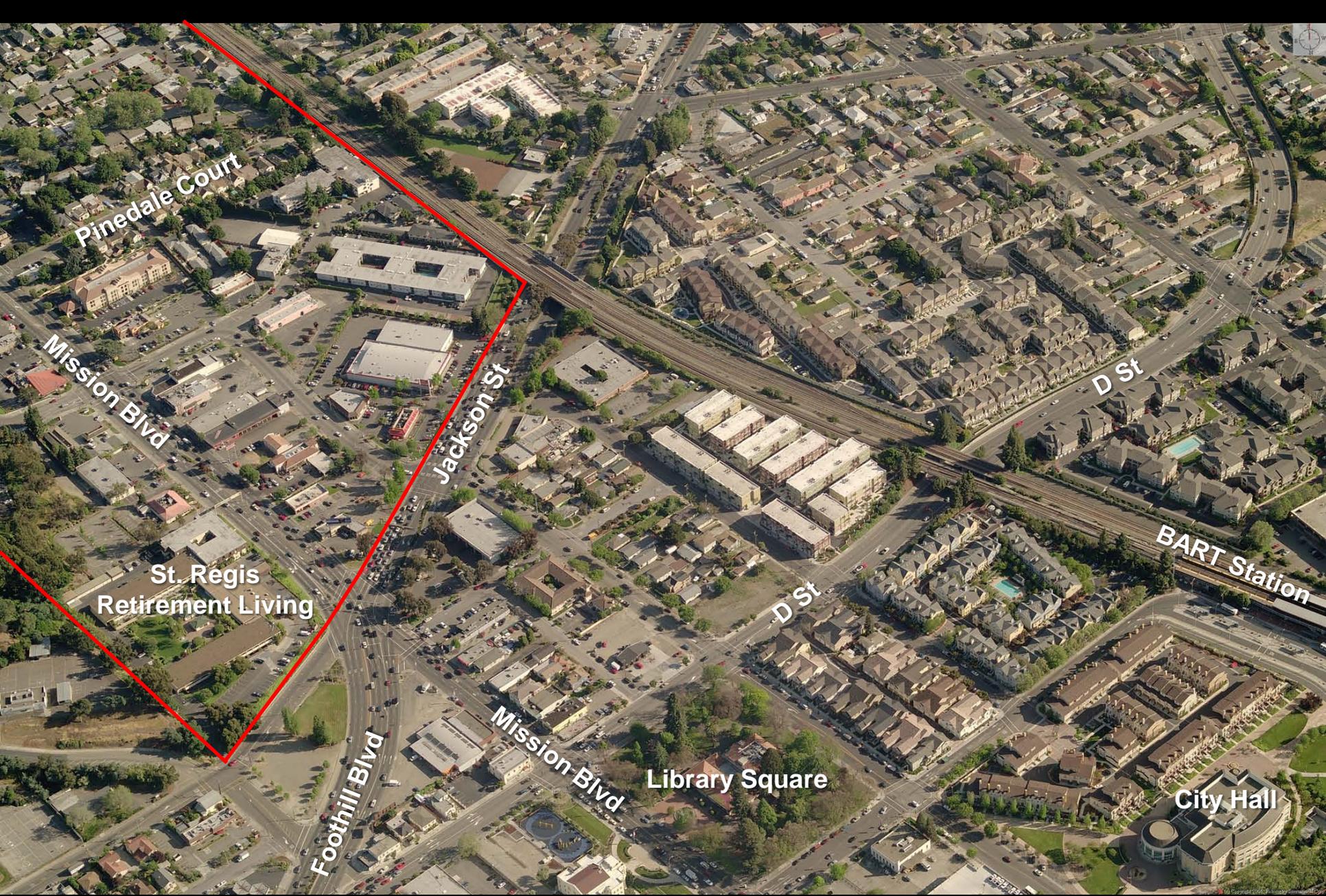


Sunset Blvd.



JACKSON STREET TO HARDER ROAD





Pinedale Court

Mission Blvd

Jackson St

D St

BART Station

St. Regis Retirement Living

D St

Foothill Blvd

Mission Blvd

Library Square

City Hall





Memorial Park

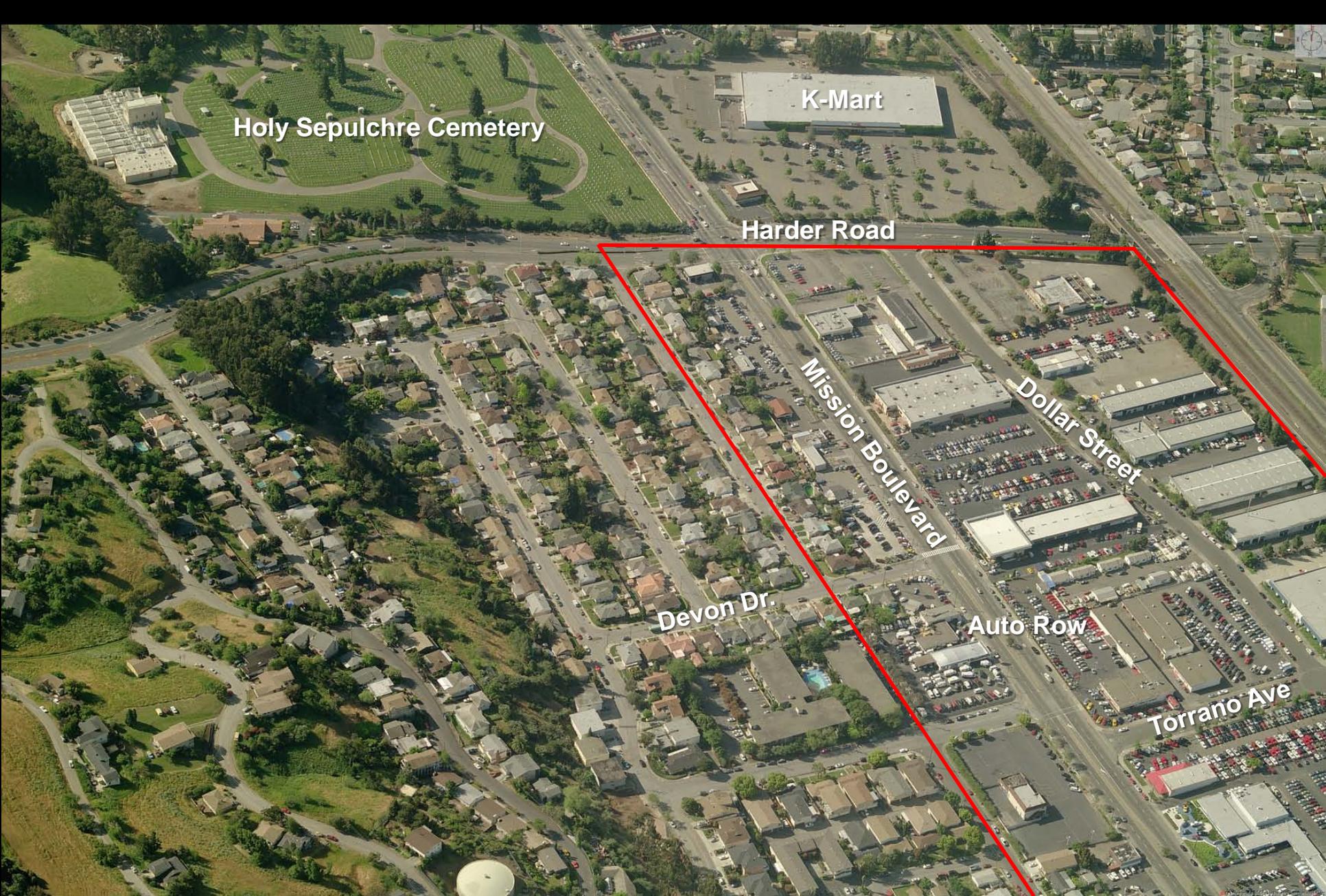
The Plunge

Pinedale Court

Mission Boulevard

Highland Blvd





Holy Sepulchre Cemetery

K-Mart

Harder Road

Mission Boulevard

Dollar Street

Devon Dr.

Auto Row

Torrano Ave



AUTO DEALERS & AUTO-RELATED USES



LOCAL / ETHNIC RESTAURANTS



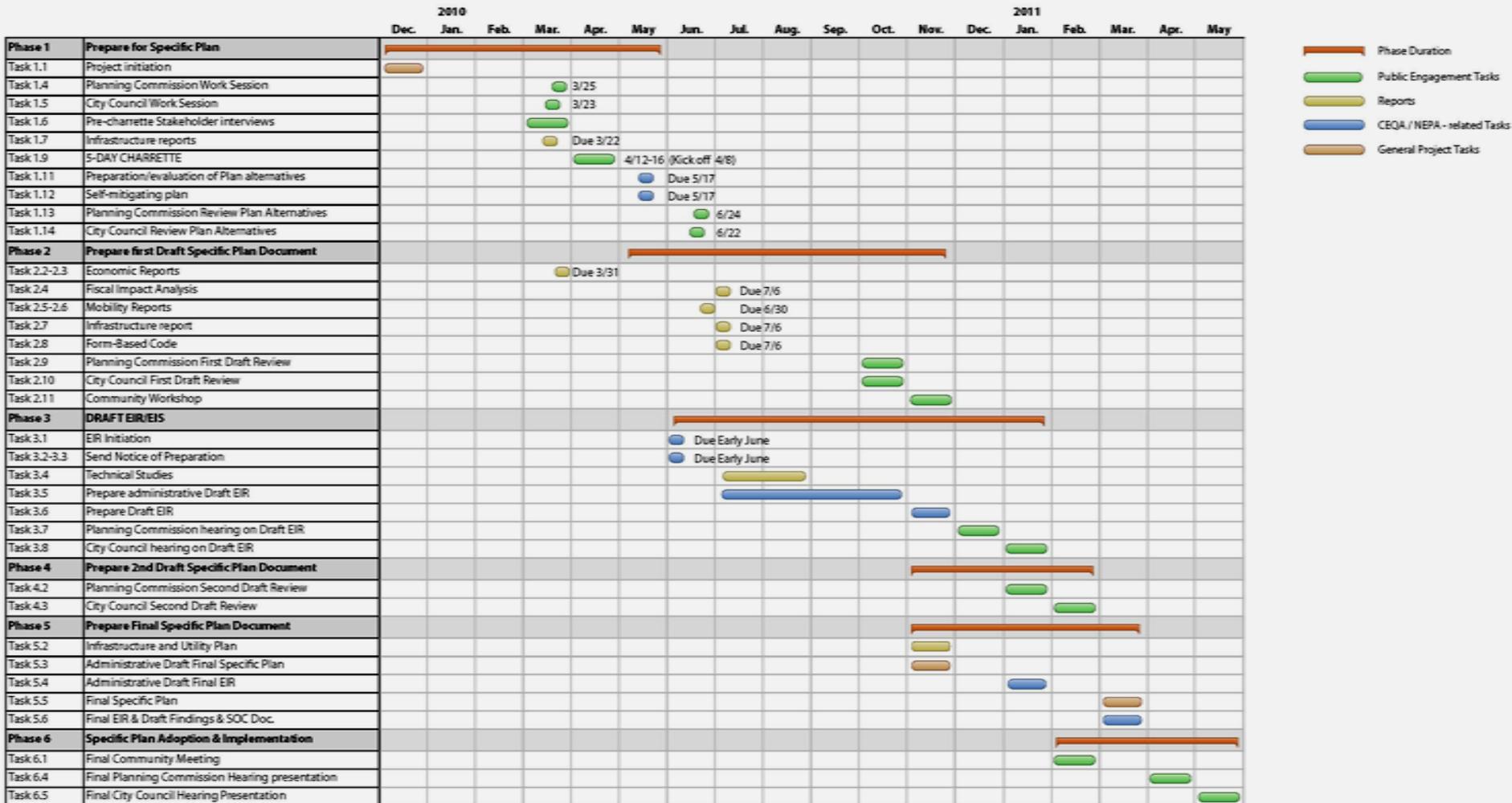
UNDERPERFORMING USES / VACANT BUILDINGS

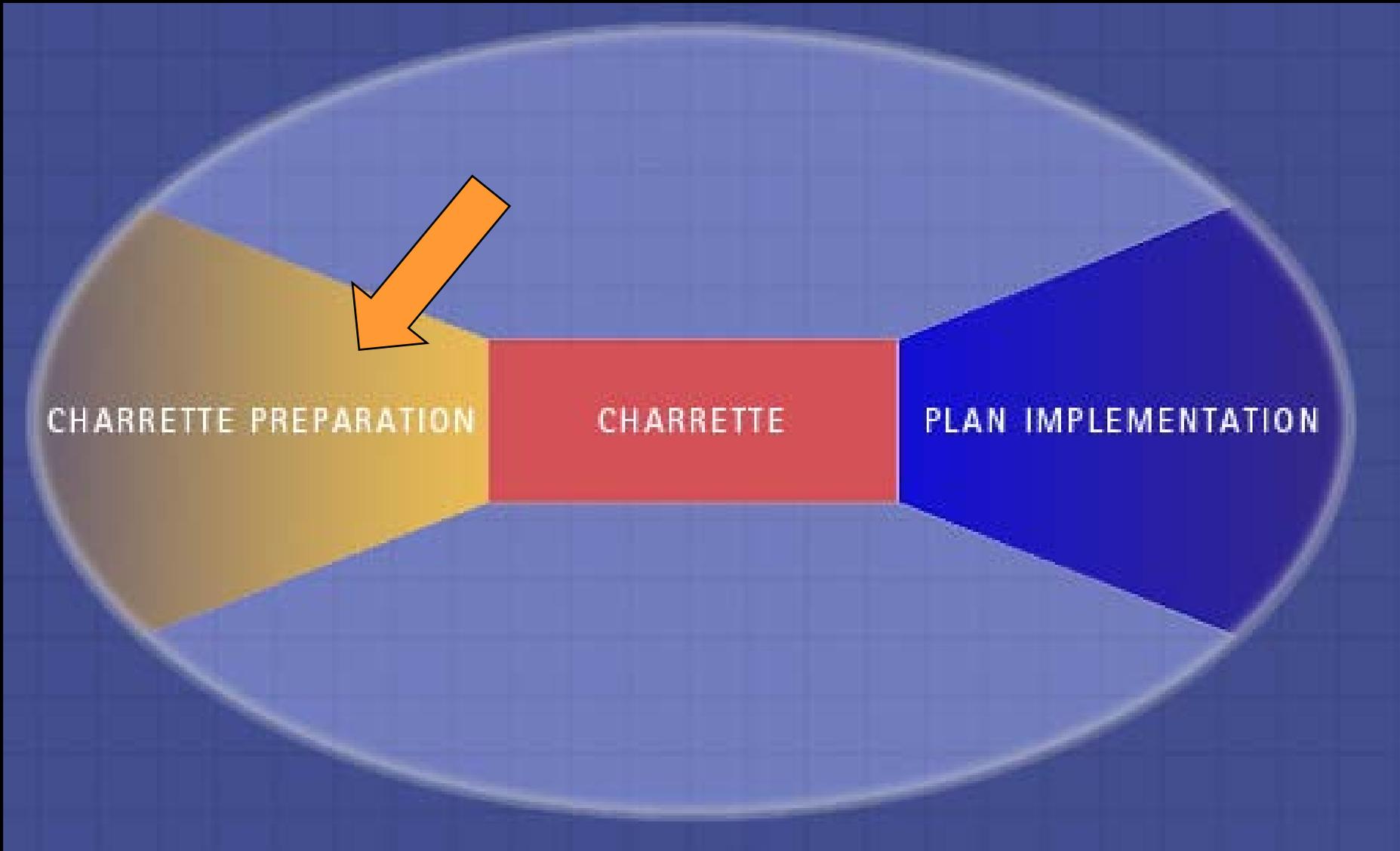


HISTORIC NEIGHBORHOOD - PINEDALE COURT



SCOPE OF WORK & TIMELINE





POSTCARDS

1,198 mailed to property owners & tenants in March

MISSION BOULEVARD SPECIFIC PLAN AND FORM-BASED CODE PROJECT

The City will host five days of workshops, known as a charrette,* to ask the community for input regarding future development within Hayward's Mission Boulevard Corridor.

Charrette Kick-Off

Date: Thursday, April 8th

Time: 7pm to 9pm

Location: Hayward City Hall, Council Chambers
777 B Street, Hayward, CA

Charrette Times

There will be multiple sessions on different topics.

See www.hayward-ca.gov for more details.

Dates: Monday, April 12th through Friday, April 16th

Time: 9am to 6pm each day

Location: Hayward City Hall, Room 2A

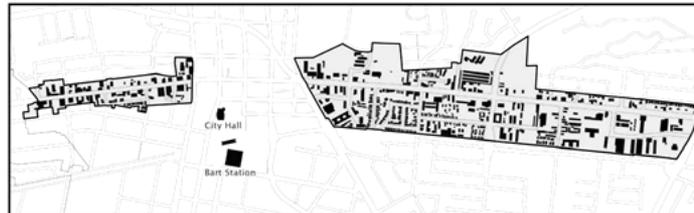
*A *charrette* is a collaborative session where design questions and problems are tackled in small groups over multiple sessions to quickly generate a design or plan that integrates the shared values of those participating.

For more information, see www.hayward-ca.gov under *Projects and Studies*, or contact Erik Pearson, Senior Planner, at 510-583-4210 or erik.pearson@hayward-ca.gov.

Si necesita esta información en español, por favor llame al teléfono 510-583-4400.


CITY OF
HAYWARD
HEART OF THE BAY
Planning Division
777 B Street, Hayward CA 94541-5007

IMPORTANT OFFICIAL NOTICE



Thursday
08 April
2010
Charrette kick-off event
7-9pm
Hayward City Hall
Council Chambers
777 B Street
Hayward, CA

**Hayward's Mission Boulevard
Specific Plan and Form-Based Code**
What is your vision?





Mission Boulevard Corridor Specific Plan and Form-Based Code Charrette

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

	TIME	MONDAY April 12th	TUESDAY April 13th	WEDNESDAY April 14th	THURSDAY April 15th	FRIDAY April 16th	
DESIGN & PLANNING TEAM Laura Hall, Hall Alminana - <i>Project Director</i> Robert Alminana, Hall Alminana - <i>Urban Design</i> Rob Merritt, Hall Alminana - <i>Urban Design</i> Kevin Colin, Lamphier-Gregory - <i>Planning</i> Eric Brown, Brown Design Studio - <i>Architecture</i> Dede Christopher - <i>Illustrations</i> Chris Ross - <i>Graphics</i> Patrick Siegman, Nelson\Nygaard - <i>Parking & Mobility</i> Bill Lee, AECOM ERA - <i>Market Analysis</i> Damian Stefanakis, Dowling Associates - <i>Thoroughfares</i>	9:00 AM	Team tour of project area 9-10 AM	Meeting #3: 9-10 AM <i>Parking Analysis Report</i>	OFF-SITE FIELD WORK	PRODUCTION	PRODUCTION	
	10:00 AM	DESIGN	Meeting #4: 10-11 AM <i>Market Analysis Report</i>				
	11:00 AM		Meeting #5: 11-noon <i>Merchants, property owners, developers</i>				
	12:00 Noon	Lunch break Noon - 1 PM	Lunch break Noon - 1 PM				Lunch break Noon - 1 PM
	CHARRETTE STUDIO City Hall, Room 2A 777 B Street Hayward, CA	1:00 PM	Meeting #1: 1-2:30 PM <i>City Council, Planning Commission, Committee members</i>	DESIGN	DESIGN	PRODUCTION	PRODUCTION
		2:00 PM					
		3:00 PM	Meeting #2 (staff): 3-4:30 PM <i>Development Services, Public Works, Redevelopment Agency, Police, Fire</i>				
		4:00 PM					
		5:00 PM	Informal Design Review & Pin-up: 5-6 PM	Informal Design Review & Pin-up: 5-6 PM	Informal Design Review & Pin-up: 5-6 PM		CLOSING PRESENTATION 5:30-7 PM <i>City Council Chambers</i>
		6:00 PM	Dinner break 6-7:30 PM	Dinner break 6-7:30 PM	Dinner break 6-7:30 PM	Dinner break 6-7:30 PM	
OPENING PRESENTATION THURSDAY, April 8th - 7-9 PM Hayward City Council Chambers 777 B Street, Hayward, CA		7:00 PM					
		8:00 PM					
		9:00 PM	DESIGN	DESIGN	DESIGN	PRODUCTION	
CLOSING PRESENTATION FRIDAY, April 16th - 5:30-7 PM Hayward City Council Chambers 777 B Street, Hayward, CA		10:00 PM					

LEGEND:

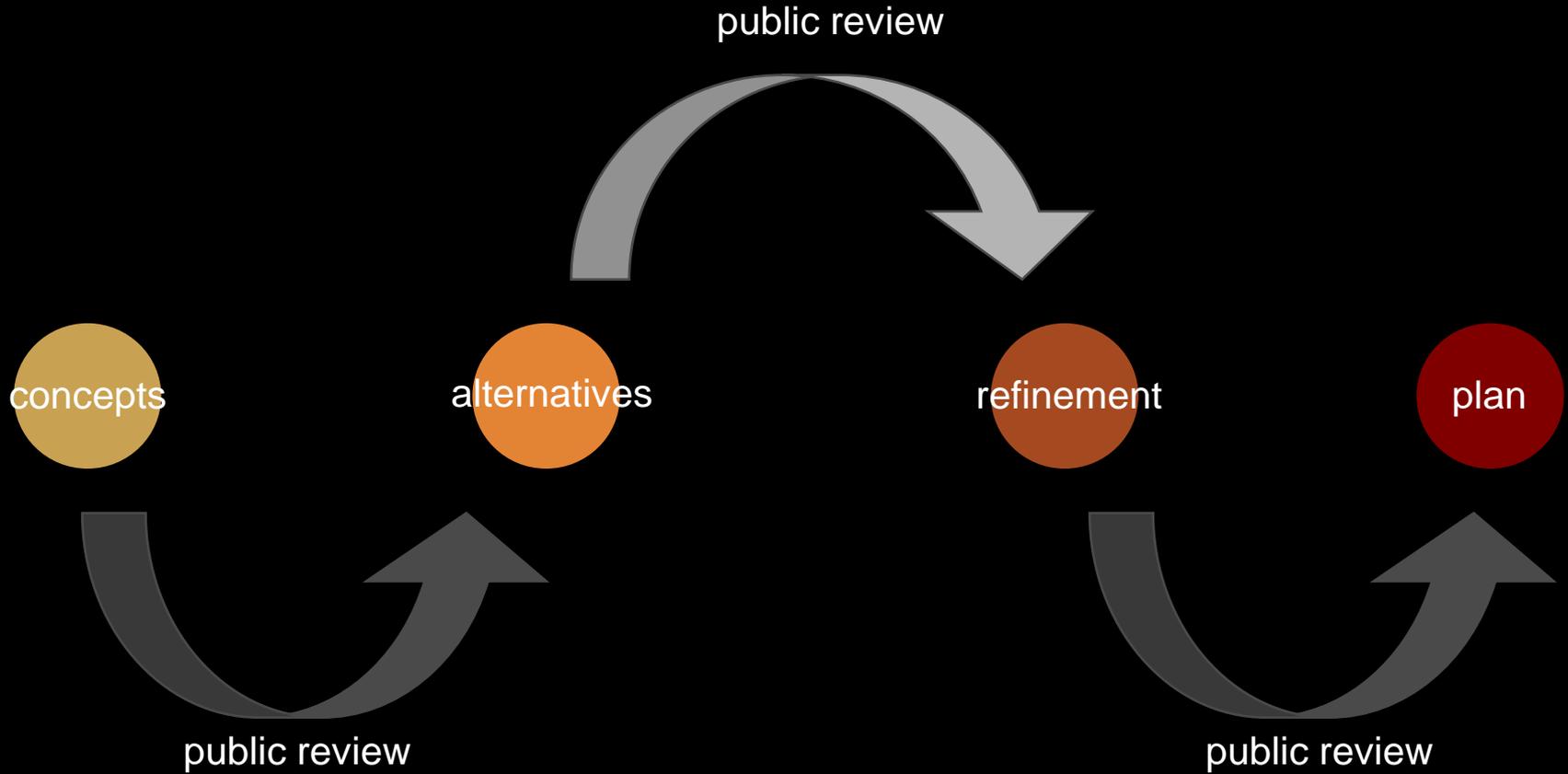
Focused meetings - onsite	Small meetings focused on specific topics and stakeholders; the general public is welcome.
Informal Design Review	The day's work is presented to the community and is then re-worked for the following night's review.
Design & production	Project team is actively designing; the public is encouraged to observe & interact with them.
Formal presentations	Closing presentation to the community

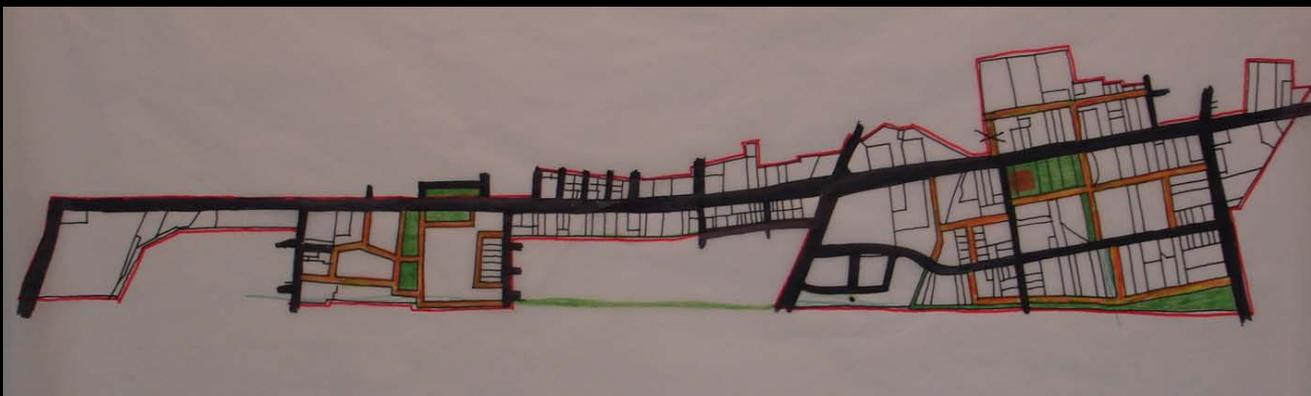
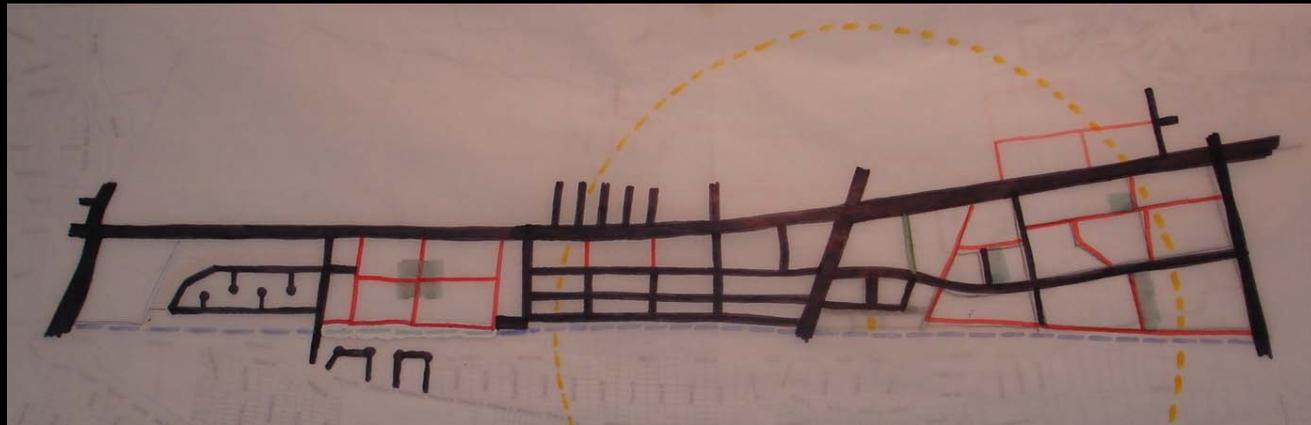
NOTE: All activities take place in the charrette studio (City Hall Room 2A) except for those specifically noted.

For more information, contact David Rizk, Director of Development Services, City of Hayward at (510) 583-4004, www.hayward-ca.gov.



CHARRETTE PROCESS







- ABOUT HAYWARD
- MAYOR & CITY COUNCIL
- CITY COUNCIL MEETINGS
- PLANNING COMMISSION MEETINGS
- BOARDS, COMMISSION & COMMITTEES
- COUNCIL STANDING COMMITTEES
- AIRPORT
- CODES, ORDINANCES & FEES
- DEPARTMENTS
- EMPLOYMENT
- LOCAL LINKS
- VOLUNTEERING



Mission Boulevard Corridor Specific Plan

■ Overview

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

The Mission Boulevard Corridor Specific Plan will include a form-based code and a long-term economic strategy for the project area. The goals of the project are to develop a vision and supporting implementation strategies that will result in attractive development for the City including vibrant commercial uses; pedestrian-friendly neighborhoods that are safe, desirable, and at sufficient densities to support public transportation; and a built form that will encourage such uses. Other goals include revitalization of the corridor; addressing the deterioration of the existing uses, including distressed auto-related uses, and establishing a vision for transit-oriented development that incorporates economic and environmental sustainability. A program-level Environmental Impact Report (EIR) will be prepared for the project. The project is expected to be completed no later than May, 2011.

■ Map of Project Area

■ Project Timeline

■ Kick-Off Meeting (April 8) & Charrette (April 12 – 16)

- [Kick-Off Meeting and Charrette Announcement](#)
- [Charrette Schedule](#)

■ Reports (City Council, Planning Commission, etc.)

- [11-17-2009 City Council Report](#)
 - [Attachment 2](#)
 - [Attachment 3](#)
 - [Attachment 4](#)
- [03-23-2010 City Council Work Session](#) (report coming soon)
- [03-25-2010 Planning Commission](#)

■ Documents and Studies

■ Glossary of Terms

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



CITY OF HAYWARD



GENERAL PLAN

**MISSION • FOOTHILLS
NEIGHBORHOOD PLAN**



Mission Blvd. at Memorial Park, 1916

Hayward, California

Adopted March 17, 1992

**Zoning
Ordinance**

**NORTH HAYWARD
NEIGHBORHOOD PLAN**

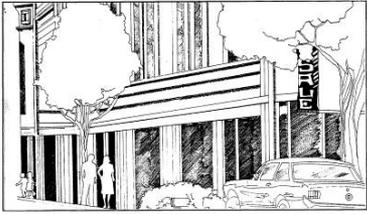


Hayward, California

Adopted by City Council
Resolution No. 94-175
July 19, 1994

**Subdivision
Ordinance**

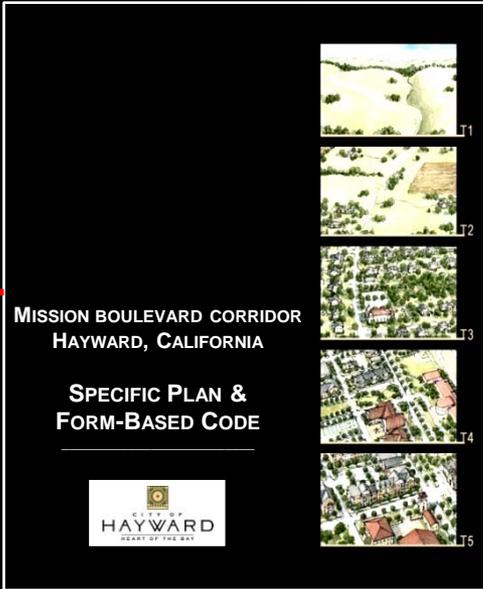
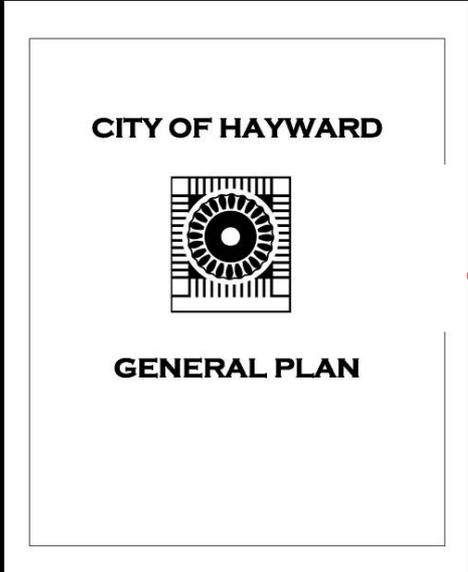
CITY OF HAYWARD



DESIGN GUIDELINES

DEVELOPMENT REVIEW SERVICES
777 "B" Street ■ Hayward, CA 94541 ■ 510/583-4200
Adopted November 9, 1993







Form-Based Codes let you emulate the places you admire and outlaw the ones you don't.



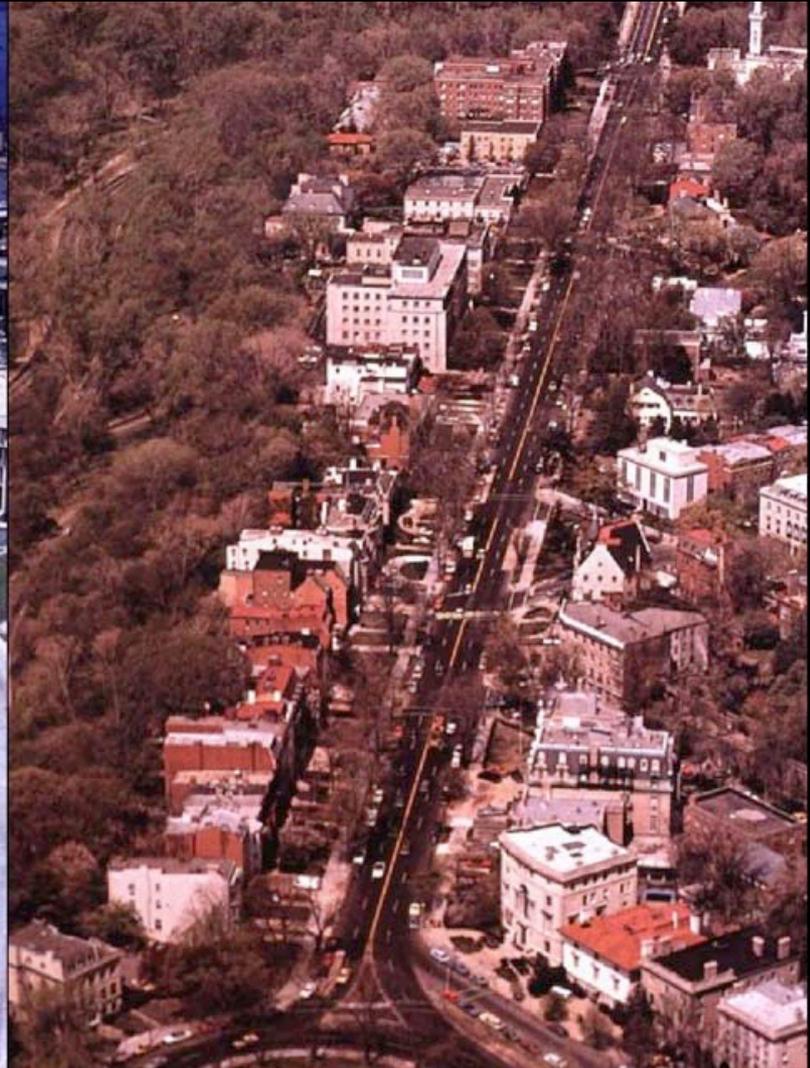
TOWN CENTERS



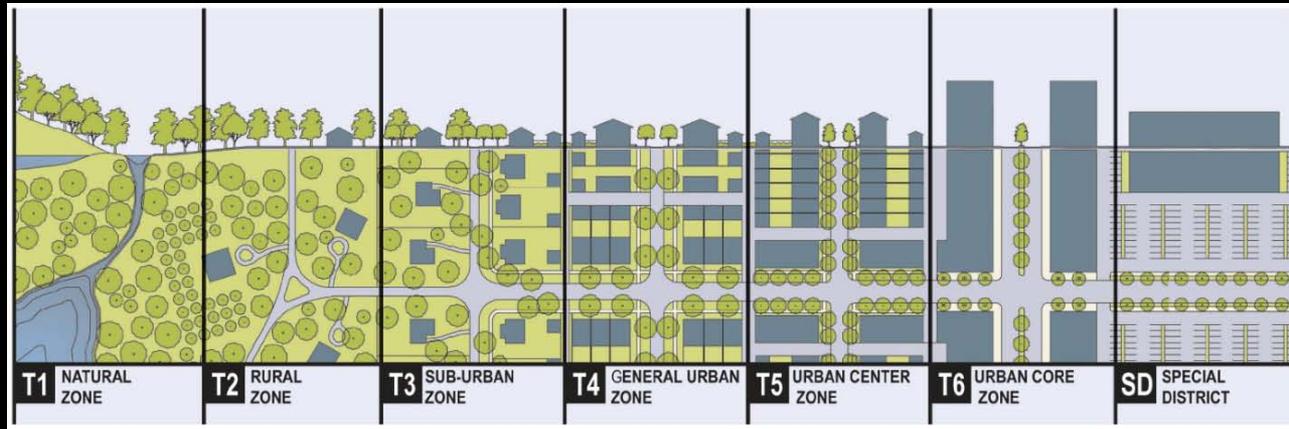
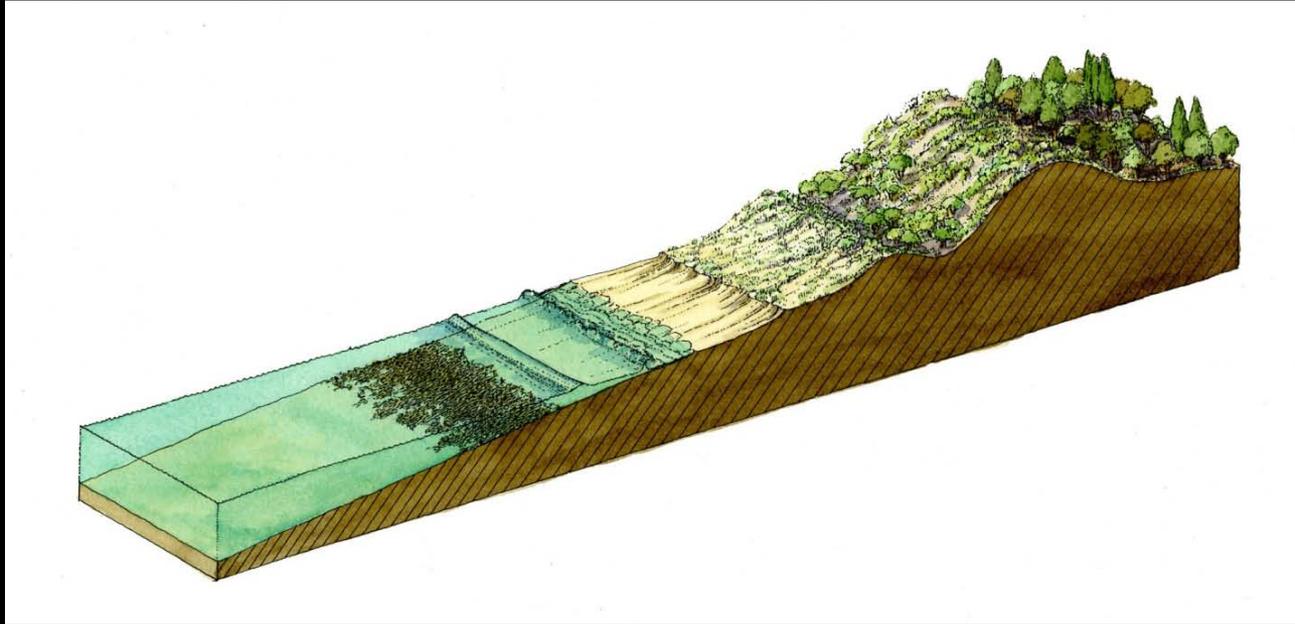
CIVIC SPACES



CORRIDORS



TRANSECT



T1 Natural Zone



T2 Rural Zone



S848 Cherry and apricot orchard, Haywards, California.



T3 Sub-Urban Zone



T4 General Urban Zone



T5 Urban Center Zone



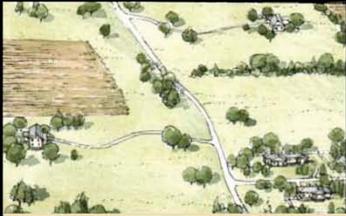
T6 Urban Core Zone



The Transect of Hayward



T1



T2



T3



T4



T5



Central Petaluma SmartCode Regulating Plan



ZONING MAP LEGEND

- T-4 Urban General
- T-5 Urban Center
- T-6 Urban Core
- D-1 District: Historic Agricultural Services
- D-2 District: Railroad
- D-3 District: River Dependent Industrial
- CS Civic Space

REQUIREMENTS

- Arcade or Gallery Required
- Shopfront & Awning Recommended
- Shopfront & Awning Required
- Focus point of Terminated Vista
- Maximum Building Height allowed
- Preferred Location for Parking Structure
- Transit Stop
- Minimum % required building frontage between arrows

Notes:

- Where no maximum building height is shown, refer to Urban Standards.
- If Zoning Map requirements and Urban Standards conflict, the Zoning Map prevails.



et Alignment Option A



July 2005





Before

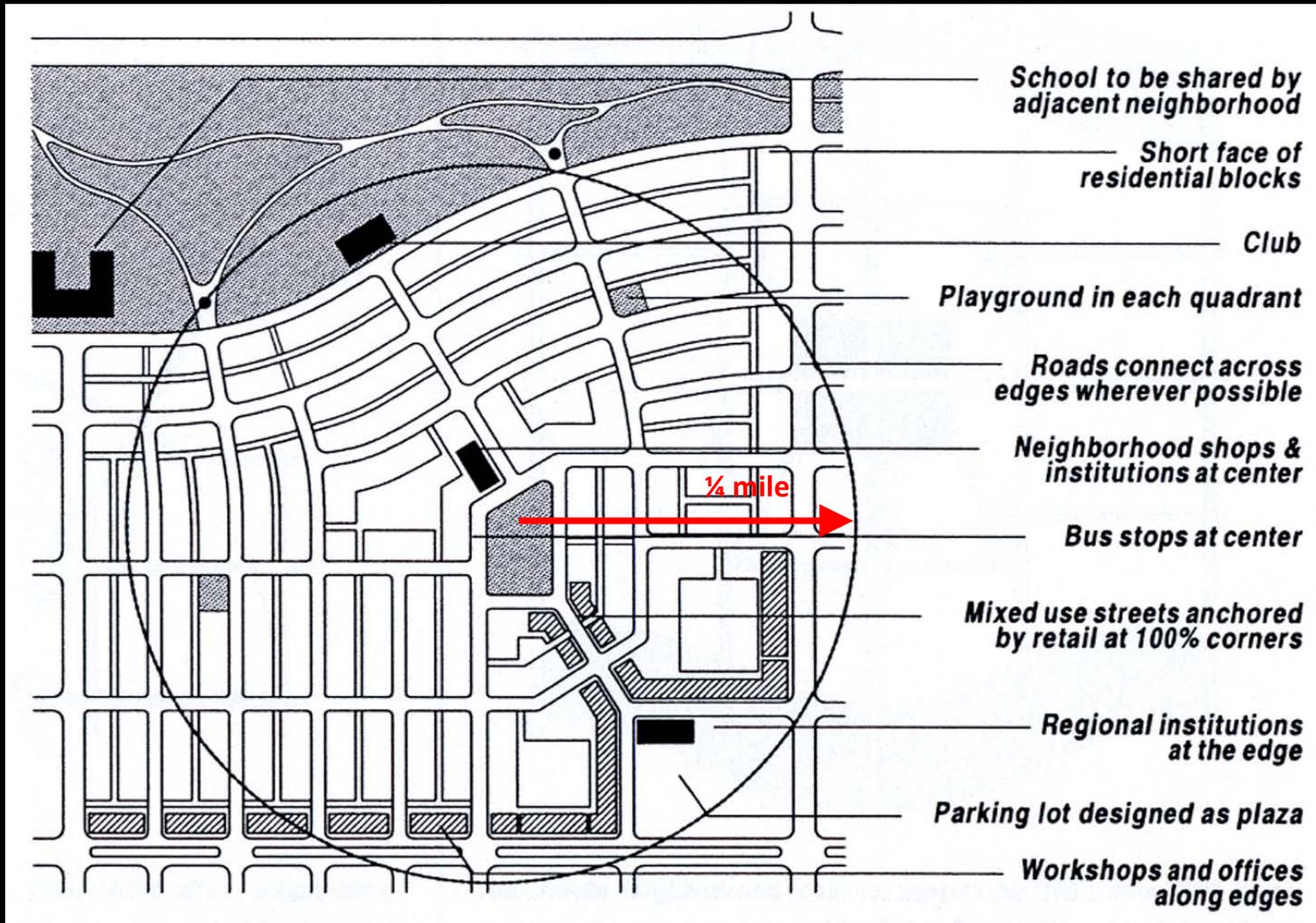


After





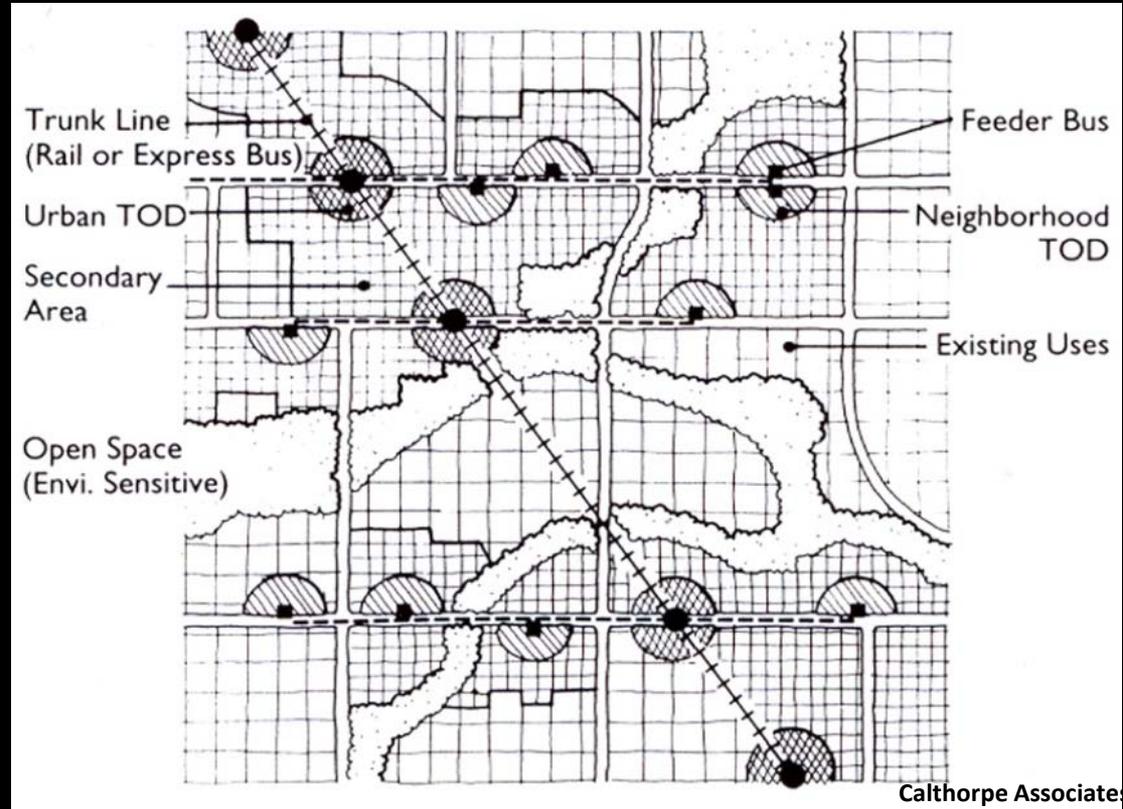
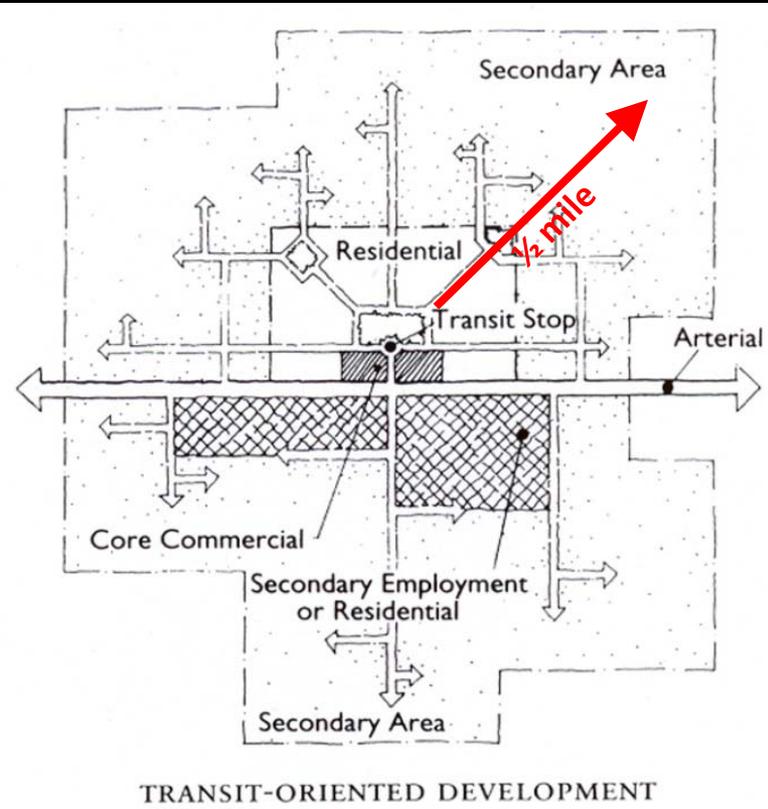
Walking distances within neighborhoods



Neighborhood shops



Walking distances to transit

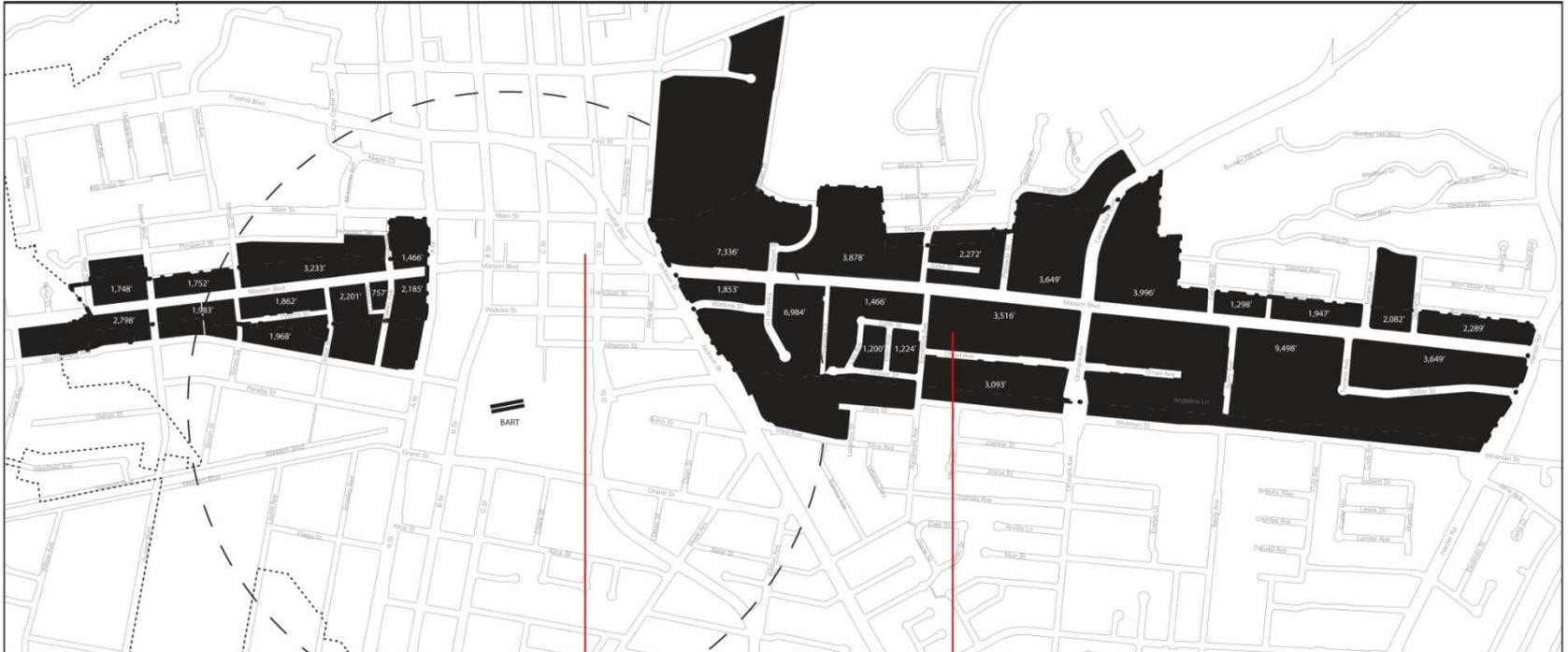


Transit village



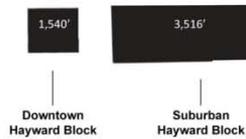
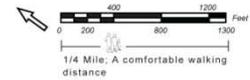
Block sizes

Block Perimeter Distance



Legend

- Project Area
- Parcels
- 10 minute/ half-mile walk
- County/ City Boundary
- Block Perimeter Distance**
- Block
- Perimeter Distance
- Public Streets



Like facing like



Terminated vistas – good examples



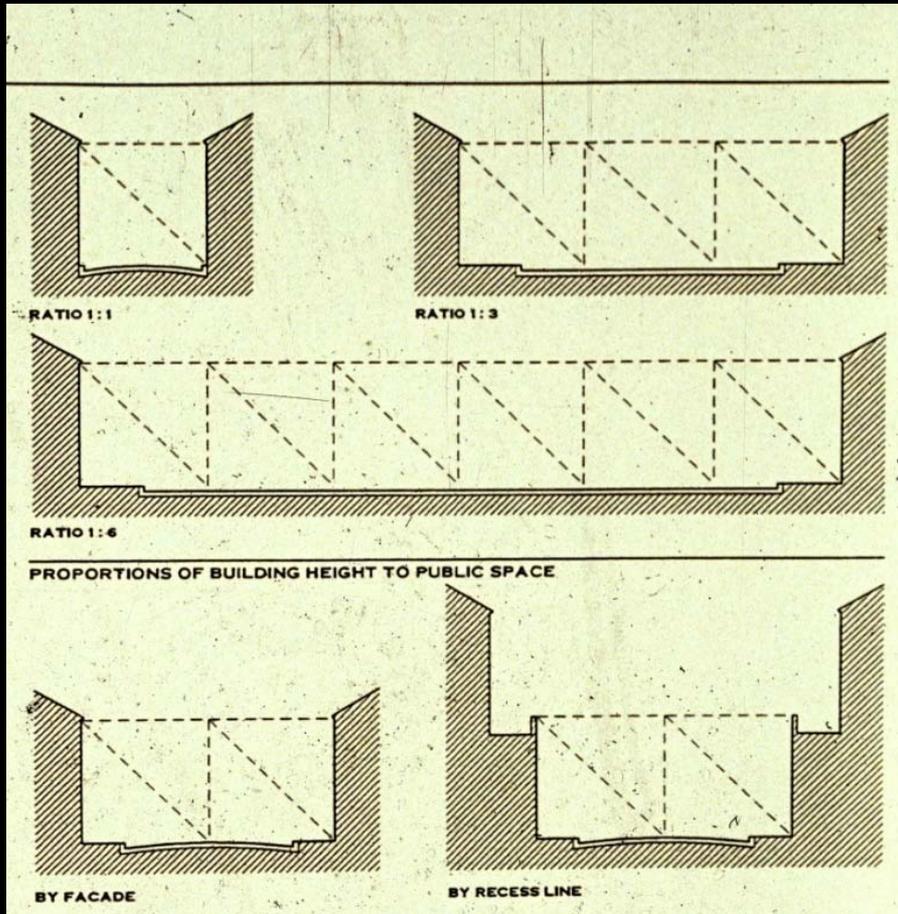
Terminated vista – bad example



Defensible Space



Sense of containment



Appreciative Inquiry



A brief exercise

- Describe a memorable time in Hayward, when you were most engaged and felt alive and vibrant.



A brief exercise

- Describe a memorable time in Hayward, when you were most engaged and felt alive and vibrant.
- Without being modest, what do you most value about Hayward?



A brief exercise

- Describe a memorable time in Hayward, when you were most engaged and felt alive and vibrant.
- Without being modest, what do you most value about Hayward?
- Imagine Hayward in 20 years when everything is just as you always wished it could be. What is different? How did you help make it happen?



What we've heard from you



ONGOING STAKEHOLDER INTERVIEWS, INCLUDING:

City Councilmembers	Local developers
Planning Commissioners	Local contractors
Prospect Hill Neighborhood Association	City staff - Planning
Hayward Area Planning Association (HAPA)	City staff - Transportation
Cal State East Bay	City staff – Public Works
County of Alameda	City staff - Engineering
Hayward Area Recreation & Parks (HARD)	Property owners & merchants
Bowman Elementary School	Local architects
Moreau Catholic High School	Auto dealerships
Downtown Neighborhood Watch	Police Department



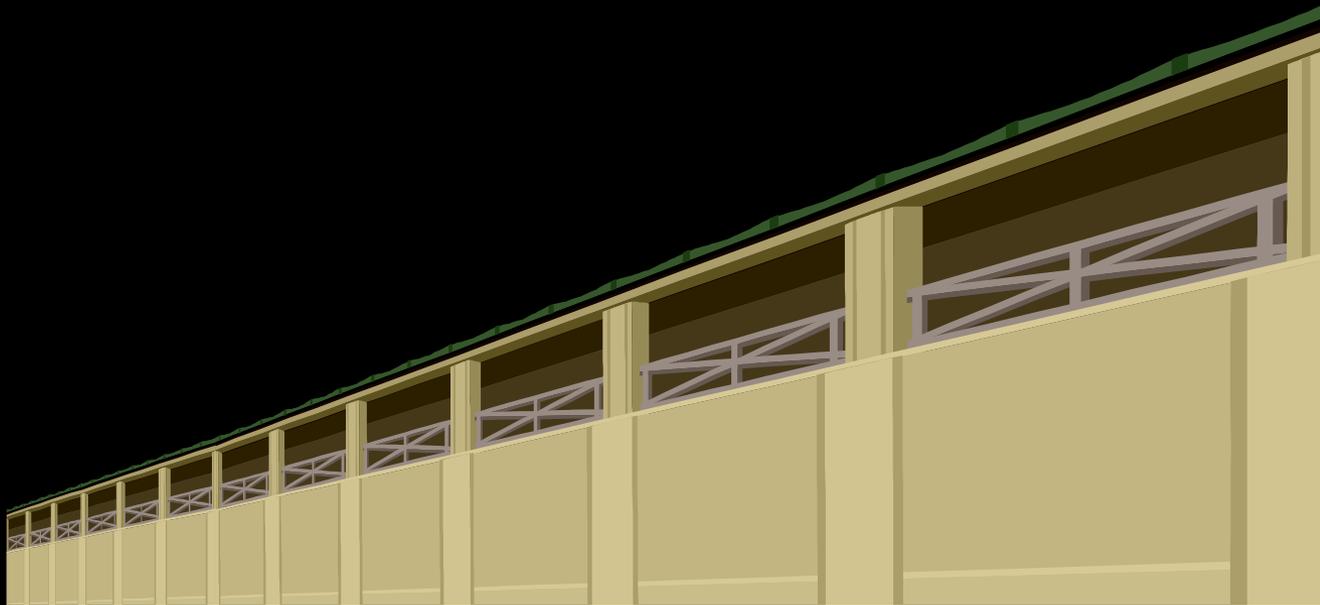
What we've heard from you



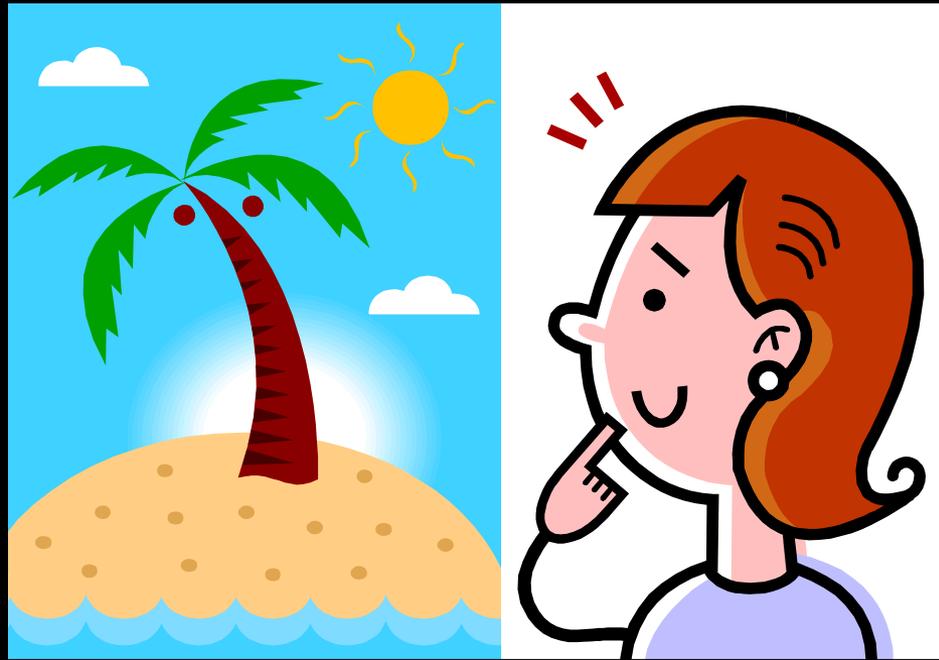
“It’s a disjointed mishmash.”



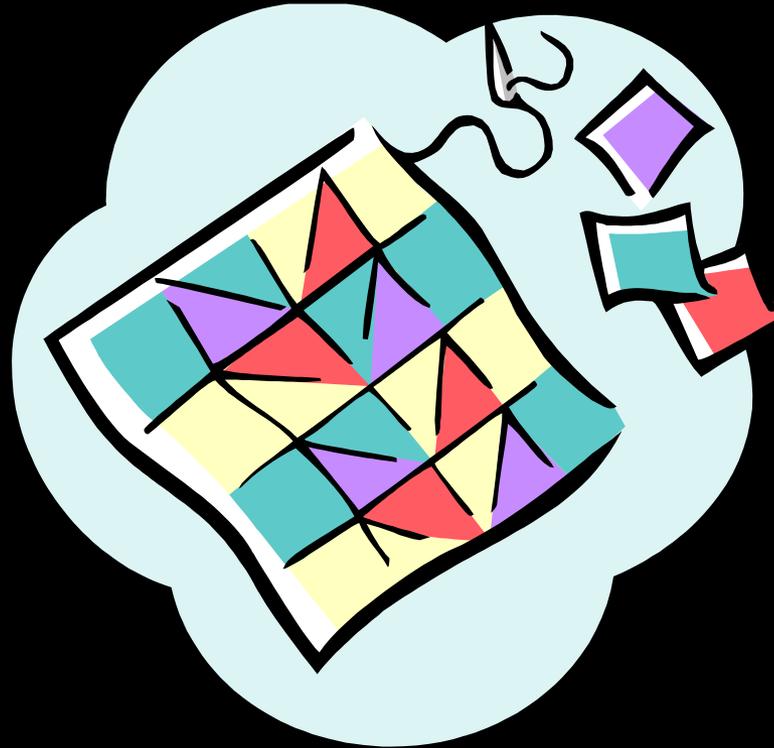
“There’s not much of a sense of ownership along Mission Blvd. – mostly just introverted fortress-feel looking businesses



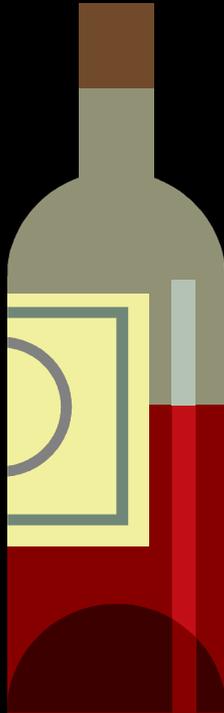
“I tend to tune out when driving down Mission Boulevard because there’s nothing nice to see.”



“Hayward is a patchwork quilt that is disconnected.”



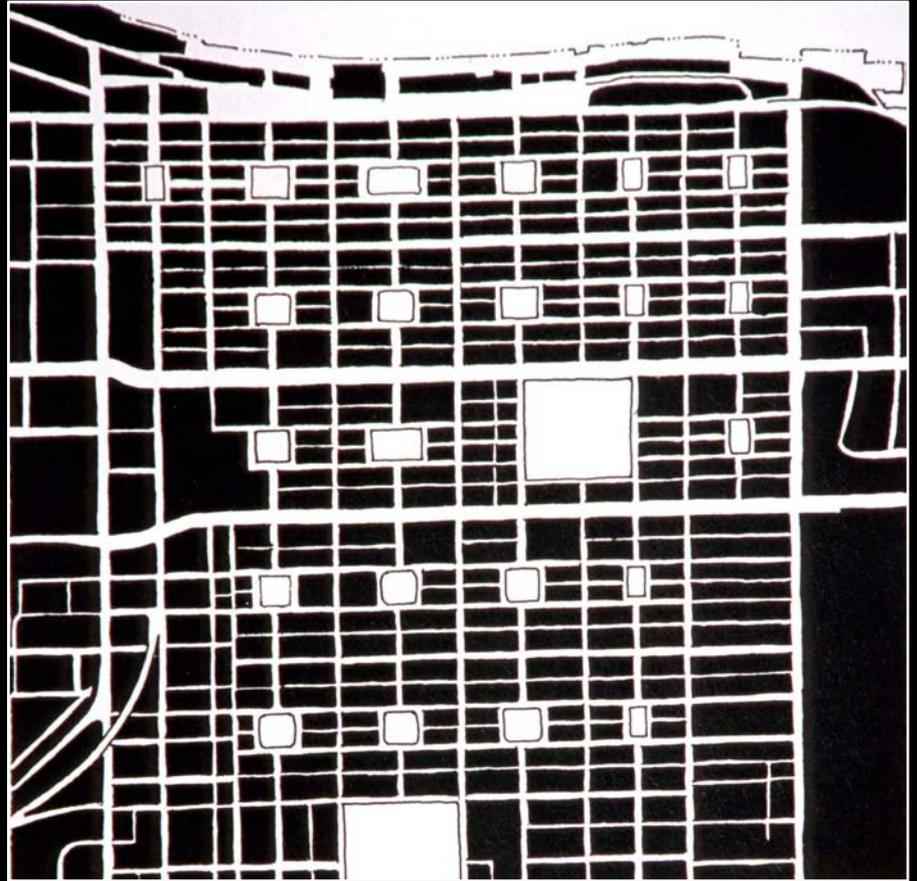
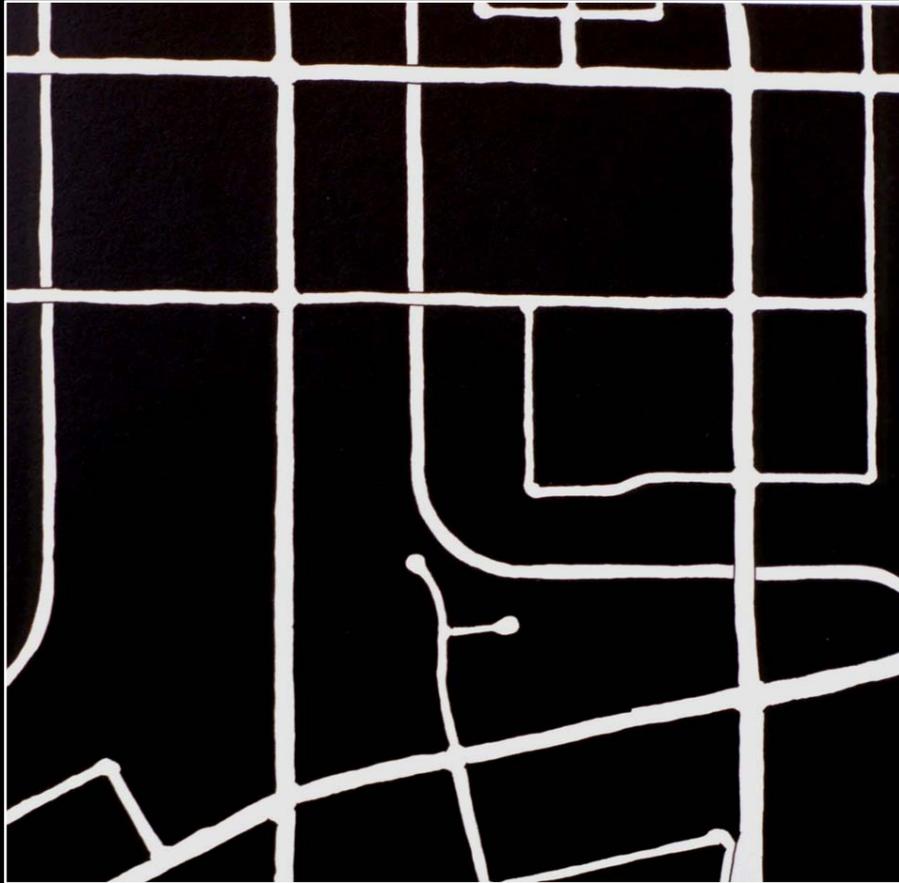
“Hayward is like wine; it just needs to age
awhile to really blend together.”



“As businesses leave Mission Boulevard, crime is creeping outwards towards Dollar Street.”



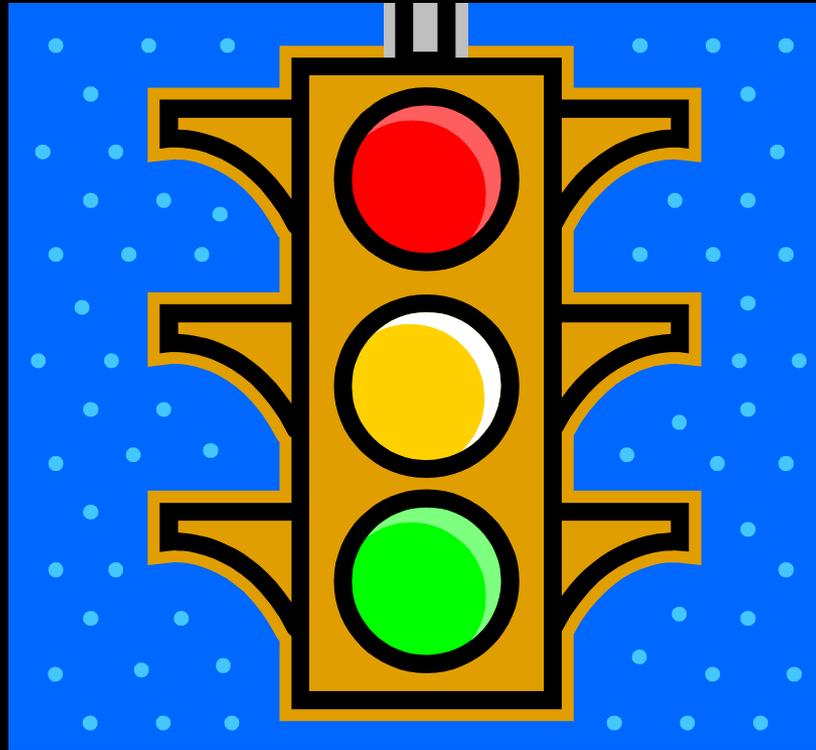
“Smaller blocks makes policing easier.”



“Hayward is schizophrenic about traffic – they want it to move quickly but then they complain that it feels dangerous.”



“Timed signals on Mission Boulevard would keep traffic moving, but slowly.”



“There should be no single-family homes on Mission Boulevard because of the traffic.”



“The Plunge and Memorial Park could be a nexus of the area between Jackson and Harder.”



“We deserve more [north of A Street] than liquor stores, auto shops, prostitution and drug dealers.”



Stop the leakage out of Hayward
of retail AND people



“We’d like to see small apartments & studios [north of A Street];
it shouldn’t compete with downtown..”



“Hayward has provided enough low income housing; we need higher income housing and upper end jobs.”



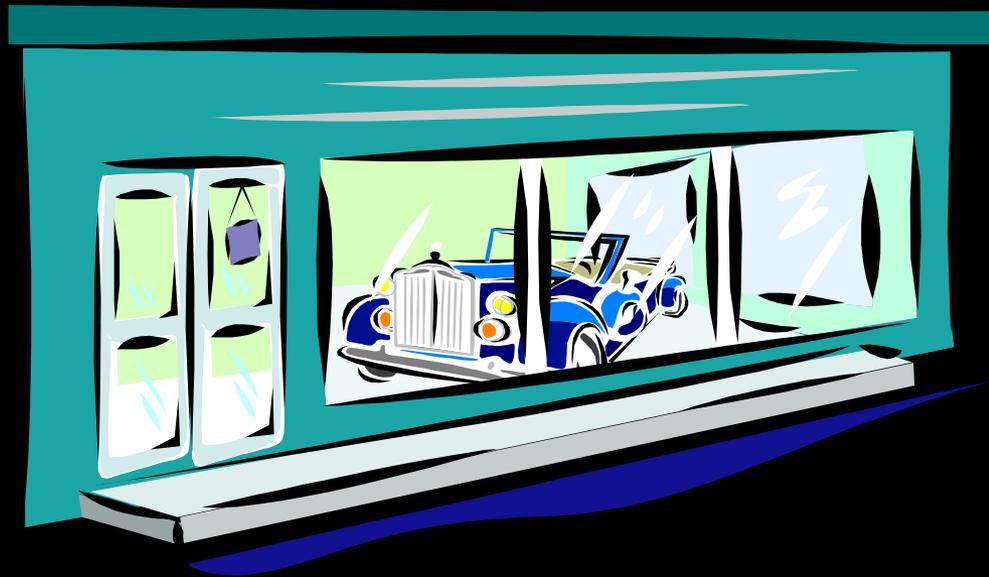
“I’m concerned about all of Mission Boulevard becoming housing. We need jobs, too.”



“Ethnic restaurants happen naturally and they aren’t seen as an economic multiplier; white collar jobs need to be sought after.”



“We shouldn’t even have auto uses on Mission Blvd.
– they should be located by the freeways.”



“I want it to look intentional - not homogenous or boring.”





*Buildings that create negative, leftover space . . .
buildings that create positive outdoor space.*



“I want to see more green everywhere – courtyards, parks, street trees, etc.”



“Preserve the beautiful views of the hills from Mission Blvd.”



“Please extend the greenway all along BART tracks.”



“I’d like it to have landscaping like Fairway Park’s.”



“We need to strike a balance between new development & historic resources.”



Models from other cities mentioned



“Everything good happens when you have outdoor coffee!”



College Ave. in Berkeley



West Portal Ave. in San Francisco



Downtown Pleasanton



Park Street in Alameda



University Ave in Palo Alto



“Build on the Mission Corridor design guidelines that were used on the Mission Paradise project.”

SEC. 10-1.2600 SPECIAL DESIGN OVERLAY DISTRICT (SD)

**SEC. 10-1.2615 MISSION CORRIDOR SPECIAL DESIGN DISTRICT
(SD-2).**

The following specific design requirements shall apply to the Mission Corridor Special Design District (SD-2).

a. **Design Theme.**

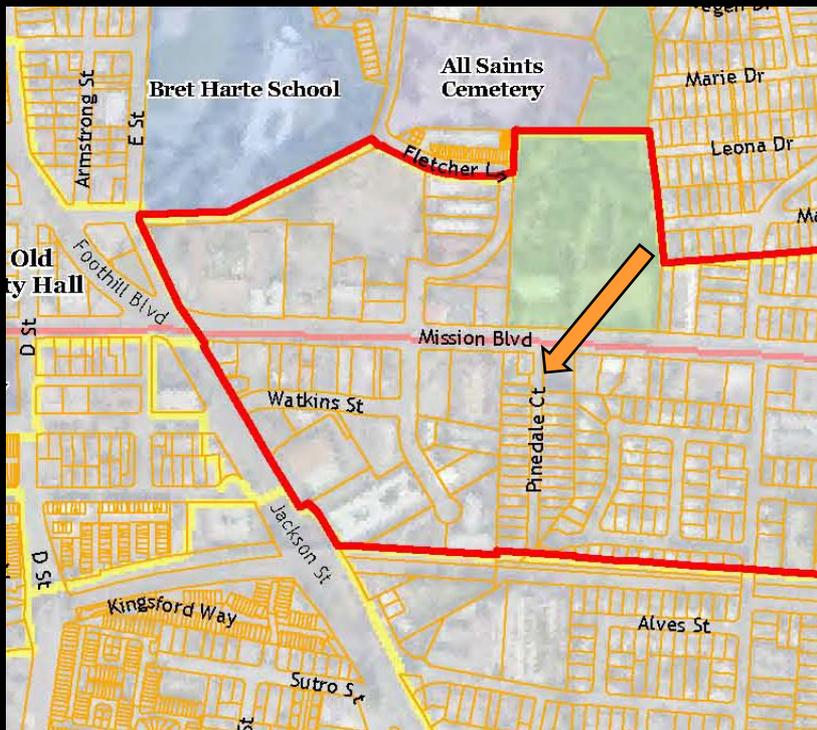
The design theme for this district shall be Spanish ranch, compatible with the early history of Mission Boulevard as a connection between Spanish ranches and missions on the California coast. The theme is intended to support a friendly, neighborhood character with relatively low, spreading rooflines, warm earth textures and colors, and attractive exterior spaces for pedestrians, workers, and residents.



“Don’t allow bright orange & yellow buildings.”



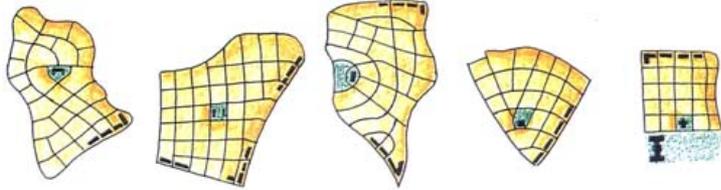
Pinedale Court residents feel increasingly 'marooned'



“Success = being able to walk safely from Pinedale Court to the library.”



“How do you create neighborhoods in a corridor?”



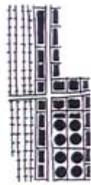
NEIGHBORHOODS



CAMPUS
(GOVERNMENTAL,
EDUCATIONAL,
CULTURAL, SPORTS)



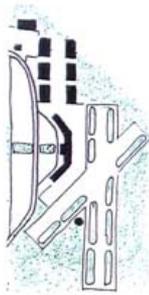
BUSINESS



INDUSTRIAL



PUBLIC WORKS



AIRPORT

DISTRICTS



NATURAL



PARKWAY



RAIL

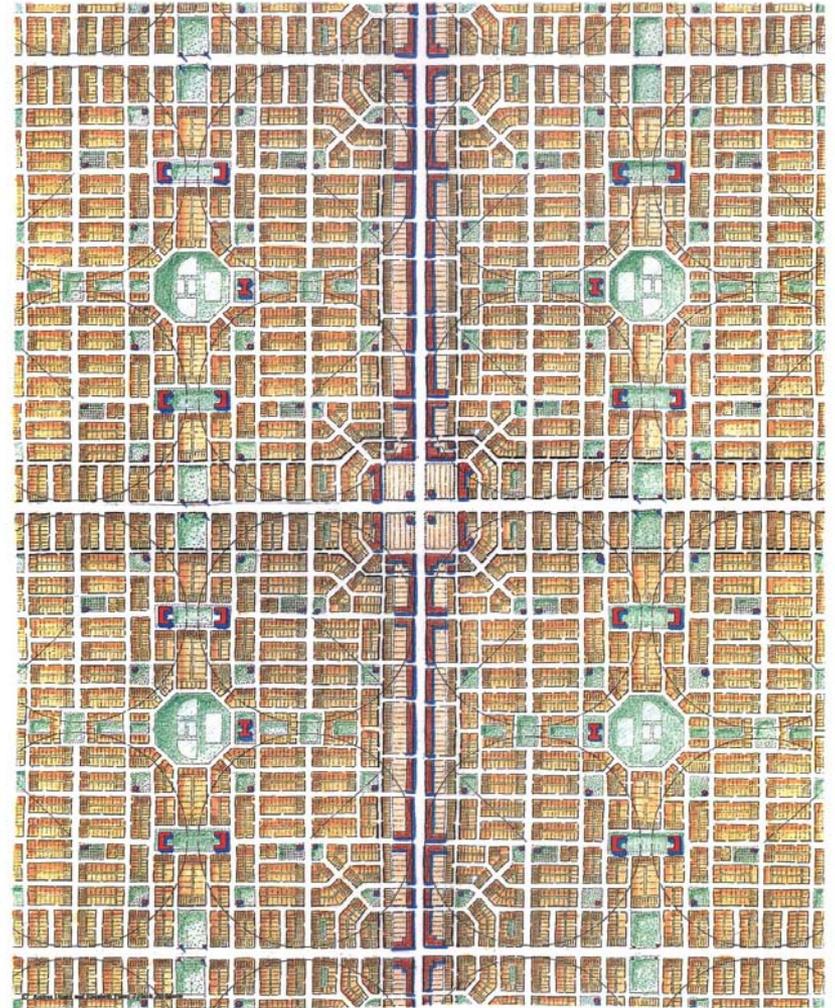


BOULEVARD



HIGHWAY

CORRIDORS



TRADITIONAL NEIGHBORHOODS
FORMING URBAN FABRIC



Some big picture issues



Fault Line Survey



Legend

- Project Area
 - ▭ Parcels
- Fault Line Legend**
- Building
 - Open Spaces
 - Alquist Priolo Fault Zone
 - Fault Line Traces

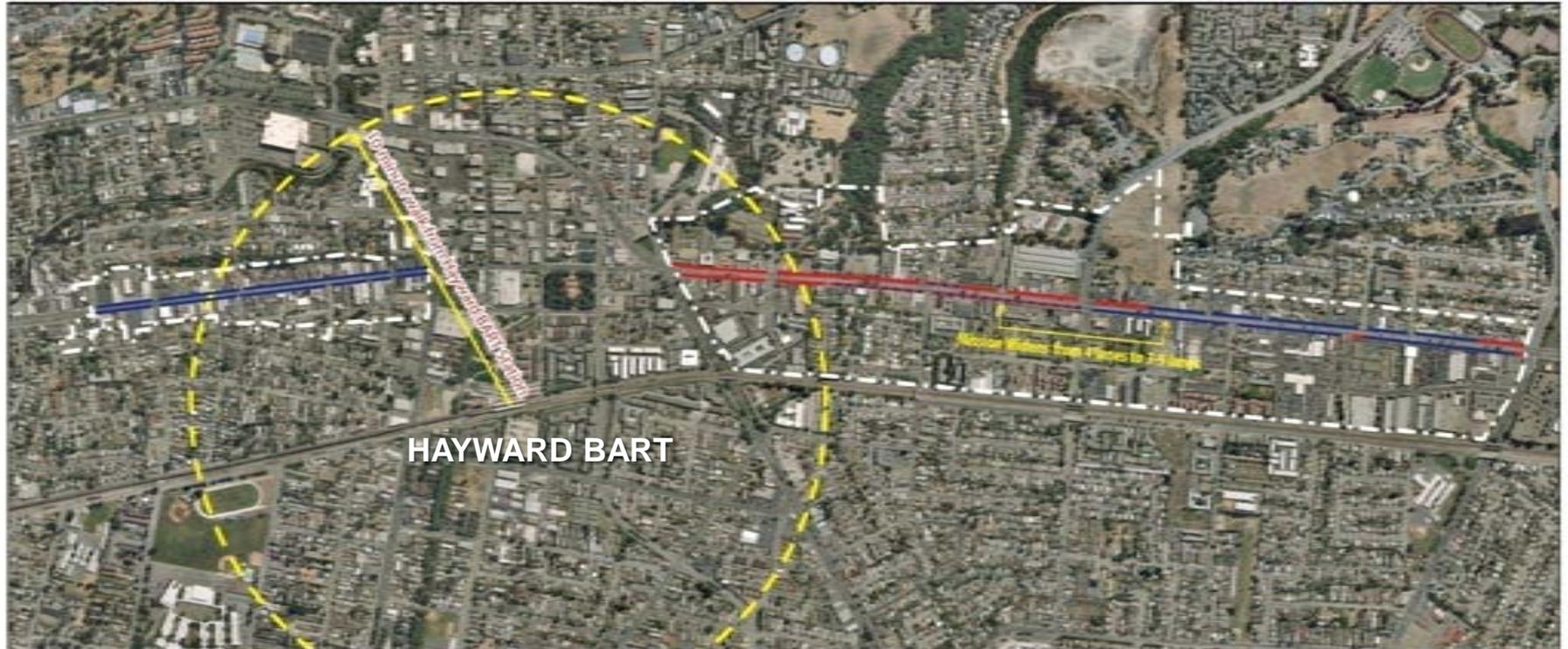


Route 238 Landscape Improvements



On-street parking

On-Street Parking on Mission Boulevard



Legend

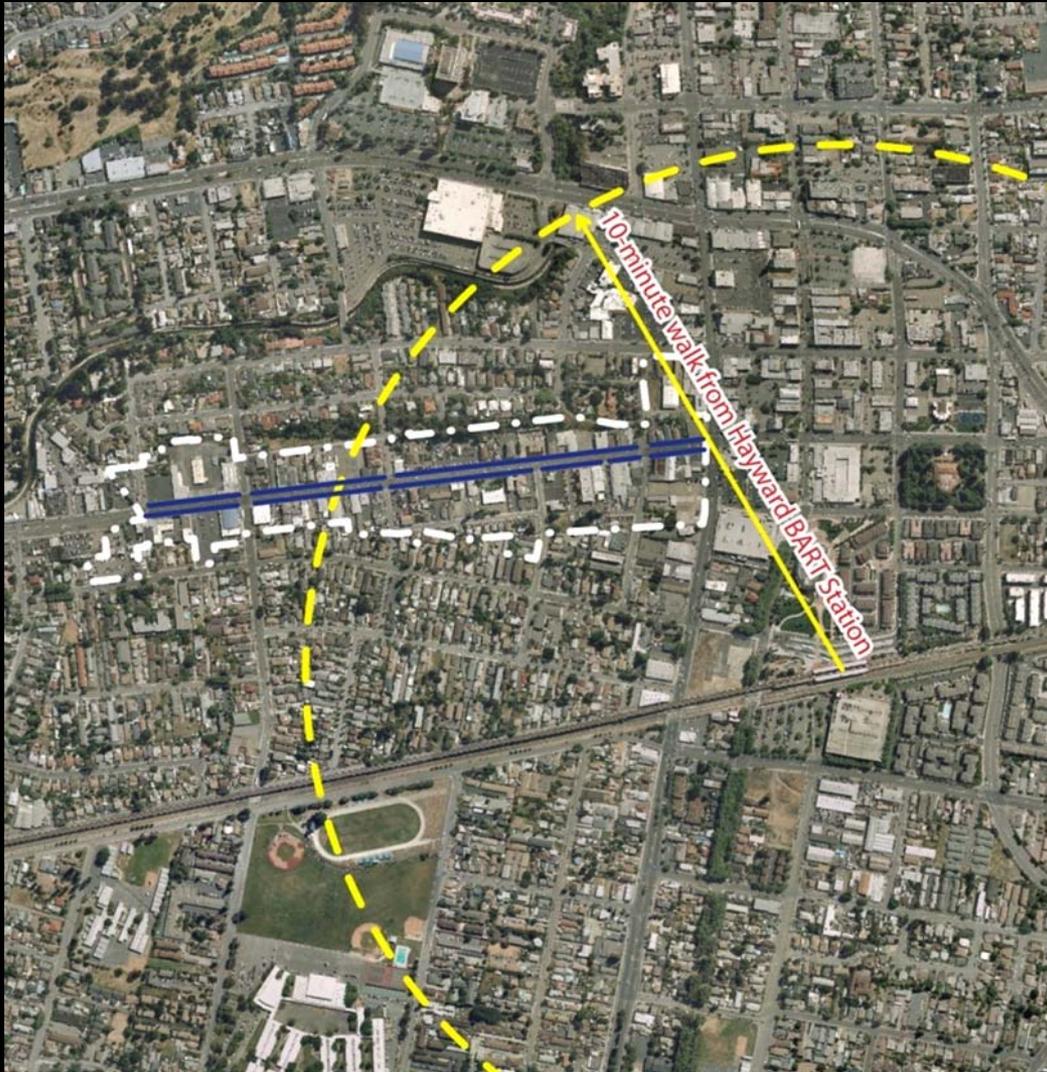
Parking Key

- No On-Street parking
- On-Street Parking
- On-street parking except during peak-hour traffic
- 10 Minute/ Half-Mile Walk

Note: For details of the improvements on Mission Boulevard between Jackson Street and Harber Road, see the Route 208 Corridor Improvement Plan.



ON-STREET PARKING North of A Street



Legend

Parking Key

-  No On-Street parking
-  On-Street Parking
-  On-street parking except during peak-hour traffic
-  10 Minute/ Half-Mile Walk



ON-STREET PARKING

Jackson Street to Harder Road



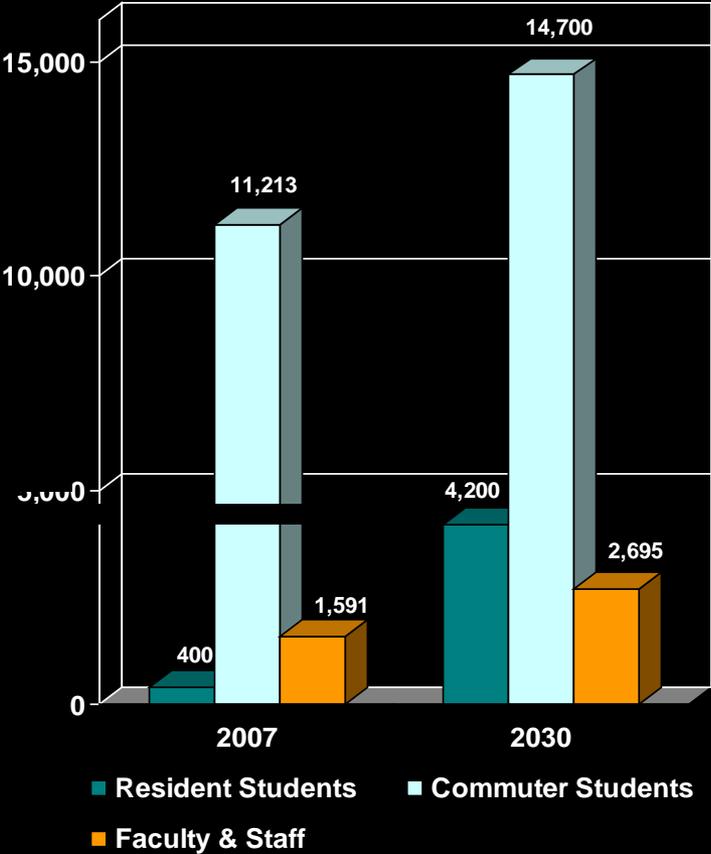
Models - good



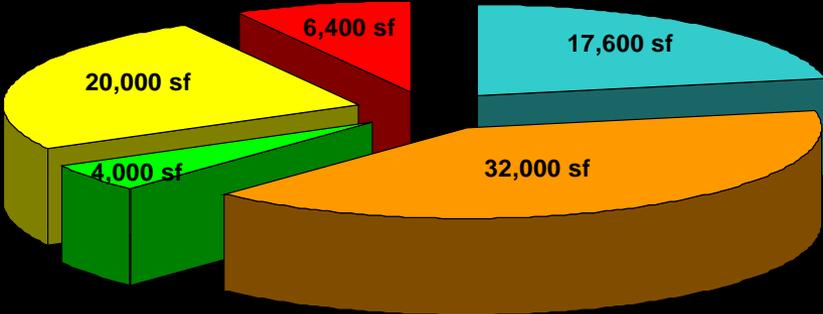
Models – not so good



Retail Demand Generated by Growth of CSU East Bay



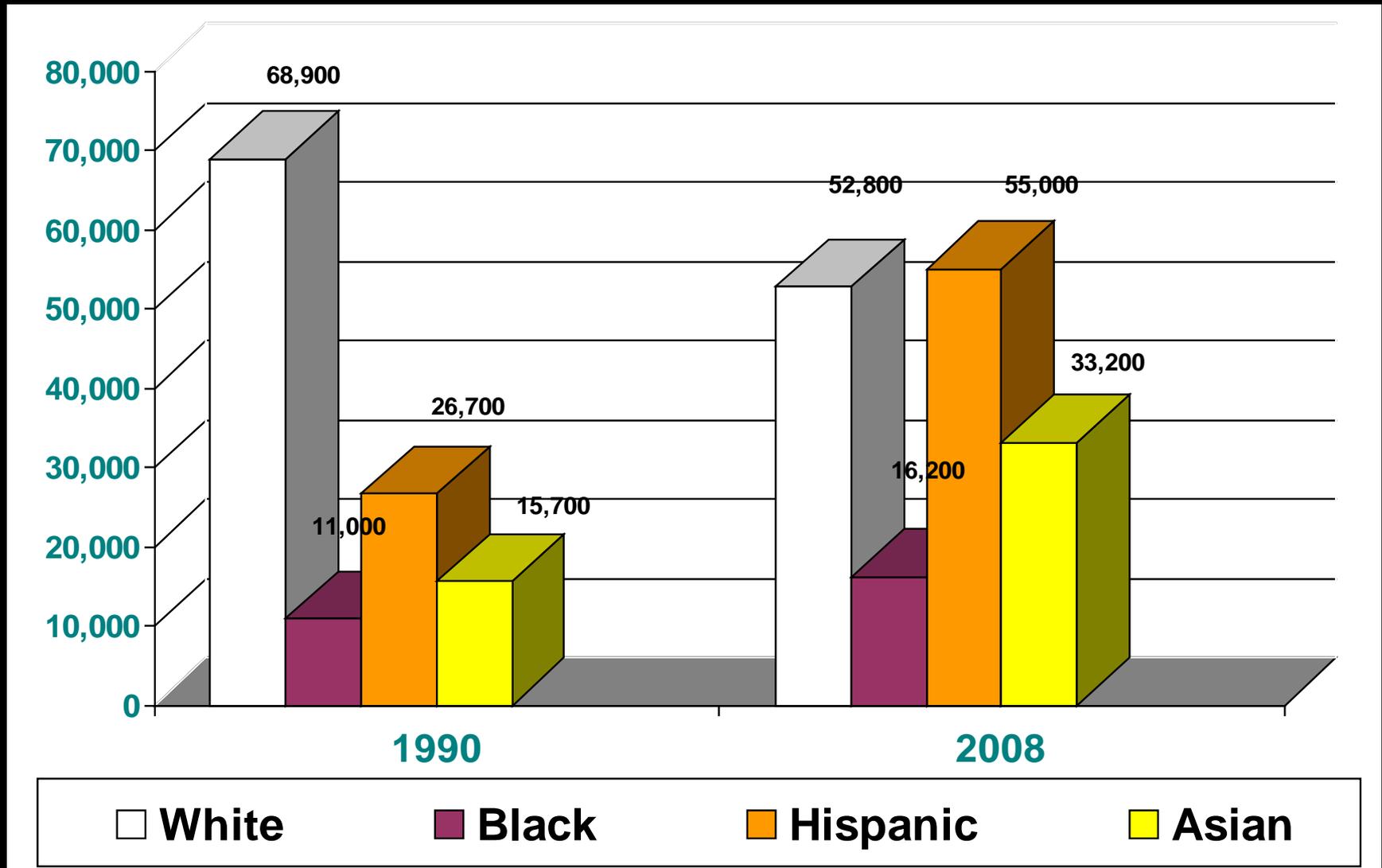
Demand by 2030 = 80,000 sf



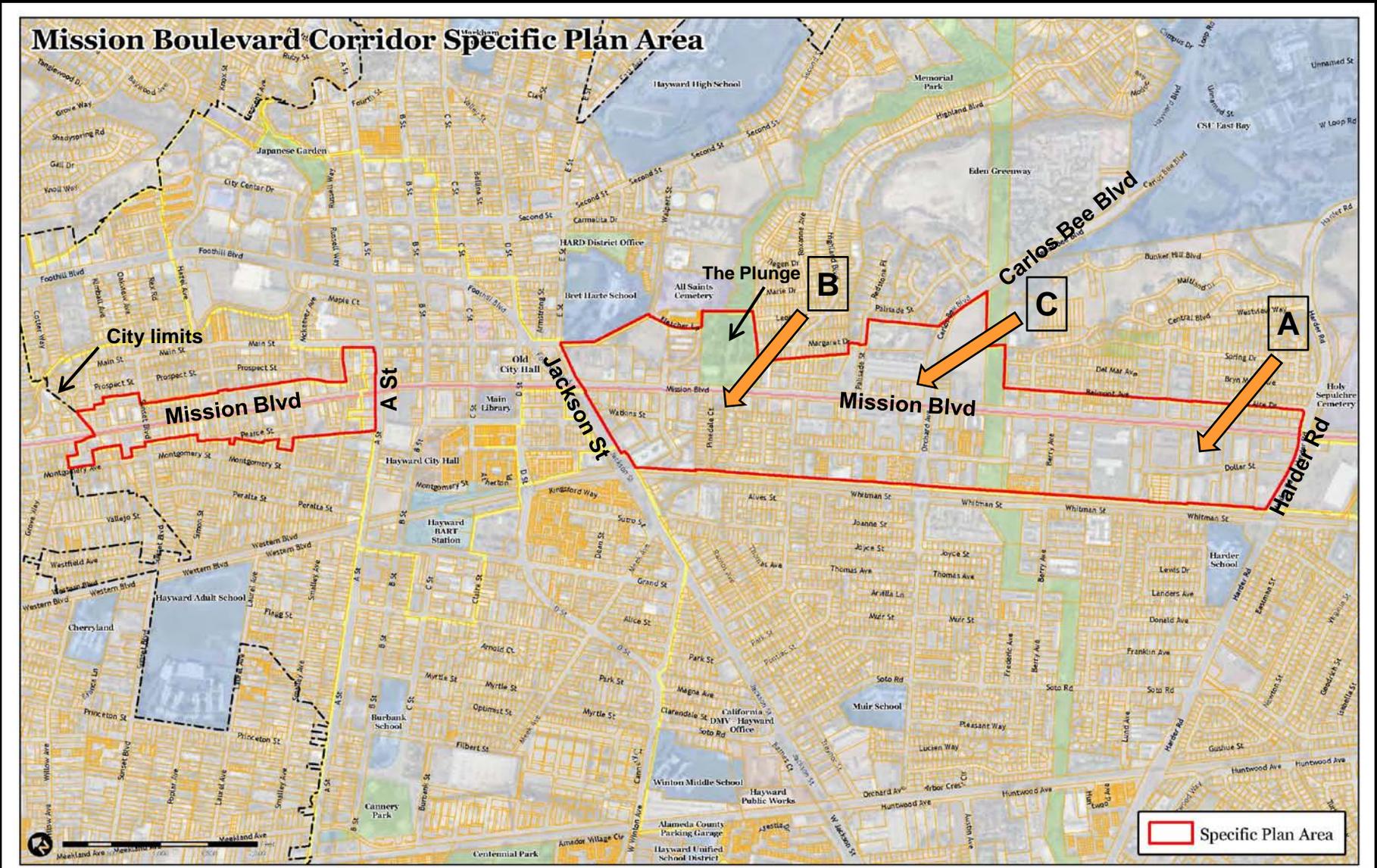
- Books & Supplies
- Apparel
- Entertainment
- Restaurants & Food Stores
- Personal Services



Opportunities due to Hayward's changing demographics



OPPORTUNITY AREAS



OPPORTUNITY AREA A

Torrano to Harder between Mission Blvd. & Dollar St.

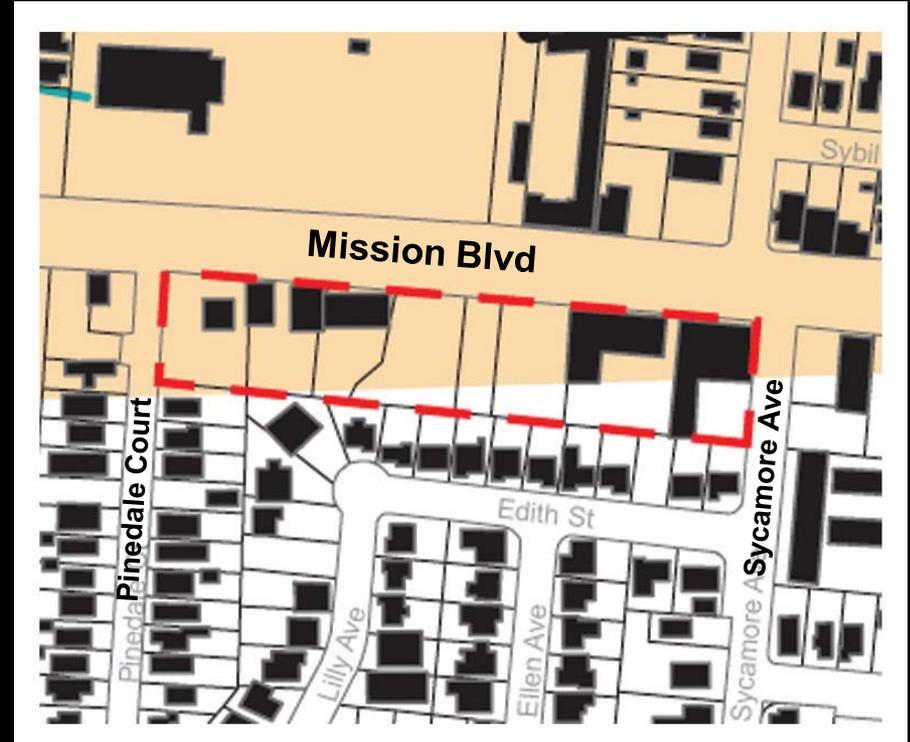
- Large
- Largely vacant
- Key location
- Holiday Inn Express approved across Mission Boulevard
- Not in fault zone
- A few residences on site
- Church approved for reuse of Chevrolet Dealership site



OPPORTUNITY AREA B:

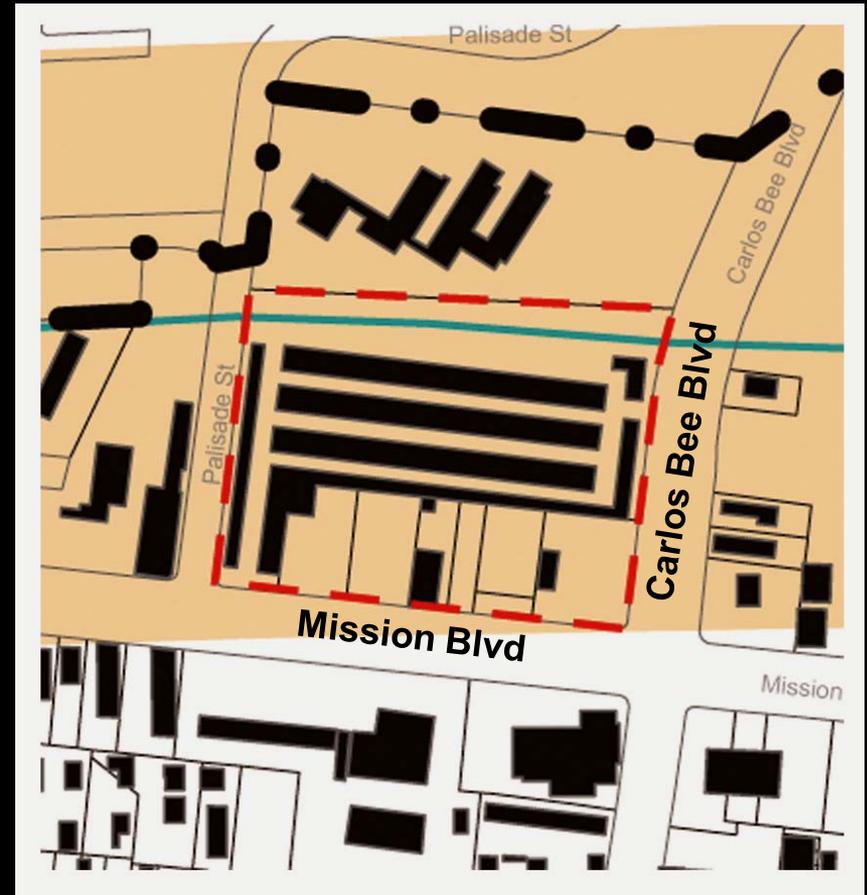
West side of Mission between Pinedale Court & Sycamore St.

- Properties vacant or in poor condition
- Substantial City ownership
- Between Downtown Hayward and CSU East Bay
- Mission Blvd design and shallow lot depth makes pedestrian-oriented design challenging for retail
- Earthquake fault



OPPORTUNITY AREA C: Northeast Corner of Carlos Bee and Mission Blvd

- Properties either vacant or in poor condition
- Substantial City and other public ownership of property
- Lower value uses on much of the parcel
- Key entrance corner to CSU East Bay
- Hayward Fault traverses backside of parcel



Parking Study



First thing to do: Set goals

Meeting #3, Tuesday, April 13th 9-10 AM

- Transportation is a means for achieving larger community goals, not an end in itself
- Technical analysis can inform decisions, but cannot substitute for setting clear goals & a vision





Mission Boulevard Corridor Specific Plan and Form-Based Code Charrette

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

	TIME	MONDAY April 12th	TUESDAY April 13th	WEDNESDAY April 14th	THURSDAY April 15th	FRIDAY April 16th	
DESIGN & PLANNING TEAM Laura Hall, Hall Alminana - <i>Project Director</i> Robert Alminana, Hall Alminana - <i>Urban Design</i> Rob Merritt, Hall Alminana - <i>Urban Design</i> Kevin Colin, Lamphier-Gregory - <i>Planning</i> Eric Brown, Brown Design Studio - <i>Architecture</i> Dede Christopher - <i>Illustrations</i> Chris Ross - <i>Graphics</i> Patrick Siegman, Nelson\Nygaard - <i>Parking & Mobility</i> Bill Lee, AECOM ERA - <i>Market Analysis</i> Damian Stefanakis, Dowling Associates - <i>Thoroughfares</i>	9:00 AM	Team tour of project area 9-10 AM	Meeting #3: 9-10 AM <i>Parking Analysis Report</i>	OFF-SITE FIELD WORK	PRODUCTION	PRODUCTION	
	10:00 AM	DESIGN	Meeting #4: 10-11 AM <i>Market Analysis Report</i>				
	11:00 AM		Meeting #5: 11-noon <i>Merchants, property owners, developers</i>				
	12:00 Noon	Lunch break Noon - 1 PM	Lunch break Noon - 1 PM				Lunch break Noon - 1 PM
	CHARRETTE STUDIO City Hall, Room 2A 777 B Street Hayward, CA	1:00 PM	Meeting #1: 1-2:30 PM <i>City Council, Planning Commission, Committee members</i>	DESIGN	DESIGN	PRODUCTION	PRODUCTION
		2:00 PM					
		3:00 PM	Meeting #2 (staff): 3-4:30 PM <i>Development Services, Public Works, Redevelopment Agency, Police, Fire</i>				
		4:00 PM					
		5:00 PM	Informal Design Review & Pin-up: 5-6 PM	Informal Design Review & Pin-up: 5-6 PM	Informal Design Review & Pin-up: 5-6 PM		CLOSING PRESENTATION 5:30-7 PM <i>City Council Chambers</i>
		6:00 PM	Dinner break 6-7:30 PM	Dinner break 6-7:30 PM	Dinner break 6-7:30 PM	Dinner break 6-7:30 PM	
OPENING PRESENTATION THURSDAY, April 8th - 7-9 PM Hayward City Council Chambers 777 B Street, Hayward, CA	7:00 PM						
	8:00 PM						
CLOSING PRESENTATION FRIDAY, April 16th - 5:30-7 PM Hayward City Council Chambers 777 B Street, Hayward, CA	9:00 PM	DESIGN	DESIGN	DESIGN	PRODUCTION		
	10:00 PM						

LEGEND:

Focused meetings - onsite	Small meetings focused on specific topics and stakeholders; the general public is welcome.
Informal Design Review	The day's work is presented to the community and is then re-worked for the following night's review.
Design & production	Project team is actively designing; the public is encouraged to observe & interact with them.
Formal presentations	Closing presentation to the community

NOTE: All activities take place in the charrette studio (City Hall Room 2A) except for those specifically noted.

For more information, contact David Rizk, Director of Development Services, City of Hayward at (510) 583-4004, www.hayward-ca.gov.



Visual Preference Survey



Which *style of architecture* do you prefer?



Contemporary Civic



Mission Civic



Contemporary Mixed-Use



Traditional mixed-use



Mission live-work



Contemporary live-work



Contemporary multi-family



Mission style multi-family



Contemporary rowhouse



Traditional rowhouse



Traditional single-family house

Other



Mission Boulevard Corridor
Specific Plan and Form-Based Code Charrette
Visual Preference Survey - April 12 - 16, 2010



Which **types of buildings** do you prefer in the **SOUTHERN SEGMENT** of the project area?
 (Jackson Street to Harder Road)



Live-work units



Mixed-use building



Apartment building



Liner buildings



Cottage industry building



Courtyard building



Courtyard housing



Rowhouse



Bungalow court



Duplex



Single-family house - small

Other



Mission Boulevard Corridor
 Specific Plan and Form-Based Code Charrette
 Visual Preference Survey - April 12 - 16, 2010



What would you like the **building massing** to look like in the **NORTHERN SEGMENT** of the project area?
 (A Street to City Limits)



Contemporary high density mixed-use



Traditional high density mixed-use



Traditional medium density mixed-use



Contemporary medium density mixed-use



Contemporary high density residential



Contemporary medium density residential



Traditional medium density residential



Traditional low density multi-family



Contemporary low density multi-family



Traditional medium density residential



Traditional low density residential

Other



**Mission Boulevard Corridor
 Specific Plan and Form-Based Code Charrette
 Visual Preference Survey - April 12 - 16, 2010**



Volunteers



Au Ta, landscape architecture



Volunteers



Brian Stanke, *urban planning*



Volunteers



Toni Rediske, *charrette ambassador extraordinaire*





CITY OF
HAYWARD
HEART OF THE BAY

MISSION BOULEVARD CORRIDOR SPECIFIC PLAN AND FORM-BASED CODE



CHARRETTE KICKOFF

MISSION CORRIDOR SPECIFIC PLAN

Thursday, April 8, 2010