

# CODING MISSION CORRIDOR





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# IN BRIEF

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## HAYWARD

**MISSION CORRIDOR MEETINGS:** A series of public meetings and other input opportunities are planned regarding the Mission Boulevard Corridor Specific Plan, beginning with an introductory session at 1 p.m. Monday.

The meetings are aimed at guiding redevelopment of two segments along Mission, from Harder Road to the Cherryland border, exclud-

ing downtown.

The goal is to facilitate a plan for commercial uses and pedestrian-friendly neighborhoods that support public transit.

The meetings will be held in room 2A at City Hall, 777 B Street. Additional meetings will be held at 3 p.m. Monday, and 9 a.m. to noon Tuesday. Results will be presented at 5:30 p.m. Friday.

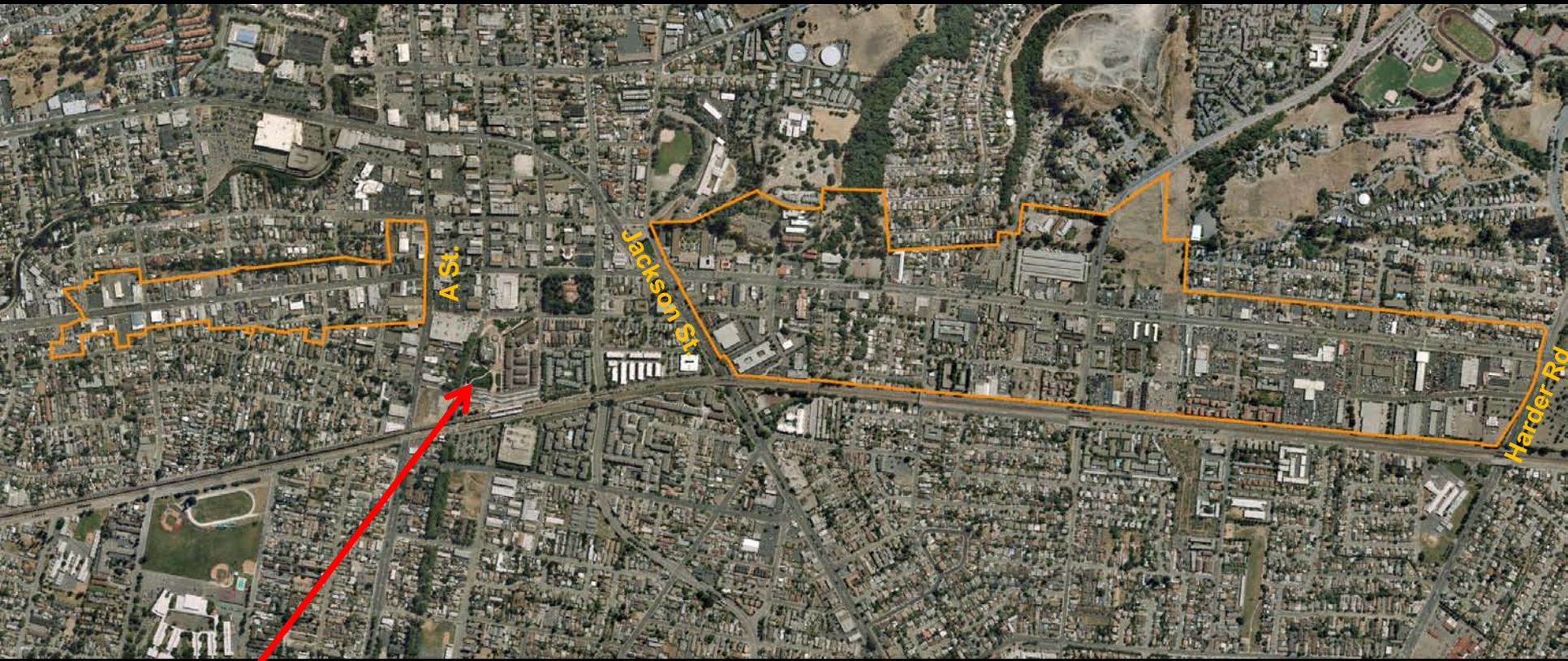
For more information, visit [www.hayward-ca.gov](http://www.hayward-ca.gov).

— *Eric Kurhi*



# THE PLACE



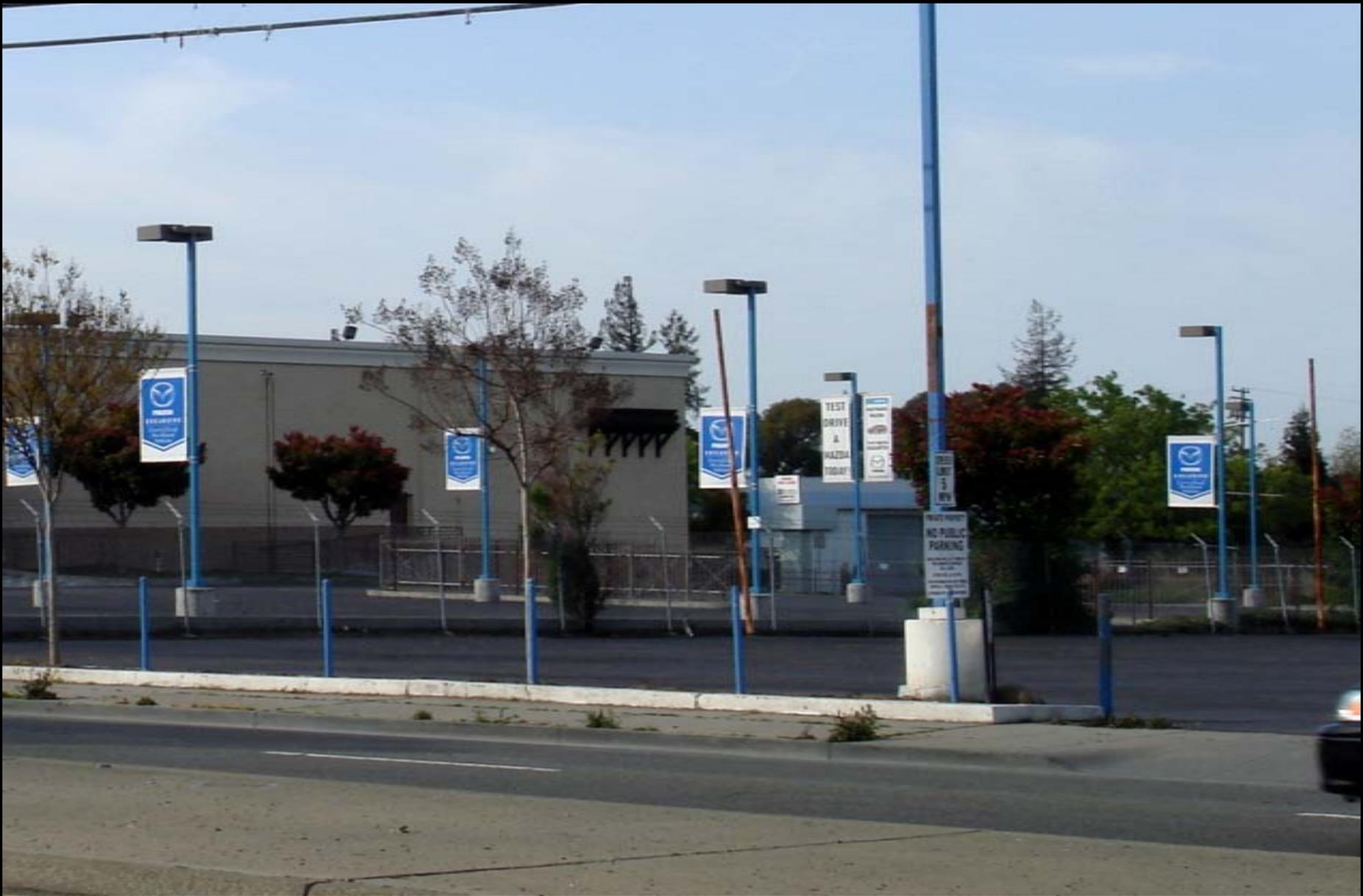


We are here







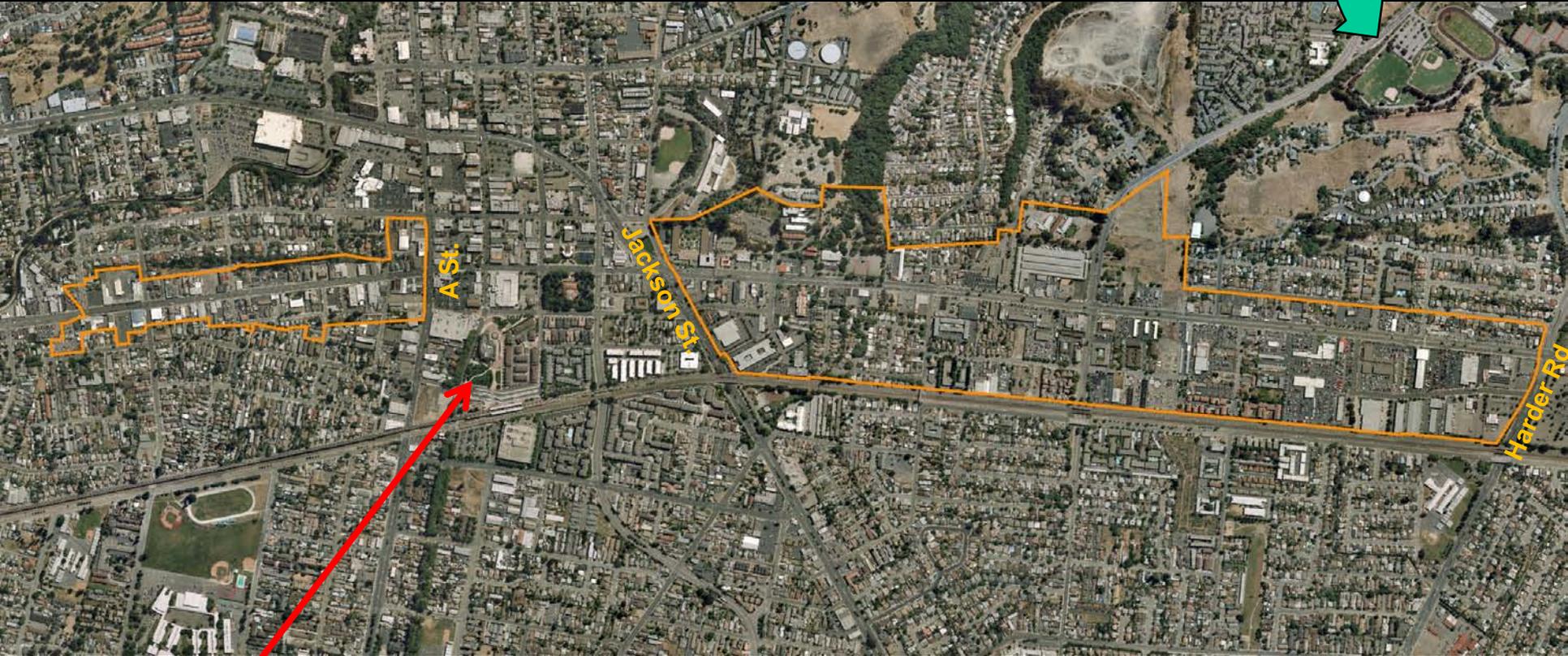
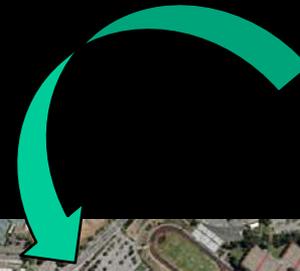








# CSU EAST BAY



We are here



# THE PEOPLE











Voted

Alterations Men & Women  
Bridal Gowns & Formal Wear  
Custom Clothing Without Pattern

**BEST** *Sue's Sewing Shop*

by The Daily Review  
& Oakland Tribune

22183 Mission Blvd., Hayward, CA 94541  
(510) 886-0988  
3 Blocks North of A Street, Parking in Rear





**RAY CASTOR**  
Cell: (510) 715-4216

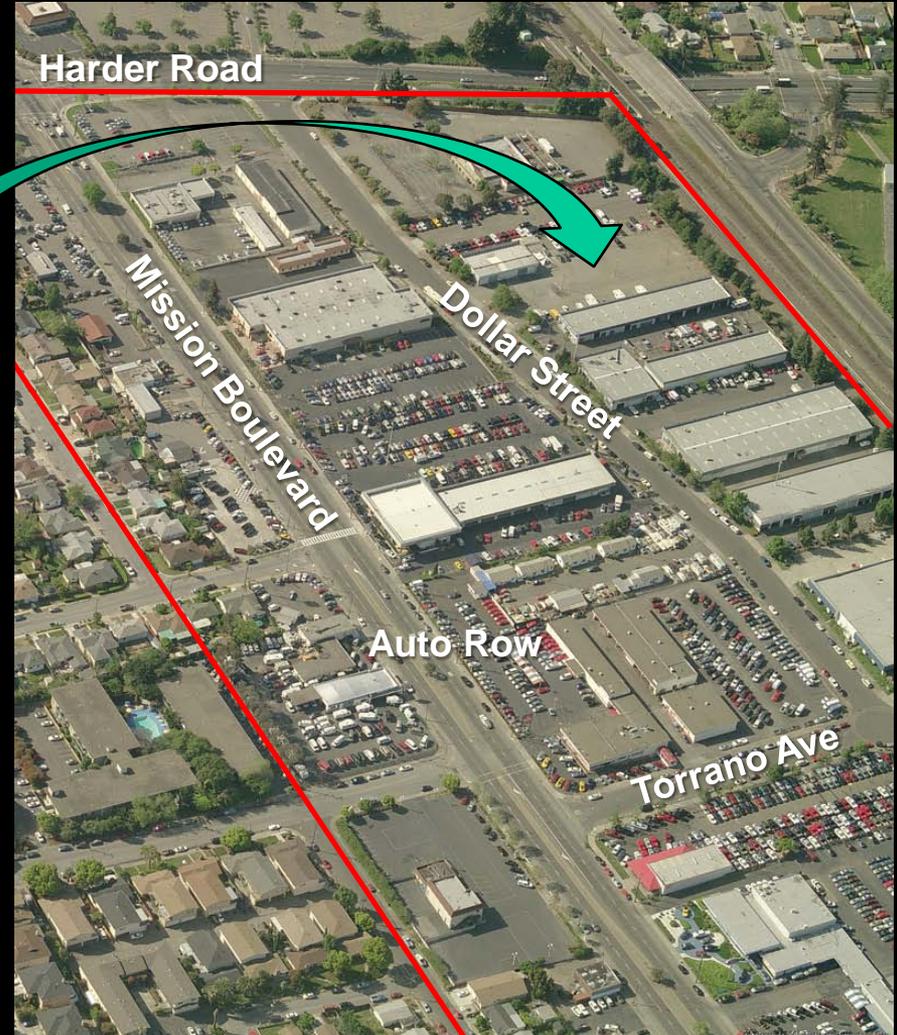
**ACME AUTO PARTS, INC.**

22161 Mission Boulevard, Hayward, CA 94541

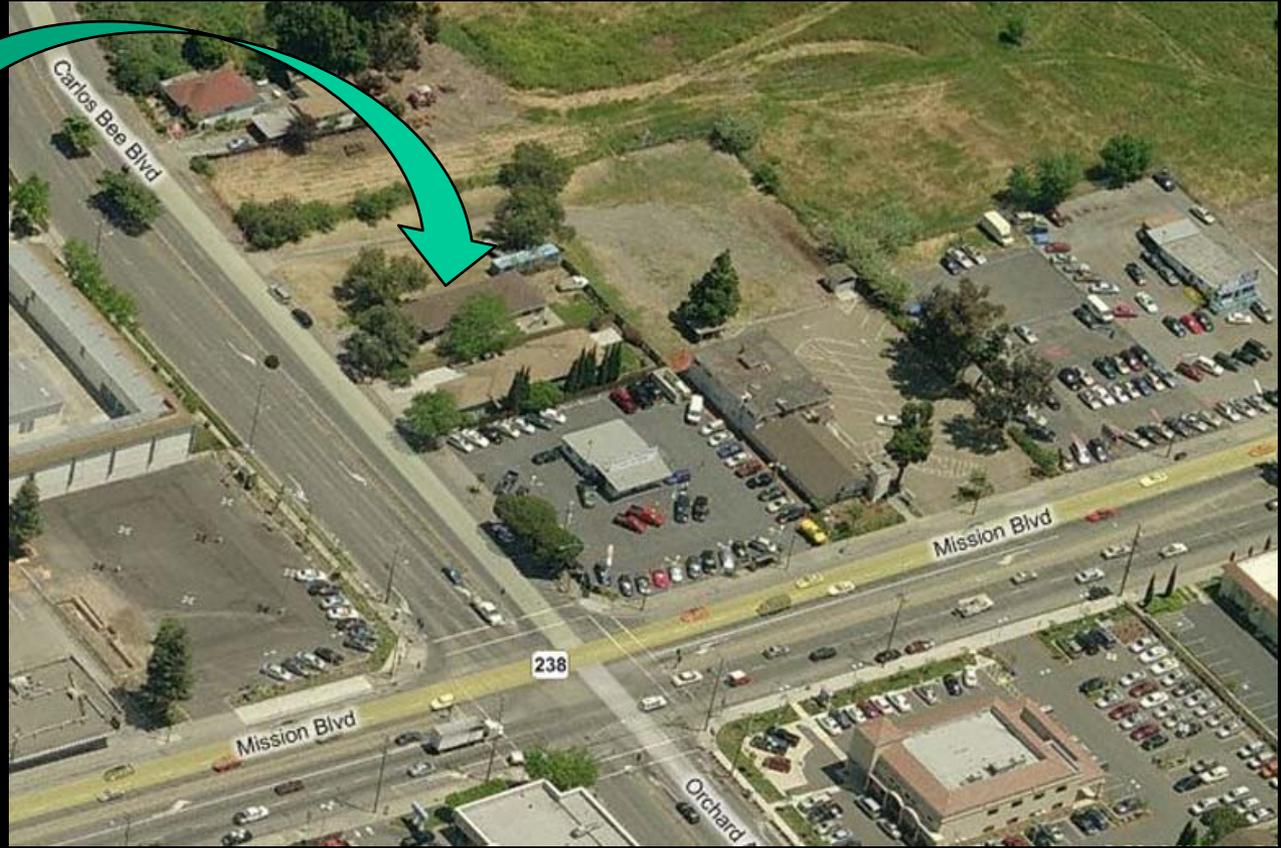
Store: (510) 538-8855 • Fax: (510) 538-8235

acmeautopartsinc@sbcglobal.net • acmeautopartsinc.com





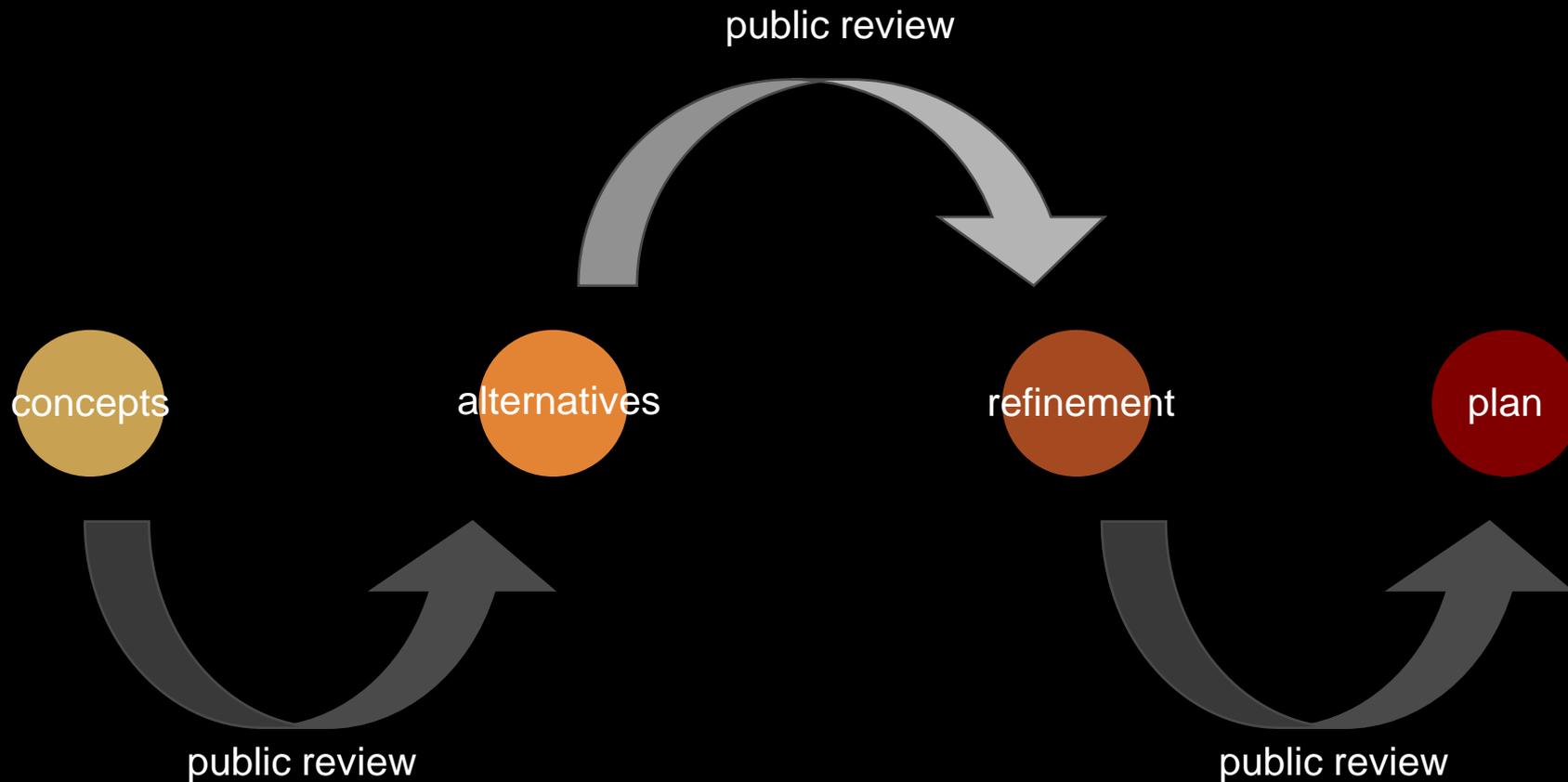




# THE PROCESS



# CHARRETTE PROCESS



What would you like the **fronts of buildings** to look like in the project area?



Arcade



Gallery



Shopfront with Awning



Traditional Shopfront



Forecourt entry onto street



Entry onto parking lot



Podium parking



Courtyard entry



Courtyard entry



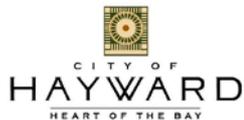
Front porch



House with garage in back

Blank lined area for other preferences.

Other



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





















ea.problem

























# OPPORTUNITIES & CHALLENGES





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



# Segment A

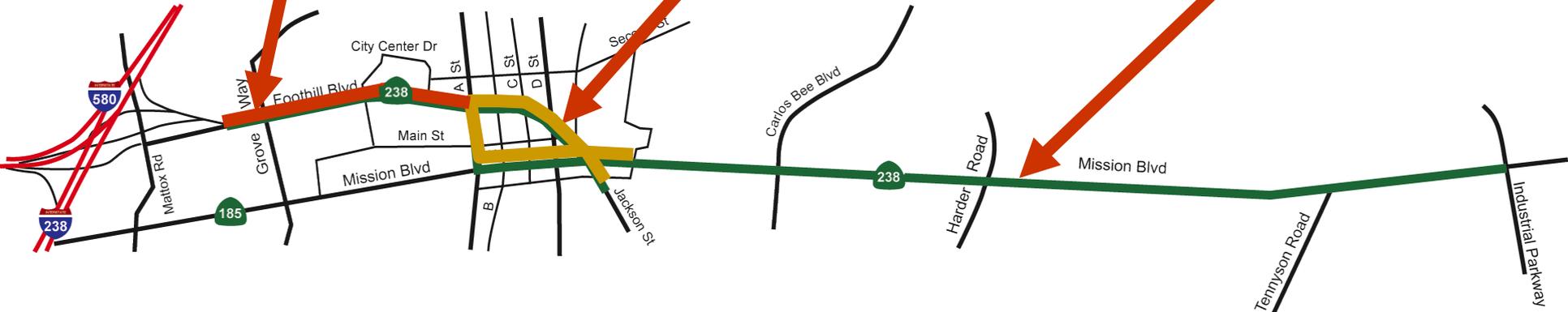
I-580 to A St

# Segment B

Mini-Loop

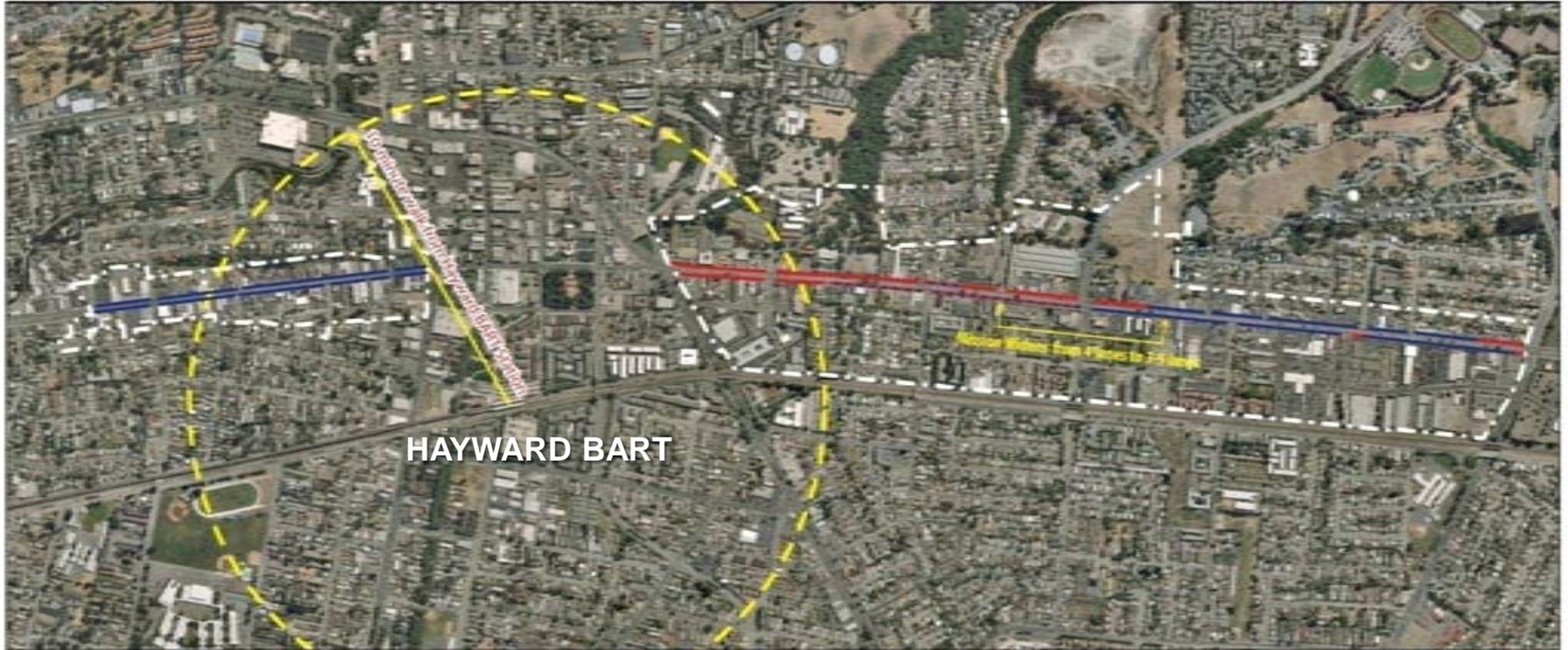
# Segment C

Fletcher to Industrial Pkwy



# On-street parking

## On-Street Parking on Mission Boulevard



### Legend

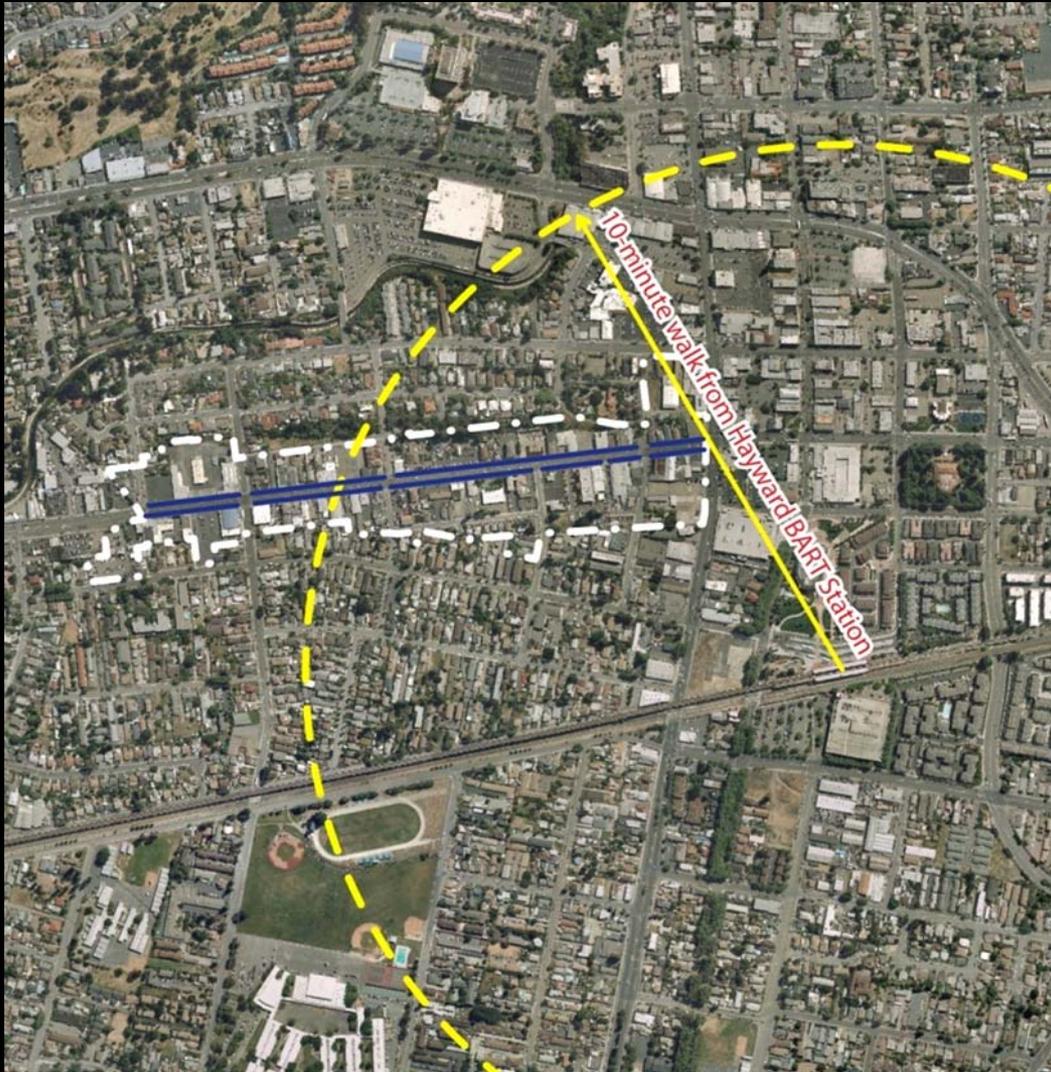
#### Parking Key

- 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

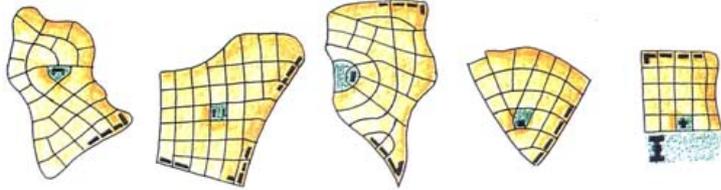
-  No On-Street parking
-  On-Street Parking
-  On-street parking except during peak-hour traffic
-  10 Minute/ Half-Mile Walk



# ON-STREET PARKING

## Jackson Street to Harder Road





NEIGHBORHOODS



CAMPUS  
(GOVERNMENTAL,  
EDUCATIONAL,  
CULTURAL, SPORTS)



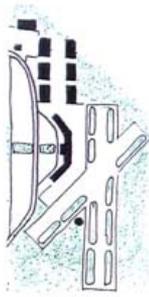
BUSINESS



INDUSTRIAL



PUBLIC WORKS



AIRPORT

DISTRICTS



NATURAL



PARKWAY



RAIL

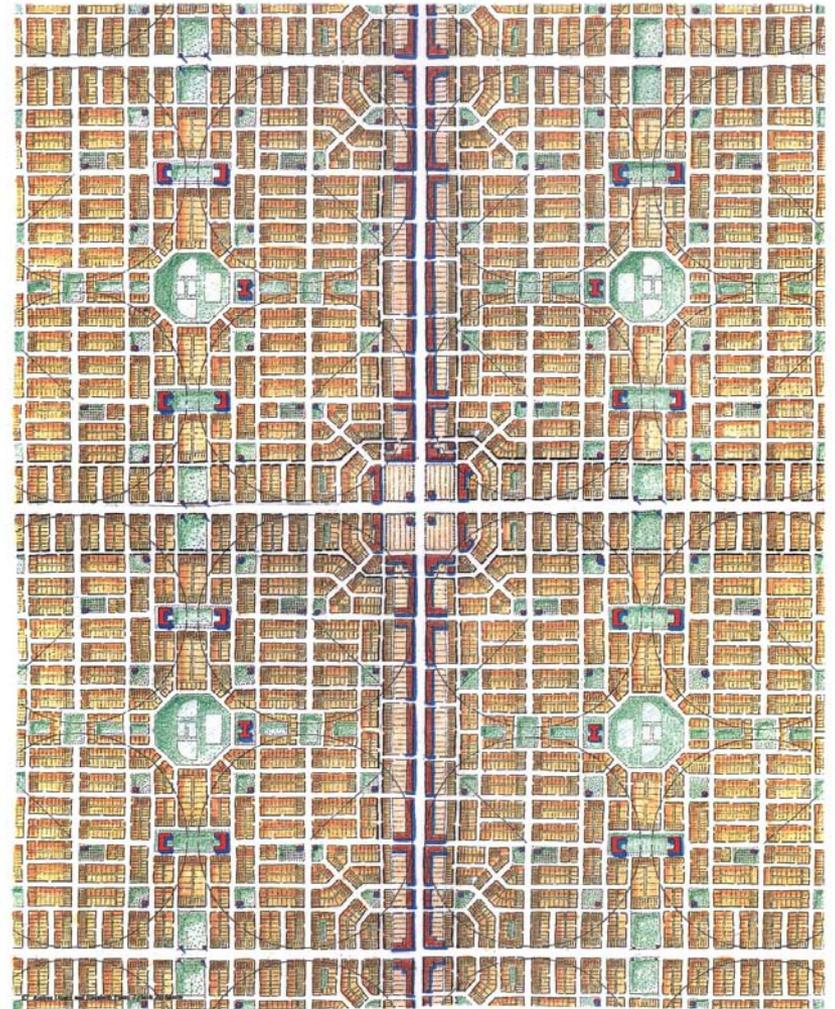


BOULEVARD



HIGHWAY

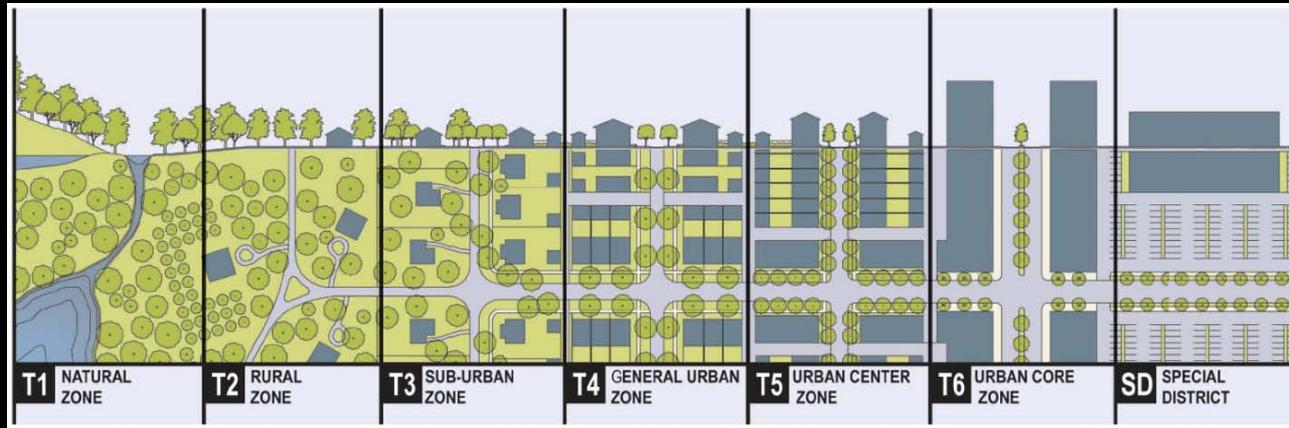
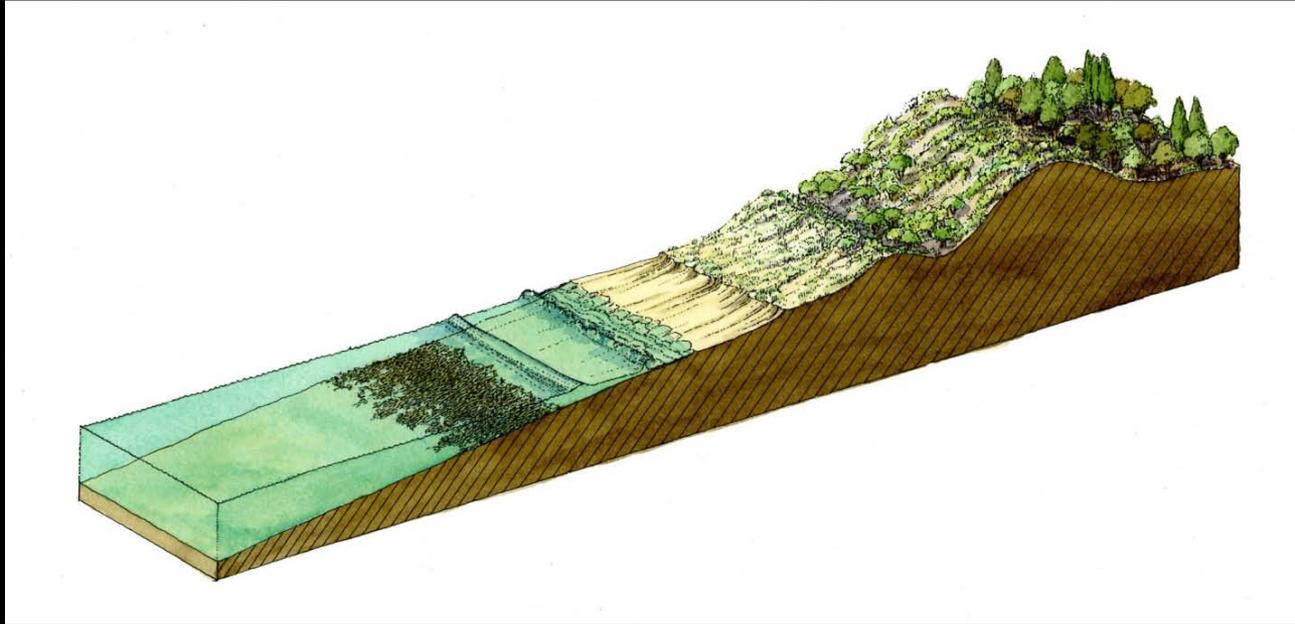
CORRIDORS



TRADITIONAL NEIGHBORHOODS  
FORMING URBAN FABRIC



# 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

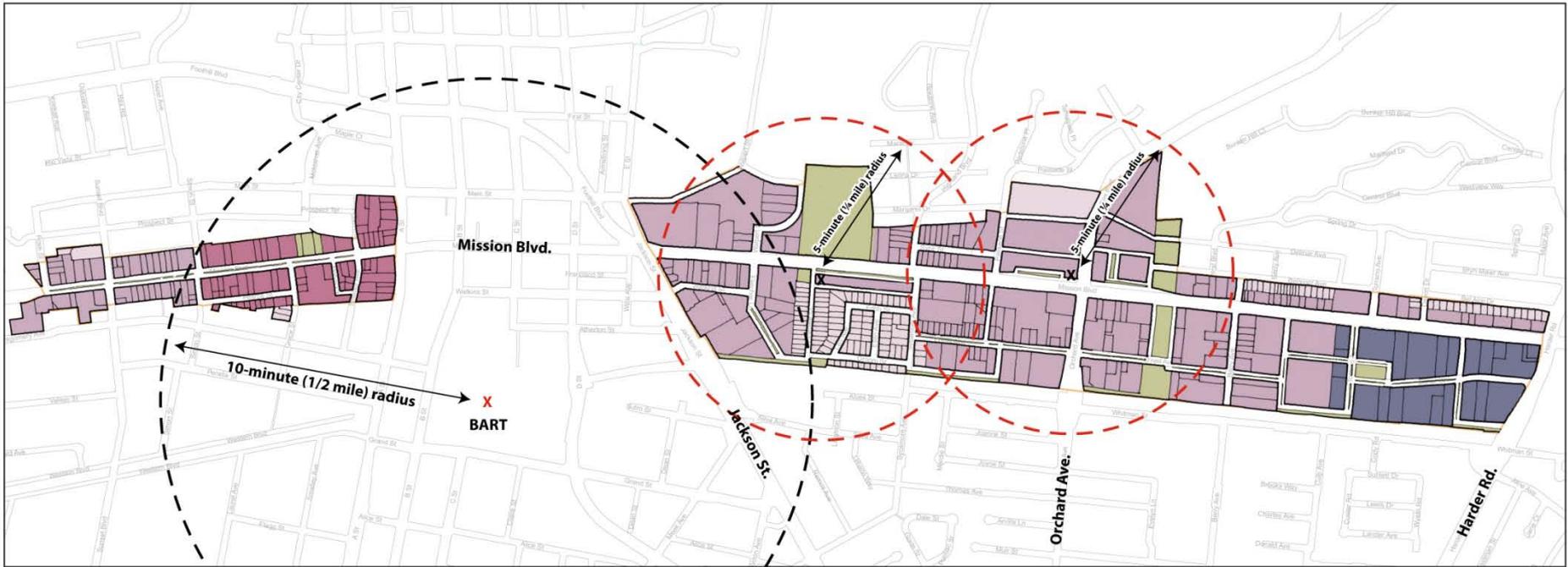


# T6 Urban Core Zone



# REGULATING PLAN





-  T3
-  T4
-  T5
-  SD
-  Civic Space

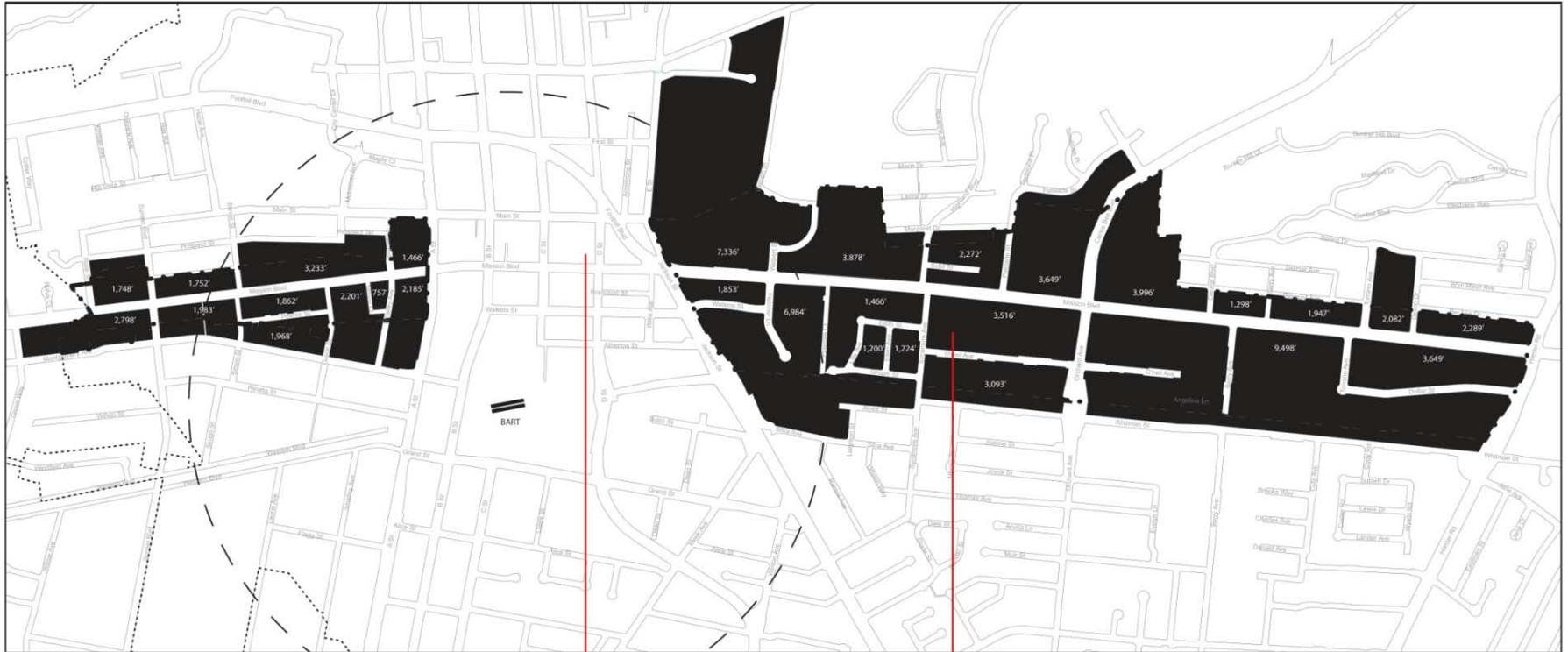
-  10-minute walking radius  
(1/2 mile from BART)
-  5-minute walking radius  
(1/4 mile)



# STREET NETWORK

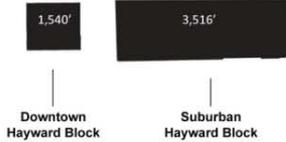
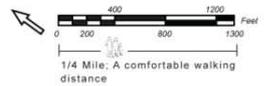


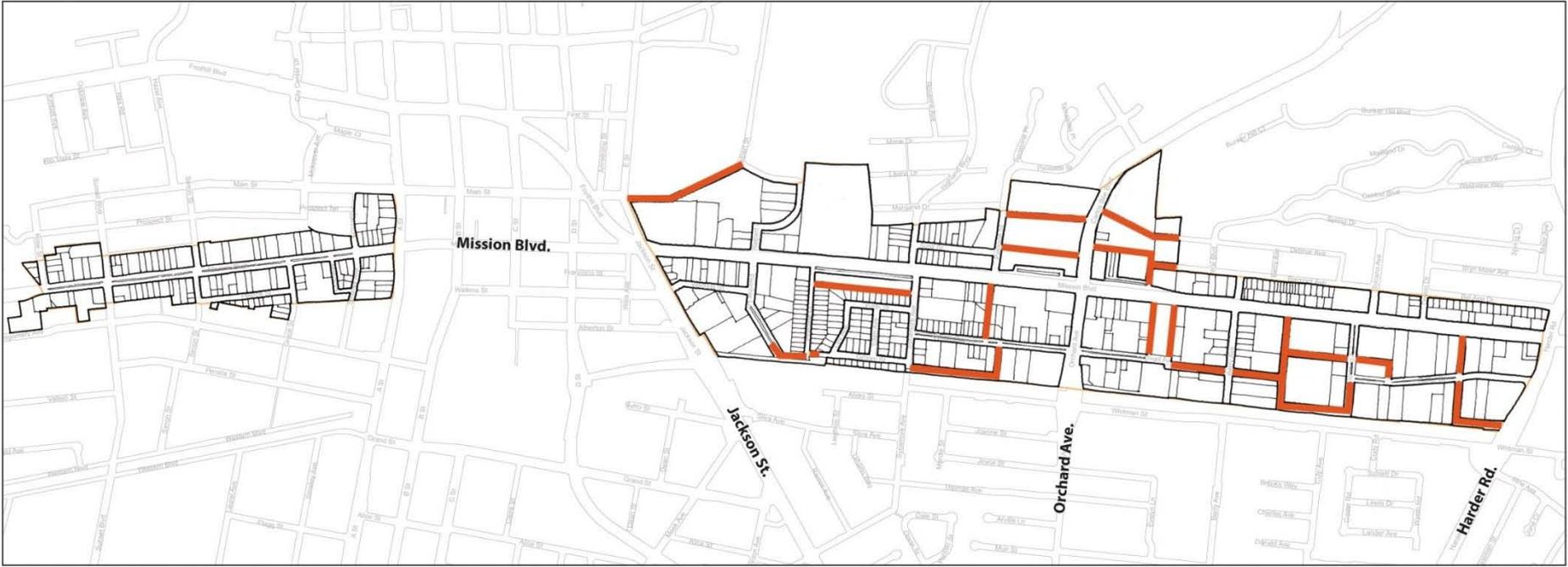
# Block Perimeter Distance



## Legend

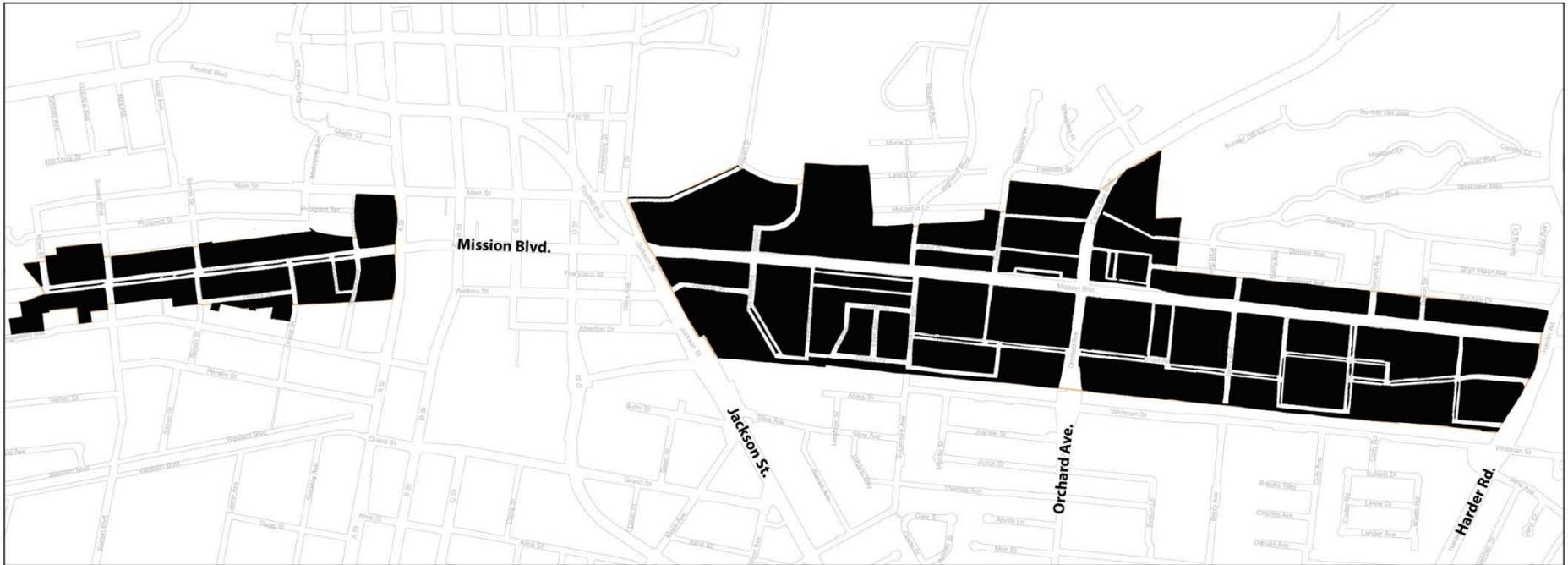
- Project Area
- Parcels
- 10 minute/ half-mile walk
- County/ City Boundary
- Block Perimeter Distance**
- Block
- Perimeter Distance
- Public Streets





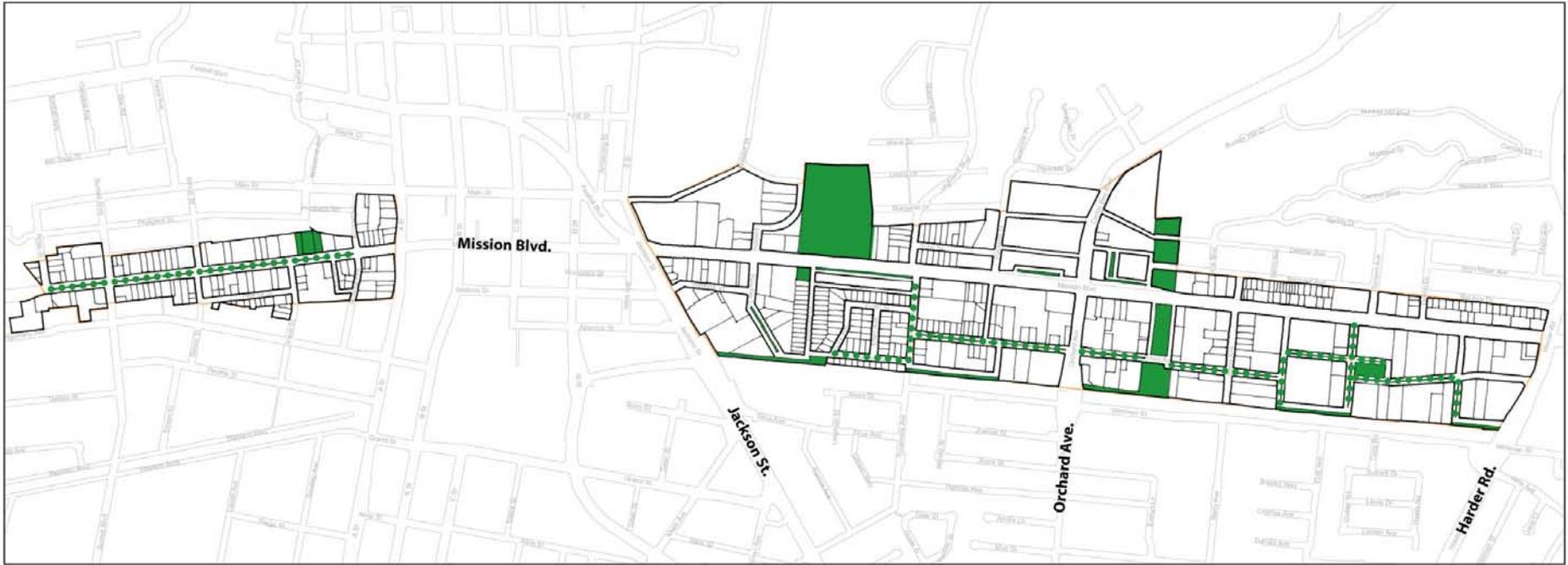
 **Proposed New Thoroughfares**

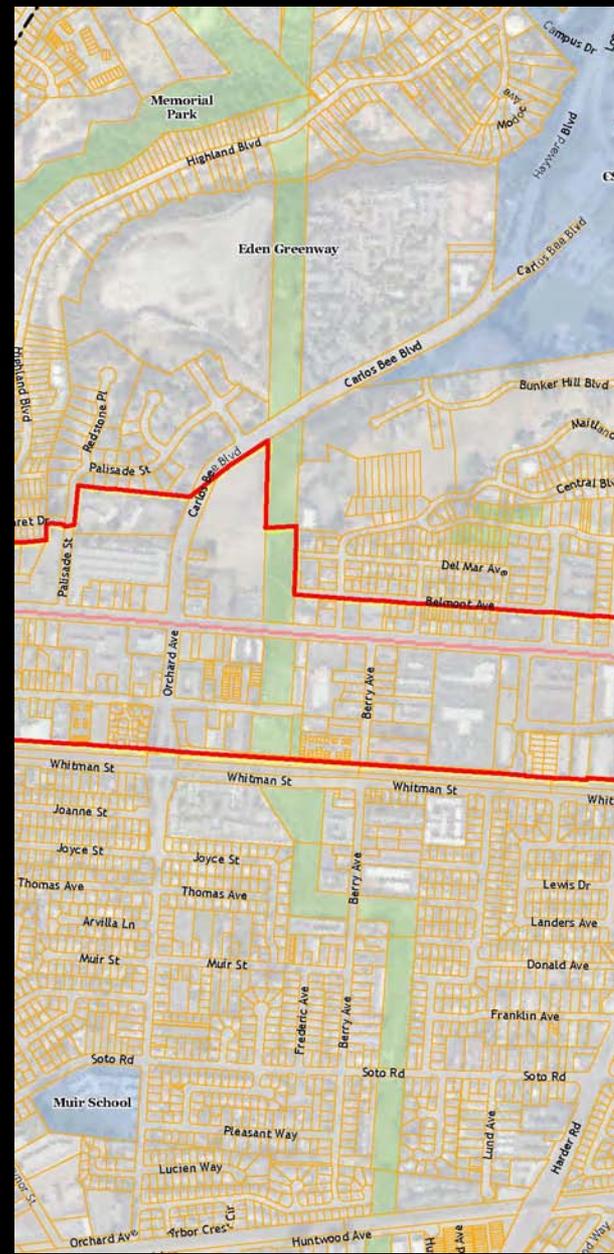
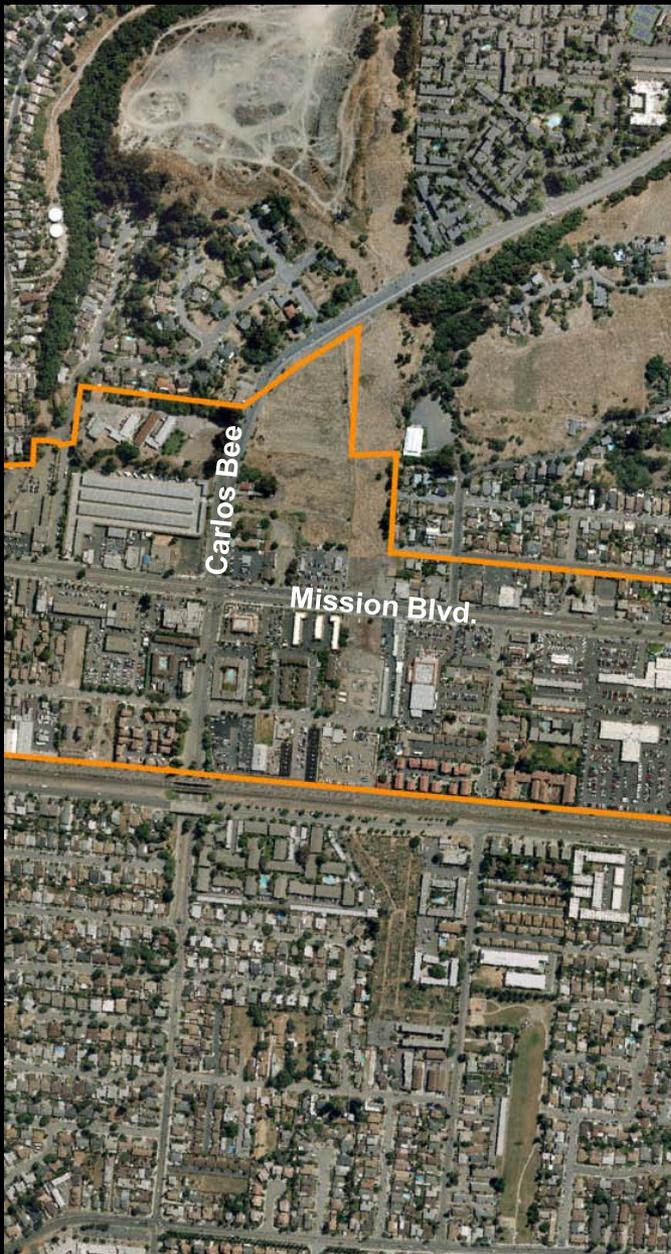




# NETWORK OF CIVIC SPACES & GREEN STREETS



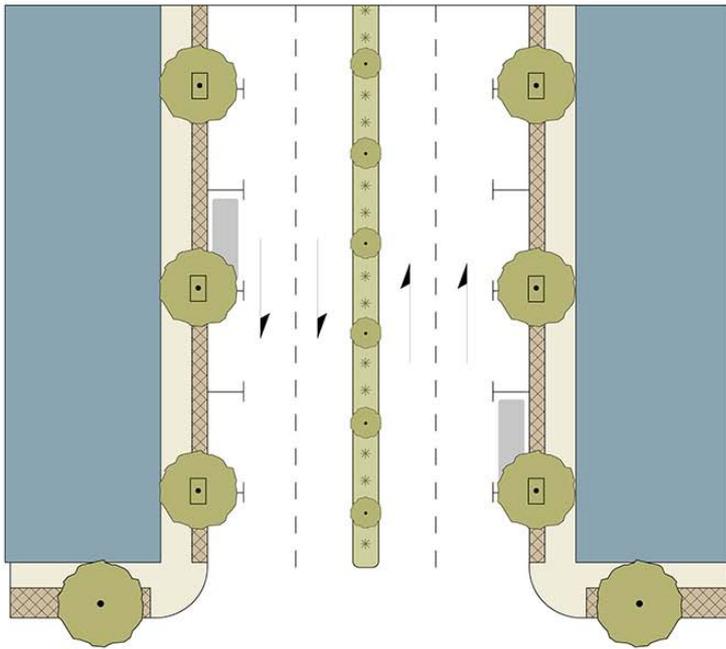
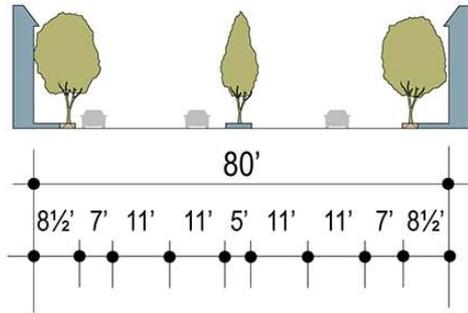






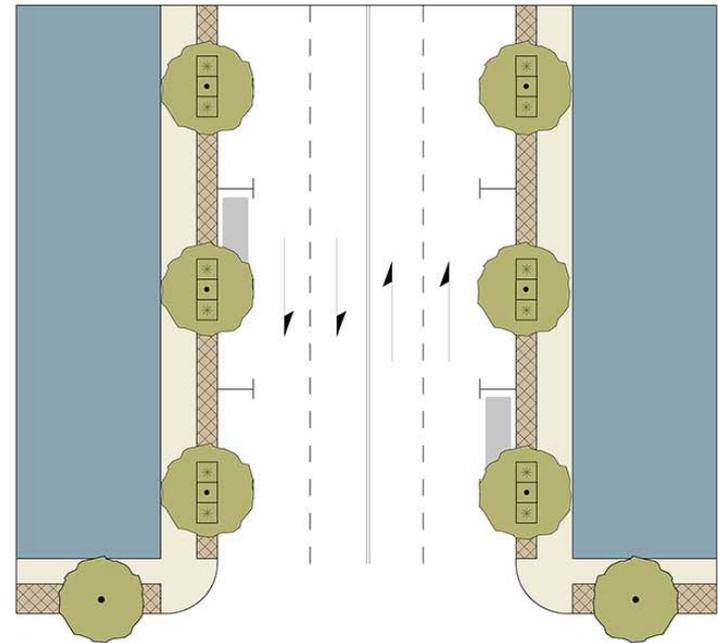
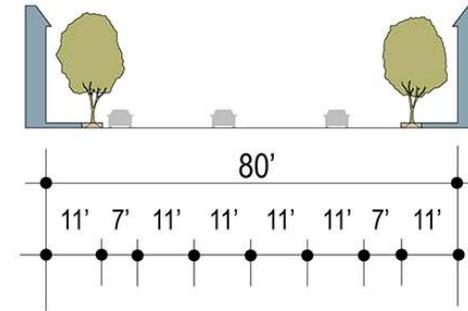
# THOROUGHFARES





**Mission Street, North of A Street**

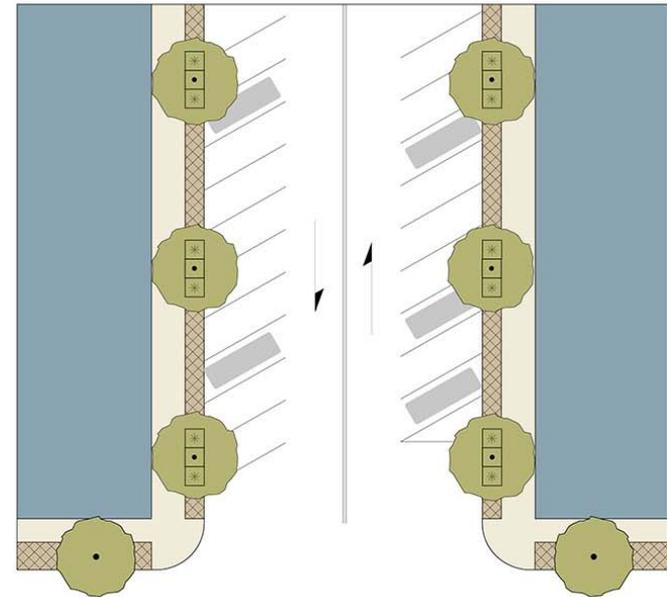
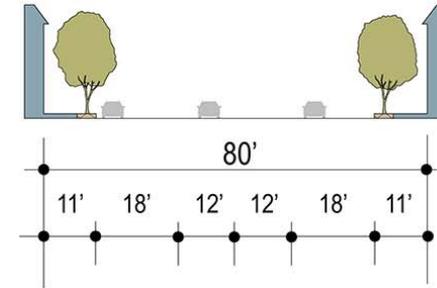
Alternative 1, with median



**Mission Street, North of A Street**

Alternative 2, without median





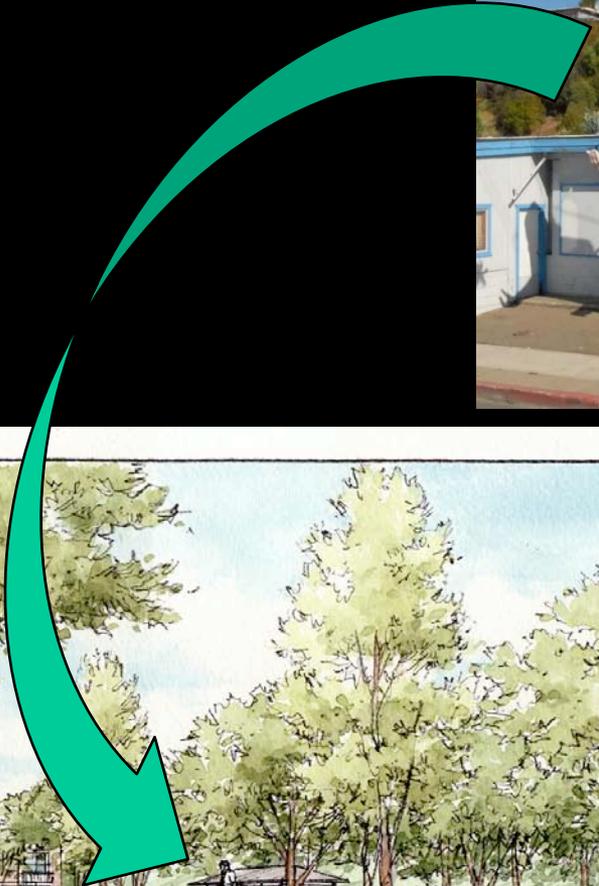
**Mission Street, North of A Street**  
Alternative 3, diagonal parking



# 'BIG MIKE' PARK

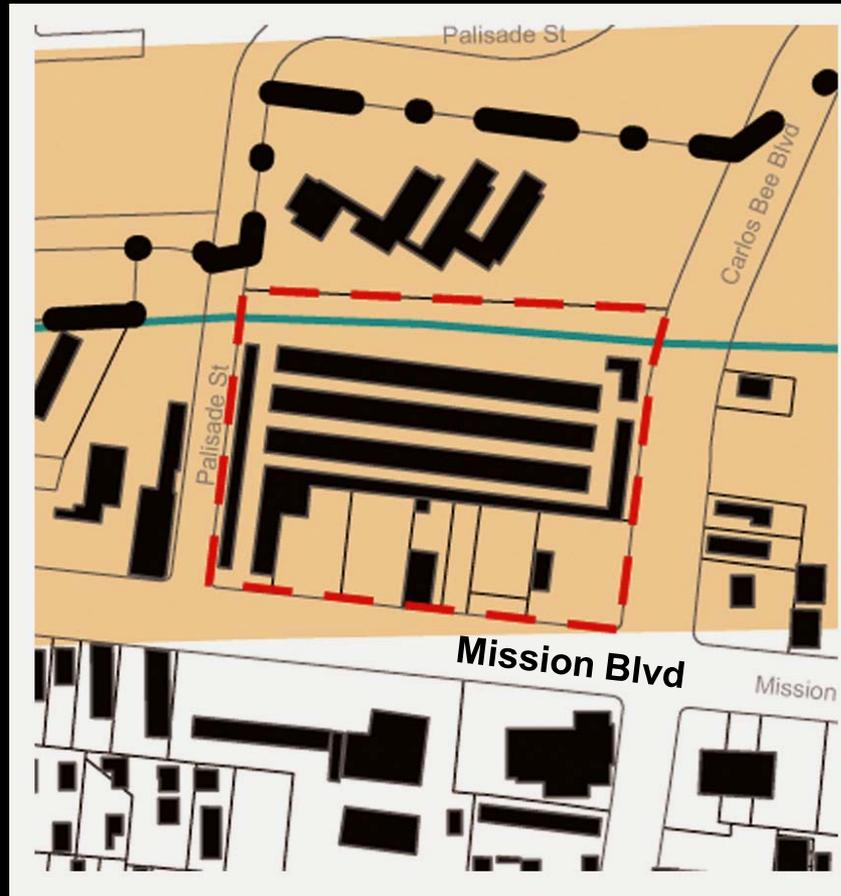






# OPPORTUNITY AREA

## Northeast Corner of Carlos Bee and Mission Blvd



# PIONEER CORNERS



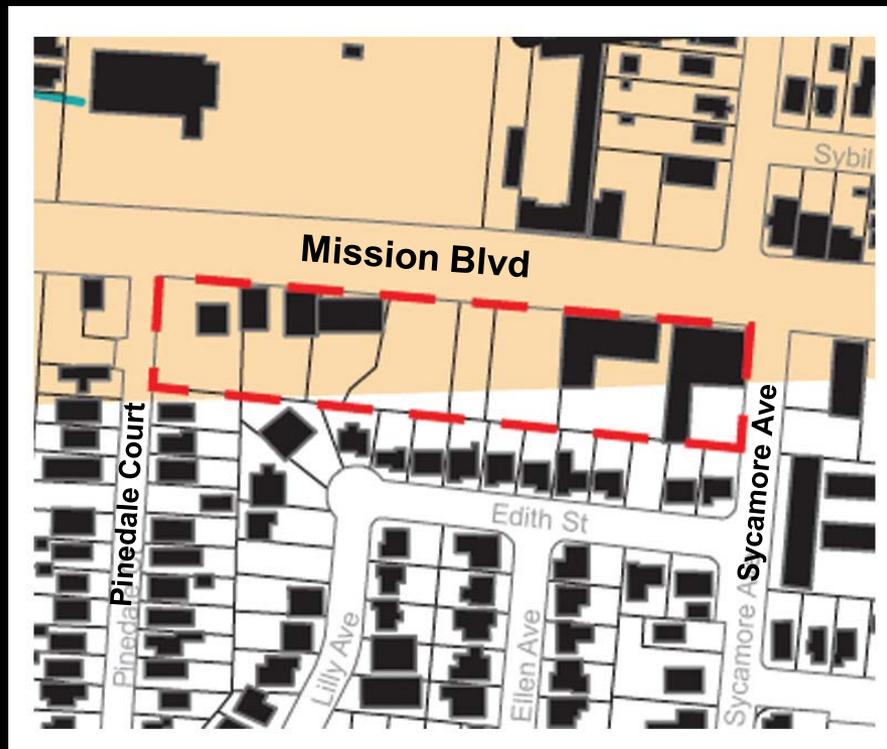






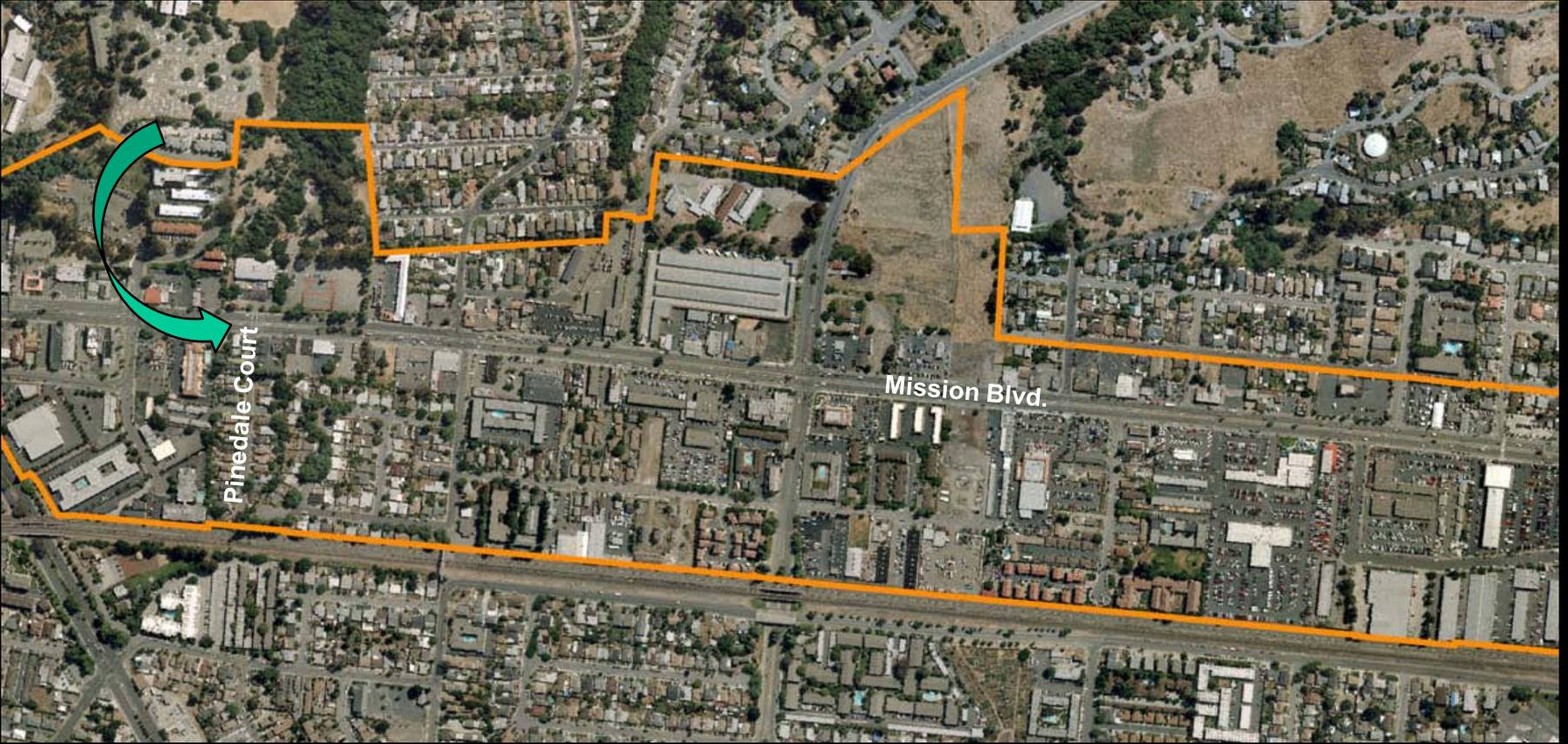
# OPPORTUNITY AREA

West side of Mission between Pinedale Court & Sycamore St.



# PINEDALE LANE









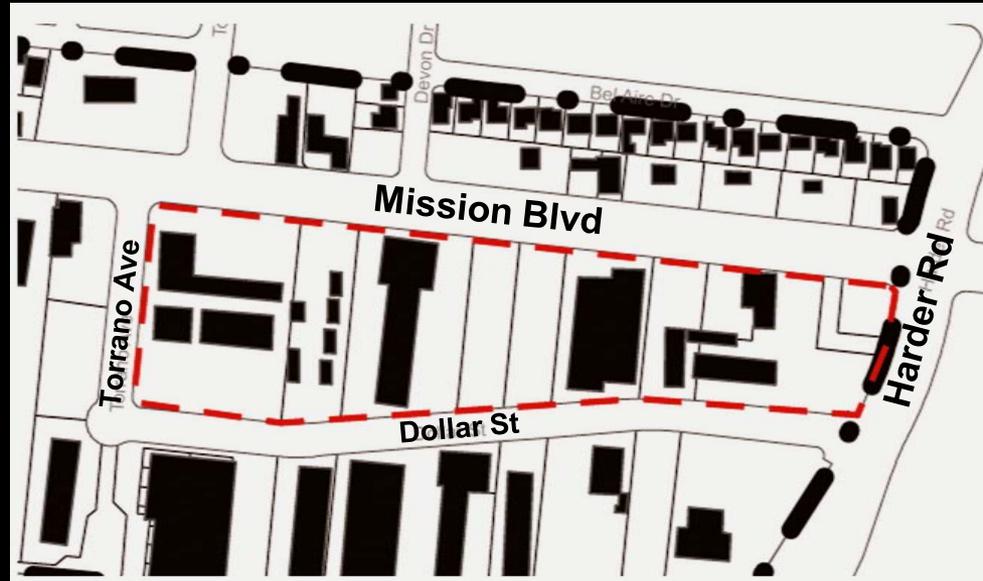


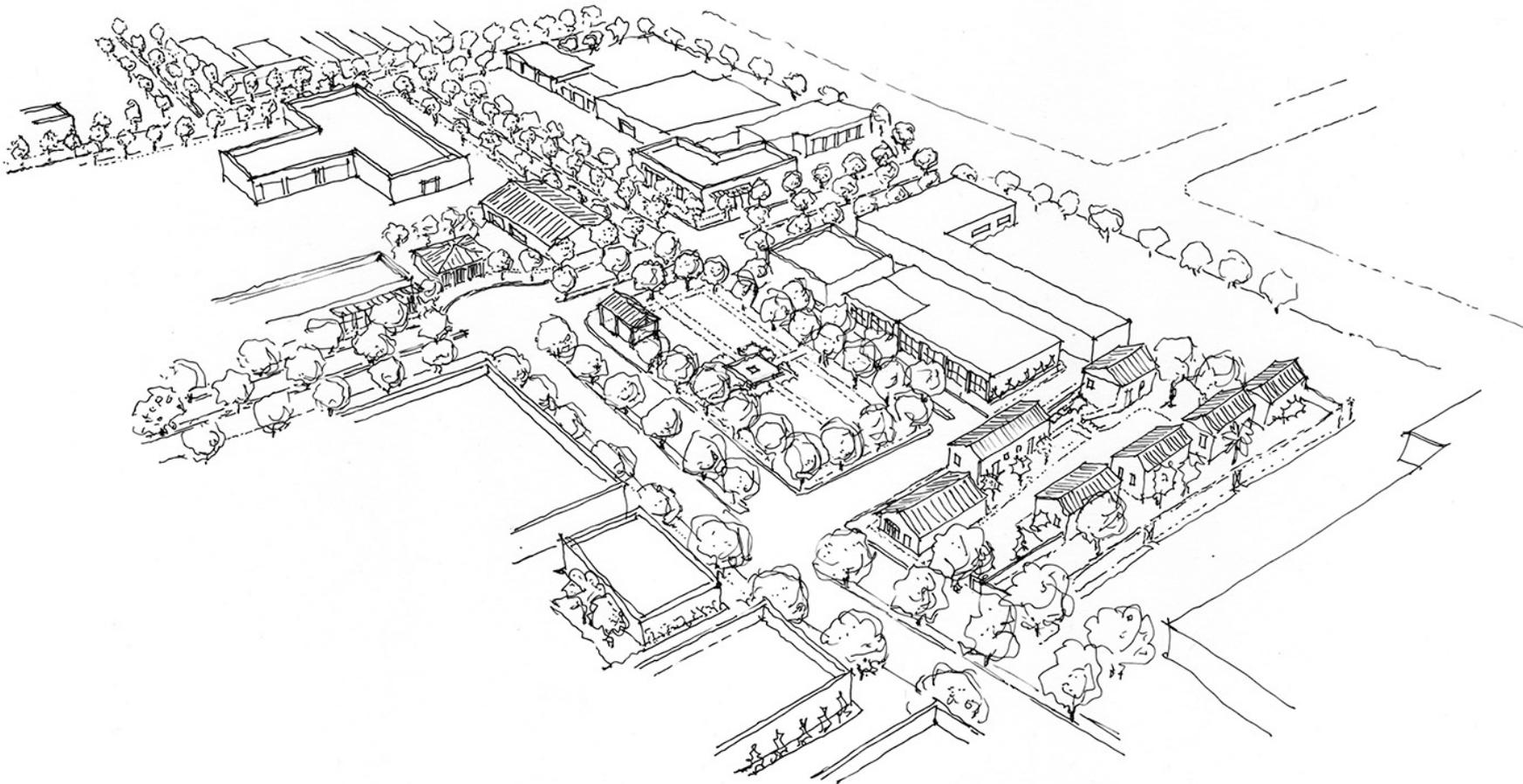




# OPPORTUNITY AREA

Torrano to Harder between Mission Blvd. & Dollar St.



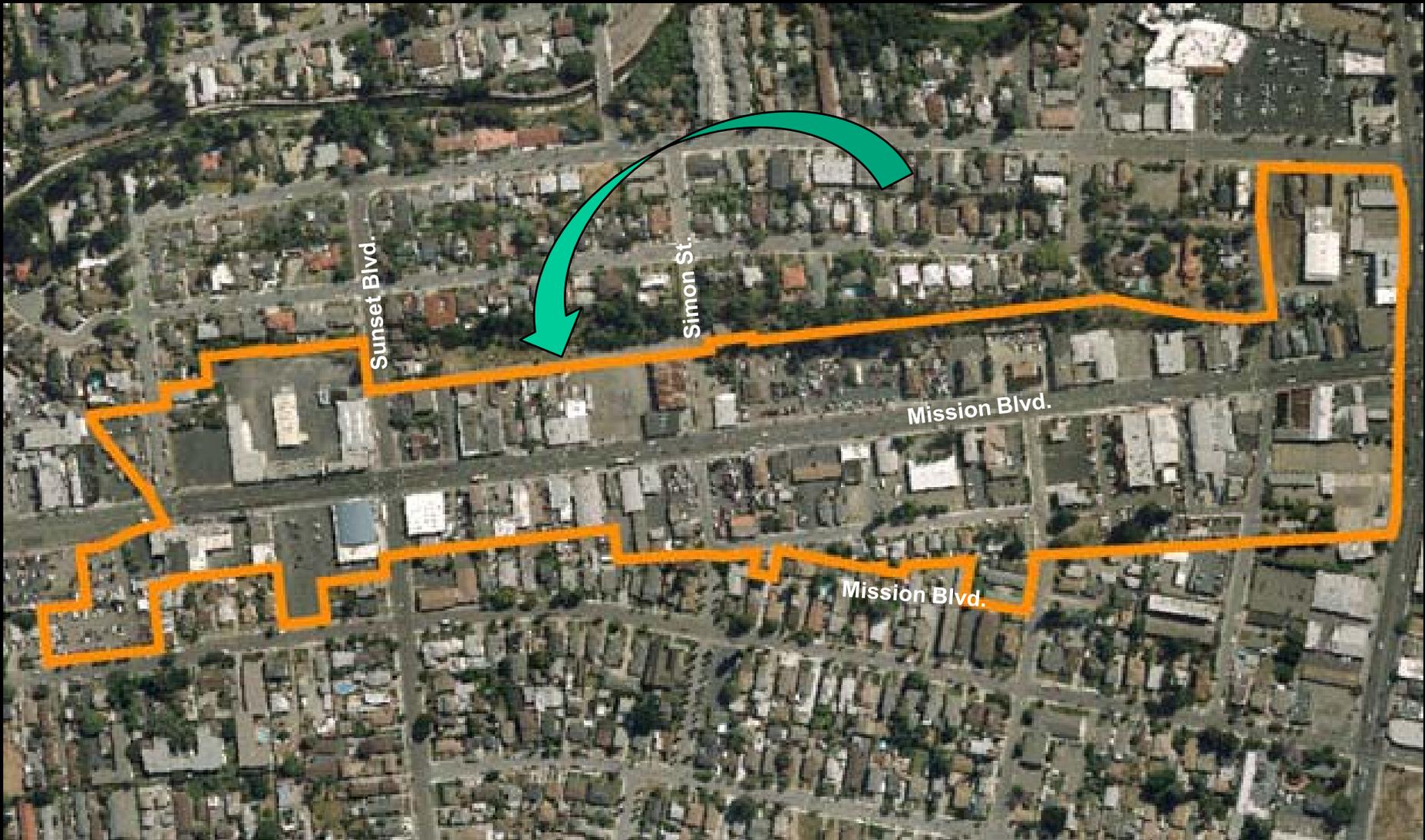


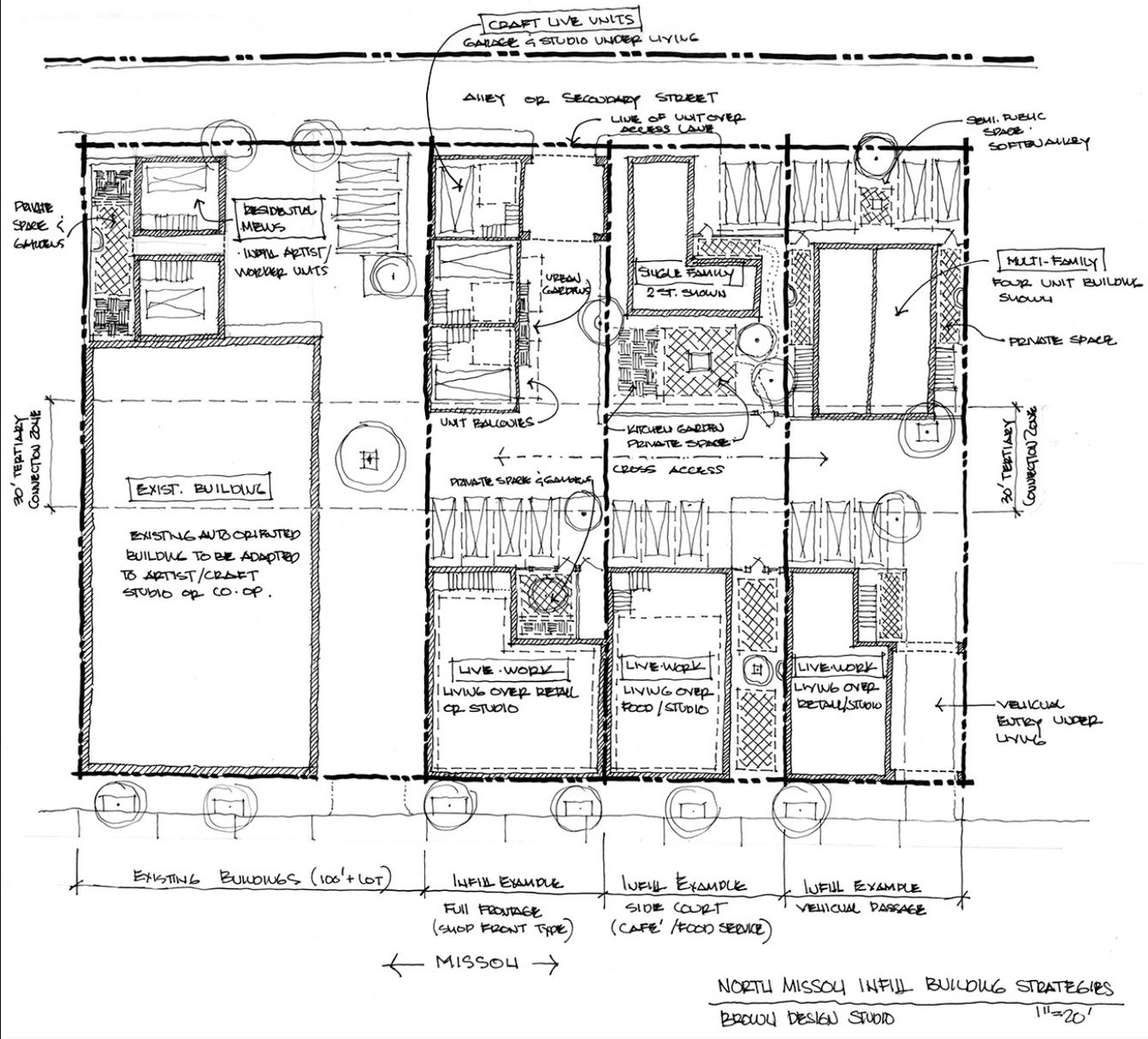
Dollar St. Scavenging World  
Brown

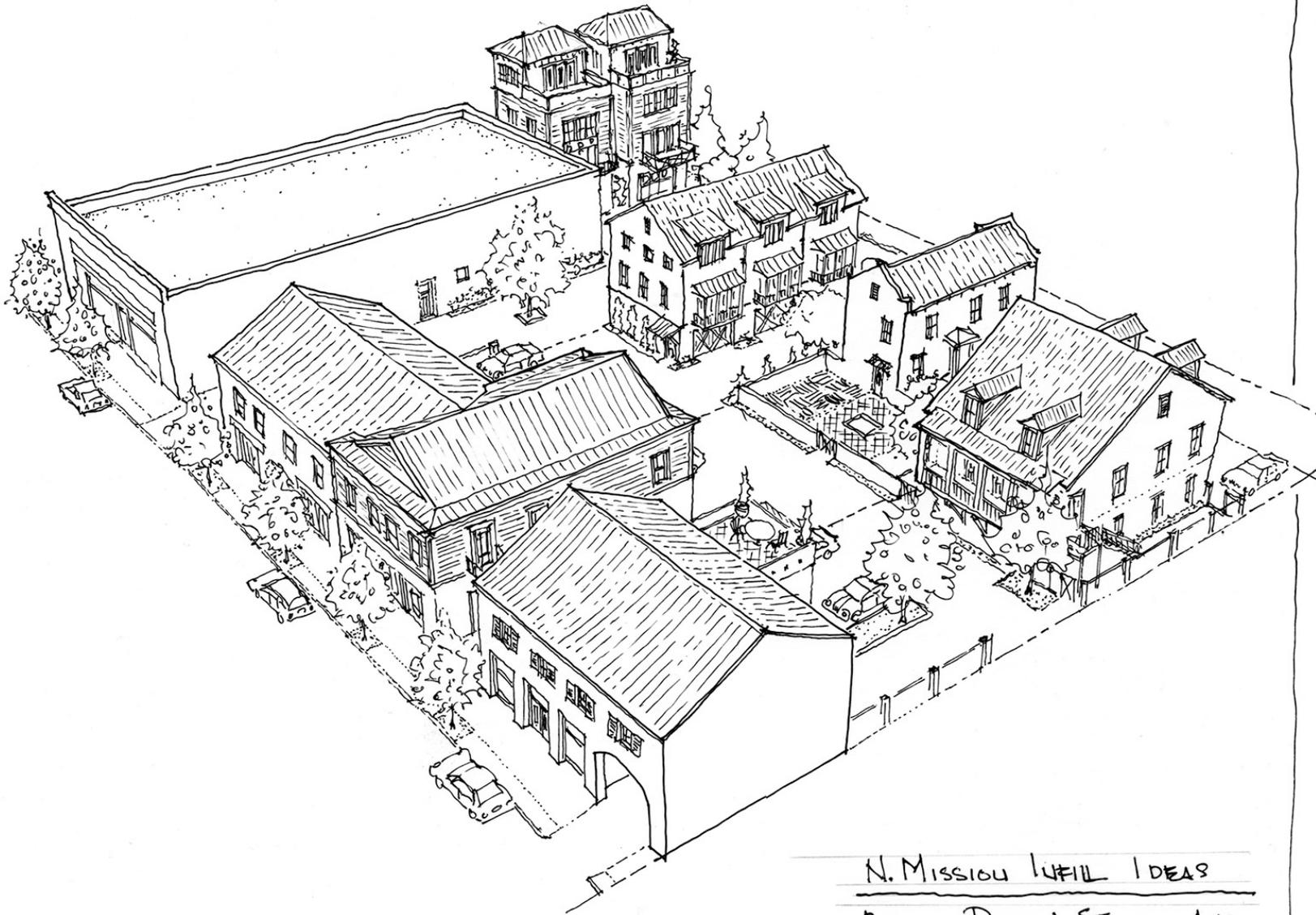


# SUNSET ROW









N. MISSION INFILL IDEAS  
BROWN DESIGN STUDIO 4.10





- 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





# CODING MISSION CORRIDOR

