

2.1 Introduction

2.1 Relationship to General Plan

The Land Use Element of the General Plan (Chapter 2) describes how the City's Planning Area is composed of distinct neighborhoods, including the Mission/Foothills and North Hayward neighborhoods. The General Plan further designates certain significant Focus Areas for the implementation of Smart Growth principles. The Mission Boulevard Corridor Specific Plan and its Form-Based Code component implement such principles for portions of the Mission Boulevard Corridor. Additionally, the Specific Plan is also consistent and will further the following General Plan goals, as described below.

2.1.1 Land Use Element

- Goal 1: The Specific Plan will help promote a balance of land uses and achieve a vibrant urban development pattern that enhances the character of the area.
- Goal 2: The Specific Plan will help support higher-density and well-designed quality development in areas within ½ mile of transit stations and ¼ mile of major bus routes in order to encourage non-automotive modes of travel.
- Goal 5: The Specific Plan will help promote transit-oriented development in the Mission/Foothill Corridor in order to help create a distinctively attractive commercial boulevard.
- Goal 8: The Specific Plan will help promote infill development that is compatible with the overall character of the surrounding neighborhood.
- Goal 10.1: The Specific Plan will help maintain Urban Limit Lines in order to retain an attractive, natural setting and foster a distinctive sense of place.



Figure 2-1: Vision for a walkable Mission Boulevard north of A Street

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2.1.2 Circulation Element

- Goal 4.1: The Specific Plan will help improve mobility to foster economic vitality.
- Goal 8.4: The Specific Plan will help create improved and safer circulation facilities for pedestrians.
- Goal 9.1: The Specific Plan promote opportunities for safe and convenient bicycle travel.
- Goal 10: The Specific Plan will help encourage land use patterns that promote transit usage.
- Goal 13.1: The Specific Plan will help provide for future parking demand in ways that optimize mode choice.
- Goal 14.2: The Specific Plan will help seek to address traffic safety concerns.

2.1.3 Economic Development Element

- Goal 1: The Specific Plan will help utilize an economic strategy that balances the need for development with other City goals and objectives.
- Goal 2.1/5: The Specific Plan will help create a sound local economy that attracts investment, increases the tax base, creates employment opportunities for residents and generates public revenues.
- Goals 4.6/8: The Specific Plan will help to enhance the City's image in order to improve the business climate.

2.1.4 Housing Element

- Goal 1.1: The Specific Plan will help maintain and enhance the existing viable housing stock and neighborhoods within its area.
- Goal 3: The Specific Plan will help provide suitable sites for housing development which can accommodate a range of housing by type, size, location, price and tenure.

2.215 Community Facilities and Amenities Element

- Goal 5.2: The Specific Plan will help to increase the amount, diversity and quality of parks and recreational facilities and opportunities.
- Goal 6.4: The Specific Plan will help enhance the aesthetic and recreational values of open space corridors within the area.
- Goals 7.6/7: The Specific Plan will help enhance the City's image through preservation of historic resources.

2.1.6 Conservation and Environmental Protection Element

- Goals 4.6/7: The Specific Plan will help protect and enhance vegetative and wildlife habitat in its area.
- Goal 5.4: The Specific Plan will help minimizing risks from geologic and seismic hazards in the siting and design of development.
- Goal 11: The Specific Plan will help improve air quality by creating efficient relationships between transportation and land use.

2.1.7 Public Utilities and Services Element

- Goals 5.1/2: The Specific Plan will help the City promote energy conservation.

2.2 Specific Plan Goals and Policies

The Mission Boulevard Corridor Specific Plan and its Form-Based Code (see Chapter 4) carry out the policies of the Hayward General Plan by classifying and regulating the desired form and intensities of development and land uses within the Mission Boulevard Corridor. The intent of this Specific Plan and its Form-Based Code component is to protect and promote the public health, safety, comfort, convenience, prosperity, and general welfare of the community. This intent is achieved through implementation of the following Smart Growth goals:

- 1. Neighborhood Livability
- 2. Better Access, Less Traffic
- 3. Thriving Cities, Suburbs and Towns
- 4. Shared Benefits
- 5. Lower Costs, Lower Taxes
- 6. Keeping Open Space Open

These six principles will guide development within the Specific Plan area through the application of the Form-Based Code during the City’s development review process. The Form-Based Code is intended to ensure that existing and new buildings within the Mission Boulevard Corridor Specific Plan area are harmonious with each other in scale and character, create an attractive, walkable neighborhood, and promote pedestrian-oriented streetscapes and public spaces.

2.2.1 For the Community

At the community scale, the Mission Boulevard Corridor Specific Plan and Form-Based Code seek to ensure that:



Figure 2-2: Vision of a new retail center at the northeast corner of Carlos Bee Boulevard and Mission Boulevard

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- Neighborhoods and transit-oriented development are compact, pedestrian-oriented and mixed-use.
- Neighborhoods should be the preferred pattern of development and that districts specializing in a single use should be the exception.
- Ordinary activities of daily living occur within walking distance of most dwellings, allowing independence to those who do not drive.
- Interconnected networks of thoroughfares be designed to disperse traffic and reduce the length of trips.
- Within neighborhoods, a range of housing types and price levels be provided to accommodate diverse ages and incomes.
- Affordable housing should be distributed throughout the region to match job opportunities and to avoid concentrations of poverty.
- Appropriate building densities and land uses be provided within walking distance of transit stops.
- Civic, institutional, and commercial activity should be embedded in neighborhoods, not isolated in remote single-use complexes.
- Schools be sized and located to enable children to safely walk or bicycle to them.
- A range of open space, including parks, squares, plazas and playgrounds, be distributed within neighborhoods.
- The region should include a framework of transit, pedestrian, and bicycle systems that provide alternatives to the automobile.

2.2.2 For the Transect

At the neighborhood scale, the Mission Boulevard Corridor Specific Plan and Form-Based Code seek to ensure that:

- Communities should provide meaningful choices in living arrangements as manifested by distinct physical environments, referred to as Transect Zones.
- The Specific Plan and Form-Based Code are based on the concept of the Transect, which is a system of ordering human habitats in a range from the most natural to the most urban. The Transect describes the physical character of place at any scale according to the density and intensity of land use and urbanism.
- The Transect Zones described in Table 1 of the Form-Based Code shall constitute the building blocks of the Mission Boulevard Corridor Specific Plan and Form-Based Code with regard to the general character of each of these environments within the Specific Plan Area. In particular, the Mission Boulevard Specific Plan and Form-Based Code focus on the T3 Sub-Urban Zone, T4-1 and T4-2 General Urban Zone, and the T5 Urban Center Zone, and CS Civic Space Zone.

2.2.3 For the Block and Building

At the block scale, the Mission Boulevard Corridor Specific Plan and Form-Based Code seek to ensure that:

- Block sizes be scaled small to maximize route options and safety.

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- Buildings and landscaping contribute to the physical definition of thoroughfares as civic places.
- Development adequately accommodate automobiles while respecting the pedestrian and the cyclist and the spatial form of public areas.
- Design of buildings create defensible space, commonly referred to as 'eyes on the street.'
- Architecture and landscape design grow from local climate, topography, history, and building practice.
- Buildings provide their inhabitants with a clear sense of geography and climate through energy efficient methods.
- Civic buildings and public gathering places be provided as locations that reinforce community identity and support self-government.
- Civic buildings be distinctive and appropriate to a role more important than the other buildings that constitute the fabric of the city.
- The preservation and renewal of historic buildings be facilitated to affirm the continuity and evolution of society.



Figure 2-3: Vision for Pinedale Court neighborhood center

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