



**City of Hayward Downtown Specific Plan
Task Force Meeting #4 Summary Notes
June 5, 2017
6:00pm – 8:00pm**

Hayward City Hall, 777 B St, Hayward, CA 94541 Conference Room 1C

I. Presentation Summary

On June 5, 2017, the City of Hayward and Consultant Team held the fourth Task Force meeting for the City of Hayward Downtown Specific Plan (Plan). Lisa Wise Consulting, Inc. (LWC), Opticos Design, Inc. (ODI), and Nelson/Nygaard Consulting Associates (N\N), presented the Long-Term Vision Framework for Downtown Hayward, which included an overview of the project, community priorities, and long-term development and mobility strategies to consider. The Vision Framework was developed based on community input received between September 2016 and February 2017, and refined during a five-day design charrette in March 2017. The presentation was followed by an open discussion on the Long-Term Vision Framework, and the Task Force responses to the online questionnaire.

A summary of the major discussion topics is provided below. This list is designed to reflect the major points of conversation, and is not exhaustive.

II. Key Takeaways

GUIDING PRINCIPALS

Community Priorities

- Several Task Force members agreed that the most pressing priority for Downtown Hayward is #3 “Improve the circulation network to better serve downtown businesses, residents, and visitors”.

Vision Statement

- Task Force Comments on Vision Statement:
 - Should place greater emphasis on open space;
 - Should be bolstered with “warm language” that is tailored towards community sentiment;
 - “All ages and backgrounds” should also apply in the last clause regarding modal accessibility;
 - “Bike, foot, car, and public transit” should be reordered by priority to “foot, bike, public transit, car”; and
 - Additional language should be included in the Vision Statement and elsewhere in the document on environmental sustainability.

LONG-TERM VISION FRAMEWORK

Question: What elements of the Long-Term Vision Framework would you change or modify?

- Jackson Street has not been addressed in the Long-Term Vision Framework in terms of traffic calming and pedestrian safety improvements.
- The Illustrative Plan Concept for Opportunity Site 1 should have a connection to the Douglas Morrisson Theatre and Senior Center.
- One Task Force member questioned the source of the commercial and residential growth projections.
 - They were concerned that the City would not get enough sales tax revenue if Downtown accommodates “too much” residential development rather than commercial development. However, another Task Force member stated that residential growth could provide additional customer base to drive retail sales Downtown, contributing to more of a “24-hour” urban environment.
- One Task Force member asked if the Consultant Team had considered defining an architectural style for Downtown;
 - Task Force members discussed and agreed that there are pros and cons to establishing a unifying architectural style, including – a potential lack of diversity/creativity in design or possible diminished architectural variety in Downtown.
- A term other than “energy center” should be used to describe centers of activity.

ILLUSTRATIVE PLAN

Opportunity Site 1 - City Center

- One Task Force member asked why the Safeway grocery store was removed. ODI provided the following points of clarification:
 - The Consultant Team considered adding density to the site by building on top of the existing structure. However, the Team determined that it was not economically feasible to construct above Safeway (where parking was previously located), and considered an alternative which could accommodate more housing units.
 - The Opportunity Site designs are meant to illustrate concepts, and the details can be altered to retain the Safeway, or to allow for a new grocery store.
 - Safeway is in the middle of its lease, and future vacancy may result in redevelopment potential.
- City staff informed Task Force members that they are negotiating with a private developer to address vacancy issues at the old City Center building.

Opportunity Site 2 - Downtown Block

- One Task Force member asked if the new proposed public parking structure is a viable long-term use. The Consultant Team provided the following points of clarification:
 - The structure may not be needed in the future with changing automobile technology, such as autonomous vehicles (AVs).
 - N/N elaborated by stating that AVs and ridesharing apps will likely result in a long-term decline in personal automobile ownership. Further, much of the Downtown parking is currently underutilized even at busy hours which could reduce future parking demand, thereby reducing

- development costs associated with providing on-site parking. Parking management should be prioritized over new parking structures.
 - The Consultant Team assured the Task Force that any future parking structures could be subjected to standards requiring accommodations for electric vehicles.
- One Task Force member expressed concern regarding the sense of safety of the proposed mid-block alleyways because alleyways could attract criminal behavior in certain circumstances, such as from inadequate lighting or a lack of adjacent activity.
 - The Consultant Team responded that retail space, amenities, and potential housing units above the first story could address safety concerns by promoting “eyes on the street”.
- Task Force members stated that to improve safety Downtown there should be better lighting throughout, and that there should be no dead-end streets.
- Task Force members noted there should be better connectivity between Opportunity Site 2 and the Maple & Main development project.

Opportunity Site 3 - Bart Transit Oriented Development

- The Task Force generally agreed that new buildings proposed for this opportunity site should maintain visibility of City Hall when looking east from the BART station.
 - ODI clarified that new buildings were positioned along the western side of City Hall because of a lack of entrances and other common features found on building frontages.
 - One community member had a competing view from other Task Force members, and thought the partial view of obstruction of City Hall may encourage visitors to enter Downtown, gradually becoming aware of the physical dominance of City Hall as they walk East.
- Moving AC Transit buses from the east to the west side of the BART tracks may be complicated; AC Transit must be involved and it could result in multiple alternative reconfiguration scenarios.
 - N/N elaborated by stating that they would set up a meeting with City staff, AC Transit, and BART to see how the existing bus terminal could be reconfigured. One potential reconfiguration scenario could leave several areas on the east side of the BART tracks dedicated to AC Transit.
 - According to City staff, BART has considered reconfiguration to have one bus lane on the western side of the station, similar to Pleasant Hill BART.
- The potential for Class A office space should be encouraged around the station. City staff agreed, and said that BART is very supportive of Class A office space around the station, and it would also benefit retailers throughout Downtown.
 - One Task Force member believed that if sites labelled 6 and 5 on the Opportunity Site diagram consisted of Class A office space, site 7 on the diagram would also likely follow suit.
- Task Force members agreed that the areas around BART are most appropriate in Downtown to increased heights.
- Non-residential uses (including those besides office) should be considered around BART, such as personal service uses (e.g., doctor’s office, nail salon), to encourage patrons to access without cars.
 - One Task Force Member expressed concern that too much activity around BART may diminish activity Downtown.
- City Staff asked when BART may be ok with getting rid of the parking structure located on the southern side of the station. N/N responded by stating the following:
 - It is critical that the BART Board of Directors gives direction on pricing strategies for parking, as lower prices results in higher demand.

- If the BART Board of Directors is willing to increase parking fees, then the structure can be removed sooner.
- AVs may reduce demand for parking in the long term.
- Robert Cevero (a UC Berkeley Urban Planning researcher) has developed a model that quantifies the benefits of replacing transit-adjacent parking with other uses, and found that high-density residential development produces more riders per acre than parking.
- Consideration should be placed on a music venue (e.g., amphitheater) and other entertainment-oriented uses in Downtown to create Downtown as a destination people travel to.
 - Task Force members agreed with this point, and added that there needs to be driving focal points of entertainment (such as special events held in plazas) to attract people to Downtown, including college students.
 - Task Force members pointed out the outdoor amphitheater proposed across from the new City library.
 - Several Task Force members stated that branding cultural events in Downtown is an important factor to be considered in this Plan.

Opportunity Site 4 – Foothill and Mission Gateway

- One Task Force member asked if existing businesses will be displaced resulting from the design concept.
 - The Consultant Team replied that the conceptual design focused on reclaiming right-of-way for new development, resulting in a net gain of city land, to minimize the need to redevelop existing structures.

MOBILITY

Circulation Network Improvements

- A Task Force member questioned what the Vision could mean for traffic on Jackson Street, as no changes are shown.
- Gateway at Opportunity Site 4 (points made by N/N):
 - The roundabout concept was partially intended to function as a gateway to alert drivers of their proximity to Downtown.
 - Each entry to the roundabout could be signalized, with right-in and right-out as the only mode of access.
- Signal Changes
 - N/N responded to a Task Force question regarding signal changes that not all signal changes in Downtown have been evaluated, and that this can be estimated after traffic modeling is complete.
- One Task Force member asked what “helps remove out of direction of travel” means on slide 31. N/N responded:
 - Out of direction travel means that auto drivers go out of their way, taking indirect routes, to get to their destination because the one-way traffic prevents them from taking a direct path (e.g. drivers headed south on Foothill Blvd to B street need to turn left on Civic Center, right on 2nd street, and right on B Street, as Foothill becomes one-way headed north at A street).

- During the Charrette, many members of the public described how they needed more direct travel routes throughout Downtown, and not necessarily faster travel times.
- One Task Force member asked whether or not the roundabout will create congestion as drivers may spill over into residential neighborhoods immediately adjacent to Downtown. City staff responded:
 - This is a high-level concept, and that a robust evaluation of the design concept is included as part of the project.
 - May result in traffic moving to adjacent streets, where traffic calming measures (e.g. speed bumps) could be implemented (benefit of roadway design would be a “trade-off”);
 - Another trade-off of the roundabout is that while it may reduce commuter traffic cutting through Downtown, but may lead to an increase in travel time
- One Task Force member mentioned that positive or negative impacts should not be considered in hindsight, but should be used during Plan development and implementation.
- N/N described that temporary events and materials can be used to demonstrate benefits of different transportation projects, such as protected bike lanes. Based on the results of the temporary installation, the design can be modified to adjust for unforeseen impacts.

Bike Network

- If dedicated bike lanes are put on A and C streets, then they should be prohibited on B Street.
- Safe Routes to School should be considered in the planning effort, as several schools are located immediately outside of Downtown boundaries (Public comment).
 - City staff mentioned that Safe Routes to School will be incorporated into the City’s Bicycle/Pedestrian Master Plan (currently under development).
- One Task Force member expressed concern that road-diets and bicycle facilities Downtown could lead to additional roadway congestion because regional through-traffic may be delayed, and asked if that is a sacrifice the City and community is willing to make.
 - N/N responded that preliminary traffic modeling will help to determine any adverse traffic impacts of road diets/bicycle facilities, and that such treatments could lead to short-term traffic congestion until people adapt and adopt new travel behaviors, such as commuting via bicycle and/or transit, or taking alternative routes.
 - Some Task Force members disagreed, stating they were not concerned with the impact the Vision has on cut-through commuters, wanting instead a better environment for Downtown residents and visitors.
 - A Task Force member stated that a “defensive circle” around Downtown of traffic calming treatments should be considered for adjacent neighborhoods where traffic may spill over.
 - City staff pointed out that there will be some commuter through-traffic in Downtown regardless of interventions because of regional growth and the housing shortage, and that all transportation agencies in the region are working together to address congestion issues.

III. Meeting Attendees:

Task Force Members:

Mimi Bauer
 Larry Gray
 Robert Harmon
 Antonette Harmon

Lory Hawley
Philip Gallegos
Charles Purvis
Stacy Snowmen

City of Hayward:

Damon Golubics, Senior Planner- Development Services Department
Fred Kelly, Transportation Manager
David Rizk, Director of Development Services
Lindsey Vien, Hayward Public Library

Consultant Team:

Henry Pontarelli, Lisa Wise Consulting, Inc.
Kathryn Slama, Lisa Wise Consulting, Inc.
Forrest Chamberlain, Lisa Wise Consulting, Inc.
Patrick Siegman, Nelson Nygaard Consulting Associates
Stefan Pellegrini, Opticos Design, Inc.
Arti Harchekar, Opticos Design, Inc.

Visitors:

Derinda Gaumont, Resident
Steven Vanbar, Resident, Bike Walk Eden
Hector Villasenor, Resident/Calgreen Farms