



General Plan Update Task Force Meeting

February 7, 2013

7:00 pm to 9:00pm; City Hall, Conference Room 2A

Meeting #5 – Draft Vision and Guiding Principles

Agenda

- I. Call to Order - 7:00 pm**
- II. Roll Call/Introductions - 7:05 pm**
- III. Comments/Approval of Meeting #4 (Economic Development) Summary Notes**
- IV. Vision and Guiding Principles – 7:10 pm**
 - Review Major Community Outreach Efforts
 - Process for preparing the Vision and Guiding Principles
 - Presentation of Draft Vision
 - Overview of Draft Guiding Policies
 - Next Steps
- V. Group Discussion – 7:45 pm**
 - Does the Vision and Guiding Principles reflect what you heard at the Community Workshops and Neighborhood Meetings?
 - How could the Vision and Guiding Principles be refined to better reflect the values, priorities, and aspirations of the Hayward community?
- VI. Report Out on January Neighborhood Meetings – 8:30 pm**
- VII. Public Comment Period – 8:40 pm**
- VIII. Schedule next round of General Plan Outreach Task Force meetings – 8:50 pm**
- IX. Adjourn – 9:00 pm**



General Plan Update Task Force

Meeting #4 – January 10, 2013: Summary Notes

I. Call to Order

II. Roll Call

Task Force Members:	Present	Absent
Alan L. Parso	X	
Alex Harmon	X	
Dana Caines	X	
Daniel B. Goldstein	X	
Diane Laine	X	
Edward W. Bogue	X	
Heather Enders	X	
Julius C. Willis Jr.	X	
Justin D. King	X	
Lory Hawley	X	
Monica M. Schultz		X
Pedrito C. Gella		X
Ryan Fernandez	X	
Stacy Snowman		X
Veronica Martinez	X	

Others in Attendance: Erik Pearson, Senior Planner; Fran Robustelli, Human Resources Director; David Rizk, Development Service Director; Mary Thomas, Management Fellow; Jason Martinez, Lieutenant, Police Department; Mayor Michael Sweeney; Jason Jones, Jones Planning + Design; Amanda Engels; Chuck Horner; Patricia Garcia, Alameda County Health Department

III. Comments/Approval of meeting #3 Summary Notes

- Comment/Question: The discussion kind of got stuck on crime. Will we have more time to talk about Fire safety at a future meeting? Answer: Not at a Task Force Meeting because we have to address other topics. However, there will future community workshops related to policies where you can discuss your ideas.

IV. Economic Development: Existing Conditions, Plans, and Policies

State General Plan Guidelines:

- Guidelines from the State Office of Planning and Research
- Economic Development is not a required element of the general plan. It is an optional topic.
- The General Plan Guidelines provide recommendations for Economic Development Elements related to:
 - Business retention and development by sector
 - Employment development
 - Business recruitment

Overview of Current Economic Development Element

- 5 policies and 35 strategies
- The Economic Development Element covers a variety of topics, including:
 - Image branding
 - Zoning and land use
 - Attraction of new businesses

Overview of Existing Programs

- Hayward currently has a variety of economic development programs, including:
 - Shop Hayward
 - Business Recognition Awards
 - Restaurant Walks: very successful sell out every time
 - Downtown Business Improvement Area
 - Business Visitation Program
 - Events: movies/concerts on the plaza, street parties, Off the Grid, festivals, etc.

Overview of Draft Economic Development Strategic Plan:

- The Economic Development Strategic Plan is scheduled to be adopted by the City Council in March 2013.
- The General Plan Economic Development Element is a broad policy document that sets the framework for economic development over a long-term period (25+ years). The Strategic Plan is more specific and short-term (5 year plan). The General Plan needs to support the Strategic Plan.

- The Vision for the Draft Economic Development Strategic Plan: Hayward is recognized as the most desirable and business-friendly place in the East Bay.
- The Strategic Plan includes a Mission Statement that supports the Vision
- The Strategic Plan Identifies three Focus Areas:
 - Branding and Marketing: Strategies include the development of a brand and marketing program, expanding events in Hayward, and developing one major event that Hayward is known for (like the Festival of the Arts in Fremont).
 - Industrial Sector: Strategies include public safety, infrastructure improvements, permit processing, and connecting the industrial sector to higher education
 - Service and Retail Sector: Strategies include supporting existing businesses, addressing safety concerns, timely and predictable permit processing, and small business mentorship programs.
- Industrial Opportunity sites: Sites were identified by size, vacancy, and ownership. Under-utilized sites were also identified. Identified opportunity sites include the Air National Guard Site, Auto Wrecking Yards, Eden Shores industrial sites, a trucking terminal, and the auto auction.
- Retail/Service Opportunity Sites: Identified opportunity sites include Southland Mall, Downtown properties, auto row, Caltrans properties, South Hayward BART, and the Holiday Bowl site.

Question: Do we currently recruit businesses? Response: Yes, we have two staff (Economic Development Manager and Economic Development Coordinator) that attend conferences and that actively recruit businesses. The City is currently recruiting a new Economic Development Manager.

Question: Has anybody voiced a need for a new conference center or hotel? Response: Yes, this was brought up during the visioning workshops.

Question: Does the City compare its permit process to other cities to see if it is business-friendly? Response: Yes, we look at other cities to determine how we compare to best practices. We have seen significant improvements since 2002.

Question: Is it easy to get permits to locate or expand in Hayward. Response: Some projects are complex and take time. The important thing is to have a process that is predictable and to work within a stated time-frame. The City does pre-application meetings so people know what to expect for permits (Planning, Building, and Fire). City is revising their handouts so that better information is available.

Question: Is information on-line for business owners. Response: Yes, but the website needs to be improved so the information is easier to find.

Comment: We should zone for certain types of businesses and offer a quicker process for projects and businesses that we want.

V. Group Discussion

- The following economic development assets, challenges, and opportunities were identified at the December visioning workshops:
 - Assets:
 - Good Parks
 - Farmers Markets
 - Water
 - Stable Businesses in Industrial Area
 - Location
 - Downtown Layout
 - Challenges:
 - Vacant buildings
 - Image/reputation
 - Permitting and licensing
 - Traffic
 - More shopping and nightlife
 - Hotel conference center
 - Opportunities
 - Library
 - College and university
 - Entertainment zone
 - High tech businesses
 - Family Restaurants
 - Empty spaces

Comments: We hear a lot of complaints about permit processing. Response: There will always be complaints as some people get frustrated. It is important to show metrics so people understand that we are in-line with best practices. The website is difficult to navigate, but the City does provide information about performance and permits on a quarterly basis.

Questions: Do we have a one-stop shop where you do not have to go to several locations to get permits? Answer: Planning, Building, and Fire staff are all in one location and work out of the permit center. Other staff come to meetings as requested.

Question: Does the City use software like SharePoint to share documents and to avoid the use of paper? Response: No, we still require paper applications. We are updating our permit software with a new enterprise resource planning (ERP) system. This will help us coordinate the process with all departments, including the Finance Department. It could eventually lead to a paper-less system.

Comment: We could have a consulting group to assist new businesses (restaurants). They could visit the restaurant and provide input to improve service and food.
Responses: We could work with the Chamber and SCORE (www.eastbayscore.org). We do offer small business development training, such as workshops and training meetings. This idea would be different, as the group would go to the business. This is similar to PG&E's model for installing solar. They go directly to the business or the home. An analysis of the business would help give business owners perspective on what is going on and how to improve.

Question: Who uses Yelp? Responses: I have found Yelp to be overly critical. Yelp is good for providing positive feedback.

Comment: We need to focus on the development of our youth. Education is key. Attracting higher salary families will open up opportunities for new businesses. The school district has low salaries for experienced teachers. We need to make teachers a priority, and pay them well. We could also require businesses to provide health benefits and sick leave, like the City of San Francisco. Responses: Not sure about following San Francisco, as we do not have the density of businesses and the tourism to support businesses. San Francisco has also lost a lot of businesses to Oakland (restaurants and entertainment).

Comment: The City gave an award to Siemens Company because of their support of schools (they provide backpacks to schools and provide time-off to employees so they can volunteer in schools). We need to bring more high-end companies to Hayward for tax dollars and for their people to support education. We need to reserve land for businesses. The Pepsi plant is a good example. We did not allow housing on that site and we eventually got Pepsi to locate here.

Comment: Investing in Youth is important. We also need to invest in the diverse economic groups in Hayward. We need to put money into things outside of schools, like YMCAs.

Comment: We need to work with teachers to get children invested in their City.

Comment: We need better branding. We are an international city with diversity.

Comment: We need to develop business partnerships with schools: engineers that tutor math students.

Comment: We need more youth enrichment program paid for by schools, the City and HARD. We need a coordinator to increase mentoring in schools.

Comment: We have a great Youth Commission and they are engaged. It is very exciting.

Question: How does the City's minimum wage affect businesses? Response: The City does not have a minimum wage. There is a living wage ordinance that applies to City contracts. Most cities have that requirement. To have a contract with the City, you must provide a living wage to employees.

Question: Can you make it easier for certain types of businesses to locate in certain zones? Response: It is easier to restrict certain types of uses in various areas of the city, such as cigarette stores. Manufacturing uses are allowed in industrial zones, usually without permits.

Comment: The zoning limits the number of bars on B Street to two bars per block. I would like that to change to support entertainment

Question: Does the City have anything to address aesthetics, such as guidelines for new businesses? Answer: Yes, the City has design guidelines for the design of new buildings. Flashing lights are addressed in the sign ordinance. A lot of signs and banners are not permitted. Code enforcement is a challenge.

Comment: Some ordinances are too restrictive. We should be flexible if the signs are temporary. Responses: There is a balance between clutter and advertisement.

Comment: I know a business owner that wants to paint a mural sign on his building but he cannot afford the \$600 sign permit (mural with sign for a piano bar). Why should he

have to pay a permit if he is improving the building with a beautiful building?

Responses: We need to enforce sign regulations to be consistent. We would need to look at the details of what he wants to do to determine if it is a sign or a mural.

Question: Does the City offer incentives for painting or improving buildings? Response: No.

Comment: We should look at other cities and their policies to attract new businesses. Look at cities that are successful in attracting small businesses and do what they do. We do not have to reinvent the wheel.

Question: Is our fee schedule for permits comparable with other cities? Response: Yes. Our fee structure is set up so that the City can be reimbursed for their services related to permit processing.

Comment: If businesses are not coming, then we need to look at our fees. Responses: Permit fees are revenues that cities can keep themselves. Reducing fees is hard when the City has budget constraints.

Comments: We should look for opportunities to retain a developer for a big change. Donald Trump builds hotels in smaller cities and he gets short-term tax breaks if he promises to stay in the community over the long-term. We should try something different like this to get more businesses here.

Comments: We could waive taxes and build infrastructure to get certain businesses. Responses: I am concerned about under-cutting other cities and then giving away land to get buildings when we do not have money to pay for police and fire, and services. We need to recover costs so that we can provide services and infrastructure. A lot of cities have given huge subsidies and then the businesses leave (Solyndra). We have to be careful about giving things away. Response: Yes, but empty storefronts do not generate money. Response: That is true, but we are also addressing supply and demand. Maybe we have too many storefronts and there is not enough demand for commercial uses. Maybe we need to rezone those properties.

Comments: Incentives should be targeted to certain areas. We have year after year deficits. We have to be careful and weigh and balance incentives.

Comment: We need to improve our public image on the news. Anything that is positive needs to be in the press to improve Hayward's image. Response: We need to be intentional about any excuse to celebrate.

Comment: Sites in Cherryland and unincorporated areas give us a bad reputation. We need to develop healthy relationship with Alameda County to control blight and address code enforcement issues in County areas near the City.

Comment: We need to bring good business in and others will follow. We need to do this through a combination of permitting, fees, environment, marketing, etc.

Question: What about annexations? The City does not want to provide services to unincorporated areas. Large residential area would need public services. We would only want the business areas on A Street. Response: The City cannot afford to annex residential areas alone and the County does not want to lose commercial areas. Response: We were forced to annex Happyland and South Garden. These areas are a tax burden. It is older residential and the wrong type of residential. The commercial areas need to be improved and the infrastructure is lacking in unincorporated areas.

Comment: We need a better residential image, regional image, and national image. Response: Consultant will help with marketing and branding. City is also going to hire a public information officer to promote the City and issue press releases.

Comments: Do we have a Facebook page?. Response: Yes we do.

Comment: Chabot TV is a growing local TV station. They could do a spotlight on Hayward to improve the image.

Comment: We have a clean-up event for the South Garden Neighborhood.

Comment: Chuck Horner works with youth to change the culture of youth vandalism. We have an Adopt-a-Block program to address crime, trash, graffiti, and to keep Hayward clean and green. The City has 17 Adopt-a-Block programs. Adopt-a-Block is about neighbors cleaning their neighborhoods. The solution is in people, not in money.

Comment: The Police Department in Fremont has good programs to increase civic responsibility at the block level: Fremont Neighborhood Watch, Crime Prevention through Environmental Design (CPTED) evaluation, Know your Neighbor, Neighborhood

Watch, Adopt-a-Block. We should be engaged in asset-based community development: grass roots effort to influence our community.

Comment: There is a Neighborhood Alert meeting and State of the City address on the last Wednesday of the month at the Food Court in Southland Mall.

Comment: There was an article in Governing Magazine about City branding and niche development. Las Vegas is trying to redevelop its downtown to create culture outside of the strip. They have artist lofts, coffee shops that serve alcohol at night, and a creativity and arts center that taps the creative class in Hayward and brings them together to work on ideas and concepts. Hayward has a lot of creativity. We need to create space for creativity. We need to develop our niche. What is our specialty?

Comment: We need to get beyond the mental block of “we need money to do that”.

Comment: We could have events for arts, apps, and technology.

Comment: Our theater shows the performances of the Met in New York. People come from Berkeley to watch.

Comment: Branding is about developing the image of the City. Promoting the good things that Hayward has to offer and advertising and promoting the positives of the City.

Comment: Hayward has excellent water.

Question: Has Pete’s Coffee helped the City get more businesses? We need to capture sales leaving Hayward. Businesses state that the City does not have the right demographics.

Comment: We could have a welcome basket for new businesses. Response: Perhaps it could be a virtual welcome basket on a website. Some neighborhoods have welcome baskets for residents.

Comment: Hayward is a two-college town (multiple college town). This has not been embraced for a long time. We need to keep college money in town. We have open space near the college and the potential to capture tax revenue from Cal State Students. Responses: We need to connect to CSU and develop good relationships with faculty and staff. We need to provide services and businesses that they will utilize. We need a shuttle from CSU to Downtown and BART.

Comment: We need to become a “Communiversality”. It’s a great idea that we need to run with until it becomes a reality. We need college book stores in Downtown, restaurants, a University store, and entertainment.

Question: Does City have a liaison with the University? Response: Not really. We need to build better relationship with the University.

VI. Public Comment Period

Comment: Invitation to the neighborhood alert and clean up events.

Comment: We should have a mural about litter. Teach children about ecology. Don’t litter.

Question: What’s up with the solar powered trash compactors? Response: Solar power operates a trash compactor, which reduce the time and expense to empty trash cans. City should provide education about the compactors.

Comment: I think the City should show us how permit fees are used.

Friday: Dateline NBC will have a story about Michelle Le showcasing the work of the Hayward Police Department.

VII. Review list of Outreach Meetings

- Justin and Al have meetings scheduled
- Other Updates:
 - Chabot College: on break
 - January 17th Renaissance Walk HOA
 - Hayward Area Recreation and Park District Arts Director: enthusiastic
 - Ed Bogue: not happening this month
 - Facebook Task Force Page
 - Erik: Apartments
 - Clean and Green Task Force

VIII. Adjourn



General Plan Update Task Force Meeting

February 7, 2013

Meeting #5 – Vision and Guiding Principles

Memorandum

TO: General Plan Update Task Force
FROM: Erik Pearson, Senior Planner
SUBJECT: Vision and Guiding Principles

In preparation for the February 7 meeting of the General Plan Update Task Force, the attached Draft 2040 Vision and Guiding Principles is provided for your review. This memorandum provides a brief summary of how this document was prepared and the proposed process for refining and finalizing the document.

Preparation of the Draft 2040 Vision and Guiding Principles

In November 2012, the City of Hayward started the initial phase of community outreach for the 2040 General Plan Update. The purpose of this phase of outreach was to gain an understanding of the community's values, priorities, and aspirations for the future, and to work collectively to formulate a vision for the future of Hayward. Community input was collected through the following visioning efforts:

- **Community Workshops:** Six Community Workshops were held in November and December 2012. At each workshop, community members participated in a variety of interactive exercises designed to collect the community's values, concerns, priorities, and ideas for improving Hayward.
- **Neighborhood Meetings:** Seven Neighborhood Meetings were held in January 2013. These meetings were organized by members of the General Plan Update Task Force. Community members participated in variety of interactive exercises to provide ideas on how to improve the Hayward community.
- **Community Survey:** A Community Survey was developed to gain input related to a variety of topics, including transportation, dining and entertainment, education, housing, parks and open space, sustainability, and emergency readiness.

- Hayward2040.org: Community members participated in an on-line discussion forum and idea-generation website designed to help the City obtain community input about the General Plan.

City staff reviewed and organized the collective input from the community outreach efforts to identify the major ideas or themes that were generally repeated and emphasized by the community throughout the process. Based on these major ideas or themes, staff prepared the attached Draft 2040 Vision and Guiding Principles. The document contains text and photographs that describe and illustrate the community-based vision for Hayward. It includes the 2040 Vision and eight Guiding Principles. The 2040 Vision is a brief paragraph that attempts to capture the community's collective ideas on how Hayward would ideally change and evolve over the next 28 years. The Guiding Principles are broad statements that further define the City's focus for achieving the vision. The order of the eight Guiding Principles is not significant (i.e., the order of the Guiding Principles is not based on the community's priorities).

City staff is currently collecting appropriate photographs to include in the document. Task Force members may contribute photographs to include in the document by emailing the images to Erik Pearson (Erik.Pearson@hayward-ca.gov).

Process for Refining and Finalizing the 2040 Vision and Guiding Principles

At the February 7th General Plan update Task Force meeting, City staff will be asking the Task Force members to provide specific and detailed comments on the Draft 2040 Vision and Guiding Principles. Based on comments from the meeting, as well as additional input collected from the January Neighborhood Meetings and Hayward2040.org, the document will likely be refined and revised by City staff. The 2040 Vision and Guiding Principles will then be presented to the Planning Commission and City Council at a Joint Study Session on February 19, 2013. Based on input from the Planning Commission and City Council, the document will be further revised. The Draft Vision and Guiding Principles will then be presented and discussed at two Community Workshops on March 6th and March 13th. City staff may refine or revise the document after the workshops. Staff anticipates presenting the final 2040 Vision and Guiding Principles for Council adoption on April 16, 2013. The adopted Vision and Guiding Principles will then be used to guide the development of policies and strategies for the new General Plan.

LOOKING FORWARD
2040
HAYWARD GENERAL PLAN



DRAFT
2040 VISION
AND GUIDING PRINCIPLES
JANUARY 2013



Introduction

"The only thing worse than being blind is having sight, but no vision."

Helen Keller



Imagine that you could transport yourself into the future to the year 2040. Imagine that you could see and experience the City of Hayward after years of forward progress and improvements to the community. What would be different about Hayward, and what positive changes would you see? What would be the same, and what assets or characteristics from today would remain in the future?

In late 2012 and early 2013, members of the Hayward community engaged in a variety of exercises to imagine or envision Hayward's future. Community members participated by attending community workshops and neighborhood meetings, taking a community survey, and posting and discussing ideas on an on-line visioning platform called Hayward2040.org. The goal of these efforts was to gain an understanding of the values, priorities, and aspirations of the Hayward community, and to formulate a vision that would preserve and enhance local assets, address community challenges, and capitalize on opportunities to improve the city.



This document synthesizes the collective input received from the City's visioning efforts and outlines a unified vision that generally captures the community's future aspirations. It also includes guiding principles, which are broad statements that express the community's priorities and further define the City's focus for achieving the vision.



The Vision and Guiding Principles will be used to guide the development of a new general plan for the City of Hayward. Every city and county in California is required to have a general plan, which is a coordinated and strategic document that establishes the community's long-term goals and policies related to growth and development. The Vision and Guiding Principles will set the overall focus and priorities for the Hayward 2040 General Plan update. They will help the City of Hayward and the Hayward community develop and evaluate alternative solutions to achieve the vision, and will guide the development of the policies and strategies that will ultimately form the City of Hayward 2040 General Plan.

Major Visioning Efforts

Below is a list of the major visioning efforts that occurred in late 2012 and early 2013:

Community Workshops:

- November 29, 2012, City Hall
- December 1, 2012, City Hall
- December 3, 2012, Martin Luther King Middle School
- December 6, 2012, Fairway Park Baptist Church
- December 10, 2012, Southland Mall
- December 12, 2012, Hayward High School

Neighborhood Meetings:

- January 19, 2013, Prospect Hill Neighborhood Association
- January 26, 2013, Cotter Way Neighborhood
- January 30 and 31, 2013, Hayward Senior Center
- January 17, 2013, Renaissance Walk Homeowners Association
- January 24, 2013, Photo Central (HARD)
- January 30, 2013, Eden Shores Homeowners Association
- January 22, 2013, Woodland Estates Homeowners Association

Community Survey:

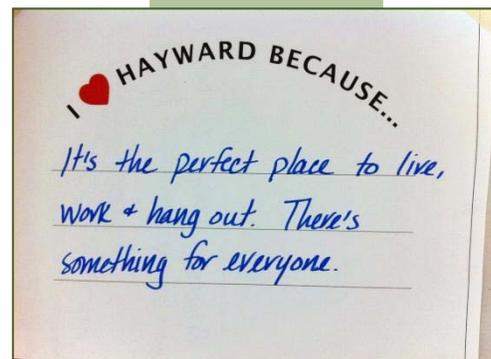
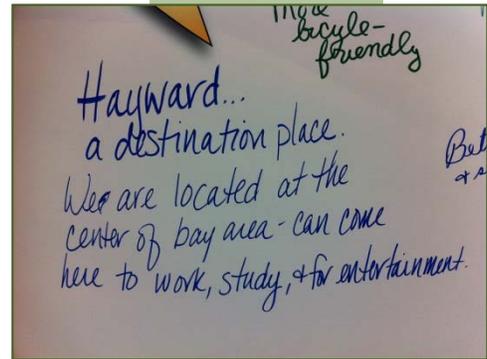
- Written surveys were distributed in December at all Community Workshops, City Hall, and the Hayward Public Library
- An on-line version of the survey was promoted through the City's email distribution lists and the City's website

Hayward2040.org:

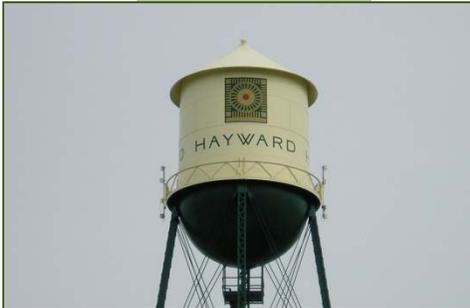
- An on-line brainstorming and discussion board for the visioning efforts was active between January 22nd and February 15th

A summary of the comments received as a result of the above visioning efforts can be downloaded at:

- <http://www.ci.hayward.ca.us/GENERALPLAN/>



Insert photo of family biking on an open space trail



Insert photo of elementary school children at school



City of Hayward 2040 Vision

After years of improvement and forward progress, Hayward has become a distinguished and desirable community known for its vibrant and prosperous Downtown, livable neighborhoods, excellent public schools, robust economy, and growing reputation as one of the best college towns in the Western United States. With a variety of clean, safe, and green neighborhoods, and a safe and accessible network of neighborhood parks and natural open space, Hayward is home to one of the most diverse, educated, and healthy populations in the Bay Area. It is a destination for learning, entertainment, culture, recreation, and commerce. **Hayward is a community that individuals, families, college students, and businesses proudly call home.**



Guiding Principles

The following guiding principles further express the community's priorities and focus for achieving the 2040 Vision:

- Hayward should have **excellent public schools**, and youth enrichment activities and programs in every neighborhood.
- Hayward should have **safe and clean neighborhoods** that support a diverse population and provide all residents with opportunities to live an active, healthy, and green lifestyle.
- Hayward should **improve and maintain existing infrastructure** and **provide excellent police, fire, and emergency response services** to meet the current and future needs of the community.
- Hayward should have a **robust and diversified economy** that is based on innovation, creativity, and local entrepreneurship.
- Hayward should have a **safe, vibrant, and prosperous Downtown** that serves as a destination for business, shopping, dining, entertainment, and college-town culture.
- Hayward should have a reputation as **one of the best college towns** in the West.
- Hayward residents, workers, and students should have a variety of **safe, affordable, and convenient transportation** choices.
- Hayward should **protect, enhance, and improve access to its baylands and hillsides** to connect people with nature and provide opportunities to live an active outdoor lifestyle.



Insert photo of family gathering or family eating a meal

Insert photo of children playing soccer

Insert photo of college students walking on campus

Each Guiding Principle is described in greater detail on the following pages.



Insert photo of women shopping in Downtown setting

Guiding Principle 1:

Insert photo of teacher and kids raising their hands

Hayward should have excellent public schools, and youth enrichment activities and programs in every neighborhood.

Improving Hayward’s schools and enriching the lives of Hayward’s youth is a major priority of the Hayward community. While the City of Hayward does not have direct control over public school administration or curriculum, it will expand and improve its youth enrichment services and programs and work with local school districts to enhance school performance. Improving school performance will require coordination with school administrators, teachers, parents, businesses, volunteers, the Hayward Area Recreation and Park District, and non-profit organizations. The City will develop policies and strategies to form new partnerships, seek creative solutions, and strategically invest resources to improve education, library services and programs, and other youth enrichment programs offered throughout Hayward’s neighborhoods. The goal is to improve education and schools so that they are an asset that attracts and retains families and businesses to the Hayward community.

“Let us think of education as the means of developing our greatest abilities, because in each of us there is a private hope and dream which, fulfilled, can be translated into benefit for everyone and greater strength for our nation.”

John F. Kennedy, 35th President of the United States

Insert photo of high school students at graduation

Insert photo of pre-school student

Insert photo of child on a field trip

Insert photo of middle school students in classroom

Insert photo of child reading with a senior citizen

Insert photo of kids playing instruments

Insert photo of kids playing at park

Insert photo of children working on an art project

Insert photo of family walking in residential neighborhood

Guiding Principle #2

Hayward should have safe and clean neighborhoods that support a diverse population and provide all residents with opportunities to live an active, healthy, and green lifestyle.

The City of Hayward has a strong tradition of neighborhood planning and has made significant efforts to improve the safety and cleanliness of many Hayward neighborhoods. Despite these efforts, many neighborhoods are still struggling with pockets of blight and crime. Others lack convenient access to shopping and dining, community services, healthy food, and parks and recreational uses. The City will adopt policies and strategies to transform Hayward's neighborhoods into safe, clean, and desirable communities. The goal is to create complete neighborhoods that support a diverse population, offer a high-quality of life, and provide a variety of opportunities to live an active, healthy, and green lifestyle. The City will develop policies and strategies to rehabilitate homes, preserve historic neighborhoods, improve the energy and water efficiency of homes, address crime and safety, encourage the redevelopment of blighted properties, and improve neighborhoods with parks, community centers, community gardens, affordable housing, and neighborhood shopping and dining. The City will also develop policies and strategies to support street improvements and new developments that provide residents with a safe, convenient, and enjoyable environment to walk, ride a bike, or take transit. By doing this, better access and connections will be provided between homes, community centers, parks, recreation facilities, and the City's open space system. The City will also encourage and support grass roots efforts to improve neighborhoods and to serve Hayward's youth and senior populations.

"You take care of you and your family first. Then you go to your neighborhood, and then you spread it on out within the community."

Al Smith, 42nd Governor of New York

Insert photo of children working at a community garden

Insert photo of seniors exercising at a senior center

Insert photo of police officer

Insert photo of building damaged in earthquake

Insert photo of road construction work

Insert photo of firefighters fighting a building fire



Guiding Principle #3

Hayward should improve and maintain existing infrastructure and provide excellent police, fire, and emergency response services to meet the current and future needs of the community.

The quality of the City's infrastructure and police, fire, and emergency response services has a direct impact on Hayward's overall quality of life. The City will develop policies and strategies to improve public safety through better partnerships between neighborhood organizations, residents, businesses, and the Police and Fire Departments. This will include new policies and strategies to ensure that the community is prepared and equipped to survive impending disasters, such as wildland fires, coastal and stream flooding, and the next major earthquake in the Bay Area. The City will develop policies and strategies to maintain and enhance existing infrastructure, including roads, sidewalks, power lines, and water, sewer, and storm drain facilities. Sustainable infrastructure improvements that reduce the long-term use of water, energy, and financial resources will be prioritized. The City will also develop policies and strategies to ensure that new growth and development does not constrain the City's ability to provide adequate infrastructure and services to existing and future generations.



Insert photo of grand opening of a business



Guiding Principle #4

Hayward should have a robust and diversified economy that is based on innovation, creativity, and local entrepreneurship.

Hayward has many assets that can help the City develop a robust and diversified economy, including an industrial corridor, Hayward Executive Airport, Downtown Hayward, Chabot College, and California State University, East Bay. The City is also ideally located within the Bay Area and has excellent access to the Port of Oakland, Oakland International Airport, and regional transportation routes, including freeways, freight rail, Amtrak, and BART. The City will develop policies and strategies to improve and diversify the City's economy and generate high-quality jobs. This will mainly be done by improving business and land use regulations, implementing branding and marketing programs to enhance the image of the City, and improving business attraction, retention, and expansion efforts. The City will also develop policies and strategies that support local entrepreneurship, research and development partnerships with colleges and businesses, the revitalization of commercial corridors and Downtown Hayward, and the development of a college-based population and economy.



Insert photo of building construction

Insert photo of scientist or high tech worker





“Downtown Hayward is the hub of the City, where everyone shops, dines, plays, and celebrates.”

Member of Hayward Community

Insert photo of band playing in a college bar



Insert photo of couple walking in downtown setting

Insert photo of family enjoying ice-cream in a downtown setting

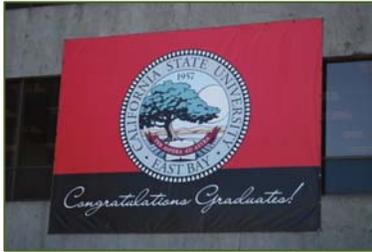
Guiding Principle #5

Hayward should have a safe, vibrant, and prosperous Downtown that serves as a destination for business, shopping, dining, entertainment, and college-town culture.

While many communities in the Bay Area have goals to develop a city center or downtown, Hayward is one community that is blessed to have an authentic and historic Downtown.

Preserving and enhancing this important community asset is a major priority. While the City has made significant investments that have improved the Downtown, the historic core of the City is still struggling and is far from reaching its full potential. The City will develop policies and strategies to transform Downtown Hayward into a safe, vibrant, and prosperous shopping, dining, and entertainment district that offers enhanced cultural experiences for residents, families, college students, and visitors. The City will also continue to support the development of Downtown housing to create new opportunities for people to live in a safe, mixed-use, walkable, and transit-oriented urban neighborhood.





Insert photo of college lecture hall with students

Insert photo of college students learning in class

Guiding Principle #6

Hayward should have a reputation as one of the best college towns in the West.

Hayward is home to Chabot College and California State University, East Bay. Despite this fact, Hayward does not function or have a reputation as a college town. Chabot College and California State University, East Bay, are generally known as commuter schools that serve students living throughout the greater Bay Area. In general, most students do not have a strong connection to the Hayward community. While they may attend classes in Hayward, they are generally living, socializing, and spending money in other communities. The City will develop policies and strategies to transform Hayward into a true college town by supporting more student and faculty housing and businesses that cater to college students, particularly in Downtown Hayward. These policies and strategies will encourage collaboration with college officials to develop better “town-gown” relationships, create research and development partnerships with local businesses, and promote events and festivals that foster college culture and a sense of college and community pride. Developing into a true college town or “communiversity” will help diversify the City’s economic base, generate businesses and jobs, and help the City’s economy during future economic recessions.

“College Towns... are comparatively recession-proof because they are dominated by schools and the students who form a consistent population of spenders.”

American Institute for Economic Research

Insert photo of college students hanging out at a bar

Insert photo of college students working on a laptop at a coffee shop

Insert photo of college students moving into a dorm

Insert photo of college students studying on a campus green

Guiding Principle #7



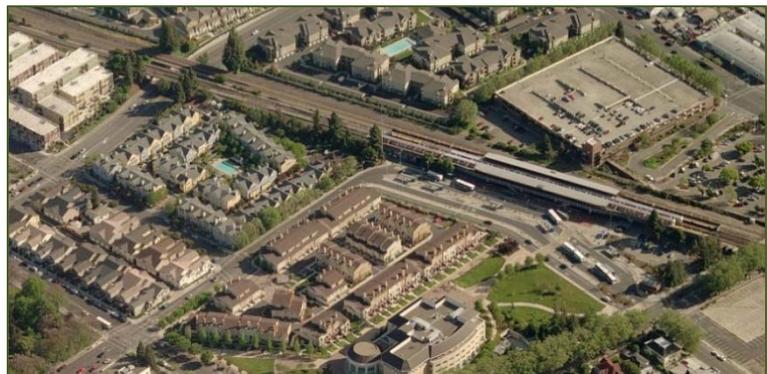
Insert photo of BART Train

Insert photo of bicyclist on a city street



Hayward residents, workers, and students should have a variety of safe, affordable, and convenient transportation choices.

Like many cities in California, Hayward’s transportation system and neighborhoods were largely developed with the assumption that the automobile would be the primary mode of transportation. Many current Hayward residents, students, and workers desire more transportation choices. The City of Hayward will continue to develop policies and strategies to support development patterns and transportation improvements that allow and encourage more and more residents, workers, and students to walk, bike, or take transit. The City recognizes that the automobile will still have a significant role in the future. However, the City will work to create a more balanced and multi-modal transportation system; a system that provides more options and choices for commuting and everyday trips. The City will continue to support compact and higher density development near BART and Amtrak stations, and along commercial corridors that are served by bus transit. This will allow people to live with less dependence on the automobile for everyday life. Parking policies and standards will also be evaluated for developments in these locations. Enhanced transit or shuttle services between BART and Amtrak stations, Downtown Hayward, the city’s industrial corridor, Chabot College and Cal State University, East Bay, will also be developed to provide more travel options for residents, workers, and students. The City will also encourage active transportation choices, such as walking and biking.





Guiding Principle #8

Hayward should protect, enhance, and improve access to its baylands and hillsides to connect people with nature and provide opportunities to live an active outdoor lifestyle.

The natural baylands and hillsides that define the western and eastern edges of the City are major community assets. They provide residents with opportunities to exercise, enjoy nature, and view the scenic resources of the San Francisco Bay. These open space resources and passive recreational opportunities should be preserved and enhanced to improve community health and Hayward’s overall quality of life. The City will work in partnership with the East Bay Regional Parks District and the Hayward Area Recreation and Park District to develop policies and strategies to improve access and expand recreational activities within the bay, baylands, and hillsides, such as kayaking, boating, hiking, and biking.

“Look deep into nature, and then you will understand everything better.”

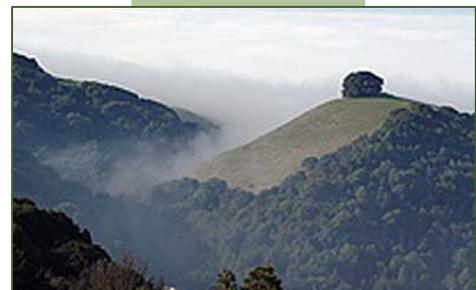
Albert Einstein, Theoretical Physicist

Insert photo of person kayaking in the Bay



Insert photo of family mountain biking

Insert photo of person running on an open space trail





Visit the project website or contact us for more information:

<http://www.hayward2040.org/>

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