Envision Downtown Hayward 2040

Joint City Council and Planning Commission Meeting

March 6, 2012

CITY OF HAYWARD
HEART OF THE BAY

CRP

CAL POLY
SAN LUIS OBISPO

Envision Downtown Hayward 2040

Who are We?

Community Planning Laboratory

City and Regional Planning Department

Cal Poly State University, San Luis Obispo

Professor Zeljka Howard

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Presentation Overview

Planning Process…… Ellen Moore

Overall Downtown Land Use and Circulation Proposals……..Jackie Terrell

City Center Opportunity Area…… Chris Ulrich

Main Street/B Street/Library Opportunity Area…… Ellen Moore

BART Opportunity Area…… Jenna Hahn

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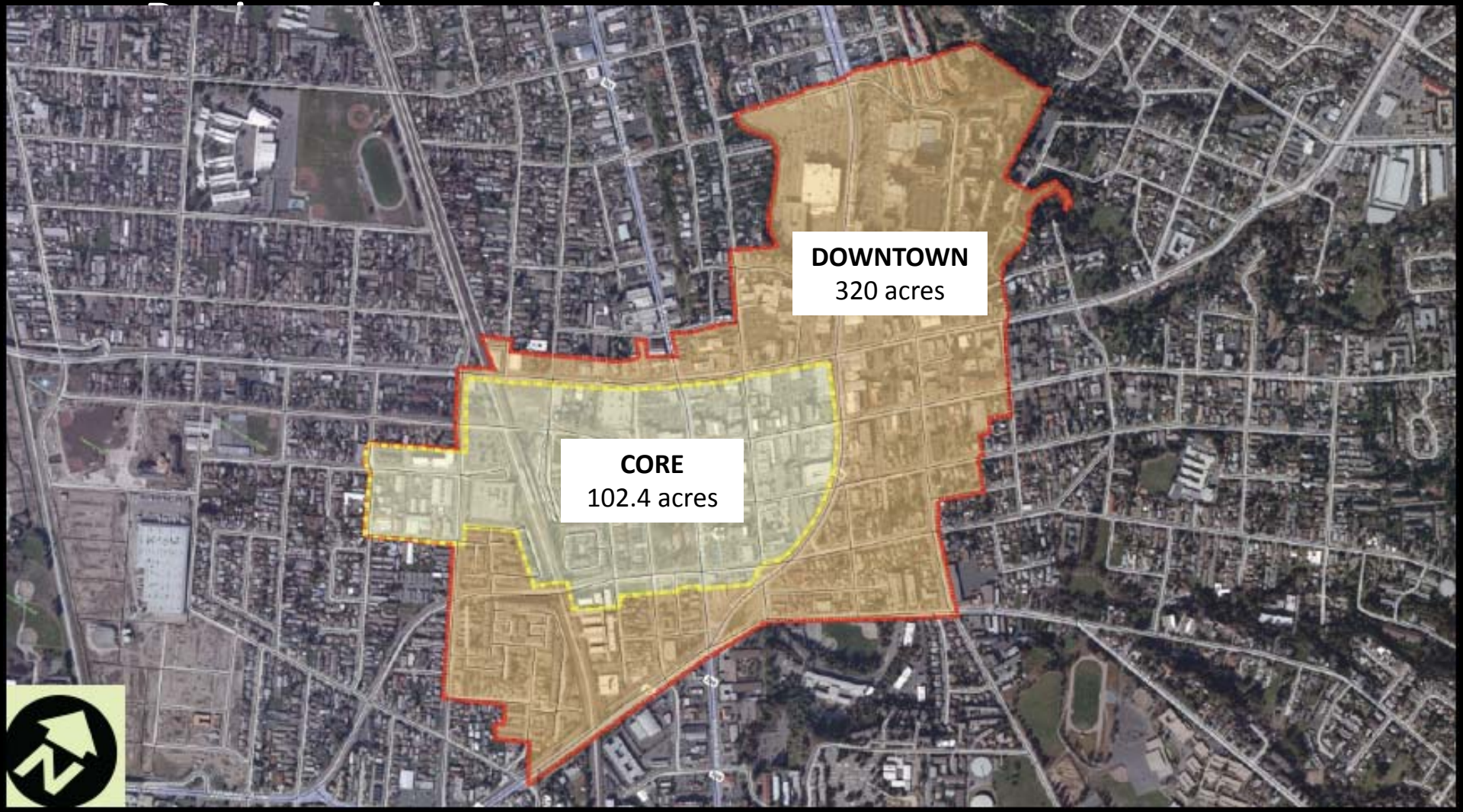
Project Area



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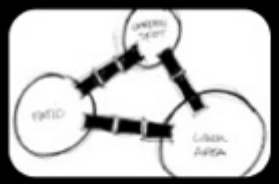
Planning Process

Existing Documents

Data Collection/Analysis

Community Input

Opportunity Sites for Development



Alternative Concept Plans

Community Input

Draft Downtown Plan

WE ARE HERE

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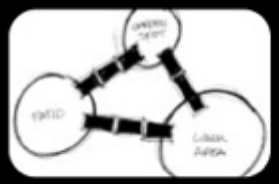

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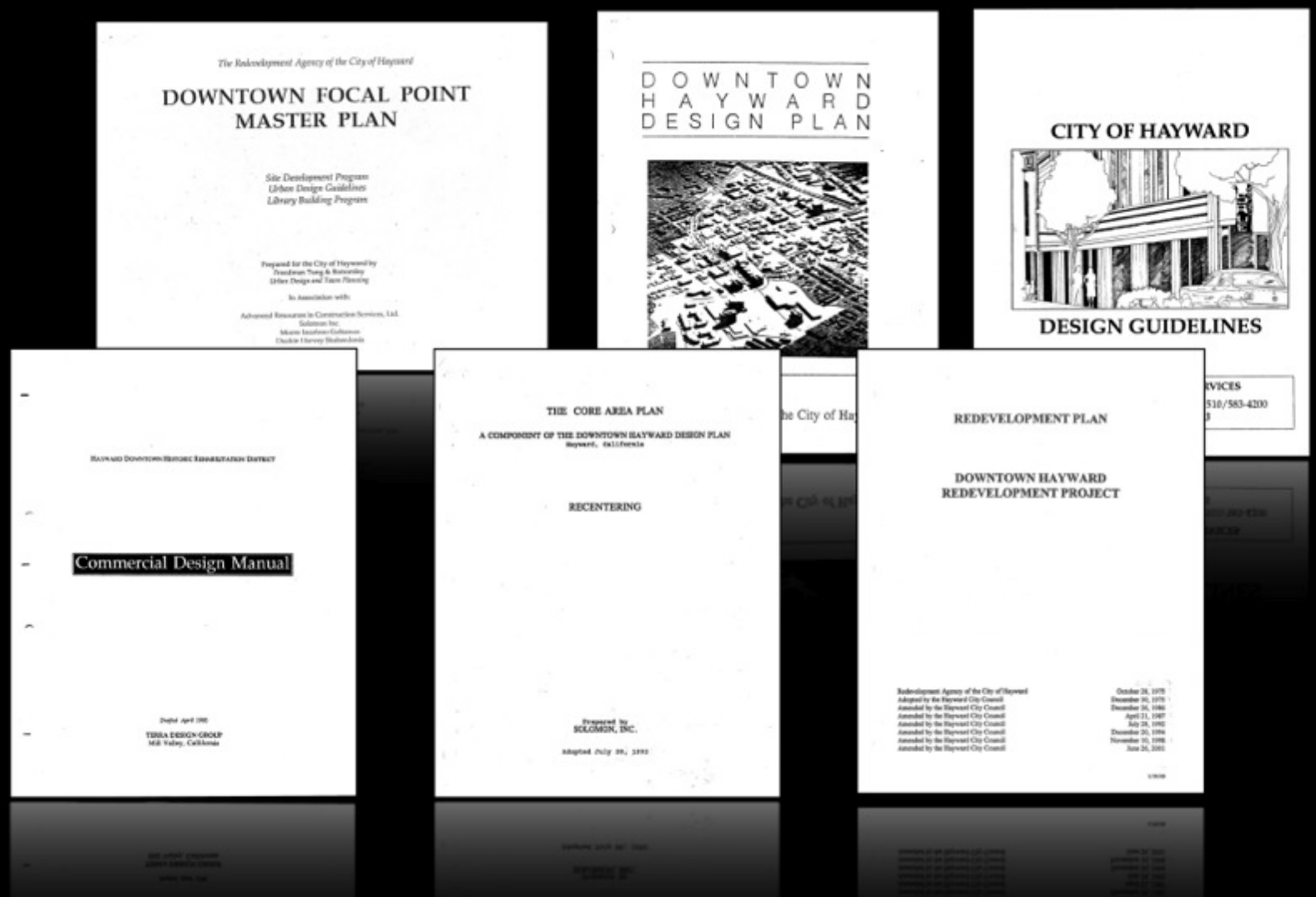

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Planning Process

Data Collection and Analysis

- Researched Topics
  - Land Use
  - Housing and Population
  - Historic Resources
  - Circulation/Transportation
  - Parks, Open Space, and Community Services
  - Natural Resources
- Methodology
  - Review of Existing Documents
  - City Staff Input
  - Field Data Collection

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Research Findings

Opportunities

- B Street improvements
- Historic buildings
- Mural art program
- Surplus of Parking
- Free parking
- Future library expansion
- Japanese Gardens and Creek
- New public and private development projects

Challenges

- Population increase of 32,000 over next 20 years
- Little undeveloped land
- Hayward Fault Line
- CSUEB location
- Few bike lanes
- Lack of entertainment for all ages
- Vacancies
- Loss of redevelopment funding

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Planning Process

Community Input

Community Events:

- Discussions with CSUEB Students (10/7/2011)
- Stakeholders Interviews(11/4/2011)
- Envision Hayward Workshop #1 (11/5/2011)
- Community Survey (ongoing)
- Focus-Group Meeting (12/3/2011)
- Envision Hayward Workshop #2 (2/4/2012)

Community Input

Envision Downtown Workshop (November 5th)

- Opinion Survey
- Visual Preference Survey
- Group Discussions/Mapping Exercise
- Group Reporting
- Consensus Building

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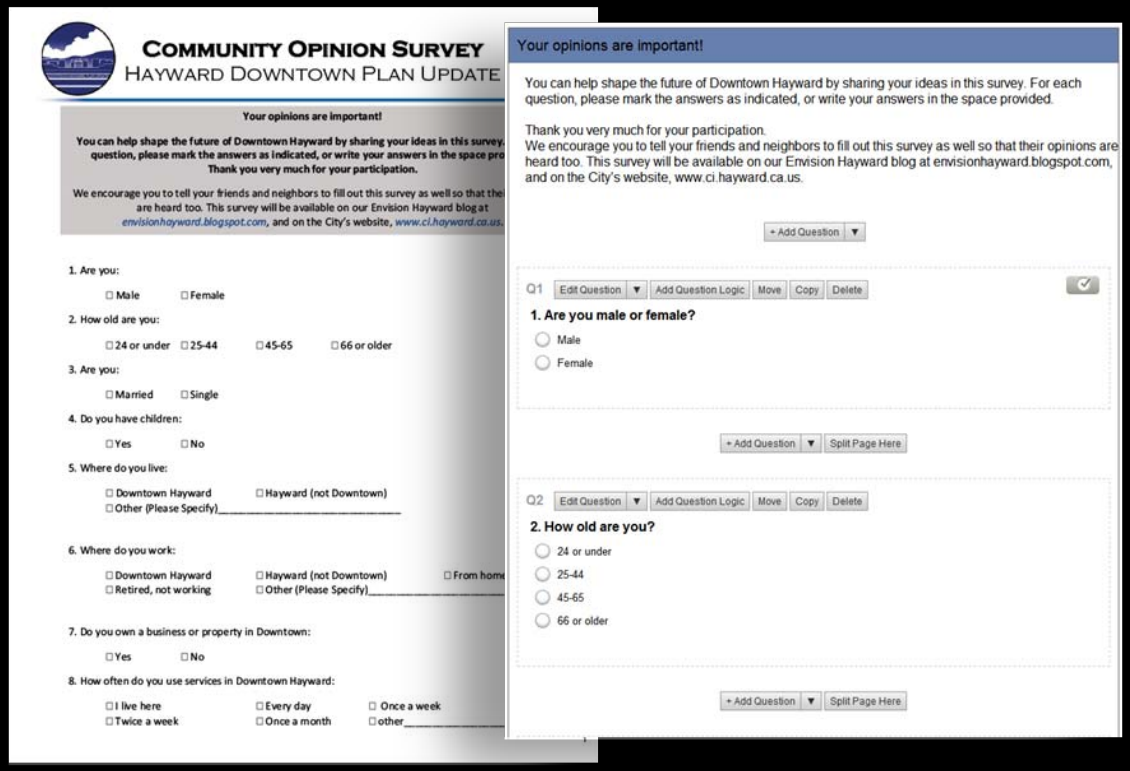
Community Input

Community Opinion Surveys

- 60 Responses in Workshop 1
- 90 Online Responses



COMMUNITY OPINION SURVEY
HAYWARD DOWNTOWN PLAN UPDATE

Your opinions are important!

You can help shape the future of Downtown Hayward by sharing your ideas in this survey. For each question, please mark the answers as indicated, or write your answers in the space pro
Thank you very much for your participation.

We encourage you to tell your friends and neighbors to fill out this survey as well so that the are heard too. This survey will be available on our Envision Hayward blog at *envisionhayward.blogspot.com*, and on the City's website, *www.ci.hayward.ca.us*.

1. Are you:
   - ☐ Male ☐ Female
2. How old are you:
   - ☐ 24 or under ☐ 25-44 ☐ 45-65 ☐ 66 or older
3. Are you:
   - ☐ Married ☐ Single
4. Do you have children:
   - ☐ Yes ☐ No
5. Where do you live:
   - ☐ Downtown Hayward ☐ Hayward (not Downtown)
   - ☐ Other (Please Specify)_____
6. Where do you work:
   - ☐ Downtown Hayward ☐ Hayward (not Downtown) ☐ From home
   - ☐ Retired, not working ☐ Other (Please Specify)_____
7. Do you own a business or property in Downtown:
   - ☐ Yes ☐ No
8. How often do you use services in Downtown Hayward:
   - ☐ I live here ☐ Every day ☐ Once a week
   - ☐ Twice a week ☐ Once a month ☐ other_____

Your opinions are important!

You can help shape the future of Downtown Hayward by sharing your ideas in this survey. For each question, please mark the answers as indicated, or write your answers in the space provided.

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+ Add Question ▼

Q1 Edit Question ▼ Add Question Logic Move Copy Delete

1. Are you male or female?

- Male
- Female

+ Add Question ▼ Split Page Here

Q2 Edit Question ▼ Add Question Logic Move Copy Delete

2. How old are you?

- 24 or under
- 25-44
- 45-65
- 66 or older

+ Add Question ▼ Split Page Here

Community Input

Community Opinion Survey Findings:

Most participants:

- Visit Downtown daily
- Visit Downtown to eat
- Use their personal vehicle to get Downtown
- Feel safe Downtown during the day
- Go to work outside of Hayward

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Community Input

Visual Preference Survey: Preferred Images

Mixed-Use Office Residential

Mixed-Use Office Commercial

Medium Density Residential

Streetscaping

Community Input

Envision Downtown Workshop 1 (November 5th, 2011)

- 60 community members
- Group discussions topics
  - What should be preserved in the Downtown?
  - What are the concerns in the Downtown?
  - What is your vision for the Downtown?

Community Input

Downtown Assets to be Preserved:

- B Street
- Community events
- Existing civic buildings and parks
- Existing businesses and restaurants
- Historic buildings
- Free parking
- New City Hall
- Japanese Gardens
- Proximity to BART

Community Input

Areas of Concern:

- Vacancies
- Safety and perception of lack of safety at night
- Disconnect from CSUEB and Chabot College
- “The Mini-Loop” project
- Lack of identity
- Homelessness
- Traffic and circulation

Community Input

Visions for the Future of Downtown:

- Create connection to CSUEB & Chabot College
- Redevelop City Center Complex & former Mervyn's headquarters
- Provide cultural amenities
- Improve pedestrian friendliness
- Create safe environment
- Provide diverse housing options
- More open space
- More murals

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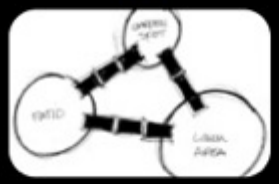
Planning Process

Existing Documents

Data Collection/Analysis

Community Input

Opportunity Sites for Development



Alternative Concept Plans

Community Input

Draft Downtown Plan

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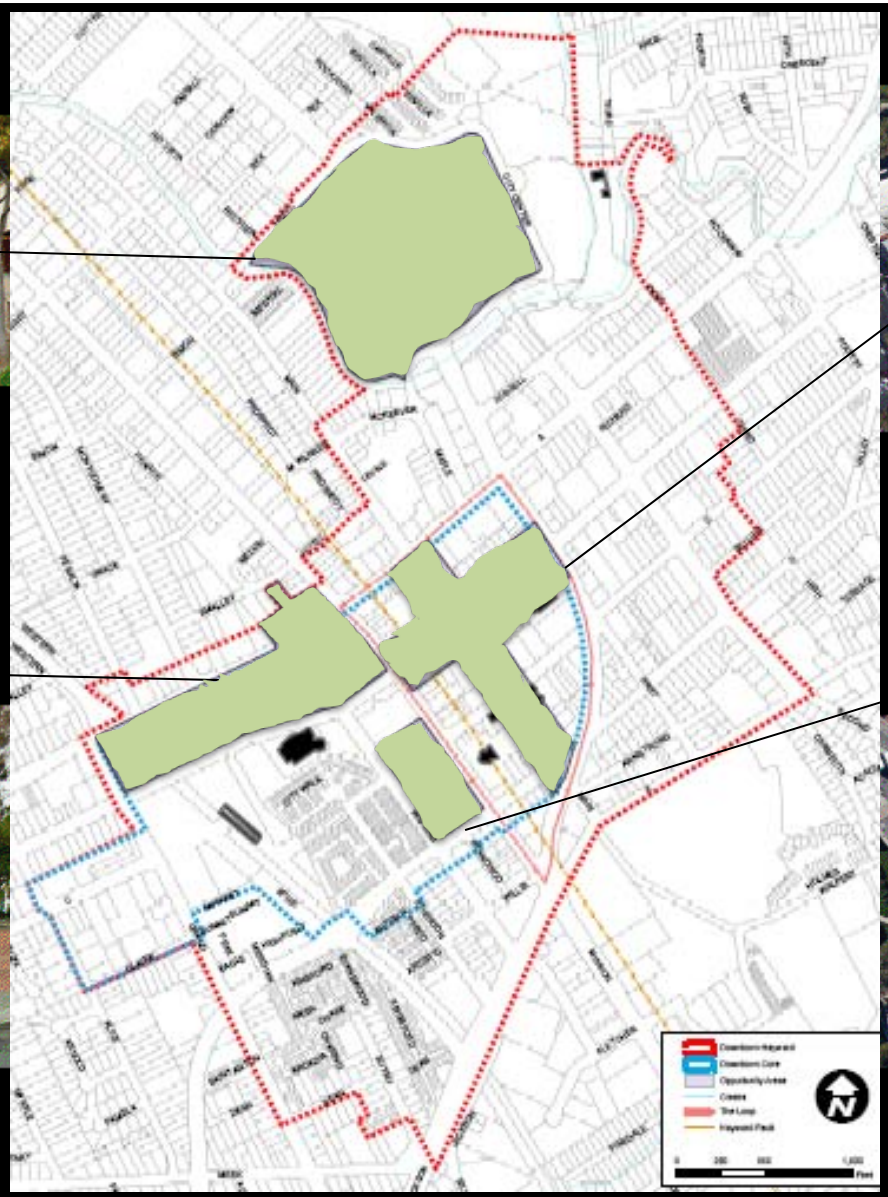
Opportunity Area 1

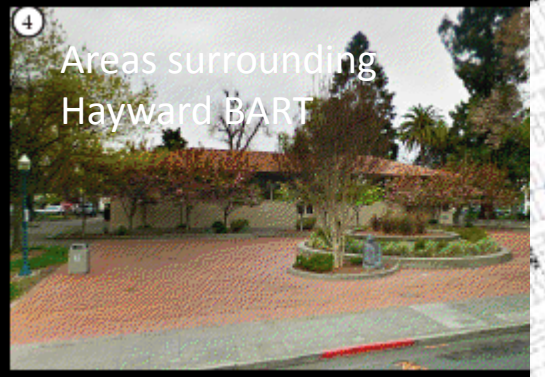
City Center Complex



Opportunity Area 3

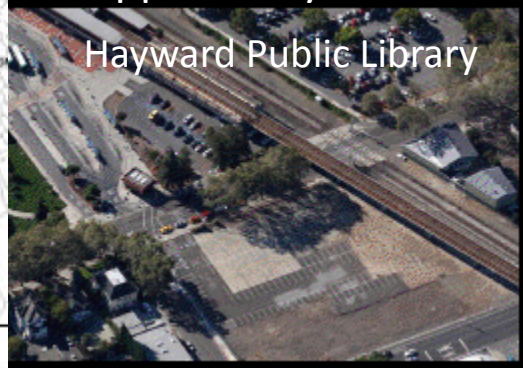
Downtown Core

Opportunity Area 2



Areas surrounding Hayward BART

Opportunity Area 4



Hayward Public Library

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Planning Process

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Vision

- Downtown Hayward will be a safe, distinguishable, and pedestrian-friendly core for entertainment and culture which celebrates its historical past while fostering economic vitality and development.

- Downtown will strongly reflect the diversity of Hayward and revitalize the City as the Heart of the Bay.

Community Input

Community Workshop #2 (February 4th, 2012)

- Alternative Plans for:
  - Downtown Concept
  - Opportunity Areas
- Group Discussions
- Participants feedback

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Downtown Hayward Conceptual Diagram

Key Comments:

- Shuttle to CSUEB and City Center is a good idea but route should be reevaluated
- Pedestrian connection across Foothill Boulevard is important
- Increase residential uses
- Improve current entrance to Japanese Gardens

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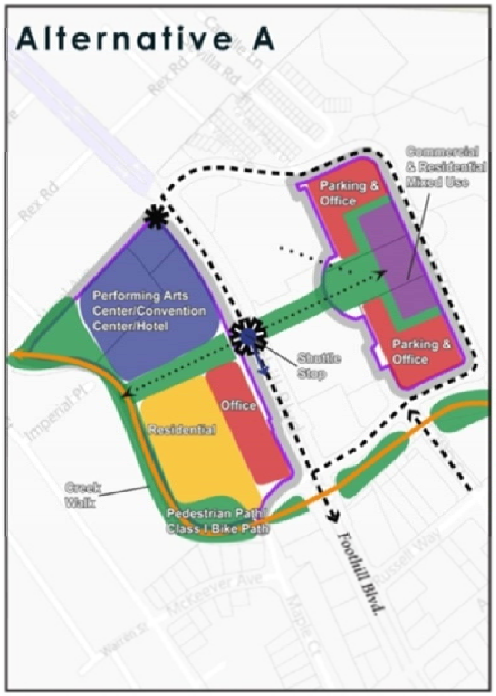
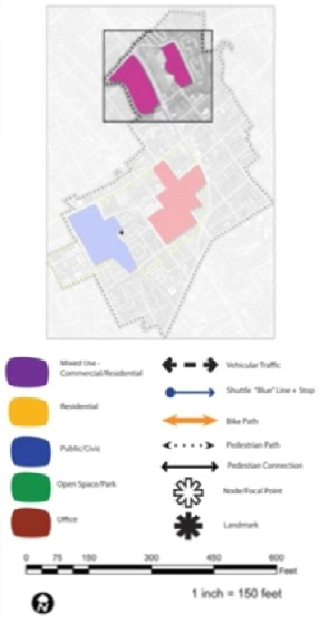
City Center Concept Plan Alternatives





Alternative A

- Performing Arts Center/Convention Center for large events to serve Hayward and surrounding areas
- Creek Walk with multi-use pedestrian pathway/bike path
- Shuttle stop in center of Foothill Blvd.
- Open Space with pedestrian pathway crossing Foothill Blvd. from Mixed-use area to Creek Walk
- Gateway at Performing Arts Center/Convention Center to lead visitors into Downtown Hayward
- Office space along Foothill Blvd.

Alternative B

- Hotel with open space transitioning to Creek Walk to increase gateway effect to the Downtown Core
- Performing Arts Center/Convention Center for large events to serve Hayward and surrounding areas
- Open space/Plaza connecting Performing Arts Center & Hotel
- Residential use atop Commercial to capture views
- Community Center
- Active recreation park
- Retail along Foothill Blvd

City Center Concept Alternatives

Key Comments:

- More residential uses
- Make Japanese Garden more accessible with creek walk
- Shuttle stop a good way to connect to Downtown
- Performing Arts Center appropriate in BART Opportunity Area
- Sports and family/youth recreational opportunities needed
- Good location for a hotel with conference space

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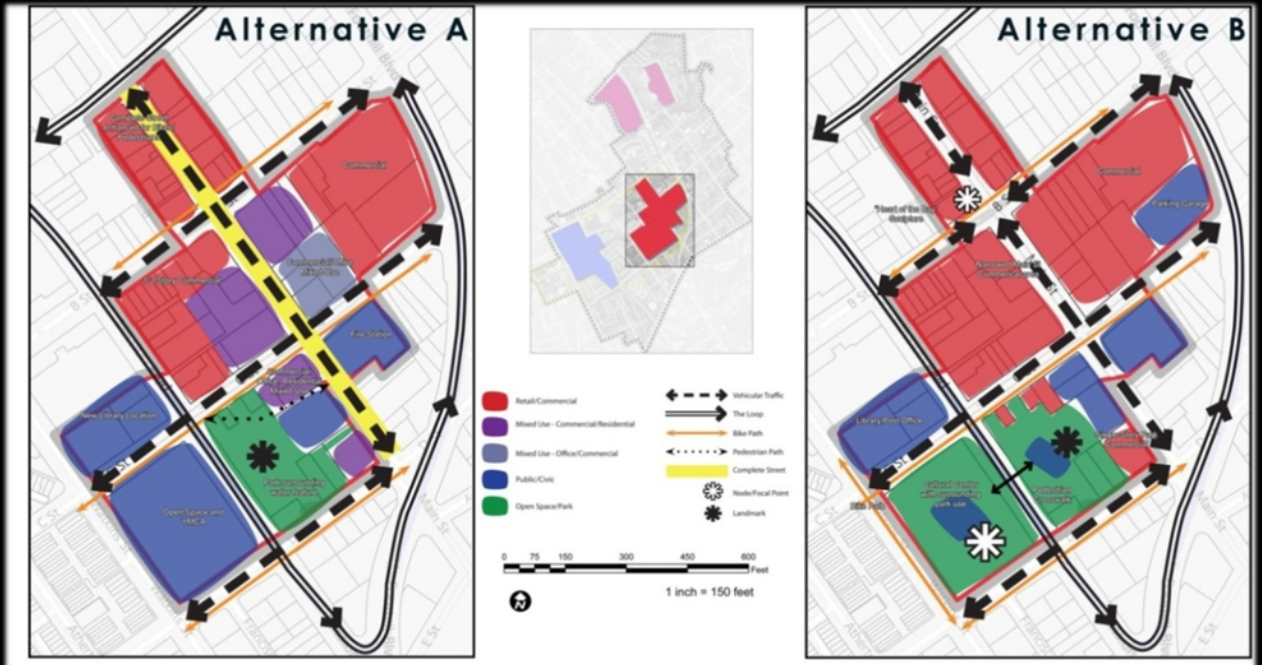
Main Street/B Street/Library Concept Alternatives



Alternative A Key Points

- Open space and YMCA at existing library location
- New Library next to existing Post Office
- Demolish Old City Hall building, replace with fountain feature, preserve existing playground on corner of Mission and D Street, develop open space and pedestrian paths surrounding it, preserve Veteran's Hall, parking lots, and other uses on block
- Linked pedestrian pathways connecting from BART to Main Street
- Adaptive reuse of Historical Society building - keep facade and stabilize rest of building with adjacent 3-story Mixed-Use Development: Commercial on 1st floor, Office on 2nd, Residential on 3rd
- Complete street on Main Street with car lanes, bike lanes, and extended sidewalks
- Mixed Use along C Street, Main Street and B Street, 3 Stories - Commercial on 1st Floor, Office on 2nd, Residential on 3rd
- Mixed Use on Corner of D Street and Main Street, 3 Stories - Commercial on 1st Floor, Office on 2nd, Residential on 3rd
- Commercial on the corner of A Street and Main Street, 1-2 Stories

Alternative B Key Points

- Amphitheatre incorporating facade of Old City Hall into stage backdrop
- Lighted Pedestrian Crosswalk across Mission connecting the Old Library site and the Old City Hall site
- Cultural Center/Museum in current library building with remodeled interior that will house multiple rooms for small galleries and performance areas. Passive open space around Cultural Center.
- New Library next to existing Post Office
- Narrow Main Street to act as pedestrian plaza near amphitheater area
- "Heart of the Bay" directional signage that shows distances to other cities in region
- Bulbouts at B Street and Main Street intersection
- Enhance Main Street and make it more pedestrian friendly
- Class II bike lane along Watkins Street to act as a connection to Downtown in addition to the Loop

Main Street/B Street/Library Concept Alternatives

Key Comments:

- Preserve Historic City Hall
- New library should be multi-purpose facility
- Existing library building turned to cultural facility
- Make all streets complete streets
- Make B St. a two-way street
- Amphitheater on library plaza should have seating on east side
- Make corner crossings safer and more pedestrian friendly
- More directional signage Downtown

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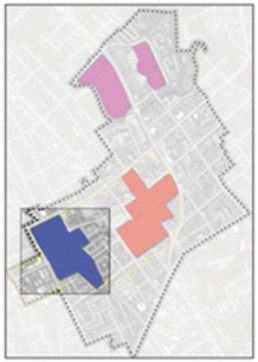
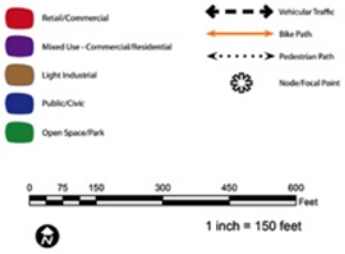
BART Alternative Concept Alternatives





Alternative A Key Points

- Transit- Oriented Development including Residential and Mixed-uses next to BART
- Retain current BART parking structure
- Mixed-use corridor to bring people to Downtown
- New Gateway feature visible from BART
- Open space and plaza to connect BART and City Hall
- Alter vehicle drop off loop to avoid going through residential neighborhood
- Low impact enhanced landscaping

Alternative B Key Points

- Circular shaped open space with streetscaping and trees
- Mixed-use with Office, Retail, and Residential uses along A Street
- A multi-modal transportation hub located in center of circular plaza with a shuttle service stop, regional bike path, and vehicular access
- Murals placed on facades of circular buildings to offer "mural tour" of Hayward, meant to serve as a guiding gateway

BART Concept Alternatives

Key Comments:

- Performing Arts Center should be near BART
- Mixed use development is key in this area
- Should become multi-modal transit hub
- Need more parking
- Major gateway to the Downtown
- Utilize murals
- Railroad tracks are safety issue
- Low impact enhanced landscaping
- Transit oriented development

Overall Community Input Suggestions

- Connect Downtown to CSUEB and Chabot Community College
- Preserve historic buildings
- Enhance connection between Main Street and B Street
- Improve other streets following B Street example
- Improved accessibility and entrance to Japanese Gardens
- Provide entertainment/ recreational activities for all age groups
- Utilize proximity to BART
- Provide more residential options
- Improve lighting and pedestrian safety
- More directional signage

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Planning Process

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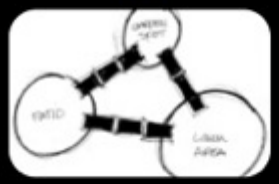

Alternative Concept Plans

Community Input

Draft Downtown Plan

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Vision

- Downtown Hayward will be a safe, distinguishable, and pedestrian-friendly core for entertainment and culture which celebrates its historical past while fostering economic vitality and development.

- Downtown will strongly reflect the diversity of Hayward and revitalize the City as the Heart of the Bay.

Final Proposals Reflect…

- Community Feedback
  - --Workshop Discussions
  - --Opinion Survey
  - --Stakeholders interviews
  - --Focus Group Discussions
- Downtown Vision Statement
- Preliminary Proposals
- Existing Regulatory Documents
- City Council Priorities
- Smart Growth Principles

Land Use

Goals

- Downtown Hayward will have a mix of land uses that can be enjoyed by residents and visitors of all ages in order to increase its vibrancy and distinguish it as the core of the community.

- Downtown Hayward will provide a variety of housing types and options that are attainable to provide a wide range of housing options for all income levels.

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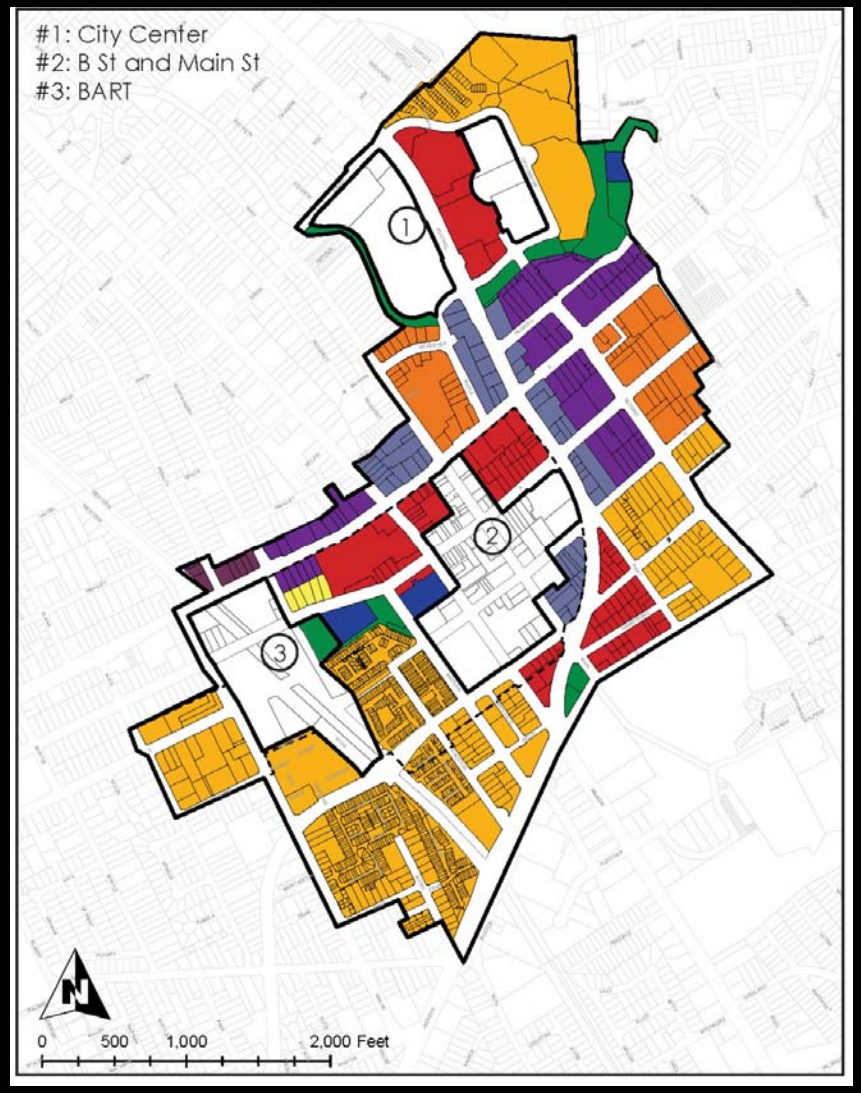
Land Use

Proposed Key Characteristics

- Broad range of residential uses
- Mixed-uses including commercial/ office and commercial/ residential
- B Street preserved as commercial core
- B Street and Main Street connections enhanced
- Entertainment/ cultural/ recreational uses for all ages

Generalized Land Uses Map



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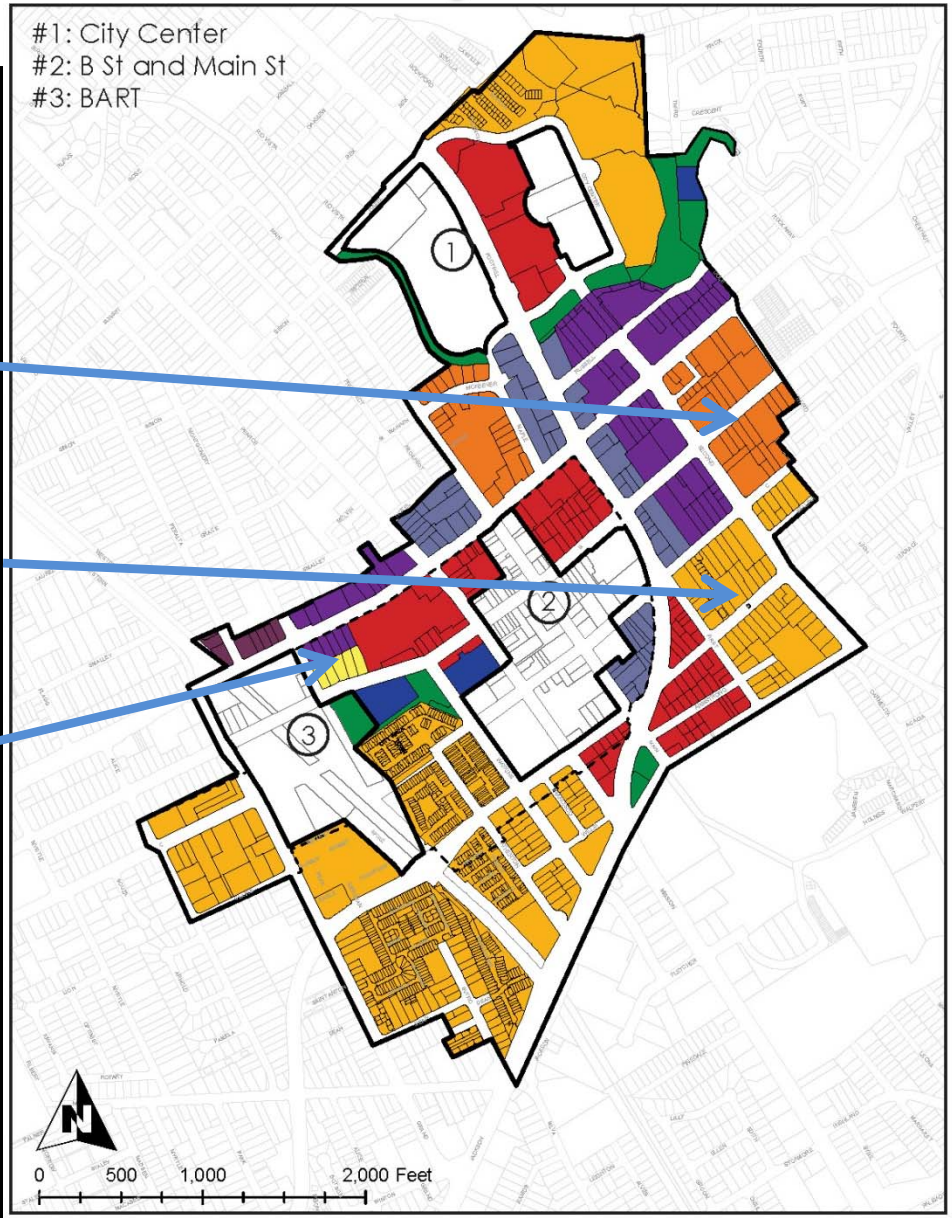
Land Use

Residential Components

- High Density Residential
  (65 – 110 du/ac)
- Medium/ High Density Residential
  (40 – 65 du/ac)
- Medium Density Residential
  (17 – 40 du/ac)



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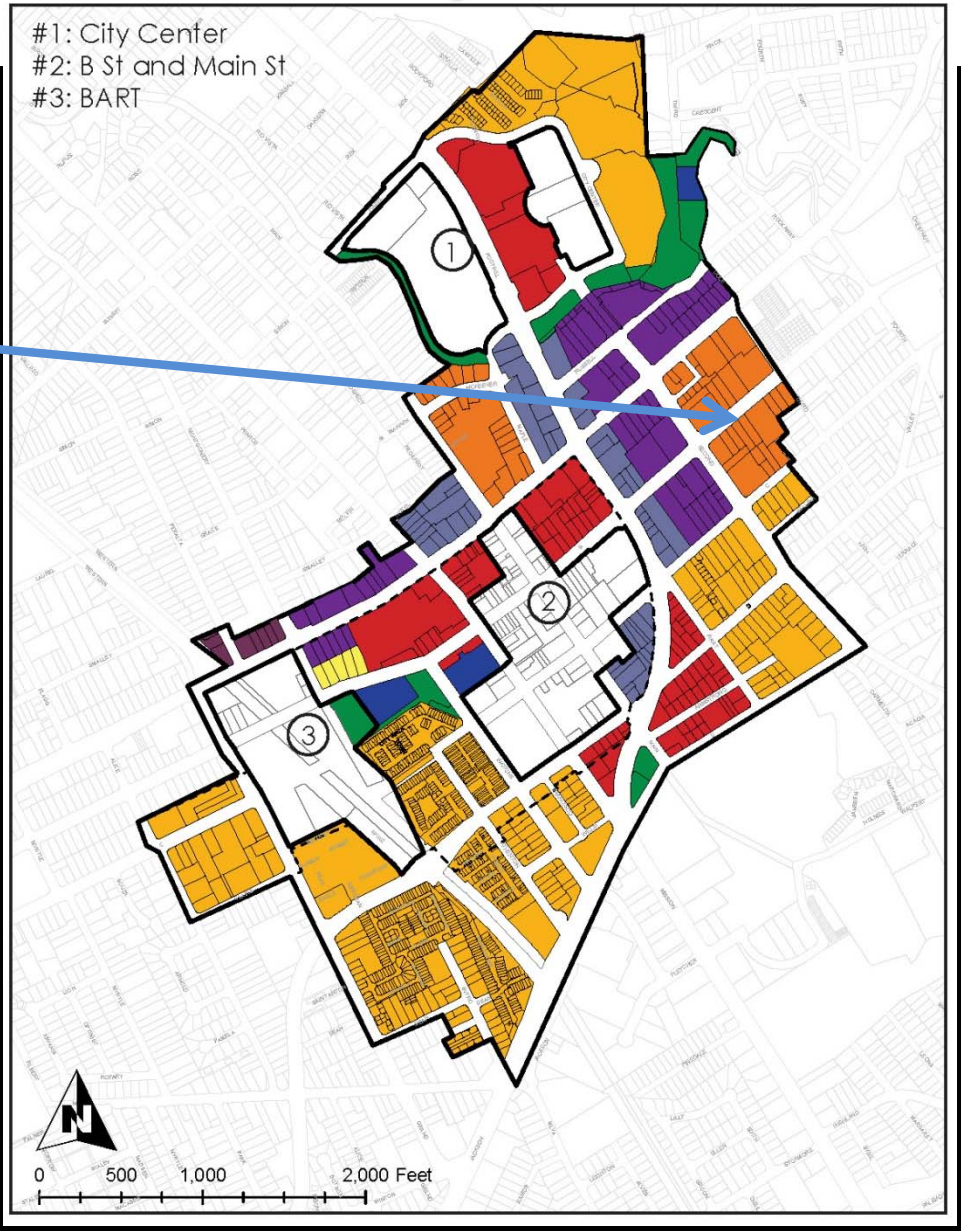
Residential Components

- High Density Residential
  (65 – 110 du/ac)



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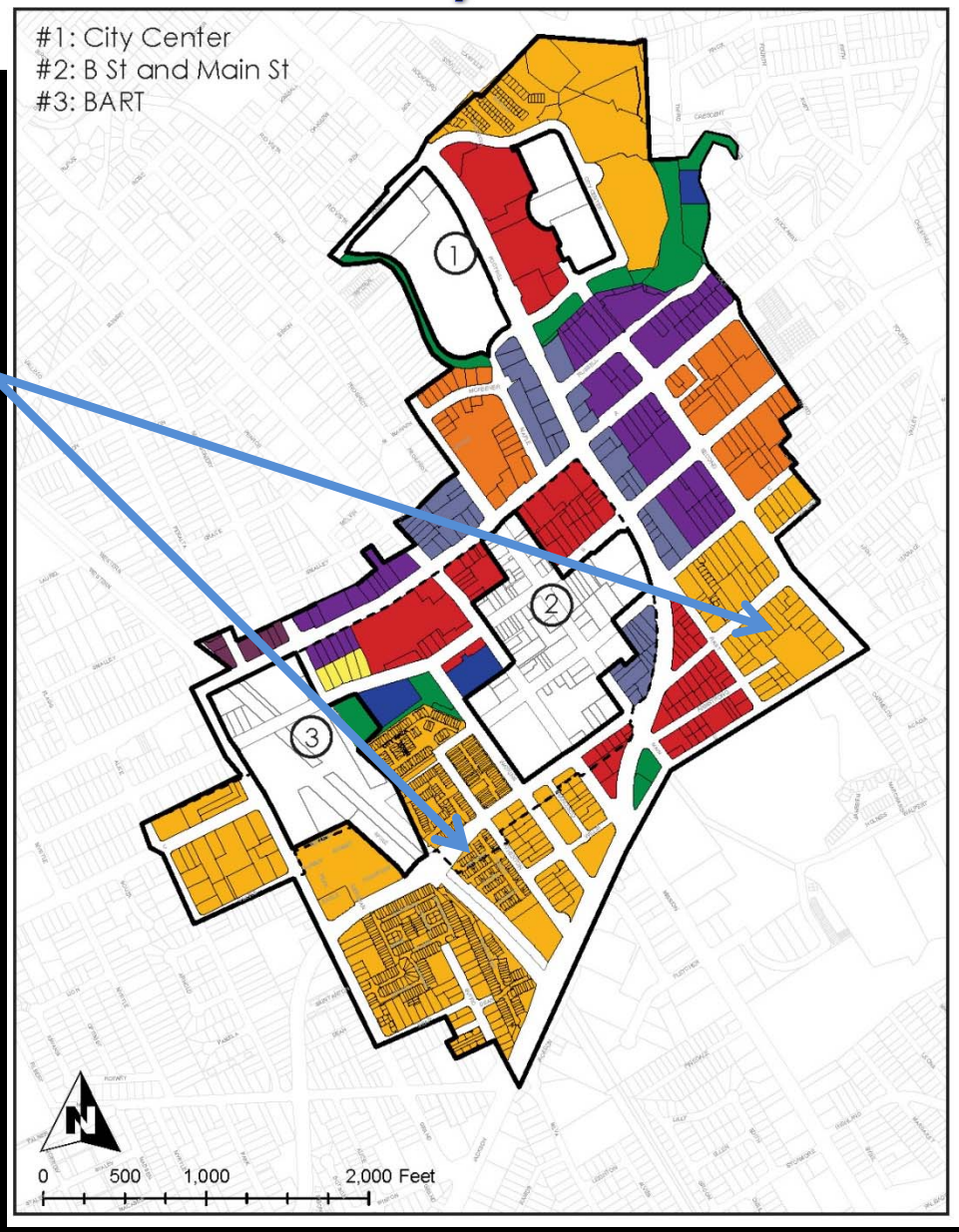
Land Use

Residential Components

- Medium/ High Density Residential

  (40 – 65 du/ac)



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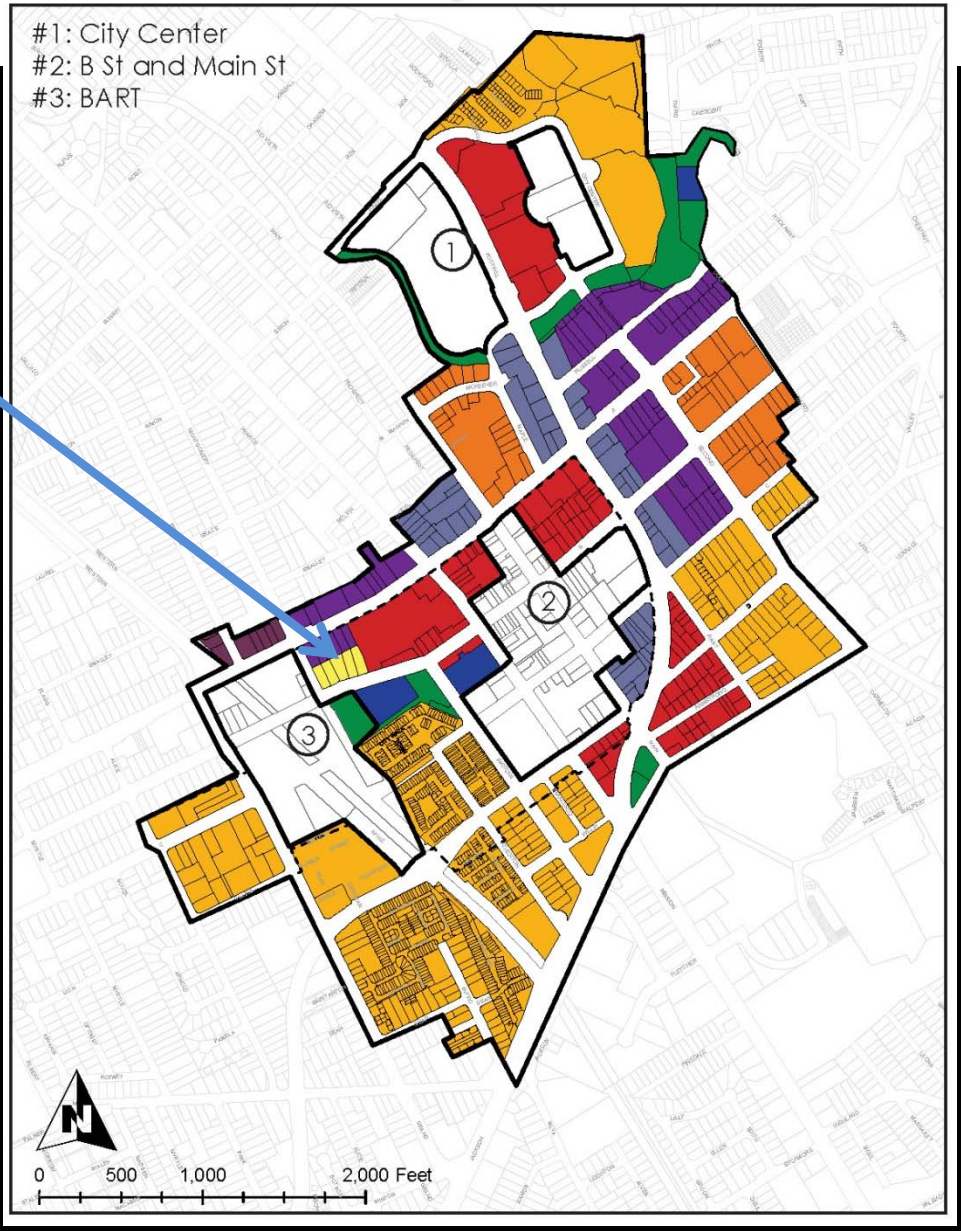
Land Use

Residential Components

- Medium Density Residential (17 – 40 du/ac)



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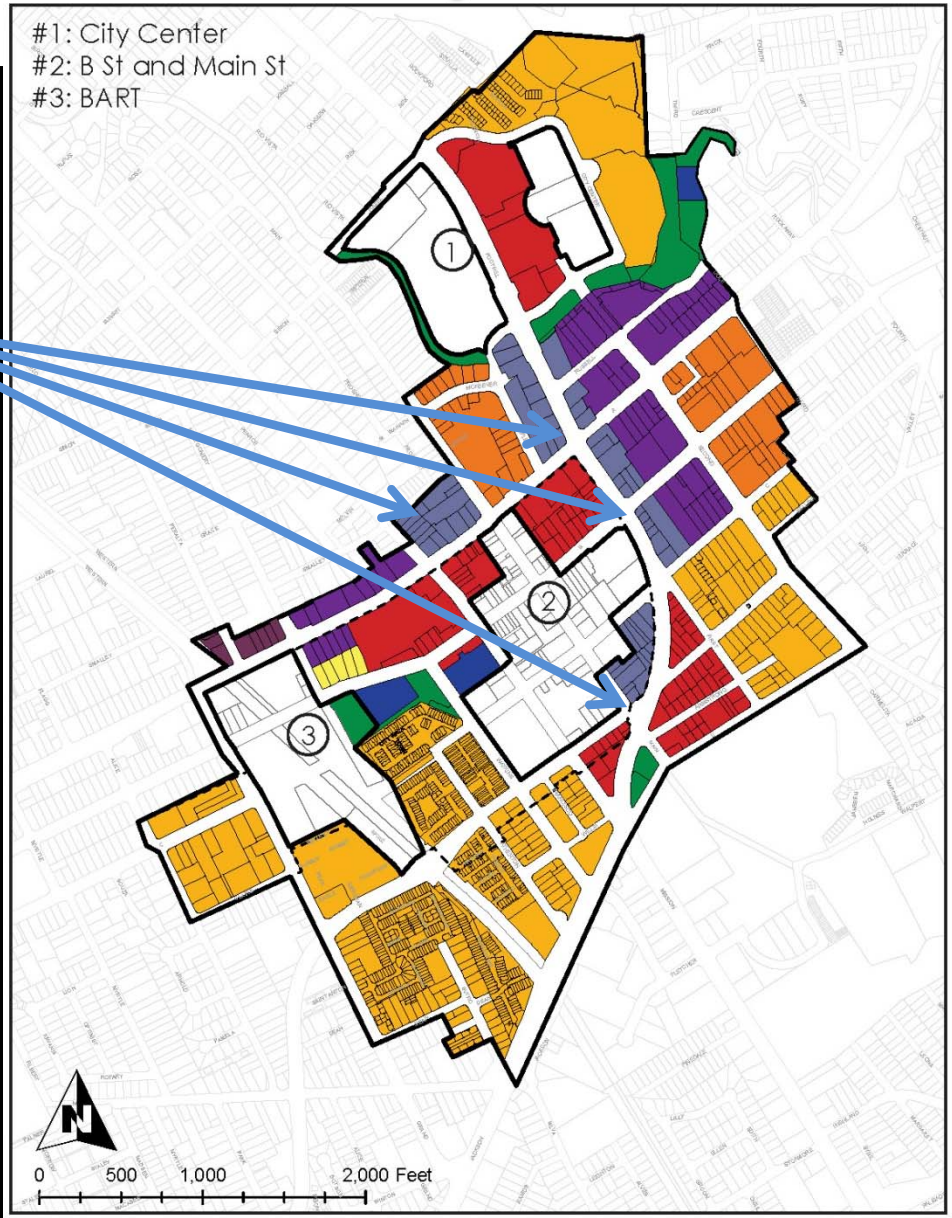
Land Use

Mixed-Use Components

- Mixed Office/ Commercial



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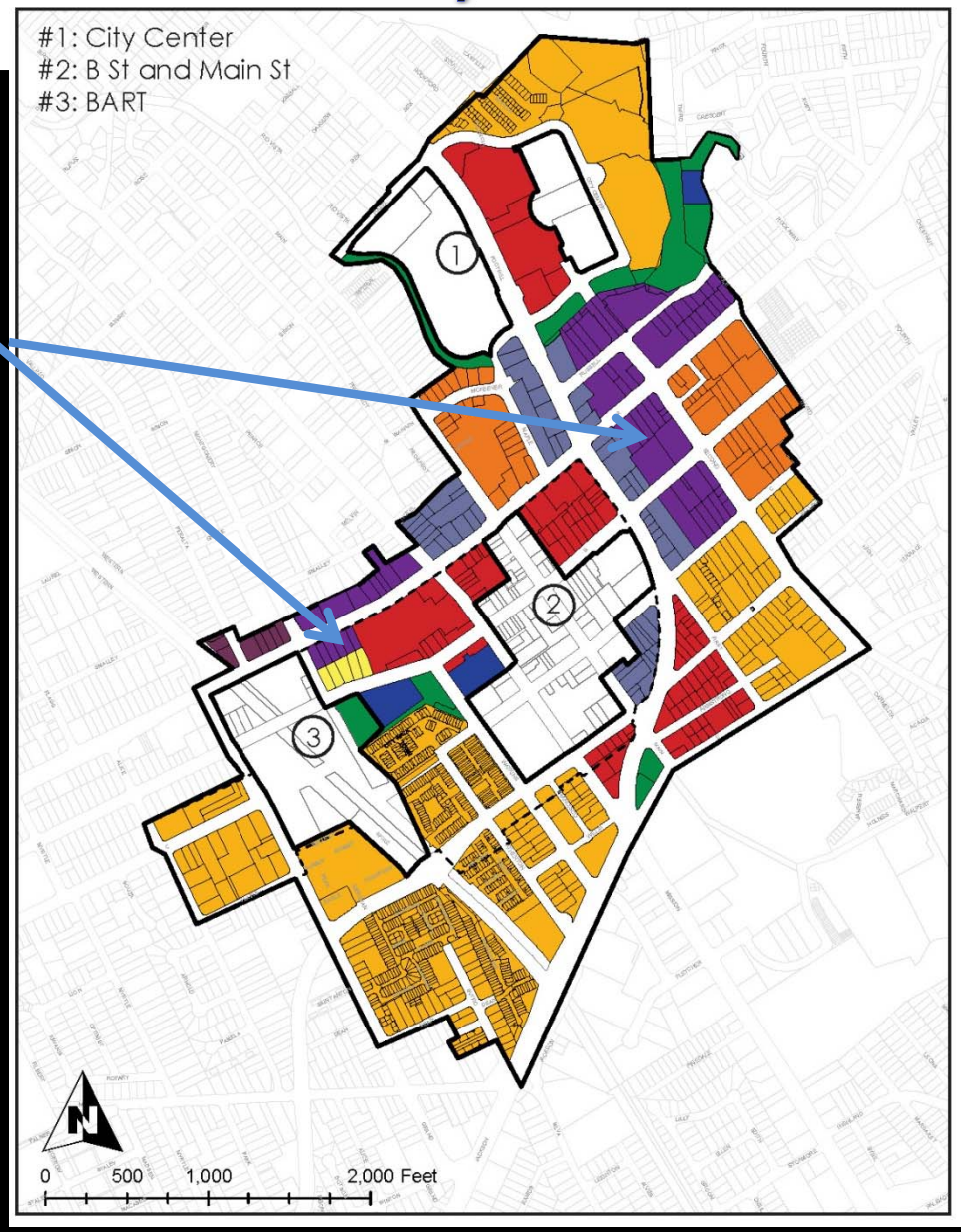
Land Use

Mixed-Use Components

- Mixed Residential/ Commercial



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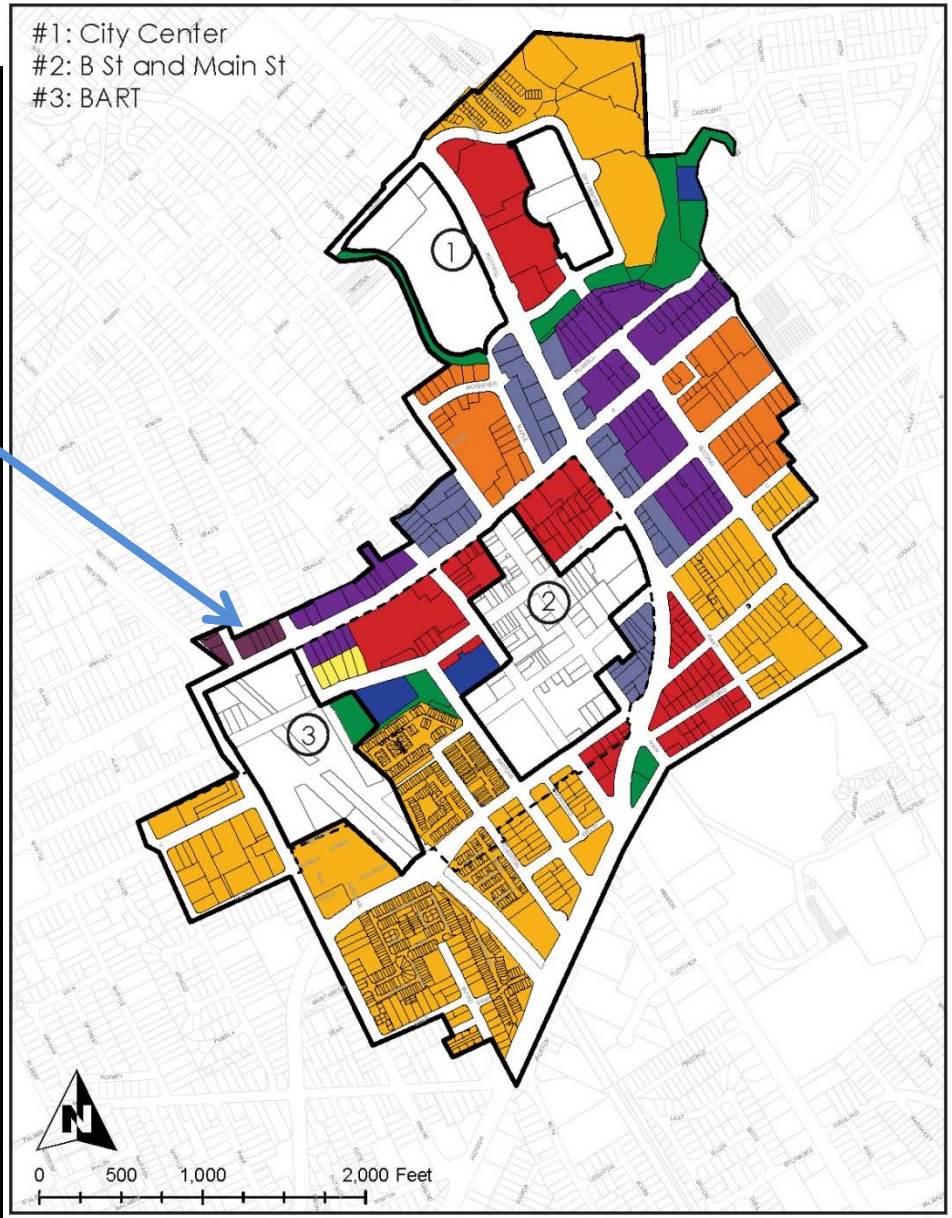
Land Use

Mixed-Use Components

- Mixed Residential/ Office



Circulation

Goals

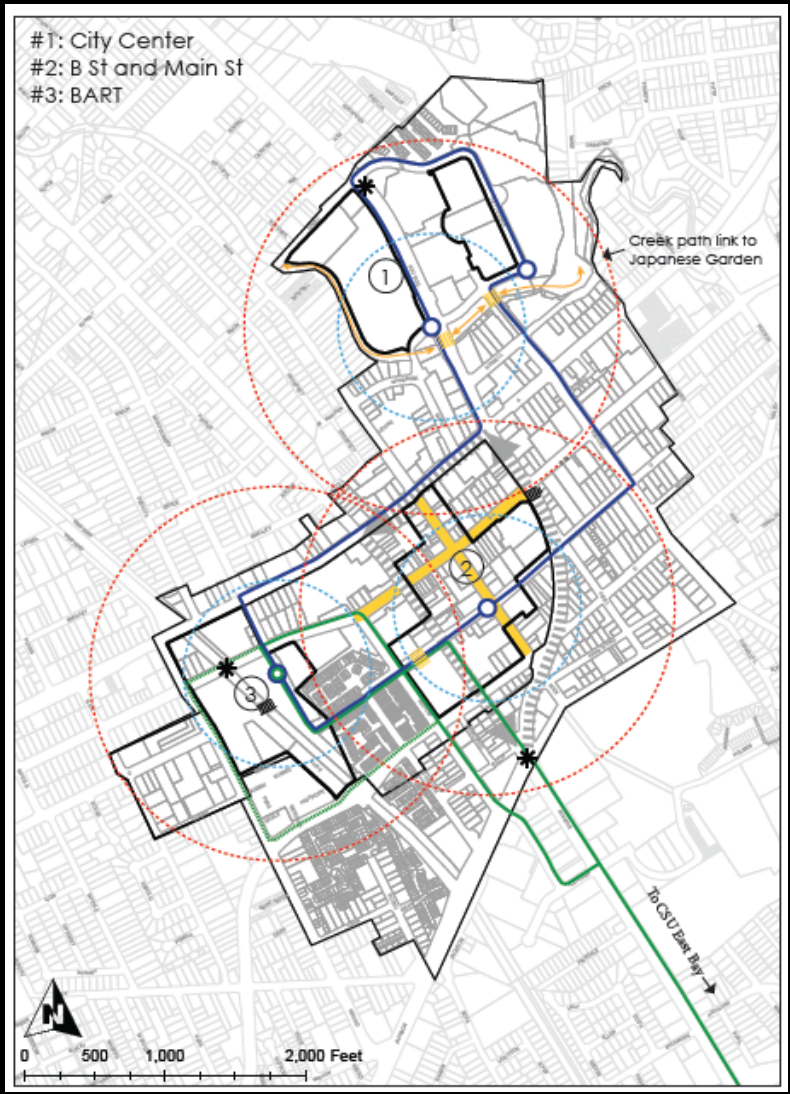
- Downtown Hayward will facilitate the safe and efficient movement of persons and goods by encouraging the design, construction, and maintenance of an integrated transportation and circulation system consisting of local streets, bus transit, bike paths, ridesharing, and BART transit.

- Downtown will support the use of bicycling and ridesharing (e.g. bus transit) as a high percentage of pedestrian commute trips throughout the area in order to reduce vehicular trips and consequently vehicular emissions, traffic congestion, and energy usage.

Circulation

Circulation Key Characteristics:

- Shuttle service
- Creek walk
- Pedestrian bridge over Foothill at B Street.
- Directional signage
- Gateways
- Complete Streets
  - B Street
  - Main Street
- B Street changed to two - way street



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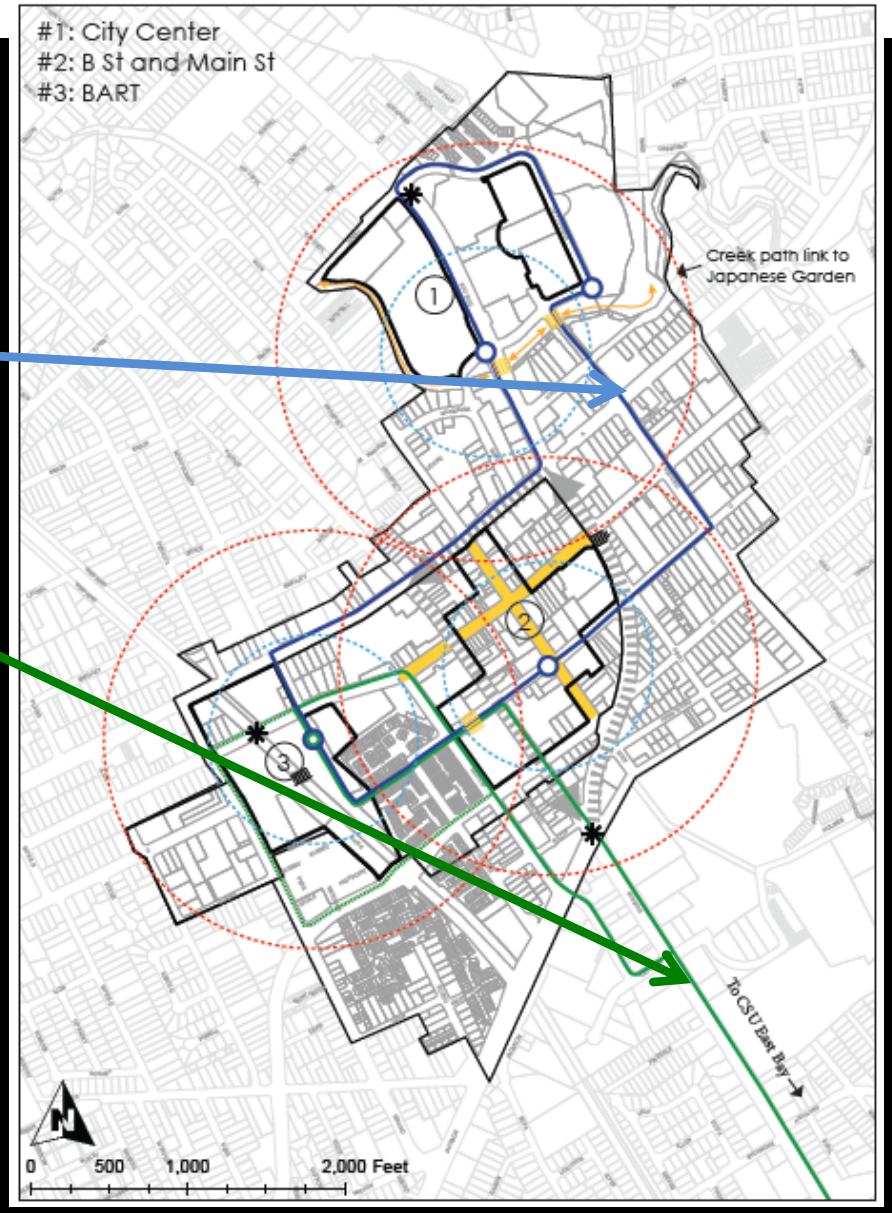
Circulation

Shuttle Service

- Blue Line
- Green Line



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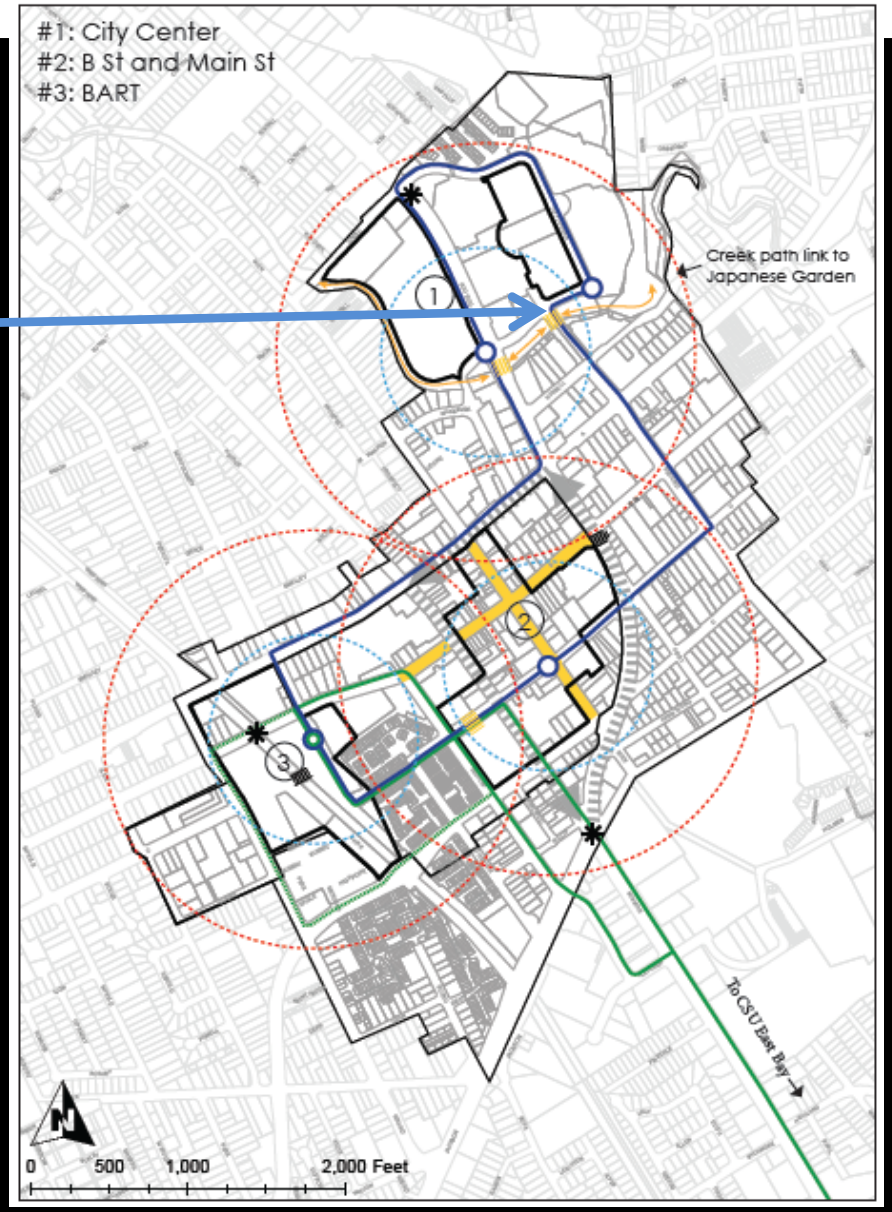
Circulation

Creek Walk

- Creek walk with pedestrian and bicycle path providing connection to the Japanese Gardens



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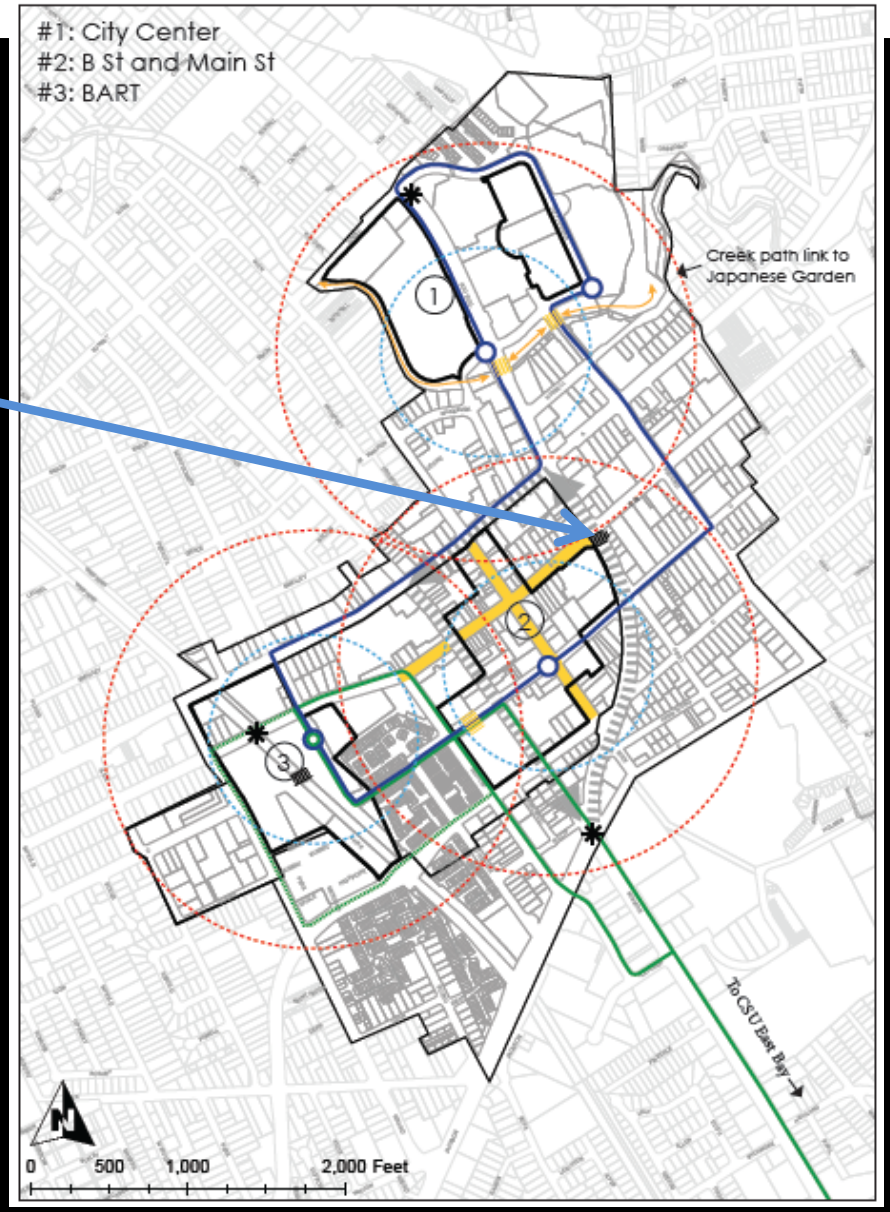
Circulation

Pedestrian Bridge

- Pedestrian bridge over Foothill at B Street.



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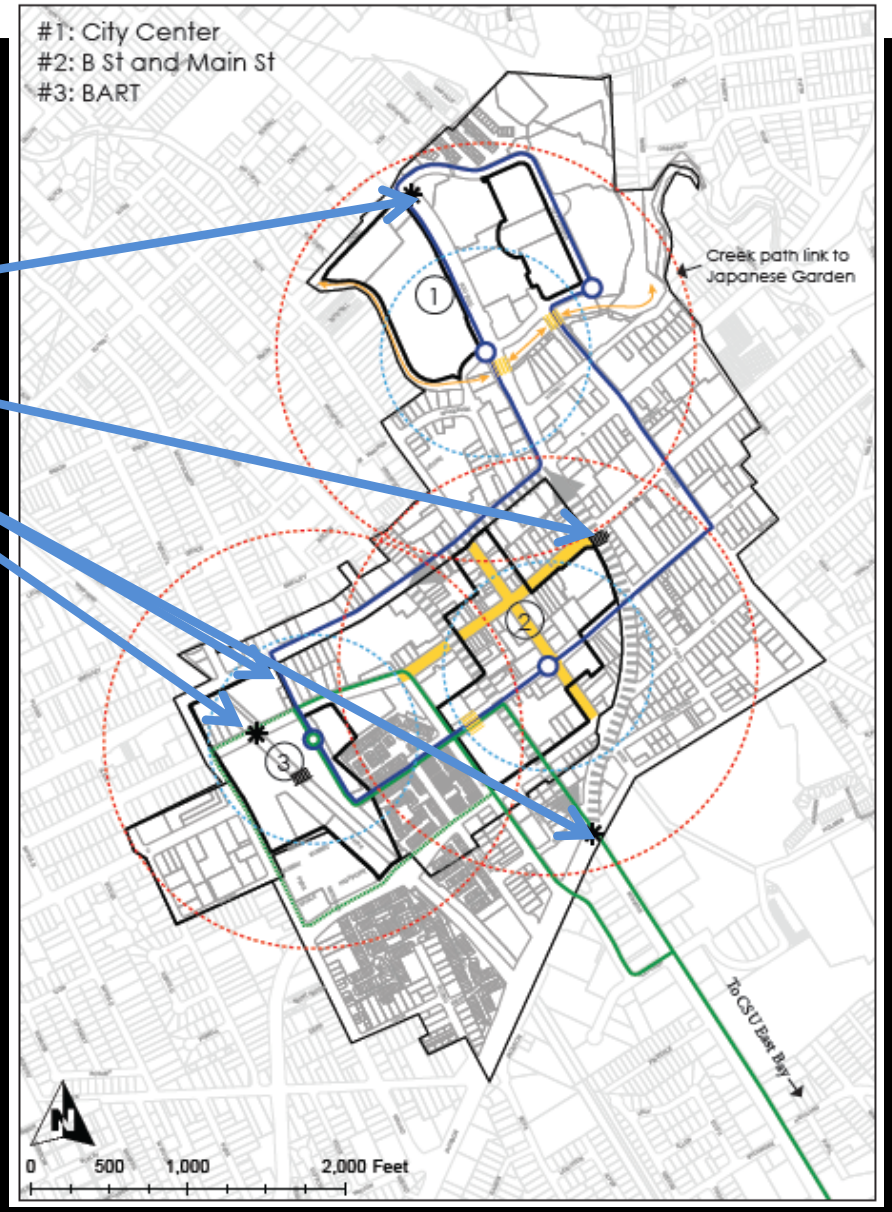
Circulation

Directional Signage

- Directional signage



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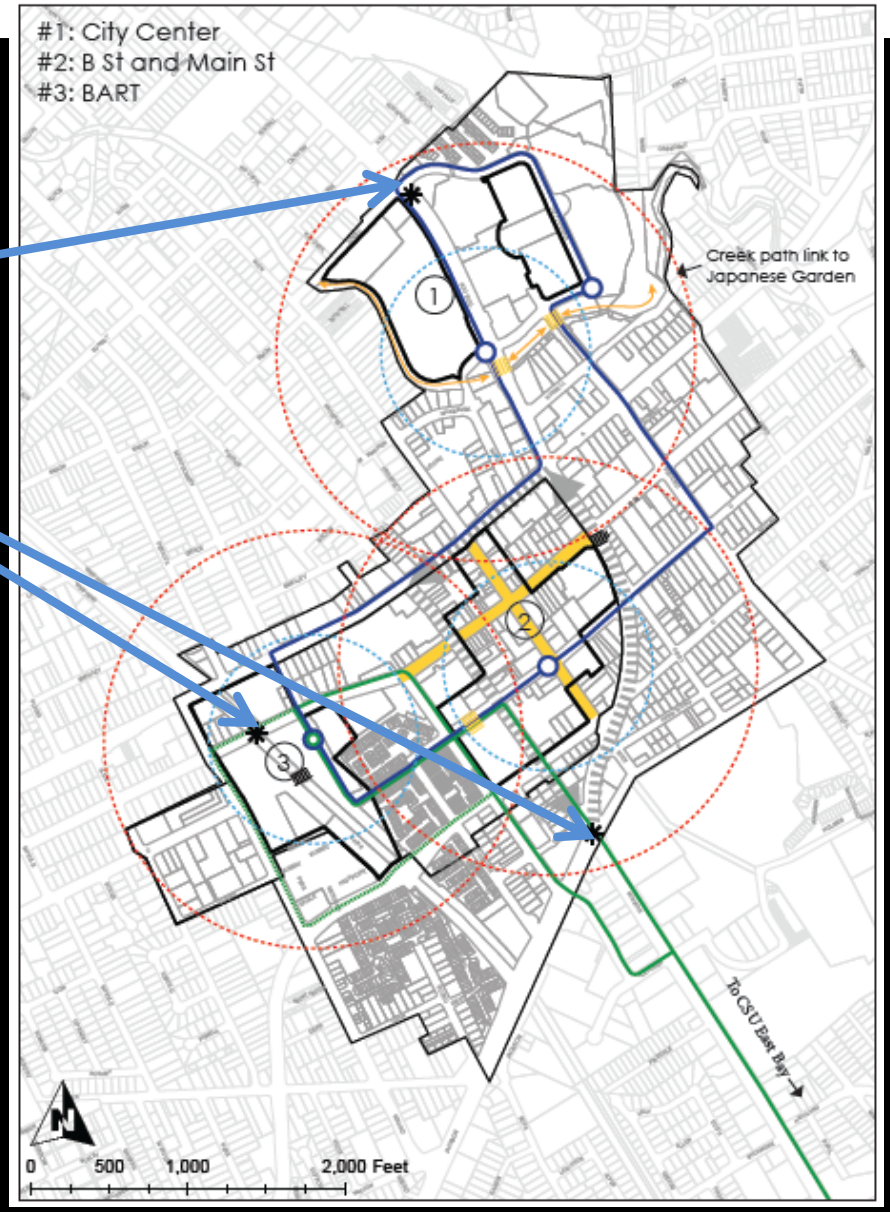
Circulation

Gateways

- Main gateways



OPPORTUNITY AREAS

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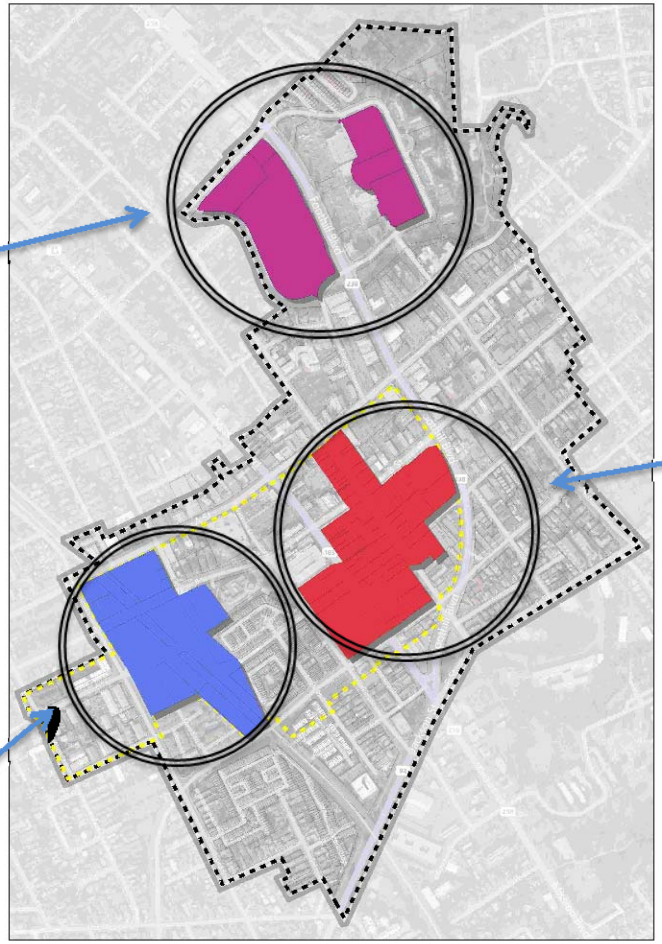
Opportunity Area 1
City Center Complex

Opportunity Area 3
BART and surrounding



Opportunity Area 2
Main St. and B St./
Library Site

Envision Downtown Hayward 2040

City Center Opportunity Area

City Center Opportunity Area

Existing Characteristics

- Approximately 19 Acres
- Allowable densities 65-110 dwelling units per acre
- Maximum allowed heights: 104-173 feet

City Center Opportunity Area

Goals

- Urban Revitalization:

  Revitalization of the area into a vibrant place for recreation and urban living.

- Pedestrian Safety:

  Develop an area that is safe, enjoyable, and accessible to pedestrians and bicyclists.

Envision Downtown Hayward 2040

City Center Opportunity Area

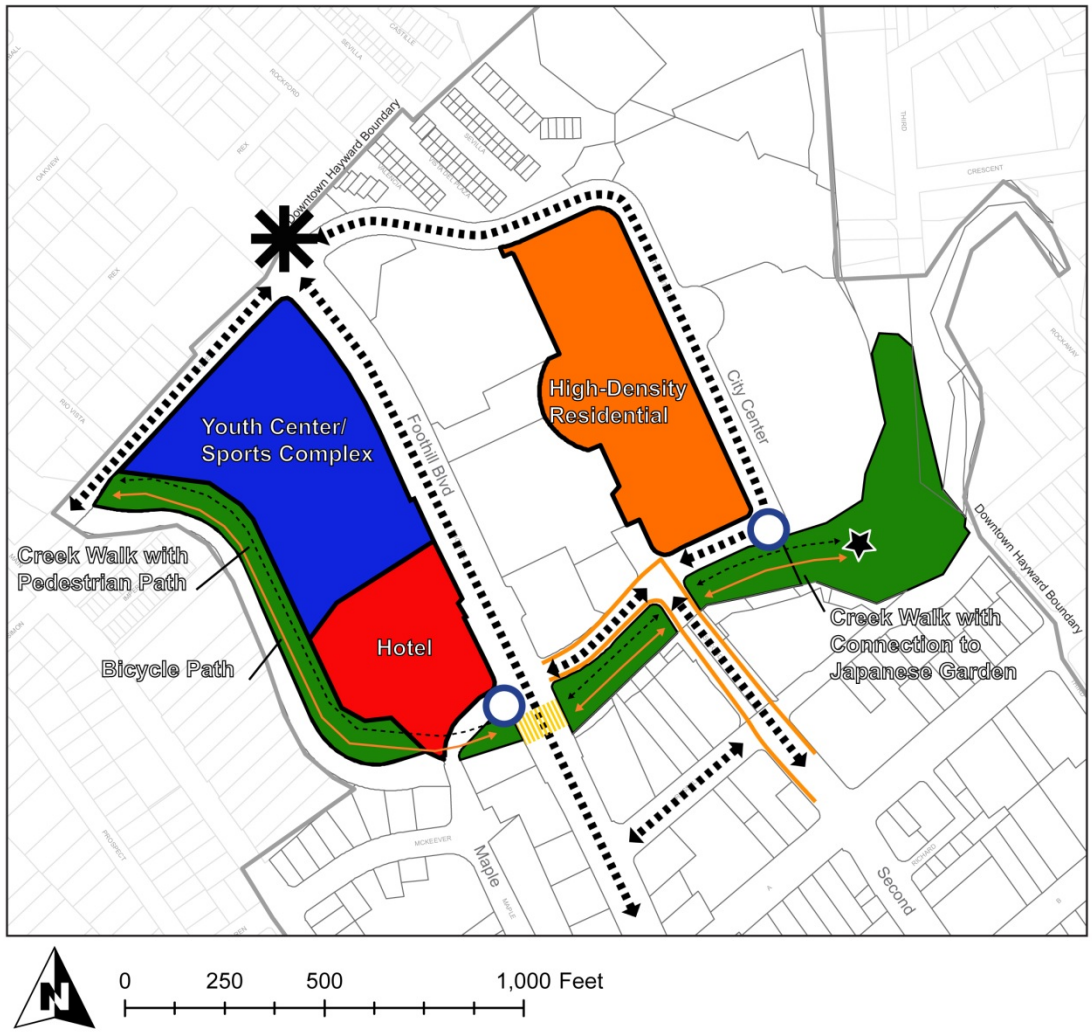
Proposed Land Uses

Key Features:

- High-Density Residential
- Creekwalk
- Hotel
- Youth Center/Sports Complex

Land Use Distribution		
Category	Projected	
	Acreage	% of Total
Commercial (Hotel)	4.00	20.4%
Residential (High Density)	5.90	30.1%
Open Space (Sports Complex)	6	31%
Open Space (Creekwalk)	3	15.3%
Quasi-Public (Youth Center)	0.71	3.6%
Totals	19.61	100%

*443 residential units if developed at average density (87.5 du/acre)



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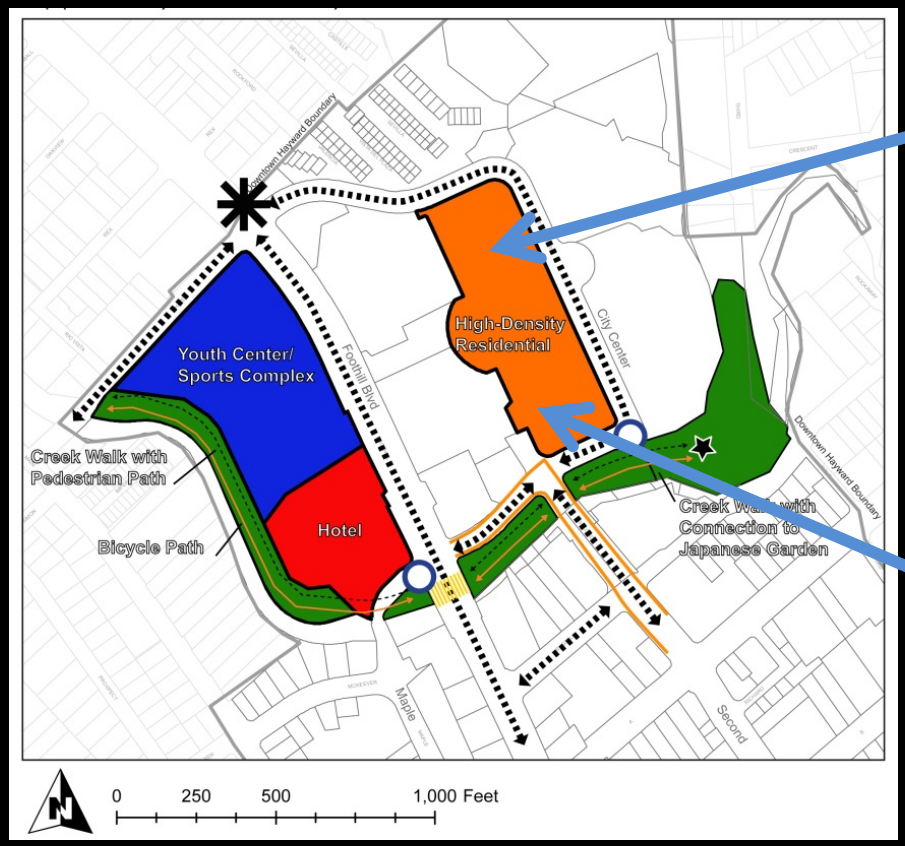
City Center Opportunity Area

High-Density Residential



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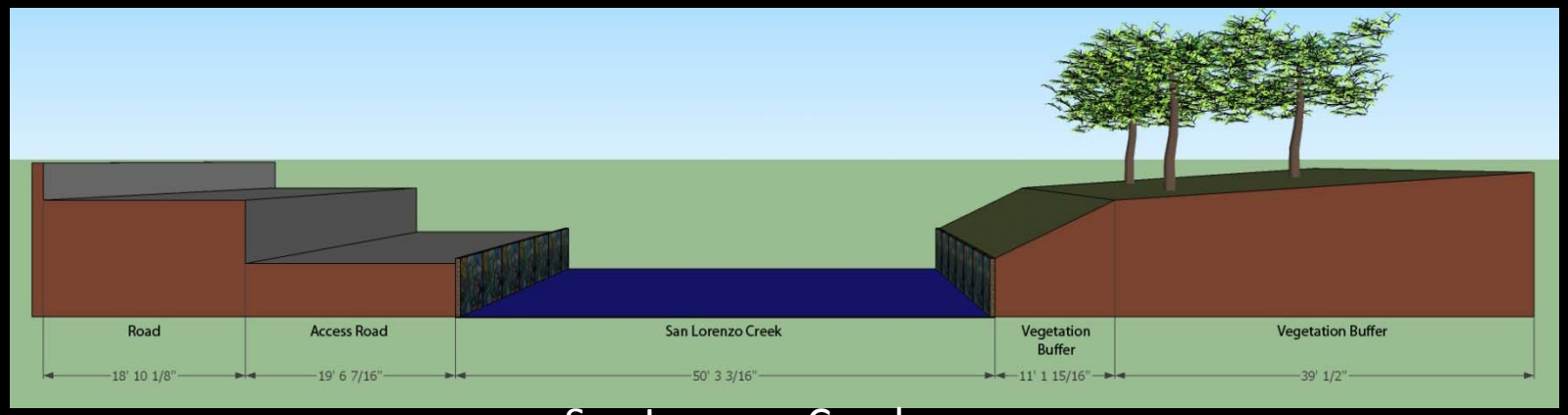
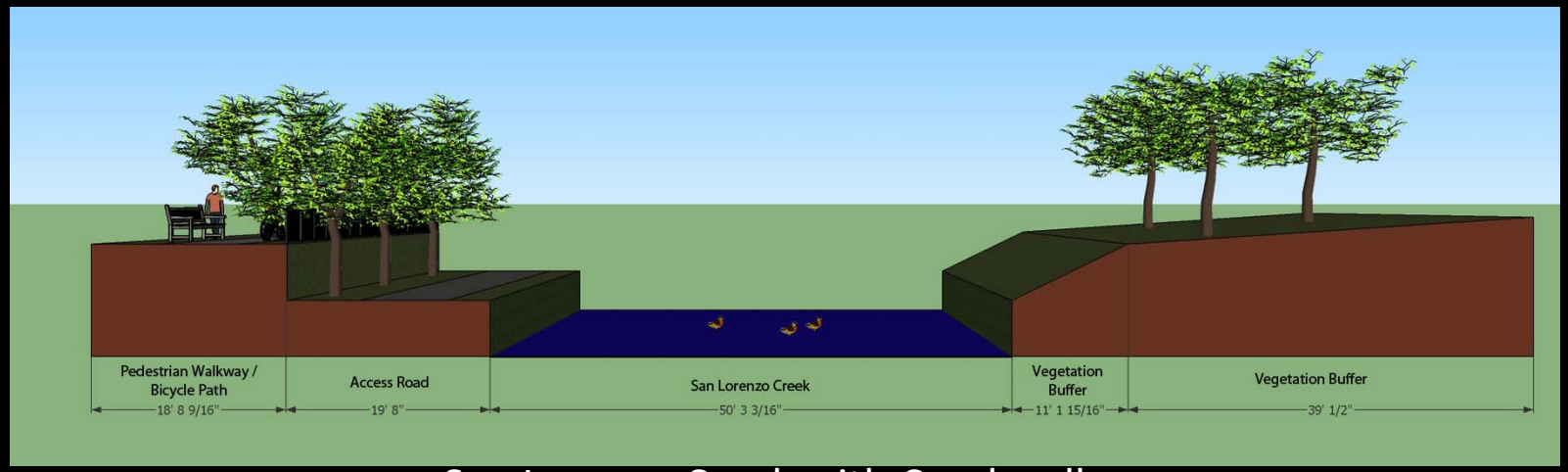
City Center Opportunity Area

Creekwalk



San Lorenzo Creek now



San Lorenzo Creek with Creekwalk

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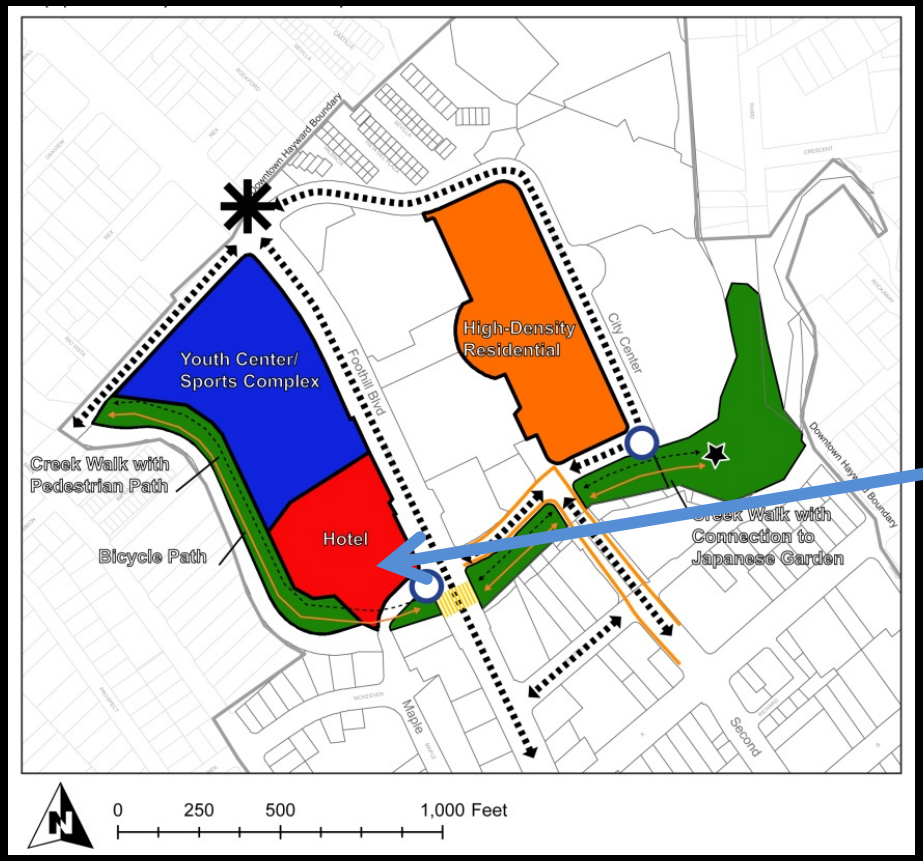
City Center Opportunity Area

Hotel



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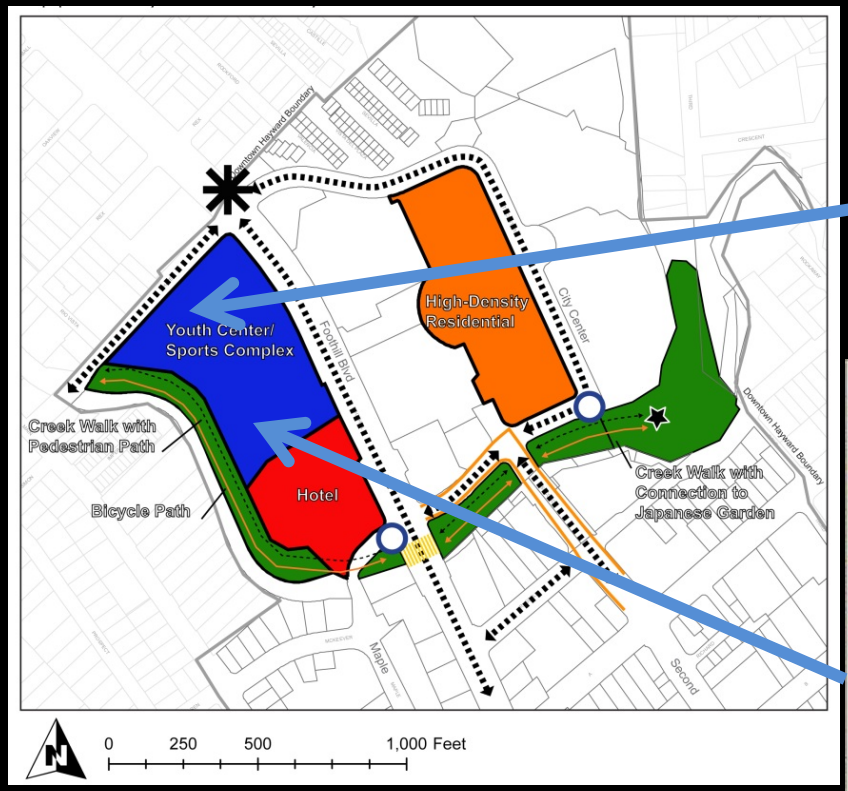
City Center Opportunity Area

Sports Complex/Youth Center



Envision Downtown Hayward 2040

Main Street/B Street/Library Opportunity Area

Main Street/B Street/Library Opportunity Area

Existing Characteristics

- Approximately 18 Acres
- Allowable densities 40-65 dwelling units per acre
- Maximum allowed heights: 42-55 feet

Main Street/B Street/Library Opportunity Area

Goals

- <u>Economic Vitality:</u>
  Establish a mix of business and other activities which will enhance the opportunity area.

- <u>Cultural Activities:</u>
  Provide public amenities that emphasize the cultural diversity of Downtown Hayward.

Envision Downtown Hayward 2040

Main Street/B Street/Library Opportunity Area

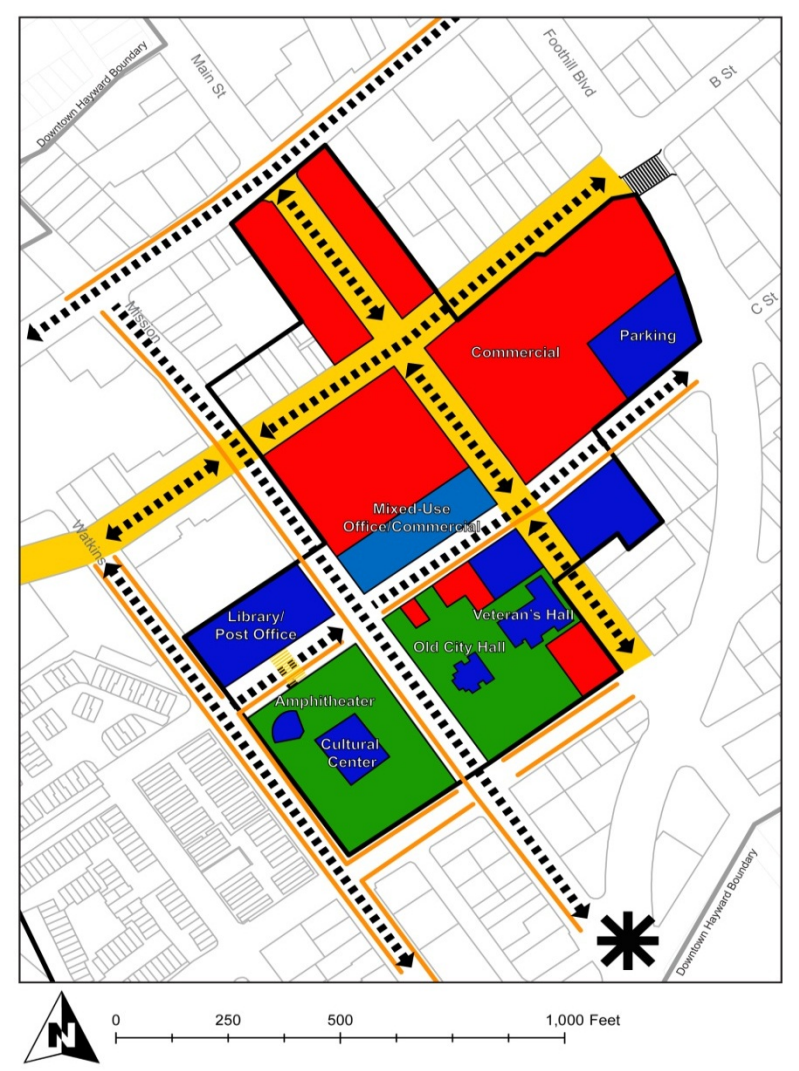
Proposed Land Uses

Key Features:

- Historic City Hall and Veteran's Memorial Hall
- Mixed-use office/commercial
- Expanded Library
- Cultural Center/Museum
- Amphitheatre

Land Use Distribution

Category	Projected	
	Acreage	% of Total
Retail/Commercial	9.00	50%
Public/Civic	4.09	23%
Open Space/Park	4.04	22%
Mixed-Use Office Commercial	0.87	5%
Residential - High Density	0	0%
Totals	18.00	100%



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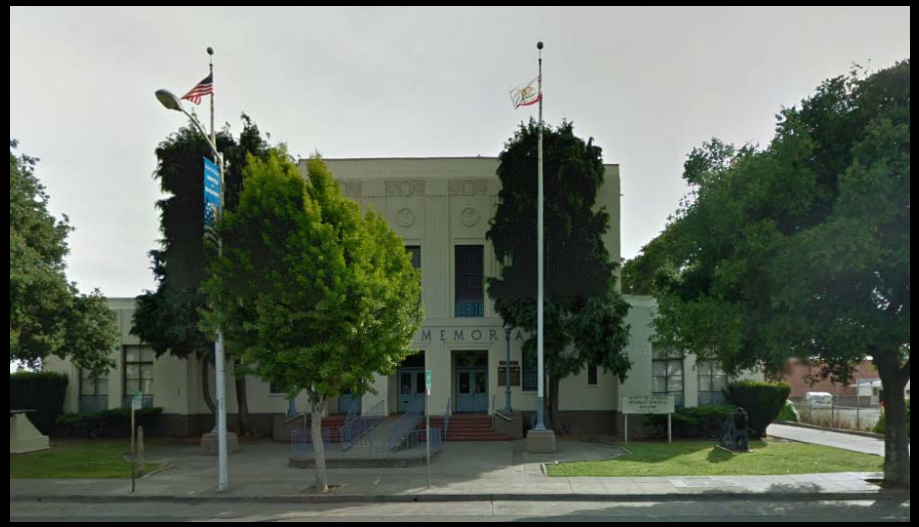
Historic City Hall and Veteran's Memorial Hall



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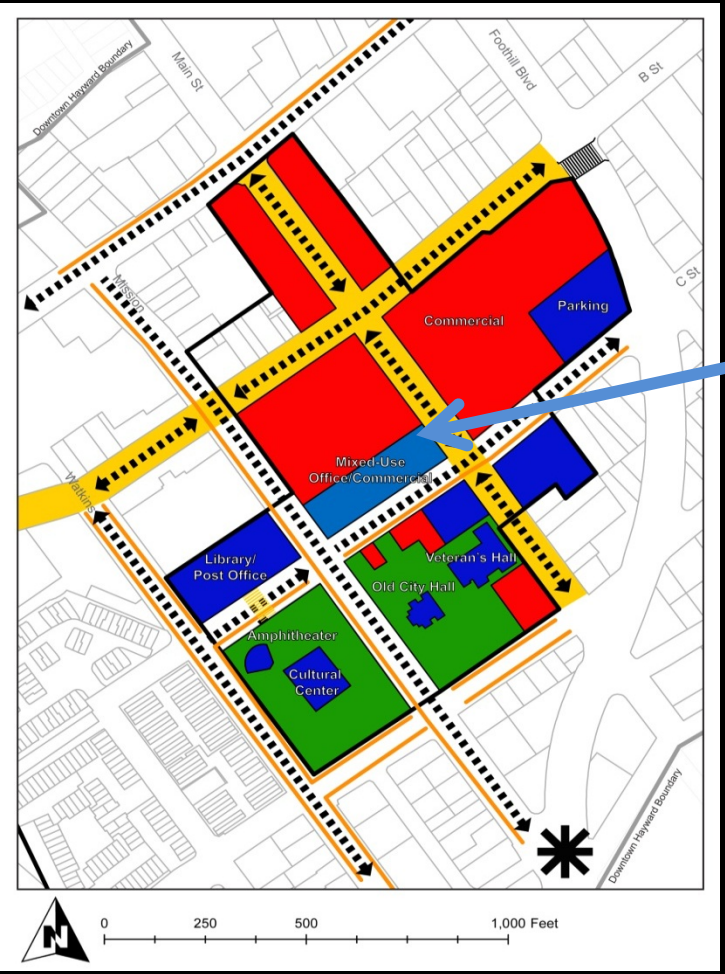
Main Street/B Street/Library Opportunity Area

Mixed-Use Office Commercial



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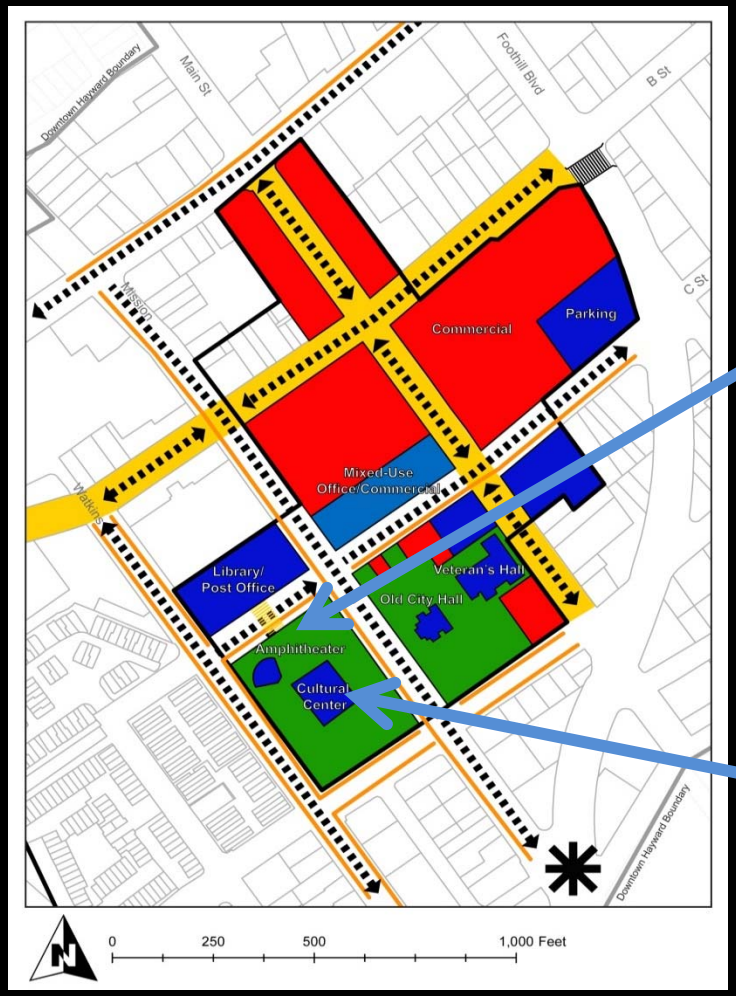
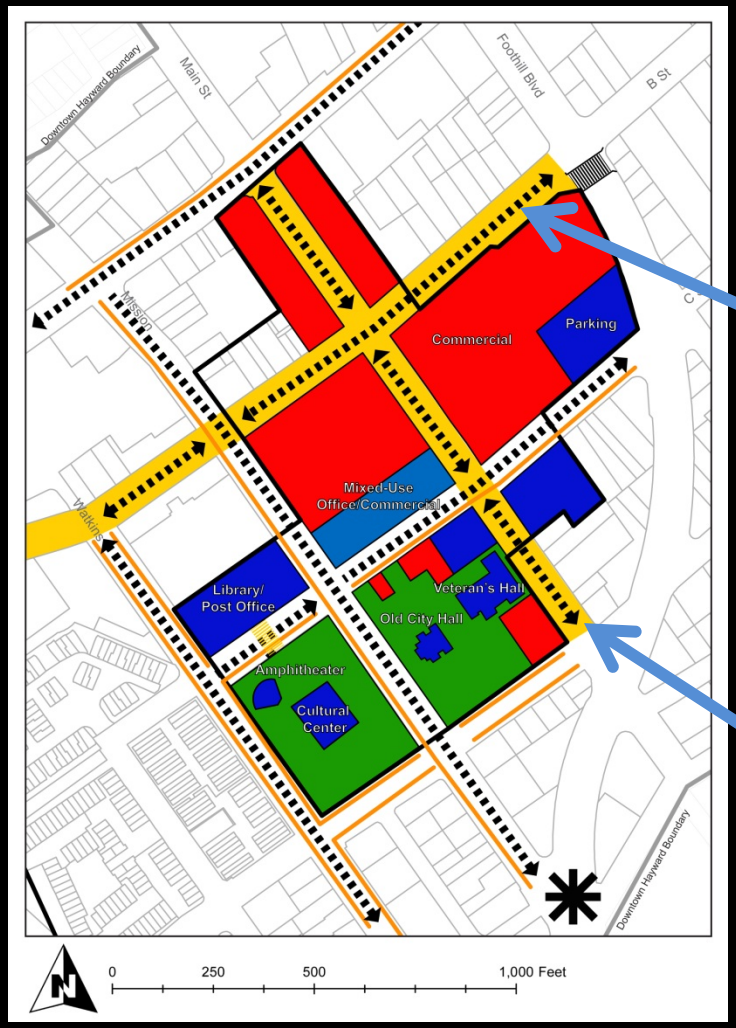
Main Street/B Street/Library Opportunity Area

Cultural Center/Museum

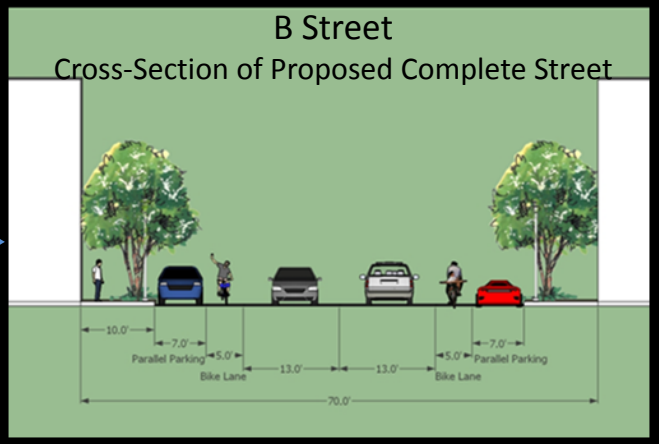


Envision Downtown Hayward 2040

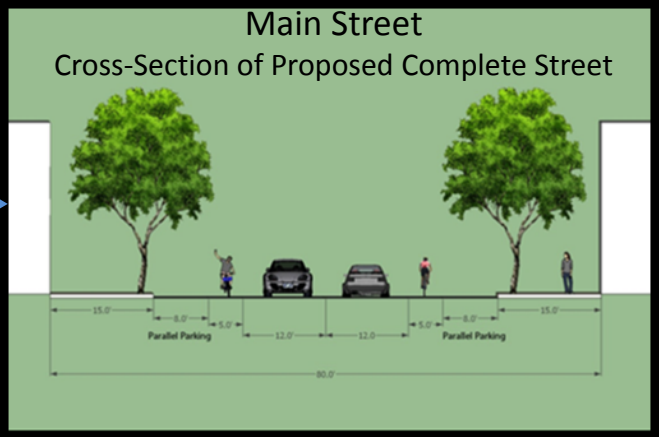
Main Street and B Street Becoming Complete Streets



Plan View



Plan View



Envision Downtown Hayward 2040

B Street Becoming a Complete Street

Wider sidewalks, parallel parking, and planters with trees and shrubbery

Lighted pedestrian crossings paved with brick or cobblestone to improve pedestrian safety

One eastbound and westbound travel lane accommodating vehicles and bicycles (Class II Bike Lanes)

Raised intersection and crosswalks Paved with brick or cobblestone

Envision Downtown Hayward 2040

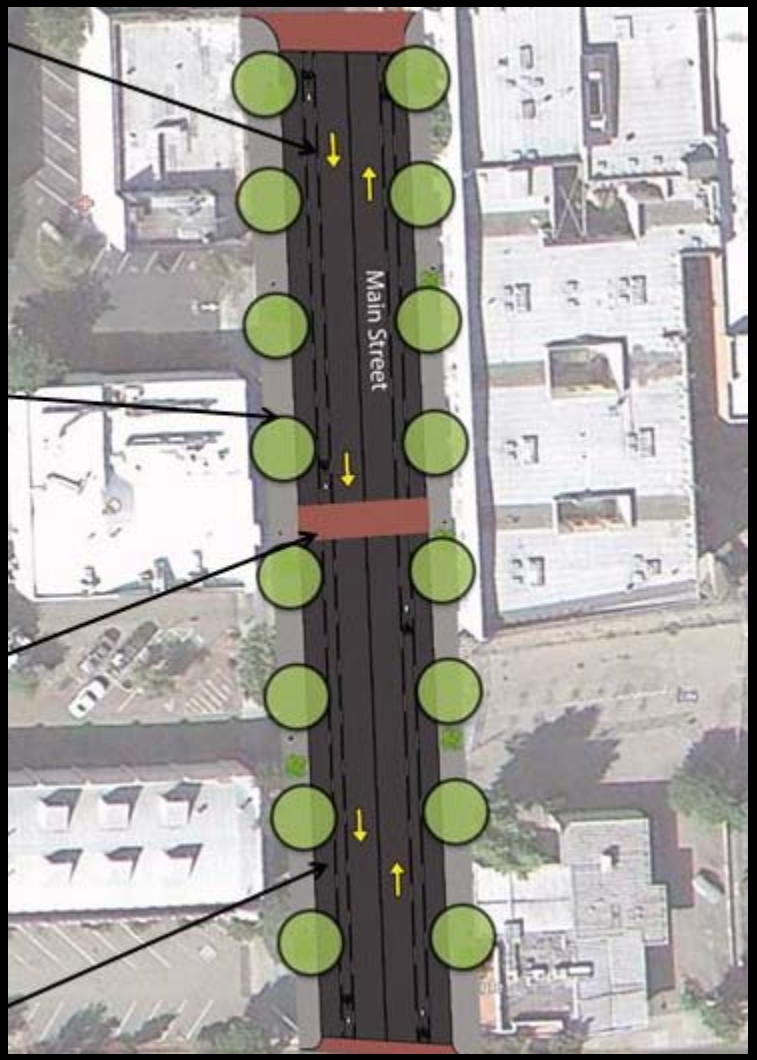
Main Street Becoming a Complete Street

One northbound and southbound travel lane accommodating vehicles and bicycles (Class II bike lane)

Wider sidewalks and planters with trees and shrubbery

Lighted pedestrian crossings paved with brick or cobblestone to improve pedestrian safety

Parallel parking



BART Opportunity Area

BART Opportunity Area Location

BART Opportunity Area

Existing Characteristics

- Approximately 10 developable acres
- BART built in 1972
- Undeveloped lot
- Surface parking lot and structure
- Allowed density 35-60 dwelling units per acre
- Maximum allowed height: 55 feet

BART Opportunity Area

Goals

- Transit- Oriented Development:

  Revitalize the BART station and surrounding area to be an activity hub through a mix of uses that attract residents and visitors to utilize BART and Downtown Hayward.

- Increase use of public transportation and efficiency:

  Increase accessibility to and from Downtown by highlighting public transportation and providing safe pedestrian and bicycle services.

- Sustainability:

  Implement smart growth strategies including low impact development and landscaping

Envision Downtown Hayward 2040

BART Opportunity Area

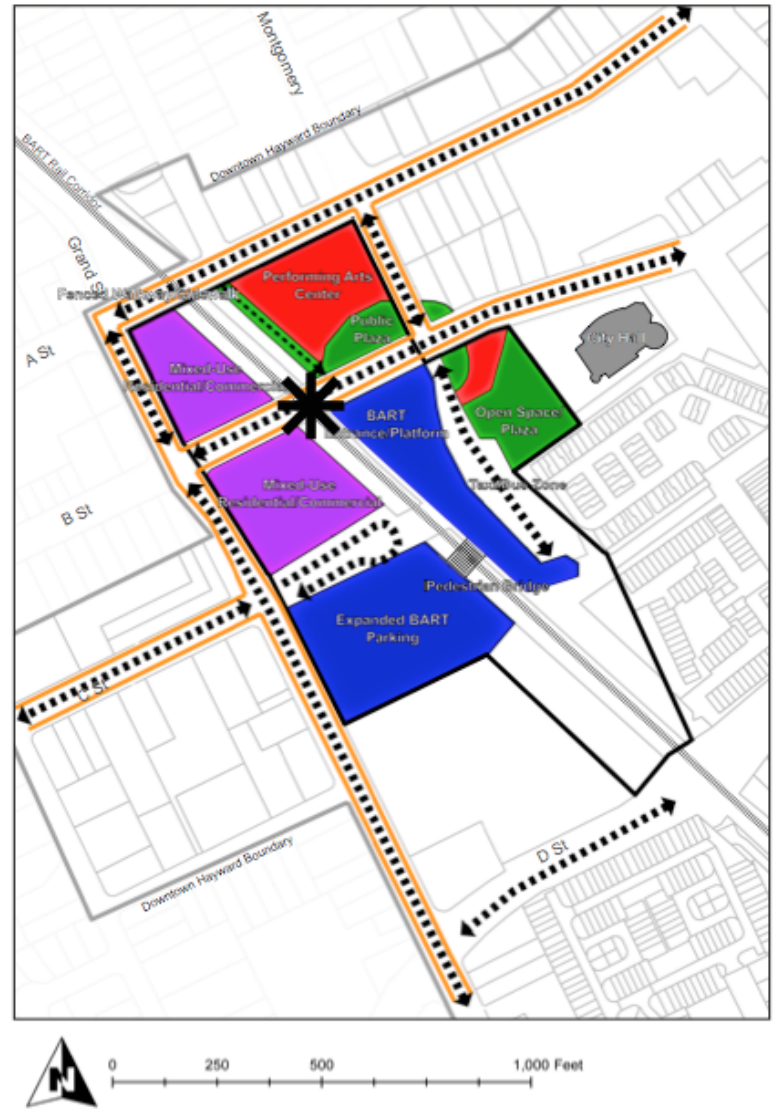
Proposed Land Uses

Key Features:

- Transit Oriented Development
- Performing Arts Center
- Circular Plaza
- Lighting & Pedestrian Safety
- Gateway & Murals
- Drop Off & Loading Zone
- Pedestrian Bridge

Land Use Distribution

Category	Projected Acerage	Projected % of Total
Commercial	4	38.10%
Mixed Use	4	38.10%
Open Space	1.5	14.30%
Public Transportation	1	9.50%
Totals	10.5	100%



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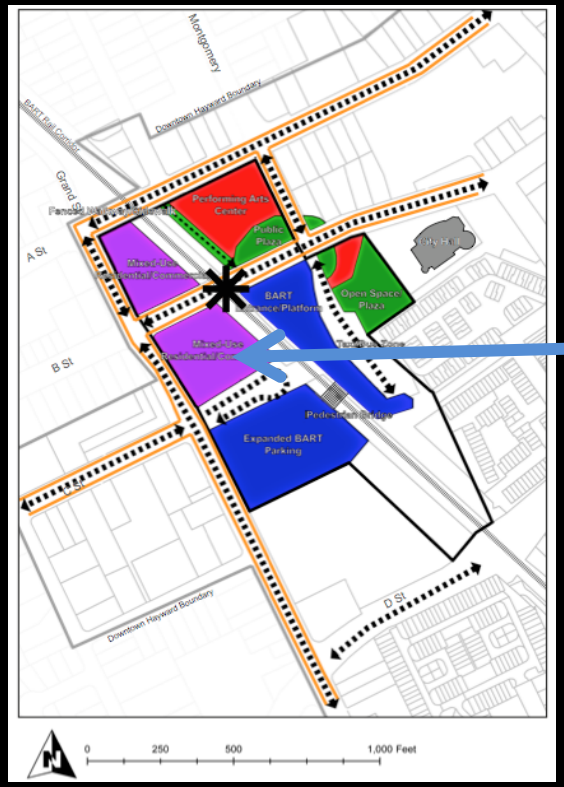
BART Opportunity Area

Transit-Oriented Development

- Consistent with current allowable densities: 108-212 dwelling units.
- 20-25% commercial, 75-80% residential



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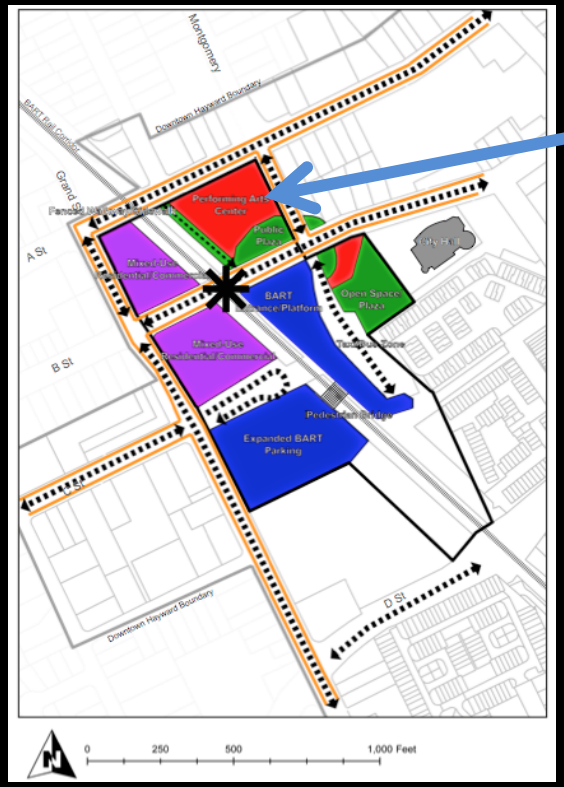
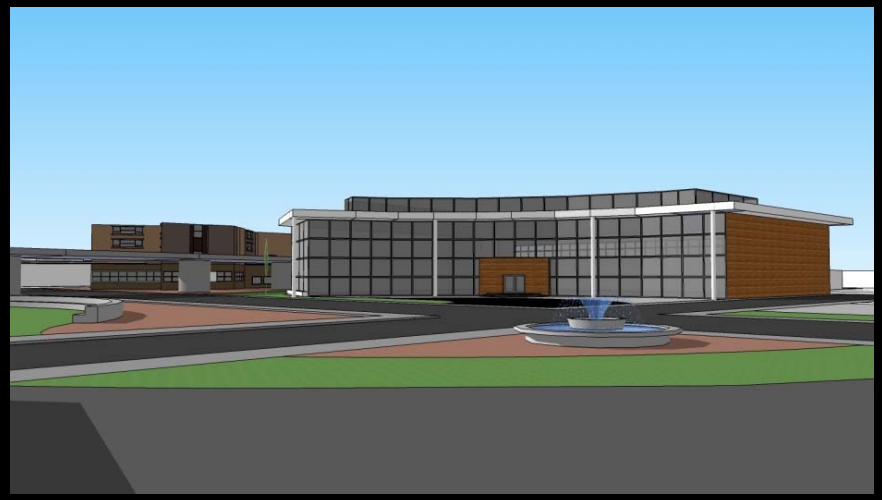
BART Opportunity Area

Performing Arts Center





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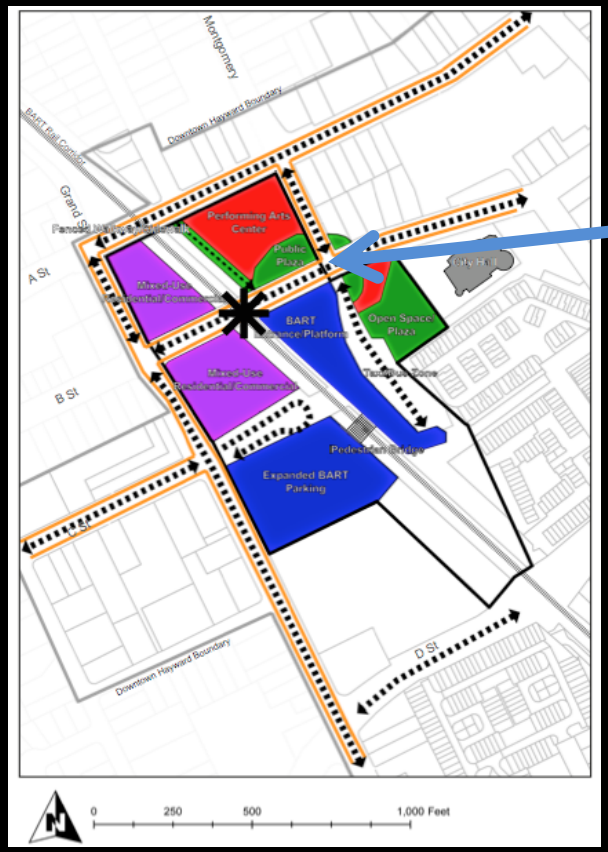
BART Opportunity Area

Circular Plaza



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BART Opportunity Area

Lighting and Pedestrian Safety

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Gateway and Murals

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Streetscape and Crosswalks

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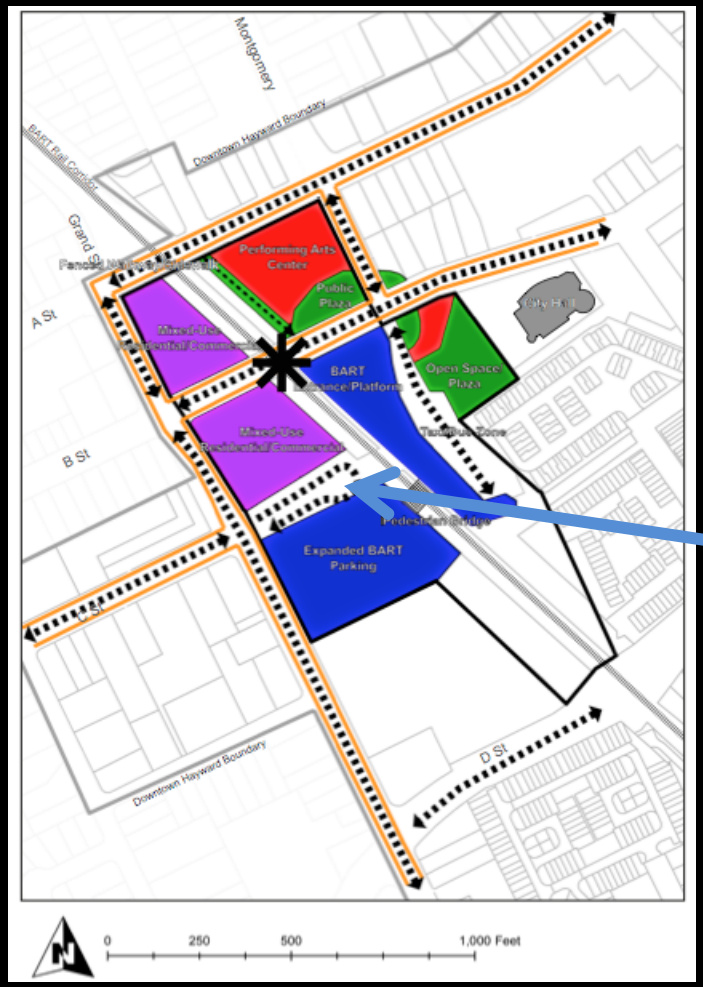
Drop Off and Loading Zone



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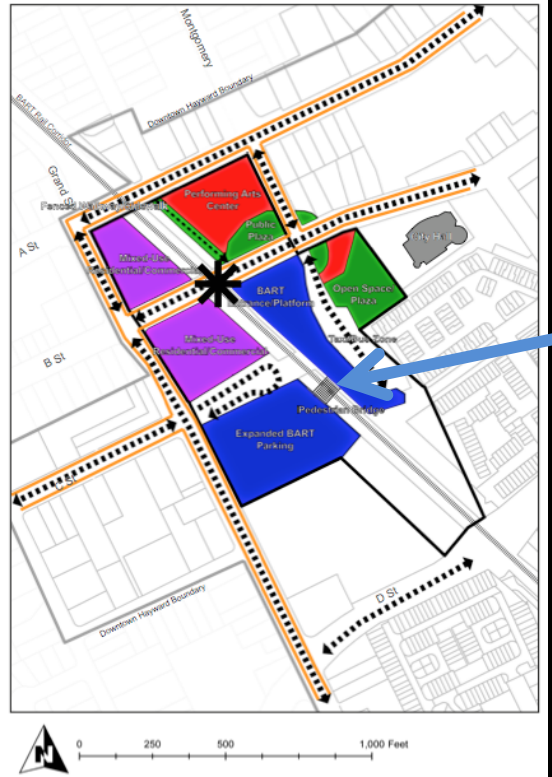
Pedestrian Bridge



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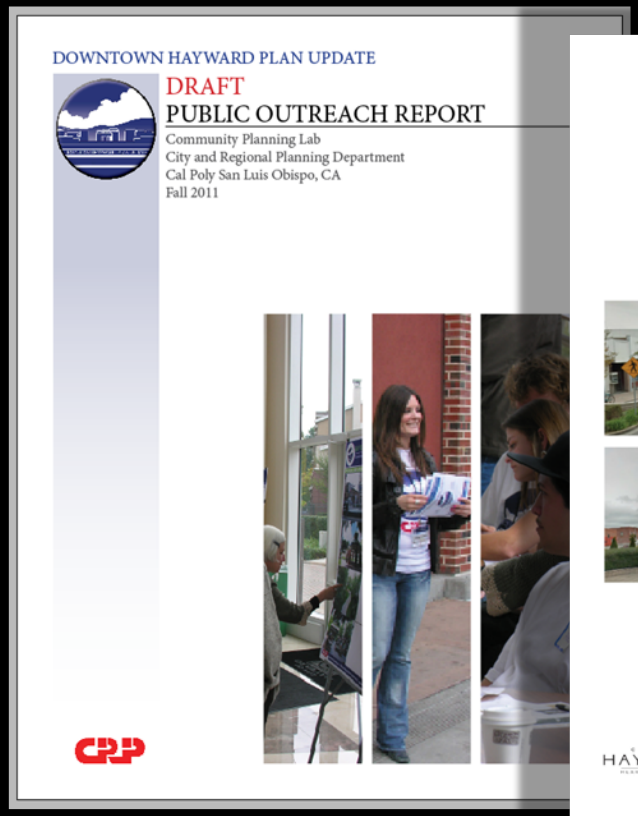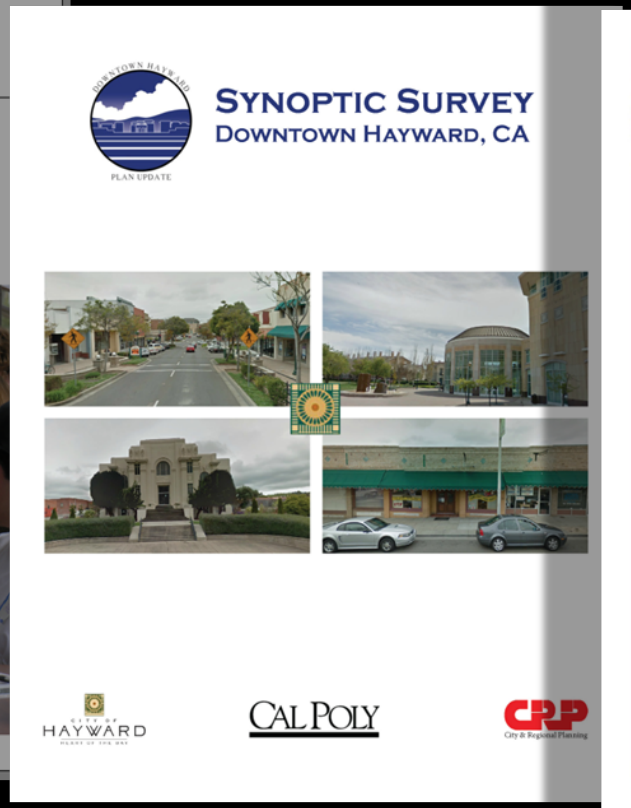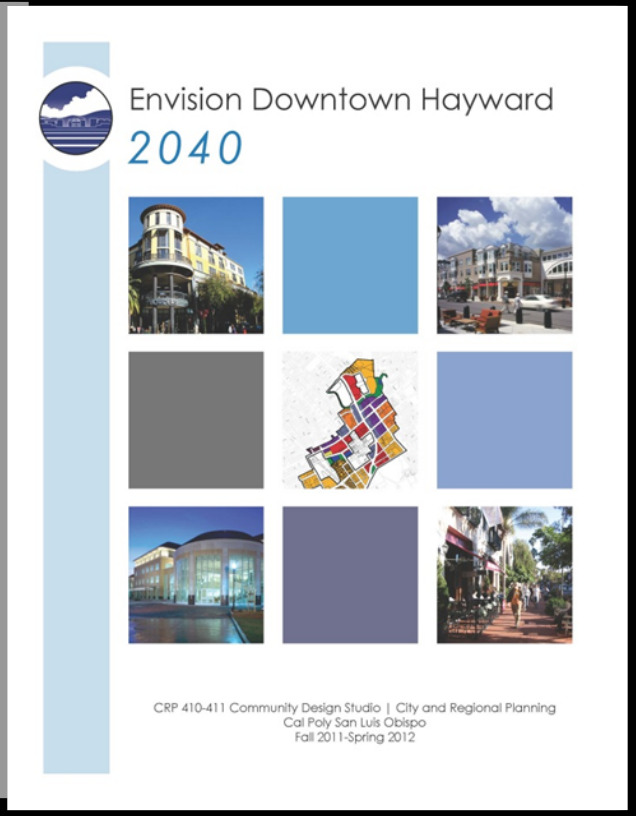
Final Deliverables