



# South Hayward BART/Mission Boulevard Concept Design Plan

City of Hayward

**Community Design + Architecture, Inc**  
Strategic Economics  
Nelson\Nygaard Consulting Associates

*June 27, 2006*



# Table of Contents

<b>I. INTRODUCTION</b>	<b>I</b>
1.1 Area of Applicability.....	7
1.2 Plan Components.....	7
1.3 Planning Process and Public Participation .....	8
<b>2. EXISTING CONDITIONS</b>	<b>9</b>
2.1 Land Use and Urban Form Assessment .....	9
2.1.1 Existing Zoning and Land Uses .....	9
2.1.2 Accessibility to BART.....	14
2.1.3 Sub-Area Character .....	17
2.1.3.1 Sub-Area #1 – Kmart Site .....	18
2.1.3.2 Sub-Area #2 – North End Mission Boulevard.....	19
2.1.3.3 Sub-Area #3 – Jefferson Street to Tennyson Road .....	22
2.1.3.4 Sub-Area #4 – BART Site and Vicinity .....	24
2.1.3.5 Sub-Area #5 – Dixon Street.....	28
2.1.3.6 Sub-Area #6 – South End Mission Boulevard.....	32
2.1.3.7 Sub-Area #7 – Triangle Site .....	33
2.2 Real Estate Market Conditions and Demographic Trends .....	34
2.2.1 Demographic Summary .....	35
2.2.2 Retail Market Overview.....	35
2.2.2.1 Existing Conditions .....	35
2.2.2.2 Potential for New Retail .....	35
2.2.3 Residential Market Overview .....	36
2.2.3.1 Single-Family Detached Existing Conditions .....	36
2.2.3.2 Single-Family Detached Market Potential .....	36
2.2.3.3 Attached For-Sale Units Existing Conditions .....	36
2.2.3.4 Attached For-Sale Units Market Potential .....	37
2.2.3.5 Apartment Existing Conditions .....	37
2.2.3.6 Apartment Market Potential .....	37
2.3 Transportation Assessment.....	38
2.3.1 Transit.....	38
2.3.2 Bicycle and Pedestrian .....	38
2.3.3 Automobile .....	39

<b>3. CONCEPT LAND USE PLAN</b>	<b>41</b>
3.1 Overview .....	41
3.2 Land Use Designations .....	42
3.2.1 Station Area Residential (SAR).....	42
3.2.2 Mission Boulevard Residential (MBR).....	42
3.2.3 High Density Residential (HDR) .....	43
3.2.4 Medium Density Residential (MDR) .....	43
3.2.5 Commercial (C).....	43
3.2.6 Commercial and/or Residential (C/R) .....	43
3.2.7 Mixed Use (MU) .....	44
3.2.8 Public Facilities (PF) .....	44
3.2.9 Open Space/Multi-Purpose Trails (OS).....	44
3.3 Concept Design Plan Land Uses .....	47
3.3.1 Sub-Area #1 – Kmart Site .....	47
3.3.2 Sub-Area #2 – North End Mission Boulevard.....	48
3.3.3 Sub-Area #3 – Jefferson Street to Tennyson Road .....	49
3.3.4 Sub-Area #4 – BART Site and Vicinity .....	50
3.3.5 Sub-Area #5 – Dixon Street .....	52
3.3.6 Sub-Area #6 – South End Mission Boulevard .....	54
3.3.7 Sub-Area #7 – Triangle Site.....	55
<b>4. DESIGN GUIDELINES</b>	<b>57</b>
4.1 Street Frontage Character .....	60
4.1.1 Mission Boulevard .....	60
4.1.2 Dixon Street.....	66
4.1.3 BART Transit Plaza .....	68
4.1.4 New Residential Streets and Pedestrian Pathways .....	70
4.2 Site Access and Parking.....	70
4.3 Building Character .....	73
4.3.1 General .....	73
4.3.2 Residential .....	74
4.4 Additional Guidelines .....	76
4.4.1 Open Space and Landscaping .....	76
4.4.2 Exterior Lighting .....	78
4.4.3 Signage.....	78
4.4.4 Building Service Elements.....	79

<b>5. CIRCULATION IMPROVEMENTS PLAN</b>	<b>81</b>
<b>5.1 Pedestrian and Bicycle Connectivity</b> .....	<b>81</b>
5.1.1 North-South Connectivity.....	81
5.1.2 East-West Connectivity .....	84
5.1.3 Pedestrian Crossings at Intersections .....	85
<b>5.2 Bus Connectivity</b> .....	<b>86</b>
<b>5.3 Other Improvements</b> .....	<b>87</b>
5.3.1 Parking Management .....	87
 <b>APPENDIX A</b>	
Preliminary Development Scenarios	
 <b>APPENDIX B</b>	
Glossary of Terms	

*This page intentionally left blank.*

# *1. Introduction*

Hayward is known as the “Heart of the Bay” because of its central and convenient location in Alameda County. Serviced by an extensive network of freeways and bus lines, Hayward has two BART stations (Hayward and South Hayward), an Amtrak station, and the Hayward Executive Airport. Hayward’s central location within the regional transportation network, in combination with the imbalances in the growth of jobs and households throughout the Bay Area, have contributed to the significant amount of regional or through commuter traffic that congests area highways and City arterial roadways, including Mission Boulevard. This congestion restricts immediate access to shopping, jobs, commerce, educational, cultural and recreational resources and thereby diminishes the economic and social potential of the City. It also amplifies noise and air quality problems which adversely affect public health and the environment.

As a mature city that desires to serve in a leadership role, Hayward would like to plan and provide guidance for opportunities that will lead to transit-oriented development not only around the South Hayward BART Station, but also along the Mission Boulevard corridor. Also, acknowledging that the Mission Boulevard corridor defines the image of Hayward for many and is a critical gateway into the community, Hayward seeks to encourage redevelopment in the area to enhance its image to better reflect the character and ambition of the city.

This plan aims to facilitate achievement of such a vision through the following objectives:

- 1) To implement goals and polices within the adopted Hayward General Plan and applicable redevelopment plans.
- 2) To promote the conversion of older commercial uses that are no longer economically feasible, to a state-of-the-art, urban-scale residential neighborhood.
- 3) To provide for intensified land uses to encourage the development of a transit-friendly, smart-growth area near an existing BART station consistent with regional planning objectives.
- 4) To assist the City of Hayward with meeting quantified housing objectives contained in the City's Housing Element of the General Plan.
- 5) To provide incentives, via opportunities for redevelopment, to remediate identified soil and groundwater contamination conditions.
- 6) To provide **opportunities through development** to facilitate missing public infrastructure improvements or upgrade of older such facilities.
- 7) To provide locations for new public facilities, including a community center and the expansion of Bowman School.
- 8) To increase local jobs and economic return to the City of Hayward and Hayward Redevelopment Agency.

The City recognizes the potential of the area for achieving such objectives given the amount of undeveloped and underutilized land in close proximity to the South Hayward BART Station and along the major transit corridor of Mission Boulevard. Also, according to the 2000 Census, the area has a higher average household income (\$65,809) than the City as a whole (\$60,623). With new residential developments anticipated in the near future in the foothills to the east of Mission Boulevard, the average household income level for the area is expected to remain higher than that for the city as a whole.

In response to recognition of this potential, the City of Hayward has taken the following actions:

- In 2001, the Hayward Redevelopment Agency amended the Downtown Redevelopment Plan to extend the boundaries of the project area to include parcels within the Foothill Boulevard and Mission Boulevard corridors.
- In the summer of 2004, the City issued a Request for Proposal (RFP) for a consultant team to evaluate the area in terms of opportunities and constraints for future redevelopment as well as the area's relationship to the South Hayward BART station, a regional transportation node. Consultants were asked to develop a conceptual land use plan that would illustrate how future development in the area could take advantage of the proximity of the South Hayward BART Station, enhance the Mission Boulevard corridor and be compatible with the surrounding neighborhoods, while enhancing circulation and transportation linkages in the immediate vicinity of the BART station.

In spring of 2005, BART received a grant from Caltrans to explore in more detail access and design issues associated with its properties that would incorporate transit-oriented development (TOD) principles. Furthering efforts by the City to develop a conceptual land use plan for the area around the station and along the Mission Boulevard corridor, BART developed a separate, independent report that will be used to help guide future design and development of its properties. Working together, BART and the City seek to:

- 1) help create a vibrant, livable neighborhood with high-quality, safe, well-used public spaces,
- 2) encourage the highest-intensity residential uses and essential community services within a short walking distance to the BART station,
- 3) encourage coordinated development that enhances the existing neighborhood fabric,
- 4) manage public and private parking resources to enhance the livability of the neighborhood,
- 5) encourage development that is oriented towards the street and is scaled to the pedestrian and
- 6) promote design that relates to the existing neighborhoods through building height, setbacks and massing that steps down to transition to existing buildings.

BART's efforts have helped formulate the general land use considerations for the BART properties within this Concept Design Plan.

In summary, this plan seeks to encourage and provide the framework for redevelopment that will result in a transit village around the South Hayward BART station and an enhanced Mission Boulevard corridor.

*This page intentionally left blank.*

Figure 1-1 Aerial Photo of Study Area



*This page intentionally left blank.*

## 1.1 Area of Applicability

As depicted in Figure 1-1, the South Hayward BART/Mission Boulevard Concept Design Plan encompasses the Mission Boulevard corridor between Harder Road and Industrial Parkway. The study area comprises approximately 240 acres. The area is bordered by the BART tracks on the west (excluding the residential neighborhoods west of East 12<sup>th</sup> Street and north of Sorenson Road), Industrial Parkway on the south (including the triangular parcel on the south side), Harder Road on the north, and Mission Boulevard on the east, also including commercial properties along the east side between Garin Avenue and Calhoun Street. The South Hayward BART Station is located to the southwest of the Tennyson Road/Dixon Street intersection.

The Route 238 Corridor Improvement Project, as proposed, will result in an additional travel lane in each direction on Mission Boulevard through the conversion of parking areas to travel lanes during commute hours. Such lanes will convert to parking spaces during non-commute hours. In addition, new sidewalks will be constructed and some crosswalks relocated. Mission Boulevard street sections presented in Chapter 4 illustrate how the 238 improvements have been integrated into the new vision for Mission Boulevard.

## 1.2 Plan Components

The South Hayward BART/Mission Boulevard Concept Design Plan is intended to serve as a policy and design document to guide the revitalization effort and incremental process of its implementation in the future. The following are the key components of the plan and a brief summary of their content:

- **Existing Conditions**

This chapter begins by illustrating how the Plan area can be divided into sub-areas with differing characters and land use focus. Each sub-area is described and an assessment of assets, needs and opportunities are made from a land use and architectural perspective. Following this is a summary of findings from research on demographic trends and real estate market conditions as they inform what type of developments are likely to succeed in the Plan area. Finally, a summary of findings from a transportation assessment is presented, addressing items such as transit activity and pedestrian and bicycle access.

- **South Hayward BART/Mission Boulevard Plan**

Within this chapter, the overall approach to land uses and development along the Mission Boulevard corridor is presented, and land use designations are described. The chapter illustrates a range of recommended land uses and

development densities within the various sub-areas of the corridor. The process of achieving the resulting Concept Design Plan land uses resulting from analyzing three preliminary land use scenarios of differing intensities is also presented.

- **Design Guidelines**

The design guidelines chapter is intended as a long-term guide for City staff and proponents of future development. The guidelines spell out requirements for new development and remodeling projects that address building height, bulk, and setbacks, as well the design of façades, entrances, signage, open space and other design characteristics of development. These guidelines are intended to be in addition to the Hayward’s existing Design Guidelines.

- **Circulation Improvements Plan**

This component of the plan describes and illustrates recommendations for improvements in the public rights-of-way within the Concept Design Plan area, such as improvements for pedestrians in crosswalks and along sidewalks. This section also discusses additional connectivity improvements that will better connect neighborhoods with each other and with the BART station, as will improve and connect the bicycle network.

### ***1.3 Planning Process and Public Participation***

City staff, with their partners at BART, began the project in November 2004. The City assembled a technical advisory group (TAG) consisting of City staff from the Community and Economic Development Department, including from the Redevelopment Agency, and the Department of Public Works. In addition to BART, representatives from AC Transit were also active members. The TAG met approximately once a month.

The City has hosted three community meetings. The first meeting was held in January of 2005 and served as a kick-off to the project and a review of existing conditions. The second community meeting was held in June of 2005 where participants were asked to review two preliminary land use scenarios and give feedback. (BART hosted a community workshop in September of 2005 that specifically dealt with the BART properties.) On average, 60 to 70 participants were in attendance at each meeting.

A third community workshop was held in the first quarter of 2006, following the release of the public review draft of the Concept Design Plan.

## 2. Existing Conditions

The existing conditions assessment undertaken for the South Hayward BART/Mission Boulevard Concept Design Plan consists of three principle components: Land Use and Urban Form (Section 2.1), Real Estate Market Condition and Demographic Trends (Section 2.2) and Transportation (Section 2.3). Assessments presented are summaries of reports available for review at the City's Planning Division and which were presented to the City Council, Planning Commission and the public in the first quarter of 2005.

### 2.1 Land Use and Urban Form Assessment

The section begins by identifying acreages via existing zoning designations and then by general land uses. Following that is a discussion related to accessibility to BART. The focus of this section is the qualitative description of the seven sub-areas delineated early in the study process. The descriptions give a brief assessment of architecture/site character and the pedestrian environment, identifying particular needs within each sub-area, and concludes with identification of key opportunity sites.

#### 2.1.1 Existing Zoning and Land Uses

The following figures and tables are a break-down of the existing zoning designations (Figure 2-1 and Table 2-1) and the existing land uses (Figure 2-2 and Table 2-2) in the Plan area. The breakdown of the existing land uses is derived from the Alameda County Assessor's use codes and is fairly general in description. For example, all types of residential uses are identified under one residential use category – *Residential*; all auto related uses are called *Auto Commercial*.

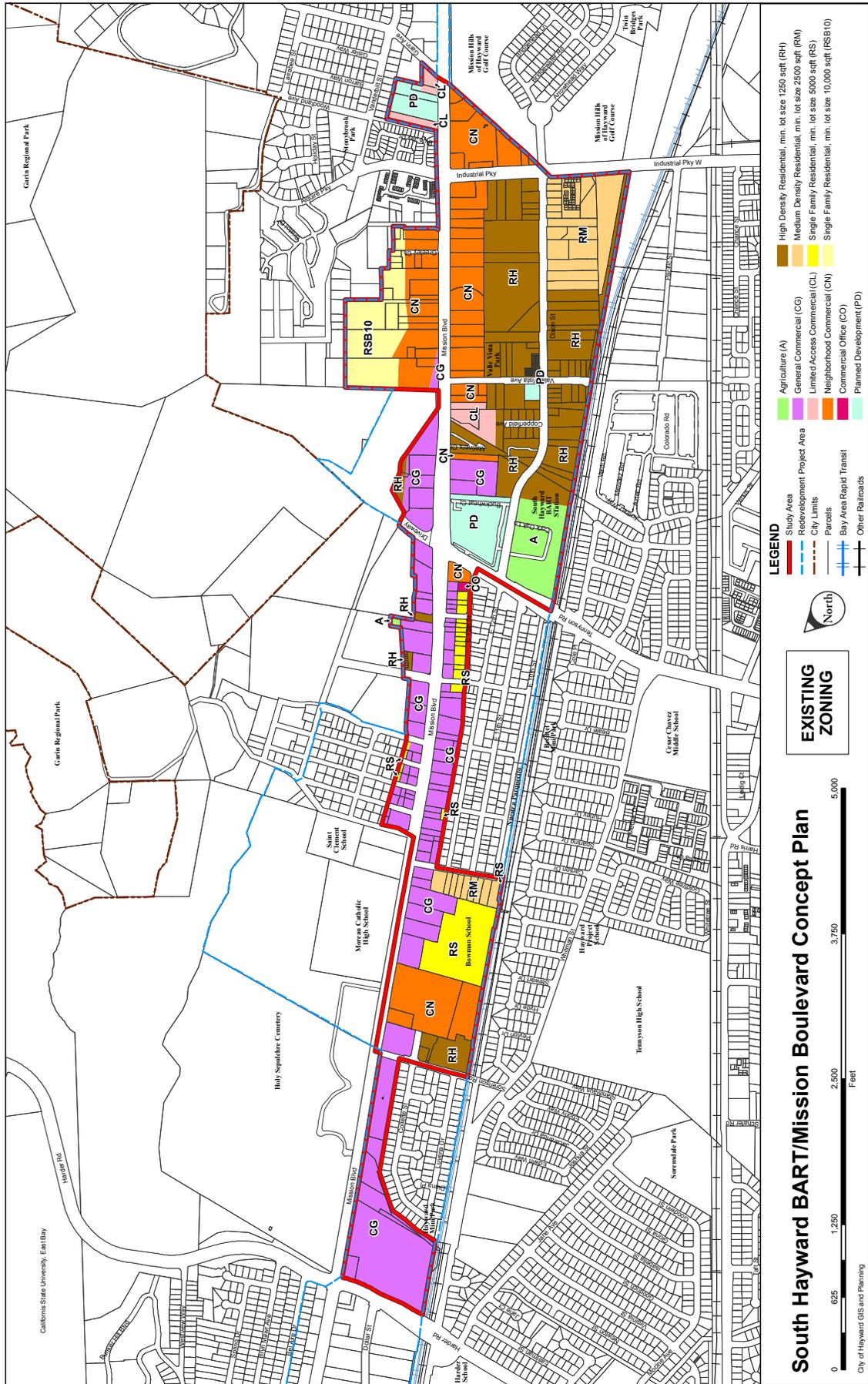


Figure 2-1 Existing Zoning

**Table 2-1** Total Land in Acres per Zoning Category

EXISTING ZONING	ACRES
GENERAL COMMERCIAL	50.00
HIGH DENSITY RESIDENTIAL - MIN. LOT AREA PER D.U. - 1,250 SQ FT	47.05
NEIGHBORHOOD COMMERCIAL	41.57
MEDIUM DENSITY RESIDENTIAL - MIN. LOT AREA PER D.U. - 2,500 SQ FT	16.48
AGRICULTURE	9.99
SINGLE FAMILY RESIDENTIAL - MIN. LOT SIZE - 5,000 SQ FT	9.79
SINGLE FAMILY RESIDENTIAL - MIN. LOT SIZE - 10,000 SQ FT	9.13
PLANNED DEVELOPMENT	9.06
LIMITED ACCESS COMMERCIAL	3.83
COMMERCIAL OFFICE	0.18
<i>RIGHT-OF-WAY</i>	42.92
<b>TOTAL</b>	<b>240.00</b>



**Table 2-2** Total Land in Acres per Land Use Category

<b>EXISTING GENERAL LAND USE</b>	<b>ACRES</b>
Residential	54.11
Retail	42.50
Vacant (Caltrans)	22.72
Vacant	20.86
Commercial Auto	12.20
Public (BART)	11.45
Commercial Recreational	8.92
Institutional (Bowman School)	8.37
Warehouse	4.67
Parking	3.21
Office	2.81
Religious	2.17
Commercial Motel	1.79
Institutional	0.94
<i>No Definition</i>	0.35
<i>RIGHT-OF-WAY</i>	42.92
<b>TOTAL</b>	<b>240.00</b>

### 2.1.2 Accessibility to BART

An important focus of the Concept Design Plan is to improve pedestrian and bicycle connectivity within the Plan area as well as to adjacent neighborhoods in order to improve the overall accessibility to the BART station and to uses along Mission Boulevard. The Concept Design Plan seeks to reduce dependence on single occupancy vehicles by encouraging walking, bicycling and the use of transit and to encourage investment in a high-quality pedestrian network that connects major destinations in the area around the BART station and to citywide networks.

Figure 2-3 illustrates the parcels accessible within a half-mile radius of the BART station. The figure takes into account real walking distances based on current, legitimate pedestrian routes and street crossings. The map reveals that under existing conditions, the majority of the Plan area is accessible to the BART station within a 10 minute walk, as are a few areas outside of the Plan area. Figure 2-4 helps show the character of the pedestrian environment in the Plan area by illustrating where sidewalks are currently missing.





### 2.1.3 Sub-Area Character

The entire 240-acre Plan area does not have one singular identity, and for that reason, seven “sub-areas” have been delineated, as depicted in Figure 2-5. The following is a qualitative assessment of the character of each sub-area and a brief summary of the opportunities present.

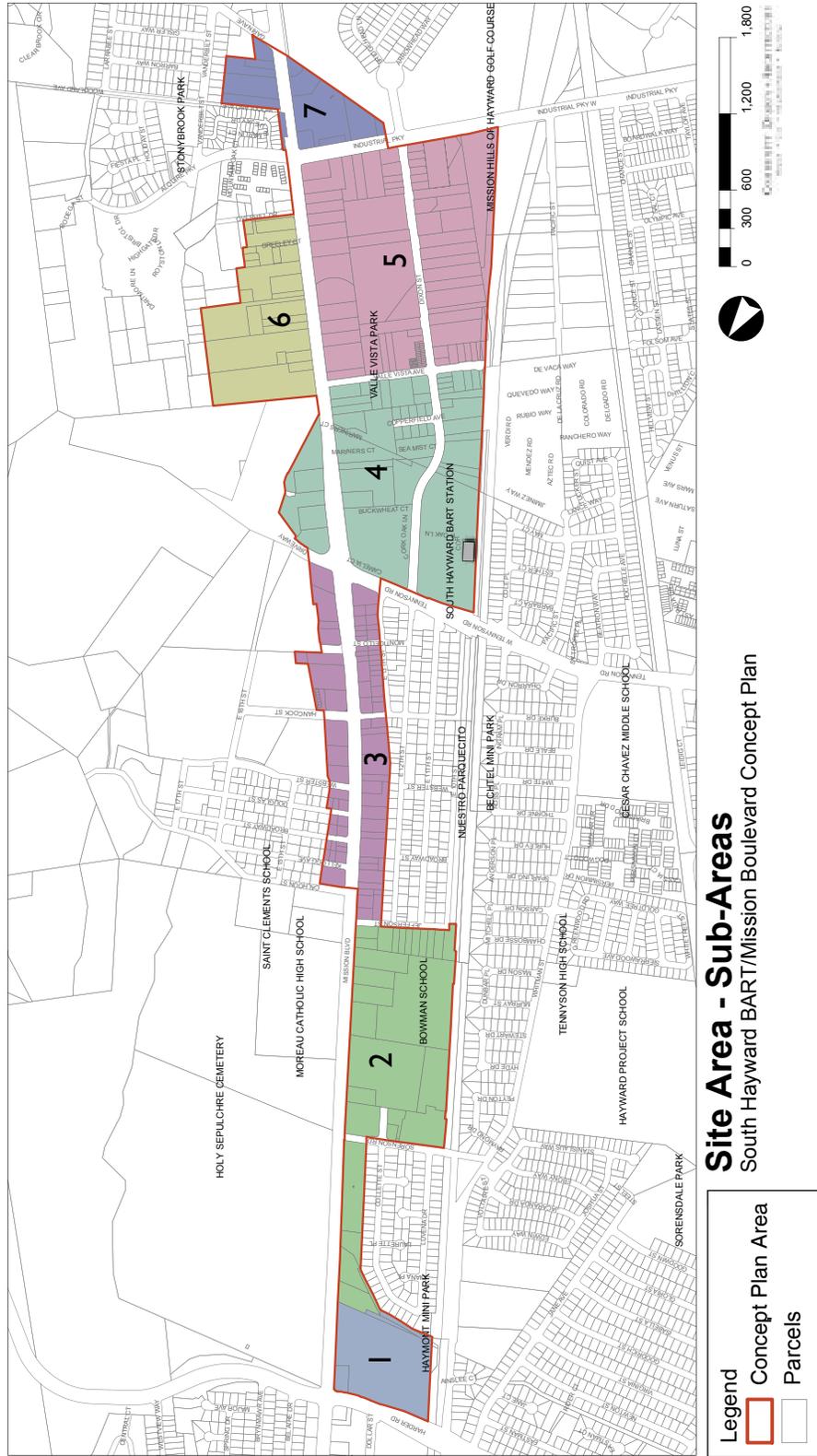




Figure 2-6 Aerial View of Sub-Area #1



Figure 2-7 Kmart

### 2.1.3.1 Sub-Area #1 – Kmart Site

This sub-area includes the two parcels on the southwest corner of the Mission Boulevard/Harder Road intersection, which have a combined size of approximately 11 acres. Two buildings are located within this sub-area: the Kmart store, set back approximately 200 feet from Mission Boulevard with parking surrounding it, and the Payless Shoe store located on the southwest corner, set back 35 feet from Mission Boulevard.

The sidewalks in this sub-area on either side of Mission Boulevard are generally in good condition. Curb cuts are few as almost the entire street frontage is comprised of the Kmart parking lot on the west side. There are no direct pedestrian connections between the sidewalk and the two retail uses. Within the crosswalk at the Mission Boulevard/Harder Road intersection, there is a pedestrian-activated signal located on the median, but with no pedestrian refuge island. Along the Mission Boulevard sidewalks, overhead utility poles, street lights and phone switch boxes are generally placed towards the middle of the sidewalks.

#### Opportunity Assessment

The size, visibility, and accessibility of the sub-area (primarily the Kmart site) make this sub-area better suited to remain commercial, with the potential to create an opportunity to extend Hayward’s Auto Row southward across Harder Road.

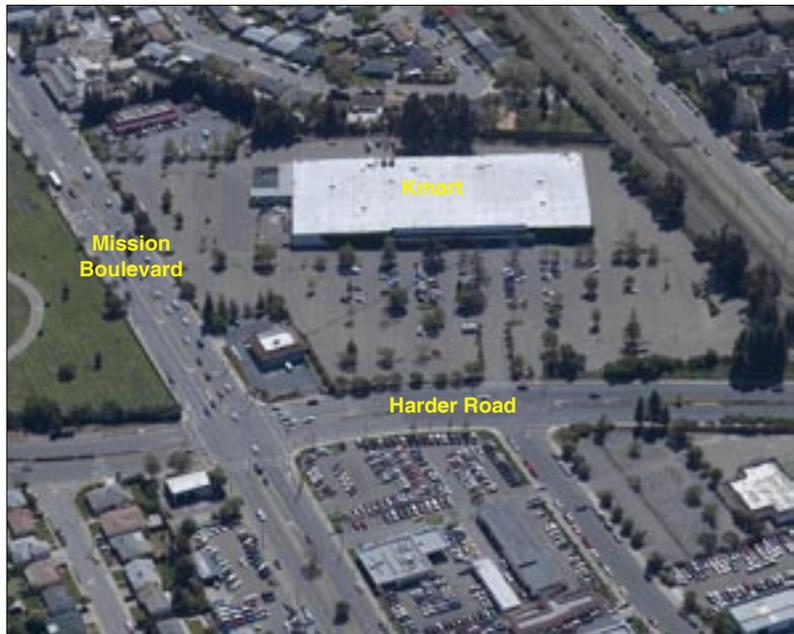


Figure 2-8 Aerial View of Kmart Site from North

2.1.3.2 Sub-Area #2 – North End Mission Boulevard



Figure 2-9 Aerial View of Sub-Area #2

This sub-area includes all parcels in the Plan area from the Kmart site south to Jefferson Street, including the Mission Plaza Shopping Center and Bowman Elementary School. Immediately adjacent to Kmart is a McDonalds restaurant and two single-story cemetery monument stores that front Mission Boulevard. Further south, the Haymont Shopping Center (2.7 acres) defines most of the street frontage with storefronts set behind a double-loaded angled parking lot. Parcel depths in this segment are approximately 160 feet deep. Further south, a Walgreen’s store is located on the southwest corner of the Mission Boulevard/Sorenson Road intersection and is surrounded by a double row of parking fronting each street. The building character remains similar to that of the Mission Plaza Shopping Center, located on a 6.3 acre parcel to the south. A storage facility is located between the shopping center and BART tracks and is not visible from Mission Boulevard. The remainder of the block fronting Mission Boulevard has commercial/industrial one-story buildings, several of which appear vacant, aligned perpendicular to Mission Boulevard, with their parking behind chain link and wrought iron fences. Parcel depths vary from 200 to 420 feet. Behind these parcels is Bowman Elementary School (8.4 acres), which is accessed only from Jefferson Street. With the exception of the commercial parcels fronting Mission Boulevard, the neighborhoods along both Sorenson Road and Jefferson Street are residential in character, consisting primarily of single-family homes, with the exception of three two-story apartment buildings along the south side of Sorenson Road.



Figure 2-10 Haymont Center



Figure 2-11 Vacant Parcels along Mission Boulevard adjacent to Bowman School

A pedestrian bridge crossing over the BART tracks is located at the western end of Sorenson Road. (Figure 2-14) To the south, an unattractive tunnel under the BART tracks connects the school site with Dunbar Place to the west. (Figure 2-15)

The sidewalks along the east side of Mission Boulevard are similar to those in sub-area 1 and include a segment along the frontage of Moreau Catholic High School. On the west side of Mission Boulevard, the sidewalks in the sub-area are fragmented and disintegrate in certain sections with frequent curb cuts. The Sorenson Road and Jefferson Street intersections have wide curb radii with a single accessibility ramp for both directions. Each intersection also has a single signalized crosswalk across Mission Boulevard. The sidewalks on Sorenson Road and Jefferson Street that connect Mission Boulevard to the residences to the west are narrow, and on Sorenson Road, essentially disappear, due to the parcel-wide curb cuts for the auto-oriented retail uses at the corners.

### *Opportunity Assessment*

Primary redevelopment opportunities exist at the Haymont Center site and on the parcels separating the school site from Mission Boulevard that could be either incorporated into an expanded school site, or part of a larger redevelopment effort.

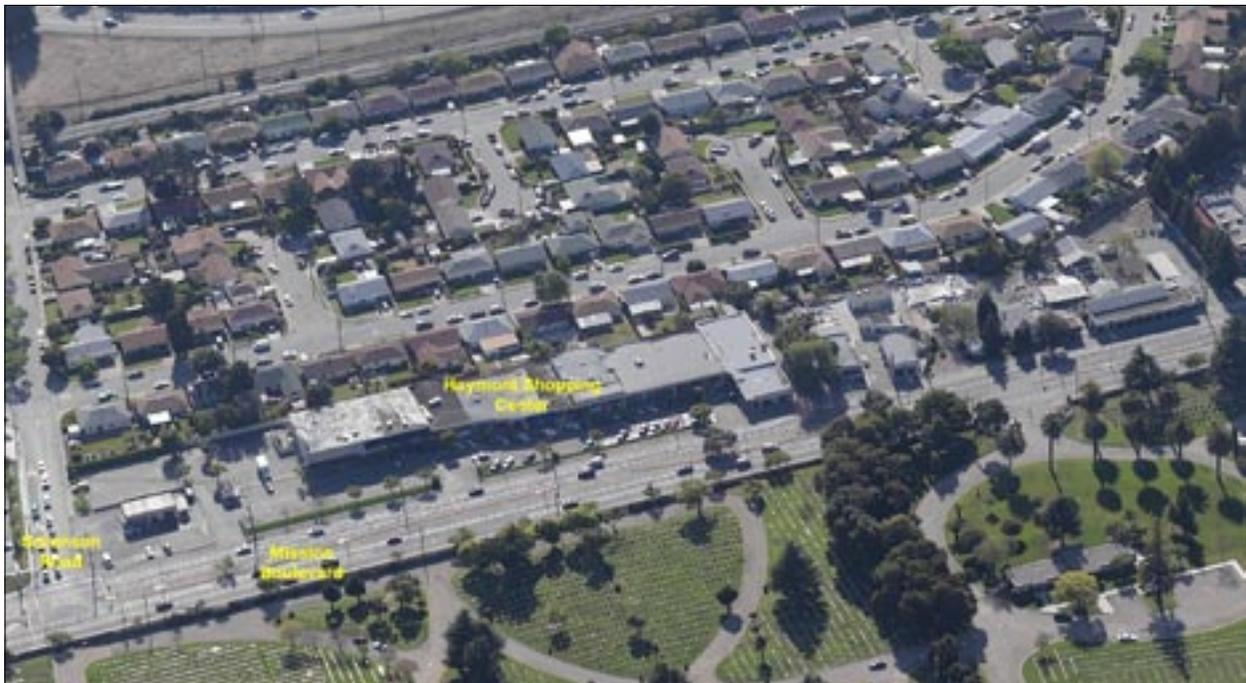


Figure 2-12 Aerial View of Haymont Shopping Center from East



Figure 2-13 Aerial View of Bowman School and Mission Plaza from the north



Figure 2-14 Aerial View of Sorenson Overpass (Pedestrian Bridge over BART Tracks) from South



Figure 2-15 Pedestrian tunnel at Bowman School

2.1.3.3 Sub-Area #3 – Jefferson Street to Tennyson Road

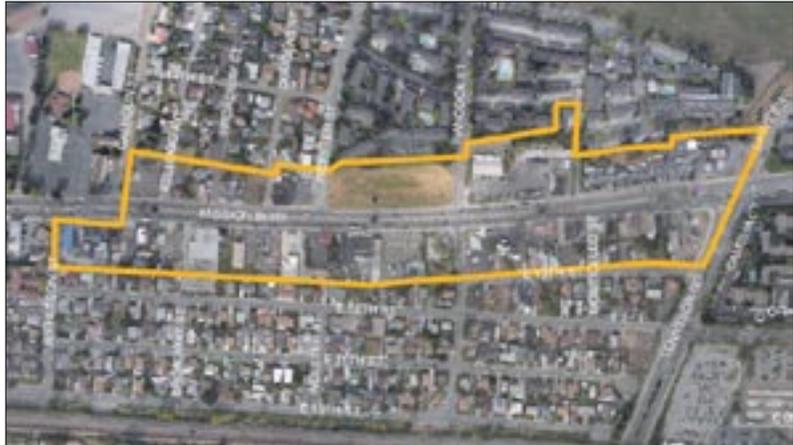


Figure 2-16 Aerial View of Sub-Area #3



Figure 2-17 Existing character along west side of Mission Boulevard



Figure 2-18 Existing character along east side of Mission Boulevard

This sub-area includes all parcels fronting Mission Boulevard (both sides) between Jefferson Street and Tennyson Road. Along Mission Boulevard within this sub-area, the prevalent pattern is that of perpendicularly aligned single-story, auto-oriented buildings. The buildings have varied setbacks with chain link fences and asphalt paving up to the sidewalk. Older residential and religious buildings are dispersed in between parking lots, driveways and vacant lots. The character is very much the same on the east side of Mission Boulevard, but with a significant interruption of the built form between Webster Street and Hancock Street due to three undeveloped parcels. Parcel depths and building configuration vary and slopes become more severe moving eastward from Mission Boulevard.

On the west side of Mission Boulevard, between Jefferson Street and Hancock Street, parcel depth is generally 200 feet with few exceptions. Along this segment, parcels fronting Mission Boulevard back up to the rear of residential uses that front onto East 12th Street. Further south, between Hancock Street and Tennyson Road, parcels are generally only 100-feet deep, but back onto another row of 100-foot deep parcels that front onto East 13<sup>th</sup> Street, providing access to the block from both Mission Boulevard and East 13<sup>th</sup> Street.

The pedestrian character remains similar to Sub-Area 2 with frequent curb cuts and utility poles in the sidewalk. The sidewalk on the east side is quite fragmented and completely absent between Webster and Hancock Streets. Within this entire 2,600-foot segment in this sub-area, crosswalks on Mission Boulevard occur at the Jefferson Street, Hancock Street and Tennyson Road intersections. These crossings do not have pedestrian-activated signals at the Mission Boulevard median as do those at the Harder Road intersection. The connecting sidewalks on the side streets are in poor condition, and in many places non-existent. There are no landscape elements along this segment, with the exception of a few trees in the vacant parcels, although the presence of the hills' topography to the east is notable.

### *Opportunity Assessment*

Improvements to site access from Mission Boulevard could provide significant redevelopment opportunities within this sub-area. Furthermore, several parcels in certain areas are under one ownership, thus improving parcel assembly possibilities.



Figure 2-19 Aerial View of Jefferson Street to Webster Street from East

2.1.3.4 Sub-Area #4 – BART Site and Vicinity



Figure 2-20 Aerial View of Sub-Area #4



Figure 2-21 BART station and bus transfer facility



Figure 2-22 Caltrans property adjacent to Perry & Key site

This sub-area includes the South Hayward BART Station and related facilities, all parcels north of Valle Vista Avenue between the BART tracks and Mission Boulevard, and those parcels that front the east side of Mission Boulevard in the area. The South Hayward BART Station is one of the lowest ridership stations (38 of 43) in the BART system. Average weekday ridership in Fiscal Year 2005 was 2,757 boardings. For comparison, the Downtown Hayward station had 4,320 average daily boardings.

On the east side of Mission Boulevard exist one- and two-story buildings including an auto sales use, a union meeting hall and paint stores, which are isolated from each other with expanses of parking lots and minor landscaping.

On the southwest corner of Tennyson Road and Mission Boulevard is the 6.23-acre Montelena residential complex, built in 1987 and comprised of two and three-story clustered buildings with internalized parking and a well-landscaped perimeter. This complex is adjacent to the 2.88-acre Perry & Key auto-related site, which abuts the 1.44-acre BART parking lot to the west and a 0.60 Caltrans property to the south. The remainder of the Plan area along the west side of Mission Boulevard is characterized by smaller commercial uses, mixed residential development, and an older motel.

The South Hayward BART station was opened in 1972. It is architecturally of the New Modernist style, with a significant public plaza leading to the station entrance. The BART properties occupy two sites, totaling approximately 11.25 acres. The primary station site of 9.81 acres is located west of Dixon Street and is served from Dixon Street by two entry drives with pedestrian walkways leading to surface parking areas. Also on this site are intermodal access facilities including



Figure 2-23 Pedestrian Path along Tennyson Road

a plaza and pick-up/drop-off zones, bicycle facilities and nine bus bays totaling approximately 1.26 acres. An additional 1.44-acre parking lot is located east of Dixon Street, which is typically underutilized. The total amount of commuter parking on the BART properties is 1,207 spaces. Pedestrian access is off of Dixon Street and from Tennyson Road, via stairs, at the northwest corner.

South of the station along Dixon Street are apartment complexes surrounded by landscaped perimeter walls. (Figure 2-25) This area leads to older two-story apartments aligned perpendicular to Dixon Street on narrow parcels, and a small enclave of single-story homes. This site character follows through to Valle Vista Avenue with the exception of the single-family homes along Copperfield Street and six new townhouses at the northeast corner of the Dixon Street/Valle Vista Avenue intersection.

Regarding pedestrian circulation in the sub-area, the sidewalks on Mission Boulevard have fragmented sections making continuous access difficult. Crosswalks are located at the signalized intersections of Tennyson Road and the La Vista Quarry access road at the Perry & Key site. However, the Route 238 Corridor Improvement Project proposes placement of a new signalized crosswalk at the Valle Vista Avenue intersection. The La Vista Quarry is slated to close not later than 2008, which will result in removal of the access road, signal and crosswalk at that location.

The sidewalks along Valle Vista Avenue are also fragmented between Dixon Street and Mission Boulevard. (Figure 2-26) The sidewalks along Dixon Street are wide and well defined along the BART station property with mid-block crosswalks providing direct access to the station itself. Crosswalks with pedestrian-activated signals are provided at the Dixon Street/Tennyson Road intersection.

Along Tennyson Road, there is clear evidence of worn pedestrian paths leading from Nuestro Parqucito and East 10<sup>th</sup> Street down the embankment to Tennyson Road, as well as damaged fencing within the landscaped areas along both sides of Tennyson Road beneath the



Figure 2-24 Southern End of East 10th Street at BART Tracks



Figure 2-25 South on Dixon Street at BART Station

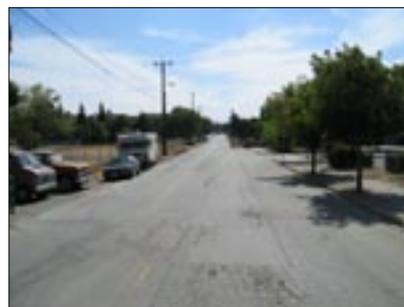


Figure 2-26 West on Valle Vista Avenue from Mission Boulevard

BART tracks overcrossing. (Figure 2-23) This indicates that many pedestrians accessing the station from the north may be coming from East 10th Street and crossing Tennyson Road beneath the tracks to get to the station rather than using the longer path leading to the signalized intersection at Dixon Street.

### Opportunity Assessment

Potential exists to create a transit village of mixed-use/higher density development on BART properties and possibly on the Perry & Key and Caltrans properties. By reorganizing the existing intermodal facilities on BART property, the transit-oriented development would be optimized. In order to develop the BART and Perry & Key properties and achieve higher densities, surface parking would be required to be replaced with structured parking. Joint development arrangements on several adjacent sites to BART offer the opportunity to create a shared parking facility.



Figure 2-27 Aerial View of BART Station from West

At the northwest corner of the Mission Boulevard/Valle Vista Avenue intersection, some of the parcels are owned by the State (Figure 2-34), which provides opportunity for development of retail uses at a key location within the Plan area. The sites are in close proximity of the BART station, as well.

The larger parcels on the east side of Mission Boulevard are appropriate for more intensive residential development. Given the Mission Boulevard/Tennyson Road intersection is a major intersection in the area, and given new residential development and a park are anticipated in the future that would be served via an eastward extension of Tennyson Road, there is also potential for recreation or entertainment-related commercial uses at the southeast corner of the intersection.



Figure 2-28 Aerial View of Perry and Key Site and Valle Vista Area from North

2.1.3.5 Sub-Area #5 – Dixon Street



Figure 2-29 Aerial View of Sub-Area #5



Figure 2-30 Dixon Street



Figure 2-31 Mission Boulevard along Caltrans property

Sub Area 5 includes all properties between Mission Boulevard and the BART tracks and between Valle Vista Avenue to the north and Industrial Parkway to the south, with Dixon Street serving as the central “spine.” Over half of the acreage in the sub-area, 18.91 of a total 32.82 acres, is comprised of undeveloped land owned by the State, associated with the previously proposed Route 238 Bypass project. (Figure 2-34) The west side of Mission Boulevard in this sub-area contains very few buildings, consisting of a small retail use on state-owned land at the Valle Vista Avenue intersection, a union hall and related parking lot at mid-block and a small retail center at the northwest corner of the Mission Boulevard/Industrial Parkway intersection.

The character along Dixon Street is inconsistent, with a mix of old buildings with multiple additions and newer apartments set back at least twenty feet from the sidewalk. One of the undeveloped state-owned parcels comprises approximately 330 feet of frontage along the east side of Dixon Street. Between Valle Vista Avenue and Industrial Parkway, there are mostly two- and three-story apartment buildings and condominiums with some single-family homes at the southern end of the block. The apartments are a mix of podium-parked two- and three-story buildings aligned perpendicular to the street on lots up to 490 feet deep. There are undeveloped parcels owned by the State on the west side of Dixon Street totaling 6.69 acres, plus an additional 1.51 acres owned by the Alameda County Flood Control and Water Conservation District, located along the BART tracks to the north of Industrial Parkway.

Valle Vista Park on the south side of Valle Vista Avenue is the only park in the Plan area and is on a one-acre parcel currently leased from the State and maintained by the Hayward Area Recreation and Park District.

There are no sidewalks along the west side of Mission Boulevard where the vacant parcels front the street, nor on Valle Vista Avenue between Mission Boulevard and Valle Vista Park. At the Mission Boulevard/Industrial Parkway intersection, there have been recent improvements to the sidewalks including new trees planted within the sidewalk. The intersection has a pedestrian-activated signal across Mission Boulevard on the north side with a mid-crosswalk button at the median; however, no pedestrian refuge is provided. The sidewalks along Dixon Street are in relatively good condition. In some places along Industrial Parkway, a landscaped buffer is provided between the street and sidewalk.

*Opportunity Assessment*

The state-owned properties in the sub-area, almost all of which are undeveloped, have prime development potential, especially given that most of them are located within a half-mile walking distance to the South Hayward BART Station. Such properties also provide the opportunity for an enhanced circulation system, including an improved pedestrian corridor along Dixon Street and Valle Vista Avenue, as well as a new street and multi-purpose trail that would connect Mission Boulevard to Dixon Street. One of the undeveloped parcels surrounded by the state-owned parcels near the southwest corner of Mission Boulevard and Valle Vista Avenue is owned by the City of Hayward. Combined with the state-owned parcels, one of which contains Valle Vista Park, this area of contiguous parcels owned by public entities comprises over four acres and provides an excellent opportunity for development of a significant community use, such as a new community center.



*Figure 2-32 Panoramic view of Caltrans property from Dixon Street*



*Figure 2-33 Panoramic view of Caltrans property from Industrial Parkway*

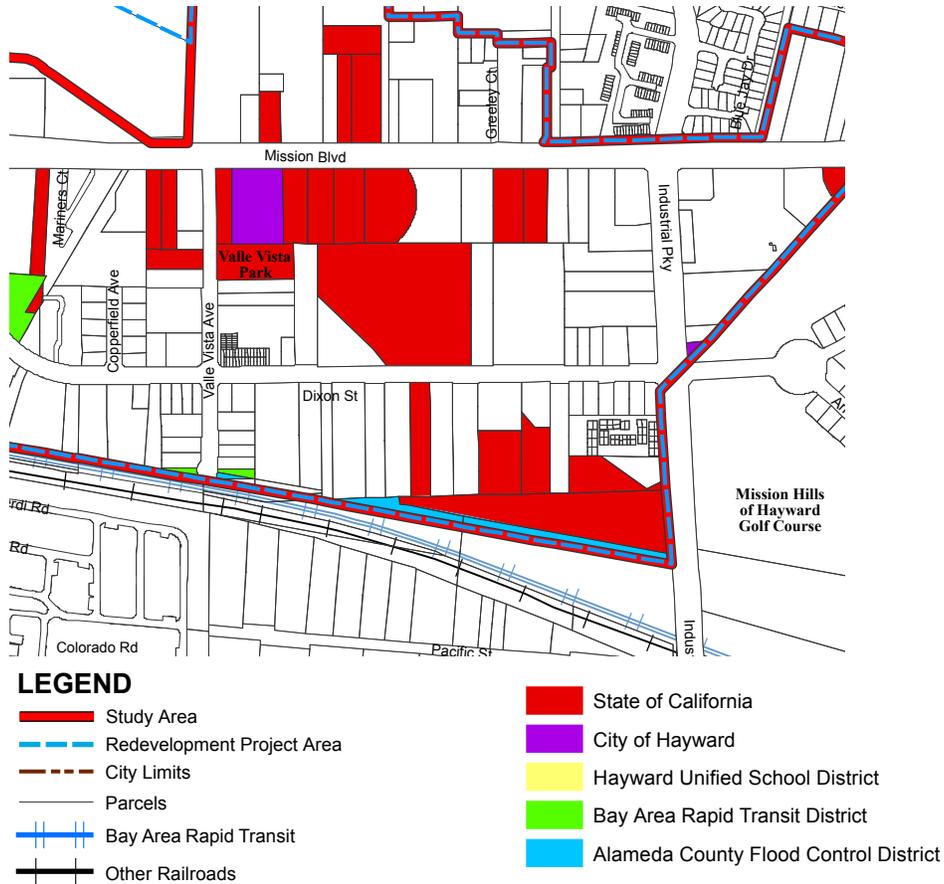


Figure 2-34 State-Owned land in Sub-Area #5



Figure 2-35 Aerial View of Caltrans-owned Property from West



Figure 2-36 Aerial View of Mission Boulevard/Valle Vista Avenue Intersection from North



Figure 2-37 Aerial View of Sub-Area #6

### 2.1.3.6 Sub-Area #6 – South End Mission Boulevard

This sub-area includes all properties in the Plan area on the east side of Mission Boulevard, between Valle Vista Avenue and Alquire Parkway. The vacant roller rink on the north end of the sub-area is adjacent to various single-story buildings with significant vacant land between. Parcels in this location are 800 feet deep, and building setbacks vary greatly. To the south, a mosque provides a distinct contrast in character to the rest of the buildings.

#### Opportunity Assessment

Parcel depths in this sub-area are conducive to new developments, though topography in the eastern portion of some of the deeper parcels may limit development potential. In-fill opportunities exist south of the mosque site along Greeley Court, as well as at the former roller rink site to the north.



Figure 2-38 Mosque



Figure 2-39 Aerial View of Sub-Area #6 from West

### 2.1.3.7 Sub-Area #7 – Triangle Site

This sub-area is comprised primarily of the former Holiday Bowl site and parcels on the east side of Mission Boulevard north of Garin Avenue. The entire triangle site at the southwest of the Mission Boulevard/Industrial Parkway intersection is approximately 6.56 acres, 1.40 acres of which contains two apartment complexes. The Holiday Bowl building is surrounded by parking, but a separate linear retail building fronts directly onto Industrial Parkway. At the western end of the triangle site there are two older apartment buildings containing 48 units, which are aligned perpendicular to Industrial Parkway. The entire site abuts the Mission Hills of Hayward Golf Course. On the east side of Mission Boulevard, the primary use within the sub-area is a storage facility adjacent to smaller commercial uses.

Recent improvements have been made to the Industrial Parkway intersection, although a crosswalk across Mission Boulevard is only provided on the north side of the intersection. Further south, a crosswalk is provided at the Garin Avenue intersection. On the east side of Mission Boulevard, pedestrian access to buildings from a public sidewalk is missing, except where one building has a wheelchair ramp from the sidewalk to its entrance.

#### Opportunity Assessment

The entire triangle site has high visibility and accessibility from commuters traveling along Mission Boulevard. It's proximity to the Mission Hills of Hayward Golf Course is a visual amenity that provides a unique setting that should be captured. Additionally, easy pedestrian access to the South Hayward BART Station via Dixon Street is an additional amenity for the site.



Figure 2-40 Aerial View of Sub-Area #7



Figure 2-41 View of Holiday Bowl site (closed in late August 2005)



Figure 2-42 Aerial View of Triangle Site from West

## 2.2 Real Estate Market Conditions and Demographic Trends

The *South Hayward BART/Mission Boulevard Concept Plan Residential and Real Estate Market Assessment*, dated February 18, 2005, is available at Hayward City Hall in the Planning Division and describes residential and retail market conditions as they relate to future development opportunities in the area. In particular, the assessment focuses on the Primary Market Area (PMA), which includes the Mission Boulevard Corridor from Harder Road to the Union City border, as shown in Figure 2-43.

That assessment indicates population growth and rising income levels in the PMA are good indicators of the area’s marketability as a housing location, and also signal potential new retail market opportunities. As the population has grown, neighborhood retail has remained largely unchanged. Many retailers will be interested in the changing local demographic profile of the South Hayward BART/Mission Boulevard Primary Market Area as it relates to development opportunities in the Plan area.

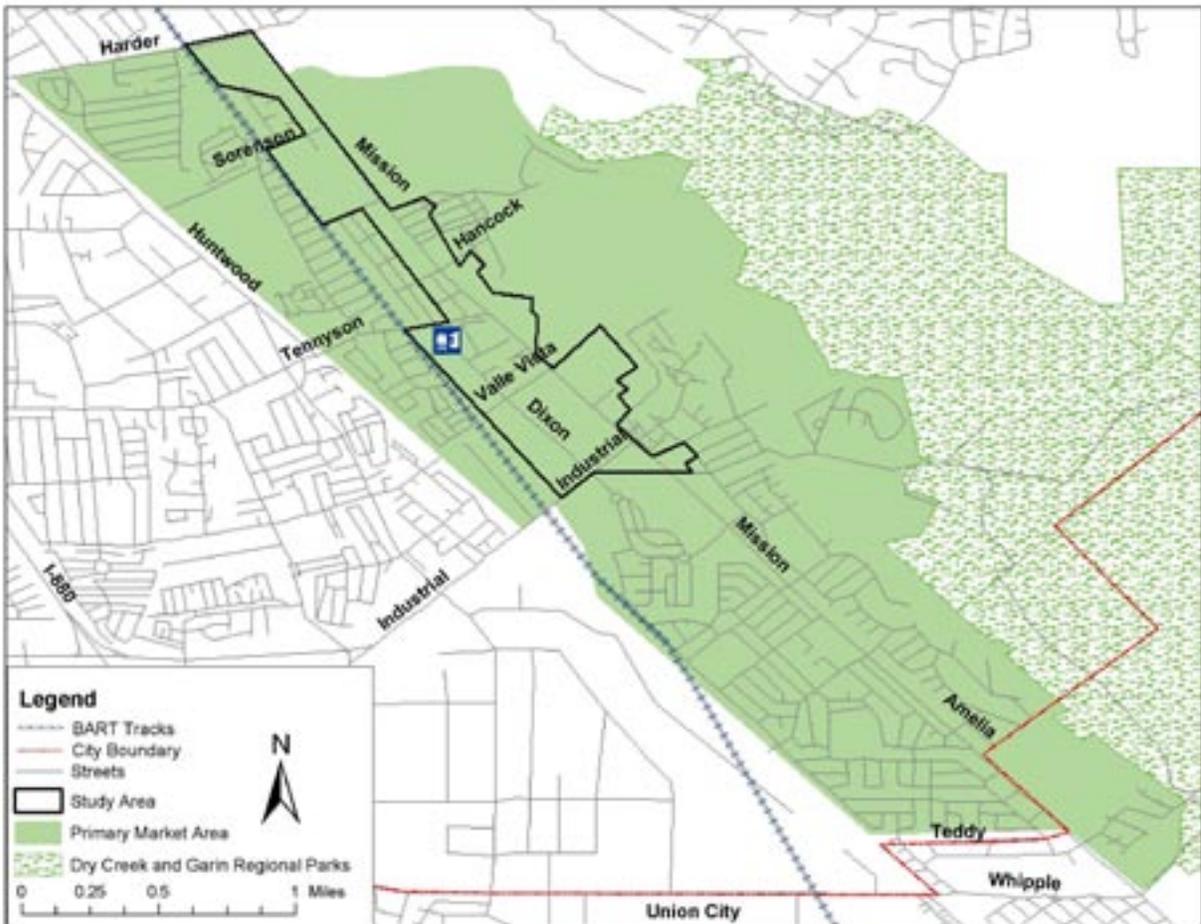


Figure 2-43 Map of Primary Market Area

## 2.2.1 Demographic Summary

The PMA grew quickly from 1990 to 2000. A total of 353 households or twenty percent of all new households in the PMA are associated with the Twin Bridges development that was completed in 1999, located just south of Industrial Parkway. Since 2000, population and household growth has dropped off dramatically in the PMA, and is increasing only slightly slower than the City as a whole. The population of the PMA is ethnically and racially diverse, with larger than average representations of Hispanic/Latino residents. The 2000 average household income of \$65,800 indicates middle-income buying power levels. While incomes are fairly robust, education levels are lower than County levels.

Continued population growth and rising income levels in the Primary Market Area are good indicators of its marketability as a housing location, and also signal potential new retail market opportunities. As the population has grown, neighborhood retail has remained largely unchanged. Many retailers will be interested in the changing local demographic profile of the South Hayward BART/Mission Boulevard Primary Market Area as it relates to development opportunities in the Plan area.

## 2.2.2 Retail Market Overview

### 2.2.2.1 Existing Conditions

Although the population growth and demographics of the Primary Market Area indicate strong local support for newer generation retail formats and tenants in the Plan area, high traffic volumes and diffuse, outmoded commercial development on some stretches of Mission Boulevard have constrained potential development opportunities.

### 2.2.2.2 Potential for New Retail

In order for large increments of new retail space to succeed along Mission Boulevard, it should be concentrated within nodes that can support a critical mass of new stores. Most traditional suburban, grocery-anchored neighborhood retail centers are 100,000 square feet and larger, requiring a minimum of five acres. For example, the Mission Plaza Shopping Center to the south of Sorenson Road in sub-area 2, is comprised of nearly seven acres. Significant new retail investment can occur on Mission Boulevard only if large enough sites can be made available.

A new center would not necessarily have a significant impact on the remaining existing outdated retail formats, which are likely to survive, but not necessarily thrive in their current form because property owners are still profiting from these uses and there are not necessarily economically viable alternative uses.

Along with these larger updated nodes of retail, new smaller, convenience-oriented retail space can be accommodated in horizontal or vertical mixed-use environments. Known also as “amenity retail,” this small increment of space serves the nearby residential population and often increases the desirability of new residential development.

**Grocery Store:** Since the variety of grocery store formats and their site location criteria have proliferated over the last ten years, a new store could potentially enter the area that would not necessarily compete head to head with the existing grocery stores in the area, some of which are geared to specific ethnic groups.

**BART Station:** The presence of the BART Station creates opportunities for neighborhood amenity retail. There are excellent market opportunities for new neighborhood-oriented retail to capture BART commuter spending, Mission Boulevard commuter traffic spending, and with better physical connections to surrounding neighborhoods, to draw greater levels of local shoppers.

## 2.2.3 Residential Market Overview

### 2.2.3.1 Single-Family Detached Existing Conditions

In keeping with the strong regional housing market, both single-family detached and attached homes in the Plan area have shown impressive sales performance since 1999. Single-family detached home sales prices in the market area have slightly exceeded Hayward prices over the last several years, demonstrating the marketability of single-family homes.

### 2.2.3.2 Single-Family Detached Market Potential

While prices throughout the region may level with the anticipated rise in interest rates, the long-term prognosis for the Bay Area is that the ownership housing market will remain strong given its desirability as a place to live. Though the market for single-family detached units is strong, it is not appropriate for the plan area, given the proximity to the transit station and along the Mission Boulevard transit corridor.

### 2.2.3.3 Attached For-Sale Units Existing Conditions

The Plan area has an older stock of condo and townhome units. Since market demand for condos from the 1970s/80s eras is generally weak relative to other residential products, prices are lower in market area than in Hayward and the County where a broader range of unit types and new construction exists. Notwithstanding, prices in the Market Area in 2005 were estimated to be \$375,000 for condominium units and \$450,000 for townhome units.

#### *2.2.3.4 Attached For-Sale Units Market Potential*

There is strong near and long-term market demand for for-sale attached housing within the Plan area. While a rise in interest rates will likely cause prices to flatten, for-sale housing will remain marketable in the Plan area, particularly if its design fosters a more physically coherent and interconnected neighborhood. Depending upon the location, a range of product types may be considered, including condos, townhomes and lofts. Lofts appear to be the least appropriate product for this location from a market standpoint; however, they may be suitable for certain parts of the Plan area where condos or townhomes are less marketable given the traffic levels on Mission Boulevard. Appropriately positioned new ownership housing with quality design in the Plan area could command prices in the range of 20 to 25 percent higher than current market area prices.

#### *2.2.3.5 Apartment Existing Conditions*

Vacancy rates below five percent within the Plan area demonstrate the area's popularity with modest-income households. Anecdotally, many of these households are families who regularly use BART. The solid market performance of higher end projects in other areas, such as Pinnacle City Centre in downtown Hayward and Legacy Park Central in Concord, also suggests that the apartment market in areas near transit is healthier than the regional apartment market.

#### *2.2.3.6 Apartment Market Potential*

Development of rental housing may not be likely in the near-term in the Plan area, nor in most parts of the Bay Area. However, as the regional economy improves, and as interest rates rise and fewer entry-level households are able to purchase homes, the rental market will stabilize and then improve significantly. Worsening congestion with growth also continues to bolster the relative marketability of both rental and for-sale homes near BART stations. Quality rental products would likely achieve rents roughly 40 percent higher than current prevailing rents in the area, once the rental market stabilizes. Any planning effort should be predicated upon the likelihood that apartments would be a viable use when the economy improves.

## 2.3 Transportation Assessment

The City’s General Plan is extremely supportive of transit, walking and cycling improvements, and land-use strategies to reduce automobile travel. In particular, it promotes the concentration of jobs and housing near transit stations or along major bus routes to reduce congestion. Within the Plan area, there is considerable potential for improvements for travelers by all means of transportation.

### 2.3.1 Transit

The Plan area is served by BART’s South Hayward Station (Figures 2-44 and 2-45) and seven bus routes operated by AC Transit, all of which run to the BART station. Mission Boulevard is the major bus corridor and the 99-Mission line carries the largest number of riders. While it has relatively low frequencies at present (30 minutes at peak), AC Transit’s policies focus resources on such major routes and future service improvements can reasonably be expected. AC Transit’s policies also relate service headways to density, and so new development in the Plan area may trigger service improvements.

The other routes serving the Plan area are lower productivity, coverage-oriented routes that operate at lower frequencies. They have ample capacity to accommodate new riders.

BART provides 1,207 parking spaces at the station, which are approximately 83 percent full on a daily basis. Patrons primarily arrive at the South Hayward BART Station by driving alone; 39% of all riders, with 46% of those traveling from home. Overall, 63% arrive by automobile, with 5% carpooling and 19% being dropped off.

Residents in the Plan area are slightly more likely to use rail for the commute to work; 6.2% compared to 4.2% for the City as a whole, although this is slightly counteracted by lower rates of commuting by bus. There is considerable variation within the Plan area, with the highest transit use found in the apartment buildings along Dixon Street, to the south of the BART station.

### 2.3.2 Bicycle and Pedestrian

The Plan area is well served with bicycle facilities, with bicycle lanes on Dixon Street, Tennyson Road and Harder Road. There is also a signed bicycle route, but no lanes, on Whitman Street and an off-street bicycle path parallel to Industrial Parkway southwest of the BART tracks. Pedestrian facilities are in many cases more limited, with missing sidewalks or barriers to movement. Some of the opportunities for improvement include:



Figure 2-44 South Hayward BART station



Figure 2-45 Intermodal Bus Facilities at BART Station

- The Industrial Parkway bicycle path could be extended to Mission Blvd, through the Holiday Bowl property (as detailed in the City’s 1997 Bicycle Master Plan).
- A bicycle and pedestrian connection to the Kmart site could link Luvena Drive to the Kmart site, via Haymont Mini Park, if such a site is developed with a retail use.
- The BART tracks pose a barrier to east-west movement, and pedestrian crossings are limited to the vehicular undercrossings at Tennyson Road, Industrial Parkway and Harder Road, plus two pedestrian-only crossings. These include a tunnel to the south of Bowman School, which is cramped, unpleasant, open at limited times and not compliant with the Americans with Disabilities Act accessibility standards.
- Nuestro Parquecito (Figure 2-46) is an attractive linear park along the BART tracks, but it ends abruptly at the embankment above Tennyson Road, with no safe, legal way to cross to the BART station. Enhancements to this connection, including improved pathways, stairs and, a pedestrian/bicycle bridge at this location, would be desirable.
- In the longer term, the Union Pacific Railroad right-of-way may provide an opportunity for a continuous bicycle and pedestrian route from Union City to Oakland. Even if rail service is reinstated, there may be sufficient width for a parallel multi-use path. This path would provide direct connections to major destinations such as Downtown Hayward, Union City and San Leandro, as well as links to other corridors such as the Dumbarton Bridge.



Figure 2-46 Nuestro Parquecito

### 2.3.3 Automobile

Conditions for vehicle travel are good in the Plan area. All signalized intersections operate at Level of Service D or better, which is the City’s standard. The planned Route 238 Corridor Improvement Project along Mission Boulevard will address future growth needs. Within the Plan area, the sidewalk on Mission Boulevard will be reduced from 10 feet to 7 feet to provide an additional travel lane in each direction during peak hours to meet future traffic growth. During off-peak hours, these lanes will be available for parking.

*This page intentionally left blank.*

# 3. Concept Land Use Plan

## 3.1 Overview

This chapter summarizes the development of land use designations in the South Hayward BART/Mission Boulevard Concept Design Plan. While preparing the Plan, three land use development scenarios were created and analyzed through discussions between consultants and City staff that represented varying levels of development densities (see Appendix A). Additionally, the various development scenarios were reviewed with the Planning Commission and City Council, as well as with the public through the afore-mentioned community meetings. The three preliminary land use development scenarios are described in Appendix A and the final scenario is described later in this chapter. All scenarios are based on the findings of the various assessments that were summarized in the preceding *Existing Conditions* chapter and per direction from the City's decision makers and the public.

This Concept Plan does not provide the level of specificity required to fully describe development standards and opportunities. It is intended to be implemented in conjunction with Hayward's General Plan and Zoning Ordinance, which was amended as a result of the South Hayward BART/Mission Boulevard Study. In addition to creation of new General Plan Land Use categories that allow for greater densities than currently exist, a new **special design** zoning district was created for the South Hayward BART Station area and properties generally within a half-mile of the station.

Implementation of the Concept Plan will occur over the course of a number of years. Proper program phasing will be critical to the success of the early efforts, which will in turn increase the opportunities for later efforts.

### 3.2 Land Use Designations

Table 3-1 summarizes the proposed residential densities for each land use designation in the Concept Plan area. The Concept Plan itself, showing the land use designations, is illustrated in Figure 3-1, and presented in Section 3.3. While a limit to the maximum number of stories is also presented, attention should be paid to pertinent design guidelines related to height and mass in Chapter 4.

To facilitate flexibility in design, the City’s parking regulations currently allow up to 35% of units in certain multi-family developments to have “tandem” parking spaces in garages – parking configured end-to-end. The City may allow a higher percentage of units to have tandem garages in order to meet the goals of an officially-adopted Design plan, including, but not limited to, density and architectural design.

**Table 3-1** Land Use Density

Land Use	Height (stories)	Density (du/acre)		
Station Area Residential (SAR)	7 max <sup>2</sup>	75	-	100
Mission Blvd Frontage Residential (MBR)	5 max	34.8	-	55
High Density Residential (HDR)	3 max	17.4	-	34.8
Medium Density Residential (MDR)	2 max	8.7	-	17.4
Commercial ( C )	1			
Commercial and/or Residential (C/R) <sup>1</sup>	5 max	30		75
Mixed Use (Station Area) (MU) <sup>1</sup>	7 max			
Retail Residential		55	-	100
Mixed Use (Outside Station Area) (MU) <sup>1</sup>	5 max			
Retail Residential		27	-	55

<sup>1</sup> residential density assumes ground floor commercial use

<sup>2</sup> provided certain findings are made

#### 3.2.1 Station Area Residential (SAR)

This designation, which will be reflected with a new land use designation in the General Plan, is restricted to BART parcels and the immediately adjacent Perry & Key and Caltrans parcels. Residential density is the highest in the Plan area, with a range of 75.0 to 100.0 dwelling units per net acre and a maximum height of five stories, with the opportunity for seven stories, provided certain findings are made by the City Council. Ground floor retail, service and community uses are allowed and the northern portion of the BART parcel along Tennyson Road is restricted to resident parking only.

#### 3.2.2 Mission Boulevard Residential (MBR)

The Mission Boulevard Residential designation, also to be a new General Plan land use category, is restricted to selected parcels that directly front onto the west side of Mission Boulevard generally within a half-mile of the South Hayward BART Station. Density ranges from 34.8 to 55.0 dwelling units per net acre and height is restricted to five stories (maximum density for three preliminary development scenarios, as indicated in Appendix A, was 75.0 dwelling units per net acre).

### 3.2.3 High Density Residential (HDR)

The High Density Residential designation reflects the existing High Density designation in the General Plan and is identified for future residential parcels along Mission Boulevard or for in-fill sites. As reflected in the existing Hayward General Plan land use designation, density for the HDR designation ranges from 17.4 to 34.8 dwelling units per acre. Building height is restricted to a maximum of three stories and ground floor retail or commercial uses are not allowed.

### 3.2.4 Medium Density Residential (MDR)

Like the High Density Residential designation, the Medium Density Residential designation reflects a current General Plan category. Although not reflected in the Land Use Plan, it was limited to a few parcels to the east of Sub-Area 2 in the preliminary development scenarios (see Appendix A). Residential density for the MDR designation ranges from 8.7 to 17.4 units per acre and has a building height restriction of two stories maximum, where ground floor retail or commercial uses are not allowed.

### 3.2.5 Commercial (C)

The Commercial designation reflects the General Commercial General Plan land use category and is restricted to the Kmart site at the north end of the Plan area where an opportunity may exist in the future for the extension of Hayward's Auto Row, to the east side of Mission Boulevard around the Tennyson Road intersection, to parcels at the northwest corner of Mission Boulevard and Valle Vista Avenue and to the Holiday Bowl site and parcels across Mission Boulevard from that site at the southern end of the Plan area. With the exception of designated retail on the BART properties integrated within a residential development, residential uses are precluded on such sites.

### 3.2.6 Commercial and/or Residential (C/R)

The Commercial and/or Residential designation, although not indicated for any parcels in the Land Use Plan, is discussed later since it was shown in preliminary development scenarios for certain parcels fronting Mission Boulevard (see Appendix A). It was intended to be the most flexible designation allowing the opportunity for solely commercial uses, solely residential or both via mixed-use development. Given this flexibility, the density ranges from 30.0 to 75.0 units per acre. Maximum building height was restricted to five stories or one story, depending on the use.

### 3.2.7 Mixed Use (MU)

The Mixed Use designation is restricted to selected key nodes and locations along Mission Boulevard and within BART properties. Mixed use, either vertical or horizontal, is *required* in areas with this designation. Residential density ranges from 27.0 to 55.0 units per acre (up to 75.0 units per acre in preliminary land use scenarios as noted in Appendix A), with the slightly lower density from the C/R designation attributable to the fact that a non-residential ground floor use would exist. Maximum building height, outside of the properties with a SAR designation, is restricted to five stories.

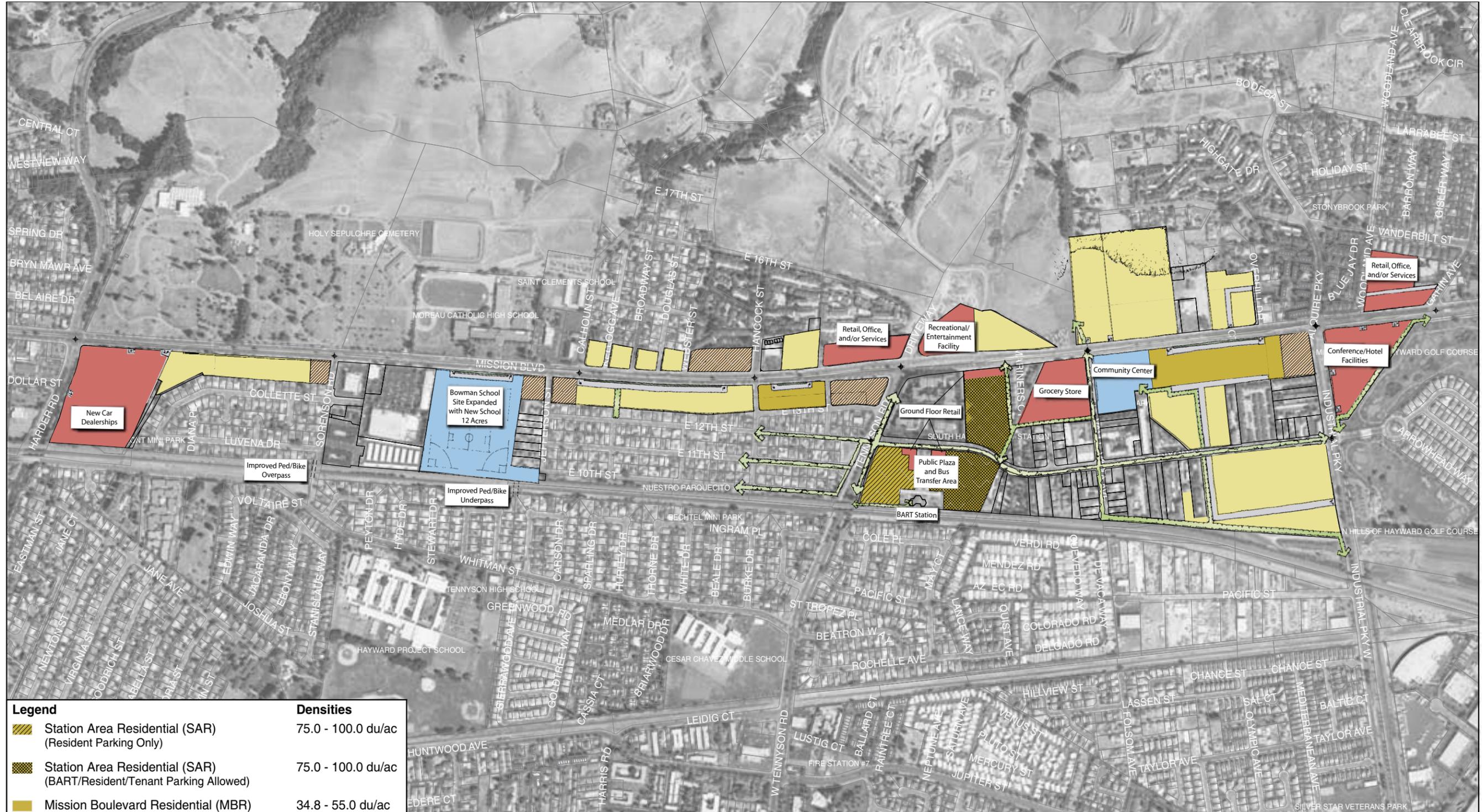
### 3.2.8 Public Facilities (PF)

For the Concept Plan area, the Public Facilities designation is restricted to the expanded Bowman Elementary School site and a community center site located at the southeast corner of the Mission Boulevard/Valle Vista Avenue intersection.

### 3.2.9 Open Space/Multi-Purpose Trails (OS)

The Open Space designation refers to lands anticipated for development of new multipurpose trails created in the Concept Plan area.

Figure 3-1 Land Use Plan

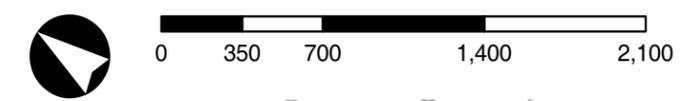


Legend	Densities
Station Area Residential (SAR) (Resident Parking Only)	75.0 - 100.0 du/ac
Station Area Residential (SAR) (BART/Resident/Tenant Parking Allowed)	75.0 - 100.0 du/ac
Mission Boulevard Residential (MBR)	34.8 - 55.0 du/ac
High Density Residential (HDR)	17.4 - 34.8 du/ac
Commercial (C)	n/a
Mixed Use (MU)	27.0 - 55.0 du/ac
Public Facilities (PF)	n/a
Open Space/Multi-Purpose Trail (OS)	n/a

Note: Specific uses identified in text boxes on individual parcels do not preclude other uses allowed by applicable zoning.

## Land Use Plan

South Hayward BART/Mission Boulevard Concept Plan



COMMUNITY DESIGN + ARCHITECTURE  
Regions • City • Neighborhood • Building

Table 3-2 Unit Counts and Commercial Square Footage for Land Use Plan Development Program

Unit Counts	SUB-AREA														Total	
	1		2		3		4		5		6		7		Min	Max
Station Area Residential (SAR) [NO BART pkg]	0	0	0	0	0	0	191	255	0	0	0	0	0	0	191	255
Station Area Residential (SAR) [w/ BART pkg]	0	0	0	0	0	0	555	740	0	0	0	0	0	0	555	740
Mission Blvd Frontage Residential (MBR)	0	0	0	0	65	103	0	0	0	0	207	327	0	0	272	430
High Density Residential (HDR)	0	0	71	142	142	284	37	74	390	781	164	328	0	0	805	1609
Medium Density Residential (MDR)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Commercial ( C )	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Commercial and/or Residential (C/R)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mixed Use (Station Area) (MU)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mixed Use (Outside Station Area) (MU)	0	0	28	56	96	196	0	0	39	79	0	0	0	0	163	332
<b>Total Units</b>	<b>0</b>	<b>0</b>	<b>99</b>	<b>198</b>	<b>303</b>	<b>583</b>	<b>783</b>	<b>1068</b>	<b>429</b>	<b>860</b>	<b>371</b>	<b>656</b>	<b>0</b>	<b>0</b>	<b>1,986</b>	<b>3,366</b>
<b>Current Units</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>12</b>	<b>12</b>	<b>2</b>	<b>2</b>	<b>75</b>	<b>75</b>	<b>6</b>	<b>6</b>	<b>46</b>	<b>46</b>	<b>141</b>	<b>141</b>
<b>Net Additional Units</b>	<b>0</b>	<b>0</b>	<b>99</b>	<b>198</b>	<b>291</b>	<b>571</b>	<b>781</b>	<b>1066</b>	<b>354</b>	<b>785</b>	<b>365</b>	<b>650</b>	<b>-46</b>	<b>-46</b>	<b>1,845</b>	<b>3,225</b>

Commercial Square Footage	SUB-AREA														Total	
	1		2		3		4		5		6		7		Min	Max
Station Area Residential (SAR) [NO BART pkg]																
Station Area Residential (SAR) [w/ BART pkg]																
Mission Blvd Frontage Residential (MBR)																
High Density Residential (HDR)																
Medium Density Residential (MDR)																
Commercial ( C )	91,476	160,083	0	0	15,682	27,443	64,469	112,820	0	0	0	0	33,977	59,459	205,603	359,806
Commercial and/or Residential (C/R)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mixed Use (Station Area) (MU)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mixed Use (Outside Station Area) (MU)	0	0	10,454	18,295	36,590	64,033	0	0	14,810	25,918	0	0	0	0	61,855	108,247
<b>Total Square Feet</b>	<b>91,476</b>	<b>160,083</b>	<b>10,454</b>	<b>18,295</b>	<b>52,272</b>	<b>91,476</b>	<b>64,469</b>	<b>112,820</b>	<b>14,810</b>	<b>25,918</b>	<b>0</b>	<b>0</b>	<b>33,977</b>	<b>59,459</b>	<b>267,458</b>	<b>468,052</b>
<b>Current Square Feet</b>	<b>97,605</b>	<b>97,605</b>	<b>87,966</b>	<b>87,966</b>	<b>91,182</b>	<b>91,182</b>	<b>87,494</b>	<b>87,494</b>	<b>25,995</b>	<b>25,995</b>	<b>32,348</b>	<b>32,348</b>	<b>14,678</b>	<b>14,678</b>	<b>437,268</b>	<b>437,268</b>
<b>Net Change</b>	<b>-6,129</b>	<b>62,478</b>	<b>-77,512</b>	<b>-69,671</b>	<b>-38,910</b>	<b>294</b>	<b>-23,025</b>	<b>25,326</b>	<b>-11,185</b>	<b>-77</b>	<b>-32,348</b>	<b>-32,348</b>	<b>19,299</b>	<b>44,781</b>	<b>-169,810</b>	<b>30,784</b>

### 3.3 Concept Design Plan Land Uses

Upon input from City staff, City Council, Planning Commission, BART and the public, the Concept Design Plan was developed (Figure 3-1 and Table 3-2).

This Plan articulates specific, desired uses for certain properties, but does not preclude other uses otherwise allowed by the applicable zoning district(s).

Detailed descriptions of desired land uses for each sub-area per this Concept Design Plan are discussed in the following sections, which contain many elements included in the Blended Concept scenario.

#### 3.3.1 Sub-Area #1 – Kmart Site

As indicated in Figure 3-2, this sub-area has a high level of visibility and accessibility from both Mission Boulevard and Harder Road, and the majority of the 11 acre site is under one ownership (Kmart). The non-residential nature of Auto Row, coupled with the cemetery located across Mission Boulevard, do not necessarily lend themselves to make this end of the project area residentially-focused. Instead, this sub-area is envisioned as an extension of Auto Row across Harder Road, with potential for two new auto dealerships. A pedestrian/bike connection would be appropriate along the BART tracks linking the Kmart site with the Haymont Mini Park, and the residential neighborhoods to the south. Such a path would only be envisioned should the Kmart site be developed with a retail use serving the neighborhood.



Figure 3-2 Sub-Area #1

### 3.3.2 Sub-Area #2 – North End Mission Boulevard

Per Figure 3-3, sub-area 2 at the north end of Mission Boulevard between the Kmart site and Jefferson Road, currently contains the Haymont Village Shopping Center, which is designated high-density residential. Given the relative shallowness of the parcels at the Haymont Center site, attention must be paid to effectively buffering any residential uses from the heavy traffic volume along Mission Boulevard and improving the pedestrian environment along Mission Boulevard. Further south, the Mission Plaza Shopping Center is retained and the Bowman Elementary School site is shown to extend to Mission Boulevard. Access issues associated with the reconfigured school related to existing development along Jefferson Street will need to be addressed when a new school is developed.

Finally, the two connections across the BART tracks – the bridge on Sorensen Road and the tunnel at the school site, are envisioned to be upgraded, preserving and enhancing the important connections with the neighborhoods to the west across the BART tracks.

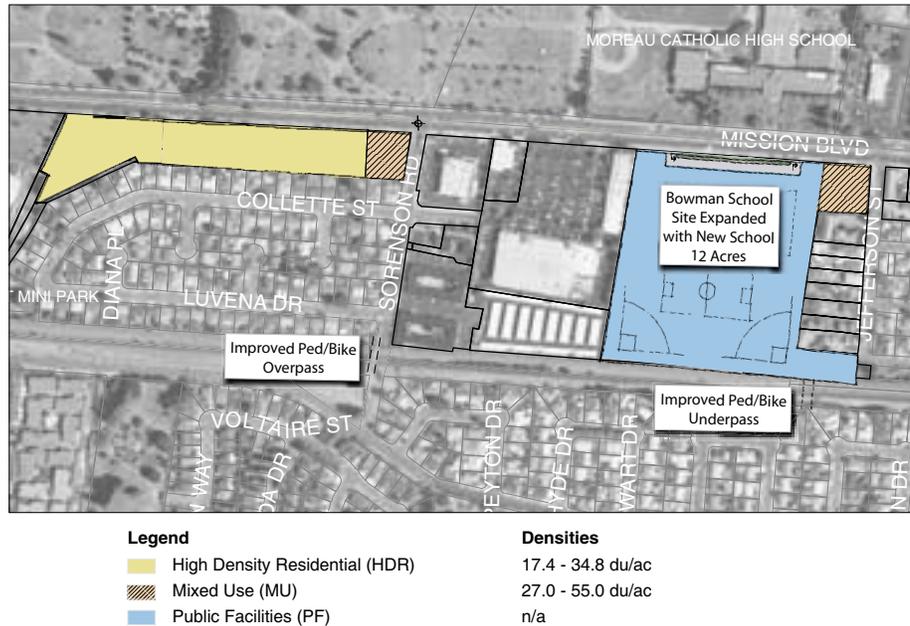


Figure 3-3 Sub-Area #2

### 3.3.3 Sub-Area #3 – Jefferson Street to Tennyson Road

Sub-area 3 includes all parcels on either side of Mission Boulevard between Jefferson Street and Tennyson Road. As reflected in Figure 3-4, the Concept Plan envisions predominantly 3 to 5-story residential buildings, with ground-floor commercial uses at selected street intersections, and an exclusively commercial center at the Tennyson Road intersection. The Plan calls for the provision of access frontage lanes in certain locations along Mission Boulevard that would separate the faster-moving through-traffic along Mission Boulevard from the slower-moving traffic accessing the properties. The access lanes would also provide an effective buffer between development and Mission Boulevard and create more opportunities of an improved pedestrian experience. It is envisioned that the lanes be built incrementally as parcels along Mission Boulevard redevelop (refer to Chapter 4 for specific design guidelines). Finally, improved accessibility to Mission Boulevard will be important as the corridor becomes more transit-oriented. The Plan therefore includes a bike/pedestrian connection at Broadway and 12<sup>th</sup> Street, and identifies the opportunity to make street improvements to East 10<sup>th</sup>, East 11<sup>th</sup> and East 12<sup>th</sup> Street (though outside of the plan area) to enhance the pedestrian and bicycle connection to the BART station.



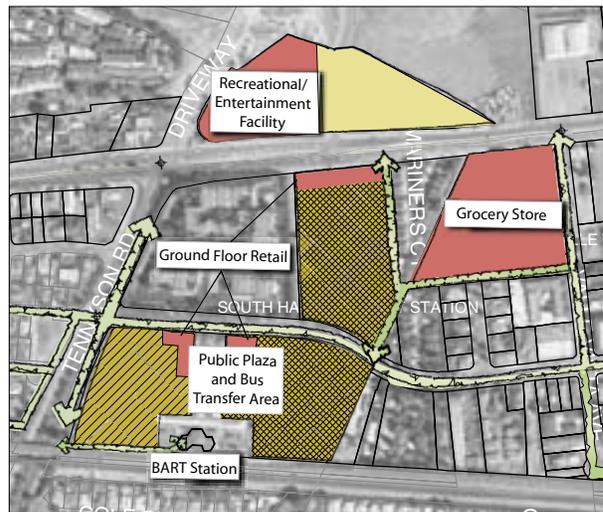
Legend		Densities	
<span style="display:inline-block; width:15px; height:15px; background-color:yellow; border:1px solid black;"></span>	Mission Boulevard Residential (MBR)		34.8 - 55.0 du/ac
<span style="display:inline-block; width:15px; height:15px; background-color:lightyellow; border:1px solid black;"></span>	High Density Residential (HDR)		17.4 - 34.8 du/ac
<span style="display:inline-block; width:15px; height:15px; background-color:red; border:1px solid black;"></span>	Commercial (C)		n/a
<span style="display:inline-block; width:15px; height:15px; background: repeating-linear-gradient(45deg, transparent, transparent 2px, black 2px, black 4px); border:1px solid black;"></span>	Mixed Use (MU)		27.0 - 55.0 du/ac
<span style="display:inline-block; width:15px; height:15px; background-color:lightgreen; border:1px solid black;"></span>	Open Space/Multi-Purpose Trail (OS)		n/a

Figure 3-4 Sub-Area #3

### 3.3.4 Sub-Area #4 – BART Site and Vicinity

This sub-area is the core of the Plan area and provides the greatest opportunity for development of a transit village (see Figure 3-5). The Concept Plan supports this by allowing the highest residential density designation around the BART station properties. Neighborhood-serving retail services and amenities are also included in close walking proximity from the station, including a new grocery store and community center at Valle Vista Avenue and a recreation/entertainment center across Mission Boulevard at Tennyson Road. Pedestrian and bike connections are either improved along the existing streets, or introduced in locations that link the BART station with Mission Boulevard, the grocery store and the community center.

As shown in a conceptual illustrative plan (Figure 3-6), within the station property itself, the intermodal bus facility is envisioned to be reconfigured to both maximize development opportunities and better connect Dixon Street with the station building. Ground floor retail uses and entries to residential uses would line the looped entry road, with bus stops located on a central island. Along Dixon Street frontage public and semi-public uses associated with the development, such as offices and community rooms could front the street. BART patron parking would be allowed in the development on the southern side of the existing parking lot and within new development on the east side of Dixon Street. BART parking is precluded from the north side of the existing parking lot due to circulation and access constraints.



Legend	Densities
Station Area Residential (Resident Parking Only)	75.0 - 100.0 du/ac
Station Area Residential (BART/Resident/Tenant Parking Allowed)	75.0 - 100.0 du/ac
High Density Residential (HDR)	17.4 - 34.8 du/ac
Commercial (C)	n/a
Open Space/Multi-Purpose Trail (OS)	n/a

Figure 3-5 Sub-Area #4

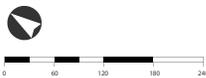
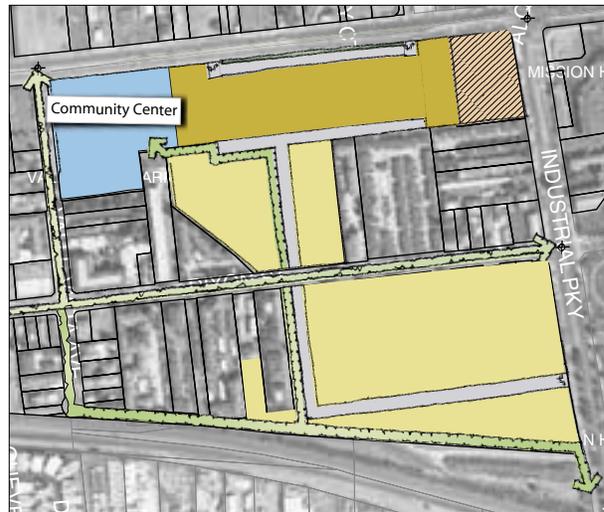


Figure 3-6 BART Properties and Perry & Key Site Illustrative Plan

### 3.3.5 Sub-Area #5 – Dixon Street

As indicated in Figure 3-7, sub-area 5 includes all properties between Mission Boulevard and the BART tracks, and from Valle Vista Avenue to Industrial Parkway with Dixon Street being its central “spine.” Considerable development potential exists because of the large tracts of undeveloped, state-owned parcels associated with the previously proposed Route 238 Bypass Project (see Figure 3-8). Access to the new development would be from a new street connecting to Dixon Street (see Figure 3-9). The final location of the street will be dependant upon the ultimate redevelopment of the Caltrans properties, and would be designed with neighborhood traffic-calming elements such as pedestrian bulbouts to dissuade any cut-through traffic. Along this new street would be a bike/pedestrian, multi-purpose trail that would be key to linking the neighborhood with a new community center and open space. It may be possible to incorporate the existing flood control channel into the design of this path. Dixon Street itself, which is currently unpleasant in sections, would be improved as a key pedestrian/bike link to the BART station.



Legend		Densities
<span style="display:inline-block; width:15px; height:10px; background-color:yellow; border:1px solid black;"></span>	Mission Boulevard Residential (MBR)	34.8 - 55.0 du/ac
<span style="display:inline-block; width:15px; height:10px; background-color:lightyellow; border:1px solid black;"></span>	High Density Residential (HDR)	17.4 - 34.8 du/ac
<span style="display:inline-block; width:15px; height:10px; background: repeating-linear-gradient(45deg, transparent, transparent 2px, black 2px, black 4px); border:1px solid black;"></span>	Mixed Use (MU)	27.0 - 55.0 du/ac
<span style="display:inline-block; width:15px; height:10px; background-color:lightblue; border:1px solid black;"></span>	Public Facilities (PF)	n/a
<span style="display:inline-block; width:15px; height:10px; background-color:lightgreen; border:1px solid black;"></span>	Open Space/Multi-Purpose Trail (OS)	n/a

Figure 3-7 Sub-Area #5



Figure 3-8 Existing View of Caltrans Property from Dixon Street



Figure 3-9 Illustrative Sketch of View into Caltrans Property from Dixon Street with New Development

### 3.3.6 Sub-Area #6 – South End Mission Boulevard

As shown in Figure 3-10, sub-area 6 includes parcels east of Mission Boulevard between Valle Vista Avenue and Alquire Parkway. The Plan envisions new high-density residential uses that would provide a consistent street façade along Mission Boulevard, but at a smaller scale than on the west side. Some parcels in this sub-area are up to 800 feet deep and begin to rise with topography. The existing mosque at mid-block is not envisioned for redevelopment.



Legend		Densities	
<span style="display: inline-block; width: 15px; height: 10px; background-color: yellow; border: 1px solid black;"></span>	High Density Residential (HDR)	17.4 - 34.8 du/ac	
<span style="display: inline-block; width: 15px; height: 10px; background-color: lightgreen; border: 1px solid black;"></span>	Open Space/Multi-Purpose Trail (OS)	n/a	

Figure 3-10 Sub-Area #6

### 3.3.7 Sub-Area #7 – Triangle Site

Sub-area 7 on the south side of Industrial Parkway provides a suitable location for uses that can create a southern gateway to the Concept Plan area (see Figure 3-11). The Plan designates the site for commercial use, with an indication for a potential conference center/hotel in the long term that could take advantage of the adjacent Mission Hills of Hayward Golf Course to the south. Across Mission Boulevard, commercial uses, such as retail and offices, would be allowed. Pedestrian and bicycle circulation improvements include a multi-purpose trail along the southwestern edge of the triangle site that would connect the existing bike route on Dixon Street and a proposed multi-purpose trail on Industrial Parkway with Mission Boulevard, avoiding the Industrial Parkway/Mission Boulevard intersection.

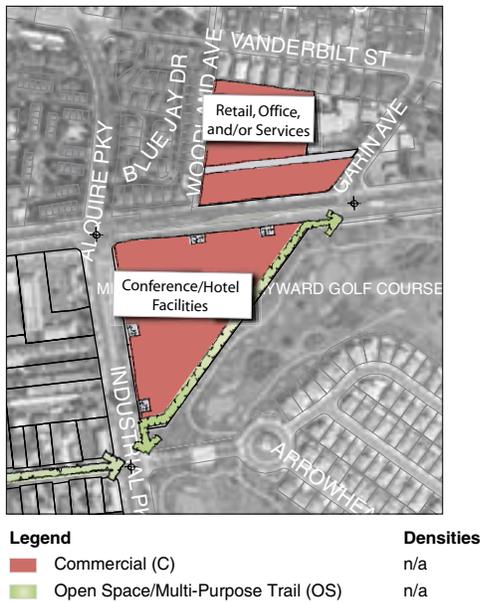


Figure 3-11 Sub-Area #7

*This page intentionally left blank.*

# 4. *Design Guidelines*

These guidelines are provided to help with the evolution of an enhanced Mission Boulevard corridor and creation of transit-oriented development along the corridor and around the South Hayward BART Station. They are provided to assist developers, property owners and City staff involved in the permitting process for new development and remodeling projects that occur within the South Hayward BART/Mission Boulevard Concept Design Plan area (see Figure 1-1). These guidelines are applicable to any new development and any remodeling projects and changes of use within the Plan area that require any discretionary review on the part of the city. Developers, property owners and their architects are encouraged to peruse the guidelines early in the design process.

## **A “Vision”**

Mission Boulevard has the potential to not only function as a street of city-wide and regional importance for vehicular traffic, but also as a unifying urban design element linking together neighborhoods, civic areas, and retail activities along the corridor. Attractive and safe pedestrian spaces are essential ingredients of community revitalization, both for support of multimodal travel and for providing successful public spaces. Improvements to the urban design of Mission Boulevard and incorporation of good design into new developments around the BART station will also support the desired economic revitalization of the corridor. The following are some guiding principles for planning for a transit-oriented environment along Mission Boulevard and around the BART station that integrates into the existing built fabric. The specific guidelines within this chapter are developed in part from this broad vision.

**Give pedestrians more, safe, comfortable, and interesting walking spaces.** Pedestrians need wide pathways, not simply for room to maneuver, but also to feel comfortable. Beyond width, pedestrians desire shelter from sun and rain, as well as a sense of being enclosed by nearby buildings or trees, rather than being directly exposed to expanses of asphalt and high speed traffic. Lastly, visually interesting, highly detailed surroundings and amenities such as seating, outdoor retail displays, and sidewalk cafes, render a walk more enjoyable, and will entice people to linger and relax. Given the limited width for sidewalks and pedestrian movement within the Mission Boulevard right-of-way, the Concept Design Plan recommends a setback for new development in order to create this additional space for the pedestrian realm. In certain situations, a local access lane is recommended that will improve access to adjacent properties, provide convenient parking and provide a greater buffer between through-traffic along Mission Boulevard and the pedestrian realm and new development. Such a configuration would allow for active pedestrian-oriented ground floor retail uses as well as providing an environment along Mission Boulevard that is more supportive of residential uses on the ground floor.

**Create great outdoor spaces.** Well-designed urban public spaces near the BART station, transit stops and high-pedestrian areas can cater to pedestrians, bicyclists, transit riders, and residents or workers from adjacent developments that either need to be outside, want to walk to retail and services, or simply want to enjoy the outdoors. Design guidelines for development along Mission Boulevard, Dixon Street and Valle Vista Avenue envision opportunities for sidewalks, courtyards, and pedestrian paths as opportunities for attractive and usable open space.

**Shorten walking distances.** Pedestrians are particularly sensitive to circuitous routes and long blocks because, at walking speeds, longer distances translate into much longer travel times. Pedestrian pass-throughs have been recommended in this Concept Design Plan to better connect the BART station with Mission Boulevard and surrounding neighborhoods.

**Integrate new development into existing neighborhoods.** Consistent with transit-oriented development principles, this Plan calls for higher-density development along the Mission Boulevard Corridor and especially around the South Hayward BART Station, with the potential for buildings of up to seven stories. However, with appropriate design, impacts to existing residents will be minimized. Such design measures address building height, setbacks and massing by stepping down as a transition to existing neighborhoods.

### Organization of the Guidelines

The majority of these guidelines are organized by different general design categories, as follows:

**Street Frontage Character:** This section provides guidelines addressing how new development would front onto Mission Boulevard, Dixon Street, and any new streets and pedestrian paths. Building heights and setbacks are illustrated, and the concept of local access lanes presented.

**Site Access and Parking:** This section provides guidance for how development can be efficiently accessed and parked without deteriorating the pedestrian and bicycle environment.

**Building Character:** This section addresses building and façade articulation, and is intended to promote façades with an overall rhythm and structure, spacing of entries and treatment of façade elements at the street level that are attuned to pedestrian scale and the pedestrian's perception of the environment. Guidelines presented are in addition to the City's Design Review Guidelines.

Following this is a section pertaining to open space and landscaping, exterior lighting, signage and building service elements. Again, guidelines presented are only those that are in addition to the City's Design Review Guidelines.

## 4.1 Street Frontage Character

### 4.1.1 Mission Boulevard

- a) A minimum setback of 10 feet from the property line is desired along the length of Mission Boulevard for frontage (where local access lanes are not located – see below) in order to provide for increased width of sidewalks, tree planting, and landscaping. Where ground floor residential uses front the street an additional six-foot setback should be provided regardless whether entries exist or not. Ground floor commercial uses require no additional setback. (Figure 4-1).
- b) Access lanes are recommended to be developed incrementally for certain locations along Mission Boulevard (illustrated in Figure 3-4) to provide improved access to parcels by reducing potential conflict points, provide round-the-clock “on street” parking, and an improved pedestrian realm that separates the pedestrian from Mission Boulevard traffic.

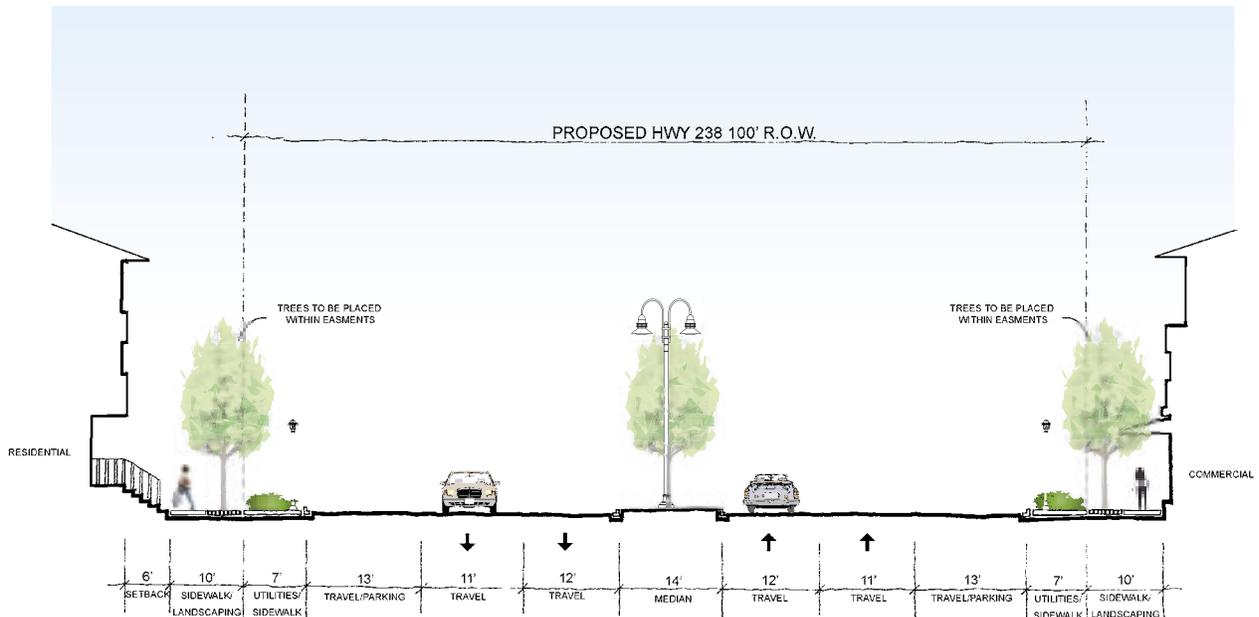


Figure 4-1 Typical Mission Boulevard Cross Section

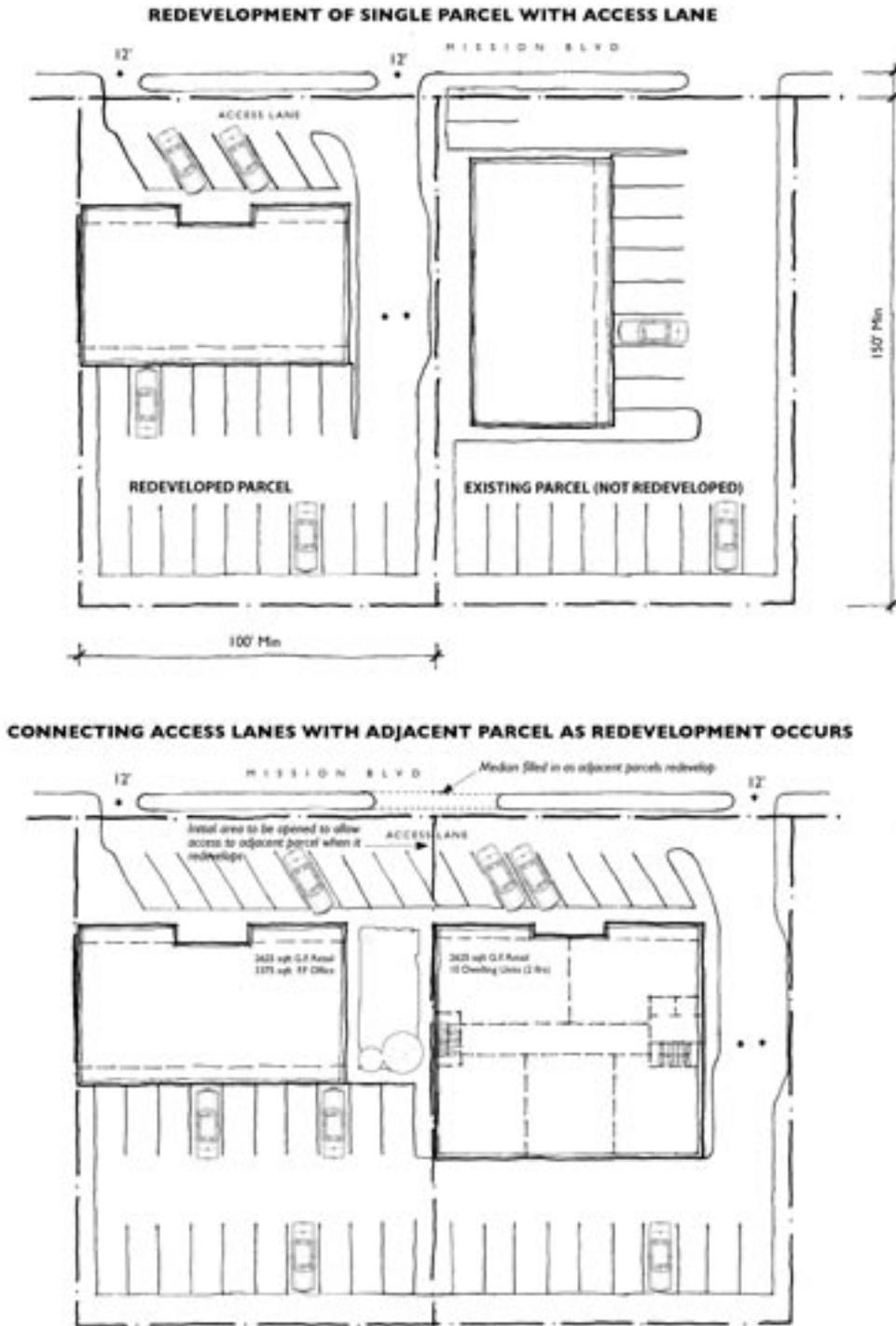


Figure 4-2 Incremental access lane development (with minimum parcel dimensions)

- c) Within the designated segments of Mission Boulevard, local access lanes should be provided, and connected with the adjacent parcel as it redevelops in order to form a continuous access lane (Figure 4-2). Exceptions should be considered for properties in such segments that are developed at one time where an alternative parking configuration is more desirable, due to site constraints.

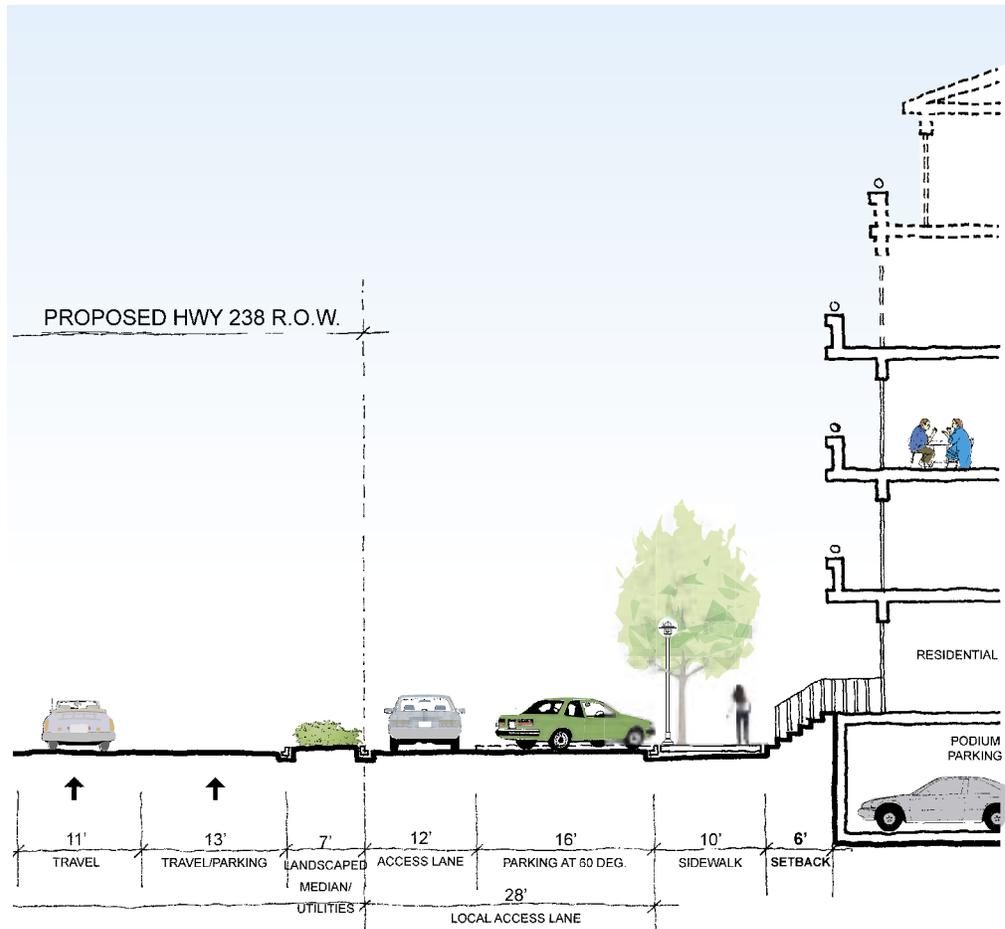


Figure 4-3 Six-foot Setback from Access Lane for Residential Uses on Mission Boulevard

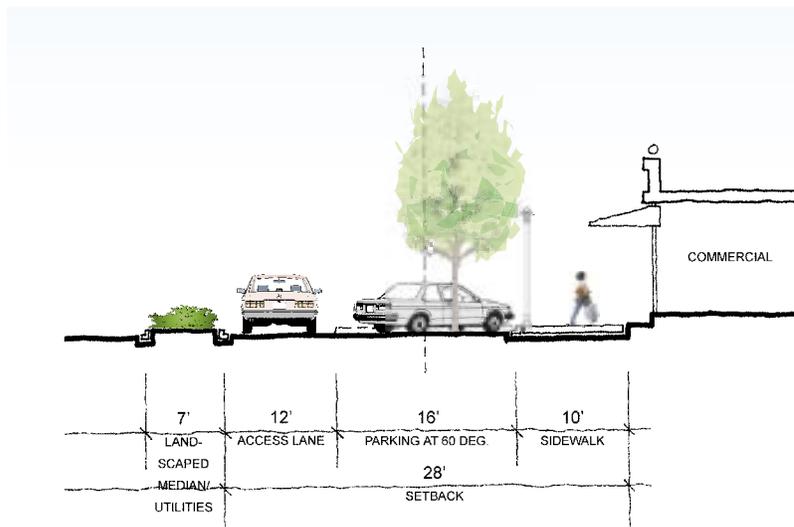


Figure 4-4 Commercial Frontage on Access Lane, typical



Figure 4-5 New Buildings step down to complement existing low-height residential

- d) A setback with a minimum sidewalk width of 10 feet and a minimum setback width of 6 feet from the back edge of sidewalk should be provided for residential uses along access lanes (Figure 4-3).
- e) A sidewalk with a minimum width of 10 feet should be provided for commercial uses along access lanes (Figure 4-4).
- f) Future buildings that will be four stories and taller that abut existing one or two story residential uses, or abut properties zoned for residential uses of less than three stories, should step down to facilitate a visual transition between buildings. Also, landscape screening in an area of at least 10 feet in width should be provided along the abutting property line, to facilitate a visual transition between buildings of different scale. Landscape transition zones are also encouraged, but not required, between new uses of one or two stories and abutting residential uses (Figure 4-5).

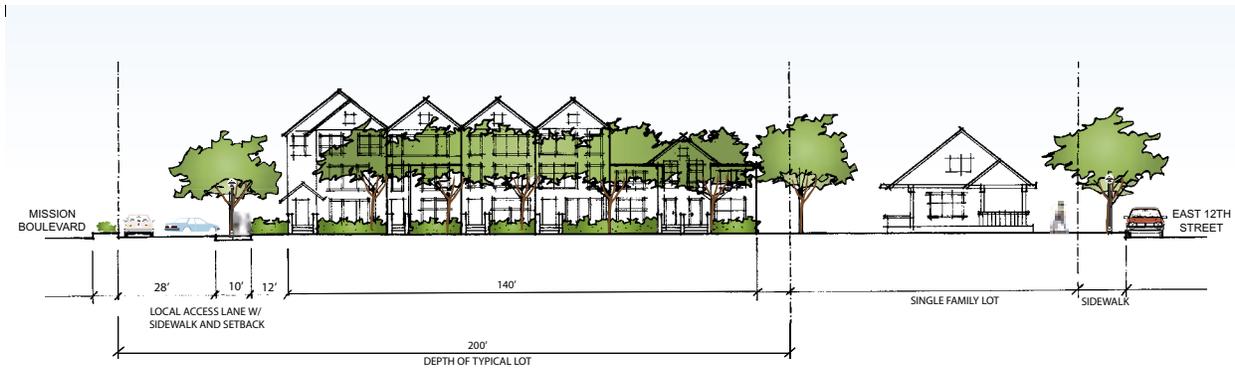


Figure 4-6 Example of development stepping down on parcels along Mission Boulevard

- g) Particular attention to sensitive massing should be paid to new buildings fronting on Mission Boulevard that back onto homes fronting East 12<sup>th</sup> Street (Figure 4-6).
- h) The facades along Mission Boulevard should continue along side streets until a change in land use or until the end of the lot. The façade continuing along the side streets should incorporate changes in frontage setback, height and landscaped buffers as they transition to residential uses.
- i) For multi-story buildings, the ground floor should be proportionally higher and architecturally distinguished from the upper façade to afford generous and inviting commercial spaces and to distinguish uses in mixed-use buildings.
- j) The height and massing of those portions of corner buildings, which front onto streets intersecting with Mission Boulevard, should create a harmonious transition to existing buildings or buildings allowed under existing zoning.
- k) Buildings on corner lots should give architectural emphasis to the building corner by incorporating a tower, plaza recess, or other building and urban design elements. Any such elements should be well-proportioned in relation to the average height of the building (Figure 4-7)



Figure 4-7 Emphasized building corner

*Special Conditions*

- a) Should the Bowman School site be redeveloped, the school building should be oriented toward Mission Boulevard and have sufficient separation between the Route 238 right-of-way and the access drive to the building to allow for an adequate drop-off area, thereby minimizing traffic impacts to Jefferson Street.
  
- b) New, or redeveloped auto oriented uses should have their buildings or parking lots abutting public sidewalks and landscaping or decorative paving along Mission Boulevard providing well defined pedestrian access to the building. They should incorporate a level of articulation and detailing similar to that of commercial retail frontages along the corridor. (Figure 4-8)

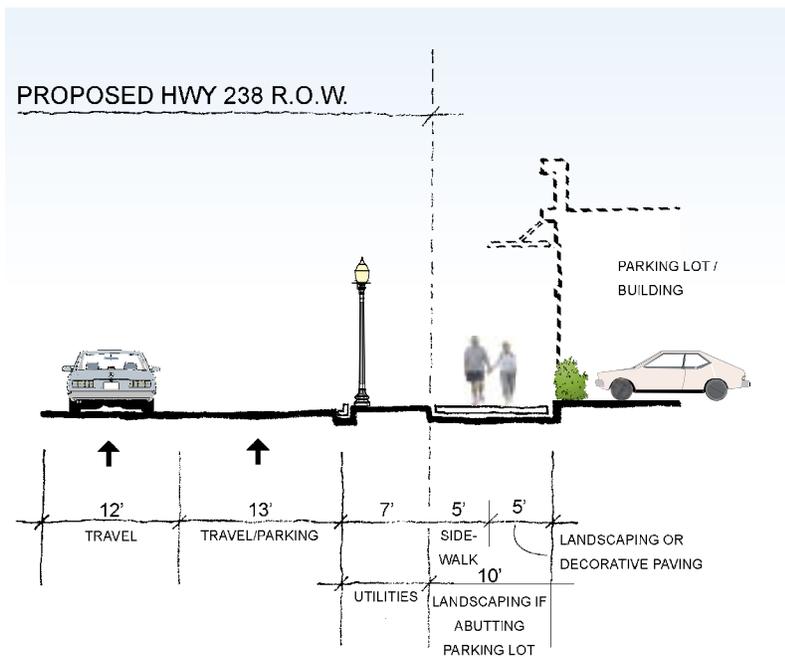


Figure 4-8 Auto dealership at Mission Boulevard and Harder Road

### 4.1.2 Dixon Street

- a) Improvements to the existing Dixon Street right-of-way (Figure 4-9) should include reduced lane widths and sidewalk separated by a landscape median (Figure 4-10).
- b) Front yards along Dixon Street can be defined by a solid fence or hedge of no more than three feet in height, or an open fence of no more than four feet in height.
- c) The maximum height for rear and side fences and walls (privacy fences and walls) should be 6 feet. Side fences or walls fronting onto sidewalks (on corner lots), should adhere to the requirements for front yard fences and walls.

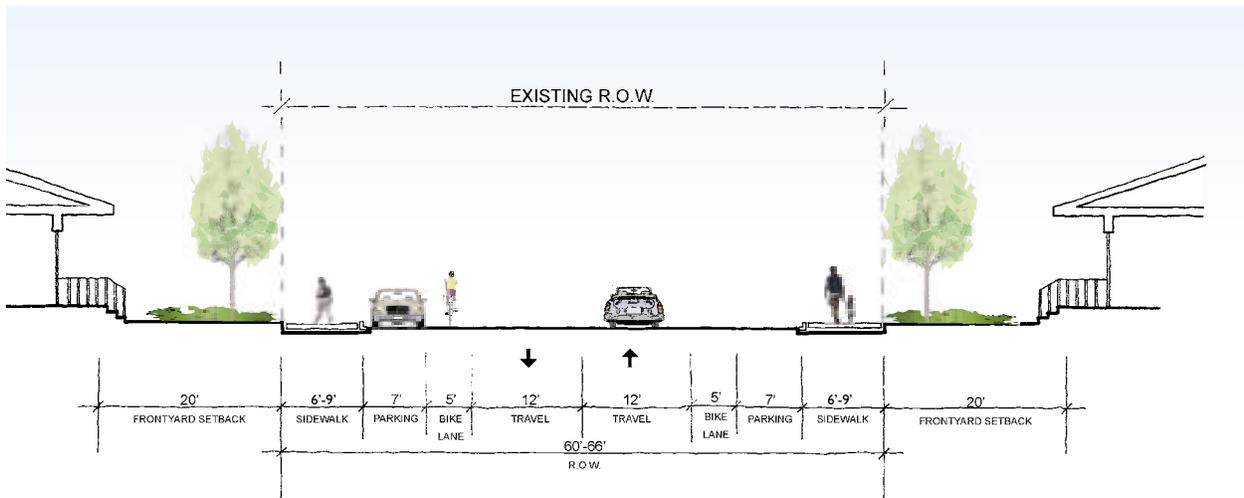


Figure 4-9 Existing Dixon Street right-of-way, typical

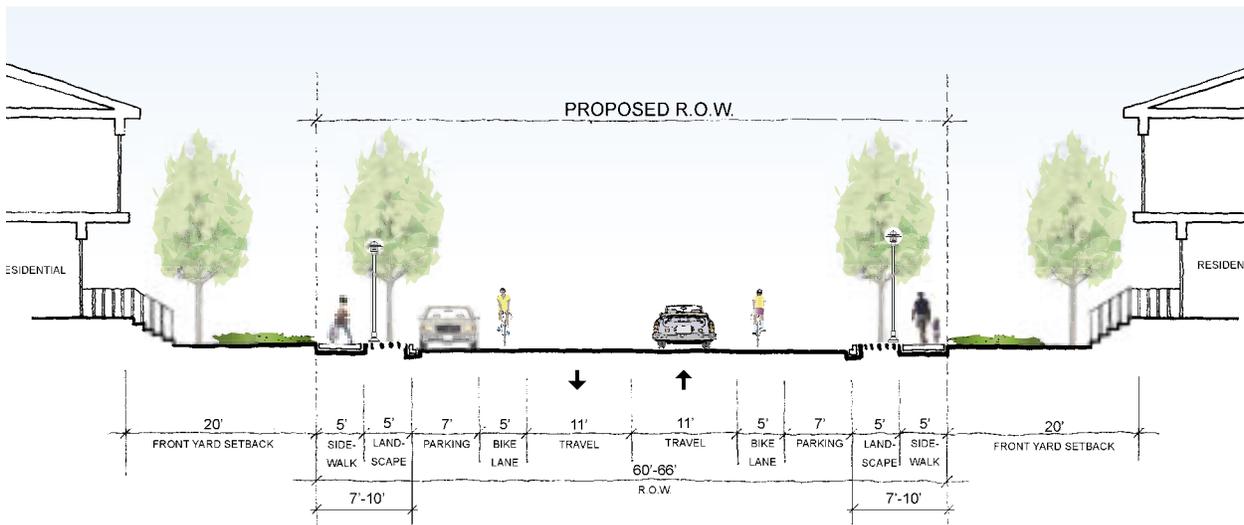


Figure 4-10 Proposed Dixon Street right-of-way, typical

At BART Station

- a) Station Area Residential (SAR) buildings should be set back from Dixon Street a minimum of 20 feet from the right-of-way to allow for an additional five feet of sidewalk to accommodate pedestrian traffic to and from the BART station transit plaza, and a landscape buffer between the back edge of proposed sidewalk and residential use. (Figure 4-11)
- b) Buildings developed under the Station Area Residential (SAR) designation, though designated as being allowed up to five stories (seven stories with certain findings), should step down to three to four stories towards adjacent properties as well as Dixon Street in order to be compatible with the existing heights in the neighborhood (Figure 4-5).

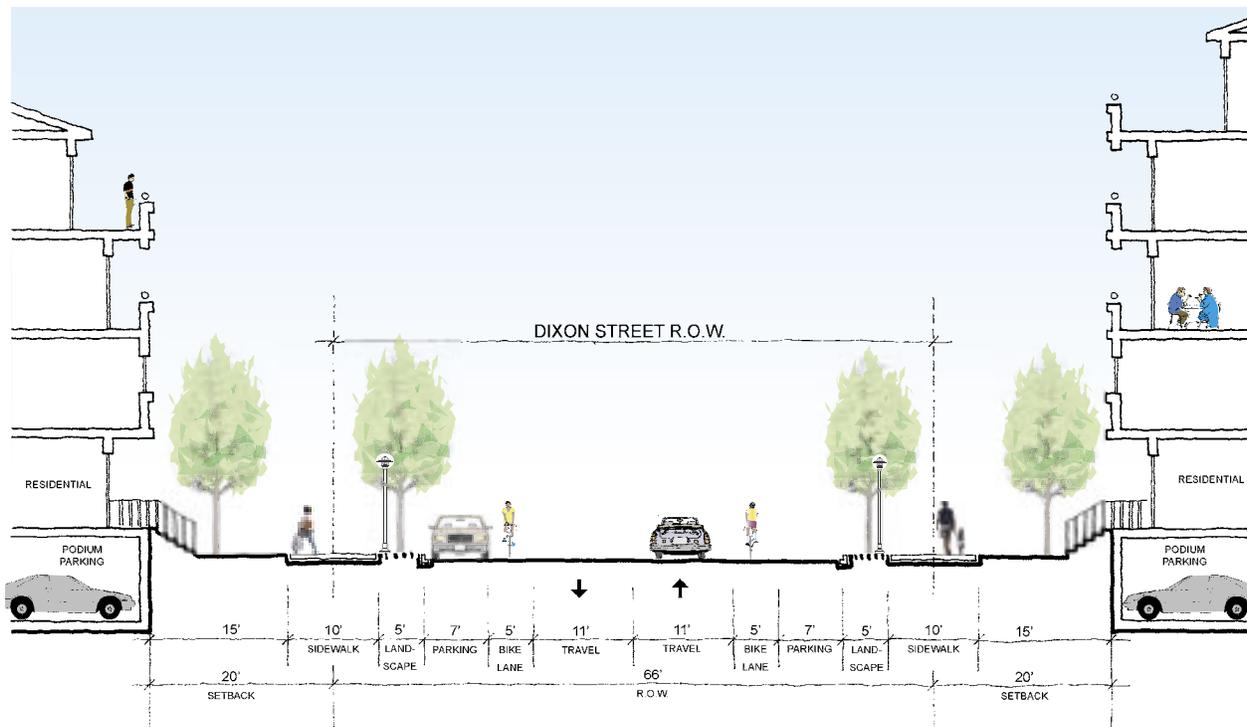


Figure 4-11 Station Area Residential (SAR) setbacks along Dixon Street at BART Station

### 4.1.3 BART Transit Plaza

- a) Twenty-five foot wide sidewalks are desired on either side of the BART Station transit plaza that would allow for retail/commercial/community activities to spill onto the plaza. (Figure 4-12)
- b) Commercial uses at the BART station transit plaza should have their primary entries fronting the transit plaza. Retail/service uses in the buildings should also be oriented towards, and directly abut, the transit plaza.

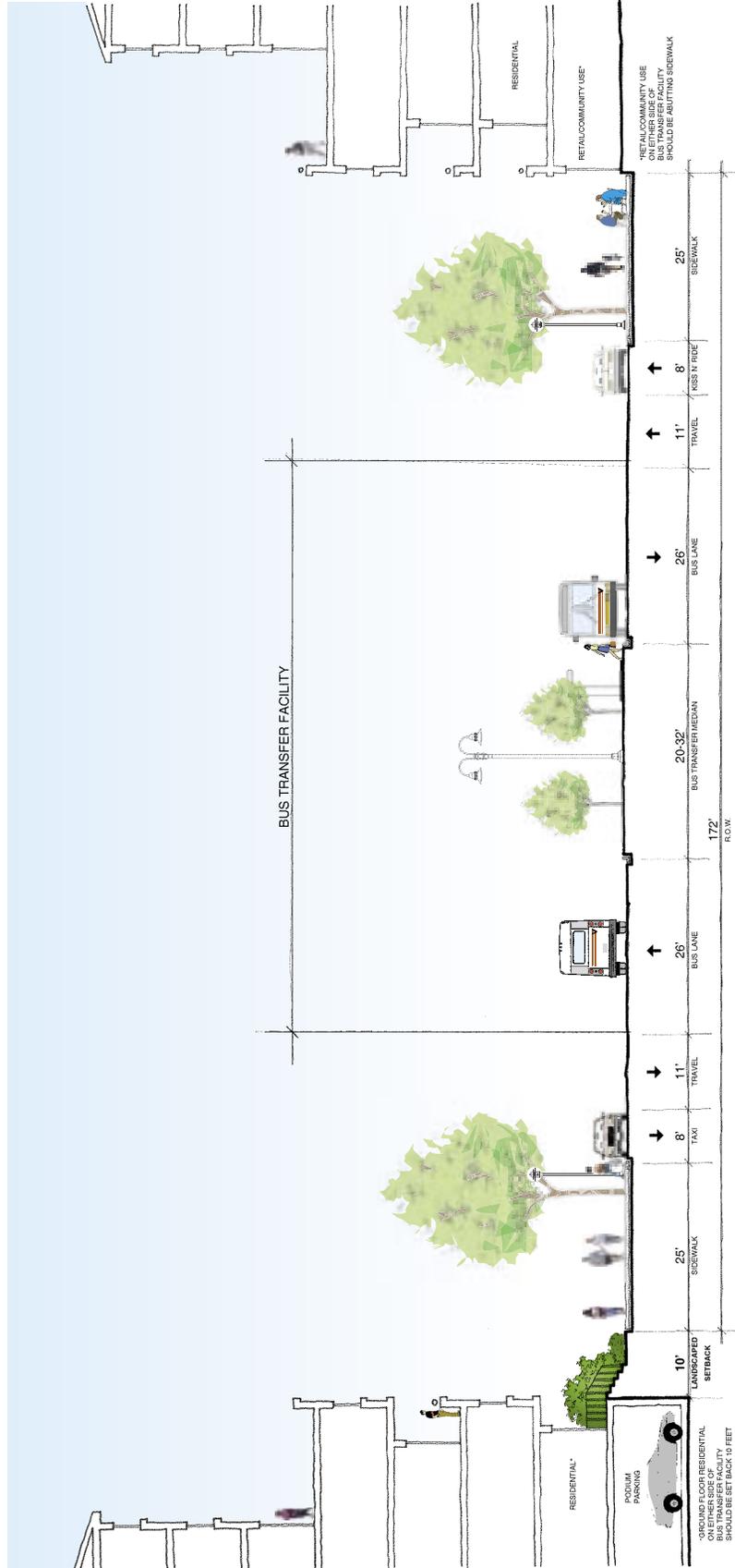


Figure 4-12 BART Station Transit Plaza Section looking west (illustrating “stepping down” of massing)

#### 4.1.4 New Residential Streets and Pedestrian Pathways

- a) Multi-storied residential oriented along any new residential street or pedestrian pathway should be setback a minimum of 10 feet from the right-of-way.
- b) Landscaping along pathways should reinforce sight lines and provide for clear visibility from surrounding buildings.
- c) Mid-block pedestrian pathways and access ways should have appropriate lighting and have clear sightlines. Unnecessary jogs in the pathways should be avoided.
- d) New uses along desired pathways should orient their primary access towards the pathway. Existing uses should consider creating secondary access from the pedestrian pathway if their primary entrances aren't already oriented towards the pathway.

## 4.2 Site Access and Parking

- a) See previous section for guidelines for local access lanes along Mission Boulevard.
- b) All street-level uses should provide primary pedestrian access directly to the street or the access lane along the street on which they front. Secondary access may face rear parking lots and other interior block spaces, such as pedestrian pass-throughs.
- c) Where possible, driveway entries/exits should be located a minimum of 50 feet away from any intersection.
- d) The width of driveway entries/exits should be limited to 20 feet wide maximum, in order to reduce their presence along streets.

- e) Service access from rear alleys or side streets should be preserved and enhanced wherever possible. Trash and loading areas should not be visible from the major thoroughfares and should be screened from view of side streets and adjacent properties to the rear.
- f) When possible, and where no local access lane is present, no more than one curb cut, including both ingress and egress, should be provided per lot onto Mission Boulevard in order to minimize conflicts with pedestrians and the streetscape along Mission Boulevard. Vehicular access to parking and service areas is encouraged to be provided off of side streets rather than from Mission Boulevard wherever possible.
- g) To minimize the negative impacts of parking on the pedestrian environment along Mission Boulevard, Dixon Street, the BART station and main thoroughfares, new parking (excluding “on street” parking provided within the local access lanes) should be accommodated behind buildings as surface parking, or in either a parking structure, partially submerged podium, or in an underground facility.
- h) Access between off-street parking lots on adjacent properties is encouraged in order to reduce curb cuts on Mission Boulevard and reduce impacts to pedestrians and streetscapes.
- i) To the greatest degree possible, the exposure of structured parking should be minimized along streets and sidewalks, parks, and plazas. Minimizing such frontages along secondary pedestrian routes or pedestrian corridors is also encouraged. Structured parking should be screened from public view with active building space “wrapped” around the parking structure. Where this is not feasible, entries to lobbies, stairs, and landscaping should be used

to minimize the impact of structured parking on the pedestrian realm.

- j) Openings, other than auto entries into parking structures, should be designed as typical window and door openings following requirements outlined for commercial buildings. Although these openings will typically not include glass, they should be designed with elements providing similar articulation and detail to window sills, jambs, and headers.
- k) Clearly delineated walkways, separated from traffic lanes, should be provided from parking areas to the entrances of establishments. Walkways running parallel to the parking rows should be provided for every four rows and walkways running perpendicular to the parking rows should be no further than 20 parking stalls apart. (Figure 4-13)
- l) Walkways should provide a minimum clearance between car fenders of 5 feet.
- m) Where adjacent to public sidewalks, parking areas and gas stations should include walls, trellises or arbors, artwork, or shrubbery between the sidewalk and the first row of parked cars. A maximum of four foot tall, visually “solid” buffer, such as a wall or hedge, should be provided to screen the parked cars. Above four feet the design of the buffer should provide for visual surveillance of the parking area. (Figure 4-14)
- n) Bicycle parking should be conveniently located to encourage biking as an alternate mode of transportation.
- o) New projects should provide bicycle racks within the adjacent public right-of-way or in a location on the property that is clearly visible



Figure 4-13 Clearly delineated path in parking lots



Figure 4-14 Well-articulated trellis screen between a parking lot and a public sidewalk

from the public street. If bicycle lockers are provided, they should be located on private property. When possible, locked and covered structures for bicycles should be provided and designed to be compatible with the architecture of the building.

## 4.3 Building Character

### 4.3.1 General

- a) In general, building form should provide a “base” and a “top” that are human-scaled both in terms of form, particularly in height, and articulation. A well-defined “base” should consist of, but not be limited to, thicker walls, richly textured materials (i.e. tile or masonry treatments) special materials such as ceramic tile, granite and marble; and/or darker colored materials and/or panels. (Figure 4-15)
- b) Windows facing the street should encompass approximately 50% of the façade length. Side facades on corner units or facades facing pedestrian routes should be treated in a similar manner as the main façade.
- c) Corner buildings should continue the window pattern of the major street frontage for a minimum of one bay along the intersecting street. (Figure 4-16)
- d) Mirrored or smoked glass should not be used as they eliminate the desired transparency of windows, cutting off the visual connection between pedestrians and activity within a building. The use of other glass products, such as Special ‘E’ films, can maintain transparency while providing solar protection and heat reduction for building interiors.



Figure 4-15 A building with a well-defined “base” and “top”



Figure 4-16 Continuity of Facade along side streets



Figure 4-17 Store entries spaced no farther that 50 feet apart

- e) Store entries should be spaced no farther than 50 feet apart. If a larger store is created whose frontage exceeds 40 linear feet, the store should have more than one entry. (Figure 4-17)
- f) It is strongly encouraged that entries to retail spaces, restaurants and cafes be recessed to increase circulation space available to pedestrians who enter and exit businesses. (Figure 4-18)
- g) “Burglar Bars” and similar unattractive security devices are discouraged. Attractive or hidden safety devices, such as ‘Lexan’ glass or alarm systems should be used.



Figure 4-18 Recessed Entries in Restaurants and Cafes Increase circulation space for patrons

### 4.3.2 Residential



Figure 4-19 Entry porches for residences provide a transition to the public realm of the street to the private unit

- a) Ground floor residential units are encouraged to provide an entry porch with minimum clear dimensions of 8-foot wide by 6-foot deep, which would not only provide for a transition from the public realm of the street to the private unit, but would also provide residents the opportunity to occupy the porch and interact with the surrounding community. (Figure 4-19)

- b) Residential frontage onto streets should include a readable series of zones, transitioning from public to private. Porches, stairs, stoops, balconies and verandahs are welcoming entryways providing opportunities for a friendly transition between public and private spaces, and should be allowed to encroach into the front yard setback.
- c) Ground floor units facing a street should be designed with additional measures to ensure privacy. At a minimum, windowsill heights should be raised above the eye level of a passing pedestrian. Elevated stoops and interior floor elevations above adjacent sidewalk grade are strongly encouraged. Interior finished floor elevations should be no higher than three feet above the sidewalk.
- d) Side elevations facing public and private streets and pedestrian pass-throughs, and rear elevations that face directly onto existing development, should be treated in a similar manner as the primary front façade and may include wrap-around porches, bay windows, dormer windows, and balconies.
- e) Balconies should be a minimum of 6 feet in depth. Juliet balconies are allowed (i.e.; balconies with a flush or minimal depth). (Figure 4-20)
- f) For privacy reasons, for units with narrow side yards, side elevation windows should be placed so as to be off-set as much as possible from those of the adjacent unit.
- g) In multiple-family developments rental offices, community rooms, exercise rooms and other appropriate ‘community’ spaces should front onto main thoroughfares to increase the connection between uses in the building and the street.



*Figure 4-20 Juliet balconies help create a human-scaled connection between upper floors and the street*



Figure 4-21 Clearly defined multi-family residential entry

- h) In single-use multiple-family buildings, residential lobby entries should be clearly defined and directly accessible from the main thoroughfare, and street-fronting ground floor units are strongly encouraged to have their entries directly accessible from the street. (Figure 4-21)

## 4.4 Additional Guidelines

### 4.4.1 Open Space and Landscaping

- a) Mixed-use, residential and live/work projects should incorporate interior courtyards and/or rooftop gardens. The incorporation of semi-public open spaces is strongly encouraged.
- b) Existing specimen and heritage trees on private properties should be retained and properly protected during construction.
- c) Landscape design, plant selection, and maintenance should provide for safe visibility between vehicles, pedestrians, and bicyclists.
- d) For street tree planting adjacent to sidewalks, the following are recommended: *Prunus serrulata* ‘Kwanzan’ - Flowering Cherry Tree; and *Ginkgo biloba* ‘Autumn Gold’ - Maidenhair Tree.
- e) The following species are recommended for understory planting within landscape medians, and adjacent to walkways because of their limited height: *Helictotrichon sempervirens* - Blue Oat Grass; *Myrtus communis* ‘Compacta’ - Dwarf Myrtle; *Osmanthus heterophyllus* ‘Goshiki’ - Holly-Leaf Osmanthus; *Phormium* hybrids ‘Jack Spatt’, ‘Duet’ or ‘Maori Maiden’ – Flax; *Sedum arachnoideum* and *tectorum* - Cobweb Houseleek and Hen and Chickens; and *Yucca whipplei* - Our Lord’s Candle

### *In Parking Lots*

- f) Landscape elements within a parking lot and along pedestrian pathways should be utilized to reduce the perceived size of the lot and create a more pleasant microclimate for pedestrians.
- g) For larger parking lots, deciduous or broad-leaf evergreen trees should be used within surface parking areas to provide shading of at least (50%) of the surface area to reduce heat buildup and to improve visual appearance. (Figure 4-22) The spacing of trees should consider the species and their growing habits.
- h) Permeable paving should be used for surface parking stalls to reduce the amount of surface run-off that enters the storm sewer system. Where possible, drainage should be directed to planting areas in order to maximize the cleansing effect of water percolating through soil and to provide visual interest. Patterned parking surfaces are encouraged to provide visual interest.
- i) Where the path crosses the auto lane, the path should be clearly delineated by a contrasting color, pavement pattern, and/or be raised slightly to form a speed table.



*Figure 4-22 Recommended tree planting in parking lots*

### 4.4.2 Exterior Lighting

- a) All exterior lighting should be designed so as to not produce glare that negatively affects pedestrians, bicyclists, motorists, or adjacent uses. Exterior lighting should be shielded, directed downward and on-site.
- b) All exterior lighting should be an integral part of a building's architectural design and scale.
- c) Where appropriate, consider accent lighting to highlight interesting architectural features, signs, storefront displays and landscape features, such as significant trees.

### 4.4.3 Signage



*Figure 4-23 Uniquely crafted signs create character and sense of place*

- a) Signs should be designed to be clearly read by both pedestrians and passengers of vehicles.
- b) Signs should be an integral part of the design of storefront alterations and new construction. Signs should not obscure architectural elements such as transom windows or columns, nor appear cluttered, nor should they overlap architectural features.
- c) Signs should utilize high-quality materials such as metal, stone, bronze, wood, gold leaf, and exposed neon. (Figure 4-23)
- d) The design and alignment of signs on multiple use buildings should be coordinated in order to achieve a unified appearance rather than visual confusion.

#### 4.4.4 Building Service Elements

- a) Secondary building elements such as garbage receptacles, utility meters and mechanical equipment should be accommodated within the building envelope whenever possible. If secondary building elements must be outside of the building envelope, they should be screened from view of pedestrians. Screening of such elements should occur in ways harmonious with the building design, or as artwork integrated in the building design.
- b) No part of a secondary building element should encroach into the public right-of-way above ground. Whenever feasible, utility meters in front of buildings should be installed below ground either on private property or in public sidewalks.
- c) On new construction, building utility features (i.e. plumbing and heating vents, etc.) should be grouped to minimize their visual impact on the roofs of buildings.

*This page intentionally left blank.*

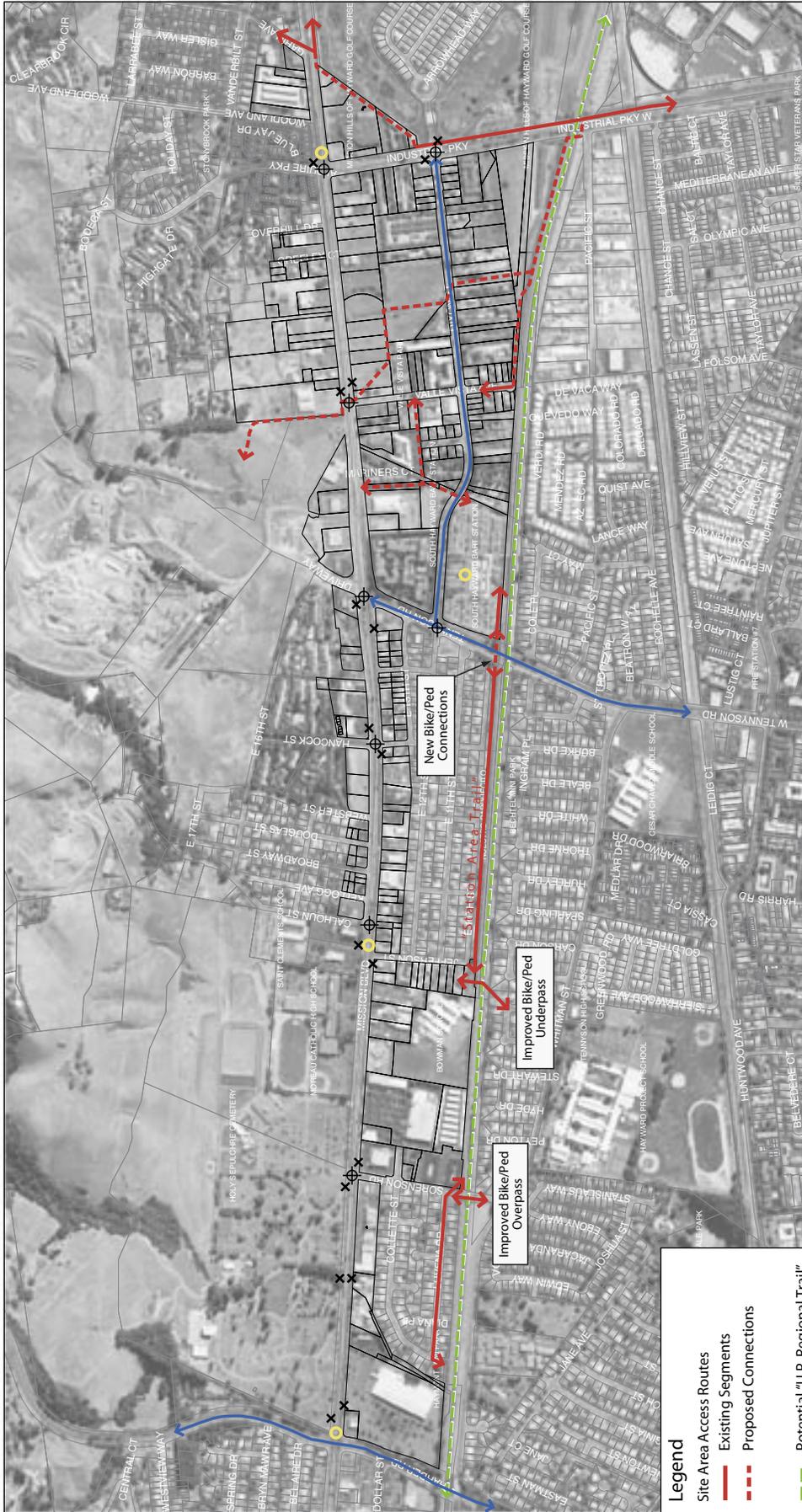
# 5. Circulation Improvements Plan

## 5.1 Pedestrian and Bicycle Connectivity

### 5.1.1 North-South Connectivity

Mission Boulevard is the north-south spine of the Plan area for all modes of transportation. In order remain within the existing right-of-way, the Route 238 Corridor Improvement Project (Mission Boulevard) will narrow sidewalks from ten feet to seven feet in the Plan area, which will allow for an additional lane in each direction during peak commute hours. Improvements outside the Route 238 right-of-way for pedestrians and bicyclists are therefore recommended as follows:

1. Dedication of easements to widen sidewalks and, in some cases, provide a local access lane, in conjunction with redevelopment of parcels along Mission Boulevard.
2. Provision of a parallel north-south corridor for pedestrians and bicyclists. Segments of this corridor already exist, via bicycle lanes on Dixon Street in the southern portion of the Plan area and the attractive linear park, Nuestro Parcequito, between Tennyson Road and Bowman School. This corridor can be completed between Harder Road and Tennyson Road through the following specific actions to create a new “Station Area Trail” as illustrated in Figure 5-1



South Hayward BART/Mission Boulevard Concept Plan

Figure 5-1 Site Area - Multi-Purpose Connections

- Provide an easement for a multi-use path along the western edge of the Kmart site, to connect Kmart site to Luvena Drive, via Haymont Mini Park, if developed as a retail use.
  - Consider upgrading the crossing of Tennyson Road immediately to the east of the BART tracks, through construction of a bridge cantilevered off the BART track platform and/or in the short term, improve the path leading East 10<sup>th</sup> Street and East 11<sup>th</sup> Street down to Tennyson Road and make improvements to the signalized Dixon Street/Tennyson Road intersection such as corner bulbouts and special markings.
  - South of Tennyson Road, provide an easement for a multi-use path alongside the BART tracks between Tennyson Road and the station building entrance, to continue eastward to connect with Dixon Street. This would be achieved in conjunction with development of the BART surface parking lots.
  - South of Tennyson Road, implement streetscape improvements to Dixon Street through setbacks for new development to permit a planting strip and wider sidewalk.
  - Consider providing an easement for a multi-purpose path alongside the BART tracks between Valle Vista Avenue and Industrial Parkway on lands owned by public entities.
3. Seek provision of a multi-use path along the Union Pacific Railroad right-of-way, parallel to the BART tracks (illustrated as “Potential U.P. Regional Trail in Figure 5-1). If necessary, this corridor is wide enough to accommodate both rail tracks as well as a pedestrian and bicycle path. This corridor has the potential to become a regional recreational facility as well as a transportation route, similar to the Iron Horse Trail in the San Ramon Valley.



Figure 5-2 Pedestrian connection between Broadway Street and Mission Boulevard



Figure 5-3 Pedestrian connection between Dixon Street and Mission Boulevard via Caltrans r.o.w.

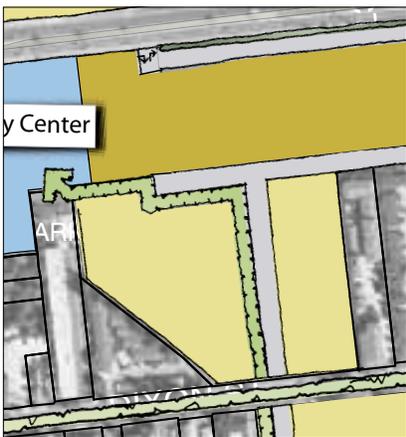


Figure 5-4 Pedestrian connection between Dixon Street and Mission Boulevard along a new street and multi-purpose trail

### 5.1.2 East-West Connectivity

The BART tracks are the primary barrier to east-west movement within the Plan area. The following actions are recommended and focus on improving crossings of the BART tracks and pedestrian and bicycle facilities on connecting streets.

1. Construct new east-west streets or pedestrian walkways to improve access to Mission Boulevard from residential neighborhoods and the BART station. This can be accomplished in conjunction with redevelopment of the following parcels:
  - On the west side of Mission Boulevard at Broadway Street and 12<sup>th</sup> Street (Figure 5-2);
  - Between Tennyson Road and Valle Vista Avenue, through the Perry & Key, BART surface parking lot and state-owned properties (Figure 5-3); and
  - On the state-owned parcels in sub-area 5 (Figure 5-4).
2. Examine the feasibility of upgrading the pedestrian tunnel under the BART tracks adjacent to Bowman Elementary School (Figure 5-5). This crossing can best be described as a “pipe” – it is cramped, unpleasant and not wheelchair accessible. It is managed by the School and only open at limited times, generally associated with the School’s operating hours. However, it is an important link to the BART station from the neighborhoods to the west of the tracks, allowing pedestrians to continue to BART via Nuestro Parquecito. Immediate improvements should include lighting, cleaning and extending hours of operation. In the longer-term, the tunnel could be widened, deepened, and provided with a wheelchair-accessible ramp. Most importantly, to improve personal security, there should be clear lines of sight from the ends of the tunnel into the surrounding neighborhoods. To accomplish this, the path through Nuestro Parcequito could be lowered to meet the tunnel on the east end and a broad, wide ramp constructed on the west end.
3. Examine the feasibility of upgrading the pedestrian bridge at Sorenson Street. The main priority is wheelchair -accessibility, which would require modifications to the entrance ramps and may require complete replacement. To the west, a modified approach and ramp to the bridge could take advantage of the surplus land created by the curve in Whitman Street.

4. Implement streetscape improvements on Harder Road and Tennyson Road. The greatest gains will come from redevelopment of the Kmart parcel and the BART parking lot, which will provide “eyes on the street” and a defined street wall.  
Should the Kmart site be redeveloped as a non-auto use, the City should explore the desirability and feasibility of daylighting and restoring sections of Zeile Creek. Other improvements may include lighting (particularly under the BART and Union Pacific Railroad tracks) and landscaping. A traffic study is recommended to investigate the feasibility of allowing on-street parking to Tennyson Road. Such parking will provide an effective buffer between traffic and pedestrians.
  
5. Provide an easement along the southwestern perimeter of the triangle site in sub-area 7, adjacent to the Mission Hills of Hayward Golf Course, which would connect the attractive Class I bicycle path along Industrial Parkway to Mission Boulevard and avoid the busy Industrial Parkway/Mission Boulevard intersection (Figure 5-6).



Figure 5-5 Existing tunnel at Bowman School

### 5.1.3 Pedestrian Crossings at Intersections

The Route 238 Corridor Improvement Project currently underway has identified locations of signalized pedestrian crossings on Mission Boulevard. These include crossings at Harder Road, Sorenson Road, Calhoun Street, Hancock Street, Tennyson Road, Valle Vista Avenue and Industrial Parkway/Alquire Parkway. Along Dixon Street, two signalized intersection crossings exist at Tennyson Road and Industrial Parkway. With additional improvements to overall pedestrian connectivity in the Plan area, it would be expected that additional crossings along Dixon Street would either need to be improved, such as at Valle Vista Avenue, or introduced, such as at the southern end of the BART property.

A 2001 study by the Federal Highway Administration found that the presence of a marked crosswalk alone at an uncontrolled location (a location where there were no traffic signals with pedestrian signals, traffic calming features or other substantive improvements) was not associated with a significantly lower pedestrian accident rate when compared to an unmarked crosswalk location. Considerations should therefore be given to enhancing the visibility of marked crosswalks.



Figure 5-6 Pedestrian/bike access easement through the triangle site

## 5.2 Bus Connectivity

Transit service in the Plan area is provided by BART and AC Transit, which operates bus services. The 99-Mission Boulevard is the most important bus route in the Plan area and runs the length of Mission Boulevard, servicing the BART station via Tennyson Road to provide transfers to rail and other bus services. Other bus lines serve the neighborhoods to the west, and are lower-ridership, coverage-oriented services.

Base frequencies on the 99-Mission Boulevard route are every 30 minutes, with lower frequencies in the evenings and on the weekends. In cooperation with AC Transit, the City should seek to improve this line to 15-minute frequencies throughout the day, and in the longer term, seek to implement Rapid Bus service on this corridor with limited-stop services, transit priority measures and enhanced bus stops. The priority is reflected in the City of Hayward General Plan, which states: “Promote improved transit service along higher density corridors, providing service frequencies of at least 15 minutes during peak hours in the densest corridors.” [Circulation Policy 6]

While the City has no direct control over AC Transit’s service priorities, it can seek to achieve this goal through encouraging dense, transit-oriented development within one-quarter mile of Mission Boulevard, particularly at traffic signals where bus stops will be located. AC Transit’s policies call for focusing resources on the highest density, highest ridership corridors; at densities above 10,000 persons per square mile (15.6 persons per acre), it aims to provide 10-15 minutes headways, which enable passengers to show up at the bus stop without the need to consult a schedule. These target densities can be achieved by the densities proposed in this Concept Design Plan.

The City should also support the provision of passenger amenities, providing bus shelters with route and schedule information on all AC Transit routes in the Plan area – particularly the major Mission Boulevard route, and on Tennyson Road where several lines operate.

In the longer-term, should Rapid Bus service be warranted along Mission Boulevard, the City should support this concept.

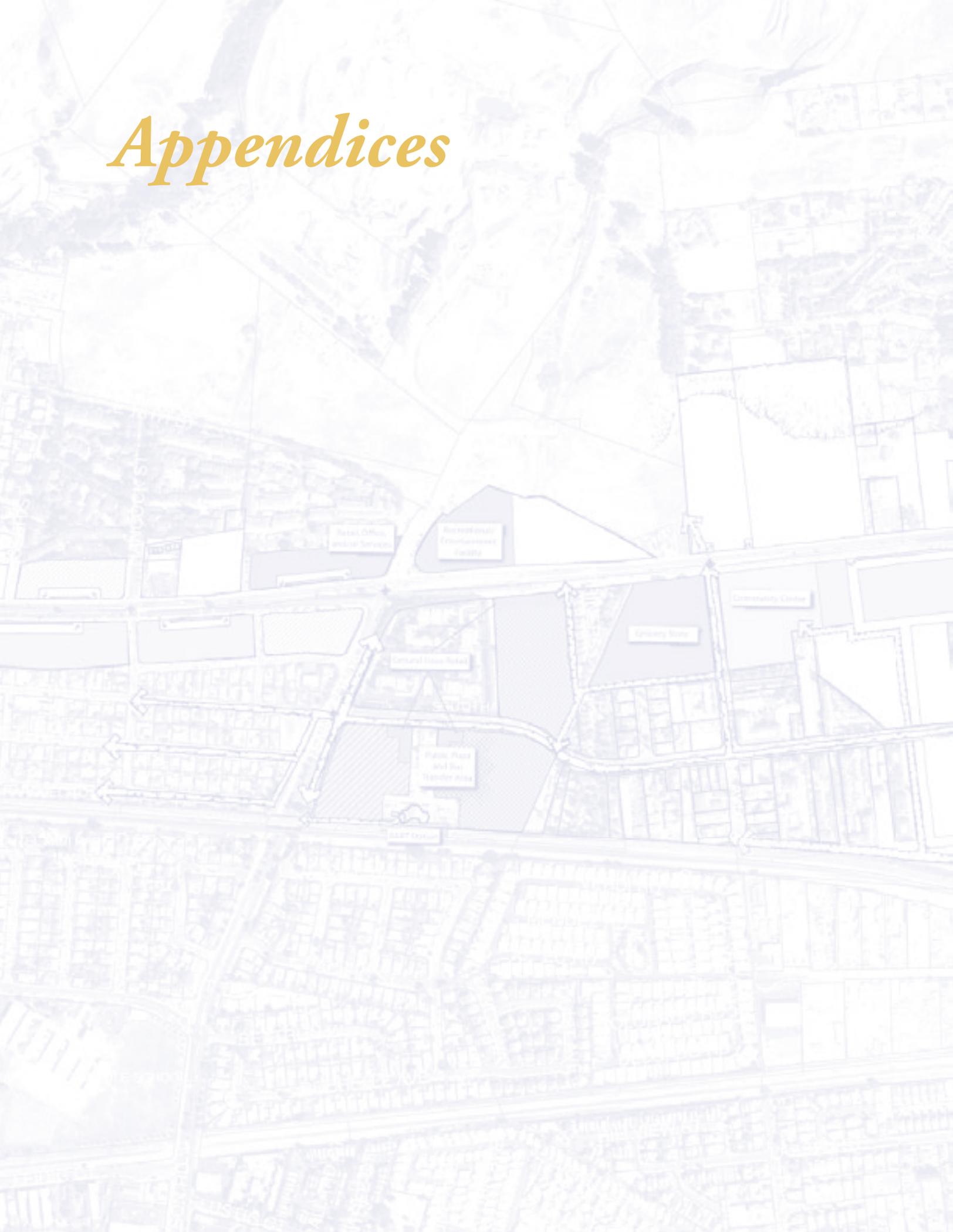
## **5.3 Other Improvements**

### **5.3.1 Parking Management**

The City should encourage residential, employment and transit uses to share parking within the Plan area, and adopt a flexible approach to parking requirements. Residential and employment growth, coupled with redevelopment of the BART property, may eventually necessitate the need for a residential permit parking program in the areas around the BART station.

*This page intentionally left blank.*

# *Appendices*



*This page intentionally left blank.*

# Appendix A

## **Preliminary Development Scenarios**

Two preliminary scenarios were initially developed that explored a range of development densities, including Mission Boulevard Residential (MBR) with ranging from 34.8 to 75.0 units per net acre, and Mixed Use residential density ranging from 27.0 to 75.0 units per net acre. These scenarios are illustrated in Figures 1 and 2, with respective potential dwelling unit and commercial square footage development capacities outlined in Tables 1 and 2.

### *Suburban Concept*

Representing the least development potential of the three scenarios, the Suburban Concept would result in the potential of 1,165 – 2,607 net additional units and reflects development densities currently achievable under the General Plan. However higher densities are permitted in selected areas, including around the BART station area and at certain locations along Mission Boulevard. Commercial uses would anchor the gateways of the project area, the Tennyson Road/Mission Boulevard intersection. The Commercial and/or Residential designation (C/R) would provide flexibility along central segments within the Plan area along the west side of Mission Boulevard. Northern and southern segments, however, transition to primarily residential uses. The “suburban” moniker did not preclude significant improvements that could be made to the pedestrian, bicycle and transit experience.

### *Urban Concept*

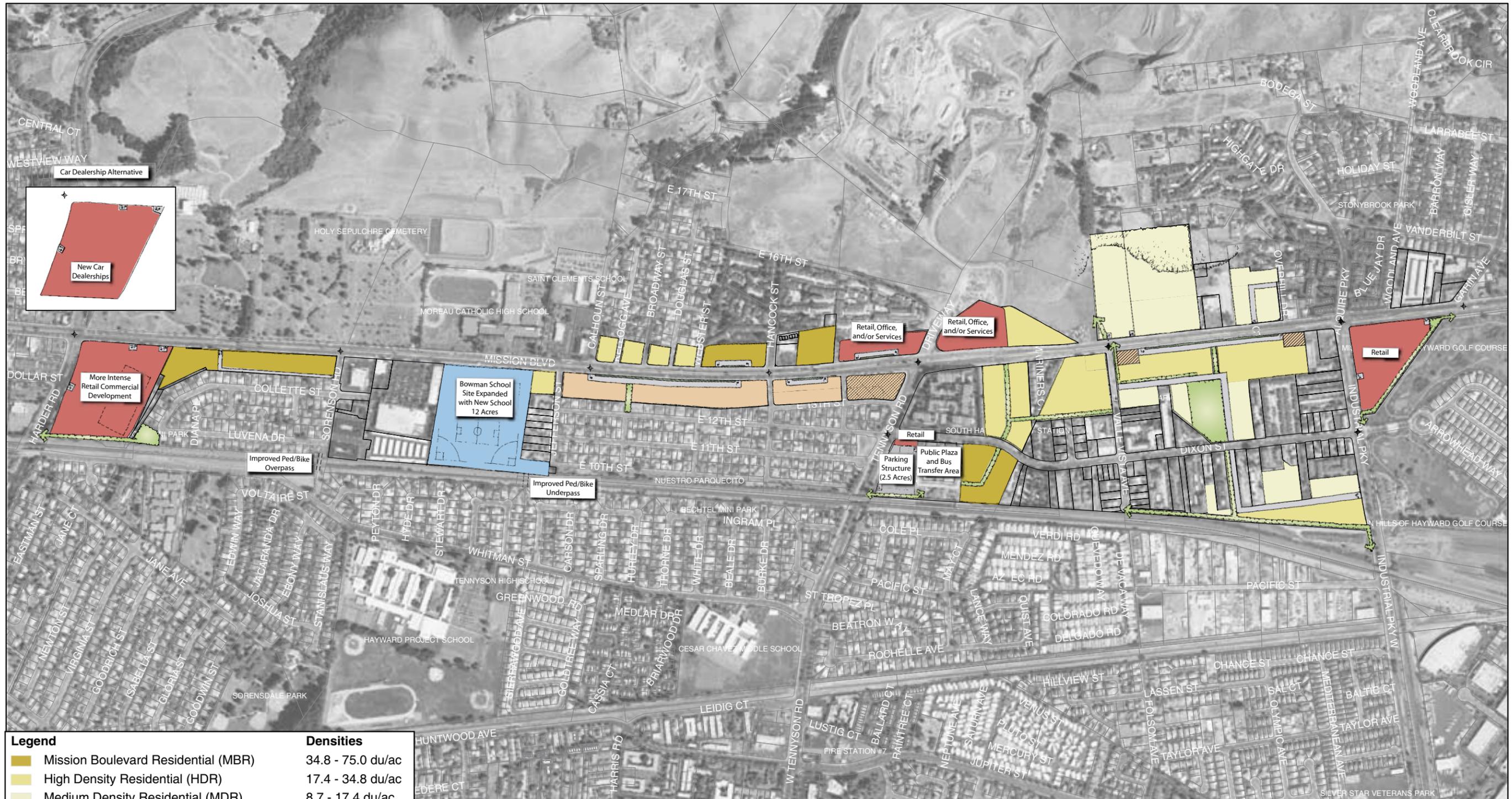
Containing the potential for the greatest number of units of the scenarios, the Urban Concept indicates the potential for 2,375 – 5,039 net new dwelling units and envisions the project area as a high-density, mixed-use urban corridor with new residential neighborhoods integrated into the urban fabric. A significant concentration of density would be located close to the BART station. A centrally located community center, also located near the BART station, would serve residents from beyond the project area, further enhancing the area’s profile from a city-wide perspective. A grocery store is indicated across Valle Vista Avenue from the community center site to further support the creation of a new, higher density neighborhood surrounding the station. The pedestrian, bicycle and transit experience is enhanced through improvements to connectivity, street crossings and landscape amenities.

### *Blended Concept*

The Suburban and Urban scenarios were presented to the City Council, Planning Commission and the public at a joint work session and subsequent community meeting during the early summer of 2005. Support was strong for significant change to be made in the area, accommodating higher density and more mixed-use development.

The Blended Concept (Figure 3 and Tables 1 and 2) was subsequently developed, which essentially married the most preferred elements from each of the first two preliminary concepts. A distinct transit-oriented district was envisioned around the South Hayward BART station area, to include high density development around the station and several amenities in close proximity to the station, including a grocery store and a community center with related open space. A recreational/entertainment venue is indicated on Tennyson Road at the southeast corner with Mission Boulevard, which would cater to the needs of youths and families in the area. Bowman School is shown to be improved and expanded to Mission Boulevard, and the state-owned properties in the southern section of the Plan area are indicated for high-density residential development. The gateways are marked on the northern end with an extension of Hayward's Auto Row, and at the southern end with and a conference/hotel facility designated on the triangle site, reflecting the long-range vision of the Plan. Mission Boulevard itself is characterized by higher density, mixed use development and a high degree of pedestrian amenities.

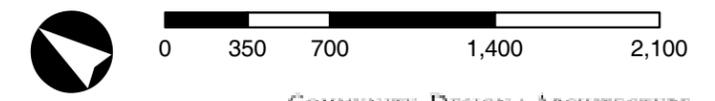
Figure 1 Suburban Concept



Legend	
<span style="display:inline-block; width:15px; height:10px; background-color:yellow;"></span> Mission Boulevard Residential (MBR)	34.8 - 75.0 du/ac
<span style="display:inline-block; width:15px; height:10px; background-color:orange;"></span> High Density Residential (HDR)	17.4 - 34.8 du/ac
<span style="display:inline-block; width:15px; height:10px; background-color:lightyellow;"></span> Medium Density Residential (MDR)	8.7 - 17.4 du/ac
<span style="display:inline-block; width:15px; height:10px; background-color:red;"></span> Commercial (C)	n/a
<span style="display:inline-block; width:15px; height:10px; background-color:orange;"></span> Commercial and/or Residential (C/R)	30.0 - 75.0 du/ac
<span style="display:inline-block; width:15px; height:10px; background-color:yellow;"></span> Mixed Use (MU)	27.0 - 75.0 du/ac
<span style="display:inline-block; width:15px; height:10px; background-color:blue;"></span> Public Facilities (PF)	n/a
<span style="display:inline-block; width:15px; height:10px; background-color:green;"></span> Open Space/Multi-Purpose Trail (OS)	n/a

## "Suburban" Concept

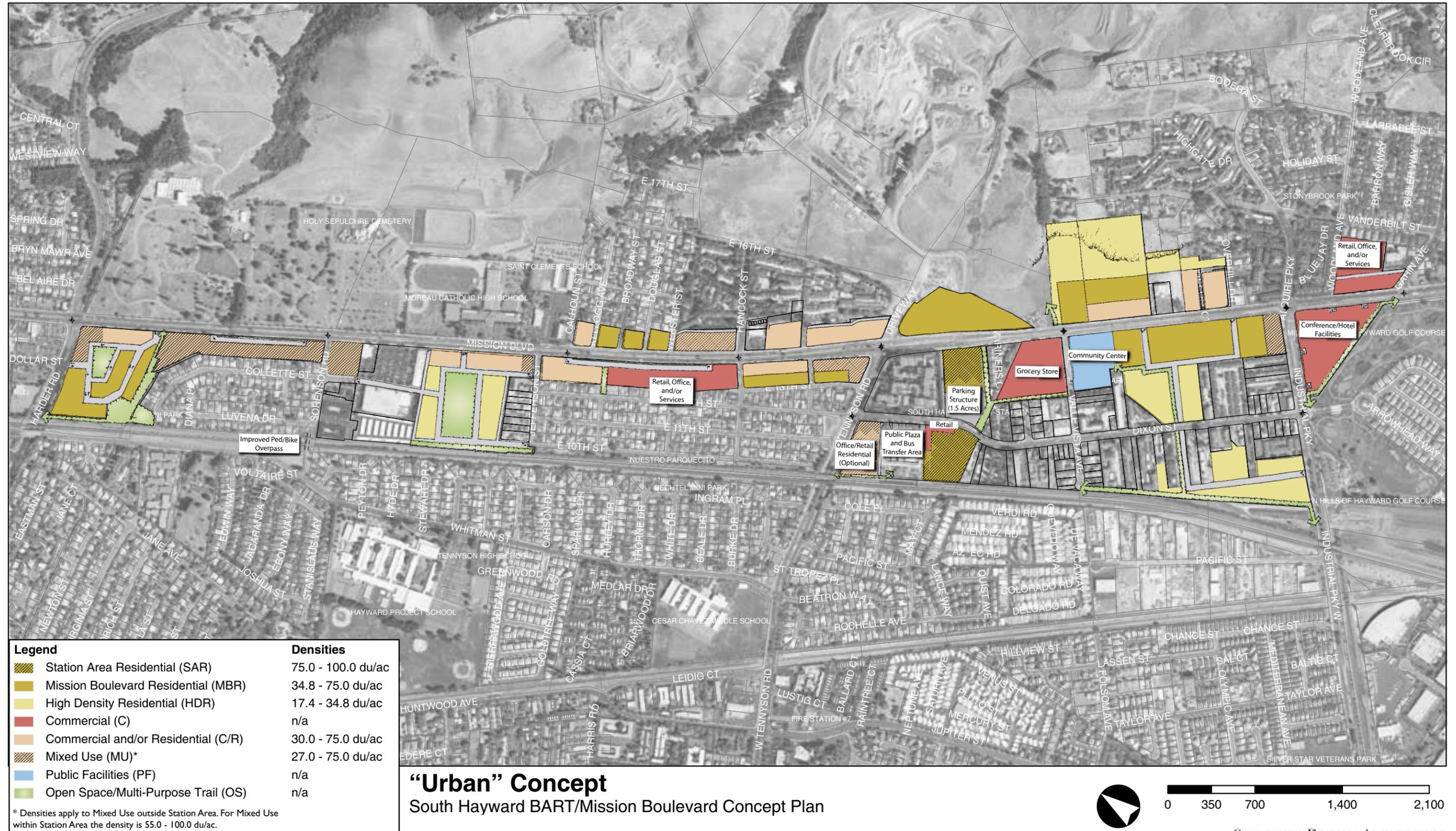
### South Hayward BART/Mission Boulevard Concept Plan



COMMUNITY DESIGN + ARCHITECTURE  
Region • City • Neighborhood • Building

Note: Specific uses identified in text boxes on individual parcels do not preclude other uses allowed by applicable zoning.

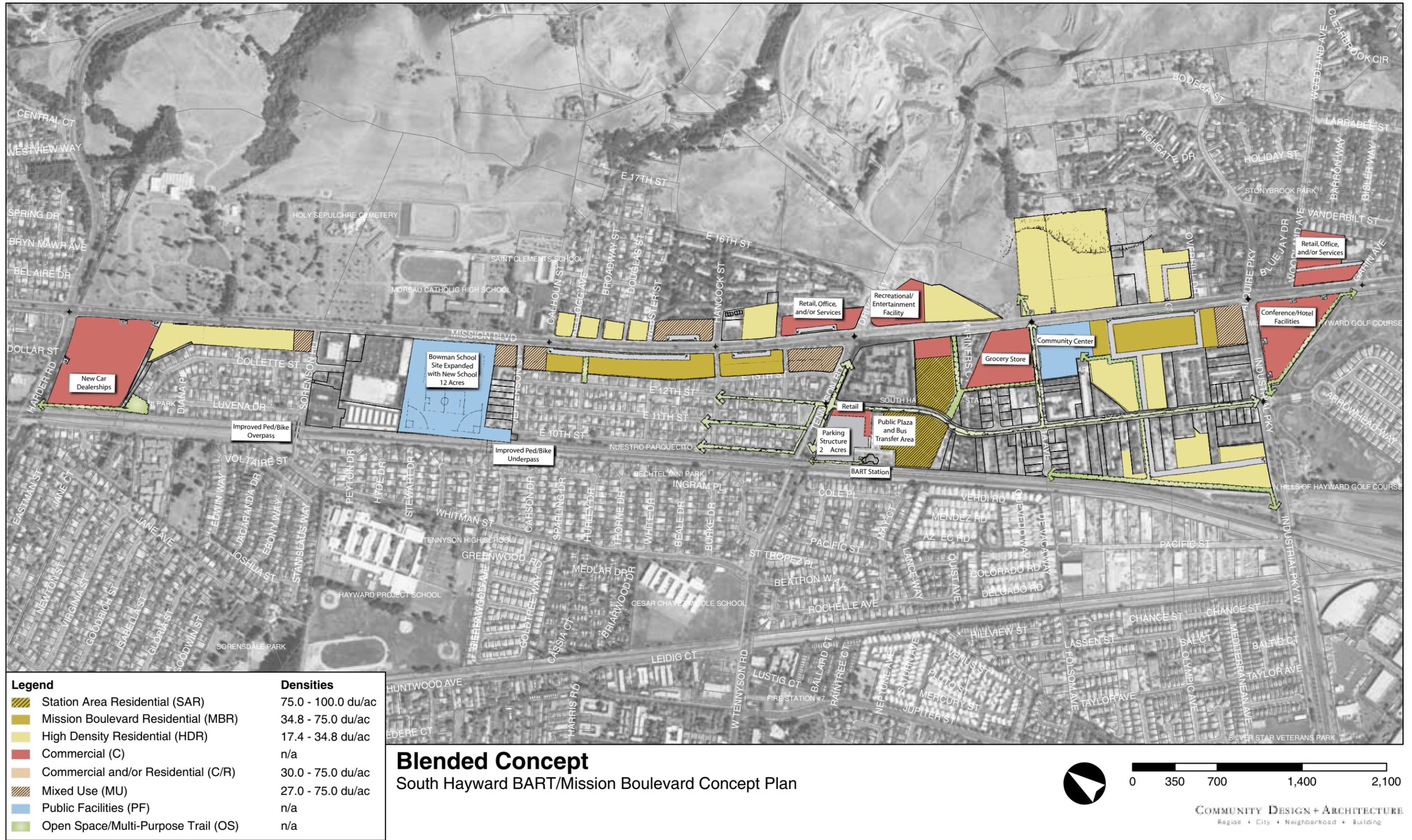
Figure 2 Urban Concept



Note: This scenario would require identification of a new school site outside the Study Area, to replace Bowman School.

Specific uses identified in text boxes on individual parcels do not preclude other uses allowed by applicable zoning.

Figure 3 Blended Concept



Note: Specific uses identified in text boxes on individual parcels do not preclude other uses allowed by applicable zoning.

Table 1 Unit Counts for Three Preliminary Development Concepts

	SUB-AREA														Total	
	1.0		2.0		3.0		4.0		5.0		6.0		7.0			
	Min	Max	Min	Max	Min	Max	Min	Max	Min	Max	Min	Max	Min	Max	Min	Max
<b>Suburban Concept</b>																
Station Area Residential (SAR)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mission Blvd Frontage Residential (MBR)	0	0	157	338	112	242	104	223	0	0	0	0	0	0	373	803
High Density Residential (HDR)	0	0	10	21	35	71	170	340	200	399	0	0	0	0	416	831
Medium Density Residential (MDR)	0	0	0	0	2	4	0	0	49	98	134	268	0	0	185	370
Commercial ( C )	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Commercial and/or Residential (C/R)	0	0	0	0	217	542	0	0	0	0	0	0	0	0	217	542
Mixed Use (Station Area) (MU)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mixed Use (Outside Station Area) (MU)	0	0	0	0	30	83	0	0	18	51	0	0	0	0	48	134
<b>Total Units</b>	0	0	167	359	397	942	274	563	267	548	134	268	0	0	<b>Total Units</b>	<b>1,238</b>
<b>Current Units</b>	0	0	0	0	12	12	2	2	7	7	6	6	46	46	<b>Current Units</b>	<b>73</b>
<b>Net Additional Units</b>	0	0	167	359	385	930	272	561	260	541	128	262	-46	-46	<b>Net Additional Units</b>	<b>1,165</b>
<b>Urban Concept</b>																
Station Area Residential (SAR)	0	0	0	0	0	0	414	553	0	0	0	0	0	0	414	553
Mission Blvd Frontage Residential (MBR)	207	446	0	0	92	198	148	319	266	574	104	223	0	0	816	1760
High Density Residential (HDR)	0	0	93	186	0	0	0	0	192	385	180	361	0	0	466	932
Medium Density Residential (MDR)	0	0	0	0	2	4	0	0	0	0	0	0	0	2	4	
Commercial ( C )	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Commercial and/or Residential (C/R)	26	64	66	166	189	472	0	0	0	0	94	236	0	0	375	937
Mixed Use (Station Area) (MU)	0	0	0	0	0	0	117	213	0	0	0	0	0	0	117	213
Mixed Use (Outside Station Area) (MU)	23	64	147	408	64	179	0	0	23	64	0	0	0	0	257	714
<b>Total Units</b>	256	574	306	760	347	852	679	1084	481	1022	378	820	0	0	<b>Total Units</b>	<b>2,448</b>
<b>Current Units</b>	0	0	0	0	12	12	2	2	7	7	6	6	46	46	<b>Current Units</b>	<b>73</b>
<b>Net Additional Units</b>	256	574	306	760	335	840	677	1082	474	1015	372	814	-46	-46	<b>Net Additional Units</b>	<b>2,375</b>
<b>Blended Concept</b>																
Station Area Residential (SAR)	0	0	0	0	0	0	478	638	0	0	0	0	0	0	478	638
Mission Blvd Frontage Residential (MBR)	0	0	0	0	231	497	0	0	207	446	0	0	0	0	438	944
High Density Residential (HDR)	0	0	71	142	59	118	37	74	192	385	268	535	0	0	627	1254
Medium Density Residential (MDR)	0	0	0	0	2	4	0	0	0	0	0	0	0	2	4	
Commercial ( C )	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Commercial and/or Residential (C/R)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Mixed Use (Station Area) (MU)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Mixed Use (Outside Station Area) (MU)	0	0	28	77	96	268	0	0	39	108	0	0	0	0	163	453
<b>Total Units</b>	0	0	99	218	388	888	515	711	438	939	268	535	0	0	<b>Total Units</b>	<b>1,708</b>
<b>Current Units</b>	0	0	0	0	12	12	2	2	7	7	6	6	46	46	<b>Current Units</b>	<b>73</b>
<b>Net Additional Units</b>	0	0	99	219	376	875	513	710	431	932	262	529	-46	-46	<b>Net Additional Units</b>	<b>1,635</b>

Table 2 Commercial Square Footage for Three Preliminary Development Concepts

	SUB-AREA														Total	
	1		2		3		4		5		6		7		Min	Max
	Min	Max	Min	Max												
<b>Suburban Concept</b>																
Station Area Residential (SAR)																
Mission Blvd Frontage Residential (MBR)																
High Density Residential (HDR)																
Medium Density Residential (MDR)																
Commercial ( C )	91,476	160,083	0	0	15,682	27,443	19,602	32,670	0	0	0	0	45,302	79,279	172,062	299,475
Commercial and/or Residential (C/R)	0	0	0	0	74,052	129,591	0	0	0	0	0	0	0	0	74,052	129,591
Mixed Use (Station Area) (MU)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mixed Use (Outside Station Area) (MU)	0	0	0	0	11,326	19,820	0	0	6,970	12,197	0	0	0	0	18,295	32,017
<b>Total Square Feet</b>	<b>91,476</b>	<b>160,083</b>	<b>0</b>	<b>0</b>	<b>101,059</b>	<b>176,854</b>	<b>19,602</b>	<b>32,670</b>	<b>6,970</b>	<b>12,197</b>	<b>0</b>	<b>0</b>	<b>45,302</b>	<b>79,279</b>	<b>Total Sq Ft</b>	<b>264,409</b>
<b>Current Square Feet</b>	<b>97,605</b>	<b>97,605</b>	<b>87,966</b>	<b>87,966</b>	<b>91,182</b>	<b>91,182</b>	<b>87,494</b>	<b>87,494</b>	<b>7,836</b>	<b>7,836</b>	<b>32,348</b>	<b>32,348</b>	<b>9,848</b>	<b>9,848</b>	<b>Current Sq Ft</b>	<b>414,279</b>
<b>Net Change</b>	<b>-6,129</b>	<b>62,478</b>	<b>-87,966</b>	<b>-87,966</b>	<b>9,877</b>	<b>85,672</b>	<b>-67,892</b>	<b>-54,824</b>	<b>-866</b>	<b>4,361</b>	<b>-32,348</b>	<b>-32,348</b>	<b>35,454</b>	<b>69,431</b>	<b>Change</b>	<b>-149,870</b>
<b>Urban Concept</b>																
Station Area Residential (SAR)																
Mission Blvd Frontage Residential (MBR)																
High Density Residential (HDR)																
Medium Density Residential (MDR)																
Commercial ( C )	0	0	0	0	37,462	65,558	43,560	76,230	0	0	0	0	33,977	59,459	114,998	201,247
Commercial and/or Residential (C/R)	8,712	15,246	22,651	39,640	64,469	112,820	0	0	0	0	32,234	56,410	0	0	128,066	224,116
Mixed Use (Station Area) (MU)	0	0	0	0	0	0	38,115	65,340	0	0	0	0	0	0	38,115	65,340
Mixed Use (Outside Station Area) (MU)	8,712	15,246	55,757	97,574	24,394	42,689	0	0	8,712	15,246	0	0	0	0	97,574	170,755
<b>Total Square Feet</b>	<b>17,424</b>	<b>30,492</b>	<b>78,408</b>	<b>137,214</b>	<b>126,324</b>	<b>221,067</b>	<b>81,675</b>	<b>141,570</b>	<b>8,712</b>	<b>15,246</b>	<b>32,234</b>	<b>56,410</b>	<b>33,977</b>	<b>59,459</b>	<b>Total Sq Ft</b>	<b>378,754</b>
<b>Current Square Feet</b>	<b>97,605</b>	<b>97,605</b>	<b>103,015</b>	<b>103,015</b>	<b>91,182</b>	<b>91,182</b>	<b>87,494</b>	<b>87,494</b>	<b>25,995</b>	<b>25,995</b>	<b>32,348</b>	<b>32,348</b>	<b>14,678</b>	<b>14,678</b>	<b>Current Sq Ft</b>	<b>452,317</b>
<b>Net Change</b>	<b>-80,181</b>	<b>-67,113</b>	<b>-24,607</b>	<b>34,199</b>	<b>35,142</b>	<b>129,885</b>	<b>-5,819</b>	<b>54,076</b>	<b>-17,283</b>	<b>-10,749</b>	<b>-114</b>	<b>24,062</b>	<b>19,299</b>	<b>44,781</b>	<b>Change</b>	<b>-73,563</b>
<b>Blended Concept</b>																
Station Area Residential (SAR)																
Mission Blvd Frontage Residential (MBR)																
High Density Residential (HDR)																
Medium Density Residential (MDR)																
Commercial ( C )	91,476	160,083	0	0	15,682	27,443	78,408	137,214	0	0	0	0	33,977	59,459	219,542	384,199
Commercial and/or Residential (C/R)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mixed Use (Station Area) (MU)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mixed Use (Outside Station Area) (MU)	0	0	10,454	18,295	36,590	64,033	0	0	14,810	25,918	0	0	0	0	61,855	108,247
<b>Total Square Feet</b>	<b>91,476</b>	<b>160,083</b>	<b>10,454</b>	<b>18,295</b>	<b>52,272</b>	<b>91,476</b>	<b>78,408</b>	<b>137,214</b>	<b>14,810</b>	<b>25,918</b>	<b>0</b>	<b>0</b>	<b>33,977</b>	<b>59,459</b>	<b>Total Sq Ft</b>	<b>281,398</b>
<b>Current Square Feet</b>	<b>97,605</b>	<b>97,605</b>	<b>87,966</b>	<b>87,966</b>	<b>91,182</b>	<b>91,182</b>	<b>87,494</b>	<b>87,494</b>	<b>25,995</b>	<b>25,995</b>	<b>32,348</b>	<b>32,348</b>	<b>14,678</b>	<b>14,678</b>	<b>Current Sq Ft</b>	<b>437,268</b>
<b>Net Change</b>	<b>-6,129</b>	<b>62,478</b>	<b>-77,512</b>	<b>-69,671</b>	<b>-38,910</b>	<b>294</b>	<b>-9,086</b>	<b>49,720</b>	<b>-11,185</b>	<b>-77</b>	<b>-32,348</b>	<b>-32,348</b>	<b>19,299</b>	<b>44,781</b>	<b>Change</b>	<b>-155,871</b>

*This page intentionally left blank.*

# Appendix B

## Glossary of Terms

**Accessway** – a formalized path, walkway, or other physical connection that allows pedestrians to efficiently reach destinations.

**Arcade** – a covered walkway attached to a building and supported on the sides not attached to the building by columns.

**Articulation** – the visible expression of architectural or landscape elements through form, structure, or materials that “break up” the scale of buildings and spaces to achieve a “human scale.”

**Balcony** – an exterior platform that projects from or into the façade of a building and is surrounded by a railing, balustrade, or parapet.

**Bay Window** – a large window or grouping of windows projecting from the outer façade of a building and forming an alcove in the interior of the building.

**Build-to Line** – a given distance from a property line where the façade of the building within that property must be located.

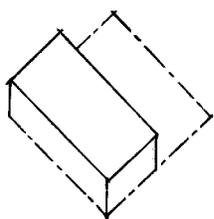
**Compact Development** – the planning concept of using site design and urban design techniques to decrease the amount of land needed to develop a given amount of land use. In the case of TOD, this is done with the goal of improving transit access.

**Density** – a unit of measurement that divides persons, floor area, or dwelling units per the gross or net measurement of a discreet area e.g., acres, square feet, square miles. Density requirements in this document are expressed as net densities equal to the gross land area, including the area of the parcel, specific to the use including its yard and any parking provided, less on-site major circulation areas. Residential densities are sometimes presented as # du/ac which refers to “dwelling units per acre.”

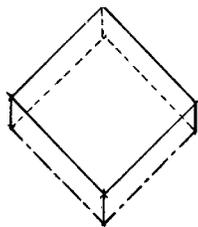
**Fencing, Open** – allows for visual permeability.

**Fencing, Solid** – no visual permeability.

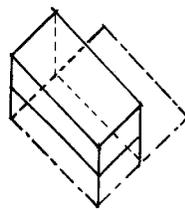
**Floor Area Ratio (FAR)** – the amount of enclosed gross floor area in relation to the amount of site area. For example, a floor area ratio of 0.5 is equal to one square foot of floor area for every two square feet of site area.



0.5 FAR



1.0 FAR



1.0 FAR

**Frontage** – the linear edge of a property adjacent to the property line abutting a street, public right-of-way.

**Greenway** – a singular or a series of vegetative, linear corridors, natural or man-made, which may contain active or passive recreational uses or which may prohibit human activity altogether in order to preserve sensitive areas. These are usually associated with riparian systems, but may also include transportation corridors.

**Human Scale** – the size and proportion of a physical element that closely relates to the human body e.g., a 16-foot lamp post vs. a 30 foot lamp post, and a façade with vertically oriented framed windows vs. a façade with a continuous and unarticulated window wall.

**Lot Coverage** – Areas of a lot or parcel covered by buildings (as defined by foundation perimeters) and other structures with surfaces greater than 36 inches above the finished and natural grade.

**Mixed-Use** – Development contained within a single-parcel (horizontally or vertically) or adjacent parcels that contains different uses that are complementary to each other and provide activity throughout the day.

**Opaque** – not transparent.

**Open Space** – a private or public open land area that is currently undeveloped; it may be maintained as open space into the future or it could be developed.

**Parking Structure** – a parking garage located above ground or underground consisting of one or more levels, not surface parking.

**Parking, Off-Street** – formal or informal parking located within a parcel and outside a private or public right-of-way.

**Parking, On-Street** – formal or informal parking located within a private or public right-of-way and outside of a parcel.

**Pedestrian** – people who walk, sit, stand, or use a wheelchair in public spaces, be they children, teens, adults, elderly, people with disabilities, workers, residents, shoppers or people watchers, etc.

**Pedestrian Activity** – the congregation of persons in an area whose primary means of transportation is by foot.

**Pedestrian Way/Pedestrian Pass-Thru** – a linear space or an area where the primary users are pedestrians and that may also accommodate bicyclists.

**Pergola** – an arbor or passageway with a roof or trelliswork on which climbing plants can be trained to grow.

**Portico** – a porch or walkway with a roof supported by columns, often leading to the entrance of a building.

**Porch** – an open or enclosed gallery or room attached to the outside of a building, typically serving as a semi-public space prior to a building entry.

**Primary Front Façade** – the façade of a building that is meant to take importance over the remaining façades of a building, typically fronting onto a public or private street or pedestrian accessway.

**Setback** – the distance between the building façade and the property line of the parcel in which the building is located.

**Shared Parking** – parking that is utilized by two or more uses taking into account the variable peak demand times of each use; the uses can be located on more than one parcel.

**Street-Facing** – the façade of a building that is adjacent to a public or private right-of-way.

**Tandem Parking** – parking configuration with cars parked end-to-end.

**Transit-Oriented Development (TOD)** – a development pattern characterized by a mix of uses surrounding a transit platform where streets have a high level of connectivity, blocks are small, and streetscape, buildings, and uses cater to the pedestrian.

**Transit Station** – the area including the platform which supports transit usage and that is owned by the transit authority.

**Transit Street** – a street that contains a transit line.

**Transparent** – a surface which allows objects on the other side to be easily seen.

**Trellis** – a light framework of horizontal and vertical members that can be freestanding or attached to a building often supporting climbing plants.

**Visual Permeability** – the ability of vertical surfaces to allow viewers to see through to the other side e.g., windows and open fencing. (See also “Transparent.”)

**Walking Radius** – the distance beyond a central point from which a person is willing to walk. This distance will vary depending on existing barriers, the walking environment, and the availability of destinations.

*This page intentionally left blank.*