

COUNCIL DOWNTOWN COMMITTEE

**Monday, July 26, 2010
7:00 p.m.**

**Room 2A - Hayward City Hall
777 B Street
Hayward, CA 94541**

Public Comments: (Note: For matters not otherwise listed on the agenda the Committee welcomes public comments under this section, but is prohibited by State Law from discussing items not listed on the agenda. Your item will be taken under consideration and referred to staff.)

1. Recreational Uses in the Downtown Area
2. Farmers Market Annual Report
3. Consolidation of Council Committees

Assistance will be provided to those requiring accommodations for disabilities in compliance with the Americans with Disabilities Act of 1990. Please request the accommodation at least 72 hours in advance of the meeting by contacting the Downtown Development Division at (510) 583-4260 or by using the TDD line for those with speech and hearing disabilities at (510) 247-3340.



DATE: July 26, 2010
TO: Council Downtown Committee
FROM: Redevelopment Director
SUBJECT: Recreational Opportunities in Downtown

RECOMMENDATION

That the Committee reads and comments on this report.

DISCUSSION

The Committee has requested that staff provide a report regarding recreational opportunities in the downtown area. This report provides an overview of:

- major recreational facilities surrounding the downtown area
- existing open spaces and facilities within the immediate downtown
- Route 238 Gateway landscape treatments
- downtown recreational opportunity sites

Recreational Facilities Surrounding Downtown: There are several parks and facilities operated by the Hayward Area Recreation District (HARD) in the area surrounding the historic downtown district. A representative of HARD has been invited to the CDC meeting, and may be able to answer questions regarding these and other HARD facilities. HARD facilities in the vicinity of downtown include the following:

- 1) Cannery Park/Burbank School: Located at B Street and Meekland Avenue, this park was completely refurbished in 2008. Cannery Park features two night-lighted baseball fields, a large children's play area including water features, a skateboard area, a basketball half-court, and picnic areas. Burbank Elementary School provides community meeting space, including an indoor basketball court.
- 2) Sunset Adult School/Swim Center: Located at 22100 Princeton Street, north of A Street, features a swim center and open lawn areas.
- 3) Hayward Japanese Gardens/Gus Morrison Theatre/Hayward Senior Center: Located at North Third Street and Crescent, on the eastern edge of downtown in a serene setting adjacent to San Lorenzo Creek. A trail is proposed to be developed along San Lorenzo Creek by the Alameda County Flood Control District.
- 4) Sun Gallery/PhotoCentral: Located at 1015 and 1099 E Street respectively. Both facilities provide gallery space and art/photography education, classes.

- 5) Memorial Park/Hayward Plunge: Located 24176 Mission Boulevard, south of Jackson, the park includes picnic areas, hiking and riding trails, an outdoor stage which is the venue for the Hayward Municipal Band summer concert series, and the Hayward Plunge swim center.

Downtown Hayward Parks and Open Spaces: The immediate downtown area has the following parks and open spaces, which are also shown in Attachment I:

- 1) City Hall Plaza: Located in front of the Hayward City Hall, the Plaza is intensively programmed with a number of summertime concerts and outdoor movies, the Hayward Blues Festival, the weekly Farmers Market, and other events.
- 2) Newman Park: Located at the corner of Mission Boulevard and B Street, this “pocket park” is used in conjunction with downtown events on B Street, and as a meeting spot for downtown visitors.
- 3) Giulliani Plaza: A portion of the landscaped area in front of the historic City Hall at D and Mission Boulevard was developed as a children’s play area for downtown residents and visitors. The Downtown Hayward Rotary Club built this facility, as well as Newman Park.
- 4) City Hall/BART Plaza: Located between City Hall and the downtown BART Station, this area is approximately 1.75 acres and was landscaped at the same time City Hall was completed. The plaza provides passive park space for area residents, and is an opportunity site for future development, and/or for more intensive recreational or cultural uses.
- 5) Library Plaza: This 2.75-acre area contains the Hayward Main Branch Library in a park-like setting with many mature trees. It is also a cultural and recreational opportunity site, as further discussed below.

Route 238 Downtown/Gateway landscape treatments: There are several landscaped gateways scheduled to be developed as part of the Route 238 Corridor Improvement Project. The landscaping plans for these gateways were reviewed by the CDC in January, 2010, and are shown in Attachment II. The downtown gateway areas include the following:

- 1) Foothill/Maple Court Gateway and DeAnza Park: The Maple Court Gateway includes a mural which was recently painted on the side of the adjacent building, which is owned by Richard Weinstein. The mural can accommodate a door or window to be installed by the Foothill Boulevard side of the building, and a small outdoor dining area could be installed in the future, depending on the needs of future retail tenants.
- 2) A Street/Mission Boulevard Gateway: This Gateway also includes a mural on the side of the adjacent building (Buon Appetito). In addition, the gateway will also include a small outdoor dining patio, and public parking for both the restaurant and nearby businesses.
- 3) Five Flags Gateway: This Gateway is located at the intersection of Mission, Foothill, Jackson and D Street. It is planned to include a small amount of surface parking, which may help to mitigate the loss of parking on adjacent streets as a result of the Route 238 improvements.

Suggestions have been made to install a bocce ball court and/or a basketball court at either the Maple Court Gateway or the A Street/Mission Gateway. Staff has estimated the dimensions needed in order to install a full basketball court (60' by 110'), a basketball half-court (60' by 60'), and a bocce ball court (25' by 110'). The Foothill/Maple Court Gateway would accommodate a basketball half-court or two side-by-side bocce ball courts. However, as noted by Public Works staff in its January presentation, the Foothill/Maple Court Gateway is sloped, and in order to create either a basketball court or bocce ball courts the ground would have to be leveled by importing fill, thereby substantially increasing the cost to improve the site. The A Street/Mission Boulevard site is also sloped, and the proposed plans call for a retaining wall to be built at the corner, in order to create suitable parking. The A/Mission Gateway has dimensions which appear to potentially accommodate a basketball half-court, or two bocce ball courts.

Due to the slope considerations of the two Gateways discussed above, their locations on very busy streets, as well as the adjacencies of these sites to existing businesses that may be able to utilize them for parking or outdoor dining, staff does not recommend revising the Gateway plans to install bocce or basketball courts at these locations. There are, however, other opportunity sites in the downtown area which could accommodate these and other active recreational uses.

Downtown Recreational Opportunity Sites: The following are two opportunity sites for which recreational uses are being considered, and for which preliminary planning is currently underway:

Library Plaza: Two years ago, the City began the preliminary design process for a new Main Branch Library. The City has identified a preferred site for the new library, at the northwest corner of C Street and Mission Boulevard, and Library staff is currently working with an architect, and is conducting a series of three focus group meetings to develop design alternatives. As part of this process, the architects will develop a preliminary concept for the future use of the Library Plaza. It is expected that preliminary Library and Plaza designs will be brought to the City Council this fall, in order to begin a formal input process. Library Plaza, which is approximately two acres, represents a major opportunity site for future downtown recreational and/or cultural uses.

"Big Mike" Park Area: The City is currently preparing a Specific Plan for the Mission Boulevard Corridor, extending from Harder Road to Jackson Street, and from A Street north to the City boundary. The City's consultant, Hall-Alminana conducted a design charrette in February and March of this year and subsequently presented the draft design and regulating plan to the City Council and the Planning Commission. The June 22, 2010 City Council work session report on the Specific Plan identified several parcels on the east side of Mission Boulevard extending north of A Street and Hotel Avenue that could be considered for designation as park or open space (Variable No. 3). This area, located adjacent to the Prospect Hill residential neighborhood, does not currently have nearby park spaces. In addition, the Hayward earthquake fault has been identified as running through the identified parcels, and as a result no new development could be allowed on these parcels. Three parcels located north of Hotel Avenue were initially identified, and these parcels have dimensions of roughly 256' by 144' and total approximately one acre in size. If additional parcels extending down to A Street are added, the entire park area would be approximately two and one-half to three acres in size. The parcels include structures that have been determined to have historical integrity, and these will need to be further evaluated as the planning process continues. It may be that the historic structures could be included in the park area. Exhibits identifying the

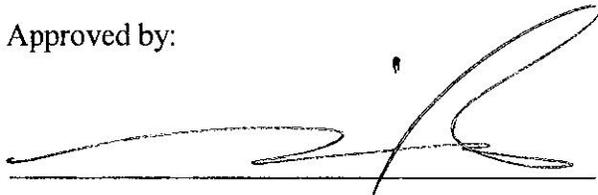
Mission Boulevard Specific Plan Variable No. 3 “Big Mike” park are included in this report as Attachment III.

The Mission Boulevard Specific Plan process also identified a parcel at the southeast corner of Mission and Jackson Street (currently including the St. Regis retirement home) for potential future use as open space. A major factor for considering this possibility is again the fact that the Hayward earthquake fault traverses the property. However, the site, which is estimated at three and seven tenths acres, is located within immediate proximity to Memorial Park. Therefore, staff is not currently recommending that this parcel be designated for park/civic space.

Prepared by:

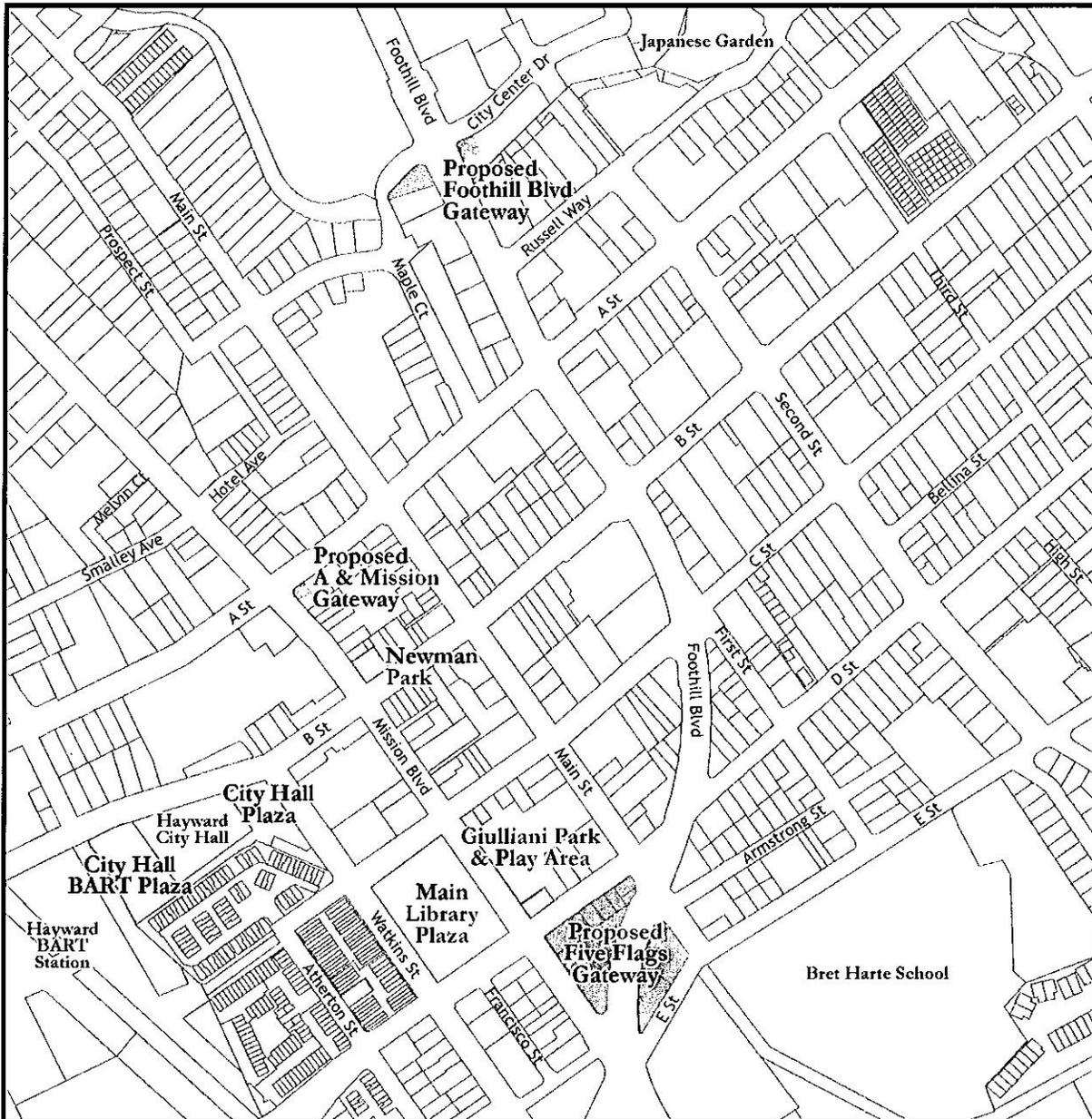

Maret Bartlett, Redevelopment Director

Approved by:


Fran David, City Manager

Attachments:

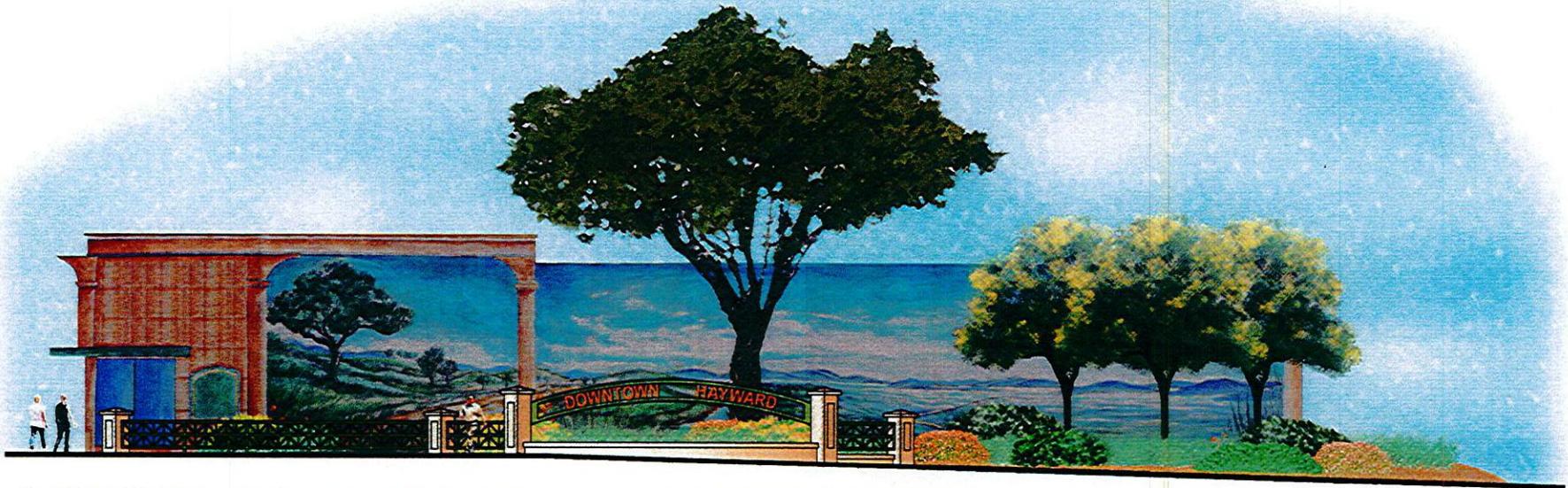
- Attachment I – Downtown Parks and Open Spaces
- Attachment II – Route 238 Corridor Gateway Plans
- Attachment III – Mission Boulevard Specific Plan – Regulating Plan Alternatives



Downtown Parks & Open Spaces



Foothill-Maple Gateway Proposed Elevation



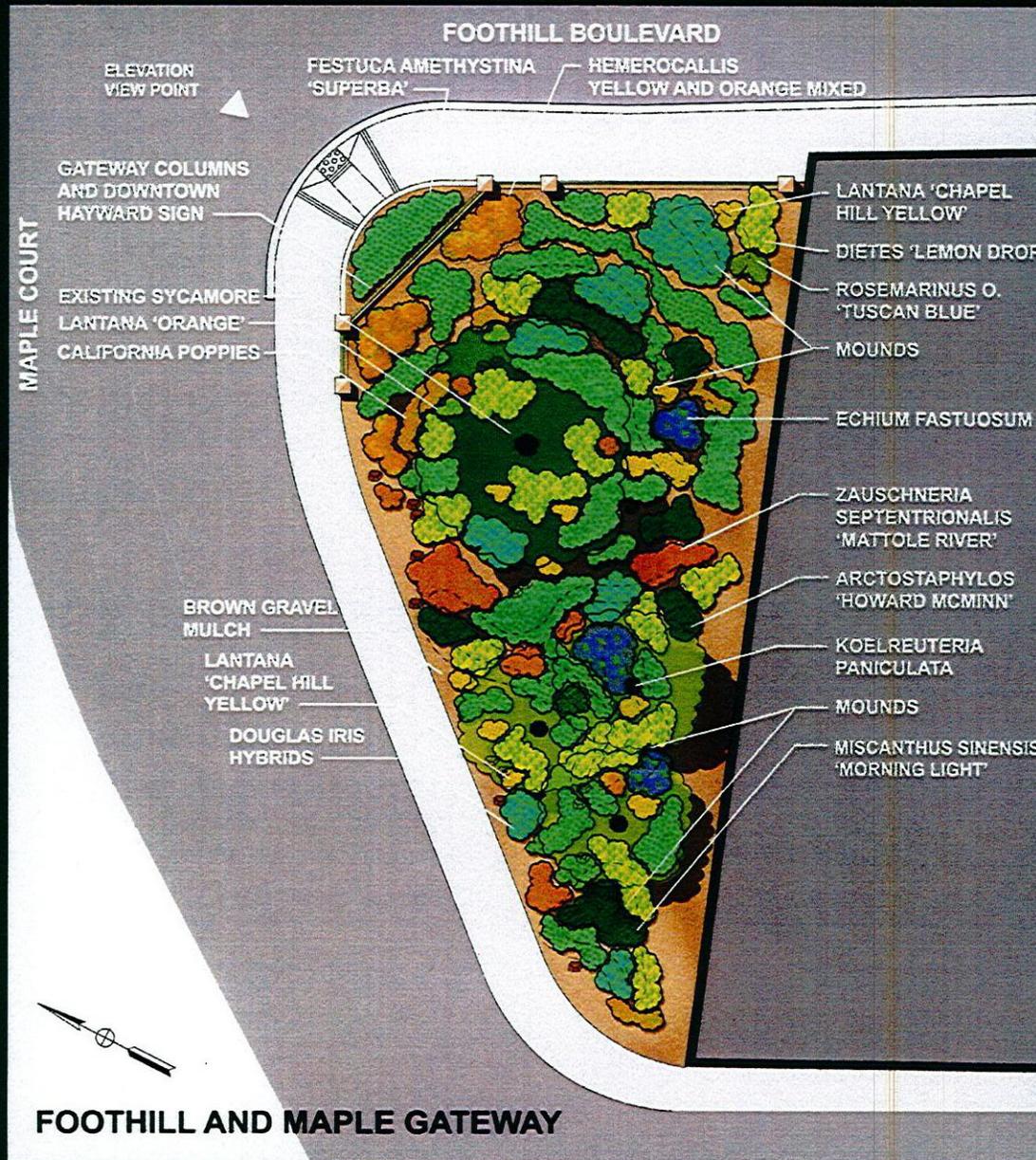
**GATEWAY RAILING AND COLUMNS
WITH DOWNTOWN HAYWARD SIGN**

**FLOWERING SHRUBS
AND MOUNDED PLANTING**

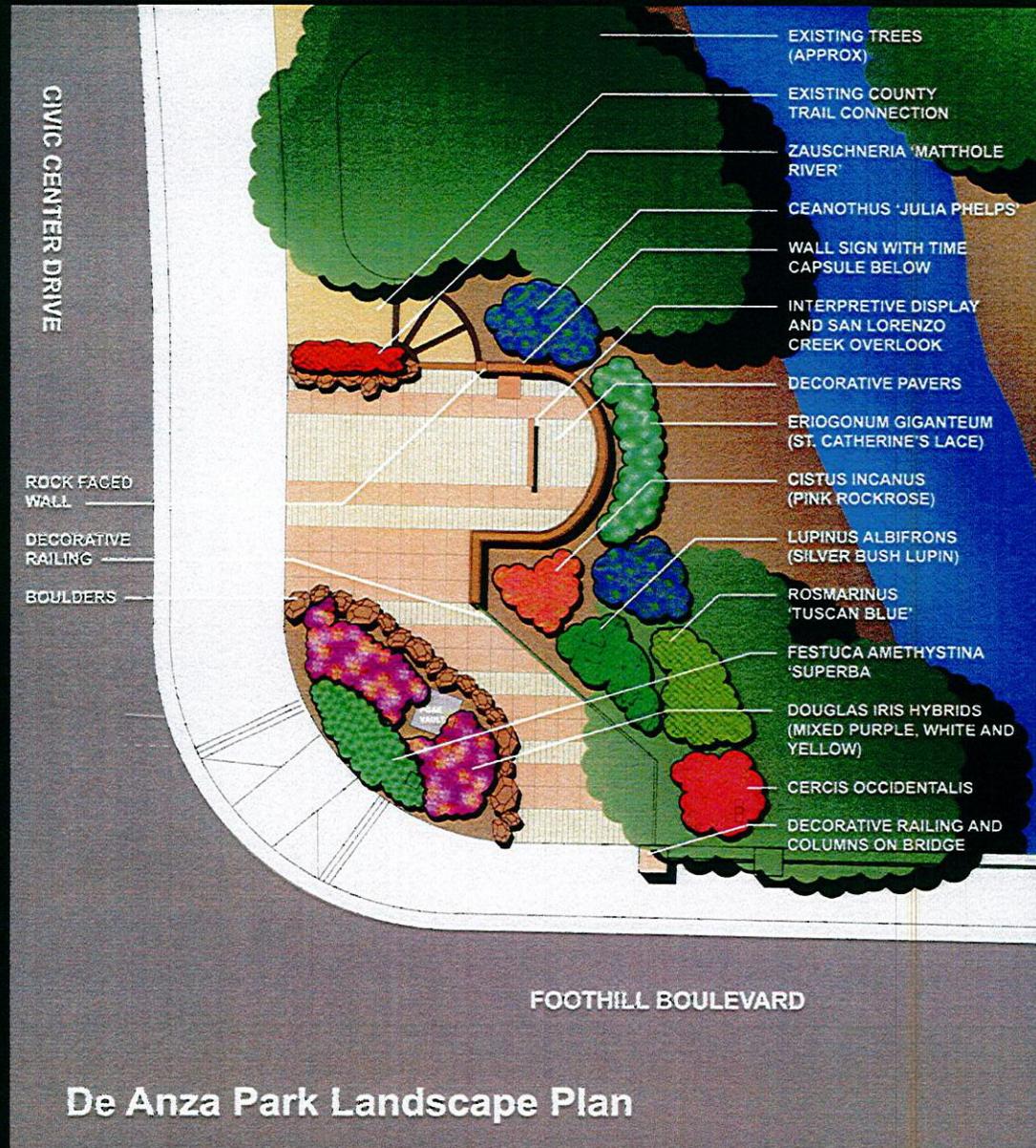
FOOTHILL AND MAPLE GATEWAY ELEVATION



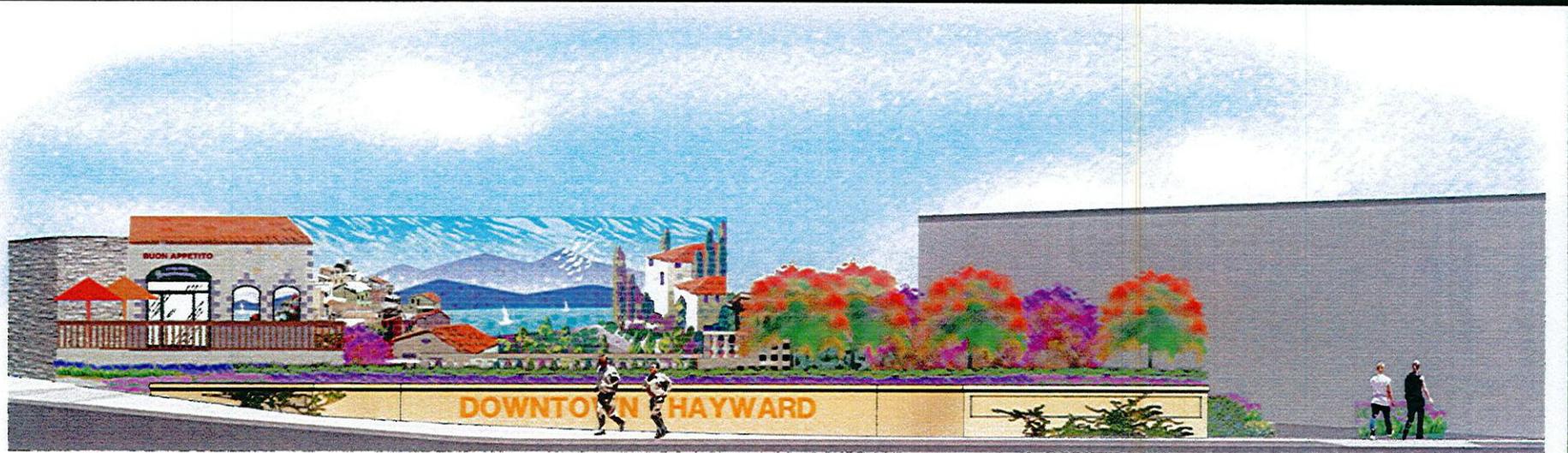
Foothill-Maple Gateway Proposed Plan



De Anza Park Proposed Concept



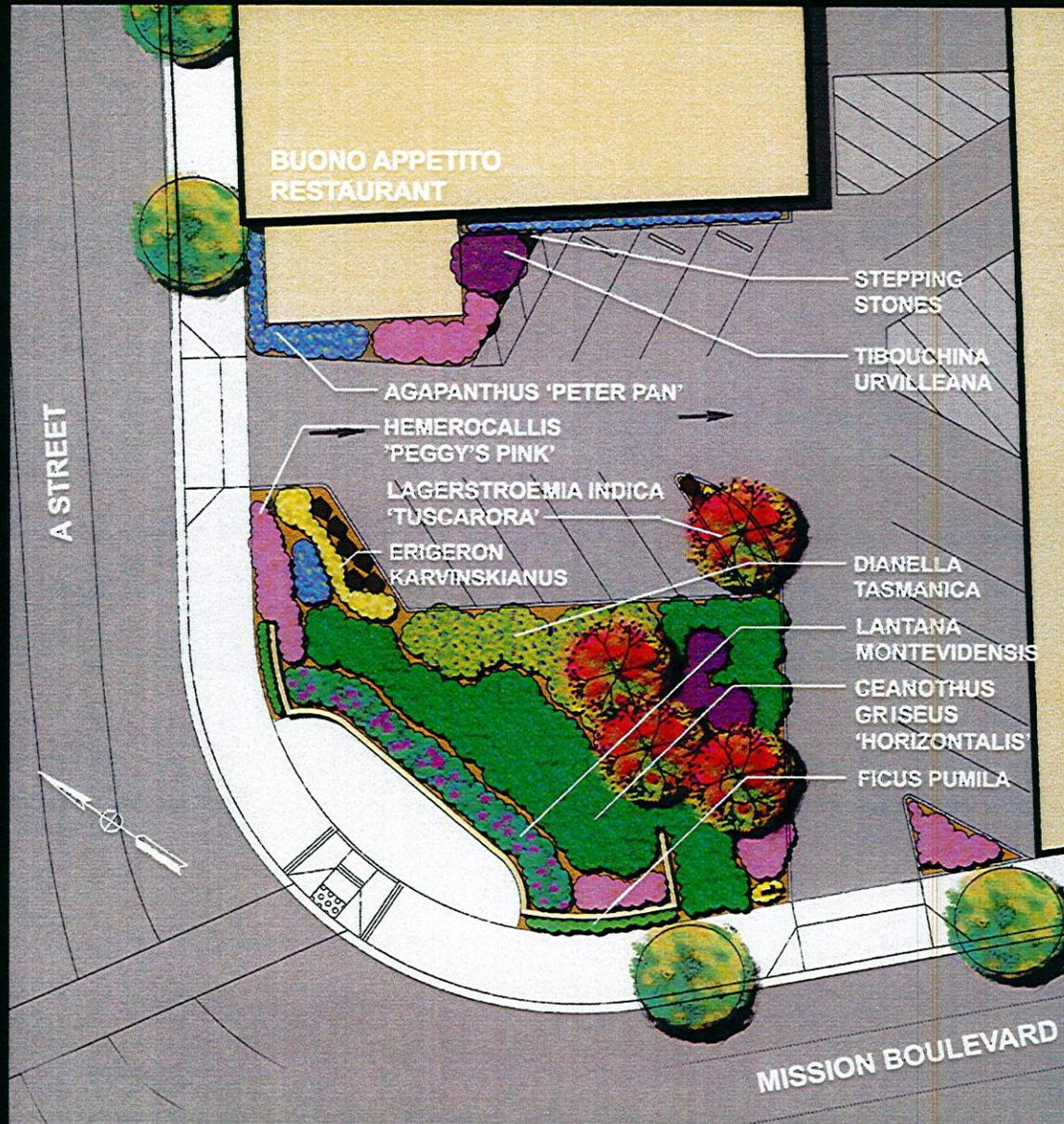
Mission/A Street Proposed Concept



Mission Boulevard / A Street Park Elevation



Mission/A Street Proposed Concept



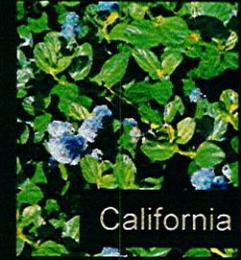
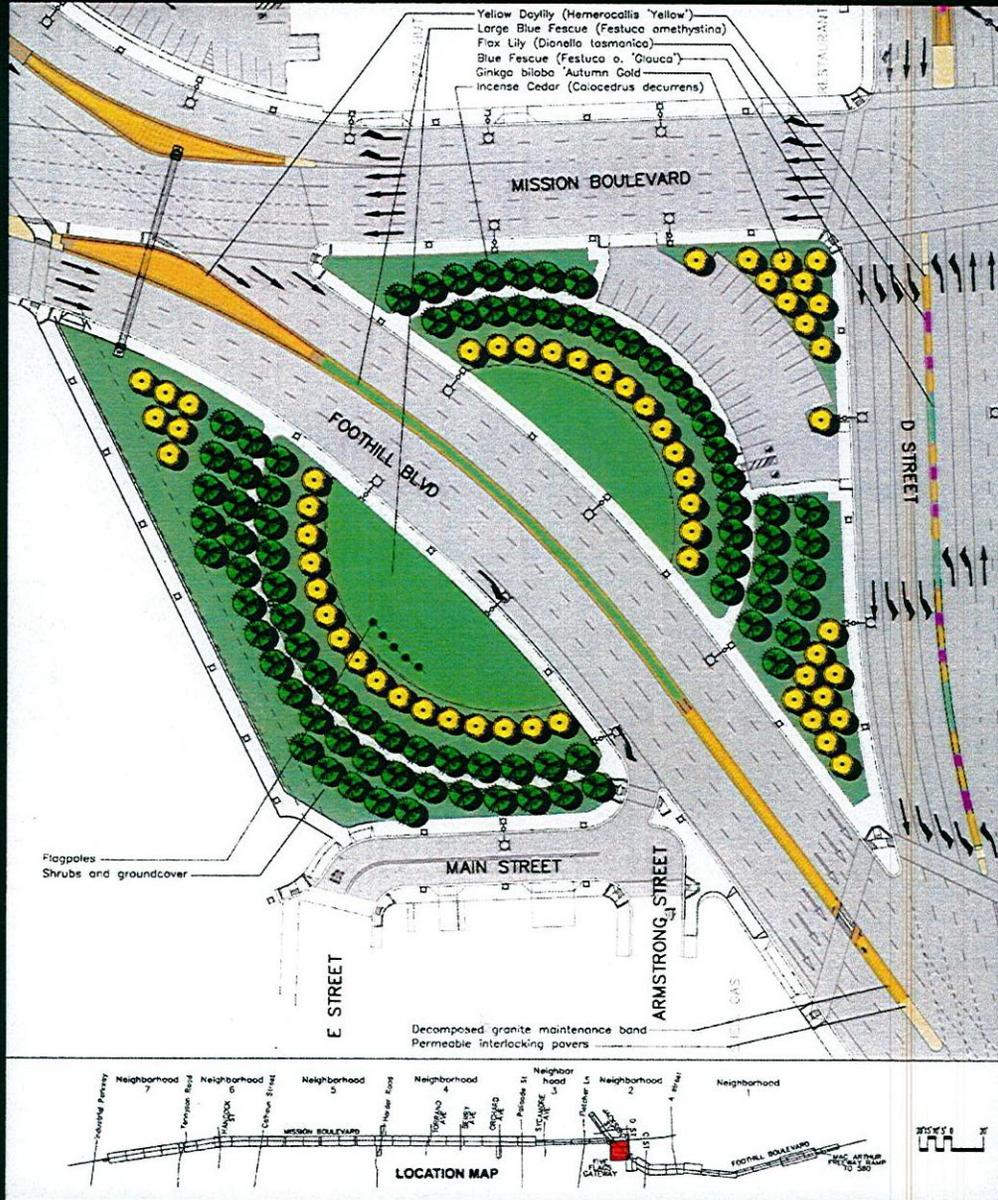
Five Flags Gateway



California Incense Cedar



Ginkgo-Autumn Gold



California Lilac



Heavenly Bamboo Dwarf

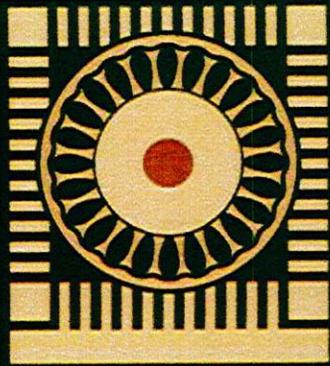


Daylily-Yellow



Tall Blue Fescue





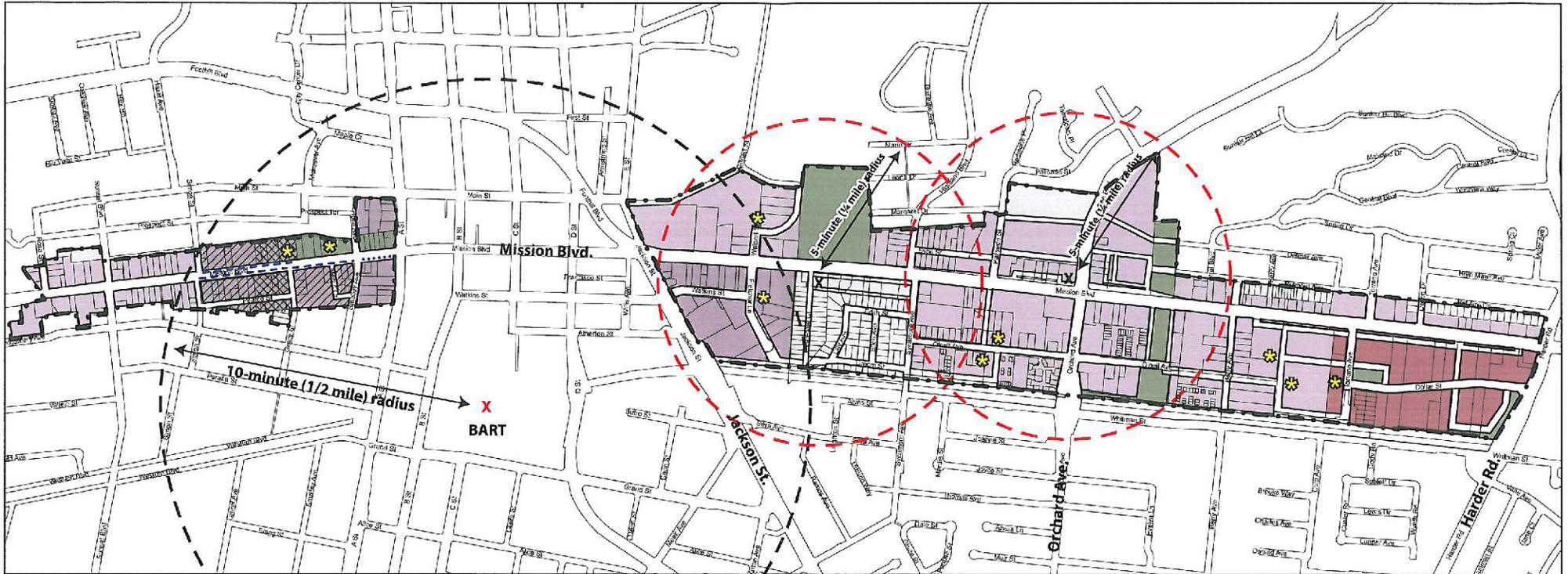
CITY OF
HAYWARD
HEART OF THE BAY

Mission Boulevard Specific Plan



Erik Pearson, *Senior Planner, City of Hayward*
Laura Hall and Robert Alminana, *Hall Alminana, Inc.*
Kevin Colin, *Lamphier-Gregory*
Development Services Department





Legend

- - - Project Area
- ▭ Parcels
- ☼ Terminated Vistas
- ⋯ Mandatory Shopfront Overlay
- - - Recommended Shopfront Overlay

	T3 Sub-Urban Zone:	
	T4-1 Urban General Zone:	17.5 DU/Acre min; 35 DU/acre max
	T4-2 Urban Center Zone:	17.5 DU/Acre min; 35 DU/acre max
	T5 Urban Center Zone:	35 DU/Acre min; 55 DU/acre max
	Overlay 1: 2 to 3 Story	
	Overlay 2: 2 to 4 Story	
	Civic Space Zone	

For illustrative purpose only:

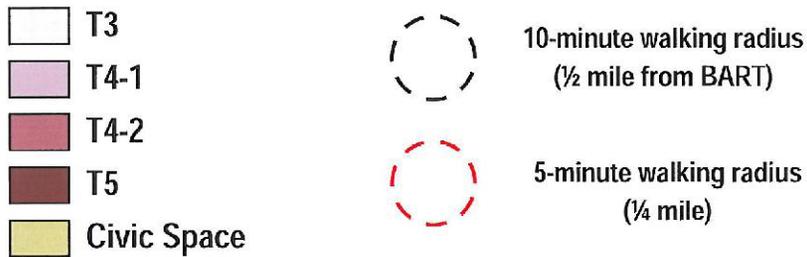


Mission Boulevard Corridor Specific Plan



May 28, 2010

Alternative Regulating Plan



Variables to Charrette Regulating Plan:

- ① Design of Mission Boulevard north of A Street (landscaped median, etc.)
- ② Reduce Maximum Building Height from 6 to 3 Stories
- ③ Designate Parcels on Mission between A Street and "Big Mike Park" as Civic Space
- ④ Designate area between Jackson, Mission, and Fletcher as T5
- ⑤ Designate Parcel at Southeast Corner of Mission and Jackson as Civic Space
- ⑥ Include Slip Lane on West side of Mission between Torrano and Harder
- ⑦ Change Zoning from SD to T4-2 and Change Location of New Thoroughfare



DATE: July 26, 2010
TO: Council Downtown Committee
FROM: Redevelopment Director
SUBJECT: Annual Farmers Market Report

RECOMMENDATION

That the Committee reads and comments on this report.

BACKGROUND AND DISCUSSION

The Hayward Farmers Market is operated by the Agricultural Institute of Marin, also known as the Marin Farmers Markets (MFM). The City has an Operating Agreement with Marin Farmers Markets, and issues an annual encroachment permit for the Market. The Hayward Farmers Market was relocated in May 2009 to Watkins Street between B and C Streets, and including a portion of City Hall Plaza. The move was supported by downtown business owners and the Council Downtown Committee in the anticipation that the Market would increase in terms of the number and quality of vendors and people shopping at the market and visiting the downtown. In September of 2009, it was reported that since the relocation – at the start of the summer peak season - forty new vendors had been added. The new vendors included growers, prepared and prepackaged foods, artisans, and commercial businesses.

Attached is the annual report from the Market Manager, Mr. Matthew Toy, which provides details regarding the quality of the market over the past year. Mr. Toy plans to attend the CDC meeting. Staff's assessment is that the market move has been successful and beneficial for the community. The use of City Hall Plaza area has generally worked well. As Mr. Toy notes in his report, there have been some concerns about this past year about Farmers Market patrons utilizing the Lucky Shopping Center parking lot, which the Market staff are taking steps to address. There are also some additional issues regarding use of the City Hall parking garage Watkins Street entryway during set-up and take-down of the market, which City and Market staff will work to address. The Market staff has been very receptive to working with the City on a number of public fronts. The Friends of the Hayward Public Library has also become a weekly vendor at the Farmers Market, and the Market has also established ties with the Hayward Community Gardens and other local organizations. Finally, the Market Manager reports that they will be working to develop a "calendar of events" associated with the Market.

This item was last discussed at the Council Downtown Committee (CDC) meeting in September, 2009.

Staff and MFM will work to respond to any comments that arise during the CDC meeting, and will continue to monitor the Market. Staff will continue to receive regular monitoring reports on public use of the market.

Prepared by:


Maret Bartlett, Redevelopment Director

Approved by:



Fran David, City Manager

Attachments:

Attachment 1 – Hayward Farmers Market Annual Report - 2010

Farmers Market Annual Report - 2010

Check which Quarter and Season Report Covers:

- First Quarter:** May – July 30, 2009 **Second Quarter:** Aug. - Oct. 30, 2009
 Third Quarter: Nov. – Jan, 2010 **Fourth Quarter:** Feb. – April 2010
 Annual Report July 2009-July 2010

I. Vendors Report **Spring Season**

Market Vendor Breakdown	Number July 2008	Number July 2009	Number July 2010
Growers	25	38	36
Food Purveyors	5	8	7
Prepackaged Food	0	11	11
Artisans	2	7	5
Commercial Businesses	0	5	2
Total	32	69	61

 Summer Peak Season

Market vendor Breakdown	Number Oct. 2008	Number Oct 2009
Growers	n/a	34
Food Purveyors	n/a	6
Prepackaged Food	n/a	10
Artisans	n/a	5
Commercial Businesses	n/a	2
Total	n/a	57

 Fall Season

Market Vendor Breakdown	Number Jan. 2009	Number Jan. 2010
Growers	19	28
Food Purveyors	3	6
Prepackaged Food	4	10
Artisans	1	4
Commercial Businesses	1	1
Total	28	49

() Winter

Market Vendor Breakdown	Number	
	April. 2009	April. 2010
Growers	27	27
Food Purveyors	4	7
Prepackaged Food	7	11
Artisans	3	4
Commercial Businesses	1	1
Total	42	50

Notes Regarding Vendors:

The Hayward Market has made several additions to its weekly line-up. Noteworthy additions are as follows:

- Growers:
 - G & S Corn – Sweet and local Brentwood corn
 - Ott’s Berry Farm – Blueberries, and conventional and certified organic cherries
 - Iacopi Farms – Wide variety of fresh and dried beans and legumes
 - Shoup/Williamson Farms – Avocados and strawberries
 - Neufeld Farms – Stone fruit and dried fruit
- Prepared Food:
 - Caffe Culinaire – Locally roasted coffee right here in Hayward
 - Arnold Enterprises – Local BBQ enthusiast and BBQ sauce creator
- Prepackaged Food:
 - Nago Miso Dressing – Miso based salad and marinade dressings
 - East and West – Afghan and Italian fusion
 - Mission Fish – Fresh fish!
 - Hummus Guy – Hummus, pita chips, and flat breads
- Artisans:
 - Courtney Collection – Toys, jewelry, and textiles
 - Moonlight Hairsticks – Textiles and hair accessories
- Commercial businesses:
 - Jubilee Jumps

II. Condition/Status Report

Public/Shopper Turn-out	<p>The response from the general public is still very positive and the compliments keep coming in. Even customers who have returned after taking a break from the Hayward Farmers Market, to shop elsewhere, have complimented the market and noted they would start shopping here again. Generally customers say that the market is much, “prettier” and “open” at City Hall.</p> <p>Still there are a couple concerns that the public has brought to our attention, all of which occurred this winter. One individual voiced her concern that the relocation has created a loss of business for</p>
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	<p>Main Street stores. Another issue was brought to my attention by the property manager that controls the Lucky's parking lot. The Lucky's parking lot businesses claimed the farmers market has reduced their sales. Some of the business owners believe customers and vendors are using the Lucky's parking lot, therefore preventing usual customers direct access to their stores. We take great effort in directing farmers market customers and vendors to use the parking garage, in addition to placing a directional sign outside the parking garage that states, "farmers market parking". We are also in the process of creating a sign that states, "Farmers Market Parking at City Hall Garage, Mission Blvd. Entrance" to be placed at the Lucky's parking entrance.</p>
<p>Community Participation in the Market (i.e. volunteers, community groups etc.)</p>	<p>Community involvement has been on the rise. Since the winter we have benefited from the help of seven volunteers, two of which volunteer every week. Generally volunteers assist with market management duties, programming and development. Examples of current projects include: creation/implementation of our Kid's Corner/agricultural education center, bring your own bag raffle, product sampling, implementation of recycling, compost and trash station, and EBT outreach and education.</p> <p>We have also received much generosity from the community. Hayward resident Donna Maloney, who was in the process of becoming a plant start vendor, but could no longer participate, donated all her plant starts to the community for an Earth Day celebration. Customers could take home up to two plant packs if they could guess the plant correctly. Hundreds of starts were given to the public as well as Golden Oaks Montessori School.</p> <p>Hayward Community Gardens is still an educational force in the market. We are currently collaborating on an agricultural curriculum that will educate kids and their parents at the market about the integral part that bees play in our ecosystems.</p> <p>Just recently, we began a collaborative effort with local Girl Scouts, helping them connect more with the Hayward Community. They have already managed two promotional activities while engaging customers to eat seasonally.</p> <p>On several occasions, we have also worked closely with the City of Hayward and the programs they support. In particular David Rizk and Erik Pearson have implemented several events, which include energy audit services, census promotion, and solar energy promotion, using the market to educate the greater community.</p>
<p>Marketing Strategies (to increase number of vendors & shoppers)</p>	<p>Our avenues for advertising are still based on the same strategies we tried last year, but with a few new additions. We are still investing in print ads published in Edible East Bay, Oakland Tribune, East Bay Monthly and our E-newsletter as we did last year. In addition, our banners still hang beautifully around City Hall.</p> <p>With help from our local volunteers and our organization's education department, we were able to connect more directly to the local</p>

Attachment I

	<p>community by offering educational classes to the Golden Oaks Montessori School in Hayward. We held an outside classroom, educating four different classes about California Agriculture, eating in season, and nutrition. I was also able to speak directly to fifty to sixty parents of the school explaining the benefits of shopping at the Hayward Farmers Market while offering shopping incentives to those who attended the market.</p> <p>We are also in the process of creating an events calendar that would inform Hayward residents of fun activities, samplings, chef demonstrations and education classes at the farmers market. These calendars will be placed around the Hayward downtown area and on our website, changing seasonally.</p> <p>As proposed by Gloria Ortega, we will soon be distributing quarter page advertisements in Hayward resident water bills, notifying the greater community of the market at City Hall. The intention is to encourage people to frequent the farmers market and enjoy the City Hall/Downtown area.</p>
<p>Environmental Conditions (Trash, parking, disturbances, etc.)</p>	<p>Preserving the environment around City Hall is still a major priority for our organization. Keeping the environment safe, clean and enjoyable for all is an important aspect of developing the market and the community it aims to serve. The market is making steps to rid the market of plastic bags with our bring your own bag raffles. We also sell reusable bags for any customers who forget their own. Decreasing waste will always be a major priority of the market staff, vendors and customers and we are almost ready to launch our waste stations, separating recyclables, compostables and trash.</p> <p>The parking garage adjacent to the farmers market is perfect and we only receive positive feedback.</p> <p>Closing and opening Watkins Street can sometimes be dangerous. At the end of the market, many drivers still enter the street, even though it is closed off with cones and "A" frames. I will explore the use of long barricades, like we used during the Cinco de Mayo festival, as they seemed to be more effective.</p>
<p>Staffing (Changes, additions)</p>	<p>The Hayward Market recently welcomed a new staff member, Jessi Barber. Jessi will act as an assistant to the current manager, Matthew Toy. Jessi will assist in every aspect of the market, including set-up, information booth, break-down, customer and vendor relations, market development, program development, etc. Jessi is extremely passionate about working with people, food and communities.</p> <p>Brad Burger no longer manages the Hayward Farmers Market, but was moved to our Oakland Farmers Market at Grand Lake this Winter. He says hello to everyone.</p>
<p>Other Notes</p>	

Prepared By

Matthew Toy, Hayward Farmers Market Manager

Agricultural Institute of Marin



DATE: July 26, 2010
TO: Council Downtown Committee
FROM: City Manager
SUBJECT: Consolidation of Council Committees

This matter was discussed at the last CDC meeting on June 28, 2010. On Tuesday, July 20, 2010, the City Council approved a proposal to consolidate several City Council committees, including the Economic Development Committee, City Council Commercial Center Improvement Committee, and the Council Downtown Committee. A new Council Economic Development Committee (CEDC) will be formed to consider the matters that were previously scheduled for discussion and recommendation by the existing committees. The reason to consolidate the committees is to eliminate overlapping areas of interest between the existing committees, and to make more efficient use of staff time in preparing reports for discussion.

The mission of the new CEDC would be to advise Council on factors affecting businesses in Hayward and the economic health of the community, including, but not limited to business retention, business attraction, business development and design, growth of, and activity in the Downtown and other business areas, and other factors affecting economic growth and vitality of Hayward. This would incorporate review of proposed projects that include commercial or retail aspects, or which should include those aspects, and review of planned business generating events. The Hayward Redevelopment Advisory Committee (HRAC) was considered as one of the committees which could be included in the consolidation, but will remain as a standing committee for the present.

As a result of this decision, the July 26, 2010 meeting is the last meeting of the CDC. Staff wishes to extend its thanks to the City Council Committee members as well as citizen attendees of this Committee over the years for this opportunity to serve the City of Hayward.