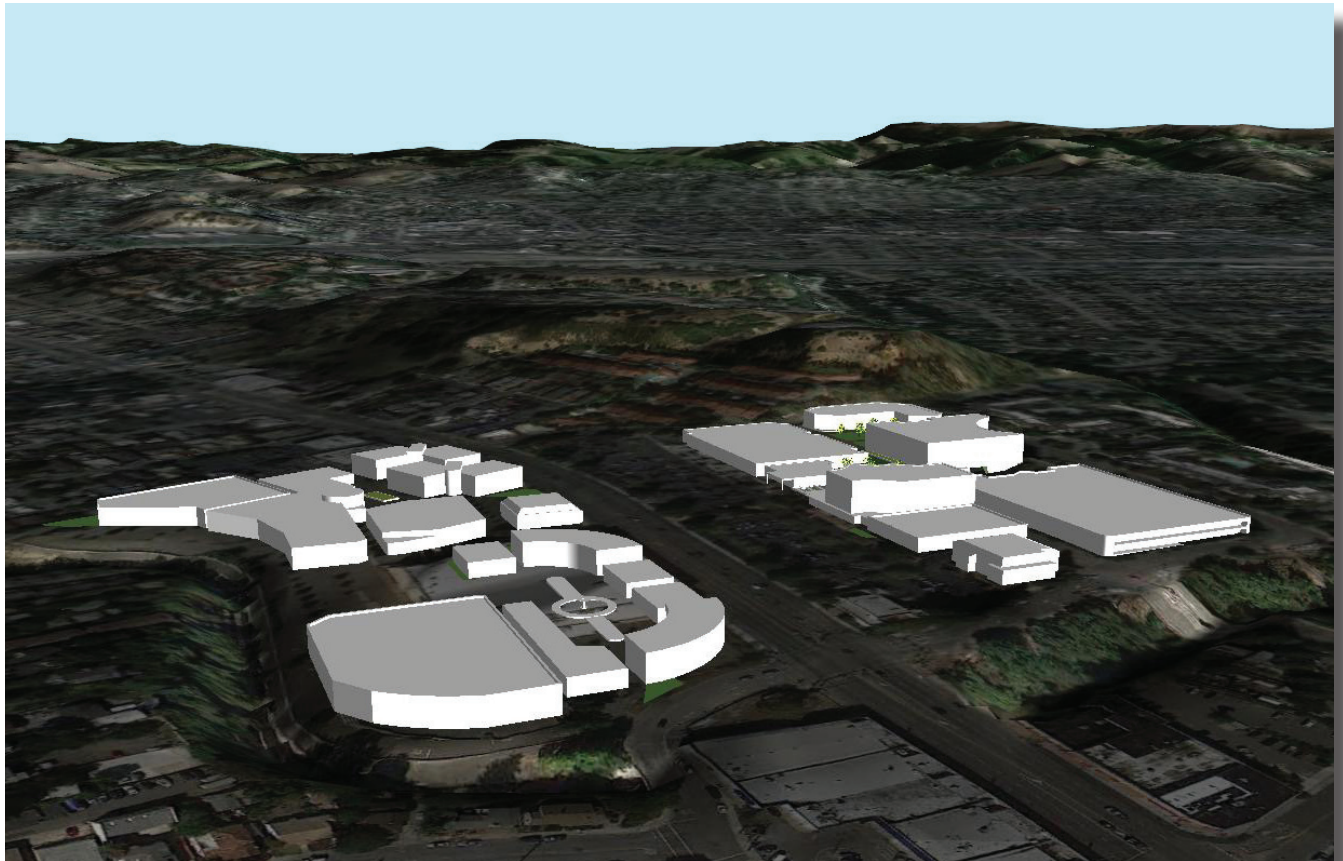




California Polytechnic State University
College of Architecture and Environmental Design
City and Regional Planning Department

URBAN DESIGN STUDY & PROPOSAL: HAYWARD CITY CENTER



Bradford J. DeBranch

CRP 463 - Zeljka Howard - Fall 2012

Urban Design Study & Proposal:

Hayward City Center

by

Bradford J. DeBranch

Senior Project

City and Regional Planning Department

California Polytechnic State University

San Luis Obispo, CA

Fall 2012

Project Approval

Title: Urban Design Study and Proposal: Hayward City Center

Author: Bradford J. DeBranch

Date Submitted: December, 2012

Zeljka P. Howard
Senior Project Advisor

Signature

Date

Hemalata C. Dandekar
CPR Department Head

Signature

Date

TABLE OF CONTENTS

Executive Summary.....	6
CH 1 - Introduction (Purpose and Scope).....	9
CH 2 - Background Information.....	11
History Overview and Location.....	12
Demographics and Economic Activities.....	13
Infrastructure and Public Facilities.....	16
Natural Environment.....	18
CH 3 - Study Area.....	25
Physical Characteristics.....	27
Existing Conditions.....	34
Site Analysis.....	39
Opportunities and Constraints.....	44
CH 4 - Case Studies.....	45
Santana Row, CA.....	47
Mizner Park, FL.....	51
CH 5 - Vision of Hayward's Downtown City Center.....	55
Vision Statement.....	56
Visual Preference Study.....	57
Design Goals, Objectives, and Concepts.....	60
Vitality and Land Use	
Circulation/ Linkage/ Legibility	
Scale/ Imageability/ Transparency	
Streetscape/ Public Places/ Enclosures	
Conceptual Plan and Design.....	64
CH 6 - Design Proposal.....	66
Design Proposal Overview.....	67
Design Proposal Characteristics.....	68
Illustrations.....	72
Bibliography.....	74
Appendix.....	79

LIST OF FIGURES & TABLES

Figures

2.1.1 – Location Map.....	12
2.2.1 – Population by Decade.....	13
2.2.2 – Ethnicity Characteristics.....	14
2.2.3 – Population by Age	14
2.2.4 – Median Level Income	15
2.3.1 – Regional Infrastructure.....	16
2.4.1 – Topography Map.....	19
2.4.2 – Hayward Fault Line.....	20
2.4.3 – Hayward Creeks.....	21
2.5.1 – Regional Inventory.....	22
3.0.1 – Downtown Hayward Location Map.....	26
3.1.1 – City Center Aerial.....	27
3.1.2 – Soils Map.....	28
3.1.3 – Drainage and Flooding.....	29
3.1.4 – Average Monthly Precipitation.....	30
3.1.5 – Average Monthly Temperatures.....	30
3.1.6 – Noise Pollution.....	31
3.1.7 – Existing Vegetation.....	33
3.2.1 – City Center Inventory.....	34
3.2.2 – Existing Land Use Map.....	35
3.2.3 – Existing Zoning Map.....	36
3.3.1 – Site Analysis Map.....	40
3.3.2 – Developable Areas.....	43
4.2.1 – Santana Row Site Map.....	47
4.3.1 – Mizner Park Site Map.....	51
5.1.1 – City Center Oblique.....	56
5.4.1 – City Center Concept Plan Site #1	64
5.4.2 – City Center Concept Plan Site #2.....	65
6.1.1 – Key Developable Areas.....	67
6.2.1 – Mervyns’ Site Plan	69
6.2.2 – Centennial Site Plan.....	71
6.3.1 – Mervyns’ Site Plan Oblique.....	72
6.3.4 – Centennial Site Plan Oblique.....	73

EXECUTIVE SUMMARY

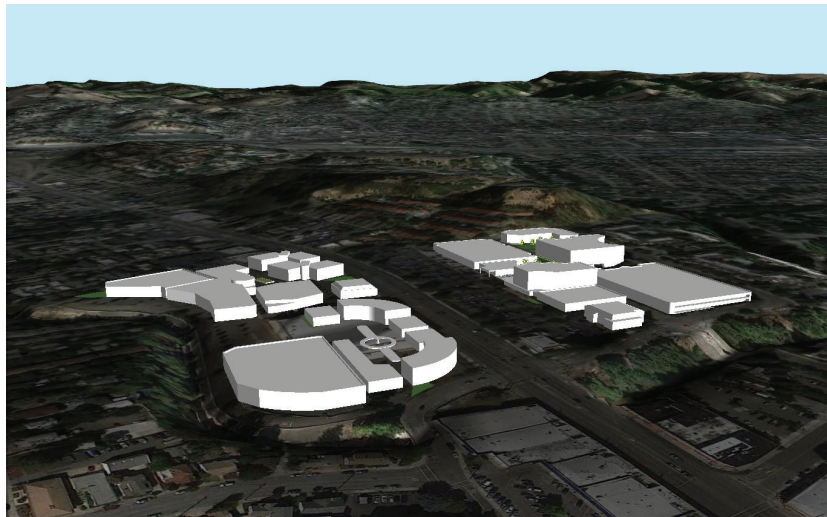
The City Center Design Proposal is meant to give reasons and methods upon how to improve a currently underutilized area of Downtown Hayward, called Hayward's City Center. Hayward, California, also known as "The Heart of the Bay", is an average size city, located east of San Francisco. Hayward is adjacent to several urbanized cities along the East Bay including Oakland, San Leandro, and San Jose. Downtown Hayward is currently being improved upon, made possible by plans which enable future success. Hayward's City Center is located in the northern region of Downtown and has potential to serve as one of the gateways to the Downtown core. This site is highly underutilized and is a vital region for attracting visitors and local residents. The Design Proposal transforms the physical development of the area, creating a vibrant experience for Hayward residents and visitors. New City Center improvements shall complement Hayward's Downtown, while linking surrounding areas and offering a center full of destination choices.

To accomplish this vision, a series of interactive and intermediate steps were conducted that engaged not only designers and planners, but also members of the community. First, background information on Hayward's physical and social environment was examined to conclude the area's overall context. This information includes history, elements of uniqueness, demographics and economic trends, infrastructure and public facilities, and the natural environment. After conducting research and acknowledging the study area's relationship to the rest of the city, a specific site analysis was performed to capture opportunities and constraints currently possessed by the City Center site. Existing conditions of the site were determined by personal on-site surveying. After completing the existing

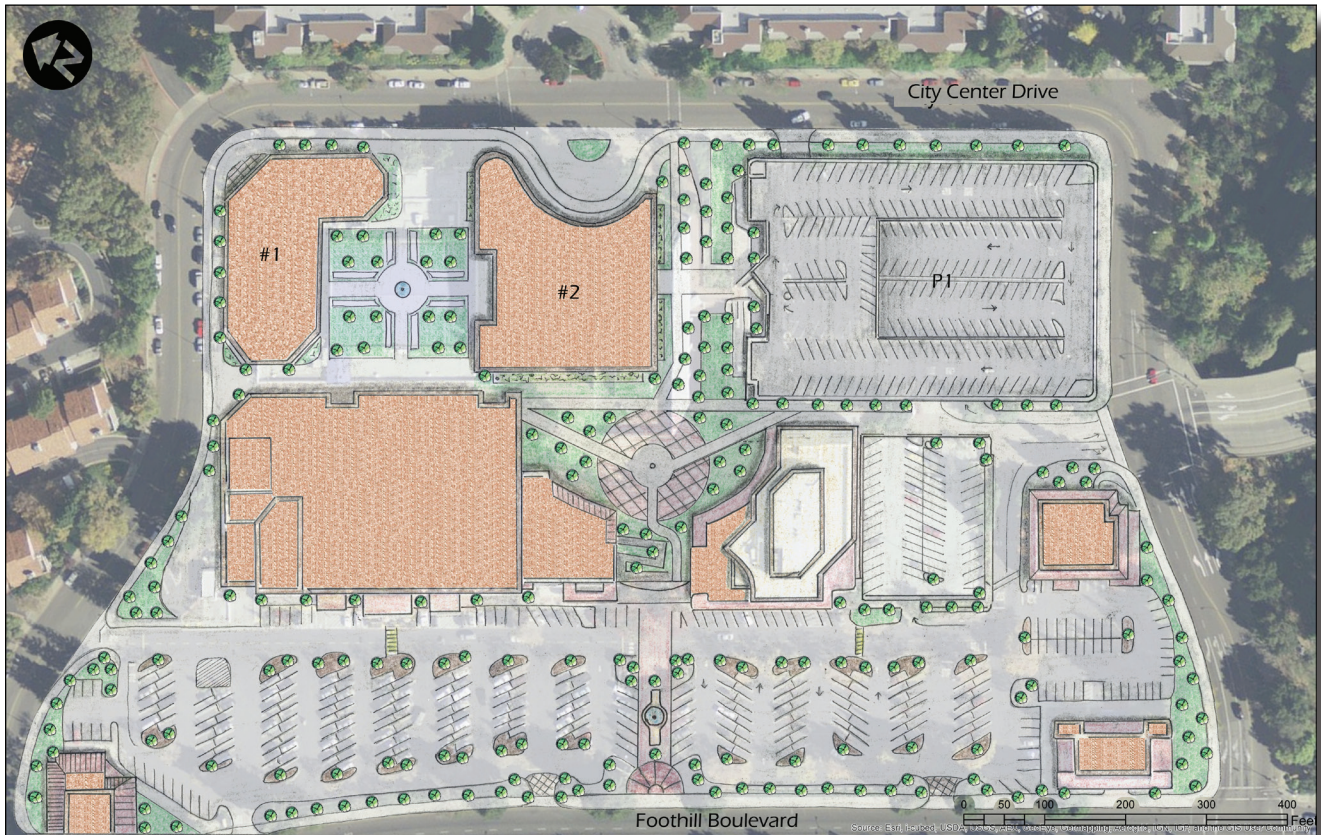
Building #	Land Use Designation	Net Floor Area (Sq. Ft.)	Stories	Height (Ft.)	Parking Stalls Required
Centennial					
1	Commercial	75,600	3	55	302.40
2	Commercial	118,800	2	35	475.20
Mervyns'					
1	Commercial	39,100	2	40	156.40
2	Commercial	39,100	2	40	156.40
3	Commercial	12,100	1	25	48.40
4	Commercial	17,575	1	20	70.30
5	Commercial	45,425	1	35	181.70
6	Commercial	28,625	1	30	114.50
7	Commercial	8,000	1	25	32.00
8	Commercial	30,040	2	40	120.16
9	Commercial	8,000	1	25	32.00
10	Commercial	8,000	1	25	32.00
11	Commercial	30,040	2	40	120.16
12	Commercial	14,925	1	25	59.70
Total		475,330			1901.32

conditions survey, an overall idea of the area's urban form was also perceived. To ensure the design proposal met the needs of residents and visitors, a visual preference survey was conducted and case studies were analyzed in locations throughout California. The specific case studies offer methods on how similar projects have succeeded in their surrounding area through development activities and design.

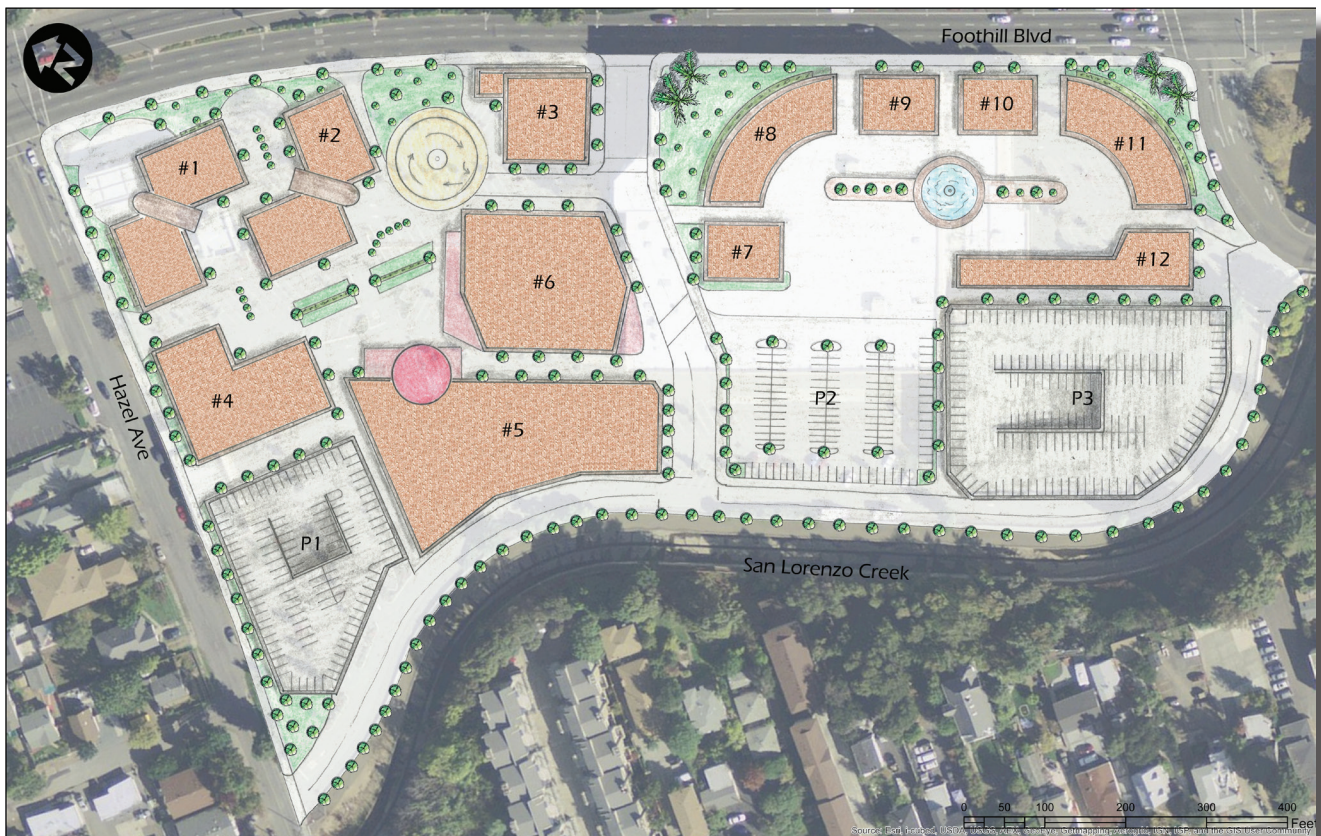
A vision for the Hayward City Center has been created, which will be fulfilled by set goals and objectives. Through these goals a new City Center has been devised to supplement Downtown Hayward's core area. Proposed developments provide new entertainment and shopping opportunities that local community members travel significant distances to find, ultimately leaving the Downtown area.



Centennial Site Plan



Mervyn's Site Plan





CHAPTER

1

INTRODUCTION

1.0 PURPOSE AND SCOPE

Purpose

The City Center site, located in Downtown Hayward, holds great opportunity for redevelopment providing new commercial land uses. The existing conditions of the site have been thoroughly analyzed and city officials and planning staff have agreed that new and attractive uses shall be developed in this location. Background information was conducted by Cal Poly City and Regional Planning's Students, so this project involves research based on the most preferred development as well as developments that have proven to be successful in similar areas. The City Center design proposal emphasizes connections between existing adjacent developments and serves as an icon in the Hayward Downtown area.

Creating a design for this the City Center site consists of proposing ideas and designs of similar projects that have proven to be successful. Public input regarding future Downtown development served as a positive starting point for the project's vision. On March 6th, 2012 a Hayward City Council meeting was held allowing Cal Poly students to present a Downtown Hayward plan update. The plan was very successful although neutral feedback was given regarding the City Center design proposal. Supplementing work conducted in the City and Regional Planning Senior Design Studio, this new proposal promotes different uses and more precise design features including site plan specifics like building square footages and parking requirements.

Key Tasks and Products

The most important task of this project was to research and talk to professionals about the most appropriate development types that can be located in this area. Once the visioning was properly completed, conceptual plans were created as well as a finalized site plan showing design specifics.

1. Finalize Background Info – Information collected in the Senior Design Studio has been narrowed down to the City Center site. Opportunities and constraints were then produced after a proper site analysis was completed.
2. Case Studies and Professional Advice – Conducted research based on similar cities that have successful city centers, and specific development types that allow city residents to easily use the site. Community planning and site design literature also influenced design practices.
3. Conceptual Planning – Successful visioning allowed the creation of bubble diagrams to spatially layout proposed land uses and circulation patterns.
4. Final Development Proposal – A finalized site design displays specific features of both the east (Centennial Site) and west (Mervyns' Site) portions of the City Center site. These features include building footprints, roadways, parking requirements, and site vegetation.

Scope of Work

The tasks listed above have been have taken a considerable amount of time to complete. The research for this proposal was conducted during the Spring and Fall quarters of both the 2011-2012 and 2012-2013 academic years. Approximately 250 hours were spent creating and compiling these reports, graphs, charts, maps, and designs.

CHAPTER 2

BACKGROUND
INFORMATION

2.1 HISTORY OVERVIEW AND LOCATION

The City of Hayward is located along the East Bay in Alameda County, California. Hayward is one of the largest cities in the San Francisco Bay Area with approximately 144,000 residents. (Census Bureau, 2010) City limits stretch over 45 square miles of land, along with Shoreline incorporations. (Wikipedia, 2012) Along with the rest of the Bay Area, Hayward started expanding back in the 1850's during the California Gold Rush when large numbers of people started utilizing resources such as soils, water, and climate. ("A short history," 2012) These ideal resources lead to a continuously growing region, with agriculture being one of the largest industries. Entering into the 20th century Hayward became a regional destination made possible through completion of the San Mateo Bridge, which is still serving the Bay Area to this day. ("A short history," 2012) During the years leading up to World War II, Hayward's population had over 7,000 residents and at this time the City was starting to establish its urban form, first with the Downtown area. (Census Bureau 2010) The Post-War boom quickly overtook the region by introducing the Nimitz Freeway (I-880), and by the year 1960 the population had grown to 72,000 Hayward residents. (Census Bureau 2010) In 1957 California State University Hayward due to Hayward's prime location in the bay area. ("A short history," 2012) CSU East Bay, formerly known as CSU Hayward, provides higher education to regional residents and commuters. In the 1960's and 1970's Hayward still continued to grow, and new industrial expansion allowed for economic growth to take place producing more jobs in the area. In the most recent decades Hayward's population growth has still continued to grow but at much smaller rates than during the post war boom.

Today with 144,000 city residents, Hayward is one of the most culturally diverse cities in the entire Bay Area. Inside city boundaries, Hayward's developable land is mostly built out, causing future land developers to consider urban infill as a solution. Hayward's Downtown is highly underutilized, resulting in economic deprivation. The City is officially called the "Heart of the Bay", but in recent years economic trends have proven otherwise. Hayward still has large potential for growth and revitalization within the Bay Area.

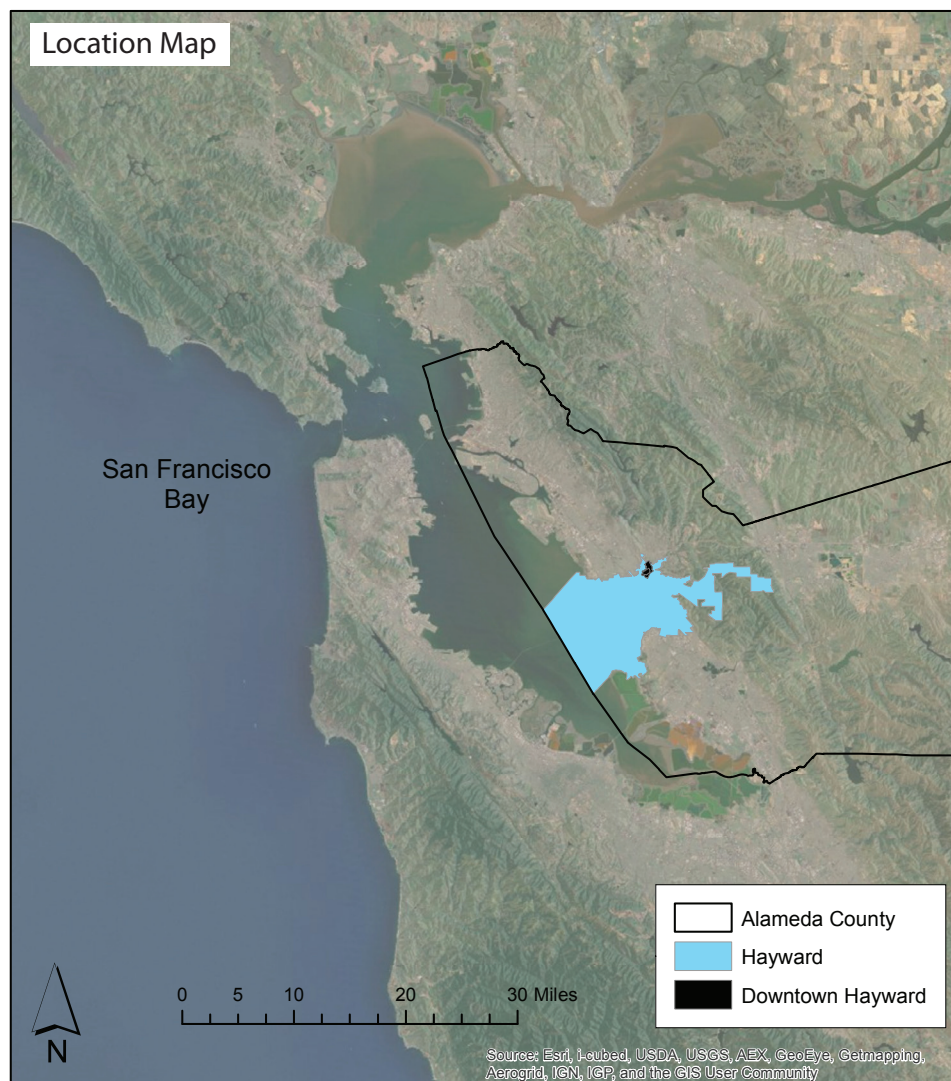


Figure 2.1.1 -
Location Map

2.2 DEMOGRAPHIC AND ECONOMIC ACTIVITY

Population Trends

Hayward, California has been a growing city since the post war era of the 1940's. During this time Hayward's population exploded with over a 400% increase in the 1950's. Population increased from 14,000 to 72,000 residents. In the next two decades growth slowed to only a 28% increase in the 1960's and only a 1% increase in the 1970's. During the 1980's and 1990's growth steadily increased by bringing an additional 45,000 residents to the area to total the population at approximately 140,000. Hayward's population growth increased significantly faster than Alameda County's population growth during the 1990's. Alameda County increased a total of 12.9%, while Hayward increased a total of 26%. In the most recent years both Alameda County and the City of Hayward's populations are coming to a staggering pace, increasing from 6% to 7%. These numbers and statistics were conceived from the most current US Census data. Hayward's population is projected to increase to at least 176,000 in the next 20 years. (Census Bureau 2010)

Hayward's city limits hold approximately 144,000 residents. Looking at the city's census tracts and US Census data, the population for the downtown area is estimated to hold nearly 4,289 Hayward residents. (Census Bureau, 2010)

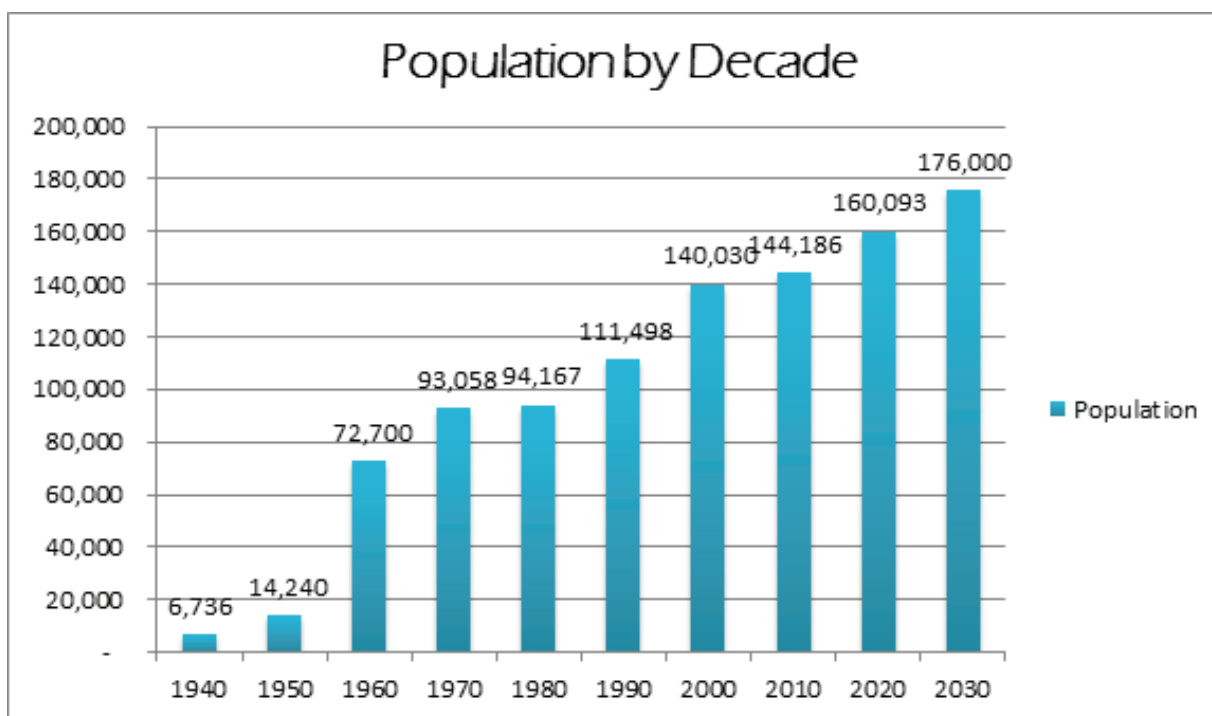


Figure 2.2.1 - Hayward population trends from the last several decades and future projections. (Census Bureau, 2010)

Race and Ethnicity

Over the last several decades Hayward's population has gone through many changes, resulting in a fairly diverse community. Analyzing ethnic characteristics of a certain population is important for the consideration of housing types and developments due to culture traditions. In the 1950's, during Hayward's population expansion, a majority of the residents were Caucasian, while Hispanics, Asians, and African Americans were the minority. In recent years significant changes in

2.2 DEMOGRAPHIC AND ECONOMIC ACTIVITY

the city's ethnicity have occurred. The City has witnessed large increases in Hispanic, Asian, and African American races. In the years from 1990 to 2000 the Hispanic population increased 79.4%, the Asian population increased 76.1%, and the African-American Population increased 42.2%. During the same time period the White population decreased 28.3%. In more recent years the Hispanic, Asian, African American, and also White populations have steadily increased, although not as significantly as during the 1990's. (Census Bureau, 2010)

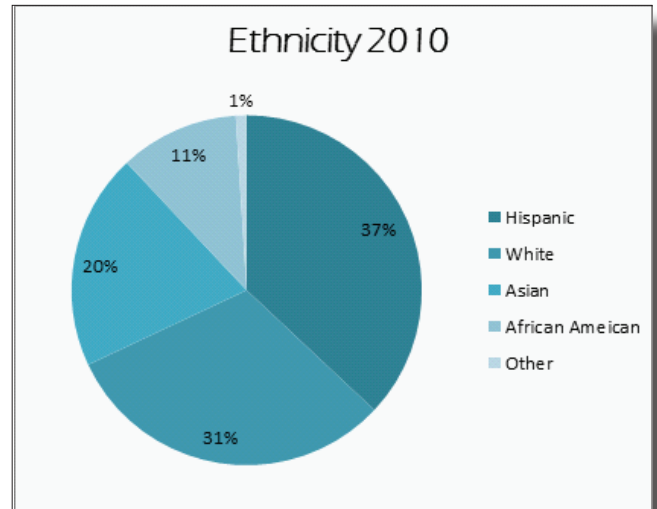


Figure 2.2.2 - Hayward Ethnicity 2010.
(Census Bureau, 2010)

Age Characteristics

When looking at population growth trends it essential to analyze age groups using age cohort graphs. These types of graphs group certain age groups together and allow statistical analyses to be performed. Looking at the age characteristics from the year 1990 to 2000, slight and significant increases in almost all of the age groups took place. The biggest increases took place in the ages 5 to 17 and also ages 40 to 59. This statistic may signify the increasing of family households, which influences future housing projections. The most recent US Census data concludes a small increase in the ages of 15 to 29 and a large increase of ages 50 to 69. This data relates to the earlier trends, while showing that ages 0 to 14 slightly decreased along with ages 30 to 49. (Census Bureau, 2010)

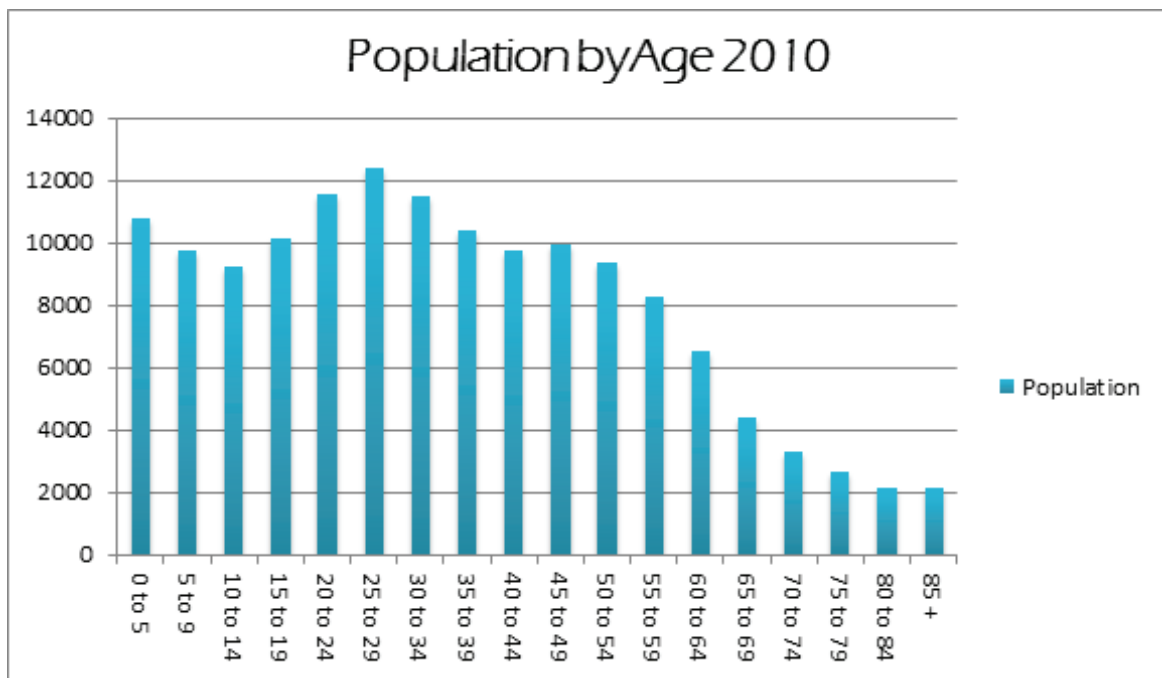


Figure 2.2.3 - Hayward population by age in the year 2010. (Census Bureau 2010)

2.2 DEMOGRAPHIC AND ECONOMIC ACTIVITY

Education and Income

Measuring the educational attainment of city residents is an important statistic when determining income distributions and allocations of different housing types, like affordable and single family housing. Compared to the State of California, Hayward contains a higher number of residents that have some high school and high school diplomas. Although Hayward has more high school graduates, the City falls far behind the state level of college graduates, especially in bachelor degrees and advanced degrees. This establishes the number of highly educated people that reside in the community of Hayward. Figure 2.2.3 shows the comparison of Hayward's educational attainment to Alameda County and California. The educational level of a city residents is a good indicator of the residents' income levels. The median income level in Hayward is \$61,286, fairly lower than the rest of Alameda County. Three out of the five cities in the county have a median income of over \$70,000. (Census Bureau, 2010)

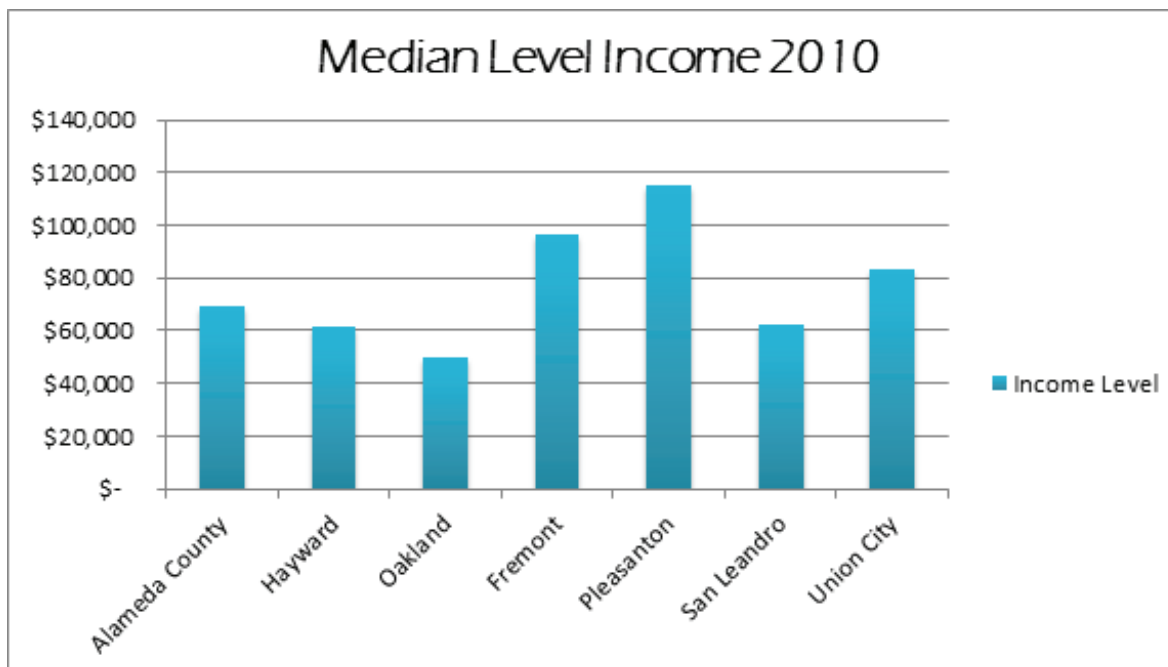


Figure 2.2.4 - Median Level Incomes (Census Bureau 2010)

2.3 INFRASTRUCTURE AND PUBLIC FACILITIES

Infrastructure

Hayward is located centrally along the East Bay, making the City very accessible to surrounding regions. The entire Bay Area is highly reflective of the typical automobile dependent society. Major freeways connecting Hayward with surrounding parts of the Bay Area include Interstates 880 and 580, and Highways 92, 238, and 185. These freeways connect Hayward vertically along the East Bay, as well as, horizontally to San Francisco and the Central Valley. Major arterial roadways interconnect Hayward including Jackson Street, A Street, Foothill Boulevard, and Mission Boulevard. Hayward's central location within the Bay Area is a direct cause of congested arterial roadways. The two main sources of congestion are produced by Mission Boulevard and Foothill Boulevard which connect Hayward with adjacent cities to the north and south. Congestion along these two major corridors provide unsafe travel for bicycle and pedestrian traffic. Alternative types of transportation offered within this area include Alameda Contra-Costa Transit (AC Transit) and Bay Area Rapid Transit (BART). AC Transit connects the region with Contra Costa County and Alameda County, while providing 18 bus routes to the City of Hayward. ("Alameda contra costa," 2012) BART is a vital mode of transportation to Bay Area residents, and has a station in nearly every major region of the entire Bay Area. Hayward's

BART station is located in the Downtown Core adjacent to City Hall. Although well connected to the entire Bay Area, Hayward's traffic congestion is still a climatic problem that needs to be relieved.

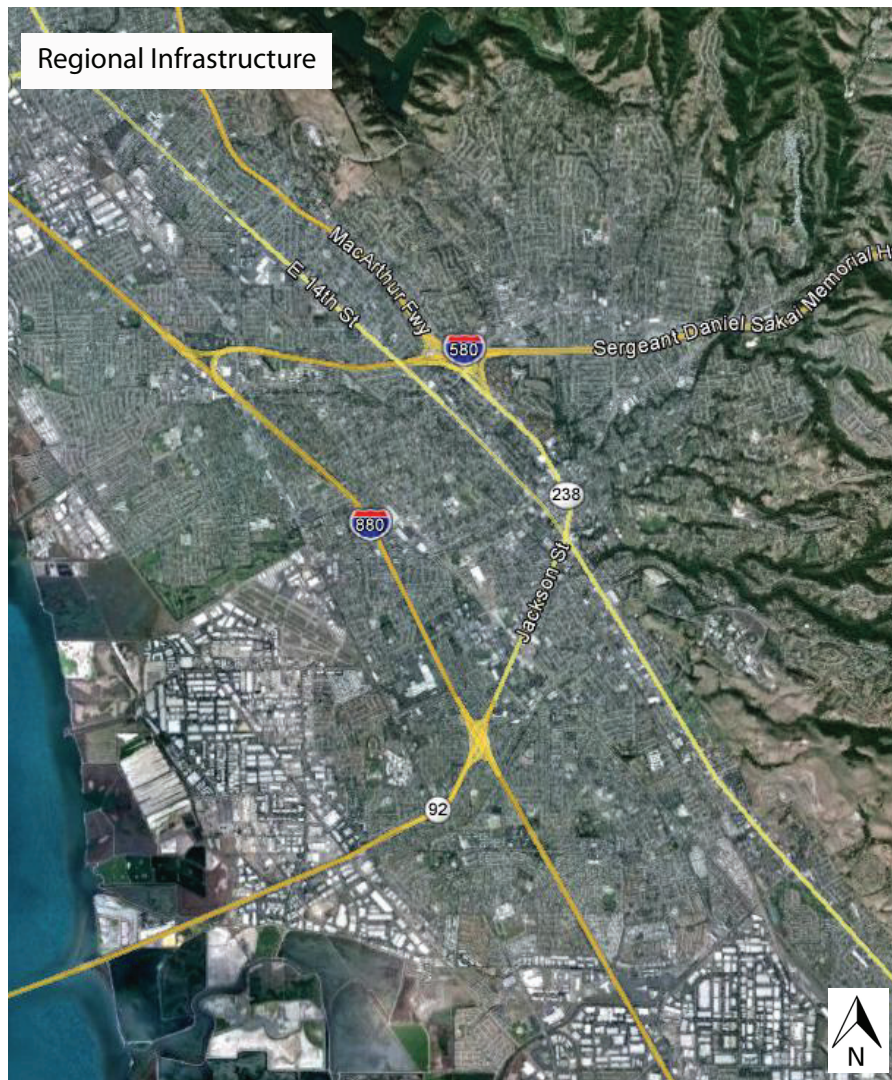


Figure 2.3.1 - Hayward is well connected to its surrounding region through freeways and major arterial roadways. (GoogleMaps, 2012)

2.3 INFRASTRUCTURE AND PUBLIC FACILITIES

Public Facilities

The major public facility land uses within Hayward are concentrated in close proximity to the Downtown Core area. These public amenities and facilities include governmental, educational, and cultural uses. Governmental uses include Hayward's current and historic City Hall which are both located in the Downtown core area. In 1969 Hayward's Historic City Hall was condemned due to the result of the building being constructed directly on top of the Hayward Fault. ("A short history," 2012) City Hall was relocated to the Centennial Tower located in the north portion of Downtown. In 1998 a new City Hall building was constructed adjacent to the BART Station. Educational uses include Markham Elementary School, Bret Harte Middle School, Hayward High School, and Hayward Adult School. Two colleges are present within Hayward – CSU East Bay and Chabot College. Both offer higher education to city and surrounding residents. CSU East Bay has been serving this major region since 1957 and provides education for over 13,000 students. (Personal Interview, CSU Student) Location of this State University is a prime anchor for future development within the area. The Hayward Public Library and Post Office are also located in the Downtown Core area providing services to Hayward residents.



The new City Hall is located in the Downtown core adjacent to the BART Station for easy regional access. (Jasper, 2012)



California State University East Bay, former known as CSU Hayward, is located in the Hayward Hills which overlook the City from the east. ("Cal state east," 2012)

2.4 NATURAL ENVIRONMENT

Natural Environment

The City of Hayward is located in a completely urbanized area and has a natural environment consisting of the Hayward Shoreline to the west and the East Hills to the east which separate Hayward from Pleasanton. (GoogleMaps, 2012) The physical layout of the Hayward is fairly flat but the East Hills adjacent to the urbanized city have elevations reaching as high as 2100 feet. Walpert Ridge and Sunol Peak are both located in the East Hills and hold good recreational opportunities for East Bay residents. Figure 2.4.1 shows Hayward's regional topography. Hayward's natural diversity is fairly small but there are still environmental factors that need to be addressed including natural resources and hazards that may affect future development in the region.



Sunol Peak, East of Hayward (Bonacin, 2012)

The East Hills adjacent to Hayward offer open space and recreational opportunities to people from all over the Bay Area. Sunol Peak is one of the tallest peaks in the area and has several trails to hike offering incredible views of the East Bay. (GoogleMaps, 2012)



View from CSU East Bay (Personal Picture)

California State University East Bay is located on a plateau overlooking Hayward and the San Francisco Bay. Across from the S.F. Bay you can see the Pulgas Ridge that has an elevation of nearly 800 feet and Corinda Los Trancos peak that stands 1800 feet tall. (GoogleMaps, 2012)

2.4 NATURAL ENVIRONMENT

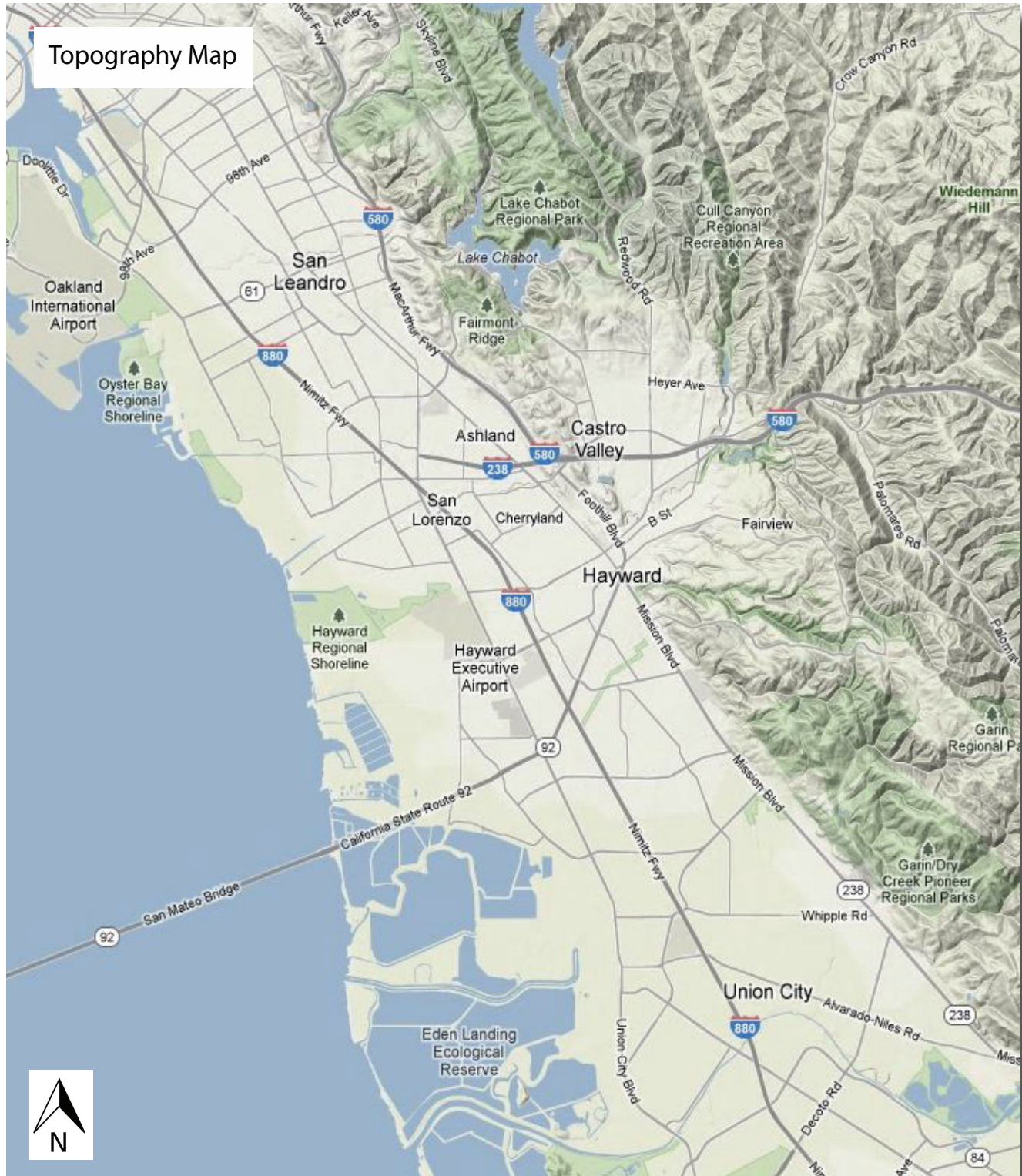


Figure 2.4.1 - Hayward's physical surroundings consist of the San Francisco Bay and the East Hills. Cities along the east shore line lack any elevated terrain, while further east, open space and mountainous terrain reach elevations of nearly 2100 feet. (GoogleMaps, 2012)

2.4 NATURAL ENVIRONMENT

Hazards

The largest natural hazard currently affecting the City of Hayward is the Hayward Fault. This particular fault line passes directly through the Downtown area and has posed threats to several existing buildings including the old City Hall which is condemned. In addition to the Hayward Fault, there is susceptibility to liquefaction and potential for landslides in areas like the East Hills. The East Bay is highly urbanized and results in air pollution which is a large concern for the environment. Hayward shows no evidence of hazardous material or groundwater contamination in the Downtown area. ("Conservation and environmental," 2002)



Figure 2.4.2 - The Hayward Fault Line runs directly through the Downtown area and poses threats to future development projects

2.4 NATURAL ENVIRONMENT

Natural Resources

Natural resources that influence Hayward are minimal but still very important. There are currently five creeks present in the area which include: San Lorenzo Creek, Sulphur Creek, Castro Creek, Chabot Creek, and Ware Creek. Sections of Sulphur Creek have been channelized and diverted to run underground through the Downtown. San Lorenzo Creek runs adjacent to the City Center site and holds potential to be utilized as a natural open space trail, while offering unique and aesthetically pleasing recreation. Species found in the Hayward region are typically located outside of city limits near the Hayward Shoreline or East Hills. Special status wildlife and plants can be found in both the Shoreline and hillside areas. ("Conservation and environmental," 2002)

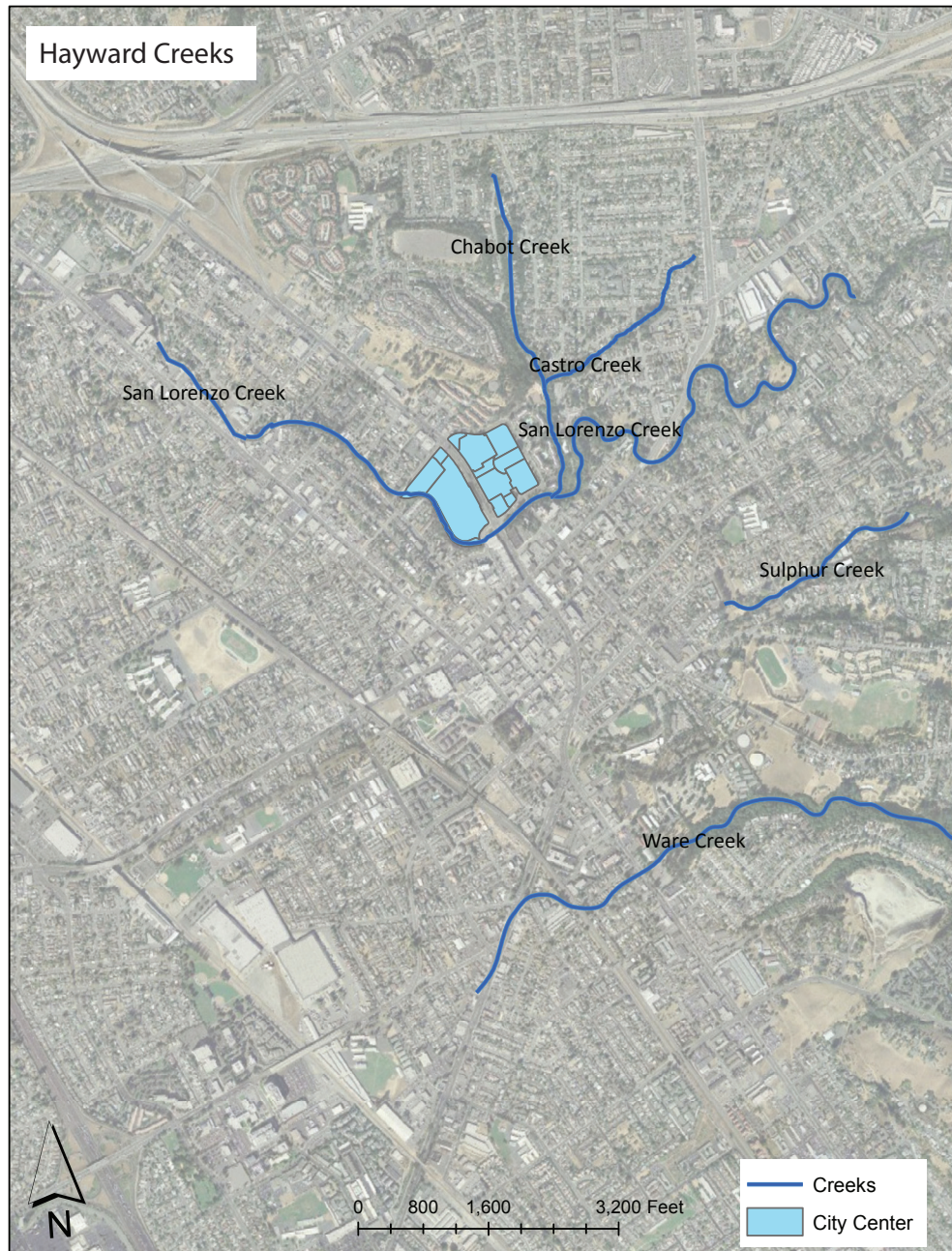


Figure 2.4.3 - Five Creeks run through Hayward, some independent and some connected to each other.

2.5 CONCLUSION

Regional Inventory

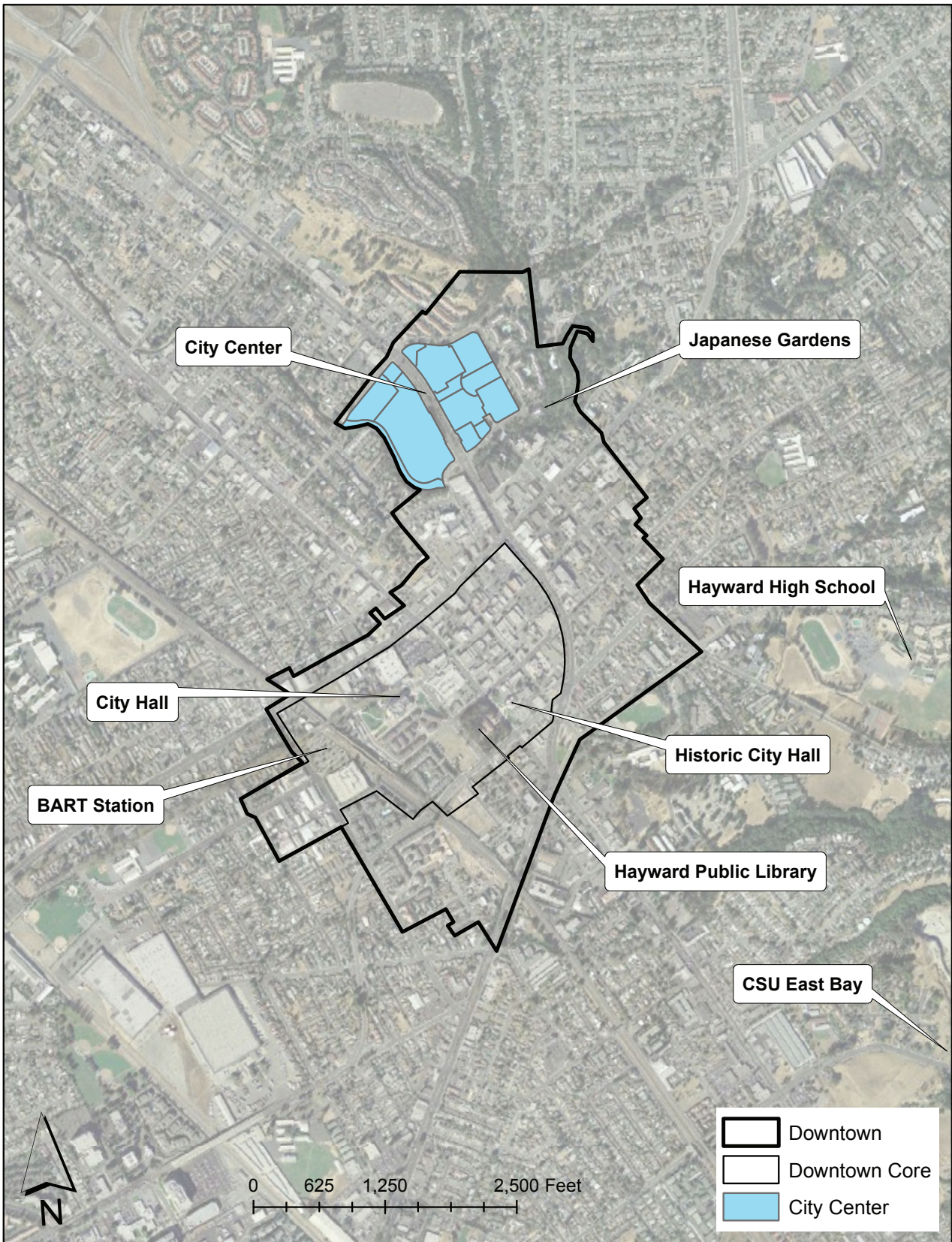


Figure 2.5.1 - Inventory of key features within the Downtown and surrounding areas of Downtown

2.5 CONCLUSION

Conclusion

Located in northern California's Eastbay region, the City of Hayward is a decent size city with 144,000 residents. Along with the rest of the Bay Area municipalities, Hayward's population exploded in the 1950's post-war boom enabling many successful industries to land in Hayward. Today, the demographics are wide spread and extremely diverse. The City contains a large historical and present culture which is important when planning to preserve traditional trends.

Hayward's Downtown and surrounding areas contain important public facilities including several elementary schools, junior highs, high schools, and most importantly California State University of Eastbay. Higher Educational facilities are an important factor when planning to analyze land uses utilized by certain age groups of people. Hayward's Downtown contains the Hayward Public Library, and the newly constructed City Hall Building. The downtown area holds two previous City Hall buildings – one located on Mission Blvd & D Street and the most recent located in the City Center site. Both City Hall buildings were condemned due to earthquake hazards.

Hayward's natural and built environments provide positive outlooks on the future of this Eastbay city. Hayward is located in between Oakland (north) and San Jose (south) which are both denser than Hayward's typical land developments. Regional infrastructure gives Bay Area residents suitable access to Hayward. Major access routes supporting Hayward's region include interstates 880 & 580, and Highways 92, 238, and 185. The region is supported by AC Transit and BART, a heavy rail transit system linking the entire San Francisco Bay Area. As a relatively flat city, Hayward is surrounded by hillside terrains to the east and bay shorelines to the west. Several natural waterways run through the area and the city also has a past of earthquakes which have significantly affected planning practices.



CHAPTER 3

STUDY AREA

INTRODUCTION

The study area is located in Hayward's Downtown, which stretches over 420 acres. (City of Hayward, GIS, 2012) The City Center project site, displayed in the location map below, is highly underutilized and holds great potential to boost Hayward's downtown economically and physically. In this section, the study area has been analyzed on several different levels including the makeup of the bare land and the development which has served the area for decades past. Opportunities and constraints affecting the site are identified through a site analysis, giving direction to a conceptual vision of future

development. With a thorough analysis of the study area, key aspects of the development will be capitalized and improved upon to create a sense of place while supplementing the downtown core area.

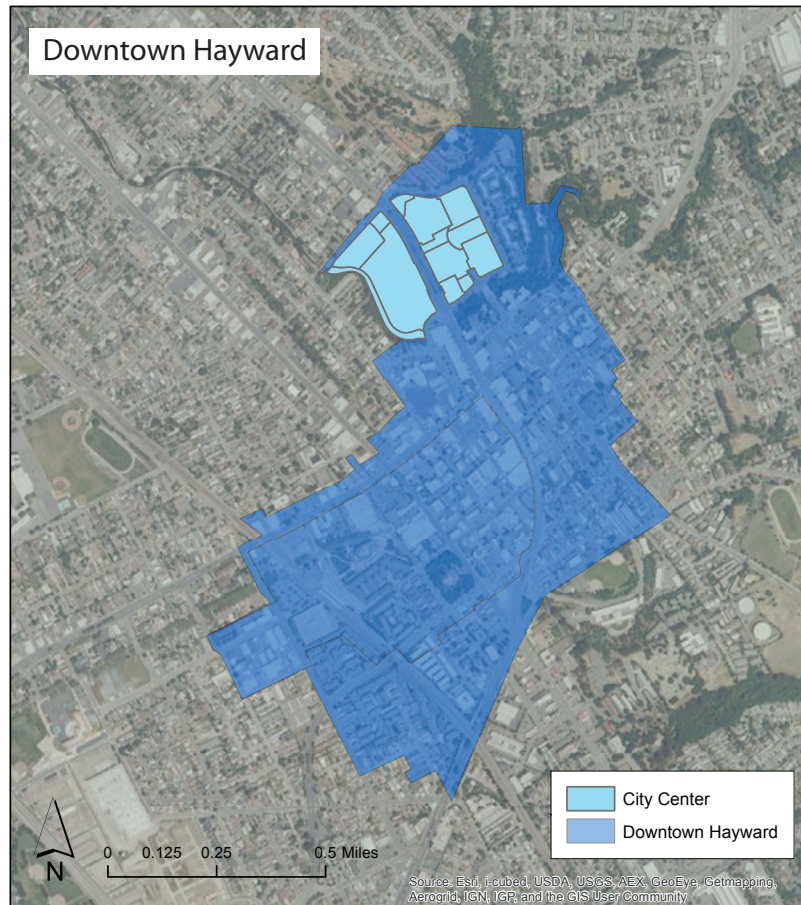


Figure 3.0.1 - Relationship between the project site location and the entire Hayward Downtown area. Foothill boulevard runs directly through the project site and allows future development to pose as a gateway to Downtown.

Site aerial shows an accurate depiction of the study area and the current physical conditions of the project site. (GoogleMaps, 2012)



3.1 PHYSICAL CHARACTERISTICS

Project Site Characteristics

The project site is located in the northern part of Hayward's Downtown, and is split on both west and east sides of Foothill Boulevard, totaling 27.8 acres of land. This proposal is only considering a portion of the developable area, which is estimated at 19.5 acres. In this refined area there are seven (7) parcels – four (4) within the western side and three (3) within the eastern side. Figure 3.1.1 shows the layout of the City Center and displays both developable portions on either sides of Foothill Boulevard. The City Center site is very unique in shape which will require creative thinking when designing a new regional commercial center. Through the remainder of the proposal, the west side of the site will be referred to as the Mervyns' Project Site and the east portion will be referred to as the Centennial Project Site.

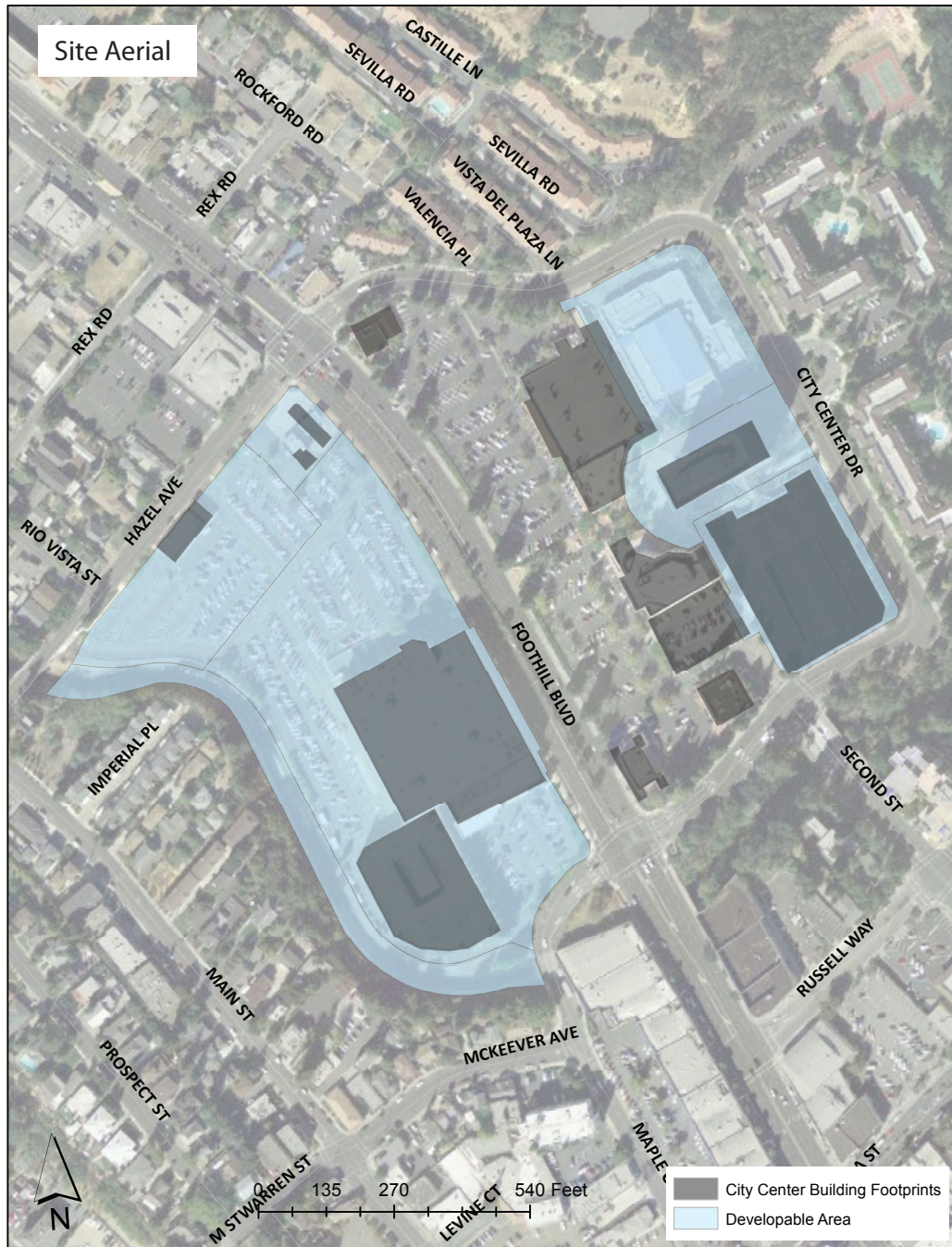


Figure 3.1.1 - Existing Aerial Site Map

3.1 PHYSICAL CHARACTERISTICS

Topography and Landform

Overall the City Center project site is fairly flat with slight topographic variance to the northeast, east, and southeast. The site is located approximately 115 feet above sea level. (Wikipedia, 2012) The project site is adjacent to the San Lorenzo Creek that has a designated creek bed lowered 20 to 30 feet in elevation. The San Lorenzo Creek runs along the southern edge of the City Center site and continues its path to the Hayward Shoreline.

Soils

According to the US Department of Agriculture's Natural Resource Conservation Services Web Soil Survey the City Center site is made up of three different types of soils. The first type of soil is Yolo Silt Loam. This soil encompasses 10 acres of the western and southern portions of the site and has a slope of 0 to 2 percent grade elevation. The second type of soil is Azure Clay Loam which has a slope of 9 to 30 percent. The 18 acres of Azure soil is located along Foothill Boulevard and proceeds onto both portions of the west and east sides of the developable sites. The final type of soil that is present within the project site is Xerorthents-Altamont Complex which typically has a slope of 30 to 50 percent. This soil is present on 5 acres of the eastern portion of the site, on top of the Centennial Tower and adjacent parking garage. Although the site is completely developed, knowledge of these soils will have value when construction takes place to improve this specific area of Hayward. ("Web soil survey," 2012)

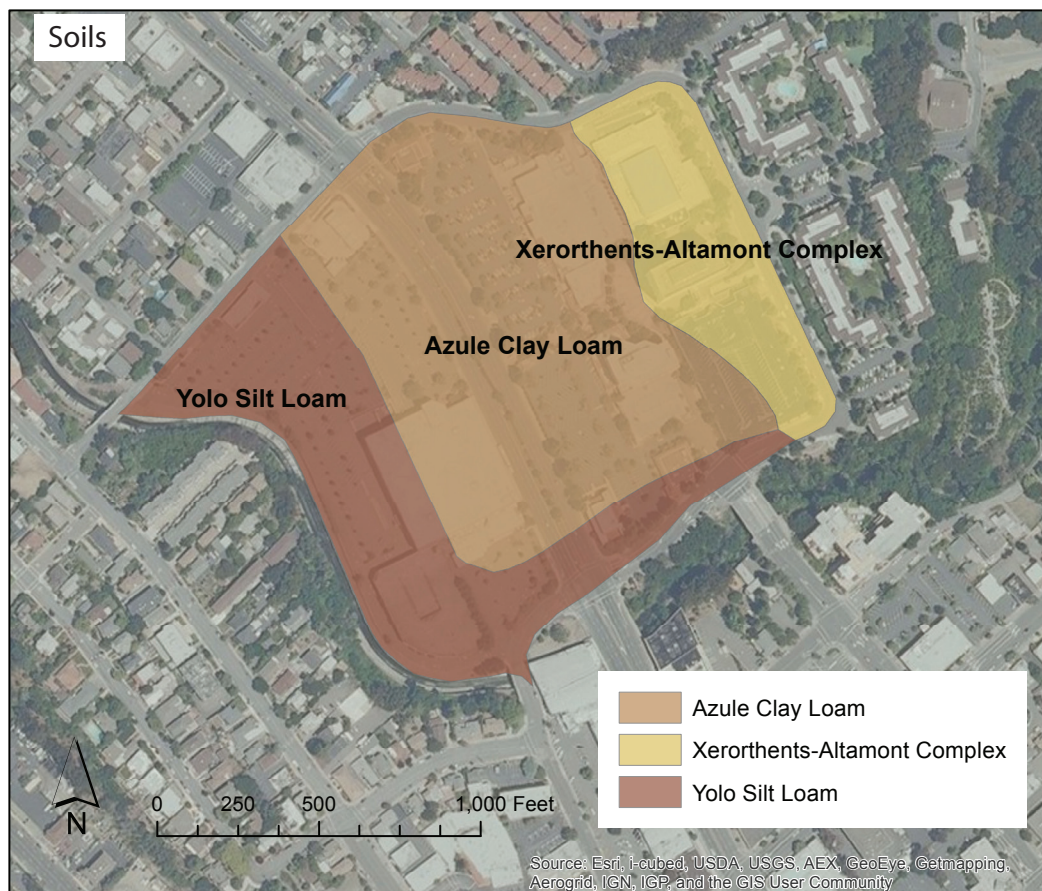


Figure 3.1.2 - Existing Soils Map

3.1 PHYSICAL CHARACTERISTICS

Hydrology and Drainage



Figure 3.1.3 - Existing Soils Map

Slopes within the City Center region slightly vary creating unique drainage patterns which are important when conducting a site analysis. The highest points of elevation reach 150 feet above sea level while the lowest elevations reach only 105 feet. (GoogleMaps, 2012) The City Center site, as well as surrounding areas, are completely urbanized, therefore impervious surfaces create certain drainage patterns. Impervious surfaces are created by asphalt streets and parking lots and building tops. The following drainage patterns are shown in Figure 3.1.3 along with elevation points.

The flood zones shown in Figure 3.1.3 were created by the Federal Emergency Management Agency (FEMA). ("100 year flood zone," 2012) These particular zones are part of a 100 Year Flood Zone analysis. San Lorenzo Creek would be the source of a major flood event to affect the City Center Site.

3.1 PHYSICAL CHARACTERISTICS

Climate

Hayward is located within California's Mediterranean climate zone. Although the temperatures are relatively mild, the hottest temperatures come during the months of August and September. These two months reach average high temperatures of 76.0 degrees Fahrenheit. The lowest temperatures are seen in the months of January and December with averages of 41.0 degrees and 42.0 degrees Fahrenheit. ("Weather channel -," 2012)

Rainfall levels are quite low, ranging from close to zero (0.0) inches in the summer months to around five (5.0) inches in the months of January and February. There is no snowfall during a normal year. This relatively mild climate creates an ideal environment in which to live. Climate patterns can be seen below in Figures 3.1.3 and 3.1.4. ("Weather channel -," 2012)

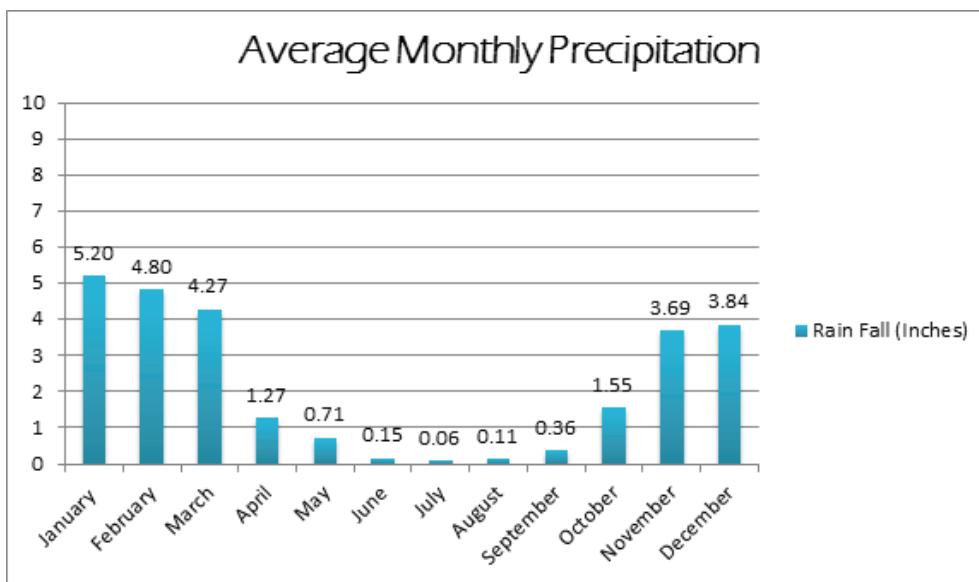


Figure 3.1.4 - Average Monthly Precipitation Measurements

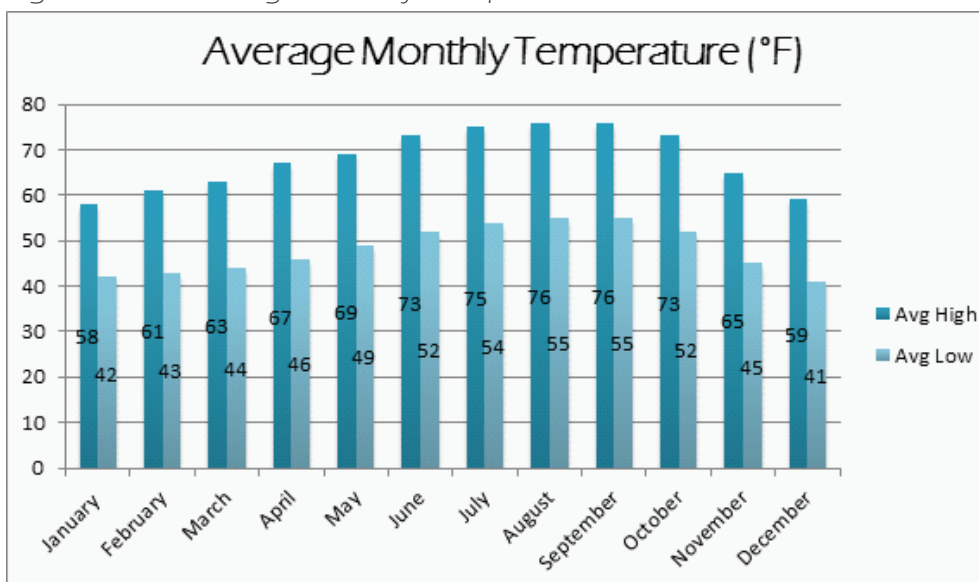


Figure 3.1.5 - Average Monthly Temperatures

3.1 PHYSICAL CHARACTERISTICS

Sun Exposure

Sun Exposure is quite consistent throughout the year. On average, there are roughly 12 hours of sunlight during the day. Sunrise is generally around 7AM but sometimes as early as 5:30AM in March through November. Sunset occurs at 7PM to 8PM in the months March through November. This time gets later for the remaining months of the year, peaking at approximately 8PM to 9PM in the summer months of June and July. The summer months consist of extensive daylight. Knowledge of the sun rising to the east and setting to the west gives planners the advantage of positioning buildings and structures in such a way that sunlight will be used to its full potential.

Noise

The State of California requires every city to adopt a noise element in their General Plan that assesses noise exposures and sources, which targets minimizing noise problems. The noise section of the General Plan sets noise standards for each land-use.

The project site has one main noise source with variable noise exposure levels. Foothill Boulevard (State Route 238) is a major arterial roadway intersecting the site, and distributes a majority of Hayward's traffic throughout the region. According to Hayward's General Plan, the noise levels along Foothill Boulevard reach decibel levels of 75 to 79. An environmental study conducted by the City concludes that noise levels won't increase through the year 2050. Noise levels for commercial and office uses are most acceptable in the ranges of 65 dBA to 75 dBA. (Rosen, 2009) Figure 3.1.4 shows the source of noise and the how it affects surrounding areas.

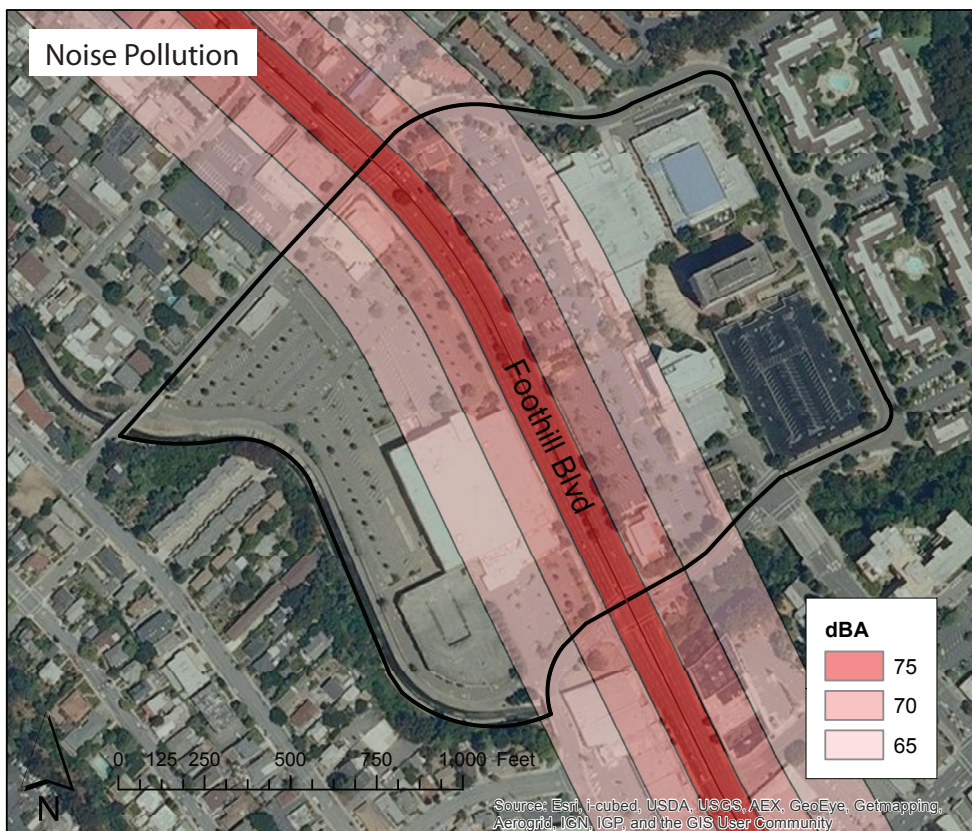


Figure 3.1.6 -
City Center Noise
Contours

3.1 PHYSICAL CHARACTERISTICS

Views

Within the northern Hayward Downtown region there are several physical features that visibly pollute the area. In this region, the city center site contains many of these features. The first unpleasant view derives from the height of the city center building which stands over 11 stories high. Traveling north on Foothill Blvd. this building is viewable on the east side of the street. Within the surrounding area no other buildings match the scale of the City Center building due to its high density. The second feature affecting the aesthetics of the project site is the Mervyns' old headquarters building. This large box-shaped building is nearly 336,000 square feet and stands three stories high. (Stokes, 2012) Sitting directly on the street front of Foothill Boulevard, this bulky building obstructs an urban view shed as residents enter into Hayward's Downtown core area.

City Center Building



View from northwest (Alex, 2012)



View from east (Personal Photo)

Mervyn's Headquarters Building



View from north (Personal Photo)



View from northwest (Thomas, 2012)

3.1 PHYSICAL CHARACTERISTICS

Vegetation

The project site contains a large number of trees including oak, pine, sycamore, and riparian trees in plain site along Foothill Boulevard. The vegetation density increases around San Lorenzo Creek as well as the edges of the site. The Centennial site and Mervyns' site have landscaped trees scattered throughout the development and parking lots. Figure 3.1.6 displays accurate locations of all major vegetation within the study area. The area has an equal amount of controlled and uncontrolled vegetation. The controlled vegetation is planned through street and development landscaping, while the uncontrolled vegetation can be seen in areas along San Lorenzo Creek on the southern edges of the study area.



Figure 3.1.7 - The project site's vegetation consists of trees and shrubbery that are most commonly found in California

3.2 EXISTING CONDITIONS

Conditions that currently affect the City Center site revolve around planned land uses set by the General Plan Land Use Element. The proposed land uses guide future growth, allowing new developments to be strategically placed inside a community. Circulation trends and conditions, most affected by Foothill Boulevard, also play a large role when planning for certain types of downtown developments. The businesses and buildings present on the Centennial site possess positive and negative qualities, setting a high potential for new development within the site boundaries. There are approximately 9 buildings within the City Center site - some completely vacant and others occupied with one or more businesses. Each building has been analyzed and evaluated with detailed information. Figure 3.2.1 displays building footprints and building numbers, corresponding to Appendix A, which contains individual building statistics and information.

Plans, Regulations, and Projects

Land use and development in Downtown Hayward is currently governed by seven different city adopted documents. These documents include the City of Hayward General Plan; Planning, Zoning, & Subdivision Regulations; Downtown Hayward Design Plan; City of Hayward Design Guidelines; Commercial Design Manual; Downtown Focal Point Master Plan; and Downtown Redevelopment Project. Inside each document are policies, standards, and guidelines for Hayward's future development. Inconsistencies of regulations do exist between the documents, so areas of conflict may arise from following these documents. Land use and Zoning are the main regulations affecting the project site and are discussed below in greater detail. One current project affecting the site is the City Mini-Loop Project proposed just south of the City Center site. Circulation and access of Downtown Hayward will possibly be improved to transport automotive traffic more efficiently throughout the Eastbay region. The proposed "loop" will run along Foothill Boulevard, A Street, Main Street and involve grade separated improvements. (Route 238 corridor, 2009)

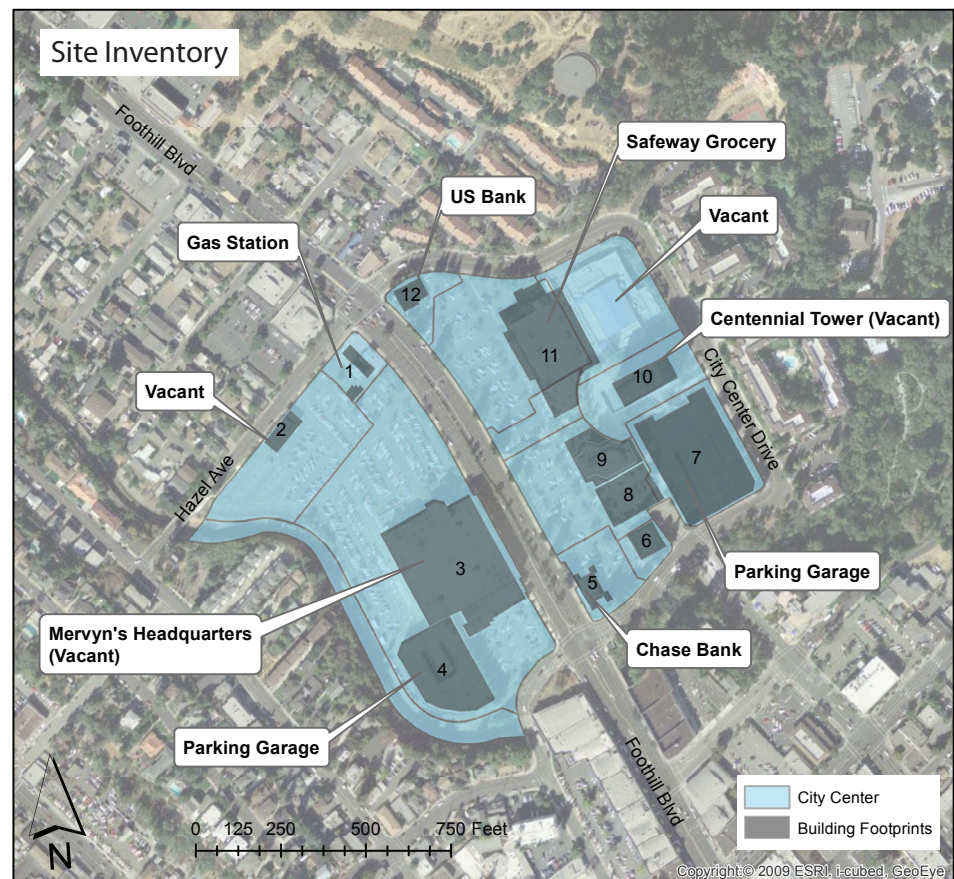


Figure 3.2.1 - Site Inventory, See Appendix A

3.2 EXISTING CONDITIONS

Land Use

The Hayward General Plan has identified three land use types which have influenced and guided existing development within this site. The Land Use Element has labeled these types as Central City – Retail/Office Commercial (CC-ROC), Public and Quasi-Public (PQP), and Limited Open Space (LOS). The following are descriptions from Hayward’s Land Use Element:

Central City– Retail/Office Commercial (CC-ROC): “These areas include the regional shopping center (Southland), community shopping centers, concentrations of offices and professional services, and portions of the downtown area and South Hayward BART Station area where mixed retail and office uses are encouraged. Not shown are neighborhood convenience centers that support and are compatible with residential areas.” (“General plan”, 2002, C-3)

Public and Quasi-Public (PQP): “These areas contain major governmental, educational and cultural facilities such as the Hayward Air Terminal, California State University-Hayward, Chabot Community College, City Center, Hayward Public Library, Alameda County Governmental Complex, high schools, intermediate schools, and elementary schools.” (“General plan”, 2002, C-4)

Limited Open Space (LOS): “These areas include cemeteries, agricultural and grazing lands, land that is undevelopable due to slope or other hazards, and lands proposed for park or other permanent open space. Minimum lot sizes shall range from 5 acres to 160 acres or more.” (“General plan”, 2002, C-4))



Figure 3.2.2 - Land Use Map

Land uses are typically displayed in universal colors to easily identify land use trends.

3.2 EXISTING CONDITIONS

Zoning Ordinance

The Hayward Zoning Ordinance labels the City Center site under the Central City – Commercial Subdistrict. Uses permitted under this zone are typically administrative and professional offices, automobile related uses, personal services, residential uses, retail/commercial uses, and service commercial uses. Regulations are identified in the Municipal Code Zoning Ordinance and the Downtown Hayward Design Plan. ("Zoning ordinance,")

Central City – Commercial (CC-C) Subdistrict

"The purpose of the CC-C Subdistrict is to establish a mix of business and other activities which will enhance the economic vitality of the downtown area. Permitted activities include but are not limited to, retail, office, lodging, entertainment, education, and multi-family residential uses. Residential uses above commercial uses are encouraged in this district." ("Zoning ordinance,")

- Setbacks: Minimum setbacks are set at 4 - 8 feet.
 - Maximum Density: One dwelling unit is equivalent to 313 square feet of office space and one dwelling unit is equivalent to 141 square feet of retail space
 - Maximum Height: Within the City Center site the maximum building height is limited to 104 feet, and 173 feet where the Centennial Tower resides.
 - Lot Coverage: Maximum lot coverage is 90%
 - Parking: 1.00 space per 250 Feet of Net Floor Area
- ("Zoning ordinance,")

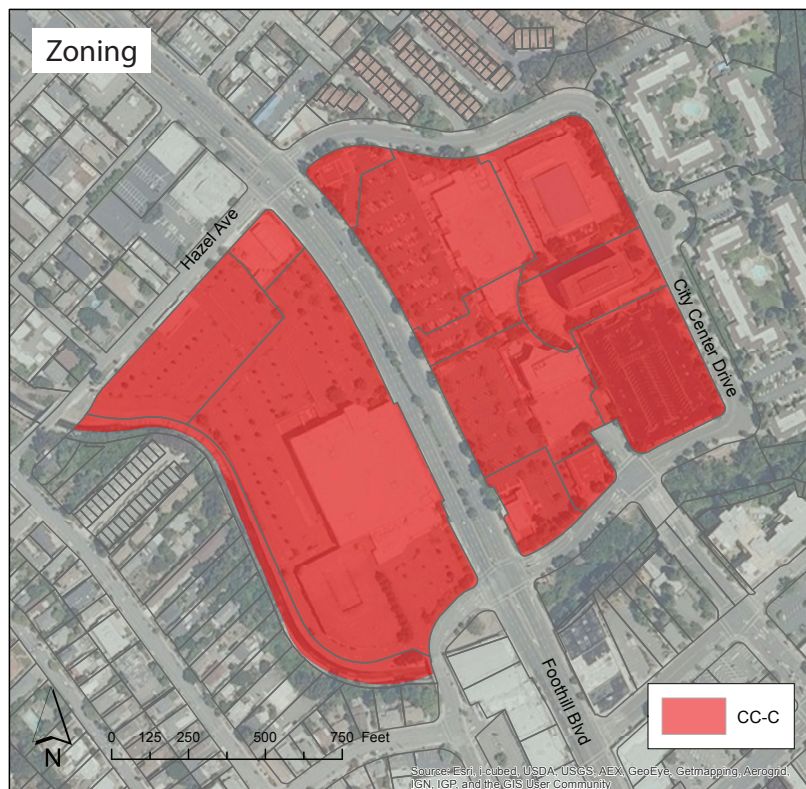


Figure 3.2.3 - Zoning Map

Zoning ordinances regulate building size and shape, to keep consistent development patterns throughout the region.

3.2 EXISTING CONDITIONS

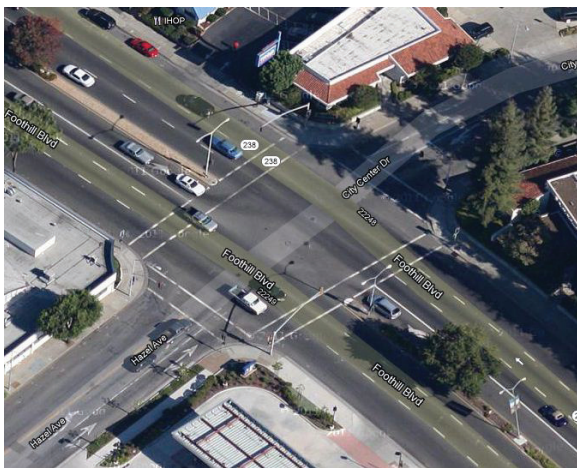
Circulation

The City's Circulation Element "focuses mainly on the system of freeways, local roads, bus and rail transit, and bicycle and pedestrian routes to determine the most effective design possible while enhancing the community and protecting the environment." (Circulation Element, 2002, p.1)

Automotive

The City Center project site is intersected by Foothill Boulevard, which contains a total of six lanes. Two intersections significantly affect the site – Foothill Blvd/Hazel Ave & Foothill Blvd/City Center Drive. The intersection of Foothill Blvd and Hazel Ave contains six lanes traveling north and south, plus left hand turn bays enabling access to Hazel Ave. The intersection of Foothill Blvd and City Center Drive contains six lanes for traveling north and south, plus right and left hand turn bays to have access to City Center Drive. The speed limit along this major arterial roadway is 35 MPH when traveling north to Oakland, and 30 MPH when traveling south into Downtown Hayward. Foothill Blvd. is also known as State Highway 238, which connects with Interstate Route 580. Hayward's close proximity to State Highway 92 creates increased traffic along Foothill Blvd. from travelers crossing the San Francisco Bay. Foothill is a major source of automotive congestion within Hayward causing noise pollution, air pollution, and unfriendly pedestrian environments. Access to the City Center project site comes from Foothill Boulevard, Hazel Ave, and City Center Drive. Hazel Ave and City Center Drive are two lane collector streets with turn bays at their intersection of Foothill Boulevard. (Circulation Element, 2002)

Foothill Blvd. & Hazel Ave.



View From South (GoogleMaps, 2012)

Foothill Blvd. & City Center Dr.



View From South (GoogleMaps, 2012)

3.2 EXISTING CONDITIONS

Public Transit

Hayward's Public Transit services are provided by Alameda – Contra Costa Transit (AC Transit) and Bay Area Rapid Transit (BART). BART serves the entire San Francisco Bay Area, while AC Transit is locally based and serves Alameda County and Contra Costa County. Within the City Center site, AC Transit currently serves this particular area by providing bus stops located on the back side of City Center Drive. Two bus stops are provided along City Center Drive near the Centennial Tower, and another near the US Bank. ("Alameda contra costa," 2012)

Bicycle

"Bicycles are a quiet, non-polluting form of transportation that does not directly consume fossil fuels or require vast amounts of land and expensive infrastructure. Bicycling can be encouraged with the provision of bikeways to major destinations and requirement of bike racks and lockers at destination points such as governmental centers or other places of employment." (Circulation Element, 2002, p.11) Currently the City Center project site is not equipped to provide bicyclers with protected bicycle routes. According to the Hayward Bicycle Master Plan Route Map, there are only a few Class III bikeways in close proximity to the City Center site. "Generally referred to as a bike route, a Class III bikeway provides for shared use with motor vehicle traffic and is identified only by signing." (Hayward Bicycle Master Plan, 2007, p.6) One of these Class III bikeways is located on A Street allowing bicyclist to travel east and west. The other Class III bikeway providing bicycle access to the project site is located on 2nd Street, and travels north and south. This particular bikeway reaches as far as City Center Drive. North of the project site there are no bikeways enabling access to Hayward's Downtown.

Pedestrian/Walking

In urban environments similar to Downtown Hayward, pedestrian friendly streets and pathways are highly desirable. Foothill Boulevard's heavily congested traffic significantly reduces the likelihood of pedestrians feeling safe enough to walk along either side of the street into Downtown. Although both blocks of the city center provide large sidewalks with vegetation, Downtown Hayward as a whole does not adequately enhance the pedestrian experience. A combination of wide roadways, fast-traveling vehicles, and high traffic volumes create an unpleasant experience for pedestrians. The San Lorenzo Creek area holds a great amount of potential for increasing foot traffic within the City Center area.



Plaza Center Pathway (Personal Photo)



San Lorenzo Creek Trail (Personal Photo)

3.3 SITE ANALYSIS

Site Analysis

“Using land efficiently - and in accordance with the site’s suitability for the intended purposes - is a fundamental percept of “smart” growth, or sustainable development.” (LaGro, p.43, 2008) Narrowing down on site specifics is an extremely important process when planning and designing for areas of opportunity. In this section key areas within the City Center project site will be analyzed including surrounding land uses, access points, parking, and the key areas holding the most potential for future development. A proper site analysis will result in successfully developed opportunities and constraints ultimately serving as the starting block for future visioning.

Surrounding Uses

Downtown Hayward is completely urbanized, including the City Center project site. Land uses adjacent to the project site boundaries are residential and commercial. Higher density residential units are located on the east and northeastern portion of the site, adjacent to the Centennial Tower and Safeway. On the west and northwestern portion of the site, single family dwelling units can be observed on the opposite side of San Lorenzo Creek and along Hazel Avenue. Commercial land uses are present at the intersection of Foothill and Hazel including small medical offices and restaurants. Adjacent to San Lorenzo Creek at the southern portion, small businesses uniformly line Foothill Boulevard.

Access Points

When planning and designing a successful development project that attracts hundreds of people every day, creating access to the site is crucial. The City Center project site contains ten (10) automotive access points that easily guide site users to their destination. Entering into the western portion of the site (Mervyn’s Site) there are four (4) access points – two (2) along Hazel Avenue, one (1) along Foothill Boulevard, and one (1) along City Center Drive. Entering into the eastern portion of the site (Centennial Site) there are six (6) access points – three (3) along City Center Drive and three (3) along Foothill Boulevard.

Parking

Parking is a major issue within urban city districts, especially within an area like Downtown Hayward. In decades past, the City Center project site has functioned at very high capacities to hold a wide variety of business workers. Although the three largest contributors to the project site are now either vacant or completely gone, they all left behind an abundance of parking, both with structures and parking lots. The site holds a total of approximately 2095 parking stalls. The western portion carries 1305 parking stalls and the eastern portion carries 790 parking stalls.

3.3 SITE ANALYSIS

Site Analysis - City Center

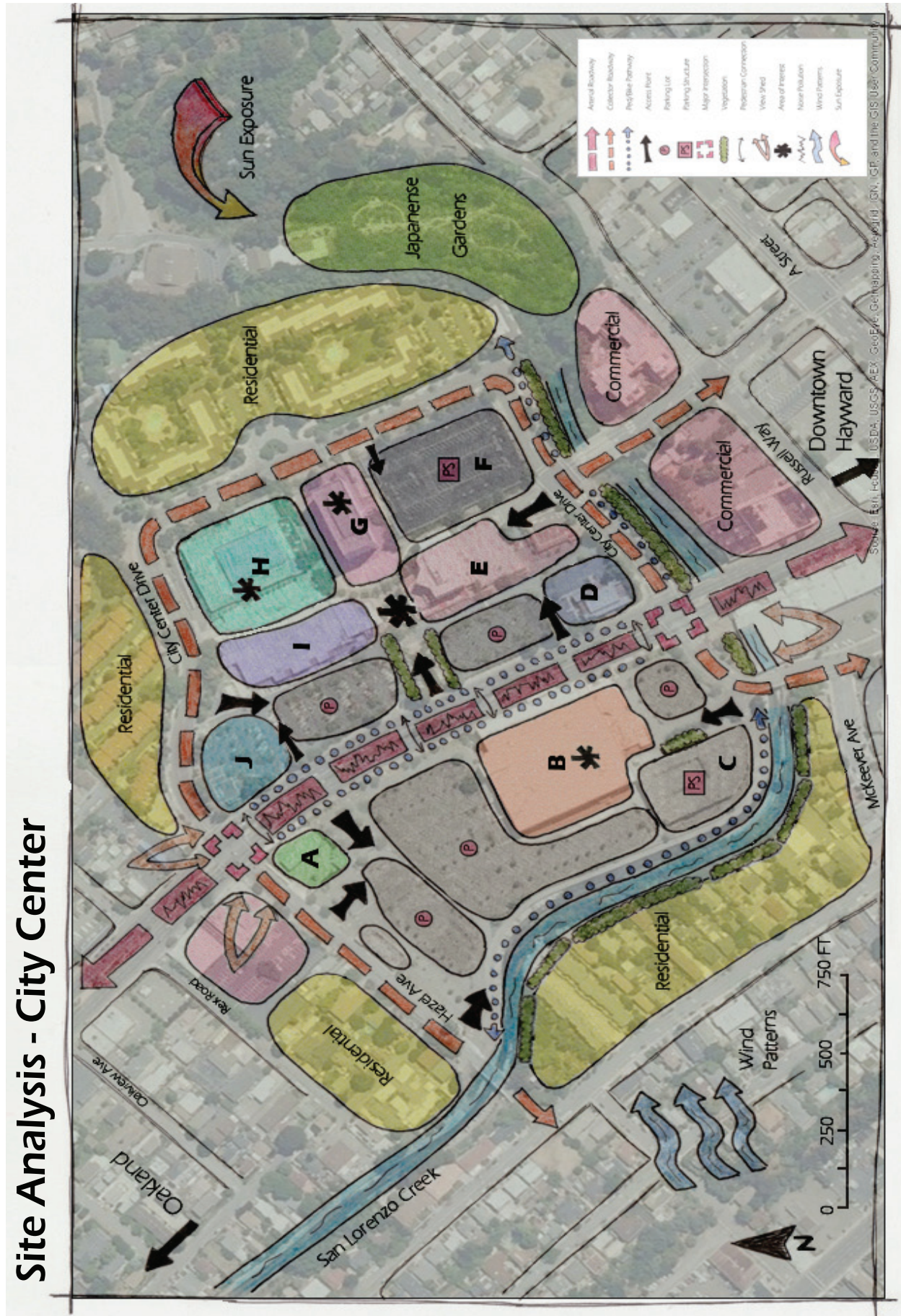


Figure 3.3.1 - Site Analysis

3.3 SITE ANALYSIS

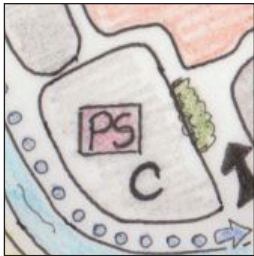
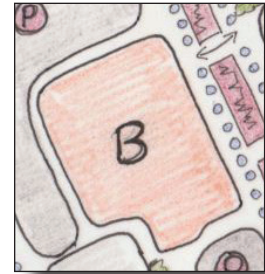


Area A

Express World Gas Station is located on the southwestern corner of Foothill Boulevard and Hazel Avenue. For travelers coming from the north, this location is immediately viewed and therefore crucial to be well kept and aesthetical attractive. Existing conditions of this building and parcel are well maintained and adequate sidewalks are present with supplemental landscaping. No critical changes are proposed.

Area B

Mervyns' Headquarter building has been vacant since 2008, after the company filed for bankruptcy. The 336,000 square foot building ultimately serves no purpose to the Hayward community and rests on a site that has endless potential to bring economic success to Downtown Hayward. The physical presence of this building is unattractive and falls under the term "big box" retail, most commonly seen with Walmart.



Area C

The four story parking structure adjacent to the Mervyns' building is currently unused and can serve future development's parking needs. There are approximately 620 parking stalls within the structure which is located in the southwest portion of the project site. (Dua, 2007) Placement of the structure is important because it will not affect the aesthetics of future development along Foothill Boulevard, holding potential to become a major corridor.

Area D

Chase Bank, located at the northeast corner of Foothill and City Center Drive, is a small well maintained building that serves Hayward residents. Three access points along Foothill into the eastern portion of the project site create easy and fast access to customers making quick trips in and out. Placement and physical presence of the Chase building serve this corner well. No critical changes are proposed.



Area E

Plaza Center is a successful commercial retail and office center that holds many known consumer retailers including Starbucks, FedEx Office, and Quizno's Sub. Above these ground level shops are medical offices that occupy a seven (7) story building. Placement of the Plaza Center building is setback nearly 200 feet and gives a bold but appropriate scale for site users. No Critical changes are proposed.

Area F

The three story parking structure adjacent to the Centennial Tower or City Center building is currently unused and can serve future development's parking needs. In the past, the structure's 325 parking stalls served business workers and city employees who occupied the Centennial Tower before its demise in 1998. When land is limited, dense parking strategies, such as above ground parking structures, are huge strengths to a urban development project. No Critical changes are proposed.



3.3 SITE ANALYSIS



Area G

The so called “Toaster” building, by architectural critic Allan Temko, is the second tallest building in Hayward behind Warren Hall located on the Cal State Eastbay campus. (Wikipedia, 2012) According to Hayward’s planning staff, the building has been stripped of its interior infrastructure including the walls and heating system. Visiting the site provided clear evidence the building was abandoned, having boarded up windows and street graffiti on the lower levels. Centennial Tower’s site is key to be improved upon with appropriate scaled development.

Area H

Adjacent to the Plaza Center’s Safeway Market, the former location of the Centennial Hall Convention Center lays empty. At a total capacity of 1500 persons, Centennial Hall supplemented Centennial Tower and created a real sense of place within the Downtown area. The conventional center was closed in 2009 and later demolished in 2011, due to the unoccupied Centennial Tower. (Wikipedia, 2012) The vacant lot is a key area to be further developed, stimulating the existing Plaza Center.



Area I

Plaza Center contains a Safeway Grocery Store that anchors a majority of the site users. With a consistent architectural style between buildings in Area E and Area I, the development viewable from Foothill Blvd is physically attractive. No Critical changes are proposed.

Area J

US Bank, located at the southeast corner of Foothill and Hazel, is a small well maintained building that serves Hayward residents. Three access points along Foothill into the eastern portion of the project site create easy and fast access to customers making quick trips in and out. Placement and physical presence of the US Bank building serve this corner well. No critical changes are proposed.



3.3 SITE ANALYSIS

Conclusion

The City Center site is a uniquely defined place within Downtown Hayward that is slowly fading from the public eye. In the recent past, Centennial Tower, Centennial Hall, and Mervyns' Headquarters positively impacted the community, creating a business center for economic development. Today, two of these commodities are vacant and one demolished, ultimately destroying the site's productivity to Downtown. The underutilized areas within the site eliminate opportunities for residents to engage in commercial activity such as working, shopping, entertainment, and dining.

The Centennial site east of Foothill Blvd. holds two main opportunities for development. New developments will be proposed in the Centennial Tower and Centennial Hall sites. The Centennial Tower is proposed to be demolished, and the Centennial Hall building has recently been demolished. The area has sufficient existing parking that has served large quantities of workers in recent decades. Past developments such as the Centennial Tower and Centennial Hall provided good blue prints for proper development types and intensities.

The Mervyns' site west of Foothill Blvd., containing the vacant Mervyns' Headquarters, is the greatest opportunity for new development. Demolishing the building is the largest constraint and will be necessary on a visual preference level. Opportunity lies upon the open space that will become completely vacant once demolition is complete. Sufficient parking is available through an existing on-site parking structure.



Figure 3.3.2 -
Key Developable Areas

3.4 OPPORTUNITIES AND CONSTRAINTS

Opportunities

- Central location within East Bay area, connecting well with I-580 and I-880
- Gateway into Hayward's Downtown
- Centennial Tower is vacant and underutilized
- Vacant site where the Centennial Tower
- Plaza Center contains successful existing businesses
- Existing parking structures (2) provide adequate parking supply
- Mervyns' Headquarters building is vacant and underutilized
- San Lorenzo Creek holds potential for pedestrian and bike paths
- Consistent architectural styles with Plaza Center Development

Constraints

- Centennial Tower is vacant and underutilized
- Mervyns' former headquarters building is vacant and underutilized
- Open parking lots result in underutilized space
- Foothill Boulevard traffic congestion during peak hours
- Existing Foothill corridor is used mostly by cars passing through
- Lacks variety of business types to stimulate economy

CHAPTER 4

CASE STUDIES

4.1 CASE STUDIES

Introduction

One of the most important parts of the design process is to study and analyze similar existing developments. Analyzing a physical development allows the design and development of a new project to be shaped according to successful design attributes. Success can be reached in several different areas such as project location, financial and development phasing, land use, and design quality.

In order to have a more firm idea about what this design intends to capture, five design qualities were selected that pose a great importance to creating a successful and attractive sense of place. To learn more about each quality, two case studies were performed. Within each case study, these five design characteristics were analyzed and tied together making logical sense of the development. The five qualities are as follows:

“Imageability is the quality that provides a unique and memorable feel to a place. Sites that represent a high imageability possess unique images within the site, creating a lasting impression in an individuals’ mind by capturing their attention and evoking feelings.” (Ewing, 2009) Examples of successful imageability are places such as Getty Museum in Los Angeles and the Golden Gate Bridge in San Francisco.

“Complexity refers to the visual richness of a place. The complexity of a place depends on the variety of the physical environment, specifically the numbers and kinds of buildings, architectural diversity and ornamentation, landscape elements, street furniture, signage and human activity.” (Ewing, 2009) Complexity is impacted by both imageability and linkage. By finding a balance between the two qualities, designers can create a lasting memory for site visitors.

“Linkage refers to the physical and visual connections from building to street. In addition, linkage deals with the ability to connect open space to buildings, buildings to buildings, and open space to open space. Longitudinal connections through a site include walkways, paths, streets and central gathering places.” (Ewing, 2009) Marked crossings help create a connection laterally across a street, unifying two otherwise disparate elements.

Sustainability refers to the level of impact the site has on surrounding environments. In addition, this refers to the ability of a site to supply what is required by residents to prevent longer trips to destinations such as stores and offices as well as incorporate existing historical buildings into current design implementation.

Accessibility incorporates the ability to access and navigate through a site from pedestrian, bike, public or automotive means of transportation. Easy access routes promote site use and create a more enjoyable experience for visitors and residents.

These five design qualities work simultaneously to create a successful project site. The goal of analyzing these qualities is so that the site will effectively represent all of the mention design qualities and transform Hayward’s City Center site into a vibrant and active pedestrian hub to serve members all across the East Bay region.

4.2 SANTANA ROW

Project Overview

Santana Row, located in the San Jose, California, is a fairly new greyfield development containing some of the city's finest shopping and consumer entertainment opportunities. This once underutilized area is now equipped with a wide variety of uses including rental townhomes, a hotel, movie theater, and shopping and dining sectors. The development is incorporated within a 43 acre site and utilizes a downtown feel through implementation of a 1,500 foot main street, allowing pedestrian activity to flourish. Future development to Santana Row consists of light rail transportation and bus services which the area currently lacks. (Verdon, 2004)

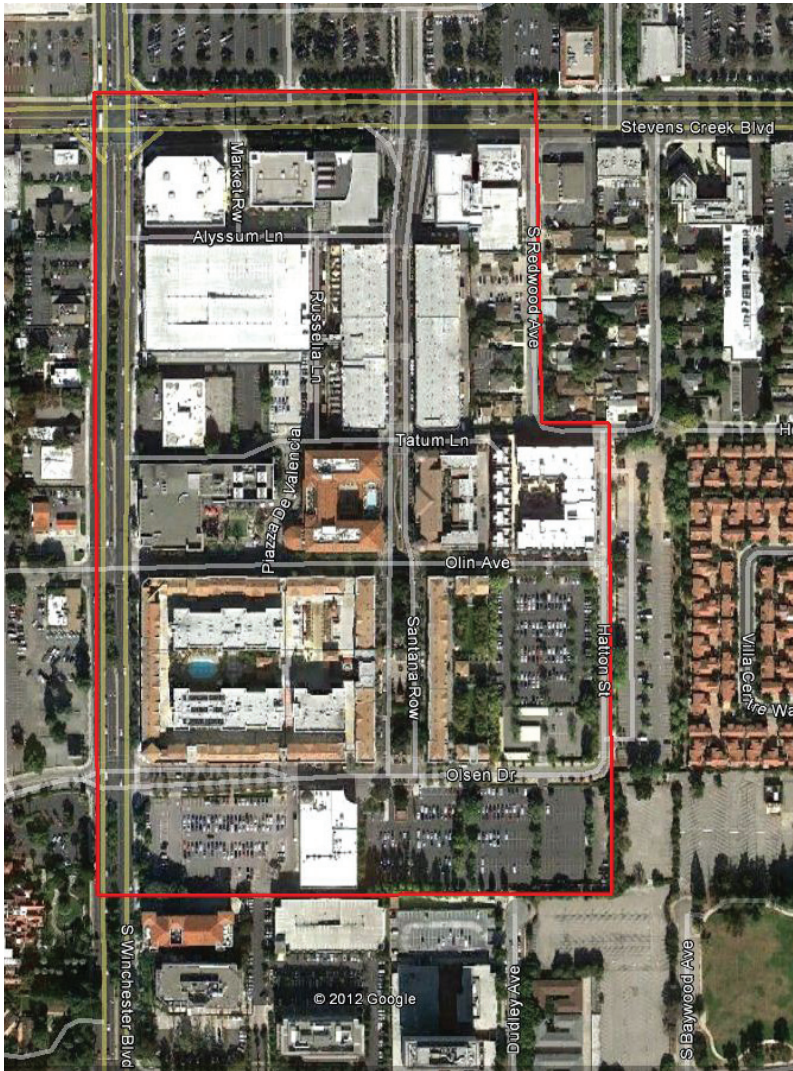


Figure 4.2.1 - Site Aerial of Santana Row (GoogleMaps)

Development of this particular site took place in the late 1990's and was completed in November of 2002. The developer, Federal Realty Investment Trust, paid \$42 million to obtain the parcels for the site. Construction of Phase I cost nearly \$300 million which included major actions including demolition of existing buildings and infrastructure improvements within the site and to seven surrounding intersections. The total development cost of the project is estimated at \$532 million.

Santana Row is located near two other shopping centers including San Jose's Downtown area and the Valley Fair Mall. These existing developments are quite successful and pose competition to Santana Row's future. With successful design attributes and exciting new shopping opportunities, Santana Row will compete for its share of economic success. (Verdon, 2004)

Figure 4.2.2 - Santana Row was completed by construction phasing which took place over several years. (Swenson, 2012)



4.2 SANTANA ROW

Imageability

Within this area the development for Santana Row has a wide variety of architectural styles that differ from each other, but also complement the project as a whole. The buildings viewed from the street have a stimulating display due to the exciting colors incorporated with the building façade. Buildings lining the street have hierarchal representation established in the heights of the building. Increasing building height represents a central attraction of the area.

In figure 4.2.3, building height continuously increases and the highest point signifies importance by leading pedestrians and consumers through a gateway into a small courtyard. Visitors of Santana Row will be intrigued by the 16 monumental ceramic mosaic fountains similar to the one shown in figure 4.2.3. (Verdon, 2004) Another unique aspect of Santana Row is the super-sized chess board, used by daily shoppers. These types of structures create a sense of place and allow users to quickly recollect a particular area.



Figure 4.2.3 - Building Hierarchy and gateways. (PJ Media, 2012)



Figure 4.2.4 - Super-sized Chess Board Game for pedestrian entertainment. (Keays, 2012)



Figure 4.2.5 - One of the several entrances offering an aesthetically pleasing gateway. ("Santana row," 2012)

4.2 SANTANA ROW

Linkage

The consistent vegetation patterns within the development demonstrate linkage, running continuously along Santana Row's main street, as shown in figure 4.2.6. The inner streets are aligned with the same species of trees linking one end of the project to the other or one side of the street to the other.

Architectural styles possessed by the buildings also provide connections to the site by unifying visual aesthetics. Consistent color palettes from building to building create structural linkages. The colors used on the Santana Row buildings are light, pleasing colors that create a soothing environment. Structural connections are made through the traditional grid layout offering pedestrians the opportunity to make visual connections from far distances.



Figure 4.2.6 - Santana Row's main street displays connections through similar vegetation patterns all along down the street as well as building scale and architecture. ("Santana row," 2012)

Complexity

The Santana Row Development is a complex project, mixing several different uses into one area, thus creating a mixed use development. The land uses present include residential housing, commercial retail, and professional offices. Planners and designers had to create an environment that was easily accessible, appropriate, and enjoyable to users of all kinds. Complexity can be seen in Figure 4.2.7 which displays an open space incorporating shop fronts with an outdoor courtyard using urban furniture and landscaping to provide a place for people to relax. Santana Row's streetscaping is also an element utilized to visually enhance the environment with vegetation of all sizes, mixed with street furniture to complement store patios and entrances.



Figure 4.2.7 - This open space courtyard is used for store fronts along with outdoor patios for restaurants and outdoor furniture for pedestrian lounging. (Shades of Green Architecture, 2012)

4.2 SANTANA ROW

Accessibility

Over the 43 acre span which the project is enclosed, accessibility to and from the site are quite exceptional. Santana Row is located in close proximity to Interstates 280 and 880 allowing regional access all along the East Bay. (GoogleMaps, 2012) Inside San Jose this development is cornered by two adjacent major arterial roadways – South Winchester Boulevard and Stevens Creek Boulevard.

Santana Row's buildings are laid out in the traditional grid pattern, allowing pedestrian and automobile users to easily navigate themselves throughout the area. Located on-site there are nearly 5,200 parking spaces provided by on-street parking and parking garages. (Verdon, 2004) Santana Row has implemented single lane narrow streets and wide sidewalks which slows automobile traffic and encourages pedestrian foot traffic. These streetscaping measures ensure the safety of Santana Row's pedestrians.



Figure 4.2.8 - Narrow Street View
(Jandames, 2012)



Figure 4.2.9 - Wide Sidewalks and Store Fronts
("Santana row ," 2012)

Sustainability

Santana Row promotes smart growth and sustainability, allowing limited automobile use and increased pedestrian hubs. Higher density developments in general promote "green" ways of living, offering a wide variety of services in a small and dense area thus creating a "one-stop shop" environment. (Verdon, 2004)

In proposed plans for the project, Santana Row has high hopes of implementing a light rail system that will run directly through the project, encouraging users to limit automobile use to and from the area. Plans for the city's bus transportation system are in the works of improving circulation to the Santana Row area. ("San jose: Public," 2012)

4.3 MIZNER PARK

Project Overview

Mizner Park is a mixed-use development located in Boca Raton, Florida. This seaside development resides in a primarily residential area of the city, and provides the region with various types of retail shops, entertainment, professional offices, and housing units. Established in 1991, this 28 acre center has attracted all types of users and serves as Boca Raton's Downtown center. Located adjacent to major arterial roadways Palm Beach County Road 798 and US Route 1, this development is in prime location for user accessibility. Development consists of 236,000 square feet of retail and 262,000 square feet of professional office space. Residential units are located on-top of retail and office developments and account for 272,000 square feet of the total developed space. ("Mizner park," 1993)

Occupied by the Boca Raton Mall, this once brownfield site had 420,000 square feet of commercial retail that suffered from high vacancy rates. After being deemed a failure Crocker and Company, a successful developer in the Florida region obtained a partial amount of the property while the City of Boca Raton obtained the remaining portion. Through joint agreements the City of Boca Raton and Crocker and Company developed the site totaling \$ 59,500,000 in development costs. Unlike other large scale projects this project's main substance was built in one initial construction phase, adding small segments in later years. ("Mizner park," 1993)



Figure 4.3.1 - Mizner Park Site Aerial (GoogleMaps)

4.3 MIZNER PARK

Imageability

Boca Raton, Florida is located along the East Coast and holds a unique seaside presence. Mizner Park is laid out in a traditional town-center configuration that allows central monuments to take bold presence. Located in the center of the development is a large water fountain that serves as the center focal point. Along with this fountain there are several more fountains that extend down the wide median region along the main street. In addition to the fountains, two gazebos are present alongside each side of the center fountain. In figure 4.3.2 - 4 these monumental elements are displayed. To the northern end of the development, a tall clock tower fills the sky serving as landmark and unique symbol of the development.



Figure 4.3.2 - Mizner Park Center Water Fountain (Zelkowitz, 2012)



Figure 4.3.3 - Central Gazebos (Zelkowitz, 2012)



Figure 4.3.4 - Clock Tower ("Mizner park clock," 2012)

4.3 MIZNER PARK

Complexity

Mizner Park's land uses display a great deal of complexity with uses including residential, commercial retail, professional offices, entertainment, and open space. The mix of uses incorporate residential housing over commercial retail shops thus making the buildings more dense. This 28 acre is a fairly small location to hold such uses making the development very diverse and dense. ("Mizner park," 1993) The physical makeup of the development is very plain and predictable. Everything north and south of the center fountain is identical, all the way down to identical building footprints. Although Mizner Park is an upscale development center, it still lacks architectural complexity. Mizner Park is very uniform and symmetrical.

Linkage

Linkage patterns within Mizner Park range from landscaping to architectural styles of the buildings. Mizner Park is developed around one linear street way stretching over 1,300 feet. (GoogleMaps, 2012) Along this street stand palm trees from beginning to end on both sides of the street including the median. These mature palm trees connect both ends of the development and present a unifying appearance. Mizner Park's buildings are all architecturally consistent and possess the exact same color scheme throughout the development. The building colors contain several different variations of beige while the landscaping, street furniture, and infrastructure contain greens and blues.



Figure 4.3.5 - Consistent Vegetation and Building Types and Colors (Doss, 2012)



Figure 4.3.6 - A uniform look stretches across the length of the street connecting one end to another. (Environmental Protection Agency, 2012)

4.3 MIZNER PARK

Accessibility

Located adjacent to major arterial roadways – Palm Beach County Road 798 and US Route 1 – this development is in prime location for user accessibility. (GoogleMaps, 2012) On a smaller scale, Mizner Park is accessible by eight entrances and exits which incorporate collector roads. Within the development there is one main entrance which then cross intersects with a one-way street. On the opposite side of the center median is the other street moving in the opposite direction. Figure 4.3.7 clearly exemplifies this configuration.

Large quantities of parking are needed for the development's specific uses requiring planners to provide nearly 2,400 on-site parking spaces. ("Mizner park," 1993) Parking is provided through on-street stall as well as parking garages located at each corner of the development. Pedestrian access is offered through wide sidewalks and a large median like center piece that provides vegetation, furniture, and peace of mind.



Figure 4.3.7 - Wide One Lane Streets with Bulb Outs and Wide Sidewalks
("Mizner park," 2012)

Sustainability

Mizner Park is an all in one package, providing users of the development with a variety of different consumer opportunities. Dense mixed use developments exemplify principles of smart growth by reducing the traffic and promoting users to walk and shop rather than drive, shop, and repeat. Mizner Park really serves as a small village within a city.

CHAPTER 5

CITY CENTER VISIONING

5.1 VISIONING

Vision Statement

Downtown Hayward's City Center will be a safe, lively, and distinguishable gateway development for professional offices, entertainment, shopping and dining. The City Center will provide a wide range of uses producing economic vitality while creating a sense of place for Hayward residents.

Hayward is the "Heart of the Bay" while the City Center will serve as the Heart of Downtown.

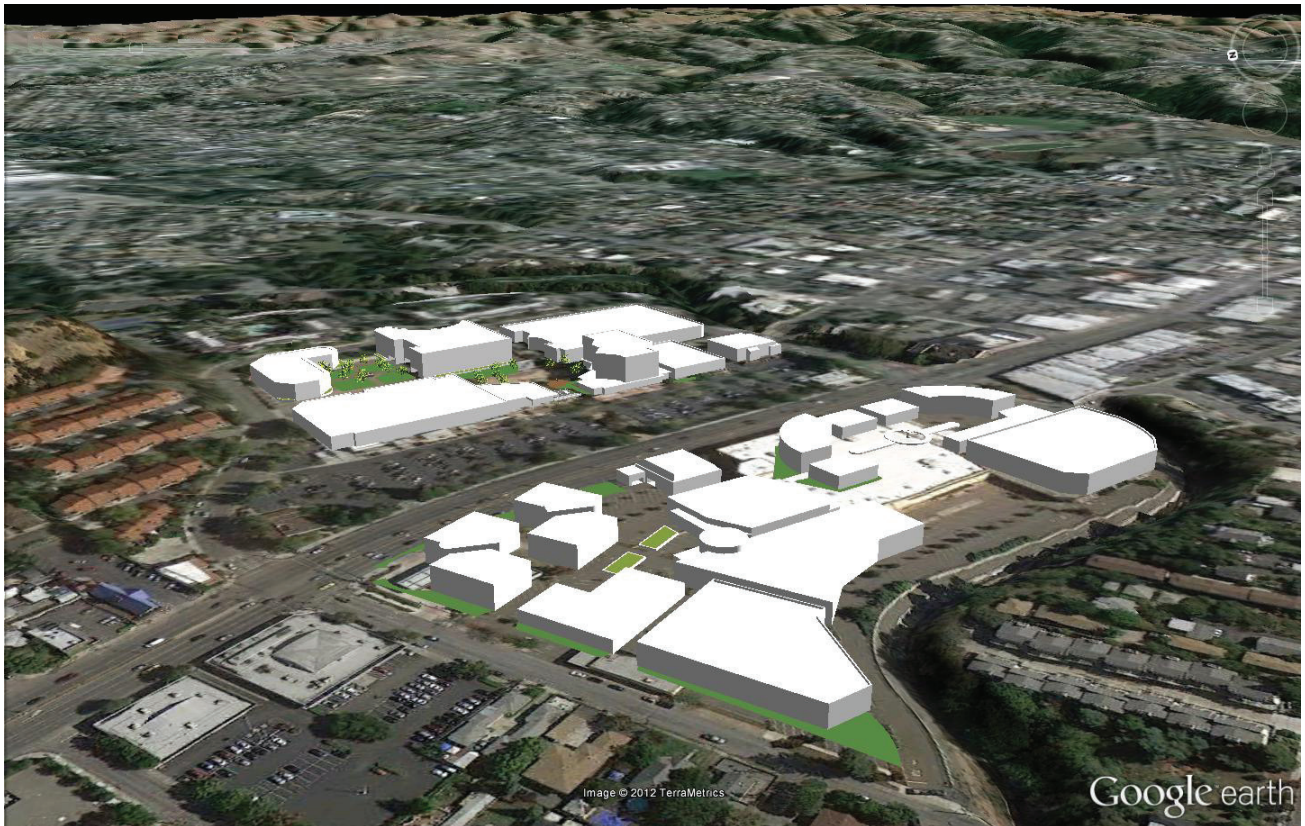


Figure 5.1.1 - City Center Oblique

5.2 VISUAL PREFERENCE SURVEY

Visual Preference Survey

On December 3th, 2011, City and Regional Planning undergraduate students from Cal Poly San Luis Obispo conducted a public workshop in conjunction with city planning staff. The overall purpose of the workshop was to receive public input from community members of Hayward. Approximately 30 community members and public figures attended the workshop. The students introduced four opportunities sites, the City Center being one of them, and also conducted a Visual Preference Survey. These types of surveys use existing imagery and photos to conceptualize and display possible types of future development. Five categories of development types were captured including: gateways, mixed-uses, residential buildings, streetscapes & signage, and open space. The community responded positively to additional streetscaping, with the possibility of an enhanced gateway leading into Downtown Hayward. Future residential developments were preferred to include single family detached and also townhomes with limited front yard space. Creation of new open space included linear parks and a variety of vegetation within Downtown. The categories and images listed below were analyzed during the public workshop and most valued throughout a majority of images. The following images were retrieved from Cal Poly's City and Regional Planning Senior Design Lab Studio.

Gateways



Image #1 (Cal Poly, Senior Design Studio)

The community responded positively to the idea of gateways. They wanted to create distinct features near major intersections which indicate to travelers that they are entering Downtown. (CalPoly, 2011)



Image #2
(Cal Poly, Senior Design Studio)

5.2 VISUAL PREFERENCE SURVEY

Mixed-Uses



(Cal Poly, Senior Design Studio)

Community members would like to see a variety of mixed-uses in Downtown that include commercial, retail and residential development. They want to reserve and improve existing pedestrian friendliness and walkability. (CalPoly, 2011)



(Cal Poly, Senior Design Studio)

Residential Housing



(Cal Poly, Senior Design Studio)

The community preferred single family attached housing and townhomes with limited front yard space. The design which received the most votes featured front porches and doors oriented towards the street. (CalPoly, 2011)



(Cal Poly, Senior Design Studio)

5.2 VISUAL PREFERENCE SURVEY

Streetscapes



(Cal Poly, Senior Design Studio)

The community responded positively to an open streetscape and visible signage. They liked streetscaping similar to B Street with wide sidewalks, landscaping, and outdoor seating. A common problem expressed by the public was the lack of street signage. (CalPoly, 2011)



(Cal Poly, Senior Design Studio)

Parks & Open Space



(Cal Poly, Senior Design Studio)

The community preferred a linear park and variety of vegetation in the open space in Downtown Hayward. They also preferred outdoor seating in parks and open space. (CalPoly, 2011)



(Cal Poly, Senior Design Studio)

5.3 DESIGN GOALS AND CONCEPTS

Vitality and Land Use

Offer diverse economic activities and mixed use developments.

Objectives

Arrange the uses in a way that balances and meets the immediate area's needs, while complementing the surrounding area.

Utilize the City Center's overall space, while intensifying the developments uses.

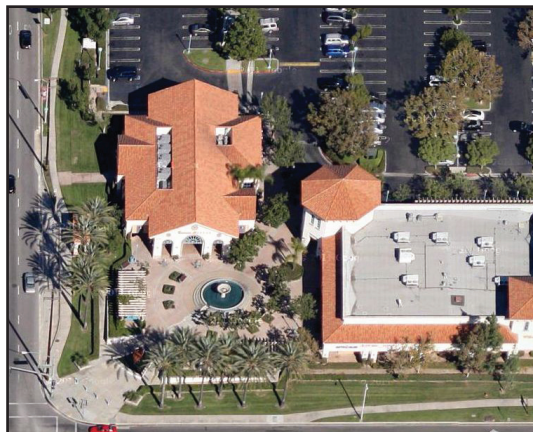
Design Concepts



A mix of uses will ensure success throughout the City Center and will attract new users. (Fuggetta , 2012)



Monuments and landscaped entrances will improve the visual quality of the area while attracting Hayward residents. (Guido , 2012)



Retail developments should be placed close to the street while buffered with vegetation. (GoogleMaps)



Open plaza type developments will give users a sense of place when shopping for consumer products. (Walsom, 2012)

5.3 DESIGN GOALS AND CONCEPTS

Circulation and Linkage

Offer a comfortable pedestrian environment in relation to improved transportation access.

Objectives

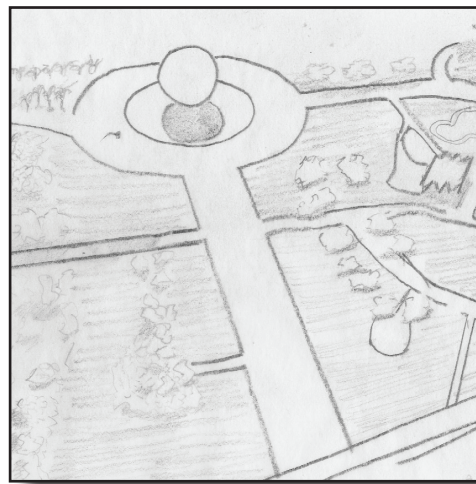
Create safe and convenient pedestrian and vehicular access to and from the City Center.

Enhance and improve the physical connections between the City Center and surrounding areas within Downtown.

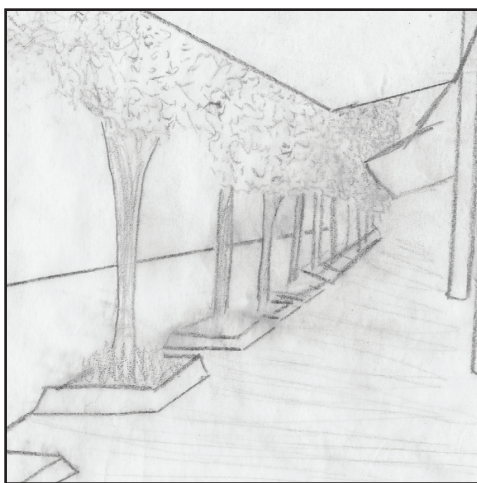
Design Concepts



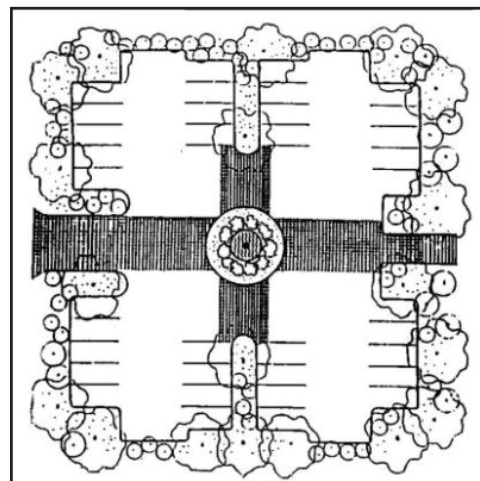
Street fronts should incorporate landscaped edges with lining trees. ("Commercial landscaping," 2012)



Clear cut paths will allow easy access and linkage between one place and another.



Trees lining helps one end of development and another stay consistent.



Special paving patterns can influence pedestrian walkways and visual enhance areas. ("Pedestrian pathways," 2012)

5.3 DESIGN GOALS AND CONCEPTS

Scale and Imageability

Create a unique urban area that fosters visual vitality and complements the historic character of Hayward's Downtown.

Objectives

Create a sense of imageability through decreasing street front setbacks and creating multistory buildings to increase enclosures.

Enhance visuals though increasing transparency of the street front properties, while revitalizing the urban form of the area.

Design Concepts



Buildings should be scaled appropriately to make pedestrians and shoppers feel safe. ("Santana row ," 2012)



Vegetation patterns can always visually enhance a shop's front. Retrieved from amgencorp.com



Unique architecture and lighting will create a lasting image for people using shopping. ("Metro pointe," 2009)



Development should be introduced by intriguing entrances, such as circular plazas. ("Office buildings," 2012)

5.3 DESIGN GOALS AND CONCEPTS

Streetscape and Public Places

Enhance areas for public gatherings along with pedestrian amenities to promote vibrant street activities.

Objectives

Widen sidewalks to promote pedestrian safety and public space.

Enhance the city's streetscape through promoting street front cafes and urban furniture.

Design Concepts



Enclosed areas of development are crucial to serve as open plaza areas for users to relax. ("Metro pointe," 2009)



Open pathways can serve areas similar to San Lorenzo Creek walk bordering the City Center.
(Cal Poly, Senior Design Studio)



Streetscaping should incorporate designated bike lines to support clean modes of transportation.
(Cal Poly, Senior Design Studio)



The City Center business complex should have a centrally located plaza for worker interactions and relaxation.
("Office park plaza," 2012)

5.4 CONCEPTUAL PLANS

City Center Site #1 (Mervyns' Project Site)

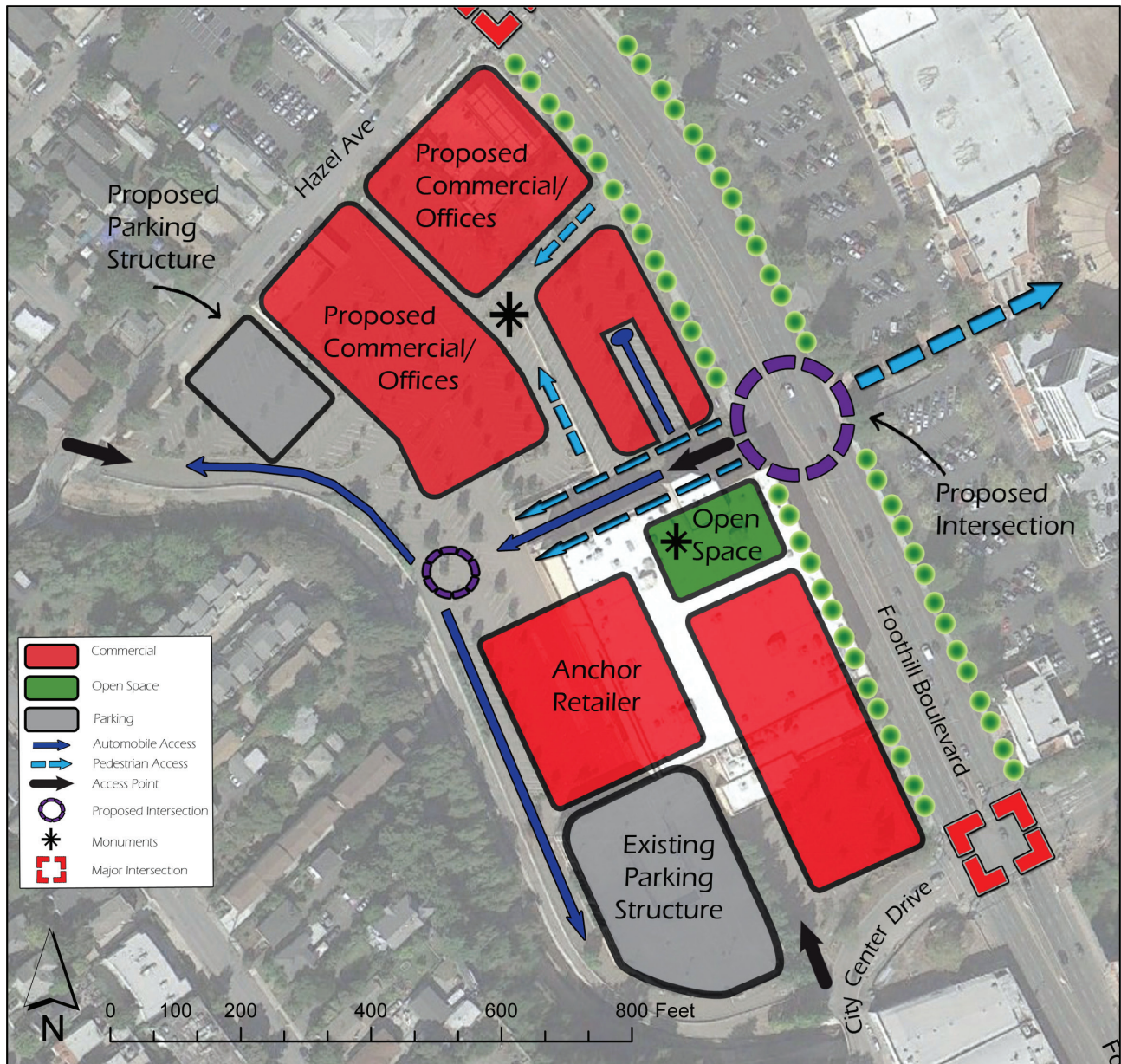


Figure 5.4.1 - Existing Mervyns' Headquarters Site

The western portion of the City Center project site is highly underutilized and holds endless economic potential for Downtown Hayward. Higher intensity commercial development will best suit this environment and provide new entertainment and shopping for Eastbay residents. A proposed intersection is placed in between the intersections Foothill/Hazel and Foothill/City Center Drive. At this location, monumental aspects of new development can be displayed in order to intrigue new shoppers and users. New buildings will be brought to the street fronts to enclose pedestrians and fully utilize the site's large size. Within the development, a new access road will be separating the north and south ends of the site and will allow easier access to parking structures. The existing parking structure previously served the Mervyns' Headquarters while a second structure has been proposed at the northern end to support additional commercial uses. Commercial and office uses will influence public places while bringing economic activity to a much depleted part of Downtown.

5.4 CONCEPTUAL PLANS

City Center Site #2 (Centennial Project Site)

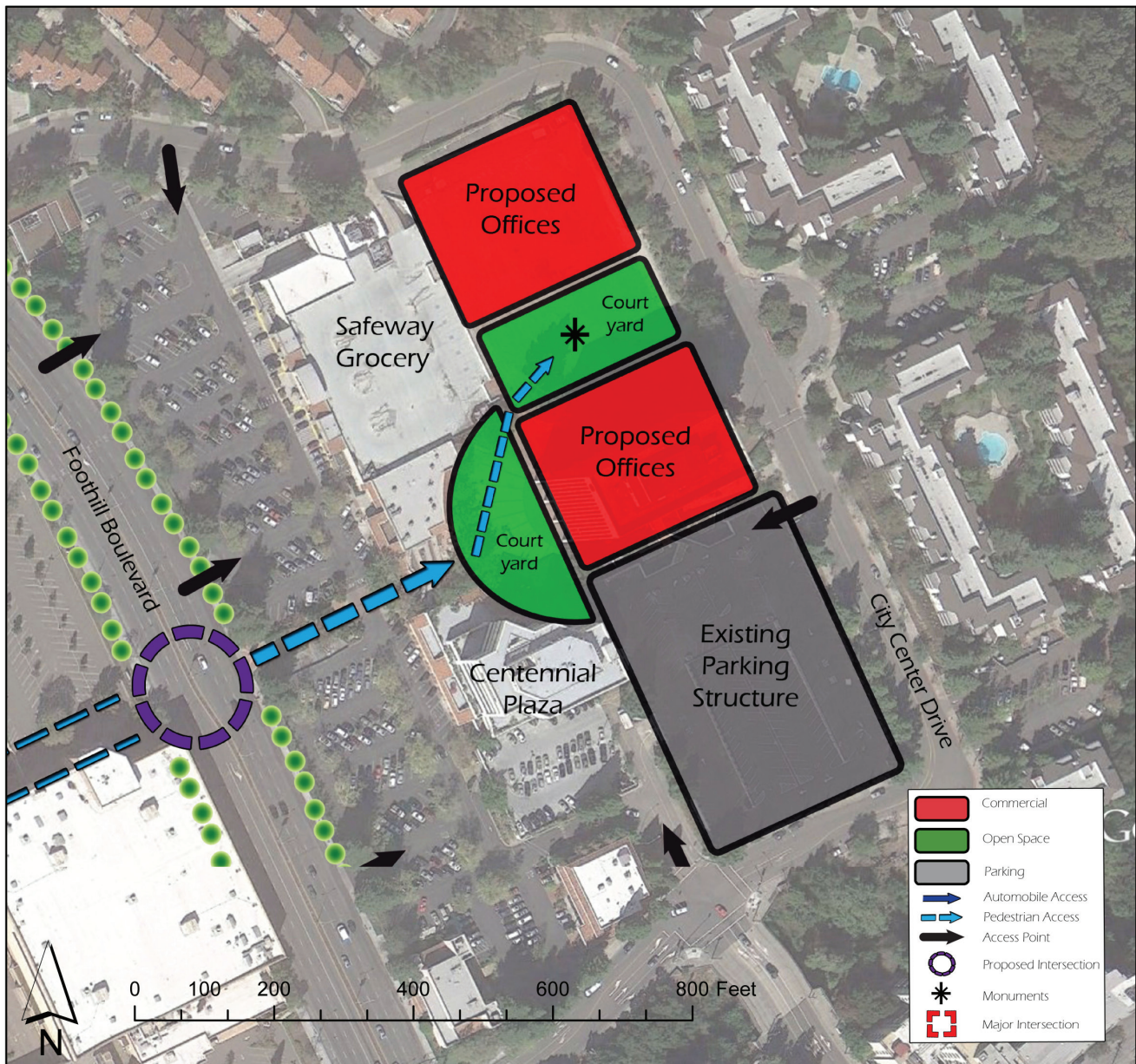


Figure 5.4.2 - Existing Centennial Tower Site

The eastern portion of the City Center project site, similar to the western portion, is highly underutilized and in past decades has served as a downtown business center. The new vision for this site will incorporate similar uses in the past while utilizing the limited space much more efficiently. New development will initially require demolition of the existing eleven (11) story Centennial Tower. Demolition of this abandoned building will result in 3.6 acres of vacant land to be developed upon. Proposed land uses will bring new businesses into the City of Hayward while rejuvenating past failures. Commercial offices are being proposed in this developable area to supplement surrounding uses inside the Centennial Plaza. The existing three (3) story parking structure, once serving the Centennial Tower, will now serve the new development along the back side of City Center Drive. New office buildings shall be arranged in a way that encloses workers, giving them the feeling of a business park. An open plaza will be located centrally between office buildings, giving workers aesthetically pleasing visuals. Existing and proposed pedestrian pathways will connect Foothill to the miniature office park.

CHAPTER 6

DESIGN PROPOSAL

6.1 DESIGN PROPOSAL OVERVIEW

The purpose of this design proposal is to stimulate the local Hayward economy by attracting new users to the site through expansion of commercial and offices uses. The City Center site totals 26.17 acres of existing developed land; and following a thorough site analysis the design focuses on developing 17.95 acres of the site. The remaining 8.22 acres of commercial development were found to be beneficial to the site and are not subject to physical change. These remaining features include Safeway Grocery, Centennial Plaza, Chase Bank, US Bank, and an Alameda County office building. The focal point of the design will be a mini office park located in the old Centennial Tower site, and a regional commercial/office center located in the existing Mervyns' site.

New commercial and professional office buildings will provide Hayward and Eastbay residents with new entertainment and shopping experiences. Building intensities will be increased, in relation to surrounding commercial developments, in order to serve a larger population. Commercial uses are being proposed in these two adjacent sites due to the lack of economic vitality that exists within Downtown Hayward. Along with the desolate feeling of Downtown Hayward, social conditions consist of mainly passing automobiles commuting from one end of the Eastbay to the other. The main goal of this proposal is to create a sense of place within the Downtown area while stimulating the local economy.



Figure 6.1.1 -
Developable
Areas

6.2 DESIGN CHARACTERISTICS

Mervyns' Project Site (12.01 Acres)

Land Use

The Mervyns project site will remain under the City's current land use designation: Central City – Retail/Office Commercial (CC-ROC). Further land use specifics can be found in Section 3.2 Existing Conditions – Land Use. The Zoning Ordinance affecting these parcels will also remain as the existing zoning designated as Central City – Commercial (CC-C). Requirements of are found in Section 3.2 Existing Conditions – Zoning Ordinance. The three existing structures currently on-site are a corner gas station, Mervyns' vacant headquarters building, and the parking structure which supplemented Mervyns' parking requirements. The proposal will only incorporate the four story parking structure into the new development proposal. A total of twelve new commercial/office buildings have been proposed to create a new downtown development that will provide new entertainment and shopping to Eastbay residents. Office buildings are incorporated into the design offering businesses a great location to provide professional work to the Bay Area. The total net floor area captured by the twelve (12) buildings result in 280,900 square feet.

Circulation

Three roadways provide access to the site including Foothill Blvd, City Center Drive, and Hazel Avenue. Each one of these streets provides one access point entering and exiting the site. A small street has been proposed within the site to allow automobiles easy access to parking structures located away from Foothill Blvd's street front to ensure positive aesthetics. To mitigate further traffic congestion along Foothill Boulevard a turning bay shall be implemented for automobiles turning right into the site. The existing Mervyns' parking structure (P3) provides 620 parking stalls. A new three story parking structure (P1) located adjacent to the western end of Hazel Ave. shall provide 354 parking stalls. The last source of parking is a surfaced lot (P2), providing 123 parking stalls. The three designated parking areas provide a total of 1097 parking stalls. The city's Central City-Commercial zoning ordinance requires one parking stall per every 250 feet of net floor area. The proposed building square footage will require 1123 parking stalls.

Site Design

The design for this site incorporates an envisioned sense of place that Downtown Hayward currently lacks. Commercial and office buildings have been strategically placed in a certain way to create open plazas for shoppers and workers to feel safe while enjoying activities most desirable in any city's downtown. Building intensities have been increased to heights up to 40 feet giving community members and site users a defined sense of being in a new and exciting place. Building fronts are in close proximity to parcel boundaries, but healthy setbacks are present giving pedestrians and shoppers a sense of safety while nearing Foothill Boulevard. Open space areas have been placed at both corners of the site, providing the opportunity of placing monumental features such as signage, fountains, or statues. Buildings 1, 2, 8, and 11 are proposed to have multiple floors (2 to 3) signifying hierarchy within the downtown area. The varying building elevations will also define the starting and stopping point of the City Center site to automobilists and pedestrians traveling along Foothill Boulevard. Architectural styles shall stay consistent on both sites of the City Center (Mervyns' and Centennial), providing linkage within the development. Parking lots and structures are located in the back of the site to hide unpleasant views of automobiles promoting the visual qualities of the street front buildings.

Mervyns Site Plan****

Refer to Site plan PDFs

Figure 6.2.1 - Mervyns' Site Plan

6.2 DESIGN CHARACTERISTICS

Centennial Project Site (5.94 Acres)

Land Use

The Centennial project site requires a land use change, ultimately resulting in an amendment to the City's General Plan. The current land use is designated as Public and Quasi-Public (POP), previously serving Downtown with City Hall (Centennial Tower) as well as the Centennial Convention Center – both public functions. The land use shall be designated to Central City – Retail/Office Commercial (CC-ROC) in order to stay consistent proposed commercial functions. The Zoning Ordinance affecting these parcels will remain as the existing zoning designated as Central City – Commercial (CC-C). Characteristics and requirements of these land uses and zoning designations are found in Section 3.2 – Existing Conditions. The Centennial site proposal incorporates a majority of the existing buildings into the design. These buildings are occupied by businesses such as Safeway Grocery, Chase Bank, and US Bank. This portion of the site is located adjacent to Foothill Blvd. The 5.94 acre site proposed to be newly developed is located on the eastern edge of the site along City Center Drive. Two (2) new buildings are proposed to fulfill this site totaling 194,000 square feet of office space. The existing parking structure will remain to serve new commercial uses.

Circulation

Two roadways provide access to the site which includes Foothill Blvd and City Center Drive. Foothill Blvd and City Center Drive both provide three access points, totaling six access points enabling automobilists to enter and exit the site. No major roadways are proposed to affect the site. Improved pedestrian pathways are located from central Foothill Blvd leading into the new development to as well as the existing parking structure. The parking structure (P1) provides the site with 325 parking stalls. According the City's Municipal Code, Article 2 - Off Street Parking provides Central City – Plaza District with parking exceptions. "Additional off-street parking spaces shall not be required for construction of new buildings for commercial uses located on the ground floor in the Central City-Plaza District. Off-street parking spaces shall not be required for construction of new buildings of similar area which replace demolished or damaged buildings within 6 months that were located all or partially in the Central City-Plaza District." ("Municipal code -," 2012) The proposed uses and building square footages shall require approximately 778 parking stalls.

Site Design

The design for this site was inspired by the concepts of office parks. The area without the parking structure only totals 3.60 acres. With this fact in mind the two new buildings are positioned in a certain way to reach appropriate scales and while enclosing the area to provide a safe and friendly office park environment. Pedestrian access is achievable through nearly all sides of the development by clear cut paths leading to public places. The "mini" office park setting has an outdoor plaza area for business workers and pedestrians to lounge, ultimately creating a park atmosphere.

Centennial Site Plan****

Refer to Site plan PDFs

Figure 6.2.2 - Centennial Site Plan

6.3 ILLUSTRATIONS

Mervyns' Project Site (12.01 Acres)



Figure 6.3.1 - Mervyns' Site Plan Oblique

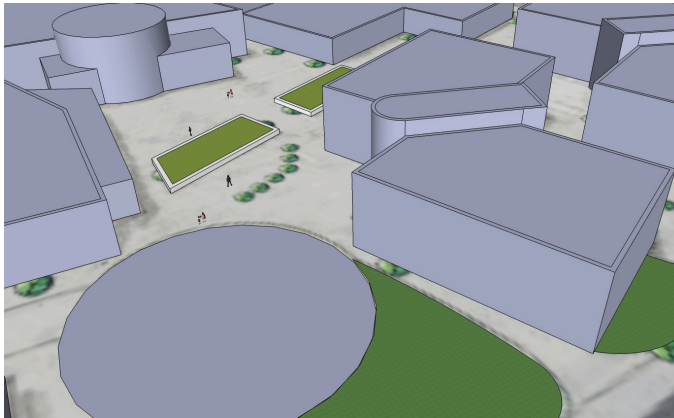


Figure 6.3.2 - New open shopping plaza that offers new commercial activities, allowing Hayward shoppers to relax and enjoy a nice day outside.

Figure 6.3.3 - The southern end of the commercial center also influences outdoor shopping while accompanied by monumental aspects such as a large central fountain.



6.3 ILLUSTRATIONS

Centennial Project Site (5.94 Acres)



Figure 6.3.4 - Centennial Site Plan Oblique



Figure 6.3.5 - New open shopping plaza that offers new commercial activities, allowing Hayward shoppers to relax and enjoy a nice day outside.

Figure 6.3.6 - The southern end of the commercial center also influences outdoor shopping while accompanied by monumental aspects such as a large central fountain.



Sources

- A short history of hayward. (2012). Retrieved from http://www.haywardareahistory.org/sup/docs/A_Short_History_of_Hayward.pdf
- Alameda-Contra Costa Transit. AC Transit Website. (2011). Retrieved Oct. 20, from <http://www.actransit.org/>
- CalPoly. (2011). Visual preference survey. San Luis Obispo, CA:
- City of Hayward. (2002, March). Conservation and environmental protection . Retrieved from http://www.hayward-ca.gov/CITY-GOVERNMENT/documents/generalplan/Cover-Table_of_Contents_Preface.pdf
- City of Hayward. (Producer). (2012). Hayward gis data. [Web Map]. Retrieved from <http://www.ci.hayward.ca.us/CITY-GOVERNMENT/DEPARTMENTS/TECHNOLOGY-SERVICES/index.shtm?tab=1>
- City of Hayward General plan. (2002). Circulation Element. Retrieved Oct. 4, 2012 from http://www.hayward-ca.gov/about/generalplan/Cover-Table_of_Contents_Preface.pdf
- City of Hayward. Master Bicycle Plan. (2007). Retrieved Oct. 17, 2012 From <http://www.hayward-ca.gov/forums/MBCSP/pdf/2011/plan/Chapter%201%20-%20Introduction.pdf>
- City of Hayward. Route 238 corridor improvement project mini loop concept (2009). Retrieved Nov. 10, 2012 from <http://www.hayward-ca.gov/CITY-GOVERNMENT/CITY-COUNCIL-MEETINGS/rp/2005/rp030105-04%20Exhibit%20A.pdf>
- City of Hayward Redevelopment Agency. (1992, July 7). Downtown hayward design plan. Retrieved from http://www.hayward-ca.gov/departments/ced/documents/planning/Downtown_Hayward_Design_Plan.pdf
- Department of Homeland Security, Federal Emergency Management Agency. (2012). 100 year flood zone. Retrieved from website: <http://www.fema.gov/>
- Development Services, Planning Department. (2012).Municipal code - off street parking regulations. Retrieved from website: <http://www.hayward-ca.gov/CITY-GOVERNMENT/DEPARTMENTS/CITY-CLERK/MUNICIPAL-CODE/Off-StreetParking.pdf>
- Development Services, Planning Department, (n.d.). Zoning ordinance. Retrieved from website: [http:// www.hayward-ca.gov/CITY-GOVERNMENT/DEPARTMENTS/CITY-CLERK/ZONING/sec_10-1.1520_central_city-commercial.pdf](http://www.hayward-ca.gov/CITY-GOVERNMENT/DEPARTMENTS/CITY-CLERK/ZONING/sec_10-1.1520_central_city-commercial.pdf)
- Dua, P. (2007, March 20). Capmark acquires mervyns' corporate hq for \$60m. CoStar Group. Retrieved from [http://www.costar.com/News/Article/Capmark-Acquires-Mervyns-Corporate-HQ-for-\\$60M/87864](http://www.costar.com/News/Article/Capmark-Acquires-Mervyns-Corporate-HQ-for-$60M/87864)

BIBLIOGRAPHY

Ewing, (2009). Measuring the unmeasurable: Urban design qualities related to walkability. *Journal of Urban Design*, 14(1), 65-84.

Google Maps. (2012). Retrieved from <http://maps.google.com/>

LaGro, J. (2008). *Site analysis - a contextual approach to sustainable land planning and site design*. (2nd ed.). Hoboken, New Jersey: John Wiley & Sons, Inc.

Mizner park. (1993, April). *ULI Development Case Studies*, 22(8), Retrieved from <http://casestudies.uli.org/CSFrameset.aspx?i=C022008>

Planning Department, (2002). General plan. Retrieved from website: <http://www.hayward-ca.gov/CITY-GOVERNMENT/generalplan.shtml>

Rosen, A. City of Hayward, (2009). Route 238 bypass land use study deir. Retrieved from website: [http://www.ci.hayward.ca.us/CITY-GOVERNMENT/SPECIAL-PROJECTS-&-STUDIES/238blus/pdf/2009/DEIR/5-238 Study Area Draft EIR-Appendix-NoiseReport.pdf](http://www.ci.hayward.ca.us/CITY-GOVERNMENT/SPECIAL-PROJECTS-&-STUDIES/238blus/pdf/2009/DEIR/5-238%20Study%20Area%20Draft%20EIR-Appendix-NoiseReport.pdf)

San jose: Public transportation. (2012). Trip Advisor. Retrieved from <http://www.tripadvisor.com/Travel-g33020-s303/San-Jose:California:Public.Transportation.html>

Stokes, B. (2012, April 06). Hayward mervyns' headquarters possible upscale housing locale. Retrieved from <http://www.chamberofcommerce.com/los-angeles-ca/hayward-mervyns-headquarters-possible-upscale-housing-533/>

US Department of Commerce, Census Bureau. (2010). City of hayward. Retrieved from website: <http://quickfacts.census.gov/qfd/states/06/0633000.html>

Verdon, D. (2004, October). Santana row. *ULI Development Case Studies*, 34(24), Retrieved from <http://casestudies.uli.org/CSFrameset.aspx?i=C034024>

Web soil survey. (2012). Retrieved from <http://websoilsurvey.nrcs.usda.gov/app/WebSoilSurvey.aspx>

Weather channel - hayward. (2012). Retrieved from <http://www.weather.com/weather/wxclimatology/monthly/graph/USCA0470>

Wikipedia. (2012). City of Hayward. Retrieved from http://en.wikipedia.org/wiki/Hayward,_California

Images Sources

- (2009). Metro pointe. (2009). [Web Photo]. Retrieved from http://www.yelp.com/biz_photos/metro-pointe-at-south-coast-costa-mesa?select=iQIYOC_9BzsXNe8W5Bz5ww
- (2012). Cal state east bay. (2012). [Web Photo]. Retrieved from <http://www20.csueastbay.edu/csci/departments/psychology/index.html>
- (2012). Commercial landscaping. (2012). [Web Photo]. Retrieved from <http://www.greenlandscaping.com/commercial-landscaping.html>
- (2012). Mizner park. (2012). [Web Photo]. Retrieved from <http://www.ephttp://blog.zingnightlife.com/?p=225a.gov/smartgrowth/case/img/mizner03.jpg>
- (2012). Mizner park clock tower. (2012). [Web Photo]. Retrieved from http://commons.wikimedia.org/wiki/File:Mizner_Park_Boca_June_2010_clock_tower_2.jpg
- (2012). Office buildings. (2012). [Web Photo]. Retrieved from <http://redchalksketch.wordpress.com/2011/10/>
- (2012). Office park plaza. (2012). [Web Photo]. Retrieved from <http://www.skyscrapercity.com/showthread.php?t=570967>
- (2012). Pedestrian pathways. (2012). [Web Photo]. Retrieved from <http://www.rctlma.org/genplan/content/appendix/appendixj.html>
- (2012). Santana row . (2012). [Web Photo]. Retrieved from http://www.lovetoeatandtravel.com/site/sfbay/sobay/restaurants_san_jose.htm
- (2012). Santana row . (2012). [Web Photo]. Retrieved from http://www.barhttp://www.siliconvalleylofts.com/Santana_Row/The_Villas,_Santana_Row.htmrmyswensonbuilder.com/santana-row-construction-september-pictures/
- (2012). Santana row . (2012). [Web Photo]. Retrieved from http://www.everyaptmapped.com/apartments/san_jose,california,ca/santana_row.html
- (2012). Santana row . (2012). [Web Photo]. Retrieved from <http://www.trulia.com/property/3097623250-334-Santana-Row-346-San-Jose-CA-95128>
- Alex. (Photographer). (2012). City center building. [Web Photo]. Retrieved from http://en.wikipedia.org/wiki/City_Center_Building
- Bonacin, A. (Photographer). (2012). Sunol peak. [Web Photo]. Retrieved from <http://www.panoramio.com/photo/53384624>

Cal Poly City and Regional Planning Senior Design Studio. (Producer). (2011-2012). Visual preference survey. [Web Photo]. Retrieved from Unknown Internet Source

Doss, L. (Photographer). (2012). Mizner park. [Web Photo]. Retrieved from http://blogs.browardpalmbeach.com/cleanplatecharlie/2012/09/tastemakers_progressive_pairin.php

Environmental Protection Agency. (Photographer). (2012). Mizner park. [Web Photo]. Retrieved from <http://www.epa.gov/smartgrowth/case/img/mizner03.jpg>

Fuggetta, E. (Photographer). (2012). Mixed use development concepts. [Web Photo]. Retrieved from http://www.oregonlive.com/happy-valley/index.ssf/2012/04/happy_valley_approves_zoning_f.html

Google Maps. (2012). Retrieved from <http://maps.google.com/>

Guido, J. (Photographer). (2012). Metro pointe. [Web Photo]. Retrieved from <http://www.prweb.com/releases/2010/09/prweb4475044.htm>

Jandames, J. (Photographer). (2012). Santana row. [Web Photo]. Retrieved from <http://www.gogobot.com/santana-row-san-jose-attraction>

Jasper, D. (Photographer). (2012). Hayward city hall. [Web Photo]. Retrieved from <http://corp.sonic.net/ceo/2009/12/29/hayward/>

Keays, M. (Photographer). (2012). Santana row chess board. [Web Photo]. Retrieved from http://www.flickr.com/photos/maria_keays/2701576441/

PJ Media. (Photographer). (2012). Santana row. [Web Photo]. Retrieved from <http://www.pjmedia.com/lifestyle/2011/10/14/san-joses-santana-row-the-future-of-shopping/barhttp://www.siliconvalleylofts.com/SantanaRow/TheVillas,SantanaRow.htm>

Shades of Green Architecture. (Photographer). (2012). Santana row. [Web Photo]. Retrieved from <http://www.shadesofgreenla.com/project.php?proj=santana>

Swenson, B. (Photographer). (2012). Santana row construction. [Web Photo]. Retrieved from <http://www.barryswensonbuilder.com/santana-row-construction-september-pictures/>

Thomas, C. (Photographer). (2012). Mervyns headquarters. [Web Photo]. Retrieved from <http://thepioneeronline.com/news/2012/09/residents-anxious-over-plans-to-redevelop-former-mervyns-headquarters/>

Walsom, J. (Photographer). (2012). Commercial and retail. [Web Photo]. Retrieved from <http://www.walsom.com/>

Zelkowitz, N. (Photographer). (2012). Mizner park. [Web Photo]. Retrieved from <http://www.city-data.com/picfiles/picc26410.php>