

# CITY\_\_\_\_\_

# CENTER\_\_\_\_\_

# REVITALIZATION

# PLAN



senior project

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california polytechnic state university 2012



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# Chapter 1

## Introduction





# 1. Introduction

## 1.1 Purpose and Scope

The City Center Revitalization Plan is a document that offers an urban design proposal for an opportunity site in Hayward California. It aims to provide an area for visitors and residents of Hayward to shop, dine, and recreate. The plan reflects the needs addressed by the City's economic goals as well as the desires and needs of the City.

The City Center area is located within Hayward's downtown and potentially provides an opportunity for revitalization and economic growth for the City. This plan will reestablish this location as a center of economic vitality that will attract businesses as well as residents into Downtown Hayward. This plan, prepared for the City, will establish guidelines and policies beneficial to the economic growth and success of Downtown Hayward as a whole while keeping consistency with the City's General Plan.



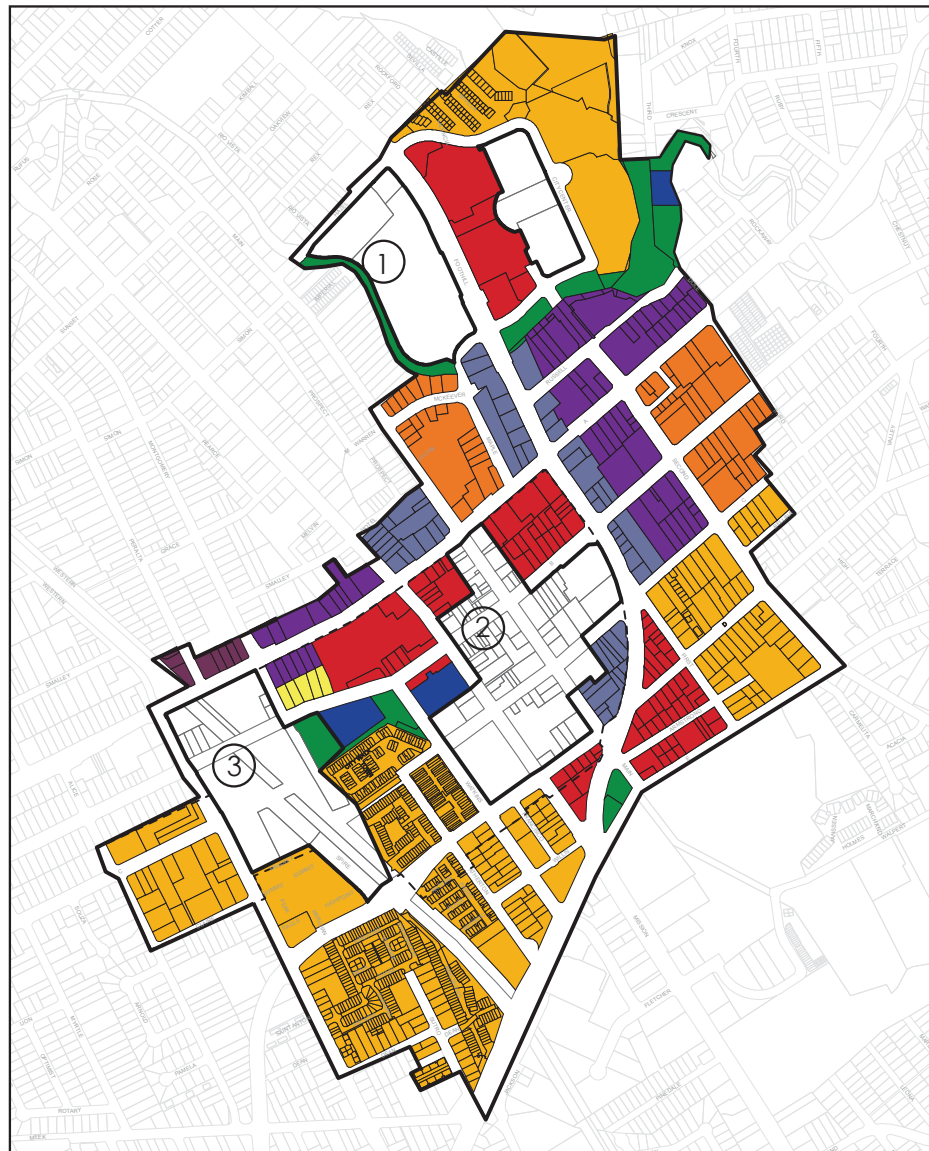
## 1.2 Overview

The City of Hayward is striving to reinvent itself as a more prominent part of the Bay Area and wishes to establish the City's downtown as the heart of the bay. As part of Cal Poly's City and Regional Planning Senior Community Planning Lab, students developed a report titled *Envision Downtown Hayward*, which included an overall concept plan for Hayward's downtown core (Figure 1.2.1). Additionally, three sites within the downtown were designated as opportunity areas (Figure 1.2.2) meaning they showed particular potential to be successful areas for new development. This proposal is an alternative revitalization plan for the City Center Opportunity Area (Opportunity Site #1).

Downtown Hayward has the ability to become a vibrant and thriving urban setting for a variety of people old and young. The City Center Opportunity Site in Downtown Hayward is a prime location for the revitalization of the City and Downtown. The City Center Revitalization Plan will serve to incorporate various documents and research, community response, and a guideline for future development and economic growth for The City of Hayward consistent with the City's policies and goals. This report is based on research collected and analyzed by the Cal Poly Senior Community Planning Lab.

The goal of this proposal is to improve the various conditions of the City Center area in relation to land uses, open space, urban design, and economic values. The City Center Revitalization Plan emphasizes the importance of economic development and flourishing economic growth within the City by implementing specific strategies and methods that can better serve the community.

## Downtown Hayward Land Use Map



0 500 1,000 2,000 Feet

#1: City Center  
#2: B St and Main St  
#3: BART

### Legend

High-Density Residential (65-110 du/ac)	Commercial/Retail	Residential/Commercial Mixed-Use
Medium/High-Density Residential (40-65 du/ac)	Open Space	Office/Commercial Mixed-Use
Medium-Density Residential (17-40 du/ac)	Public/Quasi-Public	Residential/Office Mixed-Use

\*du/ac = dwelling units per acre

Figure 1.2.1 Proposed Land Use Map

Source: Cal Poly, *Envision Downtown Hayward*, 2012

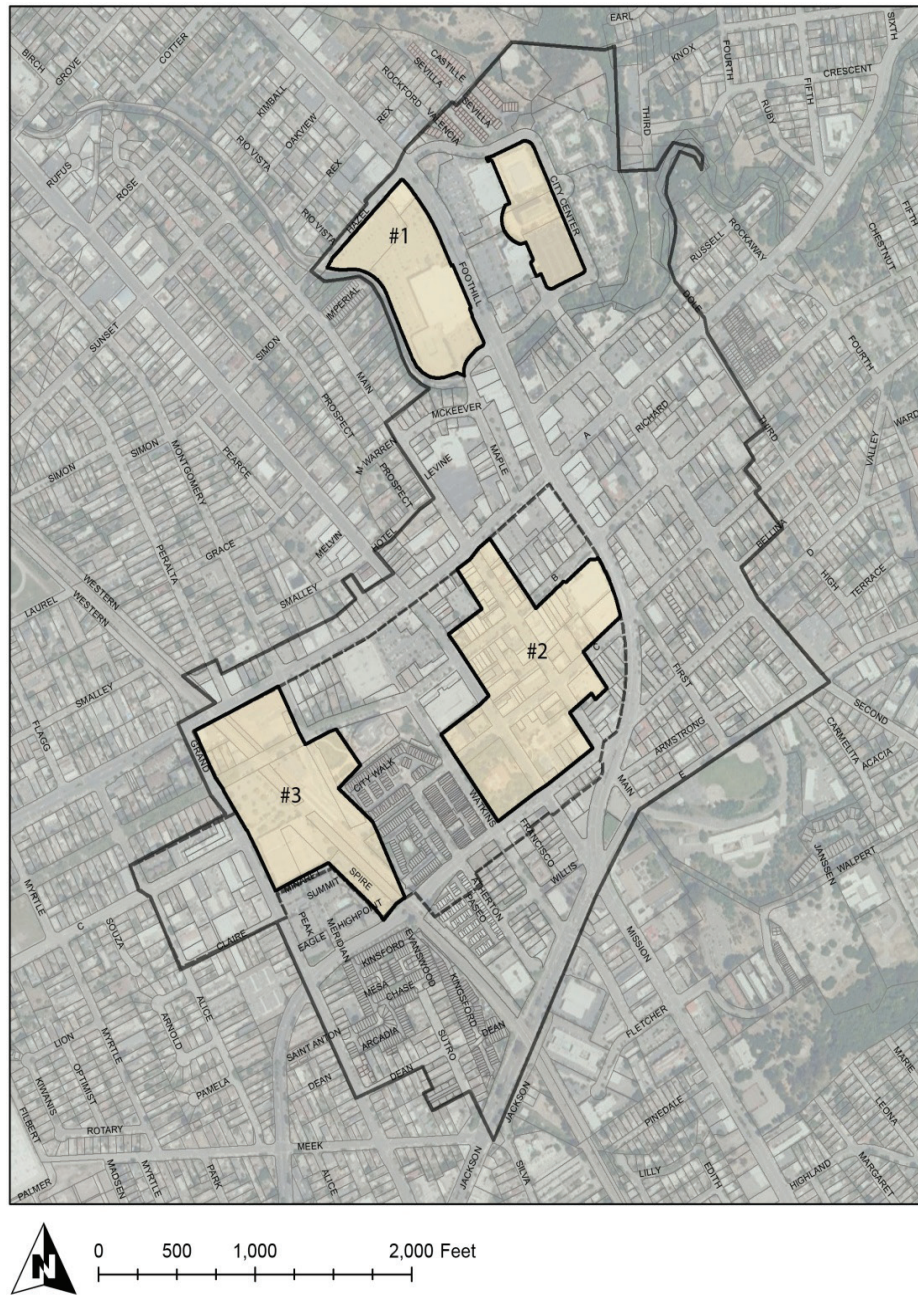


Figure 1.2.2 Opportunity Areas in Downtown Hayward  
 Source: Cal Poly, *Envision Downtown Hayward*, 2012

## 1.3 Report Organization

Literature Review summarizes and analyzes relevant literature. Furthermore, background information, design aspects, performance, and lessons learned about various case studies are included, as well as how the information about each case study relates to the site.

Background Research and Analysis provides historical overview and contextual background for The City of Hayward and Downtown Hayward. Additionally, it examines the site's existing land use, natural resources, environment, and circulation conditions. Furthermore, opportunities and challenges relevant to the project are also identified and noted.

The visioning section of the report details a vision statement and goals to refine the purpose and objectives of the project. Guiding principles used for this plan's development and concepts are also outlined within this section. The City Center Revitalization Plan includes a design proposal that focuses on land use, circulation, safety, open space, natural environment, and urban design as well as a recommendation of policies and actions for the proposed project.





# Chapter 2

## Literature Review







## 2. Literature Review

### 2.1 Related Literature

#### 2.1.1 Successful Downtown Retail Districts Warren Brown, 2009

- Retail businesses must establish a competitive advantage by creating strategic differences and operating effectiveness.
- How distinguishable is the retail center in terms of competition? The opportunity area must evaluate what is available in the area that other parts of the city do not have, thus identifying competition.

An emphasis is made on the importance of how to attract and create a distinguishable retail area. A few key points taken from Warren Brown's paper, Successful Downtown Retail Districts exemplify the following strategies to achieve success.

- Trade areas and market conditions must be evaluated in order to create a specific target that can be accommodated.
- Who will visit, live, work, and shop in this geographic area?
- Boundaries and trade areas must be based by travel time and consumer spending. In Downtown Hayward, the presence of CSU East Bay provides a very large economic opportunity for a retail center. In addition, the nearby BART station also poses as an opportunity to target for the City Center opportunity area.
- Must identify and model other downtown success stories.

### **2.1.2 Downtown Revitalization, Sustainability, and Historic Preservation** **Donald Rypkema, 2007**

- The use of sustainable development as a key component to successful downtowns is a prominent topic in today's context. In particular, downtown revitalization and historic preservation as sustainable development are crucial components that help generate economic competitiveness amongst businesses.
- Sustainable development cannot occur without the use of downtown revitalization and historic preservation.
- Both of those activities present a sense of environmental and economic responsibility. Furthermore, the author describes smart growth as the closest thing to a broad-based sustainable development.
- In order to create a successful downtown revitalization in Hayward, the same principles must be applied to create a sustainable development. By utilizing historic or prominent features (such as the San Lorenzo Creek or Japanese Gardens in Hayward) that create a sense of place that people can recognize, attraction can be established.
- In addition, incorporating smart growth principles into a downtown revitalization plan can strengthen existing communities by creating environmental responsibilities as well as encouraging public participation.

## 2.2 Case Studies

### 2.2.1 Atlantic City Outlets – the Walk

#### Background -

- Located in Atlantic City, New Jersey.
- Approximately 320,000 square feet of retail and restaurant space on 15 acres.
- Outdoor outlet shopping center that is aimed at connecting the city's convention center to the Boardwalk and casinos in Atlantic City. Created an entertainment and retail district in Atlantic City.
- Much of the surrounding area before this development consisted of empty lots, dilapidated buildings, underused parking lots, and an inactive bus terminal.
- The city wanted a retail center that would appeal to the City's ethnically diverse and service-oriented population, while still attracting a wide range of tourists.

#### Design Aspects–

- Pedestrian experience is enhanced by wide sidewalks and street lamps to increase safety perceptions and invite more people.
- Anchor tenants and big customer draws were specifically placed in corners on opposite ends to encourage shoppers to walk the entire Walk.
- Design features are themed by Atlantic City's environment, such as the beach and ocean.
- Incorporated design features that were relevant to the City such as the 'Rose Walk'

**Performance and Lessons Learned–**

- The Walk has been very successful. Previous tenants as well as new ones have made significant profits and have inspired similar stores to follow this design.
- Convention center has also shown an increase in bookings for events and extended lengths of stay since the Walk has opened.

**Relation to City Center Opportunity Area –**

- Creating an environment similar to the Atlantic City Outlets that promotes linkages to and from the area will be helpful in the Hayward City Center Area.
- The Atlantic City Outlets promote a walkable setting that connects the shopping center to critical areas, the Boardwalk and casinos, of Atlantic City that will attract more visitors and in turn generate more revenue for those areas.
- A similar strategy can be used in the City Center Revitalization Plan to ensure that the City Center area will be an attractor an economic generator within the City of Hayward.

## 2.2.2 The Grove

### Background –

- Located in Los Angeles, California.
- 575,000 square foot open air retail and entertainment center adjacent to Los Angeles's historic Farmers Market.
- Includes 14-theater Cineplex, sit down restaurants, and major retailers. Anchored by 70-shop Farmer's Market, Nordstrom, and cinema with key design feature in the center of the development.
- The Grove is meant to evoke a small-town past and guided by design meant to portray "an old downtown that has come back to life."

### Planning and Design –

- Main focus of The Grove is First Street, a pedestrian-only road that runs from Farmers Market on the west end to a drop off and valet parking area on the east side approximately .4 km away.
- Parking located on north edge of site, contains 3,500 parking spaces. Focal point of the center is a one acre green space which is broken up into three areas.
- Double decker trolley runs down the center of First Street in 10 minute intervals as a tourist attraction and transportation method.
- Includes two and three story storefronts with highly detailed facades.
- The Grove includes many key features that focus on the Los Angeles' history, specifically in relation to the site.
- The Grove has approximately 50 shops and restaurants varying from Abercrombie & Fitch, Banana Republic, Apple Store, and upscale/middle-priced eateries.

**Performance and Lessons Learned –**

- The Grove is currently 100 percent occupied and has shown great success since it was established in 2003.
- Averaged a 92 percent conversion rate (percentage of visitors who spend money at the mall) and has average store sales of more than \$500 per square foot.
- The Grove has also had a positive impact on the nearby Farmers Market.
- The Farmers Market has extended operating hours and has shown a significant impact on its businesses.
- The design of The Grove encourages more pedestrian friendly activities due to its open-air layout while creating a sense of place through interior space.

**Relation to City Center Opportunity Area–**

- The Grove's location and general idea is similar to what the proposal is trying to accomplish. The location of the both The Grove and the City Center Area are alike in that they are both near farmers markets and retail districts.
- The promotion of alternative transportation and key design ideas that promote walkability can be taken from The Grove and applied to the City Center Area.







# Chapter 3

## Research & Analysis





# 3. Background Research and Analysis

## 3.1 Historical Overview and Contextual Background

### 3.1.1 City of Hayward

Hayward is a 63.7 square mile city located in the San Francisco Bay Area. The City's roots date back to the California Gold Rush when its climate and soil made it an ideal supply and farming town. The Hayward–San Mateo Bridge, which opened in 1919, increased regional connections between Hayward and neighboring areas. The City's population had risen to over 7,000 by 1941 which fed the growing downtown. The opening of Nimitz Freeway (I-880) in addition to the post-World War II population boom caused a tremendous rise in Hayward's population, which inflated to 72,000 by 1960.

To better serve the education needs of the growing area, California State University Hayward (which is now California State University East Bay) was established in 1957. There was a swell of industrial development in the 1960s and 1970s that created jobs and housing in the City. More recently, Hayward's population has continued to grow, but far more slowly than in the 1950s-1970s. The City of Hayward is the sixth largest city in the San Francisco Bay Area with a population of 144,186. It is also one of the most culturally diverse cities in California.

### 3.1.2 Downtown Hayward

Hayward's 320 acre downtown is located in the Northern portion of the City (Figure 2.1.2.1). This former regional destination for shopping and entertainment forfeit the majority of its patrons when regional malls were introduced in the 1960s and 1970s. The City's downtown has struggled with a lack of economic vitality since then. More recently, however, restaurants and cafes have started doing well and are stimulating growth within the area.

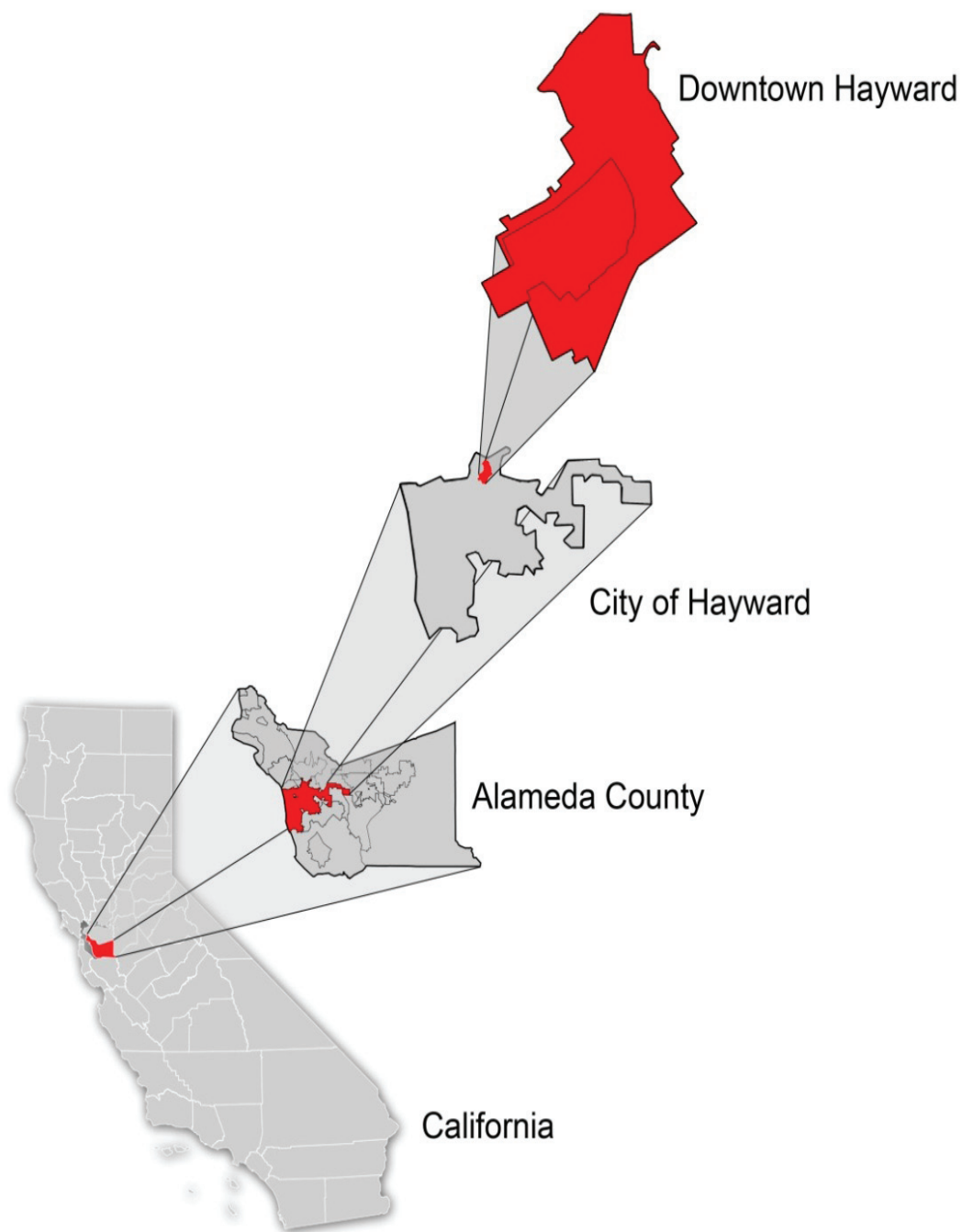


Figure 3.1.2.1 City of Hayward and Downtown Hayward Location Map  
Source: Cal Poly, *Envision Downtown Hayward*, 2012

## 3.2 Existing Project Site Conditions

The project area is roughly 19 acres and is located on Foothill Boulevard between City Center Drive and Hazel Avenue on the northeastern portion of Hayward's Downtown area (Figure 3.2.1). The site's landmarks, nodes, key views, circulation, and buffers are inventoried in the site analysis map (Figure 3.2.2).



Figure 3.2.1 City Center Opportunity Site  
Source: Cal Poly, *Envision Downtown Hayward*, 2012

SITE ANALYSIS MAP HERE







### 3.2.1 Land Use

There are several vacant structures and lots on this site, which include Mervyn's former headquarters building (Figure 3.2.1.1) as well as the City Center Building (Figure 3.2.1.2). East of Foothill Boulevard is Plaza Center, a commercial complex that contains a supermarket, coffee shop, dry cleaners and other similar uses (Figure 3.2.1.3).

The eastern portion of the site is occupied by the vacant City Center building. A majority of the portion of the opportunity area to the west of Foothill Boulevard is occupied by the vacant Mervyn's headquarters and World Express Gas Station at the corner of Foothill Boulevard and Hazel Avenue. The site is surrounded by residential homes to the north, east and west and by more commercial type uses to the south leading into Downtown.



Figure 3.2.1.1 Former Mervyn's Headquarters Site  
Source: Ryan Taslim, 2012



Figure 3.2.1.2 Vacant City Center Building  
Source: Christopher Ulrich, 2012



Figure 3.2.1.3 Existing commercial and office uses adjacent to the opportunity area  
Source: Cal Poly, *Envision Downtown Hayward*, 2012



### 3.2.2 Circulation

Foothill Boulevard is a six lane thoroughfare that runs through the project site and connects to Interstate 580 and the San Mateo Bridge (Figure 3.2.2.1). Foothill Boulevard is the major entrance and exit point from the site from Downtown Hayward and the southern residential districts of Hayward and potentially other areas in the greater Bay Area. City Center Drive and Hazel Avenue are two to three lane roads that are only traveled lightly, both by car and pedestrian.



Figure 3.2.2.1 Foothill Blvd. runs through the opportunity site

### 3.2.3 Natural Resources and Environment

At City Center Drive, Foothill Boulevard cuts across San Lorenzo Creek. The creek runs from the Japanese Gardens along the southern and western edges of the site. Western edges of the creek have been channelized for flood protection (Figure 3.2.3.1), while the southern section has been left at its natural state.

The two types of soil within the project area: Xerothents-Altamont complex which has 30 to 50 percent slopes and Aule clay loam which has 9 to 30 percent slopes. Additionally, the southern and western edges of the project site area designated 100 year flood plains. This means that statistically they are subject to flood once every 100 years.

The site's air quality is affected by its location in the San Francisco Bay Area and seasonal winds. Northwest winds during the summer result in reduced air quality. Summer and fall seasons are at the highest risks for air pollutants from surrounding cities and the Bay Area as a whole due to potential high wind levels. During the winter season, there is lower risk for poor air quality due to lower wind levels from the San Francisco Bay.

The Hayward Fault runs approximately .25 of a mile west of the project site. The Hayward Fault is one of the most hazardous faults in the United States because of its high slip rate and its location through the highly urbanized portions of the Bay Area. The fault accumulates strain at one of the highest rates of all the faults within the region, which suggests that it is one of the most likely faults to generate a large earthquake. Earthquakes can cause ground rupture and initiate other hazards such as landslides, liquefaction, and dam failure.



Figure 3.2.3.1 Channelized Portion of San Lorenzo Creek  
Source: Ryan Taslim, 2012

The rate of creep deformation along the fault in Hayward is about 5 mm per year (about 2 inches every year), an unusually high rate compared to other faults worldwide. The high creep rate caused damage to Hayward's Old City Hall, leading to abandonment of the historic building in 1969 due to structural concerns. The fault is divided into two major rupture segments, both about 30 miles long. The fault runs from the San Pablo Bay and Richmond in the north past Fremont in the south, passing directly through Downtown Hayward. The fault has proven its ability for large quakes in the past, notably with a 6.8 earthquake in 1868. The earthquake resulted from a rupture of the southern portion of the fault and caused extensive damage to buildings and structures in Downtown Hayward. The earthquake also caused surface ruptures along the Hayward fault zone from Oakland to Fremont.





# Chapter 4

## Visioning





## 4. Visioning

### 4.1 Vision Statement

Create a safe, green, and clean area for residents and visitors to Hayward to shop, dine, and recreate.

### 4.2 Goals

- Realize the City Center site's potential as an economic hub in Downtown Hayward.
- Restore San Lorenzo Creek to promote and connect the Japanese Gardens to downtown Hayward.
- Promote a sense of safety and walkability within the area that will encourage people to walk to and from Downtown Hayward.

### 4.3 Guiding Principles

#### Smart Growth Principles –

The City of Hayward is expected to increase in size and population within the next 20 years according to projections made by the Association of Bay Area Governments in 2009. The City will have to accommodate for approximately 26,000 new residents, 20,000 new jobs, and 8,600 new households (Mission Boulevard Corridor Specific Plan). To accommodate for future growth as well as the City's current state, the City of Hayward has incorporated smart growth principles into various parts of the General Plan. Smart Growth aims to lessen the effects of urban sprawl by efficiently planning land uses and developments, creating a unique, safe, and walkable environment, promoting alternative transportation methods, preserving open space, and encouraging community and stakeholder participation in development decisions (City of Hayward General Plan Land Use Element, 2011).

#### Safe, Clean, and Green–

In an effort to follow the Hayward City Council's Priorities of making the City safe, clean, and green, this proposal will accomplish those goals through proper implementation and design guidelines for the City Center opportunity area. Specifically, the Downtown Hayward area is in a position in which revitalization is crucial culturally and economically. The City Council has prioritized safe, clean, and green through specific objectives listed below (Table 4.3.1) taken from the Envision Downtown Hayward proposal document.

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Safe	Clean	Green
Improve public safety in targeted areas	Strengthen code enforcement citywide	Continue implementation of Climate Action Plan
Reduce gang violence in Hayward	Implement Neighborhood Partnership Program beyond Phase One	Increase Hayward's sustainability as a community
Develop school partnerships	Strengthen and expand KHGC Task Force into neighborhood organizations	Fund and implement residential and commercial energy efficiency, photovoltaic, and hot water solar programs
Improve disaster preparedness and disaster response in the organization and within the neighborhoods	Decrease litter in the city	Continue development of residential and commercial energy conservation programs
Complete and adopt multi-jurisdictional Local Hazard Mitigation Plan	Reduce and clean up homeless encampments and address related issues	Position Hayward and gain recognition as a 'Healthy City' under the national and state program
	Improve graffiti prevention through increased use of public art in retail and commercial areas	Increase use of clean and green energy such as solar photovoltaic and bio-gas to energy production at utility facilities
	Prevention and rapid abatement of graffiti	Increase use of recycled water
	Control car sales in the Public ROW	
	Decrease illegal dumping	
	Eliminate blight throughout the RDA	

Table 4.3.1 Hayward City Council's 2012 Priorities

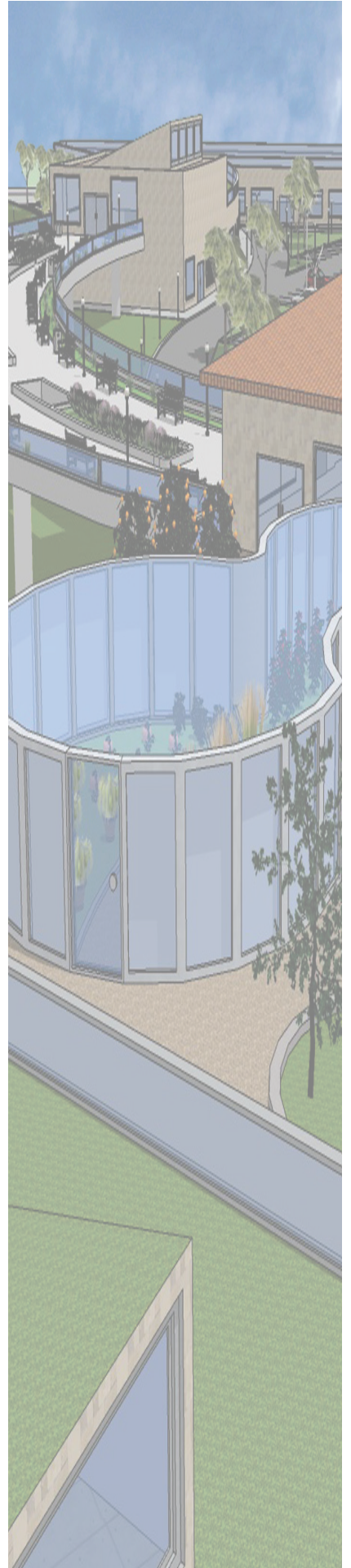
Source: City of Hayward, 2012





# chapter 5

## Design Proposal







## 5. City Center Revitalization Plan

### 5.1 Design Proposal

#### 5.1.1 Land Use

The project site's location along Foothill Boulevard towards the outer edge of downtown is a great advantage for the revitalization proposal. As outlined in Successful Downtown Retail Districts by Warren Brown, the fact that it is on a major thoroughfare that leads in and out of the City of Hayward makes it a prime location for destination shopping within and the City and from other neighboring cities within the East Bay Area region. Additionally, this location allows the site to be a gateway into Downtown Hayward. The site will contain mostly commercial uses, but will be home to some office and residential uses as well. The portion of the site west of Foothill Boulevard is designated as Project Site A, contains buildings one, two, and

Site PLAN GOES HERE





#### 5.1.1.1 Project Site A

This site is the main commercial hub of the proposal. It will contain 142,660 square feet of commercial space and will require 409 parking spaces (Table 5.1.1.1).

There is a need for larger scale commercial development within Downtown Hayward. This section of the development will not only address that need but will also act as a gateway into Hayward's Downtown core.

The site will contain a mixture of one to two story buildings. This will help to foster a more urbanized feel with a good sense of enclosure within the site while still creating an inviting place for people to shop and recreate. There will be a large open space component in this area as well. The open space will be a large area for people to enjoy the amenities offered within the project area. A parking lot will be placed in the middle of the site towards along the edge of the site closest to Foothill Boulevard. Trees and a small berm will serve to obscure the view of the parking lot from the street (Figure 5.1.1.2). It will be bordered by the open space element, however, the open space and parking areas will be separated via heavy landscaping and texture changes (Figure 5.1.1.3). Vehicular access into Site A will be from Foothill Boulevard. Pedestrian access to the site will be from shop fronts along Foothill Boulevard primarily. Additionally, there will be a pedestrian path leading from the sidewalk at Boulevard into the open space portion of the project site and from a pedestrian walkway leading from Hazel Avenue.

A walkway will be placed next to San Lorenzo creek on the western and southern edge of Site A and will extend up the southern edge of the project area and connect with the Japanese Gardens. This creek walk will connect well to the open space in Site A. The creek walk will serve as a buffer between the commercial uses in Site A and the residential uses west of the site, a nice recreational area for people to take a stroll, and an overall attractor to the area. Access to the creek walk will be from the Hazel Boulevard just east of Main Street next to the northeast corner of the project site, the open space area in Project Site A, various points along City Center Drive, and the Japanese Gardens.

#### 5.1.1.2 Project Site B

This area will be a full mixed use development. The northern portion of the Site B (buildings 4 and 5) will include 32,694 square feet of commercial uses and 12,569 square feet of office space requiring a total of 99 parking spaces (Table 5.1.1.2). The two-story mixed use structure will contain commercial space on the ground floor and office space on the second floor. There will also be a detached commercial space for fast food or related uses. The parking lot will be placed west of the commercial/office structure with access from Hazel Boulevard (Figure 5.1.1.4). The southern portion of this area will be home to a 32-unit apartment complex. This complex will contain the required 48 parking to the rear of the complex.

The office space and town homes will serve to vitalize the area and people by having office-workers and residents patronize the commercial area uses. The courtyard between the northern and southern portions of Project Site B will offer an area to place patio dining for restaurants, office workers to eat lunch, and most importantly make this area easily identifiable and memorable through this unique characteristic.

Building	Floor	Use	Square Footage of Use	Parking Requirement Per Use	Parking Spaces Required	Parking Square Footage Required
1	1	Commercial	26,201	1 space for 350 sq. ft.	75	5,390
2	1	Commercial	36,755	1 space for 350 sq. ft.	105	18,000
2	2	Commercial	8,087	1 space for 350 sq. ft.	23	18,000
3	1	Commercial	61,617	1 space for 350 sq. ft.	176	8,537
3	2	Commercial	10,000	1 space for 350 sq. ft.	29	8,537
<b>Total</b>			<b>142,660</b>		<b>408</b>	<b>58,464</b>

Table 5.1.1.1 Buildout and Parking Table for Site A  
Source: City of Hayward, 2011

Building	Floor	Use	Square Footage of Use	Parking Requirement Per Use	Parking Spaces Required	Parking Square Footage Required
4	1	Commercial	38,625	1 space for 350 sq. ft.	110	7,946
4	2	Office	38,625	1 space for 350 sq. ft.	110	7,946
5	1	Commercial	10,000	1 space for 350 sq. ft.	29	2,057
6	1	Residential	48,000	1.5 spaces per dwelling unit	48	3,456
<b>Total</b>			<b>135,250</b>		<b>297</b>	<b>21,405</b>

Table 5.1.1.2 Buildout and Parking Table for Site B  
Source: City of Hayward, 2011



Figure 5.1.1.2 View into Site A from Foothill Blvd.

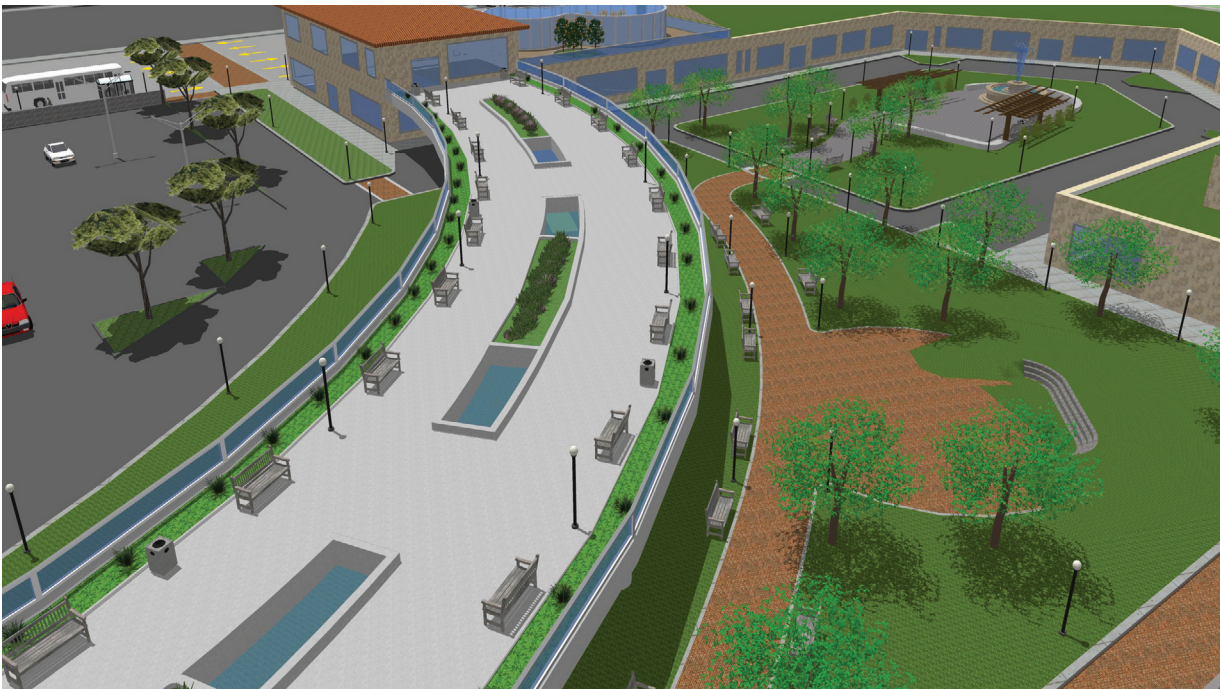


Figure 5.1.1.3 Textured surfaces can be found throughout the site





Figure 5.1.1.4 Site B Mixed Use Complex



Figure 5.1.2.1 Enhanced crosswalk on Foothill Blvd.



## 5.1.2 Circulation and Safety

### Pedestrian Amenities

In order to create a safe area for pedestrians with good connectivity within the project area, the proposal includes a crosswalk on Foothill Boulevard between Hazel Avenue and City Center Drive (Figure 5.1.2.1). This crosswalk will be enhanced with the use of a textured paver as well as being slightly raised. This will have the effect of creating greater pedestrian visibility. The crosswalk itself will not only serve to connect Sites A and B, but will calm traffic through the site and create a better sense of safety throughout the site.

The crosswalks that are already in existence at the Hazel Avenue and Foothill Boulevard intersection as well as the crosswalks at the City Center Drive and Foothill Boulevard intersection will be enhanced in a similar manner (Figure 5.1.2.2). This will have a traffic calming effect and increase pedestrian safety. Furthermore, it will help to mark this area as a transition into Downtown Hayward by including more unique and pedestrian oriented features.

### Bicycle Amenities

Bicycle lanes will be placed alongside the creek walk leading to City's Downtown and the Japanese Gardens (Figure 5.1.3.1). This will further the City initiative of being green while increasing connectivity between the site, Downtown Hayward, and the Japanese Gardens.

### Public Transit

Similar to the Grove in Los Angeles, the shuttle proposed in Envision Downtown Hayward that will circulate within the downtown area will have a stop adjacent to Project Sites A and behind project site B (Figure 5.1.2.3)

### Gateway Features

There will also be a gateway feature placed at the City Center Drive and Foothill Boulevard intersection (Figure 5.1.2.4). This will enlighten drivers that they are entering a new area. It will serve primarily as a Gateway feature into the project area from Downtown. However, it will also serve as a gateway into Downtown from the project area.



Figure 5.1.2.2 Enhanced crosswalk at City Center Dr. and Foothill Blvd.

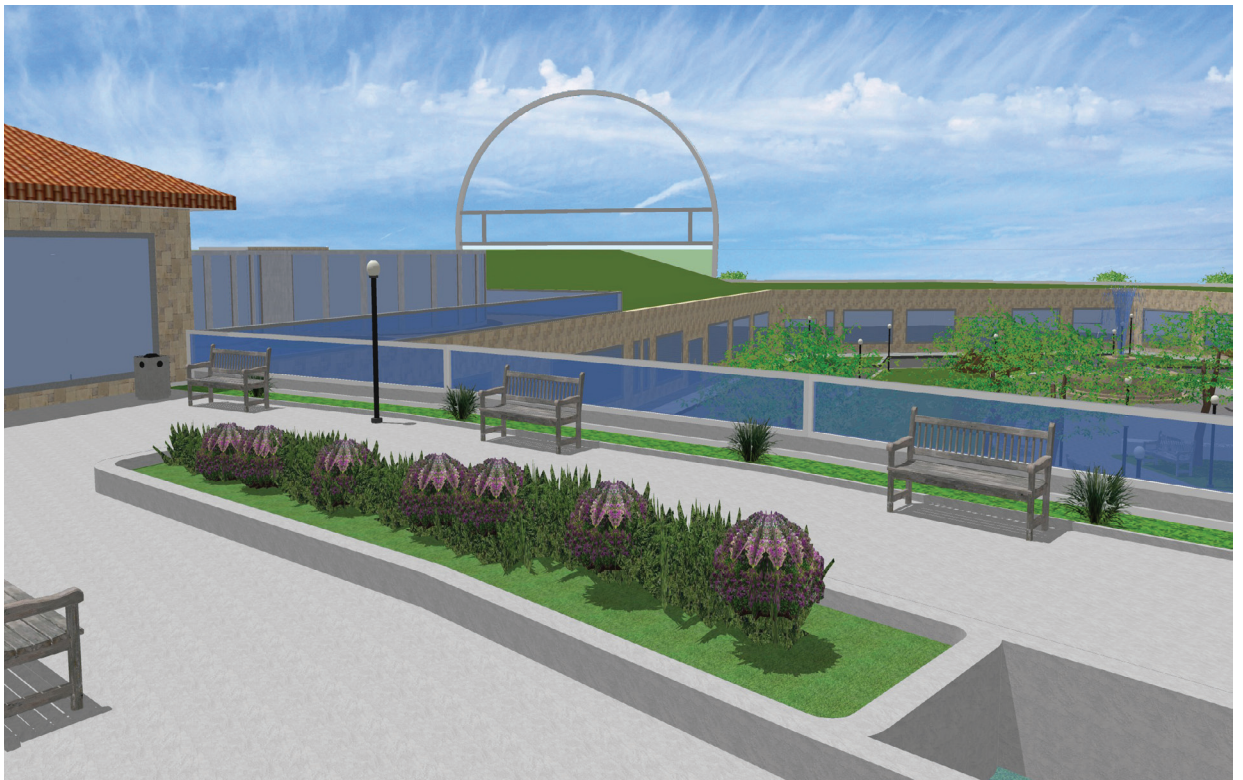


Figure 5.1.2.4 Gateway Feature



SHUTTLE 11x17 GOES HERE





### 5.1.3 Open Space and Natural Environment

#### San Lorenzo Creek

The San Lorenzo Creek, particularly the western portion of the creek which has been channelized, will be landscaped. Native plants will be reintroduced to the banks of the creek. A 35-foot pedestrian and bicycle path will be placed alongside the creek on the western and southern edge of Site A (Figure 5.1.3.1). This creek walk will extend along the southern edge of the project area and connect with the Japanese Gardens. The revitalized creek as well as the creek walk will be a unique feature to the region which will allow people shopping, dining, or recreating in the project area to stroll and enjoy this beautiful natural feature. It will be an additional attractor to the project area and the currently underutilized Japanese gardens.

#### Project Site A

The open space included in the middle of Project Site A will offer a pleasant area for people to recreate, dine, relax, and picnic. It will include both natural landscaping features as well as hardscaping features in order to create a inviting urbanized open space area. Additionally, it will include a small amphitheatre for local artists to showcase their talent and attract additional people to the area. The buildings the open space is surrounded by will offer a good buffer from the noisy Foothill Boulevard. This will provide a safe feeling space with a good sense of enclosure, while still being open enough to not have a claustrophobic feeling.

Additionally, the roof of building three will have green roof accompanied by a rooftop garden (Figure 5.1.3.2). Building number two will have a green roof as well. This will not only attract people by being a unique design feature and area that people can enjoy, but it will also increase the energy efficiency of the buildings.

#### Project Site B

The plaza in between building six and buildings four and five in Project Site B will serve as a unique feature to the site and attract people (Figure 5.1.3.3). It will be primarily hardscaped with a few planters near the parameter. There will be a fountain placed in the center which will further increase the sense of place and therefore increase the attractiveness of the area.





Figure 5.1.3.1 35 feet wide pedestrian and bicycle path along the Creek



Figure 5.1.3.2 Rooftop Garden on Building Three



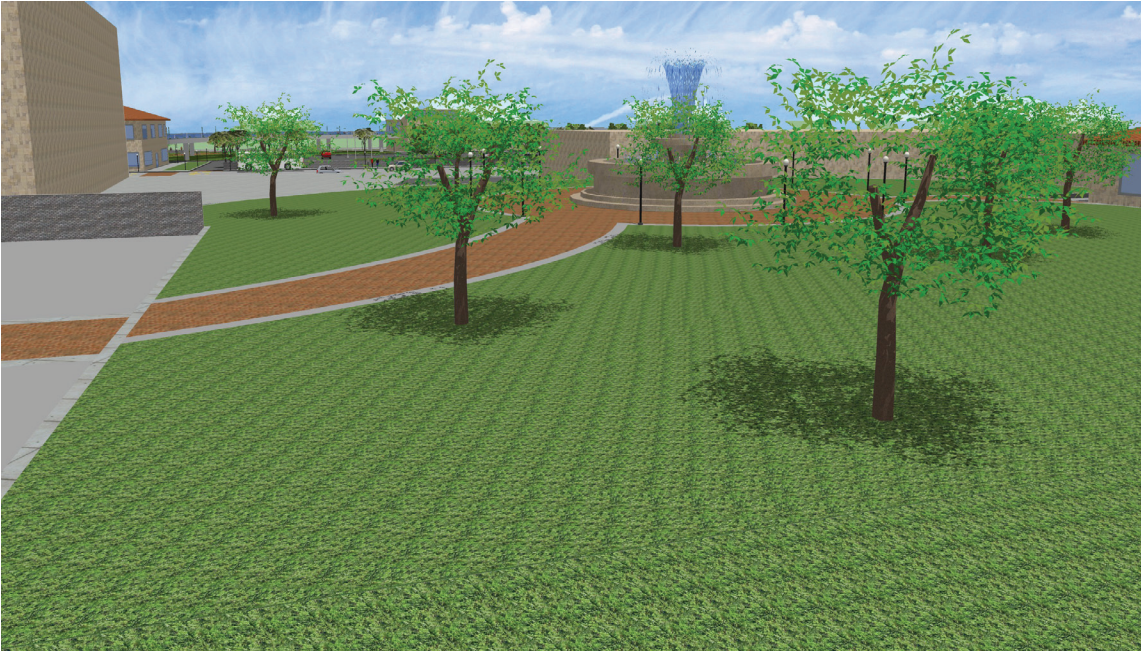


Figure 5.1.3.3 Open Space are in Site B



Figure 5.1.4.1 Pedestrian Bridge connecting building two and three

#### **5.1.4 Urban Design**

##### **Building Heights**

Project Site A and B will incorporate both one story and two story buildings. This will help to promote a more urbanized feel with a good sense of enclosure within the site while still being an inviting. Additionally, having buildings with varying heights will help to break up the monotony of uniformly heightened buildings.

##### **Pedestrian Bridge**

An open-air pedestrian walkway will connect the green roof gardens of building two and building three in Project Site A (Figure 5.1.4.1). This will foster good connectivity within the site, but more importantly will be an identifying feature of the site. It will be an artistic featuremaking accent on the development that will be easily visible from the street. Additionally, it will provide some shade on the open space directly below it.

##### **Architectural Style**

The architectural style of the area will be reminiscent of Hayward's history while still maintaining a new and modern look. This will help foster more connectivity between the site and the rest of the Downtown, as explained in Downtown Revitalization, Sustainability, and Historic Preservation by Donovan Rypkema. The architectural style of buildings one, two, three, four, and five will be modern inspired by the new Hayward City Hall. The east and west facades of the building must be at least 60 percent windows and the north and south facing building facades must be at least 40 percent windows. This will promote sustainability by increasing the amount of natural light available inside the buildings during the day, thereby reducing dependence on electricity.

The building apartment will break have a façade that is set slightly disjointed so they are not monotonous. The architectural style of the building 6 townhomes will be built in a modern style inspired by the townhomes that are currently adjacent to the Hayward City Hall.

## 5.2 Policies and Actions

### 5.2.1 Land Use

**5.2.1.1 Policy:** Create safe, low-impact, and enjoyable spaces for all residents and visitors to recreate, shop, dine, work, and live.

- Action: Create large amounts of open space for people to recreate in.
- Action: Encourage service commercial uses such as retail, cafes, and restaurants.
- Action: Promote sustainable building practices such as a high percentage of windows on the faces of buildings.

### 5.2.2 Circulation and Safety

**5.2.2.1 Policy:** Promote pedestrian connectivity between Project Site A and B

- Action: Enhance crosswalks in and around the project area.

**5.2.2.2 Policy:** Improve connectivity of the area with The City of Hayward's Downtown Core

- Action: Include a shuttle stop on-site that will circulate through the City's Downtown Core.
- Action: Incorporate a feature at the corner of City Center Drive and Foothill Boulevard that will not only be a gateway into the project area from downtown, but will also be a gateway into downtown from the project area.

### 5.2.3 Open Space and Natural Environment

**5.2.3.1 Policy:** Create inviting open spaces that will attract people to the area.

Action: Include large open space areas in both Project Site A and Project Site B.

Action: Revitalize the creek and create a creek walk along side it.

#### 5.2.4 Urban Design

**Policy:** Create an athletically inviting area for all residents and visitors to recreate, shop, dine, work, and live.

-Action: Incorporate place making features into the design such as the pedestrian bridge in Project Site A

- Action: Use a more modern architectural style similar to the style of the new city hall building.





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