FORM-BASED CODES, DESIGN GUIDELINES AND PLACEMAKING: THE CASE OF
HAYWARD, CA.

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ABSTRACT

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Throughout history planning codes and standards have been used to regulate the built environment for health, power, order, and economic reasons. More recently, in the urban design and planning field, planning codes and standards have emerged to become tools in the process of “placemaking”. The concept of placemaking builds from the desire of humans to create places, not spaces, which are unique, attractive, identifiable, and memorable. It is a concept that is comprised of visual and social components, recognizing the need for both in the creation of successful places. In the field of urban design and planning, form-based codes (FBCs) and design guidelines have emerged to become two types of planning tools used in the process of placemaking. This study explores the relationship between FBCs, design guidelines, and placemaking, investigating it through an extensive literature review, and then in the context of the case of Hayward, California through an update of the City’s Downtown design requirements and guidelines.

To frame the update of the Hayward’s Downtown design requirements and guidelines this study used an exploratory methodology that combined quantitative and qualitative methods. Archival research was conducted to provide a historical narrative of the City and the Downtown area and a documents analysis was conducted to reveal information about existing Downtown policies and programs. Community participation through the crowdsourcing platform of MindMixer was used to collect community input and feedback about concepts of place in Downtown. The data analysis and findings from these methods were combined with findings from the literature review to formulate recommendations that were used in the update of Hayward’s Downtown design requirements and guidelines document.

Keywords: Urban design, form-based codes, design guidelines, place, placemaking.

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Chapter 1: Introduction

Planning codes and standards have long been used as tools to manipulate the built environment to separate land uses and achieve a desired landscape. These codes and standards, essentially a set of rules, have been used throughout the world and throughout history to form cities and shape the built environment. Recently these codes and standards have also been used to direct and encourage a more sensitive approach to the impacts of cities and the built environment on the natural environment and human health.

In the urban design and planning realm, form-based codes (FBCs) and design guidelines have emerged to become two of the most discussed and used tools for manipulating the built environment to achieve a specific city landscape. This landscape typically embodies the idea of “place” which is interchangeable with the terms of “identity” and “character”. The idea of place is created through the process of “placemaking” which according to Schneekloth & Shibley is the “way we make our communities and connect with other people” (1995, p.1). The concept of place has a strong impact on the economic and social health of a city and so thus has been a key objective of form-based codes and design guidelines.

The purpose of this study is to examine the relationship between FBCs, design guidelines, and placemaking through the context of an update of downtown design requirements and guidelines for the City of Hayward, California. The City of Hayward, “the Heart of the Bay”, is located in the East Bay of the San Francisco Bay area. It is 25 miles southeast of San Francisco and 26 miles north of San Jose. It is a moderate sized city with a population of approximately 145,000 residents and covers a total of 62.55 square miles (City of Hayward, 2011).

Currently the City’s existing Downtown design requirements and guidelines are 19 years old, dating from 1992. These requirements and guidelines were created and adopted in 1992 with the intentions of enhancing the unique qualities of downtown buildings and its pedestrian friendly environment to create a place that supports walkability and shopping. In updating the Downtown design requirements and guidelines in this study, the City of Hayward will be able to continue their efforts to create a place in their Downtown area.

Within this study, literature review, archival research, and information from a city documents analysis, and community participation was used to explore the relationship between FBCs, design guidelines, and placemaking, and its manifestation in the context of the City of Hayward's Downtown design requirements and guidelines. Chapter 2 introduces the literature review on the subjects of place versus space, placemaking, and urban design and placemaking planning tools. Chapter 3 provides the problem definition, which is contextualized around the City of Hayward, California. Chapter 4 introduces the methodology used and discusses the study's methods of archival research, documents analysis, and community participation through crowdsourcing. Chapter 5 provides a historical narrative, discusses data analysis and findings from the crowdsourcing community participation effort. Chapter 6 provides a conclusion synthesizing the research and community participation efforts of this study, which forms the framework of the recommendations used in the update of the Downtown Hayward's design requirements and guidelines, attached in Appendix A.

Chapter 2: Literature review

Planning codes and standards have long been used as tools to manipulate the built environment to achieve a desired landscape, separate uses and create placemaking. These codes and standards, essentially a set of rules, have been used throughout the world and throughout history to form cities and shape the built environment. During the 4th century B.C. laws governing streets and public squares in Greece were used and later in the 16th century the *Law of the Indies*, created by the Spanish, were used to direct the formation of Spanish colonies (Talen, 2009). Ebenezer Howard's Garden Cities of the 19th century followed a precise set of rules for the development of cities that had maximum populations and specific neighborhood components. In the United States today, many jurisdictions use codes and standards to direct development of their city or town. The zoning code, constitutionally authorized in 1926 from the case of *Village of Euclid, Ohio v. Ambler Realty Co.* (Elliott, 2008), is perhaps the most well known set of rules used today that dictates the planning of American cities.

In this case the Ambler Realty Company claimed the Village of Euclid's 1922 zoning ordinance constituted a taking under the 14th Amendment of the Constitution. This claim was founded on the rationale that the division and zoning of land from the zoning ordinance negatively affected Ambler's land market value of their property (Mandelker, et al. 2011). The results of the case favored the Village of Euclid, with the final Supreme Court ruling helping to cement zoning ordinances as a regulatory planning tool for American cities.

Although the zoning code has been the norm for the past 90 or so years in America, their use has not been exclusive and is often times accompanied by other codes and standards. In the area of urban design in city planning, form-based codes (FBC) and design guidelines are two tools that have either been used in conjunction with or replaced traditional Euclidean zoning. The following literature review focuses on these two planning tools and explores in particular the relationship between FBC, design guidelines, and placemaking.

2.1. To regulate or not to regulate: human regulations on the built environment

To understand the relationship between guidelines, FBC and placemaking, it is important to first discuss several reasons to why there has been a need for humans to regulate their built environment. Much of the literature on this topic point to health, order and power, and economics as reasons for regulation of the built environment.

In America the use of Tenement Laws in New York during the late 19th century and early 20th century is the best example of the use of codes and standards regulating the built environment for health. As America experienced an influx of immigration after the industrial revolution, city cores grew to become compact and unsanitary, posing significant health risks to its residents and workers. The New York Tenement Laws addressed these issues by requiring access to light and ventilation in buildings (Elliott, 2008), resulting in the development of “I” and “H” shaped buildings of this era. Shortly after the introduction of the New York Tenement laws came the birth of Euclidean Zoning, which separated land uses to ensure that the health of human beings was high priority (Elliott, 2008; Talen, 2009). Under Euclidean zoning the combination of dirty and noisy industrial land uses with residential uses were no longer allowed.

The rationale of order and power in regulating the built environment has examples dating back to the 4th Century B.C. when the Greeks and Romans used street grids and patterns to develop their cities (Talen, 2009). In the Roman era, some of the main features of the grid pattern included the *decumanus* and *cardo*, which acted as main arterials of the city (Ben-Joseph, 2005). The imposition of this grid pattern on Roman cities regardless of topographic constraints expresses the authority and powers the Roman government had over its colonies. This idea of order and power through the regulation of the built environment is also prevalent in recent American history. The City Beautiful movement led by Daniel Burnham, although also a response to the unsanitary chaos of the city cores of 19th and 20th centuries, has its foundations in the idea that large civic city plans incorporating axial corridors and monumental buildings could affect the social perception of people and lead to a more orderly city.

In the case of economics as a reason for regulating the built environment, one can look to the Urban Renewal efforts of the 1960s and 1970s in America (Ben-Joseph, 2009) as an

economic planning tool. Started as a slum clearance and housing program, the Urban Renewal program also promoted development of commercial uses through redevelopment (Levy, 2003). Through the redevelopment efforts of the program, it was thought that once blighted areas would become more attractive places that would encourage a better economic outcome.

2.2 Space and Place

“Placemaking” (also known as “creating place”) is another reason that has been used for regulating the built environment. This rationale, unlike the others discussed above is a more contemporary thought as “throughout history, urban codes imposed order and uniformity to protect public health and safety and property values” (Talen, 2009, p.156). In the past, generating “place” was an indirect result of the other reasons of health, economy and order (Ben-Joseph, 2005; Talen, 2009). Today placemaking alone can be a strong primary rationale for regulating the built environment.

Understanding the definition of place will allow for the discussion of placemaking as a reason for regulating the built environment. The concept of place has emerged over time from the discussion of space and what it truly represents. As discussed by French sociologist Henri Lefebvre, space is considered in the context of “social space”. In this instance social space is defined as both a means of production and a product of it (Lefebvre and Nicholson-Smith, 1974, Dovey, 2010). It is essentially comprised of two components: the mental and the physical, and is cyclical, each component feeding into one another. The mental component relates to representational space and the physical component to the representation of space. Together these components combine the religious and personal impressions of space with the scientific and technological aspects of space.

While Lefebvre’s discussion on social space is closely tied with the definition of place that is used today in urban design in city planning, it is important to note other descriptions of space used by contemporary urban designers and planners. Post Lefebvre, space is removed from the context of the social realm and concerns mainly the physical dimension of the built environment (Dovey, 2010). It does not contain the “intensity that gives place its potency and its primacy”

(Dovey, 2010, p.3). Space is merely the dimension of where things exist and activities occur. It is the container that holds and allows for activities to happen.

The definition of place on the other hand is much more complex. Literature on the subject indicates that place is more than the physical dimension, typically including a social component. As mentioned above, Dovey notes that place contains a level of intensity that makes them more than “just locations occupying a certain extent in space” (Dovey, 2010, p.26). This means that there is a level of emotion or quality of feeling to the space that transforms it beyond the scope of the physical realm.

In many respects, this intensity Dovey speaks of is similar to the definition of place Carmona, et. al (2010) describes in *Public Places, Urban Spaces* which is based on seven key objectives. These objectives are: 1.Character, 2. Continuity and enclosure, 3. Quality of the public realm, 4. Ease of movement, 5. Legibility, 6. Adaptability, and 7. Diversity (Carmona, et.al, 2010).

The objective of character in place refers to identity and uniqueness, the components that make a space special and memorable. The objective of continuity and enclosure in place deals with the consistency, rhythm and barriers that help clearly distinguish public and private spaces within a place. The objective of quality of the public realm in place concerns having successful and attractive outdoor areas that reflect frequent human use and purpose. The objective of ease of movement in place relates to accessibility and how easy it is to move around the place and get to it. The objective of legibility in place refers to how clear the image and identity of the place is and whether or not it is easy to understand. The objective of adaptability in place describes the flexibility of the place and suggests that it can easily change if need be, while the diversity of place concerns the amount of variety and choice available in the place. A successful place would address all seven of these objectives or focus on a combination of most of them.

Place is different than space in that it is much more complex and embodies elements stretching beyond just the physical dimension. This is not to state that place does not contain the element of physical dimension, as it is one of the key elements in the creation of place, but it is to express that place is constituted by more social and kinetic components than space. Place takes

into consideration “architecture, cultural institutions, topography, history, economy, and physical appearance” (Bohl, 2002, p.x). Place is basically an “inextricably intertwined knot of spatiality and sociality” (Dovey, 2010, p.6).

Throughout history there has been a need for humans to regulate the built environment. Before the 20th century the reasons of health, order and power, and economy directed city planning. Today urban designers and planners think beyond these historical conceptions to incorporate social and cultural components that transform spaces into places, making them more than just locations and rather more as symbols (Scheekloth & Shibley, 1995). It is this desire to create a place that resonates as a symbol for human beings that makes it a strong rationale for humans to regulate the built environment. Having a place, a “there, there” in a city as poet Gertrude Stein exclaimed in her 1937 work *Everybody's Autobiography*, is as important as having health, order and power, and economy.

2.3 Mechanics of Placemaking

The desire to create place has today become a strong reason for humans to regulate their built environment. To achieve place the process of placemaking needs to occur. Depending on each professional field the definition of placemaking can vary, and like the definition of place, is very board and complex (Ben-Joseph, 2009; Dovey, 2010). While in the realm of architecture placemaking is focused more on the visual and aesthetic qualities, in the realm of sociology the focus is more on social qualities. In the realm of urban design in city planning, placemaking is a combination of the definitions from multiple fields. It encompasses the two main categorical components of the visual and the social; and it is what Schneckloth and Schibley (1995) describes as:

[T]he way all of us human beings transform the places in which we find ourselves into places in which we live...[it] not only changes and maintains the physical world of living; it is also a way we make our communities and connect with other people. (p.1)

The Visual component

The visual component of placemaking covers the aesthetic qualities of the built environment that help its users identify and characterize a space. It is what urban designer Kevin

Lynch (1960) would refer to as the “imageability” of the city (figure 2.1) and what Carmona, et al. (2010) references as the visual dimension of urban design. Given the depth of information on this subject, the focus of this study will be on the discussion of the visual dimension as presented by Carmona et al.

Figure 2.1. Kevin Lynch’s five elements of imageability. (Lynch, 1960, pg. 47-48).

The visual dimension of urban design deals with the visual-aesthetic character of the built environment and results from the relationship between spatial and visual qualities (Carmona, Tiesdell, Heath, & Oc, 2010). This dimension is comprised of the three main discussions of: aesthetic preferences, visual-aesthetic qualities of urban spaces, and elements that define and occupy urban space (Carmona, Tiesdell, Heath, & Oc, 2010).

Aesthetic appreciation and preferences of the visual dimension concerns how the built environment is conceived and perceived by its users. It is mainly visual and tied to the kinesthetic experience, which dictates that experience of the built environment results from the movement through space over time (Carmona, Tiesdell, Heath, & Oc, 2010). It is similar to Gordon Cullen’s concept of “serial vision” which defines the urban landscape as a series of related spaces experienced through a sequence over time (Isaacs, 2000). The kinesthetic experience, however, is highly embedded in the concept of senses affecting conception and perception of spaces; with the idea that the visual senses is affected by the components of rhythm and pattern, balance and harmonic relationships.

Rhythm and pattern in the built environment involves comparable elements that are repeated and helps users organize their settings. Balance, in the sense of “visual balance”, in the built environment refers to order and can be achieved through symmetrical or asymmetrical methods of design. Harmonic relationships concern how all the pieces of the built environment fit together to form a whole. Altogether these components of aesthetic appreciation and preference

help form an identity and character of the built environment that is relatable to its users and makes it a place.

The visual-aesthetic qualities of the visual dimension deal with the types, relationships and volumetric qualities of spaces in the built environment (Carmona, Tiesdell, Heath, & Oc, 2010). Carmona, et. al. categorizes types of spaces in the built environment as either the street or the square. Both the street and the square are considered positive space types meaning they have a “distinct and definite shape” (Carmona, Tiesdell, Heath, & Oc, 2010, p. 176). Streets are enclosed by buildings on both sides and are dynamic spaces that indicate a continuous sense of movement. Squares on the other hand are framed by buildings and considered more of a static space with less movement throughout. Both can be formal or informal, this designation defined by the level of order and sense of enclosure of the space.

Relationships and volumetric qualities of spaces in the built environment are referred to by Carmona, et. al. as the “townscape”. The concept of the townscape is founded on Cullen’s idea that the “whole [is] greater than the sum of the individual parts” (Carmona, Tiesdell, Heath, & Oc, 2010, p. 184). Each building in the built environment is examined in its context and should play an important role in the overall setting. The contextual relationship of the parts to the whole contributes to the symbolic quality of a place.

Urban space elements of the visual dimension include building façades, floorscapes, street furniture and landscaping. These four elements, comprised of the smaller details of colors and textures, help define “urban space mak[ing] significant contributions to its character” (Carmona, Tiesdell, Heath, & Oc, 2010, p. 184). Depending on color schemes, material textures and patterns, the building façades, floorscapes, street furniture and landscaping can welcome or put off users to the space. Additionally they can captivate users and invite them to linger and stay or they can be unappealing and unwelcoming and render the space uninhabitable. More successful urban elements would help achieve the “character” and “quality of public realm” objectives of place (as discussed in the previous section) making it more special, memorable and user focused.

The visual component of placemaking encompasses aesthetic preferences of users of the public realm. The visual-aesthetic qualities of the built environment and the urban space elements help define a place's character. This component aligns with the architecture and landscape architecture definitions of placemaking, focusing on the physical and aesthetic qualities of the public realm. The visual component provides the physical built form and aesthetic qualities of a place, making it appealing, identifiable, symbolic and memorable.

The Social component

Literature on the subject of placemaking supports the integration of the social and the spatial realms of planning (Bohl, 2002; Dovey, 2010; Schneekloth and Shibley, 1995). While the spatial realm of planning is what was discussed as the “visual component” in the previous section, the social component of placemaking refers to the human qualities of the built environment. This typically covers the subjects of history, culture, politics and economics. For the purpose of this study, the focus of the discussion will be on how these subjects are conveyed and acknowledged in the process of placemaking through the process of community participation.

Community participation falls under the umbrella term of “community design” which originated in America after the civil rights movements of the 1960s and 1970s (Sanoff, 2000; Toker, 2007). Originally concerned with empowerment and advocacy of underrepresented communities, community design and the idea of community participation has evolved to incorporate ideas of sustainability and issues of the public realm (Toker, 2007). Although a shift has occurred with intentions of community participation in the planning and design fields, it is important to note that the core concern of involving the “local people in social and physical development” of their environment (Toker, 2007, p. 310) is still prevalent.

Involving the people in the social and physical development of their environments and acknowledging the issues that surround them is integral to the placemaking process. Carmona et. al (2010) notes that “effective place-making demands sensitivity to, and cognizance of, power dynamics in and across urban space and its production” (p. 11). Recognition and integration of

the local people—community participation—in the placemaking process provides the “intensity” Dovey speaks of that constitutes a place.

Community participation comes in many forms. It can be perceived in categorical terms, and experiential terms. Categorically, Deshler and Sock (1985) determined two levels of participation: pseudoparticipation and genuine participation (as cited in Sanoff, 2000, p.8). Pseudoparticipation encompasses *domestication* and *assistencialism*; the local public shows up to receive information and consultation. Genuine participation encompasses *cooperation* and *citizen control*; the public works in partnership with others and has the opportunity to take control of their own actions.

Experientially, Burns (1979) has identified the following four categories/levels of participation: awareness, perception, decision-making, and implementation (as cited in Sanoff, 2000, p.10). The categories of awareness and perception involve the exploring and discovering of an environment or situation and the understanding that the situation comes with many implications. These implications can be physical, economic, social and cultural. The categories of decision-making and implementation concern the creation of goals and objectives that address the situation and ensure it is achieved. In all four categories there is a dialogue between the public participants and professionals involved in the process.

Community participation comes in many forms and has over time evolved from its original intentions of advocacy and empowerment to incorporate many other ideas such as sustainability and the public realm. Today the concept of the “inclusive city” (Goltsman & Iacofano, 2007) is one of the few examples that expand on the original ideas of community participation.

In the concept of the inclusive city, the city is reflective of the needs of its inhabitants at all levels and is created through a process that actively engages the public (Goltsman & Iacofano, 2007). It essentially ties together physical planning and social planning and emphasizes three main criteria for the development of an inclusive city: functionality, context sensitivity, and equitable impact. The functionality criteria require that designs incorporate universal design to address the physical needs of all types of people. Designing functionally allows for accessibility, supporting the functional needs of a user’s “health, safety, and sustenance” (Goltsman &

Iacofano, 2007, p. 6). The functionality criterion in the context of the placemaking process achieves a successful place's objective of "ease of movement" and "diversity" (as discussed in section 2.2).

The context sensitivity criteria call for the inclusive city to be context-driven and in harmony with the surrounding fabric. It is similar to Cullen's idea of the townscape, where the larger picture is more important than the individual parts, but refers to social not visual aspects. It takes into account the "needs, assets and culture of the communities in which they exist", speaking to the "character", "legibility" and "diversity" objectives of a successful place.

The equitable impacts criteria consider the intended and unintended consequences of development and seek to ensure that development impacts are minimal on humans and the natural environment. It is tied to the concept of sustainability (to be discussed further in section 2.4) and focuses on the idea of equality. It incorporates issues such as pollution and access and compliments the other two criteria.

As community participation comes in many forms, such as the described concept of the inclusive city, it also faces many challenges that make it a time consuming and often times demanding effort in the planning process. In communities of diverse ethnic and cultural make-up, this process may be presented with more obstacles than the typical process may ensue. Besides the common time, budget, and trust factors of typical community participation efforts, engaging an ethnically and culturally diverse community involves the obstacle of language barriers and need for additional trustworthiness that may stem from cultural differences.

While challenging these obstacles can be overcome, addressed through creative participatory methods that use graphic and visual representation. Planning and design games are two methods that can be used to bridge language gaps and break the ice with communities that require a little more trust building. Focused on the larger scale, planning games involve groups of community members working collaboratively on creating an ideal plan for their community that covers the elements of land use, circulation, and activities (Toker, 2012). Focused on smaller scale urban design or site planning problems, design games works in a similar manner as planning games but instead has groups of community members working

together to develop a solution that contains specific variables such as square footages (Toker, 2012). Both these methods use the universal languages of symbols, icons, and other graphic representations as instruments for participants to convey their thoughts and ideas. Using this more graphic approach eliminates the challenges language barriers and cultural differences may present and offers these communities the opportunity to be a part of their community's planning and decision making process.

The social component of placemaking refers to the human qualities of the built environment, encompassing social, political, cultural and economic issues. It involves community participation, which comes in many forms, has many challenges, and offers many benefits to the people involved. Through involving the public in the placemaking process, communities can gain empowerment (Hester, 1990; Sanoff, 2000) and have their social needs addressed more directly, which ultimately will reflect in an environment defined as a place rather than a space.

Although the placemaking process has multiple definitions depending on the field it is identified with, it is frequently described to encompass the combination of visual and social components. Together the visual and aesthetic qualities and the social and human qualities of an environment can create communities and projects that are identifiable, memorable, appealing, culturally significant, and accessible—all qualities reflective of a place.

2.4 Sustainability and sustainable design

Both the discussion of the placemaking process and definition of place include the discussion of the concept of sustainability. The inclusion of this concept in the definition of place and the process of placemaking is a more contemporary thought (Toker, 2007) and encompasses many issues. Sustainability as described by the U.S. Environmental Protection Agency (EPA, 2012) is:

Based on a simple principle: Everything that we need for our survival and well-being depends, either directly or indirectly, on our natural environment. Sustainability creates and maintains the conditions under which humans and nature can exist in productive harmony, that permit fulfilling the social, economic and other requirements of present and future generations. Sustainability is important to making sure that we have and will continue to have, the water, materials, and resources to protect human health and our environment. (EPA, 2012, para. 1)

As a metaphorical concept, the three-legged stool has been often used in literature to describe sustainability. Despite its criticisms (i.e. the model shows elements as separate entities when they should be nested in each other (Dawe & Ryan, 2003)), this concept describes sustainability as resting on the three legs of equality, economy, and environment. The leg of equality refers to the social well being of people; the leg of economy concerns development and finances; and the leg of environment, the natural environment and its resources (Dawe & Ryan, 2003; Sidkar, 2003).

Frequently these three legs lend the foundation for the discussion of sustainability in all disciplines. Although this concept is not universally accepted, it will be used in this study to illustrate how urban design and city planning have come to address sustainability.

In the field of city planning specializations within the field can emphasize one or more of the legs of sustainability. For example, in environmental planning, issues regarding the natural environment have led to reforms and legislative measures that control and regulate development patterns and approaches. Responding to federal and state measures such as the Clean Air Act and California's Water Management Plan, municipalities throughout the U.S. have started to draft and initiate Climate Action Plans (CAPs). These CAPs typically address the main issue of greenhouse gas emissions (GHGs) and range from size and content. Other issues typically included can concern: energy efficiency and sources (i.e. renewable), land use planning, forestry, and adaptation (Bassett & Shandas, 2010). Although there is not one standard structure or list of required elements to a CAP, they represent a planning approach that is frequently used today that addresses the issue of the natural environment and sustainability.

In the realm of urban design in city planning, issues regarding social well being and the economy are reflected in concepts such as New Urbanism and the inclusive city (as discussed section 2.3 "the social component"). The concept of New Urbanism is a predecessor of the concept of Smart Growth, which advocates for alternative modes of planning to suburban sprawl (Parolek, Parolek, & Crawford, 2008). New Urbanism builds on the intentions of Smart Growth and integrates the social component that calls for collaboration between social and physical planning (Goltsman & Iacofano, 2007). Unlike traditional rational planning concepts, New

Urbanism has been argued to emphasize people rather than cars, to focus on the human scale, advocate for walkability, higher density uses and a mix of land uses. These two concepts build on the “environmental dimensions of ‘city making’” (Girling & Kellett, 2005, p.xi) with the latter incorporating more elements pertaining to human qualities.

Another sustainable concept widely used in both the environmental and urban design realms of city planning is low impact development (LID). The practice of LID address issues of impervious surfaces and urbanization, mainly focusing on storm water management (Dietz, 2007; Dooley, 2003). Central to this concept is the idea that LID can help reduce pollution from storm water run-off caused through a combination of techniques that allow for “natural infiltration to occur as close as possible to the original area of rainfall” (Dooley, 2003, p.53). Low impact development encompasses many kinds of design strategies that range from pervious pavements to green roofs, bioswales, rain gardens, road width design, and site planning.

In contemporary planning, the topic of sustainability has become a main element in the discussion of the process of placemaking and the tools used to achieve it. Its comprehensive focus on the people, environment, and economy has made it another strong rationale for regulation of the built environment.

2.5 Urban design codes and standards

In the field of urban design in city planning, placemaking is targeted through the planning tools of codes and standards. Codes and standards are laws that affect urban form and help characterize cities and create places (Bohl, 2002; Parolek, Parolek & Crawford, 2008). In the placemaking process, two forms of codes and standards used are form-based codes (FBCs) and design guidelines. These planning tools are strongly utilized in the field of urban design and cannot be explored without a discussion of the field itself. The following sections explore the definitions of urban design and the two common tools used in the placemaking process: FBC and design guidelines.

Urban Design

The field of urban design has evolved over the past 50 years to encompass a wide range of definitions (Cuthbert, 2007). Similar to the subject of placemaking, it is broad and complex and crosses multiple disciplines. Literature on the subject expresses several categories and traditions that are used to define the field. Categorically, Cuthbert (2007) uses the three defining phrases of: civic design, urban design, and city design, to discuss the complexity of the field. The phrase *civic design* refers to modernist architecture where projects for the state were conducted. This term was used to describe the field mainly in Britain until the 1970s (Cuthbert, 2007). In America, the phrase *urban design* emerged as an urban design program at Harvard began in 1960. The establishment of this program helped this phrase spread throughout the U.S. and overseas. Unlike the previous phrase, *civic design*, it removes political significances tied to the field, in essence neutralizing it and taking it out of the social realm (Cuthbert, 2007; Carmona, Tiesdell, Heath, & Oc, 2010). *City Design*, on the other hand, includes the social realm. It is frequently used by Lynch who describes it as dealing “with the spatial and temporal pattern of human activity and its physical setting, and considers both its economic-social and psychological effects” (Cuthbert, 2007, p.181).

Examining the field in terms of traditions, Carmona, et. al. (2010) identifies the following four traditions: 1. Visual-artistic, 2. Social usage, 3. Place-making, and 4. Sustainable urbanism. The visual-artistic tradition of the urban design field aligns with the architecture discipline and is much narrower than the other traditional definitions. It is closely tied to the discussion of the visual dimension of placemaking, focusing on “visual qualities and the aesthetic experience” (Carmona, Tiesdell, Heath, & Oc, 2010, p. 6). Le Corbusier and Camillo Sitte are some of the urban designer architects that fall in this tradition definition of urban design as their work focused on the visual qualities and aesthetic experiences of urban spaces.

In Le Corbusier’s “Voisin” plan for the center of Paris (figures 2.2 and 2.3), the concept of district planning is unfolded through visual emphasis. The main element of the skyscraper, while only comprising a small portion of the landscape, would dominate the commerce center in the plan and act as visual markers and house only commercial uses. Large parks with trees would

then constitute the large majority of the remainder of the city and surround the skyscrapers (Le Corbusier, 1929). Through this form of district planning with a focus on the form of the buildings and quality of open spaces around them, Le Corbusier provides a plan for a city that allows humans to experience both nature and the built environment through visual and aesthetic experiences.

Figure 2.2. Sketch of the "Voison" plan for Paris by Le Corbusier. (Le Corbusier, 1929, p. 280)

Figure 2.3. Le Corbusier's "Voison" plan for Paris. (Le Corbusier, 1929, p. 289)

Similar to Le Corbusier, Camillo Sitte also proposes through his work, *City Planning According to Artistic Principles* (1965) examining urban spaces through visual and aesthetic experiences. However unlike Le Corbusier, Sitte's approaches this tradition of urban design with a comparative perspective, analyzing ancient and modern cities in artistic and technical manners. By doing so, Sitte claims this will allow for the discovery of "their compositional elements" to

reveal a solution to the dullness of modern block buildings (Sitte, 1965, p.4) that allow for humans to feel “secure and happy” in cities and thus linger in urban spaces (Sitte, 1965, p.3).

Beyond the visual-aesthetic tradition of urban design is the social-usage tradition. This tradition relates to the social component of placemaking and emphasizes the way in which people use space. It encompasses “the issues of perceptions and sense-of-place” (Carmona, Tiesdell, Heath, & Oc, 2010, p.7) and focuses on the users of cities and spaces. Key figures associated with this tradition are: Lynch (1960) with his ideas of the imageability and legibility of a city; Jane Jacobs (1992) with her idea of the street ballet; Alexander et al. and their work *A Pattern Language* (1977); and William H. Whyte (2001) with his work on public spaces.

The place-making tradition ties together the aesthetic and physical with the behavioral. It essentially builds on the combination of the previous two traditions discussed. It is the tradition of urban design that best fits Dovey’s (2010) concept of intertwining spatiality and sociality. Carmona et.al. describe it as covering “the ‘hard city’ of buildings and ‘soft city’ of people and activities” (p.8).

The sustainable urbanism tradition of urban design is the newest tradition of the four and is still emerging. It focuses on healthier design for people and the natural environment. This means it addresses issues such as walkability, access (to food, employment, transportation, etc.), air quality and natural resources. This tradition is associated with concepts of New Urbanism and environmental design, advocating for the “urban form to reduce the carbon footprint of mankind” (Carmona, Tiesdell, Heath, & Oc, 2010, p.8).

While the field of urban design is broad and complex and holds multiple definitions, literature on the subject indicates that it is commonly defined as an interface between architecture, landscape architecture, and town planning (Carmona, Tiesdell, Heath, & Oc, 2010). This means that the field includes elements of the physical realm, social realm and sustainable realm. It covers a range of topics and is closely tied with the concept of community design (Kasprisin, 2011). It is believed by Carmona et.al. to have at its heart, the concern for making places for people.

For the purpose of this study the placemaking and sustainable tradition definitions of the urban design field will be used. These definitions both encompass concepts of physical and social sensitivity in planning, as well as sustainable principles in design and planning.

Form Based Codes (FBCs)

Form-based codes (FBCs) are one example of contemporary planning tools used today in the process of placemaking. FBCs were created to respond to the flaws of conventional zoning, which was argued by planner Paul Crawford to be unsuccessful in creating “character” in cities and incorporating urban design (Landon, 2006). Unlike conventional zoning and planning, it regulates to create places, not to create buildings (Parolek, Parolek, & Crawford, 2008). Additionally, it was formed based on the premise of addressing the relationship between building facades and the public realm, and as an implementation tool for the sustainable planning concepts of Smart Growth and New Urbanism (Parolek, Parolek, & Crawford, 2008; Talen, 2009). Parolek, Parolek, and Crawford (2008) argue that FBCs are tailored to local character and thus is “a method of regulating and coding, in support of another kind of urbanism—one that promotes place-based planning and development, not suburban or urban sprawl” (p.xv).

FBCs are centered on the three main elements of: the transect; spatial organization by neighborhood, district and corridor; and entitlement by type (Parolek, Parolek, & Crawford, 2008). The element of the transect describes the range of development intensities that allow for contextual consideration. The range of development in the transect typically consists of six zones and covers from the natural to the urban zone types. The element of spatial organization by neighborhood, district and corridor emphasizes diversity and variety in “uses, activities, and services within pedestrian and transit sheds” (Parolek, Parolek, & Crawford, 2008, p.xvi). The element of entitlement by type focuses on architecture and how the built form can express character specific to a city’s culture and history. Combined, these three main elements form a tool that has “the potential to change the human habitat substantially...that can help reinforce [a community’s] local character and culture” (Parolek, Parolek, & Crawford, 2008).

Embedded in the three main elements of FBCs are the five required components of: 1. Regulating plan, 2. Public Space standards, 3. Building form standards, 4. Administration, and 5. Glossary (Parolek, Parolek, & Crawford, 2008). Additional optional components such as architectural and landscape standards can be included. Altogether these components structure the FBC and help to define it as tool that addresses community collaboration, physical form and character before uses, and development principles that encourage walkability.

Community collaboration is a key concept of FBCs, making it an appropriate planning tool for the placemaking process. Charettes and visioning in the process of developing FBCs provide opportunities for community residents to participate and contribute their thoughts. This involvement allows for the final FBCs to be reflective of a community vision (Talen, 2009) that is “holistic [and] addresses both private and public space design to create a whole place” (Parolek, Parolek, & Crawford, 2008, p.11).

Design Guidelines

Design guidelines, like FBCs, are another example of planning tools used in the placemaking process. Also referred to as “design control” tools (Habe, 1989; Punter, 1999) design guidelines are often used to supplement existing development regulations such as the zoning code. Much like FBCs, they are concerned with enhancement of local character in cities, promoting the concepts of sustainable development, environmental quality, and social and economic regeneration (Arendt, 2010; Carmona, Punter, & Chapman, 2002; Habe, 1989). However, compared to FBCs, they are more flexible in structure and can be advisory or regulatory or a combination of both (Talen, 2009).

The structure of design guidelines, unlike FBCs, do not have a set of required components but are developed with the objective of to be as comprehensive as possible (Carmona, Punter, & Chapman, 2002). Being comprehensive and not necessarily detailed allows design guidelines to approach the subject of design quality in the most effective and resource efficient way (Carmona, Punter, & Chapman, 2002).

Comprehensiveness in design guidelines can be achieved through addressing a few key issues. These issues include: politics, public participation, process, and implementation (Punter, 1999). Politics in design guidelines refers to its relationship to urban design. In order for design guidelines to achieve comprehensiveness, it needs to be formulated attached to the concepts of urban design. Punter (1999) uses the example of developing “urbanistic design principles” that integrate with architectural principles as an example arguing that detailed guidelines need to be rationalized and consistent with urban design concepts. As Bohl (2002) notes, good urbanism and placemaking go hand in hand, thus this issue must be addressed.

Public participation in design guidelines—the social component of the placemaking process, is necessary to ensure its comprehensiveness. Input and insight from community members help form the goals, objectives and policies structuring the design guidelines. The issues of process and implementation of design guidelines refers to the use and enforcement of design guidelines. In order for these issues to contribute to the comprehensiveness of design guidelines, they need to be “efficient, fair and effective” (Punter, 1999, p.198).

As a flexible placemaking and design control tool, design guidelines have a strong role in city planning policy—linking policy and practice, and setting parameters for design (Carmona, Punter, & Chapman, 2002). Although they have been criticized for making development more expensive, inhibiting design creativity and innovation, and being too prescriptive at times, (Habe, 1989; Punter, 1999), design guidelines can be a powerful tool. They are, as Lang describes, “mechanisms for defining and designing public space, specifying certain uses, encouraging and stimulating development, and conserving existing environments” (as cited in Carmona, Tiesdell, Heath, & Oc, 2010, p. 19).

2.6 Cases

Design guidelines are a flexible, design control, placemaking tool that comes in various forms. Unlike Form-Based Codes, they do not have a template that can be followed and thus are unique to every jurisdiction that uses them. The following cases of the City of Santa Barbara, California and City of San Leandro, California explores the variations of design guidelines and

illustrates how design guidelines have been used as a planning tool in the process of placemaking.

2.6.1 City of Santa Barbara

The City of Santa Barbara is located approximately two hours north of the City of Los Angeles and has a population of 90,893 people (City of Santa Barbara, Ca. 2012). Established as an official American city in 1850 (City of Santa Barbara, Ca. 2012), it is perhaps one of California's most recognizable cities with a distinct local character and identity. The Mission and Mediterranean style of the City of Santa Barbara is an elemental component to the City's character and is often times used by residents and visitors as an identifying descriptor of the City.

This unique identifying style, of the Mission and Mediterranean, is built upon the City's rich mission history beginnings and ocean side location. A wide range of design guidelines and regulations preserve and enhance this style, contributing to City's identity and place designation. In total, the City of Santa Barbara has 26 design guidelines and regulations documents that guide existing and future developments (City of Santa Barbara, Ca. 2012).

Among these design guidelines and regulations is the *Upper State Street Area Design Guidelines* adopted by the City in September 2009. The *Upper State Street Area Design Guidelines* resulted from the City's 2007 *Upper State Street Study (USSS)* and is to be used in conjunction with the study document. Both these documents cover the area directly north of Santa Barbara's Downtown and encompass 3 smaller sub-areas.

Broken down into five main chapters, the guidelines document is thorough and covers topics of history, design, and transportation. As a guiding point, the guidelines document has a larger board purpose of: "provid[ing] additional direction for how property owners, both public and private can make improvements to their properties to collectively improve the visual character and circulation of the Upper State Street Area"; many detailed goals are distributed throughout the document chapters and address the mentioned topics more specifically.

The first and last chapters (I. Introduction/Background, and V. Other Guidelines and Regulations) discuss the historical background of the area, intent of the document and its

relevancy with other city policy documents. These two chapters provide a context for the design guidelines and describe the process of document creation. To form the design guidelines, the City of Santa Barbara formed a Design Guidelines Subcommittee comprised of six people, three Planning Commissioners and three Architectural Review Board members. This subcommittee worked with consultants, city staff, and the City Council and used information from the *USSS*, which involved community participation, to create the final document.

The other three chapters of the document covers urban design issues and transportation. Chapter II: Site Planning, Building Setbacks & Parking discusses how the location and mass of a building contributes to the overall character and identity of the area and can promote pedestrian walkability. Chapter III: Design Elements discusses the public streetscape, architectural elements and other public realm elements that would contribute to the maintenance and enhancement of the City's character. Chapter IV: Transportation focuses on the circulation in the area and discusses how it can be improved to ameliorate traffic and congestion and create a better traveling and public space experience for users of the area.

As the complimentary document to the *USSS*, the *Upper State Street Area Design Guidelines* is a fairly thorough document that with some improvement can become a very effective design control placemaking tool. While the document meets Punter's (1999) criteria for a comprehensive guideline, hitting on the key issues of politics, implementation, process, and public participation, it is a substantially text driven document supplemented with minimal graphic visuals. This makes the document not as accessible to users and can take away its effectiveness as a placemaking tool. Enhancing it with a better balance of graphic visuals could make this document a wholly effective and comprehensive placemaking tool.

2.6.2 City of San Leandro

The City of San Leandro is located in the San Francisco Bay Area in between the cities of Hayward and Oakland. It is approximately 15 square miles and has a population of 84,950 people (City of San Leandro, 2012). In October 2007, the City of San Leandro adopted Design

Guidelines and Principles for the City's Downtown to aid the process of "preserving and creating Downtown San Leandro character" (City of San Leandro, 2007, p.3).

Referred to as a tool for property and business owners in the Downtown San Leandro area (City of San Leandro, 2007, p.1), this guidelines document is organized into four sections; three of which comprise a majority of the document. The first section of the guidelines includes the introduction, goals and intent, and approval process details associated with design within the Downtown area of the City of San Leandro. While short, this section is important and informs users of the guidelines of the purpose and mission of the guidelines. As interpreted in the document, the purpose of the guidelines is to be used as a tool in the process of revitalizing the Downtown area. "Revitalizing" in this essence is defined as an economic and community identity vitality that is sensitive to the City's "historic past and modern needs" (City of San Leandro, 2007, p.1). The revitalization of the Downtown can be achieved with these guidelines and the four basic principles it contains: 1. Quality development, 2. Public-Private Partnerships, 3. Incremental in Nature development (speaks of an evolution of the area over time), and 4. Collective implementation and constant maintenance of Downtown business and property owners.

Following the introduction, goals and intent, and approval process section are the three main sections of the guidelines. These sections are categorized as: 1. Development Guidelines, 2. Signage Guidelines, and 3. Historical Perspective. Unlike the first section, these three other sections provide detailed information regarding aesthetic features of buildings and built elements and a discussion of the City's history through architectural styles. The development guidelines section is similar to the design guidelines of many other jurisdictions as it prescribes information regarding multiple building and built environment elements. San Leandro's Design Guidelines provides guidelines for 17 elements ranging from "building corners" to "storefronts" to "lighting" and "parking and service areas".

The signage section of the guidelines document is similar as it provides many design guidelines for different sign types. There are in total in this section 12 sign types discussed, each with specific dimensional and visual details. The historic perspective section, unlike the development guidelines and signage guidelines sections is less prescriptive. Instead, it focuses

on describing the architectural styles of Downtown San Leandro so that a historical narrative and understanding of the area can be understood.

The Downtown San Leandro Design Guidelines and Principles document is used in the City of San Leandro, California as a planning tool to help revitalize the Downtown area economically and socially. It has stated in its goals and intent section a goal for the creation of “sense of place” and offers to do so through development and signage guidelines and a historic perspective narrative. While not as comprehensive as it could be, as it lacks evidence of public participation and only slightly touches on the relationship between urban design and the prescribed guidelines, it offers a good starting point for a City in search of placemaking.

Conclusion

Design guidelines are a flexible, design control, placemaking tool that varies depending on each jurisdiction that creates and applies them. In the case of Santa Barbara, California, the *Upper State Street Design Guidelines* addresses issues of design and transportation, while in San Leandro, California the *Downtown Design Guidelines* focuses more on design elements in the urban design realm. Both of these cases portray the variation among design guidelines document, expressing how Punter’s (1999) criteria of comprehensiveness can be achieved. Depending on the jurisdiction, the placemaking tool of design guidelines can be more design/architectural focused or public realm streetscape focused or even a combination of both.

Chapter 3: Problem Definition

Literature on the subject of the planning tools of codes and standards shows that throughout history humans have been using them to manipulate the built environment. Whether it is to regulate order, health, the economy or the conservation of the natural environment, these codes and standards are powerful tools capable of achieving desirable and successful results. Recently in the urban design and planning field, codes and standards have become key tools in the discussion and creation of places.

The concept of place is a contemporary thought containing implications on a city's economic and social health. It embodies the idea that a space is much more than its physical dimension and contains a level of intensity and complexity (Dovey, 2010) that is often understood as an identity or character. It is created through the process of placemaking, which encompasses both a visual and a social component, and is a very desirable target of many communities and cities. Involved in the processes' of placemaking is an understanding of urban design that stretches beyond the surface comprehension that it concerns just the physical qualities of the public realm. The visual aesthetic elements are intertwined with the element of public engagement and results in a complex and rich subject matter.

In the field of urban design and planning, this rich subject matter, the concept of place and the process it takes to create it, placemaking, is most discussed in regards to the planning tools of Form-Based Codes (FBC) and design guidelines. FBC and design guidelines are two different types of planning codes and regulations that both frequently incorporate as a key objective the creation of a place and the process of placemaking. It is this relationship between these planning tools of the FBC and design guidelines that will be the focus of this study. Using the City of Hayward, California for context, this study aimed to answer the following question: *How can urban design be used in the update of downtown design guidelines to help the City of Hayward continue their efforts to create a "place" in the Downtown Area that showcases the unique qualities of downtown buildings and a pedestrian friendly environment?*

The findings and answers to this question were then used to develop a draft update of Hayward's Downtown Design Requirements and Guidelines, which is attached in Appendix A.

Figure 3.1 diagrams the exploratory relationships of this question.

Figure 3.1. Research question main concepts diagram.

Chapter 4. Methodology

To answer the research question and develop the design guidelines update document this exploratory study applied a combination of quantitative and qualitative methods. Archival research, existing City of Hayward documents analysis, and community participation were used as methods. Using both quantitative and qualitative methods provided a more comprehensive understanding of the situation in Hayward, California that directed the final production of the update document. Figure 4.1 diagrams the methodology and methods of the study.

Figure 4.1. Research methodology and methods diagram.

4.1 Archival Research

"Architecture, cultural institutions, topography, history, economy and physical appearance" constitutes a place (Bohl, 2002, p.x). The "history" component of placemaking for Hayward's Downtown was achieved through archival research. Archival research involves examining documents and records containing information about a place or group of people and then constructing an interpretative historical narrative. The interpretative historical narrative provides a framework for the explanation of past events (Groat & Wang, 2002) and is important in

the construction of contextual goals and objectives of the Downtown Design Requirements and Guidelines update document.

To conduct the interpretative historical narrative, an analysis of the *City of Hayward Historical Context Statement* (Circa, 2010) was conducted and then supplemented by a personal awareness/reconnaissance trip around Hayward's Downtown. The *City of Hayward Historical Context Statement* (Circa, 2010) was the primary document of analysis as it provided an in-depth narrative of Hayward's history broken down into a total of six context themes. Individually these themes cover different time periods and areas of significance (Circa, 2010). Altogether they discuss a range of eras and topics touching on the early period of Native and Mexican settlement in the area and the days of the pioneering settlers, to the period of community growth, and the growth of agribusiness and commercial development in Hayward. Cultural and religious groups are also identified as a historical context theme in the document.

The analysis of the historical context statement provided a framework for the personal awareness/reconnaissance trip around Hayward's Downtown that took place early in January 2012. Awareness/reconnaissance trips can provide additional layers of information, beyond what is provided in the historical context statement, that is useful for the development of the draft update of the Downtown Design Requirements and Guidelines document. Using a map of Hayward's Downtown generated from the Cal Poly CRP 410-411 undergraduate Downtown Hayward studio, the awareness/reconnaissance trip took several hours. The trip was conducted on foot and involved intensive photograph inventory and note taking; all of which will be discussed in Chapter 5: Findings. Figure 4.2 shows the path taken around Downtown Hayward during the awareness/reconnaissance trip.

Hayward. In total nine documents were analyzed for consistency in information, specifically in regards to goals, objectives and policies for the Downtown area. Analysis and comparison of the documents allowed a better understanding of the existing position of the City on urban design concepts for the Downtown Area and provided insight on how to approach architectural, sustainability, and circulation features that would affect placemaking in the area.

City of Hayward, Ca. General Plan (2002)

A General Plan is a state mandated planning document that acts as the constitution for the long-term physical development of a city or county (OPR, 2003). The General Plan typically plans 25-40 years into the future and consists of a minimum of seven required elements—each one containing a set of goals, objectives and policies (OPR, 2003). The City of Hayward General Plan was adopted by the City Council in 2002 and proposes policies and programs for the city's development 20 years into the future. Within the Land Use element there is identified five focus areas. The Downtown Area is among one of these five and has a dedicated section with policies and strategies.

City of Hayward Zoning Ordinance

Zoning codes/ordinances is another form of a planning tool used to regulate the built environment manipulating it through the allocation of uses within the City. Per State of California law, zoning ordinances shall be consistent with the General Plan. As chapter 10, article 1 of the City's municipal code, the Hayward Zoning Ordinance is stated to be consistent with the City's General Plan. Overall, it contains 35 main sections, each with its own subsections, focusing on zones, city processes, and development direction (City of Hayward, 1998). Sections regarding specific zones mostly contain a "minimum design and performance standards" subsection that provides design criteria for development. Within this study, Sections *10-1.1000 General Commercial District (CG)* and *10-1.1555 Minimum Design and Performance Standards for CC-C, CC-R and CC-P Subdistricts* was analyzed.

City of Hayward Design Guidelines (1993)

Design Guidelines, like zoning codes/ordinances, provides a planning tool that can be used for implementation and the process of placemaking. They are not always regulatory and can be flexible and are frequently used to supplement the zoning code/ordinance (Talen, 2009). The *City of Hayward Design Guidelines* was approved in 1993 and supersedes the 1987 *Design Review Guidelines*. It is the design guidelines document for the entire city and provides direction for site planning, circulation, architectural design elements, and landscaping design. Within the document, there is a section devoted to the Downtown Area that focuses on “B” Street and the main core area, open space features, and areas beyond the main core.

The Core Area Plan: A component of the Downtown Hayward Design Plan, RECENTERING (1992)

This document complements the *Downtown Focal Point Master Plan* as it focuses on the core area of downtown and provides a set of actions aimed to “repopulate and revitalize this once urban center” (Soloman, Inc. for the City of Hayward, 1992). Six categories of priority areas and issues are identified in the document and structure the plan for the core area. The focal point of Downtown, housing, B Street, cultural activities, the area’s boundaries and edges and the earthquake fault corridor are the six categories. Each of these categories has a devoted section with a descriptive discussion on its role in the overall plan and future direction for its success.

Downtown Hayward Design Plan (1992)

Another Downtown Area planning implementation tool, this document presents development policies for Downtown Hayward. It was drafted by the Redevelopment Agency of the City of Hayward and is to be used in conjunction with other city documents. The City of Hayward’s General Plan, zoning ordinance, and the *Design Requirements and Guidelines* document are just a few of the City documents referred to. Plain and simple, the document is divided into the following sections: Zoning, Maximum level of development, Densities, Open Space/Setbacks, Building heights, and Urban Design objectives.

Design Requirements and Guidelines for Downtown Hayward (1992)

This design guidelines document provides both regulatory and advisory directions and focuses only on Hayward's Downtown Area. It was first approved by the City's Redevelopment Agency in 1986 and then revised in 1992. The document is organized around three "Downtown Design Environments" delineated by different streets and building types and prescribes detailed architectural design direction. Sections for the entrances and rear of buildings, and shading devices are some examples of the architectural design direction provided. Signage requirements are also included and make up approximately half of the entire document.

Hayward Downtown Historic Rehabilitation District: Commercial Design Manual (1993)

Another design guidelines document, the *Commercial Design Manual* addresses just commercial buildings in the downtown historic district. This historic district is essentially the physical center of the Downtown Area and bounded by Foothill Boulevard to the north and northeast, "D" Street and Atherton Street to the south and southeast, and McKeever Avenue to the west.

Written by the consulting firm Terra Design Group of Mill Valley, this document was approved in 1993 and supersedes standards set forth for commercial buildings in the historic district in the 1992 *Design Requirements and Guidelines for Downtown Hayward* document. There are 18 sections to this document, each one covering a building design element such as: awnings, mass, style, materials, and roofline.

South Hayward BART/Mission Boulevard Hayward, California Form-Based Code (2011)

Form-Based Codes (FBC) provides a planning tool that can be used to regulate the built environment in the process of placemaking. Unlike design guidelines, they are regulatory (Talen, 2009) and have prescribed components. Hayward's FBC for the South Hayward BART and Mission Boulevard area carries out policies in the Hayward General Plan's Land Use Element for this particular neighborhood planning area. This FBC has a regulating plan with identified transect

zones and a multitude of standards for the area. Figure 4.3 is the regulating plan showing transects zones with their density allocations.

Figure 4.3. South Hayward BART/Mission Boulevard FBC Regulating Plan (City of Hayward, 2011, Fig 1-1).

City of Hayward Climate Action Plan (2009)

Climate Action Plans are the regulatory planning tool that provides direction for the reduction of green house gas emission (GHG) in a city or jurisdiction. Adopted in 2008, Hayward's Climate Action Plan provides policies and provisions for the reduction of GHG in the City in the near future. Included in the document is a baseline emission inventory, summarizing the current emission in the City; a reduction plan, that discusses energy saving methods in buildings; and an implementation plan and a measurement and verification section.

4.3 Community Participation

Essential to the update of the Downtown Design Requirements and Guidelines was the process of community participation. Community participation involves the recognition and engagement of local people in the development of their social and physical environments (Toker,

2007). In the concept of placemaking, community participation is the social component, embodying the notion that the people and their experiences help create the place they live. For this study the community participation effort had two main components. The first involved analysis of the Envision Downtown community outreach process and the second was the study's own outreach, conducted through crowdsourcing. The following sections discuss these two components, with details about the benefits and downsides of the crowdsourcing platform in the end.

Envision Downtown Hayward community outreach

Occurring in the fall of 2011 and the winter of 2012, the Envision Downtown Plan was a partnership between the Cal Poly undergraduate CRP 410/411 studio and the City of Hayward to create an update of the Downtown plan. This partnership included several community workshops and meetings where community members and key stakeholders were invited to share their thoughts and ideas for Downtown Hayward. From this effort information and insight was gathered, and then collected and analyzed for a community findings report. The community findings report supplemented this study's outreach effort and was analyzed and used to frame topics for discussion in the platform.

Crowdsourcing: MindMixer

The community participation process for this study involved the use of a crowdsourcing platform. This platform was chosen after undertaking considerations of time, budget, and distance for the study. With only two months, a small budget, and a three and a half hour drive between the City of Hayward and the City of San Luis Obispo crowdsourcing was the most favorable outreach method to use.

Crowdsourcing is a distributed problem-solving model that looks to a network of individuals for ideas and solutions (Brabham, 2008). It is a model that uses the concept of the "wisdom of the crowds" (Surowiecki, 2004), which asserts that the collective wisdom of a group can, under the right circumstance, provide the best solution to the problem. As an alternative

model in the business world, crowdsourcing is emerging in the planning field to be used as another community participation platform.

As another community participation platform, crowdsourcing offers many benefits for the planning process. These benefits include unlimited access and open discussions for participants. Based on the Internet, crowdsourcing offers a wide range for outreach and community engagement. Participants interested in a planning effort can, through the platform, gain access to information and discussions 24/7. Not bounded by the constraints of a specific time, location, and format, associated with the traditional community meeting and workshop, participants can submit their ideas and comments on their own time and continue to follow up with the process to view other ideas and comments submitted. This method offers open discussion and clear and direct communication between participant and all others involved.

While crowdsourcing offers benefits to community participation in planning there are also associated downsides. The largest downside evolves around the issue of equity in participation. As a primarily Internet based platform, it poses the challenge of engaging all members of the community. Individuals without Internet access or individuals not familiar with the platform's interface may be excluded from the participation process. Another downside to this platform concerns the issue of promotion and marketing of the effort. Also prevalent in traditional community participation methods, the challenge of adequately advertising and outreaching to the community is dependent on resources and manpower. Time resources and manpower are important in being able to adequately promote, market, and outreach an effort. If there is not enough resources or manpower, outreach will suffer and affect the participation effort.

The platform of crowdsourcing for community participation comes with many benefits and downsides. In choosing this method for use, these benefits and downsides were heavily considered. In particular was the challenge of equity in participation, as Hayward's multicultural and multiethnic communities may not be susceptible to an online outreach effort. The engagement of ethnically and culturally diverse communities requires other methods of participation that was, under the constraints of this study, not feasible. In the end, with all the

other factors considered (i.e. time, budget, distance) crowdsourcing was the most appropriate method of choice.

For this study, three companies specializing in crowdsourcing within the planning and business realms was analyzed and compared. CrowdBrite, NapkinLabs, and MindMixer all offer crowdsourcing services through the Internet with a specialized website URL. Table 4.1 compares these three companies based on their limitations and cost.

Table 4.1. Comparison of crowdsourcing companies for community participation.

Platform	Description	Structure	Price	Offering
Crowdbrite	A canvas based platform that allows for community participation in a cloud network. This application offers real-time updates and is ideal for brainstorming, workshops, and charettes.	Canvases with plans or graphics are uploaded to the website and can be commented on by participants with sticky tab notes. A legend with categories for notes organizes the comments.	About \$6,000 based on conference call with Darin, the founder.	Online meeting hosting, creation of private & public projects, management of data & content, video, drawing and photo uploads and easy summary reports.
MindMixer	A virtual town hall platform dedicated to municipal and government projects. It helps generate a broader audience to create more effective community participation.	Topics are identified and then posted on the website for discussion by the public. Participants can submit their ideas and provide feedback on ideas submitted by others. Participants need to register. Voting and prioritization functions are available.	\$500 for a month with flexibility for an additional one or two weeks if needed.	60-watt plan offers 6-months of live citizen input and discussion and up to 30 discussion topics. No marketing and outreach is a part of this academic quote. Flyers will be provided.
NapkinLabs	A personalized lab platform that allows for participants to answer questions, brainstorm and submit their own ideas. Although this crowdsourcing platform is geared towards more the business industry, it can work in the planning field.	Challenges in the personalized lab are presented to the public for comments, feedback, voting, etc. The challenges can vary from brainstorming exercises to voting or prioritizing. Participants can upload photos and videos and will need to register.	\$99/month	Allows for up to 1,000 fans with unlimited challenges. Gamer layer providing points and messaging and invitations to participants included.

Given the time and budget restraints of this project, MindMixer was chosen for this study. MindMixer is a web-based town hall platform dedicated to idea collaboration for better communities (MindMixer, 2012). MindMixer creates a website dedicated to a project organized

around topics or issues open for voting on or/and discussion by the public. A section containing who's listening, and project background information is also provided to give credibility to the project and process at hand.

For this study the website was setup under the URL of: www.DesignHayward.com (figures 4.4, 4.5, and 4.6) and put online for two months during the months of February and March of 2012. Analyzed community feedback information from the CRP 410/411 studio provided the basis for the following six topics on the website:

1. Downtown Hayward's Identity
2. Favorite Gathering Spot
3. Downtown Safety
4. Sustainable Design for Downtown
5. Downtown Streets
6. Historical Preservation

Altogether these topics address urban design issues identified by the community during the Envision Downtown process. Through this crowdsourcing platform, these topics were made available to the public all the time with responses to them visible to general public to "second" on or add additional comments on if desired.

Figure 4.4. Design Hayward homepage. (MindMixer, 2012)

Design Hayward

Welcome to Design Hayward, a conversation about the urban design of Downtown Hayward. The discussions here will help develop an update of the existing Downtown Hayward Urban Design Guidelines. Lend your voice!

Like 35 Send Tweet 2 Share 0 0

LATEST IDEAS

- » Green Roof Tops
 - » New Highrise Center Piece
 - » New Highrise Center Piece
 - » Goodbye Mervyn's Headquarters...how about hello Town? Welcome?
- Search Ideas

SIGN UP NOW!

HELLO!

Select Language

Powered by Google Translate

PROJECT DETAILS

Who's Listening?

City of Hayward Website

Urban Design Guidelines

WHO'S LISTENING?

David Rizk

Director of Development Services

David Rizk is the director of the Development Services Department which encompasses the Building and Planning divisions.

City of Hayward, Development Services

Richard Patenaude

Planning Manager

Richard Patenaude is the Planning Manager of the Planning Division which is responsible for implementing City policies that direct physical development of the City.

City of Hayward, Development Services

Sara Buizer

Senior Planner

Sara Buizer is a Senior Planner in the Planning division of the Development Services Department.

City of Hayward, Development Services

Francisco Zermeño

Council Member

Council Member Zermeño was elected into the Hayward City Council in 2008.

Council Member Zermeño

Barbara Halliday

Council Member

Council member Halliday was re-elected on Hayward's City Council in 2008 is the Mayor Pro Tempore.

Council Member Halliday

Bill Quirk

Council Member

Council member Quirk was re-elected on Hayward's City Council in 2008.

Council Member Quirk

Marvin Peixoto

Council Member

Council member Peixoto was elected on Hayward's City Council in 2010.

Council Member Peixoto

Michael Sweeney

Mayor of City of Hayward

Mayor Sweeney was re-elected Mayor in 2010.

Mayor Sweeney

Cindy Ma

California Polytechnic State University, San Luis Obispo, Graduate Student

Cindy is a Masters in City and Regional Planning student at Cal Poly San Luis Obispo. She is working in partnership with the City of Hayward to update Downtown Hayward's Urban Design Guidelines. She is a Bay Area native (hailing from Oakland) is very excited to participate in this project with the City of Hayward.

ms.cindy.ma@gmail.com

Figure 4.5. Design Hayward, Who's Listening page. (MindMixer, 2012)

Design Hayward

Welcome to Design Hayward, a conversation about the urban design of Downtown Hayward. The discussions here will help develop an update of the existing Downtown Hayward Urban Design Guidelines. Lend your voice!

MOST ACTIVE IDEAS

- » Safety through numbers!
- » Reuse Space
- » Entertainment
- » Pedestrian-friendly, walkable streets

Search Ideas

SIGN UP NOW!

HELLO!

Select Language

Powered by Google Translate

PROJECT DETAILS

Who's Listening?

City of Hayward Website

Urban Design Guidelines

Sustainable Design for Downtown

FEB 04 - MAR 30, 2012 CLOSED

6
IDEAS

CLOSED

Like Send Tweet 0 Share 0 0

How can Downtown become more sustainable? What sustainable design elements would you like to see in Downtown?

One of Hayward's priorities is to become more of a green and eco-friendly city. This ties into the ideas of Sustainability, which covers natural environment and human well-being.

IDEAS

Sort by

RANDOM POPULAR

MAR 04, 2012 Xan G

Make B street a Pedestrian Mall!

4 Seconds
2 Comments

MAR 21, 2012 Al P1

Green Roof Tops

1 Second
2 Comments

FEB 18, 2012 Diane H

Green space

4 Seconds
3 Comments

MAR 06, 2012 Margarita J

Bike to and from BART - going east past Second St.

3 Seconds
1 Comments

MAR 16, 2012 Al P1

Maintain Commercial or mixed use zoning

1 Second
0 Comments

MAR 15, 2012 Samantha S

Roof Gardens

2 Seconds
1 Comments

About MindMixer | How It Works | Idea Tips | FAQ | Guidelines | Terms of Use | Privacy Policy

Site Questions or Concerns?
support@mindmixer.com

Figure 4.6. Sample discussion topic: Sustainable Design page. (MindMixer, 2012)

To market and publicize this outreach effort, social media, emailing and on site flyering in the Downtown Area was conducted. Facebook was used to share the link to the site and emails were sent to the participant list serve of the Envision Downtown process. Emails were also sent to contacts at the Cal State University East Bay so that the message could be forwarded to the university population. Additionally, a walk around flyering outreach was conducted on Saturday February 26, 2012 with City of Hayward Planning Manager, Richard Patenaude. Figures 4.7 and 4.8 are examples of the flyers used for marketing the crowdsourcing outreach platform.

Figure 4.7. Outreach handout (MindMixer, 2012).

Figure 4.8. Outreach flyer (MindMixer, 2012).

Chapter 5: Data Analysis and Findings

Using the quantitative and qualitative methods of archival research, existing City documents analysis, and community participation, data was collected to help formulate a better understanding of Hayward's Downtown. A brief historical narrative of Hayward and Downtown Hayward is presented in the first section. This section offers a glimpse into the City's identity and character. The second section covers desired qualities and potential directions for the Downtown area as discussed in nine City documents. These desired qualities and potential directions were elemental components to the production of the draft update of the Downtown Design Requirements and Guidelines. The third section discusses the findings of the crowdsourcing outreach effort and the main themes used for the update document.

5.1 Historical Narrative

The interpretative historical narrative provides a framework for the explanation of past events (Groat & Wang, 2002) and is important in the construction of contextual goals and objectives of the Downtown Design Requirements and Guidelines update document. The following sections provide a brief summary of the history of the City of Hayward and a closer look at Downtown Hayward.

5.1.1 Brief History of Hayward, California

The City of Hayward, "the Heart of the Bay", is located in the East Bay of the San Francisco Bay Area. It is 25 miles southeast of San Francisco and 26 miles north of San Jose. It is a moderate sized city with a population of approximately 145,000 residents and covers a total of 62.55 square miles (City of Hayward, 2011).

Like many Northern Californian cities, the City of Hayward has a rich history filled with acquisition, agriculture and development. Originally home to the Costanoan and Ohlone Indians (Circa, 2010), Hayward began its transformation into a city when gold miner William Hayward bought 40 acres of land from Mexican militant Don Guillermo Castro in 1852. From these 40 acres, Hayward set up a "trading store, stagecoach stop, post office, hostelry, dairy farm" and the

Hayward's Hotel (City of Hayward, 2011). Hayward's Hotel (figure 5.1) would become the center of the City's downtown area, which was officially named "San Lorenzo" under Castro's ownership. However as the downtown area began to develop and become well known because of the Hayward's Hotel, many people would instead use the name "Hayward's Place" (City of Hayward, 2011).

Figure 5.1. Hayward's Hotel (Circa, 2010, p.30)

The name "Hayward's Place" would not be kept as the City received its first official name "Haywood" in 1860. The misspelling, due to clerical errors, would not be an issue as in 1876 the "Town of Haywards" was used as the official name during the City's incorporation. In 1894 the "Town of Haywards" would become the "Town of Hayward" and then in 1928 the official "City of Hayward" (City of Hayward, 2011). It is this period of settlement of growth that marks the end of the transition from Native American settlement to Mexican acquisition to pioneering settlement and the beginning of the area's community development (Circa, 2010).

Similar to many Northern California cities, the City of Hayward had a large agricultural history that led to its overall development. During the early 20th century, Hayward was known as the 'Heart of the Garden of Eden' because of its temperate climate and fertile soil" (City of Hayward, 2011). Hayward's close proximity to the Bay allowed for the ideal agriculture condition and helped it prosper in the apricot industry. Other industries such as grain and poultry, salt

production, and ornamental flower growing also had successful periods in this area. These industries helped attract investors and Danish, Portuguese, and Japanese immigrants to the area and expand the growth of the City (Circa, 2010). By 1950, the City would be home to the Hunt's Cannery and a population of 14,000 people (City of Hayward, 2011).

The City of Hayward experienced its largest development during the mid 20th century after World War II. Between 1950 and 1960, the population escalated from 14,000 people to 72,700 people (City of Hayward, 2011) with the City physically expanding its boundaries. It was during this era that the neighboring township of Mt. Eden, located south and west of downtown, was incorporated (Circa, 2010). And Russell City (figure 5.2) to the west of downtown was included into Hayward's boundaries through redevelopment measures.

Figure 5.2. Russell City (Circa, 2010, p.44)

Hayward's growth during this time was also aided by new transportation projects that linked the City to the wider region. Major thoroughfares such as Foothill Boulevard were widened and connected throughout the City to form State Route 9 (today's State Route 238) to cater to the new automobile culture. This population growth with the combination of new transportation links would drastically change the landscape of Hayward from agricultural and industry uses to subdivisions and shopping centers (City of Hayward, 2011).

Today, the City of Hayward is home to approximately 145,000 people and is considered “one of the top 15 most ethnically-diverse communities in the nation” (City of Hayward, 2011).

5.1.2 An awareness walk of Downtown Hayward, California

What is Downtown Hayward (figure 5.3) today is laid upon a foundation created by Mexican militant Don Guillermo Castro during the mid-nineteenth century (Circa, 2010). The street grid system of the Downtown Area resulted from Castro’s platting of the town of “San Lorenzo” in that location in the years 1854 to 1856 (Circa, 2010). As the starting point of the growth of the City, Hayward’s Downtown contains historical significance and can be a focal point and place for residents of the City and visitors to the area.

Figure 5.3. Map of Downtown Hayward core area and full area boundaries. (Envision Downtown studio, 2011)

On Saturday January 1, 2012 an awareness/reconnaissance trip was taken to explore and experience the Downtown area. This trip took place in the morning and started at the intersection of B Street and Watkins Street where the weekly Farmer's Market was underway in front of City Hall (figures 5.4 and 5.5). Starting at this point was only natural as it is where the current Art Deco styled City Hall is located and is where most people might say encompasses the "small town" feeling Hayward should have because of its history.

Figure 5.4. Area of start of awareness walk. Figure 5.5. The weekly Farmer's Market on Watkins St.

Noticeably the "main" street of Downtown, B Street from Watkins Street to Foothill Boulevard is a one-way two lane street with maintained streetscape and diagonal parking (figure 5.6). This stretch on B Street is the most pedestrian friendly in the Downtown Area. Almost all the buildings have no setback and the sidewalks are wide with bulb-outs at intersections. Outdoor seating along the street combined with plenty of street trees makes this street an inviting environment for pedestrians (figure 5.7). Buildings on this stretch of B Street are also all one to two stories in height and provide for a comfortable sense of enclosure.

Walking along this stretch, the buildings exhibit different architectural styles, ranging from western ranch to art deco to post modern and modern (figures 5.8 to 5.10). While not cohesive in appearance this eclectic style along this street reflects the different chapters of Hayward's history

and provides a quick snapshot of the evolution of Hayward from a Mexican ranch settlement to pioneer settler town and developing community after WWII.

Figure 5.6. Looking towards B Street from Watkins Street. B Street has a nice “main street” feel.

Figure 5.7. Looking north on B Street. B Street has lots of trees and wide sidewalks.

Figure 5.8. The IOOF building is modern compared to its neighboring pizza restaurant

Figure 5.9. The art deco City Hall located at the intersection of B Street and Watkins Street.

Figure 5.10. A neoclassical bank building on the corner intersection of Main Street and B Street.

Just beyond the boundaries of the main section of B Street to the area south surrounding the Hayward BART station, the environment changes from the small-enclosed “main street” feel to a more open landscape (figure 5.11). Streets are wider in this area, with four lanes of traffic and a central median, and the tree coverage and a sense of enclosure provided along B Street starts to diminish. The uses in this area transition from commercial to more residential and light

industrial with the Hayward BART station as a large transportation anchor. Unlike the main stretch of B Street, sidewalks are more narrow and not as accessible with many sections cracked or dirty and in need of maintenance (figure 5.12). During this trip, not many pedestrians on the street were witnessed, except for a few headed towards the BART station and B. Street. Buildings in this area are also eclectic in style and range from Ranch, to Victorian and Craftsman bungalow, to modern and contemporary (figures 5.13 to 5.17).

Figure 5.11. The area south of Watkins is open and has less of the “main street” feel.

Figure 5.12. Sidewalks below Watkins Street are narrower and have cracks.

Figure 5.13. A ranch style building reflects the early mission and agricultural era of the City's history.

Figure 5.14. This Victorian building reflects the early 20th century era of the City's history.

Figure 5.15. A craftsman bungalow located in the more industrial area.

Figure 5.16. Modern warehouse/light industrial buildings near the BART tracks.

Figure 5.17. The Eden Housing complex has a contemporary style that incorporates traditional materials through new technology with brick veneer and engineered wood.

Besides eclectic buildings, this area also contains examples of Hayward's history and diverse ethnic and economic community. Several commercial businesses catering to ethnic communities are located in this area and artwork scattered throughout the area touch on Hayward's native settlers' past (figures 5.18 and 5.19). A mixture of housing types is concentrated in this area and infers a variety of income levels of the residents of Hayward. Around the Hayward BART station and warehouse structures there are older small bungalow homes and multiple unit structures that may hint at lower income housing (figure 5.20). West of the BART station are newer apartment and town home complexes that may serve a more medium income population (figures. 5.21 and 5.22). The Eden Housing Development at the

intersection of Grand and C Street is one of these developments. As the newest development in the area, it contains visibly sustainable design practices such as Low Impact Development (LID) landscaping and a connection to the Bay Area Air Management District (BAAMD) bike route (figure 5.23).

Figure 5.18. Hayward is a diverse City with a large Hispanic community. This store is just one hint of the City's diverse make-up.

Figure 5.19. Artwork on a utility box reflects Hayward's Native American past.

Figure 5.20. Smaller bungalow type housing near the light industrial area by BART.

Figure 5.21. The Mt. Eden apartment complex.

Figure 5.22. City Centre apartment homes is a gated residential development.

Figure 5.23. BAAMD bike route adjacent to the Mt. Eden development.

To the north of the BART tracks along the busy and wide 5 lane D Street (figure 5.24) are also other residential development projects that are medium density. Town homes with back alleys and loft and condominium units comprise these developments that are located closer to the Downtown core (figures 5.25 and 5.26).

Figure 5.24. D Street is very wide and not pedestrian friendly.

Figure 5.25. Alleyway of the Atherton Place development.

Figure 5.26. The Studio Walk development on the corner of D Street and Atherton Street.

Directly north of these residential developments are what can be considered the old civic core of Hayward (figure 5.27). The historic neoclassical City Hall, neoclassical fire station, and mission styled public library and post office is located in this area (figures 5.28 to 5.31). Within this area several open space and park facilities are located, providing ample space for residents to gather. The public library itself sits on it's own block and is surrounded by a large open space park filled with tall trees that provide ample shade. Across Mission Boulevard from the library is located Giuliani Plaza, a barred off playground adjacent to the old City Hall that seemed well used by families with young children.

Figure 5.27. The old civic core of Downtown Hayward has the fire station, Old City Hall, main library and the post office.

Figure 5.28. The Old City Hall on Main Street across from the main library.

Figure 5.29. Fire Station #1 on the corner of C Street and Main Street.

Figure 5.30. The main public library sits in the middle of a block of open space.

Figure 5.31. The neoclassical post office on the corner of C Street and Watkins Street.

Within this old civic core area, the buildings contain an eclectic mix of styles much like the rest of downtown. Looking down Main Street from D Street, brick buildings next to modern buildings next to neoclassical buildings tell a story of the evolution of the City of Hayward and the many periods of settlement and growth that occurred.

North of this area is the busy thoroughfare of Foothill Boulevard (figure 5.32). Also State Route 238, Foothill Boulevard has six lanes of traffic with a center lane median. As a transportation corridor, it continues south along Mission Boulevard and intersects with State Route 92 on Jackson Boulevard. Interstate 580 to the north transitions into this main corridor and connects Hayward with other East Bay cities such as San Leandro and Oakland. Given Foothill Boulevard's auto orientation, buildings and streetscapes on this street are modest and minimal. Modern strip mall style buildings one to two stories in height line the boulevard as small street trees dot the stretch providing little shade and enclosure (figures 5.33 and 5.34). Small sidewalks, which are affected by current construction projects such as the Route 238 Corridor Improvement Project, are cracked and in need of repair. Compared to B Street, this stretch is not pedestrian friendly as it is auto oriented and presents a very fast paced and unsafe environment for pedestrians.

Figure 5.32. Foothill Blvd. is a busy auto-oriented thoroughfare.

Figure 5.33. Buildings on the north side of Foothill Blvd. are designed for fast movement.

Figure 5.34. Buildings on the south side of Foothill Blvd. are also designed for the automobile.

Despite the auto-orientation of Foothill Boulevard, this main thoroughfare has public art and natural feature elements. Large wall murals on the side of buildings along the corridor and its ancillary streets display pictorial images of different eras in Hayward's history and tell a story about what used to be and what could be (figures 5.35 to 5.38). The hidden San Lorenzo Creek has an entrance at the north end of the Foothill Boulevard, and while unfortunately under utilized, could be something great for the area. Currently the creek is hidden and used as what may seem like a homeless encampment (figure 5.39).

Figure 5.35. A wall mural on the Cinemark Theatres parking garage.

Figure 5.36. A wall mural on CVS pharmacy's wall depicts an early era of Hayward's history.

Figure 5.37. This wall mural portrays the apricot industry beginnings of Hayward.

Figure 5.38. A pictorial landscape wall mural on the side of a building along Foothill Blvd.

As the starting point of the growth of the City of Hayward, Downtown Hayward has the potential to become a focal point and place for the residents of Hayward and visitors to the area. Walking around Downtown during the awareness/reconnaissance trip, many interesting facts about Hayward's history and current situation were revealed. The eclectic mixture of architectural styles throughout the area reflects the many layers of Hayward's evolution and provides a glimpse into the diversity of the community. Buildings such as the Masonic Temple and Independent Order of Odd Fellows (IOOF) building along B Street hint at the significance of

fraternal and religious organizations in the City (figure 5.40). Numerous public art efforts such as the painted electrical boxes and large wall murals show how invested the City is in its desire to engage the public and create inviting environments. The mix of commercial businesses in the area reveals the diverse community that make-up the City. And the lack of accessible sidewalks, streetscape and inviting buildings in several areas demonstrate where Downtown can improve to make it a more pedestrian friendly and inviting environment.

Figure 5.39. San Lorenzo Creek is currently used as a homeless encampment.

Figure 5.40. The Masonic Temple on B Street reflects the impact of religious and fraternal organizations in the City.

5.2 The City of Hayward planning documents

The analysis of nine City of Hayward planning documents yielded a depth of information regarding direction for the development and maintenance of the Downtown area. These documents were analyzed to better inform the process of creating goals and objectives for the draft update of the Downtown Hayward Design Requirements and Guidelines document. This section discusses the information found in the context of several common concepts. Table 5.1 is a summary table indicating the relationship between the most common concepts that emerged from the documents analysis effort and the city documents that addressed them. A more detailed table of information of all nine city documents can be found in Appendix B.

Table 5.1. Frequency of main concept themes in City of Hayward planning documents.

Concepts/ Document name	City of Hayward General Plan- Land Use Element (2002)	City of Hayward Zoning Ordinance (Sec. 10-1.1045 & 10-1-1.1555)	City of Hayward Design Guidelines (1993)	The Core Area Plan: A Component of the Downtown Hayward Design Plan (1992)	Downtown Hayward Design Plan (1992)	Design Requirements & Guidelines for Downtown Hayward (1992)	Hayward Downtown Rehabilitation District: Commercial Design Manual (1993)	South Hayward BART/Mission Blvd. FBC (2011)	City of Hayward Climate Action Plan (2009)
CHARACTER / IDENTITY -architectural elements -signage, etc...		X	X	X	X	X	X	X	
HISTORY -Preservation -Rehabilitation	X		X	X	X		X		
ECONOMY -commercial/retail vibrancy	X		X	X		X		X	X
FOCAL POINT -Downtown as center	X			X	X				
PEDESTRIAN-FRIENDLY / ORIENTED -massing and siting & setbacks	X	X	X	X	X	X	X	X	X
MIXED-USES -residential combined with retail/commercial	X			X				X	
SAFETY -lighting -landscaping restrictions		X						X	X
DESIGN ENVIRONMENTS -Main Street vs. Showcase buildings vs. Other			X		X	X			
OPEN SPACE -Creek amenity -Plaza space		X	X	X	X				
SUSTAINABLE STRATEGIES -wind, solar, agriculture								X	X
HARMONY -context with surroundings (immediate and neighboring)		X	X		X	X	X	X	
CONNECTIONS / LINKS -from Downtown to other areas			X	X				X	

The nine city documents analyzed ranged from general and broad plans to specific and detailed documents. All these planning implementation tools were for the most part consistent in regards to information about the Downtown area. This consistency was in large part a result of the documents referencing each other for information, specifically when it came to the subject of design guidelines and signage.

As there was consistency and common concepts relayed between documents, there were also some variation between them all. Not all documents covered the range of concepts shown on Figure 5.42, some only focused on only several concepts. Despite the range of focus in the documents, three concepts about the development and maintenance of Downtown were frequently addressed: the pedestrian-friendly/pedestrian-oriented nature of the area, the character/identity of Downtown and the City, and the harmony within the area and to the surrounding context.

Pedestrian-friendly/pedestrian-oriented Downtown

The concept of a pedestrian-friendly/pedestrian-oriented downtown area was the most frequently mentioned, showing up in all nine documents analyzed. This idea was mentioned either in the goals and objectives section of the documents or in the regulatory section of policies and guidelines. In the Land Use Element of Hayward's General Plan, this idea is stated as a policy under the objective for the Downtown focus area. As the plan sets forth the goal of maintaining Downtown as a "focal point" for the city, it sets a policy to "emphasize making the downtown a focal point for the City within a pedestrian-friendly environment" (City of Hayward, 2002, p 2-18). The *Design Requirements & Guidelines for Downtown Hayward (1992)* shares this concept in its purpose, stating the document is directed toward "creating and reinforcing a pedestrian shopping environment with amenities that cater to the pedestrian customer" (City of Hayward, 1992, p.1).

In the other seven documents the idea of a pedestrian-friendly/pedestrian-oriented area is expressed through more specific urban design regulations and guidelines. Regulations and guidelines for building massing, siting, and setbacks aim to create urban environments more at

the human scale and thus conducive to pedestrian comfort and activity. Analysis of the documents revealed that in the Downtown area, building height maximums can range from 42 feet in the core to 104 feet in certain edge areas and 140 feet in the top north corner of the area (City of Hayward, 1992). With these height restrictions are also building story regulations where the core is suggested to have three-story building maximums along the main street environments such as B Street, and five-story buildings elsewhere (City of Hayward, 1992). Corner buildings are also suggested for taller massing to accentuate the intersection. These building height and story regulations dictate the scale of the buildings in the area creating a smaller lower scale at the core and potential taller outer edge. Having lower buildings and a smaller scale helps create a more pedestrian-friendly environment at the Downtown core.

Along with building height and story regulations, setback and siting requirements are also prescribed in the documents as a method to creating a pedestrian-oriented downtown. Zero setbacks are required of the ground floor commercial buildings with allowable setbacks on upper levels to create a terracing effect. This regulation creates a continuous street wall at the ground level that invites pedestrians along the street and creates a connection to the retail shops fronting them. Residential development in the area are prescribed to have a four foot encroachment zone setback for building projections such as bay windows (City of Hayward, 1992) and some landscaped setbacks that provide privacy and pleasant streetscape for pedestrians. Buildings on each block should orient the street and parking should be consolidated to the interior of the block. Rear entrances to buildings from interior parking lots where also prescribed by many documents. Through concentrating building store frontages to the street and de-emphasizing the automobile by locating it on the interior of the block, a friendlier environment can be shaped to encourage pedestrians to the area.

Character/Identity

The concept of creating and retaining a Downtown and City character/identity was the second most mentioned, showing up in seven of the nine documents analyzed. Similar to the concept of a pedestrian-friendly downtown area, this idea was mentioned in various places of the

documents analyzed. In the City of Hayward's Zoning Ordinance, character was mentioned in the purposes of Section 10-1.1045 and 10-1.1555 stating: "The City recognizes that high quality design of commercial structures can contribute to a positive appearance of neighborhoods and improve overall character of community" (City of Hayward, 1998). In the *Design Requirements & Guidelines for Downtown Hayward (1992)* this idea was incorporated into the document's purpose statement which includes the following statement: "establish a downtown identity by enhancing the unique qualities of downtown buildings" (City of Hayward, 1992, p.1).

While only some of seven documents explicitly mentioned the idea of improving, enhancing or capturing the character/identity of the City and Downtown Hayward in their goals or purpose sections, a majority of the seven specified methods of achieving it through regulations and guidelines of aesthetic qualities such as architectural elements, rooflines, signage, etc. Table 5.2 summarizes some of the key regulations and guidelines relating to the character/identity of the City and Downtown Hayward.

Table 5.2. Character/Identity regulations and guidelines in City of Hayward documents.

Category	Regulation/Guideline
Building materials & Colors	<ul style="list-style-type: none"> Materials shall be durable quality and applied in a professional manner. Wherever possible, the original design materials and finishes must be preserved and deteriorated or damaged areas repaired. Materials should not be rustic, shiny metal or plastic. New materials should match material being replaced in composition, design, color, and texture. On B Street and main street areas, use brick, textured stucco, dressed or cut stone, and terra cotta when possible. On Showcase buildings sign panels shall be smooth, hard-surfaced slick materials. Façade colors are to be light (i.e. pastels) Accent colors are to coordinate with primary color and color combinations are to be harmonious. Fluorescent, loud or sharply contrasting colors are prohibited.
Architectural Style	<ul style="list-style-type: none"> Lower B Street: Preserve character established by Victorian buildings. Building style should relate to context of area. <ul style="list-style-type: none"> 3 Design environments: 1. B Street (main street), 2. Showcase buildings (i.e. Foothill and Mission) & 3. Other.
Storefront	<ul style="list-style-type: none"> Windows on ground floor of retail buildings shall remain free of coverings and materials that prevent views into or out of the stores. B Street: have more glass on ground level and provide a low (12-36 inches in height) base of durable finished materials. Use only durable material for entryways. Transom windows should be uncovered and replaced if missing.

Signs	<ul style="list-style-type: none"> • Refer to Sign Ordinance! • Generally: blade and projection signs encouraged for B Street, main street area. <ul style="list-style-type: none"> ◦ Wall signs should fit within or align with and not obscure architectural elements.
Awnings & Canopies	<ul style="list-style-type: none"> • Should be mounted within storefront or window frame and may not run continuously along the face of a building. • Should match the shape of the opening and be self-supporting, of a fabric material and not internally illuminated. • Remove canopies not original to building.
Roofline	<ul style="list-style-type: none"> • Flat roofs for commercial buildings are encouraged with the front wall extending above the highest point of the roof.
Rooftop equipment	<ul style="list-style-type: none"> • Is to be screened from public view
Trash/Recycling	<ul style="list-style-type: none"> • Are to be adequately screened from view using decorative wood or a masonry wall or combination thereof that is compatible with the design of the primary building on site.

The concept of enhancing and retaining the character/identity of the City of Hayward and its Downtown area was shared by many of the documents analyzed and were addressed through aesthetic based regulations. The regulations and guidelines of building materials and colors indicate that a neutral and subdued aesthetic is desired. With each building exhibiting a softer and lighter color an overall cohesive look rather than an assorted look of contrasting buildings can be created. Defining three design environments rather than specific architectural styles also expresses the desire for a level of uniformity for Downtown. Besides the mention of the Victorian style, the main street, showcase building and other buildings categories offer a framework for buildings to fall into stylistically. The main street category is described as “the classic downtown shopping district appearance” (City of Hayward, 1993, p. 43), while the showcase category encompasses more modern buildings reflective of the auto-oriented era of Hayward’s history. The other buildings category defines buildings that are varied and designed for special purposes and do not fit into the other two categories.

As the buildings are regulated and guided to create an image and identity for Downtown, so are other elements such as signage, awnings, trash receptacles and storefronts. Signage and awnings and canopies throughout the Downtown area are required to be of pedestrian scale and appropriate for the building. Wall signs should not cover architectural elements and awnings and

canopies are to be complimentary to the building it is a part of. Trash receptacles are to be screened, as are rooftop equipment, and storefronts should remain relatively transparent to provide connections from the inside out and vice versa. Combined, these regulations create a cleaner looking downtown and focuses on not overwhelming pedestrians with large or unsightly detailed elements.

Through providing specific directions to the materials and colors of a building, type of rooflines, types of awnings and canopies, treatment of storefronts, etc...these regulations aim to create and capture a character of the City that is cohesive and relate to the other concepts (i.e. pedestrian-friendly area) shown on Table 5.1. Uncoordinated buildings with large overwhelming signage and awnings are not desired, nor are closed off storefronts or unsightly trash receptacles that are un-inviting to the pedestrian.

Harmony

The concept of harmony within the Downtown area and to the surrounding context was the third most mentioned, showing up in six of the nine documents analyzed. Harmony in these documents refer to how new development in the Downtown area needs to be compatible with existing development and how it would connect with the surrounding context. Similar to the other two concepts discussed above, this concept is conveyed through several of the document's goals and purposes or their regulations and guidelines. In the City of Hayward's *Design Guidelines* (1993), the goal states that: "New buildings should be built to last and harmonize with older buildings and express the downtown's place as the permanent center of the City" (City of Hayward, 1993, p. 42). Similarly a guideline in the City of Hayward's Zoning Ordinance Sections 10-1.145 and 10-1.1555 for the Central Commercial zone encourages new construction to reflect the qualities of its particular design environment.

Throughout the documents various strategies are provided on how to harmonize new construction and development with existing development and relate the area to the surrounding context. These strategies are the building massing, siting and architectural elements regulations and guidelines discussed in the other concept sections. Those regulations and guidelines

prescribe a level of sensitivity to existing conditions that consider a final result that compliments and is consistent with the area.

Other concepts

The concepts of a pedestrian-friendly/pedestrian-oriented area, enhanced and maintained character/identity of the City and Downtown, and harmony within the Downtown area and with the surrounding context were the three most frequently mentioned in the documents analysis. While these three were the most frequently mentioned, other concepts were also brought up, all touching upon important issues regarding the Downtown area and City as a whole.

Not fully discussed but equally important are the concepts of history, economy, a focal point, mixed-uses, safety, open space, and connections within and to the Downtown area. The concept of history relates closely to the idea of character and identity and focuses on recapturing and embracing the history of the area. The concept of economy is broad and covers the idea of revitalizing the commercial and retail activity of Downtown and making it a vibrant and healthy economic environment. The idea of Downtown as a focal point is an idea that relates to the concept of character/identity, stipulating that the area can become a nexus within the community. The concept of mixed-uses and open space relates to the ideas of a pedestrian-friendly environment and economy that supports walkability and economic vitality. Within the concept of open space is also the idea of focusing some attention to natural amenities such as the San Lorenzo Creek and incorporating it as an important characteristic to the identity of the area. The concept of sustainable strategies discusses more renewable and green building strategies such as wind, solar, and agriculture practices for the area. And finally the concept of connections and links ties the Downtown area with its surrounding communities and ensures that there is a relationship beyond the physical harmony of its built environments.

Altogether the concepts found in the analysis of the nine city documents provide a better understanding of the direction the City has for the development and maintenance of its Downtown. Nearly all consistent, these documents share many concept commonalities and offer

a wide range of information that will be useful for the draft update of Hayward's Downtown Design Guidelines.

5.3 Community participation: MindMixer

As the social component to placemaking, community participation played an integral role in this draft update process. To collect data from Hayward residents and visitors, the crowdsourcing platform through the company MindMixer was used. Crowdsourcing is a distributed problem-solving outreach model that looks to a network of individuals for ideas and solutions (Brabham, 2008). It is based on the notion of Surowiecki's (2004) "wisdom of the crowds" which asserts that under the right circumstances, groups of people can reach a collectively wise decision. As just one of the many community outreach methods in planning, crowdsourcing represents the contemporary end of the outreach spectrum in the field. Unlike the traditional outreach methods of community meetings and workshops, which occur at a physical location at a given date and time, crowdsourcing mainly takes place on the Internet and allows for 24/7 access to information and participation. It is this 24/7 access that made crowdsourcing the ideal outreach method for this study. With only two months allocated for community outreach and a three and a half hour drive between Hayward and San Luis Obispo, crowdsourcing allowed for a continuous, uninterrupted outreach effort over the span of two months.

During the two-month outreach effort Hayward residents and visitors were invited to share their thoughts and ideas about the urban design of Downtown Hayward online through a tailored MindMixer website. To guide the outreach effort the following six topics were presented to community members for discussion: Hayward's identity, gathering spots, downtown safety, sustainable design strategies, downtown streets, and historical preservation. These topics were created based off of analysis of the Cal Poly undergraduate CRP 410/411 studio's Envision Downtown effort in the fall of 2011 and winter of 2012.

During the Envision Downtown effort community members attended two community workshops meetings, with stakeholder interviews of business owners and prominent community members held at another meeting. Out of this effort data was collected on Hayward's assets, community concerns, and ideas and visions for the City. Table 5.3 summarizes the key themes

of the Envision Downtown outreach data, which was used to formulate the topics of this study's community outreach.

Table 5.3. Summary of key themes from Envision Downtown outreach effort.

Assets	Concerns	Ideas/Visions
<ul style="list-style-type: none"> • B Street <ul style="list-style-type: none"> ◦ Is a good example of pedestrian-friendly street • Historical buildings in City <ul style="list-style-type: none"> ◦ Old City Hall, Veteran's Hall, Historical Society building, Old Bank building • Greenery/Open Space <ul style="list-style-type: none"> ◦ Japanese Gardens, San Lorenzo Creek, Library Park space • BART (proximity to) • Community events • Free Parking 	<ul style="list-style-type: none"> • Safety and perception of safety <ul style="list-style-type: none"> ◦ Shutter Hotel and unwanted activity in it ◦ Poor lighting ◦ Late night loiters • Foothill Boulevard <ul style="list-style-type: none"> ◦ Traffic and high speeds • Lack of Identity <ul style="list-style-type: none"> ◦ City is diverse in residents and should reflect it • Pedestrian-friendliness of area • Homeless population • Trash • Lack of attractions 	<ul style="list-style-type: none"> • Connections <ul style="list-style-type: none"> ◦ To CSUEB and Chabot College from Downtown • Better pedestrian networks • Better lighting • More cultural resources <ul style="list-style-type: none"> ◦ Art galleries ◦ Entertainment district ◦ Keep murals programs • More open space, greenery • Create image/identity <ul style="list-style-type: none"> ◦ Improve reputation

Source: Downtown Hayward Plan Update (2012).

As noted above, six topics were created from the Envision Downtown process. These topics were created from that process as a strategy to potentially triangulate data from the crowdsourcing outreach. The results of this study's outreach are provided below, broken down into the discussions of the demographics of the participants and each topic presented in the platform. The detailed responses from participants in this outreach effort are in Appendix C of this document.

Participants

Over the course of 56 days, 23 participants were recorded to have signed up with MindMixer to participate. However, of the 23 participants only 16 were true participants as seven people included MindMixer team members and the author. Figure 5.41 shows sex, age, and zip code information of the participants. Based on the number of 23 participants, approximately 73% were male, 27% female (these figures approximate because it was an optional field to enter) all within the age range of 18 years of age to 65+. The average age of the participant was 38.3 years old, with the most participants in the 25-34 age category. The second largest age category of participants was the 35-44 age range, followed by a tie between the 45-54, 55-64 and 65+ age range categories. Unfortunately no participants in the 14-17 age range were represented. Of the

16 true participants, 14 were from the City of Hayward, one from the City of Alameda and one from the City of Castro Valley. These two other participants can be assumed to be either visitors to the City of Hayward or residents of the City at one point in time.

Figure 5.41. MindMixer user overview information (MindMixer, 2012).

In total 16 community members from the City of Hayward and surrounding cities participated in the outreach effort to generate 29 ideas regarding the urban design of Downtown Hayward. These 29 ideas received an aggregate 40 comments that are comprised of actual written responses or “second’s” which indicate a vote in favor of the idea or comment posted.

Hayward's Identity

The topic of Hayward's Identity posed the question: *How would you describe the current identity of Downtown Hayward? What identity do you envision for the future?* This question was focused on the concept of identity and character as important components that help make a space special and memorable. As the most popular topic, eight ideas with 16 comments were submitted, with all but one receiving "seconds".

Of the eight ideas submitted, the most popular revolved around the idea of Hayward needing an entertainment zone that represented its diverse ethnic and cultural community. Many of the participants commenting on this idea felt that Downtown Hayward lacks amenities that capitalize on the diversity of the community and its proximity to the California State University East Bay (CSUEB) campus up the hill. Three main elements that were mentioned that could improve Hayward's Downtown were: 1. Restaurants, 2. Nightlife, and 3. Trendy Shops. These three elements were believed to be able to enliven the Downtown area and could be used in the development of a "true COMMUNITY oriented entertainment zone...enriched by [Hayward's] diverse culture, music, and food" (MindMixer, 2012). In regards to the proximity of the CSUEB campus up the hill, participants wanted a stronger relationship between the City and the university, suggesting design-build projects of open spaces in the Downtown area and temporary uses of vacant retail spaces to support student projects.

Beyond ideas and comments about Downtown Hayward lacking entertainment reflective of its diverse ethnic and cultural communities, several other different ideas and comments about the City's identity were also submitted. There were ideas about Hayward's identity being strongly tied to the image of B Street and finer architectural details on buildings, its image being too residential and auto-oriented, its identity being "in the midst of a transformation", and the area lacking a center piece as an identifying marker (MindMixer, 2012).

Of the participants that shared their thoughts about B Street and architectural building elements being a strong component of Hayward's identity, a majority agreed that the main street and walkable qualities provided by B Street was desired and should continue throughout the Downtown area. Many liked that B Street was pedestrian friendly, had parking lots outlined with

small commercial spaces, and wide sidewalks with smaller spaces, “nooks”, that allowed for stopping and gathering. Murals throughout the Downtown area and level of craftsmanship and detail on particular buildings were also appreciated as they reflected the history of the City. But as much as these elements were appreciated and noted to comprise Hayward’s identity, they were also given comments for improvement. Suggestions on how to continue the main street quality and improve it included ideas to focus on small commercial spaces that are “dynamic and works with what is uniquely B Street” (MindMixer, 2012) and add articulation to the buildings. Articulation could come in the form of playing with subterranean spaces, balcony spaces and roof gardens.

The idea that Hayward’s identity was too residential and auto-oriented was supplemented with suggestions to make more spaces like B Street that were more dense and urban. Similar to the previous discussion on B Street, comments on this idea revolved around the appreciation of ground level activity that supported a pedestrian friendly environment. Suggestions for nicer paving and traffic calming devices were made, as were suggestions for more diversity in architectural styles to define the Downtown area.

In the discussion of the idea that Hayward is in the “midst of a transformation”, participants noted that the City currently seemed to be stuck in between an old city and modern suburban identity. There was not a clear distinction of which one Hayward was, but it was preferred that the City embrace the old city feel and become an “exciting family place” that attracted both residents and visitors to linger. Some participants identified Hayward as a pass by city and felt that was an area of opportunity for change. Improving the Downtown could help Hayward become a more attractive place that encouraged people to stay. Similar to other suggestions discussed in previous ideas, improvement of Downtown could mean more walkable streets, human scale elements, vibrancy, and a focus on promoting nearby transit opportunities.

Within the eight ideas submitted on this topic of the identity of Downtown Hayward, the least commented idea was on the idea that Downtown needed a centerpiece as a landmark identifier. This idea was presented for the location of the old Mervyn’s headquarters off of Foothill Boulevard and suggested a chain store to draw in residents from surrounding cities. Mixed

comments were given on this idea, as some participants liked the idea of something at that site, but not that particular use. There were more suggestions for a high-rise office tower or office use in that area.

Sustainable Design Strategies for Downtown

The topic of sustainable design in Downtown raised the question: *How can Downtown become more sustainable? What sustainable design elements would you like to see in Downtown?* This topic stemmed from the City's priority of making Hayward a more green and eco-friendly city and focused on how sustainable design strategies and practices would make the Downtown area a healthier and more attractive place for its residents and visitors. This topic was the second most popular and received six ideas and nine comments, with all the ideas receiving "seconds".

While six ideas were submitted on this topic they can be categorized into the three main themes of: 1. More greenery, 2. Bicycle infrastructure, and 3. Land uses. The first category of more greenery is the broadest category and involved discussion on Downtown's parking lots, renewable energy sources and the City's agricultural history. In the discussion on parking lots in Downtown, participants felt that these lots were emitting too much heat and could be improved to become opportunity areas for renewable energy. Concerned with issues of heat island affect and the lost opportunity for multi-use of the parking lots, participants suggested replacing a parking space or two with trees, adding solar panels to cover spaces, and designating several electric vehicle spaces.

For the participants, adding more greenery to Downtown also meant capitalizing on the City's agricultural history by introducing urban agriculture. Several participants mentioned incorporating rooftop gardens and community gardens to the area. These gardens could provide restaurants with food and be a mechanism for community building. These gardens would also be tied to educational programs that would teach residents and business owners about gardening and help ensure the effort would be a success. Given Hayward's ideal climate and agricultural past, participants who commented on this idea thought gardens would be a great sustainable

design strategy that would beautify Downtown, create empowerment in the community, and celebrate Hayward's rich agricultural roots.

The second category of comments relates to pedestrians and bicycle infrastructure in and around Downtown. Many participants felt that the alternative modes of transit of walking and bicycling were a more sustainable approach than driving. But in order to increase and encourage walking and bicycling, the infrastructure for it in and around Downtown need improvement. To increase and encourage walkability and pedestrian activity Downtown, participants suggested the potential of making B Street a pedestrian mall. This would only occur a few nights of the week, perhaps on the weekend, and allow for the Downtown to be truly pedestrian oriented with events and music occurring in the middle of the street. To increase bicycling, participants suggested adding bike lanes in the Downtown area, especially on streets connecting to the Hayward and South Hayward BART stations. This would make it safer for bicyclists to enter, exit, and connect with Downtown. Additionally suggestions to offer bicycle amenities such as bike racks and more advertisement of the pedestrian and bicycle bridge south of the South Hayward BART were mentioned as other ways to encourage and increase bicycle use and activity.

The third category of Land Uses focused on the idea of maintaining commercial or mixed used zoning. One participant brought this idea up and another participant seconded it. The idea revolved around the need for "projects that are a part of the community not apart from it" (MindMixer, 2012). A participant explained this as having more mixed use development that was activated on the ground floor with retail or commercial fronting the street rather than residential projects with gates around them. Through providing a mix of uses, people would be more enticed to walk around and activate the Downtown area.

Downtown Safety

The topic of Downtown safety asked the question: *How can safety be improved through design?* Safety was one of the main issues brought up by community members during the Envision Downtown process that took place in the fall of 2011 and winter of 2012. This topic built off of that discussion and focused on addressing safety with urban design and aimed to gather

ideas of what community members thought about the relationship between safety and design. It was the third most popular topic and received five ideas, all of which were “seconded”.

Of the five ideas submitted, the idea regarding “lots of foot traffic at night” was the most favorable. Participants commenting on this idea felt that more walkable streets combined with an active entertainment zone in Downtown would create a safer environment for pedestrians. To physically create more walkable streets, participants suggested wider sidewalks and bulb-outs at intersections, and that bicyclists be encouraged to use the streets and not the sidewalks for riding. By encouraging and creating an environment of more foot traffic, participants felt this would be a good way to deter crime and embed a community surveillance feeling ala Jane Jacob’s (1992) concept of “eyes on the street”.

Other ideas submitted to address the issue of safety in Downtown concerned beautifying Downtown, strengthening community awareness, and adding more police patrol. Participants commenting on beautifying Downtown mentioned adding more greenery through gardens to create a more inviting atmosphere. The gardens could also double as a method to foster community empowerment, which could help reduce crime in the area. On the issue of strengthening community awareness, participants felt that crime could be a result of “free minds roaming around to create trouble” (MindMixer, 2012). To address this issue, more community awareness, involvement, and education through community programs could be offered.

Unlike the other ideas discussed, the idea of adding more police patrol to improve safety in Downtown had the most mixed reviews. This idea stated that loitering from homeless people and speeding cars on busy streets could be mitigated with additional policing and enforcement measures such as red light cameras. Although this idea received a “second”, it also received a disagreeing comment that expressed that additional police is not the best solution. One participant felt the current issue was connected to a larger social and economic issue tied to shelter and job availability. The issue of speeding cars was felt to be a result of the design of streets. Instead of adding more police, one participant felt the City should consider a more aggressive shelter and job program, and better pedestrian and bicycle friendly streetscapes.

Historical Preservation

The topic of Historic Preservation posed the question: *What are your thoughts about Historic Preservation in the Downtown area?* This question was formed based on comments from the Envision Downtown process where community members identified the importance of historical buildings in the area. As the fourth most discussed, this topic received three ideas and four comments.

Out of the three ideas submitted, two focused on the re-use of historic buildings. Several participants felt that vacant historic buildings could serve many functions if approached creatively. These buildings, while very important to the City, are not useful if they remain vacant. To make them more useful, participants suggested a range of functions that these buildings could accommodate. These functions included office use, restaurant use, community use, and even nightclub use. Using examples from the City of Long Beach and the City of Walnut Creek, participants felt the suggested uses were not unrealistic and should be encouraged for consideration by the City.

Within the discussion of re-use of the historic buildings was also mention of the current economic situation and City policies and processes on development. While participants realized the nature of the current market crisis, they noted that more effort should be taken by owners of the buildings to gain tenants in these buildings. Additionally City processes should be streamlined to improve and encourage development applications. If vacancies still remain in historic buildings, or any building downtown, the space should be allowed to host temporary uses such as exhibits and classes so that they do not remain empty and uninviting. Having empty storefronts and buildings in Downtown is not conducive to the creating a desired vibrant and pedestrian-friendly environment.

While two of the three ideas submitted focused on re-use of historic buildings, the third concentrated on design standards for these buildings and new development that would occur in them. The intention behind this idea was to have consistent design standards that would ensure harmony between old and new buildings downtown. To achieve this harmony and consistency, one participant suggested that taller buildings, if necessary, be set-back on upper levels to

maintain a human scale on the ground level and the community's "small-town feeling" (MindMixer, 2012).

Downtown Streets

The topic of Downtown streets presented the questions: *What is your favorite Downtown Street and why? And what is your least favorite Downtown Street and why?* These questions were asked to gain a better understanding about the streets in Downtown as they are important to the residents and businesses in the area. The streets of Downtown connect the residents and visitors to places of interest and are networks that allow for opportunities to gather. This topic was the fifth most discussed topic and received three ideas and three comments.

Among the three ideas shared, the most popular was in regards to B Street as the favorite street in Downtown. Many participants indicating B Street as their favorite pointed to its pedestrian friendly feel as a main component to its favorability. Additionally it was noted to be "architecturally appealing and have charm, [and] a nice vibe" (MindMixer, 2012). It was hoped by several participants that the B Street atmosphere and environment would be expanded to other parts of Downtown, specifically down Main Street, which intersects with B Street. This intersection was mentioned to be the prime potential area for the much desired entertainment zone of Downtown.

However, despite B Street's popularity with participants it is not flawless. Participants felt B Street could be even better through the addition of more entertainment and interesting shops and more places to hang out (i.e. in the form of outdoor seating which currently occurs with The Bistro restaurant). Participants wanted B Street and the rest of Downtown to become "a place to stroll, [and] a place to LINGER" (MindMixer, 2012).

Other suggestions to improve Downtown streets and make it a place to stroll and linger included making more pedestrian-friendly and walkable streets. As mentioned in other topics in this outreach, participants suggested the need for wider sidewalks, bulb-outs at intersections, and bike lanes in and around Downtown. Narrower traffic lanes and traffic calming devices, additional street trees along the busy Foothill Boulevard, and the relocation of street signs from sidewalks to

streets were also mentioned as other necessities to improving B Street and other streets in Downtown.

As important as walkable streets are bicycle friendly streets. Comments within the discussion of the last idea also included suggestions for more bicycle infrastructure and awareness. Given the close proximity of the BART station to Downtown participants felt that a bike station located in a nearby vacant space would be appropriate, as are more outreach and education to bicyclists about where safer routes for biking are located. This outreach and education could occur on occasions such as Bike to Work day or be collaborated with organizations such as the East Bay Bike Coalition.

Gathering Spots

The topic of gathering spots in Downtown asked the question: *What are your favorite gathering spots in Downtown Hayward and why?* The aim of this topic was to gather information about spaces in Downtown that were special or of a particular interest to community members. This topic was the least popular and received three ideas and two comments. One of the three ideas actually did not relate to the City of Hayward as it mentioned street names not in the City and thus is not discussed in these findings.

The most popular idea about favorite gathering spots was the first idea submitted on this topic. Several participants agreed that Downtown spots with music or live entertainment were their favorite gathering spots. Restaurants like The Bistro, The ME Lounge and Bijou Restaurant, all along B Street, were identified as good spaces participants liked to frequent. Participants felt these spots encompass the entertainment factor and offer either outdoor seating or lounge areas for gathering and relaxation. Additionally they felt these spaces are foundational spaces that could showcase the City's diverse community. As one participant suggested, these spots could showcase and attract communities like the Latino community with salsa and cumbia nights.

Besides the restaurants and lounges mentioned, other gathering spots that participants liked were the summer Downtown Street fairs and weekend farmers markets. These outdoor events often offer music or live entertainment options and are considered by one participant as

something that “always brings the whole community together!” (MindMixer, 2012). As something that could bring the community together, these events transform the streets into a great place for people to meet and gather and build connections throughout the community. To improve these street fairs and strengthen the element of community building, participants felt that the fairs could be offered more frequently, i.e. every weekend, not just in the summer, and could be free all the time to the community members.

Chapter 6: Conclusion and Recommendations

In exploring the relationship between planning codes and standards and the concept of placemaking this study used the case of Hayward California for context. Literature review, quantitative and qualitative research methods in the form of archival research, documents analysis, and community participation were used to gather data and answer the research question. Literature review helped form an understanding of the relationship between codes, placemaking and urban design. Archival research resulted in an interpretative historical analysis and awareness of Hayward's history and Downtown's environment. Analysis of City of Hayward planning documents provided a framework for comprehending the City's intentions for the Downtown and surrounding areas. Community participation through crowdsourcing confirmed information provided by community members in the Envision Downtown process, while revealing new information. Altogether the literature review and three methods used resulted in substantial information that became the foundation for recommendations for the draft update of one of Hayward's placemaking tools: the Downtown Hayward Design Requirements and Guidelines document, located in Appendix A.

These recommendations are highlighted below after a brief overview of the positives and negatives of several methods used. This discussion on what worked well and what needed improvement in the process of this study is given as it sets up the background to better grasp the recommendations and draft update document that follows.

Documents analysis

The City of Hayward documents analysis process began with examining three main City documents and expanded to include nine City documents. Although the expansion of the number of documents was necessary to provide a comprehensive analysis, it presented several challenges that could have been avoided. First, the sheer number of documents to be analyzed required focused time and organization. While this was achieved, better communication with the City of Hayward on key documents to focus on could have narrowed the number of documents down and allowed time for more in depth analysis. Second, the method of analyzing documents

with main concepts and themes posed the issues of misrepresentation of the relationships of the documents to the concepts as many themes relate to each other. While the analysis and discussion of these relationships spoke to the cross relations of the concepts, another method of organizing the information may have proved to be more effective.

Despite some of the challenges associated with this method of data collection, many lessons were learned, and as were important and useful information to help guide the draft update of the Downtown Design Requirements and Guidelines document. The most significant lesson learned was the need for communication and organization with the City of Hayward on their existing stock of planning documents. From this experience it is suggested that the City create an in depth inventory of their documents and organize it an accessible format for public use. Improved communication and organization of the documents would allow for more efficient and successful comparisons of the documents and ensure there is consistency and relevancy between them.

Community Participation

As a complementary and parallel study to the Envision Downtown Hayward plan process, this study faced several challenges with the community participation process. The main challenges of the outreach effort involved its relationship to the Envision Downtown process and the crowdsourcing platform instrument used. While the Envision Downtown Hayward community outreach process provided information to create topics for the study's outreach, the fact that it occurred only a few months before this study's outreach may have affected the activity levels in process. Community members that participated in the Envision Downtown process were again invited to participate in this outreach via emails and website, newspaper and in person marketing. However despite these efforts, only a small handful of people participated in the outreach. Given this small number, it could be inferred that people who participated in the Envision Downtown process felt they already were a part of the process and did not need to participate again.

Another challenge the community outreach effort faced was the limitations of the crowdsourcing platform. While it is a great tool because it offers 24/7 accessibility and draws

from the collective wisdom of the community, it is an online platform with its success dependent on its marketing and promotion. Although email, website, newspaper, and in person flyering was conducted, the MindMixer website still was unable to gain as much attention as it could in the two month period it was online. If more time was allotted for marketing and promotion the crowdsourcing platform may have been more successful because it would have had more exposure. Additionally if more time and funds were allotted the crowdsourcing platform could have been supplemented with other outreach and participation efforts such as traditional methods of surveying and community workshops.

Although using crowdsourcing did not yield a large number of participants and could have been improved, the information collected was detailed and contained rich information that both confirmed data from the Envision Downtown process and provided new insight on community thoughts about Downtown. These findings were reported in the findings chapter and are highlighted in the next section as framework for the recommendations of the draft update of the Downtown Design Requirements and Guidelines document.

6.1 Recommendations

Based on the findings from the archival research, City of Hayward documents analysis and community outreach efforts, a set of recommendations was developed to frame the draft update of the Downtown Design Requirements and Guidelines document. Table 6.1 highlights these recommendations with findings and rationale based on existing literature. The rationale based on existing literature column in the table shows how the recommendations relate to the exploration of codes and standards and placemaking. Following the table is a brief discussion of the recommendations. The detailed specifics of the recommendations are located in the actual draft update document in appendix A.

Table 6.1. Summary of findings, highlights, recommendations and rationale for the draft update of the Downtown Design Requirements and Guidelines.

Findings	Recommendation	Rationale based on existing literature
The City of Hayward is lacking an identity . It should celebrate its diverse community and agricultural past.	Develop Architectural Elements requirements and guidelines and community programs that are reflective of the City's history and diverse community.	The concept of place is closely tied to identity/character . To create place, there needs to be combination of visual and social components . "Place" is basically an "inextricably intertwined knot of spatiality and sociality" (Dovey, 2010, p. 6)
Preserve historic buildings in Downtown but allow for creative re-use of spaces.		Place takes into consideration " architecture , cultural institutions, topography, history , economy, and physical appearance" (Bohl, 2002, p.x).
B Street is the most pedestrian-friendly oriented street in Downtown. Improve major thoroughfares such as Foothill Blvd. and Mission Blvd. to be the same. Overall the Downtown area could become more pedestrian-friendly.	Develop Building Siting and Massing and Streetscape requirements and guidelines that create more inviting and human scale environments, and allows for more outdoor entertainment and gathering opportunities.	Urban space elements if, successfully executed, can welcome and captivate users (Carmona, et.al, 2010).
Make Downtown a more attractive destination by allowing for more entertainment use and gathering in the area.		
Improve bicycle infrastructure in and around Downtown. This can positively affect pedestrian experience and connections into and around Downtown.	Develop Building Siting and Massing, Streetscape, and Green Design requirements and guidelines that allow for bicycle amenities and opportunities for sustainable strategies.	The sustainable urbanism tradition of urban design focuses on healthier design for people and the natural environment. "Sustainability is important to making sure that we have and will continue to have resources to protect human health and our environment" (EPA, 2012, para.1)
Introduce more sustainable design strategies into Downtown by adding more greenery and gardens.		
Harmonize new development with existing development and surrounding context .	Develop Architectural Elements and Massing and Building Siting requirements and guidelines that help developments relate to the surrounding context.	Harmonic relationships concern how all the pieces of the built environment fit together to form the whole. Per Gordon Cullen, the " whole [is] greater than the sum of the individual parts" (Carmona, et. al. 2010, p.84).

Note: Findings represent an aggregate of archival research, documents analysis, and community participation findings.

Through synthesizing the findings of the archival research, City documents analysis, and community participation effort, a set of recommendations was developed for the draft update of

the Downtown Design Requirements and Guidelines document. These recommendations address the visual and social components of placemaking and present guidance for the City of Hayward and its residents and developers desiring to create place. Categorized into four main chapters of the draft update document, these recommendations come in the form of both policies and guidelines. Below are short descriptions of these four chapters.

6.1.1 Building Siting and Massing

Policies and guidelines on building siting and massing are proposed to address the City and community's concerns for Downtown to become more pedestrian-friendly, a more attractive destination, and a more sustainable and connected area. As literature on place and placemaking revealed, both visual and social components are necessary to creating place. Through regulating a building's mass and how it is sited, urban spaces that allow for gathering and recreation can be created, as are environments that are inviting to pedestrians, and development that are harmonious with its context. These policies and guidelines also speak directly to the concepts of rhythm and patterns and volumetric qualities (Carmona, Tiesdell, Heath, & Oc, 2010) that are integral to the visual component of placemaking.

6.1.2 Architectural Elements

Providing policies and guidelines on architectural elements will help Downtown Hayward become a place by addressing the need for Downtown Hayward to strengthen its identity and harmonize with the surrounding context. These elements relate to the visual component of placemaking, addressing Bohl's (2002) argument that a place considers architecture, history and physical appearance. These elements speak mainly to the visual dimension of urban design (Carmona, Tiesdell, Heath, & Oc, 2010) and are directed by policies and guidelines that specifically target facades and storefronts, awnings and canopies, and signage. Focusing on these architectural elements will address the City and community's desire to reflect Hayward's agricultural past and celebrate its diverse community make-up. Additionally these policies and guidelines will also set up a framework to direct new development to be cognizant of its context

so that a level of consistency is represented in the Downtown area. Furthermore these policies and guidelines are not meant to be stand alone, but will complement those discussed in the building siting and massing chapter to achieve qualities conducive to a successful pedestrian-friendly environment.

6.1.3 Streetscape

Streetscape policies and guideline regulate and direct the public realm areas in Downtown. This would include areas such as sidewalks and medians. This set of policies and guidelines addresses how Hayward could encourage sustainable practices such as bicycling and create a more attractive and pedestrian-friendly environment. As placemaking literature has shown, a place is comprised of visual and social elements. Creating visually appealing and inviting environments that can encourage social activity can transform a physical space into a place. To achieve this, this chapter focuses on sidewalk and medians as opportunities for social activity and prescribes widths and materials that would promote pedestrian and bicycling activity and encourage residents and users to linger.

6.1.4 Green Design

Although a contemporary thought, the concept of sustainability is prevalent in the ideas of place and placemaking (Toker, 2007). This chapter of the draft update Downtown Design Requirements and Guidelines document addresses the City and community's desire to make Hayward identifiable as a more eco-friendly and green city. Policies and guidelines for Low-Impact Development strategies and green building materials are provided and focus on healthier design for people and the natural environment. Additionally green roof and garden policies will be provided as these were suggested as green strategies appropriate for reflecting Hayward's past agricultural identity.

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DOWNTOWN HAYWARD

design requirements and guidelines

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Figure 1. Downtown Area boundaries.

Within cities there are spaces that people enjoy for living, gathering, shopping, relaxing, and lingering. These spaces are pedestrian friendly, visually inviting, and attractive to both residents and visitors. In the City of Hayward, “The Heart of the Bay”, these spaces can be found in the Downtown Area. Located in the north end of the City, Downtown Hayward is the birthplace of the City and is comprised of a total of 253 acres (figure 1).

As the origins of the City, Downtown Hayward combines the elements and amenities of many different spaces to become a distinct place that is the center of the community. To continue the development and maintenance of Downtown Hayward as a central place, the design requirements and guidelines presented in this document will be used to direct and guide future projects and the maintenance and modifications to existing development.

This document was updated in the spring of 2012 following the Envision Downtown Plan process that occurred during the fall of 2011 and winter of 2012. To facilitate the update process a community outreach effort took place during the months of February and March of 2012. The results of this community outreach was combined with community feedback from the Envision Downtown Plan process and used to frame the chapters of this document.

In total there are four policy chapters in the document. Each chapter addresses key findings from the community outreach processes and was written towards the continuation and maintenance of Downtown Hayward’s role as a distinct central place in the City.

GENERAL PURPOSE & APPLICATION

GENERAL PURPOSE

To ensure that Downtown Hayward continues to grow as a distinct central place in the City of Hayward, this document includes the following goals:

- A **distinct and cohesive** Downtown with an **identity** reflective of the **diverse local community** and **rich history**.
- A **pedestrian and bicycle friendly** Downtown that encourages **activity**.
- An **eco-friendly** Downtown that supports **sustainable** practices that benefit the health of its residents and users.

APPLICATION

As a regulatory and guiding planning document, these design requirements and guidelines will be used for the review and approval of future development and modifications to existing development in the Downtown area. This document supersedes the 1992 Design Requirements and Guidelines documents and shall be used in conjunction with other City documents

Design Review of development and projects in the Downtown Area will be conducted by the planning department staff. This document will be used for the framework of the review.

The City of Hayward, “the Heart of the Bay”, is located in the East Bay of the San Francisco Bay area. It is 25 miles southeast of San Francisco and 26 miles north of San Jose. It is a moderate sized city with a population of approximately 145,000 residents and covers a total of 62.55 square miles (City of Hayward, 2011).

Like many Northern Californian cities, the City of Hayward has a rich history filled with acquisition, agriculture and development. Originally home to the Costanoan and Ohlone Indians (Circa, 2010), Hayward began its transformation into a city when gold miner William Hayward bought 40 acres of land from Mexican militant Don Guillermo Castro in 1852. From these 40 acres, Hayward set up a “trading store, stagecoach stop, post office, hostelry, dairy farm” and the Hayward’s Hotel (City of Hayward, 2011). Hayward’s Hotel (figure 3.1) would become the center of the City’s downtown area, which was officially named “San Lorenzo” under Castro’s ownership. However as the downtown area began to develop and become well known because of the Hayward’s Hotel, many people would instead use the name “Hayward’s Place” (City of Hayward, 2011).

The name “Hayward’s Place” would not be kept as the City received its first official name “Haywood” in 1860. The misspelling, due to clerical errors, would not be an issue as in 1876 the “Town of Haywards” was used as the official name during the City’s incorporation. In 1894 the “Town of Haywards” would become the “Town of Hayward” and then in 1928 the official “City of Hayward” (City of Hayward, 2011). It is this period of settlement of growth that marks the end of the transition from Native American settlement to Mexican acquisition to pioneering settlement and the beginning of the area’s community development (Circa, 2010).

Similar to many Northern California cities, the City of Hayward had a large agricultural history that led to its overall development. During the early 20th century, Hayward was known as the ‘Heart of the Garden of Eden’ because of its temperate climate and fertile soil” (City of Hayward, 2011). Hayward’s close proximity to the Bay allowed for the ideal agriculture condition and helped it prosper in the apricot industry. Other industries such as grain and poultry, salt production, and ornamental flower growing also had successful periods in this area. These industries, in combination with nearby railroad lines, helped attract investors and Danish, Portuguese, and Japanese immigrants to the area and expand the growth of the City beyond it’s original city grid pattern (Circa, 2010). By 1950, the City would be home to the Hunt’s Cannery and a population of 14,000 people (City of Hayward, 2011).

Figure 3.1. Hayward’s Hotel. (Circa, 2010, p.30)

3. HISTORICAL BACKGROUND

The City of Hayward experienced its largest development during the mid 20th century after World War II. Between 1950 and 1960, the population escalated from 14,000 people to 72,700 people (City of Hayward, 2011). It was during this era that the neighboring township of Mt. Eden, located south and west of downtown, was incorporated (Circa, 2010). And Russell City (figure 3.2) to the west of downtown was included into Hayward's boundaries through redevelopment measures. The incorporation of these neighboring communities expanded the original core Downtown area and can be seen as a part of today's full Downtown boundary.

Hayward's growth during this time was also aided by new transportation projects that linked the City to the wider region. Major thoroughfares such as Foothill Boulevard were widened and connected throughout the City to form State Route 9 (today's State Route 238) to cater

to the new automobile culture. In the Downtown area, this change marked a shift from its original pedestrian and mercantile focus to a more automobile and fast-paced environment. And throughout the entire City, this change would drastically alter the landscape of Hayward from agricultural and industry uses to subdivisions and shopping centers (City of Hayward, 2011).

Today, the City of Hayward is home to approximately 145,000 people and is considered "one of the top 15 most ethnically-diverse communities in the nation" (City of Hayward, 2011).

Figure 3.2. Russell City (Circa, 2010, p.44)

DESIGN ENVIRONMENTS

The full boundary of Downtown Hayward is comprised of 253 acres, with the core area making up approximately 87 acres. Currently as a whole area, Downtown Hayward of different sections that cater to either the pedestrian or the automobile. Findings from the community indicate that this situation is not ideal and a more cohesive and improved Downtown is desired. A pedestrian friendly environment that encourages activity and lingering, coupled with improved bicycle infrastructure, and an atmosphere that reflects the City's history and supports its economic health are all community goals set for the Downtown.

To help formulate the design requirements and guidelines to be used to achieve these goals, three design environments were identified for the Downtown (figure 4.1). These environments resulted from the recognition that not all areas in the Downtown are the same and would require different design requirements and guidelines. The following descriptions of each environment discuss only the current conditions and the rationale behind its formation; requirements and guidelines for each are provided in subsequent chapters under the broader urban design concepts of building siting and massing, streetscape, architectural elements, and green design.

1. CENTRAL AREA

The central area is the core area of Downtown and is identified as a separate design environment because it is the historic core. A Street to the north, Foothill Boulevard to the east, Alice Street and Grand Street to the west, and D Street to the south, bound this area. Within this area are located the current City Hall and

Figure 4.1. Design environments in Downtown Hayward.

4. DESIGN ENVIRONMENTS

the historic civic core, which includes the main library, Old City Hall, fire station, historical society, and post office. There is also the Hayward BART station, several housing developments, a community shopping center, and smaller commercial spaces.

The central area is generally focused around B Street, Main Street, and Mission Boulevard and is characterized mostly by older smaller commercial buildings that contain a well-defined ground-floor storefront.

residential to commercial uses, and buildings range from small structures that are isolated with setbacks, to medium sized structures. Plenty of surface parking also comprises the current conditions of this environment.

2. CONNECTIONS CORRIDOR

The connections corridor design environment encompasses major circulation thoroughfares in Downtown. This area is identified as a separate design environment because of its auto-orientation and function as connectors within and in and out of the City. The corridors that comprise this environment are Foothill Boulevard/State Route 238 (from Hazel Avenue on to E Street), Jackson Street/State Route 92, and D Street (from Foothill Boulevard to Grand Street). These streets are more auto-oriented focused than others in Downtown and contain wide and numerous traffic lanes and minimal pedestrian crossings.

Along the stretch of Foothill Boulevard there are strip mall style buildings with medium sized commercial spaces. At the north end of this thoroughfare is an entrance to the San Lorenzo Creek, the former large Mervyn's headquarters and a community shopping center.

Along Jackson Street are commercial buildings that are spread a part and significantly setback, containing parking in the front.

Along D Street are mainly residential housing developments, a couple commercial buildings surrounded by surface parking, and the main library park space. On the eastern end of D Street between Foothill Boulevard and Second Street are some small residential homes.

3. EDGE AREA

The other design environment covers the rest of Downtown not a part of the central area or connections corridors categories. This design environment was identified as a more general category to cover areas that do not fit into the description or functions of the other categories. In this design environment there is a mix of uses and building types. Uses range from

BUILDING SITING & MASSING

Buildings have a large impact on a city's landscape and can affect spaces through their placement and form. Depending on their configuration on a block they can either attract and invite users to a space or put off users to a space. This chapter provides building siting and massing requirements and guidelines to address the City and community's concerns for Downtown to become more pedestrian-friendly, a more attractive destination, and a more sustainable and connected area.

Through regulating a building's mass and how it is sited, urban spaces that allow for gathering and recreation can be created, as are environments that are inviting to pedestrians, and development that are harmonious with its context.

In this document, siting refers to the position, placement, and location of a building on a property (figure 5.1). And Massing is the form of the exterior building, including its building footprint and height (figure 5.1). Both siting and massing are regulated through the elements of setbacks, heights, parking location, and roofline articulation.

Figure 5.1. Building siting and massing diagrams.

SETBACKS

(Ground level, upper level)

Setbacks are a specified minimum distance a building's face is to be located from property lines (figure 5.2). They provide parameters for where a building can be built in a lot. They start from zero and can go higher, and they are typically used to create buffer zones between buildings on adjacent properties or buffer zones between a building's face and another entity, such as a natural feature or the street sidewalk.

Figure 5.2. Building setbacks diagram.

In the downtown area setback requirements and guidelines will allow for the creation of a variety of urban spaces. A zero setback of buildings on a street can provide a continuous street wall and brings buildings up to the sidewalk to make them accessible to pedestrians. Some setbacks on buildings allows for spaces for gathering and outdoor seating, which can encourage street life activity.

5. BUILDING SITING & MASSING

EDGE AREA design environment setbacks example

CENTRAL AREA & CONNECTIONS CORRIDOR design environment setbacks example

	Ground level	Upper levels
In general	Up to 4 ft. encroachment zone setback on residential developments (G).	
Central area	Front: 0 ft. to 10 ft. max (R) Buildings should meet the property line, and building frontage should be as continuous as possible. (G)	Front: 10ft. max (G) For balcony and/or rooftop outdoor seating, garden space.
Connections Corridor	Setback areas are permitted only if used as a frontage/marketing areas and/or landscaped. Sides: 0 ft. Rear: 0ft. to 30ft. max (G) and 15ft for residential uses or if abutting residential use (R). The 30ft. max rear setbacks allows for outdoor seating or parking. The 15 ft. setback acts as a buffer zone to residential uses.	Sides: none Rear: 0ft. to 30ft. max (G) and 15ft for residential uses or if abutting residential use (R). The 30ft. max rear setbacks allows for outdoor seating or parking. The 15 ft. setback acts as a buffer zone to residential uses.
Edge area	Front: 4ft to 8ft. (R) Buildings should meet the setback lines to help create a continuous street wall for pedestrians. (G) Sides: 0 ft. Rear: 15ft if abutting residential use. (R) The 15 ft. setback acts as a buffer zone to residential uses.	Front: 4ft to 8ft. (R) Sides: 0 ft. Rear: 15ft if abutting residential use. (R) The 15 ft. setback acts as a buffer zone to residential uses.

(R)= required (G)= guideline

HEIGHTS
(Maximums)

Heights are the vertical dimensions of buildings and in most instances dictate the number of stories a building can have. This dimension is one component of a building’s mass; the other is its footprint. As a dimensional element, heights will influence the vertical skyline of a city, and affect the ground level experience of pedestrians (figure 5.3). A tall building will cast shadows and may add to the sense of enclosure of a street (figure 5.4), while a short building may allow for unobstructed scenic views to the surrounding area and add to the openness of the street.

In Downtown Hayward, building heights are important in the creation of a pedestrian friendly space that is not overwhelming or disconnected. The height requirements and guidelines for the design environments are referenced from the City’s zoning regulations.

Figure 5.3. A similarity of building heights adds to Downtown’s visual distinctiveness and pedestrian experience.

Figure 5.4. Diagram of different building heights.

	Maximum Height
In general	Locate taller buildings at corners to create a bookend to the mid-block buildings they bound.
Central area	42ft to 55ft. (R) Up to 3 stories max (G)
Connection Corridors	55ft. (R) With exception of north end of Foothill Blvd at 104 ft. (R)
Edge area	55ft. (R)

(R)= required (G)= guideline

5. BUILDING SITING & MASSING

PARKING

(Location)

Parking design and location has a big impact on the urban landscape. With parking spaces comprising an average of 300 square feet each, parking can take up a large amount of space in the built environment and affect the pedestrian-friendliness of a place. Parking lots fronting street frontages will create a hostile environment that emphasizes the automobile, while parking lots located in the interior of the block will emphasize the pedestrians and highlight the buildings that surrounds it (figure 5.5).

	Location
In general	Refer to Hayward's municipal code for Downtown parking regulations.
Central area	Locate parking lots in the interior of the block so that a consistent building wall is preserved. This provides attractive and safe pedestrian access. The parking is hidden behind the buildings, emphasizing the focus on the pedestrian.
Connections Corridor	
Edge area	Provide rear access for customers to buildings from parking lots.

Figure 5.5 Diagram of interior block parking.

ROOFS

(Types)

Roofs are the top of a building structure and can come in many different shapes and forms. Beyond their functional purpose, visually they help distinguish between uses and add to the character and identity of an area. Roof types include flat roofs, pitched/gable roofs, hip roofs, and shed roofs (figure 5.6). Flat roofs are typically used for commercial buildings with the roof hidden by parapets, the extension of a building's exterior walls. Pitched/gable/hip roofs are typically used for residential buildings.

	Commercial building	Residential building
In general	Mechanical and utility equipment on roofs shall be screened from public so not to distract from the overall visual character of the area.	
Central area	Flat roof. (G)	All types of roof, non-flat encouraged.
Connections Corridor	Front wall (facade) shall extend above the highest point of the roof for a "false front" look. (G)	
Edge area		

(R)= required (G)= guideline

Figure 5.6 Diagram of different roof types.

The streetscape is an important component of the public realm and can affect how people perceive and interact with their community (Victoria Transport Policy Institute, 2012). It is the open area in between building faces on a street and can include both public and private properties (figure 6.1). It is an area that can be used by pedestrians and vehicles and often times includes sidewalks, medians, bike lanes, parking, and street traffic lanes. Included in the streetscape are also the setback areas of buildings that may serve as outdoor seating areas or plazas, and street furniture such as benches and planters.

As an urban design element, the streetscape is also an integral element in the process of placemaking. For the Downtown, streetscape requirements and guidelines will direct the public realm areas, and address the goals of making the area more pedestrian and bicycle friendly, and a more eco-friendly area that supports sustainable practices.

Figure 6.1. The streetscape can include sidewalks, traffic lanes, medians, and setback areas.

SIDEWALKS
(Width, materials)

Sidewalks consist of the public-right-of-way between a private property and the street pavement. They are important circulation and gathering areas, allowing for pedestrian travel. They connect the blocks in a community for pedestrians, acting as both a path of travel and area for socialization. If successfully designed, they can become comfortable and inviting for users and help make the overall Downtown area an attractive destination place (figure 6.2).

	Sidewalk width	Material
In general	Minimum sidewalk widths are 6 ft. to allow for pedestrian comfort and safety (R). Consider corner bulbouts at busy intersections to calm traffic, allow for more pedestrian safety, and gathering spaces.	
Central area	10 ft. minimum (G).	Paved and textured is encouraged to add to visual dimension of area (G).
Connections Corridor		
Edge area	8 ft. minimum (G).	Material used shall be durable and safe for pedestrian travel (R).

(R)= required (G)= guideline

Left: State Street, Santa Barbara, Ca. Source: Lotsafunmaps (2010).

Right: Main Street, Toronto, Canada. Source: City of Toronto (2010).

Figure 6.2. Sidewalk examples that provide comfortable spacing and visual interest for pedestrians.

MEDIANS

(Materials)

Medians are the center islands of a street (Figure 6.3). They are used in the streetscape to separate opposing traffic, to provide space for planting, and to provide a refuge for pedestrians crossing the road (City of Toronto, 2012). They are typically designed as simple hard surfaces that may allow for planters and trees or can be a softer surface that is enclosed and filled with vegetation (figure 6.4). As a streetscape element, they can help to not only address traffic issues, but also can soften and slow down busy streets to make them safer and more pleasant for pedestrians.

	Materials
In general	Materials shall be durable and easy to maintain (R).
Central area	Hard surface with planters or trees (G).
Connections Corridor	
Edge area	Hard surface with planters or trees or soft surface of vegetation (G).

(R)= required (G)= guideline

Figure 6.3. Street cross section showing the median location.

Figure 6.4. Median variations. Source: SRF, 2012 and SPLA, 2012.

FRONTAGE AND MARKETING AREAS

(Widths, materials)

Frontage and marketing areas are created when the ground floor of a building is setback from the front property line. This setback allows for a space that acts as a buffer zone between the pedestrian flow on the sidewalk and the doors and windows of a building. As a buffer zone, this space also allows for uses such as outdoor seating, which encourages street life activity, or business merchandise displays, which can help local businesses in attracting customers.

	Width	Material
In general	Frontage and marketing areas are permissible only if actively used as outdoor seating, for business marking, and/or if properly landscaped and maintained.	
Central area	10ft. max (G)	Use stone, tile, or textured paving to differentiate this area from the sidewalk. (G)
Connections Corridor		
Other	4ft. to 8ft. (R)	Consider permeable paving as an option.

(R)= required (G)= guideline

6. STREETScape

STREET FURNITURE

(planters, benches, trash & recycle receptacles, bicycle racks, public art)

Street furniture is a form of urban space elements that if successfully executed, can welcome and captivate users (Carmona, et. al. 2010). They are designed to provide amenity and fulfill the needs of the public realm. Planters, benches, trash and recycle receptacles, and public art are some forms of street furniture that help to define the streetscape and make it an attractive and functional space for users (figures 6.5-6.8).

	Planters	Benches	Trash & Recycle	Bicycle Racks	Public Art
In general	Provide street furniture when possible.				
Central area	Planters with vegetation shall not exceed 4ft in height (R).		At a minimum, provide trash and recycling receptacles at the corners of each block (G).		Maintain and continue Hayward's wall art program throughout the Downtown area. These art pieces provide great reflections of Hayward's history and make the area more pedestrian-friendly. (R)
Connections Corridor	They shall not obstruct intersection visibility nor present safety or harm (R). Use durable materials for planter (R).	Provide benches that are comfortable for users (R). Pick bench designs that match the context of the area (G).	Pick receptacles made of durable materials (R). Consider solar powered receptacles and idea of receptacles as a canvas for local art (G).	Provide bicycle racks on every street to encourage bicycling to Downtown. (G)	
Edge area	Use native plants in planters (G). Decorate planters with local art to make them more attractive and reflective of the local community (G).		Large commercial trash and recycling facilities need to be screened from view (R).		Continue the electric box art work as they provide great benefits like the wall murals. Encourage more community art projects.(G)

(R)= required (G)= guideline

Figure 6.5 Artistic planters
(Source: Springstron Room 7, 2012 and Cleveland.com, 2008)

Figure 6.6 Benches
(Source: Forms + Surfaces, 2012)

Figure 6.7 Trash & Recycling receptacles
(Source: Forms + Surfaces, 2012)

Figure 6.8 Bicycle racks
(Source: Forms + Surfaces, 2012)

STREET TREES

(Location, type)

Street trees are the trees generally located in area in between the curb and sidewalk and can provide many benefits in the public realm. They offer shade, add to the sense of enclosure for the user of the space, and provide visual rhythms that help to define the experience and perspective of a space that make it an attractive and inviting place (figure 6.9).

	Location
In general	For City and resident responsibilities of street trees, refer to the Street Tree Ordinance (Article 2: Streets, Sections 7-2.50 to 7-2.65) of the City of Hayward Municipal Code. For a list of the City's official street trees, refer to the list provided by the Landscape Maintenance Manager.
Central area	Every 20 to 40 lineal ft. of the street. (G)
Connections Corridor	Every 40 to 60 lineal ft. of the street. (G)
Edge area	Every 20 to 40 lineal ft. of the street. (G)

(R)= required (G)= guideline

Figure 6.9. Trees provide rhythm and a sense of enclosure on the street.

CITY OF HAYWARD APPROVED STREET TREES EXAMPLES

Chinese Flame Tree
Koelreuteria bipinnata
Mature height: 30 ft.
Mature width: 20 ft.
Growth rate: moderate

Eastern Redbud
Cercis canadensis
Mature height: 25 ft.
Mature width: 30 ft.
Growth rate: fast

Chinese Tallow
Sapium sebiferum
Mature height: 40 ft.
Mature width: 35 ft.
Growth rate: fast

Trident Maple
Acer buergerianum
Mature height: 25 ft.
Mature width: 30 ft.
Growth rate: fast

ARCHITECTURAL ELEMENTS

Architecture, history, and physical appearance play an important role in the creation of a place (Bohl, 2002). The architecture of a place encompasses the design and style of buildings and helps to create a physical appearance that can be reflective of an area's history or the specific building's purpose. The history of a place refers to past events and significant moments that help define an area. The physical appearance of a place is the visual dimension of an area, created through architecture, landscaping, and urban design. Together these components contribute to the overall identity and character of an area and can help distinguish an area as a unique place that is attractive and inviting to City residents and visitors.

In the context of Downtown Hayward, the architecture, history, and physical appearance of a place is addressed through architectural elements requirements and guidelines. These elements include building architectural style, building façades, building storefronts, awnings and canopies, and signage. The requirements and guidelines of these elements address the community's desire for a stronger Downtown identity that reflects the City's agricultural past and celebrates its diverse community make-up, and provide a framework for new development to be harmonious with its context.

ARCHITECTURAL STYLE

A building's architectural style refers to the look of a building. It reflects design principles (i.e. order, symmetry, craft, function, etc...) and helps defines an area's identity and character. When buildings in an area are of similar style or complementary styles, they help form an overall visual image that can create uniformity and consistency in the area or a distinction between different areas. Architectural styles can also form visual histories that reflect different eras of growth and culture.

Stylistically, Downtown currently is comprised of a variety of buildings that date from the 1870s to present day. In the Core area buildings primarily consists of styles from the late 19th century to early 20th century. There are victorian style, craftsman style, and neoclassical style buildings (figure 7.1). These buildings are comprised of materials such as brick and wood and contain elements such as cornices, decorative and ornamental details, and columns.

In the Connections corridor area, buildings mainly consist of styles from the mid-20th century and the automobile era of the City. Buildings are mainly designed for the automobile and are stylistically more modern than buildings in the Core area (figure 7.2). These buildings have large windows, little decorative detail, and are comprised of materials such as glass, plaster, and stucco.

In the Edge area buildings are a mix of all styles, ranging from the bungalow style and ranch style to the contemporary style (figure 7.3). These buildings use a variety of materials such as wood, stucco, and tile (figure 7.4).

These architectural styles requirements and guidelines aim to create a contextual harmony between buildings in different areas that will enhance the overall identity and character of Downtown.

	Architectural Style
In general	New developments should be stylistically compatible with surrounding buildings. (G)
Central area	
Connections Corridor	Rehabilitation and renovation of existing buildings should regard original building style and its architectural elements. (G)
Other	

(R)= required

(G)= guideline

7. ARCHITECTURAL ELEMENTS (architectural styles continued)

Figure 7.1 The Core area is comprised of buildings with 19th Century styles and buildings reflective of that era.

Figure 7.2. The Connections corridor buildings are more modern in style and less detailed than those in the Core area.

Figure 7.3 Buildings in the Edge area are a mix of styles.

Figure 7.4 Buildings in the Edge area uses a variety of materials.

FAÇADES

(In general, materials, colors)

Façades are a building's faces—the principal fronts that look onto a street or open space (figure 7.5). It contains architectural details and is comprised of two sections, an upper portion and a lower portion. The lower portion is the storefront (see next section) and the upper portion is the area between the roofline and the storefront (figure 7.5).

As an architectural element, façades have a direct effect on the relationship between a building and the public realm and the area's overall identity and character. Depending on its qualities of openness, detailing and ornamentation, and materials and colors, a building's façade can either welcome users to the building and the surrounding area or discourage users from entering a building or space.

Figure 7.5.
Building
façades have
a upper and
lower portion.

Figure 7.6.
Connections
corridor upper
façades can be
used as a sign
panel.

	Materials	Colors
In general	<p>Buildings should have a 360-degree design, or an attractive and inviting design of all façades that interface with the public. This means rear entrances should receive similar treatment as the front entrance of a building and be an inviting face to the public. (G)</p> <p>Preserve or rehabilitate, when possible, original building façade details. (R)</p> <p>Avoid expanses of blank walls on the façade. If blank walls exist they shall be used as a canvas for public art, which enhances the visual dimension of the area. (R)</p> <p>Upper façades should have a higher wall to window proportion and frame the lower storefront portion. This will help emphasize the street level to create a more pedestrian-friendly atmosphere. (G)</p> <p>Windows in façades should create a rhythm that helps defines the visual experience of the area.</p>	
Central area	<p>Use complementary and compatible materials on all façades to provide architectural continuity on the building and to articulate styles and forms. (R)</p> <p>Avoid reflective materials for visibility and safety. (G)</p> <p>Use durable materials to discourage and protect from vandalism. (G)</p>	
Connections Corridor	<p>Where the upper façade is a sign panel (figure 7.6), use smooth, hard-surfaced or slick materials so that the signage to go on it can be easily installed and read. (G)</p> <p>Use complementary and compatible materials on all façades to provide architectural continuity on the building and to articulate styles and forms. (R)</p> <p>Avoid reflective materials for visibility and safety. (G)</p> <p>Use durable materials to discourage and protect from vandalism. (G)</p>	<p>Use colors that are complimentary and enhance the area's identity and character. (R)</p> <p>Avoid fluorescent, loud, and high contrast colors that detract from the overall identity and character of the area. (G)</p>
Edge area	<p>Use complementary and compatible materials on all façades to provide architectural continuity on the building and to articulate styles and forms. (R)</p>	

(R)= required

(G)= guideline

STOREFRONTS

(Entrances, fenestration)

The storefront of a building is the lower portion of the façade (figure 7.7). They connect the interior of the building to the exterior, acting as a point of interaction for people and the building. They are the front face of a business and the customer's first impression of an establishment. A storefront consists of elements such as building entrances, bulkheads, and fenestration and can come in various sizes, ranging from tall to short, to narrow and wide.

The creation of a successful storefront will offer connectivity and transparency between the interior of a building and the exterior public realm and contribute to the streetscape to achieve a pedestrian-friendly environment. Similar to the upper portion of the façade, the storefront, through its elements, can also enhance an area's visual dimension and add to its identity and character.

Figure 7.7. Storefronts are the interface of an establishment and the streetscape.

	Entrances	Fenestration
In general	<p>Storefronts elements should be well proportioned and harmonize with the entire building. (G)</p> <p>Storefront materials and colors should complement and be consistent with overall building materials. Avoid using flashy, high contrast colors and materials that would detract from the overall identity and character of the area. (G)</p> <p>Use of a decorative, durable and high quality 12in. to 36in. baseline bulkhead under windows is highly encouraged. (G)</p>	
Central area	<p>Entry doors shall not swing more than 12 inches into the sidewalk to ensure pedestrian safety. (R)</p> <p>Entry doors to the street shall contain 50% or more glass. (R)</p>	<p>Minimum 80% to provide transparency and sunlight.(G)</p> <p>Use of transom windows is encouraged. (G)</p> <p>Display windows shall remain free of coverings (R)</p> <p>Windows shall be clear, transparent and non-reflective. (R)</p> <p>Consider use of operable storefront windows to extend the interior space of the building. (G)</p>
Connections Corridor	<p>Rear entrance from a parking lot or open space should be provided. (G)</p> <p>Street front entrance should be recessed to provide a transition area for pedestrians. (G)</p> <p>Use high quality and durable materials for the floor of the recessed entrance. These materials should complement other building materials and be able to withstand high foot traffic. (G)</p>	<p>Minimum 70% to provide transparency and sunlight. (G)</p> <p>Filled in or covered windows shall be uncovered and re-glazed. (R)</p> <p>Windows shall be clear, transparent and non-reflective. (R)</p> <p>Display windows shall remain free of coverings (R)</p>
Edge area		<p>Depending on context, use core area or connections corridor requirements and guidelines as appropriate</p>

(R)= required (G)= guideline

CORE AREA **buildings elevation example**

CONNECTIONS CORRIDOR **buildings elevation example**

AWNINGS AND CANOPIES

(Location, shape and size, materials and colors)

Awnings and canopies are both architectural and functional features. On a building they are an architectural element and provide another level of detail that defines the building's physical appearance, adding to the overall visual dimension of an area. For pedestrians they are a functional structure, providing protection from nature's elements, acting as shading devices and rain guards.

In this document, awnings are referred to as projecting covered frames that are attached to a building, and canopies as a more perpendicular overhang that can also be a structural or ornamental roof-like appendage. Awnings come in various shapes, sizes, and materials and colors, and can have fully covered sides or open sides, with their valences loose or rigid (figure 7.8). Canopies, like awnings, also come in various shapes, sizes, and materials and colors, but do not have side panels (figure 7.9).

Figure 7.8. Awnings can have loose or rigid valences and can be fully closed or have open sides.

Figure 7.9. Canopies can come in different materials and design, and can have signage on the frame or on top.

	Location	Shape and Size	Materials and Colors
In general	Refer to City of Hayward Sign Ordinance (Chapter 10, Article 7) for signage on awnings and canopies details.		
Central area	Maintain a vertical clearance of 8ft. from the sidewalk for pedestrian circulation. (R) Locate awnings and canopies only over storefront openings and window openings. Do not extend them over to the side piers of a building. (R)	Shape and proportions shall complement and relate to the size of the openings on the building. (R) Larger on the ground level, smaller on upper levels (if needed). (G)	Both must be harmonious in color, and pattern and be compatible with the design of the building and surrounding context. (R) Use high quality and durable materials that are easy to maintain and repair. (R) Fabric, canvas, and fixed metals are preferred. (G)
Connections Corridor	Do not obscure architectural building details. (R) Both are encouraged on the ground level storefront. (G)	Should not be horizontally continuous over large façades so that they don't detract from visual elements and so that a rhythm and pattern can be generated to create visual interest. (G)	Canopies: consider use of transparent, translucent, and lightweight materials for filtration of light and opportunities for shadow patterns to add interest in the area. (G) Consider use of solar awnings and canopies as a green design strategy. (G)
Edge area			Avoid internal illumination. (G)

(R)= required (G)= guideline

awnings and canopies can provide a rhythm to the street that enhances the streetscape and makes it more pedestrian-friendly

SIGNAGE

(Type, materials & colors, lighting)

Signs are building and business identifiers and another visual element that affects the identity and character of an area. As a visual component, signage also affects the quality of mood in an environment and can invite or unwelcome users to a space. In the Downtown area, projecting human scale signs are appropriate for creating a pedestrian-friendly environment in the streetscape; while large brightly lit signs are not as appropriate and affects the visual cohesion of the area.

These signage requirements and guidelines are complementary to the City's Sign Ordinance and cover sign type, material and color, and lighting as they relate to the development and maintenance of a strengthened Downtown identity and place that is pedestrian-oriented, inviting, and attractive. Figures 7.10 to 7.15 are examples of the different signage types allowed in the Downtown.

	Location	Shape and Size	Materials and Colors
In general	<p>Refer to City of Hayward Sign Ordinance (Chapter 10, Article 7) for specific sign regulations on number allowed, other types allowed, maximum sign areas, height restrictions, location, and additional provisions. (R)</p> <p>Sign construction and sign copy must be of professional quality to complement and enhance the Downtown character. (R)</p> <p>Sign designs should provide a compatible appearance with building signs of other tenants. (E)</p> <p>Sign shall contain lettering of a legible scale. (R)</p> <p>Signs shall not dominate the building façade. (R)</p>		
Central area	<p>Allowed:</p> <ul style="list-style-type: none"> • Awning • Edge • Hanging • Projecting • Transom • Sidewalk display (A-Frame/T-Frame)-allowed only in Core area • Wall • Window <p>Prohibited:</p> <ul style="list-style-type: none"> • Roof • Pole • Animated or revolving signs • Signs that obscure detail of building façades 	<p>Use durable, quality materials that are vandal resistant and weather resistant. (R)</p> <p>Flashy metal or other highly reflective materials are prohibited as they cause glare. (R)</p>	<p>Sign lighting shall be designed to prevent light spillage and glare onto any residentially zoned property or public right-of-way. (R)</p>
Connections Corridor		<p>Materials and colors should be harmony with the building façade and colors and enhance the visual dimension of the area. (G)</p>	<p>Sign lighting shall not create hazardous glare for pedestrian or vehicles in a public street or on any private premises. (R)</p>
Edge area		<p>Avoid using more than 3 colors to avoid a busy sign that may detract from the overall appearance of the building and area. (G)</p>	<p>External lighting, in the form of downward directional lights (figure 7.13) is encouraged. (G)</p> <p>Internally lit cabinet box signs are prohibited. (R)</p>

(R)= required

(G)= guideline

7. ARCHITECTURAL ELEMENTS (signs continued)

Figure 7.10. Awning Sign

Figure 7.11. Edge Sign

(Source: Panoramic Management, 2012, and Triangle Sign & Service, 2010)

Figure 7.12. Sidewalk Display Sign

(Source: Martin Sign Company, 2012, and Vegology, 2012)

Figure 7.13 Wall Sign

(Source: The Triangle, 2011)

Figure 7.14. Window Sign

Figure 7.15. Hanging/Projection

In the U.S. buildings are a large component of the built environment and impacts the natural environment and human health (EPA, 2010). Issues of worsening air quality, heat island effect, and storm water management are a few affects of the buildings and the built environment. This chapter covers green design guidelines that can be used to help mitigate the impact of buildings and the built environment on the natural environment and human health in Downtown.

As a purely guidelines chapter, the prescribed recommendations apply broadly to all design environments and are highly encouraged for use where applicable. These green design guidelines briefly cover green roofs and rooftop gardens, Low impact development (LID), and green-building materials for construction and renovation. Altogether they aim to help Downtown Hayward become a more sustainable eco-friendly place that focuses on providing healthier design for people and the natural environment.

ROOF TOP GARDENS & GREEN ROOFS

Rooftop gardens and green roofs are just two of many green building design strategies that can be used to address the effects of the built environment. Rooftop gardens are defined as a vegetated layer grown on the rooftop (EPA, 2011) and can be as simple as potted plants on a roof or be more complex in the form of a green roof (figure 8.1).

Green roofs are a type of rooftop garden and are an extension of the roof and can be defined as a “contained” green space on a human-made structure (Green Roofs for Healthy Cities, 2008). They consist of a multi-layered structure that is waterproof and root-

Figure 8.1 Roof top gardens and green roofs examples.
(Source: Rebecca Cole Design, 2009, and Green Roofs for Healthy Cities, 2006))

repellant with components such as a drainage system and lightweight growing plants (figure. 8.2).

Rooftop gardens and green roofs provide many benefits to humans and the natural environment. As they are located on the top surface of a building, they provide insulating benefits for the building that can reduce energy use and costs and can help reduce pollution and green house gas emissions. As a natural feature, they can enhance storm water management and water quality by reducing and slowing down water run-off while filtering pollutants at the same time. For users of the roof space, rooftop gardens and green roofs also offer an improved quality of life and provide aesthetic value to the area and habitats for many species to thrive.

8. GREEN DESIGN

In Downtown Hayward, rooftop gardens and green roofs are highly encouraged for use as a green design strategy to help the area become a more eco-friendly and pedestrian-friendly place (figure 8.3). Through the use of roof top gardens and green roofs, the heat island effect can be mitigated and Downtown's physical appearance could be softened, which would create a healthier and more visually appealing environment for pedestrians and users of the area. Additionally, these rooftop gardens and green roofs could be used as a measure to reflect Hayward's agricultural roots and build community by encouraging a new generation of gardeners to learn about the City's past and grow edible foods for the area.

Figure 8.2. Typical green roof structure diagram.

(Source: Alex Johnson, 2012)

Figure 8.3. Rooftop gardens transform roof spaces into functional and attractive spaces that softens the built environment.

LOW IMPACT DEVELOPMENT (LID)

Low impact development (LID) is a sustainable design practice that addresses the issues of impervious surfaces and urbanization, focusing mainly on storm water management. In areas receiving little rain, pollutants from vehicles and buildings build up on roadways and make run-off pollutant-saturated when rain does occur. The run-off then goes into natural streams and water bodies surrounding the area, affecting the natural systems. Low impact development addresses this issue through a combination of techniques that create environments as close to natural conditions as possible, allowing for natural infiltration to occur.

To address the City's and community's desire to have Downtown become a more eco-friendly place, LID strategies can be used throughout the area. Some strategies to consider are: pervious pavements, which can be located in parking lots or outdoor seating areas; vegetated swales, which can go in street medians or other landscaped areas; rain barrels, to collect water run-off from buildings; and tree box filtrations planters, which can be used for street trees or trees in public spaces like plazas and courtyards (figures 8.4 to 8.7).

Figure 8.4. Pervious pavement examples.
(Source: Kirby Melton, 2012, and Core Systems, 2012)

Figure 8.5 Vegetated swales
(Source: Zemtseff, K., 2009 and Scott Peterson Landscape Architects, Inc., 2012)

Figure 8.6. Rain barrel examples.
(Source: Rainbarrel Source.com, 2012, and Jackson, S., 2011)

Figure 8.7. Tree box filtration diagram.
(Source: LAD Studios, 2012)

GREEN MATERIALS

Green materials refer to sustainable building products that can be used in the construction, renovation, and maintenance of buildings. Green materials offer many benefits to building owners and its occupants. These benefits include energy conservation, reduced maintenance and replacement costs over the lifetime of a building, and improved occupant health (CalRecycle, 2012). Figures 8.8 to 8.12 show some example green materials, which include:

- **Forest Stewardship Certified (FSC) wood:**

This is material that is certified to be sustainably grown and harvested. Using this material helps to encourage sustainable forestry worldwide and ensures that resources are responsibly obtained.

- **Low volatile organic compound (VOC) or low and non-toxic paint:**

This type of paint contains less of the volatile organic compounds of other paints that cause indoor air qualities that lead to health issues for occupants. Using this material can improve the comfort and health of users of a space.

- **Low emissivity (low-e) windows:**

These windows contain a coating on the glazing or glass and helps to control heat transfer through the glass, helping to create more comfortable interior environments and reduced energy savings.

- **Engineered and bamboo flooring:**

Engineered wood uses less wood material as it is comprised of a top wood layer laminated to multiple layers of fiberboard. Bamboo is a renewable material, making it an ideal choice for flooring. It's absorbency and strength is also other qualities that make it a good material choice.

- **Cool roof-roofing materials**

Cool roofs are roofs that absorb less heat and reflect more heat and sunlight. They help to reduce the heat island effect and the interior temperature of a building and provide better occupant comfort and energy savings. Cool roof materials include lighter roof colors and materials that have higher Solar Reflectance Index (SRI) numbers (Cool Roof Rating Council, 2012).

Through using products that are renewable or are recycled, recyclable, contain little to no chemicals, and are energy saving, business owners, developers, and residents of Downtown Hayward can help Downtown become an eco-friendly, healthy, and more comfortable place that exemplifies responsible environmental stewardship.

Figure 8.8. FSC Lumber.
(Source: Coastal Treated Products Company, 2009)

Figure 8.9. Low VOC paint.
(Source: A.G. Williams Painting Company, Inc. (2012))

Figure 8.10. Low-e window.
(Source: U.N.I. Exteriors, 2012)

Figure 8.11. Engineered wood/bamboo flooring.
(Source: Wood floor guides, 2012)

Figure 8.12. Cool-roofs diagram and example.
(Source: Trident Roofing Company, 2012, and Whirlwind Steel Building, Inc. 2012)

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Document	Goals/Objectives/Purpose	Policies and Programs
City of Hayward General Plan (2002)	<p>"Maintain the Downtown as a focal point for the City so that it continues to express the City's history, provides a venue for cultural vitality, and retains its role as a center for social, political, and other civic forums." (2-18)</p>	<ol style="list-style-type: none"> 1. Continue to implement the Downtown Design Plan and the Core Area Specific Plan. 2. Emphasize making the downtown a focal point for the City within a pedestrian-friendly environment. 3. Recognize the importance of continuous retail frontage to pedestrian shopping areas by discouraging unwarranted intrusion of other uses that weaken the attractiveness of retail areas; encourage residential and office uses to locate above retail uses. 4. Encourage both commercial and residential development in the area surrounding the Downtown BART Station. 5. Encourage residential development in the downtown area to increase market support for business and to extend the hours of downtown activity
City of Hayward Zoning Ordinance (Sec. 10-1.1045)	<p>"The City recognizes that high-quality design of commercial structures can contribute to a positive appearance of neighborhoods and improve overall character of community." (Sec.10-1.1045)</p>	<p>*Commercial buildings and uses refer to City of Hayward Design Guidelines, applicable Design Districts, the Hillside Design and Urban/Wildland Interface Guidelines and following:</p> <ol style="list-style-type: none"> 1. Assessory buildings are to remain one-story 14ft max and use building colors and materials compatible with primary building. 2. Signs shall be in accordance with Sign Ordinance. 3. Drive-in establishments with required yards abutting streets not used for vehicle maneuvering or parking shall be landscaped. Fencing and screening along interior lot lines is also required, except for areas used for shared parking and traffic circulation. 20% of total site area shall be landscaped. 4. Service Stations are required to have a 20 ft or 15% of the depth of lot setback for pump islands and minimum 140 ft frontage. 5. Drive-through restaurants and coffee/espresso shops shall have installed bicycle racks for at least 5 bicycles, have decorative paving for pedestrian circulation areas, landscaped yards that are abutting the street (if they are not for used for automobile circulation or parking), and no unattractive building elevations visible to customers or passerby. Planning director will also make sure architectural theme of establishment is unique for the given area as specified by City standards and policies--franchise architecture is to be avoided where possible. 6. Fences, hedges and walls shall not exceed 4ft in height in required yards abutting a street. However, commercial districts abutting others is required to have a masonry wall no less than 6ft in height. Fences, hedges and walls shall not obstruct intersection visibility. 7. Required front, side, side street and rear yard areas shall be landscaped except for permitted driveways, and walkways. Required landscaped areas shall use water-conserving materials but not solely bark, decorative paving or decorative rock. 8. A minimum of one 15-gallon buffer tree shall be planted for every 20 lineal feet of the property line where a required yard abuts A, R, MH, OS or residential PD district. 9. Parking areas shall include one 15-gallon parking lot tree for every six parking stalls, except where restricted because of design constraints. The end of parking rows shall be capped with landscaped medians and parking and loading areas shall be buffered from the street with shrubs, walls or earth berms.

Document	Goals/Objectives/Purpose	Policies and Programs
City of Hayward Zoning Ordinance (Sec. 10-1.1045) <i>continued.</i>		<p>10. Street trees are to be planted along all street frontages at a minimum of one 24-inch box or larger tree per 20 to 40 lineal feet of frontage, except where space is restricted due to existing structures or site conditions.</p> <p>11. Trees shall be preserved according to the Tree Preservation Ordinance.</p> <p>12. Exterior lighting and parking lot lighting shall be provided in accordance with the Security Standards Ordinance and be designed such that it is decorative and compliments the development design.</p> <p>13. Roof-mounted equipment shall be screened from public view.</p> <p>14. All open areas not landscaped shall be treated or paved with an all-weather, dustless material, such as an asphalt surface.</p> <p>15. Trash and recycling facilities shall be adequately screened from view, using decorative wood or a masonry wall or combination thereof that is compatible with the design of the primary building on site.</p> <p>16. Windows on the ground floor of retail buildings shall remain free of coverings and materials that prevent views into or out of the stores.</p>
City of Hayward Zoning Ordinance (Sec. 10.1-1.1555)	<p>"The City recognizes that high-quality design of commercial structures can contribute to a positive appearance of neighborhoods and improve overall character of community.</p>	<p>*Following documents shall be referred to and applied were applicable for development in the CC Districts:</p> <ul style="list-style-type: none"> -City of Hayward Design Guidelines, 1993 -Downtown Hayward Design Plan, 1992 -Design Requirements and Guidelines for Downtown Hayward, 1992 -Hayward Downtown Historic Rehabilitation District Commercial Design Manual, 1993 -The Core Area Plan-Recentering 1992 -Downtown Hayward Redevelopment Plan, 1992 <p>1. Assessory buildings are to remain one-story 14ft max and use building colors and materials compatible with primary building.</p> <p>2. Refer to City of Hayward Design Guidelines for Architectural Design Principles.</p> <p>3. New Construction: should reflect the qualities of its particular design environment.</p> <ul style="list-style-type: none"> -Buildings should be oriented to the street for ease of pedestrian access and to ensure continuity of frontages. -Parking areas must be screened and landscaped and not be designed to create barriers for pedestrians. -Landscaping to be scaled to pedestrian and used to accent architecture. <p>4. Building types: Main Street type, Showcase type and Other type.</p> <p>5. Facades: Color should be light, accent colors to coordinate with primary color, color combos to be harmonious and no fluorescent, loud or sharply contrasting colors.</p> <p>6. Materials: shall be durable quality and applied in professional manner. Wherever possible, original design materials and finishes must be preserved and deteriorated or damaged areas repaired.</p> <p>7. Fences, hedges and walls shall not exceed 4ft in height in required yards abutting a street. However, commercial districts abutting others is required to have a masonry wall no less than 6ft in height. Fences, hedges and walls shall not obstruct intersection visibility. And shall not be barb or razor material.</p> <p>*Everything else is pretty much the same as in Section 10.1-1.1045</p>

Document	Goals/Objectives/Purpose	Policies and Programs
City of Hayward Design Guidelines (1993)	<p>Downtown is “an important nexus for Hayward” (42). Preserve or rehabilitate early buildings as they create a “unique sense of place”. New buildings should be built to last and harmonize with older buildings and express the downtown’s place as the permanent center of the City.</p> <p>Ease of pedestrian and transit access to allow for intensive use over time is key.</p>	<p>1. B Street: Is the “core” area and “main street” of Downtown and should maintain pedestrian-oriented retail frontage and classic downtown shopping district appearance.</p> <ul style="list-style-type: none"> -Build to front setback to create continuous frontages and maintain a rhythm of storefront display windows with recessed entries. -Have more glass on ground level and provide a low base of durable, finished materials. -Parking is to be in the interior block with rear entrances to shops and services where possible. -Materials should not be rustic, shiny metal or plastic. Focus on providing and restoring original facades and architectural elements. -Massing should relate to existing building heights. Corners are more appropriate for taller buildings. Use terracing for solar access. -Provide pedestrian oriented signage and awnings that are in harmony with context (see Sign Ordinance). <p>2. Open Space features: Feature the San Lorenzo Creek as a connector between the Japanese Gardens and Downtown.</p> <ul style="list-style-type: none"> -Incorporate public walkways along the Creek in downtown and landscaped, meandering walkways from Library Square to the Creek along the fault to extend sense of natural amenity and downtown connection. -Include space for cafe use along the Creek and restore the natural setting of the creek where feasible. <p>3. Downtown: Beyond the Core Area: Should have a strong pedestrian orientation and have transition to surrounding areas.</p> <ul style="list-style-type: none"> -Draw architectural themes from surroundings and Hayward’s History (includes Portegeuse reflected settlement in All Saints Church). -Frame views to surrounding hills, San Lorenzo Creek and Japanese Gardens. -Provide high quality building materials, interesting windows and inviting entries at pedestrian level. Articulate facades at 30 foot intervals and avoid large walls that create a pass-through environment. -Site commercial buildings to front setback if possible. Along Foothill, provide additional setback to widen narrow sidewalks and leave room for street trees and pedestrian circulation. -Terrace buildings and consider street widths with building scales. -Connect new office buildings to downtown with ground floor lobbies connecting to interblock walkways. -Provide special treatment of corners (i.e. cutoff with arcades or tower element). -Integrate parking with commercial areas discretely (i.e. underground or in interior blocks). -Provide 10’ landscape buffer in front of walls fronting public street to discourage graffiti.
The Core Area Plan: A component of the Downtown Hayward Design Plan, Recentering (1992)	<p>“The purpose of the Downtown Hayward Design Plan is to create a densely developed, mixed use, pedestrian oriented downtown neighborhood.” (1)</p>	<p>1. The Focal point is a key strategy to giving the downtown core a strong new identity. This focal point will attract people and investors. A new focus is given to business revitalization that will create a healthy climate for businesses serving the community.</p> <p>2. Hayward still has a number of “fine older buildings that can be saved and integrated with new development”. “The goal is to adapt the downtown’s historic structure to contemporary needs, to build on its previous successes.” (8)</p> <p>3. Plan categories: a. focal point, b. housing, c. B Street/Business Revitalization, d. cultural activities, e. boundaries & edges, f. earthquake fault corridor.</p>

Document	Goals/Objectives/Purpose	Policies and Programs
<p>The Core Area Plan: A component of the Downtown Hayward Design Plan, Recentering (1992) <i>continued...</i></p>		<p>4. General Standards:</p> <ul style="list-style-type: none"> -Encroachment zone: is the front setback of 4ft from the public right-of-way that is required for all residential buildings. Encroachments into this setback are required: for every 50ft of building frontage, a min of 30% and no more than 60% must encroach. Encroachment may not be more than 15ft long (parallel to buildings) and must have at least 2 ft between them. The required 40% to 70% of building frontage without setback encroachments should remain unobstructed. -Continuous Street Wall: the rear of the encroachment zone is the build-to-line. 80% of buildings surface that does not encroach must be built to this line. -Pedestrian Entrance Frequency and Orientation: <ul style="list-style-type: none"> -All residential building types must have individual or shared entrances at least every 65ft of the street frontage. -All primary entrances to buildings and units should be from the public street that the building fronts. -All ground floor, street facing units must have entrances from the public street shared by no more than one other ground floor street facing unit. Upper or inward facing units may share same entrance. -Relationship of Parking to Streets: <ul style="list-style-type: none"> -Where possible, streets should be bordered by livable space. -Parking floors should be set 3 to 5 ft below grade to bring living spaces close to street level. -Orientation: Buildings/Private Drives/Alleys: <ul style="list-style-type: none"> -Building facades must be oriented parallel to the street they front. -Project drives and mid-block lanes must be perpendicular or parallel to the public right-of-way of the street grid. -Building Height & Massing: <ul style="list-style-type: none"> -Building height is limited to 4 levels of housing over parking; on B Street is limited to 2 stories over ground floor retail. <p>5. Mixed Use Standards:</p> <ul style="list-style-type: none"> -Buildings along B Street are max 2 stories of dwelling over 1 story of retail not to exceed 42 ft. In other areas, buildings are limited to 55 ft. max -Frontages are limited to building entrances, offices and/or commercial space. On B Street, frontages are limited to retail storefronts. -Provide pedestrian access to the podium by stair (8 ft. min wide, 2 stories tall opening) perpendicular to the street along B Street. -Required encroachment zone setback does not apply for parts of a residential building with ground-floor commercial spaces. Buildings should be built to front property line without setback. -There should be a commercial entrance at least each 35ft along retail streets. Increase to 50 ft when entrances to upper floor-residential units are interspersed.

Document	Goals/Objectives/Purpose	Policies and Programs
The Core Area Plan: A component of the Downtown Hayward Design Plan, Recentering (1992) <i>continued...</i>		6. Retail Standards: -See Sign Ordinance and Downtown Design Guidelines and Requirements. -All new infill is to have atleast 1 pedestrian oriented element (overhang signs, awnings or sunshades, overhangs, benches integrated with the building, deep setbacks at entries, etc.) -Entry setback is to have min 8 ft setback and at least 80 sq.ft. of outdoor space. -Ground floor of buildings should be built to front of property ling without setback. -Retail entrances must occur every 35 ft at min. with 25ft preferred between pedestrian openings. -Stores within the core are to help define street continuity, and animate the street with entrances and product displays. -Parking lots must be located in mid-block areas or in secondary streets.
Downtown Hayward Design Plan (1992)	Plan represents City's development policies for downtown Hayward.	1. Zoning: Central City (CC) district with 3 subdistricts-Central City-Commerical (CC-C), Central City-Plaza (CC-P), and Central City-Residential (CC-R). Special Design (SD-1) Overall District aslo included. 2. Setbacks: -"Core" area to have 0ft, Edge of "core" to have 0-4ft, Residential to have 4ft encroachment zone for building projections, Remainder of area to have 4ft for landscaping, Residential outside core to have 8ft landscaped for privacy. 3. Maximum Lot Coverage: CC-P: 100%, CC-C: 90%, CC-R: 75% 4. Building heights limited to 55ft generally, except core is desired at 42ft and 104ft to 140ft in old Hayward High area. Rooflines of buildings should be varied within projects and in larger projects, number of stories should be varied. 5. Foothill Blvd: Create a gateway at San Lorenzo Creek, orient buildings towards creek. 6. Lower B Street (vicinity of Montgomery): Preserve character established by Victorian buildings. 7. West of Grand: restrict vehicular access to Alice Street. 8. D Street (between Foothill Blvd. and Second St.): Preserve the character established by single family residences 9. Preserve view of All Saints Church as it is a visual focal point.
Design Requirements & Guidelines for Downtown Hayward (1992)	"These Design Requirements and Guidelines are directed toward: -establishing a downtown identity by enhancing the unique qualities of downtown buildings; creating and reinforcing a pedestrian shopping environment with amenities that cater to the pedestrian customer; and improving the quality and maintenance of downtown properties." (1)	*Identifies 3 main design environments: 1. Main Street Buildings: Buildings frame a well defined ground-floore storefront. -Facades: Design and materials are to be harmonious for buildng and context. Preserve orginal elements when possible and use materials such as brick, textured stucco, dressed or cut stone, and terra cotta. Do not use rough-hewn or rustic materials (this applies to the other two environments as well). -Storefront Elements: Exterior base of storefronts may be polished marble panels, decorative metal or appropriately scaled ceramic tile. Original base material should be maintained. Do not block off storefronts with blank walls or solid walls, nor shall windows be filled in. 2. Showcase Buildings: Modern and distinctive showcase storefronts dominants. -Facades: Sign panels shall be smooth, hard-surfaced slick materials. Side piers should differ in color if vertical. Buildings shall be light in color (i.e. pastels) and should have 360 design. -Storefront Elements:Use only durable material for entryways. Do not inappropriately obscure or reduce transparent window display area of storefronts.

Document	Goals/Objectives/Purpose	Policies and Programs
Design Requirements & Guidelines for Downtown Hayward (1992) <i>continued...</i>		<p>3. Other Buildings: Buildings vary and are designed for special purposes. They do not fit into the other categories.</p> <p>-Storefront Elements: must blend harmoniously with storefront elements allowed for the other two environments, if either building type characterizes the area.</p> <p>*Loading areas: to extent possible, must be kept separate from pedestrian and vehicular traffic. Pedestrian circulation and auto parking areas must be defined and landscaped. Trash containers must be stored in enclosed facilities, integrated as much as possible into the design of the building.</p> <p>*Signs: should be pedestrian oriented and coordinated with colors. SEE SIGN ORDINANCE!</p> <p>**Massing and Siting (new construction): Buildings should be at least 20ft high at street to maintain a consistent building wall. Include storefront or ground floor commercial space to ensure pedestrian activity. Provide appropriate setbacks for landscaping, plaza areas and outdoor dining. Parking should be in interior of block/hidden behind buildings. Rear entrances for customers is encouraged.</p> <p>*Maintenance: all commercial and multifamily residential buildings and properties shall be maintained so as to enhance the appearance of downtown Hayward.</p>
Hayward Downtown Historic Rehabilitation District: Commercial Design Manual (1993)	"Elements and guidelines identified in this manual will be used to determine the project's compatibility with the character of the district" (1)	<p>1. Architectural Style: the original look of the building at its construction date.</p> <p>-Infill: compatible contemporary designs for new construction are encouraged.</p> <p>-Rehabilitation: Original facades should be exposed, repaired and cleaned.</p> <p>-New materials should match material being replaced in composition, design, color and texture. Duplications of features should be based on historic, physical or pictorial evidence rather than on conjecture when possible.</p> <p>2. Mass: the form of the exterior of a building.</p> <p>-Original massing of the building should not be reduced. If possible, replace portions of the building previously removed to recreate the original massing.</p> <p>3. Width: the breadth of the lot.</p> <p>-Narrow lots: Storefront areas should be framed by piers or columns every 25-35ft. Similar widths of buildings provide a strong rhythmic effect. Maintain or re-create the division of bays in longer buildings.</p> <p>4. Setbacks: the "build-to" lines of a lot.</p> <p>-Align building fronts with those adjacent of building.</p> <p>5. Height: how tall a building is, heights are set by zoning restrictions.</p> <p>-Corner buildings should be at least as tall as the tallest midblock building on its side of the street.</p> <p>6. Roof shape</p> <p>-Flat roofs for commercial buildings are encouraged. The front wall (facade) shall extend above the highest point of the roof.</p> <p>7. Rear Entrances: the service entrance on the back of the building.</p> <p>-Buildings adjacent to interior block parking areas should have rear entrances open to the public.</p> <p>-Entrances should be clearly marked and lighted with signage related to the primary signs on the facade.</p> <p>-Original architectural elements, hardware, or windows shall remain.</p>

Document	Goals/Objectives/Purpose	Policies and Programs
<p>Hayward Downtown Historic Rehabilitation District: Commercial Design Manual (1993) <i>continued...</i></p>		<p>8. Materials: the exterior finishes to the building. -Infill: materials should be smooth, hard-surfaced, and graded for commercial uses. Avoid residential and industrial materials such as wood shingles and plywood on the upper facade. -Rehabilitation: original finish materials should remain uncovered and should not be painted (except wood). 9. Color: secondary and accent colors shall harmonize with the base building color. 10. Roofline: the top of the facade. -The top of the facade should have some decorative embellishment, ie: cornices, special shape, or details. Re-create or repair missing historical architectural elements. 11. Upper Facade: the wall area above the storefront -should have more wall than window area 12. Storefront: the street level portion of the building. It is the most transparent and open portion of the facade. -Should have high level of transparency and alterations must not destroy significant character elements or original materials. 13. Entry: the recessed area leading to the ground floor door. -Shall be recessed from the sidewalk. And doors to the street level uses should have more than 50% glass area. 14. Bulkheads: the area below the display window. -Height should be between 12-36 inches. -If covered, original bulkheads should be exposed and repaired with the replacement areas to match as closely as possible the original material, color, size and pattern. 15. Display window: is the largest element of the storefront. -Must use transparent glass. Filled in or covered windows should be opened and re-glazed. 16. Transom windows: the small windows above the display window and entry. -Missing or covered transom windows should be uncovered or replaced. 17. Signs: the identification of a business on a building. -Look to sign ordinance and....wall signs should fit within or align with and not obscure architectural elements. 18. Overhangs: sheltering elements extending from the facade over the sidewalk. -Awnings should be mounted within storefront or window frame and may not run continuously along the face of a building. -Awnings should match the shape of the opening and be self-supporting, of a fabric material and not internally illuminated. -Canopies not original to the building should be removed.</p>
<p>South Hayward BART/Mission Boulevard Hayward, Ca. Form-Based Code (2011)</p>	<p>Implements smart growth principles set forth in the General Plan for the South Hayward BART area and Mission Boulevard Corridor. (SC5)</p>	<p>*Policies are for T4 (General Urban), T5 (Urban Center) transects, with two TOD density overlays and a Civic Space zone. -See SC21 to SC23 for architectural (focuses on materials and form-not styles), fence and walls, and landscape standards (these two similar to other documents and offer height and materials provisions, says trash should be screened, etc.). -Building heights range from 57ft max (to mid of ridge) to 79ft max (to mid of ridge) with 4 stories max in T4 to 6 stories max in TOD Density overlay 1. -T4 primary bldg setbacks are 6ft min to 24 ft max for front and 3ft min for rear. -T5 primary bldg setbacks are 2ft min to 12 ft max for front and 3ft min for rear. -Wind and solar energy provisions are provided on Table 13A and 13B (SC61 and SC62).</p>

Topic Name: Downtown Hayward's Identity

Idea Title: Entertainment ZONE!!!

Idea Detail: Every University town in the COUNTRY worth it's salt has a successful ENTERTAINMENT ZONE. Hayward has always badly needed one. You have a built in clientele in the university students, faculty and staff and all local residents in the Hayward, San Leandro, Castro Valley, Fremont area.

UCSF has Haight Street, Stanford has University Ave, UC Berkeley has Telegraph Ave, San Jose State has 1st and San Fernando st. Well, Cal State East Bay needs it's own THRIVING ENTERTAINMENT ZONE.

What makes up a thriving entertainment zone? They ALL have a lot in common. First is Restaurants, both for the lunch time crowd and for the evening crowd, 2nd is NIGHTLIFE in the form of DANCE CLUBS and LIVE MUSIC, 3rd is interesting TRENDY SHOPS that appeal to a younger clientele.

Downtown Hayward is already half-way there with restaurants like Bijou, Shark Shack, Buffalo Bills etc. It already has the movie theatre complex and live music at The Bistro. This needs to be expanded upon and PROMOTED.

For example, there is a large empty Bank building across the street from The Bistro. Long Beach had a long running successful nightclub in a bank just like that. It was called Vault 350. It had live music of all kinds and had national and international acts play there for many YEARS.

You need to appeal to Hayward's different demographics and make it a true COMMUNITY oriented entertainment zone. There should be venues and music that appeals to Latino, African-American, Asian and White demographics.

Perhaps a club that specializes in Blues and Jazz. Look at how successful Yoshi's has been with that formula both in Jack London Sq and the Fillmore in San Francisco. As a resident of Castro Valley, I'd much rather drive to dinner and entertainment in downtown Hayward than have to drive all the way to Oakland or San Francisco or San Jose. GIVE US REASONS to party IN TOWN!!! We'll happily spend our dollars there. Promoted by the city, it would be PACKED 5 nights a week.

Idea Author: Xan G

Number of Seconds 4

Number of Comments 2

Comment 1: I whole-heartedly agree with Xan's idea to create an entertainment zone within the new traffic circle. It is an idea place for clubs, theater, bars, and restaurants that appeal to our diverse population. Imagine Flamenco Bands in one place, jazz in the next, rock in another, country down the block and on and on. It would bring life, tax revenue, and pride to

our area. Success breeds success but the city has to streamline the permitting process and make it easy for entrepreneurs to get into business. Closing Main Street or B street so we can have 'dancing in the streets' all summer would so fabulous for people of all ages. It is time to make this idea real! | By AI P

Comment 2: My wife says: Add trendy cafes - perfect for students who want to study with wifi, a performing arts center with local and national touring theatre and dance companies, themed galleries like Galeria de la Raza in San Francisco or MOLA in Long Beach. Attract a restaurant like Dave and Busters with a built in arcade for kids and adults. Hold open houses with a sidewalk fair at all the local galleries and shops and restaurants on a Friday NIGHT once a month.

To encourage the entertainment zone, make B St only walkable on Friday and Saturday nights, no cars between Foothill and Watkins.

Sponsor free park concerts in the park on B st and Mission every Friday and Saturday during the summer. Like Pasadena does. | By Xan G

Idea Title: Entertainment

Idea Detail: Hayward need a HOT spot, after work place to socialize, network, reason to stay around Hayward, food & drinks. Sport Bar type. near Bart.

Idea Author: Willie D L

Number of Seconds 3

Number of Comments 3

Comment 1: The idea of a downtown entertainment district has been around for years but fought by a few people for fear of change or imagined dangers if people actually enjoy themselves. It is time to zone inside the new traffic circle for music and clubs and community. | By AI P

Comment 2: It needs more than one! We need to draw people downtown with entertainment, restaurants, and clubs that appeal to the diverse population of the city. We've come from all over the US and all over the world to live here and need to develop a community enriched by our diverse culture, music, and food! | By AI P

Comment 3: Love the sports bar idea! | By Samantha S

Idea Title: Cal State East Bay Urban Design Input

Idea Detail: Does Cal State East Bay have an urban design program? Is there a way where Hayward's students of urban design connects with Hayward performing arts students to find unoccupied downtown spaces for entertainment. (example: jazz coffeehouse) Free entertainment, low cost beverages. Great exposure for entertainers, healthy gathering places for people.

Idea Author: Diane H

Number of Seconds 3

Number of Comments 3

Comment 1: I agree with your idea. UCB has an urban design program. I am not sure about CSEB.

CSEB has a landscape architecture program which could be offered space in existing buildings downtown. They could offer AP classes in cooperation with the local high schools. Also programs for credit with Chabot college.

Class projects could include designing and building outdoor areas in the city which could be used for events from relaxation and recreation to concerts.

| By dita R

Comment 2: I agree with your idea. UCB has an urban design program. I am not sure about CSEB.

CSEB has a landscape architecture program which could be offered space in existing buildings downtown. They could offer AP classes in cooperation with the local high schools. Also programs for credit with Chabot college.

Class projects could include designing and building outdoor areas in the city which could be used for events from relaxation and recreation to concerts. | By dita R

Comment 3: I agree with your post!

If it hasn't been done already, I feel that the redevelopment committee can work closer with the administration and students from both CSUEB and Chabot College. Consider doing a needs assessment or survey the students to see what activities/things would get them to spend time downtown. I notice several student organizations/clubs from CSUEB spending time at Bronco Billy's Restaurant in the Hayward Hills (Bonfair Plaza) during the week. Bring in the right venue to downtown, and I am sure the same thing would happen there too!! | By Giancarlo S

Idea Title: New Small Commercial Spaces

Idea Detail: There are three things that define downtown Hayward for me: the 'B' street street-scape, the local business' and the crafty details painted or sculptured on building facades.

The wide side walks with nooks for places to converse create a great pace (and space) for the social or commercial pedestrian. The murals also slow people down and reflect where Hayward has been and where it is going . I think the new construction that has recently gone up east of the Hayward Bart station is complimentary to the identity of Hayward. Hayward is the Ace hardware store on 'B' street and Val's Burgers and Buffalo Bills...the new construction does a good job of keeping the street pedestrian friendly by outlining the the parking lots with small commercial spaces allowing for small business' to pop up.

With that being said it is obvious the downtown area can still improve. There are still a lot of vacant commercial spaces around the downtown area and that has to a lot to do with the fact that it still has not attracted the attention of Bart. Downtown Hayward needs a 'buzz'. I know about Hayward b/c I grew up here but people even as close as Oakland don't know anything about downtown Hayward. I believe a buzz has to come from the small business'.

Let's help these small business' out by creating more dynamic commercial spaces that work with this 'pace' that is uniquely B street. Let's study the store fronts in plan and section exploring sub-terrainian spaces like Straight Shooters or second story balcony spaces or roof gardens. Hayward has a great farming history; maybe that history can take root again in this age of sustainability and its explorations in roof gardens.

I see Hayward staying as a small business town but in order to grow it needs to explore ways to attract new business and I believe new small commercial models will attract that.

Idea Author: Ariel A

Number of Seconds 2

Number of Comments 1

Comment 1: A roof garden would attract attention, foot traffic and business! It could be a restaurant or just an open area with a small coffee shop for students and others to enjoy. | By Samantha S

Idea Title: Hayward is in the midst of a transformation

Idea Detail: Hayward right now is strange, without a real identity. It is teetering between the old city feel and a new suburban metropolis with its new plazas and theaters surrounded by old

strip malls and mom & pop shops as well as many vacant buildings. It is odd every time I wander downtown. Personally I like the outdated parts of the city; they harbor the best places to eat, and other unfound treasures.

Change is always treated with a glaring eye. Whether Hayward welcomes this change is yet to be determined. Either way, it is half way there. There is not much anyone can do to stand in the way of progress, if you can call it that.

Hayward is a pass-by for most commuters also. It is a hub that connects the Tri-cities to San Mateo, Oakland to San Jose, with major interconnected freeways, bridges, and thoroughfares. Because of this, Hayward can not be ignored, and any design will have influential impact on many people.

I don't have any ideas of how Hayward should proceed, but this is my observations after living and working here for the past few years.

Idea Author: Yance W

Number of Seconds 1

Number of Comments 2

Comment 1: Hayward is going to redevelop in a more dense way. We have the opportunity to drive development towards green, pedestrian-friendly, vibrant, and desirable or to let developers build walled in apartment and condo complexes with no relationship to the community or the environment. Unless the provides a cohesive vision of vibrancy, we will get more drive-in, drive-out complexes that will bring more traffic congestion, pollution, isolation, and crime. A great vision of walkable streets, reliance on transit, greenery, and human scale development can make Hayward an exciting family place once again. | By Al P

Comment 2: You've said Hayward is a pass by for many commuters, almost a freeway connection. And that is true sometimes. But by creating a downtown identity this can be great for Hayward. Many times before leaving the greater Bay Area for northern CA where family lives I may stop somewhere to eat just to let the traffic calm down. That can be Hayward. Imagine tired, weary commuters saying "oh sod it. I'm going to stop for a bite and a stroll in downtown Hayward before going on. Let the traffic pass me by"

In time they may think "If I LIVED or worked here ... hmmm" | By dita R

Idea Title: Dense Urban spaces

Idea Detail: I see Hayward as mostly residential town where you have to drive everywhere for all the other needs. Its very spread apart with wide roads. The only pedestrian friendly street scape that is a little successful is of B street. Hayward needs to have more urban places such as this - more ground level activity, nicer paved roads with narrow lanes and devices to slow down traffic. The retail zone needs to be more integrated with street orientated activity and a little more diversity in its Architecture. Right now the town consists of only white and beige 1 - 2 story architecture.

Idea Author: Ravie B

Number of Seconds 1

Number of Comments 1

Comment 1: As gasoline tops \$5 a gallon and races towards \$6, people are going to seek alternatives to driving everywhere. Air and noise pollution are pushing many of us to try to drive less. Increased population will demand more homes, businesses and jobs. Increased costs of redevelopment will require a better return on investment. More and more people want to be able to walk to services, stores, restaurants, and transit! People pay a premium to live in a safe, well designed area that is walkable. Every real estate list has a 'walk score' these days and better walk scores equate to better prices. Hayward is in a unique position to copy the best of the urban areas like San Francisco and Santana Row to zone for and enable pedestrian-friendly development in the the downtown area. We have to preserve our historic districts and historic homes but we also have to drive development in a way that benefits the whole community including the businesses and residents in redeveloped areas. | By AI P

Idea Title: Goodbye Mervyn's Headquarters...how about hello Target? Walmart?

Idea Detail: With the new loop idea, I feel that people will continue to zip through Foothill Blvd, but at even faster speeds. I understand that Hayward takes pride in their small businesses & mom-and-pop shops and it appears to me that the city struggles in capturing (or allowing) well-known merchants in the downtown area. Unfortunately, I don't think that it's the small mom-and-pop shops that attract a majority of the commuters who pass through town. Target or Walmart, on the other hand, are one stop shops and are stores that are favored by many regardless if they live in Hayward or in Danville/Blackhawk. I feel that if Hayward puts in a store such as Target or a Walmart in the old Mervyn's Headquarters a majority of those commuters will be stopping on Foothill Blvd to do some shopping on their way home. Add some additional eateries around the store, and they might even stick around to have a bite to eat.

This is merely an idea and I am fully aware that people are against big chain businesses. In

addition, I am fully aware that businesses such as Target and Walmart have their own processes for identifying new store locations.

Idea Author: Giancarlo S

Number of Seconds 1

Number of Comments 3

Comment 1: We need jobs in Hayward. Recruit high-tech companies from the Peninsula or South Bay. Half or more of their workers commute through Hayward and would love to work here. Allow a fabulous high-rise on the Mervyn's property to attract business and jobs. Allow an iconic high-rise on the block where the old hospital sits (McKeever, Maple, A, & Main) | By AI P

Comment 2: I agree it should not be vacant. We need a major "recruitment" effort drawing companies to Hayward.

This building could not only be a home office to a major company or a nest for several smaller companies. The latter kind of service offers a building sharing conference centers, copiers, equipment, even gyms and shuttles from BART that can be shared by small or smaller companies.

If the building was also equipped with solar on the roof and/or towers on the parking lot it would prove enticing. Imagine offering a benefit to employees and clients that you can charge your EV at work. | By dita R

Comment 3: I am totally against a Target/Walmart/mega store at this location! There are already 2 Targets in Hayward and 2 Walmarts in both San Leandro and Fremont. I also think we should be adding more professional jobs to Hayward, not service based (which are low-wage).

I think it should remain as a office building and Hayward should be doing some major recruitment/tax incentives to get it occupied once again. | By Samantha S

Idea Title: New Highrise Ccenter Piece

Idea Detail: Hayward needs a new icon to represent it. When the TransAmerica pyramid was proposed for San Francisco, people hated the idea. It was too tall, too ugly, too different. Then it became an international symbol of the City. Hayward should rezone the area around the old hospital, the block bounded by Maple, A, Main, & McKeever for a high-rise. We need jobs here and we need space for companies to expand here so we don't all have to commute

to the Peninsula, San Jose, or San Francisco. The old Mervyn's property should be rezoned for high-rise office buildings as well. Jobs bring people and raise revenue to pay for all the improvements that the City needs. The Mayor and council should reach out to the executives at Google, Salesforce.com, and everyone else who will talk to them and recruit a corporate campus for downtown. We should encourage whoever builds to engage creative people from CSU or other schools to do something extreme that can become our icon!

Idea Author: AI P

Number of Seconds 0

Number of Comments 0

Idea Title: New Highrise Center Piece

Idea Detail: Hayward needs a new icon to represent it. When the TransAmerica pyramid was proposed for San Francisco, people hated the idea. It was too tall, too ugly, too different. Then it became an international symbol of the City. Hayward should rezone the area around the old hospital, the block bounded by Maple, A, Main, & McKeever for a high-rise. We need jobs here and we need space for companies to expand here so we don't all have to commute to the Peninsula, San Jose, or San Francisco. The old Mervyn's property should be rezoned for high-rise office buildings as well. Jobs bring people and raise revenue to pay for all the improvements that the City needs. The Mayor and council should reach out to the executives at Google, Salesforce.com, and everyone else who will talk to them and recruit a corporate campus for downtown. We should encourage whoever builds to engage creative people from CSU or other schools to do something extreme that can become our icon!

Idea Author: AI P

Number of Seconds 0

Number of Comments 1

Comment 1: Yeah, we're extreme. We're the city with 4 city halls. I think we can concentrate on being the place to go, the place to live and work. Even large companies are using smaller spaces by telecommuting, branch offices. Small is big now. | By dita R

Topic Name: Sustainable Design for Downtown

Idea Title: Green space

Idea Detail: Before repaving parking lots, why not take a couple of car spots and add a tree or two with a beautiful lamppost.

Idea Author: Diane H

Number of Seconds 4

Number of Comments 3

Comment 1: Parking lots and parking structures (the downtown garage) in downtown Hayward could have solar installed and or on the roof (like on the Chabot College lot, the lot at the courthouse). We should have dedicated recharge stations. Advertise that whether shopping, eating, visiting downtown Hayward you can charge your EV free with validation. | By dita R

Comment 2: Also, add bike racks! | By Samantha S

Comment 3: Relatively easy to do. Since we don't pay for parking in downtown Hayward in some cases the parking meters still exist. Other areas the poles are removed but the space is still there. Conversion kits can turn the poles relatively easily and cheaply into bike racks.

Bike share program centered on downtown BART would easily get people shopping, eating, and enjoying downtown Hayward. | By dita R

Idea Title: Make B street a Pedestrian Mall!

Idea Detail: B street has a nice vibe. If it was busy every weekend with an active entertainment zone, B street would make the perfect Pedestrian Mall with NO Automobile traffic.

Idea Author: Xan G

Number of Seconds 4

Number of Comments 2

Comment 1: I would do the same with Main Street and allow the bars to have outdoor drinking

and dance areas. Encourage outdoor bands in the summer and dancing in the street for all ages! | By AI P

Comment 2: Let's experiment by having a car free night or two or three or ... | By dita R

Idea Title: Bike to and from BART - going east past Second St.

Idea Detail: It would be great to have more bike lanes coming to and from BART, especially East of the BART station on B and C streets.

There are bike lanes or sharrows on A and D streets, but those aren't the streets directly leading to and from BART. Traffic is even more daunting on those streets. It's scary to ride east on A St from Watkins past Foothill during rush hour, especially between Foothill and Second St. Also, leaving BART and riding East on D St leaves you at a difficult spot at Second St, uphill and with poor visibility of oncoming traffic. I realize some of this might change with the mini-loop.

It would be more inviting to bike to BART if it felt safer for the average person. I've done this particular bike commute for years. I'm an experienced bike commuter, but most people I talk wouldn't try it in its current configuration.

Idea Author: Margarita J

Number of Seconds 3

Number of Comments 1

Comment 1: This is about the South Hayward BART station. Some may ride to downtown from there (it's a beautiful ride past the community garden) it's applicable to the board.

If you leave South Hayward BART west down Tennyson it's a bike lane to the freeway overpass where suddenly "bike route ends" at or near the overpass. To continue to West Hayward one has to negotiate 4 (four) freeway exits/entrances.

Same thing the other way. If you work or live in West Hayward to ride to South Hayward BART up West Tennyson is a bike lane right up to Colorago (spelling?) where it says "bike route ends". Cyclists and pedestrians then have to negotiate 4 (four) tricky, dangerous freeway entrance, exits.

But wait! We have a multimillion beautiful bike/pedestrian bridge!! Cyclists and pedestrians may not even know! Signs indicating the route don't begin till a block SOUTH of Tennyson.

We just need 2 signs! Replace "bike route ends" on Tennyson/W Tennyson with "bike pedestrian bridge this way -->" | By dita R

Idea Title: Roof Gardens

Idea Detail: I love the idea of roof gardens! These would be great along B Street. The addition of a coffee shop and/or restaurant would bring many people to Downtown.

Idea Author: Samantha S

Number of Seconds 2

Number of Comments 1

Comment 1: Gardens are great! Solar is also cool. Downtown Hayward has the attraction of free parking. What if it paid you to park in Hayward? Instal solar on the roof of the downtown parking lot, downtown business. Then have charging stations for electric vehicles.

Advertise if you drive electric you can come to downtown Hayward to shop, eat, concerts and events and charge your car. With validation (like validated parking at a mall) it is free. | By dita R

Idea Title: Maintain Commercial or mixed use zoning

Idea Detail: The 'drive-in, drive-out' condos that planning commission just approved for Maple Street are completely wrong for a vibrant new urban area and the city council should stop them! We need projects that are a part of the community not apart from it! The approved plan calls for fenced-in residential units with no connection to the community or the downtown. We need open, commercial first floors with good setbacks. Going higher would be better than eliminating the commercial space. Trade ten feet for wider sidewalks and future tables or bike racks or other outdoor amenities for a couple more stories of building. It would be a big win for the developer and a win for Hayward! It would better yet if somebody could aggregate that whole block and build a campus with retail on the first couple floors and offices for high-tech companies in tall thin towers that would create a new landmark and identity for Hayward. We need more people with money to spend so we can increase revenues to pay for the services we need!

Idea Author: Al P

Number of Seconds 1

Number of Comments 0

Idea Title: Green Roof Tops

Idea Detail: Require new buildings to have 'green' roof tops that do not radiate heat back into the atmosphere and that have living plants to generate oxygen and absorb carbon dioxide and pollutants. Allow restaurants to grow herbs and vegetables on their own roof tops like New York City does. Encourage solar panels as well to generate some of our own power and reduce demand on hot summer days.

Idea Author: AI P

Number of Seconds 1

Number of Comments 2

Comment 1: Yes but we need gardeners. You can't just install a garden, a garden needs gardeners to grow.

We can't require business owners to add the responsibility and expense of gardening. For those who don't see the advantage or don't think they can spare the time it's a deterrent to moving their business here. We need to be business friendly and gardener friendly. And Hayward's in a perfect position to do both.

As a city Hayward used to be orange groves once farmed by Europeans. Our climate is great. We need workshops, events.

* Invite the community gardeners and/or create tours to teach new or newer gardeners how to garden.

* East Bay Regional parks has native plant nurseries. We could have regular plant sales downtown benefitting the park with workshops and events teaching landscaping, gardening.

* Cal State East Bay has a landscape architectural program. They could have a project if offered a downtown building providing local business and residents advice. | By dita R

Comment 2: But wait there's more ;-)

Before the invasion of Europeans California had amazing biodiversity and abundance. Hayward could host events inviting the Native American community, East Bay Regional parks Ohlone Village exhibit, Cal State East Bay landscape architecture program ... teaching use and appreciation of native drought tolerant plants.

A local Fremont company mfr's rain barrels, I'm sure that EBMUD and businesses such as Lowe's, Ace, Home Depot could provide training classes and discounts on water saving options.

Seattle has the "Moisture Festival", Hayward could have its Drought Festival to become a Bay Area garden center. | By dita R

Topic Name: Downtown Safety

Idea Title: Safety through numbers!

Idea Detail: By creating a THRIVING entertainment zone with lots of foot traffic every night, busy restaurants, night clubs and boutique shops, safety is automatically implemented with a high amount of pedestrian traffic.

The more people around on a nightly basis, the more safety there is in numbers!

Idea Author: Xan G

Number of Seconds 3

Number of Comments 4

Comment 1: Ai P1 I agree. We need walkable safe streets As a long time rider I agree bikes are traffic, same rights, rules and responsibilities. If ever I am on the sidewalk at that moment I am a pedestrian and need to walk my bike.

Some new or newer riders don't know this and don't know that it's even safer for them that way and it's the law. I posted some suggestions/ideas here:

<http://www.designhayward.com/hayward-california-downtown-streets/pedestrian-friendly-walkable-streets> | By dita R

Comment 2: I agree that a vibrant area at all times helps keep crime in check. I also like to idea of a shuttle connecting Downtown to Bart, but also connect it to Chabot College and Cal State East Bay. | By Samantha S

Comment 3: Have a shuttle bus, van or even pedal powered shuttle from BART to the downtown. This encourages more to come to downtown Hayward and to get out of the car and walk around. Foot traffic is what our small businesses need. | By dita R

Comment 4: It is only a couple blocks from BART to downtown. I'm 74 and I walk that all the time. We need wider sidewalks, bulb-outs at intersections, and all the car signs moved off the sidewalks! Keep bicycles off the sidewalks too! | By AI P

Idea Title: Police=Safety

Idea Detail: As a life long resident, I have seen downtown (B st.) changed over the past 15yrs. With some new development and now more vacant shops than ever before. I recall there being

very little to no foot traffic, not as many commuters, rarely ever any transients and more Police patrolling both on foot and on bicycles. At those times if you where a teenager and seen 'hanging out' at store fronts you where stopped and questioned by HWD PD. Nowadays, I see the exact opposite. With tons of loiters out in front of city hall/Bart (evening hours), Lucky, and some B st. store fronts, usually up to no good. Commuters speeding/avoiding speed limit and blocking intersections and transients practically on every corner. Downtown is obviously facing several issues as far as safety goes; Not only is there far to many loiters and not enough police presence in the area, a growing transient population, we also have a 'highway' (238 corridor) smackd right in the middle with thousands of cars zooming by, which if you ever walked down Foothill and Mission it feels very dangerous. my Idea of a safer downtown is to add more police to the area to help control unwanted loiters, monitor traffic flow, add 'red light' cameras to prevent commuters speeding up to make the light, develop a homeless shelter program to get transients out the streets and make it a more 'pedestrian friendly' corridor.

Idea Author: Dee B

Number of Seconds 1

Number of Comments 1

Comment 1: I have reservations about encouraging an increase in police in Downtown. I always see their presence in the area, especially at night. Unless loiters are creating a disturbance, what's the problem? More jobs in the area and more things to do at local businesses can help with this issue.

I do agree that more resource (money) needs to be directed to homeless prevention and mental health services (but that's a county issue). If we do have red light camera the money needs to go to the city since the majority of the time some private company collects the majority of the money for these tickets. The mini loop/highway currently being constructed encircling Downtown is far from a sustainable, pedestrian/bicycle friendly streetscape. | By Samantha S

Idea Title: Built Environment issues

Idea Detail: 1.) Beautify Downtown. Some research has shown an area with more greenery has less crime.

2.) Pedestrian/Bike Safety. The mini loop/highway is not conducive to alternative modes of transportation. Police should enforce pedestrian yielding and speeding laws. Also, where are the bike lanes?

3.) City Hall blocks views and perception of access from Bart to Downtown, but I wouldn't recommend tearing it down.

Idea Author: Samantha S

Number of Seconds 1

Number of Comments 1

Comment 1: I agree that more trees and landscaping is a great idea for a variety of reasons. But it's not enough to just plant trees and/or throw money at it.

Trees need care to thrive. We need gardeners to do that. Hayward is in a perfect spot to encouraged gardening.

We have a world class community garden. With the organizers permission there could be workshops/tours/classes showing people how to garden. This encourages more gardening, landscaping in Hayward homes and business.

Consider downtown events bringing together EBMUD for water conservation, the East Bay Regional Parks have native plant nurseries, Cal State East Bay has a world class landscape architecture program ... we have many local resources to encourage gardening.

Gardens make the neighborhood safer because when you log off the computer, turn off the TV and garden you meet your neighbors. It's like a neighborhood watch but much more beautiful ;-)

| By dita R

Idea Title: Public Awareness

Idea Detail: we dont need police cars on every corner to be safe, what we need to have is more public awareness and communication to create a safe environment. Its usually the free minds roaming around creating trouble in the neighborhood and if we can plan to educate and create more community programs for them to participate in, we can create more involvement in the community.

Idea Author: Ravie B

Number of Seconds 1

Number of Comments 0

Idea Title: Better Urban Design

Idea Detail: Hayward is changing and there is a lot of opportunity for redevelopment around downtown. We need an entertainment district inside the new circle that draws young people and oldsters alike. If business is good, the taxes can pay for a return of foot patrols and community policing that is friendly and builds relationships instead of isolation. Our police need to be in the community, need to know us and our kids, and need to work with all elements to build understanding and respect for each other.

Idea Author: AI P

Number of Seconds 1

Number of Comments 0

Topic Name: Downtown Streets

Idea Title: B street is THE Place for Downtown to be CENTERED...

Idea Detail: B street has a pedestrian friendliness unlike A street or Foothill or even Mission which are more automobile oriented. Businesses on B street should reflect A PLACE TO HANG OUT!!! A place to stroll. A place to LINGER. But, you need REASONS to linger. Like entertainment and interesting shops and restaurants. The Bistro has the right idea with it's cordoned off sidewalk area in front of the club. THE WHOLE STREET SHOULD BE LIKE THAT with cafe's, restaurants and nightclubs taking advantage of it's Pedestrian friendliness. Ground Zero for Downtown Hayward's entertainment zone is really the corner of B street and Main. I enjoy walking on B street from Foothill to Watkins and on Main street from A street to C street. If I were to continue developing downtown Hayward into the entertainment zone that it has already started to become, these are the streets that I would focus on developing because they are Pedestrian Friendly, Architecturally appealing and have charm, a nice VIBE...

Idea Author: Xan G

Number of Seconds 3

Number of Comments 0

Idea Title: Foothill is going to suck even more

Idea Detail: Having a highway (mini loop) run through out city is only going to confine the area and encourage more people to drive straight thru. It is also going to create more challenges for the promotion and safety of pedestrians and bicyclists.

This mini loop is some bad transportation planning!

Idea Author: Samantha S

Number of Seconds 2

Number of Comments 0

Idea Title: Pedestrian-friendly, walkable streets

Idea Detail: Study after study suggests that people want to live in walkable areas where coffee shops, restaurants, retail, transit and offices are accessible by walking. Good walk scores

raise real estate values. Pedestrians do business in local businesses. We need wider sidewalks and narrower traffic lanes. We need bulb-outs at all busy intersections. We need bike lanes so bikes don't use the sidewalks. We need street signs in the street and not on the sidewalks! Street trees like B street has will also improve the downtown area and should be added.

Idea Author: AI P

Number of Seconds 1

Number of Comments 3

Comment 1: We need bike lanes but the reason cyclists use the sidewalk is complex. Imagine being a mouse in a thundering herd of elephants. That's riding in traffic.

It can be done safely, well, and comfortably. Haywards flat, wide streets are ideal for a walk/bike city with a little planning and outreach.

Most people who ride on the sidewalk don't know that it's safer in traffic and it's the law. Bikes are traffic, same rights, rules and responsibilities as drivers. If you see a us doing anything a driver's not allowed to do odds are we are breaking the law.

The reason streets are safer is sidewalks END. They have driveways, crosswalks. When I drive as I enter and exit driveways, turn at a crosswalk I scan for pedestrians. If I see a rider I am thinking "walking" because that's where I expect: pedestrians.

This is why bikes on the side get hit much more often!

Experienced cyclists use side streets, off streets, parallel streets. We don't "drive our bikes" the same route we drive a car. | By dita R

Comment 2: As gas prices rise people take that bike out of the garage to ride to BART, errands, work. It's a great way to stay fit and it's fun.

it takes me less time to ride to BART than drive. The time savings is parking, walking from the lot as opposed to wheeling my bike right to the station.

Many you see on the sidewalk are "newbie" riders. They don't know the rule of thumb to not ride the same route you'd drive. Look for side routes.

Look at Berkeley's traffic calmed streets. They have a network of signs pointing out the calmer streets. Can I ride on Shattuck, College or Telegraph? Yes! By law I

can and there's a bike lane.

Would I rather be on calm Milvia or Hillgas 1 block down? Oh heck yeah!! | By dita R

Comment 3: Here are some affordable ideas:

We can reach new riders on Bike to Work Day. We should have MANY refresher stations especially South Hayward BART has a lot of riders. And I must add we need the information about bike safety in multiple languages. Sadly and admittedly the cycling community does not do enough of that.

East Bay Bike Coalition held a workshop here on traffic skills. Let's do more!

Work with local bike shops for beginner ride series. These could begin and/or end at a local downtown eatery.

Schools/parents may want a bike bus and walk busses to teach ride and walk safety.

Fruitvale and Berkeley BART stations have a bike shop in the station with information and help that especially new riders need. We should have one here or nearby. Entice a local bike shop to set up a satellite business in a building near BART that now vacant. | By dita R

Topic Name: Historical Preservation

Idea Title: NEW FUNCTIONS for historic buildings...

Idea Detail: Long Beach had 2 OLD stately banks much like the one on the corner of B street and Main. One of them was converted into a VERY SUCCESSFUL nightclub called 350 Vault that hosted live music FOR YEARS. It only closed when the owner/promoter died. Check out all the great reviews at: www.yelp.com/biz/the-vault-350-long-beach

The other bank was converted into a high end restaurant called The Madison. Still there, very high end and very successful see it at: themadisonrestaurant.com

So, Historical buildings can be re-envisioned for NEW FUNCTIONS and be VERY SUCCESSFUL. Long Beach has proven that.

If you were to create a master plan of Downtown Hayward as a premier ENTERTAINMENT DESTINATION for the people of the East Bay, then you could analyze all the historic downtown buildings and see how they fit into this vision and find tenants that worked toward fulfilling this vision. Many if not Most of the historic buildings could be reimagined for this purpose. That doesn't mean that new buildings wouldn't be added. Perhaps a new building to use as a Dance or Live Theatre venue. Could host all kinds of artistic events like plays, concerts, opera, modern and jazz dance and ballet etc.

I see Downtown Hayward as possessing a wonderful mix of historic buildings which provide it with instant CHARM and newer building (like the movie theater complex) which are designed with a specific function in mind.

Idea Author: Xan G

Number of Seconds 3

Number of Comments 1

Comment 1: Downtown would be an excellent place to zone for entertainment. Clubs, restaurants, theater and all related businesses could thrive. With easy access to BART and the freeways, we could draw people from all over the region to spend their money here and enhance our tax revenues, create jobs, and rejuvenate our downtown. Walnut Creek has successfully redeveloped the city center with retail, clubs, and restaurants. Hayward should look at their success and copy what works. | By AI P

Idea Title: Reuse Space

Idea Detail: We need to think of creative ways to use these historic spots for modern needs including offices, restaurants, community centers, and venues for entertainment.

Idea Author: Samantha S

Number of Seconds 3

Number of Comments 3

Comment 1: The city needs to become more business friendly. When bureaucracy delays openings and the start of revenue, businesses fail. Entrepreneurs hear so many horror stories about unjustifiable delays in approvals, different departments demanding the same paperwork multiple times, and unreasonable demands for changes. All of this scares small business owners away. We have to have a government that is service oriented and views the permit applicant as a customer. We need one set of forms that get shared by all departments and no requests for filling out the same information more than once! | By Al P

Comment 2: You need to find tenants.

Buildings stand empty with for lease signs in part because nobody is recruiting tenants. Property owners in some cases already own the building so costs of it sitting empty are not high. But the risks of it sitting empty (vandalism, blight) are high. We need to proactively fill these buildings.

The bad thing about the mortgage crisis is ... well the mortgage crisis.

The good thing is smart business owners are using this as an opportunity to look around for deals on space.

We need a "matchmaker" or "city recruiter" finding businesses out there which fit our goals and saying "look what we've got for you here!" The cost of their salary if any could be recouped in sales tax, revenues etc.

Let's not let Hayward sit empty, go out and grab those tenants!

Meanwhile many cities have come up with creative ways to use the space till filled such as art exhibits, events, schools and classes, non profits. | By dita R

Comment 3: The Foothill Art gallery is a great idea. More of that and events designed around it. | By dita R

Idea Title: Consistent Design Standards

Idea Detail: New buildings going in around downtown should fit in with the historic buildings. If they are to be taller than the surrounding buildings, there should be a significant step-back so

the street-scape remains human-scale. Taller buildings may be necessary economically to make new construction pay off but it can be designed so the existing 'small-town' feeling is maintained while allowing profitable buildings and higher density that brings more customers to our businesses.

Idea Author: AI P

Number of Seconds 0

Number of Comments 0

Topic Name: Favorite Gathering Spot

Idea Title: Nothing Beats Live Entertainment...

Idea Detail: As a new resident to the area, I am discovering Downtown Hayward and all the restaurants and venues there.

So far, my favorite venue in Downtown Hayward is The Bistro because of the live music, the perfect location and the sidewalk seating.

I will be exploring all the restaurants so no firm choices there yet.

The Me Restaurant and lounge looks intriguing. I noticed they have dance events there (Stepping) which I'm looking forward to exploring. It would be nice if they had a Salsa or Cumbia night too to appeal to the local Latino population.

The Bijou is a cool lounge to relax and have a drink.

Idea Author: Xan G

Number of Seconds 2

Number of Comments 1

Comment 1: The thing I like about Hayward is the many street events; classic car shows, art festivals, health fairs and of course the farm market. All these bring people to the city and enliven the downtown and all could or should have music. Some businesses have failed or suffered when the farm market was moved away from downtown. | By dita R

Idea Title: Thursday Street Fairs in the Summer

Idea Detail: The Downtown Street Fair always brings the whole community together! People obviously love Hayward and the Downtown can draw more traction if the city supported more mom & pop stores and improved various modes of transit to the urban center.

Have more free festivals (don't make people pay for Russell City Blues Fest). Use it as a way for local businesses and artists to make connections with the community, not to make money. If City Hall needs to chip in more for free event then do it!

Idea Author: Samantha S

Number of Seconds 2

Number of Comments 1

Comment 1: More street fairs on weekends too. Sell beer to pay for them! We need to bring people downtown so the stores can make a go of it. | By AI P

Idea Title: Local Cafe's

Idea Detail: Small Cafe's create more interaction because you can go alone or with friends and for any amount of time. There aren't many in Hayward but the ones that exist near college and university definitely are my favorite spot to hang out.

Idea Author: Ravie B

Number of Seconds 0

Number of Comments 0