

**City of Hayward Information Newsletter**  
**South Hayward BART/Mission Boulevard Concept Design Plan**



Photosimulation of conceptual development at the South Hayward BART Station

**City of Hayward**  
**South Hayward BART/Mission Boulevard**  
**Concept Design Plan**

---

Information Newsletter

May, 2006

---

The purpose of this newsletter is to provide information about the Draft South Hayward BART/Mission Boulevard Concept Design Plan. The draft Plan, which was released in January of this year and is available on the City's website at [www.hayward-ca.gov](http://www.hayward-ca.gov), illustrates how future redevelopment of the area could be compatible with the surrounding neighborhoods. In addition, the Plan articulates an overall circulation pattern and transportation linkages for the South Hayward BART Station. To develop the Draft Concept Design Plan, the City relied on technical analyses, as well as input from the public during several community meetings. In summary, the Plan encourages a transit village around the South Hayward BART Station and an enhanced Mission Boulevard corridor. Public hearings on the Concept Design Plan are scheduled for June, which would culminate a 20-month process.

---

## Overview and Background

In October of 2004, the City Council authorized the preparation of a conceptual design plan for the South Hayward BART/Mission Boulevard area. The Plan area comprises approximately 240 acres and is bordered by the BART tracks on the west (excluding the residential neighborhoods along and west of East 12<sup>th</sup> Street and also north of Sorenson Road), Industrial Parkway on the south (including the triangular area on the south side), Harder Road on the north, and Mission Boulevard on the east, including properties along the east side of Mission Boulevard between Garin Avenue and Calhoun Street. The City Council recognized that opportunities exist within walking distance of the BART station to encourage transit-oriented development, particularly on vacant and underutilized properties. The Plan area has been evaluated in terms of opportunities and constraints for future development and redevelopment as well as its relationship to major activity centers.

### Summary of Draft Concept Design Plan

The Plan begins with an assessment of assets, needs and opportunities from a land use and architectural perspective. It includes a summary of findings from research on demographic trends and real estate market conditions as they inform what type of developments are likely to succeed in the Plan area. For example, the 2000 average household income of \$65,800 in the Plan area indicates middle-income buying power levels. Continued population growth and rising income levels are good indicators of the South Hayward area's marketability as a housing location and area for new retail market opportunities.

The Plan includes a transportation assessment, addressing items such as transit activity and pedestrian and bicycle access. For instance, BART provides 1,207 parking spaces at the station, which are approximately 83 percent full on a daily basis. Patrons primarily arrive at the South Hayward BART Station by driving alone (39% of all riders), with 46% of those traveling

from home. Overall, 63% arrive by automobile, with 5% carpooling and 19% being dropped off.

The Plan also summarizes three preliminary land use concepts, as well as a recommended land use concept. The enclosed map is the recommended land use concept. The four land use concepts are described below.

Representing the least development potential of the three preliminary scenarios, the Suburban Concept would result in the potential of 1,165 – 2,607 net additional units and reflects development densities currently achievable under the General Plan. However, higher densities are permitted in selected areas, including around the BART station and at certain locations along Mission Boulevard. Commercial uses would anchor the southern and northern gateways of the project area, as well as at the Tennyson Road/Mission Boulevard intersection.

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

The Blended Concept was subsequently developed, which essentially married the most preferred elements from each of the first two preliminary concepts. It envisions potential for 1,635 to 3,219 additional dwelling units. As with

the Urban Concept, a distinct transit-oriented district is envisioned for this concept around the South Hayward BART Station area, to include high density development and several amenities in close proximity to the station, including a grocery store and a community center with related open space. A recreational/entertainment venue is indicated on Tennyson Road at the southeast corner with Mission Boulevard, which would cater to the needs of youths and families in the area. Bowman School is shown to be improved and expanded to Mission Boulevard, and the State-owned properties in the southern section of the Plan area are indicated for high-density residential development. The gateways are marked on the northern end with an extension of Hayward's Auto Row, and at the southern end with and a conference/hotel facility designated on the triangle former Holiday Bowl site, reflecting the long-range vision of the Plan.

The Recommended Land Use Concept would allow development of between 1,930 and 3,698 net additional units in the Plan area. Like the Urban and Blended Concepts, two new residential land use categories are included. Those two categories are *Station Area Residential*, which would allow 75.0 to 100.0 units per net acre in structures up to seven stories in height with ground floor retail uses. This category is limited to the properties closest to the BART station on the east and west sides of Dixon Street. *Mission Boulevard Residential* would allow between 34.8 and 75.0 units per acre in structures up to five stories in height. The Recommended Land Use Concept indicates that the northern portion of the BART property west of Dixon Street would be *Station Area Residential*, along with structured residential parking and ground-floor retail uses. BART commuter parking is not envisioned to be located in this area. Also, additional properties in the Dixon Street area near Industrial Parkway are recommended for up to 34.8 units per acre, consistent with the recommendation for other properties in that area, further promoting the idea of a transit village generally within a half-mile of the BART station.

To assure quality development, design guidelines have been developed as part of the Concept Plan. The guidelines spell out requirements for new development and remodeling projects that address building height, bulk, and setbacks, as well the design of façades, entrances, signage, open space and other design characteristics of development. Along Mission Boulevard, two basic concepts are described: developments that front directly onto Mission Boulevard, where a minimum 10-foot setback (plus 6 feet for residential development) is recommended, and those that would front onto an access lane, where a similar setback is recommended from diagonal parking areas that would front such developments. Such setbacks are recommended to provide for an enhanced pedestrian environment through greater sidewalk width and landscaping opportunities. The guidelines also recommend that taller buildings step down to visually transition to existing developments.

Finally, the Plan describes and illustrates recommendations for improvements in the public rights-of-way within the Concept Plan area, such as improvements for pedestrians in crosswalks and along sidewalks. This section also discusses improvements to better connect neighborhoods with each other and with the BART station, and improve and connect the bicycle network. Highlights recommend consideration of a pedestrian/bike bridge over Tennyson Road connecting the BART station property to neighborhoods to the north, and enhancement of the pedestrian-bicycle environment along Dixon Street between Tennyson Road and Industrial Parkway. The chapter also encourages assessing the potential for a multi-use path along the Union Pacific Railroad right-of-way to the west of the BART tracks, which could ultimately be developed as a regional recreational facility.

### **Summary of Environmental Impacts and Mitigation Measures in the Draft Environmental Impact Report**

In developing the Draft Concept Design Plan, the City addressed potential environmental impacts that could result from full

implementation of the Plan. The City developed a Draft Program Environmental Impact Report (DEIR), which identifies at a general program level potentially significant environmental impacts related to the various development concepts, as well as mitigation measures to reduce or eliminate such impacts. The DEIR, which is available for review on the City's website, concludes that all impacts can be mitigated or lessened to levels of insignificance, except for impacts related to air quality and cumulative impacts related to air quality and regional traffic congestion. To implement the Plan, a statement of overriding considerations must be adopted by the City. Such statement would allow the City Council to consider the benefits of the project against its unavoidable environmental risks when determining whether to approve it. If it is determined the benefits outweigh the unavoidable adverse environmental impacts, these impacts may be considered acceptable. A summary of the major impact areas is summarized in the preceding paragraphs.

#### Air Quality

The DEIR indicates each of the concept plan alternatives would generate additional population in Hayward that is greater than population projections contained in the regional Clean Air Plan, which are based on the Association of Bay Area Government's (ABAG's) *2003 Projections*. The ABAG projections are based on Hayward's General Plan. However, such impacts are considered temporary, since anticipated population increases would eventually be included in ABAG's projections that would be utilized in a future update of the Clean Air Plan.

#### Traffic and Circulation

The Circulation Element of the Hayward General Plan indicates as a policy that the City should, "Seek a minimum Level of Service D at intersections during the peak commute periods except when a LOS E may be acceptable due to costs of mitigation or when there would be other unacceptable impacts." The DEIR analysis indicates that four intersections would have

levels or service worse than LOS D. Mitigation measures related to intersection and traffic signal modifications are proposed to achieve LOS D or better at the Tennyson Road-Dixon Street and Mission Boulevard-Industrial Parkway intersections. For the two other intersections (Mission Boulevard-Harder Road and Mission Boulevard-Tennyson Road), because mitigation measures to achieve LOS D or better would require right-of-way take, the DEIR indicates such measures would result in unacceptable impacts.

Per General Plan policy, the resulting LOS E at those intersections for the Urban Concept would be considered acceptable and therefore, no mitigation is required. The DEIR also requires that detailed parking studies be conducted for future developments in the Plan area.

Although the City has identified mitigations for each of the significantly impacted intersections in the Plan area, from a regional perspective, it is likely that some roadways will continue to operate at less than acceptable levels of service due to physical constraints, funding limitations and regional growth patterns. Therefore, the South Hayward BART project is expected to generate significant and unavoidable cumulative traffic impacts.

#### Public Services

The DEIR concludes impacts related to most public services would be less than significant. Regarding police and fire services, implementation of the proposed project would result in additional dwellings, including taller structures, ultimately requiring additional police and fire personnel and other resources related to anticipated increased calls for service. The DEIR indicates that if the City determines new or replacement fire or police equipment is needed, future developers shall pay a fair share contribution to purchase the equipment. As indicated above, additional personnel would also be required for the project alternatives. The City would therefore need to make annual budgetary adjustments to provide adequate staffing or seek funding for such staffing through various

mechanisms, based on a project-specific analysis of impacts.

#### School and Parks

The DEIR concludes that no significant impacts to schools and parks would be generated by any of the project alternatives. As a result of a recently approved project at the La Vista Quarry, a new 30-acre public community park will be developed. Additionally, a new community center and park at the southwest corner of Mission Boulevard and Valle Vista Avenue are proposed as part of the Plan. The Plan also envisions an expanded Bowman School site,

which like other schools in Hayward, could be used as a joint park/school use.

Regarding schools, the alternatives are expected to generate 182 to 358 students. However, since schools near the project are currently operating below maximum capacity and can accommodate additional students and because developers of future development projects are required to pay school impact fees to off-set the impacts of new students, school impacts are anticipated to be less-than-significant. Also, as mentioned previously, a new Bowman School site is proposed on Mission Boulevard.

---

### **Future Meetings for the City of Hayward's South Hayward BART/Mission Boulevard Concept Design Plan**

<b>Date</b>	<b>Time</b>	<b>Location at City Hall</b>	<b>Meeting</b>
May 11	7:30 pm	Council Chambers	Planning Commission hearing on DEIR
June 15	7:30 pm	Council Chambers	Planning Commission public hearing on Concept Design Plan, EIR and related amendments to the General Plan and Zoning Ordinance
June 27	8:00 pm	Council Chambers	City Council public hearing on Concept Design Plan, EIR and related amendments to the General Plan and Zoning Ordinance

Comments on the contents and adequacy of the DEIR may be provided at a public hearing before the Planning Commission on May 11, or submitted in writing to the City Planning staff through June 1, 2006. The City will respond to each comment received on the DEIR in the final environmental impact report, which will be available to the City decision-makers as they consider the project at public hearings in June.

Information on the South Hayward BART/Mission Boulevard Concept Design Plan is available on the City's website at [www.hayward-ca.gov](http://www.hayward-ca.gov) under the **"Projects and Studies"** heading. To obtain a CD copy of the Draft Concept Design Plan or the Draft Environmental Impact Report, or for any other information related to the Concept Design Plan, please contact:

David Rizk, Senior Planner, Hayward City Hall, 777 B Street, Hayward, CA 94541  
*Phone:* (510) 583-4004 *Fax:* (510) 583-3649 *Email:* [david.rizk@hayward-ca.gov](mailto:david.rizk@hayward-ca.gov)