

POLICY DOCUMENT: PART 2

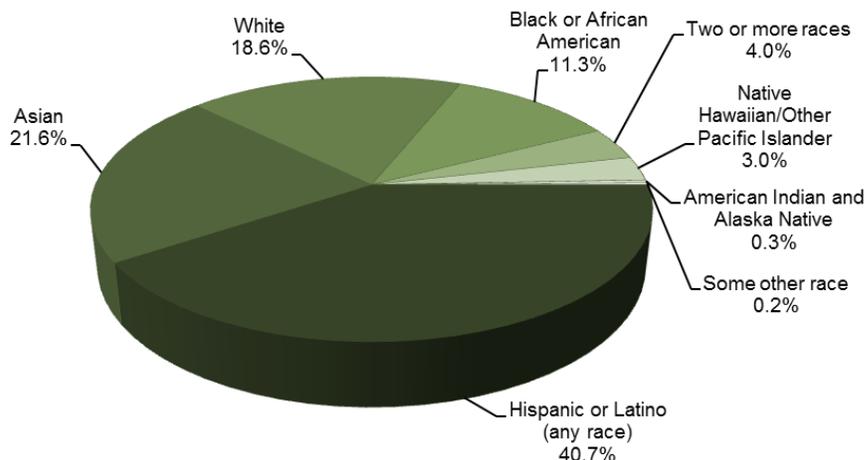
CITY PROFILE AND VISION

City Profile: What is Hayward Like today?

Hayward is a mid-sized, culturally diverse community that is centrally located within the San Francisco Bay Area. The city is located in Alameda County, approximately 14 miles south of Downtown Oakland, 20 miles southeast of Downtown San Francisco, and 25 miles north of Downtown San Jose. In 2012, Hayward had a population of over 147,000. The City of Hayward has a very diverse population where no single race or ethnicity is in the majority. According to the 2010 census, the largest ethnic group in Hayward is Hispanic or Latino, which represents over 40.0 percent of the population.



FIGURE 4-3: RACE AND ETHNICITY: 2010
City of Hayward



Source: US Census Bureau, Federal Decennial Census, 2010.

Geography and Geology

Hayward covers an area of approximately 63.7 square miles. 45.3 square miles are land and 18.4 square miles are covered by water of the San Francisco Bay. The city’s terrain ranges from the flat baylands along the San Francisco Bay to the steep hillsides that define the eastern edges of the city. Most of the urbanized parts of the city sit on a relatively flat plain located between the baylands and hillsides. The Hayward Fault traverses through the City along the base of the hillsides.



Hayward’s baylands (left), Downtown (center), and hillside (right). Source: City of Hayward.

Climate

Hayward has a Mediterranean climate that is characterized by relatively mild winters and warm summers. On average, there are 257 sunny days per year in Hayward. The July average high is approximately 71 degrees. The average January low is approximately 42 degrees.

Hayward’s climate is a major asset that attracts residents and businesses to the community. On Average, Hayward residents enjoy 257 sunny days per year. The average high in July is 71 degrees, and the average low in January is 42 degrees.

Transportation

The City of Hayward has an extensive regional transportation network. Interstate 880; State Routes 92, 238, and 185; and two BART lines traverse through the City and provide residents and

businesses convenient access to the Bay Area's major employment centers and ports. The city is also served by AMTRAK's Capital Corridor (passenger rail), Union Pacific freight rail lines, AC Transit bus service, and the Hayward Executive Airport.

Economy

Hayward has a diverse economic base that supported over 65,700 jobs in 2010. The largest employment sector in Hayward is manufacturing, which provides over 9,000 jobs. Manufacturing businesses are primarily located within the City's Industrial Technology and Innovation Corridor, a 3,500 acre area located along the western and southwestern edge of the city. Due to its easy access and central location within the East Bay, the Industrial Technology and Innovation Corridor has been the home of a variety of warehouse and distribution facilities. These same qualities, along with less expensive land, have also attracted high-technology, biotechnology, and food manufacturing firms to the area. Major businesses located in the Corridor include Gillig, Marelich Mechanical, Kobe Precision, Pepsi Beverages Company, and Impax Laboratories, Incorporated.

Shopping and Entertainment

Hayward has several shopping and entertainment centers. The two main centers are Southland Mall and Downtown Hayward. Southland Mall is a regional shopping and entertainment center that has a variety of retail stores, restaurants, and fitness and recreation facilities. Downtown Hayward is the historic core of the

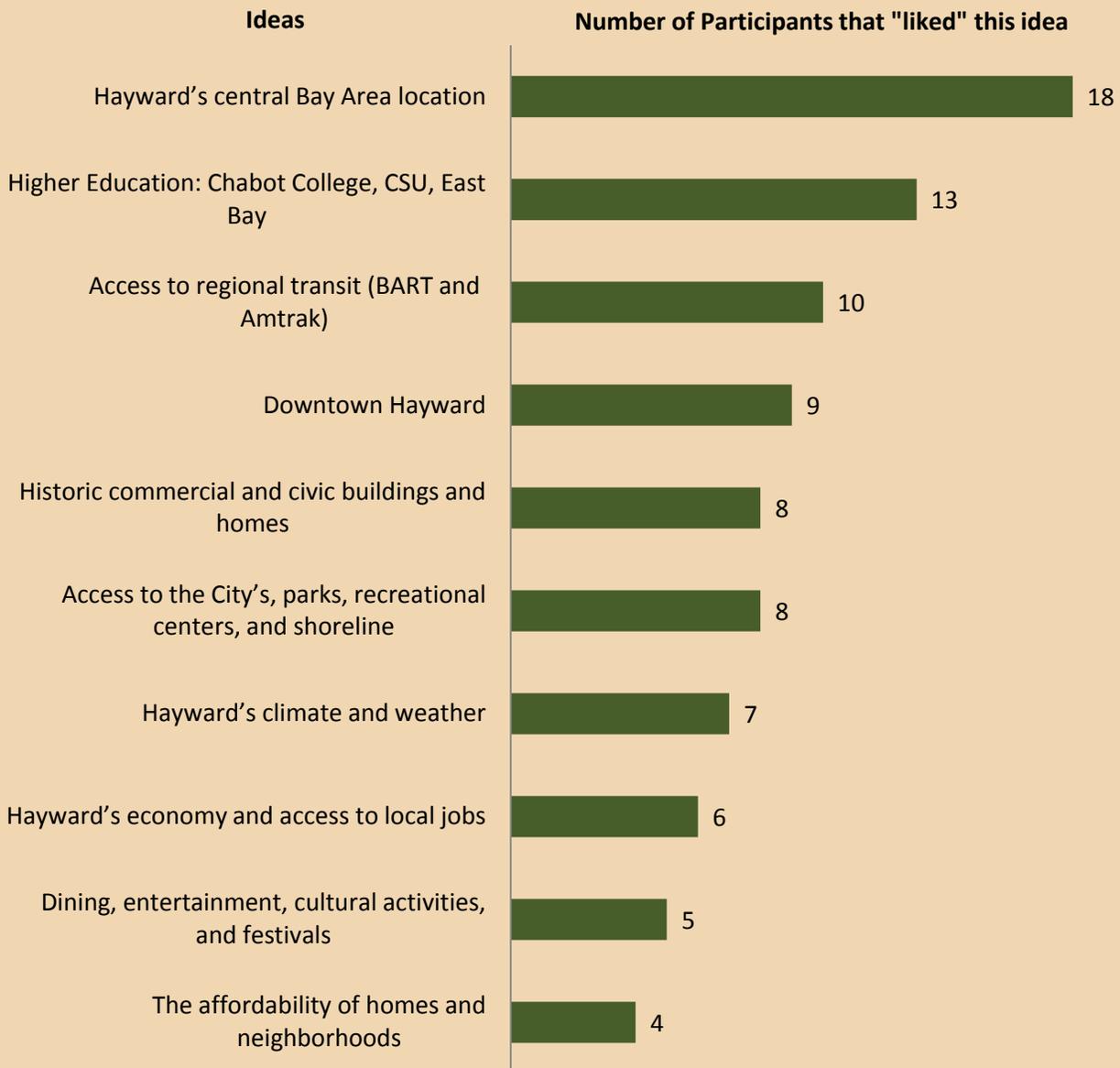


Street Party in Downtown Hayward. Courtesy of the Hayward Chamber of Commerce.

city. Since the 1990s, the City has implemented a variety of downtown revitalization projects, including the construction of streetscape improvements, a new City Hall, new housing, and a movie theater complex. Downtown serves as the cultural center of the City and hosts several civic events and celebrations throughout the year.

What do residents like the most about the Hayward Community?

During the community outreach efforts for the Hayward 2040 General Plan, the City used Hayward2040.org to ask Hayward residents about the three things that they liked most about Hayward. Below are the top responses:



What is the greatest challenge facing the Hayward Community?

During the community outreach efforts for the Hayward 2040 General Plan, the City used Hayward2040.org to ask residents what they thought were the top three greatest challenges facing the Hayward community. Below are the top responses:



Regional Parkland and Open Space

Parks and open space are significant community resources that contribute towards Hayward’s quality of life. Several thousand acres of regional parkland and open space are located within the City along the Hayward shoreline and within the eastern hillsides. The regional parkland and open space provide habitat for a variety of plant, animal, and migratory bird species, and provide opportunities for residents and guest to enjoy outdoor recreation and nature.

Higher Learning

Hayward is home to several institutions of higher learning, including Life Chiropractic, Heald College, Chabot College, and California State University, East Bay. The two main colleges, Chabot College and California State University, East Bay, served over 27,000 students during the 2010 and 2011 school year.



Images of Hayward’s regional parkland. Source: City of Hayward.



Aerial view of California State University, East Bay. Source: City of Hayward.

City History

Hayward was established in 1854 when Guillermo Castro subdivided his ranch and commissioned a survey for a town of 28 blocks. Castro sold a large tract of land to William Hayward, who built a general store and lodging house at present-day “A” Street and Main Street. A small town supported by agriculture, salt production, and weekend tourism slowly grew around Hayward’s store and lodging house. By 1870, Hayward had a thriving commercial district and a population of about 1,000. Hayward was incorporated in 1876 and remained a small agricultural town for several decades.

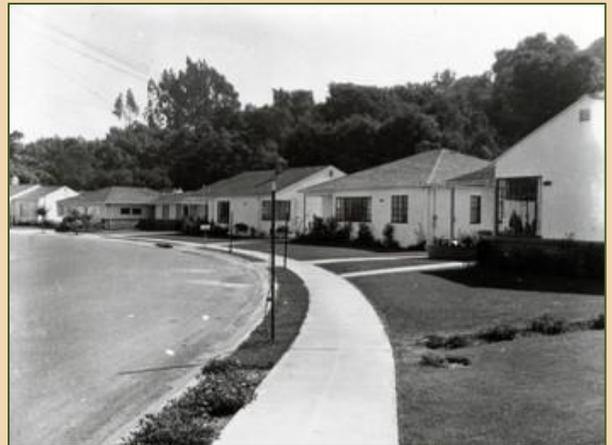
When the United States entered World War II in 1941, Hayward was still a small agricultural town with a population of about 7,000. The post-World War II housing boom brought drastic change and growth to Hayward. Vast tracts of agricultural land were annexed and developed with low-density housing tracts, suburban shopping centers, and industrial parks. A variety of Federal laws, such as the Federal Housing Act and the Veterans Administration loan program, fueled the demand for housing by helping families buy homes through government assisted mortgages. By 1960, the City was completely transformed into a suburban bedroom community with over 72,000 people and city limits that reached the San Francisco Bay.

A steady wave of industrial and residential development in the 1960s, 70s, and 80s brought additional jobs and housing opportunities to Hayward. Hayward also became an educational center in the 1960s when two local colleges were established: Chabot College and California State University, Hayward (now East Bay).

In the 1990s and 2000s, the City of Hayward began a new era of land use planning and urban design based on the principles of “smart growth.” The preservation of open space, infill development and revitalization, compact and mixed-use neighborhoods, pedestrian and bicycle-friendly streets, and transit-oriented developments are key principles of smart growth that the City of Hayward embraced and applied to planning and revitalization efforts for the Downtown, the Cannery Neighborhood, the South Hayward Bart Station Neighborhood, and the Mission Boulevard Corridor.



Looking down Mission Boulevard at C Street, c. 1895. Courtesy of the Hayward Area Historical Society.



Post-World War II housing in Hayward, c. 1955. Courtesy of the Hayward Area Historical Society.

2040 Vision: What is the Community's Vision for the Future of Hayward?

Imagine that you could transport yourself into the future to the year 2040. Imagine that you could see and experience the City of Hayward after years of forward progress and improvements to the community. What would be different about Hayward, and what positive changes would you see? What would be the same, and what assets or characteristics from today would remain in the future?

In late 2012 and early 2013, members of the Hayward community engaged in a variety of exercises to imagine or envision Hayward's future. Community members participated by attending community workshops and neighborhood meetings, taking a community survey, and posting and discussing ideas on an on-line visioning platform called Hayward2040.org. The goal of these efforts was to gain an understanding of the values, priorities, and aspirations of the Hayward community, and to formulate a vision that would preserve and enhance local assets, address community challenges, and capitalize on opportunities to improve the city.

The 2040 Vision synthesizes the collective input received from the City's visioning efforts and outlines a unified vision that generally captures the community's future aspirations. The vision is supported by guiding principles, which are broad statements that express the community's priorities and further define the City's focus for achieving the vision. The City used the Vision and Guiding Principles as a foundation to develop the goals, policies, and implementation programs of the Hayward 2040 General Plan.



Major Visioning Efforts

Below is a list of the major visioning efforts that occurred in late 2012 and early 2013 (see Part 1 of the Policy Document for a complete overview of the community engagement effort for General Plan update).

First Round of Community Workshops:

- November 29, 2012, City Hall
- December 1, 2012, City Hall
- December 3, 2012, Martin Luther King Middle School
- December 6, 2012, Fairway Park Baptist Church
- December 10, 2012, Southland Mall
- December 12, 2012, Hayward High School

Neighborhood Meetings:

- January 16, 2013: Community Services Commission
- January 19, 2013, Prospect Hill Neighborhood Association
- January 22, 2013, Woodland Estates Homeowners Association
- January 24, 2013, Photo Central (HARD)
- January 24, 2013: Keep Hayward Clean and Green Task Force
- January 26, 2013, Cotter Way Neighborhood
- January 30, 2013, Eden Shores Homeowners Association
- January 30 and 31, 2013, Hayward Senior Center
- February 5, 2013, Chabot College

Community Survey:

- Written surveys were distributed in December at all Community Workshops, City Hall, and the Hayward Public Library
- An on-line version of the survey was promoted through the City's email distribution lists and the City's website

Second Round of Community Workshops:

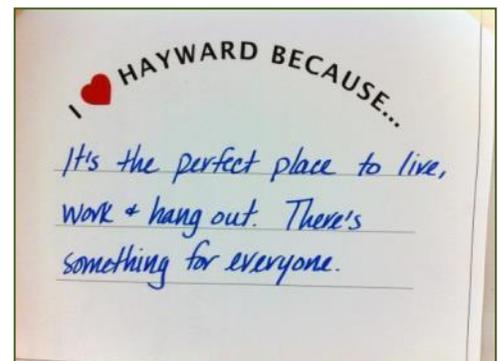
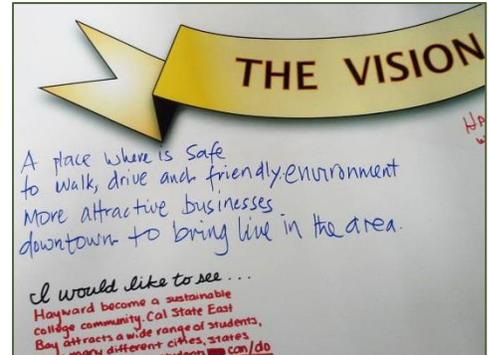
- March 6, 2013, City Hall
- March 11, 2013, Matt Jimenez Community Center

Hayward2040.org:

- An on-line brainstorming platform used to discuss ideas for the future of Hayward

City Council/Planning Commission Work Sessions:

- February 19, 2013: City Hall
- April 16, 2013: City Hall





City of Hayward 2040 Vision

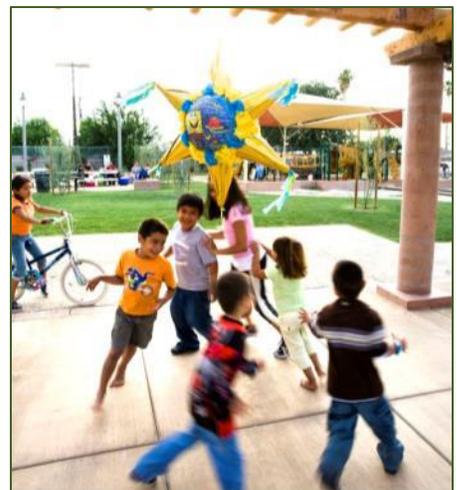
Hayward will be a distinct and desirable community known for its central Bay Area location, vibrant Downtown, sustainable neighborhoods, excellent schools, robust economy, and its growing reputation as a great college town. With a variety of clean, safe, and green neighborhoods, and an accessible network of parks and natural open space, Hayward will be home to one of the most diverse, inclusive, educated, and healthy populations in the Bay Area. It will be a destination for life-long learning, entertainment, arts and culture, recreation, and commerce. It will be a community that values diversity, social equity, transparent and responsive governance, civic engagement, and volunteerism. Hayward will be a thriving and promising community that individuals, families, students, and businesses proudly call home.

Guiding Principles

The following guiding principles further express the community's priorities and focus for achieving the 2040 Vision:

- Guiding Principle #1: Hayward should value, challenge, and support youth by providing **excellent public schools** and youth enrichment activities and programs.
- Guiding Principle #2: Hayward should have **safe and clean neighborhoods with an expanded network of parks and thriving commercial centers** that incorporate attractive design, provide easy access to jobs, support a diverse population, encourage long-term residency, and inspire all residents to live active, healthy, and green lifestyles.
- Guiding Principle #3: Hayward should **develop and enhance its utility, communications, and technology infrastructure**; and **provide exceptional police, fire, and emergency services**.
- Guiding Principle #4: Hayward should be a **business-friendly community** that has a **robust and diversified economy** based in innovation, creativity, and local entrepreneurship.
- Guiding Principle #5: Hayward should have a **safe, walkable, vibrant, and prosperous Downtown** that serves as an attractive area for business and a destination for shopping and dining, arts and entertainment, and college-town culture.
- Guiding Principle # 6: Hayward should have a reputation as a **great college town** and a community that offers a range of **opportunities for life-long learning**.
- Guiding Principle #7: Hayward residents, workers, and students should have access to an interconnected network of **safe, affordable, dependable, and convenient transportation options**.
- Guiding Principle #8: Hayward should **preserve, enhance, increase, and connect its baylands, hillsides, greenway trails, and regional parks** to protect environmental resources, mitigate the impacts of rising sea levels, and provide opportunities to live an active outdoor lifestyle.

Each Guiding Principle is described in greater detail on the following pages.





“Let us think of education as the means of developing our greatest abilities, because in each of us there is a private hope and dream which, fulfilled, can be translated into benefit for everyone and greater strength for our nation.”

John F. Kennedy, 35th President of the United States



Guiding Principle #1:

Hayward should value, challenge, and support youth by providing excellent public schools and youth enrichment activities and programs.

Improving Hayward’s public schools and enriching the lives of Hayward’s youth is a major priority of the Hayward community. While the City of Hayward does not have direct control over school administration or curriculum, it will expand and improve its youth enrichment services and programs and work with local school districts to provide access to cutting-edge technology, improve school safety and security, enhance school performance, and upgrade school facilities to create exceptional environments that foster school and community pride. Improving school performance will require coordination and collaboration with school administrators, teachers, parents, businesses, volunteers, the Hayward Area Recreation and Park District, and non-profit organizations. The City will develop policies and strategies to form new partnerships, seek creative solutions, and strategically invest resources to improve education, library services and programs, and other youth enrichment activities and programs offered throughout Hayward’s neighborhoods. The goal is to improve education and schools so that they are an asset that attracts and retains families and businesses to the Hayward community.



Guiding Principle #2

Hayward should have safe and clean neighborhoods with an expanded network of parks and thriving commercial centers that incorporate attractive design, provide easy access to jobs, support a diverse population, encourage long-term residency, and inspire all residents to live active, healthy, and green lifestyles.

The City of Hayward has a strong tradition of neighborhood planning and has made significant efforts to improve the safety and cleanliness of many Hayward neighborhoods. Despite these efforts, many neighborhoods are still struggling with pockets of blight and crime. Others lack convenient access to shopping, community services, healthy food, and parks and recreational uses. The City will adopt policies and strategies to transform Hayward's neighborhoods into safe, clean, and green communities that encourage long-term residency. The goal is to create complete neighborhoods that offer a high-quality of life and support a diverse, healthy, and civically-engaged population. The City will develop policies and strategies to rehabilitate homes, preserve historic neighborhoods, improve the energy and water efficiency of homes, address crime and safety, redevelop blighted properties, reduce homelessness, and improve neighborhoods with a mix of amenities, including parks, community centers, community gardens, affordable housing, farmers' markets, and neighborhood shopping and dining. The City will also develop policies and strategies to support street improvements and developments that provide all residents (young and old) with a safe, convenient, and enjoyable environment to exercise, walk, bike, or take transit. Grass roots efforts to serve Hayward's seniors and individuals with disabilities will also be supported. Universal Design policies and senior programs will help Hayward's older generation "age in place" and empower people of all ages to remain connected to their neighborhood and community.

"You take care of you and your family first. Then you go to your neighborhood, and then you spread it on out within the community."

Al Smith, 42nd Governor of New York





Guiding Principle #3

Hayward should develop and enhance its utility, communications, and technology infrastructure; and provide exceptional police, fire, and emergency services.



The quality of the City's infrastructure and police, fire, and emergency response services has a direct impact on Hayward's overall quality of life. The City will develop policies and strategies to improve public safety through better partnerships between neighborhood and non-profit organizations, residents, businesses, and the Police and Fire Departments. This will include new policies and strategies to ensure that the community is prepared and equipped to survive impending disasters, such as wildland fires, coastal and stream flooding, and the next major earthquake in the Bay Area. The City will develop policies and strategies to maintain and enhance existing infrastructure, including roads, sidewalks, power lines, communications and technology infrastructure, and water, sewer, and storm drain facilities. Sustainable infrastructure improvements that reduce the long-term use of water, energy, and financial resources will be prioritized. The City will also develop policies and strategies to ensure that new growth and development does not constrain the City's ability to provide adequate infrastructure and services to existing and future generations.





Guiding Principle #4

Hayward should be a business-friendly community that has a robust and diversified economy based in innovation, creativity, and local entrepreneurship.

Hayward has many assets that can help the City develop a robust and diversified economy, including an Industrial Technology and Innovation Corridor, Hayward Executive Airport, Downtown Hayward, Chabot College, and California State University, East Bay. With a central Bay Area location that is within 30 miles of San Francisco, the Silicon Valley, three international airports, and one of the largest marine ports along the west coast, Hayward is an ideal setting for local, regional and global businesses. The City also has excellent access to regional transportation routes, including freeways, freight rail, Amtrak, and BART. The City will develop policies and strategies to improve and diversify Hayward's economy through private-sector investment that creates high-quality jobs, especially for Hayward residents. This will mainly be accomplished by making regulations and permit procedures more business-friendly, implementing branding and marketing programs to enhance the image of the City, and improving business attraction, retention, and expansion efforts to create unique business clusters and a diverse economic base. The City will also develop policies and strategies that support local entrepreneurship, research and development partnerships with colleges and businesses, a college-based population and economy, and the revitalization of commercial centers and corridors, including Mission Boulevard, Tennyson Road, Hesperian Boulevard, Jackson Street, the Southland Mall area, and Downtown Hayward.





Guiding Principle #5

Hayward should have a safe, walkable, vibrant, and prosperous Downtown that serves as an attractive area for business and a destination for shopping and dining, arts and entertainment, and college-town culture.

While many communities in the Bay Area have goals to develop a city center or downtown, Hayward is one community that is blessed to have an authentic and historic Downtown. Preserving and enhancing this important community asset is a major priority. While the City has made significant investments that have improved the Downtown, the historic core of the City is still struggling and is far from reaching its full potential. The City will develop policies and strategies to encourage private-sector investment that transforms Downtown Hayward into a safe, vibrant, and prosperous arts and entertainment district. Downtown will be a regional destination that offers enhanced shopping, dining, and cultural experiences for residents, families, students, and visitors. The City will also continue to support the development of Downtown housing to create new opportunities for people to live in a safe, mixed-use, walkable, and transit-oriented urban neighborhood. Through these initiatives, Downtown Hayward will emerge as the heart and soul of the Hayward community, where everyone gathers to interact, shop, dine, play, and celebrate.

“Downtown Hayward is the hub of the City, where everyone shops, dines, plays, and celebrates.”

Member of Hayward

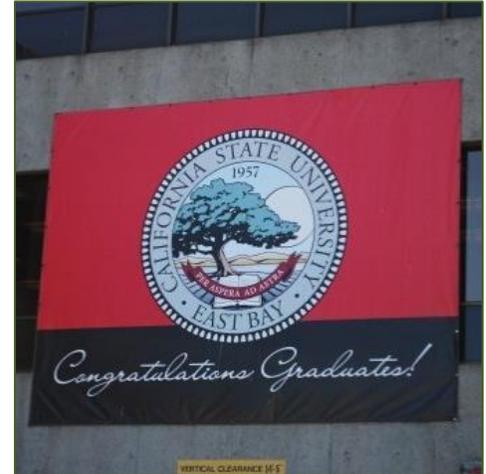




Guiding Principle #6

Hayward should have a reputation as a great college town and a community that offers a wide range of opportunities for life-long learning.

Hayward is home to Chabot College, California State University, East Bay, and various professional and vocational schools, such as Life Chiropractic and Heald College. Despite this fact, Hayward does not function or have a reputation as a college town. Chabot College and California State University, East Bay, are generally known as commuter schools that serve students living throughout the greater Bay Area. In general, most students do not have a strong connection to the Hayward community. While they may attend classes in Hayward, they are generally living, socializing, and spending money in other communities. The City will develop policies and strategies to transform Hayward into a true college town by supporting more student and faculty housing and businesses that cater to college students, particularly in Downtown Hayward and along Mission Boulevard (by California State University, East Bay) and Hesperian Boulevard (by Chabot College). These policies and strategies will encourage collaboration with college officials to develop better “town-gown” relationships, create research and development partnerships with local businesses, and promote events and festivals that foster college culture and a sense of college and community pride. Developing into a true college town or “communiversity” will help diversify the City’s economic base, generate businesses and jobs, and help the City’s economy during future economic recessions. Hayward will also develop policies and strategies that provide all residents with access to life-long learning and educational development opportunities.



“College Towns... are comparatively recession-proof because they are dominated by schools and the students who form a consistent population of spenders.”

American Institute for Economic Research





Guiding Principle #7

Hayward residents, workers, and students should have access to an interconnected network of safe, affordable, dependable, and convenient transportation options.

Like many cities in California, Hayward’s transportation system and neighborhoods were largely developed with the assumption that the automobile would be the primary mode of transportation. Many current Hayward residents, students, and workers desire more transportation choices. The City of Hayward will continue to develop policies and strategies to support development patterns and transportation improvements that allow and encourage more and more residents, workers, and students to walk, bike, or take transit. The City recognizes that the automobile will still have a role in the future. However, the City will work to create a more balanced and multi-modal transportation system; a system that provides more options and choices for commuting and everyday trips. The City will continue to support compact and higher density residential and commercial development near BART and Amtrak stations, and along commercial corridors that are served by bus transit. This will allow people to live with less dependence on the automobile for everyday life, resulting in lower rates of automobile use and lower greenhouse gas emissions. Parking policies and standards will also be evaluated for developments in these locations. Enhanced transit or shuttle services between BART and Amtrak stations, Downtown Hayward, the city’s Industrial Technology and Innovation Corridor, Chabot College and Cal State University, East Bay, will also be developed to provide more travel options for residents, workers, and students. The City will also develop policies and strategies to support infrastructure improvements that give all people (young and old) safe and convenient opportunities to engage in active transportation, such as walking and biking. Policies and strategies will also address the transportation needs of seniors and people with disabilities by improving the reliability of para-transit services and enhancing sidewalks, walking paths, and curb cuts and ramps for wheelchair users and pedestrians.



Guiding Principle #8

Hayward should preserve, enhance, increase, and connect its baylands, hillsides, greenway trails, and regional parks to protect environmental resources, mitigate the impacts of rising sea levels, and provide opportunities to live an active outdoor lifestyle.

The natural baylands and hillsides that define the western and eastern edges of the City are major community assets and valuable environmental resources. They provide habitat for a variety of plant and animal species, contribute to the ecological health of the San Francisco Bay, and provide residents with opportunities to exercise, enjoy nature, and view scenic resources. These open space resources and passive recreational opportunities should be preserved and enhanced to improve the ecology of the San Francisco Bay Area and Hayward’s overall quality of life. The City will work in partnership with the East Bay Regional Parks District and the Hayward Area Recreation and Park District to develop policies and strategies to preserve and protect environmental resources, respond to rising sea levels, promote environmental stewardship, connect the baylands and hillsides with greenway trails, and expand access to compatible recreational activities within the bay, baylands, and hillsides, such as kayaking, boating, hiking, and biking.

“Look deep into nature, and then you will understand everything better.”

Albert Einstein, Theoretical Physicist



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