



# HAYWARD

## RESIDENTIAL DESIGN STUDY

## **Outreach & Engagement Summary Report**

Hayward Residential Design Study  
September 2022

PREPARED BY DKS ASSOCIATES FOR:

THE CITY OF HAYWARD



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## EXECUTIVE SUMMARY

The Hayward Residential Design Study is an update to the City's zoning regulations to support the development of quality housing. The study aims to make requirements for residential design predictable, easy to understand, and resolve inconsistencies between various planning documents to eliminate ambiguity that may pose a barrier to residential development. The Study will focus on establishing objective development and design standards that can be applied to single-family, multi-family, and mixed-use developments.

This report summarizes the initial outreach efforts between April and August 2022, for the Hayward Residential Design Study. The report includes all work product delivered and summaries of all comments received from the public. The purpose of the outreach efforts was to obtain public feedback and input on preferred elements of residential design.

Outreach tools developed to obtain initial input for this study included organizing five walking workshops ("walkshops") in distinct neighborhoods around Hayward, developing a trilingual community survey, and hosting a virtual interactive mapping tool. Outreach to encourage public participation with these tools and promote visibility on the study was conducted via in-person outreach events and virtual engagement efforts. Virtual engagement efforts to invite the public to attend walkshops and utilize the outreach tools were done via email listservs and social media posts on Facebook, Twitter, Instagram, and Nextdoor.

Through all the outreach efforts and results obtained from the outreach tools, common key takeaways regarding residential design preferences included:

- Incorporating accessible design standards;
- Preserving the natural environment and undeveloped areas in Hayward Hills;
- Encouraging communal public green spaces;
- Managing off-street parking concerns;
- Requiring high-quality landscaping;
- Allowing variety in architectural styles;
- Incorporating patios and balconies;
- Taking into consideration existing neighborhood characteristics; and
- Prioritizing high density housing developments near downtown or BART stations.

Furthermore, when comparing the survey results to the feedback received at community events, there was a consensus on the preferred housing styles. Detailed feedback and results received from each of the outreach efforts are further discussed and provided throughout this document.

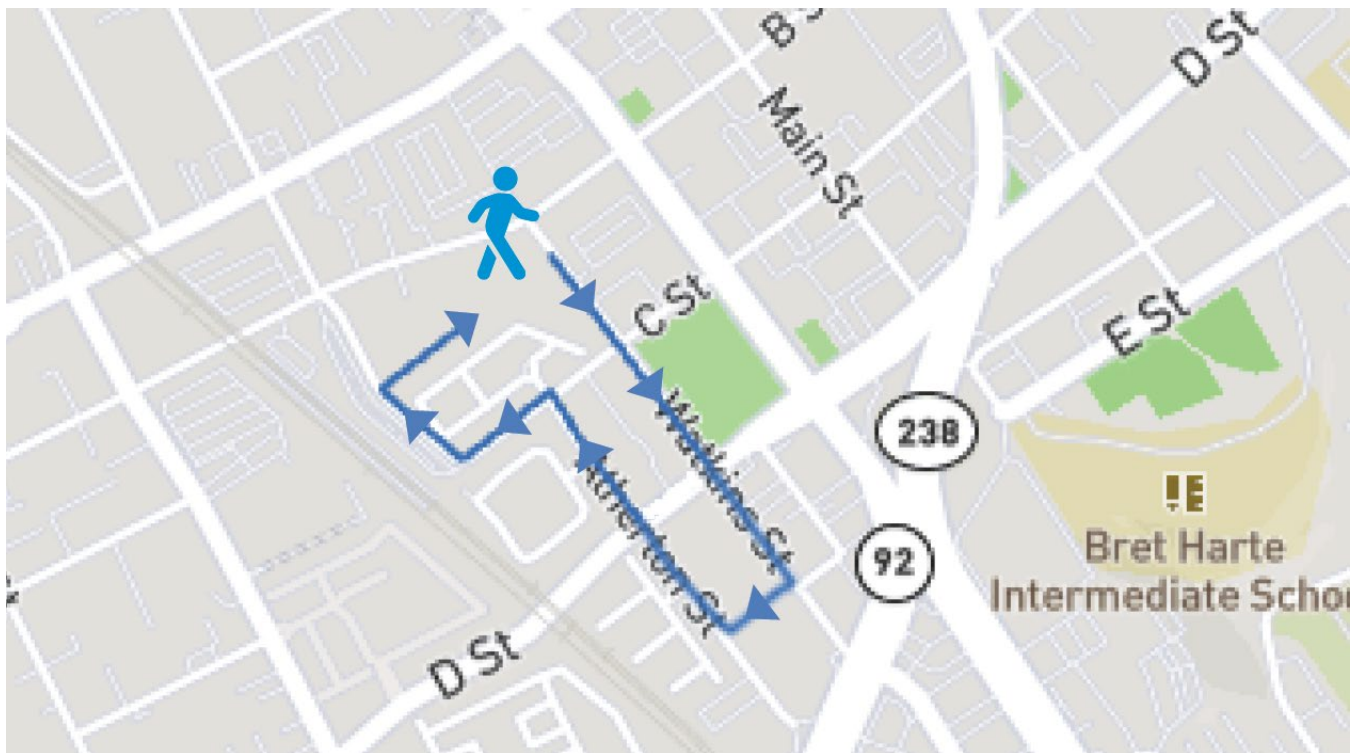
# WALKSHOP OVERVIEW AND RESULTS

The project team conducted five walking workshops (“walkshops”) in five Hayward neighborhoods over the course of two days: Saturday, June 25, and Monday, June 27, 2022. The neighborhoods which were toured as part of this effort included:

1. Downtown Hayward
2. Cannery/Burbank
3. Whitman/Mocine
4. Hayward Hills
5. South Hayward

Registration for these events was made available on Eventbrite beginning on Tuesday, June 14, 2022. Participants also had to option to email City staff directly to confirm their attendance if they preferred not to use the Eventbrite platform. Although no Spanish translation was requested at any of the five workshops, Spanish translation services were available at each walkshop tour for attendees who preferred to participate in Spanish.

## Walkshop #1: Downtown



The Downtown tour was the first of the five planned Walkshop events. Held on Saturday, June 25, 2022, at 10:00 a.m., this event had a total of 34 registrations on Eventbrite. A total of 13 total participants attended on the day. This Walkshop event had six members of project staff in attendance, with representatives from the City of Hayward, Mintier Harnish, WRT Design, and DKS Associates. These project team members were not included in the total number of participants.

The Downtown tour attendees included Hayward residents and regional residential developers that were interested in the potential impacts of the new standards on their community and work.



## Major Themes

Some of the primary themes discussed in the Downtown tour were landscaping and the aesthetics of new buildings both in terms of their scale, design, and the impact to existing neighborhood character. The feedback received on these topics and others from participants during the Downtown tour is provided below.

## General Feedback

- There was concern about new developments not providing sufficient parking, resulting in residents parking in surrounding neighborhoods.
- New multi-family development should include access to parks and green space.
- Universal design and renewable energy should be included in new developments.
- Transit-oriented developments such as Lincoln Landing in the Downtown area are preferred.



- Homeowners and renters should have the ability to rent out their assigned parking spaces or parking on property to others to help address parking issues.

## Landscaping

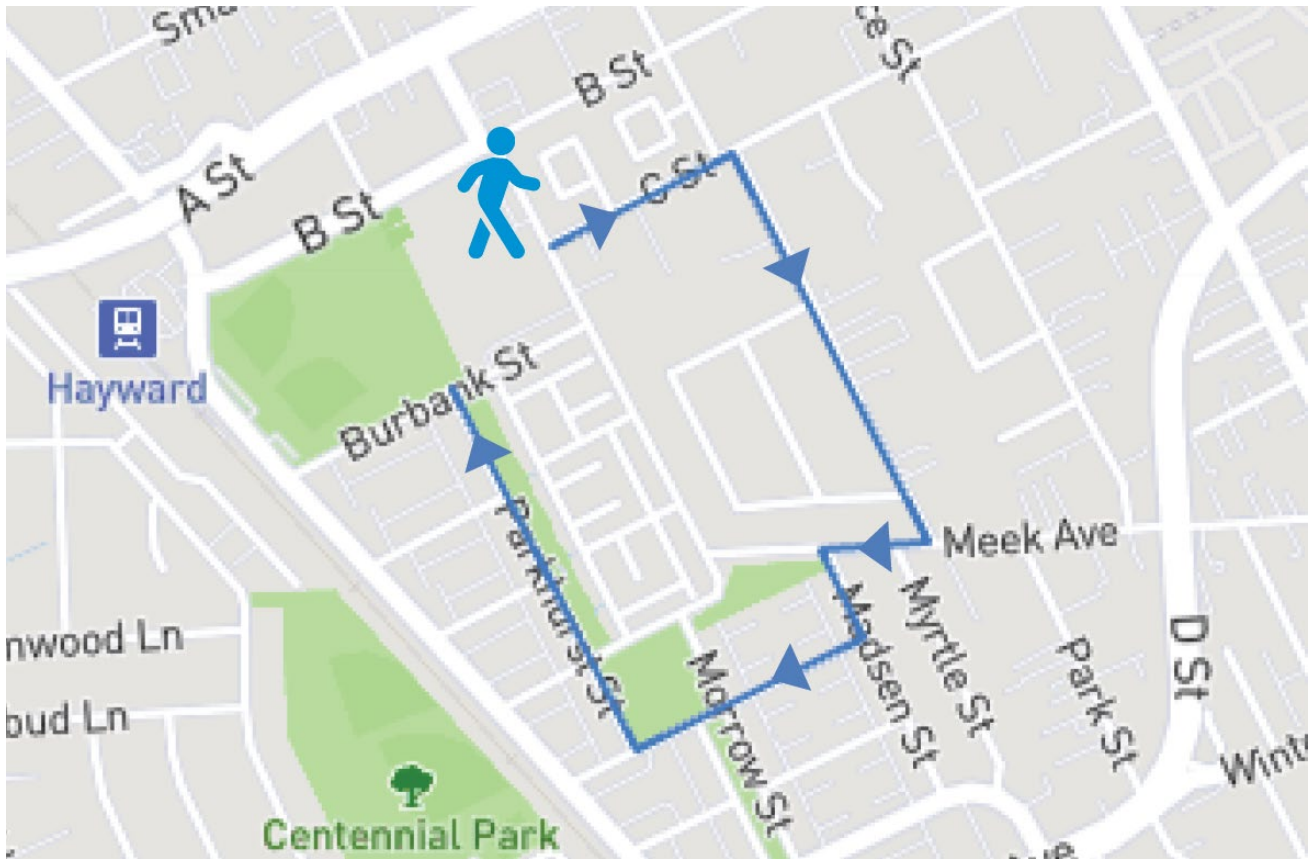
- New developments should incorporate adequate landscaping. Landscaping improves the relationship between the residential structures and public right-of-way. Well designed and maintained landscaping also softens residential structures with smaller setbacks.
- Mature trees are important to neighborhood aesthetics. Additionally, they create shade and reduce urban heat-island effect.
- Private interior courtyards create a feeling of privacy that is preferred.

## Aesthetics

- Porches and balconies allow denser developments to have outdoor spaces. New developments should include these along street frontages and interior courtyards.
- Narrow front or street-side setbacks were disliked by some and give residential buildings an industrial appearance.
- Preference for a mixture of architectural styles as they create visual interest and enhance the character of the neighborhood.
- Existing neighborhood characteristics are important to consider when designing new development. A good example was the “hold out home” on Atherton Street as it blends in very well to the surrounding development.
- Contemporary designs were preferred over more modern styles.
- Variations in wall placement (i.e., setbacks and stepbacks) help to transition between lower scale development(s) next to or adjacent to properties.
- Downtown Hayward is a reasonable place to have increased residential densities and non-residential intensities.
- Chain link or opaque tall fencing, as well as security bars and gates, diminish neighborhood aesthetics.
- Window quantity and scale are important at preventing buildings from looking too “industrial.”



## Walkshop #2: Cannery/Burbank



The Cannery/Burbank tour was the second of the five planned Walkshop events. Held on Saturday, June 25, 2022 at 1:00 p.m., this event had a total of 16 registrations on Eventbrite. Seven participants attended on the day. The Walkshop had six members of project staff in attendance, with representatives from the City of Hayward, Mintier Harnish, WRT Design, and DKS Associates. These project team members were not included in the total number of participants. Most attendees at the Cannery/Burbank tour lived in the neighborhood.

### Major Themes

The primary themes discussed during the Cannery/Burbank tour were about best practices for creating a cohesive relationship between residential developments and the street. Additional discussion points included aesthetics in existing neighborhoods and how to best make building additions compatible with the surrounding development. The feedback received on these topics and other feedback received during the Cannery/Burbank tour is provided below.



## Aesthetics

- There was a preference for uniform, consistent fencing standards that established a maximum height and allowed materials.
- Eclectic architectural styles were preferred as long as they were well maintained. Maintenance of residential properties should not be forced or overregulated – but incentivized.
- Residential developments should include a mix of colors to create more interesting neighborhoods.
- Since architectural style and design change over time, it is important that standards are not too strict about regulating design and aesthetics.
- A diverse mix of tree species should be included in new developments.

## Relationship to Street

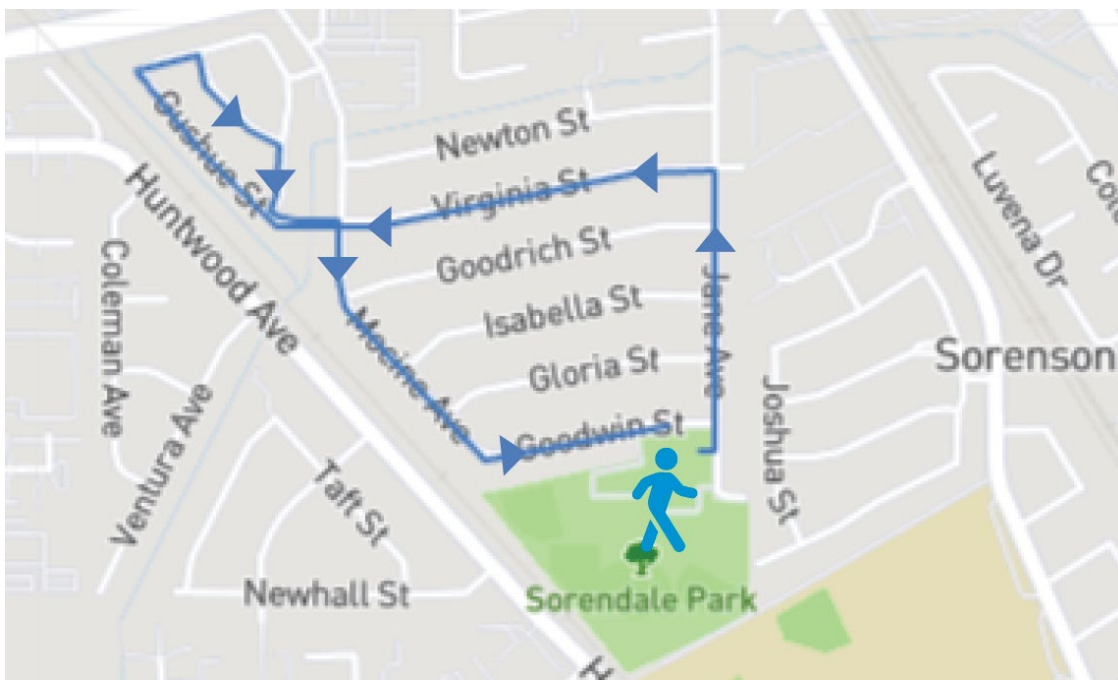
- Landscaping standards, particularly organic buffers to the street, help to improve walkability and comfort for pedestrians.
- Greenbelts and protected bicycle lanes were suggested as a potential traffic calming measures.
- Porches and balconies look inviting from the street and should be encouraged in new development.
- Landscaping can make a larger home or one with a smaller setback feel more inviting from the street.

- Landscaping is nice if well maintained. However, landscaping that is overgrown and spilling into the streets looks unkempt and is a safety hazard.

## Building Additions

- Very boxy additions raised concern. Design aspects, such as stepbacks, can improve the look of a second story additions.
- Window placement in two story developments is important since it has the potential to impact privacy to neighboring properties.
- Mixed-use developments should include space for markets, retail, groceries, etc.

## Walkshop #3: Whitman/Mocine



The Whitman/Mocine tour was the third of the five planned Walkshop events. Held on Saturday, June 25, 2022, at 3:30 p.m., this event had a total of six registrations on Eventbrite, and one participant attended on the day. The participant in attendance did not live in the Whitman/Mocine neighborhood, but regularly walked through the neighborhood. Additionally, the participant noted they did not own a vehicle and rely on public transportation and walking as their primary travel modes. This Walkshop event had four members of project staff in attendance, with representatives from the City of Hayward, Mintier Harnish, and DKS Associates. These project team members were not included in the total number of participants.





## Major Themes

Some of the primary themes discussed in the Whitman/Mocine route were centered around the aesthetics of the neighborhood. This included a desire for having a mix of architectural styles, a variety of fences and the importance of creating a relationship between residential developments and the existing street/neighborhood. The feedback received during the Whitman/Mocine tour is provided below.

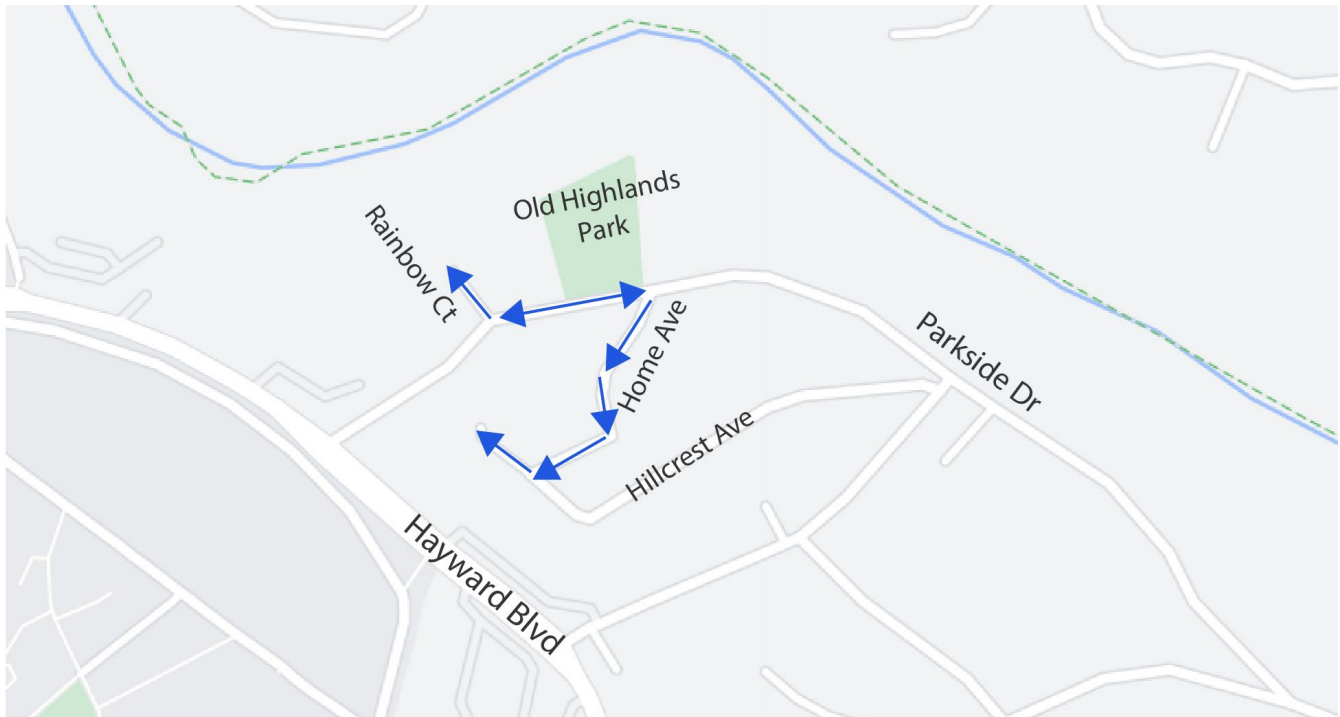
### Aesthetics

- A variety of fence types should be allowed but chain link fences should be avoided. Wooden fences and fences with nature/greenery on them should be encouraged because they make neighborhoods more inviting and greener.
- There was a preference for variety of architectural designs and styles over uniform styles.
- Traditional front setback depths (i.e., 20 feet) were preferred over shorter setbacks. Shorter setbacks cause the rear portions of vehicles to hang out into the street.
- The look of bark, mulch, and gravel as front yard landscaping is not desired, unless sufficient plants are included.
- New second story additions should relate to surrounding development.
- Frontages and stepbacks are important for new additions to make taller homes compatible with less dense existing neighborhoods.
- Patios and balconies should be included in new developments because they create a sense of community.



- There is not enough street lighting in many of these neighborhoods, making them feel less safe.
- Accessory structures (e.g., ADUs, sheds, etc.) should match the existing home design and be architecturally compatible.

## Walkshop #4: Hayward Hills



The Hayward Hills tour was the fourth of the five planned Walkshop events. Held on Monday, June 27, 2022, at 4:00 p.m., this event had a total of 17 registrations on Eventbrite, and 13 total participants attended on the day. The Walkshop had six members of project staff in attendance, with representatives from the City of Hayward, Mintier Harnish, WRT Design, and DKS Associates. These project team members were not included in the total number of participants. Participants who attended this event were primarily residents who lived along the route itself or lived in the surrounding neighborhoods.

### Major Themes

Some of the primary themes discussed in the Hayward Hills route were centered around the aesthetics of the neighborhood such as the importance of good setbacks and building height to make new homes compatible with the existing neighborhood. Additional discussion points included establishing parking standards and proper street parking signage, as well as incorporating and preserving natural landscapes such as existing trees. The feedback received during the Hayward Hills tour is provided below.

## Aesthetics

- Eclectic design styles and a variety of architectural styles are preferred. “Cookie-cutter” homes and flat facades should not be allowed.
- There should be larger setbacks for larger homes, and smaller setbacks for small, single-story homes.
- Front setbacks that incorporated a lot of landscaping were desired.
- “Living walls” for fences and screening should be encouraged. Fences that are transparent make individuals feel more comfortable walking past these types of fences.
- Accessory structures (i.e., garages, sheds, ADUs, and new additions) should match the existing home design and be architecturally compatible.
- Undergrounding of utilities and other infrastructure should be encouraged to make neighborhood more appealing.

## Relationship to Existing Neighborhoods

- Properties exceeding two stories should be terraced with setbacks to blend into neighborhoods with two story structures.
- Patios, porches, and balconies are great because they create a sense of community from the street.
- Home designs should be eclectic and not too modern. Modern designs seem to clash with existing hillsides homes.
- There should be different standards both in design and scale for different neighborhoods, based on existing conditions.
- There should be a collective maintenance fee for open spaces in new developments.

## Parking

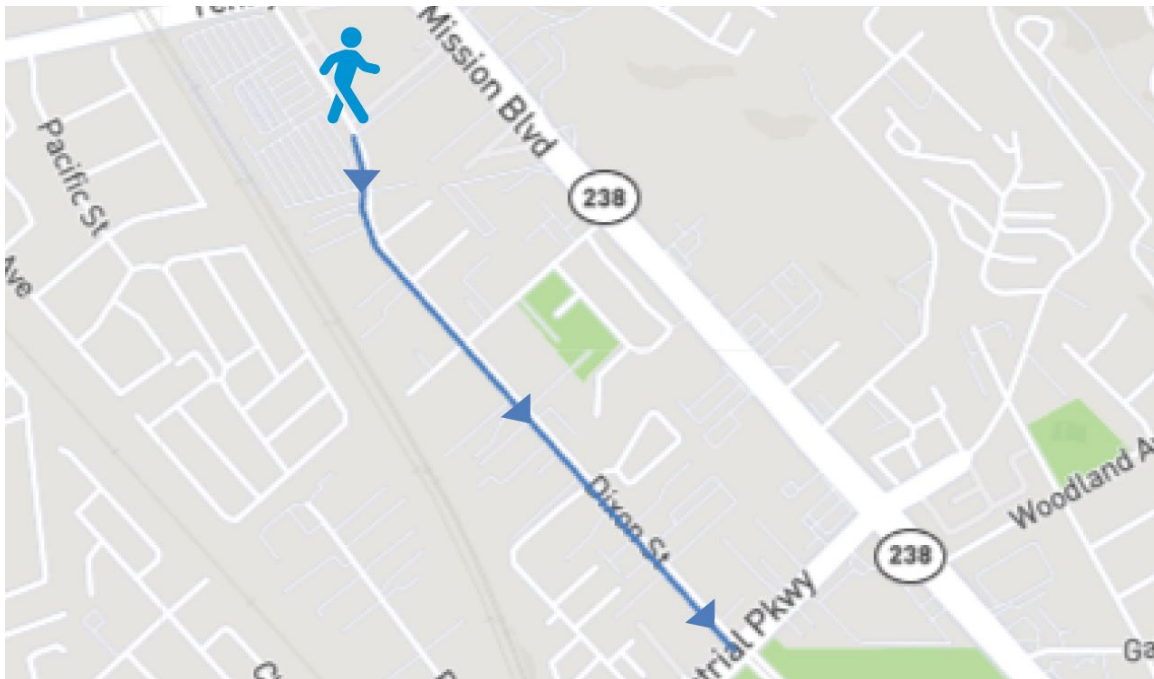
- Larger setbacks should be encouraged to accommodate additional parking. Driveways should be away from the street when possible.
- Driveways should be longer to accommodate additional parking and to avoid overcrowding on street.
- Additional parking and way finding signs are needed due to the lack of sidewalks, curbs, and gutters.
- Parking standards should be based on floor area rather than form or bedroom count.

## General

- The existing Neighborhood Plan should be used as the starting point for the development of the new residential design standards.
- Some participants expressed concern about the impacts of natural disasters such as flooding and fires in the region.
- There should be a maximum tree height to preserve views.
- There was consensus to preserve trees by creating incentives and/or increasing the number of replacement trees necessary for development.
- Unique development should be encouraged for the variety of parcel sizes.
- There should be consideration of the impact of development standards on the ability to develop affordable housing and market rate housing.

## Walkshop #5: South Hayward

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The South Hayward route was the last of the five planned Walkshop events. Held on Monday, June 27, 2022 at 6:30 p.m., this event had a total of 34 registrations on Eventbrite, and 15 total participants attended on the day. Participants in attendance primarily lived in the neighborhood and along the route either in newer, more dense developments or in older single-family homes. This Walkshop event had six members of project staff in attendance, with representatives from the City of Hayward, Mintier Harnish, WRT Design, and DKS Associates. These project team members were not included in the total number of participants.





## Major Themes

Some of the primary themes that arose for the South Hayward route included the design and location of parking and the relationship of development with the street. Another major theme surrounded the design of high-density mixed-use developments to ensure they serve the rest of the community by incorporating public open space or commercial units on the ground floor.

### Parking

- The high-density areas do not have their parking filled up, while lower density areas don't have enough parking. Suggestion to increase the number of parking spaces for new residential development.
- Dixon Street should be analyzed to determine if it has the capacity to accommodate vehicle traffic and parking for new high-density developments and use of BART.
- There was support for setback standards for parking gates in gated communities to avoid cars queuing on the road.
- Parking garages in the back of homes develop a good street frontage on main/principal streets.
- There was support for integrating a transparency/visibility requirement for podium walls/car basement entrances.

## High Density Development

- Higher-density development (both commercial and residential) should be encouraged near BART stations.
- New developments should be required to incorporate a large, public open spaces. These would include both passive and active open spaces with specific types of amenities
- In mixed-use developments, there should be both vertical and horizontal mixed-use types.
- Commercial units on ground floor and seamless integration of residential and non-residential uses are desired.
- Inward facing communities, with a well-designed public front and street frontage were strongly supported by participants.
- All entrances/frontages should be accessible and senior friendly.
- Offset setbacks for different buildings should be encouraged to ensure all building are not on the same line or roof line with breaks or variations after 20 feet.
- Loading and unloading for commercial spaces in mixed-used developments are preferred off the street.

## Aesthetics

- Metal fences should be painted to blend into the environment.
- New residential developments should include variation in design and architectural styles.
- Four-foot, transparent fences are preferred over taller opaque fence styles.
- There were mixed opinions regarding the setback/stepback requirements for second story homes.
- There was an interest in incorporating standards that encourages variations in wall plane.

# SOCIAL PINPOINT MAP OUTREACH

To ensure comments were received for areas all over the City of Hayward, not just along the designated Walkshop routes, the project team created a Social Pinpoint map, an interactive mapping tool. This interactive mapping tool (<https://dks.mysocialpinpoint.com/hayward#/>) allowed participants to provide location-specific comments and include images for the project team to reference. Additionally, users were able to like or dislike the comments received. Users of the interactive mapping tool were offered five different types of comments that they could leave on the map including: Size/Massing of Building, Design Considerations, Landscaping/Fencing, Parking/Transportation, or Other Comment (See Figure 1 below).

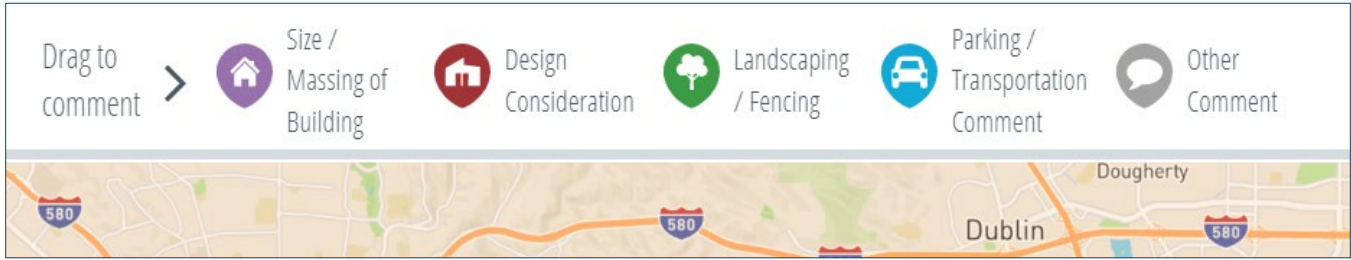


FIGURE 1: COMMENT TYPES

The interactive mapping tool was available for comment between June 2022 through the end of August 2022. The following sections provide an overview of the public feedback received from Social Pinpoint and elaborate on the comments received based on the neighborhood areas, as well as overall.

## Overview Of Public Feedback Received

Overall, the Social Pinpoint Map received a total of 35 comments. Comments were received from various neighborhoods around Hayward. Most comments received from the public were concentrated around or near the Hayward Hills and Downtown Hayward. However, comments were also received around or near Cannery/Burbank, North Hayward, South Hayward, West Hayward, and the Jackson Triangle (see Figure 2 below). The following subsections further elaborate on the comments received based on the neighborhood areas, as well as overall.

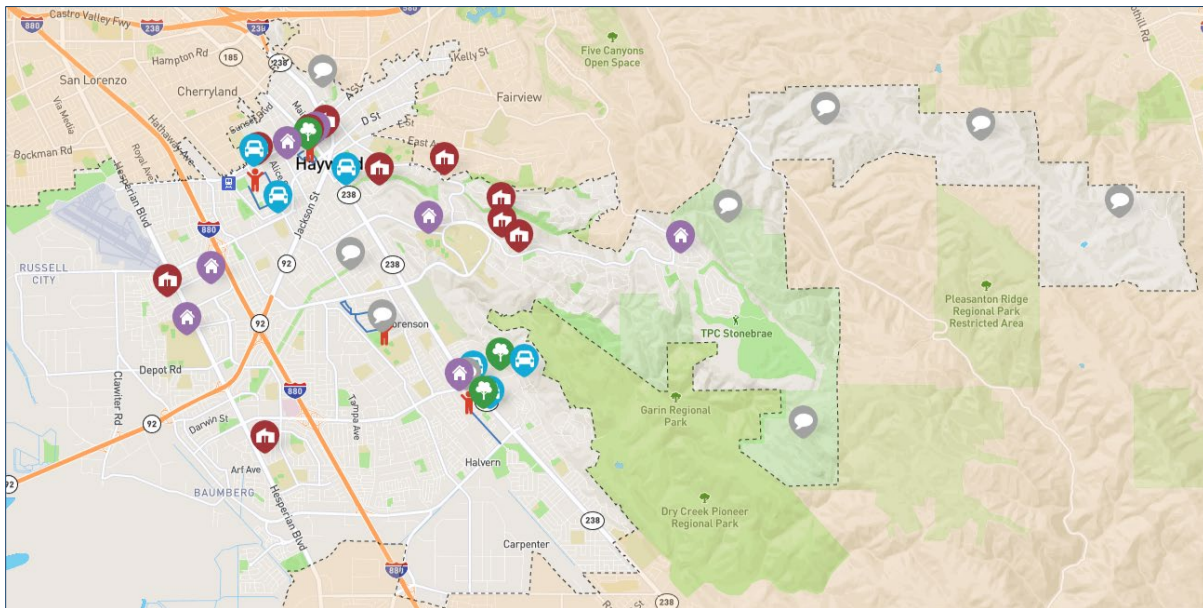


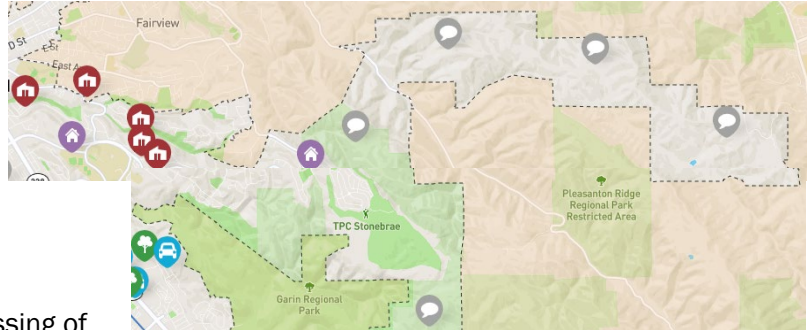
FIGURE 2: COMMENTS BASED ON LOCATION



## Comments Based on Location

### Hayward Hills Comments

The Hayward Hills area received the most comments with a total of 14 comments. Two comments were received on Size/Massing of Buildings, five comments on Design Considerations, one on Landscaping/Fencing, one on Parking and Transportation and five general comments.



One of the comments received on Size/Massing of Buildings was regarding building more high-density housing at or near CSU East Bay for students and staff due to housing needs. Furthermore, they elaborated that housing on campus would create a strong sense of community. Two users liked this comment. The other comment received on Size/Massing of Buildings expressed dislike on the housing developments on Arundel Drive near Stonebrae Elementary School. Furthermore, they expressed the need to stop developments in the hillside/green spaces. Three users liked this comment, while one user disliked it.

One of the comments received on Design Consideration included the need for undergrounded utilities in the Highland Boulevard area due to heavy vegetation and fire risk in dry years. Two users liked this comment, while one disliked it. Another comment received included a need for complete pedestrian connectivity along Campus Drive and specified that there are no sidewalks along Campus Drive between 2<sup>nd</sup> Street and Highland Boulevard.

Four users liked this comment. A third comment received expressed that the homes on Parkside Drive are inconsistent with the existing neighborhood. One user liked this comment. A fourth comment received expressed that the townhomes on Ashland Court and Tribune Ave., have a poor layout and street trees are small. No likes or dislikes were received on this comment. The fifth comment received expressed that the Hayward Commons subdivision on Hayward Boulevard, is a great example of a well-designed subdivision as the design and architecture are complimentary. One user disliked this comment. The Landscaping/Fencing comment received asked about the status of La Vista Park and its completion date. No likes or dislikes were received for this comment.

The comment on Parking/Transportation expressed concern on safety as many people drive up the hill to enjoy the view. Furthermore, they suggested that parking signs be implemented between sunset and sunrise for residents along Tennyson Road between Mountain View Drive and Vista Grande Drive. No likes or dislikes were received for this comment.

The five general comments received were all the same comment that suggested building single-family below market rate homes, shopping centers, attractions, and reliable public transportation in the hills east of Palomares Road and south of Fairview Avenue on Dry Creek Pioneer Regional Park. All five comments received a minimum of one dislike.

Overall, based on the comments received on the Hayward Hills area, there appeared to be a preference towards high-density developments near Cal State East Bay, undergrounded utilities, pedestrian connectivity (sidewalk infill), proper parking signage, and new developments matching with existing neighborhood characteristics. Furthermore, there was a strong dislike towards new developments in undeveloped areas of the hills.

## Downtown Hayward Comments

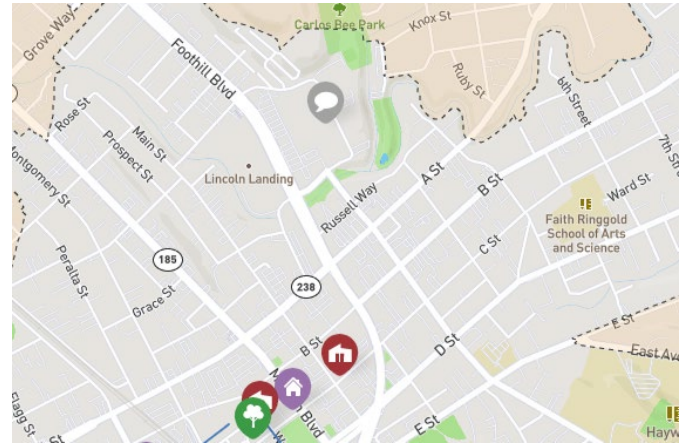
The Downtown area received five comments. One comment on Size/Massing of Buildings, two comments on Design Considerations, and one on Landscaping/Fencing. One general comment was left on the former City Center site behind the Safeway shopping center on Foothill Boulevard. corridor asking about future development plans for the parcel.

The comment received on Size/Massing of Buildings was regarding building more high-density housing, as the respondent expressed no vacancies and high rents in the area. One person liked the comment, while another one disliked the comment.

The two comments received on Design Considerations included having garages in the rear and the building frontage facing the street, as well as adding greenery and landscaping to the parking lot located on the corner of Main Street and C Street. One person liked the comment about adding landscaping to the parking lot.

The comment received on Landscaping/Fencing expressed dislike towards gated communities as they felt they gave an uninviting feel. Four people liked this comment, while two others disliked it.

Overall, based on the comments received in the Downtown area, there are mixed feelings on affordable, high-density housing. Furthermore, there is a dislike towards gated communities and a preference towards adding greenery and landscaping to the parking lot on the corner of Main Street and C Street.



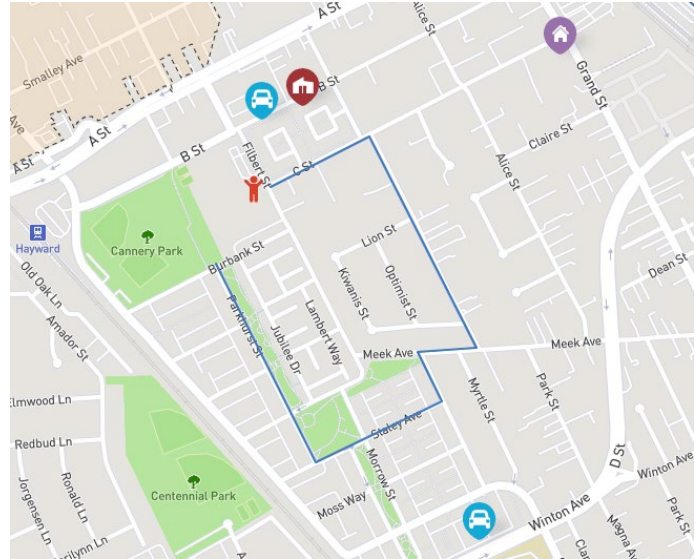
## Cannery/Burbank Comments

The Cannery/Burbank area received four comments. One comment on Size/Massing of Buildings, two comments on Parking and Transportation, and one on Design Considerations. The comment received on Size/Massing of Buildings was regarding building more high-density housing, as the respondent expressed no vacancies and high rents in the area. Two people liked the comment, while another one disliked the comment.

The two comments received on Parking/Transportation were about balancing on-site development parking based on number of units to avoid off-street parking, as well as incorporating protected bike lanes from Hayward BART to Industrial Boulevard, to encourage public transit and biking instead of driving. Four people liked the comment about the balancing on-site parking and off-street parking, while two people disliked it. Three people liked the comment about protected bike lanes, while three people disliked the comment.

The comment received on Design Considerations expressed concern about accessibility accommodations causing separation among mobility impaired folks instead of being inclusive. One person liked this comment.

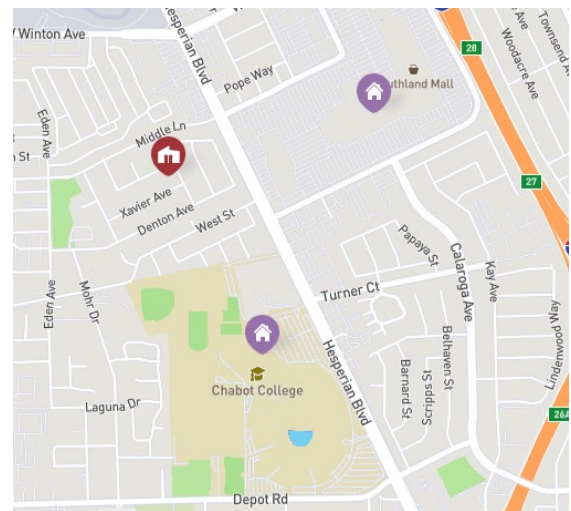
Overall, based on the comments received in the Cannery/Burbank area, there appeared to be a preference towards more affordable, high-density development, balancing on-site and off-street parking, as well as incorporating protected bike lanes.



## North Hayward Comments

The North Hayward area received three comments. Two comments were on Size/Massing of Buildings and one on Design Considerations.

The two comments received on Size/Massing of Buildings were about Southland Mall and Chabot College. For Southland Mall, the user expressed that this area is an opportunity for a mixed-use community with housing, retail and services as the mall is currently underutilized with a “sea of parking”. For Chabot College, the user expressed a need for mid/high density housing for the college students, as it seems like the college is underutilized and there is a need for housing. Two users liked the Chabot College comment, while one user liked the comment on Southland Mall.



The Design Considerations comment expressed that the old Sears/Burlington building could be demolished and replaced with two to four-unit buildings. One user liked this comment.

Overall, based on the comments received in the North Hayward area, there appeared to be a liking towards mid-high-density developments for housing and mixed-used communities.

## South Hayward Comments

The South Hayward area received six comments. One comment on Size/Massing of Buildings, two comments on Parking/Transportation, one on Landscaping/Fencing, and two general comments.

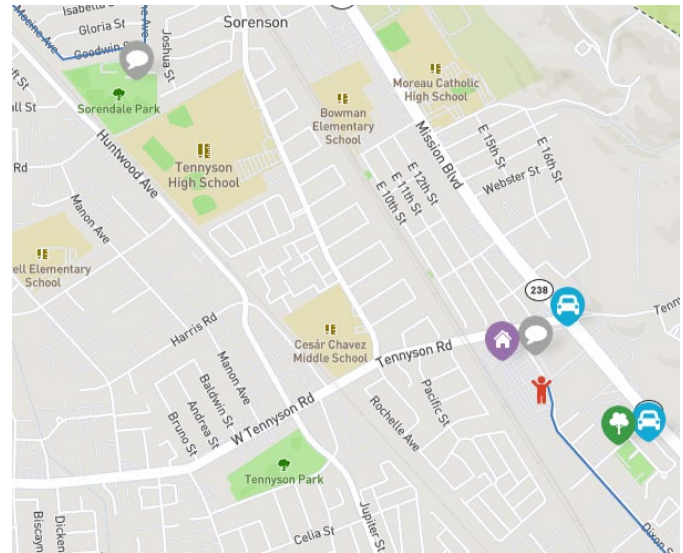
The comment received on Size/Massing of Buildings expressed a need for higher density housing near South Hayward BART and transit to accommodate current and future residents. Two users liked this comment.

One of the comments received on Parking/Transportation expressed the need to take noise into consideration when building residences near busy intersections. One user liked this comment. The other comment received expressed concern about increased traffic due to high density housing along the Mission Boulevard corridor and suggested developing a shuttle route to the nearest BART station among the different housing developments to avoid long waits for AC transit buses. Two users disliked this comment.

The Landscaping/Fencing comment received asked about the possibility of infill green spaces in empty lots on Dixon Street or along BART or down Mission Boulevard. No likes or dislikes were left on this comment.

One of the general comments received asked about what was happening with the Huntwood area, while the other general comment expressed that Dixon Street has accumulated trash by the South Hayward BART station parking lots and along the side of the street. No likes or dislikes were left on either comment.

Overall, based on the comments received in the South Hayward area, there appeared to be a preference towards more high-density housing developments and taking noise into consideration when developing high density residences. Furthermore, there is interest in more green spaces for the community along Dixon Street, South Hayward BART and Mission Boulevard.

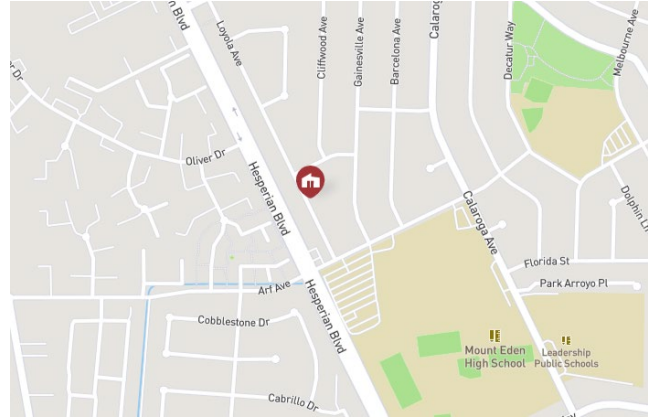




## West Hayward Comments

The West Hayward area received one comment on Design Consideration near Mount Eden High School. The comment received on Design Consideration expressed a need for 100 percent electric and efficient homes. Furthermore, the user included the design of solar rooftop orientation, materials, colors, wall thickness, insulation, easy access to water, electrical conduits, fire, short cut prevention design, low VOC, recycled materials, and gray water recycling systems.

This comment was the most popular on the interactive mapping tool, with six users liking the comment. Overall, there appeared to be a liking toward an electric and efficient home design.



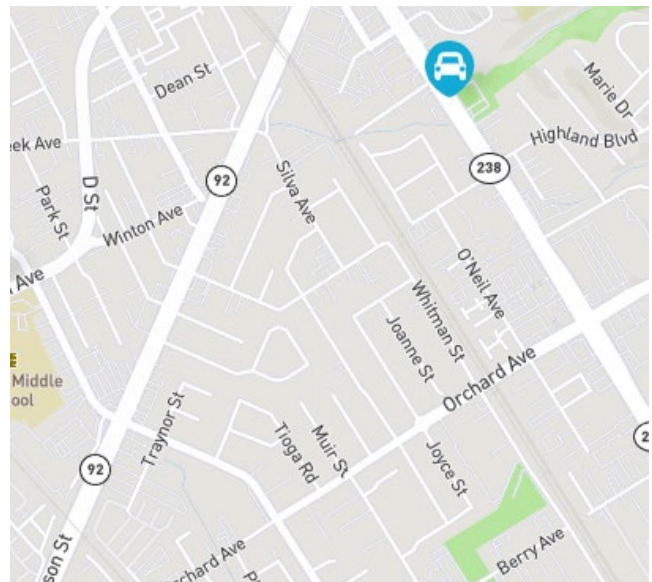
## Jackson Triangle Comments

The Jackson Triangle area received one comment on Parking/Transportation and one Other Comment.

The comment received on Parking/Transportation expressed a need for more protected bike lanes on the Mission Boulevard corridor (State Route 238), all the way through Hayward. Additionally, they expressed that this would encourage fewer vehicle miles and embark on road diets. Three users liked the comment, and one user disliked it.

The Other Comment received asked about a walking tour in the Jackson Triangle and expressed concern over lots being overbuilt in this area due to the large lots and old homes.

Overall, there appeared to be a liking towards more protected bike lanes closer to the Mission Boulevard area. Additionally, there was some dislike and concern over high-density and massing in the Jackson Triangle area.



## Overall Comments Received

Altogether, 28.6 percent of comments were on Design Consideration, 20 percent were on Size/Massing of Building, 17.1 percent were on Parking/Transportation, 25.7 percent were Other Comments, and 8.6 percent were about Landscaping/Fencing (see Figure 3 below).

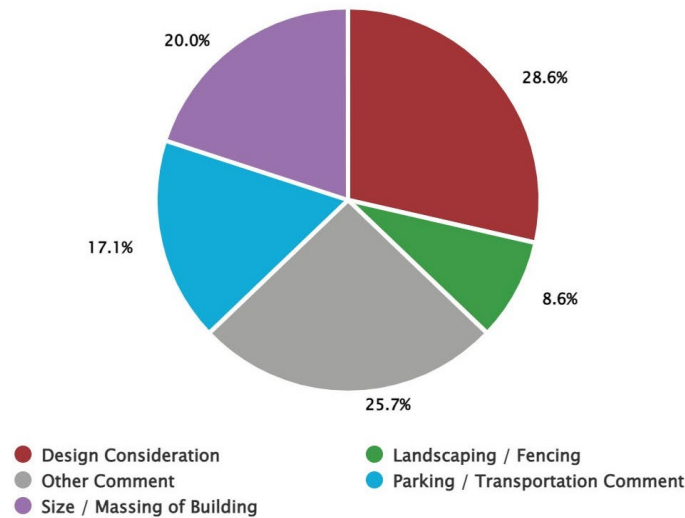


FIGURE 3: COMMENTS RECEIVED BY TOPIC

The following subsections further summarizes the comments by type received and identified any trends based on neighborhood and/or location.

### Design Considerations

A total of 10 comments were received for Design Considerations. Overall, some of the main ideas/comments received included:

- Support for 100 percent electric and energy efficient homes.
- Solar rooftop designs (orientation, material, color).
- Preference for garages tucked in the back of buildings.
- Preference for front doors facing streets.
- Requirements for accessible design in homes to be inclusive to mobility impaired folks.
- Homes in some neighborhoods (such as in the Hayward Hills) have no design quality and are inconsistent with neighborhood characteristics.

- Poor layout of townhomes in some neighborhoods (such as in the Hayward Hills).
- Support for building designs and architecture that complement each other.
- Increasing pedestrian safety and complete pedestrian connectivity in areas with no sidewalks such as in the Hayward Hills along Campus Drive between 2<sup>nd</sup> Street and Highland Boulevard.
- Support to underground utilities.
- Desire to add landscape and greenery to parking lots.
- Support for infill development to replace old buildings with high density developments, such as the Sears/Burlington building near Southland Mall.

## **Size/Massing of Building**

A total of seven comments were received for Size/Massing of Building. Overall, some of the main ideas/comments received included:

- Stop development in the hillside/green space areas.
- Support for mid and high-density developments near BART, colleges, and transit.
- Support for more housing (high density/affordable) to accommodate current and future residents of Hayward.
- Encourage and incorporate mixed-used communities such as at Southland Mall.

## **Parking/Transportation**

A total of six comments were received for Parking/Transportation. Overall, some of the main ideas/comments received include:

- Balance on-site development parking and unit numbers to avoid off-street parking.
- Incorporating and extending more protected bike lanes (e.g., extending protecting bike lane on 238 all the way through Hayward and from Hayward BART to Industrial Boulevard) to reduce vehicle miles traveled and encourage road diets.
- Reduce noise and find ways to dampen sound with materials and landscaping.
- Develop shuttle route to BART stations, to and from developments during commute periods.
- Signage to control parking in new developments.

## Landscaping/Fencing

A total of three comments were received for Landscaping/Fencing:

- Oppose gated communities.
- Support for more public parks and open space.
- Support for green infill space projects in empty lots with higher density and transit developments.

## Other Comments

A total of nine comments were received for Other Comments:

- Suggestion to build single-family, below-market rate homes, shopping centers, attractions, and reliable public transit in undeveloped areas in the Hayward Hills.
- Concerns on “overbuilding” on older homes and lots, specifically in the Jackson Triangle area.
- Concern over increase in debris at South Hayward BART parking lots and Dixon Street.

# COMMUNITY SURVEY OVERVIEW AND RESULTS

To obtain initial public feedback on residential design preferences, a 20-question survey was developed by the project team and made available in English, Spanish and Mandarin. The community survey was available for submission between June 2022 through the end of August 2022. The 20-question survey gave respondents examples of different types of housing (such as single-family homes, duplexes/triplexes, townhomes, multifamily, etc.) and asked which of the images displayed they liked best and why. The survey also included six questions on the respondents’ demographics such as age, median household income, how long they have lived in Hayward, etc. A question asking respondents if they wanted to provide further comments or suggestions was also incorporated. The trilingual survey link was included in all the outreach materials and available during outreach events.

Overall, a total of 240 surveys were submitted. Of the surveys submitted, 33 percent of survey respondents identified as White or Caucasian, 24 percent identified as Asian or Asian American, 21 percent identified as Hispanic or Latino, 14 percent identified as Black or African American, 4 percent identified as Other (or mixed race), one percent as Native Hawaiian or other Pacific Islander and less than one percent identified as American Indian or Alaska Native. Of these respondents, 29 percent of respondents stated that their annual household income was over \$150,000, 22 percent stated they earned between \$100,000 and \$150,000, 19 percent stated they earned between \$75,000 and \$99,999, 14 percent stated they earned between \$50,000 and \$74,000, and 15 percent stated they earned below \$50,000.

The review of the responses yielded several themes, which are summarized below.

## Survey Results

### Detached Housing Preference

When respondents were asked to identify the examples of detached housing that they liked best, 51 percent of survey respondents identified a preference for image 2 (highlighted below). Following this question on their preference, respondents were asked what features they liked about the home.



Of the respondents who preferred image 2, 78 respondents liked the overall building design, six liked the building shape and size, and 18 liked the front yard and entryway. Furthermore, respondents had the opportunity to provide “other” reasons why they liked this example. Some of those reasons included the architecture, setbacks, fencing, and the unique design.

### Duplex And Triplex Housing Preference

When respondents were asked to identify the examples of duplex and triplex housing that they liked best, 50 percent of survey respondents identified a preference for the image 2 (highlighted below). Following this question on their preference, respondents were asked what features they liked about the home.

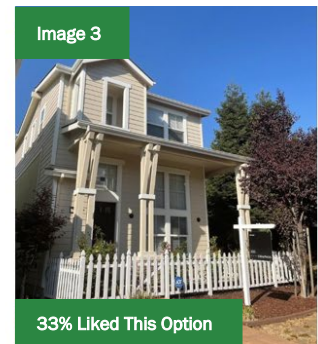
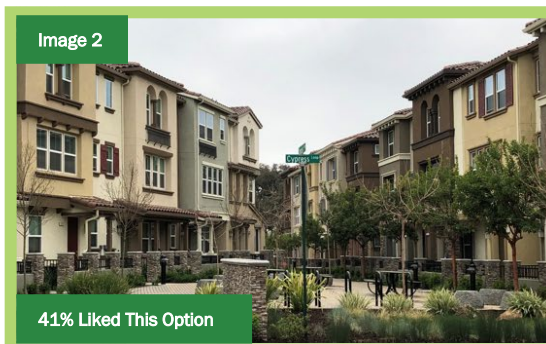
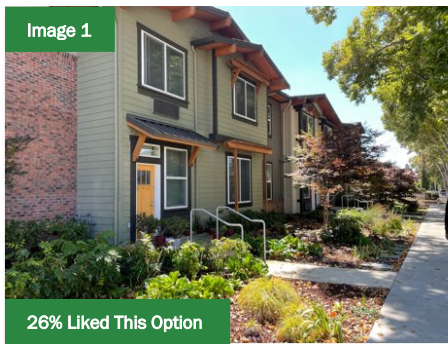




Of the respondents who preferred image 2, 65 respondents liked the overall building design, 14 liked the building shape and size, and 19 liked the front yard and entryway. Furthermore, respondents had the opportunity to provide “other” reasons why they liked this example. Some of those reasons included the balance in architecture, character, single-family feel, landscaping such as trees, and density. Additionally, three respondents stated that they did not like any of the options provided.

## Townhome Preference

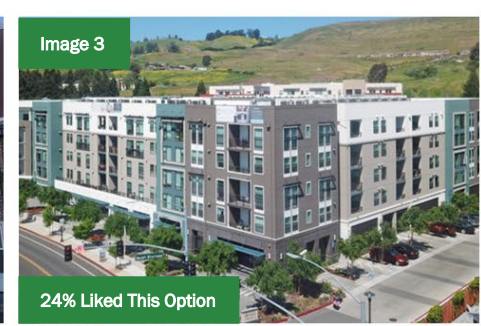
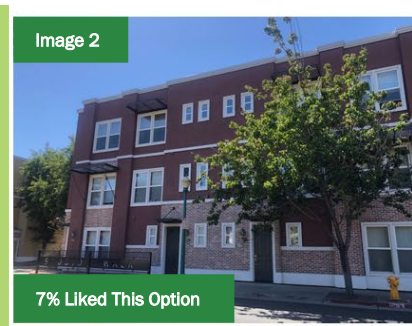
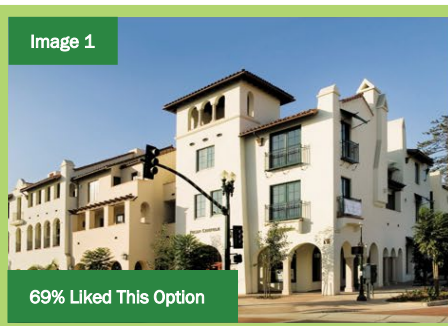
When respondents were asked to identify the example of townhomes they liked best, 41 percent of survey respondents have identified a preference for image 2 (highlighted below). Following this question on their preference, respondents were asked what features they liked about the home.



Of the respondents who preferred image 2, 75 respondents liked the overall building design, one respondent liked the building shape and size, and 6 respondents liked the front yard and entryway. Furthermore, respondents had the opportunity to provide “other” reasons why they liked this example. Some of those reasons included the shared community living spaces, green space, ambiance, density, option for accessible units, efficient use of space, colors, community feel, height, and use of public and private space.

## Multifamily Home Preference

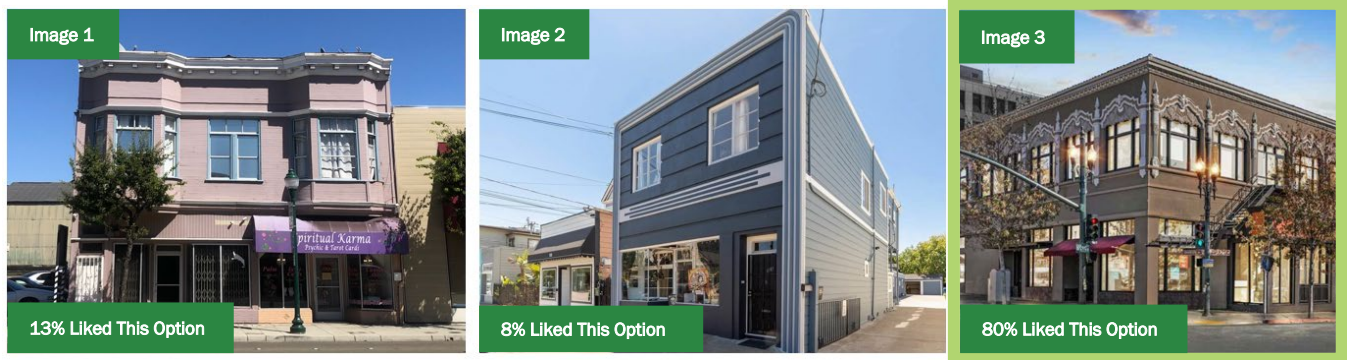
When respondents were asked to identify the example of multifamily homes they liked best, 69 percent of survey respondents identified a preference for image 1 (highlighted below). Following this question on their preference, respondents were asked what features they liked about the home.



Of the respondents who preferred image 1, 122 respondents liked the overall building design, 17 respondents liked the building shape and size, and one respondent liked the front yard and entryway. Furthermore, respondents had the opportunity to provide “other” reasons why they liked this example. Some of those reasons included the building-street relationship, mid-size, massing, architecture, façade, windows facing main street, patio/balcony, and less industrial like. Eight respondents stated that they did not like any of the options provided. However, for some respondents they chose image 1 as it was the “least industrial like.”

## Small Mixed-Use Building Preference

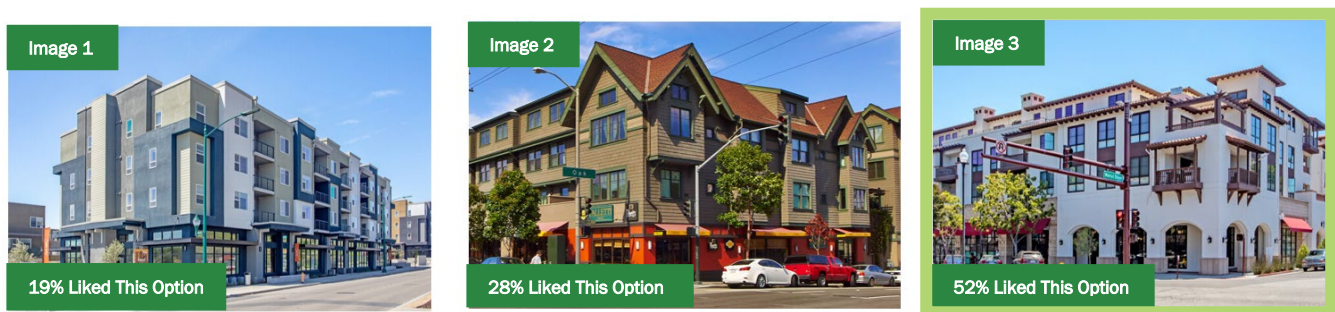
When respondents were asked to identify the example of the small mixed-use building, they liked best, 80 percent of survey respondents identified a preference for image 3 (highlighted below). Following this question on their preference, respondents were asked what features they liked about the home.



Of the respondents who preferred image 3, 149 respondents liked the overall building design, 18 respondents liked the building shape and size, and two respondents liked the front yard and entryway. Furthermore, respondents had the opportunity to provide “other” reasons why they liked this example. Some of those reasons included the attractive and modern architecture, windows, façade, height, and density.

## Large Mixed-Use Building Preference

When respondents were asked to identify the example of the large mixed-use building they liked best, 52 percent of survey respondents identified a preference for image 3 (highlighted below). Following this question on their preference, respondents were asked what features they liked about the home.





Of the respondents who preferred image 3, 97 respondents liked the overall building design, and eight respondents liked the building shape and size. Furthermore, respondents had the opportunity to provide “other” reasons why they liked this example. Some of those reasons included the outdoor patio spaces, modern architecture, and density. Two respondents stated that they did not like any of the options provided, however, they chose image 3 as it was the best of the three provided.

## Importance Of Housing Design Features

When respondents were asked to rank the housing design features that were most important to them to least important, the “Size and Shape of Building” and the “Overall Building Design” were identified as the most important. The “Ground Floor Design” was identified as the least important for respondents (Figure 4 below). However, there was not a significant difference between categories, indicating that all were of relatively significant importance to community members.

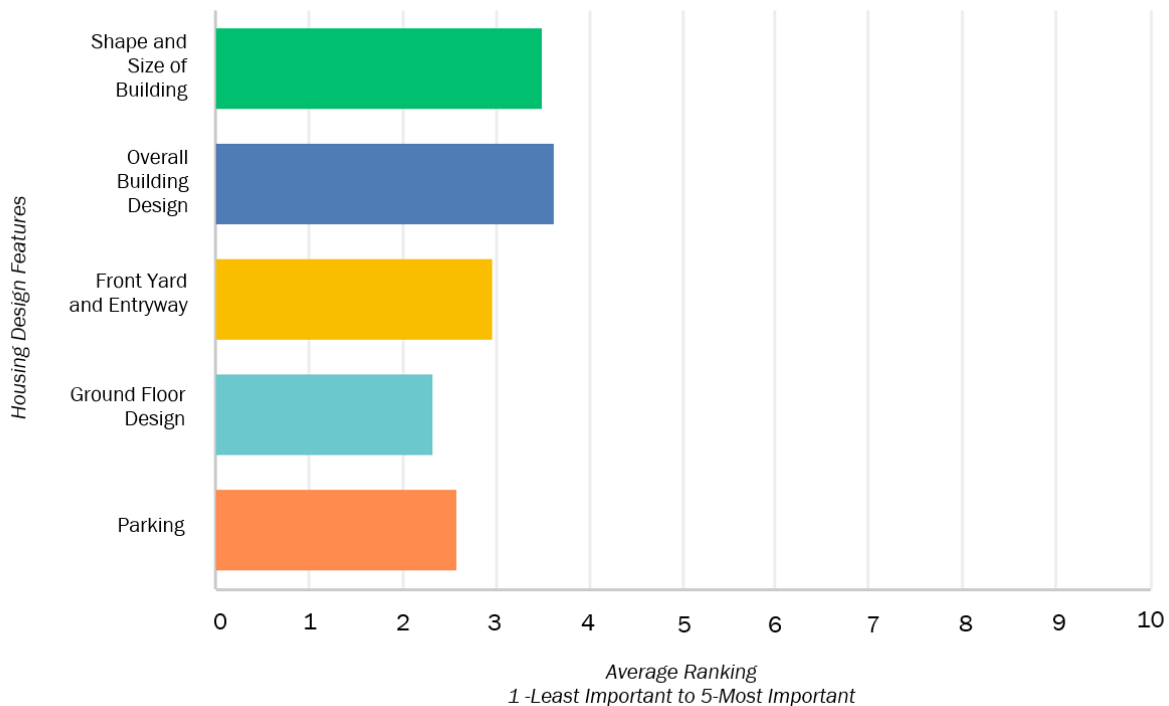


FIGURE 4: IMPORTANCE OF HOUSING DESIGNS

## Additional Comments, Ideas and Suggestions Received

At the end of the survey, respondents were asked if there were any additional comments, ideas, or suggestions that they would like to share. This question received a total of 111 responses. Overall, some common themes in the comments, ideas and suggestions included:

## Design

- Create visually appealing housing designs.
- Allow taller buildings.
- Avoid “cookie cutter” developments (i.e., developments with repetitive colors, designs, and no differentiation).
- Maintain privacy.
- Do not compromise style for density.
- Allow variety and mixture in architecture styles and design.
- Accessible homes.

## Mixed Use Developments

- Increase retail spaces.
- Increase mixed-use developments.
- Increase the variety of housing types, such as multifamily and mixed-use housing, in the downtown area.

## High Density Developments

- Limit number of vehicles in ratio to number of bedrooms.
- Increase housing in the downtown area and near BART stations.
- Create communal, green spaces for community.

## Affordable Housing

- Affordable housing for recent college students, current residents, working families, and low-income families,
- Unsustainable and unaffordable home purchase prices are displacing community members.

## Parking

- Decrease huge parking lots.
- Implementing high density developments will increase traffic congestion.



- Prioritize parking for commercial areas.
- Increase parking in development to prevent off-street parking.
- Reduce need for cars and parking.
- Traffic congestion is bad and increase in residential construction will increase congestion.

## Climate Change

- Build eco-friendly construction.
- Incorporate solar and battery storage in design.
- More trees in new developments.
- Build walkable and pedestrian friendly communities.
- Integrate green street and green stormwater infrastructure.

# COMMUNITY OUTREACH EVENTS

Community outreach events attended by the City of Hayward staff included:

- Hayward Community Family Fair
- Juneteenth Celebration
- Curbie Events at Mt. Eden Park, La Familia, and Birchfield Park
- Old Highland Homeowners Association (OHHA) Community Meeting
- Downtown Summer Street Fair

The following subsections summarize the events and feedback heard.

## Hayward Community Family Fair

On June 17, 2022, the project team attended the Hayward Community Family Fair at Tennyson Park in South Hayward that had approximately 200 attendees. Most of the attendees of this event were families with kids whose main concerns were around affordable housing, modern designs, and open spaces in new developments. Attendees expressed that the development of affordable housing is important, and standards should not discourage affordable housing development. Attendees also expressed a dislike



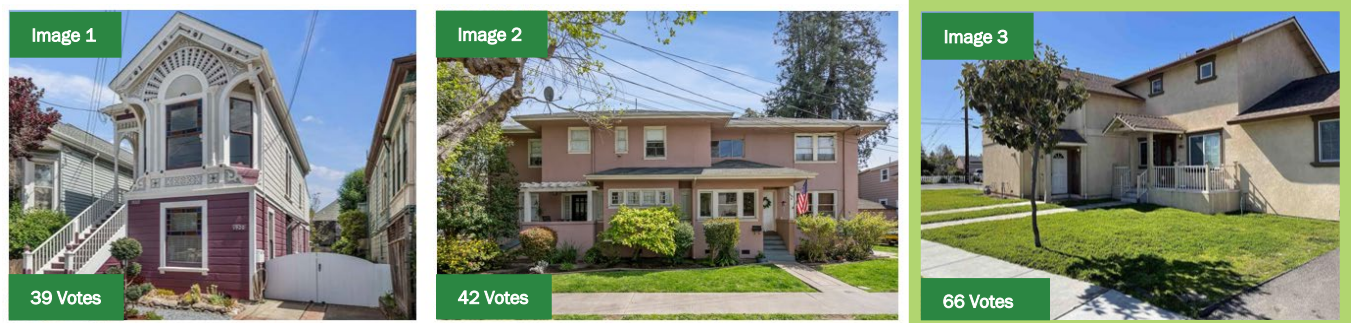
for boxy and modern styles of buildings. Furthermore, attendees shared the need for usable shared and private open spaces (such as yards), in new residential developments. Through this event, interactive boards were displayed with some of the survey questions to collect feedback on design preferences from the public. The number of votes and preferred design for each housing type collected at the Hayward Community Family Fair are shown below.

Overall, compared to the survey results, the preferences for detached and duplex housing types were different. However, there was a consensus between the townhome styles, multifamily homes, small-mixed and large-mixed homes when compared to the survey results.

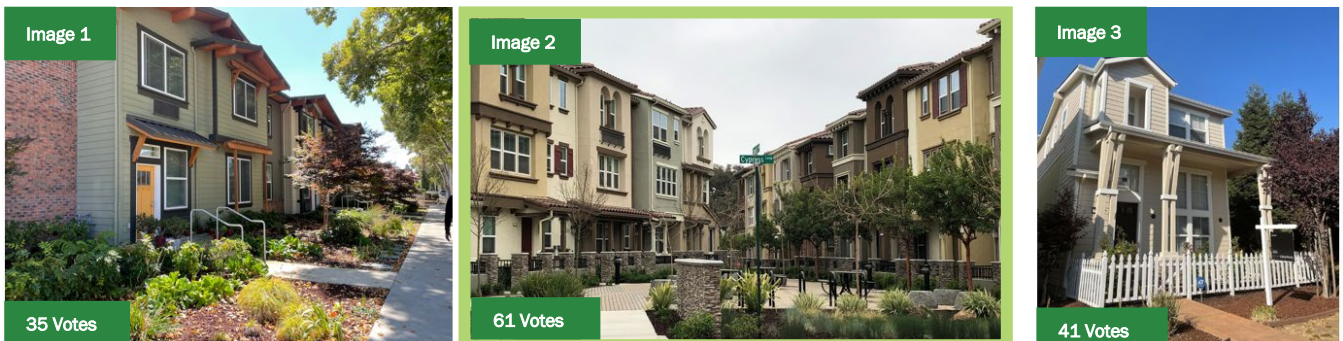
## Detached Housing Preferences



## Duplex And Triplex Housing Preferences



## Townhome Preference







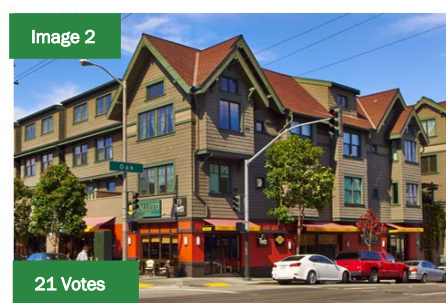
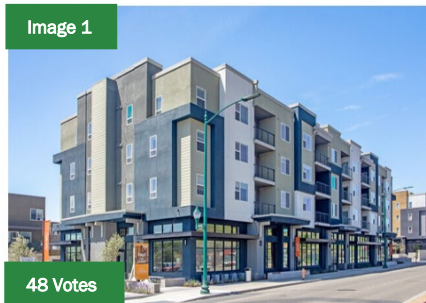
## Multifamily Home Preference



## Small Mixed-Use Building Preference



## Large Mixed-Use Building Preference



## Juneteenth Celebration

On June 18, 2022, the project team attended the Juneteenth Celebration at Heritage Plaza in Downtown Hayward. There was a mix of Hayward community members and community members from outside the City of Hayward. Many of the questions that the community had were around density, affordable housing, grocery stores, and recent new developments in the Downtown area and along the Mission Boulevard corridor. Attendees expressed that the development of affordable housing is important, and standards should not



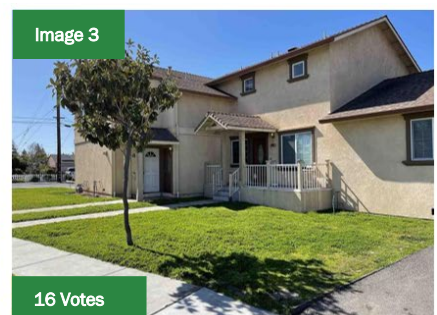
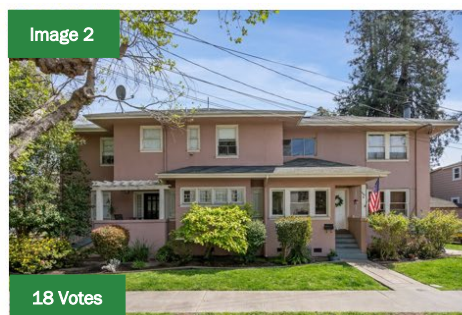
discourage affordable housing development. Additionally, attendees expressed concern over parking and traffic. Overall, there was also general support for density in Downtown. Through this event, interactive boards were displayed with some of the survey questions to collect feedback on design preferences from the public. The number of votes and preferred design for each housing type collected at the Juneteenth Celebration are shown below.

Overall, compared to the survey results, only the preference for a duplex and triplex housing type was different. However, there was a consensus between the detached housing, townhome styles, multifamily homes, small-mixed and large-mixed homes when compared to the survey results.

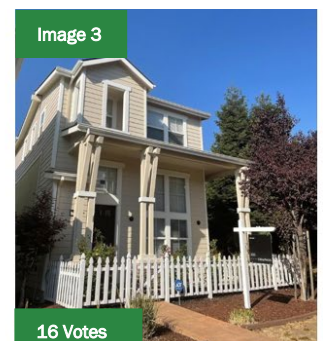
## Detached Housing Preferences



## Duplex And Triplex Housing Preferences



## Townhome Preference

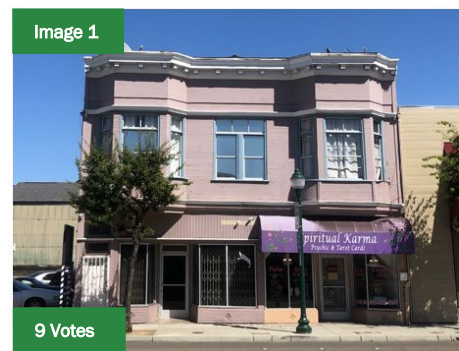




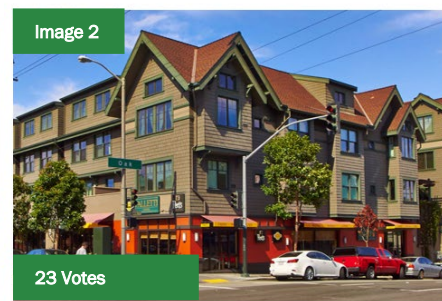
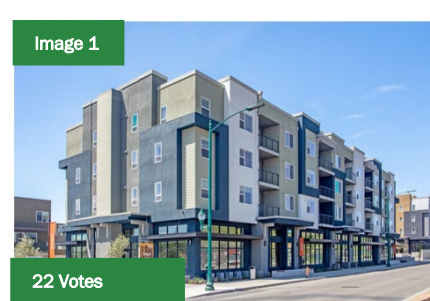
## Multifamily Home Preference



## Small Mixed-Use Building Preference



## Large Mixed-Use Building Preference





## Curbie Community Events

Curbie is a mobile library that visits different neighborhoods within Hayward to provide a wide range of library services. On June 23<sup>rd</sup>, the team attended a Curbie event at Mt. Eden Park and reached five community members. On July 12<sup>th</sup>, the team attended the Curbie event at La Familia Counseling Service and reached approximately 25 community members. On July 13<sup>th</sup>, the team attended the Curbie event at Birchfield Park and reach approximately 20 community members. At each event, interactive boards were displayed with some of the survey questions to collect feedback on design preferences from the public. The number of votes and preferred design for each housing type collected at the Curbie events are shown below.

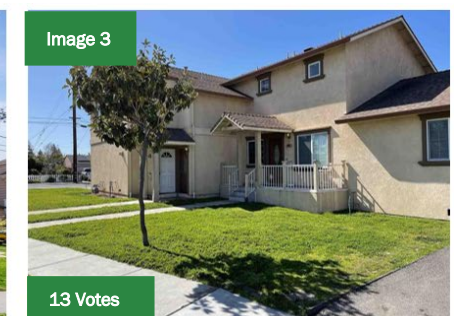


Overall, compared to the survey results, only the preference for detached housing, duplex and triplex housing types and townhomes were different. However, there was a consensus between the multifamily homes, small-mixed and large-mixed homes when compared to the survey results.

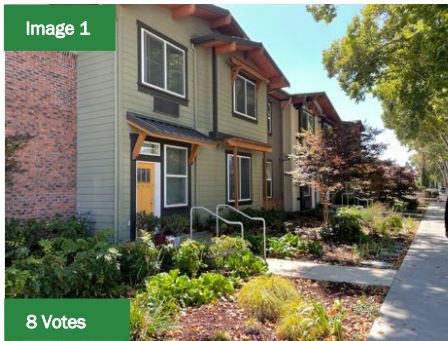
### Detached Housing Preferences



### Duplex and Triplex Housing Preferences



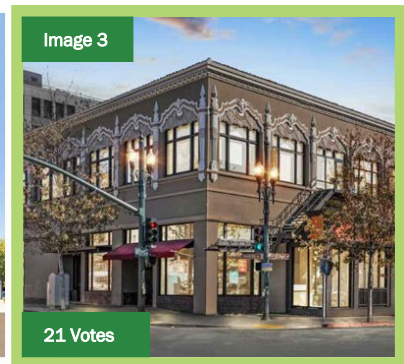
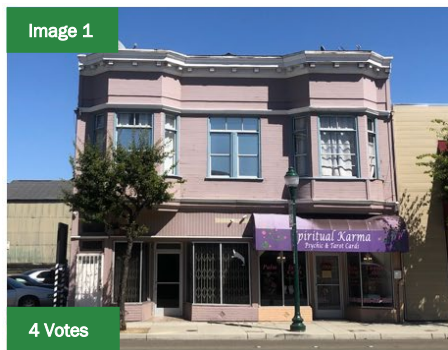
## Townhome Preference



## Multifamily Home Preference

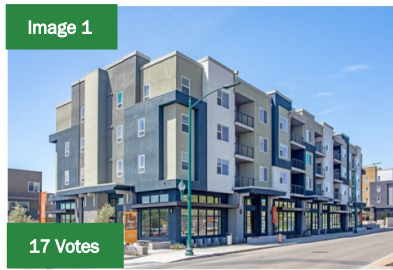


## Small Mixed-Use Building Preference





## Large Mixed-Use Building Preference



## OHHA Community Meeting

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On July 25<sup>th</sup>, the project team virtually attended an Old Highland Homeowners Association (OHHA) Board Meeting, where they presented and led a discussion with approximately five attendees (excluding staff). Attendees at this meeting expressed concern over parking, circulation, grading and drainage in the area. Additionally, they emphasized the importance of the size, scale, massing, location, and preservation of trees in new residential developments. Furthermore, attendees stated that specific frontage standards (such as height and appearance) for hillside developments are crucial. They voiced that residential structures should present as two-story homes from all frontages.

## Downtown Summer Street Fair

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On August 18<sup>th</sup>, the project team attended the Downtown Summer Street Fair in Downtown Hayward. At this event, the team engaged with approximately 30 attendees where they discussed the project and distributed online survey cards.

# APPENDIX



# **Appendix A**

## **Social Pinpoint Responses**

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# **Appendix B**

## **Survey Results**

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# **APPENDIX C**

## **COLLATERAL OUTREACH MATERIALS**

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# Collateral Outreach Materials

## Project Logo

A project logo (Figure 5) was developed by DKS to help the community easily identify the project during the outreach efforts.



FIGURE 5: PROJECT LOGO

This logo was used throughout all outreach efforts including all collateral outreach materials, the project website landing page, and outreach emails.

## Project Website Landing Page

A project specific website landing page was developed and maintained by the City staff to consolidate all project related information, materials, and event information in one place for outreach efforts and for the public to utilize. The website landing page (<https://www.hayward-ca.gov/your-government/departments/planning-division/residential-design-study>) includes the following information:

- Project overview.
- Ways to get involved.
- Online survey link.
- Social Pinpoint.
- Walkshop information.



- Frequently asked questions.
- Contact information for comments, questions, and to sign-up for project updates.
- Meeting Documents associated with the project.

The project website link was promoted in all outreach efforts. Figure 6 shows a portion of the homepage of the website that the City of Hayward developed and maintains.

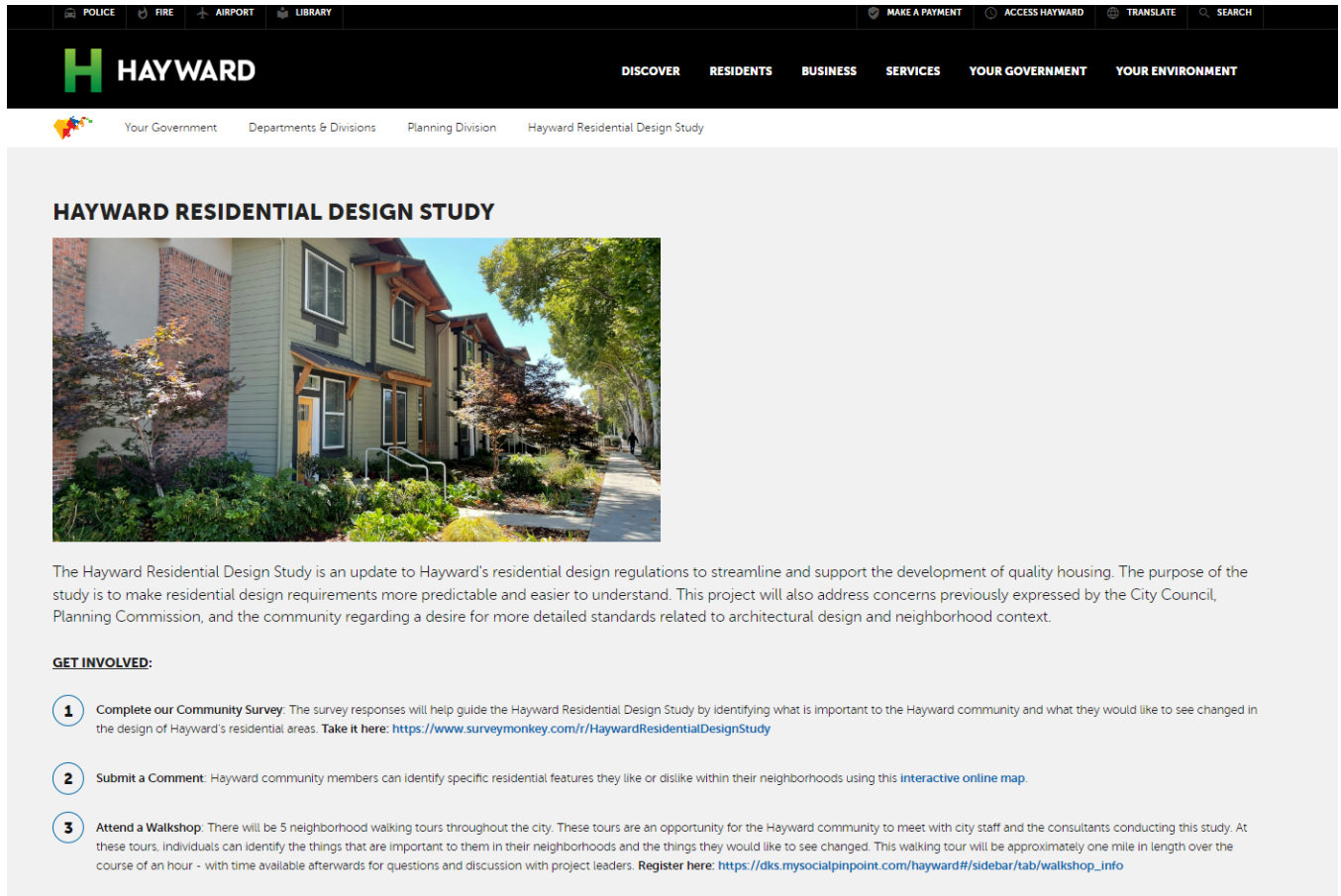


FIGURE 6: PROJECT WEBSITE LANDING PAGE

## Bilingual Informational Cards

Bilingual informational cards were developed to inform and encourage community members to complete the community survey and visit the project website for more information. The bilingual informational cards included the project logo, links to the survey and project website, as well as QR codes for these sites (see Figure 7).



FIGURE 7: BILINGUAL INFORMATIONAL CARDS

These informational cards were distributed during the five workshop events, at the City of Hayward’s Permit Center, and at several community events.

## Bilingual Pull-Up Banner

A bilingual pull-up banner was developed to inform and encourage community members to attend the Workshops and visit the project website for more information. The bilingual pull-up banner included the project logo, information on the five workshops, and a link and QR code for the project website (see Figure 8). The pull-up banner was displayed at the City of Hayward’s Downtown Library Branch and community outreach events leading up to the workshops.



**Walkshops**  
*Recorrido a pie por la comunidad*

**What should housing in Hayward look like? Join us on a walking workshop to share your ideas.**

*¿Cómo se deberían ver las viviendas en su vecindario? Acompáñenos en un recorrido a pie por la comunidad para compartir sus ideas.*



Visit our project website!  
 ¡Visite el sitio web del proyecto!  
<https://tinyurl.com/HaywardRDS>



FIGURE 8: WALKSHOP PULL-UP BANNER

# Stickers

A collection of project stickers were distributed during outreach events. A total of six different designs were created (Figure 9).



FIGURE 9: STICKERS



# Trilingual FAQ

A trilingual Frequently Asked Questions (FAQ) document was created to further inform the community on the Hayward Residential Design Study project. Information included the purpose of the project and ways to get involved. It also included information on the workshops and a link to the interactive mapping tool where the community could share their feedback. Figure 10 shows the FAQ in Mandarin. The FAQ documents are available on the City of Hayward's project landing webpage.



Hayward的住宅区设计研究节目

什么是Hayward住宅设计调查研究？

Hayward的住宅区设计研究节目就是为了更新Hayward住宅区的规定。这个节目的目标也包括提高建设住宅的效率和促进好质量住宅的发展。

Hayward的住宅区设计研究节目的目的是什么？

让房东，租户，发展商，建筑师，和公民更容易预测到住宅区的要求是这个节目的目的。

哪些地区会受到影响？我的社区要改变吗？

Hayward的住宅区设计研究节目不会影响到已经存在的住宅建设。这个节目的目标是让我们创造更容易理解的新住宅设计的要求。如果你在已经存在的住宅新建任何户外的东西，你也会需要符合新住宅设计的要求。

这个节目会影响到住宅区的哪些方面呢？

这个节目会包括住宅区的设计，大小，社区共存性，障碍，停车场和别的公众说是重要的话题。如果你想参加这个研究节目或提供你的意见，请看下面的内容。

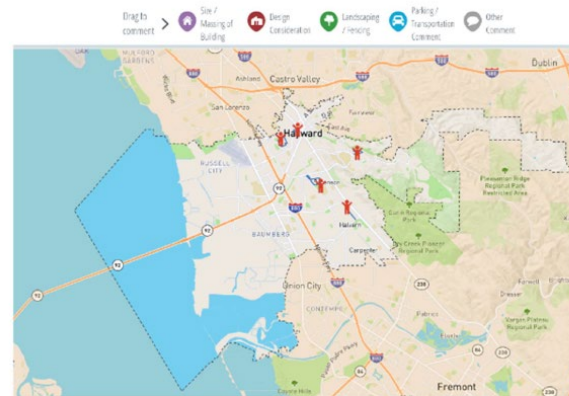
Hayward的住宅区设计研究节目会考虑停车的问题吗？

会，我们在这个研究节目里会做一个停车分析。我们会用分析的结果来告知停车要求的潜在变化。

我觉得这个研究节目应该包括某个地区。我怎么能够告诉你们？

为了让公众参加这个研究节目和提供你们的意见，我们创造了一张互动的地图。这张在网上的互动地图允许你选择一个地区，把你的议论贴上去。你可以点击下面的图片来用这个工具。你也可以去看看我们的互动地图的网站：

<https://dks.mysocialpinpoint.com/hayward#/>



我怎么能够参加这个研究节目？

你可以通过几个方法来参加这个研究节目！

FIGURE 10: MANDARIN FAQ EXAMPLE

# Trilingual Walkshop Flyers

To inform the community of the walkshop events, trilingual walkshop flyers were created. The flyers were created in English, Spanish and Mandarin. The flyer included project background information, the purpose of the project, detailed information on the workshops, links to register for the Walkshop events, and a link and QR code for the trilingual community survey (see Figure 11). The trilingual flyers were distributed during community outreach events attended by City of Hayward staff and were available on the City of Hayward's project landing webpage.

**HAYWARD**  
RESIDENTIAL  
DESIGN STUDY

## Recorrido a pie por la comunidad

### ¿Cómo se debería ver las viviendas en su vecindario?

**ANTECEDENTES DEL PROYECTO:**

El estudio de diseño residencial de Hayward es una actualización de las regulaciones y normas de diseños residenciales de Hayward para simplificar y apoyar el desarrollo de viviendas de calidad.

**PROPOSITO DEL PROYECTO:**

El propósito del estudio es hacer los requerimientos de diseños residenciales más predecibles y fáciles de entender.

**INFORMACION DEL RECORRIDO A PIE:**

Hay cinco recorridos diferentes que les dará la oportunidad de reunirse con el personal de la ciudad de Hayward y los consultores que realizan este estudio.

Cada recorrido a pie será:

- Aproximadamente una milla de largo
- Una hora, con tiempo disponible después para preguntas y discusión

**¿POR QUE CAMINAR?**  
Díganos qué le gusta y qué no le gusta de las viviendas en su vecindario.

**¡Proporcione sus comentarios!**

[www.surveymonkey.com/r/HaywardResidentialDesignStudy](http://www.surveymonkey.com/r/HaywardResidentialDesignStudy)



MÁS INFORMACIÓN DE LA RUTA DETRÁS >

**Recorrido #1**  
**Downtown**  
Sábado, 25 de junio a las 10:30 a.m.  
**PUNTO DE REUNIÓN:** Ayuntamiento de Hayward (Reúnase en la fuente)

**Recorrido #2**  
**Cannery/Burbank**  
Sábado, 25 de junio a las 1:00 p.m.  
**PUNTO DE REUNIÓN:** Escuela Primaria Burbank (Reúnase en el estacionamiento del personal entre B St. y C St.)

**Recorrido #3**  
**Whitman/Mocine**  
Sábado, 25 de junio a las 3:30 p.m.  
**PUNTO DE REUNIÓN:** Estacionamiento del parque Sorensdale (Reúnase en el césped de Jane Ave. y Goodwin St.)

**Recorrido #4**  
**Hayward Hills**  
Lunes, 27 de junio a las 4:00 p.m.  
**PUNTO DE REUNIÓN:** Estacionamiento del parque Old Highland

**Recorrido #5**  
**South Hayward**  
Lunes, 27 de junio a las 6:30 p.m.  
**PUNTO DE REUNIÓN:** Estacionamiento del BART de South Hayward (Lado sur del estacionamiento)

MEETING PLACE  
WALKING ROUTE

HAGA CLIC AQUÍ PARA LLENAR LA ENCUESTA:  
[WWW.SURVEYMONKEY.COM/R/HAYWARDRESIDENTIALDESIGNSSTUDY](http://WWW.SURVEYMONKEY.COM/R/HAYWARDRESIDENTIALDESIGNSSTUDY)

PARA REGISTRARSE A UN WALKSHOP, POR FAVOR VISITE:  
[HTTPS://DKS.MYSOCIALPINPOINT.COM/HAYWARD#SIDEBAR/TAB/WALKSHOP\\_INFO](https://dks.mysocialpinpoint.com/hayward#sidebar/tab/walkshop_info)

FIGURE 11: SPANISH FLYER EXAMPLE

## TRILINGUAL SURVEY

To obtain initial public feedback on residential design preferences, a 20-question trilingual survey (Figure 12) was developed by the project team. The trilingual survey link was included in all the outreach materials such as the website landing page, informational cards, pull-up banner, FAQ's, walkshop flyers, and the interactive mapping tool. Printed surveys were also available for community members attending the walkshops. Results from the survey are further discussed in the *Survey Responses Received* section of this report.



**Hayward Residential Design Survey**  
**Encuesta De Diseño Residencial De Hayward**  
**海沃市住宅設計調查**

Which one of the following examples of **Detached Housing** do you like best? (Select One)  
 ¿Cuál de los siguientes ejemplos de Viviendas Unifamiliares le gusta más? (Seleccione uno)  
 下圖的獨立屋中你最喜歡哪個?



What features of the above home do you like best? (Select All Applicable)  
 ¿Cuáles características de esta casa le gustan más? (Seleccione una o más opciones)  
 以上房屋的特徵你最喜歡? (選所有合適的答案)

- Building Shape and Size / El tamaño y la forma del edificio/edificio / 建築形狀和大小
- Overall Building Design / Diseño general del edificio / 總的建築設計
- Front Yard and Entryway / Patio de enfrente y Entrada / 前院和大門

Other / Otro / 其他

Which one of the following examples of **Duplexes and Triplexes** do you like best? (Select One)  
 ¿Cuál de los siguientes ejemplos de Dúplex y Triplex le gusta más? (Seleccione uno)  
 下面的哪個雙複式和三複式住宅你最喜歡? (選一)



What features of the above building do you like best? (Select All Applicable)  
 ¿Cuáles características de este edificio le gusta más? (Seleccione una o más opciones)  
 以上房屋的特徵你最喜歡? (選所有合適的答案)

- Building Shape and Size / El tamaño y la forma del edificio / 建築現狀和大小
- Overall Building Design / Diseño general del edificio / 總的建築設計
- Front Yard and Entryway / Patio de enfrente y Entrada / 前院和入口處

Other/Otro / 其他

Which one of the following examples of **Townhomes** do you like best? (Select One)  
 ¿Cuál de los siguientes ejemplos de casas adosadas (Townhomes) le gusta más? (Seleccione uno)  
 下面連體公寓樣板你最喜歡哪個? (選一)



FIGURE 12: TRILINGUAL SURVEY

## Interactive Mapping Tool

An interactive mapping tool was developed to provide the public with an opportunity to give location-specific feedback, comments, or ideas for the project (Figure 13). The link to this interactive mapping tool was shared on the project website landing page, FAQ's, during community outreach events, and outreach emails. The interactive mapping tool also included the walkshop routes, walkshop information, registration links to the walkshop events, and a link to the project survey. Results from the interactive mapping tool are further discussed in the *Social Pinpoint Map Outreach* section of this report.

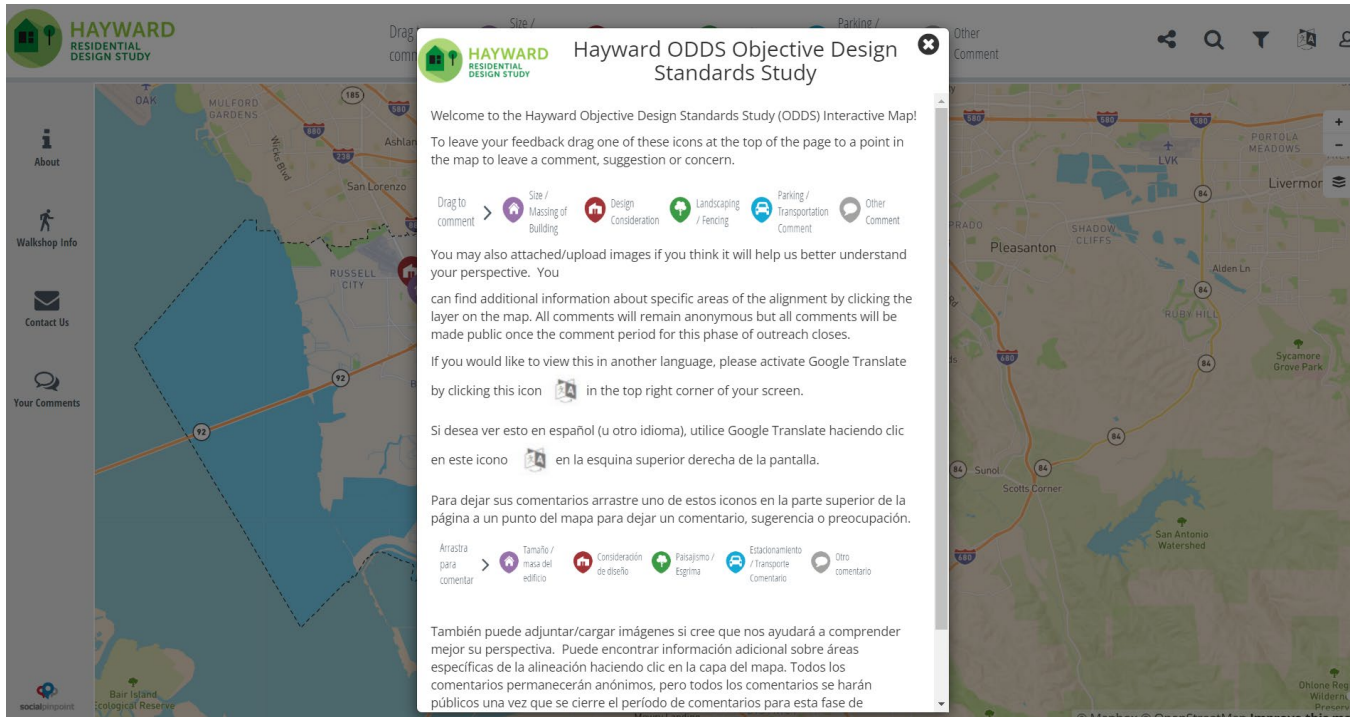


FIGURE 13: INTERACTIVE MAPPING TOOL



# **Appendix D**

## **Community Outreach Efforts**

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# Community Outreach Efforts

## Virtual Engagement

Virtual engagement efforts for the Hayward Residential Design Study included emails to their listservs for “The Stack,” the Housing Element, and Planning Commission and social media posts on Twitter, Facebook, Instagram, and Nextdoor.

### Listserv Emails

#### “The Stack”

“The Stack” is the City’s official newsletter that notifies members of community events, city news and other important updates happening in within Hayward. On June 14, 2022, an email was sent to “The Stack” listserv to inform and invite readers to participate in the Hayward Residential Design Study (see Figure 14).

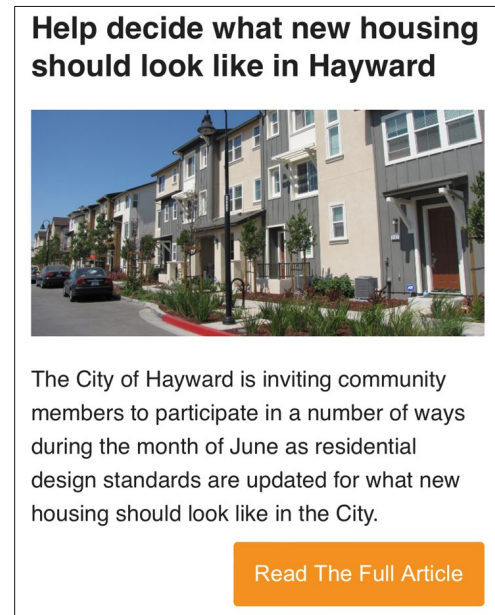


FIGURE 14: "THE STACK" NEWSLETTER

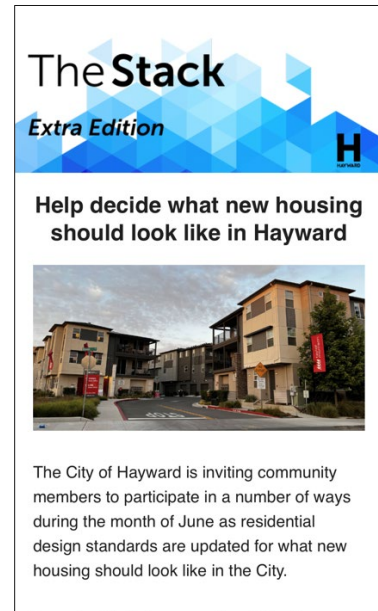


FIGURE 15: "THE STACK" EXTRA EDITION NEWSLETTER

A total of 63,216 members of “The Stack” were reached from this email. The email had an open rate of 34.5 percent (21,787 members) and 374 clicks. On June 23, 2022, an additional email was sent to members of “The Stack” to remind them and invite them to participate in the Hayward Residential Design Study (see Figure 15). This additional email reached a total of 63,050 members. It had an open rate of 34 percent (28,491 members) and 1,133 clicks.

## Housing Element and Planning Commission Listserv

On June 21, 2022, an email was sent to the Housing Element listserv and the Planning Commission listserv informing them of the Hayward Residential Design Study and inviting them to the Walkshop events. The email to Housing Element listserv was viewed by 172 members and had an open rate of 43.3 percent. The Planning Commission listserv reached all seven Commissioners.

## Social Media Posts

Social media posts for the neighborhood Walkshops and community surveys were made and posted to the City of Hayward’s social media accounts in English and Spanish.

### Twitter

Through the month of June, a total of 14 tweets were posted to invite people to attend the neighborhood Walkshops. Altogether, these 14 tweets generated a total of 2,723 impressions, 58 users engaging with the posts, and six users clicking on the links.

Throughout the months of June and July, an additional 16 tweets were posted to invite people to complete the community survey. See Figure 16 for an example tweet that was posted.

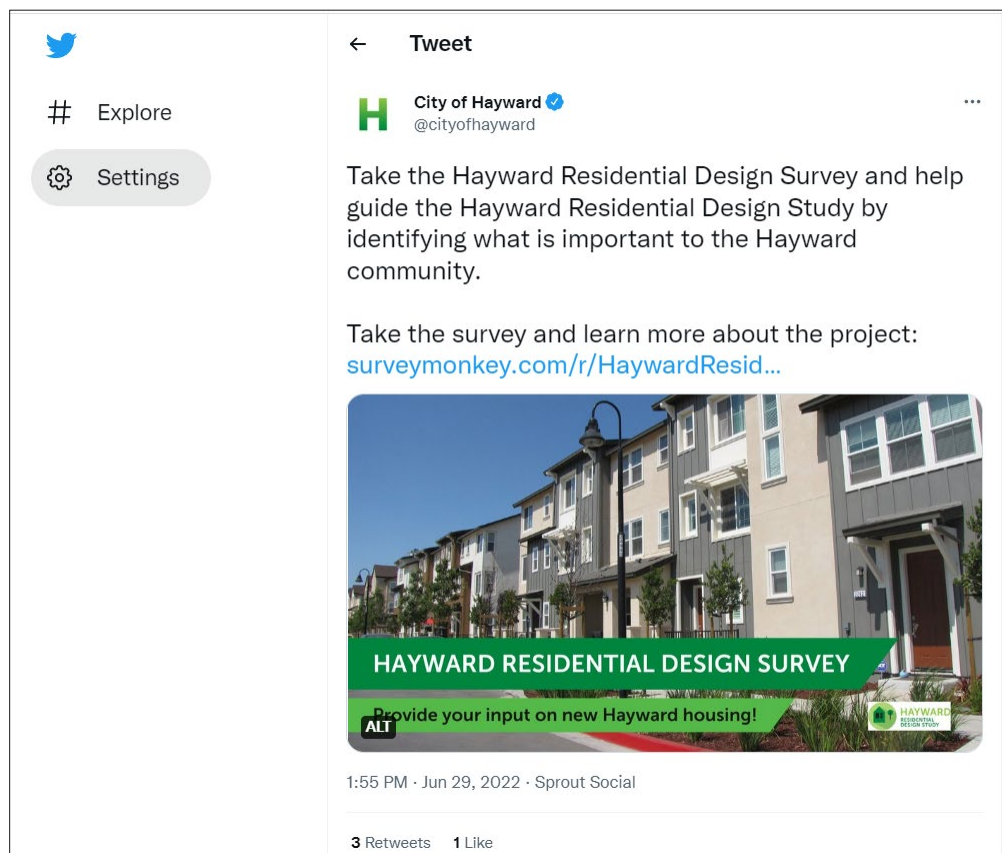


FIGURE 16: TWITTER POST EXAMPLE

## Facebook

Through the month of June, a total of eight posts invited people to attend the neighborhood Walkshops. Altogether, these eight Facebook posts generated a total of 4,236 impressions, 279 users engaging with the posts, and 44 users clicking on the links.

Throughout the months of June and July, a total of nine posts were posted to invite people to complete the community survey. See Figure 17 for an example of the Facebook post.

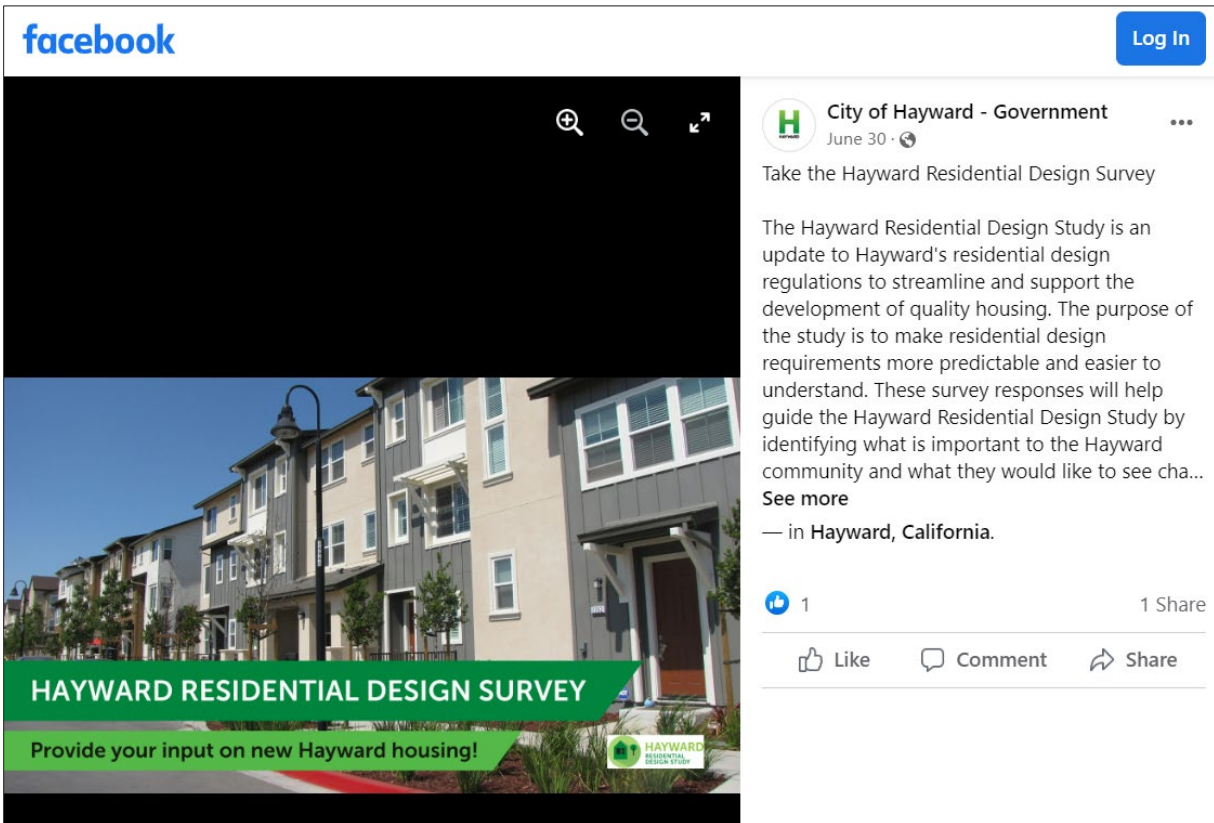


FIGURE 17: FACEBOOK POST EXAMPLE

## Instagram

Through the month of June, a total of six posts were posted to invite people to attend the neighborhood Walkshops. Altogether, these six Instagram posts generated a total of 3,169 impressions and 52 users engaging with the post.

Throughout the months of June and July, a total of six posts invited people to complete the community survey. See Figure 18 for an example of an Instagram post.



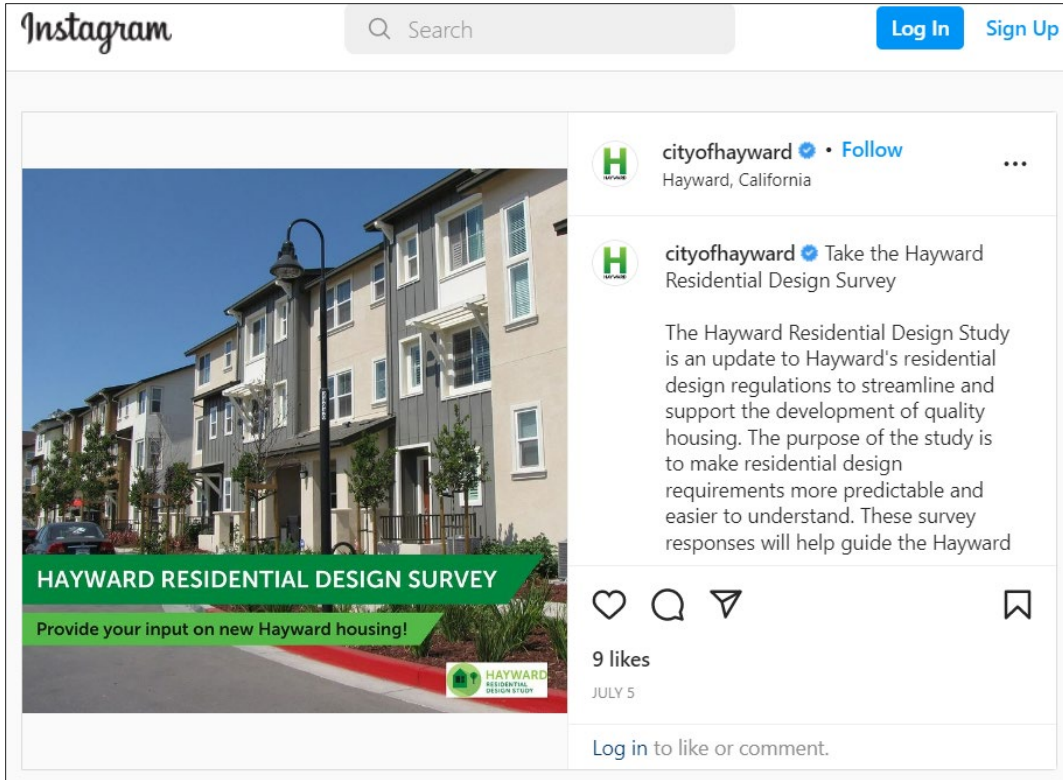


FIGURE 18: INSTAGRAM POST EXAMPLE

## Nextdoor

Through the month of June, a total of eight posts invited people to attend the neighborhood walkshops. Altogether, these eight Nextdoor posts generated a total of 1,765 impressions and two users click on the links.

Throughout the months of June and July, a total of 2 posts were posted on the City of Hayward's Nextdoor account to invite people to complete the community survey.