



## City of Hayward Downtown Specific Plan Public Workshop Summary Notes

January 25, 2017

6:00pm – 8:00pm

Hayward City Hall, 777 B St, Hayward, CA 94541 Conference Room 2A

---

### I. Introduction

On January 25, 2017, the City of Hayward and Consultant Team held the first of three Public Workshops for the City of Hayward Downtown Specific Plan.

Over 53 attendees signed in (excluding City staff and the Consultant Team), with affiliations ranging from Downtown Specific Plan Task Force members, local residents, business owners and operators, and special interest groups. Workshop activities included attendees being asked to submit a statement on their long-term vision for Downtown Hayward by completing the following sentence: “in 30 years, I want Downtown Hayward to...”.

### II. Presentation Summary

After Damon Golubics welcomed the attendees, introduced City staff and gave the Consultant Team the opportunity to introduce themselves, Lisa Wise Consulting, Inc. (LWC) presented an overview of the project, makeup of the Consultant Team, outreach program, project schedule, and next steps. LWC also summarized feedback obtained from the first joint-City Council Planning/Commission working session, first Task Force meeting, and two days of personal interviews.

Following LWC’s presentation, Opticos Design, Inc. (ODI) presented on key characteristics of great places. The presentation provided an overview of how urban design elements contribute to a vibrant downtown and how they may be applied in the City of Hayward. The presentation also included examples of short and long term revitalization strategies.

### III. Breakout Session Summary

Following the presentation, attendees broke into groups (at 6 tables) for a discussion of key issues coupled with a mapping exercise focused on the Plan Area. Each table had a group facilitator, a member of LWC or ODI, who posed questions to facilitate discussion on a range of topics related to identity, mobility, public realm, and downtown amenities. The participants were asked to draw on the maps to illustrate their ideas in response to the questions.

Following the breakout session, representatives from each of the tables presented to the entire group on key points from their discussion. LWC and ODI staff took detailed notes of the discussion on a flip-chart and posed additional questions for clarification.

Below is a summary of key points:



1. **Affordable Housing.** Attendees expressed their desire to increase and preserve affordable housing Downtown and affordability in general.
2. **Traffic Safety.** Attendees noted the need for measures to improve safety for pedestrians and cyclists throughout Downtown, pointing out the locations of especially dangerous street segments and intersections, and the potential location for new/enhanced bicycle and pedestrian facilities.
3. **Increased Transit Service.** Attendees describes potential new transit expansions into Downtown, including new AC Transit routes and rapid shuttle service.
4. **Opportunity and Catalyst Sites.** Attendees pointed out specific “opportunity sites” for new development projects that would help to catalyze the area’s revitalization.
5. **Increased Personal Safety.** Attendees described issues of personal safety in Downtown, specifically pointing out the locations of unsafe areas and potential strategies to improve safety.
6. **Excessively Large Blocks.** Attendees described issues associated with excessively large blocks, such as diminished walkability, high traffic speeds and pedestrian safety.
7. **Preservation of Character.** Attendees expressed their desire to preserve and enhance attributes associated with the area’s existing character, including the preservation of historic buildings and existing businesses.
8. **Heart of Downtown.** Attendees generally identified the “heart” of Downtown as the B-Street corridor (the intersection of B and Main in particular), the BART Station, Library Plaza, and City Hall. They also noted the lack of connectivity among the “heart” and other parts of the Downtown.
9. **Conversion of One-Way Streets.** Attendees discussed the safety issues associated with Downtown’s existing one-way streets, and identified streets to convert into two-way streets.
10. **Need for Office Space.** Attendees discussed the need for office space and higher-wage and greater diversity of jobs Downtown.
11. **New Connections.** Attendees discussed the need for improved connections to Downtown from surrounding neighborhoods (upper Foothill Blvd area in particular), and pointed out potential locations of new connections.

The breakout session lasted approximately one hour.



## IV. Meeting Attendees

### Public

Nauriciu Arguello, USPS  
Mimi Bauer, DTSP Task Force Member  
Esmeralda Bautista  
Pr Bothner  
Karea Brum, B St. Business Owner  
Andrea Charvet  
Anthony Compopiono  
Natalina Compopiono  
Marielle Cuison  
Allen Davidson, Eden Jewelry  
Larry Davidson, Eden Jewelry  
Steven Dunbar, DTSP Task Force Member  
Jerry Egusa, 1014 B St.  
Suzanne Egusa, 1014 B St.  
Rocky Fernandez  
Klat Fujii  
Paul Gonsalves  
Jennifer Gonsalves  
Carl Gorringer  
Larry Gray, DTSP Task Force Member  
Antonette Harmon, DTSP Task Force Member  
Robert Harmon, DTSP Task Force Member  
Lory Hawley, DTSP Task Force Member  
Susie Hufstader, Bike East Bay  
Kim Hugget  
Glenn Kirby  
Larry Johnmann  
Carolyn Leanilin, St. Gabriel's Catholic Books  
Sherman Lewis, Hayward Area Planning Association (HAPA)  
Cecilia Miskic  
Lynette Marshall  
Que Nguyen  
Otis Ogata  
Al Parso  
Richard Patenaude, DTSP Task Force Member  
Charles Purvis, DTSP Task Force Member  
Didacus Ramus  
Alfredo Rodriguez, Vintage Alley  
Howard Schindler  
Edward Sandulyak  
Simur Sandhu  
Giancaru Scalise  
Bob Simoni  
Ghane Smith, Salesforce



Stacy Snowman, DTSP Task Force Member  
Donna Stanley  
Mary Thomas, D St. Resident & City Employee  
Diane Thornton  
Jianhon Wang  
Nathan Williams

**City of Hayward**

Stacy Bristow, Deputy Director of Development Services  
Maria Hurtado, Assistant City Manager  
Morad Fakhrai, Public Works Director  
Fred Kelly, Transportation Manager  
Damon Golubics, Senior Planner- Development Services Department  
Edward Sandulyak, Code Enforcement Division – Development Services Department  
Marcus Martinez, Assistant Planner – Development Services Department  
Minane Jameson, Hayward Area Recreation and Park District  
Cecilia Melero, Administrative Clerk

**Consultant Team**

Lisa Wise, Lisa Wise Consulting, Inc.  
Henry Pontarelli, Lisa Wise Consulting, Inc.  
Kathryn Slama, Lisa Wise Consulting, Inc.  
Forrest Chamberlain, Lisa Wise Consulting, Inc.  
Arti Harchekar, Opticos Design, Inc.  
Stefan Pellegrini, Opticos Design, Inc.  
Drew Finke, Opticos Design, Inc.  
Joseph Abbamonte, Opticos Design, Inc.