

LOOKING FORWARD  
**2040**  
HAYWARD GENERAL PLAN



**2040 VISION**  
**AND GUIDING PRINCIPLES**

March 2013



## Introduction

*"The only thing worse than being blind is having sight, but no vision."*

Helen Keller



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.



This document synthesizes the collective input received from the City's visioning efforts and outlines a unified vision that generally captures the community's future aspirations. It also includes guiding principles, which are broad statements that express the community's priorities and further define the City's focus for achieving the vision.



The Vision and Guiding Principles will be used to guide the development of a new general plan for the City of Hayward. Every city and county in California is required to have a general plan, which is a coordinated and strategic document that establishes the community's long-term goals and policies related to growth and development. The Vision and Guiding Principles will set the overall focus and priorities for the Hayward 2040 General Plan update. They will help the City of Hayward and the Hayward community develop and evaluate alternative solutions to achieve the vision, and will guide the development of the policies and strategies that will ultimately form the City of Hayward 2040 General Plan.

## Major Visioning Efforts

Below is a list of the major visioning efforts that occurred in late 2012 and early 2013:

### 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:

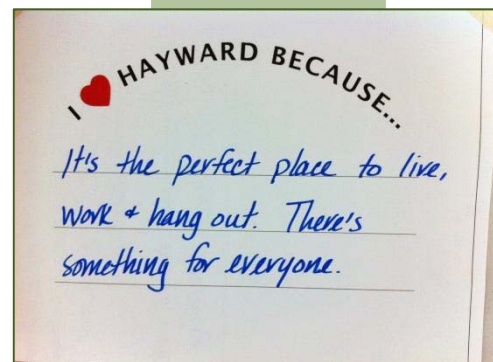
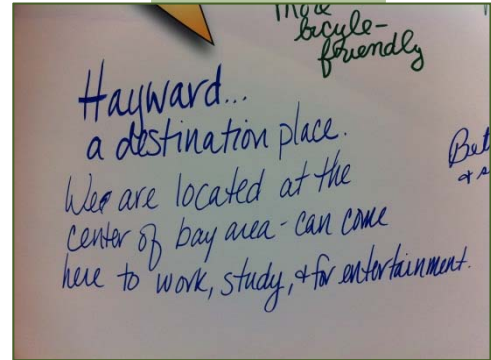
- Written surveys were distributed in December at all Community Workshops, City Hall, and the Hayward Public Library
- An on-line version of the survey was promoted through the City's email distribution lists and the City's website

### Hayward2040.org:

- An on-line brainstorming and discussion board for the visioning efforts was active between January 22<sup>nd</sup> and February 15<sup>th</sup>

A summary of the comments received as a result of the above visioning efforts can be downloaded at:

- <http://www.hayward-ca.gov/GENERALPLAN/>





### City of Hayward 2040 Vision

After years of improvement and forward progress, Hayward will be a distinguished and desirable community known for its central Bay Area location, vibrant and prosperous Downtown, attractive neighborhoods, excellent public schools, robust economy, and growing reputation as one of the best college towns in the Western United States. With a variety of clean, safe, and green neighborhoods, and a safe and accessible network of neighborhood 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 learning, entertainment, arts and culture, recreation, and commerce. **In summary, Hayward will be a community that individuals, families, college 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:

- Hayward should have **excellent schools** and youth enrichment activities and programs in every neighborhood.
- Hayward should have **safe and clean neighborhoods** that support a diverse population, encourage long-term residency, and inspire all residents (young and old) to live active, healthy, and green lifestyles.
- Hayward should **improve and maintain existing infrastructure** and **provide excellent police, fire, and emergency preparedness and response services** to meet the current and future needs of the community.
- Hayward should have **a robust and diversified economy** that is based on innovation, creativity, private-sector investment, and local entrepreneurship.
- Hayward should have **a safe, vibrant, and prosperous Downtown** that serves as a destination for business, shopping and dining, arts and entertainment, and college-town culture.
- Hayward should have a reputation as **one of the best college towns** in the West.
- Hayward residents, workers, and students should have a variety of **safe, affordable, and convenient transportation** choices.
- Hayward should **preserve and enhance its baylands, hillsides, and regional parks** to protect environmental resources 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, 35<sup>th</sup> President of the United States



## Guiding Principle #1:

**Hayward should have excellent schools and youth enrichment activities and programs in every neighborhood.**

Improving Hayward’s 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 public school administration or curriculum, it will expand and improve its youth enrichment services and programs and work with local school districts to upgrade school facilities, provide access to cutting-edge technology, improve school safety and security, and enhance school performance. Improving school performance will require coordination 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 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 that support a diverse population, encourage long-term residency, and inspire all residents (young and old) 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, green and desirable 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 youth and seniors will also be supported. Senior services and programs will help Hayward's older generation "age in place" and 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 improve and maintain existing infrastructure and provide excellent police, fire, and emergency preparedness and response services to meet the current and future needs of the community.**



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, 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 have a robust and diversified economy that is based on innovation, creativity, private-sector investment, 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, vibrant, and prosperous Downtown that serves as a destination for business, 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 that offers enhanced shopping, dining, and cultural experiences for residents, families, college 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 of the 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 Community





### Guiding Principle #6

**Hayward should have a reputation as one of the best college towns in the West.**

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.



*“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 a variety of safe, affordable, and convenient transportation choices.**



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.



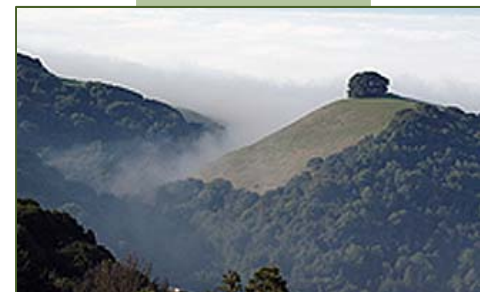
### Guiding Principle #8

**Hayward should preserve and enhance its baylands, hillsides, and regional parks to protect environmental resources 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, 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





Visit the project website or contact us for more information:

<http://www.hayward2040.org/>

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