



POLICY DOCUMENT: PART 1

INTRODUCTION

What is a General Plan?

California State law requires each city and county to prepare and adopt a comprehensive and long-range general plan (California Government Code Section 65300). A general plan is a comprehensive planning document that provides a city or county with a policy framework to guide decision-making related to land use, growth and development, safety, and open space conservation.

To emphasize its importance, the general plan has been called the “constitution” for land use and development. The general plan and its maps, diagrams, and development policies form the basis for the city’s zoning and subdivision ordinances and public works projects. Under California law, no specific plan, area plan, community plan, zoning ordinance, subdivision map, nor public works project may be approved unless the city or county finds that it is consistent with the general plan.

What is the Hayward 2040 General Plan?

The Hayward 2040 General Plan establishes a community-based vision for the future of Hayward, and establishes goals, policies and implementation programs to help the City and greater Hayward community achieve that vision. The General Plan is the City’s overarching planning document and provides a blueprint for growth and development by setting land use policy citywide. The General Plan consists of two documents: the Background Report and the Policy Document. The Background Report provides a comprehensive overview of the existing setting (2012) of the Hayward community. The Policy Document contains the goals, policies, and implementation programs that will guide future growth and development within the City of Hayward.

State law requires general plans to address seven mandatory topics or “elements”. The seven mandatory elements are land use, circulation, housing, open space, conservation, safety, and noise (California Government Code Section 65302). A general plan may also include other elements that address various challenges and opportunities that are unique to the jurisdiction (California Government Code Section 65303). Under State law, if optional elements are included in the general plan, they carry the same weight of law as those that are legally mandated.

The Hayward 2040 General Plan addresses the seven mandatory elements and includes several optional elements. Table 1-1 lists the elements of the Hayward 2040 General Plan and shows how the elements are organized to meet the mandatory requirements of State law.

TABLE 1-1: ELEMENTS OF THE HAYWARD 2040 GENERAL PLAN								
Hayward 2040 General Plan Elements	General Plan Elements Required by State Law							Optional Elements Allowed By State Law
	Land Use	Circulation	Housing	Conservation	Noise	Open Space	Safety	
Land Use and Community Character	●							
Mobility		●						
Economic Development								●
Housing			●					
Community Safety							●	●
Public Facilities and Services								●
Natural Resources				●		●		
Hazards					●		●	
Education and Lifelong Learning								●
Community Health and Quality of Life								●

The Hayward 2040 General Plan also functions as a climate action plan and community risk reduction plan. A climate action plan is a comprehensive strategy to reduce greenhouse gas emissions. Hayward prepared and adopted a Climate Action Plan in 2009. As part of the General Plan update process, the City re-evaluated the greenhouse gas reduction estimates assigned to individual actions contained in the adopted Climate Action Plan. The analysis resulted in the development of new and modified actions. The 2040 General Plan integrates the new and modified actions within its overall policy framework. This integrated approach allows the 2040 General Plan to be recognized as a “Plan for the Reduction of Greenhouse Gas Emissions” (as allowed for in section 15183.5 of the California Environmental Quality Act Guidelines) and as a “Qualified Greenhouse Gas Reduction Strategy” by the Bay Area Air Quality Management District. As a result, the elements of what would otherwise be a “stand-alone” climate action plan have been incorporated into the Hayward 2040 General Plan.

A community risk reduction plan is a comprehensive strategy to minimize community health risks associated with toxic air contaminants (TACs) and fine particulate matter (PM2.5) in both existing and new development. Similar to the Climate Action Plan integration, the 2040 General Plan integrates the typical elements of a community risk reduction plan into the policy framework of the General Plan. The policy framework includes specific long-term goals, policies, and implementation programs to reduce communitywide exposure to TACs and PM2.5. This integrated approach allows the City to incorporate the analysis and components of a “stand-alone” community risk reduction plan into appropriate section of the General Plan.

The Hayward 2040 General Plan includes an integrated Climate Action Plan and Community Risk Reduction Plan.

Climate Action Plan

The General Plan contains policies and implementation programs that serve as actions to reduce greenhouse gas emissions. These policies and programs are identified with a special symbol:



The overall objectives of these policies and implementation programs are to reduce Hayward’s greenhouse gas emissions by:

- 20 percent below 2005 baseline levels by 2020,
- 62.7 percent below 2005 baseline levels by 2040, and
- 82.5 percent below 2005 baseline levels by 2050.

How is the General Plan Policy Document Organized?

The Hayward 2040 General Plan Policy Document is organized into four parts, each of which are further divided into several subsections:

- **Part 1: Introduction**
 - What is a General Plan?
 - What is the Hayward 2040 General Plan?
 - How is the General Plan Policy Document Organized?
 - How Can I Use the General Plan?
 - How was the General Plan Prepared?
- **Part 2: City Profile and Vision**
 - City Profile: What is Hayward Like Today (2012)?
 - 2040 Vision: What is the Community's Vision for the Future of Hayward?
- **Part 3: General Plan Elements**
 - Land Use and Community Character Element
 - Mobility Element
 - Economic Development Element
 - Community Safety Element
 - Natural Resources Element
 - Hazards Element
 - Education and Lifelong Learning Element
 - Community Health and Quality of Life Element
 - Public Facilities and Services Element
 - Housing Element (to be provided)
- **Part 4: General Plan Administration and Implementation**
 - Priority Implementation Programs
 - Administering the General Plan
 - General Plan Consistency in Implementation
 - Categories of Implementation Actions/Tools
 - Specific Implementation Programs

How Can I Use the General Plan?

The Hayward 2040 General Plan is intended for use by a variety of individuals and organizations, including residents, businesses, developers, City staff, the City Council, and appointed boards and commissions. The web-based format of the General Plan allows users to search key words to quickly find topics of interest and to identify and review all related goals, policies, and implementation measures. This feature provides a high-level of convenience for users. However, it does have the potential to provide users with a narrow understanding of the full scope and breadth of the General Plan. Users need to realize that the goals and policies throughout the General Plan are interrelated and should be examined comprehensively. All goals and policies must be considered together when making decisions related to land use, growth, and development.

Below is a brief summary of how various individuals and groups can use the General Plan.

Residents

For Hayward residents, the General Plan indicates the general types of uses that are permitted around housing, the long-range plans and changes that may affect neighborhoods, the programs and services the City will develop or enhance to improve quality of life, and the policies the City will use to evaluate future development applications. Sections of the General Plan that are probably of most interest to residents include the Vision and Guiding Principles (Part 2), and the following General Plan Elements (Part 3): Land Use and Community Character; Community Health and Quality of Life; Community Safety; Mobility; and Education and Lifelong Learning.

Businesses

For Hayward businesses, the General Plan outlines the actions that the City will take to help support local business and expand and diversify the local economy. Sections of the General Plan that are probably of most interest to businesses include the Vision and Guiding Principles (Part 2), and the following General Plan Elements (Part 3): Economic Development; Education and Lifelong Learning; Land Use and Community Character; and Community Safety.

Developers

For developers working within the City of Hayward, the General Plan provides an overview of the Hayward community, summarizes its vision for the future, and outlines the general policies and expectations for future development. Developers should review all elements of the General Plan to gain an understanding of challenges and opportunities related to land use and economic development within the Hayward community. Other applicable documents and ordinances, such as specific plans, area plans, form-based codes, the Zoning Ordinance, and Design Guidelines should also be reviewed to get a complete perspective on the City's regulatory documents and processes.

City Staff

The General Plan is a tool to help City staff make decisions related to programs and services, capital improvement projects, and land use and development applications. It also provides the goal and policy framework for City staff to make land use recommendations to the City Council, Planning Commission, and other boards and commissions. In addition, the General Plan provides a detailed implementation program that identifies actions to be completed by City staff. The implementation programs can be used as a guide to establish annual work programs and budgets.

City Council, Boards, and Commissions

For the City Council and appointed boards and commissions, the General Plan is a tool to guide City decisions and capital improvement projects. Future land use and development decisions and infrastructure improvements must be consistent with the General Plan. As a result, the General Plan provides the policy framework to be considered by the City Council, Planning Commission, and other appointed boards and commissions.

Partnering and Supporting Agencies

The City of Hayward will rely on partnerships with other supporting agencies to implement the General Plan. These agencies include, but are not limited to, the Hayward Area Recreation and Park District (HARD), the East Bay Regional Park District, the Association of Bay Area Governments (ABAG), the Hayward Unified School District, Alameda County, Chabot College, and Cal State University, East Bay. The General Plan is intended to help these agencies as they contemplate

actions that affect the Hayward community and help the City form partnerships in order to achieve the community's vision for Hayward.

How was the General Plan Prepared?

A team of City staff and technical consultants prepared the initial drafts of the Hayward 2040 General Plan. However, the majority of the ideas and concepts within the General Plan originated from members of the Hayward community. By engaging in a comprehensive community involvement process, members of the Hayward community provided substantial input that influenced the formation of the General Plan goals, policies, and implementation programs. The City Council-appointed General Plan Update Task Force provided critical input throughout the process and deserves substantial credit for assisting in the preparation of the Plan. Finally, guidance and direction from the City Council and Planning Commission confirmed the City's priorities and General Plan policy.

As shown in Table 1-2, the Hayward 2040 General Plan was prepared through a seven-phased process. Each phase is described below.

Phase 1: Understanding Hayward

The City initiated Phase 1 in October 2012. This phase involved background research to gain a detailed understanding of the issues and opportunities facing the Hayward community. A variety of topics were analyzed, including: population and housing; land use and community character; economic development and employment; mobility; natural resources; hazards, community safety; noise; schools; parks and recreation; public services and utilities; and public health. City staff and the consultant team prepared a Background Report to summarize the major findings of the research and analysis. The Background Report is published as a separate document but is part of the General Plan.

**TABLE 1-2:
HAYWARD 2040 GENERAL PLAN PROCESS**

Phases	2012	2013				2014	
	4 th Quarter	1st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter	1st Quarter	2 nd Quarter
Phase 1	Understanding Hayward						
Phase 2	Community Visioning						
Phase 3			Goals and Policies				
Phase 4				Preliminary Draft General Plan			
Phase 5				Environmental Review			
Phase 6					Public Review of General Plan		
Phase 7							Plan Adoption

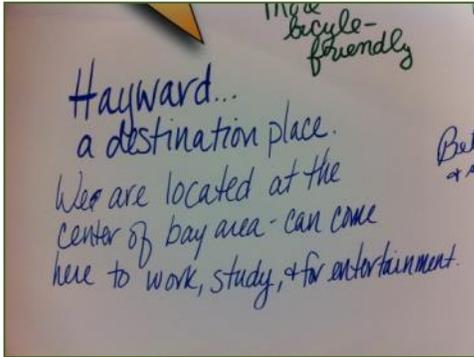
Phase 2: Community Visioning

Phase 2 involved a comprehensive community engagement process that began in November 2012. The purpose of this phase was to gain an understanding of the community’s values, priorities, and aspirations, and to work collectively to formulate a vision for the future of Hayward. Community input was collected by the following visioning efforts:

- Community Workshops
- Community Survey
- Neighborhood Meetings
- Hayward2040.org
- Preparation and Review of Draft 2040 Vision and Guiding Principles

“Hayward is the perfect place to live, work, and hang-out. There’s something for everyone.”
Hayward Resident

These visioning efforts are described below.



Community Workshops

The City of Hayward conducted six Community Workshops in November and December 2012. The Workshops were held in several locations throughout the City:

- 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



At each workshop, City Staff presented an overview of the General Plan. The presentation described what a General Plan is and why it is important. After the presentation, community members participated in a variety of interactive exercises to provide input on the General Plan and to identify the community's values, concerns, priorities, and ideas for improving Hayward.



After the exercises, community members participated in a large group discussion to summarize the major ideas or themes expressed during the exercises.

Community Survey

The City conducted a Community Survey to gain input related to a variety of topics, including transportation, dining and entertainment, education, housing, parks and open space, sustainability, and emergency readiness. The City distributed the Community Survey at all Community Workshops, City Hall, and the Hayward Public Library. Community members also took the survey on-line.

Neighborhood Meetings

To gain additional input on the General Plan, the City provided the General Plan Update Task Force with an Outreach Toolkit. The Outreach Toolkit contained resources that Task Force members used to organize and conduct small meetings with their neighbors and various community groups. Task Force members organized and conducted ten Neighborhood Meetings in January and February 2013:

- January 16, 2013: Community Services Commission
- January 19, 2013: Prospect Hill Neighborhood Association
- January 22, 2013: Woodland Estates Community 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, 2013: Hayward Senior Center
- January 31, 2013: Hayward Senior Center
- February 5, 2013: Chabot College



At each meeting, community members discussed the General Plan process and participated in a variety of interactive exercises to identify the community's values, concerns, priorities, and ideas for improving Hayward.

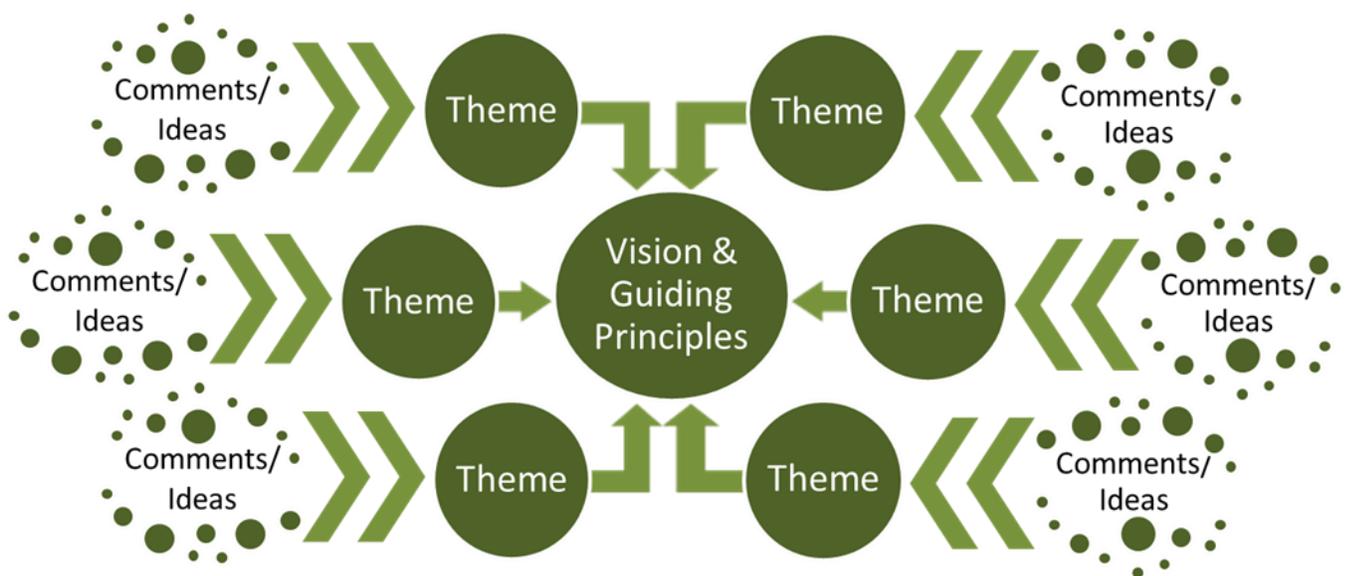
Hayward2040.org

Hayward2040.org was a discussion forum and idea-generation website that helped the City get citizen input about the General Plan. The City recognized that many members of the Hayward community would not have the time to attend community workshops and neighborhood meetings. Hayward2040.org provided an additional opportunity for residents to participate in the process and express their ideas for improving Hayward. Hayward2040.org was used throughout the General Plan Update process to discuss a variety of topics and ideas related to improving Hayward and establishing a vision for the future of the community.



Preparation and Review of the Draft 2040 Vision and Guiding Principles

City staff and the consultant team organized and summarized all of the comments and ideas that were generated from the community engagement efforts described above. City staff identified the major themes that resonated with the community members and then used these themes to develop the Draft 2040 Vision and Guiding Principles.

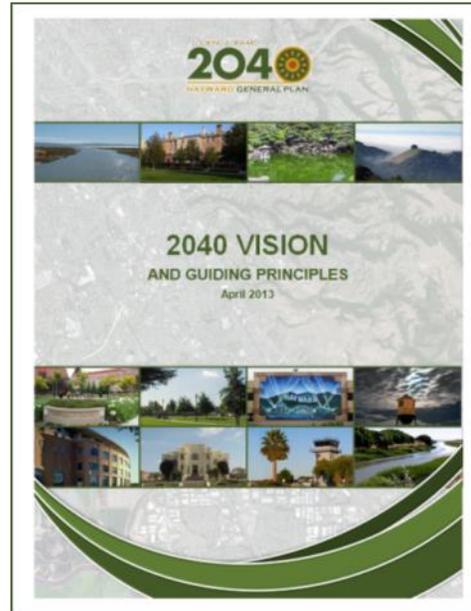


The Draft 2040 Vision and Guiding Principles document was then reviewed and refined by General Plan Update Task Force, the City Council and Planning Commission, and at two public workshops, and several neighborhood meetings organized by Task Force members:

- February 7, 2013: General Plan Update Task Force Meeting
- February 19, 2013: City Council and Planning Commission Joint Work Session
- March 6, 2013: Community Workshop: City Hall
- March 11, 2013: Community Workshop: Matt Jimenez Community Center
- March 22, 2013: Hayward Senior Center: Neighborhood Meeting
- March 23, 2013: Cotter Way Neighborhood Meeting
- March 29, 2013: Hayward Senior Center Neighborhood Meeting
- April 18, 2013: Highland Boulevard Neighborhood Meeting

The City used Hayward2040.org to present the Draft 2040 Vision and Guiding Principles and to discuss and brainstorm ways to improve and refine the document.

City staff and the consultant team revised the Draft Vision and Guiding Principles based on input received from the work sessions, Task Force meeting, neighborhood meetings, and Hayward2040.org. The Final Vision and Guiding Principles document was then presented to the City Council on April 16,



2013. The final version of the Vision and Guiding Principles is located in Part 2 of the Hayward 2040 General Plan Policy Document.

Phase 3: Goals and Policies

In May 2013, City staff and the consultant team began the process of preparing draft goals and policies for the General Plan. The community visioning efforts, the Background Report, the 2040 Vision and Guiding Principles, and existing goals and policies of the City were used to guide the formation of the new General Plan goals and policies. A special public workshop on community health was also conducted in April 2013 to gain additional insights from the Hayward community about how to address rising health problems, such as obesity, asthma, cancer, and diabetes. Hayward 2040.org was also used to discuss and brainstorm ideas related to community health.

Once drafted, the General Plan Update Task Force, Planning Commission, and City Council reviewed the goals and policies at the following meetings and work sessions in May, June, and July 2013:

- May 30, 2013: General Plan Update Task Force Meeting to review goals and policies related to Education and Lifelong Learning, Economic Development, and Public Facilities and Services
- June 18, 2013: City Council and Planning Commission Joint Work Session to review goals and policies related to Education and Lifelong Learning, Economic Development, and Public Facilities and Services
- June 20, 2012: General Plan Update Task Force Meeting to review goals and policies related to Mobility, Community Safety, and Hazards

“A goal is not always meant to be reached, it often serves simply as something to aim at.”

Bruce Lee

2040
GENERAL PLAN
HEALTHY EATING
ACTIVE LIVING
CITIES
CAMPAIGN

Eat Healthy and Be Active Workshop
Hayward City Hall 777 B Street, Council Chambers
April 10th, 7:00 pm to 9:00 pm

As part of the Hayward 2040 General Plan Update, the City is looking for opportunities to improve the overall health and wellbeing of the Hayward community. Community members are invited to share their ideas about making Hayward a healthier place to live. Health-related issues for discussion may include public safety, smoking, obesity, health care facilities, environmental quality, healthy housing, healthy foods, walking and bicycling, safe streets, community gardening, and recreation. Adults, youth, businesses, community groups, institutional representatives, and community members who live or work in the Hayward community are invited to attend and participate.

For more information about the 2040 General Plan Update, visit: www.Hayward2040.org
or contact Sara Buizer, AICP, Senior Planner, by phone or email:
(510) 583-4191 or Sara.buizer@hayward-ca.gov

- July 9, 2013: City Council and Planning Commission Joint Work Session to review goals and policies related to Mobility, Community Safety, and Hazards
- July 11, 2013: General Plan Update Task Force Meeting to review goals and policies related to Land Use and Community Character, Natural Resources, and Community Health and Quality of Life
- July 30, 2013: City Council and Planning Commission Joint Work Session to review goals and policies related to Land Use and Community Character, Natural Resources, and Community Health and Quality of Life

After each meeting and work session, City staff and the consultant team revised the goals and policies based on input and direction from the Task Force, City Council, and Planning Commission.

Phase 4: Preliminary Draft General Plan

In July and August 2013, City staff and the consultant team prepared the draft implementation programs for the General Plan. All City departments participated in the process of reviewing and refining the implementation programs. The goals, policies, and implementation programs were then consolidated and organized to create the Preliminary Draft General Plan Policy Document.

Once completed, the General Plan Update Task Force, Planning Commission, City Council, City Council subcommittees and community organizations reviewed the Preliminary Draft General Plan at several meetings and work sessions between September 2013 and January 2014:

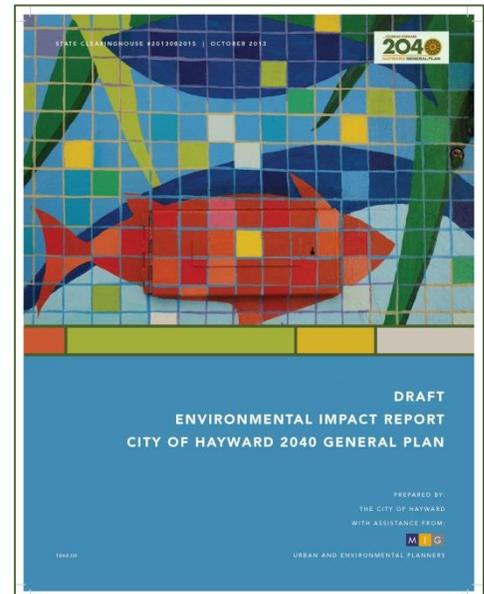
- September 12, 2013: General Plan Update Task Force Meeting
- September 18, 2013: Hayward Democratic Society
- September 19, 2013: Hayward Nonprofit Alliance
- September 26, 2013: General Plan Update Task Force Meeting
- October 2, 2013: Council Sustainability Committee
- October 22, 2013: City Council Work Session
- October 24, 2013: Planning Commission Work Session
- November 4, 2013: Council Economic Development Committee

- November 15, 2013: Latino Business Roundtable
- January 15, 2014: Leadership Hayward

Based on direction and feedback received at the meetings, City staff and the consultant team revised the Preliminary Draft General Plan.

Phase 5: Environmental Review

The environmental review of the Hayward 2040 General Plan began in August 2013. The City released a Notice of Preparation on August 5th and held an Environmental Impact Report Scoping Meeting on August 15th. City staff and the consultant team then prepared a Draft Environmental Impact Report (EIR) to analyze the potential environmental impacts of the Hayward 2040 General Plan and to identify mitigation measures to reduce potentially significant impacts. The City published the Draft Environmental Impact Report in February and the 45-day review and comment period occurred between February 4, 2014 and March 21, 2014. Three public meetings were held during the review and comment period to present the major findings of the Draft EIR and to receive comments from the public and members of the Planning Commission and City Council:



- March 8, 2014: General Plan Update Open House
- March 13, 2014: Planning Commission Meeting on the Draft EIR
- March 18, 2014: City Council Meeting on the Draft EIRS

City staff and the consultant team responded to comments on the Draft EIR and prepared and released the Final EIR on May 19, 2014. The Final EIR was certified by the City Council on July 1, 2014.

Phase 6: Public Review of General Plan

City staff and the consultant team prepared the Public-Review Draft of the Hayward 2040 General Plan in October and November 2013. The Public-Review Draft of the Hayward 2040 General Plan was released for public review and comment on January 31, 2014. A community Open House was held on March 8, 2014 to present the key concepts of the Hayward 2040 General Plan and the Draft EIR and to receive comments on the documents.

Phase 7: Plan Adoption

The adoption process for the Hayward 2040 General Plan involved public hearings by the Planning Commission and City Council:

- June 5, 2014: Planning Commission Public Hearing
- July 1, 2014: City Council Public Hearing

The Hayward 2040 General Plan and the Draft and Final EIR were discussed at each meeting. At the June 5th public hearing, the Planning Commission provided a recommendation to the City Council to certify the Final EIR and approve the Hayward 2040 General Plan. At the July 1st public hearing, the City Council certified the Final EIR and approved the Hayward 2040 General Plan.

After the adoption of the General Plan, the document was converted to a web-based format. The web-based format allows users to easily search and find topics of interest.