



Transit-Oriented Development (TOD) at Hayward BART Station Goals and Objectives

A. Complete Communities

Partner to ensure BART contributes to neighborhood vitality, creating places offering a mix of uses and incomes.

1. Create a place that provides a vibrant and positive first impression of Downtown Hayward for residents, visitors, and employees arriving via transit, as envisioned in Hayward's Downtown Specific Plan.
2. Create clear visual and physical connections between the BART station, nearby neighborhoods, and Downtown Hayward shops and services
3. Encourage placemaking and/or active ground floor uses, especially uses that complement and leverage the surrounding Downtown context.

B. Sustainable Communities Strategy

Lead in the delivery of the region's land use and transportation vision to achieve quality of life, economic, and greenhouse gas reduction goals.

1. Align with the vision of Downtown Hayward as a dense, transit-oriented urban center with jobs and housing within walking distance of bus and BART.
2. Deliver dense mid-rise housing of 5 or more stories along with community-serving uses at Hayward Station to reduce the need for TOD residents to drive for daily needs.
3. Incorporate green and sustainable design to minimize vehicle- and building-related greenhouse gas emissions.

C. Ridership

Increase BART ridership, particularly in locations and times when the system has capacity to grow.

1. Attract BART riders from Downtown Hayward and beyond by improving the station area and making it easier to walk, bike, and take transit to and from BART.
2. Increase BART's ridership by building dense housing and using transportation demand management measures that encourage transit, walking, and biking for residents, workers, and visitors.

D. Value Creation and Value Capture

Enhance the stability of BART's financial base by capturing the value of transit and reinvesting the program to maximize TOD goals.

1. Encourage residential development at the maximum density allowed in the General Plan, including affordable and market rate housing, and attract a wide spectrum of people to live Downtown, as provided in Downtown Specific Plan Policy H1.
2. Build a feasible development that can start soon and help pay for BART's operating costs.
3. Secure outside funding for TOD-related improvements to the Hayward BART station area.
4. Work with bus and shuttle operators to see if bus areas can be changed to make more space for new buildings on BART land.



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E. Transportation Choice

Leverage land use and urban design to encourage non-auto transportation choices both on and off BART property, through enhanced walkability and bikeability, and seamless transit connectivity.

1. Increase the share of BART riders who walk, bike, or take transit to BART through access improvements that offer safe, viable non-car choices to BART riders.
2. Enable new TOD residents to reduce their reliance on cars by implementing robust transportation demand management measures.
3. Strengthen the station's role as a transportation hub by enhancing access and connectivity for bus and BART riders, pedestrians, and bicyclists.
4. Enhance an accessible east-west connection between the western TOD parcels (west of the Union Pacific Railroad tracks) and the BART station entrance.
5. Support any future City-led off-site parking management strategy for the surrounding neighborhood.
6. Consider transportation improvements in the area and policies identified in the Downtown Specific Plan when designing the site for TOD.

F. Affordability

Serve households of all income levels by linking housing affordability with access to opportunity.

1. Provide housing at a range of affordability levels to meet the needs of diverse community members, consistent with the affordability goals of the City of Hayward's Housing Element, Downtown Specific Plan, and Inclusionary Housing Policy.
2. Require at least 20% of homes on the site to be affordable for low- and very low-income households, supporting BART's goal of building 35% affordable housing systemwide.