# Walking-oriented development has:

## General

Walking-oriented development is near high-quality transit with access to a job center and within 15 minutes total travel time of a good grocery store. Walking oriented development densifies a center or along a short corridor without adding subsidized parking. Pricing, density and design replace car trips with walking trips for more efficiency and better health.

## Affordable and Sustainable Site Development

The residential building for a walking-oriented development is affordable and sustainable, which is accomplished by:

* Mid density: about 80 to 100 persons per neighborhood acre
* Four square construction for major savings
* Three-story building height for insulation, human scale, and active solar energy
* Net zero on the grid (roof-top PV and thermal solar energy, three stories optimal)
* Parking cost paid by parkers, reducing unit cost by 15% to 20%.
* A resident association must have procedures to foster community and maintain value.
* Built to condo standards and registered as condo properties even if rented.

## Green Mobility

The Bay Area has wasted almost $200,000,000 on 3,882 unused parking in affordable housing projects. See <http://database.greentrip.org/>.

Walking-oriented development uses green mobility:

* Parking
  + Surface parking; no structured parking; it cannot pay its own way.
  + Reduced parking ratio for initial phase of residential development
  + Parking management on public streets to prevent spillover parking from new development.
* Parking charges
  + Unbundled parking, charged like living space rent to make a profit on the parking (Estimate: $2,930 rent and $370 for two parking spaces)
  + Market parking charges at 85% occupancy; no time limits; efficient fare collection/no currency; use of funds for local improvements; involvement of local people in deciding use of funds, free parking nearby, signage.
* Rapid Shuttle; rapid bus concepts
  + Short corridor, less than two miles, allowing frequent service with one or two buses, with one end of route at high quality transit like BART.
  + **Frequent**: every ten minutes or more frequently most of the day
  + **Fast**: Uses rapid bus concepts: dual mode motor; elevated sidewalk stops with no step entry; guided docking for fast roll-on, no fare collection, “proof of purchase” fare enforcement, signal preemption, right lane bypass.
  + **Free:** Residents have eco-pass; students have class pass
  + Land-based finance: Developers, CSU, and property owners provide capital at time of development or as buy-in; residents provide operating as part of rent or HOA dues.
  + Ownership by capital contributors, management by RFP and contract operator.
  + Hayward downtown BART Shuttle: with Loop reform, BART to Lincoln Landing via A St. and Maple Court; back via Maple Court and B St.
  + BART to SCUEB Hayward: to campus via C St., Mission, Bee, to upper PE Building; back same except Fletcher Watkins B St. until Loop is fixed, then via Mission and B St.
  + **Free:** with Eco-pass, all persons (CSU, residents) ride for free.
* Easy, safe, attractive walk paths to downtown and BART, which requires loop reform.
* Bike share and supporting facilities for easy one-way bike trips in downtown Hayward.
* Assigned parking spaces and arrangements for carshare/rental
* Assigned parking spaces and arrangements for shared rides: taxi and e-hail service like Uber and Lyft easily available for those trips where transit, bike and walk do not work. .
* Guaranteed ride home voucher for residents from BART for taxi/e-hail service when the BART Shuttle is not running.
* Multimodal Centers where dense housing, shuttle, shared ride, and retail are concentrated
* A limited number of taxi/e-hail vouchers for healthcare when other modes are inefficient.
* Special carts for carrying groceries home.
* walk route improvements,
* renter education, and
* deparking incentives

Lincoln Landing: more attractive creek walk, no creek road; no new traffic on City Center and Hazel

## Financial feasibility

* Estimate absorption rate for new markets—rail transit riders, corridor workers, retired, work at home using travel diaries and focus groups.
* Deparking incentives: financial incentives for residents to not park their car on site (saving money on no car or reduced car use, parking charge savings, possible additional inducements).
* Project has mobility education and services for residents to have mobility without parking a car on site.
* As residents transition away from parking a personal car on site leaving unused parking spaces, new phases are built following the same concepts.
* This kind of housing costs about 15% less than automobile-based housing, making it very competitive in the marketplace.
* As surface parking is freed up, it is used for the next stage. The amount of parking to be built can be adjusted to reflect the demand for unbundling. Developer has incentive to reduce parking on site in order to get more units.

Walking-oriented development can revitalize downtown and make Hayward a leader in the state.

# Definitions

Densities:

Can be by units or persons.

Can be by various kinds of area:

Lot only

Lot plus street

Lot plus street plus integral neighborhood serving land uses (neighborhood density)

Neighborhood plus non-neighborhood land uses over a large area (urban density)

Low density: 50 persons or fewer per neighborhood acre

Mid density: 50 to 100 persons per neighborhood acre

High density: 100 persons per neighborhood acre

Low-rise: 1 to 2 stories

Mid-rise: 3 to 7 stories

High-rise: 8 stories on up

# Related issues

## Funding

The California Strategic Growth Council (SGC) has $400 million to award to housing and non-auto transit access projects in 2016 in the Affordable Housing and Sustainable Communities (AHSC) program. In 2016, the Notice of Funding Availability (NOFA) came out in January, so the same may occur in 2017. Projects following the principals of Walking Oriented Development will score well.

## Regulation

Current Hayward zoning requirements mandate building large amounts of free and bundled parking, thus subsidizing more cars and more traffic at the expense of affordable housing and less car dependency. Zoning should go the other way, for example, by allowing no more than one parking space per ten units and requiring market-rate unbundling.

Current Hayward parking regulations allow free use of expensive public parking paid for by tax payers. Parking is so over-supplied that much of it goes unused where there could be productive development, and some of it is in high demand with no turnover for efficient use. In some areas, the city has neighborhood parking permit requirements and time limits that help to some extent, but are inefficient. Parking management can prevent parking spillover into existing neighborhoods and can generate funds for downtown improvements. (See Parking Fee Pilot Project and Parking Management in Ideas for Downtown Hayward.)

## Economics

Many people tend to be unrealistic about how much retail downtown can support. New space seems more viable than space in old buildings. Retail requires a large residential population to be viable. Consultants can provide ideas about what is realistic, so the city does not withhold land from residential development hoping for retail when it is not realistic.

The value for real estate developers of revitalizing old centers is promoted by Smart Growth America. “Walking oriented development” focuses on nearby neighborhoods and supplements revitalizing employment in old centers.