

Market Segments and Features of BV

Threshold:

- willingness to consider living in Hayward,
- income to qualify
- travel patterns with acceptable durations in BV.

Major Markets:

- regular BART riders, especially commuters, work downtown or on shuttle corridor
- CSUH related, student renters, faculty staff admin buyers
- retired
- work at home; home office, live-work

Minor Markets:

- committed enviros
- health seekers, recreationists
- sociability seekers
- lifestylers
- families
- disabled (wheel chairs, impaired vision, restricted from driving)

MTC* Market Segments (% of looking to move or recent movers surveyed)

- Transit-Preferring 7%
- Urban DINKs 13%
- Young Brainiacs 18%
- Mellow Couples 10%

Features:

- **affordability** of BV system: savings of house, transportation, energy package combined
- **health and recreation:** daily walking, fitness center, Hidden Hills Health & Racquet Club, regional and local trails, CSUH facilities
- **safety and security:** reduced risk of auto accidents, 24-7 security system, feeling of safety from design
- **pollution:** less air and noise pollution
- **utilities:** own one's own base utility and manage it
- **environment:** achieve environmental and national security goals relating to GHG, air pollution, energy independence, international competitiveness, water conservation and pollution, and habitat enrichment.
- **community,** sociability, informal around walkways, community center and neighborhood parks, organized activities (use of performance space, picnics) in community center and parks and use of Village Van. Parks will have grills, fire pits, and picnic tables.
- **quality design:** neo-Victorian facades, 9 light windows, statuary lions, stylish street lamp columns, trees, city logo, parks, village square
- **efficient floor plans,** more usability per sq ft
- **Floor Plan Options** within limits set by the front door, plumbing core and walls; buyer can

move walls around for walk-in closets, bathrooms, separate toilet room, bigger shower stalls, kitchen island,, closet-bath combo, living room designed for Wii, eating and a big TV screen, nooks for computer or dog bed, including packaged choices that cost less, the same or more.

- **Typical Options and Upgrades:** cabinets, countertops, flooring, lighting, plumbing fixtures, garbage disposal, appliances (magnetic induction stove top; bigger fridge), solar upgrades, waste heat recovery.
- **Village Center**
 - Community Center (ATM, mail boxes, HOA service counter, fireplace sitting room, meeting and performance space, space for parties, clubs, and movies, rentable office rooms with self-serve coffee bar, desks, and high-capacity computer plug-ins and internet connectivity) (resistance pool and hot tub or Jacuzzi possible if budget allows; need to plan space for them)
 - MU bldg, (grocery store, restaurant with take-out, counter service, buffet, or table service based on demand, shopping services, office and lounge for MU block),
 - landscaped Village Square with seating, small wading pool and small fountain.
- **On-site Mobility Features:** walking and bicycling to Village Center, regional and on site trails, parks. More distant units would have space for tricycle parking inside. Tricycle or bicycles would have baskets and could be designed for easy riding, with step-over seating, fat tires, one speed, and coaster brakes. The Village Center would have bicycle parking and a bicycle service shop.
- **Off-site Mobility Features:** Village Bus, on-site car share and car rental, taxi vouchers, limited on-site parking, off-site parking, and Village Van.
 - The Village bus is fast, frequent, and free, six minutes to BART and downtown and two minutes to the university.
 - The mini-van is managed by the HOA for, for example, getting kids to school, trips to big box retail like Costco, Home Depot, Office Depot, and Smart and Final, and going to cultural events in the city. jobs, school, shopping, eating out, entertainment and cultural events, health care, religious activities, and other venues in a normal, reasonable travel time.
 - These modes support convenient access to BART, downtown and CSUEB Hayward. Downtown has major shopping, restaurants, a multi-plex cinema, and so on.
 - CSUEB Hayward has restaurants, shopping, education, cultural events, and people.
 - Residents can reach jobs, school, shopping, eating out, entertainment and cultural events, health care, religious activities, and other venues in a normal, reasonable travel time.
- **Views** of the bay area from Oakland to Mt Tam to SF down the peninsula to San Jose.
- **Community Garden and Orchard**
- **Easy Ownership:** The HOA takes care of outsides of buildings, landscaping, and security, eliminating most external work and costs of home owning, and making it easy to go on trips.

- **Disability Features:** : no curbs in pedestrian area, most of project; ability to live easily for those not able to drive, wheel chair-bound, and visually impaired.

Readings:

*MTC, *Choosing Where We Live: Attracting Residents to Transit-Oriented Neighborhoods in the San Francisco Bay Area*, A Briefing Book for City Planners and Managers, http://www.mtc.ca.gov/planning/smart_growth/tod/5-10/Briefing_Book-Choosing_Where_We_Live.pdf and http://www.mtc.ca.gov/planning/smart_growth/tod/5-10/Chsng_Where_We_Live_SUMMARY.pdf

MTC examined what attracts San Francisco Bay Area home-seekers to transit oriented development (TOD) neighborhoods and how to improve these neighborhoods to better attract home seekers, based on a market analysis of surveys of over 900 households. The Bay Area has the opportunity to provide compact, connected and walkable mixes of land uses: housing, work, civic, retail and services coupled with rich transportation options. Our goal is to help elected officials, public agency professionals, community stakeholders and developers understand how to develop high-quality TODs ...The Briefing Book summarizes study design, survey results, market segment descriptions and strategies for targeted market segments, along with examples of approaches for addressing neighborhood issues.

Request a paper copy of the Briefing Book at the MTC/ABAG Library at library@mtc.ca.gov

Walking and health: Ellen Hughes, Professor of Medicine Emeritus, "Health and Vitality: What Science Tells Us About How to Thrive," UCSF Osher Center for Integrative Medicine, UCTV, Jan 24, 2011, ehughes@medicine.ucsf.edu; <http://www.uctv.tv/search-details.aspx?showID=20217>

Suburbia and health: Howard Frumkin, Lawrence Frank, and Richard Jackson, *Urban Sprawl and Public Health*

Commuting and health: Texas Transportation Institute, Texas A&M University, annual *Urban Mobility Report*, with data on how much time, money, and mental health urban-area car commuters lose to congestion every year.

<http://www.grist.org/article/2011-01-20-new-report-quantifies-just-how-much-a-car-commute-crushes-your-s>