



**DATE:** September 17, 2018

**TO:** Council Economic Development Committee

**FROM:** Economic Development Manager

**SUBJECT:** Retail Corridor Study – Final Project Update

**RECOMMENDATION**

That the Council Economic Development Committee (CEDC) accepts the project update and final report.

## **BACKGROUND**

On November 7, 2017, the City contracted with MJB Consulting to complete a retail strategy for three retail corridors in Hayward. Multiple tasks are associated with the contract agreement which include potential new retail sites, identification of unmet retail needs, creation of consumer profiles (psychographic data), and assisting in identifying where retail should be targeted along commercial corridors.

The project kicked off in December 2017, the mid-point memo outlining preliminary consultant findings was presented at the June 4, 2018 CEDC meeting. The Final Project Update is attached as Attachment II.

## **DISCUSSION**

The retail consultant was engaged to assist in targeted Economic Development work tasks from the Economic Development Strategic Plan which include:

- SR2.A – Establish a comprehensive retail attraction program for desired retailers
- SR2.D – Update psychographic data
- SR4.A – Identify desired uses for the catalyst sites with the CEDC and ensure that current zoning allows for the desired uses.

In addition, with the catalyst level development occurring in Hayward, additional retail opportunity sites will need to be identified and potentially re-zoned to allow or protect retail/commercial uses. The project scope is intended to assist the CEDC and Council with potential policy related questions related to retail/commercial development sites.

## **STRATEGIC INITIATIVES**

This agenda item supports the Complete Communities Strategic Initiative. The purpose of the Complete Communities Strategic Initiative is to create and support structured services and amenities to provide inclusive and equitable access for all with the goal of becoming a thriving and promising place to live, work and play. This item supports the following goal and objective:

Goal 1: Improve quality of life for residents, business owners, and community members in all Hayward neighborhoods.

Objective 2: Foster a sense of place and support neighborhood pride.

## **ECONOMIC IMPACT**

There are no identified economic impacts associated with the consultant study. This study is an informational item to help inform City staff and the City Council of the potential for retail/commercial development within commercial corridors in Hayward. This information is a snapshot of current retail trends and market analysis for an evolving retail industry. With the protection or enhancement of retail sites within Hayward, the City could provide needed goods and services to the Hayward community and use the information obtained from the retail analysis and strategy to assist in review of development proposals within the identified commercial corridors.

## **FISCAL IMPACT**

The consultant services agreement cost \$44,000 and is within the approved FY2017-2018 budget for the Economic Development Division.

## **NEXT STEPS**

If the CEDC agrees with the Retail Consultant study recommendations, staff will review the final report with City Council with the goal of working with Development Services to rezone strategic commercial locations in order to protect them.

*Prepared and Recommended by:* Micah Hinkle, Economic Development Manager

Approved by:



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Kelly McAdoo, City Manager