

**CITY COUNCIL  
MEETING**

**JANUARY 27, 2026**

**PRESENTATIONS**

**Item #5**

**WS 26-003**

**Business-Friendly  
Hayward Project  
Update**





# BUSINESS-FRIENDLY HAYWARD

*City Council Work Session • January 27, 2026*



# PROJECT OBJECTIVES



**Streamline** entitlement & permitting processes for desirable businesses across the City's commercial & mixed-use zoning districts.



**Activate** vacant and underutilized properties and storefronts  
Downtown

# TIMELINE

*Spring/Summer 2025*

## **Research & Analysis**

- Summary of Best Practices
- Analysis of Hayward Codes and Practices
- Downtown Commercial Analysis

*Summer 2025*

## **Outreach & Feedback**

- Online Surveys
- Pop Ups at Street Parties
- Project Website
- Meetings with DHIA, Chamber, CEDC & Planning Commission

*Winter/Spring 2026*

## **Updated Regulations**

- Draft & Final Regulations

# OUTREACH

## Completed

- Council Economic Development Committee (CEDC) Meeting, *Feb 2025*
- Community Member and Business Owner Survey, *Jul 2025*
- Hayward Street Parties, *Jun/Jul/Aug 2025*
- Downtown Hayward Improvement Association (DHIA) Meeting, *Jul 2025*
- Planning Commission Work Session, *Aug 2025*
- City Council Work Session, *Sept 2025*

## Upcoming

- Planning Commission Work Session, *Jan 2026*
- City Council Work Session, *Jan 2026*
- Rezoned Property Owner Community Meeting, *Feb 2026*
- Industrial Business Owners Community Meeting, *Feb 2026*





# ANALYSIS

- **Best Practices Report**

- Allow flexible land use regulations
- Streamline permitting for small live performances
- Promote pop-up and temporary uses

- **Analysis of Hayward Codes & Practices**

- Simplify permitting for temporary uses, outdoor dining, and small-scale live entertainment
- Reduce permitting for popular uses
- Limit the number of commercial zoning districts

- **Downtown Commercial Analysis**

- Downtown lacks balanced mix of entertainment, experiential businesses and local-serving retail
- Vacant storefronts and underutilized lots create opportunities



# CHANGES TO CURRENT CODE

- **Organization and Simplification**

- Commercial code consolidated into one section
- Land uses summarized into simpler categories

- **Relaxed Permitted Requirements**

- Businesses selling/serving beer, wine, and cider
- Distilleries
- Animal care facilities
- Tattoo shops
- Daycares
- Recreational facilities
- Cultural facilities/community centers
  - *Allow event spaces that may be rented out until 11pm in cultural facilities/community centers, including in Downtown area*
  - *Banquet halls that may be rented out later require a CUP*





# NEW LAND USE CONTROLS

- **Massage Establishments**

- Require CUP for massage establishments everywhere in Hayward, including Downtown core

- **Data Centers**

- Restrict data centers to General Industrial (IG) zoning district with approval of a CUP

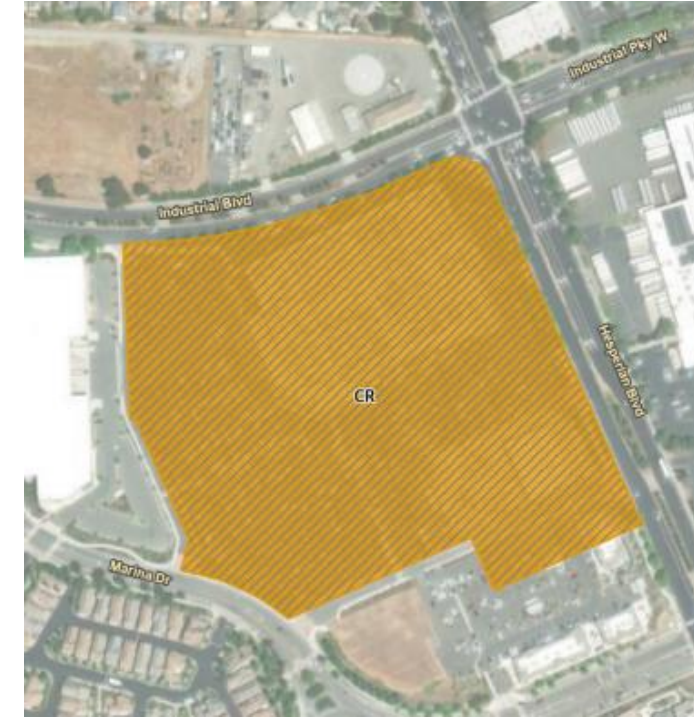


# REZONING

- Consolidate three small zoning districts into larger, similar districts



Residential Office (RO) → Commercial Office Residential (CO-R)



Limited Commercial (CL)

Regional Commercial (CR)



General Commercial (CG)



# NEW PERMIT TYPES

- **Zoning Conformance Permit for Accessory Commercial Units (ACUs)**
  - Allow ACUs in Downtown and Mission Blvd zoning districts that allow detached residential
  - Low impact uses permitted: Beauty salon, pet grooming, fitness studio, tutoring, coffee shops
- **Limited Entertainment Permit**
  - Permits small-scale entertainment activities such as open mic nights, karaoke, and live music
- **Temporary Use Permit**
  - Intended for smaller, low-impact activities that operate for a limited period of time.
  - Applicants would meet established standards
  - Simple, quick review process with flat fee





# OTHER PROCESS IMPROVEMENTS

- Currently, all staff plan reviewers meet bi-weekly to discuss projects
- Staff will be requiring a meeting between reviewers & applicants for any projects not approved after 3 review rounds
  - *80% of all projects are processed in less than 3 rounds of review*
- Economic Development is generating a list of priority projects
- DSD and IT are developing an internal dashboard that can track significant development applications



# PLANNING COMMISSION FEEDBACK

- The Commission generally supported the draft revisions to the Municipal Code
- The Commission suggested that staff review the possibility of data centers in the IP district further.
- Written correspondence from the public:
  - *One industrial developer supported allowing data centers in the IP district with set operational standards*
  - *Two community members expressed concerns about data centers regardless of location*



# QUESTIONS FOR DISCUSSION

- Are the **draft Municipal Code Revisions**, **new permit types**, and **proposed rezonings** appropriate for Hayward?
- Are the Downtown and Mission Boulevard Corridor the suitable areas to pilot **Accessory Commercial Units** (ACUs) in Hayward and does the Commission support the list of proposed uses allowed (barber/beauty shop, nail salon, pet grooming, fitness studio, retail, take-out coffee shop, neighborhood-serving grocery shop)?
- Does the Commission support the types of entertainment uses in the **Limited Entertainment Permit** program, which includes live band/musicians, open mic, and karaoke? Are there other entertainment activities the Commission believes should be allowed via this streamlined process?
- Is the Commission supportive of adding "**event space**" into our definition of cultural facility/community center, this allowing event spaces in more zoning districts through a simpler process, including Downtown, as long as the events end by 11:00 p.m.?



**Item #6**

**PH 26-002**

**Moratorium on  
New Massage  
Businesses**



# Extension of Moratorium on New Massage Businesses

Police Dept., Development Services Dept., City Attorney's Office  
January 27, 2026



# Background

## December 16, 2025

- 45-day moratorium adopted.
- No use permits, business licenses, massage permits or other approvals for massage businesses can be issued.
- Expires January 30 ,2026 unless extended.
- State law allows a 10-month, 15-day extension.



# Existing Massage Regulations

- **Zoning Ordinance**

- Allowed by right in the Downtown core
- Conditional Use Permit (CUP) required in select other commercial districts
- Prohibited in all other parts of the City

- **Massage Permit Ordinance**

- Requires permit to operate massage business
- Establishes criteria for issuance, suspension and revocation of permits
- Imposes specific operational criteria

# Current Challenges

- **Increase of Massage Establishments**

- Since 2020, 7 new businesses have opened/ changed ownership in the City of Hayward
- 17 permitted massage establishments

- **Illicit activity/ unpermitted premises**

- 5 unpermitted massage establishments
- 10 permitted locations have complaints of illicit activity

- **Police Department Staffing**

- 1 Vice Detective/ 1 Sgt assigned to Vice unit to regulate massage establishments/ investigate complaints

# Proposed Code Updates

- **Amendments to Hayward Municipal Code** *(Anticipated Adoption Spring 2026)*
  - Zoning Ordinance
    - *Require CUP for massage establishments in select zoning districts, including Downtown*
    - *Prohibit massage establishments in all other zoning districts*
  - Massage Ordinance
    - *Property owner acknowledgment.*
    - *Expanding definition of “owner” to cover ownership changes that require new permit application.*
    - *Prohibit use of sexually suggestive advertising.*
    - *Shorten duration of massage permit from two years to one year.*



# Staff Working Group

- **Hayward Police Department – Vice Unit**
  - Sgt. Anthony Carrasco
  - Det. Gabrielle Wright
- **Development Services Department**
  - Elizabeth Blanton, Senior Planner
- **City Attorney's Office**
  - Michael Vigilia, Senior Assistant City Attorney

# Recommendation

- Staff recommends that the City Council adopt an ordinance extending the temporary moratorium on massage businesses for an additional period of 10 months, 15 days.
- This action requires a 4/5 vote of the City Council.
- The ordinance would be effective immediately upon adoption.

**Item #7**

**LB 26-002**

**East Bay  
Greenway  
Multimodal  
Project**



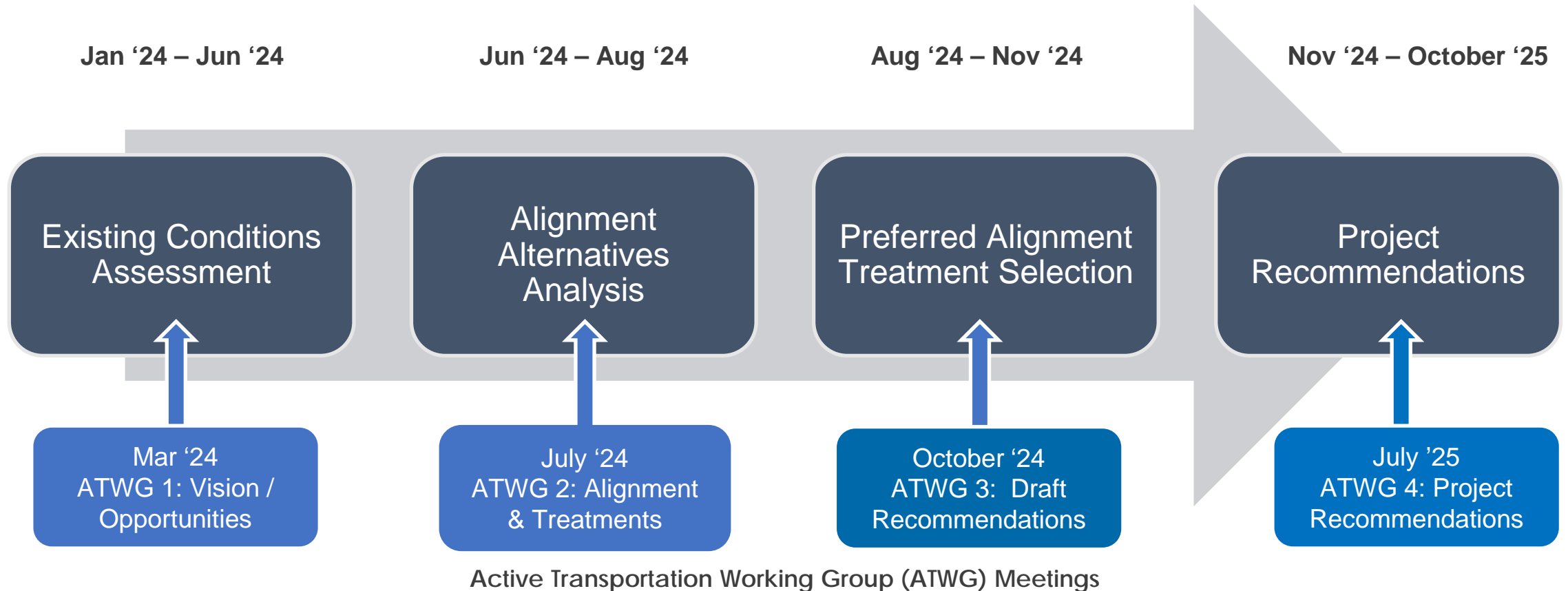


# East Bay Greenway Multimodal Project Hayward Segment



Presentation at the January 27, 2026, City Council Meeting

# Project Development Processes



## Community Engagement

WE ARE  
HERE



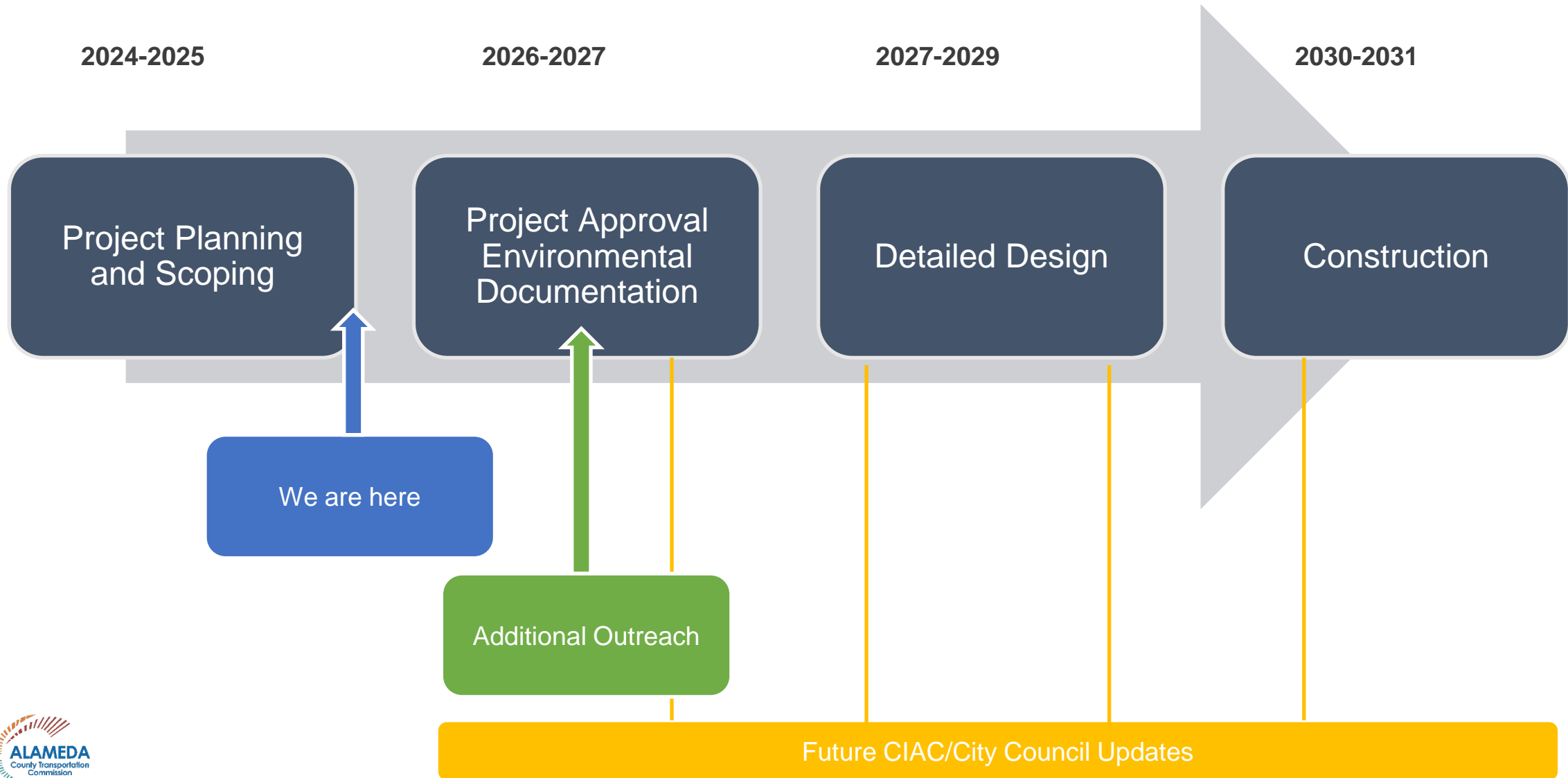
Pop-up events  
Bike and walk audits  
Survey and mailers

Focus groups

Council Infrastructure and  
Airport Committee

Flyers  
Door-to-door outreach  
School surveys

# Project Development Processes





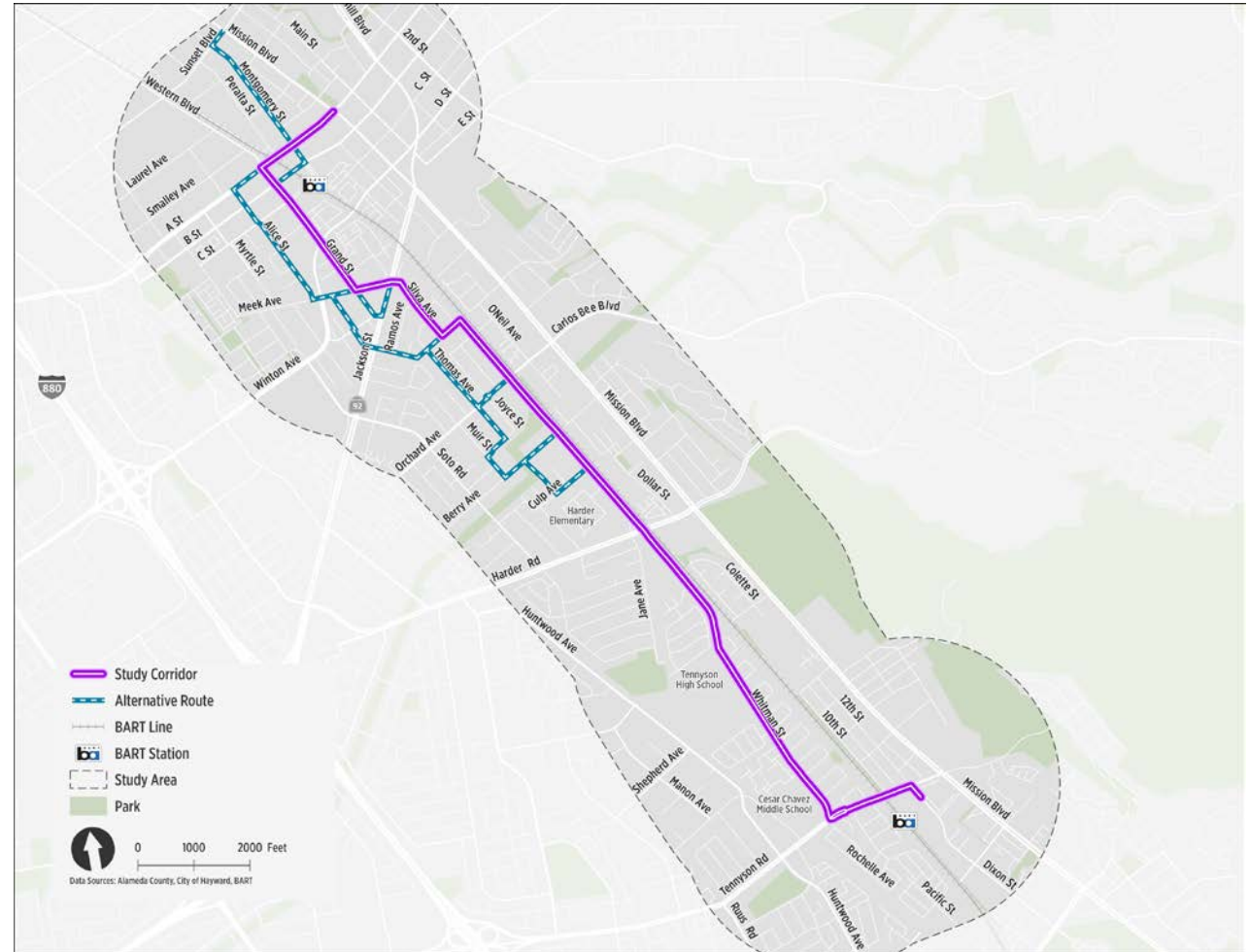
# Project Purpose & Alignment Evaluation

## PURPOSE

- Improve Safety
- Improve Aesthetics & Environment
- Enhance Health
- Provide Multimodal Connectivity
- Form a Regional Trail

## ALIGNMENT EVALUATION

- Community Preferred Alignment in Magenta



# Active Transportation Working Group

- Stakeholders with different perspectives and priorities
- Met four times, reviewed technical work and outreach materials

City of Hayward	BART
Community Resources for Independent Living	Hayward Area Recreation and Park District
Hayward Residents	Bike Hayward
AC Transit	Chamber of Commerce

# Bicycle Facility Types

Class I Shared Use Path



Class IV  
Separated Bike Lanes



One-Way



Raised



Two-Way

Class II Buffered  
Bike Lane



Bike Boulevard +  
Traffic Calming



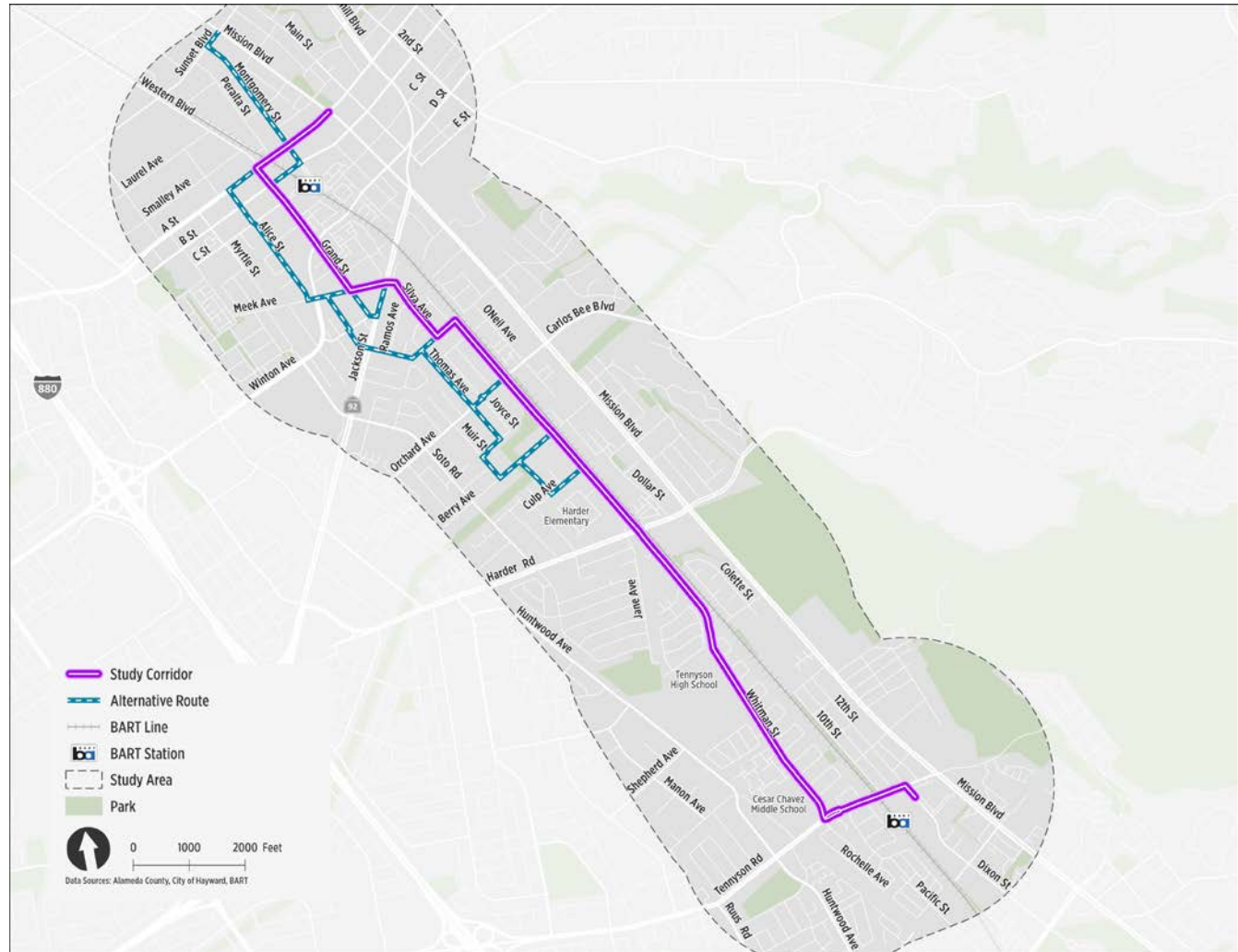
More Separation

Less Separation



# Technical Studies

- Traffic
- Parking
- Cut-through



# Phase 1 and 2 Outreach Activities

- ATWG Meetings (3)
- Bike Audit (1)
- Walk Audit (1)
- Community Events (2)
- Focus Groups (2)
- Correspondences with Residents



**Bike Audit (5/19/2024)**  
8 participants



**Hawaiian May Day Festival (5/11/24)**  
Engaged with approximately 200 individuals and about 26 signed up for project updates



**Eden Greenway Food Distribution (5/20/2024)**  
Engaged with approximately 100 individuals and about 25 participated in the board activities



**Pedestrian Audit (6/2/2024)**  
10 participants

---

# Phase 1 and 2 Outreach Activities

- Informational flyer distribution (969)
- Door-to-door engagement with residents (193)
- Online survey
- Engagement with schools (3)
- ATWG meeting
- Updates to community members who submitted Access Hayward tickets

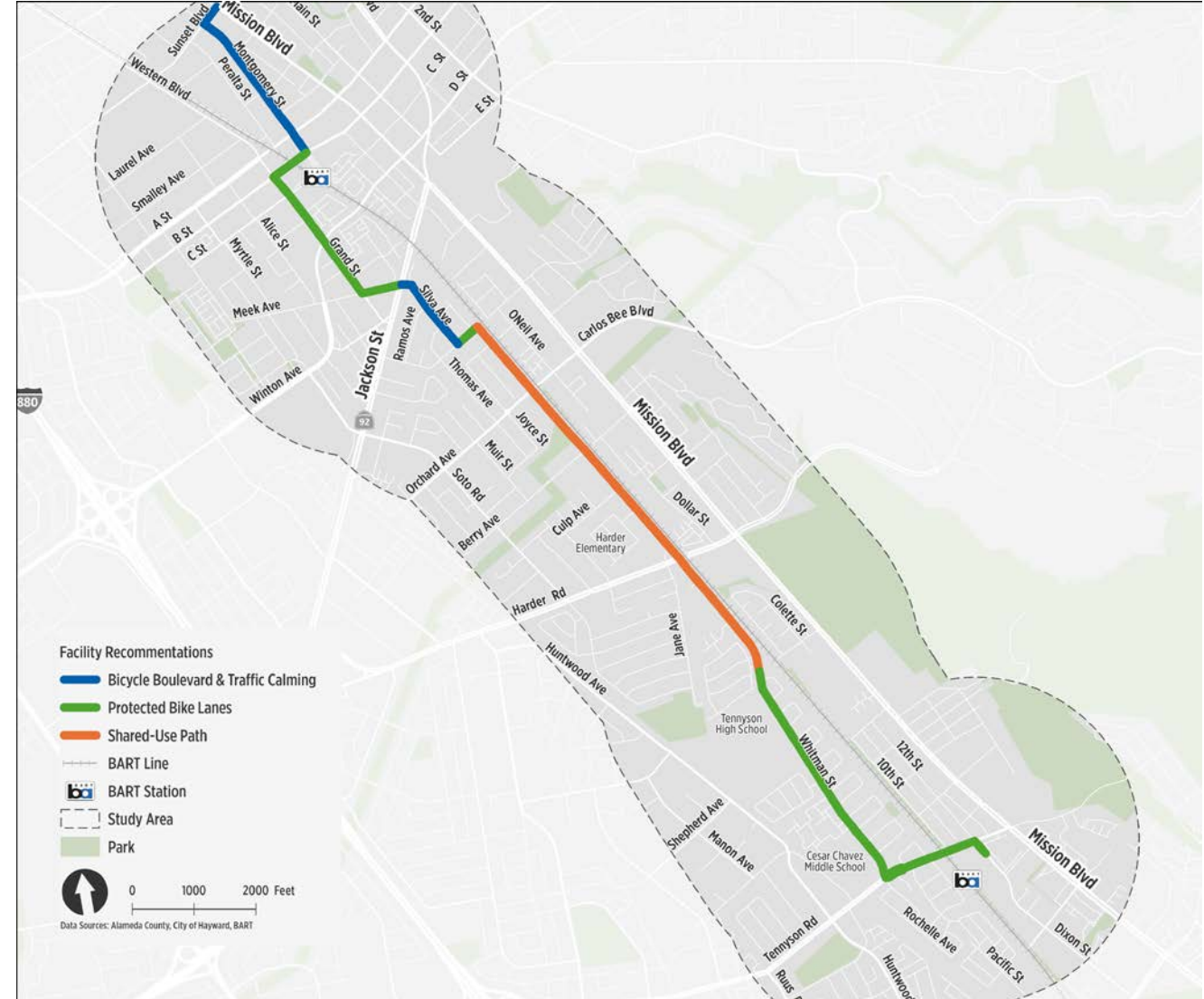


# Themes from Spring 2025 Outreach

- Broad support for multimodal improvements
- Broad support for improved aesthetics, safety and walking conditions
- Some frustration with heavy traffic and speeding
- Some apprehension about potential for removal of parking and travel lanes
- Many students bike to Tennyson High School and support substantial bicycling improvements, even with tradeoffs
- Tennyson High staff more concerned with tradeoffs

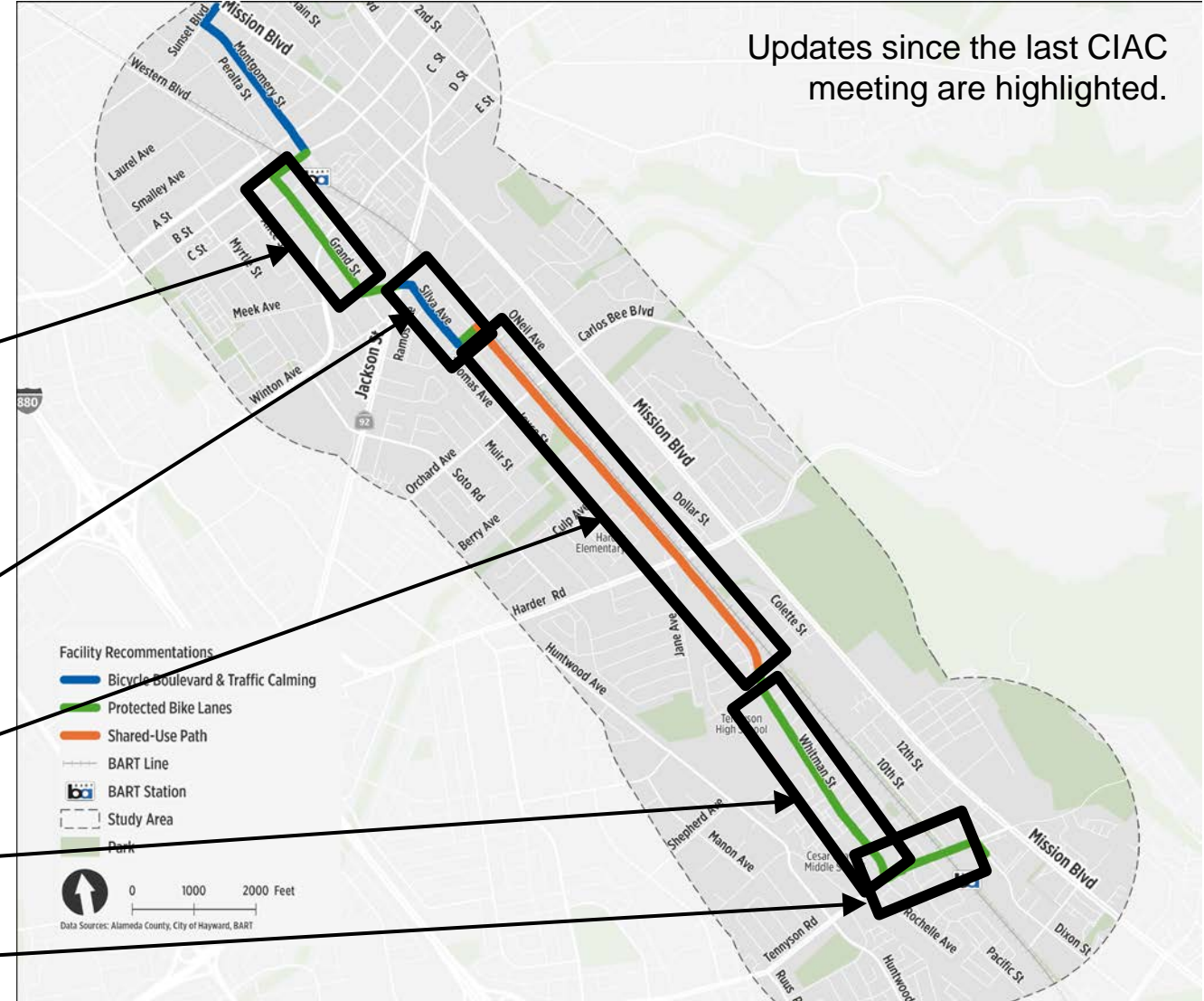
# Bike Facility Recommendations (Based on Studies & Outreach)

Street Name	Facility Recommendation
Sunset Boulevard	Bike Boulevard + Traffic Calming
Montgomery Street	Bike Boulevard + Traffic Calming
B Street	Two-Way Class IV
Grand Street (North & South from D Street Intersection)	Two-Way Class IV & One-Way Class IV
Meek Avenue	One-Way Class IV
Silva Avenue	Bike Boulevard + Traffic Calming
Sycamore Avenue	Two-Way Class IV
Whitman Street (from Sycamore Avenue to Fruitwood Way)	Class I + Traffic Calming
Whitman Street (from Fruitwood Way to Tennyson Road)	Two-Way Class IV + Traffic Calming
Tennyson Road	Two-Way Class IV (EB) & One-Way Class IV (WB)



# Summer 2025 Facility Type Changes

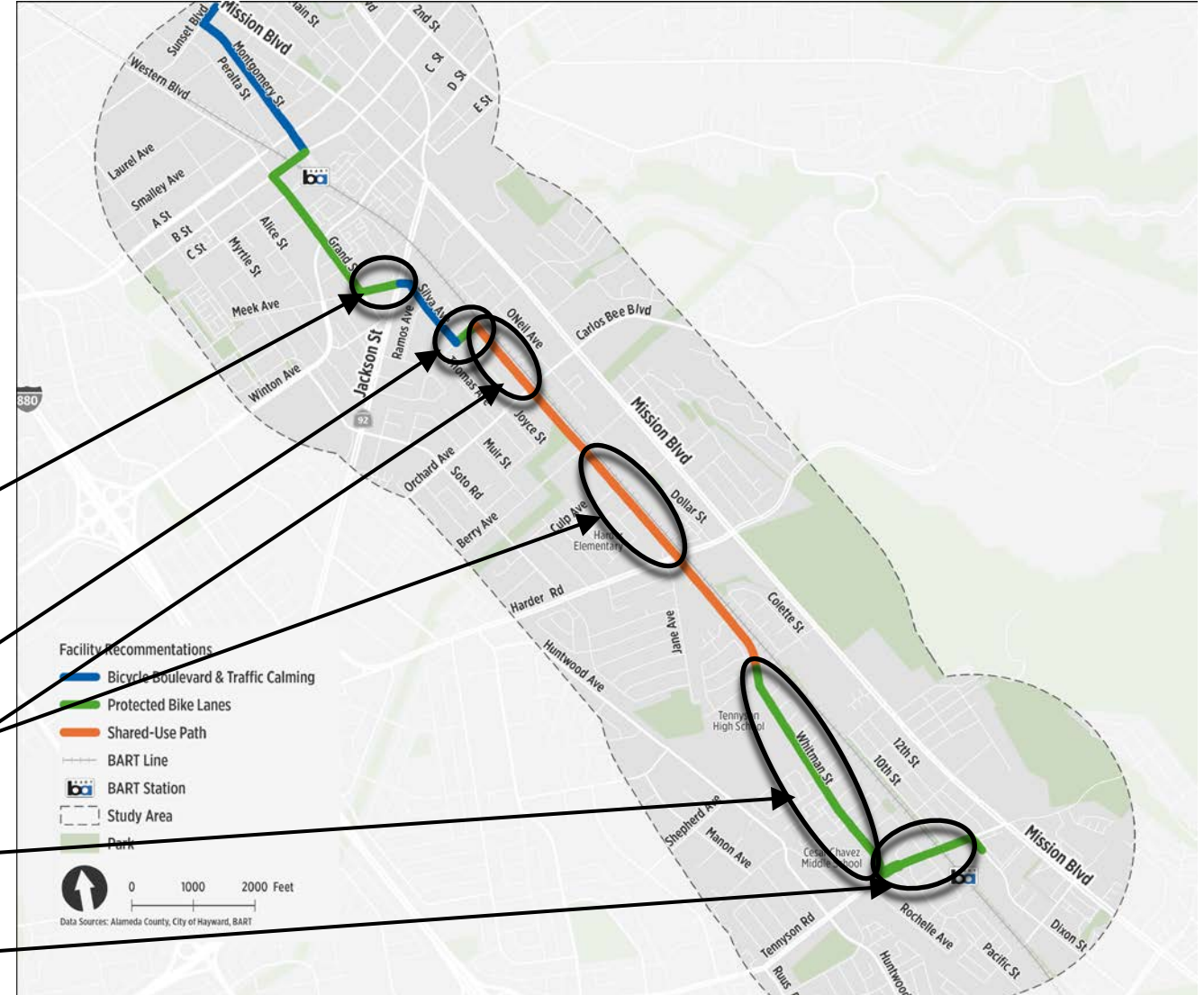
Street Name	Facility Recommendation
Sunset Boulevard	Bike Boulevard + Traffic Calming
Montgomery Street	Bike Boulevard + Traffic Calming
B Street	Two-Way Class IV
<b>Grand Street (from B Street to D Street)</b>	<b>Two-Way + One-Way Class IV</b>
Grand Street (from D Street to Meek Avenue)	One-Way Class IV
Meek Avenue	One-Way Class IV
<b>Silva Avenue</b>	<b>Bike Boulevard + Traffic Calming</b>
Sycamore Avenue	Two-Way Class IV
<b>Whitman Street (from Sycamore Avenue to Fruitwood Way)</b>	<b>Class I + Traffic Calming</b>
<b>Whitman Street (from Fruitwood Way to Tennyson Road)</b>	<b>Two-Way Class IV + Traffic Calming</b>
<b>Tennyson Road</b>	<b>Two-Way + One-Way Class IV</b>
Dixon Street	One-Way Class IV





# On-Street Parking Impacts

Street Name	Facility Recommendation
Sunset Boulevard	Bike Boulevard + Traffic Calming
Montgomery Street	Bike Boulevard + Traffic Calming
B Street	Two-Way Class IV
Grand Street (from B Street to D Street)	Two-Way + One-Way Class IV
Grand Street (from D Street to Meek Avenue)	One-Way Class IV
<b>Meek Avenue</b>	<b>One-Way Class IV</b>
Silva Avenue	Bike Boulevard + Traffic Calming
<b>Sycamore Avenue</b>	<b>Two-Way Class IV</b>
<b>Whitman Street (from Sycamore Avenue to Fruitwood Way)</b>	<b>Class I + Traffic Calming</b>
<b>Whitman Street (from Fruitwood Way to Tennyson Road)</b>	<b>Two-Way Class IV + Traffic Calming</b>
<b>Tennyson Road</b>	<b>Two-Way + One-Way Class IV</b>
Dixon Street	One-Way Class IV



# Class I on Whitman Street





# Whitman Street Parking Impacts

Sycamore  
to  
Orchard



Orchard  
to  
Berry



Parking  
Retained

Parking  
Removed

Berry  
to  
Harder



Harder  
to  
Fruitwood





# Parking Impacts



Whitman Street between  
Fruitwood and Tennyson



Tennyson Rd from Whitman St  
to Dixon St



---

# Environmental Phase Outreach

## **January – March**

- Identify specific groups and individuals to engage
- Partnerships with CBOs for small group meetings

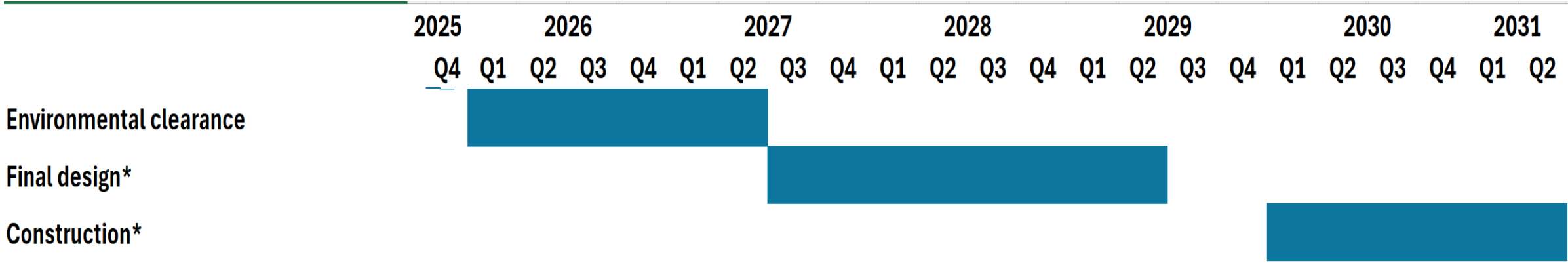
## **April – June**

- Additional Door-to-Door Outreach
- Walk and Roll to School Day Event
- Focus Group Meetings

## **July – December**

- Active Transportation Working Group and additional engagement

# Anticipated Schedule



\*Subject to funding availability

---

# Thank You

[kraj@alamedactc.org](mailto:kraj@alamedactc.org)

[jdelosreyes@alamedactc.org](mailto:jdelosreyes@alamedactc.org)

[Lucas.Woodward@hayward-ca.gov](mailto:Lucas.Woodward@hayward-ca.gov)





Project Website <https://www.alamedactc.org/programs-projects/bicycle-and-pedestrian/eastbaygreenway>



# Silva Avenue – Potential Traffic Calming Measures



Potential Traffic Calming Treatments

-  Raised intersection
-  Speed hump
-  Protected intersection
-  Curb extension










# Whitman Street – Potential Traffic Calming Measures



## Potential Traffic Calming Treatments

-  Raised intersection
-  Speed hump
-  Protected intersection
-  Raised crossing (prioritized near schools)
-  Curb extension

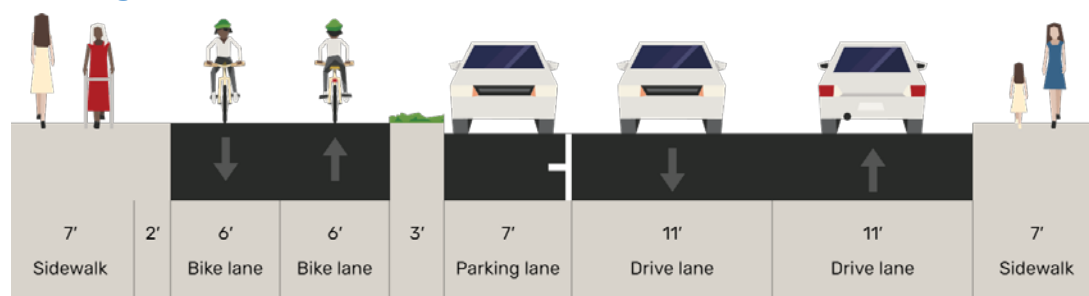




**Whitman Street**  
from Harder Rd to Fruitwood Wy  
(looking northbound)



**Whitman Street**  
from Fruitwood Wy to Tennyson Rd  
(looking northbound)



# School Engagement for Whitman Street Late June 2025

Tennyson High School and Cesar Chavez Middle School  
June 24 – July 7, 2025

Online Survey: Participants asked to choose between two options  
Focus on Whitman in front of high school and middle school

