

Council Economic Development Committee



April 6, 2026



How to Provide Public Comments

The Council Economic Development Committee is accepting public comments prior to the meeting via email or during the meeting via the Zoom link or Zoom dial-in information listed on the published agenda.

If you are making your comments during the meeting please note:

- Click the “Raise Hand” button to request to speak when the Staff Liaison calls for public comments on an eligible agenda item. You will be permitted to speak during your turn and muted after the allotted time (3 minutes).
- When joining by phone, click *9 to raise a hand to speak. Press *6 to unmute. We kindly request speakers to mute or turn down the meeting video when it is their opportunity to speak as it may cause interference with the speaker system.
- Use headphones/mic for better sound quality and less background noise
- Decorum: Please be mindful that virtual meetings are public and will be recorded. All meeting rules of procedure and decorum, including speaker time limits, will apply. The Staff Liaison, via the host, may remove individuals for persistent disruption or any conduct or statements that threaten the safety of any person(s) at the meeting.

Approval of Minutes from March 2, 2026
Regular Meeting

Development Activity and Selected Property Updates (Oral Report Only)



DEVELOPMENT ACTIVITY UPDATES

Sara Buizer, Director of Development Services

April 6, 2026



HONDA



U-HAUL



22540 FOOTHILL (CHALK-IT-UP)



Q-POT (24177 SOUTHLAND)



JIVA LIFE



MAPLE & MAIN



71 W . TENNYSON



**MISSION CROSSINGS
FRONTAGE**



SKYWEST



URBAN AIR ADVENTURE PARK



MAIN & B STREET



808 B STREET (ACE HARDWARE)



CON AZUCAR



AUTO PLAZA

Overview of Real Estate Objectives and Strategy

Council Economic
Development
Committee

April 6, 2026

CITY REAL ESTATE STRATEGY

*Presented By
Tracy Irvin, Real Property Manager*



CITY REAL ESTATE STRATEGIC OBJECTIVES & GOAL

Key Objectives



Financial Performance and Asset Stewardship

- Identify opportunities to generate revenue or reduce operating costs
- Identify high-cost/low-return properties



Strategic Planning and Public Benefit

- Maximize public benefit through development
- Generate tax revenues, affordable housing opportunities, and job creation



Risk Management

- Identify deferred maintenance and market risks within the portfolio
- Reduce exposure through proactive planning

Current Goal

- Restore and protect the City's General Fund reserves, while reducing future financial risk.

CITY REAL ESTATE PRIORITIES FOR 2026-2027

City Center



Cinema Place



C St & Main St



Action Steps

1. Independent appraisals – **Awarded; Contracts in process**
2. Evaluate hold, lease, restructure, or fee sale options – **In process**
3. Initiate Surplus Land Act (SLA) & Marketing process – **In process**
4. Return to Council with negotiation parameters
5. Execute transaction consistent with Council direction

CURRENT ACTIONS & NEXT STEPS

**Nov 2025
to Feb 2026**

- Received City Council direction
- Proceed with appraisals
- Identify properties for Surplus Lands Act

**March to
April 2026**

- Begin Surplus Lands Act with approved properties
- Develop marketing materials and marketing of priority sites

**May to June
2026**

- Share appraisal results and market interest to City Council
- Receive updated direction based on market interest and evaluation

**July 2026 &
Forward**

- Return to City Council for ongoing direction and approval of price and terms

Estimated Timeline for Property Sales

- No Surplus Land Act Interest: 8–12 Months
- With Surplus Land Act Negotiation: 10–15 Months
- Complex Entitlements/CEQA: 12–18+ Months

CINEMA PLACE

Property Overview & Background

- The properties consist of Cinema Place site and Cinema Place Parking Garage totaling approximately 2.42 acres.
- The site was developed as an entertainment-oriented retail center by the former Hayward Redevelopment Agency.
- The site includes 11 retail tenants, including Cinemark Century Theater.
- In 2024, Hayward Economic Development Corp was created and purchased the ground lease via a loan from the City's reserves to stabilize the property.

Goals

- **Sell the leasehold**
- **Reduce risk**
- **Maximize public benefit**



CITY CENTER

Property Overview & Background

- The subject properties include the former Centennial Hall site, former City Hall site, and the City Center parking structure site, totaling approximately 5.79 acres.
- The City Center site has served as Hayward's municipal core since 1969 and formerly housed City Hall and the Centennial Hall Convention Center
- In 2019, the City repurchased the central parcel and demolished the former City Hall building.

Goals

- **Sell the property**
- **Reduce risk**
- **Maximize public benefit**



ADDITIONAL PROPERTIES





Questions And Answers

Future Meeting Topics as of April 6, 2026



**Council Economic Development Committee
Future Meeting Topics as of April 6, 2026**

RESPONSIBLE STAFF	FUTURE MEETING AGENDA ITEMS	PRESENTATION DATE*
City Manager's Office/ Assistant City Manager	Update on Cinema Plaza	Standing Item
Economic Development	Business Engagement 2.0 Program	May 2026
Economic Development	Fiscal Year 2027 CEDC Meeting Schedule	May 2026
	Meeting Cancelled	June 2026

*Subject to change and data availability

Committee Member/ Staff Announcements and Referrals

East Bay EDA Innovation Awards



San Francisco Business Times: Corridors The Opportunity Along I-880



SAN FRANCISCO BUSINESS TIMES
CORRIDORS
THE OPPORTUNITY ALONG I-880

REGISTER TODAY!

Thursday, April 2, 2026 | 9:00 am – 11:00 am
California State University, East Bay

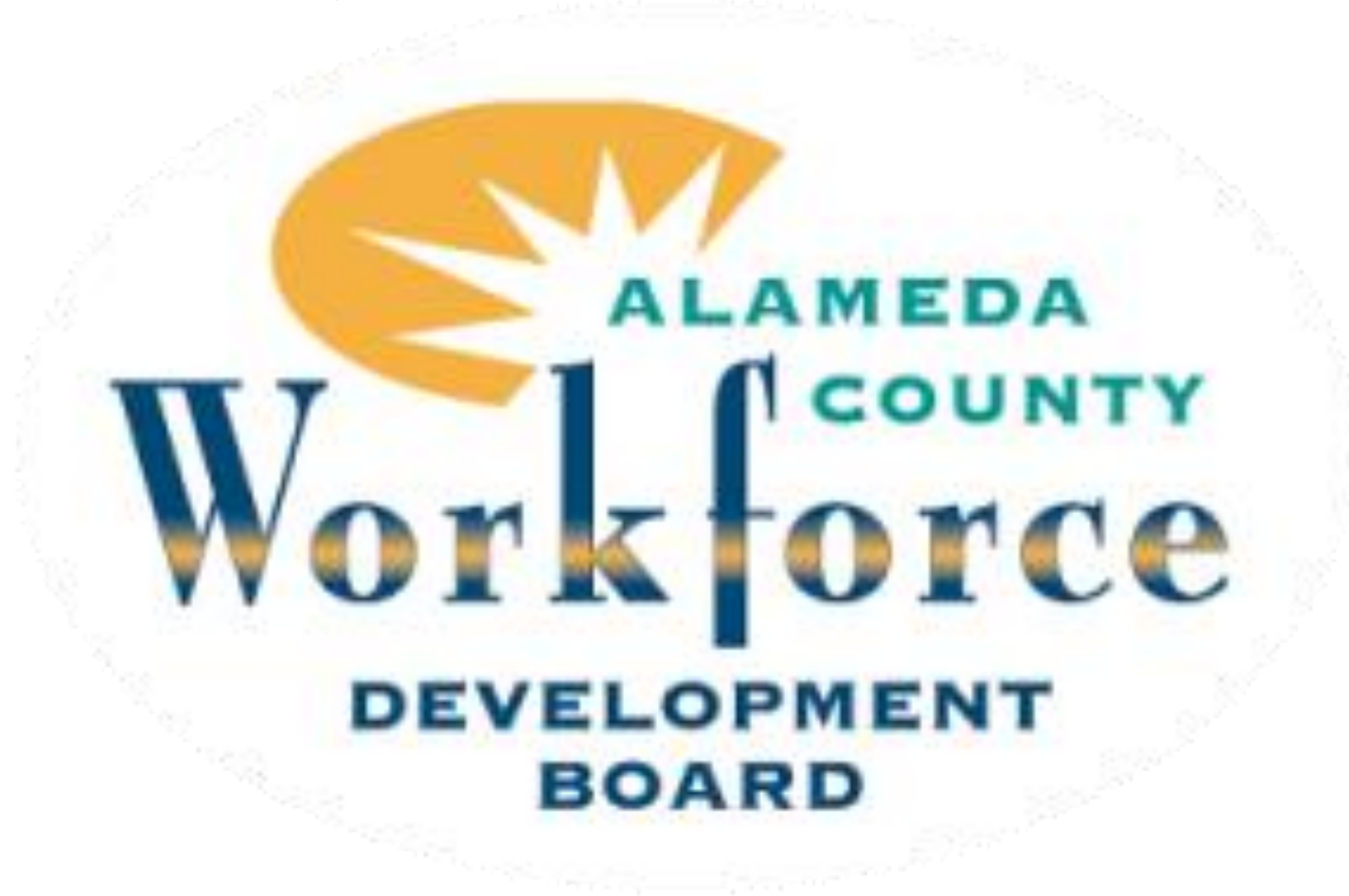
As part of its Corridors of Opportunity series focused in the East Bay, The San Francisco Business Times and expert guests will discuss the economic chances and challenges these cities face.

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