



## COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

### MEETING MINUTES – February 6, 2017

**CALL TO ORDER:** Mayor Halliday called the Regular meeting to order at 4:02 p.m.

#### ATTENDANCE:

Committee Member	Present 2/6/17	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Michael Ly		3	2	3	2
Didacus-Jeff Joseph Ramos	✓	4	1	4	1
Mayor Halliday (Chair)	✓	4	1	4	1
Council Member Márquez	✓	5	0	5	0
Council Member Mendall	✓	5	0	5	0

#### OTHERS IN ATTENDANCE:

Kelly McAdoo, City Manager; David Rizk, Director of Development Services; Stacey Bristow, Deputy Director of Development Services; Micah Hinkle, Economic Development Manager; Paul Nguyen, Economic Development Specialist; Ramona Thomas, Economic Development Specialist; David Gates, Owner, Gates + Associates; Kim Huggett, President and CEO, Hayward Chamber of Commerce; Angela Andrews; Suzanne Philis, Senior Secretary

#### PUBLIC COMMENTS

Mayor Halliday congratulated the Economic Development team for winning the California Association for Local Economic Development (CALED) Award of Excellence for its Passport to Downtown program under the Promotions category and Awards of Merit under Economic Development Partnerships and Economic Development Programs. She also recognized Industrial Specialist Paul Nguyen who was named a 40 Under 40 one to watch by international economic development firm DCI (Development Counsellors International).

Hayward Chamber of Commerce President and CEO Kim Huggett reported that NBA great Steph Curry was filming a commercial at the bank building at B and Main Streets and later, the Hayward Plunge. He noted that Hayward's reputation as a site location for filming was continuing to improve. Mr. Huggett also reviewed the 73<sup>rd</sup> Annual Awards Gala held on Saturday noting Chris Lam, President and CEO of Pucci Foods and a former CEDC member, was named the Business Person of Year. He also

pointed out a list of upcoming events in the Gala program, many of which were in cooperation with the Economic Development Division.

## **1. APPROVAL OF MINUTES OF REGULAR MEETING DEC. 5, 2016**

A motion to approve minutes was made by Council Member Márquez with a second by Council Member Mendall. Minutes from the December 5, 2016 Regular Meeting were unanimously approved with Member Ly absent.

## **2. GATEWAY MARKER PROJECT**

Economic Development Manager Hinkle introduced Senior Secretary Philis who gave a brief overview of the project. Consultant David Gates, owner of Gates + Associates landscape architectural firm, gave the presentation.

Council Member Mendall said he liked the painted crosswalk option because it could go anywhere, but really thought the metal panel with the spinning H was a cool idea because it was attention catching and really different. Regarding the option of painting a message on the bicycle overpass spanning Route 92, he said he preferred the optional panels that could be mounted up against the fencing, but he deferred to the designer for the look or pattern of the panels. Council Member Mendall said he liked the large 3-prong H design a lot, but it seemed more appropriate as a gateway marker to the city rather than the industrial crescent. Mr. Gates said different materials and finishes could be used so the H suggested technology at that location and residential or commercial at other locations. Council Member Mendall said he also liked the fiberglass sculptures, but commented that they didn't have a strong message and he wasn't sure what shapes could be used to accurately represent the industries in the crescent.

Council Member Mendall also said, in general, he preferred Innovation rather than Industrial to describe the crescent-shaped area as the City was trying to change the perception of Hayward.

Council Member Márquez said she was excited to read the report and see the different options. She said she really liked the metal panel with the H, but wondered if a map of the industrial crescent or some other element should be added to the bottom of the panel which was rather plain. She emphasized that all elements should consistently reflect the City's new branding and marketing efforts. She suggested installing several of the panels around the crescent rather than the 3-prong H, which she agreed, seemed more appropriate as a city gateway marker. Council Member Márquez said she was supportive of moving forward and making this a CIP project.

Regarding the fiberglass sculptures Council Member Márquez said she liked the DNA strand, but didn't find the other shapes effective and didn't think people passing in cars would be able to see any painted words or messaging. She said she really liked the painted green Hs in the crosswalk, and she also agreed that screens were a better option than paint on the bicycle overpass. She also suggested using other colors, like blue, to stand out. Mr. Gates said one idea was to use different colors for different areas of the City along with a green H to represent the primary City branding.

Member Ramos said he liked things that move; color and movement attract his eye when he's travelling through an area. He said he liked the H-painted crosswalks and suggested using other words and phrases, too. He thought Mr. Gates' suggestion of using different colors in different areas

was a good one. Regarding using the word Industrial to describe the area, Member Ramos said he preferred a lexicon of many words and allowing people to select their favorite. He emphasized that any gateway marker option with movement was his preference.

Mr. Gates commented that he hadn't mentioned available lighting options for any of the designs including the use of photocells if electricity wasn't available at some of the locations.

Member Ramos also mentioned banners as another option to consider. He acknowledged that they would fade and fall apart faster than some of the other options, but noted they were also inexpensive and could be changed more frequently. Senior Secretary Philis commented that light pole placement and availability was not consistent within the crescent. Member Ramos said that was one kind of banner, another was the flag style. He also suggested taking advantage of City space and time on the electronic billboard near Route 92 with targeted messaging.

Regarding the proposed location map shown in the staff report, Member Ramos suggested expanding it to include a location at Hesperian and Winton, Hesperian and A or Hesperian and 92 near the college campus. He said the location at Ruus and Industrial felt too far out with not enough around. Member Ramos said the area did need something, however, to let people know they were in Hayward.

Mr. Gates mentioned that at the Warm Springs BART station they installed a light projector that people could control by using a cell phone link to change the lights and color. He pointed out that the installation could be privately funded by businesses that could use it as part of a marketing campaign. Mayor Halliday asked what the lights be projected on and Mr. Gates said almost anything: a building, a banner, the ground.

Deputy Director of Development Services Bristow suggested the ED Team reach out to Director of Library and Community Services Sean Reinhart to get the contact information for an artist the City had been working with for a phenomenal interactive installation at the new library.

Mayor Halliday asked if there was a budget identified for the gateway markers. Senior Secretary Philis explained that no budget had been identified, but hoped the information provided would help determine how much was needed if members wanted to move forward with the project. City Manager McAdoo said the item would be a CIP-funded project and would have to be prioritized with other funding requests.

Mayor Halliday expressed concern that painting on the overpass might look too much like graffiti, but suggested working with a local artist if that was the chosen direction. The Mayor also spoke favorably of the metal panel with spinning H. She said she would like more public art, including in the industrial crescent, but thought the fiberglass sculptures were not specific enough to the industries. She agreed that the 3-prong H was more appropriate as a City gateway marker or it needed to be located at Industrial and Hesperian which was a true gateway to the area.

If there was enough funding, the Mayor Halliday imagined a series of markers with a catch-phrase such as "Where Innovation Meets Industry" or "Industry Meets Innovation." She said that some sort of marker or sign should welcome drivers coming from Route 92 into the industrial area.

Mayor Halliday asked Mr. Gates who paid for the light installation at the Warm Springs BART station and he said funding came through a bond measure. Off topic the Mayor commented that the quality and appearance of the Union City BART station compared to the Hayward BART station was so much better, but she noted Union City paid for the improvements using Redevelopment money. She acknowledged that BART had other, more important things to spend their limited funding on, but she said the Hayward BART station needed work.

Council Member Mendall said improvements might be possible for the South Hayward BART station using JPA (Joint Powers Authority) funding.

Deputy Director of Development Services Bristow said BART representatives had been attending Downtown Specific Plan Task Force meetings and hoped something might develop based on those discussions and by the completion of the Plan.

Mayor Halliday said staff was on the right track with the gateway markers, but emphasized consistent messaging or form, depending on the area.

Council Member Mendall commented that technology workers liked to work somewhere cool and his initial thought, when he suggested the gateway markers, was to give them a sense of belonging. He said having a couple of markers at the entrances of the industrial crescent would help, but having the H crosswalks throughout the area would do more. He said he knew the cost would be ridiculously expensive, but suggested using the DNA fiberglass structure as the base for, as an example, No Parking signs to create a sense of place for the area.

Mr. Gates commented that he once painted all the Stop Sign poles in El Cerrito blue to create an immediate sense of place for very little money. He said what Council Member Mendall was thinking was right on track and that something simple like that could have a huge impact.

Member Ramos pointed out that as long as a green H was used, any combination of options could be used and still be consistent with branding efforts. He agreed with the group that using screens on the bicycle overpass was a better option than painting it. Mr. Gates noted that Caltrans would want the City to perform a structural engineering evaluation to attach anything to the chain link fences. He said he didn't want to discourage the idea, just be realistic about the requirements.

Mr. Gates also informed the group that implementation of the light projector idea would cost between \$4,000 and \$7,000.

Council Member Mendall said the City should consider a public art or monument requirement for developments located at high visibility locations like the Oliver Salt Property on Route 92. Mayor Halliday said maybe it was time for the City to look at a public art fee.

Mayor Halliday recalled when she visited China how amazing the LED light displays were on the sides of the buildings. She said every night there was a different light show. Mr. Gates said Hong Kong was famous for the light displays.

City Manager McAdoo said once Council developed a consistent plan and theme then the City would have some leverage with gateway development projects and exploration of city-wide options when speaking with developers or moving forward with road improvement projects.

Member Ramos suggested inviting Bay Area artists to exhibit their work in the format desired for gateway markers as a kind of art contest.

Mayor Halliday said the spinning H was the group favorite and she thanked Mr. Gates and staff for bringing it to the Committee.

### **3. DEVELOPMENT SERVICES PROJECTS UPDATE**

Economic Development Manager Hinkle noted the presentation had two parts starting with an update of current projects by Director of Development Services Rizk followed by a new Lean Innovation approach to Planning via a Community Opinions Survey report by Deputy Director of Development Services Bristow.

Director Rizk gave a presentation of current construction projects providing details and a status update for each one and committee members added minor questions and comments.

Regarding the proposed project located at 26601 Mission Boulevard, Member Ramos asked if the 1,500 square feet of retail space was all new. Deputy Director Bristow explained that based on the results of the Community Opinions Survey, neighbors wanted a retail element added to the two-part residential development.

Council Member Mendall asked how many square feet of retail was part of the previous development and staff didn't know.

Mayor Halliday received confirmation that the site had Form-based Code zoning and staff added that residential-only was allowed under the Code. Mayor Halliday said not requiring retail was an oversight on Council's part and noted the site had always been a commercial strip. Deputy Director Bristow said City staff relayed the desire, both by the City and the community, for retail to the developer and that's why the 1,500 square feet had been added to the project.

Staff confirmed that the retail component would be part of the smaller development on the site with KB Homes building townhomes on the larger section.

Council Member Mendall said the postcard from Code Enforcement with a picture of the officer assigned to the area was awesome and would be useful for residents compared to the notices sent out in the past. Deputy Director Bristow said that the department received over 100 calls from residents thanking them for the information.

Regarding the process of surveying neighbors about pending projects, Council Member Mendall said he liked it, but wasn't sure a survey could be done for all projects. He suggested using surveys when the City knew a project would have a big impact on a particular area. Deputy Director Bristow said staff was developing the criteria to determine which projects merited a survey.

Regarding the project itself, Council Member Mendall said townhomes facing Mission Boulevard didn't make any sense to him and staff should convey this to the developer. He said he would emphasize the preference for retail.

Council Member Márquez asked if the developer of the project chose not to go through the conceptual review process. Deputy Director Bristow explained that it wasn't until the Survey was conducted that staff realized how important retail was to the community and started talking to the developer about adding some to the project.

Council Member Márquez commented that the existing building had boarded up windows and was covered in graffiti and she asked what could be done to clean it up until construction started. Deputy Director Bristow said Code Enforcement was working with the owner to try to maintain the property to minimum standards.

Council Member Márquez said she loved the Community Opinions Survey approach, looked forward to seeing the policy criteria, and said the more the City could do to engage and notify the community and neighbors, the better.

Member Ramos said the property was an eyesore and he agreed that the plan to put door fronts and driveways facing Mission didn't make sense, but noted there was no room to put a driveway behind the property either.

Economic Development Manager Hinkle noted the Committee was not seeing the full development plans that showed that door fronts faced Mission, but access was from behind. He said the total depth of the parcel wasn't deep enough for a commercial use and, as an example, the lot to protect for retail use only was the Kmart corner lot. He pointed out with the cemetery across the street, and single family homes behind, the parcel didn't lend itself to a commercial use.

Member Ramos asked if there was going to be cut through to provide better access for residents. When staff said no, Member Ramos pointed out that residents in the existing homes would have to drive to get out of the neighborhood and that was exactly what the City didn't want.

Mayor Halliday said she liked the innovative approach to the Community Opinions Survey, but regarding the property and development in question, said the City was not happy. She understood that housing was more lucrative, but said in this case the Form-based Code took away the City's ability to add value to the community and instead created demand for more services. The Form-based Code worked if there was a large area being developed all at once, she said, but not parcel by parcel and she agreed with Member Ramos that the goal of the Form-based Code was to create connections and that wasn't happening. She said 1,500 square feet of retail was not enough.

Member Ramos said the Survey was a great approach for giving residents who would never have access the opportunity to comment and get involved.

Deputy Director Bristow thanked City Manager McAdoo for giving staff the opportunity to try new Lean Innovation approaches.

#### **4. 2016 PASSPORT TO DOWNTOWN UPDATE**

Economic Development Specialist Thomas gave an overview of the Shop Hayward program throughout its history starting with City-led efforts in 2009 to 2016's merchant-led Passport to Downtown program. She then introduced Renee Rettig, manager of The Book Shop and program leader representing the United Merchants Downtown Association. Ms. Rettig gave a brief report on

participation numbers—noting over \$10,000 in revenue was generated by the 25 participating vendors in less than two weeks—lessons learned, and possible options for future programs.

Council Member Márquez asked where the prize drawing took place and Ms. Rettig said eko Coffee Bar & Tea House. She also noted a large number of prizes had not been claimed. Council Member Mendall asked if winners had been notified and Ms. Rettig said yes, several times, but noted prizes had to be picked up in person. Ms. Rettig also mentioned that merchants liked that the City's Light Up the Season (LUTS) holiday event was held on the first Saturday of December rather than the first Thursday. Mayor Halliday commented that no one complained about the holiday event being on a Saturday.

Mayor Halliday asked how many prizes were given out and Ms. Rettig said 25 gifts valued at \$25 each. Member Ramos suggested a “must be picked up by” date for future winnings.

Economic Development Manager Hinkle spoke about the programmatic approach of transitioning the program to a successful merchant-led effort. Mayor Halliday noted for Ms. Rettig that the program had won top a CALED Award of Excellent.

Council Member Mendall said it was the best iteration of the program to-date and he spent a lot more money than he intended. He also said having LUTS on Saturday worked well and that he and family had dinner, went to the bookstore and then had ice cream after to try to finish off another passport.

Ms. Rettig said merchants want to challenge the boundaries of downtown. Retail Specialist Thomas said she received feedback from merchants to the north of downtown that they would like to participate too or have their own program.

Council Member Mendall said he would come to the Saturday downtown Farmers Market even more if vendors participated in a month-long passport program. Ms. Rettig said the new market manager was excellent and was very anxious to participate.

Mayor Halliday echoed positive comments made about the Program and commented that the only glitch she experienced was her husband's passport wasn't stamped properly at one store. She asked staff to remind the merchants to train all staff.

Council Member Mendall pointed out that next year merchants could advertise their “award winning” Passport Program. City Manager McAdoo said City Council could also present merchants with something to acknowledge their success.

Ms. Rettig thanked the City for assistance with print advertising, but noted that based on feedback, using social media to promote the program was more effective. Specialist Thomas suggested bringing back the use of hashtags by participants, which was also popular.

Ms. Rettig said another idea to help bolster future programs is partnering with a charitable organization or school to help spread the word.

## **5. FUTURE AGENDA ITEMS**

Council Member Márquez requested a discussion item regarding the consistent application of

branding efforts. Mayor Halliday agreed that City business cards should have the same logo. City Manager McAdoo said she had asked staff to use up existing supplies first before ordering new business cards to save both money and paper.

Council Member Mendall asked for an update on the Community Benefit District. He acknowledged it was already on the list of Future Meeting Topics, but commented that ever since the resignation of the City's Public Information Officer, who was managing the transition, he hadn't heard anything. City Manager McAdoo said she would provide an update at the next meeting.

Member Ramos asked staff if anyone had reached out to coordinate a tour of the new Makers Space. Economic Development Manager Hinkle said he would work with staff to determine the best agenda to schedule a tour.

Mayor Halliday asked if a new date had been selected for a tour of the improvements at Southland Mall. Economic Development Manager said staff was targeting April for a tour. Mayor Halliday mentioned that the changing demand for retail was also a pending topic and Manager Hinkle said the tour may present a new view of retail and as follow up, he could have an industry expert present to the Committee.

#### **COMMITTEE MEMBER ANNOUNCEMENTS AND REFERRALS**

None.

**ADJOURNMENT:** The meeting was adjourned at 6:11 p.m.