

Council Economic Development Committee



November 3, 2025

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 October 6, 2025
Regular Meeting

Proposed Interim Ordinance Pursuant to Government Code section 65858, Imposing a Temporary Moratorium on New Massage Businesses in Downtown Hayward.

Proposed Moratorium on New Massage Businesses

Police Dept., Development Services Dept., City Attorney's Office
November 3, 2025

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 Solutions

- **Phase 1: Temporary Moratorium** *(Scheduled for Council on 12/16/25)*
 - State Law allows adoption of temporary moratorium (up to 2 years) on new uses to address public health, safety and welfare.
- **Phase 2: Permanent Amendments** *(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
 - *Strengthen operational requirements*
 - *Expand criteria for suspension or revocation of permits*
 - *Require a CUP for change of ownership of massage establishments*

Future Meeting Topics as of November 3, 2025



**Council Economic Development Committee
Future Meeting Topics as of November 3, 2025**

RESPONSIBLE STAFF	FUTURE MEETING AGENDA ITEMS	PRESENTATION DATE*
City Manager's Office/ Assistant City Manager	Update on Cinema Plaza	Standing Item
Economic Development	Economic Development Year End Review	December 2025
Economic Development	Retail Corridor Tour: Hesperian Blvd	February 2025
Economic Development	Business Engagement Program 2.0	March 2025
Development Services/ Economic Development	Strategic Roadmap Update: EP7 Update on small businesses and popups in residential areas	TBD

*Subject to change and data availability

Committee Member/ Staff Announcements and Referrals

Start Up World Cup East Bay Regional & Finals



Cinema Place Plaza & Theater Update



Prettify Me
26201 Mission Blvd



GRAND OPENING

10:00 AM
Friday

24

October
2025

26201 MISSION BLVD SUITE 160, HAYWARD, CA 94544
WWW.PRETTIFYMEHAYWARD.COM

Adjournment