

Council Economic Development Committee



October 28, 2021



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:

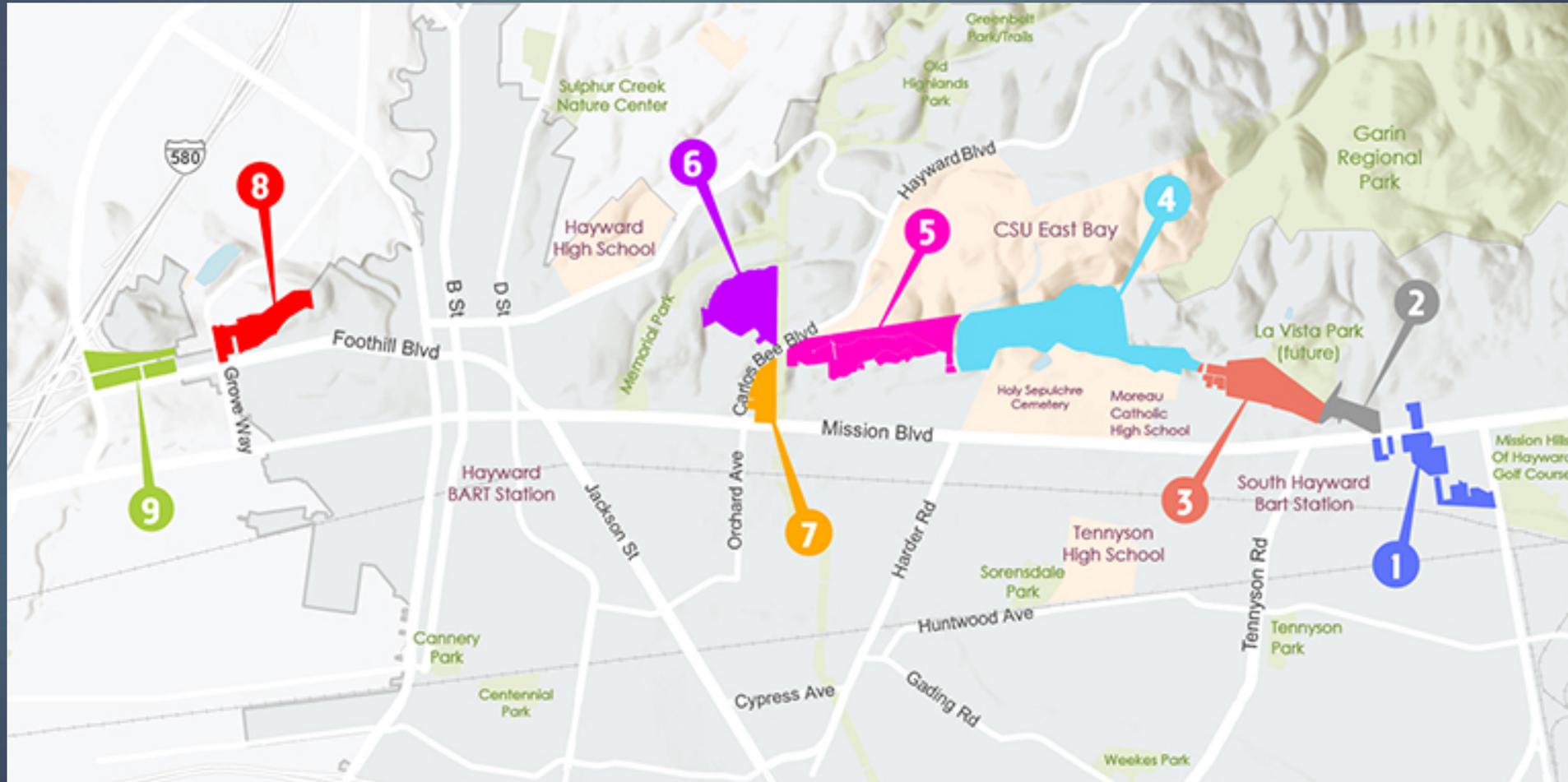
- Click the “Raise Hand” button to request to speak when the Staff Liaison calls for public comments on an eligible agenda item. You will be permitted to speak during your turn and muted after the allotted time (3 minutes).
- When joining by phone, click *9 to raise a hand to speak. Press *6 to unmute. 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 July 22, 2021
Regular Meeting



Caltrans Route 238 Parcels Development Update

Route 238 Corridor Parcels



Parcels 1 & 10 - Sohay



LANDSCAPING IS ILLUSTRATED FOR DESIGN INTENT.
SEE LANDSCAPE PLANS FOR DETAILED DESIGN.

PA1
RES. NEIGHBORHOOD
FROM ROUNDABOUT 1

Parcel Group 1 & 10: Project Updates

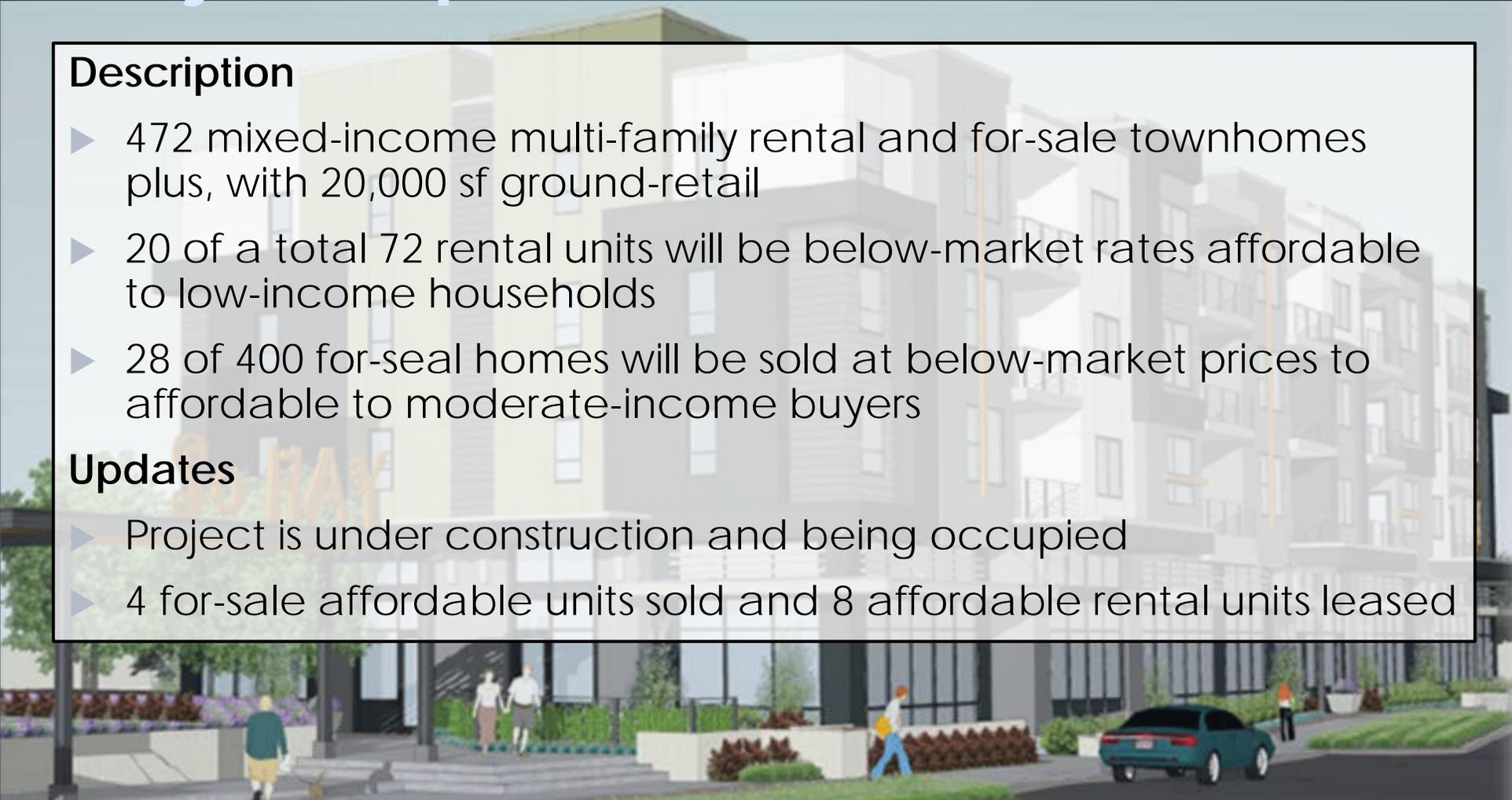


Description

- ▶ 472 mixed-income multi-family rental and for-sale townhomes plus, with 20,000 sf ground-retail
- ▶ 20 of a total 72 rental units will be below-market rates affordable to low-income households
- ▶ 28 of 400 for-sale homes will be sold at below-market prices to affordable to moderate-income buyers

Updates

- ▶ Project is under construction and being occupied
- ▶ 4 for-sale affordable units sold and 8 affordable rental units leased



Parcel 2 – True Life Development



Parcel Group 2: Project Updates



Description

- ▶ True Life Companies proposal contemplates the development of a mixed-use 190-unit development, including 10% affordable units and 10,000 square feet near South Hayward BART

Updates

- ▶ Signed Purchase and Sale Agreement in November 2019
- ▶ City sold Parcel Group 2 to True Life in August 2021
- ▶ Project now under construction



Parcel 3 – Eden Housing & The Primary School



VIEW 1



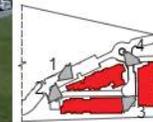
VIEW 3



VIEW 2



VIEW 4



LA VISTA RESIDENTIAL
PACIFIC WEST COMMUNITIES, INC

HAYWARD, CA

CONCEPTUAL 3D VIEWS

DATE: 05-12-2021
JOB NO.: 2018-201

AO ARCHITECTS
144 NORTH ORANGE ST., ORANGE, CA 92666

AR-5.0



Parcel Group 3: Project Updates



Description

- ▶ 28.5 acres
- ▶ 176 affordable units (*Est. RHNA benefit - 28% of City's low-income and 4% of very low-income*)
- ▶ Two-story, 36,000-square-foot community school (The Primary School) with wraparound family services targeted at Hayward's vulnerable families

Updates

- ▶ September 28, 2021 – Council denied appeal, upheld Planning Commission approval
- ▶ October 19, 2021 – Council approved DDA
- ▶ Late 2021/Early 2022 – Anticipated land transfer and payment to Caltrans to occur
 - ▶ School estimated to start construction late 2021/early 2022 with opening in fall 2023
 - ▶ Housing projected to start construction late 2022/early 2023, depending on competitive financing

Parcel 5 – Trumark Development



Parcel Group 5: Project Updates



Description

- ▶ Trumark proposes to develop up to 74 single-family homes, with 8 Accessory Dwelling Units designated as affordable, with range of lot sizes between 5,000-20,000 SF with 10,000 square feet average consistent with City approved Master Development Plan

Updates

- ▶ Trumark finalizing entitlement package and DDA negotiations with City
- ▶ Staff finalizing roadway and utility easement negotiation with CSUEB regarding acquisition of roadway access area to Carlos Bee Blvd.
- ▶ Recommended approval of DDA and easement anticipated in late 2021/early 2022

Parcel 6 – Integral Development



Parcel Group 6: Project Updates

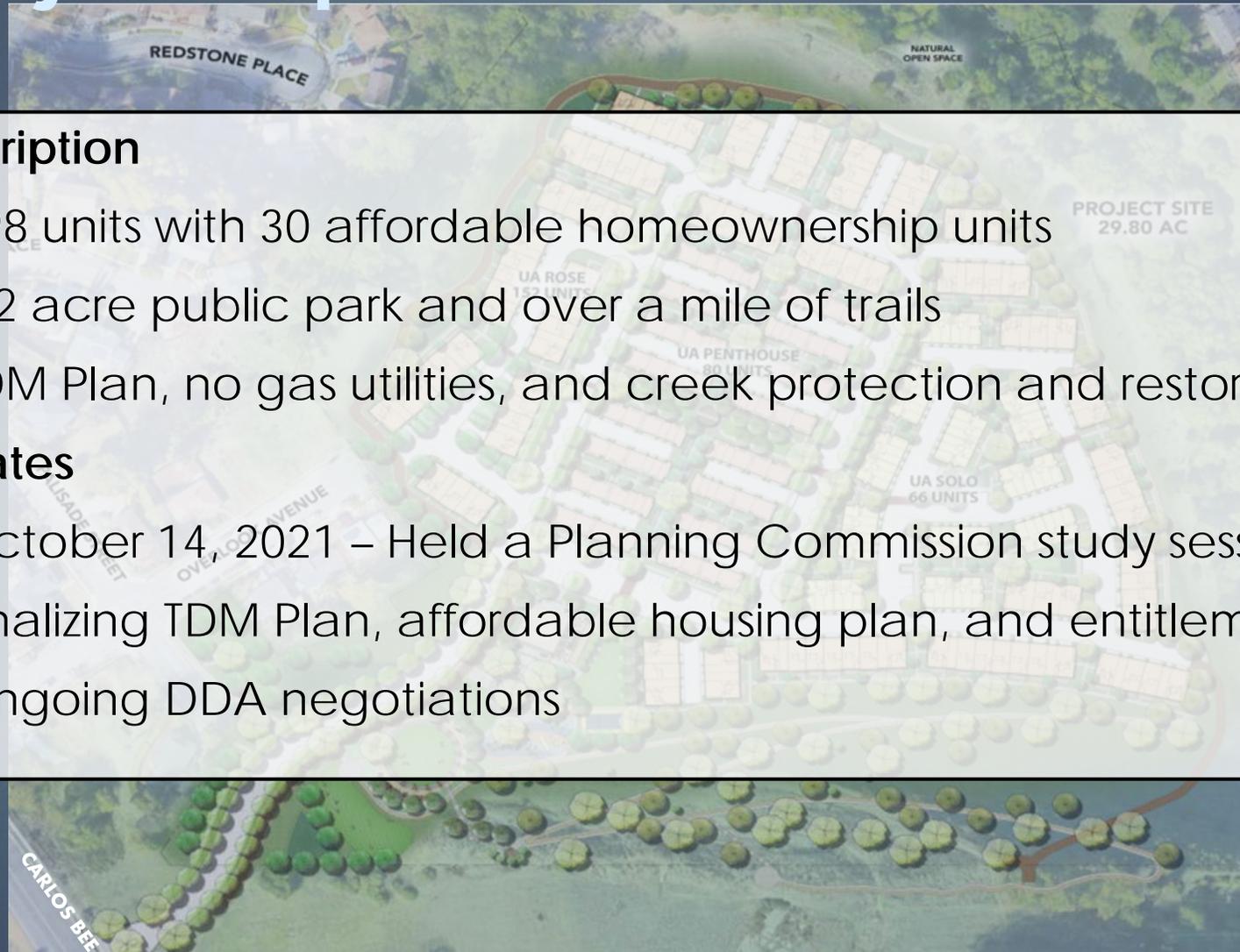


Description

- ▶ 298 units with 30 affordable homeownership units
- ▶ ~ 2 acre public park and over a mile of trails
- ▶ TDM Plan, no gas utilities, and creek protection and restoration

Updates

- ▶ October 14, 2021 – Held a Planning Commission study session
- ▶ Finalizing TDM Plan, affordable housing plan, and entitlements
- ▶ Ongoing DDA negotiations



Parcel 7 – Subaru Dealership



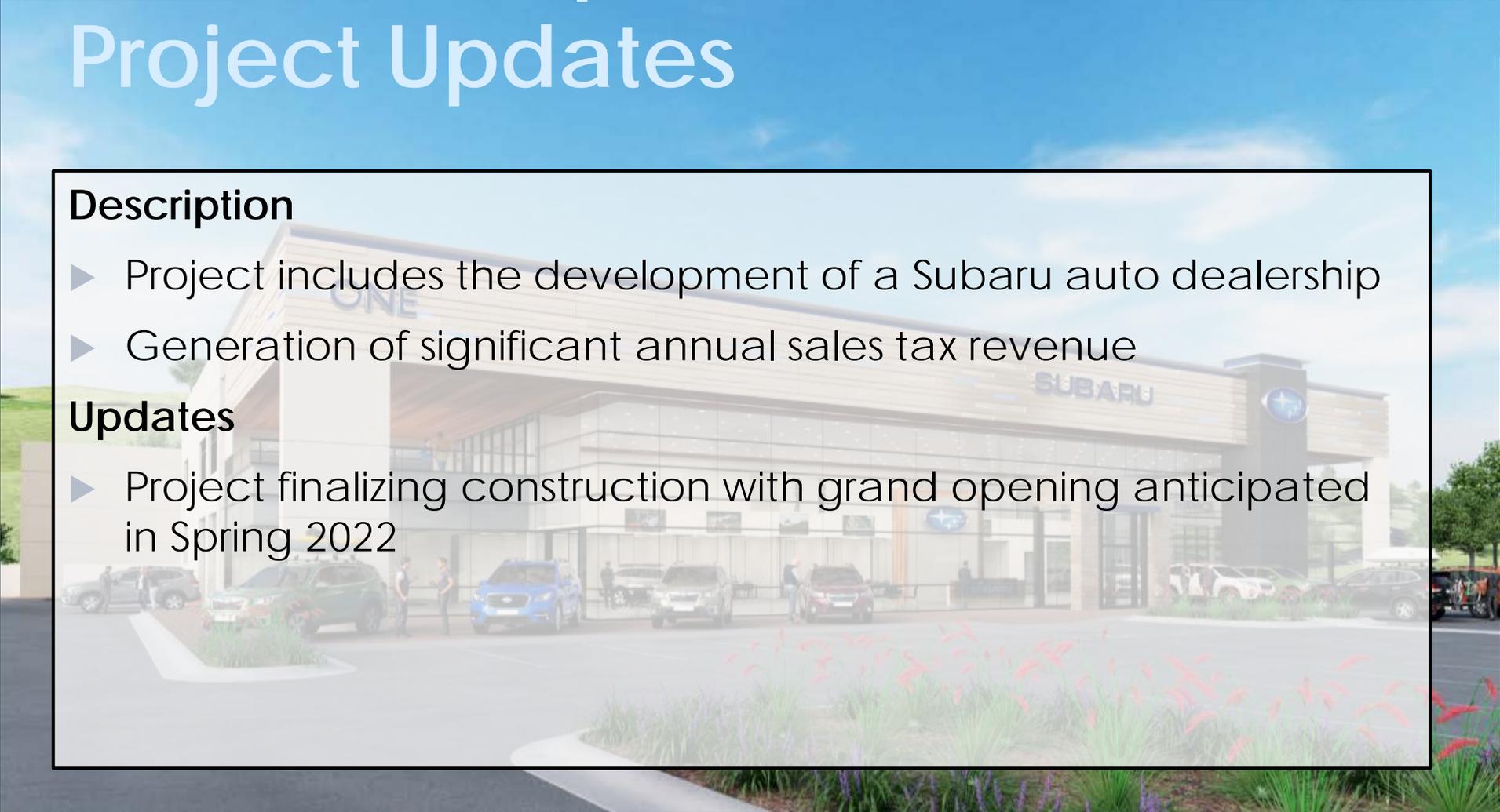
Parcel Group 7: Project Updates

Description

- ▶ Project includes the development of a Subaru auto dealership
- ▶ Generation of significant annual sales tax revenue

Updates

- ▶ Project finalizing construction with grand opening anticipated in Spring 2022



Parcel 8 – RCD Development



Parcel Group 8: Project Updates



Description

- ▶ 19.8 Acres, spans City and County, with nine existing tenancies
- ▶ Development approach to divide property into primarily three development areas for market rate housing, affordable housing and open space
- ▶ ENA with nonprofit affordable housing developer, Resources for Community Development (RCD)
- ▶ 110 units of affordable rental units, including rehabilitation and zero displacement goal for existing tenants

Updates

- ▶ RCD submitted SB35 application anticipated for approval, along with recommended approval of DDA in late 2021

Total Acreage = 19.79 ac
Carlos Bee Park Expansion = 9.17 ac
Upper County Segment = 5.16 ac
Western City Segment = 3.10 ac
Bridge/Grove Segment = 2.36 ac

LEGEND

- Parcel Boundary
- City Boundary
- Hayward Foothill Trail
- Steep Slope Area (>40%)
- Carlos Bee Park Expansion Segment
- Upper County Segment
- Western City Segment
- Bridge/Grove Segment
- Site Access Points

Parcel Group 9: Project Updates



Description

- ▶ 4.26 Acres, with 1.59 Acres in unincorporated Alameda County

Updates

- ▶ Previous Council direction to pursue hotel development
- ▶ Obtained zoning text amendment (ZA) for City portion of land to reclassify to General Commercial (GC) for more land use flexibility
- ▶ GC, which allows for retail uses and lodging uses such as a hotel, would not preclude residential projects
- ▶ Community Survey completed, which emphasized preference for housing, commercial and mixed-use, not hotel
- ▶ Multi-use RFP in 2022/2023





238 Parcel Group Schedule

Parcel Group	Status	Entity	Est. Disposition Timeline	Est. Unit Counts	Affordable Unit Counts
1 & 10	Sold / Under Construction	William Lyon Homes (SOHAY)	August 2018	472 (approved)	48 (approved)
2	Sold/Under Construction	The True Life Companies (Mirza)	September 2021	189 (approved)	20 (approved)
3	Entitlement Appeal/DDA Under Negotiation	Eden Housing and The Pacific Companies	Winter 2021/2022	176	176
4	Master Development Planning	City of Hayward	2023	3	0
5	Under Negotiation	Trumark Properties, LLC	2022	74	8

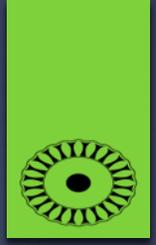
238 Parcel Group Schedule

continued



Parcel Group	Status	Entity	Est. Disposition Timeline	Est. Unit Counts	Affordable Unit Counts
6	Under Negotiation	Integral Communities	2022	300	30
7	Sold / Under Construction	One Subaru of Hayward	September 2020	0	0
8	Under Negotiations for Affordable Housing (AH), Open Space (OS), Market Rate Developer (TBD)	Resources for Community Dev for AH HARD for OS	2022	210	110
9	Master Development Planning	City of Hayward	2023	TBD	TBD
All Parcel Group Total				1,424	392 (28%)

Questions & Discussion



Development Services Department
Activities Update
(Oral report only)

A photograph of Hayward City Hall, a modern building with a curved glass facade and a fountain in the foreground. The fountain has several water jets and a central stone pillar. The building has a sign that reads "HAYWARD CITY HALL". The sky is blue with some clouds.

Council Economic Development Committee

Sara Buizer, Deputy Development Services Director
October 28, 2021

Building Permit Activity:

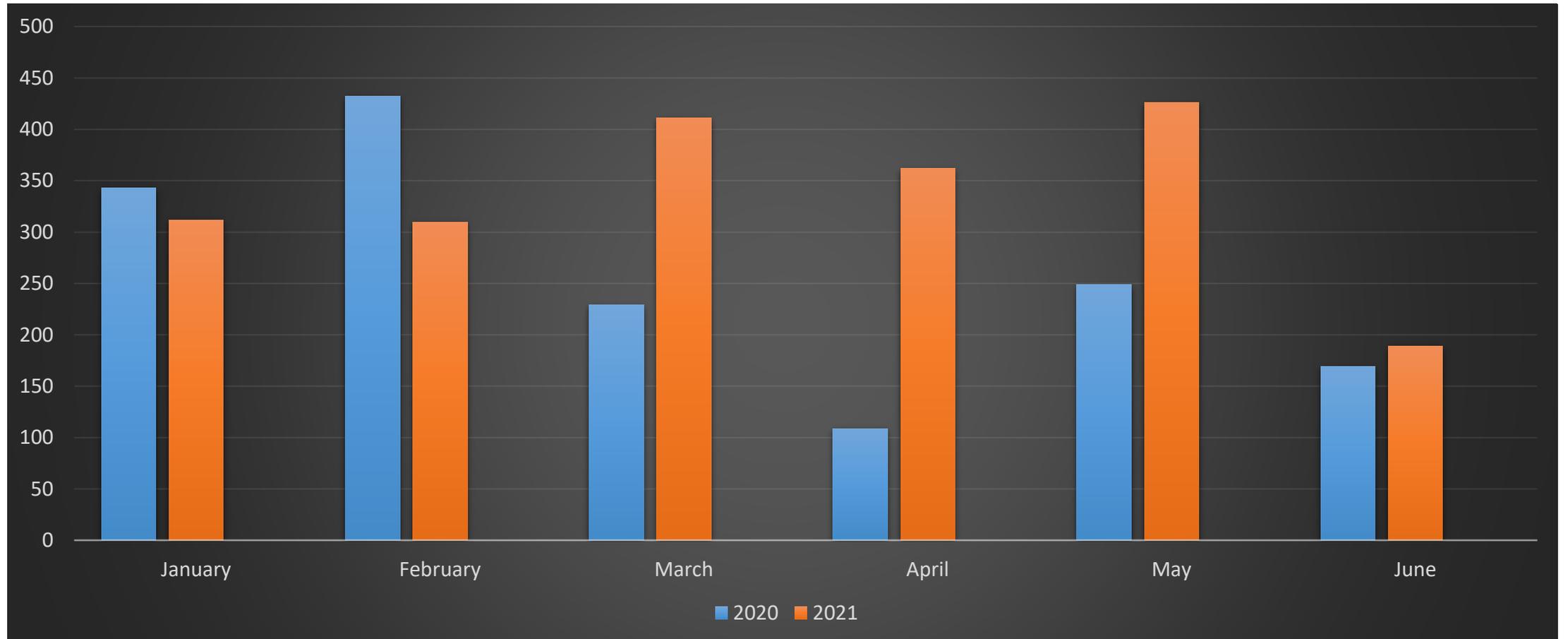
2020 vs. 2021

Building Permit Applications

	2020	2021
January	343	312
February	432	310
March	230	411
April	109	362
May	249	426
June	169	189

Building Permit Activity: 2020 vs. 2021

(Building Permit Applications)



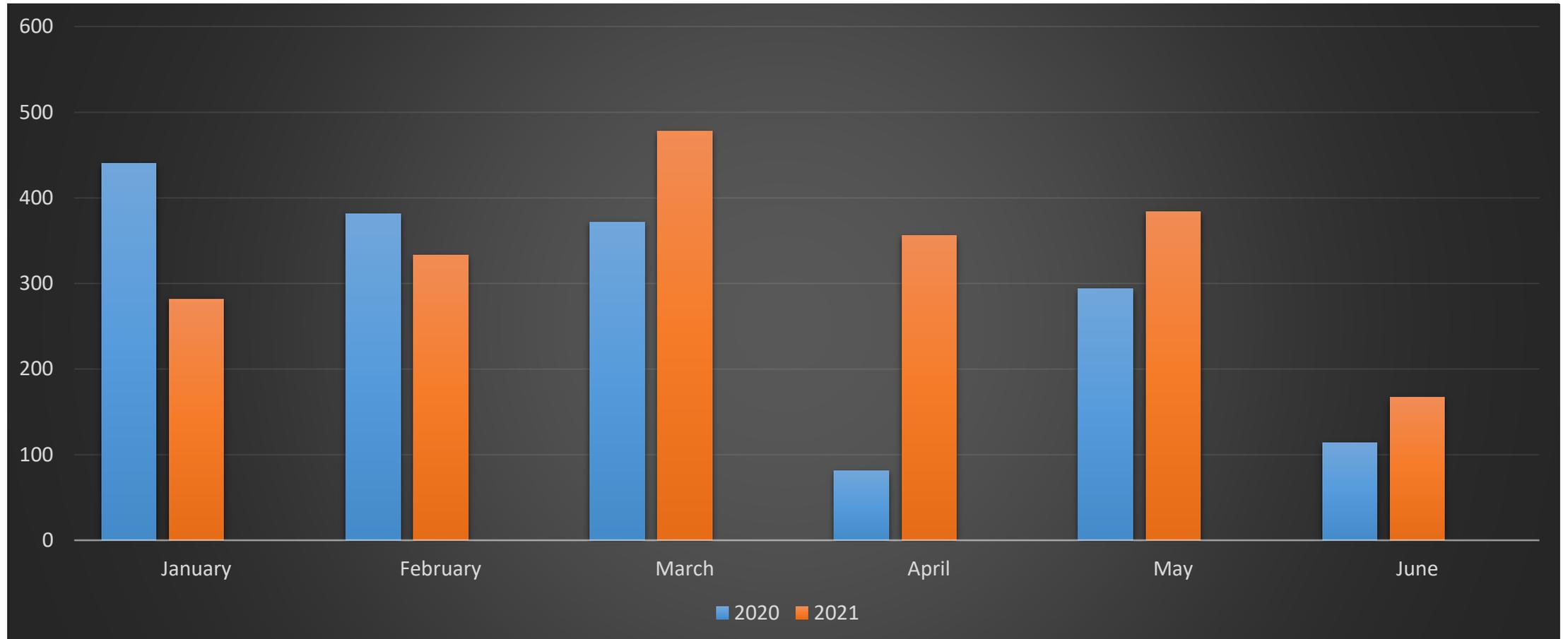
Building Permit Activity:

2019 vs. 2020

Building Permits Issued

	2020	2021
January	440	282
February	381	333
March	372	478
April	81	356
May	294	384
June	114	167

Building Permit Activity: 2020 vs. 2021 (Building Permits Issued)



Active Construction Projects – Residential/Commercial

Lincoln Landing



SOHAY



Building Permit Activity Summary

- Overall building permit activity (permits submitted and issued) has increased in 2021 over activity in 2020
- Many big projects are nearing completion (SOHAY, Lincoln Landing, Home2Suites hotel at airport, Mission Crossings).
- Additional big projects starting (Mission Village, SoMi).
- Supply chain issues may have an impact on activity
- Staffing shortages may also be an impact

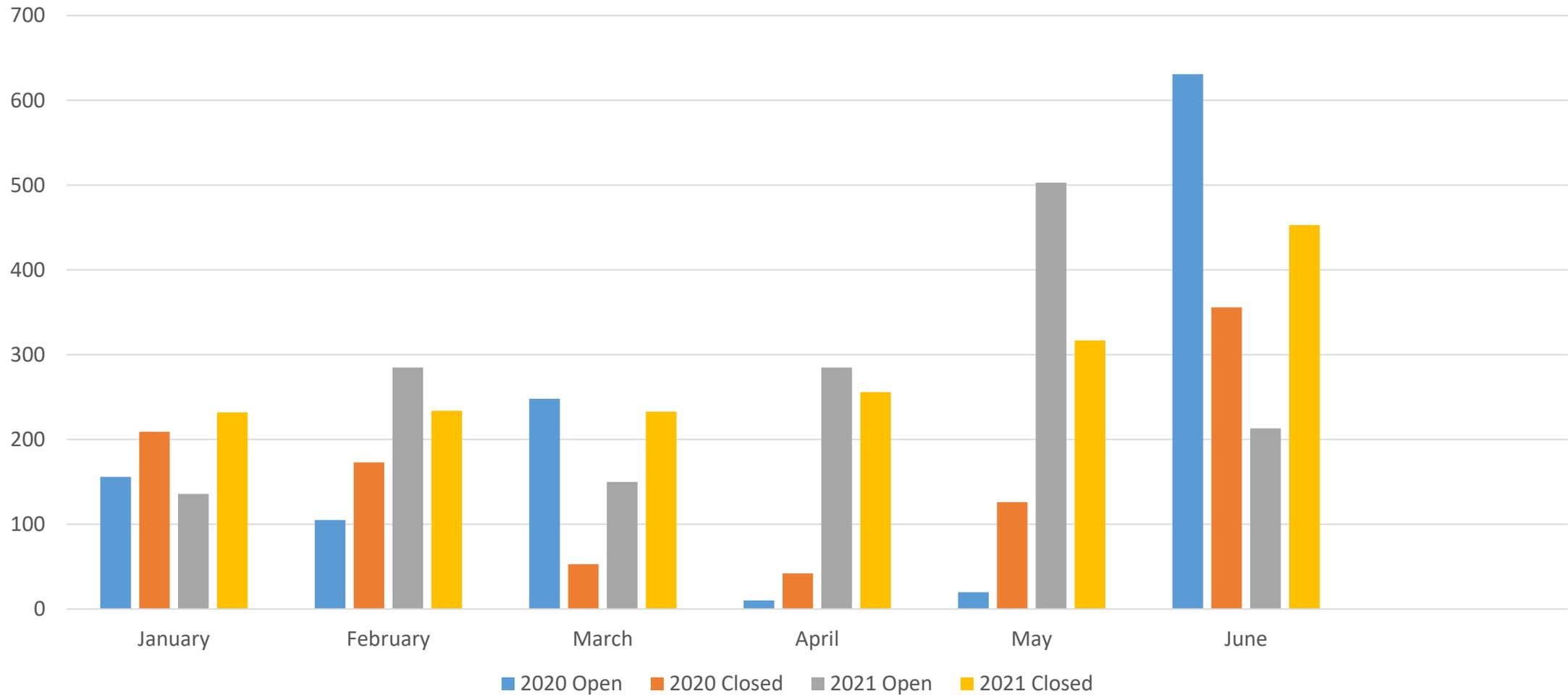
Code Enforcement Activity:

2020 vs. 2021

Code Enforcement Cases

	2020		2021	
	Open	Closed	Open	Closed
January	156	209	136	232
February	105	173	285	234
March	248	53	150	233
April	10	42	285	256
May	20	126	503	317
June	631	356	213	453

Code Enforcement Activity: 2020 vs 2021



Code Enforcement Activity Summary

- New code cases and case closures do fluctuate overtime and are dependent on complexity
- Focus during COVID was and remains to be education first
- As City transitioned out of the SIP more focus could be placed on non-Covid related items
- Focusing now on updates to Community Preservation Ordinance
- Staffing shortages may impact response times

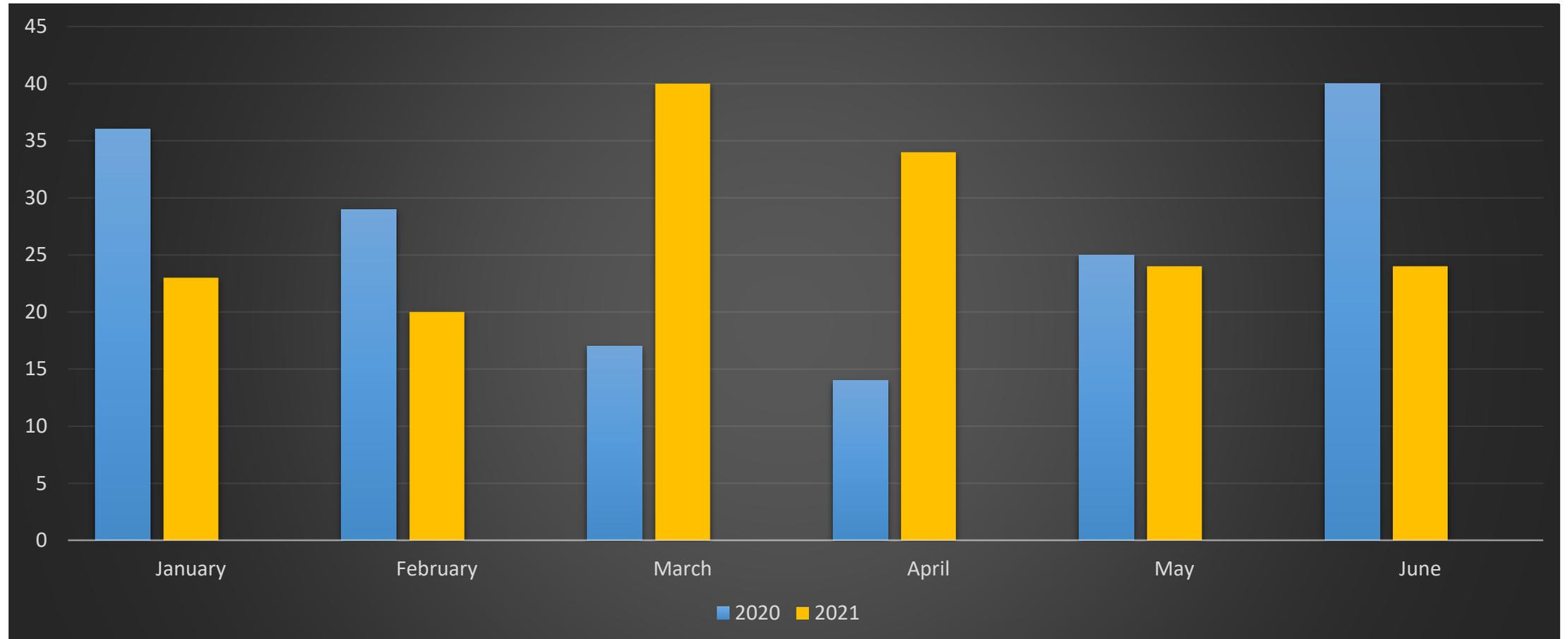
Planning Application Activity:

2020 vs. 2021

Planning Applications

	2020	2021
January	36	23
February	29	20
March	17	40
April	14	34
May	25	24
June	40	24

Planning Application Activity: 2020 vs. 2021



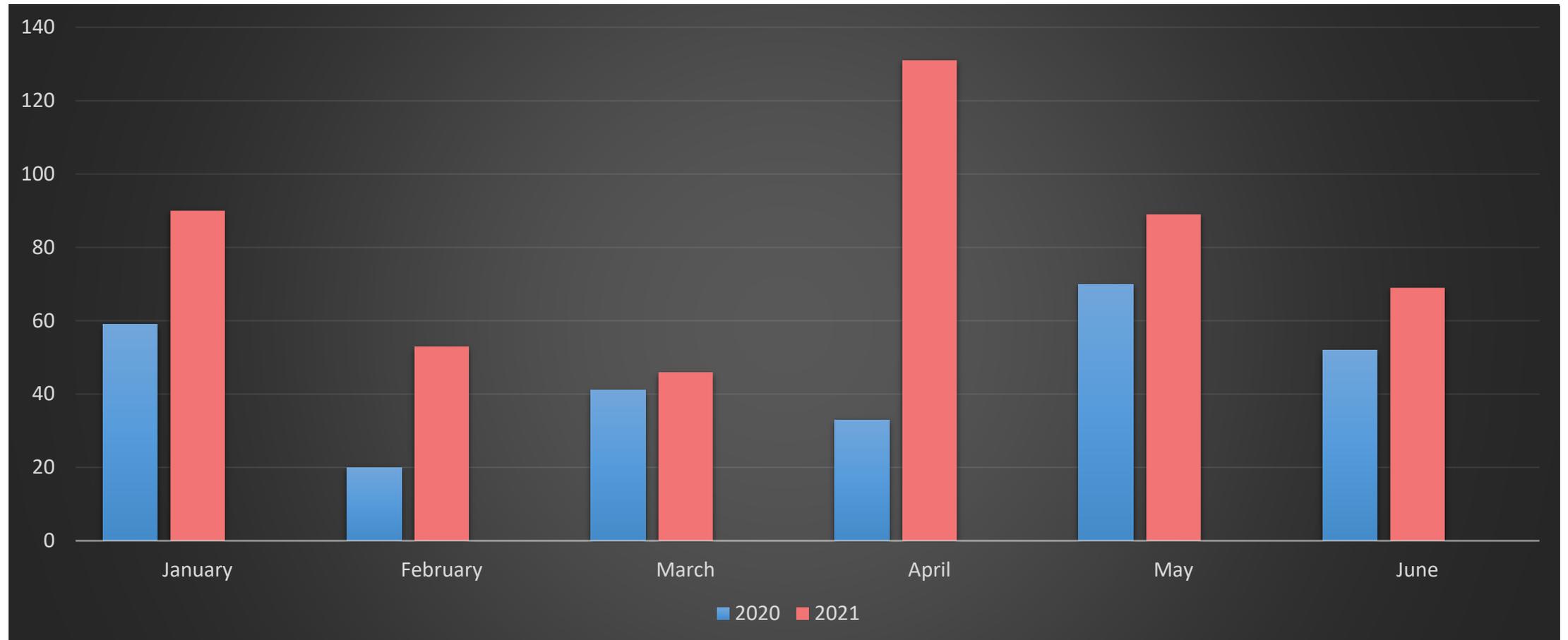
Planning Application Activity:

2020 vs. 2021

Engineering Applications - encroachment & grading permits

	2020	2021
January	59	90
February	20	53
March	41	46
April	33	131
May	70	89
June	52	69

Engineering Application Activity: 2020 vs. 2021



Planning/Engineering Application Summary

- Application activity has picked up considerably for Engineering applications and moderately for Planning (ADUs and Encroachment Permits)
- Complexity of projects and/or interest from both labor and environmental groups adding to time delays for projects
- Limited Staffing resources have impacted and will continue to impact processing timelines
- Market rate residential converting to affordable residential



Housing Pipeline

RHNA Allocation (2014-2023)

Very Low:	851
Low:	480
Moderate:	608
Above Moderate:	1,981
TOTAL:	3,920

Housing Pipeline – How Are We Doing

Income Category*	Unit Goal	Reported 2020		Approved		Pending Approval		Estimated Compliance		Estimated Deficiency	
		Units	% of goal	Units	% of goal	Units	% of goal	Units	% of goal	Units	% of goal
Very Low	851	65	8%	208	24%	76	9%	357	42%	494	58%
Low	480	153	32%	79	16%	2	0%	354	74%	126	26%
Moderate	608	72	12%	216	36%	40	7%	201	33%	407	67%

Planning Applications – Affordable Residential



603 A Street: 5 story, 80-unit affordable senior housing development

Pimentel Place, 22634 2nd Street: 4 story, 87-unit affordable family housing project



Planning Applications – Market Rate Residential



Parcel Group 5: 74 single family homes with 8 ADUs

La Playa Commons: 46 lot single family homes on the former Burlington Coat Factory Site



Planning Applications - Commercial



Hyatt Place Hotel, 1164 A Street: 127 room hotel with two additional commercial pads near Hayward Executive Airport

K-Mart Re-development, including two new drive-thru restaurants (In-N-Out and Raising Cane's) and New Sprouts Farmer's Market among other tenants



Planning Applications - Industrial



Logistics Center (Former Berkeley Farms): New Industrial Campus with two Industrial shell buildings (232,653 sq. ft. and 154,618 sq. ft.)

LogistiCenter at Enterprise: New 1-story industrial shell building (219,656 sq. ft.)





**Council Economic Development Committee
Future Meeting Topics as of October 28, 2021**

RESPONSIBLE STAFF	FUTURE MEETING AGENDA ITEMS	PRESENTATION DATE*
Economic Development	Economic Impacts of COVID-19 & Hayward Upward Economic Recovery Plan Updates	Standing Item
Public Works Engineering & Transportation	Discussion of Traffic Impact Fees	TBD
Economic Development	Update from Southland Mall (Potential Tour)	TBD
Economic Development/ Planning Staff	Review of Select Policies Impacting Businesses	TBD
Economic Development	Report on how other cities (SF, Oakland, SJ) are using or developing shared workspace and incubators	TBD
Public Works/ Information Technology	Update on City Fiber/Broadband Initiatives (Following report to Infrastructure Committee Update)	2022
Economic Development	Impact of Cannabis Industry on Economic Development	2022

*Subject to change

**Update may be brought to City Council

Committee Member/Staff Announcements



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

Award of Excellence Winners October 2021



IEDC Awards of Excellence

Bronze Award for Economic Equity and
Inclusion

Silver Award for Public-Private
Partnerships



Three Hayward
businesses
awarded at this
year's event



EAST BAY
INNOVATION
AWARDS





Technology - Innovator of the Accuryn Monitoring System, a new sensor-integrated foley catheter that provides vital information on intra-abdominal pressure and urine output in real-time and assess disease stage progression of critical conditions such as acute kidney injury.



Engineering and Design – Innovator of the Lid/Clip Super System, designed to prevent semiconductor components from migrating out of the pockets of waffle pack chip trays during shipping and handling.



Clean Technology – Developer of scalable and sustainable processes including an advanced anti-icing material that improves the energy efficiency of industrial refrigeration systems.

Business Partner of the Year

Presented by Eden Area ROP

- ED team partnered on initiatives including job fairs, business speaker series, and career awareness events



Together for Hayward Community Gift Card

Where Can I Use the Gift Card?

Map Satellite

See Print

Hayward, California 94544
(510) 266-9339

- 29 **TAQUERIA EL PASTORCITO**
507 W Tennyson Rd
Hayward, California 94544
(510) 670-8733
- 30 **THE STACKS RECORD SHO**
965 B St
Hayward, California 94541
(415) 606-4744
- 31 **THE SWEET ART OF CAKE**
31101 Mission Blvd
Hayward, California 94544
(510) 342-9502
- 32 **TURF CLUB**
22519 Main St
Hayward, California 94541
(510) 881-9877
- 33 **WOW BROWS BY JESS**
26291 Production Ave # 9
Hayward, California 94545



TOGETHER FOR HAYWARD

Shop local! Support Hayward businesses with the City of Hayward's gift card program:

Purchase a \$40 gift card, get a \$10 bonus card

Purchase a \$75 gift card, get a \$20 bonus card

Purchase a \$100 gift card, get a \$30 bonus card

Learn more about the gift card program through the website:



Limit three per purchaser. Offer good while supplies last. Bonus card must be used within 90 days of purchase.

Adjournment