

# HESPERIAN CORRIDOR PROFILE

A BUSINESS AND  
COMMUNITY OVERVIEW



Economic Development Division

**City Of Hayward**

Phone: 510.583.5540

EconDev@hayward-ca..gov

[www.hayward-ca.org](http://www.hayward-ca.org)



*Economic Development*

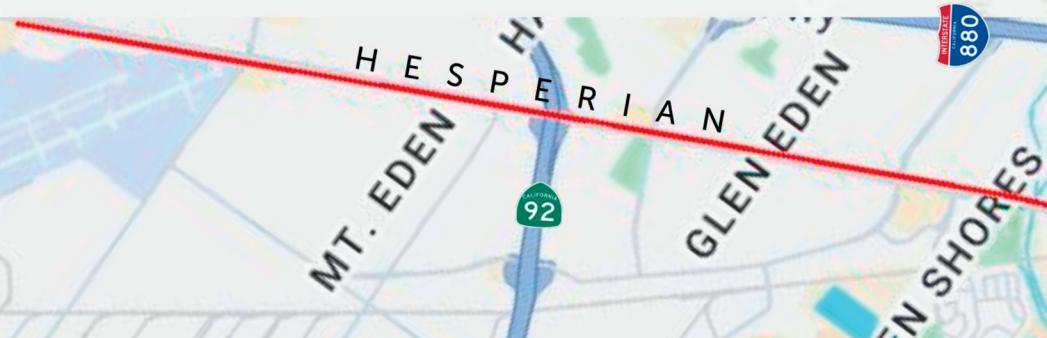
**FEBRUARY 2026**



## WELCOME TO HESPERIAN CORRIDOR

Hesperian Boulevard is a major north–south commercial corridor in Hayward, serving as a highly visible retail spine that connects surrounding neighborhoods with key regional destinations. Its strong residential base, accessibility, and visibility make it an ideal location for neighborhood-serving retail, dining, and service businesses.

- Serves 61,167 residents in the surrounding area
- 19,653 nearby dwelling units supporting local businesses
- 24% of residents hold a bachelor's degree or higher
- 57% of households earn over \$100,000 annually



All data in this document is current as of January 2026.

# CONCIERGE SERVICES

## for Businesses

*If you're starting a new business or expanding an existing one, finding a "business friendly" location isn't enough. For long-term success, you don't need a friend; you need a partner.*

### We Offer:



#### SITE SELECTION

Find the perfect location for your business with tailored guidance on available spaces



#### PERMITTING SUPPORT

We simplify the zoning, building, and licensing process to get you open faster.



#### DEVELOPMENT COORDINATION

Assistance navigating city review for major projects, tenant improvements, and new construction



#### SMALL BUSINESS RESOURCES

Connections to grants, financial tools, marketing programs and more.



#### PROJECT ADVOCACY

We champion your project to keep it moving efficiently through city approvals

# Real Estate Snap Shot



Restaurants  
49



Retail Stores  
16



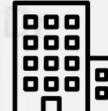
Grocery Markets  
7



Pharmacies  
4



Personal Services  
12



Offices  
15



Properties  
78



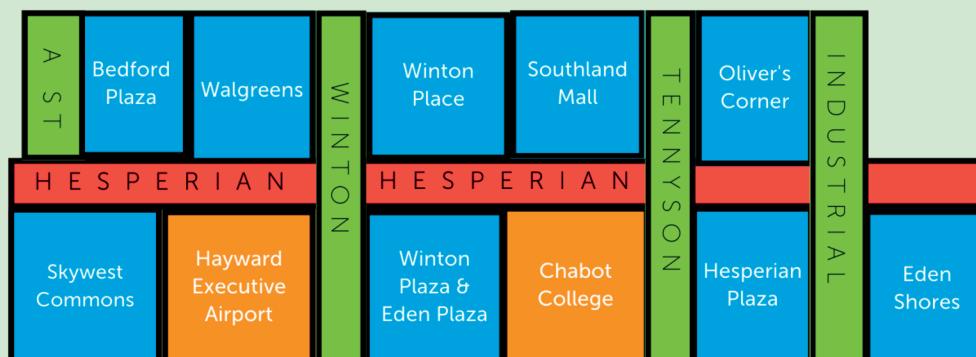
Tenant Locations  
150



Office Rents  
\$2.01 - \$2.5/SF

Retail Rents  
\$2.69 - \$4.8/SF

## Shopping Centers and Notable Landmarks



# HESPERIAN AT A GLANCE



204  
Businesses



981,000  
SF



3.4%  
Vacancy



3.8k+  
Employees

## Corridor Overview

Length:

4.68 miles

Average Building Age:

1961

Commercial Storefronts:

194

Largest Private Employers:

Costco  
Home Depot  
Olive Garden  
Pepsi  
Target



Fire Station 6 & Regional  
Training Center



Longwood, Mt. Eden,  
and Alden E. Oliver  
Sports Park



Chabot College, Eden  
Area ROP, and Mt.  
Eden High



Hayward Executive  
Airport

# Our Investment in Business Growth

The City of Hayward recognizes that vibrant local businesses are key to a thriving community. Through programs like Restore and Reopen, Restaurant Relaunch, and Hashtag Hayward, we partnered with Hesperian Corridor businesses to modernize storefronts, recover from the pandemic, and become a regional draw.

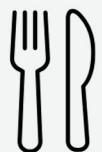
## Business Recovery Programs - Completed



### Restore & Reopen

Help Businesses renovate and recover after COVID-19

- Outdoor Patios
- Fresh interiors
- New signage



### Restaurant Relaunch

Focused support for restaurants

- Dinning Patios
- Curb Appeal enhancements



### Hashtag Hayward

Boost online marketing and storefront upgrades

- Murals
- Neon lighting
- Digital campaigns

2021

2025

# Investments & Business Support

The City of Hayward provided targeted business assistance to several Hesperian Corridor establishments, supporting post-pandemic recovery.

## Metrics of Success

5

Store Fronts Updated

6

Grantees

4

New Signs Installed

\$60,000

Grant Investment

## Restaurant Relaunch

### World's Fare Donuts

20770 Hesperian



### Brick by Brick Toys

24048 Hesperian



### Bai Cebu Lechon

20500 Hesperian



### Sushi Ichimoto

888 West A

