

**CITY COUNCIL  
MEETING**

**SEPTEMBER 23, 2025**

**PRESENTATIONS**

**Item #11**

**WS 25-033**

**Business-Friendly  
Hayward Project  
Update**



# BUSINESS-FRIENDLY HAYWARD

*City Council Work Session • September 23, 2025*

# PROJECT OBJECTIVES



**Streamline** entitlement & permitting processes for desirable businesses across the City's commercial & mixed-use zoning districts.



**Activate** vacant and underutilized properties and storefronts  
Downtown

# OUTREACH



- Surveys to business owners and community members
- Tabling at Downtown Street Parties
- Kick off with CEDC
- DHIA Meeting
- Planning Commission Work Session
- Focus Groups

# BEST PRACTICES

- **Flexible & Simplified Zoning**
  - *Fremont, Mountain View, Union City*
- **Active Use Overlays/Districts**
  - *Pleasanton, Redwood City*
- **Live Entertainment Permits**
  - *Sacramento, Morgan Hill*
- **Vacant to Vibrant Program**
  - *San Francisco*
- **Sidewalk Cafes and Parklets**
  - *Emeryville, Pleasanton, San Jose*



# DOWNTOWN COMMERCIAL ANALYSIS

## ***Strengths***

- Central location, free parking
- “Good bones” for a walkable environment

## ***Weaknesses***

- “The Loop”
- Vacant/poorly maintained properties

## ***Opportunities***

- Improve traffic circulation
- Attract live music and experiential businesses

## ***Threats***

- Losing the movie theater as an anchor
- Cost of improvements

## ***Key Demographic Groups***

- Mid-income, diversely aged **singles**
- Affluent and blue-color, middle-aged **families**

## ***Categories of Retailers***

- Dining & Nightlife
- Fitness & Wellness
- Family Entertainment
- Necessities & Groceries
- Entertainment & Experiential
- Personal Services
- Specialty Retail
- Home and Garden

# ANALYSIS OF CODES & PRACTICES



## Areas for Improvement

- **Administrative and Conditional Use Permits** are costly and time consuming
- **Definitions** are unclear, particularly for more modern uses
- **Too many commercial zoning districts** create unnecessary nuance

# ANALYSIS OF CODES & PRACTICES



## Recommendations

- **Create simple permits** for temporary uses and small-scale live entertainment
- **Reduce use permit requirements** for desirable uses, like beer/wine establishments
- **Consider “entertainment zones”** in specific areas, like Downtown
- **Allow Accessory Commercial Units (ACUs)** within the Downtown and Mission Boulevard zoning districts
- **Consolidate** small commercial districts into similar larger ones

# QUESTIONS FOR DISCUSSION

- Looking at the Analysis of Hayward Codes and Practices Report, does Council have feedback on allowing the following uses?
  - *Making beer/wine sales more permissible*
  - *Allowing small scale live entertainment activities with a simplified permitting process*
  - *Identifying specified entertainment zones that potentially include open carry alcoholic beverages*
  - *Allowing Accessory Commercial Units on residential properties in select locations Downtown and near Mission Boulevard*
  - *Anything else?*
- Are there any other types of businesses we should consider streamlining the permitting process for?

**Item #12**

**LB 25-027**

**Cal Cities 2025  
Annual Conference**

# Cal Cities Annual Conference 2025



**CITY COUNCIL MEETING**  
**September 23, 2025**



# Cal Cities Annual Conference (LB 25-027)

- Cal Cities Annual Conference: October 8-10, 2025
  - One Voting and up to two Alternate Delegates
- City's Delegates to the League, East Bay Division
  - Mayor Salinas - Delegate
  - Council Member Syrop – Alternate
- Registered to attend the conference
  - Mayor Salinas and Council Member Bonilla Jr.
- Cal Cities did not receive any general resolutions

# Cal Cities Annual Conference (LB 25-027)

- Questions for Staff
- Public Comments
- Council Comments

## **RECOMMENDATION:**

Adopt a Resolution Designating a Voting Delegate and an Alternate as Hayward's Representatives to the Cal Cities 2025 Annual Conference

**Item #13**

**LB 25-028**

**FY 2026 Salary  
Plan Amendment**

# **Adopt a Resolution Approving an Amendment to the City of Hayward Salary Plan for Fiscal Year 2026**

**Presenter: Ian Tecson, Director of Human Resources**

# Amendments to the City of Hayward Salary Plan for Fiscal Year 2026

## New Classifications

CLASSIFICATION	SALARY SETTING	FISCAL IMPACT
Fire Plans Examiner (T495)	Equivalent to Plan Checker (T325)	Included and approved as part of the FY 2026 budget, therefore there is no additional fiscal impact.
Senior Plan Checking Engineer (T340)	10% above Plan Checking Engineer	\$17,796 to the General Fund

## Salary Adjustments

CLASSIFICATION	INCREASE	FISCAL IMPACT
Hayward Police Management Unit ( "HPMU" )	11.82% effective 6/30/2025	\$294,762 to the General Fund
Police Chief (P500)	5.68% effective 6/30/2025	4% was included and approved as part of the FY 2025-26 budget process. Fiscal impact for the remaining 1.68% is \$12,425 to the General Fund
Supervising Plan Checker & Expeditor (H325)	6.59% effective 9/22/2025	\$13,244 to the General Fund

# Amendments to the City of Hayward Salary Plan for Fiscal Year 2026

## Living Wage Ordinance

CLASSIFICATION	SALARY ADJUSTMENT	FISCAL IMPACT
Mayor (E100)	-5% effective 9/22/2025	\$3,594 savings to the General Fund
City Council (E110)	-5% effective 9/22/2025	\$15,309 savings to the General Fund
Administrative Intern (Z120)	1.50% effective 6/30/2025	\$595 to the Sewer Fund
Information Technology (Z121)	1.50% effective 6/30/2025	No fiscal impact
Technical Intern (Z125)	1.50% effective 6/30/2025	\$595 to the Sewer Fund