

**PLANNING COMMISSION MEETING  
THURSDAY, AUGUST 28, 2025**

**PRESENTATIONS**

**STAFF PRESENTATION**

**ITEM #1 WS 25-031**

**Business Friendly Hayward Project Updated: Review the Summary of Best Practices Report, Analysis of Hayward Codes and Practices, Downtown Commercial Analysis, and Outreach Summary for the Business-Friendly Hayward project**



# BUSINESS-FRIENDLY HAYWARD

*Planning Commission Work Session • August, 28, 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

# TIMELINE

*Spring/Summer 2025*

## **Research & Analysis**

- Summary of Best Practices
- Analysis of Hayward Codes and Practices
- Downtown Commercial Analysis

*Summer 2025*

## **Outreach & Feedback**

- Online Surveys
- Pop Ups at Street Parties
- Project Website
- Meetings with DHIA, Chamber, CEDC & Planning Commission

*Fall/Winter 2025/2026*

## **Updated Regulations**

- Draft & Final Regulations

# OUTREACH – ONLINE SURVEY

## Business Owners

- **Length of approval times** listed as most significant challenge when interacting with the City
- The City received a 3.34 star rating in experience with **permitting, licensing, or inspection processes**
- 54% of respondents said that **information** pertaining to City regulations is neither clear nor accessible

The screenshot shows a survey titled "Business Friendly Hayward Project Survey" with a language dropdown set to "English (United States)". The survey is for "Business Owner/Operator" and asks for feedback on city regulations. It includes a 11-point Likert scale for clarity, an open text box for suggestions, a 5-star rating for overall experience, another open text box for elaboration, and radio buttons for "Retail" and "Dining" as the business industry.

## Community Members

- Hayward received a 2.61 star rating in satisfaction with current **variety of businesses**
- **Dining** is the most desired use for the City of Hayward, followed by **Retail** and **Live Entertainment**
- 48% of respondents said they shop in Hayward **weekly**

# OUTREACH – STREET PARTIES



- Recreation and **Special Events** were the most voted for uses.
- Young families see **breweries** as a place catered to adults but where kids and pets are also welcome.
- There is a strong desire for more **dining** options across food types and price ranges.

# OUTREACH - DHIA

- There was a desire to add some teeth to the **vacant property** ordinance to encourage property owners to sincerely look out for tenants.
- Does the City have a plan for vacant properties we own?
- DHIA would like an avenue to work with the City beyond this project. Once the code is updated, will businesses have a way to **continue to provide feedback** to the City?



# 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*
- *“Good bones” for a walkable environment*
- *Free parking*
- *Diverse range of restaurants and businesses*

## Opportunities

- *Improve traffic circulation*
- *Add placemaking & wayfinding features*
- *Designate employee parking areas*
- *Attract live music and experiential businesses*

## Weaknesses

- *“The Loop”*
- *Difficult access to some parking lots*
- *Vacant/poorly maintained properties*
- *Too many auto service and massage businesses*

## Threats

- *Losing the movie theater as an anchor*
- *Cost of improvements*
- *Lack of private office workers*

# DOWNTOWN COMMERCIAL ANALYSIS

<i>Demographic Group</i>	<i>Categories of Retailers</i>	
<b>Significant Singles</b> <i>Diversely aged singles earning mid-scale incomes supporting active city styles of living</i>	<ul style="list-style-type: none"><li>• Dining &amp; Nightlife</li><li>• Fitness &amp; Wellness</li><li>• Personal Services</li></ul>	<ul style="list-style-type: none"><li>• Entertainment &amp; Experiential</li><li>• Technology</li><li>• Convenience &amp; Essentials</li></ul>
<b>Flourishing Families</b> <i>Affluent, middle-aged families and couples earning prosperous incomes and living very comfortable, active lifestyles</i>	<ul style="list-style-type: none"><li>• Dining &amp; Culinary Experiences</li><li>• Fitness &amp; Wellness</li><li>• Family Entertainment</li></ul>	<ul style="list-style-type: none"><li>• Personal Services</li><li>• Specialty Retail</li><li>• Home and Garden</li></ul>
<b>Family Union</b> <i>Middle income, middle-aged families living in homes supported by solid blue-color occupations</i>	<ul style="list-style-type: none"><li>• Family &amp; Fast Casual Dining</li><li>• Necessities &amp; Groceries</li><li>• Affordable Fashion</li><li>• Home Improvement</li></ul>	<ul style="list-style-type: none"><li>• Health &amp; Personal Care</li><li>• Family Entertainment</li><li>• Auto Services</li><li>• Specialty Retail &amp; Services</li></ul>

# DOWNTOWN COMMERCIAL ANALYSIS

## *Demand for...*

- Full-service restaurants
- Quick-service restaurants
- Grocery store (*likely Hispanic/Asian focused*)
- Personal care services
- Clothing store (new and used)
- Discount store
- Jewelry/leather store
- Home store
- Lawn & garden store (small)
- Stationary/office store
- Used car dealer
- Auto parts store

## *Oversupply of...*

- Auto Dealers
- Furniture store

# ANALYSIS OF CODES & PRACTICES



## Areas for Improvement

- **Administrative and Conditional Use Permits** are costly and time consuming, deterring desired businesses from locating in Hayward
- **Definitions** are unclear, particularly for new uses and emerging sectors
- **Too many zoning districts** make it difficult to understand where businesses are allowed to operate
- **Poor organization and readability** make the commercial sections of the code difficult to navigate

# ANALYSIS OF CODES & PRACTICES



## Recommendations

- **Create simple permits** for temporary uses, built-in outdoor dining, and small-scale live entertainment
- **Reduce use permit requirements** for desirable uses, including:
  - *Establishments selling beer/wine*
  - *Custom manufacturing uses*
  - *Small health clubs*
  - *Pet services*
  - *Small scale educational facilities*

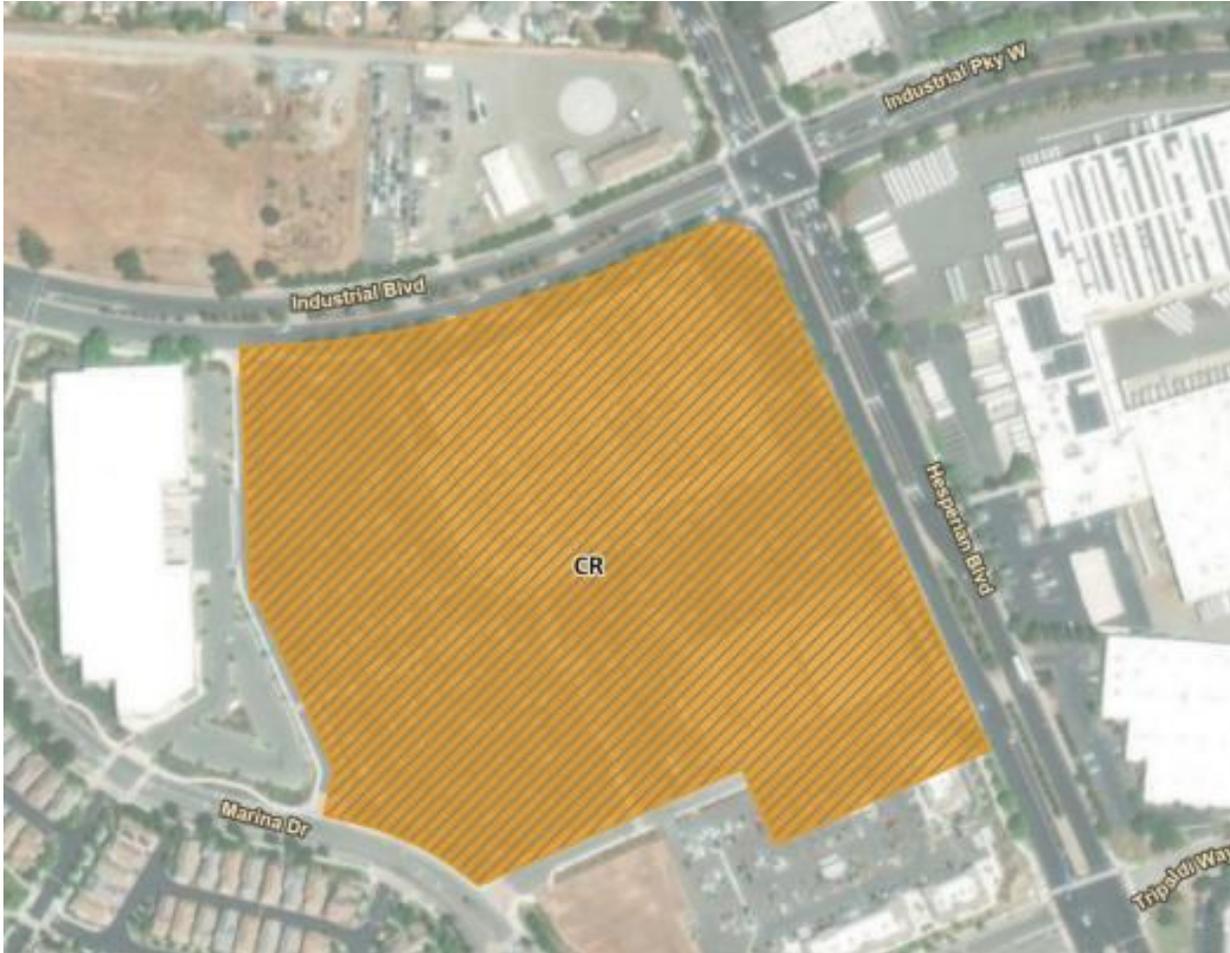
# ANALYSIS OF CODES & PRACTICES



## Recommendations

- **Establish “entertainment zones”** in specific areas, like Downtown, with relaxed requirements for alcohol uses
- **Allow Accessory Commercial Units (ACUs)** within the Downtown and Mission Boulevard zoning districts
- **Reorganize and consolidate** the commercial sections of the code for readability

# ANALYSIS OF CODES & PRACTICES



## Recommendations

- **Consolidate** the following districts into other, similar zoning districts:
  - Residential Office (RO)
  - Limited Access Commercial (CL)
  - Regional Commercial (CR)

# QUESTIONS FOR DISCUSSION

- Are there any of the recommendations from the Analysis of Hayward Codes and Practices Report that you don't feel are appropriate for Hayward?
  - *Making beer/wine sales more permissible*
  - *Allowing small scale cabaret activities with a simplified permitting process*
  - *Identifying specified entertainment zones that potentially includes open carry of alcoholic beverages*
  - *Allowing Accessory Commercial Units on residential properties in select locations Downtown and along Mission Boulevard*
  - *Anything else?*
- Are there any other types of businesses we should consider streamlining the permitting process for?