Attachment III

Business Friendly Code Updates

Analysis of Hayward Codes and Practices

prepared for

City of Hayward
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prepared with the assistance of

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August 2025

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1 Introduction

The City of Hayward has initiated the Business Friendly Hayward project to streamline entitlement and permitting processes to support the establishment of businesses desirable to the community across Hayward's commercial and mixed-use zoning districts and to activate vacant and underutilized properties Downtown. The project will result in a modernized Commercial code that mirrors the more recently adopted Downtown, Mission Boulevard, Industrial, and Residential codes.

The recommendations included in this report are informed by an assessment of Hayward's commercial zoning regulations, including provisions related to permitted and conditionally permitted uses, use definitions, operational and permitting requirements, and code structure. They also incorporate initiatives and policy innovations from nearby jurisdictions. Accordingly, this report focuses on recommending targeted amendments to the Municipal Code that will facilitate business development and economic revitalization citywide.

2 City of Hayward Commercial and Mixed-Use Zoning Regulations

Chapter 10 of the Hayward Municipal Code includes land use regulations and establishes zoning districts for all property within city boundaries. The following sections describe the format and organization of regulations, standards, and conditions applicable to commercial and mixed-use zoning districts.

2.1 Zoning Districts

2.1.1 Base Commercial Zoning Districts

Each base commercial district is regulated by a unique set of development standards to facilitate an intentional development pattern and designate a set of permitted, conditionally permitted, and prohibited uses. The following base commercial zoning districts are established in Chapter 10, Article 1 of the Zoning Ordinance:

- Residential Office (RO)
- Neighborhood Commercial (CN)
- Neighborhood Commercial – Residential District (CN-R)
- General Commercial (CG)
- Commercial Office (CO)
- Limited Access Commercial (CL)
- Central Business (CB)
- Regional Commercial (CR)

For each base commercial zoning district, the Zoning Ordinance establishes development standards for regulating lot requirements, yard requirements, height limits, and design standards, as well as performance standards for specific commercial uses and business activities (i.e., minimum requirements for drive-in establishments).

2.1.2 Downtown Specific Plan Mixed-Use Districts

In April 2019, the City of Hayward adopted the Downtown Specific Plan (DTSP)[1] to establish permitting procedures and development standards for Downtown Hayward. The Downtown Code promotes coordinated development that leverages the Downtown's unique assets, including its central location within the Bay Area region, proximity to educational institutions, access to the Downtown Hayward Bay Area Rapid Transit (BART) station, and the availability of public amenities. The following Downtown Code zoning districts are established in Chapter 10, Article 28:

- Neighborhood Edge (NE)
- Neighborhood General (NG)
- Urban Neighborhood (UN)

[1] Hayward Municipal Code Chapter 10, Article 28, Downtown Development Code: https://library.municode.com/ca/hayward/codes/municipal_code?nodeId=HAYWARD_MUNICIPAL_CODE_CH10PLZOSU_ART28DECO

- Downtown Main Street (DT-MS)
- Urban Center (UC)

2.1.3 Mission Boulevard Code Mixed-Use Districts

The City of Hayward adopted the Mission Boulevard Code[2] in August 2020 to support the objectives and related policies for development along the Mission Boulevard corridor. The Mission Boulevard Code establishes the following zoning districts in Chapter 10, Article 24 of the Zoning Ordinance:

- Mission Boulevard – Corridor Neighborhood (MB-CN)
- Mission Boulevard – Neighborhood Node (MB-NN)
- Mission Boulevard – Corridor Center (MB-CC)
- Mission Boulevard – Civic Space (MB-CS)

2.2 Permit Approval Processes, Development Standards, Regulations, and Definitions

2.2.1 Permitting Processes and Development Standards

The Hayward Municipal Code designates permit approval procedures aimed at ensuring the orderly development and operation of compatible business activities that are aligned with long-term General Plan goals. The Zoning Ordinance establishes a range of ministerial and discretionary review procedures that apply based on the allowable and conditionally allowable uses within each zoning district.

- **Zoning Conformance Permit**[3] **(ZCP)**: Ministerial approval of various uses and activities permitted by-right. The fees associated with Zoning Conformance Permits currently range from $98 to $587.[4] Applicants are required to fill out a simple online application with minimal submittal requirements. Processing is completed within one to four weeks, depending on the type of permit.
- **Administrative Use Permits**[5] **(AUP)**: Discretionary approval for various uses, based on specific findings, with or without conditions, by the Planning Director. Decisions by the Planning Director may be appealed to a public hearing of the Planning Commission. The AUP process is also applicable to certain temporary uses for various commercial districts, as established by the Zoning Ordinance (HMC Chapter 10, Article 1). The initial deposit required for a typical AUP application is $2,000, though review time is billed on an hourly basis, so the total cost may exceed this. Applicants are required to complete an online application and submit numerous documents including plan sets and business plans. Processing typically takes three to four months.

[2] HMC Chapter 10, Article 24 - Mission Boulevard Code: https://library.municode.com/ca/hayward/codes/municipal_code?nodeId=HAYWARD_MUNICIPAL_CODE_CH10PLZOSU_ART24MIBOCO
[3] HMC Sec. 10-1.2950 – Zoning Conformance Permit: https://library.municode.com/ca/hayward/codes/municipal_code?nodeId=HAYWARD_MUNICIPAL_CODE_CH10PLZOSU_ART1ZOOR_S10-1.2950ZOCOPE
[4] Hayward Master Fee Schedule: https://www.hayward-ca.gov/sites/default/files/pdf/Adopted-FY-2026-Master-Fee-Schedule.pdf
[5] HMC Sec. 10-1.3100 – Administrative Use Permit: https://library.municode.com/ca/hayward/codes/municipal_code?nodeId=HAYWARD_MUNICIPAL_CODE_CH10PLZOSU_ART1ZOOR_S10-1.3100ADUSPE

- **Conditional Use Permit**[6] **(CUP):** Discretionary approval based on specific findings, with or without conditions, by the Planning Commission. Decisions by the Planning Commission may be appealed to a public hearing of the City Council. The initial deposit required for a CUP application is $6,000, though review time is billed on an hourly basis, so the total cost may exceed this. Applicants are required to complete an online application and submit numerous documents including plan sets and business plans. Processing typically takes five to six months.

The AUP and CUP approval processes are required to permit certain commercial land uses within the Downtown and Mission Boulevard Code zoning districts. These codes also include an additional temporary use permit[7] process to review and allow short-term or seasonal activities. This process closely mirrors the AUP process described above.

2.2.2 Supplemental Regulations, Standards, and Conditions for Specific Uses

The General Regulations section of the Zoning Ordinance (HMC Sec. 10-1.2700)[8] establishes supplemental development regulations, special standards, and conditions applicable to the operation of specific land uses, including temporary or short-term uses. The supplemental regulations address unique operational or physical characteristics that are required to permit various development activities and land uses that may have distinct impacts on traffic, noise, safety, or aesthetics. Similarly, the Downtown and Mission Boulevard Codes each contain a 'Supplemental to Zone' section to establish general architectural and site development regulations, operational standards, and conditions applicable to business activities and temporary uses permitted in zoning districts within each plan area.

2.2.3 Land Use and Zoning Regulation Definitions

The majority of definitions relating to land use and zoning regulations are established in Section 10-1.3500 of the Zoning Ordinance. Additional definitions are also codified in the following sections:

- Section 10-1.2751 – Alcoholic Beverage Outlets Definitions
- Section 10-1.2780 – Tobacco Retail Sales Establishments Definitions
- Section 10-7.800 – Sign Definitions
- Section 10-8.02 – Grading and Clearing Definitions
- Section 10-11.030 – Historic Preservation Definitions
- Section 10-12.04 – Bay-Friendly Water Efficient Landscaping Ordinance Definitions
- Section 10-13.B – Antenna and Telecommunications Facilities Ordinance Definitions
- Section 10-14.00 – Security Gate Regulations

[6] HMC Sec. 10-1.3200 – Conditional Use Permit: https://library.municode.com/ca/hayward/codes/municipal_code?nodeId=HAYWARD_MUNICIPAL_CODE_CH10PLZOSU_ART1ZOOR_S10-1.3200COUSPE
[7] HMC Sec. 10-24.4.4, Temporary Use Permit (Mission Boulevard Code): https://library.municode.com/ca/hayward/codes/municipal_code?nodeId=HAYWARD_MUNICIPAL_CODE_CH10PLZOSU_ART24MIBOCO_SUBARTICLE_10-24.4PEPR_DIV10-24.4.4TEUSPE
HMC Sec. 10-28.5.4, Temporary Use Permit (Downtown Code): https://library.municode.com/ca/hayward/codes/municipal_code?nodeId=HAYWARD_MUNICIPAL_CODE_CH10PLZOSU_ART24MIBOCO_SUBARTICLE_10-24.4PEPR_DIV10-24.4.4TEUSPE
[8] HMC Sec. 10-1.2700 – General Regulations: https://library.municode.com/ca/hayward/codes/municipal_code?nodeId=HAYWARD_MUNICIPAL_CODE_CH10PLZOSU_ART1ZOOR_S10-1.2700GERE

- Section 10-15.12 – Tree Preservation Definitions
- Section 10-18.01 – Surface Mining and Reclamations Definitions
- Section 10-24.5 – Mission Boulevard Corridor Specific Plan Definitions
- Section 10-28.6 – Downtown Specific Plan (DTSP) Code Definitions
- Section 10-29.020 – Vacant Property Definitions

Additionally, certain specified business activities are further defined and regulated in Chapter 6 of the Municipal Code (Business, Professions, and Trades), including cabaret and dances, pawnbrokers, secondhand dealers and auctioneers, towing operations, massage establishments, commercial cannabis, and other types of business activities.

2.3 Evaluation of Existing Permitting Requirements and Zoning Regulations in the Zoning Ordinance and the Downtown and Mission Boulevard Codes

There are several areas in which the sections of the City's Municipal Code that regulate commercial uses can be improved. This includes:

- **Permitting Processes and Allowable Uses.** While important tools that allow the City discretion over certain types of new businesses, the Conditional Use Permit and Administrative Use Permit processes are costly and time consuming for applicants. When required, they may result in some businesses, especially small businesses that have limited budgets, opting to locate elsewhere where permitting processes for their types of uses are simpler and less expensive.

  Further, the Downtown and Mission Boulevard Codes each provide a temporary use permit approval process which is not consistent with the approval requirements for temporary uses within the base commercial districts set forth in Chapter 10, Article 1. This may cause confusion for both prospective applicants and review staff.
- **Organization.** The organization of the commercial sections of the Zoning Ordinance (HMC Sections 10-1.600 through 10-1.1540) list all permitted and conditionally permitted uses and development standards within separate individual sections, rather than in consolidated tables. As such, these code sections require prospective businesses to carefully comb through numerous code sections to determine where they are allowed to operate and what regulations would apply to them.
- **Definitions.** Definitions can be found in different chapters throughout the Municipal Code making it difficult for prospective businesses to clearly identify what their use would be considered. Additionally, where uses are defined in multiple sections of the code, those definitions are inconsistent, adding another layer of confusion.
- **Number of Zoning Districts.** The City's Municipal Code has eight commercial zoning districts and nine mixed use districts. It can be challenging for businesses to understand the nuances between these districts and determine where best to locate.
- **Graphics, Images, Tables.** The Downtown, Mission Boulevard, Industrial, and Residential codes represent a contemporary and user-friendly approach by incorporating graphics, images, and tables. These navigational elements help users more easily find and interpret permitting requirements and associated development standards. Incorporation of similar tools within the commercial code sections in Chapter 10, Article 1 would enhance the usability of these sections.

3 Recommended Business-Friendly Amendments

The following section outlines recommended amendments to the regulations, standards, and formatting of the Hayward Municipal Code that align with the goals of the Business Friendly Hayward project. These recommendations are informed by initiatives and policy innovations from comparable jurisdictions[9], a commercial assessment of Downtown Hayward (Appendix A), and an evaluation of existing permitting requirements and zoning regulations in the Hayward Zoning Ordinance and the Downtown and Mission Boulevard Codes. The amendments are designed to increase flexibility in permitting commercial uses that are desirable to the community by reducing overly burdensome land use regulations and permitting requirements in the City's commercial and mixed-use zoning districts.

3.1 Amendments to Permit Approval Processes, Development Standards, Regulations, and Definitions

The following suggested amendments relate to permitted uses, associated use regulations, and approval requirements for each zoning district summarized in Section 2. Additionally, this section provides recommendations for improving usability through changes to formatting and organization.

3.1.1 Permit Approval Processes and Allowed Uses

The following general amendments to permit approval procedures, performance standards, and operational requirements are recommended:

- **Temporary Use Permits.** Establish a section solely for temporary uses, including permitting process and operational requirements, in Chapter 10, Article 1, as modeled in the Downtown and Mission Boulevard codes. Simplify the process for obtaining a Temporary Use Permit to reduce cost and permitting time.
- **Parklets/Outdoor Dining.** Consider instituting a parklet/outdoor dining application that may be reviewed through a pre-approved review process, modeled after the City of Pleasanton's parklet program, which includes pre-approved parklet designs for restaurants demonstrating compliance with the minimum architectural standards and site requirements.
- **Limited Entertainment Permits.** Provide regulations to allow for Limited Entertainment Permits within the Downtown (DT-MS and DT-UC) and Mission Boulevard Codes (MB-CC and MB-CS) and within civic spaces (squares and plazas) of appropriate size that would accommodate entertainment uses. Additional temporary use regulations may be adopted to place restrictions on the hours of operation and occupancy for such uses. Limited Entertainment permits may provide an alternative to the Cabarets and Dance regulations by allowing small-scale events (up to 299 persons or less) for the hosting of live music, comedy, or other entertainment. Collaborate with the Police Department in establishing this process.

[9] Best Practices Memo, April 2025: https://www.hayward-ca.gov/sites/default/files/documents/DSD-PL-Business-Friendly-Hayward-Code-Updates.pdf

- **Entertainment Zones.** Consider adopting regulations to designate specific areas within the Downtown (DT-MS and DT-UC) districts as entertainment zones. This would allow the sale of alcoholic drinks to-go during select hours in areas where bars, restaurants, wineries, and brew pubs are permitted to support economic development and create lively public spaces.
- **Beer and Wine.** Amend permitting requirements in Downtown, Mission Boulevard, and some commercial zoning districts to permit small markets to sell beer and wine and allow brew pubs and wine bars to operate without needing to obtain a Conditional Use Permit. This would contribute to pedestrian activity and vibrant streetscapes in key commercial areas, aligned with community desires. Additional amendments may be incorporated to ensure performance standards for use types that may generate noise, traffic, waste, and other externalities.
- **Custom Manufacturing.** Allow custom manufacturing uses and small-scale handicraft industries including artisan manufacturing of food and beverage, small batch producers of textiles and materials, and onsite sales in select commercial zones, like those permitted within the Downtown and Mission Boulevard Codes.
- **Drive-In Establishments.** Revise standards related to drive-in establishments for clarity and to apply to all drive-in uses City-wide.
- **Accessory Commercial Units.** Provide regulations to allow accessory commercial units (similar to ADUs except they serve as small commercial storefronts at people’s homes) within the Mission Boulevard and Downtown districts.
- **Other Desirable Uses.** Based on the Downtown Commercial Analysis and feedback from the community, streamline the permitting process for other popular uses, including pet grooming, small health clubs, full-service restaurants, and small-scale educational uses.

3.1.2 Organization

Currently, navigating between regulations for base zoning districts and those within Specific Plan areas can be challenging, particularly when formatting styles and organizational structures vary across sections of the Municipal Code. The Downtown, Mission Boulevard, Industrial, and Residential codes introduce a more contemporary approach to organization, with emphasis on clear structuring of regulations and user-friendly design. Users of the commercial sections of the Zoning Ordinance, including business owners, real estate brokers, property owners, City staff, and decision makers, would benefit from clear, consistent, and well-organized regulatory language.

To improve organization, the following amendments are recommended:

- **Consolidation.** Consolidate development regulations for all base commercial zoning districts into one section.
- **Use Tables.** Include an allowed land use table for all commercial zoning districts showing all permitted, conditionally permitted, and prohibited uses for each base zoning district, similar to the tables in the Downtown, Mission Boulevard, Industrial, and Residential sections of the code. Consolidate uses into broader categories, such as “office” instead of “architectural office, law office, accounting office,” etc.
- **Organization and Use.** Consider incorporating an ‘Organization and Use’ section, as provided in the Downtown and Mission Boulevard Codes to assist applicants with navigating development standards and operational requirements for buildings and land uses within Chapter 10, Article 1.

3.1.3 Definitions

Well-defined land use classifications are essential for effective land use regulation and enable City staff to apply zoning standards consistently and ensure transparency and objectivity when reviewing applications. Jurisdictions periodically amend land use definitions to stay current with market trends by updating existing definitions and associated regulations to accommodate emerging and innovative uses while avoiding overly broad restrictions that could inadvertently limit desirable uses. The following amendments to the Definitions section in Chapter 10, Article 1 are recommended:

- **Personal Services.** Create a use category for 'Personal Services,' that lists the types of uses in this category, including barber shops, beauty salons, tanning establishments, and other similar uses, mirroring the Downtown Code.
- **Office.** Amend the definition of 'Office' to include real estate, public relations, non-profit agencies, and community clinics. Remove data centers as an office, to instead to be listed as its own use category.
- **Retail.** Amend the definition of 'Retail' to include thrift stores and associated donation centers (for compliance with AB 2632).
- **Small Scale Cabaret.** Incorporate definitions for small cabaret and dance events and activities in Chapter 10, Article 1 (HMC Sec. 10-1.3500) to support a simplified permitting process for 'small cabaret' events and activities.
- **Cabaret Events and Alcohol.** Amending the definitions in HMC Sec. 10-1.2750 (Alcoholic Beverage Outlets) to no longer require a CUP for serving alcohol associated with cabaret events if a CUP is not required for the base use.
- **Small Scale Educational Services.** Modify and expand the definition of educational facility or add a new definition for small scale educational services, including private tutoring, learning assistance, and test preparation centers.
- **Accessory Commercial Unit.** Provide a definition for an Accessory Commercial Unit to support small-scale, neighborhood-serving retail uses in the Downtown and Mission Boulevard code areas.

3.2 Zoning District Consolidation

The Residential Office (RO), Limited Access Commercial (CL), and Regional Commercial (CR) zoning districts have a minimal presence and are isolated in various locations within the city. Comparatively, General Commercial (CG), Commercial Neighborhood (CN), and Commercial Office (CO) are more prevalent and represent a larger share of all commercial zoning districts in the city. The following recommendations focus on the reduction of the total number of commercial zoning to limit redundancy and simplify the zoning map where practical.

3.2.1 Elimination of the Residential Office (RO) Zoning District to Consolidate with the Commercial Office (CO)District

It is recommended that the Residential Office (RO) district be consolidated into the Commercial Office (CO) district. Currently, all RO-zoned parcels (see Figure 1), are located in the North Hayward neighborhood region of the City and are concentrated along a section of Main Street north of Warren Street and Mc Keever Avenue and south of Sunset Boulevard. Allowable uses for the RO zoning district include residential, day cares, group homes, and offices. This is generally consistent with what's permitted within the CO zone, except for single-family dwellings, which are only permitted when associated with small group homes. The sites in the RO zone have a General Plan Land Use Designation of Medium Density Residential (MDR), which is also consistent with the adjacent CO zoning district.

Additionally, development standards for the RO zone, including lot, yard, and height requirements and minimum design and performance standards closely resemble those established for the CO zone, and would allow for compatible development patterns with the surrounding areas. The existing properties located within the RO zoning district are generally developed with single and multi-family residential structures with various office uses. The current CO regulations may be amended to allow detached single-family dwellings by-right, to prevent nonconformity of such uses that are not associated with small group homes.

3.2.2 Elimination of the Regional Commercial (CR) Zoning District

Presently, there is one Regional Commercial (CR) zoned site that is comprised of two parcels totaling an area of approximately 16 acres located at the southwest corner of the Industrial Boulevard and Hesperian Boulevard intersection where a Costco Wholesale and Gas Station is located (see Figure 2). Current CR zoning regulations limit the development of the site to large-scale retailers (minimum of 100,000 sq. ft.) and multi-family residential uses, subject to specific streamlined ministerial approval requirements if the housing development complies with applicable affordable housing density thresholds and design and zoning regulations. The CR zoning district also supports a range of secondary commercial uses, including restaurants, supermarkets, small-scale electronic retailers, and automobile repair services as ancillary uses. It is recommended that the CR zoning district be rezoned to General Commercial (CG) to be consistent with the existing use or Neighborhood Commercial (CN) to be consistent with the surrounding neighborhood.

3.2.3 Elimination of the Limited Access Commercial (CL) Zoning District

Currently, the Limited Access Commercial (CL) zone is limited to four areas:

- Along West A Street, on both sides of the Interstate 880 highway (I-880) (See Figure 3).
- At the southeast corner at the intersection at West Winton Avenue and Santa Clara Street and along West Harder Street, west of the intersection at West Harder Street and Santa Clara Street junction (See Figure 4).
- Along West Harder Street, west of the intersection at West Harder Street and Santa Clara Street junction, as shown in Figure 4.
- West of the Mission Boulevard and Rousseau Street intersection (See Figure 5).

All existing CL-zoned parcels are surrounded by single and multi-family residential and commercial zoning districts, including Low Density (RL) and Medium Density Residential (RM), Commercial Neighborhood (CN), and Commercial Office (CO). Although the CL-zone sites share the same zoning designation, each site differs in terms of the existing development and General Plan Land Use Designation. For instance, the CL-zoned sites at the corner of West Winston Street and Santa Clara Street are developed with public facilities, including the post office and police department and have a General Plan land use designation of Public and Quasi Public (PQP), as compared to the CL zoned site along West A Street which are developed with commercial uses and have a land use designation of Commercial/High Density Residential (CDHR). The remaining sites, near the West Harder Street and Santa Clara Street Junction and the Mission Boulevard and Rousseau Street intersection, contain a vacant lot and commercially developed properties with a land use designation of Retail and Office Commercial (ROC). As such, the existing CL zoned sites don't contain a unified identity deserving of its own zoning district and may be rezoned to either Neighborhood Commercial (CN) or Commercial Office (CO), depending on the underlying General Plan Land Use Designations.

The existing CL sites are developed with uses which are permitted (or conditionally permitted) in the CN and CO zoning districts. While there are differences in minimum lot size standards, the yard and height requirements and permitted uses in the CL district as compared to the CN and CO zoning district, the regulations do not significantly differ from the existing CL zoning districts. Additional amendments to the permitted uses may be considered to prevent the non-conformity of some existing uses, including delicatessens, hotels, and motels.

3.3 Conclusion

The recommendations outlined in this report are intended to modernize and streamline Hayward's zoning regulations in support of the Hayward Business Friendly project. By updating land use definitions, incorporating a procedure for temporary uses, adding code navigational tools, and developing a consistent organizational structure to the commercial sections of the Zoning Ordinance, the City can better accommodate evolving commercial trends and promote the activation of underutilized commercial spaces. These targeted amendments would help create a more predictable and responsive regulatory environment that encourages investment and supports economic vitality in Hayward's commercial areas.

Figure 1 Residential Office Zoning Districts (North Hayward)

Imagery provided by Esri and its licensors © 2025.
Additional data sourced from the City of Hayward, 2025.

24-17112 EPS
Fig X Zoning

Figure 2 Regional Commercial (CR) District

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Figure 3 Limited Access Commercial Districts

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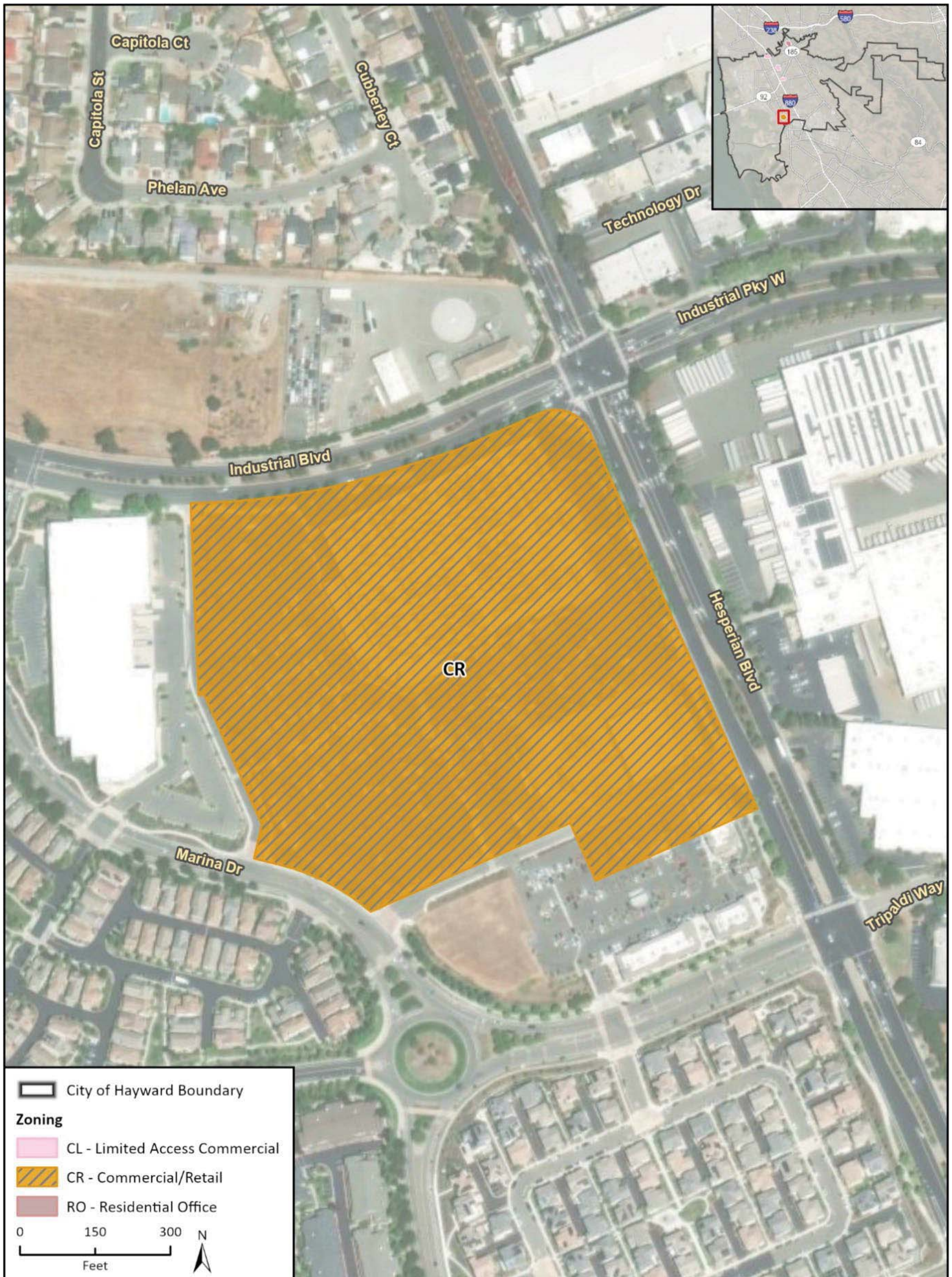
Additional data sourced from the City of Hayward, 2025.

24-17112 EPS
Fig X Zoning

Figure 4 Limited Access Commercial Districts



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24-17112 EPS
Fig X Zoning

Figure 5 Limited Access Commercial Zoning Districts

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24-17112 EPS
Fig X Zoning

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Appendix A

Downtown Hayward Commercial Assessment

Attachment III

Metrovation Retail Resources Consulting
3527 Mt. Diablo Blvd #487,
Lafayette, CA, 94549

April 12, 2025
Project No: 24-17112

Jason Montague, MPPA, Senior Planner
Rincon Consultants, Inc.
449 15th St #303,
Oakland, CA, 94612

Subject: Downtown Hayward Commercial Assessment (Task 5)

Dear Mr. Montague:

Metrovation Retail Resources Consulting is pleased to submit this Downtown Hayward Analysis, which includes the following: 1) a SWOT Analysis, 2) Commercial and Demographic Analysis, and 3) Void Analysis & Supply and Demand. This is being submitted to the City in accordance with the scope for the Business-Friendly Hayward Project Task 5.

Project Understanding and Introduction

The City of Hayward intends to (1) streamline entitlement and permitting process to facilitate the establishment of desirable businesses across commercial and mixed-use zoning districts in the City and (2) to activate vacant and underutilized properties and storefronts in the Downtown. For the second objective, an assessment of the Downtown's "strengths, weaknesses, opportunities, and threats" (SWOT) was completed. The SWOT assessed Downtown using standards that typically apply to evaluations of downtown environments. In addition, the Consultants researched and prepared a commercial and demographic analysis of the Downtown.

Many Bay Area cities, (Mountain View, Palo Alto, Vacaville, Campbell, and San Jose among them), are undertaking similar assessments of their downtowns primarily to address vacant and underutilized properties. Shared conditions that are challenges to the revitalization of these downtown areas include:

- Buildings that need to be retrofitted or upgraded. Many are historic structures that are more costly to redevelop and renovate than non-historic structures, and are subject to additional State, County or City regulations and permitting.
- Properties that have a low-cost basis, but owners lack the funds or are unwilling to upgrade the space or provide funding assistance for tenant improvements.

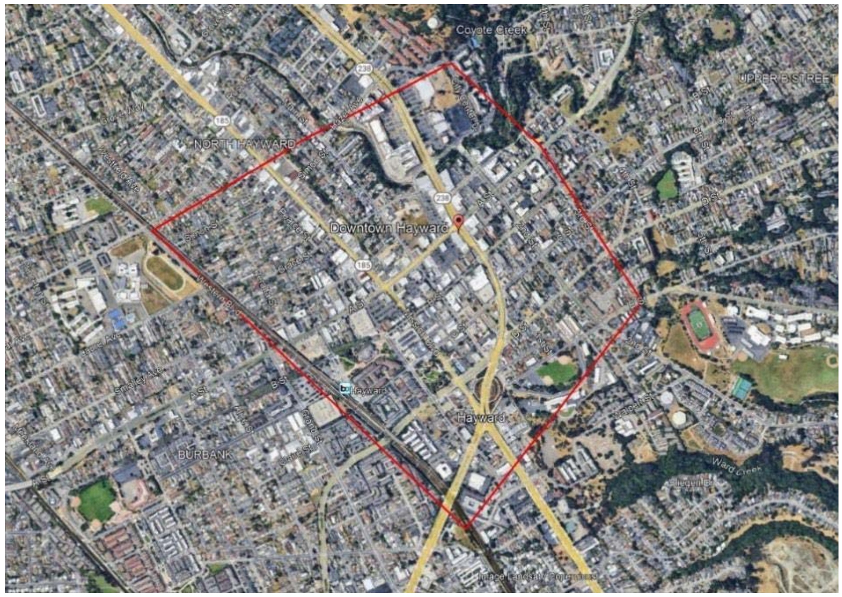
- Properties and spaces that are not appropriately designed for retail tenants because they don't have the proper widths, depths, or ceiling heights, or the buildings lack the proper utilities for today's retail/restaurant tenants.
- Traffic circulation, parking, tenant mix, and overall physical environments that affect walkability, placemaking, and appeal to visitors and customers.
- A need for stronger "placemaking" that provides a shopping experience that includes community gathering spaces with attractive streetscape amenities, walkable blocks, accessible parking, and a clean, safe environment.

This Commercial Assessment of Downtown Hayward involved the following tasks:

1. Review of the "2018 Executive Summary of the Hayward Downtown and BART Station Area Parking Management Plan"
2. Review of the "2019 City of Hayward Downtown Specific Plan and Code"
3. Review of the "Downtown Hayward Community Benefit District 2018 Management District Plan"
4. Driving tour of Downtown Hayward conducted April 15, 2025
5. Interviews with economic development and planning staff to identify past and current actions the City is undertaking to address the findings from the Parking Management Plan and the Hayward Downtown Specific Plan and Code.
6. Review of available retail spaces, and their associated rents.
7. Review of demographic information that typically would be provided to a retail tenant or broker such as housing (type of occupancy), household income, education, diversity, etc. within concentric demographic circles around the center of Downtown.
8. A Void Analysis and Supply and Demand Report identifying tenant types that are currently missing from the Downtown that might fit in the area based on a match of the tenant's location criteria with the location conditions (including demographics) of the Downtown.

The driving tour identified and validated many of the findings and recommendations in the "2019 City of Hayward Downtown Specific Plan and Code", the 2018 Hayward Downtown and BART Station Area Parking Management Plan", and the "Downtown Hayward Community Benefit District 2018 Management District Plan". Specific locations in Downtown are included in the SWOT—parking lots, buildings, vacant properties—that provide examples of the Consultants' findings.

Executive Summary



Downtown Hayward, City of Hayward
Source: Wikipedia

New shoppers entering Downtown Hayward for the first time will notice the opportunities for revitalization and strategic enhancements. With focused investment and advance planning, the area has the potential to become a more vibrant and attractive destination for businesses, shoppers, and visitors. **(opportunity)**

Three key areas offer the greatest potential for improvement: (**current weaknesses**) parking availability, traffic circulation, and overall aesthetics. By addressing these elements—which are critical factors in every retailer's site selection—the City can unlock the full potential of its vacant and underutilized storefronts and properties.

Situated within the boundaries shown on the aerial above, the Downtown is centrally located and accessible for Hayward residents in the immediate vicinity and residences of the outlying hill locations (**strength**) and is well-positioned to grow into a strong commercial hub. While the area currently lacks some of the visual and functional improvements of a well-planned and successful business district, this underscores the opportunity for positive growth. (**Opportunity)**

Enhancing sidewalk conditions, improving the maintenance of public and private spaces, and activating vacant parcels can significantly elevate the district's image, helping to attract new retailers and more importantly, retention of existing retailers that Hayward's citizens have grown to enjoy. Directional signage would upgrade the ability for both car and foot traffic to navigate the area and find the Downtown destinations and available parking.

Downtown Hayward already has strong foundational elements, or "good bones," that can support a more walkable, pedestrian-friendly environment (**strength**). Adding strategic adjustments to traffic patterns and calming measures to reduce vehicle speeds will encourage greater foot traffic and enhance access to local businesses.

There is also considerable opportunity to enrich the Downtown experience through placemaking. By introducing more streetscape amenities and creating welcoming spaces for dining, socializing, and gathering, the area can evolve into a community-centered destination where people want to spend time. Improvements to traffic flow and parking accessibility, particularly resolving the challenges posed by one-way street configurations that cause confusion—will contribute to a more seamless visitor experience. The City has been made aware of the improvement needs and has since kicked off a "Safe Streets" program:https://www.hayward-ca.gov/discover/news/may25/safe-streets-downtown-aims-transform-loop-safer-hayward-downtown that will help to overcome the some of the current negative traffic patterns.

In addition, there are vacant properties, both land and buildings, that have been left unattended, many of which are fenced or boarded up. While some of these sites have been entitled for a future development they should be kept clean, continuously maintained and properly fenced so they do not contribute to a perception of blight. The appearance of blight will actually create blight in the long run.

A Demographic Analysis and a Void/ Supply-Demand Analysis were also completed with the SWOT assessment. Demographic data was obtained using a five minute drive time and a one-mile concentric radius (common for the retail industry) from the Lucky Supermarket at 22555 Mission Blvd. A tool called a "Mosaic Report" profiled the demographic characteristics of the populations living within the distances identified and organized them into Mosaic Demographic Characteristic Categories. The largest categories surrounding the Downtown were: "Significant Singles, Flourishing Families, and Family Union" and are defined below. These categories are based on consumer demographics that analyze the lifestyle, behaviors, and cultural preferences of certain groups. Based on this information, a list of retail tenant categories that would appeal to these specific demographic groups has been identified and included in this report. (see the Supply/Demand reports).

The Supply/Demand reports clearly demonstrate that for Downtown Hayward to effectively support new brick-and-mortar tenants, it must draw customers from distances at least one mile away or within a five-minute drive time. A Void Analysis that combines soft indicators (visitor patterns and consumer preferences) with data sets (demographics, behavior, social, environmental, and business information) was completed to determine market supply and demand in the Downtown area. There are caveats and drawbacks to this type of assessment that include (i) data sources that may not reflect retailer focus on new locations in Northern California, or (ii) national retail trends (impacts of COVID-19, online shopping, demographic shifts), or (iii) the location criteria of retail stores.

In conclusion, Downtown Hayward has strong potential for new retail but overarching weaknesses such as one way street configuration, traffic circulation, speed of traffic, overall congestion and the difficulty of accessing public parking lots, along with the current negative perception of Downtown that significantly limit opportunities to lease the vacant buildings and upgrade the overall retail tenants for the City's Downtown.

I. SWOT Analysis

A. Cleanliness and Appearance of Public/Private Commercial Properties

As noted in the executive summary, the overall image and appearance of Downtown Hayward is one of the challenges in attracting new businesses, visitors, and shoppers. Numerous vacant, boarded-up buildings and empty lots are scattered throughout the Downtown core. For example, a four-acre fenced, vacant property at 22471 Maple Ct, (as outlined in the aerial photo below), that has been approved for a mixed-use housing development, is not being maintained properly. Possible short term solutions include:

- Utilizing code enforcement to require the property owner to upgrade the fencing, potentially creating a surface for murals or "coming soon" information.
- Requiring consistent property maintenance that includes removal of weeds and trash as often as monthly.

These actions are critical to improving Downtown’s image and location appeal.

Vacant Land at 22471 Maple Ct
Source: Landvision

A large vacant building in the middle of Downtown is the closed CVS store (see aerial photo below). Boarded up windows detract from a more positive image of the area. The CVS parking lot has extremely poor auto circulation, with curbs separating adjacent parking lots that make it difficult for customers to navigate between them. Although the CVS building is vacant, the parking lot along with adjacent lots should be reconfigured for better circulation.[1] The current blocked parking lots create the impression that each property is isolated and neglected. This might result in a new retail tenants' lack of interest in leasing the CVS building.

CVS & Parking Lot Downtown Source: Landvision

Difficult access to City-owned parking lots and poorly maintained properties as mentioned above will continue to undermine Downtown's appeal, presenting significant obstacles to attracting shoppers and future retail tenants.

Other examples of poor maintenance and possible blight identified during the driving tour include the following (but not limited to):

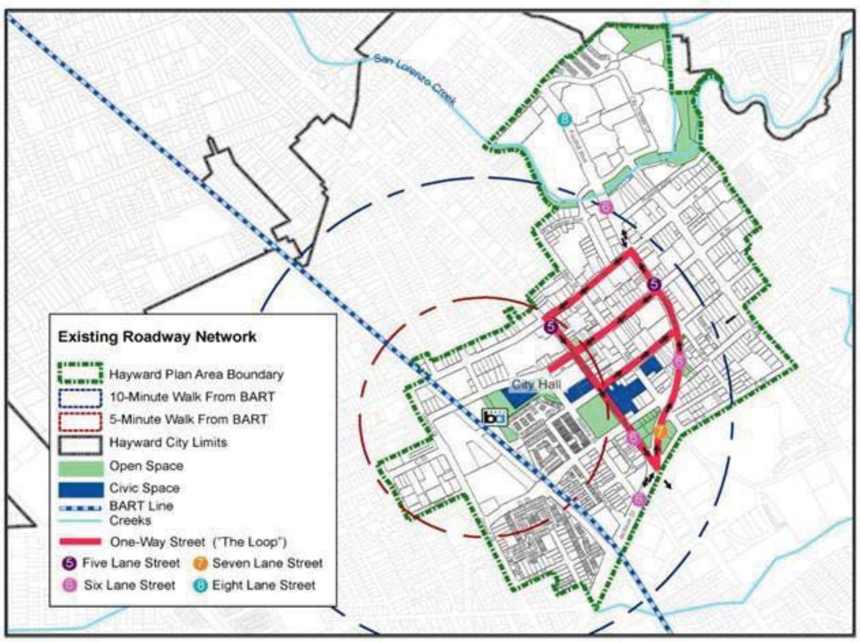
Property	Comments
808 A St.	Vacant Commercial Space
CVS Storefront	Boarded Windows
730 A St.	Vacant
Prime Time Nutrition	Fenced Lot at Rear
Southwest Corner of Montgomery & A St.	Empty Lot
Southwest Corner of Foothill & C St.	A planned cannabis dispensary is approved for this parcel. The property owner might be asked to add surfaces to the fence to add in murals, or "coming soon" signs to add appeal to this corner
Foothill at C St.	Vacant fenced lot
Plaza Center Garage	Needs exterior painting

[1] The City owns portions of the parking lot.

Lucky's Shopping Center	At a minimum the center needs a new coat of paint as well as new landscaping to enliven and enhance the parking lot and the walkways to the businesses. The entrance to the market is by design hidden in an alcove opposite the parking garage elevator. Signage could help shoppers walk more directly from the parking lot to the market's entrance.

Many businesses lack appropriate areas for trash and loading. Between Second St. and Foothill Blvd, on B St across from the funeral home, there is a trash container in the right-of- way and other containers that are not safely stored. Trash containers with no proper storage contribute to a blighted appearance, even if the area is not actually blighted. This finding also notes the importance of providing information about trash requirements that require sorting bins and trash enclosures for food establishments.

B. Parking and Circulation



Source: https://norcalapa.org/2019/09/reclaiming-downtown-for-people/

While BART provides a regional transportation advantage, the track (which runs along Western Blvd) separates Downtown from residential neighborhoods around it, and presents an obstacle to overall traffic circulation in the Downtown. Traffic circulation and traffic speed along major streets do not facilitate easy pedestrian access to businesses and parking. (The City is currently working to address this through implementation of the Safe Streets in Downtown program: https://www.hayward-ca.gov/discover/news/may25/safe-streets-downtown-aims-transform-loop-safer-hayward-downtown.)

As the Void Analysis points out later in this report, the City of Hayward needs to draw shoppers from outside the city limits to support new and exciting tenants in its Downtown underscoring the importance of convenient circulation and access to parking.

Photo of Downtown Hayward

There is insufficient accessible parking for many businesses. Parking lots/spaces do not anchor each block of Downtown. For example, businesses on Foothill Blvd between A and D Streets do not have direct access to parking. Most shoppers will not park two to three blocks away, especially along an extremely busy street, to access the businesses on the East side of Foothill (between A & D streets). Therefore, the retail along those blocks of Foothill will continue to have somewhat quick tenant turnover.

There are some City-owned parking lots that due to construction or closures do not always appear to accommodate public parking. For example, access was denied to Lot 5 on the day of the driving tour. Directional signs are needed to guide shoppers to parking lots and businesses because the one-way streets result in autos driving in unintended directions. Cars are often unable to turn around or turn off from the one-way streets. For example, parking lots between A and B Streets and Foothill Blvd, near the Physical Therapy building, are segmented and circulation is restricted.

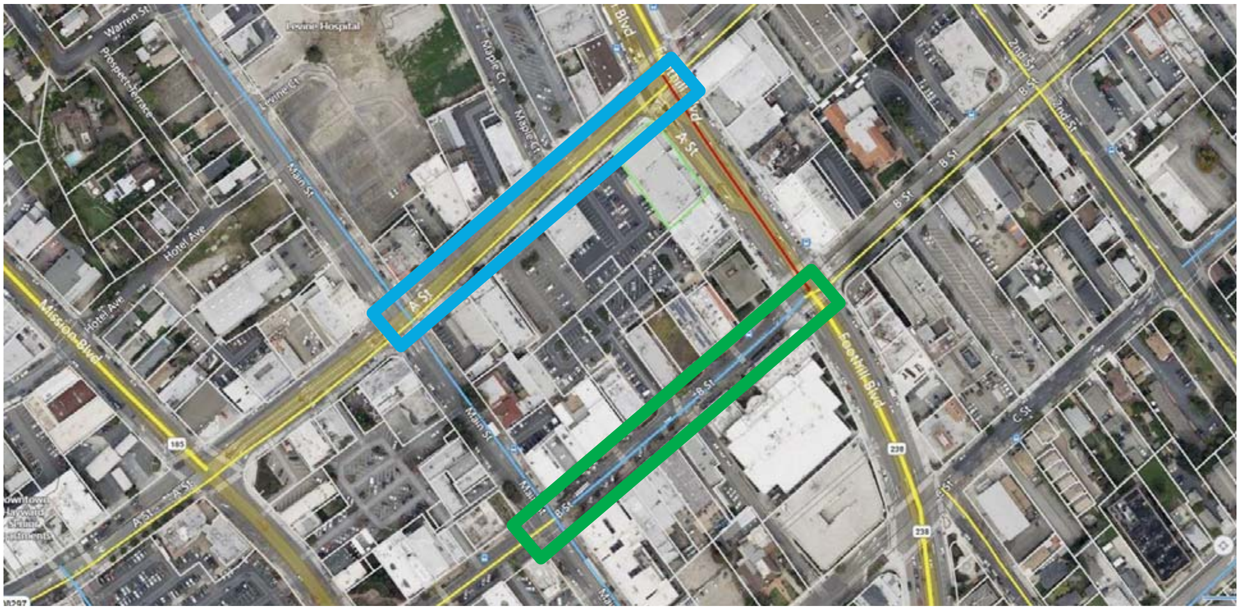
There currently are no dedicated parking lots for employees of Downtown businesses; most employees park in front of, or close to the businesses where they work, which reduces the spaces available to shoppers. Since access and availability of parking are high priorities, the City could designate spaces in a City-owned parking structure or lot for use by Downtown workers.

C. Placemaking

Shopping, whether in a mall or downtown, has become an experience that includes dining, retail shopping, gathering with friends for drinks, and entertainment. A key element of the shopping experience is “placemaking” which provides a welcome, safe environment for shoppers with amenities, activities, streetscape and landscape features that add to the experience. There are many events and activities sponsored by the Chamber of Commerce such as the Downtown Hayward Street Parties, Juneteenth Freedom Celebration, summer concerts, and the weekly famers' market that bring residents into the Downtown for an entertainment experience that should include hanging around after the event for dining and additional shopping.

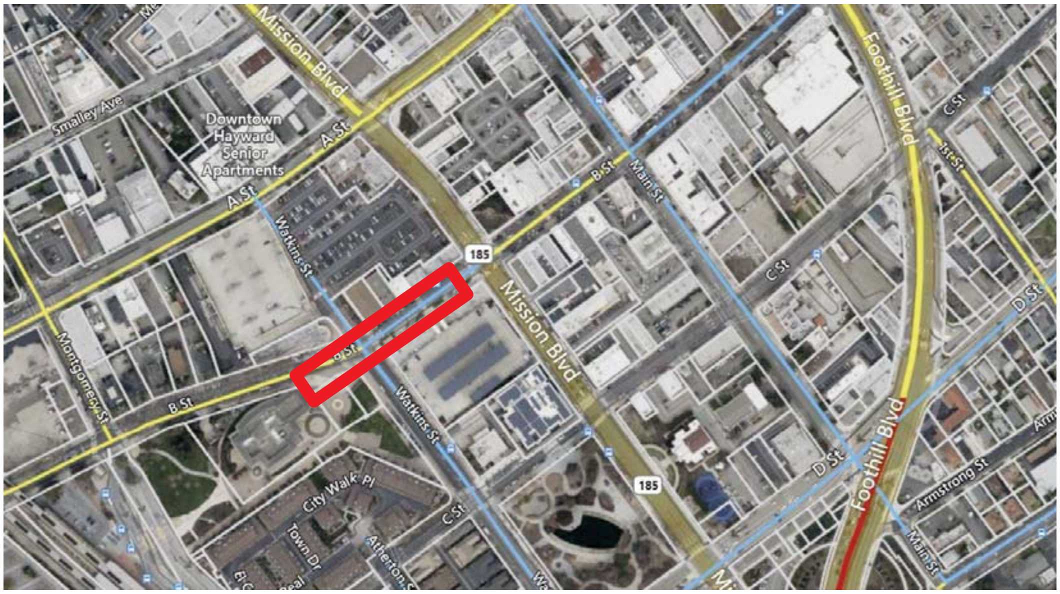
Downtown Hayward has many potential placemaking opportunities. Cinema Place, and the section of B St, from Foothill Blvd to Main St. (outlined in green in the photo below), already has great potential for creating the sense of place that is found in successful downtowns. Even though B St. is one way (and most retail consultants would agree both A and B Streets in the Downtown area should be two-way streets) there is easy access to parking and parking lot circulation that allows for walkable access to the restaurants and retailers along B St. This is a critical element for a desirable downtown. It creates a place where people want to be and strengthens the presence of the cinema which is an important anchor and amenity. Finding an alternative use for a former cinema most often poses a challenge in that it is expensive to re-install a level floor. Such costs are normally borne by the property owner before the anchor space can be re-tenanted. The Century Theatre is approximately 38,000 sf. While there are tenants in that size range, the property owner will want to evaluate the cost of demising the space, while analyzing the cost of replacing the floor to determine the right size for effective marketing and re-tenanting. The fact that the adjacent section of B St already has created a "sense of place" in downtown Hayward will help in re-leasing the theatre if it becomes vacant.

A similar sense of place could be created along A St, from Foothill Blvd to Main St. (outlined in blue in the photo below), if the streets could be changed to two-way traffic; auto movement between parking lots and around buildings were allowed; and walkways from A to B Streets and the businesses were created between these blocks.



Source: Landvision

Another opportunity for a “sense of place” can be created further on B St, between Mission and Watkins (outlined in red in the photo below). Again, creating a walkable area from City Hall across Watkins, with easy car and pedestrian circulation between B and A Streets. This could be an important improvement and location advantage for shoppers and businesses. These activities underscore the importance of placemaking and the upkeep of Downtown. Creating all these destination areas, along A and B Streets, and from City Hall across Watkins, will better accommodate residents and visitors in the pedestrian circulation that will enhance Downtown and present it as a major attraction in the East Bay.



Source: Landvision

D. Streetscape Improvements and Amenities

Many streetscape improvements and amenities, including decorative landscaping, benches, and trash bins, have been added to key blocks of Downtown.[2] These streetscape amenities help make Downtown streets more attractive to customers; contribute to walkability, and create a stronger sense of place and experience that encourages people to stay longer. Similar improvements and amenities are needed at the Lucky shopping center.

E. Crime and Safety

According to City staff, while parking structures are well lit, there is a perception held by residents and visitors that the Downtown area has safety issues (there has been a minimal amount of criminal activity reported). For these reasons, the parking structure behind the movie theater has low utilization. No ongoing security, beyond the Hayward Police Department, is currently available in the Downtown.

As with many downtowns and cities, there are issues and concerns regarding the unhoused population.[3] Programs are in place to address them such as the Navigation Center, which will be

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[2] Note: Staff responded that the Downtown Hayward Improvement Association has installed some hanging planters and other streetscape enhancements. However, more needs to be done especially for the Lucky Shopping Center.

[3] A recent community survey showed that homelessness and providing services to this population were ranked high priority for residents.

moving to the former St. Regis Retirement Center. The St. Regis will “become a unique, comprehensive residential and community campus for behavioral health and homelessness services, with a special focus on developing services to meet the additional physical healthcare needs for older adults and other community members with medical fragilities”.

In addition, The Peace Haven, which is a non-profit that gives assistance to the under served and senior communities in Hayward and the extended areas, is also located in the Downtown, at 1063 A St. When the non-profit gives away food in its parking lot (behind the building) it presents issues for existing and potential retailers alike. Retailers sell products and services. Customers of the non-profit are not normally the customers of existing and potential retailers. While both services (charity and retail) are needed in Hayward, their goals are not always aligned. The non-profits, while serving an important community need, may also inadvertently contribute to less positive perceptions of the Downtown and can be a concern for any business (especially retail) considering a nearby location, such as the former CVS building. However, every community must balance economic development goals with other important community needs such as supporting the most vulnerable populations.

F. Housing

There is an adequate inventory of attractive housing in the Downtown, including market rate, affordable, and senior housing but more housing is needed to provide a stronger base of shoppers for businesses. Adding housing allows for easy access for pedestrians and autos, to the Downtown and helps with sustaining a safe, walkable environment. However, according to finance industry professionals and economists, dense, market rate multifamily housing may not be financially feasible for another four to five years. Currently both high and lower density housing is allowed by right in Downtown. This may lessen one constraint for new housing by allowing the development of townhome projects. Townhomes are the most financially feasible in today’s market.

G. Profile of Businesses Downtown

While a Downtown business directory was not used, the driving tour identified a range of diverse businesses and restaurants. It appeared the restaurants were mostly quick service and cafes, although a few white tablecloth restaurants were busy. Other tenants included several bars, and a few entertainment facilities such as Sector 19 Laser Tag (a pool hall and a café that has desktop gaming that appeals to a younger demographic), and the Century Theatre with its Art Council gallery on the ground floor. There are few establishments that offer live music (The Bistro and The World Famous Turf Club) in the Downtown. There are a limited number of retail businesses that sell goods; most businesses seem to be service providers, which is in line with most brick and mortar today. There did appear to be more auto-focused services and more massage establishments than in other East Bay Downtowns.

Chase Center at Foothill and City Center is the only private office complex in the Downtown along with City Hall. The lack of additional office space and workers in the Downtown affects the daytime business for restaurants and stores and reinforces the need for more housing.

	Strength	Weakness	Opportunity	Threat
Appearance and Layout of Downtown	Overall Layout. Good “bones” and base structure	One way Streets. Difficult access to some of the parking lots.	Create a better functioning Downtown.	Difficulty in turning the one-way streets into two-way streets.
Cleanliness and Appearance of Public/Private Commercial Properties		Lack of cleanliness and appearance makes it difficult to attract new businesses. Inadequate trash cans.	Install more appropriate areas for businesses to dispose of their trash.	Potentially the cost of installing additional trash facilities and beautification programs.
Placemaking	Cinema Place is already a great start to placemaking Downtown	Existing one-way streets Walkability	Many existing opportunity sites for placemaking. Also creating two way streets.	Losing the movie theater
Streetscape Improvements and Amenities		Lack of trash cans, benches, etc. Many businesses also have their windows boarded up.	Add more trash bins and trash storage areas, benches, etc. Add additional directional signage.	If the City were to establish a Master Sign Program, it would need to be very flexible to not burden tenants with additional costs. Otherwise landlords and businesses may be resistant. The Downtown retailers are not financially strong enough yet to carry additional economic burdens.
Crime and Safety	Well-lit parking lots and buildings	Perception from the community and visitors that crime is an issue. There is also an unhoused community that generates concern.	Transitional Housing can be seen as an opportunity and also can be perceived as a weakness, though State law requires that it is allowed by right anywhere residential development is	

	Strength	Weakness	Opportunity	Threat
			permitted. Adding public or private security may add a sense of security to the Downtown.	
Housing	Adequate inventory of attractive housing including market rate, affordable and senior housing	Denser, 5-7 story multi-family housing will not be financially feasibly for another 4-5 years.	There are other possible housing sites in the Downtown. Lower density townhomes seem to be financially feasible, and they normally offer a for sale product, versus a rental product.	
Parking and Circulation	Free parking at public parking lots	Inability to circulate through Downtown easily makes it difficult to reach/access the public parking lots. There is very limited parking on A and B St. Often the business a customer desires to access is blocks away so some businesses will lose customers due to lack of parking within a normal walking distance	Adding employee parking for the businesses can free up key parking spaces for shoppers	The existing one-way street poses a huge challenge to fixing the circulation problem.
Business in Downtown	An existing diverse range of restaurants and businesses.	Too many auto service/retail stores and massage establishments. Need more businesses to support a younger demographic	Attract businesses that serve a younger demographic (live music and experiential). Adding residential units Downtown would support local restaurants, especially given the rise in remote work.	Lack of private office workers (beyond City staff at City Hall) makes it difficult to support restaurants.

II. Commercial and Demographic Analysis

For this demographic analysis the Downtown Lucky Supermarket, located at 22555 Mission Blvd, was used as a center point or central location. The analysis reflects the demographics within three radii — 0.25 miles, 0.5 miles, and one mile from the Lucky store.

Demographic data from both Placer.ai and SitesUSA was utilized for this analysis. These sources provide insights into current demographic characteristics and how they impact and relate to the surrounding retail within the defined radii.

One of the more interesting and insightful tools used for demographic analysis is the **Mosaic Demographic Report.** The Mosaic Demographic Report classifies households and neighborhoods in the United States based on their demographic and socioeconomic characteristics. It uses a system developed by Experian, which groups households into 19 overarching groups and 71 unique types. These segments provide insights into consumer lifestyles, behaviors, and cultural preferences.

The information in the chart below has been organized to provide a clearer and more concise recap of the Mosaic Demographic Report.

By Population (Ranking Color Code: Green = #1; Yellow #2, Blue #3)			
Group	**.25 Mile**	**.50 Mile**	**1 Mile**
Significant Singles Diversely aged singles earning mid-scale incomes supporting active city styles of living	25.5%	17.3%	14.6%
Singles & Starters Young singles starting out and some starter families living a city lifestyle	10.6%	8.8%	9.4%
Young City Solos Younger and middle-aged singles living active and energetic lifestyles in metropolitan areas	9.5%	5.3%	2.3%
Flourishing Families Affluent, middle-aged families and couples earning prosperous incomes and living very comfortable, active lifestyles	15.9%	24.6%	17.7%
Family Union Middle income, middle-aged families living in homes supported by solid blue-collar occupations	7.9%	15.5%	21.5%
Bourgeois Melting Pot Middle-aged, established couples living in suburban homes	11%	12.7%	13%
Thriving Boomers Upper-middle-class baby boomer-age couples living comfortable lifestyles settled in suburban homes	7.1%	3.7%	3.8%
Golden Year Guardians Retirees living in old homes, settled residences and communities	3.5%	2.6%	3.7%
Cultural Connections	3.1%	4.6%	7.2%

Diverse, mid- and low-income families in urban apartments and residences			
Thrifty Habits Cost-conscious adults living alone in urban areas	0.7%	<0.5%	<0.5%
Booming with Confidence Prosperous, established couples in their peak earning years living in suburban homes	1.6%	0.8%	0.7%
Blue Sky Boomers Middle-class baby boomer-aged households living in small towns	0.9%	<0.5%	0.5%
Promising Families Young couples with children in starter homes, living child-centered lifestyles	1.1%	1.9%	2.1%
Suburban Style Middle-aged, ethnically-mixed suburban families and couples earning upscale incomes	0.9%	0.6%	1.4%
Power Elite Middle-aged, ethnically-mixed suburban families and couples earning upscale incomes	0.7%	0.7%	1.2%
Aspirational Fusion Lower-income singles and single parents living in urban locations and striving to make a better life	<0.5%	<0.5%	<0.5%

*Data Source: Placer.ai Mosaic Demographic Report

1) ***The highest population group within a quarter mile of the Downtown (measured from the Lucky store at 22555 Mission Blvd) is called "Significant Singles". Characteristics of this group are shown in the chart below. This demographic group occupies 25.5% of the total population within a quarter mile.***

Retail tenant categories that would appeal to "**Significant Singles"** have been listed below. **Significant Singles** are characterized as **diversely aged singles earning mid-scale incomes and supporting active, city-oriented lifestyles.** The retailers would generally be included in the following categories:

Category	Type of Retailers
Dining and Nightlife	• Trendy cafes, bistros, and coffee shops with comfortable social spaces. • Casual dining and fast-casual restaurants with diverse cuisine options. • Wine bars, craft breweries, and cocktail lounges for socializing. • Late-night eateries and dessert shops.
Fitness and Wellness	• Boutique fitness studios (yoga, Pilates, spin, HIIT). • Gyms and health clubs with flexible membership options. • Wellness centers offering massage, acupuncture, and spa services. • Specialty vitamin and supplement stores.
Personal Services:	• Salons and barbershops with a focus on modern styles. • Nail salons, lash studios, and skincare centers. • Tattoo and piercing studios. • Dry cleaning and personal laundry services.
Entertainment and Social Experiences:	• Music venues, karaoke bars, and live performance spaces. • Gaming lounges (e.g., escape rooms, VR arcades, and board game cafes). • Cinemas with upscale seating and food options.

	• Art galleries and creative studios offering workshops.
Technology and Gadgets	• Mobile phone retailers and repair shops. • Electronics and gaming stores. • Specialty camera and audio equipment shops.
Convenience and Essentials	• Small grocery stores or urban markets with fresh produce and ready-made meals. • Pharmacies and health and beauty retailers. • Convenience stores offering grab-and-go options. • Specialty liquor stores with a curated selection of spirits.

2) The highest population group within one half mile of the Downtown is called "Flourishing Families". Characteristics of this group are defined below. This demographic group occupies 24.6% of the total population within a half mile of Downtown.

Retail tenants that would appeal to the demographic group defined as **"Flourishing Families"** — characterized as **affluent, middle-aged families and couples with prosperous incomes and active lifestyles** — would generally be included in the following categories:

Category	Type of Retailers
Dining and Culinary Experiences:	• Upscale and family-friendly restaurants offering diverse cuisine. • Specialty bakeries and patisseries for gourmet desserts. • High-end coffee shops and tea houses. • Specialty food stores (organic, gluten-free, international ingredients). • Wine shops and craft breweries with tasting rooms.
Health, Fitness, and Wellness	• Premium fitness centers, including family-oriented gyms and sports clubs. • Yoga, Pilates, and cycling studios. • Spa and wellness centers offering massages, facials, and beauty treatments. • High-end medical and dental services (cosmetic, orthodontic). • Specialty health and nutrition stores (vitamins, supplements, organic products).
Family Entertainment and Activities	• Family-friendly entertainment centers (arcades, VR experiences, indoor playgrounds). • Movie theaters with upscale seating and dining options. • Art studios and creative workshops for kids and adults. • Educational play centers (STEM learning, arts and crafts). • Music schools, dance studios, and martial arts centers.
Personal Services	• Full-service salons and barbershops. • Luxury pet grooming and supply stores. • Dry cleaning with premium garment care. • Personal concierge services (errand running, event planning).
Specialty Retail	• Children's clothing and toy stores. • High-end grocery stores with organic and international options. • Gift shops featuring artisan products and home accessories. • Specialty bookstores with family and children's sections.
Home and Garden	• Home improvement stores focusing on upscale interior design. • Specialty gardening stores with premium plants and outdoor décor. • Kitchenware and gourmet cooking supply stores. • Custom furniture and interior design studios.

3) The highest population group within <u>one mile</u> of the Downtown is called the "Family Union". Characteristics of this group are shown below. This group occupies 21.5% of the total population within <u>1 mile</u> of the Downtown.

Retail tenants that would appeal to the demographic group **"Family Union"** — characterized as **middle-income, middle-aged families living in homes supported by solid blue-collar occupations** — would generally be included in the following categories:

Category	Type of Retailers
Family Dining and Casual Restaurants	• Family-friendly, casual dining restaurants (pizza, American diners, Mexican cuisine, Chinese takeout). • Fast-casual restaurants with affordable, hearty meal options. • Ice cream parlors, frozen yogurt shops, and dessert cafes. • Family-owned bakeries and sandwich shops.
Everyday Necessities and Grocery Stores	• Discount grocery stores (Smart & Final, Grocery Outlet, Aldi). • Convenience stores with grab-and-go options. • Local butcher shops, seafood markets, and produce stands. • Ethnic grocery stores offering culturally diverse products.
Affordable Fashion and Footwear	• Discount clothing stores for the whole family (Ross, Marshalls, Old Navy). • Footwear retailers with affordable options for work boots and casual shoes. • Kids' clothing and accessory stores (Carter's, Children's Place). • Local thrift shops and consignment stores.
Home Improvement and Supplies	• Hardware stores (Ace Hardware, True Value). • Appliance and home electronics stores (Best Buy, Home Depot). • Discount home goods stores (Big Lots, Dollar Tree). • Stores offering affordable furniture and mattresses.
Health and Personal Care	• Family-focused health clinics and dental offices. • Affordable hair salons and barbershops. • Nail salons and beauty supply stores. • Fitness centers with family memberships or affordable monthly rates (Planet Fitness, Crunch).
Family Entertainment and Recreation	• Movie theaters with affordable ticket pricing. • Bowling alleys, arcades, and family fun centers. • Sports and recreation retailers (soccer, baseball, and fishing gear). • Toy stores with educational and affordable options.
Auto Services and Essentials	• Auto parts retailers (O'Reilly, AutoZone). • Discount tire shops and oil change services. • Car washes and detailing centers. • Used car dealerships.
Specialty Retail and Services	• Pet supply stores with affordable pet food and care products. • Craft stores (Michaels, Joann Fabrics) for family activities. • Party supply stores for birthday and family celebrations. • Thrift and discount stores for home essentials.

III. Void Analysis and Supply/Demand

The Void Analysis was conducted using Placer.ai software. Placer.ai leverages foot traffic analytics, machine learning, and data science to conduct supply and demand analytics. This allows them to analyze visitor patterns, understand consumer preferences, and generate actionable insights for businesses. They combine this with other datasets like demographics, behavior, social, environmental, and business data to provide a comprehensive view of the supply and demand in any designated area.

The drawback of any supply/demand analysis is that the business data used comes from the Census, especially the North American Industry Classification System (NAICS). NAICS codes are six-digit numbers that classify businesses by industry, used by federal agencies to collect and analyze economic data. Businesses also use them for market research. But many of the industry businesses tracked reflect retail tenants that are no longer active in opening brick and mortar stores.

Today's retail tenant environment has been massively impacted by national trends that include Covid 19, online shopping, demographic changes from Boomer purchasers to Millennial purchasers, to the phenomenon of private equity infused retailers that produce shorter term economic pressures on the retail company's operations.

Therefore, tenants expanding into brick-and-mortar locations typically fall into a few distinct categories. These categories generally require customers to physically visit the premises. Examples include food and beverage establishments (which often require second- generation restaurant spaces), fitness centers, personal services, recreational facilities, and medical offices.

While the attached Void Analysis--Supply/Demand report indicates demand for certain retail categories in Hayward, these categories often have location requirements that can only be met in large regional shopping areas, such as Broadway Plaza Mall in Walnut Creek, Southland Mall in Hayward, or Valley Fair in San Jose. As a result, many tenants choose not to locate in a downtown environment.

The Supply/Demand report was generated from four different locations in Downtown, with varying distances measured: 0.25 miles, 0.5 miles, one mile, and a five-minute drive time. The findings generally show limited demand immediately around Downtown (0.25 miles), with demand increasing as the distance from Downtown grows. However, supply also increases at greater distances, indicating that customers have access to other shopping options. The Supply/Demand reports clearly demonstrate that for Downtown Hayward to effectively support new brick-and-mortar tenants, it must draw customers from at least one mile away or within a five-minute drive (see the maps in the Appendix).

The tenant categories shown in the reports are categorized using NAICS codes. However, these codes may not always align with how the retail industry categorizes tenants. To enhance clarity, the tenant categories listed below have been translated from NAICS codes into more commonly understood retail categories. The distances used (for comparison's sake) are 1 mile radius from the Lucky store at 225556 Mission Blvd, and a five-minute drive time from the same Lucky store.

Tenant Category	Results Within 5 Min or 1 Mile
Auto Dealers	There is an oversupply
Used Car Dealers & Auto Parts Supplier	There is demand for approx. 1 used auto dealer and 1 auto parts store.
Furniture Store	There is an oversupply for a traditional furniture store.
Home Furnishings	There is demand for tabletop home furnishings, like lamps, window coverings, kitchenware, and wall art and linens.
Building Materials	There is slight demand but not enough to support a normal store.
Lawn & Garden	There is demand that could support an independent operator in a small store concept.
Grocery Stores	There is enough demand to support 1 or 2 grocery stores. Most likely focused on Hispanic or Asian products based on the demographics that exist in the same distances from downtown.
Specialty Food	There is a small demand for specialty food- most likely focused on ethnic cuisine.
Liquor/Beer/Wine	There is slight demand. Likely not enough to support an independent store.
Personal Care Store	There is demand for a few small stores, typically day spas, hair removal salons (European Wax Center), massage parlors (Massage Envy), and possibly permanent makeup salons.
Department Store	There is not enough demand to support a separate store here.
Other General Merchandise	This category indicates stores like Big Lots, Dollar Tree, Family Dollar and Five Below, all of which have had national issues as firms. There is enough demand for 1 or 2 stores.
Clothing Stores	There is demand for 1 or two independent clothing stores, although this category has been hit strongly with competition from online shopping.
Shoe Stores	The report shows some demand but not enough to support an independent or regional operator.
Jewelry/Leather	The report shows some demand but only enough to support a small independent store operator.
Electronics/Appliances	There is not enough demand to support a new store.
Sporting Goods/Hobby	There could be enough demand to support an independent sporting goods/hobby store operator.
Books/Music Store	There is not enough demand to support a new store.
Florist	There is not enough demand to support a new store.
Office/Stationary	The report shows there is enough demand to support an independent operator.
Mail Order/Online	Strong demand- but they don't open stores!
Used Merchandise	There is enough demand for one used merchandise (Crossroads Trading, Buffalo Exchange, Goodwill).
Full-Service Restaurants	There is enough demand for a few full-service restaurants, but the operational difficulties and costs have decimated that category of restaurants in the Bay Area.

Quick (Limited) Service Restaurants	There is enough demand for a few QSR's in the Downtown. But costs are extremely high for grease traps, internal hoods, and water hook ups. A 2nd generation location would likely need to be found.
Bars/Drinking Places	The report shows possibly enough for 1 establishment.

This report shows the City what types of tenants to focus on for outreach efforts. A Downtown location should be identified first that supports that category of retailer and also meets the criteria of that retailer.

In summary, combining the information in the Demographic Commercial Analysis for Downtown along with the information in the Void Analysis will allow the City of Hayward to have a good understanding of what types of tenants should be reached out to when looking to fill vacancies in the Downtown.

Placer.ai

Visitor Demographics

May 1, 2024 - Apr 30, 2025

Property:

Lucky Supermarkets

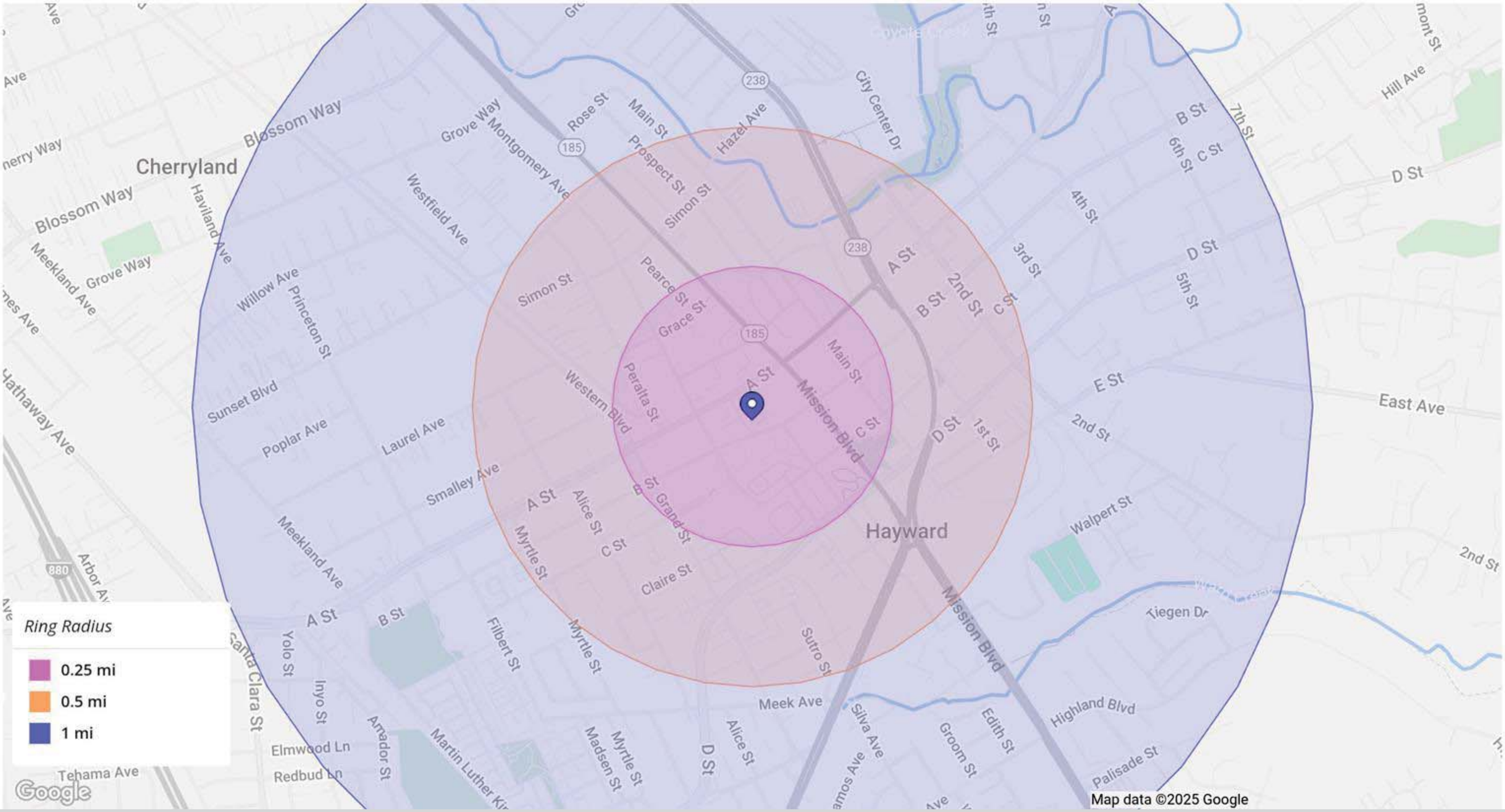
22555 Mission Blvd, Hayward, CA 94541 # **715**

Scan to view on placer.ai platform

Attachment III

Visitor Demographics

Lucky Supermarkets / 22555 Mission Blvd, Hayward, CA 94541 # 715



Placer.ai

Visitor Demographics

Lucky Supermarkets

22555 Mission Blvd, Hayward, CA 94541 # 715

Benchmark: State

	0.25 Mile	0.5 Mile	1 Mile
Overview			
Total Demand	$81.01M	$159.25M	$946.04M
Total Supply	$485.98M	$576.61M	$1.21B
Automobile Dealers			
Demand	$12.69M	$25.57M	$154.08M
Supply	$351.83M	$416.18M	$806.63M
Unmet Demand (Demand-Supply)	$-339.14M	$-390.62M	$-652.54M

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook

Visitor Demographics

Lucky Supermarkets

22555 Mission Blvd, Hayward, CA 94541 # 715

Benchmark: State

	0.25 Mile	0.5 Mile	1 Mile
Other Motor Vehicle Dealers			
Demand	$739,267	$1.48M	$8.91M
Supply			$1.52M
Unmet Demand (Demand-Supply)	$739,267	$1.48M	$7.4M
Automotive Parts, Accessories, & Tire Stores			
Demand	$1.21M	$2.44M	$14.75M
Supply	$8.07M	$9.51M	$13.83M
Unmet Demand (Demand-Supply)	$-6.86M	$-7.07M	$911,728

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook

Placer.ai

Lucky Supermarkets

22555 Mission Blvd, Hayward, CA 94541 # 715

Benchmark: State

	0.25 Mile	0.5 Mile	1 Mile
Furniture Stores			
Demand	$601,281	$1.21M	$7.24M
Supply	$5.14M	$5.14M	$11.57M
Unmet Demand (Demand-Supply)	$-4.54M	$-3.94M	$-4.33M
Home Furnishings Stores			
Demand	$579,921	$1.16M	$6.99M
Supply	$670,597	$670,597	$3.58M
Unmet Demand (Demand-Supply)	$-90,676	$490,374	$3.41M

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook

Lucky Supermarkets

22555 Mission Blvd, Hayward, CA 94541 # 715

Benchmark: State

	0.25 Mile	0.5 Mile	1 Mile
Building Material & Supplies Dealers			
Demand	$3.78M	$7.58M	$45.62M
Supply	$11.56M	$14.33M	$42.73M
Unmet Demand (Demand-Supply)	$-7.79M	$-6.74M	$2.9M
Lawn & Garden Equipment & Supplies Stores			
Demand	$359,822	$725,803	$4.38M
Supply			
Unmet Demand (Demand-Supply)	$359,822	$725,803	$4.38M

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook

Visitor Demographics

Lucky Supermarkets

22555 Mission Blvd, Hayward, CA 94541 # 715

Benchmark: State

	0.25 Mile	0.5 Mile	1 Mile
Grocery Stores			
Demand	$7.58M	$15.13M	$91.07M
Supply	$8.45M	$8.45M	$53.75M
Unmet Demand (Demand-Supply)	$-864,700	$6.69M	$37.32M
Specialty Food Stores			
Demand	$386,471	$771,263	$4.64M
Supply	$909,937	$909,937	$2.73M
Unmet Demand (Demand-Supply)	$-523,466	$-138,674	$1.91M

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook

Lucky Supermarkets

22555 Mission Blvd, Hayward, CA 94541 # 715

Benchmark: State

	0.25 Mile	0.5 Mile	1 Mile
Beer, Wine, & Liquor Stores			
Demand	$595,001	$1.16M	$6.92M
Supply			$5.14M
Unmet Demand (Demand-Supply)	$595,001	$1.16M	$1.78M
Health & Personal Care Stores			
Demand	$3.84M	$7.7M	$46.4M
Supply	$8.61M	$8.61M	$19.74M
Unmet Demand (Demand-Supply)	$-4.78M	$-913,832	$26.66M

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook

Visitor Demographics

Lucky Supermarkets

22555 Mission Blvd, Hayward, CA 94541 # 715

Benchmark: State

	0.25 Mile	0.5 Mile	1 Mile
Gasoline Stations			
Demand	$6.54M	$13.22M	$79.5M
Supply	$18.21M	$18.21M	$71.61M
Unmet Demand (Demand-Supply)	$-11.67M	$-4.99M	$7.89M
Department Stores			
Demand	$1.3M	$2.61M	$15.71M
Supply			
Unmet Demand (Demand-Supply)	$1.3M	$2.61M	$15.71M

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook

Attachment III

Lucky Supermarkets
22555 Mission Blvd, Hayward, CA 94541 # 715

Benchmark: State

	0.25 Mile	0.5 Mile	1 Mile
Other General Merchandise Stores			
Demand	$7.31M	$14.59M	$87.66M
Supply	$31.71M	$31.71M	$52M
Unmet Demand (Demand-Supply)	$-24.4M	$-17.12M	$35.66M
Clothing Stores			
Demand	$2.56M	$5.14M	$30.98M
Supply	$5.06M	$5.06M	$8.35M
Unmet Demand (Demand-Supply)	$-2.5M	$78,822	$22.63M

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook

Lucky Supermarkets

22555 Mission Blvd, Hayward, CA 94541 # 715

Benchmark: State

	0.25 Mile	0.5 Mile	1 Mile
Shoe Stores			
Demand	$315,904	$640,109	$3.87M
Supply	$1.11M	$1.11M	$1.11M
Unmet Demand (Demand-Supply)	$-795,416	$-471,211	$2.76M
Jewelry, Luggage, & Leather Goods Stores			
Demand	$400,684	$802,914	$4.86M
Supply	$1.51M	$1.51M	$1.51M
Unmet Demand (Demand-Supply)	$-1.11M	$-707,428	$3.35M

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook

Lucky Supermarkets

22555 Mission Blvd, Hayward, CA 94541 # 715

Benchmark: State

	0.25 Mile	0.5 Mile	1 Mile
Electronics & Appliance Stores			
Demand	$1.11M	$1.83M	$9.46M
Supply	$2.17M	$3.18M	$6.86M
Unmet Demand (Demand-Supply)	$-1.07M	$-1.35M	$2.61M
Sporting Goods, Hobby, & Musical Instrument Stores			
Demand	$735,718	$1.48M	$8.91M
Supply	$834,444	$834,444	$2.41M
Unmet Demand (Demand-Supply)	$-98,726	$643,669	$6.5M

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook

Lucky Supermarkets

22555 Mission Blvd, Hayward, CA 94541 # 715

Benchmark: State

	0.25 Mile	0.5 Mile	1 Mile
Book, Periodical, & Music Stores			
Demand	$131,396	$261,771	$1.57M
Supply	$285,785	$285,785	$643,016
Unmet Demand (Demand-Supply)	$-154,389	$-24,014	$924,808
Florists And Miscellaneous Store Retailers			
Demand	$91,683	$184,893	$1.12M
Supply	$119,168	$119,168	$476,671
Unmet Demand (Demand-Supply)	$-27,485	$65,725	$638,770

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook

Lucky Supermarkets

22555 Mission Blvd, Hayward, CA 94541 # 715

Benchmark: State

	0.25 Mile	0.5 Mile	1 Mile
Office Supplies, Stationery, & Gift Stores			
Demand	$317,716	$632,373	$3.8M
Supply	$241,485	$241,485	$1.45M
Unmet Demand (Demand-Supply)	$76,231	$390,888	$2.35M
Electronic Shopping & Mail-Order Houses			
Demand	$14.13M	$27.17M	$159.13M
Supply		$21.06M	$42.11M
Unmet Demand (Demand-Supply)	$14.13M	$6.11M	$117.02M

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook

Lucky Supermarkets

22555 Mission Blvd, Hayward, CA 94541 # 715

Benchmark: State

	0.25 Mile	0.5 Mile	1 Mile
Used Merchandise Stores			
Demand	$209,030	$418,337	$2.52M
Supply	$769,854	$769,854	$1.98M
Unmet Demand (Demand-Supply)	$-560,824	$-351,517	$540,454
Full-Service Restaurants			
Demand	$5.35M	$9.93M	$56.75M
Supply	$12.62M	$12.62M	$25.9M
Unmet Demand (Demand-Supply)	$-7.28M	$-2.69M	$30.85M

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook

Visitor Demographics

Lucky Supermarkets

22555 Mission Blvd, Hayward, CA 94541 # 715

Benchmark: State

	0.25 Mile	0.5 Mile	1 Mile
Limited-Service Eating Places			
Demand	$5M	$9.79M	$58.02M
Supply	$11.44M	$11.44M	$23.3M
Unmet Demand (Demand-Supply)	$-6.43M	$-1.65M	$34.72M
Special Food Services			
Demand	$918,628	$1.84M	$11.05M
Supply	$1.35M	$1.35M	$2.9M
Unmet Demand (Demand-Supply)	$-434,928	$482,014	$8.14M

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook

Lucky Supermarkets

22555 Mission Blvd, Hayward, CA 94541 # 715

Benchmark: State

	0.25 Mile	0.5 Mile	1 Mile
Bars/Drinking Places (Alcoholic Beverages)			
Demand	$812,527	$943,847	$2.98M
Supply	$783,248	$783,248	$783,248
Unmet Demand (Demand-Supply)	$29,279	$160,599	$2.2M
Other Miscellaneous Store Retailers			
Demand	$1.13M	$2.27M	$13.71M
Supply	$2.52M	$2.52M	$5.88M
Unmet Demand (Demand-Supply)	$-1.39M	$-247,392	$7.82M

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook

Visitor Demographics

Lucky Supermarkets

22555 Mission Blvd, Hayward, CA 94541 # 715

Benchmark: State

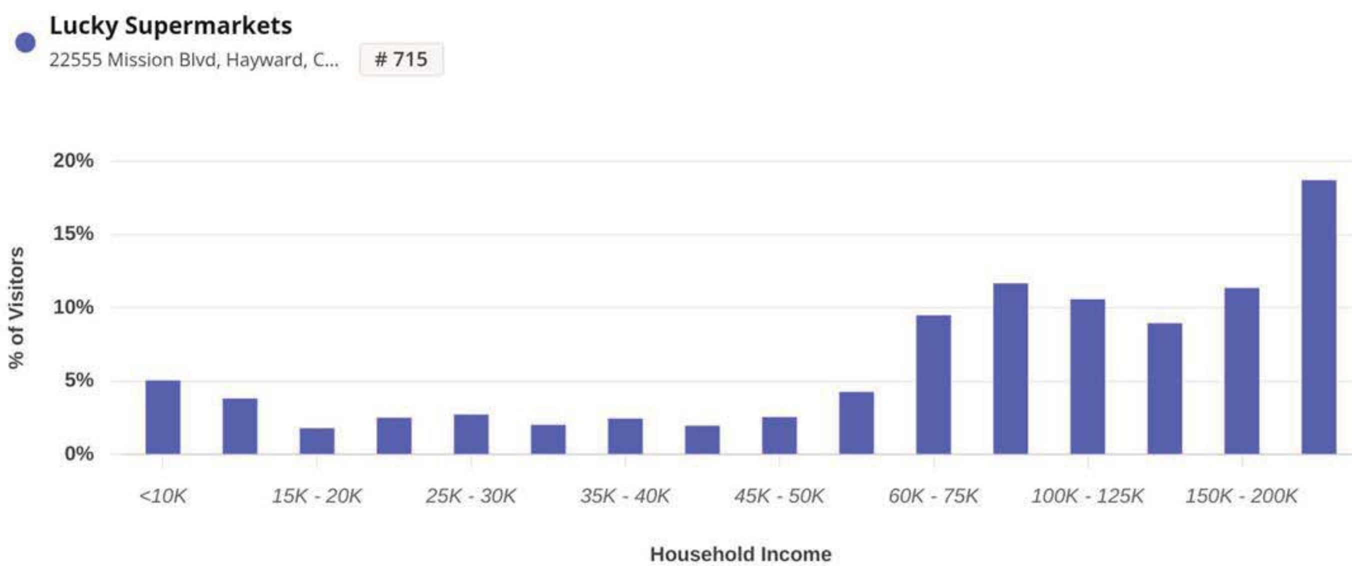
	0.25 Mile	0.5 Mile	1 Mile
Direct Selling Establishments			
Demand	$286,833	$572,127	$3.44M
Supply			$816,357
Unmet Demand (Demand-Supply)	$286,833	$572,127	$2.62M

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook

Attachment III

Visitor Demographics

Household Income



Average Income	124K
Median Income	99K

*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2023

May 1st, 2024 - Apr 30th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)

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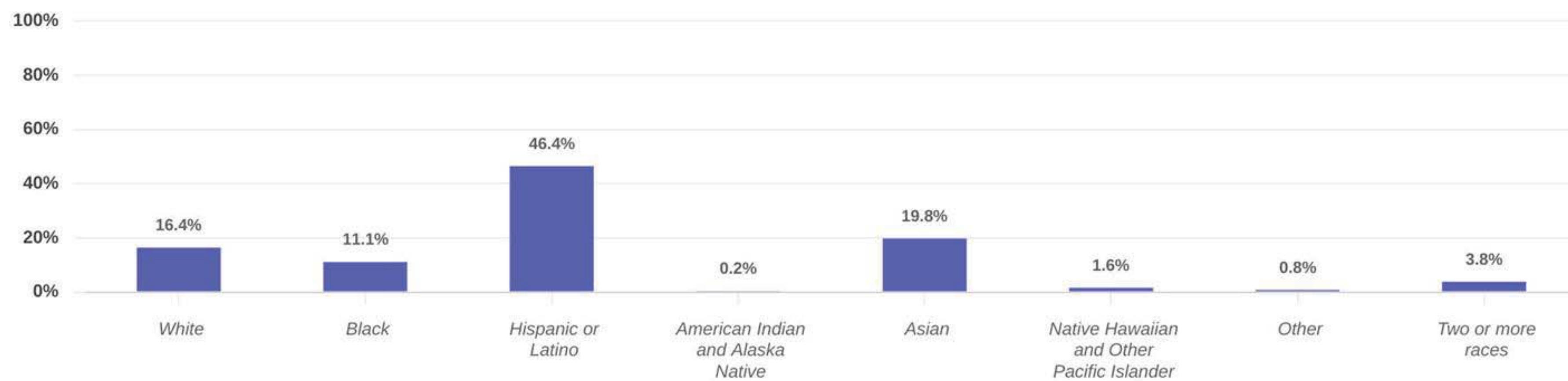
Attachment III

Visitor Demographics

Ethnicity

Lucky Supermarkets
22555 Mission Blvd, Hayward, C... # 715



*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2023

May 1st, 2024 - Apr 30th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)

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Visitor Demographics

May 1, 2024 - Apr 30, 2025

Property:

Lucky Supermarkets

22555 Mission Blvd, Hayward, CA 94541 # **715**

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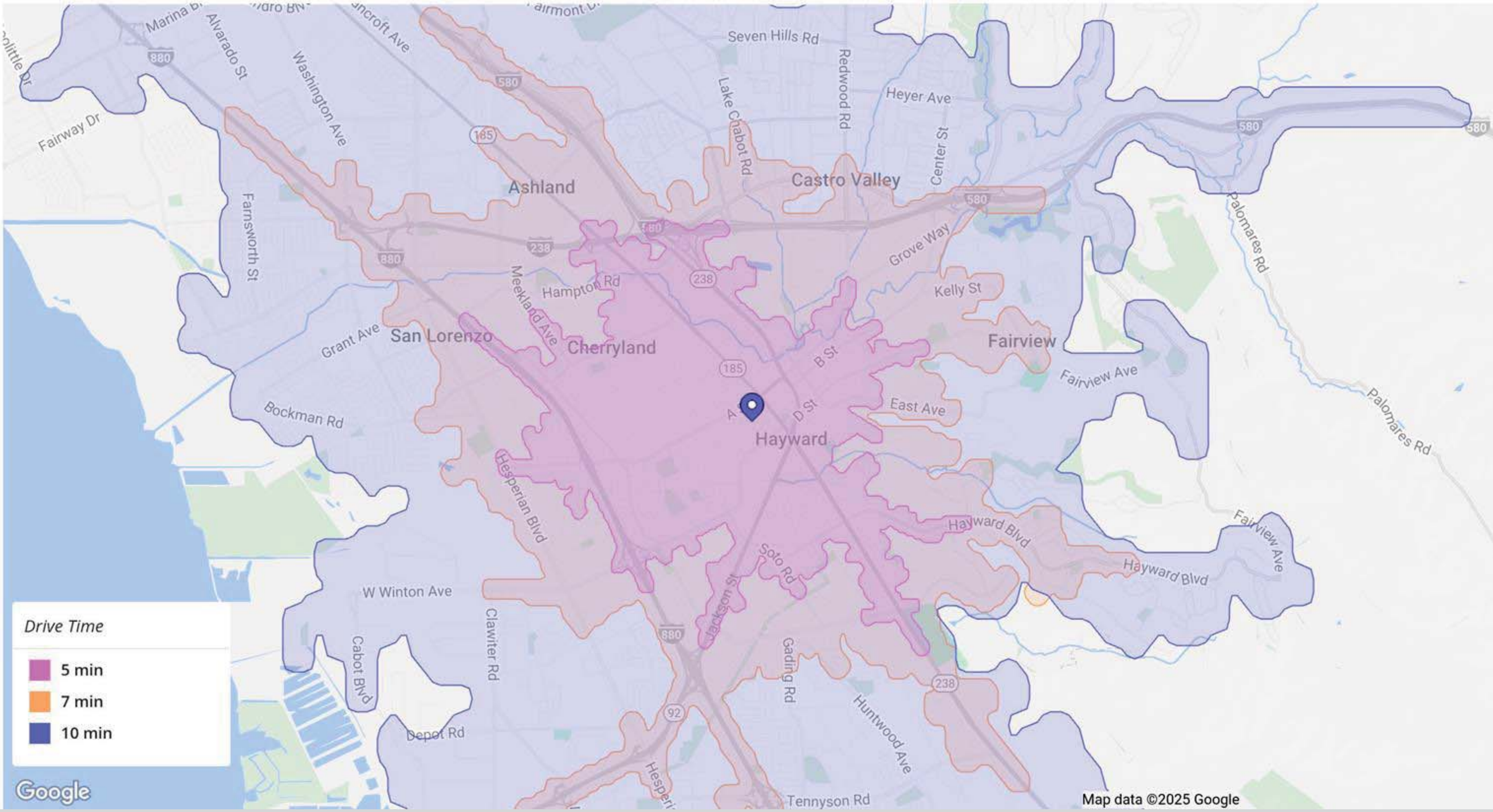
Attachment III

Visitor Demographics

Lucky Supermarkets / 22555 Mission Blvd, Hayward, CA 94541 # 715



Placer.ai

Attachment III

Lucky Supermarkets

22555 Mission Blvd, Hayward, CA 94541 # 715

Benchmark: State

	5 Min Drive	7 Min Drive	10 Min Drive
Overview			
Total Demand	$1.49B	$3.29B	$9.55B
Total Supply	$1.46B	$2.51B	$8.14B
Automobile Dealers			
Demand	$242.53M	$537.41M	$1.56B
Supply	$899.59M	$1.34B	$3.55B
Unmet Demand (Demand-Supply)	$-657.06M	$-798.39M	$-1.99B

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook

Lucky Supermarkets

22555 Mission Blvd, Hayward, CA 94541 # 715

Benchmark: State

	5 Min Drive	7 Min Drive	10 Min Drive
Other Motor Vehicle Dealers			
Demand	$14.02M	$31.07M	$90.3M
Supply	$1.05M	$2.22M	$12.97M
Unmet Demand (Demand-Supply)	$12.96M	$28.85M	$77.33M
Automotive Parts, Accessories, & Tire Stores			
Demand	$23.31M	$51.49M	$147.72M
Supply	$14.7M	$34.3M	$115.29M
Unmet Demand (Demand-Supply)	$8.61M	$17.2M	$32.43M

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook

Lucky Supermarkets

22555 Mission Blvd, Hayward, CA 94541 # 715

Benchmark: State

	5 Min Drive	7 Min Drive	10 Min Drive
Furniture Stores			
Demand	$11.3M	$25.08M	$73.78M
Supply	$16.71M	$21.85M	$128.53M
Unmet Demand (Demand-Supply)	$-5.41M	$3.23M	$-54.75M
Home Furnishings Stores			
Demand	$10.99M	$24.36M	$70.77M
Supply	$3.58M	$9.16M	$52.08M
Unmet Demand (Demand-Supply)	$7.42M	$15.2M	$18.68M

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook

Visitor Demographics

Lucky Supermarkets

22555 Mission Blvd, Hayward, CA 94541 # 715

Benchmark: State

	5 Min Drive	7 Min Drive	10 Min Drive
Building Material & Supplies Dealers			
Demand	$71.93M	$159.27M	$459.66M
Supply	$63.84M	$113.6M	$555.45M
Unmet Demand (Demand-Supply)	$8.09M	$45.66M	$-95.8M
Lawn & Garden Equipment & Supplies Stores			
Demand	$6.9M	$15.31M	$44.2M
Supply	$1.1M	$6.05M	$18.69M
Unmet Demand (Demand-Supply)	$5.8M	$9.26M	$25.51M

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook

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Visitor Demographics

Lucky Supermarkets

22555 Mission Blvd, Hayward, CA 94541 # 715

Benchmark: State

	5 Min Drive	7 Min Drive	10 Min Drive
Grocery Stores			
Demand	$143.87M	$318M	$912.75M
Supply	$59.9M	$164.34M	$767.16M
Unmet Demand (Demand-Supply)	$83.97M	$153.66M	$145.59M
Specialty Food Stores			
Demand	$7.34M	$16.21M	$46.46M
Supply	$2.82M	$4.73M	$34.21M
Unmet Demand (Demand-Supply)	$4.52M	$11.48M	$12.25M

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook

Lucky Supermarkets

22555 Mission Blvd, Hayward, CA 94541 # 715

Benchmark: State

	5 Min Drive	7 Min Drive	10 Min Drive
Beer, Wine, & Liquor Stores			
Demand	$10.92M	$24.09M	$69.51M
Supply	$7.29M	$19.29M	$66.02M
Unmet Demand (Demand-Supply)	$3.64M	$4.8M	$3.49M
Health & Personal Care Stores			
Demand	$73.21M	$162.15M	$467.55M
Supply	$21.53M	$47.02M	$226.47M
Unmet Demand (Demand-Supply)	$51.67M	$115.14M	$241.08M

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook

Attachment III

Visitor Demographics

Lucky Supermarkets

22555 Mission Blvd, Hayward, CA 94541 # 715

Benchmark: State

	5 Min Drive	7 Min Drive	10 Min Drive
Gasoline Stations			
Demand	$125.91M	$278.14M	$797.43M
Supply	$120.16M	$279.17M	$780.46M
Unmet Demand (Demand-Supply)	$5.75M	$-1.03M	$16.97M
Department Stores			
Demand	$24.72M	$54.73M	$158.66M
Supply	$7.29M	$12.21M	$143.14M
Unmet Demand (Demand-Supply)	$17.42M	$42.52M	$15.51M

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook

Lucky Supermarkets

22555 Mission Blvd, Hayward, CA 94541 # 715

Benchmark: State

	5 Min Drive	7 Min Drive	10 Min Drive
Other General Merchandise Stores			
Demand	$138.08M	$305.62M	$883.35M
Supply	$69.76M	$136.98M	$574.06M
Unmet Demand (Demand-Supply)	$68.32M	$168.63M	$309.29M
Clothing Stores			
Demand	$48.75M	$107.9M	$312.23M
Supply	$8.35M	$18.21M	$127.97M
Unmet Demand (Demand-Supply)	$40.4M	$89.69M	$184.25M

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook

Lucky Supermarkets

22555 Mission Blvd, Hayward, CA 94541 # 715

Benchmark: State

	5 Min Drive	7 Min Drive	10 Min Drive
Shoe Stores			
Demand	$6.11M	$13.48M	$38.72M
Supply	$1.11M	$9.63M	$52.23M
Unmet Demand (Demand-Supply)	$5M	$3.85M	$-13.51M
Jewelry, Luggage, & Leather Goods Stores			
Demand	$7.63M	$16.87M	$49.05M
Supply	$1.51M	$3.52M	$15.94M
Unmet Demand (Demand-Supply)	$6.12M	$13.34M	$33.11M

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook

Lucky Supermarkets

22555 Mission Blvd, Hayward, CA 94541 # 715

Benchmark: State

	5 Min Drive	7 Min Drive	10 Min Drive
Electronics & Appliance Stores			
Demand	$14.54M	$31.55M	$95.89M
Supply	$12.04M	$22.41M	$85.14M
Unmet Demand (Demand-Supply)	$2.49M	$9.14M	$10.75M
Sporting Goods, Hobby, & Musical Instrument Stores			
Demand	$14.01M	$31.03M	$90.08M
Supply	$2.04M	$5.01M	$49.14M
Unmet Demand (Demand-Supply)	$11.97M	$26.02M	$40.94M

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook

Visitor Demographics

Lucky Supermarkets

22555 Mission Blvd, Hayward, CA 94541 # 715

Benchmark: State

	5 Min Drive	7 Min Drive	10 Min Drive
Book, Periodical, & Music Stores			
Demand	$2.47M	$5.46M	$15.82M
Supply	$643,016	$1M	$9.93M
Unmet Demand (Demand-Supply)	$1.82M	$4.46M	$5.89M
Florists And Miscellaneous Store Retailers			
Demand	$1.76M	$3.9M	$11.25M
Supply	$595,839	$2.26M	$4.29M
Unmet Demand (Demand-Supply)	$1.16M	$1.63M	$6.96M

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook

Visitor Demographics

Lucky Supermarkets

22555 Mission Blvd, Hayward, CA 94541 # 715

Benchmark: State

	5 Min Drive	7 Min Drive	10 Min Drive
Office Supplies, Stationery, & Gift Stores			
Demand	$5.96M	$13.22M	$38.43M
Supply	$1.45M	$3.86M	$14.31M
Unmet Demand (Demand-Supply)	$4.52M	$9.35M	$24.12M
Electronic Shopping & Mail-Order Houses			
Demand	$249.46M	$550.79M	$1.61B
Supply	$60.16M	$78.21M	$195.52M
Unmet Demand (Demand-Supply)	$189.3M	$472.58M	$1.41B

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook

Attachment III

Visitor Demographics

Lucky Supermarkets

22555 Mission Blvd, Hayward, CA 94541 # 715

Benchmark: State

	5 Min Drive	7 Min Drive	10 Min Drive
Used Merchandise Stores			
Demand	$3.96M	$8.78M	$25.53M
Supply	$2.31M	$3.74M	$9.02M
Unmet Demand (Demand-Supply)	$1.65M	$5.04M	$16.51M
Full-Service Restaurants			
Demand	$88.55M	$194.95M	$575.08M
Supply	$30.91M	$73.57M	$228.55M
Unmet Demand (Demand-Supply)	$57.64M	$121.37M	$346.53M

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook

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Attachment III

Lucky Supermarkets

22555 Mission Blvd, Hayward, CA 94541 # 715

Benchmark: State

	5 Min Drive	7 Min Drive	10 Min Drive
Limited-Service Eating Places			
Demand	$91.03M	$201.27M	$587.47M
Supply	$31.18M	$69.14M	$203.44M
Unmet Demand (Demand-Supply)	$59.85M	$132.13M	$384.02M
Special Food Services			
Demand	$17.36M	$38.48M	$111.88M
Supply	$3.87M	$8.35M	$25.81M
Unmet Demand (Demand-Supply)	$13.49M	$30.13M	$86.06M

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook

Lucky Supermarkets

22555 Mission Blvd, Hayward, CA 94541 # 715

Benchmark: State

	5 Min Drive	7 Min Drive	10 Min Drive
Bars/Drinking Places (Alcoholic Beverages)			
Demand	$4.08M	$7.96M	$30.69M
Supply	$1.07M	$2.49M	$6.34M
Unmet Demand (Demand-Supply)	$3.01M	$5.47M	$24.35M
Other Miscellaneous Store Retailers			
Demand	$21.57M	$47.82M	$138.64M
Supply	$8.82M	$22.27M	$71.44M
Unmet Demand (Demand-Supply)	$12.75M	$25.55M	$67.21M

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook

Visitor Demographics

Lucky Supermarkets

22555 Mission Blvd, Hayward, CA 94541 # 715

Benchmark: State

	5 Min Drive	7 Min Drive	10 Min Drive
Direct Selling Establishments			
Demand	$5.41M	$11.98M	$34.78M
Supply	$851,851	$3.9M	$12.92M
Unmet Demand (Demand-Supply)	$4.55M	$8.07M	$21.86M

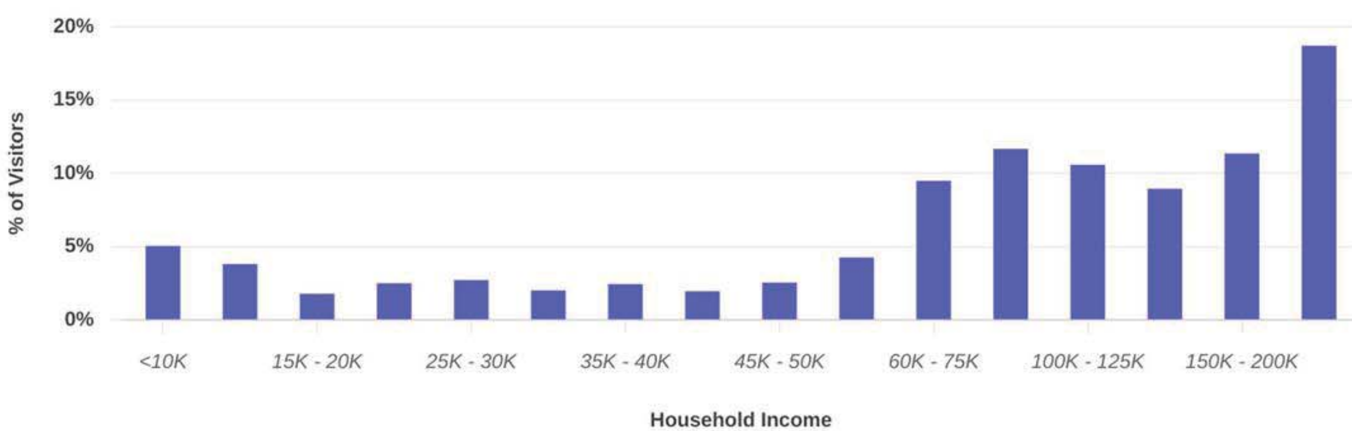
Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook

Attachment III

Visitor Demographics

Household Income

Lucky Supermarkets
22555 Mission Blvd, Hayward, C... # 715



Average Income	124K
Median Income	99K

*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2023

May 1st, 2024 - Apr 30th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)

Placer.ai

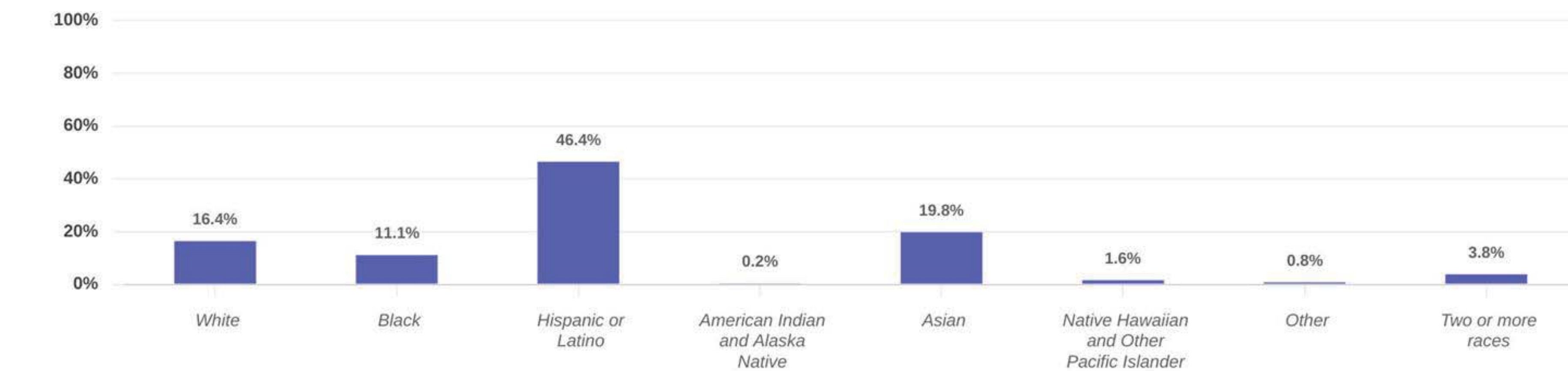
Placer.ai

Attachment III

Visitor Demographics

Ethnicity

Lucky Supermarkets
22555 Mission Blvd, Hayward, C... # 715



*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2023

May 1st, 2024 - Apr 30th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)

Placer.ai

Attachment III

Complete Profile

2010-2020 Census, 2024 Estimates with 2029 Projections

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 37.6725/-122.0847

22555 Mission Blvd Hayward, CA 94541	0.25 mi radius		0.5 mi radius		1 mi radius		1.25 mi radius	
Population								
Estimated Population (2024)	1,110		8,325		33,276		50,240	
Projected Population (2029)	1,293		8,925		33,505		50,058	
Census Population (2020)	1,319		8,203		34,264		51,809	
Census Population (2010)	1,174		7,536		29,364		45,341	
Projected Annual Growth (2024-2029)	183	*3.3%*	600	*1.4%*	229	*0.1%*	-182	-
Historical Annual Growth (2020-2024)	-209	*-4.0%*	122	*0.4%*	-988	*-0.7%*	-1,569	*-0.8%*
Historical Annual Growth (2010-2020)	146	*1.2%*	667	*0.9%*	4,899	*1.7%*	6,468	*1.4%*
Estimated Population Density (2024)	5,550	*psm*	10,538	*psm*	10,597	*psm*	10,232	*psm*
Trade Area Size	-	*sq mi*	-	*sq mi*	3.1	*sq mi*	4.9	*sq mi*
Households								
Estimated Households (2024)	527		3,504		12,224		18,469	
Projected Households (2029)	605		3,760		12,288		18,331	
Census Households (2020)	513		3,051		11,731		17,950	
Census Households (2010)	473		2,866		10,421		16,232	
Projected Annual Growth (2024-2029)	78	*3.0%*	256	*1.5%*	64	*0.1%*	-138	*-0.1%*
Historical Annual Change (2010-2024)	54	*0.8%*	638	*1.6%*	1,803	*1.2%*	2,236	*1.0%*
Average Household Income								
Estimated Average Household Income (2024)	$141,988		$128,167		$129,672		$130,438	
Projected Average Household Income (2029)	$149,157		$133,811		$135,062		$136,045	
Census Average Household Income (2010)	$54,467		$60,663		$60,804		$61,668	
Census Average Household Income (2000)	$51,247		$50,483		$52,491		$53,285	
Projected Annual Change (2024-2029)	$7,169	*1.0%*	$5,643	*0.9%*	$5,390	*0.8%*	$5,608	*0.9%*
Historical Annual Change (2000-2024)	$90,740	*7.4%*	$77,684	*6.4%*	$77,182	*6.1%*	$77,152	*6.0%*
Median Household Income								
Estimated Median Household Income (2024)	$115,255		$98,028		$99,552		$98,456	
Projected Median Household Income (2029)	$121,118		$101,603		$102,619		$101,518	
Census Median Household Income (2010)	$44,951		$46,230		$47,511		$49,949	
Census Median Household Income (2000)	$41,773		$40,652		$43,954		$45,521	
Projected Annual Change (2024-2029)	$5,863	*1.0%*	$3,574	*0.7%*	$3,068	*0.6%*	$3,063	*0.6%*
Historical Annual Change (2000-2024)	$73,482	*7.3%*	$57,376	*5.9%*	$55,597	*5.3%*	$52,934	*4.8%*
Per Capita Income								
Estimated Per Capita Income (2024)	$67,760		$54,229		$47,838		$48,131	
Projected Per Capita Income (2029)	$70,148		$56,636		$49,735		$50,000	
Census Per Capita Income (2010)	$21,967		$23,077		$21,581		$22,078	
Census Per Capita Income (2000)	$21,659		$18,890		$18,668		$19,269	
Projected Annual Change (2024-2029)	$2,388	*0.7%*	$2,407	*0.9%*	$1,897	*0.8%*	$1,868	*0.8%*
Historical Annual Change (2000-2024)	$46,101	*8.9%*	$35,339	*7.8%*	$29,170	*6.5%*	$28,862	*6.2%*
Estimated Average Household Net Worth (2024)	$1.37 M		$1.08 M		$1.1 M		$1.11 M	

Complete Profile

2010-2020 Census, 2024 Estimates with 2029 Projections

Calculated using Weighted Block Centroid from Block Groups

Attachment III

METROVATION RETAIL RESOURCES

Lat/Lon: 37.6725/-122.0847

22555 Mission Blvd Hayward, CA 94541	0.25 mi radius		0.5 mi radius		1 mi radius		1.25 mi radius	
Race and Ethnicity								
Total Population (2024)	1,110		8,325		33,276		50,240	
White (2024)	278	*25.1%*	1,950	*23.4%*	7,673	*23.1%*	12,131	*24.1%*
Black or African American (2024)	175	*15.8%*	1,295	*15.6%*	4,347	*13.1%*	6,347	*12.6%*
American Indian or Alaska Native (2024)	13	*1.1%*	102	*1.2%*	494	*1.5%*	731	*1.5%*
Asian (2024)	308	*27.8%*	2,080	*25.0%*	8,062	*24.2%*	11,930	*23.7%*
Hawaiian or Pacific Islander (2024)	9	*0.9%*	122	*1.5%*	524	*1.6%*	808	*1.6%*
Other Race (2024)	188	*16.9%*	1,687	*20.3%*	7,661	*23.0%*	11,419	*22.7%*
Two or More Races (2024)	138	*12.4%*	1,090	*13.1%*	4,514	*13.6%*	6,874	*13.7%*
Population < 18 (2024)	197	*17.7%*	1,600	*19.2%*	6,696	*20.1%*	10,078	*20.1%*
White Not Hispanic	20	*10.3%*	156	*9.7%*	637	*9.5%*	1,024	*10.2%*
Black or African American	33	*16.6%*	228	*14.2%*	810	*12.1%*	1,170	*11.6%*
Asian	41	*20.8%*	296	*18.5%*	1,222	*18.3%*	1,768	*17.5%*
Other Race Not Hispanic	17	*8.8%*	128	*8.0%*	504	*7.5%*	774	*7.7%*
Hispanic	86	*43.5%*	793	*49.5%*	3,523	*52.6%*	5,342	*53.0%*
Not Hispanic or Latino Population (2024)	766	*69.0%*	5,313	*63.8%*	19,747	*59.3%*	29,906	*59.5%*
Not Hispanic White	231	*30.1%*	1,579	*29.7%*	6,087	*30.8%*	9,707	*32.5%*
Not Hispanic Black or African American	171	*22.3%*	1,246	*23.5%*	4,122	*20.9%*	5,988	*20.0%*
Not Hispanic American Indian or Alaska Native	2	*0.2%*	12	*0.2%*	49	*0.2%*	72	*0.2%*
Not Hispanic Asian	303	*39.6%*	2,032	*38.3%*	7,822	*39.6%*	11,594	*38.8%*
Not Hispanic Hawaiian or Pacific Islander	9	*1.2%*	108	*2.0%*	433	*2.2%*	661	*2.2%*
Not Hispanic Other Race	1	*0.2%*	4	-	55	*0.3%*	77	*0.3%*
Not Hispanic Two or More Races	49	*6.4%*	332	*6.3%*	1,180	*6.0%*	1,808	*6.0%*
Hispanic or Latino Population (2024)	344	*31.0%*	3,012	*36.2%*	13,529	*40.7%*	20,334	*40.5%*
Hispanic White	48	*13.9%*	371	*12.3%*	1,586	*11.7%*	2,424	*11.9%*
Hispanic Black or African American	4	*1.2%*	49	*1.6%*	225	*1.7%*	360	*1.8%*
Hispanic American Indian or Alaska Native	11	*3.2%*	90	*3.0%*	445	*3.3%*	659	*3.2%*
Hispanic Asian	5	*1.6%*	47	*1.6%*	241	*1.8%*	335	*1.6%*
Hispanic Hawaiian or Pacific Islander	-	-	14	*0.5%*	92	*0.7%*	147	*0.7%*
Hispanic Other Race	186	*54.2%*	1,683	*55.9%*	7,606	*56.2%*	11,342	*55.8%*
Hispanic Two or More Races	89	*26.0%*	758	*25.2%*	3,335	*24.6%*	5,067	*24.9%*
Not Hispanic or Latino Population (2020)	844	*64.0%*	4,893	*59.6%*	18,230	*53.2%*	28,026	*54.1%*
Hispanic or Latino Population (2020)	475	*36.0%*	3,310	*40.4%*	16,034	*46.8%*	23,783	*45.9%*
Not Hispanic or Latino Population (2010)	769	*65.5%*	4,505	*59.8%*	16,269	*55.4%*	25,491	*56.2%*
Hispanic or Latino Population (2010)	405	*34.5%*	3,031	*40.2%*	13,095	*44.6%*	19,851	*43.8%*
Not Hispanic or Latino Population (2029)	898	*69.5%*	5,827	*65.3%*	20,554	*61.3%*	30,758	*61.4%*
Hispanic or Latino Population (2029)	394	*30.5%*	3,098	*34.7%*	12,951	*38.7%*	19,300	*38.6%*
Projected Annual Growth (2024-2029)	50	*2.9%*	86	*0.6%*	-578	*-0.9%*	-1,034	*-1.0%*
Historical Annual Growth (2010-2020)	70	*1.7%*	280	*0.9%*	2,939	*2.2%*	3,933	*2.0%*

Complete Profile

2010-2020 Census, 2024 Estimates with 2029 Projections

Calculated using Weighted Block Centroid from Block Groups

Attachment III

METROVATION RETAIL RESOURCES

Lat/Lon: 37.6725/-122.0847

22555 Mission Blvd Hayward, CA 94541	0.25 mi radius		0.5 mi radius		1 mi radius		1.25 mi radius	
Total Age Distribution (2024)								
Total Population	1,110		8,325		33,276		50,240	
Age Under 5 Years	52	*4.7%*	447	*5.4%*	1,874	*5.6%*	2,753	*5.5%*
Age 5 to 9 Years	48	*4.3%*	421	*5.1%*	1,779	*5.3%*	2,691	*5.4%*
Age 10 to 14 Years	65	*5.9%*	459	*5.5%*	1,929	*5.8%*	2,946	*5.9%*
Age 15 to 19 Years	55	*5.0%*	483	*5.8%*	1,953	*5.9%*	2,908	*5.8%*
Age 20 to 24 Years	66	*5.9%*	519	*6.2%*	2,058	*6.2%*	3,005	*6.0%*
Age 25 to 29 Years	90	*8.1%*	715	*8.6%*	2,717	*8.2%*	4,018	*8.0%*
Age 30 to 34 Years	103	*9.3%*	802	*9.6%*	3,267	*9.8%*	4,849	*9.7%*
Age 35 to 39 Years	94	*8.5%*	704	*8.5%*	2,877	*8.6%*	4,321	*8.6%*
Age 40 to 44 Years	82	*7.3%*	634	*7.6%*	2,546	*7.7%*	3,774	*7.5%*
Age 45 to 49 Years	74	*6.6%*	528	*6.3%*	2,111	*6.3%*	3,220	*6.4%*
Age 50 to 54 Years	69	*6.2%*	513	*6.2%*	2,064	*6.2%*	3,194	*6.4%*
Age 55 to 59 Years	67	*6.0%*	471	*5.7%*	1,920	*5.8%*	2,955	*5.9%*
Age 60 to 64 Years	69	*6.2%*	479	*5.8%*	1,876	*5.6%*	2,868	*5.7%*
Age 65 to 69 Years	65	*5.8%*	394	*4.7%*	1,539	*4.6%*	2,378	*4.7%*
Age 70 to 74 Years	37	*3.3%*	269	*3.2%*	1,004	*3.0%*	1,580	*3.1%*
Age 75 to 79 Years	23	*2.1%*	166	*2.0%*	643	*1.9%*	1,073	*2.1%*
Age 80 to 84 Years	21	*1.9%*	136	*1.6%*	474	*1.4%*	732	*1.5%*
Age 85 Years or Over	30	*2.7%*	184	*2.2%*	646	*1.9%*	973	*1.9%*
Median Age	37.8		36.3		36.0		36.5	
Age 19 Years or Less	220	*19.9%*	1,810	*21.7%*	7,535	*22.6%*	11,299	*22.5%*
Age 20 to 64 Years	714	*64.3%*	5,366	*64.5%*	21,435	*64.4%*	32,205	*64.1%*
Age 65 Years or Over	176	*15.8%*	1,149	*13.8%*	4,306	*12.9%*	6,736	*13.4%*
Female Age Distribution (2024)								
Female Population	537	*48.4%*	4,101	*49.3%*	16,508	*49.6%*	25,027	*49.8%*
Age Under 5 Years	26	*4.8%*	212	*5.2%*	910	*5.5%*	1,326	*5.3%*
Age 5 to 9 Years	25	*4.6%*	219	*5.3%*	921	*5.6%*	1,378	*5.5%*
Age 10 to 14 Years	33	*6.2%*	226	*5.5%*	973	*5.9%*	1,484	*5.9%*
Age 15 to 19 Years	23	*4.2%*	228	*5.6%*	922	*5.6%*	1,388	*5.5%*
Age 20 to 24 Years	36	*6.7%*	262	*6.4%*	1,012	*6.1%*	1,462	*5.8%*
Age 25 to 29 Years	47	*8.8%*	363	*8.9%*	1,360	*8.2%*	2,021	*8.1%*
Age 30 to 34 Years	46	*8.6%*	379	*9.2%*	1,595	*9.7%*	2,369	*9.5%*
Age 35 to 39 Years	45	*8.3%*	329	*8.0%*	1,368	*8.3%*	2,055	*8.2%*
Age 40 to 44 Years	38	*7.2%*	313	*7.6%*	1,227	*7.4%*	1,818	*7.3%*
Age 45 to 49 Years	35	*6.6%*	257	*6.3%*	1,048	*6.4%*	1,606	*6.4%*
Age 50 to 54 Years	34	*6.4%*	248	*6.0%*	1,024	*6.2%*	1,589	*6.3%*
Age 55 to 59 Years	34	*6.3%*	237	*5.8%*	949	*5.8%*	1,473	*5.9%*
Age 60 to 64 Years	33	*6.1%*	234	*5.7%*	965	*5.8%*	1,476	*5.9%*
Age 65 to 69 Years	28	*5.2%*	192	*4.7%*	750	*4.5%*	1,194	*4.8%*
Age 70 to 74 Years	17	*3.2%*	143	*3.5%*	529	*3.2%*	834	*3.3%*
Age 75 to 79 Years	14	*2.6%*	96	*2.3%*	356	*2.2%*	594	*2.4%*
Age 80 to 84 Years	9	*1.7%*	65	*1.6%*	242	*1.5%*	394	*1.6%*
Age 85 Years or Over	13	*2.4%*	99	*2.4%*	356	*2.2%*	566	*2.3%*
Female Median Age	37.4		36.5		36.3		37.0	
Age 19 Years or Less	106	*19.8%*	884	*21.6%*	3,726	*22.6%*	5,575	*22.3%*
Age 20 to 64 Years	350	*65.1%*	2,622	*63.9%*	10,548	*63.9%*	15,870	*63.4%*
Age 65 Years or Over	81	*15.1%*	594	*14.5%*	2,233	*13.5%*	3,582	*14.3%*

Complete Profile

2010-2020 Census, 2024 Estimates with 2029 Projections

Calculated using Weighted Block Centroid from Block Groups

Attachment III

METROVATION RETAIL RESOURCES

Lat/Lon: 37.6725/-122.0847

22555 Mission Blvd Hayward, CA 94541	0.25 mi radius		0.5 mi radius		1 mi radius		1.25 mi radius	
Male Age Distribution (2024)								
Male Population	573	*51.6%*	4,224	*50.7%*	16,768	*50.4%*	25,213	*50.2%*
Age Under 5 Years	27	*4.7%*	235	*5.6%*	963	*5.7%*	1,428	*5.7%*
Age 5 to 9 Years	23	*4.0%*	203	*4.8%*	858	*5.1%*	1,314	*5.2%*
Age 10 to 14 Years	32	*5.6%*	233	*5.5%*	956	*5.7%*	1,462	*5.8%*
Age 15 to 19 Years	33	*5.7%*	255	*6.0%*	1,031	*6.1%*	1,520	*6.0%*
Age 20 to 24 Years	29	*5.1%*	257	*6.1%*	1,046	*6.2%*	1,543	*6.1%*
Age 25 to 29 Years	43	*7.5%*	352	*8.3%*	1,357	*8.1%*	1,997	*7.9%*
Age 30 to 34 Years	57	*10.0%*	423	*10.0%*	1,672	*10.0%*	2,481	*9.8%*
Age 35 to 39 Years	50	*8.7%*	375	*8.9%*	1,509	*9.0%*	2,266	*9.0%*
Age 40 to 44 Years	43	*7.5%*	321	*7.6%*	1,318	*7.9%*	1,956	*7.8%*
Age 45 to 49 Years	38	*6.7%*	272	*6.4%*	1,062	*6.3%*	1,614	*6.4%*
Age 50 to 54 Years	35	*6.0%*	265	*6.3%*	1,040	*6.2%*	1,605	*6.4%*
Age 55 to 59 Years	33	*5.8%*	234	*5.5%*	971	*5.8%*	1,482	*5.9%*
Age 60 to 64 Years	36	*6.2%*	245	*5.8%*	912	*5.4%*	1,391	*5.5%*
Age 65 to 69 Years	37	*6.4%*	202	*4.8%*	789	*4.7%*	1,184	*4.7%*
Age 70 to 74 Years	20	*3.4%*	127	*3.0%*	475	*2.8%*	746	*3.0%*
Age 75 to 79 Years	9	*1.6%*	70	*1.7%*	287	*1.7%*	479	*1.9%*
Age 80 to 84 Years	12	*2.1%*	71	*1.7%*	232	*1.4%*	338	*1.3%*
Age 85 Years or Over	17	*3.0%*	85	*2.0%*	290	*1.7%*	407	*1.6%*
Male Median Age	38.2		36.1		35.9		36.2	
Age 19 Years or Less	114	*19.9%*	926	*21.9%*	3,809	*22.7%*	5,723	*22.7%*
Age 20 to 64 Years	364	*63.6%*	2,743	*64.9%*	10,887	*64.9%*	16,336	*64.8%*
Age 65 Years or Over	95	*16.5%*	555	*13.1%*	2,073	*12.4%*	3,154	*12.5%*
Males per 100 Females (2024)								
Overall Comparison	107		103		102		101	
Age Under 5 Years	104	*51.1%*	111	*52.6%*	106	*51.4%*	108	*51.9%*
Age 5 to 9 Years	91	*47.7%*	93	*48.1%*	93	*48.2%*	95	*48.8%*
Age 10 to 14 Years	96	*49.0%*	103	*50.7%*	98	*49.6%*	99	*49.6%*
Age 15 to 19 Years	144	*59.1%*	112	*52.8%*	112	*52.8%*	109	*52.3%*
Age 20 to 24 Years	82	*45.0%*	98	*49.5%*	103	*50.8%*	106	*51.3%*
Age 25 to 29 Years	91	*47.6%*	97	*49.2%*	100	*49.9%*	99	*49.7%*
Age 30 to 34 Years	124	*55.3%*	112	*52.8%*	105	*51.2%*	105	*51.2%*
Age 35 to 39 Years	111	*52.7%*	114	*53.3%*	110	*52.4%*	110	*52.4%*
Age 40 to 44 Years	112	*52.8%*	102	*50.6%*	107	*51.8%*	108	*51.8%*
Age 45 to 49 Years	108	*51.8%*	106	*51.4%*	101	*50.3%*	100	*50.1%*
Age 50 to 54 Years	100	*50.1%*	107	*51.7%*	102	*50.4%*	101	*50.3%*
Age 55 to 59 Years	98	*49.4%*	99	*49.6%*	102	*50.6%*	101	*50.2%*
Age 60 to 64 Years	108	*51.9%*	105	*51.2%*	95	*48.6%*	94	*48.5%*
Age 65 to 69 Years	133	*57.0%*	105	*51.3%*	105	*51.3%*	99	*49.8%*
Age 70 to 74 Years	113	*53.0%*	89	*47.0%*	90	*47.3%*	89	*47.2%*
Age 75 to 79 Years	66	*39.9%*	73	*42.4%*	81	*44.6%*	81	*44.6%*
Age 80 to 84 Years	129	*56.4%*	110	*52.4%*	96	*49.0%*	86	*46.2%*
Age 85 Years or Over	131	*56.8%*	86	*46.1%*	81	*44.9%*	72	*41.8%*
Age 19 Years or Less	107	*51.7%*	105	*51.1%*	102	*50.5%*	103	*50.7%*
Age 20 to 39 Years	103	*50.7%*	106	*51.3%*	105	*51.1%*	105	*51.2%*
Age 40 to 64 Years	105	*51.3%*	104	*50.9%*	102	*50.4%*	101	*50.3%*
Age 65 Years or Over	116	*53.8%*	93	*48.3%*	93	*48.1%*	88	*46.8%*

Complete Profile

2010-2020 Census, 2024 Estimates with 2029 Projections

Calculated using Weighted Block Centroid from Block Groups

Attachment III

METROVATION RETAIL RESOURCES

Lat/Lon: 37.6725/-122.0847

22555 Mission Blvd Hayward, CA 94541	0.25 mi radius		0.5 mi radius		1 mi radius		1.25 mi radius	
Household Type (2024)								
Total Households	527		3,504		12,224		18,469	
Households with Children	119	*22.6%*	960	*27.4%*	4,139	*33.9%*	6,229	*33.7%*
Average Household Size	2.0		2.3		2.7		2.7	
Household Density per Square Mile	2,635		4,436		3,893		3,761	
Population Family	588	*52.9%*	5,615	*67.4%*	26,956	*81.0%*	40,968	*81.5%*
Population Non-Family	475	*42.8%*	2,470	*29.7%*	5,657	*17.0%*	8,361	*16.6%*
Population Group Quarters	48	*4.3%*	240	*2.9%*	663	*2.0%*	911	*1.8%*
Family Households	191	*36.2%*	1,781	*50.8%*	8,226	*67.3%*	12,482	*67.6%*
Married Couple Households	141	*74.1%*	1,177	*66.1%*	5,335	*64.9%*	8,114	*65.0%*
Other Family Households with Children	49	*25.9%*	604	*33.9%*	2,891	*35.1%*	4,367	*35.0%*
Family Households with Children	119	*62.3%*	957	*53.7%*	4,125	*50.1%*	6,205	*49.7%*
Married Couple with Children	77	*64.8%*	595	*62.2%*	2,712	*65.7%*	4,111	*66.2%*
Other Family Households with Children	42	*35.2%*	362	*37.8%*	1,413	*34.3%*	2,095	*33.8%*
Family Households No Children	72	*37.7%*	825	*46.3%*	4,101	*49.9%*	6,276	*50.3%*
Married Couple No Children	64	*89.4%*	582	*70.6%*	2,623	*64.0%*	4,004	*63.8%*
Other Family Households No Children	8	*10.6%*	242	*29.4%*	1,478	*36.0%*	2,273	*36.2%*
Non-Family Households	336	*63.8%*	1,723	*49.2%*	3,999	*32.7%*	5,987	*32.4%*
Non-Family Households with Children	-	-	4	*0.2%*	14	*0.4%*	24	*0.4%*
Non-Family Households No Children	336	*99.9%*	1,719	*99.8%*	3,984	*99.6%*	5,963	*99.6%*
Average Family Household Size	3.1		3.2		3.3		3.3	
Average Family Income	$260,999		$179,335		$149,906		$149,578	
Median Family Income	$230,257		$144,495		$121,198		$116,726	
Average Non-Family Household Size	1.4		1.4		1.4		1.4	
Marital Status (2024)								
Population Age 15 Years or Over	945		6,998		27,694		41,849	
Never Married	404	*42.7%*	2,924	*41.8%*	11,707	*42.3%*	17,109	*40.9%*
Currently Married	370	*39.1%*	2,678	*38.3%*	9,987	*36.1%*	15,373	*36.7%*
Previously Married	171	*18.1%*	1,396	*20.0%*	6,000	*21.7%*	9,366	*22.4%*
Separated	36	*21.0%*	368	*26.3%*	1,882	*31.4%*	2,704	*28.9%*
Widowed	55	*32.1%*	431	*30.9%*	1,494	*24.9%*	2,175	*23.2%*
Divorced	80	*46.9%*	597	*42.8%*	2,624	*43.7%*	4,487	*47.9%*
Educational Attainment (2024)								
Adult Population Age 25 Years or Over	824		5,996		23,683		35,936	
Elementary (Grade Level 0 to 8)	40	*4.8%*	521	*8.7%*	2,354	*9.9%*	3,291	*9.2%*
Some High School (Grade Level 9 to 11)	51	*6.2%*	468	*7.8%*	1,989	*8.4%*	2,960	*8.2%*
High School Graduate	166	*20.1%*	1,282	*21.4%*	5,342	*22.6%*	8,250	*23.0%*
Some College	204	*24.8%*	1,222	*20.4%*	4,290	*18.1%*	6,787	*18.9%*
Associate Degree Only	63	*7.6%*	463	*7.7%*	1,641	*6.9%*	2,467	*6.9%*
Bachelor Degree Only	185	*22.5%*	1,287	*21.5%*	5,301	*22.4%*	7,745	*21.6%*
Graduate Degree	115	*13.9%*	752	*12.5%*	2,767	*11.7%*	4,436	*12.3%*
Any College (Some College or Higher)	567	*68.8%*	3,724	*62.1%*	13,998	*59.1%*	21,434	*59.6%*
College Degree + (Bachelor Degree or Higher)	300	*36.4%*	2,039	*34.0%*	8,068	*34.1%*	12,181	*33.9%*

Complete Profile

2010-2020 Census, 2024 Estimates with 2029 Projections

Calculated using Weighted Block Centroid from Block Groups

Attachment III

METROVATION RETAIL RESOURCES

Lat/Lon: 37.6725/-122.0847

22555 Mission Blvd Hayward, CA 94541	0.25 mi radius		0.5 mi radius		1 mi radius		1.25 mi radius	
Housing								
Total Housing Units (2024)	568		3,842		13,343		20,137	
Total Housing Units (2020)	530		3,281		12,472		19,004	
Historical Annual Growth (2020-2024)	38	*1.8%*	561	*4.3%*	871	*1.7%*	1,132	*1.5%*
Housing Units Occupied (2024)	527	*92.7%*	3,504	*91.2%*	12,224	*91.6%*	18,469	*91.7%*
Housing Units Owner-Occupied	172	*32.7%*	1,032	*29.5%*	4,504	*36.8%*	7,357	*39.8%*
Housing Units Renter-Occupied	355	*67.3%*	2,472	*70.5%*	7,720	*63.2%*	11,112	*60.2%*
Housing Units Vacant (2024)	41	*7.3%*	338	*8.8%*	1,119	*8.4%*	1,668	*8.3%*
Household Size (2024)								
Total Households	527		3,504		12,224		18,469	
1 Person Households	253	*48.1%*	1,261	*36.0%*	2,931	*24.0%*	4,448	*24.1%*
2 Person Households	159	*30.1%*	1,178	*33.6%*	4,346	*35.6%*	6,459	*35.0%*
3 Person Households	44	*8.3%*	433	*12.4%*	1,921	*15.7%*	2,982	*16.1%*
4 Person Households	32	*6.0%*	306	*8.7%*	1,438	*11.8%*	2,184	*11.8%*
5 Person Households	21	*4.0%*	170	*4.9%*	831	*6.8%*	1,260	*6.8%*
6 Person Households	10	*2.0%*	90	*2.6%*	422	*3.4%*	640	*3.5%*
7 or More Person Households	8	*1.5%*	66	*1.9%*	335	*2.7%*	495	*2.7%*
Household Income Distribution (2024)								
HH Income $200,000 or More	143	*27.1%*	670	*19.1%*	2,297	*18.8%*	3,327	*18.0%*
HH Income $150,000 to $199,999	58	*11.0%*	419	*12.0%*	1,315	*10.8%*	1,963	*10.6%*
HH Income $125,000 to $149,999	37	*6.9%*	262	*7.5%*	903	*7.4%*	1,561	*8.4%*
HH Income $100,000 to $124,999	35	*6.6%*	274	*7.8%*	1,352	*11.1%*	2,036	*11.0%*
HH Income $75,000 to $99,999	59	*11.1%*	412	*11.8%*	1,546	*12.6%*	2,360	*12.8%*
HH Income $50,000 to $74,999	52	*9.8%*	451	*12.9%*	1,653	*13.5%*	2,544	*13.8%*
HH Income $35,000 to $49,999	14	*2.6%*	167	*4.8%*	835	*6.8%*	1,329	*7.2%*
HH Income $25,000 to $34,999	26	*4.9%*	178	*5.1%*	608	*5.0%*	912	*4.9%*
HH Income $15,000 to $24,999	52	*9.9%*	215	*6.1%*	569	*4.7%*	765	*4.1%*
HH Income $10,000 to $14,999	23	*4.4%*	124	*3.5%*	327	*2.7%*	480	*2.6%*
HH Income Under $10,000	29	*5.5%*	334	*9.5%*	820	*6.7%*	1,190	*6.4%*
Household Vehicles (2024)								
Households 0 Vehicles Available	113	*21.4%*	587	*16.8%*	1,337	*10.9%*	1,893	*10.3%*
Households 1 Vehicle Available	135	*25.6%*	1,212	*34.6%*	4,214	*34.5%*	6,401	*34.7%*
Households 2 Vehicles Available	196	*37.2%*	1,194	*34.1%*	4,782	*39.1%*	7,213	*39.1%*
Households 3 or More Vehicles Available	83	*15.7%*	512	*14.6%*	1,892	*15.5%*	2,962	*16.0%*
Total Vehicles Available	824		5,392		20,372		31,301	
Average Vehicles per Household	1.6		1.5		1.7		1.7	
Owner-Occupied Household Vehicles	380	*46.2%*	2,156	*40.0%*	8,786	*43.1%*	14,392	*46.0%*
Average Vehicles per Owner-Occupied Household	2.2		2.1		2.0		2.0	
Renter-Occupied Household Vehicles	443	*53.8%*	3,236	*60.0%*	11,587	*56.9%*	16,909	*54.0%*
Average Vehicles per Renter-Occupied Household	1.2		1.3		1.5		1.5	
Travel Time (2024)								
Worker Base Age 16 years or Over	554		4,397		17,640		26,659	
Travel to Work in 14 Minutes or Less	77	*13.9%*	620	*14.1%*	2,059	*11.7%*	3,273	*12.3%*
Travel to Work in 15 to 29 Minutes	78	*14.1%*	853	*19.4%*	4,655	*26.4%*	6,966	*26.1%*
Travel to Work in 30 to 59 Minutes	170	*30.6%*	1,405	*32.0%*	5,611	*31.8%*	8,529	*32.0%*
Travel to Work in 60 Minutes or More	94	*16.9%*	562	*12.8%*	1,869	*10.6%*	2,808	*10.5%*
Work at Home	136	*24.5%*	957	*21.8%*	3,447	*19.5%*	5,083	*19.1%*
Average Minutes Travel to Work	32.6		31.1		29.7		29.4	

Complete Profile

2010-2020 Census, 2024 Estimates with 2029 Projections

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Attachment III

METROVATION RETAIL RESOURCES

Lat/Lon: 37.6725/-122.0847

22555 Mission Blvd Hayward, CA 94541	0.25 mi radius		0.5 mi radius		1 mi radius		1.25 mi radius	
Transportation To Work (2024)								
Worker Base Age 16 years or Over	554		4,397		17,640		26,659	
Drive to Work Alone	324	*58.4%*	2,616	*59.5%*	11,007	*62.4%*	16,803	*63.0%*
Drive to Work in Carpool	57	*10.3%*	471	*10.7%*	1,585	*9.0%*	2,420	*9.1%*
Travel to Work by Public Transportation	23	*4.2%*	217	*4.9%*	937	*5.3%*	1,404	*5.3%*
Drive to Work on Motorcycle	2	*0.3%*	5	*0.1%*	34	*0.2%*	45	*0.2%*
Bicycle to Work	2	*0.5%*	42	*0.9%*	119	*0.7%*	168	*0.6%*
Walk to Work	8	*1.4%*	68	*1.5%*	253	*1.4%*	370	*1.4%*
Other Means	2	*0.4%*	21	*0.5%*	258	*1.5%*	366	*1.4%*
Work at Home	136	*24.5%*	957	*21.8%*	3,447	*19.5%*	5,083	*19.1%*
Daytime Demographics (2024)								
Total Businesses	294		762		1,397		1,954	
Total Employees	1,901		4,918		8,852		13,800	
Company Headquarter Businesses	10	*3.3%*	25	*3.2%*	36	*2.6%*	48	*2.4%*
Company Headquarter Employees	479	*25.2%*	784	*15.9%*	1,016	*11.5%*	1,193	*8.6%*
Employee Population per Business	6.5	to 1	6.5	to 1	6.3	to 1	7.1	to 1
Residential Population per Business	3.8	to 1	10.9	to 1	23.8	to 1	25.7	to 1
Adj. Daytime Demographics Age 16 Years or Over	2,278		7,425		18,526		28,408	
Labor Force								
Labor Population Age 16 Years or Over (2024)	932		6,908		27,326		41,296	
Labor Force Total Males (2024)	484	*51.9%*	3,510	*50.8%*	13,803	*50.5%*	20,724	*50.2%*
Male Civilian Employed	290	*59.9%*	2,360	*67.2%*	9,592	*69.5%*	14,380	*69.4%*
Male Civilian Unemployed	29	*5.9%*	158	*4.5%*	411	*3.0%*	614	*3.0%*
Males in Armed Forces	-	-	-	-	3	-	14	-
Males Not in Labor Force	165	*34.2%*	992	*28.3%*	3,798	*27.5%*	5,715	*27.6%*
Labor Force Total Females (2024)	448	*48.1%*	3,398	*49.2%*	13,523	*49.5%*	20,572	*49.8%*
Female Civilian Employed	265	*59.1%*	2,041	*60.1%*	8,057	*59.6%*	12,293	*59.8%*
Female Civilian Unemployed	28	*6.2%*	160	*4.7%*	371	*2.7%*	487	*2.4%*
Females in Armed Forces	-	-	-	-	-	-	-	-
Females Not in Labor Force	156	*34.7%*	1,197	*35.2%*	5,095	*37.7%*	7,792	*37.9%*
Unemployment Rate	56	*6.0%*	318	*4.6%*	781	*2.9%*	1,102	*2.7%*
Occupation (2024)								
Occupation Population Age 16 Years or Over	554		4,397		17,640		26,659	
Occupation Total Males	289	*52.2%*	2,355	*53.6%*	9,583	*54.3%*	14,366	*53.9%*
Occupation Total Females	265	*47.8%*	2,041	*46.4%*	8,057	*45.7%*	12,293	*46.1%*
Management, Business, Financial Operations	132	-	865	19.7%	3,530	20.0%	5,448	20.4%
Professional, Related	137	24.7%	1,108	25.2%	4,539	25.7%	6,524	24.5%
Service	106	*19.2%*	743	*16.9%*	2,734	*15.5%*	4,326	*16.2%*
Sales, Office	92	*16.7%*	765	*17.4%*	3,127	*17.7%*	4,715	*17.7%*
Farming, Fishing, Forestry	-	-	8	*0.2%*	61	*0.3%*	120	*0.4%*
Construction, Extraction, Maintenance	46	*8.3%*	456	*10.4%*	1,758	*10.0%*	2,531	*9.5%*
Production, Transport, Material Moving	40	*7.2%*	452	*10.3%*	1,891	*10.7%*	2,997	*11.2%*
White Collar Workers	361	*65.2%*	2,738	*62.3%*	11,195	*63.5%*	16,686	*62.6%*
Blue Collar Workers	193	*34.8%*	1,659	*37.7%*	6,444	*36.5%*	9,974	*37.4%*

Complete Profile

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Lat/Lon: 37.6725/-122.0847

22555 Mission Blvd Hayward, CA 94541	0.25 mi radius		0.5 mi radius		1 mi radius		1.25 mi radius	
Units In Structure (2024)								
Total Units	527		3,504		12,224		18,469	
1 Detached Unit	147	*27.9%*	901	*25.7%*	4,501	*36.8%*	7,006	*37.9%*
1 Attached Unit	110	*20.9%*	793	*22.6%*	2,398	*19.6%*	3,429	*18.6%*
2 Units	34	*6.4%*	171	*4.9%*	431	*3.5%*	575	*3.1%*
3 to 4 Units	29	*5.5%*	203	*5.8%*	761	*6.2%*	1,019	*5.5%*
5 to 9 Units	36	*6.9%*	200	*5.7%*	820	*6.7%*	1,415	*7.7%*
10 to 19 Units	44	*8.4%*	268	*7.7%*	615	*5.0%*	925	*5.0%*
20 to 49 Units	36	*6.9%*	236	*6.7%*	691	*5.7%*	1,089	*5.9%*
50 or More Units	79	*14.9%*	681	*19.4%*	1,875	*15.3%*	2,809	*15.2%*
Mobile Home or Trailer	-	-	5	*0.1%*	79	*0.6%*	124	*0.7%*
Other Structure	10	*1.9%*	47	*1.3%*	53	*0.4%*	77	*0.4%*
Homes Built By Year (2024)								
Homes Built 2020 or later	5	*0.9%*	55	*1.4%*	147	*1.1%*	265	*1.3%*
Homes Built 2010 to 2019	76	*13.4%*	284	*7.4%*	1,183	*8.9%*	1,476	*7.3%*
Homes Built 2000 to 2009	69	*12.1%*	361	*9.4%*	855	*6.4%*	1,176	*5.8%*
Homes Built 1990 to 1999	81	*14.3%*	435	*11.3%*	1,043	*7.8%*	1,819	*9.0%*
Homes Built 1980 to 1989	35	*6.1%*	330	*8.6%*	1,202	*9.0%*	1,974	*9.8%*
Homes Built 1970 to 1979	49	*8.6%*	413	*10.8%*	1,544	*11.6%*	2,495	*12.4%*
Homes Built 1960 to 1969	43	*7.5%*	363	*9.5%*	1,241	*9.3%*	1,881	*9.3%*
Homes Built 1950 to 1959	42	*7.4%*	513	*13.3%*	2,131	*16.0%*	3,268	*16.2%*
Homes Built 1940 to 1949	56	*9.8%*	339	*8.8%*	1,430	*10.7%*	2,249	*11.2%*
Homes Built Before 1939	72	*12.7%*	411	*10.7%*	1,447	*10.8%*	1,865	*9.3%*
Median Age of Homes	47.2	*yrs*	51.0	*yrs*	53.5	*yrs*	53.4	*yrs*
Home Values (2024)								
Owner Specified Housing Units	172		1,032		4,504		7,357	
Home Values $1,000,000 or More	55	*31.9%*	279	*27.0%*	1,390	*30.9%*	2,210	*30.0%*
Home Values $750,000 to $999,999	48	*27.8%*	244	*23.7%*	1,222	*27.1%*	1,972	*26.8%*
Home Values $500,000 to $749,999	57	*32.8%*	341	*33.1%*	1,307	*29.0%*	2,263	*30.8%*
Home Values $400,000 to $499,999	-	-	59	*5.7%*	287	*6.4%*	447	*6.1%*
Home Values $300,000 to $399,999	-	-	8	*0.8%*	46	*1.0%*	67	*0.9%*
Home Values $250,000 to $299,999	1	*0.6%*	6	*0.6%*	11	*0.2%*	14	*0.2%*
Home Values $200,000 to $249,999	4	*2.4%*	39	*3.8%*	57	*1.3%*	72	*1.0%*
Home Values $175,000 to $199,999	-	-	1	*0.1%*	8	*0.2%*	12	*0.2%*
Home Values $150,000 to $174,999	-	-	3	*0.3%*	10	*0.2%*	20	*0.3%*
Home Values $125,000 to $149,999	-	-	2	*0.2%*	10	*0.2%*	22	*0.3%*
Home Values $100,000 to $124,999	-	-	3	*0.3%*	25	*0.6%*	43	*0.6%*
Home Values $90,000 to $99,999	-	-	-	-	2	-	3	-
Home Values $80,000 to $89,999	-	-	2	*0.1%*	16	*0.4%*	33	*0.5%*
Home Values $70,000 to $79,999	-	-	-	-	6	*0.1%*	30	*0.4%*
Home Values $60,000 to $69,999	4	*2.3%*	9	*0.8%*	13	*0.3%*	23	*0.3%*
Home Values $50,000 to $59,999	-	-	-	-	5	*0.1%*	8	*0.1%*
Home Values $35,000 to $49,999	-	-	-	-	-	-	1	-
Home Values $25,000 to $34,999	-	-	1	-	2	-	3	-
Home Values $10,000 to $24,999	-	-	-	-	3	-	5	-
Home Values Under $10,000	-	-	33	*3.2%*	83	*1.8%*	108	*1.5%*
Owner-Occupied Median Home Value	$843,418		$764,016		$821,361		$810,520	
Renter-Occupied Median Rent	$1,839		$1,938		$2,015		$2,019	

Complete Profile

2010-2020 Census, 2024 Estimates with 2029 Projections

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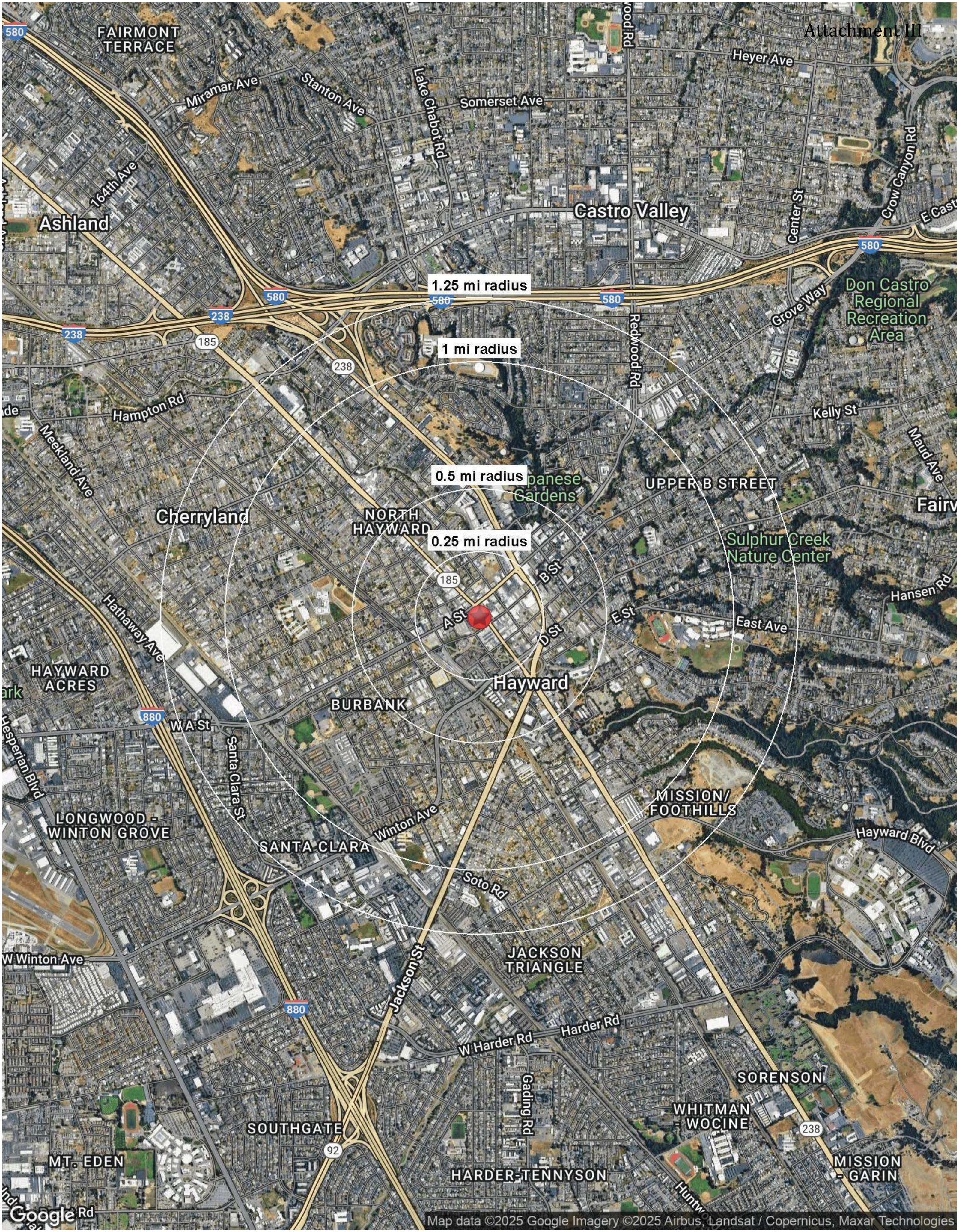
Attachment III

METROVATION RETAIL RESOURCES

Lat/Lon: 37.6725/-122.0847

22555 Mission Blvd Hayward, CA 94541	0.25 mi radius		0.5 mi radius		1 mi radius		1.25 mi radius	
Total Annual Consumer Expenditure (2024)								
Total Household Expenditure	$65.81 M		$404.18 M		$1.46 B		$2.19 B	
Total Non-Retail Expenditure	$37.24 M		$222.8 M		$788.7 M		$1.18 B	
Total Retail Expenditure	$28.57 M		$181.38 M		$667.21 M		$1.01 B	
Alcoholic Beverages	$392.03 K		$2.41 M		$8.72 M		$13.12 M	
Apparel	$1.15 M		$7.18 M		$26.19 M		$39.4 M	
Contributions	$2.17 M		$12.93 M		$46.06 M		$69.18 M	
Education	$1.51 M		$9.11 M		$32.66 M		$49.07 M	
Entertainment	$3.54 M		$22.2 M		$81.03 M		$121.91 M	
Food Away From Home	$2.75 M		$17.13 M		$62.37 M		$93.83 M	
Grocery	$3.49 M		$23.76 M		$90.09 M		$135.88 M	
Health Care	$3.31 M		$22.05 M		$78.37 M		$119.14 M	
Household Furnishings and Equipment	$1.68 M		$10.41 M		$37.79 M		$56.83 M	
Household Operations	$1.15 M		$7.25 M		$26.54 M		$39.9 M	
Miscellaneous Expenses	$1.07 M		$6.65 M		$24.16 M		$36.36 M	
Personal Care	$714.48 K		$4.75 M		$17.83 M		$26.88 M	
Shelter	$10.53 M		$68 M		$245.5 M		$366.61 M	
Tax and Retirement	$21.28 M		$118.08 M		$407.46 M		$606.92 M	
Tobacco and Related	$206.71 K		$1.63 M		$6.5 M		$9.82 M	
Transportation	$8.42 M		$53.81 M		$200.6 M		$303.89 M	
Utilities	$2.45 M		$16.83 M		$64.05 M		$96.63 M	
Monthly Household Consumer Expenditure (2024)								
Total Household Expenditure	$10,407		$9,612		$9,925		$9,860	
Total Non-Retail Expenditure	$5,888	*56.6%*	$5,298	*55.1%*	$5,377	*54.2%*	$5,306	*53.8%*
Total Retail Expenditures	$4,518	*43.4%*	$4,313	*44.9%*	$4,548	*45.8%*	$4,555	*46.2%*
Alcoholic Beverages	$62	*0.6%*	$57	*0.6%*	$59	*0.6%*	$59	*0.6%*
Apparel	$182	*1.7%*	$171	*1.8%*	$179	*1.8%*	$178	*1.8%*
Contributions	$343	*3.3%*	$308	*3.2%*	$314	*3.2%*	$312	*3.2%*
Education	$239	*2.3%*	$217	*2.3%*	$223	*2.2%*	$221	*2.2%*
Entertainment	$559	*5.4%*	$528	*5.5%*	$552	*5.6%*	$550	*5.6%*
Food Away From Home	$435	*4.2%*	$407	*4.2%*	$425	*4.3%*	$423	*4.3%*
Grocery	$552	*5.3%*	$565	*5.9%*	$614	*6.2%*	$613	*6.2%*
Health Care	$523	*5.0%*	$524	*5.5%*	$534	*5.4%*	$538	*5.5%*
Household Furnishings and Equipment	$266	*2.6%*	$248	*2.6%*	$258	*2.6%*	$256	*2.6%*
Household Operations	$182	*1.8%*	$173	*1.8%*	$181	*1.8%*	$180	*1.8%*
Miscellaneous Expenses	$169	*1.6%*	$158	*1.6%*	$165	*1.7%*	$164	*1.7%*
Personal Care	$113	*1.1%*	$113	*1.2%*	$122	*1.2%*	$121	*1.2%*
Shelter	$1,665	*16.0%*	$1,617	*16.8%*	$1,674	*16.9%*	$1,654	*16.8%*
Tax and Retirement	$3,365	*32.3%*	$2,808	*29.2%*	$2,778	*28.0%*	$2,738	*28.0%*
Tobacco and Related	$33	*0.3%*	$39	*0.4%*	$44	*0.4%*	$44	*0.4%*
Transportation	$1,331	*12.8%*	$1,280	*13.3%*	$1,368	*13.8%*	$1,371	*13.9%*
Utilities	$387	*3.7%*	$400	*4.2%*	$437	*4.4%*	$436	*4.4%*


1.25 mi radius
1 mi radius
0.5 mi radius
0.25 mi radius
FAIRMONT TERRACE
Ashland
Castro Valley
Cherryland
NORTH HAYWARD
Hayward
BURBANK
UPPER B STREET
Sulphur Creek Nature Center
Don Castro Regional Recreation Area
HAYWARD ACRES
LONGWOOD - WINTON GROVE
SANTA CLARA
MISSION/ FOOTHILLS
JACKSON TRIANGLE
SORENSON
WHITMAN - WOCINE
SOUTHGATE
MT. EDEN
HARDER-TENNYSON
MISSION - GARIN
Miramar Ave
Stanton Ave
Lake Chabot Rd
Somerset Ave
Heyer Ave
164th Ave
Center St
Crow Canyon Rd
Redwood Rd
Grove Way
Kelly St
Maud Ave
Hampton Rd
Meekland Ave
Hathaway Ave
A St
B St
D St
E St
East Ave
Hansen Rd
W A St
Santa Clara St
Hesperian Blvd
Winton Ave
Soto Rd
Hayward Blvd
W Winton Ave
Jackson St
W Harder Rd
Harder Rd
Gading Rd
580
238
185
880
92
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