

# Council Economic Development Committee



May 1, 2023





## How to Provide Public Comments

The Council Economic Development Committee is accepting public comments prior to the meeting via email or during the meeting via the Zoom link or Zoom dial-in information listed on the published agenda.

If you are making your comments during the meeting please note:

- Click the “Raise Hand” button to request to speak when the Staff Liaison calls for public comments on an eligible agenda item. You will be permitted to speak during your turn and muted after the allotted time (3 minutes).
- When joining by phone, click \*9 to raise a hand to speak. Press \*6 to unmute. We kindly request speakers to mute or turn down the meeting video when it is their opportunity to speak as it may cause interference with the speaker system.
- Use headphones/mic for better sound quality and less background noise
- Decorum: Please be mindful that virtual meetings are public and will be recorded. All meeting rules of procedure and decorum, including speaker time limits, will apply. The Staff Liaison, via the host, may remove individuals for persistent disruption or any conduct or statements that threaten the safety of any person(s) at the meeting.

Approval of Minutes from May 1, 2023  
Regular Meeting

# A Report from Brookfield Properties Retail Group on the Economic Health, Current Trends, and Security Initiatives at Southland Mall

# Southland Mall

**Todd Falduti, Sr. General Manager**

May 1, 2023



# Southland Mall - Overview

Todd Falduti: Sr. General Manager at Southland Mall since 2017. 23 years of industry experience with some of the largest developers in the United States including Westfield and Macerich

- 1.1M' Super Regional Center built in 1964, and last renovated in 2017.
- Currently owned by Brookfield Properties.
- The center is recovering from the Covid-19 impact and shifting shopping patterns. However, performance has not returned to pre-Covid levels.

# Southland Mall – Highlights

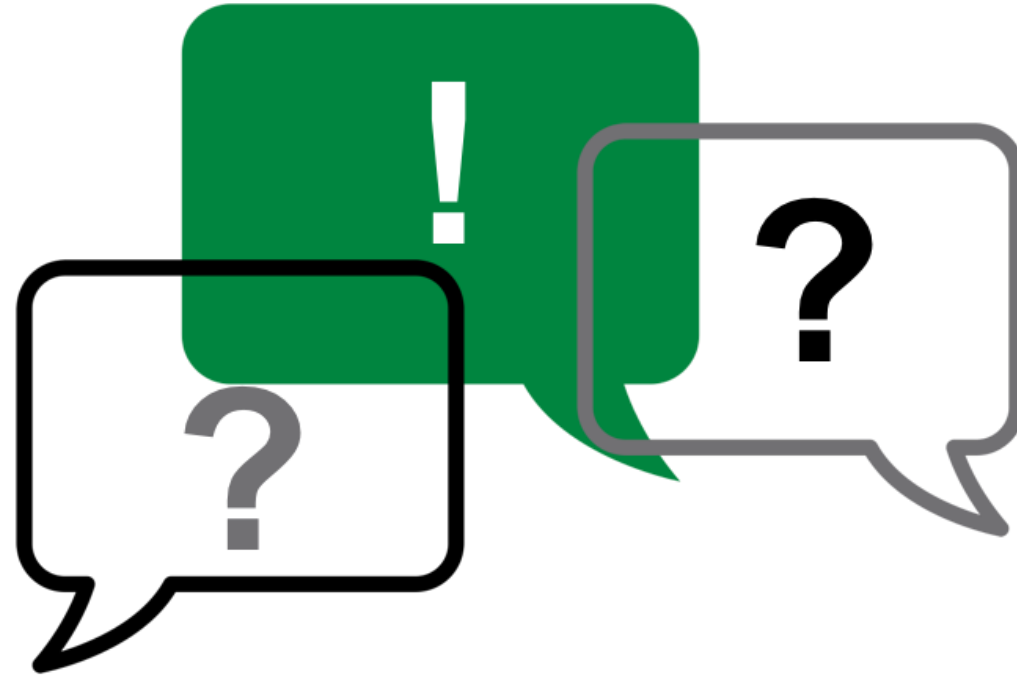
- Opportunities exist at Southland Mall, especially for small businesses.
- Occupancy is above the company average.
- Short-term: Adjust retail mix – Right Retailer/Right Location. Activate decommissioned space.
- Long-term: Resize large underproductive space into smaller units.
- Food Court: Backfill with attractive short-term deals.
- Where appropriate, turn retail facing outwards to change the curb appeal and ease of access at the property.
- Invest in infrastructure: Parking lots, EMS, Amenities.
- Interest rates are driving up the cost of capital and impacting larger deals.
- Brookfield has continued the Partner to Empower with applications opening again in July. 107 malls participating, 163 businesses have attended the Retail Workshop, and 47 stores are open or under construction.

# Southland Mall – Security

- Poor public perception of safety in the center.
- Increased officer pay.
- Vapor-wake detection dog.
- Continuing camera system upgrades and expansion.
- Mobile LPR's in 2023.
- Increased parking lot patrol tools.
- Partnership with Hayward PD, monthly crime review, regular sharing of intelligence.
- Partnership with State ORC Taskforce.
- Loss Prevention Team partnerships: JCP, Macy's, Victoria's Secret.
- Hayward PD resource center to be open by end of Q2.



# Questions



# Update from Hayward Police Department on Southland Mall Area Security and Partnerships with Mall Management



# Hayward Police Department:

Southland Mall Parking Lot Safety

Council Economic Development Committee Meeting  
May 1, 2023  
Heather Linteo, Lieutenant





# Topics to be Covered

- Southland Mall Geography
- Crime Statistics
- Current Partnership
- Future Planning

# Southland Mall

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# Reported Crimes at Southland

## Jan – Dec 2019, 2020, 2021, 2022

	2019	2020	2021	2022
Aggravated Assault	8	4	3	5
Burglary – Commercial	5	6	11	14
Larceny	76	52	53	80
Larceny – From Vehicle	34	4	14	30
Motor Vehicle Theft	15	8	12	34
Robbery	29	13	20	21
Simple Assault	10	3	6	15
Stolen Property	7	2	2	3
Vandalism	17	8	14	9
Weapons Offenses	5	3	4	6
Other	45	14	5	10
<b>Grand Total</b>	<b>251</b>	<b>117</b>	<b>144</b>	<b>228</b>



# Information Sharing

Southlandintel@hayward-  
ca.gov



## HPD LINEUP

HAYWARD POLICE DEPARTMENT  
FOR OFFICIAL USE ONLY

[LINEUP BOX](#) • [WARRANTS](#) • [290](#) • [APB NET](#) • [CRIME MAPS](#) • [HAYWARD EYES MAP](#) • [SOUTHLAND INTEL](#) •

### SOUTHLAND INTEL - [Submit an Incident](#) - [View Incident Gallery](#)

Show Map

From:   To:    
Search Terms:

#### Incidents



#### [Detective Notes;Map of Southland](#) - Details

**Southland Mall Map, Hayward**  
Date Entered: 5/2/2022 10:22:25 AM  
Incident Date: 05/02/2022  
Submitted By: Mike Carpenter  
[Post Case Update or Comment](#)

#### Recent Comments



#### [Detective Notes;602L](#)

05/30/2022  
Another incident on Saturday May 28th 2022, an older style American car pos...

# Vigilant Cameras





# Future Planning

flock safety

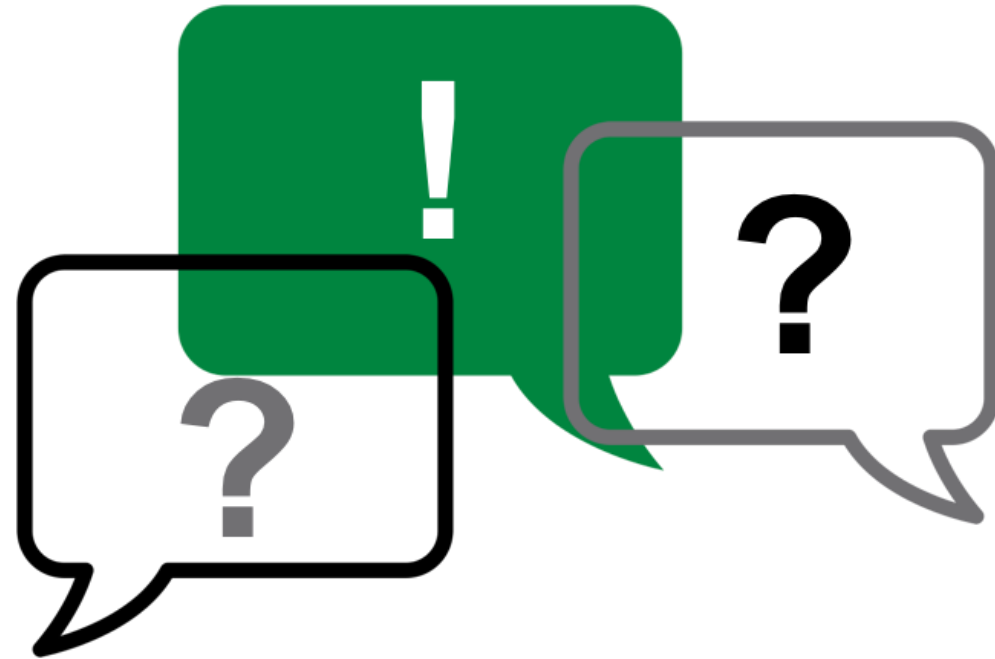






# Future Planning

# Questions





**Council Economic Development Committee  
Future Meeting Topics as of April 3, 2023**

<b>RESPONSIBLE STAFF</b>	<b>FUTURE MEETING AGENDA ITEMS</b>	<b>PRESENTATION DATE*</b>
Economic Development	Hayward Upward COVID-19 Economic Recovery Program Updates: <ul style="list-style-type: none"><li>• Restaurant Relaunch Program (June 2023)</li><li>• Reopen &amp; Restore Program (June 2023)</li></ul>	Standing Item
Economic Development	Tour of Downtown with Retail Expert	Fall 2023
Planning	Update on Status of Cannabis Permitting	Fall 2023
Public Works	Update on City Fiber/Broadband Initiatives (Following update to CIC)	Fall 2023

\*Subject to change



## Committee Member/Staff Announcements

Adjournment