

CITY OF HAYWARD

Hayward City Hall
777 B Street
Hayward, CA 94541
www.Hayward-CA.gov



CITY OF
HAYWARD
HEART OF THE BAY

Agenda

Thursday, October 28, 2021

5:00 PM

Remote Meeting

Council Economic Development Committee



CITY OF HAYWARD

Hayward City Hall
777 B Street
Hayward, CA 94541
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Agenda Council Economic Development Committee

Thursday, October 28, 2021

5:00 PM

Remote Meeting

COVID-19 Notice: Consistent with Assembly Bill 361, the Council Economic Development Committee meeting includes teleconference participation by all Committee members and the public.

Please note that we are now using the Zoom Webinar platform to conduct meetings and receive live public comment.

How to submit written Public Comment:

Send an email to suzanne.philis@hayward-ca.gov by 2:00 p.m. the day of the meeting. Please identify the Agenda Item Number in the subject line of your email. Emails will be compiled into one file, distributed to the Council Economic Development Committee and staff, and published on the City's Meeting & Agenda Center under Documents Received After Published Agenda. Written comments received after 2:00 p.m. that address an item on the agenda will still be included as part of the record.

How to provide live Public Comment during the meeting:

Please click the link below to join the webinar:

*<https://hayward.zoom.us/j/83295194479?pwd=S0xSanRneDhBUjhUS1Vuc1RnajtPQT09>
Passcode: CEDC1021!*

Or

Dial: +1 669 900 6833

*Webinar ID: 832 9519 4479
Passcode: 876814997*

A Guide to attend virtual meetings is provided at this link: <https://bit.ly/3jmaUxa>

CALL TO ORDER

ROLL CALL

PUBLIC COMMENTS:

(The Public Comment section provides an opportunity to address the City Council Committee on items not listed on the agenda as well as items on the agenda. The Committee welcomes your comments and requests that speakers present their remarks in a respectful manner, within established time limits, and focus on issues which directly affect the City or are within the jurisdiction of the City. As the Committee is prohibited by State law from discussing items not listed on the agenda, any comments on items not on the agenda will be taken under consideration without Committee discussion and may be referred to staff.)

APPROVAL OF MINUTES

1. [MIN 21-116](#) Approval of Minutes from the July 22, 2021 Regular Meeting

Attachments: [Attachment I CEDC 072221 Regular Meeting Minutes](#)

REPORTS/ACTION ITEMS

2. Route 238 Properties Development Update (Oral Report Only)

3. [RPT 21-115](#) Development Services Department Activities Update

Attachments: [Attachment I DSD Bi-Annual Update August 2021](#)

FUTURE AGENDA ITEMS

4. [RPT 21-108](#) Future Meeting Topics as of October 28, 2021

Attachments: [Attachment I Future Meeting Topics as of Oct. 28, 2021](#)

COMMITTEE MEMBER/STAFF ANNOUNCEMENTS AND REFERRALS

ADJOURNMENT



CITY OF HAYWARD

Hayward City Hall
777 B Street
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File #: MIN 21-116

DATE: October 28, 2021

TO: Council Economic Development Committee

FROM: Assistant City Manager

SUBJECT

Approval of Minutes from the July 22, 2021 Regular Meeting

RECOMMENDATION

That Committee members review and approve the Regular Meeting Minutes from July 22, 2021.

ATTACHMENTS

Attachment I Draft minutes from the July 22, 2021 CEDC Regular Meeting



COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

MEETING MINUTES – July 22, 2021

CALL TO ORDER: The Regular meeting was called to order at 5:00 p.m.

ATTENDANCE (September 2020-July 2021):

Committee Member	Present 7/22/2021	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Council Member Salinas	✓	8	0	8	0
Council Member Wahab	✓	6	0	6	0
Council Member Andrews	✓	6	0	6	0

OTHERS IN ATTENDANCE:

Kelly McAdoo, City Manager; Jennifer Ott, Assistant City Manager; Sara Buizer, Acting Deputy Development Services Director; Paul Nguyen, Economic Development Manager; Catherine Ralston, Economic Development Specialist; Elizabeth Blanton, Senior Planner; Suzanne Philis, Senior Secretary

PUBLIC COMMENTS

There were none.

1. APPROVAL OF MINUTES OF REGULAR MEETING JUNE 24, 2021

A motion to approve minutes from the June 24, 2021 Regular Meeting was made by Council Member Wahab and seconded by Council Member Andrews. The minutes were approved.

2. PRELIMINARY CONCEPT REVIEW: DIXON TOWER HOTEL PROJECT AT 29183 DIXON STREET

Senior Planner Blanton gave a brief presentation noting the applicant submitted a Conceptual Development Review Application in February for high-level feedback on the proposed 5-story, 48-room project. The presentation provided an overview of the project and several policy questions for the Committee members to consider.

Council Member Andrews asked the applicant, Paul Wong, why he selected the location and if there

was another location closer to BART and the Cadence apartment complex.

Mr. Wong said he was locally based and owned ten rental properties in Hayward. He said Hayward had always lacked transient locations, but the revised zoning ordinance could change that with higher, denser buildings and he wanted to be the first to do so. He acknowledged the properties next to the proposed development were low-density but thought it was the City's intention to move away from that in the future. He pointed out the location was close to BART.

Council Member Andrews asked the applicant to explain their approach to design, namely, why this design in this neighborhood. Architect John Lee said the design was very simple and similar to new development occurring on Mission Boulevard.

Council Member Andrews asked Mr. Wong if he would build the same product in another city, and she commented that the size of the development seemed invasive for the surrounding neighborhood. Mr. Wong explained that he was just taking advantage of the new zoning ordinance that went into effect last year. He said other cities didn't have this zoning except over a BART station.

Council Member Andrews said the precedent of higher density in neighborhoods had been set, but the design of the hotel didn't fit at this location.

Senior Planner Blanton said Planning staff had the same reaction. She noted the project would have to meet required findings but also allow the neighborhood to evolve. In comments provided to the applicant, she wrote the project would need to have a better relationship to the neighborhood.

Council Member Wahab asked how big each of the hotel rooms would be. Mr. Wong said not small; they were designed to be comfortable with a kitchenette in each suite. Council Member Wahab asked for the square footage and Mr. Wong said 200 square feet for the middle units, 450-520SF for the end units, comparable to a studio apartment. He noted the expectation was that guests would come for an extended stay.

Council Member Wahab asked staff what the response had been from neighbors. Senior Planner Blanton said neighbors had not been outreached yet because no formal proposal had been submitted.

When the City said higher density, Council Member Wahab asked Mr. Wong why he jumped all the way to 48 units. Mr. Wong said the revised zoning gave him the perception that the City wanted higher density. He said he wasn't locked into the design if the City wanted something different.

Council Member Wahab asked staff what the thought process was behind the new zoning. Senior Planner Blanton said she hadn't been part of the form-based code planning process but a decision had been made to move to higher densities in certain areas, like Mission Boulevard and the downtown core, to provide much-needed housing. She said it wasn't staff's intention to go from a single-family home to 48 units.

Council Member Wahab said the lot was too small for the proposed design and although she understood the need to build more housing, a five-story building was too high. She also expressed concern about guests parking their cars in front of neighboring homes and noted the City didn't have a bike share program so that wasn't an available alternative to driving.

Council Member Wahab said the City may be moving in this direction, but for now, the proposed hotel was too tall and would change the character of the neighborhood. She also noted that nearby homeowners would not like it. She said the hotel idea needed to be reviewed and suggested housing as an alternative.

Assistant City Manager Ott said the intent of the formed-based code was housing, not a hotel. Senior Planner Blanton noted the project would not be approved by-right under SB330 because it wasn't housing.

Council Member Wahab said she supported slight zone changes but emphasized that design standards needed to be maintained and should be set for different areas of the city.

Council Member Salinas said he looked at the project renderings before he read the staff report and he liked the design when he first saw it. He said it was different and unique to Hayward. He asked the applicant what inspired the design. Mr. Lee explained that under the building code, ground floor units had to have 16-foot-high ceilings and the façade panels were veneers.

In response to the question posed in the staff report "Are you supportive of a hotel use at this site," Council Member Salinas noted that although the site was zoned to allow the proposed use, it was a residential street and bringing in a modern building would signal that something was coming and it might start looking like gentrification. He said he'd seen it in other areas. Regardless if it was a good design, Council Member Salinas said if the use was too sharp, too much of a contrast for the area, it was a concern.

Mr. Wong reiterated that there were similar buildings at SoHay and that he wasn't locked into this design, it was only conceptual.

Council Member Salinas mentioned that if the architecture was more in harmony with the surrounding structures he might think differently, but with this design he would have concerns about bringing the project to Council.

Council Member Salinas asked about the operational characteristics of the proposed hotel mentioned in the staff report.

Economic Development Manager Nguyen explained that the hotel was very tech based with all reservations done via app. He said in applicant's submitted materials that it unclear if any staff would be present and what security would be in place.

Council Member Salinas asked if there would be a front desk. Mr. Wong said there would be staff onsite, but most reservations would be done online. Mr. Wong said he would work with Senior Planner Blanton on the design and noted Hayward needed more hotels, especially around BART.

Council Member Salinas mentioned he worked at Cal State East Bay and it was hard to recommend a hotel in Hayward. He said most of his guests stayed in San Francisco, Fremont or Milpitas. Mr. Wong said that was why he proposed a hotel, but Hayward also needed housing so he could build that too.

Council Member Andrews asked if SoHay was five stories and was told the apartments on Mission were five stories, the townhomes were three.

Council Member Andrews said there may be a precedent of five-story buildings on Mission Boulevard, but not on residential streets. If the site was closer to BART and the Cadence development she said she could see it, but not at this location with this design. She acknowledged the need for hotels, so she wasn't saying no to the idea, but mentioned the hotels currently being built were located along major corridors.

In answer to the questions posed in the staff report, Council Member Andrews said yes to a hotel, no to five stories, that she wasn't concerned about parking because the duration of stays would be short and guests could use BART, and that she did have concerns about the need for security all the time and not just certain hours.

3. APPROVAL OF FISCAL YEAR 2021-2022 REGULAR MEETING SCHEDULE

Economic Development Manager Nguyen noted there were potential conflicts with the September 23rd Regular Meeting but not with the proposed Special Meeting on September 16th.

Council Member Andrews made the motion to approve the FY22 Regular Meeting Schedule and Council Member Wahab seconded the motion. The motion was approved.

4. ELECTION OF CHAIR AND VICE CHAIR FOR FISCAL YEAR 2022

Economic Development Manager Nguyen introduced the item noting per the CEDC bylaws, new officers were usually elected at the start of every fiscal year but because of the election in 2020, appointments had been made in February of 2021.

Council Member Wahab said if Council Member Salinas was willing to continue as Chair and Council Member Andrews as Vice Chair she would make the motion to extend their appointment to June of 2022. Both accepted. Council Member Andrews seconded the motion and the motion was approved.

5. FUTURE MEETING TOPICS AS OF JULY 22, 2021

Council Member Andrews asked if the Chamber of Commerce gave presentations. Manager Nguyen said Mr. Huggett usually provided an update of Chamber activities during Public Comments but if the Committee had a specific topic for the Chamber, he could invite Mr. Huggett to present.

Council Member Wahab said Chamber members had expressed some concerns with the development along Mission Boulevard and wanted more information about future plans. She acknowledged the City's Strategic Road Map but asked what the plan was for the next two to three years and requested residents be given the opportunity to provide input.

Using Hayward hills as an example, Council Member Wahab pointed out that the strategic plan included a road map for everything except economic development. If economic development was included, then staff would have guidance and could start chipping away at set goals, she said. If a map did already exist, she at least wanted to talk more about it.

Council Member Andrews mentioned that two or three years ago CEDC members took a tour of Southland Mall. She expressed a desire to do that again post-COVID. Manager Nguyen said that was certainly something staff could arrange. Council Member Andrews said she wanted to know more about what the mall was going to do to improve the parking lot configuration and how they were planning to program the space to bring in more amenities.

Council Member Salinas mentioned that he went to the mall on Friday to go to Lids and the store was so packed with people trying to get their hats embroidered that he decided to come back later. He said other stores were busy too.

Council Member Salinas said he would be interested in a meeting dedicated to hearing from merchants from the different retail corridors about their experiences of doing business in Hayward.

Council Member Wahab said she wanted feedback from merchants across the city. She suggested staff survey merchants when they close or leave the city to find out what hardships contributed to the decision. She encouraged staff to create road maps with business partners like the Chamber of Commerce and to target certain areas. She pointed out that upper Mission had a lot of vacancies.

Council Member Andrews said she would like to hear from residents about their experiences with businesses too. She mentioned that she doesn't always receive the best customer service here and asked staff if there were resources for training. Economic Manager Nguyen said the City partnered with the Alameda County Small Business Development Center which offered soft skills training. He also mentioned that a major part of the "Get Digital" economic recovery program was to add training resources for businesses including customer service.

COMMITTEE MEMBER ANNOUNCEMENTS AND REFERRALS

Economic Development Specialist Ralston reviewed the Together for Hayward event held on Saturday, July 10th. The event, which featured a ribbon cutting to reopen downtown, had 60 vendors, most of whom had only participated in pop ups. She said one of staff's goals was to grow the entrepreneurial spirit of these vendors to move from pop ups to brick-and-mortar locations with ED staff there to assist. Specialist Ralston said response to the event was overwhelming positive and participants had already asked for another.

Council Member Wahab said Staff Announcements were her favorite part of the meeting and that she enjoyed the photos from the event. She said she wanted an even bigger event for south Hayward and suggested staff enlist the Chamber's help to engage food trucks and more vendors from both Hesperian and Mission.

Council Member Salinas suggested shutting down Tennyson Road for a huge Saturday event.

Council Member Andrews agreed saying she had talked about doing that many times. She said she envisioned food trucks near highway 92 so cars could see the lights and activity as they went by. She cautioned holding an event with food on Tennyson because of all the brick-and-mortar restaurants nearby and suggested a craft fair instead. She also said she would love to see an event on the other side of Hesperian.

Council Member Wahab commented that because Hayward was so diverse and had decent weather from spring to fall there was the opportunity to hold events celebrating different cultures with food from local businesses and entertainment. She encouraged staff to start talking and planning with local partners.

Assistant City Manager Ott congratulated staff for the success of the event.

Council Member Salinas agreed noting local news channels even showed up. The vendors were clearly happy and although more people would have been good for them, considering it was one of the first events since the start of the pandemic, he said the amount that came was perfect. He suggested water bowls for all the dogs at the next event. Council Member Andrews noted Hippies Brew had recently started putting out a water bowl.

ADJOURNMENT: The meeting was adjourned at 6:21 p.m.



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777 B Street
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File #: RPT 21-115

DATE: October 26, 2021

TO: Council Economic Development Committee

FROM: Deputy Development Services Director

SUBJECT

Development Services Department Activities Update

RECOMMENDATION

That the Committee accepts the report and provides any feedback regarding Development Services Department activities.

SUMMARY

The Development Services Department (DSD), which is comprised of the Building, Planning and Code Enforcement Divisions, has been actively processing applications and permits for new development and redevelopment projects, as well as addressing community concerns. Staff will present a highlight of these activities at the meeting and attached to this report is the Bi-Annual DSD Progress Report, which includes the status of many applications and developments as well as ongoing efforts within DSD.

ATTACHMENTS

Attachment I DSD Bi-Annual Progress Report dated August 2021



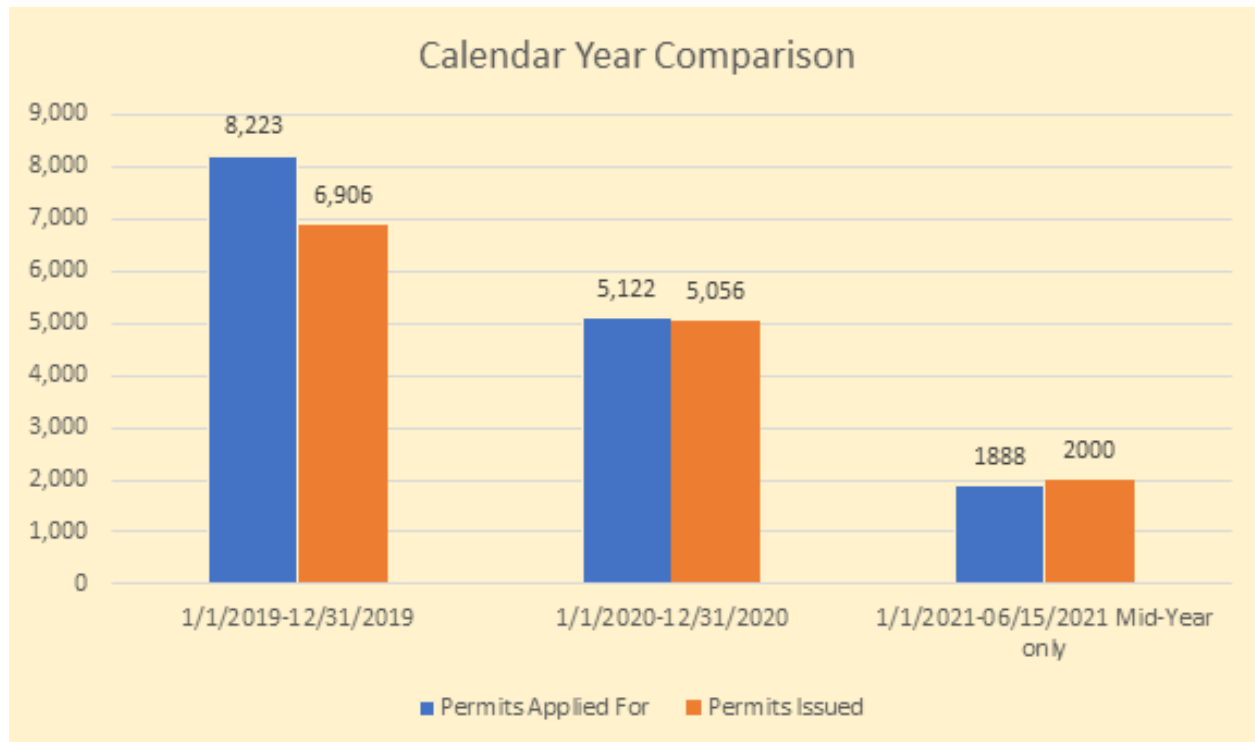
Development Services Department Bi-Annual Progress Report

August 2021

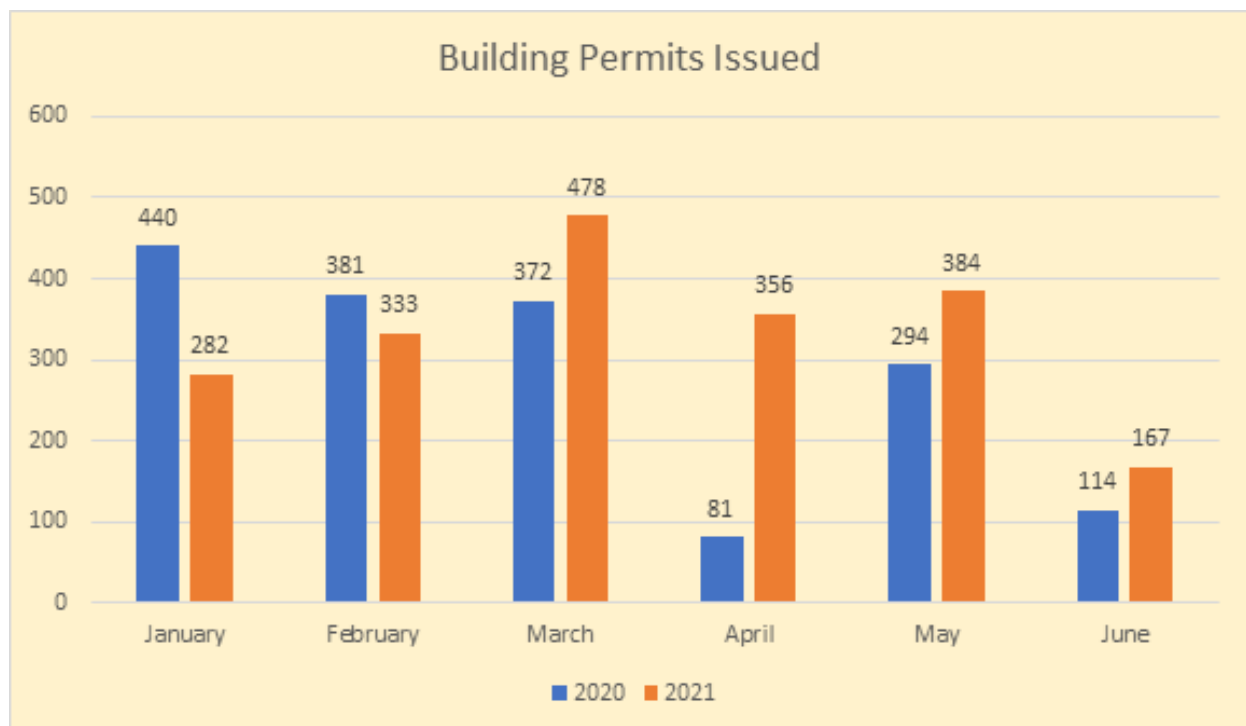
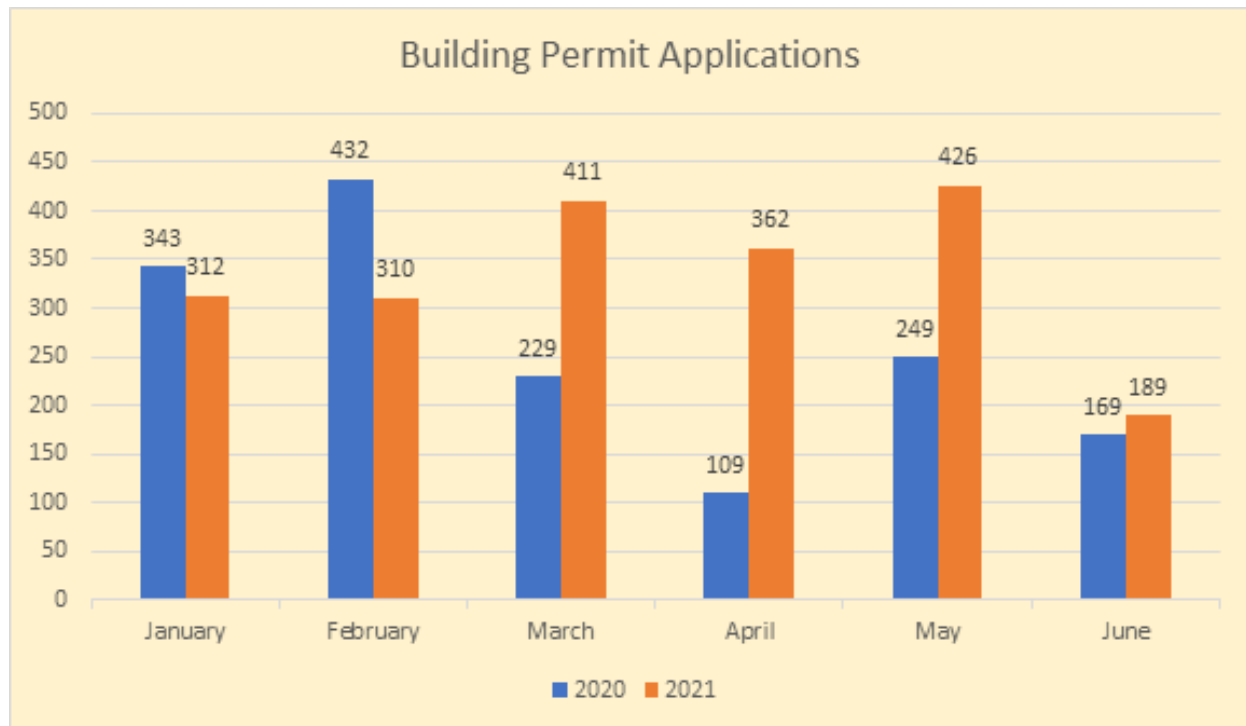
Permit Activity Increases for Planning, Building and Fire

For calendar year 2020, new permits applied for and issued for Planning, Building and Fire Department were lower than normal due to the lock downs from the COVID 19 pandemic. Although the lock downs hampered some of the applications and permit issuance, there were several larger projects that started. Alameda County issued a shelter-in-place order which resulted in a significant decrease during the month of April. June 15, 2021, the State has started to relax the lock down restrictions and the number of permit applications that are coming through the permit center has spiked. The data will be updated for end of calendar year 2021 to capture the full year, the data below is for the first half of 2021.

<u>Range</u>	<u>Permit Applied For</u>	<u>Permits Issued</u>
1/1/2019-12/31/2019	8,223	6,906
1/1/2020-12/31/2020	5,122	5,056
1/1/2021-06/15/2021*	1,188	2,000



Quarter 1 and 2 in Review: Comparison 2020 vs 2021



Development Services Program Updates

Mural Art Program

In December 2020, the Mural Art Program (MAP) convened artist Josh Powell and representatives of the Hayward Unified School District to launch the large mural project located at the Hayward Adult School. Design work began in January 2021 and was completed in June 2021. Contracts have been initiated for new mural art on thirteen utility box murals located throughout the city. Due to the current COVID-19 crisis, artists have an extended timeline, until December 2021, to complete their mural art. Each artist will engage in a collaborative design process to create detailed art proposals that fit the community/location where the art will be located, before beginning to paint.

Questions about the Mural Art Program can be directed to Franchesca Hatfield, Administrative Secretary, at 510-583-4234 or via email: franchesca.hatfield@hayward-ca.gov and Kristoffer Bondoc, Administrative Secretary, at 510-583-4306 or via email: kristoffer.bondoc@hayward-ca.gov.

Planning Division Updates

August 2021

Development Services Department

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Current Planning Project Updates

CCH Hayward @ 603 A Street

On July 28, 2021, Ryan Querubin on behalf of Christian Church Homes submitted a Site Plan Review and Density Bonus application to redevelop a 0.51-acre site located at 603 A Street into a 5-story, 80-unit affordable senior housing development. The project plans include 79 one-bedroom units and one two-bedroom unit that would be occupied by an on-site property manager, a 23-space parking garage, and a 7-space surface parking lot. Proposed on-site amenities include a community room, bicycle storage room and shared laundry facilities. For more information, please contact Steve Kowalski, Associate Planner at (510) 583-4210 or via email at steve.kowalski@hayward-ca.gov.



Rendering of CCH Hayward Project (A Street/Grand Street Elevation)

Pilgrim Baptist Church Application Withdrawn

Following two Planning Commission work sessions, significant public feedback on the overall size and scale of the project, and concerns about the grading and constriction of the project near the Hayward Fault, the proposed Pilgrim Baptist Church development on Clearbrook has been withdrawn. The applicant originally proposed to construct a two-story church, multi-purpose building and gymnasium on the site, which contained significant geologic hazards and limited access. Moving forward, the applicant has indicated a desire to sell the property and intends to coordinate with Planning staff on other possible uses that could be allowed for the purposes of marketing the site. For more information, please contact Jeremy Lochirco, Acting Planning Manager, at (510) 583-4239 or email: jeremy.lochirco@hayward-ca.gov.

Proposed Hyatt Place Hotel

In January 2021, the Planning Division received a Site Plan Review application to develop a 4-story Hyatt Place Hotel with 127 rooms and two additional commercial buildings with nearly 8,000 square feet of retail space at 1164 A Street, near the Hayward Executive Airport. The project application is currently under review and staff expects the application will be

deemed complete by the end of August 2021. For more information, please contact Richard Patenaude, Consulting Planner, at richard.patenaude@hayward-ca.gov.



Rendering of Hyatt Place Hotel with Additional Retail Spaces

Logisticcenter at Enterprise Project

In June 2021, the Planning Division received a Conditional Use Permit application from Ware Malcomb Architects and Dermody Properties on behalf of DPIF3 CA 30 Enterprise Ave, LLC for the construction of a 1-story, 219,656 square foot speculative industrial building at 3636 Enterprise. The project consists of an industrial building sized at 219,656 SF and related site improvements including employee patio, landscaping and truck circulation areas. As of August 2021, the application is incomplete but staff anticipates the application will be deemed complete later this Fall, with environmental review starting shortly thereafter. For more information, please contact Ranu Aggarwal, Consulting Planner, at ranu.aggarwal@hayward-ca.gov



Rendering of 3636 Enterprise Project

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K-Mart Redevelopment Approved

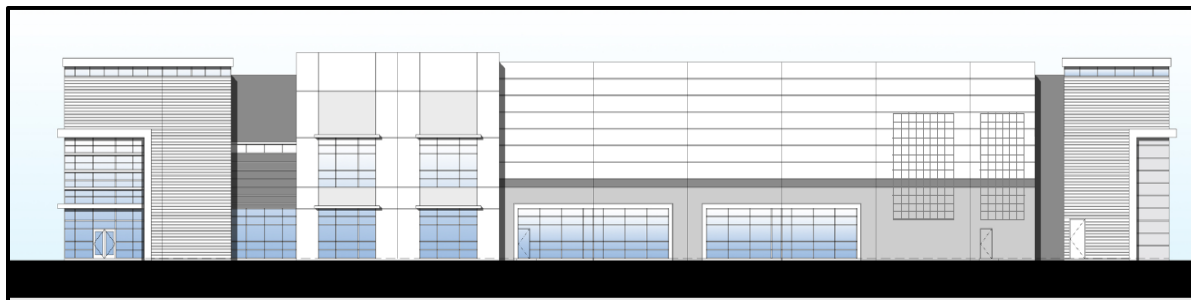
In May 2021, the Planning Commission approved an Application from Merlone Geier Partners to develop two new drive-through restaurants for Raising Cane's Chicken Fingers and In-N-Out Burger and a significant remodel of the existing 94,500-square-foot commercial building (formerly K-mart) to accommodate three major tenants and six smaller tenants, including a new Sprouts Farmers Market. The project also proposes site improvements including upgrades to the site vehicular and pedestrian circulation, improved parking configuration, new site landscaping, stormwater management, and new outdoor dining areas. For more information, please contact Leigha Schmidt, Acting Principal Planner, at (510) 583-4113 or email leigha.schmidt@hayward-ca.gov.



Rendering of K-Mart Redevelopment Project

Duke Industrial Building

In September 2020, the Planning Division received a Site Plan Review application from Duke Realty to construct a 157,000 square foot industrial building at 24493 Clawiter Road. The project also includes numerous site improvements including new landscaping, frontage improvements and site lighting. The project application has been deemed complete and the City has hired FirstCarbon to assist with preparation of an Initial Study with Mitigated Negative Declaration. Staff anticipates the draft IS/MND will be released in September 2021 for public review and comment. For more information, please contact Richard Patenaude, Consulting Planner, at richard.patenaude@hayward-ca.gov.



Rendering of Duke Industrial Building

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The Stack Center

On February 18, 2021, the City submitted an application with the Planning Division to redevelop a 3.51-acre site located at 680 W Tennyson into a multi-service community center that will provide critical programming for career, educational, arts, recreational, medical, dental, and behavioral health needs. The project includes a new 32,000 square-foot, 2 story building and the remodeling of the existing Matt Jimenez Center. The application is currently incomplete and pending resubmittal. For more information, please contact Leigha Schmidt, Acting Principal Planner at 510-583-4113 or email leigha.schmidt@hayward-ca.gov or Taylor Richard, Assistant Planner at 510-583-5340 or email taylor.richard@hayward-ca.gov



Rendering of The Stack Center (North Building Elevation)

LaPlaya Commons (Former Burlington Coat Factory Site)

On October 30, 2020, Chris Zaballos on behalf of DR Horton submitted an application to redevelop the former Burlington Coat Factory site (1000 La Playa Drive) into a 46-lot single family neighborhood on the 5.4-acre site. The proposed project will require approval of a General Plan Amendment to convert the land from Retail and Office Commercial to a Residential land use designation; a Zone Change to Planned Development District; Zoning Text Amendments to the Airport Overlay Ordinance; and a Vesting Tentative Map. The single-family homes would range from 1,550 to 1,950 square feet and include two-car garages. The applicant is planning to provide on-site affordable units in accordance with the City's Affordable Housing Ordinance. The project will require preparation of environmental analysis and the City's CEQA Consultant is currently preparing an Initial Study and Mitigated Negative Declaration, which is expected to be released for public comment in early September 2021. Staff expects the project will be considered by the Planning Commission in October 2021 followed by City Council in November 2021. For more information, please contact Steve Kowalski, Associate Planner, at (510) 583-4210 or email steve.kowalski@hayward-ca.gov.

U-Haul Project Update at 4150 Pt Eden Way

The proposed project includes construction of a new 113,730 square foot industrial building on an approximately 6.8-acre site. The project would involve demolition of an extant building that is a designated historic resource used in service of the Oliver Salt Company that operated

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at the site in the early 20th century, and realignment of the Bay Trail to run along the western edge of the property. The project was presented to the Planning Commission on July 8, 2021, and the Commission voted to deny the project as they did not feel they could make the findings to approve overriding considerations for the environmental impacts related to the project. The applicant has since appealed the Planning Commission's decision and the item is tentatively scheduled for the City Council consideration on October 19, 2021. For more information, please contact Leigha Schmidt, Acting Principal Planner, at (510) 583-4113 or email leigha.schmidt@hayward-ca.gov.



Rendering of U-Haul Project at 4150 Point Eden Way

Logistics Center at Route 92 Project (Former Berkeley Farms Site)

On October 6, 2020, an application was submitted to the Planning Division to redevelop the approximately 20.5-acre former Berkeley Farms site at 25550 Clawiter Road. The proposed project includes an application for Major Site Plan Review and Conditional Use Permit to construct a new industrial campus with two industrial shell buildings sized at 232,653 square feet and 154,618 square feet as well as employee amenity areas, a designated area for food truck parking, robust site landscaping and other site improvements. An Initial study will be prepared to evaluate and disclose all environmental impacts related to the project. It is anticipated that the environmental analysis will be prepared and released in late Summer/early Fall 2021. For more information, please contact Leigha Schmidt, Acting Principal Planner, at (510) 583-4113 or email leigha.schmidt@hayward-ca.gov.



Rendering of Logistics Center at Route 92 Project (Former Berkeley Farms Site)

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Maple and Main Project Update

Demolition of the former medical office building on the Maple and Main site has been completed and the new project applicant has submitted an updated project application that includes a 5-story apartment building with 251 market rate units, a 4-story apartment building with 63 affordable units, a parking garage with 374 spaces and nearly 7,100 square feet of ground floor retail space. In addition, the project includes four courtyard areas, an on-site gym, and community room. The application has been deemed complete and staff is currently working with the CEQA consultant on an Addendum to the previously adopted IS/MND. Staff anticipates the project will be ready for Planning Commission consideration in October 2021. For more info, please contact Jeremy Lochirco at 510-583-4239 or email jeremy.lochirco@hayward-ca.gov



Rendering of Maple and Main Project

349 Valle Vista Update

In February 2019, Valle Vista Partners LLC, submitted a Site Plan Review application to construct a three story, 16-unit apartment complex. The project includes a mix of one, two, and three-bedroom units. The site will also provide an enclosed garage, secured bicycle parking, resident balconies, and several common open spaces. As of August 2021, the application remains incomplete and pending resubmittal. For more info, please contact Jeremy Lochirco at 510-583-4239 or email jeremy.lochirco@hayward-ca.gov.



Rendering of 349 Valle Vista Project

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Pimentel Place SB35 Application (formerly Matsya Villas)

In June 2021, the Planning Division received a SB35 Application from EAH Housing to re-entitle the former Matsya Villas project for an updated multi-family project that includes 100% affordable housing units, located at 22634 2nd Street. The project includes 87 one, two and three-bedroom units and will feature several on-site amenities and programs for residents. Staff completed their review of the SB35 application in August 2021 and determined that the proposed project did qualify for project streamlining, having met the City's objective development standards. For more info, please contact Jeremy Lochirco at 510-583-4239 or email jeremy.lochirco@hayward-ca.gov.



Rendering of Pimentel Place at 22634 2nd Street

JIVA Cannabis Dispensary Update

On December 1, 2020, the City Council voted 5-1 (one Council Member recused) to approve a Conditional Use Permit application from JIVA Life to occupy the former Art's Crab Shak located at 22701 Foothill to operate a cannabis retail dispensary. The project involves the significant renovation of the existing building and site to include additional landscaping, enhanced façade and street presence, storefront windows, and improved site circulation and parking. The applicant is currently considering the demolition and rebuild of the dispensary on site citing the cost to retrofit the former Crab Shak. To date, an application has not been filed. For more information, please contact Jeremy Lochirco at 510-583-4239 or email jeremy.lochirco@hayward-ca.gov



Rendering of Jiva Life Cannabis Dispensary

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238 Parcel Group Update

In 2016, the City entered into a Purchase and Sale Agreement (Agreement) with Caltrans to manage the disposition and development of the remaining Caltrans-owned property. This would ensure thoughtful planning and assemblage for the development of the parcel groups rather than the auctioning off of individual parcels. The Agreement divides the properties into 10 parcel groups, which must be disposed of by 2026. To date, four parcel groups have sold (1, 2, 7 & 10), four are in exclusive negotiations (3, 5, 6 and 8), and four are undergoing site planning activities (3, 5, 6 and 8).

- Parcel Group 1&10: Development by William Lyon Homes currently under construction involving 472 residential units and 20,000 square feet of commercial space and connected open space/park areas.



Rendering of Parcel Group 1 Project (SoHay)

- Parcel Group 2: Development by the TrueLife Companies involving development of 189 Condominium and Townhome Units, and approximately 10,800 Square Feet of Ground Floor Commercial Space and a variety of open spaces.



Rendering of Parcel Group 2 Project (TrueLife)

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- Group 3: In July, the Planning Commission approved Eden Housing's entitlement application for development of 176 affordable housing units and a 36,000 square foot public community school for up to 384 students. The approval was appealed and is tentatively scheduled to go before the City Council along with consideration of the Disposition and Development Agreement in September 2021.



Rendering of Parcel Group 3 Project

- Parcel Group 4: Currently part of the ENRA with Eden Housing, but no plans identified yet for this parcel group.
- Parcel Group 5: Currently have an ENRA with Trumark Properties to develop this site with up to 74 single family homes and 8 deed restricted ADUs. The development application was initially submitted on August 6, 2020, and it is anticipated that the Development Agreement, Tentative Map and Site Plan Review application will go to the Planning Commission/City Council for review and determination in late 2021.



Rendering of Parcel Group 5 Project

- Parcel Group 6: The City has entered into an ENRA with Integral Communities to develop this 29-acre site. The planning application was submitted in April 2021, and the current proposal includes 303 multifamily units, including 10% of units as deed restricted affordable, a 1.6-acre public park, and a public trail that loops the project

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and connects to the southern portion of the Hayward Foothill Trail. Staff anticipates the Development Agreement, Tentative Map, and Site Plan Review will go to the Planning Commission/City Council for review and determination in late 2021.



Rendering of Parcel Group 6 Project (Rose Hill)

- **Parcel Group 8:** On July 19, 2021, RCD submitted a Preliminary Application pursuant to Senate Bill (SB) 330 with a Notice of Intent that they will submit an SB 35 application for ministerial planning review. RCD proposes to construct 96 supportive housing units for very low- and low-income households and approximately 3,800 square feet of ground floor commercial space on the southeastern corner of Grove Way and Foothill Boulevard. RCD will also rehabilitate and manage the Bridge Court apartment complex which is located in Alameda County. The City Manager's Office is working on the Disposition and Development Agreement and plans to take it forward to the Council in late 2021/early 2022.



Rendering of Parcel Group 8 Project

- **Parcel Group 9:** Staff processed a rezoning of the City portion of this group from Commercial Office and High Density Residential to General Commercial. This rezoning will allow a bit more flexibility in potential future uses of the site.

For more information, please contact Sara Buizer, Deputy Development Services Director, at 510-583-4191 or email sara.buizer@hayward-ca.gov or Jennifer Ott, Assistant City Manager/Development Services Director at 510-583-4302 or jennifer.ott@hayward-ca.gov.

Long-Range Planning Updates

Housing Element Update

Every eight years, the State Department of Housing and Community Development projects the housing need at varying income levels throughout the State. The Association of Bay Area Governments (ABAG) is responsible for allocating those housing units, which is referred to as the Regional Housing Needs Allocation (RHNA), throughout the nine-county Bay Area. In May 2021, ABAG released the Draft Regional Housing Allocation Plan, and a total of 4,624 units were allocated to Hayward. In conjunction with the release and allocation of the RHNA, State Law requires local jurisdictions to update their Housing Elements to meet various statutory requirements in addition to showing adequate sites to accommodate the RHNA. Further, State Law requires an update to the Safety Element and that issues of Environmental Justice be addressed with this Housing Element Update.

This Housing Element, Safety Element and Environmental Justice Update effort is being combined with an update of the Climate Action Plan because issues of housing, environmental justice, safety and hazard planning and climate change are inextricably linked; conducting outreach and planning for all of these efforts simultaneously will result in a more comprehensive and holistic approach to each of these issues; and, the combined project will result in cost and time efficiencies related to outreach, environmental analysis and adoption and implementation.

This project will implement projects identified on the City's Workplan to Incentivize Housing and the Strategic Roadmap. While this effort is intended to fulfill statutory requirements, it will also center racial equity and include a robust community outreach and engagement plan that will extend throughout the project timeframe. Per the RFP prepared for the project, community engagement and outreach will prioritize hard to reach populations and will collaborate with and empower the community throughout the project.

In May 2021, the City released a Request for Proposals (RFP) to prepare an update to the Housing Element, Climate Action Plan, Environmental Justice and Safety Element of the General Plan and related environmental impact analysis. On July 21, 2021, the City Council adopted Resolution No. 21-21-158 awarding the contract to Rincon Consultants. City staff and Rincon kicked off the project in August 2021. The updated Housing Element is due to the State by January 31, 2023. For more information on the Housing Element, please contact Leigha Schmidt, Acting Principal Planner, at 510-583-4113 or leigha.schmidt@hayward-ca.gov.

Upzoning/Residential Objective Standards

In March 2020, the City was awarded an SB2 Planning Grant by the California Department of Housing and Community Development. The majority of the awarded grant funds will go towards a project to complete targeted updates to the City's Zoning Ordinance and create Object Design Guidelines for residential development. There are approximately 1,500 residential properties in Hayward that are zoned Single Family Residential (RS) but have underlying General Plan land use designations that require higher levels of density than are permitted within the RS zoning district. Because of this discrepancy, new development on

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these properties is required to go through a rezoning and environmental review process that is lengthier, more costly, and less certain than the entitlement process would otherwise be if this discrepancy did not exist. The first phase of this project will be to update the Zoning Ordinance and complete any necessary environmental review to bring the zoning of the subject properties into conformance with their General Plan designations.

The second phase of this project will be to create updated objective residential standards that would apply to all residential zoning districts across the City. Due to the adoption of SB 330 in 2019, local jurisdictions are now required to approve any housing development projects that comply with all applicable objective standards of the City's General Plan and Zoning Ordinance. The City's current residential design guidelines were last updated in 1993 and are not codified in a manner that they would be considered to be "objective" under SB 330. The new residential objective standards developed as part of this project will give the City the opportunity to introduce an updated design framework for housing projects that ensures alignment with the City's goals and objectives for residential development in light of the State's new legislation.

Staff is currently drafting an RFP to obtain assistance from an outside consultant with expertise in residential zoning and objective design standards. The RFP will be released this Fall with the project formally kicking off by the end of 2021. In the meantime, a joint City Council and Planning Commission meeting is scheduled for September 28 to gather input from decision makers at the onset of the planning process. For more information on the Upzoning/Residential Objective Standards effort, contact Elizabeth Blanton, Senior Planner at 510-583-4206 or elizabeth.blanton@hayward-ca.gov.

Cannabis Program Update

In July 2021, the City Council adopted new updates to the City's Commercial Cannabis Program and Master Fee Schedule to help streamline the cannabis application process and help the City get closer to full cost recovery for the management and administration of the program. As part of the Update, the Council also authorized the allowance of Type 2 manufacturing uses and expanded the mandatory buffer around school uses to 1,000 feet. The Ordinances become effective in late August 2021 and staff is currently working with ICF, the cannabis consultant, to extend the existing contract to provide additional staff support during the next round of cannabis applications. Staff is also working to update the City's GIS portal and land use maps to reflect Council's latest update. Staff expects the next round of cannabis applications will be filed when the new application cycle opens in late October 2021. For more information, please contact Jeremy Lochirco, Acting Planning Manager at 510-583-4239 or email jeremy.lochirco@hayward-ca.gov.

Planning Division Process Improvements

Accessory Dwelling Unit Permit Streamlining

On August 16, 2021, the Planning Division in collaboration with Building Division launched a new streamlined process for accessory dwelling units (ADUs). Previously, applicants needed to acquire a zoning conformance permit prior to submitting their ADU application to the Building Division. Now, applicants may submit their ADU application directly to the Building Division where a planner will review the application for compliance during the application intake. As part of the process improvement, a more comprehensive checklist was also developed that included Planning, Building and Fire Prevention requirements. The new checklist and additional information may be found at the permit webpage: <https://www.hayward-ca.gov/content/accessory-dwelling-unit-information-and-permit-process>. For more information on this updated process, please contact the Planning Division at 510-583-4110 and speak to the Duty Planner.

Building Division Updates

August 2021

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Permit Status Updates

Lincoln Landing

Foothill and Center Street

Construction is well underway with the framing of the 474 residential units currently taking place and is up to the roof level on most buildings. Construction offices are located at the parking garage first floor and access to the site can be accessed from Hazel Ave. For more information, please contact Gary Nordahl, Chief Building Official, at gary.nordahl@hayward-ca.gov.

Legacy at Hayward (former Campways Project)

Mission and Hancock

The Legacy Builders project consisting of 97 apartment units and 1500sq.ft. of commercial space is progressing on track. The project is close to finishing the interior and exterior site work. The 97-unit apartments are finalizing the units with trendy interiors and common use areas such as a courtyard pool for the future residents and access to future commercial tenant facilities. The onsite crane has been removed and the roof structure with all roof top equipment has been completed. They are currently working towards finishing exterior siding, decks, and rails, with concrete pavement for access to the units. For more information, please contact Gary Nordahl, Chief Building Official, at gary.nordahl@hayward-ca.gov.

SoHay Project

29504 Dixon Street

Driving down Mission Boulevard the SoHay project is taking shape with the addition of two newly constructed multi-use podium buildings which are currently framed and sided through the top floors. And as such the construction should continue to progress rapidly. Residential units will enter the final inspection phase early next year. First floor retail structural construction is complete pending any new tenant improvements that will take place once leases are signed. Elevator shafts are complete and awaiting the box car installations. Fire and life safety systems are constructed and fire sprinkler installations can be seen throughout the building. The roads and open spaces are slowly taking shape and provide accents to the high-density residential buildings. The remaining residential buildings located on the east side of Mission Blvd. are currently under construction. There are numerous construction trailers onsite due to the variety of products being constructed. For more information, please contact Gary Nordahl, Chief Building Official, at gary.nordahl@hayward-ca.gov.

Hines Project

25800 Clawiter Road

This is the previous Gillig site which has now been demolished and the onsite grading is almost complete. The site utilities infrastructure is in the process of being installed including underground electrical and plumbing systems. Onsite roads are being formed and drainage systems are being installed. The concrete subcontractors have established form work and the slab reinforcement has undergone inspections for concrete placement. For more

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information, please contact Gary Nordahl, Chief Building Official, at gary.nordahl@hayward-ca.gov.

Mission Village

411 Industrial Parkway

The site of the previous Holiday Bowl complex which was recently demolished is currently in the process of grading and site development. The project is being prepared for the future residential and commercial mixed-use development. While driving by the site you will notice the grading equipment and the early stages of the roads and site utility systems. Underground water, drainage, utilities, and future fire hydrant systems are being planned and soil conditions are developed for trenches to be dug. The project has active water tank trucks to reduce and mitigate dust from site work. For more information, please contact Gary Nordahl, Chief Building Official, at gary.nordahl@hayward-ca.gov.

Subaru Dealership

25000 Mission Blvd.

This site required extensive site retaining wall reinforcement and drainage work which complicated the development of the site due to the onsite topography. There are numerous steel reinforcement soil pins installed into the hill side with varying depths from 15ft to 40ft to stabilize the hill. The underground plumbing, underground electrical and underground utilities has started with many phases of construction inspection prior to the erection of the structure. The foundation work has started and open trenches are visible from Mission Blvd. Upon approval of the footings and foundation, the exterior walls and roof support systems will be ready for inspection. The framing of the building shell is currently taking place. For more information, please contact Gary Nordahl, Chief Building Official, at gary.nordahl@hayward-ca.gov

25941 Gading Road

This DR Horton residential project has begun the underground utilities and is preparing the concrete slab forms for the models which is visible on Gading Road. The project contains two in fill tracts that have already had the soils and lot layout development started by a previous development team. The first two lots have started the underground plumbing and water lines with form work ready for inspections. Site temporary power pole as well as site trailers for DR Horton's construction and development teams have been delivered and they are gearing up for the start of the residential units. DR Horton is anticipating a rapid roll out of the units to be sold once the sales office is established. For more information, please contact Gary Nordahl, Chief Building Official, at gary.nordahl@hayward-ca.gov

Soft Story Screening Ordinance Update

The screening of potential soft story buildings in Hayward is currently taking place with positive results. To date 117 out of 479 properties have been screened with 61 being exempted through specific engineering rational based on the individual building construction types. Since Covid has resulted in some challenges for owners, the Building Division has extended the required screening dates through June of 2022. This in turn has provided some much-needed relief to owners trying to comply with the screening ordinance.

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Code Enforcement Division Updates

August 2021

Community Preservation Ordinance Update

The Code Enforcement Division has begun work on updating the Community Preservation Ordinance. The Community Preservation Ordinance is the City's primary ordinance utilized by Code Enforcement to address urban property blight, deferred maintenance and nuisance conditions associated with private property. The ordinance is also the primary connector for providing compliance through external state regulations and standards, such as the State Health and Safety Code and California Building Codes through which many active preservation programs rely on.

The Community Preservation Ordinance project has been divided into four work phases, one phase per quarter, to allow for appropriate analysis of internal and community pain points, best-practices research, community outreach and ordinance preparation

COMMUNITY PRESERVATION ORDINANCE – PROJECT TIMELINE FY 21/22

Phase 1 – Q1	Phase 2 – Q2	Phase 3 – Q3	Phase 4- Q4
Initial Project Phase	Draft Phase	Outreach Phase	Public Sessions
Initial Research	Outreach Plan Development	Community Outreach	Final Draft
Initial Stakeholders Meeting	Initial Draft Development	CEDC- Presentation	Public Meetings
Framework Development	Web Survey Development	CGR - Presentation	
Best Practices Research		Draft Update	

Rental Housing Program Educational Workshops

In partnership with the City's Housing Division, the Code Enforcement Division is jointly providing a series of free rental housing education workshops to the public. The series has been divided in to two separate components focused on proving landlord, tenant and Spanish speaking citizens information on the following:

- Landlord/Tenant Regulations – Housing
- Rent Stabilization Information – Housing
- Tenant Relocation - Housing
- Rental Housing Program Information - Code Enforcement
- Landlord/Tenant Responsibilities - Code Enforcement
- Rental Housing Standards and Regulations – Code Enforcement

During the Month of September the Code Enforcement will be providing workshops aimed at providing residents additional education, insight and understanding of programs and regulations related to improving housing conditions and choice in the community of Hayward:

- September 15th - Landlord Focus
- September 16th - Spanish Speaking Focus
- September 22nd - General Tenant Focus

Rental Inspection Program

Currently under pandemic conditions, Code Enforcement staff is responding to rental inspections on a complaint basis and conducting virtual inspections when possible, to identify violations. Proactive efforts on large scale multifamily and single-family inspections have been paused to assure reduced transmission of COVID-19 and ensure general public and employee safety. It is anticipated that full proactive inspections will resume 3rd Quarter of FY 21/22.



CITY OF HAYWARD

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File #: RPT 21-108

DATE: October 28, 2021

TO: Council Economic Development Committee

FROM: Assistant City Manager

SUBJECT

Future Meeting Topics as of October 28, 2021

RECOMMENDATION

That Committee members review and comment on the attached Future Meeting Topics list.

ATTACHMENTS

Attachment I Future Meeting Topics as of October 28, 2021



**Council Economic Development Committee
Future Meeting Topics as of Oct. 28, 2021**

RESPONSIBLE STAFF	FUTURE MEETING AGENDA ITEMS	PRESENTATION DATE*
Economic Development	Economic Impacts of COVID-19 & Hayward Upward Economic Recovery Plan Updates	Standing Item
Public Works Engineering & Transportation	Discussion of Traffic Impact Fees	TBD
Economic Development	Update from Southland Mall (Potential Tour)	TBD
Economic Development/ Planning Staff	Review of Select Policies Impacting Businesses	TBD
Economic Development	Report on how other cities (SF, Oakland, SJ) are using or developing shared workspace and incubators	TBD
Public Works/ Information Technology	Update on City Fiber/Broadband Initiatives (Following report to Infrastructure Committee Update)	2022
Economic Development	Impact of Cannabis Industry on Economic Development	2022

*Subject to change and data availability