

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, May 26, 2022

5:00 PM

Remote Meeting

Council Economic Development Committee

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/85855942232?pwd=WUZvRTQ5ZnVyUXBGNG0pVRDBiaWp6UT09>

Webinar ID: 858 5594 2232

Password: CEDC05-22!

Or

Dial: +1 669 900 6833

Webinar ID: 858 5594 2232

Password: 4863806267

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 22-068](#) Approval of Minutes from April 28, 2022 Regular Meeting
Attachments: [Attachment I Draft Minutes from the April 28, 2022 Regular Meeting](#)

REPORTS/ACTION ITEMS

2. [RPT 22-036](#) Preliminary Concept Review: Main & B Mixed-Use Development at 966 B Street
Attachments: [Attachment I Staff Report](#)
[Attachment II Developer's Presentation](#)
3. [RPT 22-059](#) Update on COVID-19 Economic Recovery Restaurant Relaunch and Restore and Reopen Grant Programs
Attachments: [Attachment I Staff Report](#)

FUTURE AGENDA ITEMS

4. [RPT 22-056](#) Future Meeting Topics as of May 26, 2022
Attachments: [Attachment I Future Meeting Topics as of May 26, 2022](#)

COMMITTEE MEMBER/STAFF ANNOUNCEMENTS AND REFERRALS

ADJOURNMENT



CITY OF HAYWARD

Hayward City Hall
777 B Street
Hayward, CA 94541
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File #: MIN 22-068

DATE: May 26, 2022

TO: Council Economic Development Committee

FROM: Assistant City Manager

SUBJECT

Approval of Minutes from April 28, 2022 Regular Meeting

RECOMMENDATION

That Committee members review and approve the Regular Meeting Minutes from April 28, 2022.

ATTACHMENTS

Attachment I Draft Minutes from the April 28, 2022 Regular Meeting



COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

MEETING MINUTES – April 28, 2022

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

ATTENDANCE (September 2021-July 2022):

Committee Member	Present 4/28/2022	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Council Member Salinas	✓	5	0	5	0
Council Member Wahab	✓	5	0	5	0
Council Member Andrews	✓	5	0	5	0

OTHERS IN ATTENDANCE:

Kelly McAdoo, City Manager; Jennifer Ott, Assistant City Manager; Paul Nguyen, Economic Development Manager; Leigha Schmidt, Senior Planner; Mira Hahn, Associate Planner; Catherine Ralston, Economic Development Specialist; Suzanne Philis, Senior Secretary; Jayvant Shah, Kalthia Construction and Management Co.; Marie Anderson, CBRE; Melissa Stevens, MWT Architect; Claudia Carrola-Cheng and Dee Madahar, Starbucks

PUBLIC COMMENTS

There were none.

1. APPROVAL OF MINUTES OF REGULAR MEETING MARCH 24, 2022

A motion to approve minutes from the March 24, 2022 Regular Meeting was made by Council Member Andrews and seconded by Council Member Wahab. The minutes were unanimously approved.

2. PRELIMINARY CONCEPT REVIEW – MWT ARCHITECT, PC DRIVE THROUGH REQUIRING A ZONING TEXT AMENDMENT AND MODIFICATION OF APPROVED SITE PLAN REVIEW FOR HOME2SUITES AT 22091 HESPERIAN BOULEVARD

Economic Development Manager Paul Nguyen introduced Associate Planner Mira Hahn who gave the staff presentation. MWT Architect Construction Administration Manager Melissa Stevens also gave

the outside presentation.

Council Member Andrews asked the difference between a Starbucks Reserve and a regular Starbucks. Starbucks Store Development Manager Carrola-Cheng explained that Starbucks Reserve was a coffee-forward concept they tried out and discontinued. Customers don't want to sit and linger she explained. Council Member Andrews noted there were already a lot of Starbucks in the area including the in-store Starbucks at Target. She asked how the drive-thru would impact these other stores. Manager Carrola-Cheng said there were no plans to close any existing stores.

Council Member Andrews noted the Starbucks drive-thru at Costco on Hesperian had a particular design and she asked why and what the difference was between that site and older sites. Manager Carrola-Cheng explained that the newest locations used a contemporary design, but each site would have different characteristics. She said the contemporary design was the new traditional. Council Members Andrews asked if the proposed Starbucks by the airport could also have a mural and Manager Carrola-Cheng said it could.

Council Member Andrews said when volunteering to pick up trash and she noticed a lot of Starbucks cups and bags and she asked what Starbucks was doing to decrease trash. Manager Carrola-Cheng said Starbucks vision was to give more to the earth than take away. She noted they were moving away from plastic straws and by 2030 they wanted to have a reusable cup program in place.

Council Member Andrews suggested Starbucks Adopt-a-Block. She also noted Hesperian already had a lot of traffic and she asked how the proposed drive-thru would impact the area. Manager Carrola-Cheng explained that the double drive-thru lane should eliminate any traffic problems and said maintaining the property was part of the lease agreement.

Regarding the three questions included in the staff report, Council Member Andrews said for environmental reasons a drive-thru wasn't ideal, but for the convenience of families and the disabled, she would consider supporting an amendment.

Council Member Wahab asked to see the location map and then asked if she should recuse herself because she lived nearby. City Manager McAdoo said she probably shouldn't make comments, but Manager Nguyen pointed out that no action was being taken.

Council Member Wahab said she loved Starbucks and there could never be enough even with the two already nearby. She said she was OK with the zoning text amendment as long as the drive-thru didn't create traffic on Hesperian. She pointed out that Hesperian was a main commuter route with traffic both in the morning and evening, so she wanted to make sure waiting cars were truly off the road. If a traffic study was conducted, she said she wanted access to be way back from Hesperian. Manager Nguyen said because this was a concept review, no traffic impact study was available.

Council Member Wahab said she also wanted parking so customers using the mobile app could go in to pick up their order rather than having to wait in the drive-thru line. She said she was not opposed to having a Starbucks at the proposed site at all and was supportive of amending the half-mile rule for drive-thrus. With higher density housing coming in, she said, the City would need higher capacity services.

Council Member Salinas said he respected the opinions of his fellow Council Members, but he didn't think this project was the game changer that justified a zoning text change amendment. He didn't realize the drive-thru would be two lanes, which seemed large, he said, and noted the parcel would be busy.

Although he acknowledged densities were increasing, Council Member Salinas said that didn't necessitate changing city-wide zoning to allow more fast food and coffee shops. Regarding the three questions in the staff report, he said this project didn't move him enough to support a zoning text change amendment; the size of the proposed drive-thru would eliminate other office and commercial opportunities at the site; and he was leery about allowing the drive-thru because Council had been outspoken against them and there were already two more planned for the Kmart site. He said he understood Council Member Andrews comment about convenience but allowing the amendment would have impacts city-wide. Council Member Salinas said he was not convinced this project was the right one and said he would not be supportive.

Council Member Wahab acknowledged that she frequently complained about the redundancy of Hayward business types, but she noted the revenue generated by Starbucks was significant. She also noted the convenience of grabbing food at Starbucks, the previously mentioned community benefits, and that other cities have Starbucks on every block.

Council Member Andrews said she understood Council Member Salinas' concerns but wondered how long it would take for office to come in if this project was denied. She cited Consultant Marie Anderson's earlier comment that no retail other than those with drive-thru expressed interest and said she didn't want the site to sit empty.

Council Member Andrews asked staff if Council approved the zone text amendment, could they still tell other fast food restaurants no. City Manager McAdoo said the amendment would change the guidelines for everyone. Assistant City Manager Ott agreed, pointing out the City could not spot zone. She then asked Planning staff if there was a way to focus on use and was told no.

Assistant City Manager Ott asked staff if the site would also require a variance and was told no. Because the drive-thru was shorter than the previously proposed hotel use, Associate Planner Hahn, said a variance was no longer needed.

Council Member Andrews reiterated her concern that the lot would sit empty rather than allow a use that could generate revenue. Council Member Salinas explained that he just used office as an example, something else could come in but Council Member Andrews reminded him that no other commercial uses had expressed any interest.

Manager Nguyen pointed out that the slide showing estimated Starbucks revenue was not completely accurate. Although sales tax is 10% in Alameda County, he said, Hayward would only receive 1% of total sales tax collected. He also noted that this project was approved with a commercial building on this site so whether it was office or commercial space, something would have to be built per the conditions of approval

Council Member Salinas asked staff if any further comments were needed. Assistant City Manager Ott commented that since there wasn't consensus the applicant would need to digest what they heard.

She pointed out the full Council may have some of the same concerns.

Council Member Salinas asked if there was a timeline and City Manager McAdoo said it was up to the applicant.

Council Member Andrews commented that Starbucks had enough money to add office space above the coffee shop. Council Member Salinas said that would be interesting. Ms. Stevens asked Council Member Salinas if adding a second story for office would be a game changer and Council Member Salinas said it would be if there was rooftop seating. Assistant City Manager Ott suggested the applicant consider a more intensive use at the site.

3. UPDATE ON COVID-19 ECONOMIC RECOVERY SMALL BUSINESS ASSISTANCE GRANTS AND COMMUNITY DEVELOPMENT BLOCK GRANT FUNDED SMALL BUSINESS ASSISTANCE GRANTS

Economic Development Manager Nguyen introduced the item by acknowledging the hard work of his team members. Not only did his one Specialist and part-time Admin continue to deliver concierge services to incoming businesses, he said but also deliver an award-winning program of grants to existing minority and woman-owned Hayward small businesses.

Council Member Andrews said she was glad to hear so many businesses were taking advantage of the program including black-owned businesses. She thanked staff for putting together the list of those businesses. She asked staff if business owners could use grants to pay for security measures like safes and triple-pane glass and was told yes.

Council Member Wahab thanked staff for providing grants to a diverse selection of businesses and for providing the demographic data. She also noted grants given to veterans and the disabled could be lumped together.

Council Member Salinas echoed the comments of his colleagues.

4. FUTURE MEETING TOPICS AS OF APRIL 28, 2022

Council Member Andrews said she would like to see a capacity analysis of the Economic Development Division staff. City Manager McAdoo confirmed she wanted to add an item to the Future Meeting Topics list and was told yes. Council Member Andrews said she would like to see an assessment of how many staff persons were needed to get everything done, the focus of the team, and what CEDC members should let sit if there wasn't enough capacity. City Manager McAdoo said staff could give an update of the Strategic Road Map and the Economic Development Division programs identified there as well as a workload assessment. Assistant City Manager Ott mentioned a recruitment for another Specialist was underway.

City Manager McAdoo requested an item to discuss public art be added to the list.

Council Member Wahab said she would like to see an update on high-speed fiber optics be pushed to the top noting a lot of things had changed since it was last discussed. She said staff needed to focus on getting broadband to the same businesses that received grants so they could up their capacity.

Council Member Wahab also requested an update on cannabis noting many permits had been issued more than a year ago, but very little traction was being made. Business diversity was one thing, she said, but businesses that could benefit the City should be first and foremost and having unused cannabis permits was a monetary loss to the City. She pointed out that those revenues could be used for both short-term projects and long-term liabilities to create stability moving forward. City Manager McAdoo said staff could look at the length of permitting but noted most had been moving forward with each project facing different challenges for different reasons.

Council Member Salinas said he wanted to discuss closing the alley next to Rokit Burger on B Street during the summer for outdoor amenities. City Manager McAdoo suggested the Downtown Hayward Improvement Area representative come give an update on that and other activities. Council Member Salinas asked if an update could be presented at the June CEDC meeting and Manager Nguyen said the meeting agenda was full but he would see what could be moved around.

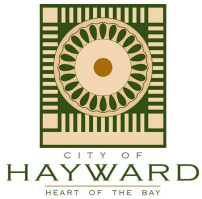
COMMITTEE MEMBER ANNOUNCEMENTS AND REFERRALS

Economic Development Manager Nguyen announced the Together for Hayward Gift Card Program video had been released and City Manager McAdoo confirmed the link went to the entire City Council. Manager Nguyen noted a 30% jump in gift card sales occurred after its release.

Manager Nguyen also announced that the Economic Development Team had launched two new programs since the last meeting: the Restore and Reopen Façade Improvement Program and the Restaurant Relaunch Program. Of the nine ARPA-funded programs, he said, five had been launched since July of 2021.

Economic Development Manager Nguyen also announced two ribbon cutting events on Saturday at 11am for Soheila Bakery (hosted by the Hayward Chamber of Commerce) and La Victoria's Taqueria by ED staff. He invited members to come see La Vic's brand-new building and enjoy a mariachi band and their famous orange sauce.

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



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777 B Street
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File #: RPT 22-036

DATE: May 26, 2022

TO: Council Economic Development Committee

FROM: Assistant City Manager/Development Services Director

SUBJECT

Preliminary Concept Review: Main & B Mixed-Use Development at 966 B Street

RECOMMENDATION

That the Council Economic Development Committee (CEDC) reviews the report and provides feedback on the project proposal to the developers at the May 26, 2022 CEDC meeting.

SUMMARY

The project developers, business partners Dave Waite, Mike Nelson and Chris Music, are proposing to redevelop the property at the northwest corner of the intersection of B Street and Main Street in downtown Hayward with a new six-story mixed-use development. The project would feature 1,200 square feet of commercial space, a residential lobby and a parking garage with subterranean automated stacked parking on the ground floor, and five floors of residential apartments above. The building would contain 30 apartments, with 10 one-bedroom units and 20 two-bedroom units. The current zoning and General Plan land use designations for the property allow for the development of up to 20 units. The developers are proposing to provide 15% of those 20 units (or 3 total units) as affordable to very low-income households. Therefore, the project is entitled to a 50% density bonus under State Density Bonus Law, which would allow for up to 10 additional units, or 30 total units (3 affordable units for very low-income households and 27 market-rate units).

ATTACHMENTS

Attachment I	Staff Report
Attachment II	Developer's Presentation



DATE: May 26, 2022

TO: Council Economic Development Committee

FROM: Assistant City Manager/Development Services Director

SUBJECT: Preliminary Concept Review: B & Main Mixed-Use Development at 966 B Street

RECOMMENDATION

That the Council Economic Development Committee (CEDC) reviews the report and provides feedback on the project proposal to the developers at the May 26, 2022 CEDC meeting.

SUMMARY

The project developers, business partners Dave Waite, Mike Nelson and Chris Music, are proposing to redevelop the property at the northwest corner of the intersection of B Street and Main Street in downtown Hayward with a new six-story mixed-use development. The project would feature 1,200 square feet of commercial space, a residential lobby and a parking garage with subterranean automated stacked parking on the ground floor, and five floors of residential apartments above. The building would contain 30 apartments, with 10 one-bedroom units and 20 two-bedroom units. The current zoning and General Plan land use designations for the property allow for the development of up to 20 units. The developers are proposing to provide 15% of those 20 units (or 3 total units) as affordable to very low-income households. Therefore, the project is entitled to a 50% density bonus under State Density Bonus Law, which would allow for up to 10 additional units, or 30 total units (3 affordable units for very low-income households and 27 market-rate units).

BACKGROUND

The subject property measures 0.176 acres (7,668 square feet) and was previously occupied by a commercial building that was destroyed by a fire in January 2020. The building was originally constructed in the early 20th century and was occupied by various commercial tenants over the years. Before it was destroyed by the fire, the building was mostly vacant except for a nail salon, and was slated to house a new 2,363-square-foot cocktail bar (the 990 Bar and Lounge), which had been approved by the Council. The City issued a demolition permit to remove the remaining portions of the structure that were damaged by the fire in late January 2020, and the site has remained vacant and fenced off since that demolition work occurred. The property is located approximately one quarter of a mile from the Hayward BART Station.

DISCUSSION

Proposal

The developers are proposing to redevelop the site with a six-story mixed-use development that would contain commercial space, a parking garage, a lobby and ancillary spaces for the residential units on the ground floor, and 30 residential apartments on the upper five floors of the building. The commercial space would contain approximately 1,200 square feet and feature entrances along both Main Street and B Street, while the residential lobby would be situated along Main Street. The remainder of the ground floor would consist of a residential leasing office, mail room, trash and bicycle storage rooms, mechanical rooms, and a parking garage containing 29 vehicular spaces that would be located underground and controlled by an automated parking stacker system. The entrance to the parking garage is proposed to be located off the existing public alley separating the site from the adjacent property to the west at 954 B Street.

Floors two through five would each contain two one-bedroom units and four two-bedroom units, while the sixth floor would also contain two one-bedroom units and four two-bedroom units, but with smaller floorplans than those on the lower floors. The remaining floor area on the sixth floor would consist of balconies located along and overlooking B Street. A large rooftop deck would be provided as outdoor private open space for the building's residents and additional space would be reserved for a rooftop solar photovoltaic system installation.

Required Entitlements/Process

Use and Density. The proposed use of the site would be consistent with the Zoning District and General Plan. The subject property is located within the Downtown Specific Plan area, and is currently zoned Downtown Main Street (DT-MS) with a General Plan land use designation of Central City – Retail and Office Commercial. The Central City – Retail and Office Commercial land use designation allows for a residential density range of 40 to 110 units per acre. Both the DT-MS District and the Central City – Retail and Office Commercial land use designation allow for mixed-use development containing ground-floor commercial uses with residential uses on upper floors.

The project site measures 0.176 acres in size. As such, when applying the maximum allowable density of 110 units per acre, the maximum number of units that could be permitted on the site is 19.36. When calculating for a density bonus, State law requires that all fractions be rounded up to the next whole number. As such, under the current zoning and General Plan land use designations, the developers can propose up to 20 units on the site. By proposing to provide 15% of these units, or 3 total units, as affordable to very low-income households, the developers are entitled to a 50% density bonus under Density Bonus Law. A 50% density bonus above the base number of allowable units (20 units) equates to 30 total units. This total includes the three affordable units, as well as 27 units that may be offered at market-rate.

Pursuant to Hayward Municipal Code (HMC) Section 10-19.130, all applications for density bonuses require approval by the Planning Commission. Furthermore, pursuant to HMC

Section 10-28.5.3.030, Major Site Plan Review is required for all projects creating more than 5,000 square feet of impervious surface area. The proposed plans feature 7,668 square feet of impervious surface, with the building footprint covering the entire lot. As such, Major Site Plan Review is also required and would be conducted by the Planning Commission concurrently with the review of the Density Bonus application.

Development Standards. For density bonus projects that offer 15% of units affordable to very low-income households, the City is required to grant up to three incentives/concessions that result in identifiable and actual cost reductions for the project. Furthermore, the City must also grant any waivers, or reductions in any development standards, that would physically prevent the project from being built at the allowable density of 30 units¹.

At this time, the developers have not prepared complete plans for the project, so it is not possible to determine if the project complies with all the applicable development standards of the DT-MS District. For now, the only waiver they are anticipating requesting is an increase in the maximum allowable lot coverage from 95% to 100% in order to develop the entire site with the proposed building. This would be an example of a waiver of a development standard that the City would be required to grant under State Density Bonus law, since the developers could argue that a 95% lot coverage limit could physically prevent them from being able to build the 30 units that they are permitted through the Density Bonus. Currently, the developers intend to comply with all other applicable development standards of the DT-MS District without requiring any additional waivers.

With regard to parking, under Density Bonus Law, for projects that offer 15% of the units affordable to very low-income households and that are located within one-half mile of a major transit stop such as a BART station, the City can require up to 0.5 parking spaces per unit. For the proposed project, this would equate to 15 parking spaces. Currently, the developers are proposing to provide 29 spaces within an underground parking garage that would be accessed by an automated stacking system. As such, the project would exceed the minimum 0.5 space per unit parking requirement by providing nearly one parking space per unit. However, the developers could request a reduction in the parking requirement by utilizing one of the three incentives/concessions they are entitled to on the grounds that they could realize real and identifiable cost reductions to the project by providing less or no parking. In such a scenario, the City would not be able to deny this type of request.

Affordable Housing. The proposed project would be subject to the City's Affordable Housing Ordinance (AHO), and details of how the project would comply would be reviewed and evaluated through a formal process conducted by the City's Housing Division if and when the developers decide to proceed with a formal development application.

The developers are considering providing 15% of the units (or three total units) as affordable to very low-income households. This would exceed the minimum requirements of the AHO, which requires that six percent of units in new residential rental projects be affordable, with

¹ Note that the City is not required to waive or reduce any development standards that would cause a public health or safety problem, cause an environmental problem, harm a historical property, or be contrary to law.

three percent affordable to low-income households and three percent affordable to very low-income households.

Questions for CEDC Members

Staff and the project developers are interested in obtaining feedback from the CEDC regarding the proposal and offer the following questions for discussion:

1. Does the CEDC have any initial reactions to the mixed-use development concept at this location?
2. Is there a specific type of retail/commercial use that the CEDC would like to see as potentially occupying the proposed commercial space?
3. Are there any other features that the CEDC would like the developers to consider incorporating into the project?

NEXT STEPS

Following feedback from the CEDC, the developers will decide if they want to continue moving forward with a formal development application.. If they do, at a minimum, the proposal will require submittal of an application for Major Site Plan Review and a Density Bonus which will require review and approval by the Planning Commission.

Prepared by: Sara Buizer, Deputy Development Services Director

Recommended by: Jennifer Ott, Assistant City Manager/Development Services Director
Paul Nguyen, Economic Development Manager

Approved by:



Kelly McAadoo, City Manager

Development at Main & B Hayward

ED Preliminary Concept Review



May 26, 2022



Executive Summary

The corner of Main & B will be the future home of a premium, 6-story mixed use development. The ground floor will consist of retail and parking followed by five floors of residential, all capped by a rooftop deck, showcasing breathtaking views of downtown Hayward and beyond. Our goal is to deliver a cornerstone property worthy of this central location in the rapidly developing downtown sector.



Intro to Proponents



Dave Waite:

Dave devoted most of his early career to Land Home Financial and was instrumental in growing it from a small family-run business to the large mortgage bank that it is today. Dave was in charge of the strategic build-out of Land Home Financials' information systems, as well as the establishment of the subservicing of all loan production.

With the rebound in the Bay Area real estate market beginning in 2010, Dave has focused his attention to real estate investments through venture capital lending and direct development opportunities. He was able to take full advantage of the market opportunities by connecting investors with his extensive networks of real estate developers, and by using his experience as a real estate appraiser to spot optimal investment properties.

Some of Dave's projects included:

- **Consulted with a private money fund to help wind down the fund with over \$50MM in assets.** This involved making strategic decisions, at the asset level, of the best course of action to maximize return. Dave managed the negotiations on sales of properties, loan modifications, and sale of notes. He also strategically selected properties for development opportunities.
- **Secured private money financing for over \$500MM for residential construction projects** in the San Francisco Bay Area. These projects consist of ground up spec homes, small residential subdivisions and home renovations for resale.
- **Investor partnerships 2015 to Present.** Converted six multifamily apartments in San Francisco, creating 53 remodeled TIC units which sold for \$50MM. Also renovated and sold over 100 single family homes in some of the most desirable neighborhoods of the Bay Area. Most recent land development deal includes a four-lot single family home subdivision in Danville Ca and a 12 lot subdivision in Half Moon Bay CA. Dave's deep knowledge of the local market, combined with a higher price point of the properties, yielded significant profits.



Mike Nelson:

Mike has been involved in Bay Area real estate since 2006. His primary focus, up until recently, has been in the single-family residential space. He and his team enjoy many aspects of real estate. They love being able to create and provide new housing through ADU's, as well as taking a property that is uninhabitable and turning it into a beautiful space that any family will be proud to call home. He is very excited to be a partner of the project at 966 B St. He has worked very hard and long to develop the skill set necessary to create a one of a kind, breathtaking property that will display the pride and love of the city of Hayward.

Chris Music:

Chris began his real estate career in 2012 with the purchase of a dilapidated single-family home in Oakland, he has since been involved in over 150 projects of varying sizes. With a systematic, analytical approach, Chris has redeveloped distressed properties throughout the Bay Area, providing safe housing to combat the state-wide crisis. Over the past decade, he has continued to develop and refine his skills while branching into several different aspects of real estate.



Toby Long, AIA NCARB:

Toby Long, AIA NCARB, is a licensed architect with more than 25 years of experience in the design and construction of unique and sustainable prefabricated building projects. After graduating from the Rhode Island School of Design, he began his professional career in California, starting his practice in 1998. Within a few years, he and his firm were specializing in offsite and prefabricated building methodologies, which launched CleverHomes, and set the trajectory of his career and established the expertise of his studio.

The CleverHomes brand is built around an integrated system of design, fabrication, and construction. Toby and his team design and coordinate unique prefab and modular construction projects that span residential, institutional, and mixed-use buildings.



Since 2001, tobylongdesign and the CleverHomes brand have been leaders in the prefab construction industry, promoting progressive and next-generation construction ideologies across California and the Western US.

Our work on residential projects has grown over the last 21 years, from hundreds of single family homes, to the emerging market of prefab multifamily and mixed-use construction projects. We have been honored to work with many inspired developers, seeking a better way to build their projects.

We are on a simple mission to bring good design to the prefab industry, which has traditionally lacked a celebration of architecture

Toby Long, AIA NCARB

CA License: C-28651

CO License: ARC00406364

NV License: #8740

WY License: C-3566

NC License: 15101

prefab multifamily and mixed-use projects



cleverhomes by tobylongdesign

6114 LA SALLE AVENUE #552, OAKLAND CA 94611
WWW.CLEVERHOMES.NET 415.905.9030 TOBY@CHXTLD.COM



3rd Street Apartments Cathedral City, CA

440 apartment units
150 room hotel
100,000 sqft commercial space

In Review
Approvals - Fall 2022
Construction - Fall 2023



Wall Avenue Apartments El Cerrito, CA

145 apartment units
3,000 sqft commercial space

In Design
Approvals - Completed
Construction - Spring 2022

Alameda Avenue Apartments
El Cerrito, CA

90 apartment units
2,500 sqft commercial space

In Permitting
Approvals - Completed
Construction - Fall 2022



The Civic
El Cerrito CA

50 apartment units
5 live-work spaces

In Permitting
Approvals - Completed
Construction - Spring 2022

Walnut Street Apartments
San Carlos, CA

12 apartment units

Completed - Summer 2018



El Camino Apartments
Menlo Park, CA

9 apartment units

In Permitting
Approvals - Completed
Construction - Spring 2022



Villas 3 at Obsidian
Mammoth Lakes, CA

30 duplex units

Approvals - Spring 2022
Construction - Summer 2022

**Hopkins Village
Workforce Housing**
Truckee, CA

45 duplex units

Approvals - Completed
In Construction



**Jackson Hole
Workforce Housing**
Jackson, WY

12 units

Approvals - Summer 2022
Construction - Fall 2022



Shearman Development
Incline Village, NV

5 live-work units

Approvals - Fall 2022
Construction - Summer 2023



1330 ECR
Redwood City, CA

132 Units

Approvals - Summer 2022
Construction - Fall 2023

Langtree Condos
 Mooresville, NC

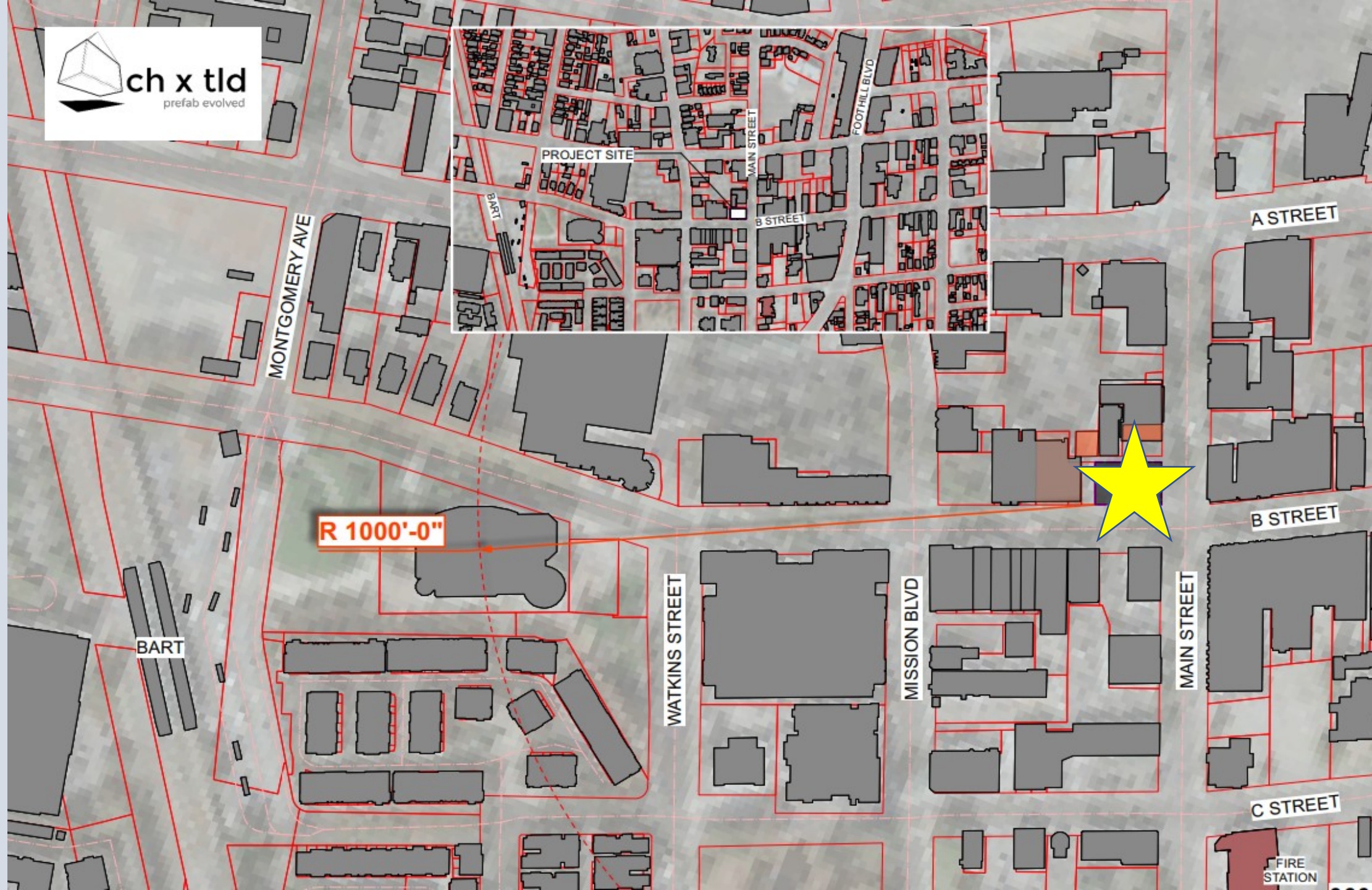
55 Luxury Units

Approvals - Summer 2022
Construction - Winter 2023



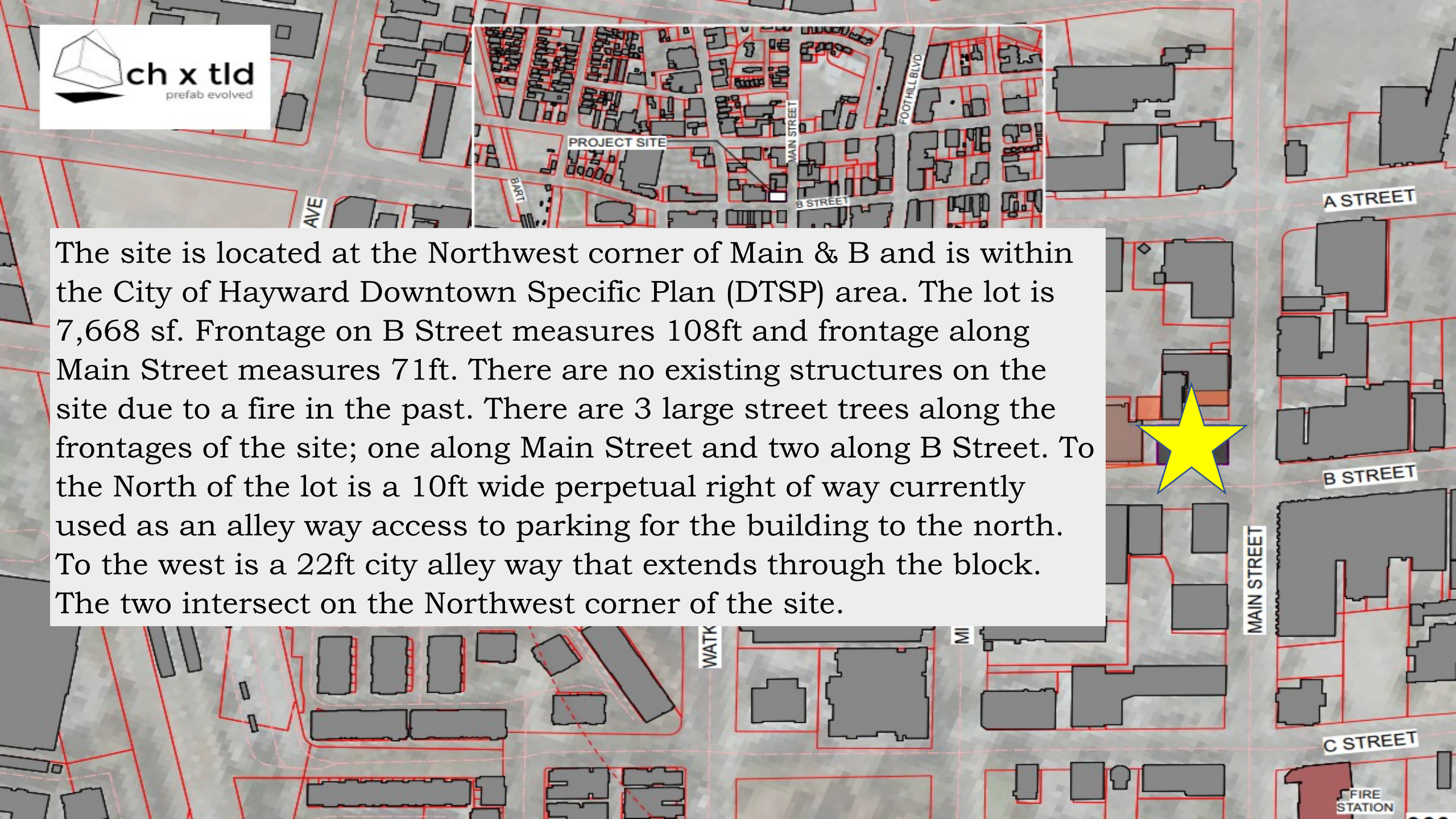


Overview of Existing Conditions





The site is located at the Northwest corner of Main & B and is within the City of Hayward Downtown Specific Plan (DTSP) area. The lot is 7,668 sf. Frontage on B Street measures 108ft and frontage along Main Street measures 71ft. There are no existing structures on the site due to a fire in the past. There are 3 large street trees along the frontages of the site; one along Main Street and two along B Street. To the North of the lot is a 10ft wide perpetual right of way currently used as an alley way access to parking for the building to the north. To the west is a 22ft city alley way that extends through the block. The two intersect on the Northwest corner of the site.





Overview of Proposed Concept



Overview of Proposed Concept

The proposed project consists of removing the existing building pads and basement of the former buildings. Access to the internal parking stacker systems is proposed to be from the alleyway on the West side of the site. The main entry for the residential units is proposed on the Northeast of the Main Street frontage. Shopfront commercial uses are proposed to wrap the corner at Main & B to the DTSP required 40ft shopfront depth from Main Street. Floors 2-6 consist of 30 residential apartments including 10 one-bedroom and 20 two-bedroom units. A large rooftop amenity space is proposed above level 6. Per the DTSP affordable units are required to be 3% low income and 3% very low income of a total of 6% affordable units. The project proposes 15% very low income in place of the 3% low and 3% very low required by Section 10-17.215. Affordable units are proposed as being distributed throughout the building and of comparable size and quality to the market rate units. Per Article 29, 15% Very Low Income units allows for 3 concessions and a parking reduction from DTSP requirement of 1 space per unit to 0.5 spaces per bedroom. The waiver currently proposed for the project is for 100% lot coverage instead of a 95% lot coverage required by the DTSP. No concessions are proposed as this time. The project reserves the right to apply up to 3 concessions and a greater number of waivers in the future permitting phases as allowed by state bonus density law mentioned above.

The project team looks forward to working with you and the department to bring this landmark building to the City of Hayward on the prominent corner of Main and B.

PREVIOUS PROPOSAL

B. Number of Units	
Units per Building	Unrestricted ¹
Buildings per Lot	1 max.
¹ Number of units limited by parking requirements in Subsection F of the Zone standards	

34 UNITS (4 VERY LOW INCOME)

(18) ONE BED

(16) TWO BED

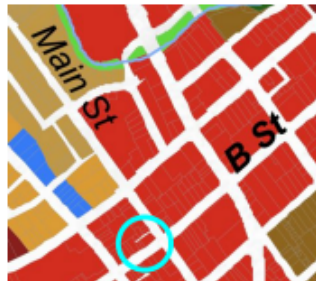
(29) PARKING SPACES

BASIS OF PARKING DETERMINS NUMBER OF UNITS PER NOTE 1

PARKING PROPOSED 0.5 SPACES PER BED

29 SPACES FOR 34 UNITS

11% VERY LOW INCOME UNITS = 3.74 AFFORDABLE UNITS (ROUND UP TO 4 UNITS)



Mixed-Use Land Use Designations

- Sustainable Mixed-Use
- Commercial/High-Density Residential
- Central City-Retail and Office Commercial**
- Central City-High Density Residential

Central City-Retail and Office Commercial

Development Standards

- Maximum FAR: 1.5
- Density (only applies to mixed-use and residential projects): Maximum densities vary greatly based on the property's zoning and proximity to regional transit. **Maximum densities range from 40 to 110 dwelling units per net acre.** Minimum densities are not required.

REVISED PROPOSAL

30 UNITS (3 VERY LOW INCOME)

(10) ONE BED

(20) TWO BED

PARKING CAN REMAIN AT 29
OR BE REDUCED
OR BE ELIMINATED ENTIRELY
THROUGH A WAIVER

CITY CLARIFIED GENERAL PLAN OVERRIDES SPECIFIC PLAN

DENSITY MAX IS 110 UNITS PER ACRE @ SITE AREA OF 0.176 ACRES
0.176 ACRES X 110 UNITS/ACRE = 19.36 UNITS (ROUND UP TO 20)

20 BASE UNITS (WITHOUT AFFORDABLE BONUS)

15% VERY LOW INCOME OF 20 BASE UNITS = 3 AFFORDABLE UNITS

50% DENSITY BONUS = 20 BASE UNITS * 50% = 10 BONUS UNITS

PARKING CAN REMAIN AT 29 OR

DENSITY BONUS LAW IS NOW 0.5 SPACES PER UNIT

PARKING REQUIRED IS ONLY 15 SPACES (0.5 X 30 UNITS) OR

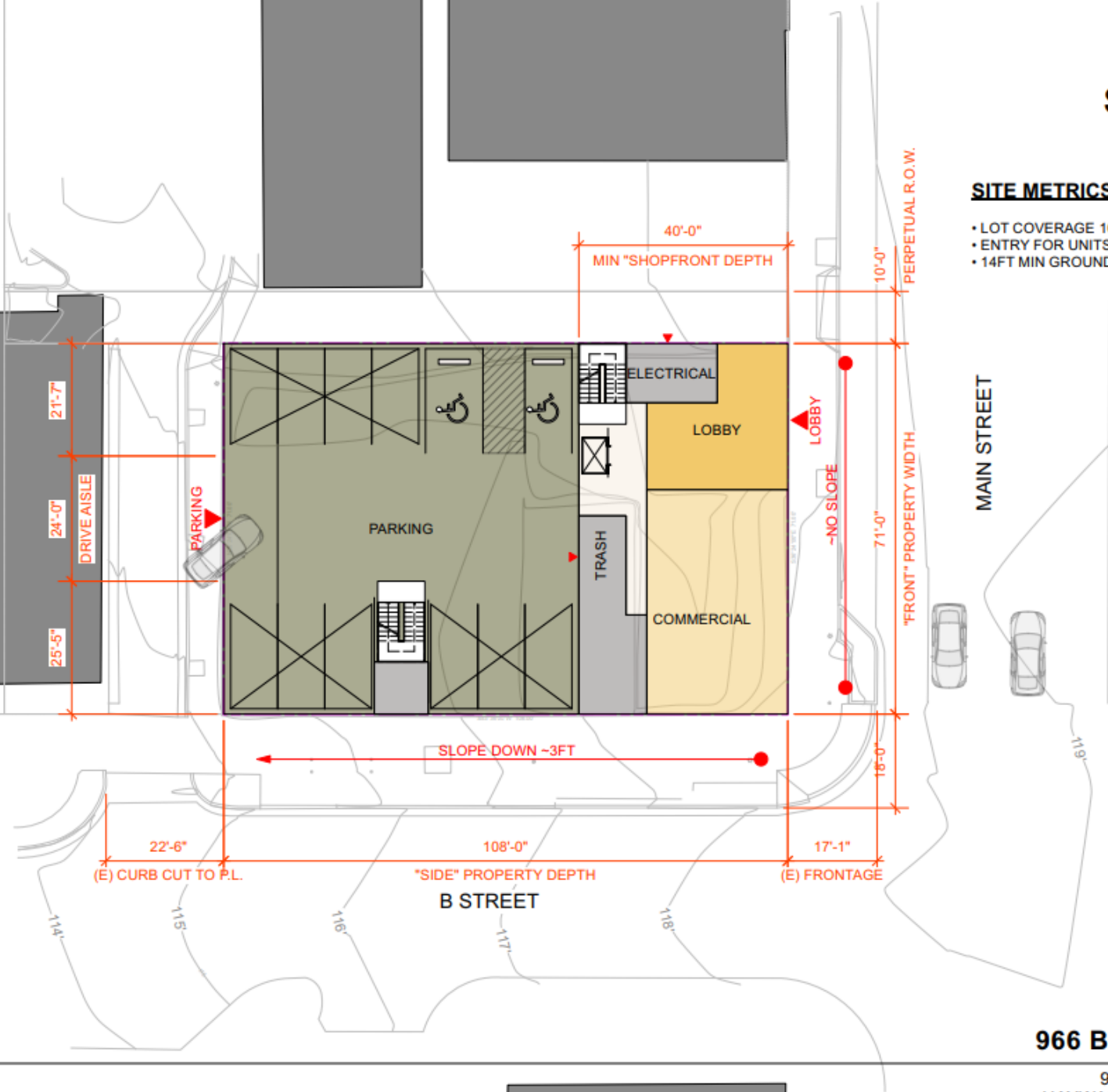
PARKING CAN BE ELIMINATED ENTIRELY THROUGH A WAIVER

966 B STREET

966 B STREET
HAYWARD, CA 94541

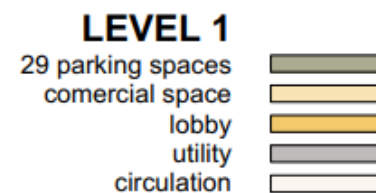
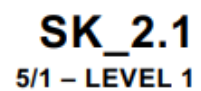
SITE METRICS

- LOT COVERAGE 100% (WAIVER REQ'D)
- ENTRY FOR UNITS REQ'D ON MAIN ST.
- 14FT MIN GROUND FLOOR CEILING HT.



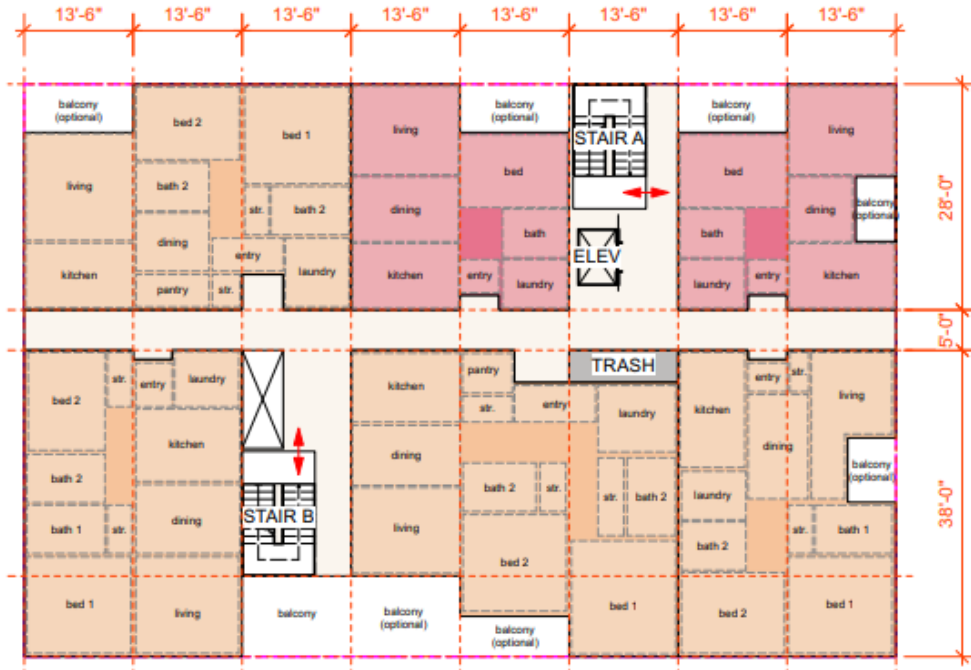
966 B STREET

966 B STREET
HAYWARD, CA 94541



966 B STREET

966 B STREET
HAYWARD, CA 94541



LEVELS 2-5

- (2) one bed
- (4) two bed
- circulation
- amenity
- utility

-----> @ 4 levels

(8) one bed
(16) two bed



(2) one bed
(4) two bed

-----< @ 4 levels

LEVEL 6

- (2) one bed
- (4) two bed
- circulation
- amenity
- utility

(30) TOTAL UNITS

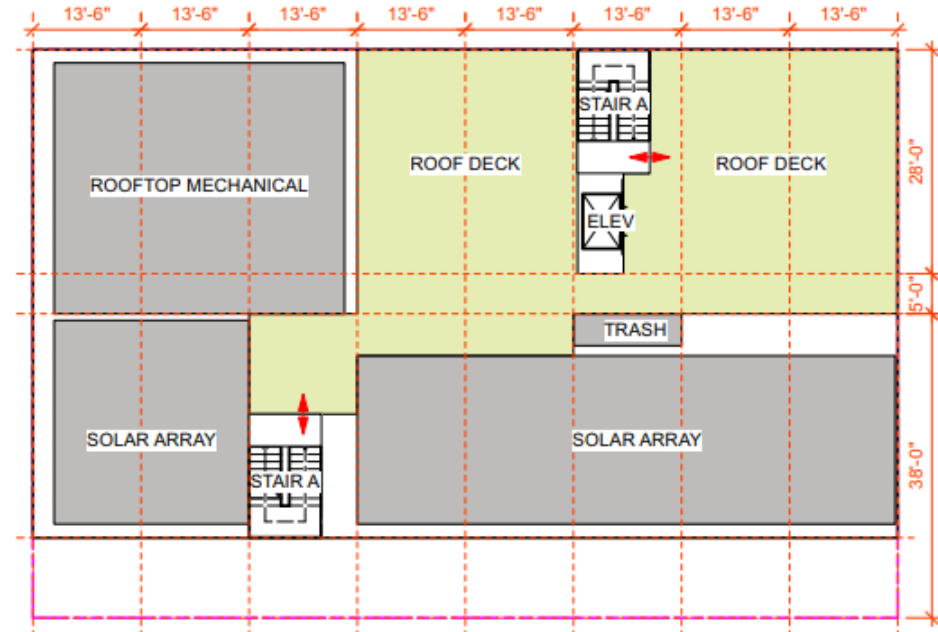
parking req'd w/ affordable housing
10 units x 0.5 = 5 spaces
20 units x 0.5 = 10 spaces
total parking req'd = 15 spaces
proposed parking = 29 spaces

density bonus
requires 0 offsite parking
15% very low income affordable units



966 B STREET

966 B STREET
HAYWARD, CA 94541



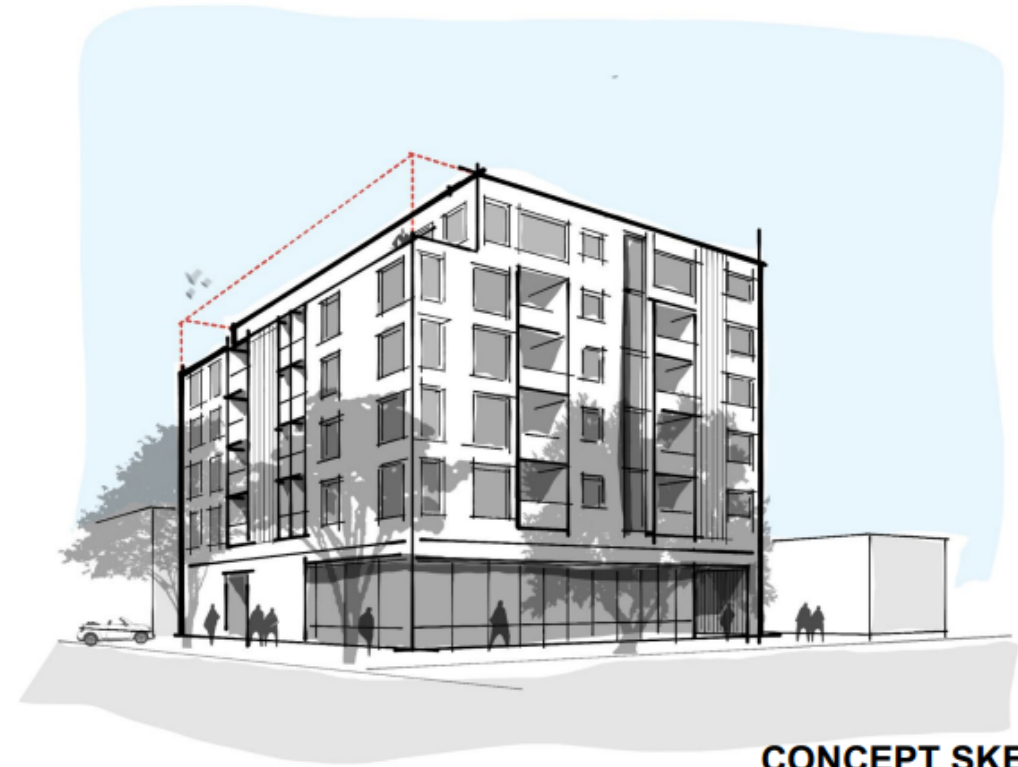
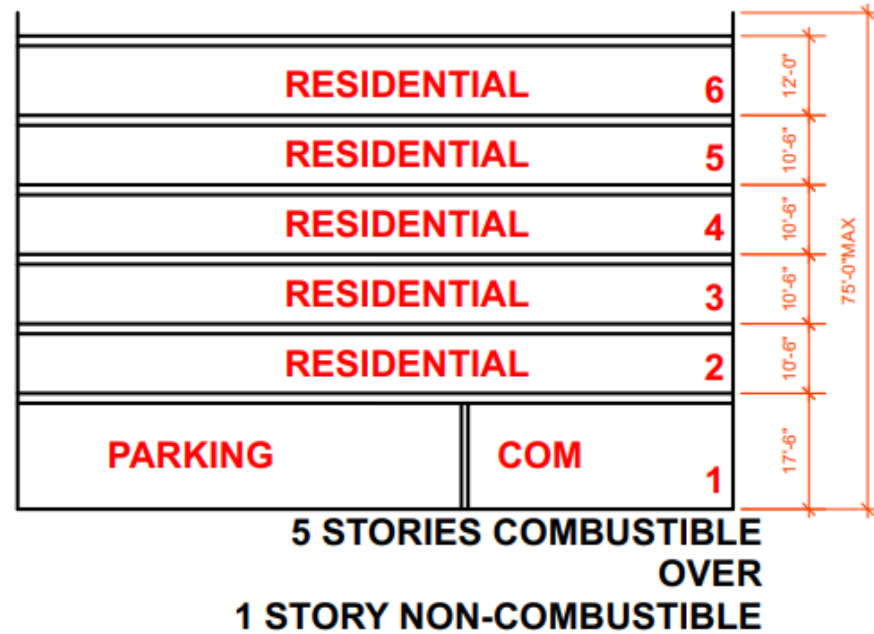
ROOF (OPTION 2)

(~2,300sf) roof deck

mechanical / utility

larger roof deck = two exits





CONCEPT SKETCH



966 B STREET

966 B STREET
HAYWARD, CA 94541



Questions for CEDC



Questions for CEDC

Is there anything in particular that the downtown area could use from a retail standpoint?



CITY OF HAYWARD

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

File #: RPT 22-059

DATE: May 26, 2022

TO: Council Economic Development Committee

FROM: Economic Development Manager

SUBJECT

Update on COVID-19 Economic Recovery Restaurant Relaunch and Restore and Reopen Grant Programs

RECOMMENDATION

That the Council Economic Development Committee receives an update on the American Rescue Plan Act (ARPA) funded COVID-19 Economic Recovery Restaurant Relaunch and Restore and Reopen Façade Improvement Grant Programs.

SUMMARY

As part of the City of Hayward COVID-19 Economic Recovery efforts, \$250,000 was allocated from ARPA funding to implement the Restaurant Relaunch Grant Program and \$200,000 to implement the Restore and Reopen Façade Improvement Grant Program. This report provides a summary of the two grant programs and provides members of the Council Economic Development Committee (CEDC) with a progress update.

ATTACHMENTS

Attachment I Staff Report



DATE: May 26, 2022

TO: Council Economic Development Committee

FROM: Economic Development Manager

SUBJECT: Update on COVID-19 Economic Recovery Restaurant Relaunch and Restore and Reopen Grant Programs

RECOMMENDATION

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SUMMARY

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BACKGROUND

ARPA, also known as the COVID-19 Stimulus Package, included over \$65 billion in direct federal relief to cities in order to address the economic and fiscal impacts of the COVID crisis and to assist in the recovery of local communities. The City of Hayward received approximately \$38 million in local relief from the federal government to address the internal and external needs of the City associated with the COVID crisis. Approximately \$2 million has been allocated towards Economic Recovery efforts to support local businesses.

In June 2021, the CEDC reviewed the nine Economic Recovery programs to be implemented over 3 years to assist businesses adapt to the new changing economy. The nine adopted programs include: Hayward Open For Business Marketing Campaign, Together for Hayward Gift Card Program, Small Business Assistance Grant Program, Restaurant Relaunch Program, Façade Improvement Program, Get Digital Program, Hire Hayward Program, Earn and Learn Program, and the Tuition Assistance Program. Of the allocated \$2 Million, \$250,000 was designated for the Restaurant Relaunch Grant Program and \$200,000 for the Restore and Reopen Façade Improvement Program.

DISCUSSION

ARPA Restaurant Relaunch Grant Program

As one part of the larger COVID-19 Economic Recovery program, a total of \$250,000 was allocated for the Restaurant Relaunch Grant Program. This program is designed to create and enhance permanent and temporary parklets for outdoor dining, improve the exterior appearance of restaurants, reconfigure interior space to meet modern customer expectations and other improvements on an as needed basis for the participating businesses. The grant funds could assist with the purchase of furniture, outdoor heaters, umbrellas, landscape planters and other needed items. Businesses participating in the program can receive grants starting at \$10,000 that increase based on the needs of the business, the extent of the project proposed, and commitment of matching funds.

In order for a restaurant to qualify to participate in the program, the business must have been in operation at least 5 years, have no current Code Enforcement violations, and have an active, current business license.

ARPA Restore and Reopen Grant Program

The City of Hayward has a long history of offering façade assistance to businesses to help improve the visual presence. The Restore and Reopen Grant program allocates dollars that could be used for grants to assist businesses along the major commercial corridors. The funds could be used for repairs and exterior improvements including lighting, signage, windows, signs and related city permit fees. This program would help to combat blight and activates older dilapidated centers. Businesses participating in the program can receive grants starting at \$5,000 and will increase based on the needs of the business and the extent of the project proposed.

In order for a business to qualify to participate in the program, the business must have no current Code Enforcement violations and must have an active, current business license.

Architectural Bench and Project Management

Economic Development staff understands that in order for these two programs to have a maximum positive impact for the participating businesses, while also improving the look and feel of the City's commercial corridors, some professional design assistance would be needed. In January, the Economic Development Division released a Request for Proposals with the intent to create a bench of available architectural firms that would be available to work with the participating businesses to create designs, obtain needed permits, identify contractors to complete the work and manage the construction process. Four firms responded to the RFP and are under contract with the City of Hayward to provide these services. At the May 26 CEDC meeting, staff has invited one of the architecture firms to provide a brief presentation on the aesthetic goals that the program seeks to create. Approved projects will meet the

businesses needs for post-pandemic layouts, while incorporating elements of modern, bold and impactful design.

As businesses are selected to participate in the program, a project proposal is sent to each of the firms to bid on the design and project management of the project. Once selected, the architectural firm will meet with the business to identify the needed improvements and move the project forward. The cost of the architectural services is paid for by the City using the ARPA funds.

Application Period

On February 4, 2022, Economic Development staff opened the application period for both of these programs. Emails were sent to all restaurants and retailers in which the city had an email, as well as articles in The Stack newsletter, and the Chamber of Commerce newsletter. A business had to request an application be sent to them rather than an open link on the City's website. This process allowed staff to clarify the program with the follow up email that the grant is only for making physical improvements to the business. This program is different than the previous Small Business Assistance Grants, which covered items such as inventory and utility costs. A total of 64 applications were requested, and 21 applications were returned requesting participation. The application period closed on May 5, 2022.

While not required, the application did ask if the business would be willing to put up any matching dollars towards the improvements to assist with the project. This information will be used to help prioritize those project that receive funding as not all applications will be able to be assisted through the program. Other key selection criteria include geographic distribution of the awardees, prioritizing legacy businesses, and ethnicity and ownership characteristics of business-owners.

Next Steps

Staff are reviewing the applications and will be selecting restaurants to participate in the Restaurant Relaunch program and Restore and Reopen program. Once the initial selection is made based on meeting the program criteria staff will send out project bid notifications to the architectural bench to begin the design process. It is anticipated that 8 – 10 businesses will be served under each program.

ECONOMIC IMPACT

The dollars offered under these two programs allow these small businesses to make necessary improvements to continue to attract customers to their places of business. In addition, the additional service of the architect and project manager allows the small business owners to focus on running their business rather than diverting their attention to the construction projects.

FISCAL IMPACT

The funds used for both grant programs are allocated through Federal dollars the City has received through the ARPA program. No General Fund dollars are used for the grants. The only fiscal impact for the City is the staff time needed to implement the program which includes business outreach, processing and selection of applications, coordination with the bench of architects, verification of completed work and receipts, and issuing payments.

Prepared by: Catherine Ralston, Economic Development Specialist

Recommended by: Paul Nguyen, Economic Development Manager
Jennifer Off, Assistant City Manager

Approved by:

A handwritten signature in black ink, appearing to read 'K. McAdoo', is written over a horizontal line.

Kelly McAdoo, City Manager



CITY OF HAYWARD

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

File #: RPT 22-056

DATE: May 26, 2022

TO: Council Economic Development Committee

FROM: Assistant City Manager

SUBJECT

Future Meeting Topics as of May 26, 2022

RECOMMENDATION

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

ATTACHMENTS

Attachment I Future Meeting Topics as of May 26, 2022



**Council Economic Development Committee
Future Meeting Topics as of
May 26, 2022**

RESPONSIBLE STAFF	FUTURE MEETING AGENDA ITEMS	PRESENTATION DATE*
Economic Development	Economic Impacts of COVID-19 & Trends	Standing Item
Economic Development & Planning Staff	Review of Select Policies Impacting Businesses: Update to the Alcohol Beverage Outlet Ordinance	June 2022
Economic Development	Approval of CEDC Regular Meeting Schedule	July 2022
Economic Development	Informational Report on Publicly Available Art in the City of Hayward	July 2022
Economic Development	Report from the Downtown Hayward Improvement Association (DHIA)	2022
Economic Development	Hayward Upward Economic Recovery Plan Update: Open for Business Marketing Initiative	September 2022
Public Works/ Information Technology	Update on City Fiber/Broadband Initiatives (Following update to CIC)	2022
Economic Development	Impact of Cannabis Industry on Economic Development*	2022
Planning Staff	Update on Status of Issued Cannabis Permits	2022
Economic Development	Economic Development Division Staffing Capacity Analysis	2022

*Subject to change and data availability