

CITY OF HAYWARD

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



CITY OF
HAYWARD
HEART OF THE BAY

Agenda

Monday, December 5, 2016

4:00 PM

City Hall, Conference Room 2A

Council Economic Development Committee

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 16-111](#) Approval of Minutes of the Council Economic Development Committee Meeting on November 7, 2016

Attachments: [Attachment I Draft Minutes of 11/7/16](#)

REPORTS/ACTION ITEMS

2. [RPT 16-159](#) Economic Development Preliminary Concept Review: Project Concept Update - Market Rate Senior Housing Development at 29312 Mission Boulevard

Attachments: [Attachment I Staff Report](#)
[Attachment II CEDC Minutes from 12/7/15](#)
[Attachment III Project Description](#)
[Attachment IV Project Design](#)

3. **Concept Review Effectiveness (Oral Report Only)**

4. [RPT 16-160](#) Commercial Incentives Program Update

Attachments: [Attachment I Staff Report](#)
 [Attachment II Incentive Program Guidelines](#)

FUTURE AGENDA ITEMS

5. [RPT 16-161](#) Future Agenda Items

Attachments: [Future Meeting Topics](#)

COMMITTEE MEMBER/STAFF ANNOUNCEMENTS AND REFERRALS

ADJOURNMENT



CITY OF HAYWARD

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File #: MIN 16-111

Attached is a copy of the Draft Minutes of the Regular Council Economic Development Committee Meeting on November 7, 2016.



COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

MEETING MINUTES – November 7, 2016

CALL TO ORDER: Mayor Halliday called the Regular meeting to order at 4:02 p.m.

ATTENDANCE:

Committee Member	Present 11/7/16	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Michael Ly		2	1	2	1
Didacus-Jeff Joseph Ramos	✓	3	0	3	0
Mayor Halliday (Chair)	✓	3	0	3	0
Council Member Márquez	✓	3	0	3	0
Council Member Mendall	✓	3	0	3	0

OTHERS IN ATTENDANCE:

David Rizk, Director of Development Services; Sean Reinhart, Director of Library and Community Services; Micah Hinkle, Economic Development Manager; Paul Nguyen, Economic Development Specialist; Ramona Thomas, Economic Development Specialist; Kim Huggett, President and CEO, Hayward Chamber of Commerce; Suzanne Philis, Senior Secretary

PUBLIC COMMENTS

Hayward Chamber of Commerce President and CEO Kim Huggett reported on the visit to Sister City Funabashi, Japan, noting that at the Economic Forum, with Chamber representatives from both countries, products made in Hayward were presented to the host. He said by reaching out to the U.S. Embassy, he was able to reach a representative from the U.S. Department of Agriculture, in charge of imports into Japan, and arrange for a presentation. Mayor Halliday commented that it was a great event and the presentation on doing business in Japan was very interesting.

Director Reinhart announced the Topping Out Ceremony for the new main library happening that Thursday at 3:30pm at the construction site.

1. APPROVAL OF MINUTES OF SPECIAL MEETING OCT. 3, 2016

A motion to approve minutes made by Council Member Mendall with a second by Council Member

Márquez. Minutes from the October 3, 2016 Special Meeting were unanimously approved with Member Ly absent.

2. SALES TAX REVENUE GENERATORS UPDATED

Economic Development Manager Hinkle introduced Doug Jensen, the Vice President of Client Service for MuniServices who gave the presentation.

Members asked questions for clarification throughout the presentation and discussed the information presented in relation to upcoming and potential development projects. Council Member Mendall was impressed with the variety of sales tax revenues generated in Hayward and encouraged efforts to pursue collecting taxes from online sales as that demand continued to grow. Mr. Jensen estimated \$1-2 million would be distributed back to Hayward if the Tax Parity for Main Street Act was approved by Congress.

Members also discussed potential revenues if recreational marijuana use was approved by voters as well as potential problems that might arise.

3. FUTURE AGENDA ITEMS

Council Member Márquez asked when staff would be reporting back on the Pop-Up Program and Manager Hinkle said the program just launched. Specialist Thomas noted a meeting had already been held with property owners. Council Member Márquez asked if a fact sheet was coming and Manager Hinkle said yes, but first staff was focusing on identifying potential locations.

Council Member Mendall asked why the effectiveness of concept meetings was on the list and Manager Hinkle said although the CEDC had reviewed several conceptual projects, those projects had been more successful based on the feedback. Manager Hinkle confirmed Development Services would be presenting current and upcoming projects at the December CEDC meeting.

Mayor Halliday asked if Rouse Properties would be presenting updates to Southland Mall and Manager Hinkle said maybe next year.

Member Ramos requested the CEDC meet at the new Maker Space and Manager Hinkle said staff would make arrangements for a meeting in 2017.

Member Ramos also asked for a report on the impact of minimum wage increases and staff indicated it would take at least 6 to 8 months for data to be available.

Manager Hinkle said staff may provide a report in December on the impact of the Business Concierge Program on development and Council Member Mendall pointed out several projects reviewed by the Committee were currently under construction.

COMMITTEE MEMBER ANNOUNCEMENTS AND REFERRALS

Specialist Nguyen spoke about Manufacturing Day events on Nov. 3rd when Hayward, Castro Valley and San Leandro high school students toured local businesses including Hayward's Plastikon, Inland Metals, and Megebots. He explained that Megabots was an entertainment company that built

fighting robots large enough to hold two men and that owners had challenged a Japanese company to a fight in Dubai. Members requested a link to promotional videos be sent. Specialist Nguyen noted Megabots was an open Concierge case with a demonstration planned for 2017 and a third quarter event in Hayward. Council Member Márquez requested more notice for events like Manufacturing Day noting she received the invite on Monday for the Thursday event. Specialist Nguyen noted that invites go out weeks ahead for staff-organized events.

Specialist Thomas said she attended the ICSC Idea Exchange in Oakland on Nov. 4th where a panel discussed retail developments. A representative from Panera indicated a move toward automated ordering to save on employee costs and the increased revenues from a drive-thru, she said. Council Member Mendall said he would approve an exception to zoning regulations to allow a Panera drive-thru in Hayward because it was a healthy alternative to fast food.

Mayor Halliday mentioned she attended an East Bay Economic Alliance committee meeting where a presentation and panel discussion was given on three successful start-ups. She asked staff to find out if Hayward's tax on gross receipts included income from grants. Staff said they would have to find out.

Mayor Halliday commented that Hayward needed more creative spaces in the Industrial Crescent including developments with campus-like settings and that Council should be promoting that use. Specialist Nguyen responded that staff would be looking at place-making elements when revising the industrial zoning regulations. He noted that feedback from tech businesses was that Hayward was great for value prospect, but we needed more interesting spaces and food options to attract and retain talent.

Member Ramos suggested staff look at A Street for possible locations, but Manager Hinkle pointed out that most of those parcels were in the County. He noted that upcoming marketing materials would focus on quality of life amenities already here.

Mayor Halliday reminded everyone about Light Up the Season on Saturday, December 3rd.

ADJOURNMENT: The meeting was adjourned at 5:17 p.m.



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777 B Street
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File #: RPT 16-159

DATE: December 5, 2016

TO: Council Economic Development Committee

FROM: Economic Development Manager

SUBJECT

Economic Development Preliminary Concept Review: Project Concept Update - Market Rate Senior Housing Development at 29312 Mission Boulevard

RECOMMENDATION

That the Committee reviews this report and provides comments to the project proponent following their presentation at the December 5th meeting.

ATTACHMENTS

Attachment I	Staff Report
Attachment II	Minutes from 12/7/15
Attachment III	Project Description
Attachment IV	Project Design



DATE: December 5, 2016

TO: Council Economic Development Committee

FROM: Economic Development Manager

SUBJECT

Economic Development Preliminary Concept Review: Project Concept Update - Market Rate Senior Housing Development at 29312 Mission Boulevard

RECOMMENDATION

That the Committee reviews this report and provides comments to the project proponent following their presentation at the December 5th meeting.

SUMMARY

The concept review of preliminary project proposals is a service offered through the City's Economic Development Program and is targeted for catalyst developments where upfront feedback would provide valuable information to prospective developers. This project was originally presented to the CEDC at the December 7, 2015 meeting (See Minutes, Attachment II). The CEDC gave general feedback on the concept and the comments were generally positive; however, the project did not have specific project designs including project elevations. The project proponent has spent the last year developing more detailed plans and completing due diligence studies including a geotechnical study in which a fault line was identified on the eastern portion of the project site which is consistent with City findings on surrounding properties within the area. Given some of the physical constraints the project concept was modified (see Attachment IV).

Since the concept is still in a preliminary phase with no formal application, technical studies or complete plans to evaluate and formulate staff recommendations from a land use entitlement perspective have not been completed. The purpose of the concept review is to allow the project proponent to provide the Committee a basic understanding of what is being proposed and offer the Committee an opportunity to provide high-level feedback to the project proponent as to whether or not the concept, particularly related to land use, meets the City's goals for the site.

The feedback given is not to be considered by either the Committee or the proponent as any formal "approval" or "denial" of the project presented, as there is no formal application. Since the Committee includes three Council Members and the proposed project could require Council action for approval, the Council reserves the right to make an

approval or denial determination at a later time as is proper during the formal project review process based on project details and the proponent reserves the right to change the project as it moves through that same project review process.

BACKGROUND

The 4.2 acre project site is located at 29308 Mission Boulevard. It is located within the [South Hayward Bart/Mission Boulevard Form-Based Code](#) area. The Form-Based Code became effective on October 11, 2011 and establishes development regulations for properties in the area surrounding the South Hayward BART Station and along Mission Boulevard. The site has a ST4 designation, which allows between 17.5 and 35 residential units per acre and buildings up to four stories in height. The project also includes a separate parcel with a single family residential designation located at 794 Overhill Drive.

The Pristine Homes senior housing development concept is a community designed for residents age fifty-five years and over that would provide a lifestyle that reflects an active, energetic and engaged mindset of prospective residents. The proposed concept has been changed in unit count from 170 condominium units and six single-family homes to 200 condominium units and three single-family homes. The project architect has designed the project to meet the form based code requirements; however, staff has not made a determination of conformance. The concept includes various amenities including a health clinic, sport court, game room/fitness center, pool, flex space, commercial kitchen, dining hall, and small courtyards and roof-top decks for socializing and recreation.

DISCUSSION

Since the project is still in concept level, staff had recommended that the proponent present updated plans to the CEDC for feedback. The following identifies potential policy issues associated with this concept to guide the discussion session.

1. Design - Architectural design is a key component for the project given the site's visible location. More detailed elevations and architectural plans have recently been prepared and are attached. This project has been designed to meet the City's form based code for the Mission Corridor. The project proponent will provide greater details of the anticipated architectural design at the CEDC meeting.

Staff Analysis:

The subject property is located in a targeted growth area within the Mission Corridor and is located directly across the street from the Valle Vista Catalyst Development site. The subject property is a unique site that has access both from Mission Boulevard and Overhill Drive. The project design has provided development patterns consistent with the anticipated form-based code. The site is narrow and deep with elevation changes as slope rises from Mission Boulevard toward Overhill Drive. A fault-line runs along the eastern half of the property and is designed with site circulation and amenity space for the development. The project proponent would construct a podium level tuck-under garage

project with residential units located above. The overall density requires a density bonus for senior housing and would be on the upper end of the allowances. Full analysis of the density has not occurred at this phase and would need to be verified by Development Services. Overall, the project is targeting a high-quality, amenity-rich market rate housing project along the Mission Corridor.

The site would be highly visible as it would be the first major redevelopment along the corridor on the eastern hillside portion of Mission. The project is generally four stories and height as it moves up along the hillside and has tuck under parking built into the hillside. A formal determination will need to be made on the project height calculation from Development Services staff. Feedback from the CEDC on the project architectural designs and height would help the project proponent determine project direction and if they would like to proceed with the formal application process.

NEXT STEPS

The proponent will utilize the feedback provided by the Committee to guide their property acquisition and design decision-making processes. If the proponent elects to move forward and submits an application, Development Services staff will begin the formal review process.

Prepared by: Micah Hinkle, Economic Development Manager

Approved by:



Kelly McAdoo, City Manager



COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

MEETING MINUTES – December 7, 2015

CALL TO ORDER: Mayor Halliday called the regular meeting to order at 4:02 p.m.

ATTENDANCE:

Committee Member	Present 12/7/15	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Michael Ly	✓	3	0	3	0
Didacus-Jeff Joseph Ramos	✓	3	0	3	0
Navneet Ratti		2	1	2	1
Anjanette Scott	✓	3	0	3	0
Mayor Halliday (Chair)	✓	3	0	3	0
Council Member Jones	✓	3	0	3	0
Council Member Mendall	✓	3	0	3	0

3. ECONOMIC DEVELOPMENT PRELIMINARY CONCEPT REVIEW: MARKET RATE SENIOR HOUSING DEVELOPMENT AT 29312 MISSION BOULEVARD

Economic Development Manager Hinkle introduced the item noting the area was becoming more and more important because of the availability of sites. He introduced Developer Chu Rao who gave a presentation on the proposed Pristine Homes 55 and older active adult community.

Mayor Halliday clarified that the units would be ownership condominiums and that a meal plan would be available even for those units with a kitchen. Ms. Rao explained that all units would have a kitchen and that the meal plan option would be an alternative to cooking at home.

Mayor Halliday asked if staff had any concerns. Economic Development Manager Hinkle said no; the site plan for the project was developed by the Dahlin Group that was already familiar with the City goals for the area and the podium-level design fit well with the location; it was a high-amenity project not offered anywhere else; outside financing was already in place; the project would put Hayward on the map by

setting design and amenity standards; and the project followed the City's concepts for South Hayward.

City Manager David said the project matched the concept the City had for the flow of both the east and west side of Mission Boulevard and the trail connectivity coming through other parcels. She said the additional households would support the retail uses the City wanted on the northern corner. The only concern she had was the existing Form-based Code requirements; some changes would have to be made to the Code, but connectivity should be maintained.

Mayor Halliday asked if the site was close to another project approved many years ago and Director of Development Services Rizk explained that the entitlements for a project at the roller skating rink site had expired in 2006. Mr. Hinkle said that site was currently on the market and being pursued, but there were some environmental concerns. Mayor Halliday asked about the Pristine Homes site and Ms. Rao said it was all-clear. Ms. Rao also commented that the price for the skate rink land was too high, but she was still considering it for expansion later.

Member Ramos encouraged Ms. Rao to keep the project modular so she could easily expand later while still maintaining the desired walk ways and thoroughfares with neighboring pieces. The Committee reviewed the current thoroughfare plan.

Member Ramos said he agreed with all concepts as presented and now only needed the details. He pointed out the project did not represent gentrification; nothing was being lost except an ugly existing use.

Council Member Mendall said he was excited she was looking at Hayward and liked the concept of the project, but he expressed concern that more units were needed to support the proposed level of amenities. Ms. Rao clarified that there were 117 units for tenants 55 and older. He agreed with previous comments that connectivity for the area was important and said the project seemed to stand alone and wasn't quite what he envisioned. That said he was glad the City Manager thought the proposal fit with other plans for the area and that the entitlements on the skate rink project had expired. He concluded that he was intrigued by the project, not convinced this was the right location, but not opposed to it either.

Member Ly asked the price range for the proposed units and Ms. Rao said \$450,000 to \$700,000 for 1, 2, and 3-bedroom units. City Manager David pointed out that there were several very high-end units that hadn't been priced yet. Ms. Rao noted that all units would be single level, with a bathroom attached to each bedroom. She said square footage would range from 800 to 1,800.

Member Scott spoke in favor of more housing, especially for seniors, but expressed concern that the development be inclusive to all races including how it is marketed, the food, and the amenities. Ms. Rao said the goal was to create a lifestyle, which was not based on race.

Council Member Jones said the concept was great, there was a need for this type of housing, and that many current residents would appreciate having the option of being able to stay in Hayward as their needs changed. He said it was great product and that he would be supportive of this and any similar developments.

Member Ramos said the outside walls of the development separated it from surrounding parcels and suggested an open concept on all sides to keep it part of the puzzle. He acknowledged the parcel didn't have an open layout or design.

Mayor Halliday said Hayward absolutely needed this product, but she agreed with Member Ramos that the

Form-based Code required the development to be more open and that a trail running along the back of the development made more sense than a road. The Mayor acknowledged that until other uses filled in around the development connectivity was a challenge and she requested that Ms. Rao keep her options open.

City Manager David agreed with comments about connectivity, but noted for a community like this security was a major concern and most seniors would want to see that the development was not accessible to surrounding neighbors. She said the key was finding a balance.

Mayor Halliday thanked her for bringing the concept to Hayward, said feedback and concerns had been heard, and that the project was something the City did not currently have but did want. Ms. Rao said her only requested was that the City remains flexible and supportive of the project noting financial margins were thin.

Mission Senior Living Community is a planned 200-condominium project of much needed senior housing with services and amenities that will make this a unique and very desirable new community in Hayward, Alameda County, California. The project site consists of 5.6 acres located about 2 miles south of the Hayward City Hall, located on Mission Boulevard near the cross street of Valle Vista Avenue.

The gentle sloped building site is set with the backdrop of the Hayward Hills. The buildings' architecture has been designed to work with the site's topography by the way of the design terraces with the site and placing a majority of the parking areas below grade. Working with the site this way and connecting the three buildings with bridges creates a stronger pedestrian character that will be walkable for its residents.

A contemporary California Spanish architectural style has been selected for this project. The carefully detailed and articulated architecture with its variety of scale is influenced by architect Irving Gill's work. This character has been used to reflect Hayward's and California's rich heritage and works well with the surrounding hills and future Mission Boulevard development.

The community has been designed for independent living with a variety of unit types that will appeal to a good number of seniors in Hayward and the region. Homes that are of differing sizes but very comfortable in how they live. All homes have been designed to incorporate a private balcony or deck terrace, which face landscaped gardens, surrounding neighborhoods, or the natural hillside. A home where one can still live near their families but also have their independence and gracefully age in place. A "place" where one can enjoy an independent lifestyle, enjoy the ambience and the surrounding views, take a walk the hills, be able to entertain and cook for their friends and themselves, take advantage of BART to travel the Bay. But more than this, Mission Seniors is about creating community, a place where all residents can thrive together in the comradery that the surroundings, amenities and services promotes. Key to this is the emphasis on the indoor and outdoor relationship quality of this facility.

In creating the Community, we have designed three buildings that work together with the site to provide strong connections to the land and each other. This has led to the creation of a site plan and building designs that form various courtyards, gardens, recreational facilities that will provide for a future city-wide pedestrian east-west corridor in the foothills for the residents and Hayward residents to enjoy. While each building is connected by a pedestrian bridge they each provide unique services and amenities for the residents.

The mid building is the central hub of the community, the grand gathering place for all residents. This starts from its elegant two story Entrance Lobby at the southwest corner auto court that is visible from Mission Boulevard. From this Lobby an elevator leads to the development's core, Main Lounge, Library/Tech Center, Garden Courtyard,

Dining, Meeting Places, Recreational and Health Facilities. All of these amenities are arranged as in a California Hacienda around and open to the garden courtyard, pool and spa. This encourages connections between the residents and resident's connections to the land and the eastern sun. The Dining Room will be architecturally distinctive with indoor outdoor possibilities for everyday meals or those special events. The Library/Tech Center will provide a warm environment that will be tech savvy. The Health Facilities will provide space for a gym, an exercise studio, and both physical and hydra therapy areas. To enhance and expand the use of these areas they will be open and adjacent to the pool and spa. The Meeting areas will provide spaces for intimate groups that could flex to more of an auditorium setting and could have dining options with the adjacent kitchen. The Garden Court will be a place where residents can enjoy the morning sky, a sunrise tea or coffee, and then spend some time working in the flower and vegetable gardens.

The Mission Boulevard building welcomes residents and their guests into the community providing guest parking for the community, a two story Lobby/Lounge, and the Health Clinic, along with the Manager's Offices and other services for all residents. To the north of this building, as mentioned, a landscape pedestrian corridor has been placed to provide mission Senior's link to Hayward's foothill east-west pedestrian corridor. The "L" shape of the north building provides the opportunity of a Sport's Court for the more active and competitive resident's enjoyment. Being further up the Hill many of its residents will enjoy dramatic views the hills and the bay area. To enable all residents of Mission Seniors in enjoying this view there will be a top floor roof deck for outdoor, fresh air with raised garden beds, seating area, and canopied table and chairs. Common areas with comfortable seating and table and chairs are dotted throughout the building at each floor level.

Mission Senior Living Community is a much needed senior housing development for the region. The quality execution of this community's design has been based on an understanding of its future resident's needs and desires, knowing the site's possibilities/constraints and hearing the City's direction, and the services and amenities offered will make **Mission Senior Living Community** a unique and desirable new community in City of Hayward, California.

MISSION SENIORS
BY PRISTINE HOMES



Mission Senior Living Community is a planned 200 condominium of much needed senior housing with services and amenities that will make this a unique and very desirable new community in Hayward, Alameda County, California. The project site consists of 5.6 Acres located about 2 miles south of the Hayward City Hall, and is located on Mission Boulevard near the cross street of Valley Vista Avenue.

The gentle sloped building site is set with the backdrop of the Hayward Hills. The buildings' architecture has been designed to work with the site's topography by the way of the design terraces with the site and placing a majority of the parking areas below grade. Working with the site this way and connecting the three buildings with bridges creates a stronger pedestrian character that will be walkable for its residents.

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In creating Community we have designed three buildings that work together that work with the site to provide strong connections to the land and each other. This has led to the creation of a site plan and building designs that form various courtyards, gardens, recreational facilities, and that will provide for a future city wide pedestrian east-west corridor in the foothills for the residents and Hayward residents to enjoy. While each building is connected by a pedestrian bridge they each provide unique services and amenities for the residents. The mid building is the central hub of the community, the grand gathering place for all residents. This starts from its elegant two story Entrance Lobby at the southwest corner auto court that is visible from Mission Boulevard. From this Lobby an elevator leads to the development's core, Main Lounge, Library/Tech Center, Garden Courtyard, Dining, Meeting Places, Recreational and Health Facilities. All of these Amenities are arranged as in a California Hacienda around and open to the garden courtyard, pool and spa. This encourages connections between the residents and resident's connections to the land and the eastern sun. The Dining Room will be architecturally distinctive with indoor outdoor possibilities for everyday meals or those special events. The Library/Tech Center will provide a warm environment that will be tech savvy. The Health Facilities will provide space for a gym, an exercise studio, and both physical and hydro therapy areas. To enhance and expand the use of these areas they will be open and adjacent to the pool and spa. The Meeting areas will provide spaces for intimate groups that could flex to more of an auditorium setting and could have dining options with the adjacent kitchen. The Garden Court will be a place where residents can enjoy the morning sky, a sunrise tea or coffee, and then spend some time working in the flower and vegetable gardens. The Mission Boulevard building welcomes residents and their guests into the community providing guest parking for the community, a two story Lobby/Lounge, and the Health Clinic, along with the Manager's Offices and other services for all residents. To the north of this building, as mentioned, a landscape pedestrian corridor has been placed to provide mission Senior's link to Hayward's foothill east-west pedestrian corridor. The "U" shape of the north building provides the opportunity of a Sport's Court for the more active and competitive resident's enjoyment. Being further up the Hill many of its residents will enjoy dramatic views the hills and the bay area. To enable all residents of Mission Seniors in enjoying this view there will be a top floor roof deck for outdoor, fresh air with raised garden beds, seating area, and canopied table and chairs. Common areas with comfortable seating and table and chairs are dotted throughout the building at each floor level.

Mission Senior Living Community is a much needed senior housing development for the region. The quality execution of this community's design has been based on an understanding of its future resident's needs and desires, knowing the site's possibilities/constraints and hearing the City's direction, and the services and amenities offered will make Mission Senior Living Community a unique and desirable new community in City of Hayward, California.



VICINITY MAP

DEVELOPMENT SUMMARY			
Site APN	078C045500108		
Zoning	S-T4		
Site Area	(acres / sf)	4.8	209,139
Gross Bldg Area	(sf above grade)		387,611
Building Footprint	(sf)		95,857
FAR			1.85
Lot Coverage	(Building footprint / site area)		45.8%
Number of Units / Density	(du/a)	200	41.7
Max Stories		4	
Max Bldg. Ht.	(+/-)		57'-0"

PARCEL 1				PARKING	PARCEL 3
BUILDING A				BUILDING A	RESIDENCE - SINGLE FAMILY 2778 SQ.FT. TOTAL UNITS: 3 TOTAL PARKING: 3 GARAGES/6 SPACES
1 BEDROOM	18 UNITS	BUILDING B		BUILDING B	
1 BED+DEN	12 UNITS	1 BEDROOM	24 UNITS	1 BED+DEN	
2 BEDROOM	22 UNITS	1 BED+DEN	3 UNITS	2 BEDROOM	
3 BEDROOM	6 UNITS	2 BEDROOM	49 UNITS	3 BEDROOM	
TOTAL	56 UNITS	3 BEDROOM	13 UNITS	ON-SITE PARKING	
		STUDIO	1 UNITS	38 STALLS	
		TOTAL	91 UNITS	278 STALLS	
BUILDING C				TOTAL	
1 BEDROOM	4 UNITS	TOTAL UNITS		RATIO 1.38 STALLS/UNITS	
1 BED+DEN	4 UNITS	1 BEDROOM	47 UNITS (23%)		
2 BEDROOM	32 UNITS	1BED+DEN	19 UNITS (9%)		
3 BEDROOM	12 UNITS	2 BEDROOM	104 UNITS (62%)		
TOTAL	52 UNITS	3 BEDROOM	31 UNITS (16%)		
		STUDIO	1 UNITS (1%)		
		TOTAL	200 UNITS (100%)		

MISSION SENIORS

29308 MISSION BLVD. HAYWARD, CA | PRISTINE HOMES

DAHLIN DESIGN ARCHITECTURE INC. | PLANNING

WWW.DAHLINDESIGNINC.COM

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A0.3	PERSPECTIVES THOROUGHFARE	A0.9	LEVEL L7 - SITE PLAN
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1329-001 11-23-2016			





MISSION SENIORS

29308 MISSION BLVD. HAYWARD, CA | PRISTINE HOMES

DAHLIN GROUP ARCHITECTURE | PLANNING

WWW.DAHLINGROUP.COM

1329-001 | 11-23-2016

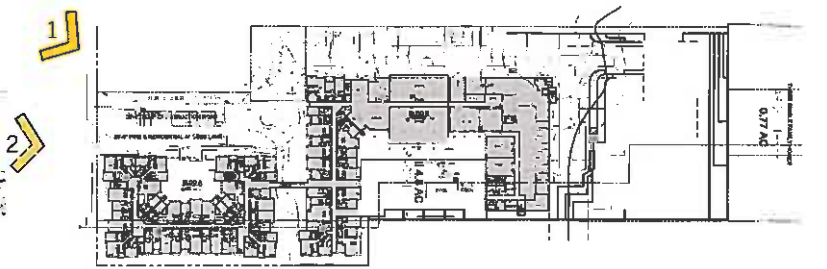
CONTEXT MAP SHEET A0.1







1.



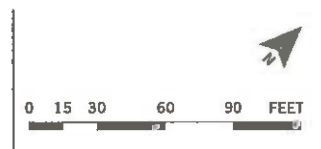
2. PERSPECTIVES THOROUGHFARE SHEET A0.3

MISSION SENIORS
25308 MISSION BLVD. HAYWARD, CA | PRISTINE HOMES

DAHLIN BROWN ARCHITECTURE | PLANNING

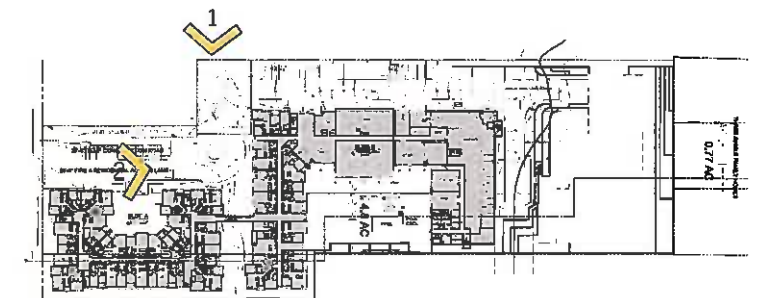
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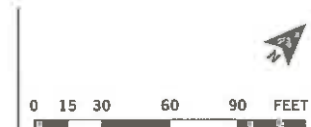




1.



2. PERSPECTIVES INNER PLAZA SHEET A0.4

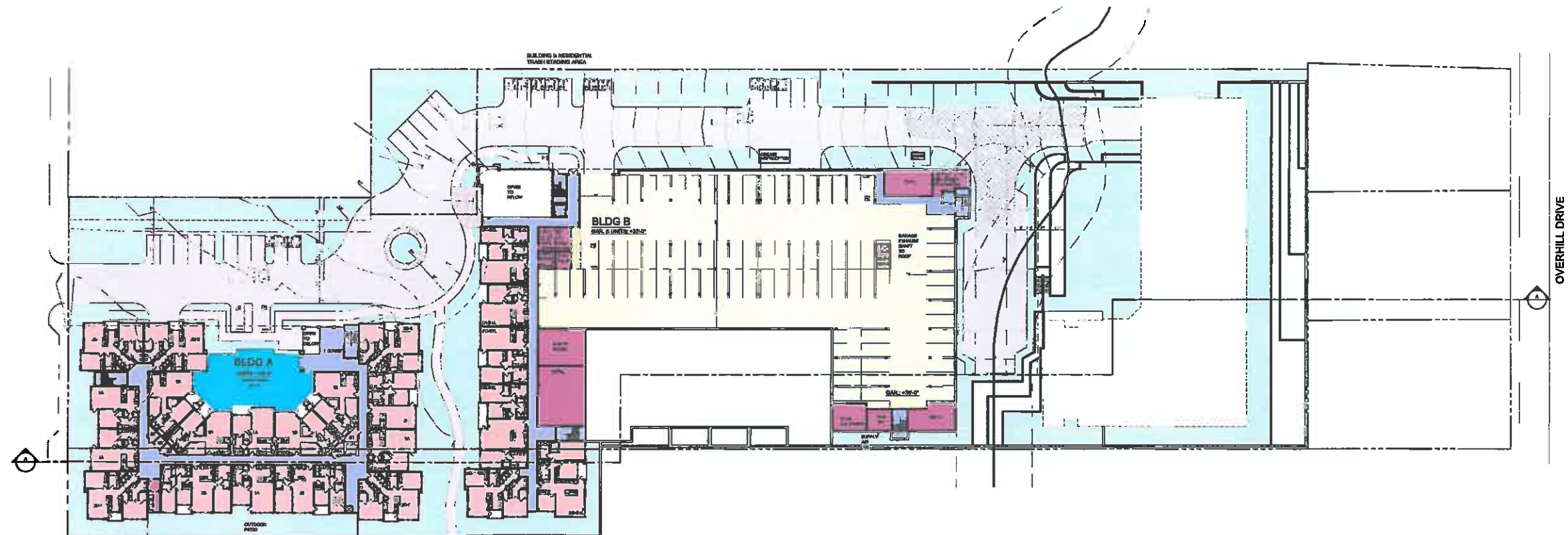


MISSION SENIORS
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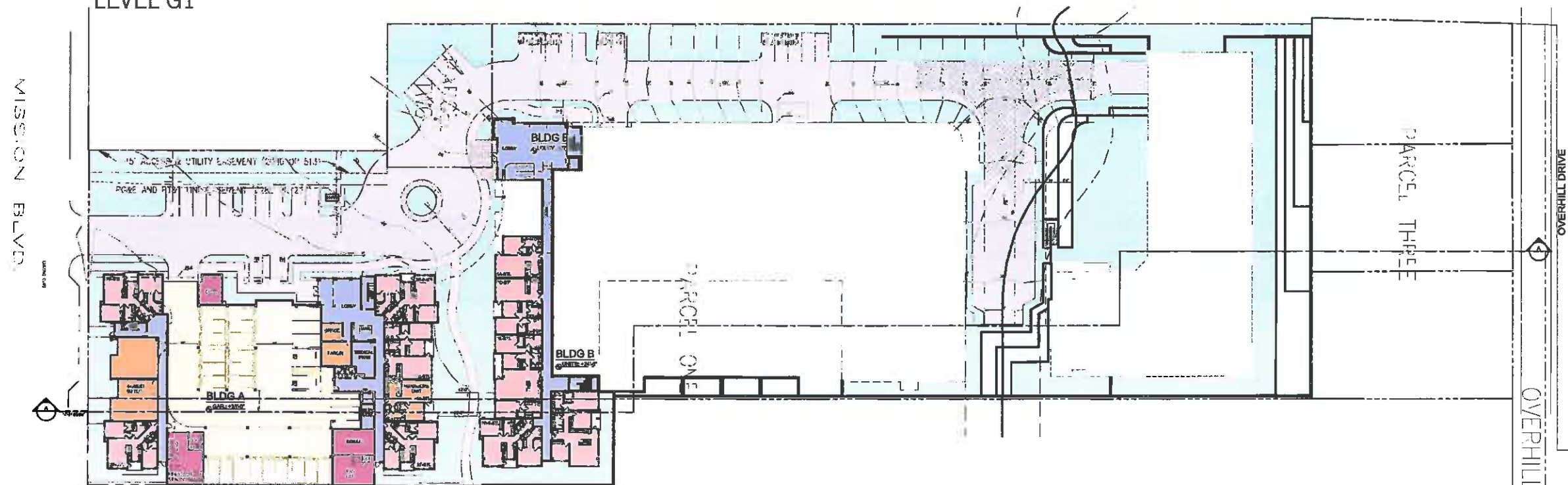
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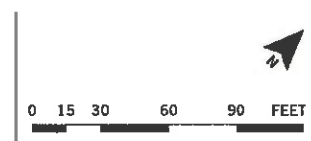
LEVEL G1



LEVEL G2

- LIVING - GROSS AREA
- CIRCULATION
- AMENITY AREA
- ROOF DECK AREA
- GARAGE AREA
- SERVICE AREA
- UTILITY AREA
- COURTYARD AREA

LEVEL G2/G1 - SITE PLAN SHEET A0.5

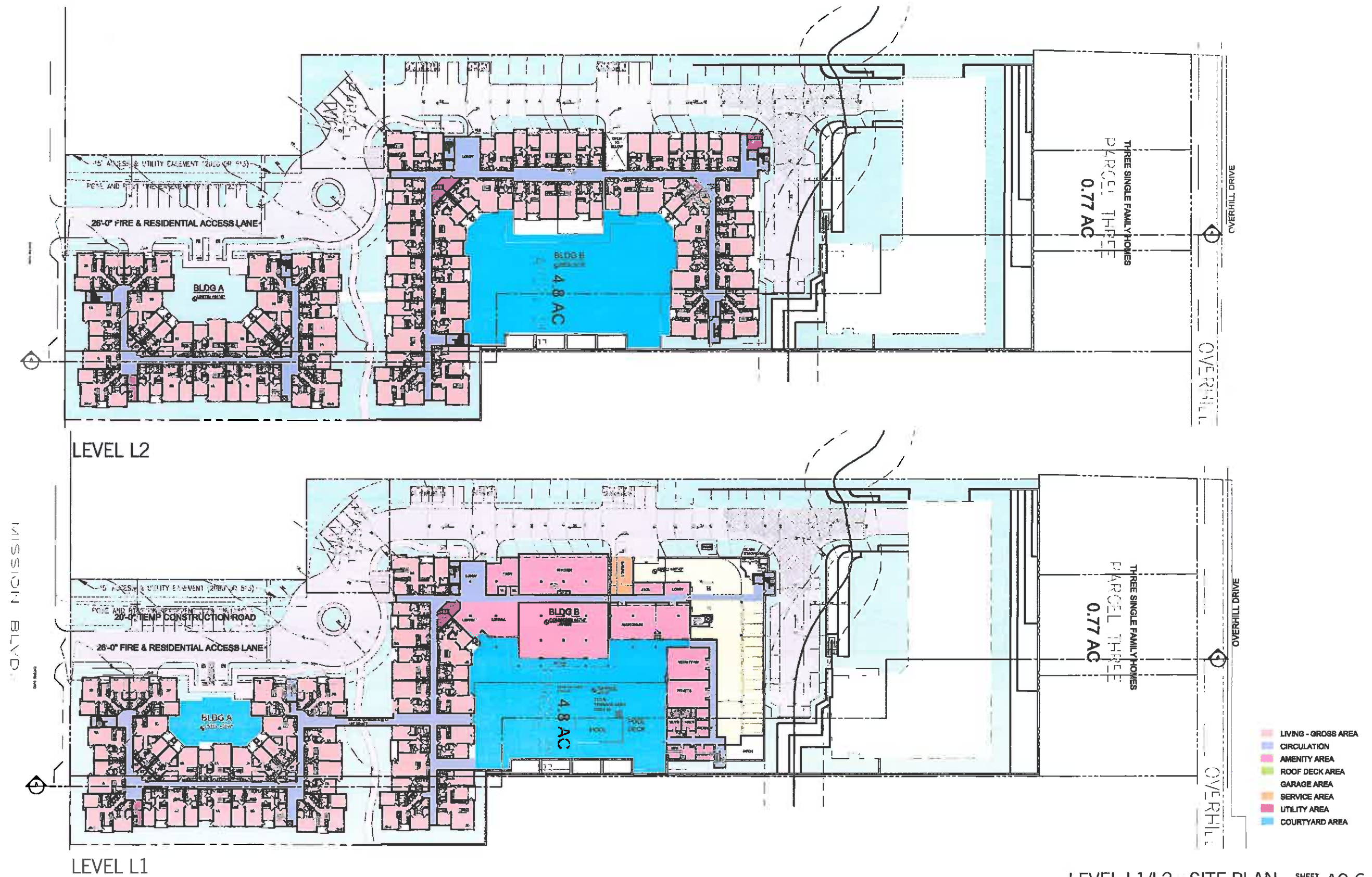


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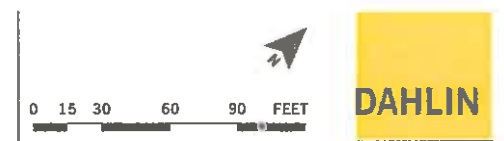
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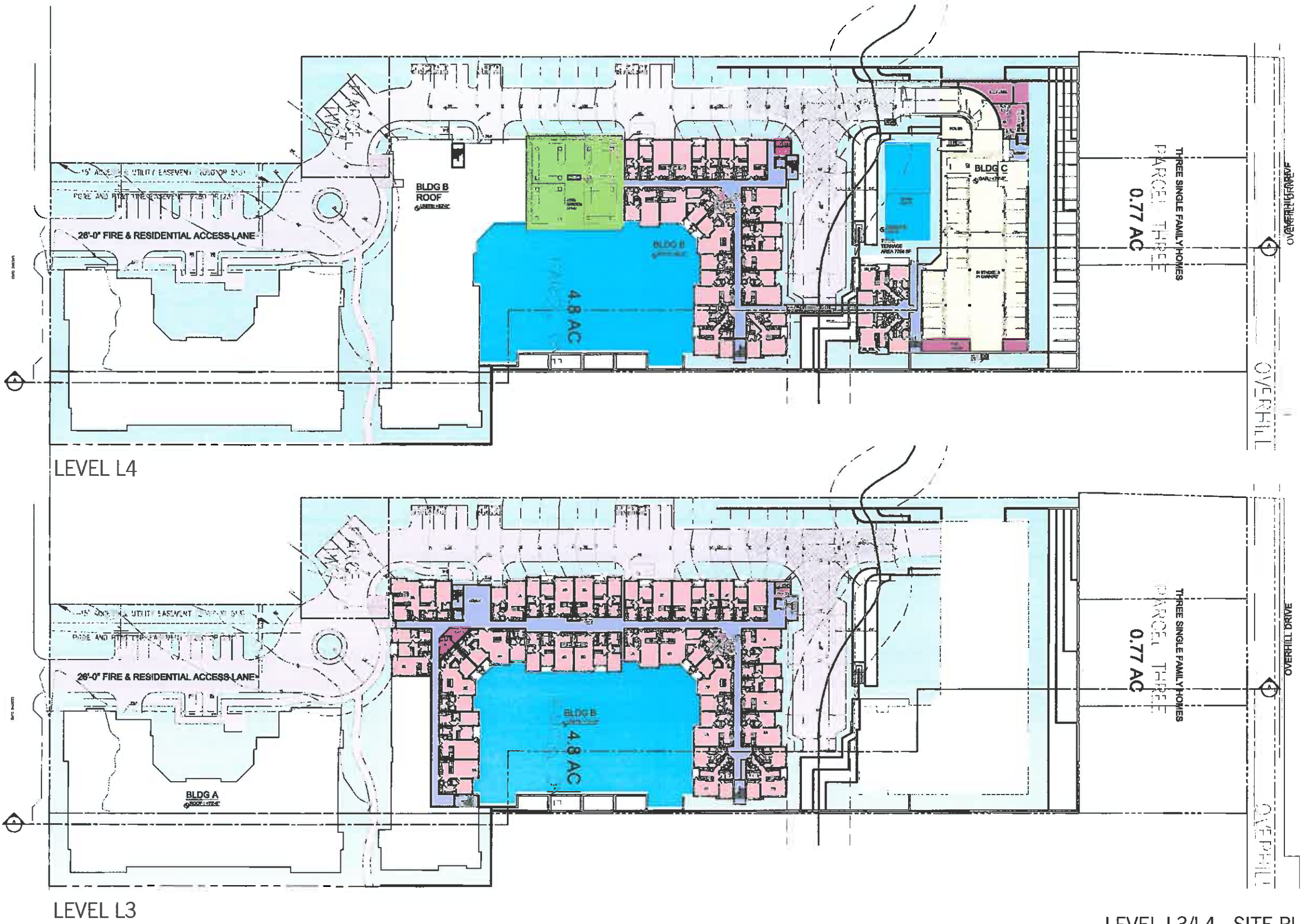
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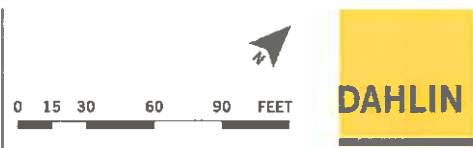
LEVEL L1/L2 - SITE PLAN SHEET A0.6





- LIVING - GROSS AREA
- CIRCULATION
- AMENITY AREA
- ROOF DECK AREA
- GARAGE AREA
- SERVICE AREA
- UTILITY AREA
- COURTYARD AREA

LEVEL L3/L4 - SITE PLAN SHEET A0.7



MISSION BLVD.

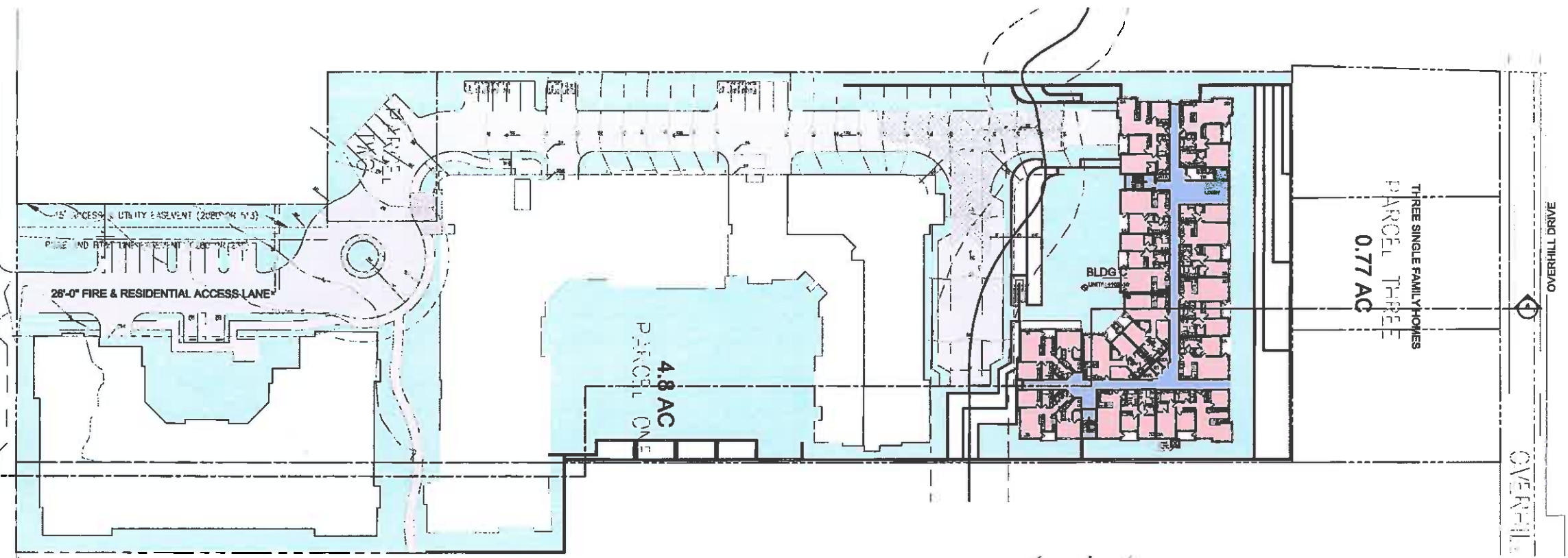
MISSION BLVD.

OVERHILL DRIVE

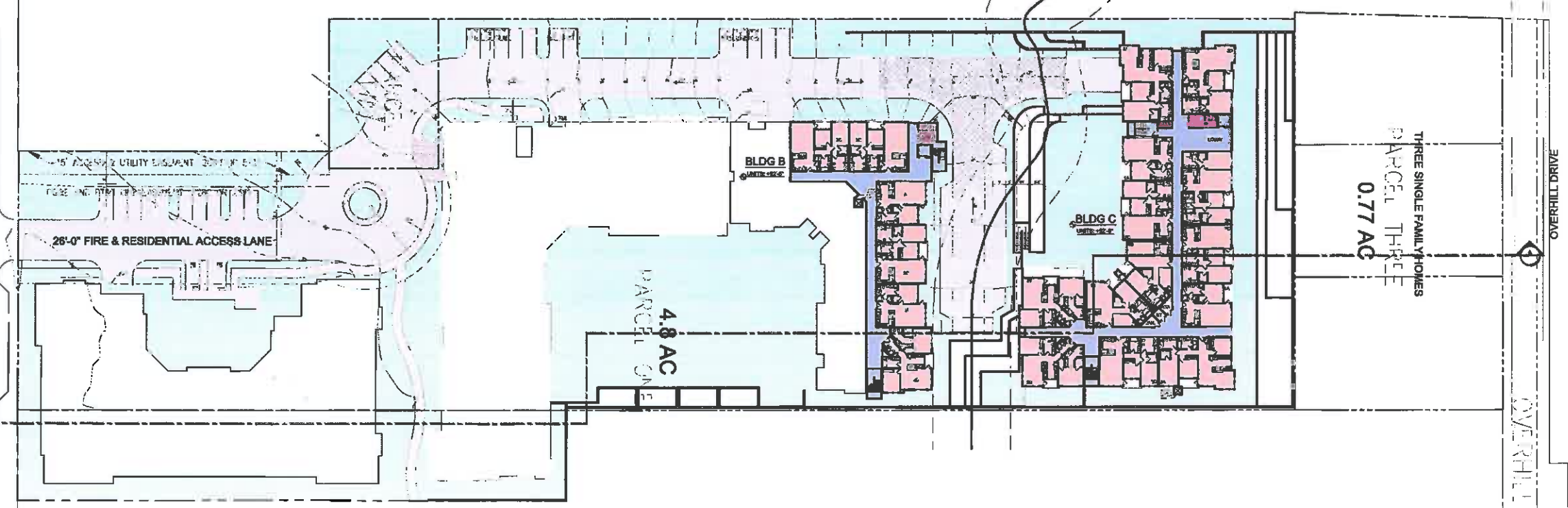
OVERHILL

OVERHILL DRIVE

OVERHILL



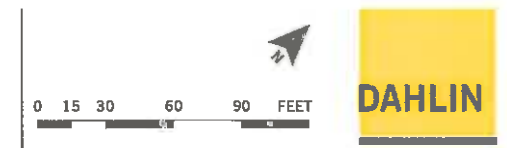
LEVEL L6

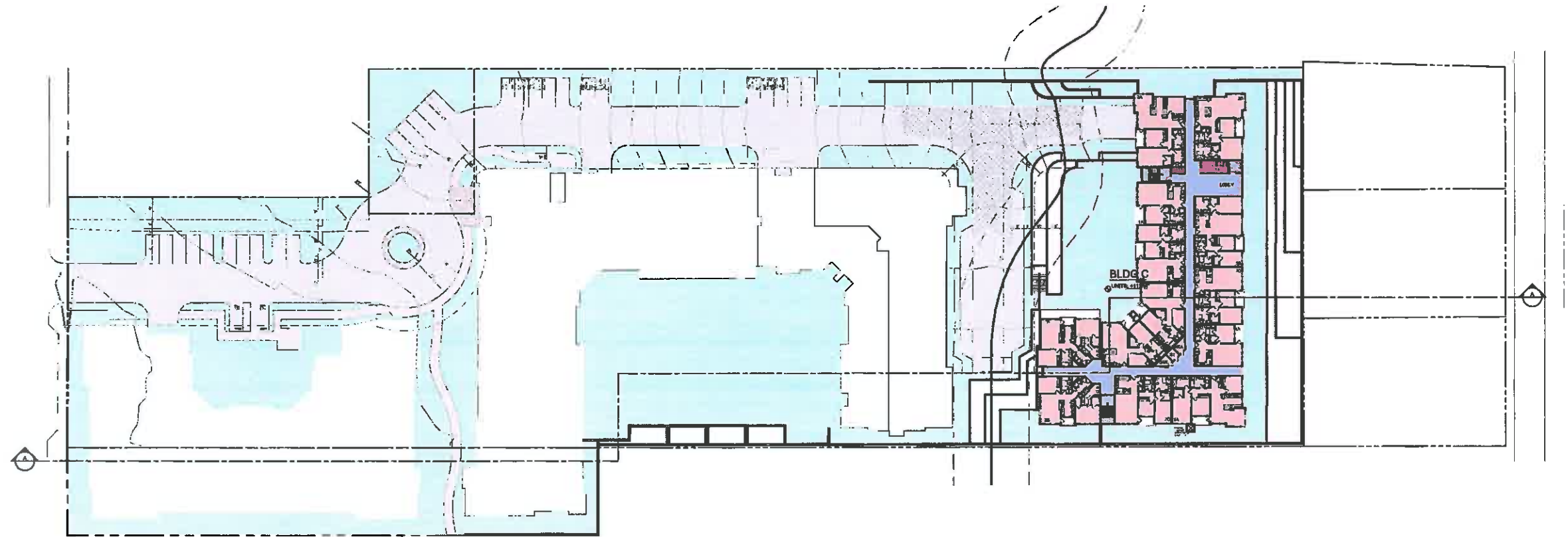


LEVEL L5

- LIVING - GROSS AREA
- CIRCULATION
- AMENITY AREA
- ROOF DECK AREA
- GARAGE AREA
- SERVICE AREA
- UTILITY AREA
- COURTYARD AREA

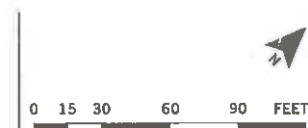
LEVEL L5 - SITE PLAN SHEET A0.8





- LIVING - GROSS AREA
- CIRCULATION
- AMENITY AREA
- ROOF DECK AREA
- GARAGE AREA
- SERVICE AREA
- UTILITY AREA
- COURTYARD AREA

LEVEL L7 - SITE PLAN SHEET A0.9

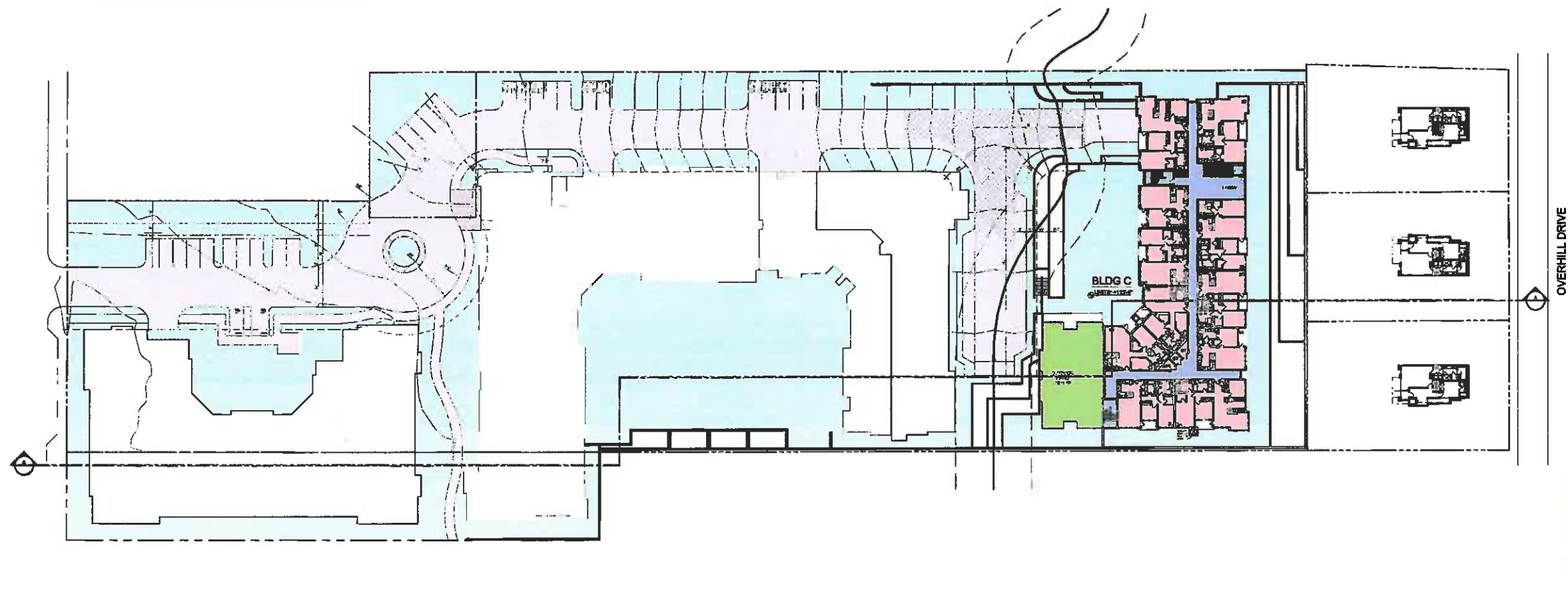
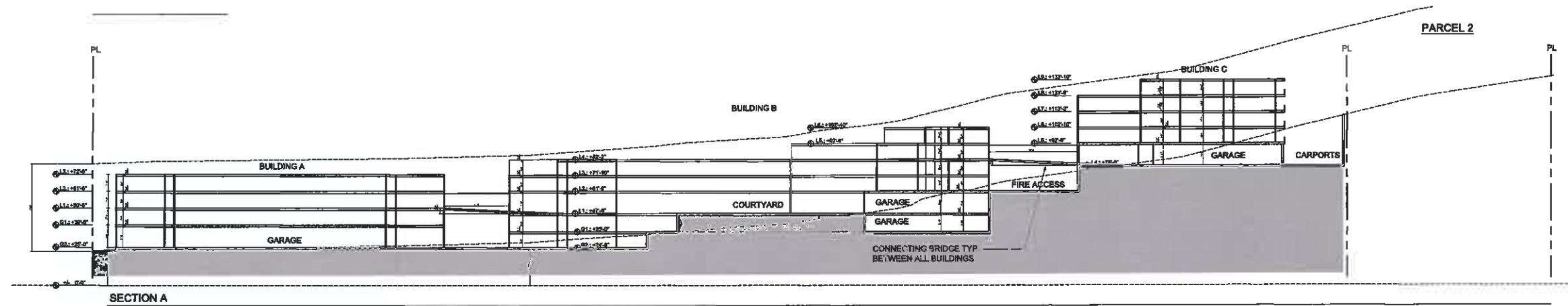


MISSION SENIORS
29101 MISSION BLVD. HAYWARD, CA | PRISTINE HOMES

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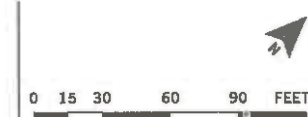
LEVEL L8 - SITE PLAN AND SECTION SHEET A0.10

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CITY OF HAYWARD

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

File #: RPT 16-160

DATE: December 5, 2016

TO: Council Economic Development Committee

FROM: Economic Development Manager

SUBJECT

Commercial Incentives Program Update

RECOMMENDATION

That the Committee reviews this report and provides feedback to staff.

ATTACHMENTS

Attachment I Staff Report

Attachment II Incentive Program Guidelines



DATE: December 5, 2016

TO: Council Economic Development Committee

FROM: Economic Development Manager

SUBJECT: Commercial Incentives Program Update

RECOMMENDATION

That the Committee reviews this report and provides feedback to staff.

BACKGROUND

At the June 6, 2016 Council Economic Development Committee (CEDC) meeting, staff requested feedback on proposed incentive programs and additional programs that could be explored in preparation for a future City Council Workshop on Economic Development Incentives.

Staff took the CEDC recommendations and developed two new incentive programs and re-established/modified three successful incentive programs to add to the Economic Development toolbox. These programs would assist in fulfilling the following Economic Development Strategic Plan (EDSP) work tasks regarding incentive programs:

IS1.C – Design and offer incentives to existing businesses for expansions and improvements.

SR1.C – Design and offer incentive to existing service/retail businesses for expansions and improvements.

These programs would provide assistance to businesses that require a direct incentive for attraction or retention.

DISCUSSION

The City has provided assistance to Hayward businesses in the form of loans from the Community Development Block Grant funded (CDBG) small business revolving loan fund. Also, when the Redevelopment Agency was in existence, many forgivable loans and long-term façade improvement loans were made that benefitted the businesses served.

Based on CEDC feedback, Economic Development staff has developed two new incentive programs and revamped three successful programs used in the past. These programs are summarized as follows (program guidelines are attached):

- 1) Microenterprise Grant Program (MGP) – The MGP program goal is to provide a gap funding resource for small businesses (five or fewer employees) in achieving expansion plans in the core Hayward Downtown area. Often a small business cannot finalize an upgrade or expansion project due to a shortfall of available funding resources.

This program would enable eligible participants to secure additional financing, not currently available through traditional lending institutions, up to 15% of the total project cost, not to exceed \$15,000. The applicant must be willing to provide employment opportunities for low to moderate income Hayward residents as a result of the grant.

- 2) Sewer Capacity Bank Program (SCB) – Frequently, small businesses have budgeted for opening their business but overlooked the need to account for the cost of sewer connection fees. These additional project costs can seriously delay or stop their project. Therefore, Economic Development staff developed a program to assist with paying for these fees and deferring the cost to the business for two years.

The program goal is to provide two-year bridge-financing assistance, up to \$30,000, to three targeted industry groups: Micro-Beverage Manufacturers, Artisan Food Manufacturers, and Restaurants. This would enable the business to get up and running by defraying the additional cost of Sewer Connection fees. The sewer capacity will remain with the Economic Development Division at the end of two years.

- 3) Reestablish the Façade Improvement Program originally established for the Hayward core Downtown property owners and businesses. In the past, this program was developed and used successfully by the Redevelopment Agency to assist downtown property owners with building façade upgrades to enhance their appeal and improve the public image.

This Economic Development Façade Improvement Reimbursement Program is in line with the Economic Development goal of revitalizing the historic downtown and stimulating future investment in attractive retail opportunities. Up to \$150,000 could be used to finalize the façade improvement project and would provide a 50% refund of the partial or total project cost. The property must be leased to an approved retail tenant within one year of project completion.

- 4) The Façade Rebate Program was successfully implemented from 2002 to 2005 within a defined area of the Downtown. This program provided rebates to thirty-one business and property owners for washing/painting the building, replacing awnings, and repairing and replacing signs. The application was simple, with guidelines detailed within the application itself. The property owner or business tenant could apply.

Economic Development staff have identified the Tennyson Corridor (from Mission Boulevard to Hesperian Boulevard) as an opportunity area to improve the appearance of this underserved

corridor. The reestablishment of the Façade Rebate Program for the Tennyson Corridor will offer rebates to business and property owners utilizing previous program guidelines.

- 5) Update the Small Business Revolving Loan Fund Program Guidelines (RLF) for an existing program – The RLF program was established in 1990 to provide gap financing loans to small businesses in order to facilitate access to funding not available through traditional lenders. The program is funded through Community Development Block Grants and the business must hire one full-time equivalent, low-to-moderate income Hayward resident for every \$35,000 of loan funds approved.

To date, this program has assisted thirty-six Hayward businesses and resulted in approximately 200 low-to-moderate income jobs. It represents a valuable resource to the Hayward business community.

These incentive programs would enable the City to assist the property owners and businesses to eliminate barriers to market entry and meet funding goals for business and employment creation.

Understanding the importance of supporting small business growth within the community, the Economic Development Division has targeted these programs to assist with small business capitalization needs. The need for funding assistance outweighs availability. This is why the various program guidelines were developed to explain to potential applicants the program criteria and expectations. Once the guidelines are finalized, staff will post them on the Economic Development website. Businesses requesting assistance can then review the various programs with the understanding they are subject to funding availability.

NEXT STEPS

The Economic Development Division is requesting feedback from the CEDC on these incentive programs before requesting formal City Council approval.

Prepared by: Micah Hinkle, Economic Development Manager

Approved by:



Kelly McAdoo
City Manager



MICROENTERPRISE GRANT PROGRAM GUIDELINES

In a continuing effort to promote economic revitalization, business expansion and retention and provide employment opportunities for low to moderate income Hayward residents, the Economic Development Division has developed a Microenterprise Grant Program. The program goal is to provide a gap funding resource for small businesses in achieving expansion plans in the core Hayward Downtown area.

The Microenterprise Grant Program would enable eligible participants (subject to fund availability) to secure additional financing for project success not currently available through traditional lending institutions. This is one of the tools the Economic Development Division has to assist small businesses and provide employment opportunities for Hayward residents.

The Guidelines for the Microenterprise Grant Program are as follows:

1. The applicant must be a Microenterprise business (five or fewer employees, one or more of whom owns the business).
2. The grant request cannot be greater than 15% of the total project cost, not to exceed \$15,000.00. However, the City of Hayward can increase the Grant amount with the approval of the Loan Review Committee and the City Manager.
3. The applicant will provide a detailed breakdown of the total project cost, what the grant would cover, and explain how the project will benefit the business.
4. The applicant must be willing to provide employment opportunities for low to moderate income Hayward residents as a result of the grant.
5. The applicant must complete the Economic Development Microenterprise Grant application and provide the City with the following:
 - Business Plan
 - Business License
 - Copy of Articles of Incorporation, Partnership Agreement or Sole Proprietorship Status
 - Copy of their signed Lease Agreement.

6. Employer agrees to allow City of Hayward staff to copy and review all financials annually for three to five years for the purpose of verifying job creation, hiring practices, and public benefit in return for the grant.



SEWER TREATMENT CAPACITY BANK PROGRAM GUIDELINES

In a continuing effort to encourage small business growth in Hayward, the Economic Development Division would establish a Sewer Treatment Capacity Bank Program. The program goal is to provide two-year bridge-financing assistance to the following businesses:

1. Micro-Beverage Manufacturers (produces beverages in small batches, usually done in single batches).
2. Artisan Food Manufacturers (i.e. small scale food manufacturers with unique or innovative products).
3. Restaurants.

The Guidelines for the Sewer Treatment Capacity Bank Program are as follows:

1. The applicant must be the business owner.
2. The Economic Development Division will purchase the sewer capacity for the applicant business, up to \$30,000.00 subject to Economic Development program funding availability. The amount may be increased with the approval of the City Manager or Assistant City Manager.
3. This funding will be disbursed for a maximum of two-years.
4. The business will sign a Public Works Payment Program Plan that will be deferred the first two years.
5. The sewer capacity purchased by the Economic Development Division will remain with the Division at the end of the two year deferral period and be available to assist other qualified businesses as requested.
6. The applicant must complete the City of Hayward Sewer Treatment Capacity Bank Program application and provide the City with the following:
 - Sewer Connection Fee estimate from City of Hayward, Utilities & Environmental Services.
 - Copy of Business License.
 - Copy of signed lease agreement.
 - Copy of business legal structure (Sole Proprietorship, Partnership Agreement, Articles of Incorporation & Corporate Bylaws)



FAÇADE IMPROVEMENT REIMBURSEMENT PROGRAM GUIDELINES

In a continuing effort to promote economic revitalization in the core Downtown the Economic Development Division has reestablished a Façade Improvement Reimbursement Program. The program goal is to provide a funding reimbursement resource for property owners to upgrade their buildings in the core Hayward Downtown area to attract and retain retail tenants.

This Economic Development Façade Improvement Reimbursement Program is in line with the Economic Development goal of revitalizing the historic downtown and stimulating future investment in attractive retail opportunities. Up to \$150,000 could be used to finalize the façade improvement project and would provide a 50% refund of the partial or total project cost.

The Guidelines for the Façade Improvement Program are as follows:

1. The applicant must be the property owner.
2. This funding will be disbursed as a loan with a ten-year term that becomes a grant at maturity, if no event of default.
3. This loan will be secured by available collateral as determined by staff.
4. The reimbursement request cannot be greater than 50% or \$150,000, whichever is less, of the partial (or total) project cost. However, the City of Hayward can increase the Façade Improvement amount requested with the approval of the Loan Review Committee, the City Manager and City Council.
5. This program utilizes public funds and is subject to Prevailing Wage requirements.
6. Upon project completion, the property must be leased to an approved retail tenant within one year of completion date.
7. The applicant must complete the City of Hayward Façade Improvement Program application and provide the City with the following:
 - Scope of work and budget
 - Contractor Requirements: Contractor must have a City of Hayward Business License and a B Contractor's License

- Back-up documentation/Estimates (from suppliers or contractors to support cost of improvement work to be purchased with program funds)
- Evidence of Owner/Private Financing of one-hundred percent of total or partial project cost up to \$300,000.00.



TENNYSON CORRIDOR FAÇADE REBATE PROGRAM GUIDELINES

In a continuing effort to promote economic revitalization in underserved retail corridors, the Economic Development Division has reestablished a Façade Rebate Program for the Tennyson Road corridor. This program will offer rebates to business and property owners for washing/painting the building, replacement awnings, and sign repair and replacement.

This Economic Development Tennyson Corridor Façade Rebate Program reestablishes a successful Rebate Program used by thirty-one businesses and property owners in the core Downtown Hayward from 2002 to 2005. This program provides another tool for the City's Economic Development toolbox in line with the Economic Development Strategic Plan, SR1.C – Design and offer incentives to existing service/retail businesses for expansion and improvements.

The Guidelines for the Tennyson Corridor Façade Rebate Program are as follows:

1. The property owner or tenant can apply.
2. If the tenant applies, they would be required to have written authorization from the property owner in order to participate.
3. The approved rebate would be paid after receipt of paid invoices from the tenant or property owner.
4. The rebates would be paid for the following:
 - Up to \$2,000 for painting building exterior(s) or
 - 100% of the cost of washing a building that had been painted within the past three years for which the paint was in good condition.
5. The following rebates would be available only in conjunction with painting (or washing) a building:
 - 100% rebate for replacement of awning coverings;
 - 100% rebate for awning frames that are broken or not in compliance with current fire and building code requirements; contribution of \$10,000; and
 - 100% of the cost of removing old signs on vacant buildings.
6. To be eligible for the rebate, paint, awnings, and signage must meet the City of Hayward Planning Division Design Guidelines. An approved pallet of paint colors and awning coverings will be developed for owners to use.

7. The ceiling on the painting rebate is \$2,000 because the federal Community Development Block Grant (CDBG) program, and/or Economic Development Division funds will be the source of program funding. If more than \$2,000 of federal funds is invested in a construction project, then federal Davis-Bacon wage standards must be used and payrolls monitored.
8. Program rebates would be on a first-come, first-served basis as program funding allows.



SMALL BUSINESS REVOLVING LOAN FUND PROGRAM GUIDELINES

In 1990, Hayward City Council formally established the Small Business Revolving Loan Fund (RLF) Program to provide gap financing to small businesses in order to facilitate access to and leverage with private sector funds.

The program is designed to promote neighborhood economic revitalization, business expansion and retention, and employment opportunities for Hayward residents. Small businesses struggle with access to capital due to restrictions of conventional private sector lending organizations. Providing capital for business expansion and retention has been a key objective of the RLF program.

The Small Business RLF Program provides loans to eligible participants (subject to fund availability) to secure gap financing for project success not currently available through traditional lending institutions. This is one of the tools the Economic Development Division has to assist small businesses and provide employment opportunities for Hayward residents.

The Guidelines for the Small Business RLF Program are as follows:

1. The applicant must be a Hayward business owner of a for-profit small business operating from a commercial facility.
2. Applicant business must have been in operation for at least two years.
3. The applicant must complete the Small Business RLF application and provide the City with the application checklist items that include the following:
 - Business Plan
 - Business License
 - Copy of business structure, i.e. Articles of Incorporation, Partnership Agreement or Sole Proprietorship Status
 - Copy of a signed Lease Agreement
 - Two years of business tax returns
 - Two years of personal tax returns for every person that owns 20% or more of the business
 - Each person that owns 20% or more of the business must complete a personal financial statement.

4. Applicant must have a sound credit history.
5. Applicant business must have a minimum retained earnings or owner equity of 10 to 20% of the total project cost.
6. The applicant business es must match \$2.00 of financing through private loans and/or infusions of equity with every \$1.00 of the City loan. The maximum City share is \$200,000, subject to the availability of funds.
7. The business must sign a First Source Hiring Agreement requiring that one full-time equivalent job be filled by a low to moderate income Hayward resident for every \$35,000 of loan funds approved.
8. City loans must be appropriately secured by real property, equipment, or other business and/or personal assets. City loans can be subordinate to financial institution lenders.
9. Employer agrees to allow City of Hayward staff to copy and review all financials annually for the life of the loan for the purpose of verifying job creation, hiring practices, and public benefit in return for the loan.



CITY OF HAYWARD

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

File #: RPT 16-161

CEDC Future Meeting Topics as of Dec. 5, 2016.



**Council Economic Development Committee
Future Meeting Topics as of Dec. 5, 2016**

RESPONSIBLE STAFF	FUTURE MEETING AGENDA ITEMS
Economic Development	Report back on Pop-Up Program
Economic Development	Presentation from Southland Mall reps on the new theater and updates
Economic Development	Report on the changing demand for retail
Economic Development	Update on the Community Benefits District
Economic Development	Improve marketing of City events to local businesses to keep workers in town
Economic Development	Report on how other cities around the Bay Area were dealing with minimum wage requirements including those in Contra Costa and Santa Clara County
Economic Development	Report back on the impact of additional housing on property and sales tax revenues
Economic Development	Report back on workforce development activities
Economic Development	Have a Maker Space representative give a presentation or take a tour and hold a meeting there