

# Council Economic Development Committee



April 6, 2026



## How to Provide Public Comments

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

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

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

Approval of Minutes from March 2, 2026  
Regular Meeting

# Development Activity and Selected Property Updates (Oral Report Only)



# DEVELOPMENT ACTIVITY UPDATES

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Sara Buizer, Director of Development Services

April 6, 2026



**HONDA**



**U-HAUL**



**22540 FOOTHILL (CHALK-IT-UP)**



**Q-POT (24177 SOUTHLAND)**



**JIVA LIFE**



**MAPLE & MAIN**



**71 W . TENNYSON**



**MISSION CROSSINGS  
FRONTAGE**



# SKYWEST



# URBAN AIR ADVENTURE PARK



**MAIN & B STREET**



**808 B STREET (ACE HARDWARE)**



**CON AZUCAR**



**AUTO PLAZA**

# Overview of Real Estate Objectives and Strategy

Council Economic  
Development  
Committee

April 6, 2026

# CITY REAL ESTATE STRATEGY

*Presented By  
Tracy Irvin, Real Property Manager*



# CITY REAL ESTATE STRATEGIC OBJECTIVES & GOAL

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## Key Objectives



### Financial Performance and Asset Stewardship

- Identify opportunities to generate revenue or reduce operating costs
- Identify high-cost/low-return properties



### Strategic Planning and Public Benefit

- Maximize public benefit through development
- Generate tax revenues, affordable housing opportunities, and job creation



### Risk Management

- Identify deferred maintenance and market risks within the portfolio
- Reduce exposure through proactive planning

## Current Goal

- Restore and protect the City's General Fund reserves, while reducing future financial risk.

# CITY REAL ESTATE PRIORITIES FOR 2026-2027

## City Center



## Cinema Place



## C St & Main St



## Action Steps

1. Independent appraisals – **Awarded; Contracts in process**
2. Evaluate hold, lease, restructure, or fee sale options – **In process**
3. Initiate Surplus Land Act (SLA) & Marketing process – **In process**
4. Return to Council with negotiation parameters
5. Execute transaction consistent with Council direction

# CURRENT ACTIONS & NEXT STEPS

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**Nov 2025  
to Feb 2026**

- Received City Council direction
- Proceed with appraisals
- Identify properties for Surplus Lands Act

**March to  
April 2026**

- Begin Surplus Lands Act with approved properties
- Develop marketing materials and marketing of priority sites

**May to June  
2026**

- Share appraisal results and market interest to City Council
- Receive updated direction based on market interest and evaluation

**July 2026 &  
Forward**

- Return to City Council for ongoing direction and approval of price and terms

## **Estimated Timeline for Property Sales**

- No Surplus Land Act Interest: 8–12 Months
- With Surplus Land Act Negotiation: 10–15 Months
- Complex Entitlements/CEQA: 12–18+ Months

# CINEMA PLACE

## Property Overview & Background

- The properties consist of Cinema Place site and Cinema Place Parking Garage totaling approximately 2.42 acres.
- The site was developed as an entertainment-oriented retail center by the former Hayward Redevelopment Agency.
- The site includes 11 retail tenants, including Cinemark Century Theater.
- In 2024, Hayward Economic Development Corp was created and purchased the ground lease via a loan from the City's reserves to stabilize the property.

## Goals

- **Sell the leasehold**
- **Reduce risk**
- **Maximize public benefit**



# CITY CENTER

## Property Overview & Background

- The subject properties include the former Centennial Hall site, former City Hall site, and the City Center parking structure site, totaling approximately 5.79 acres.
- The City Center site has served as Hayward's municipal core since 1969 and formerly housed City Hall and the Centennial Hall Convention Center
- In 2019, the City repurchased the central parcel and demolished the former City Hall building.

## Goals

- **Sell the property**
- **Reduce risk**
- **Maximize public benefit**



# C STREET & MAIN STREET

## Property Overview & Background

- The properties include 1026 C Street, a corner parcel at Main Street and C Street, and 22696 Main Street, totaling approximately 0.78 acres.
- The City acquired the properties in 2014 for \$950,000 as a strategic investment to catalyze downtown redevelopment.
- The acquisition was intended to support future development opportunities, including coordination with the adjacent Green Shutter site to the north.

## Goals

- **Sell the property**
- **Reduce risk**
- **Maximize public benefit**







**Questions And Answers**

## Future Meeting Topics as of April 6, 2026



**Council Economic Development Committee  
Future Meeting Topics as of April 6, 2026**

<b>RESPONSIBLE STAFF</b>	<b>FUTURE MEETING AGENDA ITEMS</b>	<b>PRESENTATION DATE*</b>
City Manager's Office/ Assistant City Manager	Update on Cinema Plaza	Standing Item
Economic Development	Business Engagement 2.0 Program	May 2026
Economic Development	Fiscal Year 2027 CEDC Meeting Schedule	May 2026
	Meeting Cancelled	June 2026

\*Subject to change and data availability

## Committee Member/ Staff Announcements and Referrals

# East Bay EDA Innovation Awards



# San Francisco Business Times: Corridors The Opportunity Along I-880



The poster features a blue background with a white doorway on the right side. The text is centered and reads: 'SAN FRANCISCO BUSINESS TIMES' in small letters, 'CORRIDORS' in large bold letters with a small icon of two people walking, and 'THE OPPORTUNITY ALONG I-880' below it. A large 'REGISTER TODAY!' call to action is followed by the date and time: 'Thursday, April 2, 2026 | 9:00 am – 11:00 am' and the location: 'California State University, East Bay'. A paragraph of text describes the event as part of a series focused on the East Bay. At the bottom, it lists 'PRESENTING SPONSORS' as 'Bank of Marin' and 'CAL STATE EAST BAY'.

SAN FRANCISCO BUSINESS TIMES  
**CORRIDORS**  
THE OPPORTUNITY ALONG I-880

**REGISTER TODAY!**

Thursday, April 2, 2026 | 9:00 am – 11:00 am  
California State University, East Bay

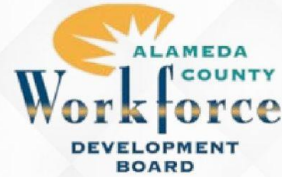
As part of its Corridors of Opportunity series focused in the East Bay, The San Francisco Business Times and expert guests will discuss the economic chances and challenges these cities face.

PRESENTING SPONSORS

 Bank of Marin

CAL STATE  
**EAST BAY**

# Apprenticeship Pathways



Business Engagement Action Team Presents:

## APPRENTICESHIP PATHWAYS Employer & Educator Forum

Build Your Future Workforce / Meet Hiring Demands / Experience the Power of Registered Apprenticeship

### Why Attend?

- ✓ Learn how apprenticeships can support the development of your local talent pipeline
- ✓ No cost workforce solutions that build skills, unlocks talent pools, fills vacancies, and strengthens retention
- ✓ Looking to reduce training costs and how to access funding and tax credits?
- ✓ Highlight your role in shaping and strengthening regional workforce pathways and apprenticeships
- ✓ Looking to fill vacancies and retain them once you hire them?



Scan or click [here](#) to register



Thursday, April 23rd, 2026  
9:30AM - 12:00PM  
Hayward City Hall



**Food will be provided. Parking is free.**

This WIOA Title I financially assisted program is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. Language access is also available upon request.



Adjournment