



COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

February 6, 2017



Approval of Minutes of Dec. 5, 2016



Gateway Markers Project



Gateway Markers

Purpose:

- Create points of entry to Industrial Crescent
- Recognize the strength of the industrial sector
- Create a sense of place



Gates + Associates

David Gates, Owner

Ana Dominguez, Senior Visual Communications

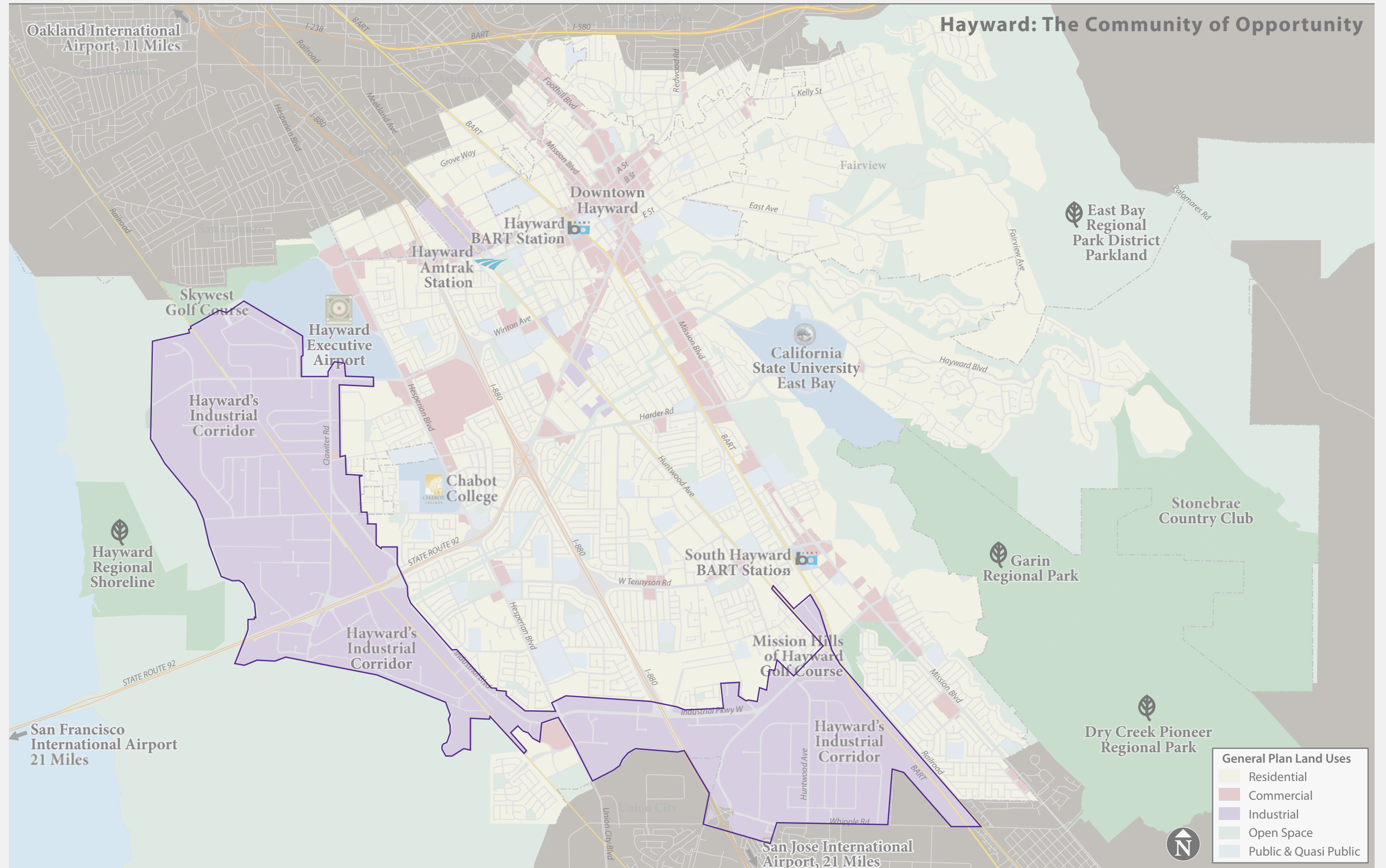


HAYWARD

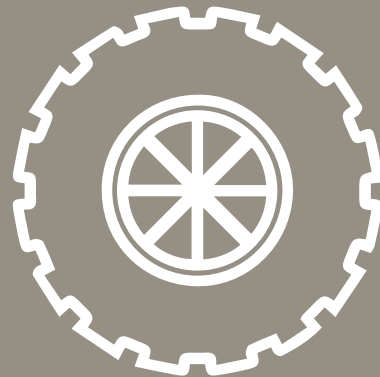
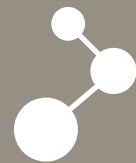
HAYWARD GATEWAY MARKERS

FEBRUARY 6, 2017





HOME TO
400
BIOTECH
BIOMED
LIFE SCIENCE
COMPANIES



that deal with
TRANSPORTATION
and logistics

500

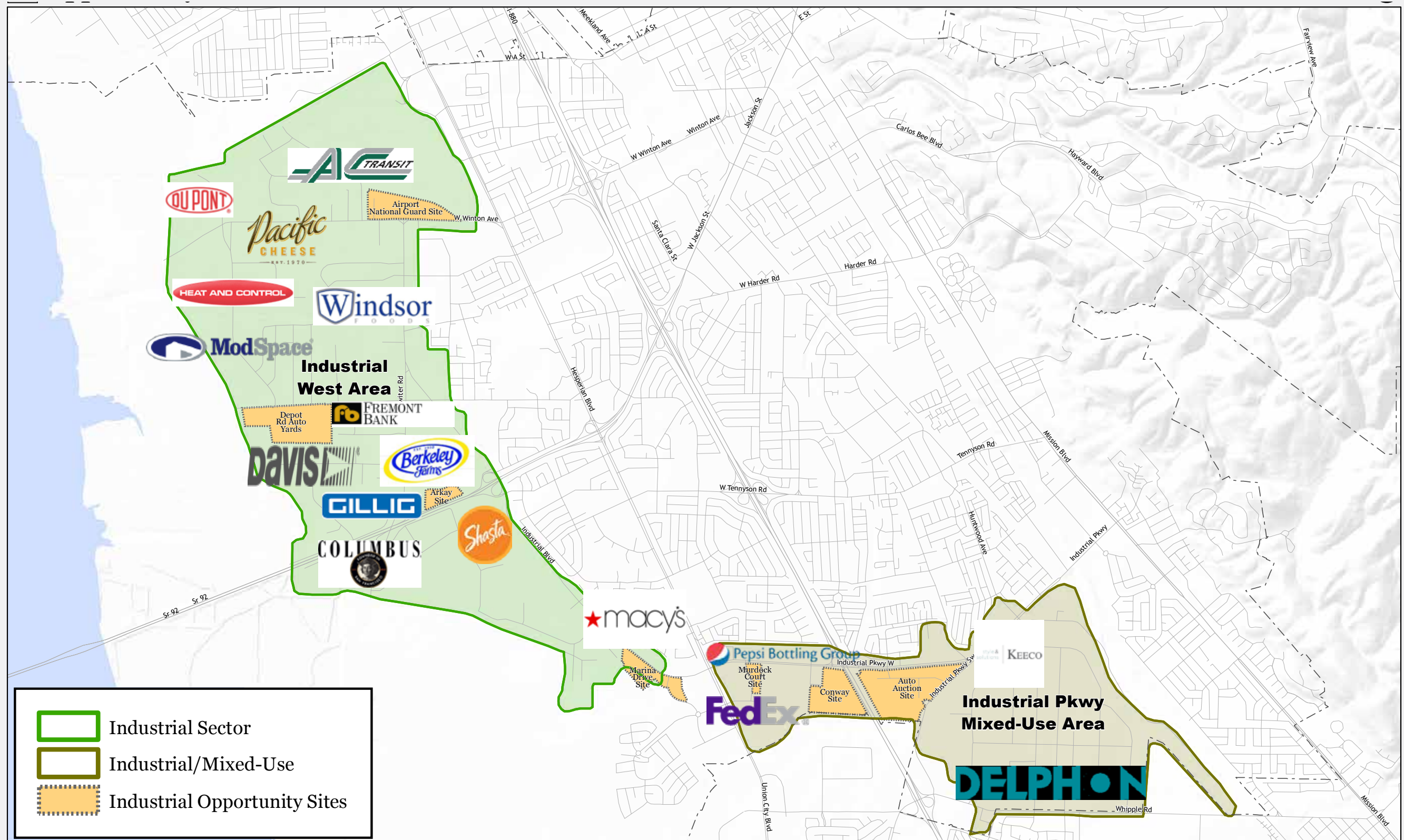
1000+
ADVANCED INDUSTRIES
(MACHINE OPERATED)

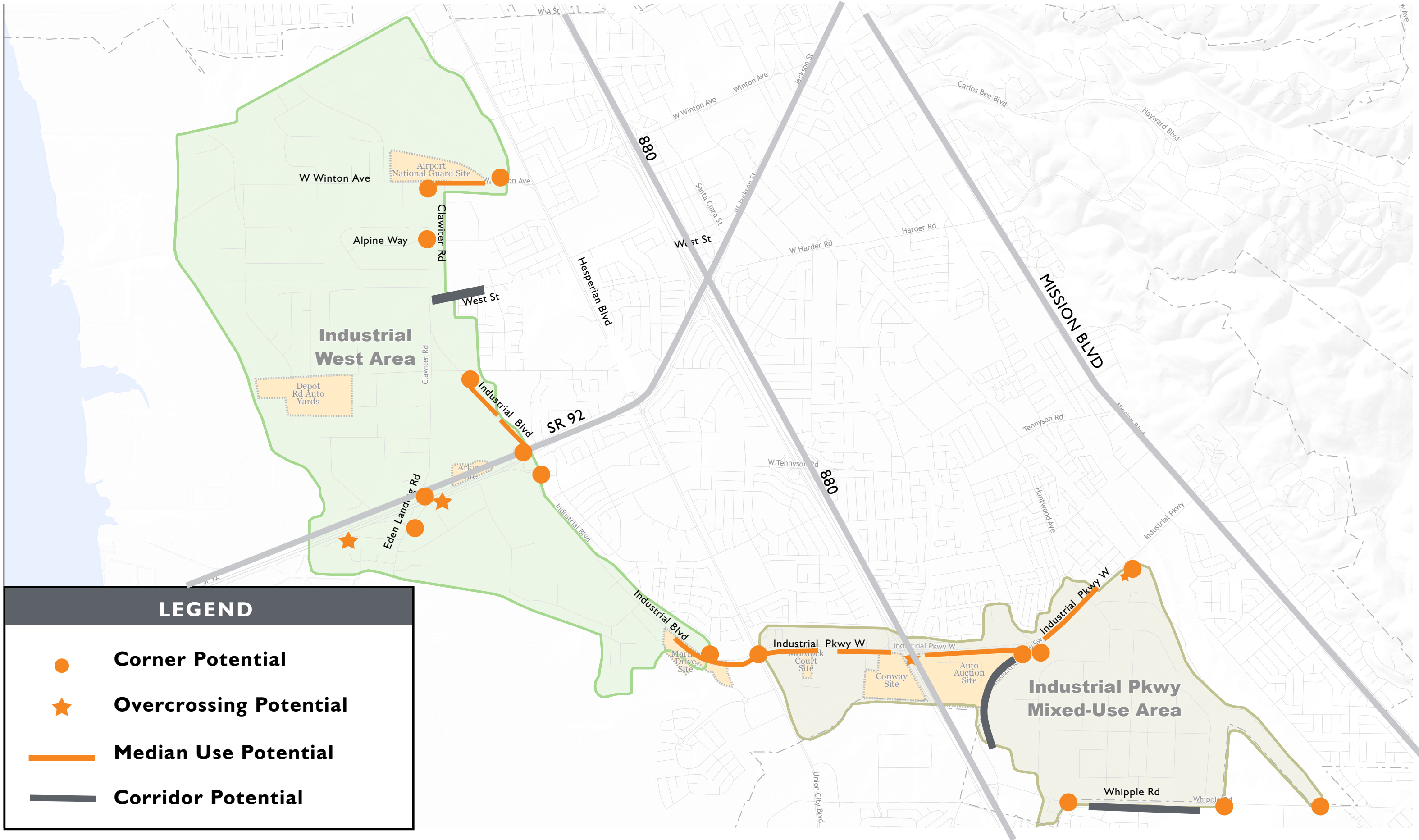


535 BUSINESSES
FOCUSED ON
INFORMATION
TECHNOLOGY

OVER
107
FOOD
MANUFACTURERS

HAYWARD INDUSTRIAL



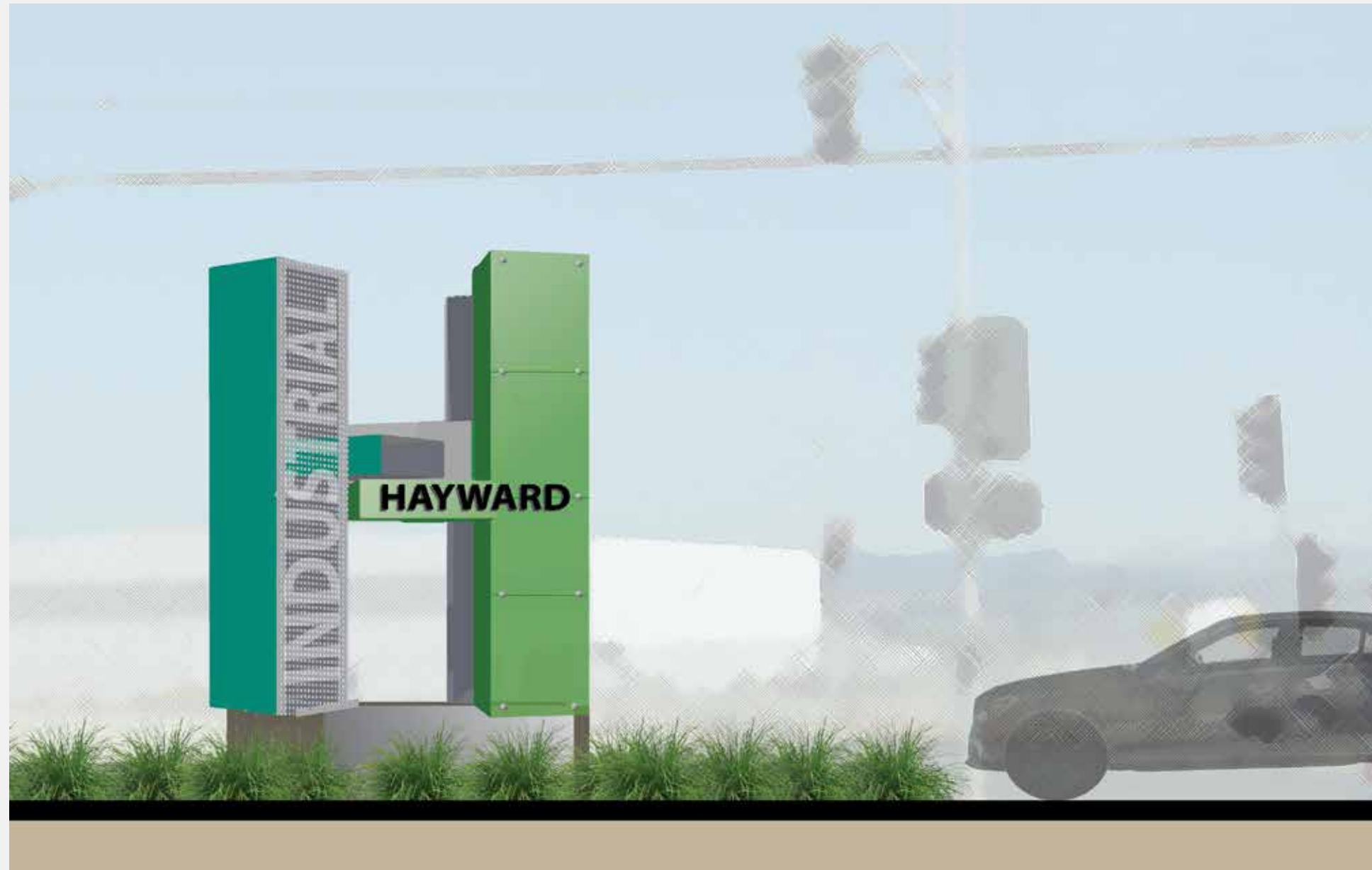




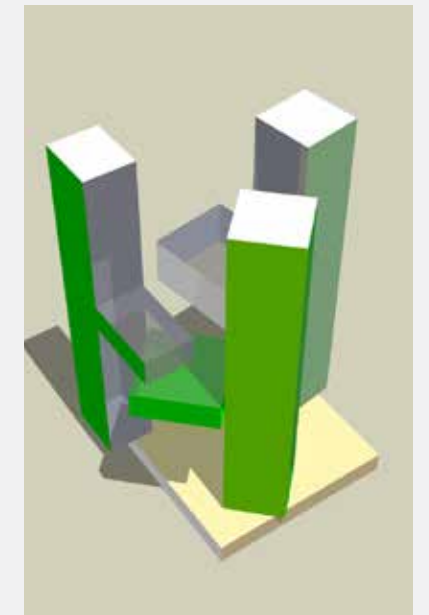
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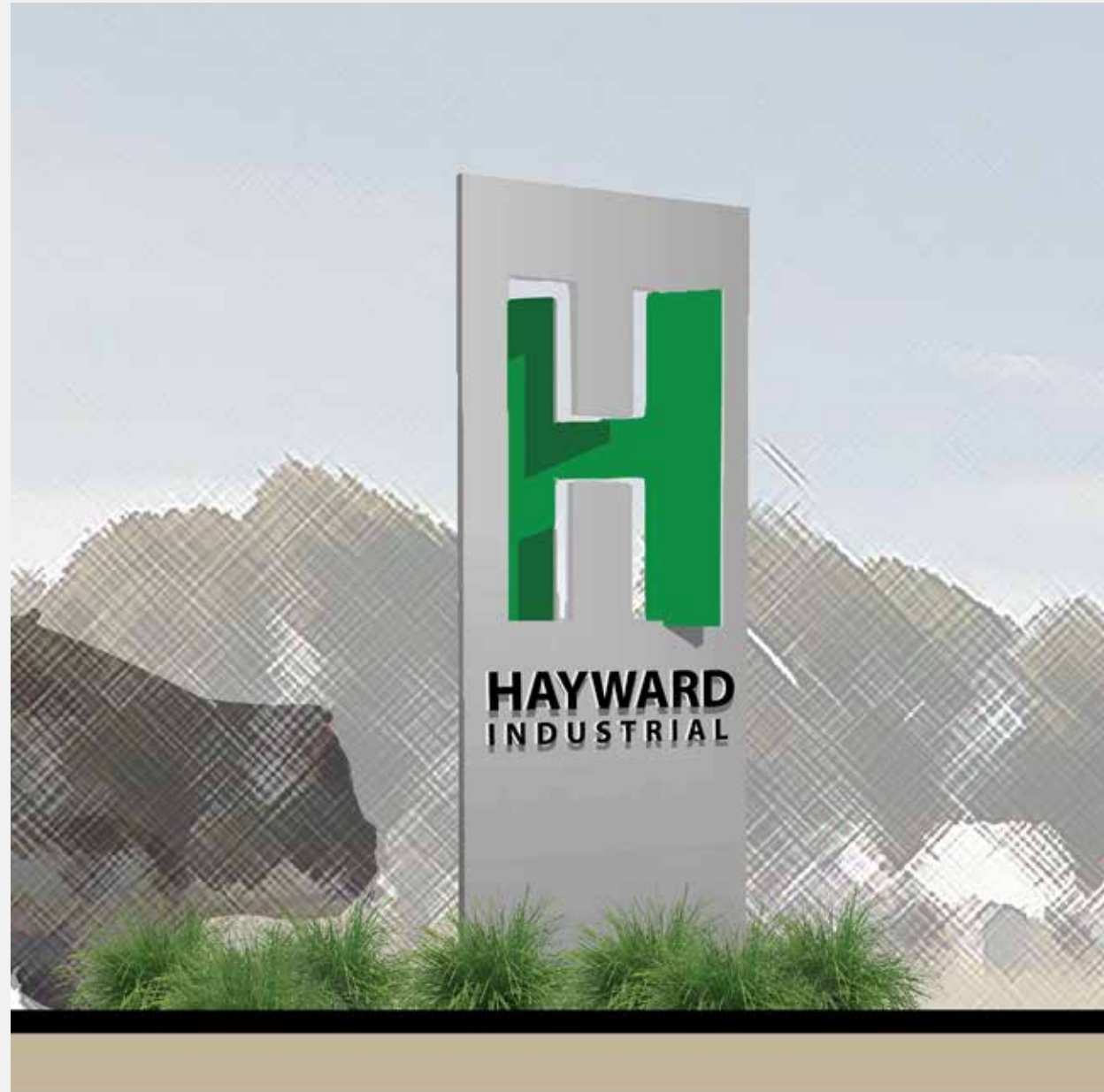
HAYWARD GATEWAY MARKERS



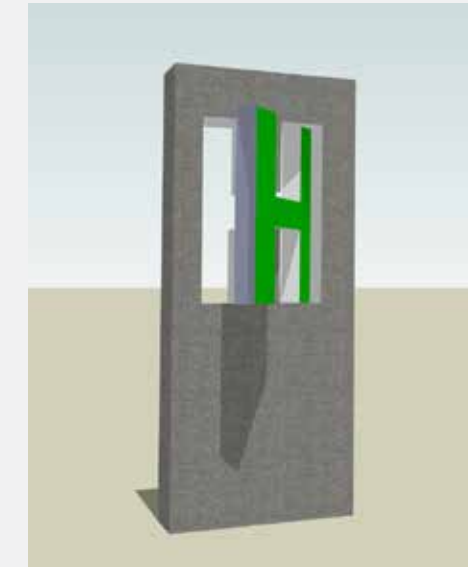


PAINTED METAL, PUNCHED METAL, 3 FORM AND CONCRETE BASE, SIZE AND HEIGHT VARIES



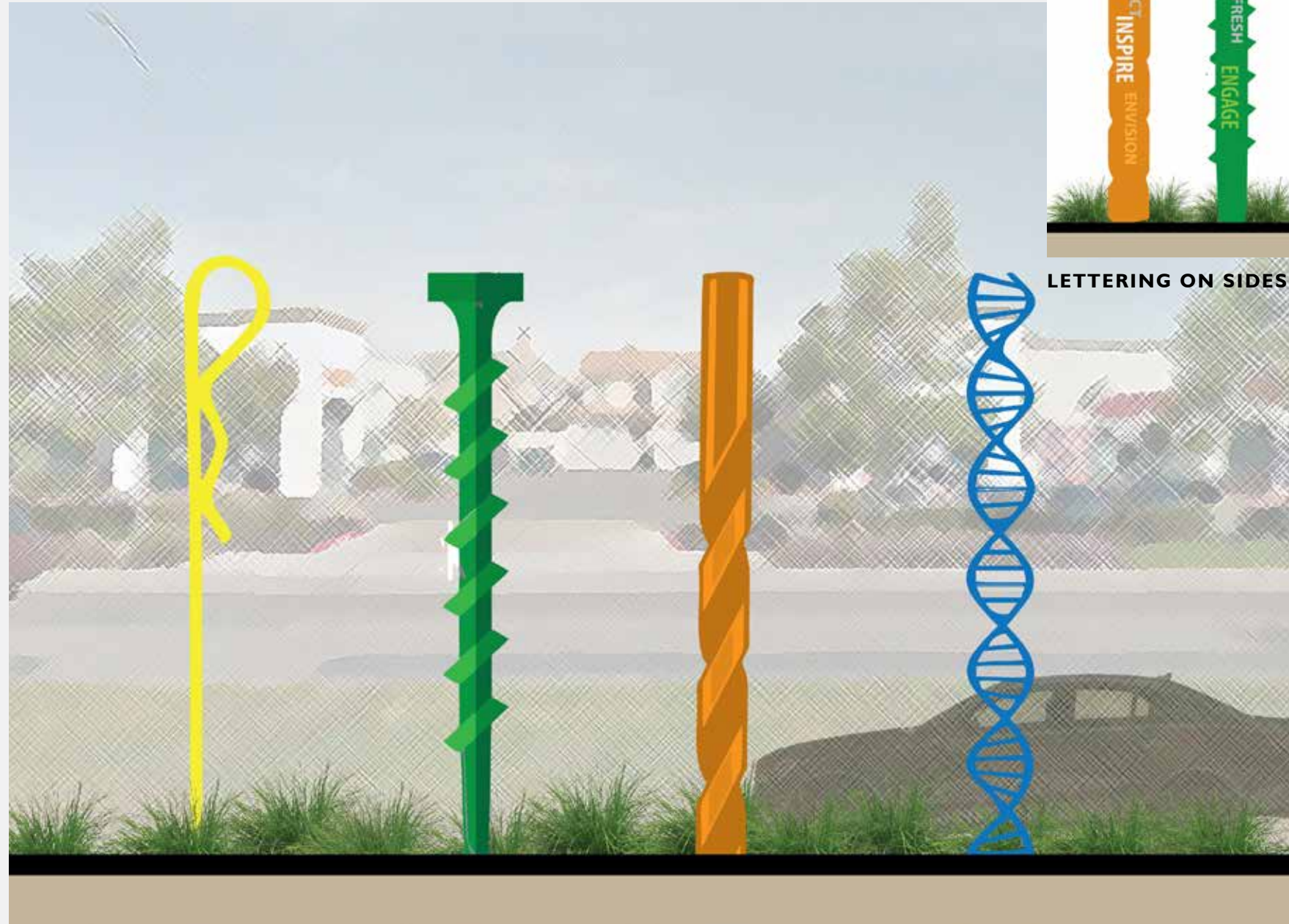


METAL PANEL OR PUNCHED METAL PANEL, SIZE AND HEIGHT VARIES



GRANITE WITH METAL LETTERING

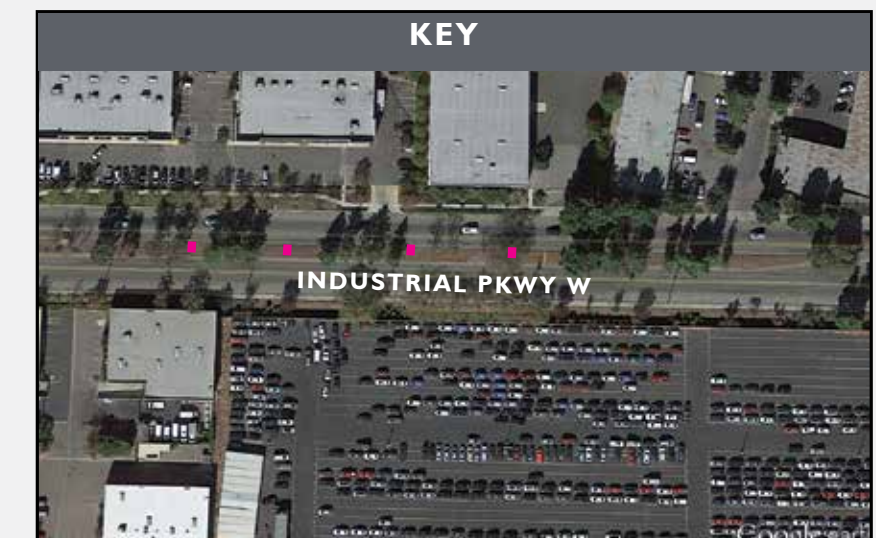




REINFORCED FIBERGLASS SCULPTURES, SIZE AND HEIGHT VARIES



LETTERING ON SIDES





PAINT ON EXISTING OVERCROSSING



CREATIVE CROSSWALKS





Gateway Markers

Next Steps:

- Based on feedback from CEDC, identify potential funding sources
- Move project forward for Council Approval
- Work with Gates + Associates to develop an installation timeline



Development Services Project Update (*Oral Report*)



2016 Passport to Downtown Update

Shop Hayward

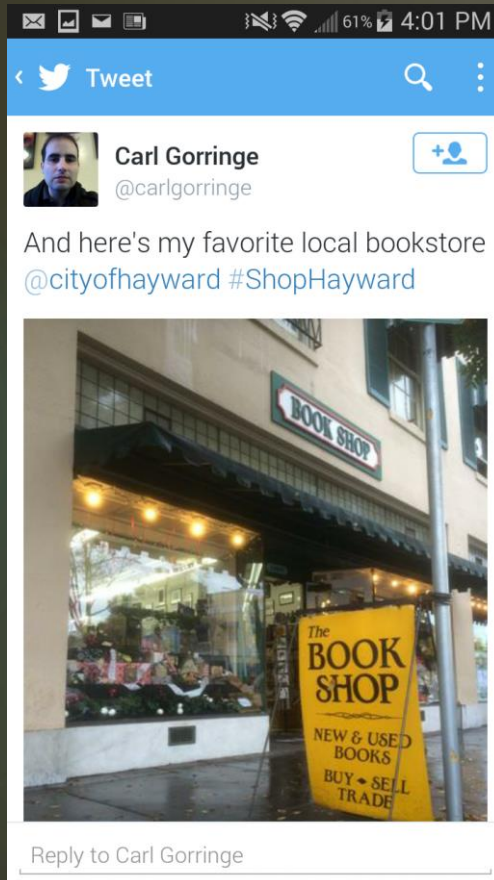


- ▶ 2014
- ▶ Merchant Engagement
- ▶ Shop Local Program
- ▶ Program Evolution
- ▶ Aligned with Black Friday and Small Business Saturday



Shop Hayward

social media component 2014



Passport to Downtown

Program reinvented 2015



- ▶ **Guide shoppers to local small business community**
- ▶ **Designed to be replicated in all retail corridors**

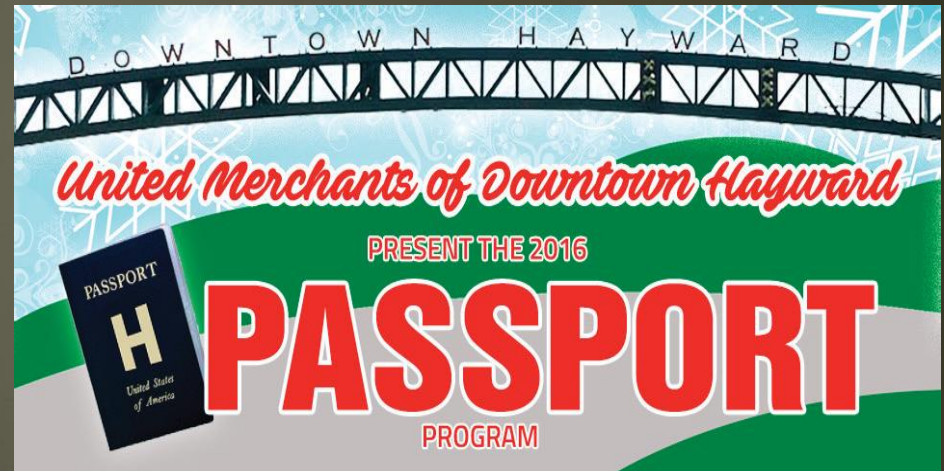


Passport to Downtown

2016 merchant led



- ▶ Program evolves with merchant leadership:
- ▶ Shortened duration
- ▶ Prizes contributed by merchants



United Merchants Downtown Hayward



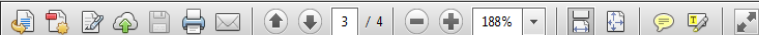
Renee Rettig

CALED AWARD WINNERS!



2016-2017 Award Winners Announcement.pdf - Adobe Reader

File Edit View Window Help



Tools Sign Comment

CATEGORY: ECONOMIC DEVELOPMENT PROMOTIONS

PROMOTIONS AWARD OF EXCELLENCE – GRAND PRIZE WINNER

CITY OF HAYWARD, ECONOMIC DEVELOPMENT DIVISION

PASSPORT TO DOWNTOWN

PROMOTIONS - AWARD OF MERIT WINNERS

CALIFORNIA CENTRAL VALLEY ECONOMIC DEVELOPMENT CORPORATION

CENTRAL CALIFORNIA E-NEWS AND COUNTY SPOTLIGHT SERIES

CITY OF BURBANK BUSINESS AND ECONOMIC DEVELOPMENT

ECONOMIC DEVELOPMENT ANNUAL REPORT 2016

CITY OF CORONA ECONOMIC DEVELOPMENT DEPARTMENT

POSTCARD CAMPAIGN

CITY OF GLENDALE – ECONOMIC DEVELOPMENT DIVISION

MEET ME ON BRAND

CITY OF LA MIRADA

SHOP! SEE! SPLASH! AND SHOP LA MIRADA! HOLIDAY EDITION

Questions & Discussion





Future Agenda Items



Committee Member/Staff Announcements and Referrals

Economic Development Awards



California Association of Local Economic Development (CALED):

- ▶ Award of Excellence – Promotions: “Passport to Downtown”
- ▶ Award of Merit
 - ▶ Partnerships: “Connecting the Dots: Workforce Development through Community Partnerships”
 - ▶ Programs: “Business Concierge Program”

Development Counsellors International:

- ▶ “40 Under 40: Rising Stars of Economic Development”



Adjournment



Development Services Activity Update
February 6, 2017 CEDC Meeting
(Oral Report)

FOCUS AREAS:

Downtown

Mission Boulevard

Southland Mall

Eden Shores

Industrial Area/Airport



DOWNTOWN New Public Library - 888 C Street

- \$50M Approx. Valuation
- 58,000 sq. ft. with Atrium
- 2018 Completion



DOWNTOWN Senior Housing Project - 808 A Street



- 60 Senior Apts. (3 stories) over 8,000 sf Commercial
- \$8M Valuation
- 2017 or Early 2018 Completion Date

DOWNTOWN Maple and Main Mixed-Use Development



View from Maple Court

- 240 Apts. (incl. 48 BMR apts.)
- 48,800 sf MOB Rehab.
- 5,500 sf Retail



View from Main and McKeever

DOWNTOWN Lincoln Landing Mixed Use Project (former Mervyn's site)



View from Foothill Boulevard looking North

- 476 Apartments
- 80,000+ sf Retail
- New Pocket Park and Multi-use Trail Along Flood Control Channel



CANNERY Blackstone Development (former Libitzky Warehouse Site)



Blackstone Development

- 105 Townhome-style Condos
- 52 SF Detached Homes
- Approx. \$60M Valuation
- SF Dwellings to be Done in Late 2017; Condos in 2018

Downtown Specific Plan



Recent Meetings

- ▶ November 15, 2016 Joint CC/PC Work Session
- ▶ December 12, 2016 Task Force Meeting #1
- ▶ January 23, 2017 Task Force Meeting #2
- ▶ January 25, 2017 Community Workshop #1

Upcoming Meetings

- ▶ February 16, 2017 Task Force Meeting #3
- ▶ March 14-18, 2017 Design Charrette
- ▶ May 15, 2017 Task Force Meeting #4
- ▶ May 16, 2017 Joint CC/PC Work Session
- ▶ June 5, 2017 Task Force Meeting #5

SOUTH HAYWARD BART Eden Housing Project - 28901 Mission Boulevard



- 4 levels of BMR apts over garage
- 64 Senior Apts; 87 Family Units
- \$31.7M Valuation
- 128.4kW of Rooftop Solar
- Completed Fall of 2016



SOUTH HAYWARD BART AMCAL Development Project - 28850 Dixon Avenue



- \$38.9M Valuation
- Near Completion

Mission Village – New Mixed Use Development (former Holiday Bowl Site)



72 townhome-style condos; 8,000 sf retail

Mission Crossings – New Mixed Use Project (former FORD site)



- 90-Room Residence Inn Hotel
- 6,700 sf commercial space
- 144 condo-style townhomes



28168/28244 Mission Blvd. – New Residential Development



28168 & 28244
Mission Blvd
Hayward, California

Planning Submittal
June 1st, 2016

97 apartments and 1,500 sf commercial space

Southland Mall – 5 Screen Theater Complex



Southland Mall – Dick's Sporting Goods



- 20,000 sf of Retail
- \$5.9M Valuation
- Completed Fall of 2016

EDEN SHORES: 28333 Industrial Blvd. – Shea Properties



EDEN SHORES: 28333 Industrial Blvd. – Shea Properties



- 70,690 sf Type S1 Occupancy (storage)
- \$2.9M Valuation
- Completion Early 2018

INDUSTRIAL AREA New Federal Express Building 3596 Baumberg Avenue



INDUSTRIAL AREA New Federal Express Building 3596 Baumberg Avenue



- 231,637 sf warehouse
- 5,339 sf office space
- \$28.5M Valuation.
- Completion Fall 2017



INDUSTRIAL AREA Prologis Distribution Center – 31780 Hayman Street



- Cold Storage/LA Specialty refrigeration and distribution center
- 261,000 sf shell (tilt-up)
- 6,000 sf office space
- \$13.5M Valuation
- Completion Mid-2017



INDUSTRIAL AREA A100 Data Center Expansion - 26415 Corporate Avenue



- 146,944 sf Two-Story Data Center
- \$19.2M Valuation
- Completed July of 2016

INDUSTRIAL AREA New HD Supply Distributors - 411 West A Street (at 880 Off-Ramp)



- \$300,000 Tenant Improvement
- Opened January 2017

AIRPORT Meridian Aviation Fixed Base Operator - One Tuskegee Drive



- 30,000 sf Hanger and 6,300 sf Office Space
- \$6.5M Valuation
- Opened on December 15, 2016

AIRPORT - APP Jet Center - 21889 Skywest Drive



- 20,000 sf Aircraft Hanger and 3,200 sf Terminal
- \$3M Valuation
- Expected Opening: March 2017

Solar PV Systems

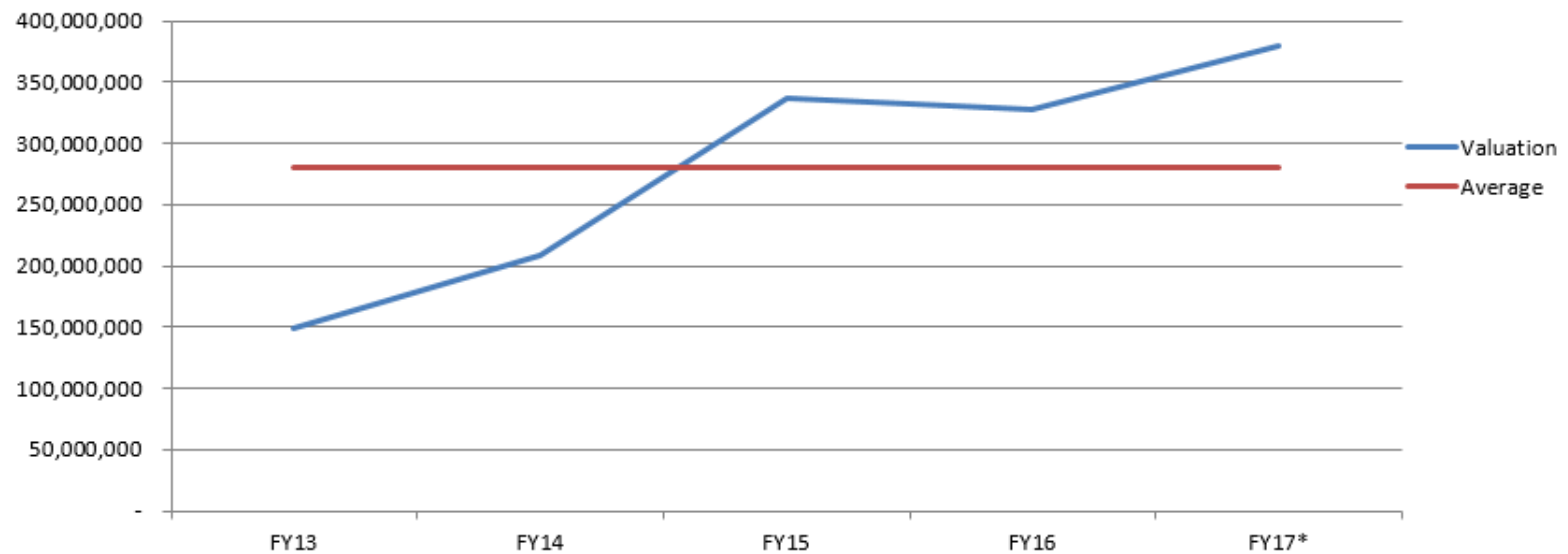


Year	Kilowatts	Permits
CY15	3,372	465
CY16	2,763	547

Annual Construction Valuation Chart

Fiscal Year	Valuation
FY13	148,934,616
FY14	208,539,191
FY15	336,122,221
FY16	327,625,991
FY17*	379,632,316
Average	\$ 280,170,867

Fiscal Year Comparison



Annual Permit Activity

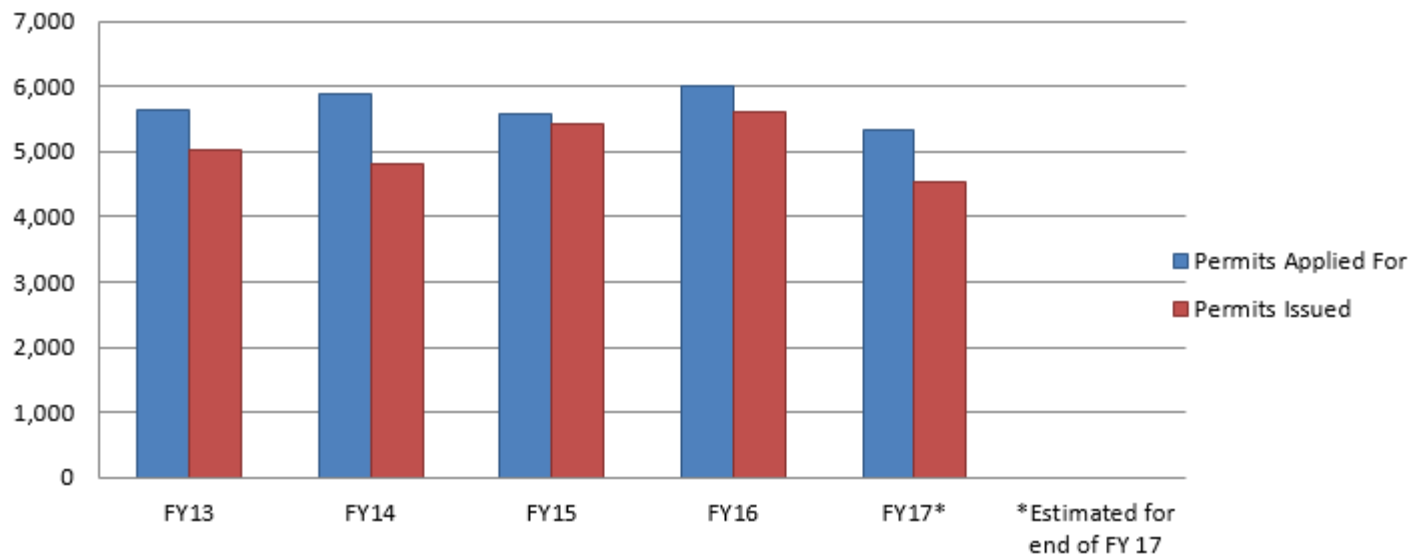


Permit Activity for Current and Past Fiscal Years Includes Planning, Fire and Building

<u>Fiscal Year</u>	<u>Permits Applied For</u>	<u>Permits Issued</u>
FY13	5,627	5,028
FY14	5,886	4,814
FY15	5,568	5,411
FY16	6,011	5,605
FY17*	5,321	4,541

*Estimated for end of FY 17

Fiscal Year Comparison





LEAN INNOVATION EXAMPLE

DEVELOPMENT SERVICES DEPARTMENT

COMMUNITY OPINIONS SURVEY

PROPOSED RESIDENTIAL DEVELOPMENT



DNS APARTMENTS

TELLES PROPERTY TOWNHOMES

CURRENT COMMERCIAL DEVELOPMENT





COMMUNITY SURVEY AREA

4 COMMERCIAL PROPERTIES

190 RESDENTIAL UNITS

PROPOSED SITE

35 TOWNHOME UNITS

39 APARTMERNT UNITS

THE FIELD SURVEY

194
VISITS

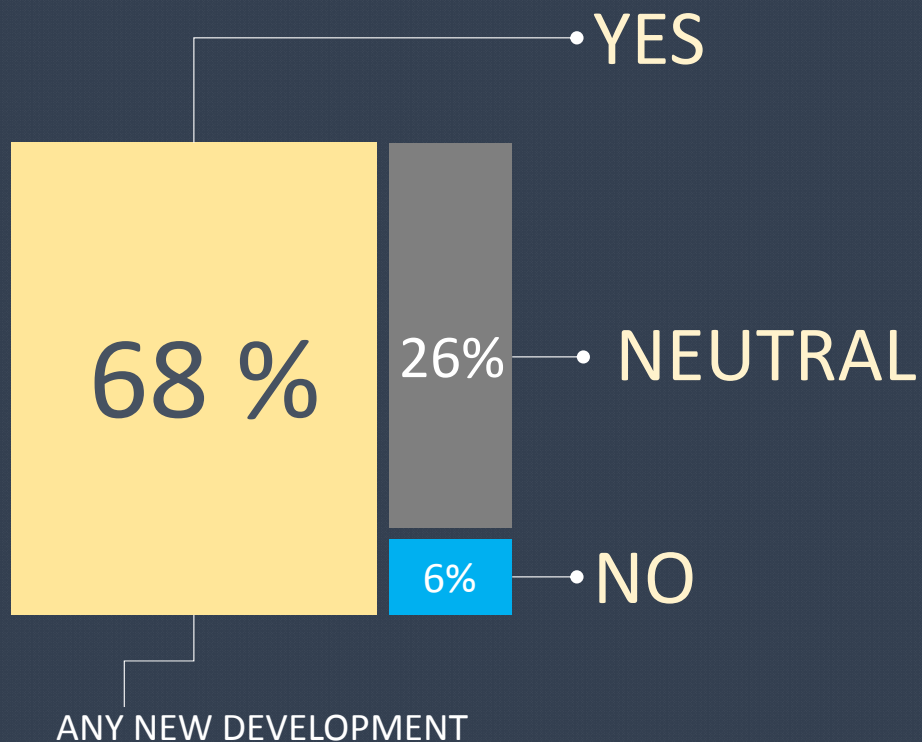
31
RESPONSES

4
HOURS

LEAN INNOVATION TEAM



SURVEY RESULTS



Initial thoughts ?

I **Like** the project, **Anything** is better
Support it, **Better** than now, **Excited**, Looks
big, Too many apartments, prefer **retail**,
Safer than now

Areas of concern ?

Increased **Traffic**, **Parking**, Blocks
Privacy, No **Commercial** or **Mixed Use**,
Too many **Apartments**, too **Big**

Project loves and likes?

Townhomes, more **Modern** look,
Improves area, **Use** of space, **Clean** site