

**PLANNING COMMISSION MEETING  
THURSDAY, MAY 14, 2021**

**PRESENTATIONS**

## **STAFF PRESENTATION**

### **ITEM #1 PH 21-040**

**Proposed Development of Two New Drive-Through Restaurants and a Significant Exterior and Interior Remodel of an Existing 94,500-Square-Foot Commercial Building Requiring Approval of a Conditional Use Permit, Site Plan Review, and Various Warrants and Exceptions from the South Hayward BART Form-Based Code. Application No. 202002474.  
Located at 26231 Mission Boulevard**

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# **Redevelopment of Kmart Property**

Proposed Drive-Through Restaurants and Significant  
Interior and Exterior Renovation of Existing Building  
(Application No. 202002474)

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Planning Commission Public Hearing  
May 13, 2021  
Marcus Martinez, Associate Planner



# PROJECT SITE

- 26231 Mission Boulevard
- Two Parcels
- 10.72-Acre Total Project Site

## Zoning District:

- ✓ Urban General (S-T4), Urban Center (S-T5), and Civic Space (S-CS) Zones within prior South Hayward BART Form Based Code

## General Plan Land Use

### Designation:

- ✓ Sustainable Mixed Use (SMU)





# PROJECT SUMMARY



## Requested Approvals

- ✓ Conditional Use Permit, Site Plan Review, and several Warrants and Exceptions

## Project Scope

- ✓ Development of new drive-through restaurants:
  - Raising Cane's Chicken Fingers - 3,267 Square-Feet
  - In-N-Out Burger - 3,879 Square-Feet
- ✓ Renovation of existing 94,500 square-foot building (formerly occupied by Kmart) to be demised into 9 tenant spaces with 3 majors and 6 shops
- ✓ Site improvements including improved pedestrian/bicycle access, upgraded, parking configuration, stormwater management, enhanced tree plantings and landscaping, and employee/patron amenities

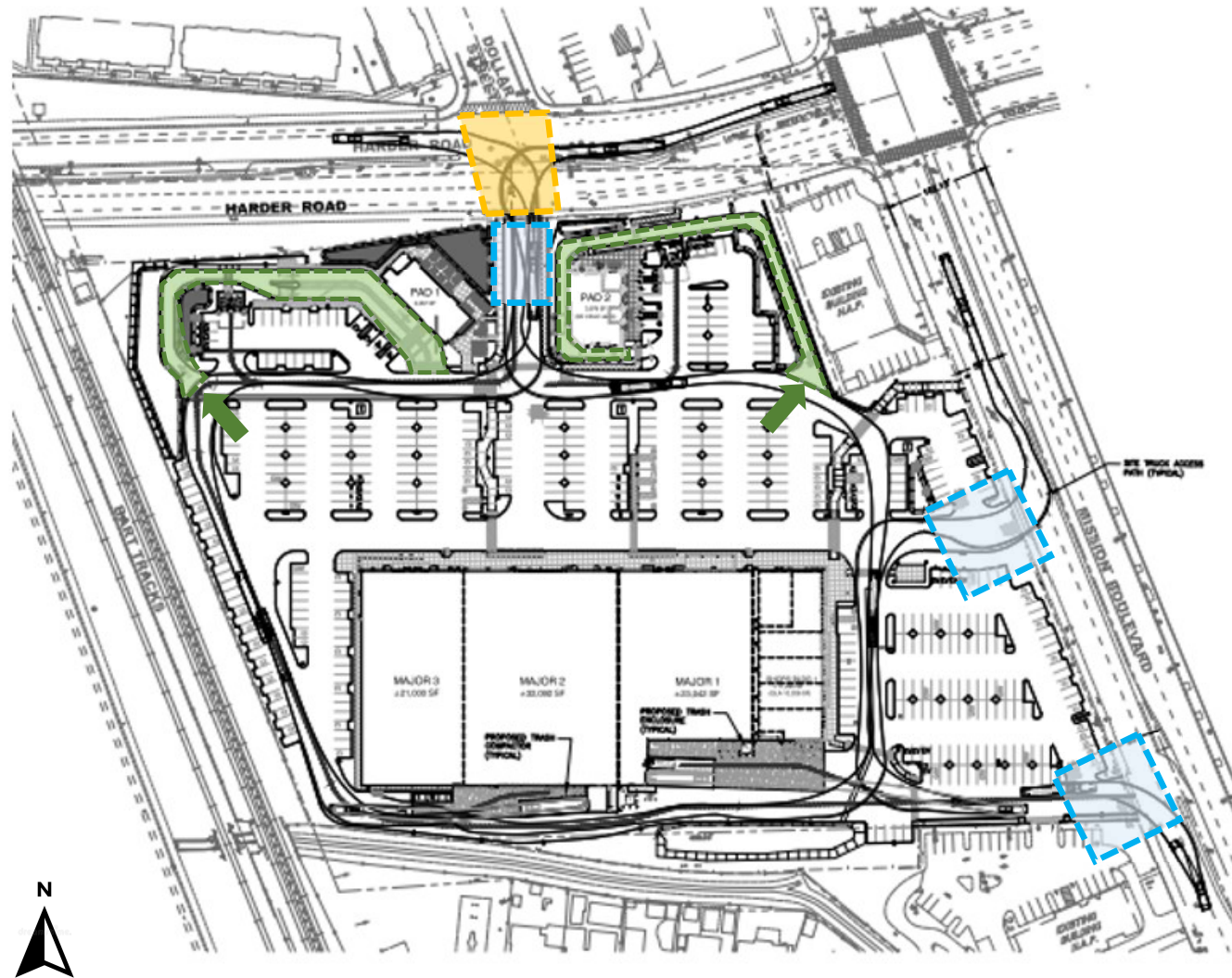
# SITE PLAN

- Development of drive-through restaurants at northern boundary
- Major tenants orientated towards the north, and shops orientated toward Harder and Mission
- Parking:
  - 467 total automobile parking spaces
  - 22 spaces equipped with EV chargers
  - 70 total bicycle spaces for short- and long-term use by patrons and employees



# VEHICULAR CIRCULATION PLAN

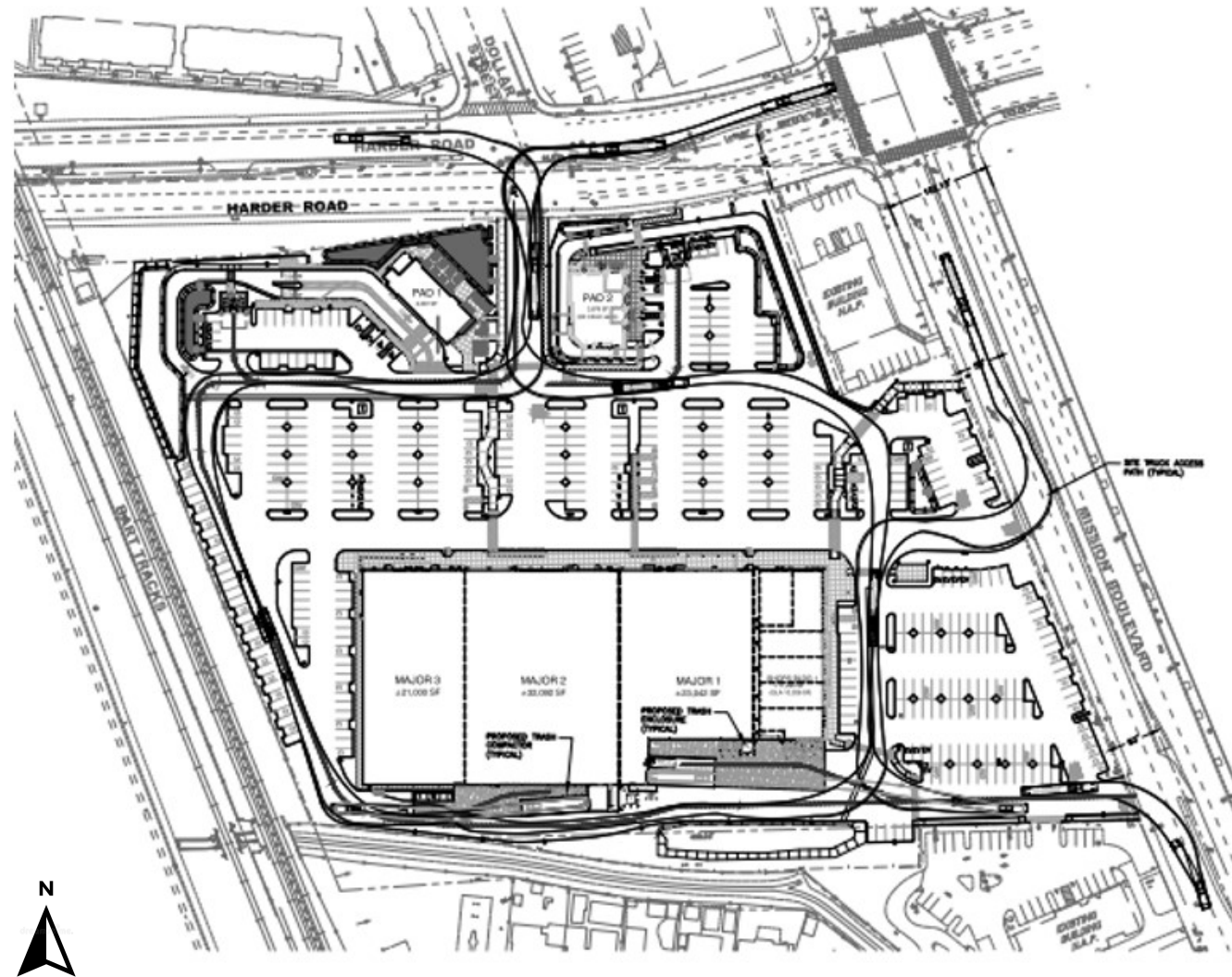
- Accessed via **existing driveways** along Harder Road and two driveways along Mission Boulevard
- Access **to drive-through lanes** have been designed to prevent spillover onto public right-of-way
- **New traffic signal** will be installed at Harder Road/Dollar Street intersection to ensure safe and timely entering and exiting to/from project site





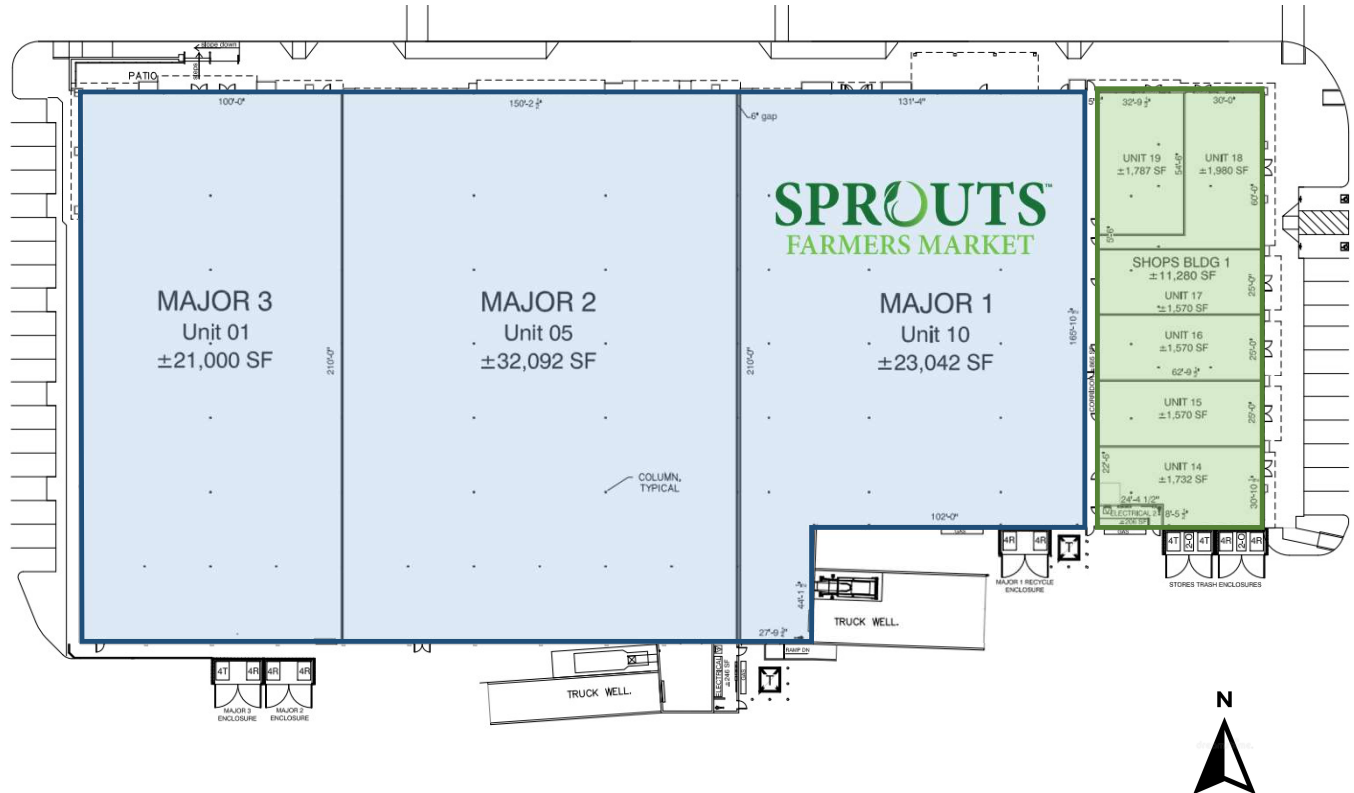
# BICYCLE AND PEDESTRIAN CONNECTIVITY

- Internal pedestrian and bicycle network to/from rights-of-way
- Bike lane improvements along Harder Road
- Contribution of ~\$101,800 to future improvements along street frontages
- New Signal Intersection at Harder and Mission to improve safety for pedestrians and cyclists



# FLOOR PLAN: MAIN BUILDING

- Existing 94,500 square-foot commercial building to be demised into nine tenant spaces
- Major tenants** range between 21,000 to 32,100 square-feet in leasable area
- Smaller commercial shops** range between 1,570 to 1,980 square-feet in leasable area
- Sprouts Farmer's Market grocery store has been identified for Major #1
- No other tenants have been identified at this time





## EXISTING ELEVATIONS: Main Building



East Elevation facing Mission Boulevard

- Built in 1970s
- Deteriorating buildings and site conditions
- Lack of prominent and inviting storefront entrance
- Lack of façade activation towards the street



North Elevation facing Harder Road

# PROPOSED ELEVATIONS: Main Building



East Elevation Toward Mission Boulevard



North Perspective Facing Harder Road

## Significant Improvements:

- ✓ Articulated facades along street-facing elevations with storefront entrances and high percentage of glazing
- ✓ Varying wall planes using contrasting and attractive colors and materials
- ✓ Opportunities for business signage to attract patrons for majors and smaller retail tenants

# PROPOSED ELEVATIONS: Raising Cane's (Pad #1)



South Elevation



West Elevation



East Elevation



North Elevation

EM-1	EM-2	EM-3	EM-4	P-10	EW-1	EW-2	EW-3	EW-4	EW-5	EW-6	EWS-1	EWS-2
GALVANIZED STEEL SHEET W/ KYNAR FINISH (24 GA.) COLOR: "DE GARGOYLE PAINT"												
METAL GALVANIZED STEEL SHEET W/ KYNAR FINISH (24 GA.) "DE GARGOYLE PAINT"												
CARBON GRADE FINISH HOT ROLLED STEEL W/ CARBON GRADE FINISH												
RECLAIMED METAL PANEL: VINTAGE CAR HOOD OCCURS AT FACE OF "1" ELEMENT												
"DE GARGOYLE PAINT" CENTER MATCH												
BELDEN NORMAN BRICK "BELDEN BLEND SEMI-SMOOTH" BRICK COLOR CHANGE TO "LUNAR" COLOR												
"DECADE DESERT GRAY" PORTLAND CEMENT STUCCO CENTER MATCH												
MARCKSTONE 0443 - ARCHITECT'S GRAY												
"DE GARGOYLE" PORTLAND CEMENT STUCCO CENTER MATCH												
"DECADE BUNGALOW TAUPE" PORTLAND CEMENT STUCCO CENTER MATCH												
"DECADE OATMEAL COOKIE" PORTLAND CEMENT STUCCO CENTER MATCH												
MODEL 275 (ALSO SEE R. DARK BRONZE) ANODIZED ALUMINUM STOREFRONT												
ALUMINUM STOREFRONT SYSTEM FINISH ANODIZED BLACK												

## Material Finishes



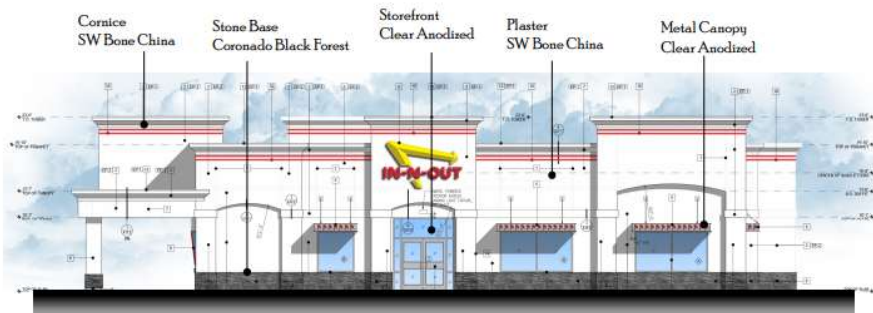
# PROPOSED ELEVATIONS: In-N-Out Burger (Pad #2)



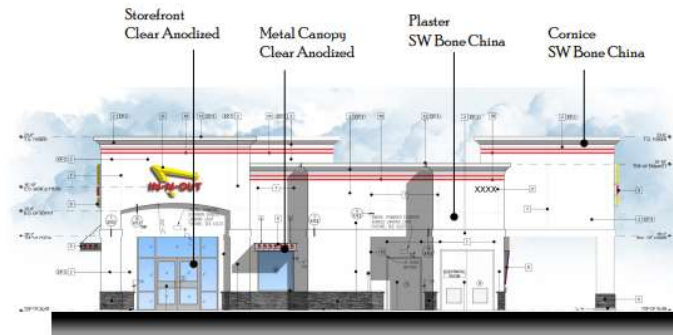
South Elevation



West Elevation



East Elevation



North Elevation

# SITE AMENITIES: Primary Building

- Uncovered and covered outdoor dining areas
- 14- to 18-foot-wide pedestrian paseos along northern and eastern edges of building
- Secured bicycle lockers and racks
- Outdoor merchandise areas
- Landscape planters





# SITE AMENITIES: Drive-Throughs

## General:

- ✓ Landscaped and pedestrian lit walkways
- ✓ Pedestrian paths from street to restaurant
- ✓ Trash receptacles
- ✓ Bicycle racks

## Raising Cane's:

- ✓ 27 outdoor tables with seats for outdoor dining
- ✓ Covered patio

## In-N-Out Burger:

- ✓ 7 outdoor tables with seats for outdoor dining



# BUSINESS OPERATIONS



## Drive-Through Operations

- ✓ Queueing Capacity: Between 22 - 24 vehicles for In-N-Out Burger, and 25 vehicles for Raising Canes
- ✓ Trained staff that accept orders along drive-through lanes to expedite customer service and drive-through efficiency
- ✓ On- and off-site trash and debris management by business staff to maintain an attractive and clean property

## Hours of Operation

- ✓ Drive-Through Restaurants:
  - Raising Canes: Sunday to Wednesday 9 a.m. - 2 a.m.; and Thursday to Saturday 9 a.m. to 3:30 a.m.
  - In-N-Out Burger: Sunday to Thursday 10:30 a.m. – 1 a.m., and Friday to Saturday 10:30 a.m. – 1:30 a.m.
- ✓ Sprouts Grocery Store: Daily, 7 a.m. – 10 p.m.

# PUBLIC COMMENT



## July/August 2020 - Application Submitted

- Staff received comments with **mixed feelings about the two new drive-through operators**; some support for the specific operators and some concerns on unhealthy foods, lack of grocery stores in area, and perception of increased traffic

## April/May 2021 – Approaching Public Hearing

- Staff received a **high volume of comments from community voicing their support** for the drive-through restaurants and the incoming Sprouts Farmers Market grocery store
- Community members who expressed their support include Hayward residents, business owners, Cal State East Bay students and faculty, and the Chamber of Commerce

# STAFF ANALYSIS



- ✓ The project will be 100% commercial and **meet the diverse commercial and retail needs of the community**
- ✓ Development includes **two unique and popular drive-through restaurant operators** in the core of the Mission Boulevard corridor and core of the City
- ✓ Project will include a **new grocery store** that will serve as a source of organic produce, meats, products
- ✓ Project will result in **a significant investment and beautification** into a vacant and underutilized property
- ✓ Requests for **Warrants and Exceptions are justified** due to the expansive size of the project site in an effort to deliver a high-quality commercial center

## **CONSISTENCY WITH GENERAL PLAN**



- ✓ Aligns with goals and polices within Hayward 2040 General Plan and Economic Development Specific Plan:
  - Land Use Policy – Growth and Infill Development
  - Land Use Policy – Revitalization and Redevelopment
  - Land Use Policy – Mix of Uses and Activities
  - Land Use Policy – Flexible Land Use Regulations
  - Land Use Policy – Adaptive Reuse, Renovation and Redevelopment
  - Economic Development Goal – Diversified and Robust Economy
  - Economic Development Policy – Quality Development





## **CALIFORNIA ENVIRONMENTAL QUALITY ACT**

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The proposed development is considered *categorically exempt* from CEQA per Sections 15301, 15302, and 15303 for the development of the drive-through buildings, renovation of existing building, and related site improvements.

- ✓ No additional environmental review is required.

A nighttime aerial photograph of a city, likely Hayward, California, with a large bridge spanning a body of water. The city lights are visible in the foreground and middle ground, while the bridge's lights create a bright line across the water. The sky is dark with some light clouds.

# **STAFF RECOMMENDATION**

That the Planning Commission::

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- ✓ APPROVE the Site Plan Review, Conditional Use Permit, Warrants and Exceptions applications for the proposed project based on the required Findings and subject to the Conditions of Approval.



**Questions?**

# Applicant Presentation



HAYWARD RETAIL CENTER





**North Elevation**

Major Two & Three



**Building Materials**



# HAYWARD RETAIL CENTER

HAYWARD | CALIFORNIA

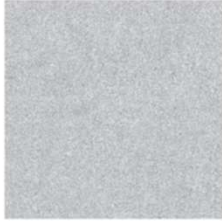
MERLONE GEIER PARTNERS | 20-031

DATE 2|8|20



CONCEPTUAL LANDSCAPE PLAN | L1

## MATERIALS



CONCRETE PAVING - TYPICAL  
COLOR: NATURAL GRAY



CONCRETE PAVING - ENHANCED  
COLOR: SANDSTONE  
MFR: DAVIS COLORS



ASPHALT PAVING - ENHANCED  
COLOR: BEDROCK  
MFR: ASPHALT IMPRESSIONS



BIORETENTION COBBLE  
COLOR: CALDERA  
MFR: DECORATIVE STONE SOLUTIONS

## SITE FURNISHINGS



PLANTER POTS  
MODEL: WILSHIRE  
◀ COLOR: OXIDE  
MFR: TOURNESOL



BENCH  
MODEL: SCARBOROUGH  
COLOR: SILVER  
MFR: LANDSCAPE FORMS



BIKE RACK  
MODEL: LOTLIMIT  
COLOR: WHITE ALUMINUM  
MFR: MMCITE



TRASH RECEPTACLE  
MODEL: TRANSIT  
COLOR: ALUMINUM  
MFR: FORMS+SURFACES



BIKE LOCKER  
MODEL: DLSPI SPACE SAVER  
◀ FINISH: STAINLESS STEEL  
MFR: DURA BIKE LOCKER

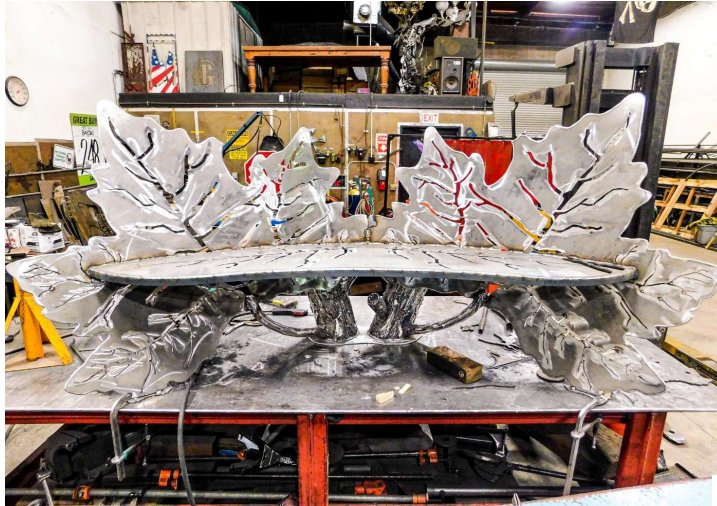
# HAYWARD RETAIL CENTER

HAYWARD | CALIFORNIA

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JAGGEDGE  
Metal Art







JAGGEDGE  
Metal Art





Our concept is simple and unique... we only have ONE LOVE – quality chicken finger meals!

What We Do—The Perfect Box, Fast, Friendly, Clean & Have Fun!



26231 Mission Blvd.  
Hayward, CA



EDUCATION



FEEDING THE HUNGRY



PET WELFARE



ACTIVE LIFESTYLES



BUSINESS DEVELOPMENT  
& ENTREPRENEURSHIP



EVERYTHING ELSE!



Active Community Involvement



Our Design: The Site



Front (East) Elevation



Rear (West) Elevation



Drive-Thru (South) Elevation



Side Entry (North) Elevation



Our Design: The Exterior





Our Design: The Dining Experience

Raising Cane's food and service is ranked among the highest in the industry.

This location will be company-owned with a long-term commitment to excellence. Each Raising Cane's Restaurant is a multi-million dollar investment.

We prioritize community engagement, with a focus on Local Active Community Involvement (ACI).

This restaurant will generate up to 50 full- and part-time positions, including 6 to 8 managers with executive level salaries.

Our building and landscape designs are sophisticated to parallel the tastes of our consumers – we pride ourselves on using high-quality, genuine materials and workmanship.

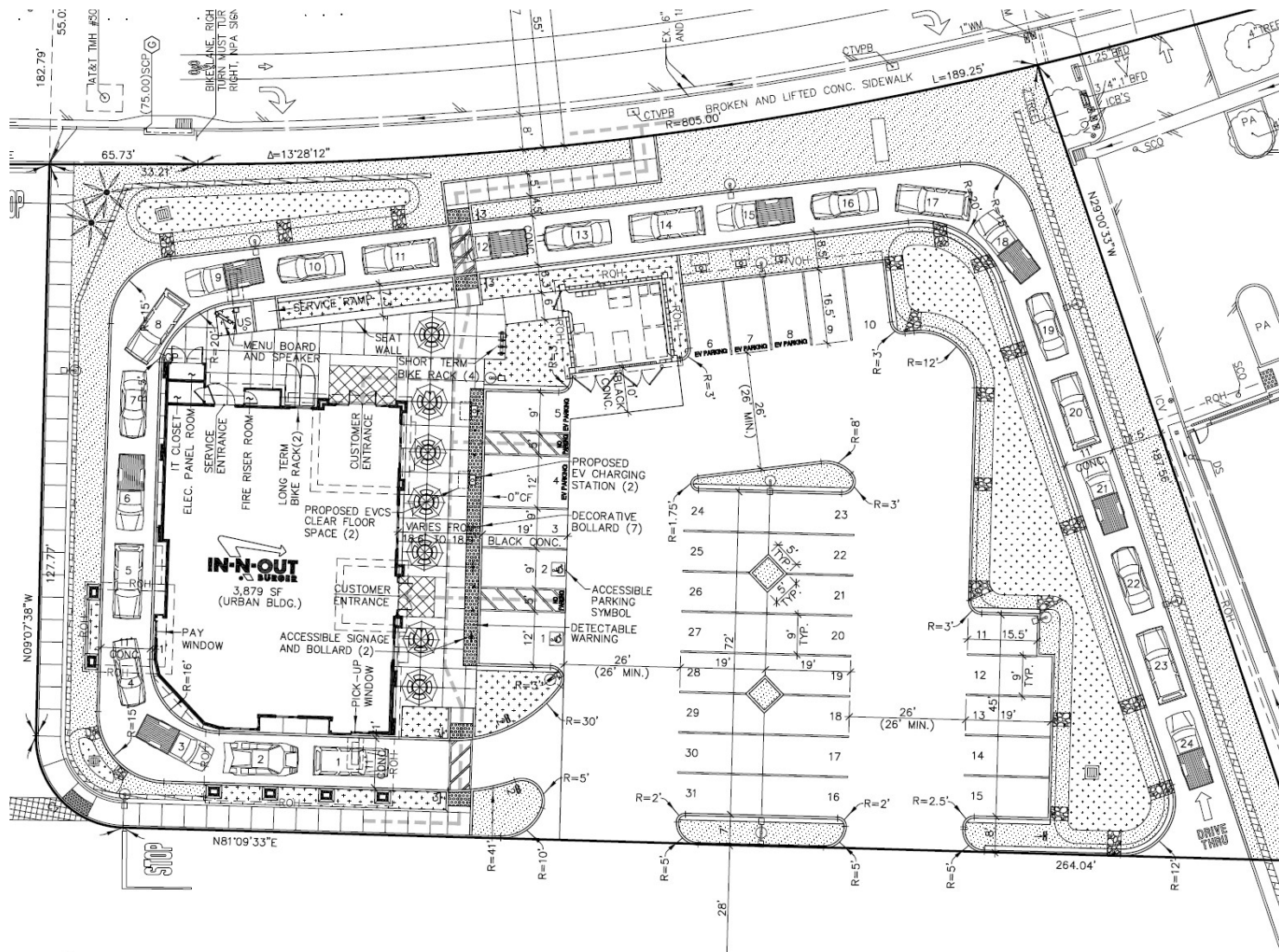


Conclusions



HAYWARD, CA









## HAYWARD, CA

26231 MISSION BLVD  
PRO LEDGE "BLACK FOREST" STONE & METAL CANOPIES WITH RED PALMS

ISSUED: 5/5/21



## HAYWARD, CA

26231 MISSION BLVD

PRO LEDGE "BLACK FOREST" STONE & METAL CANOPIES WITH RED PALMS

ISSUED: 5/5/21



SILVER AWNINGS WITH RED PALM TREES



# Hayward, CA Public Hearing

May 13, 2021



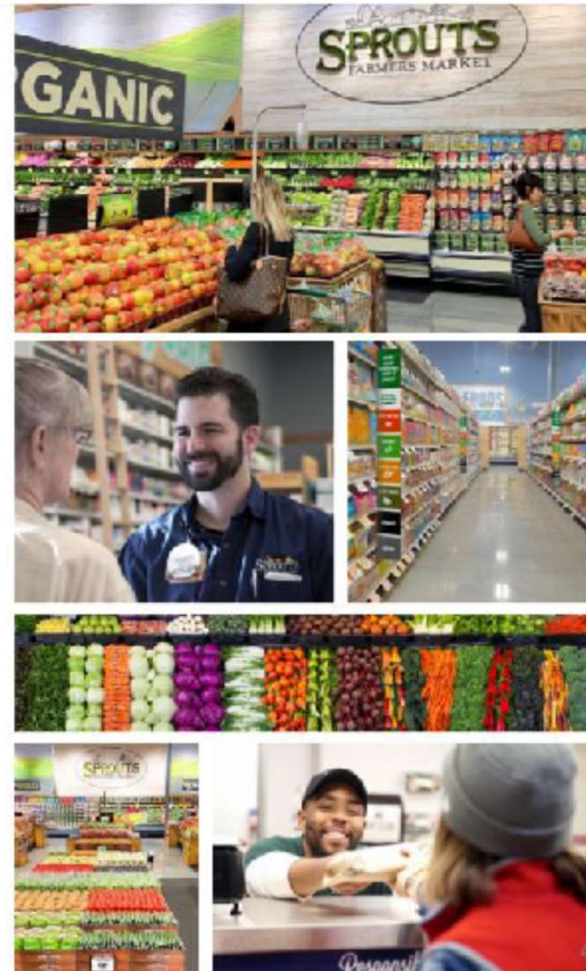
Delight in the goodness of fresh, healthy foods



Sprouts delivers a unique farmers market experience that brings together passionate, knowledgeable team members and the best assortment of high-quality food that is good for us, and good for the world.

## WHAT DEFINES SPROUTS AND WHAT MAKES US DIFFERENT

- A farmers market experience – open layout of fresh produce at the heart of the store, community feel, treasure hunt for unique products
- Intentional curation of responsibly and locally sourced products
- A place with happy, helpful team members
- The right assortment of healthy alternatives and good-for-you options
- Making the highest quality fresh foods accessible to all



Sprouts' stores are filled with a curation of differentiated, good-for-you products.



68% of Products Sold in Sprouts are Attribute Driven:  
Organics, Paleo, Keto, Plant Based, Non-GMO, Gluten Free, Vegan, Dairy-free, Grass Fed, Raw



## ESG activities are improving the planet!

### Environment & Climate



2020 Highlights

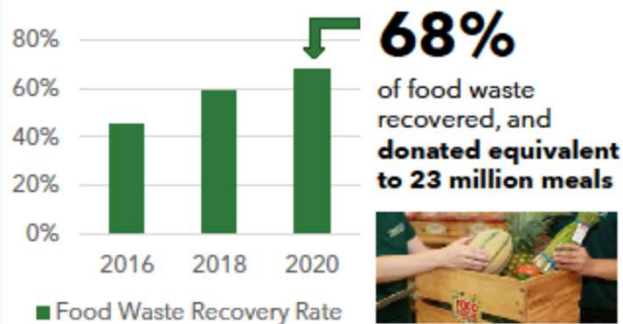
**58%**

overall landfill diversion rate by repurposing and recycling nearly 78,000 tons of food and waste



Reduced Scope 1 emissions 16% driven by reduction in fugitive refrigeration emissions. Achieved Scope 2 emissions slightly below unit growth rate. Reduced Scope 3 waste-related emissions by sending less waste to landfills.

### Food Waste Recovery Rate



### Safe, Healthy Food and Responsible Sourcing



22% sales increase of products that promote health and nutrition

Committed to sustainable palm oil in Sprouts Brand products by 2022



100% of Sprouts Brand eggs are now cage free



23% of total sales are from organically grown products

20% sales increase of products with a sustainable attribute, representing nearly \$3.5 billion or more than 50% in sales



Transitioned 100% of pork supply to be sourced from suppliers that utilize open-pen or group-housed facilities





We put customers, team members, and local communities first!

## 2020 Highlights

### Community Engagement

**SPROUTS**  
HEALTHY COMMUNITIES  
FOUNDATION



Awarded **\$1.6 million in grants and donations** to programs supporting youth nutrition education and academic support, and food system equity

Supported an estimated **350,000 students** with nutrition programs, taught virtually, during school closures

### Corporate Governance



**87%** of Sprouts' board members are independent



**25%** of Sprouts' board members are female and **13%** are ethnically diverse

**Formed a board-level Risk Committee** to monitor enterprise risk management program and provide oversight of our risks related to cybersecurity, critical systems, and environmental and social matters among others.

### Team Members



**7,200 promotions!**



- **55%** were female
- **49%** were ethnically diverse
- Filled **72%** of store manager positions with internal candidates

- Team members received **475,000 hours of in-store training**
- **\$17.42/hour** average store team member pay
- **Workforce Diversity:** **48%** ethnically diverse and **51%** female



### COVID-19 Response

Paid **\$100+ million in team member bonuses** and covered 100% of the costs for testing

Paying up to **4 hours of paid sick time off** to receive the vaccine



# **New Store Format Update**

## Sprouts Unveils its New Format



