Council Economic Development Committee

May 26, 2022

HAYWARD

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 April 28, 2022
Regular Meeting

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

Council Economic Development Committee Meeting
May 26, 2022
Steve Kowalski, Associate Planner

HAYWARD

Site Details

- Nearly 0.18 acres
- Formerly occupied by two-story commercial building
- Destroyed by fire in 2020; building foundation still in ground
- Zoning: Downtown-Main Street
- General Plan Land Use Designation: Central City - Retail and Office Commercial

Project Details

- 6-story mixed-use building
- 1,200 square feet ground floor commercial space
- Residential lobby, office, bike storage room and other ancillary spaces on ground floor
- 30 residential apartments on upper 5 floors
- 29-space underground parking garage w/ stacker system
- 3 units affordable to very low income households, 27 market-rate units

Entitlements Required

1. **<u>Major Site Plan Review*</u>** for all new projects in Downtown Specific Plan Area creating 5,000 square feet or more of impervious surface (project will create 7,668 square feet)

2. **<u>Density Bonus*</u>** of 50% over base number of allowable units (base number of allowable units is 20, applicant is proposing 30 total units) by providing 15% of base number as affordable to very low income households

Both entitlements require Planning Commission approval

Density Bonus Incentives/Concessions & Waivers

- ✓ Density Bonus projects proposing 15% of units affordable to very low income households are entitled to up to 3 incentives/concessions that result in real, identifiable project cost savings

- ✓ All Density Bonus projects are entitled to unlimited number of waivers or reductions of development standards that would physically prevent project from being built at the allowable density

Questions for CEDC

1. Does CEDC have any initial reactions to a mixed-use concept at this location?
2. Is there a certain type of commercial use that CEDC would like to see occupy the commercial space?
3. Are there any other features that the CEDC would like the owners to consider incorporating into the project?

HAYWARD

COVID ECONOMIC RECOVERY PLAN: RESTAURANT RELAUNCH AND RESTORE AND REOPEN PROGRAMS

PAUL NGUYEN
Economic Development Manager
CATHERINE RALSTON
Economic Development Specialist

AMERICAN RESCUE PLAN ACT 2021

$65 Billion in Direct Federal Relief to cities

City of Hayward to receive estimated $38 Million

$2 Million requested to go towards Economic Recovery Efforts supporting local businesses and the workforce

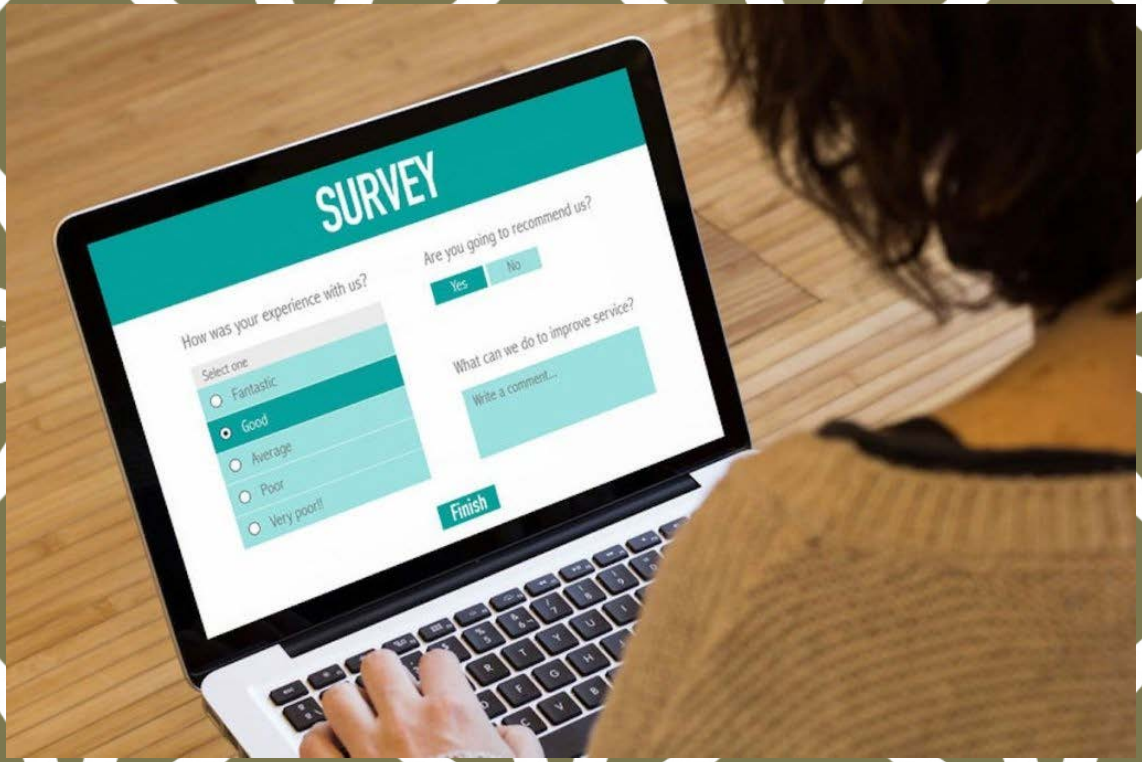
Business Needs Assessment Survey

Needs of the Businesses

- Driving Customers back to the Businesses

Concerns of the Businesses

- Access to Capital and On-going Debt Issues



RESTAURANT RELAUNCH & OUTDOOR DINING

Create permanent parklets for outdoor dining

Assist with costs for furniture, heaters, umbrellas, planters and more

Technical Assistance - updating menus, on-line presence, marketing and loyalty programs

Program Budget - $250,000

HAYWARD RESTORE AND REOPEN

A FAÇADE IMPROVEMENT PROGRAM

- Allocate dollars for grants
- Funds to be used for repairs and exterior improvements
  - Lighting
  - Signage
  - Windows
- Combat blight and Activate Centers

Program Budget - $200,000

BUSINESS SELECTION

- Under each program staff is targeting to assist 8 - 10 businesses.
- Application period was open for 1 month with 65 business requesting applications. 33 applications we received
- Look at those that will have the greatest impact on the corridor
- Geographically dispersed throughout the city

ON-CALL ARCHITECTS

Selection

Staff will identify the business and the approximate grant dollar amount for the sought-after improvements
Economic Development will release a notice of project to the bench firms, review bid proposals and select the firm to manage the project

Design

Selected firm will meet with the business owner to identify needs of the business and create a design plan for improvements to mee the objectives of the program.
Design firm will work with Staff to review proposed plan to ensure it meets City program goals and objectives

Permit & Build

Design Firm will submit and obtain any required permits from the City and assist business owner with selecting construction professionals and act as project manager during the construction phase and assist with resolving any issues as they arise.

Openness

Outdoor Dining

Facade Reimaging

NEXT STEPS

- Review applications received and rank the applications based on requested improvements, impact on their commercial corridor, matching dollars for the proposed project and geographical disbursement
- Match up interested businesses with an architect to begin the design process

PROPOSED IMPLEMENTATION TIMELINES

Program	Year 1	Year 2	Year 3
HAYWARD OPEN FOR BUSINESS - A MARKETING CAMPAIGN - LAUNCHED	X		
GIFT HAYWARD - A SHOP LOCAL GIFT CARD PROGRAM - LAUNCHED	X		
GET DIGITAL - AN E-COMMERCE ASSISTANCE PROGRAM	X	X	
RESTAURANT RELAUNCH & OUTDOOR DINING - LAUNCHED		X	
HAYWARD RESTORE AND REOPEN - A FAÇADE IMPROVEMENT PROGRAM - LAUNCHED		X	X
SMALL BUSINESS ASSISTANCE GRANTS 6 – 20 EMPLOYEES - LAUNCHED AND COMPLETED	X	X	
HIRE HAYWARD - LOCAL HIRE SUBSIDY PROGRAM		X	X
TUITION ASSISTANCE			X
EARN AND LEARN - ADVANCED MANUFACTURING JOB TRAINING AND EMPLOYMENT PROGRAM			X

QUESTIONS?

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

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

*Subject to change

Committee Member/Staff Announcements

2022
EAST BAY
INNOVATION AWARDS
10TH ANNIVERSARY

Hayward Nominees

Gel-Pak®
Protecting the World's Valuable Devices

Applied Silver

eikon therapeutics

Eden Area ROP

SPOTLIGHT THERAPEUTICS

DUPONT™

CAL STATE EAST BAY

Predicine™

Business Concierge Case: Dupont EKC

- Hayward business since 1984
- Manufactures advanced chemistries used in the semiconductor production industry
- “Hayward 2.0” project expands plant capacity and efficiencies to meeting today’s demand
- Business Concierge Service:
  - On-Site pre-application meeting with Dupont Team
  - ED served as Single Point of Contact on city’s side
  - All departments provided support proactively addressing permitting questions and expediting review
- Ribbon cutting attended by Dupont and Semi-Conductor Industry Representatives May 12

Adjournment