

**CITY COUNCIL MEETING  
THURSDAY, DECEMBER 5, 2019**

**DOCUMENTS RECEIVED  
AFTER PUBLISHED AGENDA**

**Item# 1 RPT 19-371**

**SPECIAL BRIEFING AND TOUR: HAYWARD -  
LEADING IN HOUSING AND COMMUNITY  
INNOVATION**

# COMMUNITY PROFILE

## EMPLOYMENT, ECONOMY & HOUSING

### TOP HAYWARD EMPLOYERS

- Alameda County Sheriff's Department
- Baxter Bio Pharma
- Berkeley Farms, LLC
- California State University East Bay
- Chabot Community College
- Costco Warehouse
- Fremont Bank Operations Center
- Hayward Unified School District
- Illumina
- Inland Marine Industries, Inc.
- New Century Beverage (Pepsi)
- Maleko Personnel, Inc.
- Plastikon Industries

### HOUSEHOLD INCOME

MEDIAN  
HOUSEHOLD  
INCOME

AVERAGE  
HOUSEHOLD  
INCOME

\$74,927

\$85,743

Source: 2012-2016 American Community Survey 5-year estimates.

**259** Units of affordable housing approved in 2018.

**\$28.6** Million awarded by the City of Hayward towards affordable housing projects in 2018

### REAL ESTATE & HOUSING

>50

% of tenants are rent burdened

**\$685,000**

Median sale price of new and existing detached, single family homes in Hayward.

Source: Bay East Association of Realtors (January 2019)



**\$455,000**

Median sale price of new and existing condominiums in Hayward.

Source: Bay East Association of Realtors (January 2019)

## POPULATION



## ENGAGEMENT

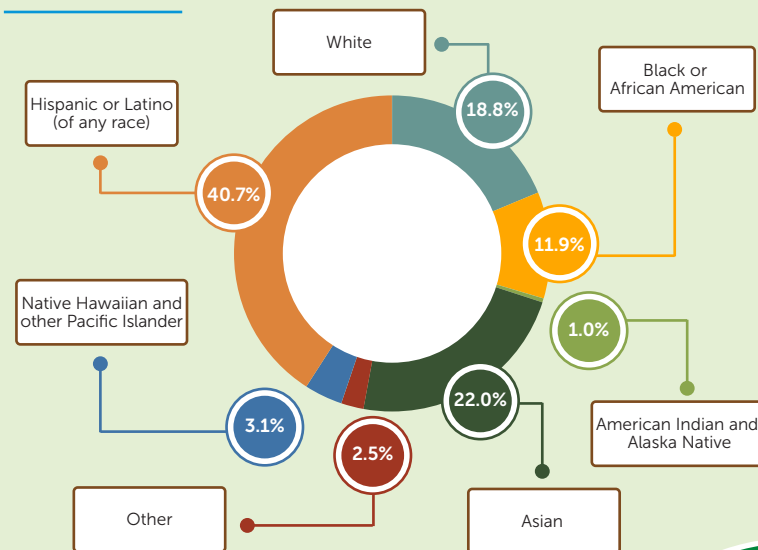
**70,353**

Registered Hayward voters  
(Alameda Co. Registrar of Voters)

**45**

Home Owners Associations & neighborhood interest groups.

## ETHNICITY



# City of Hayward Tour

Dec 5, 2019

H



*Leading in Housing & Community Innovation*

**H HAYWARD**

## CITY MANAGER'S OFFICE

777 B Street, 4th Floor  
Hayward, CA 94541  
510.583.4300

Cover image courtesy of William Lyon Homes



*City of Hayward  
Tour*





# Downtown TOD Strategy

## LINCOLN LANDING

### PROJECT DETAILS

Mixed-use  
476 apartments  
80,000 sq. ft. retail

Funded with over \$100 million in Opportunity Zone financing, this is the first major downtown project to begin construction since adoption of the City's new Downtown Specific Plan, which updates zoning across 320 acres to allow for development of up to 3,427 new housing units and 1.9 million sq. ft. of nonresidential space.



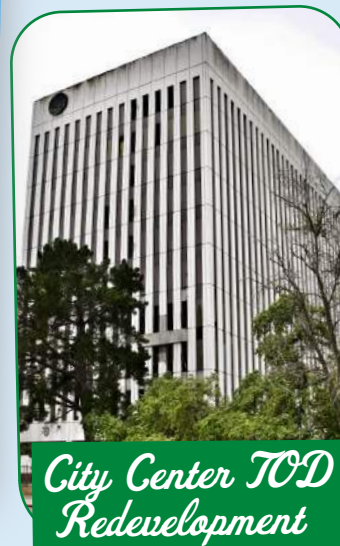
Lincoln Landing

## CITY CENTER TOD REDEVELOPMENT

### PROJECT DETAILS

Public Land for Development  
5.8 acres

The chronically vacant and blighted 11-story City Center tower was recently acquired by the City and planned for demolition. The property is adjacent to other city-owned land for a total of 5.8 contiguous acres, which presents a unique opportunity to implement future redevelopment to help revitalize the downtown and build housing near BART.



City Center TOD Redevelopment

## DOWNTOWN BART-OWNED VACANT LOT

### PROJECT DETAILS

Public Land for Development  
2 acres

BART owns a vacant 2-acre parcel in downtown across from the Hayward BART station. Given recent State legislation (AB 2923), BART and the City are working to develop transit-oriented development and to develop plans for this strategically located vacant parcel to achieve the collective goals of bringing affordable housing and jobs to downtown Hayward.

## 21ST CENTURY LIBRARY

### PROJECT DETAILS

Public Facility  
58,000 sq. ft.

Powered by 100 percent carbon-free sources of electricity, the Library features over 53 public computers, a Makerspace with 3D printers, a digital media lab, community meeting rooms, a Homework Support Center and a rainwater catchment system that can recycle 400,000 gallons of rainwater per year.



21st Century Library

7 Tour stops

★ Tour highlights

3 Housing projects  
(# of units)

— Tour route

— Downtown Specific Plan boundary

— City of Hayward boundary

0 1/4 mile



# South Hayward BART Partnerships



*Alta Mira*



## ALTA MIRA & CADENCE

### PROJECT DETAILS

Mixed-use  
357 apartments (151 affordable)

A mixed income community adjacent to the South Hayward BART station resulting from close partnerships between BART, the City, Eden Housing and a private developer that includes 151 units of affordable housing (Alta Mira) and 206 market rate apartments (Cadence).



## 238 PUBLIC LANDS — PARCEL GROUPS 2 & 3

### PROJECT DETAILS

Mixed-use  
370 apartments, condos, & townhomes (~50% affordable)

The City entered into an agreement with Caltrans to sell and develop the defunct Route 238 Bypass divided into 10 parcels. Developer, True Life Companies, obtained recent approvals for Parcel 2 for a mixed-use 190-unit development. On Parcel 3, Eden Housing, proposes 150-180 affordable units and a charter school.



*True Life*

2

## SOHAY

### PROJECT DETAILS

Mixed-use, 400 townhomes, 72 apartments (48 affordable)  
20,000 sq. ft. retail

Parcels 1 and 10 of the former 238 property are under construction, and consist of new mixed-income, multi-family rental and for-sale units and retail space. SoHay includes a network of bike/ped facilities and is located across from South Hayward BART. The sale proceeds of the property will pay for the first year of operations of the City's Navigation Center.



*SoHay*



Dixon St

2

1

### Tour stops



### Tour highlights

3

### Housing projects (# of units)

### Tour route

### City of Hayward boundary

0 1/4 mile

Holy Sepulchre Cemetery

Garin Regional Park

Mission Hills of Hayward Golf Course

Patrick Ave

W Tennyson Rd

Tampa Ave

Russ Rd

Huntwood Ave

Folsom Ave

Industrial Pkwy

Mission Blvd



# West Hayward Projects

Skywest  
Golf Course

Hayward  
Executive  
Airport

W Winton Ave

Cabot Blvd



*Hayward Housing  
Navigation Center*

## 3 HAYWARD HOUSING NAVIGATION CENTER

### PROJECT DETAILS

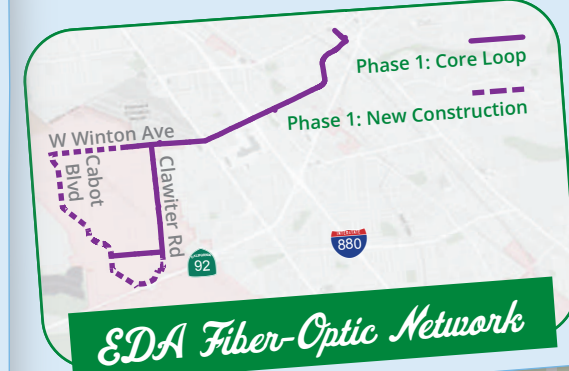
Public Facility  
Opened November 18, 2019

The Center represents the City's aggressive approach to addressing the homeless crisis by providing short-term housing for up to 45 people in a dormitory setting with one meal a day, on-site restroom, shower, laundry and kitchen facilities, and intensive case management geared toward sustainable, long-term housing placements funded in part by the State's HEAP and Prop 47 monies.

## ★ EDA FIBER-OPTIC NETWORK

### PROJECT DETAILS

The result of a \$2.8 million Dept. of Commerce grant, the network will improve internet access in the City's industrial technology innovation corridor. The proposed corridor houses a wide range of businesses including manufacturers of food, pharmaceuticals, auto parts and electronics, along with a growing biotechnology and medical device sector. The project is currently out to bid for construction.



*EDA Fiber-Optic Network*

Southland  
Mall

Hesperian Blvd

Chabot  
College

Depot Rd

Industrial Blvd

Enterprise Ave

Whitesell St

Eden  
Greenway

W Tennyson Rd

## ★ WATER POLLUTION CONTROL FACILITY

### PROJECT DETAILS

Public Facility and Infrastructure

The existing WPCF generates enough green power from on-site solar and biogas energy systems to meet more than 100 percent of the facility's electricity use (excess energy is routed to other City buildings, including City Hall). The planned Recycled Water Project will deliver 260,000 gallons per day for irrigation of parks, schools, landscaped areas around roadways and buildings, and for industrial purposes.

- ① Tour stops
  - ★ Tour highlights
  - 3 Housing projects (# of units)
  - Tour route
  - City of Hayward boundary
- 0 1/4 mile



# South Hayward Community Service Initiatives

7

Tour stops

★

Tour highlights

3

Housing projects  
(# of units)

Tour route

City of Hayward  
boundary

0

1/4 mile



Mia's Dream Come True Playground



## MIA'S DREAM COME TRUE PLAYGROUND

### PROJECT DETAILS

Public Park  
1 acre  
A one-acre playground designed for children of all abilities. Features a Music Therapy Zone, Kindness Arches, Sensory Wall, Water Tower Look-out, swings, spinners, slides, rollers, and an Animal and Nature exhibit.



## SOUTH HAYWARD YOUTH & FAMILY CENTER

### PROJECT DETAILS

Community Facility  
30,000 sq. ft.  
The result of many partnerships, the Center is envisioned as a comprehensive community center targeted at the needs of South Hayward, which will integrate enrichment spaces, such as classrooms, a childcare center, and maker spaces, with pediatric and behavioral health clinics on 15+ acres of improved amenities, such as bike lanes and sport fields.



South Hayward Youth & Family Center



## FIREHOUSE CLINIC

### PROJECT DETAILS

Community Facility  
First of its kind in the State, the Clinic offers full-service primary & preventative care with extended hours for working families. This unique service delivery model leverages firefighters' credible reputation with underrepresented communities to provide accessible, affordable health care regardless of coverage.



Firehouse Clinic

