



**MINUTES OF THE REGULAR MEETING OF THE  
CITY OF HAYWARD PLANNING COMMISSION  
Council Chambers  
Thursday, April 9, 2015, 7:00 p.m.  
777 B Street, Hayward, CA94541**

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**MEETING**

A regular meeting of the Hayward Planning Commission was called to order at 7:00 p.m. by Chair McDermott.

**ROLL CALL**

Present: COMMISSIONERS: Schott, Loché, Enders, Faria, Lavelle, Parso  
CHAIRPERSON: McDermott  
Absent: COMMISSIONER: None

Commissioner Parso led in the Pledge of Allegiance.

Staff Members Present: Hinkle, Lawson, Madhukansh-Singh, Nguyen, Rizk

General Public Present: None.

**ELECTION OF VICE CHAIR**

Chair McDermott made a motion to elect Commissioner Parso as Vice Chair. Commissioner Loché seconded the motion.

AYES: Commissioners Schott, Loché, Enders, Faria, Lavelle  
Chair McDermott  
NOES: None  
ABSENT: None  
ABSTAIN: Parso

**PUBLIC COMMENTS**

There were none.

**WORK SESSION**

1. Industrial Corridor/ Baseline Establish

Development Services Director Rizk introduced Economic Development Manager Hinkle.

Economic Development Manager Hinkle shared that the Industrial Corridor/Baseline Industrial Profile included foundational data and he emphasized the need for identifying the diversity of businesses located within Hayward's industrial districts and the goods and products that these



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companies produced. He stated that it was important to determine what concerns businesses located in Hayward have and what could be done to enable them to grow and expand.

Economic Development Manager Hinkle introduced Economic Development Specialist Nguyen who presented the staff report and the findings of the study.

Chair McDermott thanked staff for the comprehensive report.

Commissioner Lavelle stated that the report was educational and was pleased to learn that there was an array of businesses operating in Hayward. She understood the importance of connecting these businesses to each other.

Economic Development Specialist Nguyen clarified for Commissioner Lavelle that the Top 50 Industrial Businesses in Hayward mentioned in the staff report were based on employment size, adding that the Top 50 could also be identified by sales tax revenue.

Commissioner Lavelle noted that other entities located outside the Industrial Corridor that were also large employers in the City consisted of the Hayward Unified School District, the City of Hayward and other government employers.

Commissioner Lavelle agreed with the recommendations made under ES-3 listing the need for amenities such as retail, lodging, restaurants, childcare services, and suggested that transit be considered an amenity. She stated that there should be a way to connect the BART station with businesses in the area, noting that Union City has a bus company that fills this need for its city. Commissioner Lavelle mentioned that the Hayward Shoreline and the walking trails along Highway 92 were underutilized amenities in the city and suggested that open space and trails be identified as additional amenities and resources available to businesses operating in Hayward.

Commissioner Parso was pleased with the staff report and appreciated staff thoroughly discussing the methodology used in the study and also for sharing data sources. In regards to business continuity after a major disaster, he raised the question of what plans were in place to keep businesses operating in the city after an earthquake. As an example, he shared that after Hurricane Katrina, New Orleans experienced a loss of 60% of their tax revenue as companies folded up and never returned. He would like to see a long term plan that will address the following after a disaster: debris removal, no parking accommodations to allow the electric company to get electricity up and running, and to bring telecommunications back online. He suggested connecting the various trails throughout the city including the foothills route and bay trail, and connecting this with the industrial area and other residential areas to have a trail that will be at least 22.6 miles long as this could help bring a marathon to Hayward. Commissioner Parso commented that marathons may attract residents that work in advanced industries and in the high-tech sector. He noted that the city should expand wireless internet service.



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Commissioner Loché thanked staff for the in-depth report. Being mindful of the rapid changes in the business sector, Commissioner Loché asked staff if the information presented in the staff report was something that could easily be updated in the future to allow continued use of this data. Economic Development Specialist Nguyen responded that the database was considered a living database and shared that there were several avenues for updating the database which included routine updates by the Economic Development team and getting refreshed data from the vendor Infogroup.

Commissioner Schott spoke about the benefits of transit options being closely situated to businesses, exemplifying that some of his employees utilize public transit for commuting to and from work. He shared the impacts on wireless connections throughout the city with the closure of the Warren Hall building at the California State University East Bay (CSUEB). He suggested staff look into adding compact information systems to the database. Commissioner Schott shared that the business community in Hayward was at an advantage due to the vast availability of local resources, the central location of the city for distribution purposes, and the proximity to freeways. He mentioned the need to attract higher income workers, managers and business owners to relocate and live in Hayward. Commissioner Schott suggested connecting businesses operating in Hayward with CSUEB students to create internship opportunities. He supported that childcare services be available in business parks as this will be a desirable option for young working parents who want to keep their children close to where they work.

Economic Development Manager Hinkle noted for Commissioner Schott that his suggestions were already incorporated in the Economic Development Strategic Plan, which was approved by the City Council.

Commissioner Schott noted that the city recently approved two concrete recycling companies, emphasizing that it was a big opportunity to market that Hayward has a lot of existing flat land and that demolishing existing property was a cost-effective alternative to finding new flat land. He was pleased that the staff report highlighted the industrial corridor as the economic driver in the city. Commissioner Schott stated that if the city could bring a healthier industrial base with newer buildings, this would translate to higher property taxes. He pointed out that it would be difficult for a high end restaurant to flourish in the industrial corridor.

Commissioner Enders stated that the report was a great foundation for the future. In response to Commissioner Enders' question, Economic Development Manager Hinkle spoke about the marketing and branding initiative of the Economic Development Strategic Plan where focus will be directed towards how great Hayward is for businesses. He stated that attention will be given to placing gateway markers indicating the entry and exit points in and out of the city. He noted that another opportunity would be connecting those employed in Hayward with amenities such as the bay trail. He added that there may be opportunities to redevelop some properties in the city and utilize this space as a retail hub. Mr. Hinkle stressed the importance of having a partnership with the business community in identifying what the needs of various businesses may be. He commented



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that although there seems to be growth in the business community, the challenge was that the labor market had tightened and that it was hard for businesses to find a qualified workforce.

Commissioner Enders suggested highlighting the labor force in the community. She stated that the staff report address what attracts employers and what attracts employees to the area. She recommended that staff engage in conversations with the Hayward Area Recreation and Park District (HARD) to get trails, open space, picnic tables, and other types of recreation that the employees seek.

Commissioner Faria shared that the report prepared by staff was very valuable in that it contained information that could be leveraged to attract businesses to Hayward that would support residents and workers, and highlighted that the City now had the economic capability to support businesses that may not have operated in the city in the past. She stressed the importance of the city addressing the need for high speed internet that would support businesses in Hayward. She requested that the Economic Development team make presentations at Planning Commission meetings regularly to keep the Commissioners informed so that decisions made by the Planning Commission are consistent with economic development priorities.

Economic Development Manager Hinkle noted for Chair McDermott that there will be an annual report on the Economic Development Strategic Plan that will be presented to the City Council and Planning Commission. He shared that Community and Media Relations Officer Holland was involved with the marketing and branding plan, as well as the website re-launch.

Chair McDermott stated that as was indicated in the staff report, there were some businesses in the industrial corridor that posed a potential hazardous materials risk to residents. She asked if the Fire Department would have to increase their resources and/or undergo more training in order to be able to work with the businesses in the industrial corridor dealing with hazardous materials. Economic Development Manager Hinkle indicated for Chair McDermott that the questions pertaining to hazardous materials could best be answered by the Fire Chief; however, he commented that there was an extensive process for when hazardous materials were brought into the community. This process entailed evaluating hazardous materials according to CUPA standards, and ensuring that hazardous materials were categorized, handled and stored safely by businesses. He added that the process also included annual inspections for Fire Department staff. Mr. Hinkle stated that as businesses working with hazardous materials grow, the Fire Department will work proactively to ensure that businesses were compliant with requirements.

Chair McDermott emphasized that it was important to continue to work with educators in our community so that they can prepare students and connect them with employment opportunities locally.

Commissioner Schott stated the dire need that the business community had for broadband high speed internet as it could be crucial for tasks like operating a call center. He commented on the



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traffic challenges at West Winton Avenue and Hesperian Boulevard and urged that this be addressed as more businesses develop in this area.

Economic Development Manager Hinkle described for Commissioner Schott that the former Kaiser site was a catalyst site in the city that could serve as a business development opportunity and mentioned that this site would be further evaluated through the Economic Development Strategic Plan. Mr. Hinkle noted for Commissioner Schott that staff was engaged in conversations with Gillig, a longstanding business in Hayward that was looking to expand and unfortunately there was not enough space to accommodate the expansion of this business. Mr. Hinkle shared that the parts and distribution center will be maintained in the city.

Commissioner Schott expressed the importance of retaining businesses in the community, commenting that most companies exit the city due to expired leases. He stressed that commercial rental space was cheap in Hayward. He shared that being able to receive two Housing and Urban Development (HUD) loans was extremely beneficial to his company as it enabled him to expand operations and hire more workers. He urged that as such opportunities become available, that they be communicated to local businesses.

Economic Development Manager Hinkle underscored that the three elements of Economic Development were retention, expansion and recruitment.

Commissioner Lavelle shared that businesses in the advanced industries sector could potentially serve as a great employer in the city as these types of businesses sometimes required a workforce with less education.

Director Rizk commented that the industrial corridor was an underappreciated area of the city, especially given that 45,000 individuals were employed within this area. He noted that Hayward was fortunate in that there were a variety of businesses operating in the city. He stated that the industrial area zoning regulations may be outdated as they were developed with an emphasis on traditional manufacturing and warehousing. He added that staff will modify the regulations to make them current and applicable towards the advanced industries sector. He mentioned incorporating performance based zoning elements, and referenced as an example allowing a child care center, if there was a hazardous mitigation plan in place for a property. Mr. Rizk noted that it would be plausible to have a Fire Department-approved mitigation plan or a hazardous materials mitigation management plan that would not require businesses to undergo a Conditional Use Permit process. He emphasized that the goal was to attract and make it easier for desired industries to start business operations in Hayward. Mr. Rizk stated that he will try to arrange for Community and Media Relations Officer Holland to make a presentation to the Planning Commission on the City's marketing and branding campaign. He shared that as was addressed in the General Plan, Economic Development staff was working on workforce development which included connecting with local academic institutions, students and young professionals to encourage them to pursue working in advanced industries. He added that fiber optic data capacity was a high priority on the City



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Manager's and City Council's list, emphasizing that this was a critical infrastructure amenity for the industrial business community. He commented that staff would also explore attracting certain businesses to the city by incentivizing, such as via a break on sales tax for the first couple of years.

**COMMISSION REPORTS**

2. Oral Report on Planning and Zoning Matters

Director Rizk noted the following topics scheduled for future meetings: the April 23, 2015 meeting would include a formal site plan review of the New Library and Community Center; the May 14, 2015 meeting would include a text change to create a zoning compliance permit; the May 28, 2015 meeting would include a public hearing on Sign Regulations.

3. Commissioners' Announcements, Referrals

Commissioner Schott shared that the Hayward Education Foundation was a successful event.

**APPROVAL OF MINUTES**

4. Approval of the Minutes of the Planning Commission Meeting on February 19, 2015

The Planning Commission meeting minutes of February 19, 2015 were approved with Commissioner Loché abstaining.

**ADJOURNMENT**

Chair McDermott adjourned the meeting at 8:23 pm.

**APPROVED:**

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Heather Enders, Secretary  
Planning Commission

**ATTEST:**

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Avinta Madhukansh-Singh, Senior Secretary  
Office of the City Clerk