



CITY OF HAYWARD

Hayward City Hall
777 B Street
Hayward, CA 94541
www.Hayward-CA.gov

Cover Memo

File #: RPT 22-076, **Version:** 1

DATE: September 22, 2022

TO: Council Economic Development Committee

FROM: Acting Development Services Director

SUBJECT

Strategic Roadmap Priority: Update to the Alcoholic Beverage Ordinance

RECOMMENDATION

That the Council Economic Development Committee (CEDC) reviews the report and provides feedback to City staff on the items for consideration at the September 22, 2022 CEDC meeting.

SUMMARY

When the City Council adopted its Strategic Roadmap Priorities for 2022, one of the priorities identified was to have staff look into possible revisions to the City's Alcoholic Beverage Outlets (ABO) Ordinance ([Hayward Municipal Code Section 10-1.2750](https://library.municode.com/ca/hayward/codes/municipal_code?nodeId=HACAMUCO_CH10PLZOSU_ART1ZOOR_S10-1.2750ALBEOU) [<https://library.municode.com/ca/hayward/codes/municipal_code?nodeId=HACAMUCO_CH10PLZOSU_ART1ZOOR_S10-1.2750ALBEOU>](https://library.municode.com/ca/hayward/codes/municipal_code?nodeId=HACAMUCO_CH10PLZOSU_ART1ZOOR_S10-1.2750ALBEOU)) to better support existing full-service restaurants and encourage more new restaurants to open in the City. In preparation for this update, staff conducted outreach to various stakeholders to solicit input on possible amendments to the ABO Ordinance that could help address the City Council's priority and also potentially attract an alcoholic beverage manufacturing facility having a food service component such as a brewpub to the City as well. To date, staff has received very little feedback from these outreach efforts, suggesting that the ABO Ordinance is not acting as a significant deterrent to growth in the City's full-service restaurant industry. Nevertheless, staff has identified some potential amendments to the ABO Ordinance, which may help address the Council's priority.

ATTACHMENTS

Attachment I	Staff Report
Attachment II	Hayward Municipal Code Section 10-1.2750