

**HAYWARD REDEVELOPMENT AREA COMMITTEE
REGULAR MEETING**

April 11, 2007 at 7:00 p.m.

**Room 2A
Hayward City Hall
777 B Street
Hayward, CA 94541**

The Public Comments section provides an opportunity to address the Committee on items not listed on the agenda. The Committee welcomes your comments and requests that speakers present their remarks in a respectful manner, within established time limits, and focus on issues which directly affect the Committee or are within the jurisdiction of the City. As the Committee is prohibited by State law from discussing items not listed on the agenda, your item will be taken under consideration and may be referred to staff.

AGENDA

- I. Call to Order
- II. Public Comments
- III. Approval of Minutes – January 10, 2007
- IV. Election of Officers
- V. Cinema Place Update
- VI. Cannery Area Update
- VII. New/General Business
- VIII. Adjournment

**Summary Notes
Hayward Redevelopment Area Committee (HRAC)
Annual Meeting**

January 10, 2007

Present: Sheila Junge, David Long, Carol Heard, Bill Vandenburg, Rosemarie Ramos, Suzanne Cox

Absent: Joe Connell, Jeevan Zutshi, Rick Tipton, Bonnie Peyton, Joseph Oberman

Staff: Maret Bartlett, Redevelopment Director; Gloria Ortega, Redevelopment Project Manager; Cecelia Cooke, Redevelopment Secretary (Minutes)

**Members of
the Public:** Mike Cox, Charlie Cameron

I. Call to Order

Sheila Junge called the meeting to order at 7:10 p.m.

II. Public Comments

Suzanne Cox asked Maret Bartlett if she was aware of the rash of burned down buildings recently and if she knows why so many are occurring. The most recent is Bobby Lee's.

Maret Bartlett said she has not heard anything about why the buildings are burning down but does not think they are suspicious.

III. Approval of Minutes – October 18, 2006

Bill Vandenburg moved to accept the October 18, 2006 Minutes; Rosemarie Ramos seconded. Minutes were unanimously approved.

IV. Election of Chair and Vice Chair

This item is moved to April 11, 2007, meeting due to not having a quorum.

V. Update on Retail Attraction Initiative

• **Retail Attraction Initiative**

- Ms. Bartlett introduced the new Redevelopment Project Manager, Gloria Ortega, who is working on the Retail Attraction Initiative.

- Gloria Ortega told the Committee there was a Broker's Forum at City Hall on December 13, 2006, to discuss ways to bring new businesses into the downtown and fill vacancies. The Brokers were enthusiastic and brought good ideas to the meeting.
 - There are approximately 18 – 20 vacant buildings.
 - There is a \$500,000 fund loan for the program which could be used for TI's or to assist with rehab of buildings.
 - The goal is to try to bring in unique high-end restaurants and businesses to get families into the downtown.
 - Make it easier for new businesses to get established with clear start-up guidelines, etc. by working with the Planning Department.
 - Create a safer and cleaner environment to attract businesses.
 - Marketing package is being designed for handout to brokers and owners.
 - Next step is to meet with the owners and find out what they need, i.e., repairs to roofs, electrical, etc.

Questions/Comments by HRAC:

- Will there be rent subsidy?
 - One proposal is to lower rent. However, the Brokers did not think this was a good incentive.
 - Rents range from \$.60/s.f. to \$3.50/s.f. – average rent is \$1.50/s.f.
 - If we bring in strong retailers, they may fund rehabs for the buildings.
- Will there be a media campaign?
 - This is being looked at, and ads in a real estate paper would be good. Other media ideas will also be pursued.
- With new restaurants going in near Southland Mall and on Hesperian, how will this affect new restaurants going into downtown? Will there be enough business for both?
 - The restaurants that go into the downtown would not be chains, so there should be enough business for everyone. It is hoped to have unique restaurants and businesses in the downtown so people will be attracted to it.

- Can the City install and upgrade lights in the downtown to make it safer for pedestrians at night? How will poor lighting affect new business coming in? Can the City pay for extra Police patrol?
 - Ms. Bartlett said Redevelopment cannot pay for extra Police coverage, but can pay for obtaining better lighting. Staff has already looked into upgrading the lampposts that exist. They are old, and there is not enough wattage for them to provide better lighting. Redevelopment will continue to follow up on this.
- Is Peet's still coming in to the downtown?
 - Yes.
- Ms. Ortega asked the Committee to provide any ideas they have for businesses to come into the downtown.

VI. New/General Business

Maret Bartlett gave a brief update on the Redevelopment Activities.

- **Cannery/Burbank – School & Park**
 - There is a bid out for construction of the school that is due in February 6, 2007. Construction will begin in March 2007.
 - The proposal is to provide medium density housing on part of that site in compliance with the Cannery Plan. There is room for 10 – 17 units per acre.
 - For the park area, a bid for construction goes out in January and should be awarded in March 2007. Construction should start in April 2007.
 - There is not a RFP for a developer at this time. Staff will begin work on this and also begin looking at rezoning a portion of the school property for new residential.

- Question was asked about what is going on with the Libitzky building. Ms. Bartlett said Custom Freight is still there and has a lease until 2010.

- **Hayward Cinema Place**
 - Ms. Bartlett said the sale of Century Theaters to Cinemark went through; however, the theater will operate under the name Century Theaters.

 - Construction will begin in April 2007 and completed in 2008.

 - There is a new partner in this venture – Matteson, and they are also planning to develop condos at C and Main Streets.

 - Ms. Bartlett told the Committee she will bring a complete theater update to the next HRAC Meeting.

- **Questions was asked about Safeway on Foothill Boulevard**
 - Safeway is looking to expand from 10,000 to 12,000 s.f. to the north end and also redo the inside of the store.

VII. Adjournment

Meeting adjourned at 8:07 p.m.



CITY OF HAYWARD
STAFF REPORT

AGENDA DATE 04/11/07

AGENDA ITEM _____

WORK SESSION ITEM _____

TO: Hayward Redevelopment Area Committee
FROM: Redevelopment Director
SUBJECT: Election of Committee Chair and Vice Chair, and Discussion of Committee Vacancies

RECOMMENDATION:

Staff recommends that the Committee take action on the election of a new Committee Chair and Vice Chair. It is further recommended that the Committee consider requesting the City Clerk to undertake a recruitment of new members.

BACKGROUND:

Pursuant to the Committee's By-laws, the Committee elects a Chair and Vice Chair during the Committee's Annual Meeting. Existing office holders may be elected to serve for two consecutive terms. The current Chair is Ms. Sheila Jung, and the current Vice Chair is Ms. Suzanne Cox, and both members have now served one term in their respective offices. Mr. Connell, Mr. Vandeburgh, and Mr. Long have previously served as Chair; and both Mr. Ahl and Ms. Sheila Junge have previously served as Vice Chair.

For your information a current roster of committee members is attached. The committee currently has five vacancies from the full seventeen-member Committee. Last year the City Clerk/Agency Secretary undertook a recruitment for new HRAC Committee members, which yielded two new committee members. The HRAC may again wish to consider requesting that the Agency Secretary conduct a recruitment for HRAC Committee members, similar to last year's and other recruitments for other City boards and commissions.

Prepared by:

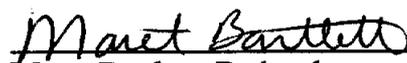

Maret Bartlett, Redevelopment Director

Exhibit A: Roster of HRAC Committee Members

HRAC COMMITTEE ROSTER

January 2006

Core Area Members:

David Long	Residential Owner Occupant Burbank Sub-Area
Rosemarie Ramos	Residential Owner Occupant Burbank Sub-Area
Carol Heard	Residential Owner Occupant Downtown Sub-Area
Sheila Junge	Residential Tenant Burbank Sub-Area
Michael Aahl	Commercial Property Owner Burbank Sub-Area
Rick Tipton	Community Organization, Chamber of Commerce Downtown Sub-Area
Bill Vandenburg	Community Organization, Eden Housing Burbank Sub-Area
Mr. Joseph Oberman	Residential Owner Occupant Mission Foothill Sub-Area
Joe Connell, President	Community Organization (appointed) Mission Foothill Sub-Area
Suzanne Cox	Residential Owner Mission Foothill Sub-Area