

Department of Community and Economic Development

Economic Development Committee Meeting

November 6, 2006

4:00 p.m.

4th Floor Conference Room 4A

City Hall

777 B Street

Hayward, CA 94541-5007

A G E N D A

Public Comments: (Note: For matters not otherwise listed on the agenda. The Committee welcomes your comments under this section but is prohibited by State Law from discussing items not listed on the agenda. Your item will be taken under consideration and referred to staff.)

1. **Call to Order**
2. **Approval of Minutes (October 2, 2006)**
3. **Economic Development Activities Update (October 2006)**
4. **Economic Development Committee Selected Priorities / Committee Action Plan**
5. **Update on Socioeconomic Data for the Industrial Corridor**
6. **Committee Member Announcements**
7. **Adjournment**



Assistance will be provided to those requiring accommodations for disabilities in compliance with the Americans with Disabilities Act of 1990. Please request the accommodation at least 48 hours in advance of the meeting by contacting Katy Ramirez at 510/583-4250 or by calling the TDD line for those with speech and hearing disabilities at 510/247-3340.

**ECONOMIC DEVELOPMENT COMMITTEE
REGULAR MEETING MINUTES
OCTOBER 2, 2006**

CALL TO ORDER: Chair Sawit called the meeting to order at 4:05 pm.

ATTENDANCE:

Committee Member	Present 10/02/06	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Mayor Sweeney	✓	2	1	2	1
Council Member Ward	✓	1	2	1	2
Council Member Dowling	no	1	2	1	2
Ed Mullins	✓	2	1	2	1
Manny Sawit (Chair)	✓	2	1	2	1
Landis Lavell Graden	✓	3	0	3	0
Carlos Gutierrez (Vice Chair)	no	2	1	2	1
Liz Morales	✓	3	0	3	0
Vacant					

OTHERS ATTENDING:

Jesús Armas, City Manager
Susan Daluddung, Director of Community and Economic Development
Sally Porfido, Economic Development Specialist

PUBLIC COMMENT: None.

APPROVAL OF MINUTES: The minutes of September 11, 2006 were approved.

ECONOMIC DEVELOPMENT ACTIVITIES UPDATE (SEPTEMBER 2006):

Staff assisted 13 telephone requests for various types of small business information and for small business start-up assistance. Staff referred the start-up applicants to appropriate contacts at the SBA regarding the MicroLoan and Small Office Home Office (SOHO) Programs and gave appointment information for the Hayward Chamber of Commerce SBA Score counselor. In addition, SBA Start-Up Information booklets and "Starting a Business in Hayward" were sent to those who were interested in receiving one.

Staff participated in a Business Services Meeting at the Eden Area One Stop Career Center. They invited Economic Development staff from City of Hayward and City of San Leandro to a meeting designed to review their Workforce Investment Board

Programs and Mission, their services for businesses and job seekers, and discuss how the cities can work with WIB and One Stops. Staff offered to identify local employers so they can target employment sectors and customize recruitment.

REVIEW OF ECONOMIC DEVELOPMENT ELEMENT:

Committee members reviewed the Economic Development Policies and Strategies as follows and voted for the three highest priorities for the Committee's focus:

ECONOMIC DEVELOPMENT POLICIES AND STRATEGIES

Community Development

Policy 1. Utilize an economic strategy that balances the need for development with other City goals and objectives.

Priority: 0 dots

Comments:

- 1. Accept per Element.**
- 2. Be more proactive on adaptive reuse.**
- 3. Specific look at community strip property along high impact corridors i.e. Mission corridor.**
- 4. Add Commercial/Industrial to #2.**

Land and Infrastructure

Policy 2. Create a sound local economy that attracts investment, increases the tax base, creates employment opportunities for residents and generates public revenues.

Priority: 5 Blue & 1 Green dots

Comments:

- 1. More modern energy policy**
- 2. Protect potential job development from residential**
- 3. Hold onto business sites.**
- 4. Focus on employment in industrial and retail.**
- 5. Jobs – housing.**
- 6. Maintain economic job stratification.**
- 7. Focus on job generators / spin-offs.**
- 8. Diverse economic base.**
- 9. Make Hayward a more energy independent community.**

Employment Opportunities

Policy 3. Facilitate the development of employment opportunities for residents.

Priority: 5 Blue & 1 Green dots

Comments:

1. Work with local education entities to provide a quality workforce.
2. H.R. – Human development (W.I.B.)
3. Education today to supply jobs of the future.
4. K-12 – University / Whole span.
5. Attract better paying jobs
6. Support reform at state level.
7. Outreach from business community to high school students.

Business Climate

Policy 4. Continue to enhance the City's image in order to improve the business climate.

Priority: 4 Blue & 5 Green dots

Comments:

1. Better schools.
2. Progressive Energy Policy.
3. County unincorporated area clean-up.
4. Higher priority for gateways.
5. Possible annexation of unincorporated area.
6. Public Safety.

Business Attraction and Retention

Policy 5. Attract new business.

Priority: 2 Blue & 3 Green Dots

Comments:

1. Electronic Information – Great asset.
2. Social climate. (Hayward “Buzz” attracts high-paying jobs. Is community after hours?)
3. Quality design, commitment to quality.
4. Streamline development process; better perception with “can do” attitude.
5. Publicize the positive.
6. Increase marketing. Update marketing brochure.
7. Schools, education.

Business Attraction and Retention

Policy 6. Retain existing businesses.

Priority: 2 Blue & 2 Green dots

Comments:

1. Creating space for expansion.
2. Higher/better use of underutilized industrial/retail space.
3. Increased density in industrial area.
4. Advantage of clean water.

5. Target retention efforts on businesses you want to retain.

6. Education.

Committee members voted to focus on policies #2 sound local economy, #3 employment opportunities, & #4 business climate.

COMMITTEE MEMBER ANNOUNCEMENTS:

Ed invited committee members to the Hayward Chamber Mixer, Wednesday, October 11, 2006 at St. Rose Hospital in the Grand White Tent from 5 to 7 pm.

ADJOURNMENT: Meeting was adjourned at 5:55 p.m.



CITY OF HAYWARD

DATE 11/06/06

STAFF REPORT

TO: Economic Development Committee

FROM: Director of Community and Economic Development

SUBJECT: Update on Socioeconomic Data for the Industrial Corridor & Recommendations

RECOMMENDATION:

It is recommended that the Economic Development Committee review and comment on this report in order to develop strategies that build on our strengths and assure Hayward remains competitive in the regional economy.

DISCUSSION:

The purpose of this report is to provide additional background data to further inform the continuing discussion regarding opportunities for transformation of Hayward's Industrial Corridor. The committee previously reviewed the policies and strategies contained in the Economic Development Element (Chapter 4 of the General Plan) at its October meeting. This report builds on information currently available at the city or readily accessible through regional data bases, and presents updated information where available on the supply of land, regional employment forecasts, resident labor force, and jobs/housing balance. Other portions of the city's economic database still need to be refreshed, and specifically, an economic profile must be prepared to adequately assess our advantages, and challenges.

Regional Overview

Changes in development activity have had an impact on Hayward's Industrial Corridor with resulting new industries. This transition is reflected in the growth in employment in certain job sectors. A report issued in 2000 by the Bay Area Economic Forum, *Leading the Transition to a Knowledge-Based Economy*, focused on those industry clusters that drive innovation, economic growth, and job generation in the region. An industry cluster is a group of businesses that tend to locate and grow in close relation to one another. By examining these clusters, researchers can anticipate growth and contractions in a regional economy. Hayward should develop strategic actions to attract bio-technology, communications, multi-media and education.

In the Bay Area, the knowledge-based industry clusters consist of the computer and electronics industry, telecommunications, multimedia, movie/TV production, biotechnology, environmental technology, and travel and tourism. The number of Bay Area jobs in these clusters is projected to grow by 59 percent between 1995 and 2020, as compared to 45 percent for all jobs in the

region. In Hayward high value jobs that are technology related are limited compared to the neighboring cities. Specific actions cities use to package incentives are:

1. Loans and grants that provide capital to new and expanding business.
2. Infrastructure improvements that benefit industry and business.
3. Relocation assistance for targeted industries.
4. Geographic information system / assistance for analysis.
5. Fee reductions.
6. Fast tracking.
7. Land assembly.

According to the Association of Bay Area Governments (ABAG), the Bay Area job outlook is undergoing a transformation that is significant in both types of jobs available and their location. The Bay Area is moving away from the perception of the regional economy being based only on high-tech manufacturing jobs based in Silicon Valley. The reality is the region has a much more broadly-based economy that will see growth in an array of job sectors offering employment throughout the Bay Area. While there will be appreciable job growth in the South Bay between 2000 and 2020, many other subregions will see strong growth as well. The distribution of firms in the above employment clusters within the East Bay is displayed in Attachments A and B.

Hayward has attracted some of the growth in these employment clusters. More detailed information on the location of biotech firms within Hayward is presented in Attachment C. If Hayward is to continue to share in this growth, strategies must be developed to accommodate the anticipated growth in a manner that will be of the greatest benefit to the city. For example, adaptive use of obsolete warehouses and reuse of underutilized properties such as auto-wrecking yards are areas that may warrant further exploration. Identification of vacant and available unused parcels and a system of prioritizing the most likely candidates for development is also a critical next step.

The Role of the Industrial Corridor

The emergence of an information and knowledge based economy is helping to shape the changes taking place in the industrial areas around the western and southern edges of the city. The availability of land, development activity, and relationship to industrial and commercial markets are reviewed in the next sections.

Availability of Land

The City's location, land availability, and relatively low land prices have been valuable components in the growth and development of the industrial and retail markets. The City's location and relatively low land prices remain favorable conditions encouraging economic development. This factor will likely become a constraint in the future due to the relatively few larger vacant parcels that are available for development. Land prices will rise as the supply of vacant developable land declines, reducing Hayward's competitive advantage. The cost of development can also be projected to increase if the remaining parcels are smaller infill parcels that require assemblage prior to development. Also, the existing structures must be demolished

before construction of new development can begin. In order to maintain competitive advantage, strategies need to be developed to adjust to new conditions. Again, the City could take steps to ensure adequate services, flexible zoning, qualifications of the labor force, availability of transportation and housing to pique the interest of companies wanting to relocate.

The large number of small, vacant industrially-zoned and commercially-zoned parcels in the City and the small number of vacant parcels of any significant acreage remain one of the most significant issues that affect future development. Attachment D shows the location of vacant land within the Industrial Corridor. There are approximately 300 acres that are vacant and planned for industrial development. Another 300 acres may be considered as underutilized with the potential for more intensive development. Attachment E indicates the parcel sizes. With the exception of the Eden Shores acreage, there are very few large vacant parcels. The Committee should prioritize the most likely vacant parcels and focus on infrastructure improvements to assure growth of key employment centers.

Relationship to Industrial and Commercial Markets

Industrial and Warehouse Market. Since Hayward's industrial area provides an excellent central location with access to suppliers and markets in the East Bay, Silicon Valley and San Mateo County, the area has been able to attract traditional manufacturing/distribution activities and high-tech related manufacturing and service industries. Realtors and brokers specializing in industrial and distribution space have indicated that Hayward is seen as an attractive place to expand or relocate by firms in northern San Mateo County (within proximity of the Hayward-San Mateo Bridge) and northern Alameda County. This suggests that Hayward will continue to see a strong demand for warehouse space even as the city seeks more light manufacturing and research and development companies. However, warehouses do not create high value, high wage jobs and this should not be the focus.

Although Hayward is accessible to Silicon Valley, these firms perceive Hayward as being too far away. Nonetheless, due to low lease rates and the availability of appropriate space, historically Hayward has continued to be attractive to relatively small high-tech and biotech firms that do not need to be located near Silicon Valley or the Berkeley-Emeryville area. The majority of business parks in Hayward are less expensive than similar business parks in Fremont, Dublin and Alameda, while Union City rates are similar to or slightly higher than Hayward, depending on the age and type of property on the market. These areas of older, industrial base, like Hayward, present revitalization opportunities.

Office Market. Hayward does not have an established reputation in the Bay Area office market. Most firms looking for office space in Hayward are serving a local market and seek newer space, expanded space or a more convenient location than their current offices within the local area. Although Hayward is well situated for the administrative functions of firms doing business throughout Alameda County and the Bay Area, Hayward's lack of reputation as an established office market means that most large firms will look elsewhere for space, and financing is not available for speculative office development. The few times that Hayward has been identified as an appropriate site for larger office uses looking to expand or relocate, available office space has been insufficient to meet the need.

The amount of office space has increased in Hayward's industrial area. Recent building permit data shows that most of the tenant improvements in the industrial area were for conversion of a portion of warehouse space to offices. This trend is expected to continue as uses intensify. The work of the Committee should capture this shifting market demand, and jump on opportunities to expand the supply of office space. Methods the City could employ to help stimulate growth are incentives, like improved transportation and access to the area, allow expanded retail opportunities for the office workers, provide bridge financing for office expansions, etc.

Development Trends in the Industrial Corridor

The Industrial Corridor comprises over 3,200 acres of land along the western and southern edges of the city. There are three distinct geographical subareas. The western portion consists of the area north of Route 92; the southwestern portion is the area between Route 92 and I-880; and the southern portion includes the area east of I-880 (see Attachment F). Data on land use acreages by subarea is provided in Attachment G. The distribution of land uses is displayed in Attachment H. Approximately 2,400 acres are currently devoted to industrial uses, including the industrial park on leased land at the Hayward Executive Airport and the South Hayward BART maintenance yards. Another 500 acres are presently devoted to commercial, residential, or public and quasi-public uses, including the Hayward Executive Airport and other public utility facilities. About 300 acres are classified as vacant land. It should be noted that some of this land (perhaps as much as 100 acres) may not be suitable for industrial development.

A significant portion of the land already devoted to industrial uses may see a change to more intensive land uses based on current development trends. The approximately 1,400 acres now occupied by warehouses or other marginal uses may be candidates for conversion or redevelopment as office or research and development space. In addition, the approximately 200 acres consumed by land-intensive uses such as wrecking yards, wholesale auto auction businesses, and trucking terminals are considered underutilized and appropriate for more intensive development. Identifying key underutilized sites, where the property owner may be motivated to sell, etc. is another important task to developing the economic picture.

Recent new construction activity, as well as data on conversion activity in terms of the amount of warehouse space changing to office or research and development space, indicates that the trend toward more intensive development is continuing throughout the Industrial Corridor. As a result of this trend, the average employee density is projected to increase over the next 20 years from 17 employees per acre to 19 employees per acre. Employee densities currently range from 11 per acre in the South subarea to over 21 per acre in the West subarea. Although the increment in the overall average employee density throughout the Industrial Corridor appears small, this slight rise represents the equivalent of all new development on the remaining 300 vacant acres occurring at densities of 30 employees per acre. Of course, increased employee densities can be expected to result in increased traffic as well as increased revenue to the City making infrastructure improvements critical to success. Attachment I compares trip generation rates by type of land use in terms of the average number of employees per square feet of gross floor area.

Regional and Local Job Growth

According to the employment forecasts contained in the *Projections 2005* report by the Association of Bay Area Governments (ABAG), job growth should begin to recover from the decline since 2000 and continue its gradual increase through the year 2010 as state and regional economies experience a period of adjustment. The rate of job growth is then expected to remain relatively stable through 2030. Projections for the Hayward area generally reflect trends and expectations for the region as a whole. See Figure 1.

The total projected job gain for the 25-year horizon period for the Bay Area is over 1.6 million new jobs. The largest Bay Area growth sector is anticipated to be in the Services sector, with almost 56% of the total job growth. It should be noted that the Services category includes business services, which encompass computer software firms, internet service providers, and related high technology services. Computer hardware manufacturing is included in the Manufacturing sector. The three remaining sectors are Manufacturing and Wholesale (18 percent), Retail (10 percent), and Other (16 percent).

In terms of growth at the county level, Alameda County is expected to capture over 21 percent of the total Bay Area growth with over 340,000 new jobs. Hayward should account for 7.5 percent of the total job growth within Alameda County with 25,500 new jobs to be created by the year 2030. In the Manufacturing/Wholesale sector, County growth will increase about 28 percent, as compared to 22 percent in Hayward. The County Service sector growth represents a 55 percent increase, as compared to 45 percent in Hayward. This sector represents by far the largest amount of new jobs in both Alameda County and Hayward.

Figure 1.

Change in Job Demand: 2005-2030 (Note: All numbers are in addition to existing jobs)

Sector	Bay Area	% Change	Alameda County	% Change	Hayward	% Change
Manf/Whls	282,040	38.6%	50,120	28.0%	5,680	22.4%
Retail	166,400	45.6%	40,990	49.3%	3,320	36.0%
Services	891,370	47.7%	207,200	55.2%	13,550	45.4%
Other	263,830	47.6%	43,060	39.0%	2,950	28.1%
Totals	1,603,640	45.6%	341,370	45.7%	25,500	34.0%

Source: ABAG *Projections 2005*

According to ABAG, total employment in Hayward in 2005 was approximately 75,000. About half of those jobs are located in the Industrial Corridor. The Industrial Corridor accounted for only 43% of the total employment in 1990. If the ABAG long-range forecast of 25,500 new jobs is realized, and the Industrial Corridor continues to capture one-half of the total job growth, the Industrial Corridor could experience an increase of about 13,000 jobs over the next 25 years.

Employed Residents By Industry and Occupation

Resident labor force data is available from the U.S. Census Bureau through the 1990 and 2000 decennial censuses, as well as for 2005 through the recent American Community Survey. Although the latest survey data is based on a much smaller sample of the population and is not directly comparable with the earlier census data, certain trends can be observed.

Employed Residents by Industry

Between 1990 and 2005, there have been significant increases in the number of Hayward residents employed in the following industry sectors: finance, insurance and real estate; professional and related services; and educational, health, and social services. Together, these three sectors experienced an increase in their share of total employed residents from 28 percent to 39 percent. On the other hand, there have been significant decreases in the sectors of manufacturing, wholesale trade, and retail trade. The combined share for these three sectors declined from 42 percent to 31 percent. See Figure 2.

Figure 2.

EMPLOYED RESIDENTS BY INDUSTRY: 1990, 2000 and 2005

Industry	1990	%	2000	%	2005	%
Agriculture, forestry, fishing and hunting, and mining	661	1.2	148	0.2	215	.03
Construction	3,639	6.6	4,808	7.9	4,612	7.2
Manufacturing	9,786	17.6	10,299	17.0	8,603	13.5
Wholesale trade	3,935	7.1	3,979	6.6	3,041	4.8
Retail trade	9,669	17.4	8,023	13.3	8,422	13.2
Transportation and warehousing	4,713	8.5	4,997	8.3	4,343	6.8
Information and Utilities	1,728	3.1	2,467	4.1	1,194	1.9
Finance, insurance, real estate and rental and leasing	3,818	6.9	3,963	6.6	6,975	10.9
Professional and related services	5,021	9.0	6,580	10.9	8,776	13.8
Educational, health and social services	6,697	12.1	9,269	15.3	9,376	14.7
Entertainment and other services	3,495	6.3	3,994	6.6	4,084	6.4
Public Administration	2,319	4.2	1,971	3.3	1,768	2.8
Other	n.a		n.a.		2,398	3.8
TOTALS	55,481	100.0	60,498	100.0	63,807	100

Source: U.S. Census 1990 and 2000; American Community Survey 2005.

Employed Residents by Occupation

Between 1990 and 2005, there has been a significant increase in the number of Hayward residents employed in the Service occupations. This category's share of the total employed residents increased from 11 percent to over 16 percent. Modest increases occurred in the Management, Professional and Related category and the Sales and Office category; however, their percentage shares remained essentially unchanged. See Figure 3.

Occupational Outlook

The State Economic Development Department (EDD) projects openings by occupation, based on survey data collected from employers. In recent years, in Alameda County, occupations with the most openings have been in relatively low wage fields such as retail salespersons, cashiers, clerical, waiters and waitresses, janitors, food preparation workers and many different types of clerks. Out of the 25 occupations with the most openings, only three--general managers/top executives, computer programmers, and accountants/auditors--were higher wage jobs that require a college or technical education. The occupations with the highest growth rate are not the occupations with the most openings. In general, those occupations require higher education and are relatively high wage jobs such as tax examiners, computer engineers, technical writers, and data processing equipment repairers.

Figure 3.

EMPLOYED RESIDENTS BY OCCUPATION: 1990, 2000 and 2005

Occupation	1990		2000		2005	
		%		%		%
Management, professional, and related occupations	14,608	26.3	16,881	26.7	16,394	25.7
Service occupations	6,067	10.9	8,524	13.5	10,472	16.4
Sales and office occupations	17,620	31.8	19,001	30.0	19,584	30.7
Farming, fishing, and forestry occupations	637	1.1	136	0.2	306	0.5
Construction, extraction, and maintenance occupations	6,519	11.7	6,912	10.9	6,326	9.9
Production, transportation, and material moving occupations	10,030	18.1	11,816	18.7	10,725	16.8
TOTALS	55,481	100.0	63,270	100.0	63,807	100

Source: U.S. Census 1990 and 2000; American Community Survey 2005.

Jobs/Housing Balance

Data provided in ABAG's *Projections 2005* reveals that Hayward has a good balance between jobs and housing. This is especially true for the Hayward Planning Area, which includes the unincorporated communities of Mt. Eden, Fairview and Cherryland. In addition, forecasts for the Hayward Planning Area indicate that the jobs/housing balance will become even more favorable over the next 25 years. Existing and projected ratios of jobs to households (in terms of employed residents) are highlighted in Attachment J. This is positive for the City's competitive advantage.

ABAG's *Draft Projections 2007* further reveal that Hayward has a very favorable jobs/housing balance in comparison to the other communities within Alameda County (see Attachment K). Assuming an average of 1.5 employed residents per household, a ratio of 1.50 represents an "ideal" balance between the number of jobs and households. While Hayward has a ratio of 1.56, the Hayward Planning Area has a ratio of 1.35, which indicates a "surplus" of households (or employed residents) over jobs. The relatively good supply of labor force can be enhanced by continued education of the workers. The City can refocus some of its resources to activities around job creation, workforce training, continuous learning opportunities for job seekers, workers and employees to meet the challenge of rapidly changing skill needs. This should be accomplished by forming leveraged partnerships with those organizations that educate workers, and develop new eco-friendly, environmentally sound products.

The Hayward Planning Area does not include the adjacent unincorporated communities of San Lorenzo and Castro Valley. However, these two communities are primarily residential, contiguous with Hayward's borders (some areas have a Hayward post office address), and both are often considered part of the greater Hayward housing market area. As the major employment center in mid-County, Hayward provides many of the jobs for residents of these areas. If San Lorenzo and Castro Valley were included in the analysis of the jobs/housing balance, the resulting ratio would be 1.06, representing an even greater "surplus" of households (or employed residents) in relation to the number of jobs.

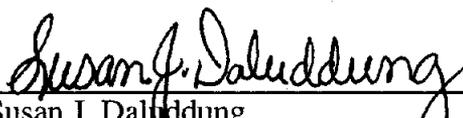
Recommendations for Committee's next steps:

1. Refresh data and develop an up-to-date set of economic information –
 - Tap into resources of UC Berkeley, Stanford, Cal State East Bay, etc.
 - Use resources such as Claritas (company that provides demographic reports).
 - Update City of Hayward marketing information.
2. Develop a set of key strategic industrial development actions.
 - a) A shortage of available industrial land will be a growing constraint, therefore the Committee should recommend a set of strategies to Council in order to combat the problem (identify target areas).

- b) Improve access and transportation with a set of infrastructure investments, capital in the form of loans and grants, reduce select fees, fast tracking and create new zones (focused capital improvement areas).
 - c) Consider available land in older, declining areas for revitalization, re-zoning, and in some cases, annexation to the City. This includes areas along the A Street corridor, the business corridor near the airport and locations along and adjacent to Industrial Boulevard. Opportunities to expand the retail base to serve the needs of employees at all income levels are an important part of the package.
3. Form partnerships with the industrial corridor major owners, utilities, Hayward University, banks, Chamber of Commerce, E.D.A., E.D.A.P., State of California Economic Development to pursue a leverage approach. These partners can help in attracting high technology and knowledge-based businesses and with workforce education. Also grants and resources may be available.

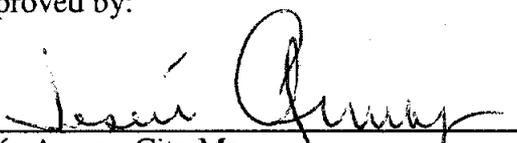
The notion is underserved industrial areas require critical measures. All of these steps together will move the City to the next stage of industrial growth and economic expansion. The City must assess all reasonable strategies and judge which are the most critical to pursue. Shifting market demands and global events point to the need for constant assessment and flexible work programs.

Recommended by:



Susan J. Daluddung
Director of Community and Economic Development

Approved by:



Jesús Armas, City Manager

Attachments:

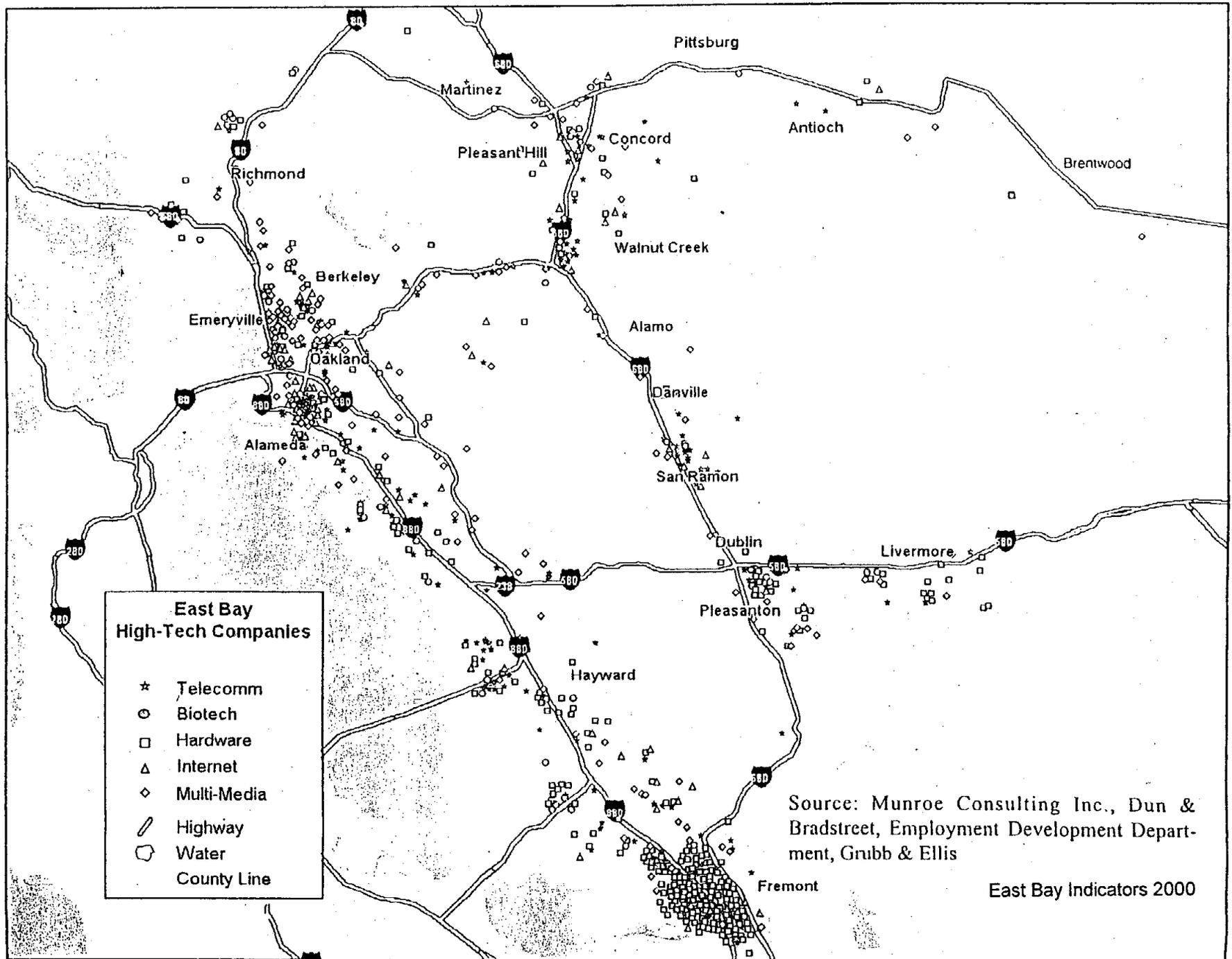
- A. Distribution of Software Companies with 5 or more Employees in the East Bay
- B. Distribution of Internet, Telecommunications, High Technology Manufacturing, and Multimedia Companies with more than 2 Employees in the East Bay
- C. Hayward Biotech Cluster
- D. Vacant Land in the Industrial Corridor
- E. Parcel Sizes in the Industrial Corridor
- F. Industrial Corridor Sub-Areas
- G. Industrial Corridor: Existing Land Use by Sub-Areas
- H. Existing Land Use in the Industrial Corridor
- I. Employee Densities per Gross Floor Area
- J. ABAG Projections 2005 for the Hayward Planning Area
- K. Jobs/Housing Balance in 2005 for Alameda County Communities

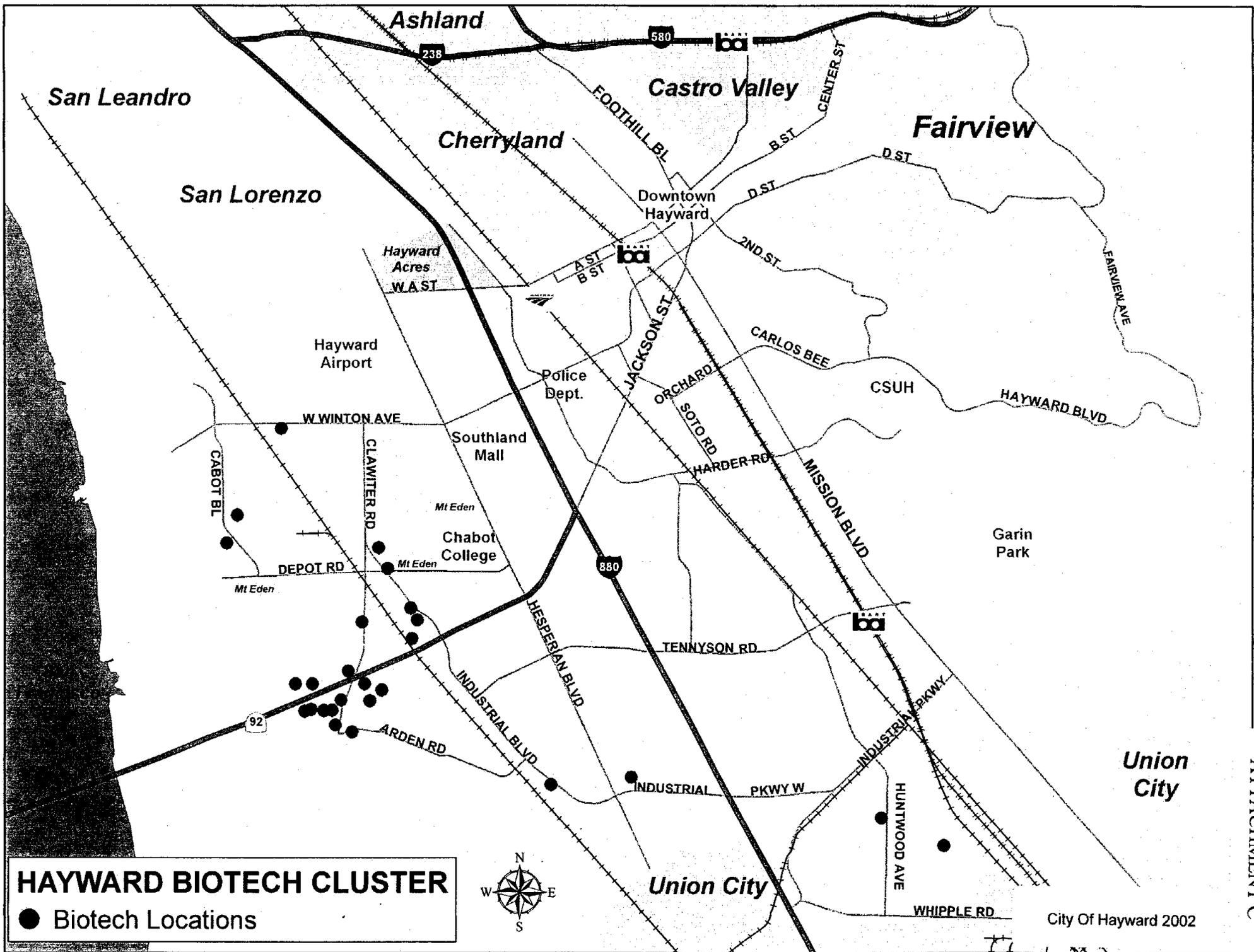
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11.3.06

Figure 27: Internet, Telecommunications, High Technology Manufacturing, and Multimedia Companies with more than 2 employees in the East Bay.





HAYWARD BIOTECH CLUSTER
 ● Biotech Locations

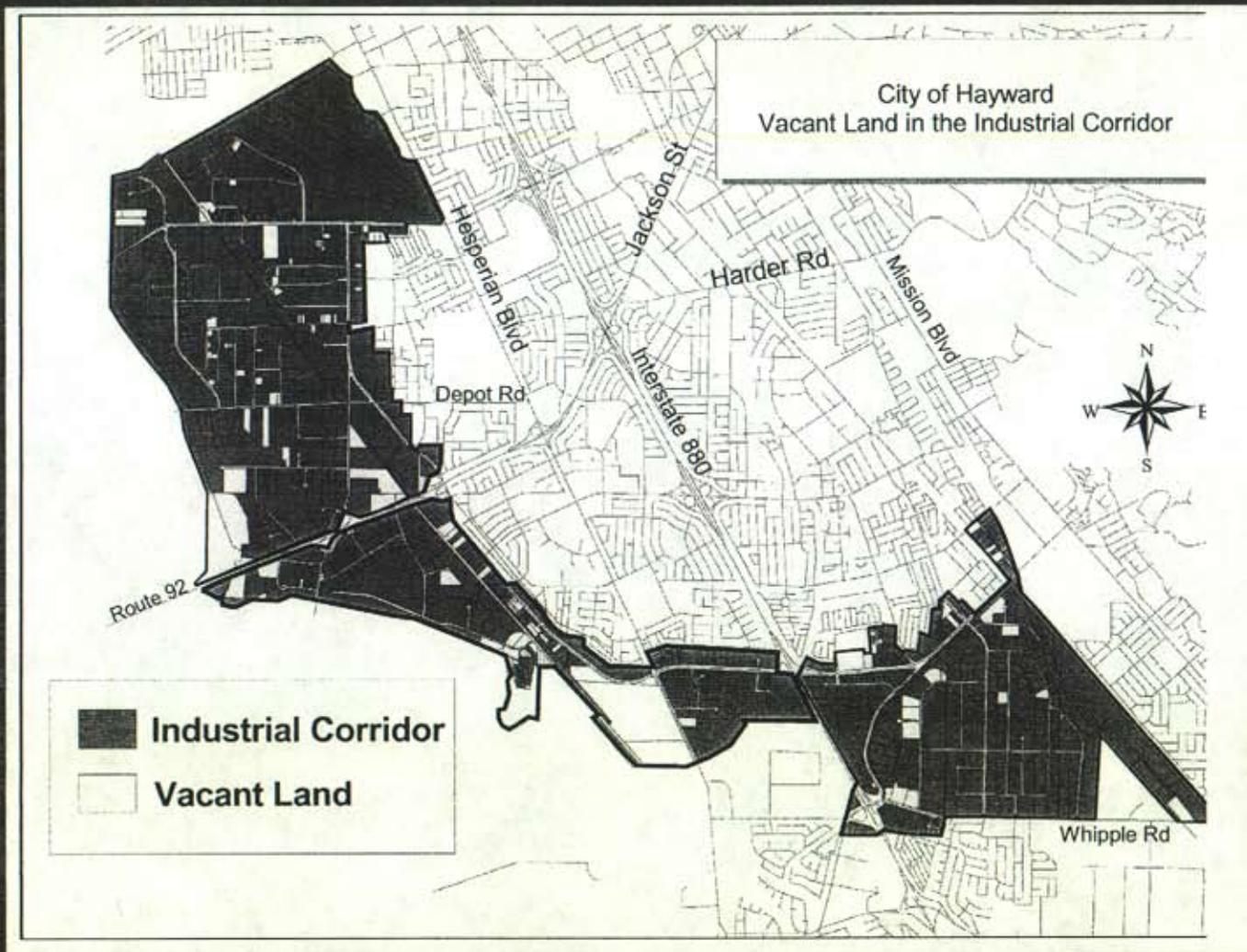


City Of Hayward 2002

ATTACHMENT C



Industrial Corridor



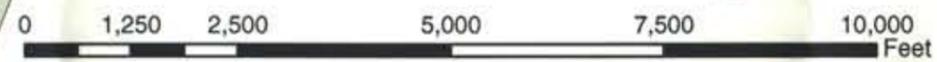
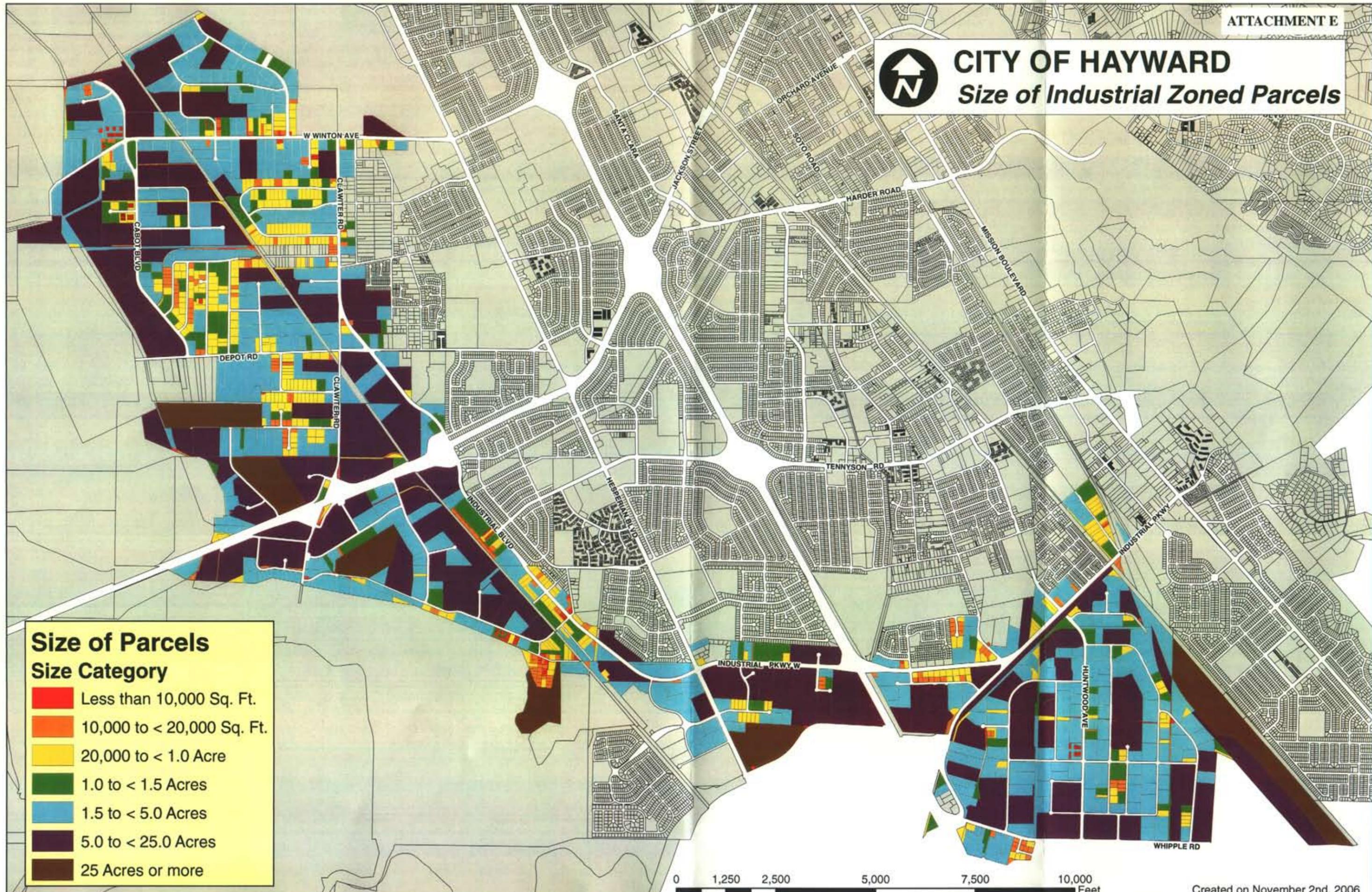


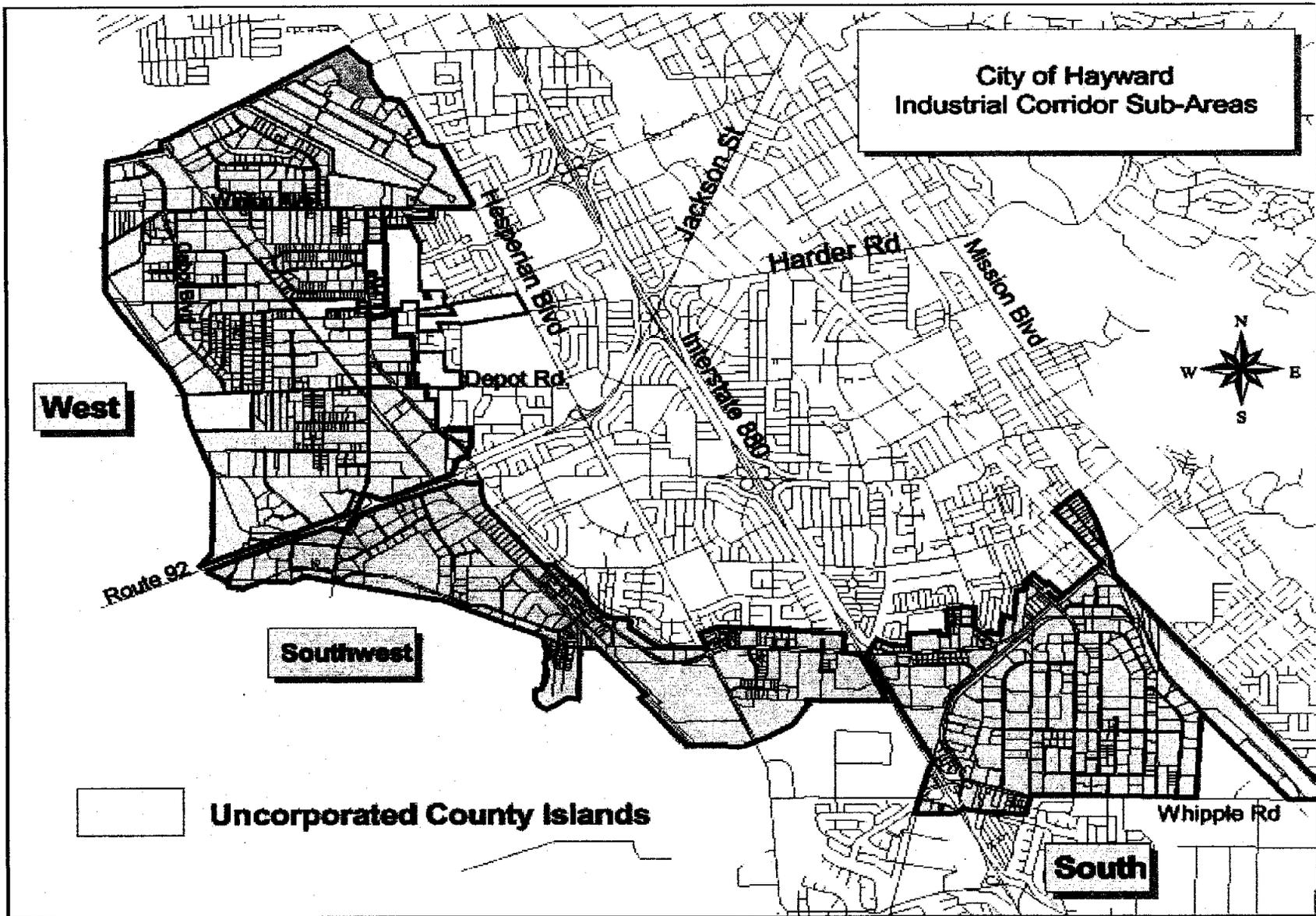
CITY OF HAYWARD

Size of Industrial Zoned Parcels

Size of Parcels
Size Category

Red	Less than 10,000 Sq. Ft.
Orange	10,000 to < 20,000 Sq. Ft.
Yellow	20,000 to < 1.0 Acre
Green	1.0 to < 1.5 Acres
Light Blue	1.5 to < 5.0 Acres
Dark Purple	5.0 to < 25.0 Acres
Brown	25 Acres or more





Industrial Corridor: Existing Land Use by Subareas

Existing Land Use by Industrial Corridor Sub-Area (Acres)

Industrial Corridor Sub-Area	Industrial	Commercial	Residential	Public	Vacant Land	Total
West	1,041.3	93.4	15.3	306.9	122.7	1,579.6
Southwest	446.6	16.5	10.2	95.9	174.2	743.4
South	602.3	99.4	0.4	125.4	50.5	878.0
Total	2,090.2	209.3	25.9	528.2	347.4	3,201.0

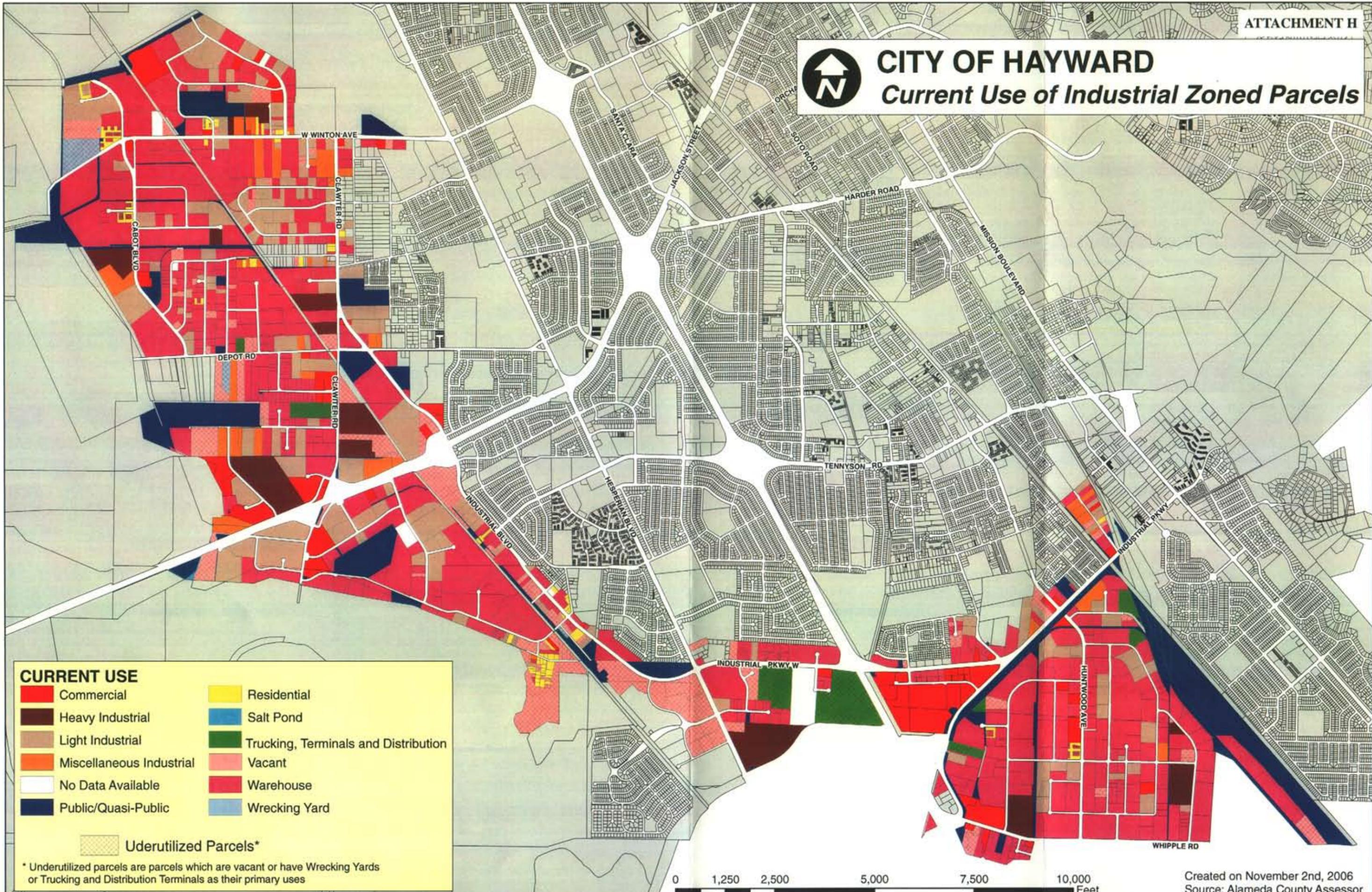
City of Hayward: October 15, 2001

Source: City of Hayward GIS and Alameda County (*Metroscan*)



CITY OF HAYWARD

Current Use of Industrial Zoned Parcels



CURRENT USE

Commercial	Residential
Heavy Industrial	Salt Pond
Light Industrial	Trucking, Terminals and Distribution
Miscellaneous Industrial	Vacant
No Data Available	Warehouse
Public/Quasi-Public	Wrecking Yard

Underutilized Parcels*

* Underutilized parcels are parcels which are vacant or have Wrecking Yards or Trucking and Distribution Terminals as their primary uses



Created on November 2nd, 2006
Source: Alameda County Assessor

Industrial Corridor: Existing Land Use by Subareas

Existing Industrial Land Uses by Industrial Corridor Sub-Area (Acres)

Industrial Corridor Sub-Area	Heavy Industrial	Light Industrial	Trucking, Terminals, and Distr.	Warehouse	Wrecking Yard	Misc. Industrial	Total
West	45.6	242.3	12.2	597.2	43.9	100.0	1041.2
Southwest	31.6	102.6	43.8	266.4	0.6	1.4	446.3
South	40.6	63.8	23.2	469.1	0.0	5.7	602.4
Total	117.8	408.7	79.2	1332.7	44.5	107.1	2089.9

Existing Commercial Land Use by Industrial Corridor Sub-Area (Acres)

Industrial Corridor Sub-Area	Auto Dealer	Auto Service & Repair	Motels and Restaurants	Office	Retail Store	Misc. Improvements	Total
West	0.0	4.4	5.8	62.3	0.0	17.4	89.9
Southwest	0.0	0.3	1.6	8.0	1.0	0.8	11.7
South	65.0	3.0	6.0	25.5	0.0	0.0	99.5
Total	65.0	7.7	13.4	95.8	1.0	18.2	201.1

City of Hayward: October 15, 2001
 Source: City of Hayward GIS and Alameda County (MetroScan)

Industrial Corridor: Existing Land Use by Subareas

Existing Residential Uses by Industrial Corridor Sub-Area (Acres)

Industrial Corridor Sub-Area	Single Family Residence (SFR)	2-4 Units SFR	Multi-family 2 Units	Multi-Family 4 Units	Total
West	11.7	1.6	1.8	0.2	15.3
Southwest	8.0	2.0	0.3	0.0	10.3
South	0.4	0.0	0.0	0.0	0.4
Total	20.1	3.6	2.1	0.2	26.1

Existing Public & Quasi-Public Uses by Industrial Corridor Sub-Area (Acres)

Industrial Corridor Sub-Area	Public Utility	Airport Industrial	Airport Commercial	Other Airport	Other Public Agency	Total
West	91.2	189.8	8.9	117.2	138.5	545.5
Southwest	45.6	0.0	0.0	0.0	50.6	96.2
South	39.3	0.0	0.0	0.0	89.0	128.4
Total	176.1	189.8	8.9	117.2	278.1	770.1

Existing Vacant Land by Industrial Corridor Sub-Area (Acres) and Number of Parcels

Industrial Corridor Sub-Area	Number of Parcel (0.1-4.9 Acres)	Total Acres (0.1-4.9 Acre Parcels)	Number of Parcels (5.0-9.9 Acres)	Total Acres (5.0-9.9 Acre Parcels)	Number of Parcels 10+ Acres	Total Acres (10+ Acre Parcels)
West	49	53.1	3	21.1	3	48.4
Southwest	35	33.3	1	7.6	2	38.4
South	20	30.0	3	20.5	0	0.0
Total	104	116.4	7	49.2	5	86.8

Estimated Square Feet of Gross Floor Area per Employee (and Employees per 1,000 Square Feet of GFA) Based on Trip Generation Studies

Land Use	ITE Code No.	Number of studies *	Average Employees	Average Sq. Feet GFA (1,000's)	Square Feet of GFA per Employee	Employees per 1,000 Sq. Feet GFA
General Light Industrial	110	19/26	451	357	792	1.26
Industrial Park	130	21/29	1,071	490	458	2.19
Manufacturing	140	45/54	702	325	463	2.16
Warehousing	150	14/22	392	406	1,036	0.97
General Office Building	710	172/234	691	216	313	3.20
Single Tenant Office Bldg.	715	37/41	543	160	295	3.39
Medical-Dental Office Bldg.	720	15/40	88	30	341	2.93
Office Park	750	5/31	1,469	370	252	3.97
Research and Development	760	29/34	1,049	306	292	3.43
Business Park	770	13/20	1,163	379	326	3.07
<u>Rank of Land Uses by Square Feet GFA per Employee</u>						
Warehousing	150				1,036	
General Light Industrial	110				792	
Manufacturing	140				463	
Industrial Park	130				458	
Medical-Dental Office Bldg.	720				341	
Business Park	770				326	
General Office Building	710				313	
Single Tenant Office Bldg.	715				295	
Research and Development	760				292	
Office Park	750				252	
<u>Rank of Land Uses by Employees per 1,000 Square Feet GFA</u>						
Office Park	750					3.97
Research and Development	760					3.43
Single Tenant Office Bldg.	715					3.39
General Office Building	710					3.20
Business Park	770					3.07
Medical-Dental Office Bldg.	720					2.93
Industrial Park	130					2.19
Manufacturing	140					2.16
General Light Industrial	110					1.26
Warehousing	150					0.97
Notes and Sources:						
GFA = Gross Floor Area						
* Source: Institute of Transportation Engineers, <u>Trip Generation</u> , 6th Edition, 1997.						

PROJECTIONS 2005

Forecasts for the City of Hayward and Hayward Planning Area to the Year 2030
Association of Bay Area Governments

Numbers in **bold** are for the City of Hayward
Numbers in *italics* are for the Hayward Planning Area (includes Cherryland and Fairview)

Year	2000	2005	2010	2015	2020	2025	2030
Total Population	140,660	147,000	152,100	157,300	161,100	165,900	171,500
	<i>167,227</i>	<i>175,000</i>	<i>180,800</i>	<i>186,300</i>	<i>190,800</i>	<i>196,300</i>	<i>202,400</i>
Household Population	138,464	144,600	149,600	154,800	158,600	163,400	169,000
	<i>164,386</i>	<i>171,900</i>	<i>177,600</i>	<i>183,100</i>	<i>187,500</i>	<i>193,000</i>	<i>199,100</i>
Persons Per Household	3.08	3.12	3.13	3.12	3.10	3.10	3.11
	<i>3.04</i>	<i>3.08</i>	<i>3.10</i>	<i>3.08</i>	<i>3.06</i>	<i>3.07</i>	<i>3.08</i>
Households	44,979	46,380	47,780	49,670	51,190	52,640	54,290
	<i>54,001</i>	<i>55,750</i>	<i>57,340</i>	<i>59,430</i>	<i>61,200</i>	<i>62,850</i>	<i>64,650</i>
Workers Per Household	1.45	1.39	1.45	1.51	1.55	1.60	1.63
	<i>1.44</i>	<i>1.38</i>	<i>1.44</i>	<i>1.49</i>	<i>1.54</i>	<i>1.58</i>	<i>1.62</i>
Employed Residents	65,085	64,360	69,470	74,780	79,160	84,010	88,330
	<i>77,544</i>	<i>76,790</i>	<i>82,760</i>	<i>88,750</i>	<i>93,950</i>	<i>99,610</i>	<i>104,460</i>
Total Jobs	77,660	74,930	81,380	85,760	90,290	95,430	100,430
	<i>80,290</i>	<i>77,390</i>	<i>84,050</i>	<i>88,530</i>	<i>93,080</i>	<i>98,250</i>	<i>103,290</i>

Household population does not include persons in group quarters or other group living arrangements.

Jobs/Housing Balance

SUBREGIONAL STUDY AREA	2005 Jobs	2005 Households	Jobs/Households Ratio
ALAMEDA*	27,400	30,980	0.88
ALBANY*	4,840	7,130	0.68
BERKELEY*	75,430	45,530	1.66
DUBLIN**	19,520	13,440	1.45
EMERYVILLE*	19,670	4,830	4.07
FREMONT**	93,950	70,130	1.34
HAYWARD***	72,950	46,690	1.56
LIVERMORE***	48,110	28,550	1.69
NEWARK**	20,590	13,250	1.55
OAKLAND*	202,570	154,580	1.31
PIEDMONT*	2,090	3,810	0.55
PLEASANTON**	58,110	25,260	2.30
SAN LEANDRO*	41,650	31,250	1.33
UNION CITY**	19,370	19,660	0.99
ASHLAND***	2,720	7,360	0.37
CASTRO VALLEY***	12,180	22,170	0.55
CHERRYLAND-FAIRVIEW***	2,470	9,230	0.27
SAN LORENZO***	3,240	7,540	0.43
REMAINDER	3,410	2,400	1.42
ALAMEDA COUNTY	730,270	543,790	1.34

*CITY **CITY SPHERE OF INFLUENCE ***OTHER SUBREGIONAL AREA