



CITY OF
HAYWARD
HEART OF THE BAY

**COUNCIL ECONOMIC
DEVELOPMENT COMMITTEE**

MAY 4, 2015

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**COUNCIL ECONOMIC DEVELOPMENT COMMITTEE
REGULAR MEETING**

**Monday, May 4, 2015
Conference Room 2A
4:00 PM**

CALL TO ORDER

ROLL CALL

PUBLIC COMMENTS: *(The Public Comment section provides an opportunity to address the City Council 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 City 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.)*

1. Economic Development Preliminary Concept Review: Maple & Main Mixed-Use Development

[Report](#)
[Attachment 1](#)
[Attachment 2](#)
[Attachment 3](#)

2. Update on Hayward-Alameda County Workforce Investment Board Partnership

[Report](#)
[Attachment 1](#)

3. Approval of Minutes for Regular Meetings on March 2 and April 6, 2015

[Minutes](#)
[Minutes](#)

COMMITTEE MEMBER ANNOUNCEMENTS/REFERRALS/AND FUTURE AGENDA ITEMS

- Announcement regarding Updates to Council’s Appointed Officials Handbook

ADJOURNMENT

NEXT REGULAR MEETING – MONDAY, JUNE 1, 2015, 4:00 P.M.

****Materials related to an item on the agenda submitted to the Council after distribution of the agenda packet are available for public inspection in the City Clerk's Office, City Hall, 777 B Street, 4th Floor, Hayward, during normal business hours. An online version of this agenda and staff reports are available on the City's website. All Council Meetings are broadcast simultaneously on the website and on Cable Channel 15, KHRT. ****

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HAYWARD CITY COUNCIL, 777 B STREET, HAYWARD, CA 94541
[HTTP://WWW.HAYWARD-CA.GOV](http://www.hayward-ca.gov)

May 4, 2015



DATE: May 4, 2015

TO: Council Economic Development Committee

FROM: Micah Hinkle, Economic Development Manager

SUBJECT: Economic Development Preliminary Concept Review: Maple & Main Mixed-Use Development

PURPOSE OF REVIEW

The concept review of preliminary project proposals is a service offered through the City's Economic Development Program and is targeted for catalyst developments where upfront feedback would provide beneficial information for potential development. Since the concept is in a preliminary phase, there are no technical studies or complete plans to evaluate and formulate staff recommendations from a land use entitlement perspective. The purpose of the review is to allow a project proponent to provide the Council Economic Development Committee (CEDC) a basic understanding of what is being proposed and offer the CEDC an opportunity to provide high-level feedback to the project. The applicant is also planning to take the draft plan forward to the City Council as a concept review.

BACKGROUND

The proposed Maple and Main Apartments project spans 3.93 gross acres in downtown Hayward. The site is bounded by Maple Court on the east; Main Street on the west; McKeever Avenue to the North. It is adjacent to commercial buildings fronting A Street to the south. The site currently is developed with a variety of buildings and uses including medical office, the former Bryman College campus, and residential is located along Maple Court and McKeever Avenue. A majority of the site consists of surface parking serving the former school and medical offices. An aerial map of the site is included as Attachment I.

PROJECT/CONCEPT DESCRIPTION

According to applicant, the Maple and Main Apartments concept is envisioned as a mixed-used development designed to complement downtown Hayward. The project is composed of one five-story residential building, wrapping a covered parking garage. The project includes 235 residential units with three open space courtyards; a club house with fitness facilities; and ground floor retail and leasing office. The residential uses will consist of one, two and three-bedroom apartments with an average unit size of 983 square feet. The applicant proposes a new retail space on Main Street and retention of the existing multi-story office building at the corner of Maple Court and McKeever Avenue. The multi-story office building is approximately 80,000 square feet, and would be reduced in size, improved, and modernized. The level of improvement is in the development phase.

Additional background material and a statistical summary of the concept produced by the proponent is provided as Attachment II. At the May 4, 2015 CEDC meeting, the project proponent will present a more detailed summary of the concept.

POLICY DISCUSSION AND CURRENT ZONING

- *General Plan Land Use Designation and Zoning District*

The proposed project site is designated in the General Plan as City Center – Retail and Office Commercial. The site is located in the [Central City - Commercial Sub-District](#) (CC-C). According to the zoning ordinance, the purpose of this sub-district is to establish a mix of business and other activities that will enhance the economic vitality of the downtown area. Permitted activities include, but are not limited to: retail, office, service, lodging, entertainment, education, and multi-family residential uses. Residential dwelling units are permitted above first floor commercial uses only.

STAFF DISCUSSION

The site is a key economic development opportunity site within Downtown Hayward. The project applicant has acquired or is in contract to purchase a significant portion of the developable block and is looking to move forward with a development project. This portion of Main Street north of A Street is a transitional block as you move away from the traditional downtown. This transition allows for a high quality residential project. The unique aspect of the project is the incorporation of the parking garage that is central to both the residential and commercial components of the project. Staff has provided preliminary comments to the project applicant recommending aesthetic interior and exterior enhancements to the existing multi-story office building, as the existing condition of the building would not match the proposed quality and type of project that is being proposed. The applicant is currently developing more developed plans and information and is looking for feedback on the project approach.

PROJECT/POLICY-RELATED ISSUES:

The following are identified potential policy-related issues associated with this proposed concept:

- **Land Use**– The proposed concept adds residential units to the downtown area while altering the site’s physical footprint. Is this type of horizontal mixed-used project appropriate for the site?
- **Project Design** - The architectural design will be a key component of the project given the site’s visible location.
- **Office Building Improvements** –While the proposed concept includes improvements to the existing office building, do the improvements include the exterior and interior upgrades necessary to attract targeted office users to the downtown?
- **Single-Family Home Demolition** – The concept proposes the demolition of a single-family home located on Maple Court. The single-family structure was identified as a potential historic resource. The project applicant has commissioned a historic analysis of the

building, which found no historical significance. The issue will need to be evaluated by staff.

- **Environmental Sustainability** – Does the project incorporate sustainability components at the level anticipated to be a high quality project for the City of Hayward?
- **Residential/Commercial Amenities** – Does the project provide adequate amenities for both the residential and commercial tenants?

Prepared by: Paul Nguyen, Economic Development Specialist

Recommended by: Micah Hinkle, Economic Development Manager

Approved by:



Fran David, City Manager

Attachment:

- Attachment I: Site Aerial Map
- Attachment II: Maple & Main Apartments Summary
- Attachment III: Preliminary Plans



Vicinity Map – Maple and Main

Pre-Application for
**Maple & Main
Apartments**

City of Hayward, California

April 22, 2015

Pre-Application for **Maple & Main Apartments**

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- 1.0 Development Team
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- 1.2 Conceptual Site Plan
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- 1.4 Conceptual Floor Plans
- 1.5 Water & Sewer Service Requirements
- 1.6 Site Contamination Issues
- 1.7 Special Studies
- 1.8 Public Funding
- 1.9 Occupancy Classifications
- 1.10 Classification of Buildings

1.0 **Development Team**

The Development Team includes a project developer, architect and a planning and engineering firm. Each of the firms brings a unique set of complementary skills to the Development Team. To follow is the background, experience and contact information for each of the three firms:

BAY AREA PROPERTY DEVELOPERS

Over the last three-and-a-half decades, the principals of Bay Area Property Developers have transformed the art of building residential communities into architectural alchemy—creating a successful formula that has earned them a reputation as a developer of highly individualized luxury multi-family homes and communities. Their efforts have been rewarded handsomely—with numerous accolades for architecture and design, and a ranking in Pro Builder Magazine’s “Top 100 Builders in the Nation” two years running.

The objective of Bay Area Property Developers is to offer a world of selection, flexibility, beauty and responsive service. Their mission is to build notable residential communities and commercial properties throughout the region, and in turn create desirable places for people from all walks of life to live, work, shop and play.

The principals of Bay Area Property Developers have successfully undertaken residential development projects totaling over 20,000 acres and 30,000 lots, homes and apartments, as well as 4 million square feet of commercial and industrial developments located throughout the Monterey Peninsula, San Francisco Bay Area, the Central Valley, Western Nevada and Idaho. Bay Area Property Developers’ extensive development experience encompasses a wide range of residential housing types. In summary, the team has utilized its development expertise on a wide variety of residential and commercial projects over the last 35 years. Their approach to development relies on the day-to-day management by its principals, who are actively involved in every facet of the development process.

Contact

Blake Peters, Vice President
3400 Eight Mile Road
Stockton, CA 95212
t. 650.288.5970

HUMPHREYS & PARTNERS ARCHITECTS, L.P.

Humphreys & Partners Architects (HPA) has 25 years of experience with mixed-use urban infill, apartments, and condominiums, from 2-story to high-rise construction. HPA is a nationally recognized multi-family architectural firm and was recently published as the third largest multi-family architectural firm in the country in Architectural Record magazine. HPA has multiple regional offices around the country, and international offices at Dubai, Toronto, Hanoi, and Mote Video.

Contact

Soong Kim, Principal Architect
2350 SE Bristol Street, Suite 310
Newport Beach, CA 92660
t. 949.955.9400

WOOD RODGERS, INC.

Wood Rodgers is a multidisciplinary engineering firm with office locations in California and Nevada. Founded in 1997, the firm has grown to over 200 staff members by providing the highest level of service and design expertise to our Clients. We offer a range of consulting services including land planning, civil engineering, landscape architecture, surveying, geotechnical, environmental, and structural engineering.

Our experienced staff has successfully completed projects in the areas of site design, municipal infrastructure, and land development. We have worked in a range of markets: residential, commercial, educational, and government. Our multi-disciplinary approach was established to maximize the success of complex projects such as the Maple & Main Apartment project.

Although our projects range from rural to urban, infill to green field, and small to large-scale, all projects are approached with the common goal of creating livable communities with quality neighborhoods that complement the character and culture of the communities they benefit.

Contact

Paul Meuser, Principal Planner | Karrie Mosca, Principal Engineer
4301 Hacienda Drive, Suite 100
Pleasanton, CA 94588
t. 925.847.1549 | 925.847.1547

1.1 Site Information

LOCATION

The Maple & Main Apartment project encompasses 3.93+/- gross acres located in downtown Hayward. The site is bounded by Maple Court on the east; Main Street on the west; McKeever Avenue to the north; and A Street to the south. The site covers the majority of one city block, and is within the Downtown Hayward Design Plan area.

DESCRIPTION

The site is currently developed with commercial, office and residential structures, and associated surface parking. The site is mostly flat, and existing trees on the site are mainly along roadways or within landscaped areas around existing buildings.

SURROUNDING USES

The site is surrounded by commercial and retail uses along A Street, Maple Court and Main Street. Residential and Medical Office Uses are located along McKeever Avenue.

EXISTING USES

The site includes a variety of existing uses: commercial, office and residential uses. In general, commercial and office uses are located along A Street, Maple Court and Main Street; residential uses are located along McKeever Avenue. The majority of the site, and located centrally within the block, is underutilized surface parking.

1.2 Conceptual Site Plan

Maple & Main Apartments is envisioned as a mixed-use development that complements downtown Hayward. As such, the development will provide high-quality housing, retail and jobs in close proximity to entertainment, shopping and public transportation.

The project proposes 235 residential units with three outdoor courtyards, a clubhouse with fitness facilities, and ground floor retail and leasing office.

The existing medical office on the corner of Maple Court and McKeever Avenue will be reduced in size and the building will be improved and modernized.

The project is composed of one 5-story residential building, wrapping a covered parking garage. Both 1-, 2- and 3-bedroom apartments are proposed with an average unit size of 983 square feet. A statistical summary is provided below:

RESIDENTIAL

Unit Type	Average Size (S.F.)	Number of Units
1 Bedroom	718	104
2 Bedroom	1,086	116
3 Bedroom	1,202	15
TOTAL	983 Average	235 Units

NON-RESIDENTIAL

Use	Size (S.F.)
Clubhouse/Fitness	3,600
Leasing Office	1,650
Retail	2,300

OPEN SPACE

Use	Size (S.F.)
Courtyard 1	3,720
Courtyard 2	11,460
Courtyard 3	6,200
<u>Perimeter Open Space</u>	<u>12,480</u>
Total Common Open Space	33,860 S.F. (144 S.F./Unit)
Private Open Space	17,390 S.F. (74 S.F./Unit Average)

PARKING

Use	Spaces Provided
Residential	338
Bicycle Parking	15
Retail	13
<u>Commercial</u>	<u>142</u>
Total	508 spaces

1.3 Conceptual Architecture & Landscape Plans

Refer to the full-size attachments for a conceptual architectural elevation. Landscape plans are not available at this time.

1.4 Conceptual Floor Plans

Refer to the site plan provided as part of the full-size attachments. The site plan indicates the proposed building footprint, location of common open space areas and parking garage, and floor plans of residential units.

1.5 Water & Sewer Service Requirements

An Existing Conditions Exhibit has been included in the submittal package. The Exhibit shows the location of existing sewer, water and drainage facilities on and surrounding the site. Existing utility information was taken from visual inspection of the site and base maps provided by the City of Hayward. The project team requests the City provide confirmation that the City’s existing water and sewer infrastructure is sufficient to accommodate the proposed project or provide information related to infrastructure improvements necessary to accommodate the proposed project. The following are estimated needs for water and sewer services based on the proposed residential and retail uses.

POTABLE WATER

The proposed project anticipates two potable water service connections for the residential units. One service located along the Main Street frontage and one service located along the Maple Street frontage. One additional service is anticipated for the retail component located on Main Street at the southwest corner of the project. The project consists of 235 residential units and 2,300 square feet of retail space. The fixture count for the residential units is shown below:

Plan Designation	# of Units	Fixtures				
		Toilets/Plan	Total Toilets/Plan	Sink/Unit	Total Sink/Unit	Total Fixtures
S	41	1	41	2	82	123
A	53	1	53	2	106	159
B	126	2	252	3	378	630
C	15	2	30	3	45	75
Totals	235		376		611	987

SANITARY SEWER

The proposed project anticipates two sanitary sewer service connections for the residential units. One service located along the Main Street frontage and one service located along the Maple Street frontage. One additional service is anticipated for the retail component located on Main Street at the southwest corner of the project.

1.6 Site Contamination Issues

The site is not listed on the CalEPA "Hazardous Waste and Substance Site List."

1.7 Special Studies

To date, no special studies have been conducted for the site. All necessary studies will be completed as part of the entitlement process.

1.8 Public Funding

The Applicant is not requesting any public funding.

1.9 Occupancy Classification

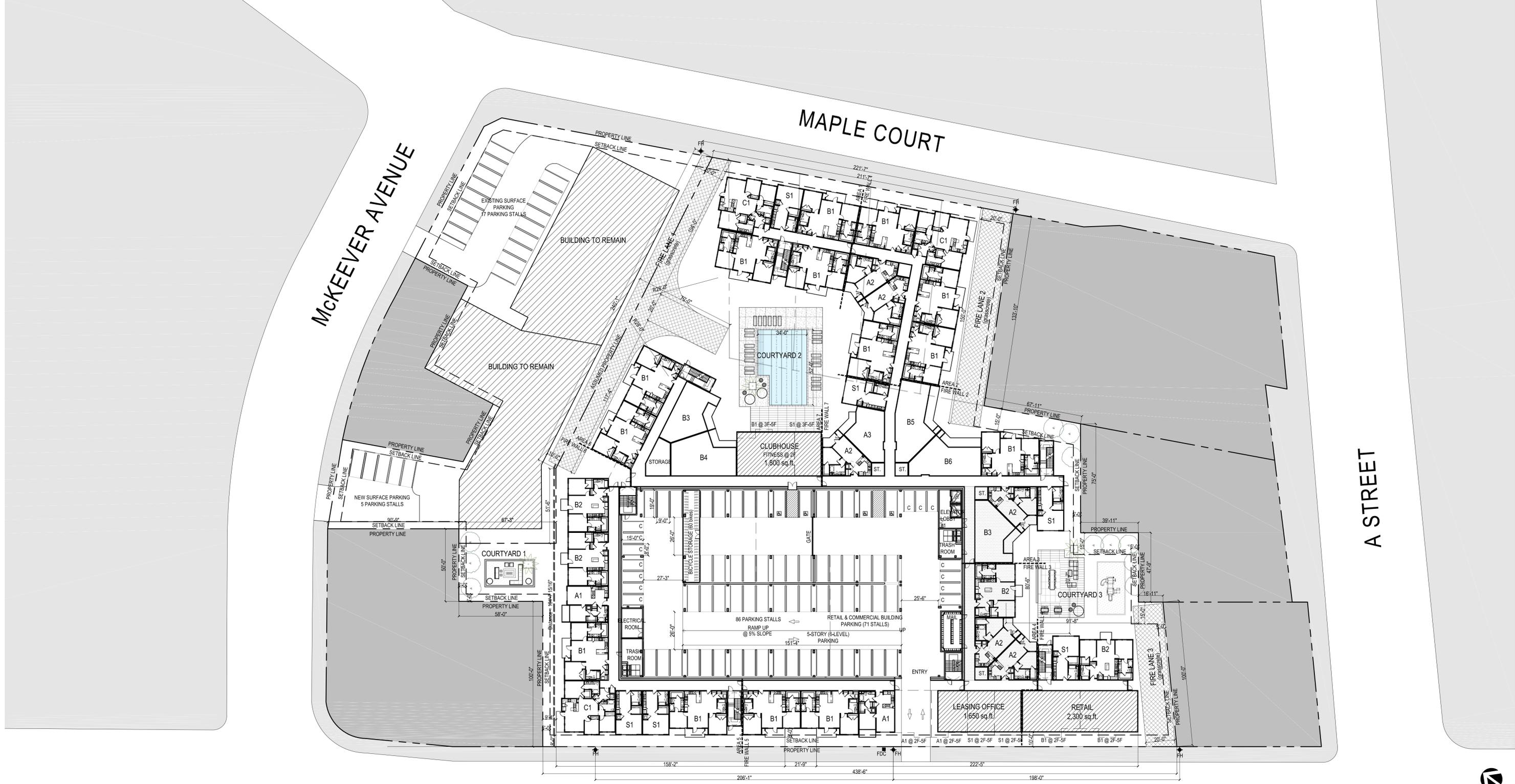
The Occupancy Classification are as follows:

Use	Occupancy Classification
Residential	R-2
Retail/Leasing Office	B
Clubhouse/Fitness Center	A-2
Parking Garage	S-2

1.10 Classification of Buildings

The classification of the proposed buildings by type of construction is as follows:

Use	Construction Type
Residential	III-A
Retail/Leasing Office	III-A
Clubhouse/Fitness Center	III-A
Parking Garage	I-A



- FDC PROPOSED FIRE DEPARTMENT CONNECTION
- FH PROPOSED FIRE HYDRANT
- POSSIBLE ROOFTOP TERRACE

SITE PLAN & GROUND LEVEL PLAN
 SCALE: 1" = 30'-0" (ON 24"x36" SHEET)

A-1

MAPLE & MAIN APARTMENTS BAY AREA PROPERTY DEVELOPERS

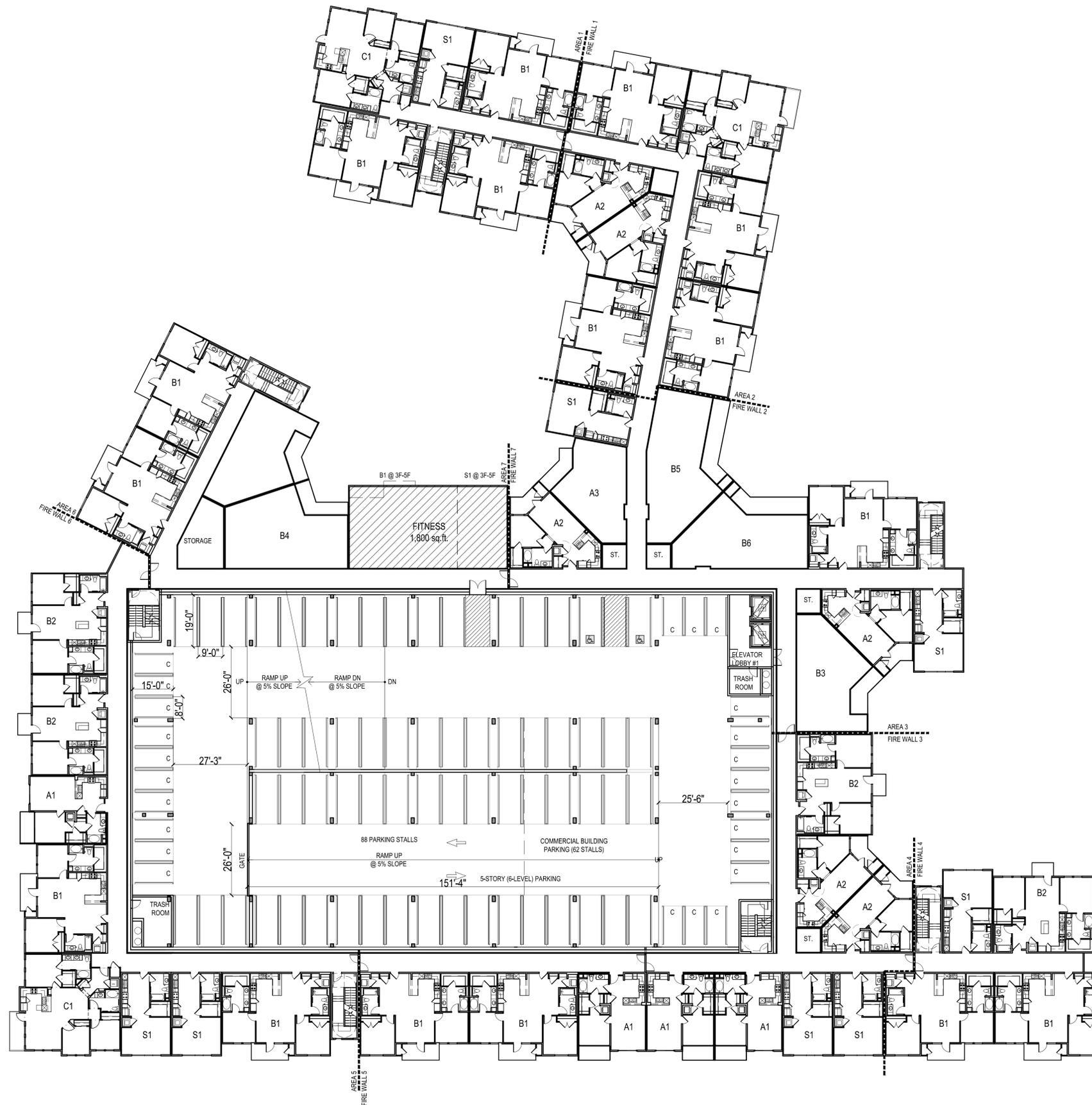
APRIL 13, 2015 HAYWARD CA HPA#14746



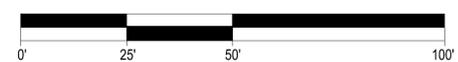
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SECOND LEVEL PLAN
SCALE: 1" = 20'-0" (ON 24"X36" SHEET)



A-2

MAPLE & MAIN APARTMENTS
BAY AREA PROPERTY DEVELOPERS

APRIL 13, 2015

HAYWARD CA

HPA#14746



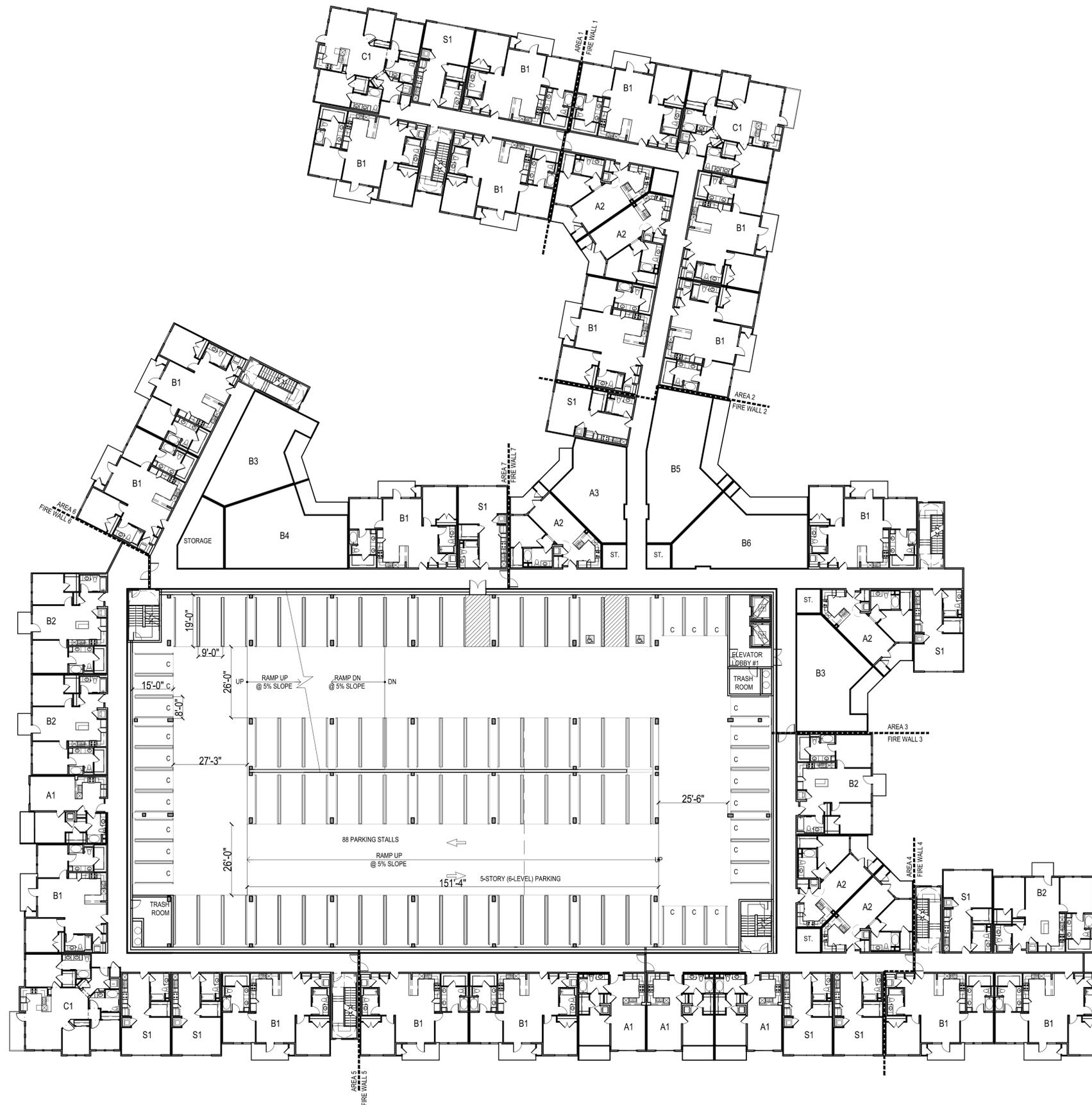
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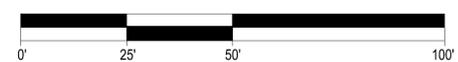
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THIRD THRU FIFTH LEVEL PLAN
SCALE: 1" = 20'-0" (ON 24"x36" SHEET)



A-3

MAPLE & MAIN APARTMENTS
BAY AREA PROPERTY DEVELOPERS

APRIL 13, 2015

HAYWARD CA

HPA#14746



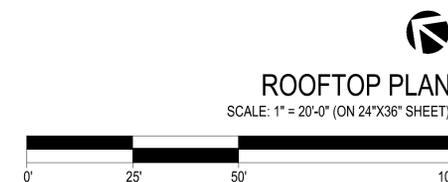
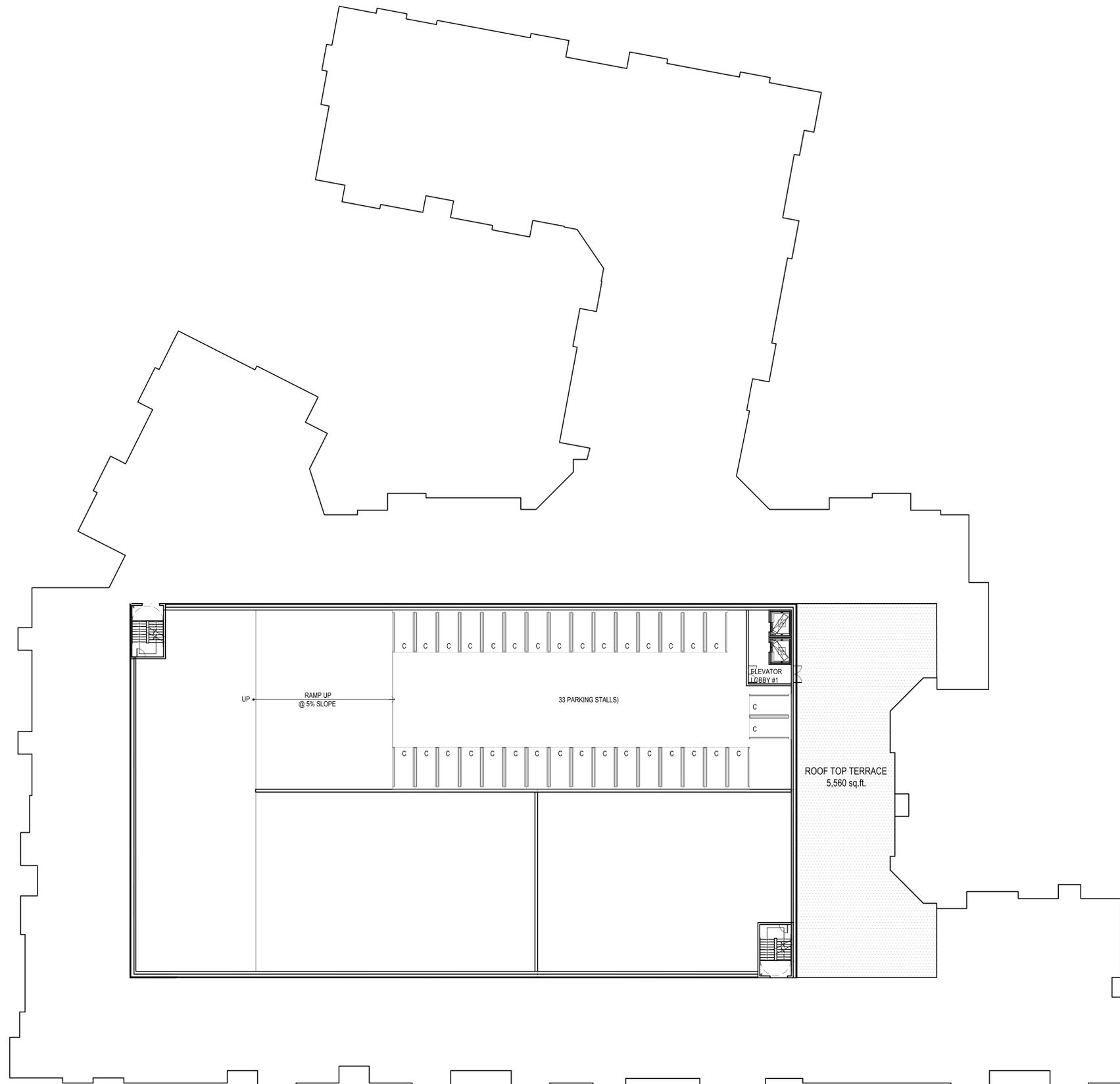
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ROOFTOP PLAN
SCALE: 1" = 20'-0" (ON 24"X36" SHEET)

A-4

MAPLE & MAIN APARTMENTS
BAY AREA PROPERTY DEVELOPERS

APRIL 13, 2015

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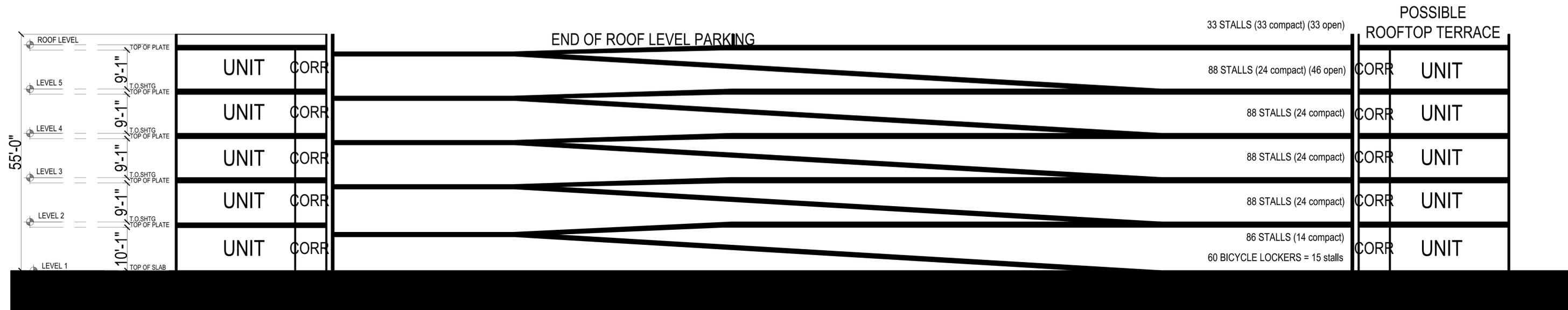
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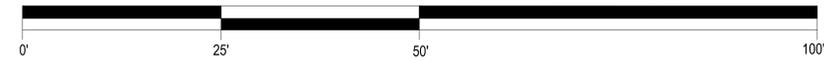
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PARKING SECTION DIAGRAM
SCALE: 3/32" = 1'-0" (ON 24"X36" SHEET)



MAPLE & MAIN APARTMENTS
BAY AREA PROPERTY DEVELOPERS

APRIL 13, 2015

HAYWARD CA

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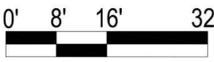
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MAIN STREET ELEVATION



SCHEME 3-A

MAPLE & MAIN APARTMENTS
 BAY AREA PROPERTY DEVELOPERS

FEBRUARY 2, 2015

HAYWARD CA

HPA#14746



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DATE: May 4, 2015

TO: Council Economic Development Committee

FROM: Paul Nguyen, Economic Development Specialist

SUBJECT: Update on Hayward -Alameda County Workforce Investment Board Partnership

BACKGROUND

The [Economic Development Strategic Plan](#) (EDSP) establishes a goal to “improve Hayward’s education-to-job bridge through an active community partnership” (Goal IS6). To work toward this goal and the identified tasks, the Economic Development staff renewed a partnership with the [Alameda County Workforce Investment Board](#) (ACWIB). ACWIB receives direct federal, state and private funding to develop and lead the current and future East Bay workforce into quality and fulfilling employment opportunities. In November 2014, staff met with ACWIB to establish lines of communication and adopt a strategy to maximize the reach and impact of our respective resources and programs. This proactive collaboration improves the staff’s ability to provide a bridge to jobs for Hayward residents and supports ongoing business attraction, expansion and retention efforts.

The ACWIB’s main responsibility is to build a better workforce by linking employers, job seekers and youth to education, training and employment-related programs and services. The ACWIB operates five “One Stop Career Centers” in the county including the Eden Area Multi-Service Center located in Hayward. These centers provide a full range of assistance to job seekers including: training referrals, career counseling, job listings, and other employment-related services. Youth enrolled in the organization’s services are provided the resources and work-related experiences to become ready for the world of work. The ACWIB also offers no-cost services to employers including connecting them to job seekers and providing on-the-job training to enhance employee skill sets. Attachment 1 provides a summary of ACWIB services.

For the May 4, 2015 CEDC meeting, ACWIB staff will present an overview of their program which would include:

- ACWIB’s key program and services;
- Discuss recent activities supporting Hayward businesses, including upcoming English as a Second Language (ESL) training workshops for employees of Sugar Bowl Bakery; and
- Highlight recent joint efforts with the City’s Economic Development staff.

DISCUSSION

The Hayward-ACWIB partnership is a key element of the Economic Development Business Concierge Program. Proactively marketing ACWIB's business and workforce assistance services along with Economic Development's market research and development assistance services bolsters Hayward's business attraction and expansion capabilities. City staff and ACWIB now regularly interact through referrals and joint meetings. An example of the success of this collaboration includes the recent attraction of Casa Sanchez, an over 90 year-old Bay Area specialty food manufacturer. Their products are sold in major retailers including Target, Safeway, and Whole Foods Market.

In October 2014, Casa Sanchez owners evaluated multiple sites in the East Bay for a new facility to meet their growing needs. Economic Development staff organized and facilitated an Economic Development Concept Review that brought the business owner together with permit review staff from multiple departments to discuss permit-related issues associated with a selected site in Hayward. Staff then facilitated a meeting with ACWIB to discuss available workforce development program options and how Hayward could meet the needs of this growing business. This joint meeting reinforced the new level of comprehensive customer service the City offers major employers and targeted industry sector businesses.

In November 2014, Casa Sanchez officially committed to move to Hayward by signing a lease for a 28,000 square foot facility off of West Winton. The owners reported that the City's enhanced customer service efforts were a key factor in selecting Hayward as their headquarters. The business is preparing to submit an application for building improvements this June and continues to receive development assistance through the combined efforts of the Economic Development Business Concierge Program and Development Services staff. The ACWIB is also currently providing assistance to fill upcoming Casa Sanchez positions.

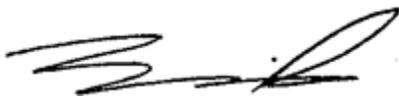
NEXT STEPS

ED staff will continue to actively collaborate with ACWIB to support business attraction, expansion, and retention efforts, as well as explore other opportunities to connect employers with educators and Hayward jobseekers.

Prepared by: Paul Nguyen, Economic Development Specialist

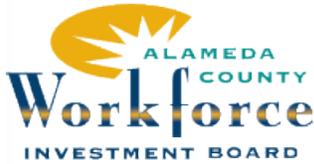
Recommended by: Micah Hinkle, Economic Development Manager

Approved by:



Fran David, City Manager

Attachments: Attachment 1: Alameda County Workforce Investment Board Brochure



The Alameda County Workforce Investment Board (ACWIB) has been serving small, medium, and large businesses in this region since 1998.

Alameda County Workforce Investment Board's Business Services Unit offers customized and cost effective solutions to all businesses at no cost to employers.

Our no cost services include:

- Working with community colleges to design customized certificated skills training for Alameda County employers current and emerging hiring needs.
- Provide customized reports for employers and/or cities in Alameda County.
- ACWIB'S On-the-job training (OJT) Program has **substantial financial benefits** for employers in hiring eligible participants in specified demand occupations. OJT reimburses the employer for the costs associated with training new employees. This reimbursement is usually calculated at half the pay rate for the agreed-upon training period. Employers use their own system to teach our trainees the new skills necessary for successful permanent employment within their company.
- Layoff aversion planning and assistance.
- **Business Assistance Program for Advanced Manufacturing Companies (NO COST Comprehensive Business Assessments).**
- Linking employers existing employees to education and upgrade skills training programs to providing access to training to ensure competitiveness in today's labor market locally as well as globally.
- Promoting long-term employability and lifelong learning.
- Our newest business service tool www.eastbayworks.com

Registering your account is a simple and quick process. There are many capabilities within the EBW On-line system for you, including posting job orders, searching for resumes of prospective candidates, setting up a Virtual Recruiter system for tracking viable candidates, identifying specific skills required for positions, and even including interview questions.

You can find additional information about the Alameda County Workforce Investment Board at our website; www.acwib.org.

FOR MORE INFORMATION PLEASE CONTACT:

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 Alameda County Workforce Investment Board
 24100 Amador Street, 6th floor
 Hayward, CA 94544-1203
 (510) 259-3839

These WIOA Title 1 financially assisted programs are "Equal Opportunity Employer/Programs." Auxiliary aids and services are available upon request to individuals with disabilities.



COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

MEETING MINUTES – March 2, 2015

CALL TO ORDER: Mayor Halliday called the regular meeting to order at 4:02 p.m.

ATTENDANCE:

Committee Member	Present 3/2/15	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Michael Ly	✓	6	0	5	0
Didacus-Jeff Joseph Ramos	✓	6	0	5	0
Navneet Ratti	✓	5	1	4	1
Anjanette Scott	✓	5	1	4	1
Mayor Halliday (Chair)	✓	6	0	5	0
Council Member Jones	✓	6	0	5	0
Council Member Mendall	✓	6	0	5	0

OTHERS IN ATTENDANCE:

Fran David, City Manager; Micah Hinkle, Economic Development Manager; Paul Nguyen, Economic Development Specialist; Ramona Thomas, Economic Development Specialist; Frank Holland, Community & Media Relations Officer; Hayward Chamber of Commerce President Kim Huggett; and Suzanne Philis, Senior Secretary

PUBLIC COMMENTS

None

1. STATUS OF ECONOMIC DEVELOPMENT STRATEGIC PLAN UPDATE

Economic Development Manager Hinkle introduced the item noting Community & Media Relations Officer Holland would address Marketing & Branding, Economic Development Specialist Thomas, Retail, and Economic Development Specialist Nguyen, the Industrial Corridor.

Community & Media Relations Officer Holland explained that after compiling questionnaire responses,

feedback from stakeholder workshops and one-on-one interviews, and an online survey that received 1750 responses, the brand assessment and marketing platform were complete. He said the findings revealed commonalities in what participants associated with Hayward including its strategic location and that it was still a place of opportunity. Respondents also noted there were “unexpected gems” such as the Japanese Gardens and beautiful hiking trails, and signature restaurants like Buffalo Bill’s. Feedback regarding negative associations with Hayward showed that most were based on perception rather than actual experience, he said.

Mr. Holland explained that the goal was to position Hayward as a leader of mid-sized cities nationwide by promoting the city as a partner for businesses with emphasis on the Economic Development team’s new Business Concierge program that assists businesses either expanding or relocating here. Next steps include using baseline data and information to tell Hayward’s story, taking this information on a roadshow to potential businesses, and providing regular economic updates on the City’s website in the form of newsletters, success stories, and video clips.

Member Scott asked if Economic Development team members would meet with potential businesses once data was gathered and the marketing message clear. Mr. Holland said absolutely, and Economic Development Manager Hinkle added team members were already meeting with businesses, but would more aggressively pursue and target new businesses once marketing materials were finalized.

Member Ratti agreed with the positive findings but questioned how negative perceptions of Hayward could be changed. Community & Media Relations Officer Holland explained that changing perceptions was the purpose of rebranding efforts and explained that a strong marketing program could help refocus perceptions on the positive.

Member Ramos congratulated Mr. Holland on a recent TV news feature and mentioned the City’s mural tours were also a big attraction.

Mayor Halliday mentioned new visual elements had already been introduced and she asked Mr. Holland to forward members the selected logos. She said it was important to focus on the positive and favored working with other local agencies to showcase everything Hayward had to offer.

Regarding the retail goals of the Strategic Plan, ED Manager Hinkle said staff was focusing on busting myths with facts rather than anecdotal information and outlining why Hayward had some of the best opportunities for business.

Economic Development Specialist Thomas provided snapshots for major retail corridors that included anchor tenants and surrounding demographic information. She noted that the only Class A retail in Hayward was located on Hesperian at A Street. She said future efforts would focus on keeping workers, driving to Hayward from other communities, here to dine and shop.

Economic Development Manager Hinkle pointed out that because retail vacancies were so scarce, efforts would have to focus on redeveloping existing space. He pointed out that the older areas of retail in Hayward were performing well and only two blocks on B Street were underperforming.

ED Specialist Thomas commented that new residential projects will raise income levels and demand for goods and services. That demand, she said, would help attract new retail.

Mayor Halliday questioned the income levels reflected on the Tennyson corridor snapshot and ED

Specialist Thomas explained the demographic radius included some housing in Union City.

Council Member Mendall was surprised that Tennyson was the highest performing retail corridor and said he needed to adjust his thinking to match the numbers. He also requested that the South Mission Corridor be renamed to Fairway Park. He questioned why fast food restaurants were labeled as anchor tenants.

Council Member Mendall requested aggregate sales tax numbers generated for each corridor. Regarding the overall 2.5% vacancy rate for retail, he commented that it was a false statement to say retail was difficult to fill and developers should know that newer shopping centers filled immediately.

Council Member Jones expressed a desire to see distance-to-transit included on the corridor snapshots and asked who was being targeted with the information. ED Manager Hinkle explained for right now the information was for ED team members to outline opportunities. Council Member Jones emphasized the need for more Class A retail space and also noted restaurant space was consistently snapped up.

Member Scott asked how Hayward's \$2 price per retail square foot compared to neighboring cities. ED Manager Hinkle explained that Hayward was targeting \$2.50 per square foot, but still needed to develop a target market and one challenge was how spread out retail was throughout the City.

Council Member Mendall said he thought having retail around the perimeter of the City was an advantage to pull people in from surrounding communities. ED Manager Hinkle said existing retail centers were limited in size and draw, but noted the biggest opportunity site was in south Hayward along 880 due to its high visibility, traffic counts and size of parcels.

Member Scott asked where the City could locate retail to keep students and workers in town to do their dining and shopping. ED Manager Hinkle said potential retailers should take advantage of the larger parcels in South Hayward especially with a grocery store anchor.

Member Ramos suggested mixed-use developments to locate residents right above their needed retail.

Member Ly asked if older retail spaces should be torn down and who would do it. ED Manager Hinkle said property owners would have to be proactive about replacing old buildings and he noted with new mixed-use projects coming into downtown, demographics would improve and associated costs would be balanced.

Member Ly commented that Hayward needed five more restaurants like Buffalo Bill's and asked if staff would wait or target potential establishments. ED Manager Hinkle said staff would target potential restaurants, but needed to identify locations first. He emphasized that staff would also target quality operators for food options not already available in Hayward.

Mayor Halliday mentioned that in its day, the Community Improvement Committee had shopping center owners as members who would talk about the future direction Hayward should take. She suggested outreaching to current shopping center owners in order to gauge development interest. She commented that downtown Hayward was frustrating because the buildings were old, the owners were not making improvements, and the City didn't have any tools to require them to fill vacancies.

City Manager David confirmed that unless a building had safety issues, the City didn't have any tools or financial incentives to compel owners to make improvements.

Moving on to the Industrial Corridor, Economic Development Specialist Nguyen gave a presentation that outlined baseline employment numbers by business sector in the industrial area.

Member Ramos commented that certain industries generate higher paying jobs and said Hayward should aim for those. He also said the City should work to create entry points for potential workers and incubator space for potential start-ups.

Council Member Mendall said to attract businesses that fall under the Advanced Industries sector the City needed to adapt zoning policies to support those uses and invest in high-speed internet fiber to create a foundation for innovation.

Council Member Jones commented that the data in the presentation gave context to the industrial zone and agreed that the City needed to support the infrastructure that would bring industries to Hayward. He said the City needed to be ready by creating the environment and having the amenities that tech industry employees wanted. He noted that the Advanced Industries provided high paying jobs without requiring advanced degrees.

Member Ly pointed out that he only knew five other food manufacturers out of the 106 identified in the report and suggested reaching out to the different sectors to find out what they needed as a group.

Member Ramos asked Member Ly how he met the other manufacturers and Member Ly said at networking events such as the Chamber of Commerce's monthly meetings. Members discussed how CEOs could be galvanized to serve as executive champions by industry sector.

Member Scott asked about supply chains for the different industries and Member Ly said for food manufacturing, he bought local if he could, but frequently had to go outside of the City for competitive pricing and service. ED Specialist Nguyen said suppliers were usually regional. Member Ly emphasized that the more involved he became with the community, the more he wanted to give to the community.

Economic Development Manager Hinkle said now that staff had identified top employers by sector, the ED Team could spread the word and create business-to-business connections.

Council Member Mendall asked about staff's Next Steps. ED Manager Hinkle explained that staff would present the same report to Council and then use the information to determine zoning decisions, adjust regulations, and impact decisions moving forward. He also mentioned that next steps would tie in with the marketing materials previously mentioned by Media Relations Officer Holland.

Mayor Halliday asked if any progress had been made with the high-speed fiber infrastructure. ED Manager Hinkle said the situation was ever-changing and progress was slow. City Manager David said the City will have to make investments to make it happen and where and how much was the question. ED Manager Hinkle pointed out that now the City knows where to target its efforts.

Mayor Halliday suggested looking at financing tools at the State and Federal level.

2. 2014 SHOP HAYWARD CAMPAIGN

Economic Development Specialist Thomas gave a presentation outlining participation by both shoppers and businesses

ED Manager Hinkle said the success of the event was the partnership with businesses and the fact that a majority of them said they saw value in the event and would participate again.

Member Scott asked if the window for shoppers could be extended and ED Specialist Thomas said the program was flexible.

Member Ly asked about the level of staff resources required to organize the event and ED Manager explained that the event was labor intensive with ED Specialist Thomas not only having to recruit businesses to participate, but then track down the goodies and coupons included in the gift tote. Member Ly asked if there were other opportunities for partnerships and ED Manager Hinkle said yes, noting that the Shop Hayward event gave staff a reason to reach out and create relationships with local business.

Member Ratti commented that the use of social media was a powerful tool and the City should continue to target millennials to create positive interactions with Hayward. Community & Media Relations Officer Holland agreed and commented there was a ton of ways to grow the event and have it be even more successful.

Mayor Halliday said she would like to see the Shop Hayward event tied in with the holiday event, Light Up the Season. She also suggested handing out the gift bags on the weekend so people wouldn't have to miss work during the week. ED Specialist Thomas said that was why she extended the pick-up time to 6pm.

Mayor Halliday said another possibility would be to have participants pick up their gift bags on Saturday morning to tie-in the event with the Hayward Farmers' Market.

COMMITTEE MEMBER ANNOUNCEMENTS AND REFERRALS

Council Member Jones announced the Third Annual Asian American Heritage Festival on Saturday, May 30th. He noted there were still opportunities for businesses and non-profits to participate with a booth.

Hayward Chamber of Commerce President Kim Huggett announced a speaking engagement on Friday, March 6th by Ambassador Venkatesan Ashok, newly-appointed consul general of India, to discuss opportunities for international trade, new initiatives and new leadership in his country. Mr. Huggett noted that local food manufacturer, Sukhi's, would be providing lunch and that tickets were still available.

Recognizing the President of the HARD Board of Directors, Paul Hodges, Mr. Huggett also announced the 70th Anniversary of the Easter Egg Hunt and Easter Bonnet event on Saturday, April 4th. Mr. Huggett also reminded folks to come to the Chamber Mixer on March 11th.

ADJOURNMENT: The meeting was adjourned at 6:04 p.m.

STAFF	ACTION ITEMS
Public Works	Impacts from paid parking at Hayward BART station
Econ Dev	Improved marketing of City events
Econ Dev	Discuss effectiveness of concept meetings with Council (in one year)



COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

MEETING MINUTES – April 6, 2015

CALL TO ORDER: Mayor Halliday called the regular meeting to order at 4:01 p.m.

ATTENDANCE:

Committee Member	Present 4/6/15	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Michael Ly		6	1	5	1
Didacus-Jeff Joseph Ramos	✓	7	0	6	0
Navneet Ratti		5	2	4	2
Anjanette Scott	✓	6	1	5	1
Mayor Halliday (Chair)	✓	7	0	6	0
Council Member Jones	✓	7	0	6	0
Council Member Mendall	✓	7	0	6	0

OTHERS IN ATTENDANCE:

Fran David, City Manager; Morad Fakhrai, Director of Public Works – Engineering & Transportation; Micah Hinkle, Economic Development Manager; Paul Nguyen, Economic Development Specialist; Ramona Thomas, Economic Development Specialist; Frank Holland, Community & Media Relations Officer; Steven Chang, Associate Transportation Planner; Robert Ferraro, Senior Vice President of CBRE; Paul Hodges, President, HARD Board of Directors; Hayward Chamber of Commerce President Kim Huggett; and Suzanne Philis, Senior Secretary

PUBLIC COMMENTS

Hayward Chamber of Commerce President Huggett gave announcements for the May 16th Bike Rodeo; June 1st 42nd Annual Golf Tournament; and a presentation by the Consul-General of India on March 6th. He also invited members and those in attendance to participate in the Grand Opening of City Sports at Southland Mall on Saturday at 10am, and the Grand Re-Opening of Bijou Restaurant and Lounge on Friday at 5pm. He noted the new chef for Bijou was a Hayward High School graduate.

1. INDUSTRIAL REAL ESTATE MARKET UPDATE

Economic Development Manager Hinkle introduced Senior Vice President of Brokerage Services Bob Ferraro of CBRE who gave a presentation on industrial market conditions and trends.

Council Member Mendall asked what Hayward should be buildings and Mr. Ferraro responded Class A Warehouse and Manufacturing space. He also emphasized the need for the City to offer a higher level of building and planning services to potential developers.

Council Member Mendall asked for an example and Mr. Ferraro said a short length of wait was key; clients wanted faster turnaround on plans. Mayor Halliday asked if he'd heard complaints about Hayward and he said nothing specifically; that complaints about slow turnaround times were common throughout the Bay area. Mr. Ferraro said a single point of contact for projects was especially helpful for developers.

Member Ramos said the City was on the right track and ED Manager Hinkle pointed out the new Business Concierge Program offered by the economic development team was not only providing a single point of contact, but also conducting outreach and business assistance.

Member Ramos asked the age of existing industrial building inventory and was told around 38 years old. Mr. Ferraro recommended upgrading fire sprinkler systems as a way to bring life to older buildings if a tear down was not an option. He said having upgraded sprinklers was a huge benefit to businesses so they could stack products and supplies higher. Member Ramos also suggested improving power supply.

Mayor Halliday asked about the demand for high-speed internet and Mr. Ferraro said a company he was working with had just spent \$100,000 to upgrade fiber. He commented that Hayward was OK for another three to five years at current levels, but having available dark fiber was starting to come up at the end of negotiations and if the economy went through another downturn having high speed connectivity would be critical to any comeback.

Regarding a project for Google CBRE was overseeing on the Peninsula, City Manager David asked what kind of tenants were moving in and Mr. Ferraro said all office. Council Member Mendall asked if demand for office by smaller businesses displaced by large companies like Google would get pushed across the bay to Hayward and Mr. Ferraro said they would have to wait and see.

Mayor Halliday asked staff what the revenue implications were to building more warehouse space and City Manager David said it depended on the tenant; sales tax revenue to the City was only generated if the business manufactured or sold something. When the Mayor asked about distribution centers, City Manager David explained that the City would only benefit if state legislation was passed (with federal support) that created site-of-sales tax for distributions centers, but that was a ways away.

Council Member Mendall pointed out that when Class A warehouse or manufacturing space gets built in Hayward, the space is filled. He asked why the same wouldn't also be true for Class A office space. Mr. Ferraro said in his experience big companies either wanted a Peninsula or valley address.

2. IMPLEMENTATION OF PARKING FEES AT THE HAYWARD BART STATION – IMPACTS AND NEXT STEPS

Transportation Manager Fred Kelley gave a presentation outlining new parking restrictions downtown, the impact, interim strategies, and long-term goals.

Council Member Mendall asked for confirmation that 4-hour limits had been implemented at all municipal lots and that 8-hour parking had been completely eliminated. Transportation Manager Kelley explained that the City had created interim solutions for downtown merchants concerned about employees being ticketed.

Transportation Manager Kelley said downtown merchants did like on-street limits and he outlined Next Steps including a complete analysis by an outside consultant, community outreach in June or July, a draft report of findings around August, and finally a presentation to Council in the fall.

Member Scott asked if the goal of revenue development was to help the City or to help the downtown merchants. She commented that the two could be in conflict and while paid parking may restrict BART patrons from parking downtown, she noted that she would think twice about parking downtown if she had to pay for it.

Council Member Jones said he didn't see any intent to increase parking capacity and staff responded that analysis findings would be considered by the Downtown Specific Plan currently being revised.

Council Member Jones said staff should also consider the potential impact of Council discussions about unbundling downtown residential parking requirements that would reduce or eliminate required parking. He commented that having a parking problem signaled there was demand and that was something the City has wanted for a long time.

City Manager David said people don't mind paying a small amount for parking, but they do hate having to look for parking. She said finding a balance between the needs of business owners and their employees, and potential customers, was very difficult.

Council Member Mendall said parking was an evolving issue that needed to be flexible. He spoke in favor of exploring either one hour parking or a small fee to park on B Street. He also suggested adding parking on Main Street noting four lanes of traffic wasn't needed.

City Manager David said the City had been thinking about parklets for Main Street and that could impact the number of available parking spots. Council Member Mendall said wider sidewalks on Main Street for outdoor dining were a potential asset the City could offer property owners.

Member Ramos suggested multi-level parking and shuttle services to and from downtown municipal or satellite lots. Transportation Manager Kelley said the City just kicked off a study for a shuttle service from BART to the Industrial area and also around downtown. Member Ramos said a shuttle from the industrial area to where people like to go for lunch had been successful in other cities.

Member Scott wondered if people were parking downtown to avoid paying BART parking fees, why would people pay to shop downtown. She suggested free parking with time limits. Transportation Manager Kelley said Council would assess the different strategies in the fall.

Mayor Halliday was in favor of widening sidewalks and creating parklets on Main Street. She spoke against using parking fees as a source of City revenue and commented that parking limits were only for daytime hours, but nighttime activities were also creating a demand.

Council Member Jones suggested evening valet parking especially around B Street and Foothill Boulevard.

3. APPROVAL OF MINUTES FOR REGULAR MEETING ON FEBRUARY 2, 2015

Member Ramos motioned for approval, Council Member Mendall seconded, and minutes for February 2, 2015 were approved with Members Ly and Ratti absent.

COMMITTEE MEMBER ANNOUNCEMENTS AND REFERRALS

Member Ramos mentioned an article regarding property tax restructuring he would redistribute to Council for consideration. Member Ramos said restructuring could have a positive impact on continuously vacant building and properties.

Member Ramos also requested that staff look into available job training programs and promote them as another reason for businesses to move to Hayward.

ADJOURNMENT: The meeting was adjourned at 5:25 p.m.

STAFF	ACTION ITEMS
Econ Dev	Investigate available job training programs and promote accordingly
Econ Dev	Improved marketing of City events
Econ Dev	Discuss effectiveness of concept meetings with Council (in one year)