

CITY OF
HAYWARD
HEART OF THE BAY

**Council Economic Development
Committee
Regular Meeting, June 1, 2015**

Micah Hinkle, *Economic Development Manager*



Development Services Quarterly Update



Southland Mall – 5 Screen Theater Complex



Lincoln Landing (former Mervyn's site)



View from Foothill Boulevard looking North



Existing View

2nd and Walpert – New Single Family Residential Subdivision



Shea Properties/Marina Drive



DESCRIPTION	AMOUNT	DATE
SECURITY	\$ 100	2018/01/01
RENT	\$ 100	2018/01/01
TOTAL	\$ 200	2018/01/01
<hr/>		
FOR ALUMINUM SIGNAGE	\$ 200	2018/01/01
FOR ALUMINUM SIGNAGE	\$ 200	2018/01/01
FOR ALUMINUM SIGNAGE	\$ 200	2018/01/01
TOTAL	\$ 600	2018/01/01
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FOR ALUMINUM SIGNAGE	\$ 1,000	2018/01/01
FOR ALUMINUM SIGNAGE	\$ 1,000	2018/01/01
FOR ALUMINUM SIGNAGE	\$ 1,000	2018/01/01
TOTAL	\$ 3,000	2018/01/01

SOUTH HAYWARD BART Eden Housing Project 28901 Mission Boulevard



SOUTH HAYWARD BART - AMCAL Development Project

28850 Dixon Avenue



Columbus Salami

3190 Corporate Place



A100
26415 Corporate Avenue



Weber Project



La Vista Development



Tri Point Development (former Libitzky Warehouse Site in the Cannery)



Downtown Specific Plan

PUBLIC PLANNING COMMISSION AND CITY COUNCIL

Joint PC/CC Meeting: September/October 2015. Discuss the existing conditions reports and market demand analysis, and the results of the community visioning workshop.

PC Study Session: January 2016. Discuss Opportunity Sites Concepts and Feasibility Analysis; discuss results of community charrette; and seek preliminary direction on a Preferred Plan.

CC Study Session: January 2016. Discuss Opportunity Sites Concepts and Feasibility Analysis; discuss results of community charrette; and seek preliminary direction on a Preferred Plan.

PC Meeting: April 2016. Seek sign-off on Draft Preferred Plan and key goals/policies.

CC Meeting: April 2016. Seek sign-off on Draft Preferred Plan and key goals/policies.

PC Meeting: November 2016: Review Draft Specific Plan Zoning Code.

Downtown Specific Plan Task Force meeting Schedule:

TF Meeting #1 – June 2015. Discuss members' ideas and aspirations for the project.

TF Meeting #2 – September 2015. Discuss existing conditions and opportunities analyses. Also, first community work shop.

TF Meeting #3 – December 2015. Discuss Key Opportunity Sites Concepts and Feasibility Analysis; review feedback from community charrette; and identify preferred plan components.

TF Meetings #4 and 5 – March and April 2016. Review the Preferred Plan, key strategies, draft design guidelines and standards, and infrastructure needs assessment.

TF Meetings #6 and 7 – May and July 2016. Review specific proposals, policies, and strategies during the preparation of the Draft Specific Plan.

Economic Development Community Events – Passeio do Vinho Update





PASSEIO
do VINHO
Downtown Hayward 2015

The logo features the text 'PASSEIO do VINHO' in a stylized font. 'PASSEIO' is in red, 'do' is in green, and 'VINHO' is in green. A black wine bottle with a red label is positioned behind the 'I' in 'PASSEIO' and the 'V' in 'VINHO'. A black corkscrew is positioned behind the 'O' in 'PASSEIO'. A black wine glass is positioned to the left of 'do'. Below the main text is the text 'Downtown Hayward 2015' in black.

3rd Annual July 18th

- ▶ Raise Downtown Hayward's Profile
- ▶ Increase Exposure
- ▶ Supports local non-profit
- ▶ Encourages local Shopping
- ▶ Community

Tickets Available

- ▶ Haywardwinestroll.eventbrite.com
- ▶ Doc's Wine Shop
- ▶ City Hall Revenue Department
- ▶ Price Range: \$35.00–\$65.00

Increased Sponsors / Donors



Donations YTD

▶ **\$9,243.00**

- ▶ \$4,150.00 monetary
- ▶ \$7,695.00 Food, Wine & Decorations

Highlights

- ▶ **Everyone gets invited to Stonebrae Country Club Web.com PGA Classic July 19th**
- ▶ **Increase Portuguese Outreach**
- ▶ **More Artist Participation**
- ▶ **Really Cool Stuff**

Merchandise

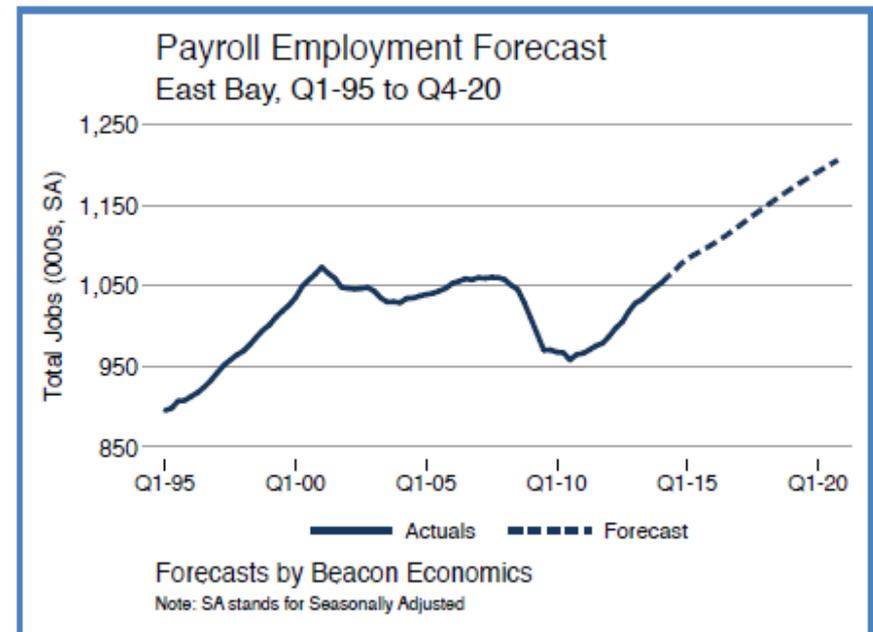
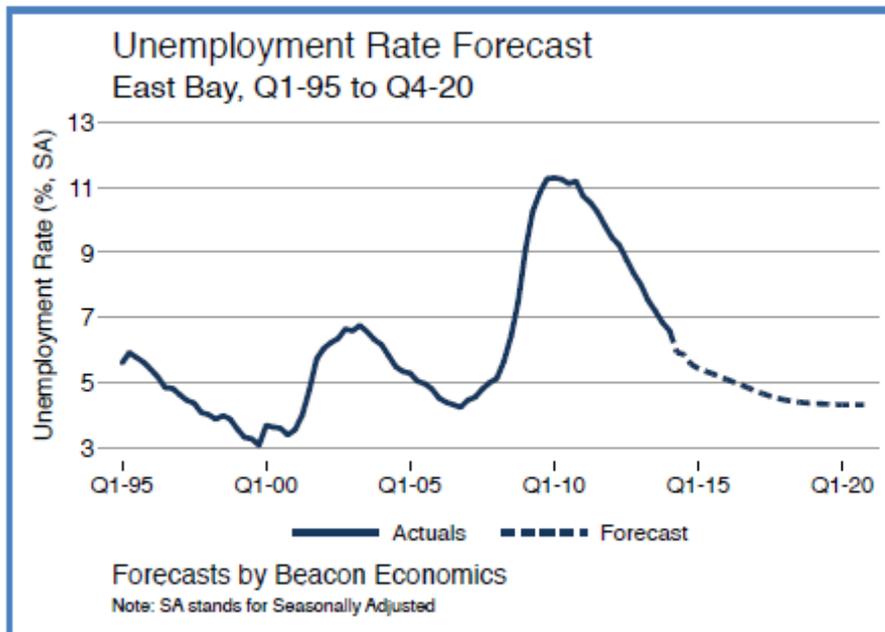


East Bay Economic Outlook 2015-2016 Report



EAST BAY ECONOMIC OUTLOOK 2015-2016

- Beacon Economics forecasts at least two years of sustained economic growth:
 - Unemployment to improve to 5.1% by end of 2015.
 - Employment projected to grow by 11.3% from current levels to 112,500 jobs to 2020.



EAST BAY ECONOMIC OUTLOOK 2015-2016

- East Bay is more attractive for firms outgrowing or priced out of San Francisco
- Vacancy rates have fallen across all property types since 2014.
- In 2014, East Bay saw 46.2% increase in nonresidential permit activity; surpassing 14.7% growth in San Francisco and a 39% decline in the South Bay.

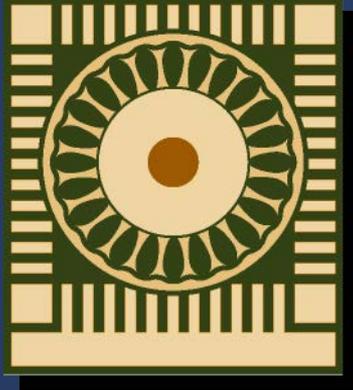
Key Take Away:

- East Bay is in an economic upswing.
- Continue to focus on quality commercial, industrial, retail and housing developments.



Approval of Minutes for Regular Meeting on May 4, 2015





Adjournment

