

## **COUNCIL DOWNTOWN COMMITTEE**

**Monday, October 27, 2008**

**7:00 p.m.**

**Room 2A - Hayward City Hall**

**777 B Street**

**Hayward, CA 94541**

Public Comments: (Note: For matters not otherwise listed on the agenda the Committee welcomes public 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. Update on Downtown "Clean and Safe" Efforts – Proposed Business Safety Program
2. Retail Attraction Program Update
3. Future CDC Agenda Topics

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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 72 hours in advance of the meeting by contacting the Downtown Development Division at (510) 583-4260 or by using the TDD line for those with speech and hearing disabilities at (510) 247-3340.

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**DATE:** October 27, 2008

**TO:** Council Downtown Committee

**FROM:** Fran David, Assistant City Manager

**SUBJECT:** Update on Downtown "Safe and Clean" Efforts, and Proposed Business Safety Program

### **RECOMMENDATION**

That the Committee review and comment on this report.

### **SUMMARY**

In December 2007 the City Council/Agency Board approved contract authorization and funding for a number of efforts related to improving the safety and cleanliness in the downtown area. This report provides a status report regarding the efforts that have been undertaken, and describes a proposed new Business Safety Program, which would be undertaken by the Hayward Police Department with funding through the Redevelopment Agency and the City's Economic Development budget.

### **DISCUSSION**

The "Safe and Clean" efforts that were outlined in December 2007 are summarized below, along with the status of these efforts.

**Downtown Security Needs** One of the key items identified as a downtown concern was the need for additional police or security presence in the downtown area to deter a variety of criminal and nuisance behavior, as well as to provide a sense of safety for shoppers and merchants. It was recommended that additional police officers for the downtown beat be considered as part of the Police Department's Strategic and Staffing Plan. Private security firms were not recommended as a replacement for police patrol functions. However, \$150,000 was recommended and approved for the Redevelopment Agency to hire a full-time security guard for the new Cinema Place Parking Garage for the period leading up to the opening of Cinema Place.

The security guard for the Cinema Place Parking Garage was hired, and as a result there has been a very low incidence of graffiti, and no criminal behavior reported at the parking garage to this point during 2008. With the opening of the new theater, the Police Department and other City staff,

Blake Hunt Ventures, and Cinemark Theatres management have coordinated the provision of security as follows. Hayward Police Department has scheduled extra patrol for the first two weeks of operation of the theater, including two officers from 3:00 p.m. to 12:00 p.m. Sundays to Thursdays, and three officers on Fridays and Saturdays. These officers rove through downtown. After the first two weeks, the need for extra police presence will be re-evaluated. The Agency will provide one private security guard at the parking garage on a permanent basis from 6:00 p.m. to 2:00 p.m. Mondays to Fridays, and from 12:00 noon to 2:00 a.m. on Saturdays and Sundays. Blake Hunt will provide one security guard stationed outside the theater, in front of their shopping center, and working 6:00 p.m. to 2:00 a.m. seven days per week. Cinemark will provide an average minimum of two guards and up to four guards inside their theatres, as needed during their operating hours from noon to approximately 2:00 a.m. The parties are discussing ways to facilitate communication among the security personnel, including the use of hand held radios.

**Enforced Hours of Operation for Muni Lot One** Based on reports of unsavory late night activity, the City implemented a closure of Muni Lot One from 12:00 a.m. to 6:00 a.m. Signs have been posted at the Lot, which enables Police Department Officers to enforce the hours.

**Anti-Smoking Ordinance** An anti-smoking ordinance has been adopted by the City Council, which effectively prohibits smoking on City property, streets and sidewalks and within 20 feet of any public doorway.

**Anti-Graffiti Award** The City has established a \$500 reward for individuals who provide information leading to the arrest of graffiti vandals in Hayward.

**Business & Employee Security** This fall the Hayward Police Department in cooperation with the Redevelopment Agency, proposes to launch a three series “**Business Academy**” to assist business owners understand how to safeguard their businesses, employees and customers against business-related crimes. Every year businesses lose revenues to stolen inventory, bad checks, robberies, and embezzlement. These initial training sessions will be target in the Downtown but is open to businesses city-wide. One of the sessions will include how environment design, store layout, lights and technology can impact the occurrence of business related crimes. Others session will focus on theft, embezzlement, fraud, forgery and ID theft; and employee safety and robbery prevention.

The three-day training will take place at Centennial Hall and will begin November 18. Hayward Police Department has assembled a number of experts for each the training area topics. See the attached flyer for more information. A total of \$1,170 is needed in order to rent Centennial Hall and provide facility security for this training, and this cost be would be split between existing City Economic Development and Redevelopment funds.

**Upgraded Lighting** A budget of \$198,000 was approved to conduct a lighting study install improvements along B Street from Foothill to Watkins and along Main Street from A to C Street. As of this date, four new street light poles have been added along B Street, and all twenty-six B Street lamp heads have been upgraded. Reports from the downtown business community have been very positive about the increased lighting.

**Increased Sidewalk Maintenance** In an effort to improve the condition of downtown sidewalks, the BIA approved a second-year increase in sidewalk steam cleaning services. Prior to this year, sidewalks in the downtown core were steamed cleaned twice a year, and the entire BIA area sidewalks were cleaned once a year. Since the beginning of 2008, contract services have added “spot-cleaning” for the sidewalk on B Street to Watkins three-times a week, for two hours. Spot-steam clean occurs in the evening, and/or early-morning hours Sunday, Tuesday, and Friday between the hours of 10:00 p.m. to 6:00 a.m. Private business and property owners have been encourage to keep the areas in front of their business clean and litter-free, including windows. The expanded contract also includes steam cleaning black decorative garbage cans every three months.

**Delivery of Food Distribution and Support Services** Neighborhood Services Division staff continues to work with outdoor food distributors and with local faith-based organizations to identify humane and viable solutions for the provision of food and other services to the public in need of such services. At this time there are no organizations distributing food at the Main Branch Library Plaza. Three parties are distributing food currently at Portuguese Park, including: 1) an individual identified as Pastor Jose, who distributes food and conducts services at the park at noon on Fridays and Sundays, 2) a San Leandro-based church previously represented by “Mother Mary”, and currently represented by Mr. Tom Vierra, who is distributing food Mondays, Wednesdays and Fridays at 10:00 a.m., and 3) representatives of the Three Crosses, also known as the Neighborhood Church, in Castro Valley, who distributes food at 10:00 a.m. on Fridays. In order to help mitigate the effects of the food distribution at Portuguese Park until an appropriate facility can be secured, church leaders and food recipients have together devised a “code of conduct” for recipients of the food distribution operations. The next step for staff will be to call churches in the area to try and determine an appropriate indoor location that could be used for the food distributors.

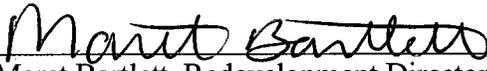
## **PUBLIC CONTACT**

Public meetings were held regarding downtown safety and cleanliness concerns in 2007. The City Council/Agency Board and Council Downtown Committee have met to review and approve measures reviewed above, with the exception of the Business Safety Program. The proposed Business Safety Program has been reviewed with the Chamber of Commerce Downtown Committee. Neighborhood Services staff has held several meetings and both formal and informal with food distribution providers, faith-based organizations and food recipients.

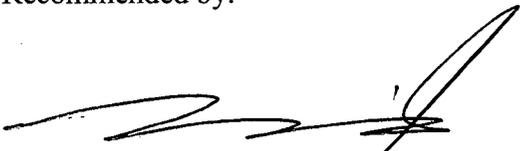
## **NEXT STEPS**

In summary, security efforts are being implemented as regards Hayward Cinema Place, and the need for increased police presence as well as private security will be evaluated during the next two weeks and thereafter. If the Committee concurs, the proposed Business Safety Program will be implemented. The additional lighting for B Street has been installed. Additional lighting needs for Main Street will be evaluated with remaining funds. Regarding sidewalk cleanliness, staff will continue to review the sidewalks for areas of greatest needs and make adjustments in the contractor cleaning schedule as needed.

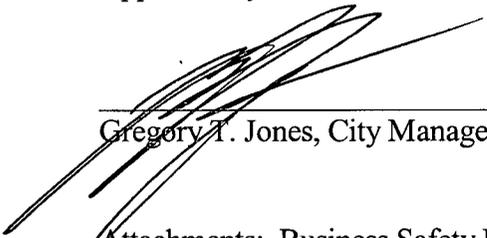
Prepared by:

  
Maret Bartlett, Redevelopment Director

Recommended by:

  
Fran David, Assistant City Manager

Approved by:

  
Gregory T. Jones, City Manager

Attachments: Business Safety Program Flier



# Business Academy

## The Hayward Police Department Launches "The Business Academy"

Every year, businesses lose revenues due to stolen inventory, bad checks, robberies and embezzlement. While it may not be possible to completely eliminate these crimes, business owners can take steps to safeguard their business and employees from business-related crimes. The Hayward Police Department is pleased to announce **The Business Academy**. The Academy offers business owners and their employees some of the best practices in reducing business-related crimes; information regarding state of the art crime reduction technology; the laws regarding business owner's responsibilities toward protecting customer's credit information; and other important topics every business owner should know.

**The Business Academy** will be offered free of charge to City of Hayward business owners in three, two hour sessions with topics including:

**Session 1: Crime Prevention Strategies & Environmental Design:**

How your store design and cutting-edge technology (camera, alarms, lighting, landscaping, etc.) can reduce your businesses chances of being targeted for a crime.

**Session 2: Safe Guarding Your Business Against Embezzlement,**

**Fraud, Forgery and ID Theft:** Learn how your business records can help you prevent and avoid employee theft; know what your responsibilities are to protect your customers from identity theft, credit card fraud, and fraudulent bank accounts, and more.

**Session 3: Employee Safety & Robbery Prevention:** How to establish

"standard operating procedures" regarding cash handling, and learn how to train your employees on what to do during a robbery which also includes presentation of crime data, the most common robbery scenarios, and the time of day that most businesses get robbed.

Free Training

**SPACE IS LIMITED  
REGISTER TODAY!**

**Learn How To  
Safeguard Businesses,  
Employees, and  
Customers Against  
Business-Related Crimes**

### TRAINING DATES

Session 1: Tues. 11-18-08  
Session 2: Tues. 11-25-08  
Session 3: Tues. 12-02-08  
All sessions 6:00-8:00pm

### LOCATION

Centennial Hall  
22292 Foothill Blvd. .Room 6  
Hayward, CA 94541  
(510) 881-1911

### HOW TO REGISTER:

Contact Mary Fabian at (510) 293-1043; or by email at [Mary.Fabian@hayward-ca.gov](mailto:Mary.Fabian@hayward-ca.gov).

**When registering please provide the following information:**

- Name(s) of person(s) registering
- Which sessions you are registering for
- The name and type of business you own.



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**DATE:** October 27, 2008  
**TO:** Council Downtown Committee  
**FROM:** Fran David, Assistant City Manager  
**SUBJECT:** Expansion of Retail Attraction Loan Program

**RECOMMENDATION**

That the Committee review and comment on this report.

**SUMMARY**

In July 2006, Council Downtown Committee approved a Downtown Retail Attraction Loan Program in response to the number of vacant building in the Downtown Hayward Redevelopment Area, west of Foothill Boulevard. The intent of the program is to utilize financial incentives to attract new retail tenants to the downtown. Since that time, Bijou Restaurant & Bar has received both a Retail Attraction Loan and CDBG business loan, and along with the grand opening of Cinema Place has created a sense of excited and growing optimism about the future of downtown. While the effort to fill vacant space has not been entirely successful, a “repositioning” of retail business is taking place, and there is interest by existing business owners to re-invest in their establishments. In response to these trends, the Council Downtown Committee supported the expansion of the Retail Attraction Loan Program to include spaces on the outer boundaries of the B Street “core”, as well as those spaces which are not necessarily vacant, but have been in marginal use. Staff is now seeking the Committee’s concurrence to support private investment in existing successful business to enhance façade, signage, and interiors improvements.

**DISCUSSION**

A number of existing businesses are looking for ways to upgrade their facades and signage to make their locations more attractive, and visible. Signs - particularly blade signs - are very costly, but can have a big impact on increase in business visibility and resulting revenues. In addition, there is at least one business location that could benefit from outdoor seating but which would require additional funds for railings and furniture to make this expansion financially feasible. Other façade improvement could include paint, awnings, lighting, and expansion of sidewalk seating. The loan amount would be limited to twenty-five thousand (\$25,000) and terms would be consistent with the existing program.

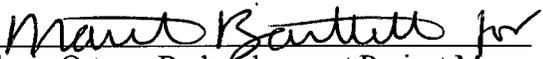
**PUBLIC CONTACT**

Informal public contact has occurred with business owners seeking façade and building improvement loans.

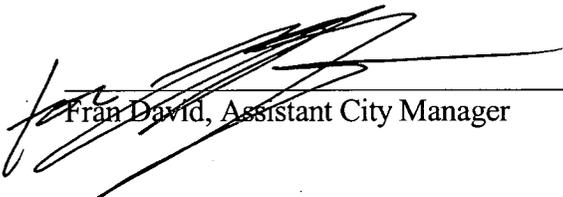
**NEXT STEPS**

Staff will develop underwriting criteria and other program parameters prior to program launch.

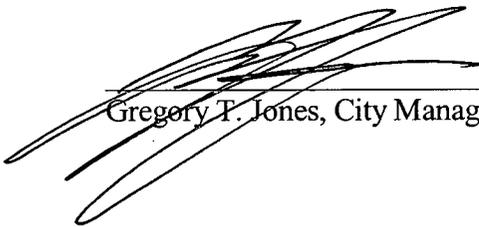
Prepared by:

  
Gloria Ortega, Redevelopment Project Manager

Recommended by:

  
Fran David, Assistant City Manager

Approved by:

  
Gregory T. Jones, City Manager



**DATE:** October 27, 2008  
**TO:** Council Downtown Committee  
**FROM:** Fran David, Assistant City Manager  
**SUBJECT:** Future Council Downtown Committee Agenda Topics

### **RECOMMENDATION**

That the Committee reviews this report and provide input regarding future Council Downtown Committee (CDC) agenda topics.

### **SUMMARY**

At a recent CDC meeting, the Committee requested that an item be scheduled to discuss potential topics for future CDC meetings.

### **DISCUSSION**

The following is a list of topics that have been recently been discussed or are proposed to be discussed at future CDC meetings. Staff would welcome input and suggestions regarding future agenda topics.

#### September 22, 2008

- Cinema Place Grand Opening
- Farmers Market Relocation

#### October 27, 2008

- Clean & Safe Strategies Downtown: parking lots; garages, garbage cans lighting; municipal parking lots, security
- Future Council Downtown Committee Agenda Topics

#### December 22, 2008

- Update on 238 Corridor
- Presentation and Discussion: Retail Marketing for the Downtown – Recent and Proposed Data packages and Consulting services

January 7 2009

- Proposed Mixed Use Development at City Center Campus.
- Cinema Place Murals

**PUBLIC CONTACT**

No previous public contact has been generated on this topic.

**NEXT STEPS**

Future CDC meetings will include topics based on input provided by the Committee.

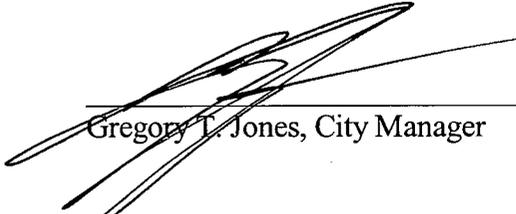
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