



## **REDEVELOPMENT ACTIVITIES SUMMARY**

Updated: September 24, 2008

The intent of all downtown redevelopment activity is to create a diverse and dynamic downtown neighborhood with housing, shopping, restaurants, and well-formed public spaces for cultural and civic activities. These goals are set forth in the Core Area Plan adopted by the Hayward City Council on July 28, 1992. The projects below represent the Redevelopment Agency's efforts in this endeavor.

The Hayward Redevelopment Area includes the City's commercial center, which contains approximately 500 businesses. The total size of the Redevelopment Project Area is approximately 1,348 acres. The Project Area also contains several governmental and cultural facilities, including Centennial Hall (a multi-purpose conference center), the main library, the Hayward Little Theatre, and Japanese Gardens. The Project Area also includes the Burbank/Cannery west of downtown and the Mission Foothill Boulevard corridor.



### **Hayward City Hall**

The Hayward City Hall was built to be the visual focal point at the downtown BART station. Completed in December 1997, it is a civic building conceived and constructed with the public in mind. Inside it features a public rotunda available for rent, a public gallery featuring the work of local artists, a public information counter, and a "one-stop" permit center on the first floor. Outside, the City Hall is surrounded by a plaza, which features an expansive public green and a pedestrian paseo connecting the Hayward BART station to the downtown.



### **B Street Marketplace**

Located on B Street between Mission Boulevard and Watkins Street, this 12,000 +/- square foot project provides Class A retail space for smaller tenants and serves as a catalyst for private development activity. The project effectively extends the existing downtown retail corridor westward toward the City Hall and the Hayward BART station.



### **The Downtown Retail Attraction Program**

The Downtown Retail Attraction Program is designed to reduce the number of vacant buildings in the Downtown Hayward Redevelopment area, west of Foothill Boulevard, by providing low-interest loans for tenant improvements. The intent of this program is to utilize financial incentives to attract tenants that will help enliven the downtown area. Program goals include filling vacant ground floor building spaces and attracting “destination” type retail, restaurants and entertainment.



### **Public Parking Structure**

Conveniently located between Mission Boulevard and Watkins Street, this 320-stall public parking structure was constructed for customers of the B Street Marketplace, nearby merchants, visitors to the City Hall, and city employees. The City built a third level to the parking structure, increasing total capacity to 498 stalls. Construction of the addition was completed in July 2005.



### **Atherton Place Townhomes**

Built in 1997, this 83-unit townhome project is bounded by C Street, D Street and Atherton Street. It is the result of a successful public/private effort between the Hayward Redevelopment Agency and the Sares-Regis Group. Adjacent to the Hayward BART station and downtown Hayward, this project represent the Agency’s first effort to introduce new housing to the downtown core.



### **City Walk Townhomes**

Completed in 2003, this 77-unit housing development is located at the corner of C Street and Watkins Street, just across from the BART Station. It is an example of a successful public/private effort between the Hayward Redevelopment Agency and The Olson Company. This project represents the Agency's continuing efforts in repopulating the downtown core with a customer base through the construction of higher density housing.



### **Albertson's Center**

Completed in 2001 and 2002, this shopping center includes a 62,000 +/- s.f. Albertson's supermarket (now Lucky) plus 18,000 +/- s.f. of retail space along B Street, and at the corner of A Street and Mission Boulevard. This project is the successful culmination of a six-year public/private effort between the Hayward Redevelopment Agency and Albertson's.



### **Renaissance Walk**

Renaissance Walk is a city block bounded by C Street, D Street, Atherton Street, and Watkins Street. In a public/private effort with the Agency, The Olson Company built 46 condominium units on the site, in a series of four-plex, tri-plex, and duplex buildings that appear as larger homes in traditional California styles. Twenty-two of the units were priced affordable to moderate-income homebuyers, and deed restricted to ensure their ongoing affordability in years to come. The project was completed in the summer of 2005.



### **Studio Walk**

This private development of 70 loft units brings a new housing product to Hayward and was completed in 2005. The project density is 35 units per acre, with three-story (40 foot) high buildings composed of 1,454 s.f., two-story units at grade and 1,667 s.f. flats above. The project maintains a street presence with entry doors providing direct access to Atherton Street.



### **Cinema Place Theater Project**

This property, formerly an Albertson's market located at B Street and Foothill Boulevard, was acquired by the Redevelopment Agency in 2002. Working with Blake Hunt Ventures, the Agency is redeveloping the site with a 56,000 +/- s.f., two-story retail entertainment center. This project includes a 12-screen movie theatre, a variety of restaurants and retailers, and a parking garage with 244 parking spaces. Construction of the parking garage was completed in summer of 2007. Construction for the retail entertainment center was completed in October 2008.



### **Downtown Sidewalk Rehabilitation Project**

The downtown sidewalk rehabilitation project represents the City's continuing commitment to downtown revitalization. This project includes improvements to the sidewalks on A, C and Main Streets, rebuilding the downtown sidewalks on B Street, and introducing new street furniture, lighting, bus shelters, and signage. Construction was completed in 2003.



### **Cannery Area Plan Implementation**

The Cannery Area, located just west of downtown Hayward is an older industrial area now surrounded by the Burbank neighborhood. In 2001 the City adopted the Cannery Area Design Plan. The Plan's primary focus is the redevelopment of the central 55+ acres which will include the development of approximately 750-850 housing units, a new elementary school, and an expanded Cannery Park. The nearby BART and AM-TRAK/Capitol Corridor lines are conveniently located for commuting and access to the many Bay Area employment, recreational, and cultural opportunities. In a cooperative effort with the Hayward Unified School District and the Hayward Area Recreation District, and the Agency, construction is underway for the new school, park, and street facilities and was completed in the summer of 2008.





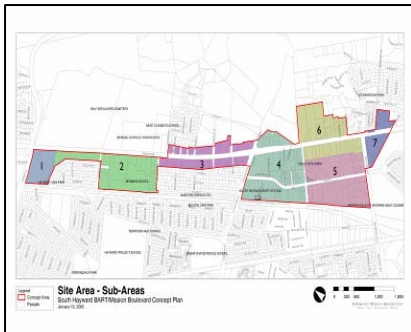
### **Municipal Parking Lot Two**

This existing municipal parking lot is located in the center of a block bounded by Foothill Boulevard, B Street, Main Street, and A Street with access on B Street. It was expanded and re-configured in 2005 to increase parking capacity by 81 spaces to provide a total of 184 parking spaces for downtown businesses as well as to partially serve the needs of the Cinema Place development. Additionally, a second access to the lot was created on A Street.



### **Pinnacle City Centre**

This 192-unit rental condominium development located in the Burbank/Cannery area at the corner of C Street and Grand Street was completed in 1999. It is located approximately two blocks from the Hayward BART station and within walking distance of downtown. This development features a business center and pre-wired internet access within each unit.



### **South Hayward BART/Mission Boulevard Plan**

The Agency prepared a land use plan for the Mission Boulevard Corridor between Harder Road and Industrial Boulevard and including the South Hayward BART station. This plan will provide guidance for future revitalization efforts along Mission Boulevard and identify opportunities for transit-oriented development around the BART station. The Plan was adopted in June of 2006, and a form-based zoning code is under preparation starting in the Summer of 2009.



### **Grand Terrace**

These 235 privately developed townhomes were approved by the City Council in July of 2000 and continue the contemporary adaptation of the row house concept developed at Atherton Place. Perimeter units are oriented to face the street and have individual raised porches. At a net density of about 35 units per acre, these two- and three-bedroom units are within walking distance of the downtown BART station. This project is complete.