

Economic Development Plan Recommendations
From Council Member Al Mendall
February 25, 2013

Defining "Business Friendly"

As Council Members, we all advocate being more "business friendly." But we each define the term a bit differently. It would be valuable for Council to develop a shared definition of "business friendly." That would provide clear and powerful guidance to staff. I recommend we discuss this at a future work session with the new Economic Development director once he or she is hired.

Catalyst & Opportunity Sites

1. The selection criteria for the retail catalyst sites should include: locations that have a greater than average potential to "import" sales tax dollars. For example, sites with freeway access or proximity to the City limits.
2. New industrial opportunity site: there is an auto storage yard just north of I-92 and east of Clawiter. It is a fairly large site, right next to the freeway, that appears to be a large, sparsely utilized parking lot. With plans in the works to rebuild the Clawiter and I-92 overpass, this seems like a good time to consider this an opportunity site.
3. The wholesale auto lots at I-800 and Industrial blvd. should be retail catalyst sites. There is HUGE retail potential at these sites (auto dealers, big box retailers, a Union Landing style shopping center). It is probably the single biggest retail opportunity site in the city.

Goals Suggestions

4. Goals IS5 and SR5 should include investigation of online/electronic inspections. Perhaps by video chat with the contractor. Or perhaps via photo submissions with "trusted" contractors combined with spot-check on-site inspections (i.e. trust but verify). Certainly this should be doable for minor inspections. It will reduce construction time and cost AND reduce City costs.

Metrics Suggestions

5. The FPM.2 metric in the summary section is confusing. Does it mean we expect a 1000 person increase in the labor force would lead to 500 new business licenses? That seems unrealistic.
6. The FPM.4 metric in the summary section calls for "a 5% annual increase in property taxes." This seems unrealistic given that, barring sale of a property, Prop 13 limits us to 2%.
7. The BM3.3 metric is not important and should be removed. We certainly want to increase overall event attendance (BM3.2), but if we draw lots of people from out of town to spend their money in Hayward, then that is okay.
8. I dislike the SR1.4 metric for downtown sales tax growth higher than the rest of the city. A better metric for measuring downtown's overall viability is to measure occupancy rates or business creation in the downtown.
9. The FPM.3, IS2.1 and SR2.2 metrics that call for "95% occupancy rate" seems unrealistically high in the near term given the baseline; plus it creates a disincentive for new construction. Perhaps the 5 year goal should be lowered to a more realistic 90%.
10. I suggest goals IS5 and SR5 include metrics for online permit submission, tracking and approval. For example: "50% of minor permit applications are submitted electronically."
11. Add a new metric IS5.6 & SR5.6 for "same day inspections X% of the time."
12. The IS6.3 and SR6.3 metrics that call for 900 API is unrealistic in year 1. We should consider adding an interim target (e.g. 800 API by year 5 and 900 API by year 10). High expectations are extremely good. But so is setting realistic goals. The phased approach achieves both.
13. Add metrics IS6.4 & SR6.4: 100% of HUSD schools have API scores above 800.
14. Add metrics IS6.5 & SR6.5: 100% of HUSD schools are "crime free" or "safe" campuses.

Economic Development Plan Recommendations

From Council Member Al Mendall

February 25, 2013

15. Target addition of a new customer satisfaction survey in each of the next 5 years. Ones for business owners, realtors, shoppers, event attendees, etc.

Mission Form Based Codes

16. I do not agree that large uses like a hospital and hotels should be allowed by administrative approval. Administrative approvals are for small uses or primary, desired uses. Large or potentially controversial items should receive extra scrutiny.
17. I favor option 2 which would revise the MBCSP to reserve the ground floor for retail in the first 250 feet around Mission blvd. I want the zoning to be clear and simple. But we do not want a bunch of developments along Mission blvd that are 100% residential. This adjustment clarifies the council's intent in a reasonable way.

Miscellaneous Suggestions

18. The Fairway Park shopping center is excluded from the map of existing Retail. I understand it is not large and it is off by itself geographically. But that retail center is the heart of the Fairway Park neighborhood and very important to folks in that area.
19. The City should help and encourage the Chamber of Commerce to create sub-groups for our targeted industries with regular meetings to address industry-specific concerns. E.g. A Chamber biotechnology round table.
20. "With great location, comes great responsibility." Property owners on highly visible sites have a greater-than-average responsibility to maintain their properties. And the City should target community preservation enforcement on those high-visibility corridors. I have been saying this for a long time and was pleased to hear CEDC members making the same point.
21. I like the idea of creating more than one type of industrial zoning district. This is a good way to increase certainty – especially for industrial areas adjacent to residential zoning districts.
22. I think that our biggest potential areas for market share gain are in Furniture, Recreation, Groceries, Restaurants and New Auto Sales (at I-880 and Industrial or possibly Mission).
23. The list of possible funding sources should include Federal dollars earmarked for ED. Our new Congress member ran on this idea. We may be able to partner with him on this issue.
24. CM Salinas suggested asking people to "text us where you are from" at our major events. I like that idea and suggest adding: "Text us how much you liked this event."
25. The electronic freeway signs should be used to advertise our brand (once we develop it) and to tout specific features of Hayward. Examples: "Hayward has X square feet of office space ready for rental right now." "The bay area's 4th largest airport is in Hayward."
26. The City motto, "heart of the bay," is cute, but does not do much to brand Hayward. I think our strongest asset is our central location in the middle of the Bay Area. And our brand should highlight that explicitly. For example, "The bay area's central location to live, work and shop."