

# Mission Boulevard Market Analysis and Economic Development Strategy

City of Hayward  
Hall Alminana, Inc  
April 2010

Economic Policy and Planning

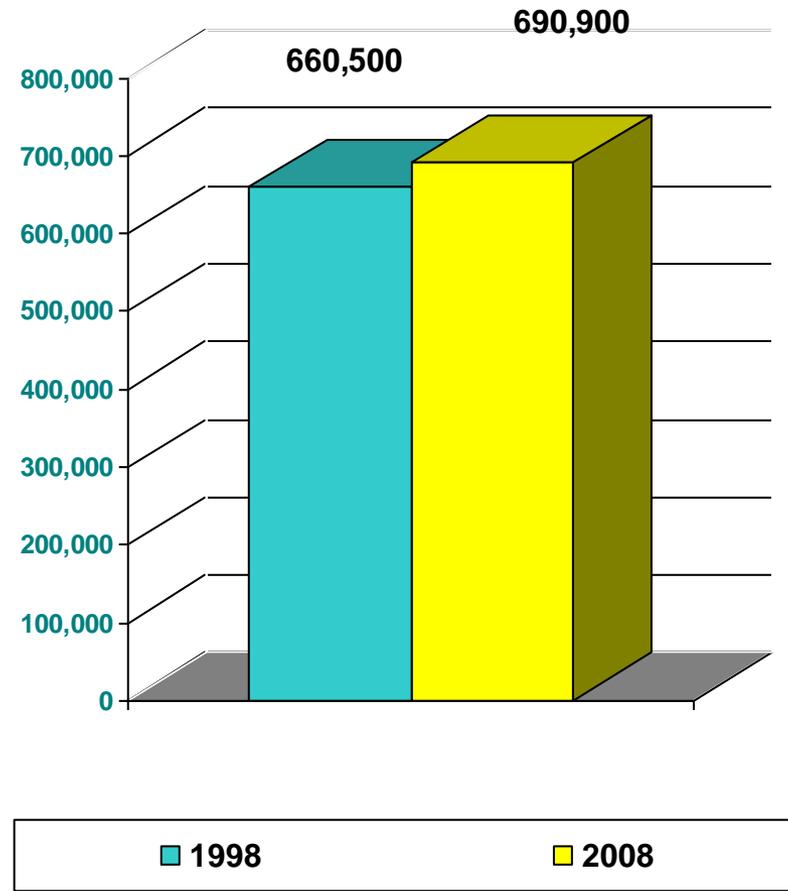


# Scope and Objective

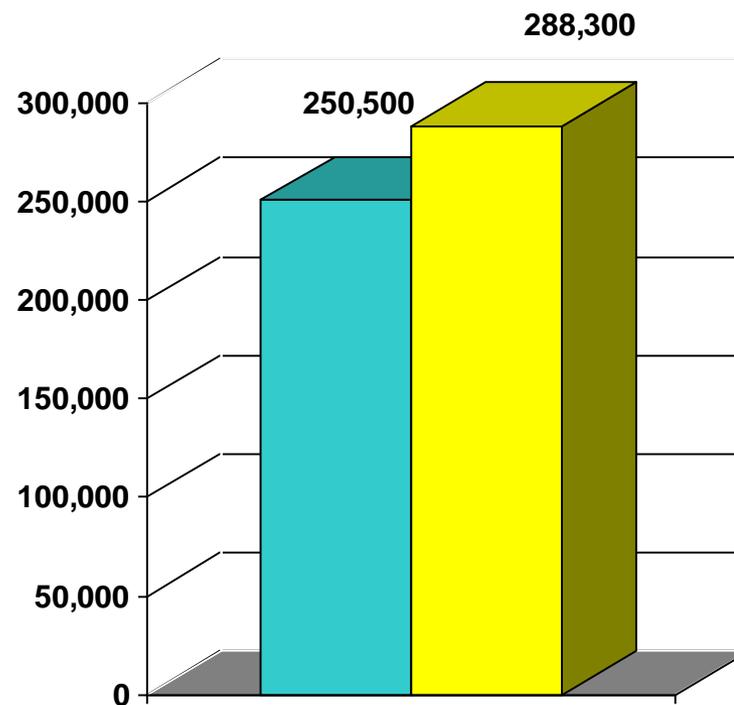
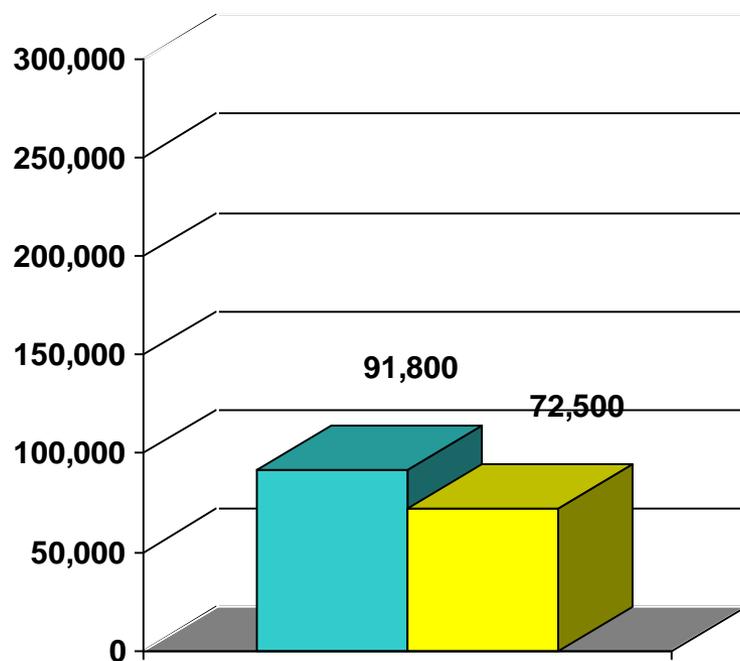
- Analyze the long term trend of Alameda County economy
- Reviewed the demographic trends of Hayward and neighboring cities
- Compare & contrast north and south sections
- Conducted residential market analysis
- Conducted retail market analysis
- Recommend initial economic development strategies

# Alameda County Economy in Transition

- Modest overall growth over past 12 years
- Manufacturing sector declining
- Decline will be accelerated by NUMMI closure
- Transition to services



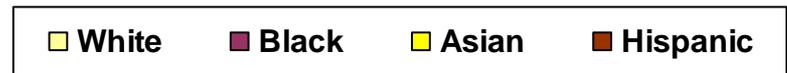
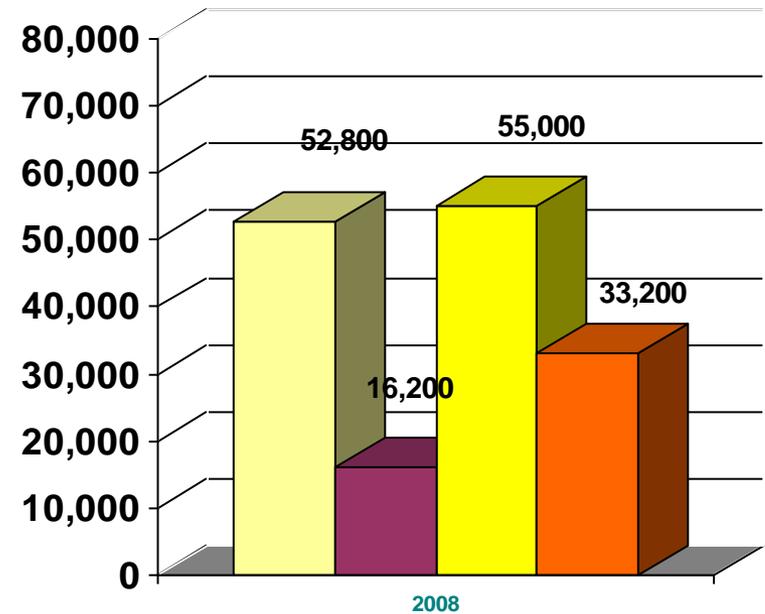
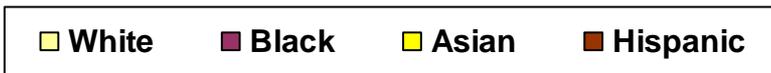
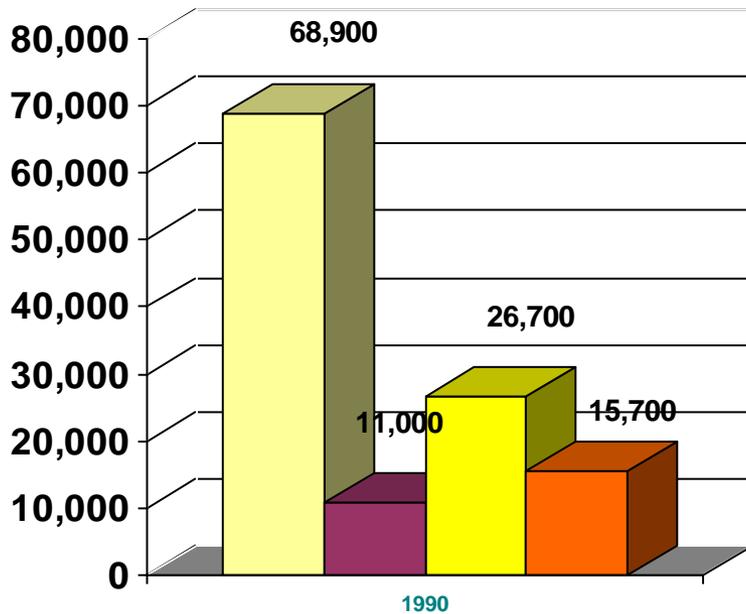
# Change in Alameda County Employment by Key Sector 1998-2008



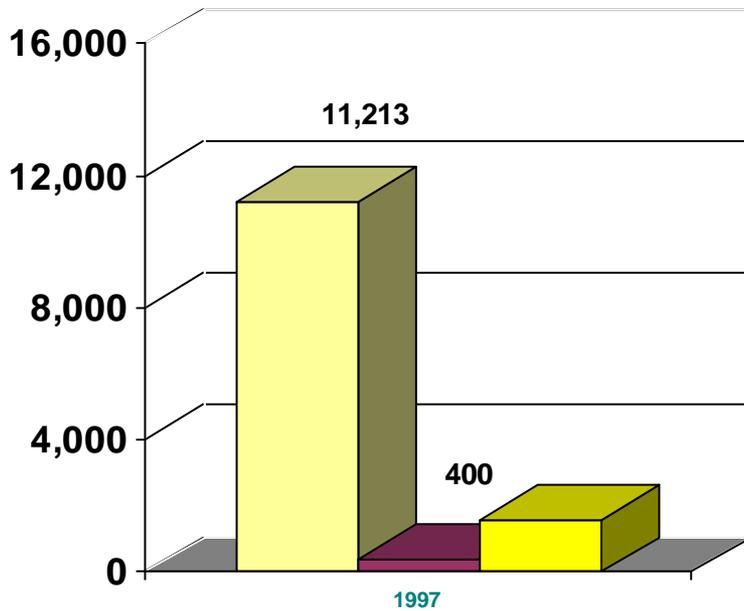
# Key Opportunities and Constraints

- Automobile dealerships that have left not likely to return
- Toyota, Honda, Nissan and VW likely to remain in the intermediate term
- Auto related uses will gradually relocate
- CSUEB under served and growing
- Asian and Hispanic population growing rapidly in Hayward and neighboring cities

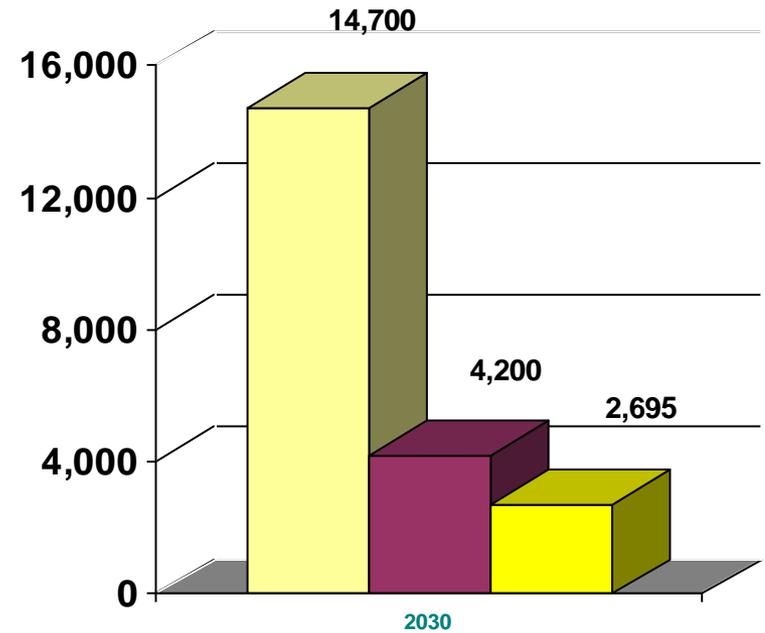
# Changing Ethnic Composition of Hayward



# Growth of CSUEB



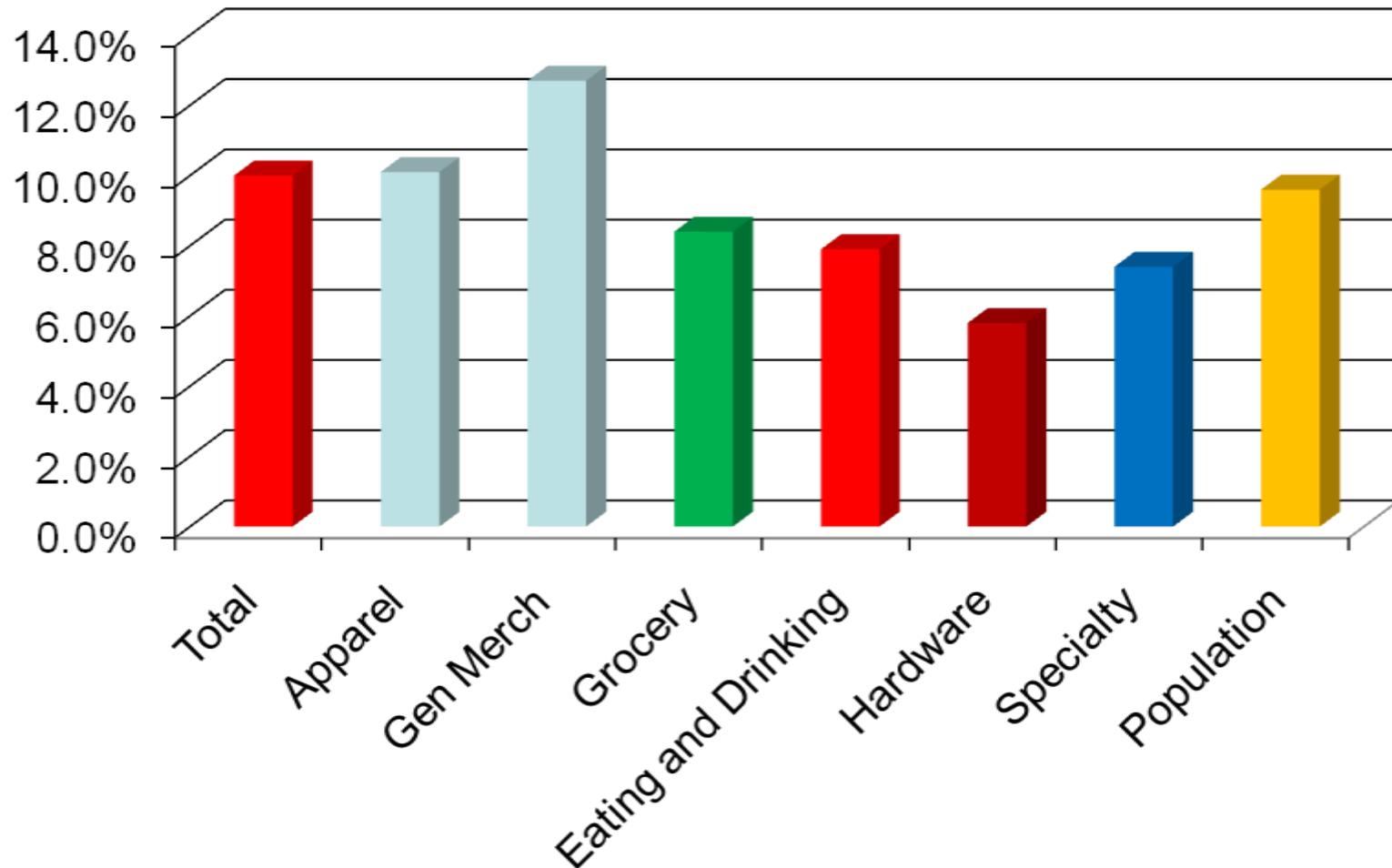
Commuter Students    Resident Students  
Faculty & Staff



Commuter Students    Resident Student  
Faculty & Staff

# Retail Leakage from Hayward

## Share of County



# South Section Demand Forecast

- Total 160,000 SF with emphasis on grocery stores and restaurants in 20 years
- Near term potential of 100,000 SF
- Two grocery stores of 15,000 to 20,000 SF: at least one should be ethnic (Asian Indian & Trader Joe's)
- Sports bar and pub of 8,000 SF: ping-pong, karaoke, dancing
- Full service restaurant of 8,000 SF
- Shops & restaurants – ethnic, pizza, ice cream

# North Section Development Strategy

- Reconstruction of Mission Blvd public right of way
- Long term commitment to upgrading housing stock in surrounding neighborhood – loan & grant program
- Adopt infill live-work mixed use strategy
- Use Redevelopment Agency resources to create one or two anchor projects