



## Downtown Hayward Improvement Association – Board of Directors Meeting

Wednesday, June 15<sup>th</sup>, 2022, at 2:00 p.m.

Join Zoom Meeting:

<https://us02web.zoom.us/j/82319827589?pwd=dEE4Y0g2TUNCY0FFS0V1Tkx2R3FWZz09>

Meeting ID: 823 1982 7589 | Passcode: 261582 | Call-In: (669) 900-9128

1. Introductions and Zoom Etiquette/Resti Zaballos, Jr., Board President  
*All participants will be put on mute during the topic presentation and then the moderator will unmute the microphones to take comments/feedback. Please keep comments director to the topic being discussed.*
2. Continuing Virtual Meetings Pursuant to AB 361 *Action Item* **P. 3**  
Find and determine that a state of emergency remains in effect at the state level, and that as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.
3. Public Comment (3 Minutes Max Per Person)
4. Approval of the March 28<sup>th</sup>, 2022, Board Meeting Minutes *Action Item* **P. 4 - 8**
5. Committee Reports
  - a. Executive Committee / Resti Zaballos Jr., President
    - i. DHIA FY21-22 YTD Financials: Review *Action Item* **P. 9 - 10**
    - ii. Board Resignations: Update
    - iii. Action to *not increase annual assessments* (doesn't include new building square footage, rather increase to assessment rates per Benefit Zone) *Action Item*
  - b. Sidewalks Operations, Beautification & Order Committee / Chair Needed
    - i. New SOBO Committee Chair Nomination
    - ii. NexStreet Status Report: Update
    - iii. Increased Downtown Homeless Outreach: Update
    - iv. Downtown Municipal Parking Lot Concerns: Update
  - c. District Identity & Streetscape Improvement Committee / Catherine Ralston, Chair
    - i. New DISI Committee Chair Nomination
    - ii. Olive Status Report: Update **P. 11 - 13**
    - iii. Juneteenth Event Sponsorship Request: Update *Action Item* **P. 14**
  - d. Land Use Committee / Bill Matheson, Chair
    - i. Main Street Complete Street: Update **P. 15 - 17**
    - ii. Lincoln Landing: Update **P. 18 - 19**
    - iii. Main & Maple Development Project: Update **P. 20**
6. Other New Business

**DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION**

**22654 Main Street • Hayward, CA 94541**

7. Next Meeting: \_\_\_\_\_

BROWN ACT. Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72-hours prior to a regular meeting. The Corporation posts all Board and Committee agendas at 22654 Main Street, Hayward CA. 94541 and on the DHIA website. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Dominic LiMandri at (510) 556-1278 or via email at [downtownhayward@gmail.com](mailto:downtownhayward@gmail.com) at least 48-hours prior to the meeting. VIRTUAL MEETING / COVID-19. Due to precautions associated with COVID-19 and following current state law (AB 361) regarding the Brown Act, all DHIA Board and Committee meetings, until further notice, will be held by teleconference only. Members of the public can listen and participate in meetings over the phone and through the internet.

AB 361 Overview  
9/30/2021

On September 16, 2021, AB 361 was adopted on an urgency basis (AB 361, section 9) meaning it has immediate effect. Shortly thereafter, Governor Newsome issued an executive order delaying implementation until October 1. After October 1 and through January 1, 2024 (when the bill sunsets), bodies subject to the Brown Act can continue to meet electronically (without the need to allow the public to participate from a physical location) after making specific findings and subject to added requirements.

### Findings

A body subject to the Brown Act may continue to meet virtually when:

- 1) **it is meeting during a proclaimed state of emergency AND**
- 2) **either: state or local officials have imposed or recommended measures to promote social distancing OR the body is meeting to determine or has determined by majority vote, whether as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.**

Thereafter, at least every 30 days the body must make the following findings by majority vote:

- (A) The legislative body has reconsidered the circumstances of the state of emergency.
- (B) Any of the following circumstances exist:
  - (i) The state of emergency continues to directly impact the ability of the members to meet safely in person.
  - (ii) State or local officials continue to impose or recommend measures to promote social distancing

### Additional Requirements

In addition to requirements established under the Governor's Executive Orders, public entities that continue to meet virtually must also:

- Allow real-time public comment; may not require public comments to be submitted in advance.
- Allow people to register (get in line) to give public comment during the entire public comment period for a given item.
- Suspend any action in the event of a service interruption. If there is a disruption (within the agency's control) that prevents broadcast of the meeting or prevents the public from providing comments, the body may not take actions until service is restored or those actions may be challenged.



**Downtown Hayward Improvement Association  
Board of Directors Meeting  
Monday, March 28<sup>th</sup>, 2:00 p.m.  
Zoom Virtual Board meeting**

**Present:** Resti Zaballos, Thomas Leung, Kim Huggett, Catherine Ralston, Dinesh Shah, Tobi Lieberman, Ben Schweng, Derrick Larson,

**Absent:** Alfredo Rodriguez, Jeff Jurow, Sara Buizer

**Guests:**

**Staff:** Marco Li Mandri, Dominic Li Mandri/New City America

**MINUTES:**

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
<b>1. Introductions</b>	Introductions of all present were made. Resti Zaballos, President, called the zoom Board together at 2:08 pm.	<b>No action taken</b>
<b>2. Continuing Virtual Meeting Pursuant to AB361</b>	The Board considered continuation of virtual meetings through AB 361	<b>Approved by consensus</b>
<b>3. Public Comments</b>	<p>Derrick Larson provided an updated on the new Lincoln Landing development in downtown. The development website is up and running, and the project team expects Phase 1 residential to open up July 1. City Sports/LA Fitness will be a major ground-floor tenant.</p> <p>Catherine Ralston provided an update on other projects downtown. Main/Maple development site is in the process of changing their entitlements (more units, less retail). Developer will go back to Planning Commission for review and approval.</p> <p>Project site at Main and B street is</p>	

**DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION**

22650 Main Street • Hayward, CA 94541



	undergoing a preliminary assessment for mixed-use.	
<b>4. Approval of the January 25<sup>th</sup>, 2022 Board Meeting Minutes</b>	The minutes of the regular Board meeting for January 25 <sup>th</sup> , 2022 were reviewed by the Board members present.	<b>Catherine Ralston made a motion to approve the minutes as presented. Kim Huggett seconded the motion. Motion carried unanimously.</b>
<b>5. Approval of the March 3<sup>rd</sup>, 2022 Special Board Meeting Minutes</b>	The minutes of the special Board meeting for March 3 <sup>rd</sup> , 2022 were reviewed by the Board members present.	<b>Catherine Ralston made a motion to approve the minutes as presented. Tobi Lieberman seconded the motion. Motion carried unanimously.</b>
<b>6. Committee Updates:</b> a. <b>Executive Committee</b> i. <b>YTD Financials</b>  ii. <b>Creation of ABC Task Force</b>  iii. <b>Pilot Program with City of Hayward on Dedicated Outreach for Downtown</b>	 i. The Year-to-Date Financials were presented to the Board members for review and discussion. Overall, the budget is trending in line with projections, with DISI lagging in ongoing expenses incurred as it prepares for a shift towards a new PR/SM firm.  ii. Marco & Dominic updated the Board members on recent conversations they've had with the City Manager's office regarding the creation of a new task force in downtown to engage with absentee property owners. The City Manager's office was supportive of this new line of dialogue and would endorse City participation in this forum.  iii. Dominic updated the Board members on a concurrent conversation he's been having with City staff regarding the concentration of homeless outreach services in downtown to respond to the influx of individuals we've been	<b>Derrick Larson motioned for the YTD financial report to be accepted as presented. Catherine Ralston seconded the motion. Motion carried unanimously.</b>



<p>i. <b>Current Social Media Vendor Status</b></p> <p>ii. <b>Proposal for PR/SM Services from Olive Creative Strategies</b></p> <p><b>d. <u>Land Use Committee</u></b></p> <p>i. <b>Muni Lot #1 Resurfacing</b></p> <p>ii. <b>Update on P2P Internet Connection Feasibility in Downtown</b></p>	<p>i. Dominic updated the Board members on the current status of our Social Media Vendor contract with an independent contractor. At this time, the DHIA does not have active engagement or posting on its social media channels. An RFP for District PR/SM Services was posted for two weeks in late February and the lone proposal received was from Olive Creative Strategies.</p> <p>ii. Dominic presented the lone proposal received from the recently circulated DHIA RFP for Public Relations/Social Media Services. The RFP had been posted for two weeks on the International Downtown Association website as well as the California Downtown Association website. The proposal from Olive Creative Strategies was the only proposal received. The proposal is presented to the Board with a recommendation for approval by the DISI Committee, as is. Dinesh Shah stated he would like the Committee to develop some type of measure of progress to determine the effectiveness of this service. No particular metric was decided at the meeting, but staff will seriously consider this need for routine deliverables and return with examples at a later date.</p> <p>i. Dominic reminded Board members with property in the downtown core that Muni Lot #1 is currently undergoing repaving and landscaping improvements, so traffic and parking around this lot could be impacted significantly.</p> <p>ii. Dominic inquired with Board President Resti Zaballos on any progress made regarding their ongoing exploration of P2P internet connections in downtown staged from atop their buildings at Plaza Center. Resti reported the vendor hasn't reported any further updates</p>	<p><b>Catherine Ralston motioned to accept the proposal from Olive Creative Strategies as presented. Kim Huggett seconded the motion. Motion carried unanimously.</b></p>
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	at this time.	
<b>7. Other New Business</b>	Ben Schweng requested the conversation regarding revising the ordinance prohibiting metal pull-down security gate for commercial businesses downtown. A string of recent vandalism and/or break-ins downtown has motivated a reassessment of this ordinance.	
<b>8. Next Meeting Date</b>	Next Meeting date was scheduled for May 25 <sup>th</sup> at 2:00 PM	
<b>Adjournment</b>	Meeting was adjourned at 3:00 PM	

Minutes taken by Dominic Li Mandri, District Manager

4:28 PM

06/09/22

Cash Basis

**Downtown Hayward Improvement Association**  
**Profit & Loss Budget Performance**  
**May 2022**

	May 22	Budget	Jan - May 22	YTD Budget	Annual Budget
<b>Income</b>					
Assessment Income					
Delinquency	0.00	0.00	0.00	-20,000.00	-20,000.00
Carry Forward	0.00	0.00	0.00	340,466.00	340,466.00
Assessment Income - Other	0.00	49,637.00	386,924.64	248,185.00	595,644.00
<b>Total Assessment Income</b>	<b>0.00</b>	<b>49,637.00</b>	<b>386,924.64</b>	<b>568,651.00</b>	<b>916,110.00</b>
<b>Total Income</b>	<b>0.00</b>	<b>49,637.00</b>	<b>386,924.64</b>	<b>568,651.00</b>	<b>916,110.00</b>
<b>Expense</b>					
Administration					
Accounting Fees	0.00	333.00	1,450.00	1,669.00	4,000.00
Bank Charges	0.00	4.00	0.00	22.00	50.00
Insurance - Liability, D and O	6,515.04	666.00	11,510.92	3,338.00	8,000.00
Legal Fees	0.00	250.00	100.00	1,250.00	3,000.00
Office Supplies	0.00	166.00	122.48	838.00	2,000.00
Postage, Mailing Service	85.44	41.00	147.31	213.00	500.00
Printing and Copying	0.00	125.00	0.00	625.00	1,500.00
Rent	1,200.00	1,250.00	6,000.00	6,250.00	15,000.00
Staff Consulting (New City)	0.00	6,500.00	32,500.00	32,500.00	78,000.00
Telephone, Telecommunications	225.00	291.00	1,125.00	1,463.00	3,500.00
Utilities	114.63	166.00	627.54	838.00	2,000.00
Admin Contingency	0.00	83.00	365.00	419.00	1,000.00
<b>Total Administration</b>	<b>8,140.11</b>	<b>9,875.00</b>	<b>53,948.25</b>	<b>49,425.00</b>	<b>118,550.00</b>
DISI					
Advertising	261.00	583.00	746.00	2,919.00	7,000.00
Annual Report	0.00	166.00	0.00	838.00	2,000.00
Branding & Signage	0.00	333.00	732.98	1,669.00	4,000.00
Outdoor Dining	0.00	416.00	0.00	2,088.00	5,000.00
PR / Social Media	9,000.00	2,500.00	9,925.00	12,500.00	30,000.00
Seasonal Displays	0.00	875.00	0.00	4,375.00	10,500.00
Special Events	0.00	1,291.00	0.00	6,463.00	15,500.00
Staff Consulting (New City)	0.00	1,500.00	7,500.00	7,500.00	18,000.00
Website	0.00	83.00	14.95	419.00	1,000.00
<b>Total DISI</b>	<b>9,261.00</b>	<b>7,747.00</b>	<b>18,918.93</b>	<b>38,771.00</b>	<b>93,000.00</b>
SOBO					
Fixed Assets - Major Purchase	0.00	833.00	0.00	4,169.00	10,000.00
Maintenance and Supplies	891.31	1,666.00	4,745.71	8,338.00	20,000.00
Nursery Supplies & Equipment	0.00	1,666.00	0.00	8,338.00	20,000.00
Payroll Expenses					
Health Insurance	0.00	1,250.00	3,346.13	6,250.00	15,000.00
Payroll Service	56.92	200.00	999.69	1,000.00	2,400.00
Payroll Tax Expense	392.22	6,666.00	23,002.20	33,338.00	80,000.00

4:28 PM

06/09/22

Cash Basis

**Downtown Hayward Improvement Association**  
**Profit & Loss Budget Performance**  
**May 2022**

	May 22	Budget	Jan - May 22	YTD Budget	Annual Budget
Payroll Workers Comp Ins	0.00	1,250.00	2,208.00	6,250.00	15,000.00
Payroll Expenses - Other	1,218.22	15,500.00	45,524.99	77,500.00	186,000.00
<b>Total Payroll Expenses</b>	<b>1,667.36</b>	<b>24,866.00</b>	<b>75,081.01</b>	<b>124,338.00</b>	<b>298,400.00</b>
Cameras	56.08	4,166.00	280.40	20,838.00	50,000.00
Professional Services	19,462.44	16,666.00	88,758.44	83,338.00	200,000.00
Supplies for SOBO	103.00	416.00	103.00	2,088.00	5,000.00
Vehicle Related					
Pressure Washing	62.00	500.00	1,788.28	2,500.00	6,000.00
Gas	245.00	416.00	989.52	2,088.00	5,000.00
Vehicle Repair & Maintenance	89.63	333.00	974.35	1,669.00	4,000.00
Vehicle Related - Other	0.00		317.54		
<b>Total Vehicle Related</b>	<b>396.63</b>	<b>1,249.00</b>	<b>4,069.69</b>	<b>6,257.00</b>	<b>15,000.00</b>
<b>Total SOBO</b>	<b>22,576.82</b>	<b>51,528.00</b>	<b>173,038.25</b>	<b>257,704.00</b>	<b>618,400.00</b>
Contingency / Reserve	0.00	7,180.00	0.00	35,900.00	86,160.00
<b>Total Expense</b>	<b>39,977.93</b>	<b>76,330.00</b>	<b>245,905.43</b>	<b>381,800.00</b>	<b>916,110.00</b>
<b>Net Income</b>	<b>-39,977.93</b>	<b>-26,693.00</b>	<b>141,019.21</b>	<b>186,851.00</b>	<b>0.00</b>



## Downtown Hayward Improvement Association BOARD Meeting

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### RECAP OVERVIEW

#### STRATEGY & PLANNING:

- Held kick-off meeting on April 5
- Created Press Kit
- Created PR Plan and Press Release timeline
- Facilitated internal weekly strategy meetings
- Conducted weekly conference calls
- Developed social media strategy
- Drafted content calendars and started posting
- Created a new Facebook page
- Started Facebook and Instagram advertising
- Daily community management and engagement
- Monitored and adjusted social media strategy to reflect news and announcements

#### Annual Hawaiian May Day Festival Returns to Downtown Hayward this Saturday, May 7

#### SECURED COVERAGE

- **5/7 secured broadcast coverage on NBC Bay Area (Today in the Bay at 7 a.m.)**
  - Included details of the festival during Saturday morning's traffic report
- **5/6 secured online coverage on Eater SF**
  - Included the festival in a roundup of food news from the Bay Area linking back to the KQED article we previously secured
- **5/6 secured online coverage on Daily Advent**
  - Syndicated Eater SF roundup of food news from the Bay Area included the festival linking back to the KQED article we previously secured
- **5/6 secured online coverage on News Break**
  - Syndicated Eater SF roundup of food news from the Bay Area included the festival linking back to the KQED article we previously secured
- **5/6 secured online coverage on Patch (x7)**
  - Full on the festival highlighting all the different things to enjoy including the live entertainment and food, along with quotes from Dominic and Deanie about the festival's return to Downtown Hayward
- **5/6 secured online coverage on Flipboard**

- Syndicated Patch article on the festival highlighting all the different things to enjoy including the live entertainment and food, along with quotes from Dominic and Deanie about the festival's return to Downtown Hayward
- **5/6 secured online coverage on MSN**
  - Syndicated Patch article on the festival highlighting all the different things to enjoy including the live entertainment and food, along with quotes from Dominic and Deanie about the festival's return to Downtown Hayward
- **5/5 secured online coverage on KQED**
  - Article highlights the May Day Festival featuring commentary from Deanie about some of the food vendors that will be there along with the important of food in Hawaiian culture. The piece also highlights the live entertainment that will take place throughout the festival
- **5/5 secured online coverage on Flipboard**
  - Syndicated KQED article highlighting the May Day Festival featuring commentary from Deanie about some of the food vendors that will be there along with the important of food in Hawaiian culture. The piece also highlights the live entertainment that will take place throughout the festival
- **5/4 secured online coverage on SF Station**
  - Article highlights the return of the Hawaiian May Day Festival to Downtown Hayward including a quote from you and Deanie, along with information on all the entertainment and food attendees can enjoy
- **5/4 secured online coverage on San Francisco Chronicle**
  - Article shares details about the event noting its celebrated return to Downtown Hayward and everything that attendees will be able to enjoy including food, entertainment, arts and craft activities, and more

#### PITCHING

- **Annual Hawaiian May Day Festival Returns to Downtown Hayward this Saturday, May 7**
  - Local Online
  - Local TV
  - Local Radio
  - Media Alert

#### WRITING

- Annual Hawaiian May Day Festival Returns to Downtown Hayward this Saturday, May 7 press release
- Spend a Day in Downtown Hayward

#### SOCIAL MEDIA

##### Highlights/Recap:

- Gained **723** new followers across all platforms
- Garnered over **53K** impressions across all platforms
- Garnered over **2K** total engagements across all platforms

##### Upcoming:

- Continue to highlight and engage with local businesses






- Support events happening in downtown

**Social Media Statistics: May 2022**




**Instagram**

- Followers: 1191 (+100)
- Impressions: 19K
- Engagements: 473

 <p>May 2, 2022</p> <p><b>The Hawaiian May Day Festival is back! 🌺🌺🌺 Join us on May 7th for a...</b></p> <table border="1"> <tr><td>📢 Reach</td><td>658</td></tr> <tr><td>💬 Comments</td><td>3</td></tr> <tr><td>❤️ Likes</td><td>82</td></tr> <tr><td>📌 Saves</td><td>4</td></tr> <tr><td>📊 Engagement</td><td>89</td></tr> </table>	📢 Reach	658	💬 Comments	3	❤️ Likes	82	📌 Saves	4	📊 Engagement	89	 <p>May 23, 2022</p> <p><b>We know what we're having tonight! 😊 What's your favorite restaurant in...</b></p> <table border="1"> <tr><td>📢 Reach</td><td>529</td></tr> <tr><td>💬 Comments</td><td>8</td></tr> <tr><td>❤️ Likes</td><td>57</td></tr> <tr><td>📌 Saves</td><td>0</td></tr> <tr><td>📊 Engagement</td><td>65</td></tr> </table>	📢 Reach	529	💬 Comments	8	❤️ Likes	57	📌 Saves	0	📊 Engagement	65	 <p>May 17, 2022</p> <p><b>Downtown Hayward circa 1940 Hayward is rich in history! Dating...</b></p> <table border="1"> <tr><td>📢 Reach</td><td>488</td></tr> <tr><td>💬 Comments</td><td>2</td></tr> <tr><td>❤️ Likes</td><td>63</td></tr> <tr><td>📌 Saves</td><td>2</td></tr> <tr><td>📊 Engagement</td><td>67</td></tr> </table>	📢 Reach	488	💬 Comments	2	❤️ Likes	63	📌 Saves	2	📊 Engagement	67
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**Facebook**

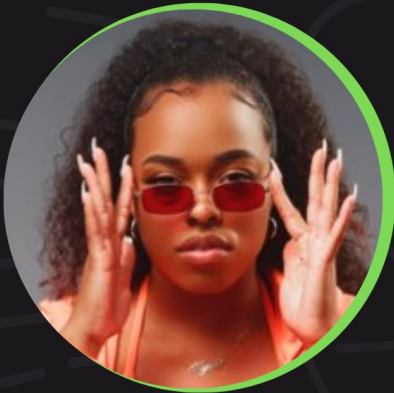
- Page Likes: 623 (+623)
- Impressions: 34K
- Engagements: 1.5K

 <p>May 17, 2022</p> <p><b>Downtown Hayward circa 1940 Hayward is rich in history! Dating...</b></p> <table border="1"> <tr><td>📢 Reach</td><td>3,595</td></tr> <tr><td>👤 Engaged users</td><td>537</td></tr> <tr><td>👁️ Clicks</td><td>199</td></tr> <tr><td>👁️ Other clicks</td><td>285</td></tr> </table>	📢 Reach	3,595	👤 Engaged users	537	👁️ Clicks	199	👁️ Other clicks	285	 <p>May 6, 2022</p> <p><b>Take a cruise through Downtown Hayward and experience a...</b></p> <table border="1"> <tr><td>📢 Reach</td><td>2,373</td></tr> <tr><td>👤 Engaged users</td><td>225</td></tr> <tr><td>👁️ Clicks</td><td>34</td></tr> <tr><td>👁️ Other clicks</td><td>130</td></tr> </table>	📢 Reach	2,373	👤 Engaged users	225	👁️ Clicks	34	👁️ Other clicks	130	 <p>May 19, 2022</p> <p><b>Came for the coffee, stayed for the views. 📍: Hippie's Brew</b></p> <table border="1"> <tr><td>📢 Reach</td><td>1,234</td></tr> <tr><td>👤 Engaged users</td><td>94</td></tr> <tr><td>👁️ Clicks</td><td>28</td></tr> <tr><td>👁️ Other clicks</td><td>28</td></tr> </table>	📢 Reach	1,234	👤 Engaged users	94	👁️ Clicks	28	👁️ Other clicks	28
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**JUNE**  
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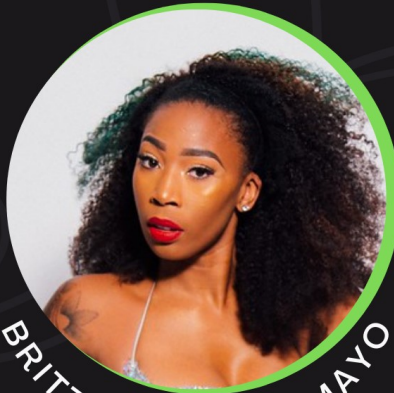
WELLNESS FESTIVAL

**SATURDAY, JUNE 18 | 10AM TO 1PM**



KYRA BIRKS

PARADISE DANCE STUDIO



BRITTENY FLOYD-MAYO

TRAP YOGA BAE



MS. NEYSHA

PARADISE DANCE STUDIO

**FOOD | VENDORS | MUSIC | KID ZONE**

Heritage Plaza  
835 C Street, Hayward, CA

THANK YOU TO OUR SPONSORS!







## MAIN STREET COMPLETE STREET PROJECT MEETING

Thursday, June 16, 2022  
at 5 p.m. via **zoom**

Scan to join



Join us for a special virtual Council Infrastructure Committee meeting where we'll discuss potential changes to Main Street including:

- Reducing the roadway from four to three lanes
- Removing and replace existing sidewalks
- Adding street lighting
- Maintaining existing parking and loading spaces
- And more

## PROYECTO DE CALLES COMPLETAS DE LA CALLE MAIN

Jueves, 16 de junio, 2022  
a las 5 p.m. por **zoom**

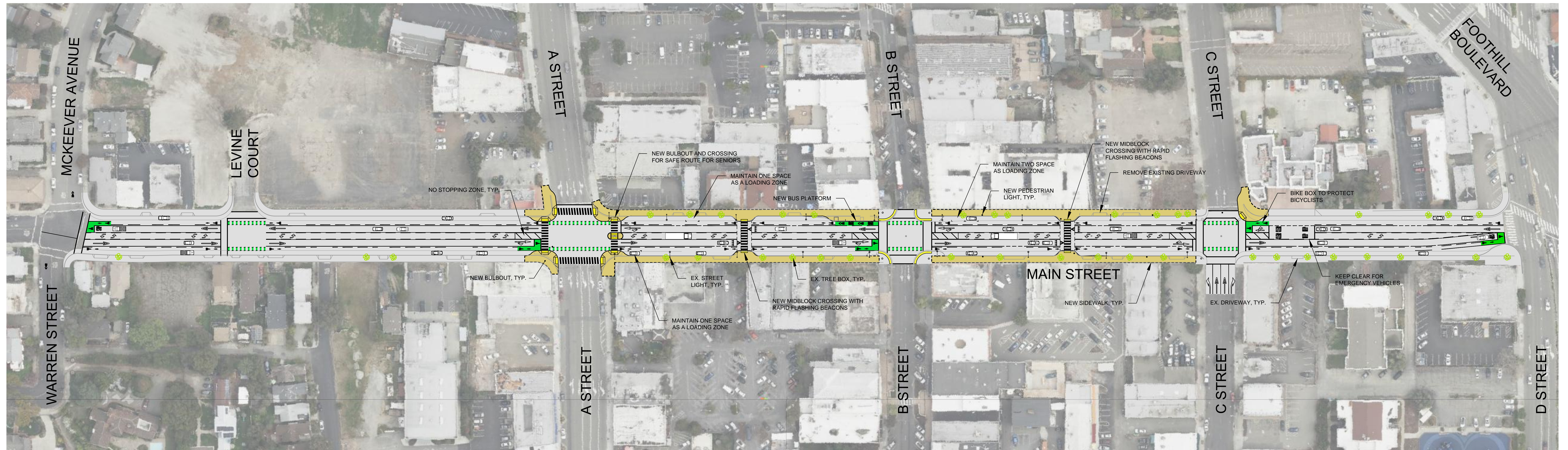
Escanea  
para unirse



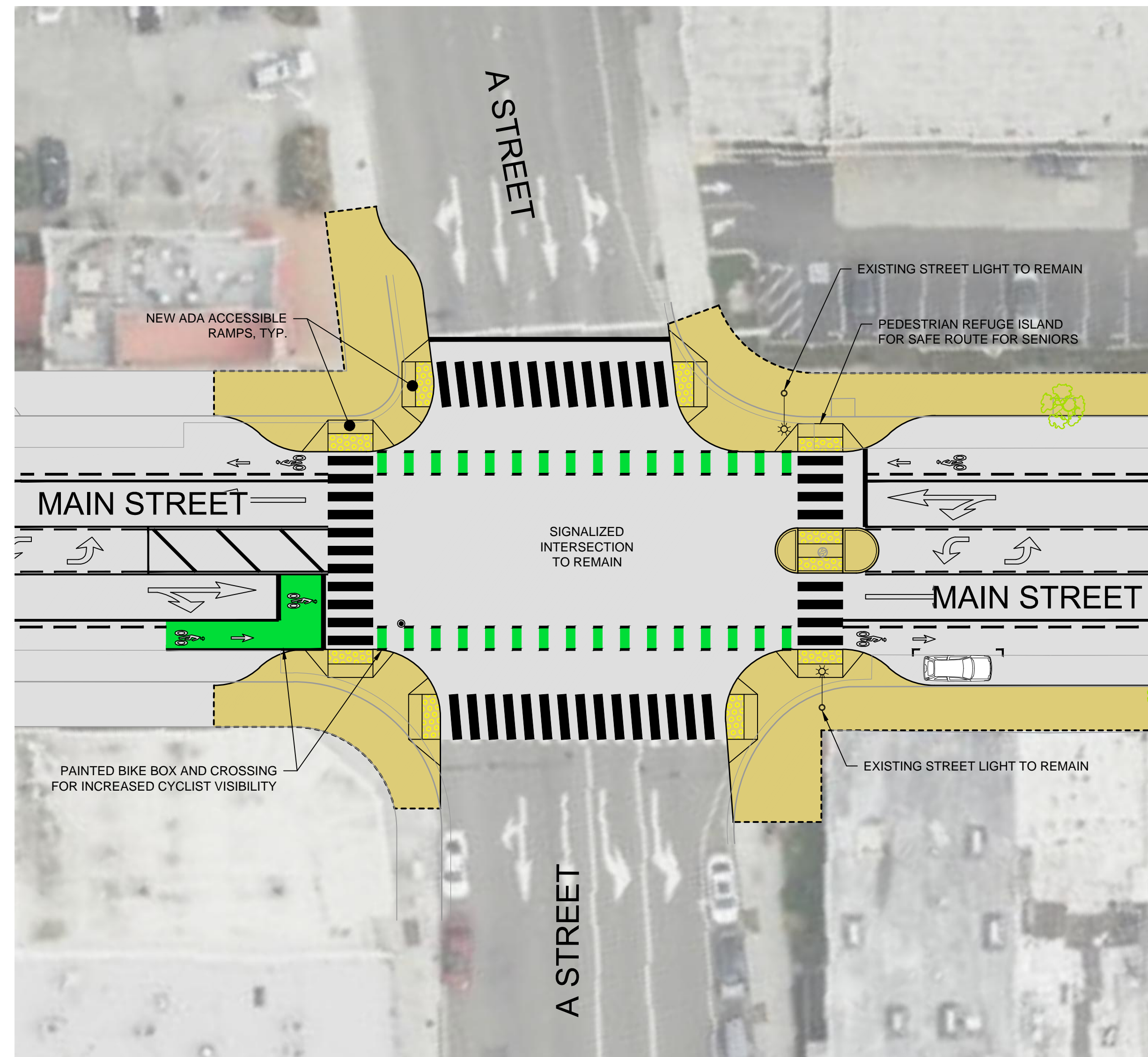
Acompáñenos en una reunión especial y virtual del Comité de Infraestructuras del Consejo en la que hablaremos sobre los posibles cambios en la calle Main, entre los que se incluyen:

- La reducción de la calle de cuatro a tres carriles
- La eliminación y reemplazo las aceras existentes
- La adición de alumbrado público
- El mantenimiento de los estacionamientos y espacios de carga existentes
- Y más

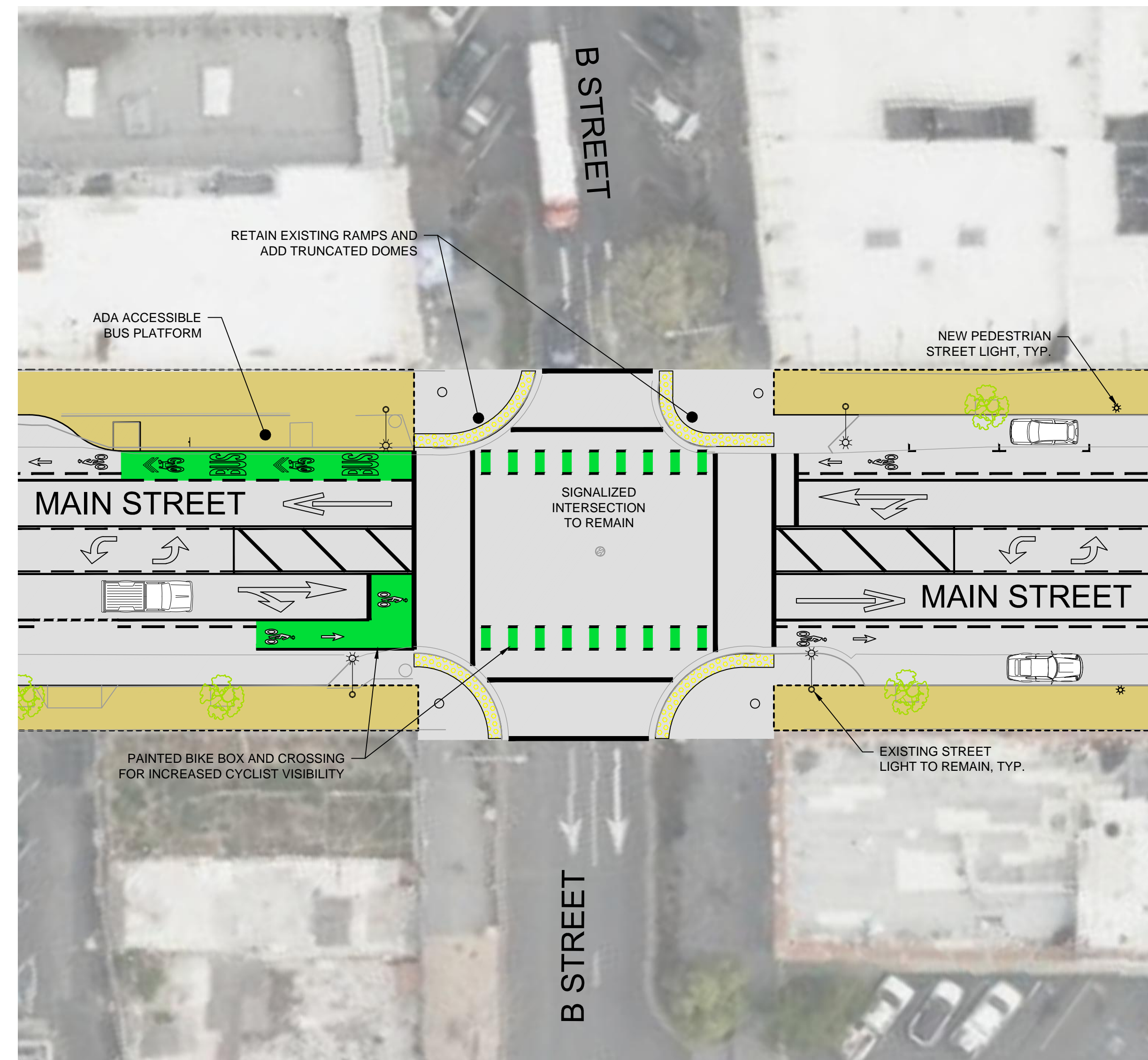




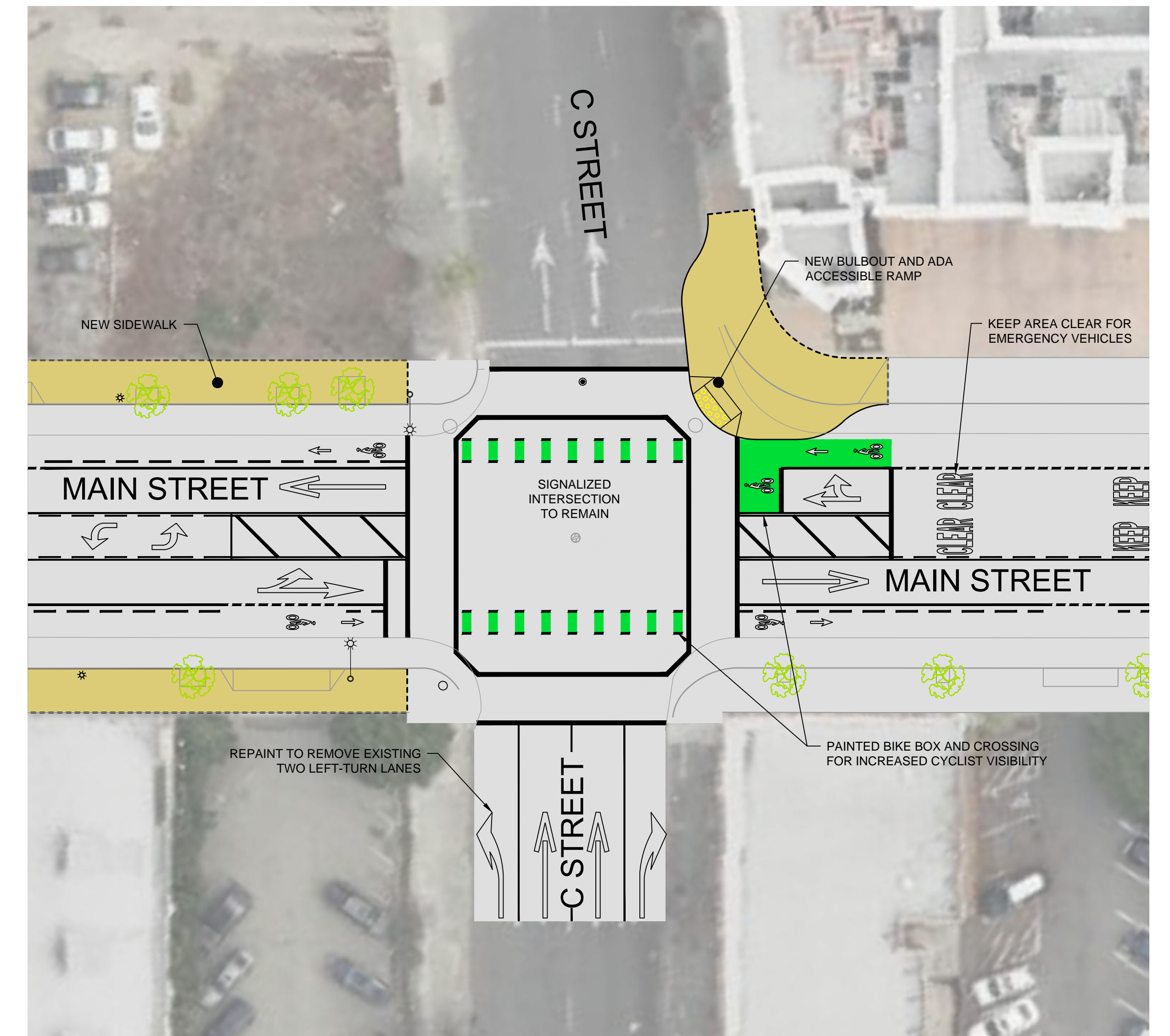
PLAN VIEW  
SCALE: 1" = 60'



A STREET  
SCALE: 1" = 20'



B STREET  
SCALE: 1" = 20'



C STREET  
SCALE: 1" = 20'





10'  
Sidewalk

8'  
Parking Lane

5'  
Bike Lane

10 1/2'  
Drive Lane

10'  
Center Turn Lane

10 1/2'  
Drive Lane

5'  
Bike Lane

8'  
Parking Lane

10'  
Sidewalk





# LINCOLN LANDING



510.277.4960  
lincolnlanding@bridgepm.com  
22335 Foothill Blvd, Hayward, CA 94541

LINCOLNLANDINGAPARTMENTS.COM





At Lincoln Landing, we masterfully combine comfort, convenience, and connection to bring you the ultimate living experience. Inviting interiors are uniquely vintage with a modern flair, diverse shopping and dining options abound just beyond your door, and attractive on-property amenities beckon you to relax and recharge. Here, every detail is expertly designed to suit your lifestyle.

## community amenities

-  resort-style pool & spa
-  lounge with game area
-  clubroom with tvs & game area
-  state-of-the-art fitness center
-  pet spa & grooming area
-  coworking spaces & conference rooms
-  courtyards with fire pits and seating
-  mail room with lockers

## interior amenities

-  vinyl hardwood finish flooring
-  carpeted bedrooms
-  porcelain tile bathrooms
-  washer & dryer in every unit
-  quartz countertops
-  designer tile backsplash in kitchen
-  7.5-9 foot ceilings in most units
-  16.5 foot ceilings in high roof units
-  led lighting





June 9, 2022

Planning Commission  
 City of Hayward  
 c/o David Bowlby  
 Goel Hayward MF, LLC  
 2727 Kirby Drive 15C  
 Houston, Texas 77098

SUBJECT: Letter of Endorsement for the "Main and Maple" project

Dear Planning Commissioners:

The Downtown Hayward Improvement Association, which represents the property owners in Downtown Hayward, would like to encourage the Planning Commission to support the proposed Main and Maple project coming before you this evening. These empty parcels are not serving anyone's interest in Downtown and the fact that someone has picked up this project and seeks to move ahead with it, is fully supported by the Board of the DHIA.

The key to the revitalization of Downtown, especially on A, B, and C Streets will be through the introduction of both market rate and affordable housing projects as these. The Main and Maple project will see 314 housing units built, all within walking or biking distance to the BART station.

While we are not pleased with the many commercial vacancies that exist currently in the core area of Downtown, the project at Main and Maple, along with the opening of Lincoln Landing, sends a clear message to the outside world that Downtown Hayward is going through a tremendous revitalization. Over 700 new housing units, translating to over 1,000 new residents, is exactly what Downtown and the City needs to bring back Downtown from years of under-activity.

We believe this project is worthy of expedited support and strongly encourage the Planning Commission to support this project when it comes before you this evening. This project and others to follow in Downtown, will be able to chip away at the tremendous housing shortage the Bay Area is suffering from.

We are happy to endorse this project and sincerely hope that you will do the same this evening.

Sincerely,

Marco Li Mandri  
 Executive Director  
 Downtown Hayward Improvement Association

**DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION**

22654 Main Street • Hayward, CA 94541