



Mission Paradise  
28000 Mission Boulevard  
Hayward, CA

*±1.89-acre Mixed-Use, Retail Commercial and Multi-Family Residential Project*

**The Opportunity:**

Dutra Land & Consulting Services, Inc. (DLC SI) is pleased to offer approximately 1.89 acres of land conceptually designed as a mixed-use, retail commercial and multi-family residential project, with 92 residential units (48 units per acre) within four four-story towers on a podium atop the retail space and parking garages. The project also entails 21,017 square feet of retail space that could be used for four or more retail shops along the Mission Boulevard frontage.

**Description:**

The site is currently vacant. The property is located along a section of Mission Boulevard that is characterized by a mixture of commercial uses and services. The adjacent property to the east contains an apartment project located on land 25 feet and higher above the subject property.

Parking for the retail shops would be provided in a ground-level garage directly to the rear of the shops; 70 spaces would be provided and 67 spaces are required. Vehicular access to the garage would be available from both Mission Boulevard and Hancock Street. The intersection of Mission Boulevard and Hancock Street is signalized.

A parking garage for the residential units would be located on the second level (Residential Parking Level) above the retail spaces and parking. Vehicular access would be from Webster Street. Elevators would provide pedestrian access from both parking garages to the residential units above. The South Hayward BART/Mission Boulevard Concept Design Plan encourages the use of public transportation and a flexible approach to parking by limiting the number of parking spaces that may be provided, rather than requiring a minimum number of spaces. The Plan would limit this project to a maximum of 184 residential parking spaces (two per unit). The project would provide 162 spaces, 13 of which would be provided on the retail level, providing a ratio of 1.76 spaces per unit, generally consistent with the ratio of 1.5 encouraged for Downtown.

The residential use would require 21,615 square feet of open space. A total of 32,985 square feet of open space would be provided, with most as group open space (20,455 square feet) on the first residential level (podium). The group open space areas would contain a playground, picnic tables, chess tables, benches and raised planters. Each unit also would have deck or balcony space of at least 100 square feet.

### Design Features:

The project has been designed with a contemporary architectural style, using primarily concrete and stucco surfaces, with a mixture of smooth and rough textures. The retail façade would be set back 10 feet from the property line along Mission Boulevard as required by the South Hayward BART/Mission Boulevard Concept Design Plan. A majority of the façade would consist of shop windows, which would wrap around to the side streets. The retail entries would be further recessed to allow for shop access without interrupting the flow of pedestrian traffic. The orientation of retail entries and pedestrian-level landscape features would accent both street intersections.



Overall, the building would be broken into many components, the faces of which are set at varying planes to avoid long, flat surfaces. The retail storefronts would be faced with stone and brick to soften the pedestrian level at the street. Flat metal awnings would cover the retail doors and windows. The perimeters of the retail and parking garage roofs, and portions of the roof of the third residential level, would be lined with planters with both upright and hanging vegetation to further soften the building facades. Residential windows are set three inches into the walls and protruding balconies are finished with a metal fascia, matching the retail awnings, and covered with wood trellises. The colors would be a combination of earth tones, with a darker base and lighter tones on the residential towers, to complement the stone and brick on the retail shops.

### Zoning:

The property is zoned Neighborhood Commercial-Residential.

### Pricing:

The asking price of \$3,500,000 is very competitive in terms of pricing for nearby developable land.

Please feel free to contact either John A. Dutra or Tony Dutra at 510.353.9984 or via e-mail at [john@dutraenterprises.com](mailto:john@dutraenterprises.com) or [tony@dutraenterprises.com](mailto:tony@dutraenterprises.com). Thank you.

John A. Dutra  
Dutra Land & Consulting Services, Inc.  
DRE #00369246

Tony F. Dutra  
Dutra Land & Consulting Services, Inc.  
DRE #00884790

### **ABOUT DUTRA ENTERPRISES, INC. AND DUTRA LAND & CONSULTING SERVICES, INC.**

Through industry experience and personal integrity, Dutra Enterprises, Inc. and its subsidiary, Dutra Land & Consulting Services, Inc., have earned an unrivaled reputation of partnering with local entities, political leaders, property owners and builders to deliver a quality project that assures mutual success. A subchapter-S corporation, Dutra Enterprises, Inc. specializes in residential, commercial and industrial project opportunities. The company researches, selects, initiates, assembles, obtains entitlements, develops and constructs commercial and residential improvements in addition to providing real estate brokerage, consulting and investment services. The company was established as part of the Dutras' original residential brokerage company, Dutra Realty Enterprises, Inc. When it was sold in 1999, DREI had grown to more than \$900 million in annual sales and employed more than 250 real estate agents in six East Bay offices, which included home loan and investment subsidiaries. Dutra Enterprises, Inc. has since grown to become a highly successful and profitable land and investment company.





850  
Webster St

800

Douglas St

100  
Broadway

238

Ultimate  
Auto Sale

Hayward  
Rentals & Sales

Pepe's  
Mexican

7300

Gospel  
Ministries

E 12th St

Hancock St

United Smith  
Memorial Church

Nuevo Mercado  
Mexico

Campway's Truck  
Accessory World

28100

27900

Los Dos  
Hermanos

238



**Assessor Info and Map**  
**Extended Property Report**  
**Property Tax Information**

[Jump to Measure Tool App.](#)

<b>APN:</b>	<a href="#"><u>078C062600601</u></a>
<b>Acres:</b>	0.49
<b>Site Address:</b>	28000 MISSION BLVD
<b>Mailing Address:</b>	1784 CORTE DE ORINDA, FREMONT, CA, 94539
<b>All Parcel Addresses:</b>	28000 MISSION BLVD
<b>Owner:</b>	CENCON INVEST LLC & MISSION PARADISE DEVELOPM ETAL
<b>Zoning:</b>	CN-R/SD6: <a href="#"><u>Neighborhood Commercial-Residential SD6</u></a>
<b>General Plan:</b>	CHDR: <a href="#"><u>Commercial/High Density Residential</u></a>
<b>Historic Resources:</b>	
<b>Neighborhood:</b>	<a href="#"><u>Mission/Garin</u></a>
<b>Redevelopment:</b>	<a href="#"><u>Mission-Foothill</u></a>
<b>Census Tract:</b>	4379
<b>Jurisdiction:</b>	City of Hayward
<b>Sidewalk Repair:</b>	3 - Huntwood Tyrrell
<b>Reporting District:</b>	HV5070
<b>Street Sweeping Schedule:</b>	1st and 3rd Thursday
<b>School Attendance Areas</b>	
<b>Elementary Attendance:</b>	Bowman
<b>Middle School Attendance:</b>	Cesar Chavez
<b>High School Attendance:</b>	Tennyson
<b>Hazards</b>	
<b>Flood Zone:</b>	<a href="#"><u>X - (more info)</u></a>
<b>Flood Panel:</b>	06001C0293G
<b>Seismic Landslide Hazard:</b>	No
<b>Seismic Liquefaction Hazard:</b>	No
<b>Within Fault Zone:</b>	No



**Assessor Info and Map**  
**Extended Property Report**  
**Property Tax Information**

[Jump to Measure Tool App.](#)

<b>APN:</b>	<a href="#">078C062600703</a>
<b>Acres:</b>	0.60
<b>Site Address:</b>	28030 MISSION BLVD
<b>Mailing Address:</b>	918 BOAR CIR, FREMONT, CA, 94539
<b>All Parcel Addresses:</b>	28030 MISSION BLVD
<b>Owner:</b>	MISSION PARADISE DEVELOPMENT LLC
<b>Zoning:</b>	CN-R/SD6: <a href="#">Neighborhood Commercial-Residential SD6</a>
<b>General Plan:</b>	CHDR: <a href="#">Commercial/High Density Residential</a>
<b>Historic Resources:</b>	
<b>Neighborhood:</b>	<a href="#">Mission/Garin</a>
<b>Redevelopment:</b>	<a href="#">Mission-Foothill</a>
<b>Census Tract:</b>	4379
<b>Jurisdiction:</b>	City of Hayward
<b>Sidewalk Repair:</b>	3 - Huntwood Tyrrell
<b>Reporting District:</b>	HV5070
<b>Street Sweeping Schedule:</b>	1st and 3rd Thursday
<b>School Attendance Areas</b>	
<b>Elementary Attendance:</b>	Bowman
<b>Middle School Attendance:</b>	Cesar Chavez
<b>High School Attendance:</b>	Tennyson
<b>Hazards</b>	
<b>Flood Zone:</b>	<a href="#">X - (more info)</a>
<b>Flood Panel:</b>	06001C0293G
<b>Seismic Landslide Hazard:</b>	No
<b>Seismic Liquefaction Hazard:</b>	No
<b>Within Fault Zone:</b>	No



**Assessor Info and Map**  
**Extended Property Report**  
**Property Tax Information**

[Jump to Measure Tool App.](#)

<b>APN:</b>	<a href="#"><u>078C062600901</u></a>
<b>Acres:</b>	0.81
<b>Site Address:</b>	28090 MISSION BLVD
<b>Mailing Address:</b>	918 BOAR CIR, FREMONT, CA, 94539
<b>All Parcel Addresses:</b>	28090 MISSION BLVD
<b>Owner:</b>	MISSION PARADISE DEVELOPMENT LLC
<b>Zoning:</b>	CN-R/SD6: <a href="#"><u>Neighborhood Commercial-Residential SD6</u></a>
<b>General Plan:</b>	CHDR: <a href="#"><u>Commercial/High Density Residential</u></a>
<b>Historic Resources:</b>	
<b>Neighborhood:</b>	<a href="#"><u>Mission/Garin</u></a>
<b>Redevelopment:</b>	<a href="#"><u>Mission-Foothill</u></a>
<b>Census Tract:</b>	4379
<b>Jurisdiction:</b>	City of Hayward
<b>Sidewalk Repair:</b>	3 - Huntwood Tyrrell
<b>Reporting District:</b>	HV5070
<b>Street Sweeping Schedule:</b>	1st and 3rd Thursday
<b>School Attendance Areas</b>	
<b>Elementary Attendance:</b>	Bowman
<b>Middle School Attendance:</b>	Cesar Chavez
<b>High School Attendance:</b>	Tennyson
<b>Hazards</b>	
<b>Flood Zone:</b>	<a href="#"><u>X - (more info)</u></a>
<b>Flood Panel:</b>	06001C0293G
<b>Seismic Landslide Hazard:</b>	No
<b>Seismic Liquefaction Hazard:</b>	No
<b>Within Fault Zone:</b>	No