



HAYWARD · CALIFORNIA · MISSION BOULEVARD CORRIDOR

21659 Mission Boulevard

ASKING

A 1.11-acre mixed residential development site with submitted plans for 45 units

\$7,500,000

LAND SIZE

PLANNED UNITS

PROGRAM

APN

1.11 acres

45 total

27 TH + 18 APT

428-0006-058-01

CONTENTS

Inside this memorandum

A complete investor-grade brief on a rare Mission Boulevard infill site with submitted architectural plans for a dual-product residential program.

01	Executive Summary	03	02	The Opportunity	04
03	Property Snapshot	05	04	Development Program	06
05	Architectural Vision — Townhomes	07	06	Architectural Vision — Apartments	08
07	Site Plan & Density	09	08	Investment Highlights	10
09	Location & Connectivity	11	10	Market Context	12
11	Due Diligence	13	12	Agent Contact	14

EXECUTIVE SUMMARY

A rare entitlement-ready infill position.

21659 Mission Blvd presents a **1.11-acre vacant land parcel** on Hayward's most active development corridor, paired with architectural plans already submitted to the City of Hayward for a 45-unit dual-product residential development.

The submitted plans propose **27 townhomes/condominiums** on one portion of the site and **18 apartment units** on the other — a split-parcel strategy that allows the developer to pursue a for-sale exit on the townhomes and a stabilized rental income play on the apartments, either as a long-term hold or a cap-rate sale.

Situated on Mission Blvd with strong visibility and access, the site benefits from proximity to Hayward BART (~1 mile), I-880 (~0.5 mile), Highway 92, Downtown Hayward, and CSU East Bay — placing it at the intersection of transit, employment, and education in one of the Bay Area's most supply-constrained submarkets.

For a developer or investor positioned to move efficiently, the submitted plans represent meaningful time and cost savings against an otherwise greenfield entitlement timeline.

KEY FACTS

ASKING PRICE	\$7.5M
LAND SIZE	1.11 ac
SQ. FOOTAGE	48,207
APN	428-0006-058-01
ZONING	MB-T4-1
TOTAL UNITS	45
TOWNHOMES	27
APARTMENTS	18
PLAN STATUS	Submitted

THE OPPORTUNITY

Two products. One parcel. One accelerated path.

The submitted plans propose a 45-unit dual-product residential development across a single 1.11-acre parcel — a deliberate strategy that lets a developer underwrite the project against two distinct exit assumptions and tailor capital structure accordingly.

The townhome side (27 units across five buildings) is positioned as a for-sale program — appropriate for the Bay Area's persistent demand for sub-\$1M attached product. **The apartment side** (18 units in a single building) is positioned for long-term rental income, with a stabilized NOI suitable for either a hold strategy or a cap-rate exit.



TOWNHOME COURTYARD · CONCEPTUAL RENDERING

PROPERTY SNAPSHOT

Mission Blvd frontage. Infill Hayward.



AERIAL · WIDER CONTEXT



SUBJECT PARCEL · CLOSER VIEW

PROPERTY DETAIL

ADDRESS	21659 Mission Blvd
CITY	Hayward, CA 94541
APN	428-0006-058-01
LAND AREA	1.11 ac
SQ. FT.	48,207
USE	Vacant Land
ZONING	MB-T4-1
PLAN STATUS	Submitted
FRONTAGE	Mission Blvd

DEVELOPMENT PROGRAM

A dual-product residential program.

The submitted architectural plans split the parcel into two distinct programs, each engineered to address a different segment of East Bay housing demand.

FOR-SALE COMPONENT

Townhomes & Condominiums

A modern 27-unit attached for-sale program across five buildings, designed for the East Bay's sub-\$1M sales band.

UNITS	27
BUILDINGS	5
STORIES	3 stories
CONSTRUCTION	Type V-A
OCCUPANCY	R-2
AVG. UNIT SIZE	~1,400-1,800 SF

- Modern open plans
- Fiber cement & stone
- Private entries
- Internal courtyard

INCOME COMPONENT

Apartment Building

An 18-unit four-story rental building with community amenity space — a stabilized income play in a low-vacancy submarket.

UNITS	18
BUILDINGS	1
STORIES	4 stories
CONSTRUCTION	Type III-A
OCCUPANCY	R-2 / S-2
HEIGHT	40' parapet

- Community spaces
- Mission Blvd frontage
- EV-ready
- Solar-ready

Program details reflect submitted architectural plans. Final unit count, sizing, density-bonus designation, and program elements remain subject to City of Hayward approval, density-bonus determination, and final permitting.

ARCHITECTURAL VISION · TOWNHOMES

A modern, walk-up for-sale program.



TOWNHOME STREETScape · CONCEPTUAL RENDERING

The townhome program is designed as a contemporary three-story attached product with contemporary fenestration and a restrained material palette of fiber cement, stone, and natural wood accents.

Five buildings frame an internal pedestrian courtyard, with private entries fronting both Montgomery Street and the interior shared landscape — a layout consistent with the most successful for-sale infill product in the East Bay.

The 27-unit count is sized to support a phased sales release strategy and maintain pricing discipline across the program. Average unit sizing supports a price point in the East Bay's most active for-sale band.

The contemporary material vocabulary and restrained design language provide a clear marketing differentiator against alternative attached product in the corridor.

ARCHITECTURAL VISION · APARTMENTS

A four-story rental building, designed for income.



APARTMENT BUILDING · CONCEPTUAL RENDERING

The apartment building anchors the Mission Blvd frontage of the site — a four-story stabilized rental product with community amenity spaces and structured on-site parking.

The architecture echoes the townhome program's material restraint while standing apart through scale and street presence — appropriate for a corridor positioned to absorb additional vertical density under the City's transit-oriented framework.

The 18-unit count includes density-bonus units associated with Hayward's affordable-unit incentive structure; final designation, affordability covenants, and bonus-unit count remain subject to City determination.

Building systems are planned EV-ready and solar-ready, supporting modern operating economics and tenant expectations.

SITE PLAN & DENSITY

Five townhome buildings. One apartment anchor.



CONCEPTUAL MASTER PLAN · SUBMITTED DRAWINGS



UNIT COMPOSITION

PROGRAM MIX

TOWNHOMES	27
APARTMENTS	18
TOTAL UNITS	45
TH BUILDINGS	5
APT BUILDINGS	1

INVESTMENT HIGHLIGHTS

Why this site, now.

01

Submitted plans, accelerated path

Architectural plans already submitted to the City of Hayward — meaningful time savings against a greenfield entitlement.

02

Dual exit, single transaction

For-sale townhomes paired with stabilized rental apartments — flexibility on capital stack, hold period, and exit timing.

03

Mission Blvd frontage

High-visibility position on Hayward's most active development corridor with direct access to regional infrastructure.

04

Transit-adjacent

~1 mile to Hayward BART · ~0.5 mile to I-880 · direct access to Highway 92 and CSU East Bay.

05

Sub-4% rental vacancy

Bay Area rental vacancy remains structurally tight, supporting underwriting on the apartment component.

06

Sub-\$1M for-sale demand

Demand for sub-\$1M attached product continues to outpace supply across the East Bay's transit-oriented submarkets.

07

Modern, marketable design

Contemporary materials, EV-ready and solar-ready systems — aligned with current buyer and tenant expectations.

08

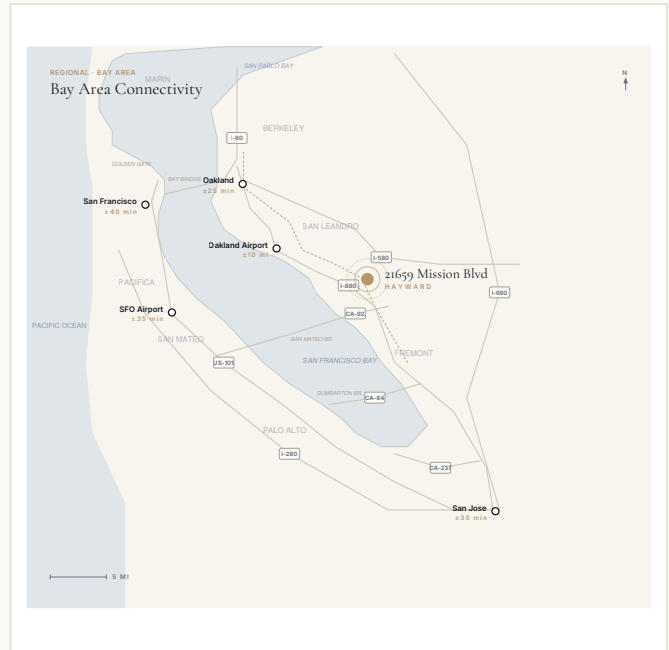
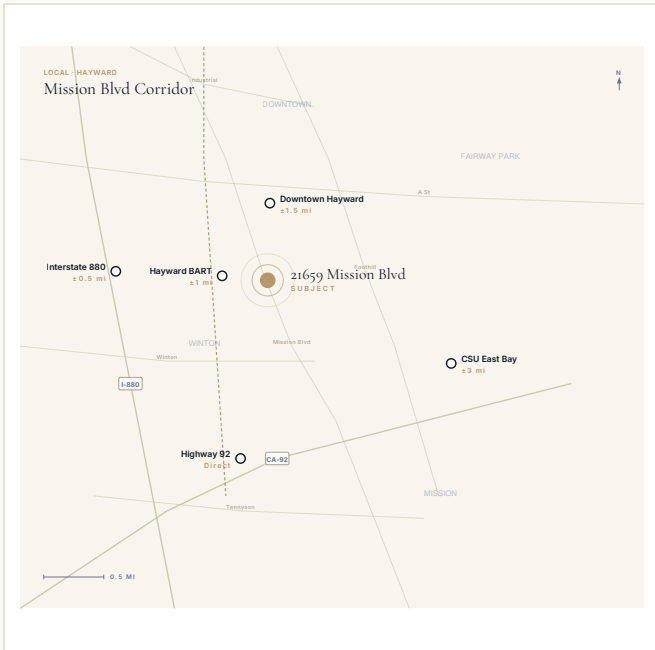
Active development corridor

SoHay, Lincoln Landing, Mission Crossings, Maple & Main and more — a corridor in active growth.

LOCATION & CONNECTIVITY

Centered in the Heart of the Bay.

Hayward sits at the intersection of three of the Bay Area's most important freight and transit corridors — anchored by BART, served directly by I-880 and Highway 92, and home to one of the East Bay's largest public university campuses. The site occupies a high-visibility position on Mission Blvd, the city's most active development corridor.



LOCAL PROXIMITY

HAYWARD BART	±1 mi
INTERSTATE 880	±0.5 mi
HIGHWAY 92	Direct access
DOWNTOWN HAYWARD	±1.5 mi
CSU EAST BAY	±3 mi

REGIONAL DRIVE TIMES

OAKLAND AIRPORT	±10 mi
OAKLAND	±25 min drive
SAN JOSE	±35 min drive
SAN FRANCISCO	±40 min drive
SFO AIRPORT	±35 min drive

MARKET CONTEXT

A corridor in active growth.

The East Bay has remained one of the Bay Area's most resilient housing submarkets through cyclical volatility. Persistent supply constraints, transit-oriented demand, and the migration of cost-conscious renters and buyers out of San Francisco proper have placed Hayward — and Mission Boulevard specifically — in a structurally advantaged position.

Bay Area rental vacancy remains below 4%, with new-construction supply continuing to underperform absorption across the region. Demand for for-sale product in the sub-\$1M range continues to outpace supply, particularly in transit-oriented suburban submarkets.

Hayward's Mission Boulevard corridor — anchored by BART, regional freeway access, and CSU East Bay — has emerged as a focal point for infill residential development.

ACTIVE CORRIDOR COMPS

SoHay

William Lyon · 400 TH + 72 APT ·
20K SF retail

Lincoln Landing

Dollinger Properties · 476 units ·
80.5K SF retail · Approved

Mission Crossings

MLC Holdings · 144 TH · 93 hotel
rms · Approved

Maple & Main

BAPD · 240 units · Mixed-use ·
Approved

Campways

Legacy Partners · 97 units ·
Approved

808 A Street

Meta Housing · 60 senior APT ·
Under construction

DUE DILIGENCE

Materials available upon CA.

A comprehensive due diligence package is available to qualified parties upon execution of a confidentiality agreement.

- Architectural plans — Townhomes
- Architectural plans — Apartments
- Conceptual elevations
- City of Hayward submission correspondence
- Material and finish vocabulary
- Conceptual master plan & site layout

All information contained herein is from sources deemed reliable but is not guaranteed. Renderings and plans are conceptual and subject to City approval, revision, and field conditions. Plan status reflects submission to the City of Hayward; entitlement, approval, density-bonus designation, affordability covenants, fees, and final program remain subject to City determination. No representation or warranty, express or implied, is made as to the accuracy of the information, the condition of the property, the entitlement status, or any final investment outcome. Buyers and their representatives must independently verify all material facts and conduct their own due diligence with the City of Hayward, licensed consultants, and qualified counsel. Equal Housing Opportunity.

LISTING AGENT

Let's get into the details.

For tours, full architectural sets, or a deeper conversation on positioning and exit strategy — please reach out directly.



LISTING AGENT

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ASKING \$7,500,000

PROGRAM 27 TH + 18 APT (45)

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