

ECONOMIC DEVELOPMENT FORUM



ALAMEDA COUNTY
Community Development Agency

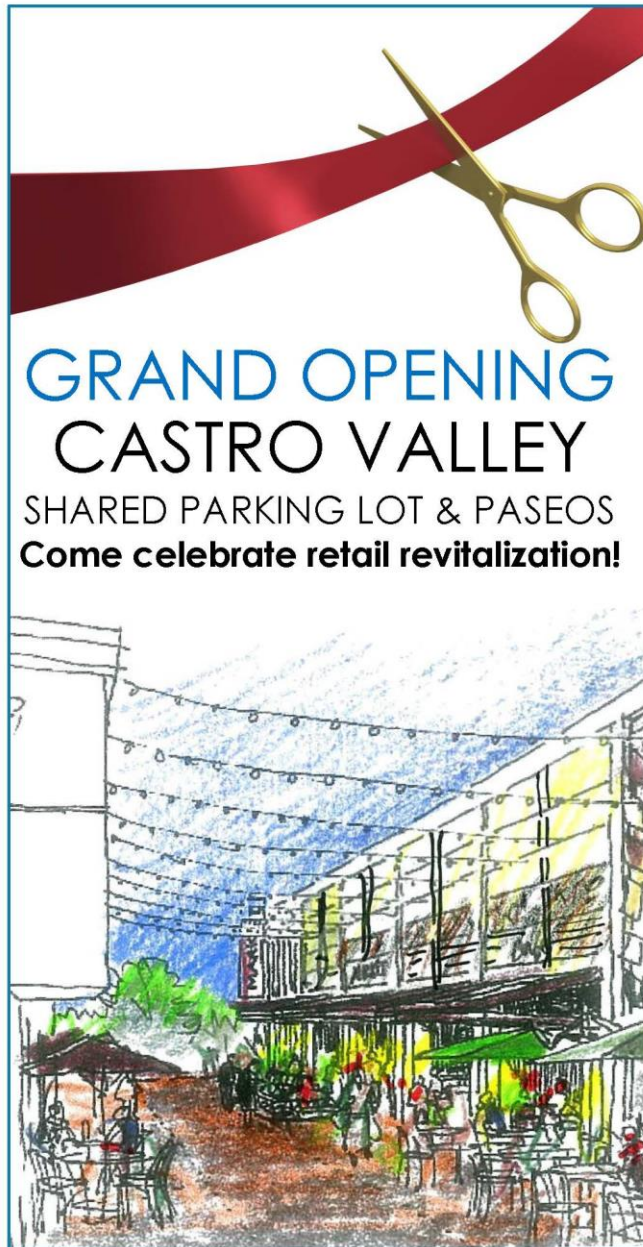
4th Quarter

224 W. Winton Ave
Room 109 6-7:30 PM
November 1, 2017

AGENDA

- Welcome & Introductions
- Key Projects for 2017
- Exciting New Development Projects
- Request for Proposals – 16640 E. 14th Street
- Eden Area Signage Program
- Eden Area Events
- Eden Area Workshops and Seminars
- Future Forum Meetings

KEY PROJECTS FOR 2017



November 30, 2017

3:00 – 5:00 PM

3295 Castro Valley Blvd
Castro Valley

Ribbon Cutting
Dedication
Refreshments

Hosted By:
Alameda County
Community
Development
Agency

For More Information:

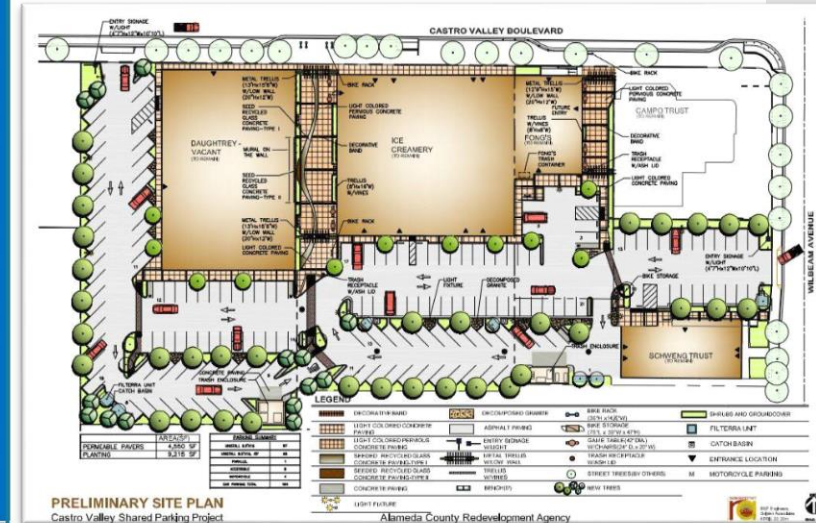
Kristin Perrault
(510) 670-6506

www.acgov.org/cda/ecd



Castro Valley - Shared Parking Almost there!

Retail Revival- it's not just a parking lot!



Construction Budget: \$4.8 Million
Construction Schedule: April-Nov 2017
Redgwick Construction Company

KEY PROJECTS FOR 2017

Streetscape Improvement Projects

- Hesperian Blvd
- E. 14th St./Mission Blvd Streetscape-Phases 2 & 3

Community Facilities

- Cherryland Community Center
 - Site remediation complete
 - Bids by December 1st



EXCITING NEW DEVELOPMENT PROJECTS

Daughtrey's Building – 3295 Castro Valley Blvd.

- Castro Valley MAC recommended CV Marketplace as the preferred developer
- CV Marketplace will renovate the building for a “Department Store of Food”
- Anchored by specialty natural grocer- Alameda Natural Grocery and restaurant operated by Blind Tiger.
- Disposition and Development Agreement going to the Nov. 7th Board of Supervisors meeting for approval.
- Goal- Open in September 2018.'
- CVM, LLC is looking for additional focus group opportunities
- CVM, LLC will also be participating in the Light Parade November 11, 2017.

EXCITING NEW
DEVELOPMENT
PROJECTS

Daughtrey's Building – 3295 Castro Valley Blvd. – Rendering



Castro Valley Projects: *Under Construction!*

EXCITING NEW DEVELOPMENT PROJECTS

Habit Burger: Planned for Castro Village's eastern retail pad



Meridian Dialysis Center: New 9,984 SF building at 20359 Lake Chabot Rd.



Castro Valley Project: Pending!

EXCITING NEW DEVELOPMENT PROJECTS



View looking Southwest from Redwood Road

Castro Valley Pad Building

20923 Redwood Road

Castro Valley, California

Vicinity Map



JOHNSON
LYMAN
ARCHITECTS

1575 LOCUST STREET, WALNUT CREEK, CA 94596
PH: 925.930.9690 FAX: 925.930.9690
WWW.JLARCHITECTS.COM



Project Summary

Building Area: 6,074 SF	
Parking Provided	
Standard	7 stalls
Compact	6 stalls
Accessible	2 stalls
Total	15 stalls (405 SF/car) -- SF/car required)

Assessor's Parcel Number: 084A-0084-026-02
Site Area: 17,154 SF +/- (0.39 AC) (35% site coverage)

Project Team

Developer Browman Development Company 1556 Parkside Drive Walnut Creek, CA 94596 925.588.2200	Architect Johnson Lyman Architects 1375 Locust Street Suite 202 Walnut Creek, CA 94596 925.930.9690 Dave@JohnsonLyman.com
Civil Engineer RSC Engineering 2250 Douglas Blvd, Suite 150 Roseville, CA 95661 916.788.2884	Landscape Architect Thomas Baak & Associates 1620 North Main Street Walnut Creek, CA 94596 925.933.2583

Sheet Index

A0	Cover Sheet
A1	Site Plan
L1	Preliminary Landscape Plan & Plant List
A4	Elevations
CB	Colors & Materials
C1	Existing Conditions
C2	Proposed Site Plan

A0

7-28-17

San Lorenzo Project:

EXCITING NEW
DEVELOPMENT
PROJECTS



View looking Northeast from Hesperian Boulevard

18600 Hesperian Boulevard

Hayward

California

Cherryland Place

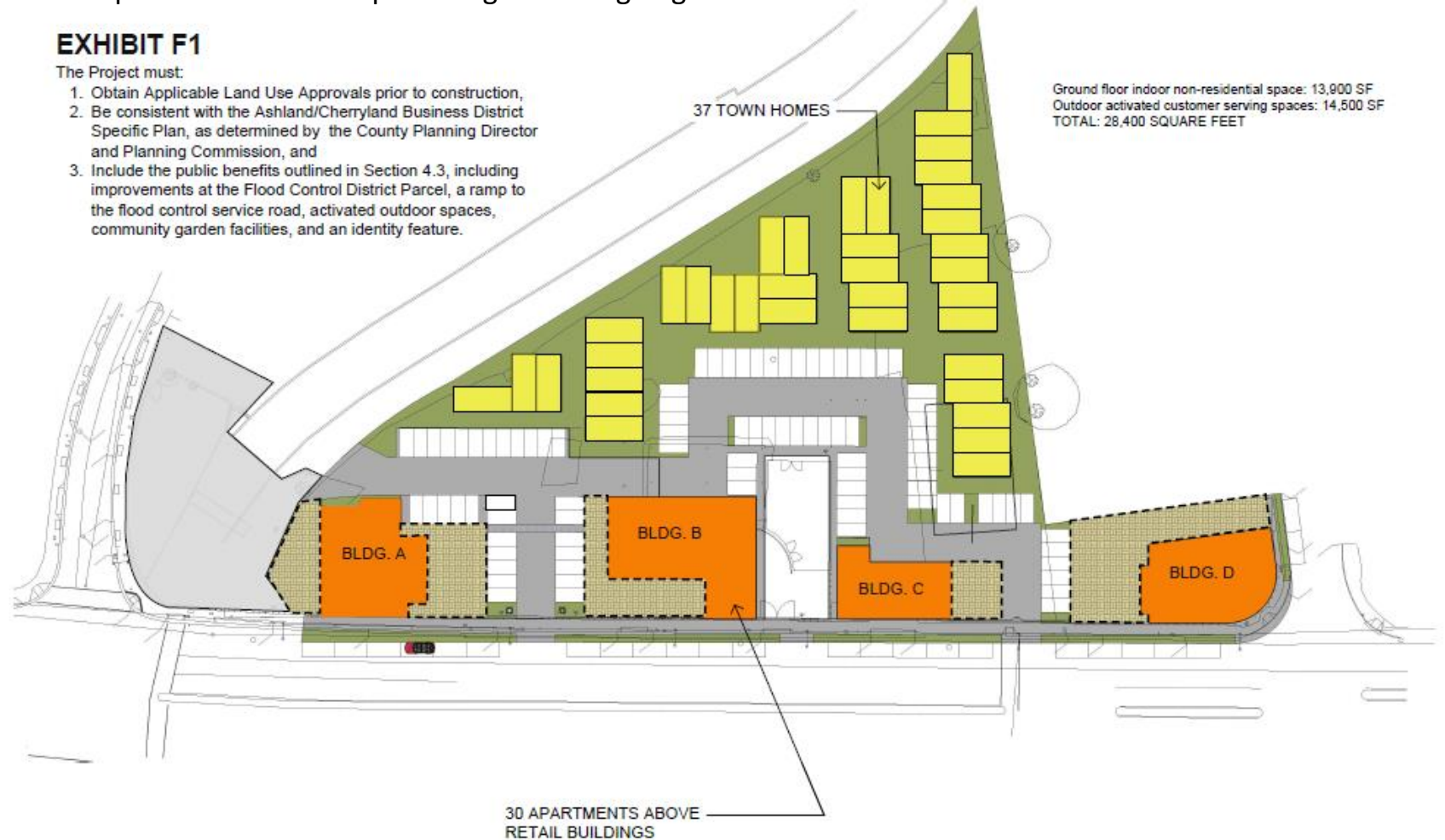
Mission/Hampton site:

- Bay Area Urban is the County's partner for this 2.6-acre opportunity site. Dynamic mixed-use development with strong focus on retail with market-rate housing. Grocery store as anchor tenant
- Disposition and Development Agreement going to BOS Nov 21st.

EXHIBIT F1

The Project must:

1. Obtain Applicable Land Use Approvals prior to construction,
2. Be consistent with the Ashland/Cherryland Business District Specific Plan, as determined by the County Planning Director and Planning Commission, and
3. Include the public benefits outlined in Section 4.3, including improvements at the Flood Control District Parcel, a ramp to the flood control service road, activated outdoor spaces, community garden facilities, and an identity feature.



EXCITING NEW
DEVELOPMENT
PROJECTS



F. Clay Fry Architect Inc.
1164 Crescenta Court
Lafayette, CA 94549
925-785-2876

Cherryland Place
20095 Mission Blvd.



APRIL 10, 2017

A1

San Lorenzo Mixed-Use Project

New development planned at Hesperian & Paseo Grande

Developer meeting with San Lorenzo community to gather feedback/input

EXCITING NEW
DEVELOPMENT
PROJECTS



VILLAGE GREEN APARTMENTS
DEMMON PARTNERS

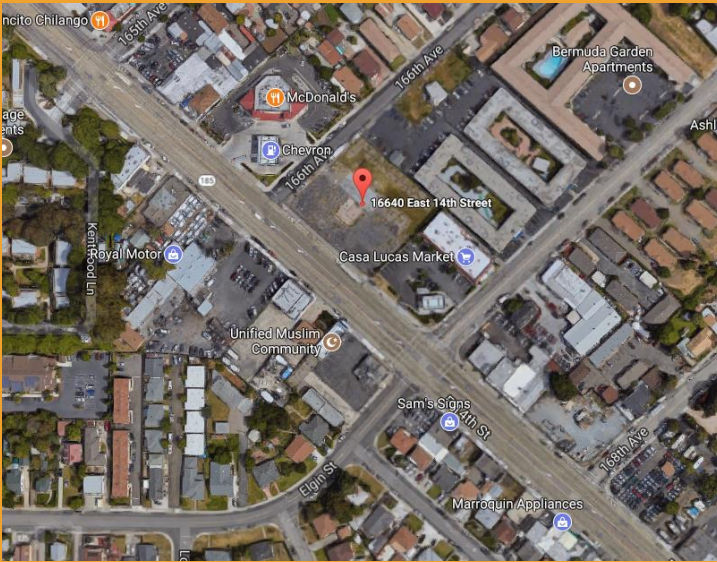
CORNER OF PASEO GRANDE AND HESPERIAN BLVD - VIEW SOUTH
SAN LORENZO, CA 9523 2017

o d o
architecture design collaborative
2225 South Pacific St.
Sunnyvale, CA 95053
www.ododemo.com

Terry Demmon
(650) 365-8130
terry@demmonpartners.com

Upcoming in Ashland

REQUEST FOR PROPOSALS



Request for Proposals - 16640 E. 14th Street, Ashland Key Goals

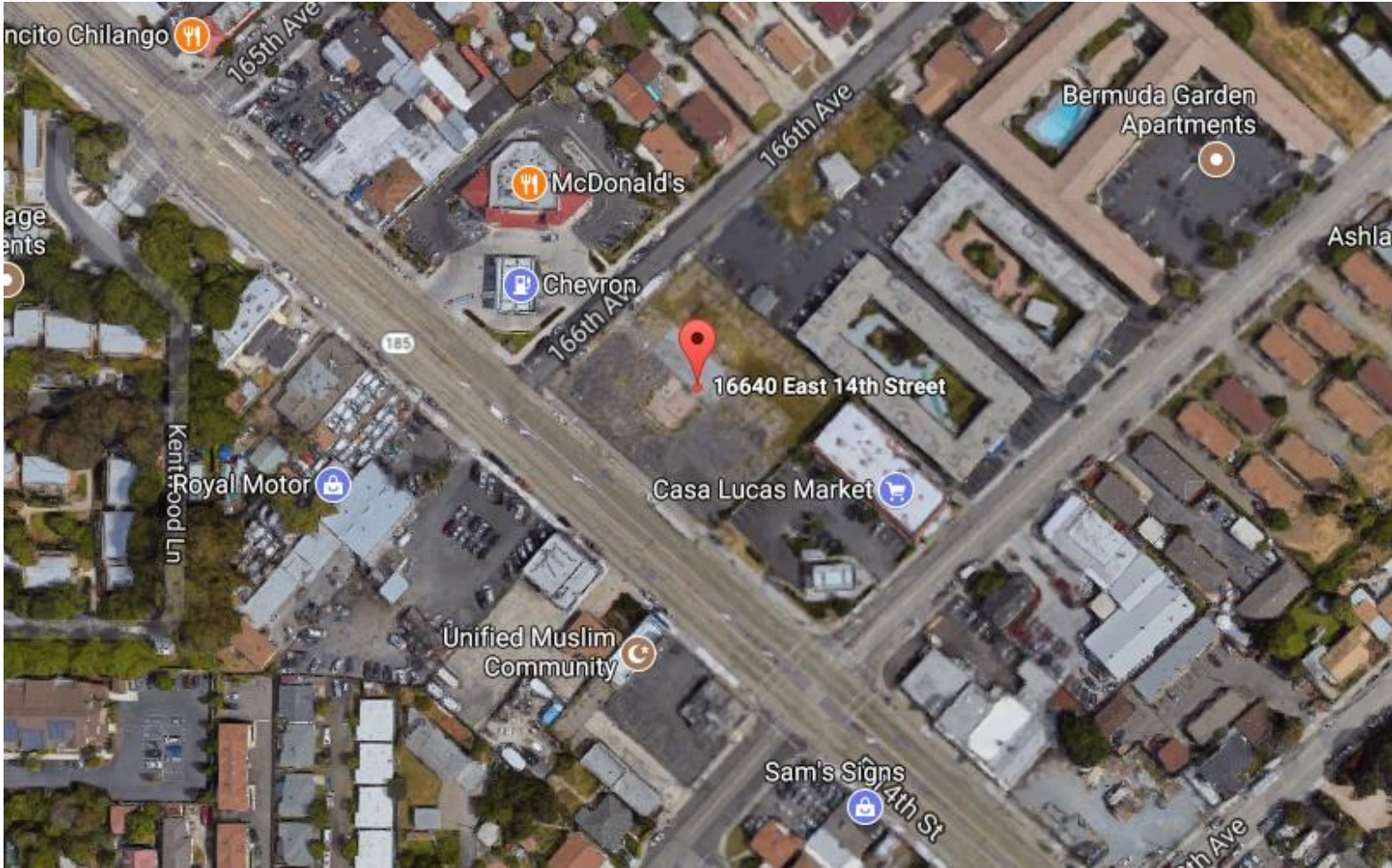
- A development project that delivers significant project value to the Ashland community with new uses and services
- Leverages the opportunity to build on a transit-rich corridor
- Evidence of significant development experience and a proven track-record in completing projects
- A financially feasible project with identified funding sources
- A project that leverages other improvements or investments in the Ashland community
- A development team that has demonstrated familiarity with the Ashland Community and its needs.

Upcoming in Ashland

REQUEST FOR PROPOSALS

Request for Proposals - 16640 E. 14th Street, Ashland Process & Schedule

- Present key goals to Ashland Community Association on Nov 21st.
- Issue RFP in early December: proposals due in Early January.



Eden Area Signage Program-Collecting Feedback



ALAMEDA COUNTY ECONOMIC AND CIVIC DEVELOPMENT

Comment on the draft signage options for **The Eden Area Signage Plan**

Wayfinding and Gateway signage for: Ashland,
Castro Valley, Cherryland, Fairview and San Lorenzo

EDEN AREA SIGNAGE

**View the design options online or in-person and submit your comments!
Don't miss this opportunity to have your voice heard
Comment Period will close November 30, 2017!**

Background:

Alameda County is developing the Eden Area Signage Plan to outline wayfinding and gateway signage for areas of urban unincorporated Alameda County, including: Ashland, Castro Valley, Cherryland, Fairview and San Lorenzo. Construction and installation of signage will not occur at this time, but this information will be utilized when construction funds have been identified. Prior to filling out the physical or online survey, please take a minute to review the Icon, Wayfinding Design and Gateway Options.

Online Survey:

Now through November 30, 2017, view the signage options for all communities and submit comments online at <https://www.surveymonkey.com/r/EdenAreaSignage>

In-Person Display & Survey:

Visit any location below and view the signage options for all communities and submit comments.

Castro Valley Library, 3600 Norbridge Ave, Castro Valley

Hours: Sun 1-5pm, Mon & Tues 12-8pm, Wed & Thurs 10am-6pm, Sat 10am-5pm, Closed Fridays.

San Lorenzo Library, 395 Paseo Grande, San Lorenzo

Hours: Sun 1-5pm, Mon & Tues 12-8pm, Wed & Thurs 10am-6pm, Sat 10am-5pm, Closed Fridays.

REACH Ashland Youth Center, 16335 E. 14th Street, San Leandro

Hours: Mon-Fri 9:00am-7:00pm, Closed Sat & Sun.

HARD District Office, 1099 E St, Hayward, CA 94541

Hours: Mon-Fri 8:30am-5pm, Closed Sat & Sun.

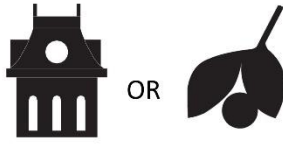
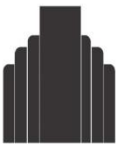
WAYFINDING DESIGN OPTIONS

EDEN AREA SIGNAGE

	Ashland	Castro Valley	San Lorenzo	Cherryland	Fairview
Option 1	 ↑ Freeway Entrance → County Facility	 ↑ Freeway Entrance → County Facility	 ↑ Freeway Entrance → County Facility	 ↑ Freeway Entrance → County Facility	 ↑ Freeway Entrance → County Facility
	 ↑ Freeway Entrance → County Facility ↖ Retail District	 ↑ Freeway Entrance → County Facility ↖ Retail District	 ↑ Freeway Entrance → County Facility ↖ Retail District	 ↑ Freeway Entrance → County Facility ↖ Retail District	 ↑ Freeway Entrance → County Facility ↖ Retail District
Option 2	 ↑ Freeway Entrance → County Facility ↖ Retail District	 ↑ Freeway Entrance → County Facility ↖ Retail District	 ↑ Freeway Entrance → County Facility ↖ Retail District	 ↑ Freeway Entrance → County Facility ↖ Retail District	 ↑ Freeway Entrance → County Facility ↖ Retail District
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Option 3	 ↑ Freeway Entrance → County Facility ↖ Retail District	 ↑ Freeway Entrance → County Facility ↖ Retail District	 ↑ Freeway Entrance → County Facility ↖ Retail District	 ↑ Freeway Entrance → County Facility ↖ Retail District	 ↑ Freeway Entrance → County Facility ↖ Retail District

ICON DESIGN OPTIONS

ICON



CURRENT



INSPIRATION



San Lorenzo

Castro Valley



Ashland

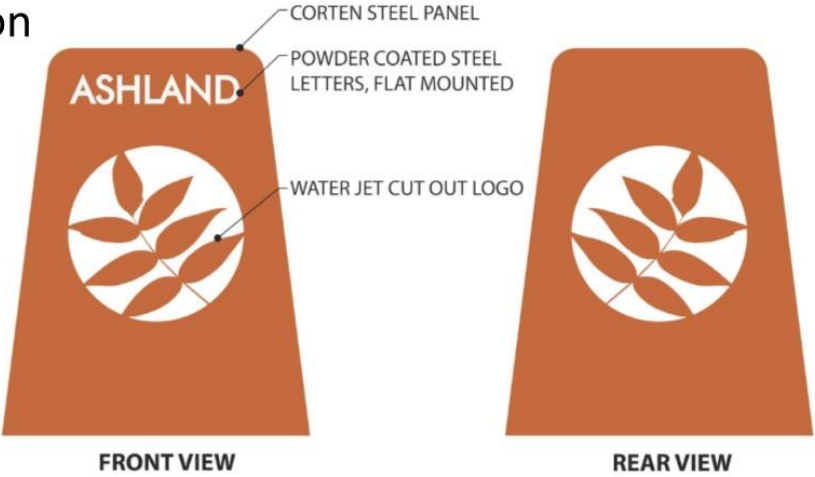
Fairview

Cherryland

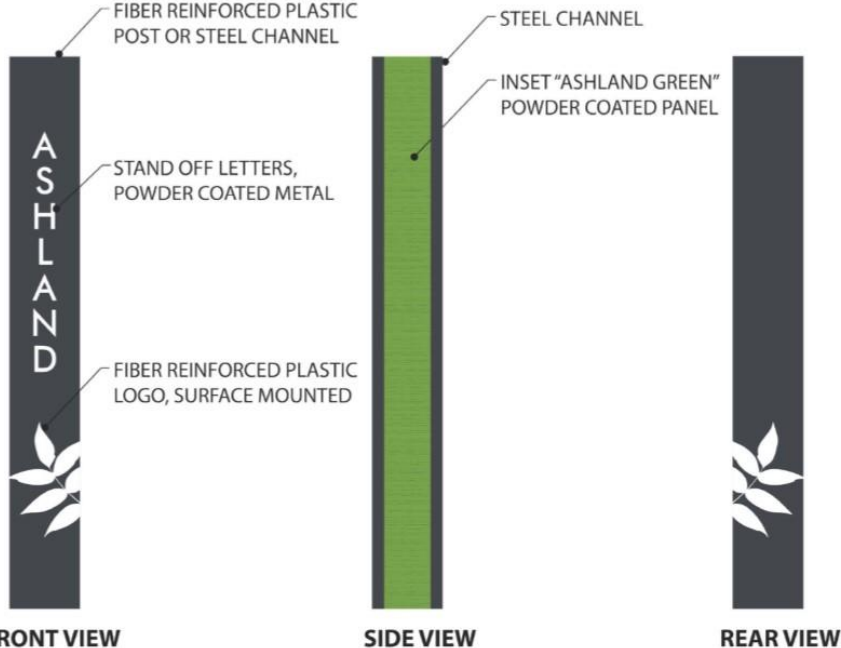
EDEN AREA SIGNAGE

GATEWAY OPTIONS-Ashland

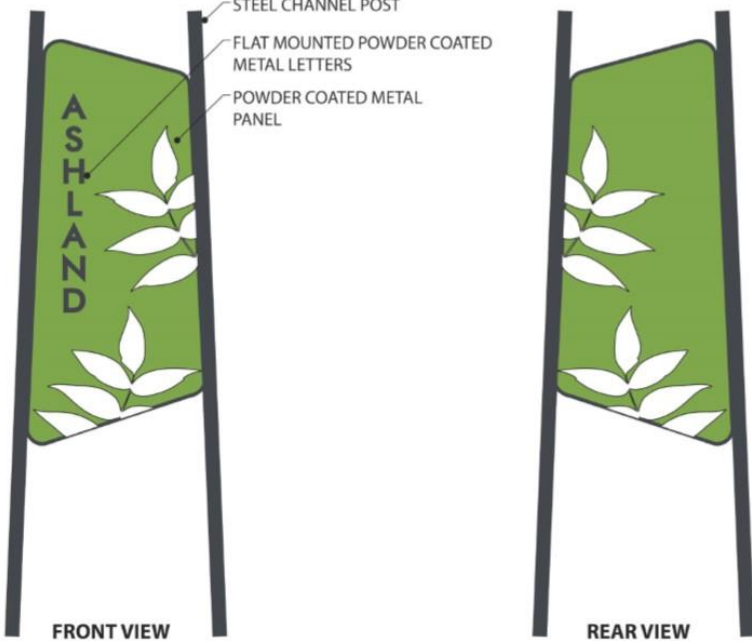
Option 1



Option 2



Option 3



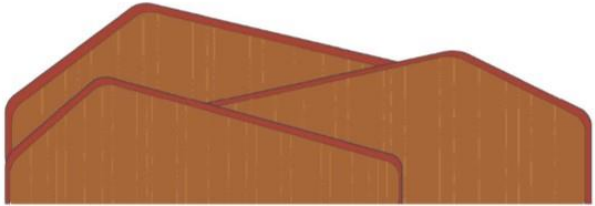
EDEN AREA SIGNAGE

GATEWAY OPTIONS-Fairview

Option 1



FRONT VIEW



REAR VIEW

Option 2

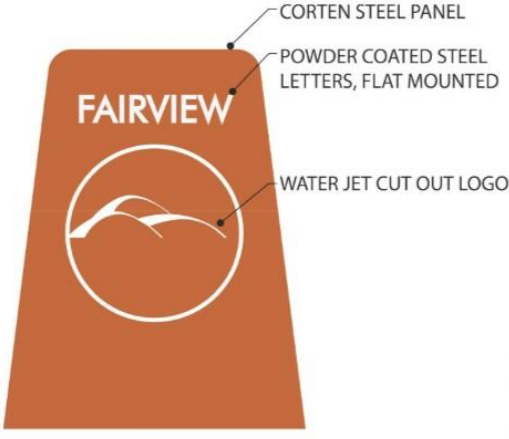


FRONT VIEW



REAR VIEW

Option 3



FRONT VIEW



REAR VIEW

EDEN AREA SIGNAGE

EDEN AREA SIGNAGE

Outline of Public Process

Economic Development (July 12)

Electronic Survey on Design Preferences (August 1-November 30)

- ✓ Castro Valley Municipal Advisory Comm. – September 2017
- ✓ Cherryland Community Association – September 2017
- ✓ San Lorenzo Village Homes Association – September 2017
- ✓ Ashland Association – October 2017
- ✓ San Lorenzo First- October 2017
- Castro Valley Chamber of Commerce– November 2017
- Fairview Municipal Advisory Comm. – November 2017
- ECD Economic Development Forum – November 2017

Unincorporated Services Committee

Board of Supervisors for Plan Approval.

Rescheduled-November 18th!

EDEN AREA EVENTS

2017 Ashland/Cherryland Famfest:

The 2017 FamFest is organized by the Ashland Cherryland Healthy Communities Collaborative and hosted by Alameda County. Last year, over 2,000 participants, exhibitors, and volunteers joined us for the event. This year, FamFest will continue to build civic pride, provide a vast array of resources for community members, and more importantly, be fun!

When: Saturday, November 18, 2017

Where: REACH Ashland Youth Center
16335 E. 14th St. Ashland , 94546

<http://www.acfamfest.org>



Coming up soon!



When: Saturday, November 11, 2017

Where: Castro Valley Blvd.

<http://www.cvmeetinthestreet.org>

Merchant Specials, Street Entertainment,
Light Parade, Pictures with Santa.



EDEN AREA EVENTS



2018 Food Business Entrepreneurial Training Academy

EDEN AREA WORKSHOPS & SEMINARS

Developing Your Own Food Business A 10-part Seminar Series

Offered by The Alameda County SBDC and The Alameda County Community Development Agency



Thinking of launching a food product or opening a restaurant/cafe?
Learn the critical aspects of how to start and succeed in the
specialty food business!

Space is Limited - No Cost to Attend

FBETA & Advanced FBETA

Advanced FBETA:

Jan-Mar 2018, Oakland

South County FBETA:

Jan-Feb 2018, Union City

East County FBETA:

April-May 2018, Dublin

Sign Up → <http://www.acsbdc.org/>



2018 Small Business Workshops –Free!

EDEN AREA WORKSHOPS & SEMINARS



Small Business Workshops

Thursday January 18th, 2018-Starting a Business-San Lorenzo Library

Friday February 16th, 2018-Spanish Speaking-Financial Literacy- Hayward Adult School

Thursday March 1st, 2018-Successful Business Plan-Ashland Family Housing

Friday March 30th, 2018-Alternative Funding-REACH

Friday April 27th, 2018-Social Media & Marketing-Castro Valley Library

FUTURE FORUM MEETING

- Semi-Annually?
- Time?

