



CITY OF HAYWARD
AGENDA REPORT

AGENDA DATE 05/17/05

AGENDA ITEM _____

WORK SESSION ITEM WS#3

TO: Mayor and City Council
FROM: Director of Community and Economic Development
SUBJECT: Modification of Preliminary Development Plan for the Cinema Place Project

RECOMMENDATION:

It is recommended that the City Council review and comment on this report.

DISCUSSION:

On July 20, 2004, the City Council approved a Planned Development District to accommodate a major entertainment venue at the entry to the downtown spine. A "Preliminary Development Plan" is required as part of a Planned Development District. As part of the Planned Development process, a Precise Development Plan with greater detail is to follow at a later date. The Precise Development Plan is subject to the approval of the Planning Director when the finding can be made that the Precise Development Plan is in substantial conformance with the Preliminary Plan.

The Preliminary Development Plan approved in July 2004 showed that the northern portion of the project, fronting on B Street and Foothill Boulevard, would be on two levels, with the theater rotunda projecting from the second level to a height of 72 feet. Over 18,000 square feet of the ground floor level would be devoted to a major retailer, with additional lease spaces fronting on B Street and Foothill Boulevard to provide for a variety of retail and restaurant activities. The second level would feature the cinema lobby within a large rotunda, a 12-screen cinema, and lease spaces envisioned primarily for restaurants.

Since that time, construction costs have risen significantly and construction estimates received by the developer late last fall indicated an increase of approximately \$3.4 million over that originally provided. This cost increase negatively impacts the developer's projected return on the project and consequently his ability to secure financing. The developer has worked diligently with staff to refine the project so that it can be financed.

The developer now proposes a project that would be on a single level, including the 12-screen cinema with an open rotunda. While there would no longer be a major retailer, there would be 12,550 square feet of lease spaces fronting on B Street to provide for retail and restaurant activities. Staff has reviewed the revised design and believes that although there are changes to the size of the project and the façade, it is generally in conformance with the approvals previously granted and the modifications can be considered minor. According to the Zoning Ordinance, minor modifications may be approved by the Planning Director. Because there are no new

significant environmental effects, nor an increase in the severity of previously identified significant effects, the City can rely on the previously approved Mitigated Negative Declaration for the modified project.

Design

The approved project was designed to create a highly visible landmark on the B Street/Foothill Boulevard frontages through its design features, including a dramatic staircase to the second level and "water wall" and a 72-foot-high rotunda bedecked with neon lighting. These features would not be appropriate for the proposed single-level project. However, it is still appropriate to create a strong project identification as this project would anchor the easterly end of the Downtown core.

The proposed plan attempts to create an identity on B Street with the retention of a rotunda, albeit now open to the sky. To create a dramatic entry, the architect proposes to encircle the rotunda with a decorative steel frame screen wall with metal mesh infill panels and accent lighting. While there is potential with this concept, the plans, at this time, lack sufficient detail to determine the suitability of the proposal. Staff has recommended that the architect present more-detailed drawings of the structure and/or photographs of similar applications. The interior of the rotunda would also benefit from the addition of a glass canopy, as is proposed on the B Street elevation, to provide weather protection for the customers waiting at the box office or for restaurant seating. Smaller elements of the steel structure are used elsewhere on the project, most notably at the major street corners: B and Foothill, and C and Foothill.

Along B Street, staff recommends that the design concept of the façade break the easterly retail/restaurant space (toward Foothill Boulevard) into a number of smaller forms to give the impression of a collection of small buildings, which would reduce the discontinuity between the scale of the project building and the surrounding commercial development. This could be accomplished through changes in architectural style, texture, materials and/or colors. The use of bulkheads along the base of the storefronts would further integrate the project into the downtown pattern. The architect has retained the fin walls along Foothill Boulevard and Theater Alley from the previous proposal, suggesting an *art deco* influence. The B Street storefronts may benefit from additional *art deco* features for continuity on all elevations. This style was widely used downtown during the 1940s.

Overall, the project would benefit from the use of several materials. The architect has proposed only the use of concrete block walls with two basic finishes. This material, when used alone, provides a very utilitarian appearance. The architect should also consider the use of brick, stone, marble, or other quality materials, especially at the pedestrian level. The theater entry would be strengthened by the use of richer, quality materials and colors. Staff recommends that a strong cornice, rather than a narrow coping as proposed, would better cap the building.

The three-level parking garage, one less level than the previous plan, remains the predominant feature along C Street. Because of its visibility, the architect has provided a variety of architectural details to give it interest. Motorists would enter from Foothill Boulevard and Theater Alley. Stairwells to the upper levels of the parking garage are located adjacent to the vehicular entries. Staff has recommended that the elevator be relocated from Foothill Boulevard to the Theater Alley entrance, which is closer to the theater entry.

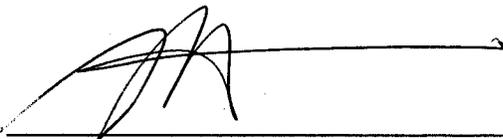
The height of the proposed project (from 30 feet at B Street to 50 feet at the center of the property) complies with the height restrictions established by the *Downtown Hayward Design Plan*. However, the roof has a sharp pitch, inclined away from B Street, and there is concern that the roof and the roof-top equipment may be visible from points distant from the project. An initial staff review indicates that, because of surrounding buildings, there would be no pedestrian or vehicular view of the roof. Staff has recommended that the architect verify this by providing photographic simulations from southbound Foothill Boulevard, westbound B Street and Municipal Parking Lot #2. Should it be shown that the roof is visible, it may be necessary to lower its pitch.

Next Steps

Based on conversations with the developer, staff believes the issues identified in this report can be addressed. This item appears on the agenda to provide the Council an opportunity to review the new design and to offer appropriate guidance to staff and the applicant.

The revised project will be presented for formal review at the City Council meeting of June 7, 2005. Should the Council agree that the redesign constitutes a minor modification of the Preliminary Plan, a Precise Development Plan will be developed. If the Precise Development Plan is in substantial conformance to the Preliminary Plan, it can be approved administratively. Given Council agreement in early June, staff and the developer believe that Cinema Place will be open for business by April 2007. A good faith effort will be made to shorten the development timeline whenever possible.

Prepared by:



Richard E. Patenaude, AICP
Principal Planner

Recommended by:

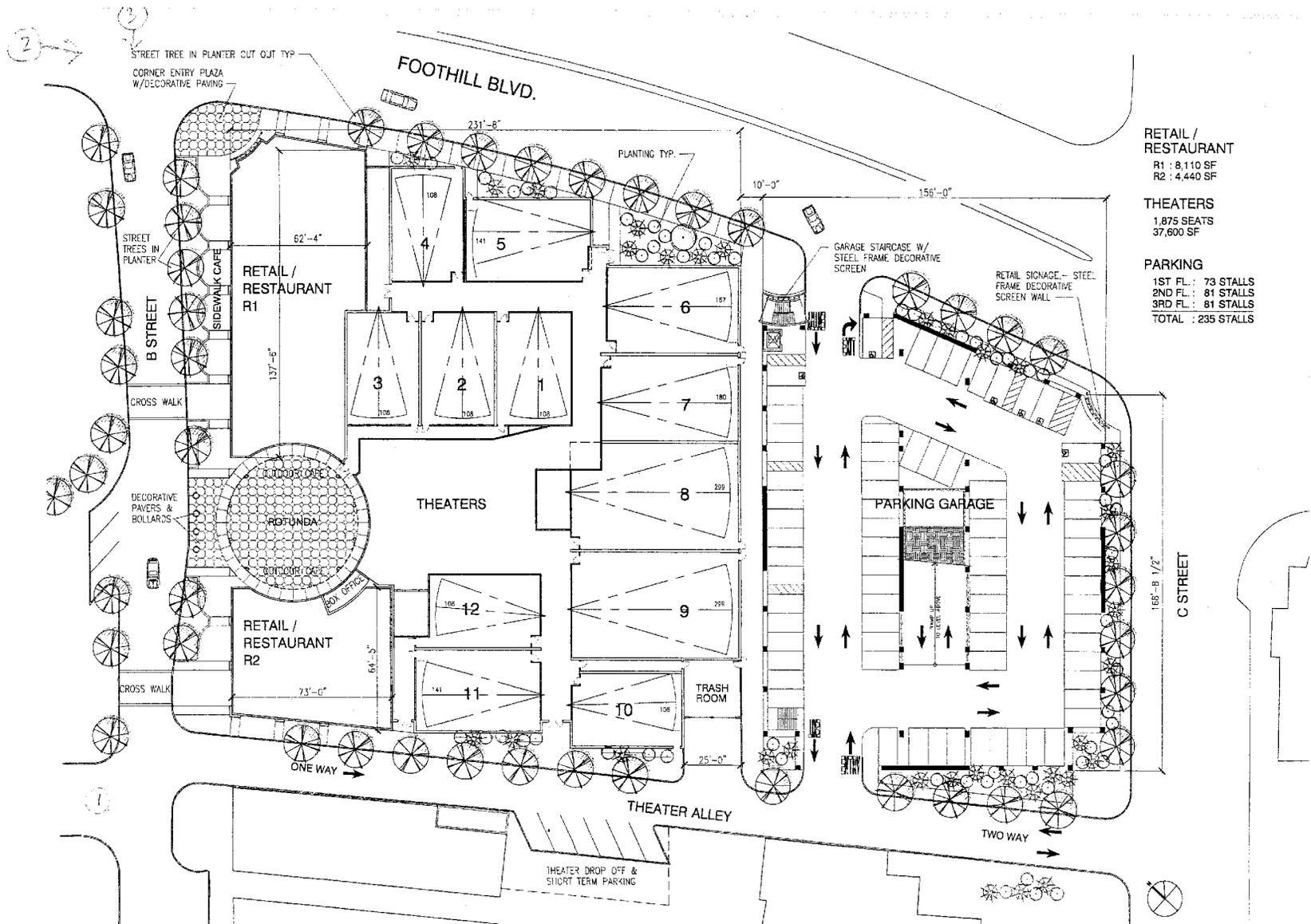


Sylvia Ehrental
Director of Community and Economic Development

Approved by:



Jesús Armas, City Manager



RETAIL / RESTAURANT
 R1 : 8,110 SF
 R2 : 4,440 SF

THEATERS
 1,875 SEATS
 37,600 SF

PARKING
 1ST FL. : 73 STALLS
 2ND FL. : 81 STALLS
 3RD FL. : 81 STALLS
 TOTAL : 235 STALLS

Conceptual Building, Site & Landscape Plan



May 5, 2005

A2.1

CINEMA PLACE
 HAYWARD, CALIFORNIA

RECEIVED

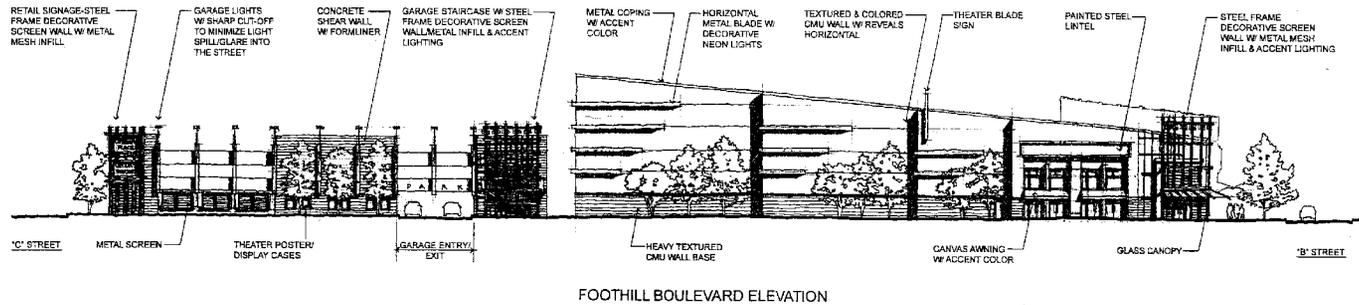
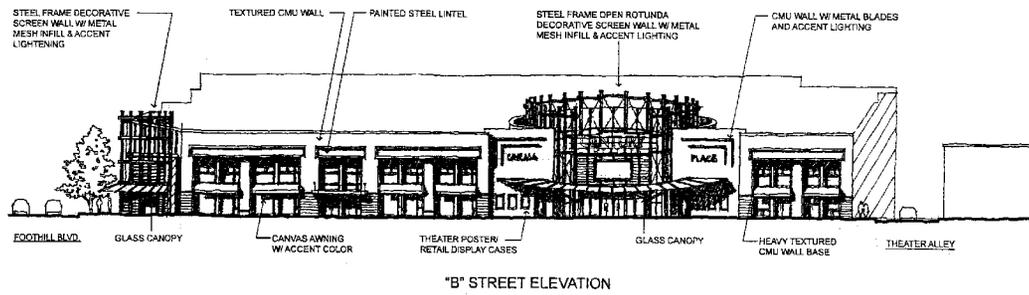
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FIELD
 PA011



Project #

MAY 06 2005



Concept Elevations



MAY 5, 2004

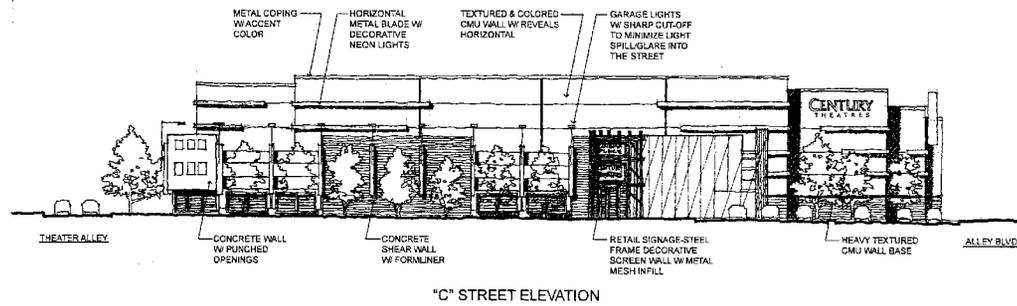
A3.1



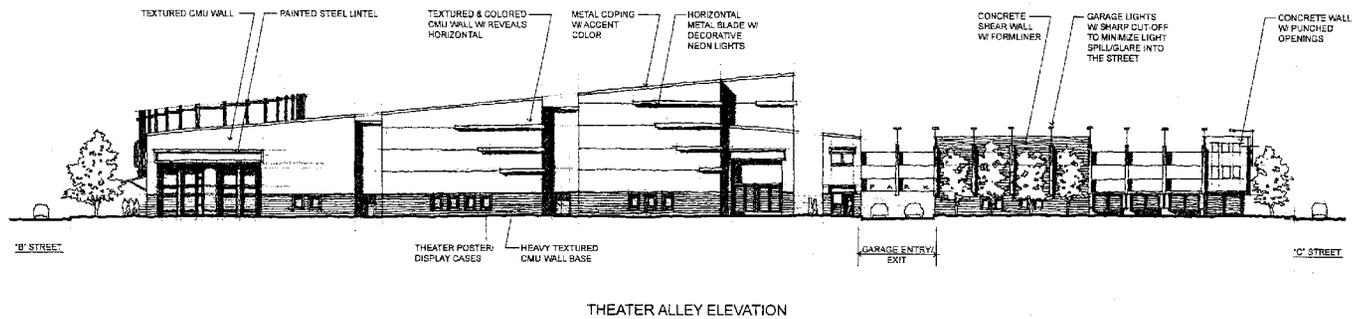
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FIELD



"C" STREET ELEVATION



THEATER ALLEY ELEVATION

Concept Elevations



MAY 5, 2004

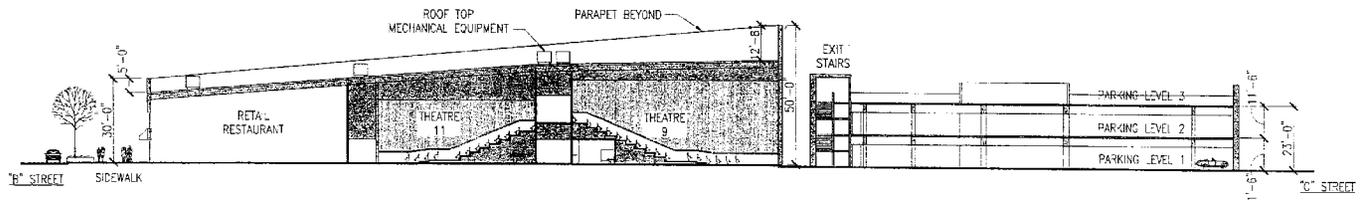
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FIELD
PAOLI



SECTION THRU THEATER & RESTAURANT

Conceptual Building Section



May 5, 2005

A3.3



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