

**DEPARTMENT OF COMMUNITY AND ECONOMIC DEVELOPMENT
Planning Division**

TO: City Council Commercial Center Improvement Committee
Council Member Kevin Dowling, Chairperson
Council Member Barbara Halliday
Council Member Bill Ward

THRU: Jesús Armas, City Manager

FROM: Sylvia Ehrental, Director of Community & Economic Development

SUBJECT:	City Council Commercial Center Improvement Committee Agenda
DATE:	Monday, December 20, 2004
TIME:	5:30 p.m. – 6:30 p.m.
LOCATION:	Work Session Room 2A, Second Floor

City Council Commercial Center Improvement Committee
December 20, 2004
5:30 p.m. – 6:30 p.m.
2nd Floor Work Session Room 2A

Hayward City Hall
777 'B' Street
Hayward, CA 94541

AGENDA

CALL MEETING TO ORDER

PUBLIC COMMENTS *(The Committee welcomes your comments at this point for items not on the agenda. If you have a comment about an item listed here, the Committee requests that your comments be made when that item is discussed.)*

AGENDA ITEMS

1. Superway Shopping Center

Action
Review and Comment

ADJOURNMENT

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cc: Mayor Cooper
City Manager
Assistant City Manager
Deanna Bogue
Public Works Director

City Clerk
Planning Manager
CED Administrator
Daily Review
Main Library

Council Member Dowling
Council Member Halliday
Council Member Ward
Richard Patenaude
Post



CITY OF HAYWARD
STAFF REPORT

AGENDA DATE 12/20/04
AGENDA ITEM 1

TO: City Council Commercial Center Improvement Committee
FROM: Director of Community and Economic Development
SUBJECT: Superway Shopping Center

RECOMMENDATION:

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

DISCUSSION:

This shopping center, on 2.38 acres, is located on the northerly side of West Tennyson Road between Huntwood Avenue and Leidig Court. The 15,800-square-foot market building was built in 1958. An attached 8,280-square-foot addition was built in 1963, and a detached 5,200-square-foot building was built in 1968. The property is zoned Neighborhood Commercial (CN) District as is much of the West Tennyson Road corridor between Huntwood Avenue and Patrick Avenue.

Two adjacent commercial properties at the northwest corner of West Tennyson Road and Leidig Court are under different ownerships. One, a former gas station built in 1956 and owned by Union Oil Company, now houses a vacuum cleaner service and repair establishment. The other contains a self-service, open-bay carwash. César Chávez Middle School is located across Leidig Court and the railroad to the east.

A multi-family residential project ("Huntwood Commons") of 40 apartments on 2 acres, owned by Eden Housing and built in 1989, is across Huntwood Avenue to the west; it is zoned Planned Development District at a density of 20 units per acre. Two apartment projects, zoned Medium-Density Residential (RM) District, are located adjacent to the north. The apartment complex on Huntwood Avenue, built in 1963, contains 18 units on .77 acre for a density of 23 units per acre. The apartment complex on Leidig Court, built in 1974, contains 15 units on .87 acre for a density of 17 units per acre. Across West Tennyson Road to the south, are a small retail center, a drive-thru restaurant and an auto repair establishment. The General Plan designation for these residential properties is Medium-Density Residential, allowing up to 17.4 units per acre.

The General Plan land use designation for the shopping center is Retail & Office Commercial. This classification is used for areas where mixed retail and office uses are encouraged. This designation does not specifically call for the inclusion of residential uses. However, the CN Zoning District does allow residential uses above first-floor commercial uses.

West Tennyson Road provides the primary frontage for this center, serving as a major east-west route for southern Hayward connecting Industrial Boulevard, Hesperian Boulevard, I-880 and Mission Boulevard. AC Transit operates several bus routes that serve this property, connecting it to the Hayward and South Hayward BART stations, the industrial corridor, and commercial centers along West Tennyson Road and Hesperian Boulevard.

The center is marked by a lack of strong sense of entry along the adjacent streets. The tenant spaces do not have any orientation to the most favorable street frontage, West Tennyson Road, and face the side streets and interior parking areas. The three portions of the center do not have strong pedestrian and vehicular connections. The parking lot surface has deteriorated and it contains no provision for landscaping. It does not conform to today's standards requiring plant materials along the street frontage and trees throughout the lot to provide shade and to enhance pedestrian comfort. Individual tenant spaces in this center are difficult to sign because of the architectural design and the center is not governed by a sign program; the result is a haphazard collection of sign types, styles and locations. Three pole signs, one for the shopping center, one for CarQuest auto parts store, and one for Foxes nightclub, line the West Tennyson Road frontage. At such time improvements may be made to the center, staff would recommend that these signs be removed and be replaced with a single monument sign advertising the center; the monument sign could contain panels for the primary tenants. Overall, the architectural design is dated and would be difficult to redesign. All tenant spaces appear to be leased (see attached list of tenants).

This property could be suitable for redevelopment with a mixed-use project combining neighborhood-serving commercial and multi-family residential uses. The most effective redevelopment would involve demolition of the center and relocation of the commercial spaces such that they have an orientation to West Tennyson Road. There is a potential for the addition of 41 residential units, some over the commercial spaces. A Planned Development District may be a tool by which a creative project could meet the intent of the City's guidelines. It may also be necessary to amend the text of the General Plan land use designation (Retail & Office Commercial) to specifically encourage the inclusion of residential units in a mixed-use project with the retail and office uses.

Staff spoke to the owners regarding the purpose of the meeting. The owners indicated that they would be available to attend.

Prepared by:

Richard E. Patenaude, AICP
Principal Planner

Recommended by:

Sylvia Ehrenthal
Director of Community and Economic Development

Approved by:

Jesús Armas, City Manager

Attachments: Aerial Photograph
Tenant List

SUPERWAY CENTER
Tenant List – 12/10/04

Primary Building

Easterly Frontage

Edna's Donuts

Friendly Wash Coin Laundry

Superway Market & Carniceria (Major tenant space)

Party Supply

Superway-Hayward Tax & Business Services

Superway Clipper Cut

Discoteca Sonida Santos

Westerly Frontage

CarQuest Auto Parts

Foxes

Superway Aquarium

Secondary Building

Maria's Restaurant

Ofelia's Salon

Unknown Tenant

Wireless Wave²