

**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, April 25, 2005
TIME:	5:30 p.m. – 6:30 p.m.
LOCATION:	Work Session Room 2A, Second Floor

City Council Commercial Center Improvement Committee
April 25, 2005
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

- | | <u>Action</u> |
|---|----------------------|
| 1. Proposed Restaurant – Foremark LTD for Mimis Cafe (Applicant) / Southland Mall (Owners) – The Project is Located on Hesperian Boulevard Between La Playa Drive and Southland Drive | Review and Comment |
| 2. Southland Mall | Review and Comment |

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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 4/25/05
AGENDA ITEM 1

TO: City Council Commercial Center Improvement Committee

FROM: Director of Community and Economic Development

SUBJECT: Proposed Restaurant – Foremark LTD for Mimis Cafe (Applicant) / Southland Mall (Owners) – The Project is Located on Hesperian Boulevard Between La Playa Drive and Southland Drive

RECOMMENDATION:

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

DISCUSSION:

Site Plan

Mimis Cafe proposes to construct a freestanding restaurant building along the easterly side of Hesperian Boulevard and northerly of Olive Garden restaurant. Its entrance would face Hesperian Boulevard, as does that of Olive Garden. The building would contain 6,674 square feet with an additional 775 square feet of covered service yard. The restaurant would provide seating for 248 patrons. In comparison, Olive Garden contains 9,100 square feet with 318 seats.

The property on which the restaurant would be located would provide adequate parking based on City regulations. The most direct access is provided from a driveway off Hesperian Boulevard between Olive Garden and the proposed restaurant, just southerly of the intersection of Hesperian Boulevard and West Street. Other convenient access is provided from La Playa Drive easterly of Hesperian Boulevard. The applicant would be required to improve the parking lot within the restaurant's lease area, including new pavement and striping, landscape improvements to the parkway strip along the street, and the addition of parking lot trees. The parking lot landscaping currently does not meet City standards.

The restaurant intends to serve alcoholic beverages with meals, but there would be no separate bar. As such, this "bona fide restaurant" would be exempt from requiring a use permit pursuant to City zoning regulations. However, the restaurant would have to receive a license from the State Alcoholic Beverage Control Board (ABC). According to the ABC, the census tract is considered to be "over-concentrated" with licenses. Therefore, a finding that there is a "public convenience or necessity" would be required prior to the issuance of a license.

Architecture

The restaurant is designed in a French Country architectural theme with strong detailing and a variety of textures. The materials and architectural elements provide a detailed appearance. The main entry would be set 18 inches into the front facade and covered with a domed awning. The base of the building and the garden walls along the Hesperian Boulevard elevation would be faced with a flagstone veneer. A combination of fabric awnings and wood shutters would highlight the windows and doors. The sloped portions of the roof would be covered with clay barrel tiles. A molded cornice would provide a cap where parapets are used.

Staff would like specific Committee comments regarding three elements of the design: the roof elements, including the extensive use of parapets; the architectural detailing of the east and south façades; and compatibility with the surrounding commercial buildings, including color. The use of parapets to surround roof-top equipment is customary in the buildings developed for Mimis Cafe, including the one at Hacienda Crossing in Dublin (see attached photos). In that case, the use of parapets is less extensive and does not detract from the architectural statement. For the proposed building, staff is concerned that the parapets disrupt the appearance of the roof, especially on the most prominent west and south elevations. Their appearance might be reduced by keeping them as low as possible or by extending the tiled roof instead to create the equipment well. The restaurant also proposes to use the parapets for sign placement. While signs on parapets are generally considered as roof signs and, therefore, discouraged, they are compatible with the proposed architecture. Parapet signs are used on the adjacent Olive Garden restaurant. Additionally, the roof appears to be a dominant element of the north elevation. Two dormers help to break it up visually, but staff recommends that its mass be visually reduced further by the addition of another dormer or other architectural elements. The plans also indicate a number of visible roof-mounted, utilitarian light fixtures intended to illuminate the upper walls and roofs. “Washing” walls with light can be an effective way to accent a building; however, staff recommends that this be done more subtly with hidden fixtures.

The east and south façades are proposed to be less detailed than the west and north facades. However, the east façade would face the primary retail building on this property and the south façade would face Olive Garden restaurant. Staff recommends that they be as detailed as the others to present an attractive face to other customers of Southland Mall merchants.

While there is no overall design theme to Southland Mall and its outbuildings, the placement of color on Mimis Cafe would affect its compatibility with its surroundings. Staff recommends that the “Ornamental Gold” being proposed as the dominant wall color be used instead as an accent and that the dominant walls be painted a more subtle color. The color should not be in sharp contrast to Olive Garden’s cream-colored stucco walls, though it should be different to establish identity. The black-and-white striped awnings also appear to be a disparate color choice given the other colors of the palette. Staff recommends that the color of those awnings be more closely aligned to the palette or be replaced with the “Concord” used on the awnings on the north and east elevations. The adjacent Southland Mall buildings are of a nondescript block style, painted bright white with blue trim and severely contrast with the styles of both Olive Garden and the proposed Minis Cafe. As the adjacent Mall buildings undergo remodeling, the Mall may want to select materials and colors that tie in the newer restaurant buildings.

CONCLUSION:

Foremark's proposal for a restaurant, with the recommended changes, would be consistent with City design guidelines and provides a well-known sit-down dining option for Hayward. The architecture and building materials provide a well-detailed building. Committee comments provided at this meeting, together with the staff recommendations in the staff report, would aid in the preparation of this project for staff consideration of a Site Plan Review application.

Prepared by:

Richard E. Patenaude, AICP
Principal Planner

Recommended by:

Sylvia Ehrental
Director of Community and Economic Development

Approved by:

Jesús Armas, City Manager

Attachments: Mimis Café, Hacienda Crossing, Dublin
Plans

MIMIS CAFÉ – HACIENDA CROSSING, DUBLIN



South Elevation/Entry



East Elevation facing Parking Lot/Regal Cinema



West Elevation facing Hacienda Drive



CITY OF HAYWARD
STAFF REPORT

AGENDA DATE 4/25/05
AGENDA ITEM 2

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

RECOMMENDATION:

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

DISCUSSION:

One of the purposes of the City Council Commercial Center Improvement Committee is to review proposed improvements at shopping centers, suggesting architectural, landscaping and site improvements to renovate and upgrade the centers. The Committee has reviewed various projects within the Southland Mall area, including facets of a master sign program, the new retail building on Southland Drive, and a “solarport” in the southerly parking lot. Discussion of these items has included comments regarding the need for architectural improvements for the older mall buildings and landscape improvements throughout the parking lot.

Veronica Curley, General Manager of Southland Mall, will discuss with the Committee the plans for improvements of Southland Mall. Southland Mall staff will also update the Committee regarding its tenant marketing efforts.

Prepared by:

Richard E. Patenaude, AICP
Principal Planner

Recommended by:

Sylvia Ehrental
Director of Community and Economic Development

Approved by:

Jesús Armas, City Manager