

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 *JA*

FROM: Sylvia Ehrental, Director of Community & Economic Development *SE*

SUBJECT:	City Council Commercial Center Improvement Committee Agenda
DATE:	Monday, October 24, 2005
TIME:	5:30 p.m. – 6:30 p.m.
LOCATION:	Work Session Room 2A, Second Floor

City Council Commercial Center Improvement Committee
October 24, 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. Vermont Plaza | Review and Comment |
| 2. Southland Mall | 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 10/24/05
AGENDA ITEM 1

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

RECOMMENDATION:

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

DISCUSSION:

This shopping center, on 2.19 acres, is located on the southwesterly corner of B Street and Vermont Street. The 31,950-square-foot retail center was built in 1963. The largest tenant space, containing approximately 18,000 square feet, is vacant; the most recent tenant was the WiseBuys "dollar store." The size and volume of this space may no longer be suited for many larger tenants. The remainder of the center is divided into nine tenant spaces; only one is vacant, but is slated for a barbecue restaurant. Current tenants include El Sol Supermarket, a religious institution, a laundry center, a hair and nails salon, a Chinese restaurant, a martial arts center, and L&M Liquors.

The adjacent commercial property at the corner of B and Vermont Streets is under separate ownership. A fast-food restaurant built in 1958 for Taco Bell now houses Tacos El Grullense. Its access and parking is shared with the shopping center.

The center is marked by a lack of strong sense of entry along the adjacent streets. Except for the largest space, the tenant spaces do not have any orientation to the most favorable street frontage, B Street, and face Vermont Street and interior parking areas. The parking lot 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 collection of unattractive "can" signs that extend above the roof line. An ill-maintained pole sign provides the primary identification for the center at the B Street frontage. At such time improvements may be made to the center, staff would recommend that this sign be removed and be replaced with monument signs on each street frontage advertising the center; the monument signs could contain panels for the primary tenants. Overall, the architectural design is dated and would be difficult to redesign.

The property is zoned Neighborhood Commercial (CN) District. The northerly side of B Street is zoned Commercial Office (CO) District, containing primarily multiple-family residential buildings. An office building is under construction at the northwesterly corner of B Street and Pearl Avenue. The surrounding area is otherwise used for a combination of single-family and medium-density

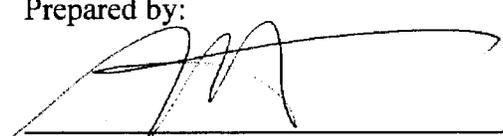
residential and commercial office uses. The southerly end of Vermont Street provides access to two high-density residential projects that are located in an unincorporated area.

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. 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 B Street. There is a potential for the addition of 19-38 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.

B Street provides the primary frontage for this center, serving as a major east-west route connecting Downtown Hayward with I-580 East. AC Transit operates several bus routes that serve this property, connecting it to the Hayward and Castro Valley BART stations.

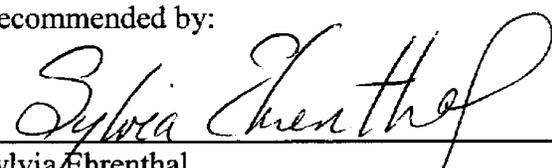
Staff spoke to the new owners regarding the purpose of the meeting. The owners indicated that they would be available to attend. They also expressed some concern regarding the nature of the surrounding neighborhood and the ability to attract favorable tenants.

Prepared by:



Richard E. Patenaude, AICP
Principal Planner

Recommended by:



Sylvia Ehrental
Director of Community and Economic Development

Approved by:



Jesús Armas, City Manager

Attachment: Aerial Photograph



WOODRIDGE DR

HILL AVE
FAIRVIEW

416016000700

VERMONT ST

ST B

ARLETTE AVE

BEECH ST

NORWOOD DR

ST B

MADRONE ST

ST



CITY OF HAYWARD
STAFF REPORT

AGENDA DATE 10/24/05
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:

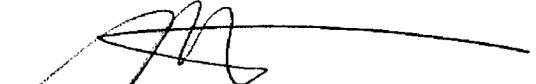
On September 26, 2005, Veronica Curley, General Manager of Southland Mall, reviewed its tenant marketing efforts with the Committee. These efforts include deconstruction of the former Southland Cinema building during late 2005, and replacement with two restaurants which could open as soon as Fall 2006. The "convenience center" along Hesperian Boulevard is the focus of other plans, including two restaurant/retail pads toward Southland Drive, and a relocated grocery store.

Jim Anderson, Senior Development Director, General Growth Properties, will provide the Committee with a brief update regarding these 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