

# **COUNCIL DOWNTOWN COMMITTEE**

**Monday, February 26, 2007**

**7:00 p.m.**

**Work Session Room 2A - Hayward City Hall  
777 B Street  
Hayward, CA 94541**

**Public Comments:** (Note: For matters not otherwise listed on the agenda. The Committee welcomes under this section but is prohibited by State Law from discussing items not listed on the agenda. Your item will be taken under consideration and referred to staff.)

1. Cinema Place Hayward Update
2. Proposed Mixed-Use Project - The Matteson Companies (Applicant) / Green Shutter Plaza LLC (Owner)

The Project is Located at the Northeast Corner of Main and C Streets

3. Development Criteria for the City Center Campus Site

---

Assistance will be provided to those requiring accommodations for disabilities in compliance with the Americans with Disabilities Act of 1990. Please request the accommodation at least 72 hours in advance of the meeting by contacting the Downtown Development Division at (510) 583-4260 or by using the TDD line for those with speech and hearing disabilities at (510) 247-3340.

---



**CITY OF HAYWARD  
STAFF REPORT**

AGENDA DATE 02/26/07  
AGENDA ITEM \_\_\_\_\_

**TO:** Council Downtown Committee  
**FROM:** Director of Community and Economic Development  
**SUBJECT:** Cinema Place Hayward Update

**RECOMMENDATION:**

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

**DISCUSSION:**

The Redevelopment Agency has been working with Blake-Hunt Ventures (the Developer) for several years to develop the Hayward Cinema Place project. The Agency first entered into a Disposition and Development Agreement (DDA) and Ground Lease with the Developer in 2004, and subsequently agreed to a modified project and amended the Agreement in June 2005. The proposed project is a two-story complex, including approximately 21,000 square foot of restaurant and retail space and a 12-screen theater to be located on the Agency-owned site at the corner of B Street and Foothill Boulevard. As part of its agreement with the Developer, the Agency has funded, and the City is currently building, an adjacent public parking garage with 241 spaces.

The Agency's goal for this project is to redevelop the site as a pedestrian-oriented entertainment anchor for the eastern end of the historic downtown area. The project includes seven restaurant/shop spaces on the ground level and one larger restaurant space on the upper level. The parking garage has been sized smaller than what is needed to service the retail complex, in order to encourage patrons to walk from other downtown parking locations and pass other stores along the way. Downtown business owner and merchant interest in the project has been high, and the project has already prompted several property owners to improve their buildings. The Agency is following up with a new retail attraction program to assist in filling persistent vacancies in some of the buildings in the downtown core.

Recent progress on this project is as follows: The Agency awarded a construction contract for the parking garage in June 2006 in the amount of \$6.7 million. Remaining site demolition work was completed in July and grading and construction of the garage by the Agency/City was started in August. The developer also submitted construction plans to the City in 2006 for the Cinema Place building, and a building permit will soon be issued. Regarding leasing activity, Blake-Hunt currently has signed leases or is negotiating leases for four of the eight shop/restaurant spaces (see attached leasing report). Leases signed or in progress are for

Saxby's Coffee, The Tiki Grill, Red Brick Pizza, and a new eat in/take-away delicatessen currently called SRG.

In July 2006, Blake-Hunt reported that the owners of Century Theatres had entered into an agreement to sell the company to Cinemark Theaters. As a result, the theater lease, which had been in final form and awaiting execution by Century, had to be re-submitted and approved by the new owner. The delay caused by the pending sale of Century Theatres set the project back by several months. In addition, the Developer met with staff to discuss increases in construction material costs, which caused the construction cost estimate to increase by approximately 28%. The Developer subsequently re-issued a request for bids for the construction contract, and obtained lower bids in return. However, a funding gap still remains in the project, and the Developer has requested Agency financial assistance in the amount of approximately \$1.3 million plus a waiver of certain City building fees to eliminate that gap.

The City Manager and staff have continued to meet with the Developer since last September to discuss the terms of the proposed assistance, as well as progress on certain pre-conditions that would need to be met in order to bring the Developer's proposal forward. The proposed Agency contribution will consist of two elements: 1) the Agency would contribute approximately \$1.3 million for certain site improvements, and 2) the Agency would take responsibility for the City's building permit fees, which are estimated to be approximately \$200,000. As relates to the cash contribution, this will be structured as a loan to be repaid from future sales proceeds in the event that certain investment thresholds are met by the Developer. At this point, it is not certain that there will be sufficient sales proceeds to repay this loan. With respect to the building permit fees, it is proposed that the Agency's existing Repayment Agreement with the City be amended to add the amount of the permit fees, and to repay the City from future tax increments. The Agency's cash contribution would be made from the Agency's fund balance, which has sufficient funds to cover the requested amount.

The major pre-conditions for considering the Developer's assistance include execution of the Century/Cinemark lease, and firm commitments for remaining project financing. Cinemark remains committed to the new theater, and a revised lease is now in final form. In addition, the Developer has recently entered into an agreement with The Matteson Companies, a real estate investment firm based in Redwood City, to provide the remaining equity and debt financing and to purchase the project upon completion. Under this agreement, Blake-Hunt Ventures will continue to be responsible for completion of the project and installation of the new tenants. Matteson is also proposing to develop the northeast corner of C and Main Street, with condominiums and a small retail component. Based on this progress, an amended Cinema Place DDA, including the proposed assistance, is being scheduled for Agency Board consideration on late March 27, 2007.

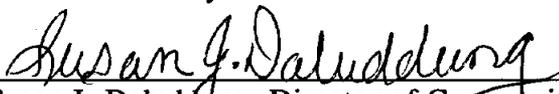
The Developer is now projecting a construction start date of late April 2007. Once construction is underway, it is estimated that the development will take approximately ten months to complete the building shell, another four months to finish the retail shop space tenant improvements and an additional five months to finish the theater tenant improvements. Therefore, Cinema Place would be open for business in mid-2008, with the theater opening in

late fall 2008. Meanwhile, the new parking garage will have been completed by June of this year. In order to provide pedestrian access between the parking garage and B Street, a covered walkway will be constructed along Foothill Boulevard.

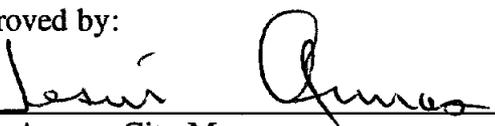
Prepared by:

  
Maret Bartlett, Redevelopment Director

Recommended by:

  
Susan J. Daludding, Director of Community and Economic Development

Approved by:

  
Jesús Armas, City Manager

Attachments: Exhibit A - Site Leasing Plan

# CINEMA Place

FOOTHILL BOULEVARD

Traffic Count: Approximately 48,000 ADT

Restaurant

Bakery Cafe

Saxby's Coffee

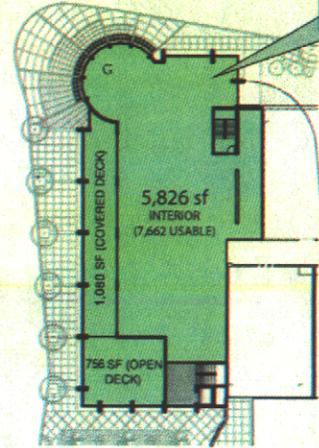
Tiki Grill

Red Brick Pizza

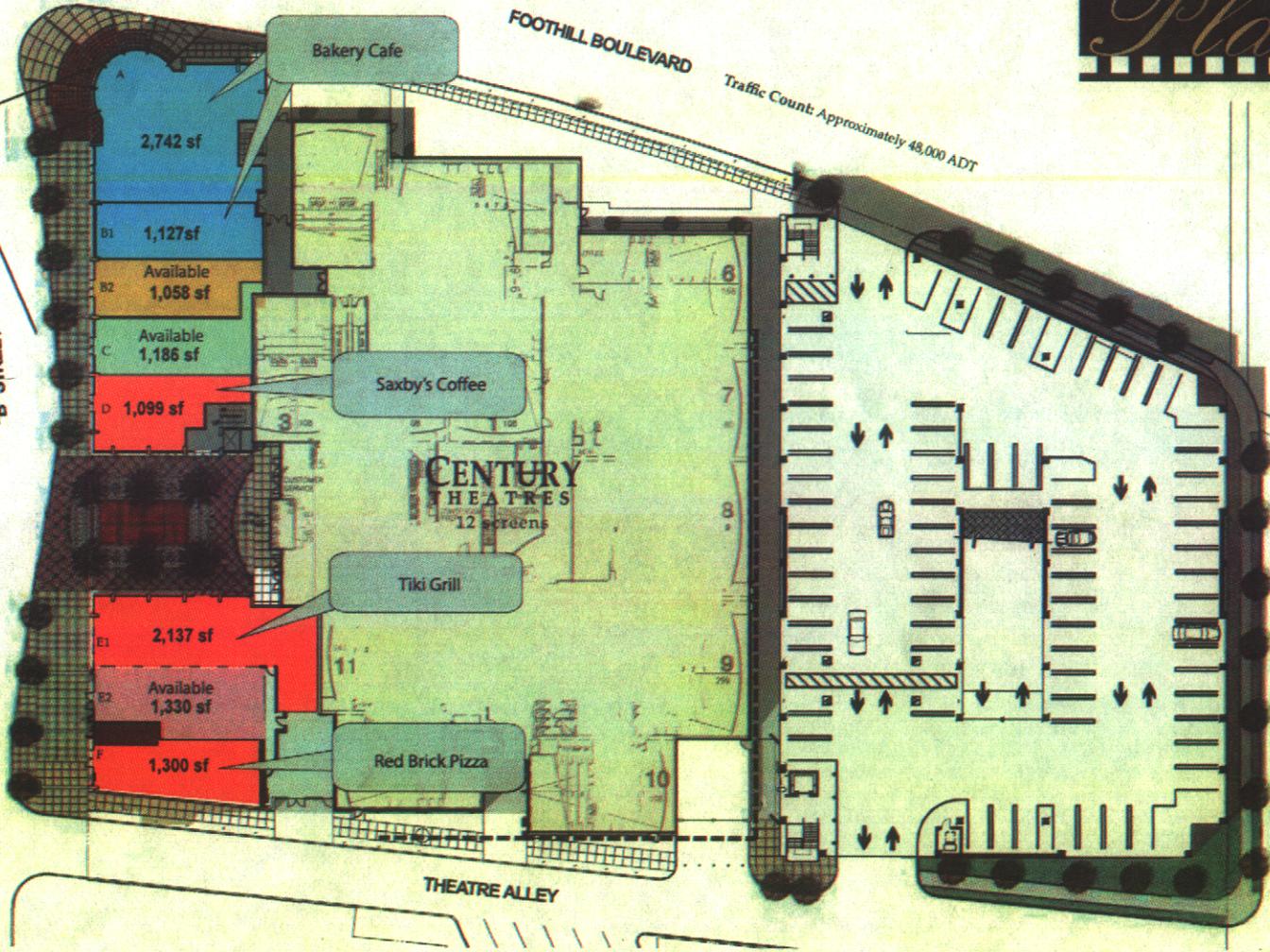
"B" STREET

"C" STREET

THEATRE ALLEY



Upper Floor Plan





**CITY OF HAYWARD**  
**STAFF REPORT**

AGENDA DATE 02/26/07

AGENDA ITEM \_\_\_\_\_

**TO:** Council Downtown Committee

**FROM:** Director of Community and Economic Development

**SUBJECT:** **Proposed Mixed-Use Project – The Matteson Companies (Applicant) / Green Shutter Plaza LLC (Owner)**

The Project is Located at the Northeast Corner of Main and C Streets

**RECOMMENDATION:**

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

**DISCUSSION:**

The Matteson Companies proposes to construct a four-story mixed-use structure at the northeast corner of Main and C Streets. A depressed parking garage (see *Sheet A2.0*) would be topped with a podium on which would sit four levels of residential condominiums. A retail shop and the project's fitness center would occupy the Main Street frontage of the first level (see *Sheet A2.1*).

The western portion of the site along Main Street is in the City Center – Plaza (CC-P) zoning subdistrict, which limits residential units above first floor commercial uses. The remainder of the site is in the Central City – Commercial (CC-C) subdistrict, which allows residential units on the ground floor with a conditional use permit. Given the approximately 20 percent vacancy rate of ground-floor retail businesses in the downtown area and the desire to promote downtown as an activity center with vibrant businesses with local customer support, staff would suggest it is appropriate to allow residential units on the ground floor along C Street. Also, staff views allowing residential units along the ground floor on C Street as consistent with the stated purpose of the CC-C subdistrict "to establish a mix of business and other activities which will enhance the economic vitality of the downtown area." Additional residences will increase the viability of existing retail and keep retail concentrated on "B" and Main Street areas. Optimal use of the portion of the block is housing, preserving Main Street for retail orientation.

Within the Downtown core, the City's design guidelines encourage the provision of retail shops at the street level. In fact, the stated purpose of the CC-P subdistrict is "to establish a unique environment of retail and other complementary uses contributing to the pedestrian nature and quality image of such streets as B Street." Indeed, the shops along Main and B Streets are on the

sidewalk level. This end of the Main Street block marks the southerly end of the Downtown retail core.

In this case, the finished floor levels of the ground-level retail space and fitness center would be raised above the sidewalk approximately 3 to 7 feet due to the above-ground portion of the parking garage. The applicant is reluctant to depress the garage further because of costs. This raises a possible design concern because of the break from the traditional relationship between the retail storefront and the sidewalk in the context of promoting a strong pedestrian context. The retail entry door, at the northerly end of the Main Street frontage, would be at the street level, requiring patrons to walk up six steps to the shop space; a lift would also be provided. Display windows would also be raised above the pedestrian level. Staff recommends that the street-level building frontages along both Main and C Streets, particularly in the southwest portion of the building at the street corner, be further enhanced with additional landscaping and architectural elements, with the goal of de-emphasizing the presence of the garage and providing interest to pedestrians walking in this portion of the Downtown core. Staff recognizes that the design-interest and signage created at street level is key.

### *Project Description*

The project would provide 42 two-bedroom/2-bath residences, ranging in size from 1,010 to 1,175 square feet, and 3 one-bedroom/one-bath units of 795 square feet. The retail space would contain 1,985 square feet and 1,114 square feet would be dedicated to the fitness center. The project would create a residential density of 56.3 units/acre. The Central City Zone District allows a range from 30 to 65 units per acre in the Downtown core.

The 34,825-square-foot (0.8 acre) site presently is occupied by a 3,559-square-foot, single-story office building. The site is southerly of, and adjacent to, the Green Shutter Hotel. Fire Station #1 is located across C Street to the south, and the Hayward Area Historical Society Museum is located diagonally across the Main and C Streets intersection. Municipal Parking Lot #3 is located westerly across Main Street. The Herndon Professional Center is adjacent to the east along C Street. The project is located in the Central City-Plaza and Central City-Commercial Zoning Subdistricts.

### *Site Plan*

The proposed building would occupy approximately 63 percent of the site. A driveway, doubling as an emergency vehicle access, would circle around the northerly and easterly sides of the building, connecting both Main and C Streets. The driveway would separate the proposed building from the Green Shutter Hotel and provide access to the parking garage, as well as to nine surface parking spaces at the northeasterly corner of the site and behind the Hotel.

The City's parking regulations require 68 parking spaces for the residences (1.5 spaces per unit) and 7 spaces for the retail shop. A total of 69 spaces would be provided. An administrative use permit may be granted for shared parking serving more than one use where certain uses are considered night-time and others day-time. In this case, the residences would be night-time uses (when there would be the greatest demand for parking) and the retail shop would be day-time. It is likely that 52 spaces would be specifically reserved for the residences (one space per unit plus the

seven tandem spaces). The remaining 17 spaces would be available for residential guests or for commercial parking. Staff would recommend that an administrative use permit be approved to dedicate 7 spaces for the retail shop during the day.

The Zoning Ordinance requires 100 square feet of usable open space per residence (4,500 square feet). The project would provide 4,400 square feet of courtyard on the podium as well as 1,114 square feet in the fitness center. Each residence would also have a private deck or balcony ranging in size from approximately 64 to 88 square feet. The total amount of open space provided would be approximately 9,000 square feet, twice the minimum required.

### *Architecture*

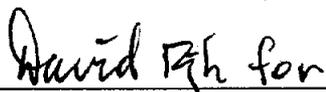
The applicant proposes an eclectic four-story building with neoclassical and colonial revival architectural details (*see Sheet A5.0*). While the building's style would be grander than that of the neighboring Green Shutter Hotel, the two buildings' styles would be compatible. The Green Shutter Hotel is nearly 40 feet in height to the top of the parapet along the street elevations. The proposed building would be approximately 50 feet in height. Any difference in floor heights would be alleviated by the 26-foot gap between the buildings.

The base of the building would be of manufactured stone. The lower two-thirds of the building would be faced with dark red brick. The upper portion would be finished with stucco and painted "Sandy Hook Gray," a darker warm tan; architectural detailing would be painted a lighter shade of the same color. The detailing would be grander and more finely articulated at the lower levels of the building; an unbroken pediment would finish the second story windows, tying together the lower portion of the building. The upper portion would be simpler but would contain window shutters and awnings, and the top of the building would be finished with a simple entablature. The variation in detailing would help to visually reduce the mass of the building. The retail and primary residential entries on Main Street would be highlighted with a decorated crown supported by square pilasters of the manufactured stone. Along C Street, platform porches, with a low balustrade, would provide entry to ground-level residential units.

### **CONCLUSION:**

The proposed project would provide quality housing within the Downtown core and enhance its unique character. Committee comments provided at this meeting would aid in the preparation of Planning staff's Site Plan Review.

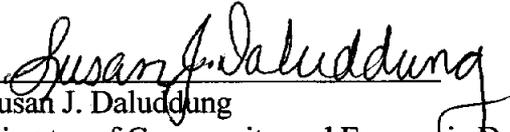
Prepared by:



---

Richard E. Patenaude, AICP  
Principal Planner

Recommended by:

  
Susan J. Daluddung  
Director of Community and Economic Development

Approved by:

  
Jesús Armas  
City Manager

Attachments: Aerial Photo  
Plans



B Street

Green  
Shutter  
Hotel

Cinema Place

Site

C Street

Fire Station #1

Main St

Foothill Blvd





MAIN ST. ELEVATION

MAIN & C ST. CORNER



C STREET ELEVATION

BENJAMIN MOORE  
COLOR PREVIEW  
- STONE  
- 2122-40

PACIFIC CLAY  
DARK HERITAGE RED

BENJAMIN MOORE  
COLOR PREVIEW  
- CALDWELL GREEN  
- HC-124

BENJAMIN MOORE  
COLOR PREVIEW  
- SANDY HOOK GRAY  
- HC-108

BENJAMIN MOORE  
COLOR PREVIEW  
- SANDY HOOK GRAY  
- HC-108

ELEVATIONS

0 5 10 20 30  
NOVEMBER 06, 2006 PROJECT NO: 221.004

DAHLIN GROUP  
ARCHITECTURE  
PLANNING

MAIN & C STREET HAYWARD, CALIFORNIA

THE MATTESON COMPANIES

5865 Owens Drive  
Pleasanton, CA 94588  
925.251.7200  
925.251.7201 Fax

A 5.0

# MAIN & C STREET, HAYWARD, CA CONCEPTUAL SITE PLAN

## PROJECT TEAM

DEVELOPER: MATTESON REALTY  
ARCHITECT: DAHLIN GROUP  
5865 OWENS DRIVE  
PLEASANTON, CA 94588

## TABLE OF CONTENTS

TO COVER SHEET - PROJECT DATA

## ARCHITECTURAL DRAWINGS

A2.0 GARAGE AND FIRST FLOOR PLAN  
A2.1 SECOND, THIRD & FOURTH FLOOR PLAN

## PROJECT DATA

### SITE DATA

SITE ZONING	R-3
SITE AREA	34,825 SF = 0.80 AC
BUILDING AREA (1st FLOOR)	21,806 SF = AC. (62.6% OF SITE)

### BUILDING DATA

GROSS FLOOR AREA	93,808 SF = AC
------------------	----------------

FAR (FLOOR AREA RATIO) = 93,808/34,825=2.69

DENSITY = 56.25 UNITS PER ACRE  
(45 UNITS TOTAL) - (4) STORIES SCHEME

### UNIT COUNT

	# of units
(1) BED UNIT	3
(2) BED UNIT	42 in both
TOTAL	45 in both

### PARKING PROVIDED

SURFACE	
STANDARD	7 (spaces provided)
HANDICAP (spaces)	2 (spaces - not accessible)
TOTAL	9 (spaces provided)
GARAGE	
STANDARD	51 (spaces)
HANDICAP (spaces)	2 (spaces)
TANDEM	7 (spaces)
% TANDEM	10.1 % (spaces)
TOTAL	60 (spaces)
TOTAL SPACES (street and garage parking)	69 (spaces)
OVERALL PARKING RATIO	1.53 in both

### RETAIL AND FITNESS CENTER

RETAIL	1,985 SF
FITNESS CENTER	1,114 SF
RETAIL PARKING REQUIRED	6 (1 per 300 sq ft)
RETAIL PARKING PROVIDED	SHARED WITH RESIDENTIAL GUEST PARKING

## PROJECT DATA-EACH LEVEL UNIT COUNT

	Net Area		Level 1	Level 2	Level 3	Level 4	Total (unit type)	Total (netroom type)	% of Total
1 BR	795 SF	UNIT 5	0	1	1	1	3	3	6.7%
2 BR	1010 SF	UNIT 8 (suite)	1	1	1	1	4	42	93.3%
	1,151 SF	UNIT 1	1	2	2	2	7		
	1,080 SF	UNIT 2	4	4	4	4	16		
	1,125 SF	UNIT 3-A	1	1	1	1	4		
	1,175 SF	UNIT 3-B	0	1	1	1	3		
	1,066 SF	UNIT 10	2	2	2	2	8		
Total								45	

### AREA CALCS FOR MATTESON

	Area (SF)	Garage Area/# of Parking	Unit Net Area/Gross SF
Basement Garage	21227	21227/60=353.8	
1st Floor/Podium	21618		
2nd Floor	17073		12859/17073=75.3%
3rd Floor	17073		12859/17073=75.3%
4th Floor	16817		12859/16817=76.5%

COVER SHEET

JANUARY 19, 2007

PROJECT NO: 221.004

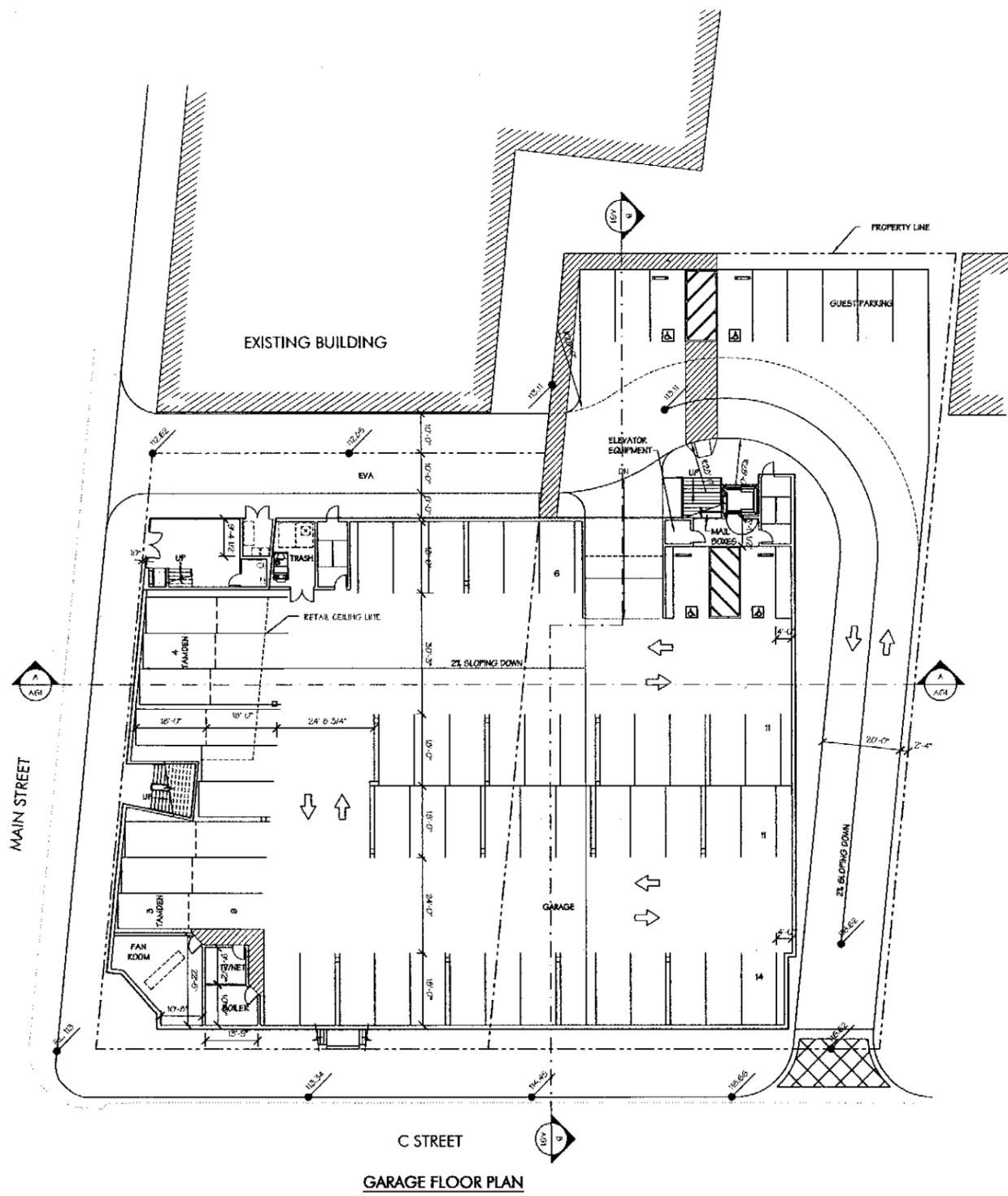
**DAHLIN GROUP**  
ARCHITECTS  
PLEASANTON, CA

MAIN & C STREET HAYWARD, CALIFORNIA

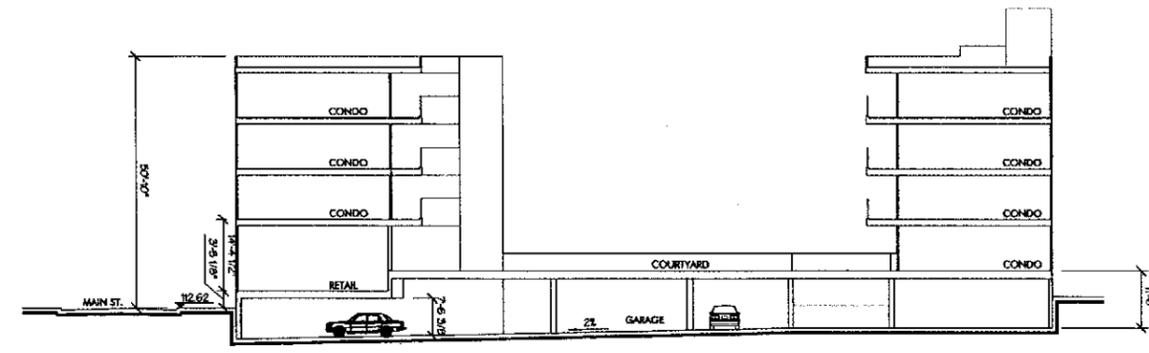
THE MATTESON COMPANIES

5865 Owens Drive  
Pleasanton, CA 94588  
925.251.7200  
925.251.7201 Fax

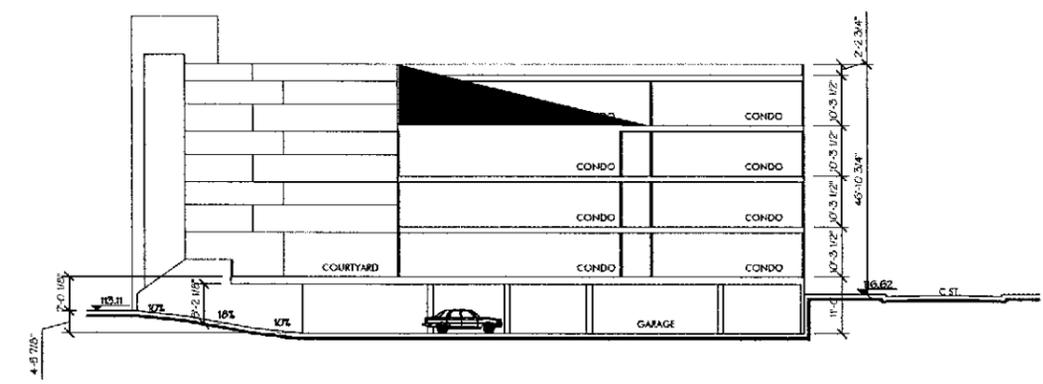
TO



GARAGE FLOOR PLAN



SECTION A-A



SECTION B-B

GARAGE & FIRST FLOOR PLAN

JANUARY 25, 2007 PROJECT NO: 221.004

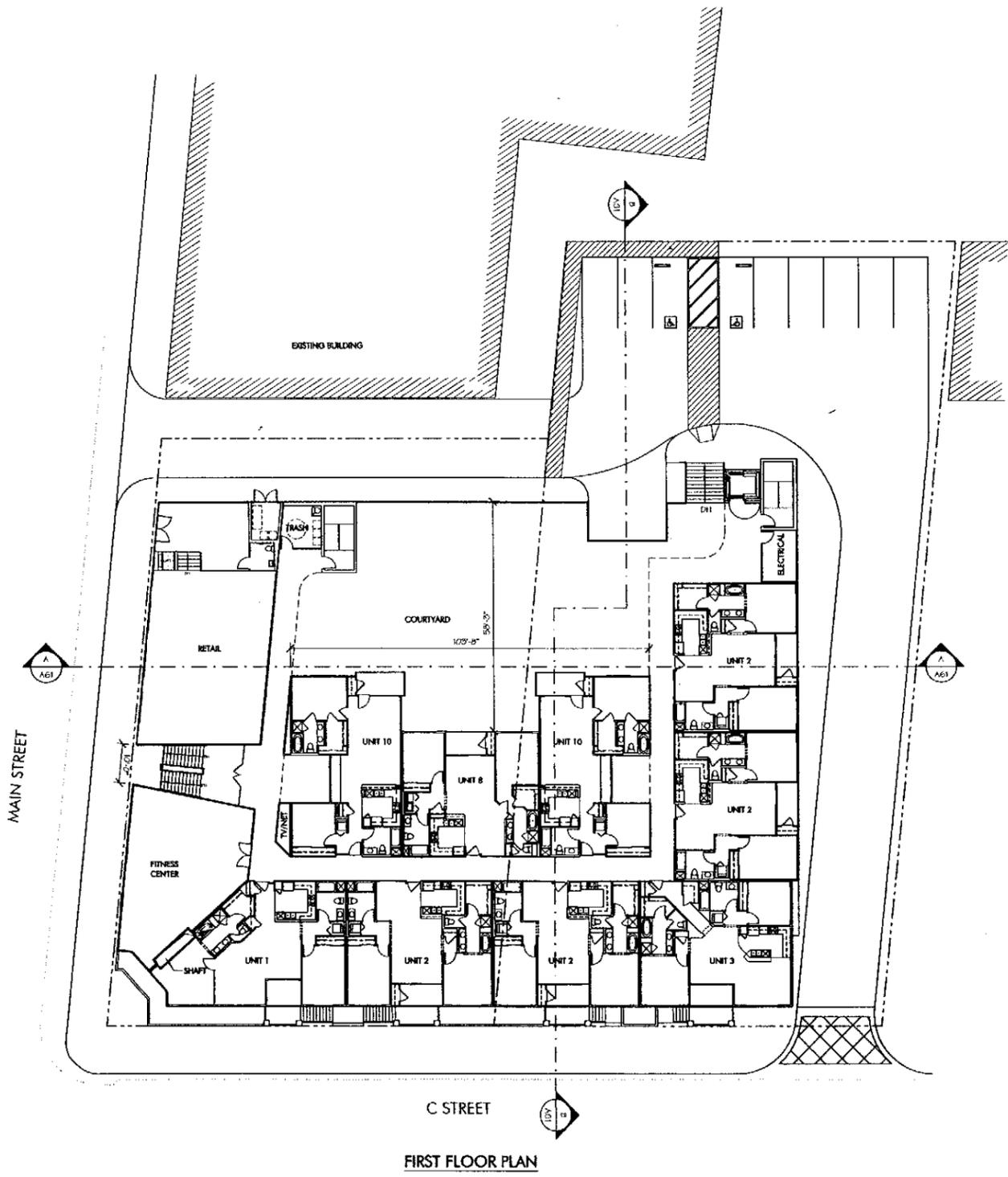


MAIN & C STREET HAYWARD, CALIFORNIA

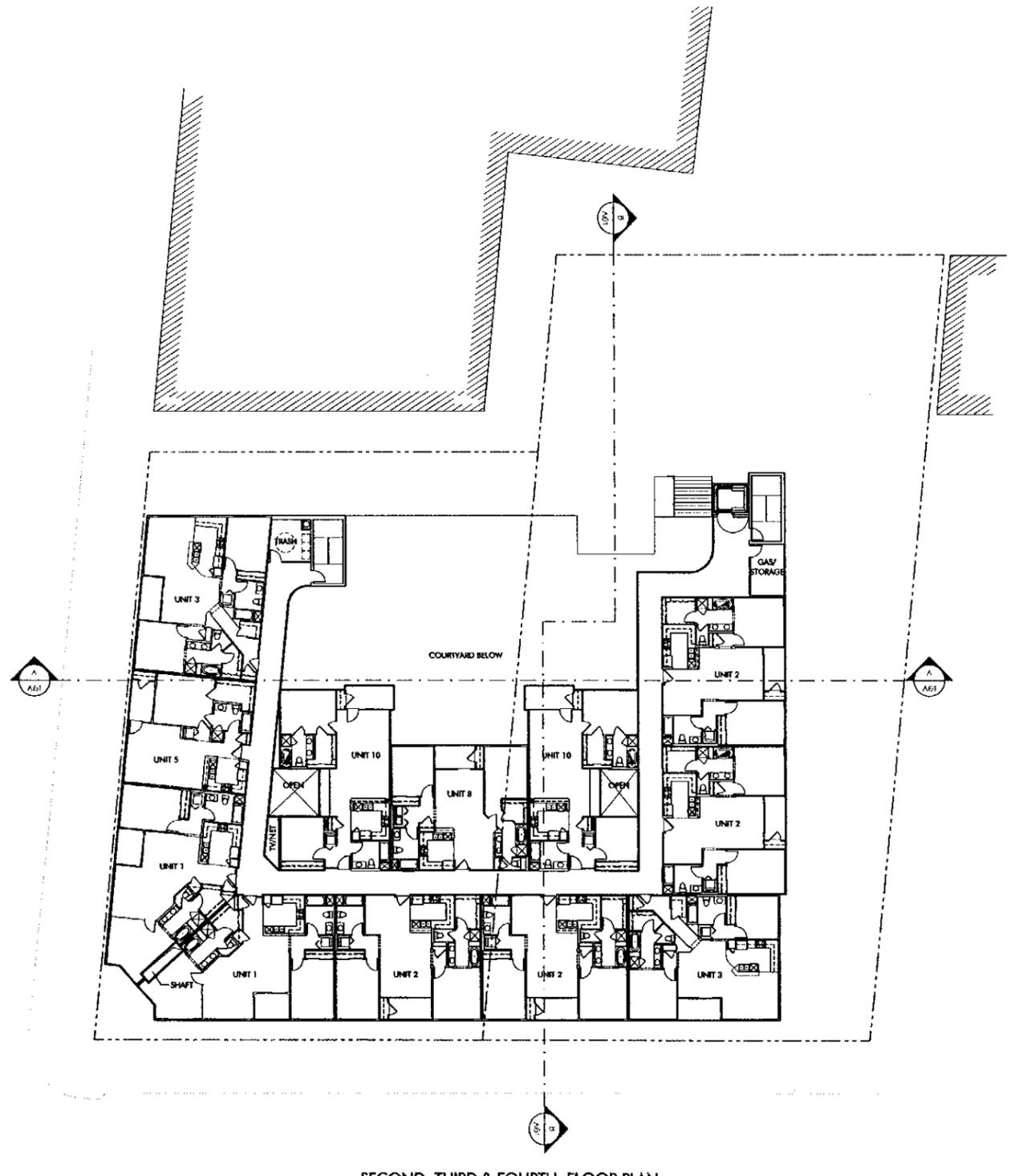
THE MATTESON COMPANIES

5865 Owens Drive  
Pleasanton, CA 94588  
925.251.7200  
925.251.7201 Fax

A2.0



FIRST FLOOR PLAN



SECOND, THIRD & FOURTH FLOOR PLAN

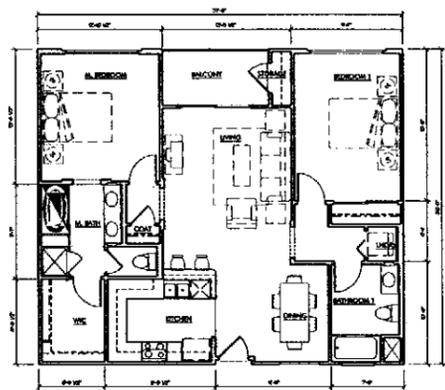
2ND,3RD &4TH FLOOR PLAN

MAIN & C STREET HAYWARD, CALIFORNIA  
 THE MATTESON COMPANIES

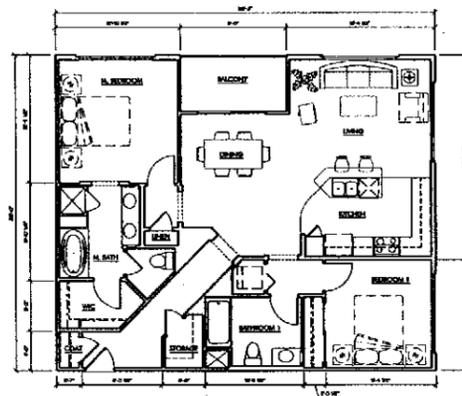
JANUARY 25, 2007 PROJECT NO. 221.004

**DAHLIN GROUP**  
 ARCHITECTURE  
 PLANNING

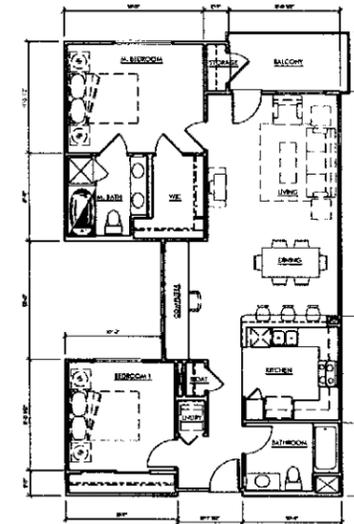
5865 Owens Drive  
 Pleasanton, CA 94588  
 925.251.7200  
 925.251.7201 Fax



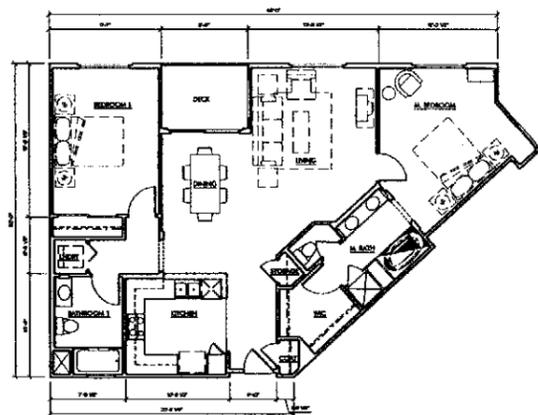
Gross Area 1244 SQ FT  
 Net Area 1080 SQ FT  
**UNIT 2-A**  
 (2) BED UNIT FLOOR PLAN



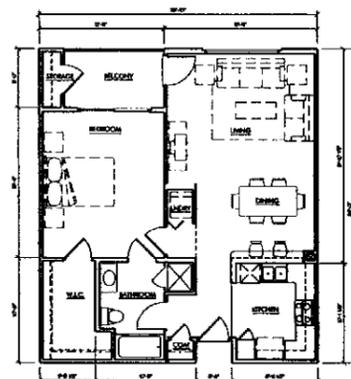
Gross Area 1244 SQ FT  
 Net Area 1080 SQ FT  
**UNIT 3-A**  
 (2) BED UNIT FLOOR PLAN



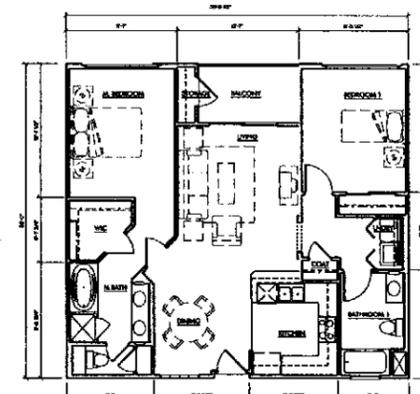
Gross Area 1244 SQ FT  
 Net Area 1080 SQ FT  
**UNIT 10-A**  
 (2) BED UNIT FLOOR PLAN



Gross Area 1244 SQ FT  
 Net Area 1080 SQ FT  
**UNIT 1-A**  
 (2) BED UNIT FLOOR PLAN



Gross Area 892 SQ FT  
 Net Area 738 SQ FT  
**UNIT 5-A**  
 (1) BED UNIT FLOOR PLAN



Gross Area 1270 SQ FT  
 Net Area 1107 SQ FT  
**UNIT 8-A**  
 (2) BED BMR UNIT FLOOR PLAN

UNIT PLANS



JANUARY 25, 2007 PROJECT NO: 221.004



MAIN & C STREET HAYWARD, CALIFORNIA

THE MATTESON COMPANIES

5865 Owens Drive  
 Pleasanton, CA 94588  
 925.251.7200  
 925.251.7201 Fax



# CITY OF HAYWARD STAFF REPORT

AGENDA DATE 02/26/07

AGENDA ITEM \_\_\_\_\_

**To:** Council Downtown Committee  
**From:** Director of Community and Economic Development  
**Subject:** Development Criteria for the City Center Campus Site

## RECOMMENDATION:

It is recommended that the Committee review and comment on this report, and provide direction to staff to enter into an agreement for professional services to prepare the site for sale/development.

## DISCUSSION:

In January, the City Council agreed that it would be appropriate to issue a request for proposals for development proposals for the 2.21-acre Centennial Hall site, the 1.43-acre former City Hall site and the 2.32-acre parking structure site along City Center Drive to be treated as one, integrated site plan. For convenience, this report refers to the site as the City Center Campus.

Although the 11-story former City Hall building site is privately owned, that property owner, Intercoastal Property Group, Inc. (Intercoastal), has agreed to allow its property to be included in the RFP process. At this time, staff is seeking input from the Council Downtown Committee in terms of what types of uses and general design are desired to be developed at the site, which will be used to develop general development criteria and provide direction in the RFP.

### *Existing Development Standards*

All three parcels on the 5.96-acre site are in the City's Redevelopment Project Area and the Central City-Commercial (CC-C) zoning subdistrict, whose stated purpose is "to establish a mix of business and other activities which will enhance the economic vitality of the downtown area. Permitted activities include, but are not limited to, retail, office, service, lodging, entertainment, education, and multi-family residential uses." The CC-C subdistrict and Downtown Design Plan allows densities of up to 65 units per acre on the Centennial Hall and parking structure sites and up to 108 units per acre on the former City Hall site, which would allow a maximum development potential of nearly 450 units. Residential units are required to be above ground-floor commercial uses, though ground-level units are allowed with a conditional use permit. No front or rear yard and 5 to 10 foot side yard building setbacks are required in the CC-C subdistrict for this site. Height limits are established at 104 feet for the Centennial Hall and parking structure sites and 173 feet for the former City Hall site. Generally, 10 to 15 feet is assumed for a story; so, the height limits could allow for structures of 10 stories at the southern and northern ends of the site and up to 16 to 17 stories in the central portion of the site. Parking standards require 1.5 spaces for each

residential unit and one space for every 315 square feet of gross floor area for non-residential uses. Assuming 450 units and ground floor retail on 85% of the footprint of the entire site, a total of 1,377 parking spaces would be required. Open space is required at 100 square feet per unit, 30 square feet of which is required to be group open space. At the maximum development potential of 450 units, over an acre of open space would be required, 13,500 square feet of which would need to be group open space. A non-traditional treatment of open space will be encouraged; including rooftop gardens, recreational amenities and enhanced green spaces.

### *Development Criteria*

Given the outstanding views that could be afforded from a multi-story development, the proximity of the site to a major grocery store and other retail sites, easy walking distance to the Japanese Gardens and San Lorenzo Creek, and close access to I-238 and I-580, the site represents an outstanding opportunity for development of an integrated mixed use project involving retail and/or office uses, as well as residential units at substantial densities. The presence of the large plaza directly west of the former City Hall structure provides potential for an activity center supported by ground-level retail (e.g., restaurant) uses, including in adjacent office/commercial buildings along the west side of the plaza that could face onto such area. Staff would suggest that development of the City Center Campus site encompass some ground-floor retail activity onto the plaza, to further promote the area as a pedestrian-friendly environment, and that office and residential uses be integrated over the ground-floor retail uses and, as appropriate, along the street at ground level. Staff would also recommend that pedestrian linkages via pathways be integrated in any development that would provide both east-west, as well as north-south connections through the site to adjacent areas. For example, opportunity would exist to create a connection to the public pathway that crosses the adjacent residential development to the east along City Center Drive, which leads to the Japanese Gardens and San Lorenzo Creek area. Open space areas could be integrated atop podium areas and at varying levels within the development via private balconies and common open space areas that could include larger group balconies and rooftop gardens. Consideration should also be given to integrating the southern portion of City Center Drive with the adjacent creek environment, to provide an attractive open space area. Access from Second Street to the adjacent commercial/office areas to the west and from City Center Drive from the north to the adjacent residential complexes to the east would be preserved.

Regarding design, any project would be highly visible from Foothill Boulevard, the adjacent commercial center and the apartments to the east, which makes the overall design and architectural detailing critical components for consideration. Some of the key design components and staff's suggestions are discussed below:

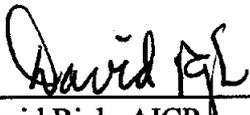
- ◆ A project that maximizes the outstanding views from the site, particularly towards the Bay, should be incorporated. A stepped-back building with taller elements in the center of the site would be desired, to afford maximum views towards the Bay to the west and to San Lorenzo Creek and the hills to the east.
- ◆ Also, varying roof lines and massing to add architectural interest would be desirable.
- ◆ Consideration should be given of the compatibility of proposed uses and design to the multi-family developments across City Center Drive to the north, east and south of the site.
- ◆ Attention to the design and orientation of the ground floors in terms of the desired pedestrian context would be critical, as would provision of pedestrian and bikeway connections. An east-

west public pedestrian connection through the site connecting the residential area and Japanese Gardens/San Lorenzo Creek area to the east to the commercial area to the west, as well as a north-south public pathway along the western perimeter to provide linkages to the north and south portions of City Center Drive, to Second Street and to Downtown would also be desirable. As mentioned previously, opportunity exists to integrate the southern portion of City Center Drive with the existing creek environment.

- ◆ Although critical to any future development, parking areas/garages should be de-emphasized, particularly entrances to those areas, through design, location and number of entries. Surface parking should be discouraged, to promote a more compact, dense development. To the maximum extent feasible, which will reduce building massing and allow for greatest densities, parking should be below grade. The existing parking lot atop the adjacent Safeway store should be integrated into the overall project design, though enhancement of that lot with landscaping and pedestrian circulation elements would be recommended.
- ◆ Architectural emphasis to building elements and provision of public artwork or features at the northwest and southwest corners will help define the project along City Center Drive and as viewed from the east, and should be encouraged as well.
- ◆ Integration of landscaping not only at the street level, but via rooftop gardens, to augment the natural environment along the creek and in the area would also be recommended.

Staff will incorporate the ideas captured above to create, in conjunction with a professional architect, three (3) conceptual site plans and building designs. An architectural firm, The Dahlin Group, has been retained to assist staff in this regard. At a future meeting, site plans and development concepts will be presented to the Committee and subsequently, to the City Council. These articulated site plans will be used to advertise the City Center Campus site for sale and for future development.

Prepared by:



---

David Rizk, AICP  
Planning Manager

Recommended by:



---

Susan J. Daluddung  
Director of Community and Economic Development

Approved by:



---

Jesús Armas, City Manager

Attachments: Aerial Photographs (2)



**Total Development Potential: 450 Units**

**Centennial Hall**  
2.21 Acres

**Former City Hall**  
1.43 Acres

**Parking Garage**  
2.32 Acres

Safeway

Mervyns

Japanese Garden

San Lorenzo Creek

CN

RM

RM

RH

CN

CC-C

CN

RS

RS

RHB7

RM

CC-C

RH

CC-C

CC-C

RO

PD

CC-C

CC-C

CC-C

A St

Hazel Ave

Rockford Rd

Valencia Pl

Vista Del Plaza Ln

Sevilla Rd

Castille Ln

Crescent Ave

N 3rd St

City Center Dr

Foothill Blvd

2nd St

Russell Way



Former City Hall

Parking Garage

Centennial Hall

Safeway

Foothill Blvd

Mervyns