

COUNCIL DOWNTOWN COMMITTEE
Special Meeting

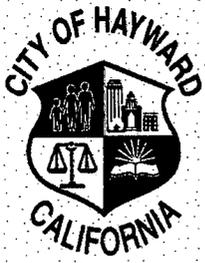
Monday, July 16, 2007
7:00 p.m.

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. Palmtag Building

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CITY OF HAYWARD
STAFF REPORT

AGENDA DATE 07/16/07

AGENDA ITEM _____

WORK SESSION ITEM _____

TO: Council Downtown Committee
FROM: Director of Community and Economic Development
SUBJECT: Palmtag Building

RECOMMENDATION:

That the Committee review and comment on this report.

DISCUSSION:

The Downtown has experienced positive change in recent years. City Hall provides a focal point and gateway for new commercial and residential activity. Browman Development has shown confidence in the future of Downtown and its investments have helped revitalize the area. In September 2003, Browman purchased the Palmtag buildings, consisting of two separate structures at 838-880 B Street, at the northwest corner with Mission Boulevard. The two-story building, in the easterly portion of the site, has experienced deferred maintenance, architectural alterations, and structural deterioration over the years. This has resulted in unattractive street fronts with inappropriate metal awnings and architectural features, obstructed transom windows, conflicting styles of storefront glazing, and an unattractive color palette.

The Palmtag buildings were constructed in the 1920s. However, the buildings retain few of the original architectural features as shown in Attachment A. An assessment of the properties within the Marks Historic Rehabilitation District, November 1993, indicates that, although these buildings are over 50 years old, they lack architectural integrity. With this determination, the State Historic Preservation Officer would not comment on this project.

Browman Development presented plans to renovate the two-story building to the Committee in March of 2006. The proposed improvements would have revived the Vernacular Victorian commercial architecture that was typical for Downtown Hayward at the time these buildings were constructed (see Attachment B). A portion of the improvements were to be paid with proceeds made available from the City's façade improvement program. The building was vacated in anticipation of the reconstruction and Browman Development entered into an agreement with *Peet's Coffee* for the 1,700-square-foot space formerly occupied by *Silver Spoon Hofbrau*. Since that time, Browman Development has found that renovation of the existing building would not be economically feasible due to a combination of a seismic retrofit, the effects of the local rent structure, and the costs of upgrading the electrical service.

Browman Development now proposes to deconstruct the existing two-story building, and slightly more than one-half of the adjacent one-story building to the west, and construct a new one-story building with varying roof heights. The affected portion of the one-story building contains *Bottle &*

Book House, a florist, and an intermediate vacant space. The portion of the building containing *B Street Bar & Grill* would be retained due to the existing lease constraints.

The newly-proposed building would be more contemporary than that previously contemplated, but would retain many features of the Vernacular Victorian style originally planned (see Attachment D). The design retains rich detailing to enliven the pedestrian experience. The arched main entry on B Street would be replicated to service a second tenant space of 3,778 square feet. This tenant's raised parapet would create a prominent feature visible from the B Street/Mission Boulevard intersection. Storefront glazing would provide window-pane patterns typical of the historic architectural styles of Downtown. The patterns would further distinguish the two tenant spaces, with smaller window panes at *Peet's Coffee*. The continuous metal awning is replaced with segmented fabric awnings to fit the storefront openings. The building is capped with an entablature featuring a cornice with dentils, similar to that of the earlier-proposed building and in the historic theme of Downtown. An earth-tone color palette uses darker colors to reinforce the pedestrian level and the cap of the building. Staff recommends that the bulkhead at the base of the building along the street elevations be faced with tile, or other similar treatment; with the stucco finish, as proposed, being suitable along the north elevation, facing the parking lot. The now-blank north elevation, facing the *Albertson's* parking lot, is punctuated with new door and window openings for both tenant spaces, and is provided with the same level of architectural detail as the street frontages. These improvements will link the proposed building to the *Albertson's* center and its shops.

Browman Development anticipates starting construction as early as late December 2007, with completion in October 2008. The tenants could then complete their improvements and be ready to open for business for Thanksgiving 2008. In addition to *Peet's Coffee*, Browman has been working with an identified tenant on a lease for the larger space.

CONCLUSION:

Review of a Site Plan Review application for the project by the Planning Commission is planned, and a building permit is required for the construction. The overall design concept is very well developed and would enrich a major focal point of the Downtown. Staff views this proposal as continued progress towards the City's goals for Downtown. The new construction will enhance the general appearance of Downtown and will generate new vitality.

Prepared by:



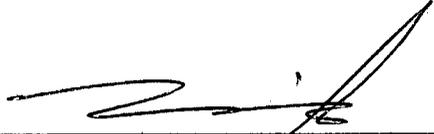
Richard E. Patenaude, AICP
Principal Planner

Recommended by:



Susan J. Daluddung, PhD
Director of Community and Economic Development

Approved by:



Frances David, Acting City Manager

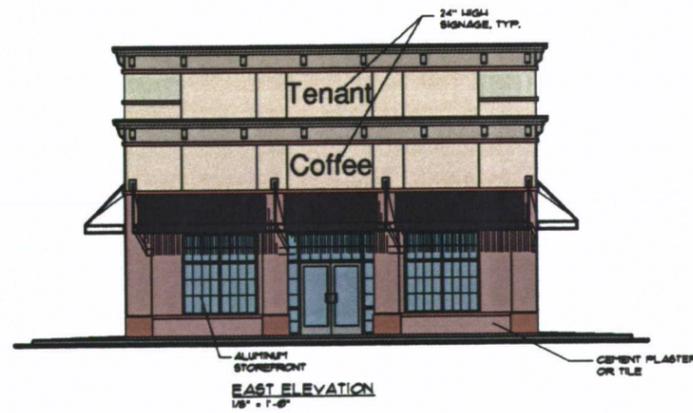
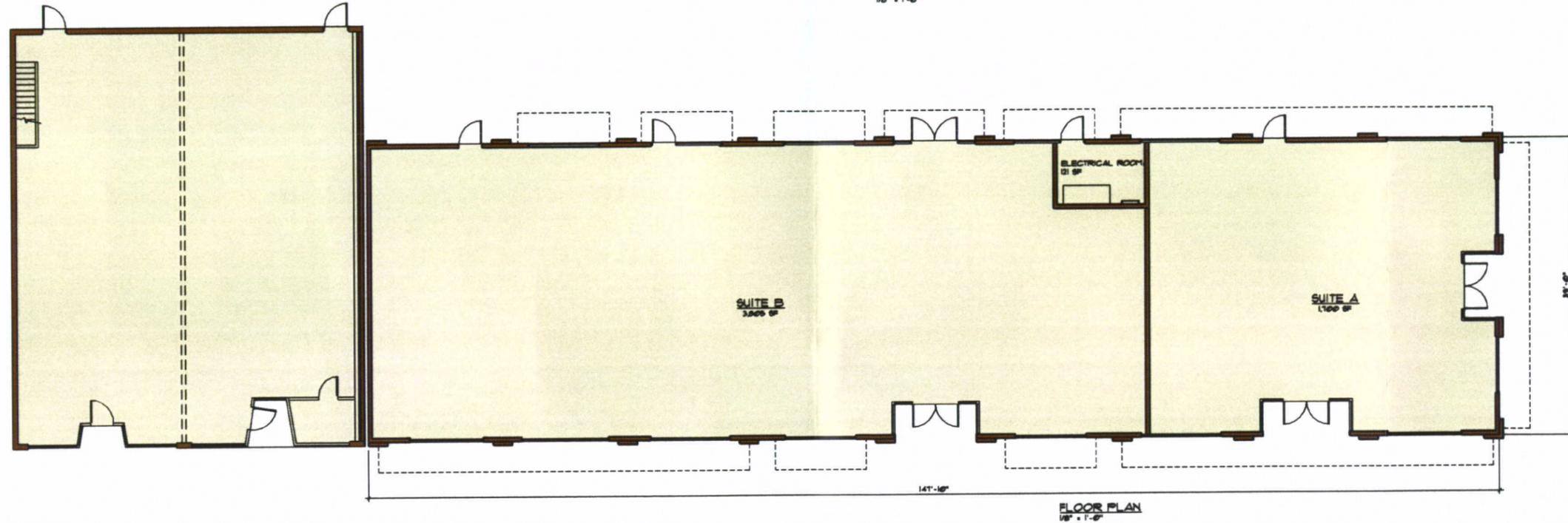
Attachments:

- A. Historic Photograph
- B. Aerial Photograph
- C. March 2006 Proposal
- D. Current Proposal









Project: **Palmtag Retail Building**
 880 "B" Street
 Hayward, CA

Owner **BDC Palmtag, L.P.**
 100 Swan Way, Suite 206, Oakland, CA 94621-9701
 510,430-9701

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June 20, 2007

Preliminary Floor
 Plan and Elevations

A