

## **COUNCIL DOWNTOWN COMMITTEE**

**Monday, August 24, 2009**

**7:00 p.m.**

**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 public comments 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. Proposed B & Main St. Wine and Jazz Club
2. Downtown Hayward Farmers Market – Mid-Summer Report

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CITY OF  
**HAYWARD**  
HEART OF THE BAY

**DATE:** August 24, 2009  
**TO:** Council Downtown Committee  
**FROM:** Development Services Director  
**SUBJECT:** Proposed Wine and Jazz Club / Restaurant – Dariel Gilder/ Alfred Antonini and Ken Mitchell (Applicant/Owners)

The Project is Located at 1004 and 1010 B Street

**RECOMMENDATION:**

It is recommended that the Committee reviews and comments on the project plans and this report.

**DISCUSSION:**

Dariel Gilder, applicant, proposes to utilize the existing buildings located at the northeast corner of B Street and Main Street to operate a wine and jazz club / restaurant. The historic bank building at 1004 B Street is proposed to house the jazz and blues club with a full bar while the adjacent building at 1010 B Street will house the restaurant and wine component. It is envisioned that the two buildings will be connected via a doorway and operate as one business, which the applicant is calling the "B Street Jazz Vault."

*1004 B Street - Jazz and Blues Club Summary*

The B Street Jazz Vault proposes to operate from 5:00 p.m. to 2:00 a.m. with a happy hour between 5:00 pm and 7:00 pm. The venue will feature world-class jazz and blues artists as well as local and amateur music talent. There are also plans to have music workshops and classes during non-business hours. The live music is envisioned for Thursdays through Sundays with local talent on Tuesday evenings. Tickets will be available for the live music concerts both through Ticketmaster and other outside ticket vendors, as well as on the venue website when it is established. The jazz and blues club will feature a full bar to provide beverages to the patrons and food service from the adjacent restaurant will also be available for purchase except during live music.

The jazz club proposes seating on two levels with a mix of bar stools, lounge seating, small cocktail tables, and booths. The seating on the main floor is provided at varying levels to provide visibility for concerts. The main floor features a full bar that is multisided to provide access to all areas of the club. This floor features a raised stage for the live music and will permanently house a piano. At the rear of the main floor, within the former bank vault, will be a VIP room that has a

mix of lounge and table seating and will feature another full bar. Additional seating will be provided on the mezzanine level that will overlook the main floor and provide a different perspective for listening to the live music. Restrooms are proposed on both floors. The second floor also contains an office. The interior would have a contemporary design.

### 1010 B Street – Restaurant Summary

The restaurant is proposed to open from 11:00 am-3:00 pm for lunch and then again from 5:00 pm to 2:00 am for dinner. The cuisine for the restaurant will be gourmet tapas and small plates. Beer, wine, and champagne will be the featured beverages. The restaurant will also feature numerous Enomatic machines, both at the front of the restaurant and along the western edge, which will dispense wine by the ounce, providing the community with a unique wine tasting experience. At this time it is envisioned that the featured wines will all be from California. The restaurant may also host wine and food pairing classes, and wine education classes.

The restaurant is proposed to have seating on two levels with the tables a mix of bar stools, couch lounge seating, and regular tables. The kitchen will be open to the restaurant's main floor. The second floor seating is on a mezzanine level at the front of the restaurant overlooking the first floor. The interior is contemporary and is consistent with the design for the adjacent club venue. Restrooms are proposed on both floors and a business office is proposed on the second floor.

### Architecture

There are no proposals at this time to modify the exterior of either of the buildings. Since the two separate buildings are proposed for one business, staff would encourage the applicant to include some elements in the exterior design for the restaurant building that would allow it to be more compatible with the historic bank building. This could be accomplished through use of similar colors or materials or even design features.

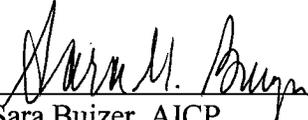
### Parking

The use is within the Central Parking District and thus no new parking spaces are required as part of the project. The use does have access to a small parking lot located behind the building at 1004 B Street. This lot will be restriped to provide a location for the required trash and recycling enclosure and parking spaces. There are currently 22 parking spaces available in the parking lot, however, after restriping, there may only be 18 parking spaces. Municipal Lot #1 is located approximately 180 feet west of the site and has about 110 parking spaces. Municipal Lot #2 is located approximately 180 feet east of the site and has approximately 184 parking spaces. The newest public parking garage, located behind Cinema Place, has approximately 244 parking spaces and the city parking garage located across from City Hall has 498 parking spaces. It has been determined that there are sufficient parking spaces within the downtown area via municipal parking lots and parking structures to serve the proposed project.

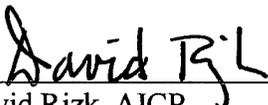
**CONCLUSION:**

The proposed project would introduce a new element to the nightlife in downtown Hayward, envisioned to be a regional attraction. It would provide a venue for jazz and blues artists to entertain and provide an upscale locale for dining and wine tasting. Committee comments provided at this meeting would aid in staff's review of the Conditional Use Permit application.

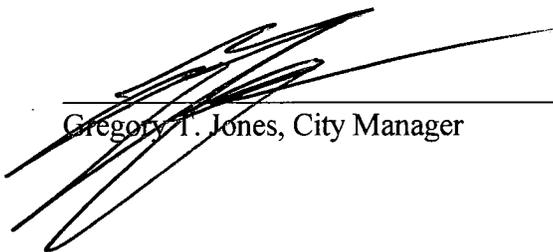
Prepared by:

  
\_\_\_\_\_  
Sara Buizer, AICP  
Senior Planner

Recommended by:

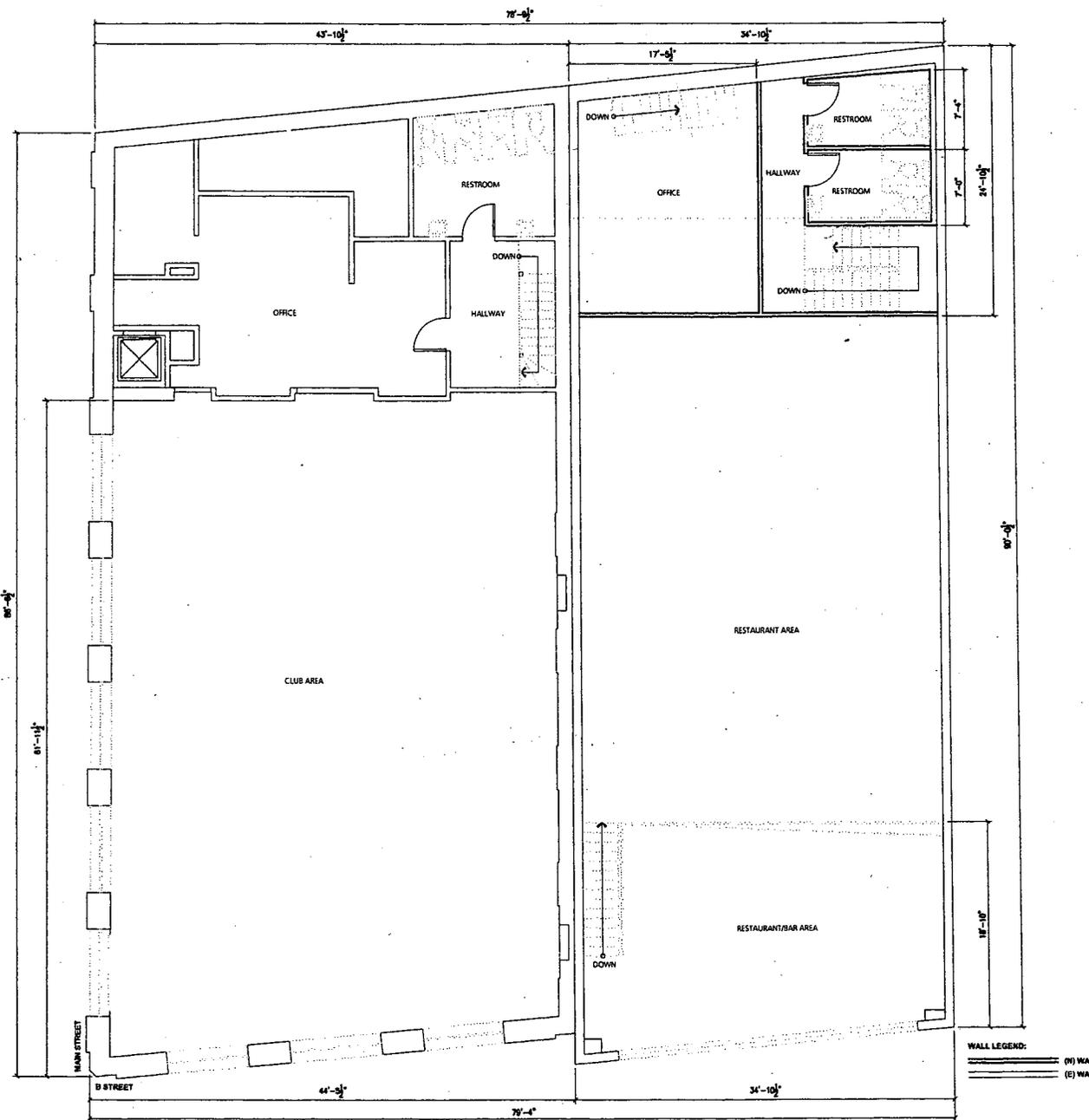
  
\_\_\_\_\_  
David Rizk, AICP  
Development Services Director

Approved by:

  
\_\_\_\_\_  
Gregory T. Jones, City Manager

Attachments: Plans





PROPOSED MEZZANINE FLOOR PLAN LAY OUT

FLOOR PLAN LAY OUT



WALL LEGEND:  
 (M) WALL  
 (E) WALL

**TEAC**  
 STRUCTURAL ENGINEERING

3180 Crow Canyon Place  
 Suite 205  
 San Ramon  
 CA 94583  
 T 925-275-0110  
 F 925-275-0126  
 www.teacengineers.com

PRELIMINARY  
 PROGRESS  
 SET

SET STATUS	DATE
<input checked="" type="checkbox"/> PRELIMINARY	04/14/09
<input type="checkbox"/> REVIEW ONLY	
<input type="checkbox"/> CONSTRUCTION	
<input type="checkbox"/> .....	-/-/-

REVISIONS:

CLIENT / PROJECT:

CARL BAILEY

ADDRESS:  
 648 GIGUERE COURT  
 SAN JOSE, CA 95133

TEL: (408) 891-4045  
 FAX: (650) 961-3634

ARCHITECT:

CHARON CAPRI  
 DESIGNS

ADDRESS:  
 ADDRESS  
 ADDRESS  
 TEL: 0000 XXX-XXXX  
 FAX: 0000 XXX-XXXX

PROPOSED  
 FLOOR PLAN  
 LAY OUT

PROJECT MANAGER:  
 ROL

SCALE:  
 1/4" = 1'-0"

PROJECT NAME & NO.:

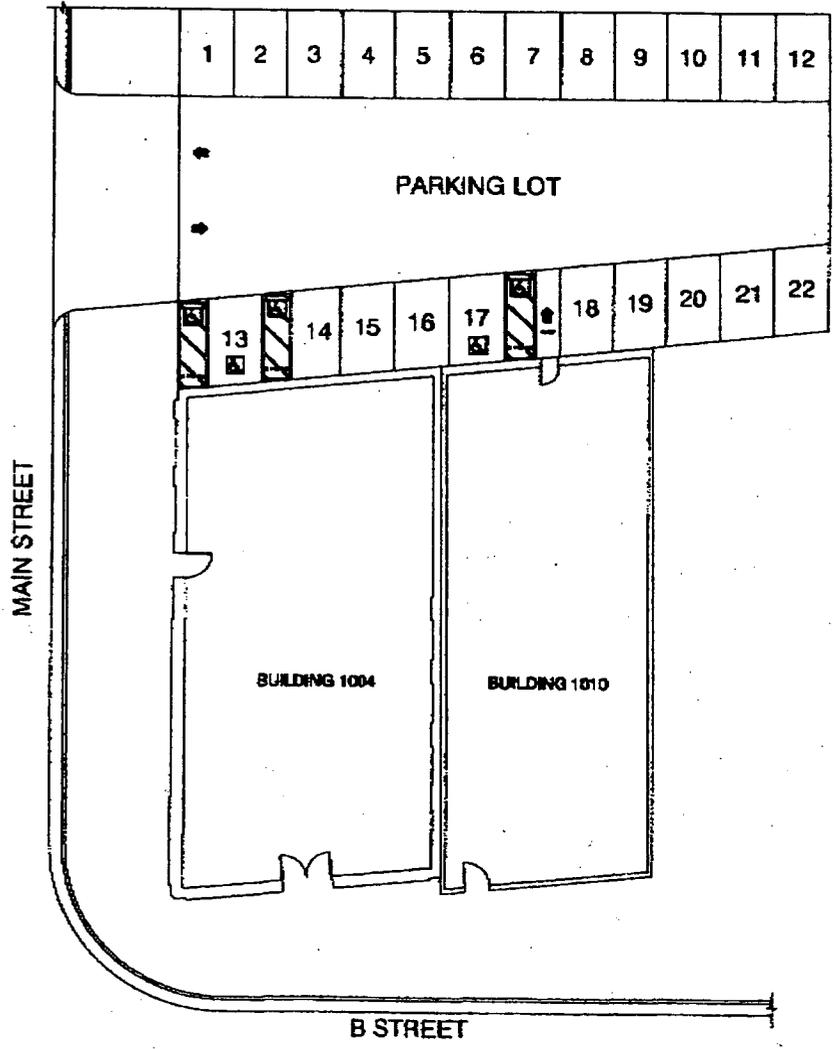
JAZZ BANK  
 RESTAURANT &  
 CLUB

ADDRESS:  
 1004 & 1010 B STREET  
 HAYWARD, CA

BL09C1

SHEET:  
 A.2

NOT FOR CONSTRUCTION UNLESS APPROVED BY GOVERNING AGENCY



PROPOSED SITE PLAN LAY OUT

SITE PLAN LAY OUT



3100 Canal Center Blvd  
Suite 202  
San Jose, CA 95128  
TEL: 408-277-0110  
FAX: 408-277-0112  
www.teac.com

PRELIMINARY  
PROGRESS  
SET

REV. NO.	DATE
1	02/14/10
2	
3	
4	

OWNER:  
DATE PREPARED:

CARL BAILEY

640 DEGRATE COURT  
SAN JOSE, CA 95128  
TEL: 408-891-4945  
FAX: 408-891-3624

DESIGNER:  
CHARON CAPRI  
DESIGNS

ADDRESS:  
1004 & 1010 B STREET  
TEL: 408-282-0000  
FAX: 408-282-0000

PROPOSED  
SITE PLAN  
LAY OUT

DISTRICT PROJECT NO.:

SCALE: 1/8" = 1'-0"

DISTRICT NAME & NO.:  
JAZZ BANK  
RESTAURANT &  
CLUB

ADDRESS:  
1004 & 1010 B STREET  
SAN JOSE, CA

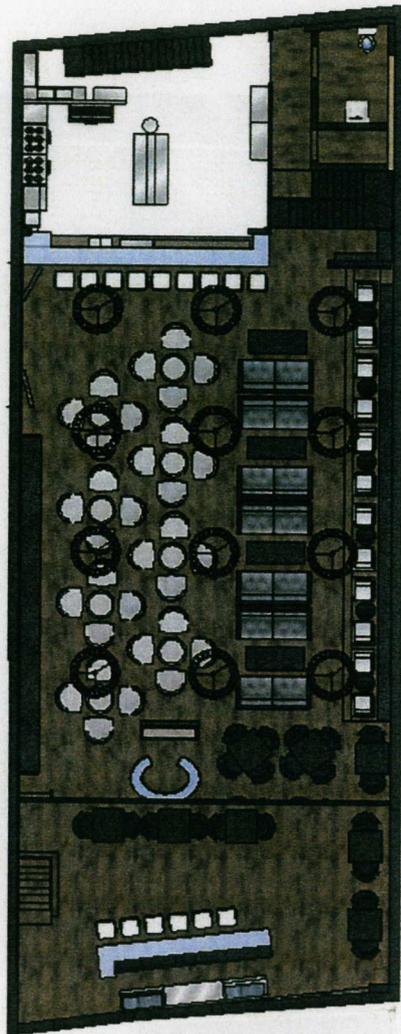
BL09C1

DATE:  
A.3

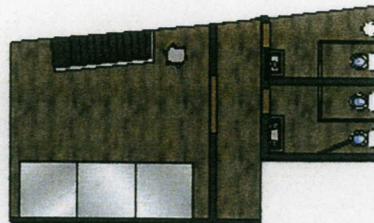


FOR CONSTRUCTION UNLESS APPROVED BY GOVERNING AGENCY

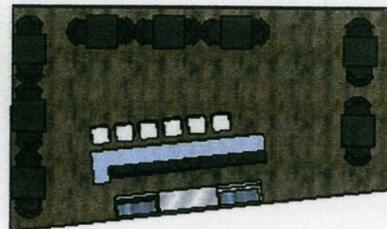
First Floor



Main Entrance



Rear Mezzanine



Front Mezzanine

B STREET

*Charon Capei Designs*  
ARTFULLY DESIGNED INTERIORS

JAZZ BANK RESTAURANT



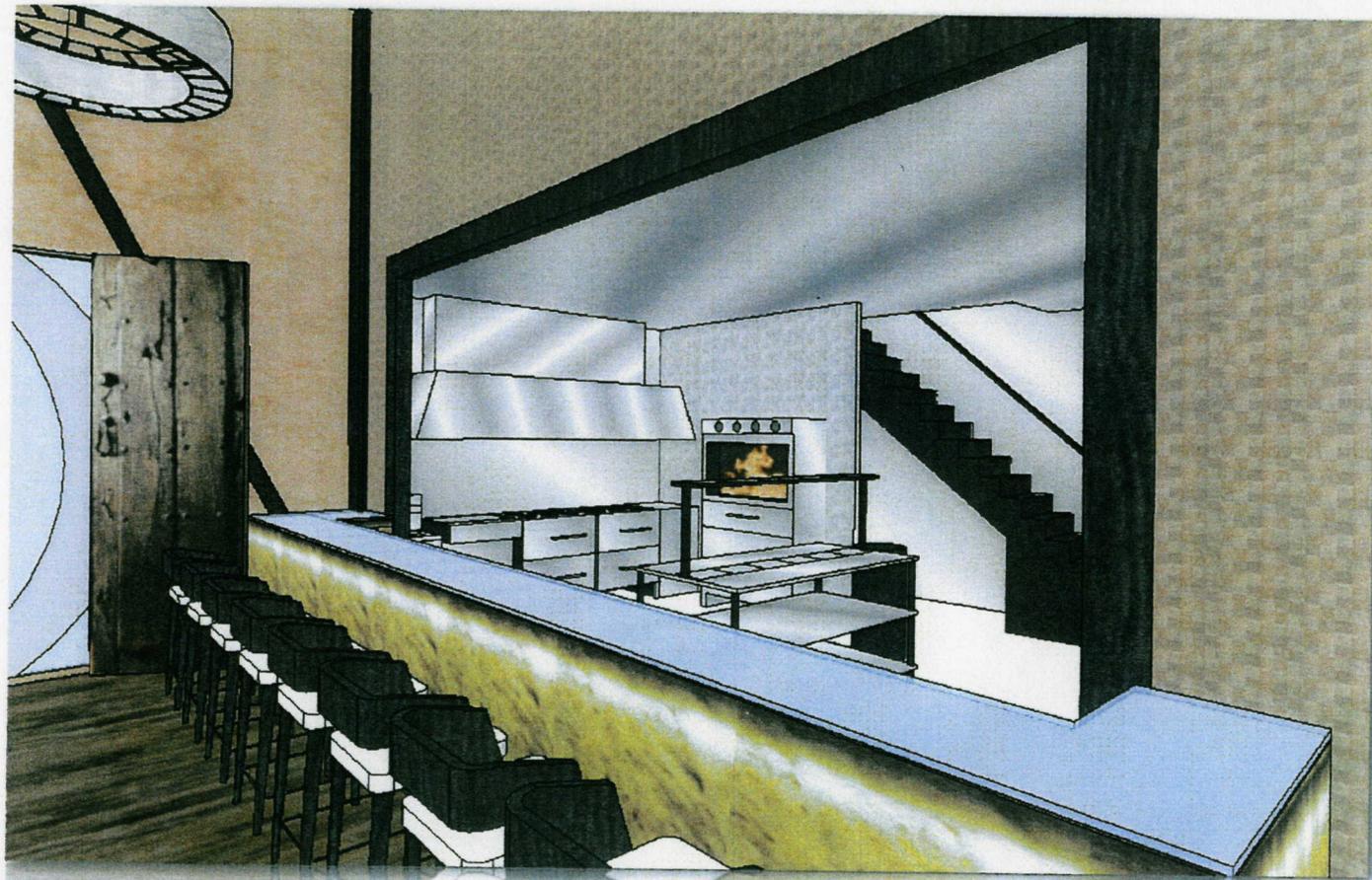
*Channon Capri Designs*  
ARTFULLY DESIGNED INTERIORS

JAZZ BANK RESTAURANT



*Charron Capri Designs*  
ARTFULLY DESIGNED INTERIORS

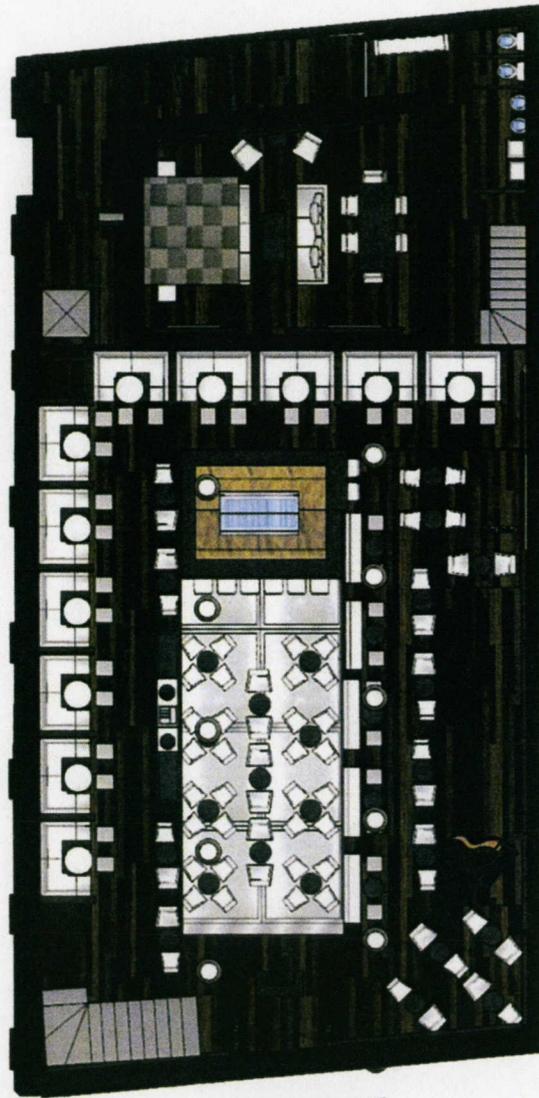
JAZZ BANK RESTAURANT



*Cherone Capri Designs*  
ARTFULLY DESIGNED INTERIORS

JAZZ BANK RESTAURANT

MAIN STREET

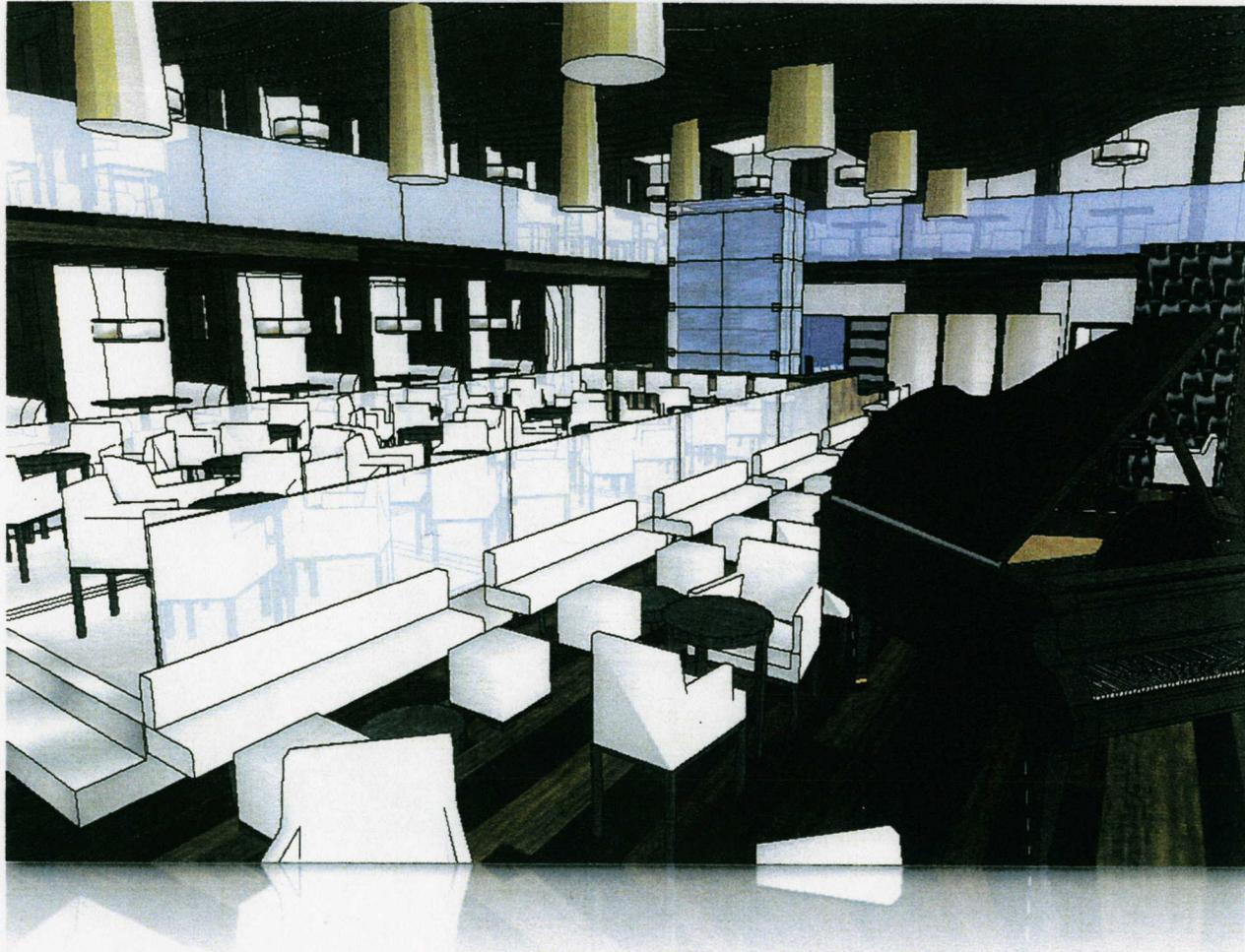


Main Entrance

B STREET

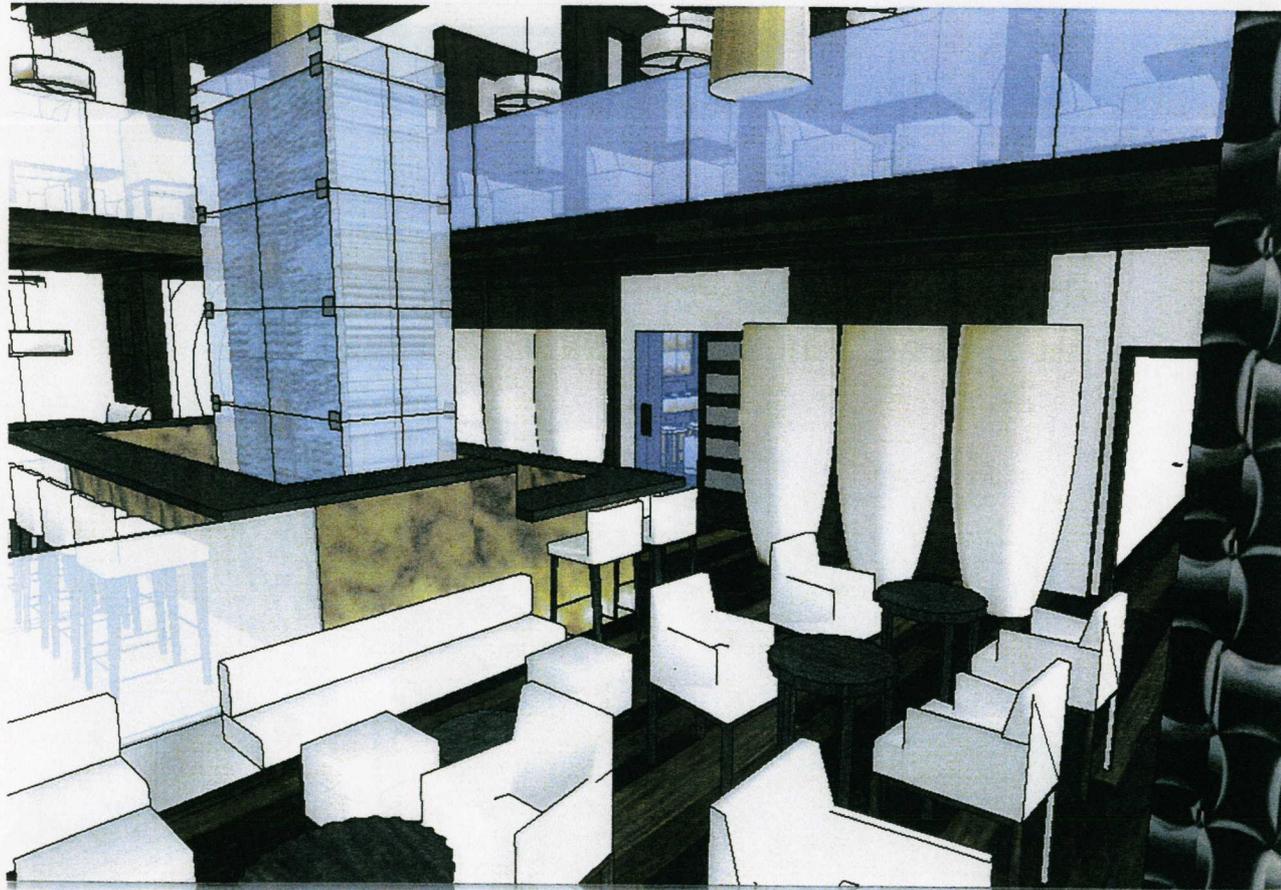
*Chamon Capri Designs*  
ARTFULLY DESIGNED INTERIORS

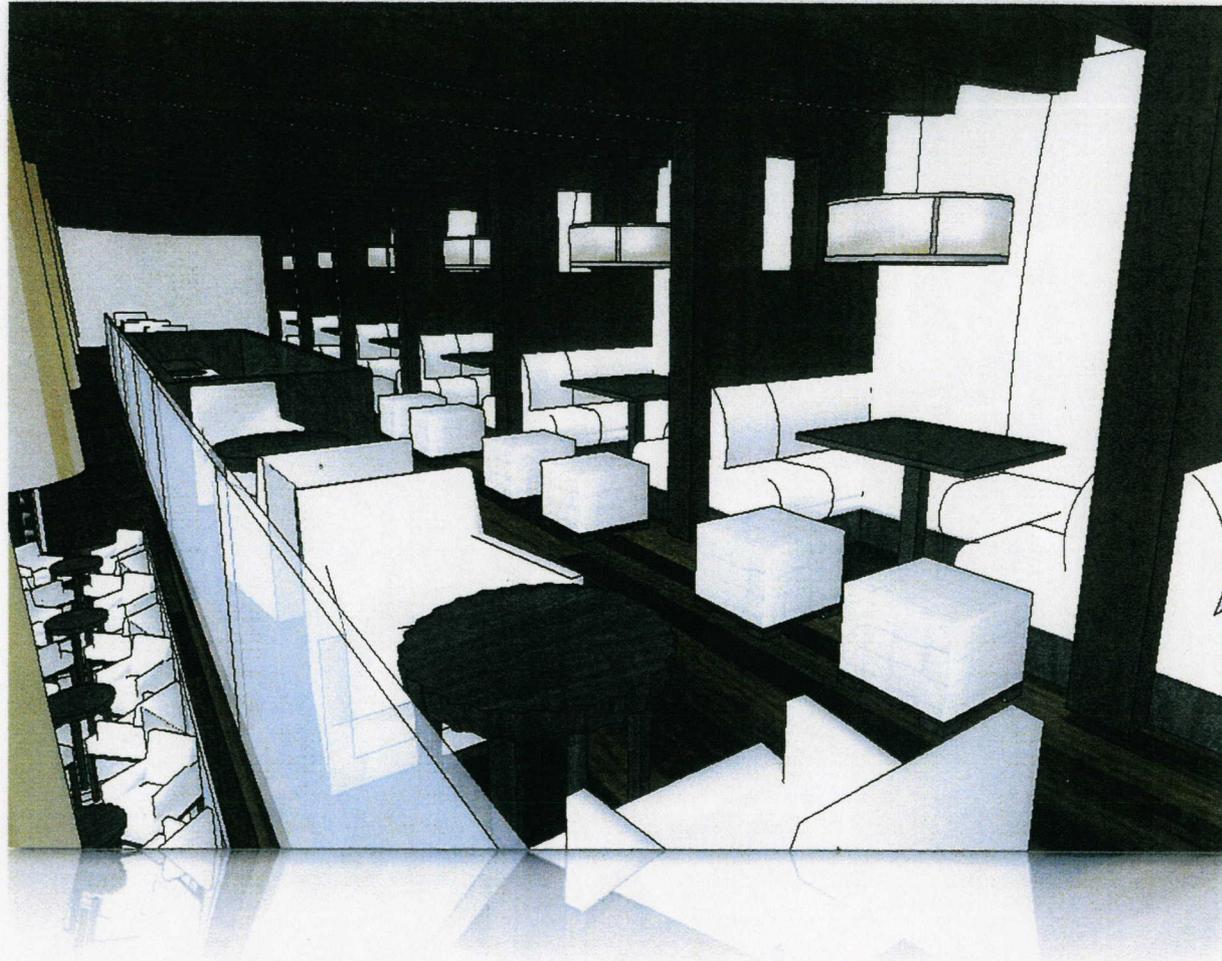
JAZZ BANK - CLUB



*Channon Capri Designs*  
ARTFULLY DESIGNED INTERIORS

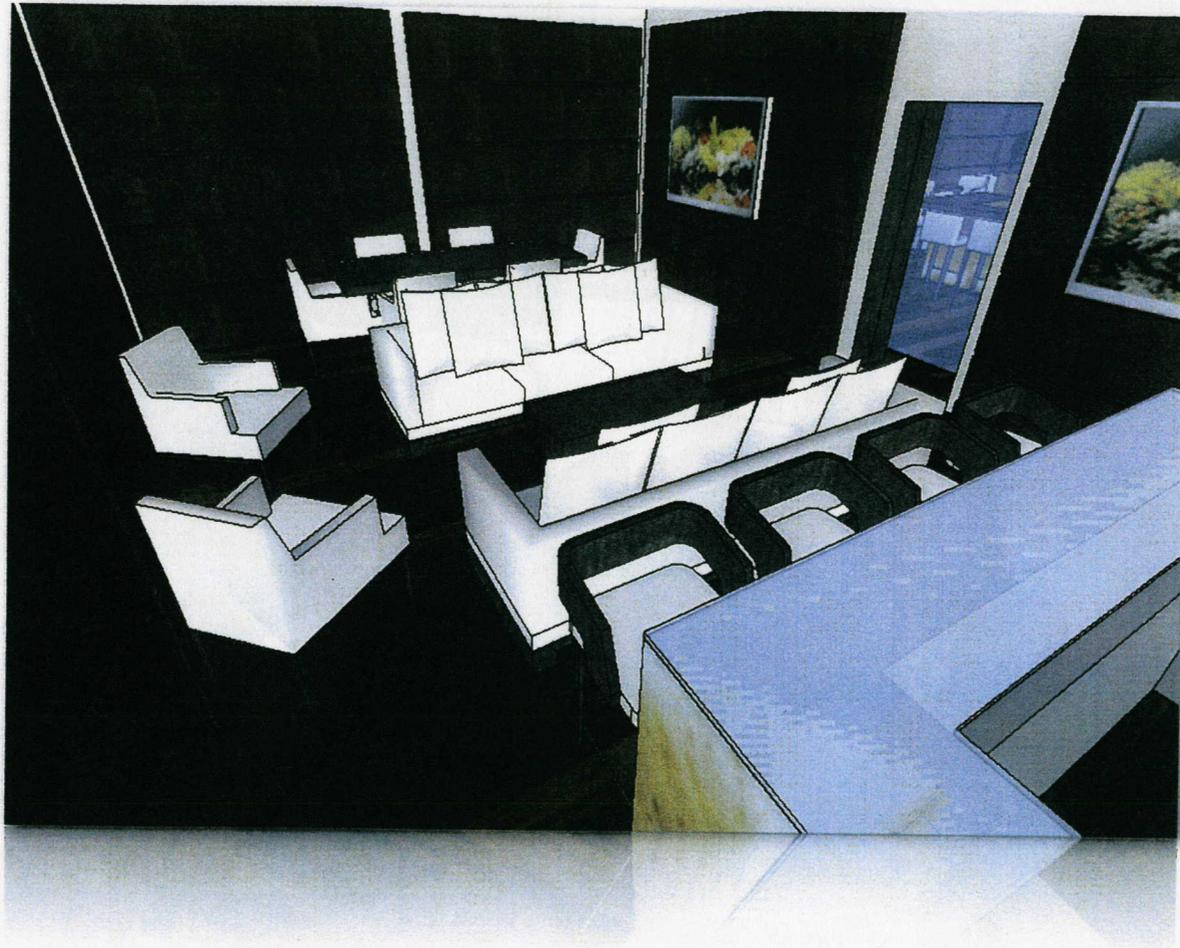
JAZZ BANK - CLUB





*Channon Capri Designs*  
ARTFULLY DESIGNED INTERIORS

JAZZ BANK - CLUB



*Channon Capri Designs*  
ARTFULLY DESIGNED INTERIORS

JAZZ BANK - CLUB VIP



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**DATE:** August 24, 2009  
**TO:** Council Downtown Committee  
**FROM:** Maret Bartlett, Redevelopment Director  
**SUBJECT:** Farmers Market Relocation - Update

**RECOMMENDATION**

It is recommended that the Council Downtown Committee reviews and comments on this report.

**DISCUSSION**

The Marin Farmers Market (MFM) was relocated on May 9, 2009 to Watkins Street between B and C Streets, and including a portion of City Hall Plaza. The move was supported by downtown business owners and the Council Downtown Committee in the anticipation that the Market would increase in terms of the number and quality of vendors and people shopping at the market and visiting the downtown. Summer is a peak season for the Farmers Market and since the relocation 40 new vendors have been added. A detailed list of the new vendors is included in the attached "Farmers Market Quarterly Report". The new vendor list includes growers, prepared and prepackaged foods, artisans, and commercial businesses. The Friends of the Hayward Public Library are also becoming a weekly vendor at the Farmers Market.

Attached is a report from the Market Manager, Mr. Brad Burger, which provides detail regarding the quality of the market since its move. Mr. Burger plans to attend the CDC meeting. Staff's assessment is that the market move has been successful and beneficial for the community. The use of City Hall Plaza area has worked out well. While there have been several complaints from a member of the community regarding trash pick-up at the end of the market, staff has not found this to be an issue at this time, and the plaza area appears to remain clean.

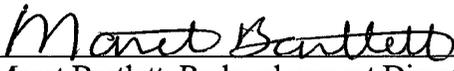
During the Blues Festival, the Farmers Market was moved one block over to the C Street to D Street section of Watkins Street at the Market Manager's request in order to avoid confusion as to the location of the market, due to its recent relocation.

## PUBLIC CONTACT

This item was discussed at the Council Downtown Committee (CDC) meeting on September 22, 2008, at the Downtown Business Improvement Area Advisory Board meeting on April 1, 2009, and again at the CDC meeting of April 27, 2009.

Staff and MFM will work to respond to any comments that arise during the CDC meeting, and will continue to monitor the Market. Staff will continue to receive regular monitoring reports on public use of the market.

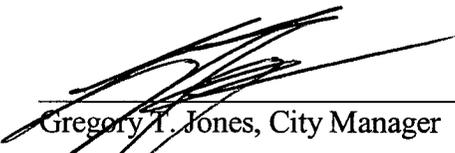
Prepared by:

  
Maret Bartlett, Redevelopment Director

Recommended by:

  
Fran David, Assistant City Manager

Approved by:

  
Gregory T. Jones, City Manager

Attachment: Marin Farmers Market Summer 2009 Quarterly Report

# Farmers Market Quarterly Report

Check which Quarter and Season Report Covers:

- First Quarter:** May – July 30, 2009       **Second Quarter:** Aug. - Oct. 30, 2009  
 **Third Quarter:** Nov. – Jan, 2010       **Fourth Quarter:** Feb. – April 2010

## I. Vendors Report

Spring Season

Market Vendor Breakdown	Number July 2008	Number July 2009
Growers	25	38
Food Purveyors	5	8
Prepackaged Food	0	11
Artisans	2	7
Commercial Businesses	0	5
<b>Total</b>	<b>32</b>	<b>72</b>

Summer Peak Season

Market Vendor Breakdown	Number Oct. 2008	Number Oct 2009
Growers		
Food Purveyors		
Prepackaged Food		
Artisans		
Commercial Businesses		
<b>Total</b>		

Fall Season

Market Vendor Breakdown	Number Jan. 2009	Number Jan. 2010
Growers		
Food Purveyors		
Prepackaged Food		
Artisans		
Commercial Businesses		
<b>Total</b>		

**Notes Regarding Vendors:**

The Hayward Market has made several additions to its weekly line-up. Noteworthy additions are as follows:

- **Growers:**
  - Van Groningen – corn and a variety of melons
  - Hamada Farm – stone fruit, tomatoes
  - Rocket Farm – begonias and assorted flowers
  - Terry Farm – stone fruit
  - Hayward Community Garden – honey and assorted vegetables
  - Bravo Produce – stone fruit and apples
  - Twin Peaks Orchards – stone fruit
  - Rainbow Orchards – blueberries, apples, stone fruit
  - Tripe Delight Blueberries - blueberries
- **Prepared Food:**
  - Small Potatoes
  - Simply Garlic
  - Flying Falafel
- **Prepackaged Food:**
  - Shelly’s Desserts
  - Cane River Gumbo Company
  - Swiss Delice
  - Studebaker Cheesecake
- **Artisans:**
  - Georgia Stewart
  - Pearls Roxanna
  - Zippydooda
  - Scott Wilson Pottery
- **Commercial businesses:**
  - Hayward Public Library (Friends of the Hayward Public Library)
  - Bay City Bouncers
  - Early Start Music

**II. Condition/Status Report**

<p><b>Public/Shopper Turn-out</b></p>	<p>The response from the general public has been overwhelmingly positive. Most have expressed their approval to the new environment, saying it’s, “much more open” and “friendlier” than the previous location on Main St. Although we have not completed any research surrounding customer traffic, one could speculate that foot traffic has increased do the increased sales of vendors.</p> <p>There have been some negative responses, mostly related to parking and the loss of business to Main St stores. Some customers have expressed their concern about available parking close to the market. However, their concerns quickly diminish when they are given directions to the adjacent parking garage. An additional concern is related to the negative impact the move has had on businesses on Main Street. Some feel relocating the market has hurt smaller businesses on and surrounding Main Street.</p>
<p><b>Community Participation in the Market (i.e. volunteers, community groups etc.)</b></p>	<p>The market has received some much needed assistance from the local community. In particular, we have two very enthusiastic volunteers who assist in areas of market management, programming</p>

	<p>and overall market development. They both volunteer every weekend for approximately 5 hours. Some of the current projects they are working on are as follows: implementation of biodegradable plastic bags and composting program, development of a recycling program, informing low income families about our EBT/food stamp program and customer education surrounding the benefits of buying local.</p> <p>We are also working with the Hayward Community Gardens on greening the market through a recycling program. The Hayward Community Gardens has identified students from Tennyson High School who would like to initiate such a program.</p> <p>The Friends of the Hayward Public Library have also joined forces with the market. They are using the customer base of the market to both educate the public about library programs, and as a fundraiser, through a bi-weekly used book sale.</p>
<p><b>Marketing Strategies</b> (to increase number of vendors &amp; shoppers)</p>	<p>The organization is taking the necessary steps to increase the awareness of not only the Hayward Market, but the other two markets in Newark and Oakland. Advertisements have been published in the Edible East Bay, Oakland Tribune, East Bay Monthly and our E-newsletter. In addition, we have invested in banners which have been placed at intersections around the City Hall Plaza.</p> <p>Future investments will be put into the market itself in the form of banners, better equipment and facilities. The idea being that we want to create an improved shopping environment for all who come to the market.</p>
<p><b>Environmental Conditions</b> (Trash, parking, disturbances, etc.)</p>	<p>Preserving the environment around City Hall is a major priority of the organization. Keeping the environment safe, clean and enjoyable for all is an important aspect of developing the market and the community it aims to serve. The market is making steps to rid the market of plastic bags. We are doing this is by encouraging customers to bring their reuseable shopping bags and by selling reuseable shopping bags at our Information Booth. We are aiming to introduce biodegradable bags in the coming months, which will also lessen environmental waste. Decreasing waste will always be a major priority of the market staff, vendors and customers.</p>
<p><b>Staffing</b> (Changes, additions)</p>	<p>The Hayward Market recently welcomed a new staff member, Matt Toy. Matt will act as an assistant to the current manager, Brad Burger. Matt will assist in every aspect of the market, including set-up, information booth, break-down, customer and vendor relations, market development, program development, etc. Matt is extremely passionate about working with people, food and communities.</p>
<p><b>Other Notes</b></p>	

Prepared By

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