

# Economic Development FORUM



ALAMEDA COUNTY  
Community Development Agency



***1<sup>st</sup> Quarter***

224 W. Winton Ave  
Room 109 6-7:30 PM  
March 7, 2018

# AGENDA

- Welcome & Introductions
- Developer Panel
- ECD In A Nutshell
- Key Projects
- Exciting New Development Projects
- Eden Area Signage Program
- Eden Area Events
- Eden Area Workshops and Seminars
- Future Forum Meetings

# DEVELOPER PANEL

# Cherryland Place

Stuart Rickard - Bay Area Urban LLC  
20095 Mission Blvd.



Massing Perspectives

# Mission & Mattox

Chris Zaballos - MLC

20095 Mission Blvd.

DEVELOPER  
PANEL





# Castro Valley Marketplace

Sudhish Mohindroo - SZFM

3295 Castro Valley Blvd

DEVELOPER  
PANEL



# ECD IN A NUTSHELL

- **New businesses moving into or expanding in the Eden Area**

Examples include: Revolution Foods and Trac Intermodal in San Lorenzo's Grant Avenue Industrial Park; Kitchen 1014 in Ashland; Lake Chabot Marketplace in Castro Valley; MCS Tax Professionals in Cherryland

- **Commercial Development**

Help property owners, developers & brokers develop or reuse commercial properties including: Retail Building at 20923 Castro Valley Blvd.; 21091 Foothill Blvd., 3210 Castro Valley Blvd., plus 15 more properties on a confidential basis.

- **Mixed-Use Development – work with private market developers**

including: Demmon Partners - Village Green Apartments project in San Lorenzo and MLC on 20478 Mission Blvd. in Cherryland.

# ECD IN A NUTSHELL Cont.

- **Reusing Former Redevelopment Agency Properties**

Through RFP's, ECD solicits developers: BAU for 20095-97 Mission Blvd. in Cherryland, and CV Marketplace for the former Daughtreys Dept. Store in Castro Valley

- **Site and Permit Information**

Direct assistance to over 55 businesses a year with zoning questions, help understanding the County's permitting process and site information

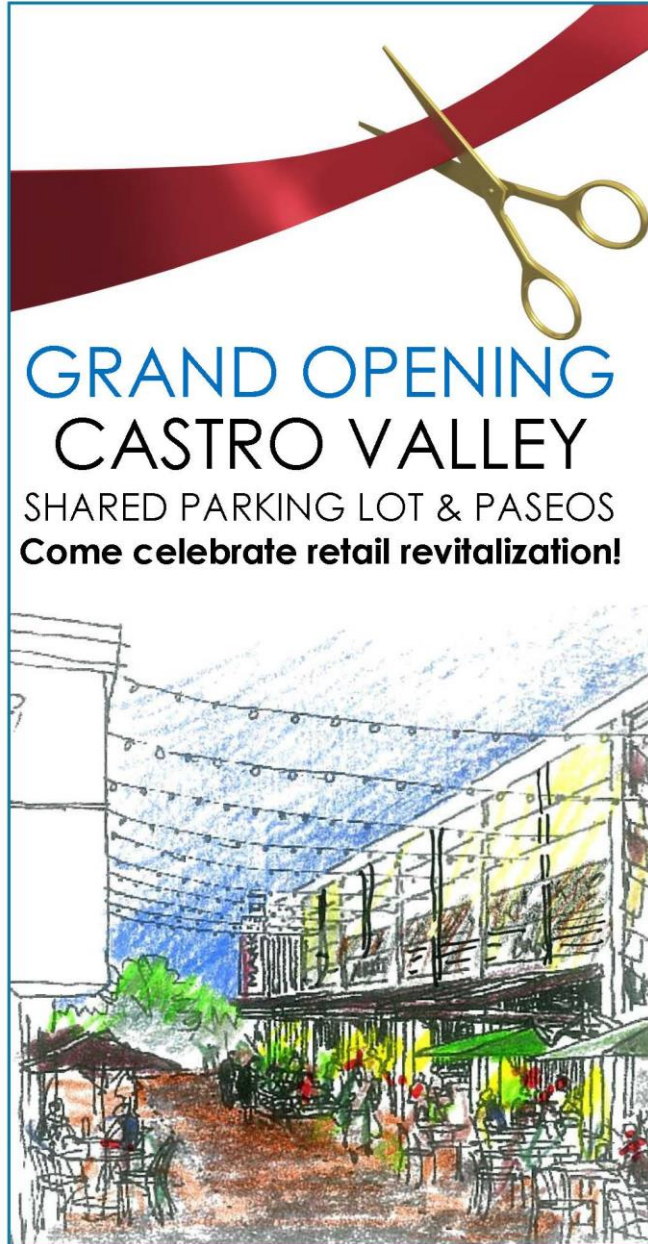
- **Business Capacity-building**

Food Business Entrepreneurial Training Academy (FBETA) – Intensive business skills training for more than 140 food entrepreneurs

Small Business Workshops - since 2014, over 450 businesses have attended a Workshop - every year, ECD funds five free workshops through the Alameda County Small Business Development Center



# KEY PROJECTS FOR 2018 Completed!



November 30, 2017

3:00 – 5:00 PM

3295 Castro Valley Blvd  
Castro Valley

Ribbon Cutting  
Dedication  
Refreshments

Hosted By:  
Alameda County  
Community  
Development  
Agency

For More Information:  
Kristin Perrault  
(510) 670-6506  
[www.acgov.org/cda/ecd](http://www.acgov.org/cda/ecd)



## Castro Valley - Shared Parking Grand Opening!

*Retail Revival- it's not just a parking lot!*

Construction Budget: \$4.8 Million  
Construction Schedule: April-Feb 2018  
Redgwick Construction Company





# KEY PROJECTS FOR 2018



Bring your family and friends out to celebrate the groundbreaking of the upcoming **Cherryland Community Center**.

Taking place on Boston Road with a short program and light refreshments. Street parking available along Hampton Road.

For More Information Contact Kristin Perrault  
| (510) 670-6506 | [Kristin.Perrault@acgov.org](mailto:Kristin.Perrault@acgov.org) |



## Cherryland Community Center Groundbreaking!

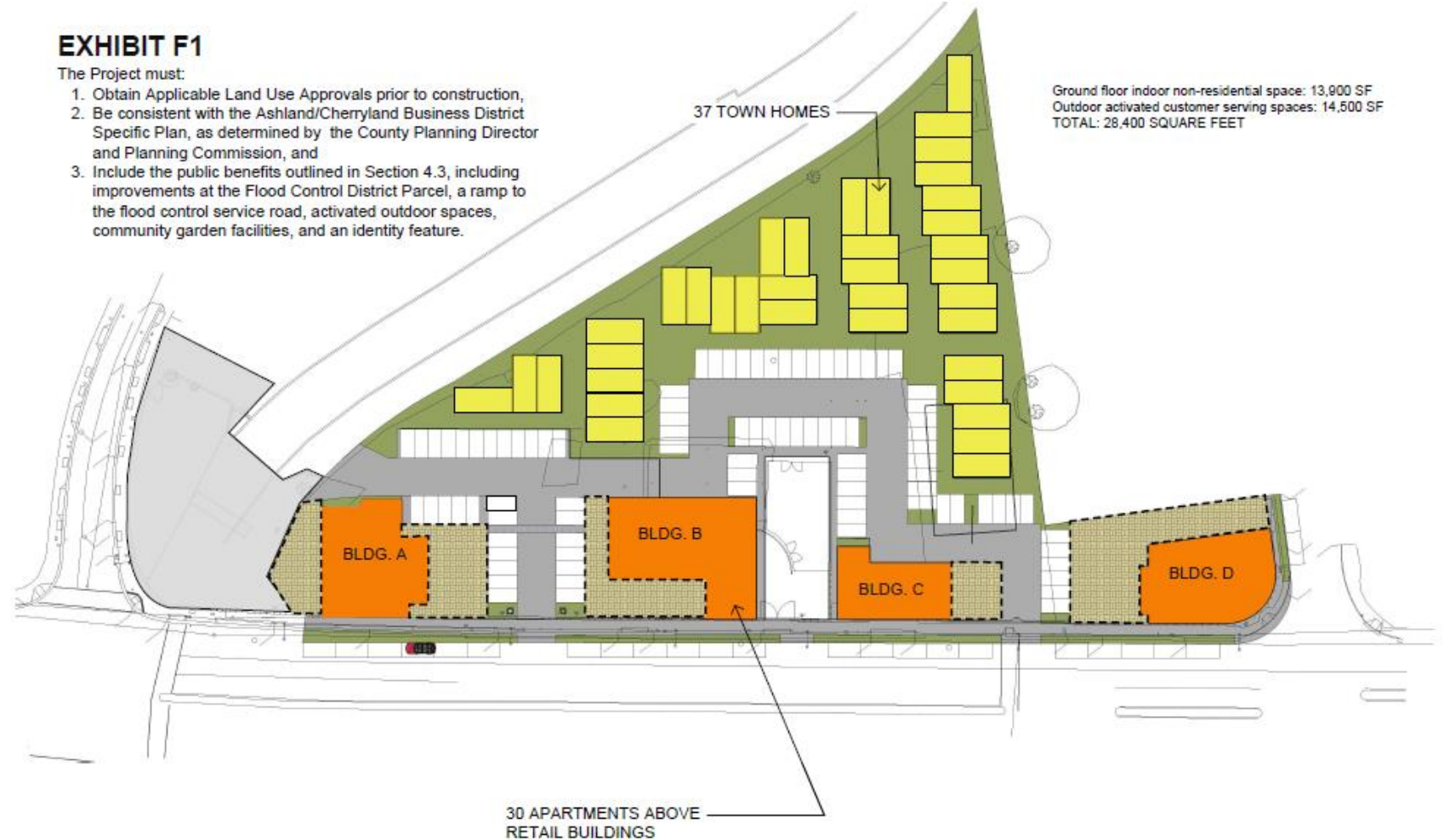
- Board of Supervisors awarded construction contract to **Vila Construction** on *February 27, 2018*.
- 15 Months of Construction. Completed in the summer of 2019
- HARD will operate.

**EXCITING NEW  
DEVELOPMENT  
PROJECTS**

## EXHIBIT F1

The Project must:

1. Obtain Applicable Land Use Approvals prior to construction,
2. Be consistent with the Ashland/Cherryland Business District Specific Plan, as determined by the County Planning Director and Planning Commission, and
3. Include the public benefits outlined in Section 4.3, including improvements at the Flood Control District Parcel, a ramp to the flood control service road, activated outdoor spaces, community garden facilities, and an identity feature.





**EXCITING NEW  
DEVELOPMENT  
PROJECTS**

**Mission & Mattox - 20478 Mission Blvd –Rendinger**





EXCITING NEW  
DEVELOPMENT  
PROJECTS

Daughtrey's Building – 3295 Castro Valley Blvd. – Rendering



# San Lorenzo Mixed-Use Project

## New development planned at Hesperian & Paseo Grande

Developer meeting with San Lorenzo community to gather feedback/input

EXCITING NEW  
DEVELOPMENT  
PROJECTS



VILLAGE GREEN APARTMENTS  
DEMMON PARTNERS

CORNER OF PASEO GRANDE AND HESPERIAN BLVD - VIEW SOUTH  
SAN LORENZO, CA 9523 2017

o+d  
architecture design collaborative  
2225 South Pacific St.  
Sunnyvale, CA 95053  
www.o+d.com

Terry Demmon  
(650) 365-8130  
[terry@demmonpartners.com](mailto:terry@demmonpartners.com)



# Eden Area Signage Program-Collecting Feedback

## EDEN AREA SIGNAGE



ALAMEDA COUNTY ECONOMIC AND CIVIC DEVELOPMENT

Comment on the draft signage options for  
**The Eden Area Signage Plan**

Wayfinding and Gateway signage for: Ashland,  
Castro Valley, Cherryland, Fairview and San Lorenzo

**View the design options online or in-person and submit your comments!  
Don't miss this opportunity to have your voice heard  
Comment Period will close **March 30<sup>th</sup>, 2018****

### Background:

Alameda County is developing the Eden Area Signage Plan to outline wayfinding and gateway signage for areas of urban unincorporated Alameda County, including: Ashland, Castro Valley, Cherryland, Fairview and San Lorenzo. Construction and installation of signage will not occur at this time, but this information will be utilized when construction funds have been identified. Prior to filling out the physical or online survey, please take a minute to review the Icon, Wayfinding Design and Gateway Options.

### Online Survey:

[www.surveymonkey.com/r/EdenAreaSignage](http://www.surveymonkey.com/r/EdenAreaSignage)



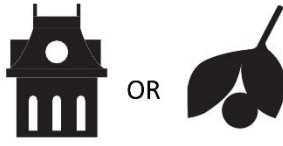
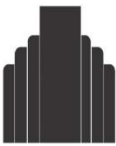
# WAYFINDING DESIGN OPTIONS

## EDEN AREA SIGNAGE

	Ashland	Castro Valley	San Lorenzo	Cherryland	Fairview
Option 1	 ↑ Freeway Entrance → County Facility	 ↑ Freeway Entrance → County Facility	 ↑ Freeway Entrance → County Facility	 ↑ Freeway Entrance → County Facility	 ↑ Freeway Entrance → County Facility
Option 2	 ↑ Freeway Entrance → County Facility ↖ Retail District	 ↑ Freeway Entrance → County Facility ↖ Retail District	 ↑ Freeway Entrance → County Facility ↖ Retail District	 ↑ Freeway Entrance → County Facility ↖ Retail District	 ↑ Freeway Entrance → County Facility ↖ Retail District
	↑ Freeway Entrance	↑ Freeway Entrance	↑ Freeway Entrance	↑ Freeway Entrance	↑ Freeway Entrance
Option 3	 ↑ Freeway Entrance → County Facility ↖ Retail District	 ↑ Freeway Entrance → County Facility ↖ Retail District	 ↑ Freeway Entrance → County Facility ↖ Retail District	 ↑ Freeway Entrance → County Facility ↖ Retail District	 ↑ Freeway Entrance → County Facility ↖ Retail District

# ICON DESIGN OPTIONS

ICON



CURRENT



INSPIRATION



San Lorenzo

Castro Valley



Ashland

Fairview

Cherryland

# EDEN AREA SIGNAGE

# EDEN AREA SIGNAGE



Don Castro-Night Heron



Sulfur Creek-Owl



Historic Lone Tree



Rolling Hills



# EDEN AREA SIGNAGE



Meek Estate



Cherry Fruit Tree

# EDEN AREA SIGNAGE

## Outline of Public Process

Economic Development (July 12)

Electronic Survey on Design Preferences (August 1-November 30)

- ✓ Castro Valley Municipal Advisory Comm. – September 2017
- ✓ Cherryland Community Association – September 2017
- ✓ San Lorenzo Village Homes Association – September 2017
- ✓ Ashland Association – October 2017
- ✓ San Lorenzo First- October 2017
- ✓ Castro Valley Chamber of Commerce– November 2017
- ✓ Fairview Municipal Advisory Comm. – November 2017
- ✓ ECD Economic Development Forum – November 2017

Unincorporated Services Committee

Board of Supervisors for Plan Approval.

**When:** Saturday, July 21, 2018

**Where:** San Lorenzo Theater.

<http://www.showtimeinsanlorenzo.org>

Merchant Specials, Live Music, Entertainment, Theater tours, Outdoor Movie.

# EDEN AREA EVENTS



## LORENZO THEATER TOURS

2:00PM - 6:00PM

**Murals Visible Under Black Light.  
First Come. First Served Tour Tickets**



## OUTDOOR MOVIE FUN 5:00-10:00PM

MOVIE STARTS AT 8:30PM

**Bounce Houses. Face Painting. Rock Wall.  
Food Trucks. Family fun**

**Bring your own chair/blanket**





# 2018 Food Business Entrepreneurial Training Academy

## EDEN AREA WORKSHOPS & SEMINARS

### Developing Your Own Food Business A 10-part Seminar Series

Offered by The Alameda County SBDC and The Alameda County Community Development Agency



Thinking of launching a food product or opening a restaurant/cafe?  
Learn the critical aspects of how to start and succeed in the  
specialty food business!

**Space is Limited - No Cost to Attend**

**FBETA & Advanced FBETA  
East County FBETA:**  
April-May 2018, Dublin

Sign Up → <http://www.acsbdc.org/>



# 2018 Small Business Workshops –Free!

## EDEN AREA WORKSHOPS & SEMINARS



### **Small Business Workshops**

**Friday March 30th, 2018-Alternative Funding-REACH**

**Friday April 27th, 2018-Social Media & Marketing-Castro Valley Library**

# FUTURE FORUM MEETINGS

**2<sup>nd</sup> Quarter:** June 6<sup>th</sup>, 2018 @ 6:00-7:30pm

**3<sup>rd</sup> Quarter:** September 5<sup>th</sup>, 2018 @ 6:00-7:30pm

**4<sup>th</sup> Quarter:** December 5<sup>th</sup>, 2018 @ 6:00-7:30pm

**Location:** 224 W. Winton Avenue, Rm 109, Hayward CA 94541

