

# Economic Development FORUM



ALAMEDA COUNTY  
Community Development Agency



***3rd Quarter***

224 W. Winton Ave  
Room 109 6-7:30 PM  
September 5, 2018

# AGENDA

- Welcome & Introductions
- Tour of Eden Area Key Projects
- Eden Area Events
- Eden Area Workshops and Seminars
- Future Forum Meetings

Eden Area  
Key Projects

**East 14<sup>th</sup> &**  
**Hesperian Streetscape**  
*Maurice Kaufman*  
Alameda County Public Works  
Agency





East side - Protected Bikeway

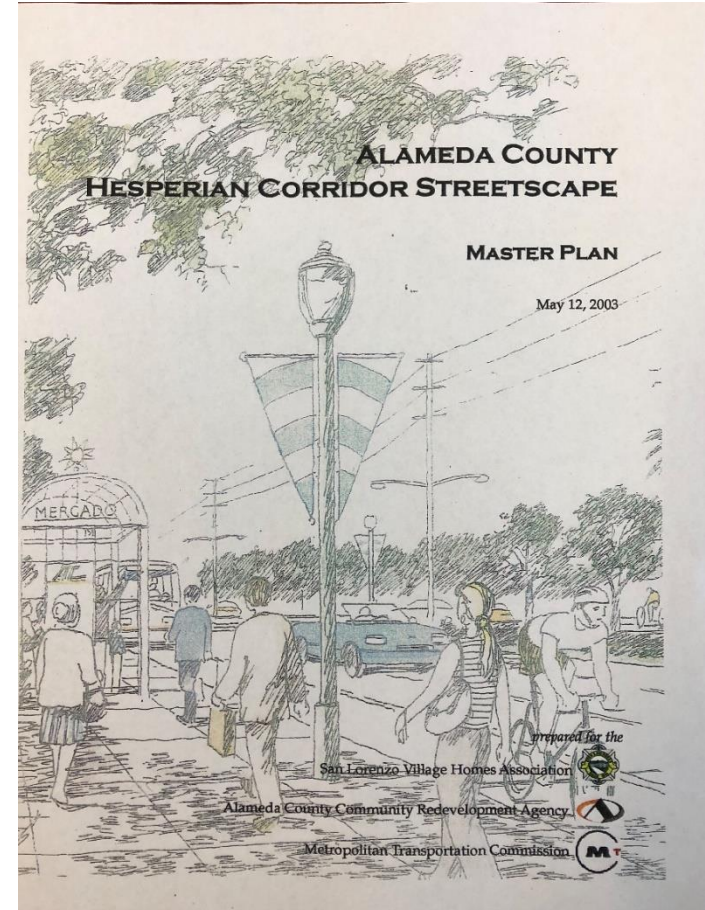




West side - Buffered Bike Lane

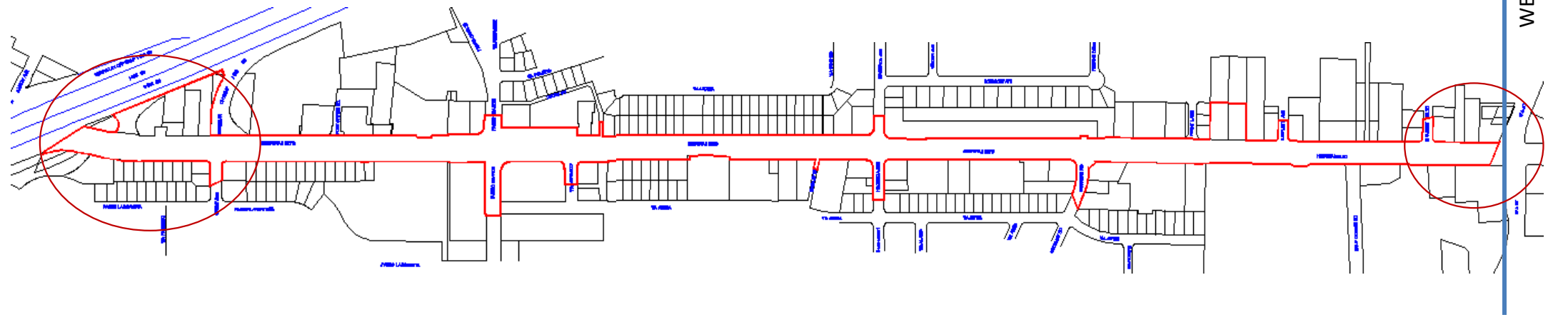
# Revised Design due to Underground Utility Conflicts.

- *retain the existing streamline poles and wires along the median islands.*
- *Limit undergrounding to existing poles and wires along sidewalks at the north and south ends of the project.*
- *Follow Streetscape Master Plan Concepts where possible.*





# Hesperian Boulevard Corridor Modified Underground District Areas



Eden Area  
Key Projects

# Cherryland Place

*Stuart Rickard*  
Bay Area Urban LLC





MISSION BLVD





RESIDENTIAL BUILDING CHARACTER: RENDERING

Eden Area  
Key Projects

# Cherryland Community Center

*Debbie Hernandez*

Hayward Area Recreation District





Coming in Summer 2019  
*Inauguración verano 2019*

# Cherryland Community Center *Centro Comunitario*

# Cherryland Community Center

## Construction Updates:

- Construction on schedule
  - boundary walls going up
  - final slabs pour on September 24<sup>th</sup> and 25<sup>th</sup>
  - copper has been ordered for all wiring
  - interior colors finalized

## Programming Partnership Updates:

- Reviewing community input/debrief from MIG, next steps
- Library and HARD have met to discuss shared space needs
  - Technology
  - Program areas/ideas

Eden Area  
Key Projects

# Ashland Station

*Hilary Bass*

Alameda County Deputy Sheriff  
Activities League



Unincorporated Ashland is a countywide hotspot for crime, unemployment, poverty, chronic disease, teen pregnancy, and mental health issues. Ashland lacks basic infrastructure to support equitable livability and economic vitality.

Arterial

E 14TH ST.

BUS STOP

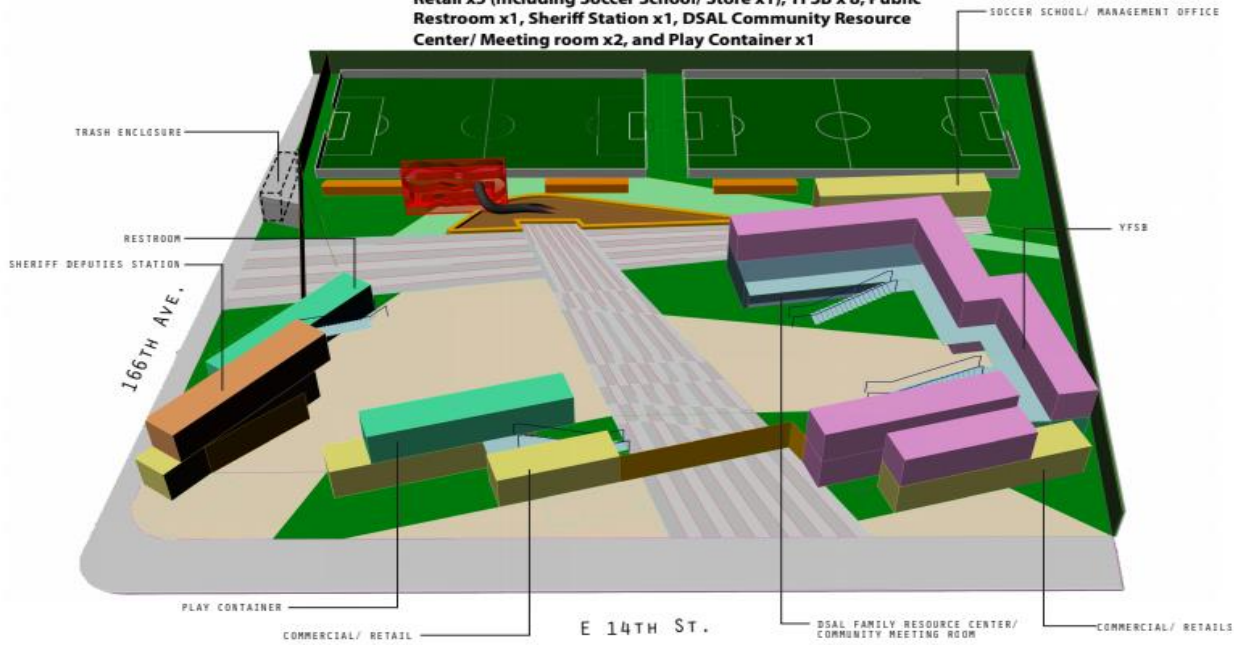
Collector

- High rates of mental health calls, domestic violence, drug incidents in Ashland
- No theatres, movie theatres, music or arts venues, libraries
- Severe deficit of open space/recreation facilities
- Higher unemployment compared to County overall

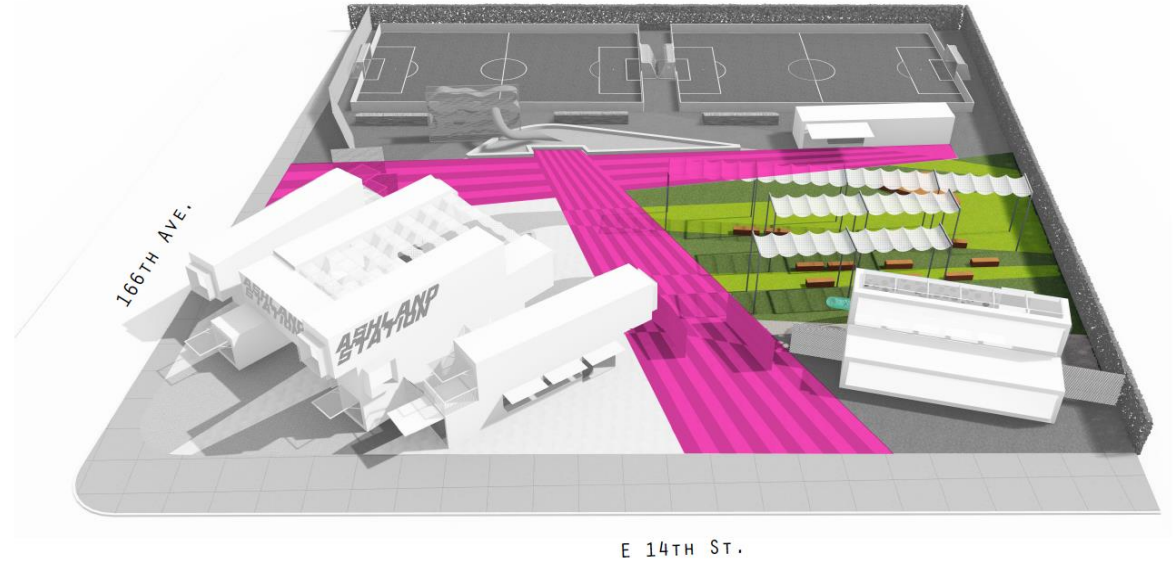


# INTERIOR PROGRAMS

18 Containers:  
 Retail x5 (including Soccer School/ Store x1), YFSB x 8, Public Restroom x1, Sheriff Station x1, DSAL Community Resource Center/ Meeting room x2, and Play Container x1



# EVENT MEADOW



# EVENT MEADOW/ SHADE/ STAGE



Eden Area  
Key Projects

# Castro Valley Marketplace

*Craig Semmelmeier*  
Main Street Properties



# Castro Valley MARKETPLACE



*The Castro Valley Marketplace brings together a stellar team to create a thriving public market and community hub with a natural grocery, artisanal bakery with naturally fermented breads, sidewalk cafe, craft cocktails, wine shop, cooking school, coworking space, and local bees working hard on the roof to produce Castro Valley's own special blend of honey.*

*CastroValleyMarketplace.com*

*3295 Castro Valley  
Boulevard,  
Downtown Castro Valley*







*Castro Valley Natural Grocery* will stock locally sourced foods, organic produce, green household goods, natural supplements and more.

[www.CastroValleyNaturalGrocery.com](http://www.CastroValleyNaturalGrocery.com)



*Night Owl*, a restaurant and craft cocktail lounge focused on offering food and libations created with seasonal ingredients sourced from local purveyors, will build fresh and new menus every season from the incredible ingredients available to us in Northern California.

[www.BlindTigerOakland.com](http://www.BlindTigerOakland.com)



*Lab 200* will offer flexible membership options from hot seats to micro offices and conference rooms available to reserve to meetings and presentations. As a bonus, shopping at marketplace merchants will give members credit on coworking space and services.

*As well as...*



*Seven Hills*  
BAKING COMPANY



Eden Area  
Key Projects

# San Lorenzo Theater

*Susan McCue*  
Alameda County ECD









# THREE SIGNATURE COMMUNITY EVENTS

**Showtime In San Lorenzo:** Merchant Specials, Music, Entertainment, Theater tours, Outdoor Movie.

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

**Where:** San Lorenzo Theater.

<http://www.showtimeinsanlorenzo.org>



**Castro Valley Light Parade:** Merchant Specials, Music, Entertainment, Light Parade, Storefront Decorating

**When:** Saturday, November 10, 2018

**Where:** Castro Valley BLVD.

<http://cvmeetinthestreet.org/about.html>



**Famfest:** 5k Run

**When:** Saturday, October 13, 2018 (Famfest Festival June 2019)

**Where:** REACH Ashland Youth Center  
16335 E. 14th St. Ashland , 94546

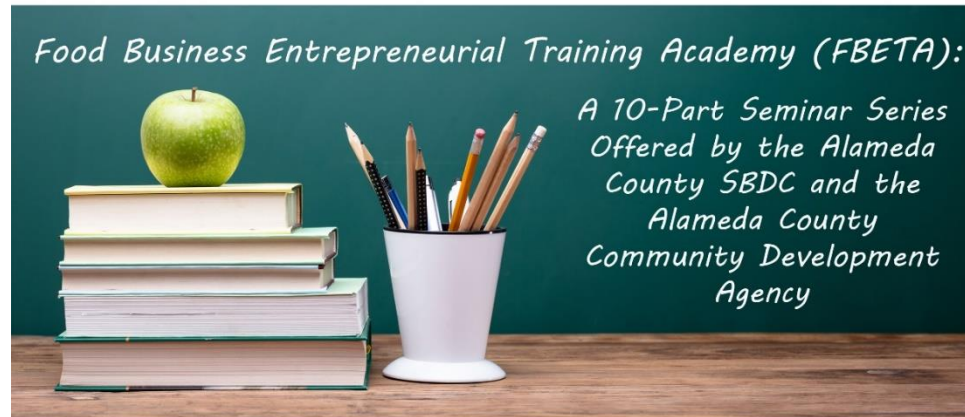
<http://www.acfamfest.org>





# 2018 Food Business Entrepreneurial Training Academy

## EDEN AREA WORKSHOPS & SEMINARS



**FBETA & Advanced FBETA**

**East County FBETA:**

Oct-Nov 2018, Dublin

Sign Up → <http://www.acsbdc.org/>

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

**Space is limited - No cost to Attend**

### Class Schedule for East County

Monday & Wednesday, 6:30-8:30pm October 22nd to November 28th  
Dublin Civic Center Regional Room 100 Civic Plaza, Dublin, CA 94568

10/22/18	Class 1: Concept (Mission/Vision/Values)	11/07/18	Class 6: Marketing Communications
10/24/18	Class 2: Operating Model	11/13/18	Class 7: Financial Projections
10/29/18	Class 3: Consumer Packing Goods and Food	11/14/18	Class 8: Legalities & Resources
11/01/18	Class 4: Understanding Cost (cash/profit)	11/26/18	Class 9: Funding your Company
11/05/18	Class 5: Operations	11/28/18	Class 10: Your Business Plan

**To Register:** <http://tiny.cc/FBETA>

**For More Information:** [seminars@alsbdc.org](mailto:seminars@alsbdc.org)



# 2018 Small Business Workshops –Free!

## EDEN AREA WORKSHOPS & SEMINARS

Alameda County sponsors five free workshops every year, plus free one-on-one counseling through the AC small business development center to help businesses succeed.

**Workshops begin January 2019**

### Small Business Workshops

**January 2019**-Starting a Business

**February 2019**-Topic TBD - Spanish Speaking

**March 2019**-Successful Business

**April 2019**-Alternative Funding

**May 2019**-Social Media & Marketing



# HOW TO CONTACT US

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**Facebook:**

[www.facebook.com/AlamedaCountyECD](http://www.facebook.com/AlamedaCountyECD)



ALAMEDA COUNTY  
Community Development Agency



# 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

