



ALAMEDA COUNTY  
**Community Development Agency**

***EDEN AREA UPDATE***

August 29, 2017

# AGENDA

- Welcome & Introductions
- Key Projects for 2017
- Exciting New Development Projects
- Eden Area Events
- Eden Area Signage Plan Presentation
- Next ED Forum Meeting: Wednesday, October 11th

# ECONOMIC DEVELOPMENT UPDATE

[illegible]

# Key Projects for 2017

## ECONOMIC DEVELOPMENT UPDATE

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

- Preferred developer recommended CV Marketplace by Castro Valley MAC
- CV Marketplace will renovate the building for a “Department Store of Food”
- Anchored by specialty natural grocer- Alameda Natural Grocery and Castro Valley Restaurant operated by Blind Tiger.
- Goal- Open in September 2018.





# Key Projects for 2017

## ECONOMIC DEVELOPMENT UPDATE

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

Upcoming focus groups with Castro Valley Marketplace (CVM)

9/13 Time TBD, hosted by Castro Valley Matters.

9/20 7PM-9PM, hosted by Castro Valley Mother's Club

10/8, Time TBD, hosted by Green Ridge HOA.

CVM, LLC is looking for additional focus group opportunities in September and October.

- CVM, LLC will be participating in the Fall Festival on September 9 & September 10, 2017.
- CVM, LLC will also be participating in the Light Parade November 11, 2017.



# Key Projects for 2017

## ECONOMIC DEVELOPMENT UPDATE

### Streetscape Improvement Projects

- Hesperian Blvd
- E. 14<sup>th</sup> St./Mission Blvd Streetscape-Phases 2 & 3

### Community Facilities

- Cherryland Community Center
  - Site remediation complete
  - Commencing bid process



# 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



PERSPECTIVE VIEW FROM HESPERIAN BLVD AND PASEO GRANDE

Terry Demmon  
(650) 365-8130

[terry@demmonpartners.com](mailto:terry@demmonpartners.com)



# Castro Valley Projects: Pending!

## EXCITING NEW DEVELOPMENT PROJECTS



View looking Southwest from Redwood Road

### Castro Valley Pad Building

20923 Redwood Road  
Castro Valley, California

<h4>Vicinity Map</h4>  <p>JOHNSON LYMAN ARCHITECTS</p> <p>DEVELOPER OF NEW WALNUT CREEK, CA BORN PHOTO BY MICHAEL J. BROWN www.johnsonlyman.com</p>	<h4>Project Summary</h4> <p>Building Area: 6,074 SF</p> <p><u>Parking Provided</u></p> <table><tr><td>Standard</td><td>7 stalls</td></tr><tr><td>Compact</td><td>6 stalls</td></tr><tr><td>Accessible</td><td>2 stalls</td></tr><tr><td>Total</td><td>15 stalls (405 SF/car) -- SF/car required</td></tr></table> <p>Assessor's Parcel Number: 084A-0084-026-02 Site Area: 17,154 SF +/- (0.39 AC) (35% site coverage)</p>	Standard	7 stalls	Compact	6 stalls	Accessible	2 stalls	Total	15 stalls (405 SF/car) -- SF/car required	<h4>Project Team</h4> <table><tr><td><b>Developer</b> Browman Development Company 1556 Parkside Drive Walnut Creek, CA 94596 925.588.2200</td><td><b>Architect</b> Johnson Lyman Architects 1375 Locust Street Suite 202 Walnut Creek, CA 94596 925.930.9690 Dave@JohnsonLyman.com</td></tr><tr><td><b>Civil Engineer</b> RSC Engineering 2250 Douglas Blvd., Suite 150 Roseville, CA 95661 916.788.2884</td><td><b>Landscape Architect</b> Thomas Baak &amp; Associates 1620 North Main Street Walnut Creek, CA 94596 925.933.2583</td></tr></table>	<b>Developer</b> Browman Development Company 1556 Parkside Drive Walnut Creek, CA 94596 925.588.2200	<b>Architect</b> Johnson Lyman Architects 1375 Locust Street Suite 202 Walnut Creek, CA 94596 925.930.9690 Dave@JohnsonLyman.com	<b>Civil Engineer</b> RSC Engineering 2250 Douglas Blvd., Suite 150 Roseville, CA 95661 916.788.2884	<b>Landscape Architect</b> Thomas Baak & Associates 1620 North Main Street Walnut Creek, CA 94596 925.933.2583	<h4>Sheet Index</h4> <table><tr><td>A0</td><td>Cover Sheet</td></tr><tr><td>A1</td><td>Site Plan</td></tr><tr><td>L1</td><td>Preliminary Landscape Plan &amp; Plant List</td></tr><tr><td>A4</td><td>Elevations</td></tr><tr><td>CB</td><td>Colors &amp; Materials</td></tr><tr><td>C1</td><td>Existing Conditions</td></tr><tr><td>C2</td><td>Proposed Site Plan</td></tr></table> <div>A0 7-28-17</div>	A0	Cover Sheet	A1	Site Plan	L1	Preliminary Landscape Plan & Plant List	A4	Elevations	CB	Colors & Materials	C1	Existing Conditions	C2	Proposed Site Plan
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# Castro Valley Projects: *Under Construction!*

## EXCITING NEW DEVELOPMENT PROJECTS

**Habit Burger:** Planned for Castro Village's eastern retail pad



**Meridian Dialysis Center:** New 9,984 SF building at 20359 Lake Chabot Rd.



# Cherryland Place

## EXCITING NEW DEVELOPMENT PROJECTS

### Mission/Hampton site:

- Bay Area Urban is the County's partner for this 2.6-acre opportunity site. Dynamic mixed-use development with strong focus on retail with market-rate housing. Grocery store as anchor tenant
- Disposition and Development Agreement going to BOS this fall.

#### 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.



F. Clay Fry Architect Inc.  
1164 Crescenta Court  
Lafayette, CA 94549  
925-765-2876

Cherryland Place  
20095 Mission Blvd.



APRIL 10, 2017

A1

10



# Cherryland Fire Station Grand Opening Celebration SUCCESS!



# CASTRO VALLEY FALL FESTIVAL

## EDEN AREA EVENTS





# EDEN AREA EVENTS

## **2017 Ashland/Cherryland Famfest:**

The 2017 FamFest is organized by the Ashland Cherryland Healthy Communities Collaborative and hosted by Alameda County. Last year, over 2,000 participants, exhibitors, and volunteers joined us for the event. This year, FamFest will continue to build civic pride, provide a vast array of resources for community members, and more importantly, be fun!

**When:** Saturday, October 14, 2017

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

<http://www.acfamfest.org>



# EDEN AREA EVENTS



**Sports Medicine Care Chiropractor**  
**Wednesday, July 12, 2017**  
6:15-7:30pm  
Edendale Middle School Track

**Nutrition**  
**Wednesday, August 9, 2017**  
6:15-7:30pm  
Edendale Middle School Track

**Shoes and Running Attire**  
**Wednesday, September 13, 2017**  
6:15-7:30pm  
Edendale Middle School Track

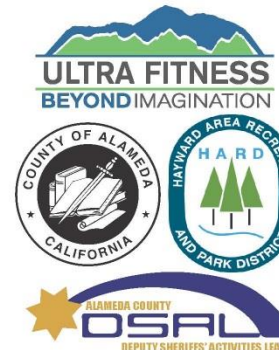
**Location:**  
**Edendale Middle School**  
16160 Ashland Ave  
San Lorenzo, CA 94580

● **To register, visit [www.acfamfest.org](http://www.acfamfest.org)** ●



Lisa Felder, better known as "Mama Lisa Felder", is the Founder of Ultra Fitness Beyond Imagination. A runner since 1982, Mama Felder has personally completed nearly 300 marathons (26.2 miles) and 111 ultra-marathons (100 miles). In 2015, Mama Felder was inducted into the National Black Marathoners Association Hall of Fame. A long-distance coach since 1996, she has trained thousands of athletes in reaching their goals from running to hiking deep into the wilderness.

**For more Information: 510-581-4515**  
[www.ultrafitnessbeyondimagination.com](http://www.ultrafitnessbeyondimagination.com) [www.haywardrec.org](http://www.haywardrec.org) [www.acdsal.org](http://www.acdsal.org)





# EDEN AREA EVENTS



**When:** Saturday, November 11, 2017

**Where:** Castro Valley Blvd.

<http://www.cvmeetinthestreet.org>

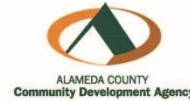
Merchant Specials, Street Entertainment,  
Light Parade, Pictures with Santa.



# 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

#### Central County FBETA:

Sept-Oct 2017, San Lorenzo

#### Advanced FBETA:

Jan-Mar 2018, Oakland

#### South County FBETA:

Jan-Feb 2018, Union City

#### East County FBETA:

April-May 2018, Dublin

Sign Up→ <http://www.acsbdc.org/>

### Small Business Workshops Business Law

September 28, 2017

#### Starting a Business

January 2018

#### Financial Literacy (In Spanish)

February 2018

#### Successful Business Plan

March 2018

#### Alternative Funding

March 2018

#### Social Media & Marketing

April 2018



# NEXT ED FORUM MEETING

October 11, 2017

**6:00-7:30pm**

224 W. Winton Room  
Rm 109, Hayward

