# SAN LORENZO VILLAGE CENTER

# Specific Plan



Alameda County

PLANNING DEPARTMENT

July 2004

Approved by the Alameda County Board of Supervisors October 7, 2004

## TABLE OF CONTENTS

I.	INTRODUCTION1
II.	GENERAL BACKGROUND8
III.	GOALS10
IV.	DESIGN GUIDELINES16
V.	LAND USE
VI.	TRANSPORTATION32
VII.	INFRASTRUCTURE37
VIII.	IMPLEMENTATION41
	GLOSSARYii
	APPENDICES iii

#### I. INTRODUCTION

#### A. PURPOSE, AUTHORITY AND SCOPE

#### 1. PURPOSE

The purpose of this Specific Plan is to guide future public and private actions within the San Lorenzo Specific Plan Area. The Plan describes the County's policies and regulations regarding development, including land use, circulation, design, and infrastructure within the Plan Area. The Plan also identifies issues and community concerns and preferences. It is intended to enable public agencies and private property owners and developers to make development decisions that are appropriate, consistent and compatible with each other, with the goals of the Plan, and with the County General Plan for the area.

#### 2. LEGISLATIVE AUTHORITY

Section 65450 of the California Government Code provides that a planning agency may prepare specific plans for the implementation of the general plan for the area. The applicable general plan for the area is entitled: General Plan for the Central Metropolitan, Eden and Washington Planning Units of Alameda County, adopted January 13, 1981.

According to State law, specific plan includes detailed text and diagrams which:

- identify existing and proposed land uses;
- identify existing and proposed infrastructure such as water, sewer, gas, and electric services as well as roads and public transportation;
- establish standards and criteria for new development;
- establish regulations, programs, public works projects, and financing measures to implement the new development;

Once the plan is adopted, all applicable zoning and other ordinances must be consistent with the plan. All private and public improvements, developments and subdivisions must also be consistent with the plan.

#### 3. SCOPE

<u>Plan Area:</u> The Plan Area is approximately 29 acres and consists of those contiguous, non-residential properties located on both sides of Hesperian Boulevard, from the 880 overcrossing on the north, to Via Mercado on the south.

A map of the plan area is shown in Figure 1. Those properties included are listed by assessor's parcels numbers in Appendix 1.

<u>Future Expansion of the Plan Area:</u> Parcels may be considered for addition to the Plan Area subject to public hearing, if they are part of a development proposal which is consistent with and helps to promote the goals and objectives of the Plan.

# Figure 1 SPECIFIC PLAN AREA BY SUBAREA San Lorenzo Village Center Specific Plan



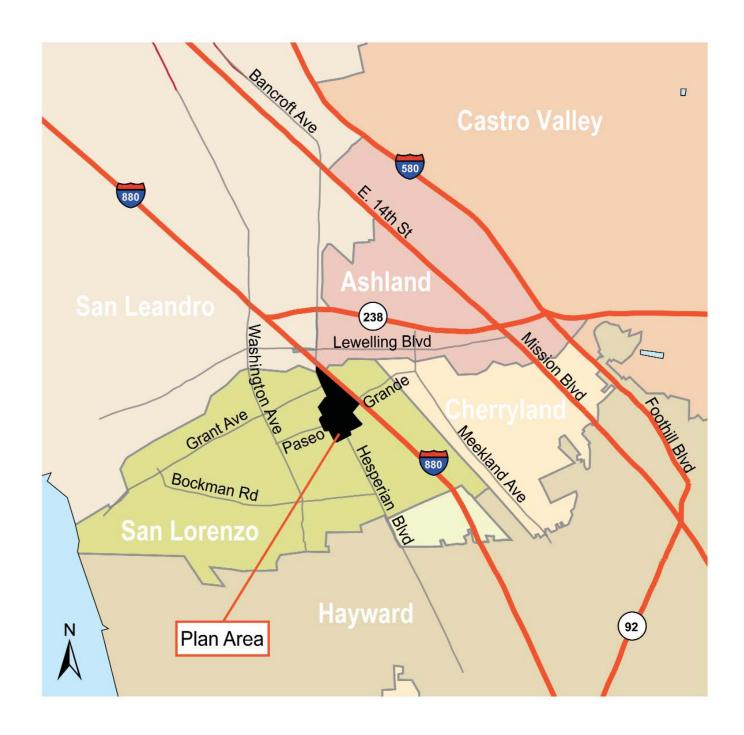


### **Entire Site Including Storage**

Area 1:	119,408 s.f.
Area 2:	468,098 s.f.
Area 3:	136,474 s.f.
Area 4:	81,667 s.f.
Area 5A:	99,797 s.f.
Area 5B:	69,306 s.f.
Area 5C:	72,328 s.f.
Area 5D:	30,776 s.f.
Area 6:	209,915 s.f.

Total Area: 1,287,769 s.f. = 29.5 acres

Figure 2
VICINITY MAP
San Lorenzo Village Center Specific Plan



#### B. DEVELOPMENT OF THE SPECIFIC PLAN

#### 1. HISTORICAL CONTEXT

Most of San Lorenzo consists of a planned community of approximately 5,000 single-family homes known as San Lorenzo Village, built in the 1940's and 1950's by the developer David Bohannon. San Lorenzo Village is an unincorporated area, but through legally binding covenants established at the time of the original development, its homes are subject to the rules of the San Lorenzo Village Homes Association (hereinafter referred to as the SLVHA.)

At the time that San Lorenzo Village homes were constructed, the same developer constructed a retail shopping center on most of those properties that are now part of the Plan Area, i.e., the San Lorenzo Village Plaza, the Theater Block and the San Lorenzo Village Square. All of the original shopping center properties are still owned and managed by the Bohannon Development Company, or its affiliates, with the exception of the theater property.

Although other small-scale shopping centers were built at scattered sites within the residential areas and further south along Hesperian Boulevard, the combined Village Square, Plaza, and Theater Block areas constituted the largest shopping center in San Lorenzo and contained the greatest variety of retail, restaurant and entertainment uses. Because it also contained or was adjacent to the library, post office and community hall, it functioned much as a traditional downtown and was viewed as the center of civic life.

These Bohannon properties comprised a largely successful and stable retail center until the loss of Mervyn's, its major anchor department store in the mid-1990's. Because of the area's prior stability, these properties have not been part of any previously adopted specific plan and are currently subject only to the broader goals and policies of the General Plan (General Plan for the Central Metropolitan, Eden, and Washington Planning Units of Alameda County, adopted January 13, 1981) as well as to the regulations of the Alameda County Zoning Code.

#### 2. PUBLIC PROCESS

Mervyn's was a successful department store that acted as the shopping center's anchor, attracting shoppers from through out the region. Its departure and the subsequent demolition of the store building precipitated the closure of he majority of the remaining businesses within the Village Square.

In 1999, the Bohannon Organization (comprised of the Bohannon Development Company and David D. Bohannon Organization, hereinafter the Bohannon Organization) proposed to demolish the remaining buildings on one block of the Village Square and replace it with a new 10,000 square foot (sf), Rite-Aid drugstore. Opposition to the proposal ensued among some community members who wanted to re-establish the mix of smaller retail shops that surrounded the original Mervyn's. Some felt that the proposed single-use convenience drugstore use would preclude this.

In addition, the Alameda County Planning Department was concerned that the proposal dealt with only one block and was not part of a comprehensive plan for the entire Village Square. Ultimately, based on input from the community, Supervisor Gail Steele, and the Planning Department, the Bohannon Organization agreed to a six month moratorium on new proposals in the Village Square. A Task Force, composed of interested residents, the Bohannon Organization, and County staff and consultants, was formed to identify concerns and issues and to develop recommendations to guide future development.

Initially, only the area known as the Village Square was to be considered by the Task Force. However, it became apparent early on in the task force process that the Plan Area needed to be expanded to include:

- the remaining Bohannon properties on the east side of Hesperian Boulevard;
- the adjacent San Lorenzo Village Homes Association property; and
- the commercial properties along Hesperian Boulevard to the north of and adjacent to the Bohannon properties.

The reasons for their inclusion in the Plan Area were:

- the development of all the Bohannon-owned properties was inter-related and needed to be considered as a whole;
- future uses of property owned by the SLVHA, which contains the fire station, public library and community hall, could affect and be affected by development options;
- the remaining commercial properties not owned by the Bohannon, Organization contribute to the image of the San Lorenzo retail area due to their prominent frontage along Hesperian Boulevard and needed to be considered in terms future uses and appearance.

A total of ten public meetings were held between September 1999 and April 2000. These meetings were facilitated by Peter Bluhon, an independent planning consultant of the Bluhon Planning Group, with the goal of engaging all Task Force members and the public in a fruitful discussion of issues, and developing recommendations based on the consensus of the members.

The Task Force, working in conjunction with the County Planning Department, engaged two consulting firms to aid them in these efforts. Michael Conlon and My Do of EDAW Inc., were retained as economic analysts to report on current retail market conditions in the area in order to recommend viable development options. Frank Fuller and Sameer Chadha of Field-Paoli Architecture, developed conceptual designs based on these development options. County Planning staff helped in facilitating these meetings and informing the Task Force regarding standard planning procedures, zoning regulations and General Plan considerations.

Aided by the facilitator, the Task Force used the information from the economic analyst, the architect, County Planning Staff and extensive public comments to arrive at recommendations for development of the Specific Plan Area. Derived by consensus after careful consideration, these recommendations

were ratified by Task Force members, incorporated by the facilitator into a final Task Force Report, and presented to the Planning Commission and Task Force members in June of 2000. Based on the vision, goals and objectives of the Task Force Report, the Draft Specific Plan was completed and published in January of 2001.

In the interim between the publication of the Draft Specific Plan and proposed final adoption, interest was expressed by third parties for an actual development, that is, a project that would implement the stated goals in a majority of the Plan area. The affected parties, including, the Bohannon Organization (the major property owner), Civic Partners (the potential developer), and the San Lorenzo Village Homes Association, requested the County to postpone the adoption of the final version of the Specific Plan. This was to allow the developer to provide a more detailed proposal that could be brought before the community and evaluated as part of the Environmental Impact Report (EIR) for the Specific Plan. In this way, it was hoped that an early consensus on project specifics could be reached with the community, and that, with the certification of a "combined" EIR, the time saved would lead to early groundbreaking.

Broad consensus on project specifics was reached between the parties in the spring of 2004. At the same time, land use controls were further refined in discussions between staff and the community leaders. Although discussions concerning the potential project have postponed the adoption of the Specific Plan, it has also allowed for a more thorough examination of issues that would be associated with any project. The result is that this Specific Plan is better able to address such issues while remaining an independent guide for future development in the plan area.

#### 3. ADDITIONAL CONSIDERATIONS

#### a. Library

Planning for the replacement and expansion of San Lorenzo Branch of the Alameda County Library is on-going. Any private development adjacent to the existing Library site should be coordinated with future Library planning with the intent that the design would be harmonious with the Library plans and that private development would accommodate and enhance the Library as a public amenity.

#### b. San Lorenzo Village Homes Association (SLVHA)

The San Lorenzo Village Homes Association (SLVHA) has expressed a desire that the following additional features be considered for future development in the Plan Area:

- Where housing is proposed, development should maximize the number of units offered for sale to owner-occupants; and
- Where development does include "for-sale" housing, that associated "covenants and restrictions" be compatible with those employed by the SLVHA and that new owners be enrolled as members of that organization; and
- That, notwithstanding the allowed 50-foot height limit, the height of new buildings should vary and that two and three-story buildings be encouraged throughout the Plan Area.

#### C. RELATIONSHIP TO THE ALAMEDA COUNTY GENERAL PLAN

According to State Law, a specific plan implements and thus must be consistent with the General Plan. (Government Code Sec. 65450 et seq.) However, a specific plan is independent of the General Plan and is more detailed in that it may include the functions of zoning, including regulation of land use, design and other development standards as well as capital improvement plans within its scope of regulatory powers. It also provides for implementation measures and programs which are not part of the general plan. The San Lorenzo Village Center Specific Plan is an implementation measure of the General Plan.

## D. RELATIONSHIP TO THE ZONING ORDINANCE AND OTHER COUNTY POLICIES AND REGULATIONS

According to State law, a specific plan may be administered as and thus have the force of zoning. Policies and regulations of this Plan take precedent over and replace standard zoning and the provisions of the Alameda County Zoning Ordinance and other County regulations and policies in the area defined by Figure 1 and listed by parcel in Appendix 1 and constitute the zoning and other land use regulation for that area. Where this plan is silent, provisions of the Zoning Ordinance or other County regulations and policies apply. However, unless otherwise specified in the Plan, Site Development Review may impose more, but not less, restrictive requirements where appropriate. Enforcement of Plan provisions shall be the same as for enforcement of provisions of the Zoning Code, and violations of Plan provisions shall constitute a violation of the Zoning Code. Amendment to the land use policies of this Plan shall be done in the same manner and procedure as amendment to the Zoning Code.

#### E. RELATIONSHIP TO COUNTY AND OTHER PUBLIC ACTIONS

According to State law, a specific plan governs all public works projects within the Plan Area. Therefore, this plan will regulate all public improvements within the area, including road widening and other improvements, street landscaping and beautification, flood control and, if any, the construction of public buildings. It will also govern other County actions appropriate and applicable to the area.

#### II. GENERAL BACKGROUND

#### A. DEMOGRAPHICS

The predominant land use of the San Lorenzo community that surrounds the Specific Plan area is residential. It consists largely of single-family dwellings with a much smaller areas devoted to multi-family apartments. There is also a small, light industrial area near the bay and a variety of locally-oriented, commercial-retail uses along high-traffic streets.

According to the 2000 Census, the population of the San Lorenzo community was 21, 898 persons, while the number of households was 7,500. The community was comprised of 5,678 family households. The average number of persons per household was 2.92 persons, while the size of the average family household was 3.34 persons.

The median household income in 2000 was \$56,170, while the median family income was \$61,787.

Educational attainment for persons 25 years and older was as follows: approximately 18 % had not graduated from high school; 32% had graduated from high school only; 26% had some college, but no degree; 7 % had an AA (two-year) college degree; 11% had BA (four-year) college degree; 4% had a graduate or professional degree. (See Appendix 3 for more demographic information.)

#### **B. RETAIL MARKET**

As part of the research for the Specific Plan, the Alameda County Planning Department commissioned a market study from the EDAW economic consulting group in San Francisco. As the purpose of this study was to analyze the retail potential of the San Lorenzo Specific Plan Area, it made sense to develop data for a Primary Retail Area (roughly an area within 1.5 miles of the existing Albertson's store) which included not only all of the San Lorenzo census tracts but also parts San Leandro and adjacent unincorporated communities. Information for a Secondary Retail Area, which included an area out to approximately three miles from the Albertson's store, was also developed. This area was largely outside of San Lorenzo, but is relevant in that it is the area from which potential shoppers are most likely to live. (The entire report, entitled Initial Retail Market Overview, and dated February 22, 2000, can be found in Appendix 2.)

<u>Primary Retail Area</u>: The study found that the Primary Retail Area had a 1999 population of 30,803 with an average household size of 2.63 individuals. Average household income was \$55,261 with an average per capita income of \$21,004. The annual per capita retail demand, (the amount each person spends annually for merchandise) was \$7,822.

<u>Secondary Retail Area</u>: The study found that the Secondary Retail Area had a 1999 population of 64,568 with an average household size of 2.48 individuals. Average household income was \$51,185, with an average per capita income of \$20,598. The annual per capita retail demand was \$7,671.

#### C. CONCLUSIONS FOR RETAIL DEVELOPMENT

The EDAW report also listed and analyzed all of the competing shopping centers within the primary and secondary retail areas. It found that these centers have thoroughly saturated the retail market in the area for all categories of merchandise. It found further that the San Lorenzo Specific Plan area cannot hope to attract a small regional-serving retail store such as it once had with Mervyns due to such factors as the limited size of the Plan Area; its division into smaller parcels by Hesperian Boulevard and Paseo Grande; its less-than-ideal freeway access; and the proliferation of competing superstores at prime freeway locations.

Given the areas demographics and heavy retail market competition, the EDAW report recommended that development efforts be focused on providing an increased amount and better quality of local-serving retail uses. These could include an expanded grocery store, a new drug store, several more restaurants, banks, and other specialty retail stores and services. It concluded that the Specific Plan Area could support a total amount of approximately 140,000 to 180, 000 square feet of such retail uses.

#### III. GOALS

Because of its central and prominent location within the East Bay, and because it has served the retail and civic needs of the San Lorenzo Area well until recently, restoring the economic health of Village Center is considered vital to maintaining a positive identity for the surrounding community and for providing essential services for its residents. While increased retail competition in the region has altered the economic environment in which it must exist, its advantages in terms of location, access and size continue to make the Village Center a potentially attractive retail and civic center.

In order to re-establish its role as the retail and civic center of the community the San Lorenzo Specific Plan establishes the following goals:

#### **OVERALL VISION**

The San Lorenzo Specific Plan Area would become the economic, commercial and cultural heart of San Lorenzo. It can again be an active center consisting of stores, public facilities, and outdoor spaces along the lines of the vision described below:

A diversity of small and large shops and retail services in an attractive landscaped setting will provide essential household and speciality shopping needs for residents and adjoining communities. Unique restaurants, cafes, and a theater will offer important socializing and cultural amenities. Integral to the Village will be an attractively revitalized community center featuring a modernized library, meeting spaces, childcare center and accommodations for social, recreational, and educational programs for people of all ages.

In this pedestrian and transit-friendly environment, interconnected walkways will link stores, the community center, parking and transit stops, and will provide comfortable spaces to socialize, eat and rest. The arrangement of distinct, high quality buildings will create well-proportioned public spaces for a thriving commercial and civic environment.

#### A. LAND USE GOALS

#### Overarching Land Use Principle

Establish a balanced mix of diverse uses including a range of small- to-large retail stores and services, civic, institutional and residential uses. Encourage mixed retail/residential uses throughout the plan area.

#### Land Use Goal 1

Maintain and enhance the economic vitality of an anchor supermarket, and other neighborhood retail and service uses.

#### **Objectives**

1-A: Provide an expanded and improved supermarket.

1-B: Improve pedestrian links from the supermarket to other parts of the Plan Area.

- 1-C: Integrate the supermarket architecturally and functionally into other parts of the Plan Area.
- 1-D: Improve auto access and circulation.

#### Land Use Goal 2

Encourage a healthy mix of new and existing neighborhood-serving retail stores and services.

#### **Objectives**

- 2-A: Retain local-serving banks.
- 2-B: Encourage development of new full-service, and other types of restaurants.
- 2-C: Encourage specialty shops to serve neighborhood needs and create a distinctive shopping identity for San Lorenzo. A partial list of desired single of combined uses include:
  - consumer banks
  - restaurants
  - book stores
  - coffee shops
  - bakeries
  - delicatessens
  - meat, poultry and fish markets
  - video stores
  - furniture and lighting stores
  - gas stations
  - variety stores
  - clothing and shoe stores
  - produce stores
  - cafes and specialty food stores
  - office supply/ stationery stores
  - sporting good stores
  - health club
  - toy store
  - pet supply store

- electronics store
- ice cream stores
- florists
- jewelry shops
- hair care shops
- 2-D Discourage uses that are inconsistent with the overall vision. A partial list of uses to be discouraged or to be subject to extra review include:
  - storage facilities
  - adult entertainment or adult bookstores
  - check cashing or pay day loans
  - car sales
  - large uses exceeding 40,000 sf (except grocery or department stores)
  - cigarette stores
  - sales of items associated with illicit drug use
  - drive-through businesses

#### Land Use Goal 3

Enhance civic functions such as the library, post office and community center and integrate them better with the rest of the Village Center.

#### **Objectives**

- 3-A: Support efforts to improve and expand the library.
- 3-B: Integrate and better link public areas to commercial uses and transit stops.
- 3-C: Retain and improve the Post Office, including accessibility and circulation
- 3-D: Explore expanded recreation and community programming for different age groups including teens and seniors.
- 3-E: Facilitate needed easements, leases, and/or exchanges between property owners to allow better integration and enhanced facilities.
- 3-D: Support efforts to relocate the existing Fire Station to a new and superior location outside of the Plan Area.

#### Land Use Goal 4

In order to support a lively and desirable public environment, encourage development having residential uses above ground floor retail, office or civic uses throughout the plan area.

- 4-A: Encourage residential and long-term parking within attractive and safe parking structures, including below grade parking structures wherever possible.
- 4-B: Minimize impacts of new development on existing single family houses through appropriate landscaping, sound walls, height set backs and other features.

#### Land Use Goal 5

Restore the Lorenzo Theater to a desirable use with a public orientation.

#### Objective

- 5-A: Restore and redevelop the theater into a local performing arts center, theater or movie theater.
- 5-B: In the event that it cannot be used as a theater or performing arts center in the near future, consider such uses under a conditional use permit as:
  - Community Center;
  - Senior and/or youth center
  - bookstore
  - museum
  - library
- 5-C: In the event that it cannot be used as a theater or performing arts center in the near future, consider allowing as interim uses under a conditional use permit those uses now listed as permitted under the County Zoning Ordinance.

#### **B. CIRCULATION**

#### **Overall Circulation Concept**

Create an interconnected pedestrian circulation system that safely and aesthetically links all parts of the Plan Area. Provide convenient, attractive parking facilities and transit links that enhance the user experience and support desired land uses.

#### Circulation Goal 1

Create a safe pedestrian environment throughout the Plan Area.

#### **Objectives**

1-A: Create visually consistent pedestrian network to unify the Plan Area with common paving, crossing and signage elements.

- 1-B: Provide safe pedestrian access from parking and transit to stores.
- 1-C: Provide safe pedestrian crossing linking the Plan Area on both sides of Hesperian Boulevard.
- 1-D: Provide lighting along pedestrian routes for safe circultation during evening hours.
- 1-E: Provide amenities for bicyclists including secure and attractive bicycle racks close to stores and public spaces.

#### Circulation Goal 2

Create an enjoyable, comfortable pedestrian experience that enhances comparison shopping and a sense of community.

#### **Objectives**

- 2-A: Provide benches, trees, fountains, lighting and other amenities along pathways and sidewalks. Provide sufficient width to accommodate these amenities.
- 2-B: Create small, well landscaped public plazas and patios that encourage outdoor use and facilitate convenient connections to pedestrian ways and commercial uses.
- 2-C: Make all pedestrian amenities safe, convenient and accessible to persons with disabilities.

#### Circulation Goal 3

Integrate and provide convenient public transit links to the Plan Area.

#### **Objectives**

- 3-A: install well-designed, convenient and attractive transit stops with benches and/or shelters where possible.
- 3-B: Seek improved transit service connections for the community.

#### Circulation Goal 4

Create a distinct landscaped environment along Hesperian Boulevard.

#### **Objectives**

- 4-A: Provide a significant tree planting along Hesperian Boulevard.
- 4-B: Define a sense of arrival into the Plan Area through the use of entry landmarks at either end of Hesperian Boulevard.
- 4-C: Make public sidewalk specifications and amenities visually and functionally compatible with those of private, interior walkways.

#### **Circulation Goal 5**

Create an environment that accommodates both pedestrians and good auto access to customer destinations

#### Objectives

- 5-A: Provide adequate grade level parking near retail stores and safe auto circulation throughout the site.
- 5-B: Provide parking to serve persons with special needs. Accommodate convenient and safe separation of pedestrian circulation.
- 5-C: Provide shared-use (non-exclusive) parking areas that can serve a variety of users during different times of the day.
- 5-D. Prevent large expanses of parking by breaking up areas with landscaping and architectural treatment.
- 5-E: Encourage the development of attractive, safe parking structures to meet long-term parking needs.

#### IV. DESIGN

#### A. BACKGROUND AND ANALYSIS

The existing Plan Area design is the result of four broad development patterns affecting different blocks at different times:

Traditional Downtown Pattern: This pattern is typical of the layout of retail development on parcels 4 and 5, the oldest part of the district. In this pattern, most retail buildings are built up to the sidewalk (no front setbacks) and were oriented along public streets. Some faced a separate, central parking lot while others faced Hesperian Boulevard behind parallel frontage roads. (Most of the frontage roads are gone as they were incorporated into Hesperian Boulevard when it was widened from four to six lanes in the 1960's.)

As originally built, the area offered the full services typical of traditional downtown including a department store and a range of smaller retail uses, entertainment, banking and a post office.

This pattern differed from traditional downtowns in that all development was under single rather than multiple ownership, and that a significant amount of off-street parking was provided in parking lots that were part of the shopping center and which augmented street parking.

Simplified Civic Pattern: This is the pattern of the SLVHA parcel in which the layout and location was meant to provide civic services in straight-forward functional manner. Unlike traditional civic centers which tend to be prominent, the original fire station, library and meeting hall buildings were simple and unadorned with ample parking and a small lawn area. The present library and child care buildings were added later, but remained sited in inconspicuous locations. Although adjacent to the retail area, this parcel's somewhat hidden location and minimal street frontage was meant to be unobtrusive and not compete with the retail area for attention.

Contemporary Suburban Commercial Pattern: This pattern is found in the Plaza and Self-storage Subareas, and is typified by the siting of buildings away from public streets and around central or strip parking lots. All roadways are located internally within parking lots and are not public streets. This pattern has few pedestrian amenities but rather is designed to provide the maximum number of parking spaces for easy, short-term, shopping.

Ad Hoc Pattern: The layout and design of Parcel 6 is the result of a single use (Equipment Rental) growing and taking of control of an agglomeration of small parcels left over from the development and widening of adjacent roads and the flood control channel. The land use consists mostly of outdoor equipment storage with minimal investment in buildings and landscaping resulting in an appearance of industrial blight along a major traffic corridor.

#### **Design Objectives**

The goal of design of the design objectives is to create a visually rich, architecturally distinct commercial and community center with an identity unique to San Lorenzo. These would create a comfortable, human-scaled environment while at the same time encouraging buildings having significant architectural presence.

- Maintain a coherent overall image in the Plan Area with carefully selected architectural style and materials.
- Apply architectural styles that suit the needs of individual buildings and land uses but also fit into the overall image of the Plan Area.
- Use a distinct but flexible architectural style during the initial development phase which successive development can adapt or relate to.
- Articulate individual stores or store groups by varying design elements such as the roof line, facade, color, or other features.
- Create visual interest through a careful balance of regularity (such as consistent bay widths, cornice lines, etc.,) and variety of architectural elements (such as special doors, materials, window frames, etc.)
- Orient buildings to provide sufficient solar access for outdoor spaces.
- Recognize that special places such as corners, plazas and locations facing public spaces are opportunities for special architecture that can deviate somewhat from established patterns.
- Minimize blank walls facing public areas through the use of windows, other architectural elements, landscaping, murals or other artwork.
- Reduce the appearance of mass through such features as articulated bays, height variation, placement of windows and other architectural elements.
- Consider an architectural style reflective of San Lorenzo's historical legacy.
- Notwithstanding the 50-foot height limit, the height of new buildings should vary, with two and three-story buildings encouraged where appropriate throughout the plan area.

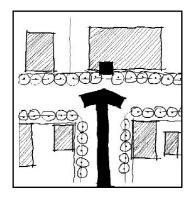
#### **B. ILLUSTRATED DESIGN GUIDELINES**

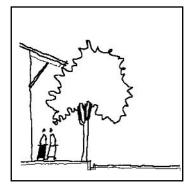
The following pages graphically illustrate the design concepts to be applied to new development and are general in nature.

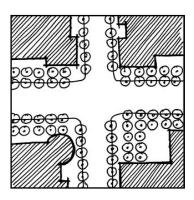
#### C. GENERAL DESIGN GUIDELINES

#### 1. SITING OF BUILDINGS

- 1.1 Buildings should be situated to front onto streets. This can be achieved by having minimal or no setbacks, active street level uses, facades with a human scale and texture, and sensitivity to sightlines.
- 1.2 Corners sites and sites at the end of visual axes are opportunities for special buildings. Corners should be defined by buildings or by landscaping at open spaces.



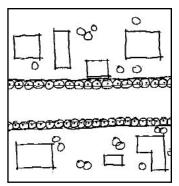




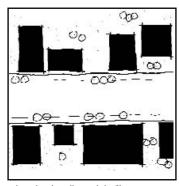
#### 2. DEFINITION OF SPACE

2.1 Streets are structured open spaces of a city. Interior streets should be defined by built edges, landscape, lighting structures and other similar devices.

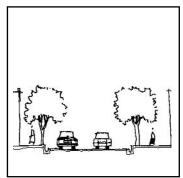
The street right of way should be a function of the combined issues of pedestrian scale, traffic volumes, parking, landscape and the height-to-width ratio of the street volume.



edge structure through landscape



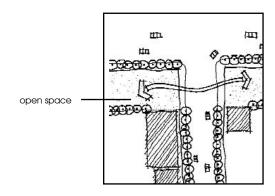
edge structure through built mass



street section

Interior streets should have a minimum sidewalk width of 12' and should be on both sides of streets. The typical street should have 1 traffic lane in each direction, in addition to parallel or diagonal parking. Crosswalks should be provided at all intersections. Streets should be adequately lit at night with fixtures sensitive to the pedestrian scale and the tree planting pattern.



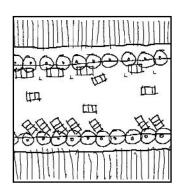


2.2 Built space, landscape, lighting structures and other devices should be used to create strongly defined edges and a sense of enclosure for urban open spaces.

Open spaces can be in the form of plazas, streets, sidewalks, alleys, courtyards and parks. A variety of people-oriented uses should be placed at the edges of open space to infuse it with people and activity.

#### 3. PARKING ON STREETS

Parallel and diagonal parking on streets should be used to support adjacent building programs and buffer pedestrians from traffic. This applies to existing and new interior streets.

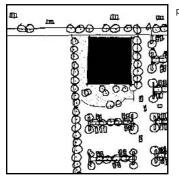


#### 4. PARKING AREAS

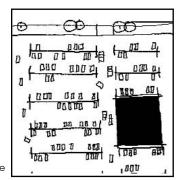
Parking areas should have a design treatment that minimizes overall perceived lot size and improves appearance with the help of materials, landscape, lighting and other features.

Parking areas should be tucked into the site and have a minimal presence on the street. If abutting a public area, the presence should be minimized with green buffers, screens and other devices.

Parking areas should be divided and broken into smaller lots to reinforce the building and block size, and pedestrian scale.



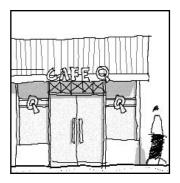
preferred

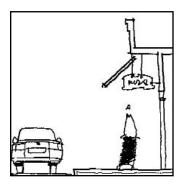


unacceptable

#### 5. SIGNAGE

Building signage should be sensitive to the scale, material and style of the building. Signage should not block sightlines, a significant are of glazing, or a significant amount of natural light into a building or onto a public area space.





- 5.1 Signage should be on windows, awnings or canopies, on the sign band or over-hanging on the sidewalk. Window signs should not exceed 10% of the area of the window opening. Awning or canopy signs should only be applied to vertical surfaces which are parallel to the storefront. Letter height in the sign band may be up to 18" subject to agency review. Signs overhanging the sidewalk should be at least 8' clear above the sidewalk.
- 5.2 One freeway sign announcing the entire San Lorenzo Center shall be permitted, subject to agency review. Positioned for visibility from I-880, this shall have:
  - a maximum height of 30'
  - a maximum horizontal size of 60'
  - a distance no closer than 100' linear from the existing single family homes
- **5.3** Signs should not extend above commercial floors (onto residential floors) on mixed use buildings.

#### 6. RETAIL FRONTAGE

Storefronts should be designed to ensure appropriate scale, character and continuity and to enhance presence on the street with show windows, entrances, signage, lighting and other similar devices.



storefront glazing

- **6.1** Smaller storefronts should be at least 75% glazing which should be non-reflective, untinted or lightly tinted.
- 6.2 At least 50% of the storefront should be within 2' of the building or property line and any recessed portion may be set back no more than 10'.

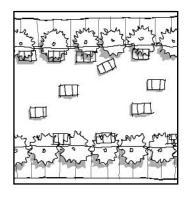


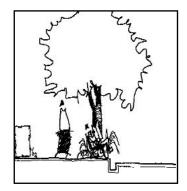
6.3 Blank facades facing public areas should be avoided. The facades should be broken up by varying the façade plan, expressing structural bays, changing wall opening rhythm and articulation, change in materials, change in bulk, and other architectural devices.

#### 7. STREETSCAPE

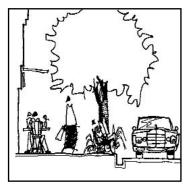
Make pedestrian comfort and civic amenity prime design considerations. Important pedestrian streets should have generous sidewalks, trees for shade and structure, appropriate materials, adequate lighting, street parking to support adjacent uses and buffer pedestrians, and other amenities.

7.1 Key streetscape treatments are:

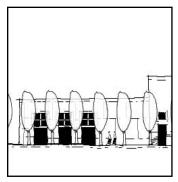




**Type A:** Intended to line interior commercial streets with multiple storefronts, e.g., Main Street Paseo Grande. This is the most active street edge. The street width should support and encourage sidewalk cafes and vending, street furniture, street trees, bicycle racks, pedestrian scaled light fixtures and other amenities.

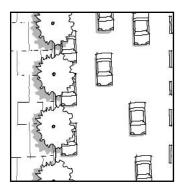


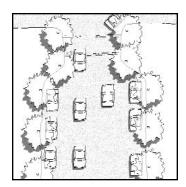
Type A: Interior commercial streets



Type B: Single large user

**Type B:** Intended to line interior commercial streets with a single large user e.g., possibly the north end of Main Street. Emphasis should be on providing trees and other landscape elements to break down the mass of the façade and provide pleasant shaded access.

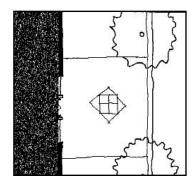




Type C: Intended to line high traffic streets and to connect shopping areas, e.g., Hesperian Boulevard and Paseo Grande. The width should support large street trees, landscape and lighting, and to allow for easy access and pedestrian crossings. Traffic lights and sidewalk bulbouts, where applicable, should be provided at key intersections for comfortable pedestrian crossings and efficient linkages.

#### 7.2 Guidelines for Sidewalks

Sidewalks should be a minimum of 8' wide. Sidewalks with edge activities, such as storefronts, shall have more generous widths (12' minimum from the building to the face of curb.) Portland cement concrete should be used throughout the plan area with an attractive standard pattern and color. Minor deviation in color, pattern or material is allowed to denote special features e.g., store entrances, courtyard activity, waiting areas, etc. Large expanses of hard-to-match custom paving materials should be avoided, to allow for easy repairs and maintenance to underground services and sidewalks. The same standards should apply to both interior sidewalks and publicly maintained sidewalks.

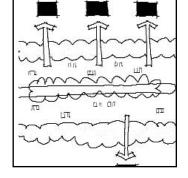


#### D. GUIDELINES BY AREA

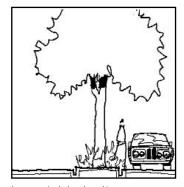
#### 1. HESPERIAN BOULEVARD

Hesperian Boulevard should be a dense green corridor emphasizing and setting up access to the special area - the San Lorenzo Village Center. Hesperian serves as the viewing gallery for passing vehicles and pedestrians, and as a promenade through the civic and commercial program on either side.

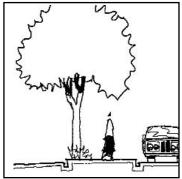
- 1.1 Plan a continuous single (and where applicable) double, canopy of large shade trees along Hesperian Boulevard, including the median. Shown are 3 possible sections based on area specific conditions.
- 1.2 Situate entrances east of Hesperian to align and focus on major interior features such as the library. Frame and accentuate these with the help of built form and/or trees and landscape, lighting fixtures and other devices.



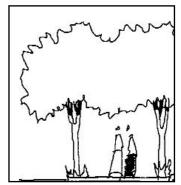
- 1.3 Situate traffic lights at these junctions if possible.
- 1.4 Development west of Hesperian should have minimal or no setbacks with parking ideally at the rear of the parcel. Avoid large expanses of parking on Hesperian in all parcels.
- 1.5 Aim for continuous development in the theater block. Develop and fill in the "missing teeth" to give an active street frontage.
- 1.6 Set up a "permeable wall" of development in between the village green and Hesperian with the help of courtyards and streets to emphasize the civic buildings with view corridors.
- 1.7 Allow room for visible, comfortable and architecturally distinctive bus waiting areas.
- 1.8 Sidewalk widths should support the above design aims including large trees, landscape buffers and bus shelters.



tree against street parking



tree & sidewalk aainst street parking

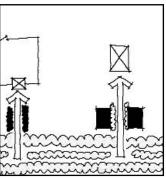


double tree canopy against street parking

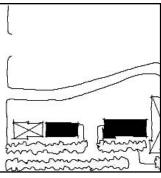
#### 2. Courtyards

The courtyard creates a permeable wall along Hesperian to allow views of the civic buildings to the east. In designing the courtyard and adjacent structures, view corridor transparency, active retail corners, and ease of access should be paramount.

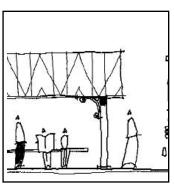
- 2.1 Space between new development with an opening of 35'-50' and interior of 50'-80' should be reserved to incorporate courtyards.
- 2.2 Courtyard should be centered on view corridors to important civic buildings.
- 2.3 Food use such as cafes, delis, and restaurants, is encouraged adjacent to the courtyard. Outdoor dining will activate the space.
- 2.4 The courtyards should allow pedestrian public thoroughfares to the civic area except on special occasions when they can be closed off.



entrances on Hesperian

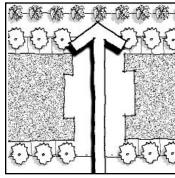


continuous edge on the "theater block"



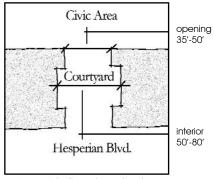
bus waiting area

- 2.5 The courtyard area is fundamentally public space. It is not exclusively for patrons of adjacent business except for special events.
- 2.6 Shading devices should be coupled with building bulk should keep 25%-50% of the court in shade at noon.
- 2.7 The courts can be covered partially to provide shade and scale to the space. The cover e.g. glass vault, trellis, tensile structure, etc., should be of a transparent material which does not block more than 30% of natural light.
  - The height of this structure should equal or be higher than the top of the parapet wall of the enclosing structure. The design should emphasize the view corridor and support courtyard activities.
- 2.8 Trees and other landscape features are encouraged in the courtyard but shall not occupy more than 10% of the area.

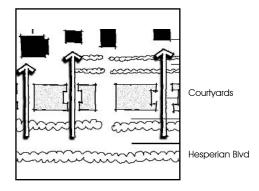


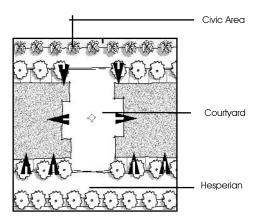
view corridor through courtyard

- 2.9 Tenants should have a presence through signage, entries and show windows on Hesperian, the civic area and the court-yard itself.
- 2.10 The courtyards should have adequate lighting to support evening and night activities. Lighting has the potential to draw attention to the courtyards.
- **2.11** Bland facades facing the courtyard should be avoided.
- 2.12 The entrance to the courtyard should be emphasized both on Hesperian Boulevard and civic area by providing bulbouts to the sidewalk. Further emphasis should be provided by architecturally moulding the corner, providing light fixtures, hard and soft landscape features and/or knee walls for seating, the opaque height of which is to be no more than 2'-6" and total height no more than 3'-6".
- **2.13** Permanent kiosks are not permitted.



view corridor through courtyard





#### V. LAND USE

#### A. LAND USE REGULATIONS

#### INTENT

The intent of the following zoning controls is to support and be consistent with the Specific Plan goals identified above. Although similar to most provisions of the C-1 (Retail Business) District now in place in most of the Plan Area, new provisions are tailored to the specific goals of the Plan Area.

#### 2. ENVIRONMENTAL MITIGATION

All development projects are subject to the mitigation measures identified in the adopted San Lorenzo Village Environmental Impact Report, or their equivalent. These mitigation measures shall be incorporated into the conditions of approval as applicable for such projects.

#### USE AND BUILDING CONTROLS

The following controls supersede existing zoning ordinance provisions within the Plan Area and are abbreviated as follows: P - Permitted; C - Conditional Use Permit Required; NP - Not Permitted; SDR – Site Development Review required.

Certain uses are specifically designated as NP (not permitted) in order to emphasize their exclusion from the Plan Area. This notwithstanding, and following the policy and procedures of the Zoning Ordinance, any use not listed here below as conditional or permitted, is not permitted, subject to provisions of Sections 17.54.050 and 17.54.060.

It should be noted that "Conditional Use" and Site Development Review means that the proposed use is subject to a **public hearing before the Planning Commission** where the use and/or site design in question may be approved as proposed, approved subject to conditions, or denied outright.

#### a. Building Standards (all uses)

<u>Category</u>	<u>Control</u>
Height & Bulk	50' height limit; exceptions: 1. Hand rails, parapets, elevator or stair towers, mechanical equipment, flag poles, chimneys, and pavilions for roof top gardens (pavilions not to exceed 10% of roof area.) 2. Height limit along Paseo Largavista and residential portions of Via Arriba not to exceed 30 feet. 3. height profile of new buildings shall be contained within a 45 degree angle, (or 1:1 ratio of setback to height) starting at grade from the common property line with parcels having single-family houses. 4. Future expansion and/or replacement of existing library may occur within the profile of the existing library building.
Landscape Buffer	Install trees within 10 feet of boundary adjacent to properties with existing single-family houses where new development exceeds 15 feet in height. Tree planting shall be designed to effectively screen new development from existing residences. Tree species and landscape plan shall be considered through the SDR process for new projects.

Front Setback None; exception: along Paseo Largavista and residential portions of

Via Arriba, setback to match residential standard

Side Setbacks None; exception: at boundary adjacent to an R zone, setback to match

residential standard

Rear Setback None, except as determined by Height and Bulk provisions noted

above.

Use size Site Development Review (SDR) by Planning Commission required

for all new construction or additions exceeding 1,000 square feet.

Parking structures All openings to be screened to protect privacy of nearby residential

uses.

Lighting All direct illumination to be contained within property boundaries and

shielded to illuminate only areas of concern.

#### b. Commercial Use Standards

Retail and Office Permitted on all floors of designated commercial and/or mixed-use

buildings.

Off street parking As determined by parking demand study with SDR

Compact parking Up to 25% of total permitted.

Off street loading spaces None; exception: single uses exceeding 10,000 gross of shall have not

less than one loading space

Drive-thru uses Not permitted

Signs As established by master sign program with SDR, or same standards as

for C-1 zoning district until where no sign program exists.

#### c. Retail and Institutional Uses

#### <u>USES NOT PERMITTED (NP)</u>

Note: although the following uses are specifically listed as not permitted, <u>any other use not listed</u> herein as permitted, conditional or not permitted is nevertheless, <u>not permitted</u>.

Adult bookstore NP

Adult entertainment NP

Advertising signs NP

Animal Hospital, Kennel NP

Automobile Sales Lot NP

Beauty school NP

Boarding House	NP	
Check cashing	NP	
Drive-in Business	NP	
Drive-in Theater	NP	
Firearms sales	NP	
Hospital	NP	
Mortuary	NP	
Motel	NP	
Massage establishment	NP	
Outdoor equipment rental	NP	
Plant nursery including the sale of landscaping materials, excluding wet-mix concrete sales, providing that all equipment, supplies and merchandise other than plant material are kept completely indoors	NP	
Self-service laundry	NP	
Storage garage, and storage lots for recreational vehicles and boats	NP	
Tattoo studio	NP	
Tobacco store	NP	
Thrift store	NP	
CONDITIONAL USES (C)		
Alcohol outlet	C	
Church	C	
Cleaners/laundry service	C	
Clubhouse, or rooms used by members of an organized club, lodge, union or society	С	
Community Clubhouse	C	
Community Facility		
Commercial Recreation Facility other than a theater, if within a building		

Employment Office	C
Hotel	C - Subarea 1 and Subarea 6 only
In-patient and out-patient health facilities as licensed by the State Department of Health Services and associated with Senior Housing within Plan Area	C
Massage/Day Spa (per Sec.3.2.4.120)	C
Parking Lot/structure	C
Recycling center when operated in conjunction with a permitted use	C
Service station, Type A, or facility retailing automotive parts and supplies which are installed and serviced on site, including car washes, excluding engine, transmission or differential rebuilding or body repair	C - Subarea 1 only
Subdivision entrance structures	C
Tavern with food service	C
Temporary Uses as regulated by 17.52.490	C
Theater	C
PERMITTED USES	
Bank	P
Barber shop, beauty parlor, business school, dressmaking or knitting shop, cleaners, laundry, handicraft shop	P
Bookstore	P
Office	P
Repair shop for cameras, shoes, watches, household appliances	P
Restaurant	P
Retail store	P

#### d. Residential Mixed Use Standards

Residential Use Permitted where part of a project that includes com-

mercial development

Unit density Overall density: 19.66 units per acre

Number of Units 450 for Subareas 2, 4 and 5A through 5D, 130 for

Subarea 6, total not to exceed 580 for entire Plan Area

Residential Open Space Open space is permitted in (lieu of private) at not less

than 150 sf per unit and is encouraged on roof tops,

and courtyard gardens.

Parking Standard housing: 2 spaces per unit; or as determined

by parking demand study, whichever is greater Senior housing: as determined by parking demand

study

Guest parking

As determined by parking demand study

Other residential uses C

#### B. LAND USE REGULATIONS FOR THE LORENZO THEATER

#### 1. BACKGROUND AND HISTORICAL SIGNIFICANCE

The Lorenzo Theater was built in 1947 and operated as a movie theater until 1982. Since that time it has remained vacant and the building has deteriorated. Although a number of development proposals ranging from a brewpub to a church have surfaced since then, none have been approved or implemented and the building remains vacant.

The building is considered an example of the Moderne architectural style often used for movie theaters of that period. Because of its architecture and local importance, it is considered historically significant and is now listed on the State Registry of Historic Places. In addition, the theater also is within the H-P. (Historical Preservation) District of the Zoning Ordinance.

#### 2. INTENT

It is the intent of the Specific Plan that the historical and architectural character of the theater building be preserved to the greatest extent possible and that a theater use be reinstated. In the event that a theater use is not possible, those uses or combination of uses that preserve the historical and architectural character of the theater building to the greatest extent possible and provide the greatest access to the building by the general public are most desirable.

#### 3. SIGNIFICANT ISSUES

Notwithstanding the above, since theaters buildings are necessarily designed as windowless, assembly spaces within a large volume, opportunities to adapt such buildings to other uses may be relatively constrained. It is recognized that some potentially desirable uses may require significant alteration of interior spaces.

#### 4. PARKING

In that the Specific Plan provides for common, shared parking, and that the area is well served by public transit, no additional on-site parking is required for approved uses.

#### 5. OTHER RETAIL USES

It is recognized that a single or combination of retail uses other than those specifically listed above may be appropriate to meet the intent of the Plan and that a narrow list of uses may deter a creative and desirable reuse of the Theater building. In order to allow for the inclusion of appropriate uses not foreseen here, all other retail uses for the Lorenzo Theater are subject to Conditional Use but must make the following findings in the affirmative in addition to those already required by the other sections of the Zoning Code:

- a) That the use/uses will maximize the preservation and display of the architecturally and historically significant features of the building; and
- That the use/uses will not preclude regular access to the building by the general public.

#### 6. USE AND BUILDING CONTROLS FOR THE LORENZO THEATER

The following controls are applicable for re-use of the theater building located on assessors parcel number 412-0039-25-00 for as long as the building remains in place. In the event that the theater building is ever removed from this parcel, those land use controls applicable to the rest of the Specific Plan Area would take effect.

<u>Category</u>	<u>Control</u>
Bookstore	C
Clinics, Medical Offices	NP
Clubhouse	C
Community Clubhouse	C
Member-Oriented Institutional Uses, including clubs, lodges and churches	C
Offices	NP
Other Retail Uses	Conditional with added findings (See "Other Retail Uses" above.)
Public Library	C
Residential Uses	NP
Restaurants, catering, or food counters, serving food or food and alcoholic beverages together, for on-site consumption.	C
Theater	C

#### VI. TRANSPORTATION AND CIRCULATION

#### A. STREETS

The Specific Plan Area (SPA) has good road access to local (less than one mile) and sub-regional (one-to-three miles) markets. Regional access is somewhat less direct particularly in comparison with nearby shopping areas at Lewelling, Hesperian and Washington Boulevards. The major roads affecting the Plan Area are as follows:

**Hesperian Boulevard** is a six-lane arterial that bisects the Specific Plan Area. It is roughly parallel to the nearby 880 Freeway and often acts as an alternate commuter route. Several two-lane streets serving the residential areas of San Lorenzo and unincorporated Hayward connect to Hesperian Boulevard just south of the Plan Area. Hesperian Boulevard leads south to the industrial/business centers of Hayward and Union City, as well as to Southland Shopping Center, Chabot Junior College and Highway 92. To the north, it leads to San Leandro and connects to the I-880 and SR-238 Freeways. Beyond this, it leads north approximately 1.5 miles to Bayfair Shopping Center and the Bayfair BART station.

**Interstate-880** passes adjacent to and east of the Plan Area and intersects with SR-238 about one-quarter mile along Hesperian Boulevard to the north. Full access on and off these freeways from the Plan Area is awkward as most entrance and exit points occur several light changes away and along roads directly adjacent to competing shopping opportunities. Because of these factors, these freeways cannot be relied upon to easily deliver a regional market to the Plan Area.

Paseo Grande and Grant Avenue are the main residential streets that connect to the Plan Area. Paseo Grande bisects the SPA in a east-west direction. It is a two-lane residential road that serves a major part of the San Lorenzo Village Homes as well as the Cherryland district on the east. Grant Avenue is also a two lane residential road which intersects Hesperian Boulevard at the north end of the Plan Area and serves the residential and industrial area of San Lorenzo to the west.

Via Mercado and a one-block portion of Via Arriba are two-lane interior streets serving the Village Square Subarea. Starting at Paseo Grande, Via Arriba proceeds south paralleling Hesperian Boulevard. It passes through the shopping area and continues on through a residential area of single-family houses and apartment units. Via Mercado, located between Via Arriba and Hesperian Boulevard, is one block long and serves only the commercial area. The abandonment or reconfiguration of one or more of these streets within the Plan Area is an option that may be considered in order to attract desired development.

#### **B. PARKING**

Most customer parking is located on parking lots within each parcel. Some limited street parking occurs on frontage streets within the southern and western portion of the Plan Area. Although most parking is for the common use of customers within each parcel, some parking lots are dedicated to a single tenant. One potential use, the now vacant Lorenzo Theater, has limited parking within its own property and, as it is under separate ownership, has no dedicated rights to use adjacent parking lots owned by the Bohannon Organization.

#### C. PEDESTRIAN

Pedestrian use is influenced by distance and convenience, but perhaps more by perceptions of safety, comfort and attractiveness. The pedestrian environment in both the Village Square Subarea and the Theater Subarea, was relatively attractive as it was originally designed with a number of convenient pedestrian features such as on-street parking, wide public sidewalks and zero front setbacks. These areas became attractive and lively when the shops were fully occupied.

Additionally, pedestrian access to the Plan Area from residential areas was and remains relatively convenient in that Paseo Grande, which bisects the SPA, leads directly to the residential areas of San Lorenzo to the east and west. Grant Avenue and Via Arriba also provide residential access to the Plan Area. These are all attractive, two lane streets that are mostly tree shaded with adequate sidewalks.

However, a number of factors combine to work against pedestrian use within the rest of the SPA. These include:

- A six-lane arterial street, Hesperian Boulevard, bisects the Plan Area. The volume and speed of traffic, the significant street width, the minimal number of pedestrian crossing locations and the shortness of timed signals, all make crossing on foot a formidable task. Sidewalks along Hesperian Boulevard are narrow, unshaded by trees and feel unprotected from the busy traffic.
- Lack of sidewalks and awkward pedestrian circulation within Plaza Subarea make for a negative pedestrian environment. For example, to get to the Post Office from the nearby Library involves walking through a gate directly onto an alley way and along a parking lot edge, all within a traffic lane devoid of sidewalks.
- Businesses on Self-Storage Subarea are all oriented for auto use and are connected to the rest of the SPA solely by a minimal sidewalk along Hesperian Boulevard.
- The Tool-Rental Subarea is surrounded by high traffic streets which make significant improvements to pedestrian access problematic.

#### D. BICYCLES

The Alameda County Bicycle Master Plan Update for the Western Unincorporated Areas, (July 15, 1999) defines three types of bikeways as designated by California Department of Transportation standards:

- Class One, Off-Street
- Class Two, On-Street with signs and designated lanes
- Class Three, On-Street, possibly with signs but no designated lanes

In this same plan, the Alameda County Department of Public Words recognizes four bicycle lanes passing through or adjacent to the SPA. All are Class III type bike lanes. These are characterized as

#### Transportation

being mostly unmarked bikeways along low traffic volume streets or along higher volume streets with extra wide curb lanes.

- Paseo Larga Vista and Via Arriba are low traffic volume streets located just west of the SPA. It
  is north/south route that generally parallels Hesperian Boulevard from Grant Avenue to Bockman Road.
- ii. Hesperian Boulevard is a north/south route along with extra wide curb lane appropriate for bicycles. It bisects the entire SPA.
- iii. Paseo Grande is an east/west route along a mostly residential street that provides one of two crossings in San Lorenzo over I-880. It intersects Hesperian Boulevard and bisects the SPA.
- iv. Grant Avenue is an east/west route along a mostly residential street that terminates at Hesperian Boulevard at the northern end of the SPA.

The Master Plan Update does not propose bikeway improvements within the Plan Area other than improved signage. However, it does recommend improvements to connecting bikeways just outside of the Plan Area that will benefit all users.

The Master Plan Update also discusses the need for secure, attractive bicycle parking at destination points in order to enhance the convenience for bicycle users.

#### E. TRANSIT

The Plan Area is relatively well served by Alameda/Contra Costa (AC) Transit with a total of seven lines stopping at the intersection of Hesperian Boulevard and Paseo Grande. Of these, two are express lines to San Francisco and five are local bus lines connecting the area to nearby BART stations, local schools, hospitals and shopping. The nearest BART station is Bayfair Station, located approximately 1.5 miles north of the Plan Area along Hesperian Boulevard and directly accessible by AC Transit line 97.

#### **Policies**

#### Streets

General Policy: Balance the need to move traffic along Hesperian Boulevard with the need for better interconnections between the east and west sides of the Plan Area.

- **1.1 Policy**: Provide another entrance to the Plaza Subarea from Hesperian Boulevard.
- **1.1.1 Program**: Develop another signalized intersection on Hesperian Boulevard with a south-bound left turn for access to the Plaza Subarea to be located between Paseo Grande and the existing Plaza entrance if determined to be applicable and appropriate through Site Development Review.

- **1.2 Policy**: Make it easier to for pedestrians to cross Hesperian Boulevard at all intersections.
- 1.2.1 Program: Without reducing the number of traffic lanes, reduce cross walk distances by enlarging the width of the center median and reducing lane widths where feasible. Enhance crosswalk visibility to drivers through enhanced graphics, warning lights and other design features.
- **1.2.3 Program**: Program signals to allow more than sufficient time for pedestrians to safely cross intersections.
  - **1.2 Policy**: Recognize that the some form of reconfiguration or abandonment of Via Arriba and Via Mercado where they pass through the Plan Area is likely.
- **1.2.1 Program**: A traffic study will be conducted in order to consider the all impacts of different roadway alternatives affecting Via Mercado and Via Arriba including issues of residential access and traffic safety.
  - **1.3 Policy**: Install a street monument or other feature on Hesperian Boulevard at the north and south ends of the Plan Area to act as a gateway, in order to demarcate and define the Plan Area.
- **1.3.1 Program**: The developer of the first major project within the Plan Area shall work with the Planning Department and the Public Works Department to develop a such a gateway monument on a shared cost basis. These public agencies may elect to work without developer input if developer participation is not practical.

### **Parking**

- **2.1 Policy**: Encourage common parking areas as opposed to exclusive use parking, especially during evening and other non-peak hours.
  - (Note: Customer parking reserved for a single retail use is generally inconsistent with the goal of encouraging longer term shopping as opposed to short term convenience shopping. The common use of parking lots is especially important to encourage evening restaurant and entertainment uses.)
- **2.1.1 Program**: Leases that include exclusive parking arrangements should be discouraged.
- **2.1.2 Program**: Paving, lighting, landscape and identification elements in parking lots should be consistent through out the Plan Area to avoid the association of a particular area with a particular retailer.
  - **2.2 Policy**: The Lorenzo Theater will have access to any common parking that is the result of new development.
- **2.21 Program**: Encourage mutual parking agreements between theater owners and new development.

# **Transportation**

- **2.3 Policy**: Encourage development of attractive and safe parking structures where necessary for residential and other long term parking.
- **2.3.1 Program**: Minimize potential impacts of parking structures to existing single family homes through their appropriate location, appearance, configuration and operation.

#### **Pedestrian**

- **3.1 Policy**: Provide raised sidewalks or otherwise separated pathways within parking lots.
- **3.3.1 Program**: The Planning Department and the Public Works Department shall work together to establish standards to be implemented when major new projects are developed in the Plan Area.
  - 3.2 Policy: Provide generous public sidewalk widths.
- **3.2.1 Program**: The Planning Department and the Public Works Department shall establish standards to be implemented at the time that a major new projects are developed in the Plan Area.
  - **3.3 Policy**: Make it easier to for pedestrians to cross streets at all intersections.
- **3.3.1 Program**: (See policies and program above in Traffic program 1.2.1.)
  - **3.4 Policy**: Provide an attractive and consistent design for the paving, lighting, street furniture, street and interior area trees and identification elements for all pedestrian pathways and sidewalks.
- **3.4.1 Program**: The Planning Department and the Public Works Department shall develop a master plan for the design of the elements listed above with imput from the developer of the first major project within the Plan Area. These public agencies may elect to work without developer input if developer participation is not practical.

### Transit

- **4.1 Policy**: Promote and encourage the use of bus transit.
- **4.1.1 Program**: Work with AC Transit to ensure that bus routes and schedules optimally serve the area.
  - **4.2 Policy**: Recognize the importance of bus transit by providing safe, comfortable, highly visible, and substantial waiting areas of distinctive design.
- **4.2.1 Program**: Work with AC Transit and the developer to develop designs and provide space for coordinated, architecturally distinctive waiting areas.

### **Bicycle**

- **5.1. Policy**: Promote and encourage bicycle use.
- **5.1.1 Program**: Work with the developer and public agencies to provide attractive and convenient bicycle racks in key locations throughout the Plan Area.

### VII. INFRASTRUCTURE

### A. BACKGROUND

### 1. Sewers

The Plan Area is served by the Oro Loma Sanitary District. This District encompasses approximately 13 square miles and includes Ashland, Cherryland, Fairview, portions of Hayward, San Leandro and Castro Valley as well as all of San Lorenzo. The District is supported by user and connection fees and has an annual budget of \$12.4 million.

The capacity of the sewage treatment plant is 20 million gallons per day. It has not reached its capacity in that the average daily flow is currently 15 million gallons per day. Foreseeable development of the Plan Area would not generate enough sewage to exceed plant capacity.

Any major development proposed within the Plan Area would require an evaluation of sewer line capacity specific to the project. Depending on the scope of new development, it is possible that existing sewer lines are not of sufficient diameter to accommodate anticipated waste. In this event, the District would require that the developer install new sewer lines of sufficient diameter down to a point where they would connect with existing, larger-sized sewer lines.

#### 2. Water

The Plan Area is served by the East Bay Municipal Utility District (EBMUD) and is supported by user and connection fees. The District's service area covers some 317 square miles in Alameda and Contra Costa Counties. Water is imported primarily from the District's Pardee Resevoir on the Mokelumne River in the Sierra.

Any major development proposed within the Plan Area would require an evaluation of existing water mains serving the area. Capacity requirements are based on both the estimated average daily water use and the estimated demand for water in a fire emergency that is likely to be generated by a specific project. Depending on the scope of new development, it is possible that existing water mains would need upgrading in order to accommodate new water demand. In this event, the District would require that the developer make the necessary upgrades.

### 3. Storm Drainage

The Alameda County Flood Control and Water Conservation District, through the Alameda County Public Works Agency, is responsible for storm drainage facilities constructed by the District. There are storm drain lines in all public streets in the Plan Area. The Public Works Agency (PWA) is responsible for road drainage and secondary drainage facilities.

In addition, the Clean Water division of PWA is charged with reducing stormwater pollution in compliance with local, State and Federal regulations. It would require any major development to implement measures to comply with such regulations.

A portion of the Plan Area is within the flood hazard area subject to inundation by a 500 year flood, mapped under provisions of the U.S. National Flood Insurance Act of 1968 and the Flood Disaster Protection Act of 1973. These also require adoption of land use control measures in order for affected property owners to be eligible for participation in the National Flood Insurance Program. In 1981 the County's Building and Subdivision Codes were amended to comply with program requirements.

### 4. Solid Waste Disposal

The Oro Loma Sanitary District oversees scheduled garbage collection and curbside recycling which is provided by a private collection company. Service is provided for residential and commercial customers in San Lorenzo and the rest of the district.

### 5. Energy

Pacific Gas and Electric Company (PG&E) supplies natural gas and electricity to the Plan Area. Power and gas lines serve all portions of the area. Overhead transmission lines are located in the center strip of Hesperian Boulevard. PG&E has the capacity to serve all customers in the service area subject to hookup fees.

### 6. Communication

Pacific Bell supples local land line phone service throughout the community. Cellular phone service is provided by a variety of carriers. Television and radio broadcasters provide programming to the community as they do throughout the Bay Area. A variety of providers offer cable and satellite television service.

### 7. Fire Protection

The Alameda County Fire Department (ACFD) provides fire protection for the San Lorenzo and adjacent areas. Three stations provide primary service:

Station 1 on Paseo Grande is located within the San Lorenzo Specific Plan area on land owned by the SLVHA. It has one engine company. As stated previously, the existing firehouse is functionally dated, has awkward street access, and is not optimally located within its fire protection service area. The Alameda County Fire Department would like to eventually replace this firehouse with a new one located west of Hesperian Boulevard but at this time has no concrete plans to do so.

Station 2 is located nearby in the adjacent community of Cherryland and helps serve San Lorenzo with two engine companies. It is also in a dated building in need of replacement.

Station 13 is located in the Washington Manor area of nearby San Leandro and helps serve the northern portion of San Lorenzo with one engine company.

Despite the need for improvements to some of its fire stations, the Alameda County Fire Department is able to provide needed services to the existing community and would be able to adequately serve any

likely development without major new expenditures in fire fighting equipment or personnel. As with any new development, plans for projects in the Specific Plan Area would be reviewed by the ACFD for fire safety prior to construction. Features such as the design of fire sprinklers, exits, fire separation walls, the location and number of fire hydrants, and access for fire trucks and equipment are reviewed at this stage to ensure that projects meet modern fire code requirements. In this way fires can be prevented or suppressed and people can safely escape danger.

### 8. Police Services

The Alameda County Sheriff's Department provides full police services to the Plan Area and as well as the rest of unincorporated Alameda County through its Eden Township Substation.

### 9. Street Lighting

The Alameda County Public Works Agency administers the Street Lighting County Service Area which provides and maintains street lighting in the unincorporated areas of Alameda County. Services are financed by service charges paid by affected property owners for the operation and maintenance of streetlights.

The Public Works Agency has adopted illumination standards recommended by the Illuminating Engineering Society for new developments and for projects where existing street light systems are redesigned. Any street lighting project in the Plan Area would have to meet these standards, although higher illumination standards could achieved if affected property owners vote to increase their service charges.

The permit authority for street light is the Street Light Administration section of the Alameda County Public Works Agency.

### 10. School District

The San Lorenzo Unified School District provides K-12 and adult education in the San Lorenzo community. At one time, the District served approximately 17,000 students before declining in the 1970's. Its total enrollment now exceeds 11,000 students, located at nine grade schools, three middle schools, two high schools and one special education school.

The District has been experiencing recent student body growth at the rate of one-to-two percent per year. In response, it has recently reconfigured its school boundaries and has re-opened three previously closed schools. Re-utilization of school sites which are still closed or other options might be necessary to accommodate future growth.

### 11. Park District

The Hayward Area Recreation and Park District (HARD) is an independent special district that serves San Lorenzo, the rest of the unincorporated Eden Township and the City of Hayward. San Lorenzo was largely developed prior to current standards for park and recreation development, however it does have one large park which contain sports fields, and a community center, and two

### Infrastructure

smaller community parks with play grounds and picnic areas. Additionally, Kennedy Park, and Skywest Golf Course are major District facilities located on the boundary of Hayward and San Lorenzo, and residents are of course, free to use HARD facilities located throughout the rest of the District.

Existing parks in the community are well maintained and recreation programs are well used. The District recognizes that expanded recreation opportunities would be welcome in San Lorenzo; however, such expansion is not being considered due to budget constraints and the lack of usable sites.

### B. POLICIES, PROGRAMS AND PROJECTS

Except as discussed in other sections of this Plan, infrastructure in the Plan Area is under the jurisdiction of agencies other than the County. According to those agencies, either the existing infrastructure is adequate to serve possible development allowed under this Plan, or where it is not, sponsors of specific projects will be required to provide necessary upgrades. Therefore, the Plan includes no policies relating to infrastructure.

### VIII. IMPLEMENTATION OF PUBLIC IMPROVEMENTS

### A. INTRODUCTION

Public improvements are those that occur on a public property, right-of-way or leasehold to serve a variety of private users. Most public improvements in the Plan Area, such as new sidewalks, street-lights, traffic signals, etc. will occur adjacent to and will be designed to serve new development. As they are linked to such development, these improvements would be installed at the time construction occurs.

These types of public improvements are typically funded by the development itself. Although public subsidies can be made to fund desirable upgrades or to offset extraordinary costs, it is impossible to estimate the cost to public agencies without knowing the specifics of proposed projects and what upgrades, if any, would be desired.

### B. THE ROLE OF REDEVELOPMENT

The Specific Plan Area is within the boundaries of the newly formed San Lorenzo Redevelopment District. Following State law, a redevelopment area captures increases property tax revenues (tax-increment revenues) that are caused by rising property values and allows them to be used for special projects with the goal of eliminating blight and attracting desirable development in the district.

Tax-increment funding is not a special assessment or an increase in property tax rates. Rather, the amount of property taxes for an established base year, (usually the year that the Redevelopment District is formed) continue to pass through each year to the County General Fund to pay for regular County-wide services. As property values in the district increase through inflation or property improvements in subsequent years, those property tax revenues above the amount established for the base year are collected to be used only within the redevelopment area and not for County-wide uses. The intent is for tax increment revenues to pay for projects that attract positive new development that in turn increase the value of property throughout the Redevelopment District, which in turn increases tax increment revenues. A Redevelopment Area usually has a life of 30 years, at the end of which it is dissolved. All property tax revenues after that go to the County General Fund as before.

Twenty percent of all redevelopment tax-increment funds are required to be used to develop new or to renovate existing housing and for improvements to residential areas. The remaining tax-increment revenue can be used to fund other capital improvement programs and projects throughout the redevelopment district.

A Citizen's Advisory Committee has been formed to assist in establishing redevelopment priorities for the area. They will consider projects in the Specific Plan Area and advise the Alameda County Board of Supervisors who constitute the decision making body for redevelopment.

### C. PROGRAMS AND PROJECTS

Public improvements that are likely to precede or be independent of development are the following:

#### 1. Transit Shelters:

Two transit shelters and waiting areas would better serve riders of the many transit lines that stop at Paseo Grande and Hesperian Boulevard. The cost of such shelters could vary widely depending on adjacent development and desired size, design and features of these shelters.

Estimated Costs: \$100,000 to \$300,000.

Funding Sources: a combination of Transit grants, A.C. Transit budget, Redevelopment funding, and developer contributions.

### 2. Library Improvements

A committee has been formed through the Alameda County Library to plan and pursue funding for the replacement of the existing San Lorenzo branch with an expanded new library.

Estimated Costs: \$15,000,000 to \$20,000,000 dollars.

Funding Sources: County Library budget, State Library Bonds, Developer Contribution.

### 3. Park and Recreation Community/Senior Center

Development of a Recreation Community/Senior Center is highly desirable within San Lorenzo.

Estimated Costs: \$3,000,000 to \$5,000,000.

Funding Sources: Park District Budget, State Bonds, Developer Contributions.

### 4. Public Plaza/Park

A publicly owned park or plaza adjacent to and affiliated with a community/senior center would be highly desirable within the Plan Area.

Estimated Costs for acquisition and development of one acre: \$1,500,000.

Funding Source: Park District Budget, Park Bonds, Developer Contribution, Redevelopment Funding

### 5. Public Parking Structure

A public parking structure might be desirable within the Plan Area.

Estimated Costs: \$ 3,000,000 to \$5,000,000 dollars.

Funding Source: Redevelopment funding, Developer Contributions.

### **GLOSSARY**

<u>Advertising Sign</u>: Any lettered or pictorial matter or device which advertises or informs about a business organization or even, goods, products, services or uses, not available on the property upon which the sign is located and does not include directional tract sign or community identification sign.

<u>Car Service Business</u>: Any use providing maintenance and service to cars including but not limited to a gas station, car wash, body shop, engine repair, oil change and parts installation.

Compact Parking: A parking space not less than 8 feet wide by 16 feet deep.

<u>Conditional Use</u>: A use subject to public hearing before the Board of Zoning Adjustments or Planning Commission. Specific findings must be made to justify the use and approval is discretionary. If granted, the use maybe subject to relevant and appropriate conditions.

<u>Drive-though Business</u>: Any use providing service and/or sales to customers who remain in a car while receiving and paying for the service or product.

<u>Hotel</u>: A building where overnight lodging (bedrooms without cooking facilities) is offered to the public for compensation. It is generally distinguished from a motel in that it is more than two-stories in height, guest parking is not adjacent to the rooms, and access to rooms is through a common lobby.

<u>Massage/Day Spa</u>: A facility offering massage incidental to the operation of a personal fitness training center, atheletic facility, health club, or beauty parlor or a cosmetic services provider.

<u>Mixed Use Development</u>: Development containing a combination of retail, office and/or civic uses within a building or contiguous project area.

Permitted Use: A use permitted under the Zoning Ordinance without condition or a public hearing.

<u>Retail Store</u>: Those retail or service uses not specifically identified in this Specific Plan or Zoning Ordinance but which are operationally equivalent to similar permitted or conditional uses identified in this plan and are consistent with its goals and objectives. The Planning Director or his designee shall determine whether such uses meet these critierion.

<u>Site Development Review</u>: Where the proposed construction or placement of a structure on a lot otherwise meets Zoning Ordinance standards, but exceeds specific size thresholds established in the Ordinance, site development review is required to ensure that the project will meet appropriate development standards.

<u>Tandem Parking</u>: Parking in which one car is placed directly behind another and which car must be moved in order that the other may leave.

<u>Tavern With Food Service</u>: A tavern that sells prepared hot or cold food items from a menu for consumption on the premises. The provision of complimentary food items to promote a "Happy Hour," or the sale of ready-to-eat snacks shall not be considered to be "Food Service."

<u>Variance</u>: A variance is a request to deviate from a numerical standard established in the Zoning Code such as height limits, front yard setback, or the number of parking spaces. A Variance requires a public hearing before the Board of Zoning Adjustments. Specific findings must be made to justify the granting of a variance and approval is discretionary. If granted, the variance may be subject to relevant and appropriate conditions. Variances may not be used to allow otherwise prohibited uses, or to increase the intensity of use, or the density of a project.

Zoning Ordinance: The Alameda County Zoning Ordinance.

# **Appendices**

Appendix 1- Assessor's Parcel Numbers	iii-a
Appendix 2- EDAW - Initial Retail Market Overview	iii-b
Appendix 3- Demographics	iii-c

### APPENDIX I.

# SAN LORENZO SPECIFIC PLAN AREA LIST OF PARCELS IN PLAN AREA

412 0014 034 02	412 0014 077 00	412 0034 005 06
412 0014 037 03	412 0031 093 00	412 0034 008 07
412 0014 076 02	412 0034 002 05	412 0034 009 08
412 0031 092 00	412 0034 006 07	412 0034 013 07
412 0034 002 04	412 0034 009 06	412 0034 015 00
412 0034 006 06	412 0034 011 02	412 0039 003 00
412 0034 008 09	412 0034 014 00	412 0039 004 02
412 0034 010 04	412 0039 002 00	412 0039 025 00
412 0034 013 09	412 0014 036 02	412 0039 023 03
412 0039 001 03	412 0014 076 01	412 0039 026 00
412 0014 035 03	412 0031 077 00	412 0039 024 03
412 0014 038 02	412 0031 115 00	412 0042 113 00

# SAN LORENZO VILLAGE SPECIFIC PLAN

**Initial Retail Market Overview** 

Prepared for County of Alameda



February 22, 2000

# TABLE OF CONTENTS

Exec	utive Summary	.I-1
1.0	Introduction	1
2.0	San Lorenzo Retail Trade Area	2
3.0	Current Retail Demand	7
4.0	Market Trends and Conditions	.16
5.0	Suggested Uses for the San Lorenzo Site	.17

# **LIST OF EXHIBITS**

EX	HIBIT	PAGE
1	Parcel Size by Ownership	i-4
2	Retail Trade Areas	4
3	Summary Population and Socio-Economic Profile	5
4	Income and Household Size Comparisons	6
5	Retail Sales Demand (1999)	8
6	Per Capita Retail Sales Demand (1999)	9
7	Estimate of Demand for Retail Space (Primary Trade Area)	10
8	Estimate of Demand for Retail Space (Secondary Trade Area)	11
9	Estimate of Demand for Retail Space (Total Trade Area)	12
10	Competitive Shopping Facilities	13
11	Competitive Regional Shopping Facilities	14
12	Competitive Convenience Shopping Facilities	15
13	Potential Commercial and Public Uses	17
API	PENDIX	
14	Basic Configurations and Shopping Center Types	A-1
15	Types of Shopping Centers	A-3
16	Typical Anchors of Shopping Centers	A-4
17	Bibliography	A-5

### **EXECUTIVE SUMMARY**

The following subsections summarize key conclusions from EDAW's analysis of the retail market in the San Lorenzo project site.

### Site, Location, and Access

The project area, hereinafter called the "San Lorenzo Village Core," analyzed in this report is approximately 22 acres. The project area is located on both sides of Hesperian Boulevard approximately a half mile south of Lewelling Boulevard and just to the west of I-880.

With its location on Hesperian, a six-lane major arterial street, the San Lorenzo project site is strategically positioned positioned on one of the major retail-commercial streets of the area. Although the site is close to the on and off ramps of I-880, the visibility and access of the site from I-880 are limited, putting the San Lorenzo project site at a competitive disadvantage to those shopping center with better visibility and access from I-880, a strong retail corridor.

The project site consists of San Lorenzo Village Square, San Lorenzo Plaza, the theater block, the Homeowner's Association property which includes the nearby library, the Homeowner's Association Building, the fire station, and the preschool. All the properties are owned by the Bohannons with the exception of the theater building which is currently unoccupied and the Homeowner's Association property (see Exhibit 1).

### San Lorenzo Village Square

San Lorenzo Village Square is located at the intersection of Paseo Grande and Hesperian Boulevard. The Village Square currently contains as mix of bans, restaurants, and small-scale retailers.

Situated on the west side of Hesperian Boulevard, San Lorenzo Village Square was developed in the late 1940s. It is intersected by Paseo Grande, a major two-lane local street serving the residential neighborhoods. The Square is divided into four parcels: parcel 5B consists of a parking lot; parcel 5C has been vacant since the original Mervyn's department store was demolished; parcel 5A contains several attached, older commercial buildings with 12 retail spaces of which 11 are vacant; parcel 5D contains two buildings with one vacancy and two occupied commercial uses. The Village has become a largely vacant shopping center since the departure of the Mervyn's Department store. The owners have decided not to lease these spaces at this time and have made the entire site available for new development.

### San Lorenzo Plaza

San Lorenzo Plaza, anchored by an Albertson's grocery store, is located across from San Lorenzo Village Square. The Plaza is located north of Paseo Grande and east of Hesperian. This Albertson's faces strong competition from other nearby supermarkets such as the Safeway at the Greenhouse Marketplace in San Leandro.

The newer northern portion of the Plaza, anchored by the Albertson's store, was built in the 1970's. It also contains a full-service family restaurant, a post office, a service station and several smaller scale retail uses surrounding a central parking lot. The older southern portion was developed at essentially the same time as the Village Square. It contains a bank and mostly smaller-scale retail uses facing a rather narrow linear parking lot. The two portions of the area are contiguous. However, poorly connected pedestrian and automobile circulation causes the two portions of the Plaza to function almost as separate retail centers.

### Theater Block

East of Hesperian Boulevard and directly across from the Village is the theater area. It contains the theater, a retail strip center with a bank, and three retail uses developed about the same time as the Village. The most significant feature of this area is the vacant movie theater which is not owned by the Bohannon Organization.

### San Lorenzo Village Homeowner's Association

The San Lorenzo Village Homeowner's Association is located on a parcel adjacent and contiguous to the Plaza. It contains a fire station, public library, community center, and day care center. This parcel has auto access only from Paseo Grande and has minimum street frontage. It is connected to the Plaza by a single pedestrian passage. Although it has no commercial uses and is not owned by the Bohannon Organization, its civic function and location adjacent to the Plaza benefits the Plaza tenants despite the lack of connectivity between the two areas.

### **Retail Market Conditions**

The retail market area in which San Lorenzo Village and San Lorenzo Plaza are located is a highly competitive one with regional shopping centers, promotional retailers, factory outlet, off-price, and warehouse stores located within a few minutes drive. With the high concentration of retail establishments in the area, the project site faces a strong challenge ahead of it in attracting more consumers.

Based on population, employment, and retail patterns in the San Lorenzo, Hayward, and San Leandro area, EDAW has defined the project site's primary trade area generally as the area within one and a half miles of the existing anchor store, the Albertson's supermarket. Within the primary trade area, there are approximately 30,803 residents. EDAW's retail analysis shows the total retail sales demand of the primary trade area is \$241 million. As such, the primary trade area can support a total of 673,778 square feet of retail space.<sup>1</sup>

EDAW defines the project site's secondary trade area generally as the area within three miles of the Albertson's supermarket from where other shoppers may likely come. Within the secondary trade area, 64,568 people reside. EDAW's retail analysis shows that the total retail sales demand of the secondary trade area, which is populated with more people than the primary trade area, is \$495 million. As such, the secondary trade area can support a total of 1,426,159 square feet of retail space.

Given the project site's close proximity to other regional and convenience shopping centers, retail demand in San Lorenzo's trade area is oftentimes met by these nearby shopping centers. Much of the demand for comparison goods, for instance, is served by the Bayfair Mall in San Leandro and the Southland Mall in Hayward (major tenants at these malls include Montgomery Ward, Macy's, Sears, and J.C. Penney). In addition, within close proximity to the project site are Target, Walmart, Costco, and Kmart. Demand for building materials, meanwhile, is served by Orchard Supply Hardware and Home Depot in San Leandro, and will be served by the 108,000 square foot Home Depot (at intersection of Hesperian Boulevard and A Street) once it is open. In addition, the opening of a new Sears Home store at the Southland Mall should help to meet the demand for home furnishings and appliances.

<sup>&</sup>lt;sup>1</sup> By dividing retail expenditure demand of the retail trade area by sales per square foot (based on industry trends), EDAW calculated square feet of retail demand.

### **Conclusions for the Site**

The project site contains approximately 22 acres. The physical configuration of the area and existing market conditions will largely define the development possibilities.

Given the site's physical layout and EDAW's analysis of current retail market conditions in the San Lorenzo area, EDAW recommends that the site focus on being a local-serving retail center.

Based on current standards for retail center development and assuming an appropriate retail mix including restaurants, EDAW projects that the overall Floor-Area-Ratio (the ration of the amount of building to the amount of land in an area) of new development on the project site will be in the range of 0.23 through 0.25 (this FAR assumes single-story retail uses). This will yield a total development potential of approximately 220,000-240,000 square feet on the site.

Potential Commercial Uses	Square Feet		
Expanded/larger Lucky Store	55,000-60,000		
Drug Store	15,000-25,000		
Banks (approximately 3)	20,000-30,000		
Restaurants (approximately 3 to 5)	30,000-35,000		
Specialty Retail	20,000-30,0000		
Total	140,000-180,000		
Potential Expanded Public Uses			
Expanded library	12,000-30,000		
Homeowners Association Building	6,000		
Firehouse	2,000-3,000		
Post Office	7,000		
Preschool	2,000		
Total	29,000-48,000		
TOTAL	+/- 230,000		

Prepared by EDAW, Inc. (November 23, 1999)

The project site lies in a very competitive retail environment. For the site to attract large national users, greater visibility from I-880 and a higher traffic count would be desired. In addition, the physical configuration of site will only permit the development of a larger national user by significantly decreasing the amount of local serving retail space in the area. EDAW does not anticipate that the site will be able to physically accommodate a big box store, department store, or similar large-scale retail uses.

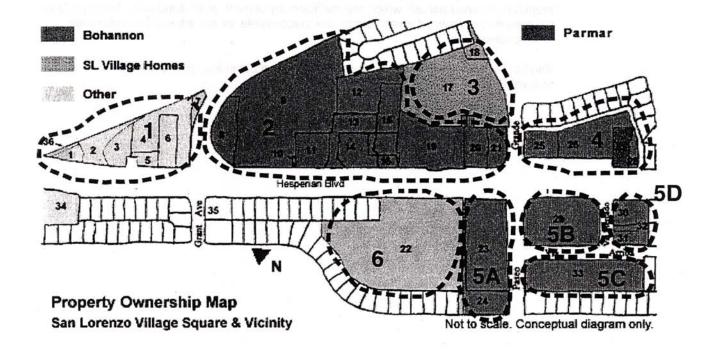
In summary, EDAW's market conclusions related to the site are:

- The most likely amount of retail, commercial, and related public/institutional space that can be accommodated on the project site is approximately 220,000-240,000 square feet, at an assumed Floor-Area-Ratio (FAR) of 0.23-0.25. This FAR assumes single-story uses. Because of the site's physical configuration, even this amount of space may be difficult to develop in an appropriate manner. The 22 acres are broken into several small irregularly-shaped parcels which are inefficient by current retail standards. Many parts of the area do not have adequate depth, are inaccessible, or are adjacent to potentially incompatible uses.
- San Lorenzo Village is the part of the site most in immediate need of redevelopment. It is a largely vacant shopping center.

San Lorenzo Village Specific Plan

### Parcel Size By Ownership

Prepared by Bluhon Planning Group and County Staff for use by the Task Force, 11/23/99.



### **Entire Site Including Storage**

119,408 sf Area 1: 468,098 sf Area 2: Area 3: 136,474 sf 81,667 sf Area 4: 99,797 sf Area 5A: Area 5B: 69,306 sf Area 5C: 72,328 sf Area 5D: 30,776 sf Area 6: 209,915 sf

Total Area: 1,287,769 sf = 29.5 acres

### Current Study Area - Commercial & Public

Current Study Area - Commercial Only

549,765 sf = 12.6 acres

Area 2 & 4: 549,765 sf =12.6 acres Area 3: 136,474 sf = 3.13 acres Area 5A -D: 272,207 sf = 6.25 acres

Total Area:

958,446 sf = 22 acres Total Area: 821,972 sf = 18.9 acres

Area 2 & 4:

Area 5 A -D: 272,207 sf = 6.25 acres

### 1.0 INTRODUCTION

This report, prepared for the County of Alameda, summarizes EDAW's retail market analysis for the San Lorenzo Village commercial area. The purpose of this report is to assist in the planning efforts for the San Lorenzo Village Square, the San Lorenzo Plaza, the Theater Block and the Homeowners' Association property. These four areas are referred to in the report as the project site. Specifically, this report analyzes the market potential for retail development in the project site and recommends uses and square footages for the site.

In preparing this report, EDAW analyzed current retail demand in the San Lorenzo market area (Section 3.0) as well as local and regional market trends and conditions (Section 4.0). EDAW also conducted site visits to retail centers close to the project site and informally interviewed officials at local public agencies (see Assumptions and General Limiting Conditions).

### **Assumptions and General Limiting Conditions**

This report relies heavily on third-party information compiled by EDAW. In preparing this report, EDAW collected and reviewed available local market and planning data. EDAW also conducted informal interviews with local public agencies.

EDAW has made extensive efforts to confirm the accuracy and timeliness of information contained in this study. While EDAW believes that all information in this study is correct and reliable, EDAW does not warrant the accuracy of information provided by, or derived from, third-party sources. Additionally, EDAW does not assume responsibility to update this report for events and circumstances occurring after the date of this report.

EDAW projections and forecasts in this report are assumptive based and were prepared using current available information and best practice techniques. It is the nature of forecasting that some assumptions may not materialize, unanticipated events occur, and/or fundamental conditions change unexpectedly. In this respect, actual results will likely vary somewhat from projections and some variances may be material to the conclusions of this analysis.

### 2.0 SAN LORENZO RETAIL TRADE AREA

### Site, Location, and Access

The project area, hereinafter called the "San Lorenzo Village Core," analyzed in this report is approximately 22 acres. The project area is located on both sides of Hesperian Boulevard approximately a half mile south of Lewelling Boulevard and just to the west of I-880.

With its location on Hesperian, a six-lane major arterial street, the San Lorenzo project site is strategically positioned on one of the major retail-commercial streets of the area. Although the site is close to the on and off ramps of I-880, the visibility and access of the site from I-880 are limited, putting the San Lorenzo project site at a competitive disadvantage to those shopping centers with better visibility and access from I-880, a strong retail corridor.

The project site consists of San Lorenzo Village Square, San Lorenzo Plaza, the theater block, the Homeowner's Association property which includes the nearby library, the Homeowner's Association Building, the fire station, and the preschool. All the properties are owned by the Bohannons with the exception of the theater building which is currently unoccupied and the Homeowner's Association property (see Exhibit I).

### San Lorenzo Village Square

San Lorenzo Village Square is located at the intersection of Paseo Grande and Hesperian Boulevard. The Village Square currently contains as mix of bans, restaurants, and small-scale retailers.

Situated on the west side of Hesperian Boulevard, San Lorenzo Village Square was developed in the late 1940s. It is intersected by Paseo Grande, a major two-lane local street serving the residential neighborhoods. The Square is divided into four parcels: parcel 5B consists of a parking lot; parcel 5C has been vacant since the original merbyn's department store was demolished; parcel 5A contains several attached, older commercial buildings with 12 retail spaces of which 11 are vacant; parcel 5D contains two buildings with one vacancy and two occupied commercial uses. The Village has become a largely vacant shopping center since the departure of the Mervyn's Department store. The owners have decided not to lease these spaces at this time and have made the entire site available for new development.

### San Lorenzo Plaza

San Lorenzo Plaza, anchored by an Albertson's grocery store, is located across from San Lorenzo Village Square. The Plaza is located north of Paseo Grande and east of Hesperian. This Albertson's faces strong competition from other nearby supermarkets such as the Safeway at the Greenhouse Marketplace in San Leandro.

The newer northern portion of the Plaza, anchored by the Albertson's store, was built in the 1970's. It also contains a full-service family restaurant, a post office, a service station and several smaller scale retail uses surrounding a central parking lot. The older southern portion was developed at essentially the same time as the Village Square. It contains a bank and mostly smaller-scale retail uses facing a rather narrow linear parking lot. The two portions of the area are contiguous. However, poorly connected pedestrian and automobile circulation causes the two portions of the Plaza to function almost as separate retail centers.

### Theater Block

East of Hesperian Boulevard and directly across from the Village is the theater area. It contains the theater, a retail strip center with a bank, and three retail uses developed about the same time as the Village. The most significant feature of this area is the vacant movie theater which is not owned by the Bohannon Organization.

### San Lorenzo Village Homeowner's Association

The San Lorenzo Village Homeonwer's Association is located on a parcel adjacent and contiguous to the Plaza. It contains a fire station, public library, community center, and day care center. This parcel has auto access only from Paseo Grande and has minimum street frontage. It is connected to the Plaza by a single pedestrian passage. Although it has no commercial uses and is not owned by the Bohannon Organization, its civic function and location adjacent to the Plaza benefits the Plaza tenants despite the lack of connectivity between the two areas.

### **Retail Trade Area**

The retail trade area defines the geographic region that constitutes the primary consumer base of a retail development. The primary trade area represents the area most immediate to a retail store. It provides the majority or the store's customer support and has the highest capture rates. The secondary trade area is just beyond the primary trade area. It provides significant although less substantial sales for a retail establishment. Capture rates within the secondary trade area tend to be lower than in the primary trade area. Together, the primary and secondary retail trade areas generally comprise between 75 and 85 percent of the total sales of a retail development.

The primary retail trade area for San Lorenzo is the area within one and a half miles of the anchor store, the Albertson's supermarket. This is almost wholly San Lorenzo and includes census tracts 4336, 4337, 4357, 4358, 4359, 4360, and 4361 (see Exhibit 2). This trade area was defined based on industry standard shopping patterns for neighborhood and community retail centers anchored by supermarkets and drugstores. EDAW prepared a detailed field survey of the San Lorenzo area to confirm the boundaries of the trade area.

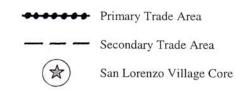
The secondary trade area for San Lorenzo extends further to within three miles of the Albertson's from where other shoppers may likely come. This includes a good part of San Leandro to the north and a small part of Hayward to the south. The secondary trade area consists of census tracts 4331, 4332, 4333, 4335, 4338, 4339, 4340, 4355, 4356, 4362, and 4369.

The primary trade area for San Lorenzo has a population of approximately 30,803 residents, while the secondary trade area has a population of 64,568 residents (see Exhibit 3). The population of these areas has been growing very slowly in recent years. From 1990 to 1999, the average annual growth rate for the primary trade area was 0.8 percent, while for the secondary trade area, the average annual population growth rate was 1.0 percent. Over the next five years, the population of San Lorenzo's total trade area is not expected to grow any faster (0.8 percent annual growth per year).

Per capita income is currently \$21,004 in the primary trade area and \$20,598 in the secondary trade area. This puts the per capita income of San Lorenzo's total trade area (\$20,730) somewhat below the Bay area average of \$28,782.

Exhibit 4 shows that San Lorenzo's per capita income is similar to the per capita incomes of Oakland and Hayward. Meanwhile, San Lorenzo's average household income is on par with the average household incomes found in Oakland, San Leandro, and Hayward.

The average household income in San Lorenzo's primary trade area is \$55,261 whereas the average household income in the secondary trade area is slightly less at \$51,185. There is an average of 2.63 people per household in the primary trade area. Households in the secondary trade area have an average of 2.48 people per household.



Prepared by EDAW, Inc. (February 17, 2000)

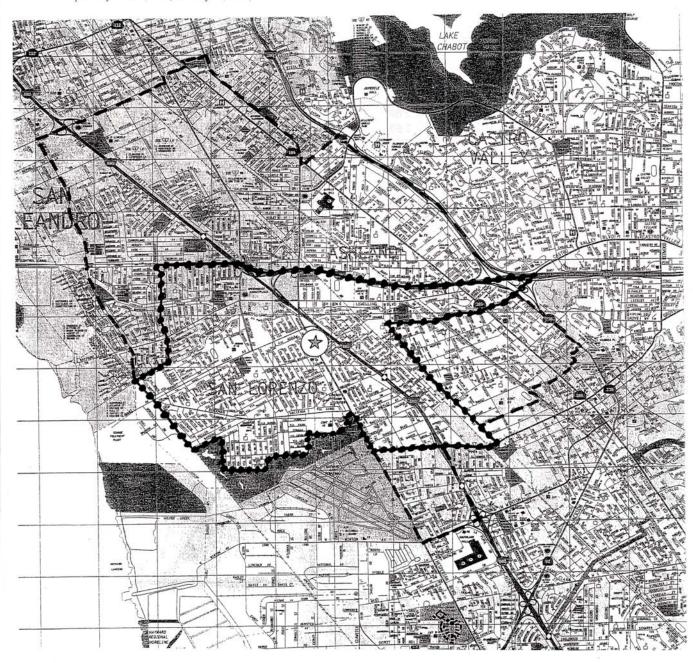


EXHIBIT 3
SUMMARY POPULATION AND SOCIO-ECONOMIC PROFILE
San Lorenzo Village Specific Plan

	Primary Trade Area	Secondary Trade Area	Total
<b>Population</b> <sup>1</sup> 1980 1990	28,611 28,732	51,417 58,472	80,028 87,204
1999 Household Size	30,803	64,568	95,371
1980 1990 1999	2.69 2.63 2.63	2.42 2.49 2.48	2.51 2.53 2.53
Income (1999) Per capita Average Household	\$21,004 \$55,261	\$20,598 \$51,185	\$20,730 \$52,451

<sup>&</sup>lt;sup>1</sup> Source: Claritas

# EXHIBIT 4 INCOME AND HOUSEHOLD SIZE COMPARISONS SELECTED EAST BAY AREAS, 2000<sup>1</sup> San Lorenzo Village Specific Plan

San Lorenzo     \$19,228     \$54,800     2.85       Oakland     \$19,925     \$53,400     2.68	
Oakland \$19,925 \$53,400 2.68	
San Leandro \$22,049 \$53,800 2.44	
Hayward \$19,100 \$55,200 2.89	
Union City \$18,939 \$67,800 3.58	
Newark \$20,452 \$67,900 3.32	
Fremont \$27,224 \$81,400 2.99	
Milpitas \$26,190 \$93,500 3.57	
San Jose \$22,355 \$73,100 3.27	
Dublin \$26,667 \$79,200 2.97	
Pleasanton \$33,322 \$96,300 2.89	
Livermore \$25,608 \$75,800 2.96	
San Ramon \$37,709 \$103,700 2.75	
Bay Area \$27,164 \$74,700 2.75	

<sup>&</sup>lt;sup>1</sup> Source: Association of Bay Area Governments, Projections 98: Forecasts for the San Francisco Bay Area to the Year 2020. Income and household size are ABAG projections for 2000. Income statistics are in 1995 dollars.

Prepared by EDAW, Inc. (November 23, 1999)

### 3.0 CURRENT RETAIL DEMAND

To assess retail demand for the San Lorenzo Village Core project area, EDAW analyzed the latest retail sales data provided by the California Board of Equalization. Exhibit 5 presents estimated 1999 retail sales information by merchandise category for the primary trade area, the secondary trade area, the total trade area.

Exhibit 6 presents the information on a per capita basis. This exhibit shows that as per capita incomes are slightly lower than the Bay Area average, per capita spending in the trade areas is also slightly less than the Bay Area average. The per capita retail sales demand in the primary trade area is \$7,822 whereas per capita retail sales demand in the secondary trade area is \$7,671. These figures are slightly lower than the Bay Area average of \$10,719.

Retail sales demand in the primary trade area would support a total of 693,778 square feet of retail (see Exhibit 7). Much of this retail would be used to sell Specialty and Miscellaneous items (170,389 square feet), Food and Liquor (126,785 square feet), Eating and Drinking items (120,564 square feet), and General Merchandise items (98,083 square feet).

Retail sales demand in the secondary trade area would support a total of 1,426,159 square feet of retail (see Exhibit 8). Specialty and Miscellaneous items (350,259 square feet), Food and Liquor (260,624 square feet), Eating and Drinking (247,837 square feet), and General Merchandise (201,623) are the largest categories of retail demand by square footage in the secondary trade area.

Neighborhood/convenience shopping centers anchored by supermarkets can typically attract consumers that live within a mile and a half of the centers. Regional shopping centers, on the other hand, have a larger draw and are able to attract customers that live within a 3 to 5 mile radius of the centers.

The San Lorenzo Village Core is located in an intensely competitive shopping environment. There are many nearby regional and convenience shopping centers in the area. Within fairly close proximity to the San Lorenzo site, there are six Albertson's, three Safeways, a Walmart, a Costco, a Target, a Kmart, as well as two regional shopping centers, Southland and Bayfair. Some of the retail demand in the San Lorenzo trade areas is met by these nearby shopping facilities (see Exhibits 10, 11, and 12).

EXHIBIT 5 RETAIL SALES DEMAND (1999) San Lorenzo Village Specific Plan

	Primary Trade Area	Secondary Trade Area	Total
X	Trade Area	1144071104	
Population <sup>1</sup>	30,803	64,568	95,371
Per Capita Income <sup>2</sup>	\$21,004	\$20,598	\$20,703
Retail demand (by merchandise category) <sup>3</sup>			
Apparel and Accessory	\$10,482,833	\$21,548,946	\$32,033,123
General Merchandise	\$31,876,828	\$65,527,328	\$97,408,242
Food and Liquor	\$45,008,668	\$92,521,682	\$137,536,121
Eating and Drinking	\$25,318,540	\$52,045,840	\$77,367,626
Home Furnishings and Appliances	\$10,249,409	\$21,069,110	\$31,319,833
Building Materials	\$16,955,721	\$34,854,882	\$51,812,777
Auto dealers, Supplies, and Service Stations	\$49,946,055	\$102,671,180	\$152,623,638
Speciality and Miscellaneous	\$51,116,756	\$105,077,721	\$156,201,031
Total	\$240,954,809	\$495,316,689	\$736,302,392

<sup>&</sup>lt;sup>1</sup> Source: Claritas

<sup>&</sup>lt;sup>2</sup> Source: Claritas and California Department of Finance. Note 1999 per capita income for Bay Area was estimated to be \$28,782.

<sup>&</sup>lt;sup>3</sup> Source: California Board of Equalization

EXHIBIT 6
PER CAPITA RETAIL SALES DEMAND (1999)
San Lorenzo Village Specific Plan

	Primary	Secondary		Bay
	Trade Area	Trade Area	Total	Area
Population <sup>1</sup>	30,803	64,568	95,371	6,566,260
Per Capita Income <sup>2</sup>	\$21,004	\$20,598	\$20,730	\$28,782
Retail demand (by merchandise category) <sup>3</sup>				
Apparel and Accessory	\$340	\$334	\$336	\$466
General Merchandise	\$1,035	\$1,015	\$1,021	\$1,418
Food and Liquor	\$1,461	\$1,433	\$1,442	\$2,002
Eating and Drinking	\$822	\$806	\$811	\$1,126
Home Furnishings and Appliances	\$333	\$326	\$328	\$456
Building Materials	\$550	\$540	\$543	\$754
Auto dealers, Supplies, and Service Stations	\$1,621	\$1,590	\$1,600	\$2,222
Speciality and Miscellaneous	<u>\$1,659</u>	\$1,62 <u>7</u>	<u>\$1,638</u>	\$2,274
Total	\$7,822	\$7,671	\$7,720	\$10,719

<sup>&</sup>lt;sup>1</sup> Source: Claritas

<sup>&</sup>lt;sup>2</sup> Source: Claritas and California Department of Finance

<sup>&</sup>lt;sup>3</sup> Source: California Board of Equalization

EXHIBIT 7
ESTIMATE OF DEMAND FOR RETAIL SPACE
San Lorenzo Village Specific Plan

	Primary Trade Area			
		Sales per	Square Feet	
	Demand	Square Foot <sup>1</sup>	of Demand	
			_	
Retail Demand (by merchandise category) <sup>2</sup>				
Apparel and Accessory	\$10,482,833	\$250	41,931	
General Merchandise	\$31,876,828	\$325	98,083	
Food and Liquor	\$45,008,668	\$355	126,785	
Eating and Drinking	\$25,318,540	\$210	120,564	
Home Furnishings and Appliances	\$10,249,409	\$200	51,247	
Building Materials	\$16,955,721	\$200	84,779	
Auto Dealers, Supplies, and Service Stations	\$49,946,055	NA	NA	
Specialty and Miscellaneous	<u>\$51,116,756</u>	<u>\$300</u>	<u>170,389</u>	
Total	\$240,954,809	NA	693,778	

<sup>&</sup>lt;sup>1</sup> Sales per square foot based on industry standards

<sup>&</sup>lt;sup>2</sup> Source: California Board of Equalization

EXHIBIT 8
ESTIMATE OF DEMAND FOR RETAIL SPACE
San Lorenzo Village Specific Plan

	Secondary Trade Area			
		Sales per	Square Feet	
	Demand	Square Foot <sup>1</sup>	of Demand	
Retail Demand (by merchandise category) <sup>2</sup>				
Apparel and Accessory	\$21,548,946	\$250	86,196	
General Merchandise	\$65,527,328	\$325	201,623	
Food and Liquor	\$92,521,682	\$355	260,624	
Eating and Drinking	\$52,045,840	\$210	247,837	
Home Furnishings and Appliances	\$21,069,110	\$200	105,346	
Building Materials	\$34,854,882	\$200	174,274	
Auto Dealers, Supplies, and Service Stations	\$102,671,180	NA	NA	
Specialty and Miscellaneous	\$105,077,721	<u>\$300</u>	350,259	
Total	\$495,316,689	NA	1,426,159	

<sup>&</sup>lt;sup>1</sup> Sales per square foot based on industry standards

<sup>&</sup>lt;sup>2</sup> Source: California Board of Equalization

EXHIBIT 9
ESTIMATE OF DEMAND FOR RETAIL SPACE
San Lorenzo Village Specific Plan

	Total Trade Area			
		Sales per	Square Feet	
	Demand	Square Foot <sup>1</sup>	of Demand	
Retail Demand (by merchandise category) <sup>2</sup>				
Apparel and Accessory	\$32,033,123	\$250	128,132	
General Merchandise	\$97,408,242	\$325	299,718	
Food and Liquor	\$137,536,121	\$355	387,426	
Eating and Drinking	\$77,367,626	\$210	368,417	
Home Furnishings and Appliances	\$31,319,833	\$200	156,599	
Building Materials	\$51,812,777	\$200	259,064	
Auto Dealers, Supplies, and Service Stations	\$152,623,638	NA	NA	
Specialty and Miscellaneous	\$156,201,031	<u>\$300</u>	<u>520,670</u>	
Total	\$736,302,392	NA	2,120,026	

<sup>&</sup>lt;sup>1</sup> Sales per square foot based on industry standards

<sup>&</sup>lt;sup>2</sup> Source: California Board of Equalization

### EXHIBIT 10 COMPETITIVE SHOPPING FACILITIES San Lorenzo Village Specific Plan

A-J Regional Facilities See Exhibit 11 for listing

1-11 Convenience Facilities See Exhibit 12 for listing Albertson's

Albertson's

Safeway

Albertson's that will be closed

Pak 'N Save

San Lorenzo Plaza

Prepared by EDAW, Inc. (February 17, 2000)

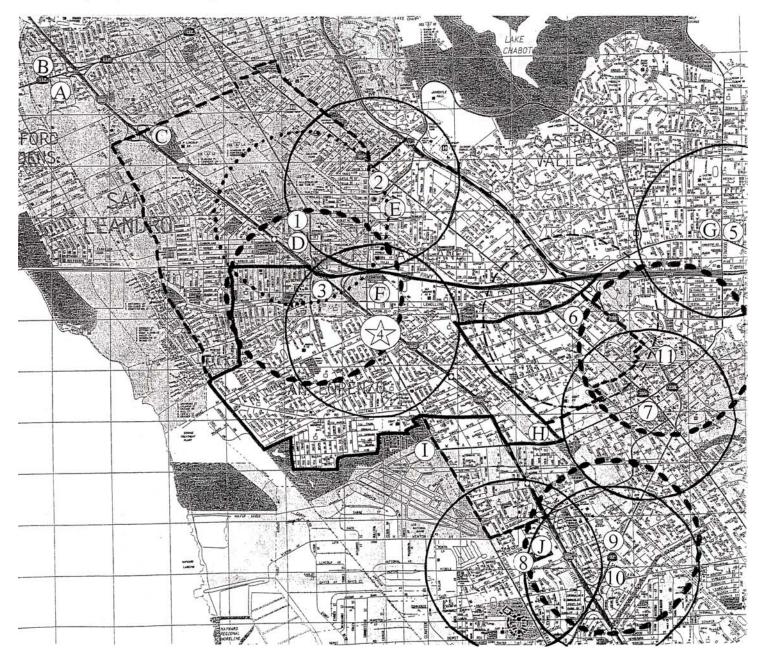


EXHIBIT 11 COMPETITIVE REGIONAL SHOPPING FACILITIES San Lorenzo Village Specific Plan

		Major Tenants			
Map Key	Facility Name	Name	Size (in sq. ft)		
Α	Westgate <sup>1</sup>	Walmart	135,000	500,000	
		Sportmart Pet Express	50,000 5,000		
		Office Depot	20,000		
		Home Depot	20,000		
		· · · · · · · · · · · · · · · · · · ·			
				110,000	
В	Freestanding	Costco	110,000		
0	Marina Oroman	Namedatas as Davids	40.000	163,000	
С	Marina Square	Nordstrom Rack	42,000		
		Marshalls Talbot's Outlet	32,000 10,000		
		Old Navy	10,000		
		Athlete's Foot Outlet			
		Mikasa			
		Ann Taylor Loft			
		,			
				120,000	
D	Unnamed	Kmart	75,000		
		Orchard Supply Hardware			
				1 200 000	
_	Bayfair, Fashion Faire, and Vicinity <sup>2</sup>	Manufa	040.000	1,200,000	
Е	Baylair, Fashion Faire, and vicinity	Macy's Ward's	213,000		
		Petsmart	166,000 20,000		
		Long's	20,000		
		24 Hour Fitness			
		Pier 1 Imports			
		·			
				100,000	
F	Target and Vicinity	Target	80,000		
		Baker's Square Restaurant			
				175 000	
G	Castro Village	Ross	20,000	175,000	
G	Casilo Village	Walgreens	20,000		
		valgroom			
				100,000	
Н	Freestanding	Costco Business Center	100,000		
	2			108,000	
I	Approved development <sup>3</sup>	Home Depot	108,000		
				1 000 000	
_	0 411 1 1 1 1 4			1,800,000	
J	Southland and vicinity <sup>4</sup>	Penney's	169,000		
		Sears	292,000		
		Ross Mervyn's			
		Good Guys			
		2000 00,0			

<sup>&</sup>lt;sup>1</sup> Six months ago, Walmart replaced Costco which moved across the street.

<sup>&</sup>lt;sup>2</sup> There is a proposed 16 screen movie theater to be located at Bayfair.

<sup>&</sup>lt;sup>3</sup> The Home Depot store is to open mid-year 2000.

<sup>&</sup>lt;sup>4</sup> A Sears Home Store is being built at the Southland Mall and will be open before the holiday season. Prepared by EDAW, Inc. (October 5, 1999)

EXHIBIT 12 COMPETITIVE CONVENIENCE SHOPPING FACILITIES San Lorenzo Village Specific Plan

		Major Tenants			
Map Key	Facility Name	Name	Size (in sq. ft)		
1	The Treasury <sup>1</sup>	Pak 'N Save	30,000	75,000	
2	Hesperian near Bayfair	Albertson's Clothestime	50,000	80,000	
				320,000	
3	Greenhouse Marketplace <sup>2</sup>	MacFrugal's Safeway Longs Sav Max Hometown Buffet	32,000 40,000 22,000	,	
4	San Lorenzo Plaza	Albertson's Black Angus		61,000	
5	Castro Valley Blvd Near Castro Village	Albertson's Pet Food Express Hollywood Express Rite Aid			
				82,000	
6	Creekside Plaza <sup>3</sup>	Albertson's Longs	29,000 23,000		
7	Approved development <sup>4</sup>	Albertson's other retail	65,000 18,000	83,000	
8	Hesperian near Southland	Albertson's Rite-Aid	29,000	82,000	
9	Jackson-Amador S.C.	Safeway Longs 24 Hour Fitness	40,000 24,000	115,000	
10	Jackson at Harder	Albertson's Rite-Aid	40,000		
11	Centennial Plaza	Safeway other retail	40,000		

<sup>&</sup>lt;sup>1</sup> Service Merchandise has closed. It is to become a Bally's Fitness Center.

<sup>&</sup>lt;sup>2</sup> The Best store in the Greenhouse Marketplace has closed. It is likely that it will be replaced with an office products store.

<sup>&</sup>lt;sup>3</sup> The Albertson's at Creekside Plaza will be closed when the new Albertson's (Map Key 7) is opened.

<sup>&</sup>lt;sup>4</sup> The Albertson's is to open in the spring of 2001.

### 4.0 PROJECT RETAIL CAPTURE

The San Lorenzo Village Core will capture the majority of retail sales for convenience merchandise categories if it is updated and appropriately marketed. To achieve this capture, the area must become competitive in what is an intensely competitive market.

As with most industries, the last several decades have seen intense competition in the retailing industry. Improvements in infrastructure and technology have placed pressure on most retailers to seek increasing economies of scale to remain competitive. This has generally translated into an overall trend toward retail consolidation and regionalization.

Retail is now moving in two directions simultaneously. One direction is value-oriented retail while the other is quality and service-oriented retail. The larger retail market, however, is the value-oriented.

As a counterbalance to the trend toward retail consolidation and regionalization, there has been a corresponding trend toward smaller-scale neighborhood or village centers. These centers typically provide a unique, personal, and high-quality shopping experience that is difficult to achieve on the scale of regional centers. Local neighborhood centers constructed in current market conditions typically run approximately 130,000 square feet and their primary customers live within a mile and a half of the centers.

These two counterbalancing trends have clearly segmented retail centers into two categories: 1) large, regionally-oriented retail centers, and 2) smaller, local serving retail centers.

With Albertson's as its anchor store and an inadequate amount of land to build a regional shopping center, the San Lorenzo site is primarily a locally-serving retail center. To enhance the area's viability as a locally-serving retail center, the site needs a strong anchor store. For instance, if Albertson's were to expand, it could better compete with the Safeway store at the Greenhouse Marketplace and attract more customers to the San Lorenzo area. The addition of more restaurants to the site could also attract more market support to the site and San Lorenzo generally as there are currently not enough dining establishments on the project site and in San Lorenzo.

### 5.0 SUGGESTED USES FOR THE SAN LORENZO SITE

The San Lorenzo Village Core contains approximately 22 acres. The physical configuration of the area and existing market conditions will largely define the development possibilities.

Given the site's physical layout and EDAW's analysis of current retail market conditions in the San Lorenzo area, EDAW recommends that the site focus on being a local-serving retail center.

Based on current standards for retail center development and assuming an appropriate retail mix including restaurants, EDAW projects that the overall Floor-Area-Ratio (the ration of the amount of building to the amount of land in an area) of new development on the project site will be in the range of 0.23 through 0.25 (this FAR assumes single-story retail uses). This will yield a total development potential of approximately 220,000-240,000 square feet on the site.

**Exhibit 13: Potential Commercial and Public Uses** 

Potential Commercial Uses	Square Feet
Expanded/larger Lucky Store	55,000-60,000
Drug Store	15,000-25,000
Banks (approximately 3)	20,000-30,000
Restaurants (approximately 3 to 5)	30,000-35,000
Specialty Retail	20,000-30,0000
Total	140,000-180,000
Potential Expanded Public Uses	
Expanded library	12,000-30,000
Homeowners Association Building	6,000
Firehouse	2,000-3,000
Post Office	7,000
Preschool	2,000
Total	29,000-48,000
TOTAL	+/- 230,000

Prepared by EDAW, Inc. (November 23, 1999)

In summary, EDAW's market conclusions related to the site are:

The most likely amount of retail, commercial, and related public/institutional space that can
be accommodated on the project site is approximately 220,000-240,000 square feet, at an
assumed Floor-Area-Ratio (FAR) of 0.23-0.25. This FAR assumes single-story retail uses.
Because of the site's physical configuration, even this amount of space may be difficult to
develop in an appropriate manner. The 22 acres are broken into several small irregularly-

San Lorenzo 18

shaped parcels which are inefficient by current retail standards. May parts of the area do not have adequate depth, are inaccessible, or are adjacent to potentially incompatible uses.

• San Lorenzo Village is the part of the site most in immediate need of redevelopment. It is a largely vacant shopping center.

San Lorenzo 19

# **APPENDICES A-D**

# **Basic Configurations<sup>2</sup>**

#### Mall:

Malls typically are enclosed, with a climate-controlled walkway between two facing strips of stores. The term represents the most common design mode for regional and superregional centers and has become an informal term for these types of centers.

### Strip center:

A strip center is an attached row of stores or service outlets managed as a coherent retail entity, with on-site parking usually located in front of the stores. Open canopies may connect the store fronts, but a strip center does not have enclosed walkways linking the stores. A strip center may be configured in a straight line, or have an "L"or "U" shape.

### **Shopping Center Types**

### **Neighborhood Center:**

This center is designed to provide convenience shopping for the day-to-day needs of consumers in the immediate neighborhood. According to ICSC's SCORE publication, roughly half of these centers are anchored by a supermarket, while about a third have a drugstore anchor. These anchors are supported by stores offering drugs, sundries, snacks and personal services. A neighborhood center is usually configured as a straight-line strip with no enclosed walkway or mall area, although a canopy may connect the storefronts.

### **Community Center:**

A community center typically offers a wider range of apparel and other soft goods than the neighborhood center does. Among the more common anchors are supermarkets, super drugstores, and discount department stores. Community center tenants sometimes contain off-price retailers selling such items as apparel, home improvement/furnishings, toys, electronics or sporting goods. The center is usually configured as a strip, in a straight line, or L or U shape. Of the eight center types, community centers encompass the widest range of formats. For example, certain centers that are anchored by a large discount department store refer to themselves as discount centers. Others with a high percentage of square footage allocated to off-price retailers can be termed off-price centers.

# **Regional Center:**

This center type provides general merchandise (a large percentage of which is apparel) and services in full depth and variety. Its main attractions are its anchors: traditional, mass merchant, or discount department stores or fashion specialty stores. A typical regional center is usually enclosed with an inward orientation of the stores connected by a common walkway and parking surrounds the outside perimeter.

### **Superregional Center:**

Similar to a regional center, but because of its larger size, a superregional center has more anchors, a deeper selection of merchandise, and draws from a larger population base. As with regional centers, the typical configuration is as an enclosed mall, frequently with multilevels.

San Lorenzo A-1

<sup>&</sup>lt;sup>2</sup> Source: International Council of Shopping Centers website, www.icsc.org/srch/lib/shopcentdefs/html

### Fashion/Specialty Center:

A center composed mainly of upscale apparel shops, boutiques and craft shops carrying selected fashion or unique merchandise of high quality and price. These centers need not be anchored, although sometimes restaurants or entertainment can provide the draw of anchors. The physical design of the center is very sophisticated, emphasizing a rich decor and high quality landscaping. These centers usually are found in trade areas having high income levels.

# **Power Center:**

A center dominated by several large anchors, including discount department stores, offprice stores, warehouse clubs, or "category killers," i.e., stores that offer tremendous selection in a particular merchandise category at low prices. The center typically consists of several freestanding (unconnected) anchors and only a minimum amount of small specialty tenants.

### Theme/Festival Center:

These centers typically employ a unifying theme that is carried out by the individual shops in their architectural design and, to an extent, in their merchandise. The biggest appeal of these centers is to tourists; they can be anchored by restaurants and entertainment facilities. These centers, generally located in urban areas, tend to be adapted from older, sometimes historic, buildings, and can be part of mixed use projects.

### **Outlet Center:**

Usually located in rural or occasionally in tourist locations, outlet centers consist mostly of manufacturers' outlet stores selling their own brands at a discount. These centers are typically not anchored. A strip configuration is most common, although some are enclosed malls, and others can be arranged in a "village" cluster.

San Lorenzo A-2

# **TYPES OF SHOPPING CENTERS**

Type	Concept	Square Feet (including anchors)	Acreage
Neighborhood Center	Convenience	30,000-150,000	3-15
Community Center	General Merchandise; Convenience	100,000-350,000	10-40
Regional Center	General Merchandise; Fashion (Mall, tvpically enclosed)	400,000-800,000	40-100
Superregional Center	Similar to Regional Center but has more variety and assortment	800,000+	60-120
Fashion/Specialty Center	Higher end, fashion oriented	80,000-250,000	5-25
Power Center	Category-dominant anchors; few small tenants	250,000-600,000	25-80
Theme/Festival Center	Leisure; tourist oriented; retail and service	80,000-250,000	5-20
Outlet Center	Manufacturers' outlet stores	50,000-400,000	10-50

<sup>&</sup>lt;sup>1</sup> Source: International Council of Shopping Centers website, www.scsc.org/srch/lib/shopcentdefs/html

San Lorenzo B-1

# **TYPICAL ANCHORS OF SHOPPING CENTERS**

Type	Number	Typical Anchor	Anchor ratio	Primary Trade Area
Neighborhood Center	1 or more	Supermarket	30-50%	3 miles
Community Center	2 or more	Discount department store; supermarket; drug; home improvement; large specialty/discount apparel	40-60%	3-6 miles
Regional Center	2 or more	Full-line department store; junior department store; mass merchant; discount department store; fashion apparel	50-70%	5-15 miles
Superregional Center	3 or more	Full-line department store; junior department store; mass merchant; fashion apparel	50-70%	5-25 miles
Fashion/Specialty Center	N/A	Fashion	N/A	5-15 miles
Power Center	3 or more	Category killer; home improvement; discount department store; warehouse club:off-price	75-90%	5-10 miles
Theme/Festival Center	N/A	Restaurants; entertainment	N/A	N/A
Outlet Center	N/A	Manufacturers' outlet stores	N/A	25-75 miles

<sup>&</sup>lt;sup>1</sup> Source: International Council of Shopping Centers website, www.scsc.org/srch/lib/shopcentdefs/html

San Lorenzo C-1

# **Bibliography**

Association of Bay Area Governments, <u>Projections 98: Forecasts for the San Francisco Bay Area to the Year 2020.</u>

California Board of Equalization, 1998 Taxable Sales Booklet.

California Department of Finance, http://www.dof.ca.gov/html/Demograp/druhpar.htm.

Claritas, Household Trend and Family Household Trend Reports.

International Council of Shopping Centers, www.icsc.org/srch/lib/shopcentdefs/html.

San Lorenzo D-1

# **DEMOGRAPHICS**

Table DP-1. Profile of General Demographic Characteristics: 2000

Geographic Area: San Lorenzo CDP, California

[For information on confidentiality protection, nonsampling error, and definitions, see text]

Subject	Number	Percent	Subject	Number	Percent
Total population	21,898	100.0			
SEV AND AGE			Total population	21,898	100.0
SEX AND AGE	10,610	10 c	Hispanic or Latino (of any race)	5,398	24.7 16.4
Male	11,288	48.5 51.5		3,595 255	1.2
00 00 00	50.000000000	Security	Cuban	41	0.2
Under 5 years	1,336 1,607	6.1 7.3	Other Hispanic or Latino	1,507	6.9
10 to 14 years	1,658	7.6	Not Hispanic or Latino	16,500	75.3
15 to 19 years	1,476	6.7	White alone	11,475	52.4
20 to 24 years	1,176	5.4	RELATIONSHIP		
25 to 34 years	2,733	12.5	Total population	21,898	100.0
35 to 44 years	3,736	17.1	In households	21,898	100.0
45 to 54 years	2,976	13.6	Householder	7,500	34.2
55 to 59 years	913	4.2	Opod30	4,354	19.9
60 to 64 years	783	3.6	Offing	6,932	31.7
65 to 74 years	1,743 1,447	8.0 6.6	Own child under 18 years	4,759	21.7
75 to 84 years	314	1.4	Carlot foldared	1,973	9.0
and the second s	4.00000000	60000000	Under 18 years	624 1,139	2.8 5.2
Median age (years)	37.7	(X)	Nonrelatives	376	1.7
18 years and over	16,390	74.8	In group quarters	- 010	1.1
Male	7,823	35.7	Institutionalized population		
Female	8,567	39.1	Noninstitutionalized population	-	-
21 years and over	15,541	71.0			
62 years and over	3,940	18.0	HOUSEHOLD BY TYPE		
65 years and over	3,504 1,422	16.0 6.5	Total households	7,500	100.0
Male Female.	2,082	9.5	Family households (families)	5,678	75.7
r emale	2,002	3.5	With own children under 18 years	2,602 4,354	34.7 58.1
RACE			With own children under 18 years	2,031	27.1
One race	20,539	93.8		943	12.6
White	13,865	63.3	With own children under 18 years	404	5.4
Black or African American	616	2.8	Nonfamily households	1,822	24.3
American Indian and Alaska Native	195	0.9	Householder living alone	1,435	19.1
Asian	3,389	15.5	Thousant or journ and over	865	11.5
Asian Indian	114 1,001	0.5 4.6	Households with individuals under 18 years	2,955	39.4
Filipino	1,534	7.0	Households with individuals 65 years and over	2,565	34.2
Japanese	189	0.9	16 95 16 56 67 67	101 (2004)	0.0
Korean	97	0.4	Average family size	2.92	(X)
Vietnamese	271	1.2	Average family size	3.34	(X)
Other Asian <sup>1</sup>	183	0.8	HOUSING OCCUPANCY		
Native Hawaiian and Other Pacific Islander	105	0.5	Total housing units	7,609	100.0
Native Hawaiian	15	0.1	Occupied housing units	7,500	98.6
Guamanian or Chamorro	24 29	0.1 0.1	Vacant housing units	109	1.4
Other Pacific Islander <sup>2</sup>	37	0.1	For seasonal, recreational, or		
Some other race	2,369	10.8	occasional use	4	0.1
Two or more races	1,359		Homeowner vacancy rate (percent)	0.5	(X)
Race alone or in combination with one			Rental vacancy rate (percent)	2.0	(X)
or more other races: 3	99.	y-1200200	HOUSING TENURE		
White	15,020	68.6	Occupied housing units	7,500	100.0
Black or African American	778	3.6	Owner-occupied housing units	5,942	79.2
American Indian and Alaska Native	468	2.1	Renter-occupied housing units	1,558	20.8
Asian	3,859 281	17.6 1.3	Average household size of owner-occupied units.	2.91	(X)
Some other race	2,975		Average household size of renter-occupied units.	2.96	(X)

Represents zero or rounds to zero. (X) Not applicable.

Source: U.S. Census Bureau, Census 2000.

<sup>&</sup>lt;sup>1</sup> Other Asian alone, or two or more Asian categories.

<sup>2</sup> Other Pacific Islander alone, or two or more Asian categories.
3 In combination with one or more of the other races listed. The six numbers may add to more than the total population and the six percentages. may add to more than 100 percent because individuals may report more than one race.

Table DP-2. Profile of Selected Social Characteristics: 2000

Geographic area: San Lorenzo CDP, California

[Data based on a sample. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see text]

Subject	Number	Percent	Subject	Number	Percent
SCHOOL ENROLLMENT			NATIVITY AND PLACE OF BIRTH		
Population 3 years and over			Total population	21,947	100.0
enrolled in school	5,860	100.0	Native	17,364	79.1
Nursery school, preschool	288	4.9	Born in United States	17,070	77.8
Kindergarten	270	4.6		13,150	59.9
Elementary school (grades 1-8)	2,731	46.6	Different state	3,920	17.9
High school (grades 9-12)	1,236	21.1	Born outside United States	294	1.3
College or graduate school	1,335	22.8	Foreign born	4,583	20.9
	100000000	500,500,000	Entered 1990 to March 2000	1,470	6.7
EDUCATIONAL ATTAINMENT			Naturalized citizen	2,571	11.7
Population 25 years and over	14,755	100.0	Not a citizen	2.012	9.2
Less than 9th grade	1.018	6.9			
9th to 12th grade, no diploma.	1,751	11.9	REGION OF BIRTH OF FOREIGN BORN	100 600	13000 00
High school graduate (includes equivalency)	4.846	32.8	Total (excluding born at sea)	4,583	100.0
Some college, no degree	3,880	26.3		540	11.8
Associate degree	1.050	7.1	Asia	2,309	50.4
Bachelor's degree	1,623	11.0	Africa	6	0.1
Graduate or professional degree	587	4.0	Oceania	114	2.5
oradado or profossionar asgres	1959004	55%	Latin America	1,525	33.3
Percent high school graduate or higher	81.2	(X)	Northern America.	89	1.9
Percent bachelor's degree or higher	15.0	(X)		SHES	10000
	0.73576	(Sept.	LANGUAGE SPOKEN AT HOME	8.00	5,500 2 10
MARITAL STATUS			Population 5 years and over	20,606	100.0
Population 15 years and over	17,255	100.0	English only	14,342	69.6
Never married	4.043	23.4	Language other than English	6,264	30.4
Now married, except separated	10.050	58.2	Speak English less than "very well"	3,078	14.9
Separated	181	1.0	Spanish	2,856	13.9
Widowed	1,477	8.6	Speak English less than "very well"	1,421	6.9
Female	1.159	6.7	Other Indo-European languages	949	4.6
Divorced	1,504	8.7	Speak English less than "very well"	344	1.7
Female	910	5.3	A 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	2,405	11.7
remale	910	0.0	Speak English less than "very well"	1,309	6.4
GRANDPARENTS AS CAREGIVERS				265222	(555
Grandparent living in household with			ANCESTRY (single or multiple)		
			Total population	21,947	100.0
one or more own grandchildren under 18 years	765	100.0	Total ancestries reported	24,376	111.1
Grandparent responsible for grandchildren	199	26.0	Агар	50	0.2
Grandparent responsible for grandcrilldren	133	20.0	Czech <sup>1</sup>	82	0.4
VETERAN STATUS			Danish	186	0.8
PROBLEM STATE OF THE CONTROL OF THE	46.460	100.0	Dutch	273	1.2
Civilian population 18 years and over	16,462	13.8	English	1,728	7.9
Civilian veterans	2,268	10.0	French (except Basque) <sup>1</sup>	495	2.3
DIGABILITY STATUS OF THE SIMILIAN			French Canadian <sup>1</sup>	88	0.4
DISABILITY STATUS OF THE CIVILIAN			German	2,689	12.3
NONINSTITUTIONALIZED POPULATION		100.0	Greek	67	0.3
Population 5 to 20 years	4,988	100.0	Hungarian	91	0.4
With a disability	345	6.9	Irish <sup>1</sup>	2.140	9.8
Population 21 to 64 years	12,028	100.0	Italian	1,575	7.2
With a disability	2,505	20.8	Lithuanian	32	0.1
Percent employed	61.4	(X)	Norwegian.	312	1.4
No disability	9,523	79.2		262	1.4
Percent employed	78.0			1.415	6.4
the state of the s	2 504	400.0	Portuguese	- 1 to 6 to	15/2007
Population 65 years and over	3,584	100.0 43.6	Russian	194 345	0.9 1.6
With a disability	1,562	40.0			US-44532
DECIDENCE IN 4005			Scottish	367	1.7
RESIDENCE IN 1995	00.000	400.0	Slovak	13	0.1
Population 5 years and over	20,606	100.0		39	0.2
Same house in 1995	13,615	66.1	Swedish	316	1.4
Different house in the U.S. in 1995	6,479	31.4	Swiss	47	0.2
Same county	4,669	22.7	Ukrainian	41	0.2
Different county	1,810	8.8		654	3.0
Same state	1,488	7.2		92	0.4
Different state	322	1.6		1000 mil	20cm 13
Elsewhere in 1995.	512	2.5	Other ancestries	10,783	49.1

<sup>-</sup>Represents zero or rounds to zero. (X) Not applicable.

¹The data represent a combination of two ancestries shown separately in Summary File 3. Czech includes Czechoslovakian, French includes Alsatian. French Canadian includes Acadian/Cajun, Irish includes Cettic.

Source: U.S. Bureau of the Census, Census 2000.

Table DP-3. Profile of Selected Economic Characteristics: 2000

Geographic area: San Lorenzo CDP, California

[Data based on a sample. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see text]

Subject	Number	Percent	Subject	Number	Percent
EMPLOYMENT STATUS			INCOME IN 1999		
Population 16 years and over	16,988	100.0	Households	7,573	100.0
In labor force	10,289	60.6	Less than \$10,000	404	5.3
Civilian labor force.	10,283	60.5	\$10,000 to \$14,999	250	3.3
Employed	9,894		\$15,000 to \$24,999	744	9.8
Unemployed	389	32,522,0	\$25,000 to \$34,999	781	10.3
Percent of civilian labor force	3.8	(X)	\$35,000 to \$49,999	1,050	13.9
Armed Forces	6		\$50,000 to \$74,999	1,955	25.8
Not in labor force	6,699	39.4	\$75,000 to \$99,999	1,260	16.6
Females 16 years and over	8,869	100.0	\$100,000 to \$149,999.	880	11.6
In labor force	4,959	55.9	\$150,000 to \$199,999.	161	2.1
Civilian labor force	4,959	55.9	\$200,000 or more	88	1.2
Employed	4,791	54.0	Median household income (dollars)	56,170	(X)
		400.0	With earnings	5.697	75.2
Own children under 6 years	1,589	100.0	Mean earnings (dollars) <sup>1</sup>	65,847	(X)
All parents in family in labor force	950	59.8	With Social Security income	2,581	34.1
COMMUTING TO WORK			Mean Social Security income (dollars) <sup>1</sup>	11,957	(X)
Workers 16 years and over	9.663	100.0	With Supplemental Security Income	435	5.7
Car, truck, or van drove alone	7,334	75.9	Mean Supplemental Security Income	400	5.7
Car, truck, or van carpooled	1,341	13.9	(dollars) <sup>1</sup>	6.708	(X)
Public transportation (including taxicab)	532		With public assistance income	170	2.2
Walked	95	1.0	Mean public assistance income (dollars) <sup>1</sup>	4,055	(X)
Other means.	157	1.6	With retirement income	1,993	26.3
Worked at home	204	2.1	Mean retirement income (dollars) <sup>1</sup>	17,162	(X)
Mean travel time to work (minutes) <sup>1</sup>	29.1	(X)	9 1	11,102	15.7
ividan dayor dinio to tronk (irimideo)		6.8	Families	5,777	100.0
Employed civilian population		1000000	Less than \$10,000	144	2.5
16 years and over	9,894	100.0	\$10,000 to \$14,999	101	1.7
OCCUPATION			\$15,000 to \$24,999	356	6.2
Management, professional, and related		100000000000000000000000000000000000000	\$25,000 to \$34,999	554	9.6
occupations	2,802	28.3	\$35,000 to \$49,999	908	15.7
Service occupations	1,279	12.9	\$50,000 to \$74,999	1,659	28.7
Sales and office occupations	3,086	31.2	\$75,000 to \$99,999	1,097	19.0
Farming, fishing, and forestry occupations	13	0.1	\$100.000 to \$149.999	752	13.0
Construction, extraction, and maintenance			\$150,000 to \$199,999	152	2.6
occupations	975	9.9	\$200,000 or more	54	0.9
Production, transportation, and material moving		200 0600	Median family income (dollars)	61,787	(X)
occupations	1,739	17.6	□ 0 0 07 0 04	01000	20.00
MODEL AND CONTRACTOR AND CONTRACTOR AND A			Per capita income (dollars) <sup>1</sup>	21,922	(X)
INDUSTRY			Median earnings (dollars):	10.000	0.0
Agriculture, forestry, fishing and hunting,	.02023	592	Male full-time, year-round workers	43,626	(X)
and mining	22	0.2	Female full-time, year-round workers	34,531	(X)
Construction	625	6.3		Number	Percent
Manufacturing	1,516	15.3		below	below
Wholesale trade	600	6.1		poverty	poverty
Retail trade	1,451	14.7	Subject	level	level
Transportation and warehousing, and utilities	770	7.8	- Casjour	10 701	10.101
Information	270	2.7	ESTIMATION OF THE LOCAL PROPERTY OF THE CONTROL OF MANAGEMENT AND AND STREET		
Finance, insurance, real estate, and rental and			POVERTY STATUS IN 1999		
leasing	570	5.8	Families	212	3.7
Professional, scientific, management, adminis-	2.24	2.7	With related children under 18 years	167	5.6
trative, and waste management services	934	9.4	With related children under 5 years	81	7.3
Educational, health and social services	1,726	17.4		500	000000
Arts, entertainment, recreation, accommodation	200400	2012	Families with female householder, no	272	1212 22
and food services	517	5.2	husband present	93	11.2
Other services (except public administration)	569	#12 XXXXXX	With related children under 18 years.	83	18.4
Public administration.	324	3.3	With related children under 5 years	23	16.7
CLASS OF WORKER			Individuals	1,185	5.4
Private wage and salary workers	8,271	83.6	18 years and over	812	4.9
Government workers	1,196	12.1	65 years and over	150	4.2
Self-employed workers in own not incorporated			Related children under 18 years	344	6.4
business	405	4.1	Related children 5 to 17 years	242	6.0
THE CONTRACT OF THE CONTRACT O	22				

<sup>-</sup>Represents zero or rounds to zero. (X) Not applicable.

1f the denominator of a mean value or per capita value is less than 30, then that value is calculated using a rounded aggregate in the numerator. See text.

Source: U.S. Bureau of the Census, Census 2000.

Table DP-4. Profile of Selected Housing Characteristics: 2000

Geographic area: San Lorenzo CDP, California

[Data based on a sample. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see text]

Subject	Number	Percent	Subject	Number	Percent
Total housing units	7,638	100.0		7 520	400.0
UNITS IN STRUCTURE	0.717	.00.0	Occupied housing units	7,532	100.0
1-unit, detached	6,747		1.00 or less.	6,820	90.5
1-unit, attached	184	2.4		412	5.5
2 units	27	0.4	1.51 or more	300	4.0
3 or 4 units	147	1.9			
5 to 9 units	38	0.5	Specified owner-occupied units	5,782	100.0
10 to 19 units	51	0.7			W 49
20 or more units	368	4.8	Less than \$50,000	75	1.3
Mobile home	71	0.9	\$50,000 to \$99,999	61	1.1
Boat, RV, van, etc	5	0.1	\$100,000 to \$149,999	216	3.7
20 - 27 - 25			\$150,000 to \$199,999.	1,449	25.1
YEAR STRUCTURE BUILT			\$200,000 to \$299,999	3,558	61.5
1999 to March 2000	73	1.0	\$300,000 to \$499,999.	406	7.0
1995 to 1998	22	0.3	\$500,000 to \$999,999	11	0.2
1990 to 1994	61	0.8	\$1,000,000 or more	6	0.1
1980 to 1989	222		Median (dollars)	223,300	(X)
1970 to 1979	312	4.1	ivicalari (dollars)	220,000	(24)
	614	8.0	MORTGAGE STATUS AND SELECTED		
1960 to 1969	6,230	81.6	[1] [2] 그리고 하고 있다면 바이 아이를 가게 있는 가게 되어 하면 하고 있다면 하고 있는 사람들이 하는 사람들이 하는 것이다면 하는데		
1940 to 1959				4.050	70.0
1939 or earlier	104	1.4	With a mortgage	4,059	70.2
			Less than \$300	26	0.4
ROOMS	2000000	991777.00	\$300 to \$499	137	2.4
1 room	92	1.2	\$500 to \$699	241	4.2
2 rooms	260	3.4	\$700 to \$999	470	8.1
3 rooms	601	7.9		1,273	22.0
4 rooms	479	6.3	\$1,500 to \$1,999	1,403	24.3
5 rooms	2,050	26.8	\$2,000 or more	509	8.8
6 rooms	2,672	35.0	Median (dollars)	1,463	(X)
7 rooms	1,084	14.2	Not mortgaged	1,723	29.8
8 rooms	308	4.0		255	(X)
9 or more rooms	92	1.2	9 (6		3.5
Median (rooms)	5.6	(X)	SELECTED MONTHLY OWNER COSTS AS A PERCENTAGE OF HOUSEHOLD		
Occupied housing units	7,532	100.0			
YEAR HOUSEHOLDER MOVED INTO UNIT	7,502	100.0	Less than 15.0 percent	1.949	33.7
1999 to March 2000	789	10 E	15.0 to 19.9 percent	862	14.9
1995 to 1998	1,670		20.0 to 24.9 percent	748	12.9
CLOCKED TO THE COURT	0.00000		25.0 to 29.9 percent	547	9.5
1990 to 1994	1,117			479	8.3
1980 to 1989	1,227	16.3	30.0 to 34.9 percent		
1970 to 1979	924	12.3	35.0 percent or more	1,170	20.2
1969 or earlier	1,805	24.0	Not computed	27	0.5
VEHICLES AVAILABLE			Specified renter-occupied units	1,555	100.0
None	482	6.4	GROSS RENT		
1	1,856	24.6	Less than \$200	48	3.1
2	3,151		\$200 to \$299	77	5.0
3 or more	2.043		\$300 to \$499	79	5.1
10 01 moro	2,010	-1.1	\$500 to \$749	235	15.1
HOUSE HEATING FUEL			\$750 to \$999	335	21.5
Utility gas	6,438	85.5	\$1,000 to \$1,499	543	34.9
Bottled, tank, or LP gas	104		\$1,500 or more	127	8.2
Electricity	925		No cash rent.	111	7.1
Electricity.	925	14.0			3-2500
Fuel oil, kerosene, etc	#i	7.1	Median (dollars)	953	(X)
Coal or coke	اء اون		CROSS DENT AS A DEPOSITACE OF		
Wood	11	0.1			
Solar energy	15	0.2		400	40.4
Other fuel	ggil.	5 H	Less than 15.0 percent.	188	12.1
No fuel used	39	0.5	15.0 to 19.9 percent	203	13.1
140 1401 4604	1		20.0 to 24.9 percent	262	16.8
SELECTED CHARACTERISTICS	stg****	25.544.00	25.0 to 29.9 percent	139	8.9
SELECTED CHARACTERISTICS Lacking complete plumbing facilities	21	0.3	30.0 to 34.9 percent	131	8.4
SELECTED CHARACTERISTICS	21 16	0.2	25.0 to 29.9 percent 30.0 to 34.9 percent 35.0 percent or more Not computed		

<sup>-</sup>Represents zero or rounds to zero. (X) Not applicable.

Source: U.S. Bureau of the Census, Census 2000.

# Acknowledgments

# SAN LORENZO VILLAGE TASK FORCE

# Community Representatives

Carol Davis Debra Almason
Barry Weiss Ron Groves
Frank Peixoto Patricia Piras
Mary Ann McMillan Mary Reynolds
Tina Cheung Emanuel Satingin

# **Property Owner (Bohannon Organization)**

Frances Nelson Robert Webster

Scott Bohannon

# San Lorenzo Village Homes Association

Kathy Ready Nancy Van Huffel

# **Alameda County Planning Department Staff**

James Sorensen Chris Bazar Sandi Rivera Lou Andrade

# TASK FORCE CONSULTANTS

### **Facilitation**

Bluhon Planning Group:

Peter Bluhon Agnes Rozsnyoi

# **Urban Design and Drawings**

Field Paoli Architects:

Frank Fuller, AIA

### **Market Assessment**

EDAW, Inc.:

Michael Conlon My Do

# TECHNICAL STAFF

# Alameda County Public Works Agency

Art Carrera

# Alameda County Community Development Agency

Lane Bailey Eileen Dalton

Pat Cashman

# **Alameda County Library**

Linda Wood, Alameda County Librarian

Anthony Dos Santos, San Lorenzo Branch Librarian

### SPECIAL THANKS

The Alameda County Planning Department thanks the members of the San Lorenzo Village Task Force, Alameda County Supervisors Alice Lai-Bitker and Gail Steele and the Board of Directors of the San Lorenzo Village Homes Association for their support of this planning process and the many residents who attended the meetings and contributed their views and ideas on the future of the San Lorenzo Village Center.

Alameda County
PLANNING DEPARTMENT
July 2004