

Summary Minutes May 14, 2008
Alameda County Redevelopment Castro Valley
Citizens Advisory Committee Meeting
Meeting held at Supervisor Nate Miley's Conference Room
20993 Redwood Road, Castro Valley, CA

Call to Order, Welcome and Introductions

The meeting was called to order by chairperson, Roberta Rivet at 12:30 p.m.

Committee members present:

Roberta Rivet, Ken Carbone, Al Chamorro, Maryann Francis, Jeff Moore, and John Ryzanych

Committee members absent:

Dean Nielsen, Linda Tangren, and Keith Goddin

County staff present:

Eileen Dalton, and Marita Hawryluk from the Community Development Agency

General Announcements

The Planning Department is seeking applicants to fill an ad-hoc, nine-member Design Guidelines and Draft Development Standards Taskforce. The ad-hoc Taskforce will meet on a regular basis solely for the purpose of reviewing the work products of the County's hired Consultant in conjunction with County staff, provide input on those products, and provide the policy direction necessary to advance the Design Guidelines and Draft Development Standards process. Participation on the Taskforce requires a commitment to attend monthly meetings for 18 months to discuss the design guidelines and draft development standards. All applications must be received by May 23, 2008.

Open Forum

Nothing at this time.

Approval of Minutes

The March 12, 2008 minutes were approved as presented. Al Chamorro moved and Maryann Francis seconded the motion. The motion was approved unanimously.

Budget FY 08/09

At the last meeting a draft of the FY 08/09 budget was presented for review by the committee. Staff once again outlined the FY 08/09 budget allocations. Staff allocated the bulk of monies \$830,875 towards land acquisition (shared parking is one project that may involve land acquisition), \$10,000 towards a capital improvement program to address repair of streetscape elements once installed, \$30,000 to the enhanced code enforcement program, and \$20,000 for the graffiti abatement program. The façade improvement program received a \$225,000 allocation for projects and the single family rehab program was funded with \$80,000.

A motion was made to approve the motion as presented Jeff Moore moved and Ken Carbone seconded. The motion was approved unanimously.

A question was raised regarding progress with regard to the Rite Aid site. Eileen Dalton commented that the site is owned by a trust. Ms Dalton reported that she has been in contact with the developers who are interested in purchasing the site for a development project and they have reported that the trust is being very resistant to a sale.

Staff Reports

Streetscape Design Status Update/Streetscape Sub-Committee

Staff reported that the Streetscape Design Public Meeting held on Tuesday, April 15, 2008 went well with all comments focusing on support for the design elements as presented. The design team continues to move forward towards completion of the engineering drawings.

Some time ago, the CAC agreed to form a sub-committee to provide input to the selection process for furniture and gateway signage elements that will be part of the streetscape design project. Ken Carbone and Al Chamorro had volunteered to be on the committee. John Ryzanych volunteered to be a part of the committee. Bruce King, a community member who has also worked on the project to day light the creek is also interested in participating. The sub-committee will start to convene as we are at the point in the design process where the choices for these elements must be decided on.

Staff mentioned that about a month ago the McDonald's at Strobridge finally submitted their application for the new McDonald's and as a part of that project they would like to provide a gateway sign for the community. They have agreed to work with the design process for the other gateway elements that are a part of the streetscape project so that what ever is constructed on their sight ties in with the other gateway features.

Daughtry FIP Update

Randy Papierniak, the owner of the Daughtry building has not committed to signing the agreement to begin construction of the Façade Improvement Project with his building. The project was approved by the MAC earlier this year. Staff no longer feels that Mr. Papierniak will sign the agreement in the near term. As funds are limited, staff recommends considering other development opportunities within Castro Valley to commit these same funds.

The committee asked Mr. Papierniak to offer his comments on the negotiations. Mr. Papierniak commented that there were many delays that were out of his hands since the month of October 2007 and that an agreement was not produced until January of 2008 and did not have MAC approval until February 2008. He had a letter of intent from Beverly's (craft store) but they have since backed out. Representatives from Beverly's went to the Planning counter to find out about the property and were only then directed to Agency staff who were unaware that they were in negotiations with Mr. Papierniak. Beverly's wanted to occupy the site within a few months. The building has an approved site development that includes the proposed new facade improvement. If Beverly's wanted to do something different or minimal to the building than what has already been approved they would have had to go through a new site development review which would have taken longer than their anticipated occupancy date. This time constraint is ultimately why they backed out since they wanted to be open for the holidays.

The committee commented that it was unfortunate that Beverly's representatives were not first directed by Mr. Papierniak to speak with the Redevelopment Agency to help facilitate the process as this is an Agency project. The committee commented that the larger issue appears to be a lack of communication between the property owner and the Redevelopment Agency. The committee concurred with staff's recommendation to begin to work towards identifying other potential projects that could benefit from the funds available.

Farmers' Market Banner

Staff reported that community members, through another community meeting venue, asked if there were funds available to help better promote the Castro Valley Farmers' Market. They suggested the possibility of expanding the places where we hang banners announcing the Market.

There are currently 20 banners along Redwood Road from Castro Valley Boulevard to the freeway and have been fairly successful. Staff suggested adding banners along Castro Valley Boulevard, just east and west of the Redwood Road intersection. This would give the banners enough of a presence on the boulevard and give the remainder of the boulevard enough space for the other banners. About 28 banners would be needed for a total cost of approximately \$6-\$7k.

The committee, after some discussion, also proposed other alternatives for advertisement of the Market and asked staff to research these avenues: placing banners on the signal poles at the intersection, using billboards as a marketing tool, coupons, door hangers and purchasing banner poles for an "across the street" banner. John Bates from the Public Works Agency will look into any issues that may prevent some of the options from taking place like the banners on signal poles. Billboards might be a better way to get peoples attention. Successful Farmers' Markets typically shut down their streets downtown increasing foot traffic. Currently flyers are being sent to the school and advertising is placed in the Forum in order to get the word out about the Market.

Ashland Village

The Ashland Village Project, an affordable housing project on east 14th street in the Ashland area, has been approved by the Board. Three of the sub areas of the Eden project area, Castro Valley included, have agreed to contribute \$1.5 million each along with a \$2 million dollar Joint Project contribution for a total 3 year loan of \$6.5 million. The agreement also included Ashland contributing permanent funds if necessary to stay into the project for the full 55 years.

Eden recently discovered that they do not meet the required 10-year rule. The 10-year rule is an establishment period the owner has to have with HUD in order to allow for the transfer of the affordability units. They are three years short of that period. Eden expressed that it may not be an issue depending if related legislation passes before November. Eden has made arrangements with the property owner to be able to purchase and renovate the project in two phases. The initial phase includes building the community room and a portion of the rehabilitation required by HUD. The impact of constructing the project in 2 phases will result in a longer loan period (a 4.5 year loan period rather than for a 3 year loan period).

The committee made a motion to extend the \$1.5 million dollar loan for 4 and a half years as requested. Jeff Moore moved and Ken Carbone seconded. The motion was approved unanimously.

Public Works Agency/Norbridge Update –

John Bates from the Public Works Agency (PWA) provided an update report on the study of the Strobridge / Norbridge project. The consultant has completed collecting traffic data in the area. PWA is working with the consultant, and next month expect to receive the preliminary report which will include an analysis of current level of service in the area, and potential alternatives / schemes for the roadway network improvements. The report should be publicly available by the end of July.

Code Enforcement Report

Staff provided a 6 month report summarizing the code enforcement program closed cases, which included before and after photos of properties. There have been a total of 269 cases that had code enforcement violations that have been closed, 78 of those were located in the Castro Valley area. A majority of the violations are illegal banners and window signage. Staff will continue to implement the program on a proactive basis.

Single Family Rehab Program

A report was provided in the packet of materials that provided an overview of activity in the single family rehabilitation program.

Topics for Future Meeting Dates

- Funding item – land acquisition
- Sidewalk repair program
- Post office facility

There being no further business, the meeting was adjourned at 1:45 p.m. by Roberta Rivet.

The Next Castro Valley Sub-Area CAC meeting will be held on July 9, 2008.

Note: A full version of the minutes is available by written request from the Redevelopment Agency.