DEPARTMENT OF COMMUNITY AND ECONOMIC DEVELOPMENT
Planning Division

TO: **City Council Commercial Center Improvement Committee**
Council Member Kevin Dowling, Chairperson
Council Member Barbara Halliday
Council Member Bill Ward

THRU: **Jesús Armas, City Manager**

FROM: **Sylvia Ehrenthal, Director of Community & Economic Development**

SUBJECT:	**City Council Commercial Center Improvement Committee Agenda**
DATE:	**Monday, September 27, 2004**
TIME:	**5:30 p.m. – 6:30 p.m.**
LOCATION:	**Work Session Room 2A, Second Floor**

City Council Commercial Center Improvement Committee
September 27, 2004
5:30 p.m. – 6:30 p.m.
2nd Floor Work Session Room 2A

Hayward City Hall
777 'B' Street
Hayward, CA 94541

AGENDA

CALL MEETING TO ORDER

PUBLIC COMMENTS *(The Committee welcomes your comments at this point for items not on the agenda. If you have a comment about an item listed here, the Committee requests that your comments be made when that item is discussed.)*

AGENDA ITEMS

	Action
1. Haymont Village Shopping Center – (Continued from July 26, 2004)	Review and Comment
2. Site Plan Review PL-2004-0475 - a request for a façade renovation to the Huntwood Manor Shopping Center.	Review and Comment

ADJOURNMENT

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cc:	Mayor Cooper	City Clerk	Council Member Dowling
	City Manager	Planning Manager	Council Member Halliday
	Assistant City Manager	CED Administrator	Council Member Ward
	Deanna Bogue	Daily Review	Richard Patenaude
	Public Works Director	Main Library	Post

CITY OF HAYWARD
STAFF REPORT

AGENDA DATE 9/27/04
AGENDA ITEM 1

TO: City Council Commercial Center Improvement Committee

FROM: Director of Community and Economic Development

SUBJECT: Haymont Village Shopping Center

RECOMMENDATION:

It is recommended that the Committee review and comment on this report.

DISCUSSION:

At its meeting of July 26, 2004, the Committee briefly discussed the condition of the property with a representative of the Center's owner. This matter was continued to allow the owner to attend.

This 42,515-square-foot shopping center, on 2.69 acres, was built in 1951 at the northwest corner of Mission Boulevard and Sorenson Road. The property is zoned General Commercial (CG) District as is much of the Mission Boulevard corridor; however, the land uses within this corridor do not follow any consistent pattern. Holy Sepulchre Cemetery is located across the street to the east. A single-family residential neighborhood of 104 homes, built in 1950 and zoned Single-Family Residential (RS) District, is adjacent and to the west with its only access being Sorenson Road. An apartment complex, built in the early-1960s and zoned High-Density Residential (RH) District, is located at the westerly end of Sorenson Road; it contains 103 units on 2.5 acres for a density of 41.2 units per acre.

The General Plan land use designation for the shopping center is Commercial/High-Density Residential. This classification is used for areas along major arterials that are commercially zoned but presently underutilized, and may be appropriate for high-density residential use or mixed commercial/residential use.

Mission Boulevard (State Route 238) provides the primary frontage for this center, serving as a major north-south route for southern Alameda County. AC Transit operates 7-day bus service (Route 99) connecting the Hayward, South Hayward and Union City BART stations with late-evening service weekdays; daily "owl" service is also provided to the Fremont BART station. The property will be included in the proposed South Hayward BART Station Area study scheduled for the current fiscal year.

The center is marked by a combination of a lack of strong sense of entry and unimproved street frontage. There are no sidewalk, curb and gutter along the street and only a graveled strip separates the street pavement from the parking lot. The circulation movements in various parts of

the parking lot conflict with each other with changes in traffic direction. The parking lot contains no provision for landscaping and does not conform to today's standards requiring plant materials along the street frontage and trees throughout the lot to provide shade and to enhance pedestrian comfort. Individual tenant spaces in this center are difficult to sign because of the architectural design and the center is not governed by a sign program; the result is a haphazard collection of sign types, styles and locations. The center's monument sign is not maintained well and letters are missing from the text. Overall, the architectural design is dated and would be difficult to redesign. Although the owner's representative indicated that all tenant spaces are leased, the major space and an adjacent secondary space are vacant while the other spaces contain a combination of restaurant and retail and service uses (see attached list of tenants).

This property could be suitable for redevelopment with new uses. Should this property transition to residential use, there is a potential for 47-93 units. The proximity to a low-density single-family residential neighborhood to the west, and the long narrow shape of the lot would not likely permit a unit count toward the top of the range. The Mission Plaza shopping center at the southwest corner of Mission Boulevard and Sorenson Road, with Food Source and Walgreen's, provides adequate neighborhood-serving commercial uses for the surrounding area. There likely are relocation opportunities for the tenants of Haymont Village in other shopping centers throughout South Hayward. Another possibility would be a mixed-use project including a limited number of commercial uses with housing over the remainder of the property and over the commercial spaces.

Since the July meeting, staff has further corresponded with the owner's representative and has provided City ordinances and guidelines and other information to assist the owner in exploring options for the property. The representative indicated that the owner may be most interested in the mixed-use scenario with some neighborhood-serving retail and service uses at the street intersection combined with residential units on the remainder. While it appears that this type of project could be developed on this property, the CG District requires that residential units be located only above commercial uses. Because of the long and narrow shape of this property, it may not be possible to strictly adhere to this requirement along its entire length, but a Planned Development District may be a tool by which a creative project could meet the intent of the City's guidelines.

Prepared by:

Richard E. Patenaude, AICP
Principal Planner

Recommended by:

Sylvia Ehrenthal
Director of Community and Economic Development

Approved by:

Jesús Armas, City Manager

Attachments: Aerial Photograph
Tenant List

MISSION BLVD
SORENSEN RD
COLLETTE ST
COLLETTE PL
MARTHA PL
LAURETTE PL
LUVENA DR
DIANA PL
VOLTAIRE ST
JACARANDA DR
EDWIN WAY
HAYMONT VILLAGE
SHOPPING CENTER

HAYMONT VILLAGE
Tenant List – 07/14/04
(South to North)

All Audio & Wireless (Free-standing building)

Flo & Marie's Flowers (Free-standing kiosk)

Vacant (Major tenant space)
Vacant (Secondary tenant space)
Gerry's Country Rose Florist
Island Brick Restaurant & Boutique
Produce Market
Curry Corner Restaurant
Diamond Hair Cutting Salon
Shivan Jewelers
Bargain Source
Saudagar Market
Sagar's Bridal/Sagar Emporium
Pakwan Restaurant
Indian Music World
Raj Travel

CITY OF HAYWARD
STAFF REPORT

AGENDA DATE 09/27/04
AGENDA ITEM 2

To: City Council Commercial Center Improvement Committee

From: Director of Community and Economic Development

Subject: **HUNTWOOD MANOR SHOPPING CENTER – PAUL BUNTON (APPLICANT), WALT FRIES (OWNER) – RENOVATION OF A 36,000 SQUARE FOOT RETAIL CENTER**

THE PROJECT IS LOCATED AT 151-219 HARDER ROAD AT MOCINE AVENUE

RECOMMENDATION:

It is recommended that the Committee review and comment on this report.

DISCUSSION:

Fries Properties, owner of Huntwood Manor Shopping Center, proposes to renovate its building facades to enhance retail opportunities for existing and future tenants, improve visibility from the street and to create an identity. The approximately 36,000-square-foot center, on a 5¼-acre site, provides neighborhood services including a barber shop, cleaners, bar, restaurants, and liquor store; a "dollar store" is the anchor tenant. The Center consists of four buildings of various sizes. The site has significant frontage on both Harder Road and Mocine Avenue. A service/loading area to the rear of the main building (Building 1) is largely unused. The realignment of Mocine Avenue in 1991, to connect with Soto Road at Harder Road, resulted in additional land for the center, which remains undeveloped (approximately 1 acre). The City had hoped that its assistance in the owner's acquisition of this additional land would encourage the redevelopment of the entire center. The underutilization of the site as a whole may indicate that the center in its present form is obsolete. The undeveloped and underused land could allow for a project that is better oriented toward the neighborhood and brings in a residential component.

The shopping center was built in 1956 and is zoned Neighborhood Commercial (CN) District. It is bordered by single-family residential developments to the east, south and west, and a mix of retail and office uses to the north (across Harder Road). The neighborhood to the east and south was built in 1952 and is separated from the shopping center by a concrete-lined flood control channel. The neighborhood to the west, across Mocine Avenue, was built in 1991.

Site and Building Improvements

The four buildings that make up this center are of a nondescript architectural style. The buildings appear to be randomly placed on the site and do not have functional pedestrian connections. The buildings are topped with low-pitched, gabled red-tile roofs. A cross-gable marks the entrance to the major tenant in Building 1, but has little other distinction except for its large storefront windows. A covered arcade serves the smaller storefronts in Buildings 1 and 2 and the liquor store.

The applicant proposes only to add a new façades to all but the rear sides of Buildings 1, 2 and 3. The style is contemporary and would add dimension to the otherwise boxy forms of the buildings. The major new form along the arcades would be a series of "entries" that would create identity for each building and break up the horizontal emphasis of the buildings. The shape of these "entries" would be repeated on all three buildings to create unity, but some of the "entries" on Buildings 2 and 3 would have unique shapes to create individuality. The bulkhead along the storefronts would be refaced with glazed tiles. Metal awnings would accent the "entries" and the storefront windows of the major tenant space; cable stays, attached upward on the wall, would support the awnings. The frieze of the arcade would provide space for wall signs for the tenants. The color palette (to be presented at the meeting) is a vivid spectrum of warm to cool colors. The wall surface of the "entries" would be painted light orange, accented by a peach-colored cornice and plum-colored awnings. The bulkhead tiles would be blue and violet. The wall surfaces of the arcade would be painted with the peach color. The tile roofs would be retained. A recent project with a similar range of colors is the El Pollo Loco Restaurant at the corner of Mission Boulevard and Fletcher Lane.

The parking lot contains primarily diagonal parking spaces along one-way aisles, necessary to maximize the number of spaces with the odd dimensions of the available parking areas. The dimensions of the parking spaces and the drive aisles are not consistent. Within a distance of approximately 85 feet, there are four driveways accessing Harder Road. Two driveways access Mocine Avenue, one for the service area to the rear of Building 1. There is no landscaping within the parking lot. Parking spaces are located immediately to the sidewalks along the streets with no landscape buffer between them. The only significant landscape feature is the row of trees forming a screen between the shopping center and the single-family residences, lining the flood control channel along the southerly and easterly property lines. The applicant proposes to add only a dozen trees in the parking lot. Staff recommends that the applicant add the required landscaping improvements to the parking lot. These would include:

- parking lot trees in landscape islands every 6 parking spaces;
- landscape islands at the end of parking rows; and
- a 10-foot-wide landscape strip along the street frontage.

Sign Program

Staff recommends that all signage be replaced at the time façade improvements are made. The proposed areas for primary tenant signage should be dimensioned by providing recesses or architectural surrounds on the new facades. The type of sign should be individual channel letters with raceways hidden behind the walls. Horizontal hanging signs for each tenant are recommended under the arcades. These signs should be placed only at entrances and be limited to 4 square feet on each face, consistent with the City's sign regulations.

Two pole signs, one for the shopping center and one for the liquor store, and a monument sign for the restaurant in Building 3, line the Harder Road frontage. Staff recommends that these signs be removed and be replaced with a single monument sign advertising the center; the monument sign could contain panels for the primary tenants.

CONCLUSION:

Administrative approval of a Site Plan Review application by the Planning Director is required for the project. The overall design concept presented is a good start, but the proposal should be more fully developed and more detail should be provided in order to complete the project review. Staff understands that the owner is only willing to undertake the façade improvements at this time, however, staff also recommends the following:

- The building housing the liquor store should be included in the façade renovation.
- The rears of the buildings are visible from the adjacent single-family residences and are indirectly accessible to the public and, therefore, should also be improved.
- The minor service area to the rear of the small shops of Building 1 should be screened from view from the street.
- The rooftop equipment, if not hidden by the new façade, should be relocated.
- The awnings over the major tenant space should be reduced in width to be over the windows only to provide additional wall space for a sign.
- The number of driveways on Harder Road should be reduced from four to two.
- The pole signs should be removed and replaced with a monument sign.
- The abandoned "photomat" kiosk should be removed.
- The screen landscaping along the flood control channel should be filled in where necessary.
- The vacant property should be planted with a groundcover.

Furthermore, staff recommends that the owner explore opportunities to redevelop the entire property. The inclusion of undeveloped and underdeveloped portions of the property provides opportunities to redevelop this center so that its commercial uses, and the possible addition of residential units, serve the neighborhood well.

The applicant's architect, Bunton Clifford Associates, was involved with the remodel of two small shopping centers in Fremont. Mowry East, on Mowry Avenue just east of I-880, is distinguished by the use of bold shapes and colors. Fremont Plaza, at Fremont Boulevard and Mowry Avenue, uses more traditional forms and colors.

Prepared by:

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Principal Planner/Landscape Architect

Recommended by:

Sylvia Ehrenthal
Director of Community & Economic Development

Approved by:

Jesús Armas, City Manager

Attachments: Plans and Elevations
Photographs

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HUNTWOOD MANOR

HUNTWOOD MANOR