

Why am I Here?

I am bringing this proposal before the MAC because I am concerned about the long-term status of downtown Castro Valley. The Daughtrey's building has had a poor history with tenants and I was hoping to help find a useful purpose for the site. When I first broached the idea of turning the property into a park with Nate Miley, I was encouraged to bring this before the MAC so that the community can discuss it. I am not an urban planner, nor am I a commercial developer, but after several discussions with various interested parties and many community members, I am convinced that the building needs to be removed.

- The layout of the existing building is awkward and inefficient.
- The building is contaminated with lead, asbestos, and has a toxic water plume that needs to be continuously treated and pumped from below the basement.
- The parking lot does not contain an adequate number of spaces for the size building it is.

These are some of the reasons that it has been so difficult to rent the building in the past, and it will still be difficult to find a quality long-term tenant in the future.

Current Situation

During the course of my research for this proposal, it became quite obvious that the community believes they have not participated fully in the process. There is a sense that Alameda County, specifically the Successor Agency and Oversight Board, is acting in a paternalistic manner. I heard from multiple people that they are worried that Alameda County, is deciding what to do with Castro Valley without asking Castro Valley what we want.

- People are worried that there will be a lack of accountability if the retail fails.
- People are worried about the quality of tenants that the site will attract.
- What will happen if the anchor tenant goes out of business within 2 years as most new restaurants do?
- Will this process need to be revisited?

The notoriously phallic cellular tower, the Boulevard Beautification, and the Remax building are all projects that did not get built according to how they were originally described to the community. Once the property is sold, the only control that the community has for a conforming business seems to be paint colors, awnings and signs.

Alameda County Spent nearly \$3,000,000 in redevelopment funds in 2011 to purchase the long abandoned Daughtrey's department store building on Castro Valley Boulevard in the heart of downtown Castro Valley. We believe that Alameda County should acquire the site through the redevelopment dissolution process, demolish the building, and develop a town square for Castro Valley. We have a unique opportunity to create a space that would spur economic activity downtown and create a sense of space in the heart of our community.

When the Daughtrey's property was initially being considered for purchase, there were three parties interested in the site. Two had plans to tear it down, and one wanted to remodel the building and turn it into a mixed use retail/restaurant space. If the argument that a retail space

is needed in this location, why is remodeling the building even being considered? The current structure certainly has not made the property an attractive real estate investment.

If the building were to be torn down, the water treatment and abatement that costs \$26,000 per year would be eliminated, and a new building could be constructed that would satisfy the updated CV General plan guidelines.

There are already many vacancies for lease and sale on the boulevard. There are several shopping centers that are struggling to find tenants. Why would you increase the amount of old retail space? Most new businesses fail within the first 2 years, and the existing building has proven to be problematic, so even if the building is remodeled, so are we going to revisit this issue again in a few more years? If we do, will we have the same controls on what business moves into the site?

The city of Lafayette created a downtown plaza with shared parking on Mt. Diablo Blvd. between Moraga Rd. and Golden Gate Way because they saw it as a worthwhile investment. The adjacent businesses were vacant and boarded up, but now, the retail spaces are in demand. Rents have increased in the area, and successful businesses feed off of each other. They have created a more vibrant area that has increased foot traffic, and this leads to more revenue. They use the plaza for Summer events such as "Rock the Plaza", a holiday lights festival, and a "Taste of Lafayette" event for local eateries and restaurants to promote their wares.

Now imagine this happening in Castro Valley.

The Daughtrey's location is central to the Castro Valley downtown. Combining the new plaza with the shared parking plan could transform the downtown area. This is what the City of Davis accomplished with their "Davis Common" open space that was created in the midst of their downtown area. Removing the Daughtrey's building could free up between 30-40 parking spaces and tie the shared parking area to the downtown area instead of hiding behind it. Currently, most people drive to their single location, run their single errand, and get back in their car to drive to the next one. If we create a safe, central place to park, they will get out, walk around, and visit multiple locations. This contrasts to the current plan to build a paseo between the Daughtrey's building and the Ice Creamery building-this will create a closed environment and cut off the new shared parking from the central business area. With the building there, this walkway looks more like an alley and is a potential safety issue. Removing the Daughtrey's building will open up the space and reduce the potential for hidden crimes including graffiti and public urination.

Many have challenged me as to why we would permanently take a building that could generate sales tax out of central Castro Valley's commercial real estate inventory. In its current state, the building is currently rented for only 14 weeks out of the year-And if anything, it has a negative impact on the neighboring businesses. A permanent tenant has not been in that space since 1996. A town square is much more than a grassy green space in downtown. An investment in open space in the middle of a commercial center can have an extremely positive effect on neighboring businesses. Urban planners and commercial developers all agree that in order for a downtown to thrive and effectively draw people, it must have some type of a public "gathering" space. If you give the community of Castro Valley a place to gather and circulate among the shops and restaurants in central Castro Valley, you are building on the smart infrastructure investments that have been made in the past few years. You are giving Castro

Valley more of a reason to linger in the heart of their community, to check out the shops and restaurants, to compel new businesses to build and open up. You will see higher quality investments in our infrastructure, economic activity, and increased property and sales tax revenue.

According to the Project for Public Spaces:

One of the main reasons for the resurgence of the public square is that they bring livability and many diverse benefits to a city-at a lower cost and greater speed than traditional large-scale developments. Public squares that emerge through a placemaking process are sustained by community buy-in can:

- catalyze private investment and foster grassroots entrepreneurial activities.*
- nurture identity, encourage volunteerism, and highlight a community's unique values.*
- draw a diverse population and serve as a city's "common ground". Successful squares-those that are sustainable both economically and socially-draw different kinds of people with a series of dynamic places within them offering many choices of things to do-socializing, eating, reading, playing a game, interacting with art, etc.*

What is the community benefit for increased sales tax revenue? The new TJ Maxx building is projected to increase the sales tax revenue between \$125,00-\$180,000. This money is designated to go to the Alameda County General Fund and some of it will be used for services in Castro Valley. Castro Valley is not receiving additional funds for the building, so why does the sales tax revenue matter to Castro Valley?

Parking spaces, especially in downtown areas, have an enormous value. Parking is at a premium in the downtown area, especially since the Castro Valley Boulevard street parking and the Walgreen's parking was reduced. If we assume a modest value of \$7,000-\$9,000 per space (look at the latest chart of in-lieu fees), the parking spaces at the Daughtrey's building should be considered to be worth between \$210,000-\$360,000 to the community. The most desirable spaces for the downtown community would be the ones approaching Castro Valley boulevard. If the Daughtrey's building remains, these spaces would be the first to be allocated for the Daughtrey's building and the rear shared parking more closely resembles a larger private lot for the Ice Creamery.

The Castro Valley general plan, the Castro Valley Downtown specific plan, and the recent EALI phase 2 charrette all imagine more public spaces in central Castro Valley.

The Castro Valley General plan states in Chapter 2 of the Plan:

Walkable Town Center: Create a central pedestrian-friendly shopping and restaurant area on a few blocks along Castro Valley Boulevard and key side streets, including Castro Village Shopping Center. Over time add and relocate buildings, sidewalks, and parking so that the area has a pedestrian environment. Add a plaza and features that create a public gathering place that can be identified as the heart of the community. If at all possible, create a place for a new post office as part of this area.

The C. V General plan also acknowledges the parking concerns of the downtown:

The Downtown Land Uses and Sub-areas

Action 4.7-4 Core Pedestrian Retail.

Renovate and add new public and private facilities to create an integrated, attractive, pedestrian-oriented retail area which serves as the heart of Castro Valley. Within this sub-area:

- Amend the CBD Specific Plan to rezone Subarea 7 to Core Pedestrian Retail (CBD-5);
- Create a Village Green;
- Add new retail space;
- Limit professional and real estate offices and title companies in ground floor spaces;
- Consolidate parking behind structures; and
- Build a new parking structure.

In **Section 5.3, the Downtown and Commercial Revitalization** the goals and objectives for the Central Business District are to create:

- a downtown where people want to go and spend time;
- an environment that will support economic vitality;
- a pedestrian friendly main street atmosphere

The ballot selection that received the highest number of votes in the November EALI Charette was: *“Provide educational opportunities in the school system and surrounding community about agriculture, (farming, ranching, and equestrian) while **seeking park and open space opportunities in the urban built out environment.**”*

Amongst the specific projects listed is: *“Develop large central plazas in the downtown areas as focal points for the community such as the properties at **Daughtrey’s**, Mission & Mattox, and the San Lorenzo Village”*

Creating a Town Square is consistent with all of these articulated goals for our community.

The Daughtrey’s site is the natural center staging point for the Rowell Ranch Rodeo Parade, the Fall Festival, and possibly the Farmer’s Market. It could be used for community events such as the summer movie nights, local concerts, and to promote local businesses. On November 16, when the Winter Lights festival was held, Don Jose’s, The Ice Creamery, and Portales each increased their sales by a significant amount. Imagine the impact having regular visitors to the downtown could have on local businesses.

Conclusion

A “town square”, an open space where the Daughtrey’s building now stands, would create an attractive open plaza that will serve as the missing link between the downtown shared parking plan and the new Boulevard beautification project. Removing the building and creating a park will free up between 30-40 of the most important parking spaces that can now be utilized by downtown retailers and the village. A town square will increase foot traffic, encouraging the support of our downtown businesses and attracting new retailers and restaurants to the center of town.

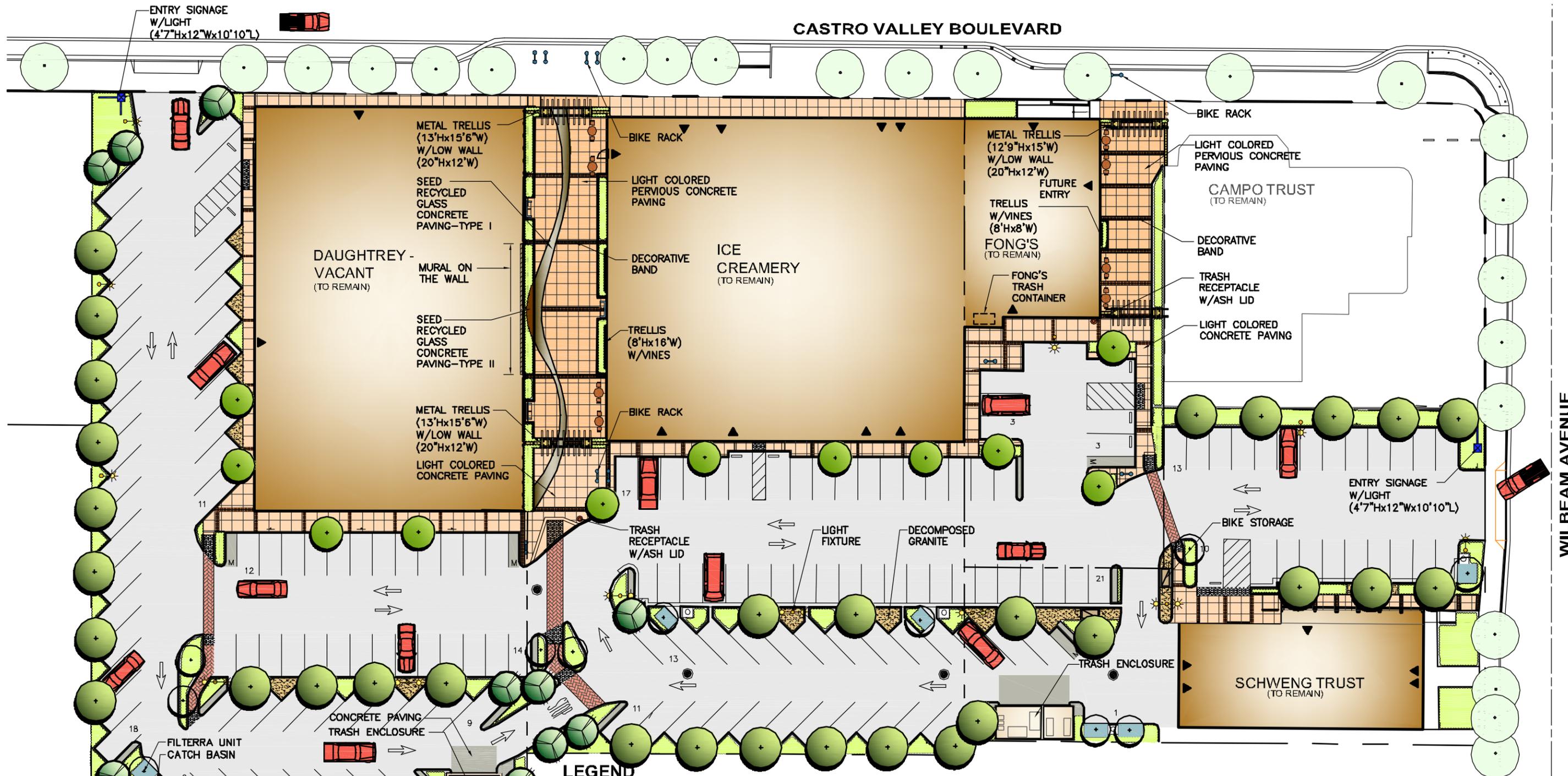
I believe that Alameda County, the former Redevelopment Agency, the current Successor Agency, and the current Successor Agency Oversight Board have all aimed too low. Their thinking about the appropriate use for the Daughtrey’s site has not evolved despite clear

evidence that the current building is obsolete and should be removed. The County should serve as more than a real estate broker. While we may be in the middle of the dissolution of redevelopment, it does not mean we cannot seek a transformation of our downtown.

Remodeling the existing building leaves too many unanswered questions. Who knows how long the building will be allowed to treat and pump the water into the storm drain system. The building has had been unable to find a successful tenant for almost 20 years, why is this going to be different? Why has the community not been a participant in the process? There was a Community Advisory Commission in place when they purchased the building, why have they not had one for the development of the property? Have they considered a Task Force? Does the county not see the potential benefit gained by investing in the Castro Valley community? There is a tangible economic benefit to downtown areas with open space and parking, and there is a definite intangible benefit to the community. This location is the historical center of the Castro Valley downtown corridor, and it is where the community gathers for the festivals and events that we currently have. Remodeling the building is simply kicking the can down the road for us to deal with in the future. The site options need to be explored in a more thorough and detailed manner.

The suburbs that are doing the best are the ones that have public gathering places, that have a heart and soul. – ED McMahon, Urban Land Institute. Sunset Magazine February 2014 “Best places to live and Work”

Peter Rosen, Castro Valley Citizen.



	AREA(SF)
PERMEABLE PAVERS	4,550 SF
PLANTING	9,215 SF

PARKING SUMMARY	
UNSTALL 8.5'X16	87
UNSTALL 8.5'X16, 45'	68
PARALLEL	1
ACCESSIBLE	8
MOTORCYCLE	4
CAR PARKING TOTAL	164

LEGEND

- | | | | | | | | |
|--|---|--|--------------------------|--|---|--|------------------------|
| | DECORATIVE BAND | | DECOMPOSED GRANITE | | BIKE RACK (36"H x 14 1/4"W) | | SHRUBS AND GROUNDCOVER |
| | LIGHT COLORED CONCRETE PAVING | | ASPHALT PAVING | | BIKE STORAGE (76"L x 39"W x 47"H) | | FILTERRA UNIT |
| | LIGHT COLORED PERVIOUS CONCRETE PAVING | | ENTRY SIGNAGE W/LIGHT | | GAME TABLE(42" DIA.) W/CHAIRS(24" D. x 20" W) | | CATCH BASIN |
| | SEEDED RECYCLED GLASS CONCRETE PAVING-TYPE I | | METAL TRELLIS W/LOW WALL | | TRASH RECEPTACLE W/ASH LID | | ENTRANCE LOCATION |
| | SEEDED RECYCLED GLASS CONCRETE PAVING-TYPE II | | TRELLIS W/VINES | | STREET TREES(BY OTHERS) | | M MOTORCYCLE PARKING |
| | CONCRETE PAVING | | BENCH(6') | | NEW TREES | | |
| | LIGHT FIXTURE | | | | | | |

PRELIMINARY SITE PLAN
Castro Valley Shared Parking Project

Alameda County Redevelopment Agency





Mark Francis: Open spaces are opportunities

3.21.2008

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By Sylvia Wright



Landscape architecture professor Mark Francis stands in front of Davis Commons, a public space in downtown Davis he helped design. The overarching idea here was: How could you use the space without feeling you had to buy something make it a true public space? (Karin Higgins/UC Davis)

By Sylvia Wright

If this first weekend of spring finds you enjoying a Davis park or plaza, thank Mark Francis.

While it takes planners, citizens, developers, engineers and builders to turn an empty lot into an outdoor living room, its ultimate success or failure depends largely on the strength of its design. Francis, a UC Davis professor of landscape architecture, has been the creative genius behind many of Davis' favorite community spaces, both downtown and elsewhere, including Arroyo Park in West Davis and Mace Ranch Park in East Davis.

"I have seen the city of Davis as a laboratory to test my research findings in real-world places," Francis says. "I am especially interested in how to create spaces that lead to memorable experiences."

Dateline spent the noon hour recently walking through some of these outdoor living rooms while Francis told their stories and pointed out design details that make them work. We began on campus, where visiting middle-school kids were milling on the Shields Library front porch.

Campus planner Bob Segar has new designs for the Quad District, including a gallery of trees to better link the Quad to Shields Library.

Mark Francis: Bob has a wonderful vision for the campus. I worked with him on a study of the Quad District, with my students, in the early 1990s. We did behavior

mapping — recording which people did what where and when — to make recommendations to enliven the public areas of the central part of the campus.

One recommendation was that the campus decentralize food services; that's why we now have local coffee kiosks. And we introduced the idea of moveable chairs — very radical. Everybody thought they'd get stolen. So I put \$30 plastic chairs from Longs on the lawn by Walker Hall. They lasted for years. Today we have moveable furniture on the Silo patio and elsewhere.

Now we've reached 3rd and B, the entry to Central Park. What got you started on this design?

When I came to Davis in 1980 from City University of New York, there was only one restaurant where you could eat outside. That told me we desperately needed more and better public space.

There already was the Farmers Market, alongside the small, historic Central Park bounded by 4th, 5th, C and D streets. Next to it was a big gravel parking lot, slated to become a shopping center. But I said, Davis is at about 35,000 population now; we're going to double soon, and we will need more open space. In the existing park there was the 1930s sycamore grove, and it was the town's most sacred place; when the community needed to gather, that's where they came. I wondered, could we spread that energy south?

And we did. The whole community came together and built a park instead of a shopping center. It's part living room, part outdoor market, part civic meadow. And look at it! Behind us is the Teen Center, where kids hang out on the steps. Next to it is the public garden, where elderly people and others like to come. So, by design, you bring the young and old together.

Over there, a high-school group using the lawn as an outdoor classroom. If it were warmer, children would be playing in the fountain in the plaza, which they call the Davis Beach.

And at the far end is the homeless place. That's a key question: Do you design the homeless in or out? My view is you design them in, as long as they don't run off the other users. That's the kind of democratic space this is.

The Farmers Market was the hardest part of the design. In its old location, it had a 30-foot center aisle; I wanted to make it half the size with twice the people. That gives you a very crowded, very lively space. If you see your neighbor — the one on your street you don't talk to — you have to say hello to them.

Now we've walked over to the E Street Plaza, outside Baskin Robbins Ice Cream. There's a clock fountain, a big paved courtyard, and benches.

And very few people.

This is where you once wanted to create a town square.

That failed because the downtown merchants felt they could not give up any parking spaces. So the center of gravity, the community gathering place, shifted — first to the new Central Park, later to Davis Commons. And then the merchants said, "Hey, where's our park?" So we did the E Street Plaza. But I feel it is largely too little, too late.

As we head to Davis Commons, tell us which project you are most proud of.

It's still coming to life: the Davis Greenway. Once we had made all these lively green spaces around the city, I thought the most interesting question remaining was: How do we tie them all together? I did a concept plan based on the design of a bicycle wheel. The rim is a contiguous path around Davis, where you could run a marathon without any contact with roads or traffic. The spokes are the green streets and greenbelts that tie us together. Today that concept is the heart of the City of Davis General Plan and it's about 60 percent complete.

We've reached Davis Commons. There are toddlers running on the lawn. People eat lunch on the patios (where, yes, the chairs and tables are moveable).

The design of this project began when the university still owned the land, and it owes a lot to Bob Segar and Chancellor Larry Vanderhoef. They were brave enough to rethink traditional development and say, "Rather than putting the parking lot in front, we'll put a public space in the front." And they chose to sell the property to a developer who was equally innovative, Mark Friedman.

The overarching idea here was: How could you use the space without feeling you had to buy something — make it a true public space? We included elements, like the seat walls around the lawn, where you could feel comfortable just spending the afternoon and hanging out.

You know, when I started designing public spaces in Davis, I thought of them as mixed-use places. But that has changed. Now I think of them as mixed-life spaces. Here, you can sit and read a book in the garden, eat, hear music and let your kids run around without being held onto — something unique in public life today. I am now using these lessons we learned in Davis to design much larger parks and public spaces in Indianapolis, Milan, Italy and South Korea

In-lieu Fees in Select California Cities

Figure 13 below provides an overview of in-lieu fee programs in selected California cities. It shows the fee amount, the year of initiation, how fees are adjusted, and what the revenue is expended on. As noted above in the introduction most fee programs are on a one-time, per-space basis, which differs from Santa Monica’s program. In addition, most fees are adjusted annually based on the CPI.

Figure 13 In-lieu fees in Selected California Cities³¹

City	Fee Amount	Year Initiated	Fee Adjustments	Fee Revenue Expenditures
Beverly Hills	Rodeo: \$47,007.40	1970's	Adjusted annually based on cost of living index	Used to construct parking garages on city owned lands and in partnership with private development
	Beverly: \$37,605.80			
	Other CBD: \$28,284.60			
Davis	\$8,000 (All zones except Central Commercial and Mixed Use)	1970's	Adjusted on an as-needed basis	Held in a consolidated off-site parking fund program, spent on construction of public parking resources and parking structures downtown
	\$4,000 (CC and MU districts)			
Emeryville	\$7,300	1993	Adjusted on an as-needed basis	Revenue dedicated to construction of parking. No revenue has been generated by the fee.
Hermosa Beach	\$29,500	1980's	Adjusted on an as-needed basis	Used for construction of parking garages
Huntington Beach	\$27,350	1993	Adjusted annually based on CPI (not to exceed 3%)	Parking programs that would provide additional parking opportunities or reduce the parking demand in the downtown (shuttle program, valet parking, bike valet, street re-striping), as well as associated design and engineering costs for the development of parking spaces
Millbrae	\$13,391	1987	Adjusted annually based on CPI	Used to improve parking in the city's commercial district. Have been used to enhance and modify the city's three municipal lots and for re-striping of the downtown area
Mountain View	\$26,000	1988	Adjusted as needed based on cost of construction	Used to construct parking garages in downtown, provide shared parking facilities

³¹ Fee amounts based on most recent data available.

TECHNICAL MEMORANDUM A: BACKGROUND REVIEW
City of Santa Monica

City	Fee Amount	Year Initiated	Fee Adjustments	Fee Revenue Expenditures
Palo Alto	\$67,100	1995	Adjusted annually based on construction cost index	Used for construction of public parking spaces within the assessment district
Old Pasadena	\$151.07 per space per year	1987	Adjusted annually based on CPI	Used to build parking garages
Pismo Beach	\$36,000	2005	Adjusted on an as-needed basis	Spent on parking improvements including property acquisition, parking structure construction, parking lot lease fees, parking lot maintenance, implementing downtown paid parking program
San Luis Obispo	New construction: \$17,072	1987	Adjusted annually based on CPI	Placed in the Parking Enterprise Fund, used for operations, maintenance, and new construction of parking facilities
	Change of use: \$4,100			
Ventura	\$24,896	N/A	N/A	Funds parking and transportation management strategies contained in the Downtown Parking Management Plan.
Walnut Creek	One-time fee of \$26,537 per space, discounted 90% for the 1st space, 75% for 2nd space, 50% for 3rd space, and 25% for remaining spaces.	1975	Adjusted annually based on Construction Cost Index	Construction of new parking in the downtown area.

2006 Alameda County Castro Valley Redevelopment Plan Rendering (Eastern Side)



Notice the Specialty Grocery Store (CVS Location) moved forward, and the additional shared parking between it and the library. The mobile homes along Norbridge are replaced with apartments and offices.

2006 Alameda County Castro Valley Redevelopment Plan Rendering (Western Side)



Notice the Daughtrey building replaced by a smaller building with additional parking behind it. Notice the retail across from Daughtrey's (Frank's Footers/Carry Outee/Muzos) location.