

Summary Minutes June 10, 2009
Alameda County Redevelopment Ashland
Citizens Advisory Committee Meeting
Meeting held at the Alameda County Community Development Agency
224 W. Winton Avenue, Room 110, Hayward, CA

Call to Order, Welcome and Introductions

The meeting was called to order by chairperson, Doris Marciel at 6:38 p.m.

Committee members present:

Doris Marciel, Hilary Sohcot-Bass, and Barbara Quintero

Committee members absent:

Aisha Knowles, Robert Souza, James Sanos, and Ann Marie Castro

County staff present:

Joe Flores, Bill Lambert, Jaimie Benson from the Community Development Agency; Planning Director Albert Lopez; and Roberta Rivet from the Chamber of Commerce.

General Announcements

The Agency, along with the City of San Leandro and Hayward, hosted a business fair that connected business service vendors with local businesses. The event had 50 businesses in attendance along with over 15 service vendors, and staff feels they will conduct more business fairs in the future.

Staff reported the Ashland Youth Center master plan was approved by the Board of Supervisors on June 02. Copies of the master plan are available for viewing at the Agency.

Alameda County insurance officers are determining the final value of the Hayward Auto site with the insurance company, and once the final value has been determined, the demolition of the site will occur.

Open Forum

None

Approval of Minutes

No minutes were approved due to lack of quorum.

Budget FY 09/10

Although no quorum was present, the committee members in attendance approved the current budget allocations for the 2009/2010 fiscal year.

E. 14th Corridor Proposal

Staff gave an overview of a project that is currently being studied with the Planning Commission to revise the zoning designations along the E. 14th Street corridor in both Ashland and Cherryland.

Staff presented a map and a strategy guide highlighting the suggested zoning revisions. Currently county code pertaining to the three mile E. 14th Street corridor states that every parcel fronting E. 14th Street must contain a commercial use. Based on previous economic studies and in reviewing other viable economic corridors, staff reported that it does not appear feasible to be able to sustain three miles of viable commercial businesses.

The proposed zoning changes include creating a combination of commercial and residential zones

that would focus economic development in key areas and help to spur commercial investment within these commercial nodes. The existing zoning tends to dilute the retail concentration and prohibit any catalyst efforts to restart commercial growth within the area. A mixed use project including both retail and housing could create an economic stimulant to draw in other commercial projects. The idea is to change the zoning for this corridor to allow for a combination of uses within the region and allow for focused growth based around key catalyst projects within the selected nodes.

Within the past several months, staff has been working with the Planning Commission to revise the zoning policy along the E. 14th corridor to stimulate economic development. The next step was to incorporate feedback from both the Cherryland and Ashland CAC committee member's and bring that feedback to the Planning Commission.

Doris Marciel recommended that a senior housing project should be considered, due to the overwhelming number of applications from seniors for the Kent Senior Housing project received when it opened last year. Hilary Sohcot-Bass remarked that she is in favor of infill housing projects along the E.14th Corridor.

Alameda County Planning Director Albert Lopez remarked that Ashland area has more development opportunity along this corridor, and housing projects could stimulate the area. Mr. Lopez went on to say that development opportunities have been lost due to current zoning rules, and he will work towards the revision of these rules to allow a greater number of development projects to occur in the future.

Staff Reports

Lewelling Streetscape Update

None

Economic Development

Staff reported they are working with a developer to bring in a national drug store.

Representatives of the Uhaul property will submit final plans that will include commercial retail space fronting the storage facility. Uhaul has a tentative tenant to occupy the proposed retail space.

Staff reported that after a small grocery store was no longer interested at the County property next to Orchard Supply Hardware store on Lewelling, it presents a unique opportunity for a development project to occur. Staff asked for feedback from the committee as to what they would like to see at the site. Doris Marciel suggested that a parking lot be placed due to the lack of parking that will occur after the streetscape project completion.

Chamber Update

Roberta Rivet reported the chamber website representing the expanded area will go live in the summer 2009. As the chamber continues to add new members from the expanded area, the Chamber will begin to conduct its due diligence to select board members that will represent the expanded area.

Topics for Future Meeting Dates

- Future Housing Goals for Ashland
- Code Enforcement
- State of California ERAF Update

There being no further business, the meeting was adjourned at 8:02 p.m. by Doris Marciel.

The Next Ashland Sub-Area CAC meeting will be held on September 9, 2009.

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