

**Summary Minutes April 14, 2004**  
**Alameda County Redevelopment Castro Valley Sub-Area**  
**Citizens Advisory Committee Meeting**  
**Meeting held at the Community Development Agency Building**  
**224 W. Winton Avenue, Room 110, Hayward, California**

**Call to Order, Welcome and Introductions**

The meeting was called to order by chairperson, Roberta Rivet at 6:30p.m.

Committee members present:

Roberta Rivet, Ken Carbone, Cliff Sherwood, Linda Tangren, Maryann Francis, Jeff Moore, Keith Goddin (alt), John Ryzanich (alt), Brian Hill (alt)

Committee members absent:

Dean Nielsen

County staff present:

Marita Hawryluk, Jim Gilford, Jaimie Ratto

**Announcements**

The annual Unincorporated Area Spring Cleanup will take place on Saturday April 24<sup>th</sup> 8am – noon. Meet at Ashland Community Center for assignments and a BBQ will be provided afterward. There will also be a clean up specific for Castro Valley on Saturday May 1<sup>st</sup> that is organized by the Castro Valley Sanitary District.

**Open Forum**

None

**Minutes**

The February 4, 2004 minutes were approved as presented. Linda Tangren moved, and Ken Carbone seconded the motion, and the motion was approved unanimously.

**General Plan Consultant Selection**

Kahn, Mortimor, Dyett & Bhatia is the consultant team that has been selected for the Castro Valley General Plan process. The process will involve a series of community input meetings over the next 18 months that will produce a revised general plan within 24 months. The process will be coordinated with the redevelopment strategic plan process. Linda Tangren, who sat on the selection committee, provided additional detail information on the selection process and the consultant team's strengths. Ms Tangren outlined that 3 firms were interviewed by a panel that was led by planning staff and included Bob Swanson, a representative from the MAC, and redevelopment staff. The team was the winner of the Confidence in Planning Award for 2000 for their work in south San Francisco.

**Castro Valley Redevelopment Strategic Plan Consultant Selection**

Twelve firms submitted competitive responses to a March 2004, Request for Proposals sent to more than 100 firms for the Redevelopment Strategic Plan. The goals of the project will be to produce a

streetscape master plan and economic implementation plan that will identify the most productive use of Redevelopment Agency resources.

These proposals were evaluated on a point system. The top five firms were then interviewed by a panel that was comprised of 3 members of the CAC, planning and housing department staff, Bob Swanson and Redevelopment Agency staff. Two firms were selected by the committee for staff to pursue references and follow up questions. The two teams selected for final consideration are Wallace Roberts & Todd and Thomas Consultants. Staff is in the process of pursuing the follow up information that will allow the team to make the final recommendation for Board approval.

After discussion by the CAC, members of the committee agreed for the consultant selection team to continue forward and complete their final selection process prior to the next scheduled CAC meeting in June. The committee requested that the project's scope of work, along with introduction of the consultant team be a topic for discussion at the next CAC meeting in June.

### **FY 2004 – 2005 Budget**

The FY 2004 - 05 budgets was presented for review. The budgeted allocations reflected similar allocations for previous years and included an additional allocation for purchase of new street banners, and an increase for graffiti removal in anticipation of expected increase use of the program. After discussion of the FY 04-05 budget, a motion was made to approve and adopt the proposed budget with a revision that \$40,000 be reallocated to the streetscape category for use for construction of gateway signage. It was proposed that the money be reallocated from either the planning / urban design or predevelopment categories. Cliff Sherwood made the motion. Linda Tangren seconded the motion and the motion was approved unanimously.

During the budget discussions, the Graffiti Program was discussed. The committee members continue to feel that graffiti is not tended to in a quick enough timeframe and that a fair amount of graffiti goes unattended. The committee asked staff to look into how the graffiti abatement team can access private property without a consent form as this may be what is prohibiting removal of the graffiti. Staff indicated that the consent form was necessary because otherwise the graffiti contractor would be trespassing, but will take the issue for further consideration with public works and the graffiti contractor. Another suggestion came forth to expend funds to do another mailer to give the program additional publicity. Staff will report back on their findings with the public works department.

### **Façade Improvement Program**

A notice of funds available (NOFA) for the facade improvement program, was sent out February 9<sup>th</sup> to all commercial properties within the redevelopment area. The closing date was March 31<sup>st</sup>. Twenty businesses applied, all applications were ranked according to the program's criteria. The current funding from the FY 03-04 budget (\$150,000) allowed for the top 6 projects to be funded. The projects that will be initially funded are: the Alikian property that formerly housed the Blues Brothers; the 'Holistic Center' which currently houses a number of holistic health businesses; Ben's Signs; Jenny's Café & Castro Valley Paint building; Valley Cleaners; and the Brake & Wheel. Jeff Moore moved that staff move forward with processing the 6 FIP applications that ranked the highest on the scoring criteria. Maryann Francis seconded the motion and the motion was approved unanimously.

### **Banner Program**

Staff presented a variety of themes that a banner program could embrace. The design of the banners will need to tie into the streetscape design plans and the design process will be part of that process. The type of banner and what need it will serve will need to be identified. Roberta Rivet suggested that a small sub-committee be formed that could provide direction as to the type of banner that would

work for the community. The committee should be comprised of some CAC members and others that represent those that would be impacted by the banners (i.e., shop owners and other civic groups in the community). The committee members will review the banner materials presented and discuss suggestions on direction and sub-committee composition at next meeting.

### **Staff Reports**

#### **Video on Neighborhoods**

Staff confirmed that all committee members received their video on examples of redevelopment activity in other communities that was suggested for review by Dean Nielsen at an earlier meeting.

### **Topics for Future Meeting Dates**

- Code enforcement
- Gateway Signage (the Rotary's proposed conceptual plan)
- Billboards
- Graffiti Program
- Banner sub-committee selection

Redevelopment Strategic Plan Consultant Team

### **Adjournment**

There being no further business, the meeting was adjourned at 8:40 p.m. by Roberta Rivet.

The Next Castro Valley Sub-Are CAC meeting will be held September 15, 2004.

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