

MEMORANDUM

Date: April 21, 2006

To: Alameda County Economic Development Strategic Plan Committee

From: Conley Consulting Group

Re: Near Term Retail Opportunity in the Alameda County Unincorporated Area

Introduction

For the purposes of creating an implementable Economic Development Strategy, one of the tasks employed by the consultant team was to identify near-term opportunity sites for retail development in the unincorporated area. Metrovation Brokerage, the retail brokerage component of the team, led this aspect of the project and provided the committee with the following tools for discussion regarding near-term retail opportunity:

- overview of Metrovation's methodology in selecting opportunity sites;
- a matrix of specific sites and summary of the retail development potential of each, including recommended sites (highlighted in yellow in Exhibit A) chosen for their near-term viability;
- a map of opportunity sites for potential catalyst development (Attached);
- and a more in depth look at one potential site for each sub-area.

Opportunity Site Methodology

Metrovation and Alameda County Staff identified and analyzed several retail opportunity sites within the unincorporated study area. Sites were chosen utilizing the retail criteria outlined in the March 15, 2006 Retail Context presentation, and by repeatedly driving the study area to better understand what areas had current retail activity, what areas could have increased retail activity, and what was potentially available adjacent to or near the identified nodes of retail activity. In addition, Metrovation performed preliminary research to determine whether there was adequate square footage on the site parcels to allow for viable retail opportunity development that would make sense in today's retail market.

Metrovation utilized the following criteria to assess the retail viability of each site:

- Ingress and egress – how would a shopper enter and leave the site from every direction?
- Is the amount of acreage adequate for a stand-alone retailer or a small center?
- Will the amount of parking be enough?
- What type of retail is currently in this area and will development of a particular site encourage critical mass and create synergy?

- Are existing retail categories appropriate for the area, or should new retail types be introduced?
- What are the demographics for each location (Attached)?
- If it is an existing building, what kind of frontage does it currently have?
- What type of visibility does the site have from the street and, potentially, from the freeway?
- What type of signage opportunities does the site allow?
- What retail category might be best suited in this location?

As part of the research, Metrovation performed the following tasks:

- Identified the most likely retail opportunity sites based on the retail viability criteria, and researched parcel maps and ownership information to fully calculate size and possible opportunity.
- Met with Staff to better determine if there were specific issues that may hinder the ability to develop a particular site.
- Compared the sites in more detail with the retail criteria, parcel size, use restrictions, and critical mass issues, to hone down the list of potential sites.

At the conclusion of the study, this information will be incorporated into a realistic work plan that can be implemented, and that will assist the County in a retail recruitment process.