



CASTRO VALLEY

MUNICIPAL

ADVISORY Advisory to Supervisor Nate Miley, 4th District

COUNCIL 224 W. Winton Avenue, Suite 111, Hayward, CA 94544 (510) 670-5400 FAX (510) 785-8793

GENERAL PURPOSE MEETING

Monday, September 18, 2017

6:00 p.m.

Council members present: Ken Carbone, Vice-Chair, Chuck Moore, Sheila Cunha, Linda Tangren, Ted Riche

Location: Castro Valley Library – 3600 Norbridge Avenue, Castro Valley, CA 94646

Summary Minutes

PUBLIC COMMENT

Debra Lewis stated that feeding cats is a crime and she is opposed to that law and would like it over turned.

The Castro Valley Municipal Advisory Council will send Ms. Lewis comments to Animal Control.

I. Approval of Minutes

A motion was made by Sheila Cunha and seconded by Chuck Moore that the minutes of July 17, 2017, be accepted as submitted.

Motion passed 5/0.

II. Alameda County Fire Department Annual Update

[Attachment](#)

David Rocha, Alameda County Fire Chief, presented a PowerPoint presentation to present an update on the Alameda County Fire Department.

The Alameda County Fire Department has a service area of 508 square miles and covers the unincorporated area (exclusive of Fairview area) and also the City of Dublin, City of Emeryville, City of Newark, City of San Leandro, City of Union City, Lawrence Berkeley National Laboratory, Lawrence Livermore National Laboratory and Sandia National Laboratories.

Emergency Operations for the Fire Department include: 29 fire stations, 27 engines, 5 trucks, 2 quint* (*combination/engine & truck), 1 heavy rescue and 4 Battalion Chiefs. There are a total of 442 employees and 100 reserves.

The Alameda County Fire Department is a dependent Special District with the Alameda County Board of Supervisors as its Board of Directors. Participating agencies have performance based fire and emergency service contracts. The Fire Departments annual budget is \$138,049,140.

For fiscal year 2016/2017 the Fire Department handled 40,921 calls for structure fires, other fires, EMS, rescue, hazardous conditions and service calls.

Chief Rocha reported on the Programming and Feasibility Report that was completed in February 2016, on unincorporated Alameda County fire stations. The report concluded that the following fire stations need either remodeled or replaced:

Replace on existing site

Station 6 Cull Canyon Road, Castro Valley
Station 25 San Miguel Avenue, Castro Valley

Replace on new site

Station 7 Villareal Drive, Castro Valley - The Fire Department has acquired property across the street from Station 7, but do not currently have the funds for a new station.

Station 8 College Avenue, Livermore
Station 22 Paseo Grande, San Lorenzo
Station 26 Lake Chabot Road, Castro Valley

Remodel

Station 24 164th Avenue, San Leandro

Complete

Station 23, Meekland Avenue, Hayward (new construction)

Chief Rocha will report annually to the Castro Valley Municipal Advisory Council.

Speaker

Tracy Davenport, Castro Valley resident, inquired about the status of Station 7, Villareal Drive, Castro Valley, in the previous Programming & Feasibility Report which was completed in 2006.

Chief Rocha reported that the status of Station 7 in the previous report was recommended for remodel.

This item was informational only and required no Council action.

III. Eden Area Signage Plan – Community Development Agency

[Attachment](#)

Jaimie Orfanos, Redevelopment Manager, Economic & Civic Development Department, Community Development Agency, presented a PowerPoint presentation on the proposed Eden Area Signage Plan.

Eden Area Signage Plan proposes to create community identity, build a sense of place, build community pride with well-designed signs that set a positive tone and look in addition to directing visitors and shoppers to shopping districts.

The Economic & Civic Development Department focused on retail areas, County assets, gateway signage and streetscapes when developing prototypes for designs.

The presentation included examples of signage from various areas, including Los Angeles, City of Pasadena, City of Emeryville, City of Hayward and the City of Folsom.

The presentation also included three (3) design prototypes of signage for the Eden areas of Ashland, Cherryland, Castro Valley, San Lorenzo and Fairview.

County staff has presented the prototypes via electronic survey (through October 1st), and will present them at various community meetings including the Economic Development Forum, Ashland Association, Eden Area Chamber of Commerce, Cherryland Community Association and the San Lorenzo Village Homes Association and the Unincorporated Services Committee. After the community process the signage designs will move to full Board of Supervisors for approval.

Council Comments

Ken Carbone stated that the prototypes does not work for Castro Valley. The bird silhouette is not representative of Castro Valley.

Chuck Moore stated that the busiest road in Castro Valley is Crow Canyon Road, which is part of the Agricultural District, and he would like to see signage that represents the Ag District.

Sheila Cunha stated that Castro Valley is known for Lake Chabot and marshlands and she would like to see something more indicative of Castro Valley.

Linda Tangren, believes that signage should emphasize heritage, horses and wineries, as identifiers for areas; all components that exist in Castro Valley should be incorporated into the designs.

Ted Riche agrees that Lake Chabot is very indicative of Castro Valley and would like the lake incorporated into the designs.

Jaimie Orfanos thanked the Council for their input and she will get input from the Agricultural Advisory Committee for signage ideas.4;'

Speaker

Will Fitch, Palomares Hills resident, stated that there is similarity between the Castro Valley bird in the prototypes and the Palomares Hills symbol, which is a copyrighted symbol and suggested staff compare the two designs.

IV. Council/Staff Comments

None.

ADJOURN

The meeting was adjourned to November 20, 2017