

# ECONOMIC DEVELOPMENT FORUM



*3rd Quarter*  
**July 12, 2017**  
6:00-7:30pm

224 W. Winton Room  
Rm 109, Hayward

# AGENDA

- Welcome & Introductions
- Key Projects for 2017
- Exciting New Development Projects
- Eden Area Events
- Eden Area Signage Plan Presentation
- Questions & Discussion
- Next ED Forum Meeting: Wednesday, October 11th

# Key Projects for 2017

## Downtown Castro Valley - Shared Parking (Half-Way There!)

*Retail Revival- it's not just a parking lot!*

Construction of a fully accessible shared parking lot combining the rear areas of four commercial buildings. Improvements will include new paving, landscaping, hardscape, lighting, and two pedestrian paseos connecting the parking area to Castro Valley Boulevard.

Construction Budget: \$4.8 Million

Construction Schedule: April-September 2017

Redgwick Construction Company



ECONOMIC  
DEVELOPMENT  
UPDATE

# ECONOMIC DEVELOPMENT UPDATE

## Key Projects for 2017

### Daughtrey's Building – 3295 Castro Valley Blvd.

- Request for interest generated six responsive proposals.
- Selection Committee: ECD, Planning, SPA, MAC Members
- Selected top three proposals-available for public review on our website.
- June 1 MAC recommendation on decision for “Preferred Developer” was deferred to Monday July 17th .
- **Upcoming MAC Meeting:** Monday July 17th 6 pm
  - Castro Valley Library





## Key Projects for 2017

### Streetscape Improvement Projects

- Hesperian Blvd
- E. 14<sup>th</sup> St./Mission Blvd Streetscape-Phases 2 & 3

### Community Facilities

- Cherryland Fire Station-**Ribbon Cutting July 29, 2017!**
- Cherryland Community Center-**Fall 2017 Building Construction Begins**

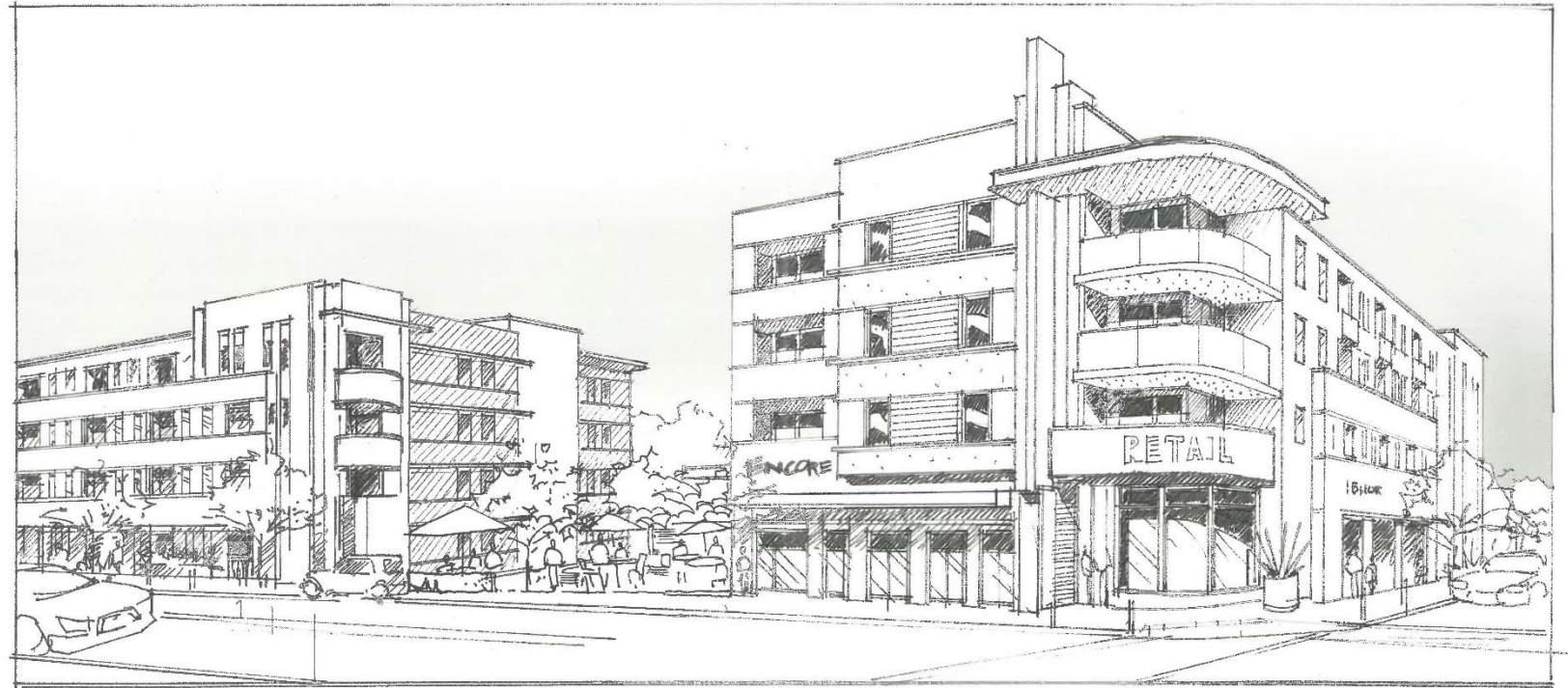


EXCITING NEW  
DEVELOPMENT  
PROJECTS

# San Lorenzo Mixed-Use Project

New development planned at Hesperian & Paseo Grande

Developer meeting with San Lorenzo community to gather feedback/input



PERSPECTIVE VIEW FROM HESPERIAN BLVD AND PASEO GRANDE

Terry Demmon  
(650) 365-8130

[terry@demmonpartners.com](mailto:terry@demmonpartners.com)

EXCITING NEW  
DEVELOPMENT  
PROJECTS

# Castro Valley Projects: *Under Construction!*

**Habit Burger:** Planned for Castro Village's eastern retail pad



**Meridian Dialysis Center:** New 9,984 SF building at 20359 Lake Chabot Rd.





# Cherryland Place

## Mission/Hampton site:

- Bay Area Urban is the County's partner for this 2.6-acre opportunity site. Dynamic mixed-use development with strong focus on retail with market-rate housing. Grocery store as anchor tenant
- Disposition and Development Agreement going to BOS this fall.



EXCITING NEW  
DEVELOPMENT  
PROJECTS





## ASHLAND MARKET & CAFE

### Operator Application DROP-IN HOURS

We are now accepting applications for  
Food Kiosk & Cafe operators!

Stop by during drop-in hours to receive additional support from Mandela MarketPlace staff to fill out your Ashland Market & Cafe operator application. Or you can apply online here: <http://bit.ly/2rePEXy>

Operator applications are due Monday, July 31<sup>st</sup>

#### QUESTIONS? CONTACT:

Nina Berman | 510-433-0993  
nina@mandelamarketplace.org



*Mandela MarketPlace is a non-profit organization that works in partnership with local residents, family farmers, and community-based businesses to improve health, create wealth, and build assets through cooperative food enterprises in low-income communities.*

Are you interested in selling prepared foods in the Ashland Market & Cafe?

Do you operate a small food business?

Do you make and sell prepared foods?

**DROP-IN HOURS:**  
5:30PM – 7:30PM

**June 21<sup>st</sup>**  
Ashland Place  
Community Room  
16385 East 14<sup>th</sup> St, San Leandro

**July 5<sup>th</sup>**  
Ashland Place  
Community Room  
16385 East 14<sup>th</sup> St, San Leandro

**July 19<sup>th</sup>**  
TBD  
TBD

EXCITING NEW  
DEVELOPMENT  
PROJECTS

# Cherryland Fire Station Grand Opening Celebration!

# You're Invited



## Alameda County Fire Department Station No. 23 Grand Opening Celebration

Alameda County Invites the  
community to the Grand Opening  
of the Cherryland Fire Station!

**When:**

Saturday July 29, 2017  
10:00 AM-1:00 PM

**Where:**

**Alameda County Fire Department  
Station No. 23**  
19745 Meekland Avenue  
Cherryland

**What:**

Ribbon Cutting Ceremony,  
Refreshments, Public Tours, & More!

**Question:**

Contact Kristin Perrault 510 670-6506 or  
[kristin.perrault@acgov.org](mailto:kristin.perrault@acgov.org)



# EDEN AREA EVENTS



**Sports Medicine Care Chiropractor**  
**Wednesday, July 12, 2017**  
6:15-7:30pm  
Edendale Middle School Track

**Shoes and Running Attire**  
**Wednesday, September 13, 2017**  
6:15-7:30pm  
Edendale Middle School Track

**Nutrition**  
**Wednesday, August 9, 2017**  
6:15-7:30pm  
Edendale Middle School Track

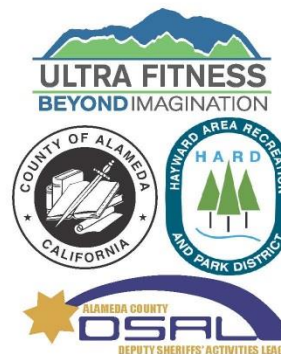
**Location:**  
**Edendale Middle School**  
16160 Ashland Ave  
San Lorenzo, CA 94580

● **To register, visit [www.acfamfest.org](http://www.acfamfest.org)** ●



Lisa Felder, better known as "Mama Lisa Felder", is the Founder of Ultra Fitness Beyond Imagination. A runner since 1982, Mama Felder has personally completed nearly 300 marathons (26.2 miles) and 111 ultra-marathons (100 miles). In 2015, Mama Felder was inducted into the National Black Marathoners Association Hall of Fame. A long-distance coach since 1996, she has trained thousands of athletes in reaching their goals from running to hiking deep into the wilderness.

**For more Information: 510-581-4515**  
[www.ultrafitnessbeyondimagination.com](http://www.ultrafitnessbeyondimagination.com) [www.haywardrec.org](http://www.haywardrec.org) [www.acdsal.org](http://www.acdsal.org)





# EDEN AREA EVENTS

## **2017 Ashland/Cherryland Famfest:**

The 2017 FamFest is organized by the Ashland Cherryland Healthy Communities Collaborative and hosted by Alameda County. Last year, over 2,000 participants, exhibitors, and volunteers joined us for the event. This year, FamFest will continue to build civic pride, provide a vast array of resources for community members, and more importantly, be fun!

**When:** Saturday, October 14, 2017

**Where:** REACH Ashland Youth Center  
16335 E. 14th St. Ashland , 94546

<http://www.acfamfest.org>





# EDEN AREA EVENTS



**When:** Saturday, November 11, 2017

**Where:** Castro Valley Blvd.

<http://www.cvmeetinthestreet.org>

Merchant Specials, Street Entertainment,  
Light Parade, Pictures with Santa.



# EDEN AREA WORKSHOPS & SEMINARS

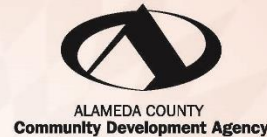
## Developing Your Own Food Business A 10-part Seminar Series

Offered by The Alameda County SBDC and The Alameda County Community Development Agency



Thinking of launching a food product or opening a restaurant/cafe?  
Learn the critical aspects of how to start and succeed in the  
specialty food business!

Space is Limited - No Cost to Attend



### FBETA & Advanced FBETA

#### Central County FBETA:

Sept-Oct 2017, San Lorenzo

#### Advanced FBETA:

Jan-Mar 2018, Oakland

#### South County FBETA:

Jan-Feb 2018, Union City

#### East County FBETA:

April-May 2018, Dublin

Sign Up → <http://www.acsbdc.org/>

### Small Business Workshops Business Law

September 28, 2017

### Starting a Business

January 2018

### Financial Literacy (In Spanish)

February 2018

### Successful Business Plan

March 2018

### Alternative Funding

March 2018

### Social Media & Marketing

April 2018



# QUESTIONS & DISCUSSION



# NEXT ED FORUM MEETING

October 11, 2017

**6:00-7:30pm**

224 W. Winton Room  
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