

Castro Valley Business District Specific Plan Update

BACKGROUND AND EXISTING CONDITIONS

September 2022



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Introduction

Overview

This document describes Castro Valley's key background information, existing conditions, and trends. The purpose of the analysis is to help inform the initial recommendations for the Specific Plan update. This work fulfills Task 7 of the Scope of Work.

Background and Existing Conditions Analysis

This document reviews existing conditions and background information in Castro Valley for the following topics: demographics, employment, land use markets, transportation, and urban design.

2012 Castro Valley General Plan Review Memo (Separate Cover)

This memo provides an overview of the 2012 Castro Valley General Plan (CVGP) and its anticipated plans for revitalizing the Castro Valley Central Business District (CBD).

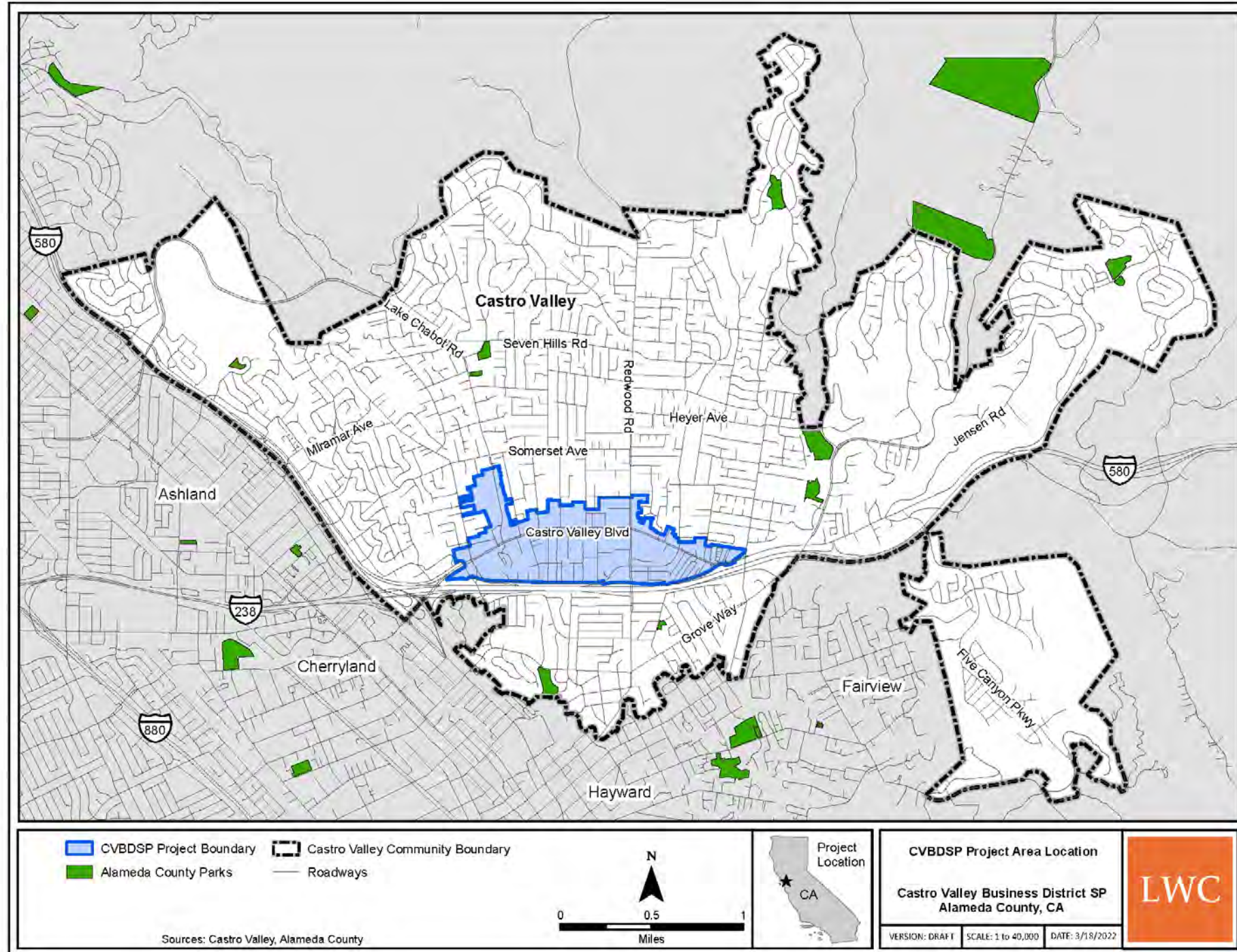
1993 Castro Valley Central Business District Specific Plan Review Memo (Separate Cover)

This memo summarizes key information about the Castro Valley Central Business District (CBD) from the 1993 Castro Valley Central Business District Specific Plan (CVCBDSP).

Castro Valley

Castro Valley is an unincorporated area of Alameda County located in the central portion of the County and is intersected by Interstate 580 and the Dublin/Pleasanton BART line.

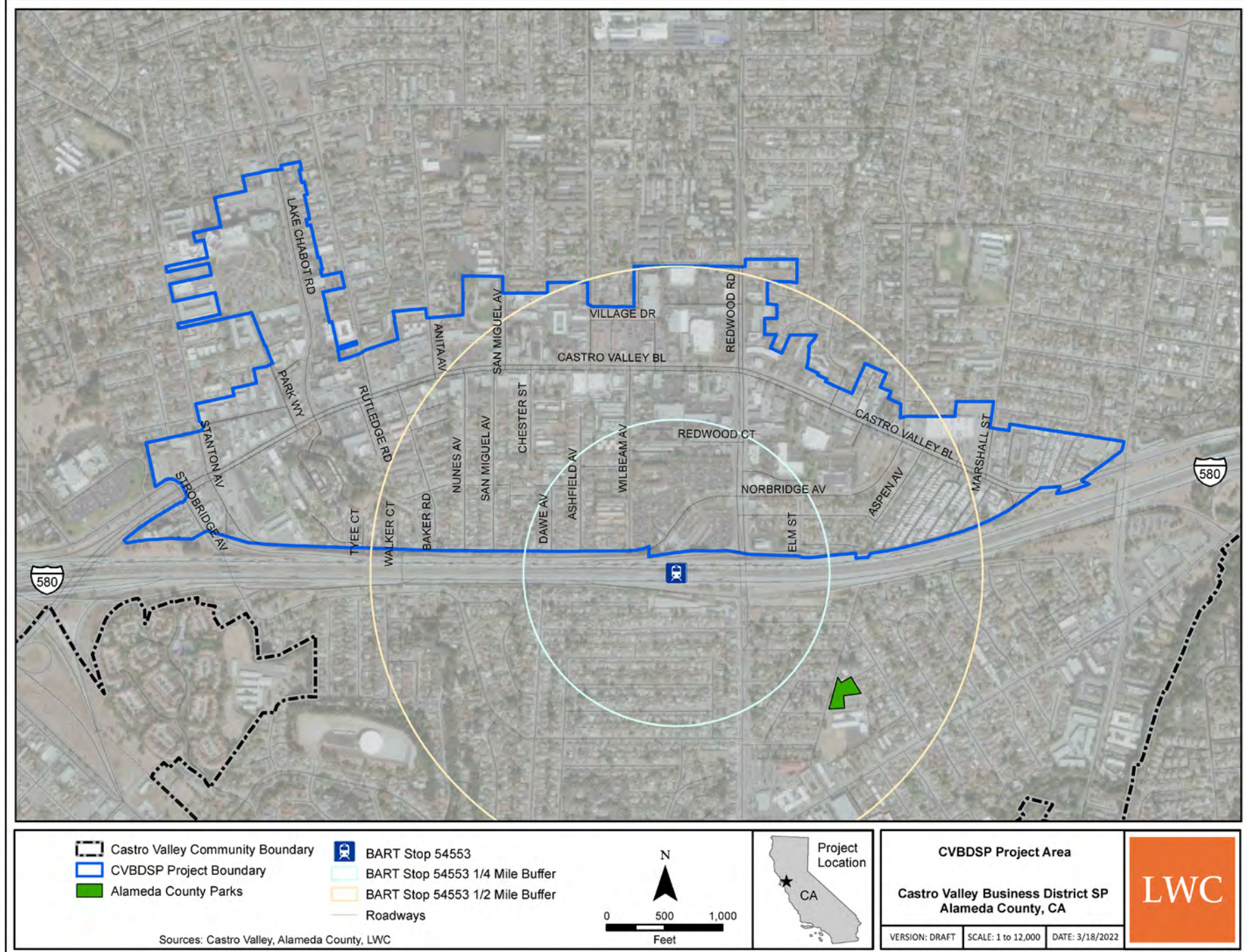
This map shows the boundary of Castro Valley and the Project Area boundary.



Project Area

The Castro Valley Business District Specific Plan (CVBDSP) Area is located north of I-580 and the BART Line in the southern part of Castro Valley.

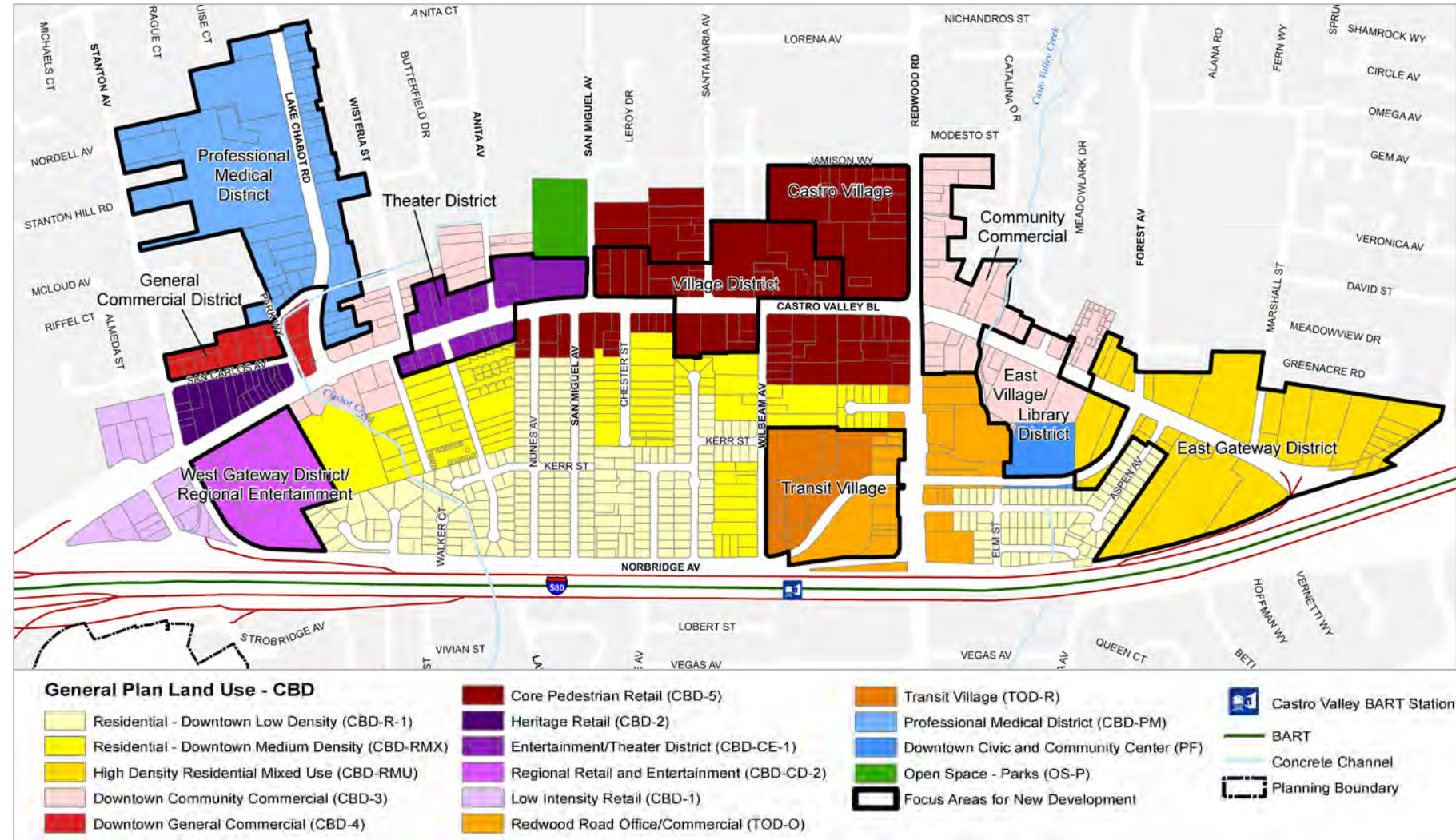
The Plan Area contains 288 acres and 763 parcels



Project Area

The Plan Area is Castro Valley's commercial and mixed-use center

This map indicates the CVGP land use designations for property within the Plan Area.



Relevant Plans & Studies

The following documents were reviewed as a part of this analysis.

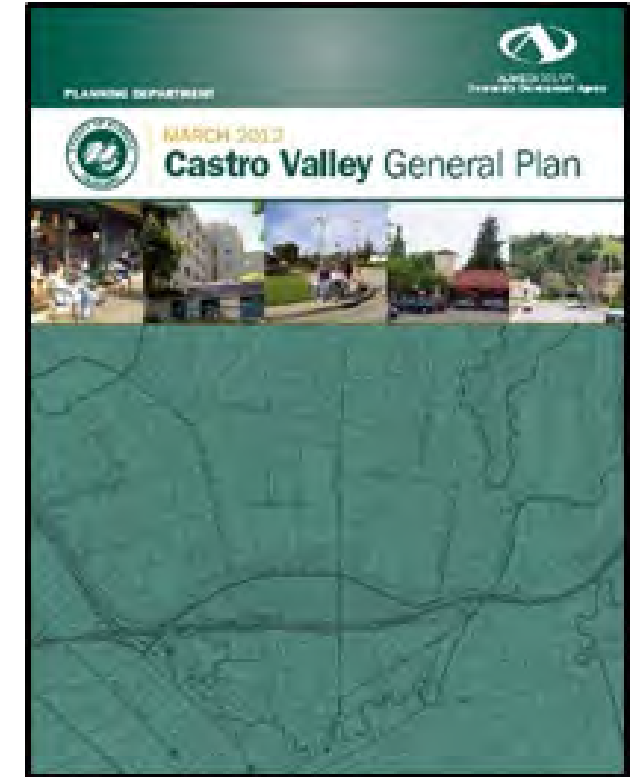
- 1. Castro Valley General Plan (CVGP) (2012)**
- 2. Castro Valley Business District Specific Plan (CVBDSP) (1993)**
- 3. Alameda County Bicycle & Pedestrian Master Plan for Unincorporated Areas (2019)**
- 4. Castro Valley Redevelopment Strategic Plan (2006)**

CVGP (2012)

Castro Valley General Plan

The Castro Valley General Plan establishes a new vision and comprehensive plan for the next 20 years following its adoption. The plan has two primary purposes:

- Update the previous General Plan to take changing conditions into account
- Guide the future development of Castro Valley



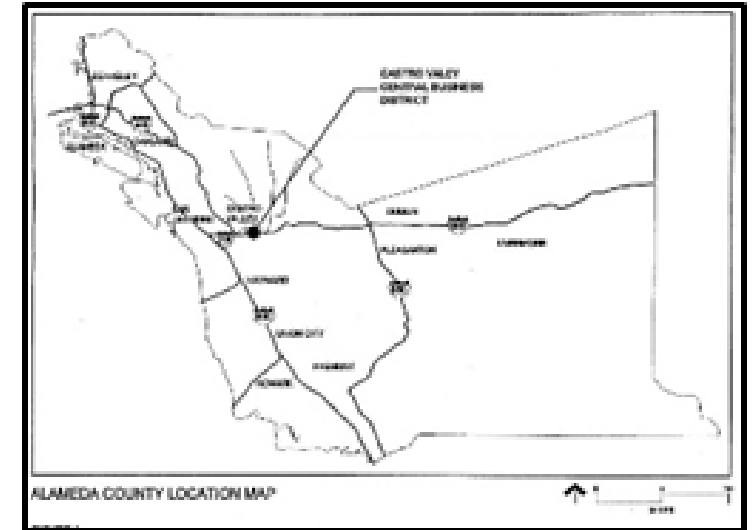
Note: 2012 Castro Valley General Plan Review Memo under separate cover.

CVCBDSP (1993)

Castro Valley Central Business District Specific Plan

The existing 1993 Specific Plan guides future public and private development within the Castro Valley Central Business District. The Plan provides a comprehensive framework for County policies and regulations regarding development, including:

- Land use
- Circulation
- Design



Note: 1993 Castro Valley Central Business District Specific Plan Review Memo under separate cover.

CV Redevelopment Plan (2006)

Castro Valley Redevelopment Strategic Plan

The Redevelopment Strategic Plan provides a strategy for retail enhancement in the downtown area, primarily along Castro Valley Boulevard. The strategy entails improvement in the pedestrian environment and creation of destination districts connected by a “main street” shopping corridor. The improvements to this area are intended to calm traffic, provide multimodal access, and enable streetscape improvements.



AC Bike/Ped Plan (2019)

Alameda County Bicycle & Pedestrian Master Plan (BPMP) for Unincorporated Areas

The 2019 BPMP provides recommendations to improve safety and connectivity in Castro Valley, and includes the following:

- Safety analysis
- Bicycle network assessment
- Pedestrian network assessment
- Recommendations for supporting programs
- Implementation guidance
- Funding opportunities



Relevant Plans Key Findings

- Policy guidance for the Plan Area is based on outdated data and conditions. The CVGP was adopted 10 years ago, but planning began almost 20 years ago, and the CVCBDSP was adopted nearly 30 years ago.
- Community demographics, housing needs, and market conditions have changed since the adoption of the CVGP and the CVCBDSP.
- The CVCBDSP breaks the Plan Area into several, seemingly similar, subareas and does not provide an overarching vision for the whole Plan Area.
- The CVCBDSP does not contain clear or objective development standards to facilitate development.

Relevant Plans Key Findings

- Key policies and actions have not been fully implemented to achieve desired outcomes.
- Activity nodes identified in the CVGP and Redevelopment Plan have not been successfully redeveloped.
- Castro Valley Boulevard is the heart of the downtown network, but has remained distinctly vehicle-oriented.
- The community has a desire for reduced cut through-traffic and creation of a more walkable downtown core; this is supported by State mandates.
- Multimodal connectivity throughout the downtown core has not been supported in the “balanced” fashion indicated in the CVGP.

Existing Conditions Analysis

Existing Conditions Overview

Market Study

1. Key Findings
2. Demographics and Households
3. Jobs and Firm Conditions
4. Residential Market Demand
5. Office Market Demand
6. Industrial Market Demand
7. Retail Market Demand

Transportation

1. Vehicle Miles Traveled
2. Multi-modal Access and Connectivity
3. Existing Network
4. Collision Assessment
5. Parking Supply
6. Mobility Key Issues and Opportunities

Urban Design

1. Land Use & Public Amenities
2. Urban Form + Development Pattern
3. Character Areas
4. Potential Opportunity Areas

Market Study

1. Key Findings
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3. Jobs and Firm Conditions
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7. Retail Market Demand



Key Findings

Key Findings

The market analysis in this section shows projected demand for residential and nonresidential space in all Castro Valley by the year 2050. Except for residential and industrial, it is assumed a majority of demand will be absorbed in the Project Area.

- **Residential Demand 2020 – 2050:**

- *Projected demand of approx. 3,950 to 5,450 net new housing units (141 and 195 units annually)*

- **Office Demand 2020 – 2050:**

- *Projected demand of approx. 50,800 to 169,200 net new sf. (1,814 and 6,045 annually)*

- **Industrial Demand 2020 – 2050:**

- *Projected demand of approx. 48,800 to 195,100 net new sf. (3,484 and 6,969 annually)*

- **Retail Demand 2020 – 2050:**

- *Projected demand of approx. 153,100 to 209,500 net new sf. (5,467 and 7,484 annually)*

2 Demographics and Households

Population and Households

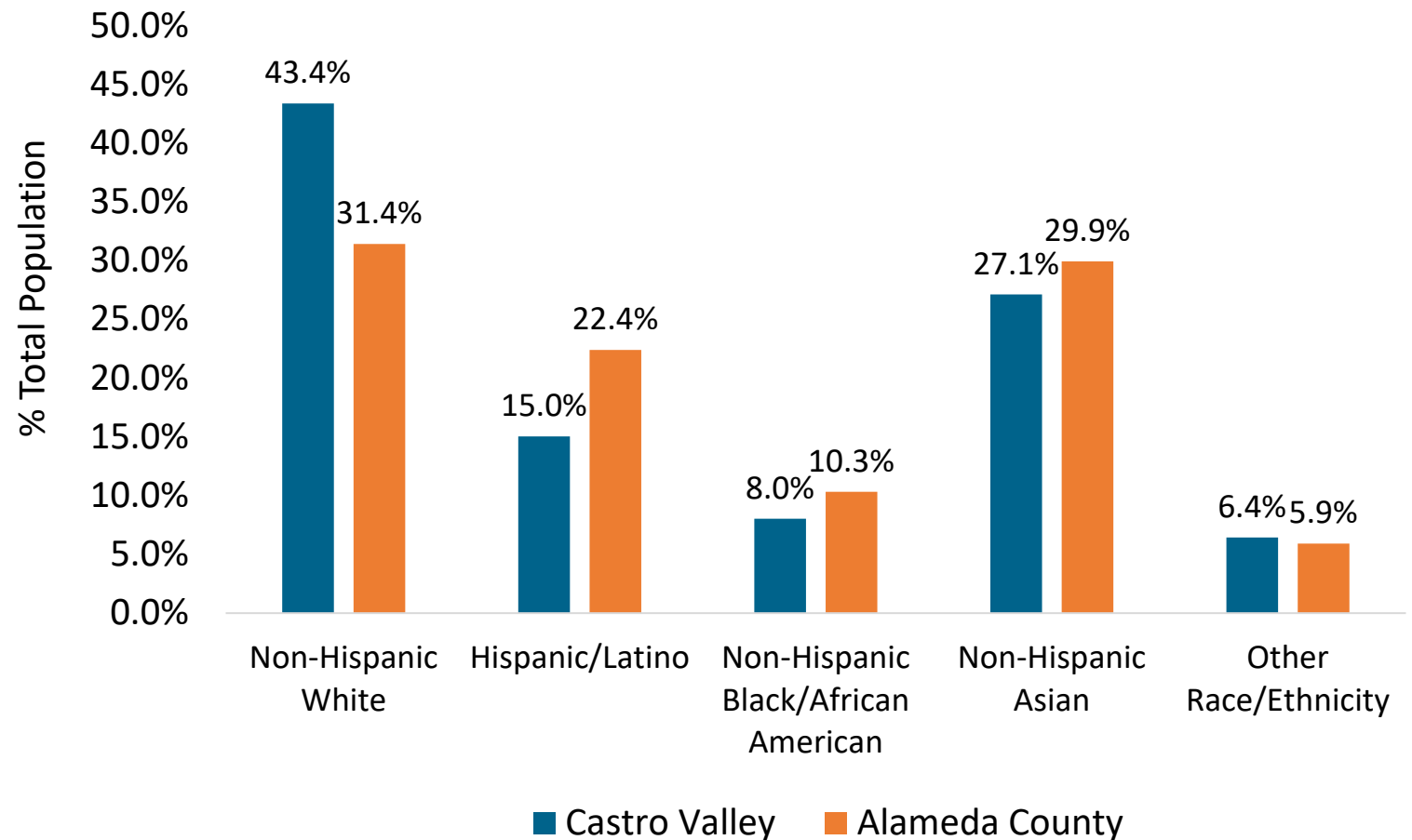
- **Population:** ~63,000
- **Households:** ~22,360
- **Population Growth:** 4%
- **Household Growth:** 0.6%
- **County Population Growth:** 12%
- **County Household Growth:** 8.5%

	2010	2019	Change 2010 to 2019	
	Number	Number	Number	Percent
Castro Valley				
Total Population	60,625	63,013	2,388	3.9%
Total Households	22,228	22,357	129	0.6%
Average Household Size	2.68	2.77	0.09	3.4%
Alameda County				
Total Population	1,477,980	1,656,754	178,774	12.1%
Total Households	532,026	577,177	45,151	8.5%
Average Household Size	2.72	2.82	0.10	3.7%
Source: ACS, 5-Year Est. 2010, 2019.				

Race and Ethnicity

Race and Ethnicity, 2019

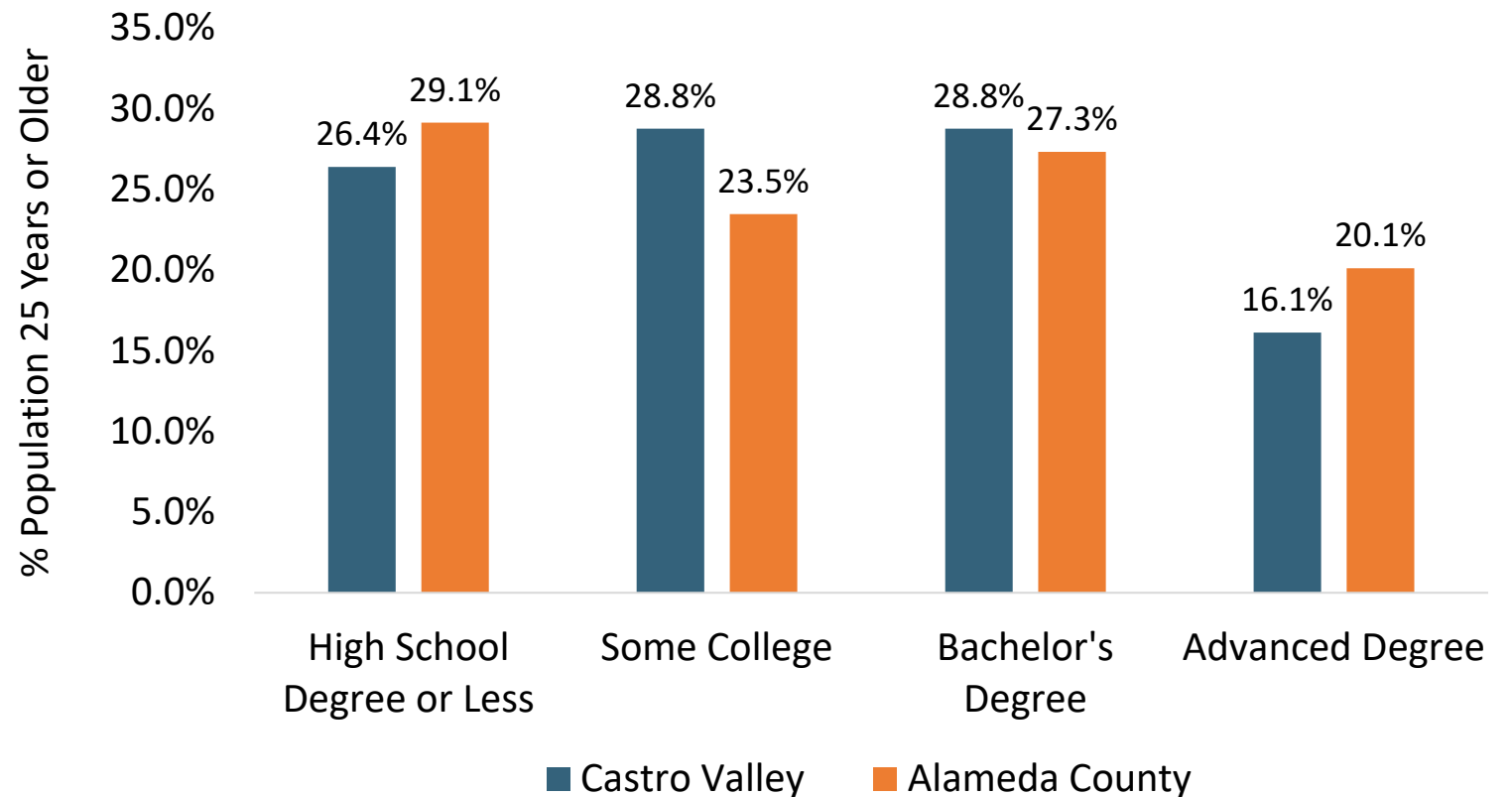
	Castro Valley	Alameda County
Non-Hispanic White	27,329	520,447
Hispanic/Latino	9,480	371,019
Non-Hispanic Black/African American	5,061	171,168
Non-Hispanic Asian	17,089	496,006
Other Race/Ethnicity	4,054	98,114
<i>Source: ACS, 5-Year Est. 2019.</i>		



Educational Attainment

Education Attainment, 2019

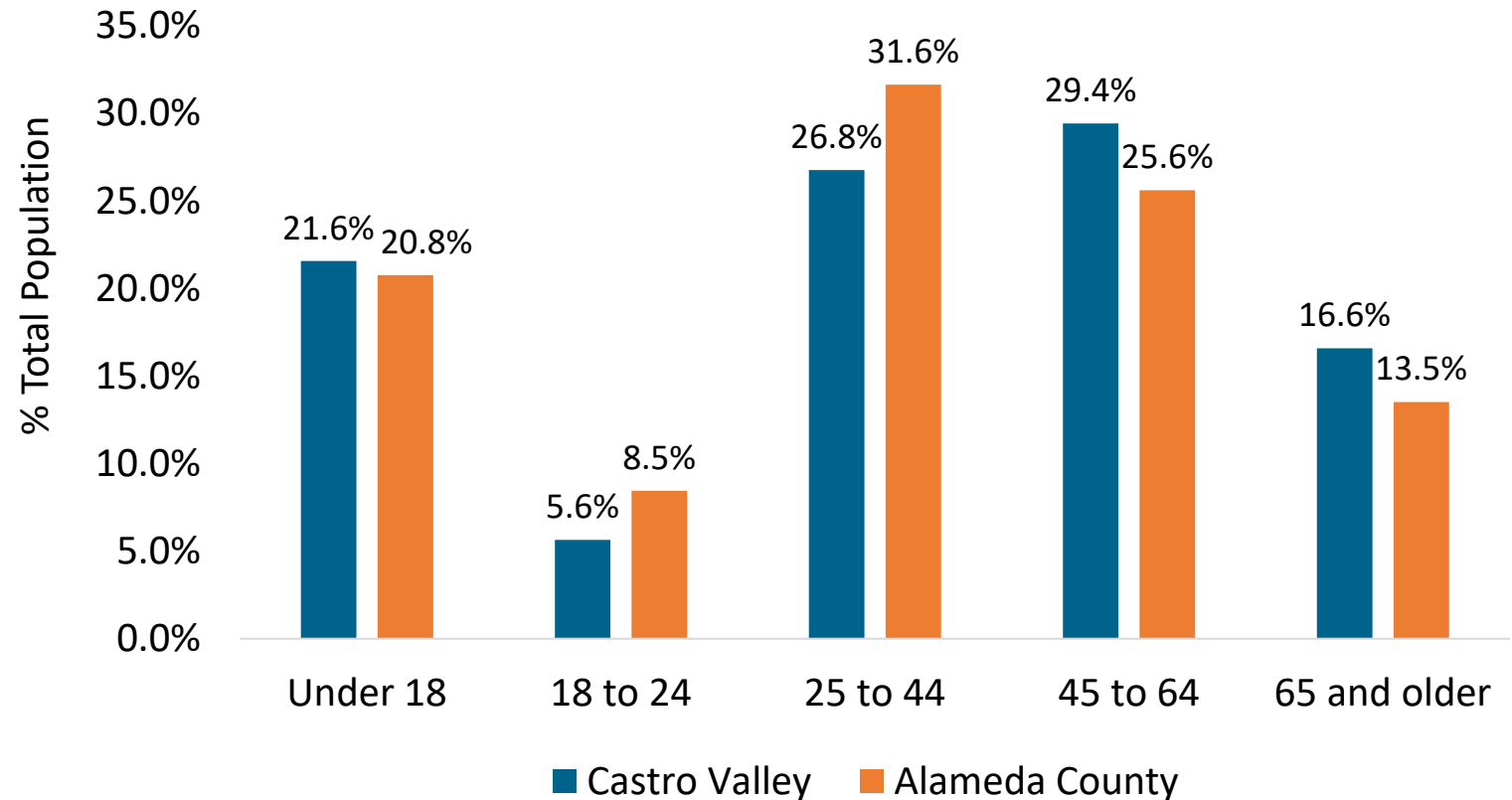
	Castro Valley	Alameda County
High School Degree or Less	12,097	341,504
Some College	13,188	275,053
Bachelor's Degree	13,186	320,319
Advanced Degree	7,392	235,786
High School Degree or Less	12,097	341,504
<i>Source: ACS, 5-Year Est. 2019.</i>		



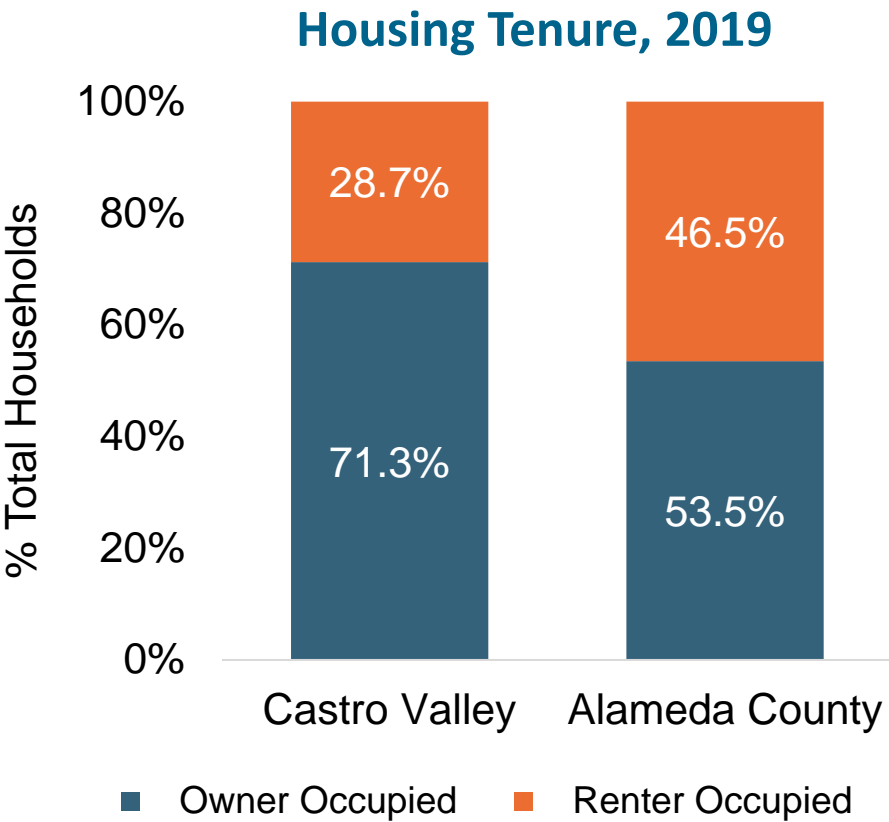
Age Distribution

Age Distribution, 2019

	Castro Valley	Alameda County
Under 18	13,594	344,027
18 to 24	3,556	140,065
25 to 44	16,867	524,249
45 to 64	18,542	424,387
65 and older	10,454	224,026
Source: ACS, 5-Year Est. 2019.		



Household Type and Tenure



Source: ACS, 5-Year Est. 2019.

Households by Type, 2019

	Castro Valley		Alameda County	
	Number	Percent	Number	Percent
Families with Children	7,781	34.8%	192,453	33.3%
Families without Children	8,444	37.8%	192,223	33.3%
Single-Person Household	4,638	20.7%	141,077	24.4%
Other Non-Family Household	1,494	6.7%	51,424	8.9%
Source: ACS, 5-Year Est. 2019.				

Demographics Conclusions

- **Demographics indicate a demand for variety of new housing types in Castro Valley**
- **There is demand for large & small housing types**
 - *Large: single-family homes, multifamily (2+ bedrooms units)*
 - *Small: multifamily (studio/1-bedroom units)*
- **There is demand for both rental and ownership housing**
 - *Single-family homes, condos/townhomes, multifamily rental units*

3

Jobs and Firms Conditions

Employment Overview

- **Castro Valley Total Jobs:**
12,647 jobs
- **Castro Valley Share of Central Alameda County Jobs: 8.7%**

Total Employment, 2019

	Total Jobs	% Central Alameda County	% Alameda County
Castro Valley	12,647	8.7%	1.6%
Hayward	71,597	49.5%	8.9%
San Leandro	51,664	35.7%	6.4%
San Lorenzo	3,170	2.2%	0.4%
Ashland	3,196	2.2%	0.4%
Cherryland	1,600	1.1%	0.2%
Fairview	858	0.6%	0.1%
<u>Central Alameda County</u>	<u>144,732</u>	<u>100.0%</u>	<u>17.9%</u>
Alameda County	807,173	N/A	100.0%
<i>Source: LEHD, 2019.</i>			

Employment Overview

- **Castro Valley Job Growth 2011 to 2019:**
-830 jobs (-6%)
- **Hayward is biggest employment center in subcounty region**

Job Growth, 2011 to 2019

	Jobs, 2011	Jobs, 2019	% Change
Castro Valley	13,476	12,647	-6%
Hayward	65,010	71,597	10%
San Leandro	38,417	51,664	34%
San Lorenzo	3,923	3,170	-19%
Ashland	2,619	3,196	22%
Cherryland	1,301	1,600	23%
Fairview	716	858	20%
<u>Central Alameda County</u>	<u>125,462</u>	<u>144,732</u>	<u>15%</u>
Alameda County	656,385	807,173	23%
<i>Source: LEHD, 2019.</i>			

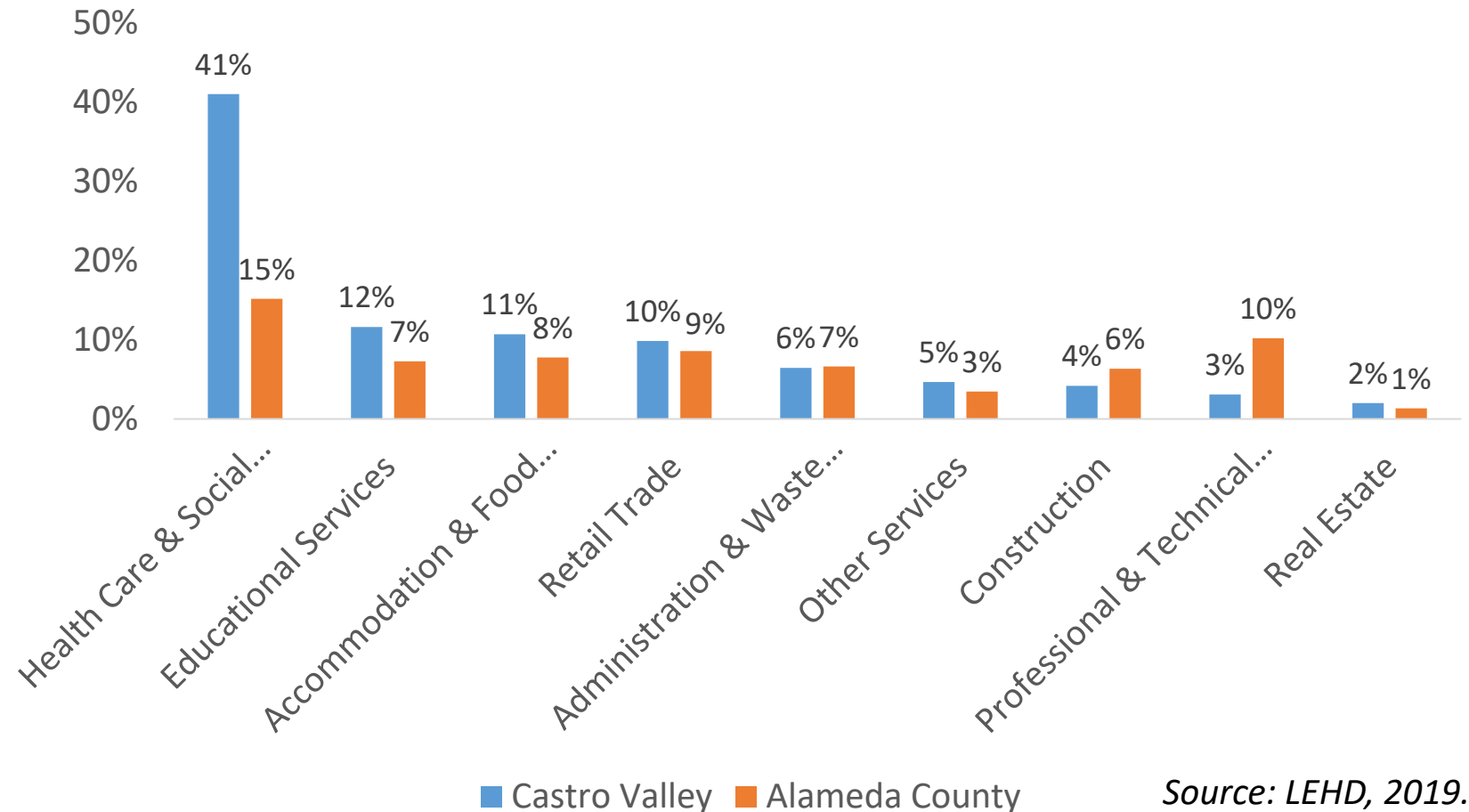
Employment by Industry Sector

- **Castro Valley's largest industries:**

- Health Care
- Education
- Accommodation & Food Services
- Retail trade

- **Castro Valley Health Care jobs: 5,200 jobs**

Top Castro Valley Industry Sectors, 2019



Source: LEHD, 2019.

Employment by Industry Sector

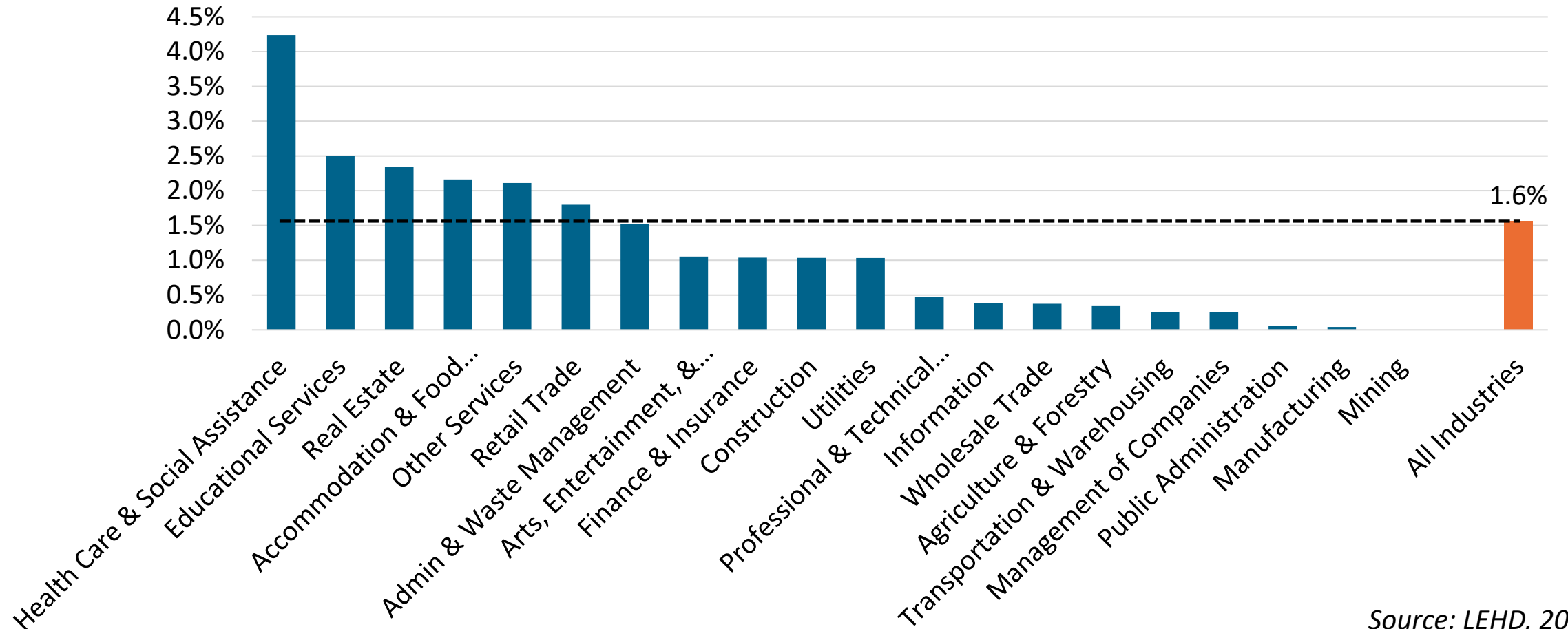
- **Castro Valley share of Office-Based jobs: 7.6%**
- **Castro Valley share of Industrial-Based jobs: 2.2%**

Top Castro Valley Industry Sectors, 2019

	Number	Percent
Office-based jobs		
Information	86	0.7%
Finance & Insurance	187	1.5%
Real Estate	253	2.0%
Professional & Technical Services	391	3.1%
Management of Companies	44	0.3%
<u>Total</u>	<u>961</u>	<u>7.6%</u>
Industrial-based jobs		
Manufacturing	37	0.3%
Wholesale Trade	144	1.1%
Transportation & Warehousing	96	0.8%
<u>Total</u>	<u>277</u>	<u>2.2%</u>

Employment by Industry Sector

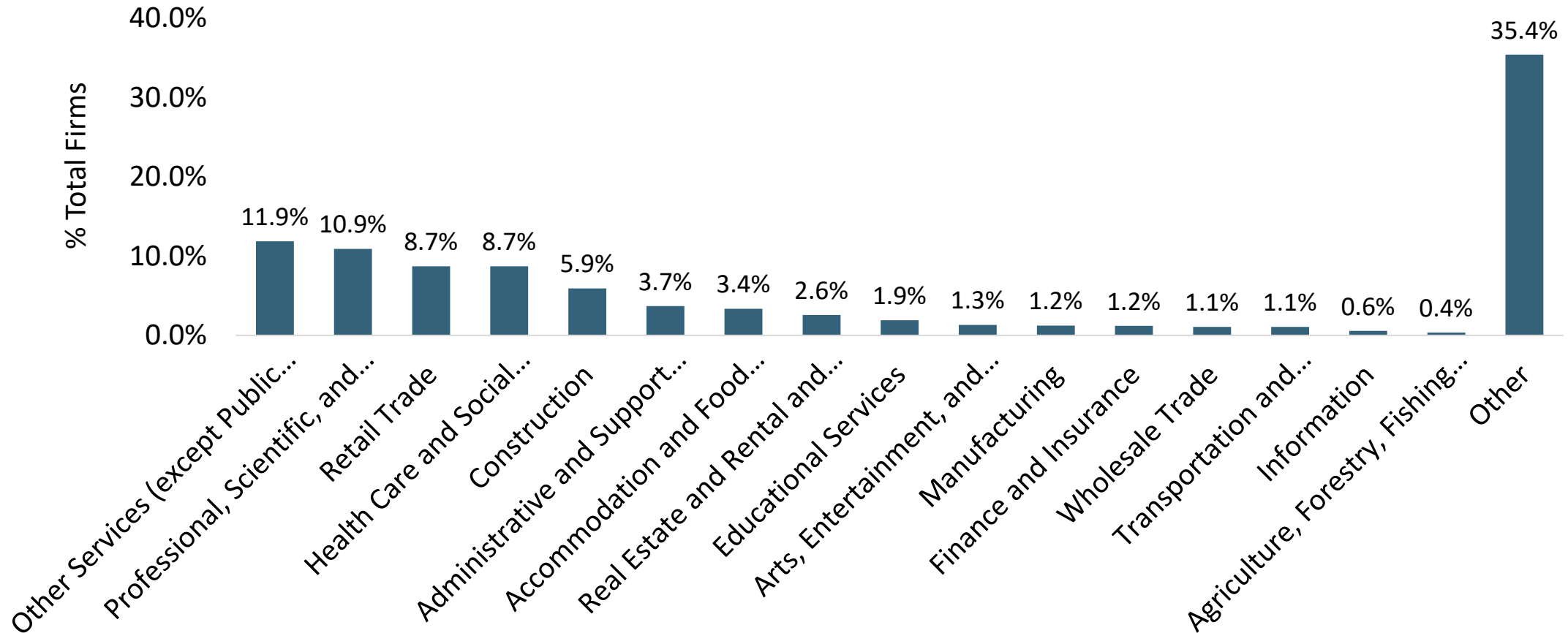
Castro Valley Employment by Sector as a Share of Alameda County, 2019



Source: LEHD, 2019.

Firms by Industry Sector

Castro Valley Businesses by Industry Sector, 2022



Source: Alameda County Economic Development Department, 2022

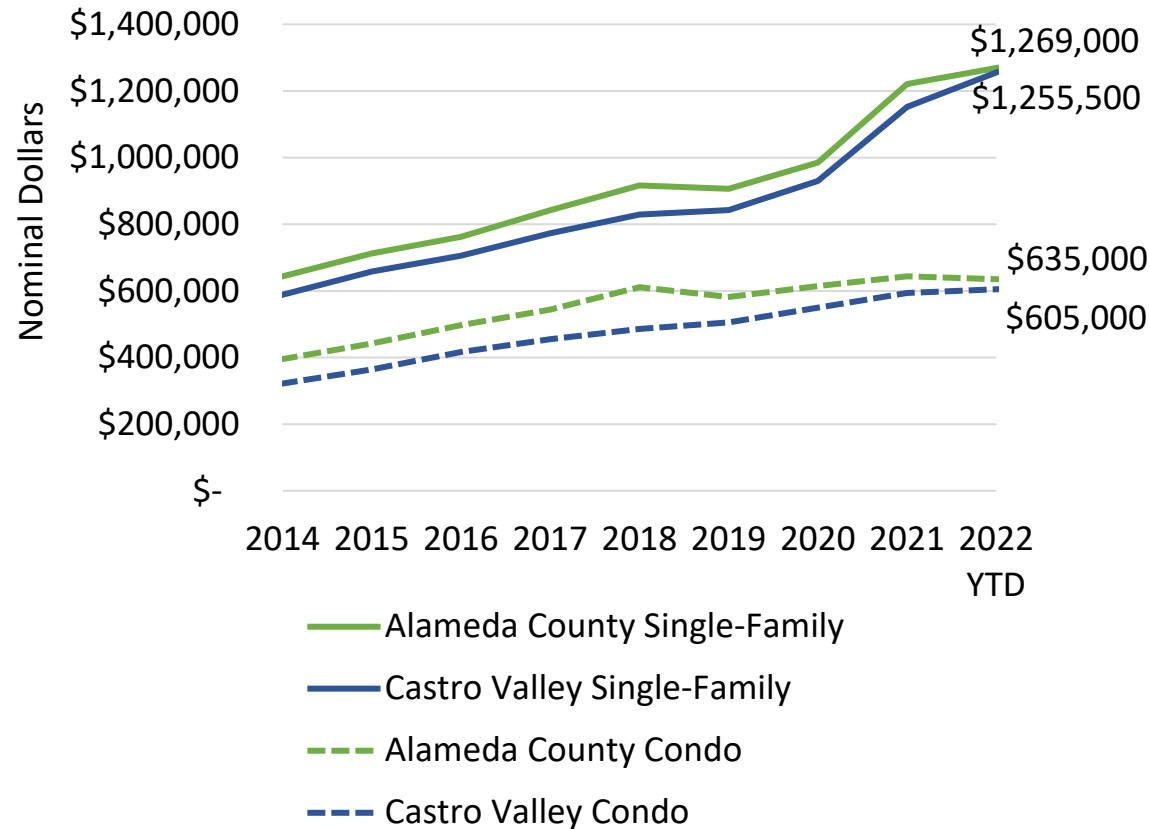
Jobs and Firms Conclusions

- Castro Valley has a large concentration of health care jobs
- In addition to health care, most jobs in Castro Valley are in household-serving industries
- Significant share of Castro Valley firms are retail and service businesses
- There are relatively few professional office or industrial jobs in Castro Valley

4 Residential Market Demand

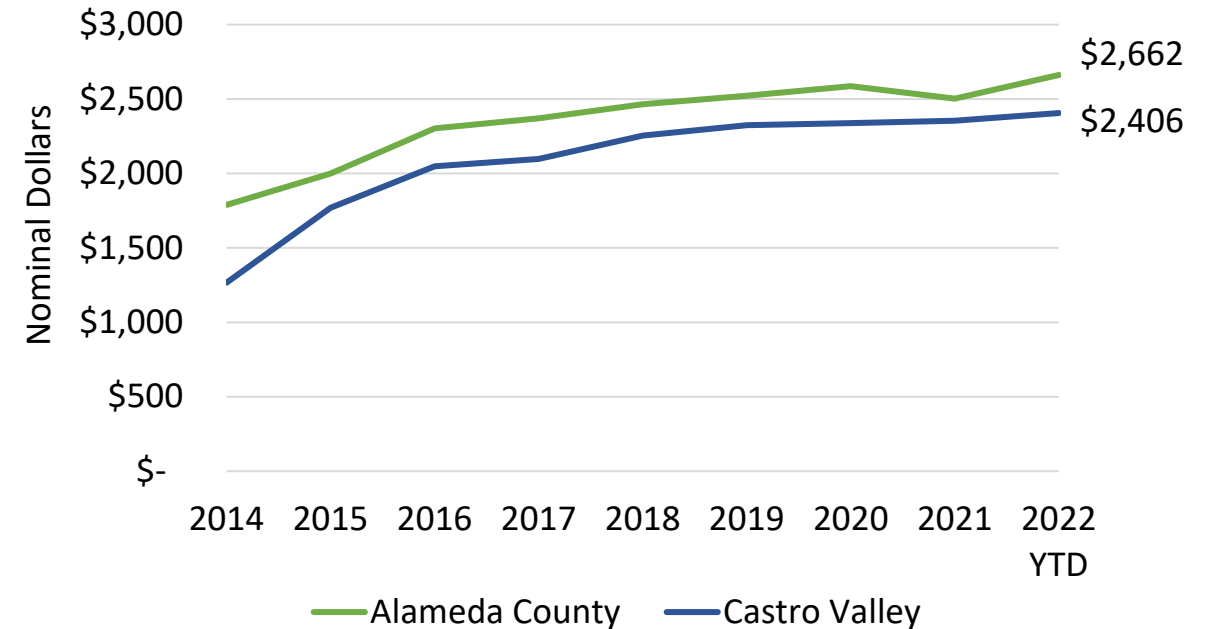
Residential Market Conditions

Median Sales Price



Source: Redfin, March 2022.

Average Monthly Rent



Note: includes prices for all rental housing types and sizes.

Source: Zillow, March 2022.

Trends and Projected Growth

- **Castro Valley total housing units:** 22,357 units
- **Castro Valley share of Central Alameda County housing units:** 17.5%

Occupied Housing Units, 2019

	Housing Units	% Central Alameda County	% Alameda County
Castro Valley	22,357	17.5%	3.9%
Hayward	47,666	37.4%	8.3%
San Leandro	31,434	24.6%	5.4%
San Lorenzo	7,574	5.9%	1.3%
Ashland	7,695	6.0%	1.3%
Cherryland	4,935	3.9%	0.9%
Fairview	3,886	3.0%	0.7%
<u>Central Alameda County</u>	<u>127,566</u>	<u>100.0%</u>	<u>22.1%</u>
Alameda County	577,177	N/A	100.0%
<i>Source: ACS 5-Year Est. 2019.</i>			

Trends and Projected Growth

- **Castro Valley net new housing units 2000 to 2019: 751 (40 units/year)**
- **Castro Valley share of Central Alameda County Growth: 12.8%**

Occupied Housing Unit Growth, 2000 to 2019

	Growth 2000 to 2019	% Central Alameda County Growth	% Alameda County Growth
Castro Valley	751	12.8%	1.4%
Hayward	2,862	48.9%	5.3%
San Leandro	792	13.5%	1.5%
San Lorenzo	74	1.3%	0.1%
Ashland	472	8.1%	0.9%
Cherryland	277	4.7%	0.5%
Fairview	605	10.3%	1.1%
<u>Central Alameda County</u>	<u>5,852</u>	<u>100.0%</u>	<u>10.9%</u>
Alameda County	53,811	N/A	100.0%
<i>Source: ACS 5-Year Est. 2011, 2019.</i>			

Trends and Projected Growth

- Proposed and Approved housing units in Castro Valley: 143 units

Occupied Housing Unit Growth, 2000 to 2019

Property Address	Status	Details	Number of Units
3765 & 3789 Castro Valley Blvd	Proposed	The project includes 71 residential units comprised of 47 townhome-style condominiums and 24 accessory dwelling units as well as approximately 5,000 square feet of retail space along Castro Valley Blvd.	71
22447 Ruby Street	Approved	Ruby Street Apartments is 72 apartments at 22447 Ruby Street in Castro Valley. The development is a mix of studio, 1-, 2-, and 3-bedroom units that will be affordable to households earning 20% to 60% of the area median income. One 2-bedroom unit is reserved for an on-site community manager.	72
Source: Alameda County Community Development Agency, 2022.			

Trends and Projected Growth

- Projected net new households 2015 to 2050 in Central Alameda: 40,000 households

ABAG/MTC Household Projections, 2015 to 2050

	Households 2015	Households 2050	Net New Households 2015 to 2050	
	Number	Number	Number	Percent
Central Alameda County	120,000	160,000	40,000	33%
Alameda County	552,000	847,000	295,000	53%
Source: ABAG/MTC, Plan Bay Area 2050, 2021.				

Residential Demand Methodology —

- **Low Estimate:**

- Assumes that household growth in Castro Valley remains proportionate to its share of housing units added in Central Alameda County over the last two decades (**12.8%**)

- **High Estimate:**

- Assumes that household growth in Castro Valley remains proportionate to its current share of occupied households in Central Alameda County (**17.5%**)

Residential Demand Estimate

- **By the year 2050**, Castro Valley could have demand for approximately a total of 3,950 to 5,450 new housing units
- **Annual average:** between 141 and 195 new housing units

Note: The Project Area will account for a portion of the community wide projections. This will be aligned with 6th Cycle Housing Element update

Central Alameda County Assumptions	
2015 to 2050 Projected Net New Households	40,000
2015 to 2050 Average Annual Projection	1,143
2022 to 2050 Projected Net New Households	32,000
Castro Valley Assumptions	
2000 to 2019 Share of Central Alameda Household Growth	12.8%
2019 Share of Central Alameda Households	17.5%
Castro Valley Pipeline Project Units	143
Castro Valley Demand Estimate	
Low Estimate, Net New Households	3,953
Annual Average	141
High Estimate, Net New Households	5,457
Annual Average	195
Source: LWC, 2022.	

5

Office Market Demand

Office Market Conditions

- **Castro Valley office space: 520,400 sf.**
- **Castro Valley office rents are relatively low: \$1.63**
- **Castro Valley office vacancies are relatively low: 1.7%**

Office Inventory, Vacancy, Rents, 2021

	Building Area sf.	Vacancy Rate	Average Gross Monthly Rent per sf.
Castro Valley	520,413	1.7%	\$1.63
Hayward	2,727,893	3.8%	\$1.90
San Leandro	2,031,840	8.9%	-
San Lorenzo	28,523	11.6%	-
Source: CoStar via Kidder Mathews, Q4 2021			

Trends and Projected Growth

- Projected 2015 to 2050 job growth in Central Alameda County: 128,000 jobs

ABAG/MTC Employment Projections, 2015 to 2050

	Jobs 2015	Jobs 2050	Net New Jobs 2015 to 2050	
	Number	Number	Number	Percent
Central Alameda County	157,000	285,000	128,000	82%
Alameda County	867,000	1,182,000	315,000	36%
Source: ABAG/MTC, Plan Bay Area 2050, 2021.				

Office Demand Methodology

- **Low Estimate Assumptions:**

- Castro Valley maintains current % of Central Alameda County jobs (**8.7%**)
- % office jobs to total jobs in Castro Valley remains constant (**7.6%**)
- Assumes **75 square feet** of office space per employee.

- **High Estimate Assumptions:**

- Castro Valley maintains current % of Central Alameda County jobs (**8.7%**)
- % office jobs to total jobs in Castro Valley remains constant (**7.6%**)
- Assumes **250 square feet** of office space per employee.

Office Demand Estimate

- **By the year 2050**, Castro Valley could have demand for approximately 50,800 to 169,200 net new sf. of office space
- **Annual average:** between 1,814 and 6,045 sf.

Central Alameda County Assumptions	
2015 to 2050 Projected Net New Jobs	128,000
2015 to 2050 Average Annual Projection	3,657
2022 to 2050 Net New Jobs	102,400
Castro Valley Assumptions	
2019 Castro Valley Total Jobs Share of Central Alameda Total Jobs	8.7%
2019 Castro Valley Office-Based Jobs Share of Castro Valley Total Jobs	7.6%
Office sf. Assumptions	
Low Estimate Office sf. per Employee	75
High Estimate Office sf. per Employee	250
Castro Valley Demand Estimate	
Low Estimate, Net New Office sf.	50,780
Annual Average	1,814
High Estimate, Net New Office sf.	169,267
Annual Average	6,045
Source: LWC, 2022.	

6 Industrial Market Demand

Industrial Market Conditions

- Demand for industrial space is high in the East Bay (source: JLL)
- **Higher rents** in the Hayward/Castro Valley region than Oakland
- **Lower vacancies** in the Hayward/Castro Valley region than Oakland

Industrial Inventory, Vacancy, Rents, 2021

	Building Area sf.	Vacancy Rate	Average Gross Monthly Rent per sf.
Hayward / Castro Valley	42,097,910	4.20%	\$1.29
San Leandro / San Lorenzo	24,591,175	3.90%	\$1.14
Oakland	35,109,784	4.90%	\$1.22
Union City	14,082,733	3.60%	\$1.34
Source: CoStar via Kidder Mathews, Q4 2021			

Industrial Demand Methodology

- **Low Estimate Assumptions:**

- Castro Valley maintains current % of Central Alameda County jobs (**8.7%**)
- Percent Industrial jobs to total jobs in Castro Valley remains constant (**2.2%**)
- Assumes **500 square feet** of industrial space per employee.

- **High Estimate Assumptions:**

- Castro Valley maintains current % of Central Alameda County jobs (**8.7%**)
- Percent Industrial jobs to total jobs in Castro Valley remains constant (**2.2%**)
- Assumes **1,000 square feet** of industrial space per employee.

Industrial Demand Estimate

- **By the year 2050,** Castro Valley could have demand for around 48,800 to 195,100 sf. of new industrial space
- **Annual average:** between 3,484 and 6,969 sf.

Central Alameda County Assumptions	
2015 to 2050 Projected Net New Jobs	128,000
2015 to 2050 Average Annual Projection	3,657
2022 to 2050 Net New Jobs	102,400
Castro Valley Assumptions	
2019 Castro Valley Total Jobs Share of Total Central Alameda Jobs	8.7%
2019 Castro Valley Industrial-Based Jobs Share of Total Castro Valley Jobs	2.2%
Industrial sf. Assumptions	
Low Estimate Industrial sf. per Employee	500
High Estimate Industrial sf. per Employee	1,000
Castro Valley Demand Estimate	
Low Estimate, Net New Industrial sf.	48,781
Annual Average	3,484
High Estimate, Net New Industrial sf.	195,124
Annual Average	6,969
Source: LWC, 2022.	

7 Retail Market Demand

National Retail Trends

- **Over the last decade, retail markets are shifting and reorganizing.**
 - E-commerce growth
 - More demand for experiential retail (restaurants, bars, and gyms)
- **The COVID-19 pandemic disrupted brick and mortar retail**
 - Accelerated shifting demand for online sales of physical goods
 - The market will likely rebound and adapt to accommodate new trends (e.g., contactless shopping)

Household Spending

- Local Spending per Household: \$12,203
- Avg. Retail Sales per sf: \$325
- Estimate of Retail sf. per Household: 37.5

Retail Spending per Household Estimate

Household-Serving Retail Category	Spending per Household	Capture Rate	Local Spending per Household
Groceries	\$ 8,244.52	60%	\$ 4,946.71
Restaurants	\$ 5,783.04	60%	\$ 3,469.82
Alcoholic Beverages	\$ 1,020.15	60%	\$ 612.09
Smoking Products	\$ 477.16	60%	\$ 286.30
Drug stores	\$ 2,520.36	60%	\$ 1,512.22
Pets	\$ 1,058.93	25%	\$ 264.73
Home Furnishings and Equipment	\$ 2,880.78	25%	\$ 720.20
Apparel and Services	\$ 3,261.30	10%	\$ 326.13
Computer, TV/Audio	\$ 530.65	5%	\$ 26.53
Education and Other Entertainment	\$ 770.24	5%	\$ 38.51
Total	\$ 26,547.13		\$ 12,203.24

Source: Retail Goods and Services Expenditures, ESRI, 2022.

Worker Spending

- Local Spending per Worker: \$3,598
- Avg. Retail Sales per sf: \$325
- Estimate of Retail sf. per Worker: 11.1

Retail Spending per Worker Estimate

Retail Category	Weekly Spending per Worker (2012 \$)	Weekly Spending per Worker (2022 \$) ¹	Annual Worker per Spending (2022 \$) ²
Food and Beverage Stores	\$ 21.58	\$ 26.76	\$ 1,337.96
Eating and Drinking Places	\$ 28.86	\$ 35.79	\$ 1,789.32
Drug Stores	\$ 7.60	\$ 9.42	\$ 471.20
Total	\$ 58.04	\$ 71.97	\$ 3,598.48

Source: ICSC Research, 2012; Bureau of Labor Statistics, 2022.

Note:

¹ An inflation factor of 1.24 was applied to the 2012 figures.

² Assumes there are 50 work weeks in a year.

Retail Market Conditions

- Estimated new workers in Castro Valley 2020 to 2050: 872

Castro Valley Net New Workers Estimate, 2020 to 2050c

	Low Estimate	High Estimate
Estimated New sf.		
Office sf.	50,780	169,267
Industrial sf.	97,562	195,124
Estimate New Workers		
Office workers	677	677
Industrial workers	195	195
<u>Total New Workers</u>	<u>872</u>	<u>872</u>
<i>Note: The Low Estimates assumes 75 square feet per office employee and 500 square feet per industrial employee. The High Estimates assume 250 square feet per office employee and 1,000 square feet per industrial employee.</i>		

Retail Demand Methodology

- **Low Estimate Assumptions:**

- Assumes there are 3,953 new households.
- Assumes there are 872 new workers.

- **High Estimate Assumptions:**

- Assumes there are 5,457 new households.
- Assumes there are 872 new workers.

Note: The Low Estimates and High Estimate assumes the same number of workers because different assumptions about the square footage per employee were used to establish a range in the estimates (see previous slide).

Retail Demand Estimate

- **By the year 2050**, Castro Valley could have demand for around 153,100 to 209,500 square feet of retail space
- **Annual average:** between 5,467 and 7,484 sf.

Retail/ Household/ Worker Assumptions	
Demand sf. of Retail per Household	37.5
Demand sf. of Retail per Worker	11.1
New Households in Castro Valley, 2020-2050	
Low Estimate	3,953
High Estimate	5,457
New Workers in Castro Valley, 2020-2050	
Castro Valley Pipeline Project Retail sf.	5,000
Castro Valley Demand Estimate	
Low Estimate, Net New Retail sf.	153,086
Annual Average	5,467
High Estimate, Net New Retail sf.	209,559
Annual Average	7,484
Source: LWC, 2022.	

Transportation

1. Vehicle Miles Traveled (VMT)
2. Multi-modal Access and Connectivity
3. Existing Network
4. Collision Assessment
5. Parking Supply
6. CA Complete Streets Requirements and Case Studies

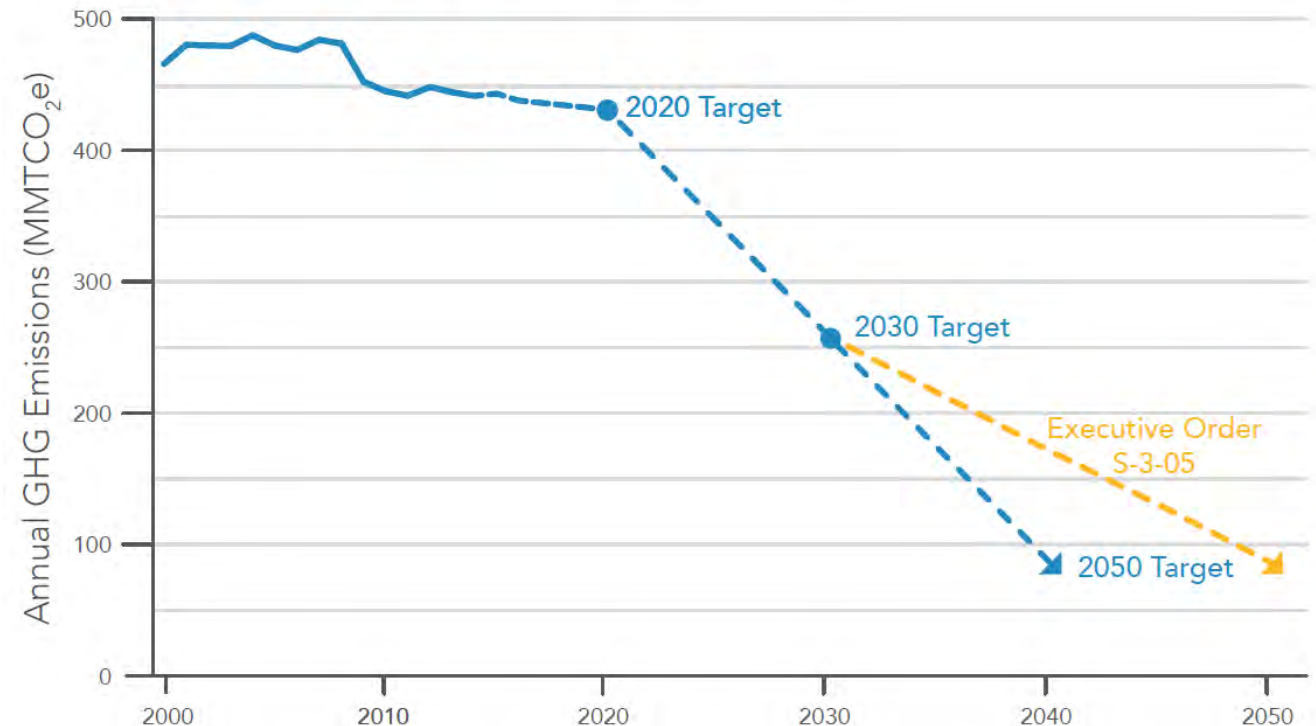


Vehicle Miles Traveled (VMT)

VMT Overview

California has targeted a 15 percent reduction from 1990 VMT levels by 2050.

FIGURE 5: PLOTTING CALIFORNIA'S PATH FORWARD



Source: California Air Resources Board, 2017 Climate Change Scoping Plan

VMT Overview

Factors affecting VMT in Castro Valley:

- Population growth = more vehicles
- Ease of access/use of personal vehicle versus transit
- Long-term systemic focus on vehicle as priority results in feedback loop
- Increased capacity -> induced demand

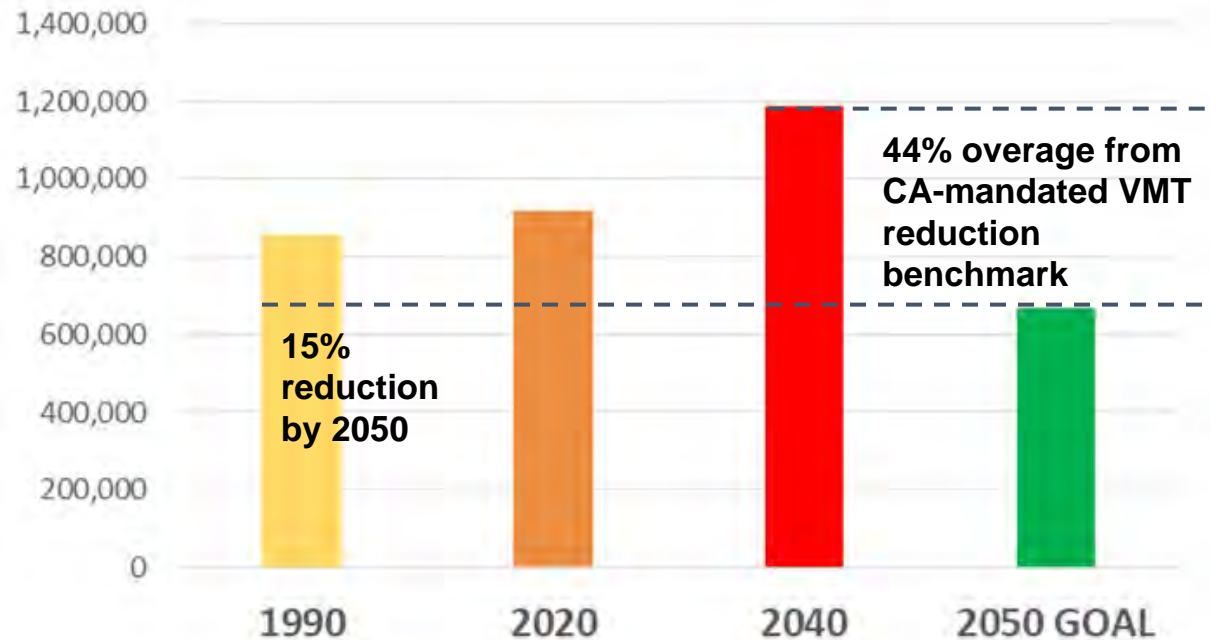


VMT Projection

From 2020 to 2040, vehicle miles traveled (VMT) totals are expected to increase by 30% in Castro Valley, or approximately 1.3% per year.

- Increase in VMT would result in reduced typical travel speeds from 50-60mph in 2020 to 30-40mph in 2040
 - ~2.2% average speed reduction annually
 - 37% increase in typical travel time
 - Increasing roadway capacity now will not resolve the issue long-term due to induced demand
- Projected VMT totals in 2040 represent 44% overage from California State-mandated VMT reduction benchmark (15% reduction from 1990 levels by 2050)

Daily VMT in Castro Valley



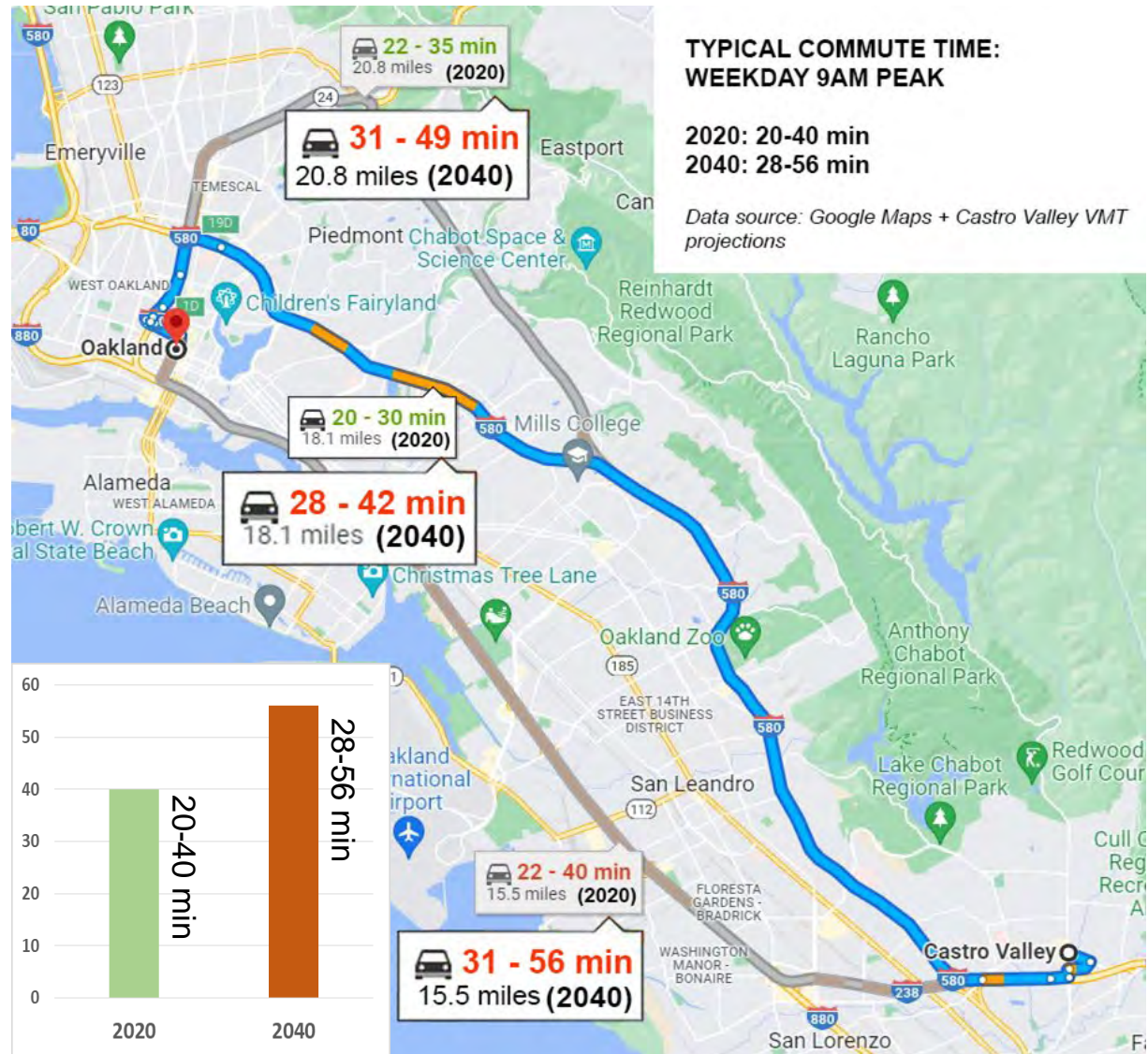
1990 Data Source: Caltrans 2008 California Motor Vehicle Stock, Travel And Fuel Forecast

VMT Projection

According to the projected decrease in average vehicle speeds (as indicated by the 2040 VMT projection), typical commute times will increase by 37%.

In the case of the Castro Valley to Oakland commute, which comprises roughly 30% of outbound Castro Valley traffic during peak hours (according to 2000 Census data as noted in the current CVGP), typical commute time would increase from the current 20-40 minute range to upwards of 28-56 minutes.

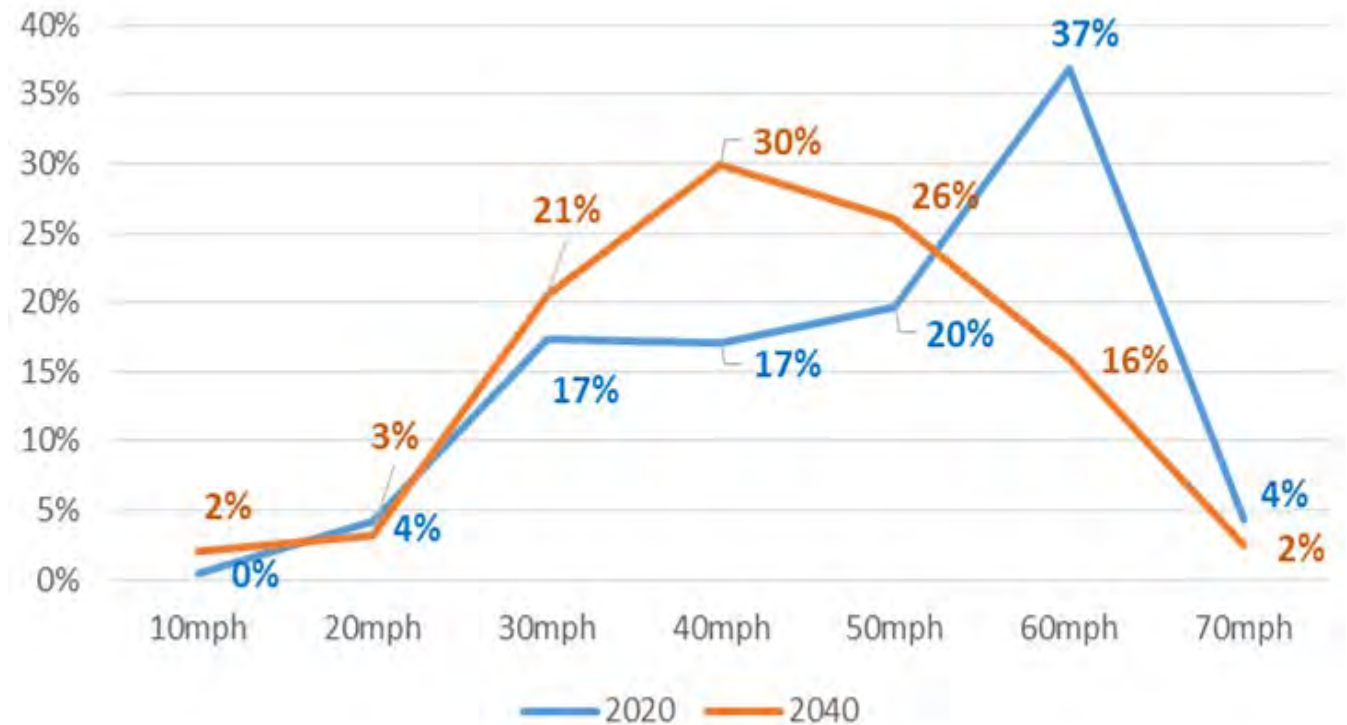
- Decrease in typical travel speeds:
 - **2020: typical speed of travel: 55 mph**
 - **2040: typical speed of travel: 35 mph**
- Increased VMT levels result in:
 - Increased congestion
 - Reduced travel speeds
 - Increased commute times



VMT Projection

A significant increase in commute times and traffic congestion may decrease private sector development interest in Castro Valley, and potentially result in partial relocation of the residential population to adjacent employment centers.

Travel Speed Percent by Year: 2020 vs 2040

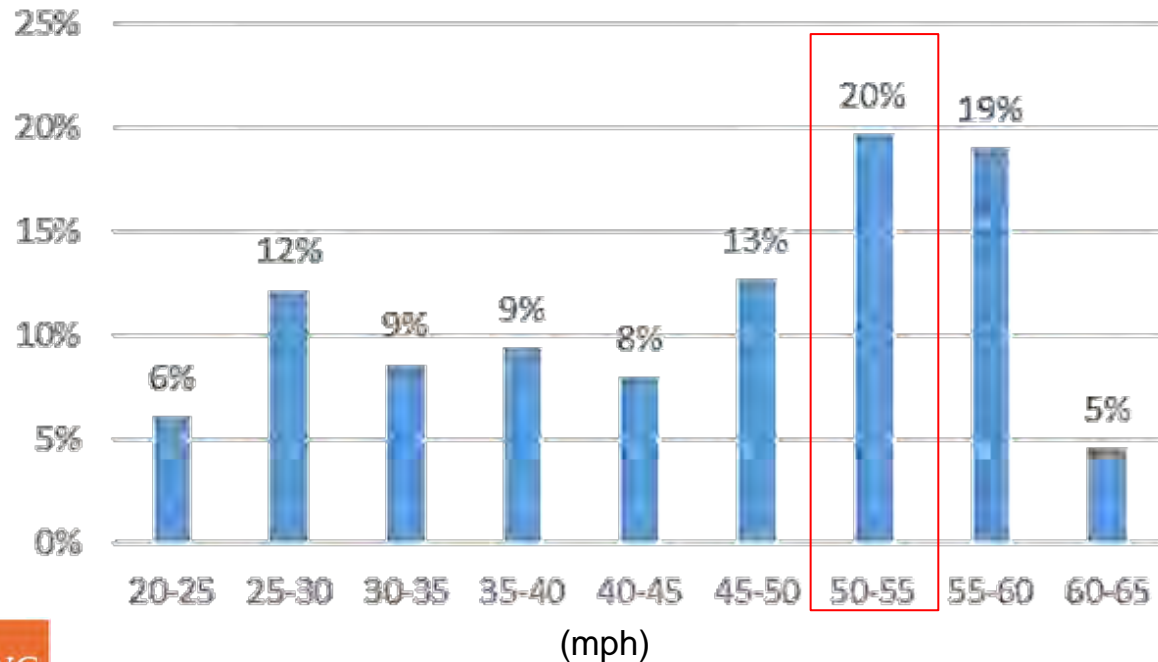


VMT Projection

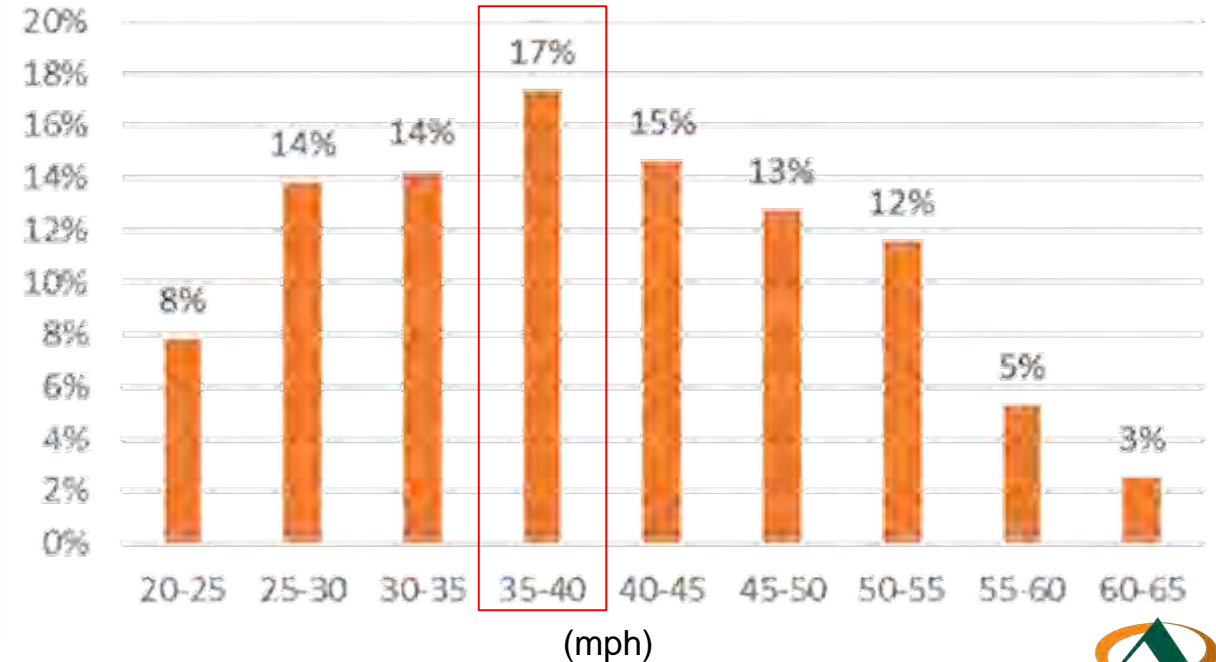
Typical Travel Speed Distributions, Projected Conditions in 2040

- Slower moving traffic
- Increase in traffic congestion
- Longer travel times
- Increase in commuter trips

2020 Castro Valley Travel Speed Distribution %



2040 Castro Valley Travel Speed Distribution %



VMT Mitigation

VMT growth can be mitigated through a transition to public transit. The State of California recommends the following measures to reduce VMT and induce mode shift to public transit:

- Attract users towards transit. (Increase frequency, availability, pricing).
- Increase multimodal connectivity
- Deploy management strategies: vehicle occupancy requirements, on roadways or roadways lanes; parking confession prices- higher on weekday and lower on weekend- pricing; Monthly pass for roadways- revenue through parking.



"Neighborhood Street" (from NACTO's Urban Street Design Guide)

VMT Mitigation

Implementation of traffic calming measures reduces roadway speeds and motor vehicle collisions while improving safety for pedestrians and cyclists. These measures can increase pedestrian and cycling activity when combined with expanded active transport facilities such as dedicated bike lanes.

- Reduce number and width of vehicle travel lanes (reduce crossing distance)
- Provide pedestrian median where necessary
- Improve safety for cyclists with protected bike lanes and signage
- Add buffer between pedestrians and vehicles
- Improve speed limit compliance with signage and enforcement
- Decrease crash severity when crashes do occur by reducing speed limits



VMT Analysis

This study will address changes in total travel time and VMT volumes over a twenty year period (2020-2040) in Castro Valley. It will also identify:

- Projected increases in vehicular traffic near particular intersections which result in increased congestion
- Traffic planning measures to reduce VMT, such as:
 - Capacity reduction
 - Speed limit reduction
 - Peak hour tolling mechanisms
 - Parking alternatives



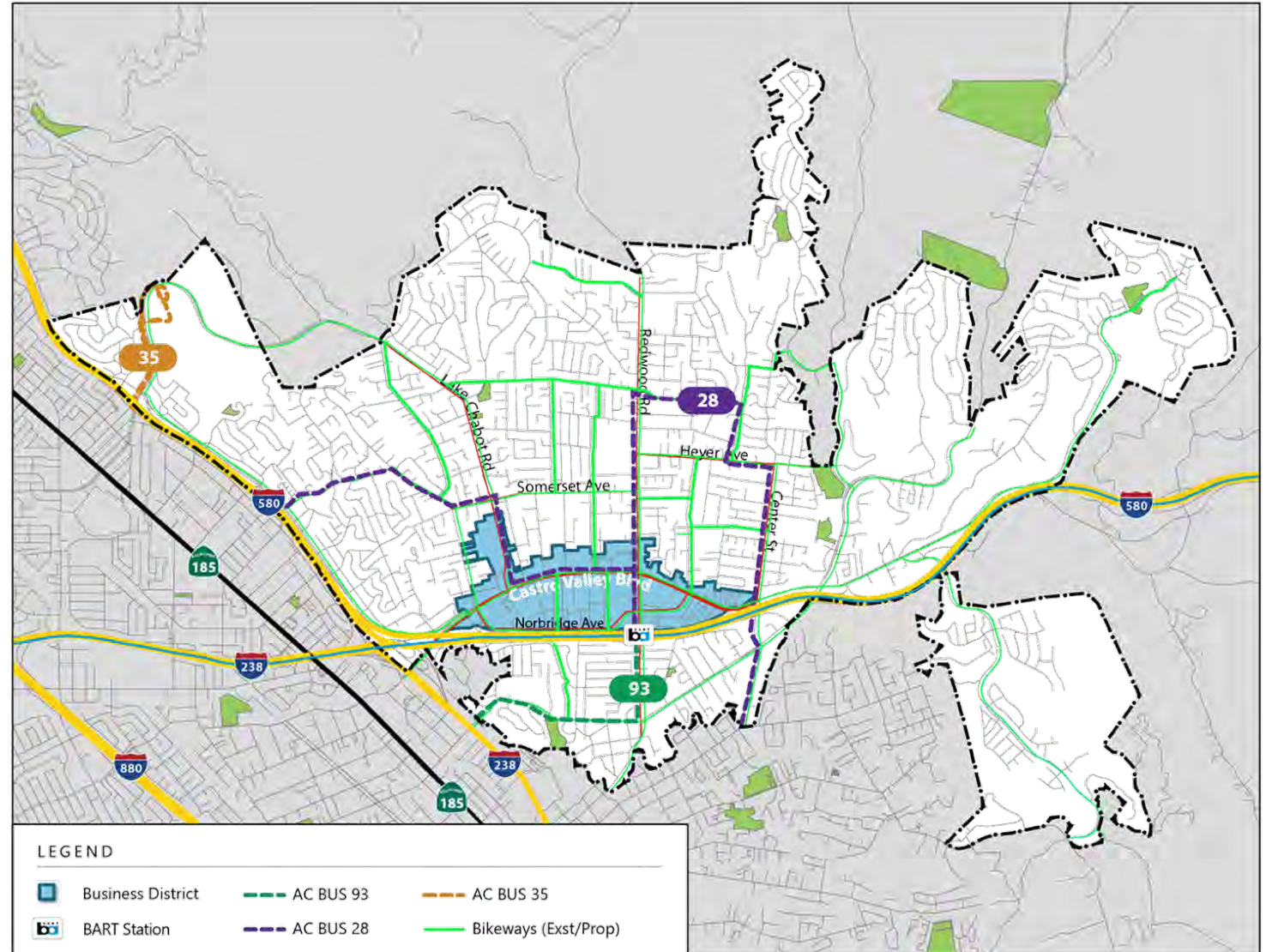
2

Multi-modal Access and Connectivity

Multi-modal Access and Connectivity

Network Overview

- Study area: Castro Valley
- Focus area: Business District
- Bus lines: 28, 93, 35
- 1 BART station
- Two Interstate freeways
- Critical corridors: Castro Valley Blvd, Lake Chabot Rd, Redwood Rd, Center St

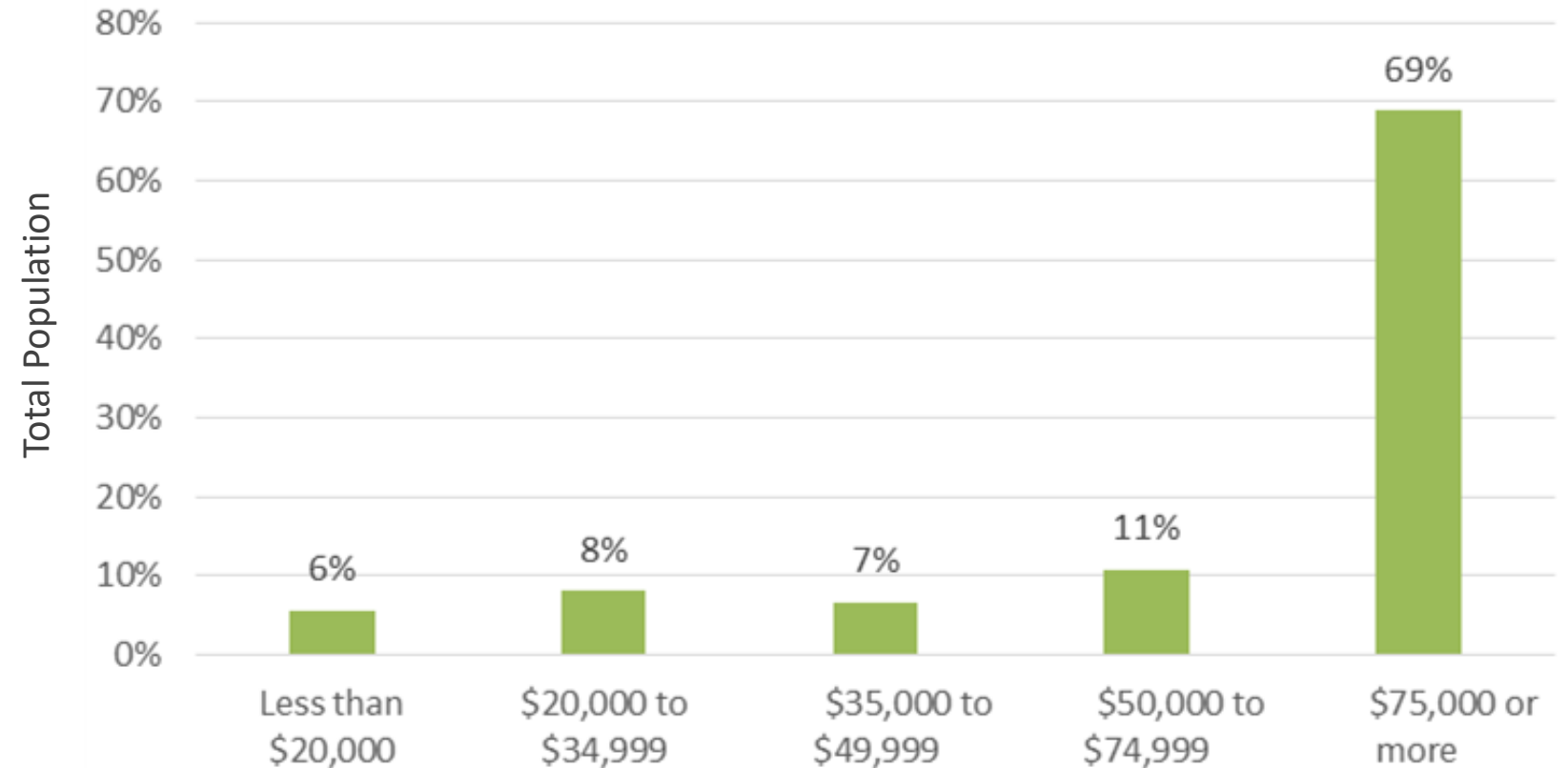


Multi-modal Access and Connectivity

Income Distribution

- As of the 2020 ACS, the majority of individuals in Castro Valley are in the \$75k+ income bracket
- This indicates most commuters will have a choice of travel modes; not a “captive ridership”

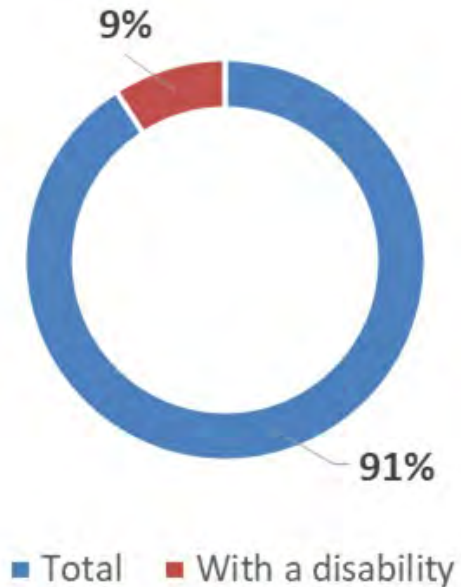
Castro Valley Income Distribution, 2020



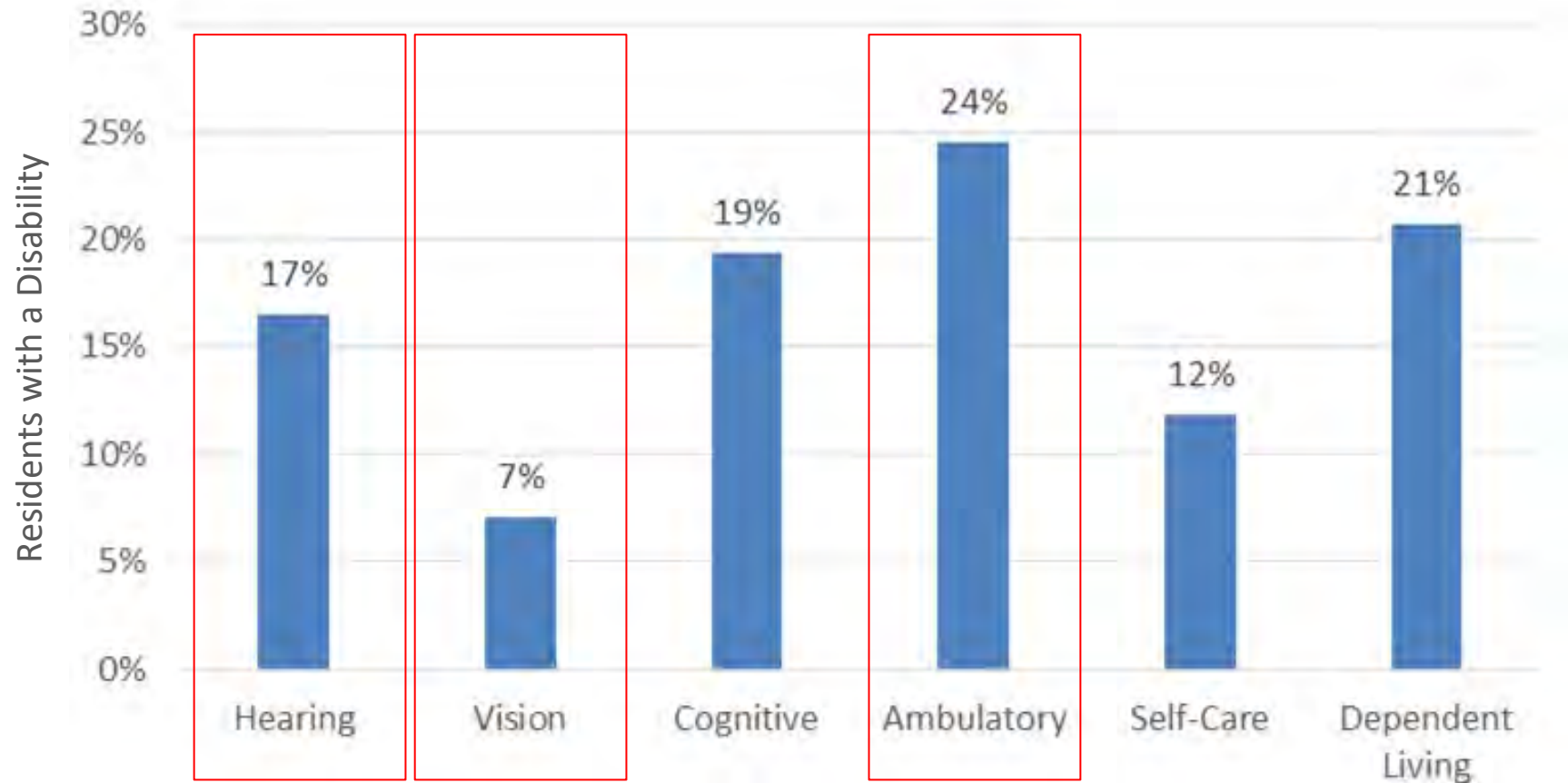
Source: ACS, 5-Year Est. 2020

Multi-modal Access and Connectivity

Share of Population with a Disability, 2020



Disability Type by Share of Residents with a Disability, 2020



Source: ACS, 5-Year Est. 2020

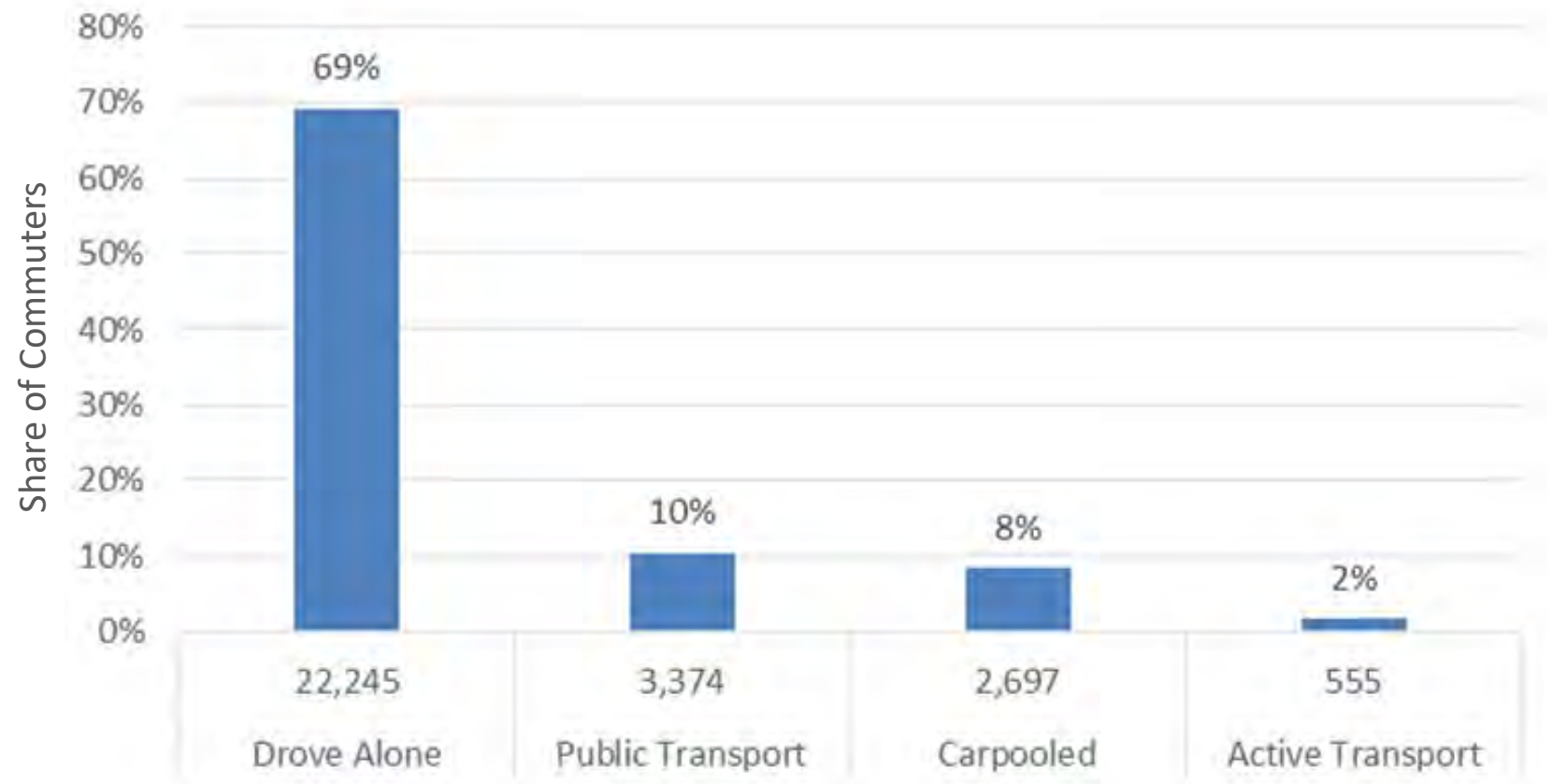
Multi-modal Access and Connectivity

Travel Mode Splits & Volumes

- Mode split in Castro Valley is mostly consistent with state trends

	CA State	Castro Valley
Drove Alone	74%	69%
Carpool	10%	10%
Public Transit	5%	8%
Active Transport	3%	2%

Commute Transport Mode: % Mode Share, 2020



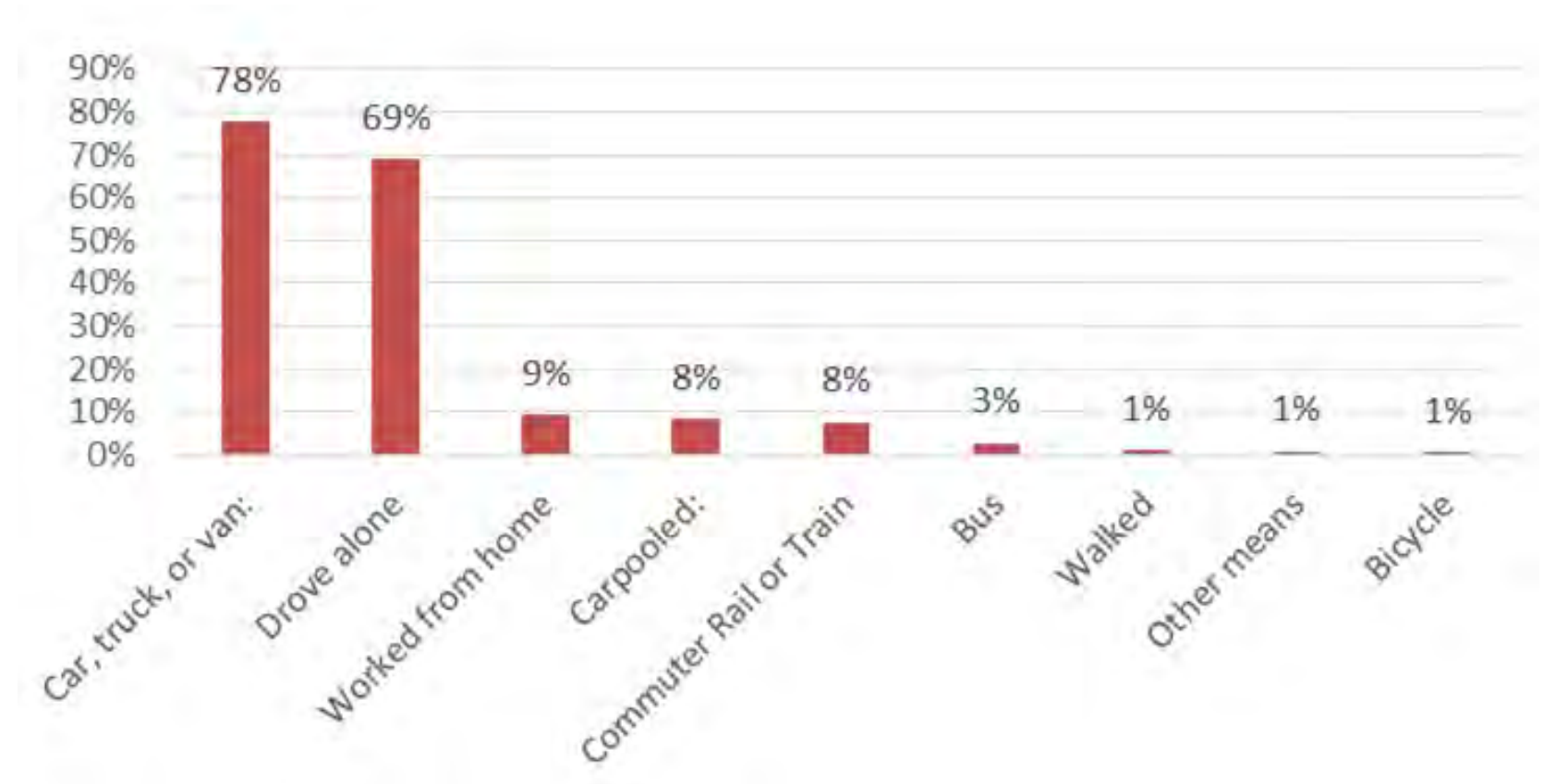
Source: ACS, 5-Year Est. 2020

Multi-modal Access and Connectivity

Travel Mode Splits & Volumes

- 1% of Castro Valley commuters walk or bike to work
- More Castro Valley commuters are using rail transit than bus transit
 - *Note that this indicates a need for better connectivity, travel pattern and frequent travel distance.*

Mode of Transport to Work: % Mode Share, 2020



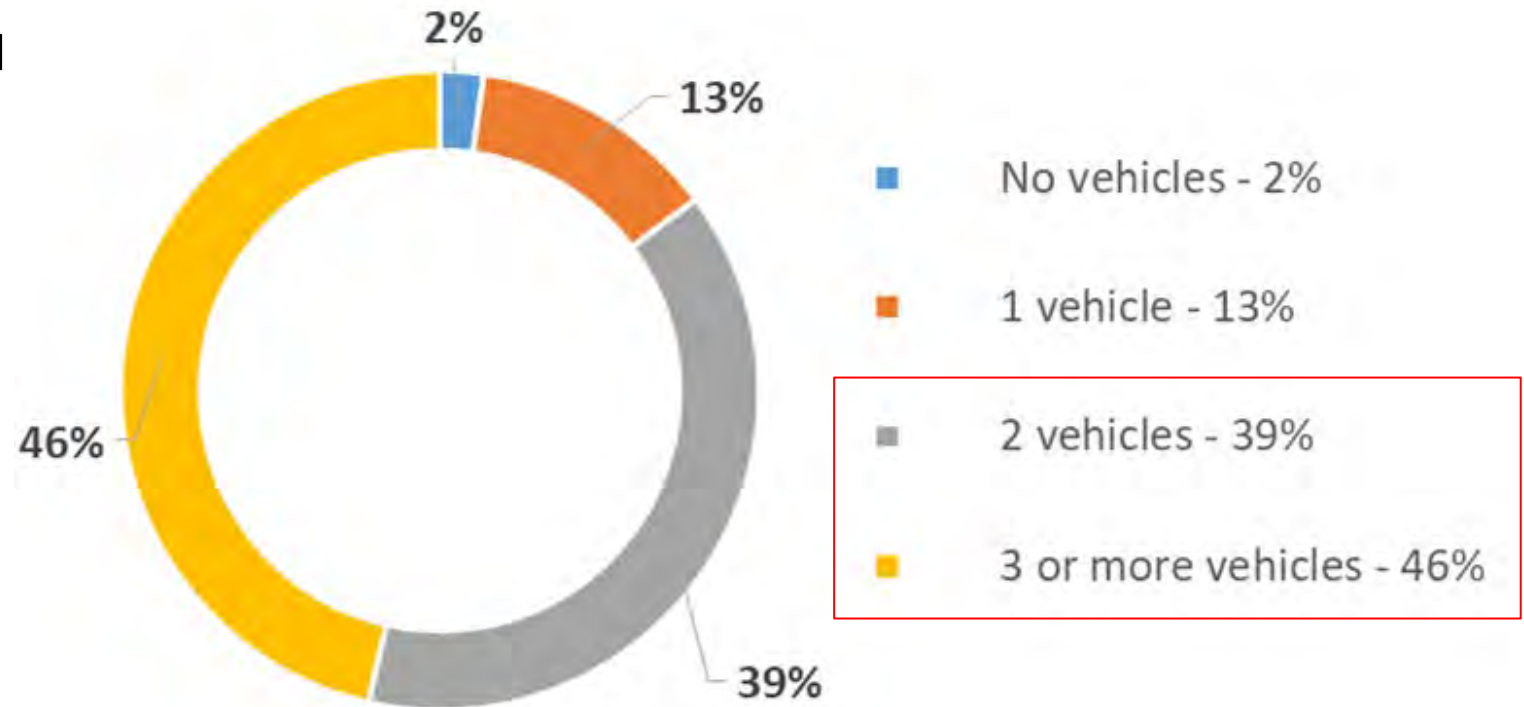
Source: ACS, 5-Year Est. 2020

Multi-modal Access and Connectivity

Travel Mode Splits & Volumes

- 85% of households with employed persons over age 16 have 2 or more vehicles available
- This indicates that a **modal shift will improve**:
 - increase in VMT
 - drivers making longer trips, longer routes more distant distance.
 - households and businesses moving to more distant locations or if development patterns become more dispersed in response to the capacity increase.

Vehicles Available by Household, 2020



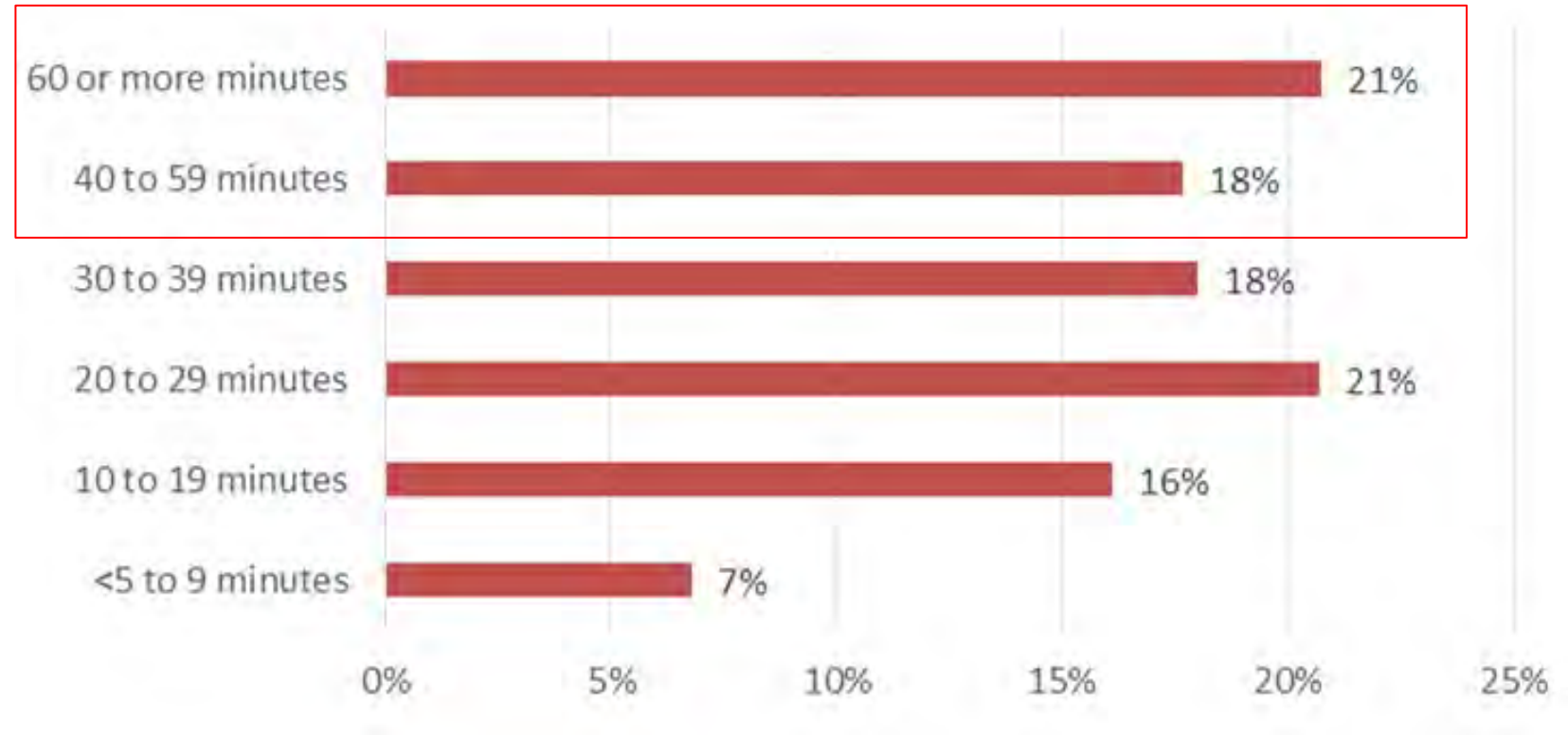
Source: ACS, 5-Year Est. 2020

Multi-modal Access and Connectivity

Travel Time to Work

- 39% of Castro Valley commuters take 40 minutes or more to get to work
 - Once transit commutes are shorter than personal vehicle commutes, modal shift will begin to occur
 - Increase non- motorized travel (for shorter trips)
 - public transport

Castro Valley Travel Time to Work, 2020



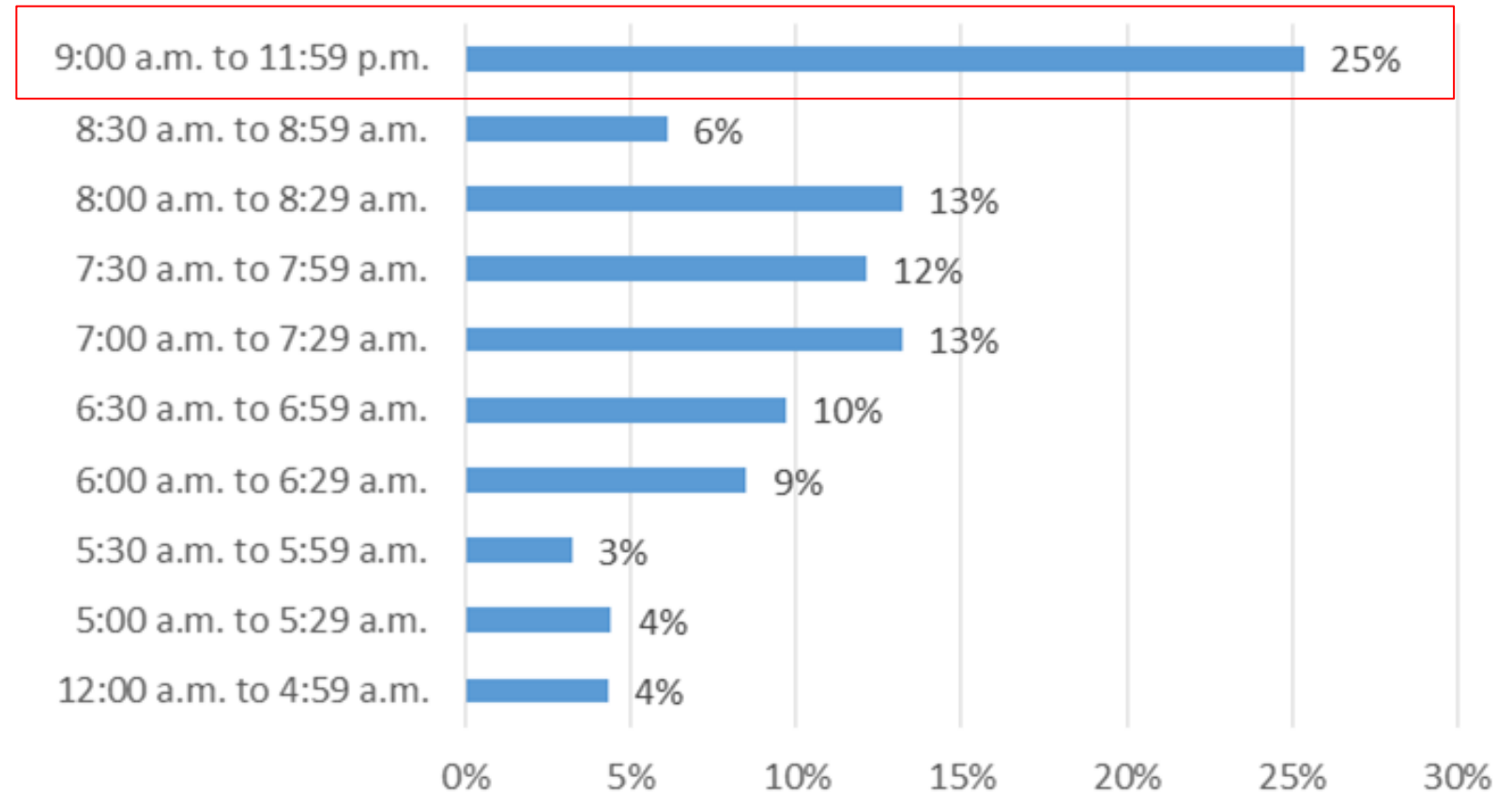
Source: ACS, 5-Year Est. 2020

Multi-modal Access and Connectivity

Time of Departure to Go to Work

- Multi-Modal Street
- Congestion pricing and limited traffic zones
- Limiting Street Parking
- Peak roadway tolling may also be implemented along key corridors to fund multimodal facilities

Time of Departure to Go to Work, 2020



Source: ACS, 5-Year Est. 2020

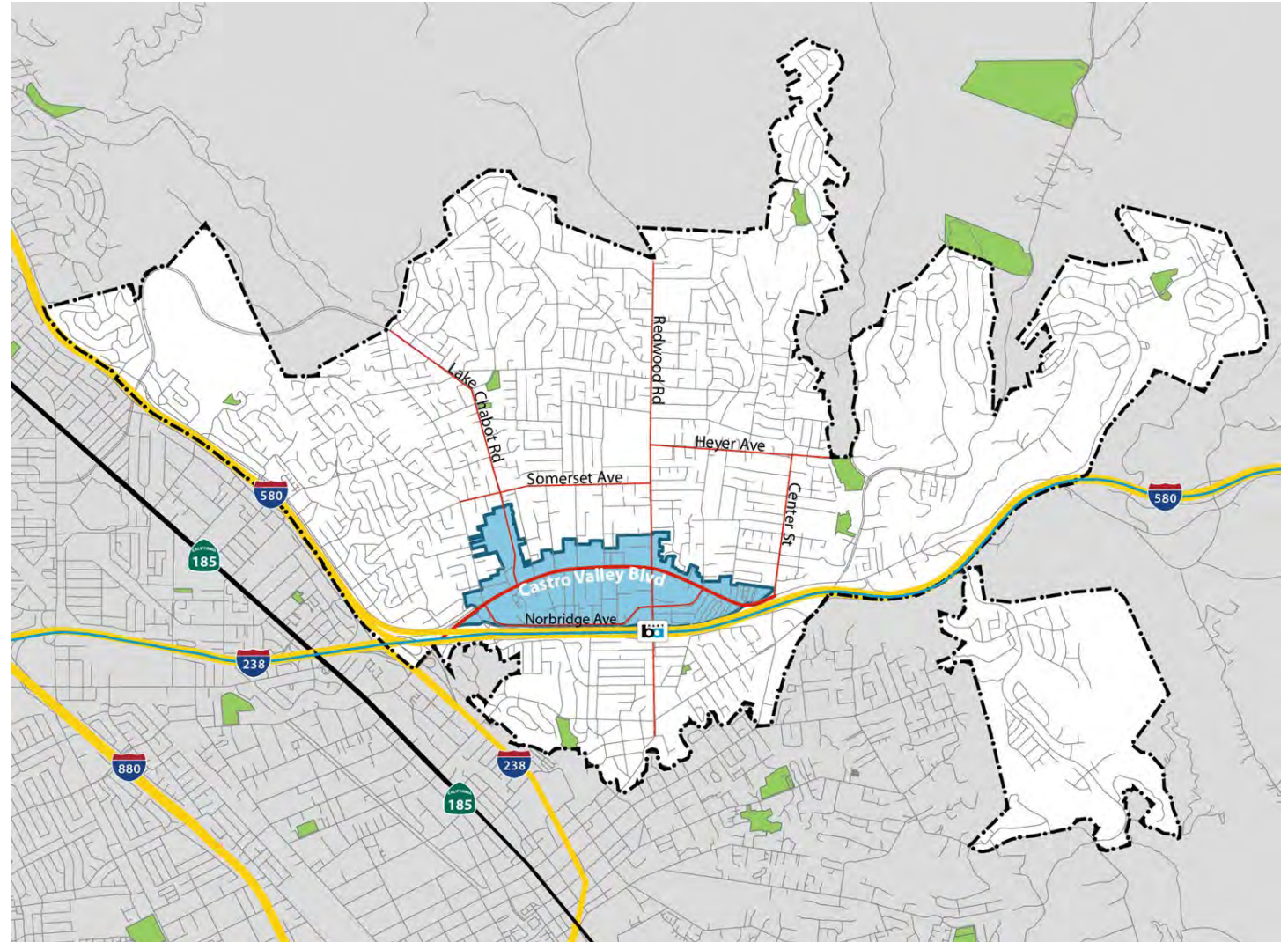
3

Existing Network

Existing Street Network

Street Network Classification

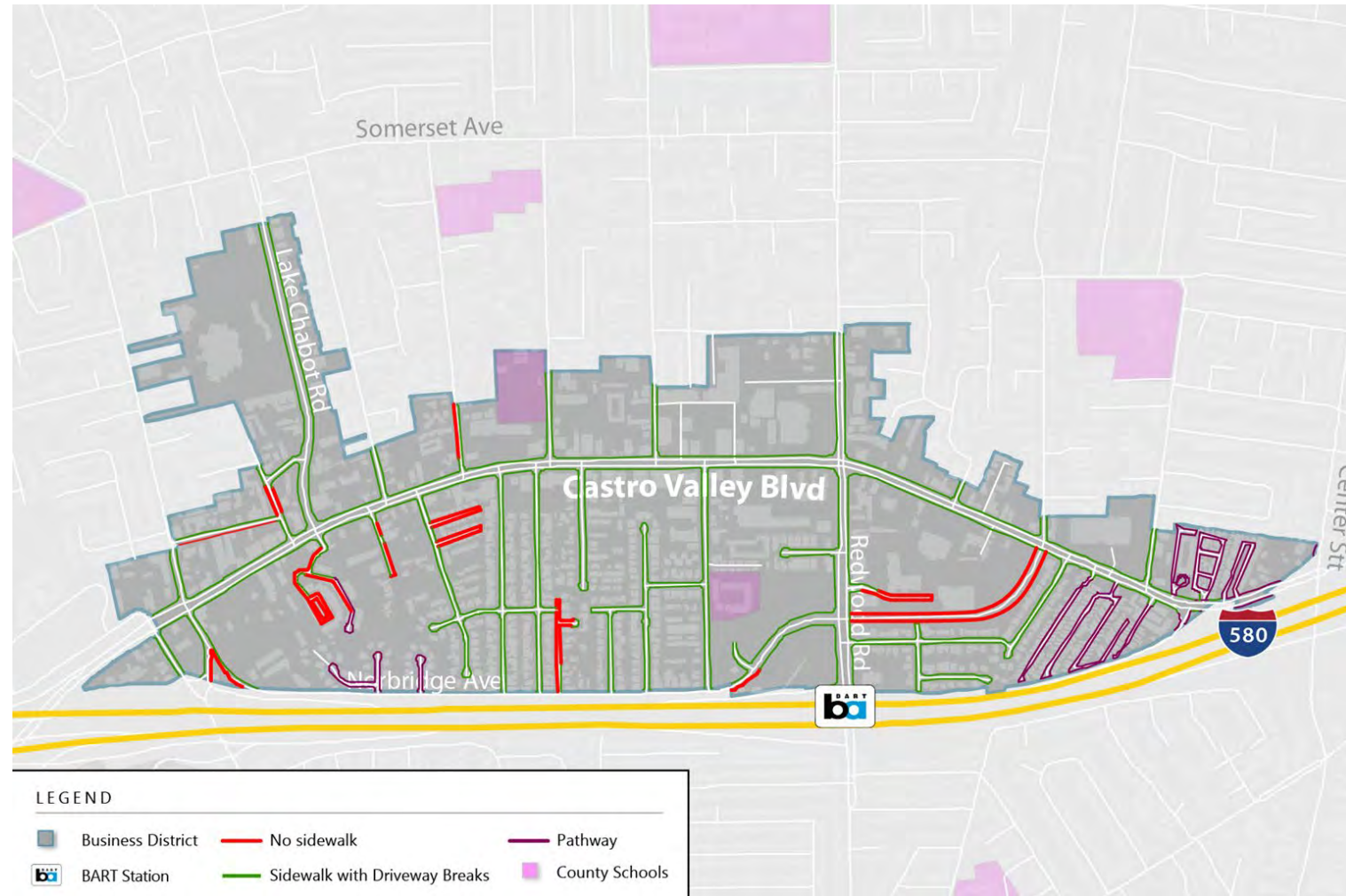
- Key corridors:
 - Castro Valley Blvd (E/W)
 - Norbridge Ave (E/W)
 - Somerset Ave (E/W)
 - Heyer Ave (E/W)
 - Lake Chabot Rd (N/S)
 - Redwood Rd (N/S)
 - Center St (N/S)
 - Grove Way (E/W)
 - Crow Canyon Rd (N/S)
 - Stanton Ave



Existing Pedestrian Network

Pedestrian Block Pattern / Network Gaps

- Sidewalks are technically present throughout the majority of the Business District, but they often have a sloping curb and are riddled with driveway breaks



Existing Transit Network - CBD

Transit Routes

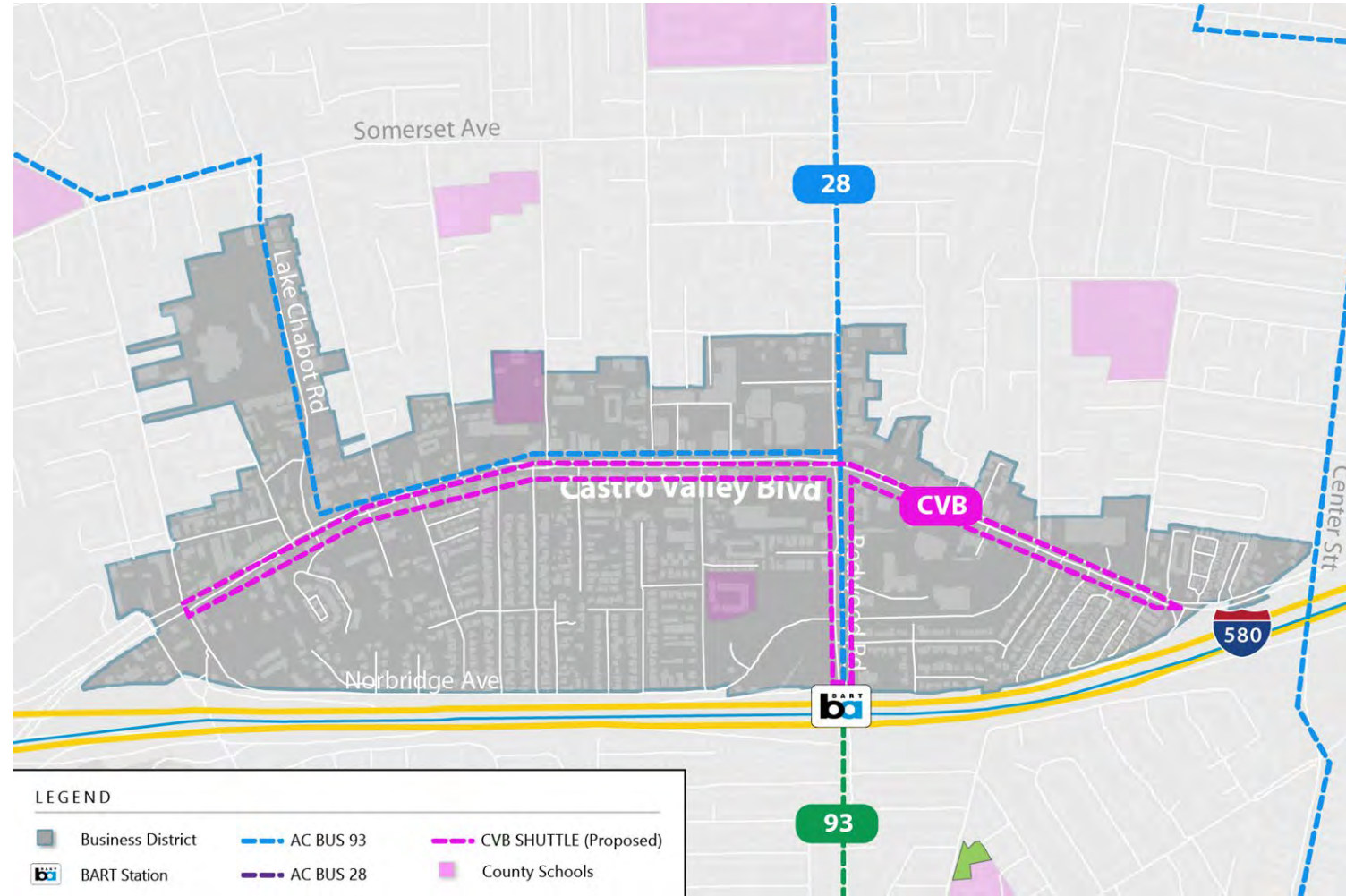
AC Transit (Bus)

- Route 28
- Route 93

Bay Area Rapid Transit (BART)

Blue Line

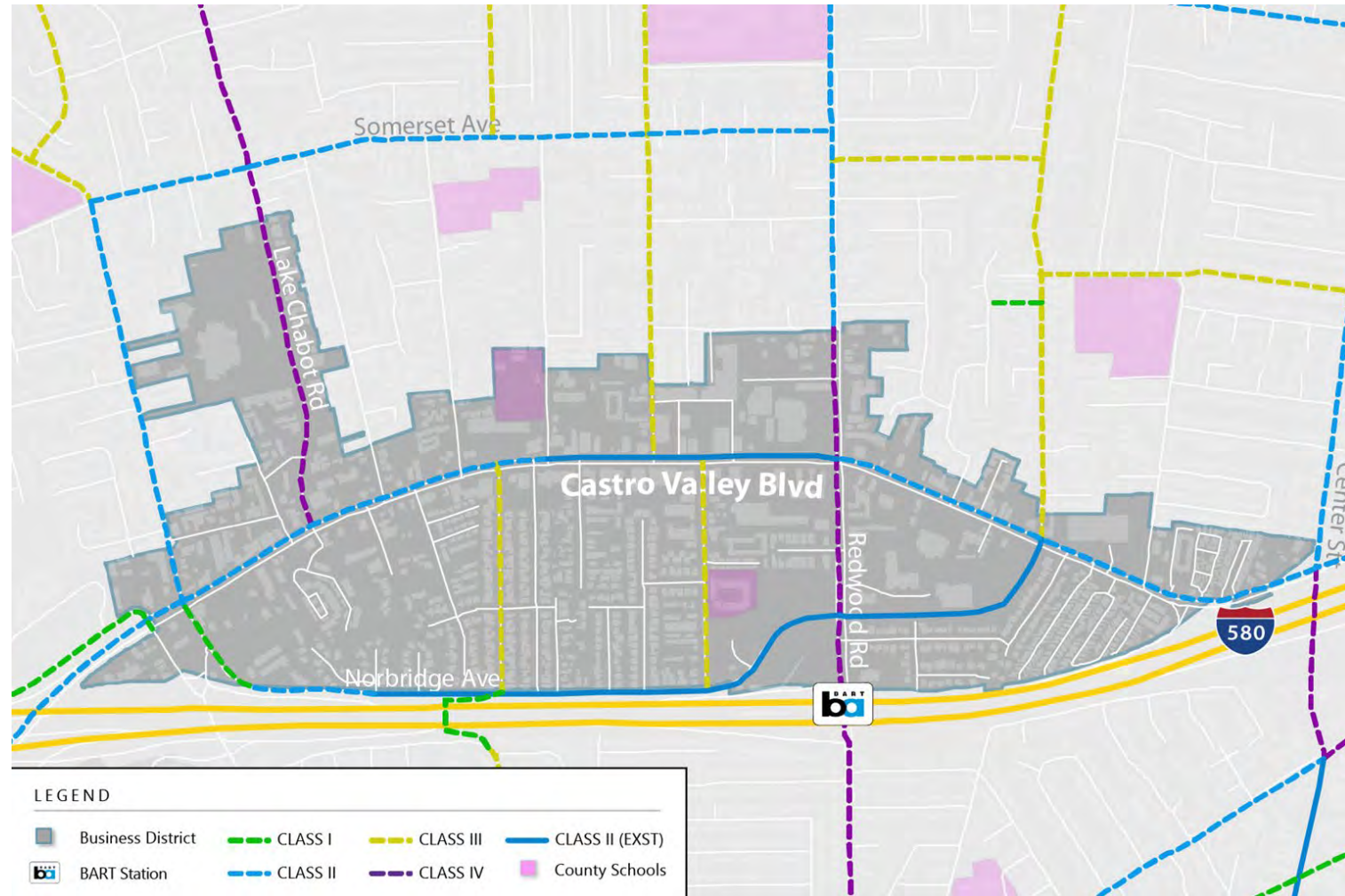
- Dublin/Pleasanton to Daly City



Existing Bike Network - CBD

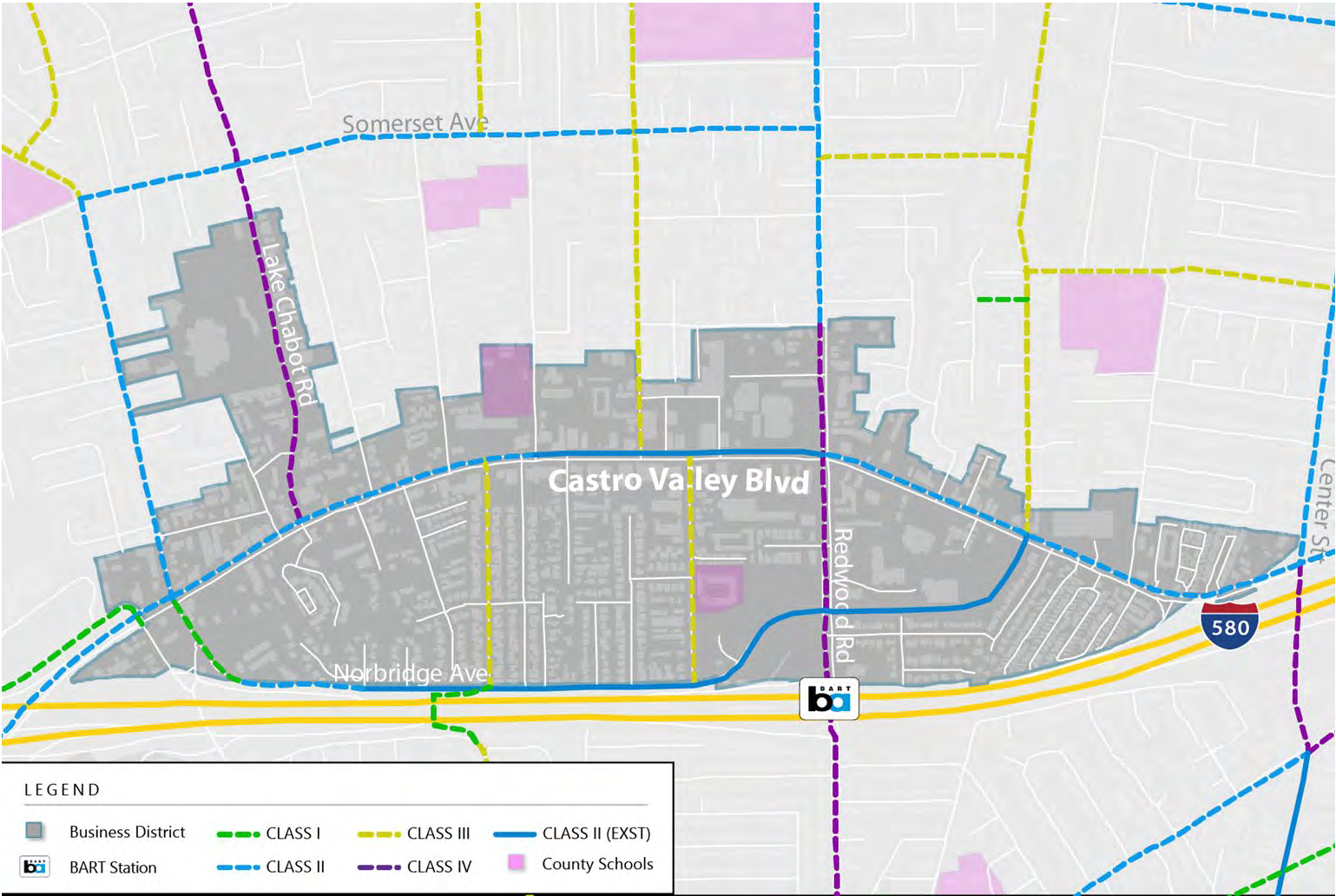
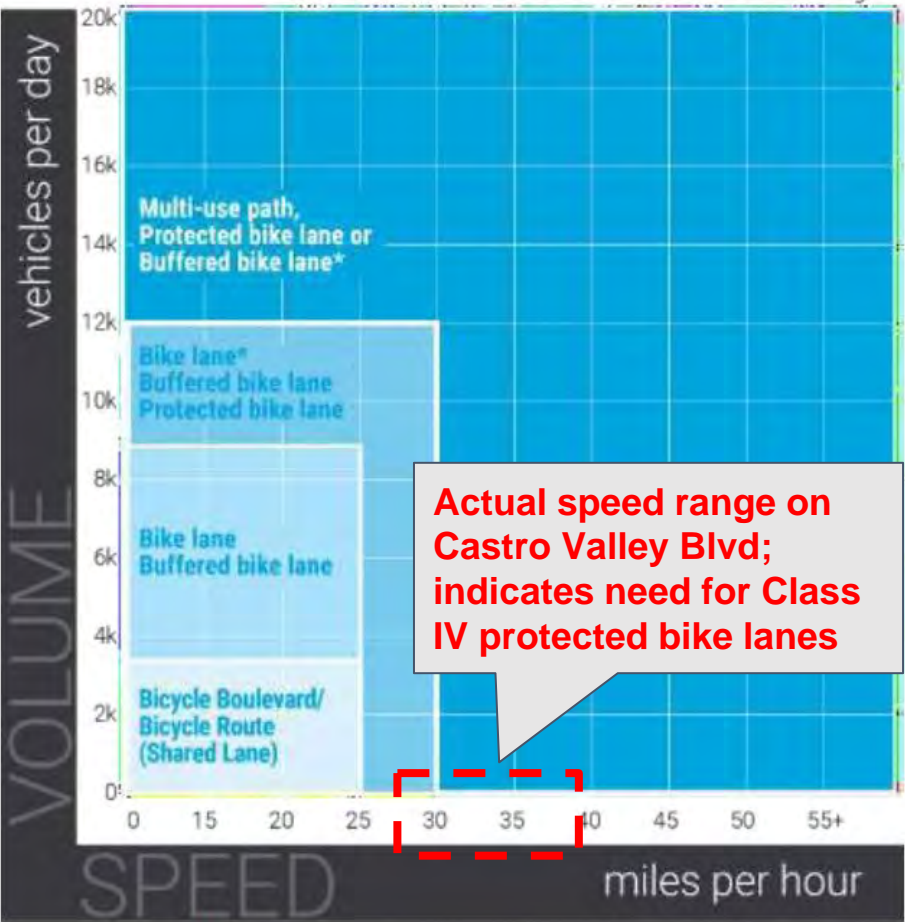
Bikeways (all)

- Existing and proposed bikeways correspond to key roadways, connect with primary transit routes
- Class levels insufficient to induce mode shift; typically support only experienced cyclists
- Conflict points regularly occur between bikeways and moving/parking vehicles



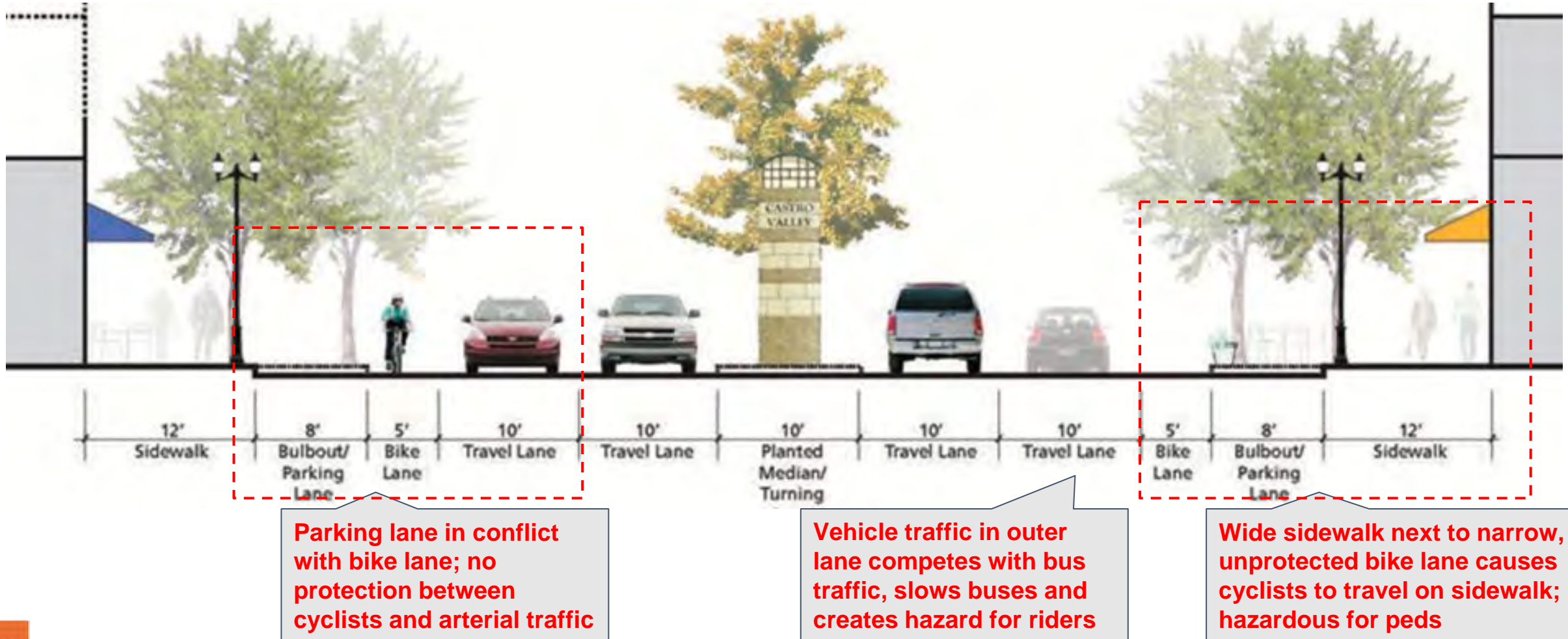
Existing Network - CBD

Bicycle Facility Selection Chart
Urban and Suburban Roadways



Existing Network

Castro Valley Blvd Current Street Section



Existing Network - CBD

Castro Valley Boulevard

- Cars park at the curb between the bike lanes. (Used for loading/unloading)
- Unprotected bike lanes
- Several other vehicles blocking sight of the cyclist
- No signages and purpose of the painted sharrows is lost



SCENARIO 1: EXISTING STREET CONDITIONS IN CASTRO VALLEY

Existing Network - CBD

Castro Valley Boulevard

- Parked vehicles using bicycles lanes block the vision of the cyclist.
- Vehicles from this alley would cut through the parking lanes and the unprotected bike lane directly to come to the drive lane
- Cyclists approaching from such bike lanes collide into the unprotected blind spots from the alley.
- Parked cars limit the vision of the cyclist around the area of the vehicle, directly having conflict with the blind spot from alley



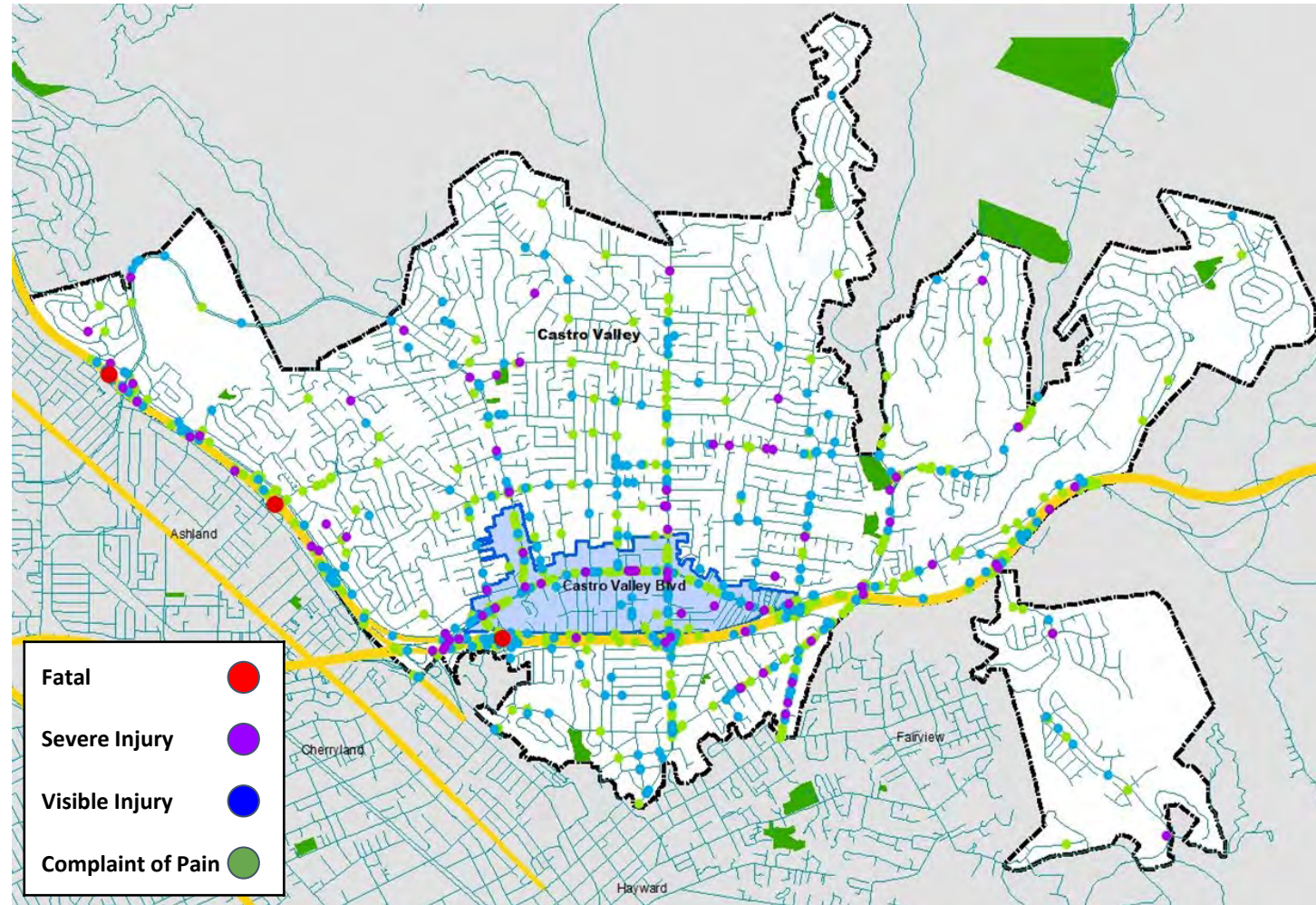
SCENARIO 2: EXISTING STREET CONDITIONS IN CASTRO VALLEY

4

Collision Assessment

Collision Analysis

- A collision assessment was conducted to provide current data on existing conflict points and provide a framework for to multimodal facility recommendations to reduce VMT and increase network safety.
- Data was retrieved from the Statewide Integrated Traffic Records System (SWITRS) via the Transportation Injury Mapping System (TIMS) for collisions occurring in Castro Valley from 2015-2019, excluding freeway collisions.



All Collisions by Severity in Castro Valley, CA

Collisions Overview

- **1,101** reported collisions within the study area (CVBDSP) between 2015 and 2019.
 - Pedestrian and bicycle collisions with vehicles account for 13% of all crashes
 - Pedestrian collisions resulted in 21% of all fatal and severe injury collisions (FSI) systemwide
- Freeway cut-through traffic adds significant number of vehicles at primary Boulevard entry points, increasing collision rates

Reported Collisions by Crash Severity (2015-2019)

Collision Severity	Total
Fatal	3
Severe Injury	84
Visible Injury	361
Complaint of Pain	653
Total	1,101

Reported Bike & Ped Collisions by Crash Severity (2015-2019)

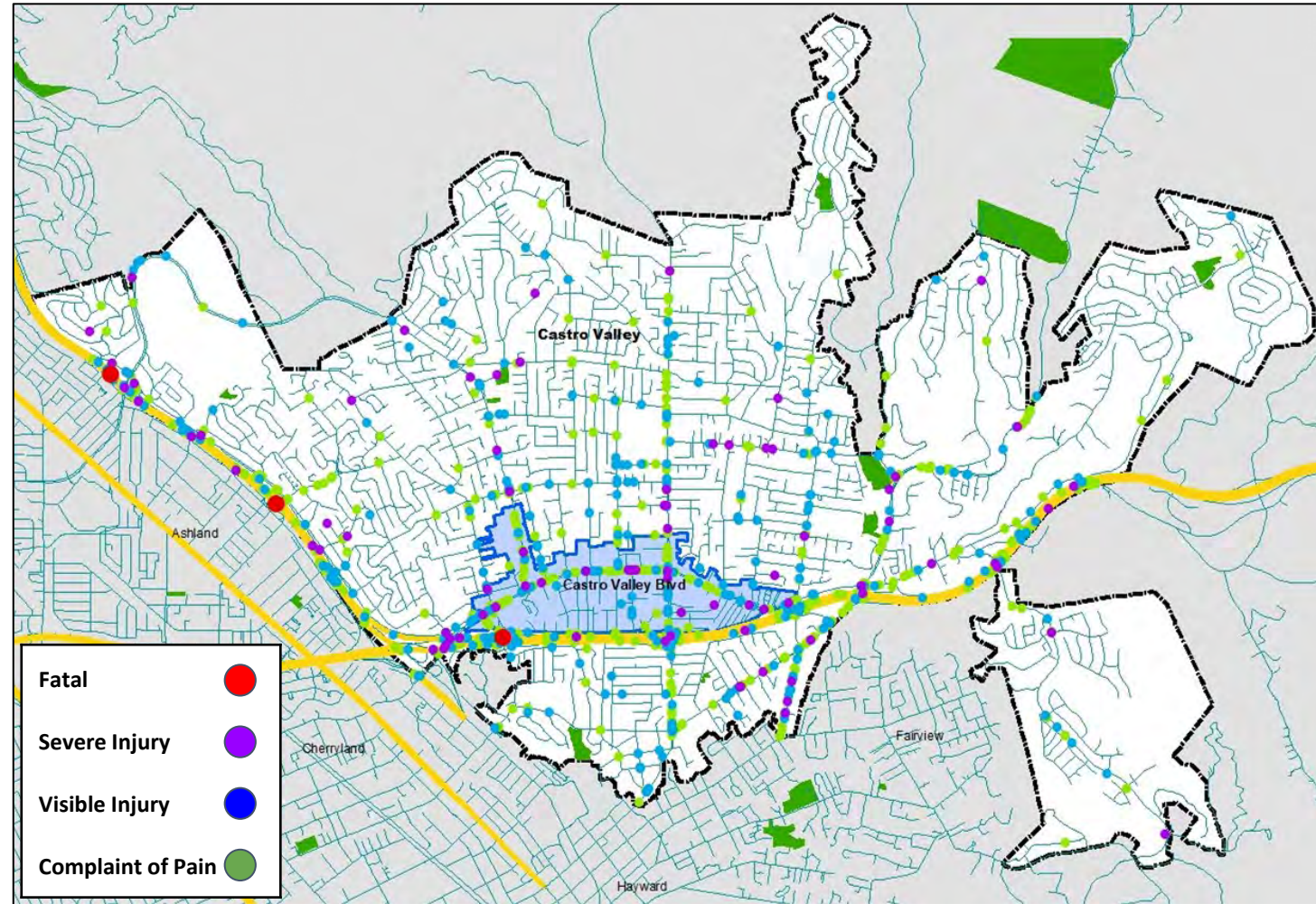
Road Users Involved	Fatal	Severe Injury	Visible Injury	Complaint of Pain	F+SI	Total %
Bicycle- Vehicle	1	78	309	626	79	8%
Pedestrian- Vehicle	2	68	320	622	70	8%

DATA SOURCE: Statewide Integrated Traffic Records System (SWITRS) via the Transportation Injury Mapping System (TIMS)

Collision Severity

Significant Trends

- Concentrations of injury collisions occur on Castro Valley Blvd and Lake Chabot Rd
- Fatal and severe injury crashes are observed near highway onramps
- Speeding violations concentrated near intersections.
- Clusters of severe injuries indicate potential for future fatal collisions



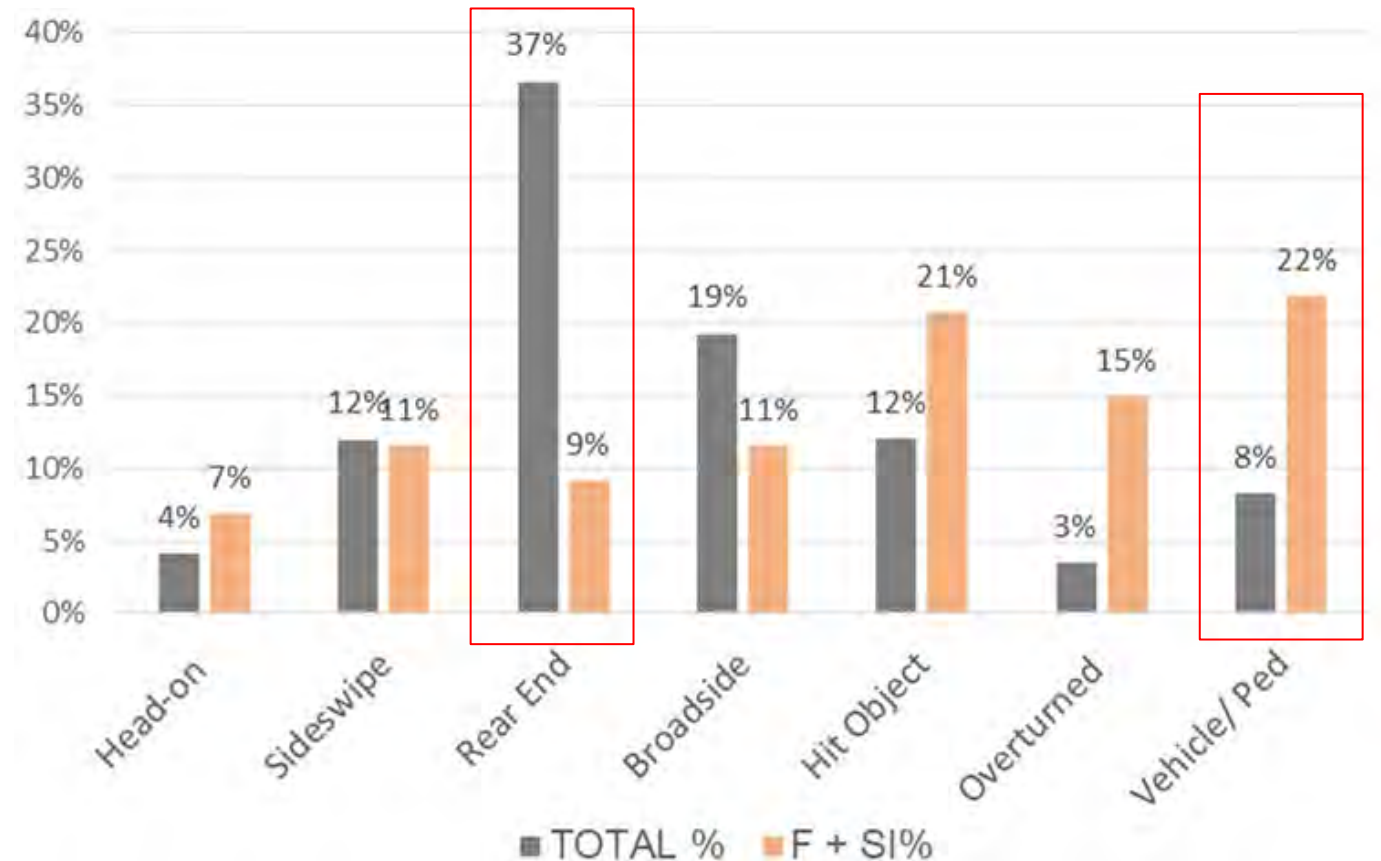
All Collisions by Severity in Castro Valley, CA

Collision Factors

Collision Type

- Most common collision types: rear-end collisions (37%), broadside collisions (19%), hit object (12%)
- Most common FSI collision types: vehicle/pedestrian collisions (22%), hit object (21%), and overturned vehicles (15%)

Collision Type: All Injury Collisions vs. F+SI Collisions

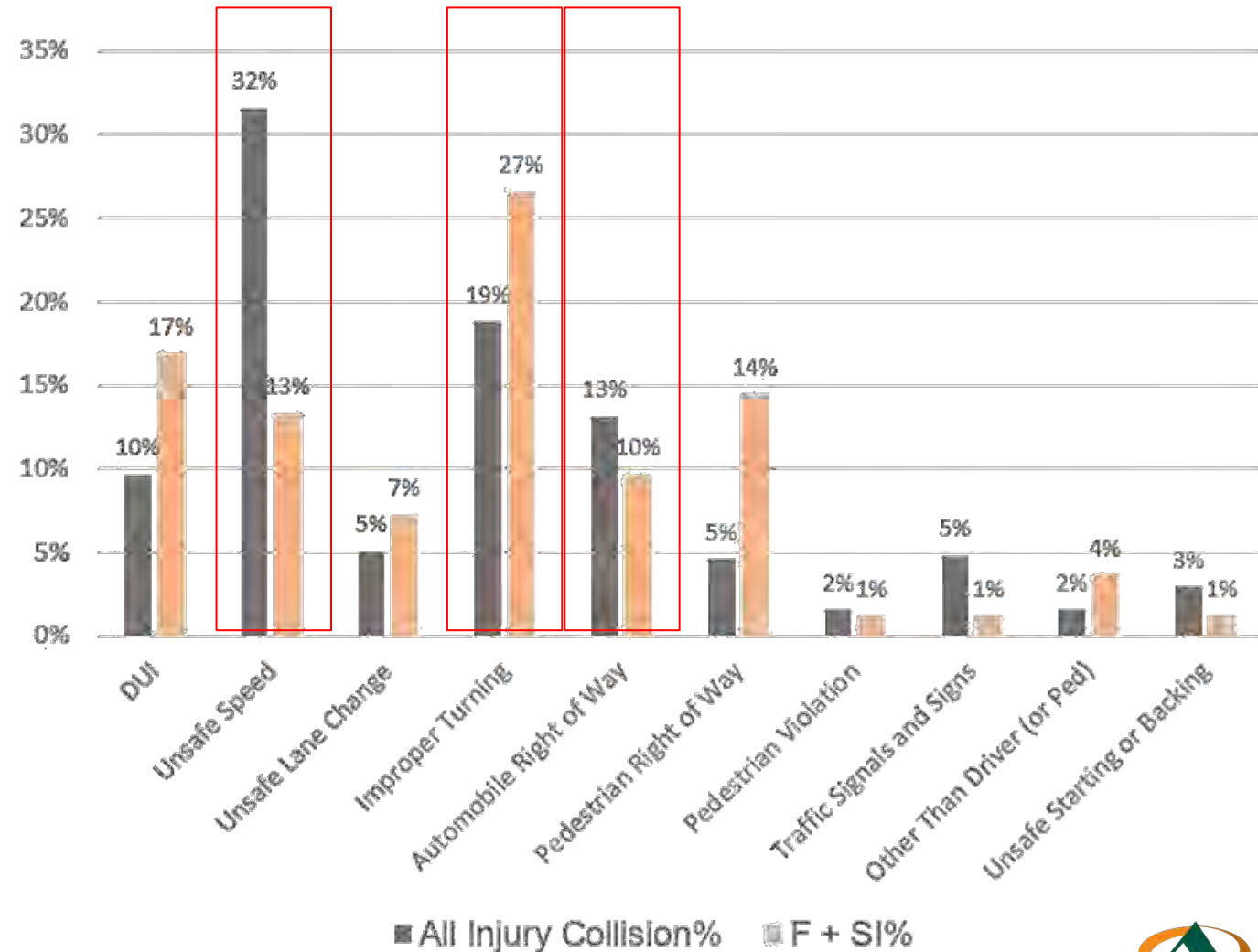


Collision Factors

Primary Collision Factor (Violations)

- The top violations associated with all injury collisions in Castro Valley are unsafe speed (32%), improper turning (19%), and DUI (10%)
- Top violations associated with F+SI collisions are improper turning (27%), Alcohol (17%) and Pedestrian right of way violations (14%)

Violation Categories by Crash Severity, with F+SI
(2015-2019)

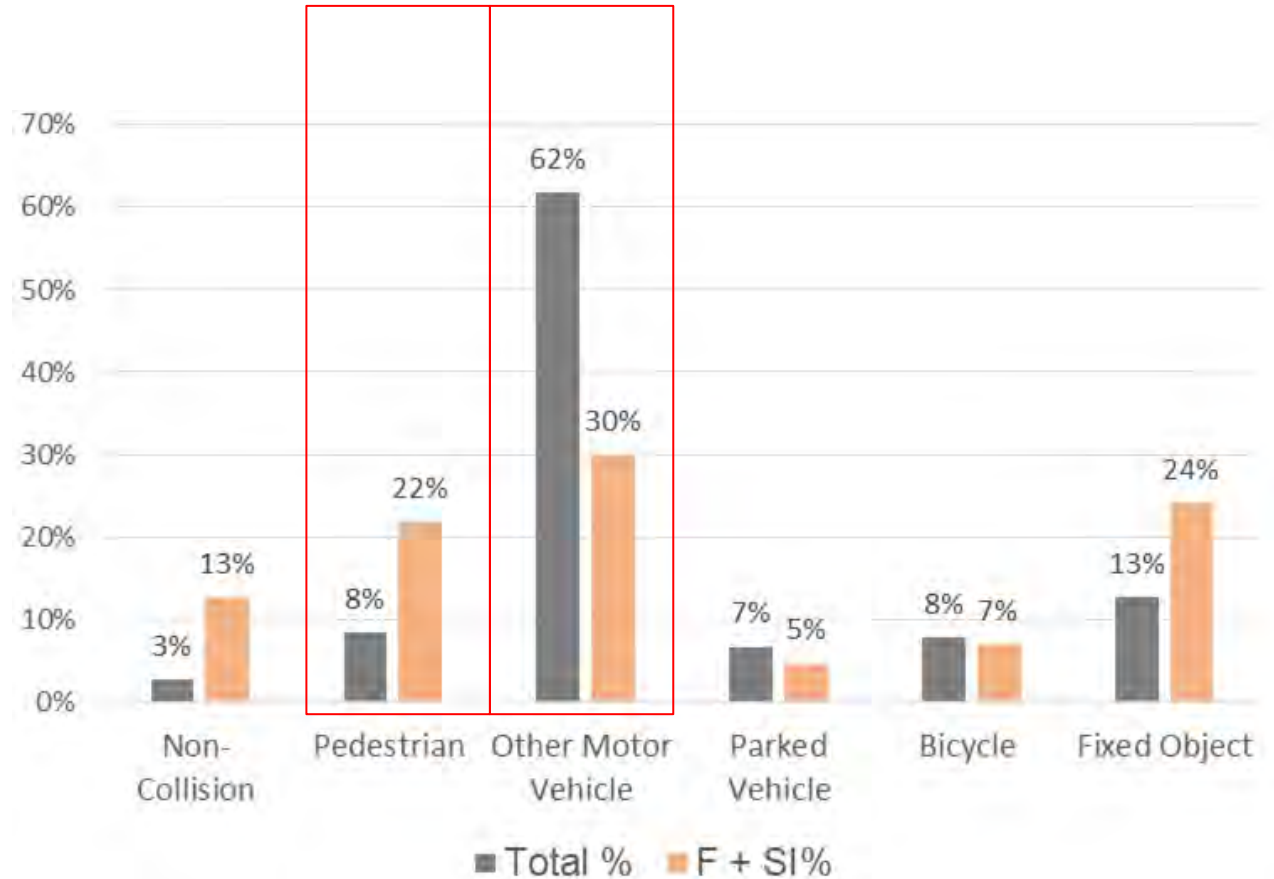


Collision Factors

Motor Vehicle Involved with (MVIW)

- 62% of injury collisions occurred due to motor vehicles.
- Total injury collisions include fixed objects collisions (13%) and collisions with a pedestrian (8%).
- F+SI rate: 30% of the collisions occurred where motor vehicles, 24% of the collisions involved fixed objects, and 22% involved a pedestrian.
- Collisions with fixed objects are observed mainly in residential neighborhood.

Motor Vehicles Involved With vs. F+SI Collisions (2015-2019)



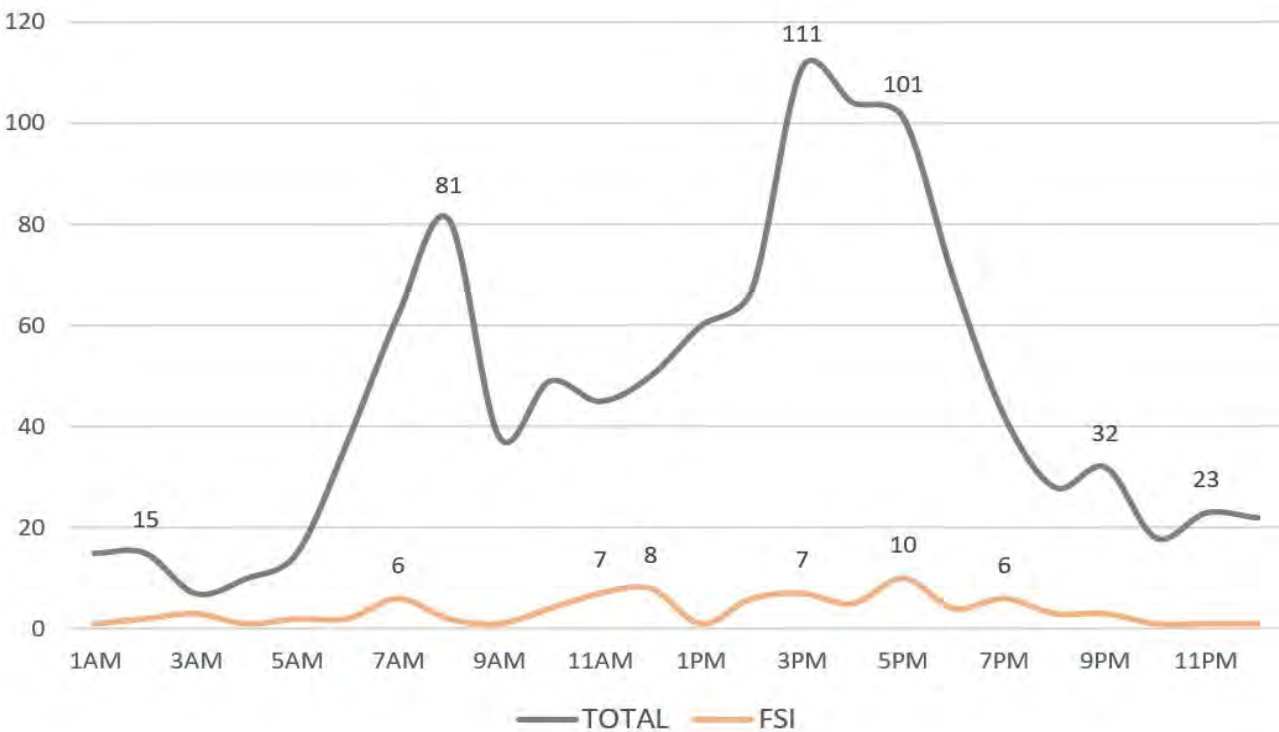
Collision Factors

Time of Day

- Peak collision totals occur during the commuter rush hours around 7-9am and 3-6pm
 - 16% of all injury collisions occur during the morning rush hour
 - 35% occur during the afternoon/evening rush hour
- The highest number of fatal and severe injury collisions (FSI) occur around 5:00PM (11%)

	1AM-4AM	5AM-8AM	9AM-12PM	1PM-4PM	5PM-8PM	9PM-12AM
Total Injury Collisions	47	195	182	342	240	95
Fatal + Severe Injury Collisions	7	12	20	19	23	6

Time of Day: All Injury Collisions vs. F+SI Collisions



Collision Factors

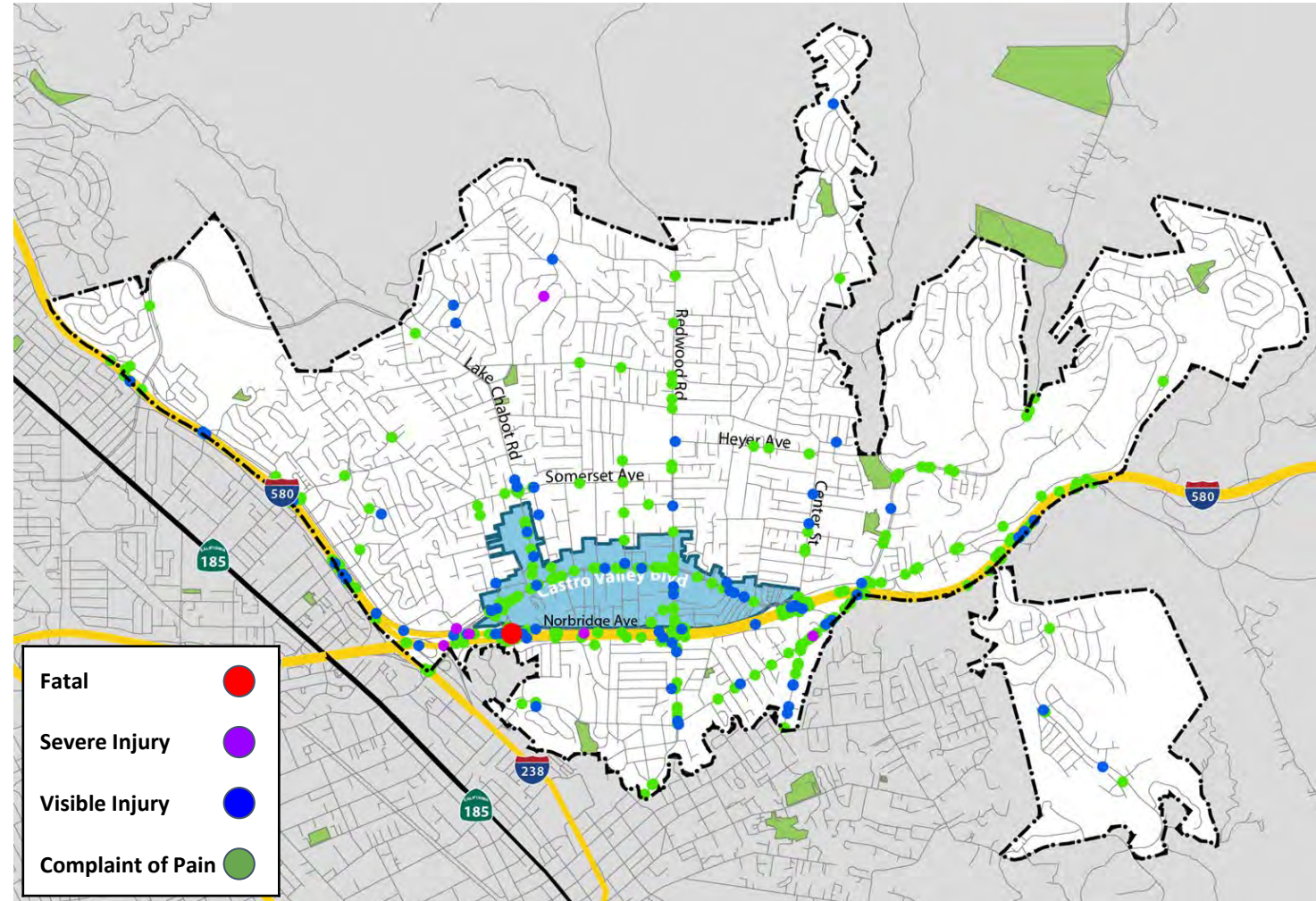
Collision Type: Rear-end

Concentration of severe injuries on Castro Valley Blvd at intersections near highway onramps/offramps.

Causes:

- Speed violations
- Following too closely
- Traffic congestion on interstate causing people to take alternative routes

Rear-End Collisions by Severity in Castro Valley Business District, CA



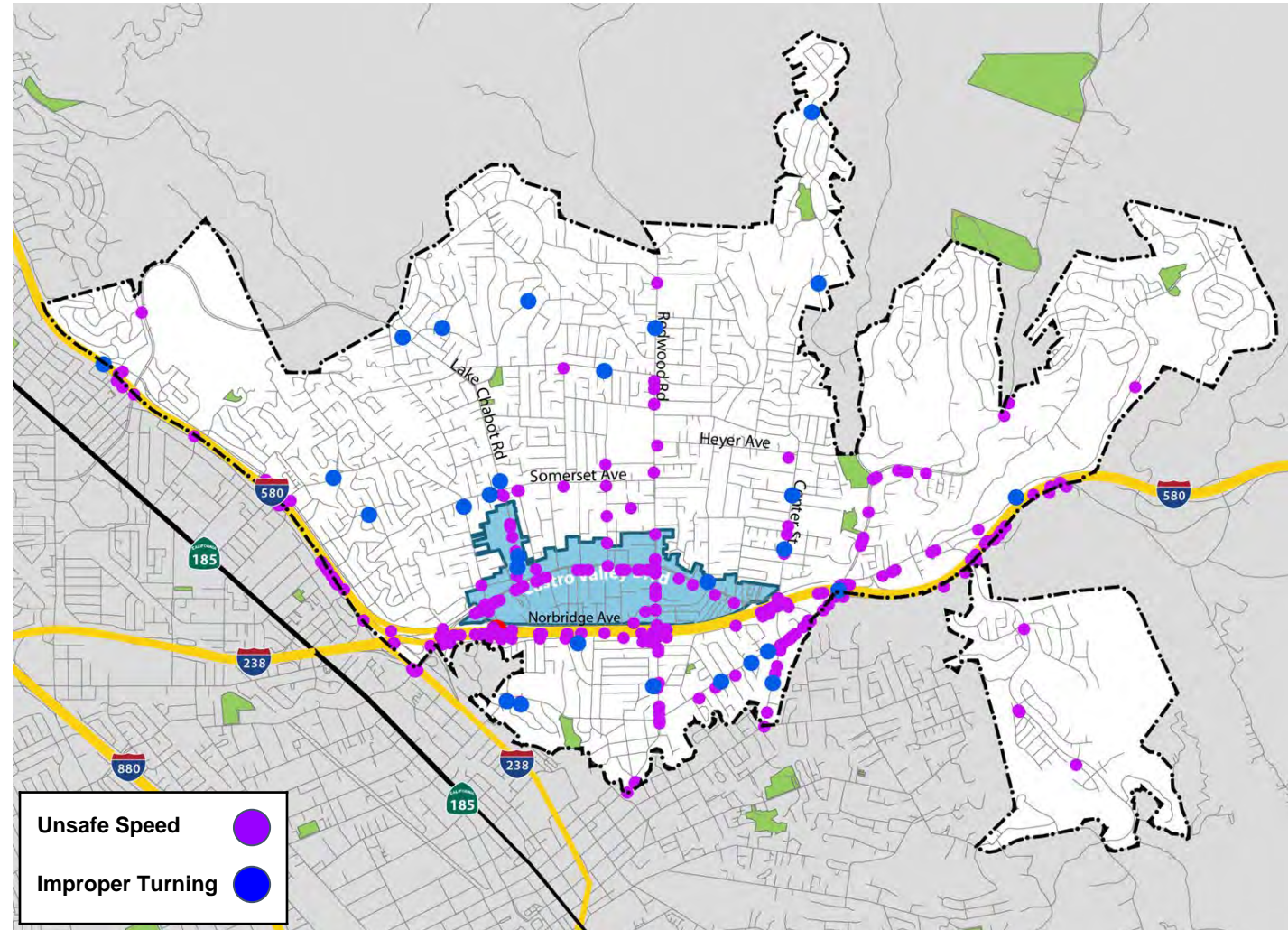
Collision Factors

Collision Type: Rear-end

Violation Factors: Unsafe Speed, Improper Turning

- Violations concentrated on Castro Valley Blvd, Lake Chabot Road, and Redwood Road
- Unsafe speed is the factor of major collisions at the intersection of Lake Chabot Road.

Rear End Collisions by PCF in Castro Valley Business District, CA

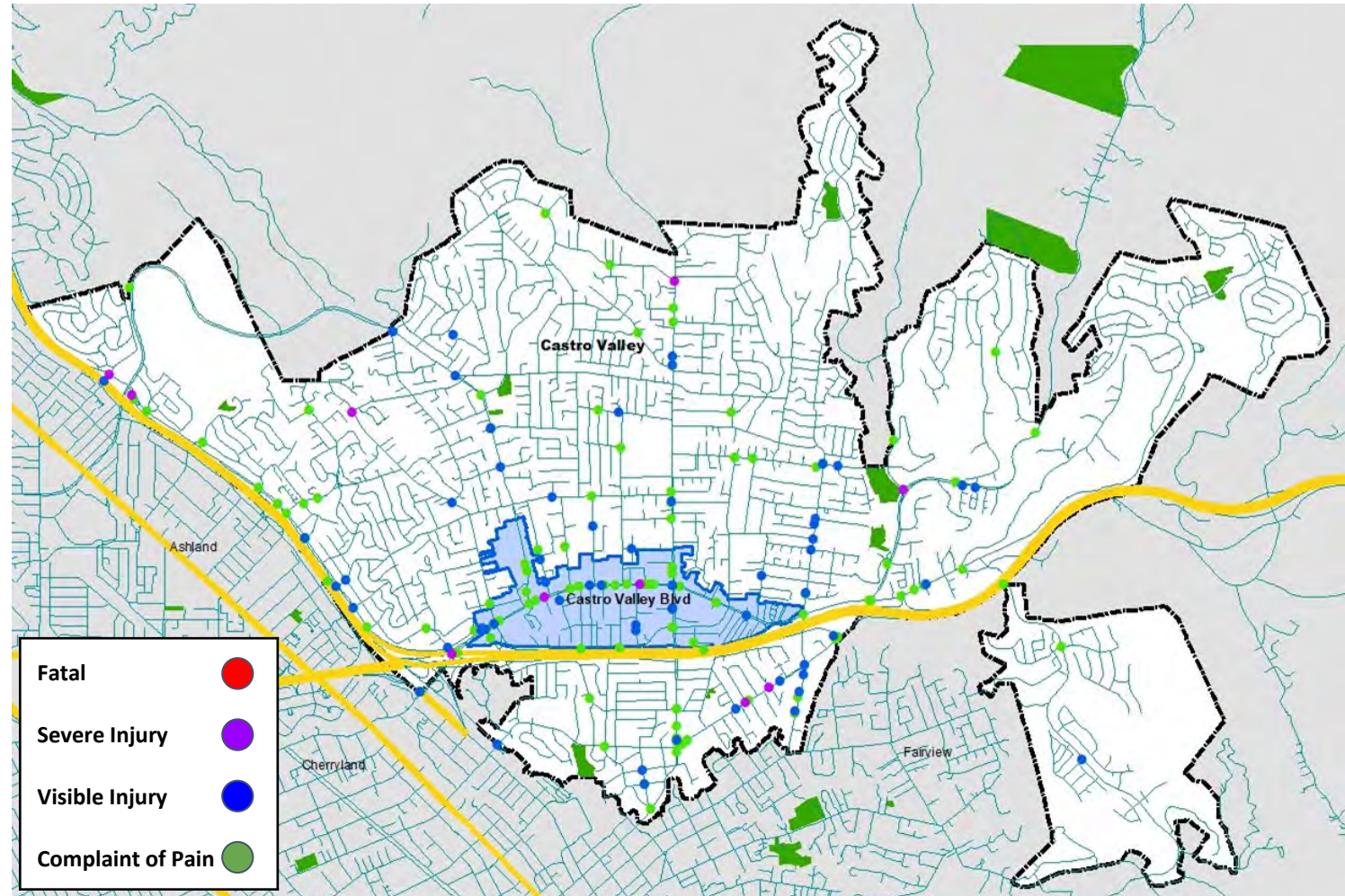


Collision Factors

Collision Type: Broadside

- Majority of severe collision cases observed on Castro Valley Blvd are located near intersections
- Improper turning and right-of-way violations on Castro Valley Blvd associated with broadside collisions
- Severe crashes observed at the intersection of Lake Chabot Rd and Castro Valley Blvd

Broadside Collisions by Severity in Castro Valley Business District, CA



Collision Factors

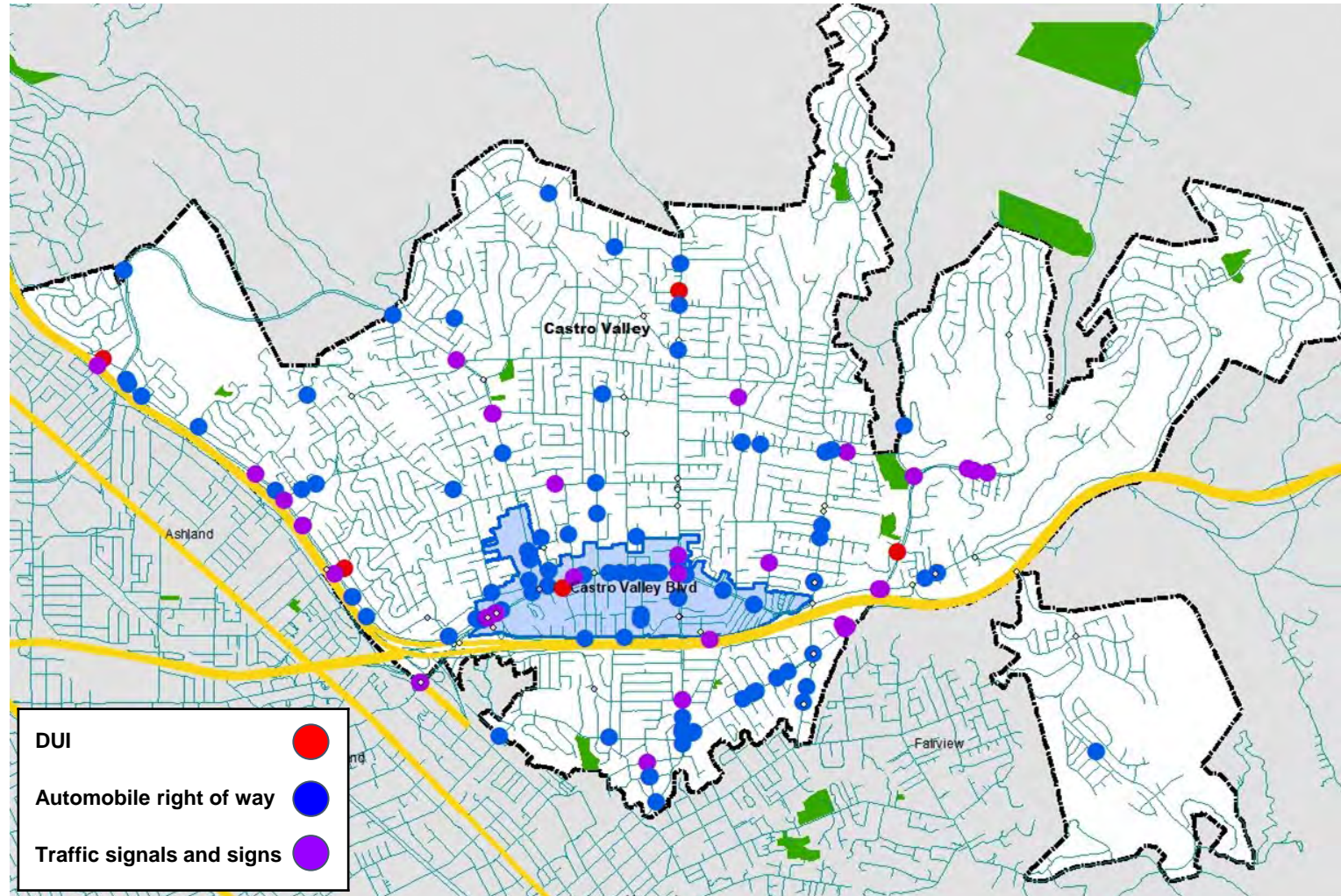
Collision Type: Broadside

Violation Factors: Auto Right-of-way, Traffic Signals And Signs, DUI

Causes:

- Crashes due to DUI are observed primarily near the freeways and on Castro Valley Blvd, during evening hours
- Traffic signals and signs violations occur near intersections, often during peak AM and PM rush hours

Broadside Collisions by PCF in Castro Valley Business District, CA



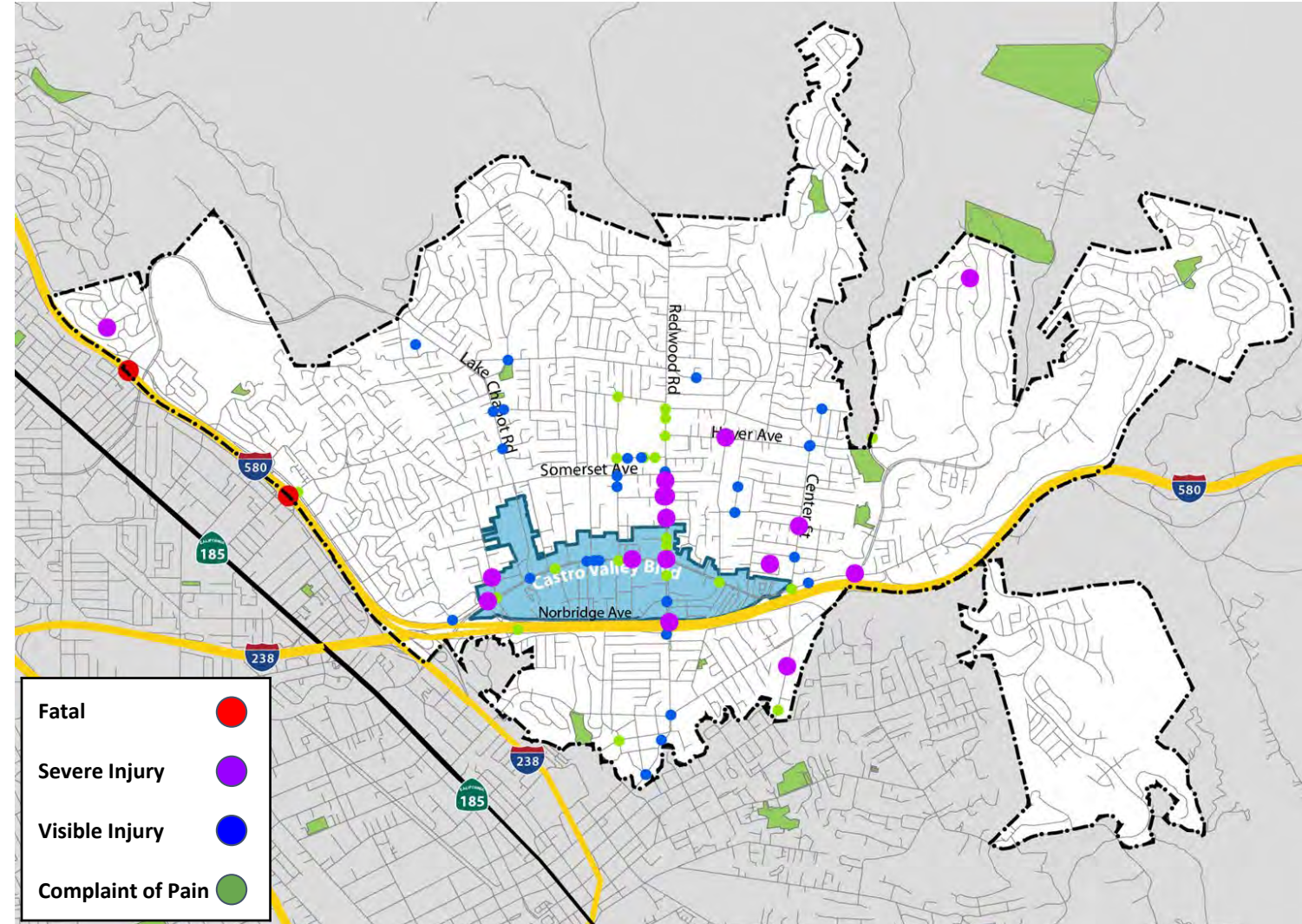
Collision Factors

Collision Type: Vehicle/Pedestrian

Causes:

- Right of way violations and disobeying traffic rules or signals
- Vehicles making improper left turns at the intersection between Castro Valley Blvd and Redwood Road
- Speed violations during rush hour

Vehicle/ Ped Collisions by Severity in Castro Valley Business District, CA

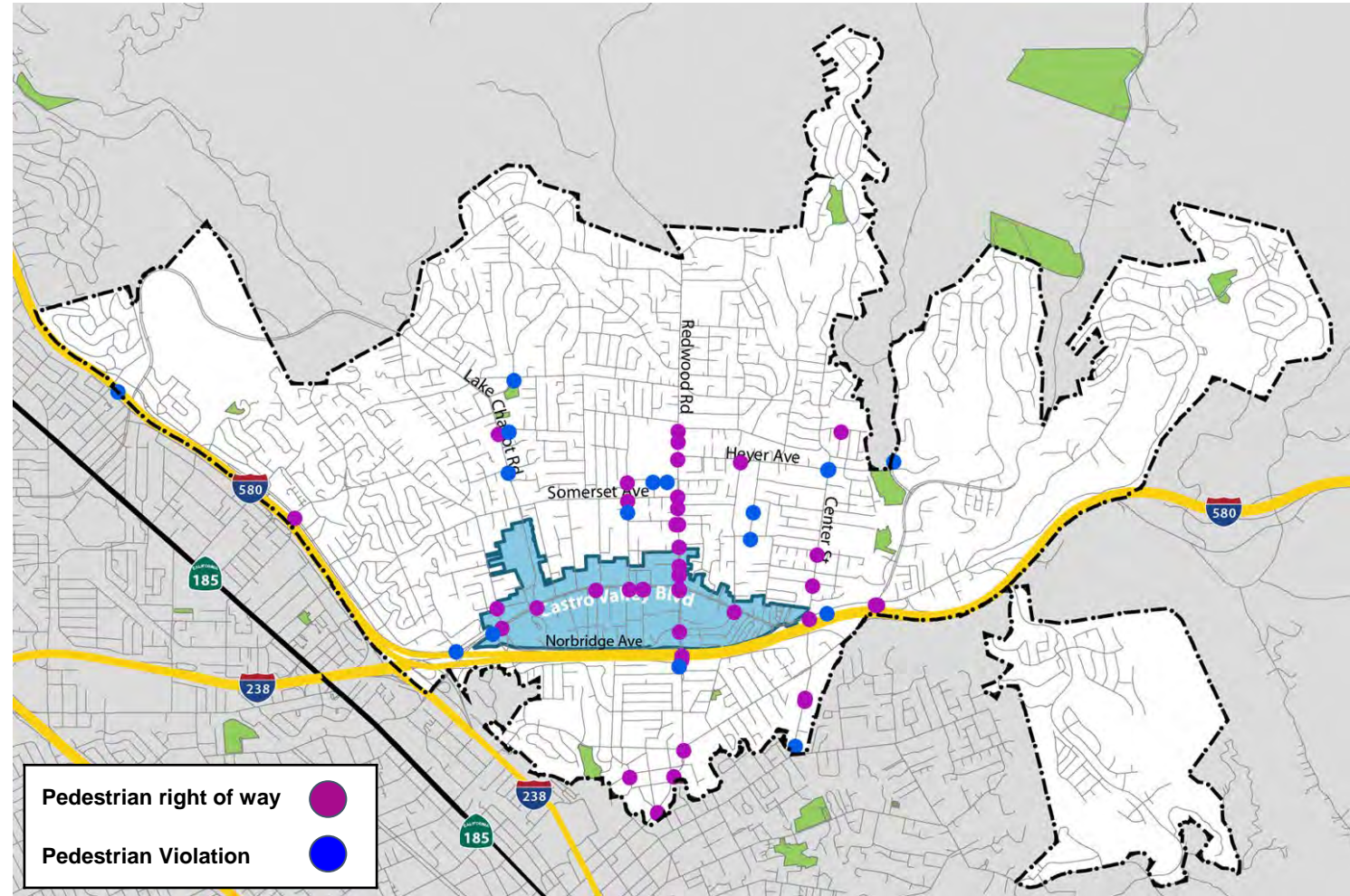


Collision Factors

Vehicle/ Pedestrian Collisions

- Clusters of collisions on Redwood Road and Castro Valley Blvd.
- Primary causes are pedestrian right of way and pedestrian violations
- High speeds on Castro Valley Blvd and other arterial roads causing conflicts
- Vehicles on the arterials fail to yield right of way at intersections

Vehicle/ Pedestrian Collisions by PCF in Castro Valley Business District, CA



Collision Factors

Motor Vehicle Involved with (MVIW) versus Primary Collision Factor (Violation Type)

Reduction Measures

- **Unsafe speed:** install traffic calming measures along arterials such as speed tables, chicanes, narrow lanes; reduce speeds
- **Improper turning:** upgrade bicycle lanes to protected Class I or Class IV; lane striping; signalized turns; no right turn on red
- **Automobile right of way:** install stop signs at critical junctions, signalize high traffic intersections
- **DUI:** Remove street parking and increase transit; create rideshare pickup areas
- **Pedestrian Right of Way:** add raised crosswalks at locations where frequent violations occur

	Motor Vehicle Involved With (MVIW)				
Violation Type	Pedestrian	Other Vehicle	Parked Car	Bicycle	Fixed Object
DUI	3	41	25	1	34
Unsafe Speed	5	307	2	8	12
Following Too Closely	0	17	0	0	0
Wrong Side of Road	0	8	1	4	0
Improper Passing	0	6	0	2	0
Unsafe Lane Change	0	50	0	1	2
Improper Turning	7	34	43	29	82
Automobile Right of Way	3	124	0	12	1
Pedestrian Right of Way	49	0	0	1	0
Pedestrian Violation	18	0	0	0	0
Traffic Signals and Signs	2	42	0	8	0
Other Hazardous Violation	1	13	0	7	0
Other Than Driver (or Ped)	1	4	2	2	6
Unsafe Starting or Backing	2	24	0	5	1

5 **Parking Supply**

Parking Supply

- **Street Parking**

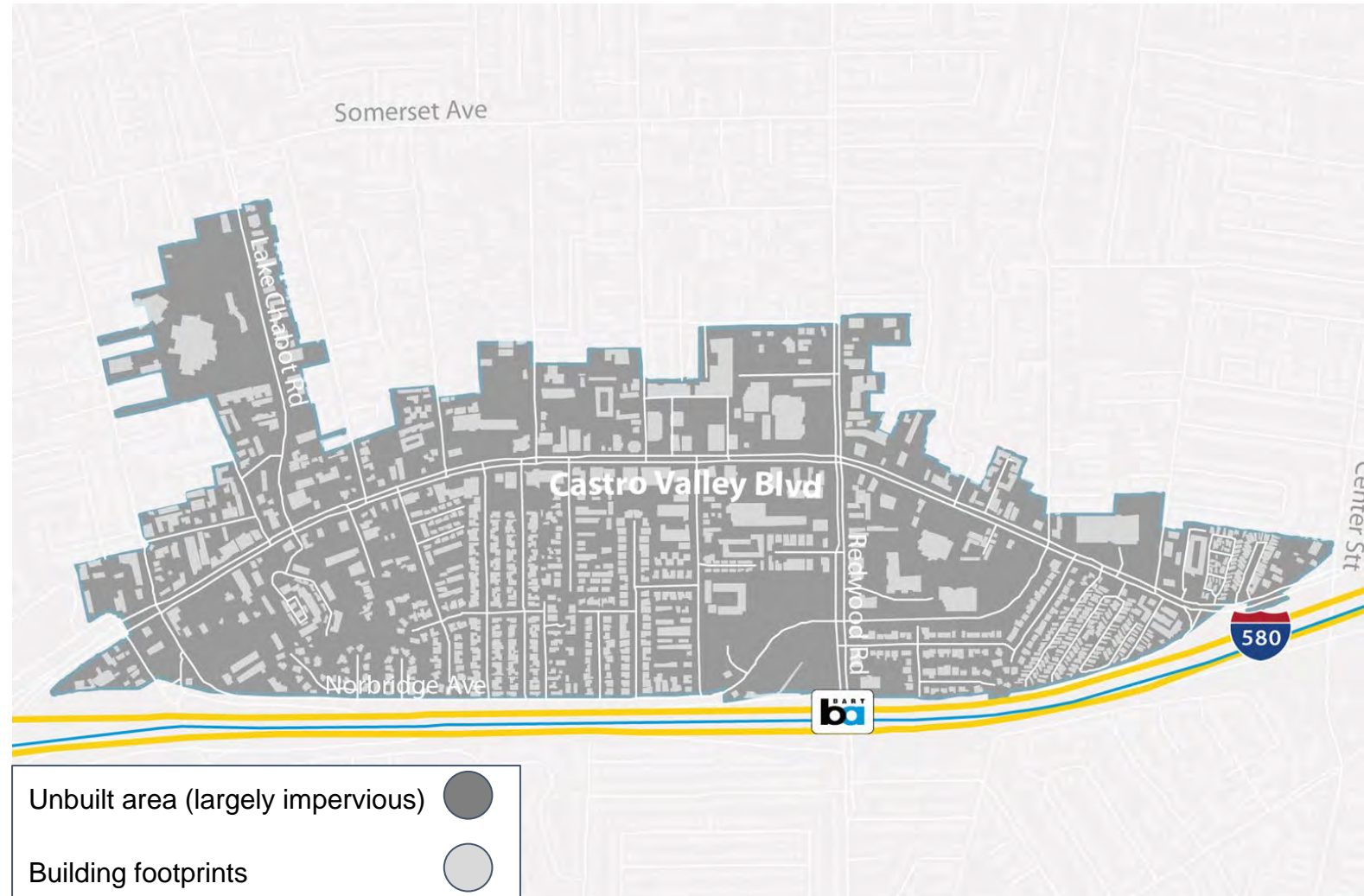
- Street parking available throughout, including Castro Valley Blvd
- Cars frequently park over sidewalks

- **Parking Lots**

- Surface lots
 - Using valuable real estate
 - BART lot largely unused; has not been developed to TOD

- **Parking Garages**

- None at this time (consider further study to determine need)



Parking Supply

Sidewalk Impact

Frequency of driveway placement along arterials disrupts sidewalk connectivity and reduces pedestrian safety, walkability

Traffic Flow Impact

Street parking creates traffic flow disruptions and conflict points

Inefficient Land Use

Surface lots create massive impervious surface and are not fully utilized



6

Californian Complete Streets Requirements and Case Studies

Mobility Key Issues and Opportunities

California Complete Streets Ingredients

- **Sidewalks** that are wide enough to allow pedestrians to walk comfortably, separated from traffic.
- **Bicycle lanes or paths** that are safe for riders from 8 to 80 to feel comfortable to choose to ride.
- **Street crossings** that give time for elders and people with disabilities to cross with ease and that are safe for all users.
- **Bus lanes** to ensure that public transit stays on schedule and remains an attractive transportation option.
- **Narrow travel lanes** to slow auto traffic.
- **Curb extensions, roundabouts, and other landscaping** that increase safety and enhance the environment for those who walk and bike.



Mobility Key Issues and Opportunities

California State Complete Street Benefits

- **Increased Transportation Choices:** Streets that provide travel choices can give people the option to avoid traffic congestion and increase the overall capacity of the transportation network.
- **Economic Revitalization:** Complete streets can reduce transportation costs and travel time while increasing property values and job growth in communities.
- **Improved Return on Infrastructure Investments:** Integrating sidewalks, bike lanes, transit amenities, and safe crossings into the initial design of a project spares the expense of retrofits later.
- **Quality of Place:** Increased bicycling and walking are indicative of vibrant and livable communities.
- **Improved Safety:** Design and accommodation for bicyclists and pedestrians reduces the incidence of crashes.
- **More Walking and bicycling:** Public health experts are encouraging walking and bicycling as a response to the obesity epidemic.



Urban Design

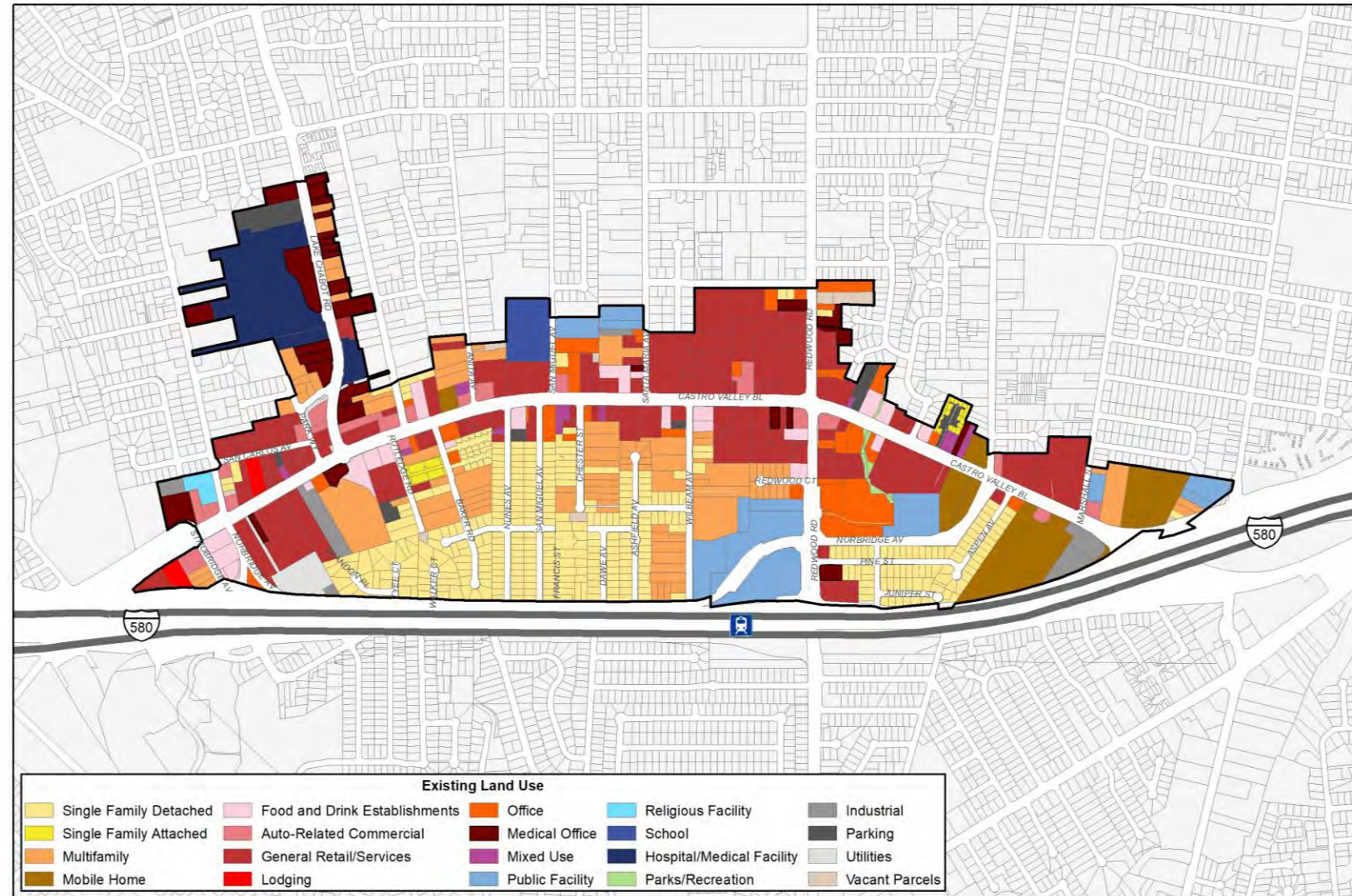
1. Land Use & Public Amenities
2. Urban Form + Development Pattern
3. Character Areas
4. Potential Opportunity Areas

1 Land Use & Public Amenities

Existing Land Use

- Primarily commercial/retail, residential, and office uses

Land Use Category	Acres	Percentage
Commercial	87.6	27%
Multifamily Residential	63.4	20%
Single Family Residential	59.3	18%
Office	39.9	12%
Public Facility	19.0	6%
Mobile Home	16.4	5%
Medical Facility	15.9	5%
Industrial	4.9	2%
Parking	4.5	1%
Utilities	3.1	<1%
Mixed Use	1.9	<1%
Vacant	1.8	<1%
Religious Facility	1.1	<1%
Parks/Recreation	1.9	<1%
School	1.9	<1%
Total	323.2	100%



Existing Land Use



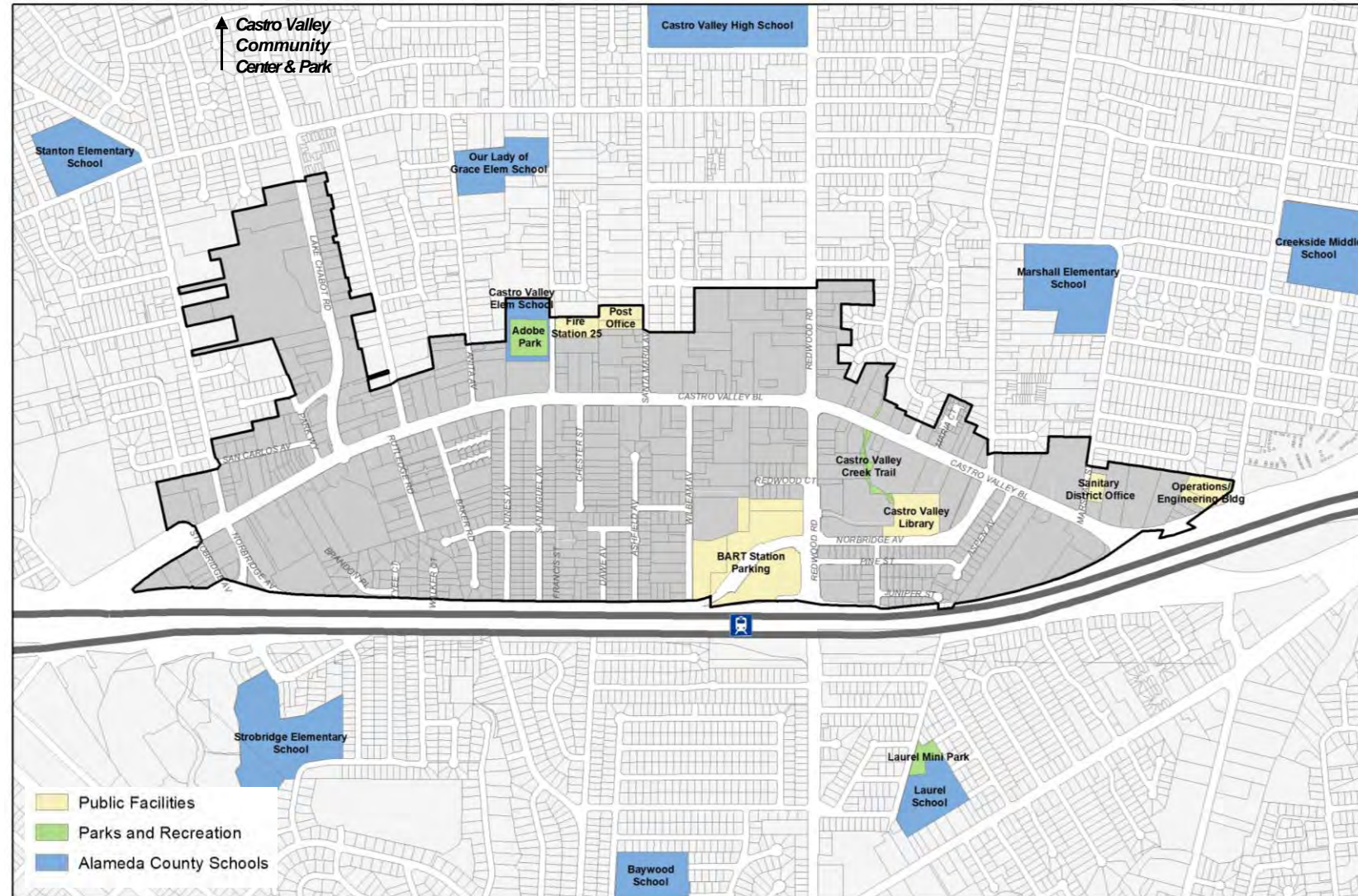
Existing Land Use



Public Amenities

Downtown maintains a rich mix of public amenities, including:

- Castro Valley Library
- Adobe Park
- Castro Valley Creek Trail
- Castro Valley Elementary School
- Fire Station #25
- Post office
- BART station



Park Access

- Much of the Castro Valley Business District is within a short 10-minute walk of a park
- I-580 is a barrier to accessing parks south of Downtown

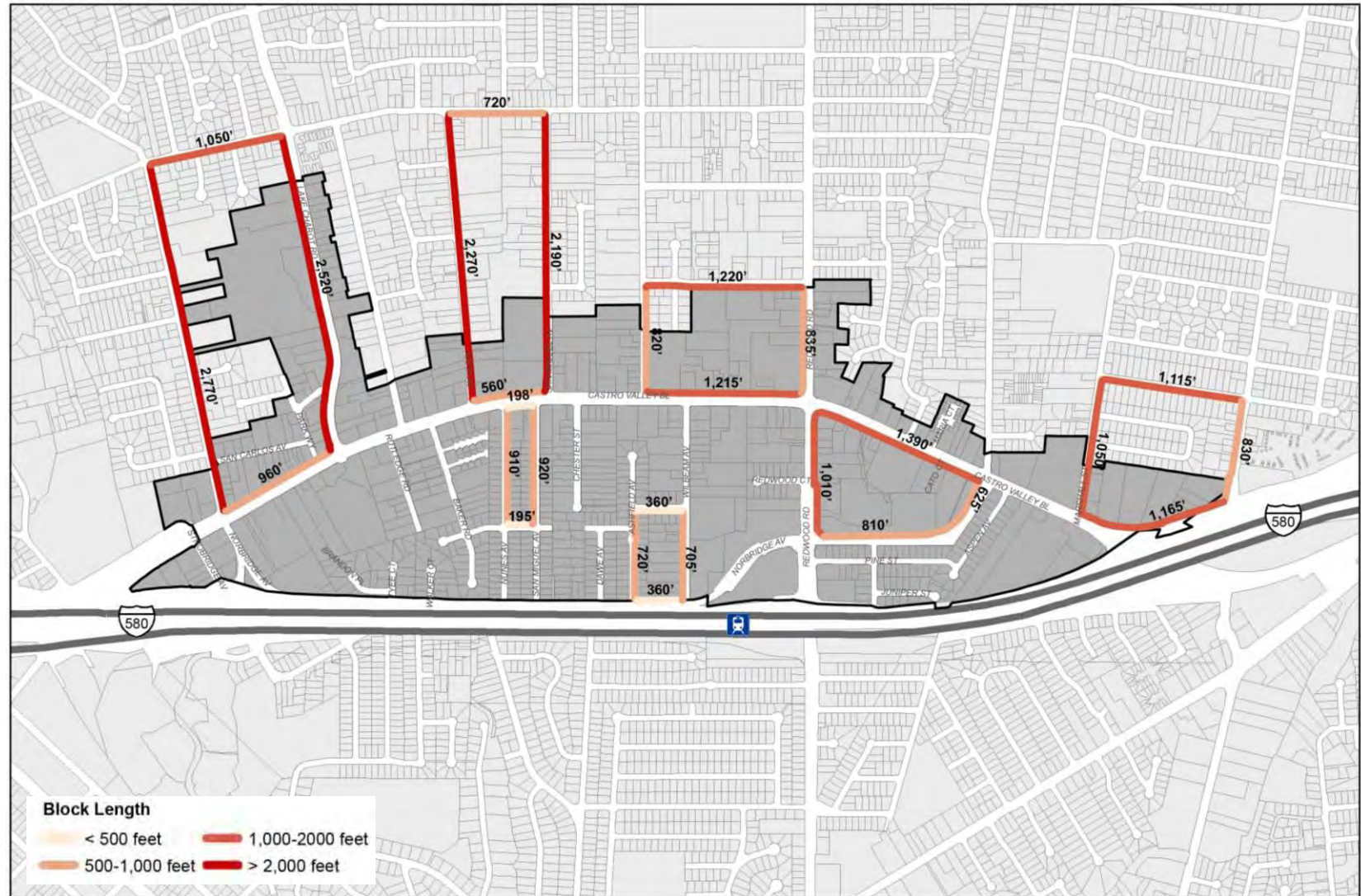


2

Urban Form + Development Pattern

Block Length

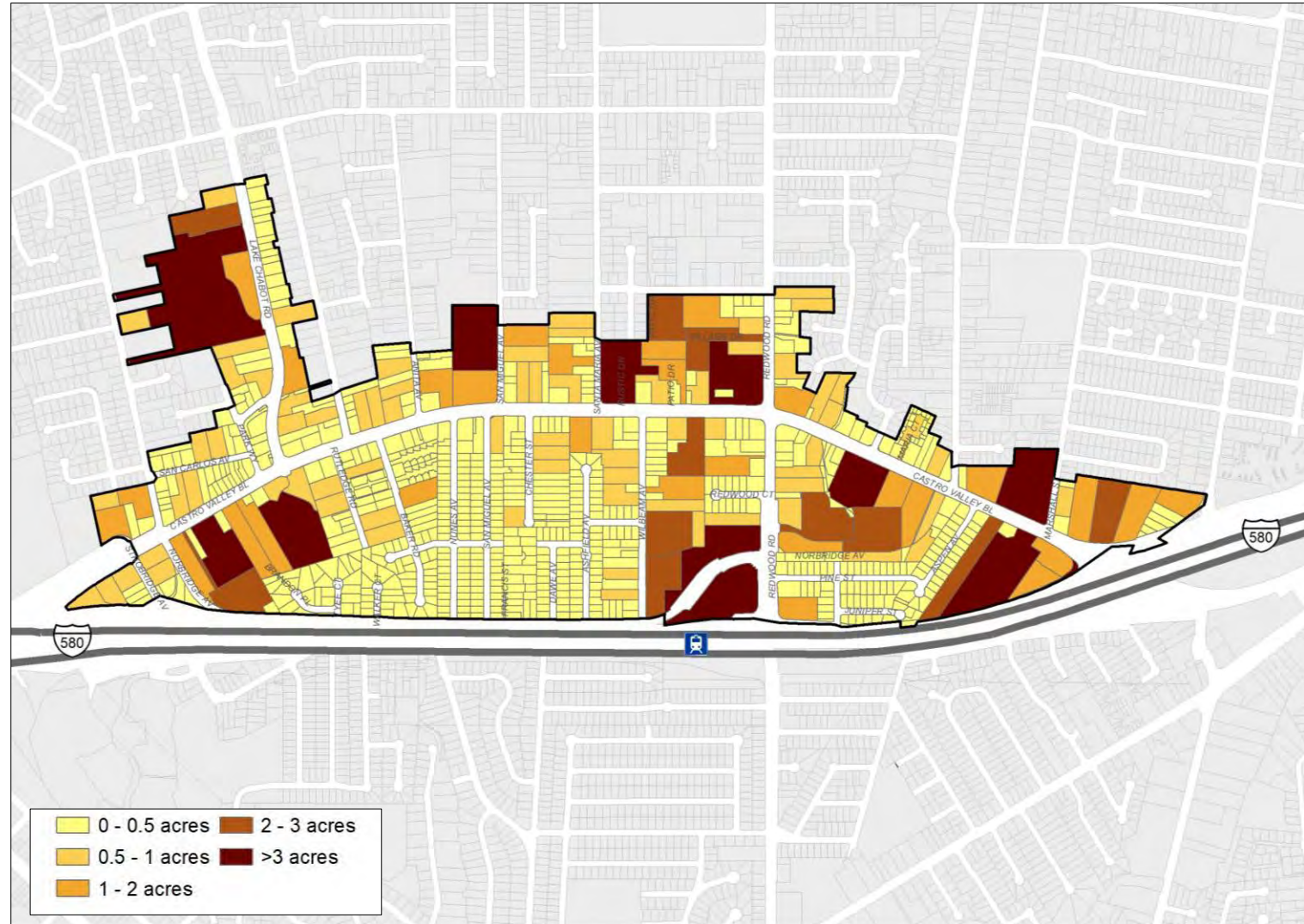
- Blocks in Downtown Castro Valley are generally large and rectangular shaped
- Most block lengths are **over 1,000 feet long (walkable block lengths are generally <400 ft)**
- South of Castro Valley Blvd., many blocks terminate in cul-de-sacs, requiring travelers to go to Castro Valley Blvd. to travel east-west
- Additional connectivity (i.e., paseos, walkable alleys, midblock pedestrian connections) needed through large blocks, particularly in the northern part of the plan area



Parcel Size

- Parcel size drives the scale of development and its character
- Over 95% of parcels in Downtown are less than 1 acre, while 5% of parcels are over 1 acres
- Parcels greater than 1 acre, however, make up 36% of Downtown

Parcel Size (acres)	# of Parcels	Percentage by Parcel Count	Total Land Area (acres)	Percentage by Land Area
0 - 0.5	723	82%	127.8	40%
0.5 - 1	106	12%	77.5	24%
1 - 2	29	3%	39.9	12%
2 - 3	11	1%	26.4	8%
> 3	11	1%	51.8	16%
Total	880	100%	323.2	100%



Building Footprints

- Building footprints further describe the character and feel
- Downtown is already fairly built out
- Most residents live in relatively small footprint buildings, with medium - large commercial building footprints
- Large surface parking lots dominate the hospital and BART station, with smaller surface parking and vacant lots scattered throughout the Downtown
- Larger parcels with bigger parking lots and building footprints can seem out of scale and may discourage active mobility



Building Heights

- Most building heights are 1-2 stories high
- Recent multi-family developments have been built slightly higher at 3-4 stories
- Eden Medical Center is the tallest structure at 7 stories



Urban Form Framework

Key Corridors

- Castro Valley Blvd.
- Lake Chabot Rd.
- Redwood Rd.
- Norbridge Ave.

Barriers

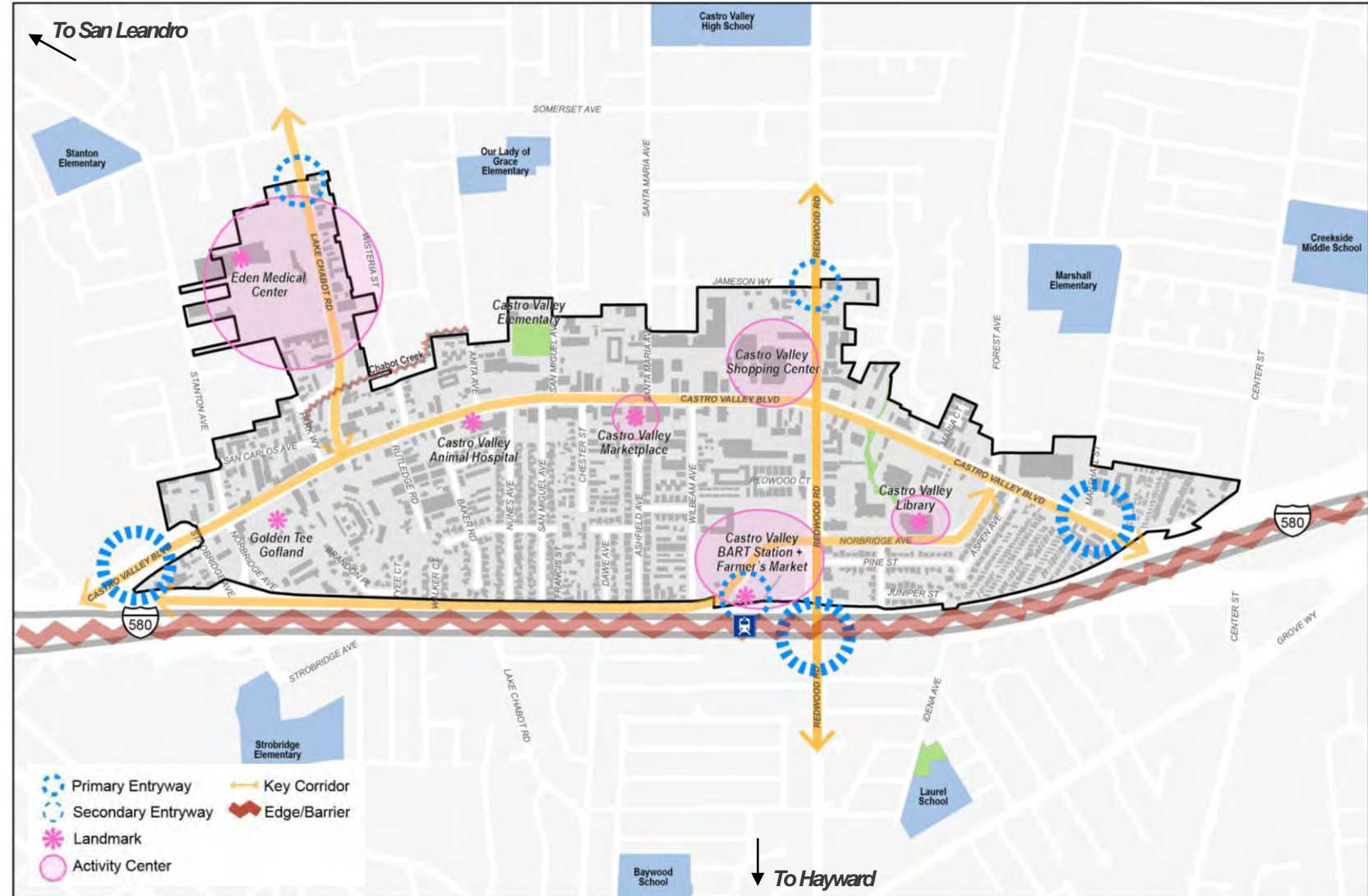
- I-580
- Chabot Creek

Activity Centers/Nodes

- Eden Medical Center
- Castro Valley Marketplace
- Castro Valley Shopping Center
- Castro Valley BART station
- Castro Valley Library

Entryways

- E/W gateways on Castro Valley Blvd.
- N/S gateways along Redwood Rd.
- BART station entrance/exit
- Lake Chabot Rd.



Downtown Gateways

Challenges

- Lack of gateway/arrival signage and wayfinding to Downtown
- No sense of arrival
- Auto-oriented public realm



East gateway (Castro Valley Blvd.)



From BART exit



West gateway (Castro Valley Blvd.)

Downtown Gateways

Challenges

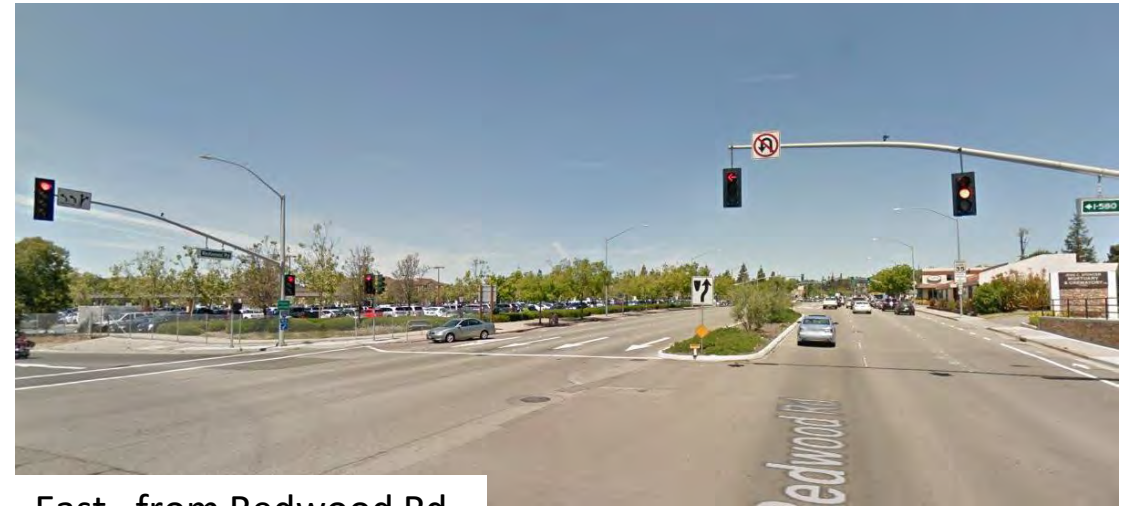
- Lack of gateway/arrival signage and wayfinding to Downtown (Eden Area Signage Plan process is currently underway)
- No sense of arrival
- Auto-oriented public realm



West - from Stanton/highway off-ramp



East - from Redwood Rd. (south of I-580)



East - from Redwood Rd.

3

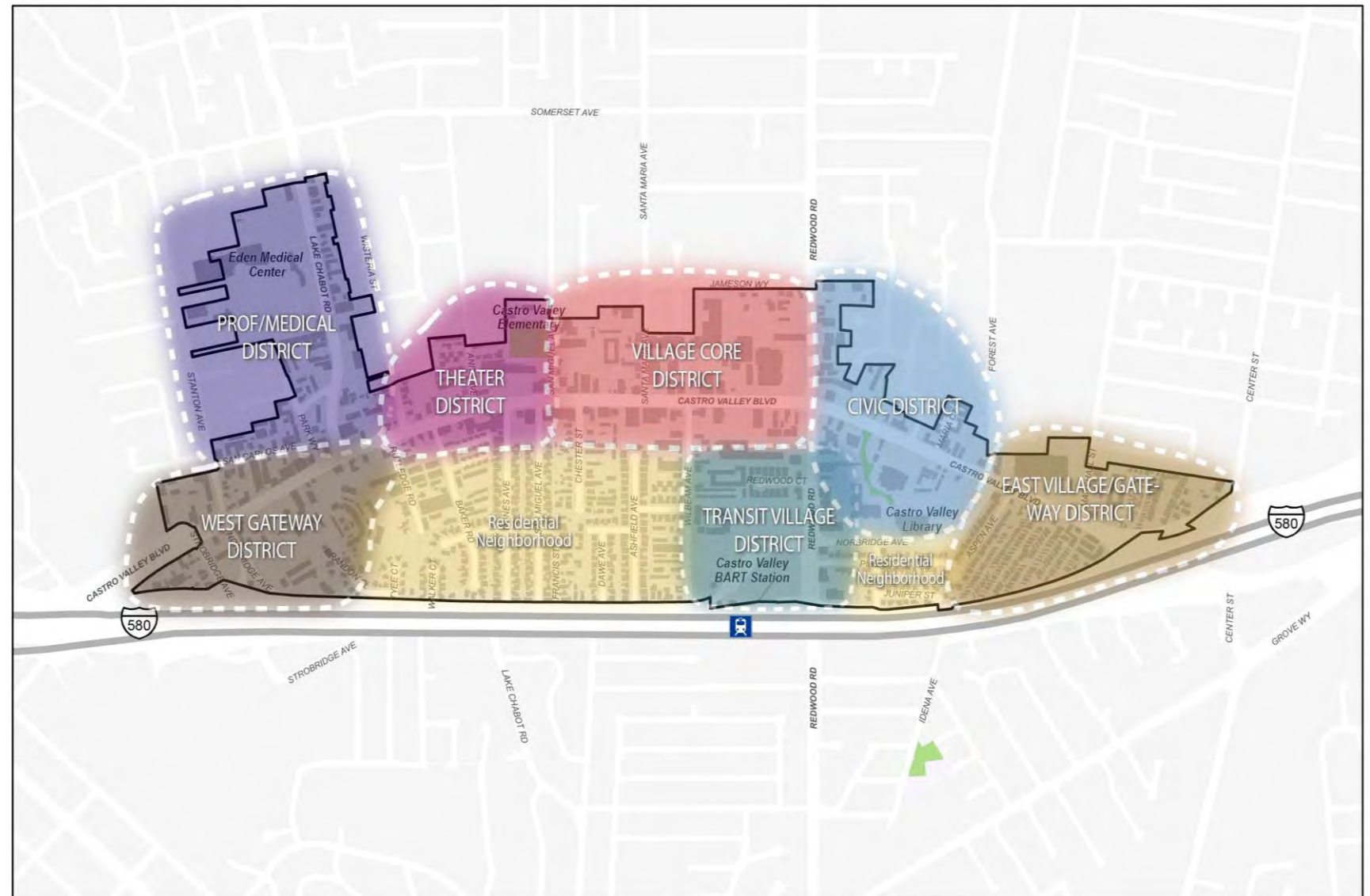
Character Areas

Potential Character Areas

For purpose of analysis, the Team divided the Plan Area into seven character areas.

These are based on existing character areas from the General Plan, with some minor changes.

The following slides describe the conditions, opportunities, and challenges in each.



Professional/Medical District

Key Characteristics/Opportunities + Challenges

Landmarks/Activity Centers

- **Eden Medical Center** provides services and jobs; was recently redeveloped in 2012

Land Uses

- Eden Medical Center hospital complex
- Supporting medical/office
- General retail uses (convenience markets, etc.)
- Auto-oriented uses
- Older, low-density multi-family residential

Development Pattern and Building Form

- **Mostly 1-2 story buildings**, with the exception of newer medical buildings (Eden Center, etc.)
- **Large surface parking lots** provide potential opportunity sites for redevelopment
- **Long block lengths** with few east/west connections
- **Chabot Creek can flood**, complicating development on nearby parcels



Professional/Medical District

Key Characteristics/Opportunities + Challenges

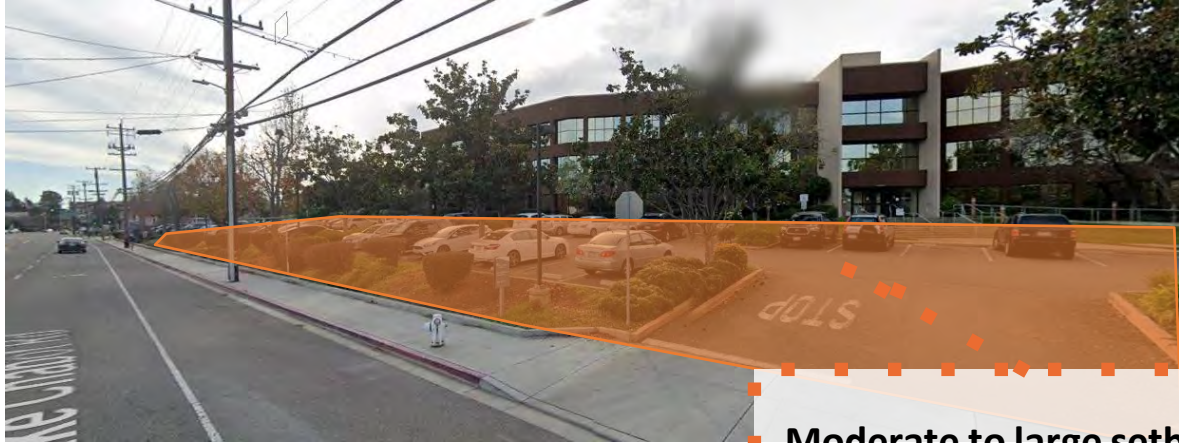
Frontage and Streetscape

- Lake Chabot Rd. – **wide, multi-lane arterial** that makes walking challenging/unpleasant
- Predominantly “**suburban**” development patterns
 - Buildings set back behind parking and large landscape setbacks
- **Narrow sidewalks/few streetscape amenities**

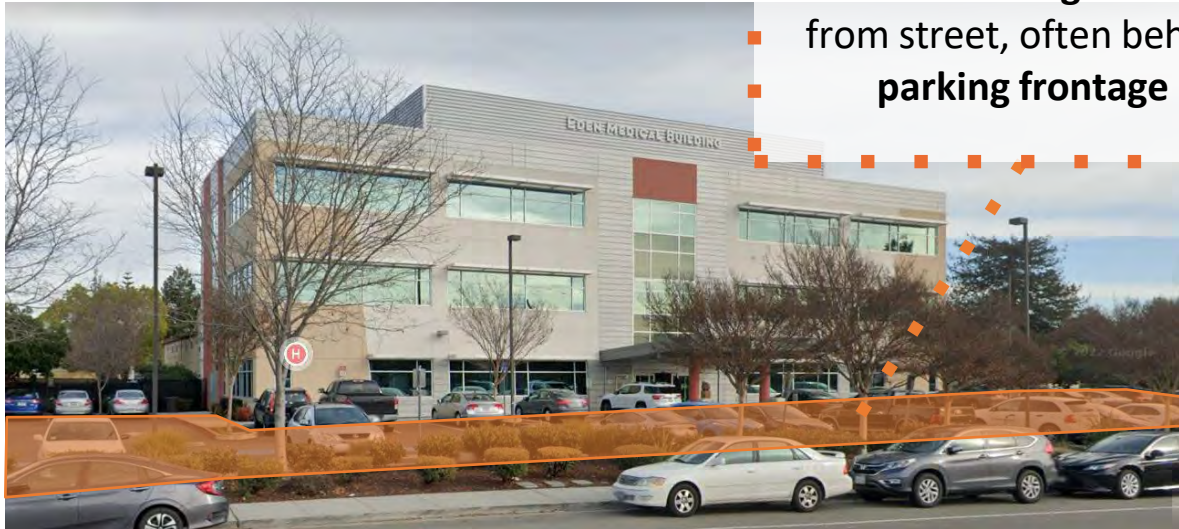


Professional/Medical District

Common Frontage Conditions



**Moderate to large setbacks
from street, often behind
parking frontage**

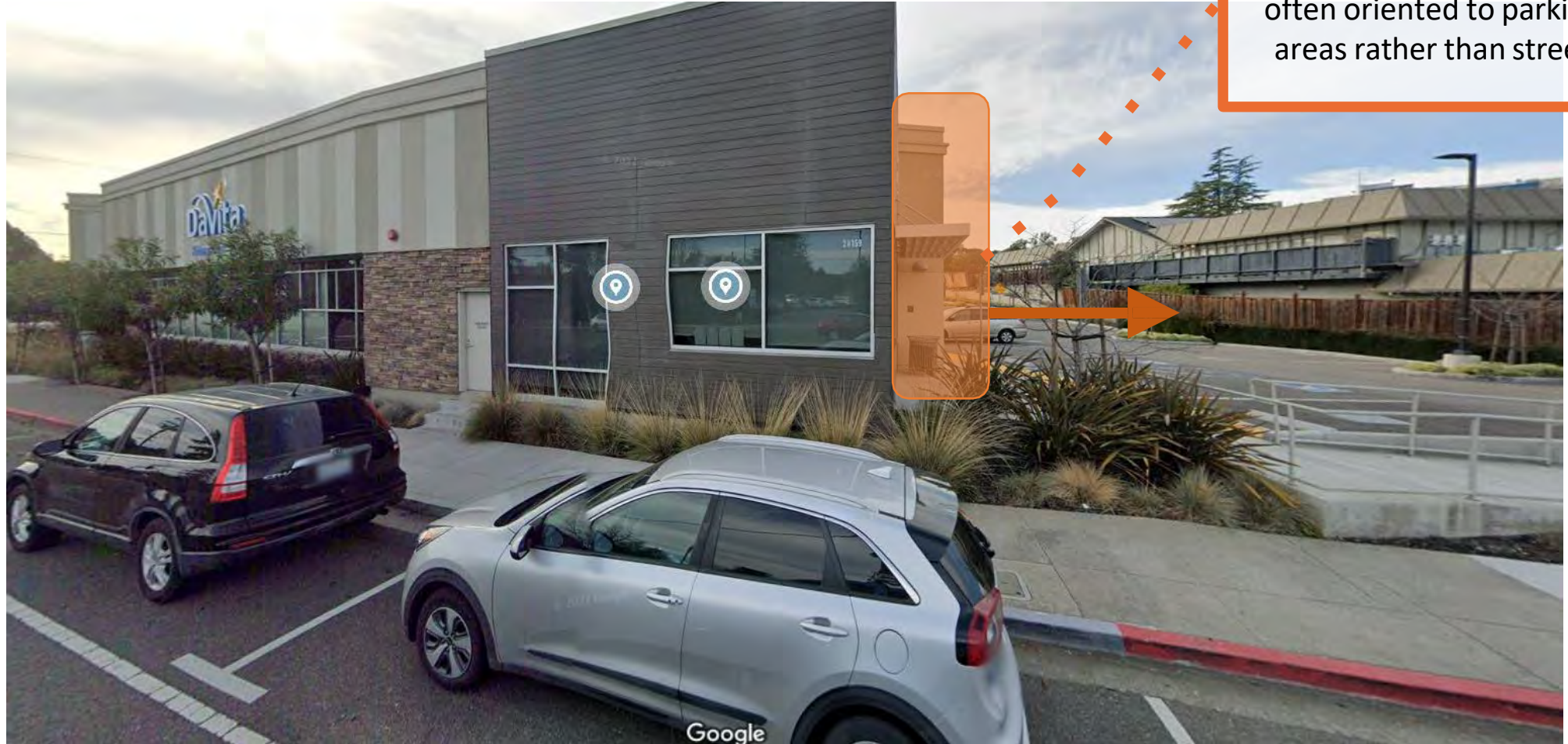


**Large number of sites
devoted to surface
parking and with
parking frontage
along Lake Chabot Rd**



Professional/Medical District

Common Frontage Conditions



**Entries poorly defined,
often oriented to parking
areas rather than street**

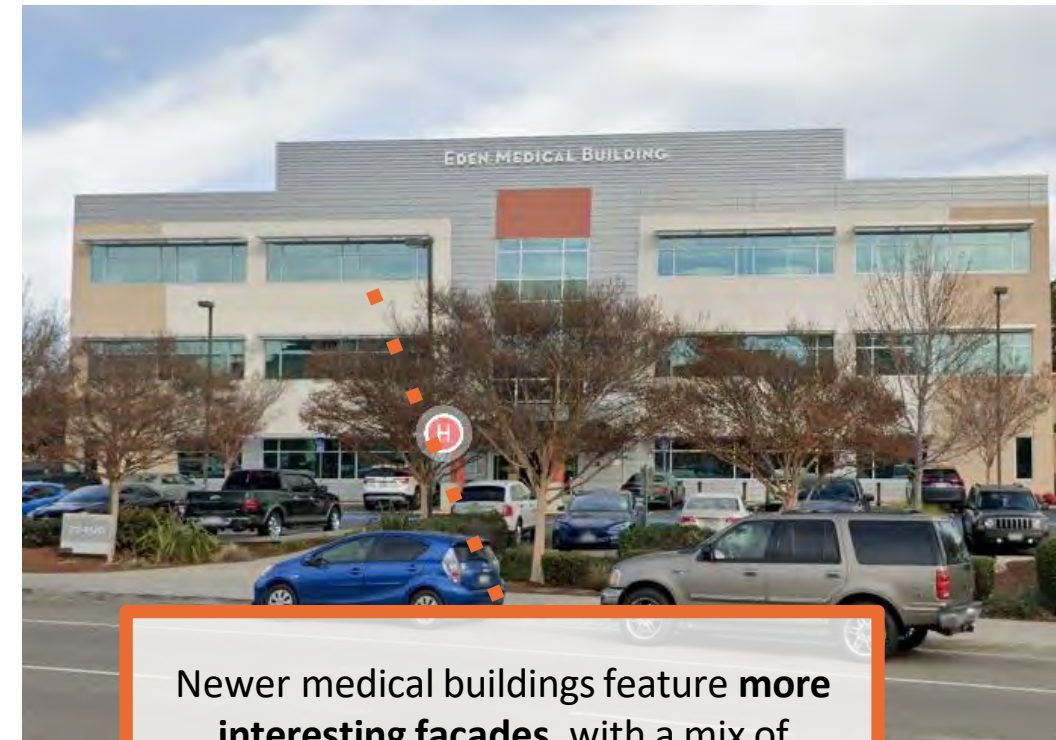
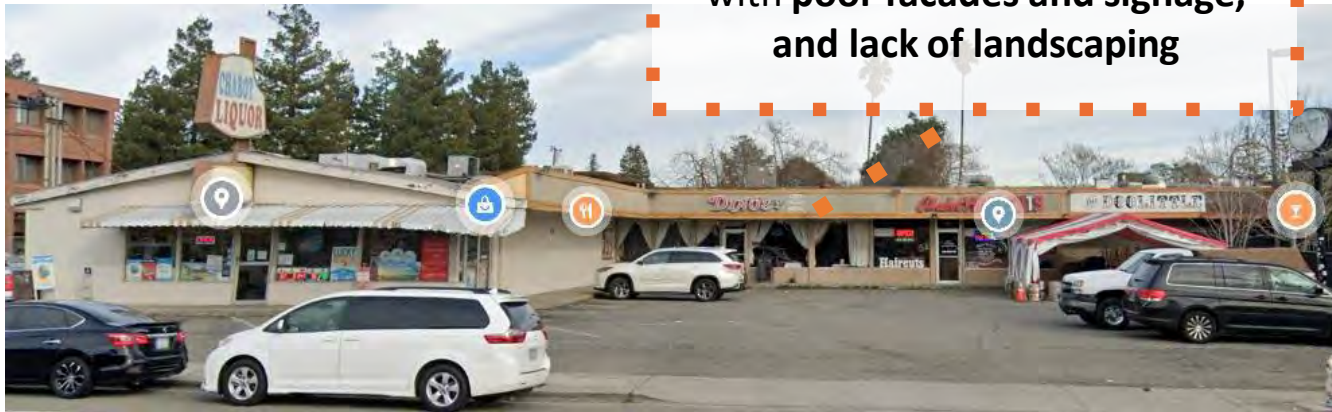
Google

Professional/Medical District

Common Façade Conditions



Many older, low-quality buildings with **poor facades and signage**, and lack of landscaping



Newer medical buildings feature **more interesting facades**, with a mix of materials and colors, greater transparency, etc.

Professional/Medical District

Common Streetscape Conditions – Lake Chabot Rd.

Few streetscape amenities (benches, pedestrian-scale lighting), no planter strip/street trees

Narrow sidewalks (approx. 6-7 ft wide)

Numerous curb cuts, which increases conflicts between pedestrians and vehicles



Professional/Medical District

Common Streetscape Conditions – Stanton Ave.

New bike facilities – majority of the street has been marked as shared bike route, but a segment around Denning St features a bike lane on the east side



Portions of the streetscape have been updated with new sidewalks, crossings, bioswales, and planter strips/street trees.



Sidewalks (approx. 6-7 ft wide)

West Gateway District

Key Characteristics/Opportunities + Challenges

Landmarks/Activity Centers

- **Golden Tee Golfand:** mini-golf course venue that has been a fixture of the community since 1963

Land Uses

- Lodging (Holiday Inn Express, Comfort Inn)
- Auto-oriented retail (auto repair, used car dealers, gas stations, fast food establishments, etc.)
- General retail (hardware, lumberyard, restaurants, etc.)

Development Pattern and Building Form

- **Mostly 1-2 story buildings**, with the exception of the Holiday Inn
- Mix of **auto-oriented development** and older **pedestrian-scale retail** set close to the street
- **Long block lengths** (> 900') deter walkability



West Gateway District

Key Characteristics/Opportunities + Challenges

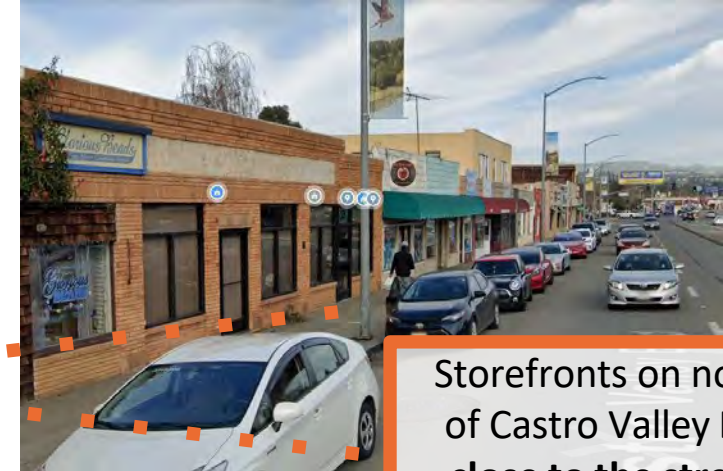
Frontage and Streetscape

- Castro Valley Blvd. – **busy, multi-lane arterial**; challenging for pedestrians to cross from one side of the street to the other
- Predominantly **auto-oriented** development patterns with large parking frontages
- Narrow sidewalks with few streetscape amenities or shade



West Gateway District

Common Frontage Conditions – Castro Valley Blvd.



Storefronts on north side of Castro Valley Blvd **set close to the street** with active ground floor uses



Poorly-defined, inward facing entrances oriented to parking

West Gateway District

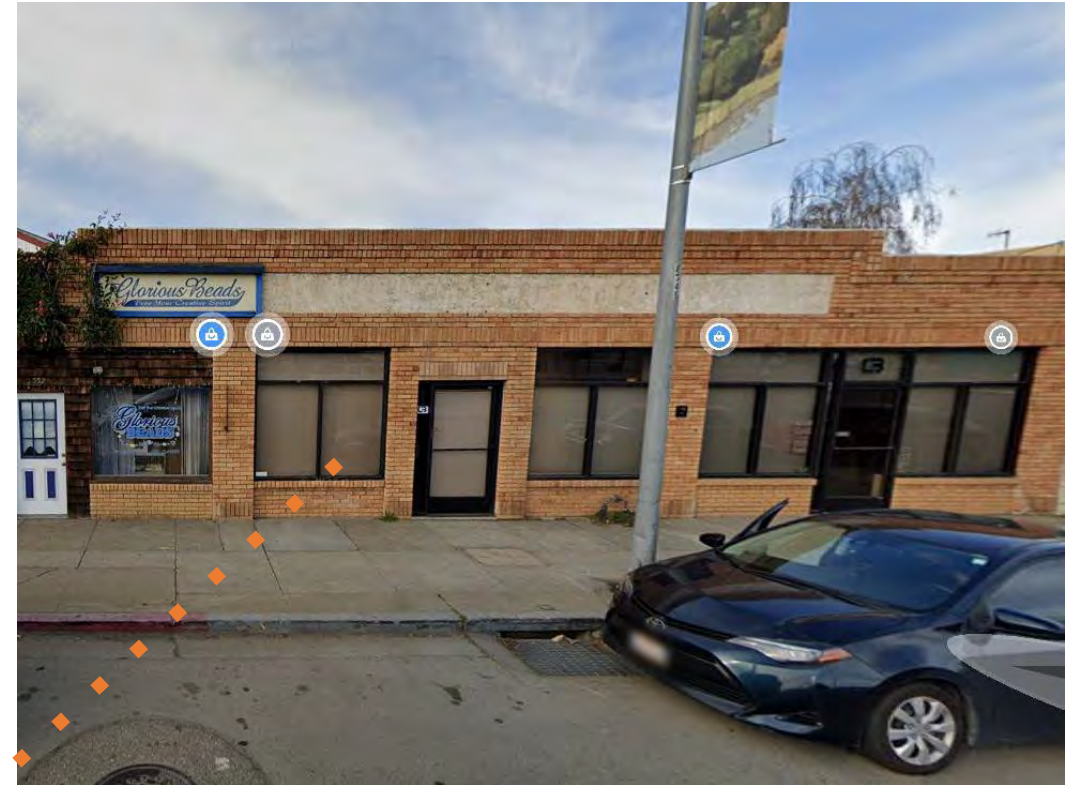
Common Façade Conditions



Older buildings with **poor signage**;
Opportunity for façade upgrades and improvements

West Gateway District

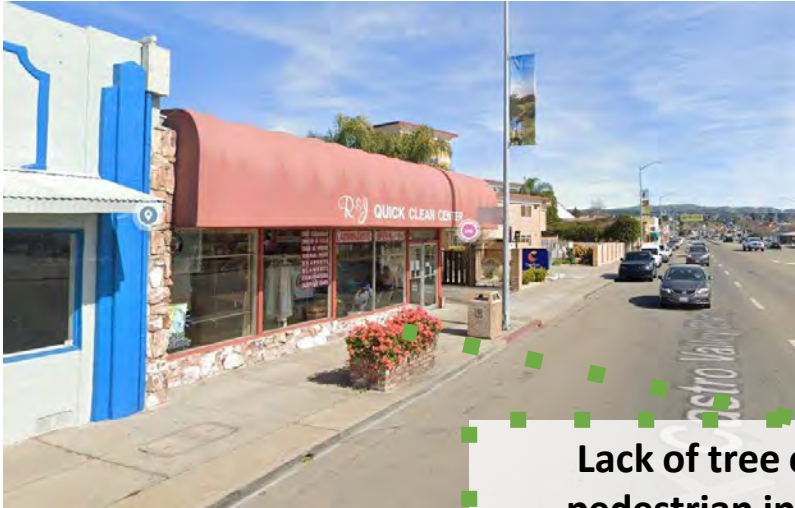
Common Façade Conditions



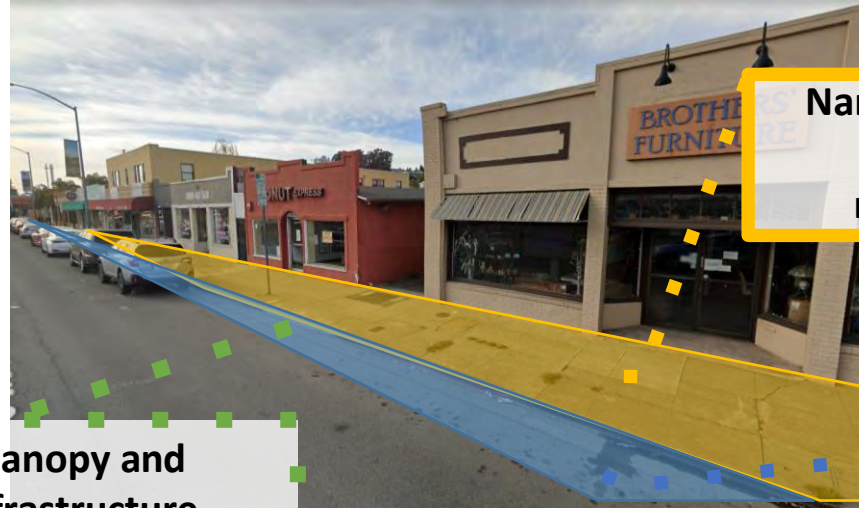
**Opaque shopfronts
and windows**

West Gateway District

Common Streetscape Conditions – Castro Valley Blvd



Lack of tree canopy and pedestrian infrastructure



Narrow sidewalks (~6 ft); many in need of repair/maintenance

Parking lane provides a buffer from traffic



Small planter strips (~1-2 ft) with street trees, or sometimes none at all

Theater District

Key Characteristics/Opportunities + Challenges

Landmarks/Activity Centers

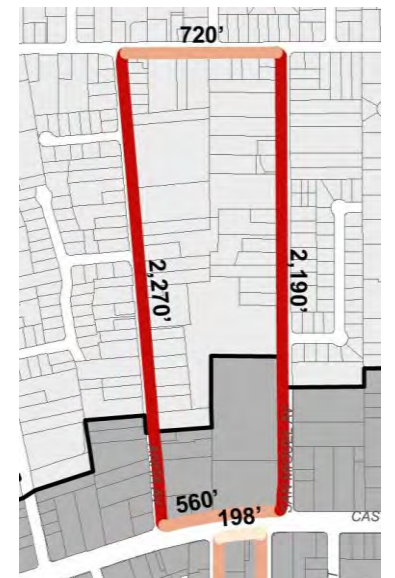
- **Adobe Art Center & Gallery:** historic fine arts studio managed by the school district; WPA project built in 1938
- **El Chabot:** independent single-screen theater known for its iconic marquee and neon lights since 1950

Land Uses

- General retail (restaurants, dry cleaning, beauty services, etc.) & offices
- Entertainment/arts venues (Adobe Art Center, El Chabot)
- Low-density single family & multifamily residential
- Castro Valley Elementary School
- Parks and recreation (Adobe Park)

Development Pattern and Building Form

- Entirely **1-2 story buildings**
- Mix of **auto-oriented development** and older **pedestrian-scale retail** set close to the street
- **Long block lengths** (> 2,000') with few east/west connections



Theater District

Key Characteristics/Opportunities + Challenges

Frontage and Streetscape

- Castro Valley Blvd. – narrows east of Lake Chabot Rd., but conditions generally similar to West Gateway District
 - Predominantly **auto-oriented** development patterns with large parking frontages
 - Slightly wider sidewalks that still lack streetscape amenities and landscaping



Theater District

Common Frontage Conditions – Castro Valley Blvd

Poorly-defined, inward facing entrances oriented to parking

Buildings set back behind large parking/landscape buffers; significant amount of space dedicated to parking

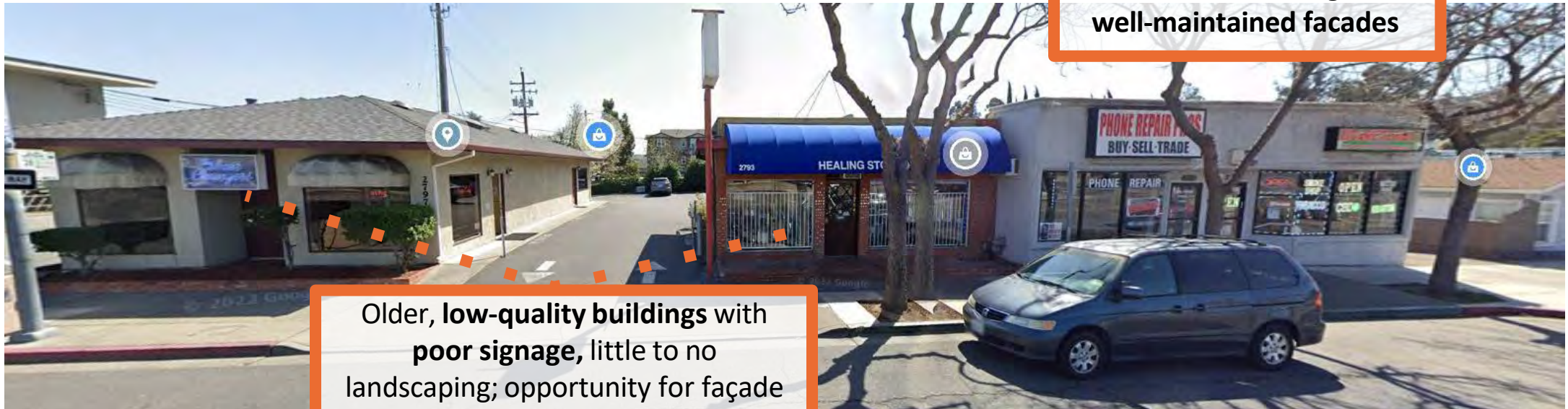
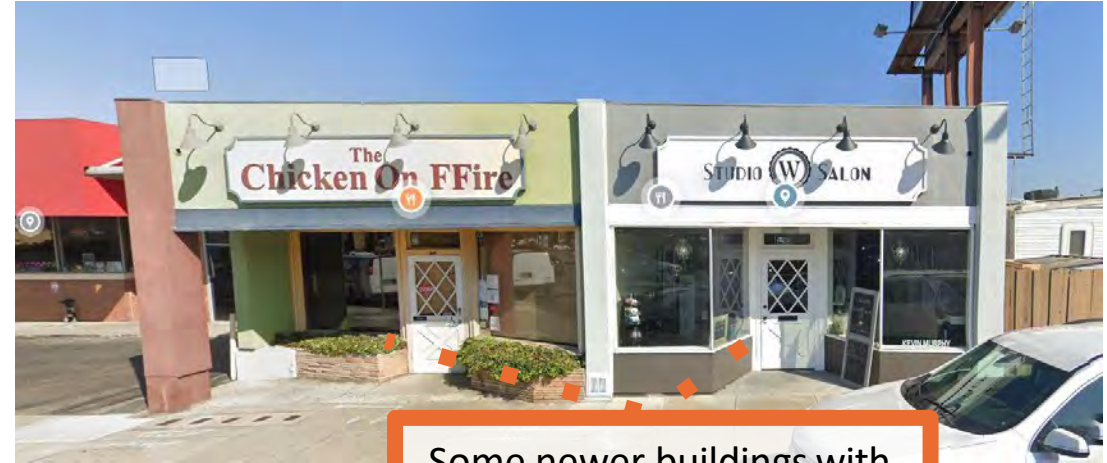


Storefronts set close to the street with active ground floor uses, parking tucked away behind buildings



Theater District

Common Façade Conditions

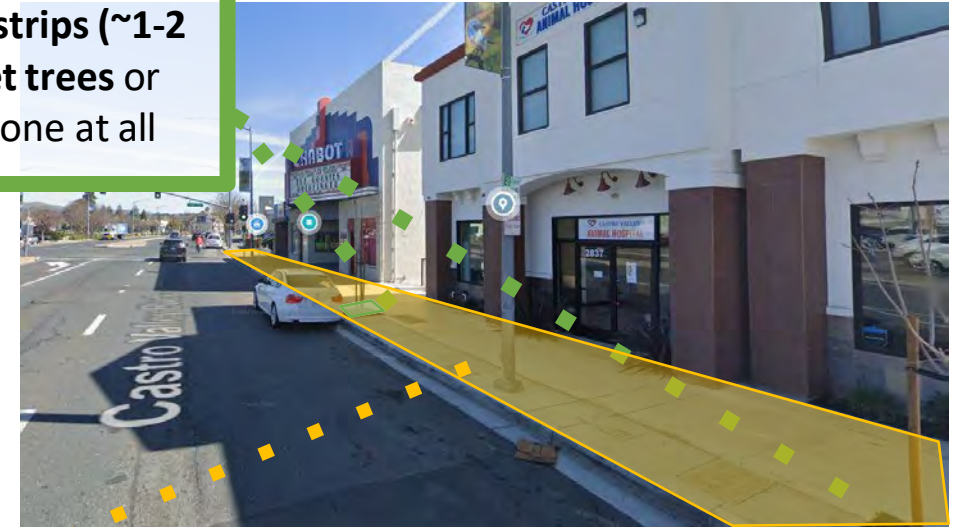


Theater District

Common Streetscape Conditions – Castro Valley Blvd



Small planter strips (~1-2 ft) with street trees or sometimes none at all



Wider sidewalks (~9-10 ft) that still lack tree canopy and pedestrian amenities



Numerous driveways, which increases conflicts between pedestrians and vehicles

Some newer curb cuts & curb bulb-outs along Castro Valley Blvd

Village Core District

Key Characteristics/Opportunities + Challenges

Landmarks/Activity Centers

- **Castro Valley Marketplace:** recently developed artisanal market hall/community gathering space
- **Castro Valley Shopping Center:** has provided dining/retail services for over 60 years

Land Uses

- Offices and general retail (restaurants, neighborhood services, etc.)
- Low-density multi-family residential

Development Pattern and Building Form

- Contrast between:
 - **Pedestrian-scale developments with activated public realm**
 - **1-2 story suburban/big box shopping centers** with large parking frontages (potential opportunity for redevelopment or intensification)



Village Core District

Key Characteristics/Opportunities + Challenges

Frontage and Streetscape

- **Streetscape improvements along Castro Valley Blvd.** between San Miguel/Redwood (street furniture, repainted crosswalks, planter strips, landscaped median, etc.) significantly improve pedestrian experience/safety + create a **more activated public realm**
- Some **auto-oriented** development patterns still exist



Village Core District

Common Frontage Conditions – Castro Valley Blvd

- Newer retail buildings are oriented to the street and contribute to an active public realm



Storefronts set close to the street with **active ground floor uses**

Village Core District

Common Frontage Conditions – Castro Valley Blvd

- Suburban shopping centers remain **auto-oriented** with completely blank backside facades and underutilized parking frontages



Village Core District

Common Facade Conditions – Castro Valley Blvd



Blank walls, opaque storefronts and windows



Transparent storefronts with clear, inviting entrances



Village Core District

Common Facade Conditions – Residential Buildings



**Well-maintained
facades** with groomed
landscaping



**Parking and garage-
oriented facades**

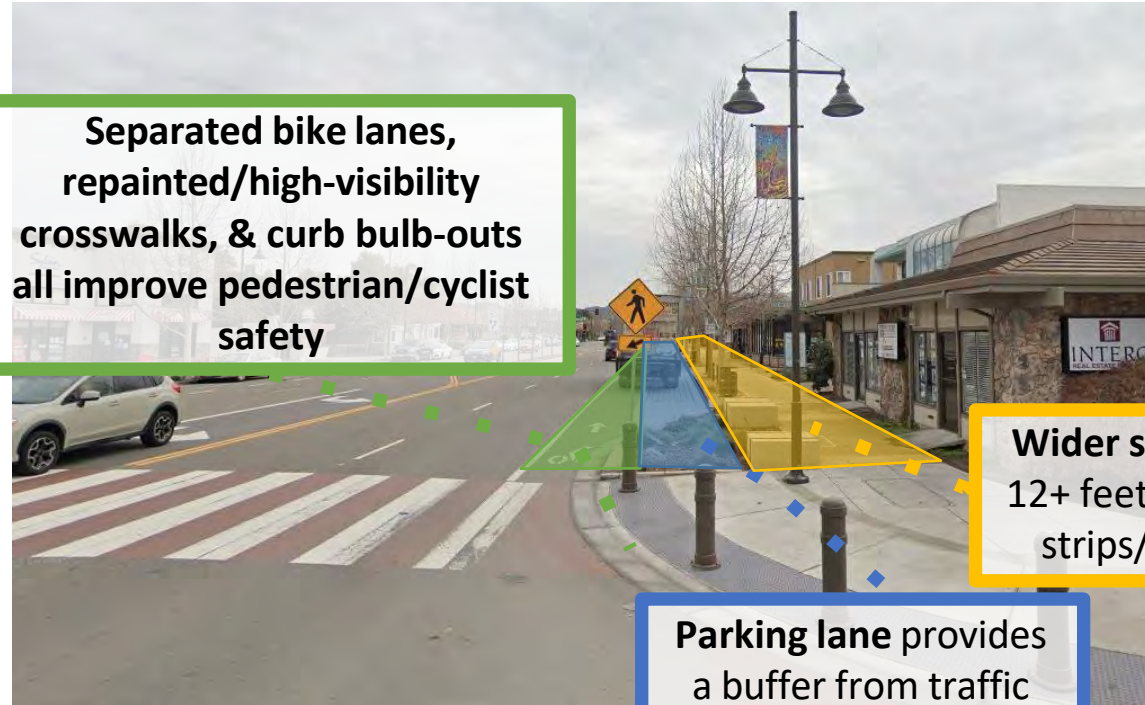


Blank walls facing
the street

Village Core District

Common Streetscape Conditions – Castro Valley Blvd.

- **Streetscape improvements along Castro Valley Blvd.** (between San Miguel/Redwood) significantly improve pedestrian experience/safety + create a **more activated public realm**



Many streetscape amenities (bus shelters, pedestrian-scale lighting, benches, trash cans, landscaping, planter strips, etc.)



Civic District

Key Characteristics/Opportunities + Challenges

Landmarks/Activity Centers

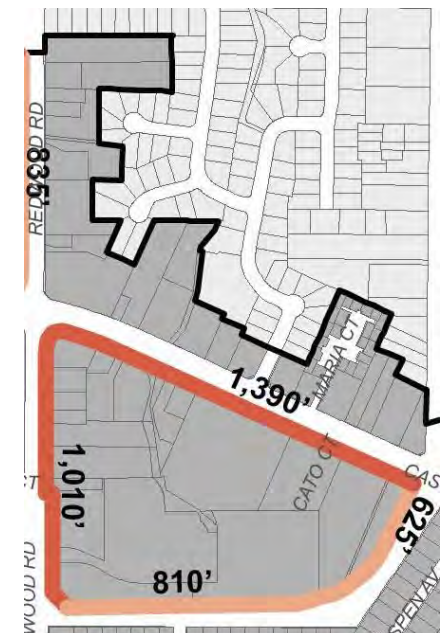
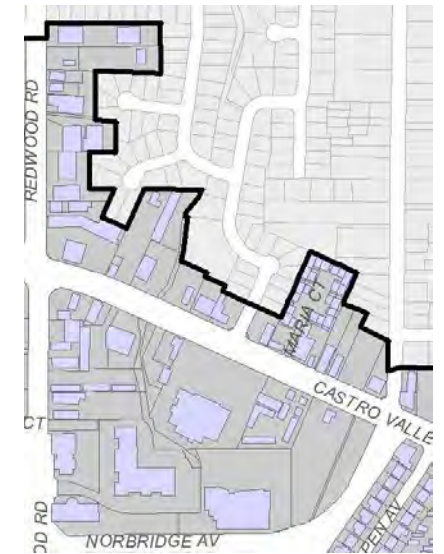
- **New Castro Valley Library:** civic gathering space and public amenity; developed in 2009
- **Castro Valley Creek Park:** off-street creek trail/park provides a recreational amenity next to the library

Land Uses

- Public facilities (public library)
- Offices/medical offices
- General retail (convenience stores, banks, etc.)
- Food and drink establishments
- Some low-density mixed-use developments with ground floor retail

Development Pattern and Building Form

- Entirely **1-2 story buildings**
- Mix of **auto-oriented development** and older **pedestrian-scale retail** set close to the street
- **Cul-de-sac development patterns** north of Castro Valley Blvd. and **long block lengths** create poor east-west connectivity



Civic District

Key Characteristics/Opportunities + Challenges

Frontage and Streetscape

- Castro Valley Blvd –conditions generally similar to West Gateway and Theater District
 - Predominantly **auto-oriented** development patterns with large parking frontages
 - Narrow sidewalks that lack streetscape amenities and shade/trees

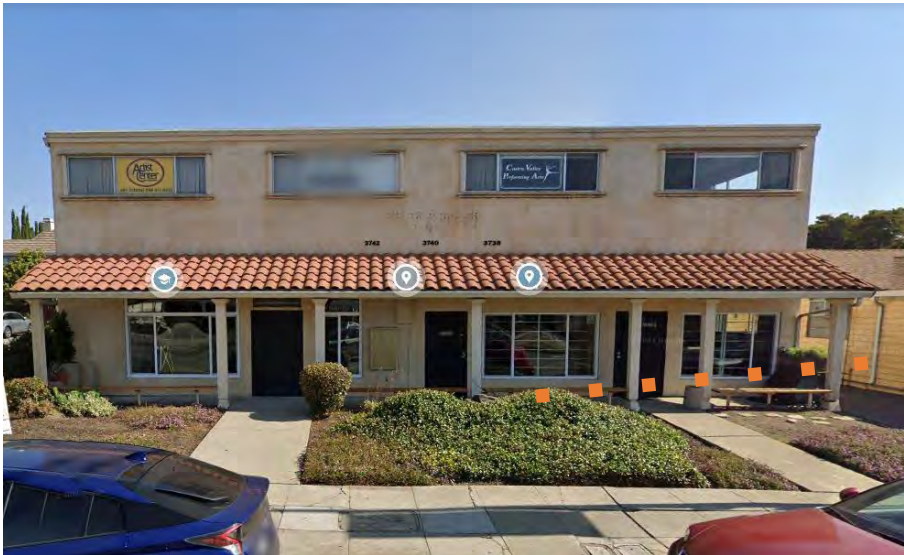


Civic District

Common Frontage Conditions



Retail centers with **large setbacks** from street, often behind **parking frontage**



Retail/office buildings with **small landscaped setbacks** and **street parking**



ALAMEDA COUNTY
Community Development Agency

Civic District

Common Facade Conditions



- Many **older buildings** with well-maintained facades but **lack of landscaping**



Blank facades and opaque windows



New Library features a more **interesting facade** with a mix of materials and colors, and artistic sculptural elements



Civic District

Common Streetscape Conditions – Castro Valley Blvd.

- Some **pedestrian-friendly elements** present; opportunities to **improve existing bicycle facilities** and **provide more streetscape amenities**



Civic District

Common Streetscape Conditions – Norbridge Ave.

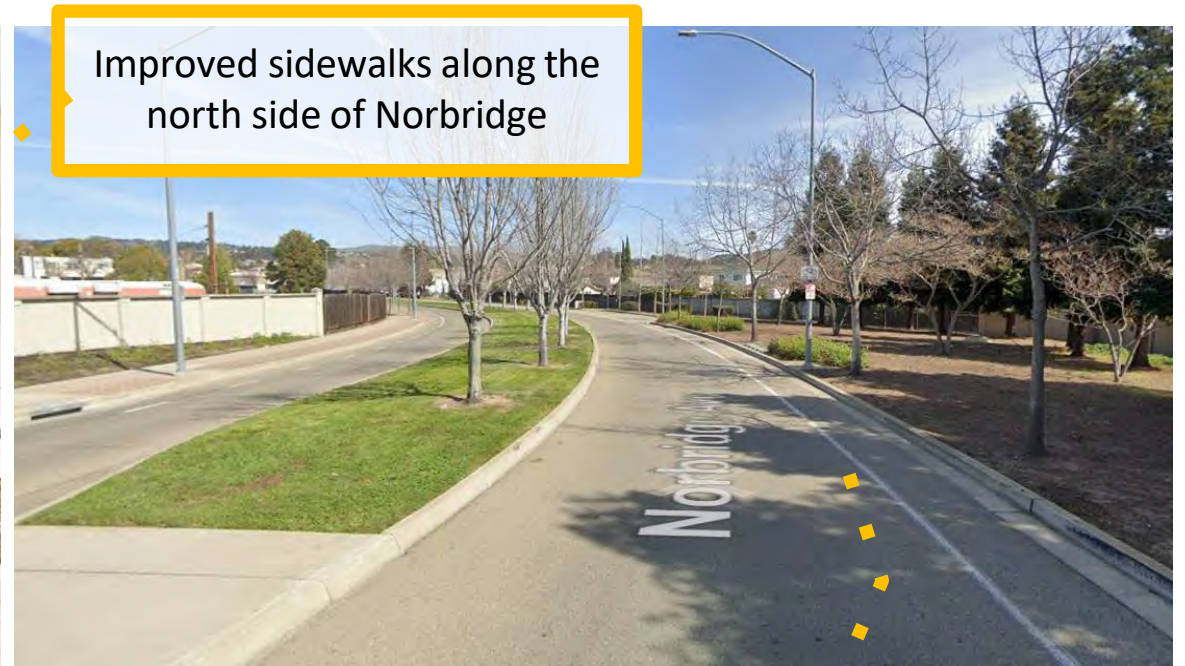
- **Street is excessively wide**, with an **underutilized median**, and **walled communities/properties** along a majority of the roadway create an **unwelcoming/uninteresting pedestrian environment**
- City Ventures project will add public art and active frontage along north side of the street
- Separated bike lanes provide bike access to the Library



Blank walls

Wide street and median
without trees

Separated bike lanes are
narrow/right up against
storm gutter



Improved sidewalks along the
north side of Norbridge

No sidewalks along the South
side of Norbridge

Transit Village District

Key Characteristics/Opportunities + Challenges

Landmarks/Activity Centers

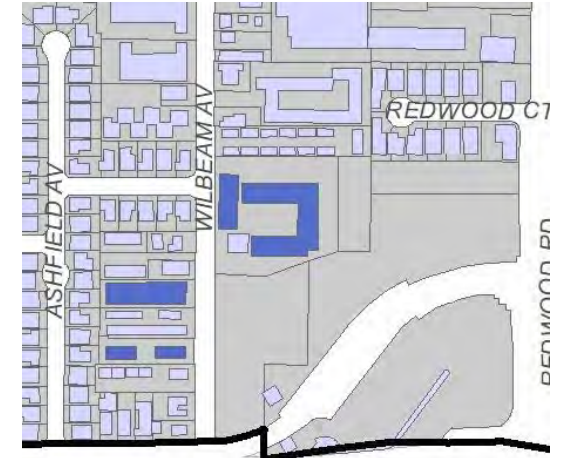
- **Castro Valley BART Station:** transit hub connecting riders to multiple AC Transit bus routes and the BART Blue Line (Dublin/Pleasanton to Daly City)
- BART Station parking lot repurposed for the **Castro Valley Farmer's Market** every Saturday

Land Uses

- Transit station and parking
- Mix of single-family and newer multi-family residential
- Some office uses

Development Pattern and Building Form

- Mostly **1-2 story buildings**, with the exception of a few multi-family buildings
- Transit station oriented around **suburban development patterns** and **commuter ridership**
- **Underutilized parking lot** provides an opportunity for infill development to create a high-density transit village



Transit Village District

Key Characteristics/Opportunities + Challenges

Frontage and Streetscape

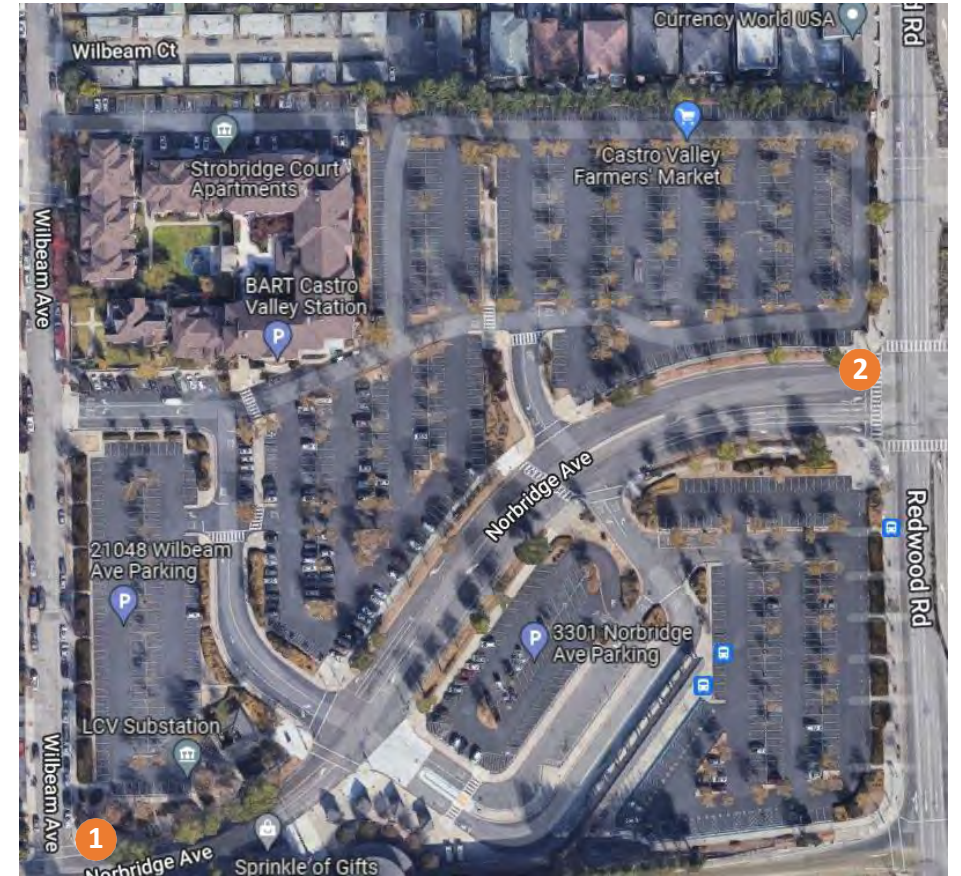
- Significant amount of area dedicated to **surface parking** (underutilized space)
- **No clear connection to Downtown** – lack of signage or sense of arrival at all exits



1. Exit from Norbridge Ave. onto Wilbeam Ave. (looking northwest)



2. Exit from Norbridge Ave. onto Redwood Rd. (looking northeast)



Transit Village District

Common Frontage Conditions



**Deep parking frontage
along entire BART station**

Transit Village District

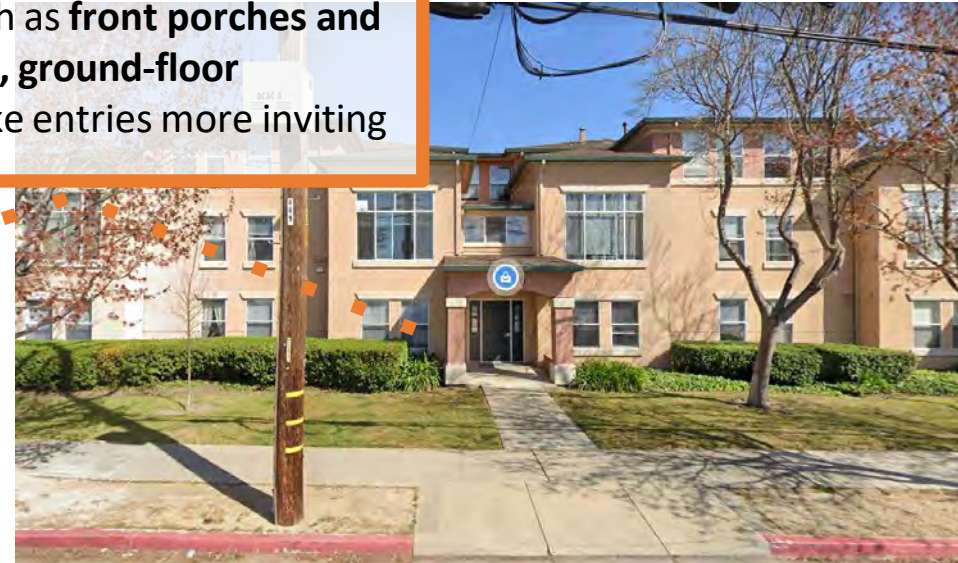
Common Facade Conditions – Residential Buildings



Parking and garage-oriented facades



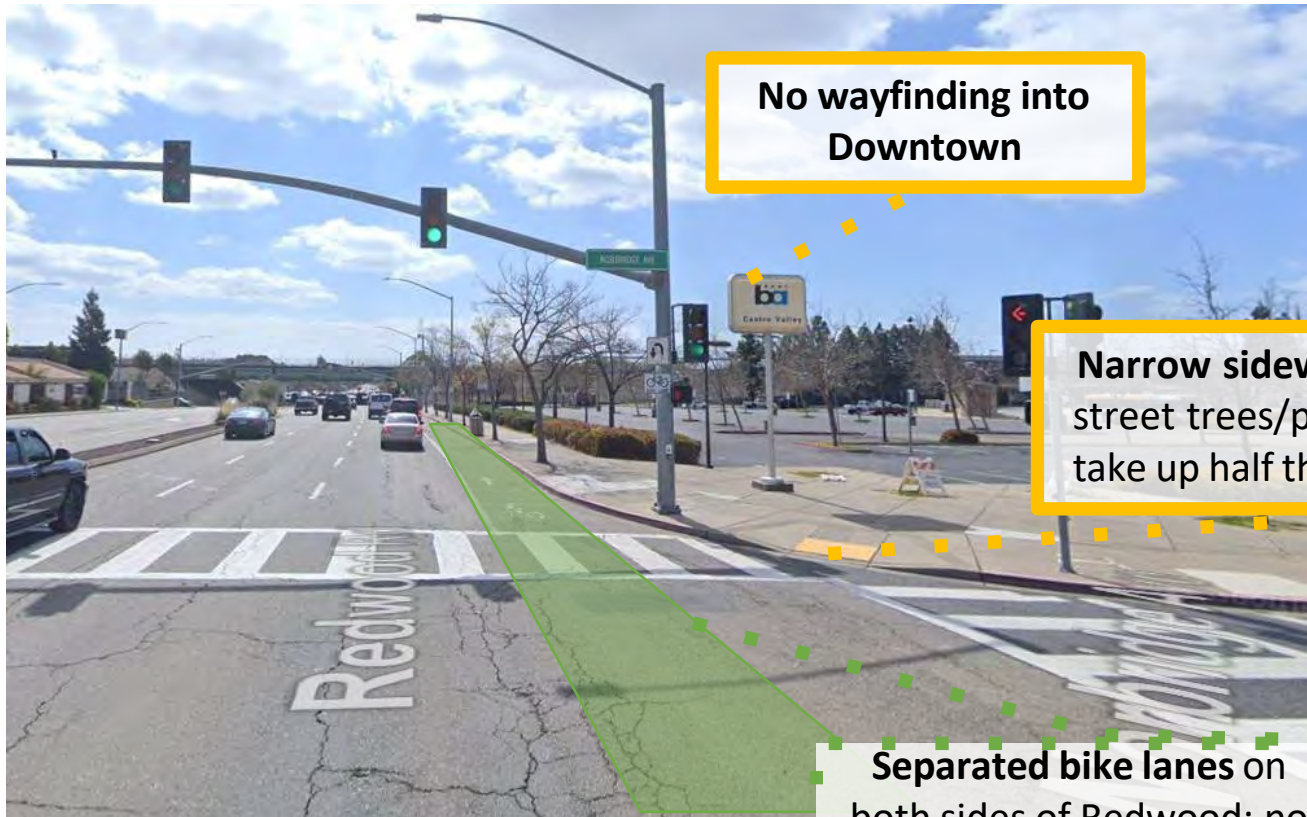
Elements such as **front porches** and **large, ground-floor windows** make entries more inviting



Transit Village District

Common Streetscape Conditions – Redwood Rd.

- Busy six-lane arterial street that makes walking challenging/unpleasant
- Sidewalks are well-maintained, but narrow with minimal pedestrian amenities



East Gateway District

Key Characteristics/Opportunities + Challenges

Landmarks/Activity Centers

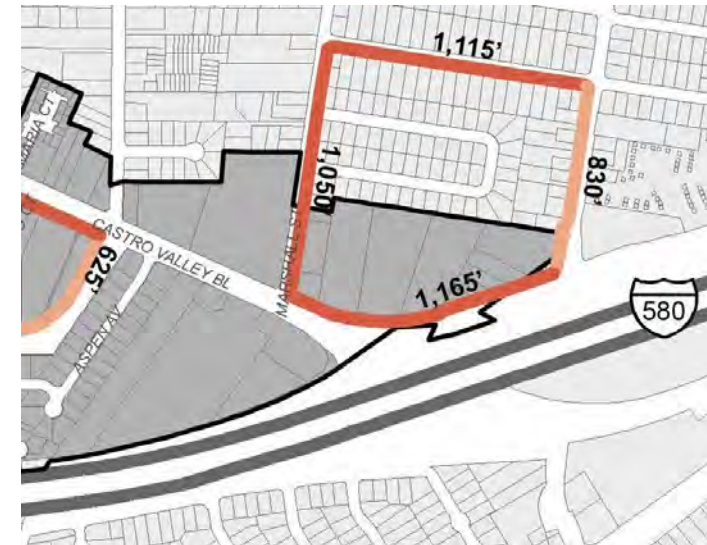
- None – no sense of arrival at this gateway with the exception of painted signage on the highway underpass

Land Uses

- Primarily mobile homes
- Public facilities (Sanitary District Headquarters, future Operations facility)
- Low-density multi-family residential and some single-family homes
- General retail (Rite-Aid)
- Light industrial (self storage, etc.)

Development Pattern and Building Form

- Predominantly **1-story** mobile homes and retail, with the exception of a couple multi-family buildings
- **Mobile home parks** located on deep lots with long block lengths and few east/west connections



East Gateway District

Key Characteristics/Opportunities + Challenges

Frontage and Streetscape

- Castro Valley Blvd. – conditions generally similar to West Gateway, Theater District, and Civic District
 - Predominantly **auto-oriented** development patterns with large parking frontages
 - Narrow sidewalks that lack streetscape amenities and trees/landscaping
 - Mobile home parks generally have poorly-defined entries



East Gateway District

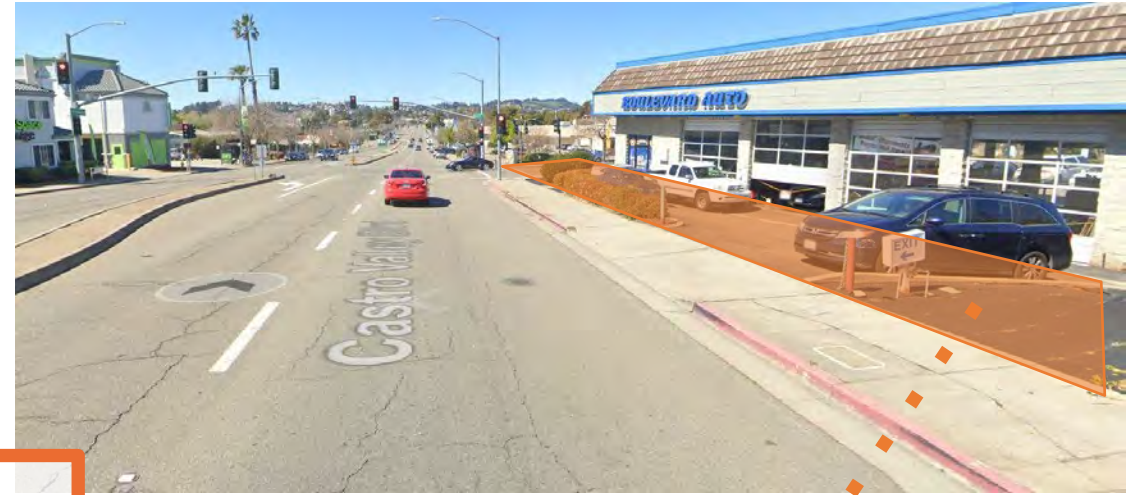
Common Frontage and Façade Conditions – Castro Valley Blvd.



**Blank facades and
unscreened utilities
along primary frontage**



**Entries to mobile
home parks poorly
defined and fenced**

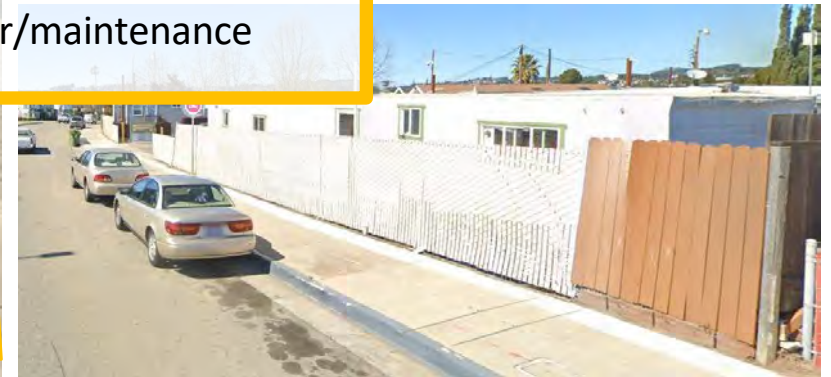


**Buildings set back behind
large parking frontages**



East Gateway District

Common Streetscape Conditions – Castro Valley Blvd.

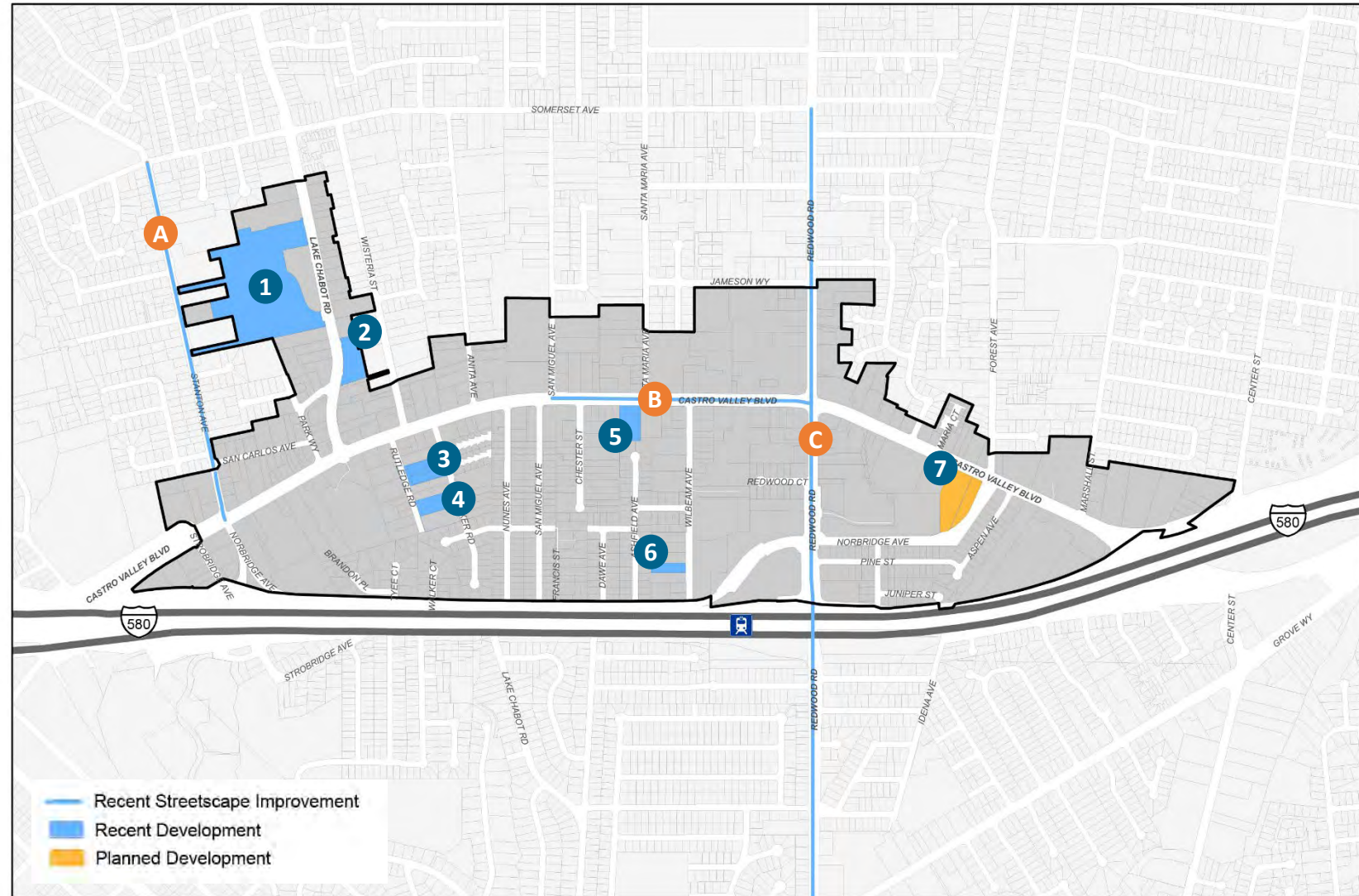


4

Potential Opportunity Areas

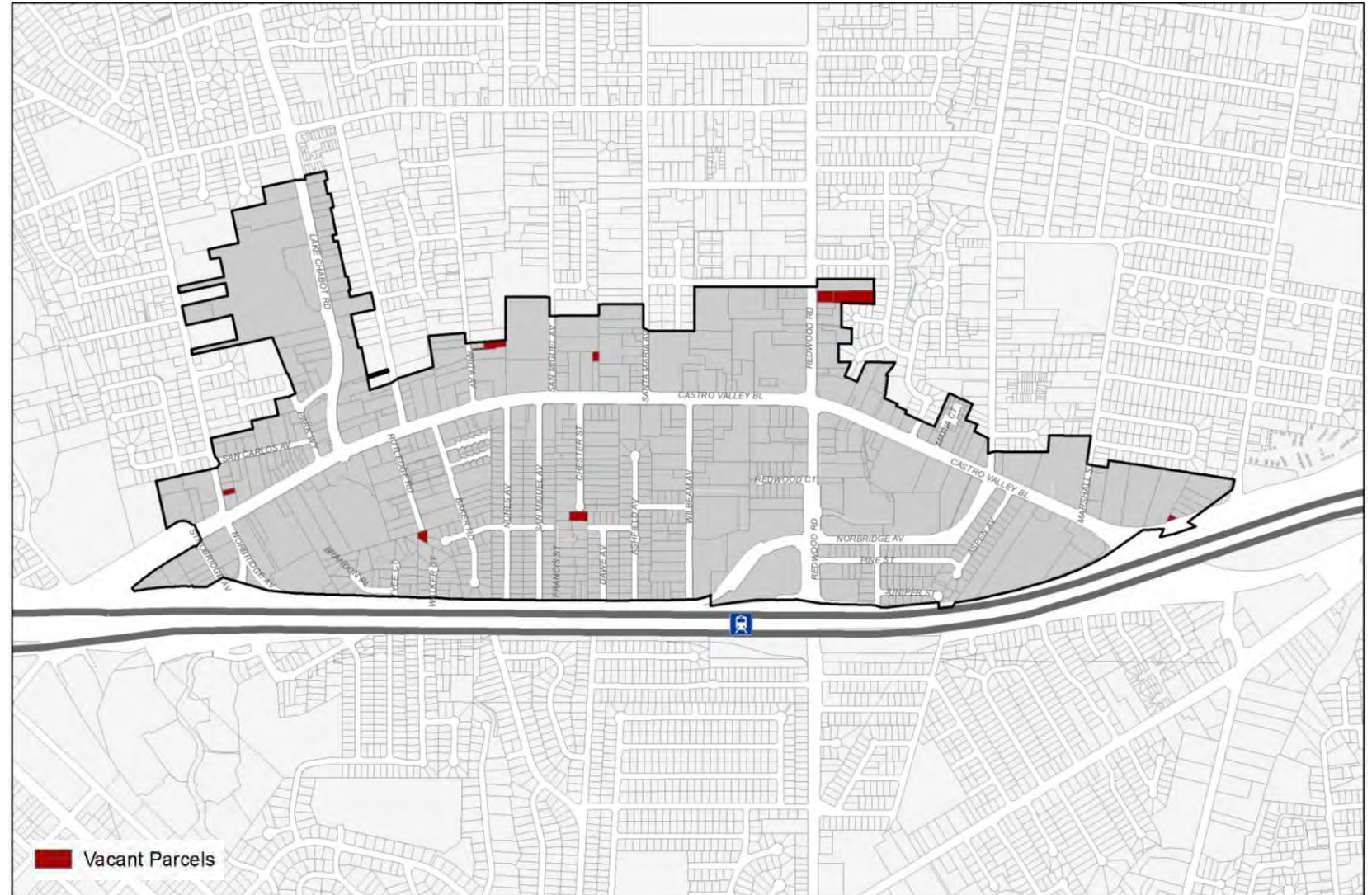
Recent and Planned Projects

#	Developments
1	Eden Medical Center: 230,000 sq ft, 7-story hospital
2	Eden Medical Building: 80,000 sq ft, 4-story medical office building
3	Delaney Court Condominiums: 3-story townhomes, 16 condo units
4	Magnolia Grove Condominiums: 3-story apt, 40 condo units
5	Castro Valley Marketplace: 2-story artisanal market hall
6	Wilbeam Townhomes: 3-story townhomes, 8 units
7	City Ventures: Proposed mixed use development with 71 residential units/5,000 sf. of retail (former mobile home park)
#	Streetscape Improvements
A	Completed bike lane along Stanton Ave
B	Completed streetscape improvements along Castro Valley Blvd. between Redwood/San Miguel (widened sidewalks, intersection bulb-outs with trees, enhanced bus stops, bike lanes, planted medians, lighting, & street furniture)
C	Separated bike lane and street furniture improvements completed along Redwood Rd.



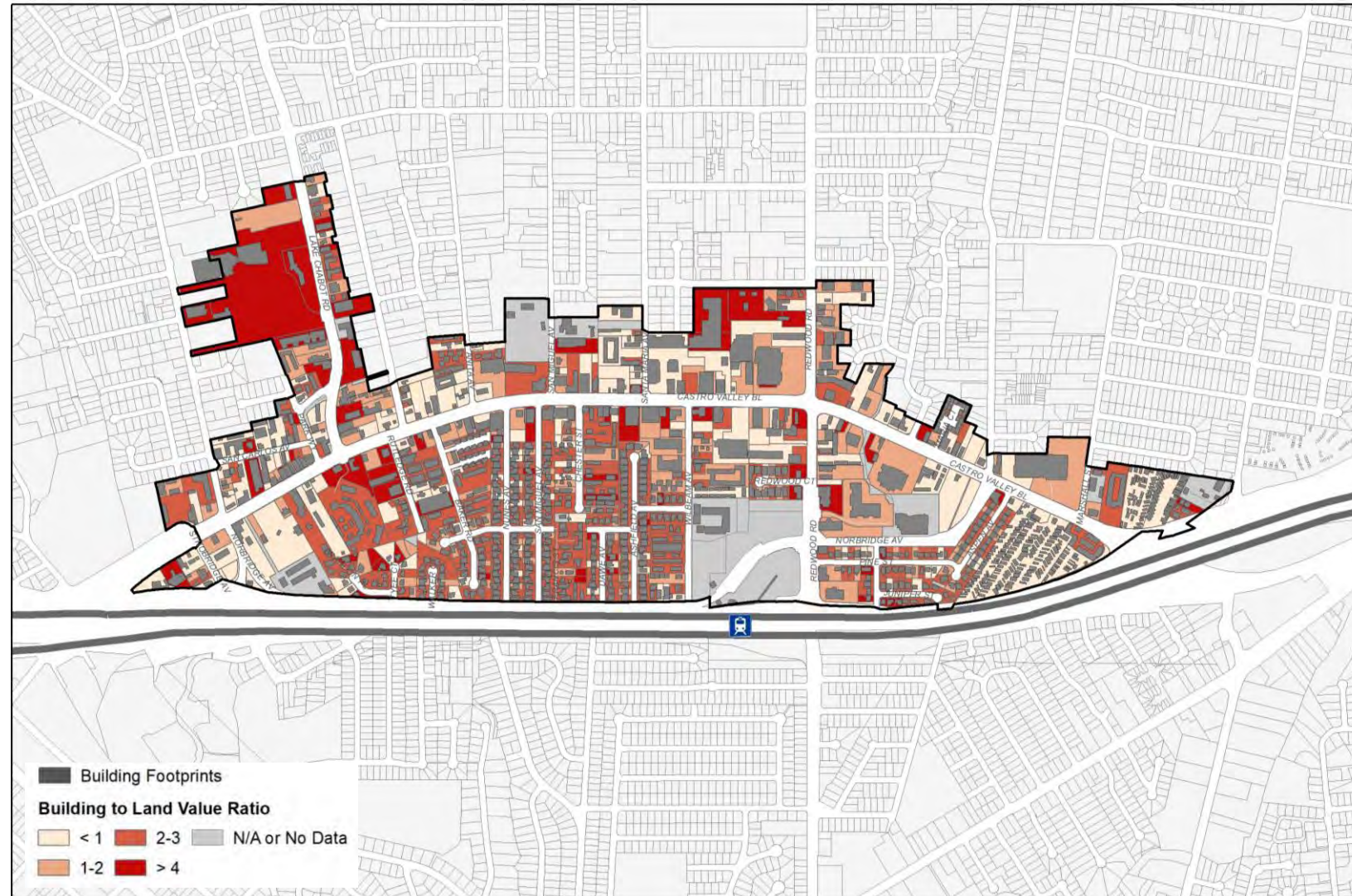
Vacant Parcels

- Limited vacant parcels in Downtown - almost all less than 0.5 acres



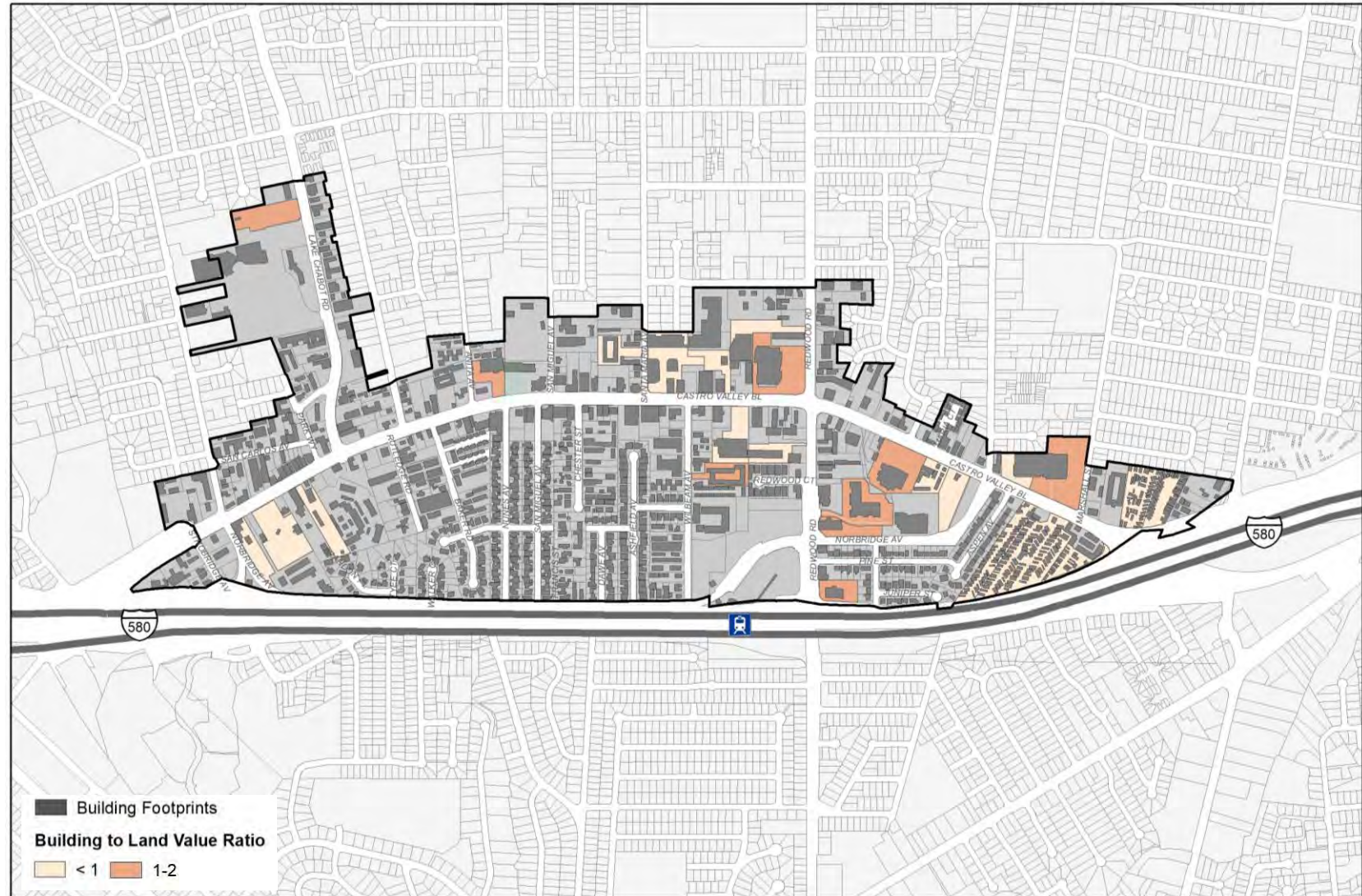
Building (Improvements) to Land Value Ratio

- The ratio of the improvements' value (value of buildings on the parcel) to the land's value reveals which parcels are underutilized from a development perspective (*lower ratios indicate a parcel is underutilized*)
- Small underutilized sites north of Castro Valley Blvd. (primarily older retail shopping centers)
- Other underutilized parcels include mobile home parks, mini golf course, lumber yard, and auto-oriented uses



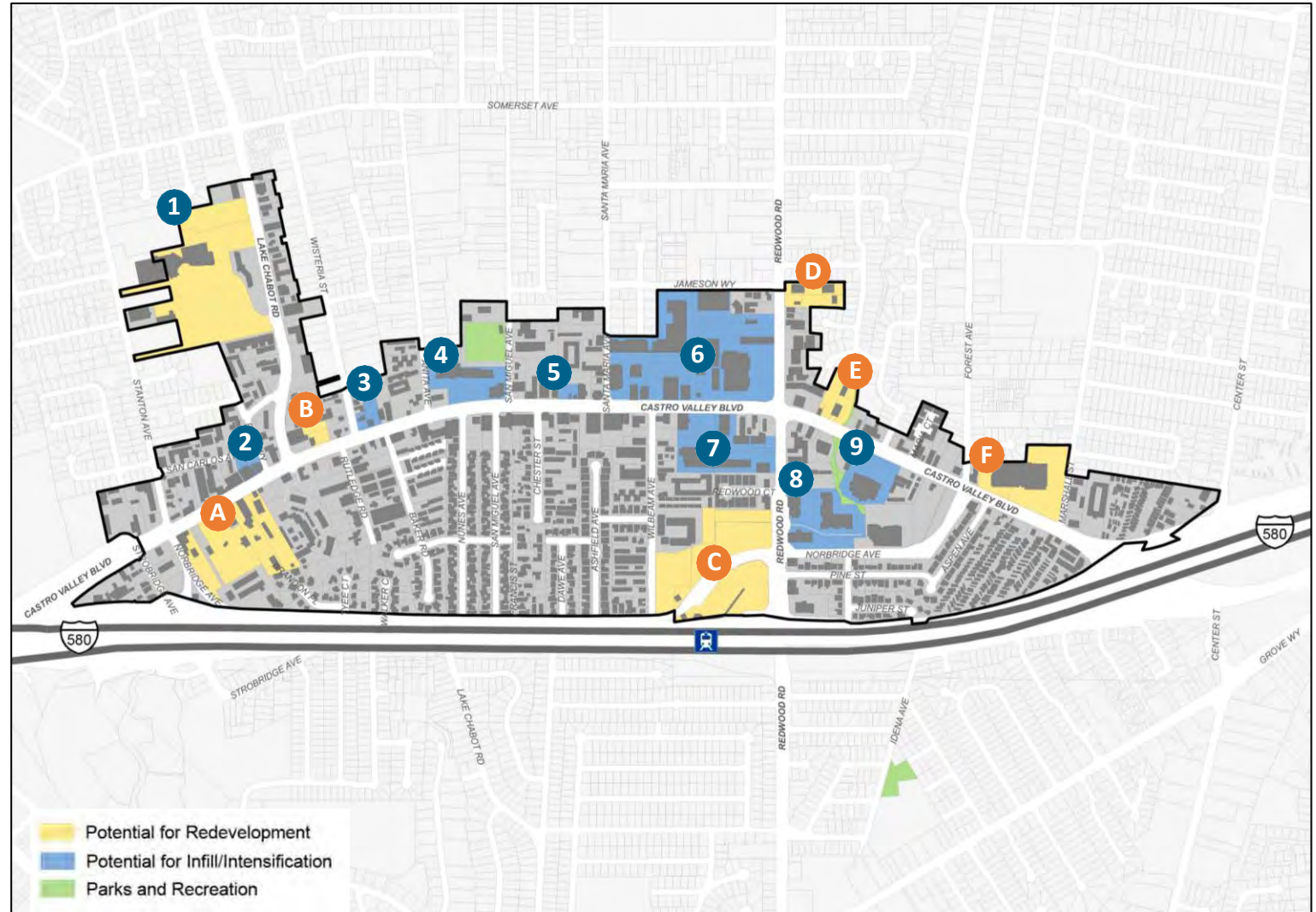
Large Parcels with Relatively Low Building to Land Ratios —

- Parcels > 1 acre with a building to land value ratio < 2.0 include:
 - Lumberyard
 - Golden Tee Golfand
 - Castro Valley Business Plaza
 - Rite Aid
 - Castro Valley Shopping Center
 - Surface parking at the Eden Medical Complex



All Opportunity Areas

#	Potential Opportunity for Infill/Intensification
1	Hospital parking lots
2	Opportunity on rear of parcels along San Carlos (parking)
3	Smog shop, vacant lot, and underutilized parking next to Vons Chicken
4	Shopping center with underutilized parking (anchor store O'Reilly Auto Parts)
5	Underutilized commercial site; interest in developing a biergarten
6	Castro Valley Shopping Center
7	Shopping center with underutilized parking (anchor store Lucky Grocery)
8	Castro Valley Business Plaza
9	CVS (underutilized surface parking frontage)
#	Potential Opportunity for Redevelopment
A	Lumberyard, Golden Tee Golfand, hardware store/auto body repair
B	Underutilized parking lot and auto body repair shop
C	BART station parking lots
D	Vacant lot with opportunity for residential development (currently commercial required) + adjacent underutilized commercial lot
E	Underutilized commercial site with bowling alley/sports lounge
F	Rite Aid with underutilized parking. Lease likely to end soon. Owner interest in redeveloping with more intense use.



Thank You