

**SPECIAL MEETING AGENDA  
CITY OF UNION CITY  
CITY COUNCIL ECONOMIC DEVELOPMENT GEOGRAPHIC WORK SESSION**

**TUESDAY, OCTOBER 18, 2011  
7:00 PM – 9:00 PM**

**RUGGIERI SENIOR CENTER  
33997 ALVARADO-NILES ROAD  
UNION CITY CA 94587**

**I. CALL TO ORDER**

I.a Pledge of Allegiance

I.b Roll Call

*Mayor Mark Green  
Vice Mayor Jim Navarro  
Councilmember Emily Duncan  
Councilmember Lorrin Ellis  
Councilmember Pat Gacoscos*

**II. ORAL COMMUNICATIONS**

*Comments from the audience regarding the topic under consideration will be received. Persons wishing to speak must complete a speaker card available from the City Clerk.*

**III. CITY COUNCIL WORK SESSION REGARDING ECONOMIC DEVELOPMENT**

- Welcome  
*Larry Cheeves, City Manager*
- City Council Introductions  
*Mayor Mark Green*
- Staff Introductions  
*City Manager Cheeves*
- Participant Introductions  
*Self-Introductions*
- Regional Briefing  
*Scott Peterson, Deputy Director, East Bay Economic Development Alliance*
- Geographic Area Presentation  
*Joan Malloy, Economic & Community Development Director*
- Discussion
  - Opening / Initial Statements by Panelists
  - Question / Answer Period with Councilmembers
  - Written Questions from Audience

**IV. ADJOURNMENT**

Dated: October 13, 2011

/s/

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MARK GREEN  
Mayor



## Agenda Item

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**DATE:** OCTOBER 18, 2011

**TO:** CITY COUNCIL

**FROM:** JOAN MALLOY, ECONOMIC AND COMMUNITY DEVELOPMENT DIRECTOR

**SUBJECT:** ECONOMIC DEVELOPMENT WORK SESSION – GREATER STATION DISTRICT AREA

This is the second of four economic development work sessions that the City Council has requested in order to review specific geographic areas of the City. This meeting will cover the greater Station District area that includes over 200 acres of land within ½ mile of the Intermodal/BART Station.

### **DISCUSSION**

Staff has arranged for panelists to join the conversation to provide varied perspectives on each geographic area. To date, staff has arranged for representatives from:

- Commercial developer
- Retail broker
- Residential developers
- Industrial/R&D Architect (tentative)
- East Bay EDA
- San Jose BioCenter and
- Local businesses

Attached to this staff report is the booklet to provide a broad overview of the area for the panelists and Council. Included in the booklet are wide-ranging questions intended to “seed” the discussion. The questions are not intended to be answered specifically, but rather, help guide the discussion. City-wide demographic information and city-wide real estate building data is also provided.

### **FISCAL IMPACT:**

There will be no fiscal impacts as a result of receiving this information.

**RECOMMENDATION:**

There is no recommendation at this time. This information is provided in advance of the work session to guide the conversation.

Prepared and Submitted by:  
Joan Malloy, Economic and Community Development Director

Approved by:  
Larry Cheeves, City Manager

Attachments: Station District Area

CITY COUNCIL ECONOMIC DEVELOPMENT GEOGRAPHIC WORK SESSION



10/18/2011

Station District Area

## GUIDE TO DISCUSSION

### Station District

*Please Note: These questions are intended to assist you with thinking about the Station District Area and serve as a discussion guide. It is not necessary to provide responses to all questions.*

#### 1. Commercial Broker and Developer Questions:

- a.) From your perspective, what is necessary to make this area attractive to businesses?
- b.) How can the City influence your decision to bring revenue, jobs and development to Union City?

#### 2. Residential Developer Questions:

- a.) Is this area attractive for residential development? Please explain why or why not.

#### 3. Business Questions:

- a.) Why did you choose this location in Union City? How did Union City get on your short list for consideration?
- b.) What resources and amenities does your business desire to be close to you in order to operate your business efficiently?
- c.) What can Union City do to improve its process and/or service to you?
- d.) Is the City's job center vision for office, R&D and lab employment on the 80 acres within and adjacent to the Station District a viable development plan? Please explain why or why not.

#### 4. General Questions:

- a.) From your perspective, if you had control, what would you do with this area?
- b.) Do you see a conflict with locating residential adjacent to R&D, industrial and manufacturing uses?
- c.) Do you see a conflict with locating residential adjacent retail and office uses?
- d.) From your perspective, what is Union City's reputation in the marketplace?
- e.) What are the constraints and opportunities of this area?
- f.) Does the proximity of the railroad tracks have any influence on the development opportunities?
- g.) Does proximity to the BART station and planned passenger rail influence development opportunities?
- h.) How does the City provide flexibility to businesses in the changing business environment?

## UNION CITY KEY DEMOGRAPHICS

### Key Demographics, 2010

Population	69,516
Home Ownership Rate	71.3%
Median Household Income	\$87,205
Residents with a College Degree	44%
Management, Professional, Technical, and Scientific Occupations	48%
Sales and Office Occupations	25.8%
Education Services and Healthcare Occupations	19.3%

### Racial Composition, 2010

<b>One race</b>	<b>93.3%</b>
White	23.9
Black or African American	6.3
Asian	50.9
Asian Indian	11.5
Chinese	11
Filipino	20.1
Other Asian [1]	8.4
Native Hawaiian and Other Pacific Islander	1.3
<b>Two or more races</b>	<b>6.7%</b>
<b>Hispanic or Latino (of any race)</b>	<b>22.9%</b>

### Resident Profiles

*Money & Brains* 26.4%

High incomes, advanced degrees, and sophisticated tastes. Married with few children.

*Young Digerati* 21.3%

Tech-savvy, affluent, highly-educated and ethnically mixed. Trendy and fashionable.

*American Dreams* 7.9%

Ethnically diverse, multi-generational, multi-lingual consumer families living, working and investing in the community and the future.

*Bohemian Mix* 6.2%

Mobile urbanites and early-adopters, with a progressive mix of young singles, couples, and families from students to professionals.

CITYWIDE BUILDING AVAILABILITY AND VACANCY ANALYSIS

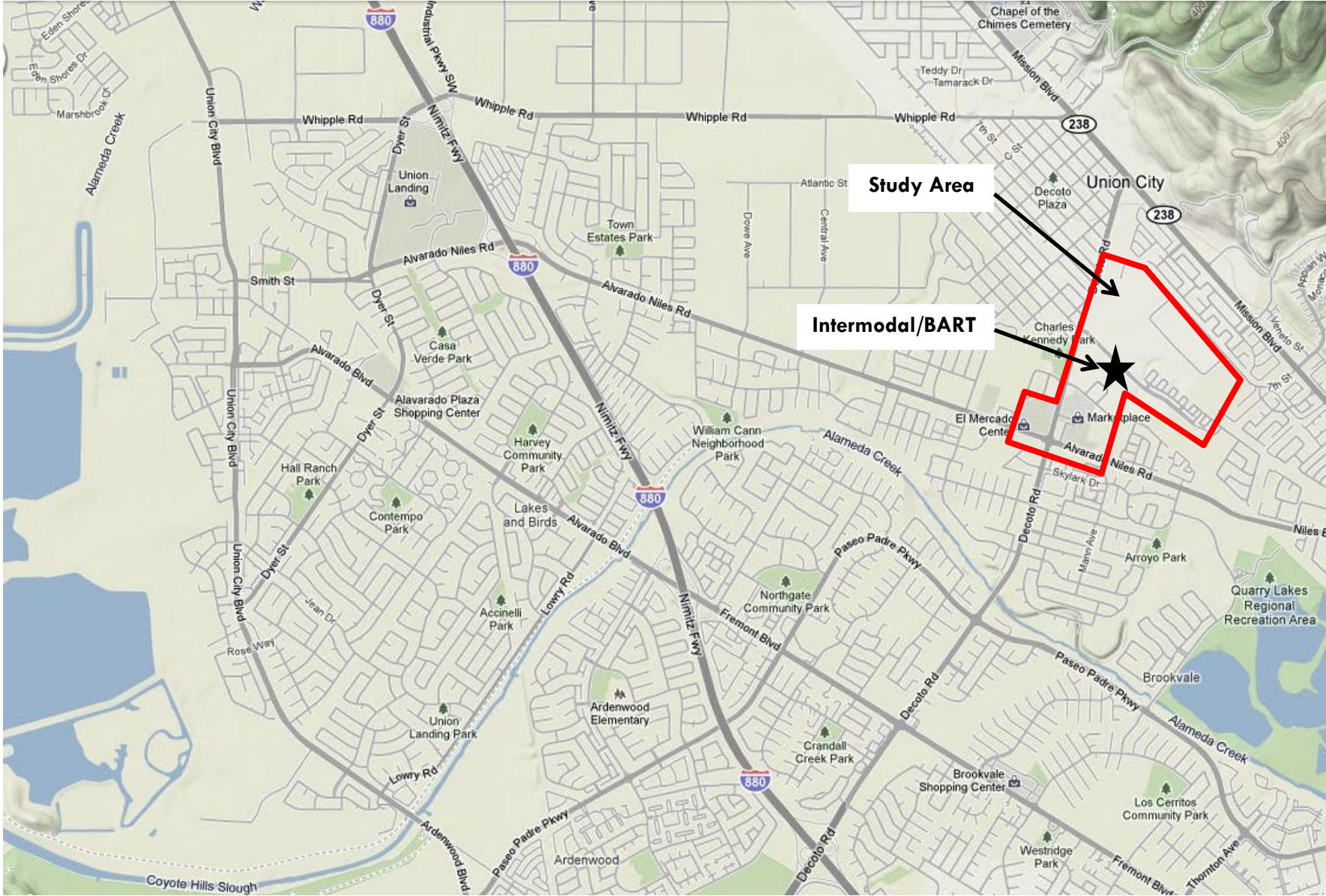
Sector	Buildings	Existing RBA*	Vacancy Rate	Total SF Avail	Average Rate
<i>INDUSTRIAL</i>	265	16,153,433	7.9%	1,505,147	\$0.44/sf
<i>OFFICE</i>	41	519,395	5.7%	23,999	\$1.46/sf
<i>RETAIL</i>	141	2,132,402	4.3%	123,438	\$1.75/sf

\*RBA- Rentable Building Area

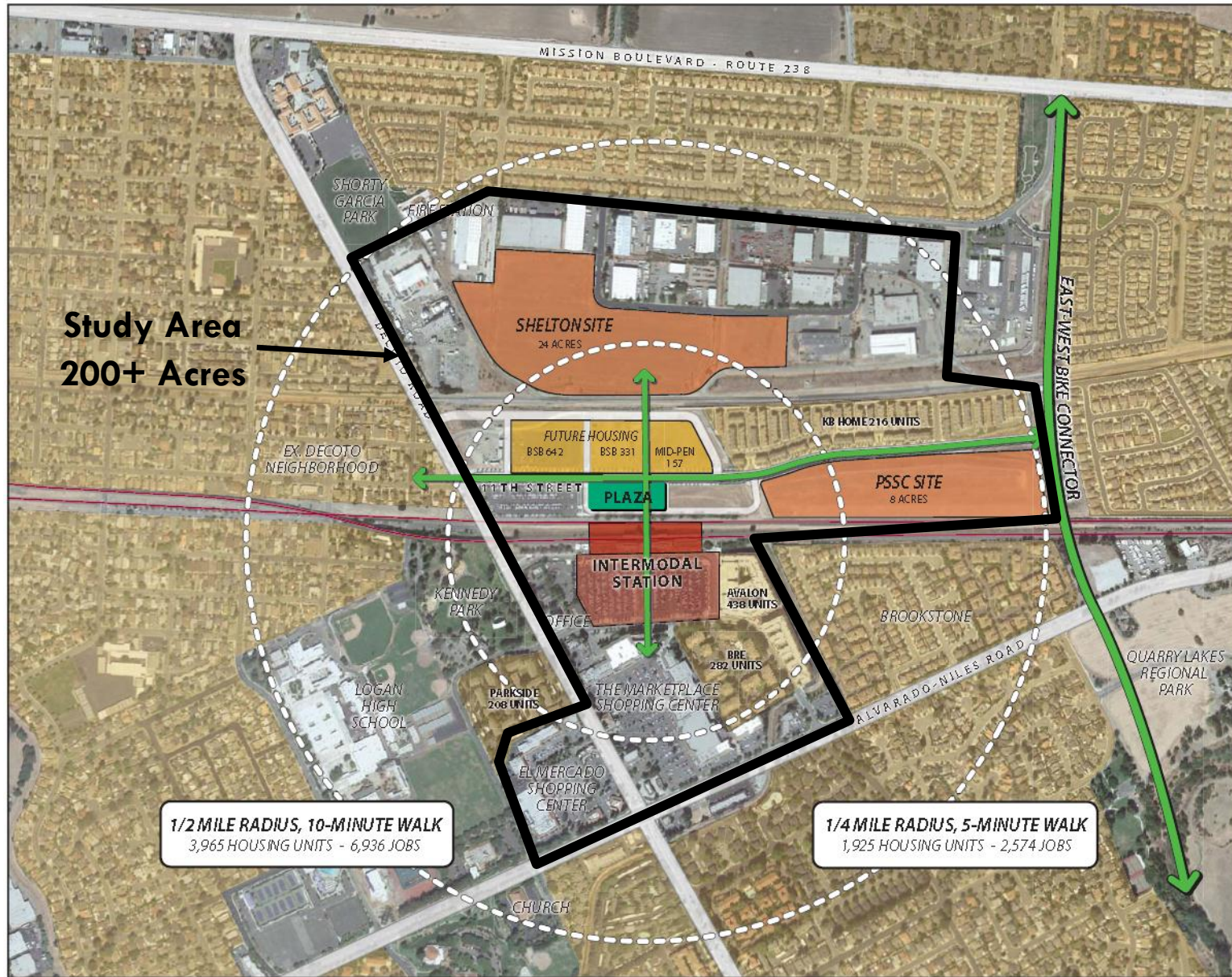
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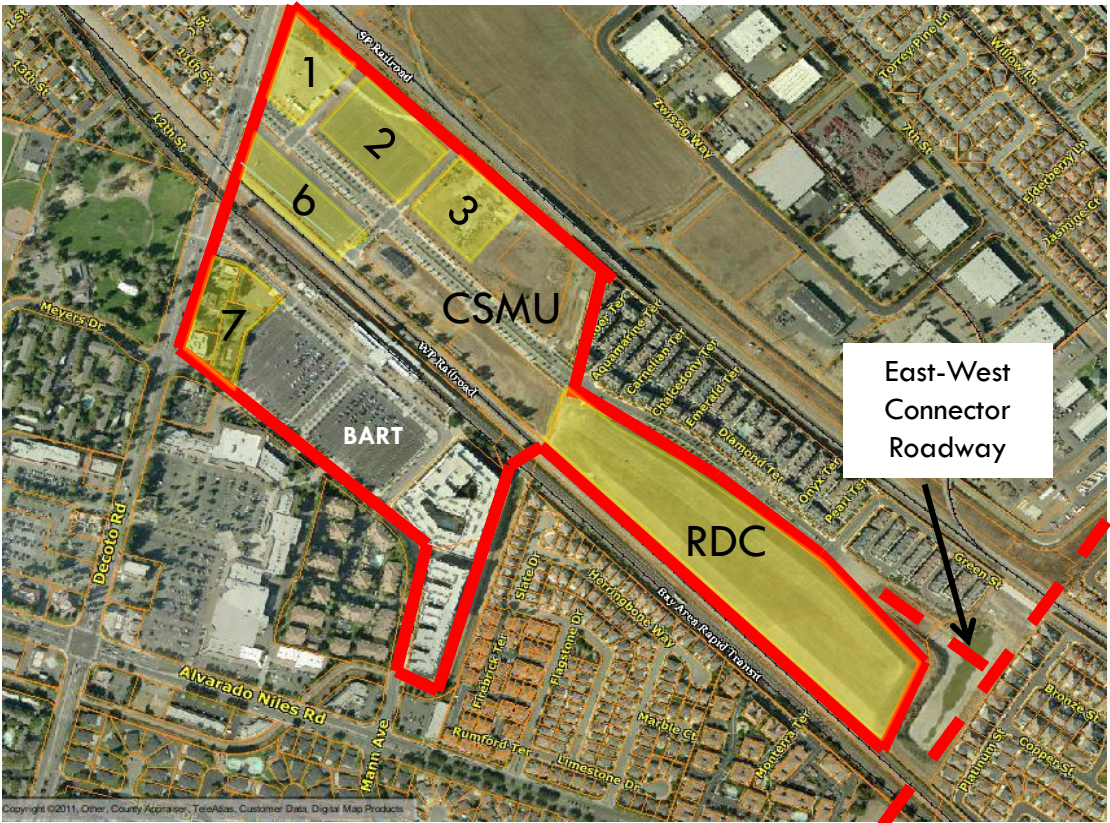
# LOCATIONAL MAP



# STATION DISTRICT MAP



STATION DISTRICT



**Site Information:**

Zoning	CSMU / RDC	
General Plan	CSMU / RDC	
RDA	Yes	
Site Area	66 acres	
Block 1: 2.3 acres	Block 6: 1.9 acres	
Block 2: 3.5 acres	Block 7: 1.4 acres	
Block 3: 2.7 acres		
RDC Site: 16 acres / 8 developable acres		

**Zoning Regulations:**

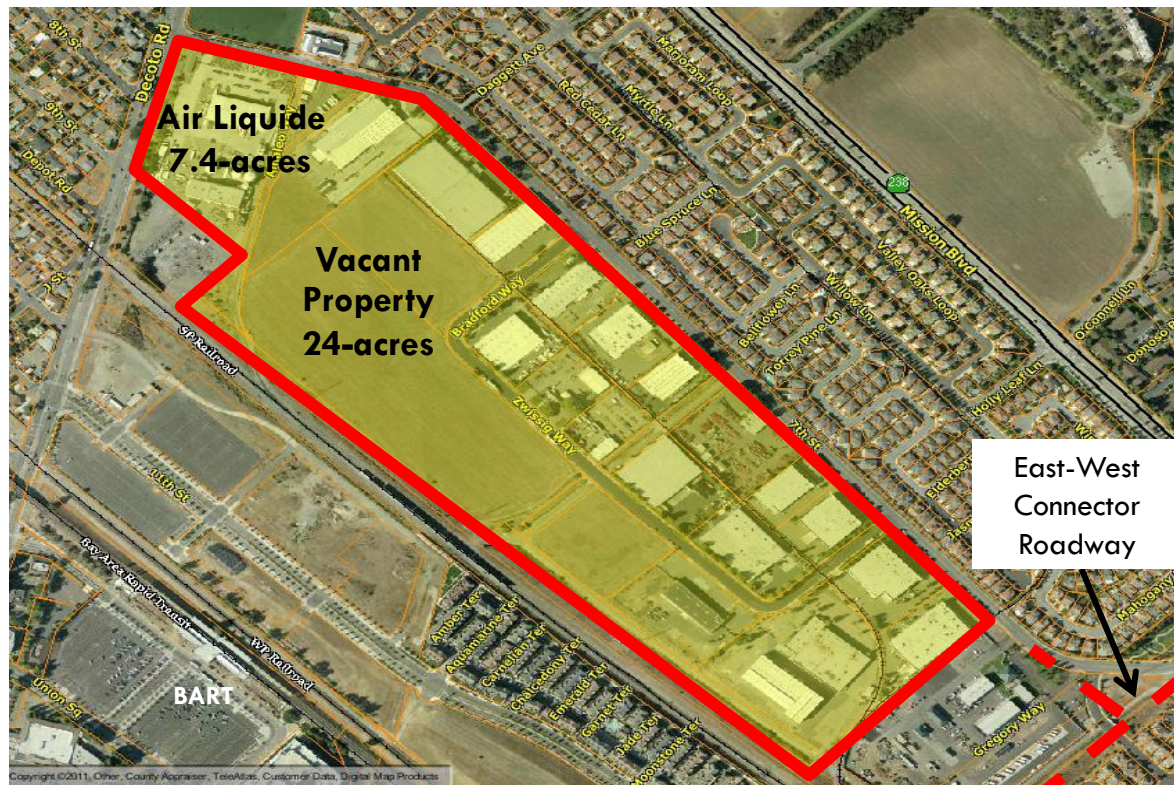
	<u>CSMU</u>	<u>RDC</u>
Lot Coverage	100%	60%
Maximum Height	160 ft	40 ft
Setbacks	Front: 15 ft*	25-65
	Side: 15 ft**	10 ft
	Rear: 15 ft**	10 ft

\*measured from face of curb  
 \*\*measured from face of curb on street side yards

**Area Description:** The vision for the area is to create a high-density, mixed-use, pedestrian-oriented town center. Over the past few years, the City has modernized the BART station; constructed an adjacent 16-bay bus facility; constructed over 600 new parking stalls for transit users and Station District patrons; and built new connecting streets and public ways. A new 157-unit affordable housing project is also currently under construction. In addition, plans are underway to create a new east entrance to the BART station in order to accommodate a passenger rail station to accommodate Capitol Corridor, Dumbarton Rail and ACE trains and allow access through the BART Station via a free, pedestrian pass-through. The City is currently in the process of constructing a public plaza that will be located adjacent to the new pass-through on the east side of the Station and a pedestrian promenade that will continue the pedestrian and bicycle access through the Station District core area.

The area has several opportunity sites. Within the core Station District area, there are several sites currently owned by the City that can accommodate high-density residential (160 units per acre) and high density office and research and development uses. Adjacent to these blocks is the former PSSC site, which is another opportunity site. The property is zoned RDC (Research and Development Campus). This site is available for office and research and development uses.

## DIPSA/RDC AREA

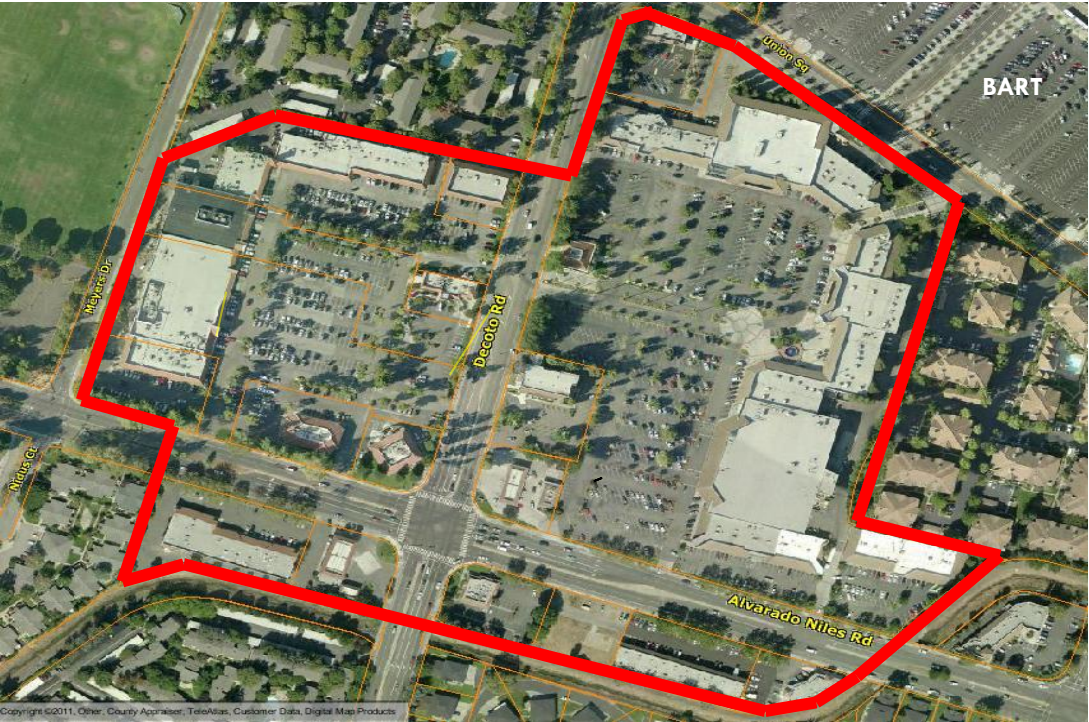


<b>Site Information:</b>	
Zoning	RDC (Research and Development Campus)
General Plan	RDC (Research and Development Campus)
RDA	Yes
Site Area	85 acres
<b>Zoning Regulations:</b>	
Lot Coverage	70% (FAR: Minimum of .40 / Maximum of 2.0)
Height	40 -100 ft
Setbacks	Front: 25 ft- 50 ft Side: 10 ft Rear: 10 ft

**Area Description:** This area encompasses approximately 85 acres and includes development along 7<sup>th</sup> Street and Zwissig Way. The area is developed with several warehouse and light manufacturing uses as well as the City’s Corporation Yard. Planning for the area began with the Decoto Industrial Park Study Area (DIPSA) Specific Plan, adopted in 1994. Due to its proximity to the Station District, the Specific Plan identified this area for higher-density “flex” space that could accommodate office, research and development, and service/sales uses. The goal is to intensify industrial development over a period of years and create an employment center that is accessible by BART, bus and rail. These policies were included in the 2002 General Plan Update. Planning for the area also took into consideration the preservation of existing industrial uses. The City entered into 30-year longevity agreements with several industrial uses within the area that provided them certain protections to continue their industrial operations for a limited time. A new roadway is planned, the East-West Connector, that will provide an alternative route to Decoto Road. The new roadway will connect to 7<sup>th</sup> Street.

The entire area, with the exception of a few new buildings (2002) located at the southerly end of 7<sup>th</sup> Street, is considered an opportunity for future development consistent with the vision identified in the General Plan. In particular, there are a few parcels that individually can be viewed as opportunity sites. One of these is a 24-acre vacant site owned by John Shelton. The other is the current site of Air Liquide, which measures 7.4 acres. Air Liquide manufactures acetylene gas and is a retail distributor of other gases such as helium and argon. They are among the top sales tax generators for the City. This use is considered legal nonconforming, which limits the facility’s potential to expand. In addition, their operations pose a significant risk to the existing and planned higher-density lands uses within the area.

# ALVARADO-NILES ROAD/DECOTO ROAD COMMERCIAL CENTERS



<b>Site Information:</b>	
Zoning	CC (Community Commercial)
General Plan	CR (Retail Commercial)
RDA	Portion (Safeway Marketplace)
Site Area	39.3 acres
<b>Zoning Regulations:</b>	
Lot Coverage	100 %
Maximum Height	100 ft
Setbacks	Front: 20 ft Side: 0 Rear: 0

**Area Description:**

This 39.3-acre commercial area serves the east side of town with a variety of community-serving commercial uses including retail, restaurant and services uses. This area includes approximately 350,000 square feet of commercial space and is comprised of two larger shopping centers and two smaller commercial strip malls that were developed between 1980 - 1990.

The Safeway Marketplace has two anchor tenants, Safeway and Rite-Aid Pharmacy, in addition to several smaller commercial businesses. The shopping center across Decoto Road is anchored by Marina Foods, an Asian grocery store, which took over the space from El Mercado in early 2000. This transition has resulted in additional businesses moving into this center that cater to an Asian clientele. It is anticipated that this shopping area will be utilized by residents and employees working in the Intermodal Station District due to its proximity and variety of commercial uses.