

HERCULES

RE: DEVELOPMENT



CITY OF HERCULES REDEVELOPMENT AGENCY NEWSLETTER • VOLUME 1 • ISSUE 2 • Q1 2008

Redevelopment! *Just What Does it Mean?* (Part I)



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If you've ever driven down any stretch of highway, chances are you have laid eyes on a vast piece of land that is in an empty, destitute state. If you were to drive in any city, any community, you might see a building beleaguered by decay and no longer able to keep up with the needs of our bustling times. What these two sites have in common is that they are primary candidates for redevelopment. Redevelopment is a government supported process which allows for the modernization of existing sites that are determined to be in a fragile state. Specifically, this term "redevelopment" refers to the reconstruction of areas that had been previously developed and occupied, but are no longer being utilized as they are most often plagued by poor physical and economic conditions.

A Redevelopment Agency is a governing body whose primary goal is to reverse these conditions. The agency is ultimately responsible for the implementation and supervision of the redevelopment program. Redevelopment programs are sanctioned and protected by State law, particularly the California Community Redevelopment Law (CRL), which signifies that any county or city can establish an agency by action of its governing body. Essentially,

a Redevelopment Agency operates under a City Council. While they are two separate governing bodies, their principal objective is to improve the quality of life for residents of the community by cleaning up and restoring areas that are deemed by law as "blight."

These "blighted" areas are abandoned and vacant lands once occupied by properties that are currently obsolete. Some of these areas may be complicated by hazardous chemicals. The planning, development, and eventual reconstruction of these areas are overseen by the Redevelopment Agency. The agency has the authority to rehabilitate, modernize and consolidate these floundering areas. The major goal of the agency is to clean up these deteriorating areas in order to encourage new housing and businesses to move into these sites. In essence, redevelopment invests in these areas as a means to draw in businesses that will inevitably bring in sales and utility tax revenue and improve the community as a whole.

An example of a "blighted area" transformed by a redevelopment plan and agency can be found in what Bay Area residents have now come to know as Bay Street Emeryville. (See "Redevelopment" Back Page)

TSUSHIMA BRIDGE

Phase I of John Muir Parkway Extension



There's Parking Just for You!

You're driving by, you see the electronic sign board notifying you that there are garage spaces available for you to park your car; you decide – drive all the way to San Francisco, or, take the next exit "Hercules", and park your car at one of the garage parking stalls available. That's the wave of the future – Smart Parking (www.ParkingCarma.org)– and the first signs are quite visible with the extension of the John Muir Parkway (Phase I) that is almost completed.

Phase I:

STARTING POINT: Alfred Nobel Drive just west of San Pablo Avenue

EXTENSION: 2,000 linear feet

STATUS: 45% completed

DELIVERY: Spring 2008

FEATURES:

- 4 lane road leading towards the western boundary of the city.
- Fully landscaped creekside
- New Tsushima Bridge (to be constructed) allowing exit point for Bayside developments

Phase II:

STARTING POINT: Where Phase I ends to the waterfront and the Multi-Modal Transit Center

EXTENSION: 1,800 linear feet.

STATUS: Pending

DELIVERY: TBD

FEATURES:

- matching that of Phase I
- connecting bridge to Bayfront Boulevard and Promenade neighborhood.

What does this mean?

It means, less intersection congestion or bottleneck specifically at a busy intersection. Residents in the west side of the city, most of whom take I-80 to work each day, will have exit and entrance points from/to John Muir Parkway/State Route 4 diverting the heavily congested intersection of Sycamore Avenue and San Pablo Avenue.

It also means, Hercules will be the regional hub – the first of its kind in West Contra Costa County. Within three years, the Intermodal Transit Center: Water Transit (Ferry Station), Railway Transit (Train Station), and the Bus Transit (Bus Station) will all be in one central location – right where Phase II of the John Muir Highway extension ends. There will be plenty of parking.

For more information on this project, please contact the City of Hercules Public Works Department at (510) 799-8241.



A History Waiting To Be Told

The City Council used to meet there; it was possibly the Powder Plant Superintendent's house, the Powder Plant worker's home, and it was a daycare at some point in time. Artists used to mentor their apprentices there, and for a while, it was unused and abandoned.

We're referring to the historical and newly rehabilitated Civic Arts building, one of the many historical buildings in Hercules awaiting its revival. Since 1980, the facility has been listed in the National Register of Historic Places under the Hercules Village.

What is the Civic Arts Building?

LOCATION: Railroad Avenue

AREA: 2,100 s.f.

STATUS: 90% completed

DELIVERY: early 2008

FEATURES:

- Unobstructed Bay Views
- Outdoor seating/patio area
- Kitchen and dining area
- Historical significance

A few months ago, it was boarded up, emptied and devoid of any human activity-just like the other buildings nearby. Now, in its final "make-over" stage, it awaits its new

caretaker, new purpose and the very human connection that makes our community so vibrant and alive.

Hercules is full of history, a history waiting to be told. According to Lynn Fissell, Secretary of the Hercules Historical Society and former Mayor, historical materials, photos and memorabilia have been acquired in order to re-tell "stories of the old days." She also states that the Civic Arts Building "isn't quite large enough to house the large historical collection (now in private storage)."

The restoration of the Civic Arts Building is a step in the right direction



Before Rehabilitation

The Civic Arts Building

to further preserve the City's history. Yet, as the public envisions a building large enough to house all the remnants of yesterday, the Civic Arts Building will introduce the community to days past; while concurrently indicating what is to come, a history that has waited so long to unfold.

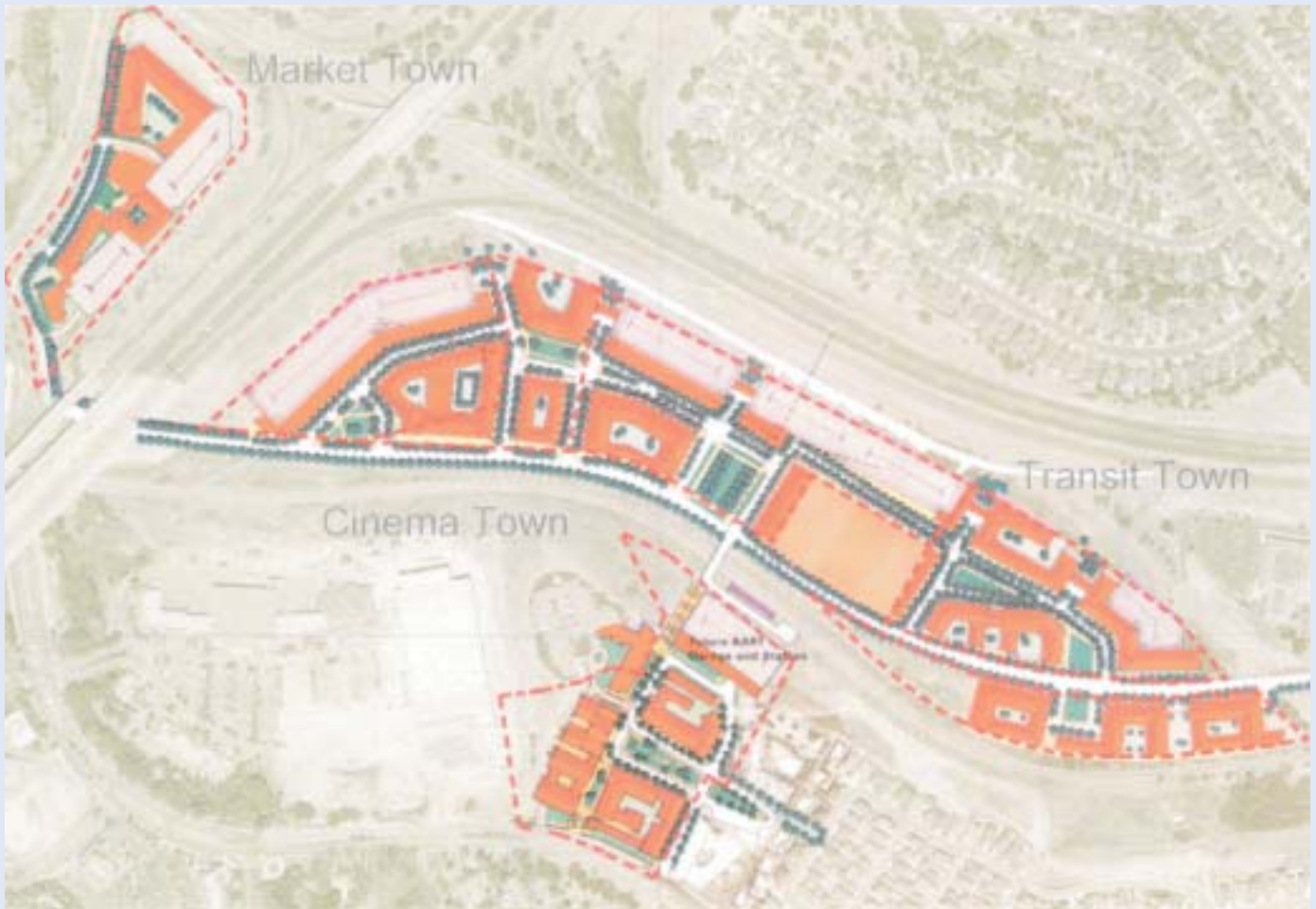
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To learn more about the Hercules Historical Society, visit its web site:

Interests pertaining to the commercial use of the Civic Arts Building can be directed to:

WWW.HERCULESHISTORICALSOCIETY.ORG

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Hercules, the Transit and Workforce Hub of the Bay

Easy access to the City of Hercules with its planned Intermodal Transit Center: Railway Transit (Train Station), Water Transit (Ferry Station), and Bus Transit (Bus Station) - all three stations in one central location, makes Hercules not only a transit hub, but a desirable workforce Hub for the Bay Area. The vision is clear – the City of Hercules is the gateway to the Bay Area, and here's what is being planned for its current and future residents.

The Hercules New Town Center

This is a proposed 35 acre mixed-use urban transit-based development at the interchange of the I-80 freeway

and State Route 4 within the City of Hercules. The project is within the City's Redevelopment Area and is made up of 7 parcels, ranging in size from approximately 3.0 acres to 8+ acres. The project consists of three phases with the Phase I groundbreaking expected to begin at the end of 2008.

Phase I: "Market Town"

Area: 6.62-acre.

Future Development Potential:

- 250 residential units
- 55,000 s.f. of retail space
- 60,000 s.f. office space
- Two parking structures, 800 spaces
- 3 open space areas:
- A Central Plaza

- Town Square (a mixed-use)
 - Courtyard (more private residential)
- Picture this Market Town around a central retail street, which will be used as the "Main Street" for shopping and residential activities. The "town squares" are designed to be within a five minute walk of each other. All three open space elements will be directly adjacent to the central "main street" spine road.

Phase II is projected to be the largest phase of the New Town Center and is envisioned to be a retail/entertainment destination for the region. It will be developed on 3 parcels totaling 17 acres.

(See "Hercules Hub" Back Page)

Hercules Hub (con't)

Phase II: "Cinema Town"

Location: east of the first phase, on the opposite side of I-80 and State Route 4.

Projected Development:

- 300,000 s.f. of retail spaces
- 30,000 s.f., 16-screen cinema
- 100,000 s.f. office space
- 600 residential units
- 2,500 structured parking spaces
- Additional 500 public parking spaces for transit users.

Phase III: "Transit Town"

The third and final phase of the New Town Center is envisioned to be predominately residential – the future workforce of the Bay Area. It will be located at the most eastern edge of the development farthest away from I-80.

Location: Eastern edge of I-80

Features:

- Area: 11 acres
- 450 residential units
- 20,000 s.f. retail space
- 10,000 s.f. office space
- 700 structured parking spaces
- Two additional "town squares"

With the additional parking spaces within the New Town Center, commuters can park their cars and be shuttled to the Intermodal Transit Center on the western boundary to catch their train, bus, or ferry.

For more information on the New Town Center, contact:

Steve Lawton

Community Development Director

(510) 799-8233

Redevelopment (con't)

In the past, Bay Street was a business and industrial area. An industrial decline in the 1980's had left this area beset by poor physical and economic conditions. What remained were acres of contaminated land, from a sulfur/insecticide plant. With the aid of a Redevelopment Agency, this site now contains a plethora of retail stores, restaurants, an AMC movie theater, and an apartment complex. This property not only attracts residents of the community, but legions of Bay Area residents alike.

The Bay Street Retail and Residential Project is just one success story and a shining example of how such land can be utilized to its fullest. Such improvements would be deemed impossible without the aid of a Redevelopment Agency, creating opportunities for you and your community all while meeting the needs of our changing times.

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