



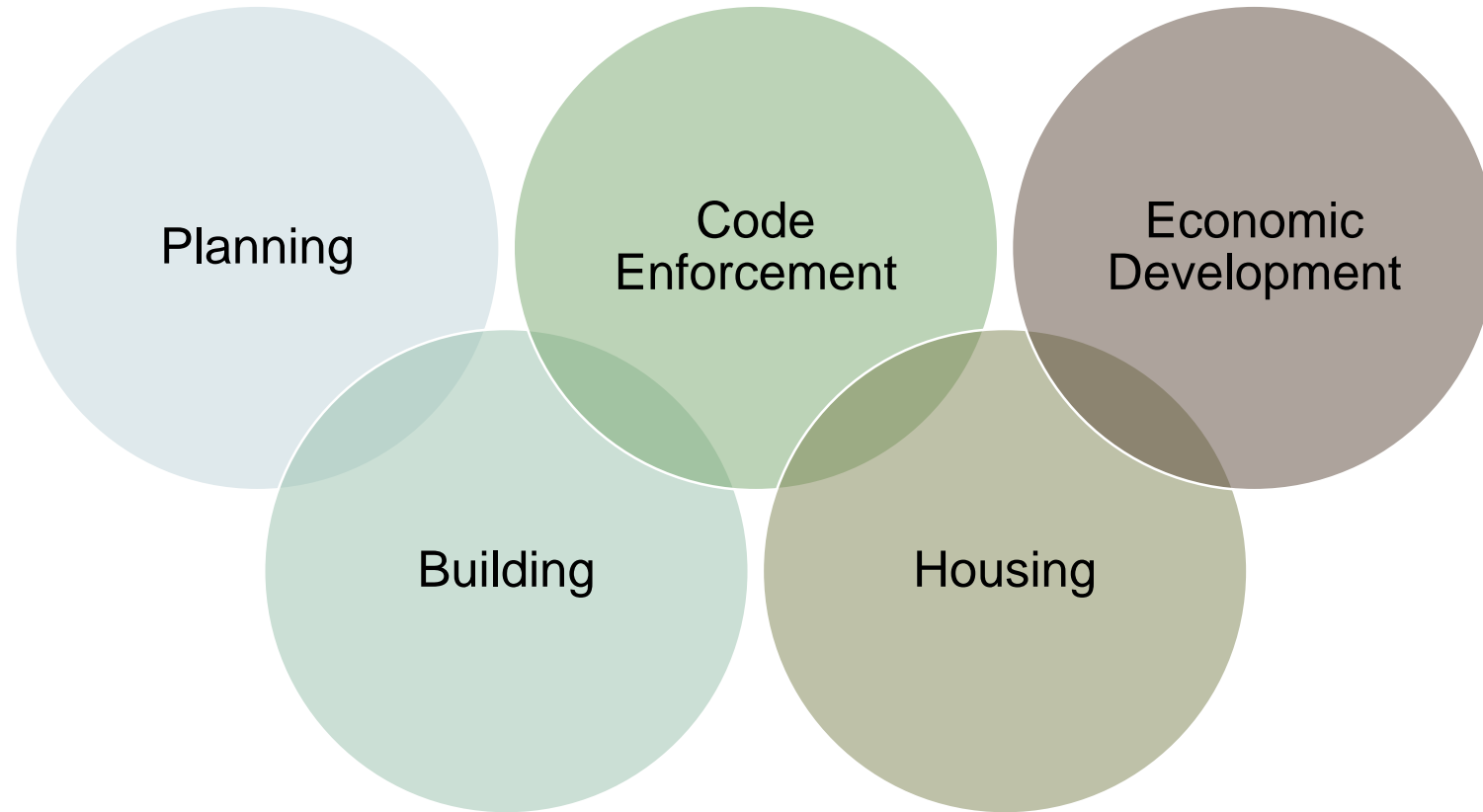
Community Development Update

Hercules City Council



05/13/2025

Community Development Programs



Meet the Team

Tim Rood

Director

Seana Field

Senior Planner

Shiva Matinpour

CD Specialist

Larissa Alchin

*Associate Planner
(contract)*

James Jonte

*Code Enforcement Officer
(contract)*

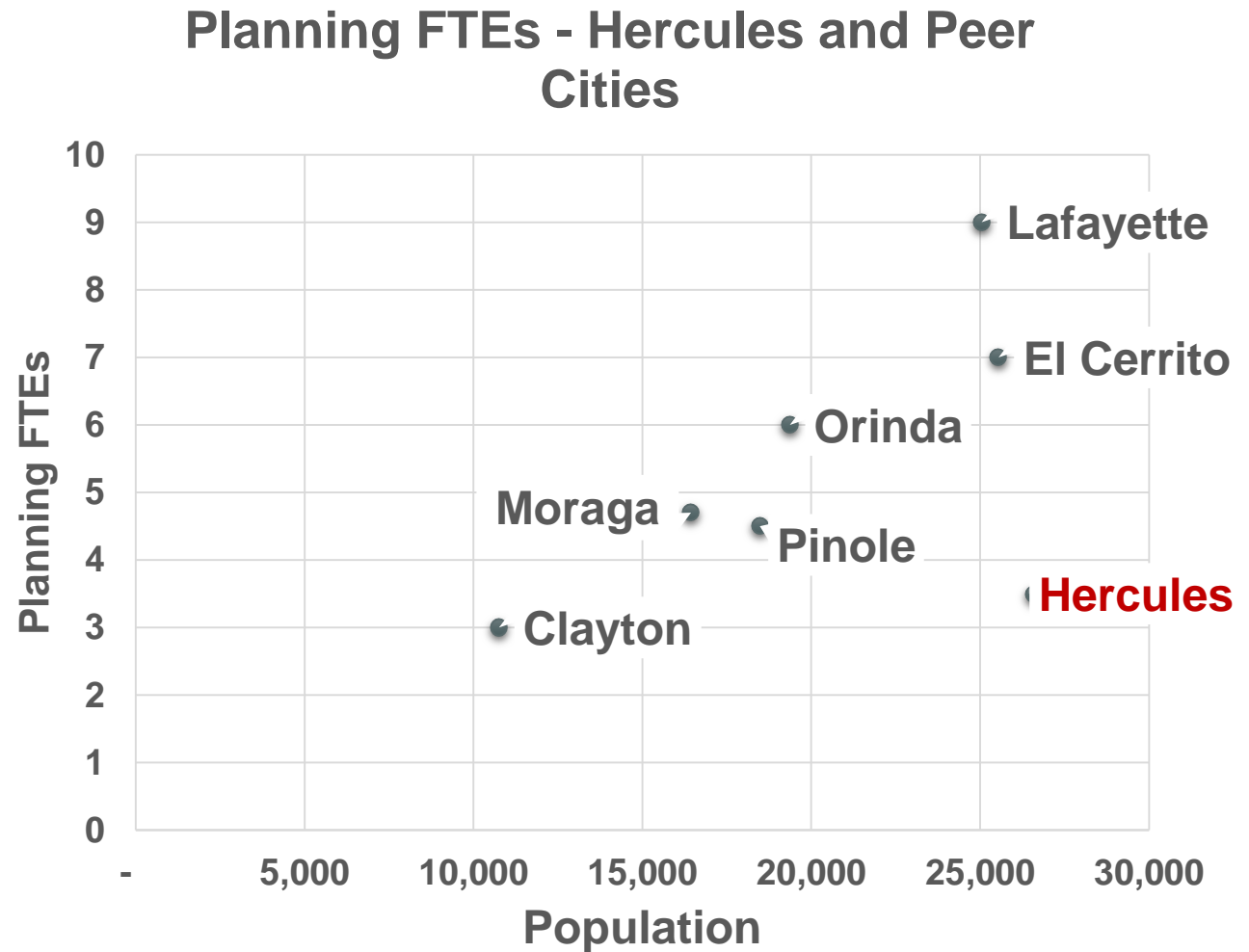
Bob Ross

*Wireless planner
(contract)*



Peer City Staffing

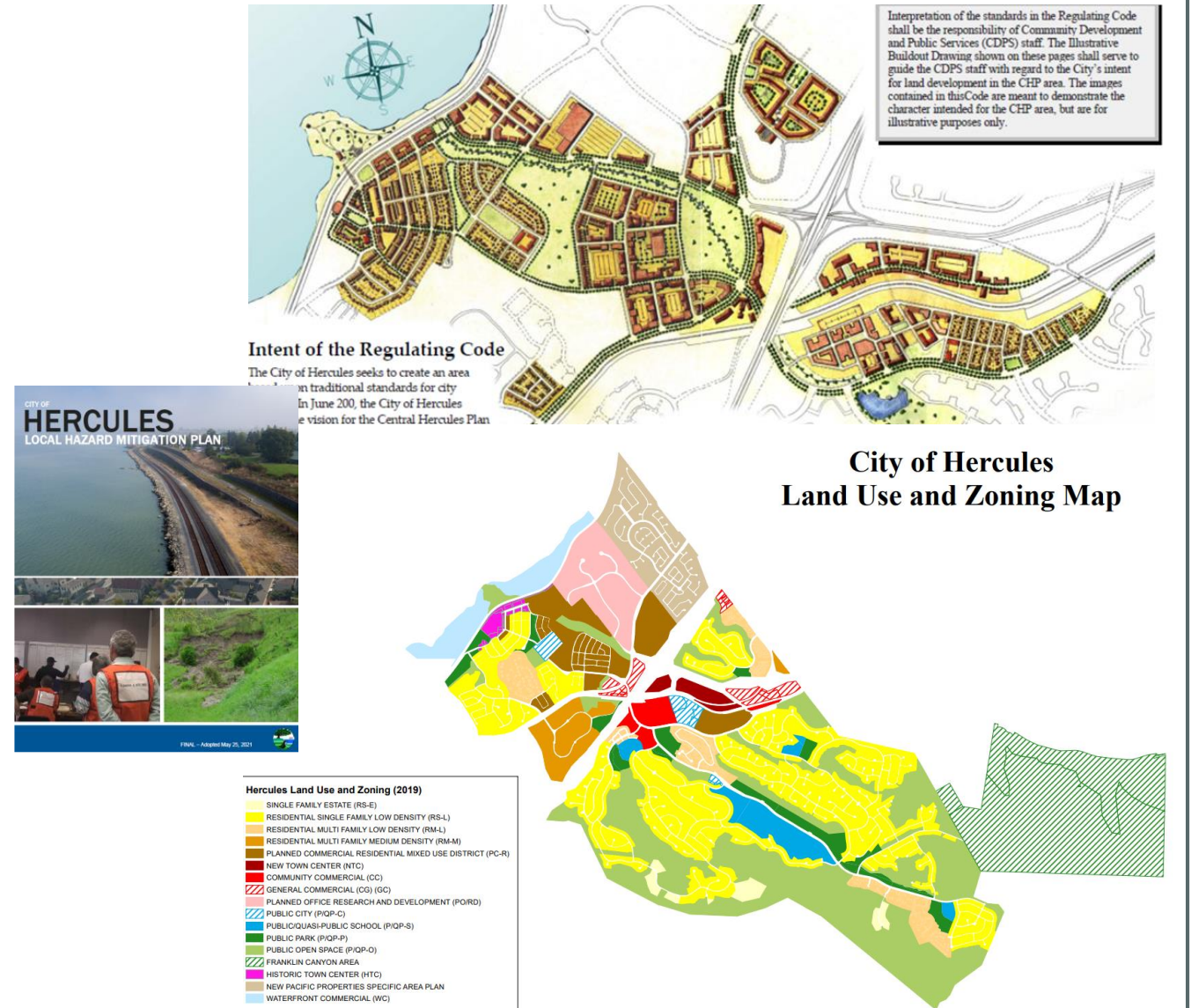
**Hercules CDD
has a very
small Planning
staff compared
to peer cities**



Planning

Long Range Planning

- General Plan
 - Housing Element Update
 - LHMP Update
 - Replacement RHNA sites
 - Resilient Shoreline Plan
- Zoning Ordinance Updates
- Mandatory Reporting
 - General Plan
 - Housing Element
 - Measure J
 - LHMP



Key Initiative: General Plan Update & EIR



- Supports Council's Strategic Goals:
 - Land Use Strategy
 - Economic Development Strategy
- Dedicated Funding from Permits
- Community Engagement Process
- Environmental Impact Report
- RFP to be released this summer
- 2 to 3-Year Timeframe to Adoption

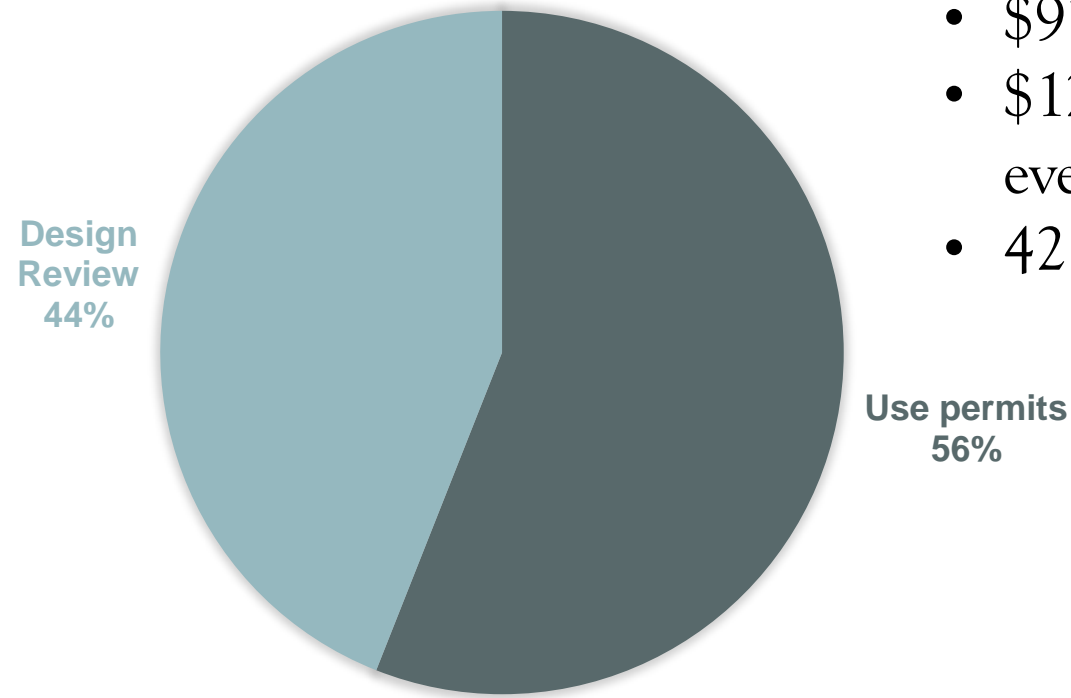
Planning

Current Planning:

- Use Permits
- Design Review Permits
- Lot Line Adjustments
- Agenda material for Planning Commission/Council
- Review Building permits for zoning/permit conformance
- Public Information
- Wireless applications, permits and leases
- Monitoring project compliance (COAs, MMRPs)



2024 Planning Permits



- 42 Planning permits reviewed
- 172 housing units proposed
- \$91,995 received in planning permit fees
- \$12,644 waived fees for cosponsored events
- 42 Planning inquiries (July-December)

Transportation Planning

- Hercules Hub
- Measure J Biannual reports and presentations
- I-80 Alternatives Assessment
- SR-4 Corridor Vision
- MTC Transit-Oriented Communities Policy
- STPG Grant Application
- General Plan Circulation Element update



Housing

Adopted 2023-31 Housing Element commits the City to many new programs, including:

- Provide affordable housing incentives, outreach and streamlining
- Support at least one voucher-based housing development project
- Revise code standards for senior housing, manufactured housing, etc. as needed
- Expand by-right processes and flexibility for adaptive reuse of nonresidential existing buildings
- **Develop policy and issue NOFA for Housing Asset Funds**
- Assist in pursuing funding applications for low-income housing projects
- Provide financial assistance to low-income homeowners for minor repairs

Housing Program Highlight: Home Repair

Draft FY 25-26 Budget includes \$30,000 to initiate a new home repair program

Implements Housing Element Program H1-4: Monitor and Preserve Affordable and At-Risk Housing

- Designed to improve living conditions and safety of residents in need
- Use available funding to provide financial assistance for minor repairs of homes owned and occupied by lower-income residents
- Eligible repairs include a wide variety of essential maintenance such as plumbing, electrical, painting, carpentry, roof repairs and masonry work
- Partnership with a local nonprofit organization, Rebuilding Together East Bay Network



Building Division

Partnership with County Department of
Conservation and Development

Intake, completeness check, payment for
Planning and Building applications

Impact fee collection

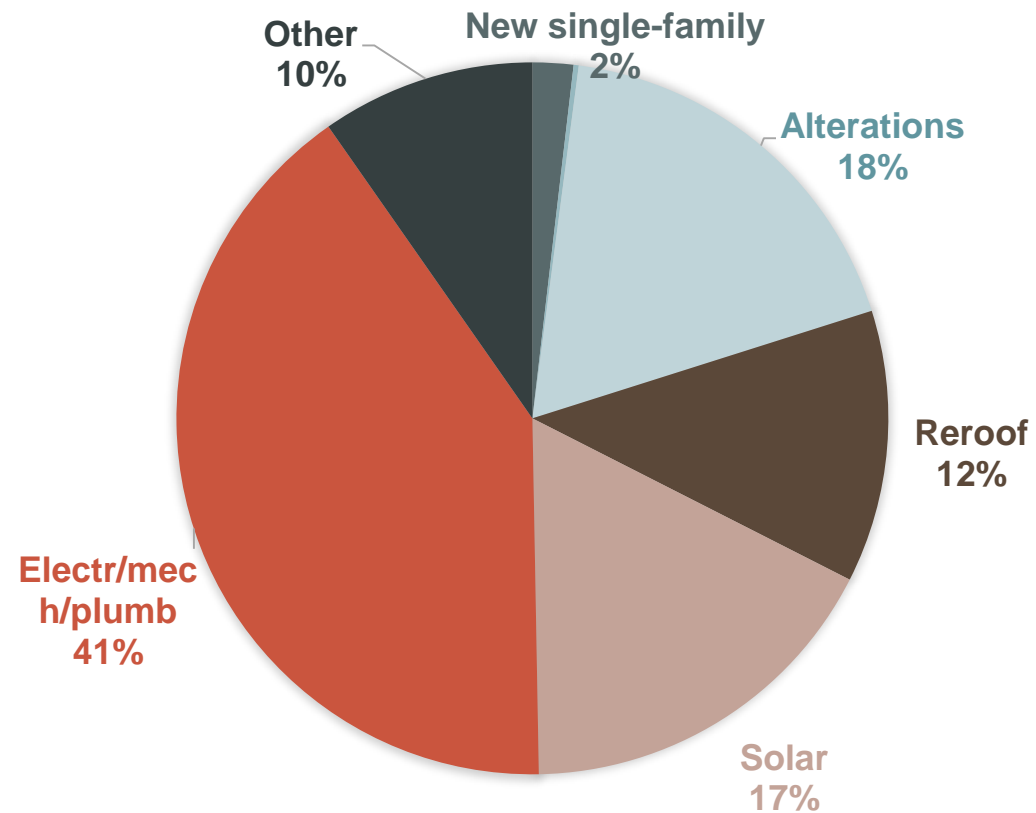
Counter service (public information)

Noticing for hearings and decisions

Project accounting and invoicing



2024 Building Permits



- 865 building permits issued in 2024
- Facilitated \$25 million in private investment
- \$120,796 received in building permit fees

Code Enforcement

In 2024:

114 requests opened

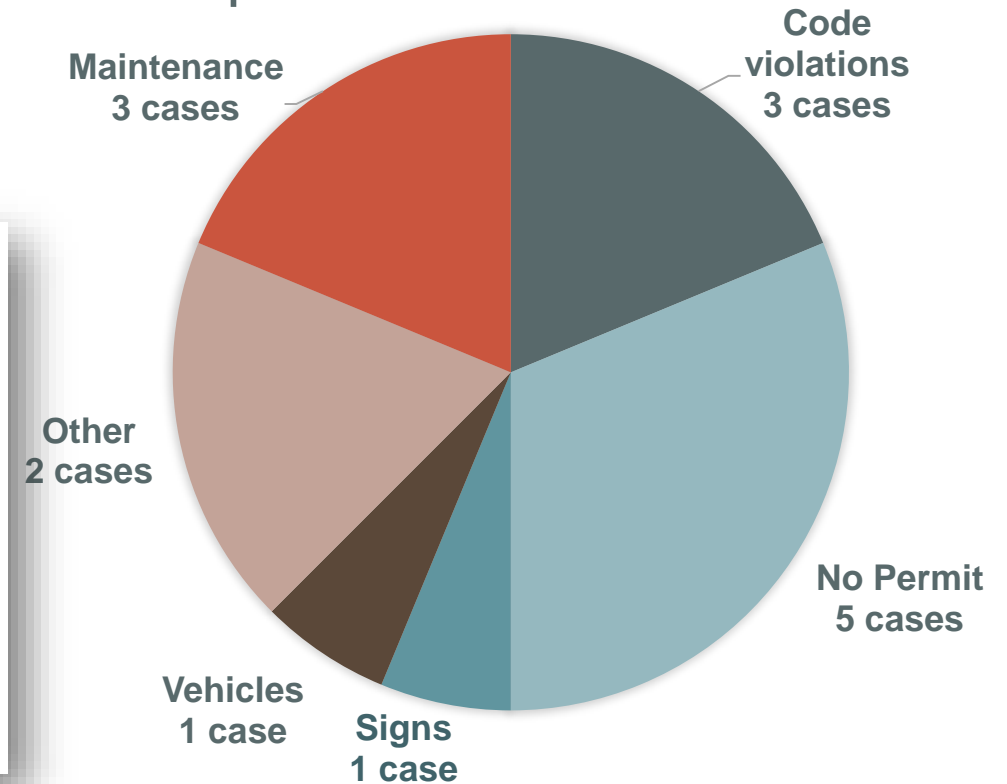
114 requests closed

18 Code cases opened

6 Code cases closed



Open Code Cases



REQUEST: 2703 By: Timothy Rood Entered on: 04/07/2025 3:16 PM

CUSTOMER INFORMATION (Employee - Community Development) (41 other records for customer)

Last Name: Rood First: Timothy Phone: 5107998251 Address: Email: trood@ci.hercules.ca.us Alt Phone:

* Topic: Garbage Container Storage

Request Type: Problem

Entered via: Web

Problem Location: 111 Civic Dr (129 other records at this location)

Time of Day:

Assigned to: Code Enforcement Office Leave blank for automatic routing

Status: Open

Priority: Normal

IP Address: 66.7.246.210, 1

Show more

Code Enforcement: [Create Case](#) [Link to Existing Case](#)

CITY OF HERCULES
COMMUNITY DEVELOPMENT DEPARTMENT
111 CIVIC DRIVE, HERCULES, CA 94547 - PH: (510) 799-8244
CODE ENFORCEMENT DIVISION

WARNING - INTENT TO NOTICE FOR ABATEMENT

Facility Type/Name: Commercial DATE: April 7, 2025
SITE ADDRESS: 111 Civic Dr CITY: HERCULES ZIP CODE: 94547-1771
OWNER/OCCUPANT: Hercules City Of TELEPHONE:

TYPE OF Complaint: APN 406150015 CASE # CE-25-0007
OTHER INSPECTION:

Violations/Observations:

Code Violation:	Code Section:	Violation:
Garbage can storage	4-10.04 (j)	Garbage cans located in front or side yards and visible from public streets.

Corrective Actions/Order:

Code Section:	Corrective Action:	Compliance Due Date:
4-10.04 (j)	Property Owner/ Tenant MUST REMEDY issue. Garbage and recycling containers must be screened from the public view. Receptacles should not be placed in the street earlier than 24 hours before the collection and should be removed no later than 48 hours after collection. Once correction to violation has been made Property Owner MUST contact Code Enforcement Officer to schedule re-inspection to verify and photo document voluntary compliance. After verification has been made Code Enforcement complaint/case will be closed.	

CORRECTED BY:

FAILURE TO COMPLY:
If the violation has not been corrected by the date above, the City may issue a formal Notice to Abate. Following such a notice, uncorrected violations may result in Administrative Citations, fines, and potential legal action to collect.

INSPECTED BY:

PRINT NAME:

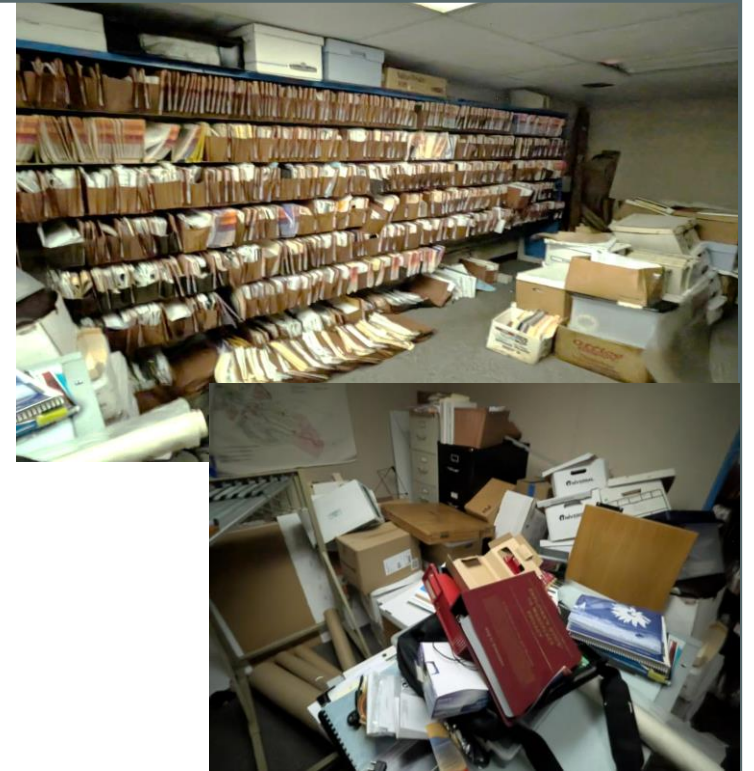
Special Project: Deferred Records Management

Planning permit records from ~1996 to 2011 are paper files stored in a portable building filled with debris

Other records are in mixed, unlabeled boxes in the attic

These records should be organized, digitized and saved to an accessible permit management system

- Planning permits are permanent records
- These records are important for establishing conditions of approval and providing a basis for evaluating future code enforcement complaints
- One parcel can have multiple different types of approvals and modifications
- A land management system is needed to tie permits to parcels



Land Management System Example

The screenshot displays a web-based Land Management System interface. The main window is titled "Land/Property details. Card number: 11806". It features a left sidebar with navigation options: General, Land / Property, Owner/Stakehol..., Titles, Map, Billing, and Reports. The central area is divided into several sections:

- Owners/Stakeholders:** A table showing property details for Card BA/22736, Certificate of Occupancy, Commencement 25/12/2001, and Number of 1. The owner is MALLAM ISA YUGUDA, a Person, with an ownership of 100.00, dated 12/11/2000.
- Map Form:** A map showing a grid of land parcels. Parcel BA/22736 is highlighted in red. Other visible parcels include BA/361, BA/376, BA/345, BA/22724, BA/1636, BA/11925, BA/22002, BA/1559, BA/379, BA/323, BA/1797, BA/1929, BA/18611, BA/370, BA/32, and BA/342.
- General Details:** A form containing the following information:
 - Card number: 11806
 - Card creation date: 10/04/2013
 - Is history: ☐
 - Plot number: BA/22736
 - Native/Government: Government
 - Land type: PLOT
 - Land use: RESIDENTIAL
 - Street (Close):
 - House number:
 - Area size: 5,549.75 Sq/M
 - Final value (N): 10,000,000.00
 - Description: BASED ON SHEET 49 SIR KASHIM IBRAHIM ROAD BAUCHI
 - Programme: ALLOCATION
 - Property type: RESIDENTIAL
 - Layout name: KIFRI ROAD LAYOUT
- Pending & Checked-In Files:** A table showing the following files:

File number	Workflow	Action
BS/MLHE/LAN/3374	Application for CofO (government)	
BS/MLS/LAN/30227	Application for CofO (government)	
BS/MLHE/LAN/22453	Consent To Assign	

A land management system is needed to tie permits to parcels

Economic Development

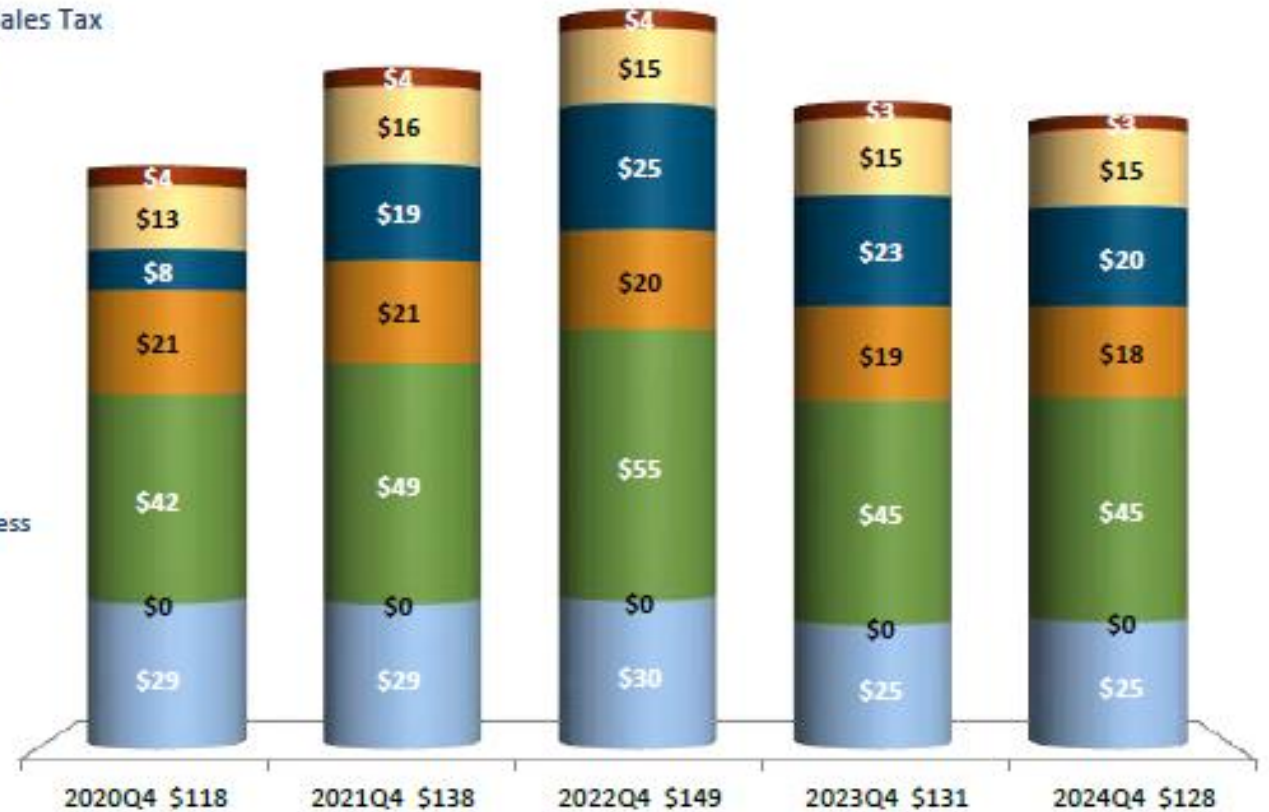
- Yiftee program
- Business Attraction Grants
- SBA Community Builders Network (in progress)
- Outreach to Major Employers, Businesses, Brokers, Bayfront Chamber
- Northern Waterfront Green Empowerment Zone
- County Economic Development Group
- East Bay EDA Development Directors Council
- Council ideas to help businesses



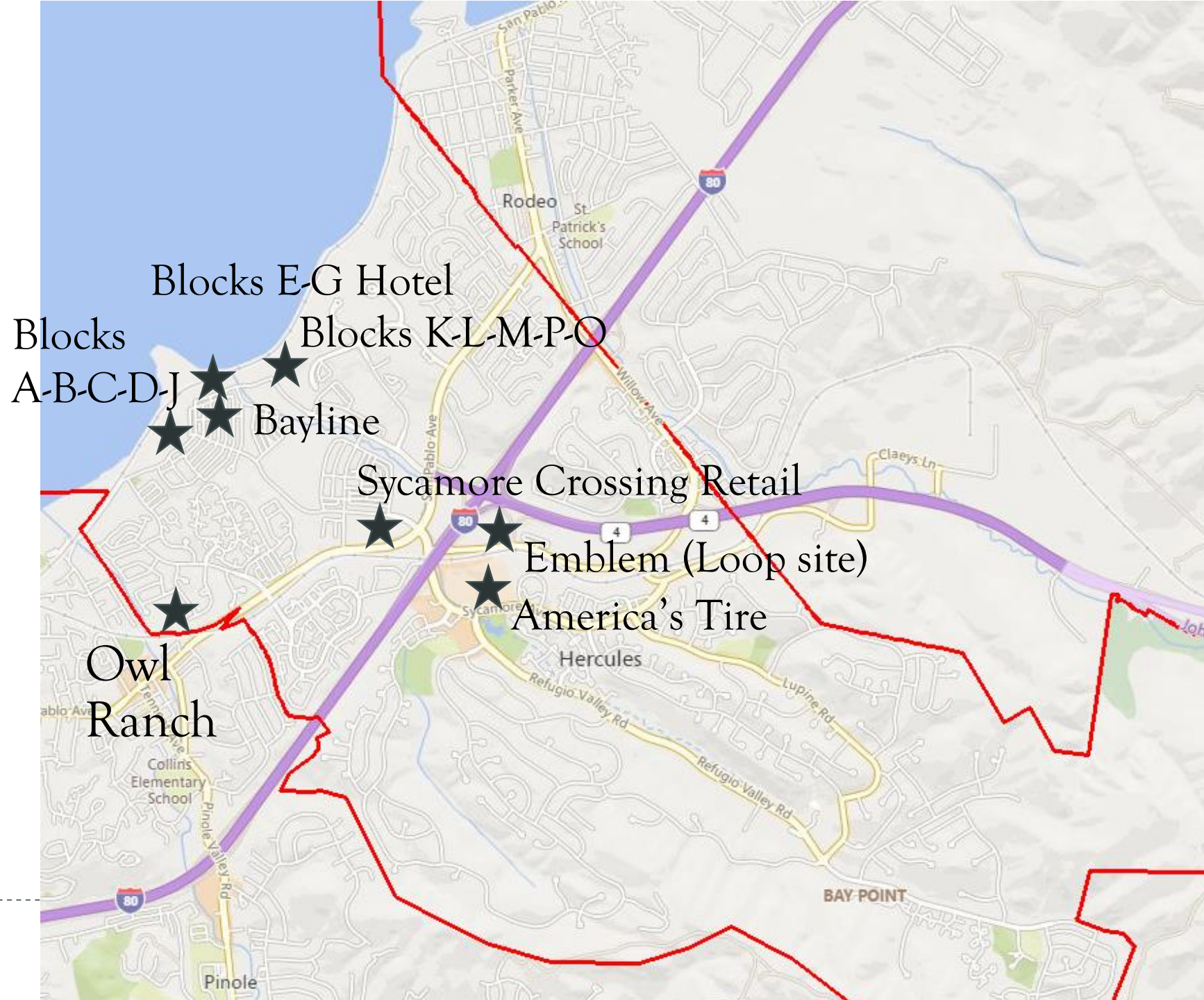
Sales Tax Receipts

- About \$3.7 million collected annually (YE 24Q4)

Hercules
Annual Per Capita Sales Tax
Adjusted for Inflation
(Constant 2020 \$)



Major Development Projects in Hercules





Owl Ranch

40 single-family homes on a
7.44-acre site

Developer: D.R. Horton

Sales center and models open





Bayfront

- A total of 459 housing units and 207 hotel keys proposed
- Four separate entitlements under review
- Two developers

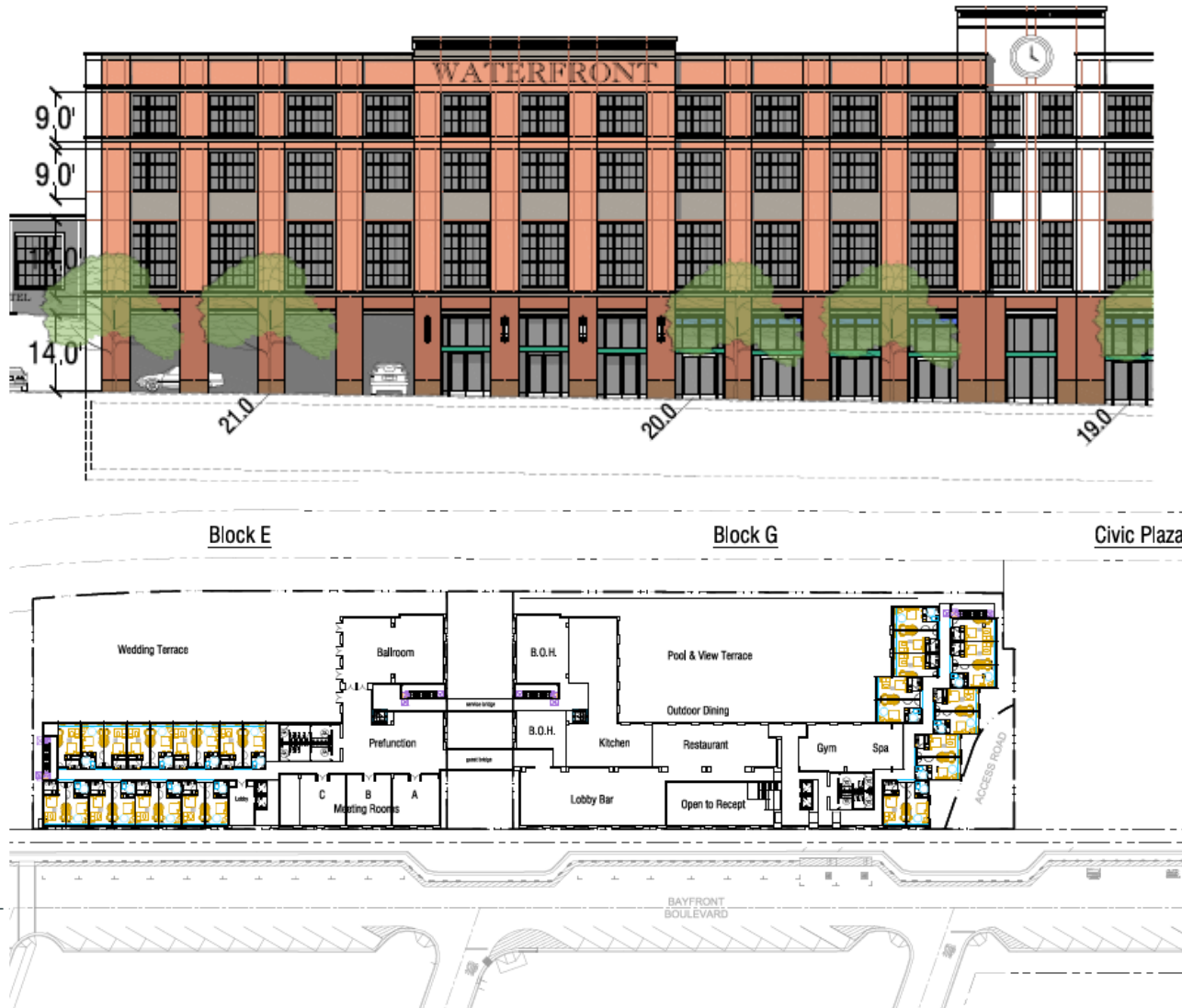


Bayfront Blocks KLMP&O

SB 330 proposal for 175
townhomes (incl. 22 live/work)
within the approved 90-acre
mixed-use Bayfront project

Master developer: Ledcor

Under review



Bayfront Blocks E&G Hotel

Proposed 207-key hotel with
retail, restaurant, meeting
rooms and amenities

Master developer: Ledcor

Under review



Bayfront Blocks ABCD&J

SB 330/Builder's remedy
proposal for 142 market-rate
townhomes and 36 affordable
apartments

Master developer: Ledcor

Under review



Front Elevation





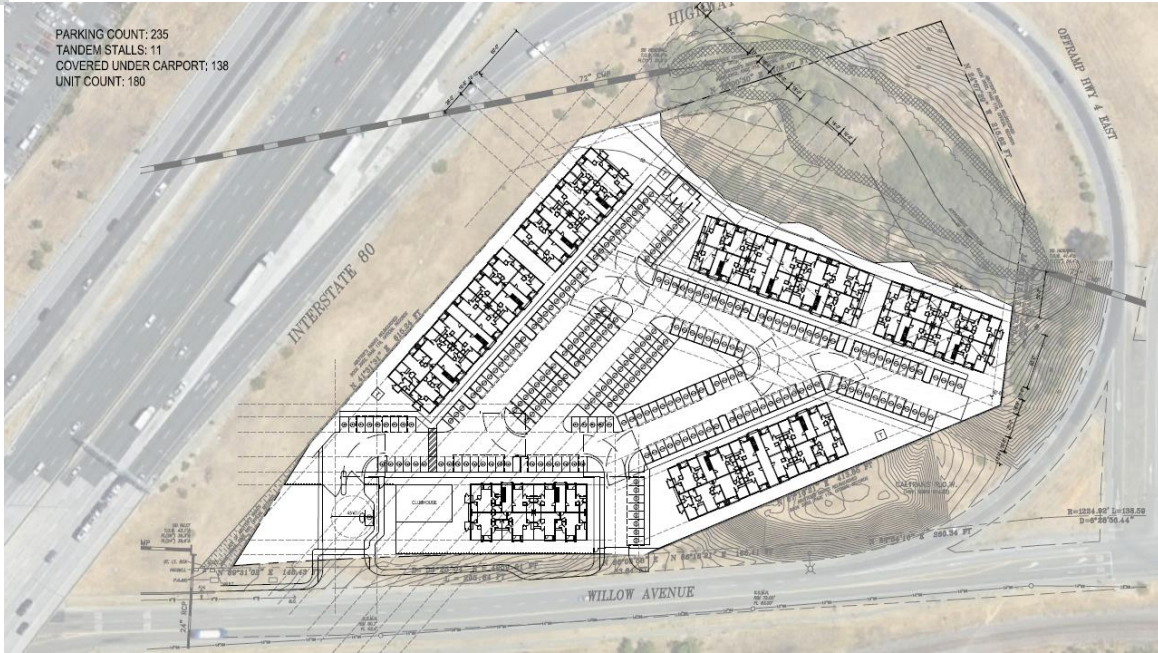
Bayline

Bayfront Blocks F&H

Proposed 110-unit affordable/workforce housing, with up to 25% of units reserved for people with disabilities

Targeting SB 35 ministerial approval and State Density Bonus

Developer: Community HousingWorks
Pre-application



Emblem Loop Site

SB 330/Builder's Remedy proposal for 162 market-rate and 18 affordable apartments

Requires City to identify and rezone adequate replacement RHNA sites within 120 days of project approval

Developer: Quarterra

Under review





Sycamore Crossing Retail

Approved for 29,511 sq ft retail

Master Developer: The Lewis Group

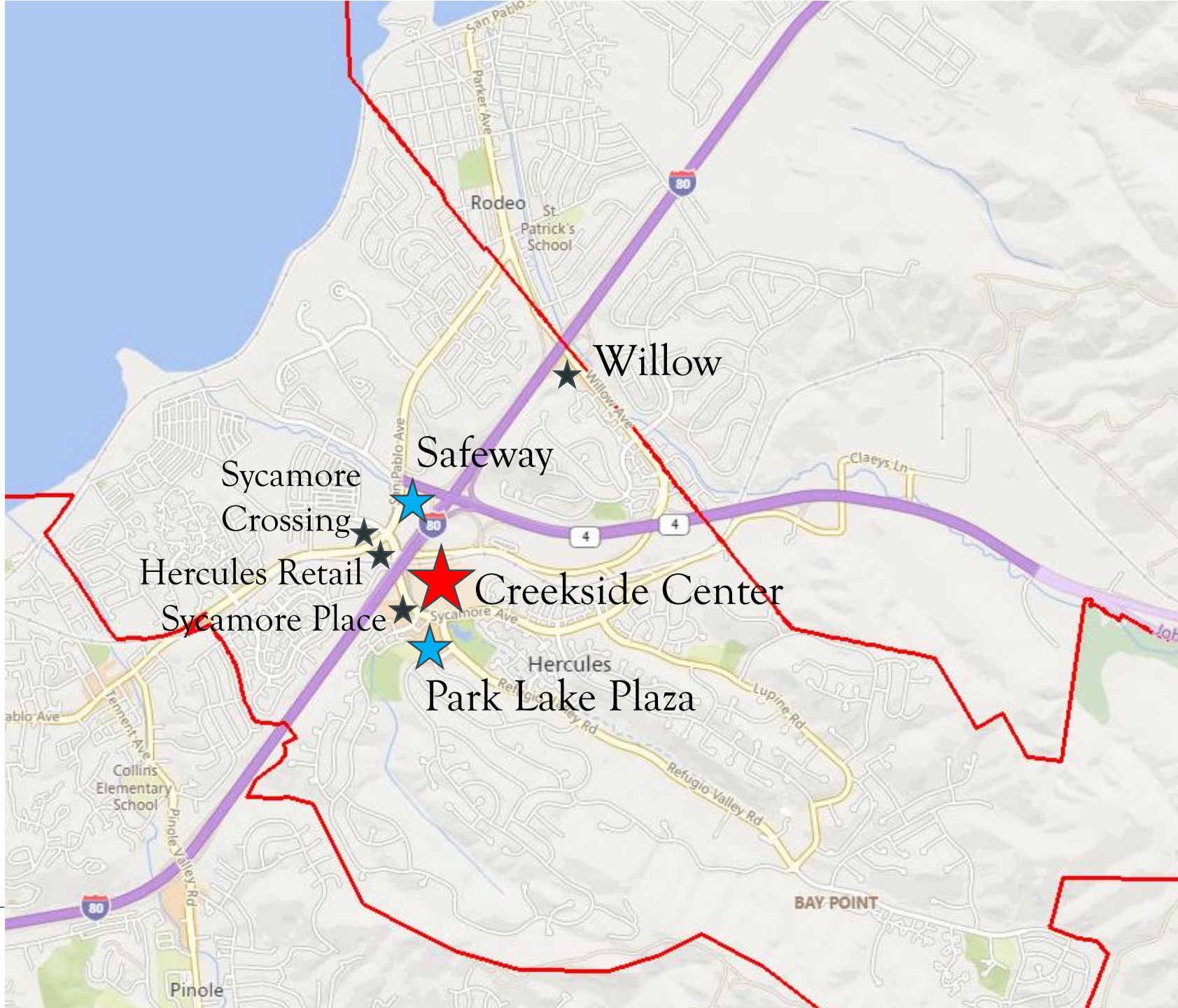
Leasing underway

Design Review Permit for modifications under review



Hercules Shopping Centers

- ★ Community
- ★ Neighborhood
- ★ Convenience



ICSC Shopping Center Classifications

HERCULES CENTERS

Community Center

- *Creekside*

Neighborhood Center

- *Safeway*
- *Lucky*

Convenience Center

- *Willow*
- *Hercules Retail*
- *Sycamore Place*

Power Center

- *Pinole Vista Crossing*

Lifestyle Center

- *Fourth Street*

U.S. Shopping-Center Classification and Characteristics												
Type of Shopping Center	Concept	Center Count	Aggregate GLA (Sq. Ft.)	% Share of Industry GLA	Average Size (Sq. Ft.)	Typical GLA Range (Sq. Ft.)	Acres	# of Anchors	% Anchor GLA	Typical Number of Tenants	Typical Type of Anchors	Trade Area Size
General-Purpose Centers		112,520										
Super-Regional Mall	Similar in concept to regional malls, but offering more variety and assortment.	620	778,336,548	10.2%	1,255,382	800,000+	60-120	3+	50-70%	NA	Full-line or junior department store, mass merchant, discount department store and/or fashion apparel store.	5-25 miles
Regional Mall	General merchandise or fashion-oriented offerings. Typically, enclosed with inward-facing stores connected by a common walkway. Parking surrounds the outside perimeter.	600	353,795,548	4.7%	589,659	400,000-800,000	40-100	2+	50-70%	40-80 stores	Full-line or junior department store, mass merchant, discount department store and/or fashion apparel store.	5-15 miles
Community Center ("Large Neighborhood Center")	General merchandise or convenience-oriented offerings. Wider range of apparel and other soft goods offerings than neighborhood centers. The center is usually configured in a straight line as a strip, or may be laid out in an L or U shape, depending on the site and design.	9,776	1,930,849,736	25.4%	197,509	125,000-400,000	10-40	2+	40-60%	15-40 stores	Discount store, supermarket, drug, large-specialty discount (toys, books, electronics, home improvement/furnishings or sporting goods, etc.)	3-6 miles
Neighborhood Center	Convenience oriented.	32,588	2,340,711,371	30.8%	71,827	30,000-125,000	3-5	1+	30-50%	5-20 stores	Supermarket	3 miles
Strip/Convenience	Attached row of stores or service outlets managed as a coherent retail entity, with on-site parking usually located in front of the stores. Open canopies may connect the store fronts, but a strip center does not have enclosed walkways linking the stores. A strip center may be configured in a straight line, or have an "L" or "U" shape. A convenience center is among the smallest of the centers, whose tenants provide a narrow mix of goods and personal services to a very limited trade area.	68,936	911,202,922	12.0%	13,218	< 30,000	<3	Anchor-less or a small convenience-store anchor.	NA	NA	Convenience store, such as a mini-mart.	<1 mile
Specialized-Purpose Centers		3,275										
Power Center	Category-dominant anchors, including discount department stores, off-price stores, wholesale clubs, with only a few small tenants.	2,258	990,416,667	13.0%	438,626	250,000-600,000	25-80	3+	70-90%	NA	Category killers, such as home improvement, discount department, warehouse club and off-price stores	5-10 miles
Lifestyle	Upscale national-chain specialty stores with dining and entertainment in an outdoor setting.	491	164,903,247	2.2%	335,852	150,000-500,000	10-40	0-2	0-50%	NA	Large format upscale specialty	8-12 miles
Factory Outlet	Manufacturers' and retailers' outlet stores selling brand-name goods at a discount.	367	87,368,113	1.2%	238,060	50,000-400,000	10-50	NA	NA	NA	Manufacturers' and retailers' outlets	25-75 miles
Theme/Festival	Leisure, tourist, retail and service-oriented offerings with entertainment as a unifying theme. Often located in urban areas, they may be adapted from older--sometimes historic--buildings and can be part of a mixed-use project.	159	23,498,769	0.3%	147,791	80,000-250,000	5-20	Unspecified	NA	NA	Restaurants, entertainment	25-75 miles
Limited-Purpose Property		62										
Airport Retail	Consolidation of retail stores located within a commercial airport	62	15,452,860	0.2%	249,240	75,000-300,000	NA	NA	NA	NA	No anchors; retail includes specialty retail and restaurants	NA
Total Industry		115,857										
Total Industry	Traditional + Specialty + Special Purpose	115,857	7,596,535,781	100.0%	65,568							

Sources: ICSC Research and CoStar Realty Information, Inc. (www.costar.com)

January 2017

Hercules Shopping Centers

Creekside Center – Community Center

Anchor: **Home Depot**

170,000 sq ft; 30,000 sq ft Big Lots! space available

Park Lake Plaza – Neighborhood Center

74,000 sq ft, Anchor: **Lucky**

Safeway Center – Neighborhood Center

65,000 sq ft; Anchor: **Safeway**

Willow Avenue Plaza – Convenience Center

29,000 sq ft. Starbucks, Mazatlán, El Cuscatlán, etc

Hercules Retail Center – Convenience Center

20,000 sq ft. Kinder's, Starbucks, etc

Sycamore Place – Convenience Center

13,000 sq ft, Vacant due to reconstruction



Shopping Center Vacancies

Creekside Center – Community Center

Anchor: *Home Depot*

170,000 sq ft; 30,000 sq ft Big Lots! space available

Park Lake Plaza – Neighborhood Center

74,000 sq ft, Anchor: *Lucky*

Safeway Center – Neighborhood Center

65,000 sq ft; Anchor: *Safeway*

Willow Avenue Plaza – Convenience Center

29,000 sq ft. Starbucks, Mazatlán, El Cuscatlán, etc.

One 1,200 sq ft suite available

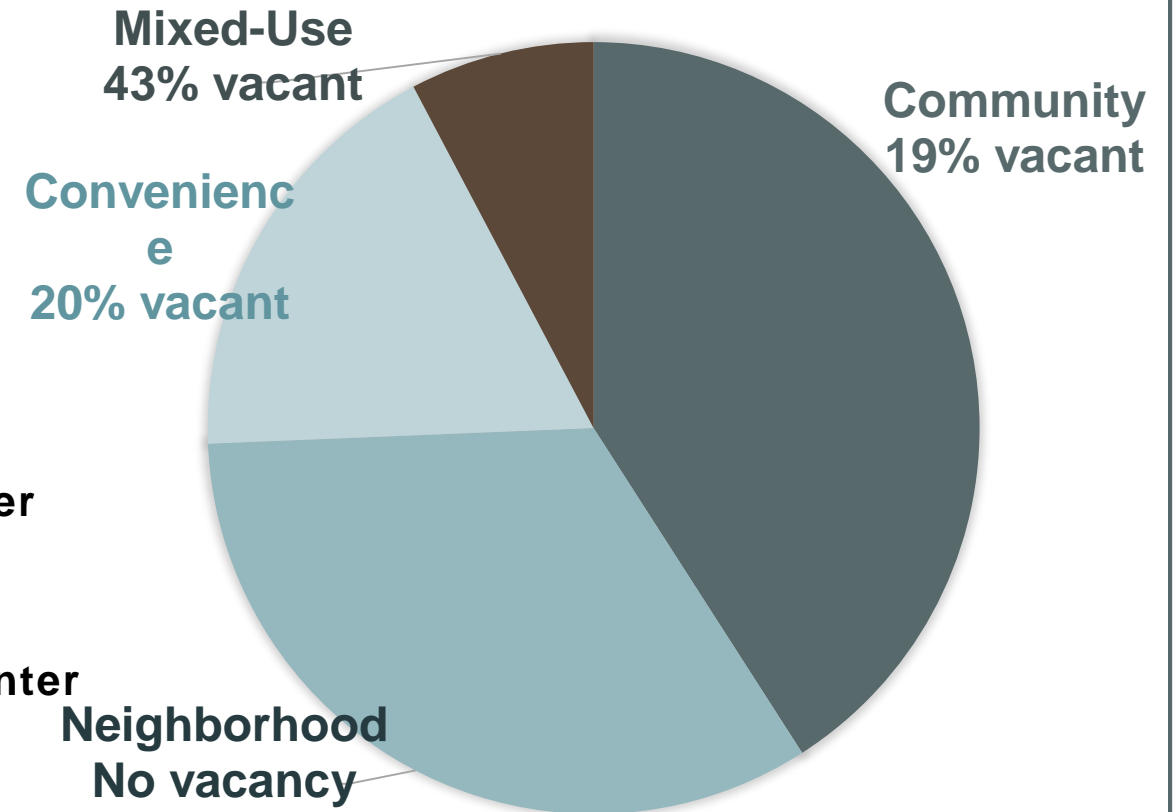
Hercules Retail Center – Convenience Center

20,000 sq ft. Kinder's, Starbucks, etc

Sycamore Place – Convenience Center

13,000 sq ft, Vacant due to reconstruction

Retail Square Footage by Type



Overall, 13% total vacancy in shopping centers

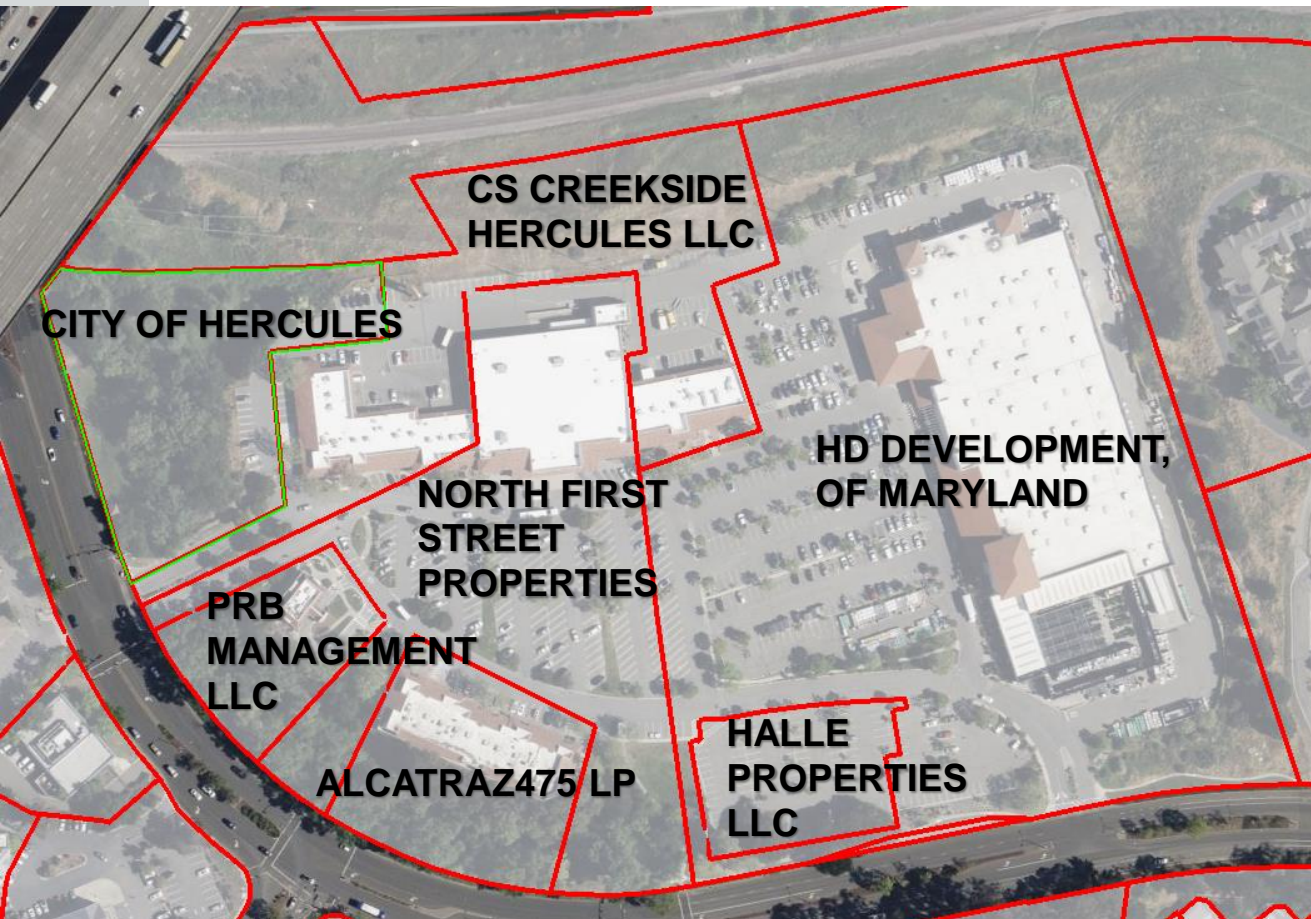
Retail Opportunities

Based on 2024 leakage analysis, opportunities include:

- Auto Dealers
- Furniture/Home Furnishings
- General Merchandise
- Grocery Stores
- Specialty Food Stores
- Health/Personal Care
- Clothing/Shoe Stores
- Department Stores
- Beer/Wine/Liquor Stores
- Bars/drinking places

	5 Min	10 Min	15 Min
Population	44,301	103,606	225,449
Daytime Population	31,194	74,882	174,105
Households	15,360	36,750	78,107
Average HH Income	\$124,159	\$113,992	\$102,380
Average Age	42	41	40
White Collar	70%	65%	59%
College Degree & Above	43%	40%	35%





Creekside Center

Community Shopping Center

- Built 1984 to 2004
- 170,000 sq. ft.
- 19% vacant (Big Lots!)
- 8 new leases since January 2023
- \$ 1.172 million invested in 2024
- 7 property owners (!)
- Home Depot responsible for overall exterior maintenance, pavement, and monument signs per CC&Rs
- Repairs include red curbs, striping, new ADA parking, dry rot repair



America's Tire

Approved 8,938-square foot
tire store at Creekside Center

Under construction

Includes 2 EV chargers and
6 EV-ready spaces

Park Lake Plaza Neighborhood Center

- Built 1990-91
- 74,000 sq. ft.
- 0% vacant
- 3 property owners
- \$130,000 invested in 2023-24
- McDonald's drive-thru expansion in 2023



Safeway

Neighborhood Center

- Built 2021
- 65,000 sq. ft.
- 0% vacant
- 2 property owners
- 11 DC fast EV chargers and one Level 2 charger; solar canopy/generator/battery coming in 2025
- \$5.4 million being invested





Hercules Retail Convenience Center

- Built 1999
- 20,000 sq. ft.
- 0% vacant
- One owner (acquired 2022)



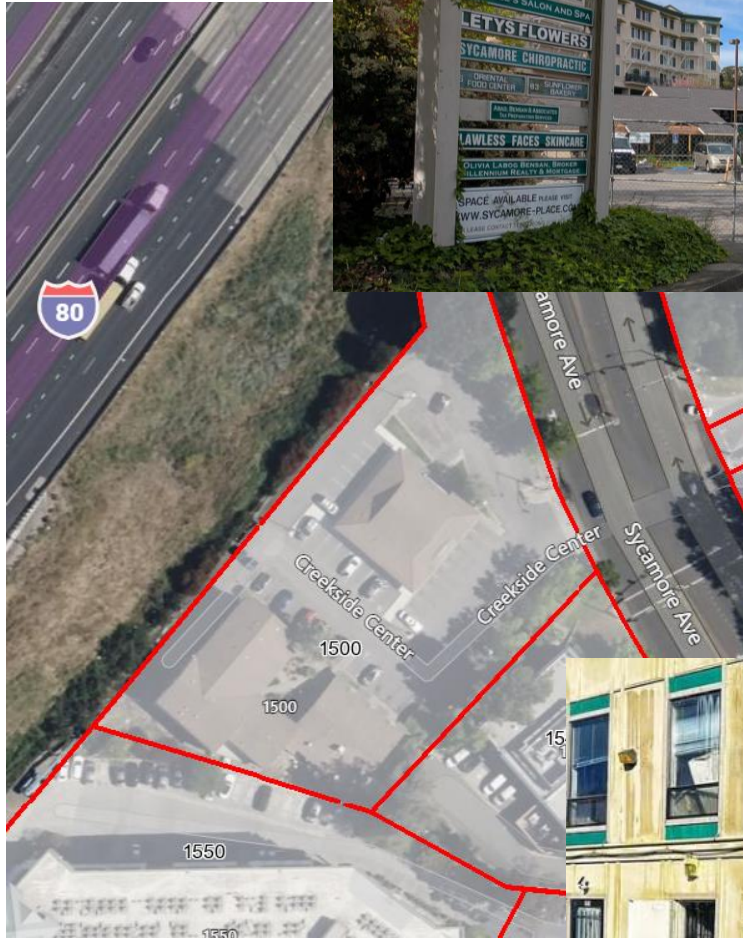
Willow Center Convenience Center

- Built 1990, 2000, 2010
- 28,000 sq. ft.
- 5% vacant (1 space open)
- 4 property owners
- \$325,000 invested in 2023-24
- Starbucks remodel 2023



Sycamore Place Convenience Center

- Built 1984
- 13,000 sq. ft.
- 100% vacant
- Under reconstruction following 2023 fire
- \$388,000 being invested



PHỞ HANOI 89



HŌM
COFFEE



New Businesses

*Grant awardees

Tommy's BBQ*

Pho Hanoi 89*

Sugar Toof*

HŌM Coffee*

BT Nails & Spa

Starbread Bakery

Key Initiative: Shopping Centers

- Councilmembers desire improvements such as Tesla chargers, new signage, planter boxes, and additional trash receptacles
- Property owners/managers would need to authorize expenditures and maintain facilities
- City could offer incentives
- To be explored further with Economic Development Committee





Thank you!

Hercules City Council



05/13/2025