



Goodwill Retail Store with Drive-Up Donation Operations

Conditional Use Permit CUP 26-01 & Design Review Permit DRP 26-01



1551 Sycamore Avenue · Creekside Shopping Center · Hercules, CA

PUBLIC HEARING — JULY 6, 2026



Overview

Goodwill of the San Francisco Bay proposes to occupy the vacant former Big Lots building in Creekside Shopping Center — a change of tenancy with interior improvements, a new rear donation door, a trash compactor, and updated signage.



31,631 SF

Existing building
(no added floor area)



CC District

Community Commercial
zoning & GP designation



≈ 31 jobs

New employees
(max. 14 per shift)



9 AM – 9 PM

Daily hours
(staff from 8 AM)



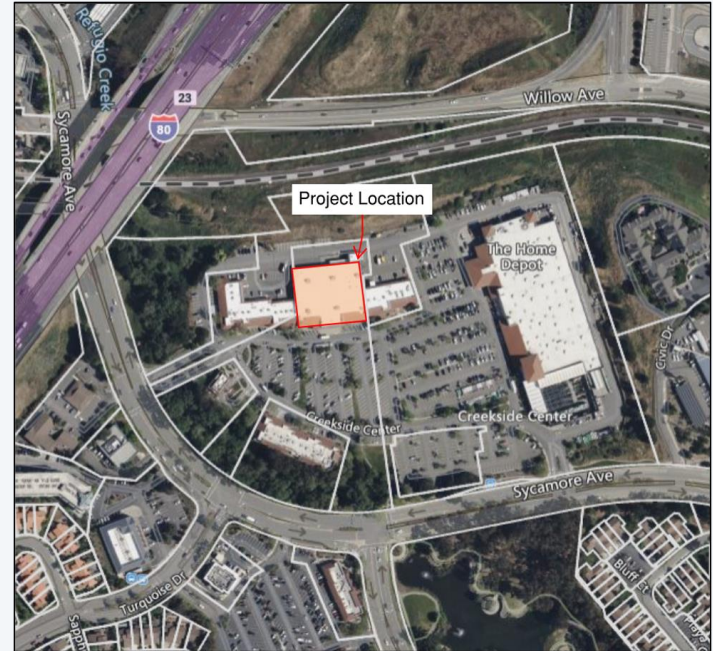
Staff Recommendation: Approve CUP 26-01 and DRP 26-01, subject to the recommended Conditions of Approval, and find the project categorically exempt from CEQA.



Site & Setting

- 4.456-acre parcel (Parcel 3 of Parcel Map 477-82) within Creekside Shopping Center
- Multi-tenant retail center anchored by Home Depot (±190,567 SF total)
- Surrounding uses: general retail, food service, and personal-service commercial
- Fully developed — building, surface parking, drive aisles, and landscaping in place
- Most recently operated as a Big Lots store; that entitlement has expired

CREEKSIDE SHOPPING CENTER





The Proposal



Use & Operations

- Retail sale of new and donated used goods — clothing, household items, furniture
- Hours 9 AM – 9 PM, Mon–Sun (employees from 8 AM)
- ≈ 31 employees; maximum 14 per shift
- No alcoholic beverages sold or served



Physical Improvements

- Interior tenant improvements: ADA restrooms, LED retrofit, sorting/production area
- New 12' × 8' rear donation door with concrete landing and ramp
- New trash compactor and pad in the existing loading-dock area
- Replacement and new signage (reviewed under DRP 26-01)



No expansion of building area, no change to the site plan, layout, or landscaping, and no reduction in parking.



Drive-Up Donation Operations

Donations are received at the rear (north) of the building, with operational commitments that protect the center's character:



Attended drive-up

Dedicated attendant receives donations from vehicles during all open hours



Business hours only

No overnight drop-offs; motion chime alerts the attendant on arrival



No outdoor storage

No exterior storage or display of donations or merchandise at any time



24/7 monitoring

Live-streamed video plus an after-hours deterrent speaker system



Screened back-of-house

Tinted sliding doors screen the interior work area from public view



Efficient queuing

Under-1-minute turnover; space for 4+ cars off the parking & drive aisles



Parking



No spaces removed

The project does not remove, reconfigure, or reduce the parking anywhere in the center



Comparable demand

Same retail use classification and intensity as the prior retail tenancy



Pre-existing deficit

The center-wide deficit was created by prior approvals — not this project



No new exception

Does not trigger a new Parking Exception under HMC § 13-32.500



Proposed Signage Program

Sign	Type	Area
Sign A — Primary façade (south)	Replacement face	154.17 SF
Freeway pylon + 2 monument signs	Replacement faces	Existing structures
Sign B — Wall sign (south)	New	33.92 SF
Sign C — Wall sign (north)	New	28 SF
West entrance directional sign	New	3.9 SF
Temporary banners	Temporary	Limited per HMC

Design Quality

- Halo-lit reverse pan-channel brushed-aluminum letters on Deep Brown panels — consistent across all signs
- Freestanding signage limited to new faces within existing cabinets — no new structures, height, or area
- Materials compatible with the center's established character



REPLACEMENT WALL SIGN

Sign A – Primary façade (South)

Fabricate and install one set of lighted letters and logo.

To be Halo-lit, aluminum reverse channel letters.
Letter finish to be horizontal brushed.
Letter depth to be 5"
Letters pegged off background 2".
Illumination to be white LED's.

Backlit with white LED's. (Double normal amount)

Goodwill copy on logo to be routed out and backed with white acrylic.

154.17 Sq. Ft.
SIGN A

Fascia
Painted Goodwill brown.





NEW WALL SIGN

Sign B — Wall sign (south)

Directional Signage

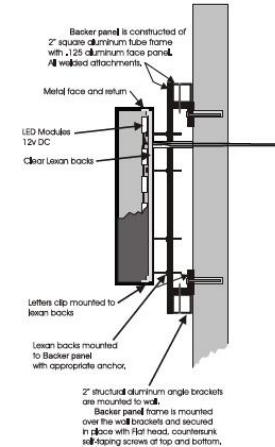


33.92 Sq Ft.

SIGN B

Fabricate and install one set of lighted reverse pan channel letters. Letters to be brushed aluminum with 3" deep returns. Peg off background 2". All backlit with white LED's.

Background panel to be 2" deep aluminum frame with aluminum face surface. Montex textured finish painted Dunn Edwards De6077 "Deep Brown"



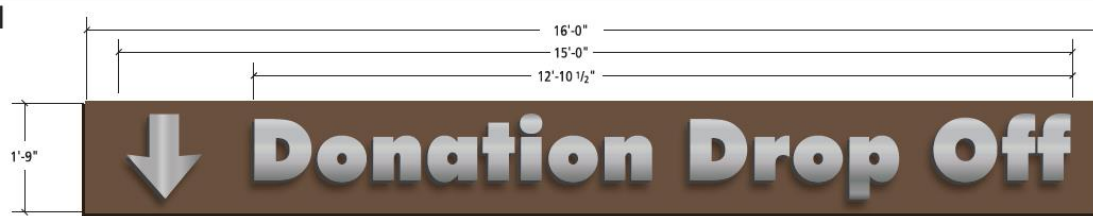
Side view cut-thru detail of sign, background panel and wall attachment
APPLIES TO ALL 3 SIGNS



NEW WALL SIGN

Sign C — Wall sign (north)

Directional
Signage



28 Sq Ft.
SIGN C

Fabricate and install one set of halo-lit reverse pan channel letters.
Letters to be brushed aluminum.
Letters to have 3" returns.
Peg off background 2".
All back-lit with white LED's.

Background panel to be 2" deep aluminum frame with aluminum face surface.
Montex textured finish painted Dunn Edwards De6077 "Deep Brown"





REPLACEMENT FREESTANDING SIGNS

Freeway pylon + 2 monument signs





NEW DIRECTIONAL SIGN

West Entrance Directional Sign

Fabricate and install one Single-sided directional sign.

1/8" thick face panel to be painted to match Dunn Edwards De6077 "Deep Brown".
2" square aluminum tube supports to be painted to match
Dunn Edwards De6151 "Warm Butterscotch".

Copy to be brushed alum vinyl, with white outlines as shown.

Note: Top of posts to be capped. Posts extend into ground 18" for concrete footing.

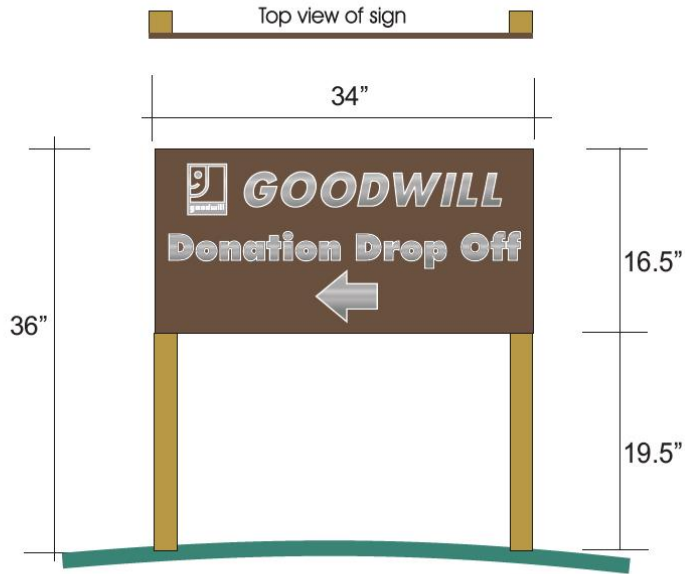
3.9 Sq Ft.



West view



South view





Wall Sign Area — Analysis

HMC § 13-34.302(3)(A) allows 1 SF of wall sign area per lineal foot of customer-serving storefront.

Single frontage (south, 191.5 LF)

baseline allowance

191.5 SF

Two storefronts (south 191.5 + rear 35 LF)

allowance applied

226.5 SF

Proposed combined wall signage

Signs A + B + C

216.09 SF

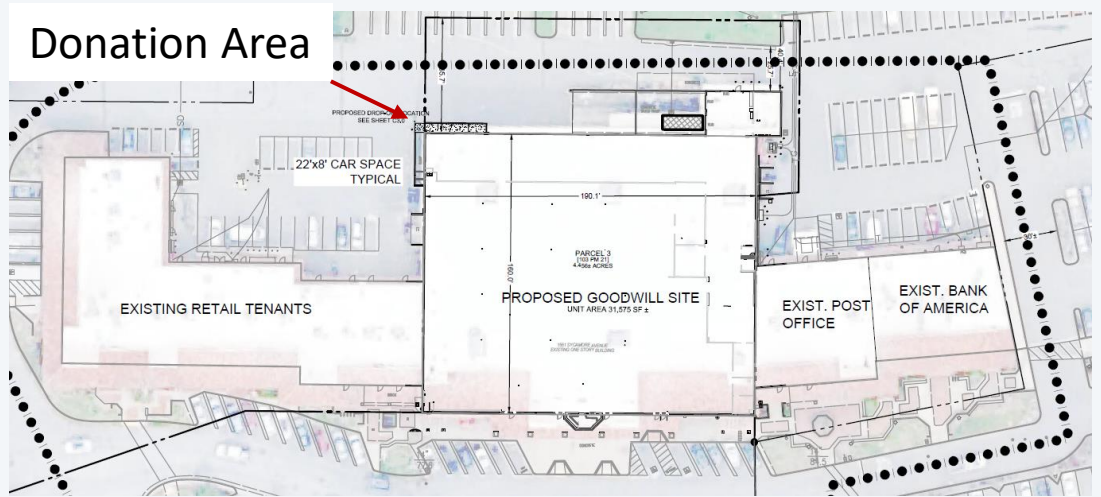


Conforms on a two-storefront basis (rear is a customer-serving donation entrance).



DESIGN REVIEW

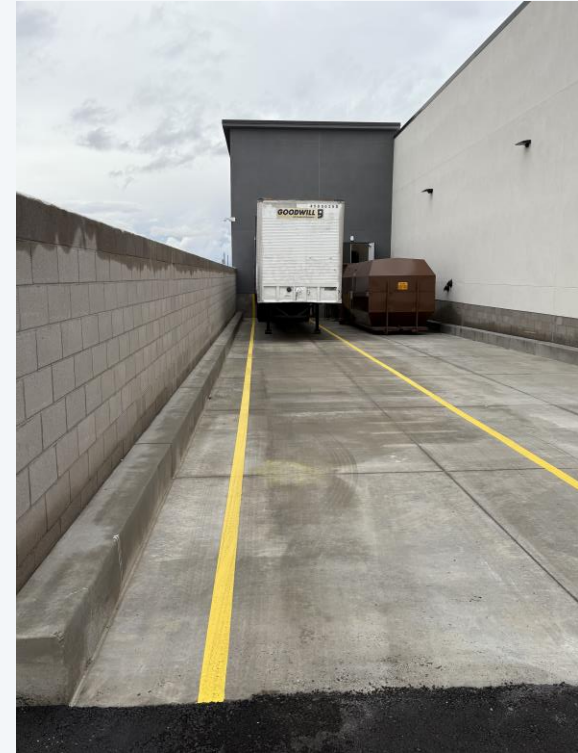
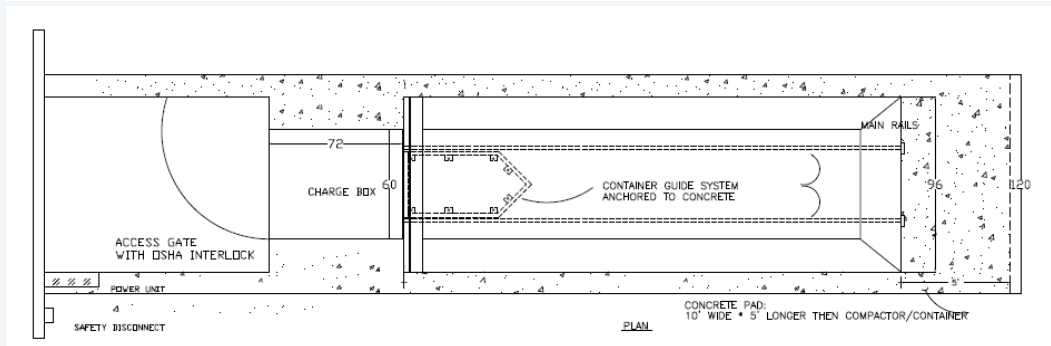
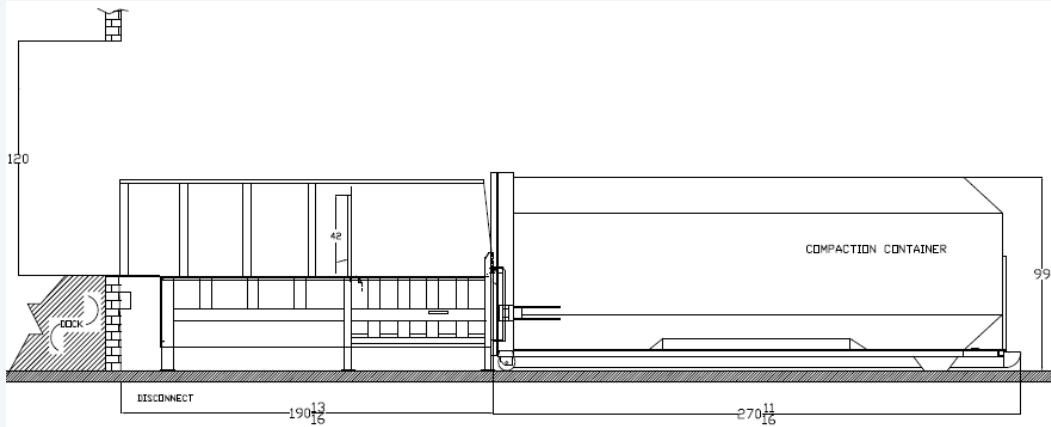
New Donation Door & Signage





DESIGN REVIEW

New Trash Compactor





Required Findings

Conditional Use Permit

HMC § 13-50.300

- ✓ Consistent with the General Plan (CC designation)
- ✓ Conforms to the purposes of the CC district & zoning
- ✓ Compatible in design, scale & operating character
- ✓ Adequate access, traffic, utilities & services
- ✓ No significant environmental impacts

Design Review Permit

HMC § 13-42.500

- ✓ Complies with the Zoning Ordinance & General Plan
- ✓ In the interest of public health, safety & welfare
- ✓ Sound site design, circulation & access
- ✓ Quality architecture, materials & screening
- ✓ Landscaping consistent with design standards

Supporting analysis is provided in the staff report and Exhibit A of the Draft Resolution.



CEQA Determination



Categorically Exempt — Class 1 (Existing Facilities)

CEQA Guidelines, 14 CCR § 15301

- Change of occupancy within an existing commercial building
- Minor alterations only — interior work, one rear door, a compactor pad, and signage
- Negligible expansion of use; consistent in type & intensity with the prior tenancy
- No unusual circumstances; none of the § 15300.2 exceptions apply



Key Conditions of Approval



Hours of operation

9 AM–9 PM daily; no operations or donation acceptance outside approved hours



Attended donations

Attendant present all hours; no unsupervised bins; items removed within 1 hr of opening



No outdoor storage

No merchandise, goods, trash, or equipment stored or displayed outside



Signage

Install per approved package & Creekside Master Sign Program; banners time-limited



Trash compactor

Maintained clean per solid-waste & vector-control rules



Security & Cameras

Install and maintain video security equipment to discourage off-hours donations

Full conditions — including Building, Fire, and Public Works requirements — appear in Exhibit B of the Draft Resolution (Attachment A).



Recommendation

1

Find the project categorically exempt from CEQA

Class 1 — Existing Facilities, 14 CCR § 15301

2

Approve CUP 26-01 and DRP 26-01

Subject to the Conditions of Approval in the Draft Resolution (Attachment A)

Questions & Discussion

CUP 26-01 · DRP 26-01 · 1551 Sycamore Avenue