

South Cordelia experiencing growth

South Cordelia (Central Way and Pittman Road) is active with retail and light industrial development during these challenging economic times.

Fairfield's south Cordelia area has grown tremendously over the years and has evolved to include residential development (The Ranch subdivision, Bridgeport Ranch Apartments, and the River Oaks and Bella Vita new home developments). The area also boasts new hotels, offices, service commercial and industrial space and a variety of retail establishments that rely on a regional market and the freeway.

One focal point of new development is the Green Valley Ranch master-planned center located at the terminus of Central Way and Pittman Road. This property is a ten-acre master planned commercial development. Fairfield Inn & Suites was the first occupant opening last year. In early January 2008, Bay Valley Foods, Inc., opened Fairfield's first Del Taco restaurant. Bay Valley Foods' related company, Bay Valley Development, is currently constructing an 8,100-square foot retail building adjacent to the Del Taco.

We recently spoke with Indy Pahwa, Head of Operations for Bay Valley regarding Del Taco and the new retail.

"Fairfield's Cordelia area is attractive to us to develop and operate a new Del Taco, along with the additional retail," said Indy Pahwa. "The location has great highway access and is developed with residential and business uses to support restaurant and retail. Our Del Taco store has had an excellent response from the community. We attract regular repeat customers from local businesses that frequently visit our restaurant three or four times a week.

"For our retail development, we would like to fill our space with uses that attract hotel customers, the residential neighborhood, and the business community. There is no neighborhood shopping center in the area, so convenience-oriented uses like dry cleaners or a nice restaurant are needed. Our retail building will be constructed as a shell that can be partitioned to any size for a retail/restaurant use," Mr. Pahwa noted.

In addition to the Bay Valley project, another 9,100-

square foot retail building is under construction near Del Taco.

Down the street from Green Valley Ranch, JSJ Electrical Display will soon start construction on an 18,000-square foot light industrial building at the end of Grobric Court (off Central Way).

JSJ is an electrical display company assisting Northern California businesses in the engineering, design, permitting, fabrication, and installation of outdoor signs and monuments. Their fabrication expertise employs vinyl, aluminum and acrylic applications. Brian Schneider, one of the partners of JSJ, expressed his excitement about the pending building construction.

"I have been a resident in Fairfield for over 25 years and have been awaiting the right opportunity to locate our business in town," Schneider said.

JSJ has been located in an 11,000-square foot building in Benicia for the past 14 years. JSJ has 26 employees that will make the move. Most of the employees currently live in Fairfield/Vacaville/Benicia area. "There is potential for hiring some new employees as we expand," said Brian Schneider.

"When we started to consider relocating our business, we originally looked at spaces for lease. However, with our unique fabrication business, it works better if we own the building. Fairfield is active with a lot of buildings requiring new project signage. We also will focus more on servicing the needs of businesses with existing signs", Schneider said.

JSJ's Development Review Application submitted to the City's Planning Division, exhibits a metal clad building embellished with jade slate and black granite accent materials. The building was designed by Herb Hughes, a local architect in Green Valley.

Some of the JSJ Electrical Display signage that our readers may be familiar with include, Cordelia Plaza, Green Valley Crossings clock-tower, Applebee's Restaurant, and Suburban House Furniture.

Economic Notes is an update from Fairfield City Hall written by Brian Miller and Karl Dumas of the Fairfield Community Development Department. They can be contacted at 428-7461.