

# CITY OF SAN LEANDRO

## MEMORANDUM

**Date:** June 18, 2008

**To:** City Council Shoreline - Marina Committee

**From:** John Jermanis, City Manager

**By:** Cynthia Battenberg, Business Development Manager

**Subject:** CREATION OF A SHORELINE DEVELOPMENT CITIZEN ADVISORY COMMITTEE TO PROVIDE PUBLIC INPUT ON THE DEVELOPMENT OF AN ECONOMICALLY VIABLE PLAN FOR THE 40-ACRE SHORELINE-MARINA OPPORTUNITY SITE

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### SUMMARY AND RECOMMENDATION

The Shoreline-Marina Committee, at their June 10, 2008 meeting, directed staff to create a Shoreline Development Citizen Advisory Committee (Shoreline CAC) to provide input to the City Council and development team on development concepts for the Shoreline area. A draft mission statement and outline of the committee selection process follows. Staff requests feedback and recommends the Shoreline-Marina Committee approve the mission statement and proposed process and timeline for creation of the Shoreline CAC.

### BACKGROUND

After receiving public input on potential development of a 40-acre Shoreline-Marina opportunity site, the City Council released a Request for Qualifications in November 2007 for a Master Developer to develop the site. Staff conducted a thorough review of the five qualified development teams. An Ad-Hoc Committee interviewed two of the teams and in May 2008 recommended staff begin negotiating an Exclusive Right to Negotiate Agreement (ERNA) with Cal-Coast Development. The Ad Hoc Committee also recommended staff create a Shoreline CAC. The Shoreline-Marina Committee, at their June 10, 2008 meeting, concurred with the Ad Hoc Committee's recommendations.

A draft ERNA is scheduled to be brought to the Committee in September or October of 2008 and then forwarded to Council. In order to have the Shoreline CAC activated once an ERNA is adopted, it is necessary to start the process of selecting members at this time. This report includes an outline of the process along with a draft of the mission statement for the Shoreline CAC.

### Shoreline CAC Mission Statement

A mission statement is necessary to clearly define the responsibilities of the Shoreline CAC. Many elements of the Transit-Oriented Development Strategy CAC (TOD CAC) will be incorporated into the process of selecting Shoreline CAC members. However, the mission of the Shoreline CAC is markedly different. The TOD CAC's activities were supported by \$500,000 in grants and included the creation of a strategy which promotes downtown livability and pedestrian and transit improvements through 2030. The TOD CAC's mission was to create a strategy for future development. The Shoreline CAC's responsibility will include visioning, however, emphasis will be placed on providing feedback to the development team and City Council on the type of development (hotel, conference center, restaurants, office, residential, retail, etc) that would work synergistically and complement current shoreline amenities. A requirement that the development plan be economically viable is essential. A draft mission statement follows:

*The Shoreline Development Citizens Advisory Committee's mission is to provide input to the City Council and development team on a comprehensive master plan for the Shoreline area that provides complementary amenities to the citizens of the City of San Leandro, connects the amenities with current shoreline uses, recognizes the development value of this desirable regional location and how commercial development can fund public amenities and services, addresses logical phasing of development, requires little or no City investment, and results in a Shoreline which is self-supporting.*

### Shoreline CAC Selection Process

In order to select a diverse group of individuals and stakeholders to represent the citizens of San Leandro, the City would solicit applications. Outreach efforts would include press releases to the Daily Review and San Leandro Times, two advertisements in "City Corner", notice on the City's website, notices to homeowners associations, business associations and religious organizations, Chamber of Commerce outreach, notices to Shoreline business owners and tenants, and outreach to individuals suggested by City Council members. Applications would also be sent to members of the Board of Zoning Adjustments as well as Planning, and Park and Recreation Commissioners.

Recommended composition of the Shoreline CAC includes City board members and commissioners, residents, property owners, business owners and representation from the various stakeholder groups such as boat owners, stakeholder and interest groups, affordable housing advocates, environmentalists, etc. Several criteria could be used to select the committee, such as:

- Geographic distribution of applicant pool
- Ethnic, gender and age distribution
- Balance between long-time residents and newer residents
- Commission and board representation
- Business representation
- Interest group representation
- Subject matter experts

Mayor Santos, at the June 10, 2008 Committee meeting, announced that the Shoreline CAC Selection Committee would be made up of: Mayor Santos, Councilmember Starosciak, Assistant City Manager Steve Hollister, and Business Development Manager Cynthia Battenberg.

### Shoreline CAC Topics

The meetings for the Shoreline CAC have not yet been set, but will likely begin in October and occur on Wednesday evenings and one or two Saturdays at the Marina Inn. The following are likely topics of discussion:

- Introductions and sharing of individual's interest in the project
- Overview of the Shoreline Enterprise Fund, past development efforts, and challenges of the boat harbor
- Review of the process to date, including the environmental report and public opinion poll results
- Site visit and discussion of potential development pads, access points, connections and constraints
- Review of traffic and access issues
- CAC ideas for development
- Discussion of master plan concepts
- Review of market assessment reports and discussion of financial feasibility

### Proposed Timeline

<u>Date</u>	<u>Action</u>
June 24	Shoreline Committee approve CAC's mission statement and selection process
July 7	Shoreline Committee recommendation reported out to City Council
July 11	Release Shoreline CAC application and begin outreach
August 29	Applications due
September 23	Selection Committee recommendation to Shoreline Committee
October 6	Shoreline Committee recommendation to City Council
October 22	First Shoreline CAC meeting

### **CONCLUSION**

A Shoreline CAC will provide staff and the development team with the valuable and necessary public input needed to ensure a financially feasible development concept which serves the needs of the community. Staff requests feedback and recommends the Shoreline-Marina Committee approve the mission statement and proposed process and timeline for creation of the Shoreline CAC.