

Shoreline Development Citizens Advisory Committee Walking Tour Notes

January 10, 2009

Marina Overview

The Shoreline Area is part of the 1,800 acres of City owned land situated on the eastern shore of the San Francisco Bay at the western end of Marina Boulevard, commonly referred to as the Shoreline Recreational Area. The Shoreline Recreational Area is directly south of the Oakland International Airport and is accessible via the Interstate 880 Freeway approximately 1.2 miles to the east.

The Marina boat harbor was constructed between 1960 and 1962 with fill dredged from the San Francisco Bay to create a breakwater. In 1970, the channel was Federalized to secure future funding for dredging. In 1972, the harbor was expanded from 308 to 465 berths. The City Council recently approved a dredging project which will impact the future of the boat harbor as the channel will only be dredged to a depth of 5 feet, allowing navigation for boats with shallow drafts.

Included within the Shoreline Recreational Area is the Monarch Bay Golf Club with the 18-hole Tony Lema Golf Course and the Marina 9-hole course, two-tier driving range, pro shop and restaurant; and the 30 acre Marina Park. The shoreline area also includes three commercial enterprises that have been developed through long-term leases with the City. These include the 129-room Marina Inn opened in 1985; Horatio's Restaurant completed in 1978, and an El Torito Restaurant, which originally opened as part of the Tia Maria chain in 1970. Each of these facilities has performed better or equal in terms of gross sales as comparable operations in the Oakland/San Leandro market area. There are approximately 1,950 parking spaces throughout the public Shoreline Recreational Area.

There are two vehicular entrances to the Shoreline Recreational Area, one at Marina Boulevard, and a secondary access via Fairway Drive. These entrances are distinctly marked with special signage, including a regional directional sign on the Interstate 880 Freeway and other signs on local streets.

General Plan and Zoning

The 2015 General Plan identifies the Shoreline Recreational Area as the "crown jewel" of the City and states that high design standards will be required as future development takes place.

The General Plan includes the following objectives for the Shoreline Recreational Area:

- "...to attract a mix of water-oriented uses which are compatible with the Marina's recreational character and which enhance its appeal as a destination of East Bay residents and visitors."
- Encourage uses that welcome travelers – hotels, restaurants, conference/meeting facility
- Establish the Shoreline Recreational Area as a community focal point
- Emphasize quality building and landscape design with pedestrian amenities
- Pursue streetscape improvements on access roads
- Maintain dialogue with neighborhood on future direction

The site's General Plan designation is Commercial Recreation (CR). According to the City's Zoning Code, a CR District provides sites for recreation-oriented uses and commercial activities, such as hotels and restaurants that are compatible with water-front recreation and open spaces uses, conveniently located near the marina.

Walking Tour Points of Interest

1. **El Torito:** El Torito is an approximately 8,000 square foot full service Mexican casual dining restaurant which can accommodate up to 500 people. This site has been used as a restaurant since 1970, originally leased by Tia Maria's. The initial ground lease on the site had a term of 31 years, commencing on July 1, 1969. The Lease was extended for an additional 19 years effective July 1, 2000 and will expire in 2019. El Torito pays a set base rent of \$1,200 and a percentage of gross sales. The average annual lease payment over the last three years has been \$125,000.

The agreement with El Torito identifies two parking fields which currently provide 177 spaces of restaurant parking.

The larger development site just north of El Torito contains approximately three acres. This area was the former home of the boat launch ramp which was relocated to the south end of the marina approximately 20 years ago. The channel leading from the former boat launch is no longer dredged and has returned to a low tide mud flat.

2. **Blue Dolphin:** The Blue Dolphin, which opened at the San Leandro Marina in 1965, was a popular seafood restaurant that hosted countless conferences, proms, weddings and birthday parties. The approximately 27,000 square foot restaurant had one the largest banquet rooms in the east bay, which could accommodate up to 500 people. Though the restaurant closed its doors in 1993, the City has not demolished the existing pillars in order to retain the right to cover the bay through the San Francisco Bay Conservation and Development Commission (BCDC) for future development.

The area surrounding the former Blue Dolphin including the "outside of the elbow" is a premiere development site which consists of approximately four acres directly on the San Francisco Bay. The site has waterfront access on two sides with unobstructed views to the San Francisco skyline and Oakland Airport to the north and the boat slips to the south.

The City worked closely with the Network Conference Company from 1996 through 1998 to create a plan to develop the site as a major corporate conferencing center and hotel. The project consisted of three buildings: an approximately 65,000 square foot, two-level conference building, and two three-story 100-room hotel wings (a total of 200 rooms). The approved project included reconfigured parking areas, a new loop road, a substantial entry concourse, and most significantly, a series of crucial public access enhancements. The City and the developer secured entitlements for the proposed development, which was never constructed due to difficulties in obtaining cost-effective financing.



1998 Hotel and Conference Proposal

3. **Mulford Point:** A scenic vista view point next to the San Leandro Marina that offers a view of the San Francisco Bay, San Francisco and the Pacific Ocean. This park is owned and maintained by the City of San Leandro and is available for wedding and party rentals through the Recreation Department starting at \$100 for San Leandro residents. The park is rented approximately 6 times a year. The major feature of the park is the Lost Boats Memorial which commemorates those who died in submarines during WWII.

4. **Harbor Office Building:** The San Leandro Marina Office is an 864 sq ft building that was built in 1963. The building is set on top of 20 wooden pilings overlooking the harbor and Jack Maltester channel, and is not ADA accessible. Currently the Marina staff consists of 3 full time and 2 part time employees.
5. **San Leandro Yacht Club:** The San Leandro Yacht Club was formed in 1963 and bills itself as the “Friendliest little yacht club on San Francisco Bay.” The club is a member of the Pacific Inter-Club Yacht Association (PICYA), and has a current membership of approximately 30 families balanced between sailing and power boat skippers. The club operates its approximately 1,500 square foot club house at 20 Mulford Point on land leased from the City. The City granted the club a 25-year land lease beginning in 1974. The club currently operates on a month-to-month lease and pays the City \$2,400 annually in lease revenue.
6. **Horatio’s:** Is a nautically themed 290 seat 10,000 square foot restaurant which opened in 1978 and specializes in seafood. The restaurant recently completed an extensive renovation of its bar. The property is leased by the City through a 50 year ground lease which expires in 2027. Horatio’s pays a set base rent of \$500 a month and percentage of gross sales. The average annual lease payment over the last three years has been \$175,000.

The City is required by contract to maintain public roadroads, sidewalks and parking spaces for the restaurant. Currently, the City maintains the 151 parking spaces in proximity to the restaurant.

7. **Marina Inn:** Is a resort style business hotel constructed in 1985. The 129 room hotel is conveniently located 10 minutes from the Oakland International Airport and within walking distance of the Monarch Bay golf course. The Marina Inn is primarily a business hotel and does the majority of its business Monday through Thursday and has rooms that range from \$109-\$159.

The hotel operates on a 50-year ground lease from the City which began in 1984. The Marina Inn pays the City a monthly base rent of \$4,000 and a percentage of its gross sales. The average annual lease payment over the last three years has been \$140,000.

The hotel constructed and maintains the 118 space parking field surrounding their establishment.

8. **Spinnaker Yacht Club:** The Spinnaker Yacht Club was founded in 1967 and is a member of the Pacific Inter-Club Yacht Association (PICYA). The current membership of approximately 95 families is balanced between sailing and power boat skippers. The approximately 800 square foot clubhouse is constructed on land leased to the club by the City through 2015. The City leases this property to the club for \$250 a month through 2010 and \$350 a month thereafter. The City may terminate the lease with one year’s notice at any time after January 1, 2011.
9. **Pescardero Point:** A scenic vista view point next to the San Leandro Marina, Pescardero Point is owned and maintained by the City of San Leandro. The park is home to a popular fishing pier, and is available for party rentals through the Recreation Department. The park is rented approximately six times a year.

10. Boat Works:

This development site, previous home to the boat works, a boat repair facility which closed in the 1980's, is approximately three acres located on Neptune Drive at South Dike Road immediately adjacent to the San Leandro Golf Complex with waterfront access on the east and south sides of the development parcel. The site is currently home to the small boat launch ramp.

From 1995 to 1997 the City closely worked with a developer in order transform the former Boat Works site into a 120 room hotel complex. The City negotiated a ground lease which was approved by the City Council and the project was entitled. The project was never constructed because the developer was unable to obtain financing.



1997 Hotel and Conference Proposal

- 11. Monarch Bay:** Monarch Bay Golf Club features two spectacular courses - the 18-hole Tony Lema Golf Course and the Marina 9-hole course. Redesigned by John Harbottle, both courses have undergone a \$9 million dollar renovation. In addition to the renovation, all fairways were replaced with a new salt-tolerant grass called paspalum which produces great playing conditions. The course is watered with recycled water and uses approximately 48 acre feet (15,640,848 gallons) a month.

The City partners with American Golf Corporation for the operation of the golf course. AGC pays the City set base rent of \$62,500 a month plus a supplemental fee. The average annual lease payment for the last three years has been \$825,000.

- 12. Comcast Property:** A City owned property which became vacant December 31, 2008. Comcast Cable retains a small easement at the easternmost portion of the property used to access a small communications tower. The 29,700 square foot parcel is available for development and like the rest of the area is zoned Commercial Recreation (CR).

Other Interesting Facts

Butterflies - Every year, millions of Monarch's migrate to Coastal California to escape the freezing temperatures of their spring and summer habitat. The butterflies travel to San Leandro and cluster together in the eucalyptus trees surrounding the Monarch Bay Golf Course. The City provides docent lead tours of the area every Saturday mid-October through mid-January.

Lagoon - The lagoon area south of Pescadero point is ideal for small boat use.

PR - Public Restrooms: There are three sets (Male/Female) of public restrooms in the opportunity area. Two on the north side of the basin, and one near the boat launch ramp.

BR - Berther Restrooms: Two sets of private restrooms are available to berthers only.