

**MEETING #3**  
**CITY OF SAN LEANDRO**  
**SHORELINE DEVELOPMENT CITIZEN ADVISORY COMMITTEE**  
**(SHORELINE CAC)**

January 21, 2009  
7:00 p.m. – 9:00 p.m.  
Marina Inn, 68 Monarch Bay Drive, San Leandro

**M E E T I N G   N O T E S**

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Committee Members: Audrey Albers, Clinton Bolden, Victor Chen, Marie Chiu, Diana Cin, Dave Clark, Peggy Hynd Combs (Vice Chair), Michael Cook, Tom Fitzsimons, Marilyn Fong, Alfred Frates, Babs Freitas, Rezsine Gonzalez, Bob Haynes, Jr., Jeff Houston, Tina Kuang, Susan Leiga, Robert Leigh, Rene Mendieta, Kent Myers (Chairperson), Michael Nolan, Gil Raposo, Carole Rinaldi, Caryl Ann Symons, Lee Thomas, Dan Walters.

Absent: John Dilsaver, Adrienne Granger, Rebecca Jewell, Kevin Jones, Matt Maloon, Victoria Robles, Ronnie Turner.

Consultants present: Giann Vitale, Cal-Coast Development.

City staff present: Community Development Director Luke Sims, Business Development Manager Cynthia Battenberg, Senior Development Project Specialist Elmer Penaranda.

Public present: Dan Alex, Betty Bailey, Hendy Huang, Bill Gaylord, Dave Johnson, Susan McReynolds, Pat Raposo, Meriam Reynosa (Senator Corbett's Office), Rocky Trujillo, Audrey Velasquez, Henry Wijaya.

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**I. Call to Order**

Chairperson Myers called the meeting to order at 7:00 pm. Mr. Penaranda conducted a silent roll call of the Shoreline CAC based upon the name tents that the members picked up or did not pick up at the front door of the meeting room.

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**II. CAC Business**

**A. Economic Development Overview 1995 – Present.** Director Sims gave a powerpoint presentation which included an overview of two large projects proposed at the San Leandro Shoreline Area - the Residence Inn at the former Boatworks site and the San Francisco Bay Conference Center at the former Blue Dolphin site. Both

projects were unable to obtain financing due to the economy. He also summarized various market studies that the City had contracted and the valuable lessons learned. First, it was determined in the early 2000's that the market area could support a 200-room, full-service, conference-style destination hotel, preferably on the former Blue Dolphin site. Additionally, developers and investors were interested in developing the entire area, as opposed to developing the area site by site.

Discussion ensued regarding the following:

- Did the past feasibility studies include comments or recommendations on the condition of Marina Boulevard? *The Marina Boulevard corridor along the industrial areas has been described by investors as needing improvements to enhance the drive to the shoreline area.*
- Was a cost benefit analysis done? *A rudimentary cost benefit study had been performed without being too complicated and having specific figures.*
- Was a Redevelopment Plan ever considered for the Shoreline Area? *The shoreline area is not in a Redevelopment Area because it would have been difficult to make required blight findings in the 1990's when adding the area was considered. Although the vacant boat slips and Blue Dolphin pillars constitute blight, the conditions do not meet current State blight requirements.*
- Why are hotel and restaurants important components of past studies? *Restaurants, a banquet facility and hotel are necessary to support golf course tournaments. Additionally, there has been a public outcry for these amenities since the closure of the Blue Dolphin.*
- Did the market studies ever consider retail, office or residential uses in the shoreline area? *Past market studies have indicated that retail uses alone could not be supported as there is insufficient area for mass retail uses and residential development. A retail developer initially proposed to be the master developer of the site, then withdrew their application due to the size of the development area.*
- What is the status of the Comcast Cable property on Marina Boulevard? *The Comcast property is owned by the City, is now vacant and available for development.*
- What local companies have a demand for hotels. *The General Manager of the Marina Inn, Audrey Velasquez, replied OSI, a software company on Davis Street, Wachovia, and Energy Recovery Inc., were a few San Leandro based companies that were repeat guests at the Marina Inn.*

Additional CAC comments included the following:

- The Mulford Branch Library site should be included into the Shoreline Study Area as it appears the library has outgrown the dated building. The CAC should also consider museum, theater, outdoor amphitheater, residential, and commercial uses for future development.

- University of California, Berkeley, architecture and urban planning students may want to be involved in the future of the Shoreline's development.

**B. Results of Revenue Measure Feasibility Study.** Manager Battenberg gave a powerpoint presentation which included results of a Revenue Measure Feasibility Study from December 2007. Telephone interviews were conducted with voters' households; they asked what they felt was important in the community.

- The top most liked features of San Leandro were its small town feel and central location.
- The top most important issues/challenges facing the City were public schools and education, growth and development, and public safety including crime; the boat harbor closure was near the bottom of the list.
- The top most use of the shoreline recreation area were the restaurants, walking trails and par course, and the play areas and picnic facilities.
- There was general support for the boat harbor.
- Once educated that the City would need to fund continued dredging of the channel and harbor, individuals were asked if they would support a parcel tax to fund the dredging, maintain the docks and restrooms, and repair the harbor master's office. Less than 50% of the persons surveyed would support a \$60 parcel tax.
- Keeping the boat harbor open and maintained is a relatively low priority for San Leandro voters. When read a list of 10 issues, voters rated reducing crime, improving the quality of education, and maintaining streets and roads as the relatively most important. In contrast, the boat harbor was rated as the relatively least important.
- There is not sufficient voter support for a tax increase to fund the plan to dredge channel and harbor, restore and maintain the docks and the Harbormasters office.

Discussion ensued regarding the following:

- Was the survey performed a persuasive-type survey? *The survey was conducted by a professional, polling firm, Godbe Research. City staff reviewed the questions and did not find the questions to be persuasive in nature. Two failure of two recent parcel tax measures for police services (which were individuals primary concern), leads us to believe that the survey's conclusion that a parcel tax to support dredging would have failed to garner the required two-third votes to pass is accurate.*
- Was the survey for full dredging? *The \$60 parcel tax would have generated approximately \$2 million annually.*
- Could the notes or highlights from the Marina/Shoreline Townhall meetings held at the Main Library a few years ago be distributed? It was recalled that about 150 ideas came from that public workshop at that time. *The meeting material from the Marina/Shoreline workshops will be distributed along with the next meeting's agenda.*

- Have any decisions made about the future of the boat harbor or the boat launch in the last six months or two years? *The future of the boat harbor is being handled by the City Council. This includes issues such as dredging and the boat launch ramp which are being reported through the Shoreline-Marina Committee which meets on the fourth Tuesday of the month. Agendas, reports and highlights can be found on the City's website at: [www.ci.san-leandro.ca.us/slcommmarina.html](http://www.ci.san-leandro.ca.us/slcommmarina.html). City Council and staff recognition of the interrelated nature of development and the future of the boat harbor. At the upcoming January 27, 2009 meeting, staff is recommending, based on a request from the master developer, the cancellation of the project to relocate the boat launch ramp from its current location to Mulford Point.*

The CAC comments included the following:

There was plenty of insightful and practical information from the studies over the years and the recent survey. The Shoreline CAC and the City are in an ideal and great position to work cooperatively to enhance and improve the San Leandro shoreline.

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### III. Public Comments

Rocky Trujillo, Sea Scouts leader, stated that the Marina is a vital community resource and that the master plan approach is a good one. He mentioned that the failure rate of restaurants is high. He mentioned Quinn's Lighthouse Restaurant in Oakland's Embarcadero waterfront is a successful casual restaurant in a *rough* (industrial) neighborhood. He urged that without a boat harbor none of the master planning and future development will work.

Hendy Huang, stated that he is glad to be involved in the shoreline meetings. He stated that he's active in planning Chinese New Year celebrations and dragon boat races in San Leandro. He stated that the Bay Area Dragon Boat Organization has told him that the boat launch area and spectator area for watching the races are too far apart. He hopes to see improved boat access and viewing for the races. He also recommended that boat rental and fast food concessions be considered in the future master plan for the convenience of boaters and shoreline visitors.

Manager Battenberg shared that numerous Shoreline CAC members stopped by the harbor masters office today requesting information which impacted the manager's ability to meet a deadline. She requested that future requests for information be directed in advance to herself or Business Development staff Elmer Penaranda.

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**Chairperson Myers adjourned the meeting at 9:05 p.m.**