

# SHORELINE-MARINA TOWN HALL MEETING

May 20, 2009

7:00 p.m. – 9:00 p.m.

15301 Wicks Boulevard, Marina Community Center, Titan Auditorium

## MEETING NOTES

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Shoreline CAC Members: Audrey Albers, Clinton Bolden, Marie Chiu, Diana Cin, Dave Clark, Michael Cook, John Dilsaver, Tom Fitzsimons, Alfred Frates, Babs Freitas, Rezsín Gonzalez, Jeff Houston, Rebecca Jewell, Robert Leigh, Matt Maloon, Rene Mendieta, Kent Myers (Chairperson), Gil Raposo, Carole Rinaldi, Victoria Robles, Caryl Ann Symons, Dan Walters.

Consultants present: Ed Miller, Cal-Coast Development.

City staff present: City Manager Steve Hollister, Community Development Director Luke Sims, Business Development Manager Cynthia Battenberg, Marina Supervisor Delmarie Snodgrass, Community Relations Representative Kathy Ornelas, Senior Development Project Specialist Elmer Penaranda.

Public present: Sandra Bass, Eldon Brodie, Ian Davidson, Al Fernandez, Robert Fox, Charles Gilcrest, Hischit Hedge, Howard Kerr, Hao Lee, Gerd and Melissa Margraff, Tina Martinez, Emilia Martins, June Miller, Errold Moody, Diana Prola, Wilson Salazar, Mel and Nancy Switzer, Terry and Betty Walsh, Mayor Tony Santos, Vice Mayor Joyce Starosciak, and Councilmember Jim Prola.

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### I. Welcome and Introductions

Mayor Santos called the meeting to order at 7:00 p.m. welcomed everyone present and introduced Vice Mayor Joyce Starosciak and Councilmember Jim Prola. On behalf of the City, Mayor Santos thanked the Shoreline CAC for the time and effort they are spending meeting and working together to develop recommendations for a Shoreline Area master plan. Director Sims introduced the Shoreline CAC and City staff that were present.

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### II. Discussion

**A. Ed Miller, Cal-Coast Development.** Developer Miller introduced himself and his company. He proceeded to present various site plans, architectural renderings and photographs of other successful developments along waterfronts in California. The inherent quality of the development area, being along the San Francisco Bay, is a valuable and unique characteristic that other cities and developers wished they had as

part of their projects. He stressed that the area has a lot of potential to be a grand destination place if master planned correctly. He mentioned that neither the City nor the public should be discouraged in developing the shoreline because the economy is in poor condition. Some of waterfront projects that his company has built were planned during down-economic times. Mr. Miller stated that he and his team encourage community input and involvement to assist his company and the Shoreline CAC in developing a shoreline master plan with the community's consensus.

**B. Kent Myers, Chairperson, Shoreline Development Citizens Advisory Committee.**

Chair Myers presented an overview of the Shoreline CAC's mission, progress to date, and future schedule of milestones in 2009 and 2010. The mission is to:

- Develop amenities that will appeal to most people,
- Incorporate and connect the current amenities with future ones,
- Recognize how desirable the shoreline area is and take advantage of its regional placement (especially its proximity to the Oakland Airport),
- Develop a master plan that requires little or no City investment and creates a shoreline area that is self-sustaining.

The Shoreline CAC, since last December 2008 has met as a group at least once a month and in that time has:

- Discussed preliminary visions for the Shoreline Area;
- Participated in a site tour of the subject area and existing amenities;
- Received General Plan objectives and discussed Zoning requirements;
- Received history of previous plans and priorities from 1990 to the Present;
- Received Public Opinion Poll Results;
- Received information about the Shoreline Enterprise Fund and the future of the boat harbor
- Received information about the environmental challenges and regulations in developing the shoreline;
- Received information about how traffic circulation and access needs to be considered; and
- Divided into three smaller groups to improve interaction and participation within each group to develop various conceptual designs (ideas) in master planning the shoreline.

The Shoreline CAC will continue to meet regularly and has the remaining milestones that will go to July 2010:

- Group sharing of conceptual ideas;
- Feedback on conceptual ideas from Cal-Coast and City staff ;
- Financial Feasibility Feedback of Ideas and perhaps the revision of some ideas;
- Sharing of revised design ideas;
- Consensus building;
- Preliminary design concepts;
- Additional Town Hall Meetings for community feedback in February;
- Refined Design Concepts;

- Feasibility studies and market analysis; and
  - Complete a modified development plan.
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### III. Public Comments

The public shared the following:

- Agreed with Cal-Coast's vision to have hotels, restaurants, conference center and to do the groundwork (planning work) now during the poor economic times. As the economy improves perhaps there will be entitled projects that could be developed.
- Future shoreline hospitality development (i.e., hotels, restaurants, conference center) should include union labor–quality jobs.
- Amenities planned should include dog-run area and bicycle paths.
- The plan should consider clean-up and removal of remnant bunkers of the former Trojan Powder Works back to natural marshlands, although the bunkers are outside the boundaries and purview of the shoreline opportunity site.
- Input and involvement from the Recreation Department should be provided.
- Consider alternative ideas which would include more park open space; collaborate with East Bay Regional Park District.
- Again there was agreement, appreciation and excitement with Cal-Coast's preliminary visions and it was stated that the plans should "*Do it Big!*"
- New development and uses should take advantage of the shoreline's proximity to the Airport.
- Consider environmental issues in moving forward with a master plan.
- Concern in developing open space with new buildings.
- More development will result in more vehicular traffic; thus consider additional mass transit in plans.
- Consider building in amenities and activities for youth.
- Docks/slips should be maintained. Restaurants need some docks (day slips) for visitors. People, especially patrons in the restaurants, want to see boats in a marina.
- Keep boaters in mind in developing the shoreline master plan.

Developer Miller addressed some of the concerns by the speakers. He is a member of the Steel and Bricklayers Worker Union and understands the unions' recommendations. In fact, hotels developed by Cal-Coast are constructed by union labor. He elaborated that Cal-Coast policy is to procure building materials and equipment from local suppliers. Cal-Coast also implements at its construction projects an apprentice program to recruit unemployed persons and students and train them in building trades.

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### IV. Adjourn

**The meeting adjourned at 8:10 p.m.**