

SHORELINE-MARINA TOWN HALL MEETING

May 28, 2009

7:00 p.m. – 9:00 p.m.

300 Estudillo Avenue, San Leandro Main Library, Lecture Hall

MEETING NOTES

Shoreline CAC Members: Clinton Bolden, Victor Chen, Diana Cin, Dave Clark, Peggy Hynd Combs (Vice Chair), Michael Cook, John Dilsaver, Alfred Frates, Rezsine Gonzalez, Adrienne Granger, Susan Leiga, Robert Leigh, Matt Maloon, Rene Mendieta, Kent Myers (Chairperson), Michael Nolan, Gil Raposo, Carole Rinaldi, Caryl Ann Symons, Lee Thomas, Ronnie Turner Dan Walters.

Consultants present: Ed Miller, Cal-Coast Development.

City staff present: City Manager Steve Hollister, Interim Assistant City Manager Jacqui Diaz, Public Works Director Michael Bakaldin, Business Development Manager Cynthia Battenberg, Senior Development Project Specialist Elmer Penaranda.

Public present: Orval 'O.B.' Badger, John Calvo, Bob Chamberlin, James Driver, Al Fernandez, Sandi Forese, Robert Fox, Kathe Frates, Charles Gilcrest, Darlene Hays, Hischit Hedge, Julie Lind (Senator Corbett's Office), Janet Palma, Linda Perry, Ken Pon, Robert Turner, Raymond and Donna Vingo, Nida Ward, Ed, Young, Mayor Emeritus Shelia Young, Mayor Tony Santos, Vice Mayor Joyce Starosciak, and Councilmember Jim Prola.

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. Mayor Santos acknowledged and thanked the Shoreline CAC for the time and effort they are spending meeting and working together to in developing recommendations for a Shoreline Area master plan. Manager Battenberg introduced City staff that was present.

II. Discussion

A. 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.

B. 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 big and 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 constructed during down-economic times. Mr. Miller stated that he and his team

encourage the community input and involvement to assist his company and the Shoreline CAC in developing a shoreline master plan with the community's consensus.

III. Public Comments

The public shared the following:

- Future plans should improve and support the San Leandro shoreline area.
- New development should not result in a loss of any City Park space. Keep the green, open space.
- Architects, engineers and other design professionals should provide the detailed plans for future development along the shoreline. The Shoreline CAC can develop conceptual ideas.
- Any new development should be '*Green*' and sustainable-type construction.
- Consider mass transit in the future plans.
- New development should take into consideration the rise in sea-level.
- Future development should not pollute the bay environment.
- Plan for the future; however do not overdevelop the shoreline area.
- Consider a desalination component and recycled water in the master plan. Energy Recovery Inc. (ERI) is a globally known company that is based in San Leandro which specializes in desalination.
- Perhaps new retail and new residential development should not be considered for the future of the shoreline area.
- Plan for an educational/interpretive center for the shoreline.
- Sustainable design should also include aesthetically appropriate architectural design that blends into the existing and surrounding context of the shoreline.
- Consider a San Francisco Bay Research Center.
- New development should have quality, union-wage paying jobs.
- Keep the Marina/shoreline in '*as-is*' condition. Don't make any changes to the area.
- Plan for the shoreline to have a '*Wine, dine and play*' atmosphere such as San Pedro Harbor. Its restaurants and fish markets have an all-inclusive, family oriented atmosphere that is always bustling with people.
- Maintain the shoreline access and bay views.
- Have new opportunities for indoor and outdoor dining.
- Plan for a youth center such as Cabrillo Harbor. Include a boating school for children.
- Include facilities for dragon-boating in the master plan. Dragon-boats require only three feet of water.
- Construct a new Double-Tree Hotel and Conference Center. It would be convenient for local businesses to have the alternative of San Leandro shoreline instead of San Francisco and San Jose for conferences.
- Include Ruby's Restaurant or other popular/similar chain establishment that can act as a draw for other restaurants at the shoreline.
- City should consider assisting or subsidizing new development.
- Bring back the Blue Dolphin, live music and dancing on Friday and Saturday nights.
- New development should be family-oriented businesses and uses.
- Consider thin-film solar technology and nano-solar paint technology.

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- Learn from successes of other waterfront developments such as Jack London Square in Oakland, San Diego and Monterey Bay.
- Plan for an entertainment venue such as an outdoor amphitheater for outdoor concerts that could accommodate at least 1,000 persons.
- Consider geothermal technology in the future plans.
- Make the San Leandro shoreline a destination place and a model for other waterfront development plans.

Manager Battenberg stated that the City requires new projects in the City be '*LEED certified*' or at a minimum incorporate green and sustainable building technologies.

IV. Adjourn

The meeting adjourned at 8:20 p.m.