

MEETING #8
CITY OF SAN LEANDRO
SHORELINE DEVELOPMENT CITIZEN ADVISORY COMMITTEE
(SHORELINE CAC)

July 29, 2009
7:00 p.m. – 9:00 p.m.
Marina Inn, 68 Monarch Bay Drive, San Leandro

MEETING NOTES

Committee Members: Audrey Albers, Clinton Bolden, Victor Chen, Marie Chiu, Diana Cin, Dave Clark, Peggy Hynd Combs (Vice Chair), Michael Cook, John Dilsaver, Tom Fitzsimons, Marilyn Fong, Alfred Frates, Babs Freitas, Rezsín Gonzalez, Adrienne Granger, Bob Haynes, Jr., Jeff Houston, Rebecca Jewell, Kevin Jones, Tina Kuang, Susan Leiga, Robert Leigh, Matt Maloon, Rene Mendieta, Kent Myers (Chairperson), Michael Nolan, Gil Raposo, Carole Rinaldi, Victoria Robles, Caryl Ann Symons, Lee Thomas, Ronnie Turner, Dan Walters.

Consultants: Ed Miller, Cal-Coast Development; Dan Withee, Withee Malcolm Architects.

City staff: Marina Supervisor Delmarie Snodgrass, Principal Engineer Keith Cooke, Planning Manager Kathleen Livermore, Business Development Manager Cynthia Battenberg, Senior Development Specialist Elmer Penaranda.

Public present: Al Fernandez, Robert Fox, Kathe Frates, Surlene Grant, Dave Johnson (Chamber of Commerce), Corina Lopez, Susan McReynolds, Janet Palma, Kim and Randy Wyatt, Audrey Velasquez (Marina Inn), Councilmember Diana Souza.

I. Call to Order

Chairperson Myers called the meeting to order at 7:00 pm.

II. CAC Business

A. Discussion in the similarity of amenities, developments and uses in the Conceptual Ideas

Mr. Penaranda gave a presentation that covered staff's interpretation of the group proposals and are summarized as follows.

Group 1

- A conference and banquet facility was proposed at the former Boat Works site.
- A large restaurant with banquet facility and night club was proposed for the former Blue Dolphin site.
- A civic/public space (i.e., farmers market) was proposed on the north side of Mulford Point Drive.
- El Torito would be demolished and replaced by a large commercial building; El Torito would be reconstructed just north of Horatio's.
- The northerly most area would be a park, estimated to comprise two acres in area, with bocce ball, horseshoes and amphitheater/event space.
- The easterly parcel between Monarch Bay Drive and the golf course would be multi-family residential for 150 units.
- It was estimated that the proposed build out could be from 377,000 to 409,000 square feet; the proposal did not include a parking structure.

Group 2

- A hotel conference center was proposed at the inside of the Mulford Point Drive *elbow*, the former Blue Dolphin site.
- A large full service restaurant with banquet facility was proposed at the most northerly edge of the opportunity site for the unobstructed views of San Francisco and Oakland.
- A new roadway connecting Marina Boulevard/Monarch Bay Drive was proposed to cut through the north (El Torito) parking area and connect to Mulford Point Drive. Monarch Bay drive would be retained however redesigned to be narrower to add developable area to both sides of the street.
- A Bay Pavilion, arrangement of buildings, for mixed-use, were proposed on the west side of Monarch Bay Drive with a parking structure.
- Loft housing for artists were proposed on the east side of Monarch Bay Drive. It was estimated to be 60 to 90 residential units.
- A public plaza (civic/public space) was proposed between the new cut through road, the Bay Pavilion, and parking structure. The group also stressed that the design should have some type of visual connection to the artists' lofts, for their use for arts and craft fairs.
- El Torito, Horatio's and the Marina Inn would be retained.
- A new two-story midsize office building and interpretive center would be constructed at the former Boat Works site.
- It was estimated that the proposed build out could be from 410,000 to 470,000 square feet; the proposal included a parking structure.

Group 3

- A hotel conference banquet center (six-stories) was proposed at the east side of a realigned Monarch Bay Drive, adjacent to the golf course; a sixth floor would accommodate the banquet facility.
- El Torito, Horatio's, and the Marina Inn would all be demolished and removed; they would have opportunities to be relocated on the plan.

- Large full service restaurants would be located in the Mulford Point area, the northerly point of the Mulford Point Drive elbow, and the most northerly point of the site (former boat launch north of El Torito).
- The northerly edge of Mulford Point Drive would have a restaurant row of premium casual restaurants to take advantage of the Bay views.
- The public event space was proposed on the south edge of Mulford Point Drive facing the inside of the existing harbor.
- The El Torito site and area to the north would have a new row of retail/mixed-use development.
- The Horatio's site would be developed with a new parking structure.
- The Marina Inn site would be redeveloped with a new limited service hotel.
- The former Boat Works site would be earmarked for recreation (no building; green open space).
- It was estimated that the proposed build out was 392,000 square feet; the proposed plan did not include professional office or residential development.

In conclusion, an analysis of the three group's conceptual ideas showed that the three plans had similar amenities, developments and uses which included:

- Hotel Conference Center with Banquet Facilities
- New Full Service Restaurants (Large, High Quality, etc.)
- Small Restaurants
- Café/Coffee Shops
- Mixed-use, Retail Sales/Services
- Open Space/Plaza for Public Events
- New Full Service Restaurant with Banquet Facilities
- Professional Offices
- Multi-Family Residential Housing
- Museum/Interpretive Center
- Park Space for Recreation
- Parking Structure
- Boat - Kayak Rentals

B. Group Sharing of Conceptual Ideas with Ed Miller, Developer, and Dan Withee, Architect

Discussion between the groups, Mr. Miller and Mr. Withee ensued (comments from Mr. Miller and Mr. Withee are in *italic*).

- Group 1 explained that the buildings in its conceptual plans were intended to be lineal buildings (longer) for the public to enjoy taking a walk along side or beneath an arcade.
- Group 2 clarified that the redesigned Monarch Bay roadway was intended to be narrower and adjacent to the edge of the golf course to provide greater room for the proposed parking structure and to allow a better connection to artists' lofts, the public space and the Bay Pavilion mixed-use buildings.

- Group 2 also explained that it intended the floating restaurant could include a night club component.
- A member of one of the groups recommended that the marina and the boats be retained in the future master plan.
- *A hotel conference center needs restaurants and office development to support it.*
- *A hotel conference center should be situated and designed to take full advantage of the most valuable features of the site which are the water and the views.*
- *Enhancing the golf courses and the parks should be considered with the development of the conference center.*
- *Residential development should be considered. It would bring 24-hour population to the area which would provide security and activity.*
- *40 acres is a lot of land area to integrate in a cohesive plan.*
- *Any parking structure should be a last resort since they are very expensive structures and there appears to be a lot of parking spaces in the existing opportunity area.*
- *In the current recession (poor economy) the credit market/lenders have little or no money for parking structures.*
- A member explained that there are some people in the community that do not want to see residential development in the shoreline area. The reason is there is a philosophy by some that shoreline development and amenities has to be for the general public and not specifically for residents.
- Another member clarified that the shoreline is considered public land and should be not be developed for people to call home. It should be shared by the public.
- *The more uses that can be conceived for the future master plan; the better off this project will be.*
- A group asked how the project should be phased. *The hotel conference center would likely be the core development project, then the restaurants and office development should be the phased thereafter. The important thing is to have a master plan that specifies this. With the current poor market conditions the development of the shoreline could be a long term project. If the restaurant and the offices cannot be developed immediately the plan would designate the sites for the purpose of restaurant or office development.*
- Group 2 explained that its proposal intended to retain small water crafts. It wants the small recreation crafts to be an attribute and enhance the feeling for people being along the shoreline by seeing the boating activities.
- Group 2 also explained that speaking from experience it has observed that more parking will need to be provided for the future plans because when there are Sundays with very nice outdoor weather, a golf tournament taking place, the entire shoreline parking areas are full. In addition the shoreline is not easily accessible by taxi from the airport, the bus comes along only every one-half hour and BART is approximately two miles away.
- *The developer noted the concerns and cited some creative ideas in other communities. In Georgia there is a residential development that was designed*

so that their community is accessible via golf carts. There have been some waterfront developments that are served by water taxis. The future plan will need to be integrated and well-conceived so that it will be attractive and not spread too far apart where users of the future shoreline will be forced to drive. The goal will be to create a plan that will be attractive for persons to walk from amenity to amenity.

- *It was noted that the Group 1 plan caught the developer's attention in that the conference center was proposed at the former Boat Works site. They had not considered placing the conference center at that location.*
- *Group 3 explained that after performing the exercise and providing input, the CAC now depends upon the development team's expertise to refine the proposed plans. The final plan must be comprehensive. It's phasing will be critical. The plan should be attractive enough for the right investors. It hopes the developers perform additional economic/feasibility studies so the final plan will likely be the right mix of new development and uses.*
- *The developer explained that when a radius is drawn on a development site along the waterfront the market draw is limited since some of the radius is in the water and not inhabited or populated. General retail such as a grocery store will not likely work; the area will need more of mixture of restaurants to complement the successful Horatio's and El Torito restaurants.*
- *A 225 room hotel conference center with 12,000 to 18,000 square feet of banquet/restaurant would be a desirable addition to the shoreline area.*
- *The shoreline is conveniently accessible from the Oakland Airport since there is direct freeway access without having to negotiate streets in Oakland.*
- *The future shoreline development will likely benefit from the future Kaiser Permanente on Marina Boulevard. Its projected number of employees is approximately 3,000; many of them could come to dine in the shoreline area.*

B. Next Meeting Date. The next Shoreline Development CAC meeting date is scheduled for September 16, 2009.

III. Public Comments

- *Would the off-street parking provided require a fee or would it be free? Fee-based parking was not considered; however in the future if it was necessary to charge for parking it would likely be adjacent to the proposed conference center.*
- *It was recommended that the developer consider a yacht club with an Olympic-size swimming pool, full-service spa, and tennis courts.*
- *It was also recommended that the future plans include a segment of the Bay Trail included through the opportunity area and connected to Oyster Bay Point regional Park to the north.*
- *The feasibility of a hotel conference center was questioned. The question was based on the years of difficulty the Port of Oakland has had with Jack London Square. The Port has tried to make Jack London square a successful retail, service, and conference point however there is plenty of turnover and it seems to lack any momentum to sustain itself. In its past 20 year history it seems*

Scott's and Kincaid's restaurants, and the Port and its 350 employees in its headquarters building at Jack London have been the only mainstays. If the Port cannot get people to come to Jack London Square and its conference center, how will San Leandro do so? In addition, it is difficult to compete with San Francisco and San Jose. If there are no boats and no attractions, there would also be no one wanting to make an investment in the San Leandro shoreline area. It was also pointed out that at the May 2008 Town Hall meetings there was a consensus that the general public did not want to see residential development on the shoreline property.

- The shoreline parks are good large size amenities for families and their children. Launch fees will soon be imposed for boaters. The area near the boater's fueling station is in need of partial dredging.
- It was recommended that there needs to be more than three future plans or ideas for the shoreline area. There should be an alternative from PG&E that incorporates some alternative means of energy and there should be an alternative from East Bay Regional Park District to dedicate the opportunity area in to parklands for the general public – perhaps like Oyster Bay Regional Shoreline Park.
- It was recommended that the shoreline plans incorporate a nice shopping environment for families so the disposable income for young couples and families are spent at the shoreline and not in other communities.

Chairperson Myers adjourned the meeting at 9:10 p.m.