

**MEETING OF THE  
REDEVELOPMENT ADVISORY COMMITTEE (RAC)**

**South Offices Conference Room  
City of San Leandro Civic Center  
835 East 14th Street**

**Thursday, January 7, 2010  
4:00 to 5:30 p.m.**

**M E E T I N G   N O T E S**

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Members present: Louis Chicoine, Doug Federighi, Dan Gatto, Maristella Huerta, Linda Lazzeretti, Rod Riggs, Vince Rosato.

Members absent: Manuel Ambrosio, Barbara Brooks, Jim Patterson, Robert Scribner.

City staff present: Business Development Manager Cynthia Battenberg, Senior Development Specialist Elmer Penaranda, Business Development Analyst Jeff Kay, Development Specialist Tim Ricard.

Public present: None.

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**I. Call to Order**

Co-Chairperson Federighi called the meeting to order. The Committee approved the meeting notes from December 3, 2009.

**II. RAC Business – Plaza Redevelopment Project Area**

- A. Discussion of the Draft 2010-2014 Five Year Plan.** Manager Battenberg, in a powerpoint presentation, reviewed the Downtown Plan and Design Guidelines adopted February 2001, and the Downtown Design Guidelines and Principals adopted in October 2007. The review was in response to prior Committee discussion of design guidelines. Manager Battenberg reviewed the City's comprehensive design guidelines which provide goals, a plan, and outline design concepts and criteria. This 2001 document has been the basis and guiding document for recent public and private improvements such as Creekside Plaza Offices, West Estudillo Avenue connection between BART and Downtown, the History Walk and the Plaza improvements along East 14th Street. The Committee recommended that staff include wording in the five year implementation plan that encourages the continued implementation of the Downtown Plan and Design Guidelines.

Development Analyst Kay continued the presentation with an overview explaining State law requirement of redevelopment agencies to adopt an implementation plan at least every five years. The requirement of the implementation plan includes goals, objectives and estimated expenditures for the five year time frame. It was stressed that the Plaza Area has limited available funds and that it could not take on expensive projects like five years ago.

Development Specialist Penaranda continued the presentation with a review of the nine drafted economic development and public improvements programs discussed at the December meeting. The Committee recommended two revisions. First, the program for the Property Business Improvement District (PBID) or Community Benefits District (CBD) include 'marketing' in addition to funding the continuation of maintenance, security, and parking management. Second, the Downtown marketing campaign include wording that the downtown way-finding sign program be '*concurrently coordinated with the BART/San Leandro Boulevard way-finding program.*'

Agency staff asked the Committee members to prioritize the programs. The members were provided dots to cast their votes on their top three programs. The PBID/CBD, Transit Oriented Development Strategy and Town Hall Square were the top three vote getters. The votes tallied as follows:

1. Property Business Improvement District/Community Benefit District – 5 votes
2. Transit-Oriented Development (TOD) Strategy -4 votes  
Town Hall Square - 4 votes
3. Reposition Obsolete Buildings - 3 votes
4. Downtown Marketing Campaign – 2 votes  
Reconstruct and/or Repair Aging Infrastructure - 2 votes
5. Estudillo-Callan Parking Garage - 1 vote

**B. Next meeting February 4, 2010** at the South Offices Conference Room (Civic Center). The Committee agreed on a starting time of 4:30 p.m.

**III. Committee Comments.** The Committee requested that maps be included in the presentations for orientation.

**IV. Public Comments.** None.

**V. Adjournment.** The meeting adjourned at 5:35 p.m.