

MEETING #11
CITY OF SAN LEANDRO
SHORELINE DEVELOPMENT CITIZEN ADVISORY COMMITTEE
(SHORELINE CAC)

March 17, 2010
6:00 p.m. – 9:00 p.m.
Monarch Bay Golf Club – the Wedges Grill Meeting Room
13800 Monarch Bay Drive, San Leandro

MEETING NOTES

Committee Members: Group 1: Diana Cin, Dave Clark, Michael Cook, John Dilsaver, Rezsín Gonzalez, Robert Leigh, Caryl Ann Symons.
Group 2: Audrey Albers, Victor Chen, Peggy Hynd Combs (Vice Chair), Bob Haynes, Jr., Jeff Houston, Susan Leiga, Gil Raposo, Dan Walters.
Group 3: Marie Chiu, Tom Fitzsimons, Marilyn Fong, Adrienne Granger, Kevin Jones, Matt Maloon, Kent Myers (Chairperson), Carole Rinaldi, Lee Thomas.

Absent: Group 1: Alfred Frates, Michael Nolan, Victoria Robles, Ronnie Turner.
Group 2: Clinton Bolden, Babs Freitas, Rebecca Jewell.
Group 3: Tina Kuang, Rene Mendieta.

Consultants present: Ed Miller, Cal-Coast Development.

City staff present: Business Development Manager Cynthia Battenberg, Senior Development Specialist Elmer Penaranda.

Public present: Robert Fox, Dave Johnson (Chamber of Commerce), Councilmember Jim Prola.

I. Call to Order

Chairperson Myers called the meeting to order at 6:00 p.m. and introduced City staff, the developer and Councilmember Prola who were present.

II. CAC Business

A. The three groups met individually with Cal-Coast to discuss revisions to the design concepts. In each discussion, staff and the developer introduced Concept A and B prepared by John Harbottle, golf course architect. The concepts for reconfiguration of Monarch Bay golf course provide an additional developable area on the nine hole executive course amounting to approximately 11 acres. Concept A included developable areas along Monarch Bay Drive and in the center of the golf course. Concept B had developable area only along Monarch Bay Drive however it was a larger and wider swath of area than Concept A. Both plans were developed to ensure

that no trees were cut that would impact the Monarch Butterflies. American Golf Corporation has reviewed the proposed plans.

Group 1 – 6:00-6:50 p.m.

In an open discussion, the group shared various comments, ideas and recommendations with the developer and staff. (*Italics are statements by Ed Miller, Cal-Coast*).

- Cal-Coast's proposed plans had excessive and unnecessary fill. The recommendation from BCDC was that the shoreline master plan should have minimal or no fill in the bay. Staff affirmed that there appears to be less flexibility than we were originally told by BCDC staff. Minimal fill could be considered for a restaurant development.
- Cal-Coast's Discussion Plan 2 was heavy on commercial and office buildings. The three concepts prepared by the individual groups conformed to BCDC requirements. At the public meetings there were no speakers that recommended multi-family residential development or professional offices. *Cal-Coast explained that the City is fortunate to have 40 acres, a large developable area, already filled with amenities nearby that other shorelines don't have (i.e., parks, trails, golf course, restaurants, etc.). The existing conditions provide an opportunity for mixed-use and office-campus developments. A hotel with 175 to 225 rooms is necessary for a conference center. The hotel and conference center would complement the Marina Inn and Horatio's.*
- *The shoreline must be master planned. Small piecemealed development has the history of having lots of turnover with businesses versus a well-conceived comprehensive master plan for the entire developable area, which would benefit from synergy of the plan and have a higher likelihood of staying occupied and economically viable.*
- *It seemed the consensus from the groups was that the hotel/conference facility should be the centerpiece for the master plan.*
- There was concurrence that the plan needs substantial residential and office development. To sustain new development there must be people living and working there.
- It was recommended that an enclosed performing arts theater be considered. Staff stated that the high school has a new performing arts theater and a small cultural center was shown at Mulford Point on Discussion Plan 2.
- The three office buildings on Discussion Plan 2 would make a cultural center at the Point a failure as they would obscure the visibility of the proposed open space and cultural center from the public.
- The group warned that the proposed master plan would likely face resistance from the public because the plans appear to show too much housing.
- *The developer explained that funding a new hotel/conference center would be difficult without showing the institutional lender that there will be support uses for it.*
- Staff introduced Concept A and B prepared by John Harbottle. Mr. Harbottle explained to staff that it is commonplace today to have homes incorporated in the layout of a golf course.

- The group asked if the office development could be placed on the golf course. *Offices typically require more paving for vehicular parking; residential development requires less paving and parking, and would be preferred over offices.*
- The group supported the concept of an office campus setting as part of the master plan. *The developer stated that the availability of labor pool in the area and convenient access to the shoreline makes it a desirable area for employing persons for an institutional business.*
- The group felt it would be interesting design to have homes in the center of the golf course and taller buildings such as office buildings along the Monarch Bay Drive edge of the golf course.
- The group concurred with the idea that the hotel/conference center should be the 'crown-jewel' of the master plan and recommended that the El Torito, former boat launch site and the surrounding parking area be considered for the centerpiece. The openness of shoreline is desirable now. The three office buildings in Discussion Plan 2 appeared overwhelming. People are looking for the old Blue Dolphin. It hopes the marina can be retained and connections to the amenities are included.
- It was cited that one-tenth of the boats in the marina are occupied as residences.
- It was recommended that any office development should be occupied by businesses that support other San Leandro offices, manufacturers, and distributors. The shoreline should be regional destination.
- It was explained that the City is comprised of conservative and pragmatic persons. The public could accept a self-sustaining, moneymaking master plan if recreational uses, performing arts theater and yacht club were part of the plan. In addition, dinner theater on a boat or a rock climbing wall – unique destinations open to the public.
- *The developer concurred. Those amenities such as an outdoor amphitheater, community center, and sailing would be programmed into the plan. Everyone already has golf courses and par courses. Staff added that future plans would also include walking paths, piers, and bicycle connections.*

Group 2 – 6:55-7:45 p.m.

- Staff introduced Concept A and B for proposed development on the executive nine hole golf course prepared by Mr. Harbottle. As a current practice residential development is typically found on golf course master plans.
- *The developer stated that a new hotel with 175 to 225 rooms is necessary to support a new conference center. It is his preference to keep the marina because it adds ambiance to the shoreline; however the high dredging cost make that seems cost prohibitive.*
- Concern with Discussion Plan 2 was expressed as the three-story office buildings did not appear appropriate.
- The expectations are to have commercial recreation uses and not office buildings.
- Three multi-story office buildings would not enhance the bay views and there was concurrence with BCDC's interpretation.
- The plans should include places to park for viewing the bay from a car for disabled and mobility challenged persons.
- Don't get rid of the marina.

- More restaurants are necessary to provide the public more dining choices when visiting the shoreline.
- Be careful not to overdevelop the shoreline; the feeling of openness will be lost once development is completed.
- Having mixed-use and people supporting the new shoreline development is understandable, however there is a concern with large office buildings. They could be out of scale and out of character with the shoreline and only the persons in the office buildings would benefit from having a view of the bay.
- There was concern with traffic circulation if too much office and other business uses were developed at the shoreline.
- When will the City Council decide on the fate of the marina? Staff replied that a partial dredge was recently completed so smaller water crafts can still navigate the marina; however there is no schedule or deadline to decide what will be done with the marina.
- There is a financial dilemma; even if 100% of the boat slips were occupied the revenues could not support the expense of the required dredging.
- Consideration should be made to somehow control the siltation.
- The revised plans should include the values of retaining bay views and maximizing public access to the shoreline's edge.
- The revised plan should have a centerpiece. The two conceptual plans for development in the golf course are good alternatives which provide opportunity to address site planning concerns that have been discussed.
- The Marina Park and golf club are heavily used on weekends and there aren't enough parking spaces. How can adequate parking be provided for new development? *The developer replied that a complete traffic analysis would be performed as plans become more definite.*
- The future plans must be financially viable. *The developer stated that the intended master plan with mixed uses would likely be economically viable. The project would generate revenue with the land leases, and persons living and working in the new development would support the hotel conference center and the restaurant thereby generating hotel transient occupancy tax and restaurant sales tax.*
- The revised plans should meet BCDC's recommendations; don't plan for buildings over the water.
- The Mulford Point should be planned for lease terns, an endangered shoreline bird that needs large wide open spaces along the bay.
- Push the proposed buildings away from the shoreline and have a green walking space along the entire edge.
- Homes integrated into the golf course are a good idea; perhaps multi-family housing could be planned along the east edge of Monarch Bay Drive.
- A parking garage is an important amenity so open space can be preserved.
- The par course should be expanded throughout the shoreline similar to Redwood Shores.

Group 3 – 7:50-8:40 p.m.

- The BCDC findings are strict and will not permit encroachment into the bay. *That is the position at the present time which can change depending upon who is sitting on*

the Commission. The strict interpretation is likely because there is no current or past case in the redevelopment of an existing marina. Cal-Coast is hopeful of developing a master plan since the BCDC documents promote the shoreline should be made available to all types of users such as residents, business employees, restaurants, recreation, etc. The master plan will include amenities for living, working, dining, recreating – every way to enjoy the bay. The developer wished the marina could stay since it is an existing amenity that would not have to be built and adds a lot of ambiance to the shoreline; however the cost of dredging is what makes it cost prohibitive. As a result of the CAC meetings there appears to be consensus that a hotel and conference center supported by office, retail and residential development is an acceptable concept. The uses would generate income for the City in the form of rent from the land leases, hotel tax, sales tax, and by the number of persons living and working at the shoreline that spend their income on goods and services in the City.

- The position the City takes in situations involving approval by an agency such as BCDC, is to attempt to develop a solution that will receive a favorable staff recommendation. Staff however, is concerned as it is likely that the boat harbor will need to be at least partially redeveloped, not simply left to silt over, which appears to be BCDC's preferred treatment of boat harbors. Redevelopment of a harbor to an attractive mixture of uses will likely be a necessary part of the project.
- Staff introduced Concept A and B prepared by Mr. Harbottle, golf course architect.
- The two golfers in the group recommended Concept B. The hole over the small lake is a likeable feature for golfers. In addition a larger developable area along Monarch Bay Drive may allow taller buildings to fit the master plan being away from the shoreline's edge as recommended by the groups.
- The group concurred that a corporate business would be the best fit for the proposed office park. An institutional company would likely make a longer lease commitment.
- The mixture of uses should be ones that generate revenue from 8:00 am in the morning to 12:00 midnight. This would be 'smart business.'
- Try to maintain the harbor and the boats. They are necessary for the nice appearance and feel for the shoreline. Right now there are some boats that have blue tarps on them and detract from the shoreline.
- The group concurred that the CAC, community, staff, the developer, and the golf course should keep working diligently and thoughtfully in developing great plans that will make the shoreline a lively and attractive place to visit. The plan should include something for everyone; seven days a week and 16 hours per day.
- *The developer thanked the group for its positive support to move forward.*
- *Larger companies are typically necessary to obtain institutional financing for new development.*
- The group liked the conceptual plans by Mr. Harbottle as long as the proposed buildings are not excessively tall which would make them out of scale and character with the area.
- The proposed master plan should be like Lucas Films at the Presidio in San Francisco. All the amenities are there for the employees; they don't have to leave the Presidio during the work day.

- If Concept B is used how could the master plan be revised? *The offices can be reconfigured away from the marina thus the basin would be larger.*
- What will happen to the small corporation yard and branch library? Staff replied the corporation yard can be relocated and perhaps the branch library can be replaced somewhere on the proposed plan however as reading room and not a full branch library.
- There was concern with the economics of the proposed project; the biggest draw would be the hotel and the restaurants. How would the rest of the development benefit the City? *The housing and offices could generate property tax revenue and the residents and employees spending their income on products and services would generate sales tax revenue. There are two groups that spend money; the 'empty nesters' (middle-aged and retired persons where their children have moved) and young working couples with no children.*
- The group recommended that the office development minimize the impact of blocking or obscuring views of the bay. A central plaza and public space as the focal point to the master plan is a good idea.
- What is a realistic or possible time line for new development at the shoreline? *After the required environmental review and various entitlements the development could begin by 2012 and phased into three projects and conclude by 2018.* Staff cited Creekside Office Plaza at San Leandro Boulevard and Davis Street as an example. The first phase started in 2001 and the third phase will be completed soon, 2010.

B. Next Meeting Date. Manager Battenberg announced that the next Shoreline Development CAC meeting was not yet determined. The CAC members will be alerted by email or letter for future meeting dates.

III. Public Comments

Robert Fox, asked that the City consider a solar farm (solar power) for the shoreline area. It would generate revenue for the City without having to develop commercial or office uses at the shoreline. A solar farm would have less impact and have no pollution versus the new development concepts that have been discussed.

Chairperson Myers adjourned the meeting at 8:45 p.m.