

APPROVED MEETING MINUTES
REGULAR MEETING OF THE
CITY OF ALAMEDA PLANNING BOARD
MONDAY, MAY 12, 2014

1. CONVENE: 7:03 p.m.
2. FLAG SALUTE: Board member Knox White
3. ROLL CALL: President Burton, Vice President Henneberry, Board members Köster, Knox White, Tang and Zuppan.
Absent: Board member Alvarez-Morronei.
4. AGENDA CHANGES AND DISCUSSION: None

5. ORAL COMMUNICATIONS: Speakers:

Mr. Dave Terry, representing Harbor Bay Neighbors stated the neighbors purchased their homes because the Harbor Bay Club was such a great amenity. There are approximately 1,000 members who belong to the group, and it includes many Home Owners' Associations (HOA). He commented on a letter submitted to the City by Ron Cowan. They are opposed to the Club moving.

6. CONSENT CALENDAR:

6.A. Approve a Resolution Finding that the Harbor Bay Entities have Demonstrated Good Faith Compliance with the Terms and Conditions of Development Agreement, DA-89-1, through April 4, 2014, Based on the Findings Contained in the Draft Resolution

Board member Zuppan requested the item be pulled from consent. She asked about the park space and if it was included in the development agreement.

Ms. Farimah Faiz, Deputy City Attorney, reported it is not included.

Applicant Mr. Daniel Reedy, submitted the report and stated the area has shifted to the business park. He was asked by staff to provide a shorter report in the future, for only the year being reviewed.

Vice President Henneberry motioned to approve consent calendar.

Board member Zuppan seconded.

Motion carried. 6-0

7. REGULAR AGENDA ITEMS:

7.A. Public Review of the Draft Alameda Point Waterfront Town Center Plan - No Action Will be Taken (Item Continued from the meeting of April 28, 2014).

Mr. Andrew Thomas, City Planner provided an overview and stated the focus of the Plan being Chapters 1-4. He stated public comment is requested by May 18, 2014, and the ones received are included in the packet. He reported the subcommittee has been a great help in getting the Plan this far.

Board member Köster asked about the nature preserve and will it be fenced. He also wanted more information on sea level rise around Building 25.

Mr. Thomas stated the fence would be seasonal to protect wildlife. There is a seawall in the area of Building 25 currently, and it will not be enlarged.

President Burton reported there was no public comment.

Board member Tang stated he would like to see the City fund the project responsibility. He asked who would oversee the park space.

Ms. Ott responded that there is always a desire to make this a regional effort.

Board member Zuppan asked why there was a change to item 15, ferry terminal removing a five-minute walk. She asked about item 3, illustrative nature regarding parks and requested language to include neighborhood parks at a later stage in the process.

Board member Knox White stated walking times can affect people with disabilities and times should be eliminated. He also stated that approving an area on the map as a 'park', it takes a community vote to remove that park designation.

Board member Zuppan asked what is a green trip.

Board member Knox White stated businesses can certify trips to and from work be green, kind of like the LEED program.

Vice President Henneberry commended the committee and staff for the work. He read an email received today requesting to remove the name "Town Center". He talked about the military jets on the pedestals staying in place, and would like to keep density down at the sea plane lagoon.

Board member Köster asked if there are actual numbers of housing around the town center.

Ms. Ott stated that the number of units for Site A is 800.

Board member Köster asked about the language stating a rail system would be added, and what are the plans for it.

Mr. Thomas stated they tried to reflect the design around transit, much like Alameda was

in the past. The light rail alignment across the island to Fruitvale main obstacle is the Union Pacific railroad, as a rail line cannot cross over, therefore its very political and costly.

Board member Köster asked if the urban edge meeting the water being addressed. He asked if language can be added for building heights and density be included in the study, and also include ground floor commercial uses. He asked that the historic buildings be added to the maps.

President Burton commented that many historic buildings are not close to the town center area.

Board member Köster asked about the bus routes and the parking lots and is there a document for seeing the transit routes. He would like to see paths and travel routes on a graphic. He asked if sea planes will be allowed again.

Mr. Thomas referred to pages where the full range of transit program can be found. He stated that it is a quarter mile between the ferry, terminal and the town center. The military jets could be moved and that will be another discussion and also Sea planes will not be allowed to land in the lagoon.

President Burton stated there is a lot of text in white on a blue background that is very hard to read and needs to be changed.

Board member Knox White agreed the language on page 60 needs to be clearer.

President Burton commended the Board, staff and consultants for the work and hours dedicated to this. He also encouraged the public to comment.

Board member Zuppan commented that this area could become a destination, much like the San Francisco waterfront. She asked people to think about the area as being a pleasant place to walk.

Board member Köster asked if there are any civic buildings near or at the town center.

Mr. Thomas stated there hasn't been a discussion regarding that topic.

7.B. Alameda Point - Wayfinding Sign Program - PLN14-0127 - City of Alameda. Public Hearing to consider a Wayfinding Sign Program for Alameda Point. The proposed signs include street names and addressing, informal landmarks and district naming. Signs are proposed for up to 25 locations throughout Alameda Point. (Applicant - City of Alameda).

Ms. Debbie Potter, Community Development Director, provided a brief description of the project.

Mr. Scott Cuyler, Square Pegs Design, provided a presentation with updates since the

last meeting.

Board member Köster asked if the entrance signage is lit.

Mr. Cuyler stated running electricity to the signs is very expensive, but they are looking at ways of illuminating the sign.

Board member Zuppan asked if the entry signs have a back.

Mr. Cuyler stated there are back sides to most of the signage, but probably not the large entry signs. Vehicle directional signs will have back sides.

Board member Tang asked if the entrance sign is metal.

President Burton asked about the main entrance sign material, where its cut at an angle, and the blue striping, and reddish vertical.

Mr. Cuyler stated the metal will be cut so the edge will look wavy. The blue is a metal edge and the reddish will be a simple frame.

Board member Tang stated the fine print should be removed.

Vice President Henneberry thanked staff and consultant for the work on this tough assignment. He liked the entrance, but the other side with wing motif could work on both sides. He suggested a wing brand could work. He suggested the USS Hornet be noted at the entrances. He isn't excited about the colors.

Board member Köster commented on the graphics on the buildings, but isn't pleased with the entrance graphic. He suggested shipping containers be used as a moveable billboard type of signage. He agreed with Henneberry and the wing graphic.

Board member Knox White agreed with the shipping container idea. He also doesn't like the entrance sign. The signs on buildings aren't a good look because they all look the same. He expected a different color palette because of the comments from the last meeting. He believes the temporary signage could be in place longer than three years and asked that the tenants at Alameda Point comment on the signs.

Board member Zuppan commented on not liking the colors. She likes the building addresses on the buildings, but doesn't like the shipping container idea. She liked the wing idea, but not sure if an equal balance at the entrance will be good.

Mr. Cuyler explained the building graphics being so large was part of the way finding design and it helps to landmark the area.

Board member Zuppan commented on a letter received.

Board member Tang commented on one of the signs and what will the lighting be like, how long will updates take.

Mr. Cuyler commented that the signs were designed for drivers and bicyclist to pull off the road to look at them.

President Burton commented that the entry sign needs more work, the materials used and the slicing the edges could be dangerous. Incorporating the wing graphic is a great idea and would strengthen the signage of the property. He's not sure the shipping containers are a good idea. He is torn with any entry sign because it takes away from seamless integration. A rotating sign is a good idea, but remove the words City of Alameda. Directional signs could be helpful, but the signs should match the rest of the City. The destination signs are too similar to a car logo. There needs to be more of a branding throughout and the site map needs more work. The building graphics and spirits alley are fine, but there are trees that could block the graphics. Hanger Row, and sports center signs seems too obvious. Row graphics are great. He asked for more work be done.

Board member Köster agreed street signs need to match the rest of the City.

Mr. Cuyler stated the purpose is a directional sign, not a street sign specific, and are placed before getting to the street.

President Burton commented that all the other signs in the City are one color and these should be the same color. He would like the map to be direction correct.

Ms. Potter commented on these being directional signs and the signage program was part of the State of the City speech. She reported there is a big need for the signage. She suggested the removal of the entry sign, but can revisit this at a later time.

Board member Knox White questioned the color scheme and stated he does not like it..

Ms. Potter commented on the colors as part of the City's Economic Development brand which was done in the past year, and has been a large marketing campaign. The city logo and this scheme are both four color.

Board member Tang commented on the cost of logos and is this cost effective.

Vice Henneberry stated he doesn't like the orange or yellow, and the logo. He stated the directional signs being a different color is fine, but street signs should stay green.

Board member Zuppan stated being fine with the colors.

Board member Köster commented that simplifying the colors to navy blue and white would work.

Board member Knox White commented that the super graphics are fine; he prefers to have

individual graphics and not all the same. He suggested they treat it like a sign anywhere, businesses currently have to come to the Planning Board for new signs.

Board member Zuppan motioned to approve with changes to the Resolution.

Board member Knox White seconded.

Motioned carried, 6-0

8. MINUTES: None

9. STAFF COMMUNICATIONS:

9.A. Future Agendas - Mr. Thomas reported on upcoming agenda items.

9.B. Staff Communications - Zoning Administrator and Design Review Recent Actions and Decisions - Mr. Thomas reported there were none.

Board member Zuppan reported that the hyperlinks are not working for design reviews. She asked about the telecommunication items also.

10. WRITTEN COMMUNICATIONS: None

11. BOARD COMMUNICATIONS:

11.A. Report from Alameda Point Town Center Ad-Hoc Sub-Committee - None

12. ORAL COMMUNICATIONS: Speaker:

Mr. Craig Mott, asked about the proposed ferry service being new or relocated. He asked about parking for the ferry because he doesn't see it on the plans.

Mr. Thomas stated the Main Street ferry would be relocate, and WETA is the overseer. The marina will not be part of the design, as there is no market. He reported parking is very much being addressed and understands the need will grow with ferry use.

13. ADJOURNMENT: 9:15 p.m.