

**APPROVED MEETING MINUTES**  
**REGULAR MEETING OF THE**  
**CITY OF ALAMEDA PLANNING BOARD**  
**MONDAY, APRIL 14, 2014**

1. CONVENE: 7:03 p.m.

2. FLAG SALUTE:

3. ROLL CALL: Present: Vice President Henneberry, Board members Knox White, Alvarez-Morrone, and Tang.  
Absent: President Burton, Board members Köster and Zuppan.

4. AGENDA CHANGES AND DISCUSSION: None

5. ORAL COMMUNICATIONS: None

6. CONSENT CALENDAR: None

7. REGULAR AGENDA ITEMS:

**7.A.** Presentation of Phase 0 of the Alameda Point Town Center and Waterfront Precise Plan. No action will be taken.

Ms. Nanette Mocanu, Development Manager, provided a presentation on Phase Zero. She also presented a brief video on the pop-up retail movement.

Vice President Henneberry opened the item for public comment.

Ms. Amanda Shepard, made a presentation for her idea of making an "Islandopoly" plaza at Alameda Point (AP). She described the project.

Board member Knox White stated there is no plan for approval at this time, but he is concerned there isn't a destination to draw people out there yet. He suggested starting small with the water use rentals and an annual festival

Ms. Debbie Potter, Community Development Director, stated that the Town Center and Phase Zero Plans will be before the PB in the near future.

Board member Alvarez-Morrone commented that many items have been heard at the sub-committee meetings.

Board member Tang stated that it is a refreshing concept, but there needs to be a foundation first. The presentation showed the pop-ups happening in high density areas. We need to think about a core use, and during the week perhaps. He would like to see a

student destination before retail.

Vice President Henneberry commented that a coffee cart while launching a kayak is a great start.

**7-B** Alameda Point (AP) - 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, Director, provided a report and presentation.

Ms. Scott Tyler, Square Peg, made a presentation and introduced his company.

Vice President Henneberry asked about the flags that were in the presentation.

Mr. Tyler mentioned the flags are an example of diversifying signage.

Board member Tang asked about maintaining signage.

Mr. Tyler explained color fasting has improved, and graffiti removal elements are available when coating signs.

Vice President Henneberry opened the public comment period.

Ms. Carol Gottstein, former Planning Board member, commented on a past resolution regarding signage for Alameda Point which states any signage should maintain the art-deco style that is part of AP. There needs to be attention to contrast.

Ms. Karen Bey, resident, stated that she is excited to see things moving forward at AP. She asked that signs be more of an art project, and it's important to pay for a nice statement entrance. She stated that often temporary solutions turn into long term and suggested getting input from the tenants regarding the signage.

Board member Alvarez-Morrone liked the signage, but asked for lighting to be considered. She doesn't like the entrance, stating it looks out of balance. She would like a historical reference at the entrance, and landscaping. She agreed with talking to tenants for their thoughts.

Board member Knox White agreed the entrance needs more work, but feels there are a lot of good points. He finds it odd the City logo is on all of the street signs, and there is confusion with colors changing. He likes the logo with the wings. He would like to see the map larger and is not sure the Hanger Row sign is needed. He agreed the spirit alley tenants should weigh in on the signage for the area.

Board member Tang would like to see the cost differences between LCD vs. standard lighting. There could be sponsorship for signage if costs are too much.

Vice President Henneberry asked about the logo and where it came from.

Ms. Mocanu stated the logo was part of the branding done by Economic Development.

Vice President Henneberry stated that he likes the City Seal. He likes the art-deco style and doesn't like the flags. He would like the signage to be very different from that at Alameda Landing. He suggested this item come back to the Board for approval.

Board member Knox White suggested using the kinetic form, perhaps doesn't have to be flags, but keep the idea.

Board member Alvarez-Morrone asked what the colors represent.

Ms. Potter stated they are the colors represented in the City logo.

Mr. Tyler commented the colors were taken from the logo used, and the planes and ships that are located at AP.

Board member Alvarez-Morrone stated that she doesn't feel the colors are representative of the Alameda Point history.

Mr. Tyler stated that the colors are picked so they will stand out and help visitors find their way. He stated this is a conceptual plan and reported while working with other cities, color is always an issue and he can provide various mock ups for review.

Board member Knox White suggested colors be passed through the Disabilities Commission.

Ms. Potter stated that staff will go back and re work the entrance signage and look at other suggestions and bring a new plan to the Board.

8. MINUTES: None

9. STAFF COMMUNICATIONS:

**9.A.** Future Agendas - Ms. Potter reported there will be a joint meeting with PB and HAB at the Del Monte site.

**9.B.** Staff Communications - Zoning Administrator and Design Review Recent Actions and Decisions - Ms. Potter reported on two items.

10. WRITTEN COMMUNICATIONS: None

11. BOARD COMMUNICATIONS:

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

12. ORAL COMMUNICATIONS: None

13. ADJOURNMENT: 8:47 p.m.