

APPROVED PLANNING BOARD MEETING MINUTES  
MONDAY, NOVEMBER 26, 2012

1. CONVENE: 7:04 p.m.
2. FLAG SALUTE: Vice-President Burton
3. ROLL CALL: Present: President Zuppan, Vice-President Burton, Board members Ezzy Ashcraft, and Knox White.

Board Member Köster arrived for item 7-A  
Board Member Henneberry Arrived during item 7-A

4. AGENDA CHANGES AND DISCUSSION:

None

5. ORAL COMMUNICATIONS:

None

6. CONSENT CALENDAR:

6-A. Zoning Administrator and Design Review Pending and Recent Actions and Decisions.

6-B. 2013 Meeting Calendar

Board Member Knox White motioned to approve the consent calendar.  
Board Member Ezzy Ashcraft seconded the motion.  
Motion carried 4-0; no abstentions.

7. REGULAR AGENDA ITEMS:

7-A. Economic Development Strategy for Alameda Point - Presentation by Keyser Marston Associates of a proposed economic development strategy for Alameda Point.

Development Manager Eric Fonstein gave a brief introduction of the job-based Strategy and introduced Keyser Marston Associates' consultants Tim Kelly and Ernesto Vilchis who provided a summary of findings via PowerPoint presentation.

Consultant clarified for Board Member Knox White that the vision for Alameda Point is to build upon existing businesses and uses, i.e., food, maritime, recreation and breaking Alameda Point into smaller pieces.

Board Member Köster clarified with the Consultant that current businesses such as St. George got started on existing infrastructure by breaking larger building into smaller spaces and are models for future businesses. The five prototypes selected for study represented a broad spectrum of criteria.

Board Member Ezzy Ashcraft clarified with the Consultant their role in commercial development at other bases. KMA's services included developing business terms and they were very much involved in the implementation of the economic development strategy, especially developer selection. Consultant helped identify which developer entity/team had the financing, the vision to realistically put tenants into the buildings. Board Member Ezzy Ashcraft asked for examples of having tenants as ambassadors. Consultant clarified that McClellan Air Force Base actually created a marketing opportunity for existing businesses. In response to her inquiry as to where lease revenues go, Alameda Point Chief Operating Officer Jennifer Ott responded that funds primarily go into the maintenance of City services at the base and property management, also into a "rainy day" fund. Ms. Ott confirmed that Building 5 is one of the most contaminated buildings at the Point and will not be controlled by City until 2019.

President Zuppan asked the Consultant to clarify whether there were any parallels with other bases with main gate entrances for both commercial and residential uses. Consultant responded that there are multiple entrances to Alameda Point that can be primarily for residential but residential was not a part of this analysis. In response to infrastructure needs, Consultant responded that telecommunications are important. Infrastructure will be a challenging exercise and stressed the need to be flexible and able to accomplish incrementally.

President Zuppan opened public comment.

Cheryl and Byron Zook, Alameda Point Studios, spoke in favor of the Strategy and commented on the success of their business and desire for expansion and long-term lease to take advantage of their improvements.

David Mik, Power Engineering and Construction, spoke in favor of the Strategy and commented on their desire for long-term lease.

Richard Bangert, resident, commented on desire for improvements at Enterprise Park, creating amenities to attract businesses.

Doug Biggs, Alameda Point Collaborative (APC), expressed disappointment in their lack of involvement in this Strategy and that the Standards of Reasonableness were ignored in the analysis. APC brings in jobs and sales tax revenue and is worth noting.

William Smith, resident, concurred with Doug Biggs' comments and spoke in favor of Strategy, noting concern about amenities and infrastructure.

Karen Bey, resident, spoke in support of Strategy, noting concern about housing and how it helps pay for infrastructure. City is challenged by lack of funds for branding and marketing.

Need to make Alameda Point a high-profile project.

Jon Spangler, resident, spoke against Strategy but in support of comments made by previous speakers Bangert, Biggs, Smith and Bey. No clear vision at Alameda Point after several plans completed. Issues still needing to be addressed include open space, Measure B and transportation. Piecemeal approach to infrastructure will be more costly than a master development.

Helen Sause, HOMES, urged Board not to call a good marketing analysis a strategy. Not sure how mix-use dream can be achieved without integrating residential. Urged Board not to lose vision of walk to work.

Irene Dieter, resident, commented on actual branding missing from the Strategy. Need to clarify what it is we want people to think of when they think of Alameda Point.

President Zuppan closed public comment.

Ms. Ott stated the City is willing to discuss long-term leases with tenants but must also consider future development plans. She stated Standard of Reasonableness was an oversight in the Strategy and should be incorporated.

In response to Board Member Köster's inquiry as to the process of incorporating the comments from tonight's meeting, Lori Taylor, Community Development Director, noted that comments/changes would orally be presented to Council on Dec 5. Board Member Köster reiterated that housing and transportation are very important issues in Alameda.

Board Member Knox White commented that Strategy reads more like a marketing proposal and concurred with others that there is no real clear vision. Ms. Taylor clarified that since the time the Planning Board packets were distributed; KMA completed the narrative that went out in the Council packets. President Zuppan recommended that the presentation to Council state that the Planning Board did not see the narrative.

Board Member Knox White questioned when City is going to prioritize efforts. Current services of property management company should be addressed. He questioned why Strategy recommends targeting specialty foods when Harbor Bay has land and already carved out this niche. He commented on the need to better streamline leases and signage. Also a need to have long term discussion about zoning and vision. A timeline needs to be developed. New market tax credit should be part of Planning Board's recommendations.

Vice-President Burton endorsed the comments made by Board Member Knox White. He commented that vision should be broader than Alameda Point and should be a vision for all of Alameda. He noted the need for short, medium and long term strategies/goals which would include the need to have a road map for development and permitting, creating a sense of place/town center, building upon our strengths and understand the reasons why these companies are located at Alameda Point, and the idea of some sort of annual festival at the Point.

Board Member Ezzy Ashcraft noted this was a good report. She suggested trying to find a way to market the Point to Alameda residents so they could become familiar with the type of uses out there. She noted the need to pursue the film industry and position ourselves to take advantage of opportunities. She emphasized the community's desire for a mixed use development.

Board Member Henneberry noted that a certain amount of industrial space needs to support maritime uses at the Point. He stated he supports submitting the Strategy to Council.

President Zuppan stated that she agreed with other board members who didn't feel like this was a strategy, but a step in the process to develop an economic development strategy. She noted that a lot of hard choices need to be made regarding what to fund. Tenant management should also be addressed.

Board Member Knox White suggested holding off the presentation of the Strategy until the new Council is seated.

7-B. Public Hearing on an Initial Study/Mitigated Negative Declaration and a Tentative Map for 89 Lots at 1551 Buena Vista Avenue (APN72-384-21. The project was originally published as 69 lots. The Planning Board will consider approval of an Initial Study/Mitigated Negative Declaration for Marina Cove II, 89 residential lots and a Tentative Map within the area bounded by Ohlone Street, Buena Vista Avenue, Clement Avenue and Entrance Way (currently occupied by the Chipman Company). The site is zoned R-4-PD, neighborhood residential with a Planned Development overlay.

Andrew Thomas, Planning Services Manager, gave brief presentation.

Board Member Ezzy Ashcraft clarified with staff that the six lots fronting Buena Vista would have access from Buena Vista via 3 shared driveways on Buena Vista and not side street access.

Staff noted that that Parcel Map was approved several years ago for fewer units. Units were increased to meet the City's housing requirements.

Board Member Knox White clarified with Staff that Tentative Map is establishing a Parcel 53 and that dotted lines are adjustable or not necessary if designed in a different way. Project will contain 52 single-family lots and 1 multi-family lot with up to 37 units.

Board Member Köster clarified that the shared driveways are throughout the site and not just on Buena Vista. Material for 20-Foot Emergency Vehicle Access will be under future consideration.

Board Member Knox White motioned to extend the meeting to 11:30.

Board Member Köster seconded the motion.

Motion carried, 6-0; no abstentions.

President Zuppan opened public comment.

Board Member Knox White motioned to reduce speaker time to 3 minutes.

Board Member Henneberry seconded the motion.

Motion failed, 3-2-1 Köster abstained; no quorum. Speaker time will remain 5 minutes.

William Smith, resident, noted that the design has improved, although he is still concerned about fulfilling the capacity for the Housing Element.

Helen Sause, HOMES, spoke against the density of each parcel and suggested that condos might take advantage of the great views over the estuary and relieve the density of each parcel. Integrating affordable homes would be a much improved social aspect of the development.

John Spangler, resident, noted that he was not in favor of the Marina Cove I development and not in favor of this proposal.

Diane Lichtenstein, HOMES, concurred with comments made by speakers Sause and Spangler. Distressed with lack of number of affordable units and design.

Laura Thomas, Renewed Hope, commented that more affordable housing units are needed, although pleased with the proposed 37 unit multi-family housing lot.

Karen Bey, resident, spoke in favor of the project and encouraged approval.

President Zuppan closed public comment.

Board Member Köster r noted concerns about courts, Buena Vista frontage, and emergency access. Staff clarified that decisions on courts A, B and C can be postponed until layout of multi-family buildings is finalized. Multi-unit housing can be increased at a later time. Map is being addressed tonight and not the architecture. What's referred to as "Street C" in report should be "Street B". There is no "Street C".

Vice-President Burton motioned to extend the meeting to 11:50.

Board Member Ezzy Ashcraft seconded the motion.

Motion carried, 6-0; no abstentions.

Board Member Köster commented that he'd like to see more density on Parcel 53, Street B connect through to Arbor Street and rear access to lots facing Buena Vista.

Board Member Henneberry supported acceptance of project.

Board Member Knox White supported acceptance of project.

Board Member Ezzy Ashcraft commented on desire to see rear access/back alleys for lots facing Buena Vista and encouraged more multi-family units on Parcel 53.

Vice-President Burton supported acceptance of project. Proposed adding condition that developer provide, at a later date, some sort of distinctive paving to Emergency Vehicle Access.

President Zuppan supported acceptance of project, although concerned that more housing units are not included.

Staff clarified that rear-access to the Buena Vista fronted lots can be considered at the Design Review stage and concern can be included in the report to Council.

Board Member Knox White motioned to accept the Tentative Map as proposed minus dotted lines for courts A, B, and C and addition of emergency vehicle access materials language and addendum with the correction of typo (53 lots not 52).

Board Member Henneberry seconded the motion.  
Motion carried, 6-0; no abstentions.

8. MINUTES:

9. STAFF COMMUNICATIONS:

Written Report  
None.

9-A. Future Agendas

10. WRITTEN COMMUNICATIONS:

None.

11. BOARD COMMUNICATIONS:

None.

12. ORAL COMMUNICATIONS:

None.

13. ADJOURNMENT: