

APPROVED MEETING MINUTES
REGULAR MEETING OF THE
CITY OF ALAMEDA PLANNING BOARD
MONDAY, OCTOBER 8, 2012

1. CONVENE: 7:07 p.m.
2. FLAG SALUTE: Board member Knox White
3. ROLL CALL: Present: President Zuppan, Board members Ezzy Ashcraft, Henneberry (arrived at 7:50), Knox White, and Köster.
- Absent: Vice-President Burton

4. AGENDA CHANGES AND DISCUSSION:

Item 7-B and 7-C continued to the October 22, 2012 meeting.
Board member Knox White motioned to approve the changes.
Board member Ezzy Ashcraft seconded the motion
Motion carried, 4-0; no abstentions

5. ORAL COMMUNICATIONS:

President Zuppan opened Oral Communications.

Kelly Johnston, St. Joseph's Elementary School, urged the Board members to come to the school and view the site prior to hearing the item on October 22, 2012.

President Zuppan closed Oral Communications

6. CONSENT CALENDAR:

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

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

7. REGULAR AGENDA ITEMS:

7-A. Alameda Landing Retail Tenant Strategy - Presentation by the Catellus Development Corporation of a proposed amended retail tenant strategy for the

Alameda Landing Retail Shopping Center. This 285,000 square foot shopping center is one component of a larger mixed-use waterfront development project that will include residential, retail, and commercial uses.

Debbie Potter, Housing Manager, gave a brief background on the project.

Sean Wiskeman, Catellus, gave an update on the project progress. He stated that the strategy contains a mix of retail, restaurants and services.

Amy Herman, ALH Urban & Regional Economics, went over the process for doing the Tenant Strategy. She presented a comparison between the 2006 strategy with the current one. She stated that all major retail categories show leakage except grocery. She presented a table of per capita taxable retail sales comparing Alameda with six other Alameda County cities and Alameda is the lowest.

Board member Ezzy Ashcraft asked why the 2006 categories did not have service retail. She inquired if nail salons are considered a service retail category.

Ms. Herman stated that it was not a retailer that she considered in her report.

Mr. Wiskeman stated that the Service Retail Category covers a wide range of industries.

Board member Ezzy Ashcraft asked if the maximum square footage for each category is based on a first come first serve basis.

Mr. Wiskeman stated that once the total square footage for each category is reached those industries will not be leased to any longer.

Board member Ezzy Ashcraft questioned why the square footage for the furniture and home furnishing tenant type is one of the lowest, citing that those retailers would need a larger space bases on inventory.

Ms. Herman stated that there is flexibility in the strategy and one tenant type could give square footage to another type.

Board member Knox White stated that the 2006 list seems to have a certain vision where the 2012 list has larger stores and spaces.

Ms. Herman stated that some of the same type of tenants are included on both and others that have been removed such as book stores is due to the changing retail climate.

Mr. Wiskeman stated that Building A is really the only large space and there really isn't a lot of room for large format stores.

Board member Ezzy Ashcraft asked if the grocery would be in Building A.

Mr. Wiskeman stated yes.

Board member Köster asked why there is such a large period of time between the opening of the Target store and other retailers.

Mr. Wiskeman stated that they would like to build and fill the spaces as soon as possible and are actively looking for tenants.

President Zuppan asked how Target matches up to upscale retailers.

Matt Kucher, Target Stores, stated that the better retailers like to go in near Target stores.

President Zuppan inquired about the non-taxable sales items such as grocery.

Ms. Herman stated that she did not do an analysis of the non-taxable. She also stated that the center is not intended to serve Alameda residents exclusively.

Board member Henneberry stated that he hopes if a grocery store is brought in that the employees will be Union.

Board member Ezzy Ashcraft asked about the upsurge of mini stores within Target Stores such as Apple, and suggested that the Alameda store have them. She also stated that VF Outdoors is located in Alameda and asked that some of their brands be looked at as tenants.

Mr. Wiskeman stated that VF is definitely on the list to approach as potential tenants.

President Zuppan opened the public comment period.

Karen Bey, resident, stated that she is pleased that Catellus is planning to have more upscale tenants in the center. She asked if Catellus had a letter of intent from an upscale grocery. She would not like a large grocer to move into the center that would hurt the marina Village Shopping Center.

President Zuppan closed the public comment period.

President Zuppan stated that the City Council's approval of the Tenant Strategy needs to be done before a letter of intent could be signed.

Board member Knox White stated that is hoping the City Council will look at the new tenanting strategy closely and the changes from 2006. He stated that should be careful

with the grocery tenant and Marina Village. Alameda Landing has the only direct transportation to center.

He is concerned about the effect the new center will have on the Marina Village center.

Board member Köster added that hopefully the center will complement the future retail development at Alameda Point.

Board member Ezzy Ashcraft stated that competition can be a healthy thing, but would not like a retailer to hurt Marina Village Shopping Center. She stated that she would like to see different tenants than those at South Shore. She feels that the West End can support another grocery based on the planned future development.

Board member Henneberry stated that regarding the closure of Luckys at Southshore, the company at the time was selling off and closing any stores that were not making a profit. It wasn't the Safeway that put them out of business.

President Zuppan agreed that we need to stress to the City Council that the new retailers not harm current businesses in the area. She asked about the Urban Decay Study and the effect of the new center on Marina Village merchants.

Ms. Herman stated that it was unlikely there would be closures because of this center, but also looked at Alameda as a whole.

President Zuppan thanked the participants for the components of the report. Concerned with the switch to non-taxable and suggested looking for taxable retailers. She stated that it would be good to see a sales tax break out reported to City Council.

7-B. Public Hearing on an Initial Study/Mitigated Negative Declaration for 69 residential parcels and a Tentative Map at 1551 Buena Vista Avenue (APN72-384-21). The Planning Board will consider approval of an Initial Study/Mitigated Negative Declaration for Marina Cove II, 69 residential parcels 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. **Applicant is requesting a continuance to the meeting of October 22, 2012.**

7-C Planned Development Amendment: Sign Program application – PLN12-0280– 433 & 501 Buena Vista (Summer House Apartments). Review an application to amend the Planned Development in order to create a Sign Program for the Summer House Apartment Complex. **Applicant is requesting a continuance to the meeting of October 22, 2012.**

8. MINUTES:

Minutes from the Regular meeting of August 27, 2012 (Pending)
Minutes from the Regular meeting of September 10, 2012 (Pending)
Minutes from the Regular meeting of September 24, 2012 (Pending)

9. STAFF COMMUNICATIONS:

9-A Future Agendas

Andrew Thomas, Planning Services Manager, provided an overview of upcoming projects.

10. WRITTEN COMMUNICATIONS:

NONE

11. BOARD COMMUNICATIONS:

Board member Ezzy Ashcraft reported that she went on a walk through at the Park Central Apartments (formerly the Islander Motel) and was very pleased with the progress.

Board member Knox White reported that the North Park Street rezoning subcommittee has been making progress. Asked about the Use Permit for a Smog Station at the corner of High St. and Fernside Blvd. that is scheduled to be heard at a Zoning Administrator Hearing.

Mr. Thomas stated that the item will be brought to the Planning Board in the future due to the amount of opposition to the use by neighbors.

12. ORAL COMMUNICATIONS

NONE

13. ADJOURNMENT

8:45 P.M.