



# City of San Leandro

Meeting Date: February 1, 2016

## Staff Report

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**File Number:** 16-020 **Agenda Section:** CONSENT CALENDAR

**Agenda Number:** 8.J.

**TO:** City Council

**FROM:** Chris Zapata  
City Manager

**BY:** Cynthia Battenberg  
Community Development Director

**FINANCE REVIEW:** Not Applicable

**TITLE:** Staff Report for the Creation and Ratification of a 21-Member Community Advisory Committee for the Bay Fair Transit-Oriented Development (TOD) Specific Plan

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### SUMMARY AND RECOMMENDATIONS

Staff recommends that the City Council create a 21-member Community Advisory Committee (CAC) to guide staff in the preparation of the Bay Fair Transit-Oriented Development (TOD) Specific Plan and ratify the CAC nominees, including six alternates (see Attachment A).

The nominees were reviewed and recommended by the Ad Hoc Selection Committee composed of Mayor Pauline Russo Cutter and Councilmember Ursula Reed (District 2). The CAC will be composed of 21 members, including 4 unincorporated County members.

### BACKGROUND

In 2014, the City was awarded a \$440,000 Metropolitan Transportation Commission (MTC)/Association of Bay Area Governments (ABAG) Planning grant for Bay Fair TOD Specific Plan. See Attachment B for the existing Bay Fair TOD Specific Plan area boundaries, which may be subject to change during the planning process underway. The City also entered into a Memorandum of Understanding (MOU) with project partners BART, Madison Marquette and Alameda County to outline mutual goals and duties. BART and Madison Marquette pledged \$15,000 each as matching funds to complement the City's \$40,000 cash contribution. The MTC grant requires that a CAC, as well as a Technical Advisory Committee (TAC), be formed as part of the planning process.

In 2015, the City selected (through a competitive process) and approved a contract with Raimi + Associates as lead planning consultant for the Bay Fair TOD Specific Plan (Plan). To date, work related to the Plan that has occurred includes:

- 1) project area tour & preparatory meetings with City staff, R+A & project partners;

- 2) Bay Fair TOD Specific Plan Overview to City Council & Planning Commission; and,
- 3) gathering of existing conditions data (i.e., demographics, market analysis, infrastructure, etc.) and preparation of draft documents (such as maps and community involvement strategy).

### **Analysis**

The CAC application process opened on November 5, 2015 and closed on December 3, 2015. There was broad outreach to the community about the application process (see “Summary of Public Outreach Efforts” below). 61 applications were received: 41 from City residents, 3 from San Leandro businesses owners/representatives, 16 from unincorporated Alameda County, and 1 from Oakland. Below is a breakout of the 41 City applicants by Council district:

- District 1 (9 applications)
- District 2 (13 applications)
- District 3 (2 applications)
- District 4 (6 applications)
- District 5 (8 applications)
- District 6 (3 applications)

City staff processed applications and forwarded them to the CAC Ad Hoc Selection Committee (Mayor Cutter and Councilmember Reed) which met on December 15, 2015 to review the applications and make preliminary recommendations. Alameda County Supervisors Wilma Chan (County District 3) and Nate Miley (County District 4) provided input on the unincorporated County applications for the 4 CAC County seats. The Ad Hoc Selection Committee used selection criteria, including the following, to create a diverse, representative and experienced CAC:

- At least one representative per City Council District & At Large
- Diversity (e.g., race/ethnicity, gender)
- Business representation
- Resident representation
- Regional/local stakeholder groups (e.g., community organizations, business associations, local property owners)
- City Boards/Commissions representation
- Professional/technical expertise

The creation of a Technical Advisory Committee is also required under the MTC/ABAG grant. The TAC will consist of 10 members and will provide more detailed and expert analysis from varied public and private stakeholder perspectives. The TAC will consist of representatives of public agencies that are typically engaged in TOD planning projects. City Council approval of the TAC participants is not required. Below is a list of the organizations which will be represented on the TAC:

- City Community Development Department
- City Engineering and Transportation Department

- BART
- Alameda County Planning
- Alameda County Flood Control District
- Madison Marquette
- AC Transit
- Alameda County Transportation Commission
- Association of Bay Area Governments
- Caltrans

Below are key dates, subject to change, for the Bay Fair TOD Specific Plan planning process. Both the CAC and TAC will meet at least four times over the next 12 to 15 months.

- February 1, 2016 - City Council to ratify CAC membership
- February/March 2016 - CAC/TAC kick-off meetings
- April 2016 - CAC/TAC meetings
- April/May 2016 - City Council Work Session
- Fall 2016 - CAC/TAC Meetings
- Spring 2017 - Draft Specific Plan/Draft EIR completion
- Spring 2017 - City Council Work Session
- Spring/Summer 2017 - Final Specific Plan/Final EIR

### **Previous Actions**

- On December 1, 2014, the City Council authorized the City Manager to execute the \$440,000 MTC Planning grant agreement and approved the MOU between the City, BART, Madison Marquette, and Alameda County.
- On May 18, 2015, the City Council approved a \$500,000 consulting services agreement with Raimi + Associates to serve as the lead planning consultant for the Bay Fair TOD Specific Plan. The \$500,000 is funded through the \$440,000 MTC Planning grant and \$60,000 in matching funds (\$30,000 from the City and \$15,000 match each from BART and Madison Marquette).

### **Applicable General Plan Policies**

- General Plan Policy 8.10 - Bayfair Mall: Promote the revitalization of Bayfair Mall and its environs by introducing new and compatible uses, including new shops, services, community facilities, restaurants, entertainment venues, and offices.
- General Plan Policy 15.01 - Coordination with Service Providers: Work collaboratively with AC Transit and BART to ensure that public transit service remains safe, reliable, and affordable, and to improve service frequency and coverage within San Leandro neighborhoods and employment centers.

### **Board/Commission Review and Actions**

- In August 2015, City staff and Raimi + Associates presented an overview of the Bay Fair TOD Specific Plan project to the Planning Commission.

### **Summary of Public Outreach Efforts**

The one month long CAC application period (from early November to early December 2015) was extensively marketed. Public outreach efforts included: a press release, City Council weekly update, Next Door online post, SL Next blog post (includes Facebook & Twitter), posting on City website, flyer postings at City facilities (such as the Main Library and Senior and Marina Community Centers), and publication in the San Leandro Times (article and City Corner ad). There was also direct mailing to over 950 residents, businesses, and property owners within a 500 foot radius of the Plan area and direct email to over 400 stakeholders including:

- HOAs
- City Boards/Commissions
- Alameda County Supervisors Chan & Miley
- AC Transit Board Directors Williams & Ortiz
- BART Board Directors Saltzman and Raburn
- SL Chamber of Commerce
- Eden Area Chamber of Commerce
- Business Councils (Asian, African-American)
- Business Associations
- Churches
- Bayfair Center owner/tenants
- Fashion Faire owner
- Fairmont Square owner
- Public service agencies

The CAC application was printed in English, Spanish and Chinese and the translated documents were posted on the City webpage.

### **Legal Analysis**

The City Attorney's Office has reviewed and approved the staff report.

### **ATTACHMENTS**

- Attachment A - Final CAC Nominees List
- Attachment B - Bay Fair TOD Specific Plan Area

**PREPARED BY:** Tom Liao, Deputy Community Development Director, Community Development Department

## CAC NOMINEES

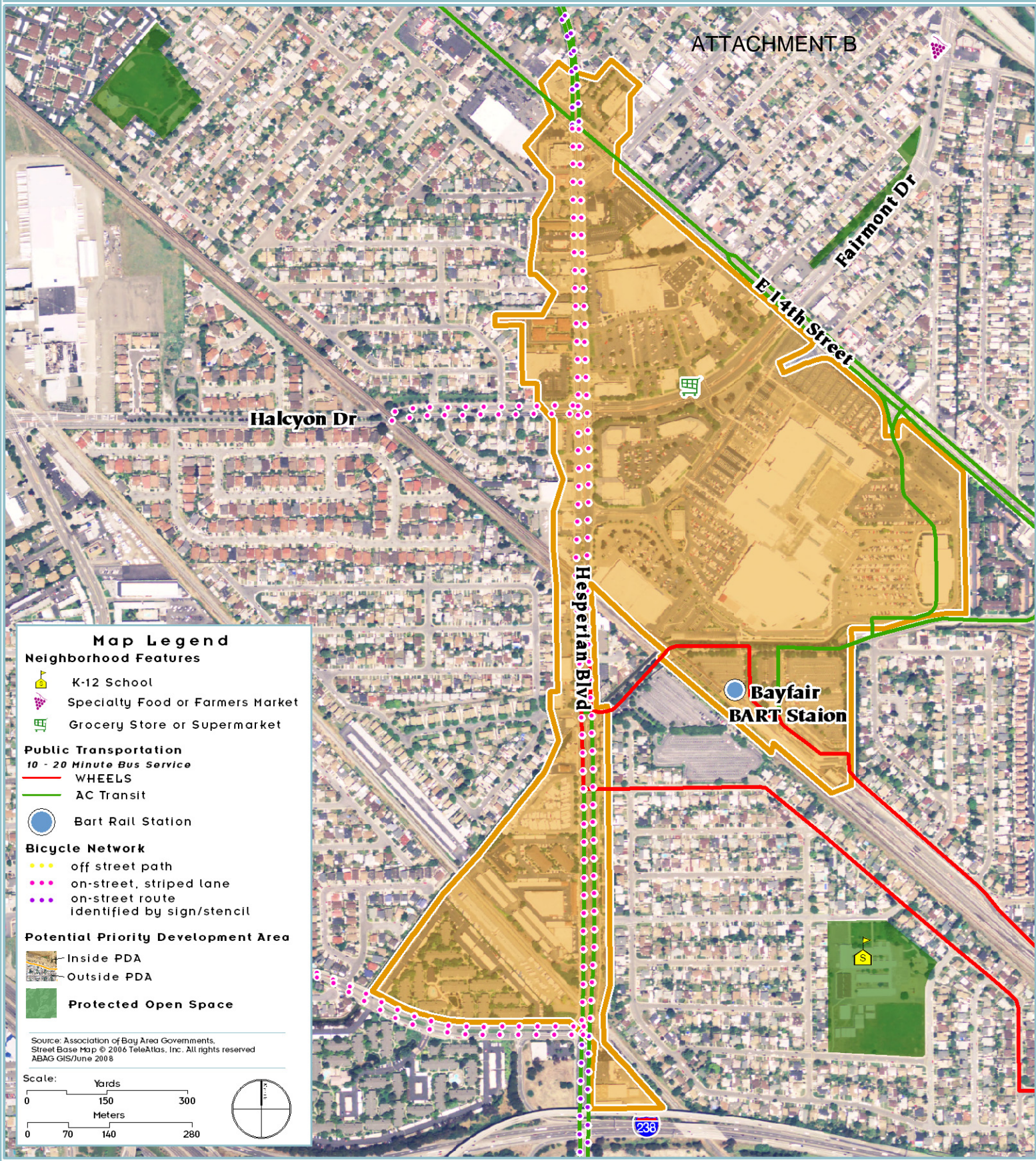
DISTRICT	LAST NAME	FIRST NAME	HOME ADDRESS	GENDER	QUALIFICATIONS	NOTES
1	Bolden	Clint	117 Rantoul Cir.	M	17 yr resident; 30+ yrs experience in econ & comm devlpmt & consulting to cites(Richmond, Oakland, San Antonio)/developers;	
1	Leichner	Kevin	940 Rodney Dr.	M	former Planning Commissioner; Assoc Director at nonprofit developer Eden Housing; 15+ yrs experience with market & affordable hsg and minimizing displacement of low income households.	
1	Tucker	George	1363 View Drive	M	30+ yr resident & property owner; retired CPA; VP of Bay O Vista HOA; Served on Senior Comm (including 3 yrs as chair); Service Corps of Retired Executives volunteer.	
1	Udemezue	Chike	2583 San Leandro Blvd.	M	Current Parks Commissioner; Ph.D in Applied Managemt.	District 1 Representative
2	Kyle	Barbara	2063 Thomas	F	Assumption Parish resident; active in current Gen Plan Update process; interest in planning/econ dev and city's future; SL High Northgate neighborhood group.	District 2 Representative
2	Panzer	Aaron	1995 Bradhoff Ave.	M	New homeowner and SL resident.	
3	Souza	Diana	1212 Coe Ave.	F	Former City Councilmember; Washinton Manor HOA Board member.	District 3 Representative
4	Magallon	Maria	15634 Hebron Ct.	F	Volunteer & past committee member with County Supervisor Chan's Office in San Lorenzo; advocate for public transportation.	Mayor's At Large Representative
4	Maloon	Matt	15096 Dewey St.	M	40+ yr resident; Electrical Workers Union business representative; trustee with Zero Net Energy Training Center in SL; Shoreline Advisory Committee member.	
4	Brennan	Richard	2251 Gavia Ct.	M	Current Heron Bay/Baywalk HOAs; 20+ years experience in consensus building committee proedures; long-time interest in public transportation.	District 4 Representative

DISTRICT	LAST NAME	FIRST NAME	HOME ADDRESS	GENDER	QUALIFICATIONS	NOTES
5	Fitzsimons	Tom	953 Helen Ave.	M	former Planning Commissioner; real estate professional with 12+ yrs experience as agent, developer, asset manager & investor.	
5	Jefferson	Alton	256 Lexington Ave.	M	SL resident & business owner; 30+ yrs experience in public & private commercial & residential development, design & construction; licensed contractor; Member of Chamber of Commerce, African American Business Council.	District 5 Representative
5	Lee	Derick	716 Biltmore St.	M	works with local and regional school districts; engaged with industrial business owners in SL.	
6	Aborashed	Wafaa	672 Tudor Road	F	President of Davis West Neigh Group and community environmental advocate.	District 6 Representative
Business	Garcia	Jerry	NA	M	Owens State Farm business on 15200 Hesperian Blvd in SL; Serves on SL Chamber Board of Directors; Vice Chair Entrepreneur's Forum.	San Leandro Business
Business	Ward	Dan	NA	M	Current Macy's Sales Manager in Bayfair Center.	San Leandro Business
Business	Gelfenbeyn	Irina	NA	F	Owens and manages residential rental property in SL; experience in marketing and real estate.	San Leandro Business
County	Baratta	Mike	17034 Harvard Ave.	M	Involved with General Plan Update for Ashland/Cherryland; active in Ashland/Cherryland Business Development Specific Plan and Health Element.	County District 4 Representative
County	Esquierdo	Eugene (Skip)	630 Elgin St.	M	Chabot College professor (38 yrs); San Lorenzo resident (44 yrs); civically active in community, local schools, & church; lived in project area whole life.	County District 3 Representative
County	Fostersmith	Ellen	859 Videll St.	F	Retired geologist & certified hydrogeologist.	County District 3 Representative
County	Poon	Shirley	2008 Horne Street	F	35 yr resident of Fairmont Terrace; retired corporate manager with SF banks & IT Manager for Federal Reserve & Visa; former Fairmont Terrace HOA treasurer.	County District 4 Representative

## CAC ALTERNATES

DISTRICT	LAST NAME	FIRST NAME	HOME ADDRESS	GENDER	QUALIFICATIONS	NOTES
2	Hintz	Hisako	15220 Upton Ave.	F	Homeowner. ESL instructor at Chabot College.	
2	Reed	Jennifer	728 Valita Dr.	F	Works for nonprofit housing developer Eden Housing; Rotary Club member.	
5	Hall	Leah	201 Beverly Ave.	F	Architect with MA degree); SL Historical Society Vice-Chair; Rotary Club member; SL Placemakers; former Human Services Commissioner.	
5	DeBeck	Patricia	279 Cambridge Ave.	F	Private marketing consultant in urban design/transportation planning for 25 yrs; professionally certified in marketing & project management.	
County	Piras	Patrisha	892 Grant Ave.	F	30+ yr resident in San Lorenzo; former AC Transit Board District IV; Sierra Club Comm Advisory Working Group involved in Measure BB; Watchdog Committee for ACTC sales tax measure.	
County	Williams	Lasonia	15739 Dermody Ave.	F	Ashland resident; former President Sobrante Park HOA; Park steward, Oakland Parks & Recreation Foundation.	





Halcyon Dr

Fairmont Dr

E 14th Street

Hesperian Blvd

Bayfair BART Station

**Map Legend**

**Neighborhood Features**

- K-12 School
- Specialty Food or Farmers Market
- Grocery Store or Supermarket

**Public Transportation**

*10 - 20 Minute Bus Service*

- WHEELS
- AC Transit
- Bart Rail Station

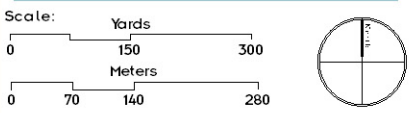
**Bicycle Network**

- off street path
- on-street, striped lane
- on-street route identified by sign/stencil

**Potential Priority Development Area**

- Inside PDA
- Outside PDA
- Protected Open Space

Source: Association of Bay Area Governments, Street Base Map © 2006 TeleAtlas, Inc. All rights reserved ABAG GIS/June 2008



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# City of San Leandro

Meeting Date: February 1, 2016

## Minute Order - Council

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**File Number:** 16-021

**Agenda Section:** CONSENT CALENDAR

**Agenda Number:**

**TO:** City Council

**FROM:** Chris Zapata  
City Manager

**BY:** Cynthia Battenberg  
Community Development Director

**FINANCE REVIEW:** Not Applicable

**TITLE:** MOTION for Creation and Ratification of a 21-Member Community Advisory Committee (CAC) for the Bay Fair Transit-Oriented Development (TOD) Specific Plan (Committee will provide guidance from a diverse representation of City and Alameda County residents and businesses on the preparation of a TOD Specific Plan for the Bay Fair area)

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