

**EMERYVILLE CITY PLANNING COMMISSION  
ACTION RECAP**

**THURSDAY, JULY 26, 2007**

**I. CONVENE, ROLL CALL, AND PLEDGE OF ALLEGIANCE**

The meeting was called to order at 6:30 p.m. by Vice Chair Donaldson. Commissioners present: Arthur Hoff, Patricia Jeffery, Gail Donaldson, Frank Flores, Lawrence Cardoza and Angela Baranco. Jim Martin absent.

New Commissioner, Angela Baranco, was welcomed by Commissioners and Planning Director, Charles Bryant.

Karen Hemphill, City Clerk, performed the swearing in ceremony of the new Commissioner and welcomed her to the Commission.

**II. CITIZENS TO BE HEARD**

None

**III. ACTION RECAP – June 28, 2007**

Motion: To approve the action recap of June 28, 2007.

**Moved:** Jeffery  
**Seconded:** Cardoza  
**Vote:** Ayes: Flores, Hoff, Jeffery, Donaldson, Cardoza  
**Abstained:** Baranco  
**Absent:** Martin

Chair Martin arrived at 6:38 p.m.

**IV. ELECTION OF OFFICERS**

Motion: Commissioner Jeffery nominated Commissioner Martin for a second term as Chair and Commissioner Donaldson for a second term as Vice Chair. Motion passed without exception.

Commissioner Hoff was nominated to replace past Commissioner Paul Germain on the General Plan Update Steering Committee. Motion passed without exception. It was noted that the City Council will make the appointment on August 7.

**V. DIRECTORS REPORT**

Director Bryant congratulated Commissioner Baranco on her appointment; she was appointed by the City Council on July 17 to fill the vacancy created by Paul Germain's retirement.

Director Bryant then reported on City Council actions at their July 17 meeting. A study session on the "Big 4 Traffic Study" was held; however, due to time constraints, there was no opportunity for discussion, so a special meeting was scheduled for Saturday, September 15. The Redevelopment Agency had a presentation on the "Vision for the East BayBridge Center", which was the same presentation that the Commission will be seeing tonight. A contract for an "Alternative Transportation Study" was considered by the Council and referred to the Transportation Committee; it will be considered again by the Council on August 7. The Council approved amendments to the contracts with MIG and Dyett and Bhatia for the General Plan update. They also granted a noise waiver for roof tear-off work at night at Borders bookstore.

Finally, the Council heard an informational report on the permit parking program and approved a permanent permit parking area on the north side of 62<sup>nd</sup> Street between Hollis and Overland.

The General Plan Update Steering Committee held a bus tour of the City's "change areas" last Saturday, July 21. The last regular meeting was Tuesday, July 24. The Committee began going through the "change areas" one by one and debating the future land uses and building forms, for development of a preferred plan. They only got through areas "A" and "B", and still have to get through area "L" plus the transportation policies, so the process will continue through the summer. Following development of the preferred plan, a joint Planning Commission/City Council meeting will be scheduled to present and discuss it.

The next regular quarterly meeting of the Park Avenue District Advisory Committee is Wednesday, August 8. The Committee will review the status of private projects and public improvements in the district, and the implementing ordinances. There are three vacancies on the Committee, two for residents and one for a business representative. There is one resident applicant, who is expected to be appointed by the City Council on August 7. Two more applicants are needed, one resident and one business.

Director Bryant then reported back on the status of Commissioner Jeffery's request from the last meeting for a comparison of Emeryville's impact fees with those of other cities. MuniFinancial was hired to prepare a development impact fee study, and came up with recommendations for two fees: a Parks and Recreation Facilities fee and a General Government facilities fee. This study was presented the City Council on May 1. The Finance Director was directed to meet with developers and the business community to discuss the fee. As a result of that meeting, MuniFinancial has now been directed to prepare a comprehensive study of all development impact fees of seven other East Bay cities. That study is expected to be completed by October. In addition, the developers have been given until November to have their own consultants review the City's proposed fees. Therefore, it will be November or later when revised impact fee proposal will be brought back to the City Council.

## VI. STUDY SESSIONS

- A. **East BayBridge Vision Plan** – The Redevelopment Agency retained SZFM Design Studio to produce a design feasibility study for the East BayBridge Center consisting of renovations to the existing facilities; circulation improvements for bicycles and pedestrians both into and within the center; and redevelopment of underutilized portions of the site, such as surface parking lots, for additional commercial and residential uses. The resulting "Vision Plan" was presented for information and discussion.

Michelle DeGuzman made the staff presentation and introduced the consultant, Sudhish Mohindroo, who made a presentation.

Public Comment:

Lisa Findley, resident at 6019 Christie Avenue, spoke briefly and expressed concerns regarding traffic from this project which she stated this plan has ignored.

Commissioner Flores said the applicant had done a great job. He thinks it would be great to have trellises and landscaping in this area.

Commissioner Jeffery commended the applicant on the presentation. She said it was a good start, however it needs further exploration. She would like to have some concepts taking it to the next level. This project needs to open up, because it turns inward.

Commissioner Cardoza said it needs to be more creative. It would be more efficient if the City takes the lead and bring property owners into this vision.

Commissioner Donaldson agrees with bringing owners into the process. She said this is a good first step and she appreciates the effort on intensifying the use. She would encourage property owners to participate in the cosmetic portion.

Commissioner Hoff said it is a nice plan and would like to see what the property owner has to say.

Commissioner Baranco said she thought the consultant answered the questions that the Commissioners asked when he made his presentation.

Commissioner Martin said it does not make sense to extend the trellis. He needs to hear from the property owner before going forward. He does not want to see the development component going to the Steering Committee yet. Too much work still needs to be done at this point. He liked what the U.C. students presented in their study. He stated they should not be building around the uses already in the area.

Michelle DeGuzman stated they would proceed to the next step and revise the plans.

Commissioner Martin said the Commission would like a periodic update from the staff on how things are progressing.

Planning Director Bryant said staff could certainly provide that information, perhaps on a quarterly basis.

At 8:00 p.m. there was a short break; the meeting reconvened at 8:07.

## VII. PUBLIC HEARINGS

- A. **Marketplace Redevelopment Project, Shellmound Street, 6340 and 6390 Christie Avenue (PUD 04-02)** – A public hearing to accept comments on the Draft Environmental Impact Report (DEIR) prepared for the Marketplace Redevelopment project. The Notice of Availability for the DEIR was published on June 21, 2007 and the 45-day comment period will end on August 6, 2007. General Plan Designation: Mixed Use (M-U) Zoning Classification: Mixed Use (M-U) (Applicant: TMG Partners) (Owners: Marketplace Mortgage, LLC and Rockwood Christie, LLC) (APN: 49-1492-6-1; 49-1492-8; 1492-10-2; 49-1492-11; 49-1493-1; 49-1493-9-2; 49-1493-9-3; 49-1493-10-2; 49-1493-10-3; 49-1493-13; 49-1493-14; 49-1493-15)

Commissioner Donaldson was recused due to a possible conflict of interest.

Senior Planner, Miroo Desai, presented the staff report.

Dennis Brown of LSA made a brief presentation.

Commissioner Hoff wanted to know the traffic impact for this project. Rob Rees from Fehr & Peers, traffic consultants, reviewed the traffic impacts.

Commissioner Jeffery said she wanted to see a reduced height scenario for the "Main Street Alternative".

Commissioner Martin said he would also like to see a mid-rise "Main Street" alternative.

The public hearing was opened. There was no one wishing to speak, the public hearing was closed.

There was considerable discussion regarding the traffic, pedestrian and bicycle circulation, parking, noise and ways to reduce vehicle use. Suggestions were to reduce the bulk of large buildings and increase size of other buildings. Eliminate large areas of

asphalt, reduce height and fill in areas with other buildings.

Commissioner Martin stated he had not finished reading the material and would provide written comments later. He said that on Figure IV-4, the cross-hatching representing the existing and new buildings was reversed on the map. The Traffic Section, like the Big 4 Study, focuses on cars and does not address alternate modes of transportation (public, ped/bike) and on-site circulation sufficiently. He suggested considering reduced parking requirements and discussing the effects in the Traffic Section. He requested that staff look at the pile driving sound attenuation measures applied to Pixar be reviewed and applied to pile driving activity. He also asked that the shade analysis cover a larger area to include the whole shadow, using the Main Street Alternative at 4 p.m. on 12/31 as the example. Director Bryant noted that was a particularly extreme example, but that the shadow analysis would be reviewed to generally include the full length of shadows. Commissioner Martin requested a "low/mid rise" version of the project to reduce impacts.

Commissioner Jeffery asked staff for clarification about the purpose of an alternatives section. She was surprised to see more intense alternatives and thought they were all supposed to reduce impacts. She said she had spoken at the scoping meeting and specifically asked for a low rise alternative and was disappointed that it was not included. She echoed Commissioner Martin's request for the low/mid rise alternative, the request for focus on ped/bike/alternative forms of transportation in the Traffic Section and request to consider the effects of reduced parking requirements in the EIR. She asked when the studies (Big 4, Alternative Transportation, and Parking) were going to be done and Director Bryant confirmed this project would be heard in advance of these studies. Commissioner Jeffery said she did not want to "load things on the first project," but just worried that all these good ideas are talked about and never implemented. The applicant had done a good job in outreaching to the community, City and local interest groups about the project. She will provide additional written comments.

Commissioner Hoff said he thought the proposed project was the best alternative and was happy it included residential and not office space. He thought the main street alternative would load too many cars in an active area and cause conflicts. The bulk of the proposed project buildings could be reduced into more low rise retail. He wanted to know when the traffic fees would be applied to the development.

Commissioner Flores agreed with the comments by Commissioners Martin and Jeffery on the alternatives analysis and ped/bike issues. He asked that the Amtrak Bridge include wayfinding signs.

Commissioner Cardoza thanked the staff for a job well done. He responded to Commissioner Jeffery's requests to include reduced parking and more TDM in the project as "perhaps too hypothetical" and more appropriate for a condition of approval at "project merits" stage. He asked staff to confirm that they could add conditions at project approval, even if not included in the EIR and Director Bryant and Assistant City Attorney Guina said yes.

There was a five minute break at 9:30 – the meeting reconvened at 9:35.

- B. West Elm Furniture Store, Shellmound Street (FDP07-01)** – A Final Development Plan (FDP) for a new, approximately 16,000 square foot retail (furniture) store in accordance with Preliminary Development Plan (PDP) approved for the South Bayfront Retail/Mixed Use Project (Site A) in September 1999. CEQA Status: Final Environmental Impact Report for the South Bayfront Retail/Mixed Use Project certified by the City Council on February 2, 1999. General Plan Designation: Mixed Use (M-U); Zoning Classification: Planned Unit Development – Mixed Use (PUD-Mixed Use) (Applicant: McCall Design Group) (Owner: Madison Marquette) (APN: 49-1039-7)

Senior Planner, Miroo Desai, presented the staff report.

Charlie Abrams, Transportation Engineer, for Madison Marquette, spoke briefly. Cedric Young of Madison Marquette made a brief presentation. Mike McCall of McCall Design Group spoke briefly and Brent Beckman of Roundtree made brief comments.

The Senior Manager of West Elm expressed excitement about the proposed project in Emeryville and stated their headquarters are in San Francisco.

The public hearing was opened. There was no one wishing to speak, the public hearing was closed.

Commissioner Jeffery wanted to know the type of stucco that would be used on the building and the applicant said it would be their standard look.

Commissioner Martin said the entire AMC building has been turned into a billboard and he does not want this for the West Elm building.

Commissioner Cardoza said it is an appalling design, there is no continuity.

Commissioner Jeffery said she really appreciates the design and is glad to see a green building in town. She thinks it is a great package and great project.

Commissioner Baranco said she thinks it is a fabulous project.

Commissioner Donaldson said it is a good project, well designed and tasteful things have been done. She is glad to see a green building, but they need a more flexible landscape for size of plants.

Commissioner Flores agreed it is a great project.

Motion: To forward the FDP for the West Elm Furniture Store to the City Council with a recommendation for approval, with modified conditions regarding window signage and landscaping.

**Moved:** Flores  
**Seconded:** Hoff  
**Vote:** Ayes: Flores, Hoff, Jeffery, Martin, Donaldson, Baranco  
**Abstained:** Cardoza

- C. Stormwater Treatment Facilities Ordinance, City-Wide (ORD07-01)** - Ordinance amending Chapter 13 of Title 6 of the Emeryville Municipal Code entitled "Stormwater Management and Discharge Control Program" with a revised chapter entitled "Stormwater Treatment Design, Management, and Discharge Control Program". The ordinance will refer to the Stormwater Design Guidelines for Green, Dense Redevelopment, and will address design, inspection and maintenance of stormwater treatment measures in development projects. CEQA Status: This project is exempt from environmental review under State CEQA Guidelines Section 15307, which applies to actions by regulatory agencies for protection of natural resources, and Section 15308, which applies to actions by regulatory agencies for protection of the environment.

This item was continued to a future meeting.

## VIII. COMMISSIONERS COMMENTS

Commissioner Martin welcomed Commissioner Baranco. Commissioner Flores asked when the "roast" for former Commissioner Germain would be; Director Bryant said he would check and

report back. Commissioner Hoff asked when the Council would formally appoint him to the General Plan Update Steering Committee; Director Bryant said it was anticipated for the August 7 Council meeting. Commissioners Baranco and Martin asked who is on the Emeryville/Oakland Joint Planning Authority; Director Bryant said he would check and report back.

**IX. ADJOURNMENT** – The meeting was adjourned at 11:10