

**EMERYVILLE CITY PLANNING COMMISSION  
ACTION RECAP  
REGULAR MEETING  
JANUARY 23, 2014**

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

The meeting was called to order at 6:30 p.m. by Chairperson Lawrence Cardoza. Commissioners present: Vanessa Kuemmerle, Sean Moss, Kairee Tann, Steven Keller, Brad Gunkel and Gail Donaldson.

**II. PUBLIC COMMENT – None**

**III. ACTION RECAP – December 12, 2013**

Commissioner Keller noted that on the Nady site study session, he had said that all housing might not be appropriate at this location. Commissioner Donaldson noted that she had said that the proposed perimeter path was not adequate usable open space for a residential project. Commissioner Moss noted that several Commissioners had expressed a desire for higher quality materials.

A motion was made to accept the Action Recap with these corrections.

**Moved:** Keller

**Seconded:** Donaldson

**Vote:** Ayes: Cardoza, Kuemmerle, Moss, Tann, Keller, Gunkel, Donaldson

**IV. DIRECTOR'S REPORT**

Director Bryant reported on actions by the City Council at their December 17, 2013 and January 21, 2014 meetings. He then introduced newly-appointed Assistant Planner Sara Billing.

**V. PUBLIC HEARINGS**

- A. Public Market Identification Signs (SIGN13-028) – Consideration of a Major Sign Permit application to replace two existing identification signs at the east and north entrances of the Public Market at 5959 Shellmound Street. CEQA Status: This project is exempt from environmental review under State CEQA Guidelines Section 15311(a) which applies to accessory structures including on-premise signs; and the “general rule” at Section 15061(b)(3) because it can be seen with certainty that there is no possibility that the proposal may have a significant effect on the environment. General Plan Land Use Classification: Mixed Use with Residential. Zoning District: Planned Unit Development (PUD-2) (Applicant: Crome Architecture)(Owner: AG-CCRP Public Market L.D.)(APN: 49-1556-2)**

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

Assistant Planner, Sara Billing, presented the staff report with staff's

recommendation of approval.

Matt Cromer, architect, described the proposal and responded to questions from the Commission.

The public hearing was opened.

Haidih Sebhi, business owner, said the back side of the building is kind of a “no man’s land”, and asked if they could come up with something to improve it.

The public hearing was closed.

The Commissioners discussed adding a condition to the Conditions of Approval to state the lettering of the two faces of the sign on the north side of the building should be of the same size and spacing. Additional conditions included that any pest control measures should be of a kind that is not visible, such as shock tape, and that these signs should have a condition regarding hours similar to that of the existing signs.

A motion was made to approve the application with the added conditions.

**Moved:** Gunkel  
**Seconded:** Donaldson  
**Vote:** Ayes: Gunkel, Tann, Kuemmerle, Cardoza, Donaldson  
Noes: Moss  
Recused: Keller

- B. Planning Regulations Amendment for Emergency Shelters, Supportive Housing, and Transitional Housing (ORD14-001)** - Consideration of an amendment to the Planning Regulations in Title 9 of the Emeryville Municipal Code to add Article 18 to Chapter 5 concerning standards for Emergency Shelters; and to make modifications to Table 9-3.202 in Section 9-3.202: “Uses Permitted, Conditionally Permitted and Prohibited” concerning Supportive Housing and Transitional Housing. This ordinance would apply citywide. CEQA Status: The proposed ordinance is exempt from the requirements of the California Environmental Quality Act (CEQA) under Section 15061(b)(3), the “general rule” that CEQA does not apply to projects where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment.

Senior Planner, Miroo Desai, made the staff presentation. Staff recommended that the Commissioners approve the proposed amendment and forward to the City Council with a recommendation for adoption.

The public hearing was opened; there was no one wishing to speak; the public hearing was closed.

A motion was made to approve the Amendment.

**Moved:** Donaldson  
**Seconded:** Keller  
**Vote:** Ayes: Cardoza, Kuemmerle, Moss, Keller, Donaldson, Tann, Gunkel

There was a five minute break – 7:40 to 7:45.

## VI. STUDY SESSION

- A. **Hyatt Place Hotel at Bay Street (FDP13-002)** – A study session to review a proposed Final Development Plan (FDP) for a six story, 171-room hotel (Hyatt Place) in accordance with the Preliminary Development Plan (PDP) approved for the South Bayfront Retail/Mixed Use Project (Site A) by the City Council on September 14, 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 Land Use Classification: Mixed Use with Residential. Zoning District: Planned Unit Development (PUD-4)(Applicant: Ensemble Hotel Partners, LLC)(Owner: Madison Bay Street , LLC).

Miroo Desai, Senior Planner, presented the staff report.

Sudish Mohindroo of SZFM Design Studio, Inc., said he had reviewed the project and summarized his comments regarding the distance views, street views surface treatment, urban design elements and visual designs.

Applicant, Conrad Garner of Ensemble Hotel Partners, spoke briefly. He stated that they have over 30 years experience in real estate and hotel development. They are aware of the Public Art requirement of 1% and find this an opportunity to do something interesting on this important corner of Emeryville.

The public comment period was opened.

Bobby Lee, homeowner at Bay Street Apartments said there were concerns with traffic, security and construction noise. He also stressed the need for more to be done with the design at the corner of the building.

Tito Young said the building misses the spirit of Emeryville. He likes the 1% art program. He also said it would be great if something would be done on the other side of the building facing the Terraces.

Public comment period was closed.

Commissioners' comments:

The Commission was particularly concerned about vehicle circulation and the potential spillover and congestion that could occur as a result of this development. They noted that the traffic study should take a close look particularly at whether two entrances and exits were necessary. The Commission felt that the design of the building needed to be more distinctive and that its

general character was “suburban” with lack of verticality and lack of hierarchy within design features and materials. They agreed with the suggestions made by Sudhish Mohindroo, the City’s design consultant. In addition, the Commissioners felt that the use of ground floor space needed to be revised such that the proposed outdoor space was integrated with the lobby and the café/bar area. Active uses along Christie Avenue were emphasized. The Commission did not feel strongly about requiring the sidewalk fronting the hotel on Christie Avenue to be as wide as 12 feet. However, it was noted that a wide sidewalk would be necessary in front of the future retail pad to the west, and that there was a “pinch point” in the sidewalk on the south side of Christie east of Shellmound. There was also a suggestion that the retail pad be cleaned up in the interim until it is developed. It was suggested that all public bike parking be on Christie Avenue near Bay Street. A green roof on the second level was suggested and some reservations were expressed about the proposed roundabout.

## **VII. COMMISSIONERS COMMENTS**

Commissioner Donaldson said she had seen an article in Dwell magazine regarding the prefab home on Beaudry Street north of 55<sup>th</sup> that the Commission approved some time ago. She said the comments were very favorable.

Commissioner Keller said he thinks the Commission should take a more serious stance with developers and insist that they build better products and that the City should get more from developers. He said Emeryville has been referred to as a viable alternative to San Francisco, and if San Francisco can get developers to contribute more to the City, Emeryville should be able to do the same.

Commissioner Cardoza said he thinks most of the buildings going up in San Francisco are rental high rise buildings.

Commissioner Moss said the developers will build rental units to wait out the economy.

Assistant City Attorney Mike Guina addressed the Commissioners comments and said he is afraid that this discussion is heading in the direction of a non-agendized discussion. If the Commissioners wanted to discuss this further, it should appear as an agenda item on a future meeting agenda.

Chair Cardoza wanted to know when the Commissioners would take a tour to look at sign illumination. Director Bryant said he recalled the Commissioners wanted the tour to be about family friendly housing. It was the consensus of the Commission that they would like for the tour to be about family friendly housing.

## **VIII. ADJOURNMENT – 9:40**

**THE NEXT SCHEDULED MEETING WILL BE HELD ON THURSDAY, FEBRUARY 27, 2014 AT 6:30 P.M. IN THE CITY COUNCIL CHAMBERS, CITY HALL 1333 PARK AVENUE, EMERYVILLE, CA 94608.**