

March 18, 2010

Alameda County Training & Education Center

125 12th Street, Oakland, CA

Oakland Conference Room

5:30 to 7:30 p.m.

LAKE MERRITT STATION AREA PLAN
COMMUNITY STAKEHOLDERS GROUP MEETING #3
REVIEW OF MARKET OPPORTUNITY ANALYSIS REPORT
DISCUSSION OF EXISTING CONDITIONS AND KEY ISSUES REPORT

MEETING SUMMARY

21 members of the Community Stakeholders Group attended the meeting on March 18th, 2010 from 5:30 to 7:40 pm for an overview of the Market Opportunity Analysis Report (Market Report) and to give comments on the February 2010 Draft of the Existing Conditions and Key Issues Report (Existing Conditions Report). Conley Consulting Group provided an overview of the Market Report while Dyett & Bhatia facilitated discussion on the Existing Conditions Report.

Overview of Comments

Comments regarding the Market Opportunity Analysis Report included recognizing the demand for affordable housing in the Planning Area as well as discussing the composition of such demand. There were concerns that housing demand of new immigrants was not fully addressed in the report. Some members expressed their desire to see affordable housing discussed in the Market Report, not just in the affordable housing memo.

In addition, there were comments regarding the analysis of office space within the Planning Area. Several members wanted the Market Report to address the demand for small office spaces. Citing the fact that many mixed-use buildings in Chinatown contain small office spaces, the demand for such office spaces should be analyzed. Several members of the CSG also wanted include existing Chinatown commercial and Laney College as opportunities to foster economic and job growth.

In regards to the Existing Conditions Report, CSG members proposed several page specific edits. In addition, there was some discussion regarding having more focus on the Jack London area in the Existing Conditions Report.

MEETING MINUTES

Presentation and Discussion of Market Opportunity Analysis Report

Conley Consulting Group presented an overview of the Market Opportunity Analysis Report, focusing on market opportunities for residential and commercial

development in the Lake Merritt Station Planning Area. Comments were encouraged throughout the presentation.

Specific comments included:

- In the Oakland Bldg Permit Activity table – Does that just show new units?
- In the Housing Pipeline table – are any of these units built? Are they affordable? Does it include Oak to 9th units?
- Does the projected Housing Demand take into account climate change and the possibility that the economy might not recover? Seems kind of linear.
- We know certain populations will continue to grow.
- Have you looked at the patterns of immigrant populations?
- Disagree that immigrants are looking for more suburban homes. The first wave of immigrants come to Oakland Chinatown and before purchase of a home, there is rental.
- Report should address demand for housing at first stop in Oakland Chinatown
- Report should address the affordable private market housing in Chinatown
- Report should recognize demand for affordable housing and talk about the composition of that demand. It should be included in the Market Report, not just in the affordable housing memo. The source of that data should be noted.
- The analysis in the Market Report is contradictory – Baby boomers that want to move out have no money; Expectation of recovery is based on faith; People entering market are unemployed/underpaid. The analysis needs a worst case scenario.
- We have a glut of high-end condos at Jack London that nobody can afford
- Within immigrant populations, there tend to be overcrowding – do we see that behavior in single-family homes?
- Pg. 27 LM OPP 4th bullet: outside of Chinatown there is a “derth of activity...” Get more info from Peralta/Laney regarding retail opportunities.
- Clarify language – when you speak of Chinatown, what area do you mean? There is a difference between the Chinatown area which is the area starting from Laney college versus the Chinatown Commercial area.
- What about the possibility of grocery stores such as Safeway or Whole Foods in the area? Should address having better access to existing grocery stores.
- How are trends in retail in general i.e. buying online vs. brick & mortar going to affect retail opportunities in the area?

- How do we build and link the growth in Chinatown to other areas? Recognize that the existing Chinatown Commercial holds opportunities for economic growth. For example, there is a lot of banking in Chinatown, how can we build on it?
- Should list growth of Chinatown small business core as an opportunity
- In the “Retail Sales by Category” chart, it may be unfair to compare greater downtown to LM Station Area. Put asterisk on graph.
- Arts/Entertainment jobs seem low in Oakland considering there are multiple sports teams and a lot of art galleries.
- Data based on industry data, inherently limited, industries have hard time classifying Arts/Entertainment.
- Chinatown is unique because mixed-use – how has office space in mixed use projects captured in report?
- Report needs to talk about mixed-use space, not just office towers
- People need small offices, small retail stores – that is what is in demand in terms of TOD
- Talk about self-employed and their needs
- Estuary improvements will make it a destination, consider it in trends
- Consider job training programs at Laney and how they make the area more attractive for businesses that want to tap into a trained workforce, which could potentially lead to more jobs in the area.
- Analyses of major employers make big impact if expand
- Existence of international trade/port jobs in Oakland means that the industrial area in the southern part of the Planning Area may be a good opportunity for growth in area.
- Over 500 employees at Laney (not 400)
- The growth of the green industry means job potential and businesses that will be looking for office/industrial space in the area.

Discussion of Existing Conditions and Key Issues Report

Dyett & Bhatia facilitated the discussion of February 2010 draft of the Existing Conditions Report. The CSG members submitted comments regarding edits to the Existing Conditions Report.

Comments included the following:

- Throughout the report, there are frequent references to Jack London Square. Jack London Square is a commercial development with tenants. The Jack London District is a neighborhood which includes Jack London Square. Need to make a distinction between Square and District.
- Green industry job potential – will be looking for office/industrial space
- Waterfront warehouse district – only small area
- Potential manufacturing jobs in the Jack London District.
- Page 6-9: “underutilized sites map” – how much does land value differ? What is source of data? Helpful to know land values
- Page 6-13: opportunity sites make reference to additional sites referenced by letter. Is there an additional analysis for that?
- Take out letters on map, spell out criteria
- Page 2-6: Transportation. Discuss how it is difficult to connect to Fallon industrial area, near estuary (no connection)
- Is there a section on Safety?
- Page 5-13: there are four mistakes regarding height on map
- Qualify that stories may indicate approximate height – i.e. Kaiser Convention Center as 6 stories even though it's only one story, six stories indicate height
- Map of historic district – main library is considered historic (talk to Joann/Betty)
- Alco Park Garage may be designated
- Consideration of Warehouse District as an opportunity for jobs for those in focus area
- Exiting Conditions Report needs to capture the fact that Chinatown is a destination, and people coming in from outlying areas to use Chinatown infrastructure
- How do you show demand for mixed-use?
- Characterize office demand
- Measure/catalogue offices in small bldgs? (bldg footprints/stories)
- Talk to realtors regarding rents in Chinatown to indicate demand
- What infrastructure is needed to support population growth?

- Park and Recreation comments that the report needs to note that there is not that much programmable recreation space in area

COMMUNITY STAKEHOLDERS GROUP MEETING SIGN-IN

March 18, 2010

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