

**EMERYVILLE CITY PLANNING COMMISSION  
ACTION RECAP  
REGULAR MEETING  
SEPTEMBER 22, 2011**

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

The meeting was called to order at 6:30 p.m. by Commissioner Gail Donaldson, Chairperson. Commissioners present: Lawrence Cardoza, Vanessa Kuemmerle, John Scheuerman, Steven Steinberg, Frank Flores, Arthur Hoff, and Gail Donaldson.

**II. PUBLIC COMMENT - None**

**III. ACTION RECAP – August 25, 2011**

A motion was made to accept the Action Recap of August 25, 2011.

**Moved:** Scheuerman  
**Seconded:** Cardoza  
**Vote:** Ayes: Scheuerman, Cardoza, Donaldson, Kuemmerle, Steinberg  
Abstained: Flores, Hoff

**IV. DIRECTOR'S REPORT**

Director Bryant reported on recent actions of the City Council/Community Development Commission. On September 6, the Council approved the plans and specifications for demolition of the Golden Gate Lock and Key Building at 3706 San Pablo Avenue and other buildings on the site. The Council had previously approved the necessary findings for demolition of a significant building. The Council also denied a request from Sherwin Williams for evening and weekend work in conjunction with the ongoing cleanup of the site. On September 20, the Commission heard an update on development of a marketing strategy for the "West Berkeley/Emeryville Bioscience Cluster" that extends from the Bayer Campus in West Berkeley to the Novartis Campus in Emeryville.

The Zoning Update Steering Committee will be meeting next Tuesday, September 27, to review, and hopefully approve, the new use classification system and the matrix indicating what uses are permitted, conditionally permitted, or prohibited in each zone. Meanwhile, staff continues to review various sections of the new draft regulations, and to discuss a detailed outline of the entire code.

The Park Avenue Festival was held on Thursday, September 15, and was a great success; hopefully it will be the first of many such events on the new plaza at the west end of Park Avenue.

A community workshop on the Center of Community Life was held at Emery Secondary School on September 17, which staff attended. We are coordinating planning with the School District, and have tentatively scheduled a Planning Commission study session for December, and an approval hearing for next March. The next workshop will be on Thursday, October 13, from 6 to 9 pm at City Hall [later moved to the Senior Center].

A community workshop on the park design associated with the Papermill residential project is scheduled for Tuesday, October 11; the exact time and location are to be announced. Meanwhile, a building permit application for the residential project has been submitted.

The annual Celebration of the Arts exhibit is October 1 through 23, with the opening reception on Friday, September 30 from 6 to 9 pm at 1480 64<sup>th</sup> Street, Suite 125.

## V. PUBLIC HEARINGS

- A. **Emeryville Center for the Arts, 4060 Hollis Street (DR11-010)** – A Use Permit and Design Review for on an adaptive reuse proposal that will involve renovation of an existing, 30,000 square foot vacant building to accommodate an arts and cultural center. CEQA Status: This project is exempt from environmental review under State CEQA Guidelines Section 15332 which applies to in-fill development projects. General Plan and Zoning Designation: Public (PUB)(Owner: Emeryville Redevelopment Agency; Applicant: Emeryville Center for the Arts (ECA)) (APN: 49-618-4)

The staff report was presented by Senior Planner, Miroo Desai. Staff recommended the project be approved subject to the conditions of approval.

John Flores, President of the Emeryville Center for the Arts, spoke briefly. He stated that the Director of the Board, Sheila Bergman, would be leaving the Center and moving to Los Angeles. He stated the Center was in the process of getting a Lease Disposition and Development Agreement, but that would be delayed, due to the redevelopment issue presently being reviewed by the courts and the vacancy of the Director's position.

Michael McCaughlin, project manager, spoke briefly regarding the changes to the project. He said these changes will lower the cost of the project.

Mark Jensen, architect for the project, also discussed the changes that were made to the project and presented a PowerPoint presentation showing the changes.

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

### Commissioner Comments

It was the consensus of the Commissioners that this is a great project, however a little crowded. The feeling was that the community would patronize the café and thereby energize the street. The Commissioners expressed thanks to Sheila Bergman and to the design team for a great project. They were also pleased that there would be space for the Historical Society's use.

A motion was made to approve the Use Permit and Design Review for the Emeryville Center for the Arts.

**Moved:** Flores  
**Seconded:** Kuemmerle  
**Votes:** Ayes: Steinberg, Kuemmerle, Hoff, Donaldson, Cardoza, Flores, Scheuerman

- B. **Powell Street Plaza Monument Sign (SIGN11-011)** – A Major Sign Permit to remove the existing monument sign at the corner of Powell Street and Christie Avenue and replace it with a taller sign to the south of the path at that corner. 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. General Plan and Zoning Designation: Mixed Use with Residential (MUR) and Regional Retail (RR) overlay. (Applicant: JSJ Electrical Display.) (Owner: Regency Centers.) (APN: 49-1515-7-7).

Assistant Planner, Arly Cassidy, made the staff presentation. Staff recommended approval subject to the conditions of approval.

Applicant, Brian Schneider the electrical engineer, from JSJ Electrical Display, spoke briefly. He said the tenants had asked for more space to advertise, and that is the reason

why they were asking for this sign.

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

#### Commissioner Comments

Concerns were expressed with the proposed height of the sign. However, the material and structure of the signs were an improvement. The consensus was that the corner needs greater visibility to work better for pedestrians, and that the sign should be located at least 7.5 feet from the Christie Avenue curb to allow for adequate sidewalk width. It was agreed that Planning Director Bryant would determine the location of the sign. It was also agreed that the overall sign height would be limited to 22 feet as recommended by staff, but with no limitation on the number of sign panels or colors.

A motion was made to approve the major sign permit application (SIGN 11-011) based on the Commissioners comments.

**Moved:** Cardoza

**Seconded:** Hoff

**Votes:** Ayes: Scheuerman, Cardoza, Donaldson, Hoff, Flores, Kuemmerle, Steinberg

There was a ten minute break from 8:20 to 8:30.

- C. Sustainable Transportation Plan** – Consideration of a Sustainable Transportation Plan to implement transportation policies of the General Plan. The Sustainable Transportation Plan includes strategies to improve transit services, pedestrian and bicycle connectivity, transportation demand management, parking management, and wayfinding. CEQA Status: Environmental Impact Report for General Plan certified by the City Council on October 13, 2009.

Associate Planner, Diana Keena, introduced Linda Rhine with Nelson Nygaard, and she made the presentation.

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

Commissioner Scheuerman said he had a number of issues with the plan, and it might take some time to get through them all. Director Bryant suggested that the item be continued to a future meeting so that staff could meet with Commissioner Scheuerman to discuss his concerns. Commissioners Cardoza and Flores indicated that they would also like to participate in this meeting.

This item was continued to a future meeting.

**VII. COMMISSIONERS COMMENTS - None**

**VIII. ADJOURNMENT – 9:15 p.m.**

**THE NEXT SCHEDULED MEETING WILL BE HELD ON THURSDAY, OCTOBER 27, 2011 AT 6:30 P.M. IN THE CITY COUNCIL CHAMBERS, CITY HALL, 1333 PARK AVENUE, EMERYVILLE, CA 94608**