

City/Port Liaison Committee Minutes

November 16, 2001

The City/Port Liaison Committee meeting was called to order by Co-Chair Commissioner Tagami at 8:10 a.m. in the Port of Oakland's Board Room located at 530 Water Street in Oakland, California.

COUNCILMEMBERS PRESENT

Councilmember & Co-Chair Dick Spees, Councilmember Nancy Nadel, the Assistant City Manager Dolores Blanchard, and Deputy City Attorney Curtis Kidder

COUNCILMEMBERS ABSENT

Councilman Ignacio De La Fuente and Councilman Larry Reid

COMMISSIONERS PRESENT

Commissioner and Co-Chair Phillip Tagami, Commissioner Frank Kiang (Substitute), Commissioner Darlene Ayers-Johnson, Executive Director Tay Yoshitani, Port Attorney Vivian O'Neal and the Secretary of the Board Chris Marshall

COMMISSIONERS ABSENT

Commissioner David Kramer

ITEM 1: DETERMINATION OF SCHEDULE FOR OUTSTANDING COMMITTEE ITEMS

1-A: Approval of meeting summary: The City/Port Liaison Committee, by consensus, approved the October 19, 2001 meeting summary.

1-B: Determination of Schedule for Outstanding Committee Items: The City/Port Liaison Committee, by consensus, approved moving the December 21, 2001 meeting to January 4, 2002. They also approved the January 4, 2002 agenda meeting recommendations and pending list.

JANUARY 4, 2002 - TRANSPORTATION RELATED ISSUES

1. An update report by the Port of Oakland on the Port Services Location Study (Port Truck Study)
2. A final report by the Port of Oakland and City of Oakland on the Jack London District Transportation Improvement Study
3. A report by the Port of Oakland and the City of Oakland on the BART - Oakland International Airport Connector
4. An update report by the City of Oakland on the Coliseum Bart Station

JANUARY 18, 2002

1. A report on the status of the waterfront pathway from JLS to the Oakland Airport
2. A report on the transfer/construction of Galbraith Golf Course
3. A report on security at Port of Oakland's airport/maritime facilities
4. A report on the Oakland Army Base

PENDING/NO SPECIFIC DATE/FOR SCHEDULING

1. A report and recommendation to relocate City and Port corporation yards
2. A report by the City of Oakland on its plans for the relocation of the Police Station
3. A report by the City of Oakland on the military academy
4. A report by the City of Oakland on the City's redevelopment plans for west of Maritime Street on the Oakland Army Base

ITEM 2: A REPORT BY THE PORT OF OAKLAND ON ENTERTAINMENT AND RETAIL DEVELOPMENT IN OAKLAND

2-A: OVERVIEW AND INTRODUCTIONS: Omar Benjamin, the Director of Commercial Real Estate for the Port of Oakland gave an overview of the morning's agenda and introduced the panel of speakers. The panel included:

A. Jerry Keyser, Partner, Keyser Marston Associates
Daniel R. Gray, Partner, Gray and Reynolds
Paula R. Collins, Founder & CEO, WDG Ventures
Stanton Eckstut, Principal, Ehrenkrantz, Eckstut & Kuhn

2-B: A REVIEW OF NATIONAL RETAIL DEVELOPMENT MARKET, DEVELOPMENT ECONOMICS

AND TRENDS: Jerry Keyser, President of Keyser Marston, and a recognized authority in the real estate and redevelopment community, spoke about trends and developments in the retail market. He described the different trends, including specialty and value-oriented retailers. He said that with the slowing economy retailers are facing turbulent times. He said he sees Oakland as an under-served retail market that has a tremendous amount of potential. He pointed to some successes in Oakland such as the local retail/restaurant districts on Piedmont and College Avenues.

2-C: A REVIEW OF OAKLAND/EAST BAY RETAIL DEVELOPMENT MARKET, DEVELOPMENT ECONOMICS AND TRENDS:

Daniel Gray, a co-founder and operating partner of Gray & Reynolds, Inc., a real estate development and management company, spoke about his experience in retail/entertainment development and shared his thoughts about what some of the necessary ingredients are in building successful retail/entertainment projects. He described some of his past projects, which include Fruitvale Station Shopping Center located in Oakland, as well as other projects located in Fairfield, Concord and Gilroy.

Mr. Gray stated that retailers have been serving Oakland residents on the fringes of the City. He stated that in order to bring retailers to the City center, Oakland must first create a more positive perception of Oakland as a safe and profitable place to do business. He said that political and community will be essential if Oakland is to attract new retail businesses to Oakland.

Councilwoman Nadel asked why retailers are mostly serving Oakland at its borders. Mr. Gray stated that, in part, it is because retailers have negative perceptions about Oakland. He said there is a need to educate retailers about the great opportunities in Oakland.

2-D: REALIZING RETAIL/ENTERTAINMENT DEVELOPMENT WITH PUBLIC/

PRIVATE STRATEGIES: Paula Collins, Founder and CEO of WDG Ventures, a real estate development and investment firm, spoke about the successful partnership her firm had when working with the City of San Francisco when developing the METREON center at Yerba Buena Gardens in San Francisco. She outlined four key factors that were key to success in building the METREON center. Those included economics, execution, aesthetics and sustainability.

Councilman Spees asked what did not work at the METREON. Ms. Collins responded that the Zeum, a children's museum, has had trouble because it lacks sufficient access. She expanded that some retailers worked better than others and that an inevitable process of turn-over and change will naturally occur in order to suit customer tastes and preferences.

2-E: URBAN RETAIL/ENTERTAINMENT DEVELOPMENT PLANNING AND DESIGN TRENDS: Stanton Eckstut, principal of Ehrenkrantz, Eckstut & Kuhn, a well recognized architectural firm, made a presentation that included a slide presentation of a number of successful urban developments, including several waterfront developments that his firm designed. He said his firm is mostly about designing urban places that people will have an emotional attachment to. He said that while finding the right retailers is important, what is most important to a successful urban development is creating interesting buildings and public spaces.

2-F: DISCUSSION OF STRATEGIES TO CATALYZE AND EXECUTE DEVELOPMENT: Commissioner Tagami said that the Port wants to work with the City on bringing new retail/entertainment development to Oakland. He suggested that Councilwoman Nadel and Brunner work with the Port Real Estate Committee on first developing common principles for attracting and planning for new retail/entertainment development.

Councilwoman Nadel said that she felt uneasy about the recent KMA Downtown Retail Strategy Report and that she and Vice-Mayor Brunner are planning on working together on downtown development. She said she likes the concept of planning the city as a whole.

Councilman Spees said Oakland needs stronger political will if we are to be successful in bringing more retail/entertainment development to Oakland. He said everyone in Oakland has a stake in downtown.

ITEM 3: OPEN FORUM

There were three public speakers:

1. Robin Bartoo, waterfront activist
2. Steve Lowe, West Oakland Commerce Association
3. Sanjiv Handa, East Bay News Service

Meeting adjourned at 10 a.m.