



STAFF REPORT

AGENDA NO: 11a

MEETING DATE: February 17, 2026

To: Honorable Mayor and City Council

Date: February 17, 2026

From: Neda Zayer, Community Development Director – (650) 558-7253

Subject: Consideration of Appointments to the Bayfront Specific Plan Community Advisory Committee.

RECOMMENDATION

Staff recommends that the City Council appoint the following members as the Bayfront Specific Plan Community Advisory Committee:

- David Hopkins
- Jeff Holzman
- Lisa Kershner
- Brian Beswick
- Amy Chung
- Jeremy Lui
- Dave Pine
- Mike McCord
- Planning Commission member (TBD)
- Transportation, Safety, and Parking Commission member (TBD)
- Parks and Recreation Commission member (TBD)

BACKGROUND

On December 1, 2025, the City Council authorized the execution of a contract with Raimi and Associates to prepare a Bayfront Specific Plan (Resolution No. 141-2025). The Raimi and Associates consultant team, composed of approximately 20 members across six firms, was selected based upon their experience, approach to urban design and community engagement, and overall expertise.

The Bayfront Specific Plan will establish a long-term vision for the next 10–20 years for the area and guide future development. It will provide more precise direction than a general plan by establishing regulations, development standards, and requirements for land use, infrastructure, and public improvements.

The process of preparing the Specific Plan is structured into four key phases, with community engagement integrated at major milestones throughout the process, which is expected to take approximately two and a half to three years to complete.

1. **Background and Existing Conditions Analysis:** This phase has begun and will result in a series of reports covering existing conditions, analysis of opportunities and weakness in the Plan area to be used to develop materials to help guide discussions.
2. **Alternatives and Analysis:** This phase of work will explore the goals and long-term vision of the project in collaboration with the community, stakeholders, and decision makers. This phase will be where the majority of the community discussions will occur and key topics and issues will be resolved.
3. **Plan Preparation:** This phase of work will begin with summarizing the direction from City Council into an outline of the preferred plan elements. Following confirmation of the plan elements, the team will develop the Specific Plan.
4. **Environmental Analysis (CEQA):** An Environmental Impact Report (EIR) is anticipated for this project that will tier from the 2019 General Plan EIR. An EIR can take between 9-12 months to prepare, which accounts for a significant part of the project schedule, and begins after the Alternatives and Analysis phase is complete.

A detailed outreach and engagement strategy, which will be used throughout the process, will include the following activities and will be continuously refined as the process unfolds to address emerging needs, adapt approaches, or adjust strategies.

- Community Advisory Committee
- Technical Advisory Committee
- Stakeholder Meetings
- Property Owner Meetings
- Community Meetings
- Community Survey
- City Council and Planning Commission Study Sessions

More detailed information regarding the project can be found in the [December 1, 2025 staff report](#) and associated attachments including the [scope](#), [schedule](#), and [budget](#).

DISCUSSION

Community Advisory Committee

A component of the community engagement for the project will be the formation of a Community Advisory Committee (CAC) composed of key stakeholders, property owners, and community members that will meet to discuss key topics and be a sounding board for ideas and input with staff and the consultant team. There will be approximately 4-5 CAC meetings throughout the process.

Composition

Staff recommends the CAC consist of 10-15 members and include a representative from:

- A business in the area
- A property owner along Old Bayshore Highway

- A property owner along Airport Boulevard
- A resident of the community
- A hotelier along Old Bayshore Highway
- A hotelier along Airport Boulevard
- A member of the development community
- The Chamber of Commerce
- The Planning Commission
- The Transportation, Safety, and Parking Commission
- The Parks and Recreation Commission

Selection Process

At the February 2, 2026, City Council meeting, the Council initiated the selection process by having each Councilmember submit three to five CAC member nominations to staff to review and compile a proposed CAC for Council's appointment at the February 17, 2026, City Council meeting. Additionally, the Mayor, in collaboration with the Vice Mayor, would select an appointee from each of the three City Commissions to serve on the CAC.

CAC Member Nominations

City Councilmembers submitted the following nominees to serve on the Bayfront Specific Plan CAC:

- David Hopkins (developer)***
- Dave Pine (former SMC Supervisor, resident)
- Paul Coleman (business owner, resident)
- Christina Habelt (resident)
- Jeff Holzman (real estate professional, past BCDC Commissioner, resident)***
- Renzo Castillo (business owner)
- Lisa Kershner, (Marriot hotelier along Old Bayshore Highway, Chamber of Commerce Board member)***
- Brian Beswick (real estate professional, resident)**
- Amy Chung (property owner on Airport Boulevard)**
- Sam Kim (Embassy Suites hotelier in Airport Boulevard area)
- Kevin Kretsch (Hyatt Regency hotelier along Old Bayshore Highway)
- Mike McCord (resident, board member of Citizens Environmental Council)
- Jeremy Lui (Hilton hotelier and developer along Airport Boulevard)**
- Perry Mizota (resident)
- Michael Barber (resident)

* Identifies if a person was nominated more than one time and by how many Councilmembers.

Following review of the nominations, staff identified committee members who were nominated by more than one Councilmember (six members), ensured representation across the committee member types outlined above, and confirmed that each Councilmember had at least two nominees represented on the CAC.

- David Hopkins
- Jeff Holzman
- Lisa Kershner
- Brian Beswick
- Amy Chung
- Jeremy Lui
- Dave Pine
- Mike McCord

Eight members are recommended. With the addition of three Commissioners, the committee will consist of 11 members. The three Commissioner representatives will be selected by the Mayor and included on the CAC roster. While the Council may add or remove members from the list above, the CAC should not exceed 15 members as larger advisory committees tend to be less interactive and limit meaningful participation by individual members.

FISCAL IMPACT

There is no financial impact associated with this item.