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OFFICE OF THE CITY CLERK
OAKLAND

2014 APR 17 AM 11:00

Letter of Nomination

April 16, 2014

The Honorable City Council
One City Hall Plaza, Second Floor
Oakland, CA 94612

Dear President Reid and members of the City Council

Pursuant to City Charter section 601, the Mayor, hereby appoints the following persons as members of the following Board or Commission, subject to the City Council's confirmation

LANDMARKS PRESERVATION ADVISORY BOARD

Stafford Buckley Mayoral appointment to the landscape architect seat to serve the term beginning February 22, 2013 and ending February 21, 2016, filling the seat previously held by Anna Naruta

Frank Flores Mayoral appointment to the Real Estate Seat to serve the term beginning February 22, 2012 and ending February 21, 2015, filling the seat previously held by John Goins III

Eleanor Casson Mayoral appointment to a non-designated seat to serve the term beginning February 22, 2014 and ending February 21, 2017, filling the seat previously held by Daniel Schulman

Thank you for your assistance in this matter

Sincerely,

Jean Quan
Mayor

STAFFORD BUCKLEY

March 5, 2014

Hatzune Aguilar Sanchez
Community Services Manager
Office of the Mayor
1 Frank Ogawa Plaza, 3rd Floor
Oakland CA 94612
HAgilar@oaklandnet.com

Dear Ms Aguilar,

Thank you for the opportunity to submit an application to serve on Oakland's Landmarks Preservation Advisory Board. I believe that participation on this board would present a meaningful way for me to employ my interests, skills and talents to, at least in some small way, benefit our city which, as all cities do, so badly needs the involvement and participation of its citizens.

As you can see from my attached resume, I have a long and active interest in architecture, history and preservation. As you can further see, I have been an entrepreneur and small-business person for many years. I think my point-of-view and combination of skill-sets present a dynamic combination for Landmarks Advisory.

I currently work as a garden designer, self-employed. My business – Stafford Buckley Garden Restoration – focuses chiefly on the renovation of existing gardens. We work, as much as possible, within the existing footprint of a garden using as many of the original elements as possible, always matching garden with architecture. I have spent many years studying influential garden makers and now have a sideline making presentations to garden clubs about garden history and preservation. Much of what spare time I have is spent either in classes or in the library of the school of Landscape Architecture at the College of Environmental Design at UC Berkeley, my Alma Mater.

Thank you very much for your consideration.

Very truly yours,

Stafford Buckley

Name Stafford Buckley

Type of Employment Self-employed Garden Designer

Why I wish to serve The Landmark's Board is a great place for me to plug in to Oakland in a useful way. I believe strongly that it is important for citizens anywhere to participate at a local level. The opening on the Landmarks Board appears to be a natural fit and a good place for me to offer my services and use my skills. I have a long-time interest in architecture, history and preservation and I know Oakland well. I believe that these interests, coupled with my organizational skills, can benefit Oakland.

What experience do you have in this topic area? I have a long experience with historic properties. In the 70s and early 80s, I was active in the preservation of the Goodman Building in San Francisco and its placement on the National Register. I effectively played the role of City Hall liaison and thus have long experience mediating between passionate preservation advocates and practical solutions. In the 80s I was involved in the preservation of my family home, which was moved from 28th Street to Preservation Park.

Experience serving on Boards and Commissions Long-time board member of Operation Concern, the outpatient LGBT mental health clinic of California Pacific Medical Center, Board of Piedmont Historical Society – where I have taken the lead in developing an archive of historic local architects' plans and drawings of significant structures. I have participated on numerous other boards.

Memberships CA Historical Society, BAHA, CA Garden and Landscape History Soc, Pacific Horticultural Society, The Garden Conservancy, Foundation for Landscape Studies, Library of American Landscape History, honorary member of The Garden History Society of the United Kingdom.

Volunteer Activities: Chair of the Docent Mountain View Cemetery Docent Committee and lead docent – 15 years. My particular emphasis is the history of the cemetery as a garden and the history of its maker Frederick Law Olmsted.

References

Dennis Evansky
Michael Colbruno
Betty Marvin

Frank Flores

Development Manager at Signature Development Group, Inc.

Experience

Development Manager at Signature Development Group, Inc.

January 2014 - Present (3 months)

As Development Manager my role is to jump-start horizontal activities at the Brooklyn Basin. Demolition, Grading, and Remediation of the over 65-site is the first phase of the development which requires regulatory oversight from multiple agencies.

Director of Development at Madison Park Financial Corporation

January 2003 - January 2014 (11 years 1 month)

As Development Director, main focus was directly managing entitlements, plan development and construction of all developments. In just over 12 years, completed multiple projects representing over \$150 million in development value.

I recommendation available upon request

Planning Commissioner (Chair) at City of Emeryville

January 2006 - July 2012 (6 years 7 months)

The Planning Commission is a permanent, decision making, legislative body created by ordinance. Membership consists of total of 7 commissioners, comprised as follows, at least 4 residents with one year residency prior to appointment, non-residents must be business owners, employees or officers of businesses located in Emeryville for at least one year prior to appointment, various geographic areas of the City should be represented

I recommendation available upon request

Candidate - Emeryville City Council 2009 at City of Emeryville

August 2009 - November 2009 (4 months)

Unsuccessfully campaigned for an open seat on the Emeryville City Council.

www.frankemeryflores.com

Graduate Student Research Assistant at UC Berkeley

August 2001 - June 2002 (11 months)

, Berkeley

Assisted with IURD's local Neighborhood Improvement Initiative - a seven-year project that emphasized resident leadership in the development and implementation of strategies to improve the West Oakland community

Helped in creating an implementation strategy for long-range organizational development plans
Aided in charting the public health status of West Oakland communities

Collected data for a newly created West Oakland Neighborhood Indicators list

- Helped to build a public portal for the West Oakland Global Information Systems (GIS) dataset

Facility Manager at Watermark Tower

May 2000 - August 2001 (1 year 4 months)

Responsible for all aspects of physical upkeep of 100-unit, 20-story mixed-use high-rise, including personnel supervision, preventative and corrective maintenance

Coordinated maintenance, cleaning and contract work for commercial and residential spaces

- Monitored all building systems and obtained servicing or other appropriate action when necessary

Coordinated and attended regular meetings of the Home Owners Association

- Maintained positive public relations with all owners, residents and commercial counterparts

Project Director at Humboldt Bay Housing Development Corporation

January 1994 - July 1999 (5 years 7 months)

Assessed the feasibility of and implemented specific real-estate development projects in a not for profit setting

Developed and estimated costs for housing rehabilitation and new construction

- Identified new projects, put to bid, hired, supervised, and inspected work by contractor(s) including the development and negotiation of contracts and coordination of work to be accomplished

- Oversaw day to day function of project development; routinely monitored and reported on budget performance

Assisted in fundraising for housing and community development projects

Oversaw processing of invoices and payment requests for contractors, ensured timely payments and monitored project expenses

Property Manager. Assisted in managing six affordable housing developments with 100+ residential units

- Assisted in organizational development and strategic planning

Other tasks: Public relations, marketing plans, tenant relations, community involvement

- Maintenance Supervisor: Completed landscape, asset management, and maintenance scheduling.

Summary

I have an extensive background in real estate development & management, urban planning, and civic engagement. Beyond my professional experience, I am actively involved in local politics, volunteering, and civic activity in my community. I have served as a Planning Commissioner and as representative community member for several neighborhood-based committees.

Specialties: Project Management, Construction Management, Project Entitlements, Community Relations, Property Management (Commercial and Residential)

Courses

Independent Coursework

California Preservation Conference 2012

Education

University of California, Berkeley

MA, Urban Design, 2001 - 2004

Humboldt State University

BA, Business/Forestry, 1993 - 1997

University of Massachusetts, Amherst

AA, Arboriculture, 1989 - 1991

LIFE

I recommendation available upon request

Projects

Il Piemonte

January 2005 to May 2008

Members Frank Flores, Jean Orino,

Situated on Oakland's Piedmont Avenue, Il Piemonte is highlighted by a unique blend of classic style and urban living. Completed in 2007, the project consists of 26 condominium-quality units above street-level retail and parking. The building is three full floors with a partial fourth floor towards the rear and a 20 foot wide open-air walkway serves as the centerpiece of the building. Units range from 550-1,350 square feet

I served as team leader during entitlements, community outreach buy-in, owner liaison, as well as construction manager.

Packard Lofts

June 2006 to May 2008

Members Frank Flores, Simon Chen, CFA

PACKARD LOFTS is a 24 unit live/work loft building located at 2355 Broadway in the heart of uptown Oakland. Built in 1913 in the traditional Beaux-Arts style of the time, it was originally known as the Cuyler-Lee Showroom where luxurious automobiles such as the Packard were sold and serviced. Almost 100 years later the building now houses 24 spacious live work lofts with 14-16 foot high ceilings, large windows, beautiful new modern kitchens with maple cabinetry and granite countertops, all built over two retail spaces and secure indoor parking on the ground floor.

The building also houses a cellular site and 2 major billboards on the roof. Upgrades were completed on these

2 aspects of the development during the construction

The building is designated historic by local and state agencies

I served as project manager during entitlement, design, building department review, and handled all construction management duties

The Press Building

January 2005 to August 2007

Members: Frank Flores

Located in Downtown Oakland adjacent to the Tribune Tower, the Press Building was originally built in 1912 as the Pantages Theater and later converted into the Oakland Tribune's printing press facility. This historic landmark was empty and boarded up until it was completely re-developed and revitalized by MPF. The project was completed in 2007 and consists of 47,000 sf of mixed-use space, including self-storage, office, and retail.

As part of the rehabilitation, the project was certified as a national historic landmark by the National Park Service.

I managed the all construction activity, historic certification, and tenant improvements. I continue to serve as commercial property manager of the 90% occupied building.

ReMar Bakery Lofts

January 2001 to January 2006

Members: Frank Flores, John Protopappas, Racheljoy Rodas, Simon Chen, CFA

Located on the site of the former Remar Bakery in Emeryville, California, this 67,000 square foot building was originally constructed in 1919. It operated continuously as a regional serving bakery until 1988, when San Francisco Herb & Natural Food Company leased the building as a warehouse and distribution center. MPF purchased the bakery as a vacant, dilapidated building in 1998 and converted the property into 57 live/work units.

In addition to the rehabilitation of the old bakery building, a new constructed building was constructed and a central open-air atrium was created to join the two buildings. MPF certified the property with the National Park Service as a historic landmark after the project was completed in 2002.

I served as project manager in the final stages of construction and managed the building on-site during remedial work due to negligent construction by the general contractor. I served as the resident manager for 4 additional years and also managed the entitlement and tenant improvements of 3 cellular sites now housed in the prominent tower element of the building.

B2 Lofts

February 2003 to May 2005

Members: Frank Flores

B2 Lofts consists of 36 for-rent loft/apartment units on 46th Street, near Adeline Street. The project was constructed on a vacant site directly adjacent to our Bakery Lofts property, an existing 57 unit live work building. The new building consists of a two-story building encasing a central courtyard. The project was completed in April 2005.

I managed all construction activity including utility applications and connections. I also served as property manager for 3 years after certificate of occupancy.

Emeryville General Plan

January 2007 to September 2010

Members Frank Flores

Emeryville was incorporated in 1896 as a city of industry and business at transportation cross-roads. After several decades of decline as major industries closed and relocated, Emeryville has remade itself into a dynamic mixed-use community, home to global leaders in film-making, biotechnology, software, and other high-tech industries, an incubator for entrepreneurs and innovation; a retail and entertainment destination, with flourishing arts, food, and culture; and a growing residential community.

This General Plan is designed to guide growth and development. The Plan focuses on enhancing livability and quality of life for the city's expanding population; fostering responsible sustainable development; increasing connectivity; and enhancing the public realm. The General Plan articulates a vision for the City focusing on broad objectives such as "quality of life" and "community character." It also sets forth actions to be undertaken by the City to achieve those goals.

I served as Vice-Chair of the Emeryville Planning Commission during the ideation, planning, and adoption of the General Plan in 2010.

Emeryville Housing Element

January 2005 to June 2010

Members Frank Flores

This Emeryville Housing Element establishes the City's housing goals, policies and programs for the period of 2009 to 2014. Its primary purpose is to guide decisions and identify programs that will facilitate housing availability during the five year period. Included in this document is information on existing conditions and characteristics that provides the basis for its goals and policies.

These goals and policies will be achieved through a Housing Action Plan specifically designed to fit the local needs and opportunities.

I served as both a Planning Commissioner and Housing Advisory Committee member during the ideation, creation, and adoption of this Plan.

Bayview Courtyard Apartments

March 1994 to June 1998

Members. Frank Flores

This 100% affordable, 30-unit complex offers one and two bedroom units for seniors age 62 and over. The development is nestled in the downtown area of Arcata, California and provides a comfortable community room and beautiful courtyard garden providing residents with space to relax and enjoy company.

Acquisition financing included a HUD HOME loan from the California Housing & Community Development (HCD), a City Grant, City Redevelopment Funds, Multi-Family Housing Revenue Bonds issued by City of Eureka Housing Authority, and Low Income Housing Tax Credit Equity investment

I served as project director, construction manager, and property manager during all phases of the development.

Arcata Garden Apartments

April 1994 to July 1996

Members. Frank Flores

This 37-unit, 100% affordable apartment complex is located in the Westwood Neighborhood of Arcata, California. Arcata Gardens offers studios, 1, 2 and 3 bedroom units to low and very-low income families with children. Apartments offer solar tubes for natural lighting, fully equipped kitchens with range and refrigerator and window coverings. Laundry facilities located on site. Covered parking and ample landscaped courtyards with play equipment are additional amenities in this single level converted motel.

The property was acquired for rehab and conversion of the former motel into an apartment complex for low-income individuals and families. Financing includes a HUD HOME loan from California Housing & Community Development, Conventional Financing, and City Redevelopment Funds.

I served as acquisition manager, construction manager, and property manager during all phase of development.

5th Street Lofts

August 2011 to July 2012

Members Frank Flores

Located at 1155 5th Street in West Oakland, 5th Street Lofts consists of 27 live/work units. Also referred to as Offramp Studios, the building was originally built in 1906 and was operated as a furniture warehouse until 1984. In 1984 the property was purchased by MPF and in 1985, the building was converted into 27 live work units.

Managed all aspects of a 2012 seismic upgrade and update to the life-safety systems. Served as construction manager and owner liaison handling tenant relations during construction as well as approvals and permitting with the City of Oakland

Lampwork Lofts

February 2005 to Present

Members: Frank Flores

Located at 1614 Campbell Street in West Oakland, the Lampwork Lofts project is the conversion of a historic four-story brick warehouse into 92 for-rent live work units. As part of the rehabilitation, MPFC will certify the 115,000 square foot building as a national landmark with the National Park Service, and utilize Federal Historic Tax Credits.

The building was originally built in 1919 and served as the manufacturing facility for General Electric's Mazda Lamps. The building also has the distinction of being the first industrial facility on the West Coast to employ women.

The project received its entitlements from the City of Oakland in 2009 and is currently being reviewed by the building department. Construction is slated for September 2012.

I managed all entitlements, design, community outreach, building and planning permits, and served as project manager and owner liaison through construction.

B3/B4 LOFTS - Oakland/Emeryville, CA

July 2012 to October 2014

Members: Frank Flores, John Protopappas, Joe Gulden, SE, LEED AP, Ron Polivka

B3 Lofts project is ground up construction and third phase of MPFC's Bakery Lofts community. Bakery Lofts Phase I and II were completed in 2001 and 2005 respectively, and in total consist of 93 live work and residential units. B3 Lofts added an additional 79 apartments, 4,000 sf of commercial space, and a neighborhood café to the Bakery Lofts community, bringing the total amount of residential units to 172.

The project consisted of demolishing the existing warehouse and integrating the new buildings with the adjacent phases to create a continuous residential community.

Served as project manager and owner liaison managing all aspects of the entitlements, design, contractor selection, construction and marketing of the development.

3900 Adeline Street, Emeryville

January 2006 to Present

Members: Frank Flores

The project is an in-fill mixed-use development located at 3900 Adeline Street in Emeryville, California, along the border between Emeryville and Oakland, California. The project will consist of the demolition of the existing one-story light-industrial building, and the new-construction of 101 for-rent residential and live/work units, as well as 1,000 square feet of retail space at the corner of 39th Street and Adeline Street.

The newly constructed complex will consist of four smaller three-story buildings, over an underground parking garage. The project has received its entitlements from both the City of Oakland and the City of

Emeryville and is currently going through value engineering and the pricing process

Served as project manager and owner liaison managing all aspects of the entitlements, design, and EIR management

Skills & Expertise

Construction Management

Community Development

Entitlements

Urban Design

Construction

Urban Planning

Residential

Real Estate Development

Property Management

Strategic Planning

Research

GIS

Planning

Budgeting

Urban

Affordable Housing

Real Estate

Analysis

Contract Negotiation

Policy

Microsoft Office

Negotiation

Program Management

Problem Solving

Customer Relations

Excel

Team Building

Public Speaking

Photoshop

Microsoft Project

Project Planning

Project Management

Community Outreach

Landscape Design

Microsoft Excel

Budgets

Public Relations

Residential Homes

Fundraising

Feasibility Studies

Leadership
Mixed-use
Strategy
Land Use
Redevelopment
Sustainability
Zoning
Commercial Real Estate
Comprehensive Planning
CEQA

Interests

urban infill, mixed use, historic reuse, warehouse rehabilitation, property management, planning

Frank Flores

Development Manager at Signature Development Group, Inc.

floresfrank@hotmail.com



3 people have recommended Frank

"Frank always had the answer. If ever I had questions about entitlements, development details or planning department intricacies, I knew that Frank would have the answer."

— **Michael Thomas**, *Founder and President, Wheelhouse Investment Real Estate Brokerage*, was with another company when working with Frank at Madison Park Financial Corporation

"Frank is a total professional. Thoughtful, creative, passionate, candid, energetic, strategic are the first words that come to mind when I think of Frank. He is a damn good man."

— **John Gooding**, *President, Quadric Group, Inc.*, was with another company when working with Frank at City of Emeryville

"I met Frank in LIFE, and was instantly struck by his poise and quality of character. Given his youthful disposition, it was very clear to me that Frank has spent a disproportionately uncommon amount of time finding reasons to smile, taking in all that he good, and yet maintaining focus and wide-eyed enthusiasm throughout all of his experiences in LIFE. I must say, like a refractory piece of his energy, I have been affected with his pulse, and consequently, my own trajectory in LIFE has been re-shaped, my own efforts have been re-focused, to mirror in some part the special range of fortitude and depth of personability that Frank so clearly exemplifies. Frank, hats off. Let me speak for the people when I say, "thank you for all you have done in LIFE. You are exemplary.""

— **Aaron Bell**, *ChFC®, CLU®, CLTC®, M.A., Associate Financial Rep., The Nemeo Financial Group*, studied with Frank at LIFE

Contact Frank on LinkedIn

Eleanor Casson, LEED G.A.

Education

Hampshire College, B A , Sustainable Community Planning with a focus on Community Engagement in Small Towns, 2008

Experience

Consultant, TBWB Strategies

January 2014 – present

- Works closely with public agency clients throughout the CA to determine potential success of ballot measure campaigns
- Develop and deliver detailed, tailored, designed strategic messaging documents for client use
- Prepare clients to transition from the information gathering and analysis stage to campaign mode

Member, Open Oakland

August 2013 – present

- Leads a team that is exploring how O O can engage in economic development issues in Oakland
- Is a member of O O 's Leadership Team that is currently exploring possible future paths for the group

Contact Eddie Tejada or Steve Spiker, co-founders, Open Oakland,

Bay Area Advisor on Community Organizing, Decibel 85

November 2012 – March 2013

- Advised a fledgling startup on how to use social media and big data to build community support and procure timely entitlements for real estate development projects
- Provided a detailed analysis of current real estate conditions in the Bay Area
- Connected New York-based founders with Bay Area business leaders, elected officials, and funders

Contact Steve Goldin, CEO, Decibel 85

Campaign Manager, Anna Eshoo for Congress

Aug 2012 – Nov 2012

- Designed and managed all campaign appearances for Congresswoman Eshoo Events ranged from intimate gatherings with Silicon Valley business and political VIPs to large community rallies
- Recruited and managed volunteers to make over 8,000 phone calls and distribute 1,000 lawn signs
- Prepped Congresswoman Eshoo for and transported her to campaign appearances
- Communicated with her supporters through newsletters and social media
- Congresswoman Eshoo was reelected with 69.8% of the vote

Contact Congresswoman Anna Eshoo, contact information provided upon request

Sustainable Neighborhoods Committee Co-Chair, US Green Building Council

Nov 2011-Present

- From scratch, assembled a committee of distinguished and varied sustainability professionals Oversees the ongoing efforts of committee members as they work effectively on many complex sustainability goals
- Advised staff and board on how to incorporate "health" into the USGBC's messaging
- Delivered presentations to California legislators on LEED ND and related legislation
- Organized an exhibit and reception on LEED ND at Green Build 2012, a conference that drew over 30,000 visitors In 2013 the exhibit will be shown in the State Capitol, SF City Hall and Public Library

Contact Dan Geiger, Executive Director, USGBC Northern CA

Field Representative, Greenbelt Alliance

January 2009 – August 2012

- Known amongst elected officials business leaders and community members throughout the Silicon Valley as one of the region's most effective relationship builders and mobilizers of political capital, esp re sustainability
- Successfully advocated for general plans to plan for higher affordable housing goals and more housing near transit
- Built alliances between unlikely bedfellows, affordable housing advocates, environmentalists, and the business community
- Served as the Santa Clara County expert on SB375 Worked closely with MTC, ABAG, VTA, heads of planning and public works and other non-profits Pushed for affordable housing to be a bigger part of Plan Bay Area
- Published blog pieces in collaboration with *The Economist Smart Growth America*, and was the lead researcher/author *Greening Your City's Blueprint. A Guide to Addressing Climate Change through Land Use*

Contact Melissa Hippard, Program Director, Greenbelt Alliance,

Education

Relationship building, community organizing, deep knowledge of CA land use planning, the entitlement process, and SB375, skilled at navigating political processes, project management, excellent written and oral communication, effective motivator and coordinator of large teams, professional demeanor, mediation and negotiation, event organizing

14 APR 24 PM 2:53

APPROVED FOR FORM AND LEGALITY

Mark P. Wall
CITY ATTORNEY

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

**RESOLUTION CONFIRMING THE MAYOR'S APPOINTMENTS OF
STAFFORD BUCKLEY, FRANK FLORES, AND ELEANOR CASSON AS
MEMBERS OF THE LANDMARKS PRESERVATION ADVISORY BOARD**

WHEREAS, Section 601 of the City Charter provides that members of City boards and commissions shall be appointed by the Mayor subject to confirmation by the affirmative vote of five members of the City Council, and

WHEREAS, Ordinance No. 8883 C M S., as amended, establishes the Landmarks Preservation Advisory Board to identify historic landmarks in Oakland, conduct design review hearings on historic properties, and advise the City Planning Commission and City Council on preservation; and

WHEREAS, the Landmarks Preservation Advisory Board consists of seven (7) members including one architect, one landscape architect or city planner, one real estate broker with significant experience in historic real estate, and one historian, and two other members, each serving 3-years terms but not more than two consecutive three year terms, and

WHEREAS, the Honorable Mayor Jean Quan has appointed Frank Flores to the Landmarks Preservation Advisory Board to the seat for a person with significant experience in real estate, Stafford Buckley to the Landmarks Preservation Advisory Board to the seat for a person with significant experience in landscape architecture; and appointed Eleanor Casson to the Landmarks Preservation Advisory Board to a non-designated seat, each to serve a three year term subject to confirmation by the City Council; now therefore be it

RESOLVED, that pursuant to City Charter section 601, the City Council hereby confirms the Mayor's appointments of (a) Stafford Buckley for a three year term beginning February 22, 2013 and ending February 21, 2016, filling the seat previously held by Anna Naruta, (b) Frank Flores for a three year term beginning February 22, 2012 and ending February 21, 2015, filling the seat previously held by John Goins III, and (c) Eleanor Casson for a three year term beginning February 22, 2014 and ending February 21, 2017, filling the seat previously held by Daniel Schulman

**IN COUNCIL, OAKLAND, CALIFORNIA,
PASSED BY THE FOLLOWING VOTE:**

AYES – BROOKS, GALLO, GIBSON MCELHANEY, KALB, KAPLAN, REID, SCHAAF AND
PRESIDENT KERNIGHAN
NOES –
ABSTENTIONS-
ABSENT-

ATTEST.

LATONDA SIMMONS
City Clerk and Clerk of the Oakland City Council