

APPENDIX E

Precise Plan Framework

DRAFT CONCEPTUAL FRAMEWORK OPTIONS

ALAMEDA POINT TOWN CENTER AND WATERFRONT PRECISE PLAN

PLANNING BOARD MEETING
21 AUGUST 2013

SKIDMORE, OWINGS & MERRILL LLP
CMG LANDSCAPE ARCHITECTURE
KWAN HENMI ARCHITECTURE/PLANNING
TOWN MAKERS

SOM

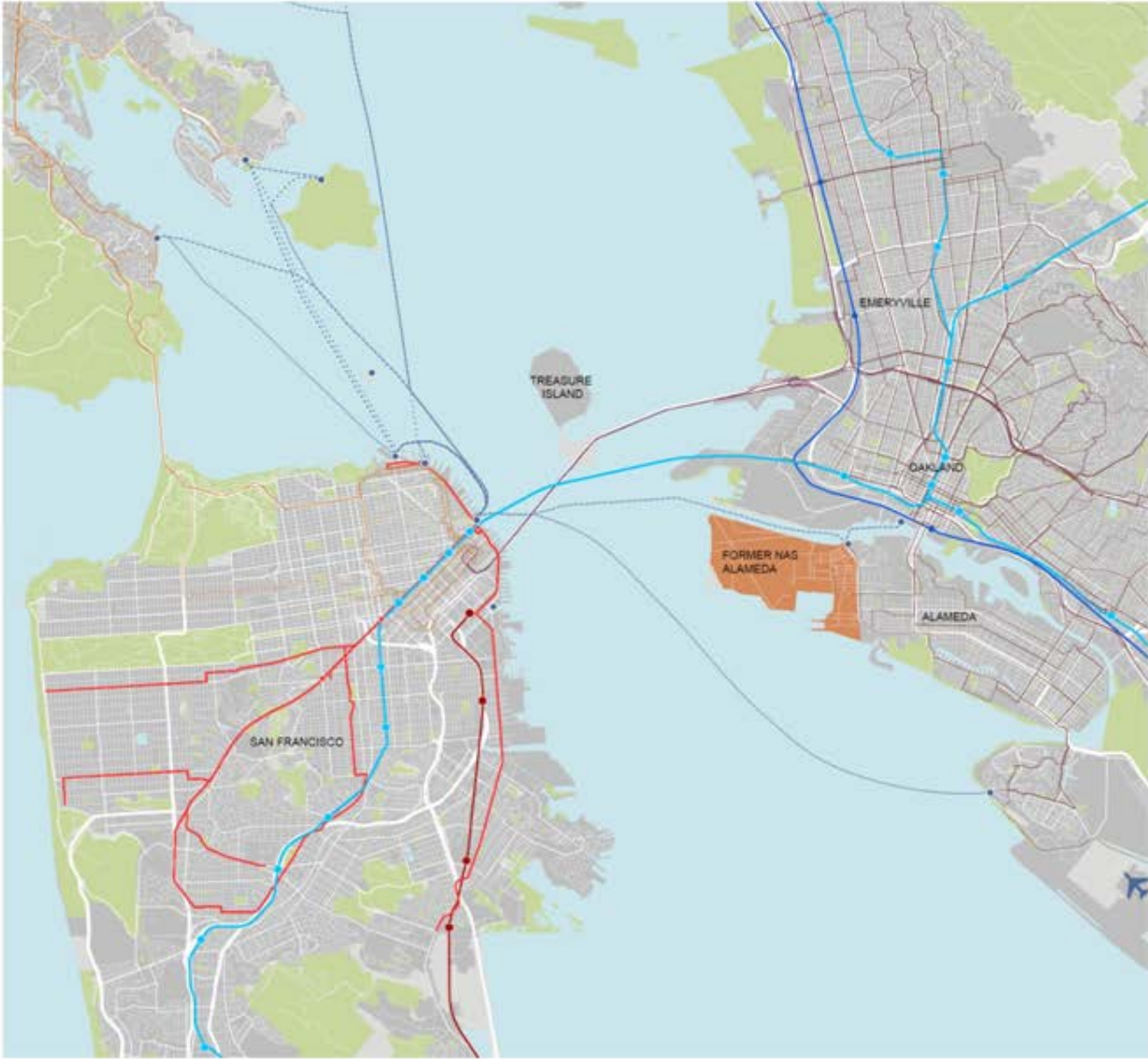
TODAY



- 1. Town Center and Waterfront Context**
- 2. Vision + Guiding Principles**
- 3. Preliminary Conceptual Framework**
 - Existing Conditions, Constraints + Opportunities
 - Land Use + Program
 - Street Network + Block Structure
 - Public Open Space
- 4. Sub-Area Studies + Design Criteria**
 - Building Types, Heights + Massing
 - Historic Preservation
 - Landmark Potential
 - Town Center Core
- 5. Implementation Strategies**
- 6. Next Steps**

1 TOWN CENTER AND WATERFRONT CONTEXT

PROJECT CONTEXT REGIONAL CONNECTIONS



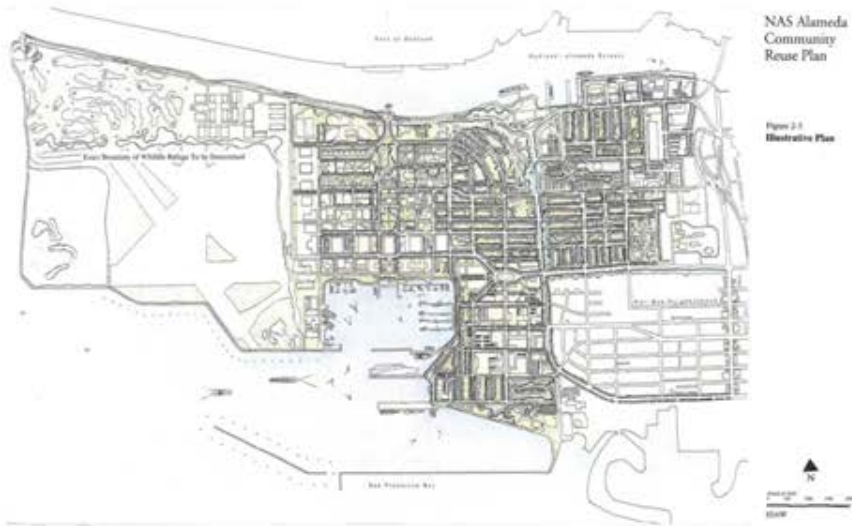
Alameda Point is located in the heart of the San Francisco Bay, on site of the former Naval Air Station. Proximity to San Francisco, a picturesque waterfront setting, and striking views of the Bay and downtown make this site a prime opportunity for redevelopment.

OVERALL VISION

Alameda Point will share Alameda's characteristic neighborhood centers, open space and street networks, transportation, and water orientation, integrating it within the community while maintaining its unique character and history as the former Naval Air Station Alameda. Constrained by the necessity of fiscal neutrality and significant upfront investments, early, new development will focus on a healthy local economy through economic development, and provide greater flexibility to attract the momentum crucial to realizing Alameda Point's potential of a coordinated, environmentally-sound development with a mix of uses generating thousands of jobs and residences.

2013 Alameda Point Planning Guide, 4

PREVIOUS PLANNING EFFORTS AND LESSONS LEARNED



NAS Alameda Community Reuse Plan, As Adopted January 1996
Prepared for: Alameda Reuse & Redevelopment Authority (ARRA)
Prepared by: EDAW, Inc.

The Community Reuse Plan provides the Vision and Roadmap for conversion of NAS Alameda to civilian use over a 20-30 year timeframe. The Reuse Plan integrates both interim and long-range reuse programs, as well as develops the preferred reuse alternative that serves as the blueprint for redevelopment.

"Between now and 2020, the City of Alameda will integrate the Naval Air Station property with the City and will realize a substantial part of the Base's potential. Revenues will have increased and a healthy local economy will have resulted from the implementation of a coordinated, environmentally sound plan of conversion and mixed-use development. While building upon the qualities which make Alameda a desirable place to live, efforts for improving recreational, cultural, educational, housing, and employment opportunities for the entire region will have been successful." (page 8)



Preliminary Development Concept (2006)
Prepared for: ARRA
Prepared by: Roma Design Group

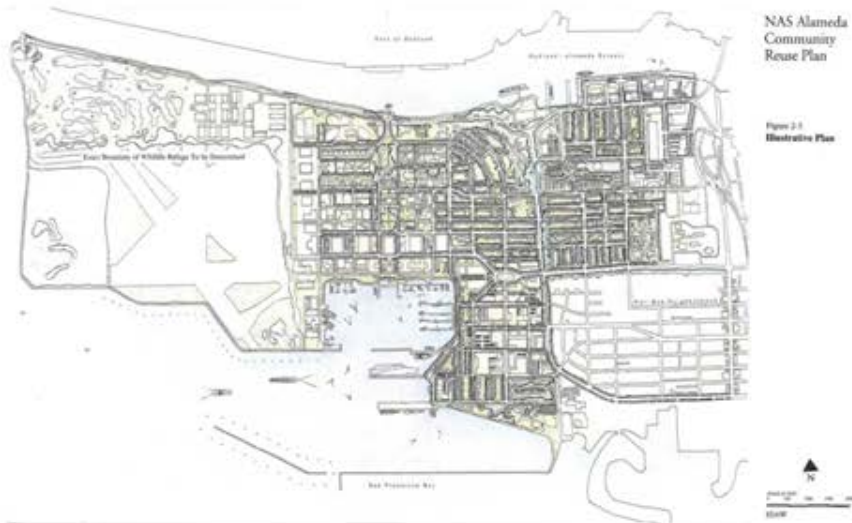
The Alameda Point Preliminary Development Concept was intended to focus community attention and discussion on some of the tradeoffs and compromises that would be necessary to achieve financial feasibility, and to inform future decisions and plans.



Alameda Point Specific Plan (2009)
Prepared for: SunCal Companies and ARRA
Prepared by: Calthorpe Associates

The Alameda Point Specific Plan proposed higher-density redevelopment in the form of a new transit-oriented, mixed use community; with commercial, residential, civic, and open space land uses, organized in compact neighborhoods and workplace clusters within walking distance of a new Ferry Terminal.

PREVIOUS PLANNING EFFORTS AND LESSONS LEARNED



NAS Alameda Community Reuse Plan, As Adopted January 1996
Prepared for: Alameda Reuse & Redevelopment Authority (ARRA)
Prepared by: EDAW, Inc.

- Mixed-use
- Town center vehicle free
- Oval retained, with diagonal “spurs” at Town Center
- Park / civic uses at Town Center
- Varying, shaped basin edge
- Taxiways developed



Preliminary Development Concept (2006)
Prepared for: ARRA
Prepared by: Roma Design Group

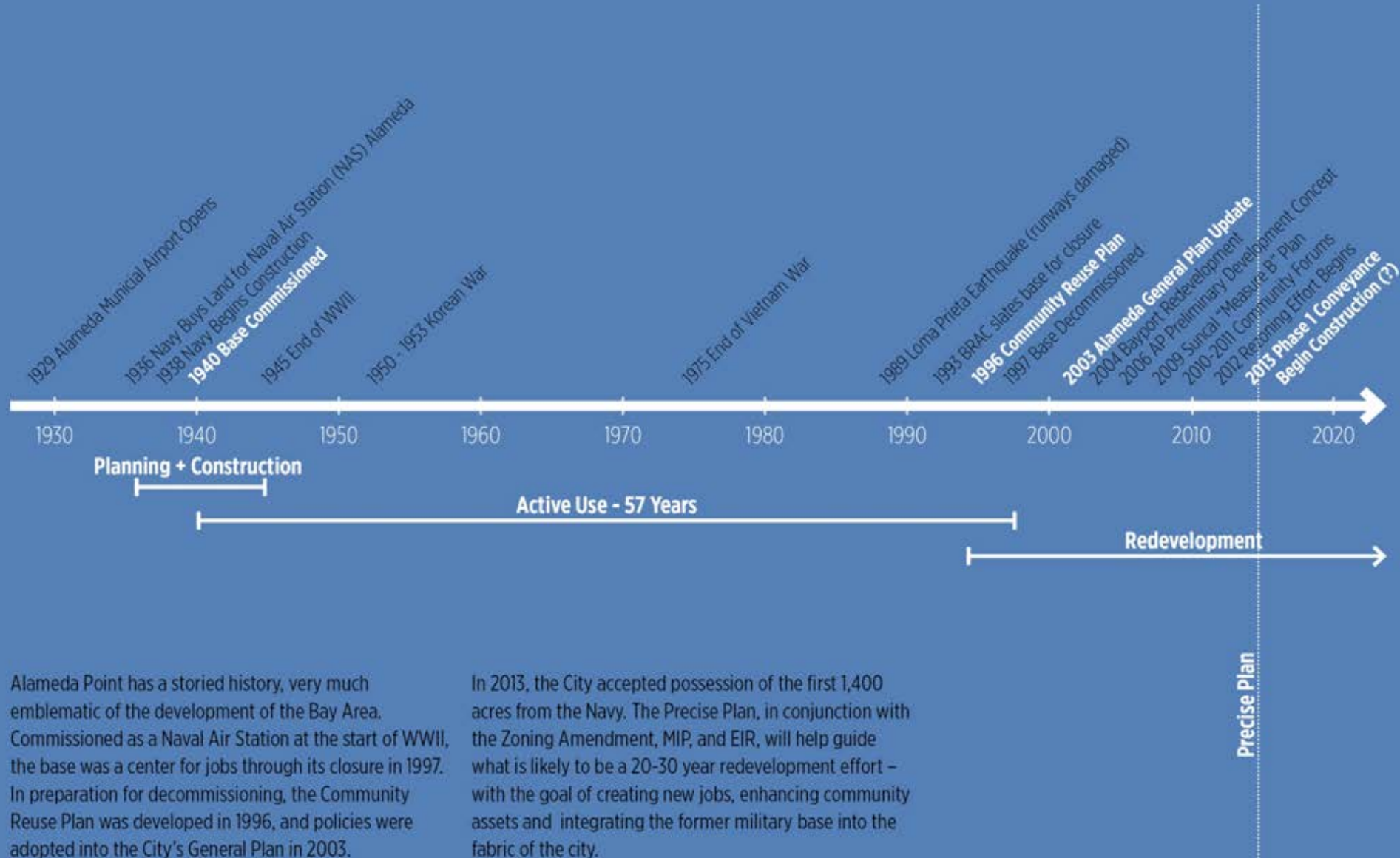
- Major intersection at Town Center (small roundabout)
- Retail integrated into area of largest residential concentration
- Transit center at water’s edge
- Shaped basin open space, with public vehicular access and parking



Alameda Point Specific Plan (2009)
Prepared for: SunCal Companies and ARRA
Prepared by: Calthorpe Associates

- Mannered version of Reuse Plan
- Oval retained with diagonal axes
- Atlantic Avenue as Retail street, focused on traffic circles
- Limited recognition of historic base character
- Shaped waterfront park
- All but one hangar demolished

ALAMEDA POINT TIMELINE



Alameda Point has a storied history, very much emblematic of the development of the Bay Area. Commissioned as a Naval Air Station at the start of WWII, the base was a center for jobs through its closure in 1997. In preparation for decommissioning, the Community Reuse Plan was developed in 1996, and policies were adopted into the City's General Plan in 2003.

In 2013, the City accepted possession of the first 1,400 acres from the Navy. The Precise Plan, in conjunction with the Zoning Amendment, MIP, and EIR, will help guide what is likely to be a 20-30 year redevelopment effort – with the goal of creating new jobs, enhancing community assets and integrating the former military base into the fabric of the city.

THE PURPOSE OF THE PRECISE PLAN IS TO ADOPT **FORM-BASED, TRANSIT SUPPORTIVE STANDARDS AND REGULATIONS FOR** THE ARRANGEMENT OF PUBLIC AND PRIVATE **STREETS, PUBLIC OPEN SPACE AND PARKS, INFRASTRUCTURE, AND ASSOCIATED PRIVATE DEVELOPMENT CONSISTENT WITH** THE CITY OF ALAMEDA'S GOALS AND EXPECTATIONS FOR A **TRANSIT-ORIENTED, WATERFRONT, VISITOR-SERVING, MIXED-USE COMMUNITY.**



NAVAL AIR STATION
ALAMEDA

PROJECT AREA

THE PRECISE PLAN BOUNDARIES ENCOMPASS THE TOWN CENTER SUB-DISTRICT AND THE PORTIONS OF THE MARITIME AND VISITOR-SERVING SUB-DISTRICT ALONG THE SEAPLANE LAGOON.

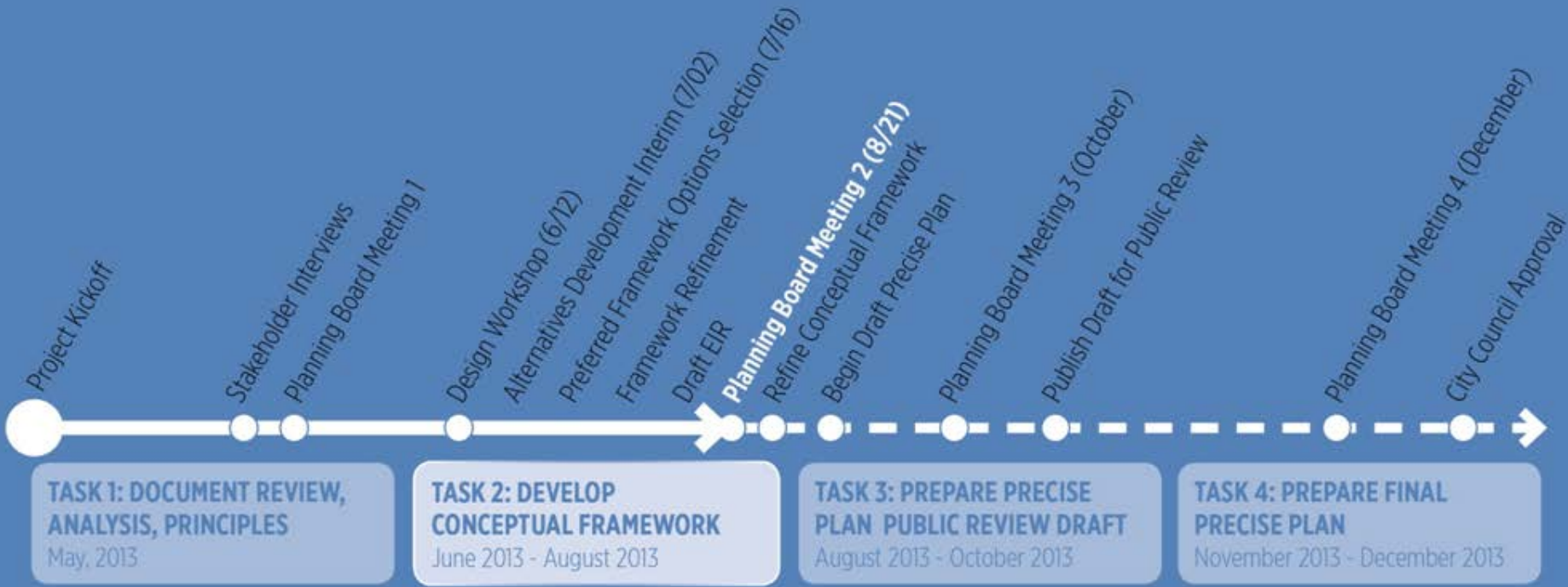


CATALYST FOR BASE REDEVELOPMENT

**VAST POTENTIAL:
PROXIMITY TO SAN FRANCISCO, A PICTURESQUE
WATERFRONT SETTING, AND STRIKING VIEWS OF
THE BAY AND DOWNTOWN SF MAKE THIS SITE A
PRIME OPPORTUNITY FOR REDEVELOPMENT.**

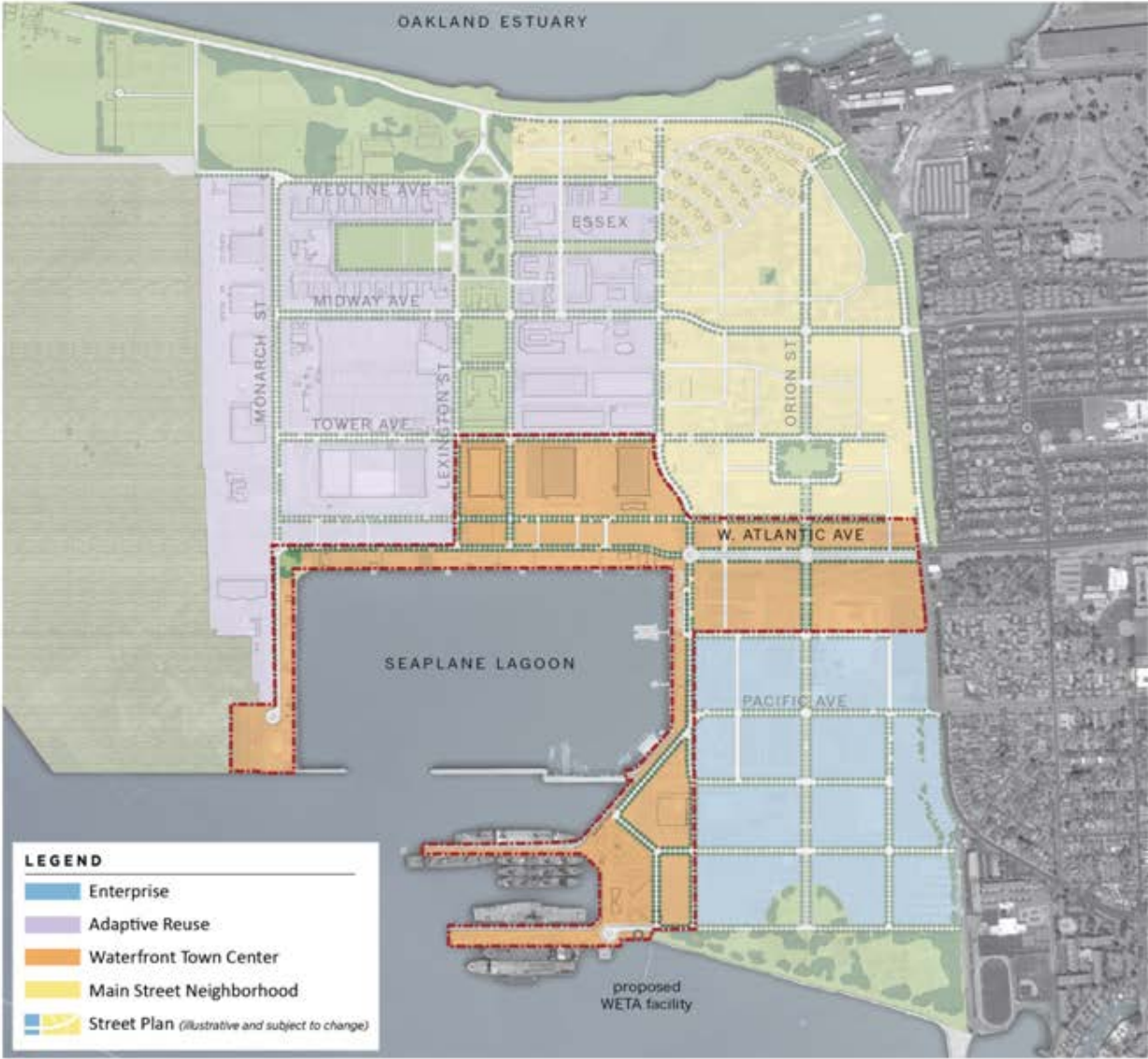
**TOWN CENTER &
WATERFRONT**

PROCESS



2 VISION AND GUIDING PRINCIPLES

OVERALL BASE REDEVELOPMENT GOALS



1. PHYSICAL INTEGRATION WITH ALAMEDA
2. ECONOMIC DEVELOPMENT + JOB CREATION
3. COMMUNITY BENEFITS

TOWN CENTER AND WATERFRONT VISION

REDEVELOPMENT IN THE TOWN CENTER SUB-AREA WILL CREATE A **COMPACT, TRANSIT-ORIENTED, MIXED-USE URBAN CORE** AND **VIBRANT WATERFRONT EXPERIENCE** THAT WILL LEVERAGE THE **UNIQUE CHARACTER AND EXISTING ASSETS** OF THE DISTRICT, THROUGH INCREMENTAL INTERVENTION, TO CATALYZE TRANSFORMATION OF THE WIDER ALAMEDA POINT AREA.



TOWN CENTER AND WATERFRONT GUIDING PRINCIPLES



The following Preliminary Guiding Principles will inform the Precise Plan process.

1. Strengthen Existing Assets + Character

- Support existing tenants and activities
- Build on the Historic District, Maritime Heritage, and Industrial Character
- Maximize Waterfront Use (both public and private)
- Maintain scenic views

2. Design for Strategic Implementation

- Minimize up-front Infrastructure Costs
- Maintain current revenue sources
- Utilize temporary interventions and temporal events to build interest while maintaining flexibility
- Preserve the long-term potential of the site to realize maximum value

TOWN CENTER AND WATERFRONT GUIDING PRINCIPLES



3. Cultivate a Sustainable Neighborhood

- Address Climate Change and Sea level Rise issues by integrating flood protection and green infrastructure
- Build compact, mixed-use, transit oriented neighborhoods supportive of enhanced transit
- Incorporate strategies for stormwater management, energy efficiency, adaptive reuse, contaminant remediation and habitat preservation

4. Highlight the Waterfront Experience

- Program a diversity of water-focused recreational experiences for different users
- Build for both Recreational and 'Working' Waterfront uses
- Balance the needs of public access recreational areas with those of secure access industrial areas

5. Create a Unique Destination

- Create the social heart that will attract people and investment to the rest of the district.
- Make it fun!

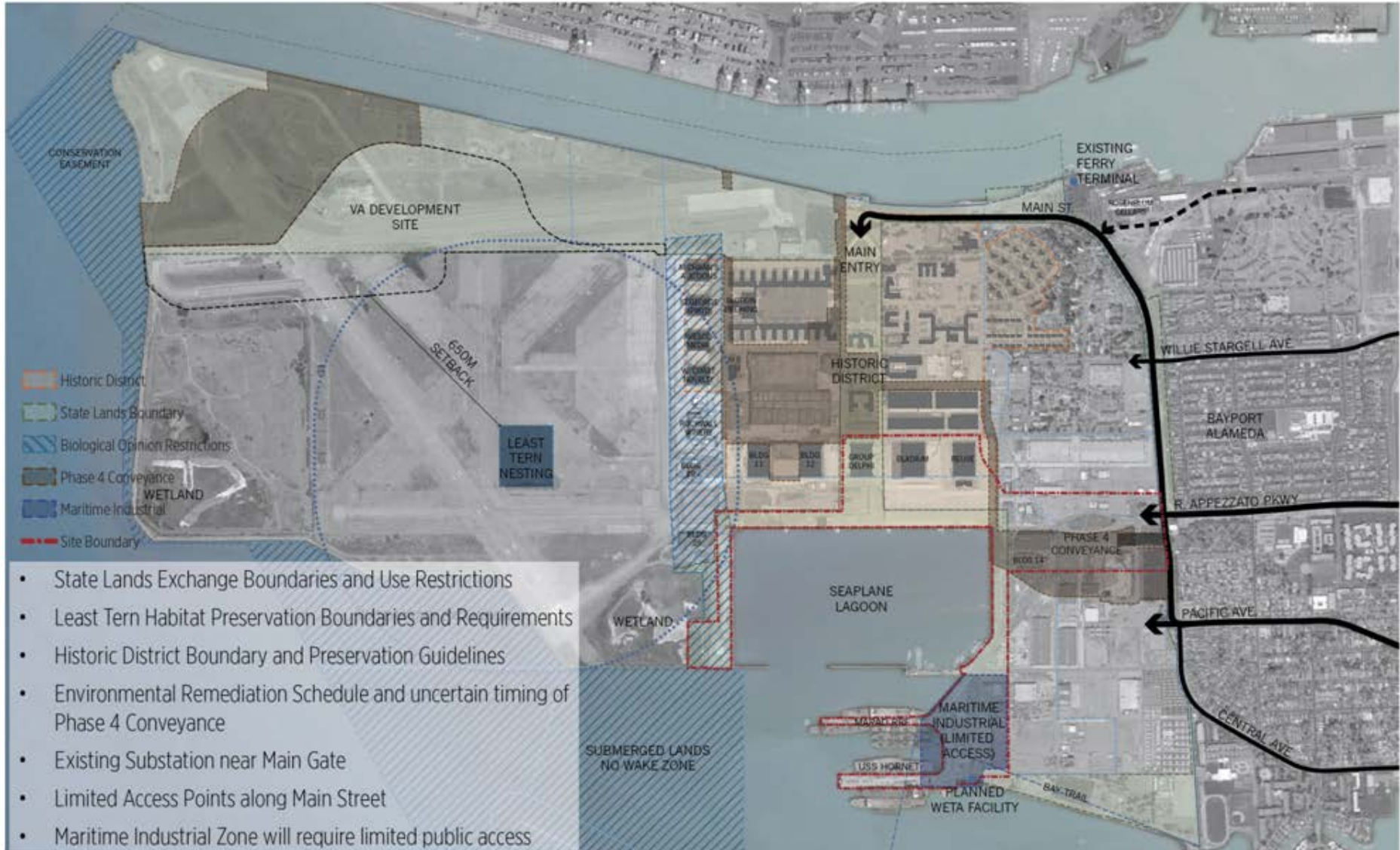
3 PRELIMINARY CONCEPTUAL FRAMEWORK

- **EXISTING CONDITIONS, CONSTRAINTS & OPPORTUNITIES**
- LAND USE + PROGRAM
- STREET NETWORK & BLOCK STRUCTURE
- PUBLIC OPEN SPACE

EXISTING CONDITIONS



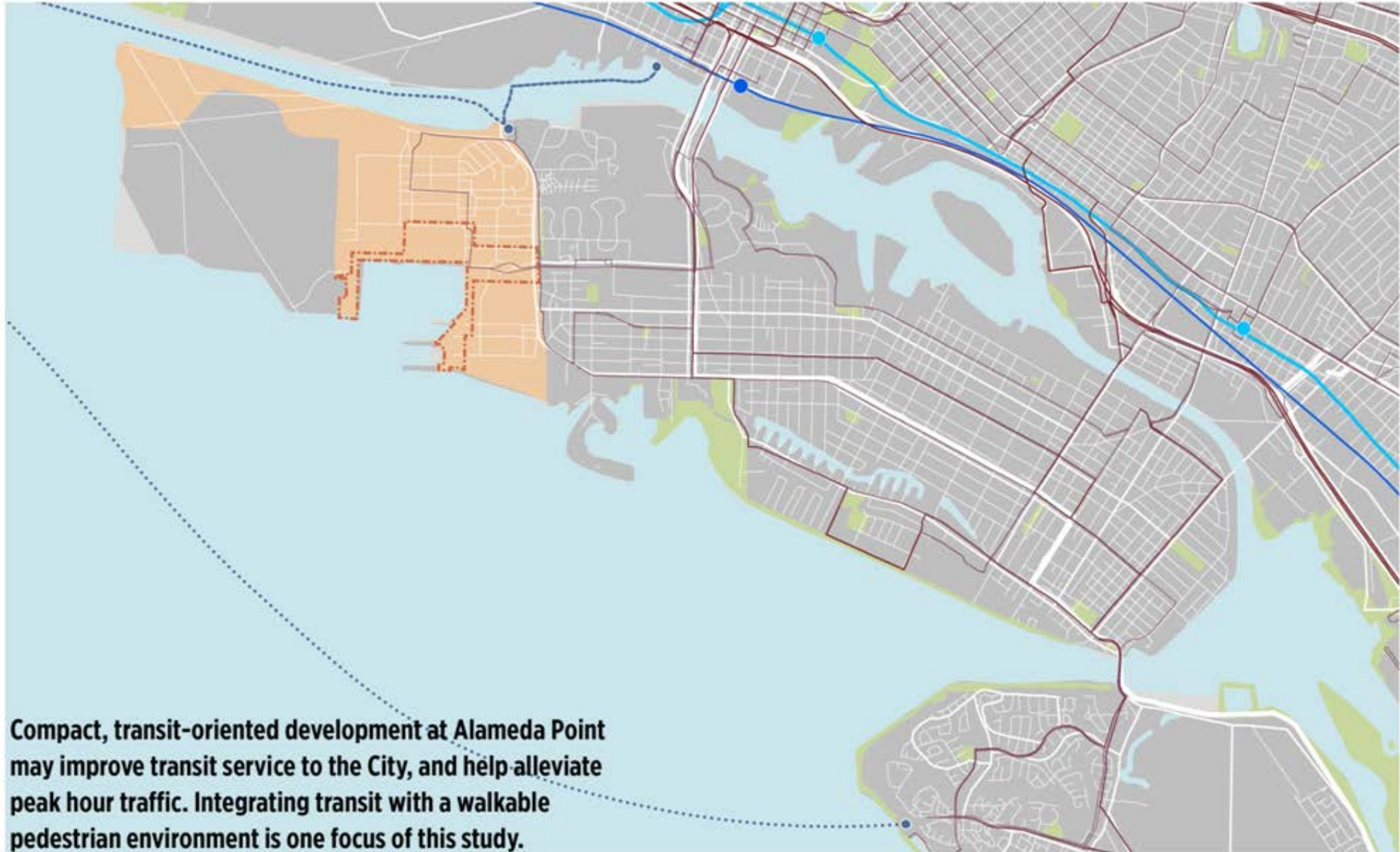
DEVELOPMENT CONSTRAINTS



ACCESS CONSTRAINTS

Access to the island City of Alameda is constrained, with connections to West Alameda provided by the Webster and Posey tunnels. No new connections across the Oakland Estuary are planned. Providing a transit-oriented redevelopment approach may enable development while mitigating present traffic congestion.

ACCESS CONSTRAINTS



Compact, transit-oriented development at Alameda Point may improve transit service to the City, and help alleviate peak hour traffic. Integrating transit with a walkable pedestrian environment is one focus of this study.

SEA LEVEL RISE CONSTRAINTS



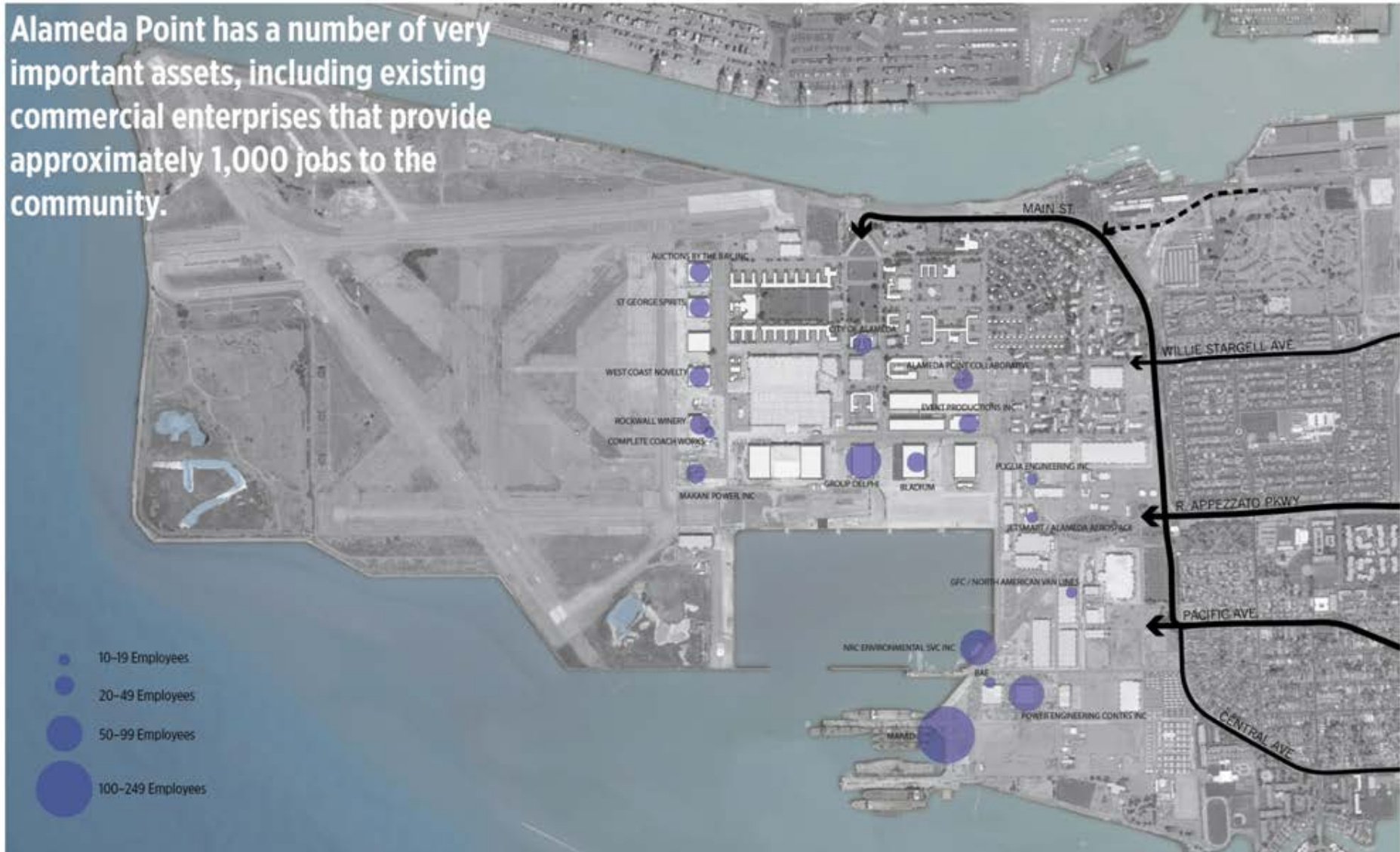
INFRASTRUCTURE CONSTRAINTS

Infrastructure upgrade costs pose a significant challenge to redevelopment. Strategies to reduce cost and phase infrastructure expenditures will be considered.

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ASSETS: EXISTING BUSINESSES + EMPLOYMENT OPPORTUNITIES

Alameda Point has a number of very important assets, including existing commercial enterprises that provide approximately 1,000 jobs to the community.



ASSETS: URBAN AGRICULTURE, ART, LIGHT INDUSTRY, PRODUCTION



ASSETS: ATTRACTIONS

Alameda Point is also home to a number of significant attractions and events.



ASSETS: EVENTS

The Alameda Point Antiques Faire is the largest antiques show in Northern California. Held on the 1st Sunday of every month, it hosts over 800 booths.



ASSETS: SPACE

One of the most important assets Alameda Point features is a vast amount of developable space, including existing building stock with rich opportunity for adaptive reuse.

TOWN CENTER ASSETS + OPPORTUNITIES



3 PRELIMINARY CONCEPTUAL FRAMEWORK

- EXISTING CONDITIONS, CONSTRAINTS & OPPORTUNITIES
- **LAND USE + PROGRAM**
- STREET NETWORK & BLOCK STRUCTURE
- PUBLIC OPEN SPACE

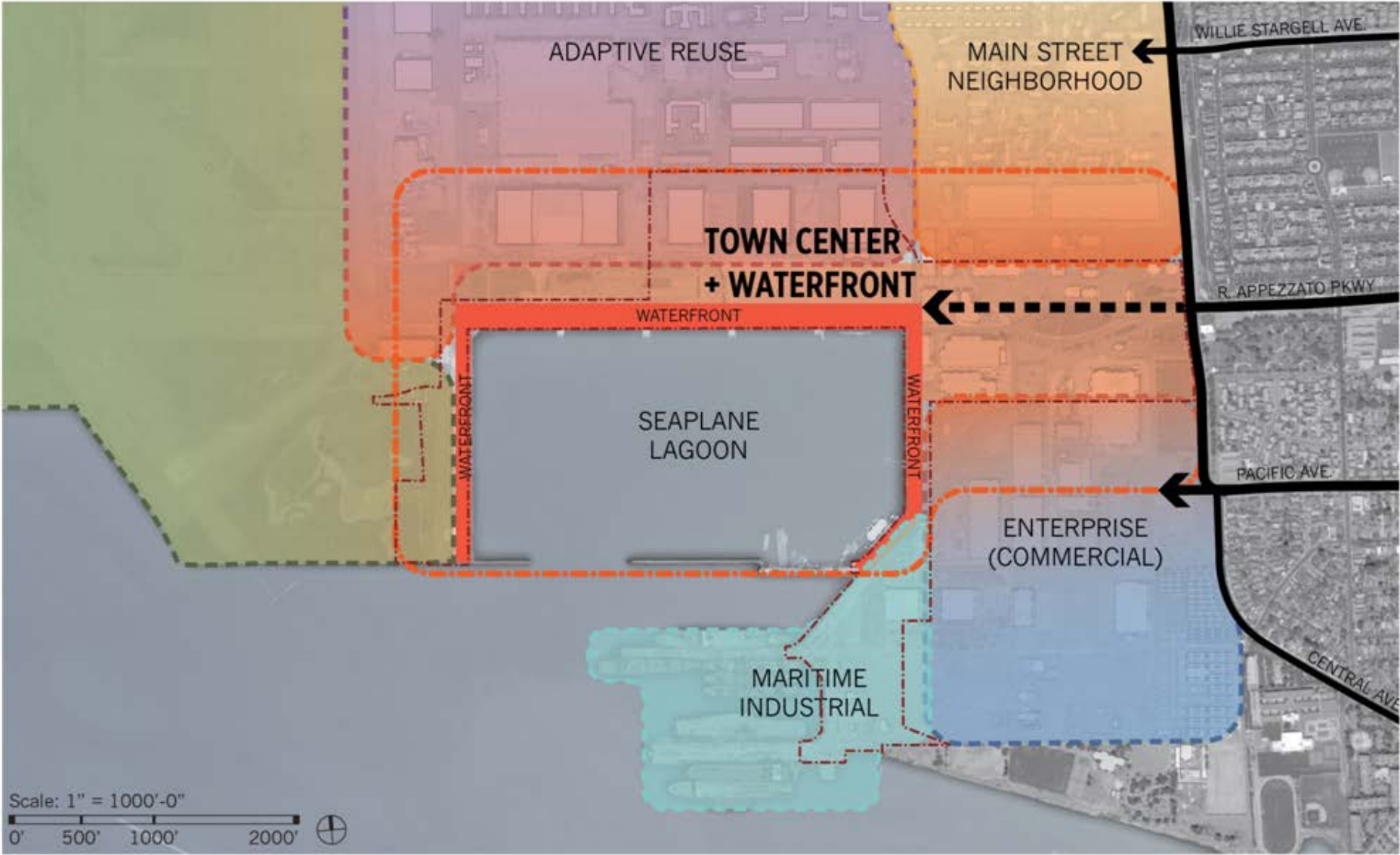
2013 PLANNING GUIDE



FLEXIBLE FUNCTIONAL BOUNDARY



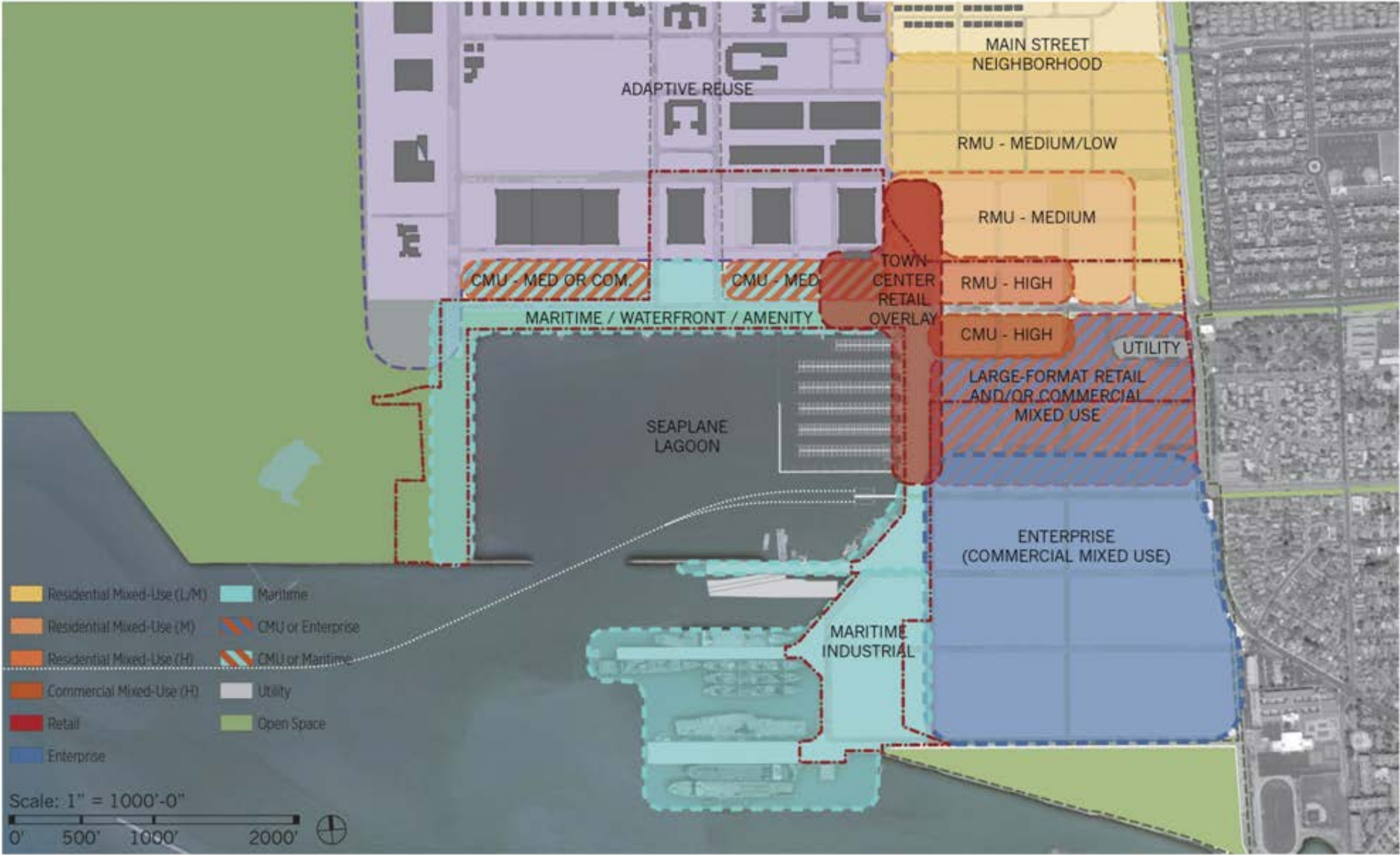
TRANSITION BETWEEN ADJACENT DISTRICTS



OPPORTUNITY ZONES



USE CONCEPT



LAND USE



PRELIMINARY PROGRAM



Public Open Space:

- Regional Open Space Amenities
- Neighborhood Parks
- A Great Waterfront Attraction!



Commercial Space:

- Commercial Space with a range of types and uses



Housing:

- Residential units in a range of densities and typologies
- 35 units/ac minimum average density to support transit

PRELIMINARY PROGRAM



Retail / Services:

- Small scale neighborhood serving street retail
- Limited near-term market demand
- Requires phasing in over long term

Large-Format Retail Option:

- 25-30 acres
- A mix of large, medium and smaller size tenants
- May include and support small scale Waterfront Retail + F&B
- Parking (4 spaces/1000sf); strategically located to minimize visual impact from main streets
- Multi-family Residential and/or Commercial may be a component (i.e. East Bay Bridge Shopping Center, Bay Street Center)

PRELIMINARY PROGRAM



Transit Center:

- Bus Terminal
- Shuttle Service
- Bike Station
- Additional Parking

Ferry Terminal:

- 2 slips
- 4.6 acres +/-
- Parking (currently have 457 spaces)
- Limited upland facility (restrooms, vending)
- Requires separation from Marina

Marina*:

- 530 slip marina
- 19 acres of water +/- (based on South Beach Harbor Marina)
- Access, Loading, Parking, and other ancillary facilities
- Requires separation from Ferry

*530 slips per General Plan

3 PRELIMINARY CONCEPTUAL FRAMEWORK

- EXISTING CONDITIONS, CONSTRAINTS & OPPORTUNITIES
- LAND USE + PROGRAM
- **STREET NETWORK & BLOCK STRUCTURE**
- PUBLIC OPEN SPACE

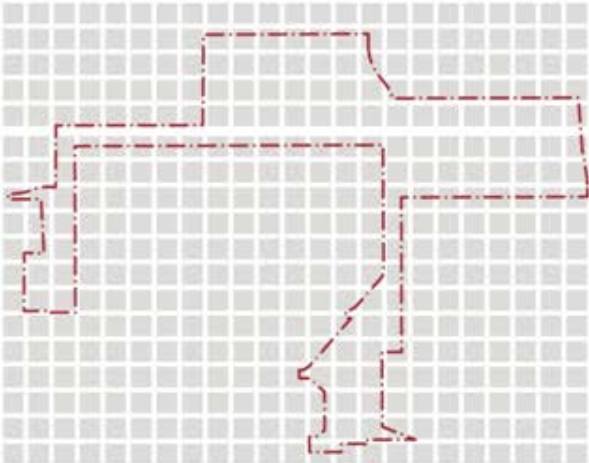
EXISTING STREET NETWORK



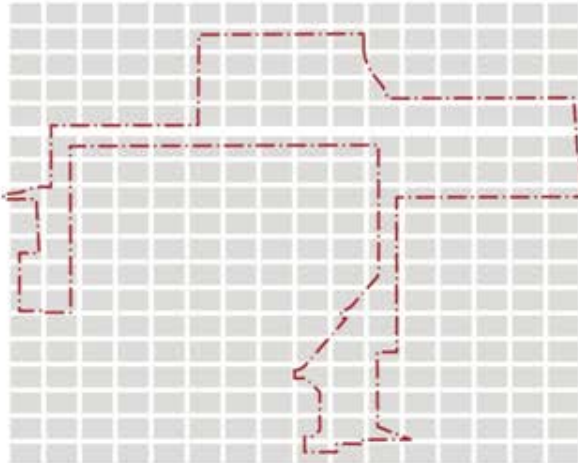
LIMITED OFF-SITE CONNECTIONS



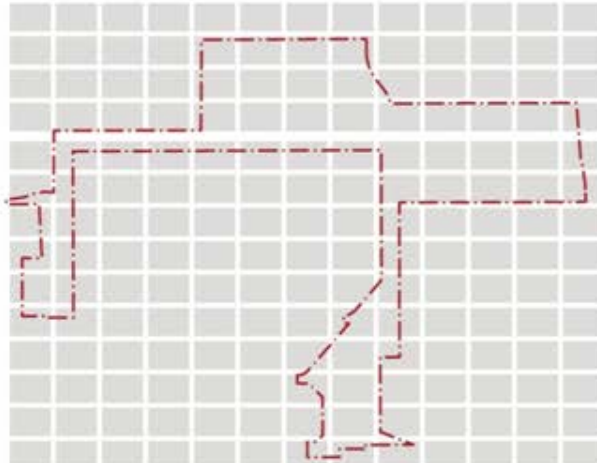
WALKABLE STREET NETWORK



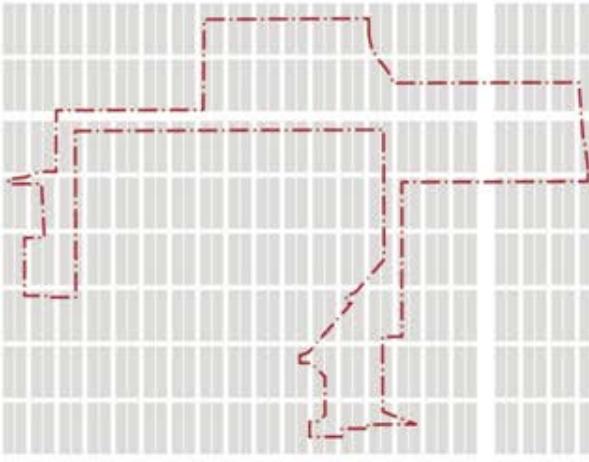
PORTLAND (200' X 200')



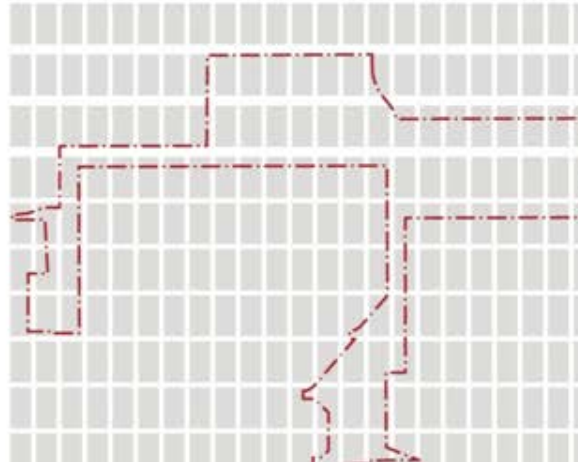
SAN DIEGO (200' X 300')



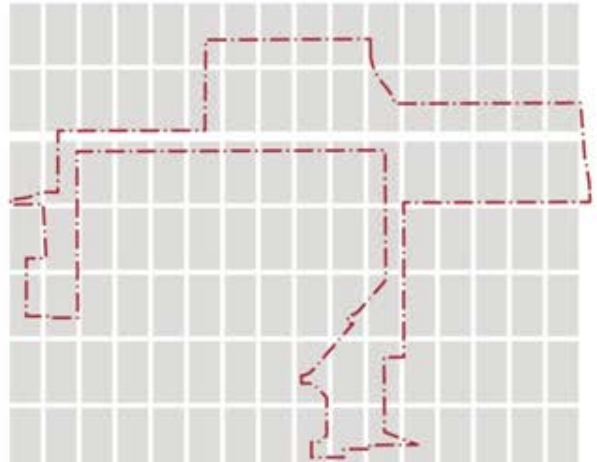
SAN FRANCISCO, NOMA (275' X 400')



BOSTON, BACK BAY (225' X 500')



NEW YORK, GREENWICH + WEST VILLAGE (200' X 400')

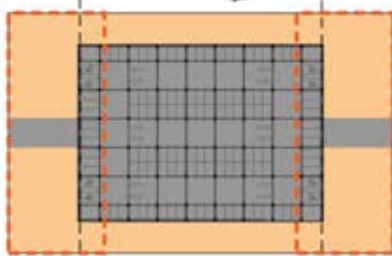
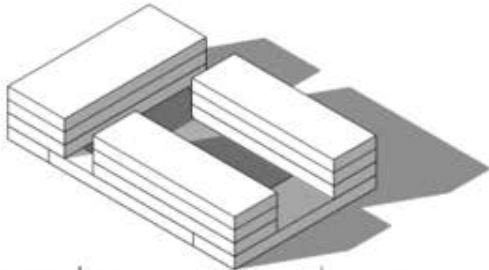


DOWNTOWN LA (300' X 600')

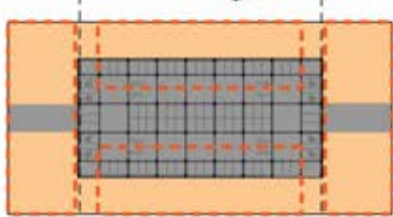
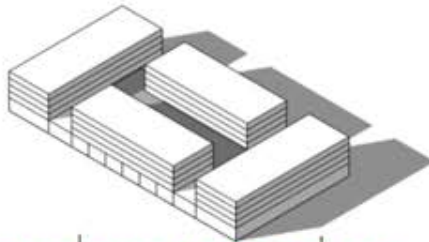
WALKABLE STREET NETWORK - ALAMEDA BLOCKS



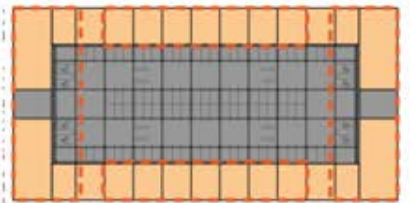
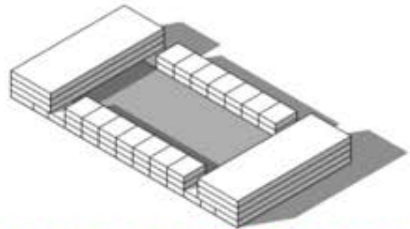
FLEXIBLE BLOCK SIZES - MANY CONFIGURATION OPTIONS



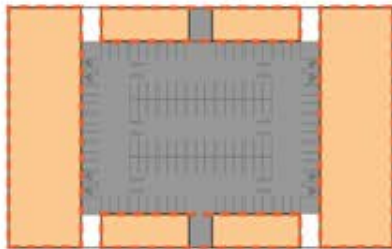
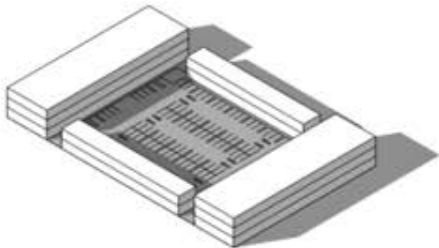
Large Office with Parking Podium



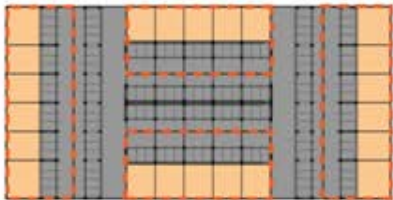
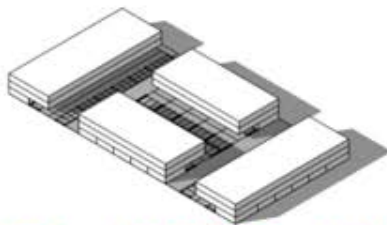
Apartment Building with Parking Podium



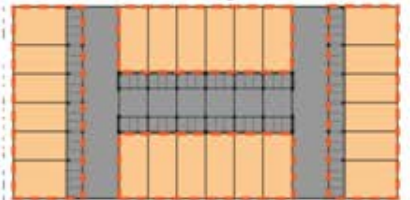
Apartment Building with surface parking (deck-over optional)



Medium and Small Office or Loft with surface parking



Walk-up Flats with tuck-under surface parking

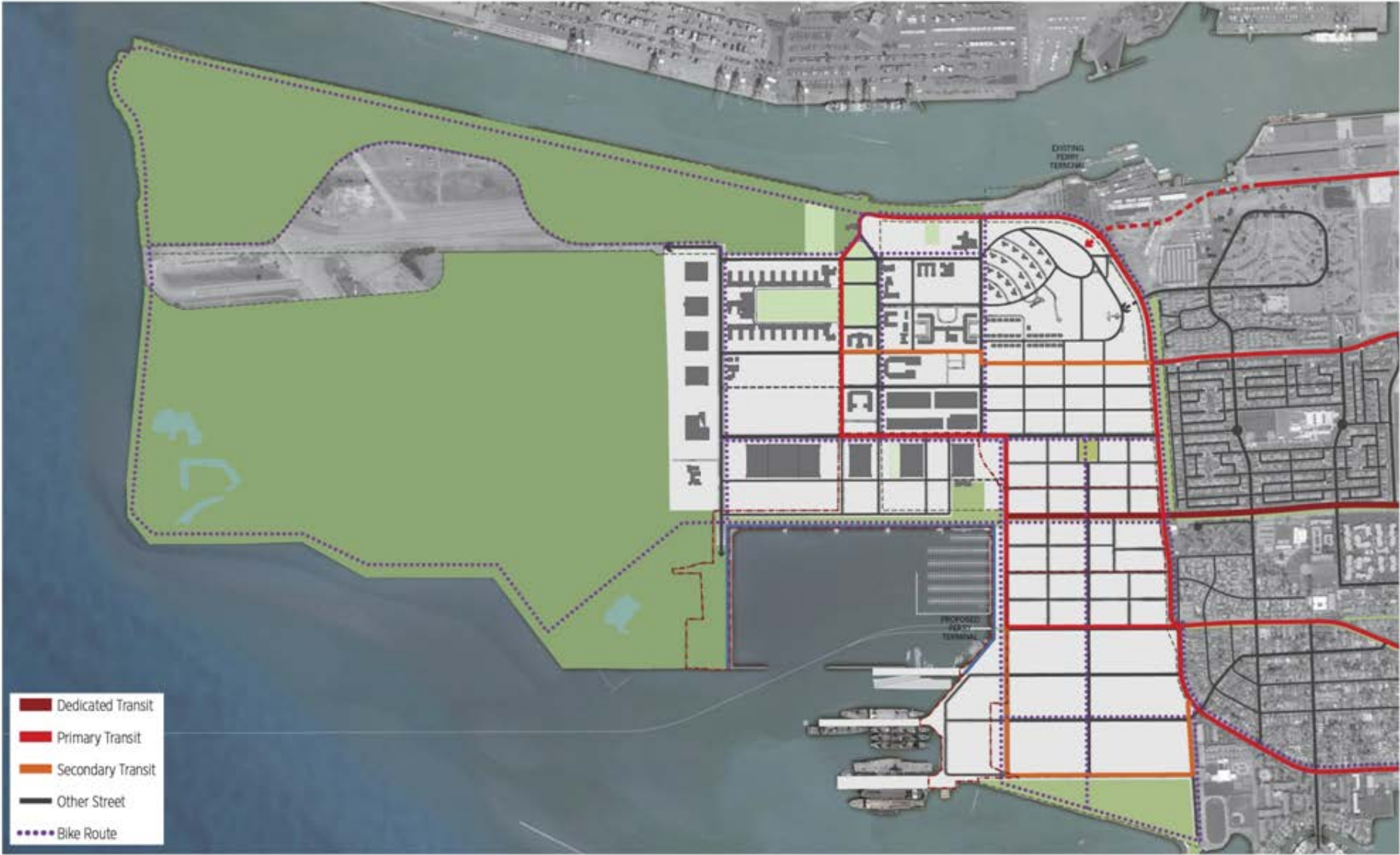


Townhouse with tuck-under surface parking

PROPOSED STREET HIERARCHY



PROPOSED TRANSIT + BIKE ROUTES



PROPOSED TRANSIT + BIKE ROUTES



BUILDING A BIKE CULTURE

BIKE RACKS
BIKE RENTAL
BIKE TOURS
BIKE LANES - GREEN
PAINT



BIKE CORRAL PARKING - PORTLAND, OR



GUERRILLA CYCLE LANE - MEXICO CITY

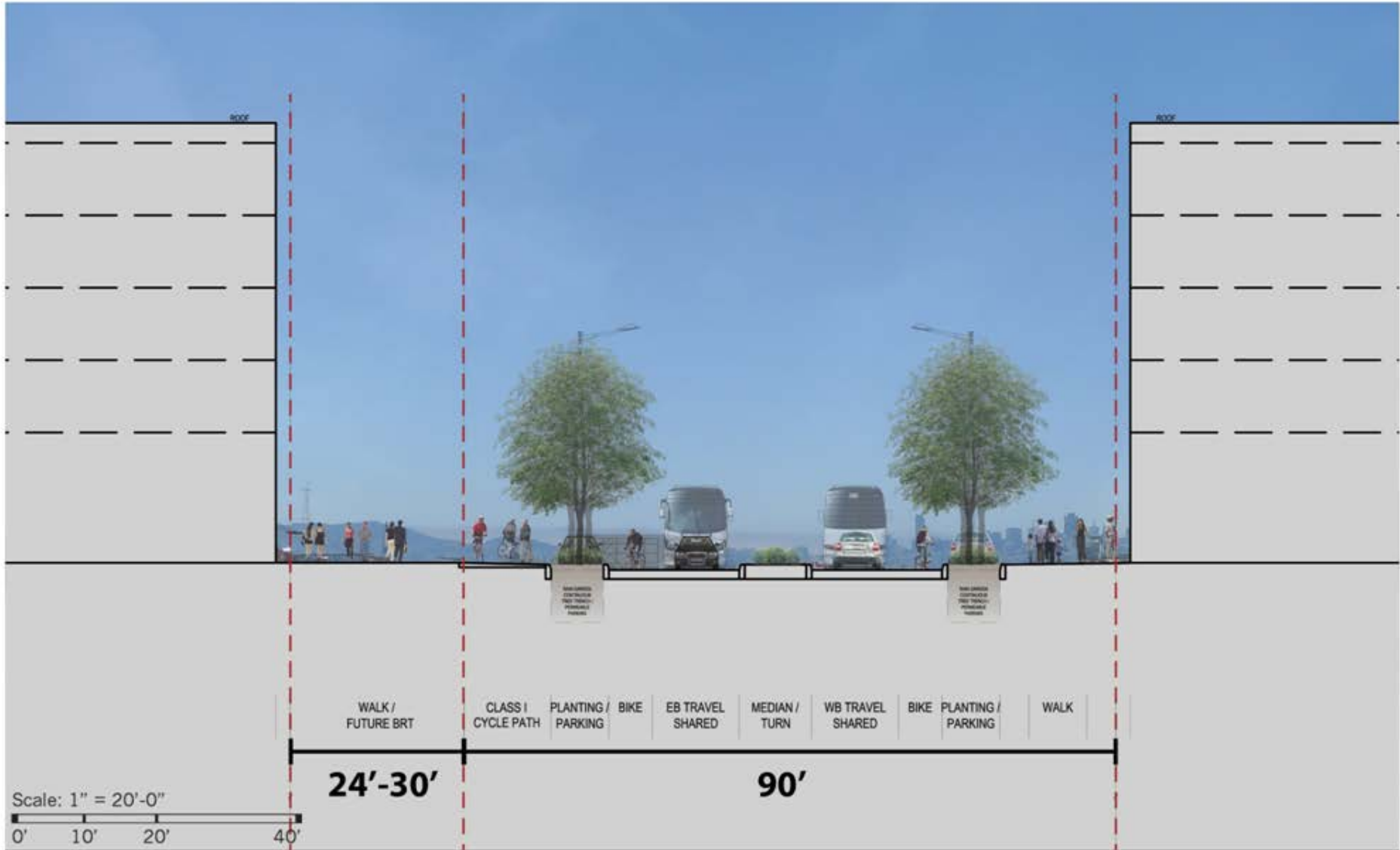


BIKE RENTAL - NICE RIDE MINNEAPOLIS

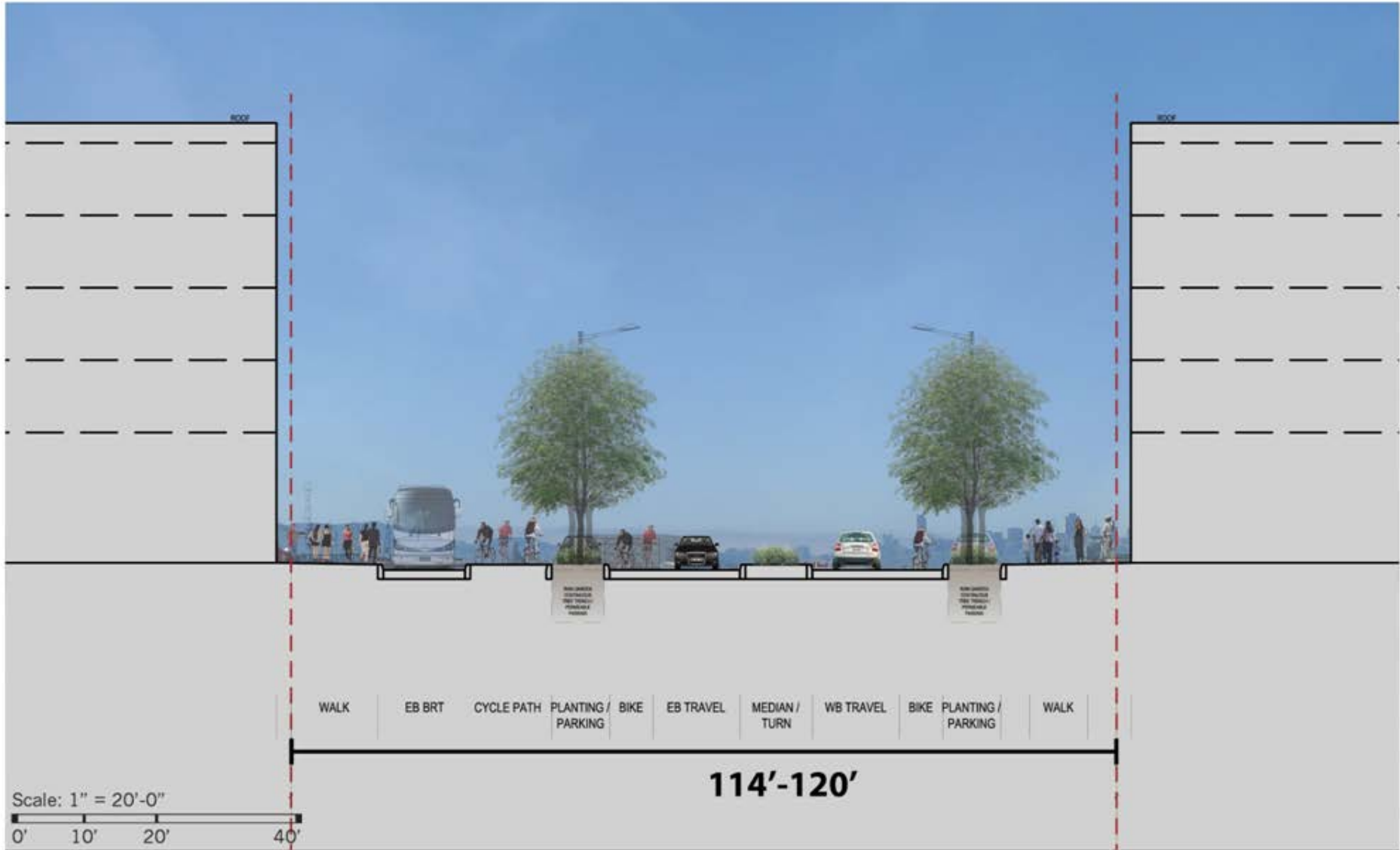


BIKE BOX - PORTLAND, OR

ATLANTIC AVENUE - NEAR TERM



ATLANTIC AVENUE - LONG TERM



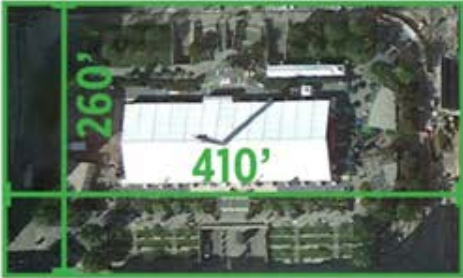
3 PRELIMINARY CONCEPTUAL FRAMEWORK

- EXISTING CONDITIONS, CONSTRAINTS & OPPORTUNITIES
- LAND USE + PROGRAM
- STREET NETWORK & BLOCK STRUCTURE
- **PUBLIC OPEN SPACE**

OPEN SPACE SCALE



Bryant Park



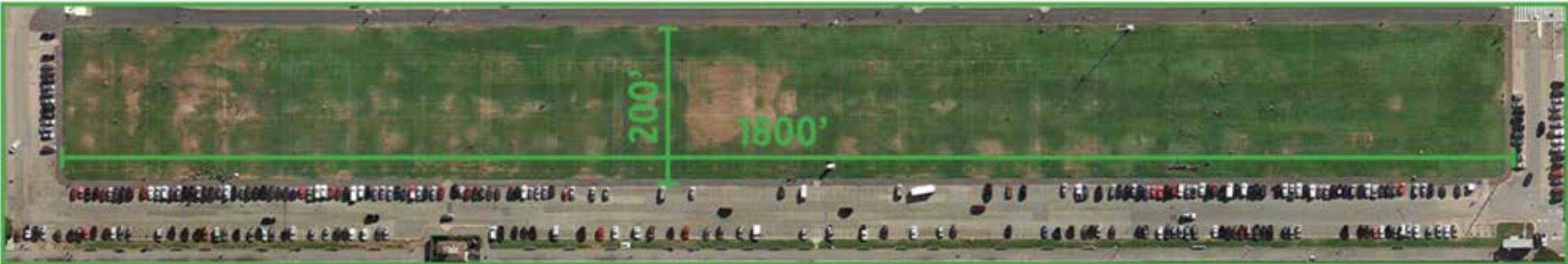
Union Square



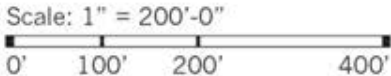
Pioneer Square



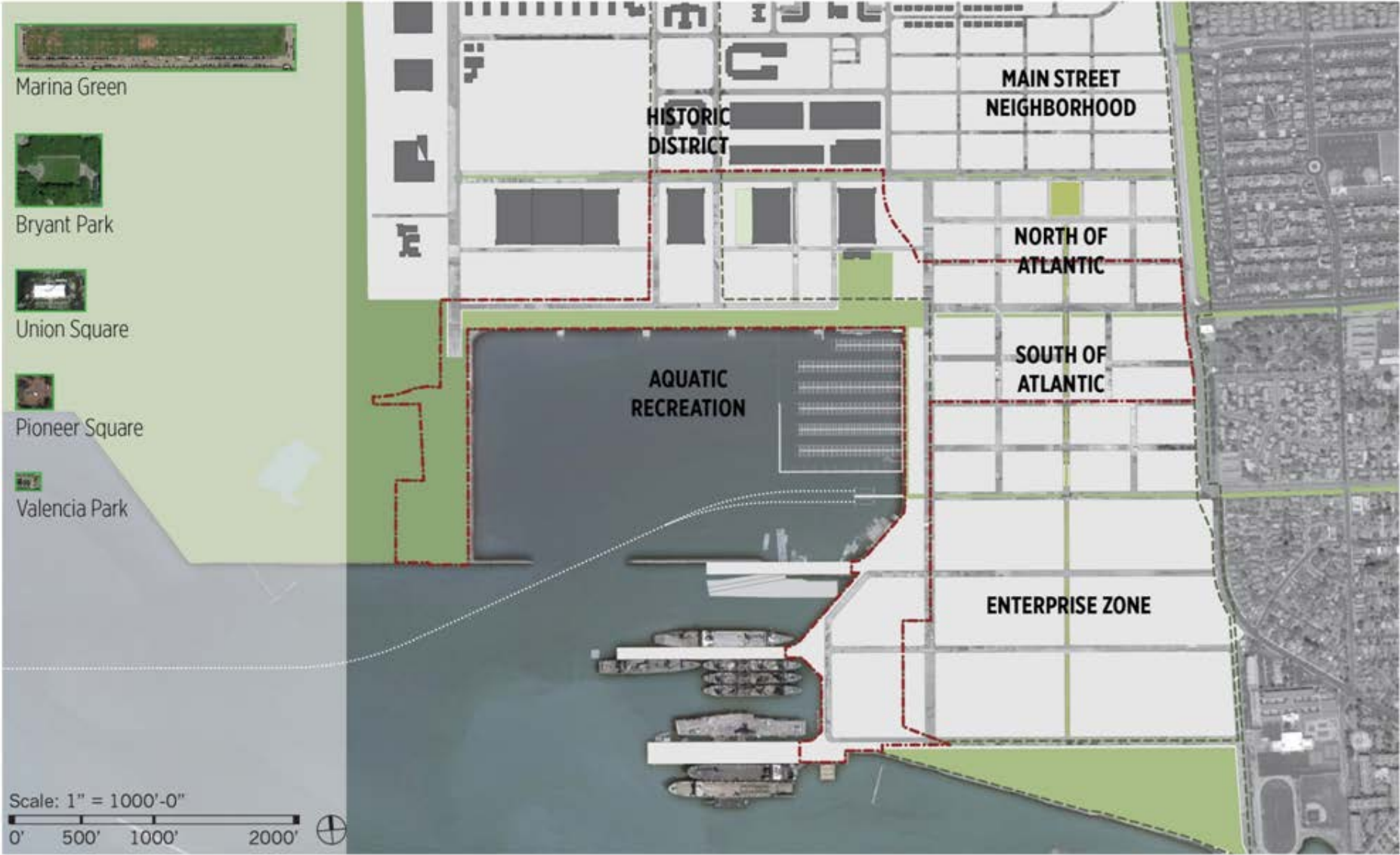
Valencia Park



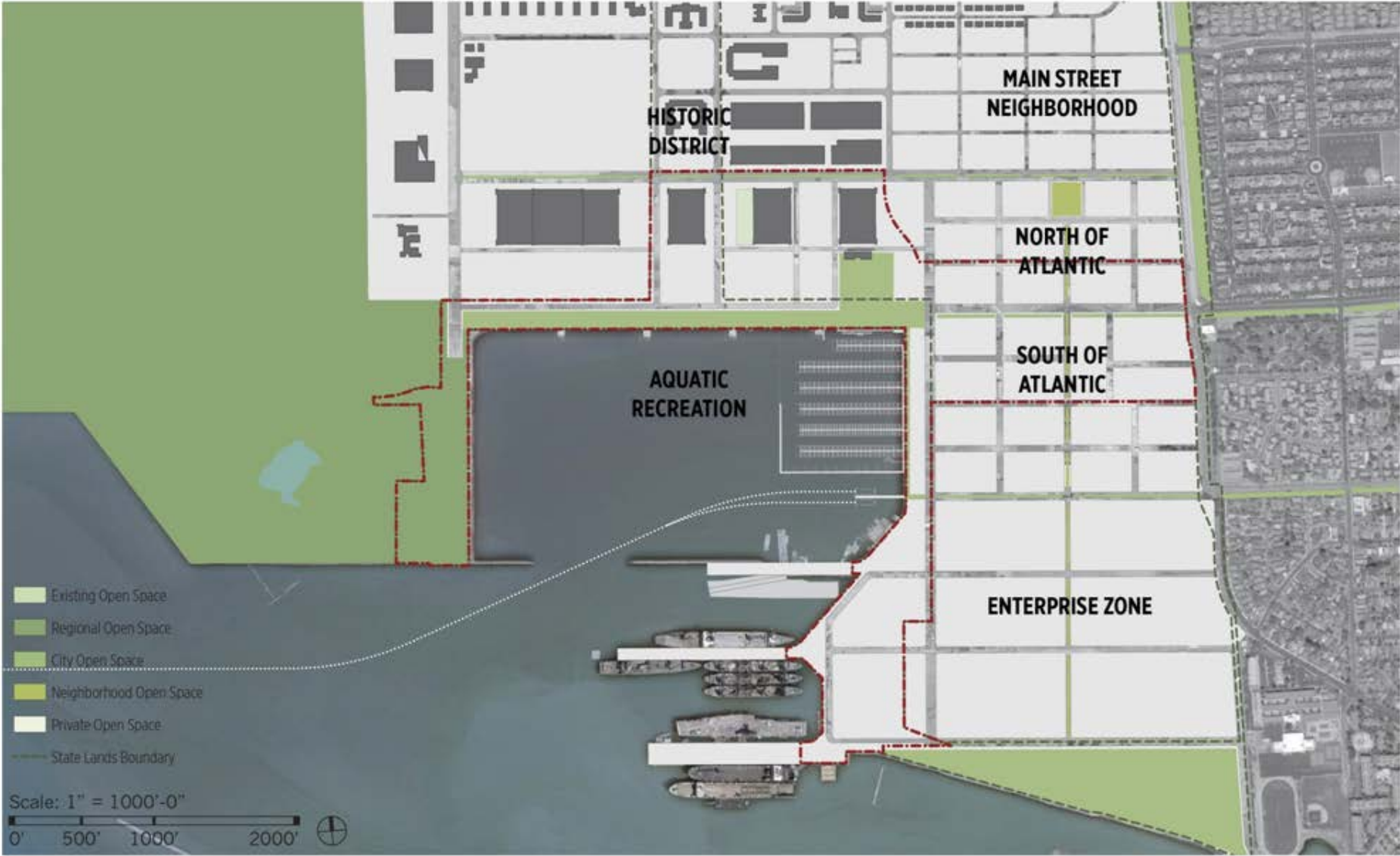
Marina Green



OPEN SPACE + BLOCKS



OPEN SPACE + BLOCKS



OPEN SPACE CONCEPT



VARIED WATERFRONT EXPERIENCES - WEST EDGE

NATURE
WILDLIFE
TRAILS
DOCKS
CAMPING
ART
WETLANDS



VARIED WATERFRONT EXPERIENCES - NORTH EDGE (EARLY PHASES)

SOCCER FIELDS

INFO KIOSK

CONCESSIONS

BLEACHERS

BERM / SLOPE

BIKE / PED PATH

OPEN LAWN

NATIVE PLANTING



VARIED WATERFRONT EXPERIENCES - NORTH EDGE (LATER PHASES)



COMMERCIAL
BERM/SLOPE
BIKE / PED PATH
OPEN



VARIED WATERFRONT EXPERIENCES - EAST EDGE

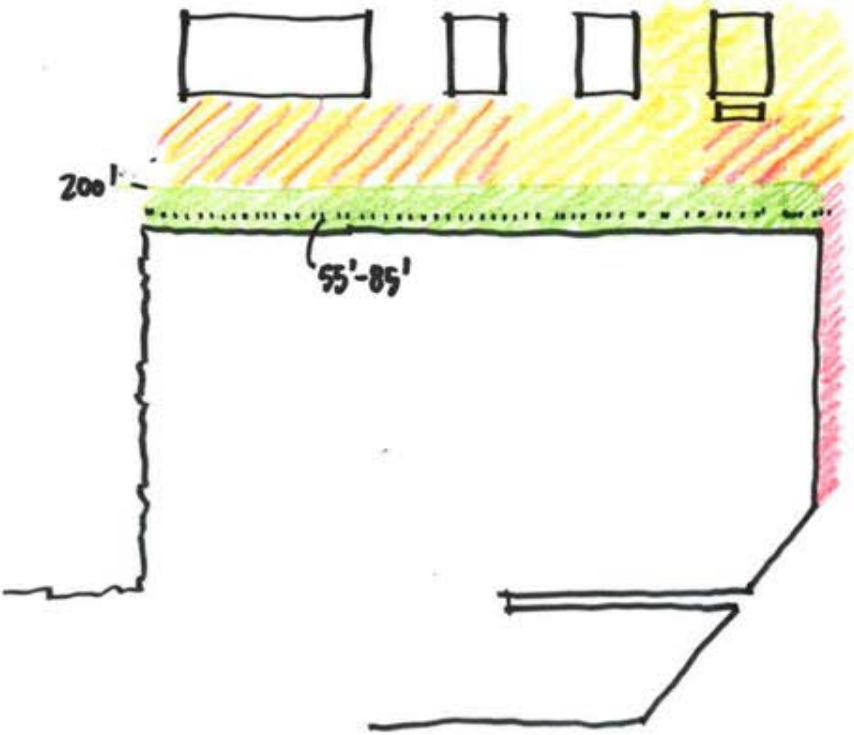
PROMENADE
EATING
PATIOS
MARINA
DOCKS
OVERLOOKS



LANDSCAPE PLAN

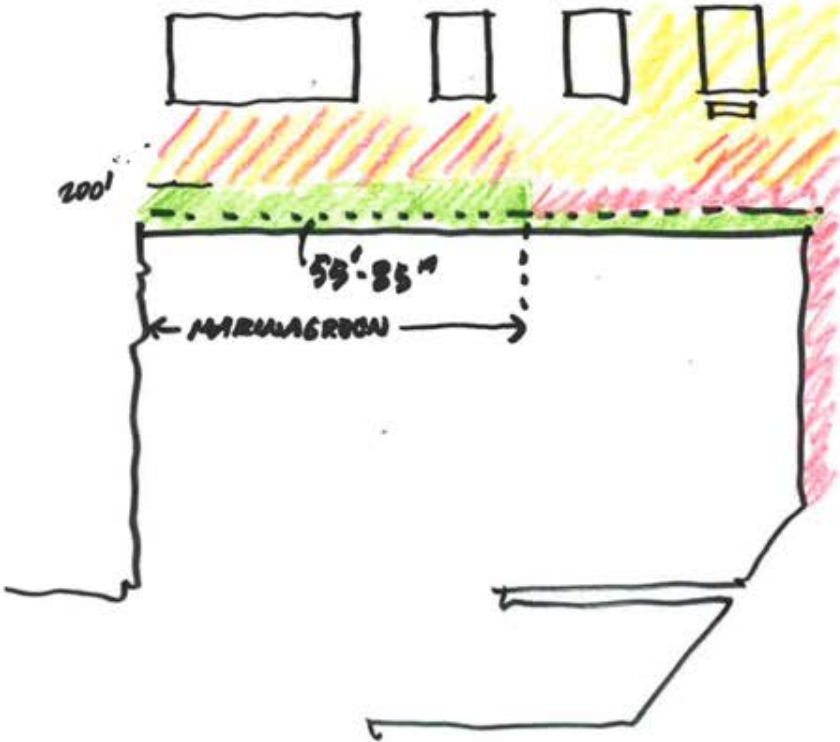


OPEN SPACE SUB-OPTIONS



Option A:

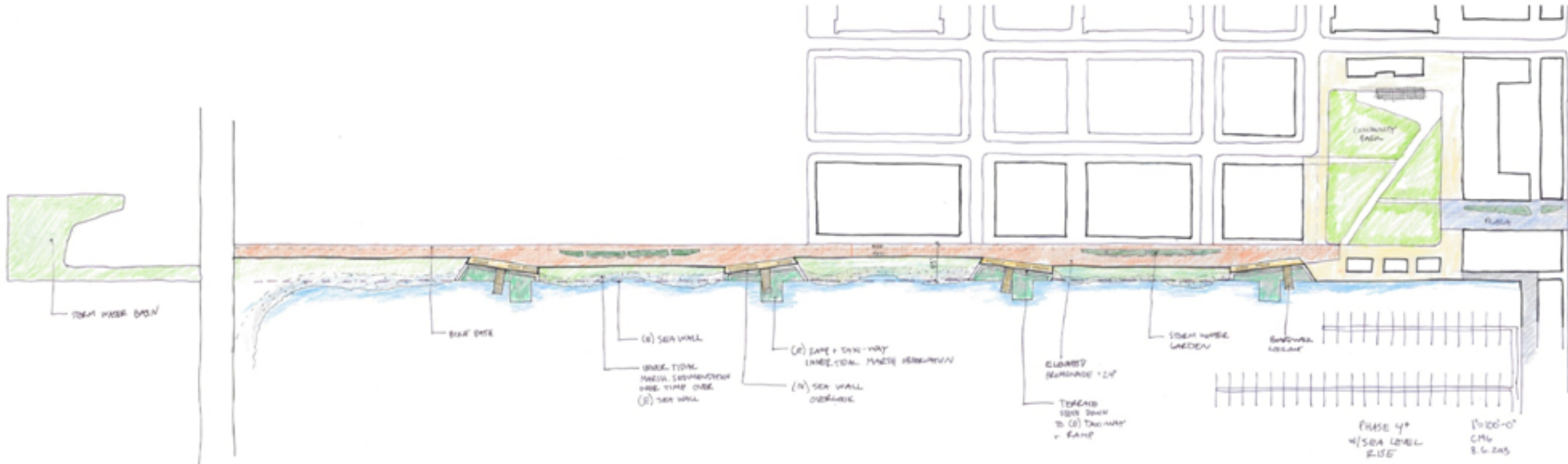
- Waterfront Open Space along entire length of North Seaplane Lagoon edge



Option B:

- Waterfront Open Space along western portion of North Seaplane Lagoon edge

OPEN SPACE SUB-OPTION - LONG TERM



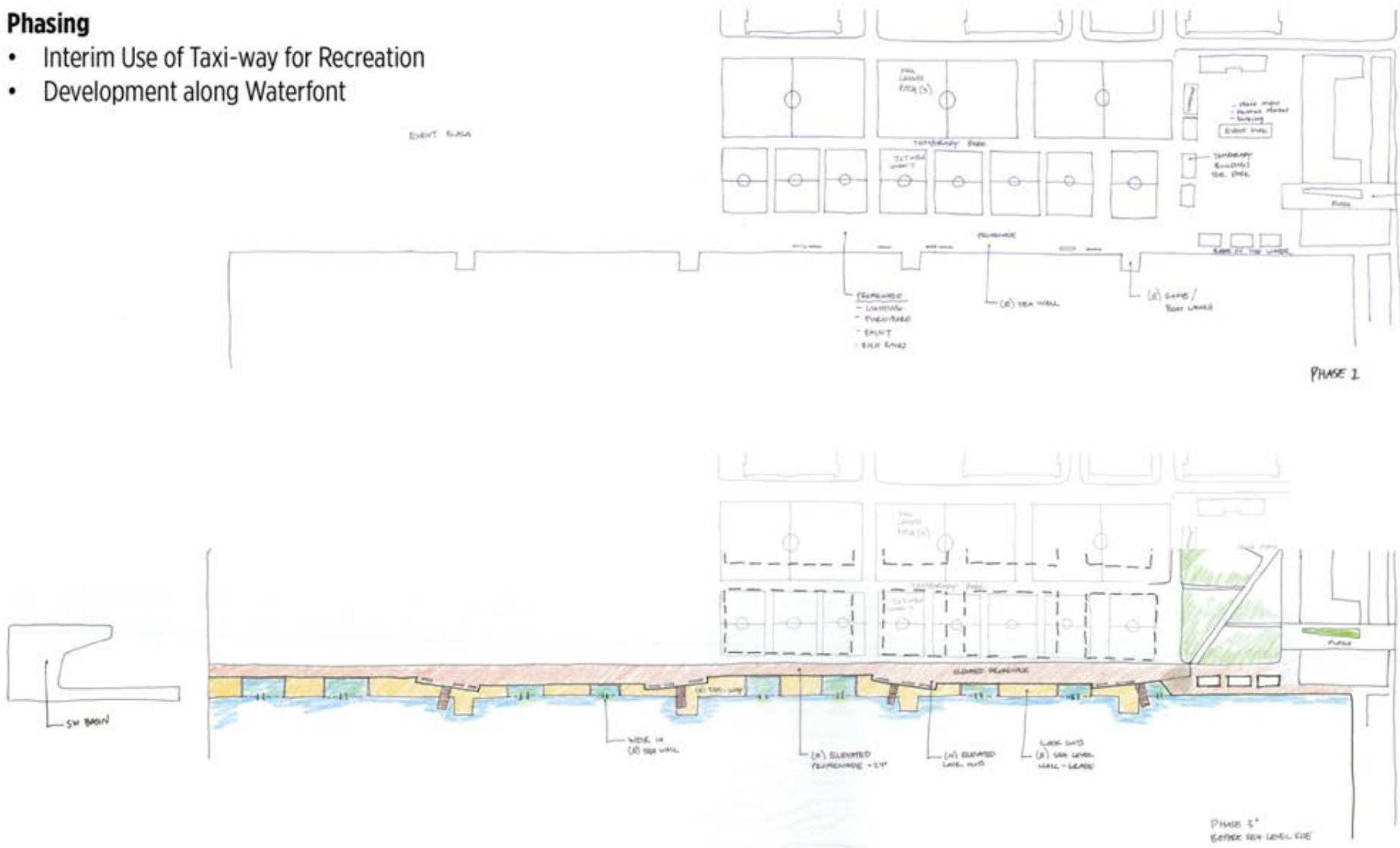
Alternative Option for Seaplane Lagoon North Edge:

- More urban waterfront with a promenade supported by adjacent commercial uses.
- 85 to 100 feet wide
- Address sea level rise through sea wall (rather than the adaptive berm solution presented in the 200' wide option).
- New sea wall is built atop the existing taxi-way
- Before sea level rise, there will be areas where the historic taxi-way is still accessible and acts as small lowered plazas where people can gather.
- After sea level rise, the lower elevation of the taxi-way becomes an inner-tidal marsh.
- A series of overlooks dot the promenade which view the taxi-way marshes, and lagoon.

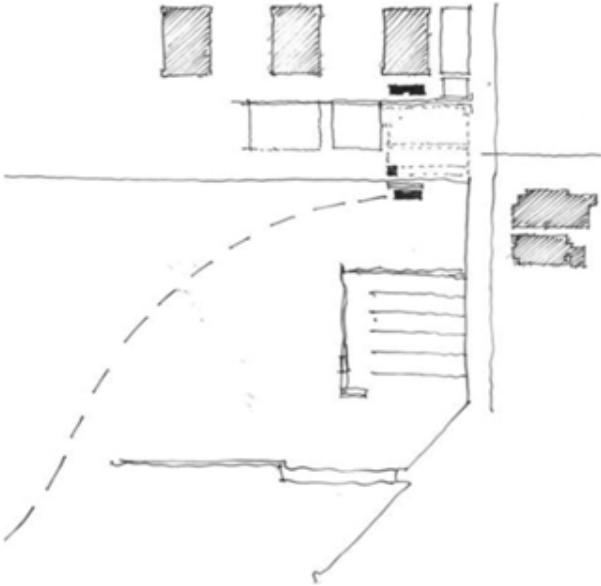
OPEN SPACE SUB-OPTION - NEAR TERM

Phasing

- Interim Use of Taxi-way for Recreation
- Development along Waterfront

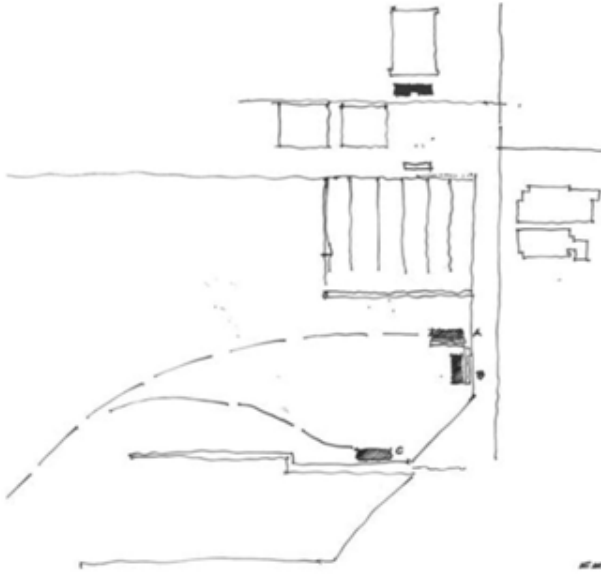


FERRY + MARINA LOCATION OPTIONS



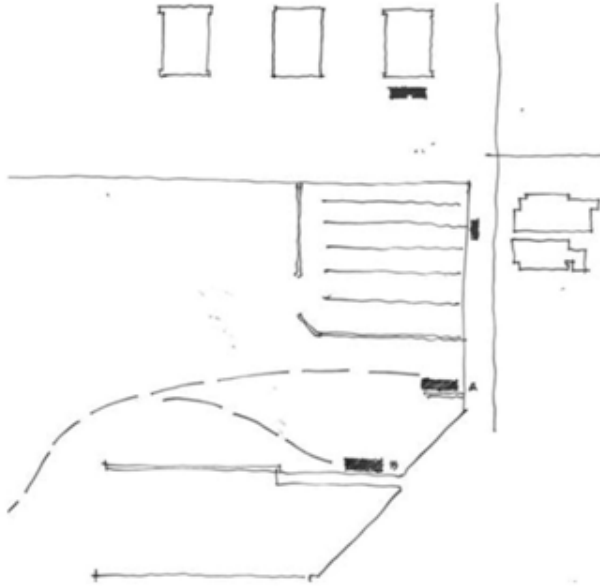
Option A:

- Ferry Terminal at Town Center associated with open space
- Smaller Marina along East Edge of Lagoon, with Access from Ferry Point Road



Option B:

- Ferry Terminal along East edge of Lagoon, associated with Waterfront retail and closer to Enterprise zone.
- Marina along north edge of lagoon
- Access? Parking?



Option C:

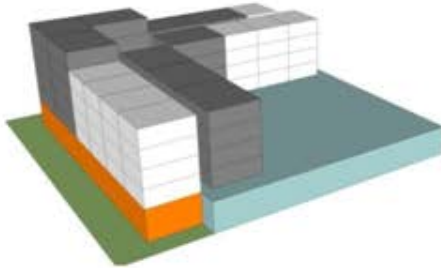
- Ferry Terminal along East edge of Lagoon, associated with Waterfront retail and closer to Enterprise zone.
- Marina along east edge of lagoon with access from Ferry Point Road.

4 SUB-AREA STUDIES + DESIGN CRITERIA

- **BUILDING TYPES, HEIGHTS + MASSING**
- HISTORIC PRESERVATION
- LANDMARK POTENTIAL + CRITERIA
- TOWN CENTER CORE

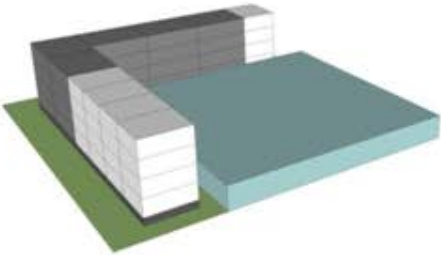
RESIDENTIAL BUILDING TYPES

4-5 STOREYS OVER RETAIL
 80 DU/AC
 4-5 STORIES HOUSING
 1 LEVEL RETAIL/PARKING PODIUM
 65-70 FT HEIGHT



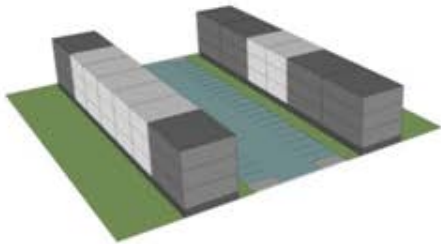
200 Second Street, Oakland
 Site Area: 20,000 sf
 GFA: 106,925 sf
 Units: 74 (148 du/ac)
 Parking: 82 spaces (1.11/unit)

3-4 STOREYS OVER PODIUM
 40-60 DU/AC
 4 STORY HOUSING
 1 LEVEL PARKING STRUCTURE
 45 FT HEIGHT



The Potrero Condos, San Francisco
 Units: 168
 Retail: 35,000 sf Whole Foods

WALKUP FLATS
 30-35 DU/AC
 3 STORY WALK-UP FLATS
 ON-GRADE PARKING
 35FT HEIGHT



Gardner 1050, Los Angeles
 GFA: 27,000
 Units: 10
 Density: 40 du/a

TOWNHOUSES
 20-25 DU/AC
 3 STORY WOOD FRAME
 TUCK-UNDER PARKING
 35 FT HEIGHT



GE5 Town-homes, Memphis
 Site: 0.19 ac
 Units: 5
 Density: 26 du/ac
 Parking: 10 spaces

ADAPTIVE REUSE AND URBAN LOFTS



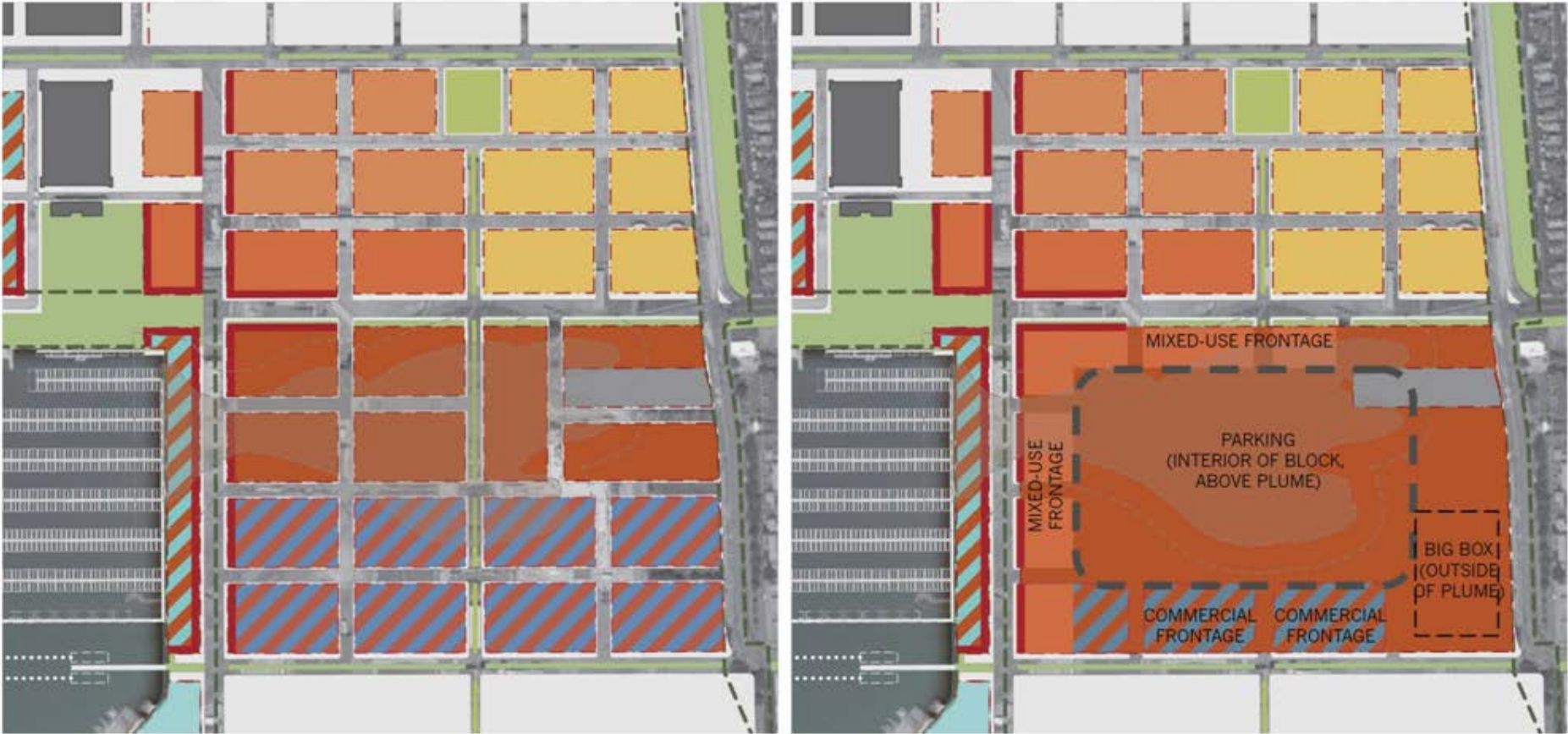
URBAN COMMERCIAL MIXED-USE BUILDING TYPES



RETAIL TYPES - ALAMEDA



RETAIL OPTIONS



- Residential Mixed-Use (L/M)
- Residential Mixed-Use (M)
- Residential Mixed-Use (H)
- Commercial Mixed-Use (H)
- Retail
- Enterprise
- Maritime
- CMU or Enterprise
- CMU or Maritime
- Utility
- Open Space

BUILDING HEIGHTS



4 SUB-AREA STUDIES + DESIGN CRITERIA

- BUILDING TYPES, HEIGHTS + MASSING
- **HISTORIC PRESERVATION**
- LANDMARK POTENTIAL + CRITERIA
- TOWN CENTER CORE

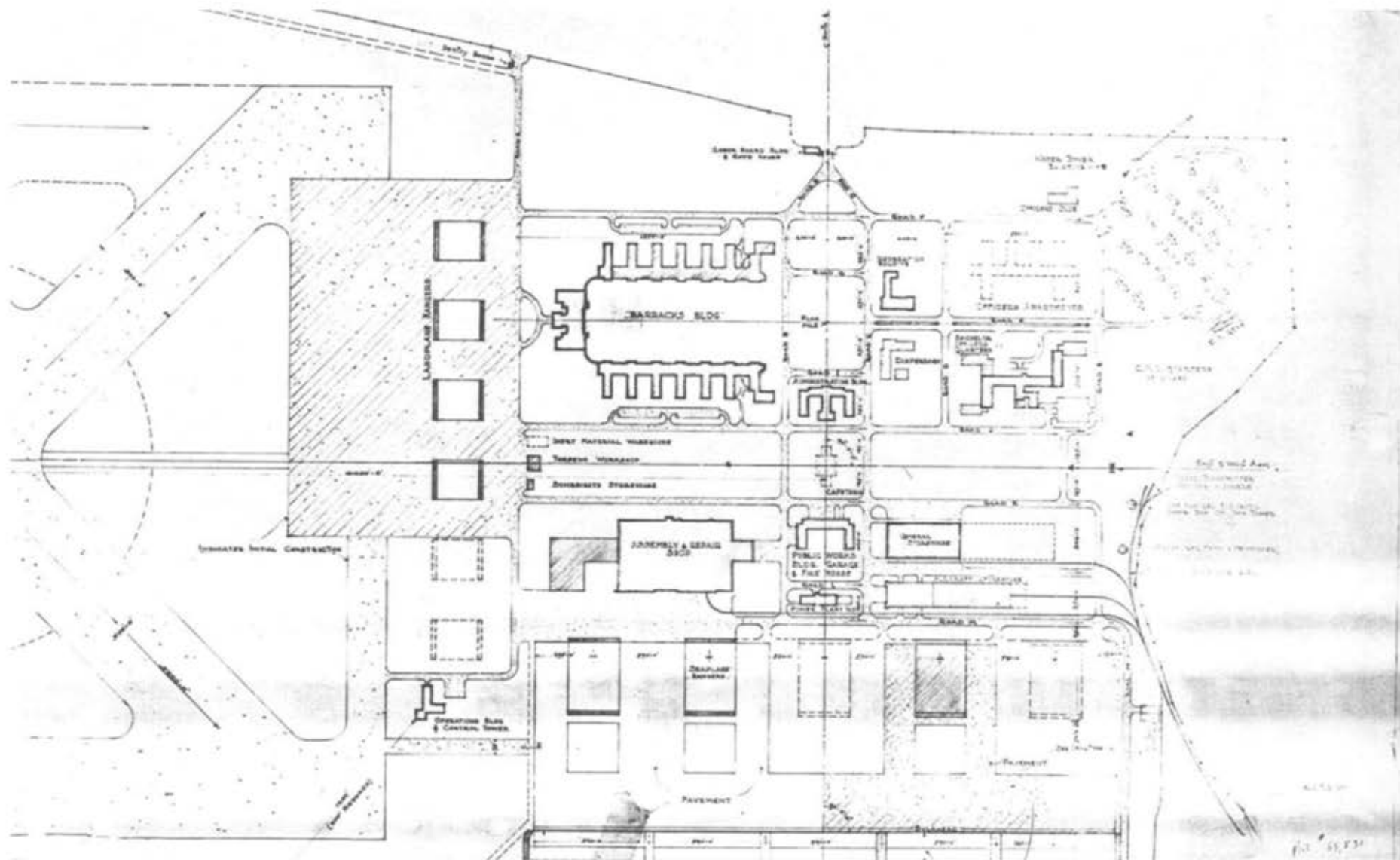
TAXIWAY DEVELOPMENT AND HISTORIC DISTRICT PRESERVATION



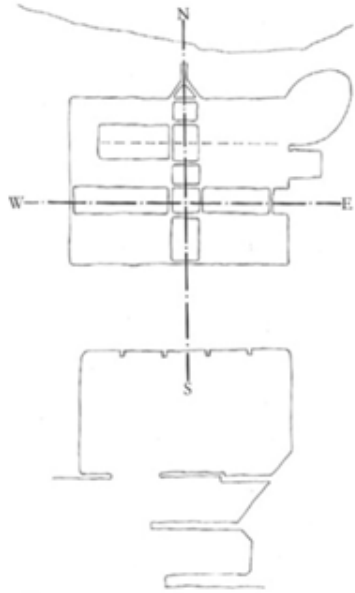
HISTORIC DISTRICT BUILDINGS



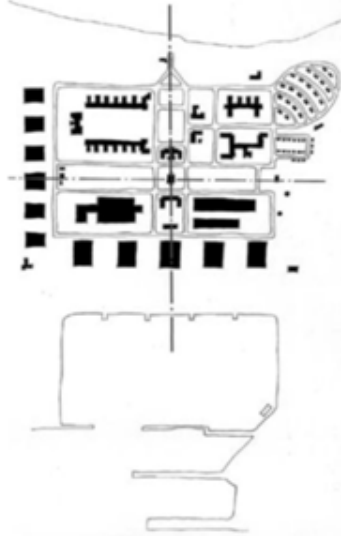
NAS ALAMEDA HISTORIC DISTRICT - 1940 PLAN



CHARACTER DEFINING FEATURES



Plan Axes



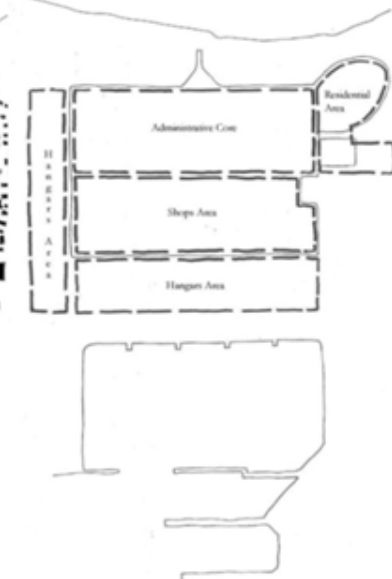
Master Plan, 1940



Built Plan, 1945



View Corridors



Functional Sub-Areas

Historic District Infill Development Criteria

- Preserve + Reuse Contributing Buildings
- Preserve Character Defining Axes, Setbacks, and Landscapes
- Maintain View Corridors (along Taxiway toward SF, between buildings)
- Massing in front of Seaplane Hangars matches height of Hangars (60')
- Massing between Seaplane Hangars is visually subordinate (35')

HISTORIC DISTRICT INFILL



4 SUB-AREA STUDIES + DESIGN CRITERIA

- BUILDING TYPES, HEIGHTS + MASSING
- HISTORIC PRESERVATION
- **LANDMARK POTENTIAL + CRITERIA**
- TOWN CENTER CORE

LOCAL LANDMARKS



LANDMARK CONSIDERATIONS

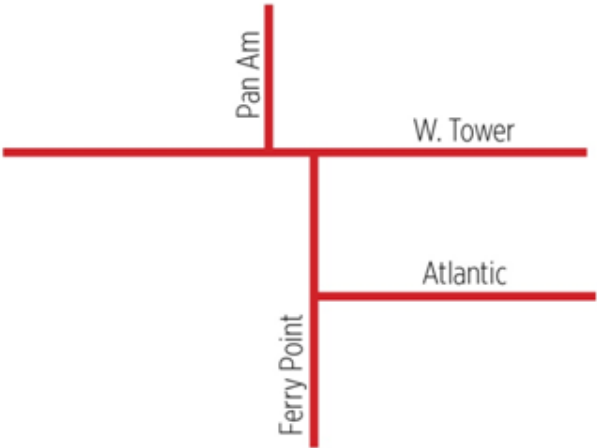
- Location and Visibility
- Placement and Orientation
- Architectural Character and Quality
- Height
- Heritage
- Function (Building, Art, Landscape, other)



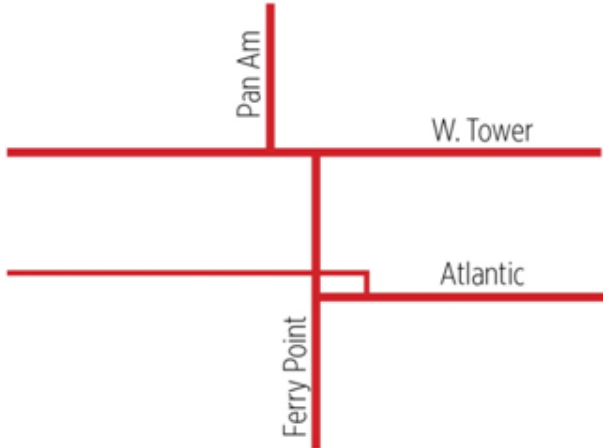
4 SUB-AREA STUDIES + DESIGN CRITERIA

- BUILDING TYPES, HEIGHTS + MASSING
- HISTORIC PRESERVATION
- LANDMARK POTENTIAL + CRITERIA
- **TOWN CENTER CORE**

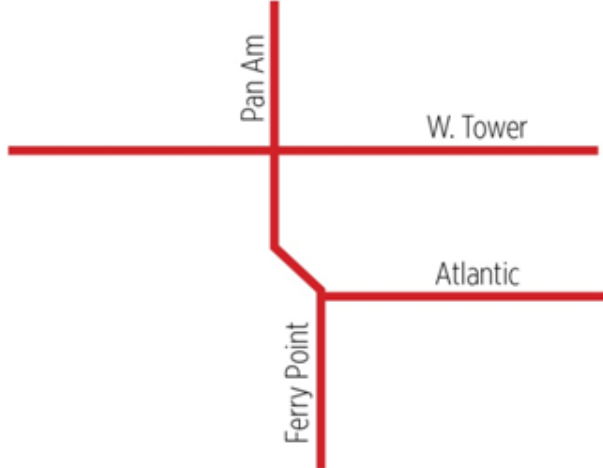
TOWN CENTER CORE OPTIONS



“The Double T”



“The Pinwheel”



“The Wiggle”

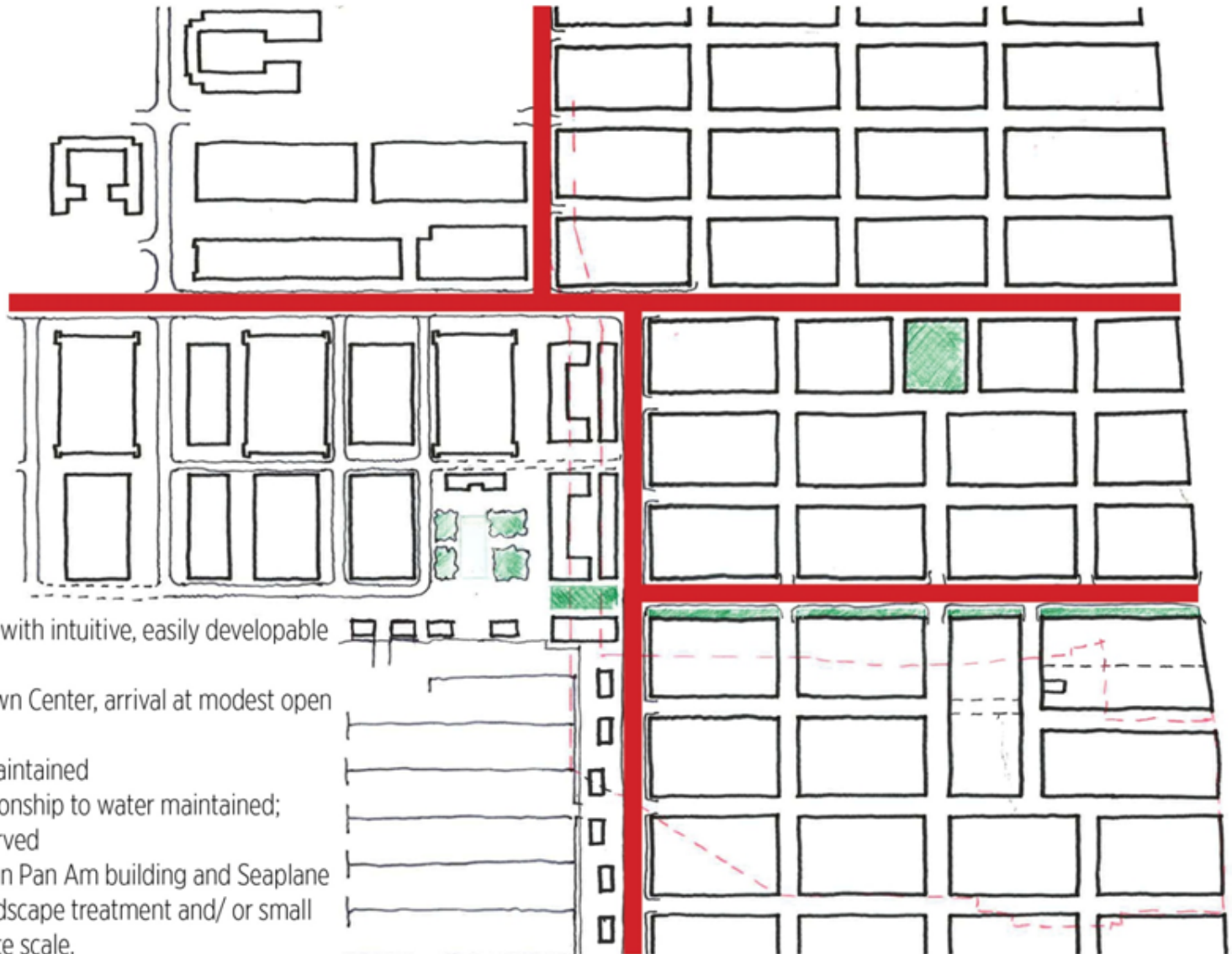
OPTION A1



OPTION A2 - "THE DOUBLE T"



OPTION A2 - "THE DOUBLE T"

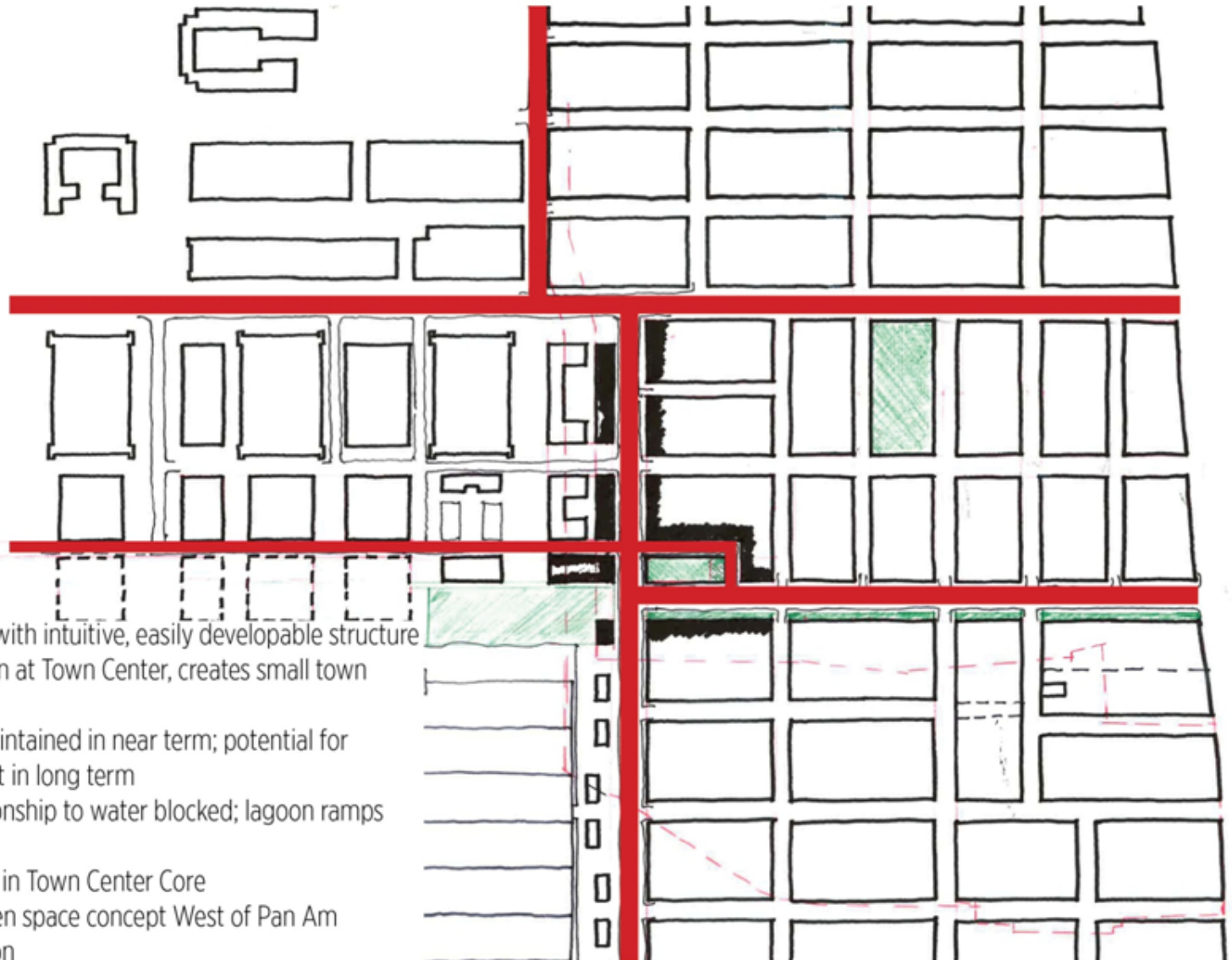


- Regular Street Grid with intuitive, easily developable structure
- T intersection at Town Center, arrival at modest open space
- View towards SF maintained
- Pam Am Bldg relationship to water maintained; lagoon ramps preserved
- Open space between Pan Am building and Seaplane Lagoon requires landscape treatment and/ or small pavilions to moderate scale.

OPTION B - "THE PINWHEEL"

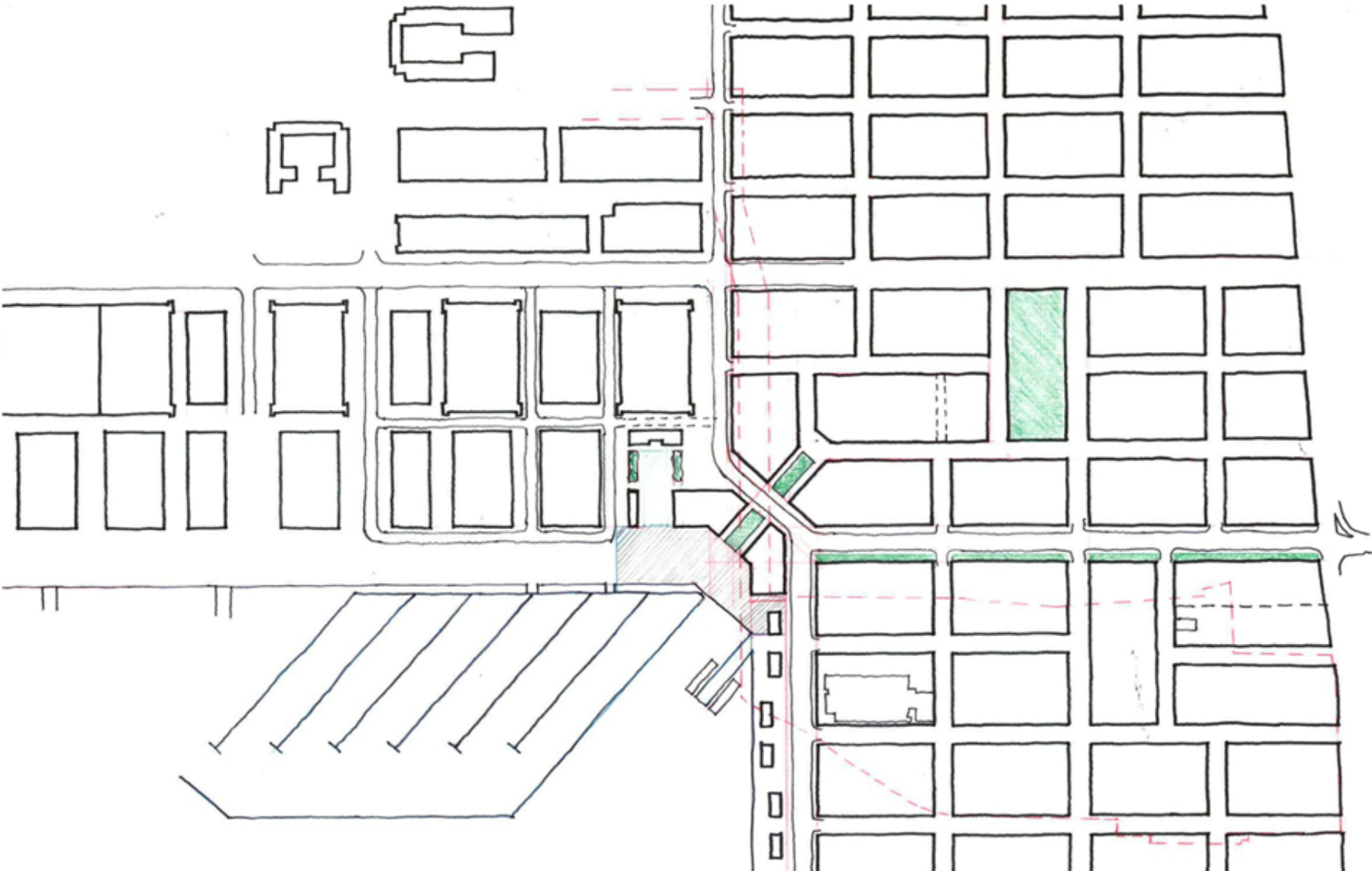


OPTION B - "THE PINWHEEL"

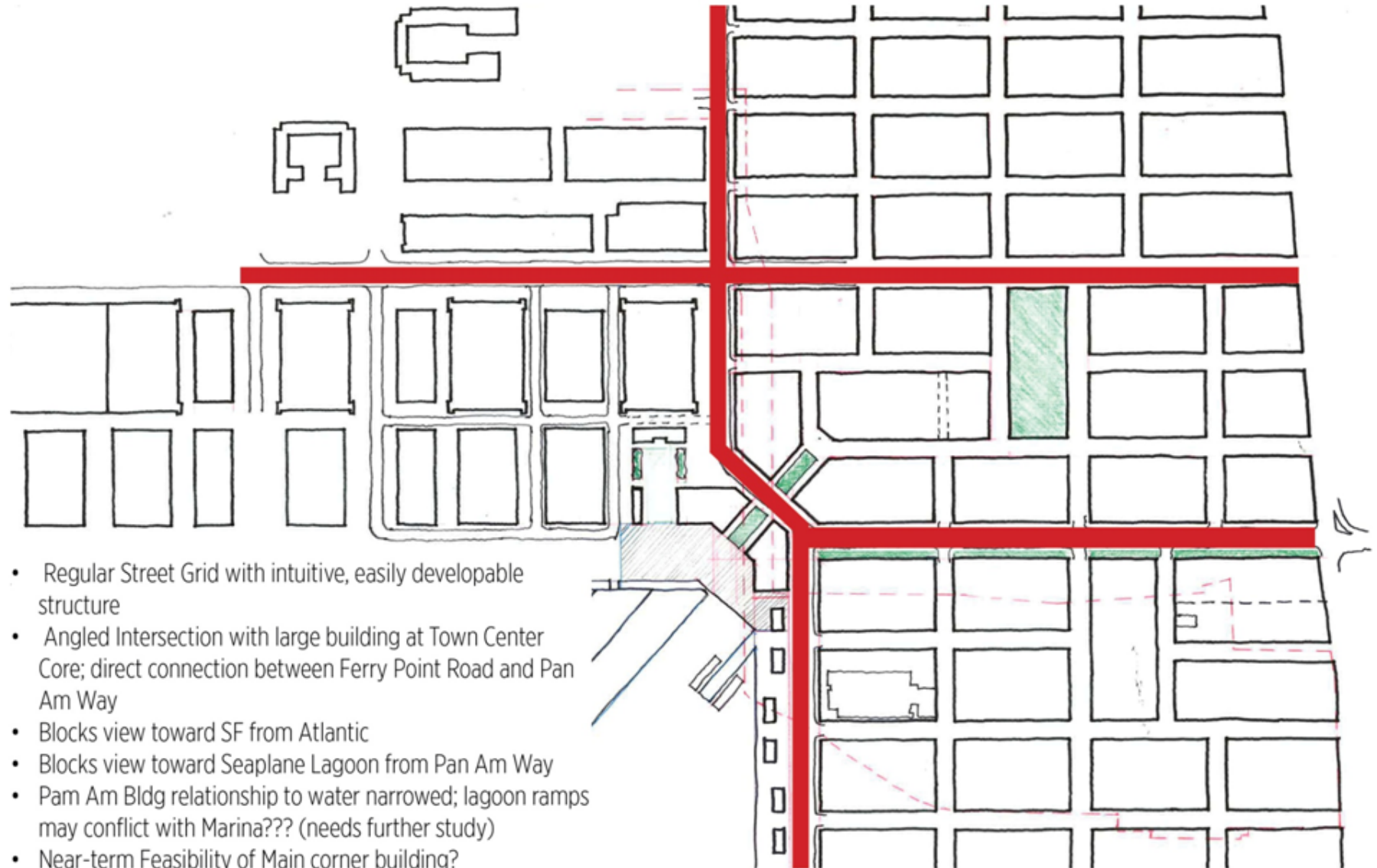


- Regular Street Grid with intuitive, easily developable structure
- Pinwheel intersection at Town Center, creates small town square
- View towards SF maintained in near term; potential for taxiway development in long term
- Pam Am Bldg relationship to water blocked; lagoon ramps preserved
- reduced Open Space in Town Center Core
- Potential Interim Open space concept West of Pan Am Building along Lagoon

OPTION C - "THE WIGGLE"



OPTION C - "THE WIGGLE"



SCALE COMPARISON: TIBURON



TOWN CENTER CORE PRELIMINARY CRITERIA

Urban Structure

- Walkable Street Network
- Preserves Key View Corridors

Place-Making

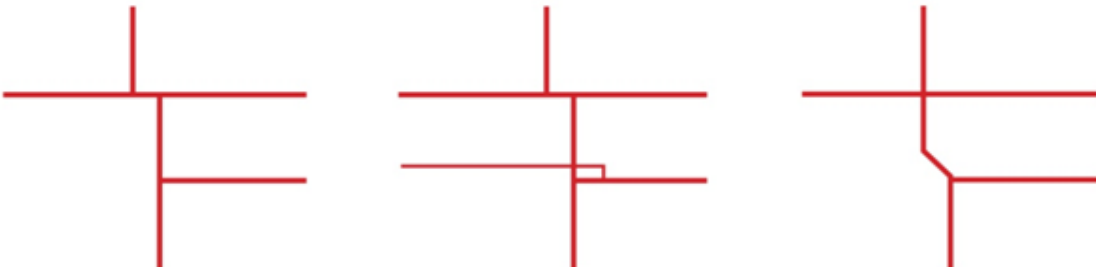
- Unique Sense of Place
- Connection to the Waterfront

Implementation

- Ease of realizing Critical Mass in early stages
- Achieves a Sense of Completion in Phase 1
- Phase 0 Potential



TOWN CENTER CORE PRELIMINARY EVALUATION

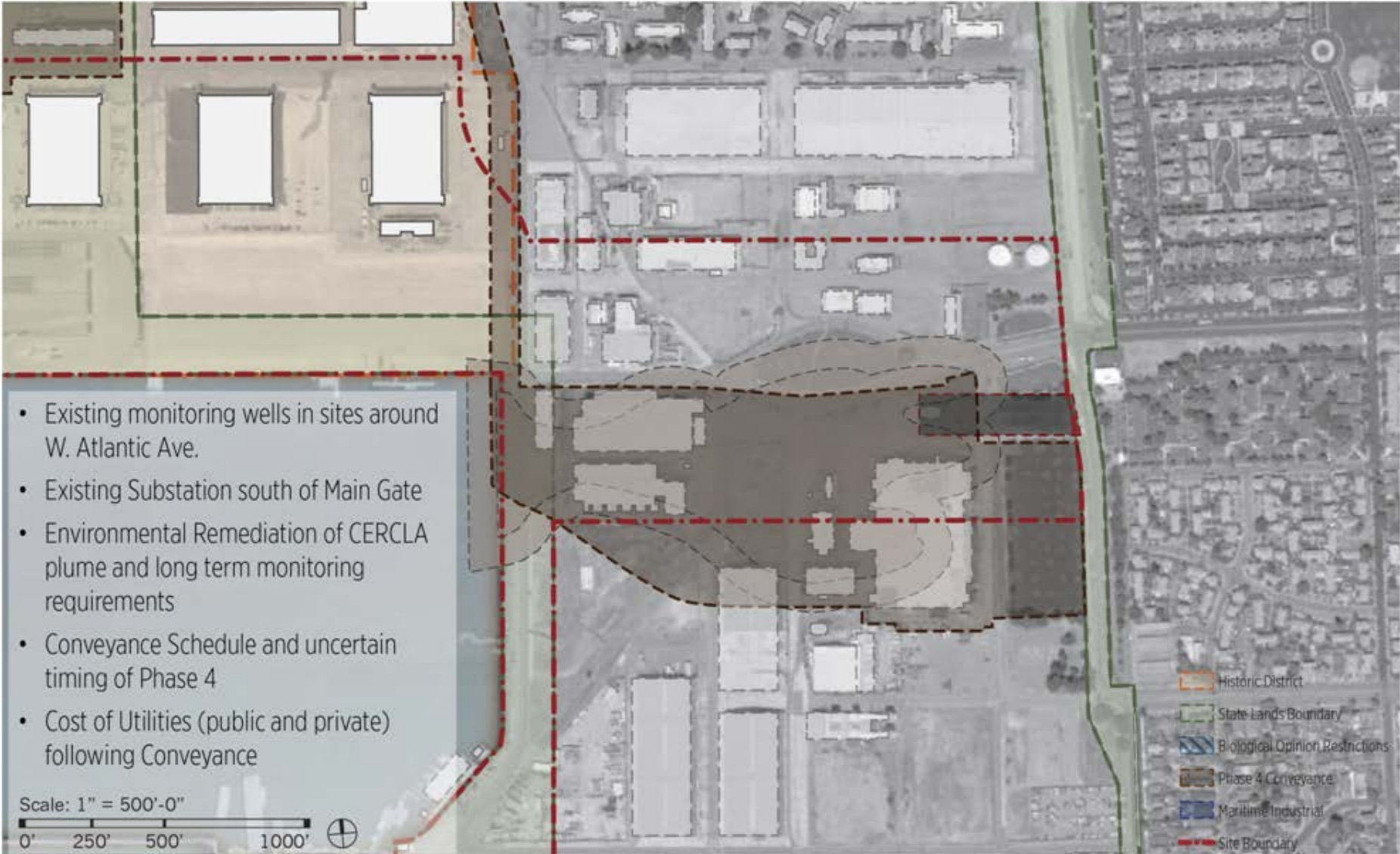


Criteria:	“The Double T”	“The Pinwheel”	“The Wiggle”
Walkable Street Network	+	+	+
“Right-Size” / Quantity of Open Space	TBD	TBD	TBD
Preserves Key View Corridors	+	o	o
Creates a Unique Sense of Place	o	+	+
Town Center Core Connects to Waterfront	o	o	+
Ease of Realizing Critical Mass early on	+	+	-
Sense of Completion in Phase 1	TBD	TBD	TBD
Phase 0 Potential	+	+	+

+ = good
 o = ok
 - = not as good
 TBD = further study needed

5 IMPLEMENTATION STRATEGY

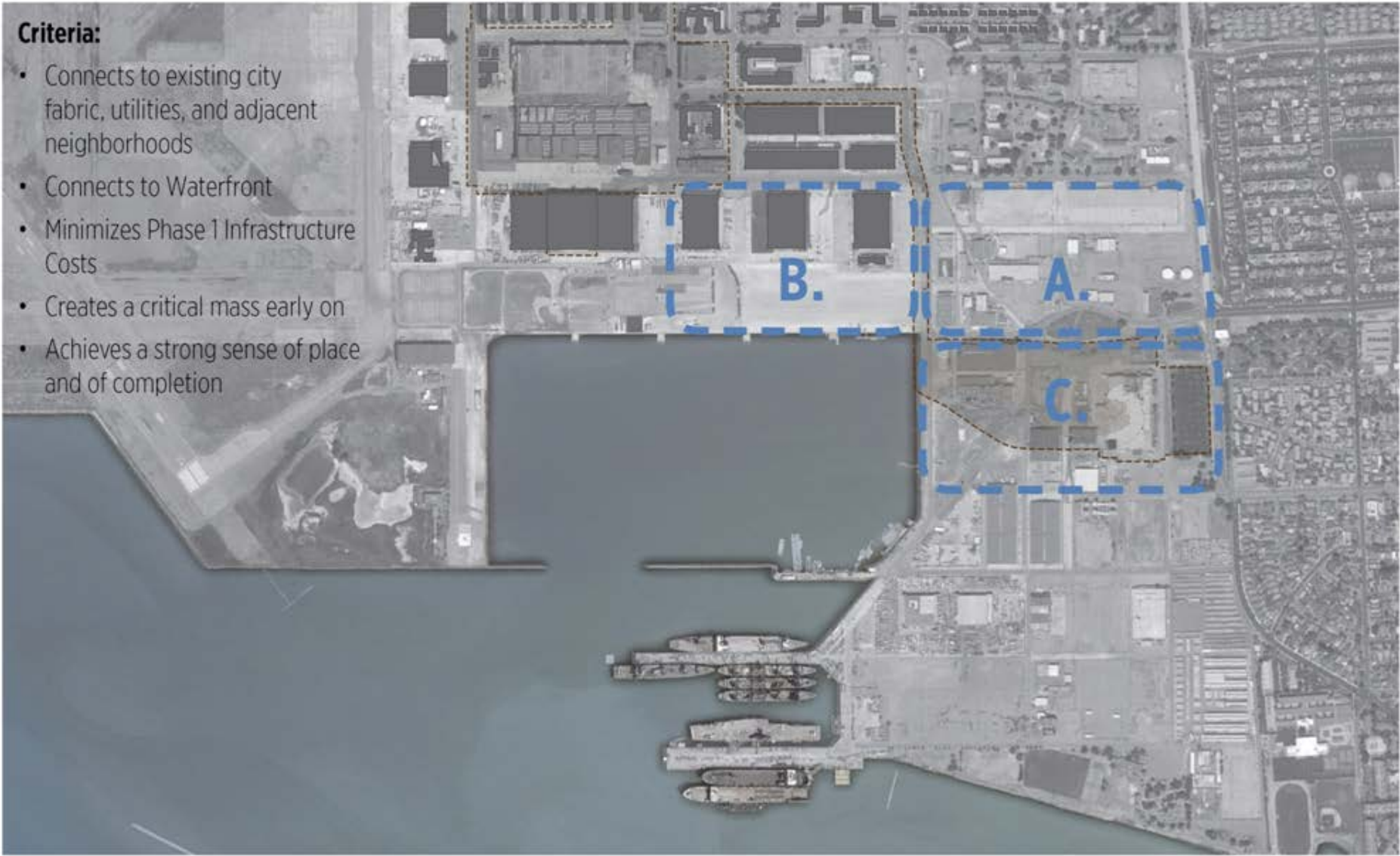
PHASE 1 CONSIDERATIONS



PHASE 1 OPPORTUNITY ZONES

Criteria:

- Connects to existing city fabric, utilities, and adjacent neighborhoods
- Connects to Waterfront
- Minimizes Phase 1 Infrastructure Costs
- Creates a critical mass early on
- Achieves a strong sense of place and of completion



PHASE 1 GOAL



PHASE 0

“THE PLACE TO BE BEFORE THERE IS A PLACE TO BE”

Prior to Phase 1, which is the first phase of development for Alameda Point, many opportunities exist for interim uses — this phase will be known as Phase 0. The programming of Phase 0 needs to inventory and then incorporate many of the existing tenants and events currently active within Alameda Point. These interim activities can be up and running quickly, and will serve as an introduction to the community and guests as to what they can expect from the ultimate Alameda Point Town Center. These facilities/activities should include:

1. **Small Batch Village** - very quick interim town center
2. **The Lagoon** - new activity or facility on the water
3. **Large Art** - MIAP needs to be large enough to be seen from SF
4. **Camp Grounds** - ready and willing customers already in place
5. **The Festival** - get ‘thinkers’ to germinate THE annual event
6. **And Other Ideas** - when there is no Box

PROPOSED PHASE 0



Village Market



Adaptive Reuse of Existing Buildings

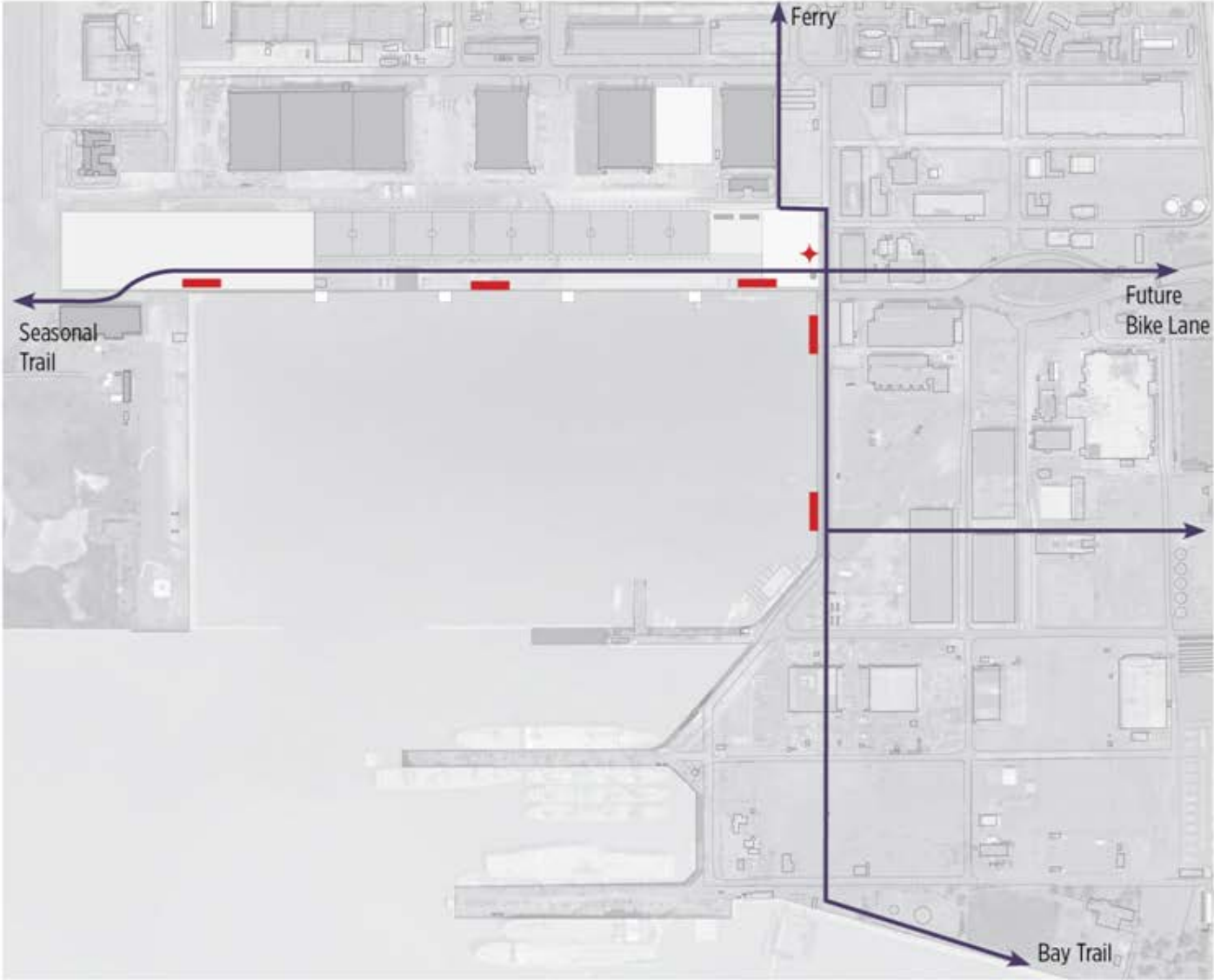


Maker's Center



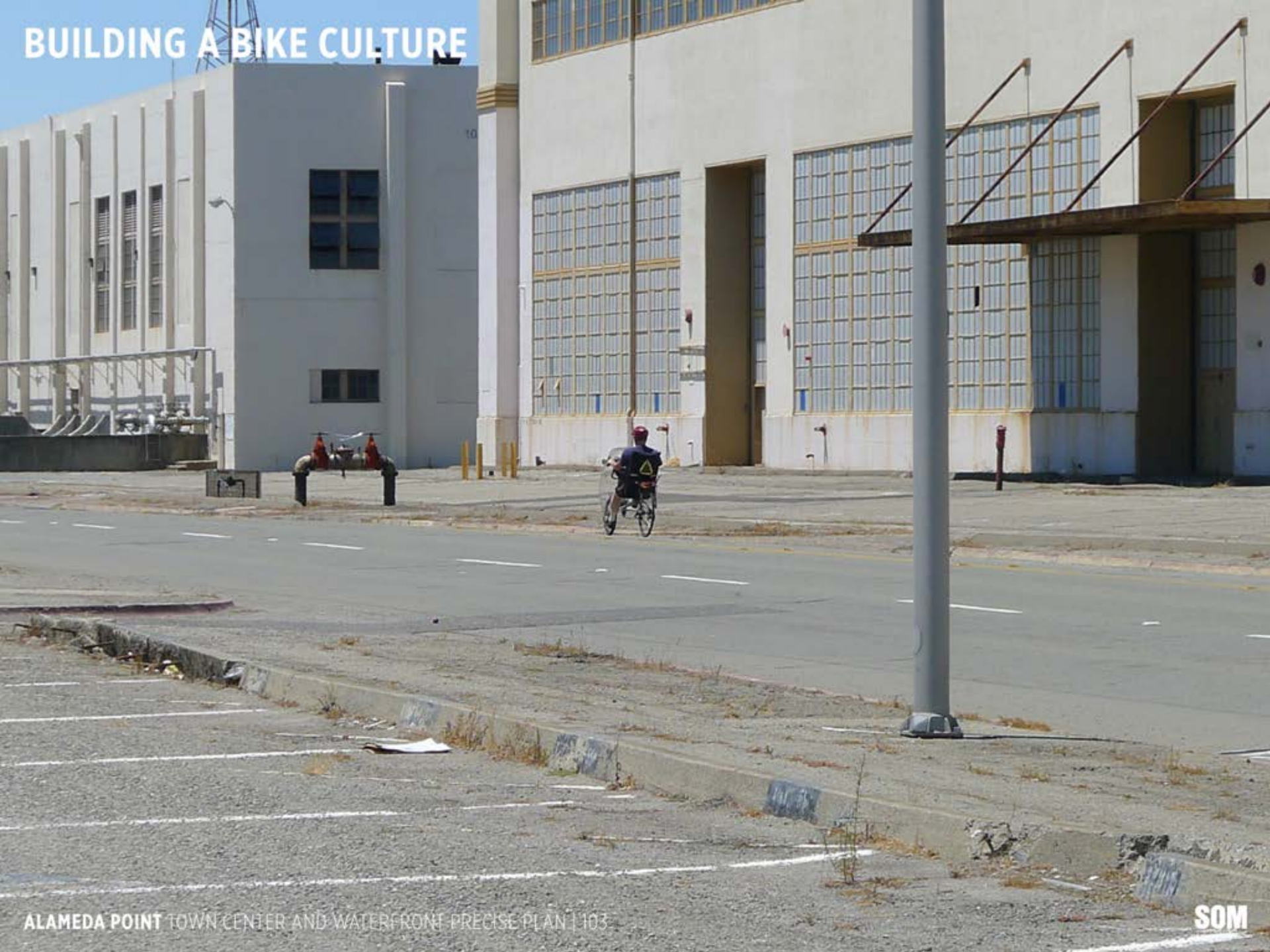
Big Flexible Open Area

BUILDING A BIKE CULTURE



- ↔ Class II Bike Lane/Green Paint
- ◆ Bike Kiosk/Rental
- Bike Racks/Secure Parking

BUILDING A BIKE CULTURE



INSTANT BIKE LANES



6 AREAS FOR FURTHER STUDY + NEXT STEPS

AREAS FOR FURTHER STUDY

Refine Phasing Strategy

- Locate Phase 1
- Phase 1 Program
- Land-banking Strategy

Integrate strategies for Urban Sustainability

- Stormwater Management
- Water Efficiency
- Energy Efficiency
- District Energy and Water Strategies

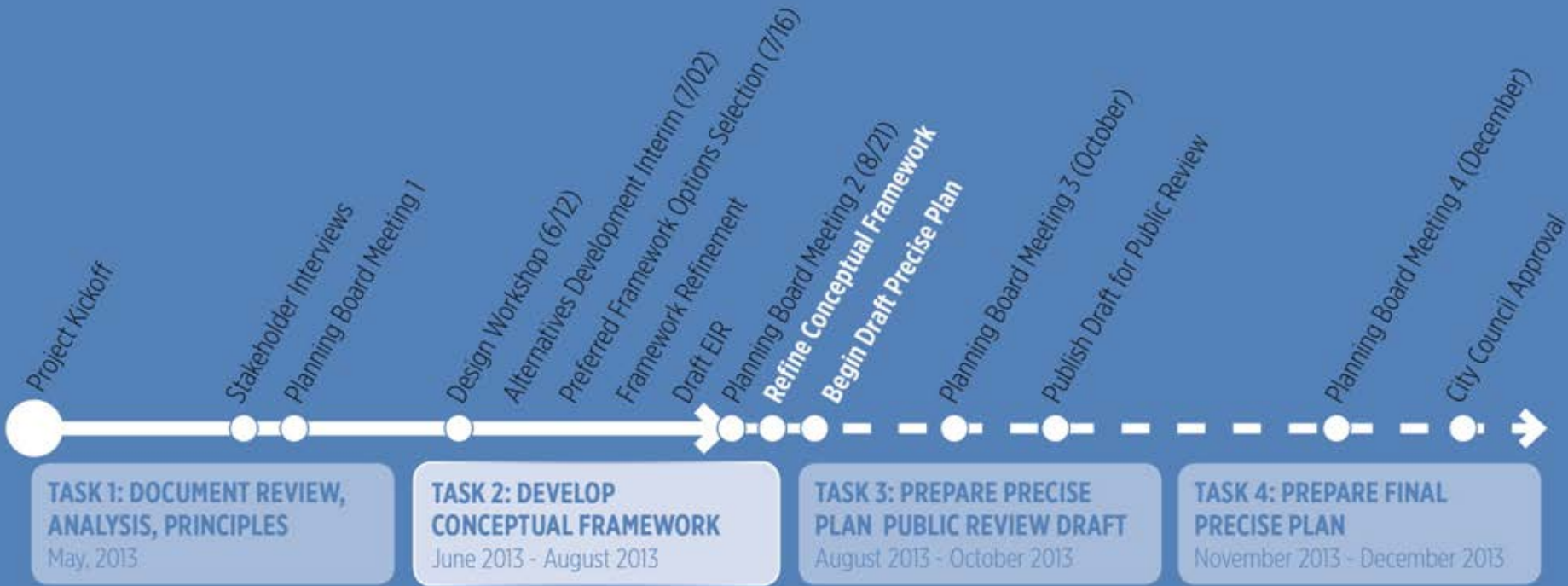
Integrate Strategies for Parking

- Access and Transit
- Phasing of Parking
- Unbundled / District Parking

Develop Guidelines

- For Streets and Public Spaces
- For Development

NEXT STEPS



DISCUSSION



SKIDMORE, OWINGS & MERRILL LLP
CMG LANDSCAPE ARCHITECTURE
KWAN HENMI ARCHITECTURE/PLANNING
TOWN MAKERS

**ALAMEDA POINT
TOWN CENTER AND
WATERFRONT PRECISE PLAN**

PLANNING BOARD MEETING
21 AUGUST 2013

SOM