



PHASING AND IMPLEMENTATION

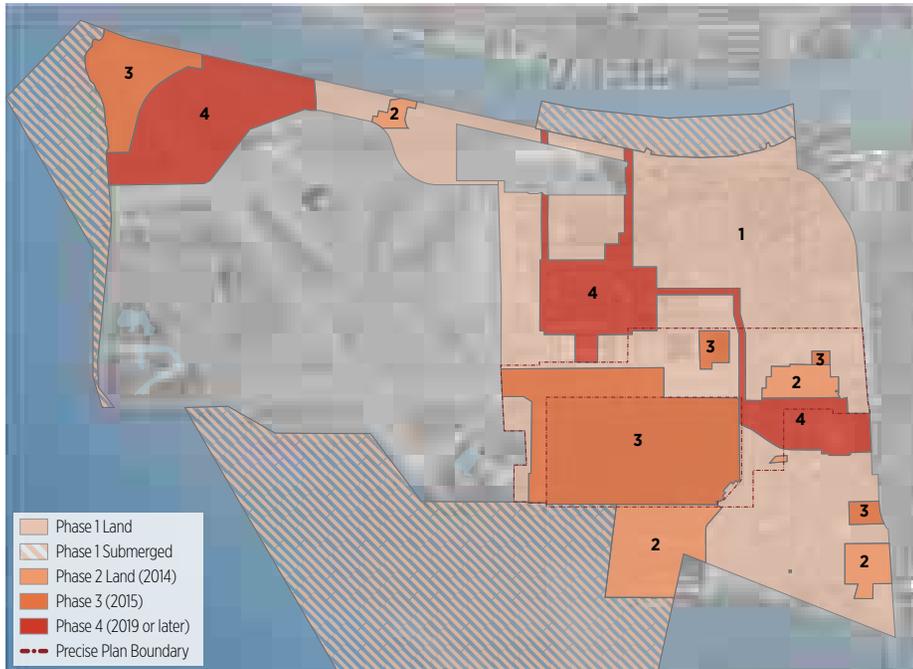
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INTRODUCTION:

All waterfront development faces similar concerns. Everyone wants to be on the water, yet the edge represents but a small proportion of the overall land area. The Precise Plan addresses this concern by proposing an intensity and character of development, and a correspondingly rich and attractive water's edge public realm, that will push the value of appropriate waterfront development deep into the site. The phasing of that development – the order and locations in which it will proceed – is a function of the need to balance a wide range of concerns, many of them unique to Alameda Point. They include the chronology in which certain parcels of land will become available, the desire to minimize initial infrastructure investment, and the need to create a destination that emerges from the earliest moments of the redevelopment. In this sense, phasing is a vital consideration in the successful implementation of the Town Center redevelopment.

To address these physical, financial and experiential concerns and goals the Precise Plan recommends the formulation of a Phase Zero as a component of the overall phasing strategy. Its purpose is to immediately create an inviting and casual destination that will bring people together and begin to establish Alameda Point as a great place to visit, enjoy, eat, shop and relax. Focused on temporary facilities, events, and the assets of existing buildings and tenants Phase Zero can serve as both prelude to and complement of early permanent development projects.

LAND CONVEYANCE SCHEDULE



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The conveyance of land from the Navy to the City of Alameda is a function of the time necessary to complete the required environmental remediation. This work has been ongoing for many years and has reached the point where a considerable area was conveyed in 2013 (area 1 in the attached figure). The schedule anticipates

that a further transfer will take place in 2014 (area 2), and later transfers will occur in 2015 (area 3) and 2019 or after (area 4).

CONVEYANCE CONSTRAINTS ON TOWN CENTER



TOWN CENTER CONVEYANCE CONSTRAINTS

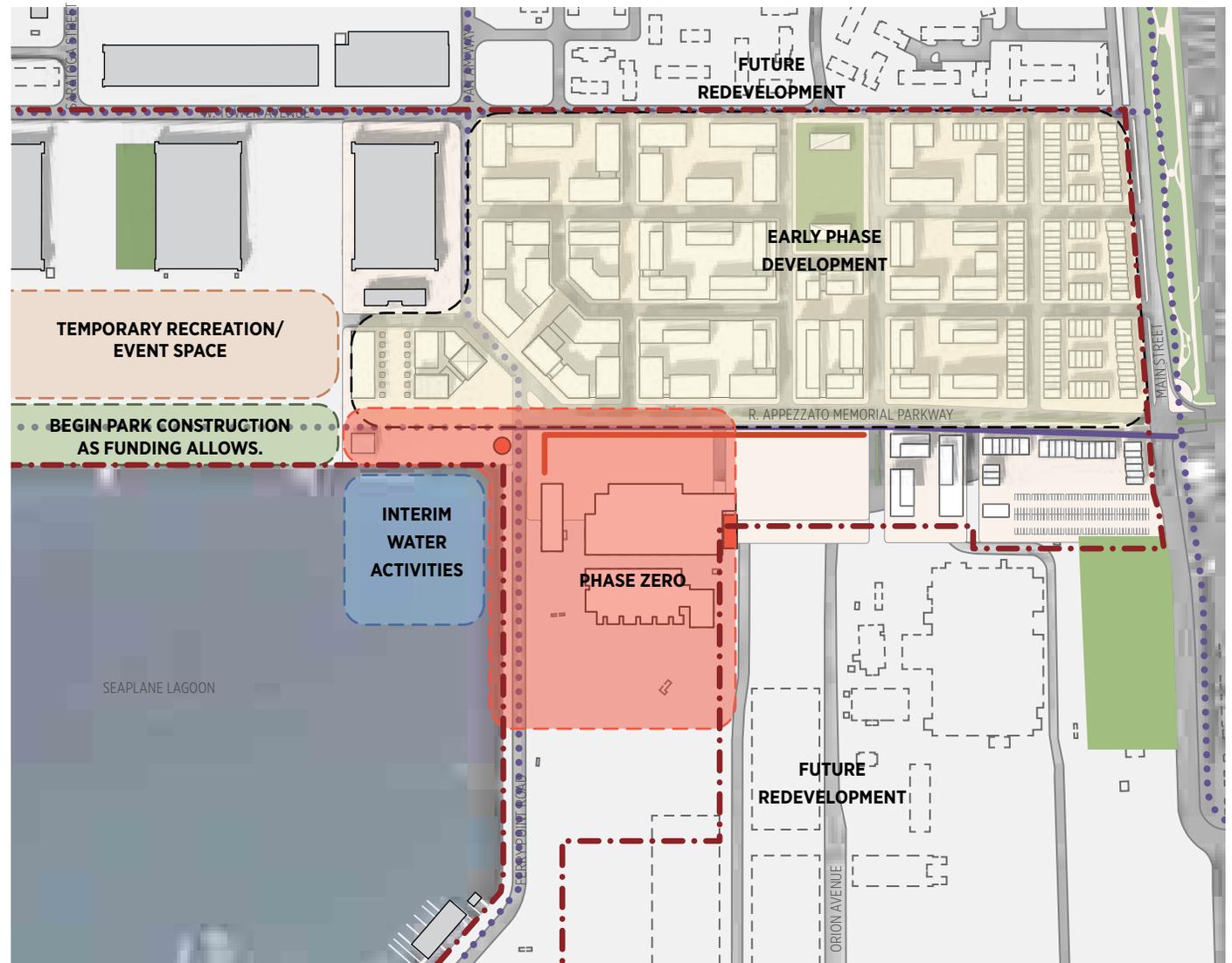
A significant area south of West Atlantic Avenue will be constrained by the time required to clean up a subsurface plume, shown in the figure above, and the conveyance of this land is expected to take at least five more years. This conveyance schedule and the complications and costs associated with construction within the plume area suggest a development pattern

that limits early phases of new permanent construction to the areas north of Ralph Appezzato Parkway as shown on page 139, Early Phase Construction. Although the taxiway area is outside of this conveyance and remediation constraint, the cost of extending appropriate new infrastructure to serve new development there will also likely constrain permanent development in those areas to later phases. However, it

would be possible to support early phase development with temporary facilities south of Ralph Appezato, utilizing both existing buildings and open spaces that exist there.

PHASE ZERO

The seemingly constrained development phasing at Alameda Point creates both a need and an opportunity for a new concept to the real estate development industry – Phase Zero. Originally generated by the desire by independent vendors and tenants to try out their products and determine market viability in a cost effective way, Phase Zero-type development has the potential to create public awareness and destinations disproportionately greater than their investment.





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This opportunity is enhanced enormously by the existing building stock at Alameda Point and the diverse group of tenants that occupy it. Rather than constructing new facilities from the ground up, this type of interim use is actually ‘fabricated’ into temporary facilities and ‘placed on the ground,’ allowing for very flexible/ changeable tenant and programming solutions.

The implementation of Phase Zero can include a wide variety of activities that will reinforce the permanent experience ultimately constructed at Alameda Point. Therefore, Phase Zero programming should include an offering of small retail shops, a collective location for food services, space for outdoor events, sports rental facilities, Maker’s Movement space and easy lagoon access. Even things like painting bold bike lanes on the site will signal that the public is welcome, and that there are things to do on the site.

- 1 OUTDOOR EVENTS
- 2 ALAMEDA POINT STUDIOS, 1800 FERRY POINT ROAD
- 3 BIKE RENTAL
- 4 KAYAK RENTAL
- 5 LEARNING CENTER / MAKER EXPO

An important element of Phase Zero's success will be quality of placemaking. Phase Zero should include standard town design elements such as a plaza or square, street retail, market hall, etc. These elements can be used for commercial activities such as shopping and dining, but also for gathering purposes which can include concerts, art festivals, people watching and impromptu sporting events.

The prime location for Phase Zero is at a busy intersection that already has significant pedestrian and traffic activity, such as the intersection where the lagoon meets the entry road. This location includes many of the experiences that Alameda Point will someday offer – the lagoon, the water's edge, old factory buildings, quality tenants, space for events, etc. Additionally, the proposed Phase Zero location provides ample space for large-scale events such as summer-night concert series, 'drive-in' movie nights, winter snow festivals, public art exhibits and others.

- 6 FLORENTIJN HOFMAN'S FLOATING RUBBER DUCK AT VICTORIA HARBOUR
- 7 SYDNEY FOOTBALL FESTIVAL FLOATING FIELD
- 8 GUERRILLA BIKE LANES
- 9 POP UP SHOPPING
- 10 MARK DI SUVERO EXHIBIT AT CRISSY FIELD



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Focusing Phase Zero implementation at the southeast corner, located where the main entry road meets the lagoon, allows Phase Zero to operate for the longest potential period of time before permanent construction would displace it, and allows for expansion during the early years of phased construction. The early phases of permanent development for Alameda Point will be located just north of the new main road leading into the site, leaving all the buildings just south of that road untouched for many years. This area can then evolve into a vibrant place with temporary buildings and placemaking elements that encourage gathering and commercial activities which would otherwise not be available to Alameda Point until much later in the development phasing.



- 1 BLDG. 14 - ALAMEDA POINT STUDIOS
- 2 BLDG. 162 - INTERIM MAKER EXPO / EVENTS / LEARNING CENTER
- 3 VILLAGE MARKET - INTERIM REUSE OF BLDG 113 FOR MARKET HALL + DINING
- 4 VILLAGE MARKET - EXTERIOR MARKET AREA
- 5 LARGE OPEN AREA / FLEXIBLE EVENT SPACE
- 6 LAGOON EDGE TEMP. IMPROVEMENTS / SEATING / FLOATING ART
- 7 LARGE ART WALL
- 8 PAINTED INTERIM BIKE LANES
- 9 PAN AM INTERIM PLAZA / EVENTS / OFF-THE-GRID
- 10 BIKE / BOAT / KAYAK RENTAL KIOSK(S)
- 11 REUSE OF BUILDING 41



