

# 2 LAND USE ELEMENT

## 2.1 LAND USE ISSUES

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Much of Alameda's character is a result of a development pattern set during a transit-dominant period. Narrow residential lots and compact shopping districts create a city rather than a suburban feel. Concern about further intensive development that would increase traffic and destroy the small-city feel led to passage of Measure A in 1973, halting apartment construction; it also led to the height and density/intensity standards in this General Plan.

As in all cities, the demand for land that may be used for various purposes is continually changing, and is difficult to influence through planning policies. For example, the General Plan cannot preserve obsolete industry, but it can either express the City's desire to be a home to industry by retaining industrial land or encourage alternative uses by redesignating the land for other activities. Alameda's present zoning pattern was established in 1958, when commercial or industrial uses could outbid residential uses at most locations and portions of older residential neighborhoods were designated for conversion. In 1990 the prospect of significant assembly of residential properties for conversion to industry or retail use is remote, and dramatic changes are not anticipated.

The General Plan is designed to ease potential conflicts between different land uses such as manufacturing, industry and housing, having evaluated opportunities for preservation and development of those uses at specific locations. The Plan Diagram (located in the pocket at the back of this volume) designates some locations for preservation of industry and housing, and others for redevelopment of underused industrial land to increase the City's housing supply and limit potential traffic increases. Mixed-use areas are designated to encourage creative development and to retain and enhance the diversity that distinguishes Alameda from suburban cities.

## 2.2 LAND USE CLASSIFICATIONS

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The following descriptions apply to uses indicated on the General Plan Diagram. The legend on the Plan Diagram includes an abbreviated version of the descriptions.

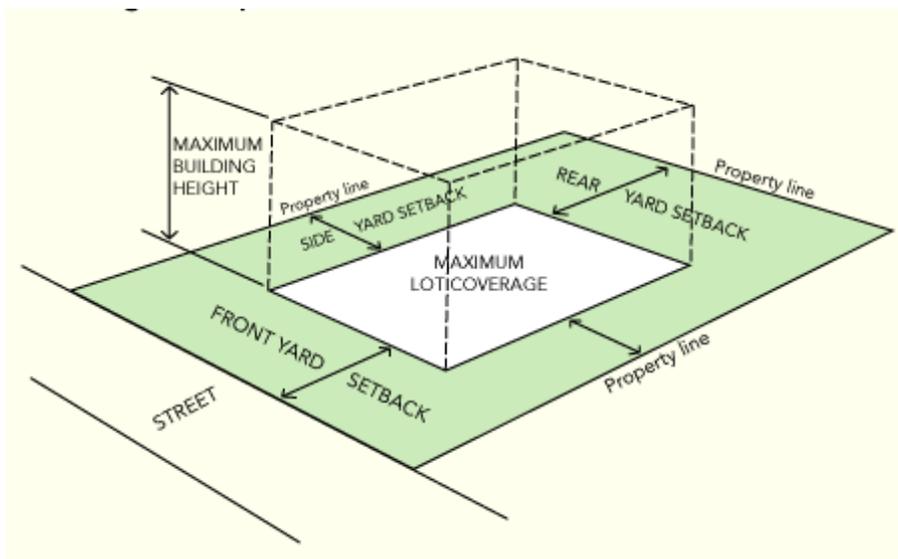
The classifications are adopted as General Plan policy and are intentionally broad enough to avoid duplication of the City's zoning regulations. More than one zoning district may be consistent with a single General Plan use category.

For most uses, a maximum permitted rate of gross floor area to site area is specified. The floor area ratio (FAR) is a broad control of building bulk that limits both visual prominence and traffic generated.

## RESIDENTIAL

Residential densities are expressed in housing units per net acre, exclusive of land used or to be used for public or private streets. Where new streets will be needed, the land area to be occupied by streets is to be subtracted before calculating density or ratio of floor area to site area. Easements for the purpose of public access, pedestrian paths, alleys, or utility lines shall not be excluded from the net density. Densities within the ranges listed below are used to calculate probable housing unit increases in Tables 2-1, 2-3 and 2-6. Densities used to estimate future additions do not establish entitlement to a specific number of housing units or amount of floor area.

**Low-Density Residential:** Single-family detached units. New units typically will be on 5,000-square-foot, or larger, lots, or in planned unit developments not to exceed 8.7 units per net acre. Density range: 4.5 to 8.7 units per net acre. Secondary dwelling units discussed in Section 65852.2 of the Government Code of the State of California are also permitted, and are not limited by this density range.



**Medium-Density Residential:** Two family or one family units. Medium-density residential development will provide at least 2,000 square feet of site area per unit. Existing densities range up to 70 units per net acre on blocks with mixed single- and units. Density range for additional units: 8.8 to 21.8 units per net acre. Projects of five or more units with 20 percent of the units

affordable to lower-income households earn a state-mandated density bonus permitting up to 26.1 units per net acre. Congregate housing and single room occupancy facilities would be permitted and their density would be regulated by the bulk standards (setbacks, height, lot coverage) in each zoning classification.

**Measure A Exception:** The City Council agreed in the Settlement Agreement on the Guyton vs. City of Alameda case that Section 26-2 of the City Charter allows the Alameda Housing Authority to replace, with multi family housing, 325 low cost housing units. Three hundred and twenty five represents the number of low cost units lost when the former Buena Vista Apartments were converted to Bridgeport Apartments. The City agreed that the 325 units of multi family housing can be built at densities allowed as of January 1, 1990, even if Zoning and General Plan changes are subsequently adopted which reduce allowable densities.

## **NEIGHBORHOOD BUSINESS**

Compact neighborhood business districts, a majority of them at former streetcar stops, meet the convenience shopping needs of nearby residents. The area of new stores and offices is limited, and activities and business hours are controlled to maintain compatibility with residential neighborhoods. Residential use is encouraged on the second floor and is permitted elsewhere. Maximum FAR .6. The maximum FAR can increase to 2.0 if in-lieu parking fees are substituted for on-site parking.

## **COMMUNITY COMMERCIAL**

This category includes the City's two major business districts, Park Street and Webster Street, and the four shopping centers: South Shore, Marina Village, Fernside, and Harbor Bay Landing. Uses include small retail stores, department stores, motels, automobile sales and service, and offices, depending on location. Attainable FAR depends on parking requirements and varies widely among shopping centers and traditional business districts. Residential and office uses are encouraged on the second floor and are permitted elsewhere. Maximum FAR with off-site parking is 3.0.

## **OFFICE**

Professional and administrative offices not located in business districts or business parks: FAR .40 for one story; .45 for two stories. Medium-density residential is a permitted use.

## **BUSINESS PARK**

Harbor Bay Business Park and portions of Marina Village consist primarily of offices, but also may include research and development space, manufacturing, and distribution. Harbor Bay plans include a small amount of retail space and a conference-oriented hotel. Maximum FAR is .5, with increases up to a maximum of 2 permitted, proportional to the amount of required parking enclosed in a structure.

## **SPECIFIED MIXED USE**

Nine areas designated on the General Plan Diagram are to have combinations of uses specified to implement General Plan policies. Development programs that include limitations on development intensity are described in Sections 2.6. (See Table 2-1.)

The Specified Mixed Use Areas labeled on the General Plan Diagram are:

- MU1 Island Auto Movie
- MU2 Mariner Square
- MU3 Ballena Isle
- MU4 Northern Waterfront (Grand Street to Willow Street)
- MU5 Northern Waterfront (Willow Street to Oak Street)
- MU6 Northern Waterfront (Sherman to Grand)
- MU7 Catellus Mixed Use Commercial
- AP1 Alameda Point Civic Core
- AP2 Alameda Point Inner Harbor
- AP3 Alameda Point Marina

## **GENERAL INDUSTRY**

Alameda's heavy industries are related to bulk maritime and rail shipping or water transportation. Some may create noise, visual, or air-quality problems. Zoning regulations determine the types of activities to be permitted and the standards they must meet. Maximum FAR is .5.

## **COMMERCIAL RECREATION**

Marinas on the Estuary, San Leandro Channel, and San Francisco Bay berth the largest concentration of small boats in the Bay Area. Harbor Bay Isle Club provides 10 acres of indoor and outdoor recreational facilities for members, and a new R-V storage facility is proposed at the old gun club site on Maitland Drive. This category also includes open space uses which are not intended for permanent open space for public access or habitat preservation. (GPA-96-2)

## **PARKS AND PUBLIC OPEN SPACE/OPEN SPACE/HABITAT**

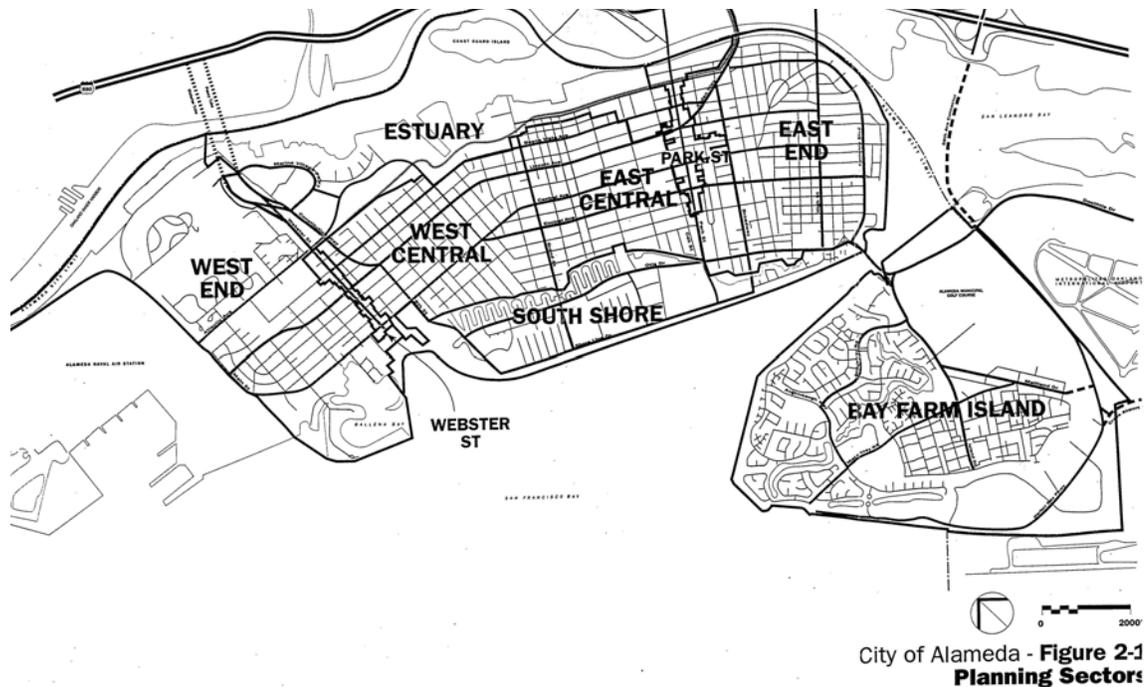
In addition to City parks, these categories include the Alameda Municipal Golf Courses, Robert Crown Memorial State Beach, and public and private land committed or proposed as permanent open space for public access or habitat preservation.

## **PUBLIC/INSTITUTIONAL**

Schools and City facilities that have unique public character are in this category. Places of religious assembly are not shown.

## **FEDERAL FACILITIES**

Sites occupied by Federal facilities including (Text deleted pursuant to GPA 01-01) Naval Reserve Center, the Federal Center on McKay Avenue, and Coast Guard Island are in this category.



## **2.3**

## **GENERAL PLAN HOLDING CAPACITY**

The tables in this section show how Alameda will change if all potential development envisioned by the General Plan were to occur between 1990 and 2010. Tables 2-1 through 2-4 list assumptions for additional development by major land use categories. Table 2-5 summarizes these assumptions. Existing

and projected development in the nine Planning Sectors illustrated in Figure 2-1 is shown in Table 2-6.

Population at buildout is estimated at 81,400, (vs. 74,139, January 1990 DOF); assuming household population averages 2.26 persons per housing unit and group-quarters population totals 5,000. The household size and vacancy rates used are those estimated by the California Department of Finance (DOF) for January 1990. The DOF 1990 estimate of group-quarters population, of which the largest component is Alameda Naval Air Station personnel, is assumed as constant. Housing unit totals in the tables do not include group quarters.

**TABLE 2-1 ASSUMED DEVELOPMENT INCREMENT:  
SPECIFIED MIXED USE SITES, 1990-2010**

Site	Land Use	Units or Square Feet
MU1 Island Auto Movie	Residential Office	200 Single Family Residences and/or Duplexes 30,000 sq. ft.
MU2 Mariner Square	Residential Office Institutional (assisted living and related uses) Maritime Uses	10 Work/Live 10,000 sq. ft. 100,000 sq. ft. west of Mariner Square Drive 40,000 sq. ft. boat storage, marina
MU3 Ballena Isle	Hotel Office Commercial Recreation	220 rooms (234,000 sq. ft.) 70,000 sq.ft. 10,000 sq. ft.
MU4 Northern Waterfront (Grand to Willow)	Residential Office Industry	40 Live/Work 50,000 sq. ft. 100,000 sq. ft.
MU 5 Northern Waterfront (Willow to Oak)	Residential Office Park	300 Two-Family 40,000 sq. ft. 10 acres
MU 6 Northern Waterfront	Residential Commercial Office and Retail	345 housing Units 50,000 sq. ft. Maritime Commercial 400,000 Office and Retail
MU 7 Catellus Mixed Use Site	Residential Office Commercial	300 residential units 300,000 sq. ft. commercial retail 400,000 sq. ft. office, and 20,000 sq. ft. of health club facilities. Up to 250,000 sq. ft. of commercial retail may be exchanged for up to 370,000 square feet of research and development uses. Other uses may be exchanged or substituted as permitted by the Master Plan.

Notes: Section 2.6, Specified Mixed Use Areas, establishes minimum and maximum development shares for each use in each SMU area. This table assumes probable quantities for each permitted use within these ranges.

<sup>a</sup>Up to 325 units of publicly assisted housing may be built in Alameda as multifamily housing as replacement housing for publicly assisted housing at Bridgeport Apartments which converted to private, market-rate housing in 1988. Some or all of these replacement units may be located at one or more of the mixed-use sites.

**TABLE 2-2 ASSUMED DEVELOPMENT INCREMENT:  
NONRESIDENTIAL PROJECTS, 1990-2010**

Site	Land Use	Square Footage
Alameda Gateway	Business Park	132,000
	Warehouse	127,000
	Retail	4,000
Marina Village	Office	389,000
	Retail	12,000
Paragon	Business Park	183,000
Harbor Bay BP	Business Park	3,545,000
	Retail/Hotel	540,000
Grand Marina	Office/Retail	42,000
Total		4,974,000

Note: Approved, entitled or submitted as of June 1990.

**TABLE 2-3 SUMMARY OF ASSUMED DEVELOPMENT INCREMENT  
TABLE: RESIDENTIAL PROPERTIES 1990-2010**

Site	Acres	Density	Type	Units
Alameda Annex (#1) (U. S. Navy)	59	MDR	Two-Family	785 <sup>a</sup>
Independence Plaza (#2)	5	MDR	Multi Family	186
Atlantic/Buena Vista (#3-#6)	9	MDR	Two Family	205
Marina Village (#9)	7	MDR	Two Family	156
Beltline Yard (Near Webster Street)	4	MDR	Two Family	84
Main Island Infill	-	MDR	One Family Two Family	520
Village 5/HBI (#7) (Bay Farm Island)	104	LDR	One Family Two Family	630
Clarke Lane (#8) (Bay Farm Island)	3	MDR	One Family	25
Grand Harbor (Live aboard)	-		Two Family	38
Specified Mixed Use Sites (See Table 2-1.)	-	MDR	Two Family Live/Work	1,195
Total				3,824

Notes: <sup>a</sup> 520 dwelling units are expected through 1995.

Site numbers (#) from Housing Element, adopted December 1990.

Up to 325 units of publicly assisted housing may be built in Alameda as multifamily housing as replacement housing for publicly assisted housing at Bridgeport Apartments which converted to private, market-rate housing in 1988. Some or all of these replacement units may be located at one or more of the mixed-use sites, or in any area of the City where residential units are permitted

Source: Housing Element, adopted 1990; Blayney-Dyett, June 1990.

**TABLE 2-4, ASSUMED DEVELOPMENT INCREMENT COMMERCIAL,  
OFFICE, INDUSTRIAL DISTRICTS, 1990-2010**

Site	Land Use	Square Footage (Gross Leasable)
Park Street	Commercial	100,000
Webster Street	Commercial	100,000
Neighborhood Business Districts	Commercial	25,000
Subtotal	Commercial/Retail	225,000
Offices near Civic Center	Office	25,000
Total		250,000

Notes: Does not include projects from Table 2-2.

Gross leasable areas are estimates and are not based on availability of specific sites or construction at specific floor area ratios.

Supportable incremental retail space data and assumptions are:

- All calculations are in 1988-1989 constant dollars.
- 1988-1989 taxable sales: \$228,735,000 (excludes building materials, automotive, service stations).
- 1990 jobs: 38,720 at \$800 per year sales in Alameda.
- 1988-1989 sales to household residents: Total sales less sales to jobholders, plus \$1,000 nontaxable sales per capita=\$3,860 per household resident.

Buildout increment:

3,129 additional households x 2.26 persons x \$3,860	= \$27,296,000
18,600 additional jobs x \$800	= \$14,880,000
Total:	\$42,176,000

Supports 211,000 square feet at \$200 annual sales per square foot.

**TABLE 2-5, SUMMARY OF ASSUMED DEVELOPMENT  
INCREMENT TABLE**

Site/District	Housing Units	Non-Residential Square Footage
Specified Mixed Use Sites (Table 2-1)	1,195	1,590,000
Non-Residential Projects (Table 2-2)	0	4,974,000
Residential Projects (Table 2-3)	2,629 <sup>a</sup>	0
Commercial, Office, Industrial Districts (Table 2-4)	0	250,000
Total	3,824	6,814,000

<sup>a</sup> 2,929 represents assumed development increment from residential projects exclusive of the Specified Mixed Use Sites identified above.

**TABLE 2-6: LAND USE BY PLANNING SECTOR  
1989-1990 AND BUILDOUT (2010)**

<b>Planning Sector</b>	<b>Land Use</b>	<b>Housing Units/ 1989-1990</b>	<b>Gross Square Feet Buildout</b>
<b>West End</b>	One Family Housing	1,405 units	2,455 units
	Two Family Housing	4,180 units	4,180 units
	Total Housing	5,585 units	6,635 units
	Commercial	10,000 sq. ft.	328,000 sq. ft.
	Business Park	0	132,000 sq.ft.
<b>Webster Street</b>	One Family Housing	5 units	10 units
	Two Family Housing	0	0
	Total Housing	5 units	10 units
	Commercial	349,000 sq. ft.	449,000 sq.ft.
<b>West Central</b>	One Family Housing	1,833 units	2,023 units
	Two Family Housing	2,809 units	2,809 units
	Total Housing	4,642 units	4,832 units
	Commercial	102,000 sq.ft.	140,000 sq. ft.
<b>East Central</b>	One Family Housing	1,533 units	1,748 units
	Two Family Housing	3,555 units	3,555 units
	Total Housing	5,088 units	5,303 units
	Commercial	38,000 sq. ft.	50,000 sq. ft.
<b>Park Street</b>	One Family Housing	6 units	11 units
	Two Family Housing	229 units	229 units
	Total Housing	235 units	240 units
	Commercial	945,000 sq. ft.	1,045,000 sq. ft.
<b>East End</b>	One Family Housing	3,805 units	3,845 units
	Two Family Housing	1,852 units	1,852 units
	Total Housing	5,657 units	5,697 units
	Commercial	54,000 sq. ft.	54,000 sq. ft
<b>South Shore</b>	One Family Housing	1,395 units	1,400 units
	Two Family Housing	2,658 units	2,658 units
	Total Housing	4,053 units	4,058 units
	Commercial	550,000 sq. ft.	550,000 sq. ft.
<b>Estuary</b>	One Family Housing	342 units	1,120 units
	Two Family Housing	369 units	555 units
	Total Housing	711 units	1,675 units
	Commercial	125,000 sq. ft.	137,000 sq. ft.
	Business Park	876,000 sq. ft.	1,558,000 sq. ft.
<b>Bay Farm Island</b>	One Family Housing	4,539 units	5,194 units
	Two Family Housing	52 units	52 units
	Total Housing	4,591 units	5,246 units
	Commercial	64,000 sq. ft.	64,000 sq. ft.
	Business Park	1,135,000 sq. ft.	5,220,000 sq. ft.
<b>Total</b>	One Family Housing	14,863 units	17,481 units <sup>a</sup>
	Two Family Housing	15,704 units	16,215 units <sup>a</sup>
	Total Housing	30,567 units	33,696 units
	Commercial	2,237,000 sq. ft.	2,817,000 sq. ft.
	Business Park	2,011,000 sq. ft.	6,910,000 sq. ft.

Commercial includes retailing, services and business and professional offices with the exception of Harbor Bay Business Park where the support retail is included under Business Park. This table does not include manufacturing, distribution, and office space in general and light industrial areas.

<sup>a</sup> Up to 325 low cost housing units may be built in Alameda as housing as replacement housing for the low cost units lost when Buena Vista Apartments were converted to market- rate housing in 1998. Some

or all of these replacement units may be located at one or more the mixed-use sites, or in any area of the City where residential units are permitted.

**TABLE 2-7: ALAMEDA POINT BUILDOUT, 2000-2020**

Land Use Categories	Units	Civic Core (AP1)	Inner Harbor (AP2)	Marina (AP3)	West Neighbor-hoods	NW Territories	Alameda Point Total
Lt.Industry/Business Park/Office	sq.ft.	740,000	400,000	0	0	0	1,140,000
Industrial/Warehousing	sq.ft.	277,500	76,500	76,500	0	0	430,500
Marina-Related Industry	sq.ft.	0	0	44,250	0	0	44,250
Civic/Institutional Buildings	sq.ft.	100,000	01	0	30,0001	0	130,0001
Commercial	sq.ft.	52,000	0	0	52,000	0	104,000
Visitor-Serving Recreation/Commercial	sq.ft.	0	0	130,000	0	0	130,000
Golf Clubhouse/Conference Facilities	sq.ft.	0	0	0	0	26,000	26,000
Sports Complex	acres	40	0	0	0	17	57
Golf Course	acres	0	0	0	0	214	214
Marina slips	slips	0	0	530	0	0	530
Live Aboards	slips	0	0	53	0	0	53
Low Density Residential	units	0	0	0	50	0	50
Medium Density Residential	units	8632	0	525	490	0	1,878
Hotel/Conference Center	rooms	0	0	300	0	300	600

1. Does not include square footage for Alameda Unified School District.
  2. Does not include 210 units of senior housing to be provided in the former Bachelor Officers Quarters.
- NOTE: This table represents the maximum build-out for Alameda Point. While development intensities have been assigned to each Planning Area, the development increments can be moved from one Planning Area to another to optimize development opportunities.

ABAG (*Projections '90*) expects the number of jobs in Alameda to increase from 38,700 estimated in 1990 to 47,700 in 2005, a gain of 9,000 jobs in 15 years. If buildout and full occupancy of the nonresidential space summarized in Table 2-2 and Table 2-4 were to be reached by 2010, Alameda would add 18,600 jobs. The ABAG projection includes an unstated assumption about employment at Alameda NAS. The estimate of total future employment included in the General Plan is based on an assumption that the number of jobs in space available in 1990 will remain constant, and that job growth will result from increases in nonresidential space. Because most of the space will be

business park/office, the average density will be one employee per 300 square feet of gross floor area.

Recognizing the transportation impacts that can result from a land use pattern that prevents many workers from living near their work, state law requires cities and counties to zone sufficient land for residential use in relation to nonresidential use. Jobs/housing balance is often quantified by comparing the number of employed residents in a community with the number of jobs available in the same community. Balance tends to minimize travel, although if local employees cannot afford or do not desire local housing, there may be long commutes for many residents and employees.

ABAG estimates that in 1990 the ratio of Alameda jobs to employed residents of Alameda is .95. (38,720 jobs; 40,800 employed residents). Assuming the 52.6 percent of residents will hold jobs at build-out, the ratio will jump to 1.34 (57,300; 42,850 employed residents). The bulk of the employment gain (74 percent) will result from buildout of Harbor Bay Business Park under entitlements that pre-date revision of the General Plan. Without Harbor Bay Business Park, buildout would result in a jobs-to-employed-residents ratio of 1:1.

## **2.4 RESIDENTIAL AREAS**

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Alameda is primarily a residential community; 71 percent of employed residents commute to jobs outside the city. All streets on the Main Island except Webster Street are at least partly residential streets. Central location in the region, a good climate, and the sense of identity provided by surrounding water have kept residential demand strong.

This section should be read in conjunction with the Housing Element, adopted in 1989 and published separately, which addresses housing need and includes a five-year program to preserve and increase the supply of housing.

### **Guiding Policies: Residential Areas**

- 2.4.a Maintain and enhance the residential environment of Alameda's neighborhoods.

**Single family  
Residential  
Homes**



- 2.4.b To the extent feasible, conserve housing located in areas that have been zoned for commercial or industrial use.
- 2.4.c Where a suitable residential environment can be created, give priority to housing on land to be developed or redeveloped in order to meet the quantified objectives of the Housing Element.
- 2.4.d Limit residential development to one family detached and two family dwellings, in accord with the provisions of Measure A. Up to 325 low cost units may be built in Alameda as multifamily housing as replacement housing for the low cost units lost when Buena Vista Apartments were converted market-rate housing in 1988. Some or all of these replacement units may be located at one or more of the mixed-use sites, or in any area of the City where residential units are permitted.
- Although no apartments other than replacement units have been approved in Alameda since passage of initiative Measure A in 1973, in 1990 less than half of all existing units are single-family dwellings.*
- 2.4.e Expand housing opportunities for households in all income groups.
- See Housing Element Policies B.1 (Section 8 Rental Assistance) and C.1 (Affordable Housing Program Ordinance).*
- 2.4.f Protect and restore Alameda's outstanding residential architecture of all periods and styles.

*See also City Design Element, Section 3.3, Architectural Resources.*

- 2.4.g Minimize through-traffic on minor residential streets.  
See policies 4.1.a and 4.1.i.
- 2.4.h Control nonresidential development on sites adjoining residential neighborhoods to minimize nuisances.
- 2.4.i Encourage the inclusion of family child care homes in residential areas and child care centers in major residential and commercial developments with special consideration to areas or developments convenient to transit, community centers, and schools.

**Implementing Policies: Residential Areas**

- 2.4.j Schedule hearings to consider amendments to the Zoning Map that would reclassify predominantly residential areas zoned for nonresidential use to bring the Zoning Map into consistency with the General Plan Diagram.
- 2.4.k Include a specified minimum number of residential units in appropriate Specified Mixed Use areas.

*This policy ensures that housing will be included in mixed-use development proposals. Other uses also could be required or some Specified Mixed Use areas could be developed exclusively for housing at the discretion of the developer. See Section 2.6.*

- 2.4.l Explore the possibility of developing a small portion of the Alameda Beltline railyard near Webster Street into a residential neighborhood.  
  
*Development here could only occur after negotiations with the owner. Housing would relate to proposed greenway and Island Auto Movie site. See policies 2.6.a and 6.1.g*

- 2.4.m Preserve historic districts and buildings of architectural significance.  
  
*See policies 3.3.a and 3.3.b in City Design Element and policy 5.6.a in Open Space and Conservation Element and the 1980 Historic Preservation Element.*

- 2.4.n Give priority for public open space and other public improvements to neighborhoods determined to have a shortage relative to the rest of the city.
- 2.4.o Explore the feasibility of providing definitions and identifying appropriate locations for congregate housing and single room occupancy (SRO) hotels as part of the comprehensive revision of the Zoning Ordinance.

- 2.4.p Amend the Zoning Ordinance and zoning map to be consistent with Measure A, as necessary.
- 2.4.q Require that all new development pay appropriate development impact fees.

## 2.5 RETAIL BUSINESS AND SERVICES

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Convenient and pleasant shopping is important to residents. Because shopping districts are prominent visual features and major destinations, their appearance and quality influence how people feel about their community. Retail businesses are essential to the City's fiscal health.

**Webster Street,  
Croll's Tavern**



A Strategic Plan Committee appointed by the City Council in 1988 gave Alameda a "C" for retail shopping, and conducted a survey of issues that identified "improved shopping/more convenient shopping" as a major need and opportunity. A question is how much more business can be attracted to Alameda, which is out of the way for nonresidents and does not have a large enough population to support large department stores or high-volume discounters. Three sources of increased sales will be: new residents, nonresidents attracted to restaurants and boating-related businesses, and the rising per capita disposable income of existing residents. Improved merchandising can capture sales made to Alamedans at off-Island locations.

In an on-going effort to ensure the General Plan remains current, the City undertook a review of retail policies and strategies that included several

community forums in 2003. The 2004 Citywide Retail Policy Report recommended additions and modifications to the General Plan to refine and expand existing policy. The Report evaluated existing policy and suggested the consideration of additional policies and implementing policies around retail design and development. In 2008, the General Plan was amended to incorporate the major policy recommendations from the 2004 Citywide Retail Policy Report and amend the policies as necessary to reflect current Alameda goals and priorities for Alameda's retail business areas.

### **Guiding Policies: Retail Business and Services**

- 2.5.a Provide enough retail business and services space to enable Alameda to realize its full retail sales potential and provide Alameda residents with the full range of retail business and services.

*Many Alameda residents travel to neighboring jurisdictions to find the retail and businesses services they need. This results in a loss of retail sales tax to other cities that is needed to fund City of Alameda services and facilities, such as police, fire, and recreational services, and it results in additional traffic at the City's limited number of Estuary crossings.*

- 2.5.b Revitalize Alameda's historic Main Street business districts on Park Street and Webster Street while maintaining their small-city scale and character.

*The Main Street Business Districts on Park Street and Webster Street provide the primary concentration of specialty shops and a wide range of retail sales, services and entertainment uses to meet community-wide market demands. These districts are pedestrian-oriented districts with historical patterns of development that limit building form and limit the ability of individual businesses to provide off-street parking. The work of the Alameda Main Street Project is evident in both districts. The Park Street Historic District is on the National Register of Historic Places.*

- 2.5.c Continue to support and promote Park Street as Alameda's downtown, the entertainment, cultural, social and civic center of the City, by providing a wide variety of commercial, retail, cultural, professional and governmental services.
- 2.5.d Continue to support and promote Webster Street as the shopping, dining, entertainment, and community service center for present and future residents west of the West End.
- 2.5.e Discourage offices from occupying ground floor space suitable for retail within the Main Street business districts and the Neighborhood business districts.

*Interruptions to the continuity of retail frontage decrease pedestrian traffic and diminish the synergy essential to a successful retail district. However in some cases, office uses may be appropriate on side streets or in particular buildings that are not able to successfully attract retail tenants. Currently, a conditional use permit is required for any office use proposed on the ground floor in the Main Street or Neighborhood business districts.*

- 2.5.f Encourage continuing improvements to the Alameda Towne Center, formerly known as South Shore Center, and other shopping centers.

*Alameda Towne Center attracts both Alamedans and customers from a larger trade area. The original design turned its back on the Bay and devoted little attention to landscaping. New development should take advantage of Bay view, and landscaping should be appropriate to the scale of the buildings.*

- 2.5.g Maintain neighborhood business districts for small stores that attract mainly pedestrian traffic and can be acceptable neighbors for nearby residents.

*The 17 compact corner neighborhood business districts, 10 of them at former Red Train stations, are important components of the City's traditional, historic, pedestrian-scaled ambience. They provide retail sales and personal services primarily for the surrounding residential areas. The neighborhood districts usually have little or no off-street parking, so neighborhood business district businesses must rely mainly on customers who walk from their homes.*

- 2.5.h Consider amendments to the Municipal Code to encourage mixed use development including retention and addition of housing, childcare centers, and community meeting rooms and services in retail areas.

*Housing provided above retail space or on the rear half of parcels can add patrons and expand housing opportunities, provided tenants accept an environment in which commerce has priority. The Business and Waterfront Improvement Project can provide actions and financing to facilitate affordable housing where appropriate in commercial districts.*

- 2.5.i Support, encourage and foster new retail development to serve the West End of Alameda.

- 2.5.j Maximize opportunities for retail development at Alameda Point to support creation of a mixed use, transit oriented community at Alameda Point as envisioned in the Alameda Point General Plan policies.

- 2.5.k Pursue and encourage new retail development that is consistent with the retail policies of the General Plan and Economic Development

Strategic Plan; primarily serves the community or addresses a high priority local retail or service need; and will not have a significant long term deleterious effects on existing retail areas and/or the local economy.

- 2.5.l New commercial/retail development along the waterfront should be consistent with best practices for waterfront-oriented development including providing waterfront public access, attractive architectural elevations facing the street and the water, and where possible, uses that will activate the waterfront and support public access to the waterfront.

### **Implementing Policies: Retail Business and Services**

- 2.5.m Implement the 2005 Webster Street Strategic Plan.

*The 2005 Webster Street Business District Strategic Plan includes a series of retail development, marketing, parking, and public improvement recommendations which serve as a guide for the revitalization of Webster Street.*

- 2.5.n To maintain the historic urban form and character of Park Street and Webster Street business districts, limit building heights on Park Street and Webster Street to three stories above grade, measuring 35 to 40 feet, depending on roof configuration. Parking structures are to be limited by height only, regardless of the number of parking levels.

*See Policy 3.4.d and 3.3.h in the City Design Element. Current zoning (1990) permits 100-foot buildings inconsistent with small-city character in some areas. Zoning text revisions should be written to avoid nonconforming status for the small number of existing buildings that would not conform to the new height limit.*

- 2.5.o Protect residential areas adjacent Retail Business Districts by discouraging conversion of residential structures in adjacent residential zones for retail, commercial, or business service use.

- 2.5.p Limit the size of stores in Neighborhood Business Districts in order to avoid traffic and parking demand inconsistent with residential character.

*To avoid transforming pedestrian-scale business districts into auto-oriented shopping centers, businesses that outgrow the existing small retail spaces should be encouraged to find sites elsewhere in Alameda where adequate off-street parking can be provided. Where only small stores are permitted, a lower ratio of parking spaces to floor area than is required in larger commercial areas may be reasonable.*

- 2.5.q To maintain the historic character of a retail district and support General Plan policies encouraging trip reduction, transit-first, support

for alternative modes of transportation, and minimize overflow parking in the neighborhoods consider reduced off-street parking requirements for proposed projects or alternative methods of providing parking on- and off-site, including payment of in lieu fees for transit or the provision of off-site public parking.

*The Alameda Municipal Code currently requires a minimum of five off-street parking spaces for each 1,000 square feet of new retail space, which exceeds the recommendations of the Metropolitan Transportation Commission for urban shopping districts and the findings of the Institute of Transportation Studies.*

2.5.r Plan for multilevel and shared parking to serve the intensively developed retail segments of Park and Webster streets. Encourage construction of multilevel parking and shared parking in shopping centers where necessary to enable them to reach full potential. Provide retail uses in the front portion of the parking structures' ground floors where necessary to provide continuity of ground floor retail uses or to connect such uses where they are now separated.

2.5.s Improve public transit service and transit facilities in retail areas.

*Transit use can be encouraged by providing bus shelters, by locating store entrances on the street with parking at the side and rear, and by charging for parking. Fees paid in lieu of providing on-site parking, project related transportation demand management mitigations, and/or parking meter revenue should be used for transit improvements, shopper shuttles, dial-a-ride, and/or intra-island shuttles.*

2.5.t Require that large parking areas serving shopping centers or other commercial uses be adequately landscaped with large-growing trees and that the trees be maintained in a manner that preserves and promotes natural growth form. To facilitate pedestrian, bicycle, and transit modes of transportation to and within new retail developments, discourage construction of new, large surface parking fields. If large quantities of off street parking are required to serve the development, parking should be woven throughout the project in smaller parking pods. Parking pods should not be located between the buildings and the public street. Parking pods should locate behind the buildings. Locating parking pods adjacent to the building and adjacent to the street should be avoided, unless not other option is available.

2.5.u Require that new retail projects be pedestrian-oriented and designed in a manner that is architecturally, aesthetically, and operationally harmonious with the community and surrounding development. Retail developments should include:

1. Wide sidewalks on both sides of the street and other improvements to accommodate pedestrian traffic and promote strolling, window-shopping and sidewalk dining.
  2. Clearly marked and well-designed pedestrian paths and sidewalks with enhanced crosswalk paving and a minimum number of curb cuts.
  3. Well designed parking pods that allow for internal automobile circulation with a minimum of pedestrian automobile interface.
  4. Major new internal roads which serve as major public spaces and organizing features of the development should be dedicated public roads maintained by the project with sidewalks on both sides and a minimum number of curb cuts.
  5. Large-growing trees maintained in a manner that preserves and promotes natural form to shade parking and pedestrian areas.
  6. Street trees, Bay Friendly landscaping, pedestrian scaled street lighting, and street furniture, such as benches, trash receptacles, planters, newspaper vending machines, kiosks, and bus shelters.
  7. Facilities for bicyclists and transit users, such as bike lockers and racks, bus transit centers and turnouts.
  8. Well-designed public signage including street signs, directional signs, gateway markers, street banners, and pedestrian-oriented directories.
  9. Varied building facades that are well articulated, visually appealing at the pedestrian scale, and architecture that is site-specific and incorporates design themes and features that reflect Alameda's unique character and history.
  10. New streets should generally provide on-street parking and provide for a 150 to 400 foot long block similar to the typical block lengths on Park Street and Webster Street. In some locations with minimum thru traffic, on-street parking may be removed if desired to improve or increase the pedestrian realm.
  11. Utility boxes and trash enclosures should be screened from public view and should not be located adjacent to the public right of way unless no other location is feasible or possible.
- 2.5.v Projects within the Main Street Business Districts and in the Neighborhood Business Districts should be designed with attractive street frontages that are pleasant for pedestrians with entrances and storefront windows directly on the street, wherever possible. Parking should not be located between the buildings and the public street. Parking should be located behind the buildings. Locating parking

adjacent to the building and adjacent to the street should be avoided, unless not other option is available.

- 2.5.x Develop a pedestrian oriented town center at Alameda Point with community retail shops and services in close proximity to transit, ferry, and other transportation facilities.
- 2.5.y Complete the new Park Street and Webster Street streetscape projects in order to improve the pedestrian environment.
- 2.5.z Expand the City's technical assistance programs to support existing businesses in reaching their potential and meeting local demand.
- 2.5.zz Establish Green Building and/or Sustainable Design standards to be applied to all new retail developments and major retail additions and remodels.
- 2.5.zzz Require that all new development pay appropriate development impact fees.

## **2.6 SPECIFIED MIXED USE AREAS**

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Because much of the City was built before zoning, both the richness and the problems that can result from a mixture of land uses abound. The purposes of the Specified Mixed Use classification are to stimulate economic development, encourage creativity, provide flexibility, and avoid monotony in development of large sites. Guiding policies set broad limits to the use mix for each mixed-use area and establish a minimum required housing component where appropriate.

Eight (GPA 01-01) mixed use areas are designated. Area-specific policies follow the descriptions.

**MU1 Island Auto Movie:** This largest single open site on the Main Island (10 acres) will be under increasing pressure to generate more rent than can be paid by the 1990 tenants—a drive-in movie and a flea market.

**Homes on  
a lagoon**



- MU2 Mariner Square:** The combination of views of an active stretch of the Estuary and of Oakland, boat berths, boat sales and repair, houseboats, and restaurants, all in a not-too-planned cluster, make this Alameda's most interesting waterfront segment. The General Plan preserves this character from possible market pressures by limiting additions of office space.
- MU3 Ballena Isle:** Created by tidelands fill during the 1960s, the 21-acre City-owned site is under lease until 2029. Because the California Tidelands Act of 1913 requires uses to promote "commerce and navigation," the site cannot be used for residential development. The view toward San Francisco is spectacular.
- MU4 Northern Waterfront, Grand Street to Willow Street:** The half-mile stretch of Clement Avenue east of Grand serves Alameda's most diverse employment area. Marinas, offices, boat sales, repair and storage, offices, woodworking, pencil manufacturing, auto repair and storage, several retail stores, and the City's Bureau of Electricity are among the dozens of users.
- MU5 Northern Waterfront, Willow Street to Oak Street:** The change anticipated in this segment provides an opportunity for Alameda to add highly desirable housing, stimulate improvement of housing east of Oak Street that is currently zoned for commercial-industrial use, and to provide an Estuary Park. Half of the north frontage of Clement is occupied by the Naval Reserve Training Center, which will remain. Other uses are steel fabricating, mini-storage, a dredging equipment yard, and a boatyard. The four blocks on the south side of Clement

Avenue are occupied by a boat storage building/yard, Thompson Field (Alameda High School athletic field adjoining McKinley Park), a full block of housing, and a 5-acre site occupied by a die-casting plant and an automobile service establishment.

- MU6 Northern Waterfront, Grand Street to Sherman Street:** This area of the Northern Waterfront provides an opportunity to create a lively waterfront, mixed-use district with residential, commercial, office, maritime, park, and open space uses that reflect traditional Alameda neighborhoods and reconnect Alameda to its waterfront. Private and public development proposals within the MU-6 Northern Waterfront area shall be consistent with the objectives and policies for the area as described in Chapter 10 Northern Waterfront.
- MU7 CATELLUS Mixed Use Commercial District:** This area of the former Naval Air Station provides an opportunity to create a new waterfront oriented, mixed-use district with residential, commercial, research and development, and office uses and a major new public waterfront park. Implementation policies, standards, and guidelines for private and public developments and improvements in this mixed use area are included in the Catellus Mixed Use Master Plan.
- AP1 Alameda Point Civic Core:** Located in the center of Alameda Point, the Civic Core encompasses much of the NAS Historic District and many of the historic buildings of the former Naval Air Station. The Civic Core is envisioned with a major emphasis on public serving and civic uses. Business park, office, civic, residential, public/institutional, parks and public open space, commercial, and other supporting uses are allowed within the district. (GPA 01-01)
- AP2 Alameda Point Inner Harbor:** The Inner Harbor is a mixed-use area with major emphasis on research & development and light industrial uses. Light industry, office and supporting retail, commercial, and residential uses are allowed within the district. Supporting uses should be focused in or around a mixed-use neighborhood center along the extension of Pacific Avenue, associated with patterns of use in the adjoining Marina district. (GPA 01-01)
- AP3 Alameda Point Marina:** Marine-related industry, office, commercial, residential, recreation, and supporting retail are allowable uses within the district. Uses should be structured to promote waterfront activity and vitality along the open space spine located along the bay. (GPA 01-01)

## **Guiding Policies: Specified Mixed Use Areas**

- 2.6.a **Island Auto Movie Area:** Implement a development program that includes housing and may include offices. Require up to 200 single-family residences and/or duplexes and permit up to 30,000 square feet of office space. (GPA 96-01)

*Across the street from both Marina Village Shopping Center and Independence Plaza senior housing, this site can make a significant contribution to Alameda's housing needs while generating less traffic than if developed as a business park. The program would allow mixed use structures, highly visible office buildings along Constitution Way, or all-residential development. The proposed Business and Waterfront Improvement Project would provide public actions to stimulate development of this site.*

- 2.6.b **Mariner Square:** Preserve the existing mix of water-related uses and add onshore live-work space. To avoid displacing water-related uses, office space additions are limited to 10,000 square feet. In the area west of Mariner Square Drive, elder assisted living facilities may be permitted provided they are compatible with the marine uses in the vicinity. (GPA 99-3)

*The proposed Business and Waterfront Improvement Project would provide public actions to stimulate development of this site.*

- 2.6.c **Ballena Isle:** Implement a development program consisting of a hotel of up to four stories and 220 rooms plus conference rooms, with improvements and maintenance of the 6.5-acre shoreline parcel for public open space as a condition of development approval.

*A Ballena Isle hotel would provide first-class hotel space, now lacking, and would generate less traffic than a similar floor area occupied by offices. The shoreline parcel, now used for fishing and viewing, should be improved as permanent public open space. See Policy 6.1.f in the Parks and Recreation Element.*

- 2.6.d **Grand to Willow Street (Northern Waterfront):** Continue efforts to minimize industrial-residential conflicts on the south side of Clement Avenue where current zoning matches current use at most locations. Live-work space for artists and artisans would be an appropriate use in many cases. To ensure maintenance of a working waterfront and to avoid employment densities that would create heavy traffic, office and retail space is to be limited to approximately its current share of total floor area. The intent is to maintain an environment suited to the types of businesses now located in the area—both those that are related to the waterfront and those that are not.

*The proposed Business and Waterfront Improvement Project would provide public actions to stimulate development of this site.*

- 2.6.e **Willow Street to Oak Street (Northern Waterfront):** Provide for redevelopment of existing industrial sites for 250 to 350 two-family residential units, treating the area north of Clement Avenue as an extension of the residential neighborhood to the south.

*The proposed Business and Waterfront Improvement project would provide public actions to stimulate development of the site.*

- 2.6.f **Willow Street to Oak Street (Northern Waterfront):** Create a continuous 300-foot-wide "marina green" park along the Estuary.

*See Policy 3.2.i in the City Design Element and Policy 6.1.e in the Parks and Recreation Element.*

#### **Implementing Policies: Specified Mixed Use Areas**

- 2.6.g **Mariner Square:** Up to 100,000 square feet of elder assisted living facilities may be permitted, provided they are compatible with the marine uses in the vicinity. (GPA 99-3)

- 2.6.h **Grand to Willow Street (Northern Waterfront):** Limit office/industrial/retail development to .5 FAR, excluding area serving open uses, providing shoreline access, or used for vehicular access to other facilities within the Specified Mixed Use area.

*The intent of this provision is to support waterfront related and non-waterfront related uses of the types now existing. The policy would prevent overbuilding that would occupy open area needed to support viable marine-related activities. The industrial character is not to be replaced by typical business park landscaping or building intensity.*

- 2.6.i **Willow Street to Oak Street (Northern Waterfront):** Rezone existing nonresidential parcels to a residential-industrial mixed use district that would allow industrial use not more intense and not occupying more floor area than the 1990 use or residential development consistent with Measure A.

*Existing industry would not become nonconforming under zoning regulations, but could not expand in this area. Residential development would occur where a developer has a site large enough to create a residential environment. Uses would change only in accord with the plans and schedules of landowners.*

- 2.6.j **Willow Street to Oak Street (Northern Waterfront):** Seek BCDC cooperation and Coastal Conservancy funding for the Estuary Park and make an early commitment to construction.

*The park would serve the city sector with the greatest current shortage of parkland. Construction would be convincing evidence that the City is committed to implementation of the General Plan. The proposed Business and Waterfront Improvement Project would provide public actions and financing to facilitate the provision of this park.*

*Local funding sources could include income from leases of public property to adjacent private property owners. Where provision of public access to the shoreline is infeasible, lease payments could include an amount to be used to provide shoreline access at another location.*

## 2.7 OFFICES

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Offices are located in the business districts, in two administrative-professional areas on Willow Street, and in high-density residential areas (R-5 and R-6 zoning districts). Office users offer a variety of accounting, insurance, real estate, law and health-related services to Alameda residents and businesses.

Current (1990) zoning regulations permit offices in the Administrative-Professional District, the R-6 Hotel Residential District, and in the industrial districts. Offices are a conditional use in the R-5 District and in the C-1 and C-2 districts if at ground level within the front half of the building floor space. The mapped A-P districts are fully developed with offices and Alameda Hospital.

Large offices are attracted to the business parks and small offices locate in the Pacific Shops area north of Clement Avenue, the R-6 area near City Hall or in the R-5 areas on Lincoln, Santa Clara, and Central avenues east of Grand or between Webster and Eighth streets.

The issue is whether new administrative and professional office space should continue to displace housing, or be limited to business parks or to upper floors and neighborhood or community business districts.

### **Guiding Policies: Offices**

- 2.7.a Provide ample space for local-serving office by encouraging construction of offices on second and third floors over retail space.

*As Alameda nears residential buildout, demand for additional office space to serve residents will be moderate. New and refurbished space*

*in the business districts can meet the need and would enhance both the small city character and the economic vitality of Park Street and Webster Street. Mixed office-retail is regaining acceptance in California cities after an extended period of rejection by office tenants who felt that pure office buildings lent prestige. If conversion of housing to offices in residential zones is eliminated as an alternative, there will be additional interest in offices over stores.*

*The proposed Business and Waterfront Improvement Project would provide public actions and financing to stimulate the provision of new and refurbished upper floor office space in the business districts.*

- 2.7.b Do not permit offices in residential areas designated on the General Plan Diagram.

*Dispersing local-serving offices in existing higher-density residential areas would reduce housing opportunity and residential amenity. Without such a policy, market economics would result in substantial office intrusion into R-5 zones. The area adjoining City Hall used for offices and designated for continued office use on the General Plan Diagram (as on the CLUP and the Zoning Map) is less attractive for office developers than the R-5 areas. The reason is that there are few remaining one-family homes and the cost of acquiring apartment buildings to create office sites is high.*

### **Implementing Policies: Offices**

- 2.7.c Revise zoning regulations to preclude approval of offices in areas designated for residential use on the General Plan Diagram.
- 2.7.d Assist owners of earthquake safe retail structures in Park and Webster Street Business District to render 2<sup>nd</sup> and 3<sup>rd</sup> floor office or residential uses accessible to the disabled. Extend the same assistance to owners of unreinforced masonry structures as they begin measures to bring the structures to life-safe status.
- The proposed Business and Waterfront Improvement Project would provide public actions and financing to facilitate these structural improvements.*
- 2.7.e Plan for multilevel parking to serve the office uses located within the intensely developed retail segments of Park Street and Webster Street.
- 2.7.f Require that all new development pay appropriate development impact fees.

## 2.8 BUSINESS PARKS AND INDUSTRIAL AREAS

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Research and development, manufacturing, and distribution jobs are located both in business parks and in traditional industrial areas along the city's Northern Waterfront. Industrial tenants range from software and biotechnology firms to lumber and oil handling, boatbuilding, and steel fabrication. The distinction between light and heavy industry is increasingly blurred as air quality regulations control emissions. Alameda's heavy industries process bulky items, need rail and water access, and use large and sometimes noisy equipment. Light industries, some of which have the characteristics of offices, generate more traffic per acre during peak hours.

There are five business-industrial areas:

**Harbor Bay Business Park:** The approved development plan will add 4.1 million square feet of office and research and development space, plus a conference hotel and retail space site. Handsome, generously landscaped one- and two-story buildings provide 1.1 million (1990) of the ultimate 5.2 million square feet that will house 17,300 or more employees. Highrise buildings, 100 feet as of right and 156 feet subject to discretionary review, can be built at the business park.

**Marina Village:** This 205-acre mixed use project on the site of the former Bethlehem Shipyard will include 1.3 million square feet of office-research and development space and 4,300 jobs. The project was 71 percent complete in 1990. Business park development near the Posey Tube, while not a part of the Marina Village project, is of similar character.

**Marina Village**



**Alameda Gateway:** The City owns about half of this 35-acre site of the former Todd Shipyard at the north end of Main Street, which is designated Port Priority by the Seaport Plan. A 1987 Development Agreement between the City and the lessor and owner of the remaining portion of the site extends to 2034, and notes that uncertainties about a turning basin proposed by the U.S. Army Corps of Engineers at the urging of the Port of Oakland make planned development zoning impractical. Current tenants have short-term leases, and are marine-related or other types of businesses needing warehouse or office space. The developer projects an addition of 263,000 square feet of business park-warehouse space and a total of 800 jobs at buildout.

**Clement Avenue; Blanding Avenue:** East of Grand Street, marine-related businesses, miscellaneous manufacturing, and offices line Clement Avenue. A 700-foot stretch of Estuary frontage on Blanding Avenue east of Park Street is occupied by industry, half of which is marine-related.

### **Guiding Policies: Business Parks and Industrial Areas**

- 2.8.a Support development of Harbor Bay Business Park consistent with existing approvals and agreements.

*The quality and size of this project enable it to make a major contribution to the identity of Alameda and to the economic health of the East Bay.*

- 2.8.b Maintain existing and potential bulk cargo seaport capacity consistent with the Seaport Plan prepared by the Metropolitan Transportation Commission and the Bay Conservation and Development Commission

**Harbor Bay  
Business Park**



- 2.8.c Support continued operation of manufacturing and distribution industries using seaport and rail facilities.

*These businesses are efficiently located for employee access and for receiving and shipping bulky goods. They provide scarce blue-collar job opportunities and contribute about half as much traffic per acre as offices. This Plan supports their long-term presence. (GPA 99-01)*

- 2.8.d Continue working to eliminate residential-industrial conflicts.

*Where there is agreement that a boundary is firm, it is reasonable to expect development approvals to require developers to pay for improvements that mitigate conflicts.*

- 2.8.e Maintain maritime character where the Northern Waterfront is to remain in industrial use.

*Specified Mixed Use Area development programs in Policies 2.6.b, 2.6.d and 2.6.i provide safeguards against displacement of water-related industries by offices or other commercial development.*

- 2.8.f Encourage major employers to contribute towards child care facilities and/or programs to help attract and maintain a productive work force.

### **Implementing Policies: Business Parks and Industrial Areas**

- 2.8.g Revise zoning regulations to remove cumulative provisions that permit all uses except housing in industrial areas.

*This policy may be critical to preservation of the sea-rail link and the existing industries that use it. If zoning regulations in force in 1990 are not revised, a strong demand for office space or waterfront hotels could suddenly displace industry.*

*If future economic conditions warrant a major change from the designated industrial use, the City of Alameda should initiate revision of the General Plan.*

- 2.8.h Review zoning regulation performance standards and revise if necessary to improve equity and enforceability.

*Current (1990) regulations permit uses from which "noise, smoke, dust, noxious fumes and gases, glare, heat and vibration are confined to the premises or held to volumes, intensities and levels at the perimeters of individual properties which are no greater than those in the general area. This does not meet regional standards and cannot be effectively enforced.*

- 2.8.i Require that all new development pay appropriate development impact fees.

## **2.9 FEDERAL GOVERNMENT FACILITIES**

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Three sites are in use: the U.S. Coast Guard (Coast Guard Island), the Naval Reserve Training Center on Clement Avenue, and the Federal Center on McKay Avenue. The City and the Federal agencies consult on development issues, but the City has no power to regulate development on Federal sites. However, the City does have the opportunity to evaluate environmental impacts of any proposed development. (Text associated with Naval Air Station and the Naval Supply Center, Oakland were deleted pursuant to GPA 99-05 and GPA 01-01) (Text associated with Naval Air Station and the Naval Supply Center, Oakland were deleted pursuant to GPA 99-05 and GPA 01-01)

After nearly 60 years as a military post, the United States Navy closed the Alameda Naval Air Station (NAS) and the Fleet Industrial Supply Center (FISC) in 1997. In 2001, the FISC property was conveyed to the City, which is transferring the property to the Catellus Development Corporation over time for the development consistent with an approved master plan for the area. Chapter 9 of the General Plan is the Alameda Point Element, which contains policies relating to the reuse and redevelopment of the NAS property, known as Alameda Point. (GPA 01-01)

Policies in other parts of the Plan concerning Federal government facilities are found in the Open Space and Conservation Element, Section 5.1 and in the City Design Element, Section 3.2.

### **Guiding Policies: Federal Government Facilities**

- 2.9a Deleted: (GPA 99-05)
- 2.9.b Maintain close communication with the United States Coast Guard regarding future planning and development of facilities on Coast-Guard Island.

## **2.10 MANAGEMENT OF CITY-OWNED LAND**

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In addition to public buildings, parks, utilities, and right-of-way, the City of Alameda owns about 100 acres of submerged land, tideland, and upland that are not currently being used for a public purpose. Most of the larger holdings, including City-owned portions of Alameda Gateway, Encinal Terminals, and Ballena Isle, have leases and options that run until 2029.

### **Guiding Policies: City-owned Land**

- 2.10.a Establish long-range management policies for City-owned real property based on comparative evaluation of potential for public use and enjoyment, public- or joint-venture enterprise development, or lease for development.

*A Port Authority Task Force appointed by the City Council in 1989 has discussed steps that could lead to more profitable asset management by the City as part of the Task Force's investigation of ways to ensure preservation and development of marine/harbor facilities in the public interest.*

- 2.10.b Investigate and pursue potential opportunities to acquire underused State or Federal property in Alameda.

- 2.10.c Stop the trend toward private use of public property.

*This policy from the 1979 CLUP refers to obstruction of rights-of-way that provide access to the shoreline and to structures that encroach beyond the U.S. bulkhead or pierhead lines.*

### **Implementing Policies: City-owned Land**

- 2.10.d At locations where it is infeasible to provide public access to the shoreline, or allow public use or publicly owned shoreline, such as along the Tidal Canal, continued private use should be permitted only if mitigation is provided by improving public shoreline access elsewhere in the City.

- 2.10.e Support completion of the Bayview Shoreline Preserve.