



July 11, 2016

RE: Alameda Marina Master Plan Submittal

Dear Mayor Spencer and City Council:

As one of the owners of Alameda Marina, I want to update you on our plans to reimagine the 44-acre property along Alameda's northern waterfront.

It's been seven months since we first reached out to our tenants, neighbors, and the greater community to solicit feedback about revitalizing the underused and decaying marina, providing greater public access to the waterfront, and ultimately creating an engaged and accessible waterfront for all Alamedans.

During this time, we have taken a step back to listen to concerns and ideas from our working community advisory group, as well as tenants and neighbors. As a result of this collaboration, we have made some significant changes to our original thinking that responds to many of the needs of the community. Today our Master Plan application calls for the study of:

- +/-150,000 square feet of commercial space, including 115,000sf dedicated to maritime uses. The proposed maritime square footage increases the existing maritime footprint by approximately 20%, which will bring more maritime jobs to this property. As contemplated, this would include the preservation and re-purposing of the Alameda Marina building for both old and new maritime businesses, if feasible;
- +/- 75 spaces for storage of dry boats, which is calculated to accommodate the current active boaters we have at the Marina;
- Reinvestment and restoration of the Marina berths;
- Bike and walking paths connecting City streets to and through Alameda Marina to the Bay Trail and the waterfront, and new open space amenities;
- An open space network with a variety of areas that offer different gathering and play options. These spaces include a linear greenway, aquatic park, maritime boardwalk, and harbor view park that integrate with the Bay Trail and respect the working waterfront;

- View corridors to the water, Oakland and Coast Guard Island from Clement Avenue;
- And a mix of housing types, which will include +/- 72 universal design units, +/- 275 market rate apartments, approximately +/-125 townhomes, as well as between 120-160 affordable housing units. This mix of housing types focuses on market rate affordable units that are smaller in size and appeal to a range of income levels.

Importantly, because we understand the need for affordable housing in Alameda, particularly during this severe crisis, we have proposed 20-25% inclusionary housing in our plan, which totals between 120-160 affordable units. This goes beyond the 15% required by the City and, when combined with workforce housing, allows us to preserve the Marina, while making it accessible to all Alamedans.

As we have described, creating a mixed-use community at Alameda Marina, including residential and commercial, both achieves the objectives laid out in our Tidelands Lease Agreement with the City, and also provides the funding mechanism for \$40+ million of restoration of rotting piers, sections of deteriorating shoreline, and a vast network of aging utilities.

This week, we have submitted a Master Plan proposal to the City, which will kick-off the environmental review process. During this time, we will exhaustively study the property to examine everything from soil conditions to the historical landscape of the site.

We look forward to continuing to engage the community in this process, and, in the meantime, encourage you to visit our website at www.alamedamarina.com for a copy of our Master Plan proposal and to sign up for updates, including meeting notices.

We welcome your feedback as we continue the dialogue about plans for reinvesting in Alameda Marina.

Sincerely,

A handwritten signature in black ink, appearing to read "Bill Poland". The signature is fluid and cursive, with a large initial "B" and "P".

Bill Poland

Chairman and shareholder of Pacific Shops Inc.