

RECREATION AND PARK COMMISSION
PUBLIC COMMENT

Agenda July 10, 2025

Item 6-B: Workshop to Review and Comment on the
Concept for a Surf Pool at Enterprise Park.



Outlook

[EXTERNAL] Public Comment on Agenda item 2025-5225 for 7.10.25 meeting

From Francis McIlveen <lemon.service@proton.me>

Date Mon 7/7/2025 6:25 PM

To Justin Long <jlong@alamedaca.gov>; ARPD <ARPD@alamedaca.gov>

Item: 2025-5225

Type: Regular Agenda Item

Title: Workshop to Review and Comment on the Concept for a Surf Pool at Enterprise Park.

Dear Wesley Radez, Drew Swartz, Adrienne Alexander, Kareem Burney, and Eric Robbins:

I am writing to express my opposition to the commission's process of circumventing a proper *and transparent* master planning process with robust community input for the proposed enterprise park plan. The community meeting which presented the proposed surf park--as a part of the planning process--as a fait accompli was misleading and a subversion of public process.

It's especially perverse that the proposed draft plan would skirt the Alameda point master infrastructure plan, proposing utterly inadequate improvements to the street connecting with Central Ave, giving those of us in this neighborhood and who use that currently dangerous road (for pedestrians and cyclists) the short shrift.

While I deeply appreciate the work that you, and that staff, do for this city....I am opposed to this process, and also do not agree with the particular location of the proposed surf park, as it would necessarily impact, and thereby limit, broader public access to land that is rightfully in public trust lands (through access, parking & other impacts). It's a turn the in the wrong direction for Alameda.

Sincerely,
Francis McIlveen
1417 5th St
Alameda, CA

Sent with [Proton Mail](#) secure email.



Alameda Chamber & Economic Alliance
2215-A S Shore Center
Alameda, CA 94501
T: (510) 522-0414
madlen@alamedachamber.com

July 08, 2025

Justin Long, Director
Alameda Recreation and Parks Department
City of Alameda
2263 Santa Clara Avenue, Alameda, CA 94501

Director Long,

I'm writing this letter on behalf of the Alameda Chamber & Economic Alliance to express my support for the Neptune Beach Surf Club project. The Alameda Chamber & Economic Alliance is the voice for the business community.

This transformative project represents a significant opportunity to breathe new life into Enterprise Park and Alameda Point while creating a vibrant hub for recreational activities and community engagement. By establishing dedicated surfing facilities and improving park infrastructure, this revitalization will not only preserve the natural beauty of the coastline but also create an accessible venue for both novice and experienced surfers to enjoy this increasingly popular sport.

The economic and community benefits of increased attendance at Alameda Point through enhanced surfing opportunities cannot be overstated. Local businesses, including restaurants, retail shops, and neighboring aquatics clubs/ businesses, will experience significant growth as visitors and participants frequent the area. The surf club's programs will introduce surfing to new demographics, fostering a deeper connection to ocean conservation and environmental stewardship within the community. Furthermore, the increased foot traffic and recreational activities will generate employment opportunities, boost tourism revenue, and establish Alameda Point as a premier destination for water sports enthusiasts throughout the region. We believe this project will create lasting positive impacts that extend far beyond the immediate area, strengthening community bonds while promoting healthy, active lifestyles for residents and visitors alike.

Sincerely,

Madlen Saddik

Madlen Saddik
CEO/President
Alameda Chamber & Economic Alliance

From: Brad Shook <brad@bladium.com>

Sent: Tuesday, July 8, 2025 3:22 PM

To: Justin Long <jlong@alamedaca.gov>; Matt Nowlen <MNowlen@alamedaca.gov>

Subject: [EXTERNAL] Letter of support for the surf park

Alameda Recreation and Park Commission,

My name is Brad Shook and I am the founder and president of Bladium Sports Club (1994-present), past president of the West Alameda Business Association (2011-2014), Board Member of the City's America Cup Committee (2013), appointed member, committee to hire a new City Manager (2011) and a local Alameda resident since 2005. I fully support the surf park concept proposed by Neptune Beach Surf Club at Alameda Point. The following is a summary of my rationale:

1. The Surf Park will be a strong public benefit that will differentiate Alameda from other Bay Area cities.
2. Further develop the Alameda Point Brand as a destination location with a wide array of unique businesses, attractions, events and activities.
3. The Surf Park will be a destination attraction that will increase demand for new retail opportunities and ignite demand for the existing Alameda Point Businesses.
4. The proposed Enterprise Park location will offer synergies with other aquatic programming and uses like the sailing center, youth camps, kayaking, paddle boarding, soccer fields and other recreational activities.
5. The Surf Park will be an amazing Bay Area attraction and unique destination for family fun activities and events. Reminiscent of the original Neptune Beach, which was a popular amusement park and resort (1917 to 1939).
6. Close proximity to the Alameda Point Ferry terminal.
7. High quality team behind the proposed development that has extensive experience working on Alameda Point projects and development.

In summary, Alameda's unique island charm, central Bay Area location and the redevelopment opportunities at Alameda Point are ideal for this type of development. Please lend your support to move this project forward.

Sincerely,

Brad Shook
510-529-5254



The Alameda Point Collaborative works to end homelessness by providing housing and services to create communities where formerly homeless families and individuals can flourish.

July 8, 2025

RE: Support for Neptune Beach Surf Club

To Whom It May Concern:

I am writing to confirm that Alameda Point Collaborative (APC) wholeheartedly supports the Neptune Beach Surf Club (NBSC) project and believes it will greatly benefit both APC residents and the broader community.

NBSC plans to implement a local hire program that prioritizes Alameda residents and aims to build strategic partnerships with organizations like APC. This includes training opportunities through local surf-centric nonprofits. The program will benefit the community in two key ways: first, by providing local surf nonprofits with well-trained guides, and second, by offering young APC residents meaningful job training that prepares them for future opportunities beyond our immediate community.

Additionally, NBSC will offer all APC residents access to water sports and related activities—opportunities that have historically not been accessible to many of our BIPOC community members. This effort will help broaden horizons and open the door to futures our residents may have never imagined possible.

Sincerely,

Andrea K. Urton

Andrea Urton, LMFT
Executive Director



July 9, 2025

Alameda Recreation and Parks Commission
c/o Justin Long, Director, Recreation and Parks
jlong@alamedaca.gov

RE: Workshop to Review and Comment on the Concept for a Surf Pool at Enterprise Park, July 10, 2025

Dear Members of the Alameda Recreation and Parks Commission,

Golden Gate Bird Alliance is dedicated to conserving and restoring wildlife habitats, connecting people of all ages and backgrounds with the natural world, and educating and engaging Bay Area residents in the protection of our shared, local environment. We represent our 7,000 members and supporters who are dedicated to the protection of birds and wildlife in the Bay Area.

The location of Enterprise Park next to San Francisco Bay offers a unique opportunity in this dense urban environment to expand the natural environment and to connect more people with the rhythms of nature. This proposal for a commercial surf park in Enterprise Park limits our opportunity to advocate for expanded natural habitat during a master planning process for the entire park.

Habitat loss is the leading cause of bird population declines. Despite the Bay Area's dense urban landscape, pockets of critical habitat remain, along with opportunities for enhancement, such as parks where native plants can be the dominant vegetation.

We are also concerned about this much space in this public park being dedicated to a form of recreation that is costly to enjoy. Part of our mission is to advocate for a world where all people and programs will be welcoming, inclusive, and equitable, reflecting the racial, cultural, and economic diversity of the Bay Area. We advocate for greater access to parks and nature preserves for groups that are underrepresented, such as persons with disabilities, the economically disadvantaged and elderly. Given the limited user group this facility would be designed for, we question whether this surf pool enterprise is the best use of this public shoreline space.

For the above-stated reasons, therefore, we are opposed to the City of Alameda leasing space to this surf pool developer before a thorough master planning process for the entire park is carried out.

Sincerely,

Whitney Grover
Director of Conservation

GOLDEN GATE BIRD ALLIANCE

2150 Allston Way, Suite 210 Berkeley, California 94704

phone 510.843.2222 fax 510.361.0140 web www.goldengatebirdalliance.org

[EXTERNAL] Almanac Supports the Neptune Beach Surf Club Project

From Kevin Scoles <kevin.scoles@almanacbeer.com>

Date Wed 7/9/2025 1:52 PM

To Justin Long <jlong@alamedaca.gov>; Mnowlen@alameda.gov <Mnowlen@alameda.gov>

Cc Damian Fagan <damian@almanacbeer.com>

Dear Matt & Justine,

On behalf of **Almanac**, an Alameda-based business that employs more than 40 local residents and welcomes over 30,000 of guests each month to our Alameda Point Adventureland location, I am writing to express our enthusiastic support for the proposed **Neptune Beach Surf Club** ("NBSC").

The NBSC vision—to transform roughly 5.5 acres of under-utilized waterfront into a vibrant surf park anchored by a two-acre, state-of-the-art wave pool—will bring year-round, family-friendly recreation to our island city, creating the Bay Area's first controlled surf facility and accommodating up to 50 surfers at a time.

Why this project matters to Alameda

- **Economic vitality & jobs**

Construction and long-term operation are projected to generate hundreds of union and hospitality jobs while drawing new visitor spending to nearby businesses—breweries, wineries, restaurants, and retail—already flourishing along Spirits Alley and the West End.

- **Thoughtful waterfront activation**

By rehabilitating dormant Navy tarmac into public-oriented open space, the surf park advances the City's adopted vision for a vibrant, recreation-driven Alameda Point, complementing sailing, kayaking, and shoreline trails without burdening existing residential neighborhoods.

- **Heritage & community connection**

The project revives the spirit of the original Neptune Beach amusement resort that drew Bay Area families here in the early 1900s, restoring Alameda's historic identity as "Coney Island of the West" while offering modern, accessible aquatics for all ages and abilities.

- **Sustainability & youth opportunity**

A controlled wave environment reduces long car trips to distant coastal breaks, lowering carbon emissions, and provides a safe venue for swim and surf lessons, youth programs, and adaptive-sports clinics that cultivate the next generation of Bay Area water stewards.

Almanac's commitment

As one of Alameda's most successful and community-engaged independent businesses, Almanac is eager to partner with NBSC on community focused projects and activations.

We respectfully urge the Council and relevant commissions to advance the Development Agreement and lease negotiations so NBSC can proceed to environmental review, detailed design, and, ultimately, groundbreaking. Approving this project will unlock significant economic, recreational, and cultural benefits for current residents while honoring the innovative spirit that defines Alameda.

Thank you for your leadership and for considering our perspective. Please feel free to contact me directly if I can provide additional information or testimony.

Sincerely,

Kevin Scoles

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Kevin Scoles
Executive Vice President of Sales
Almanac Beer Co.

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Mobile: 760-391-8647
651B W Tower Avenue
Alameda, CA 94501
www.almanacbeer.com

[EXTERNAL] Opposition to Surf Pool Proposal - Agenda Item 6B

From Jeanne Nader <gogreenjeanne@gmail.com>

Date Thu 7/10/2025 6:27 AM

To Justin Long <jlong@alamedaca.gov>

Dear Mr. Long,

Please relay my objection to this proposal to the Park Commissioners for the 7/10/25 meeting. I have lived on the West End of the island for 31 years and am a frequent visitor/walker to Encinal Beach and the associated open space. I participated in the many 'community' input sessions around the redevelopment of the base, so I've seen all the different ideas, but nothing as inappropriate as a surf wave pool in the tidelands near Encinal Beach.

I am opposed to the development of this site as a surf wave pool for the following reasons:

Lack of transparency and inadequate community input:

I was unable to attend the 'pop up' event to offer initial comments, but was discouraged to discover that there hasn't been true transparency for this project and how it fits into the master plan for the 'Enterprise Park'. I find it disconcerting that people attending this pop up got the impression that this wave pool is a done deal. What has happened to a fully transparent process where the community has ample opportunity to weigh in on the viability of this project? Why is this process so accelerated? I'm concerned that the developer's offer to underwrite infrastructure is bypassing and speeding up the process unnecessarily. Many people don't even know about this proposal vs. the aquatic center which had many opportunities for community input.

Project doesn't cover needed infrastructure:

Only token improvements are proposed. It will not widen the entrance from Central with bike lanes, sidewalks - making this area less accessible for cyclists and peds. It's already not that safe with cars going exceedingly fast down the entrance road. There's no defensible space currently for people walking or cycling.

Surf wave park is not appropriate for this site:

The Bay Shoreline is meant for people to appreciate nature, i.e., the seals, migratory birds and protect the tidelands. The impact from the sailing club, day care is minimal to folks who want to be in this natural spot. Adding a wave pool diminishes the existing space. The city is already chopping up Jean Sweeney park with a pool (not part of the original design). The West End deserves to have open space that is not commodified or chopped up further with commodified recreation.

I agree with bringing back the campground (that was here for the Naval Air Station) and creating more opportunities for people to enjoy this park, but don't feel that we need a 'destination activity' to enhance the park.

No Climate Impacts?

How is removing existing green space/potential carbon sink for a concrete structure/built environment not creating a climate impact?

I ask that the Park Commission extend the comment period for this project so that more Alameda residents have ample time to understand all the implications and have a say.

Sincerely,

Jeanne Nader
305 Spruce St., Alameda

[EXTERNAL] Alameda Neptune Beach Surf Club feedback

From Gregg Cevallos <greggcevallos@gmail.com>

Date Thu 7/10/2025 10:00 AM

To Justin Long <jlong@alamedaca.gov>; Matt Nowlen <MNowlen@alamedaca.gov>

Hi Justin and Matthew,

As a long time resident and homeowner in Alameda, I'm writing in full support of the proposed Neptune Beach Surf Club!

The concept is incredible and would be a huge value add to both the community of Alameda and the local businesses. Additionally, I believe the Surf Club would draw visitors to Alameda which would be of great benefit to local businesses.

In a time where all of us are spending more and more time on phones and interacting with technology, the Surf Club would allow a great way for families and individuals to recreate in a fun and safe way.

Please build the Surf Club as soon as possible!

Sincerely,

Gregg Cevallos
2814 Lincoln Ave
Alameda, CA 94501
(510) 381-1315



TO: Honorable Chair and Members of the Recreation and Park Commission

FROM: Justin Beutel, President, O Kalani Outrigger Canoe Center

DATE: July 10, 2025

SUBJECT: July 10, 2025 Recreation and Park Commission Meeting Agenda Item 6-B
“Workshop to Review and Comment on the Concept for a Surf Pool at Enterprise Park” (File Reference 2025-5225)

This letter provides a formal comment regarding Agenda Item 6-B, “Workshop to Review and Comment on the Concept for a Surf Pool at Enterprise Park,” scheduled for the Recreation and Park Commission meeting on 10 July 2025. The sender writes on behalf of the O Kalani Outrigger Canoe Center (O Kalani) and its board of directors.

At this time O Kalani has not developed a formal opinion regarding the concept of a surf pool at the proposed location and we are not yet prepared to support or oppose such a development. However, O Kalani would like to underscore the importance of maintaining a club site and adjacent access to the San Francisco Bay from Encinal Boat Ramp and beach by continuing our license agreement directly with the City of Alameda and the Alameda Recreation and Parks Department (ARPD). It is unclear in the current concept who would administer the proposed Enterprise Park; although we do appreciate the Neptune Beach Surf Club (NBSC) acknowledgement of O Kalani in their proposed design concept. We also acknowledge prior efforts of the NBSC to communicate with O Kalani regarding this matter and look forward to future conversations. Should this proposal move forward, we seek to continually be included in ARPD-facilitated discussions with the greater community as the concept is reviewed, revised, and potentially finalized.

O Kalani has long been an upstanding member of the Community of Alameda. We note that since its founding in 1980, the organization has had to move a number of times as we were subject to private or non-governmental organizations whose priorities have changed through time. After multiple relocations, we have gratefully called Encinal Boat Ramp home since 2013. Our current location offers the most efficient access to the dynamic water conditions that hone our water skills and fuel our passion for outrigger canoeing. It is arguably one of the best paddling locations in the greater San Francisco Bay Area.

We enjoy a productive and collaborative relationship with ARPD, and in our decade of residence at Encinal Boat Ramp we have witnessed the area transition from a somewhat defunct and disused resource to a vibrant community of water users including kayakers, paddleboarders, swimmers, fishermen and beachgoers. Some of that success is due to organizations like O Kalani, who maintain a presence by the Encinal Boat Ramp and offer safe access to the San Francisco Bay to the greater public with its open recreational and competitive paddling programs. We additionally host on average two outrigger canoe events

O Kalani Outrigger Canoe Center
PO Box 6254
Alameda, CA 94602
okalanioutrigger.org



each year by Encinal Boat Ramp, bringing hundreds of paddlers from Northern California to Alameda and its waters. Maintaining a club site and access to this water are paramount to O Kalani's mission to perpetuate outrigger canoe paddling and racing.

O Kalani Outrigger Canoe Center is a 501(c)(3) non-profit organization, which supports itself through modest membership dues, tax deductible contributions from individuals and fund raising activities in the community. We are an open organization that anybody can join. Our current membership, many of whom are longtime residents of the City of Alameda, stands at over 120 people aged 12-80+ who share a passion for the water and paddling. Many of O Kalani's members participate in races throughout the state of California, Pacific Northwest, Hawai'i, and beyond. This August, we are proudly representing California by sending paddlers to Brazil for the elite International World Distance Championships.

We strongly believe that ARPD and the greater public benefit from a continued relationship with O Kalani and similar community-focused organizations. We thank you for your consideration and look forward to a productive and collaborative planning effort regarding the future "Enterprise Park" development.

Sincerely,

Justin Beutel

President, O Kalani Outigger Canoe Center

president@okalanioutrigger.org