



Alameda Chamber & Economic Alliance
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June 22, 2026

Alameda Planning Board
City of Alameda
2263 Santa Clara Avenue
Alameda, CA 94501

RE: Support for Oakland Roots & Soul SC Interim Match Venue Proposal at Harbor Bay

Dear Chair and Members of the Planning Board:

On behalf of the Alameda Chamber & Economic Alliance and our membership community, I am pleased to express our strong support for Oakland Roots & Soul SC's proposal to explore the use of its Harbor Bay training facility as an interim home venue for professional soccer matches beginning in 2027.

Oakland Roots & Soul has established itself as much more than a professional sports organization. Since locating its training facility and front-office operations in Alameda, the club has become a valued community partner, actively engaging with local businesses, schools, youth organizations, civic groups, and nonprofit leaders. The organization has opened its doors to community events, supported youth programs, collaborated with local businesses, and participated in initiatives that strengthen the social and economic fabric of our city.

As the leading voice for business and economic development in Alameda, the Chamber recognizes the significant opportunities this proposal presents. Bringing professional sporting events to Alameda on a regular basis has the potential to generate meaningful economic activity for local restaurants, retailers, hotels, transportation providers, and other businesses. Match-day visitors create spending opportunities that support local jobs and contribute to the vitality of our business community.

Beyond the direct economic impact, the proposal would further elevate Alameda's profile throughout the Bay Area and beyond. Professional sports bring visibility, civic pride, and a sense of place that benefits residents, businesses, and visitors alike. The opportunity to host both the Oakland Roots men's team and the Oakland Soul women's team at a single venue also reflects values of inclusion, equity, and opportunity that align closely with our community's priorities.

We appreciate that Oakland Roots & Soul has proactively acknowledged concerns related to traffic, parking, noise, lighting, and neighborhood compatibility. We are encouraged by the organization's commitment to working collaboratively with City staff, residents, businesses, and other stakeholders to develop thoughtful mitigation strategies and operational plans. We believe these issues can and should be addressed through a comprehensive planning process that balances community concerns with the substantial benefits this project can provide.

The Chamber supports continued evaluation of this proposal and encourages the Planning Board to consider the long-term value that Oakland Roots & Soul brings to Alameda as an employer, community partner, and economic driver. The club has demonstrated a genuine commitment to being a good neighbor and a positive contributor to our community. This interim venue proposal represents an opportunity to strengthen that partnership while creating new economic, cultural, and recreational benefits for Alameda residents and businesses.

Thank you for your thoughtful consideration. We appreciate the Planning Board's service to our community and look forward to supporting efforts that enhance Alameda's economic vitality, quality of life, and regional prominence.

Sincerely,

Madlen Saddik

Madlen Saddik
CEO/President
Alameda Chamber & Economic Alliance



DOWNTOWN ALAMEDA

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June 19, 2026

City of Alameda Planning Board
2263 Santa Clara Avenue
Alameda, CA 94501

Re: Agenda Item 5-B: Support for Oakland Roots and Soul Sports Club Interim Stadium Proposal

Dear Chair and Members of the Planning Board:

On behalf of Downtown Alameda Board of Directors and the more than 400 businesses we represent, we are pleased to express our support for the Oakland Roots and Soul Sports Club proposal to utilize their Harbor Bay Parkway training facility as an interim venue for professional and community sporting events over the next three to five years.

We believe this proposal is a valuable opportunity for Alameda. While the Oakland Roots continue to work with the Port of Oakland on a long-term stadium solution, this temporary venue would bring thousands of visitors to Alameda each year and provide a boost to local businesses.

Downtown Alameda's restaurants, cafés, bars, shops, and entertainment venues are particularly well-positioned to benefit from increased activity before and after games. Just as importantly, looking beyond the immediate economic impact, these events would introduce new visitors to Alameda and encourage them to return to explore everything our city has to offer.

This proposal also builds on the excitement created by hosting the Australian National Soccer Team, the Socceroos, during the FIFA World Cup. Their presence has generated enthusiasm throughout the community and showcased Alameda as a welcoming destination for soccer fans. Hosting Oakland Roots and Oakland Soul matches would continue that momentum and bring positive attention to our city.

We are especially pleased that the proposal includes not only professional soccer matches, but also youth, high school, college, and community sporting events. These activities reflect the values of our community and provide opportunities for residents and visitors of all ages to participate and connect.

Downtown Alameda supports efforts that bring people to Alameda, support local businesses, and strengthen our community. We believe this proposal does all three, and we respectfully encourage the Planning Board to support it.

Thank you for your consideration.

Sincerely,

Kathy Weber,
Executive Director

From: [Brian McGuire](#)
To: [Jennifer Warner](#); [Steven Buckley](#)
Cc: [Andrew Thomas](#)
Subject: FW: 6/22 Meeting - Agenda Item: PLN26-0281
Date: Monday, June 22, 2026 4:03:17 PM
Attachments: [image001.png](#)
[City of Alameda Agenda 6-22.pdf](#)

FYI.

From: Jay Atkinson <atkinson@pacelineinvestors.com>
Sent: Monday, June 22, 2026 3:58 PM
To: Brian McGuire <bmcguire@alamedaca.gov>; Sunny Tsou <stsou@alamedaca.gov>; Andy Wang <awang@alamedaca.gov>; Xiomara Cisneros <xcisneros@alamedaca.gov>; Hanson Hom <hhom@alamedaca.gov>; Diana Ariza <dariza@alamedaca.gov>; Teresa Ruiz <truiz@alamedaca.gov>; Asheshh Saheba <asaheba@alamedaca.gov>
Cc: Abby Thorne-Lyman <athornelyman@alamedaca.gov>; Tyler Meyerdirk <tyler@pacelineinvestors.com>
Subject: [EXTERNAL] 6/22 Meeting - Agenda Item: PLN26-0281

Dear Brian and Planning Commissioners:

I am writing to you in my capacity as current President of the Harbor Bay Business Park Association and as a property owner of 11 commercial buildings in Harbor Bay, including several with Alameda's larger commercial employers – Abbott Laboratories and Penumbra.

The Oakland Roots and Soul Sports Club are a well-run organization and an asset to Alameda and the broader East Bay community. We are appreciative of the Club's outreach to communicate their goals, plans and present activities in a way that minimizes stresses and negative impacts. They have been professional and thoughtful in their communications and decision-making and I do not doubt they would be going forward as well. The Association and property owners including myself have been supportive of the Club in many ways.

At this point, our primary concern is oriented on potential traffic and parking impacts, particularly weekday events. We would want to stay in coordination with the team to understand potential impacts and mitigate them.

Unfortunately, I will be able to attend the session this evening due to a family commitment, but I am available to answer any questions in the future.

Best regards,

JAY ATKINSON



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