


## Exhibit 3

# Draft Main Street Neighborhood Specific Plan

## Internet Survey

During the period of October 17<sup>th</sup> to November 10<sup>th</sup> there were 186 responses to an internet survey hosted by Peak Democracy. The survey asked respondents to help shape the Main Street Neighborhood by giving their opinions about four key areas of the Plan. Below is the survey, survey results and summary of additional comments received.

 **Help shape the future of the Main Street Neighborhood! Tell us what you think about these plans for the neighborhood's public and private spaces.**

### Introduction

**A draft Specific Plan has been completed for the Main Street Neighborhood at Alameda Point,** which covers approximately 108 acres, located south of the Alameda Main Street Ferry terminal and north of the Town Center and waterfront land surrounding the Seaplane Lagoon, as shown on the adjacent map.

The Specific Plan is the culmination of over 10 years of planning work for the Naval Air Station Alameda's redevelopment. and represents over 10 years of planning work.

**The plan lays out the visions for how the new development, open spaces, and streets will be designed to create a pedestrian friendly, transit supportive mixed-use residential area.**

Completing [this survey](#) is just one of the ways to provide comments about the plan. Below are two upcoming meetings where you can also provide input:

- City Planning Board, October 24, 2016, 7:00 pm
- City Council Meeting, November 1, 2016, 7:00 pm

**Please take a few minutes to share your priorities for this plan.**

Here is a link to the complete [Draft Specific Plan](#) and the [webpage](#) that provides the background of the planning effort for the Main Street Neighborhood.



[Click to enlarge](#)

The open spaces in the Main Street Neighborhood are an integral part of the overall open space framework for Alameda Point. Urban agriculture and a network of smaller parks and community gathering spaces and mixed-use trails are envisioned to reinforce the historic and small town qualities of the City of Alameda.

The 3.3-acre Central Gardens acts as the distinct focal point of the community that knits the new mixed use neighborhood together.








**CENTRAL GARDENS: CONCEPT PLAN**  
ALAMEDA MAIN STREET






Please tell us how strongly you agree or disagree with the importance of the following open space amenities.

	Strongly Agree	Agree	Neutral / No Opinion	Disagree	Strongly Disagree
Community Gardens	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Playgrounds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Informal play fields	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Picnic Tables/BBQs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Informal open grass areas for recreating and gathering	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Small neighborhood event space (for music, markets, educational forums)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>






## Community Gardens

		Response Percent	Response Count
Strongly Agree		44.9%	83
Agree		33.5%	62
Neutral / No Opinion		14.6%	27
Disagree		3.8%	7
Strongly Disagree		3.2%	6






## Playgrounds

		Response Percent	Response Count
Strongly Agree		55.7%	103
Agree		33.5%	62
Neutral / No Opinion		7.6%	14
Disagree		2.2%	4
Strongly Disagree		1.1%	2






## Informal play fields

		Response Percent	Response Count
Strongly Agree		41.1%	76
Agree		38.9%	72
Neutral / No Opinion		15.7%	29
Disagree		1.1%	2
Strongly Disagree		1.1%	2






## Community Center

		Response Percent	Response Count
Strongly Agree		38.9%	72
Agree		30.3%	56
Neutral / No Opinion		24.9%	46
Disagree		3.2%	6
Strongly Disagree		2.2%	4






## Picnic Tables/BBQs

		Response Percent	Response Count
Strongly Agree		40.5%	75
Agree		37.3%	69
Neutral / No Opinion		16.2%	30
Disagree		1.6%	3
Strongly Disagree		1.6%	3

## Informal open grass areas for recreating and gathering

		Response Percent	Response Count
Strongly Agree		58.4%	108
Agree		28.1%	52
Neutral / No Opinion		10.3%	19
Disagree		1.1%	2
Strongly Disagree		1.1%	2

## Small neighborhood event space (for music, markets, educational forums)

		Response Percent	Response Count
Strongly Agree		43.8%	81
Agree		30.8%	57
Neutral / No Opinion		18.4%	34
Disagree		4.3%	8
Strongly Disagree		1.6%	3

### Additional Parks and Open Space Comments:

- Being able to see through the park from all directions with no buildings, in my opinion, would be the best concept for a neighborhood centerpiece.
- Make sure you're irrigating any open space lawn/trees/landscaping with recycled water a
- A community center for the neighborhood that functioned like the Senior Center, with free or low-cost classes and activities for all ages, would be a very important way to bring the nearby residents together.
- All items should be structured in a way that required ongoing operating expenses are minimized so that the area can be kept in great condition with minimal expense.
- A park surrounded on all four sides by roads is hard to pull off. Better to move the N/S streets to the other sides of the homes & buildings, and integrate them into the east and west edges of the park. Make Orion a robust multi use path for bikes and peds while providing space for emergency and maintenance access.📍
- All gardens, picnic areas, and gardens have become homeless magnets as a municipality will spend the money to build the place and never follow up with enforcement, policing, or maintaining the parks
- Love gardens...& hope orchard will actually be fruiting trees...hopefully a variety so harvesting could b.

- There should be parking associated with the number of people you hope to have attend 'community functions'. e almost year round
- This design doesn't seem to have space for playing field games like soccer, football, tee-ball, etc. Instead of a community garden, I'd like to see more space for playing on grass

## LAND USE APPROACH

The Specific Plan envisions the Main Street Neighborhood as a classic Alameda Neighborhood with a range of land uses including a diverse mix of residential housing types, open space and commercial uses. It identifies and builds upon many of the distinct qualities of the neighborhood - its urban agriculture, open space and historic character. The types and intensity of uses, especially commercial uses at the edges of the area, are envisioned to transition naturally with the surrounding land use concentrations of the adjacent sub-districts.



[Click to enlarge](#)

### Do you agree with this approach?

- Yes
- No
- Don't Know / No Opinion

		Response Percent	Response Count
Yes	<div style="width: 68.1%; background-color: #e67e22;"></div>	68.1%	126
No	<div style="width: 14.1%; background-color: #e67e22;"></div>	14.1%	26
Don't Know / No Opinion	<div style="width: 17.8%; background-color: #e67e22;"></div>	17.8%	33

### Additional Land Use Comments:

- Needs more green open space. The green space should connect with the adjacent development to create a continuous green thoroughfare
- I'd like to see more open space for public use, I'd like to see this extremely unique site take advantage of making as much open space possible available for public use.
- I think it's vitally important for the city to have a compassionate approach to the folks who live in the ranches in the Main Street Area and give those residents first crack at buying and or renting any new units bought in the neighborhood.
- This looks like a lot of space for housing. There should be more green space. What about an outdoor movie theater? What about a large park with a ferris wheel? Let's get creative. What about more small businesses, artist studios? You could use containers for offices and studios
- More single story, small homes (tiny houses) for our aging population of Baby Boomers and up.

## COMMERCIAL USES

The commercial uses within the neighborhood are an important asset because they will offer services, jobs, live/work opportunities, as well as mitigate traffic by offering convenient and easily accessible services for nearby residents.

Please tell us how strongly you agree or disagree with the importance of the following types of commercial uses envisioned:



	Strongly Agree	Agree	Neutral / No Opinion	Disagree	Strongly Disagree
Office/Research & Development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Neighborhood serving retail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cultural centers/galleries/studios	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restaurants/Cafes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Art galleries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maker studios*	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Educational facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public services - Post office, library, health clinic, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

\*A "maker" studio is a light industrial or commercial space used for small-scale specialty manufacturing goods.






### Office/Research & Development

	Response Percent	Response Count
Strongly Agree	28.8%	53
Agree	29.3%	54
Neutral / No Opinion	25.0%	46
Disagree	8.7%	16
Strongly Disagree	7.1%	13






### Neighborhood serving retail

	Response Percent	Response Count
Strongly Agree	45.1%	83
Agree	34.8%	64
Neutral / No Opinion	6.5%	12
Disagree	8.7%	16
Strongly Disagree	3.3%	6






### Cultural centers/galleries/studios

		Response Percent	Response Count
Strongly Agree		34.2%	63
Agree		35.9%	66
Neutral / No Opinion		21.2%	39
Disagree		5.4%	10
Strongly Disagree		1.6%	3






### Restaurants/Cafes

		Response Percent	Response Count
Strongly Agree		53.8%	99
Agree		31.5%	58
Neutral / No Opinion		4.3%	8
Disagree		6.5%	12
Strongly Disagree		2.2%	4

### Maker studios\*

		Response Percent	Response Count
Strongly Agree		32.1%	59
Agree		37.5%	69
Neutral / No Opinion		18.5%	34
Disagree		7.1%	13
Strongly Disagree		2.2%	4

### Educational facilities

		Response Percent	Response Count
Strongly Agree		35.9%	66
Agree		35.3%	65
Neutral / No Opinion		20.1%	37
Disagree		3.8%	7
Strongly Disagree		2.2%	4

**Public services - Post office, library, health clinic, etc.**

		Response Percent	Response Count
Strongly Agree		45.7%	84
Agree		31.0%	57
Neutral / No Opinion		12.0%	22
Disagree		8.2%	15
Strongly Disagree		2.2%	4

**Additional Comments on Commercial Uses:**

- I think it is a great idea to have this area be mixed-use residential, manufacturing and open space. It will allow people to live and work in this area. Great job!
- We need a mix that favors innovation and manufacturing over retail jobs to bring more skilled jobs into the mix
- Some retail for basic necessities to mitigate the need to get in car seems like a good idea. But given the large retail development at Alameda Landing, how much more retail is needed in the area?
- Unless we build significantly more housing units than currently envisioned for this site, it is hard to imagine it supporting many of the above uses, at least without drawing people away from Site A & B where those uses make more sense
- Easy access to goods and services is paramount, especially libraries, post offices, and groceries but also including medical and other professional services
- The City should not oversaturate the West End with retail. Instead of building a lot of new retail space on the Point, the City should reinvest in Webster Street
- Facilities for businesses that provide decent salaries, please.
- It is important that these retail/restaurants/cafes not be "big box stores" or national chains

**APPROACH to BUILDING HEIGHTS**

Building Heights in the Main Street Neighborhood will transition from lower heights in the northern part of the neighborhood in the vicinity of the Big Whites neighborhood and Historic District, to higher heights in the southeastern and southern part of the neighborhood to correspond with more intense uses envisioned for the future campus of the Collaborating Partners and along the edges of the neighborhood adjacent to the Adaptive Reuse and Town Center area.






[Click to enlarge](#)

**Do you agree with this approach?**

- Yes
- No
- Don't Know / No Opinion



		Response Percent	Response Count
Yes		53.5%	99
No		23.8%	44
Don't Know / No Opinion		22.7%	42

Additional Comments on Building Heights:

- You're placing higher buildings on the South, which means the entire garden and most of the public spaces will receive majority shade throughout the year. I would suggest you place the higher buildings to the North
- It would be nice if you could preserve the historic, and successful, attempts to keep a view of the hills or the City down every street
- Why not keep bigger buildings near the hangars (i.e. the existing bigger buildings)?
- I believe area 3 and 4 could have a mixed height plan each, not necessary has to be each area with only one height. Yes, 4 floors maximum is a good scale for Alameda.
- I think the SF skyline and views of the bay should be maintained as much as possible for any residents/business owners already accustomed to them.