

Recommended Approach Enterprise District – Alameda Point

City Council
October 20, 2015



Enterprise District Planning Vision

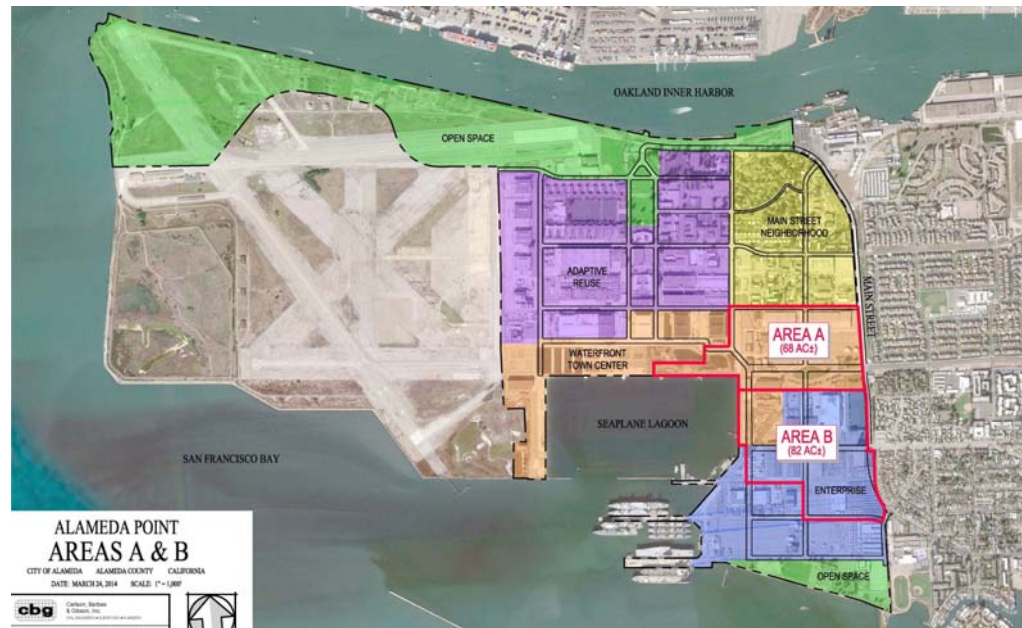
- Strategic land use planning for Enterprise District as part of 2014 zoning amendment
 - Catalytic commercial uses with spin-off potential
 - Job creation
 - Working waterfront
 - Minimize impacts in transition areas
- Four sub-districts within Enterprise Area created to address vision



SLIDE #1

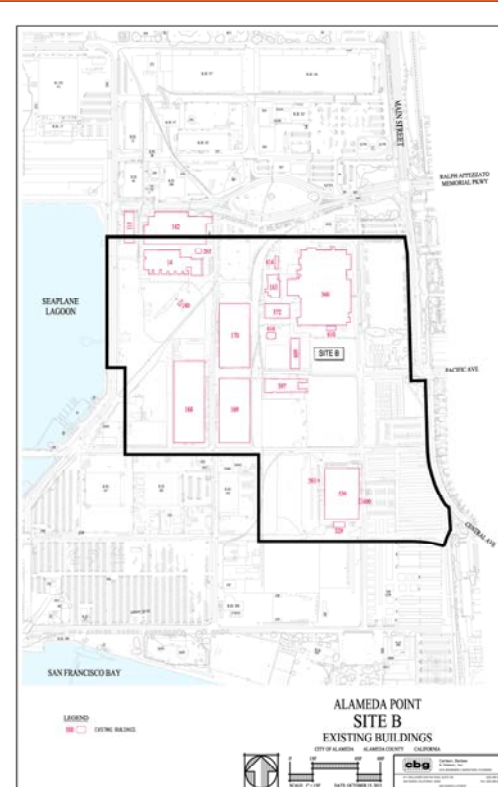
Recommended Approach

1. Use existing contract with Cushman & Wakefield
2. Link marketing phases to Site A progress
3. 6-month updates to evaluate approach and pivot, if necessary



Benefits of Approach

1. New approach with primary focus on end users, not developers and avoids stigma
2. Cost efficient by using existing commission structure
3. Flexible approach that can evolve easily and avoid premature ENA or DDA



SLIDE #3

Proposed Development Strategy

- **Awareness Phase:**
 - Site A Pre-Infrastructure/
Phase 1 Closing
 - 9-14 Months
- **Connection Phase:**
 - Site A Phase 1 Infrastructure Begins
 - 10-36 Months
- **Delivery Phase:**
 - Site A Phase I Infrastructure
Completed
 - 18-48 Months



SLIDE #4

Roles & Responsibilities

- **City of Alameda**
 - Provide ongoing oversight of effort
 - Participate in key user and developer meetings
 - Lead transactional negotiations
 - Evaluate progress and recommend changes and improvements to approach
- **Cushman & Wakefield**
 - Execute marketing and outreach strategy
 - Frontline point of contact for new interest
 - Participate in transactional negotiations, when appropriate
 - Provide input to changes to approach



Q & A



SLIDE #6