

# Alameda Point Partners Phase Zero Year One Activation Plan



September 15, 2015

# Agenda

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1. Objectives and Strategy
2. Site Plan and Place Making
3. Year One Events

# Objectives

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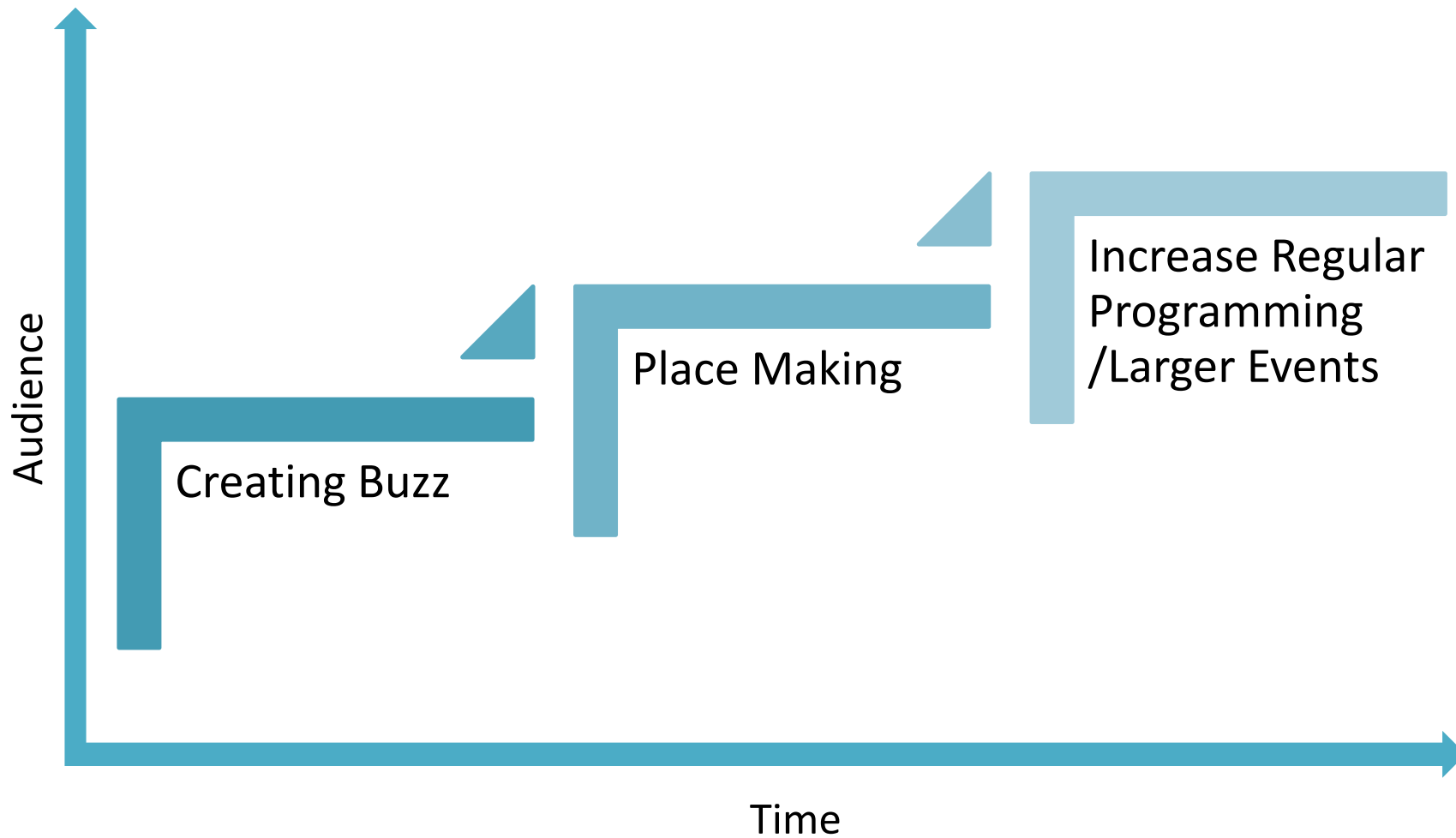
- Provide entertainment and recreation opportunities for Alameda residents
- Establish gathering places that can be programmed with events to increase draw to Alameda Point
- Create buzz promoting Alameda Point as a regional destination
- Develop a platform for Alameda small business participation

# Target Audience

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- Families
- Active lifestyle enthusiasts
- People interested in the arts, craft food and beverage

# Building an Organic Phase Zero



# Building Community

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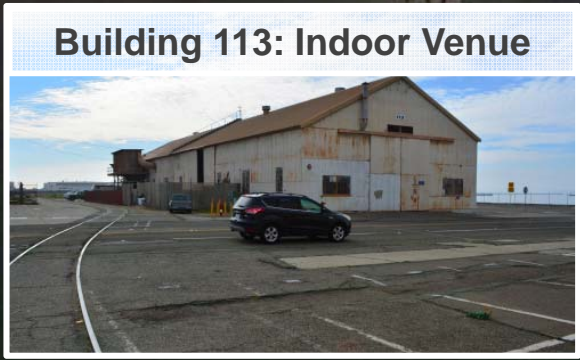
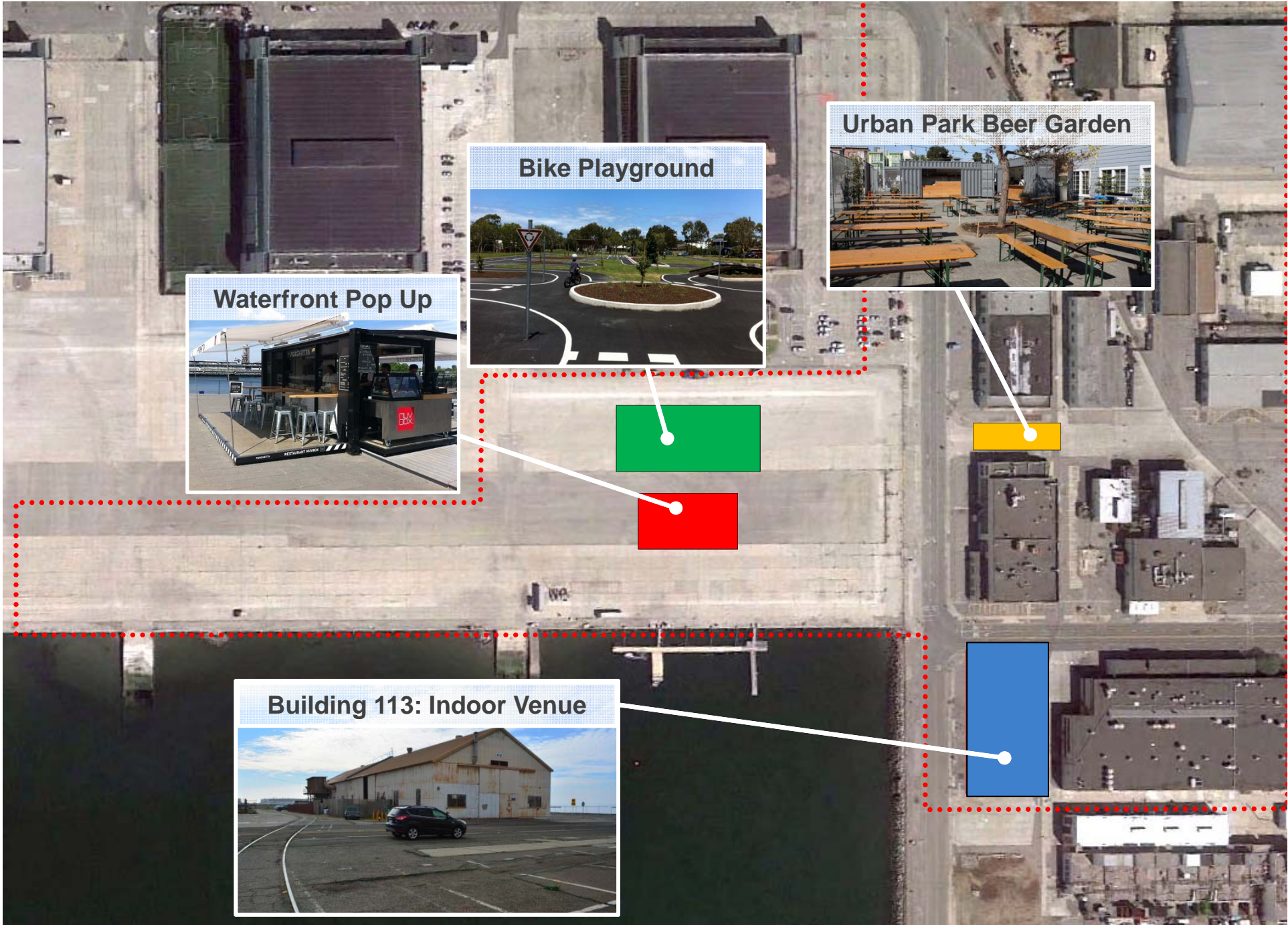
Alameda Point Partners is collaborating with local businesses and organizations to build a vibrant community.



BUILDING 43 WINERY



# Site Plan & Place Making



Locations may change dependent on construction

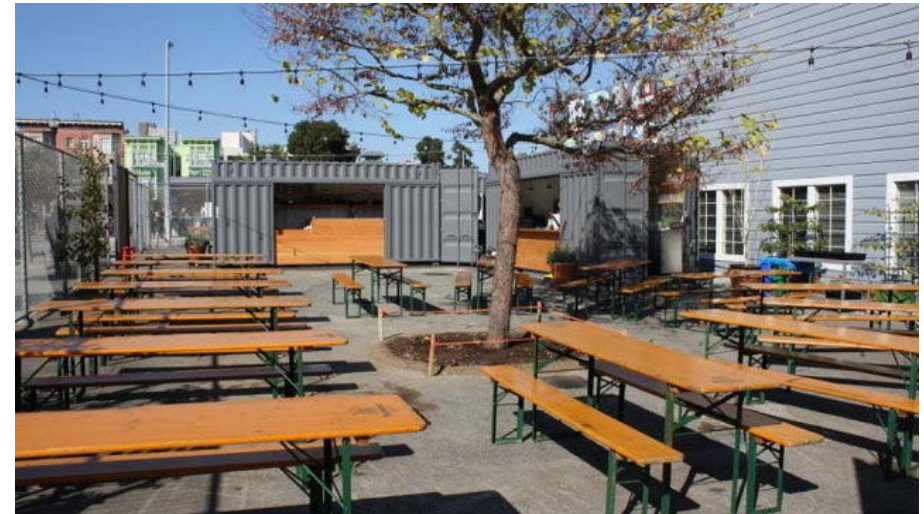
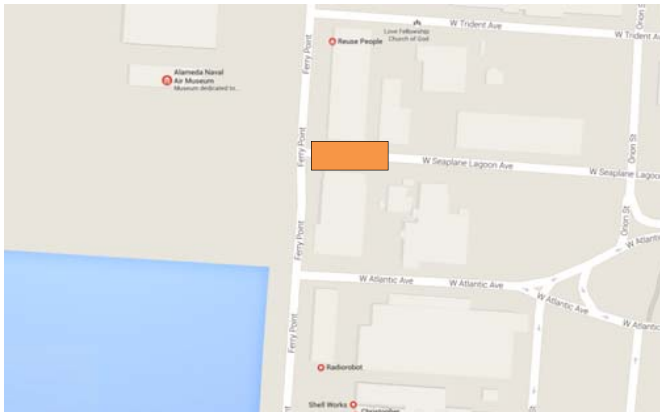


# Urban Park Beer Garden

- Located near the Urban Park
- Outdoor beer garden
- Local beer & food trucks
- Public Art
  - Murals along Building 13



**Timing:** October 2015, Spring 2016

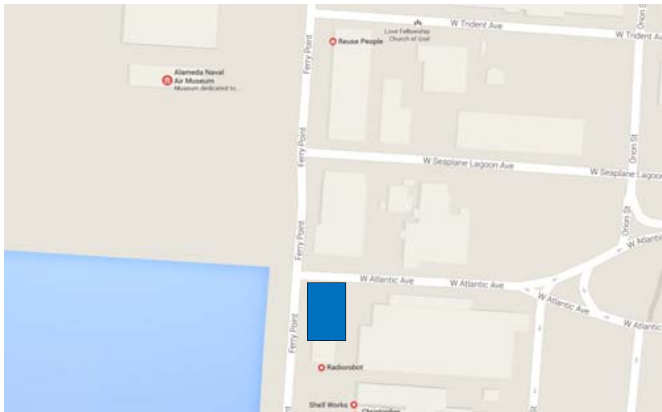


# Building 113: Indoor Venue

- Building 113 provides an Indoor Venue for:
  - Pop-up Galleries
  - Food and Wine Festivals
  - Public gatherings



**Timing: Early 2016**

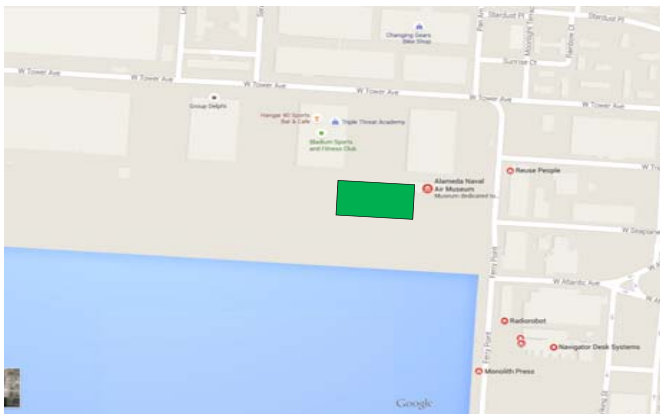


# Bike Playground

- Designed by Bike Hub of Alameda
- Offers young residents a safe space to learn to ride
- Provides kid friendly obstacles such as teeter-totters and small ramps



**Timing:** Early Summer 2016

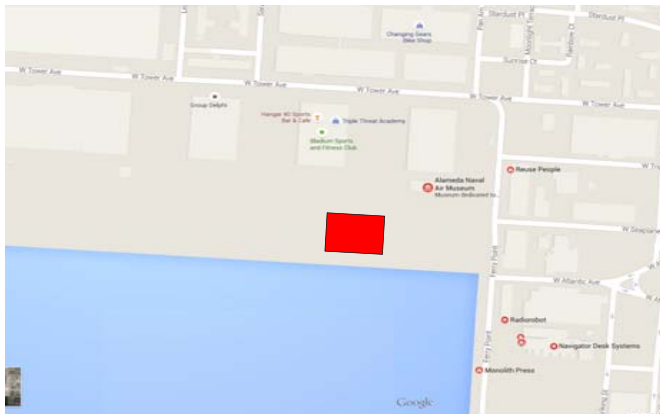


# Waterfront Pop Up

- Urban materials create unique pop up café space on the Taxiway
- Waterfront location offers excellent views and proximity to Bike Playground



**Timing:** Summer 2016

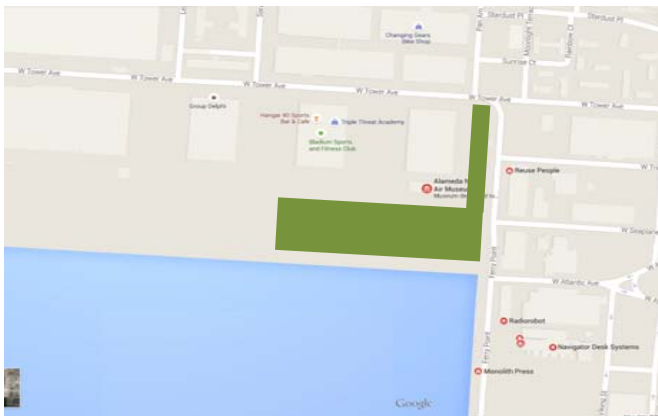


# Public Art

- Work with regional artists to incorporate large scale, rotating installations and murals



**Timing:** Spring 2016

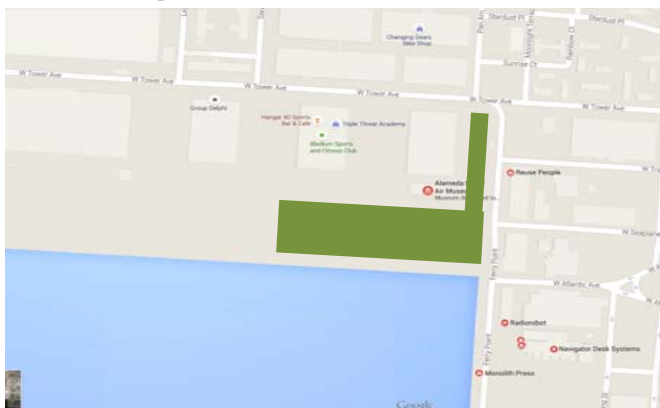


# Landscaping

- Planters and green space define distinct areas such as the Urban Park Beer Garden
- Functional art pieces are woven throughout the site



**Timing:** Summer 2016



# Year One Events

# Overview of Year One Events

Event Name	Timing
Alameda Point Pumpkin Patch	October 2015
Antiques Faire After Party*	October 2015/Monthly starting April 2016
Tinkering School Academy	October 2015/February 2016
Christmas Tree Lot	November-December 2015
MLK Day of Service*	January 2016
Winter Arts Festival	March 2016
Alameda Point Open House*	April 2016
Alameda Point Nature Walk*	April 2016
Ride on 2 Wheels*	May 2016
Outdoor Movie Series*	June – September 2016

\*Event partners with local Alameda Business or Organization

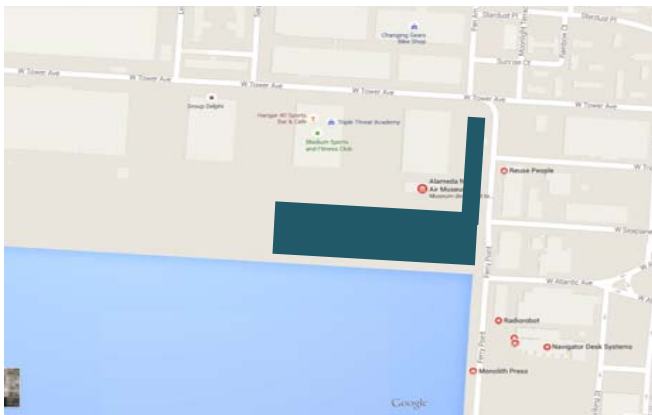


# Alameda Point Pumpkin Patch

- A festive, family friendly launch to Phase Zero
- Attractions include pony rides, inflatable slides, and controlled trampolines
- Collaborative marketing efforts with the Haunted Hornet and Alameda Point tenants



Timing: Oct. 2015

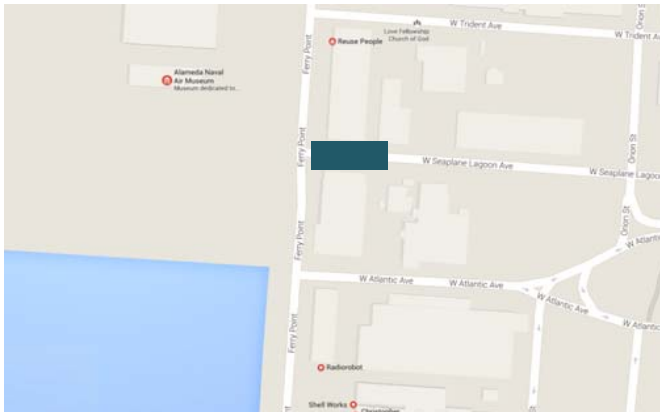


# Antiques Faire After Party

- Phase Zero's most regular event, works to capture traffic from the Antiques Faire
- Includes celebration of local food, beverage, and creative entertainment
- Starting October, 2015 returning April 2016
- Local partners: Lucky 13, A-Town Events



## Timing: October 2015

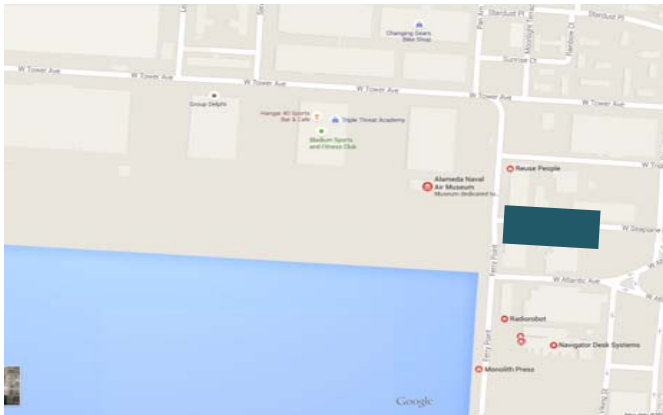


# Tinkering School Academy

- Tinkering School brings a pilot educational program to Alameda Point
- Students experience hands on learning through a one-day workshop
- Open to 16 students targeting ages 6-17



**Timing:** October 2015, February 2016

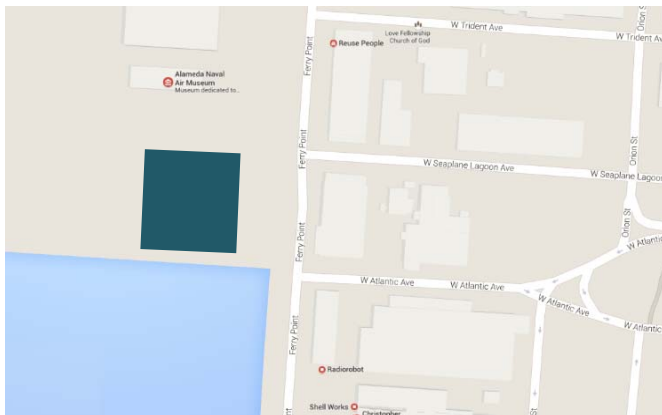


# Christmas Tree Lot

- Opens November 25, 2015
- Includes attractions such as jumpy houses and a petting zoo
- Hosting a community event to support the Alameda Point Collaborative and a donation site for Toys for Tots



## Timing: December 2015

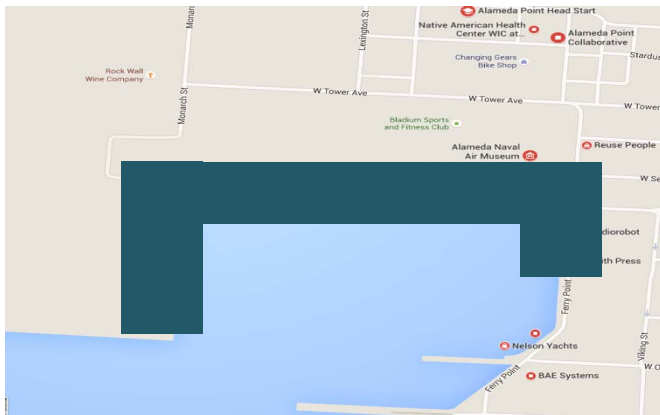


# MLK Day of Service

- Residents are invited to participate in:
  - Shoreline Clean-up
  - Replanting at the De-Pave Park
  - Installing Picnic Tables and Benches



**Timing: January 2016**

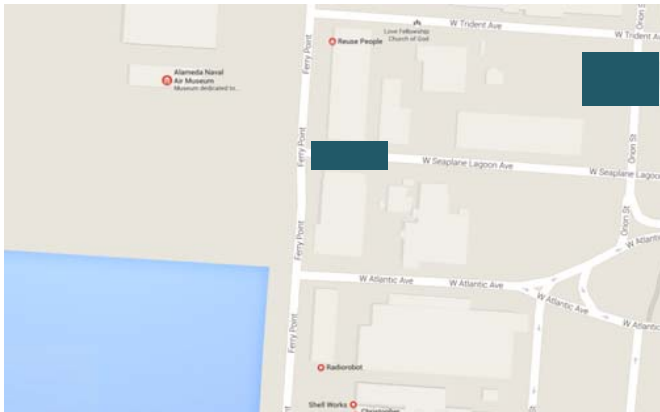


# Winter Arts Festival

- Reinforce the unique energy and creative opportunity, large scale, and industrial vibe.
- Activities the day of include:
  - Live art painting
  - Pop up gallery space
  - Art cars
  - DJs, food trucks, and cocktails



**Timing:** March 2016

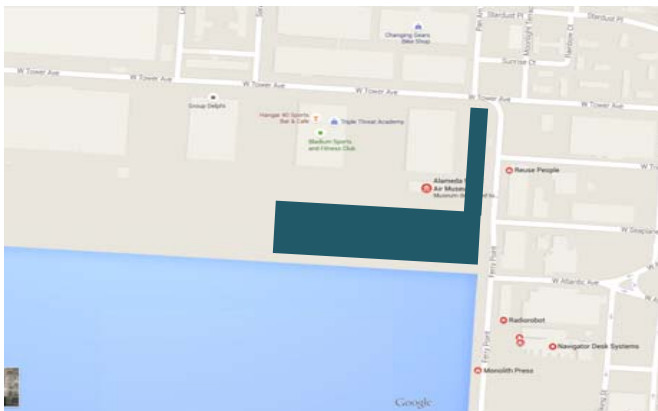


# Signature Event - Alameda Point Open House

- Celebrate the history, creativity, craft, and exploration on Alameda Point – past, present, and future
- Pay homage to the rich history
  - Hornet and Naval Air Museum educate attendees about the base's history
  - Unlock a peek into the unique places and archives



**Timing:** April 2016

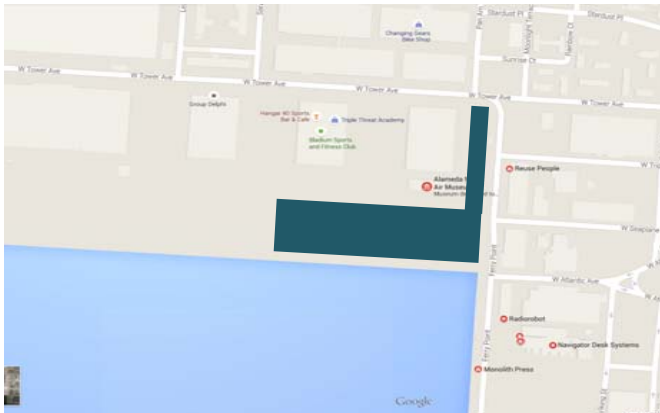


# Signature Event - Alameda Point Open House

- Highlight the entrepreneurial spirit of Alameda Point with a look in to the present and future:
  - Special Spirits Alley Tours
  - Open House at Alameda Point Studios
  - Alameda Point Partners celebrates what lies ahead



**Timing:** April 2016



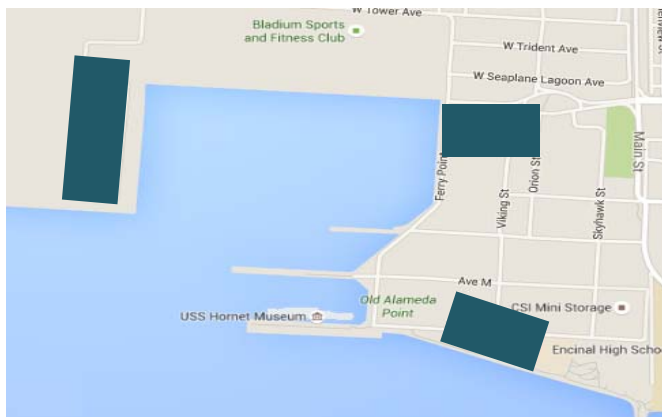


# Alameda Point Nature Walk

- Educate the public about the wildlife who also call Alameda Point Home
- 3 stops throughout the walk highlight the Harbor Seals, Least Terns, and conservation opportunities
- The event features special activities designed for children



**Timing:** April 2016

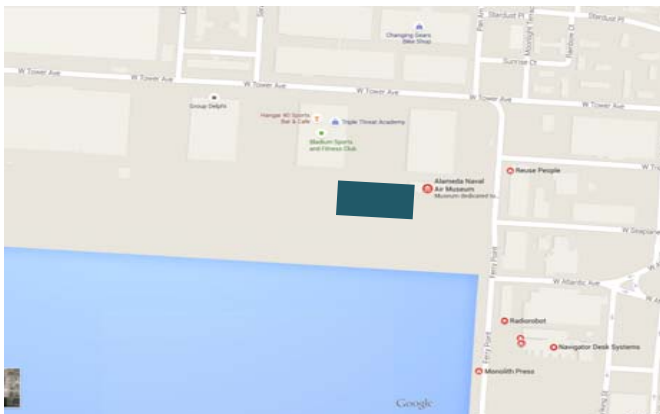


# Ride on 2 Wheels

- Alameda Bicycle brings their popular Ride on 2 Wheels class to Alameda Point to celebrate the launch of the Bicycle Playground
- Popular class teaches kids to ride without training wheels
- Day includes a BBQ celebration



**Timing:** May 2016

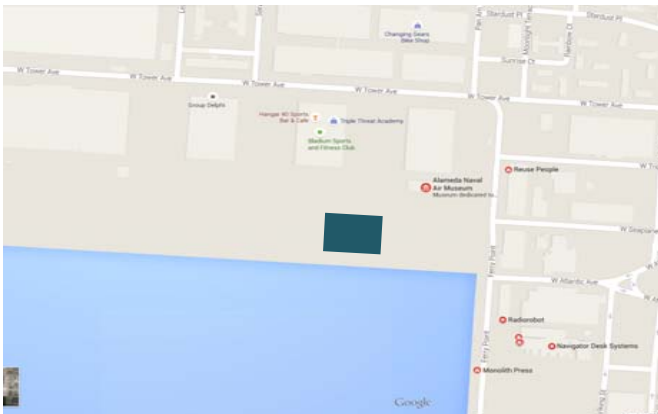


# Outdoor Movie Series

- Outdoor movie series held on the Taxiway
- Each month features a new theme with entertainment, such as 50's night or children's sing-a-long
- DJs, food trucks, and picnics make it a complete family night out



**Timing:** Monthly June – September 2016



Thank You