

WEST MIDWAY PROJECT

CITY COUNCIL STUDY SESSION

FEBRUARY 5, 2019

TCR

TRAMMELL CROW
RESIDENTIAL

SRMERNST
development partners

SB SB ARCHITECTS

ROMA

BKF
100+ YEARS
ENGINEERS
SURVEYORS
PLANNERS

LANGAN

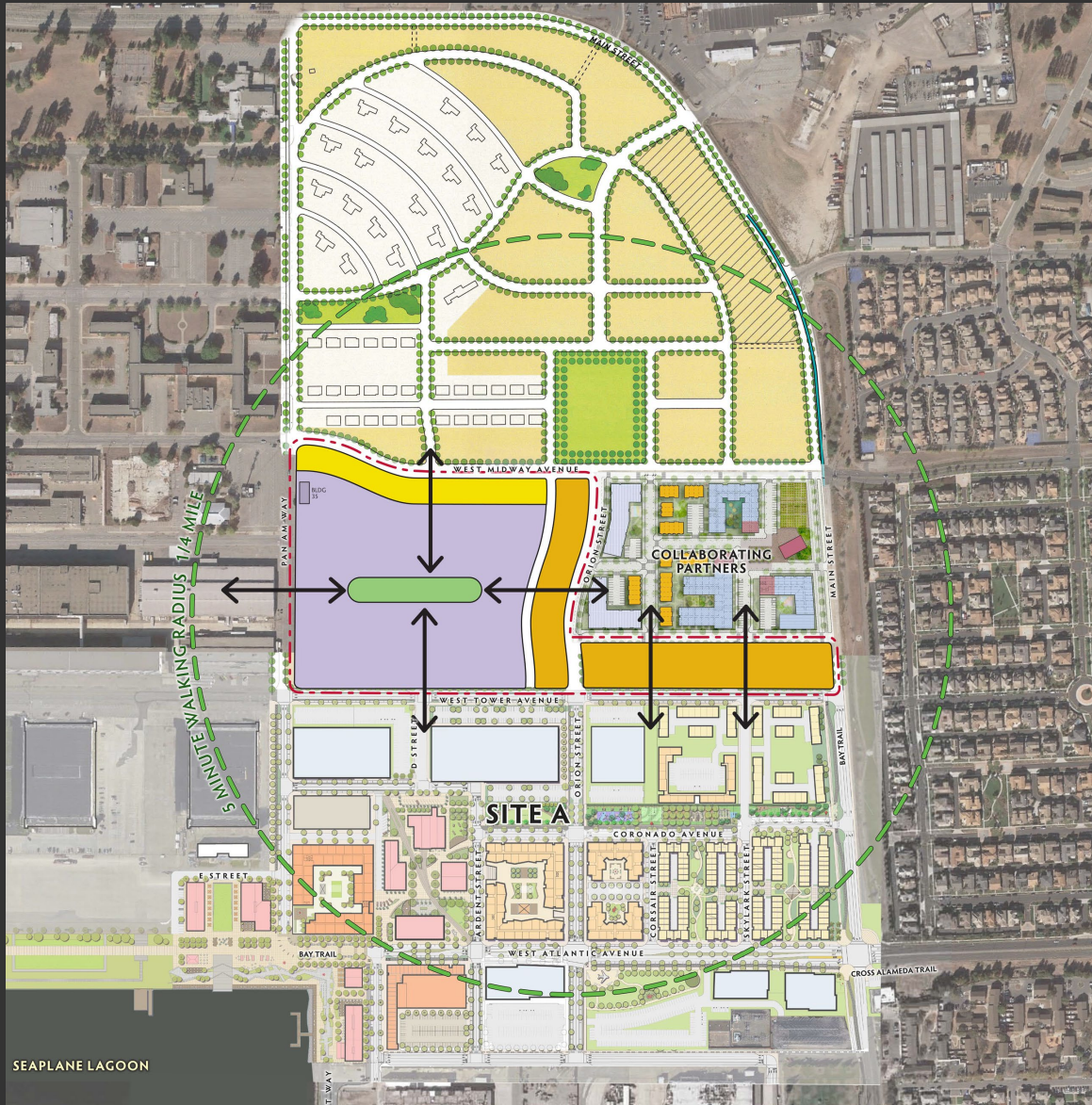


ALAMEDA POINT PARTNERS: TRAMMELL CROW and SRM ERNST
with ROMA Collaborative and SB Architects

- **CREATIVITY AND EXPERTISE TO ADDRESS CITY'S OBJECTIVES:** Award-winning design team provides innovation, new ideas and creativity balanced with development team's proven experience
- **PROVEN TEAM:** Truly experienced local team that moved Alameda Point forward after 20 years of planning to implement Site A
- **INNOVATIVE COMMUNITY:** Walkable neighborhoods with a wide range of housing and job types seamlessly integrated with Site A and Collaborating Partners
- **GREATER CERTAINTY:** Development team can work off of existing DDA, contracts, and City and Agency relationships to deliver West Midway with greater certainty!



Opportunity for creating a successful Innovation District

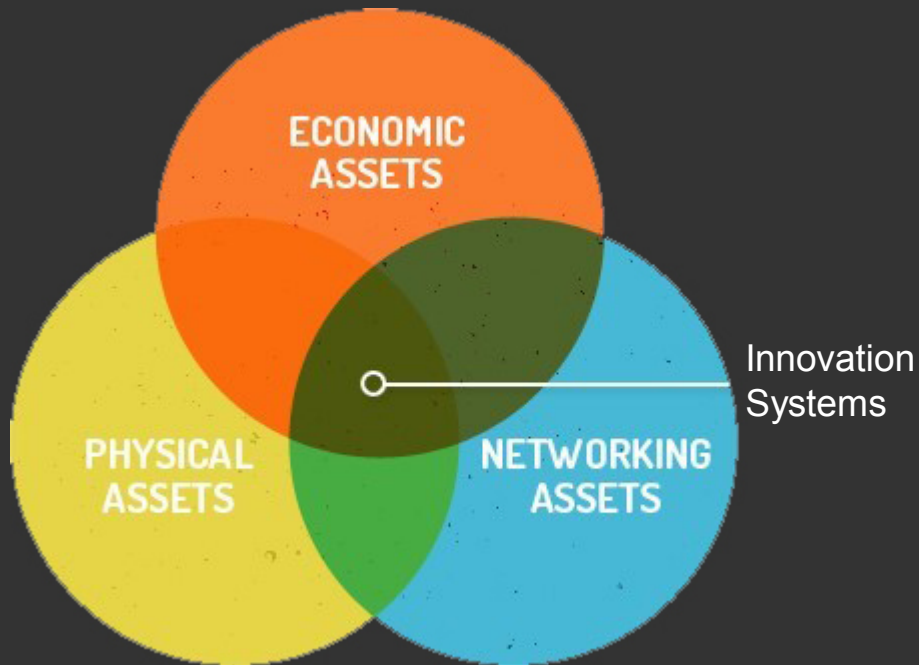


KEY GOAL:

- A quality, diverse sustainable job base.
- Create a compelling environment to attract and grow good businesses.
- Catalysts – towards achieving these goals:

Site A: Housing, people, infrastructure

West Midway: Innovation District



WHAT IS AN INNOVATION DISTRICT?

1. Place-based urban development strategy that aims to create a culture, a desirable location for innovative and creative companies and workers.

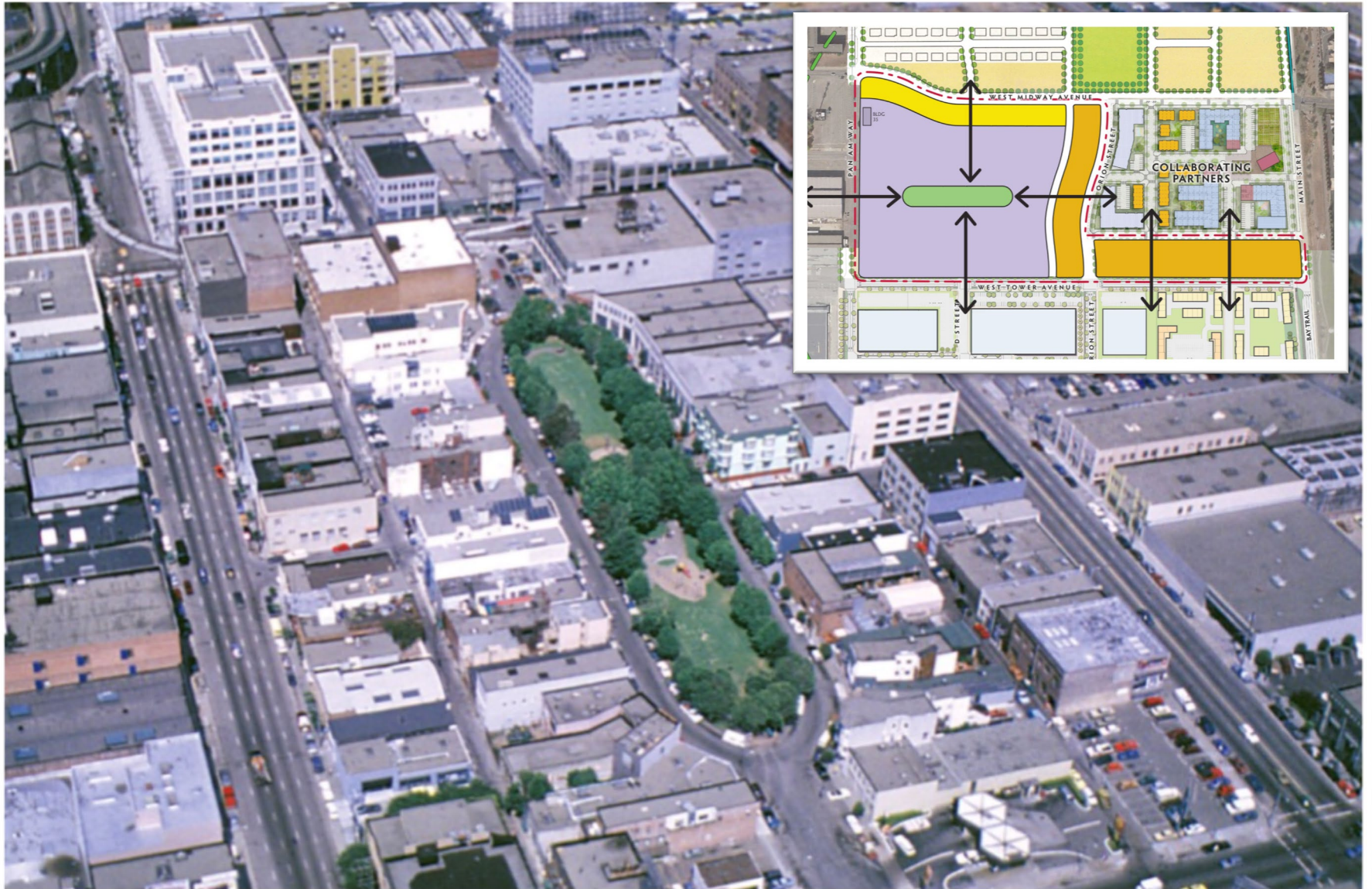
2. Key Components:

- a. Clustering
- b. Public and private sector; for profit, non profit; industry group collaboration
- c. Economic diversity, social impact
- d. Place – amenities, design, close proximity, critical mass

3. Mission-driven management, leasing.

4. Experienced mission-driven capital.

Creating Structure and Identity – Establishing a Sense of Place



Incorporating Opportunities for Play, Exercise and Well-Being



Open Space creates a Distinctive Setting for the Innovation District Buildings



Pre-Engineered Buildings can reduce Costs and improve Affordability
Light, Transparent Buildings add to the Understanding of Work in the District



Simple, Well Designed Examples of Innovation Buildings



High Bay Buildings that provide Flexibility and Adaptability



Providing Opportunities for Engagement and Enhanced Creativity



Innovation District Buildings can become an Ideal Setting for the Maker Culture



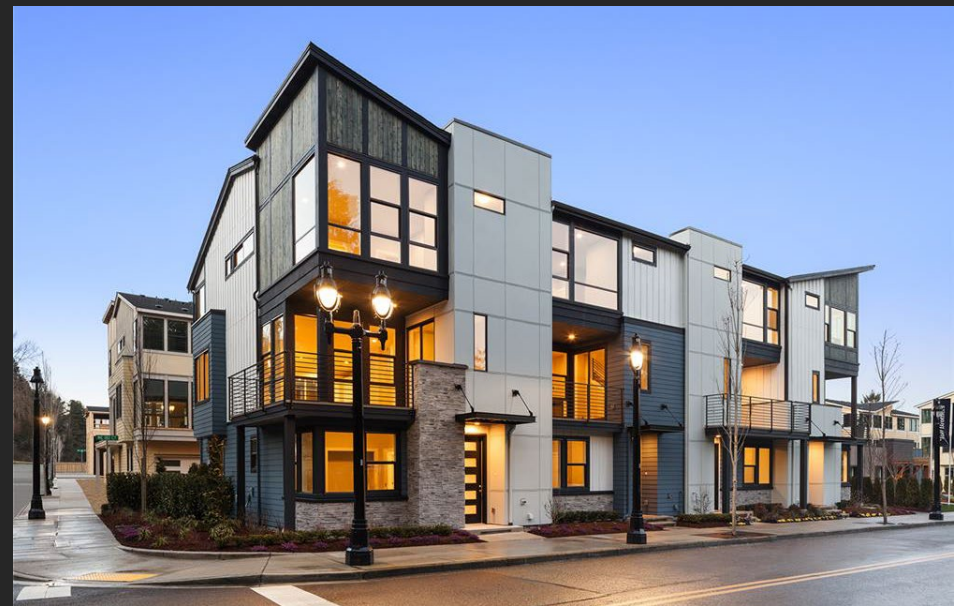
The Buildings can provide Incubator Spaces for Entrepreneurs and Start-Ups



A Mix of Housing Densities, Including Townhouses, Apartments and Co-Housing



Design and Materials to Compliment Alameda Traditional and Industrial Character



Livable, Quality & Sustainable Housing Design Developed with Community Input



Housing Frontages will be Pedestrian Scaled and Engaged with the Street



ALAMEDA POINT PARTNERS

- Unique vision to create an Innovation District
- Local experience, track record
- Local relationships
- Collaborating districts vs. competing developments
- Critical continuity