

**From:** [Jesse Hahnel](#)  
**To:** [CityCouncil-List](#)  
**Subject:** [EXTERNAL] Public Comment to item 7-D  
**Date:** Tuesday, July 18, 2023 5:40:19 PM

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Good afternoon -

My name is Jesse Hahnel, I'm an Alameda City homeowner and the father of two children, one of whom attends Alameda public schools. I am writing in support of the RESHAP and West Midway project.

This project is an opportunity for Alameda to make good on our promise to end homelessness and housing insecurity in our community. This project exemplifies what our community can do when city departments and community organizations work together to address a need in our community. It exemplifies our commitment to best practices that are backed by years of research and positive outcomes. Let us ensure every community member is given the dignity of health, housing and the supportive services needed to sustain them. I urge City Council to do everything you can to ensure the success of the RESHAP and West Midway project.

Thank you.

- Jesse

**From:** [Rachel Campos](#) on behalf of [Rachel Campos de Ivanov](#)  
**To:** [CityCouncil-List](#)  
**Cc:** [City Clerk](#); [Christopher Seiwald](#)  
**Subject:** [EXTERNAL] Letter of Support - July 18 Meeting - Items 7-D and 7-E  
**Date:** Tuesday, July 18, 2023 4:55:42 PM

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Dear Mayor and City Council:

As you may know, we are hoping to create a Performing Arts Center and Radium Runway productions in the near future within Site A, Blocks 12 & 13 next to Seaplane Lagoon. This location is just a few blocks away and within easy walking distance to the future West Midway and RESHAP neighborhood, which we wholeheartedly support!

We understand that the types of housing and location for RESHAP and the market rate component being proposed at West Midway has been in the planning stages for many years involving extensive public meetings, community outreach, and analysis. This new neighborhood is consistent with the Main Street Specific Plan prepared for this area of Alameda Point and provides the density needed to support new businesses, public transportation, and the revitalization of the area.

We also understand that the creation of new housing and infrastructure improvements for Alameda Point are critical for our most vulnerable residents. These neighbors, and the organizations who support them, have operated with sub-optimal conditions for years. This project offers an incredible total of 50% of the units dedicated to affordable and income-restricted homes creating a vibrant new community reflective of Alameda's diversity.

Time is overdue to revitalize Alameda Point and the supportive housing it offers. We fully endorse the approval of items 7-D and 7-E on your agenda on July 18th so that construction can commence this year!

Sincerely,  
Christopher Seiwald  
President, Radium

Rachel Campos de Ivanov  
Manager, Operations and Community Engagement, Radium

**From:** [Andrea Helmbolt](#)  
**To:** [CityCouncil-List](#)  
**Subject:** [EXTERNAL] Public comment to item 7-D  
**Date:** Tuesday, July 18, 2023 4:42:02 PM

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Dear Council Members -

My name is Andrea Helmbolt. I am an Alameda resident, homeowner, and parent to a student in the Alameda School District.

I am writing in support of the RESHAP and West Midway project. This project is an opportunity for Alameda to realize its aspirations and promises to end homelessness and housing insecurity in our community. This project is built on collaboration, research, and best-practices. As a resident, it is important to me that we see this important work through so that we can ensure every community member is provided the basic human rights of housing and supportive services.

Please do all that you can as representatives of Alameda to ensure that RESHAP and the West Midway Project are a success.

Thank you,  
Andrea Helmbolt

**From:** [E. Myrna Bernadel-Huey](#)  
**To:** [CityCouncil-List](#)  
**Subject:** [EXTERNAL] Statement in Support of Village of Love and RESHAP  
**Date:** Tuesday, July 18, 2023 4:39:04 PM

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Dear Mayor Ashcraft and Members of the City Council,

I am writing to express my strong support for three items that are before you on tonight's City Council Agenda. The first two are items 2023-3208 and 2023-3227, both of which request support for the work of the Village of Love Foundation. The third is item 2023-3181, which addresses the RESHAP project.

The RESHAP project at the intersection of West Midway and Pan American Way. As the staff report notes, this project will provide 309 affordable housing units, with the possibility of an additional 20 units, as recommended by staff. This project is consistent with the Alameda General Plan, the Main Street Neighborhood Specific Plan, and the Alameda Point Zoning Ordinance. It also has a strong partnership that includes Mid Peninsula Housing, the Alameda Point Collaborative, Operation Dignity, and Building Futures for Women and Children. The proposed design exceeds the city's "Universal Design Ordinance."

I ask that you approve the staff recommendation to declare the eight acres as "excess surplus land" and approve the first reading of an ordinance authorizing the City Manager to execute the Disposition and Development Agreement for the site.

I also ask that you approve the two requests before you to support the important work of the Village of Love Foundation. Their work is essential to bringing concrete assistance and hope to the most vulnerable of our citizens, as well as others in need. I encourage you, therefore, to approve their request to operate a Day Center and Safe Sheltering program for the next two years, and to provide Outreach Services to Alameda's homeless population.

I thank you for your serious consideration of these requests, as I also hope for your support.

Grace and Peace,  
Rev. Myrna Bernadel-Huey

**Rev. Myrna Bernadel-Huey, Pastor**

***I invite you to wonder with me: Who will you be in this world?***

**Buena Vista United Methodist Church - "Building Beloved Community"**

2311 Buena Vista Ave. + Alameda, CA 94501

**Church Office: 1.510.522.2688**

**Pastor's Office: 1.510.522.2041**

***Please note: I take Fridays off. Therefore, I might not respond to emails sent after 5 PM on Thursdays until Saturday, at the earliest.***

**From:** [Aneesa Davenport](#)  
**To:** [CityCouncil-List](#)  
**Subject:** [EXTERNAL] Public comment for tonight  
**Date:** Tuesday, July 18, 2023 4:37:59 PM

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Public Comment to item 7-D. I am an Alameda home owner and mom of an Alameda public school student. I'm writing in support of the RESHAP and West Midway project.

This project is an incredible opportunity for Alameda to make good on our promise to ending homelessness and housing insecurity in our community. This project exemplifies what our community can do when city departments and community organizations work together to address a need in our community. It exemplifies our commitment to best practices that are backed by years of research and positive outcomes. Let us ensure every community member is given the dignity of health, housing and the supportive services needed to sustain them. I urge City Council to do everything you can to ensure the success of the RESHAP and West Midway project.

Thank you.

**From:** [Rachel Wilson](#)  
**To:** [CityCouncil-List](#)  
**Subject:** [EXTERNAL] Public Comment to item 7-D  
**Date:** Tuesday, July 18, 2023 4:33:28 PM

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## Public Comment to item 7-D

My name is Rachel Wilson Wheeland. I am a homeowner in the City of Alameda and a mother of two children attending Alameda public schools. I am writing in support of the RESHAP and West Midway project.

This project is an incredible opportunity for Alameda to make good on our promise to end homelessness and housing insecurity in our community. This project exemplifies what our community can do when city departments and community organizations work together to address a need in our community. It exemplifies our commitment to best practices that are backed by years of research and positive outcomes. Let us ensure every community member is given the dignity of health, housing, and the supportive services needed to sustain them.

I urge the City Council to do everything you can to ensure the success of the RESHAP and West Midway project.

Thank you,  
Rachel Wilson Wheeland

**From:** [Matt Wheeland](#)  
**To:** [CityCouncil-List](#)  
**Subject:** [EXTERNAL] Public Comment to item 7-D for tonight's Council meeting  
**Date:** Tuesday, July 18, 2023 4:14:27 PM

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Dear City Council members:

My name is Matt Wheeland, I am a homeowner in Alameda and the parent of two Alameda public-school students. I am writing today in support of the RESHAP and West Midway project.

This project represents an incredible opportunity for Alameda to make good on our promise to end homelessness and housing insecurity in our community. It exemplifies what our community can do when city departments and community organizations work together to address a need in our community. And it exemplifies our commitment to best practices that are backed by years of research and positive outcomes.

I am writing today to urge you to help us ensure every community member is given the dignity of health, housing, and the supportive services needed to sustain them, so please do everything in your power to ensure the success of the RESHAP and West Midway project.

Thank you.  
- Matt Wheeland

**From:** [Jeanne Nader](#)  
**To:** [Marilyn Ezzy Ashcraft](#); [Tony Daysog](#); [Trish Spencer](#); [Malia Vella](#); [Tracy Jensen](#); [City Clerk](#)  
**Subject:** [EXTERNAL] ReShap/Midway Project before the Council 7/18  
**Date:** Tuesday, July 18, 2023 4:12:02 PM

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Dear City Council Members,

My name is Jeanne Nader. I am a member of Alameda Progressives and Alameda Justice Alliance - a coalition of housing, labor, and community groups advocating for housing justices since 2018.

I want to voice my support for the staff's recommendation for the City Council to approve a Term Sheet for the development of the West Midway Project and direct staff to negotiate a DDA with the developer.

Your 'yes' vote tonight will ensure expansion of existing supportive housing at Alameda Point. APC's services for residents along with the social enterprises of Farm2Market and Ploughshares Nursery have been touch points for healing, community building and connecting diverse audiences. APC's tenant Bay Area Makerfarm is the city's only recognized resilience hub.

APC has worked closely with MidPen and Catellus to forge this plan with their community's input. The folks on the ground who will benefit the most want this development to move forward. It's in Alameda's best interest to support their pioneering work on Alameda Point.

There are some on the island who will make the old and tired claim that the proposed location for the ReShap housing is too far from services or that it should be built after the market rate housing. As a 30 year West End resident whose kids attended Ruby Bridges-Encinal with APC students, I can tell you that this location is much better situated for families. The residents of Alameda Point Collaborative have been waiting patiently and for far too long, I might add, for upgraded housing and I have personally heard from many residents that they want to feel more connected to the rest of Alameda.

I urge you to vote YES on the staff recommendation and move this project forward.

Sincerely,

Jeanne Nader

305 Spruce St., Alameda



**From:** [Zac Bowling](#)  
**To:** [CityCouncil-List](#); [City Clerk](#)  
**Subject:** [EXTERNAL] East Bay YIMBY in support of West Midway/RESHAP  
**Date:** Tuesday, July 18, 2023 3:40:04 PM  
**Attachments:** [Alameda City Council - RESHAP - July 18 .pdf](#)

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Mayor Marilyn Ezzy Ashcraft and city council,

Please see attached East Bay YIMBY's letter of support for tonight's items 7-D and 7-E.

Thank you,

Zac Bowling



East Bay YIMBY advocates for welcoming communities where everyone can thrive.  
eastbayyimby.org

**Mayor Marilyn Ezzy Ashcraft and Alameda City Council**

2263 Santa Clara Ave  
Alameda, CA 94501

*July 17, 2023*

**RE: Agenda 7-D & 7-E - EBYIMBY supports the West Midway Project**

Dear Mayor and City Council,

I'm speaking today on behalf of East Bay YIMBY to reiterate, once again, our continued support for the proposed project to develop the West Midway Neighborhood and the associated RESHAP project at the former Alameda NAS.

East Bay YIMBY, a chapter of YIMBY Action, is a network of more than 3,500 pro-housing activists in the East Bay fighting for more inclusive housing policies. Our vision is an integrated society where every person has access to a safe, affordable home near jobs, services, and opportunity.

We ask for your support on Item 7-D: Recommendation to Approve Development Agreements with MidPen Housing and the Collaborating Partners for the RESHAP Project and Item 7-E: Recommendation to Approve Disposition and Development for the West Midway Project.

This project would provide much-needed, affordable-by-design workforce housing in our community. It would help address our citywide housing shortage and, in particular, our need for more homes in our community of Alameda. The proximity to transit, including two ferry terminals within walking distance, means this location is particularly well-suited for adding more neighbors to our community. This location helps encourage the use of public transportation, aligning with our city's vision of a sustainable and environmentally conscious community.

Not only is the proposed project site beneficial due to its accessibility and sustainable design, but its proximity to a budding new commercial district nearby will be instrumental in creating job opportunities for our residents. This accessibility to nearby employment is an essential aspect of a thriving community and aligns with our mission to foster economic prosperity.

It shouldn't have to be said that the Bay Area's severe housing shortage is causing skyrocketing homelessness and poverty, crippling our economy, and leading to debilitating commutes that exacerbate our global climate crisis. These impacts fall disproportionately on our city's low-income workers and families, and disproportionately deny communities of color access to opportunity. If we strive to be a society that advances racial and class justice, we must do more to ensure abundant housing in our region. This project will help address the housing shortage and ensure a welcoming Alameda where everyone can thrive.



Lastly, it is noteworthy that the overall design and concept of these projects have already been approved by the council. That approval signifies that the project has already undergone rigorous scrutiny. A vote in support of the project would reaffirm the council's commitment to the progress and development of our community.

Thank you for your time and attention to this matter. We trust that you will carefully consider the extensive benefits of these projects when casting your vote. Your decision will shape the future of Alameda and contribute significantly to the well-being of its residents.

Regards,

Zac Bowling

East Bay YIMBY, Leads



**From:** [Adam Davis](#)  
**To:** [CityCouncil-List](#)  
**Subject:** [EXTERNAL] Public Comment to item 7-D  
**Date:** Tuesday, July 18, 2023 3:09:44 PM

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My name is Adam Davis, I am home owner in the City of Alameda and Father of two children attending Alameda public schools. I am writing in support of the RESHAP and West Midway project.

This project is an excellent opportunity for Alameda to make good on our promise to ending homelessness and housing insecurity in our community. This project exemplifies what our community can do when city departments and community organizations work together to address a need in our community. It epitomizes our commitment to best practices that are backed by years of research and positive outcomes.

Let us ensure every member of our community is given the dignity of health, housing & the supportive services needed to sustain them.

I urge City Council to do everything you can to ensure the success of the RESHAP and West Midway project.

Thank you.  
-Adam Davis

**From:** [Stephanie Green](#)  
**To:** [CityCouncil-List](#)  
**Subject:** [EXTERNAL] Public comment to item 7-D  
**Date:** Tuesday, July 18, 2023 2:50:59 PM

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Public Comment to item 7-D. My name is Stephanie Green, I am home owner in the City of Alameda and a mother of two children attending Alameda public schools. I am writing in support of the RESHAP and West Midway project.

This project is an incredible opportunity for Alameda to make good on our promise to ending homelessness and housing insecurity in our community. This project exemplifies what our community can do when city departments and community organizations work together to address a need in our community. It exemplifies our commitment to best practices that are backed by years of research and positive outcomes. Let us ensure every community member is given the dignity of health, housing and the supportive services needed to sustain them. I urge City Council to do everything you can to ensure the success of the RESHAP and West Midway project.

Thank you.

**From:** [Wendy Horikoshi](#)  
**To:** [City Clerk](#); [Marilyn Ezzy Ashcraft](#); [Tony Daysog](#); [Tracy Jensen](#); "[mvelia@alamedaca.gov](mailto:mvelia@alamedaca.gov)"; "[Therrerspencer@alamedaca.gov](mailto:Therrerspencer@alamedaca.gov)"  
**Subject:** [EXTERNAL] Council Meeting Tonight  
**Date:** Tuesday, July 18, 2023 2:23:58 PM

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Dear Honorable City Clerk, Would you please provide each City Council Member with this letter regarding Agenda Business for tonight, July 18, 2023? (I'm not sure that the addressed Council list actually went out.) Appreciatively, Wendy C. Horikoshi, Alameda Resident

Honorable Mayor Marilyn Ezzy Ashcraft, Vice Mayor Tony Daysog, Councilmembers: Tracy Jensen, Trish Herrera Spencer and Malia Vella,

I am writing to express my husband and my complete support for Supporting Housing, a issue on tonight's agenda. [We urge you to vote for 100 units of new housing at the APC.](#)

Since this project has been discussed before, we strongly hope that there will be no delay in fully accepting this proposal.

Thank you for your support of Supportive Housing efforts.

We are content with much of your governing, including the basic wage living and Dignity Village—Thank you!

Most sincerely, Peter and Wendy Horikoshi

Happy Independence Month,  
Wendy  
Wendy C. Horikoshi, M.S.  
Leadership Coach & Trainer



*Envision & Achieve Your Goal*  
[www.transformativeleadership.net](http://www.transformativeleadership.net)  
(510) 913-4434 cell  
pronouns: she/her

*"When there are not civil liberties, we cannot make social progress." -Bayard Rustin, Openly Gay Black man, Advisor to ML King, Jr. who organized the March on Washington*

*"Love him. Love him, and let him love you. Do you think anything else under heaven really matters?" —James Baldwin,*

*"Trans rights are human rights." —Anonymous*

**From:** [Philip James](#)  
**To:** [Lara Weisiger](#); [CityCouncil-List](#)  
**Subject:** [EXTERNAL] Support for Item 7-E and 7-D on tonight's agenda  
**Date:** Tuesday, July 18, 2023 2:05:55 PM

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Hello. My name is Philip James, and I am a 25-year resident of and recent homeowner in the City of Alameda.

I urge the Council to approve items 7-E and 7-D on tonight's agenda. We are in the midst of a housing crisis, as is obvious to anyone who has driven through Oakland or west alameda in recent years.

Taking land that is currently unused and turning that into housing, especially in conjunction with the incredible efforts of the Alameda Point Collaborative, turns a liability and a blight into an asset that serves us all.

Thank you for your time, and please vote yes.

Philip James



**From:** [Kathy Weber](#)  
**To:** [CityCouncil-List](#)  
**Cc:** [City Clerk](#); [Jennifer Ott](#); [Becca Perata](#)  
**Subject:** [EXTERNAL] Agenda Item 7-D and 7-E: 2023-7-18 West Midway Project Letter of Support  
**Date:** Tuesday, July 18, 2023 1:27:05 PM  
**Attachments:** [2023-7-18 West Midway Project Letter of Support Agenda Item 7-D and 7-E.pdf](#)

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Honorable Mayor and Councilmembers, City Manager and City Staff,  
We respectfully submit the attached letter for Agenda Item 7-D and 7-E: 2023-7-18 West Midway Project.  
Thank you for your time and thoughtful consideration of our request.  
Respectfully,  
Kathy

--

**Kathy Weber**  
Executive Director  
2447 Santa Clara Avenue, #302  
Alameda, CA 94501  
Direct: 510-319-3543  
Main: 510-523-1392

[Kathy@downtownalameda.com](mailto:Kathy@downtownalameda.com)

[www.downtownalameda.com](http://www.downtownalameda.com)

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July 18, 2023

RE: Development of the West Midway Project, Agenda Item 7-D and 7-E

Dear City Councilmembers and Staff,

The Downtown Alameda Business Association supports the approval of Item 7-D: Recommendation to Approve Development Agreements with MidPen Housing and the Collaborating Partners for the RESHAP Project and Item 7-E: Recommendation to Approve Disposition and Development for the West Midway Project, which is being presented during the City Council meeting on July 18th, 2023.

The development of additional housing is necessary for the continued growth and ability to provide and create jobs in this city. We appreciate the innovative and thoughtful process taken by Brookfield Properties and Catellus who were selected by the City of Alameda to collaborate with MidPenHousing and RESHAP partners to develop the West Midway property at Alameda Point.

In addition to supporting the implementation of City of Alameda Housing Element 2023-2031, increasing housing stock in the city is important for businesses to attract and retain employees, many of whom want to live and work in Alameda. We recognize that the development of the West Midway Project also brings the added benefit of much needed affordable housing.

Downtown Alameda supports the final approval of the West Midway Project that will rebuild supportive housing for Alameda Point Collaborative, Operation Dignity, Building Futures for Women and Children, as well as provide critical infrastructure, and supportive housing units that have been proposed.

Thank you for your thoughtful consideration.

Best Regards,

Kathy Weber  
Executive Director

**From:** [Shelby S](#)  
**To:** [Malia Vella](#); [Tony Daysog](#); [Trish Spencer](#); [City Clerk](#)  
**Subject:** [EXTERNAL] New RESHAP Proposal increases inequities, disenfranchises Supportive Partners  
**Date:** Tuesday, July 18, 2023 12:30:33 PM

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Councilmembers--

I urge you to seriously evaluate and reject the “New” proposed DDA for the relocated 8-acre 330 unit+ RESHAP Project and instead retain the 2018 RESHAP DDA that is consistent with the Main Street Neighborhood Specific Plan (MSSP), located at the Collaborative Partners “preferred” location.

Note: Let I be mislabeled a NIMBY: I whole-heartedly support the 9.7-acre RESHAP 267-unit Project located in the “ideal” parcel and as proposed in the MSSP.

The Point needs revitalization, and the Collaborative Partners need a well-designed campus. The MSSP RESHAP design is excellent and aligned with Project Goals.

Rebuilding the RESHAP parcel at Collaborative Partners preferred site is one of the two primary goals of redevelopment within the MSSP Plan area:

1) To create a **mixed-use** and mixed income primarily residential neighborhood with an emphasis on small-scale neighborhood-serving uses, compatible specialty manufacturing and light industrial uses, urban agriculture, open space, varied housing, and community services that complement and support the sub-district and Alameda Point as a whole;

**2) To ensure the existing supportive housing accommodations are rebuilt in their preferred site and well-integrated within the Plan Area and future development for the Collaborating Partners.**

On the other hand, the site redesign and relocation from the “ideal location” defeats the purpose and vision so carefully planned and evaluated over a two-year vetted Stakeholder process. The “new” relocated 8-acre 330+ unit Project relocated to a 20% smaller parcel is a poorly-planned design, benefitting the Market Rate site to the detriment of the vulnerable RESHAP population, and is:

- inconsistent with the Main Street Specific Plan (MSSP)
- destroys the vision and purpose of the Original location
- will not achieve the Project’s stated goals.
- potentially harmful to vulnerable and traumatized residents,
- will result in the very housing inequities that the General Plan vows to avoid.

*“Housing Element policies and programs ensure that all people and all neighborhoods are considered equal and will have equal opportunities to provide for a safe, high quality of life for themselves and their families, free from discrimination, exclusion, displacement, and exposure to environmental or public health hazards. (Except at RESHAP)”*

The City already has the 2018 RESHAP DDA that is consistent with the MSSP, and the term sheet for the West Midway Project does not obligate the City to the terms described therein.

Therefore the City should reject the new Project, and retain all terms per the 2018 RESHAP DDA, including the number of units, size of the parcel and the design layout and building heights.

Further, neither one of these plans are consistent with the MSSP or the General Plan due to the relocation of the RESHAP parcel, the excessive proposed residential development and lack of “mixed-use” development as required by the Alameda Point EIR “approved Project”.

STATUS:

**RESHAP:** The current 2018 RESHAP DDA essentially binds the City for 10-years to the 2018 development plan, unless amended. The 2018 Plan is consistent with the codified Project in the MSSP, with the exception of the 67 additional units (which is reasonably foreseen as “Acceptable”, but should include additional acres for the Project). It is also compliant with the current General Plan and Housing Element.

If the Planning Department et al had not delayed the Project with the relocation, the Project would have been ready to break ground last year.

**West Midway (WMP):** The current Term Sheet issued for the WMP is "non-binding"--it does not obligate the City to the terms described therein, and the City should not issue a DDA for the current Project given the outstanding issue of the RESHAP relocation and other development issues.

If the Planning Department et al had not delayed the Project by relocating the RESHAP parcel and excessively increasing residential units and eliminating the required mixed-uses, the Project would have been ready to break ground last year.

#### BACKGROUND

The 2018 DDA’s RESHAP Project design was completed before approval of the MSSP in order to be included as part of the codified elements of this well-researched and specially-designed site into the MSSP. ***This location enables the RESHAP Project to be eligible for Federal Grants and Low-Income Housing Tax Credits.***

It was developed by and for the residents over a 2-year stakeholder-vetted process at the Ideal location for affordable housing due to its proximity to existing parks, public transit, off-site amenities (e.g., schools, retail etc), and “existing infrastructure efficiencies” including close proximity to APC’s employment opportunities at Ploughshares Nursery.

The MidPen-designed campus vision and purpose:

1. “Provides safe spaces for residents who may have suffered from past traumas, while also providing opportunities for residents to connect to the larger Main Street Neighborhood...”
2. “Accomplished through building placement and the interior street design and a centrally-placed community gathering area (i.e., the “Barn”)...”
3. “Ideally located near future Site A amenities and new infrastructure 3 improvements...”
4. “In close proximity to APC’s existing Ploughshares Nursery and farm, both of which will be enhanced by the new community,
5. “Creating a visible urban agriculture identity from Main Street.
6. “With a new active and lush farm at the corner of Main Street and West Midway

Conversely, the “new” 2023 location and design was cooked up “ad-hoc” (1) behind closed doors between late 2021 and early 2022, (2) reportedly by Andrew Thomas and the developers (see February 28 2021 Planning Board meeting) and (3) without stakeholder involvement, without regard to the Site’s purpose or resident’s needs, and (4) without any justifiable reasons or benefits to the vulnerable disenfranchised population the Project is supposed to serve.

Other than unsubstantiated and easily-refutable claims, to date Mr. Thomas has provided no evidence that he conducted any research, consultation, stakeholder input, studies nor any other documentation or metrics that support the purported rationales for the move.

→ ***Compare that to the 2-year decision-making process for the Original RESHAP location and design.***

DEVOLUTION OF THE RESHAP PROJECT EXPLOITS POPULATION AND INCREASES INEQUITIES

The staff summary report gives an incomplete picture regarding the proposed “new” location and approvals of the RESHAP parcel that is inconsistent with the public record.

The RESHAP RE-location was first introduced to the Planning Board at the February 28, 2021 meeting as an idea Andrew Thomas had been “thinking about”; it was barely-mentioned at the November 2022 off-the-cuff 20-minute HAB meeting; and City Council has only seen it as part of the July 5 2022 West Midway Term Sheet Item, referred to as “not finalized”-- no specifics about the RESHAP portion have been presented before any Board or the Public subsequent to the 2018 DDA.

For example, at the July 5 2022 City Council meeting presentation for the West Midway Term Sheet item, Lisa Maxwell’s slides showed only that the (unnamed) Parties: “agreed to relocate RESHAP Project to West side of the project, adjacent to Pan Am Way” for an (unknown) reason, through (an unknown) process, on (an unnamed) date.

The meeting minutes confirm the RESHAP relocation was the brainchild of the City and Developers: ... the project was revamped; MidPen, Catellus and Brookfield were part of the planning process when staff “realized” there would be material advantages to all parties involved...”

**→ What exactly are these “just realized” advantages to the RESHAP population? Just how were they measured?**

The ostensible, unsubstantiated, and easily refutable reasons for the move per Lisa Maxwell were:

- Creates market rate synergy with Bayport
- Enables RESHAP to connect to the City’s infrastructure
- Improvement project along Pan Am way, which allows the building pad to be completed in the first phase
- Moves the ground floor community serving retail closer to the Site A Town Center
- Minimizes the disruption to existing residents by allowing them to move once and sooner

None of these reasons justify the move, none actually benefit the residents of the RESHAP parcel, and worst of all, they all appear to benefit the Market Rate site at the expense of the RESHAP Project goals.

The location at Pan Am actually destroys the purpose and vision of the intended location, and is detrimental to the mental health of people who have experienced and are trying to heal from trauma, who should not live and heal in a location described as “next to the action” (Thomas 2/28/22).

There was no mention that it is also:

- 20% smaller (9.75 acres to 7.93 acres)
- Doubled the gross residential density (200→267→309→current 340+)
- poorly-designed and farther from desired amenities
- residents would be “housed” in closely aligned 4-story stacked flats (instead of 2 and 3-story variety of building types),
- in a buildout that is more akin to institutional facilities than a therapeutic campus environment.
- There is also no mention of the newly created issue of Historic District design restrictions for projects in the vicinity of the Historic District (within 300 feet) which requires implementation of MM 4.D-1.
- AMC Design Review Standards also require “harmonious” architecture which would be maximum 2-story buildings and setbacks.

Further, the approved RESHAP Project (1) does not include “retail” --the commercial is only supposed to be for the residents-- (2) the original RESHAP did not include plans for “moving twice”, and (3) the infrastructure schedule is negligibly different.

More to the point though: This smaller, denser site is **farther** from the 2018 listed amenities such as schools, parks, groceries, transit, services, and Ploughshares and will “scatter” the intended purpose of creating a connected urban-farm subarea. **It no longer is competitive for Federal grants.**

**→How is any of that defensible?**

**-->Can we talk about equity again?**

### 2018 v 2023 PROJECT INEQUITIES

The changes to the RESHAP of the project in density, location, size, and building heights are all “BIG DEALS” that degrade the Project to such an extent that is “infeasible” because it no longer is able to achieve stated Project goals —the relation is also not compliant with the location of the MSSP and General Plan, and therefore the impacts have not been evaluated.

By 2018, the RESHAP project had already absorbed the Market-Rate affordable unit allotment, increasing from 200 units to 267 units on a 9.7 acre 2- and 3-story campus, removing them from the West Midway Project site. The 2023 proposal is for a minimum of 329 4-story units, on a 20% smaller parcel, more than doubling the gross unit density in poorly reconfigured grounds and taller buildings.

→ **I don't know about you, but that seems pretty EX-clusionary to me.**

→ **Equity strike 3.**

#### Parcel Size Reduction

By the time the 2018 RESHAP DDA was signed, the amount of land promised to the Collaborative Partners (in exchange for their former 34-acres) had already been reduced by over 25%. The current project reduces the Project area by another 20%. Between the initial proposal and 2023, the RESHAP Parcel has been reduced by 50%.

• 2015 initial concept reported by Alameda Post	17.6 acres	200 units
• 2015 ENA	13.2 acres	200 units
• 2017 Term Sheet	10.4 acres	200 units
• 2018 DDA	9.7 acres	200 units (+ 67 share of MR affordable units + "possibly" 54 emergency beds)
• 2023 Proposed beds) at infeasible location	7.93 acres	at least 340 units + 54 emergency beds)

**Each reduction in acreage robbed from the RESHAP Project resulted in concomitant increases in acres for the Market-rate Project.**

→ **Hows that for equity?**

#### Building Height/Density Increase

Aside from the indefensible relocation of the Project, this now-7.93 acre parcel is currently proposed to squeeze in at least 330 units and a 54 bed shelter between oppressive 4 story stacked flats.

*\*Note units per acre can be calculated as gross and net—in a large development, portions may be higher in "Clusters" but the net is the true amount)*

RESHAP 2018: 200 units (net 20 units per acre)\*

RESHAP 2023: 330 units (net 45+ units per acre) \*

West Midway: 2018 and 2023 West Midway: (net less than 20 units per acre)

→ **The inequities in development have been exclusively borne by the RESHAP Project as it absorbs the M-R affordable housing on property that is supposed to be servicing the Collaborative Partners population-- while at the same time losing acreage.**

→ **Alamedans should not allow this to happen.**

#### Open Space and other SF uses

Among other issues, the current information provided about the “new” location does not allow a side-by-side comparison of 2018 v 2023 land use. For example, the 2018 City Council Resolution includes: 20,000 SF interior parks, walking paths and play areas and a centrally located space for community programming+ building setbacks, but it is unknown if the 2023 RESHAP parcel is comparative in these other ways, and can't possibly compare due to Project Shrinkage. At a minimum, any new units should be accompanied by an increase in acres.

This Project also has not undergone adequate Public review. Therefore, due to infeasibility and Project inequities, the NEW RESHAP DDA should be rejected.

Thank you for your consideration.

Regards, Shelby Sheehan

**From:** [Mike O'Hara](#)  
**To:** [CityCouncil-List](#)  
**Subject:** [EXTERNAL] Support for West Midway and RESHAP  
**Date:** Tuesday, July 18, 2023 8:56:52 AM  
**Attachments:** [MidwaySupport Letter.07182023.pdf](#)

---

Dear Mayor and city "Council:

Pease see attached letter of support for West Midway and RESHAP proposals on tonight's agenda.

Mike



July 14, 2023

Mayor Ezzy Ashcraft and Members of the Alameda City Council  
City of Alameda  
2263 Santa Clara Street  
Alameda, CA 94501

RE: Alameda TMA support for West Midway and RESHAP

Dear Mayor Ezzy-Ashcraft and Members of the Alameda City Council:

On behalf of Alameda Transportation Management Association (ATMA), whose mission is to resolve transportation challenges facing the City of Alameda by connecting its residents and employees to a network of sustainable, convenient, affordable and active modes of transportation across Alameda and the Bay Area, I am writing to support the approval of West Midway and RESHAP items 7D and E on the July 18<sup>th</sup>, 2023 agenda for the City Council.

We look forward to adding this new project, with its 478 housing units and significant contribution to affordable housing and supportive housing, into the ATMA when complete. The developers' commitment to multi-modal transportation, including a shared bicycle and pedestrian trail through the middle of the site and several additional bike trails that create a bicycle and pedestrian network connecting their site to parks and transit services provided by AC Transit and two ferries, fits perfectly with the mission of the ATMA as it seamlessly integrates into the neighborhoods at Alameda Point.

Alameda TMA strongly urges your approval of both the RESHAP and West Midway proposals.

Sincerely,



Michael S. O'Hara  
Chairman of the Board of Directors  
Alameda Transportation Management Association

**From:** [Joann Guitarte](#)  
**To:** [CityCouncil-List](#)  
**Subject:** [EXTERNAL] Support Letter for Agenda Item 7-D, 7-E  
**Date:** Monday, July 17, 2023 6:20:32 PM  
**Attachments:** [Agenda Item 7-D 7-E.pdf](#)

---

Attached is my support letter in favor of Agenda item 7-D, 7-E.

Thank you,

Joann Guitarte

Owner

Bowzer's Pizza: Cafe Jolie: Donutpetit: J Couture: J Gallerie

Board Member

Alameda Chamber & Economic Alliance

415-748-8453

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July 17, 2023

1500 Webster Street · Alameda, California 94501 tel. (510) 523-4500 email [www.cafejolies.com](http://www.cafejolies.com)

Mayor Marilyn Ezzy Ashcraft  
Vice Mayor Tony Daysog  
Councilmember Tracy Jensen  
Councilmember Malia Vella  
Councilmember Trish Herrera Spencer

Subject: Letter of Support for Development of the West Midway Project, Agenda Item 7-D and 7-E

Dear Alameda City Council,

I would like to express my support for Item 7-D, recommendation to approve the development agreements with MidPen Housing and the Collaborating partners for the RESHAP project and Item 7-E, recommendation to disposition and development for the West Midway Project, which is being presented during the City Council meeting on July 18<sup>th</sup>, 2023.

This development is very important in adding to our housing stock in Alameda and specifically to the West End. Increasing housing stock in the city is important for businesses to attract and retain employees, many of whom want to live and work in Alameda.

We recognize that the development of the West Midway Project also brings the added benefit of affordable housing, which is important to businesses and the People of Alameda because it provides needed housing and allows for the space to accommodate the people struggling to stay on the Island.

I have been a business owner and have lived in Alameda for 20 years, I believe that this project will bring much value and purpose. Thank you for your consideration of the final approval of this much needed housing in Alameda.

Respectfully,

Joann Guitarte

Owner

Bowzer's Pizza, Café Jolie, Café Jolie Petit, Donut Petit  
Alameda CA 94501

*Cafe Jolie has a unique menu specializing in French American cuisine. Our dishes are prepared from local, sustainable and organic vendors. We serve breakfast, lunch and dinner. The menu ranges from Croque Monsieur, Steak Frites, to many versions of egg dishes. Join us for great food and French wines. Serving brunch all day long on weekends. C'est Bon!*

FOLLOW US:    



**From:** [Margaret Su](#)  
**To:** [CityCouncil-List](#)  
**Cc:** [becca\\_perata](#)  
**Subject:** [EXTERNAL] West Midway Project  
**Date:** Monday, July 17, 2023 2:38:22 PM  
**Attachments:** [City of Alameda West Midway July 17.pdf](#)

---

City Council  
Attached letter regarding West Midway Project

--

Respectfully

Margaret Su

[margaret@wonkykitchen.com](mailto:margaret@wonkykitchen.com)

[theprepstation.com](http://theprepstation.com)

The Prep Station, Owner/CEO

Eat Drink Alameda, Owner/CEO

USS Hornet, CEO Advisory Council

Mayor Marilyn Ezzy Ashcraft  
Vice Mayor Tony Daysog  
Councilmember Tracy Jensen  
Councilmember Trish Herrera Spencer  
Councilmember Malia Vella

Alameda City Hall  
2263 Santa Clara Avenue  
Alameda, CA 94501

July 17, 2023

RE: Development of the West Midway Project, Agenda Item 7-D and 7-E

Dear City Council,

I would like to go on record as being in favor of the approval of Item 7-D: Recommendation to Approve Development Agreements with MidPen Housing and the Collaborating Partners for the RESHAP Project and Item 7-E: Recommendation to Approve Disposition and Development for the West Midway Project, which is being presented during the City Council meeting on July 18th, 2023.

I am in support of the mixed-income, mixed-use neighborhood of 478 housing units and up to 10,000 square feet of non-residential uses, and open space on approximately 26 acres of land at Alameda Point. It will dramatically improve the landscape from one of neglect and abandonment, to one of community and commerce. Affordable housing is important for businesses to attract and retain employees. With severe workforce shortages in the services industries, the development is aligned with agendas looking to address the gap between income and housing costs.

As a business owner at Alameda Point, I would like to see the area become one with a diverse mix of commerce and community. I want more than an upgrade. I want to see the area thrive.

I have confidence in the individuals who have committed themselves to this vision and labored over the complex issues and solutions.

I believe this development, planned with intent and purpose, will deliver a strong foundation for a vibrant community and interactive lifestyle at Alameda Point.

Sincerely,



Margaret Su  
Founder/CEO  
Wonky Kitchen LLC  
DBA The Prep Station, DBA Eat Drink Alameda

**From:** [Jennifer Radakovich](#)  
**To:** [CityCouncil-List](#)  
**Subject:** [EXTERNAL] Letter of Support for West Midway Project  
**Date:** Monday, July 17, 2023 1:12:02 PM  
**Attachments:** [Letter of Support - West Midway Project - Rhythmix Cultural Works.pdf](#)

---

Dear City Council of Alameda,

I am writing in support of the West Midway Project to be discussed in the July 18th City Council meeting.

Please find attached my letter of support for this much needed housing project for our community.

Thank you so much!

**Jennifer Radakovich**  
Executive Director, Rhythmix Cultural Works



[2513 Blanding Ave, Alameda, CA 94501](#)  
T: 510.865.5060  
[jennifer@rhythmix.org](mailto:jennifer@rhythmix.org) | [www.rhythmix.org](http://www.rhythmix.org)



*"Alameda's Destination for the Arts"*

Rhythmix Cultural Works is a 501(c)3 nonprofit cultural arts center that serves as a hub for creative activities and community-building in the East Bay. Our tax identification number is 94-3340251.

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Janet Koike  
Founder &  
Artistic Director

Jennifer Radakovich  
Executive Director

Owen Rubin  
Board Chair

### **Board Members**

Teff Ayril  
Deidra Jow  
Ashley Kirk  
Camilo Landau  
Sandy Russell  
Julie Stonehouse  
Thomas Varghese

### **Community Advisory Board**

Pat Atkinson  
Julie Baron  
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Bill Davis  
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Bill Jeng  
Donna Layburn  
Jodi Lee  
Liz London  
Hilda McCline  
Richard McCline  
Ginny Parsons  
Ray Pendro  
Becca Perata  
Ron Silva  
Kari Thompson

July 14, 2024

Mayor Marilyn Ezzy Ashcraft and Alameda City Council  
2263 Santa Clara Ave  
Alameda, CA 94501

Dear Mayor Ashcraft and Alameda City Council,

I am pleased to be writing on behalf of the Board of Directors at Rhythmix Cultural Works in support of the West Midway Project. This collaboration between Catellus, Brookfield Properties, the RESHAP Partners and MidPen Housing to construct 787 new affordable housing units at Alameda Point is urgently needed in our community.

The addition of 478 Housing Units and 309 Permanent Supportive Housing Units at Alameda Point will help to improve the quality of life for many of Alameda's very low-income community members and help to diversify Alameda's population by attracting new residents and creating affordable options for low and moderate-income community members.

I encourage the Alameda City Council to vote YES on Items 7-D and 7-E in the July 18, 2023 City Council Agenda in an effort to move this much needed project forward.

Thank you so much for your consideration and support,

Jennifer Radakovich  
Executive Director, Rhythmix Cultural Works

**From:** [Linda Asbury](#)  
**To:** [Marilyn Ezzy Ashcraft](#); [Tony Daysog](#); [Trish Spencer](#); [Malia Vella](#); [Tracy Jensen](#); [City Clerk](#); [Jennifer Ott](#); [Andrew Thomas](#)  
**Subject:** [EXTERNAL] Letter of support  
**Date:** Monday, July 17, 2023 12:39:16 PM  
**Attachments:** [WestMidwayProject.docx](#)

---

Please accept this letter of support for the West Midway Project being considered at the City Council meeting on July 18th.

Linda Asbury  
Executive Director  
West Alameda Business Association  
[linda@westalamedabusiness.com](mailto:linda@westalamedabusiness.com)  
510.523.5955





July 17, 2023

To: Mayor Ezzy Ashcraft, Vice Mayor Daysog, Council Members Vella, Jensen and Herrera Spencer

From: West Alameda Business Association

RE: Development of the West Midway Project, Agenda Item 7-D and 7-E

Dear Alameda City Council:

On behalf of the West Alameda Business Association Board of Directors, we support Item 7-D: Recommendation to Approve Development Agreements with MidPen Housing and the Collaborating Partners for the RESHAP Project and Item 7-E: Recommendation to Approve Disposition and Development for the West Midway Project, which is being presented during the City Council meeting on July 18th, 2023.

These developments are very important to add to our housing stock in Alameda and specifically the West End. We look forward to offering a vibrant business district within a mile of this new housing, we welcome our new neighbors!

Thank you in advance for your consideration of a final approval of this much needed housing and open space at Alameda Point.

Regards,

**Linda**

Linda Asbury  
Executive Director  
West Alameda Business Association  
Building Community through Business  
linda@westalamedabusiness.com  
510.523.5955

**From:** [Brock Grunt](#)  
**To:** [CityCouncil-List](#)  
**Subject:** [EXTERNAL] West Midway Project, Council Meeting Agenda Item 7-D and 7-E  
**Date:** Monday, July 17, 2023 11:22:37 AM

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Council Members,

As a 30 year resident of Alameda and the president of a company headquartered in Harbor Bay, I urge you to approve Items 7-D and 7-E, both on the agenda for tomorrow's July 18th City Council meeting. These items represent vital progress toward the continued demand for housing in Alameda and throughout the Bay Area. These projects help address the definite shortage of housing across various economic means, and in particular those in need of special support.

These projects not only further push the long overdue redevelopment of Alameda Point, but providing more local housing is critical to our business as well as so many other Alameda businesses. One of the most stabilizing factors for the employees we hire is their ability to find housing locally. Without this, we have often lost very valuable employees who move further east in search of reasonable housing and reasonable commutes.

I urge you to approve these two agenda items to move Alameda further toward our vital housing needs.

Thank you,

**Brock Grunt** | President

**McGuire and Hester**

Office [510-632-7676](tel:510-632-7676)

Cell [510-715-1093](tel:510-715-1093)

Alameda–Oakland–Sacramento

**From:** [Matt Kreutz](#)  
**To:** [CityCouncil-List](#)  
**Subject:** [EXTERNAL] Support of Alameda West Midway Project  
**Date:** Monday, July 17, 2023 10:32:03 AM  
**Attachments:** [City of Alameda West Midway Project.pdf](#)

---

Please see attached letter, thank you!

Matt Kreutz  
CEO- Firebrand  
Cell: (510) 410-1305



# Firebrand

ARTISAN BREADS

July 17<sup>th</sup>, 2023

Matt Kreutz  
CEO  
Firebrand, PBC  
707 W. Tower Ave.  
Alameda, CA 94501

Subject: Letter of Support for Alameda West Midway Project

Dear Mayor and City Council:

Firebrand relocated our operations to Alameda Point in August 2021 and have fell in love with the community and people on the point. The support and excitement that we have received has been immense and so helpful to us as we've moved into our new facility and opened our retail location last month.

As improvements to roadways continue and access increases, we look forward to drawing new customers who will patronize our new cafe and neighboring businesses. Many of these customers are current and future residents of the Point.

Between the RESHAP project and the market rate housing at West Midway, the project is a key contributor to the City's Housing Element and will bring 787 new housing units, with a total of 50% affordable and income restricted. Critical infrastructure will be added, and up to 10,000 square feet of non residential uses and open space will be added.

The new community was carefully designed for easy public transit access, in proximity to our public schools and parks, and near the epicenter of activity at the Point.

Time is overdue to rebuild the supportive housing at the Point and we fully support approval of items 7-D and 7-E on your agenda July 18th.

Yours sincerely,

Matt Kreutz

**From:** [Cindy Houts](#)  
**To:** [CityCouncil-List](#)  
**Subject:** [EXTERNAL] RESHAP  
**Date:** Monday, July 17, 2023 9:05:00 AM

---

Dear Mayor and City Council:

The Alameda Food Bank is proud to serve nearly 1,000 families a week, a portion of whom would be impacted by the RESHAP community. Since the beginning of the year we have provided more than 400 shopping trips to nearly 100 families currently residing on the Point.

Our clients rely on easy access to our Island Community Market. The relocation of the RESHAP community is right nearby, and also provides our neighbors with proximity to public transit, our local schools and parks, and the ever-expanding commercial and retail offerings of the Point.

The project would not be possible without the installation of critical new infrastructure to support construction of 787 new housing units, including 50% affordable — an unprecedented milestone on the island!

Since relocating our operations to the Point we have witnessed the state of disrepair of the housing community of some of our most vulnerable residents. The RESHAP partners should not have to wait one more day for new housing. We encourage your approval of items 7-D and 7-E on your agenda July 18th.

Sincerely,

Cindy Houts

Executive Director

Alameda Food Bank

[www.alamedafoodbank.org](http://www.alamedafoodbank.org)

*Feeding the Island Community since 1977*

**From:** [Madlen Saddik](#)  
**To:** [CityCouncil-List](#); [Marilyn Ezzy Ashcraft](#); [Lara Weisiger](#)  
**Subject:** [EXTERNAL] Development of the West Midway Project agenda items 7D & 7E  
**Date:** Saturday, July 15, 2023 8:23:20 AM  
**Attachments:** [Advocacy West midway project.pdf](#)

---

Honorable Mayor Marilyn Ezzy Ashcraft and the city council,  
I am attaching our support letter for the West Midway project items 7-D and 7-E

Thank you

--

Connecting Business and Community,



**Madlen Saddik**

President & CEO

**o:** 510.522.0414 | **m:** 650.954.0848

**w:** [alamedachamber.com](http://alamedachamber.com)

**e:** [madlen@alamedachamber.com](mailto:madlen@alamedachamber.com)

[\*Click here to find me on LinkedIn\*](#)

[\*Click Here to Schedule a Meeting  
With Me\*](#)

*“The best way to find yourself is to lose  
yourself in the service of others.”*



Alameda Chamber & Economic Alliance  
2215-A S Shore Center  
Alameda, CA 94501  
T: (510) 522-0414  
madlen@alamedachamber.com

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Mayor Marilyn Ezzy Ashcraft  
Vice Mayor Tony Daysog  
Councilmember Tracy Jensen  
Councilmember Trish Herrera Spencer  
Councilmember Malia Vella

July 14, 2023

Alameda City Hall  
2263 Santa Clara Avenue  
Alameda, CA 94501

*RE: Development of the West Midway Project, Agenda Item 7-D and 7-E*

Dear City Council,

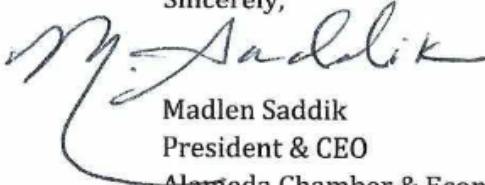
On behalf of the Alameda Chamber & Economic Alliance, we would like to go on record as being in favor of the approval of Item 7-D: Recommendation to Approve Development Agreements with MidPen Housing and the Collaborating Partners for the RESHAP Project and Item 7-E: Recommendation to Approve Disposition and Development for the West Midway Project, which is being presented during the City Council meeting on July 18th, 2023.

We, the President and CEO, Madlen Saddik, and the Board of Directors Chair, Kelly Lux, of the Alameda Chamber & Economic Alliance, represent the voice of the business community of Alameda. We are writing to advocate on behalf of businesses and the public of Alameda. As representatives of the Alameda business community, we are in full support of the development of additional housing as it is necessary for our continued growth and ability to provide and create jobs in this city. The needs and wants of the public are a driving force for Brookfield Properties and Catellus who were selected by the City of Alameda to collaborate with MidPen Housing and RESHAP partners to develop the West Midway property at Alameda Point. We all understand and encourage a new mixed-income, mixed-use neighborhood of 478 housing units and up to 10,000 square feet of non-residential uses, and open space on approximately 26 acres of land at Alameda Point, believing it will greatly benefit our entire community.

Increasing housing stock in the city is important for businesses to attract and retain employees, many of whom want to live and work in Alameda. We recognize that the development of the West Midway Project also brings the added benefit of affordable housing, which is important to businesses and the People of Alameda because it provides needed housing and allows for the space to accommodate the people struggling to stay on the Island. We are concerned that if the West Midway project is denied, it will have a ripple effect on all future development at Alameda Point and across Alameda as the capital markets will question whether Alameda continues to be a good place for businesses to grow.

For the reasons stated above, we would like to express the Alameda Chamber and Economic Alliance's strong support for the final approval of the West Midway Project that will rebuild supportive housing for Alameda Point Collaborative, Operation Dignity, Building Futures for Women and Children, as well as provide critical infrastructure, and supportive housing units that have been proposed.

Sincerely,



Madlen Saddik  
President & CEO  
Alameda Chamber & Economic Alliance



Kelly Lux  
Chair  
Alameda Chamber & Economic Alliance



**From:** [Jason Biggs](#)  
**To:** [City Clerk](#)  
**Subject:** [EXTERNAL] City Council - Support for RESHAP  
**Date:** Friday, July 14, 2023 7:55:17 PM

---

Dear Alameda City Council Members,

I am writing to express my strong support for the RESHAP project at Alameda Point and to urge you to vote in favor of its approval. The proposed project site, along with its numerous benefits, aligns perfectly with the major infrastructure initiatives currently underway in our city, making it a valuable addition to our community.

First and foremost, the RESHAP site's proximity to the commercial district and businesses such as Firebrand, Bladium, and other up-and-coming establishments will be instrumental in creating job opportunities for our residents. Access to employment is a fundamental aspect of any thriving community, and RESHAP will bring people closer to jobs, fostering economic prosperity.

The project offers an alternative pathway to schools, reducing the reliance on Main Street as the sole route for children. By providing safer and more convenient routes, we can ensure the well-being of our children. This aspect of the project aligns with the city's goal of promoting sustainable transportation and enhancing the quality of life for our residents.

Moreover, the RESHAP project's location in proximity to major transit hubs will encourage the use of public transportation and further reduce the dependency on private vehicles. This aligns with the city's long-term vision of a sustainable and environmentally conscious community. By facilitating access to reliable public transportation, the project will contribute to reducing traffic congestion and minimizing the environmental impact associated with increased vehicular emissions.

Lastly, it is important to note that the overall design and concept of the RESHAP have already been approved by the council. This demonstrates that the project has undergone rigorous scrutiny, ensuring its compliance with the city's regulations and guidelines. By voting in support of the project, the council would affirm its previous decision and reaffirm its commitment to the progress and development of our community.

In conclusion, I wholeheartedly support the RESHAP project and urge you, as esteemed members of the Alameda City Council, to vote in favor of its approval. The project's alignment with major infrastructure initiatives, its proximity to the commercial district and businesses, its provision of alternative pathways to schools, and its accessibility to major transit hubs make it a valuable asset for our city's growth and prosperity.

Thank you for your time and attention to this matter. I trust that you will carefully consider the benefits that the RESHAP brings to our community when casting your vote. Your decision will shape the future of Alameda and contribute to the well-being of its residents.

Regards,  
Jason Biggs  
Alameda Resident

**From:** [Damian Fagan](#)  
**To:** [CityCouncil-List](#)  
**Subject:** [EXTERNAL] We strongly support the West Midway/RESHAP Project at Alameda Point  
**Date:** Friday, July 14, 2023 2:28:08 PM

---

Dear Mayor and City Council:

Almanac Beer Co. is very excited for the W. Midway neighborhood to help create more housing choices and commercial opportunities at Alameda Point. We have been located at the corner of Pan Am and Tower streets for five years now and have been waiting for more development to occur as part of the approved City's Alameda Point Reuse Plan and Vision. We have invested heavily in our operations at Alameda Point and have been a supporter of numerous Alameda special events and fund raising efforts for many non-profits across the island.

We know that the types of housing and location for RESHAP along with the market rate component being proposed at West Midway has been in the planning stages for many years and has gone through numerous public hearings, stakeholder outreach, resident design sessions and extensive environmental and economic analysis. This new neighborhood is consistent with the Main Street Specific Plan prepared for this area of Alameda Point and is in close proximity to public transit, nearby schools, public parks and the epicenter of activity at the Point.

We also understand that the creation of new housing is critical for the current residents of APC, Operation Dignity and Building Futures. In addition, this new neighborhood will also be a key contributor to the City's Housing Element and will bring 787 new homes, with a total of 50% dedicated to affordable and income restricted homes. Furthermore, critical new infrastructure will be developed, and up to 10,000 square feet of commercial uses and open space will be created.

In fact, during our discussions with Catellus and Brookfield we have talked about how best to activate the commercial corner on Pan Am/Tower across the street from Almanac. We are very interested in making sure this critical intersection at the Point is optimized to attract and maintain unique and economically strong commercial enterprises.

Time is overdue to rebuild the supportive housing at the Alameda Point and to implement the Main St neighborhood vision for Alameda Point. We fully support approval of items 7-D and 7-E on your agenda July 18th so that construction can commence this year!

Sincerely,

Damian Fagan  
Founder & CEO  
Almanac Beer Company

--  
=====  
Damian Fagan

Founder & CEO  
Almanac Beverage Co.  
=====  
651 W. Tower Ave.  
Alameda, CA 94501

**From:** [Sophie Raskin](#)  
**To:** [CityCouncil-List](#)  
**Subject:** [EXTERNAL] West Midway Project Support  
**Date:** Thursday, July 13, 2023 9:17:17 PM

---

Hello!

I'm a new homeowner on the west end who frequently patronizes the businesses and parks at Alameda Point and I am excited to see the new project built. We need more housing to continue to activate the Point and support the businesses!

In addition, the state of disrepair of the current supportive housing is clearly under serving the community and they have waited far too long for this housing to be rebuilt. The new location for RESHAP partners is ideal because they will be at the center of everything, with access to the businesses, public transit, parks, and schools.

Please take this email as a strong signal of support of the project and community!

Thank you,

Sophie Raskin  
301 Haight Ave.

Sent from my iPhone

**From:** [Lori Bilella](#)  
**To:** [CityCouncil-List](#)  
**Subject:** [EXTERNAL] Support for west midway project  
**Date:** Thursday, July 13, 2023 5:03:11 PM

---

Hello,

As a resident of the west end and active member of the business community, I am sending this email of support for the midway project and urging the city council to approve it.

The current housing for the RESHAP partners, is long neglected and it is overdue to provide new supportive housing at the point. The proposed new location is ideal because it is adjacent to the existing commercial Corridor, public transit, and easy access to our public schools.

I urge the city council to approve this project the next opportunity it gets.

With much gratitude,  
Lori Bilella (they/them)

Sent from my iPhone

**From:** [Lauren Gularte](#)  
**To:** [CityCouncil-List](#)  
**Subject:** [EXTERNAL] City Council July 18, 2023, Regular Agenda Items 7-D and 7-E: West Midway Project  
**Date:** Thursday, July 13, 2023 4:52:55 PM  
**Attachments:** [image001.png](#)  
[WETA Alameda Midway Support Letter 071323.pdf](#)

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Hello Alameda City Council Members,  
Please see attached letter of support from WETA for the West Midway Project being considered in Agenda Items 7-D and 7-E on the July 18, 2023 Alameda City Council meeting.

I also plan to speak in support of the item at the meeting on Tuesday evening.

Thank you,

Lauren Gularte  
Government & Regulatory Affairs Manager

San Francisco Bay Ferry / Water Emergency Transportation Authority  
Pier 9, Suite 111, The Embarcadero  
San Francisco, CA 94111  
[gularte@watertransit.org](mailto:gularte@watertransit.org)  
(510) 910-6833 cell



July 13, 2023

Re: City Council July 18, 2023, Regular Agenda Items 7-D and 7-E: West Midway Project

Dear Mayor Ezzy Ashcraft and City Council:

The San Francisco Bay Area Water Emergency Transportation Authority (WETA) is a regional public transit agency tasked with operating and expanding ferry service on the San Francisco Bay and with coordinating the water transit response to regional emergencies. WETA carries over three million passengers annually utilizing a fleet of 16 high speed passenger-only ferry vessels. San Francisco Bay Ferry currently serves the cities of Alameda, Oakland, Richmond, San Francisco, South San Francisco, and Vallejo, with its emergency response and maintenance facility and three terminals in Alameda, including Seaplane Lagoon at Alameda Point.

WETA is committed to working with cities, communities, and stakeholders to establish new ferry routes where the proposed route reduces traffic congestion in the transit corridor, is cost effective and financially viable. We are particularly encouraged that the West Midway project plans for the use of sustainable transportation, such as bus and ferry service, by aggressively promoting walking, cycling and the use of the existing public transit network. As a future member of Alameda's ATMA, we look forward to working together to create options for future residents to ride the ferry.

We understand the proposal for West Midway includes 787 new housing units with 50% of units reserved for affordable housing to very low, low and moderate income households. Additionally, the project will rebuild supportive housing at the Point and also provide workforce housing options. We will welcome our new neighbors with easy access to our two Alameda Point terminals.

WETA urges your support of staff's recommendation requesting final approval for the project that will finally rebuild supportive housing for Alameda Point Collaborative, Operation Dignity, Building Futures for Women and Children, as well as provide critical infrastructure, and construct approximately 787 housing units, 10,000 square feet of non-residential uses, and open space on approximately 26 acres of land at Alameda Point.

Thank you for your consideration.

Sincerely,



Seamus Murphy  
Executive Director

**From:** [Matt Regan](#)  
**To:** [CityCouncil-List](#)  
**Subject:** [EXTERNAL] West Midway SUPPORT  
**Date:** Thursday, July 13, 2023 3:47:54 PM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[West Midway Alameda SUPPORT 2023.pdf](#)

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Dear Mayor Ezzy-Ashcraft and City Council,

Please find attached the Bay Area Council's updated letter of support for the West Midway proposal.

Please do not hesitate to reach out to me if you have any questions.

Matt.



HISTORIC  
**KLAMATH**  
BAY AREA COUNCIL

**Matt Regan**

Senior Vice President

Phone: 415 298 0330

The Klamath Pier 9, The Embarcadero, San Francisco

[www.bayareacouncil.org](http://www.bayareacouncil.org)







July 13, 2023

SENT VIA-EMAIL

**RE: Support for Items 7D and 7E West Midway Alameda Point Development**

Dear Mayor Ezzy Ashcraft and City Council:

The Bay Area Council is an employer sponsored public policy and advocacy organization dedicated to solving our region's most challenging issues and improving the quality of life for everyone who calls this region home. On behalf of our 350+ members, I write in support of the the proposed development of West Midway at Alameda Point.

California is experiencing an unprecedented housing crisis that will worsen without significant intervention. The California Department of Housing and Community Development estimates that the state must plan for 2.5 million new units of housing by 2030 to address the state's housing affordability crisis – an estimated 312,500 units annually and over 200,000 more units than we are currently permitting. This shortage continues to disproportionately impact low-income communities and communities of color that are being priced out of Bay Area communities by the lack of housing options. To combat this, every county and city must do its part to produce more housing at all levels of affordability.

Like other communities around the Bay, Alameda remains challenged by some of the highest housing costs in the country driven in large part by the shortage of new homes being built across our region. The proposed development at West Midway is a great opportunity to transform a portion of the former Alameda Naval Base and build 787 homes, including 309 (40%) very low-and low-income rental apartments and townhomes, 83 (10%) moderate-income units, and 21 affordable by design workforce units. This level of affordability, particularly the deep affordability, is almost unheard of and for this reason alone the project should move forward.

At full build West Midway will account for more than 14 percent of Alameda's total 2023-2031 Regional Housing Needs Allocation (RHNA) of 5,353 units and will make a significant impact on reaching Alameda's below market rate housing goals.

Beyond the impact the development will offer through increasing Alameda's housing stock, the project will also provide 10,000 square feet of neighborhood commercial space and will replace the aging infrastructure left over from the naval station with new underground utilities, streets, geotechnical improvements, and sea level rise mitigations which will bring long-term financial

and infrastructure benefits to Alameda. Additionally, the project leads in environmental design as one of the first 100 percent electric communities in Alameda and is only half a mile from two existing ferry terminals and adjacent to AC Transit bus stops, promoting public transit usage.

We are also impressed with the partnership between Brookfield Properties, Catellus, MidPen Housing, and RESHAP and their involvement with the Alameda community, receiving feedback early on to incorporate input from neighbors and community stakeholders into their proposal, including making mixed mobility and availability of public open spaces a priority.

This site and proposed project meet all accepted smart growth standards and is a clear example of sustainable and inclusive growth for future generations. We encourage your vote to approve the project and move it forward as quickly as possible.

Sincerely,

A handwritten signature in cursive script that reads "Matt Regan". The signature is written in black ink and is positioned below the word "Sincerely,".

Matt Regan  
Senior Vice President, Bay Area Council



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CYPRESS EQUITY INVESTMENTS • SRMERNST

July 12, 2023

Mayor Marilyn Ezzy Ashcraft  
Vice Mayor Tony Daysog  
Councilmember Tracy Jensen  
Councilmember Trish Herrera Spencer  
Councilmember Malia Vella

Alameda City Hall  
Alameda, CA 94501

*RE: West Midway Project at Alameda Point, Agenda Item 7-D and 7-E*

Dear Mayor and City Council,

We are supportive of the proposed the West Midway Project at Alameda Point by Brookfield Homes and Catellus, for your consideration on July 18<sup>th</sup>, 2023.

Alameda Point Partners would like to show our support for the West Midway Project and the continued development of the Alameda Point community. As the community continues to grow, we see no better partnership than Brookfield Homes and Catellus to build upon the ongoing Site A development. Together, Alameda Point Partners and the West Midway team will contribute over 2000 residential units, which will be an important factor in the City achieving its RHNA goals and also for creating a thriving new mixed-use community at Alameda Point.

Alameda Point Partners is proud to be working alongside Brookfield Homes and Catellus to ensure the former Naval Base reaches its full potential as an urban, waterfront, mixed-use community. This transformation will be possible with the development of communities like West Midway Project, Site A, and all other future development at the Base. Site A marks the beginning of the transformation and was built with the intention of like-minded developers, such as Brookfield Homes and Catellus, to capitalize on the infrastructure for the betterment of the city. If the West Midway Project is denied, the ultimate success of Site A and future development at The Base may be impacted significantly.

Moving forward with the West Midway development is an important step to ensure the future of the Alameda Point Waterfront District.

Sincerely,

*Jessica Murphy*  
*Alameda Point Partners*

**From:** [Anna Crane](#)  
**To:** [CityCouncil-List](#)  
**Subject:** [EXTERNAL] West Midway Housing Project Approval  
**Date:** Wednesday, July 12, 2023 2:46:12 PM

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As the President of the League of Women Voters of Alameda, I would like to express our strong support for the West Midway Project and for approval of the resolutions and ordinances to facilitate construction of the project (items 7-D and 7-E on the July 18, 2023 meeting agenda).

We believe that final approval for the plan to construct and manage permanent supportive housing at Alameda Point is critical to fulfilling our city's commitment to provide for the housing needs of Alameda's most vulnerable residents.

The Alameda League, along with our state and national leagues, supports equitable and safe housing. This includes efforts to increase equal opportunity to decent, stable, and affordable housing as well as prohibiting housing discrimination. We also support solutions to increase the amount of housing built in a sustainable and accessible manner.

As a critical piece of Alameda's Housing Element 2023-2031, the West Midway Project moves our city in a positive direction towards meeting state mandated housing goals. Just as importantly, it provides more affordable housing units for those individuals in our community who are experiencing housing instability.

We respectfully request that our Mayor and City Council unanimously approve this phase of the West Midway Project.

Anna Crane  
President, League of Women Voters of Alameda

# *ACT*

## **Alameda Citizens Task Force**

**Vigilance, Truth, Civility**

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July 11, 2023

Dear Mayor and City Council,

Re: 7/18/2023 Agenda Item 7-D, RESHAP Project

We are writing to express concern about this project and ask that the City send the item back to the Planning Board for further Design Review. Major issues include—

1. **New location:** The new location represents a significant reduction from the original RESHAP plan—the reduction in size (from 9.7 acres to 8 acres) simultaneously affects the density as the newly proposed project has been increased from 267 units to 309 (approximately 20% decrease in acreage and 15% increase in density). The original plan also seamlessly incorporated the Ploughshares Nursery which is a supportive job training arm of the rehabilitative work necessary to assist the future residents of RESHAP.

2. **Insufficient Playground Green-space:** The target population of RESHAP includes unhoused families with over 200 children, and the design does not appear to have sufficient playground areas to support this community. Studies have shown that children who have experienced trauma greatly benefit from outdoor green-space play areas. More open and functional green space is needed in the design.

3. **Design is not compatible adjacent to a Historic District:** The newly proposed location is adjacent to the Big Whites and Little Whites, a historic district with unique one and two-level homes. The design should incorporate the art deco Naval Air Station maritime feel of this residential community by incorporating elements in its architecture and visual layering. Currently, the RESHAP design does not reflect a sensitivity to the Historic District. The currently proposed 4-story design is not visually compatible with the one and two story historic residences. Furthermore, the Planning Board approved a variance to allow for a reduction in the first floor, street level height, that is grossly incompatible with the new developments as well. The approved design essentially creates a “wall” pressed up against the sidewalk.

Please do not approve the current project as is. The design needs reworking and a more thoughtful and sensitive approach. We are not opposed to the project but believe that there remains an opportunity for further review to optimize a number of design considerations as enumerated above.

Sincerely,

ACT Board