

EXTERNAL CORRESPONDENCE

The City Clerk's Office received
the attached correspondence regarding
**Agenda Item #6-C on the
2-17-15 City Council Agenda**

Lara Weisiger - RE: Council item 6-C Feb 17, 2015

From: "Jerry Serventi" <jerryserventi@sbcglobal.net>
To: <tdaysog@alamedaca.gov>, <mezzyashcraft@alamedaca.gov>, <tspencer@alamed...>
Date: 2/16/2015 9:18 PM
Subject: RE: Council item 6-C Feb 17, 2015
CC: <lweisiger@alamedaca.gov>, <jrusso@alamedaca.gov>, <jott@alamedaca.gov>, ...
Attachments: Serventi Letter on 2-17-15 Agenda Item 6-C.pdf

Mayor, Vice-Mayor and Council

I am sending the attached letter to voice our comments on Item 6-C at tonight's council meeting. Hopefully they will be considered along with the other comments made at the meeting.

Thank you for the opportunity.

Jerry and Susan Serventi
1549 Fifth St
Alameda, CA 94501

510-769-0391 (H)
510-388-3509 (C)

February 16, 2015

Mayor Trish Spenser,
Vice Mayor Frank Matarrese
Council member Jim Oddie
Councilmember Tony Daysog
Councilmember Marilyn Ezzy Ashcraft

Alameda City Hall
Alameda, CA 94501

RE: Agenda Item 6-C 2015-1297 Status Report on Site A Development at Alameda Point. (Base Reuse 819099)

Dear City Council,

We would like to go on record as being in favor of the current Site A development plan as presented at the Council Meeting on Tuesday, February 17 and as recently presented by Jennifer Ott and Alameda Point Partners out at the base and by Joe Ernst at a west end neighborhood meeting. When we moved to Alameda nearly 25 years ago, we attended meetings at the base dealing with formulating a redevelopment plan prior to base closure. Sadly, here we still are! However, we think this current development approach created by the City and Alameda Point Partners has meat and merit.

As members of the Alameda community, we have long enjoyed the wonderful parks and open spaces that abound in Alameda. We are abundantly clear that without property and sales taxes these community amenities would not exist let alone be maintained. Not only does the Site A development plan provide more parks, open spaces and access to a new interactive water area, it provides the means to pay for it in an esthetically pleasing and environmentally efficient way. By environmentally efficient, we mean planning the proper kind and number of housing units to support the number and kind of workers needed to work at the businesses planned to move into the new neighborhoods in Site A, Site B when it comes, and beyond.

Housing and commercial (office, retail, restaurant, and light industrial) are planned to coexist together in this first phase of the development of the Point. Without the financial base of the housing and the commercial space, there would be no way to afford the incredible cost of providing the infrastructure needed for Site A and to continue it throughout the Point development. To support these new Alameda neighborhoods, the desired sports complexes, Spirit Alley, smart industrial and commercial spaces new power, communication delivery systems, new "plumbing", new roads, new bike trails and walking paths, and the new transit

modes, this funding source is critical. The current Site A plan appears to be the logical starting point as the mix of uses proposed has enormous potential for rapid success in our current market and brings in the appropriate infrastructure.

Job growth is key to Alameda's economic health; and simultaneously providing an attractive environment and state of the art infrastructure for companies as well as housing for its employees is key to the success of any development at the Point.

Currently at the Point, there is a smattering of independent, artisan, entrepreneurial businesses. It was heartening to hear that it is along those lines that Alameda Point Partners has set its course for future retail and small commercial uses. While this direction is a more difficult, less formulaic path it seems to be the more "organic" and best suited to the location and needs of our old and new communities. We have waited a long time for the Point to develop; it should only enhance and fulfill the needs of the community and not distract nor destroy existing business areas. And we think that the Alameda Point Partners' plan being proposed accomplishes that.

The entire Bay Area is experiencing a housing shortage. Alameda in particular offers very few affordable housing rental opportunities. And not enough lower income affordable housing. The fact that the Site A plan is projecting that 2/3s of the housing to be built will be rental units and there will be a large number of affordable housing units is a win-win for new businesses coming in to the development and for the community as a whole. In addition, the relocation or addition of a new ferry landing at the Lagoon along with new bus transit improvements along Appezzato and into the Site A area helps with our traffic worries.

The proposed Site A plan presented by Alameda Point Partners has balanced the needs of our Alameda community (and theirs too, as many of the principals live or have worked in and love Alameda), with the real necessities of a current San Francisco Bay Area development. The plan follows the overall planning documents that the City approved with the support of the majority of the Alameda Community.

We know that people are very concerned about traffic that development at the base may cause. We say to look to the past when the Alameda Naval Air Station was a very active facility. They had housing on base for Naval personnel while the civilian staff lived throughout the town and a substantial number lived off island. They would commute daily onto the island for any one of three shifts and at times made traffic very unbearable. What we see with this plan, unlike the development at Bay Port that was just homes, is the replicating of the potential to live within walking or biking distance of a job just as when the Navy was there. Additionally there will be added opportunities to take the ferry or bus to a job or event off island. How wonderful is that.

We feel strongly that the Point – the Old Base – needs to be developed and not be allowed to continue languishing and deteriorating, costing our community its tax dollars to maintain it and costing us the new revenue stream that the proper development could bring us. We ask that you accept this plan and allow Alameda Point Partners to move forward to the next stage.

We also ask that you as a council and the developer to continue to do your homework researching other areas around the Bay Area and the country that have enhanced their

communities by breathing new retail, commercial and housing life into them. We suggest you visit the DUMBO area in Brooklyn, Abbot Kinney area in Venice, CA, Fillmore Street in SF, and the old Hamilton Air Force Base in Novato among others.

Thank you for your time and consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Jerry Serventi Susan Serventi". The signature is fluid and cursive, with the first name "Jerry" being more prominent.

Jerry and Susan Serventi
1549 5th Street
Alameda, CA 94501
jerryserventi@sbcglobal.net

cc: Joe Ernst, SRM
Jennifer Ott

Alameda Point Site A

Alyssa Luong <Alyssa_Luong@vfc.com>

Tue 2/17/2015 9:38 AM

To: Trish Spencer <TSpencer@alamedaca.gov>; Frank Matarrese <FMatarrese@alamedaca.gov>; Tony Daysog <TDaysog@alamedaca.gov>; Marilyn Ezzy Ashcraft <MEzzyAshcraft@alamedaca.gov>; Jim Oddie <JOddie@alamedaca.gov>; John Russo <JRusso@alamedaca.gov>; Jennifer Ott <JOtt@alamedaca.gov>;

1 attachment

VF Outdoor Letter JE.pdf;

Hello,

Please see attached letter. This letter is addressed to the following people.

Mayor Trish Spencer
Vice-Mayor Frank Matarrese
Councilmember Tony Daysog
Councilmember Marilyn Ezzy Ashcraft
Councilmember Jim Oddie
City Manager John Russo
Chief Operating Officer - Alameda Point, Jennifer Ott
City Clerk Lara Weisiger

Thank you!

On behalf of Patty Pierce,
Alyssa Luong
HR Administrative Specialist
JanSport, Lucy and The North Face
2701 Harbor Bay Parkway, Alameda, CA 94502
alyssa_luong@vfc.com | T: 510.748.2423 | F: 510.814.7425



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VF Outdoor, Inc.
2701 Harbor Bay Parkway
Alameda, CA 94502

February 17, 2015

The Honorable Mayor Trish Spencer
And Members of the City Council
City of Alameda
2263 Santa Clara Avenue
Alameda, CA 94501

Re: Alameda Point Site A

Dear Mayor and City Council:

Fueled by a robust economy, Alameda is poised to grow and attract new businesses that benefit our unique community and stimulate our local economy. We are one of those newer employers currently operating on the island. One of the many attributes that attracted us to locate in Alameda is the promise of desirable housing and community for our employees.

We employ over 530 people in Alameda, many of whom commute on and off the island each day. Our employees work hard and play hard and many would like to rent or own in Alameda. However, the persistent housing shortage and rising costs create a barrier to entry. The city is presented a real opportunity with projects like Site A at Alameda Point, which has approximately two-thirds of its housing as rental, including 200 affordable units. The plan also will fund the repair of failing infrastructure, develop a new commercial corridor, create a comprehensive transit plan that includes a new ferry terminal, preserve open space and build housing.

Job growth is key to Alameda's economic success. And housing is a key element to attracting and retaining a quality workforce. The recipe for success is to provide mixed-use communities with new housing, parks, amenities, transit and infrastructure to support a desirable, durable job base.

For this reason we support the much needed development of new housing so Alameda can model the success of other cities that have a strong jobs housing balance , thuscreating a greater opportunity for a real sense of community and belonging for its workforce.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Patricia Pierce', is written over a circular stamp or seal. The signature is fluid and cursive.

Patricia Pierce
Vice President, Human Resources

We Fit Your Life.

Offering my support for more rental housing at Site A (Agenda item 6-C)

Anette Zielinski <azieli@yahoo.com>

Tue 2/17/2015 10:27 AM

To: Trish Spencer <TSpencer@alamedaca.gov>; Frank Matarrese <FMatarrese@alamedaca.gov>; Tony Daysog <TDaysog@alamedaca.gov>; Marilyn Ezzy Ashcraft <MEzzyAshcraft@alamedaca.gov>; Jim Oddie <JOddie@alamedaca.gov>; John Russo <JRusso@alamedaca.gov>; Jennifer Ott <JOtt@alamedaca.gov>;

Dear Council Members,

I'm writing to you today to express my support for more RENTAL housing in Alameda, in particular RENTAL housing at site A.

I'm pro development at Alameda point for many reasons, but nearest and dearest to my heart is for the potential for it adding housing inventory to Alameda. I was recruited to Alameda from out of state by my employer "VF Corporation." VFC houses the headquarters for major apparel, footwear, and outdoor equipment brands like The North Face, Jansport, Lucy and Smart Wool. Alameda Point Partners (APP) built a beautiful campus for us in Alameda on Bay Farm Island. When VFC recruited me in 2010, the salary they offered me was enough for me to afford a nice 1.5 bedroom apartment in the East end of Alameda main island. I was happy to accept the offer and excited to live in Alameda where I could ride my bike to work. Not having a commute goes a long way to my idea of quality of life.

Unfortunately, due to Measure A, limited housing inventory, and lack of rent control, owners and landlords in Alameda are getting away with raising rents by large amounts. My rent went up 20% / \$300 in October 2014. I applied to the RRAC, my case was reviewed, the RRAC supported my offer of a 10% increase. When the 10 days were up for my landlord to respond, he called me to inform me that they'd decided to just go ahead and evict me. When I conceded to pay the full 20% my landlord told me it was too late; they just wanted me out. After a phone call to Echo housing and a couple months of mediation, I was offered another 1 year lease with the 20% increase. My landlord has already informed me that when my lease is up in October, they will raise my rent to \$2450. My rent when I moved in to the unit in 2011 was \$1500. A \$950 rent increase in four years is too much for one person to bear. My annual 2-3% salary increase does not even come close to compensating for the rental increases in the bay area. By the time taxes are taken out, I end up with an extra \$30/month.

I've been looking for another place to live in my budget, and have been disappointed and disgusted by what \$1800 (the maximum rent my budget will allow) will get you in Alameda. I don't qualify for low income housing and I can't afford to buy a house so I'm left with four options.

1. Leave Alameda and endure a long commute in which case what's left of my discretionary income would NOT be spent on Alameda businesses.
2. Accept the rent increase in Alameda and spend half of my take-home pay on housing.
3. Live in a dump.
4. Get roommates (which at age 44 isn't an ideal scenario – most people my age have families and don't want roommates and I don't want to live with people at different stages of life).

One of the units I looked at when searching for a new apartment in October was literally a tool shed butted up against the fence in someone's back yard that they had plumbed with a toilet and a sink. The going rate - \$1300/month. I also looked at a lot of ramshackle 2-bedrooms – places where people do a lame re-model and turn a closet into a bedroom so they can charge 2-bedroom prices. All I want is a clean, updated one bedroom, but there is a very limited supply of those. One bedrooms at the recently remodeled "Panomar" are \$2375/month for a 700sft 1-bedroom.

I think I'm fairly representative of the work force that developments like Alameda Point Partners (APP) are trying to recruit. **I hear a lot of talk about enticing businesses to Alameda and creating jobs, but if you bring jobs to the island, I feel it's also your civic responsibility to provide a variety of housing options for the employees as well.** Everyone is looking to improve their quality of life and for many of us that means avoiding long commutes and living close to where you work. If you give people this option, they will choose it. By living close to work, people won't be adding to the traffic and limited infrastructure concerns people have. I rarely use the tube or the bridges. I've tried to create a life where I don't have to leave the island and that means that what's left of my discretionary income is spent here, in Alameda. Isn't that the goal of fostering a healthy economy in Alameda?

I also want to mention that the company I work for, The North Face, since moving to Alameda, has seriously struggled with employee retention and recruitment. I work in the footwear division of The North Face. As we seek to build our footwear business, we are trying to hire people with footwear-specific experience. Those people currently live in Portland where brands like Nike, Adidas, Columbia, Keen and Under Armor have offices. We struggle to recruit anyone willing to relocate. The salaries my company can offer do not compensate for the extremely high cost of living in the Bay Area. We are losing people to Portland where, even though the salary may be less, their dollar goes a lot further especially when it comes to affordable housing. Consequently, there are some discussions about creating a satellite office for footwear in Portland. We love you, Alameda, but we might have to have a conscious uncoupling.

APP may be able to entice businesses to set up shop in Alameda, but unless they allocate a large percentage of the development to RENTAL housing, businesses will struggle with employee retention and recruitment. I'd also like to request that the housing provided isn't just single family houses. We all love families and our Norman Rockwell version of reality, but I'm begging APP to please offer a solid inventory of one and two bedroom apartments as well for those of us who aren't fortunate enough to have a partner or family and aren't rich enough to afford a house by ourselves.

I also want to let you know that, due to my rent increase, I was forced to cancel my gym membership at Total Woman in South Shore. Normally gyms make it difficult to cancel your membership. Not this time. When I told them I wished to cancel my membership, the Total Woman employee asked me if I live in Alameda. I said, yes. Then she asked me if my rent had just gone up hundreds of dollars. I said yes and asked her how she knew that. She said it's been happening a lot. She said they are losing members that joined the gym to work-out and gaining members who are joining the gym to use as a place to shower because they are living out of their cars. Now, you tell me: Does Alameda have a housing crisis? Does a housing crisis impact local businesses? Yes and Yes.

Thank you for listening.

With warm regards, respect and gratitude,
Anette Zielinski

Senior Footwear Development Manager
The North Face

Alameda Point Site A housing letter of support

Daniel Hoy <dhoyaia@earthlink.net>

Tue 2/17/2015 11:12 AM

To: Trish Spencer <TSpencer@alamedaca.gov>; Frank Matarrese <FMatarrese@alamedaca.gov>; Tony Daysog <TDaysog@alamedaca.gov>; Marilyn Ezzy Ashcraft <MEzzyAshcraft@alamedaca.gov>; Jim Oddie <JOddie@alamedaca.gov>; John Russo <JRusso@alamedaca.gov>; Jennifer Ott <JOtt@alamedaca.gov>;

Hi everyone,
quick letter of support for tonight's council item for the housing component of the Alameda Point Site A development. We in the west end have been waiting so long for a good looking, viable plan from a group that is on the same page as the west end community. Joe Ernst provided a presentation to a group of west enders recently and all in attendance were impressed with the plan. Housing was a big topic and everyone was pleased to see how the layout worked with the surrounding community and agreed how important it is for this plan to move forward. The plan has a good mix of housing types, is well sited and the quantity is consistent with the general plan for the site and the neighborhood. This housing will help support the amenities for parks, shopping and transit that the Point deserves.

I strongly encourage you all to support this plan and help in every way possible to get it to the next step. The west end needs this and any delay would send the wrong message to all of us that have worked so hard and waited eagerly for the site to be developed and turned into the community benefit that it ought to be.

Best regards,
Daniel Hoy

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Daniel Hoy, AIA
Architect
Architecture + Project Management
1551 Webster Street Suite B1
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DanielHoyArch.com

Support Alameda Point Partners & Eden Housing plans for Site A on Alameda Point

Cheryl Zook <zookcheryl@gmail.com>

Tue 2/17/2015 4:06 PM

To: Trish Spencer <TSpencer@alamedaca.gov>; Frank Matarrese <FMatarrese@alamedaca.gov>; Tony Daysog <TDaysog@alamedaca.gov>; Marilyn Ezzy Ashcraft <MEzzyAshcraft@alamedaca.gov>; oddie@alamedaca.gov <oddie@alamedaca.gov>; John Russo <JRusso@alamedaca.gov>; Jennifer Ott <JOtt@alamedaca.gov>;

Cc: jernst@srmernst.com <jernst@srmernst.com>; Becca Perata-Rosati <becca@voxpathulpr.net>;

Mayor Spencer, Vice Mayor Matarrese and Council Members,

Housing is a critical component of the proposed plans for Site A and the future of Alameda Point. And while housing is a widely debated topic, as a business owner and property manager operating on Alameda Point, I see every day the vast potential that is being wasted. Alameda and the greater Bay Area deserves to have a world class waterfront community on Alameda Point; and not the eyesore of crumbling infrastructure and historic buildings that cover this beautiful waterfront site.

With the City Council's support, Alameda Point Partners is prepared to develop a world class community that will provide the following:

- **Daily destinations for shopping, dining and entertainment.** The vision for Site A retail includes smaller, artisan, entrepreneurial businesses supported by a residential community. Alameda Point Partners will develop housing for a demographic that patronizes small retail on weekdays, as well as weekends. Plans for Site A, with easy ferry access (\$10 million is dedicated toward construction of a new terminal), waterfront amenities and unparalleled vistas of San Francisco, will revive a social scene on this part of the island.
- The economics created by **housing are the only feasible way to finance parks (2.5 acres), amenities, and infrastructure in a post-redevelopment era.** Creating a residential community at Site A is a critical means to the desired end at Alameda Point.

Without your support Alameda Point will continue to suffer from crippling infrastructure and crumbling historic buildings. Let's seize the opportunity Alameda Point Partners is prepared to provide by giving your full support to the proposed development for Site A.

Sincerely,

Cheryl & Byron Zook
Owners, **The Last Inch, Inc.**
Property Managers, **Alameda Point Studios**
1800 Ferry Point
Alameda, CA 94501

Alameda Point - Site A

Vicki Sedlack <vsedlack@gmail.com>

Tue 2/17/2015 4:59 PM

To: Trish Spencer <TSpencer@alamedaca.gov>; Frank Matarrese <FMatarrese@alamedaca.gov>; Tony Daysog <TDaysog@alamedaca.gov>; Marilyn Ezzy <mezzyashcraft@gmail.com>; Jim Oddie <JOddie@alamedaca.gov>;

Cc: John Russo <JRusso@alamedaca.gov>; Jennifer Ott <JOtt@alamedaca.gov>; LARA WEISIGER <LWEISIGER@alamedaca.gov>; Victoria Sedlack <jvsedlack@comcast.net>;

Dear Mayor Spencer and Members of the City Council,

We are writing to express our support for the housing plan for Site A at Alameda Point.

We have two daughters, both in their twenties. They are in the throes of launching their careers. We would like to imagine that they could one day live in Alameda, but right now they are priced out of this option.

One of our daughters is a teacher, the other is pursuing social work. These are valuable professions in a well-rounded community. But without sufficient and affordable housing units, we are in essence telling people like our daughters and many others that are starting their careers and/or families that they are not welcome here.

Like many of their generation, our daughters grew up understanding the vagaries of the economy and the fragility of the environment. They do not want a large home or multiple cars. But they do want a place to live near work with amenities that are easily accessible by foot, bike or public transportation.

The Site A plan is what Alameda needs to attract the next generation while at the same time providing economic vitality, amenities, and other opportunities for those of us fortunate enough to already live here.

Sincerely,

Vicki and Jim Sedlack

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Vicki Sedlack
vsedlack@gmail.com