

Exhibit 3

Alameda Marina: Staff's Recommended Guidelines for Preparing a Master Plan

The Alameda Marina site was designated for mixed use development in the 1990 General Plan. Its Multi-Family Zoning Designation was applied in 2012, as part of the comprehensive amendments to bring the City of Alameda General Plan and Municipal Code into conformance with State Law. The Alameda Marina site was not part of the 2008 Northern Waterfront planning effort and is not addressed in the General Plan's 2008 Northern Waterfront Element. Therefore, the direction for the development of the site provided by the General Plan is limited.

The following guidelines will be used by staff to provide:

- Direction to the property owners/applicant regarding the preparation of the Master Plan.
- Recommendations to the Planning Board and City Council on the adequacy of the owners/applicant's draft Master Plan.

Draft Guidelines for Preparation of an Alameda Marina Master Plan:

Goal: The primary purpose and goal of the Master Plan for Alameda Marina is to establish standards and requirements for *mixed use* development of the property that prioritizes and recognizes the significant maritime uses existing on site.

Objectives: The primary community objectives for the site, which should be implemented in the Master Plan, are to:

Maritime Uses

- 1) Preserve and upgrade facilities, unique buildings, and land for:
 - a) Maritime businesses, boat berthing and maintenance, and boat storage (wet and dry).
 - b) Maritime and waterfront commercial recreation businesses
 - c) Non-maritime businesses, "maker" businesses, and "start-up" companies.
- 2) Support reinvestment and improvements to the maritime facilities, including bulkheads, piers, docks, cranes, water, storm water, and waste water facilities, and regular dredging to maintain the quality of the maritime facilities for future generations.
- 3) Expand the City's maritime economy and provide opportunities for other maritime compatible manufacturing, office and employment uses.
- 4) Provide opportunities for maritime and small scale manufacturing work/live units.

- 5) *Commercial uses may include restaurants, marine related uses, office uses, and/or additional berths. [existing General Plan policy]*
- 6) *Encourage water and maritime related job and business opportunities that relate to the area's unique waterfront location. [existing General Plan policy]*

Multi-family Residential Uses

- 7) Provide multifamily residential rental and for-sale housing opportunities for a wide variety of household types and incomes to address the City's housing needs and provide financial support for the re-investment in maritime facilities.
- 8) Consistent with the Housing Element, provide a wide range of housing opportunities including work/live units, "workforce" housing, and affordable housing that will be affordable and appropriate for a wide range of households that might wish to live in a maritime mixed use environment.
- 9) Residential uses may include senior housing or assisted living facilities.

Open Space and Recreation Uses

- 10) Improve public waterfront access and provide land for passive and active waterfront activities and facilities. The open space plan should be "working waterfront", not the more typical residential waterfront open space.

Transportation

- 11) Improve transportation services from Alameda to Oakland and beyond, including water-based transit, and services that connect to larger circulations networks within the City.
- 12) Improve transportation services by providing alternatives to single occupancy vehicles and including facilities for public transportation use, pedestrians, and bicycles.

Architecture and Design

- 13) Provide a mix of new architecture and rehabilitated existing buildings to create a creative mix of building styles that complement the historic maritime-oriented and maritime-supporting site plan. New development should preserve adequate room for dry boat storage and boat maintenance.
- 14) Require that the master plan include inviting, well-designed public entrances from Clement Street.

Public Improvements and Infrastructure

15) Undertake improvements to Clement Avenue along the frontage of the site to make the street safer for bicyclists, pedestrians, and visitors to the site.

Draft Development Standards.

The Master Plan should establish and map at least three distinct mixed-use subareas on the property. The three districts should include:

- a) Maritime and Open Space Subarea, which permits:
 - i) Maritime Businesses and Dry Boat Storage
 - ii) Office and light manufacturing
 - iii) Boat Berths and facilities
 - iv) Public Open Space and Yacht Clubs
 - v) Residential live-aboard and houseboats.

- b) Commercial Mixed Use Subarea, which permits:
 - i) Maritime Businesses and Dry Boat Storage,
 - ii) Public Open Space
 - iii) Office, Light Manufacturing, and Retail
 - iv) Work Live Businesses
 - v) No residential permitted

- c) Residential Mixed Use Subarea, which permits:
 - i) All uses in Commercial Mixed Use sub-area, and
 - ii) Residential Buildings