

From: [Zac Bowling](#)
To: [City Clerk](#); [CityCouncil-List](#)
Subject: [EXTERNAL]
Date: Tuesday, September 5, 2023 2:56:07 PM
Attachments: [Alameda City Council - Alameda Marina \(1\).pdf](#)

Dear Alameda City Council,

On behalf of East Bay YIMBY, I request your support on item 7-C to approve the amended Alameda Marina Master Plan and the associated density bonus application.

Please see our attached letter.

As you know, Alameda is facing a housing crisis. The median home price in Alameda is over \$1 million, and the average rent for a one-bedroom apartment is over \$2,500. This is making it very difficult for people to afford to live in Alameda. We need additional housing across the entire state including Alameda to bring housing costs down and we have to meet our obligations under state law to allow new needed housing like this.

The amended Alameda Marina Master Plan would allow for the development of 41 new housing units over the previous plan, with 13 dead restricted to very low-income families.

Thank you for your time and consideration.

Sincerely,

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

Sept 5, 2023

RE: Agenda 7-C Alameda Marina Master Plan Amendments/Density Bonus

Dear Mayor and City Council,

On behalf of East Bay YIMBY, I write to ask for your support on Item 7-C to amend the Alameda Marina Master Plan and approve the associated density bonus application.

Approving this new master plan and density bonus application would allow for 41 units over the previous 2018 approved plan in the next phase of development, **with 13 of those housing units specifically earmarked for very low-income families.**

Alameda's current pace of issuing housing permits in 2023 is not off a strong start to this RHNA cycle. If the trend continues going forward, the city will likely fall well short of its 2031 obligations. Increasing the number of units in already approved plans like this is a needed step to make sure that the city doesn't fall further behind. Approving this item will also especially help in the difficult-to-achieve low-income category in the RHNA.

This master plan, as already approved, when completed will provide much-needed, affordable-by-design workforce housing in our community. It's great to see the applicant is able to go above what they set out a few years ago to produce even more of this type of much-needed type of housing along such a high-resource area like the estuary. We are also happy to see updated timelines on the completion of this section of the Bay Trail and other infrastructure improvements.

This development is also a member of the Alameda TMA, which helps encourage the use of public transportation, aligning with the city's vision of a sustainable and environmentally conscious community, and should help mitigate some of the impacts that these 41 additional units of housing could have.

East Bay YIMBY, a chapter of YIMBY Action, is a network of more than 4,000 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.

Thank you,

Zac Bowling

East Bay YIMBY, Lead



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

From: [Cyndy Johnsen](#)
To: [CityCouncil-List](#)
Cc: board@bikewalkalameda.org; [Allen Tai](#); [Becca Perata](#); [Sean Murphy](#); [Jennifer Ott](#)
Subject: [EXTERNAL] 9/5/2023 Council Meeting, Item 7-C: Alameda Marina
Date: Monday, September 4, 2023 10:15:54 PM
Attachments: [9 4 23 CC Alameda Marina.pdf](#)

Dear Mayor Ezzy Ashcraft, Vice Mayor Daysog, and Members of the City Council,

Please see the attached comment regarding item 7-C on Tuesday's agenda.

Thank you in advance for your consideration,

Bike Walk Alameda



P.O. BOX 2732
ALAMEDA, CA 94501
www.bikewalkalameda.org

**Board of
Directors**

September 4, 2023

Denyse Trepanier
President

RE: Agenda [Item 7-C](#): Alameda Marina

Brian Fowler
Treasurer

Dear Mayor Ezzy Ashcraft, Vice Mayor Daysog, and Members of the City Council,

Tim Beloney
Secretary

We wanted to take this opportunity to express gratitude for the work the Alameda Marina site developer has done to improve public access in and around the property to date, from the Cross Alameda Trail and the paseo, to their recent efforts to open up Bay Trail access at the Grand Street Boat Ramp. Removing the fence that blocks access there may seem like a small thing, but it will mean a lot to trail users. We understand coordination with the city is well under way to get that done, and hope bicyclists and pedestrians will be enjoying the results of that work any day now.

Cyndy Johnsen
Board Member

Maria Piper
Board Member

We're also very excited about all the plans for public access and amenities that will phase in over the next year and a half, including more waterfront Bay Trail, a wharf promenade, and Svendsen Maritime Park. We know these complex projects take many years of planning and perseverance to come to fruition. That some ribbon cutting is finally coming into view is something we should all celebrate!

Lucy Gigli
*Founder,
non-voting*

Sincerely,

Bike Walk Alameda





From: [Madlen Saddik](#)
To: [CityCouncil-List](#); [Lara Weisiger](#)
Cc: [Becca Perata](#); [Kelly Lux](#); [Joann Guitarte](#)
Subject: [EXTERNAL] Support letter for September 5th council meeting agenda item 7C
Date: Monday, September 4, 2023 6:01:01 PM
Attachments: [alameda marina master planedit.docx.pdf](#)

Honorable Mayor and council members,
Attached is our letter for Item 7c for tomorrow's council meeting.
Thank you.

--

Connecting Business and Community,



Madlen Saddik

President & CEO

o: 510.522.0414 | **m:** 650.954.0848

w: alamedachamber.com

e: 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

September 4, 2023

Alameda City
Mayor Marilyn Ezzy Ashcraft
Vice Mayor Tony Daysog
Councilmember Tracy Jensen
Councilmember Trish Herrera Spencer
Councilmember Malia Vella
City Manager Jennifer Ott
Allen Tai, Acting Director of Building, Planning and Transportation

RE: Support for Introduction of Ordinance Amending the Alameda Marina Master Plan and Approving Density Bonus Application No. PLN23-0179 to Increase the Alameda Marina Sitewide Housing Unit Count from 760 Units to 801 Units.

Dear Madam Mayor and City Councilmembers,

On behalf of the Alameda Chamber & Economic Alliance, **We write in SUPPORT of Agenda Item 7C, Introduction of Ordinance Amending the Alameda Marina Master Plan and Approving Density Bonus Application No. PLN23-0179 to Increase the Alameda Marina Sitewide Housing Unit Count from 760 Units to 801 Units.**

The Alameda Marina Master Plan was approved in late 2018, and construction began in 2020. The Master Plan outlined a ten-year buildout, which includes a new sea wall to protect this portion of the island until the end of the century, a half mile of new improvements along Clement Ave., including a two-lane cycle track, over four acres of open space, 55,000sf of commercial and historic rehab of buildings, and 760 housing units.

With the approvals of this final phase of housing, the development team is on track to complete the entire project by the end of 2026, well ahead of schedule. The project has already delivered a new \$35M seawall, most of which is on City of Alameda property, and \$10M of street improvements to Clement Ave. In the next phase, the Wrap B project is fully consistent with the Housing Element, and the developer is requesting to add 41 additional units within the original footprint and height of the approved Master Plan. Additionally, the Wrap B project will deliver

important Bay Trail improvements and an historic promenade wharf for all Alamedans to enjoy. The developer even has agreed to open a temporary Bay Trail connection to the west through the City's Corp property, which will be completed later this year. People are fully exploring what Alameda has to offer, and the Alameda Marina development will only improve the experience for the entire community.

The ability of the developer to add additional units without changing the size of the project is a big win for our business community. As Alameda continues to grow its businesses, we want employees to live on the island near our job centers.

The Alameda Chamber & Economic Alliance urges Council to advance the Alameda Marina master plan amendment so the project will reach its full potential.

Thank you for your consideration,

Sincerely,

Madlen Saddik

Madlen Saddik
CEO/President

Kelly Lux

Kelly Lux
2023 Board Chair