

From: [Becca Perata](#)
To: [Marilyn Ezzy Ashcraft](#); [Malia Vella](#); [John Knox White](#); [Trish Spencer](#); [Tony Daysog](#); [Lisa Maxwell](#); [Lisa Fitts](#); [Lara Weisiger](#)
Subject: [EXTERNAL] AC Transit support for West Midway project
Date: Tuesday, July 5, 2022 4:34:30 PM
Attachments: [We sent you safe versions of your files.msg](#)
[West Midway Alameda Point Letter of Support.pdf](#)

Mimecast Attachment Protection has deemed this file to be safe, but always exercise caution when opening files.

Please find attached letter from AC Transit for your consideration.

Thank you, Becca

Sent from my iPhone

July 5, 2022

Re: West Midway Property at Alameda Point

Dear Mayor Ezzy Ashcraft and City Council:

AC transit and Alameda have worked collaboratively for many years to provide service to Alameda residents across the city. We encourage Alameda residents to continue to use our service for their transportation needs to get to work, school, healthcare visits, and to leisure and entertainment venues and activities. We support bringing this mixed-use development project which will bring market-rate, moderate income, and supportive affordable housing to Alameda residents and we hope to continue being of service to Alameda Point residents as the Alameda West Midway Project comes online.

We currently provide service within walking distance of the development site on lines 78 and 96 and per the Alameda Point Transportation Demand Management Plan, this development is required to join the Alameda Transportation Management Association and participate in AC Transit's EasyPass program. We already serve current Alameda Point residents through the program and welcome the future residents of Alameda Midway homes to our program. AC Transit supports developments that promote mode shifts through robust TDM policy that includes participation in AC Transit's EasyPass program and general and overall use of our bus service for their transportation needs across the island and beyond.

Sincerely,

Chantal Reynolds

External Affairs Representative, AC Transit



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

Planning Board and City Council

City of Alameda
2263 Santa Clara Avenue
Alameda, CA 94501

7/5/2022

RE: Support for the West Midway Project

Dear Mayor and City Council,

We are writing to reiterate East Bay YIMBYs continued support for the proposed project to develop the West Midway Neighborhood at the former Alameda NAS. We fully support the staff recommendation to approve the term sheet for this project.

This project would provide much-needed, affordable-by-design workforce housing in our community. This project will help address our citywide housing shortage and in particular, our need for more homes in our community of Alameda. The proximity to high-quality and frequent transit options means this location is particularly well suited for adding more neighbors to our community.

East Bay YIMBY is a chapter of YIMBY Action which is a network of pro-housing activists 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.

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.

Best regards,

Zac Bowling

East Bay YIMBY, Lead



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

From: [Lisa Maxwell](#)
To: [Ashley Zieba](#); [Lara Weisiger](#)
Subject: FW: [EXTERNAL] I support Alameda West Midway!
Date: Tuesday, July 5, 2022 3:00:16 PM

Lisa Nelson Maxwell
she / her
Community Development Director
City of Alameda
950 W. Mall Square
Alameda, CA 94501
(510) 747-6899
(510) 872-2686 cell

From: Megan Marshall [mailto:megan@sanmanproductions.com]
Sent: Tuesday, July 5, 2022 2:29 PM
To: Marilyn Ezzy Ashcraft <MEzzyAshcraft@alamedaca.gov>; Malia Vella <MVella@alamedaca.gov>; Tony Daysog <TDaysog@alamedaca.gov>; Trish Spencer <tspencer@alamedaca.gov>; John Knox White <JknoxWhite@alamedaca.gov>; Lisa Maxwell <LMaxwell@alamedaca.gov>; Lisa Fitts <lfitts@alamedaca.gov>; Dirk Brazil <dbrazil@alamedaca.gov>
Subject: [EXTERNAL] I support Alameda West Midway!

Dear Mayor and City Council:

Our region is in a housing crisis. The Alameda West Midway project will make a significant contribution to address the City's Regional Housing Needs Allocation (RHNA) by satisfying nearly 15% of the City's Housing Element goal.

By giving direction to staff to negotiate a DDA with the development team, the City will add 789 new housing units to Alameda's inventory, including affordable by design and moderate-income housing. And West Midway will provide new infrastructure and deliver supportive housing to our RESHAP community with 309 very low- and low-income housing units.

I encourage the Council to move forward Item 7-B and work to bring the West Midway Neighborhood to Alameda Point!

Thank you.

Megan Marshall
President of Operations
510.522.9333



From: [Lisa Maxwell](#)
To: [Lara Weisiger](#); [Ashley Zieba](#)
Subject: FW: [EXTERNAL] I support Alameda West Midway!
Date: Tuesday, July 5, 2022 2:51:33 PM

One more!

Lisa Nelson Maxwell
she / her
Community Development Director
City of Alameda
950 W. Mall Square
Alameda, CA 94501
(510) 747-6899
(510) 872-2686 cell

-----Original Message-----

From: Michele McGarraugh [<mailto:michelemcgarraugh@gmail.com>]
Sent: Tuesday, July 5, 2022 2:38 PM
To: Marilyn Ezzy Ashcraft <MEzzyAshcraft@alamedaca.gov>; Malia Vella <MVella@alamedaca.gov>; Tony Daysog <TDaysog@alamedaca.gov>; Trish Spencer <tspencer@alamedaca.gov>; John Knox White <JknoxWhite@alamedaca.gov>; Lisa Maxwell <LMaxwell@alamedaca.gov>; Lisa Fitts <lfitts@alamedaca.gov>; Dirk Brazil <dbrazil@alamedaca.gov>
Subject: [EXTERNAL] I support Alameda West Midway!

Dear Mayor and City Council:

Our region is in a housing crisis. The Alameda West Midway project will make a significant contribution to address the City's Regional Housing Needs Allocation (RHNA) by satisfying nearly 15% of the City's Housing Element goal.

By giving direction to staff to negotiate a DDA with the development team, the City will add 789 new housing units to Alameda's inventory, including affordable by design and moderate-income housing. And West Midway will provide new infrastructure and deliver supportive housing to our RESHAP community with 309 very low- and low-income housing units.

I encourage the Council to move forward Item 7-B and work to bring the West Midway Neighborhood to Alameda Point!

Thank you.

Sent from my iPhone

From: [Lisa Maxwell](#)
To: [Lara Weisiger](#); [Ashley Zieba](#)
Subject: FW: [EXTERNAL] Please support Alameda West Midway!
Date: Tuesday, July 5, 2022 2:03:03 PM

Lisa Nelson Maxwell
she / her
Community Development Director
City of Alameda
950 W. Mall Square
Alameda, CA 94501
(510) 747-6899
(510) 872-2686 cell

From: Ron Silberstein [mailto:ron@admiralmaltings.com]
Sent: Tuesday, July 5, 2022 2:01 PM
To: Marilyn Ezzy Ashcraft <MEzzyAshcraft@alamedaca.gov>; Malia Vella <MVella@alamedaca.gov>; Tony Daysog <TDaysog@alamedaca.gov>; Trish Spencer <tspencer@alamedaca.gov>; John Knox White <JknoxWhite@alamedaca.gov>; Lisa Maxwell <LMaxwell@alamedaca.gov>; Lisa Fitts <lfitts@alamedaca.gov>; Dirk Brazil <dbrazil@alamedaca.gov>
Subject: [EXTERNAL] Please support Alameda West Midway!

Dear Mayor and City Council:

Our region is in a housing crisis. High density urban housing with accessible public transportation is the key to the solution. The Alameda West Midway meets that criteria and the project will make a significant contribution to address the City's Regional Housing Needs Allocation (RHNA) by satisfying nearly 15% of the City's Housing Element goal.

By giving direction to staff to negotiate a DDA with the development team, the City will add 789 new housing units to Alameda's inventory, including affordable by design and moderate-income housing. And West Midway will provide new infrastructure and deliver supportive housing to our RESHAP community with 309 very low- and low-income housing units.

I encourage the Council to move forward Item 7-B and work to bring the West Midway Neighborhood to Alameda Point!

Thank you.

Ron Silberstein
Co-Founder I Sales I Admiral Maltings
651A W Tower Ave, Alameda, CA 94501
mobile: 415.307.1870
work: 510.849.6173
ron@admiralmaltings.com
pronouns: he, him



July 5, 2022

Dear Mayor and City Councilmembers,

We congratulate the city for leading this public-private-nonprofit effort to expand housing opportunities across the spectrum of needs at Alameda Point. Through your determination and tenacity, you have gone above and beyond the call of duty by bringing about the vision of rebuilding the existing supportive housing elsewhere at Alameda Point. While the existing structures have served their purpose, the new planned community provides a new level of dignity to those needing support by integrating the community seamlessly within new development.

You have done so by bringing together private developers, the support community, and nonprofit affordable housing developer MidPen Housing Corporation. After many twists and turns, you have arrived at a remarkable achievement. The League of Women Voters of Alameda urges you to approve the term sheet to move this project forward to groundbreaking.

Sincerely,

Anne McKereghan, President
League of Women Voters Alameda

From: [Tony Daysog](#)
To: [Vic Rollandi](#)
Cc: [Lara Weisiger](#)
Subject: Re: [EXTERNAL] I support Alameda West Midway!
Date: Tuesday, July 5, 2022 10:30:15 AM

Thanks! I'll forward this to our City Clerk so she can include this as part of the official record for the meeting. -- Tony

From: Vic Rollandi <vic@sdvservicesinc.com>
Sent: Tuesday, July 5, 2022 10:03 AM
To: Marilyn Ezzy Ashcraft; Malia Vella; Tony Daysog; Trish Spencer; John Knox White; Lisa Maxwell; Lisa Fitts; Dirk Brazil
Subject: [EXTERNAL] I support Alameda West Midway!

Dear Mayor and City Council:

Our region is in a housing crisis. The Alameda West Midway project will make a significant contribution to address the City's Regional Housing Needs Allocation (RHNA) by satisfying nearly 15% of the City's Housing Element goal.

By giving direction to staff to negotiate a DDA with the development team, the City will add 789 new housing units to Alameda's inventory, including affordable by design and moderate-income housing. And West Midway will provide new infrastructure and deliver supportive housing.

Please emphasize and put in place the use of local Alameda businesses on this project. To date no such provisions have been either visible or emphasized.

We are SDV Services, Inc. We offer erection, installation, Crane service, miscellaneous metals and their installation, hoist rental and on-site diesel fueling service.

We are certified as a Small Business, Disabled Veteran Business Enterprise, Alameda County Local Business Enterprise and a federal Service Disabled Veteran Owned Small Business.

Our business is located at 2236 Mariner Square Drive, Alameda 94501.

Since the development team will benefit for their efforts, so should local Alameda City based businesses to the maximum extent possible.

Thank you for your consideration and taking appropriate actions.

From: [Lisa Maxwell](#)
To: [Lara Weisiger](#); [Ashley Zieba](#)
Subject: FW: [EXTERNAL] I support Alameda West Midway!
Date: Tuesday, July 5, 2022 10:29:06 AM

FYI

Lisa Nelson Maxwell
she / her
Community Development Director
City of Alameda
950 W. Mall Square
Alameda, CA 94501
(510) 747-6899
(510) 872-2686 cell

-----Original Message-----

From: Teri Kennedy [<mailto:tmkenedy325@gmail.com>]
Sent: Tuesday, July 5, 2022 10:02 AM
To: Marilyn Ezzy Ashcraft <MEzzyAshcraft@alamedaca.gov>; Malia Vella <MVella@alamedaca.gov>; Tony Daysog <TDaysog@alamedaca.gov>; Trish Spencer <tspencer@alamedaca.gov>; John Knox White <JknoxWhite@alamedaca.gov>; Lisa Maxwell <LMaxwell@alamedaca.gov>; Lisa Fitts <lfitts@alamedaca.gov>; Dirk Brazil <dbrazil@alamedaca.gov>
Subject: [EXTERNAL] I support Alameda West Midway!

Dear Mayor and City Council:

I encourage the Council to move forward Item 7-B and work to bring the West Midway Neighborhood to Alameda Point. The housing crisis continues to grow and the infrastructure and housing planned for this site are of utmost importance.

Sincerely,
Teri Kennedy

From: [Damian Fagan](#)
To: [Lisa Maxwell](#); [Lisa Fitts](#); [Lara Weisiger](#); [Malia Vella](#); [Marilyn Ezzy Ashcraft](#); [John Knox White](#); [Trish Spencer](#); [Tony Daysog](#)
Cc: [BECCA PERATA](#)
Subject: [EXTERNAL] Almanac Beer Company Supports Approval of Item 7-B
Date: Friday, July 1, 2022 5:34:56 PM

Dear Mayor Ezzy Ashcraft and Alameda City Council,

I am writing in support of the staff recommendation of approval of Item 7-B, the Term Sheet for the Alameda West Midway Project.

Over the last few months, I've had several opportunities to meet with the development team to discuss their plans to build new housing and a food and beverage hub to extend the Point's commercial corridor at the corner of Pan Am and Tower Streets. My business, Almanac Beer Company, would warmly welcome the West Midway Project as a new neighbor that will invariably increase the Point's amenities and ultimately attract more patrons to our food and beverage establishments.

The Point is growing rapidly with innovation and new tech companies looking for more places to house their growing employee base—increasing the need for more dining, entertainment and recreation options.

As a proud member of the Alameda Point business community since 2018, we are supportive of the development of critical infrastructure and housing to support our continued growth and ability to provide high quality jobs in the city.

We also greatly appreciate the plan's pedestrian and bicycle network and integration of sustainable transportation through AC Transit, ferry service and cycling, which we know will contribute to a sustainable neighborhood.

We look forward to seeing the West Midway Neighborhood project approved and built!

Sincerely,

Damian Fagan
Founder, Owner & CEO
Almanac Beer Company

--

=====
Damian Fagan
Founder & CEO
Almanac Beer Co.
=====
Mobile: [415.816.4747](tel:415.816.4747)
651 W. Tower Ave.
Alameda, CA 94501
www.almanacbeer.com



(510) 516-0497
P.O. BOX 2732
ALAMEDA, CA 94501
www.bikewalkalameda.org

**Board of
Directors**

July 1, 2022

Denyse Trepanier
President

RE: Item 7-B, West Midway Project

Brian Fowler
Treasurer

Dear Mayor Ezzy Ashcraft and Members of the Council,

Cameron Holland
Secretary

We're writing in support of staff's recommendation to approve the Term Sheet for the West Midway project. We hope you will vote in favor.

Cyndy Johnsen
Board Member

We recognize the critical need for housing, and applaud this project's goal of building a vibrant community that's transit-, bike-, and pedestrian-friendly. Creating communities in ways that allow more people to live car-light or car-free will benefit everyone, current and future, no matter how they get around.

Tim Beloney
Board Member

Jillian Northrup
Board Member

West Alameda has some mobility challenges, but the new ferry terminal at Seaplane Lagoon, AC Transit's Line 78 service, and the Cross Alameda Trail are great connectivity enhancements that have dramatically improved the situation.

Lucy Gigli
*Founder,
non-voting*

A remaining gap, however, is infrastructure connectivity to Oakland for people who bike or walk. There are three access points on the East End along the bridges, but no compliant access points for the entire waterfront west of Park Street. This is a major mobility, climate, and equity issue, more pronounced with new housing and related access needs along the Northern Waterfront and West End. We urge you, and anyone involved in planning Alameda's future, to expedite improved access for bicyclists and pedestrians, particularly the bike and pedestrian bridge. It's the only solution that will offer free, safe, and convenient 24x7x365 access for people who bike or walk across the estuary, whether by choice or necessity. This kind of access is key to making walking and biking truly viable transportation options, and in so doing, reduce the need for cars and driving in and around Alameda as we grow.

Also important as we think about this and future developments in Alameda is continued support for bike-friendly transit across the estuary, namely the interim solution of enhanced water-based services (short hop service and water shuttles), and the longer term effort for a BART station in West Alameda.

Thank you for your consideration,

Bike Walk Alameda Board

July 1, 2022

Re: City Council July 5, 2022, Regular Agenda Item 7-B: West Midway Project

Dear Mayor and City Council:

The Alameda Transportation Management Association (ATMA) supports the staff's recommendation to approve a term sheet and further negotiations for both the West Midway and the RESHAP projects.

The ATMA's mission is to advocate, promote and implement transportation demand management (TDM) strategies to reduce total emissions, reduce single occupancy vehicle trips and increase awareness and use of sustainable modes of transportation in Alameda Point, Northern Waterfront and all of Alameda.

The proposed project is a future member of the ATMA and would be a great complement to our current members - employers and housing already at Alameda Point. The project includes rebuilding supportive housing at the Point, providing a range of affordable and workforce housing options. Through its built environment and marketing, the project plans to aggressively promote walking, cycling and the use of the existing public transit network such as bus and ferry service.

We urge you to support the staff's recommendation.

Sincerely,

A handwritten signature in black ink, appearing to read 'Lucy Gigli', with a stylized, cursive script.

Lucy Gigli

TDM Manager, Alameda Transportation Commission

From: [Lisa Maxwell](#)
To: [Lara Weisiger](#)
Subject: Fwd: [EXTERNAL] I support Alameda West Midway!
Date: Friday, July 1, 2022 11:05:24 AM

Lisa Nelson Maxwell
she / her
Community Development Director
City of Alameda
950 W. Mall Square
Alameda, CA 94501
(510) 747-6899 office
(510) 872-2686 cell

Begin forwarded message:

From: Philip James <pjj@philipjohnjames.com>
Date: July 1, 2022 at 11:03:18 AM PDT
To: Marilyn Ezzy Ashcraft <MEzzyAshcraft@alamedaca.gov>, Malia Vella <MVella@alamedaca.gov>, Tony Daysog <TDaysog@alamedaca.gov>, Trish Spencer <tspencer@alamedaca.gov>, John Knox White <JknoxWhite@alamedaca.gov>, Lisa Maxwell <LMaxwell@alamedaca.gov>, Lisa Fitts <lfitts@alamedaca.gov>, Dirk Brazil <dbrazil@alamedaca.gov>
Subject: [EXTERNAL] I support Alameda West Midway!

Dear Mayor and City Council:

Our region is in a housing crisis. The Alameda West Midway project will make a significant contribution to address the City's Regional Housing Needs Allocation (RHNA) by satisfying nearly 15% of the City's Housing Element goal.

By giving direction to staff to negotiate a DDA with the development team, the City will add 789 new housing units to Alameda's inventory, including affordable by design and moderate-income housing. And West Midway will provide new infrastructure and deliver supportive housing to our RESHAP community with 309 very low- and low-income housing units.

I encourage the Council to move forward Item 7-B and work to bring the West Midway Neighborhood to Alameda Point!

Thank you.

From: [Lisa Maxwell](#)
To: [Lara Weisiger](#)
Subject: Fwd: [EXTERNAL] I support Alameda West Midway!
Date: Friday, July 1, 2022 11:05:12 AM

Lisa Nelson Maxwell
she / her
Community Development Director
City of Alameda
950 W. Mall Square
Alameda, CA 94501
(510) 747-6899 office
(510) 872-2686 cell

Begin forwarded message:

From: Matt Kreutz <matt@firebrandbread.com>
Date: July 1, 2022 at 11:04:39 AM PDT
To: Marilyn Ezzy Ashcraft <MEzzyAshcraft@alamedaca.gov>, Malia Vella <MVella@alamedaca.gov>, Tony Daysog <TDaysog@alamedaca.gov>, Trish Spencer <tspencer@alamedaca.gov>, John Knox White <JknoxWhite@alamedaca.gov>, Lisa Maxwell <LMaxwell@alamedaca.gov>, Lisa Fitts <lfitts@alamedaca.gov>, Dirk Brazil <dbrazil@alamedaca.gov>
Subject: [EXTERNAL] I support Alameda West Midway!

Dear Mayor and City Council:

Our region is in a housing crisis. The Alameda West Midway project will make a significant contribution to address the City's Regional Housing Needs Allocation (RHNA) by satisfying nearly 15% of the City's Housing Element goal.

By giving direction to staff to negotiate a DDA with the development team, the City will add 789 new housing units to Alameda's inventory, including affordable by design and moderate-income housing. And West Midway will provide new infrastructure and deliver supportive housing to our RESHAP community with 309 very low- and low-income housing units.

I encourage the Council to move forward Item 7-B and work to bring the West Midway Neighborhood to Alameda Point!

Thank you.

Matt Kreutz
CEO- Firebrand

(510) 410-1305



6/30/22

Dear Mayor, Members of the City Council, and City Manager;

We are residents of housing provided by the collaborative partners – Alameda Point Collaborative, Building Futures and Operation Dignity. We are grateful for the opportunities provided here, the housing we are living in is in need of replacement. Water and sewer main breaks and electric outages are all too common now at Alameda Point. The housing itself is old, scattered too far apart from each other and from services, for us to be able to easily access, and takes money to maintain that could better be used for services. Our dream of getting new housing has been a long time in coming.

The residents here have been working closely with the Collaborative Partners and Mid-Pen housing to create a new community that will better serve the residents, provide easier access to services, and better connect us to the surrounding neighborhoods, employment centers and transit hubs. Bringing a market rate developer in to develop the infrastructure and our building pads was a necessary step for the RESHAP project to move forward. The Catellus/Brookfield project will:

- Help Alameda meet ABAG/MTC Regional Housing Needs (RHNA) requirements by adding 789 housing units to Alameda's inventory
- Construct a new food and beverage hub at the corner of Pam Am and Tower Streets to extend the Point's commercial corridor.
- Create a pedestrian and bicycle focused network of green paseos, small pocket parks and pedestrian-oriented interconnected streets.

But above all else, the project as proposed in the term sheet will replace aging infrastructure to build new, supportive housing dedicated to serving formerly homeless veterans, families, seniors and singles by Alameda Point Collaborative, Operation Dignity and Building Futures with Women and Children. We, the residents who will be living in this housing ask that you approve the term sheet as submitted and enable this very important project to move forward.

Sincerely,
Stephanie G.
Tiffany N.
Betty S.
Sue B.
Pamela J.
Dayna P.
Rosalind P.
Jessica C.
Tajeer R.



6/30/22

Re: City Council July 5, 2022, Regular Agenda Item 7-B: West Midway Project

Dear Mayor Ashcraft and Members of the City Council:

On behalf of the residents, staff and Board of the Alameda Point Collaborative, I am writing in support of staff recommendation to approve the term sheet for the West Midway Project. A thrice pandemic-postponed vacation keeps me from being there tonight for this very important milestone for the RESHAP project.

Approval of the term sheet will enable RESHAP to move forward on the design and actual development of our community with site prep starting as early as next year.

APC and the Collaborative partners, along with our residents have been working on the RESHAP vision since 2007. Tonight, with your vote to approve the term sheet, our vision can become reality.

Catellus and Brookfield have been wonderful partners to work with on implementation of the West Midway project, and together we have created the opportunity for a diverse community to be built, with easy access to services, safe streets for pedestrians and bicyclists, accessible housing, and open space.

The Collaborative Partners have worked closely with our residents throughout this process, creating a design that meets their needs and aspirations. Attached to this letter is a letter from representatives of our Resident Committee affirming their support for moving ahead. Please help create a place where they can continue to live in dignity and gain self-sufficiency by approving the term sheet as presented.

Sincerely,

Doug Biggs

Doug Biggs
Executive Director
Alameda Point Collaborative

From: [Madlen Saddik](#)
To: [Marilyn Ezzy Ashcraft](#); [John Knox White](#); [Tony Daysog](#); [Lara Weisiger](#); [Trish Spencer](#); [Malia Vella](#)
Subject: [EXTERNAL] Chamber Support for Agenda Item 7-B On July 5, 2022
Date: Wednesday, June 29, 2022 9:35:30 AM
Attachments: [We sent you safe versions of your files.msg](#)
[Development of West Midway \(7 5\) Letter.docx.pdf](#)

Mimecast Attachment Protection has deemed this file to be safe, but always exercise caution when opening files.

Honorable Mayor and Council Members,

Please find attached a letter of support for agenda item 7-B for the City Council Meeting next Tuesday July 5th.

I look forward to speaking with you soon.

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 Book 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

Mayor Marilyn Ezzy Ashcraft
Vice Mayor Malia Vella
Councilmember Tony Daysog
Councilmember Trish Herrera Spencer
Councilmember John Knox White

June 28, 2022

Alameda City Hall
2263 Santa Clara Avenue
Alameda, CA 94501

RE: Development of the West Midway Project, Agenda Item 7-B

Dear City Council,

On behalf of the Alameda Chamber and Economic Alliance, we would like to go on record as being in favor of the approval of Item 7-B: Recommendation to Approve a Term Sheet for Development of the West Midway Project, which is being presented during the City Council meeting on July 5th, 2022.

We are the President and CEO, Madlen Saddik, and the Board of Directors Chair, Kelly Lux, of the Alameda Chamber & Economic Alliance which is a voice for 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 very supportive 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 789 additional homes and up to 10,000 square feet of neighborhood commercial space, believing it will greatly benefit our entire community.

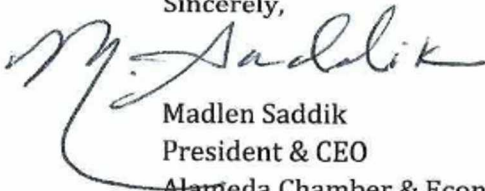
Additional Benefits envisioned to take place are:

- Help Alameda meet ABAG/MTC Regional Housing Needs (RHNA) requirements by adding 789 housing units to Alameda's inventory, with emphasis on affordable and workforce housing:
 - For-Sale Market-Rate 3- to 4- Story Duets and Townhomes.
 - Affordable by Design Workforce Housing.
 - Very Low-, Low- and Moderate-Income Housing.
- Replace aging infrastructure to build new, supportive housing dedicated to serving formerly homeless veterans, families, seniors and singles by Alameda Point Collaborative, Operation Dignity and Building Futures with Women and Children.
- Create a pedestrian and bicycle-focused network of green paseos, small pocket parks and pedestrian-oriented interconnected streets.
- Encourage the use of sustainable transportation, such as AC Transit and ferry service, by aggressively promoting walking, cycling and the use of the existing public transit network.
- Construct a new food and beverage hub at the corner of Pam Am and Tower Streets (across from Almanac Beer Co.) to extend the Point's commercial corridor.

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 approval of the West Midway Project and the Term Sheet that has been proposed.

Sincerely,



Madlen Saddik
President & CEO

Alameda Chamber & Economic Alliance



Kelly Lux
Chair

Alameda Chamber & Economic Alliance

June 28, 2022

Mayor Marilyn Ezzy Ashcraft
Vice Mayor Malia Vella
Councilmember Tony Daysog
Councilmember Trish Herrera Spencer
Councilmember John Knox White

Alameda City Hall
Alameda, CA 94501

RE: Alameda West Midway Neighborhood – Item 7-b

Dear City Council,

We would like to go on record as being in favor of the proposed development plan identified as the West Midway Neighborhood at Alameda Point, which is being presented at City Council on July 5th, 2022.

Astra Space, Inc. (NASDAQ: ASTR) is a spacetechnology R&D and manufacturing company headquartered at Alameda Point. Over the last 12 months, Astra has increased headcount by 258%, with over 63 employees proudly residing in Alameda. We support the approval of the West Midway development plan to increase housing opportunities and community development on-island for future employees of Astra, as part of our large efforts to hire. Some of those recruited are relocated from other areas of the country and increasing local housing inventory will create opportunity for Alameda to capture those new employees as residents. For each Alameda resident employed at Astra, it supports 8.1 jobs in the city.

The continued development and repurposing of the Base is essential to the success of Astra and other businesses at Alameda Point. The West Midway project meets the ABAG/MTC Regional Housing needs requirements by adding 789 housing units to Alameda's inventory, with an emphasis on affordable and workforce housing. It achieves base re-use by replacing aging infrastructure to build new housing and a food and beverage hub to extend the Point's commercial corridor at the corner of Pan Am and Tower Streets. Without approval of the West Midway project, Alameda Point will lack offering desirable community amenities and housing near growing and innovative employers.

As members of the Alameda Point business community, we are supportive of the development of both critical infrastructure and housing to support our continued growth and ability to provide jobs in the city.

We are very excited about the West Midway concept which includes pedestrian and bicycle focused networks, small parks and encourages the use of sustainable transportation through AC Transit, ferry service and cycling, which aligns with one of Astra's core values: sustainability.

For the reasons stated above, we'd like to express our strong support for the approval of the West Midway Neighborhood project that has been presented to you by the Brookfield Properties and Catellus partnership in collaboration with MidPen Housing and RESHAP partners.

Sincerely,
Dani Gomes, Director of Real Estate Development
Astra Space Operations, Inc.

From: [Lisa Maxwell](#)
To: [Lara Weisiger](#)
Cc: [Lisa Fitts](#)
Subject: Fwd: [EXTERNAL] Item 7-B on July 5 agenda
Date: Tuesday, June 28, 2022 4:25:18 PM

Lisa Nelson Maxwell
she / her
Community Development Director
City of Alameda
950 W. Mall Square
Alameda, CA 94501
(510) 747-6899 office
(510) 872-2686 cell

Begin forwarded message:

From: Laura Thomas <ciaolauretta@comcast.net>
Date: June 28, 2022 at 4:22:53 PM PDT
To: Marilyn Ezzy Ashcraft <MEzzyAshcraft@alamedaca.gov>, Tony Daysog <TDaysog@alamedaca.gov>, John Knox White <JknoxWhite@alamedaca.gov>, Malia <malia.vella@gmail.com>, Trish Spencer <tspencer@alamedaca.gov>
Cc: Lisa Maxwell <LMaxwell@alamedaca.gov>, Lisa Fitts <lfitts@alamedaca.gov>, Becca Perata <becca.perata@gmail.com>
Subject: [EXTERNAL] Item 7-B on July 5 agenda

June 28, 2022

RE: Alameda City Council July 5, 2022 Item 7-B West Midway Project

Dear Mayor Ezzy Ashcraft and Councilmembers:

Renewed Hope supports 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.

This action will ensure the project moves forward as we eagerly anticipate the expansion of existing supportive housing at Alameda Point.

As you know, Renewed Hope has long supported The Collaborative Partners – Alameda Point Collaborative, Building Futures and Operation Dignity -- and have been impressed with their efforts to build and maintain supportive housing, educational and career development programs, and social enterprises, such as their Ploughshare Nursery and The Urban

Farm. We understand over 500 formerly homeless people, including over 250 children, live in old Navy housing under their care.

We have watched the Collaborative Partners and their residents create a community of healing and dignity. The development team of MidPen Housing and Brookfield/Catellus will further this mission by designing a project with more than half of its housing designated affordable – the largest on the island!

The new RESHAP/W. Midway neighborhood will increase housing for homeless families, survivors of domestic violence and veterans, and ensure it is safe, accessible and economical to live in and maintain. Social services will be more robust and more accessible by leveraging the strength of each individual organization and providing additional critically needed service facilities, including a state of the art emergency shelter, a center for hope and healing, and a workforce development center.

We appreciate your support of our efforts to turn the aspirations of our community into reality by approving the Term Sheet and working in earnest to negotiate a DDA for the project.

Sincerely,

Laura Thomas

Renewed Hope

From: [Lisa Maxwell](#)
To: [Lara Weisiger](#)
Cc: [Lisa Fitts](#)
Subject: Fwd: [EXTERNAL] Letter in support of the Alameda West Midway Project
Date: Tuesday, June 28, 2022 3:03:11 PM

Lisa Nelson Maxwell
she / her
Community Development Director
City of Alameda
950 W. Mall Square
Alameda, CA 94501
(510) 747-6899 office
(510) 872-2686 cell

Begin forwarded message:

From: Tina Blaine <tblaine@gmail.com>
Date: June 28, 2022 at 2:38:52 PM PDT
To: Marilyn Ezzy Ashcraft <MEzzyAshcraft@alamedaca.gov>, Malia Vella <MVella@alamedaca.gov>, Tony Daysog <TDaysog@alamedaca.gov>, Trish Spencer <tspencer@alamedaca.gov>, John Knox White <JknoxWhite@alamedaca.gov>, Lisa Maxwell <LMaxwell@alamedaca.gov>, Lisa Fitts <lfitts@alamedaca.gov>, Dirk Brazil <dbrazil@alamedaca.gov>
Subject: [EXTERNAL] Letter in support of the Alameda West Midway Project

Dear Mayor and City Council:

I am writing to encourage the Council to vote YES on Item 7-B in the July 5th agenda and work together to bring the West Midway Neighborhood to Alameda Point.

The Alameda West Midway project will make a significant contribution to address the City's Regional Housing Needs Allocation (RHNA) by satisfying nearly 15% of the City's Housing Element goal.

Adding 789 new housing units to Alameda's inventory, including affordable by design and moderate-income housing as well as new infrastructure and supportive housing to our RESHAP community with 309 very low- and low-income housing units, is very much needed in light of the continually rising cost of housing and the Alameda rental market.

Thank you very much for your consideration and directing staff to negotiate a DDA with the development team,

Tina Blaine
Alameda Resident

From: [Lisa Maxwell](#)
To: [Lara Weisiger](#)
Cc: [Lisa Fitts](#)
Subject: FW: 7/5 City Council Agenda Item 7-B: Support for West Midway
Date: Tuesday, June 28, 2022 3:01:24 PM
Attachments: [image001.png](#)
[220628 APP Support for West Midway Development.pdf](#)

And another one!

Lisa Nelson Maxwell
Community Development Director
City of Alameda
950 W. Mall Square
Alameda, CA 94501
(510) 747-6899
(510) 872-2686 cell

From: Hill, Stephanie [mailto:shill@tcr.com]
Sent: Tuesday, June 28, 2022 2:59 PM
To: Marilyn Ezzy Ashcraft <MEzzyAshcraft@alamedaca.gov>; Malia Vella <MVella@alamedaca.gov>; Tony Daysog <TDaysog@alamedaca.gov>; Trish Spencer <tspencer@alamedaca.gov>; John Knox White <JknoxWhite@alamedaca.gov>; Lisa Maxwell <LMaxwell@alamedaca.gov>; Lisa Fitts <lfitts@alamedaca.gov>
Cc: 'Jessica Murphy' <jessica@cypressequity.com>; Conor O'Brien <conor@cypressequity.com>
Subject: [EXTERNAL] 7/5 City Council Agenda Item 7-B: Support for West Midway

Mimecast Attachment Protection has deemed this file to be safe, but always exercise caution when opening files.

Dear Mayor and City Council:

On behalf of Alameda Point Partners, please find attached a letter of support for the West Midway Development.

Best,
Stephanie



Stephanie Hill
Vice President, Development
1528 S El Camino Real, Suite 100 | San Mateo, CA 94402
shill@tcr.com
P: 415.569.3722 | C: 574.329.4154



TRAMMELL CROW RESIDENTIAL
CYPRESS EQUITY INVESTMENTS • SRMERNST

June 28, 2022

Mayor Marilyn Ezzy Ashcraft
Vice Mayor Malia Vella
Councilmember Tony Daysog
Councilmember Trish Herrera Spencer
Councilmember John Knox White

Alameda City Hall
2263 Santa Clara Avenue
Alameda, CA 94501

RE: West Midway Project at Alameda Point, Agenda Item 7-B

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 5th, 2022.

Alameda Point Partners supports 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 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 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,

Stephanie Hill
Alameda Point Partners

From: [Lauren Gularte](#)
To: [Marilyn Ezzy Ashcraft](#); [Malia Vella](#); [Tony Daysog](#); [Trish Spencer](#); [John Knox White](#)
Cc: [Lisa Maxwell](#); [City Clerk](#)
Subject: [EXTERNAL] WETA Support for City Council July 5, 2022, Regular Agenda Item 7-B: West Midway Project
Date: Tuesday, June 28, 2022 12:10:55 PM
Attachments: [image001.png](#)
[We sent you safe versions of your files.msg](#)
[WETA Alameda Midway Support Letter 062822.pdf](#)

Mimecast Attachment Protection has deemed this file to be safe, but always exercise caution when opening files.

Dear Mayor Ashcraft and City Council Members,
Please see attached support letter from WETA for the West Midway Project on the 7/5/22 City Council agenda.

Happy 4th of July!

Thank you,

 Lauren

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
(510) 910-6833 cell



June 28, 2022

Re: City Council July 5, 2022, Regular Agenda Item 7-B: 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 rebuilding supportive housing at the Point and also providing a range of affordable and 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 to approve a term sheet and further negotiations with the developer to create this vibrant, new mixed-use mixed income community at Alameda Point.

Thank you for your consideration.

Sincerely,



Seamus Murphy
Executive Director

From: [Lisa Maxwell](#)
To: [Lara Weisiger](#)
Cc: [Lisa Fitts](#)
Subject: FW: [EXTERNAL] I support Alameda West Midway!
Date: Tuesday, June 28, 2022 11:17:41 AM

One more!

Lisa Nelson Maxwell
Community Development Director
City of Alameda
950 W. Mall Square
Alameda, CA 94501
(510) 747-6899
(510) 872-2686 cell

-----Original Message-----

From: Diego Gonzalez [<mailto:diego.gonzalez1890@gmail.com>]
Sent: Tuesday, June 28, 2022 11:15 AM
To: Marilyn Ezzy Ashcraft <MEzzyAshcraft@alamedaca.gov>; Malia Vella <MVella@alamedaca.gov>; Tony Daysog <TDaysog@alamedaca.gov>; Trish Spencer <tspencer@alamedaca.gov>; John Knox White <JknoxWhite@alamedaca.gov>; Lisa Maxwell <LMaxwell@alamedaca.gov>; Lisa Fitts <lfitts@alamedaca.gov>; Dirk Brazil <dbrazil@alamedaca.gov>
Subject: [EXTERNAL] I support Alameda West Midway!

Dear Mayor and City Council:

Our region is in a housing crisis. The Alameda West Midway project will make a significant contribution to address the City's Regional Housing Needs Allocation (RHNA) by satisfying nearly 15% of the City's Housing Element goal.

By giving direction to staff to negotiate a DDA with the development team, the City will add 789 new housing units to Alameda's inventory, including affordable by design and moderate-income housing. And West Midway will provide new infrastructure and deliver supportive housing to our RESHAP community with 309 very low- and low-income housing units.

I encourage the Council to move forward Item 7-B and work to bring the West Midway Neighborhood to Alameda Point!

Thank you.

Diego A. Gonzalez
Board Member
Alameda Chamber & Economic Alliance
916-307-9150

From: [Lisa Maxwell](#)
To: [Lara Weisiger](#)
Cc: [Lisa Fitts](#)
Subject: FW: [EXTERNAL] I support Alameda West Midway
Date: Tuesday, June 28, 2022 10:05:28 AM

Lara-FYI.

Lisa Nelson Maxwell
Community Development Director
City of Alameda
950 W. Mall Square
Alameda, CA 94501
(510) 747-6899
(510) 872-2686 cell

From: Jennifer Pigza [mailto:jennifer.pigza@gmail.com]
Sent: Monday, June 27, 2022 2:28 PM
To: Marilyn Ezzy Ashcraft <MEzzyAshcraft@alamedaca.gov>; Malia Vella <MVella@alamedaca.gov>; Tony Daysog <TDaysog@alamedaca.gov>; Trish Spencer <tspencer@alamedaca.gov>; John Knox White <JknoxWhite@alamedaca.gov>; Lisa Maxwell <LMaxwell@alamedaca.gov>; Lisa Fitts <lfitts@alamedaca.gov>; Dirk Brazil <dbrazil@alamedaca.gov>
Subject: [EXTERNAL] I support Alameda West Midway

Dear Mayor and City Council:

As a Board Member of Alameda Point Collaborative and a 15+ year volunteer there, I urge your support of Item 7-B at your July 5 meeting.

Our region is in a housing crisis. The Alameda West Midway project will make a significant contribution to address the City's Regional Housing Needs Allocation (RHNA) by satisfying nearly 15% of the City's Housing Element goal.

By giving direction to staff to negotiate a DDA with the development team, the City will add 789 new housing units to Alameda's inventory, including affordable by design and moderate-income housing. And West Midway will provide new infrastructure and deliver supportive housing to our RESHAP community with 309 very low- and low-income housing units.

I encourage the Council to move forward Item 7-B and work to bring the West Midway Neighborhood to Alameda Point!

Thank you.

--

Jennifer M. Pigza, Ph.D.

From: [Lisa Maxwell](#)
To: [Lara Weisiger](#)
Cc: [Lisa Fitts](#)
Subject: FW: [EXTERNAL] Alameda West Midway-we need it!!!
Date: Tuesday, June 28, 2022 10:04:10 AM

Lara-FYI.

Lisa Nelson Maxwell
Community Development Director
City of Alameda
950 W. Mall Square
Alameda, CA 94501
(510) 747-6899
(510) 872-2686 cell

From: Fay Gordon [mailto:faylgordon@gmail.com]
Sent: Monday, June 27, 2022 12:04 PM
To: Marilyn Ezzy Ashcraft <MEzzyAshcraft@alamedaca.gov>; Malia Vella <MVella@alamedaca.gov>; Tony Daysog <TDaysog@alamedaca.gov>; Trish Spencer <tspencer@alamedaca.gov>; John Knox White <JknoxWhite@alamedaca.gov>; Lisa Maxwell <LMaxwell@alamedaca.gov>; Lisa Fitts <lfitts@alamedaca.gov>; Dirk Brazil <dbrazil@alamedaca.gov>
Subject: [EXTERNAL] Alameda West Midway-we need it!!!

Dear Mayor and City Council:

I'm a resident in the Woodstock Housing Co-Op and I enthusiastically support Alameda West Midway! Our region is in a housing crisis. The Alameda West Midway project will make a significant contribution to address the City's Regional Housing Needs Allocation (RHNA) by satisfying nearly 15% of the City's Housing Element goal.

I have young children who I am raising in Alameda, and I want to show them that Alameda is a welcoming community and one that supports all of our neighbors.

By giving direction to staff to negotiate a DDA with the development team, the City will add 789 new housing units to Alameda's inventory, including affordable by design and moderate-income housing. And West Midway will provide new infrastructure and deliver supportive housing to our RESHAP community with 309 very low- and low-income housing units.

I encourage the Council to move forward Item 7-B and work to bring the West Midway Neighborhood to Alameda Point!

Thank you.

Best wishes,
Fay Gordon
1802 2n Street, Alameda