

From: **Rosenblum Kent** kent@rockwallwines.com
Subject: FW:
Date: November 18, 2014, 3:09 PM
To: cohn alexandra alexandracohn@jeffcohncellars.com

Hi Alexandra, Below is the letter I composed for the City Council, however, the e-mails Joe gave me for the Council members did not work for some reason. Thus I sent it to Joe to hopefully forward on to the Council. Good Luck on tonight. Kent

From: Kent Rosenblum [<mailto:kent@rockwallwines.com>]
Sent: Tuesday, November 18, 2014 10:15 AM
Cc: Kent@RWineCon.com
Subject:

Dear City Council, As an Alameda resident, Alameda Point business Owner, former president of WABA and the Chamber of Commerce I wholeheartedly support the position presented by Brad Snook in his letter to the council. We need to take that first step now rather than later. The new administration will have plenty of time to negotiate with the developer. I also support Joe Ernst's developing Building 9 at 707 West Tower St. My good friend and longtime associate Jeff Cohn would like to move his winery Jeff Cohn Wines into one of the bays in that building. He will also bring with him, a custom crush client VCP Partners, who would occupy a second bay. Joe tells me he has a small premium Meat Processor named Piagio, who would like to occupy 1 of the 5 bays. He also tells me that Whole Foods would like to create an incubator there for startup premium food producers. There would also be first class office space on the second floor. This project is outside of the proposed zone A, but I believe the sooner we can rehabilitate the old buildings and get paying tenants in there, that the progress benefits everyone.

I would urge you act on this project ASAP because the set up time a winery requires is quite long and the next crush will be here before we know it.

*Submitted at the meeting
Re: b-D
11-18-14*

Angela Hockabout
210 Ironwood Rd
Alameda, CA 94502

Dear Members of the Alameda City Council,

I give Anette Zielinski authorization to read my letter to you and to give the city clerk a copy.

This city needs more housing. We have more parks than we can shake a stick at, the largest swimmable beach in the Bay Area and not enough homes for people to live in. I am writing to urge you to pass the housing plan for Alameda Point, specifically at Site A.

Why do I care? My sons are third generation Alamedans. Their great-grandfather Marvin Hockabout brought his family here in 1943 and he became the superintendent of the Adult school in Alameda. Later in his retirement, he and his wife owned The Lyme House, an antique store on Park Street. My father in law Kent attended Alameda schools, and eventually worked with Doric Development to build the condos at Harbor Bay. My husband was born and raised in Alameda and is a graduate of Alameda High School, of San Francisco State University's film program and now works a successful game designer. I am relatively new to Alameda only moving here five years ago when I was pregnant with our first son, but it is my home. We are long term contributing Alamedans and we wish to stay that way.

We view these housing developments as an opportunity for us, the younger generation to be able to afford to buy a house, especially with the 25% affordable housing units on offer in this specific development.

These new houses aren't just for outsiders to buy, but also for people who already live in Alameda. Right now, buying a house in Alameda is a giant competition with multiple offers and tons of people at open houses. This kind of housing is not democratic, but based on merit, you can only get a house if you have the right overpriced offer, the right letter to the homeowner and some magic ability to stand out against a long list of equally awesome people. It might be the same with these new houses, but at least there will be more of them for us to get a chance to compete.

We believe that the proposed housing developments will increase opportunities for homeownership in Alameda to some degree, and strengthen our city. These developments will offer Alamedans potential homes, jobs and small business opportunities in concentrated pockets of the city, all the while encouraging a more walkable community. These pocket communities might just decrease the amount of driving Alamedans do across town.

Over the years we have seen so much opposition to any change in Alameda, yet when change happens, it seems to only improve our fair city.

Submitted by
Anette Zielinski

11-18-2014
6-D

ALAMEDA

VACANT RETAIL AND OFFICE SPACE

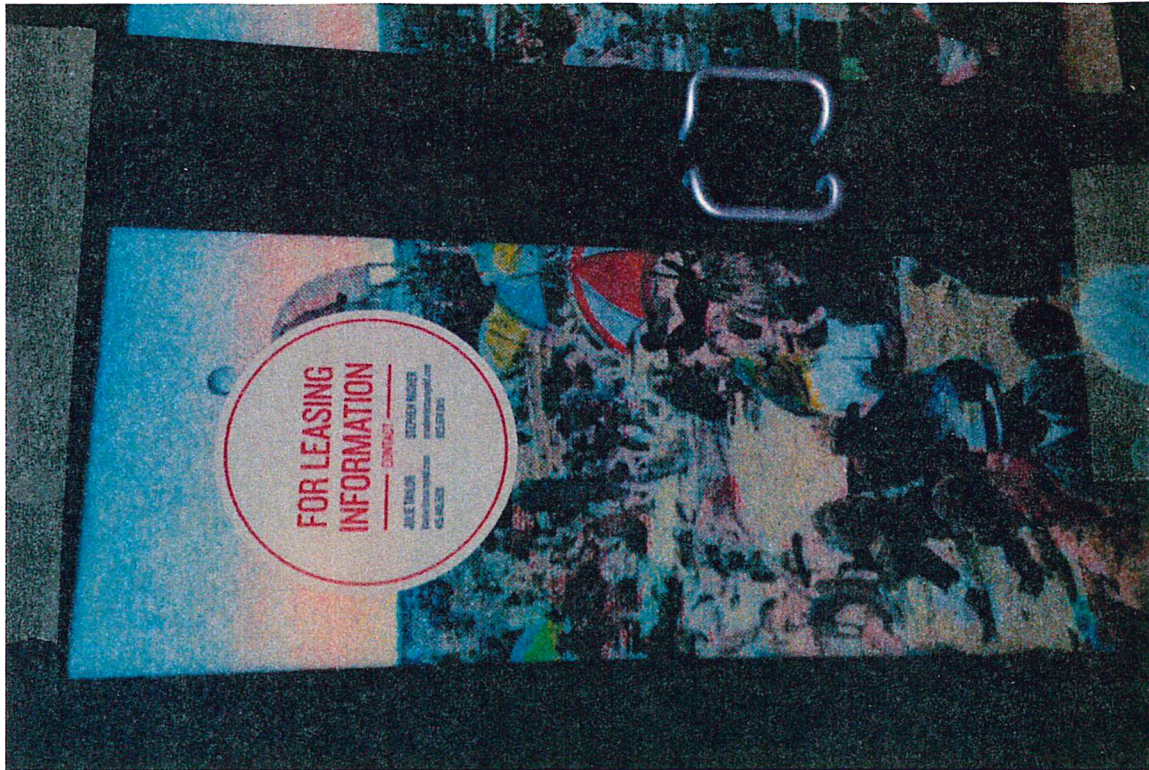
Submitted by PATRICIA LAMBORN,

23 year Alameda Resident

November 18th, 2014

Submitted by
Patricia Lamborn
At the 11-18-14 meeting
R-16-D

South Shore - Vacancies



①



②

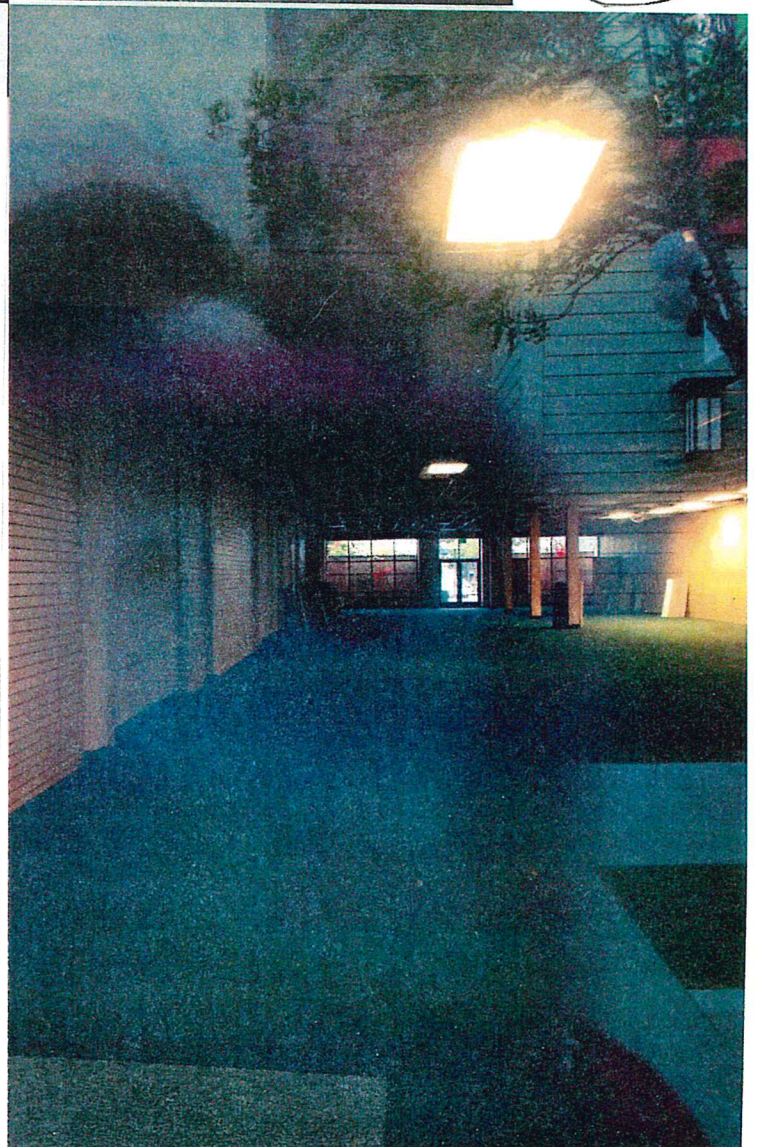
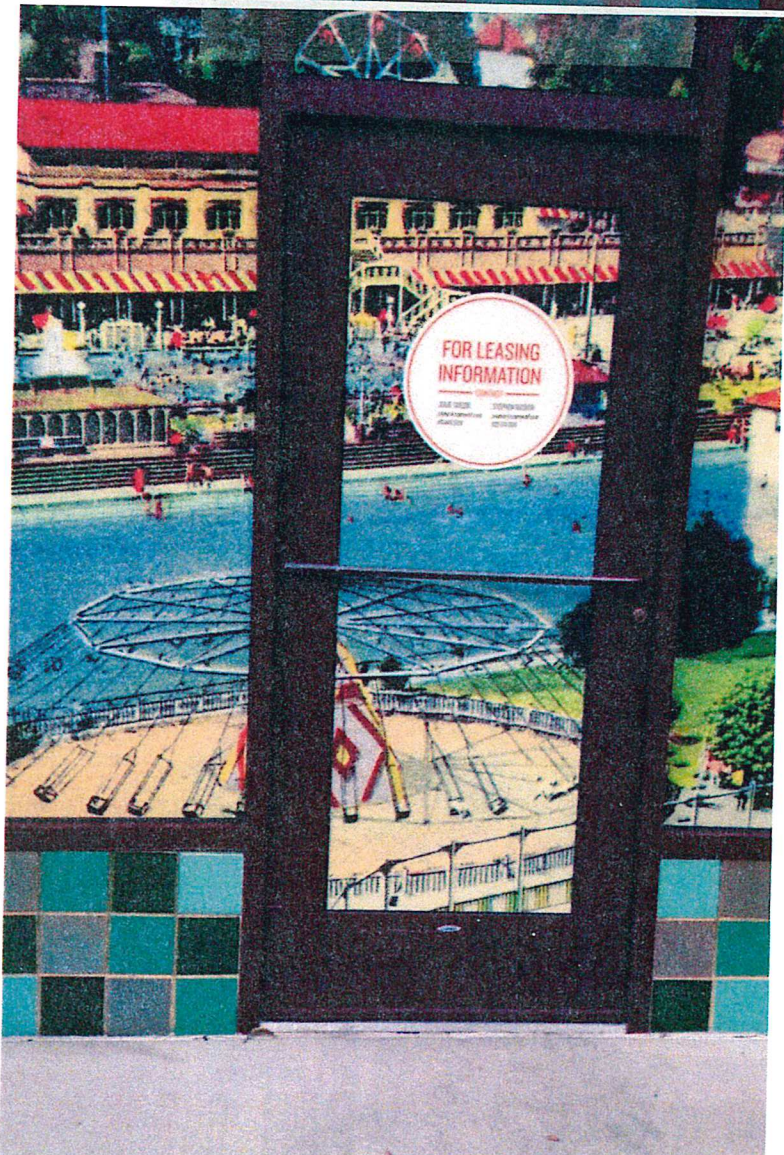
South Shore Vacancies



3

4

5

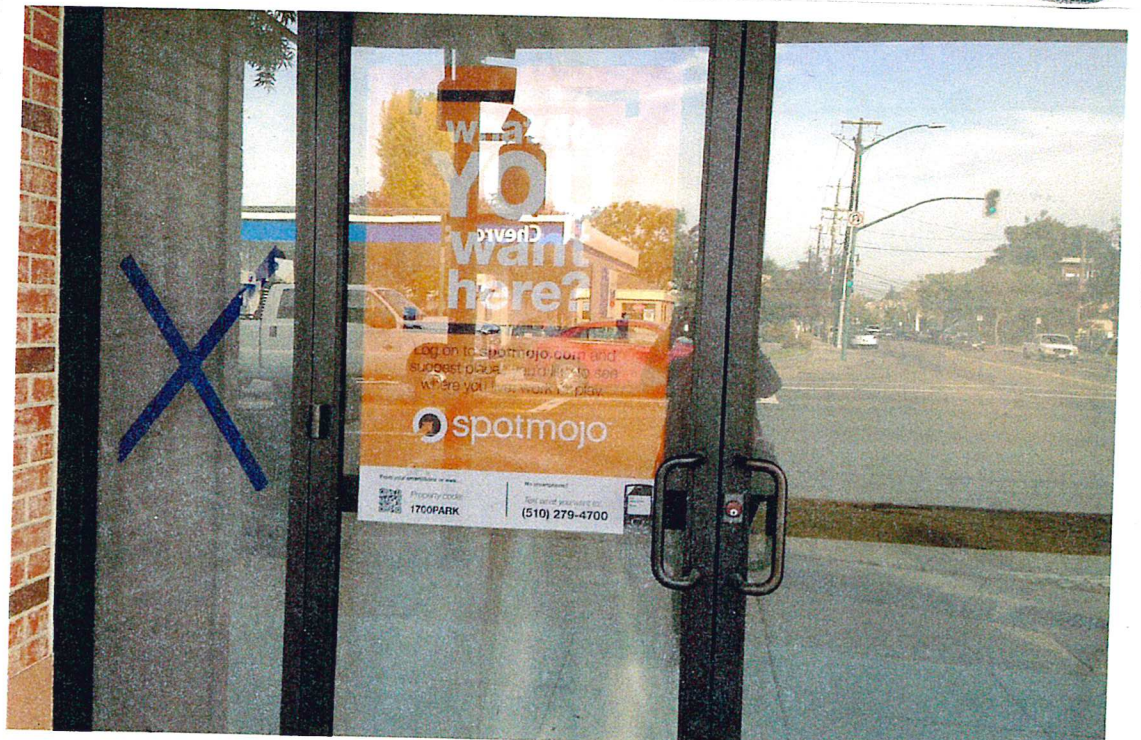




Upper / Park

~ yet another building?

Space available
↓



Upper Park Street - New Construction



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**JOHN MALICK
AND
ASSOCIATES**

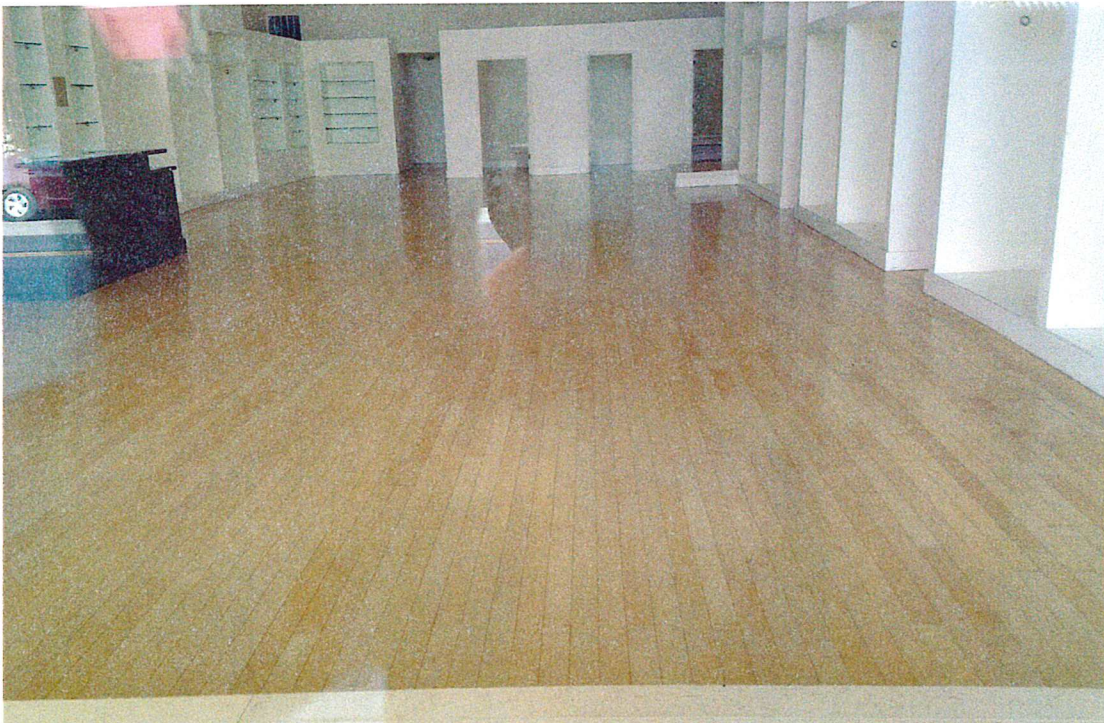
Architecture Planning
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Park Street



former Sway-Retail

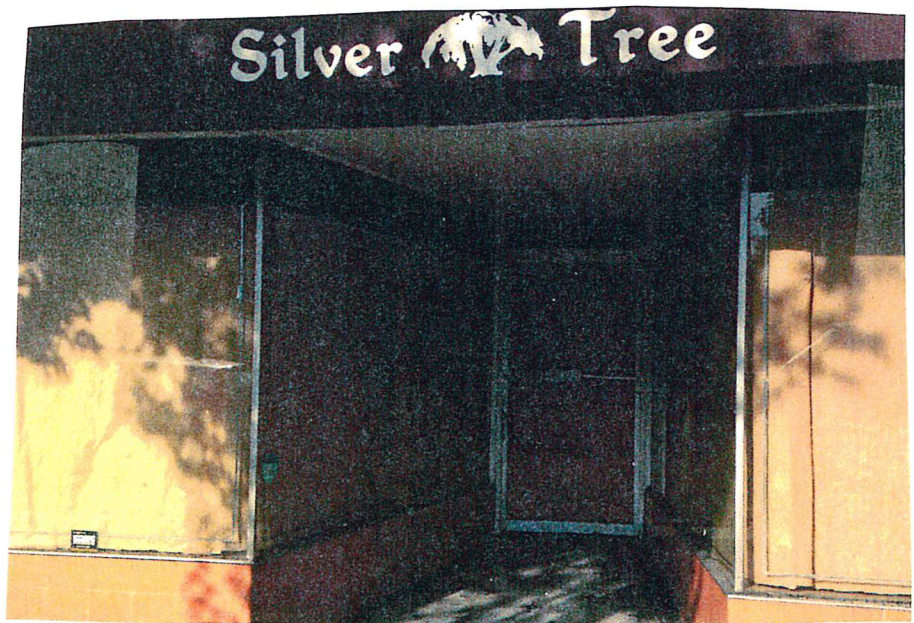
Park Street



Former Retail (Zoe)



Dog Bone Alley



Park

Street - New Vacancies

Upper
Park
Street



Upper
Park
Street



New
and
VACANT



Oak &
Santa Clara

(former
Angelais)
opening when???

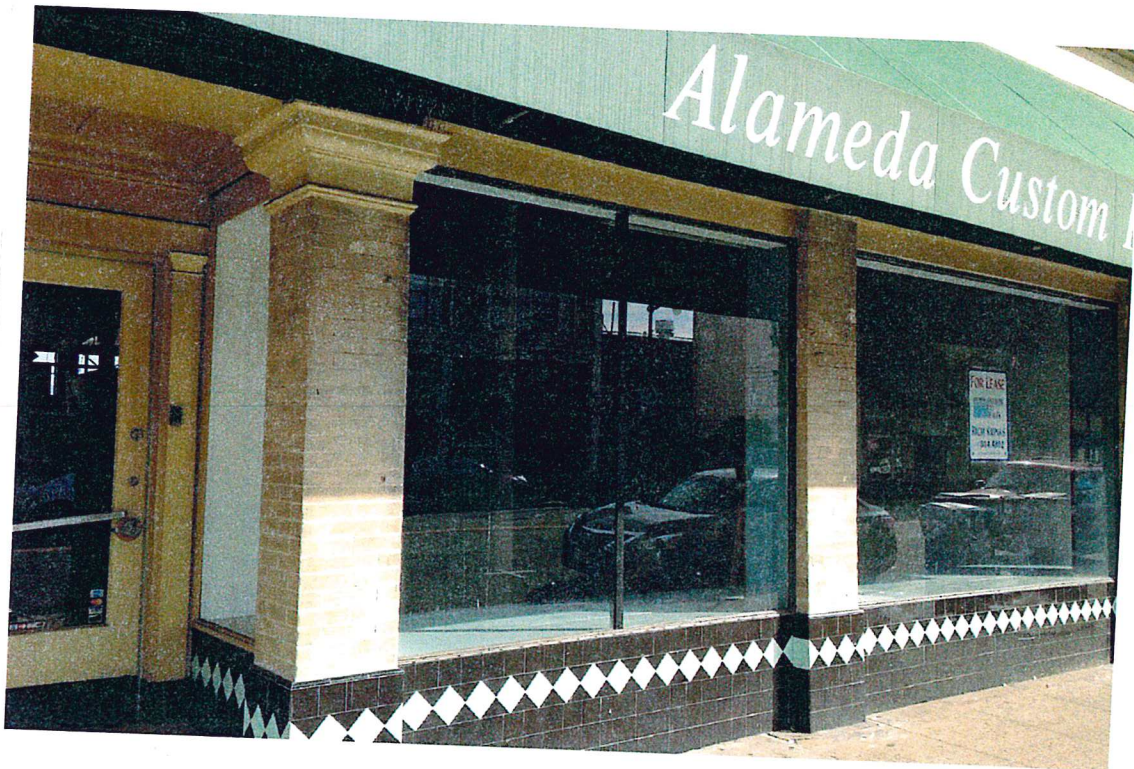


Library
Santa Clara
Street
still vacant??

Alameda High School - shuttered, Central St
VACANT.



What is the plan for
this building? How much
does it cost for Alameda Unified
School District to RENT
Office Space?



Empty - Santa Clara St



Santa Clara St.

How long in business ???
When will it close ?