



February 5, 2019
Alameda, California

Brookfield
Residential

URBANMIX
DEVELOPMENT

WEST MIDWAY

City Council Presentation

BROOKFIELD TEAM



Josh Roden
President



Joe Guerra
Senior Director of
Business Strategies
(Lead Project Manager)



Greg Glenn
Vice President & CFO



Michele Joy
VIP of Sales & Marketing



Gonzalo Rodriguez
VIP of Land & Planning



Mandi Misasi
Director of Forward Planning



Eva Nelson
Director of Purchasing



Tom Stoller
Director of Military Construction

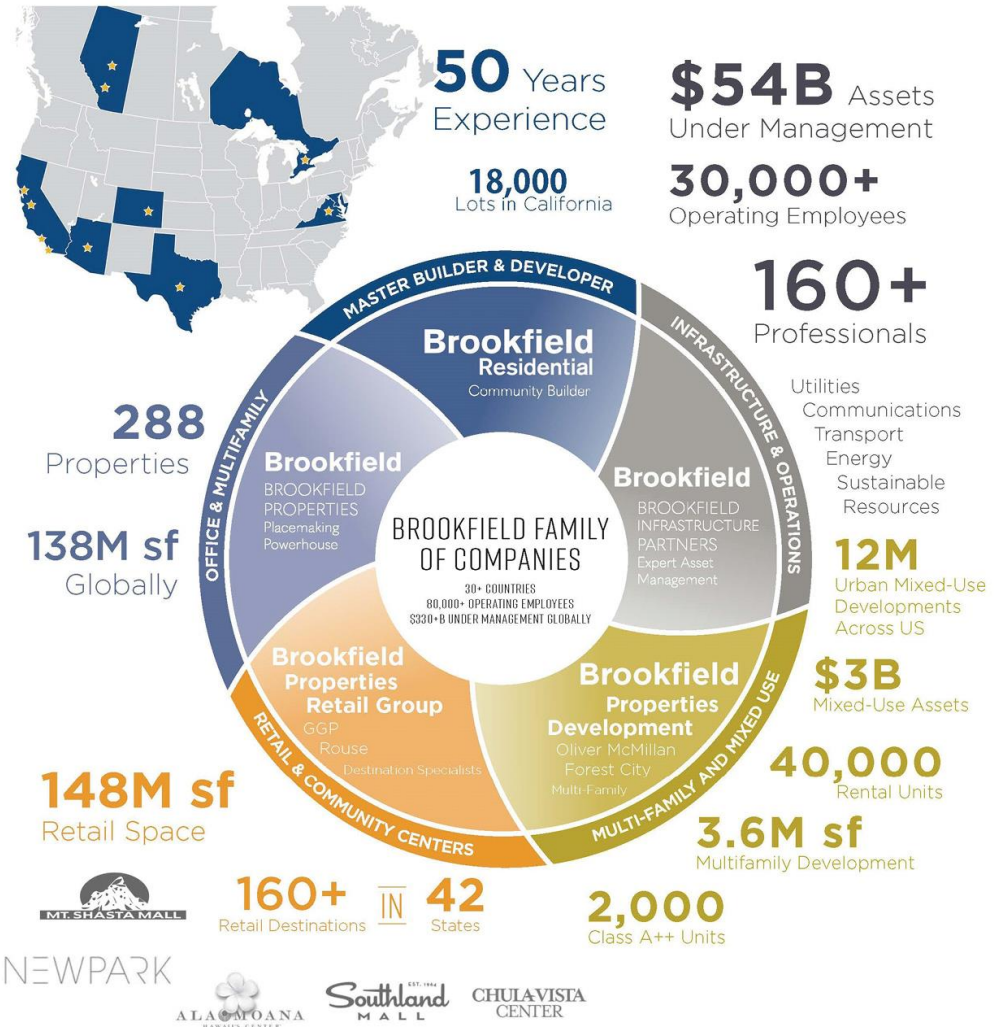


Patrick Urbanus
Land & Business
Strategies Analyst



BROOKFIELD FAMILY

- Our financial strength overview:
 - 194 multifamily, industrial, and commercial parcels in North America
 - Parent company manages, more than \$330B in assets
- Local office in Danville
- We are our own general contractor



URBANMIX DEVELOPMENT



Keith McCoy
Founding Partner



Scott Ward
Founding Partner

- Mission: to address the Bay Area housing crisis by creating mixed-use middle income neighborhoods
 - Military base redevelopment and complex public-private partnership experts
 - President is a longtime Alameda resident and APC board member



Urbanmixdevelopment.com

URBANMIX DEVELOPMENT

ROSELAND VILLAGE, SANTA ROSA, CA

- Public-private partnership
- Mixed-income and mixed-use
- Public library and 1-acre park
- Pop-up food & entertainment plaza
- Permanent market (mercado)
- Infill/redevelopment
- Development partner — MidPen, building on a 20-year relationship
- UrbanMix is developing 100 units of workforce apartments



Roseland Village, Santa Rosa

URBAN DESIGN ASSOCIATES



Megan O'Hara
Principal



David Csont
Principal, Chief Illustrator



Ling Hong
Project Manager



Barry Long
President and CEO



Nika Miraffie
Urban Designer



Ashleigh Walton
Project Manager



Patrick Brunner
Project Manager



Susann Reimann
Graphic Designer



Lori Sipes
Marketing Coordinator



Cara O'Brien
Urban Designer



Terry Welsh
Associate



Lily Xing
Urban Designer

- Community engagement leaders
- Neighborhood experts
- Placemaking masters
- Out of the box thinkers
- Internationally recognized designers
- City of Alameda partners



EXTENDED TEAM

BKF



Christopher Mills
Civil Project Manager



Daniel Schaefer
Civil Principal-In-Charge



GATES + ASSOCIATES



Melonie O'Sullivan
Project Manager



Russel Case
Principal Landscape Designer

ENGEО



Jeffrey A. Fippin
Principal Engineer



James S. Yang
Senior Engineer



WOODLEY GROUP



Debra Falese
President, Western Region



Michael L. Woodley
President



BOULEVARD

WEST MIDWAY / ALAMEDA, CALIFORNIA

Brookfield
Residential

CONTEXT

- Main Street Specific Plan Goals:
 - To create a **mixed-use and mixed-income** residential neighborhood
 - Ensure the existing **supportive housing** accommodations are rebuilt



Almanac Beer Co.



Supportive housing to be rebuilt as part of RESHAP initiative



West Midway



Bungalows



APC's Ploughshares Nursery

COLLABORATION

- Community engagement tiering off of Main Street Specific Plan and RESHAP plan processes



COMMUNITY VISION

RESHAP

- Key Goal: Ensure supportive housing is rebuilt



Precedent



The Barn

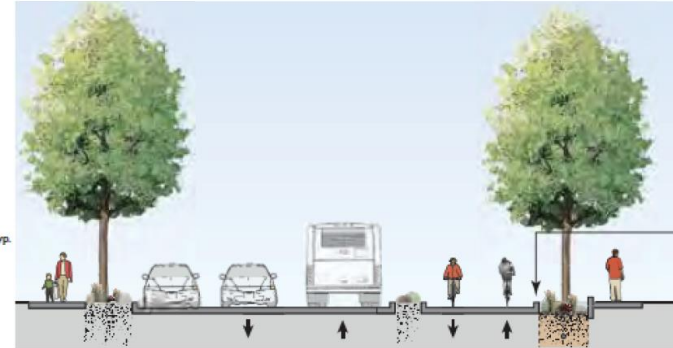


Existing APC Mural

MIXED-MOBILITY



Pan Am Way



West Midway Avenue

Curb with curb cuts to allow stormwater runoff into bioretention, typ.

Curb with curb cuts to allow stormwater runoff into bioretention, typ.



Bike Friendly



Pedestrian Friendly



Transit Friendly

MIXED-INCOME + INTERGENERATIONAL



Supportive Housing



Market Rate



Children



Seniors

MIXED BUILDING TYPES BY MULTIPLE ARCHITECTS



Stacked Flats



Multi-plex



Rowhouses



Courtyard



Corridor

MIXED-USE



PLAYA VISTA 
www.playavista.com

ADAPTIVE REUSE



Building 35: Small Size Big Mind preschool

WEST MIDWAY / ALAMEDA, CALIFORNIA



Small Size Big Mind playground



Brookfield
Residential

LOCAL FOOD/ENTERTAINMENT HALL



Freestanding food hall



Local food concepts



Shared dining courtyard



Compact stage



Craig Semmelmeier
Principal



Mike Semmelmeier
Vice President

www.mspsinc.com

MAKER/START-UP SPACE AND WORK/LIVE



Maker space



Work/live



Flexible space for entrepreneurs



Incubator space for small start-ups

VIBRANT URBAN PLACE



Authentic experiences



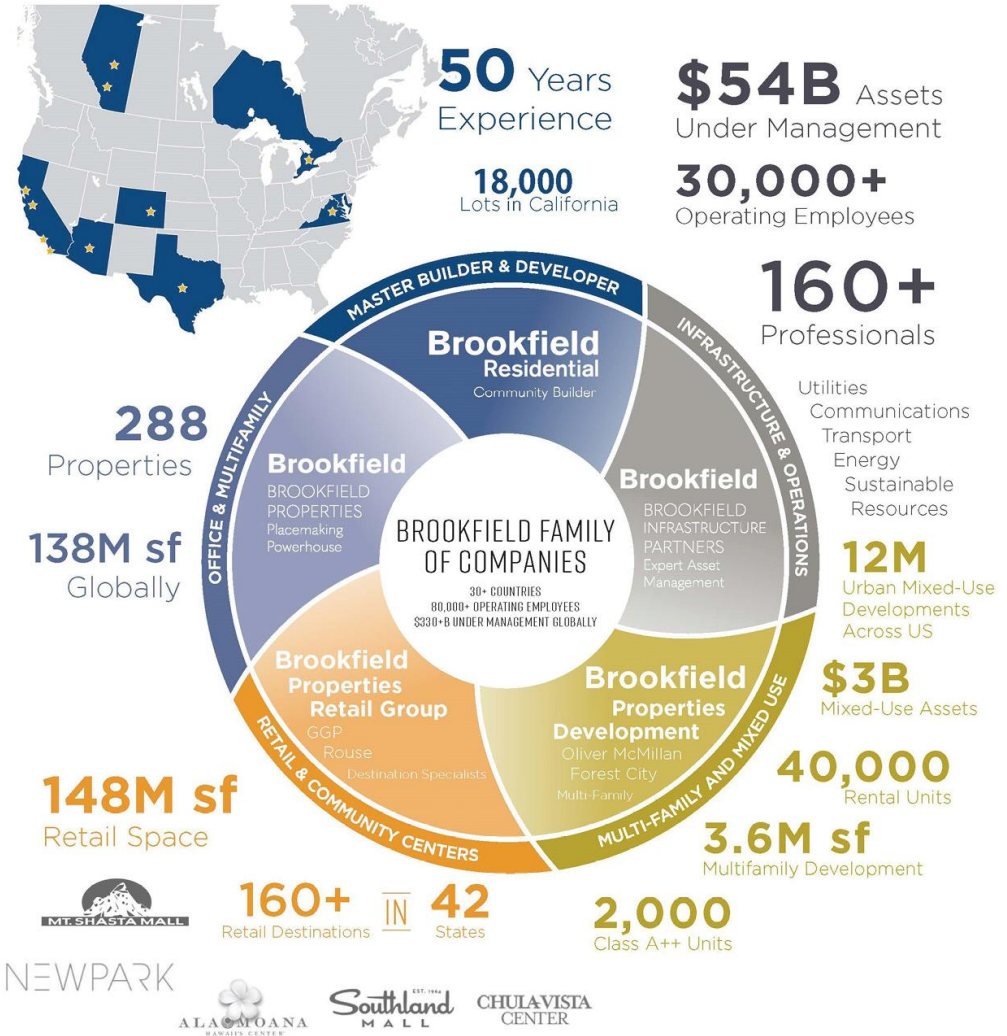
A stage set for contemporary life



Shared work spaces for the evolving workforce

FINANCIAL CAPABILITY

- Internally Financed: Land Acquisition and Business Plan financial decisions are made internally by a small group — fully accessible to and including local leadership.
- Staying power through bear markets.



CLOSING

- We are a developer and builder.
 - No requirement to sell to other builders.
- 100% Internally financed
 - No need to go to a bank or to find an equity partner.
- Consistent with the Specific Plan vision
 - ..."To create a mixed-use and mixed-income residential neighborhood"...

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ALAMEDA'S NEXT BEST PLACE