



**Informational Hearing**  
**Alameda Recreation and Parks Commission**  
July 10, 2025



**Neptune Beach Surf Club** is excited about the opportunity to bring *surfing* to Alameda and to amplify an already vibrant ecosystem of waterfront activities, further contributing to the renaissance of Alameda Point.

# Goals for Tonight...

- Educate the Recreation and Parks Commission about the concept of a Surf Park
- Identify the proposed location of the Surf Park
- Describe the Community Engagement Process thus far
- Identify next steps
  - No action tonight, just feedback for City staff.
  - We seek an Exclusive Negotiating Agreement (ENA) with the City to continue exploring whether the Surf Park concept is right for Alameda and right for Enterprise Park.
  - During the ENA period we will continue to engage with the Community, the ARPD Commission, City staff and the City Council.
  - During the ENA period we will fund a Master Planning effort by the third-party consultant to study Enterprise Park.



# Project Overview



## Neptune Beach Surf Club Proposes to:

- Lease of Approximately 5.5 Acres in Enterprise Park
- Construct a Recreational Facility including:
  - A Surf Pool
  - Renovation of 150 West Hornet Avenue to contain:
    - Surf Park Operations
    - Park Serving Amenities
    - Restaurant and Bar
  - A Swimming Pool and Beach Amenities
  - A Skateboard Pump Track
- Construct Infrastructure Improvements in and around Enterprise Park

# Project Goals and Objectives

1. Create and operate a **Surf Park** that provides access to an inland, predictable, safe, surfing experience that primarily serves the Bay Area region for both surf-curious and existing surfer populations.
2. Create a **destination** food and beverage venue by leveraging proximity to Surf and views of the Bay.
3. Leverage **Private Investment for Public Benefit** in the form of:
  - a. Infrastructure improvements that benefit Enterprise Park and Alameda Point.
  - b. Decrease barriers to entry to surfing by partnering with local and regional non-profits and neighboring businesses through both employment and surf pool access.
  - c. Increase the exposure, desirability and brand of Alameda with a unique recreational facility.
  - d. Collaborate with local non-profits to increase exposure to surfing.
4. Utilize exposure to surfing to **educate the public** about marine environmental and meteorological issues.
5. Contribute to the growth and brand of **Alameda Point** by creating a unique attraction in the Bay Area
6. Improve **Enterprise Park** access and amenities

# Proposed Community Benefits



- Facilitate a Community Engagement and Master Plan for Enterprise Park
- Improve Parking, Circulation, and Accessibility for Enterprise Park
- Improve Bicycle and Pedestrian Connectivity from the Bay Trail to Central Avenue
- Infrastructure Improvements in West Hornet Avenue
- Renovate 150 West Hornet Avenue and include Public Serving Amenities including; Restrooms, a Community Room and Storage serving the greater Enterprise Park
- Donated Time in the Surf Pool for Local Surf Therapy Non-Profits and Schools
- Partner with Local Non-Profits to create Workforce Training and Local-Hire Programs
- Facilitate re-activation of the Enterprise Park Campground (with Programming to be determined)
- Partner with Local Businesses for Secondary Business Units (F&B and Campground)
- Discounts for Alameda Residents



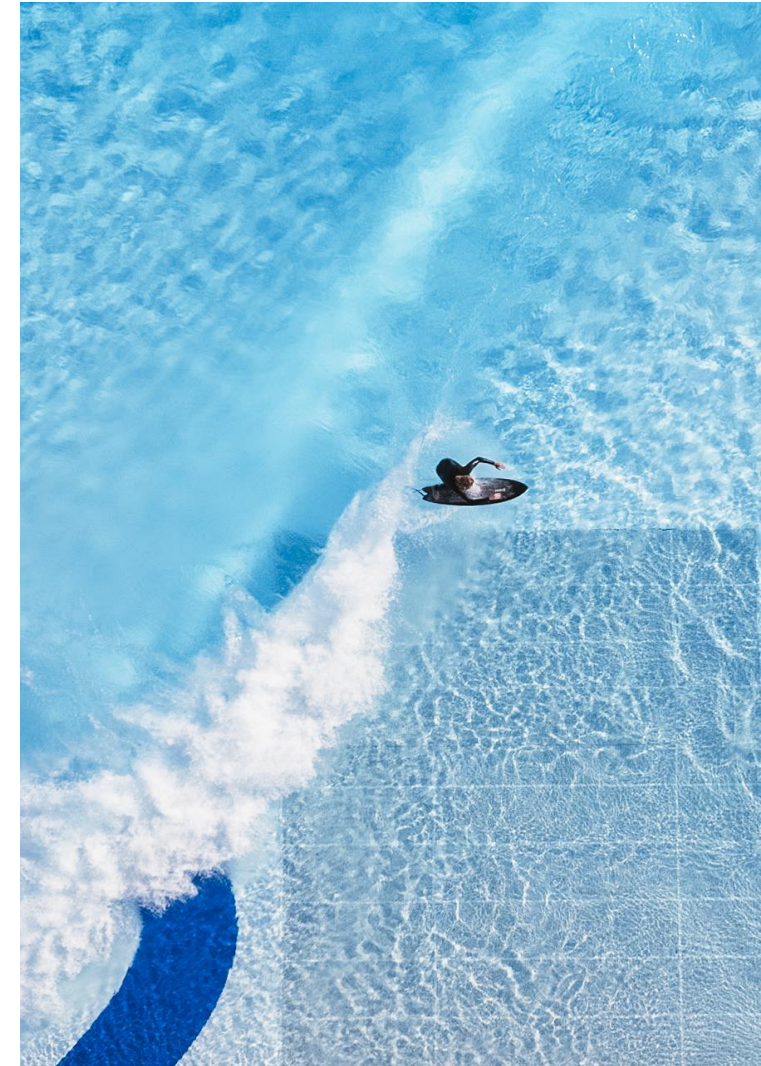
# Why Surfing? Why a Surf Pool?

## *Why Surfing?*

- Skill-Based Activity that can be enjoyed by all ages
- Fastest Growing Watersport (28.5% Growth in 2023)
- Clinically Proven, “Surf Therapy” contributes to Physical and Mental Health and Wellness for both Individuals and Communities
- Proven to Contribute to Economic Uplift
- Engagement with a Rich Cultural History that Promotes a Deep Understanding of the Environment

## *Why a Surf Pool?*

- Minimize the barriers to entry to Surfing, by bringing the waves to the people
- Generate waves daily independent of environmental factors
- Facilitate a safe environment for exposure to surfing including skill level appropriate waves with lifeguards and surf guides
- Provide predictable and repeatable skill appropriate conditions to master the different skills to level-up your surfing, at any experience level





# What Is a Surf Pool?

A surf pool is a controlled aquatic environment that generates consistent, customizable waves for surfing, providing a predictable and safe alternative to ocean surfing, while offering year-round accessibility regardless of natural conditions.



O2 Surftown, Munich





# Project Programs



**SURFING**



**SURF INSTRUCTION**



**SKATEBOARD PUMP TRACK**



**FOOD & BEVERAGE**



**BEACH FUN**



**CAMPING / PICNIC**



# Project Site

- A Portion of Enterprise Park
- Approximately 5.5 Acres
- 150 West Hornet Avenue to be Adaptively Re-Used as:
  - Surf Center
  - Public Restrooms
  - Community Room
  - Restaurant and Bar
- Assumes Relocation of Stacked Adventures into unused area “A”
- Hornet Field is not impacted by the Surf Park!





Encinal Junior & Senior High School

West Hornet Avenue

1

2

3

4

5

6

7

8

9

10

11

12

- 1 Surf Basin
- 2 Surf Center
- 3 O' Kalani Canoe Club / Stacked Adventures
- 4 Parking (Expanded Capacity)
- 5 Re-activated Camping / Picnicking
- 6 Beach Activity and Viewing Area
- 7 Hornet Field
- 8 Food & Beverage
- 9 Alameda Community Sailing Center
- 10 Alameda Bay Trail / Levee
- 11 Skateboard Pump Track
- 12 Encinal Boat Ramp



# Aerial Drone View 1





# Aerial Render 1





# Aerial Drone View 2





# Aerial Render 2





The floor plan of the West Hornet building is divided into several functional areas:

- MEP** (Mechanical, Electrical, Plumbing) room.
- RESTROOMS** (colored green).
- COMMUNITY ROOM** (colored green).
- COMMUNITY TERRACE** (colored tan, located below the Community Room).
- LOBBY** (colored green, located between the Community Room and the Surf Center).
- SURF CENTER** (colored blue, the largest central area).
- RESTAURANT** (colored red, located below the Surf Center).
- DINING TERRACE** (colored tan, located below the Restaurant).
- SURF VIEWS** (colored tan, located to the right of the Surf Center).
- BAY VIEWS** (colored tan, located below the Dining Terrace).

The plan also indicates the **WEST HORNET AVE. SIDE** at the top and the **BAY SIDE** on the left. Outdoor spaces are shown with brick patterns and dotted lines.

# Surf Park Operations – Operating Hours

**We Are Currently Proposing Two Operating “Seasons” with Weekday and Weekend Hours for Each Season**

- **Peak Season** is **May** Through **September** and Low Season is October Through April.
- Peak Season Will Have 16-Hour Operating Days M–Th and 17-hour operating days F–S.
- Low Season Will Have 14-Hour Operating Days M–TH and 15-Hour Operating Days F–S.
- Operating Days Will Begin at 6am in Peak Season and 7am in Low season.





# Surf Park Operations – Wave Zones



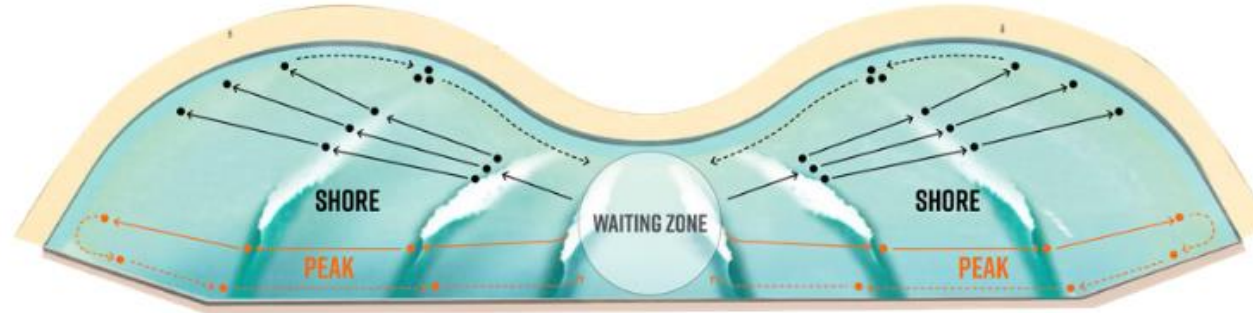
## There Are Generally Three Types of “Waves” That Will Be Offered:

- **Shore Waves** are geared towards first time surfers and beginners that are acquiring the fundamentals of wave catching and standing up. These waves are running concurrently with either A-Frame waves or Point Break waves in an inside section of the surf pool. These waves are our most affordable waves and are currently priced at \$85/Hour.
- **A-Frame Waves** are offered in a variety of ability levels from beginner to expert with lefts and rights running simultaneously. These waves will comprise most of the time offered in the primary section of the surf pool. These waves are currently priced at \$145/hour.
- **Single Peak / Point Break Waves** are offered in a variety of ability levels from intermediate to expert with only a left or right running at one time. This is a premium offering resulting in a significantly longer “ride time” on the wave. These waves are currently priced at \$225/hour and will comprise the least number of hours in the surf pool.

# Surf Park Operations – MODE 1

## ES36 SPLIT PEAK

 **ENDLESS SURF**



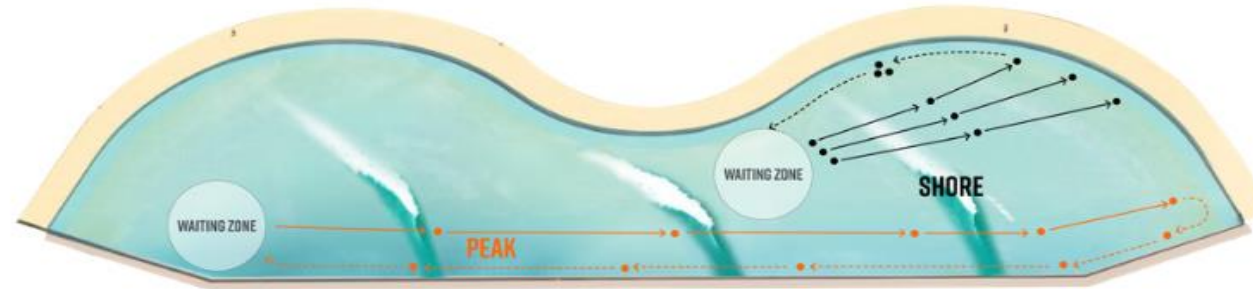
### SURF OPERATIONS

	KIDS	FIRST-TIMER	BEGINNER	PROGRESSIVE	INTERMEDIATE	ADVANCED	EXPERT	PROFESSIONAL
<b>SURF DIRECTION</b>	Straight	Straight	Rights & Lefts	Rights & Lefts	Rights & Lefts	Rights & Lefts	Rights & Lefts	Rights & Lefts
<b>COACHED OR GUIDED</b>	Coached	Coached	Coached	Helped at take off	Guided	Guided	Guided	Guided
<b>WAVE HEIGHT</b>	Shin high	Shin high	Shin-knee high	Knee high	Waist high	Chest high	Head high	Overhead
<b>WAVE DESCRIPTION</b>	Whitewash reform wave	Whitewash reform wave	Gentle low speed green wave	Gentle green wave	Cruiser wave	Fast breaking wave with section variety	Powerful dynamic wave	Hollow dynamic wave
<b>PRE-REQUISITES</b>	No surf experience	No surf experience	1st-timer sessions and ability to ride whitewater waves start to finish	Practiced board control in the Shore, masters basic surfing and paddling technique	Independent surfing with safe board control in green waves	Efficient paddling, speed generation and master turns	Effortless paddling, angled takeoffs, smooth section connections, mastered turns	Effortless paddling, fast angled take-offs and confident in barrels and wipe-outs
<b>SURF ZONE</b>	Shore	Shore	Peak	Peak	Peak	Peak	Peak	Peak



# Surf Park Operations – MODE 2

## ES36 SINGLE PEAK



### SURF OPERATIONS

	KIDS	FIRST-TIMER	INTERMEDIATE	ADVANCED	EXPERT	PROFESSIONAL
<b>SURF DIRECTION</b>	Straight	Straight	Rights or Lefts	Rights or Lefts	Rights or Lefts	Rights or Lefts
<b>COACHED OR GUIDED</b>	Coached	Coached	Guided	Guided	Guided	Guided
<b>WAVE HEIGHT</b>	Shin high	Shin high	Waist high	Chest high	Head high	Overhead
<b>WAVE DESCRIPTION</b>	Whitewash reform wave	Whitewash reform wave	Cruiser wave	Fast breaking wave with section variety	Powerful dynamic wave	Powerful, hollow and dynamic wave
<b>PRE-REQUISITES</b>	No surf experience	No surf experience	Independent surfing and ability to hold the line	Efficient paddling, speed generation and master turns	Effortless paddling, angled takeoffs, smooth section connections, mastered turns	Effortless paddling, fast angled take-offs and confident in barrels and wipe-outs
<b>SURF ZONE</b>	Shore	Shore	Peak	Peak	Peak	Peak



# Community Engagement to Date

- Direct Outreach to over 75 Local Businesses, Non-Profits, Organizations and Residents
- 13+ Online and TV Articles, Blogs, and News Spots
- Community Engagement Pop-Up Event Co-Hosted with the City

## The Pop-Up Event was Marketed in the Following Ways:

- City of Alameda Social Media announcements and website
- A banner ad on the Alameda Post website
- An article in the Alameda Post leading up to the event:  
<https://alamedapost.com/news/neptune-beach-surf-club-sets-sights-alameda/>
- Multi-segment coverage on KTVU FOX2 news on the morning of May 16  
[www.ktvu.com/video/1642545](http://www.ktvu.com/video/1642545)
- An article on ***every.street.of.alameda*** on Instagram
- [Instagram post on NBSC account](#)
- Direct engagement to local businesses, non-profits, and community members by the NBSC team



# Community Pop-Up Event – Saturday, 18 May, 10am – Noon

## The Purpose of the Event was as Follows:

- Socialize the concept of a “Surf Park” with the Community to identify the proposed location, program, and community benefits associated with the project proposal
- Solicit feedback from the Community on the Surf Park in terms of overall program and location
- Feedback on the Surf Park was collected in the following ways:
  - An online Survey that was live from May 3 through May 22, 2025 **(1,233 Responses)**
  - Verbal feedback collected at the Pop-Up event
  - A “Park Programs” Board at the Pop-Up on which attendees could demonstrate positive or negative sentiment towards current and future Park programs
  - An open-ended Board on which attendees could write their comments on a sticky note
  - A Sign-In sheet that included a field for attendees to share comments



# Community Pop-Up Event – Saturday, 18 May, 10am – Noon

Select Quotes from Community Feedback:

**“The surf park & campground sound amazing! Our family would love this!”**

**“Keep Hornet Field for alameda soccer club games/training!”**

**“Fun things for individuals and families to do”**

**“I love this idea! My whole family loves this idea! So cool!”**

**“Revitalize a space with a lot of potential, match the great energy from the sailing and paddling communities, counter the dilapidated vibe of that side of the base.”**

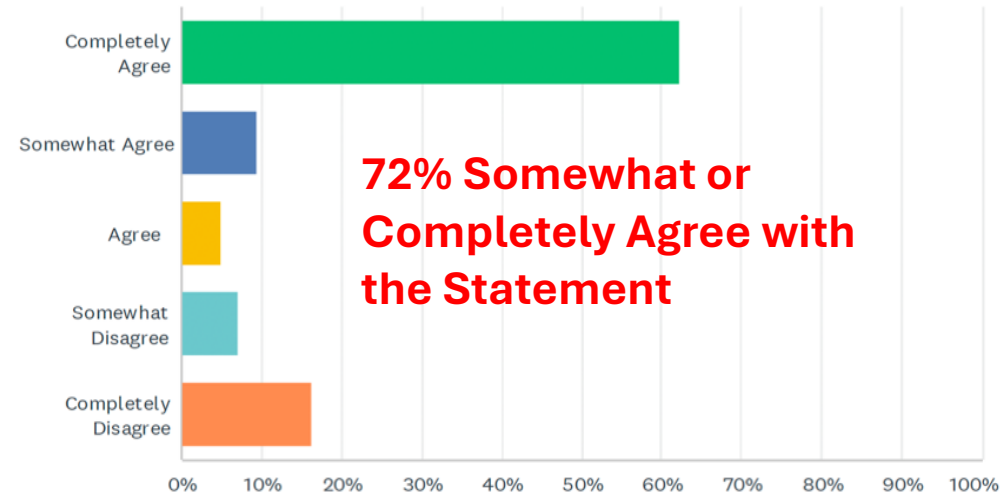




# Community Pop-Up Event Summary – Q1

Q1 I'm super stoked on the concept of a Surf Park at Enterprise Park?

Answered: 1,226 Skipped: 7



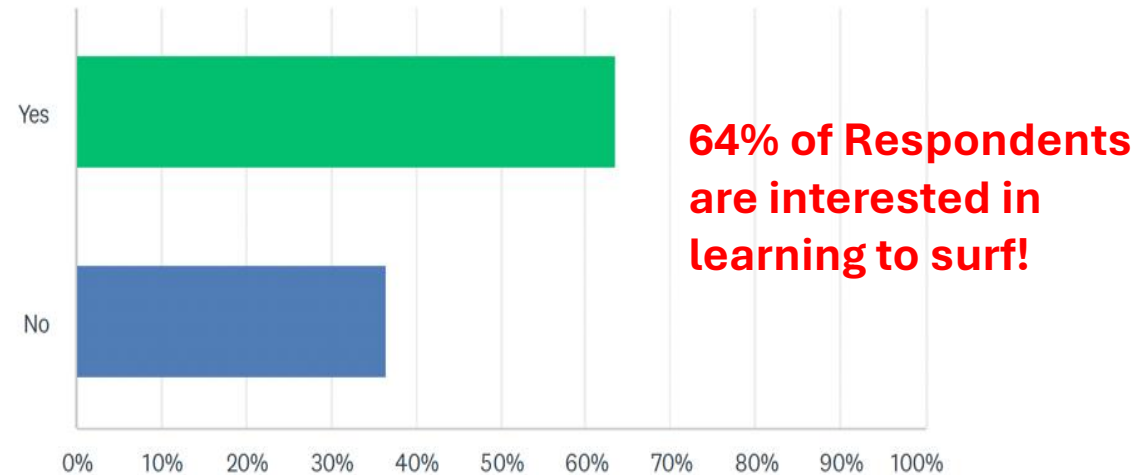
ANSWER CHOICES	RESPONSES	
Completely Agree	62.32%	764
Somewhat Agree	9.38%	115
Agree	4.98%	61
Somewhat Disagree	7.10%	87
Completely Disagree	16.23%	199
TOTAL		1,226



# Community Pop-Up Event Summary – Q3

Q3 Are you interested in learning to Surf?

Answered: 1,197 Skipped: 36



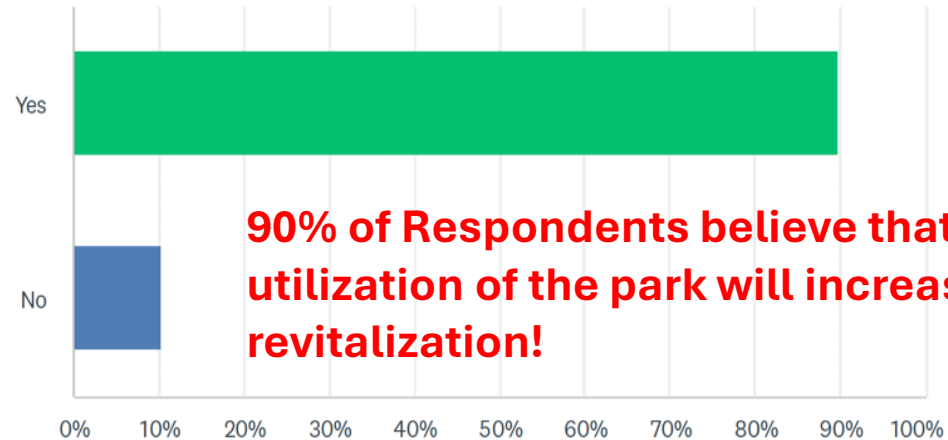
ANSWER CHOICES	RESPONSES	
Yes	63.58%	761
No	36.42%	436
TOTAL		1,197



# Community Pop-Up Event Summary – Q11

Q11 Do you think that more members of the Community will use Enterprise Park after revitalization?












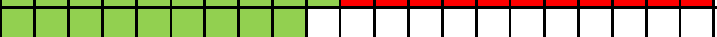






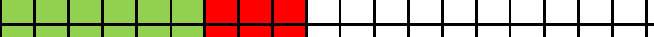




Answered: 1,174 Skipped: 59



ANSWER CHOICES	RESPONSES	
Yes	89.78%	1,054
No	10.22%	120
TOTAL		1,174

# Community Pop-Up Event Summary

## Enterprise Park Visioning Program Board

Program	For	Against	Graphic Representation
Soccer Field	35	5	
Walking and Bike Trails	27	0	
Adventure Play Areas or Rope Courses (Nature Based)	24	2	
Campground	23	1	
Natural Play Areas (logs, boulders, water features)	17	1	
Picnic Areas with Tables and Shade	17	1	
Skatepark	16	4	
Outdoor Amphitheater or Performance Space	15	6	
Environmental Education Center	14	0	
Open Lawn for Informal Plan and Relaxation	11	0	
Public Art Walks or Sculpture Gardens	11	0	
BMX Course	10	11	
Binocular Stations for Bird Watching	9	0	
Sensory Garden or Healing Garden (ADA Accessible)	9	0	
Nature and Wildlif Observation Areas	8	0	
Outdoor Classroom or Pavillion for Educational Programs	8	1	
Sports Fields	8	5	
Interpretive Trails with QR Codes or Signs	7	0	
Dog Parks	7	12	
Fitness Equipment	6	3	
Disc Golf Course	6	3	
Orchard or Community Garden (educational / interactive)	6	2	
Community Gathering Spaces or Event Lawns	5	0	



# Surf Park Location – Why Enterprise Park?

- **Synergy with existing programs and uses.** NBSC believes that combining the Surf Park with the existing active uses in Enterprise Park will benefit both the Surf Park and the existing operations and uses.
- **Catalyze Enterprise Park.** Enterprise Park is a regularly attended, publicly accessible park now, as opposed to a “future park” in the case of the Sports Complex. NBSC can improve access to an **existing park**.
- **Enterprise Park Master Plan.** NBSC proposes to fund and facilitate a Master Planning effort to identify future Park improvements.
- **Re-activate the Campground.** NBSC proposes to study the reactivation of the campground into either a revitalized campground or other public amenity.
- **Solves the Blight of 150 West Hornet.** The existing building located at 150 West Hornet was once a recreational facility for the Navy and anchored the overall Enterprise Park area.
- **Improve Bike and Pedestrian Access to Central Avenue and Main Street.** NBSC proposes to improve this connection as indicated in the MIP, or as determined is appropriate through stakeholder engagement during the ENA phase, thus creating a safer public realm.
- **Would not displace the Antiques Fair.** If located in the Sports Courts area, NBSC would displace the Antiques Fair.
- **Enterprise Park is superior for wind as it relates to wave conditions in the Surf Pool.**

# Project Team



Pro Swell is a surf park-centric company led by experienced attraction operators and hospitality developers with a passion for surf and a proven track record worldwide in the design, development, and operation of surf/beach inspired projects.



With a combined experience of over 60 years in the real estate industry, Urban Mix Development have demonstrated exceptional abilities in planning, entitling and developing a diverse array of projects, including Radium Performing Arts Center at Alameda Point.



Memorable. Sustainable. Collaborative. BAR Architects & Interiors creates meaningful and engaging environments that enrich lives and enhance the world around us. With 59 years of proven success, we approach each project as an opportunity to develop a compelling solution that exceeds our clients' expectations.



# Goals for Tonight...

- Educate the Recreation and Parks Commission about the concept of a Surf Park
  - Identify the proposed location of the Surf Park
  - Describe the Community Engagement Process thus far
  - Identify next steps
- 
- **Does the Commission believe this is an idea worth exploring with the community?**

**We believe it is, and we hope you do to!**





**THANK YOU**