

From: [Jennifer Rakowski](#)
To: [City Clerk](#); [Manager Manager](#); [Tony Daysog](#); [Trish Spencer](#); [Marilyn Ezzy Ashcraft](#); [Malia Vella](#); [Tracy Jensen](#)
Subject: [EXTERNAL] 7-D
Date: Tuesday, July 18, 2023 6:30:14 PM

Subject: Urgent Support for Item 7D - RESHAP Project

Dear City Council,

I am writing to express my support for item 7D the RESHAP project, which aims to address the pressing need for new social and supportive homes in our community. I believe that it is crucial for this project to proceed without delay.

Our community has been grappling with inadequate housing on the base for far too long, The approval of item 7D hold the chance to rectify this and provide much-needed relief to those currently residing in substandard housing.

Locating the RESHAP project in the heart of the point hold several advantages. It's in close proximity to various amenities, job opportunities and resources that are integral to a thriving community. Reliable access to transportation options ensures increased mobility for residents and promoting independence. Additionally, the inclusion of bike paths, a basketball court and green spaces will foster active and healthy activities for all age groups. The relative proximity of the project to the food bank alleviate food insecurity issues faced by numerous families. The site will also be located near De-Pave Park currently in design.

Every child deserves a safe and stable environment in which to grow and thrive. By approving the RESHAP project, we can provide real support for families and children who are currently or in the future living on the point.

Respectfully,

Jennifer Rakowski

From: [Rachel Campos](#) on behalf of [Rachel Campos de Ivanov](#)
To: [CityCouncil-List](#)
Cc: [City Clerk](#); [Christopher Seiwald](#)
Subject: [EXTERNAL] Letter of Support - July 18 Meeting - Items 7-D and 7-E
Date: Tuesday, July 18, 2023 4:55:42 PM

Dear Mayor and City Council:

As you may know, we are hoping to create a Performing Arts Center and Radium Runway productions in the near future within Site A, Blocks 12 & 13 next to Seaplane Lagoon. This location is just a few blocks away and within easy walking distance to the future West Midway and RESHAP neighborhood, which we wholeheartedly support!

We understand that the types of housing and location for RESHAP and the market rate component being proposed at West Midway has been in the planning stages for many years involving extensive public meetings, community outreach, and analysis. This new neighborhood is consistent with the Main Street Specific Plan prepared for this area of Alameda Point and provides the density needed to support new businesses, public transportation, and the revitalization of the area.

We also understand that the creation of new housing and infrastructure improvements for Alameda Point are critical for our most vulnerable residents. These neighbors, and the organizations who support them, have operated with sub-optimal conditions for years. This project offers an incredible total of 50% of the units dedicated to affordable and income-restricted homes creating a vibrant new community reflective of Alameda's diversity.

Time is overdue to revitalize Alameda Point and the supportive housing it offers. We fully endorse the approval of items 7-D and 7-E on your agenda on July 18th so that construction can commence this year!

Sincerely,
Christopher Seiwald
President, Radium

Rachel Campos de Ivanov
Manager, Operations and Community Engagement, Radium

From: [Jeanne Nader](#)
To: [Marilyn Ezzy Ashcraft](#); [Tony Daysog](#); [Trish Spencer](#); [Malia Vella](#); [Tracy Jensen](#); [City Clerk](#)
Subject: [EXTERNAL] ReShap/Midway Project before the Council 7/18
Date: Tuesday, July 18, 2023 4:12:02 PM

Dear City Council Members,

My name is Jeanne Nader. I am a member of Alameda Progressives and Alameda Justice Alliance - a coalition of housing, labor, and community groups advocating for housing justices since 2018.

I want to voice my support for the 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.

Your 'yes' vote tonight will ensure expansion of existing supportive housing at Alameda Point. APC's services for residents along with the social enterprises of Farm2Market and Ploughshares Nursery have been touch points for healing, community building and connecting diverse audiences. APC's tenant Bay Area Makerfarm is the city's only recognized resilience hub.

APC has worked closely with MidPen and Catellus to forge this plan with their community's input. The folks on the ground who will benefit the most want this development to move forward. It's in Alameda's best interest to support their pioneering work on Alameda Point.

There are some on the island who will make the old and tired claim that the proposed location for the ReShap housing is too far from services or that it should be built after the market rate housing. As a 30 year West End resident whose kids attended Ruby Bridges-Encinal with APC students, I can tell you that this location is much better situated for families. The residents of Alameda Point Collaborative have been waiting patiently and for far too long, I might add, for upgraded housing and I have personally heard from many residents that they want to feel more connected to the rest of Alameda.

I urge you to vote YES on the staff recommendation and move this project forward.

Sincerely,

Jeanne Nader

305 Spruce St., Alameda

From: [Shelby S](#)
To: [Trish Spencer](#); [Malia Vella](#); [Tony Daysog](#); [City Clerk](#)
Subject: [EXTERNAL] Review General Plan review of West Midway Project compliance does not pass feasibility test
Date: Tuesday, July 18, 2023 3:48:47 PM
Attachments: [image.png](#)

Councilmembers,

With this comment, I urge you to evaluate the current proposal for the West Midway Project (WMP) for compliance to current relevant land use plans. I have reviewed the current materials and do not see any material provided for an adequate analysis of the Project with respect to current land use regulations. A comparison of the relevant plans appears to make the Project as proposed infeasible due to nonconformance and should not be approved.

For example, the current General Plan (2040) requires development that is Consistent with the Main Street Specific Plan (MSSP), provides a variety of housing types and a mix of residential densities with complementary business uses, neighborhood-serving retail, urban agriculture and park uses. (See also Policy HE-10).”

The 2018 and 2020 West Midway Proposals are sufficiently in compliance with the current General Plan (2040) with 291 residential units and acceptable commercial limits, and building height and variety.

However, the current 2023 proposal is substantially out of conformance with the mix of development and allowed residential units required by the General Plan as certified by the Alameda Point EIR for the entire Project or as required by the Main Street neighborhood. Most egregious is the excessive proposed number of residential units above those allowed by the relevant land use regulations.

Other land use plans and the certified Alameda Point EIR (AP EIR) also appear to prohibit the current proposal, so below I have provided a comparison of the WMP Project with respect to the current land use regulations for your reference.

REVIEW OF LAND USE PLANS

The certified Alameda Point EIR (AP EIR) and the Main Street Neighborhood Specific Plan (MSSP) are the codified development guidelines for Alameda Point and the Main Street Subarea.

The current General Plan (2040) and zoning codes are the same as those in place since 2017 with respect to development at Alameda Point. Specifically, the General Plan (2040) explicitly affirms the MSSP as the guiding development document.

Confirmation of this fact is supplied by Planning Director McDougal at the February 28 2021 City Council meeting in response to

Councilmember Daysog's inquiry on the matter. According to the meeting minutes, in reply to Tony Daysog's inquiry about proposed residential development over the 1425 limit, the Planning, Building and Transportation Director responded in the affirmative; stated all sites will require new general plans, densities, zoning ordinances, and be subject to the CEQA unless the area is rezoned with a new, full EIR with a housing cap folded in or the information can be programmed in the Housing Element only if there is a new environmental analysis.

No new environmental analyses have been done, and the General Plan 2040 refers to and relies on the 2014 AP EIR and explicitly retains governance of the MSSP. Reports to the contrary are inaccurate.

Alameda Point EIR

Per the updated General Plan (2040), the Alameda Point EIR (AP EIR); is the only existing, current environmental review document for Alameda Point (NAS Alameda) development— no additional environmental review has been conducted.

Furthermore, the AP EIR Alternatives Analysis has already determined that development not conforming with this combination are infeasible due to excessive unavoidable adverse impacts and inability to achieve Project goals. Even at these levels, there are significant unavoidable adverse impacts that cannot be mitigated or avoided. Therefore development that is not in conformance with the AP EIR is infeasible and reports to the contrary are erroneous.

The Alameda Point Project certified by the City of Alameda is as follows*:

**TABLE 2
TOTAL HOUSEHOLD UNITS, HOUSEHOLD POPULATION, AND TOTAL EMPLOYMENT
PROJECTIONS FOR ALAMEDA POINT AND SWM PROJECT**

Project Type	Housing Units	Resident Population	Total Employment (Jobs)
AP EIR	1,425	3,240	8,909
Site A	800	1,784	971
Market Rate and Moderate Income Residential Mixed-Use	291	649	485
RESHAP	267	595	65
Difference	67	212	7,388

**This table was included in 2018 development documents but is missing from the current materials. The "jobs" projections are based on commercial space, with limits on retail, industrial, and commercial types. Other constraints include Open space requirements etc. The 2040 General Plan requires adherence to the MSSP and AP Waterfront Plans, which further define the limits and requirements of land uses AND development.*

ABAG/Alameda NAS PDA

NAS Alameda is a designated regional PDA in Plan Bay Area. PDAs are intended to provide lands for regional employment and housing growth in proximity to regional transportation systems to reduce greenhouse gas emissions and combat climate change.

In July 2013, the ABAG and the MTC adopted Plan Bay Area. Plan Bay Area is an integrated long-range transportation and land use/housing plan to reduce transportation-related pollution in the San Francisco Bay Area, as required by the California Sustainable Communities and Climate Protection Act of 2008 – California Senate Bill 375 (Steinberg) to reduce greenhouse gas emissions from cars and light trucks.

The MSSP was partially funded by an MTC planning grant to support the creation of a transit-oriented plan consistent with Plan Bay Area ed districts, with the Main Street Neighborhood serving as a mixed-use residential transitional zone between adjacent land use concentrations.

Main Street Neighborhood Specific Plan

The General Plan 2040 explicitly affirms the MSSP as the guiding development document for the area South of West Midway (SWM) in conformance with ABAG's Plan Bay Area as a mixed-use residential transitional zone between adjacent land use concentrations.

Per the General Plan:

"Consistent with the Main Street Specific Plan, provide a variety of housing types and a mix of residential densities with complementary business uses, neighborhood-serving retail, urban agriculture and park uses. (See also Policy HE-10)."

2018 V 2023 WEST MIDWAY PROJECT

With a total of 291 residential units in a mix of building types, the 2018 RFQ conformed with the General Plan AP EIR and the MSSP. The 2018 development design considered : *"the market rate developer may require up to the remaining 291 units under the 1425 housing cap, assuming the 800 units for Site A, 267 for the Collaborating Partners, and 67 existing market rate housing."*

However, since the 2023 project exceeds the allowance for residential units at the SWM site, and with the increases added at Site A, the Project is infeasible due to nonconformance with the AP EIR. In addition, the 2023 Project is out of conformance with the MSSP and ABAG PDA requirements for "Mix-use" development among others.

In addition, there is insufficient commercial space acreage and other building design and "walkable" elements that are out of conformance with the MSSP and

the Plan Bay Area requirements.

CONCLUSION

For these as well as other reasons, this Project should not be approved by City Council at this time. A Project that is sufficiently in conformance with the 2018 proposed Project will likely satisfy the requirements of the General Plan and Plan Bay Area.

Thank you, Shelby Sheehan

From: [Zac Bowling](#)
To: [CityCouncil-List](#); [City Clerk](#)
Subject: [EXTERNAL] East Bay YIMBY in support of West Midway/RESHAP
Date: Tuesday, July 18, 2023 3:40:04 PM
Attachments: [Alameda City Council - RESHAP - July 18 .pdf](#)

Mayor Marilyn Ezzy Ashcraft and city council,

Please see attached East Bay YIMBY's letter of support for tonight's items 7-D and 7-E.

Thank you,

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

July 17, 2023

RE: Agenda 7-D & 7-E - EBYIMBY supports the West Midway Project

Dear Mayor and City Council,

I'm speaking today on behalf of East Bay YIMBY to reiterate, once again, our continued support for the proposed project to develop the West Midway Neighborhood and the associated RESHAP project at the former Alameda NAS.

East Bay YIMBY, a chapter of YIMBY Action, is a network of more than 3,500 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.

We ask for your support on Item 7-D: Recommendation to Approve Development Agreements with MidPen Housing and the Collaborating Partners for the RESHAP Project and Item 7-E: Recommendation to Approve Disposition and Development for the West Midway Project.

This project would provide much-needed, affordable-by-design workforce housing in our community. It would help address our citywide housing shortage and, in particular, our need for more homes in our community of Alameda. The proximity to transit, including two ferry terminals within walking distance, means this location is particularly well-suited for adding more neighbors to our community. This location helps encourage the use of public transportation, aligning with our city's vision of a sustainable and environmentally conscious community.

Not only is the proposed project site beneficial due to its accessibility and sustainable design, but its proximity to a budding new commercial district nearby will be instrumental in creating job opportunities for our residents. This accessibility to nearby employment is an essential aspect of a thriving community and aligns with our mission to foster economic prosperity.

It shouldn't have to be said that 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.



Lastly, it is noteworthy that the overall design and concept of these projects have already been approved by the council. That approval signifies that the project has already undergone rigorous scrutiny. A vote in support of the project would reaffirm the council's commitment to the progress and development of our community.

Thank you for your time and attention to this matter. We trust that you will carefully consider the extensive benefits of these projects when casting your vote. Your decision will shape the future of Alameda and contribute significantly to the well-being of its residents.

Regards,

Zac Bowling

East Bay YIMBY, Leads



From: [Philip James](#)
To: [Lara Weisiger](#); [CityCouncil-List](#)
Subject: [EXTERNAL] Support for Item 7-E and 7-D on tonight's agenda
Date: Tuesday, July 18, 2023 2:05:55 PM

Hello. My name is Philip James, and I am a 25-year resident of and recent homeowner in the City of Alameda.

I urge the Council to approve items 7-E and 7-D on tonight's agenda. We are in the midst of a housing crisis, as is obvious to anyone who has driven through Oakland or west alameda in recent years.

Taking land that is currently unused and turning that into housing, especially in conjunction with the incredible efforts of the Alameda Point Collaborative, turns a liability and a blight into an asset that serves us all.

Thank you for your time, and please vote yes.

Philip James

From: [Kathy Weber](#)
To: [CityCouncil-List](#)
Cc: [City Clerk](#); [Jennifer Ott](#); [Becca Perata](#)
Subject: [EXTERNAL] Agenda Item 7-D and 7-E: 2023-7-18 West Midway Project Letter of Support
Date: Tuesday, July 18, 2023 1:27:05 PM
Attachments: [2023-7-18 West Midway Project Letter of Support Agenda Item 7-D and 7-E.pdf](#)

Honorable Mayor and Councilmembers, City Manager and City Staff,
We respectfully submit the attached letter for Agenda Item 7-D and 7-E: 2023-7-18 West Midway Project.
Thank you for your time and thoughtful consideration of our request.
Respectfully,
Kathy

--

Kathy Weber
Executive Director
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July 18, 2023

RE: Development of the West Midway Project, Agenda Item 7-D and 7-E

Dear City Councilmembers and Staff,

The Downtown Alameda Business Association supports the approval of Item 7-D: Recommendation to Approve Development Agreements with MidPen Housing and the Collaborating Partners for the RESHAP Project and Item 7-E: Recommendation to Approve Disposition and Development for the West Midway Project, which is being presented during the City Council meeting on July 18th, 2023.

The development of additional housing is necessary for the continued growth and ability to provide and create jobs in this city. We appreciate the innovative and thoughtful process taken by Brookfield Properties and Catellus who were selected by the City of Alameda to collaborate with MidPenHousing and RESHAP partners to develop the West Midway property at Alameda Point.

In addition to supporting the implementation of City of Alameda Housing Element 2023-2031, 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 much needed affordable housing.

Downtown Alameda supports the final approval of the West Midway Project that will rebuild supportive housing for Alameda Point Collaborative, Operation Dignity, Building Futures for Women and Children, as well as provide critical infrastructure, and supportive housing units that have been proposed.

Thank you for your thoughtful consideration.

Best Regards,

Kathy Weber
Executive Director

From: [Laura Woodard](#)
To: [CityCouncil-List](#)
Subject: [EXTERNAL] Meeting Item 7-B: West Midway Project
Date: Tuesday, July 18, 2023 12:32:40 PM

Dear Mayor Ezzy Ashcraft and Councilmembers,

Please follow the city staff's recommendation to approve a term sheet for the development of the West Midway Project and direct staff to negotiate an agreement with the developer.

As a housing rights advocate in Alameda, I've seen the good work Alameda Point Collaborative does for residents who struggle with housing costs and other socioeconomic challenges. Additional supportive housing is desperately needed in our city. APC has worked and waited too many years for this project to begin.

Please take these needed steps to move the West Midway Project forward.

Sincerely,

Laura Woodard

From: [Shelby S](#)
To: [Malia Vella](#); [Tony Daysog](#); [Trish Spencer](#); [City Clerk](#)
Subject: [EXTERNAL] New RESHAP Proposal increases inequities, disenfranchises Supportive Partners
Date: Tuesday, July 18, 2023 12:30:33 PM

Councilmembers--

I urge you to seriously evaluate and reject the “New” proposed DDA for the relocated 8-acre 330 unit+ RESHAP Project and instead retain the 2018 RESHAP DDA that is consistent with the Main Street Neighborhood Specific Plan (MSSP), located at the Collaborative Partners “preferred” location.

Note: Let I be mislabeled a NIMBY: I whole-heartedly support the 9.7-acre RESHAP 267-unit Project located in the “ideal” parcel and as proposed in the MSSP.

The Point needs revitalization, and the Collaborative Partners need a well-designed campus. The MSSP RESHAP design is excellent and aligned with Project Goals.

Rebuilding the RESHAP parcel at Collaborative Partners preferred site is one of the two primary goals of redevelopment within the MSSP Plan area:

- 1) To create a **mixed-use** and mixed income primarily residential neighborhood with an emphasis on small-scale neighborhood-serving uses, compatible specialty manufacturing and light industrial uses, urban agriculture, open space, varied housing, and community services that complement and support the sub-district and Alameda Point as a whole;

- 2) To ensure the existing supportive housing accommodations are rebuilt in their preferred site and well-integrated within the Plan Area and future development for the Collaborating Partners.**

On the other hand, the site redesign and relocation from the “ideal location” defeats the purpose and vision so carefully planned and evaluated over a two-year vetted Stakeholder process. The “new” relocated 8-acre 330+ unit Project relocated to a 20% smaller parcel is a poorly-planned design, benefitting the Market Rate site to the detriment of the vulnerable RESHAP population, and is:

- inconsistent with the Main Street Specific Plan (MSSP)
- destroys the vision and purpose of the Original location
- will not achieve the Project’s stated goals.
- potentially harmful to vulnerable and traumatized residents,
- will result in the very housing inequities that the General Plan vows to avoid.

“Housing Element policies and programs ensure that all people and all neighborhoods are considered equal and will have equal opportunities to provide for a safe, high quality of life for themselves and their families, free from discrimination, exclusion, displacement, and exposure to environmental or public health hazards. (Except at RESHAP)”

The City already has the 2018 RESHAP DDA that is consistent with the MSSP, and the term sheet for the West Midway Project does not obligate the City to the terms described therein.

Therefore the City should reject the new Project, and retain all terms per the 2018 RESHAP DDA, including the number of units, size of the parcel and the design layout and building heights.

Further, neither one of these plans are consistent with the MSSP or the General Plan due to the relocation of the RESHAP parcel, the excessive proposed residential development and lack of “mixed-use” development as required by the Alameda Point EIR “approved Project”.

STATUS:

RESHAP: The current 2018 RESHAP DDA essentially binds the City for 10-years to the 2018 development plan, unless amended. The 2018 Plan is consistent with the codified Project in the MSSP, with the exception of the 67 additional units (which is reasonably foreseen as “Acceptable”, but should include additional acres for the Project). It is also compliant with the current General Plan and Housing Element.

If the Planning Department et al had not delayed the Project with the relocation, the Project would have been ready to break ground last year.

West Midway (WMP): The current Term Sheet issued for the WMP is "non-binding"--it does not obligate the City to the terms described therein, and the City should not issue a DDA for the current Project given the outstanding issue of the RESHAP relocation and other development issues.

If the Planning Department et al had not delayed the Project by relocating the RESHAP parcel and excessively increasing residential units and eliminating the required mixed-uses, the Project would have been ready to break ground last year.

BACKGROUND

The 2018 DDA’s RESHAP Project design was completed before approval of the MSSP in order to be included as part of the codified elements of this well-researched and specially-designed site into the MSSP. ***This location enables the RESHAP Project to be eligible for Federal Grants and Low-Income Housing Tax Credits.***

It was developed by and for the residents over a 2-year stakeholder-vetted process at the Ideal location for affordable housing due to its proximity to existing parks, public transit, off-site amenities (e.g., schools, retail etc), and “existing infrastructure efficiencies” including close proximity to APC’s employment opportunities at Ploughshares Nursery.

The MidPen-designed campus vision and purpose:

1. “Provides safe spaces for residents who may have suffered from past traumas, while also providing opportunities for residents to connect to the larger Main Street Neighborhood...”
2. “Accomplished through building placement and the interior street design and a centrally-placed community gathering area (i.e., the “Barn”)...”
3. “Ideally located near future Site A amenities and new infrastructure 3 improvements...”
4. “In close proximity to APC’s existing Ploughshares Nursery and farm, both of which will be enhanced by the new community,
5. “Creating a visible urban agriculture identity from Main Street.
6. “With a new active and lush farm at the corner of Main Street and West Midway

Conversely, the “new” 2023 location and design was cooked up “ad-hoc” (1) behind closed doors between late 2021 and early 2022, (2) reportedly by Andrew Thomas and the developers (see February 28 2021 Planning Board meeting) and (3) without stakeholder involvement, without regard to the Site’s purpose or resident’s needs, and (4) without any justifiable reasons or benefits to the vulnerable disenfranchised population the Project is supposed to serve.

Other than unsubstantiated and easily-refutable claims, to date Mr. Thomas has provided no evidence that he conducted any research, consultation, stakeholder input, studies nor any other documentation or metrics that support the purported rationales for the move.

→ ***Compare that to the 2-year decision-making process for the Original RESHAP location and design.***

DEVOLUTION OF THE RESHAP PROJECT EXPLOITS POPULATION AND INCREASES INEQUITIES

The staff summary report gives an incomplete picture regarding the proposed “new” location and approvals of the RESHAP parcel that is inconsistent with the public record.

The RESHAP RE-location was first introduced to the Planning Board at the February 28, 2021 meeting as an idea Andrew Thomas had been “thinking about”; it was barely-mentioned at the November 2022 off-the-cuff 20-minute HAB meeting; and City Council has only seen it as part of the July 5 2022 West Midway Term Sheet Item, referred to as “not finalized”-- no specifics about the RESHAP portion have been presented before any Board or the Public subsequent to the 2018 DDA.

For example, at the July 5 2022 City Council meeting presentation for the West Midway Term Sheet item, Lisa Maxwell’s slides showed only that the (unnamed) Parties: “agreed to relocate RESHAP Project to West side of the project, adjacent to Pan Am Way” for an (unknown) reason, through (an unknown) process, on (an unnamed) date.

The meeting minutes confirm the RESHAP relocation was the brainchild of the City and Developers: ... the project was revamped; MidPen, Catellus and Brookfield were part of the planning process when staff “realized” there would be material advantages to **all** parties involved...”

→ What exactly are these “just realized” advantages to the RESHAP population? Just how were they measured?

The ostensible, unsubstantiated, and easily refutable reasons for the move per Lisa Maxwell were:

- Creates market rate synergy with Bayport
- Enables RESHAP to connect to the City’s infrastructure
- Improvement project along Pan Am way, which allows the building pad to be completed in the first phase
- Moves the ground floor community serving retail closer to the Site A Town Center
- Minimizes the disruption to existing residents by allowing them to move once and sooner

None of these reasons justify the move, none actually benefit the residents of the RESHAP parcel, and worst of all, they all appear to benefit the Market Rate site at the expense of the RESHAP Project goals.

The location at Pan Am actually destroys the purpose and vision of the intended location, and is detrimental to the mental health of people who have experienced and are trying to heal from trauma, who should not live and heal in a location described as “next to the action” (Thomas 2/28/22).

There was no mention that it is also:

- 20% smaller (9.75 acres to 7.93 acres)
- Doubled the gross residential density (200→267→309→current 340+)
- poorly-designed and farther from desired amenities
- residents would be “housed” in closely aligned 4-story stacked flats (instead of 2 and 3-story variety of building types),
- in a buildout that is more akin to institutional facilities than a therapeutic campus environment.
- There is also no mention of the newly created issue of Historic District design restrictions for projects in the vicinity of the Historic District (within 300 feet) which requires implementation of MM 4.D-1.
- AMC Design Review Standards also require “harmonious” architecture which would be maximum 2-story buildings and setbacks.

Further, the approved RESHAP Project (1) does not include “retail” --the commercial is only supposed to be for the residents-- (2) the original RESHAP did not include plans for “moving twice”, and (3) the infrastructure schedule is negligibly different.

More to the point though: This smaller, denser site is **farther** from the 2018 listed amenities such as schools, parks, groceries, transit, services, and Ploughshares and will “scatter” the intended purpose of creating a connected urban-farm subarea. **It no longer is competitive for Federal grants.**

→How is any of that defensible?

-->Can we talk about equity again?

2018 v 2023 PROJECT INEQUITIES

The changes to the RESHAP of the project in density, location, size, and building heights are all “BIG DEALS” that degrade the Project to such an extent that is “infeasible” because it no longer is able to achieve stated Project goals —the relation is also not compliant with the location of the MSSP and General Plan, and therefore the impacts have not been evaluated.

By 2018, the RESHAP project had already absorbed the Market-Rate affordable unit allotment, increasing from 200 units to 267 units on a 9.7 acre 2- and 3-story campus, removing them from the West Midway Project site. The 2023 proposal is for a minimum of 329 4-story units, on a 20% smaller parcel, more than doubling the gross unit density in poorly reconfigured grounds and taller buildings.

→ **I don't know about you, but that seems pretty EX-clusionary to me.**

→ **Equity strike 3.**

Parcel Size Reduction

By the time the 2018 RESHAP DDA was signed, the amount of land promised to the Collaborative Partners (in exchange for their former 34-acres) had already been reduced by over 25%. The current project reduces the Project area by another 20%. Between the initial proposal and 2023, the RESHAP Parcel has been reduced by 50%.

• 2015 initial concept reported by Alameda Post	17.6 acres	200 units
• 2015 ENA	13.2 acres	200 units
• 2017 Term Sheet	10.4 acres	200 units
• 2018 DDA	9.7 acres	200 units (+ 67 share of MR affordable units + “possibly” 54 emergency beds)
• 2023 Proposed beds) at infeasible location	7.93 acres	at least 340 units + 54 emergency

Each reduction in acreage robbed from the RESHAP Project resulted in concomitant increases in acres for the Market-rate Project.

→ **Hows that for equity?**

Building Height/Density Increase

Aside from the indefensible relocation of the Project, this now-7.93 acre parcel is currently proposed to squeeze in at least 330 units and a 54 bed shelter between oppressive 4 story stacked flats.

**Note units per acre can be calculated as gross and net—in a large development, portions may be higher in “Clusters” but the net is the true amount)*

RESHAP 2018: 200 units (net 20 units per acre)*

RESHAP 2023: 330 units (net 45+ units per acre) *

West Midway: 2018 and 2023 West Midway: (net less than 20 units per acre)

→ **The inequities in development have been exclusively borne by the RESHAP Project as it absorbs the M-R affordable housing on property that is supposed to be servicing the Collaborative Partners population-- while at the same time losing acreage.**

→ **Alamedans should not allow this to happen.**

Open Space and other SF uses

Among other issues, the current information provided about the “new” location does not allow a side-by-side comparison of 2018 v 2023 land use. For example, the 2018 City Council Resolution includes: 20,000 SF interior parks, walking paths and play areas and a centrally located space for community programming+ building setbacks, but it is unknown if the 2023 RESHAP parcel is comparative in these other ways, and can't possibly compare due to Project Shrinkage. At a minimum, any new units should be accompanied by an increase in acres.

This Project also has not undergone adequate Public review. Therefore, due to infeasibility and Project inequities, the NEW RESHAP DDA should be rejected.

Thank you for your consideration.

Regards, Shelby Sheehan

From: [Mike O'Hara](#)
To: [CityCouncil-List](#)
Subject: [EXTERNAL] Support for West Midway and RESHAP
Date: Tuesday, July 18, 2023 8:56:52 AM
Attachments: [MidwaySupport Letter.07182023.pdf](#)

Dear Mayor and city "Council:

Pease see attached letter of support for West Midway and RESHAP proposals on tonight's agenda.

Mike

July 14, 2023

Mayor Ezzy Ashcraft and Members of the Alameda City Council
City of Alameda
2263 Santa Clara Street
Alameda, CA 94501

RE: Alameda TMA support for West Midway and RESHAP

Dear Mayor Ezzy-Ashcraft and Members of the Alameda City Council:

On behalf of Alameda Transportation Management Association (ATMA), whose mission is to resolve transportation challenges facing the City of Alameda by connecting its residents and employees to a network of sustainable, convenient, affordable and active modes of transportation across Alameda and the Bay Area, I am writing to support the approval of West Midway and RESHAP items 7D and E on the July 18th, 2023 agenda for the City Council.

We look forward to adding this new project, with its 478 housing units and significant contribution to affordable housing and supportive housing, into the ATMA when complete. The developers' commitment to multi-modal transportation, including a shared bicycle and pedestrian trail through the middle of the site and several additional bike trails that create a bicycle and pedestrian network connecting their site to parks and transit services provided by AC Transit and two ferries, fits perfectly with the mission of the ATMA as it seamlessly integrates into the neighborhoods at Alameda Point.

Alameda TMA strongly urges your approval of both the RESHAP and West Midway proposals.

Sincerely,



Michael S. O'Hara
Chairman of the Board of Directors
Alameda Transportation Management Association

From: [Brad Shook](#)
To: [CityCouncil-List](#)
Subject: [EXTERNAL] West Midway Project
Date: Tuesday, July 18, 2023 7:51:11 AM

City Council,

Please support the passage of the West Midway project. We need to continue to build on the momentum and development at Alameda Point. Unfortunately, the last couple of years has wiped out a long list of Alameda Point businesses. We are doing what we can to survive. Additional redevelopment and infrastructure is needed if businesses like ours will succeed. Please support the passage of the West Midway project.

Sincerely,

Brad Shook
President
Bladium Sports & Fitness Club
510-529-5254 cell
510-814-4999 work

[Voted Best Gym & Best Fitness Classes 2022 by Alameda Magazine!](#)



From: [Joann Guitarte](#)
To: [CityCouncil-List](#)
Subject: [EXTERNAL] Support Letter for Agenda Item 7-D, 7-E
Date: Monday, July 17, 2023 6:20:32 PM
Attachments: [Agenda Item 7-D 7-E.pdf](#)

Attached is my support letter in favor of Agenda item 7-D, 7-E.

Thank you,

Joann Guitarte

Owner

Bowzer's Pizza: Cafe Jolie: Donutpetit: J Couture: J Gallerie

Board Member

Alameda Chamber & Economic Alliance

415-748-8453

Confidentiality Notice:

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July 17, 2023

1500 Webster Street · Alameda, California 94501 tel. (510) 523-4500 email www.cafejolies.com

Mayor Marilyn Ezzy Ashcraft
Vice Mayor Tony Daysog
Councilmember Tracy Jensen
Councilmember Malia Vella
Councilmember Trish Herrera Spencer

Subject: Letter of Support for Development of the West Midway Project, Agenda Item 7-D and 7-E

Dear Alameda City Council,

I would like to express my support for Item 7-D, recommendation to approve the development agreements with MidPen Housing and the Collaborating partners for the RESHAP project and Item 7-E, recommendation to disposition and development for the West Midway Project, which is being presented during the City Council meeting on July 18th, 2023.

This development is very important in adding to our housing stock in Alameda and specifically to the West End. 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.

I have been a business owner and have lived in Alameda for 20 years, I believe that this project will bring much value and purpose. Thank you for your consideration of the final approval of this much needed housing in Alameda.

Respectfully,

Joann Guitarte

Owner

Bowzer's Pizza, Café Jolie, Café Jolie Petit, Donut Petit
Alameda CA 94501

Café Jolie has a unique menu specializing in French American cuisine. Our dishes are prepared from local, sustainable and organic vendors. We serve breakfast, lunch and dinner. The menu ranges from Croque Monsieur, Steak Frites, to many versions of egg dishes. Join us for great food and French wines. Serving brunch all day long on weekends. C'est Bon!

FOLLOW US:    

From: [Adam Dove](#)
To: [CityCouncil-List](#)
Subject: [EXTERNAL] West Midway Project
Date: Monday, July 17, 2023 4:50:07 PM

Hi – I am sending this email in support of the West Midway Project, coming up before the Council tomorrow.

I am one of the owners of Saltbreaker, a new restaurant on the Alameda Point.

We took a huge chance on coming into this area, and made a significant investment in doing so. We happily did this on the assumption that this neighborhood was just getting started, and that significant future development would take place. We wanted to get in on the “ground floor” of what was going to turn into a vibrant neighborhood.

We are VERY much in favor of this development being approved.

Thank you

Best,

Adam Dove | President

1050 22nd Avenue | Oakland, CA 94606

O: (415) 460-9995 | C: (415) 613-5452

www.carriedovecatering.com



From: [Margaret Su](#)
To: [CityCouncil-List](#)
Cc: [becca_perata](#)
Subject: [EXTERNAL] West Midway Project
Date: Monday, July 17, 2023 2:38:22 PM
Attachments: [City of Alameda West Midway July 17.pdf](#)

City Council

Attached letter regarding West Midway Project

--

Respectfully

Margaret Su

margaret@wonkykitchen.com

theprepstation.com

The Prep Station, Owner/CEO

Eat Drink Alameda, Owner/CEO

USS Hornet, CEO Advisory Council

Mayor Marilyn Ezzy Ashcraft
Vice Mayor Tony Daysog
Councilmember Tracy Jensen
Councilmember Trish Herrera Spencer
Councilmember Malia Vella

Alameda City Hall
2263 Santa Clara Avenue
Alameda, CA 94501

July 17, 2023

RE: Development of the West Midway Project, Agenda Item 7-D and 7-E

Dear City Council,

I would like to go on record as being in favor of the approval of Item 7-D: Recommendation to Approve Development Agreements with MidPen Housing and the Collaborating Partners for the RESHAP Project and Item 7-E: Recommendation to Approve Disposition and Development for the West Midway Project, which is being presented during the City Council meeting on July 18th, 2023.

I am in support of the mixed-income, mixed-use neighborhood of 478 housing units and up to 10,000 square feet of non-residential uses, and open space on approximately 26 acres of land at Alameda Point. It will dramatically improve the landscape from one of neglect and abandonment, to one of community and commerce. Affordable housing is important for businesses to attract and retain employees. With severe workforce shortages in the services industries, the development is aligned with agendas looking to address the gap between income and housing costs.

As a business owner at Alameda Point, I would like to see the area become one with a diverse mix of commerce and community. I want more than an upgrade. I want to see the area thrive.

I have confidence in the individuals who have committed themselves to this vision and labored over the complex issues and solutions.

I believe this development, planned with intent and purpose, will deliver a strong foundation for a vibrant community and interactive lifestyle at Alameda Point.

Sincerely,



Margaret Su
Founder/CEO
Wonky Kitchen LLC
DBA The Prep Station, DBA Eat Drink Alameda

From: [Jennifer Radakovich](#)
To: [CityCouncil-List](#)
Subject: [EXTERNAL] Letter of Support for West Midway Project
Date: Monday, July 17, 2023 1:12:02 PM
Attachments: [Letter of Support - West Midway Project - Rhythmix Cultural Works.pdf](#)

Dear City Council of Alameda,

I am writing in support of the West Midway Project to be discussed in the July 18th City Council meeting.

Please find attached my letter of support for this much needed housing project for our community.

Thank you so much!

Jennifer Radakovich
Executive Director, Rhythmix Cultural Works



[2513 Blanding Ave, Alameda, CA 94501](#)
T: 510.865.5060
jennifer@rhythmix.org | www.rhythmix.org



"Alameda's Destination for the Arts"

Rhythmix Cultural Works is a 501(c)3 nonprofit cultural arts center that serves as a hub for creative activities and community-building in the East Bay. Our tax identification number is 94-3340251.



Janet Koike
Founder &
Artistic Director

Jennifer Radakovich
Executive Director

Owen Rubin
Board Chair

Board Members

Teff Ayril
Deidra Jow
Ashley Kirk
Camilo Landau
Sandy Russell
Julie Stonehouse
Thomas Varghese

Community Advisory Board

Pat Atkinson
Julie Baron
Anne Cook
Bill Davis
Peter Fletcher
Elaine N. Fong
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Lynda Gutierrez
Bill Jeng
Donna Layburn
Jodi Lee
Liz London
Hilda McCline
Richard McCline
Ginny Parsons
Ray Pendro
Becca Perata
Ron Silva
Kari Thompson

July 14, 2024

Mayor Marilyn Ezzy Ashcraft and Alameda City Council
2263 Santa Clara Ave
Alameda, CA 94501

Dear Mayor Ashcraft and Alameda City Council,

I am pleased to be writing on behalf of the Board of Directors at Rhythmix Cultural Works in support of the West Midway Project. This collaboration between Catellus, Brookfield Properties, the RESHAP Partners and MidPen Housing to construct 787 new affordable housing units at Alameda Point is urgently needed in our community.

The addition of 478 Housing Units and 309 Permanent Supportive Housing Units at Alameda Point will help to improve the quality of life for many of Alameda's very low-income community members and help to diversify Alameda's population by attracting new residents and creating affordable options for low and moderate-income community members.

I encourage the Alameda City Council to vote YES on Items 7-D and 7-E in the July 18, 2023 City Council Agenda in an effort to move this much needed project forward.

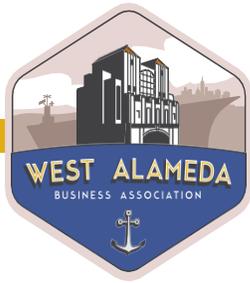
Thank you so much for your consideration and support,

Jennifer Radakovich
Executive Director, Rhythmix Cultural Works

From: [Linda Asbury](#)
To: [Marilyn Ezzy Ashcraft](#); [Tony Daysog](#); [Trish Spencer](#); [Malia Vella](#); [Tracy Jensen](#); [City Clerk](#); [Jennifer Ott](#); [Andrew Thomas](#)
Subject: [EXTERNAL] Letter of support
Date: Monday, July 17, 2023 12:39:16 PM
Attachments: [WestMidwayProject.docx](#)

Please accept this letter of support for the West Midway Project being considered at the City Council meeting on July 18th.

Linda Asbury
Executive Director
West Alameda Business Association
linda@westalamedabusiness.com
510.523.5955



July 17, 2023

To: Mayor Ezzy Ashcraft, Vice Mayor Daysog, Council Members Vella, Jensen and Herrera Spencer

From: West Alameda Business Association

RE: Development of the West Midway Project, Agenda Item 7-D and 7-E

Dear Alameda City Council:

On behalf of the West Alameda Business Association Board of Directors, we support Item 7-D: Recommendation to Approve Development Agreements with MidPen Housing and the Collaborating Partners for the RESHAP Project and Item 7-E: Recommendation to Approve Disposition and Development for the West Midway Project, which is being presented during the City Council meeting on July 18th, 2023.

These developments are very important to add to our housing stock in Alameda and specifically the West End. We look forward to offering a vibrant business district within a mile of this new housing, we welcome our new neighbors!

Thank you in advance for your consideration of a final approval of this much needed housing and open space at Alameda Point.

Regards,

Linda

Linda Asbury
Executive Director
West Alameda Business Association
Building Community through Business
linda@westalamedabusiness.com
510.523.5955

From: [Brock Grunt](#)
To: [CityCouncil-List](#)
Subject: [EXTERNAL] West Midway Project, Council Meeting Agenda Item 7-D and 7-E
Date: Monday, July 17, 2023 11:22:37 AM

Council Members,

As a 30 year resident of Alameda and the president of a company headquartered in Harbor Bay, I urge you to approve Items 7-D and 7-E, both on the agenda for tomorrow's July 18th City Council meeting. These items represent vital progress toward the continued demand for housing in Alameda and throughout the Bay Area. These projects help address the definite shortage of housing across various economic means, and in particular those in need of special support.

These projects not only further push the long overdue redevelopment of Alameda Point, but providing more local housing is critical to our business as well as so many other Alameda businesses. One of the most stabilizing factors for the employees we hire is their ability to find housing locally. Without this, we have often lost very valuable employees who move further east in search of reasonable housing and reasonable commutes.

I urge you to approve these two agenda items to move Alameda further toward our vital housing needs.

Thank you,

Brock Grunt | President

McGuire and Hester

Office [510-632-7676](tel:510-632-7676)

Cell [510-715-1093](tel:510-715-1093)

Alameda–Oakland–Sacramento

From: [Matt Kreutz](#)
To: [CityCouncil-List](#)
Subject: [EXTERNAL] Support of Alameda West Midway Project
Date: Monday, July 17, 2023 10:32:03 AM
Attachments: [City of Alameda West Midway Project.pdf](#)

Please see attached letter, thank you!

Matt Kreutz
CEO- Firebrand
Cell: (510) 410-1305



Firebrand

ARTISAN BREADS

July 17th, 2023

Matt Kreutz
CEO
Firebrand, PBC
707 W. Tower Ave.
Alameda, CA 94501

Subject: Letter of Support for Alameda West Midway Project

Dear Mayor and City Council:

Firebrand relocated our operations to Alameda Point in August 2021 and have fell in love with the community and people on the point. The support and excitement that we have received has been immense and so helpful to us as we've moved into our new facility and opened our retail location last month.

As improvements to roadways continue and access increases, we look forward to drawing new customers who will patronize our new cafe and neighboring businesses. Many of these customers are current and future residents of the Point.

Between the RESHAP project and the market rate housing at West Midway, the project is a key contributor to the City's Housing Element and will bring 787 new housing units, with a total of 50% affordable and income restricted. Critical infrastructure will be added, and up to 10,000 square feet of non residential uses and open space will be added.

The new community was carefully designed for easy public transit access, in proximity to our public schools and parks, and near the epicenter of activity at the Point.

Time is overdue to rebuild the supportive housing at the Point and we fully support approval of items 7-D and 7-E on your agenda July 18th.

Yours sincerely,

Matt Kreutz

From: [Cindy Houts](#)
To: [CityCouncil-List](#)
Subject: [EXTERNAL] RESHAP
Date: Monday, July 17, 2023 9:05:00 AM

Dear Mayor and City Council:

The Alameda Food Bank is proud to serve nearly 1,000 families a week, a portion of whom would be impacted by the RESHAP community. Since the beginning of the year we have provided more than 400 shopping trips to nearly 100 families currently residing on the Point.

Our clients rely on easy access to our Island Community Market. The relocation of the RESHAP community is right nearby, and also provides our neighbors with proximity to public transit, our local schools and parks, and the ever-expanding commercial and retail offerings of the Point.

The project would not be possible without the installation of critical new infrastructure to support construction of 787 new housing units, including 50% affordable — an unprecedented milestone on the island!

Since relocating our operations to the Point we have witnessed the state of disrepair of the housing community of some of our most vulnerable residents. The RESHAP partners should not have to wait one more day for new housing. We encourage your approval of items 7-D and 7-E on your agenda July 18th.

Sincerely,

Cindy Houts

Executive Director

Alameda Food Bank

www.alamedafoodbank.org

Feeding the Island Community since 1977

From: [Madlen Saddik](#)
To: [CityCouncil-List](#); [Marilyn Ezzy Ashcraft](#); [Lara Weisiger](#)
Subject: [EXTERNAL] Development of the West Midway Project agenda items 7D & 7E
Date: Saturday, July 15, 2023 8:23:20 AM
Attachments: [Advocacy West midway project.pdf](#)

Honorable Mayor Marilyn Ezzy Ashcraft and the city council,
I am attaching our support letter for the West Midway project
items 7-D and 7-E

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

Mayor Marilyn Ezzy Ashcraft
Vice Mayor Tony Daysog
Councilmember Tracy Jensen
Councilmember Trish Herrera Spencer
Councilmember Malia Vella

July 14, 2023

Alameda City Hall
2263 Santa Clara Avenue
Alameda, CA 94501

RE: Development of the West Midway Project, Agenda Item 7-D and 7-E

Dear City Council,

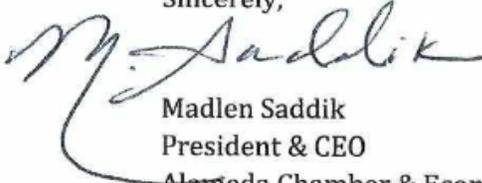
On behalf of the Alameda Chamber & Economic Alliance, we would like to go on record as being in favor of the approval of Item 7-D: Recommendation to Approve Development Agreements with MidPen Housing and the Collaborating Partners for the RESHAP Project and Item 7-E: Recommendation to Approve Disposition and Development for the West Midway Project, which is being presented during the City Council meeting on July 18th, 2023.

We, the President and CEO, Madlen Saddik, and the Board of Directors Chair, Kelly Lux, of the Alameda Chamber & Economic Alliance, represent the voice of 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 in full support 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 478 housing units and up to 10,000 square feet of non-residential uses, and open space on approximately 26 acres of land at Alameda Point, believing it will greatly benefit our entire community.

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 final approval of the West Midway Project that will rebuild supportive housing for Alameda Point Collaborative, Operation Dignity, Building Futures for Women and Children, as well as provide critical infrastructure, and supportive housing units that have been proposed.

Sincerely,



Madlen Saddik
President & CEO
Alameda Chamber & Economic Alliance



Kelly Lux
Chair
Alameda Chamber & Economic Alliance

From: [Damian Fagan](#)
To: [CityCouncil-List](#)
Subject: [EXTERNAL] We strongly support the West Midway/RESHAP Project at Alameda Point
Date: Friday, July 14, 2023 2:28:08 PM

Dear Mayor and City Council:

Almanac Beer Co. is very excited for the W. Midway neighborhood to help create more housing choices and commercial opportunities at Alameda Point. We have been located at the corner of Pan Am and Tower streets for five years now and have been waiting for more development to occur as part of the approved City's Alameda Point Reuse Plan and Vision. We have invested heavily in our operations at Alameda Point and have been a supporter of numerous Alameda special events and fund raising efforts for many non-profits across the island.

We know that the types of housing and location for RESHAP along with the market rate component being proposed at West Midway has been in the planning stages for many years and has gone through numerous public hearings, stakeholder outreach, resident design sessions and extensive environmental and economic analysis. This new neighborhood is consistent with the Main Street Specific Plan prepared for this area of Alameda Point and is in close proximity to public transit, nearby schools, public parks and the epicenter of activity at the Point.

We also understand that the creation of new housing is critical for the current residents of APC, Operation Dignity and Building Futures. In addition, this new neighborhood will also be a key contributor to the City's Housing Element and will bring 787 new homes, with a total of 50% dedicated to affordable and income restricted homes. Furthermore, critical new infrastructure will be developed, and up to 10,000 square feet of commercial uses and open space will be created.

In fact, during our discussions with Catellus and Brookfield we have talked about how best to activate the commercial corner on Pan Am/Tower across the street from Almanac. We are very interested in making sure this critical intersection at the Point is optimized to attract and maintain unique and economically strong commercial enterprises.

Time is overdue to rebuild the supportive housing at the Alameda Point and to implement the Main St neighborhood vision for Alameda Point. We fully support approval of items 7-D and 7-E on your agenda July 18th so that construction can commence this year!

Sincerely,

Damian Fagan
Founder & CEO
Almanac Beer Company

--
=====
Damian Fagan

Founder & CEO
Almanac Beverage Co.
=====
651 W. Tower Ave.
Alameda, CA 94501

From: [Daniel Wholey](#)
To: [CityCouncil-List](#)
Cc: [Becca Perata](#)
Subject: [EXTERNAL] Rain's Support for the West Midway Project: Agenda Item 7-E For the July 18th City Council Meeting
Date: Friday, July 14, 2023 10:42:25 AM

Dear City Council,

My name is Daniel Wholey, Head of Strategy & Partnerships at Rain Industries, a relatively new tenant at Alameda Point. I am writing to you in support of the West Midway Project, agenda item 7-E for your July 18th city council meeting.

As a new business at Alameda Point, we have been very grateful to have joined this innovative hub. Every morning my coworkers from San Francisco and I ride the ferry to Seaplane Lagoon along with other professionals working at exciting, and potentially life-changing, Alameda-based tech companies. We talk with others during the ride, learning about the other exciting efforts they are pursuing to shape the world for the better. On our bike ride from Seaplane Lagoon to work, we see multiple uncrewed sea drones bouncing in the water and 100,000 square foot hangars bustling inside with people and machinery. Once we get to the office, we look over the runways where the Navy used to navigate incoming and outgoing aircraft to protect our nation. This community is truly unlike any others.

Recently there has been a new development in our work-ecosphere; Firebrand's bakery and café. Since its opening, it has seen incredible business from Alameda's citizens and neighboring companies. The Rain team in particular frequents regularly! Since the café opened, it was almost as if it brought life to the retired Naval Air Station. It dawned on me that while Alameda Point is certainly historic, unique and innovative, it also has so much potential. This point is further emphasized with the opening of the Saltbreaker, what I consider to be a very popular high-end restaurant right behind Firebrand. Establishments like Firebrand's café and Saltbreaker bring people together, they make a community. But restaurants, retail and other community-engaging businesses depend on foot traffic, which would be enabled by the West Midway Project. I believe the West Midway project is a key enabler of further building the community at Alameda Point and ultimately driving revenue for the city that can be reinvested into other critical initiatives for the City of Alameda.

Furthermore, the proposed new location is ideal, because it is adjacent to commercial businesses and retail, and has easy access to public transit. The plan will seamlessly integrate this community into a new neighborhood at West Midway.

I believe the West Midway Project is ultimately what Alameda Point needs. Companies like Rain need a vibrant environment with community-engaging businesses to help attract new employees to live close to work in the city of Alameda, and these businesses largely rely on neighborhoods and foot traffic for support. The West Midway community will ultimately have a large and positive for the existing businesses at Alameda Point and I believe for the city as well.

Thank you for your consideration and I hope you share my view of the impact this new neighborhood could have.

Best,

--

Daniel Wholey

Head of Strategy & Partnerships

(210) 844-5319

Rain.aero



From: [Sophie Raskin](#)
To: [CityCouncil-List](#)
Subject: [EXTERNAL] West Midway Project Support
Date: Thursday, July 13, 2023 9:17:17 PM

Hello!

I'm a new homeowner on the west end who frequently patronizes the businesses and parks at Alameda Point and I am excited to see the new project built. We need more housing to continue to activate the Point and support the businesses!

In addition, the state of disrepair of the current supportive housing is clearly under serving the community and they have waited far too long for this housing to be rebuilt. The new location for RESHAP partners is ideal because they will be at the center of everything, with access to the businesses, public transit, parks, and schools.

Please take this email as a strong signal of support of the project and community!

Thank you,

Sophie Raskin
301 Haight Ave.

Sent from my iPhone

From: [Lori Bilella](#)
To: [CityCouncil-List](#)
Subject: [EXTERNAL] Support for west midway project
Date: Thursday, July 13, 2023 5:03:11 PM

Hello,

As a resident of the west end and active member of the business community, I am sending this email of support for the midway project and urging the city council to approve it.

The current housing for the RESHAP partners, is long neglected and it is overdue to provide new supportive housing at the point. The proposed new location is ideal because it is adjacent to the existing commercial Corridor, public transit, and easy access to our public schools.

I urge the city council to approve this project the next opportunity it gets.

With much gratitude,
Lori Bilella (they/them)

Sent from my iPhone

From: [Lauren Gularte](#)
To: [CityCouncil-List](#)
Subject: [EXTERNAL] City Council July 18, 2023, Regular Agenda Items 7-D and 7-E: West Midway Project
Date: Thursday, July 13, 2023 4:52:55 PM
Attachments: [image001.png](#)
[WETA Alameda Midway Support Letter 071323.pdf](#)

Hello Alameda City Council Members,
Please see attached letter of support from WETA for the West Midway Project being considered in Agenda Items 7-D and 7-E on the July 18, 2023 Alameda City Council meeting.

I also plan to speak in support of the item at the meeting on Tuesday evening.

Thank you,

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



July 13, 2023

Re: City Council July 18, 2023, Regular Agenda Items 7-D and 7-E: 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 787 new housing units with 50% of units reserved for affordable housing to very low, low and moderate income households. Additionally, the project will rebuild supportive housing at the Point and also provide 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 requesting final approval for the project that will finally rebuild supportive housing for Alameda Point Collaborative, Operation Dignity, Building Futures for Women and Children, as well as provide critical infrastructure, and construct approximately 787 housing units, 10,000 square feet of non-residential uses, and open space on approximately 26 acres of land at Alameda Point.

Thank you for your consideration.

Sincerely,



Seamus Murphy
Executive Director

From: [Matt Regan](#)
To: [CityCouncil-List](#)
Subject: [EXTERNAL] West Midway SUPPORT
Date: Thursday, July 13, 2023 3:47:54 PM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[West Midway Alameda SUPPORT 2023.pdf](#)

Dear Mayor Ezzy-Ashcraft and City Council,

Please find attached the Bay Area Council's updated letter of support for the West Midway proposal.

Please do not hesitate to reach out to me if you have any questions.

Matt.



HISTORIC
KLAMATH
BAY AREA COUNCIL

Matt Regan

Senior Vice President

Phone: 415 298 0330

The Klamath Pier 9, The Embarcadero, San Francisco

www.bayareacouncil.org





July 13, 2023

SENT VIA-EMAIL

RE: Support for Items 7D and 7E West Midway Alameda Point Development

Dear Mayor Ezzy Ashcraft and City Council:

The Bay Area Council is an employer sponsored public policy and advocacy organization dedicated to solving our region's most challenging issues and improving the quality of life for everyone who calls this region home. On behalf of our 350+ members, I write in support of the the proposed development of West Midway at Alameda Point.

California is experiencing an unprecedented housing crisis that will worsen without significant intervention. The California Department of Housing and Community Development estimates that the state must plan for 2.5 million new units of housing by 2030 to address the state's housing affordability crisis – an estimated 312,500 units annually and over 200,000 more units than we are currently permitting. This shortage continues to disproportionately impact low-income communities and communities of color that are being priced out of Bay Area communities by the lack of housing options. To combat this, every county and city must do its part to produce more housing at all levels of affordability.

Like other communities around the Bay, Alameda remains challenged by some of the highest housing costs in the country driven in large part by the shortage of new homes being built across our region. The proposed development at West Midway is a great opportunity to transform a portion of the former Alameda Naval Base and build 787 homes, including 309 (40%) very low-and low-income rental apartments and townhomes, 83 (10%) moderate-income units, and 21 affordable by design workforce units. This level of affordability, particularly the deep affordability, is almost unheard of and for this reason alone the project should move forward.

At full build West Midway will account for more than 14 percent of Alameda's total 2023-2031 Regional Housing Needs Allocation (RHNA) of 5,353 units and will make a significant impact on reaching Alameda's below market rate housing goals.

Beyond the impact the development will offer through increasing Alameda's housing stock, the project will also provide 10,000 square feet of neighborhood commercial space and will replace the aging infrastructure left over from the naval station with new underground utilities, streets, geotechnical improvements, and sea level rise mitigations which will bring long-term financial

and infrastructure benefits to Alameda. Additionally, the project leads in environmental design as one of the first 100 percent electric communities in Alameda and is only half a mile from two existing ferry terminals and adjacent to AC Transit bus stops, promoting public transit usage.

We are also impressed with the partnership between Brookfield Properties, Catellus, MidPen Housing, and RESHAP and their involvement with the Alameda community, receiving feedback early on to incorporate input from neighbors and community stakeholders into their proposal, including making mixed mobility and availability of public open spaces a priority.

This site and proposed project meet all accepted smart growth standards and is a clear example of sustainable and inclusive growth for future generations. We encourage your vote to approve the project and move it forward as quickly as possible.

Sincerely,

A handwritten signature in black ink that reads "Matt Regan". The signature is written in a cursive, flowing style.

Matt Regan
Senior Vice President, Bay Area Council



TRAMELL CROW RESIDENTIAL
CYPRESS EQUITY INVESTMENTS • SRMERNST

July 12, 2023

Mayor Marilyn Ezzy Ashcraft
Vice Mayor Tony Daysog
Councilmember Tracy Jensen
Councilmember Trish Herrera Spencer
Councilmember Malia Vella

Alameda City Hall
Alameda, CA 94501

RE: West Midway Project at Alameda Point, Agenda Item 7-D and 7-E

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 18th, 2023.

Alameda Point Partners would like to show our support for 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 also for 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 all 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,

Jessica Murphy
Alameda Point Partners

From: [Anna Crane](#)
To: [CityCouncil-List](#)
Subject: [EXTERNAL] West Midway Housing Project Approval
Date: Wednesday, July 12, 2023 2:46:12 PM

As the President of the League of Women Voters of Alameda, I would like to express our strong support for the West Midway Project and for approval of the resolutions and ordinances to facilitate construction of the project (items 7-D and 7-E on the July 18, 2023 meeting agenda).

We believe that final approval for the plan to construct and manage permanent supportive housing at Alameda Point is critical to fulfilling our city's commitment to provide for the housing needs of Alameda's most vulnerable residents.

The Alameda League, along with our state and national leagues, supports equitable and safe housing. This includes efforts to increase equal opportunity to decent, stable, and affordable housing as well as prohibiting housing discrimination. We also support solutions to increase the amount of housing built in a sustainable and accessible manner.

As a critical piece of Alameda's Housing Element 2023-2031, the West Midway Project moves our city in a positive direction towards meeting state mandated housing goals. Just as importantly, it provides more affordable housing units for those individuals in our community who are experiencing housing instability.

We respectfully request that our Mayor and City Council unanimously approve this phase of the West Midway Project.

Anna Crane
President, League of Women Voters of Alameda

From: [Rosemary Reill](#)
To: [CityCouncil-List](#)
Subject: [EXTERNAL] Catellus and Brookfield housing
Date: Tuesday, July 11, 2023 3:25:11 PM

Dear Mayor and City Council members:

As former ED for Alameda Meals on Wheels, I am aware of the need for housing for many of the people whom we serve.

I noticed that the projects at Alameda Point by Catellus and Brookfield have included housing for Alameda Point Collaborative, Operation Dignity and Building Futures for Women and Children. Also includes collaboration with RESHAP partners.

One of my former volunteers said to me after delivering meals - Alameda is a community that takes care of its own. These projects have taken this into consideration.

Please consider a YES on this one.

Sincerely,
Rosemary Reilly

Sent from my iPad

From: dianerizzo@aol.com
To: [CityCouncil-List](#)
Subject: [EXTERNAL] West Midway Project
Date: Monday, July 10, 2023 9:55:29 AM

I am writing to voice my full support for the approval of the West Midway Project.

Thank you,
Diane Cunningham Rizzo

From: [Shelby S](#)
To: [City Clerk](#)
Subject: [EXTERNAL] Public Comment for Midway Project
Date: Monday, May 22, 2023 3:57:21 PM

Please include as Public Comment for tonight's Planning Board meeting and the upcoming (tomorrow?) City Council Meeting RE the Midway Project.

Thank you.

The Midway Project is overall a very good, much-needed and beneficial project that is generally consistent with the City of Alameda's goals and plans. However, there are some important inconsistencies with the City's Historic Preservation, Housing Element, and Land Use plans and policies that I have yet to see addressed. Regardless of the questionable CEQA "Streamline" approval, as a "Discretionary" project, the Project cannot be "streamlined" (per the General Plan), therefore I request the City evaluate the project accordingly.

Following are some of the Project's outstanding inconsistencies with current City Plans and policies. These are all required elements for development projects in the City but I have been unable to find any documentation regarding these issues (except Universal Design which is NOT in compliance). It might be there, but I can't find it. Please consider this caveat for issues already addressed.

LAND USE

The current proposed Midway Project is located in the Main Street Area of Alameda Point at the boundary of the Historic District. It is bounded to the North by the Historic Bungalows which are part of the adjacent Historic low-density residential single-family neighborhood.

This neighborhood is characterized by few homes per acre, wide spans of lawns, park-like grassy areas, mature vegetation and groves of trees, and important views. The remaining residential units across the street from the Project are 2-story 8-12 unit apartments separated by front and side lawns and landscaping.

Due to its proximity to the Historic neighborhood, current City policies such as Alameda Historic Preservation policies require complimentary architectural character and design for projects that **are in the vicinity** of the NAS Historic District. Applicable policies are listed at the end for reference.

Aside from Historic Preservation policies, a number of City Land Use and Housing Element policies require continuity of design and density of development in existing neighborhoods, including Policy HE-14, which "...aims to ensure new development complements the density, and physical and aesthetic character of the neighborhood and surrounding areas."

The Alameda Point Plan includes additional similar stricter restrictions and requirements to new development at the Point. As far as I can tell, none of these have been addressed thus far.

***Note: I believe the Project was initially proposed farther east, where impacts could have been much*

less of an issue; however, the change from the former to the current site, which is directly across the street from the Historic bungalows and adjacent to the Historic neighborhood, is what created this obvious need to address the potential for significant adverse impacts to the Historic District values and quality.

As proposed, the Midway project plans to build 3-4 story units straight up from the sidewalk immediately across the street from these existing buildings with a much higher density than the surrounding neighborhood, and there are no plans for compatible design. If this or similar is still the current location and design, then the project needs to undergo and alternatives and mitigation analysis.

CHANGES

Upon review, I believe the City should find that changes to the first 1-2 blocks on West Midway from the Corner of Pan Am would be needed to conform with current City plans and policies, and should include complimentary design elements to the Historic District architecture, set backs with front lawns, and separated buildings akin to the multi-units across the street. An amenity such as a corner store would add value in the immediate surrounding areas as well.

OTHER QUESTIONS

1. Does the proposed project contain mitigation for potential cumulative impacts? Traffic? noise? infrastructure changes, impacts on police and other public services? Parking design?
2. Does this project conform with the Dark Skies Ordinance? Block sizes? Parking design? Universal Design? (NO)

CEQA COMPLIANCE

As a “Discretionary Use” project, I was anticipating a full CEQA analysis, as there will be a number of significant impacts from this Project due to the proposed significant change in land use and density, and proximity to the Historic neighborhood. However, the CEQA approval for this Project was “Streamlined” via a partial CEQA checklist, and no further CEQA analysis was performed despite the fact that the Project is not consistent with the General Plan or the Alameda Point Plan, and has a number of obvious potential adverse impacts.

According to the General Plan (GP) programmatic EIR, CEQA “Streamlining” shall only be used in a limited way and does not allow streamlining of discretionary use projects. The General Plan cites 3 circumstances under which a streamlined permit process *may* be permitted not allowed for discretionary projects They are:

- LU-10: Park St and Webster Façade Improvement
- CC-6: promoting climate-friendly fueling infrastructure
- CC-14: Weatherization and Energy Efficient Building Renovations

Regardless of the Planning Department’s questionable CEQA determination, the permitting process requires the Midway Project to undergo the City Council's full discretionary evaluation according to City and state regulations, plans, and policies per the “Discretionary Use” process because it is:

1. an entirely new high-density development in a currently nearly vacant area associated

with potentially significant adverse impacts

AND

2. across the street from (per CEQA "...in the vicinity of...") and will have impacts on a currently very-low density **Historic** neighborhood

AND

3. the Project description itself requests approval for a number of design variations that are inconsistent with the GP development requirements, goals, plans and policies.

REFERENCES: CITY OF ALAMEDA POLICIES

Note this list is not an all-inclusive.

HISTORIC PRESERVATION POLICIES

Historic Preservation is high on the list of priorities for Alamedans, and as such, the GP has several goals, plans, policies and "actions" designed to ensure preservation of the resource significance, character and value.

Due to the location of the Project site in the vicinity of Historic Resources, the proposal needs to be evaluated for potential significant adverse impacts to Historic Resources and mitigated or avoided before this project can be built directly adjacent to the Historic District and abutting the Historic low-density residential neighborhood.

On Historic Preservation, the General Plan includes the following:

Policy LU-19 Alameda Point Main Street Neighborhood Mixed-Use District.

Action: NAS Alameda Historic District. *Preserve the character defining features of the NAS Alameda Historic District Residential Subarea. Preserve the "Big Whites..."*

Mixed-Use: ..at Alameda Point ...are designated Priority Development Areas (PRAs)...with residential densities of 10 to 100 units per acre and FAR of 0.25 to 4.0. and a maximum FAR of 0.25 to 5.0 depending on the sub district and historic district designations.

Policy LU-21 Alameda Point Adaptive Reuse Sub-District.

Action: Preservation of the NAS Alameda Historic District. *Support and promote a pedestrian, bicycle, and transit supportive urban environment that is compatible with the character-defining features of the NAS Alameda Historic District.*

Policy LU-23 Northern Waterfront Mixed-Use Area.

Action: Historic Resources. *Preserve the unique historical, cultural, and architectural assets within the area and utilize those assets in the creation of a new, vibrant mixed-use district.*

Policy LU-25 Historic Preservation. *Promote the preservation, protection and restoration of historic sites, districts, and properties...*

Action: Partnerships. *Work in partnership with property owners, ...and non-profit organizations, such as the Alameda Architectural Preservation Society (AAPS) to ensure*

that the City's unique and memorable buildings and landscapes are preserved...

Action: Study and Prioritize. ...creation of improved historic preservation regulations, which establish different levels of protection based upon the level of historical significance associated with the building or site.

Policy LU-26. Architectural Design Excellence. Promote high quality architectural design in all new buildings and additions to complement Alameda's existing architectural assets and its historic pedestrian and transit-oriented urban fabric.

Policy LU-27 Neighborhood Design.

Actions: Architectural and Landscape Design. *Require that neighborhood infill development and alterations to existing residential buildings respect and enhance the architectural and landscape design quality of the neighborhood.*

Local Historic Preservation Ordinance, Municipal Code Section 13-21.1. The purpose of the

ordinance is "to promote the educational, cultural, and economic welfare of the City by preserving and protecting historical structures, sites, parks, landscaping, streets, and neighborhoods

The Housing Element includes Historic Preservation policies as well:

Policy HE-1 *Support public and private efforts to increase the supply of housing in Alameda consistent with...historic preservation, and economic development policy objectives.*

Policy HE-14 *Maintain the integrity of existing residential neighborhoods by protecting and enhancing the historic architecture and ensuring that new development complements the density, and physical and aesthetic character of the neighborhood and surrounding areas.*

Policy HE-15 *Ensure that new neighborhoods seamlessly integrate with older residential neighborhoods by designing new housing developments that complement, but not mimic, the historic, architectural, aesthetic, and physical qualities of existing neighborhoods.*

ALAMEDA POINT PLAN AND EIR

The Alameda Point Plan (APP) and programmatic EIR require avoidance of any Project that will have a "potentially significant adverse impact" on the value of Historic Resources –not only in the District, but in the vicinity of the District.

"Impact 4.D-5: *Development facilitated by the proposed project, in conjunction with, past, present, and future development, could potentially adversely affect historic architectural resources in the project vicinity." (Significant even after mitigation) (p. 2-28)*

--

Shelby
510-435-9263