



# ALAMEDA LANDING

## Reconnecting with the waterfront



# BAYPORT/ALAMEDA LANDING TODAY



Port of Oakland

Bay Ship & Yacht

Bayport Alameda

Estuary Park

TRI Pointe Residential

Waterfront

Alameda Landing

Target

TRI Pointe Residential

Dry Stack Marina

Cardinal Point



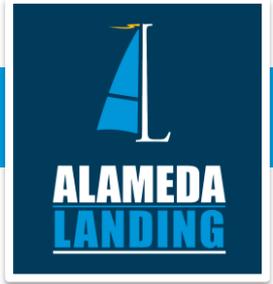
## Update From May 2016

- Increased commercial square footage by 30%
- Added 40,000 square feet of maritime commercial
- Incorporated “affordability by design” concept
- 30% of market-rate units will average in the \$500,000’s
- Improved layout of waterfront park and open space



## Community Outreach (partial list)

- Presented at Alameda Home Team's Alameda in the Making Panel in January (+/- 180 attendees)
- Met with Alameda Landing and Bayport HOA's
- Met with WABA, Chamber of Commerce and AAOR
- Met with Park & Rec, Friends of the Park and Alameda Point Collaborative
- Several Meetings with Staff
- Several Meetings with City Council Members
- Community Outreach to continue through entire process



## Proposed Land Use Program

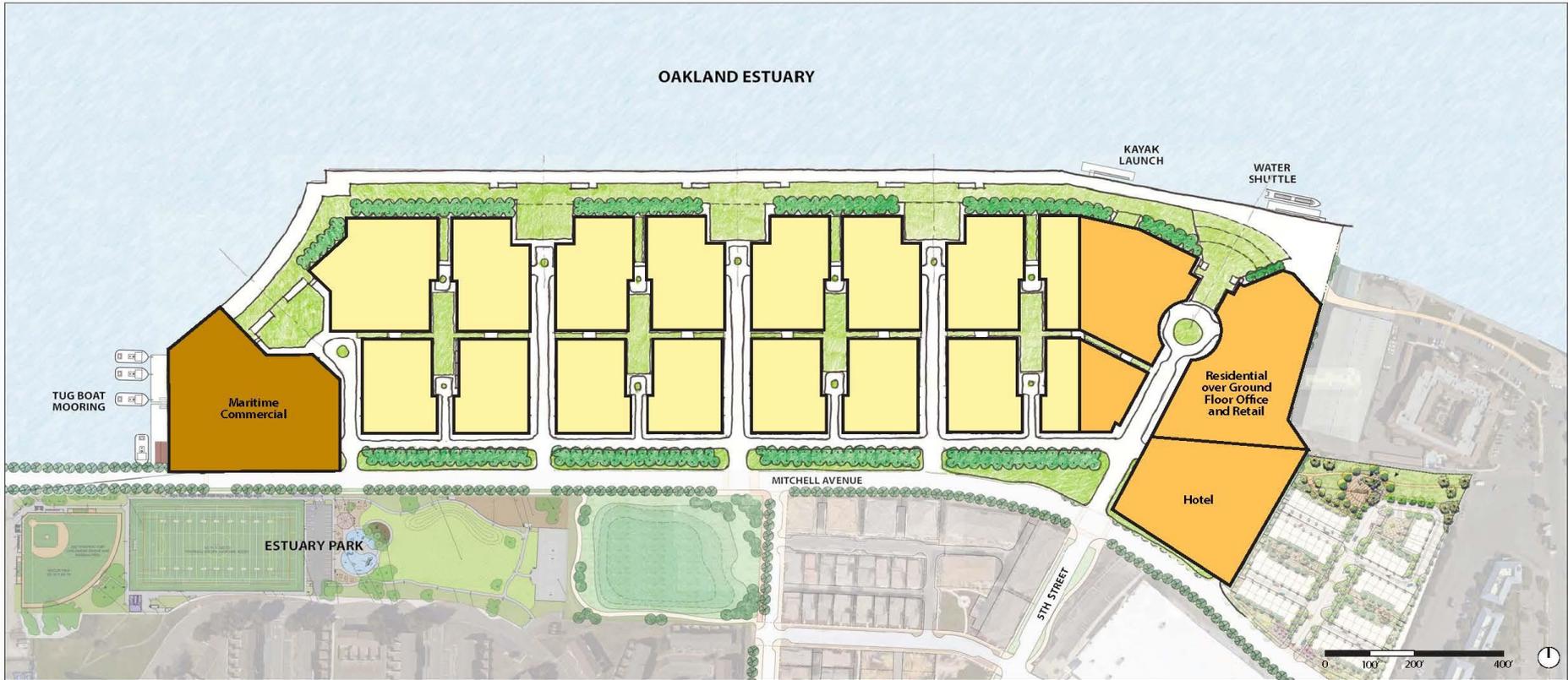
- 150,000 sq. ft. commercial
  - 40,000 sq. ft. maritime commercial
  - 85,000 sq. ft. hotel
  - 25,000 sq. ft. creative office, retail & restaurant
- 53 deed-restricted affordable homes <sup>1</sup>
- 135 “affordable by design” market-rate units
- 257 conventional market-rate units

<sup>1</sup> An additional 9 affordable units provided off site.

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## Framework Plan



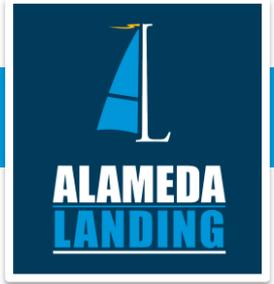
- MARITIME COMMERCIAL
- MIXED USE
- RESIDENTIAL

FRAMEWORK CONCEPT PLAN

## Alameda Landing

Prepared for Catellus by ROMA Design Group

FEBRUARY 16, 2017



## Traffic Demand Management Program

- TDM programs are dramatically reducing SOV trips
- **Bart Shuttle averaged over 4,200 riders a month in 2016**
- 2016 Shuttle ridership up 27% over 2015 ridership
- Waterfront phase will double funds for TDM programs
- Project size reduced to fit within approved traffic limits



## Project is Fiscally Positive

- Project will have large, positive impact on general fund
- Catellus has 15 years of proven fiscal neutrality
- Proposed program generates 5 times the property tax of alternate “all-office” plan
- **All property tax and sales tax go directly to General Fund**
- Project also generates substantial hotel (TOT) taxes



Catellus has front-loaded infrastructure on prior phases in anticipation of high waterfront cost

- \$209mm spent to date on infrastructure
- \$18mm spent on behalf of Waterfront
  - Front-loaded infrastructure
  - Stargell and UPRR right-of-way acquisitions
  - Storm Drain outfall structure
  - Planning, Engineering and Environmental work



## Housing Program

- Broad mix of housing types at all price points
- 16% (62 units) of Base Project will be affordable
- 30% of total units “affordable by design”
- Many units feature universal design
- New housing alternatives will bring new employers



## World-class Open Space

- 8-acre waterfront park - \$17mm in enhancements
- Destination amenity for entire Island and Region
- Opportunity to enhance Alameda tourism
- True “hidden gem”
- Residential will activate park 7 days a week

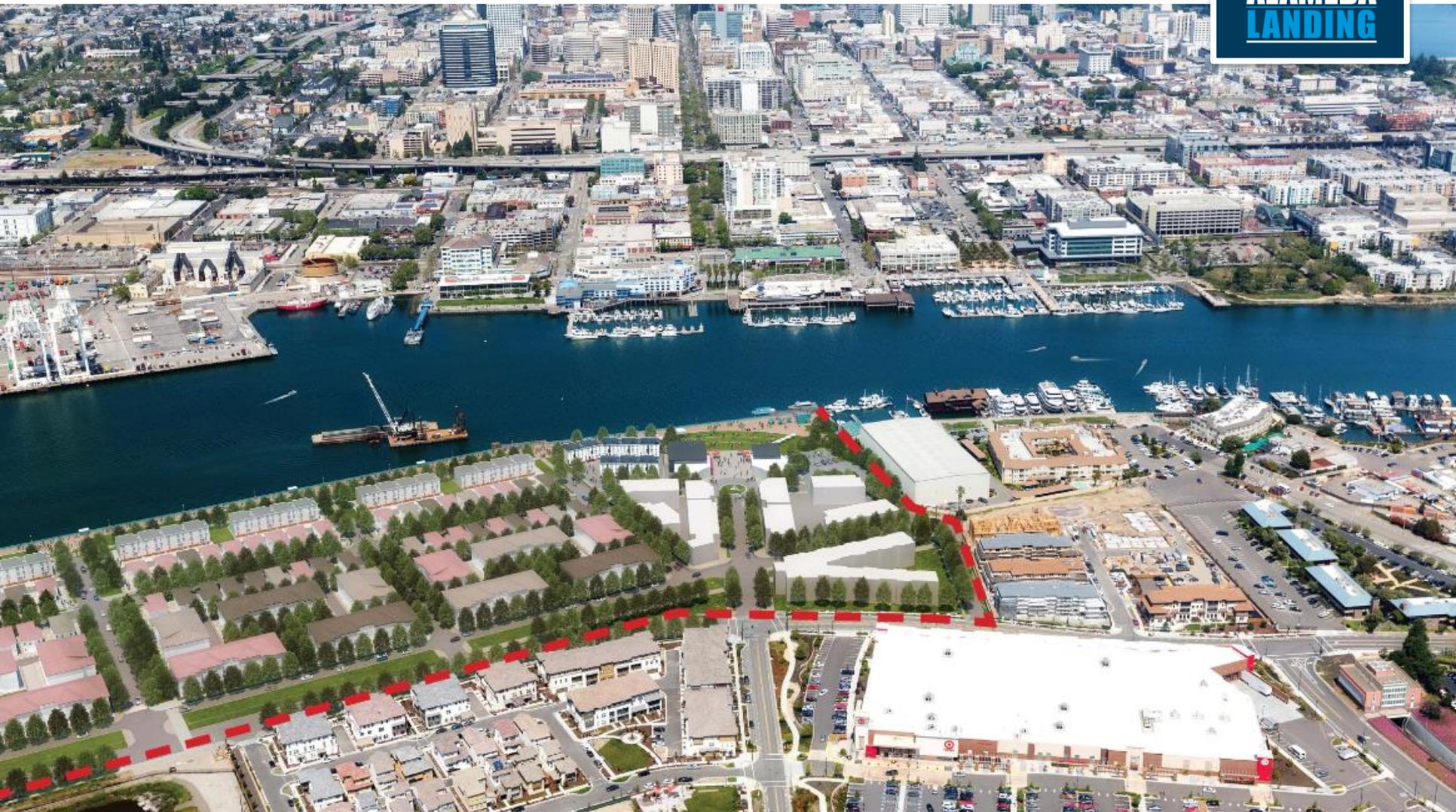
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## ALAMEDA LANDING WATERFRONT

*Alameda Landing will provide more than a half mile of public waterfront and open space along the Estuary.*

# ALAMEDA LANDING



## ALAMEDA LANDING WATERFRONT

*The Fifth Street Corridor and Plaza will have a visual connection with Jack London Square and Downtown Oakland.*

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## FIFTH STREET PLAZA

*The Fifth Street Plaza will be a vibrant community gathering place on the water, and the launch point for Alameda Landing's water shuttle.*

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## ALAMEDA LANDING PROMENADE

*The Alameda Landing Promenade will be 100 feet in width and more than 2,000 feet long featuring a series of waterfront-oriented activities.*

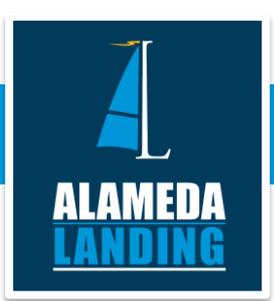
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## TURNING BASIN PARK

*The Turning Basin Park will provide a neighborhood-scaled open space with dramatic views of the San Francisco skyline, Bay Bridge and Port of Oakland.*

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## Waterfront view



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## Alameda Landing Water Shuttle

