



December 3, 2021

Andrew Thomas
Planning Director
City of Alameda
2263 Santa Clara Ave, Room 190
Alameda, CA 94501

Dear Mr. Thomas,

Pulte Homes is requesting a revision to the Conditions of Approval associated with The Alameda Landing Waterfront Development. The current condition, Condition of Approval 4, requires that a building permit for a retail space of 5,000 square feet be issued prior to the issuance of a building permit for the 330th residential unit.

Despite numerous discussions and extensive outreach amongst real estate brokers, Pulte has been unable to secure any interest in the proposed space. While the viability of this space was questionable when the plan was designed and approved, COVID-19 has created an even bigger burden on the viability of this space. Perhaps this is more clearly illustrated by the fact that there are currently 13 vacant retail spaces in the adjacent Alameda Landing shopping center, a center that has significantly greater visibility and traffic necessary to support the long-term success of retail space. While there are theoretical viable uses, successful mixed-use communities provide **vibrant** retail space, a critical component to the long-term sustainability of successful mixed-use communities. A passive space with little to no traffic will ultimately result in a burden to the community. Perhaps this is best illustrated by the fact that, since the waterfront park within the community has been improved to a point where access to the public is possible, the new community has seen a spike in attempted break-ins and crime. Pulte has concerns that, based on our outreach efforts, there will be little to no interest in the retail space for the foreseeable future, resulting in a vacant space which will become an attractive nuisance and result in additional break-ins and crime within the community.

While Pulte supports and appreciates the planning efforts to design a mixed-use community, we also are aware of the fact that there continues to be a severe shortage in housing and an even greater deficit in affordable housing (and as previously stated a surplus in retail space in the immediate area) within the City of Alameda. For this reason, Pulte respectfully requests consideration to amend Condition 4 to remove the requirement for the retail component and adopt one of the two scenarios below, providing affordable, deed restricted, housing at moderate rates in place of the retail space:

Option #1: Pulte to construct three (3) single-family detached ("SFD") units (approximately 2,400sf with 4 bedrooms) within the "retail area", consistent with the existing SFD buildings already constructed adjacent from this lot. These plans have been designed and approved allowing the construction and delivery of these units to occur within an expedited timeframe. Option 2: Pulte to construct a 5-plex

Row Townhouse (approximately 1,100sf with 2 bedrooms) within the “retail space”. The product type is currently being constructed, but only in 6-plex and 7-plex and is located in different locations of the development. Due to the need to design a new building type and process thru plan check approval, the delivery of these units would lag that of the SFD units.

Pulte believes that this proposal utilizes a portion of the site in a manner that serves a far greater need within the community. While the unit count seems fairly nominal, it certainly provides affordable, deed restricted housing to 3-5 families in need. We certainly believe that, based on our experience, there is a significant need for more affordable housing with 3 to 4 bedrooms, at the moderate-income level, supporting a desire for more for families purchase a home.

Thank you for consideration of this matter.

Regards,

William C Sadler III
Development Director
Pulte Homes

Cc: Dan Carroll (Dan.Carroll@PulteGroup.com)