

# ITEM 7-B

## CITY OF ALAMEDA

### Memorandum

To: Honorable President and  
Members of the Planning Board

From: Alameda Point Town Center and Waterfront Precise Plan Sub-Committee

By: Andrew Thomas, City Planner

Date: October 14, 2013

Re: Provide Comments on Preliminary Recommendations on Town Center  
and Waterfront Precise Plan for Alameda Point

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### BACKGROUND

Over the last several months, the Planning Board Sub-Committee for the Alameda Point Town Center has been meeting with City staff and the Skidmore Owings and Merrill (SOM) urban design team to discuss and develop the initial development regulations for the Town Center and Waterfront Precise Plan (Town Center Plan). These meetings have produced a set of draft recommendations and drawings for the portion of the planning area that is generally bounded by Main Street, the waterfront surrounding the Seaplane Lagoon, and the taxiways in front of Buildings 41, 77 (Naval Air Museum) and 40 (Bladium).

Exhibit 1 includes a number of graphics that illustrate the development recommendations included in this report. The recommendations are organized geographically. The illustration on the next page shows the geographic boundaries for the recommendations. Exhibit 2 includes relevant Alameda Point General Plan policies that provide the policy foundation for the more detailed regulations to be included in the Town Center Plan.

At this time, the Planning Board Sub-Committee would like to give the full Board an opportunity to review, comment and provide direction on the initial recommendations.

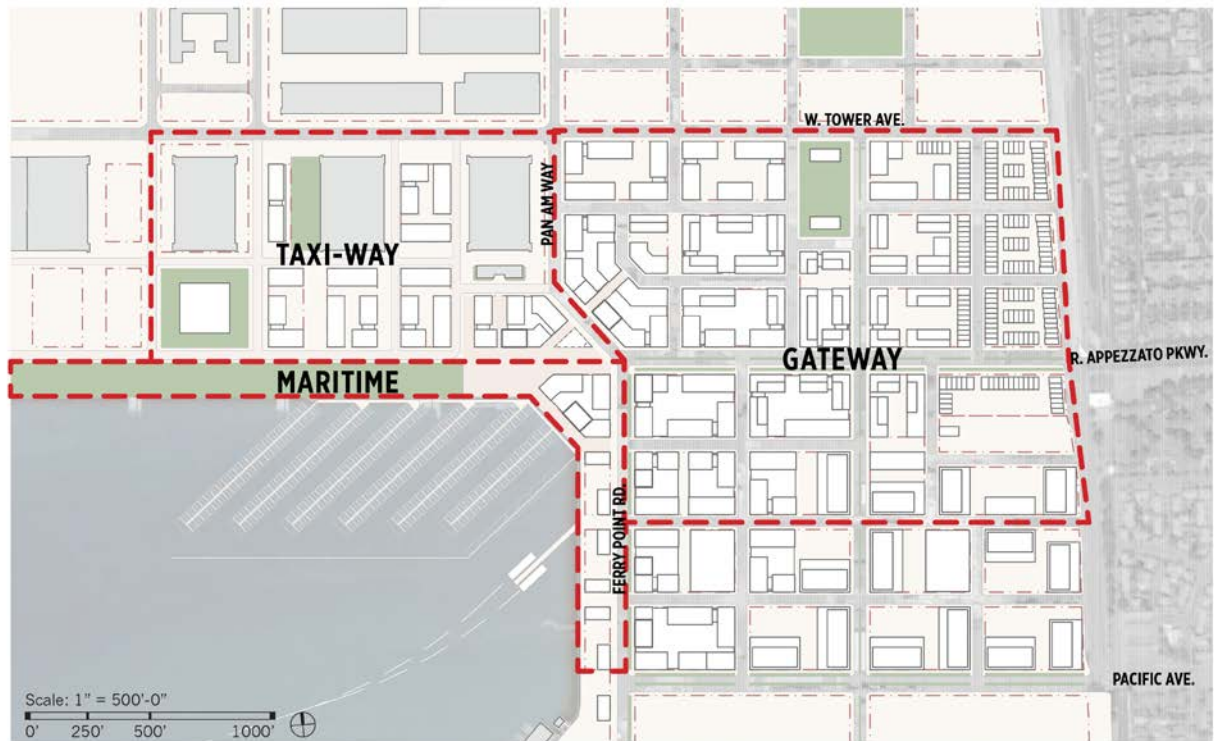
### DISCUSSION

#### **A. Recommendations for the Gateway Sub-Area (See map below)**

##### West Atlantic Avenue Recommendations:

1. Re-align West Atlantic west of its intersection with Main Street to create a direct, straight connection from the rest of the City of Alameda and Main Street to the water

and create a view corridor towards the Seaplane Lagoon and San Francisco Bay from the entry to Alameda Point.



2. Design West Atlantic to “de-emphasize the automobile” (General Plan policy) and to create an attractive, welcoming introduction to the water and waterfront retail and waterfront recreational uses.
  - a. Design blocks for pedestrians – reflect standard, traditional Alameda-sized blocks (generally 200 to 250 feet in width, 350 to 450 in length with a maximum of up to 600’ provide wide sidewalks with trees.
  - b. Include a cycle track for bicycles.
  - c. Include right-of-way for two potential future transit-exclusive lanes.
  - d. Include two travel lanes for cars, buses, and trucks and two parking lanes.
  - e. Do not provide West Atlantic automobile access to the water’s edge.
  - f. Provide direct bicycle and pedestrian access into the waterfront open space and to the water’s edge.

#### Building Orientation Recommendations:

1. All buildings along West Atlantic Avenue should face West Atlantic Avenue. Buildings on Main Street will front on Main Street. Buildings at the corner of Main and West Atlantic will have an attractive "face" on both streets; the location of the front door is to be determined during design review.

2. Any parking associated with buildings along West Atlantic Avenue must be placed behind or within buildings. Access to parking will be from side streets to prevent curb cuts across West Atlantic Avenue pedestrian sidewalks and cycle track.

#### Building Height and Use Recommendations:

1. Building height and use regulations are designed to create a transition near the two-story residential buildings in the Bayport neighborhood and other Main Street residential areas to the higher-density, transit-oriented mixed-use development centered on the terminus of West Atlantic Avenue at the Seaplane Lagoon. Building heights are also designed to create a transition between the West Atlantic and the lower density residential areas to the north.
2. Blocks facing Main Street and Bayport shall be two to three story residential buildings. Ground floor non-residential use is permitted at the corner of Main and West Atlantic Avenue, but not required.
3. Blocks midway along West Atlantic Avenue shall allow three to five-story buildings (3-story minimum and 65-foot maximum height). Ground floor non-residential is permitted, but not required.
4. Blocks near to and at the corner of the Seaplane Lagoon with West Atlantic Avenue within the retail core of the project shall allow four to five-story buildings (4-story minimum and 65-foot maximum height). Mixed-use is required. Ground floor must be non-residential along primary retail frontage.
5. Special Height Blocks. Additional height (above 65 feet) may be permitted on designated blocks along or near Ferry Point if proposed building exhibits exceptional (landmark quality) architectural design.

**B. Recommendations for the Maritime Sub-Area** (200-foot band adjacent to the perimeter of the Seaplane Lagoon):

#### Public Spaces and Building Placement Recommendations:

1. West Atlantic Avenue should terminate at a public plaza or public space at the corner of Seaplane Lagoon. The public plaza or space should be the center of a retail and visitor-serving core. The space might be accented by a landmark building at the foot of West Atlantic.

2. The new ferry terminal should be located along the eastern edge of the Seaplane Lagoon between the terminus of West Atlantic Avenue and the terminus of Pacific Avenue in order to serve the residents in the Town Center and Main Street Neighborhood sub-districts and businesses and employees within the Enterprise sub-district, and provide market support for the retail core from passengers.

Land Use Recommendations:

1. Land uses in the Maritime Area are limited to restaurants, hotels, public open space, and waterfront recreational commercial uses (e.g., kayak and water bicycle rentals and other water related recreational facilities and services) in accordance with Tidelands restrictions.
2. Ferry service, marina, recreational boating uses will be concentrated along the eastern edge of the Seaplane Lagoon near the retail core and the terminus of West Atlantic. Water uses become less intense and more passive as one moves west toward the western edge of the Seaplane Lagoon and endangered species colony on the federal property.
3. Maritime industrial and large-scale maritime uses with limited public access should be placed at the southern end of Seaplane Lagoon (near the MARAD fleet) and within the existing hangars along the northwestern corner of the waterfront within the Adaptive Reuse sub-district and may need access to the water.
4. Low intensity, environmentally sensitive non-residential uses and passive open space should be located along the western edge of the Seaplane Lagoon.

**C. Recommendations for Taxiway Sub-Area (within NAS Alameda Historic District)**

1. Building placement must preserve axial alignment of existing hangars.
2. Streets and spaces between buildings must extend existing street alignments and view corridors.
3. Building heights shall be limited by the height of the existing Hangar buildings.
4. Building design should include simple clean forms that respect the industrial character of the existing buildings which comprise the historic district.
5. Commercial, office, maritime, and residential uses are allowed.

#### **D. Later Phase Conveyances and Interim Placemaking**

1. Lands to be conveyed to the City at a later date should be used to create interim, short term, low cost opportunities to encourage Alameda residents and visitors to visit the Town Center area and enjoy Alameda Point.
2. Existing buildings might be modified for special events, containers might be used for “pop-up” retail spaces, and outdoor spaces may be improved with temporary structures and open space facilities.

#### **RECOMMENDATION**

Provide comments on the draft recommendations for the Town Center and Waterfront Precise Plan for Alameda Point.

Respectfully Submitted,

Andrew Thomas  
City Planner

Exhibits:

1. Town Center Plan Graphics and Maps
2. Relevant General Plan Policies