

LARA WEISIGER

From: Robb <parkstreetrobb@comcast.net>
Sent: Tuesday, December 01, 2015 6:01 PM
To: Christopher Buckley
Cc: Trish Spencer; Frank Matarrese; Marilyn Ezzy Ashcraft; Tony Daysog; Jim Oddie; Liz Warmerdam; DEBBIE POTTER; ANDREW THOMAS; David Sablan; Sengul, Marcel; PSBA; smallman james; Farimah Brown; Bridgett Shank; LARA WEISIGER
Subject: Re: Park Esquina Project (1926 Park Street) - -AAPS Request for Continuance

Chris and Council:

On behalf of the Downtown Alameda Business Association I strongly oppose any continuance of the Park Esquina Project. This project has been in the pipeline for over a year and I am not aware of any participation from AAPS at any prior public hearings. The applicant and many supporters are scheduled to appear this evening. It would be a hardship to ask them all to attend some future meeting of the Council.

Please hear the item tonight so we can get a final decision on the project and hopefully move on to a successful infill project in the Downtown District.

Best Regards,
Robb Ratto
Downtown Alameda Business Association
Executive Director

From: "Christopher Buckley" <cbuckleyaicp@att.net>
To: "Trish Spencer" <TSpencer@alamedaca.gov>, "Frank Matarrese" <FMatarrese@alamedaca.gov>, "Marilyn Ezzy Ashcraft" <MEzzyAshcraft@alamedaca.gov>, "Tony Daysog" <TDaysog@alamedaca.gov>, "Jim Oddie" <JOddie@alamedaca.gov>
Cc: "Liz Warmerdam" <LWarmerdam@alamedaca.gov>, "DEBBIE POTTER" <DPOTTER@alamedaca.gov>, "ANDREW THOMAS" <ATHOMAS@alamedaca.gov>, "David Sablan" <DSablan@alamedaca.gov>, "Marcel Sengul" <marcelsengul@gmail.com>, parkstreet1@comcast.net, parkstreetrobb@comcast.net, "smallman james" <smallman_james@hotmail.com>, "Farimah Brown" <fbrown@alamedacityattorney.org>, "Bridgett Shank" <bridgett@timbrearch.com>, lweisiger@alamedaca.gov
Sent: Tuesday, December 1, 2015 5:06:22 PM
Subject: Park Esquina Project (1926 Park Street) - -AAPS Request for Continuance

Dear Mayor Spencer and Councilmembers:

Please see the request for continuance in the attached letter.

Re: 6-C
12-1-15

LARA WEISIGER

From: Neil Gilfedder <ngilfedder@yahoo.com>
Sent: Tuesday, December 01, 2015 7:59 PM
To: Tony Daysog; Frank Matarrese; Marilyn Ezzy Ashcraft; Jim Oddie; Trish Spencer
Cc: LARA WEISIGER
Subject: In Support of the Container Building

Dear Members of the City Council and Mayor

I read an opinion piece in last week's local paper by a Reyla Graber about a proposed building on Park Street. I'd not heard about it before.

Unlike Ms. Graber, I make no claim to know what a majority of Alamedans think about this. However, I do rather like the design. I asked some friends (no claim of any statistical significance), and they agreed. Maybe Ms. Graber and I move in different circles.

It will cheer up the dismal Park Street entry to the city. The entry to the West End is now much better than the Park St entrance. Furthermore, it pays tribute to the shipping heritage of Alameda. Alameda features in a great book on the rise of containerized shipping, "The Box." Containers are part of our city's contribution to the world.

It's of course important to preserve old buildings that are of value. But this would sit on an empty lot and would be a welcome bright spot amid the bland.

A confident city should embrace change, not fear it.

Thanks for your consideration. I look forward to your responses.

Sincerely

Neil Gilfedder
1812 Lafayette Street

The Park Street bridge begins what should be a beautiful and dramatic entrance to Alameda, but the entrance is interrupted by a wasteland of concrete and parked cars.



Submitted by
Anthony Stone
Re: G-C
12-1-15

Consider what makes Park Street beautiful in the first place. Note the designs that create perspective that leads the eye down the street, preserved in the historic buildings and incorporated into the newer buildings.



We should take inspiration from similar designs...



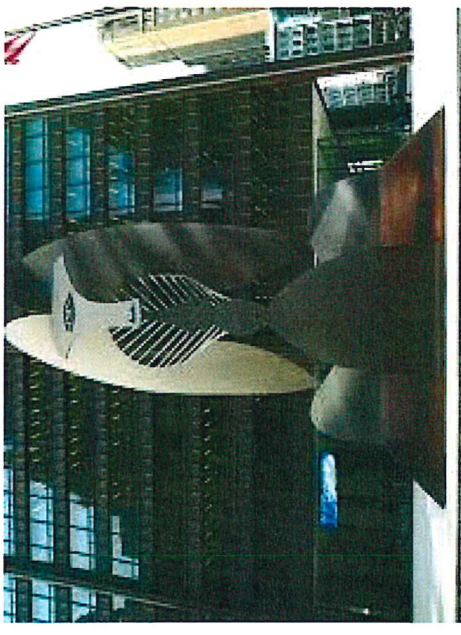
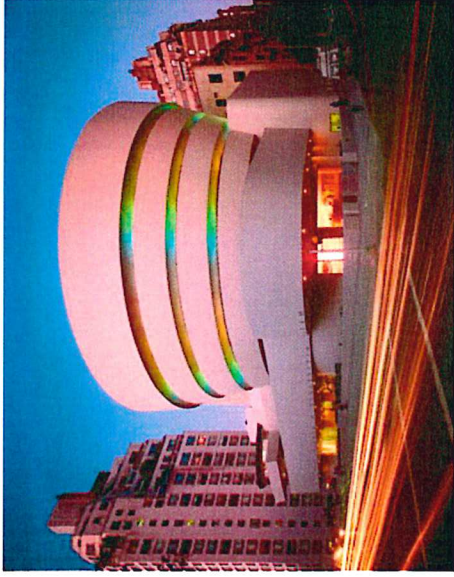
And avoid designs that inspire no one.



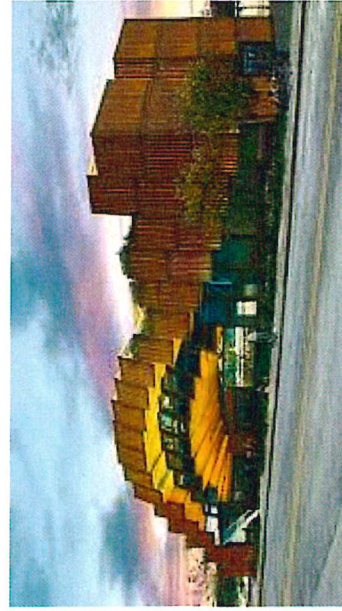
The idea of using shipping containers for offices sounds novel, but when completed the buildings resemble nothing more than cheap corrugated metal boxes with windows.



Sometimes art needs to overcome criticism
before becoming iconic.



And there are actually some bold, artistic shipping container buildings.

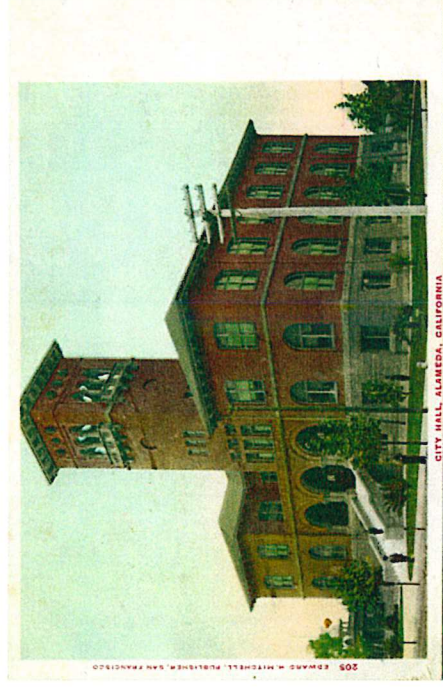


This is not one of them...



We can do better!

We live in one of the wealthiest places in the world, yet we are discussing whether to make *shipping containers* the marque entrance to our city. To date, Park Street has grown better and better with each year. We need to recommit our vision to projects that are worthy of our city.



“Make no little plans... they have no magic to stir mean’s blood.” Daniel Burnham

PARK STREET GATEWAY DISTRICT STRATEGIC PLAN

For the Park Street Business District North of Lincoln Ave

November 2008

PLANNING PROCESS

OVERVIEW : (10 Month Process)

Kick Off February: 2008

Community Charrette (half-day): March 15, 2008

Open Studios: City Hall March 26, 27, 28, 2008

Community Open House Gallery: April 17, 2008

Draft Review: Historic Advisory Board, Transportation Commission, Economic Development Commission, Planning Board

Public Review Draft: August 2008

Planning Board and City Council Review Draft: September 2008

City Council Adopted: November 2008

BACKGROUND AND SETTING

.....Park Street serves as one of Five Points of entry onto the island.....Park Street Bridge operates near Maximum Capacity, providing a vital "Gateway" to historic downtown, to civic center and to the city's neighborhoods.....

VISION AND GOALS

5. Ensure that new and existing development reinforce the desired look and feel of the district, and complement the City's Historic buildings.

Building and public spaces through the district should embrace qualities of form, scale, and design that contribute to Alameda uniqueness. Architecture should reflect the high degree of craft that is indicative of Alameda's past, and forms the foundation for its future.

NEIGHBORHOOD CONCEPTS

Concept Plan: Gateway architecture anchors new development at the corner of Blanding Avenue and Park Street

Submitted by Doug deHaven
Re: 6-C
12-1-10

ORIENTATION

Plans establish a link between the General Plan's intent and Strategic Plan Ares, by identifying specific criteria by which to guide growth and change in the Park Street Gateway District.

LAND USE

3.3 Oak, Eagle. Buena Vista, Pacific and Everett Avenue; Protect existing and historic residential, work-live, and complementary mixed-use development throughout the district's neighborhood fabric

BUILDING DESIGN

Strategy 1.2: Building in Park Street Gateway District should be designed in recognition of Alameda's extensive inventory of architectural styles. New development should build on and complement Alameda's distinctive character.

Strategy 1.3: Building in Park Street Gateway District should be constructed and accented with natural materials and colors that support the City's character of authenticity. Synthetic-looking material should be avoided.

Strategy 3: Encourage special "corner treatment" building design at key locations such as the intersection of Park Street and Blanding Avenue to announce entry to the district and emphasize key aspects of architectural character.

HISTORIC BUILDING

Strategy 3: Establish development standards and guidelines to ensure that new development supports historic uses.

GATEWAY CONCEPT

Strategy 1: Establish a gateway at the intersection of Park Street and Blanding Avenue to announce entry into the city

- 1.1 Build on the character of Alameda's rich history of built form.
- 1.2 Establish a series of architectural columns extending between Blanding Avenue and Park Street Bridge.
- 1.3 Incorporate decorative lighting to create an attractive aesthetic during evening hours
- 1.4 Use graphics to text to create a recognizable narrative and to welcome residents and visitors to the island.

PROJECT TEAM

CITY COUNCIL

Beverly Johnson, Mayor
Lena Tam, Vice Mayor
Doug deHaan, Councilmember
Marie Gilmore, Councilmember
Frank Matarrese, Councilmember

PLANNING BOARD

Anne Cook, President
Andrew Cunningham
Marilyn Ezzy Ashcraft
Rebecca Kohlstrand Parsons
Patrick Lynch
Margaret McNamara

ECONOMIC DEVELOPMENT COMMISSION

Gail Wetzork, Chair
Arthur Autorino
Robert A. Bonta
Harry Dahlberg
Jessica Lindsey
Alan Ryan
Michael J. Schmitz
Lorre Zuppan

HISTORICAL ADVISORY BOARD

Nancy Anderson, Chair
Mark Irons
Janet Iverson
Judith Lynch
Randall S. Miller

PARK STREET BUSINESS ASSOCIATION (PSBA)

TRANSPORTATION COMMISSION

John W. Knox White
Michael Krueger
Robert E. McFarland
Robert S. Ratto
Eric Schatmeier
Srikant Subramaniam
Nielsen Tam

CITY STAFF

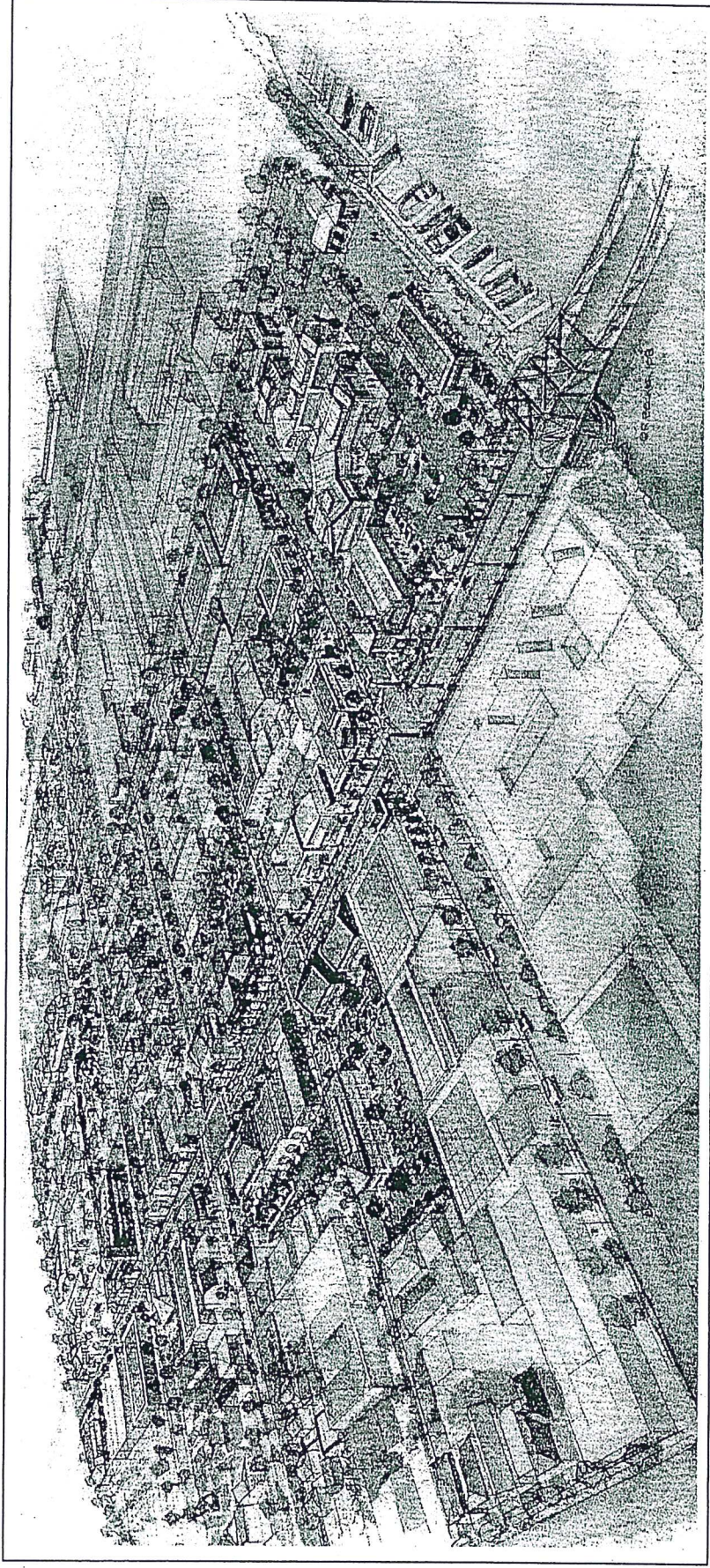
Development Services Department
Planning and Building Department
Library Department
Public Works Department

CONSULTANT TEAM

The City Design Collective
Ian Wolfe Ross Urban Design
Mundie & Associates
David Evans, ASLA
Robert Becker, Inc.

Special thanks are offered to the members of the Alameda community who participated in the public planning process.

NEIGHBORHOOD CONCEPT PLANS

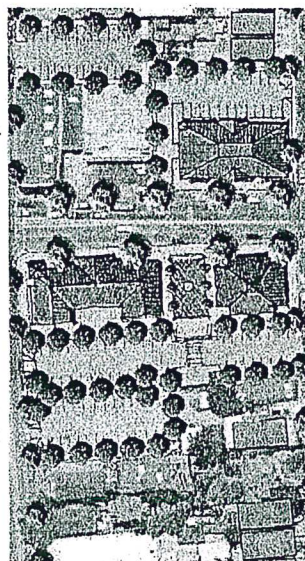
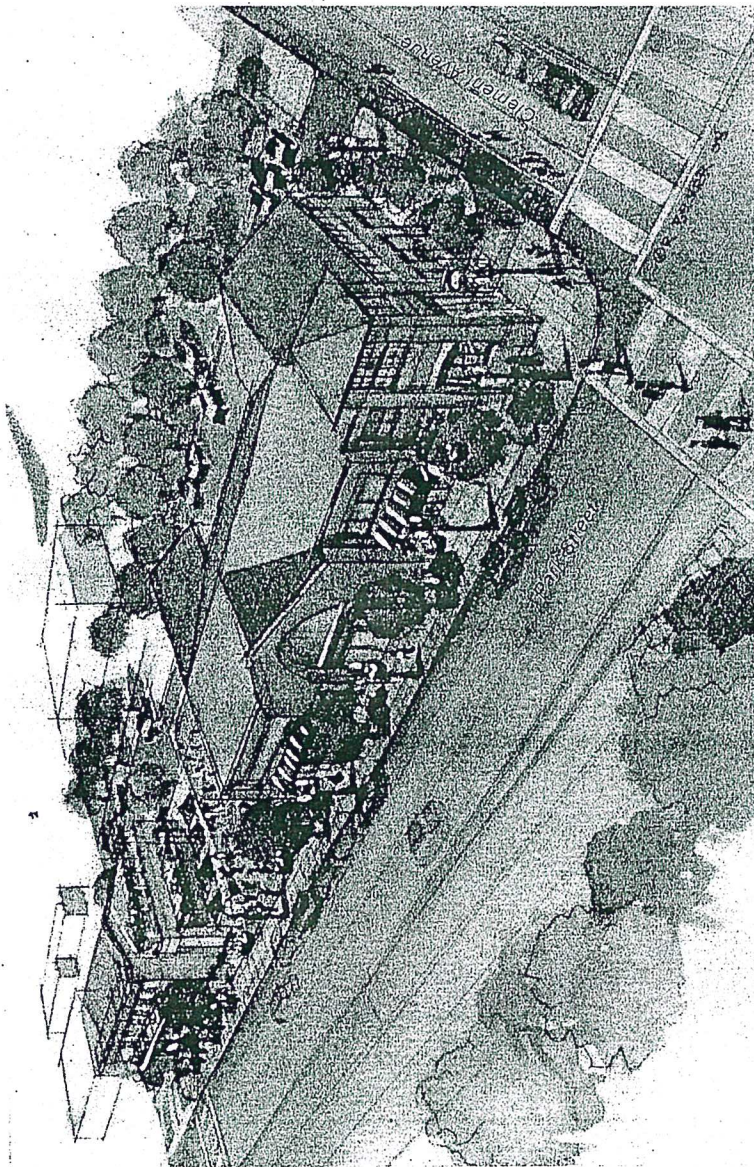


The Park Street Gateway District

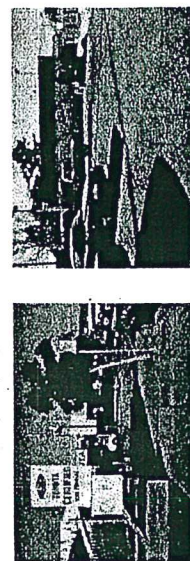
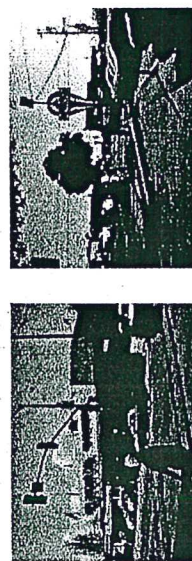
NEIGHBORHOOD CONCEPT PLANS

LOCATION: PARK STREET BETWEEN CLEMENT AVENUE AND EAGLE AVENUE

Concept: Infill development and redevelopment of primary opportunity site.



Neighborhood concept master plan.



Existing conditions: Aerial and site photos.

Concept Plan

- Two story mixed-use building at corner of Clement Avenue and Park Street could support workplace, commercial, or residential uses above ground-floor retail.
- Two-story or 'grand' single-story building at corner of Eagle Avenue and Park Street could incorporate commercial uses such as office, retail or a destination restaurant.
- The centrally-located plaza creates opportunities for outdoor dining and display of goods, and connects Park Street sidewalks to parking lots located to the rear of buildings.

12-01-2015
Item 6-C Submission

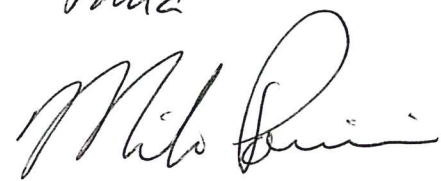
Alameda City Council

Support for Container/Office Project

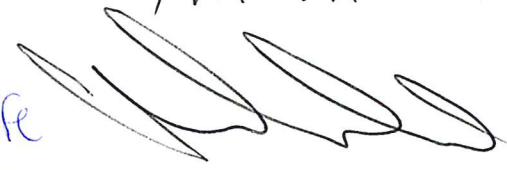
Dear Honorable Council Members;

We are all in favor and fully support this innovative project. This is one bold step forward for Alameda.

Alameda Counseling Associates, Andrea Acuna 
Park Vista Square LLC, Bill Phua

Thai Noodle House of Alameda, 
GORDON GRIFF PRESSURE WASHING 

Alameda Island Brewing Co. LLC, Matthew Fox

Crispian Bakery, Elizabeth Woulfe

Woulfe

Symmetry Health Center Cynthia Byrd, D.C.

Alameda Physical Therapy, Nathan Sanchez

