



ALAMEDA MARINA

February 24, 2019

E-MAIL

Members of the Planning Board

Sandy Sullivan (SSullivan@alamedaca.gov)

Ronald Curtis (RCurtis@alamedaca.gov)

Jeffrey Cavanaugh (JCavanaugh@alamedaca.gov)

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Asheshh Saheba (ASaheba@alamedaca.gov)

Alan Teague (ATeague@alamedaca.gov)

Design Review for Alameda Marina Open Space, Item 7-C, February 25, 2019

Dear President Sullivan and Members of the Planning Board:

Since unanimous approval of the Alameda Marina Master Plan by City Council on July 10, 2018 (the “Master Plan”), Pacific Shops, Inc. (the “Project Sponsor”) has continued to work diligently with the City’s planning staff, local and regional agencies, and the greater Alameda community to refine the Master Plan and to obtain its subsequent approvals and permits. We are tremendously grateful to the Planning Board for its guidance and hard work in developing the Master Plan we have today, and we wish to continue our fruitful working relationship in presenting the first in a series of design review approvals with the Open Space Development Plan that you will review on Monday night.

As the Planning Board will recall, beginning in 2016, we have made many revisions to the Master Plan to address public concerns raised at approximately 75 community and group meetings, five (5) Planning Board subcommittee meetings and five (5) full Planning Board meetings. Throughout the two-year planning process, the Planning Board has encouraged the development of a compatible mix of uses that includes up to 760 multifamily residential units (of which 104 units will be dedicated for affordable housing), up to 250,000 square feet of maritime and commercial space (with approximately 68,600 square feet of functional space set aside for a boatyard/dockyard), open space (both on land and in the water), parking and dry boat storage spaces, and an approximately 529-slip marina; all while respecting the most unique and interesting historic features on this waterfront site. On May 29, 2018, the Planning Board unanimously approved resolutions recommending that the City Council approve the Master Plan and its related EIR.

In our Open Space Development Plan, we further refine the design plans proposed for the public open spaces, streets, and trails that will be provided as part of the Master Plan. The expanded San Francisco Bay Trail will span the entire length of the site and provide both new and improved public access so that the greater community will be able to enjoy the Bay and marina views. The Wharf Promenade is centrally located and will be rehabilitated to serve as a flexible public boardwalk and promenade. Future programming of the space may include farmers markets and other outdoor events. The Harbor View Park will be located on the east end of the project site and is designed as a passive park and recreational setting, which allows space for open play, picnic areas, barbeques, and other Bay viewing activities. Public Restrooms, showers and lockers will be located nearby in a newly designed amenity building. The historic graving dock, repurposed as the Waterlife Park, will include floating docks to allow for kayak and paddleboard launching, rental facilities, educational programs, and other storage opportunities. In the northeast corner of the property, additional land-side open space will be provided as part of the Waterlife Park totaling approximately 0.25 acres, helping to create further recreational and Bay viewing opportunities. The Waterlife Park will create a unique water recreational amenity for the Project site.

Our Open Space Development Plan has also received enthusiastic support from both the City's Recreation and Park Commission, which we presented to on January 10, 2019, and from the Bay Conservation and Development Commission ("BCDC"), which we presented to in two Design Review Board hearings in 2018, and have discussed further technical details with BCDC staff on two other occasions.

The Alameda Marina team is hard at work refining the Master Plan project to meet the deadline of commencing a first phase of construction at the site by the end of 2019, the deadline established by the City in the 2012 Tidelands and Marina Lease. To that end, you will be seeing us often in 2019 as we bring phases of the Master Plan project to the Planning Board for Planned Development and Design Review approvals.

We welcome your feedback and comment, and look forward to coming back to the Planning Board in the near future for its approval of our Open Space Development Plan.

Sincerely,

A handwritten signature in black ink, appearing to read 'Sean Murphy', with a stylized flourish at the end.

Sean Murphy

cc: Andrew Thomas, Community Development Director (athomas@alamedaca.gov)



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Alan Teague (ATeague@alamedaca.gov)

Alameda Marina Design Review for Alameda Marina Boatyard RFQ, Item 7-C, February 25, 2019

Dear President Sullivan and Members of the Planning Board:

As required by Section 4.3 of the City Council approved Alameda Marina Master Plan (“Master Plan”), Pacific Shops, Inc./Alameda Marina, LLC (the “Project Sponsor”) released a Request for Qualifications for a potential boatyard and/or dockyard operator for the maritime portion of the project (the “RFQ”). We posted the RFQ online to our www.alamedamarina.com website on January 1, 2019, and provided it directly to 92 different maritime/boat repair facilities, 9 maritime publications, and 14 maritime trade organizations on January 7, 2019. The Master Plan states that the issuance of the RFQ will commence a six-month effort to identify a qualified boatyard operator and agree to business terms for the operation of a boatyard. If the initial six-month effort is unsuccessful and a qualified boatyard operator is not identified during the period, the Master Plan requires that City staff and the Project Sponsor will then jointly report to the City Council with recommendations on how to proceed.

During the preparation of the RFQ, we submitted drafts of the RFQ to City planning staff for review and comment in November 2018, along with a proposed publication and distribution list. After receiving feedback from City planning staff, a revised draft was provided to City planning staff in December 2018. The RFQ was posted online and distributed to

various maritime/boat repair facilities, publications and organizations in January 2019. To date, we have not received any formal responses to the RFQ, but we have received several follow-up calls from potential RFQ respondents and have followed up with various groups to determine if there are any additional questions and interest in the project. We are maintaining a database of those recipients as well as those who have requested additional information on the RFQ. Potential RFQ respondents have until April 1, 2019, to respond.

The search for a qualified boatyard and/or dockyard operator is a two-step process. Following review of responses received to the RFQ by the Project Sponsor and a City team, qualified respondents will be invited to participate in a subsequent Request for Proposal ("RFP"). While we have made the RFQ process as open as possible, any future RFP issued to one or more qualified respondents will be a more confidential process considering the Project Sponsor's need to enter into private business negotiations with such a respondent. Of course, consistent with the Project Sponsor's obligations under the Master Plan, the Project Sponsor will provide a joint report to the City Council with the City if no qualified operators are identified.

As a reminder to the Planning Board, there is no existing, working boatyard at the Alameda Marina site. Because the Project Sponsor has no expertise as a boatyard operator, the Project Sponsor needs assistance from a qualified operator who can assist in the design of a boatyard and/or dockyard to fit within the framework of the Master Plan and inform the necessary infrastructure for a boatyard and/or dockyard so that the infrastructure can be incorporated into the project's development plans and included in the economic discussions and lease negotiations. In the Master Plan, flexibility is built into the layout of the maritime and commercial core (including the area allocated to a potential boatyard operator) in order for uses to be provided that are responsive to market demand. Furthermore, the Master Plan allows the Planning Board to approve modifications that are substantially consistent with the Master Plan so long as such modifications will not cause any new significant or substantially more severe environmental impacts.

The Project Sponsor has long been committed to improving and enhancing the maritime and commercial core to maintain Alameda Marina as a working waterfront, while rehabilitating the site for its best and highest use consistent with the Project Sponsor's obligations under the 2012 Tidelands and Marina Lease. We will continue to work with the City staff and team to provide status updates to the Planning Board with regards to our search for a qualified boatyard and/or dockyard operator.

Sincerely,

A handwritten signature in black ink, appearing to read "Sean Murphy", with a horizontal line extending to the left.

Sean Murphy

cc: Andrew Thomas, Community Development Director (athomas@alamedaca.gov)