

## Housing

- [We should] and strive to minimize the overall number of households built at Alameda Point.
- We need to weigh this issue of density versus public transit very carefully.
- We should look to cities like Sausalito to understand how they have built tightly-knit communities around live-aboard housing on their waterfront
- Care needs to be taken with regards to building residential housing in this sensitive area
- We should be wary also of dictates from the Association of Bay Area Governments (ABAG.)
- We should not allow short-term market trends to affect design choices they way the housing price bubble did with Bayport.
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## Transportation

- we should remember that even when we drive, we are pedestrians once we park our car, so our retail centers and public spaces need proper and safe sidewalks as well.
- We should provide space for bicycles on all our roads in Alameda Point and design new commercial and retail centers with bicycle paths and sidewalks that connect to the roadway paths and sidewalks to encourage cycling and walking
- We should not build Alameda Point with the expectation that low-income families have to rely on public transit to get to work
- We should demand that the master developer set aside funds to launch a low-income car ownership program similar to the Working Wheels<sup>44</sup> program in Seattle, Washington, but focused on funding the purchase of only low-emission hybrid gas-electric automobiles.
- We should implement a water taxi service with service to downtown San Francisco and Oakland's Jack London Square to fill in the gaps between the peak commuter ferry runs and encourage the use of our waterways rather than our roadways for getting on and off the island. Such water taxis would need to support both pedestrian and bicycle traffic.
- We should be most permissive of automobile use for our lowest income class residents
- We should teach young people in our schools how to safely cycle on the road and on bicycle paths, how to use hand signals, and to respect pedestrians.
- We should strive to preserve and promote Alameda as a pedestrian-friendly city
- The existing commuter ferry service is used primarily to get workers into San Francisco in the morning and get them back home at the end of the day – the ferries are mostly empty on the return trips. We should look to fill these 'dead head' runs with passengers coming to Alameda to work, or expanding on the number of San Francisco residents that already take the ferry from the SF ferry building into Alameda for attractions such as Rosenblum Cellars.

## Retail

- New neighborhoods on Alameda Point should include neighborhood "pocket" retail consistent with the existing "stations" retail currently on the Lincoln, Central and Encinal corridors. Preference for occupancy of these pocket retail centers should be given to small and locally owned business.
- We should give preference to locally-owned and operated businesses where employees and owners are familiar to customers, and profits are directly returned to the community, over anonymous national chain stores.
- We should not abandon Webster Street as if it were some un-loved second child to run off and embrace Alameda Point like a newborn. Rather than creating a third 'Park Street,' let's focus on re-building the momentum under Webster Street.
- We should work to minimize or exclude big-box retail from Alameda Point.

## **Commercial**

- We should capitalize on the CleanTech movement by drawing such industries to Alameda Point
- However, sales-tax from business-to-business sales has the potential to be exponential, driving sales-tax revenues to the city higher without commensurate traffic congestion and intense land-use that restricts access to the Bay. More retail is not the answer to Alameda's general fund problem – the biggest contributor of sales-tax revenue to Alameda's general fund has traditionally been the auto dealers on Park Street. Another 20 mega-chain coffee shoppes won't come close to replacing the revenue we are losing.
- we can attract and retain existing light industrial and commercial tenants
- We should investigate if a cruise ship terminal at Alameda Point provides an appropriate balance of economic and job stimulation against environmental sustainability.
- In March of 2007, Alameda Power & Telecom (AP&T) and the City of Alameda Public Utilities Board established two new services designed for AP&T commercial customers! We should be looking at Alameda Point as an opportunity to draw more commercial customers to town who may benefit from these new services,
- Clif Bar represents one positive model of employers we should encourage to locate to Alameda, with their employee 'volunteer day' program. On Thursday, October 11<sup>th</sup> 2007, the company shut down operations for employees to contribute time to work on the Ploughshares Nursery at Alameda Point. We should strive to bring more community-involved businesses to Alameda.

## **Low-income residents**

- We will need to seek new and secure existing social services to support our existing low-income and homeless housing facilities as well as the new low-income housing on Alameda Point
- We should aim to provide a 'leg-up' to the most economically disadvantaged members of our community and not take actions that result in locking them into their place on the socioeconomic ladder
- These redevelopment funds should be allocated to pay for social services for the new residents, 25% of whom will be low-income, and to support base level infrastructure services –police and fire services, infrastructure (roadways, sidewalks, sewers) maintenance and so on.
- We should be on alert for attempts by actors in the Alameda Point process to displace these residents in the name of 'redevelopment' out of fear their proximity to new homes will lower the selling prices.

## **Impacts**

- We should work to preserve our small city feel and the character of Alameda as an oasis of calm in the center of a concrete-and-steel major metropolitan area.
- Growth and change in Alameda should not disrupt or negatively impact existing neighborhoods
- We should strive to keep our crime rate low as it has traditionally been, and our services, particularly fire-life-safety services, high, for both existing and new neighborhoods

## **Open Space / Recreation**

- Alameda Point should include community spaces and public commons to foster the development and maintenance of neighborhood associations.
- New development should minimize the inclusion of high-priced recreational development
- Alameda Point is actually a part of San Francisco Bay and should be treated as such.
- We should make the most use of our access to the Bay
- The Bay Trail around Alameda Point<sup>8</sup> should be implemented
- every effort should be made to preserve access to the Bay

- Alameda residents deserve a comprehensive public youth recreation facility, including an aquatic center, weight training facility, gymnasiums and athletic fields, to channel our young people's energy into positive endeavors. Such a facility could be attached to a public university campus and draw on the very best trainers and coaches from around the world.

## **Environment**

- we should engage the East Bay Municipal Utility District to help us develop new city parks as centerpieces of native, drought-tolerant plant species
- Planning should include consideration of wildlife and wildlife habitats and should aim to maintain existing habitats while also working to restore portions of the land to natural states
- create a holistic showcase of sustainable development and technology
- We should investigate the opportunity to implement grey water recycling' for major facilities on Alameda Point
- We should investigate how sustainable infrastructure like onsite sewage treatment, co-generation facilities for Alameda Point might also serve the rest of Alameda
- Before anything is built on Alameda Point, we must be assured the land is safe for habitation. And we must not jeopardize the health and safety of our future citizens by trying to build thousands and thousands of homes on that land.
- We should strive to eliminate non-native plant species' and ensure that existing non-native species don't propagate further

## **Education**

- we really should have a world-class educational facility located on Alameda Point. Lacking such an institute, when our children of today grow up, they are likely to move away to go to college at Berkeley, Stanford or in San Francisco.
- We should investigate efforts to draw a university campus with a CleanTech focus to Alameda Point
- We should encourage private sector partnership between the master developer and CleanTech technology providers to provide a sustainable-building elementary school
- , we should identify a CleanTech innovator company to provide funding to build new schools in return for allowing them to make those schools a global centerpiece of their technology.
- We should be courting [Gates Foundation] this agency as part of a comprehensive education and young-people development program, centered on Alameda Point.

## **Services**

- We should plan for a sea water pumping fire station