

12  
OCT  
2020

GENERAL PLAN FORUM #2

# Preservation & Enhancement of Alameda's Unique Historic Character

ALAMEDA  
GENERAL PLAN 2040





FORUM #2

# Tonight's Agenda & Goals

Preservation & Enhancement of  
Alameda's Unique Historic Character



## TIMELINE

**7:10** Introduction to General Plan Update

**7:20** Presentation

- Overview of Plan
- What we have learned
- Theme and Policy presentation

**7:45** Community Questions and Comments

**8:30** 10-minute Break

**8:40** Planning Board Discussion and Direction

- Endorse Theme and Policies?
- Direction for revisions and/or adjustments?

FORUM #2

# General Plan Update Process

PRESERVATION & ENHANCEMENT OF ALAMEDA'S  
UNIQUE HISTORIC CHARACTER.

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## ONE YEAR PROCESS

- **August 2020 – 1st Draft General Plan**
- **August-December 2020 - Public Review of 1<sup>st</sup> Draft**
- **Fall 2020 – Planning Board Forums**
  - September 14: Equity and Inclusion
  - October 12: Community Character
  - November 9: Climate Change
  - December 14: Mobility
- **Winter 2020 – Draft Environmental Impact Report (DEIR)**
- **Spring 2021 – 2<sup>nd</sup> Draft General Plan Prepared**
- **Spring 2021 - Public Review of 2<sup>nd</sup> Draft**
- **Spring 2021 – Planning Board Public Hearings**
- **Spring/Summer 2021 – City Council Public Hearings**

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FORUM #2

# General Plan Update Process:

## How to participate

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### MANY WAYS TO INFORM THE 2<sup>nd</sup> DRAFT PLAN (JAN 2021)

- **Subscribe to Email Updates List:**  
<https://www.alameda2040.org/contact>
- **Attend Planning Board Forums**
  - September 14
  - October 12
  - November 9
  - December 14
- **Take a Survey:** [Alameda2040.org/surveys](http://Alameda2040.org/surveys)
- **Send an email:** [Alameda2040@alamedaca.gov](mailto:Alameda2040@alamedaca.gov)
- **Leave a message:** (510) 747-6881
- **Send a letter:** City Hall, 2263 Santa Clara Ave.  
Rm 190, Alameda, CA 94501

### COMMUNITY OUTREACH OVERVIEW



# GENERAL PLAN UPDATE

## PRESENTATION ON KEY POLICIES



Enter all questions  
in the chat tool



Q&A responding to  
chat questions  
following presentation



To make a public  
comment, click the  
raise hand icon



When called on to speak,  
please unmute yourself



Each participant has up  
to 3 minutes to share  
their feedback



All comments will be  
civil and respectful



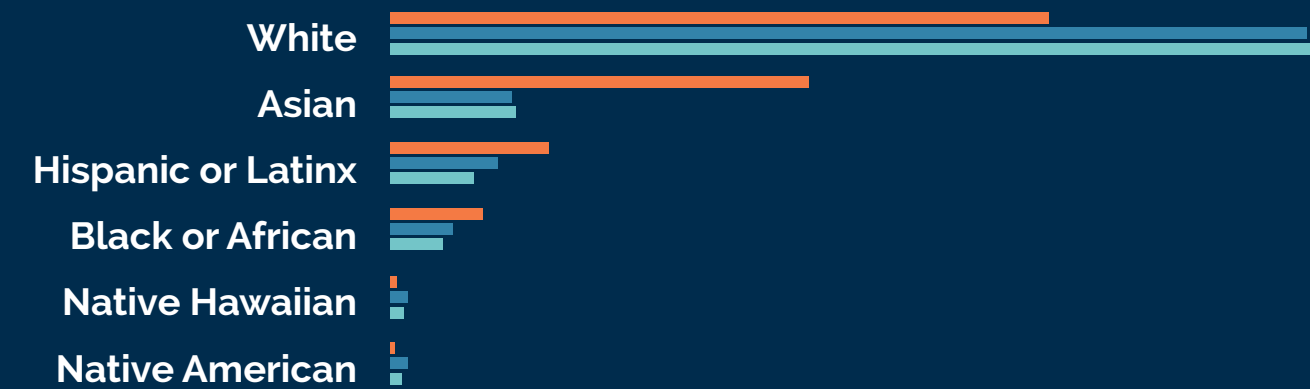
POLL

WHO ARE WE?

Neighborhood, Income, and Ethnicity

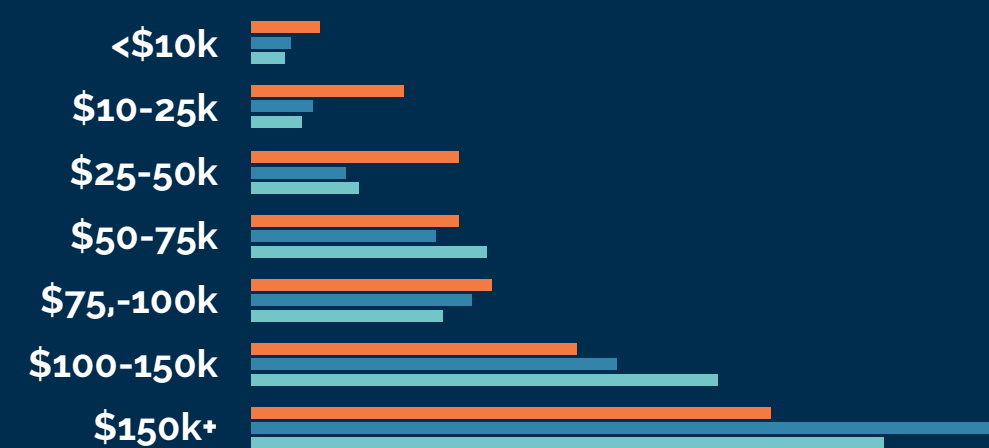
ETHNICITY

- Citywide
- Survey 1
- Survey 2



INCOME

- Citywide
- Survey 1
- Survey 2





# THE GENERAL PLAN OVERVIEW

4 THEMES | 6 ELEMENTS | 179 POLICIES



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# What we have heard so far...

# ...and the updates we are making

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## OUTREACH

Continuing to reach out to diversify our reviewers: Lower income residents, residents of color, and younger residents.

## 2<sup>nd</sup> DRAFT GENERAL PLAN CHANGES:

### ***Revising the Themes to:***

- *Improve wording*
- *Address health and pandemics*
- *Add economic resilience*
- *Clarify that inclusion means all segments of community including LBGT community*

***Adding definitions.*** e.g. “Equity”, “Affordable Housing”, + “Transit Corridors”

***Cross-referencing policies.*** E.g. list the key policies that also focus on that topic

### ***Adding Policies such as:***

- *Sustainable Growth Solutions and Infrastructure*
- *Equity in Land Use Planning and Zoning*
- *Southshore Shopping Center*
- *Allowable Building Heights*

### ***Clarifying Policies such as:***

- *Areas to protect from housing and areas to direct housing.*

***Including Maximum Residential Density Standards***



## THEME #2

# Preservation + Enhancement of Alameda's Historic Neighborhood Character



## PRESERVATION + ENHANCEMENT OF ALAMEDA'S HISTORIC NEIGHBORHOOD CHARACTER

General Plan policies manage growth and change to:

- *Maintain the characteristics that make Alameda special.*
- *Design buildings and streets to complement the historic fabric of Alameda's neighborhoods and mixed use commercial main streets.*
- *Transform Alameda's transportation system to support a variety of safe, convenient, and environmentally friendly modes of transportation.*
- *Improve connections to the waterfront, enhance community gateways, remove barriers between neighborhoods, and enhance Alameda's network of interconnected public parks and open spaces.*



Developing a healthy, equitable and inclusive city



Protecting the environment, responding to the climate crisis and meeting regional responsibilities



Enhancing mobility, accessibility and life on an island



## THEME #2

# Alameda's Neighborhood Character

Walkability

Leafy streets

Centers and Mixed Use

Connections to the water and natural  
environment

Human scale buildings and streets

High quality architecture and design

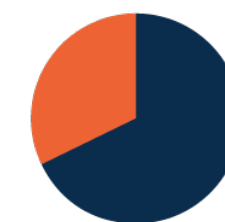
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**68%**

EXCELLENT/GOOD, BUT NEEDS WORK



**32%**

BAD/PRETTY WEAK, COULD BE BETTER



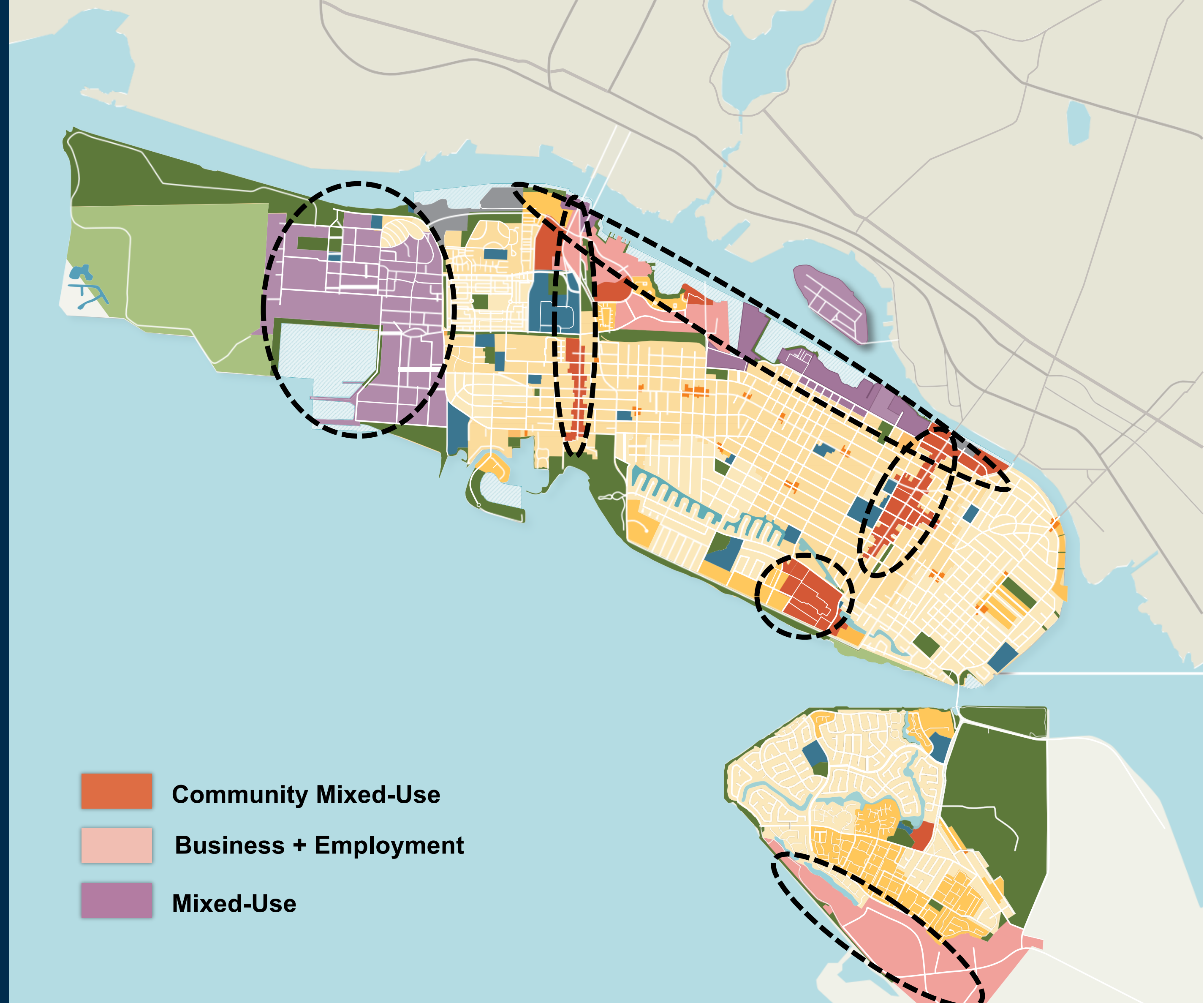
LU-17

# Managing change and preserving character

## The Importance of a Plan

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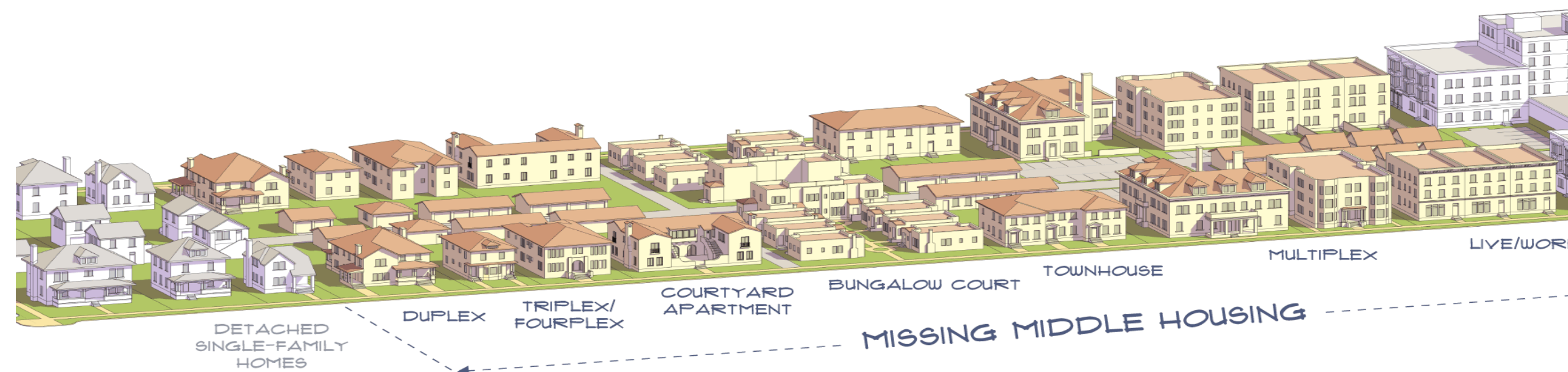
HE-14

# Managing change and preserving character

## Complementary Design and the “Missing Middle”



Maintain the integrity of existing residential neighborhoods by protecting and enhancing the historic architecture and ensuring that new development complements the density, and physical and aesthetic character of the neighborhood and surrounding areas.



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Source: Dan Parolek – Opticos Design



LU-27

# The Important Role of Design Review and Maintaining Alameda Character

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Ensure a built environment that deemphasizes the automobile and enhances Alameda's historic, pedestrian and transit-oriented urban fabric and architectural heritage.

## ***Actions:***

- *Harmonize Scale.*
- *Pedestrian Orientation.*
- *Articulation.*
- *Style and materials.*
- *Windows.*



LU-29

# The Important Role of Form Based Planning and Zoning



Maintain and enhance the historic urban form and character of Park and Webster Streets of predominantly low rise multi story buildings with ground floor commercial uses punctuated by taller buildings at block corners.

## ***Actions:***

- *Zero Setbacks.*
- *Entrances facing sidewalk.*
- *Parking behind buildings.*

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Historic Park Street



LU-26

# The Important Role of Historic Preservation



Preserve, protect and restore historic sites, districts, buildings of architectural significance, archaeological resources, and properties and public works.

## ***Actions***

- *Partnerships for Preservation.*
- *Demolition Controls.*
- *Appropriate Alterations.*
- *Preserve Archaeological Resources.*
- *Protect Iconic City-Owned Buildings.*

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# Community Character and Transportation

## The Role of Transportation Planning

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### COMMUNITY CONCERNS

“What about the traffic? More housing is more traffic. More traffic is detrimental to community Character.”

### 1990 GENERAL PLAN

“***deemphasize the automobile***” Recognized that the automobile was negatively impacting community character and quality of life.

### HISTORIC CHARACTER

Pedestrian oriented streets (2 lanes, not 4), Transit oriented streets (streets designed for street cars), low speed and low volume streets.

### DRAFT GENERAL PLAN 2040

- Prioritize the modes causing the least traffic (walking, bicycling, transit) to preserve character
- Transform the streets and roads to support those modes
- Complete safe and healthy neighborhoods

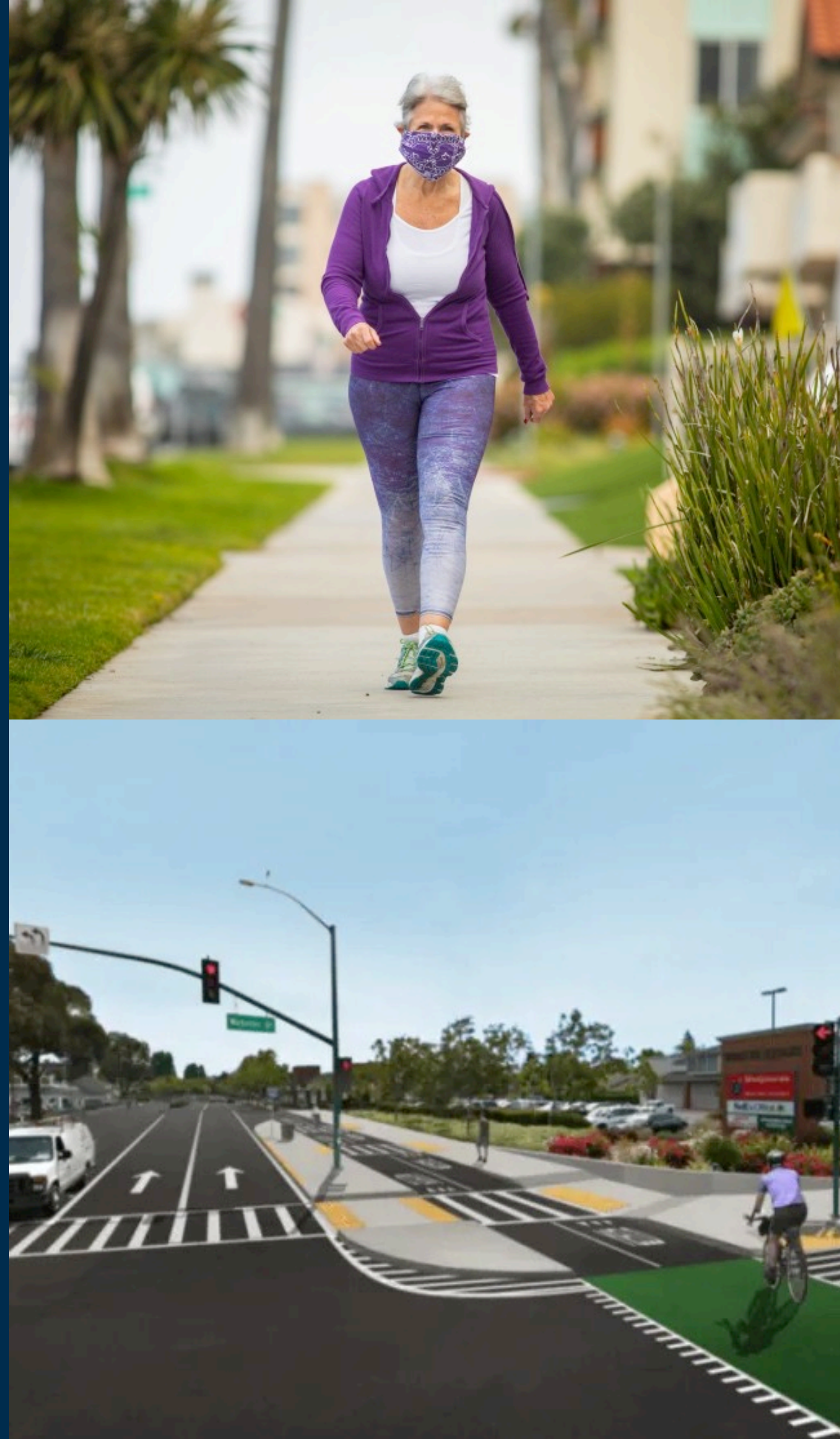


## LU-2

# The role of street design, historic character, and creating “complete neighborhoods” and complete streets

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Provide safe streets that enhance mobility and accessibility for everyone, support bicycling and walking, reduce vehicle miles traveled and automobile congestion, and support Alameda's goal of becoming a net-zero emissions community.

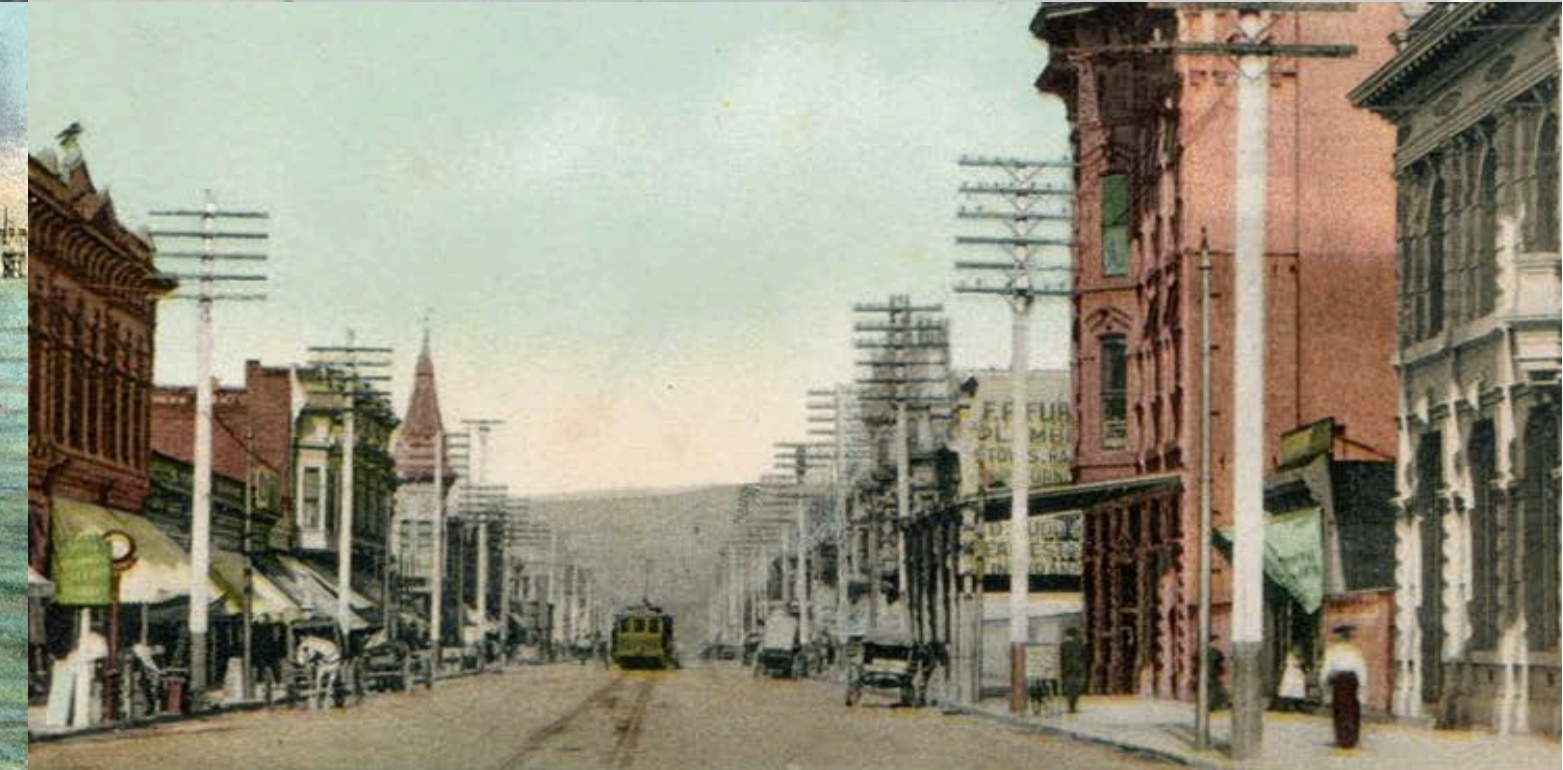
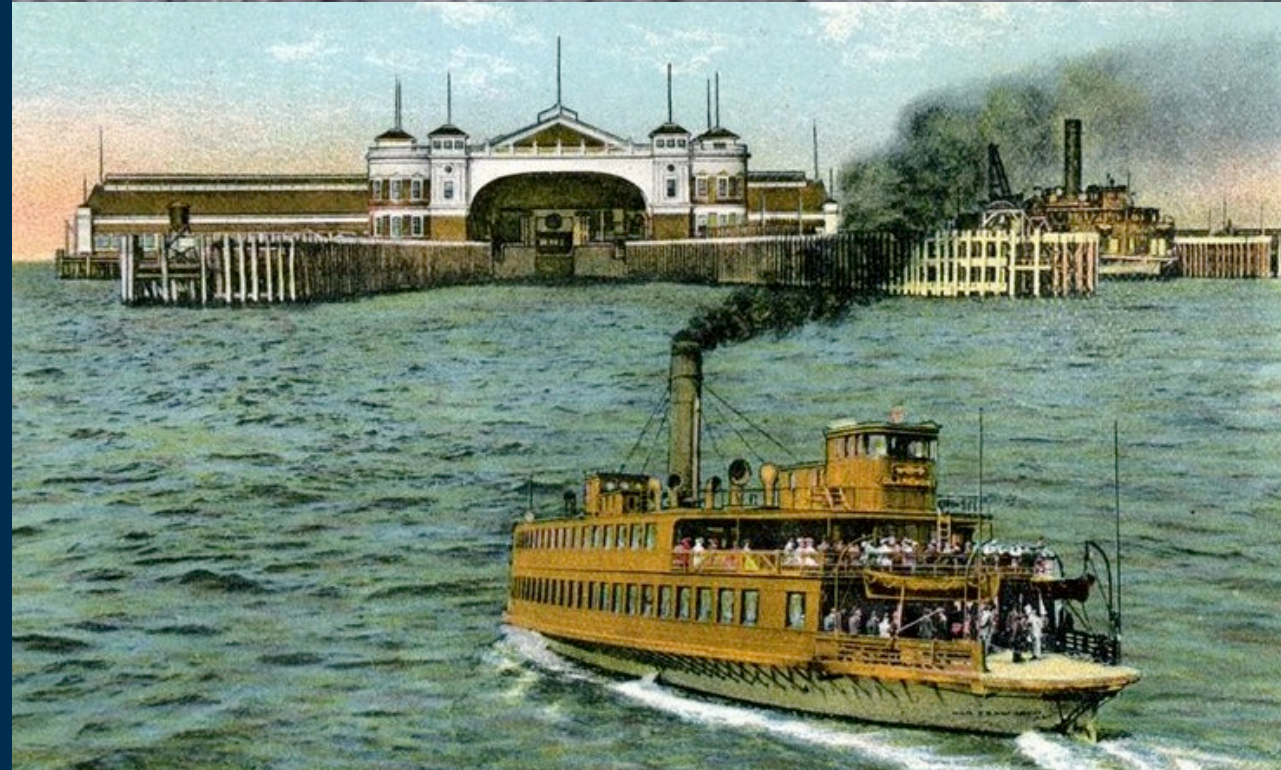
### ***Actions:***

- *Maintain Historic Street Grid.*
- *Enhance the Pedestrian-Friendly Environment.*
- *Improve Connectivity.*
- *Achieve Vision Zero.*
- *Provide Well-Designed Pedestrian Crosswalks and Crossings.*
- *Enhance Bicycle Safety.*
- *25 Miles per Hour.*
- *Fire Safety Access.*
- *Provide Traffic Calming.*
- *Prioritize Pedestrian, Bicycle and Transit Improvements.*



## ME-12

# The important role of transportation alternatives in preserving neighborhood character



Reduce greenhouse gas emissions by reducing reliance on the single occupancy vehicle and reducing vehicle miles traveled (VMT).

### ***Actions:***

- *Transit Vehicles, Transit Lanes, and Easy Passes*
- *Water Transit Vehicles*
- *Active Transportation*
- *Transportation Demand Management*



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# Public Comment on the General Plan Update

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# Break: Upcoming Forums

09  
NOV

PROTECTING THE ENVIRONMENT AND RESPONDING TO THE  
CLIMATE CRISIS LOCALLY AND REGIONALLY

14  
DEC

ENHANCING MOBILITY, ACCESSIBILITY AND LIFE ON AN ISLAND



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# Planning Board Discussion

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## DISCUSSION QUESTIONS

- Should the Theme be included in General Plan?
- Should the Theme be revised?
- Should additional Policies be considered?
- Should Policies be revised or improved?



9  
NOV  
2020

Thank you for your time and input!  
Please join our next forum on November 9th.

PROTECTING THE ENVIRONMENT AND RESPONDING TO  
THE CLIMATE CRISIS LOCALLY AND REGIONALLY

