

**Attachment 4 to AAPS 5-17-21 letter to Alameda Planning Board and Historical Advisory Board  
EXAMPLES OF EXISTING GENERAL PLAN PROVISIONS THAT SHOULD BE  
RETAINED IN THE NEW PLAN.**

*Following are examples of existing General Plan Land Use and City Design Element provisions that are either omitted from the March, 2021 Second Draft General Plan or modified with wording that is not as satisfactory as the existing General Plan's, sometimes with important omissions. **These provisions should be retained in the new Plan**, although in some cases adjusted to reflect changed conditions since the existing Plan was adopted.*

*Provisions marked with \*'s are not included in the Second Draft Plan. Other listed provisions are included but modified.*

**THEMES OF THE GENERAL PLAN.**

**Respect for history:** The City's rich and diverse residential, commercial, industrial, and institutional architecture is continually gaining recognition as an irreplaceable asset. The Bay Area has no similar communities and none will be built. The General Plan emphasizes restoration and preservation as essential to Alameda's economic and cultural environment.

*AAPS note: The March, 2021 Second Draft General Plan's Theme 4 on Page 17 may be intended to reflect some aspects of the above theme, but more of this theme should be incorporated into the Second Draft either as an expansion of Theme 4 or as an additional theme.*

**LAND USE ELEMENT**

**2.4 RESIDENTIAL AREAS**

\*2.4.b To the extent feasible, conserve housing located in areas that have been zoned for commercial or industrial use.

**2.5 RETAIL BUSINESS AND SERVICES**

2.5.b Revitalize Alameda's historic Main Street business districts on Park Street and Webster Street while maintaining their small-city scale and character.

*The Main Street Business Districts on Park Street and Webster Street provide the primary concentration of specialty shops and a wide range of retail sales, services and entertainment uses to meet community-wide market demands. These districts are pedestrian-oriented districts with historical patterns of development that limit building form and limit the ability of individual businesses to provide off-street parking. The work of the Alameda Main Street Project is evident in both districts. The Park Street Historic District is on the National Register of Historic Places.*

2.5.n To maintain the historic urban form and character of Park Street and Webster Street business districts, limit building heights on Park Street and Webster Street to three stories above grade, measuring 35 to 40 feet, depending on roof configuration. Parking structures are to be limited by height only, regardless of the number of parking levels.

*See Policy 3.4.d and 3.3.h in the City Design Element.*

*AAPS Note: The number of stories may need to be adjusted in the new Plan, possibly with distinctions between different subareas within the business districts.*

\*2.5.o Protect residential areas adjacent to Retail Business Districts by discouraging conversion of residential structures in adjacent residential zones for retail, commercial, or business service use.

## **CITY DESIGN ELEMENT**

\*Alameda has a clear identity – certainly it is among the half dozen Bay Area cities with the strongest visual image. During an era when bland, look-alike communities are the norm, unique cities are an increasingly prized resource. But identity cannot be taken for granted; the richness of Alameda's historic urban fabric must continually be defended against pressures for development conforming to current standard practice. And not all that is unique or memorable is pleasant – there are bleak areas, clutter, and missed opportunities, as well as opportunities to be seized.

\*The City Design Element addresses visual issues at a citywide scale. The quality of architectural and landscape design for individual sites and projects is also of great importance, as is constantly demonstrated by Alameda's wide variation in quality from block to block and lot to lot. Policy 3.3.e calls for detailed design guidelines. (See Figure 3-1, City Design Framework)

### **3.1 ENTRANCES**

\*Arrival in Alameda is a distinct event, whether by tube, bridge, or along San Leandro Bay. The City design objective is to establish immediately the desired character of Alameda for a person entering for the first or 10,000th time. A handsome building, a cluster of trees, or other prominent entry feature can give form to the journey.

### **3.3 ARCHITECTURAL RESOURCES**

\*The Historic Preservation Element, adopted in 1980, was based on a survey of about 80 percent of the Main Island; it identified 4,000 addresses as having architectural and historical resources. The report noted that 1,400 structures, most of them built before the turn of the century, had been demolished since World War II. Recommendations for preservation include designation of Heritage Areas (no added regulation), and Historic Districts (design regulation). Historic preservation district boundaries were not proposed, but three Heritage Areas subsequently have been studied under the Certified Local Government Program, and designated by the City

Council: Bay Station (1986), Park Avenue (1988), and Burbank-Portola (1989).<sup>1</sup> Since the adoption of the Historic Preservation Element, the City completed detailed surveys of unreinforced buildings, commercial buildings on Webster Street, and buildings and sites in the northern waterfront. These surveys fill in gaps in the original survey, leaving few buildings and sites undocumented.

### **Implementing Policies: Architectural Resources**

3.3.i Preserve all City-owned buildings and other facilities of architectural, historical or aesthetic merit. Prepare a list of these facilities and develop an Historic Facilities Management Plan that provides procedures for preserving their character-defining elements, including significant interior features and furnishings. Include in the Management Plan design guidelines or standards and a long-term program to restore significant character-defining elements which have been altered.

\*3.3.j Encourage owners of poorly remodeled but potentially attractive older buildings to restore the exterior of these buildings to their original appearance. Provide lists of altered buildings which present special design opportunities and make the lists widely available. Develop financial and design assistance programs to promote such restoration

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<sup>1</sup> An additional Heritage Area was designated for Leonardville in 1992.