

**Proposed Change to Measure A Forum
January 14, 2008**

9:00 AM - Welcome, Introductions and Agenda Overview

9:10 - 10:15 AM Part I - What is Measure A?

(Three 15 minute presentations with 15-minutes for questions.)

1. An Historical Perspective of Measure A - Historian Woody Minor

Suggested Topics:

- What events led to the 1973 passage of Measure A?
- What did the 1973 ballot measure say?
- How has its application affected preservation of Alameda's historic structures?

2. Legislative History of Measure A - Assistant City Attorney Donna Mooney

Suggested Topics:

- City Ordinance further defining "multiple dwelling units", 5/30/73
- Failed Charter Amendment Measure proposing exemption from Measure A for Bethlehem Steel "Red Brick" Building, 6/5/84
- City Ordinance allowing rehabilitation or remodeling of existing multiple dwelling units, 12/5/84
- Measure "A" Enabling Ordinance regarding rebuilding of destroyed structures, 4/16/86
- Charter Amendment to limit maximum residential density to one housing unit per 2,000 square feet of land, 3/15/91
- Legal challenges to Measure A (e.g. Clayton Guyton lawsuit) and their resolution.

3. Implementation of Measure A - Current or Former City Staff

Suggested Topics:

- How has Measure A been integrated into City Codes?
- Photographs or other graphics to depict projects built or underway in Alameda since its inception (e.g. housing at Marina Village, multi-family housing built under the low cost housing exemption, Bayport Homes and Grand Marina Village).
- How is Measure A embodied in the Housing Element? How does it affect the City's ability to meet its share of regional housing goals? How does Measure A affect other General Plan policies and zoning ordinances?
- Specific examples of the kinds of housing Measure A allows and disallows; a comparison of types of housing projects built before and since passage of Measure A.

10:15 – 10:30 AM Break

10:30 – 12:00 PM Part II A - What are the Benefits and Limitations of Measure A on the development of housing in Alameda?

(Open discussion among panelists, based on questions below, followed by questions from the audience.)

Possible Moderators: John King (SF Chronicle Urban Design Writer) or Gary Bard (former Alameda Planning Board member)

Six panelists to be selected from the following list of potential speakers:

- Randall Arendt (Land Use Planner & Conservation Development Site Designer)
- Pat Bail (Founder, Keep Measure A Committee)
- Dena Beltzer (President, Strategic Economics) or Jim Musbach (Economic & Planning Systems)
- Gary Binger (former Director, Urban Land Institute's CA Smart Growth Initiative) or Tom Jacobson (Prof. of Environmental Studies & Planning, Sonoma State Univ.)
- Diane Coler-Dark (Appellant/Ad hoc committee member)
- Bonnie Fisher (Principal of ROMA Design Group)
- Mi'chelle Frederick (Former WABA Director)
- Anthony Iton, M.D., J.D., MPH (Director, Alameda County Public Health Department)
- John Knowles (Developer, Main Street Properties, Alameda)
- Douglas Sornberger (Alameda resident, Measure A supporter)

Suggested Topics/Questions:

1. How does Measure A affect the Diversity of Housing in Alameda?

- Housing Type: single-family homes, clustered development, lofts, cottages, multifamily, condos, co-housing, housing for the elderly, adaptive reuse of historic residential and non-residential historic buildings – e.g. Bachelor Officer Quarters, Hangers, Alameda Landing; secondary dwelling units.
- Housing Costs/Affordability: availability of housing at different price points/for different income levels, including the City's ability to meet its regional housing responsibilities.
- Housing Mix: the mix/location of housing (inclusionary vs. exclusionary housing policies/settlement agreements, housing close to transportation).

2. How does Measure A affect the Quality of Residential Neighborhoods? For example:

- Economic development and access to neighborhood retail and services?
- The jobs/housing balance in the City?
- The creation of "healthy" neighborhoods that are pedestrian/bicycle friendly, less auto dependent, with maximum open space and "green"/sustainable development?
- Can we achieve historic patterns of development (e.g. stations, mixed-use retail/housing on main streets), and adaptive reuse of historic buildings and waterfront resources with Measure A in place?

3. How have other communities successfully achieved Growth Control Goals?

- What other growth control tools besides Measure A are available to the City (e.g. height limits, development caps, density limits, performance standards, traffic impact and parking fees)?
- How is success measured?

12:00 PM – 1:00 PM Lunch Break

1:00 PM – 2:30 PM Part II B - How does Measure A affect Auto Use and Transit Options in Alameda?

(Discussion based on questions below, followed by questions from the audience.)

Possible Moderators: Ret. Judge Richard Bartalini, Gabe Metcalf (Director, SPUR –SF Planning + Urban Research Association)

Six panelists selected from the following list of potential speakers:

- David Burton, AIA (Alameda resident, Climate Protection Task Force member)
- Robert Cervero (Prof. of Transportation & Community Design, UC Berkeley) or Betty Deakin (City & Regional Planning, Land Use & Transport Prof., UC Berkeley)
- Stuart Cohen (TALC-Transportation & Land Use Coalition)
- David Howard (Alameda resident, Co-chair, Action Alameda)
- Bonnie Nelson (City & Regional Planning, Land Use & Transport Prof., UC Berkeley)
- Shelly Poticha (Pres., Reconnecting America, integrating transport systems with communities they serve)
- Eric Scheuerman (Alameda resident & native)
- Michael Smiley (BMS Design Group, Transit & Land Use Projects for Park & Webster Streets)
- Joseph Woodard (Alameda resident)

Suggested Topics/Questions:

1. What is the relationship between Housing Density and Transportation?

- How does Measure A affect the City's residential development pattern and does this development pattern affect the ability to promote alternative modes of travel to the private auto such as transit, pedestrian and bicycle use?
- Given Alameda's concerns about traffic congestion associated with growth, can densities achieved under Measure A support viable transit service to and from the island to reduce dependence on automobiles?
- Can the residential densities in post-Measure A neighborhoods, such as Harbor Bay Isle or Bayport, support viable transit service or are higher densities needed?
- What are the current trends in transportation funding? Do the City's land use decisions affect its ability to access federal, state, and regional funds for transportation/transit improvements?
- Do single-family dwellings or duplex housing units create more traffic than multiple family units? Can higher densities result in less traffic? How?
- Does Measure A have an effect on the amount of residential parking required?
- Is a Measure A approach to limiting the number of dwelling units as effective in controlling traffic as providing mixed-use moderate density housing?

2:30 PM

Open Forum: Invite members of the audience to express their opinions on Measure A.

4:00 PM (approximately)

End Workshop.