

1. Native Ecological Area
2. Recreational Lawn
3. Areas for Volleyball, etc.
4. Natural Discovery Play
5. Access to Water
6. Trails and Pathways
7. Historic Seaplane Ramps

1. Waterfront Promenade
2. Overlook and Deck
3. Waterfront Cafe
4. Public Restrooms
5. View Terraces
6. Flexible Event Space
7. Multi-Purpose Lawn
8. Natural Discovery + Historical Play
9. Timeline and History Elements
10. Picnic and Hammock Area
11. Public Art

1. Waterfront Promenade
2. Sunset Deck
3. Restaurant
4. Beach Terrace
5. Beach Play
6. Public Small Craft Boat Dock
7. Sloped Event Lawn
8. Potential Market Area

1. Plazas and Event Space
2. Natural Discovery + Historical Play
3. Cafe and Outdoor Dining Areas
4. Restroom
5. Varied Seating Areas
6. Public Art
7. Historic Rail Tracks in Paving
8. Retrofitted Existing Buildings
9. Retail/Maker Focus

1. Plaza with Historic Plane
2. Community Event Lawn
3. Historical Play
4. Sitting and Strolling Gardens
5. Flexible Open

1. Cross Training Fitness Station
2. Trails and Pathways
3. Variety of Site Furnishings
4. Recreation Courts for Sports
5. Active and Passive Open Space
6. Structured Play + Discovery Play
7. BBQ Shelter and Picnic Area
8. Community Garden
9. Sitting & Strolling Gardens
10. Game Tables and Ping Pong

ALAMEDA, CA

SITE A - OPEN SPACE PROGRAMMING

ALAMEDA POINT



ALAMEDA POINT BLOCK 10

ALAMEDA, CA



ALAMEDA POINT PARTNERS

OUR APPROACH

ALAMEDA POINT BLOCK 10

ALAMEDA, CA



ALAMEDA POINT PARTNERS

- ☑ Vision
- ☑ Branding
- ☑ Commitment
- ☑ Activation
- ☑ Leasing



ALAMEDA POINT BLOCK 10

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ALAMEDA, CA



ALAMEDA POINT BLOCK 10 | ALAMEDA, CA



ALAMEDA POINT PARTNERS

VISION

The eleven buildings that currently comprise La Brea are being transformed into a new “**creative collective**”...a complimentary mix of retail, food and office connected by a shared sense of creativity, design and style. La Brea encompasses the **evolution** of these non-distinct buildings and the disjointed surrounding neighborhood into a **coherent destination** for **forward/edge/street fashion** and accessories shoppers and **creative/design oriented workers**. When combined with the existing retailers across the street, La Brea becomes the catalyst for the creation of “**District La Brea**” the soon to be **L.A.’s mini-SoHo district**.

BRANDING

We decided the La Brea Experience should be...



CONTEMPORARY



UNDERSTATED



BESPOKE



BUILT ON HERITAGE



ECLECTIC



OBLIQUE

ALAMEDA POINT BLOCK 10

ALAMEDA, CA

COMMITMENT



ALAMEDA POINT BLOCK 10

ALAMEDA, CA

ACTIVATION

ALAMEDA POINT BLOCK 10

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ALAMEDA POINT PARTNERS

THE ARTS



Shepard Fairey

ALAMEDA POINT BLOCK 10

ALAMEDA, CA



ALAMEDA POINT BLOCK 10

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ALAMEDA POINT PARTNERS

LEASING

ALAMEDA POINT BLOCK 10

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ALAMEDA POINT PARTNERS



ALAMEDA POINT BLOCK 10

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ALAMEDA POINT BLOCK 10

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ALAMEDA POINT BLOCK 10

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ALAMEDA POINT BLOCK 10

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ALAMEDA POINT BLOCK 10 | ALAMEDA, CA



ALAMEDA POINT BLOCK 10

ALAMEDA, CA



Renewable Resource Group

ALAMEDA POINT BLOCK 10

ALAMEDA, CA

Where are we now?

- Stage? Vision & Branding
- We are working to create a district whose spirit echoes the community being built at Alameda Point and seeking input from within.
- We want to plant the seed with our future Phase 0 events, currently looking toward the Arts community.
- Our vision will evolve as we meld the architecture with our potential tenants
- We are a “lone wolf” retail development and looking at other great examples- Fourth Street, La Brea, Temescal Alley, LAB & Camp
- For our district to be successful there must be a commitment to the retail being centered at Block 10, it must move out from our nucleus.

ALAMEDA POINT

ALAMEDA POINT BLOCK 10

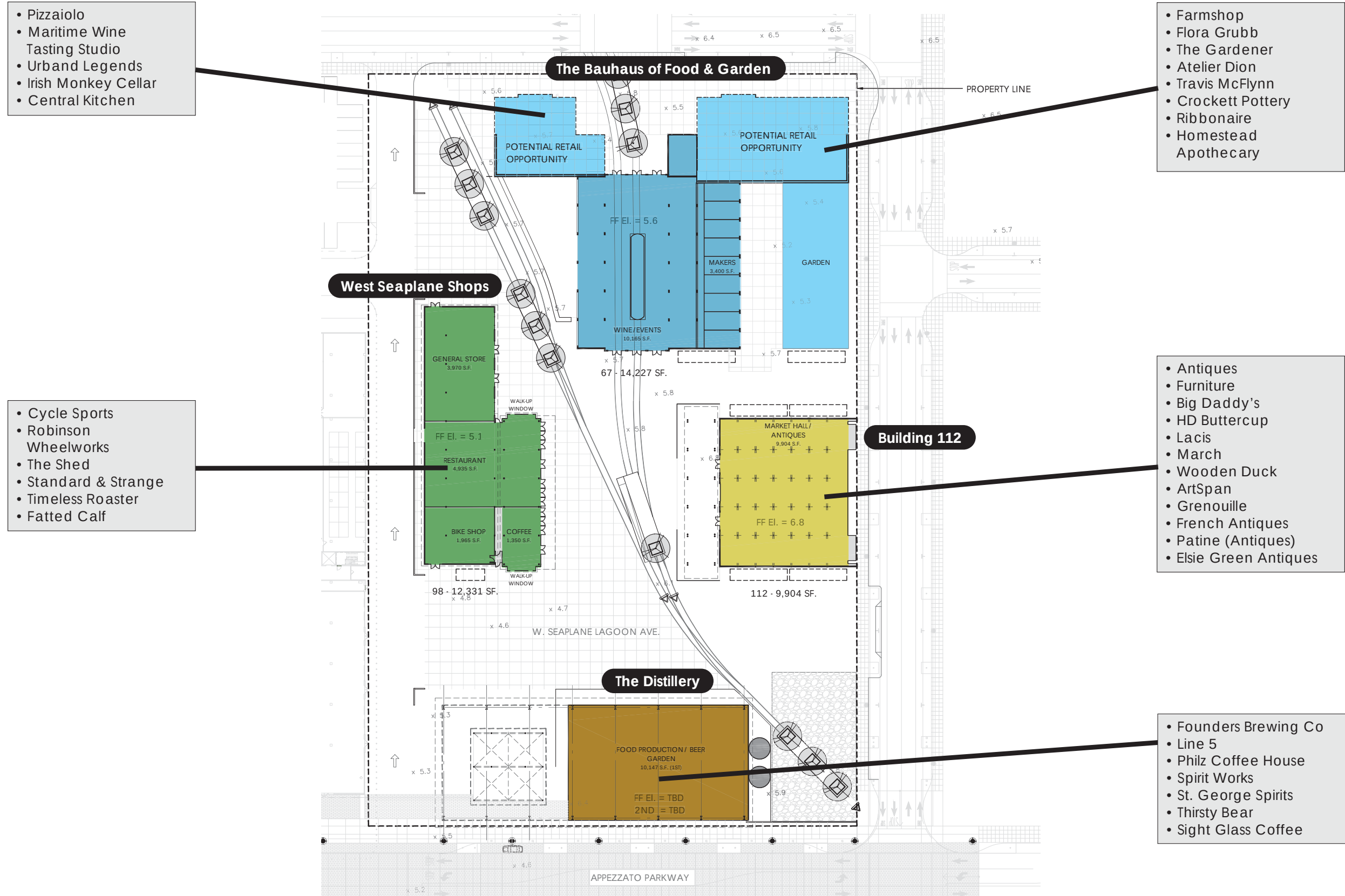
ALAMEDA, CA



ALAMEDA POINT

ALAMEDA POINT BLOCK 10

ALAMEDA, CA



ALAMEDA POINT BLOCK 10

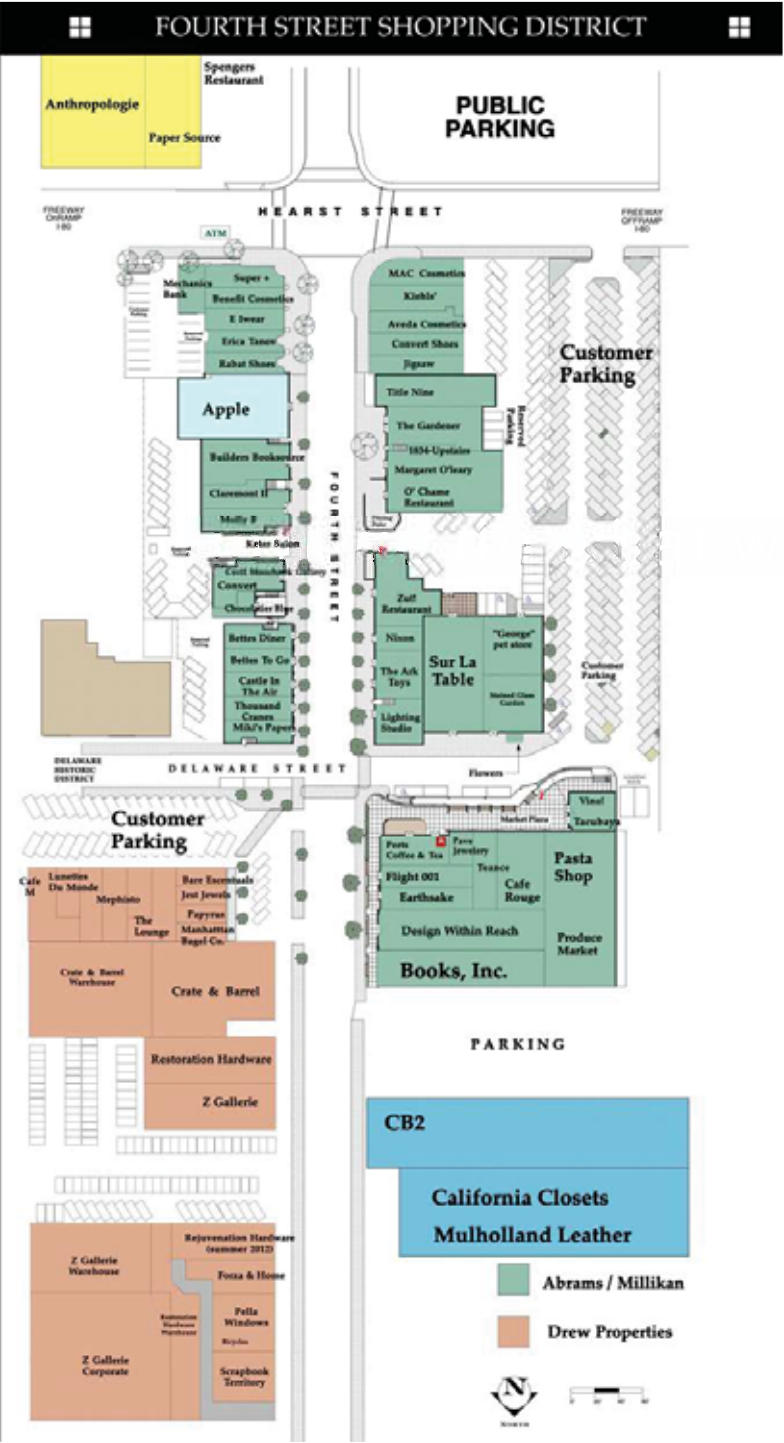
ALAMEDA, CA

PRELIMINARY TENANT PLAN



ALAMEDA POINT BLOCK 10

ALAMEDA, CA



FOOD & DRINK

- Bette's Oceanview Diner
- Bette's To Go
- Cafe M
- Cafe Rouge
- Chocolatier Blue Patisserie
- Iyasare
- Manhattan Bagel
- Peet's Coffee and Tea
- Spenger's Fresh Fish Grotto
- Tacubaya
- Teance Fine Teas
- The Pasta Shop
- Vino!
- Zut! on Fourth

HEALTH & BODY

- Aveda
- Bare Minerals
- BeneFit Cosmetics
- Fourth Street Yoga
- Keter Salon
- Kiehl's
- MAC Cosmetics
- Perricone M.D.

MUSIC, ART & BOOKS

- Books Inc.
- Builders Booksource
- Paper Source
- Scrapbook Territory

SPECIALTIES

- Apple
- Castle in the Air
- George
- Flight 001
- Miki's Paper
- Papyrus

CHILDREN

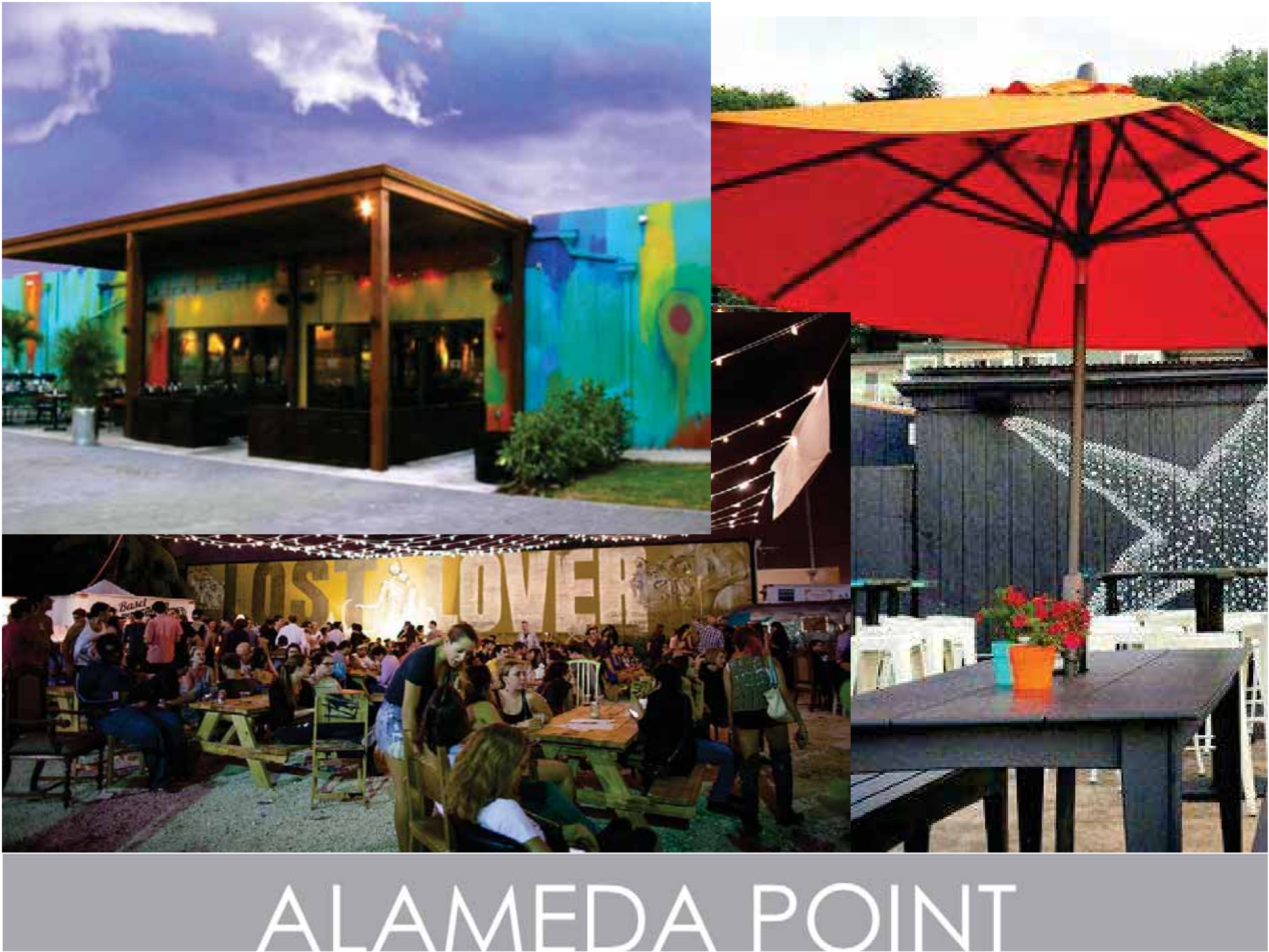
- The Ark

FASHION

- Anthropologie
- Burton
- Bryn Walker
- Convert
- Convert Shoes
- Emerald City Gowns
- Erica Tanov
- Jest Jewels
- Jigsaw
- Margaret O'Leary
- Mephisto
- Molly b
- Mulholland
- Nixon
- Pave Fine Jewelry Design
- Ruti
- Rabat
- Schletter, Dr. Philip (O.D.)

HOME & GARDEN

- CB2
- Claremont II
- Crate and Barrel
- Design Within Reach
- Earthsake
- Essentia
- Fourth Street Flowers
- Lighting Studio
- Nest
- Ruby Livingdesign
- Stained Glass Garden
- Sur La Table
- The Gardener
- Thousand Cranes Futon
- Turkish Towel Collection
- Z Gallerie



ALAMEDA POINT BLOCK 10 | ALAMEDA, CA



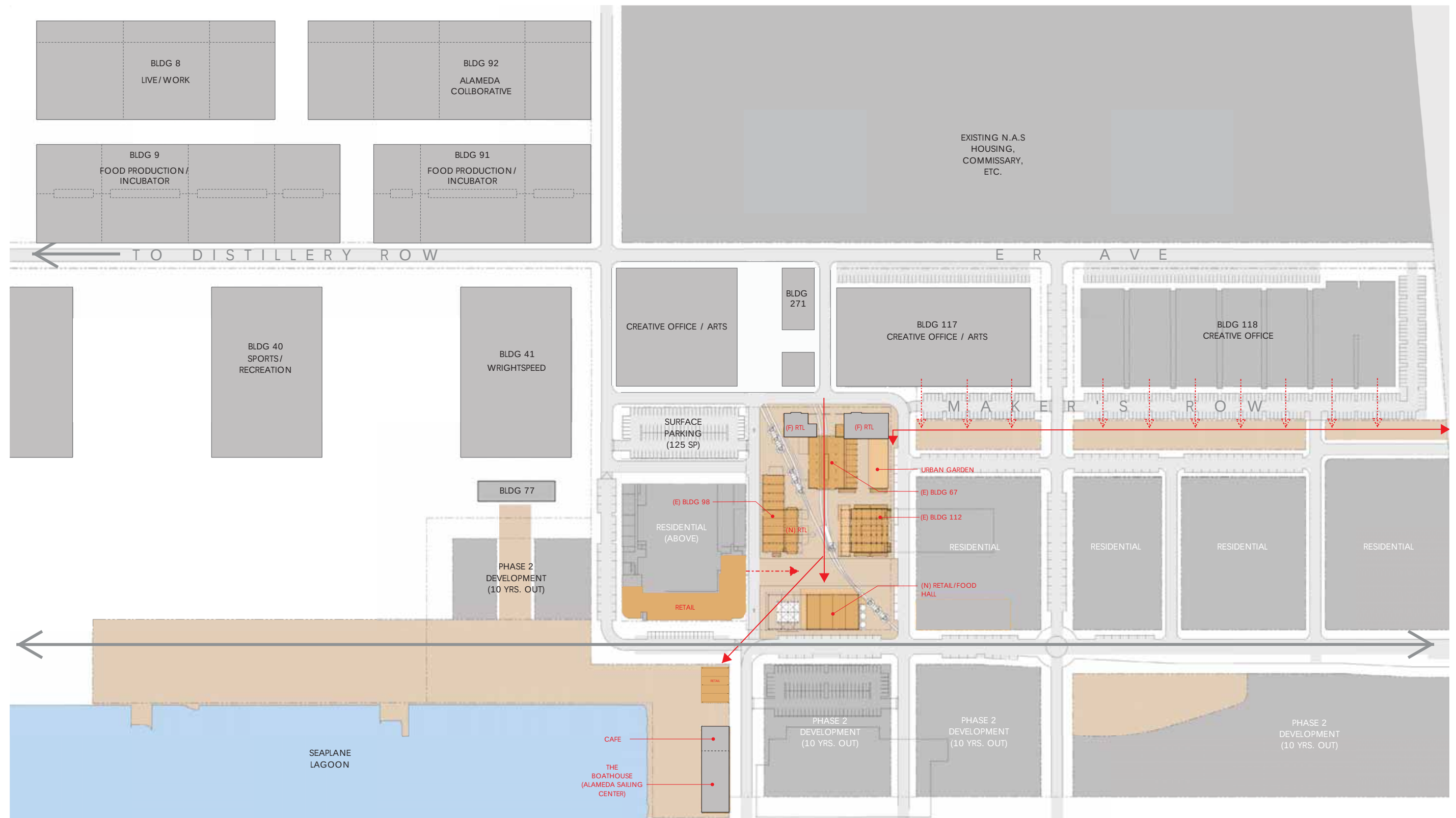
ALAMEDA POINT

ALAMEDA POINT BLOCK 10

ALAMEDA, CA



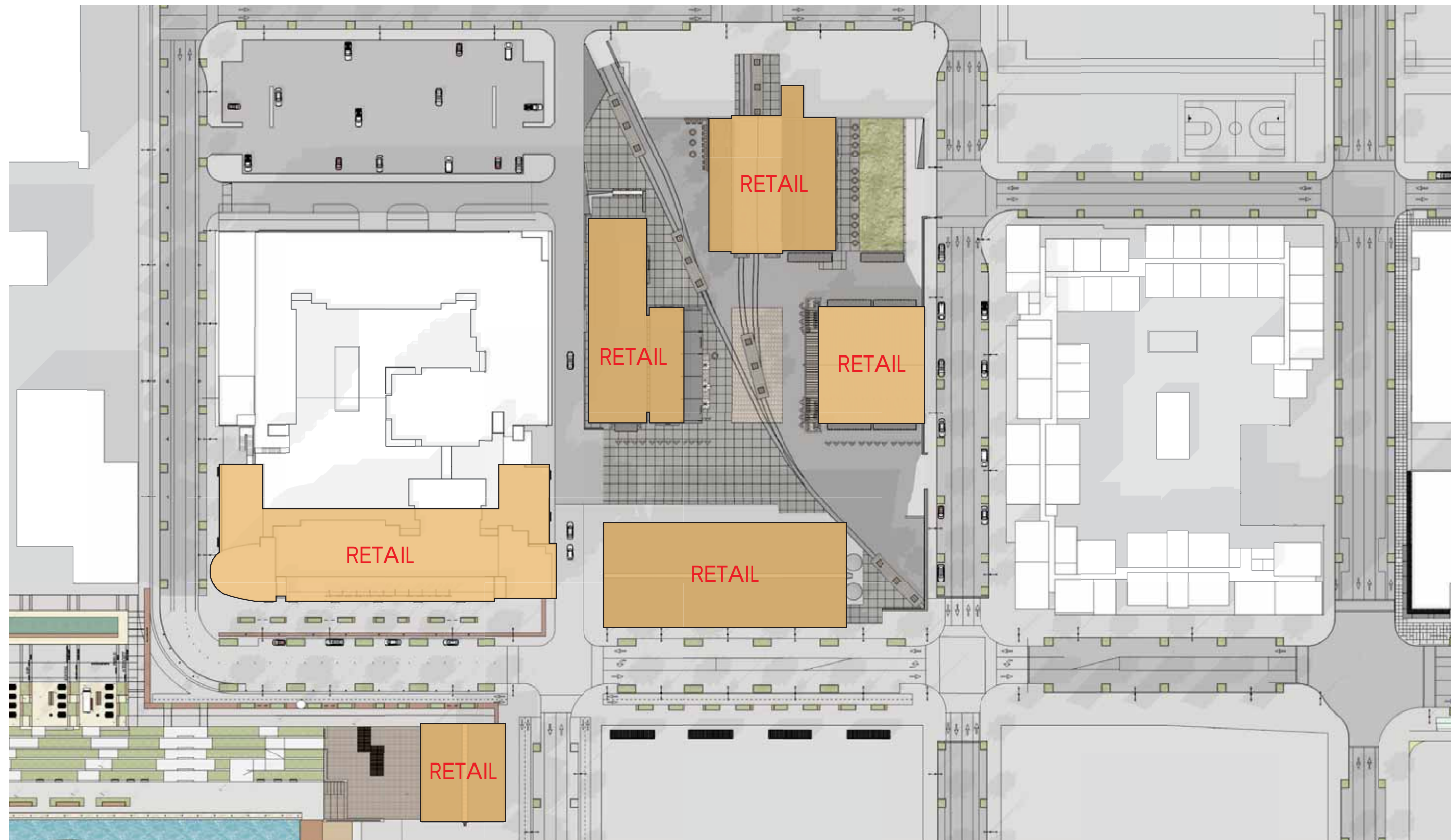
ALAMEDA POINT PARTNERS



ALAMEDA POINT BLOCK 10

ALAMEDA, CA

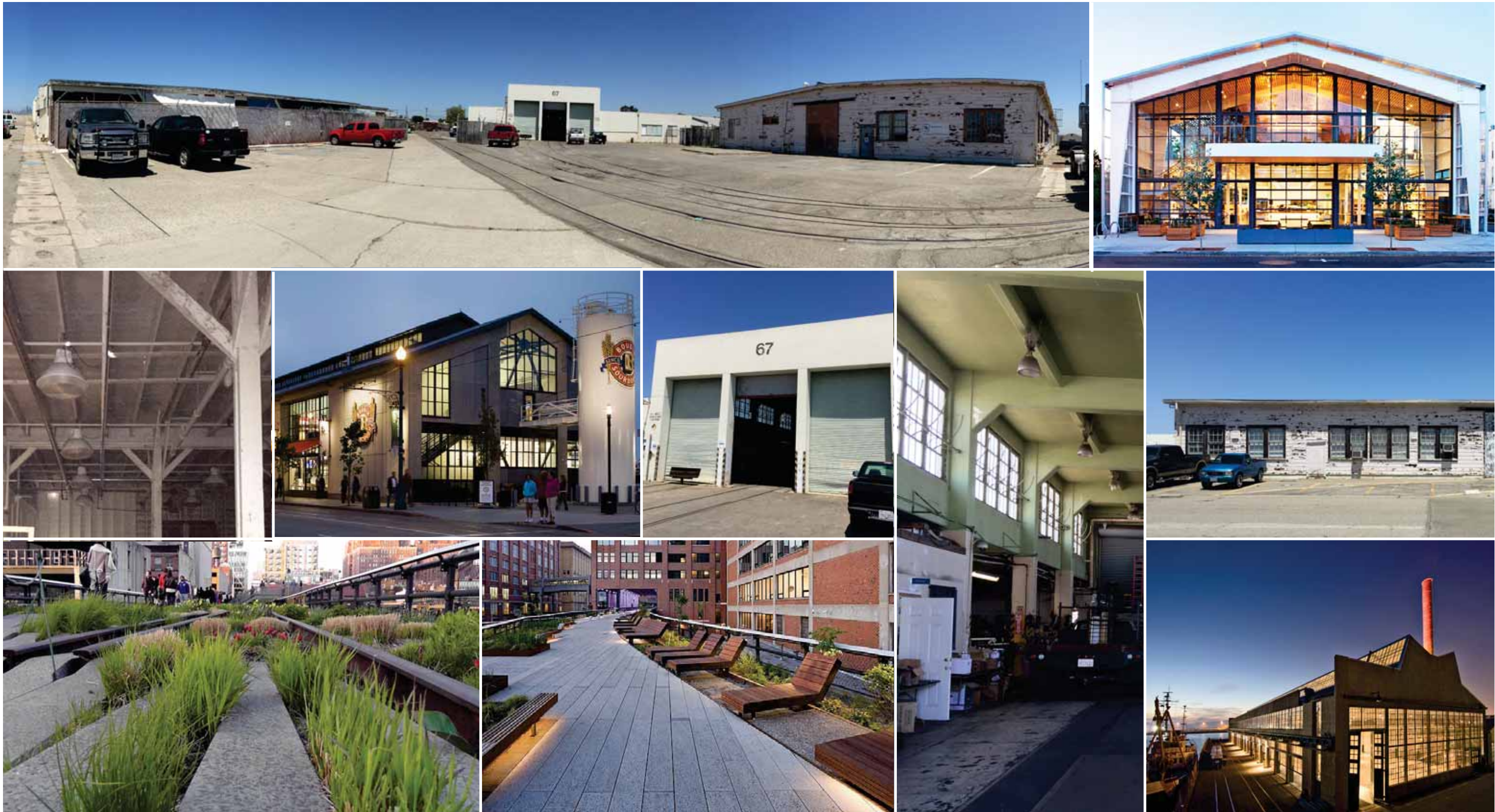
DISTRICT NEIGHBORHOOD PLAN



ALAMEDA POINT BLOCK 10

ALAMEDA, CA

SITE A BLOCK 10 PLAN



ALAMEDA POINT BLOCK 10

ALAMEDA, CA

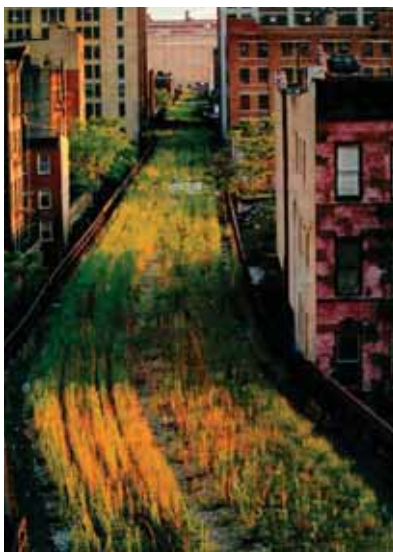
URBAN/INDUSTRIAL LANDSCAPE



ALAMEDA POINT BLOCK 10

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PRESERVING WEST SEAPLANE LAGOON AVE



ALAMEDA POINT BLOCK 10

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GROUND PLANE AS CHARACTER OF PLACE



"Eroding" Stormwater Treatment Area



Rail Track in Concrete



Salvaged Wood Seating



Salvaged Wood Flooring similar to Waterfront Overlook

PARKING

BLDG 11



NEIGHBORHOOD PARK

Featured Wall

Connection To Neighborhood Park

Moveable Planter

Olive Trees on Rolling Rail Stock

Planted Roof

Wood Bench (Retaining Wall)

Steps / Ramps



DG with Kids Discovery Play



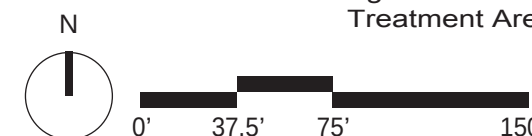
Garden Grove, DG and Bocce Court Open to Maker Space



Movable Planters (On Wheels)



"Eroding" Stormwater Treatment Area



ALAMEDA POINT BLOCK 10

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SITE A OVERALL SITE PLAN - BLOCK 10



ALAMEDA POINT BLOCK 10

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URBAN/INDUSTRIAL LANDSCAPE



ALAMEDA POINT BLOCK 10 | ALAMEDA, CA

BLOCK 10 AERIAL PERSPECTIVES



SITE SECTION



ALAMEDA POINT BLOCK 10

ALAMEDA, CA

BLOCK 10 SITE SECTION



NORTH ELEVATION



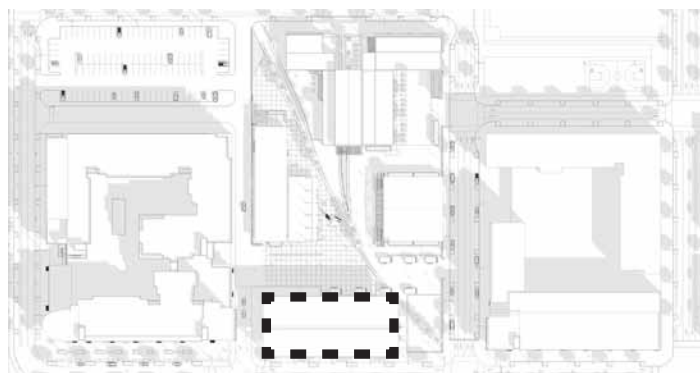
SOUTH ELEVATION



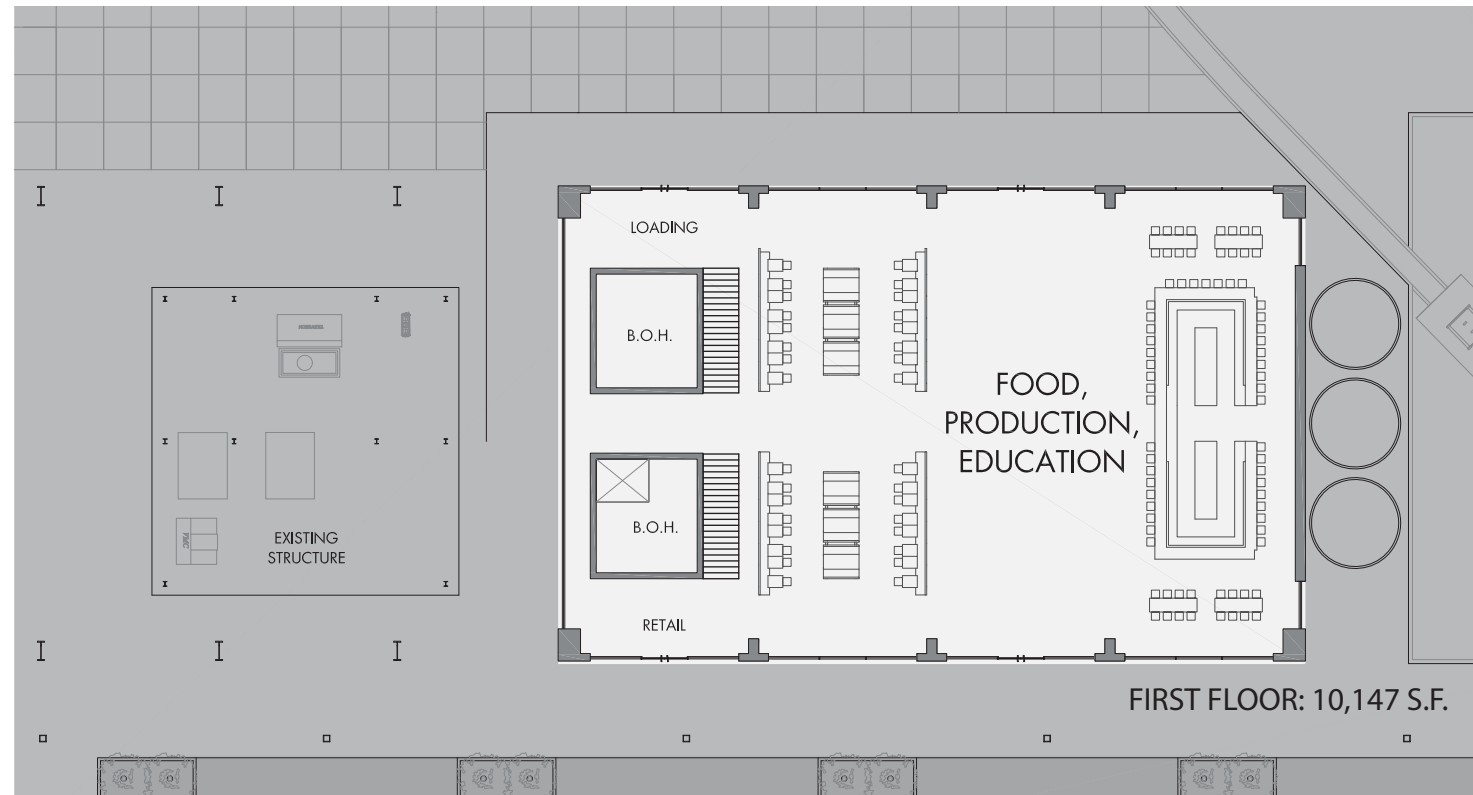
WEST ELEVATION



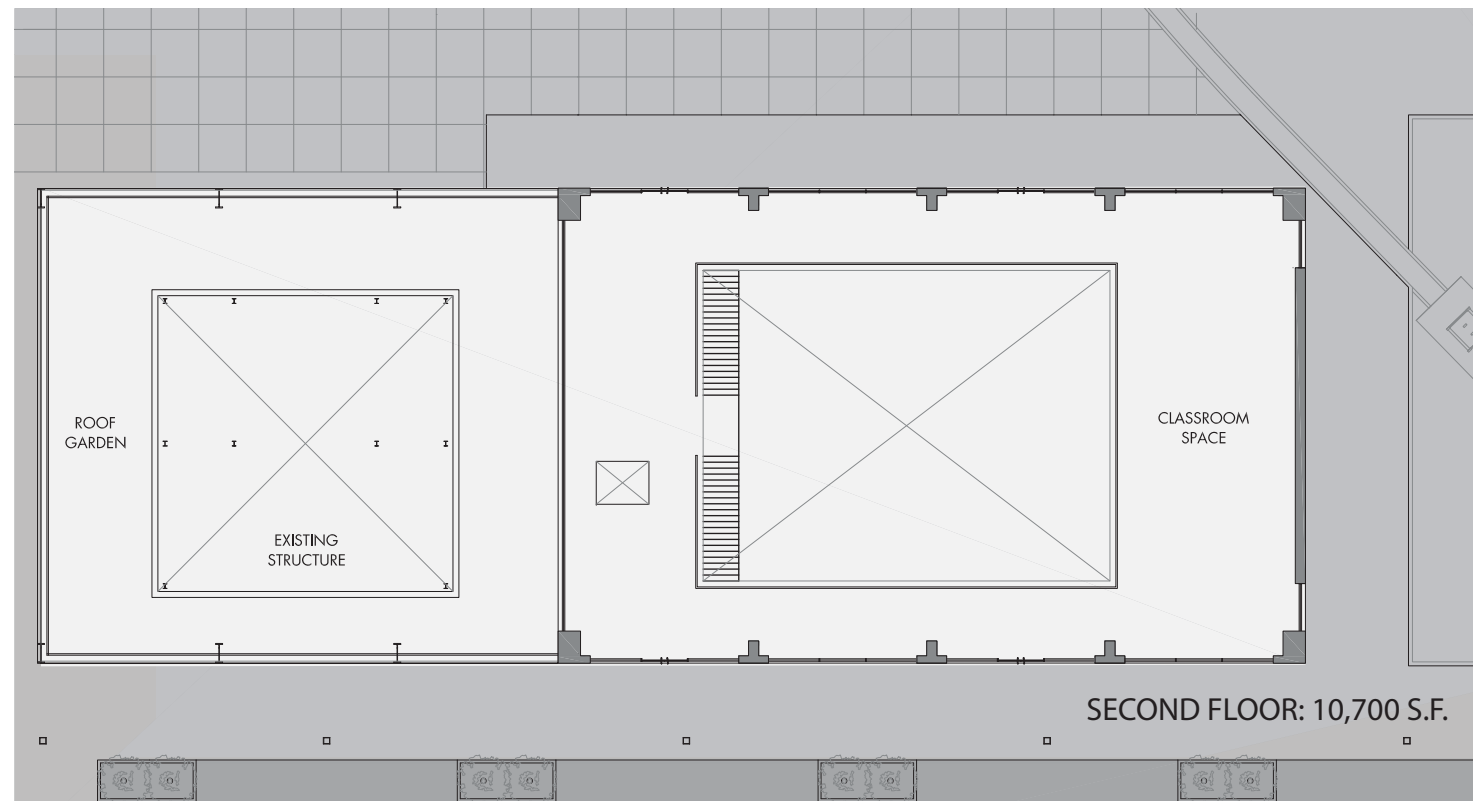
EAST ELEVATION



KEY PLAN



FIRST FLOOR PLAN



SECOND FLOOR PLAN

ALAMEDA POINT BLOCK 10

ALAMEDA, CA

THE DISTILLERY FLOOR PLAN & ELEVATIONS



ALAMEDA POINT BLOCK 10

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THE DISTILLERY PERSPECTIVE



ALAMEDA POINT BLOCK 10

ALAMEDA, CA

THE DISTILLERY PERSPECTIVE



ALAMEDA POINT BLOCK 10

ALAMEDA, CA

THE DISTILLERY PERSPECTIVE



SOUTH ELEVATION



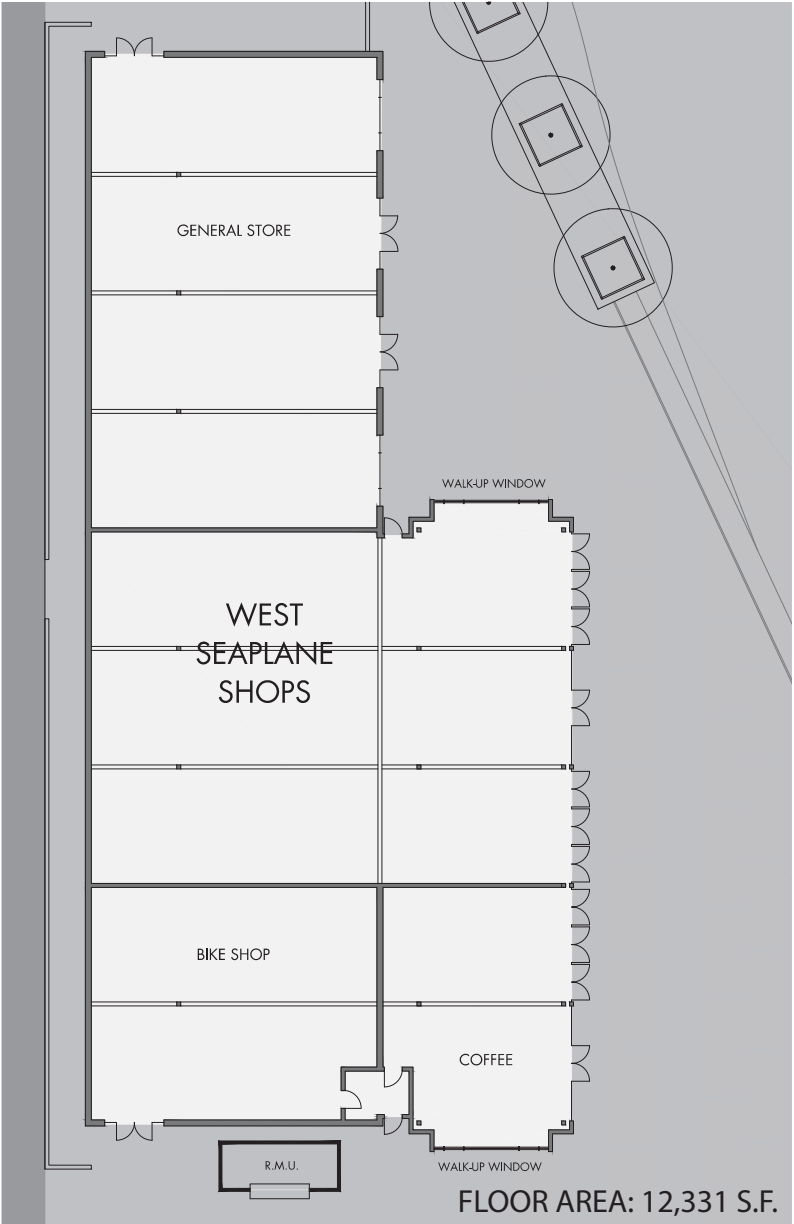
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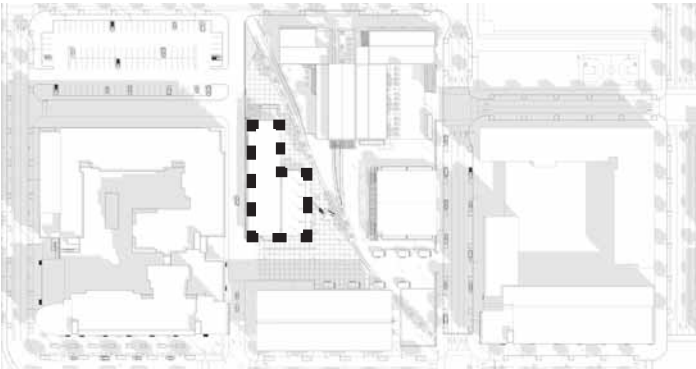
WEST ELEVATION



EAST ELEVATION



FLOOR PLAN



KEY PLAN



ALAMEDA POINT BLOCK 10

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WEST SEAPLANE SHOPS PERSPECTIVE



WEST ELEVATION



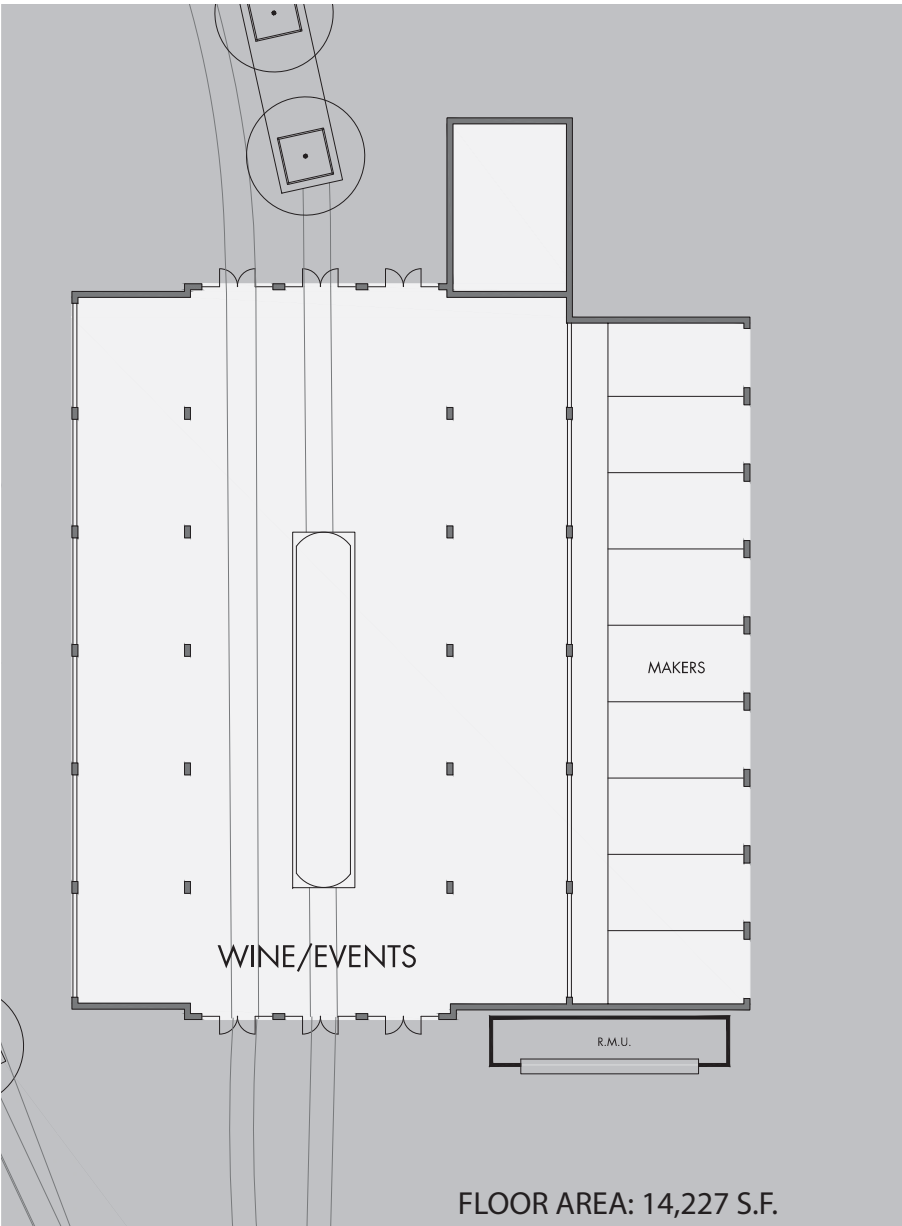
EAST ELEVATION



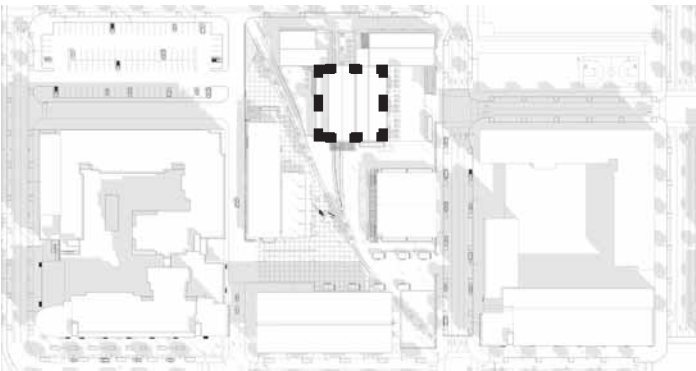
SOUTH ELEVATION



NORTH ELEVATION



FIRST FLOOR PLAN



KEY PLAN



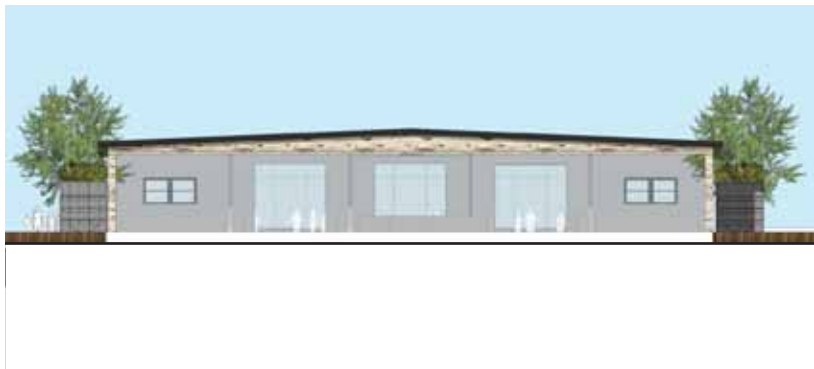
ALAMEDA POINT BLOCK 10

ALAMEDA, CA

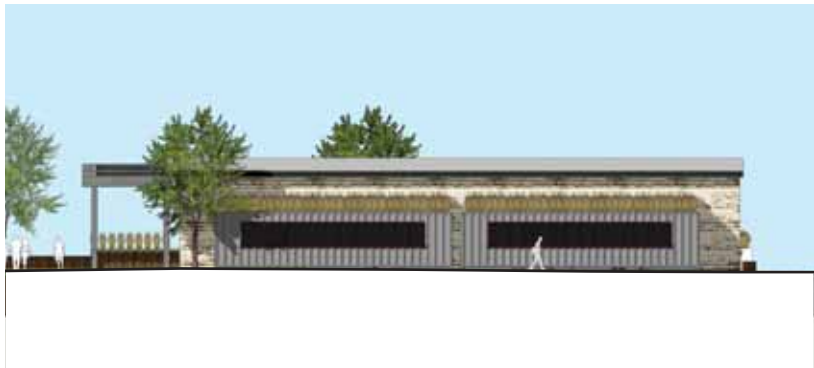
BUILDING 67 PERSPECTIVE



WEST ELEVATION



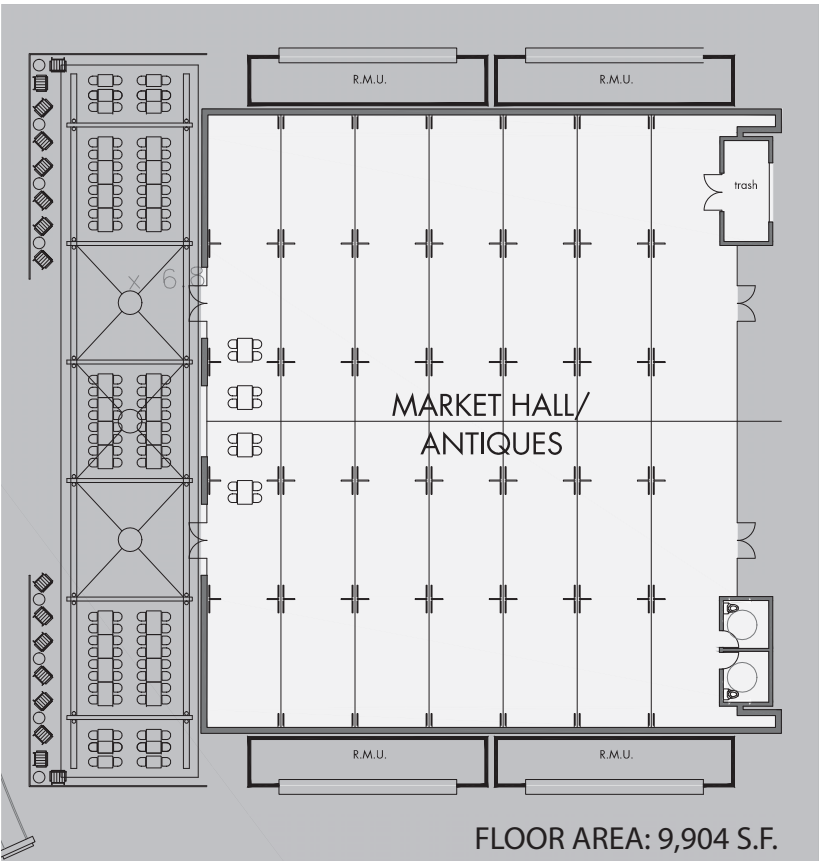
EAST ELEVATION



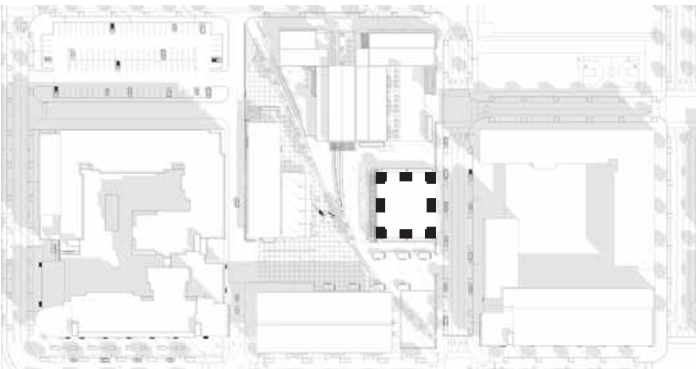
SOUTH ELEVATION



NORTH ELEVATION



FLOOR PLAN



KEY PLAN



ALAMEDA POINT BLOCK 10

ALAMEDA, CA

BUILDING 112 PERSPECTIVE



ALAMEDA POINT BLOCK 10

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BLOCK 10 PERSPECTIVE



ALAMEDA POINT BLOCK 10

ALAMEDA, CA

BLOCK 10 PERSPECTIVE



ALAMEDA POINT BLOCK 10

ALAMEDA, CA

BLOCK 10 PERSPECTIVE