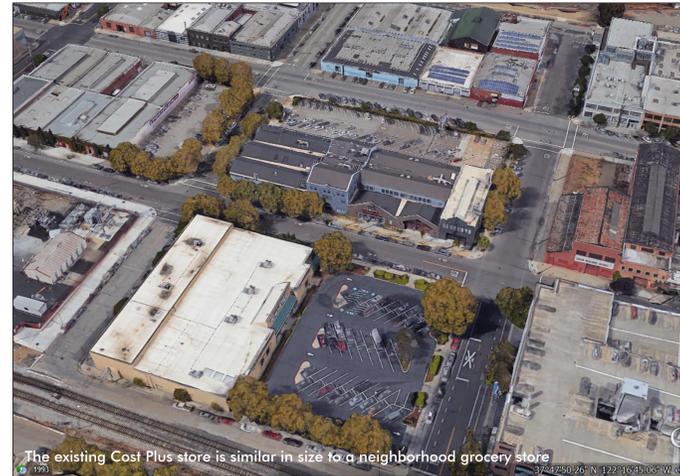


# BUILT ENVIRONMENT

## JACK LONDON DISTRICT (WEST)



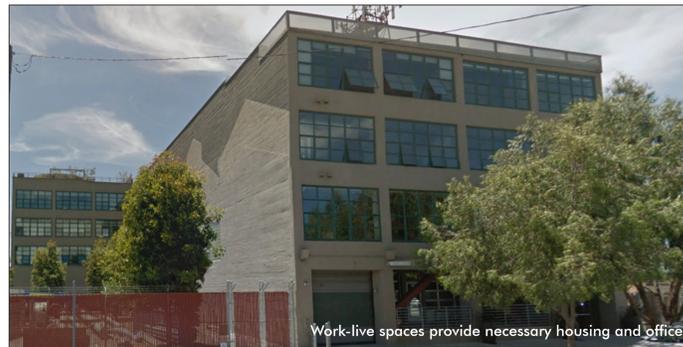
### C Neighborhood Grocery Store



#### Considerations:

- How can a neighborhood grocer be accommodated in the Jack London District?
- Where can a grocer be located? What physical design details are important for the store building? How can access be improved?

### A Industrial Conversion



#### Considerations:

- How can the neighborhood retain the historic building fabric and light industrial uses while also adapting to new and necessary uses?
- How can the historic assets that define the Jack London District be preserved, celebrated and activated?

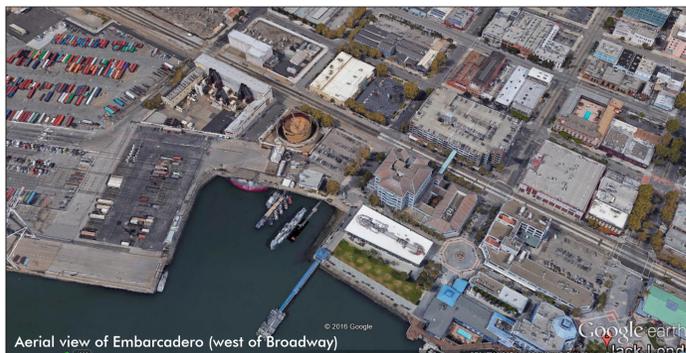
### D Improved Urban Realm



#### Considerations:

- How can the walkability and the urban realm in Jack London District be improved through near-term solutions? Specifically, how can landscaping, murals and other design techniques be used to help improve blank walls and other less desirable conditions?
- How can graffiti and blight in the Jack London District be addressed in the long-term through plan policies?

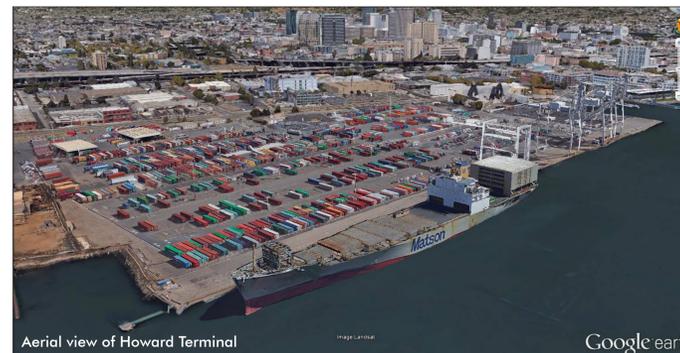
### B Embarcadero



#### Considerations:

- What will the future street design of the Embarcadero look like? What attributes will the improved street have?
- A "quiet zone" for trains along the Embarcadero is a common suggestion for mitigating noise pollution in the Jack London District.

### E Howard Terminal



#### Considerations:

- How might Howard Terminal evolve in the future? Which uses or events would be most beneficial to the City of Oakland?
- Can Howard Terminal evolve in a way that allows multiple phases of development? What might that look like over time?

# BUILT ENVIRONMENT

## JACK LONDON DISTRICT (EAST)



### C West of Embarcadero

#### Considerations:

- How could a new Water Street alignment help to improve circulation within the disconnected condo developments?

### D I-880 and Connections to Chinatown



#### Considerations:

- How can the freeway underpass be improved?
- How can Chinatown better connect to the waterfront? How can Jack London better connect to Chinatown/Lake Merritt BART station?

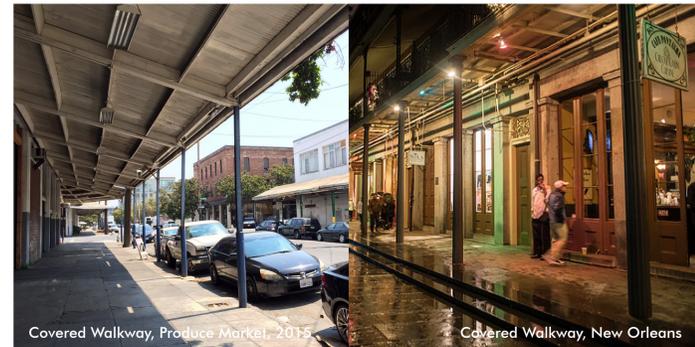
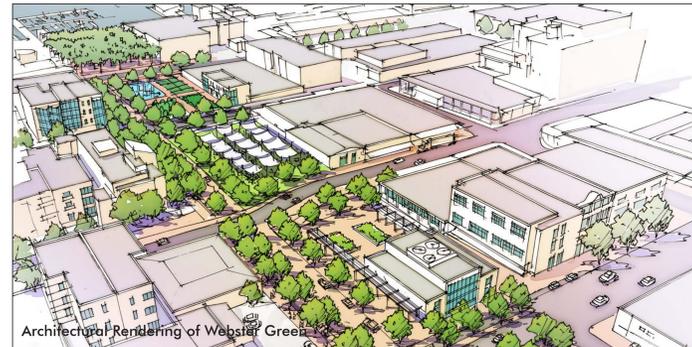
### A Victory Court



#### Considerations:

- How can potential new development contribute to an appropriate neighborhood scale, including the recent Brooklyn Basin project?
- How can new development provide better access and connectivity to the Lake Merritt Channel and Laney College opportunity sites?

### E Webster Green, Produce Market & Historic Resources



#### Considerations:

- Webster Green will be a key connection to Chinatown. What are the steps to implementation?
- How can the historic produce market adapt to meet contemporary needs while retaining the valuable historic architecture?

### B Embarcadero



#### Considerations:

- What will the future street design of the Embarcadero look like? What attributes will the improved street have?
- A "quiet zone" for trains along the Embarcadero is a common suggestion for mitigating noise pollution in the Jack London District.

### F Lower Broadway & Views to the Waterfront



#### Considerations:

- What might an iconic gateway street along Broadway look like? How can circulation be improved between east-west in Jack London?
- How can the waterfront grow to accommodate growth while also retaining iconic views?

# BUILDING TYPES & ARCHITECTURAL FEATURES

## Small Scale Multifamily Residential Types



**Building Types for Downtown Oakland**  
Throughout the planning process and in coordination with the community, the Plan Downtown team has analyzed the parcels and building types along each street and in each neighborhood Downtown.

Based on the desire for variety in future development, multiple building types have been designed to "fit" on the typical lot sizes that are found in Downtown Oakland. The range of building types fit on the range of parcels in the study area. By preserving a variety of parcel sizes and building types, new development can include a wide assortment of unit types, commercial and light industrial spaces as well as other uses.

## Character Defining Features



### Waterfront

- The waterfront provides a unique opportunity to experience bridges, piers, wharves and iconic views.
- The Bay Trail takes advantage of waterfront access, providing active public space. Details like the transparent bridge (left) allow views through to the Bay.
- Future improvements can include more public and open space for gathering and events.

## Small Lot Size: 50-75 feet by 150 feet

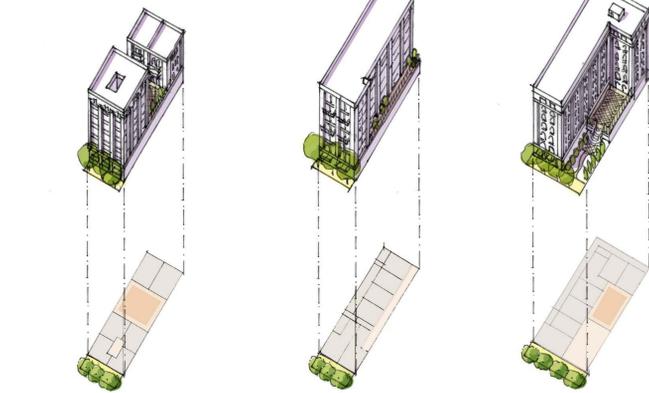
**Yield Calculations:**  
Lot Size: 50' x 150'  
Pedestal + 6 floors x 4 units/floor (front)  
+ 4 floors x 2 units/floor (rear) = 32 units  
7,500 s.f. lot => 188 du/ac

Lot Size: 50' x 150'  
Pedestal + 6 floors x 6 units/floor  
= 36 units  
7,500 s.f. lot => 210 du/ac

Lot Size: 75' x 150'  
Pedestal + 6 floors x 7 units/floor  
= 42 units  
11,250 s.f. lot => 163 du/ac

**What is a Building Type?**  
Building types are classifications for buildings based on a combination of their form and use. These classifications identify patterns that describe the type of buildings found in different neighborhoods within a city. Building types are a component of place because they inform the physical character that sets one neighborhood apart from another; they speak to an area's scale, density, and walkability.

A specific building type classification is based on characteristics shared by multiple similar buildings. These characteristics include, but are not limited to, number of dwelling units, arrangement of dwelling units, typical uses, arrangement of typical uses, size, form, and relationship to other buildings.



**Industrial Buildings** typically have a distinct structural shape, with tall walls that have a large floor-to-ceiling height (compared to other building types). The facades are typically transparent and are often repetitive; industrial buildings create a unique sense of place and are often easy to adapt or change into a new use.

## Medium Lot Size: 100 feet by 150 feet

**Yield Calculations:**  
Lot Size: 100' x 150'  
Pedestal + 6 floors x 14 units/floor  
= 84 units  
15,000 s.f. lot => 244 du/ac

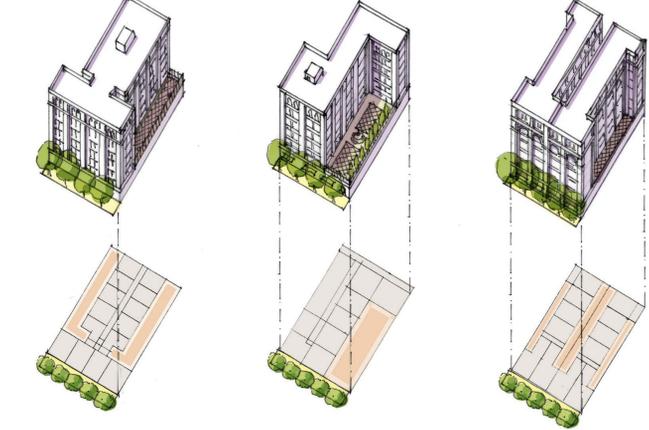
Lot Size: 100' x 150'  
Pedestal + 6 floors x 8 units/floor  
= 48 units  
15,000 s.f. lot => 141 du/ac

Lot Size: 100' x 150'  
Pedestal + 6 floors x 12 units/floor  
= 72 units  
15,000 s.f. lot => 211 du/ac

**New Building Type: Warehouse**  
Lot Size: 100' x 150' or other  
Number of floors and units varies depending on site.



Warehouse floor plan varies; may include commercial, light industrial, residential, or a variety of other uses.



**Industrial Buildings** can accommodate a variety of facade treatments, including paint or murals. The large, open interior floor plan makes warehouses and industrial spaces ideal for events and gatherings. The example (above) is the former Metropolitan Opera House.

## Large Lot Size: 150 feet by 150 feet

**Yield Calculations:**  
Lot Size: 150' x 150'  
Pedestal + 6 floors x 16 units/floor  
= 96 units  
22,500 s.f. lot => 185 du/ac

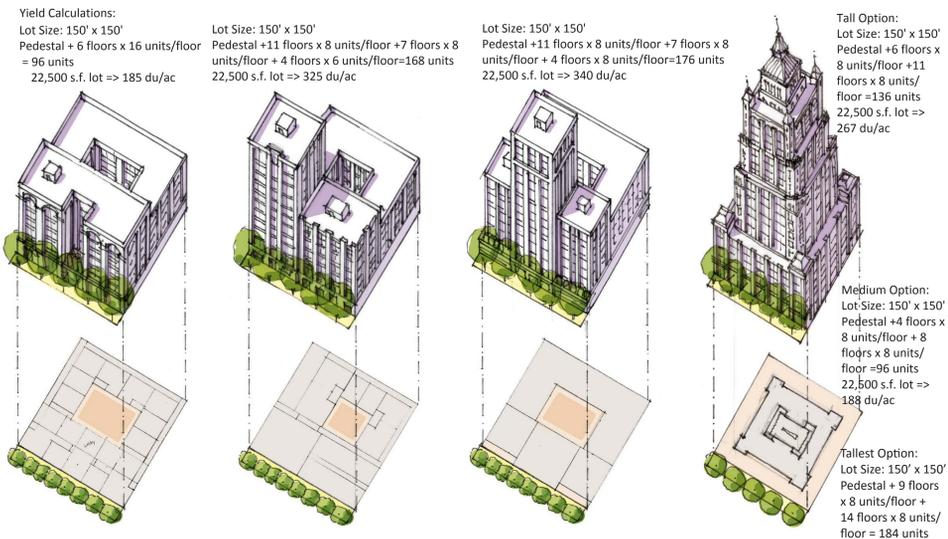
Lot Size: 150' x 150'  
Pedestal + 11 floors x 8 units/floor + 7 floors x 8 units/floor + 4 floors x 6 units/floor = 168 units  
22,500 s.f. lot => 325 du/ac

Lot Size: 150' x 150'  
Pedestal + 11 floors x 8 units/floor + 7 floors x 8 units/floor + 4 floors x 8 units/floor = 176 units  
22,500 s.f. lot => 340 du/ac

**Tall Option:**  
Lot Size: 150' x 150'  
Pedestal + 6 floors x 8 units/floor + 11 floors x 8 units/floor = 136 units  
22,500 s.f. lot => 267 du/ac

**Medium Option:**  
Lot Size: 150' x 150'  
Pedestal + 4 floors x 8 units/floor + 8 floors x 8 units/floor = 96 units  
22,500 s.f. lot => 188 du/ac

**Tallest Option:**  
Lot Size: 150' x 150'  
Pedestal + 9 floors x 8 units/floor + 14 floors x 8 units/floor = 184 units



**Industrial Buildings** are often constructed of a material that was affordable and local during the specific era of construction. Patterned brickwork, arched windows and parapet details are common characteristics. Patterned brickwork often creates decorative accents, large floor to ceiling sash windows are common and a covered sidewalk (awning or arcade), make the pedestrian experience more comfortable.

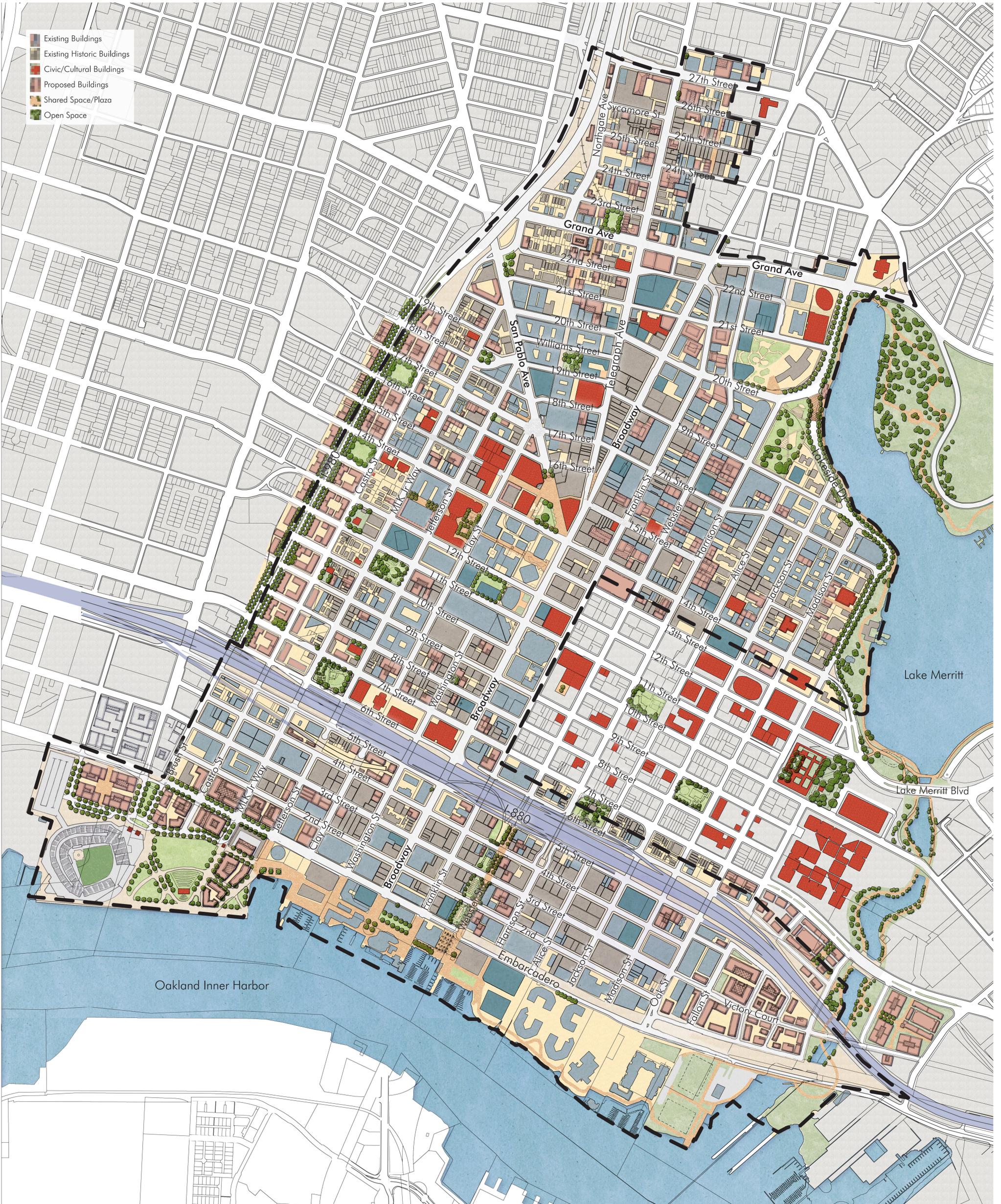
# PRODUCE MARKET



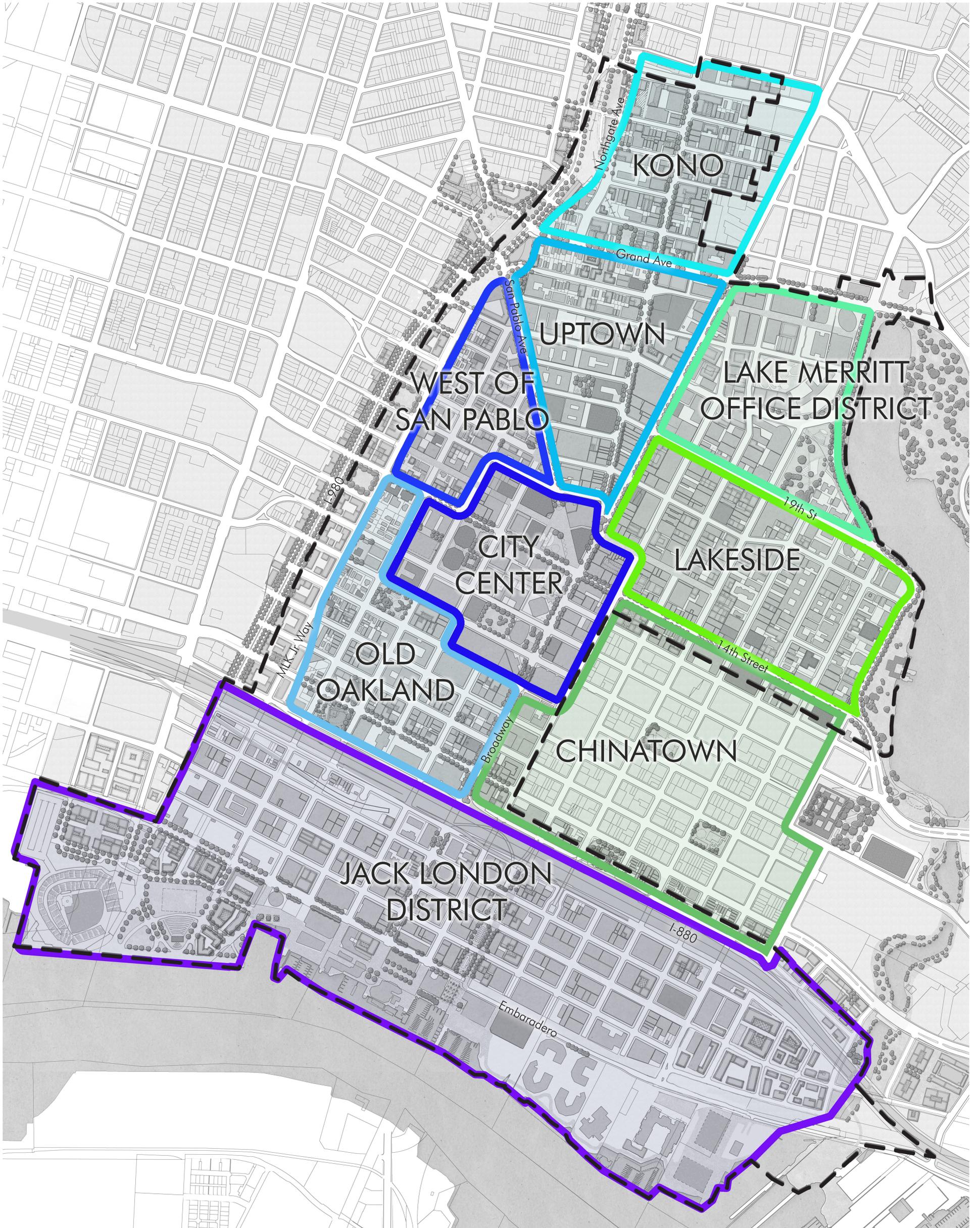
JACK LONDON DISTRICT



# ILLUSTRATIVE PLAN



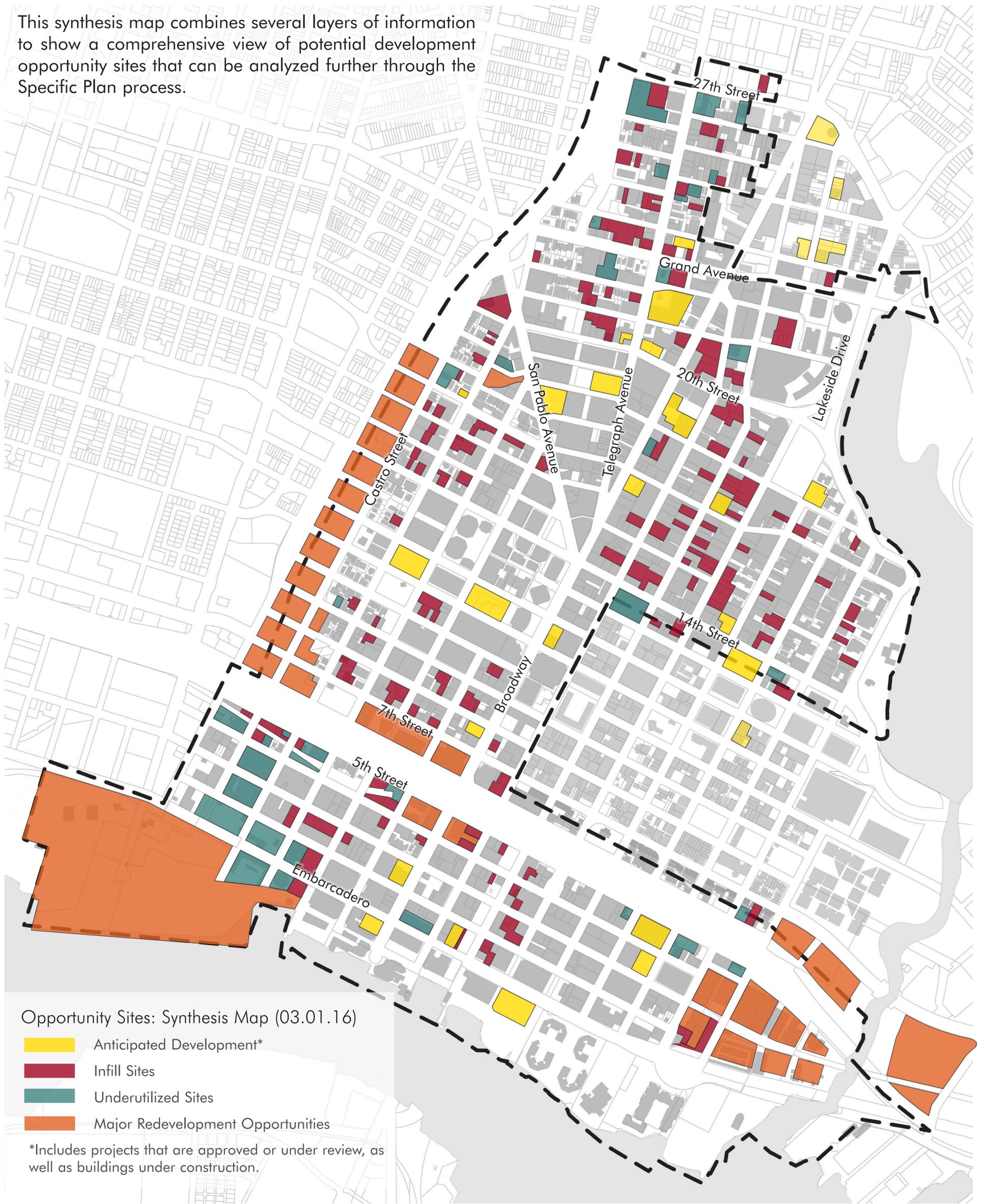
# DOWNTOWN NEIGHBORHOODS



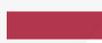
# OPPORTUNITY SITES



This synthesis map combines several layers of information to show a comprehensive view of potential development opportunity sites that can be analyzed further through the Specific Plan process.



Opportunity Sites: Synthesis Map (03.01.16)

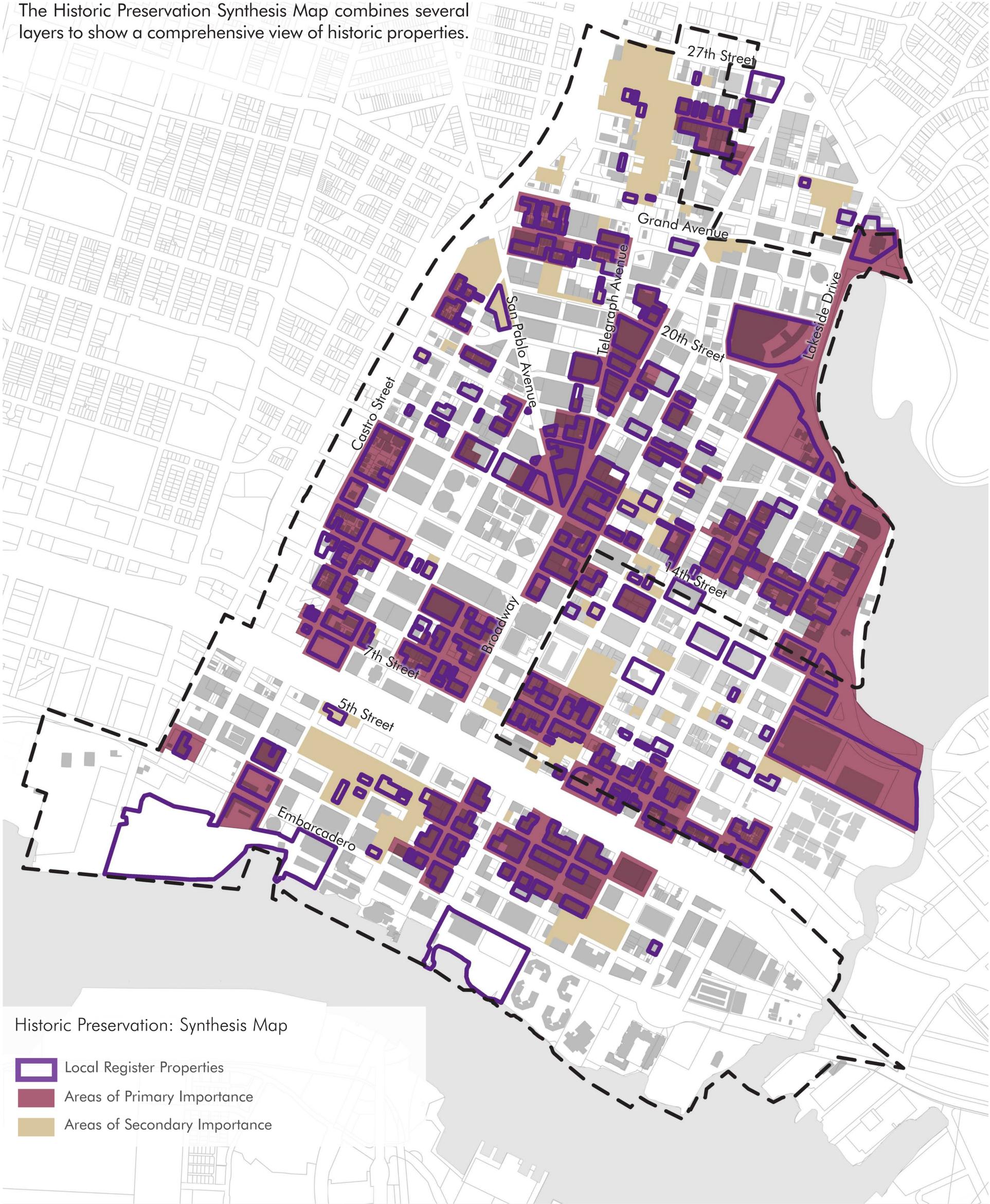
-  Anticipated Development\*
-  Infill Sites
-  Underutilized Sites
-  Major Redevelopment Opportunities

\*Includes projects that are approved or under review, as well as buildings under construction.

# HISTORIC PRESERVATION



The Historic Preservation Synthesis Map combines several layers to show a comprehensive view of historic properties.



Historic Preservation: Synthesis Map

-  Local Register Properties
-  Areas of Primary Importance
-  Areas of Secondary Importance





# PERSPECTIVE VIEW

**DRAFT**

08.17.16



JACK LONDON DISTRICT (PLAN ALTERNATIVE #1 & #2)



	Alt. 1 Infill		Anticipated Buildings		Existing Buildings		Green Space
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# PERSPECTIVE VIEW

**DRAFT**

08.17.16



## JACK LONDON DISTRICT (PLAN ALTERNATIVE #3)



	Alt. 2 Infill		Alt. 1 Infill		Anticipated Buildings		Existing Buildings		Green Space
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