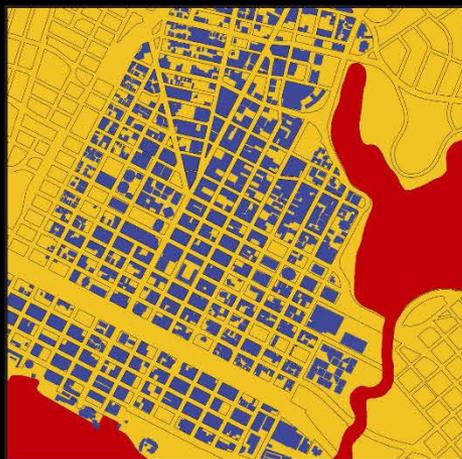
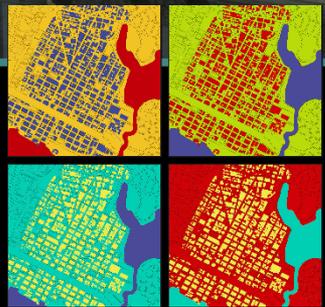


PLAN DOWNTOWN



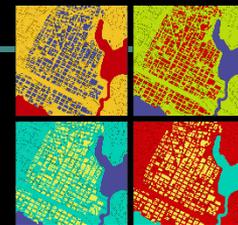
OAKLAND



welcome: plan downtown

oaklandnet.com/plandowntownoakland | [#plandowntown](https://twitter.com/plandowntown)

<https://oakland.granicusideas.com/projects>



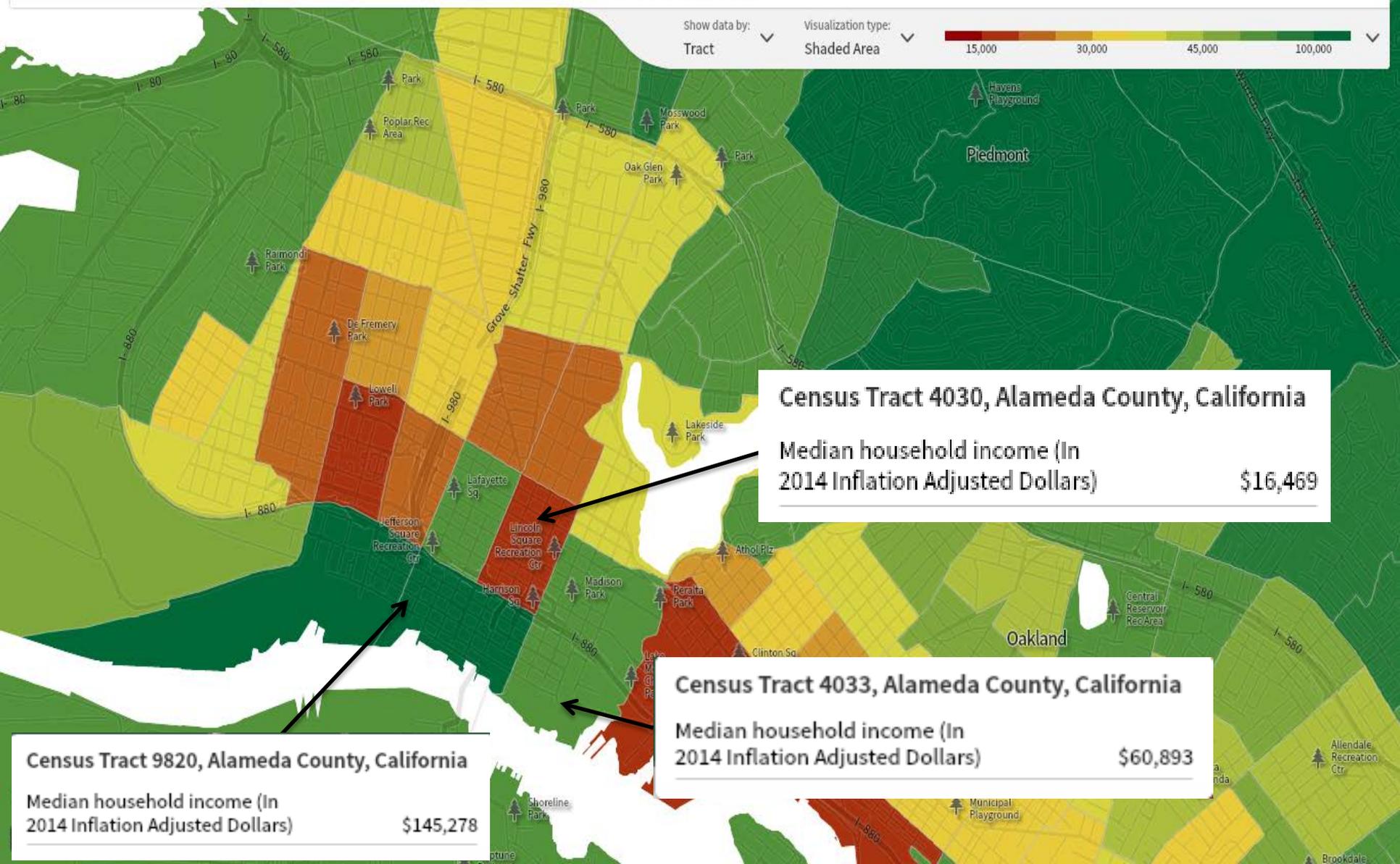
applying an equity lens

Median household income (In 2014 Inflation Adjusted Dollars)

ACS 2014 (5-Year Estimates)

Show data by:
Tract

Visualization type:
Shaded Area



Census Tract 4030, Alameda County, California

Median household income (In
2014 Inflation Adjusted Dollars)

\$16,469

Census Tract 4033, Alameda County, California

Median household income (In
2014 Inflation Adjusted Dollars)

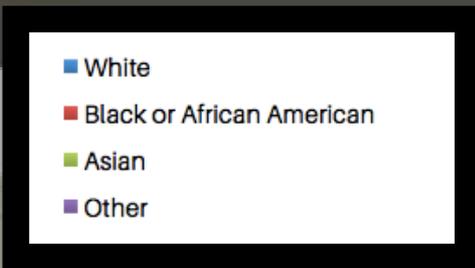
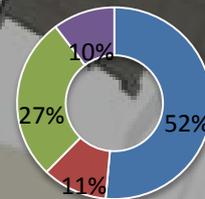
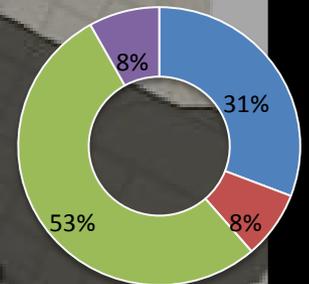
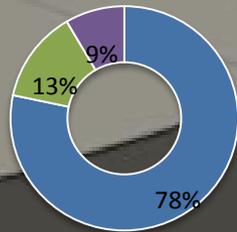
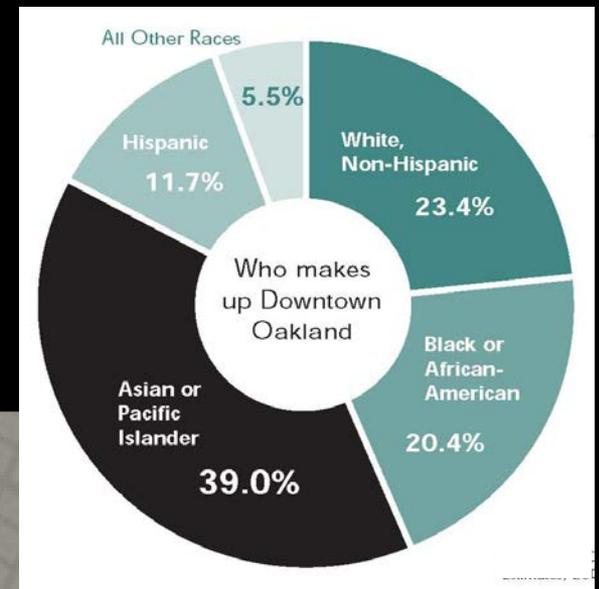
\$60,893

Census Tract 9820, Alameda County, California

Median household income (In
2014 Inflation Adjusted Dollars)

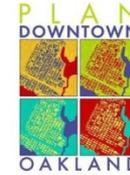
\$145,278

Jack London District



Downtown Oakland Specific Plan

Equity Exercise – Jack London District



Intervention: _____

Who is impacted?

- | | | |
|---|--|---|
| <input type="checkbox"/> Jack London residents | <input type="checkbox"/> Jack London food/retail workers | <input type="checkbox"/> Specific racial or ethnic groups |
| <input type="checkbox"/> Jack London property owners | <input type="checkbox"/> Chinatown residents | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Jack London business owners | <input type="checkbox"/> All Oakland residents | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Jack London industrial workers | <input type="checkbox"/> Homeless residents | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Jack London office workers | <input type="checkbox"/> Low-income residents | <input type="checkbox"/> _____ |

Could this contribute to?

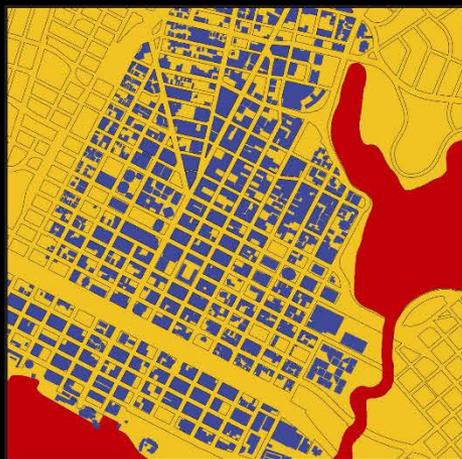
- | | | |
|---|---|--|
| <input type="checkbox"/> Communitywide benefits | <input type="checkbox"/> Displacement of residents,
industry, office or retail | <input type="checkbox"/> Income inequality |
|---|---|--|

Who benefits, how?

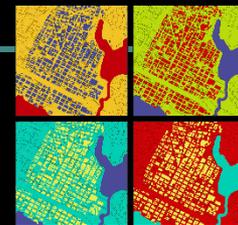
Who is harmed, how?

What might be some mitigation strategies?

PLAN DOWNTOWN



OAKLAND



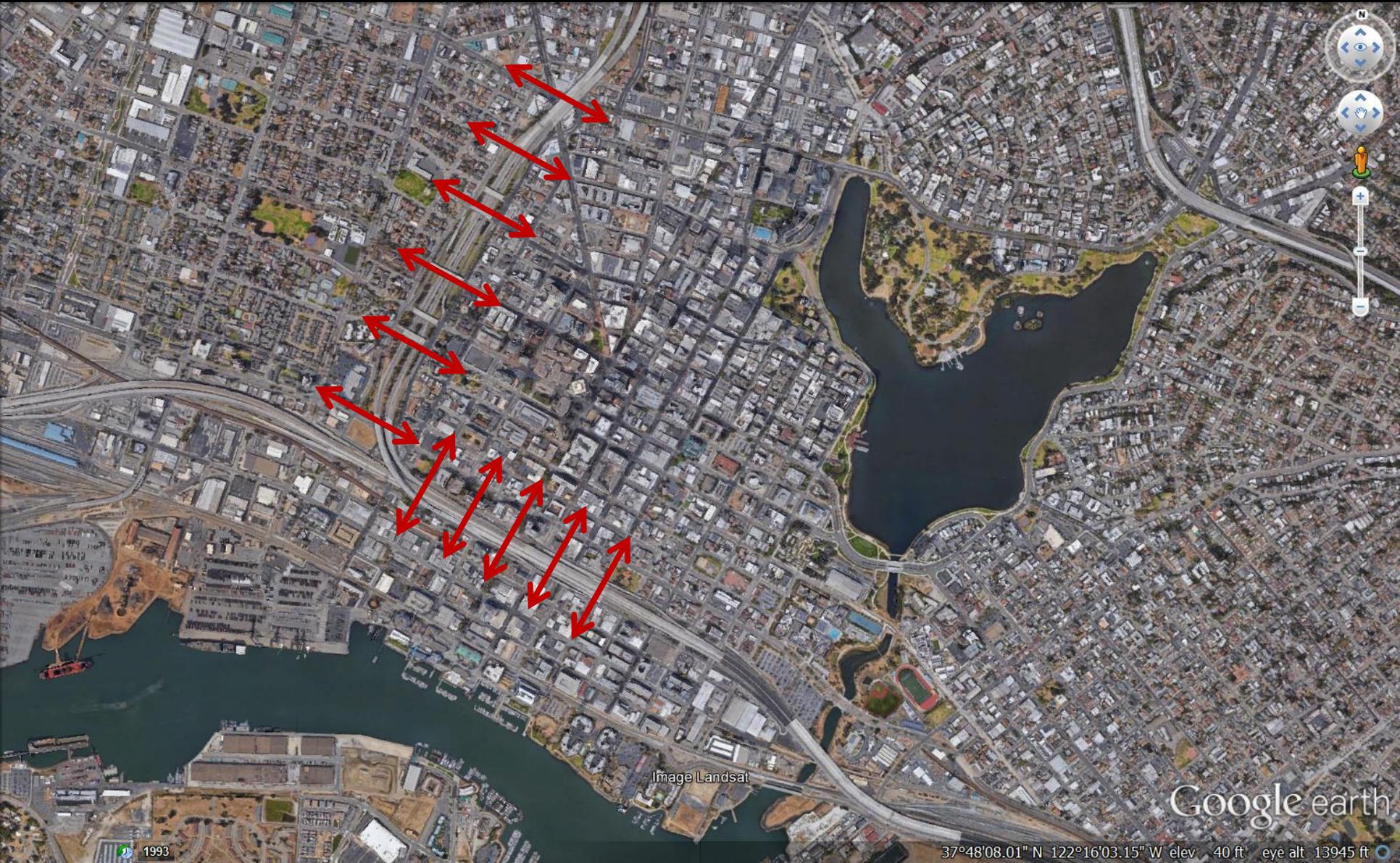
Imagining Downtown in the future...



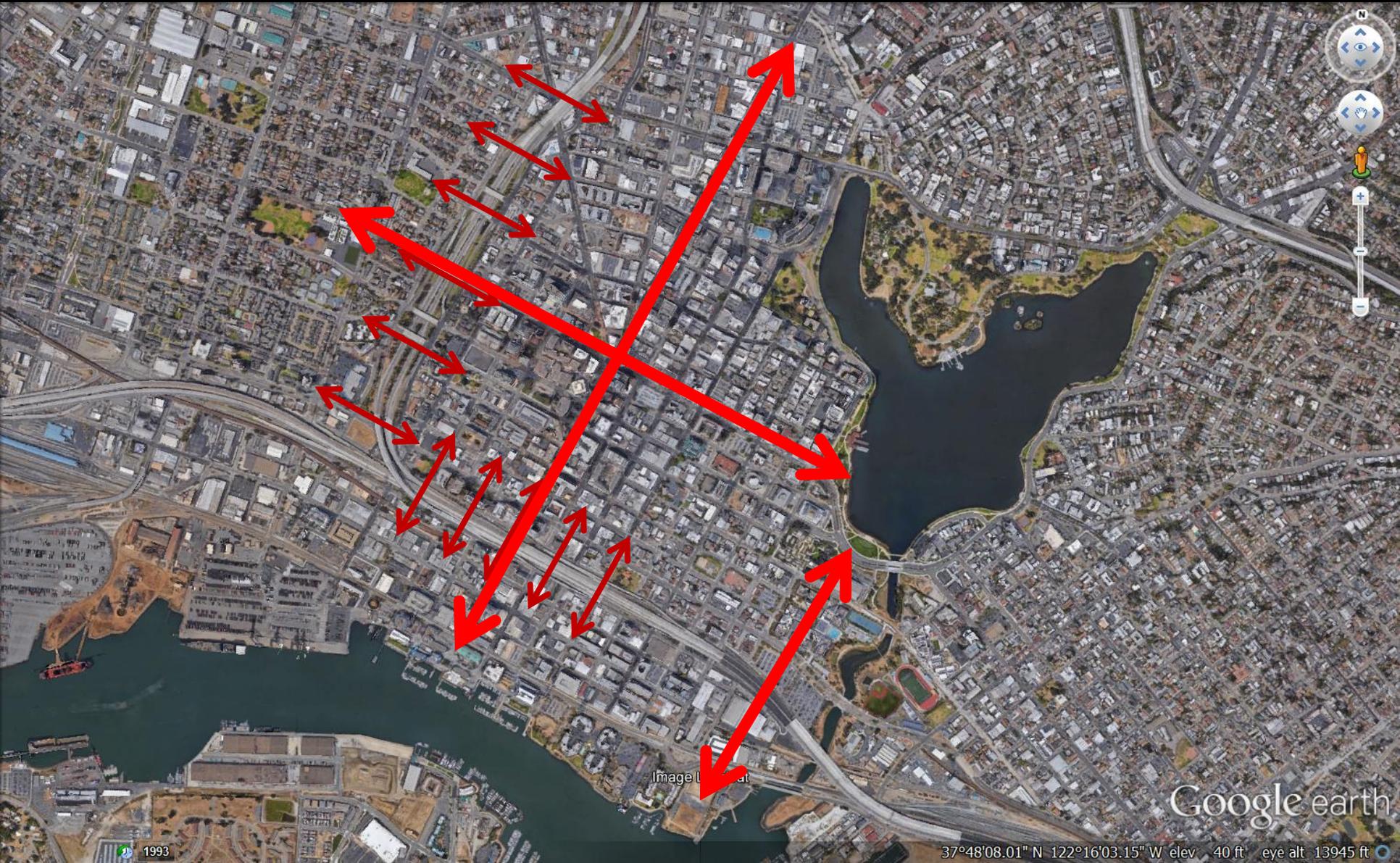
Aerial rendering of existing conditions and Anticipated New Development



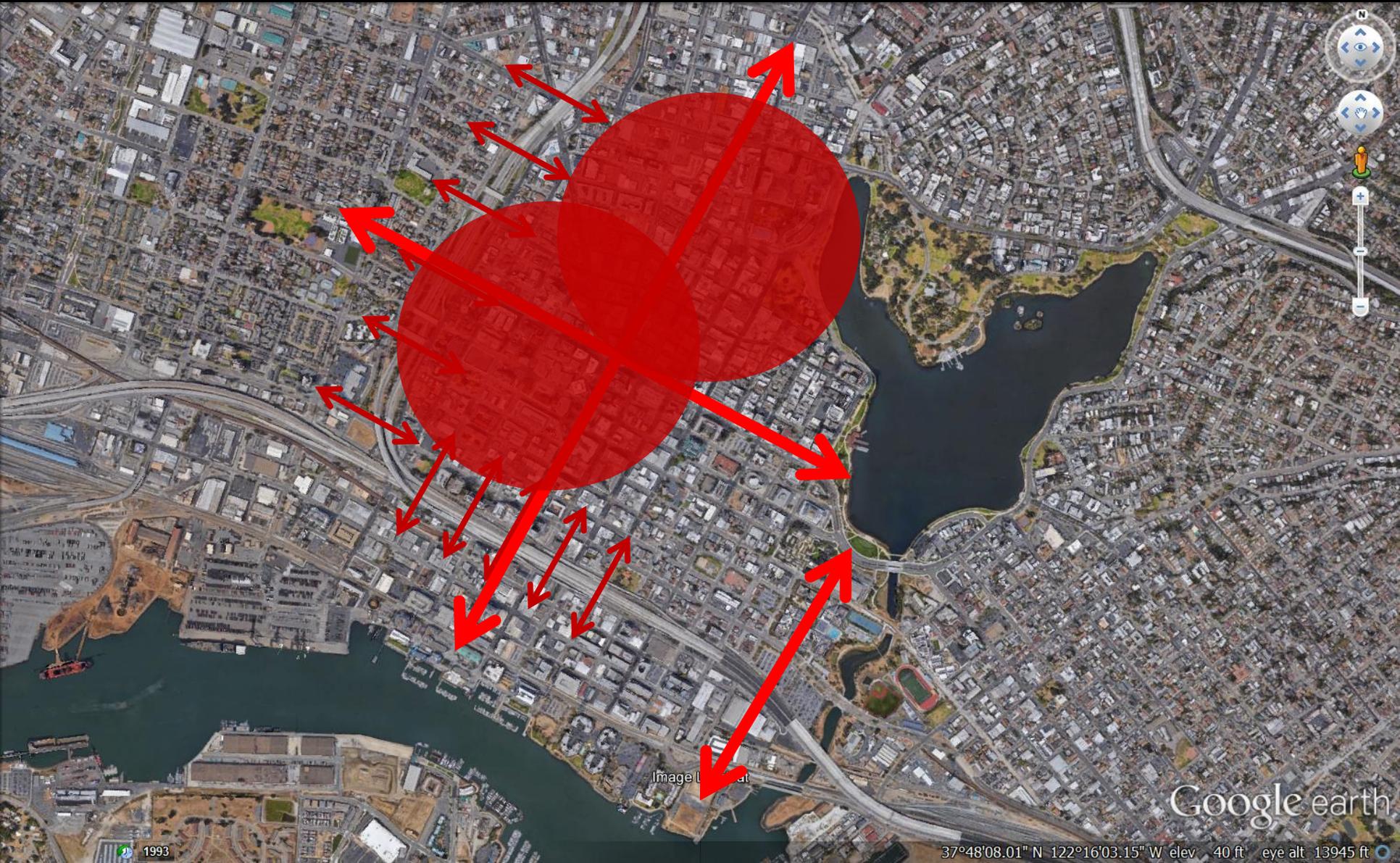
Illustrative Master Plan for Downtown Oakland



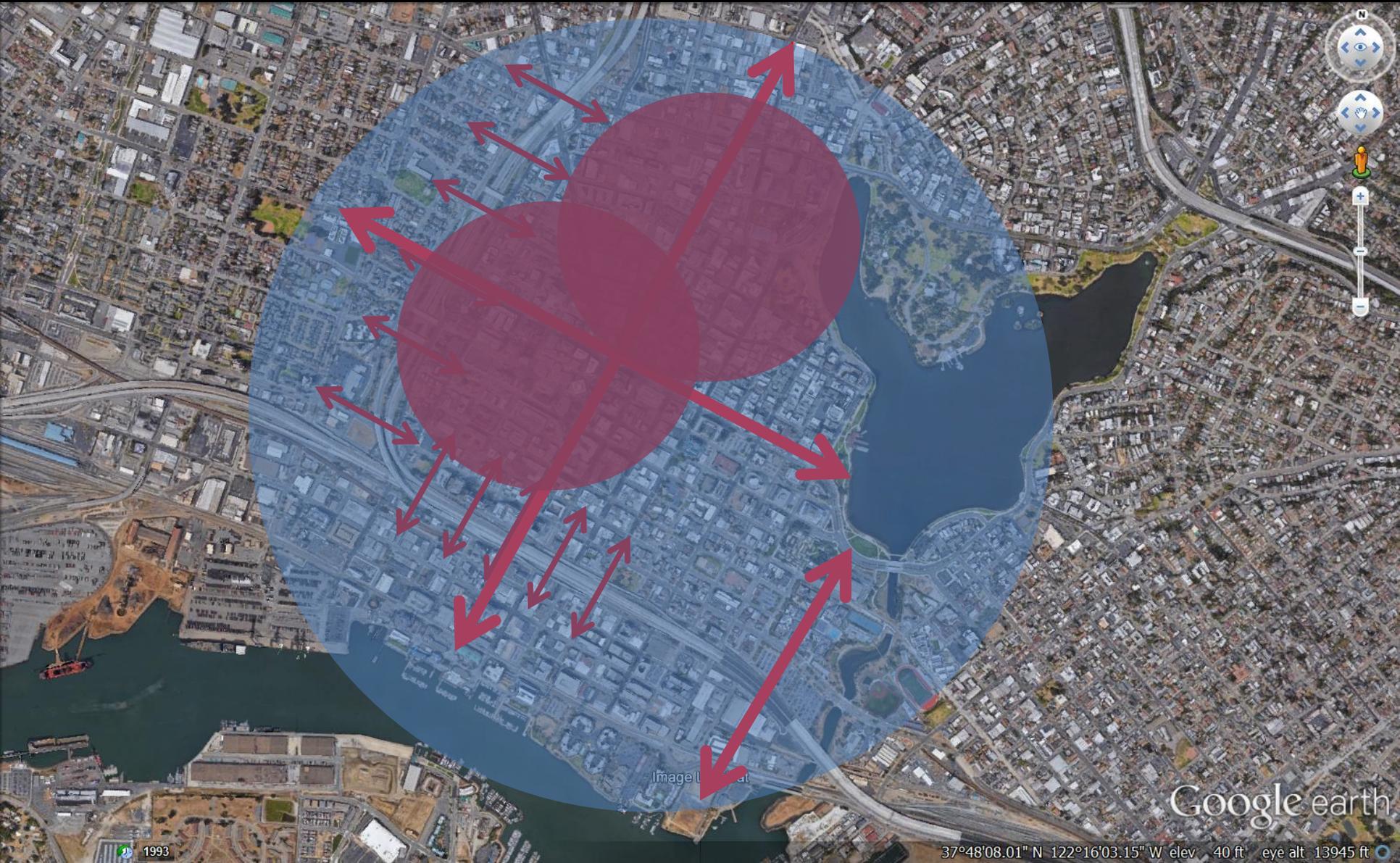
Big ideas: Connectivity



Big ideas: Access



Big ideas: Downtown as a center of employment



Google earth

37°48'08.01" N 122°16'03.15" W elev 40 ft eye alt 13945 ft

Big ideas: A variety of housing throughout Downtown, including affordable

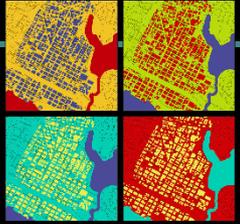
An aerial satellite view of a city, likely San Francisco, showing a dense urban grid. A large, semi-transparent blue circle is centered over a portion of the city. From the perimeter of this circle, several red arrows point outwards in various directions, suggesting expansion or displacement. The text "Development without displacement" is overlaid in the center of the image in a large, bold, black font. In the bottom right corner, the "Google earth" logo is visible, along with coordinates and elevation data. In the bottom left corner, there is a small "1993" label.

Development without displacement

Google earth

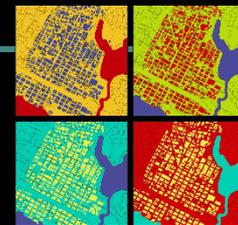
37°48'08.01" N 122°16'03.15" W elev. 40 ft eye alt 13945 ft

1993



key topics – Jack London (east)

- land use
- produce market
- urban form, growth & height
- access & connectivity
- Webster Green



Jack London District (east of Broadway)



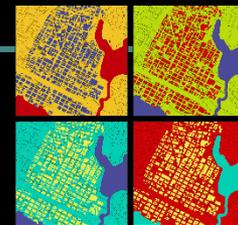
Oakland Aerial View 2



Google earth

1993

37°47'40.57" N 122°15'59.94" W elev 28 ft eye alt 2573 ft



Land Use



Issue:

The General Plan and Zoning in the
Jack London District are out of
sync



The General Plan Element applicable to Jack London (Estuary Policy Plan) was adopted in 1999, but the zoning for the District has not been comprehensively updated since 1965



As a consequence, some uses may be consistent with Zoning but inconsistent with the General Plan; or consistent with the General Plan but inconsistent with Zoning.

When a conflict occurs between Zoning and the General Plan, the General Plan controls.



**One example of this conflict:
Several areas of the Jack London
District have a General Plan
designation that allows residential,
but an industrial zoning
designation that prohibits
residential.**

Estuary Policy Plan and Zoning East of Broadway

City of OAKLAND California

Oaklandnet.com

Parcel Search

Address/Intersection APN

Example: Broadway & 14th St

Search

- General Industry and Tran
- Institutional
- Resource Conservation
- Urban Park and Open Spa
- EPP General Commercial 1
- EPP General Commercial 2
- EPP Heavy Industry
- EPP Light Industry 1
- EPP Light Industry 2
- EPP Light Industry 3
- EPP Mixed Use District
- EPP Off-Price Retail Distric
- EPP Parks
- EPP Planned Waterfront De
- EPP Planned Waterfront De
- EPP Planned Waterfront De
- EPP Produce Market
- EPP Residential Mixed Use

Streets Hybrid 2003 Hybrid 2007

Switch Map Draw Tools Clear Graphics Create PDF Print Map Measure

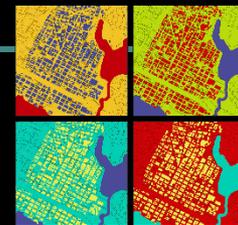
4:41 PM
8/26/2016

Estuary Policy Plan and Zoning West of Broadway

The screenshot displays the City of Oakland's interactive zoning map. The browser address bar shows <http://mapgis.oaklandnet.com/planmap/index.aspx>. The page title is "City of OAKLAND California". The map interface includes a "Parcel Search" section with radio buttons for "Address/Intersection" (selected) and "APN", and an example search "Broadway & 14th St". A search bar and "Search" button are provided. A legend on the left lists various zoning categories with corresponding color swatches:

- General Industry and Transportation
- Institutional
- Resource Conservation
- Urban Park and Open Space
- EPP General Commercial 1
- EPP General Commercial 2
- EPP Heavy Industry
- EPP Light Industry 1
- EPP Light Industry 2
- EPP Light Industry 3
- EPP Mixed Use District
- EPP Off-Price Retail District
- EPP Parks
- EPP Planned Waterfront Development
- EPP Produce Market
- EPP Residential Mixed Use

The map itself shows a grid of colored zoning districts. A red rectangle highlights a specific parcel. Other visible zoning codes include CIX-1C/T, CIX-1B/T, CIX-1E, CIX-1A/T, CIX-1B/T, CIX-1A, M-30, C-40, C-45/S-4, C-45, OS (SU), D-LM-2, D-LM-4, M-40, M-20S-4, and R-30. The interface also features a "Switch Map" button, "Draw Tools", "Clear Graphics", "Create PDF", "Print Map", and "Measure" options. The taskbar at the bottom shows the system clock as 4:42 PM on 8/26/2016.



starter ideas...



A mixed distribution of land uses is key to a thriving Downtown.

Incorporate a variety of uses, including a mix of light industrial, hotel, retail, entertainment, services, office spaces, residential uses and work-live units which are desired for the future, and compatible with market conditions.



Lungomare

Lungomare

Bar	***	Bar
11 AM - 3 PM	9 AM - 9 PM	2:30 PM - 8 PM

MID DAY
FOOD AND DRINK EVERY DAY
3 PM - 8 PM

CAFE
EVERY DAY
7 AM - 4 PM

Cosmopolitan Food, Pizza and Pasta

WWW.LUNGOMARCOAKLAND.COM

Lungomare CAFE
NOW SERVING breakfast
ENTRANCE WATER ST.

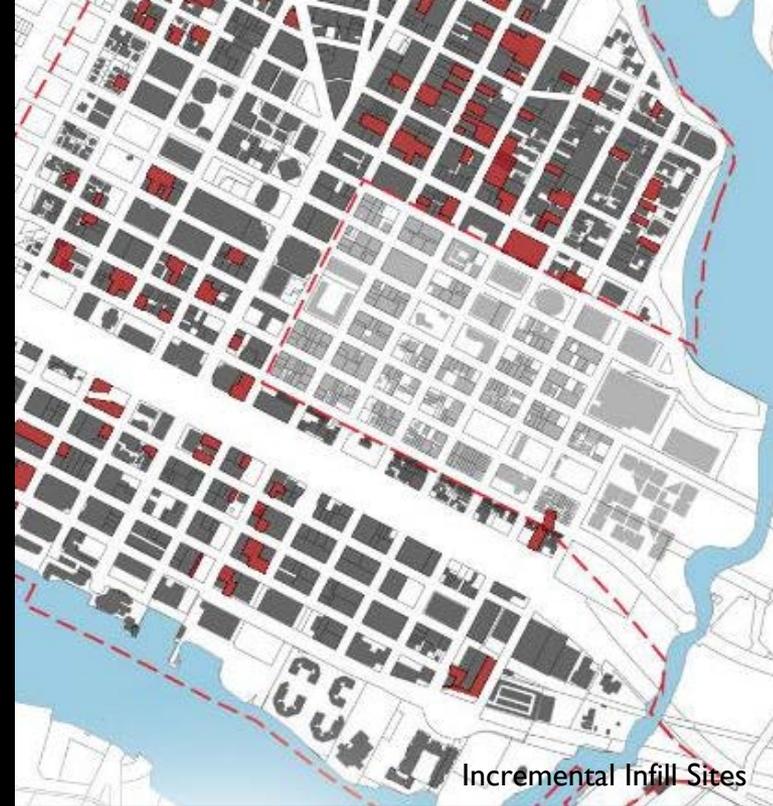




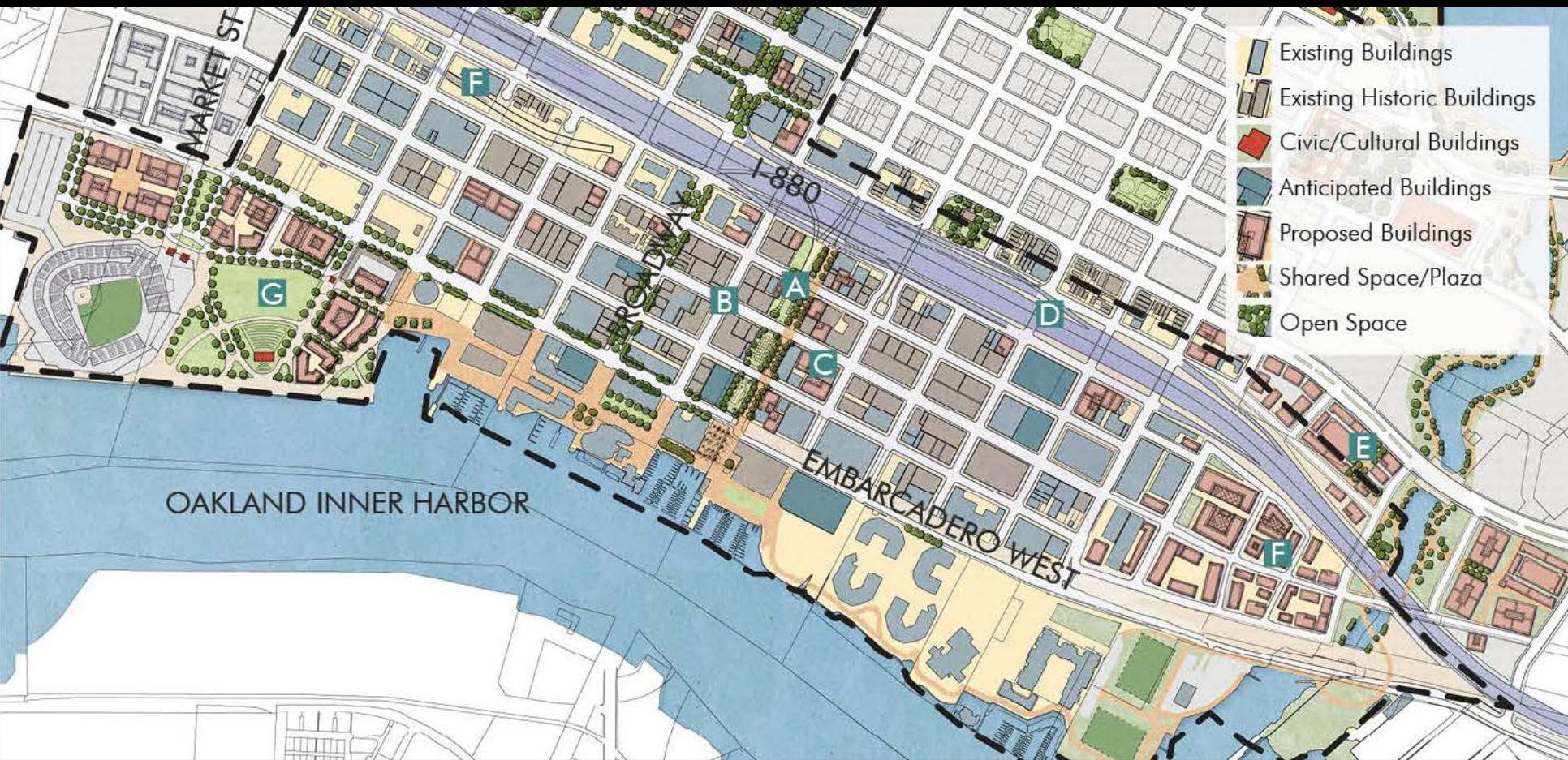
AMERICAN BAG CO. BAGS - BURLAP AND TWINE

299 THIRD STREET

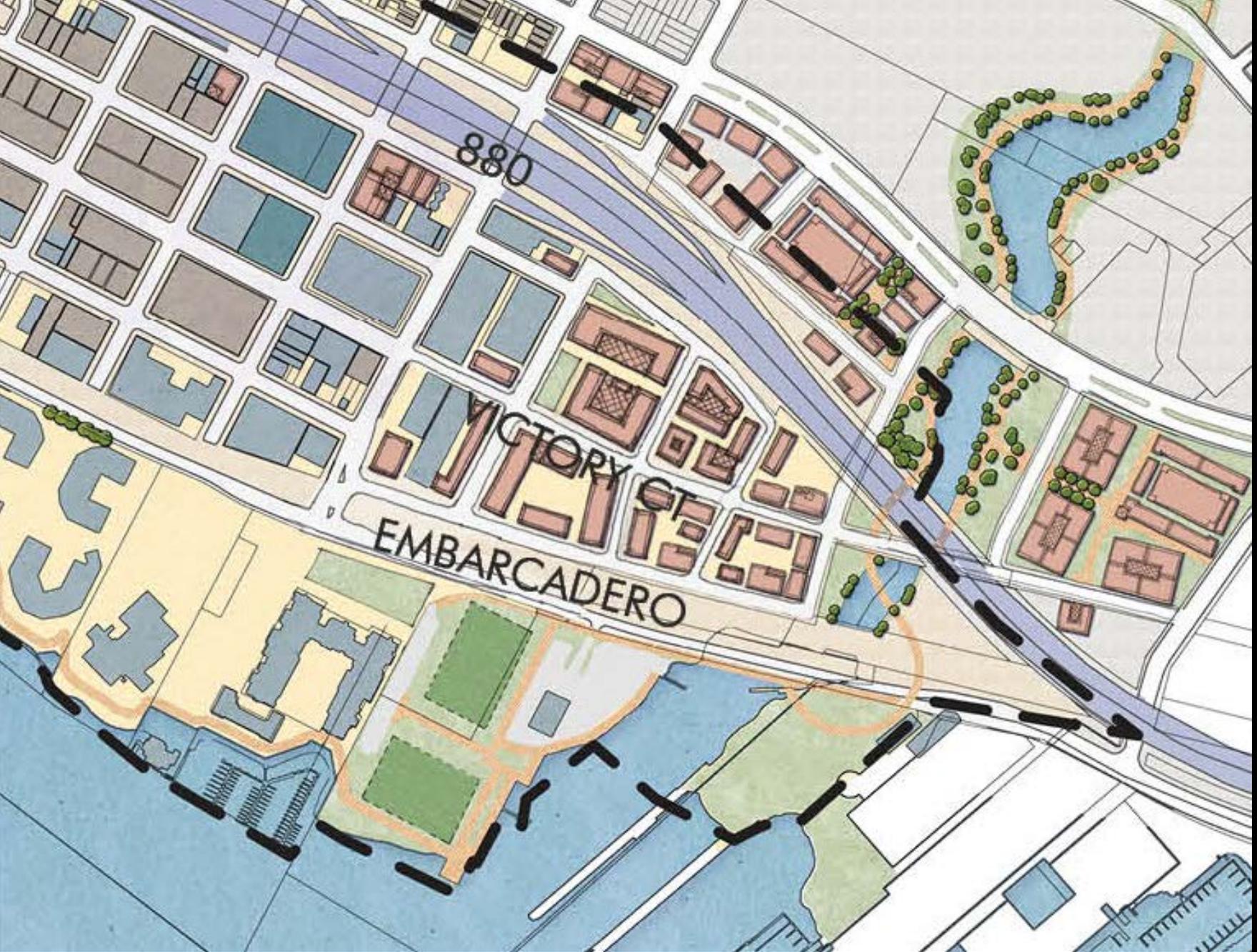
WAREHOUSE



opportunity sites (anticipated development, infill, underutilized and redevelopment sites)



Illustrative Plan for Jack London District



Illustrative Plan, enhanced connections near Laney College

JACK LONDON DISTRICT: Plan Alternative #1

JACK LONDON HOWARD TERMINAL

TOTAL NEW UNITS	1,219 UNITS	--
TOTAL NEW LIGHT INDUSTRIAL/RETAIL/HOTEL/SERVICES - SQUARE FEET	320,524 SF	509,884 SF
TOTAL NEW OFFICE OR WORK-LIVE SPACE - SQUARE FEET	68,000 SF	571,129 SF
TOTAL NEW PARKING AREA - SQUARE FEET	61,575 SF	49,465 SF

*Note: only limited categories of retail, office, industrial are considered Tidelands Trust consistent.

JACK LONDON DISTRICT: Plan Alternative #2

JACK LONDON HOWARD TERMINAL

TOTAL NEW UNITS	1,219 UNITS	578 UNITS
TOTAL NEW LIGHT INDUSTRIAL/RETAIL/HOTEL/SERVICES - SQUARE FEET	320,524 SF	228,329 SF
TOTAL NEW OFFICE OR WORK-LIVE SPACE - SQUARE FEET	68,000 SF	582,679 SF
TOTAL NEW PARKING AREA - SQUARE FEET	61,575 SF	49,465 SF

*Note: only limited categories of retail, office, industrial are considered Tidelands Trust consistent.

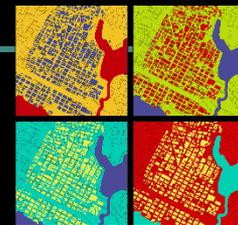
JACK LONDON DISTRICT: Plan Alternative #3

JACK LONDON HOWARD TERMINAL

TOTAL NEW UNITS	2,347 UNITS	895 UNITS
TOTAL NEW LIGHT INDUSTRIAL/RETAIL/HOTEL/SERVICES - SQUARE FEET	610,049 SF	347,749 SF
TOTAL NEW OFFICE OR WORK-LIVE SPACE - SQUARE FEET	1,075,800 SF	900,995 SF
TOTAL NEW PARKING AREA - SQUARE FEET	186,900 SF	42,099 SF

*Note: only limited categories of retail, office, industrial are considered Tidelands Trust consistent.

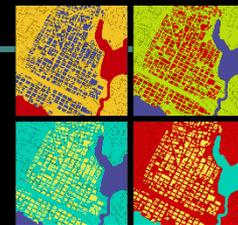
Alternatives illustrate a range of uses



comments received...

- Not enough focus on light industrial, too much retail.
- Production, Distribution and Repair (PDR) and “custom manufacturing zoning in some areas (Art Murmur, Jack London, portions of 15th, 14th corridors?) where preserving art uses/studio/fabrication/light industrial space is a priority.”
- Not enough growth to meet the future need, “Growth in the alternatives report is very modest; we need to be thinking about our role in the region.”
- “Keep 3rd Street industrial.”

- Continue to evaluate proposed mix of uses, and density/intensity for Jack London district: light industrial, housing, work/live, office all should be part of the mix.
- Many expressed need for more housing
- “Increase density – future economic growth depends on selectively deciding where we must allow greater height by-right.”
- Preserve, grow Jack London’s entertainment areas



potential resolutions (timed discussion)



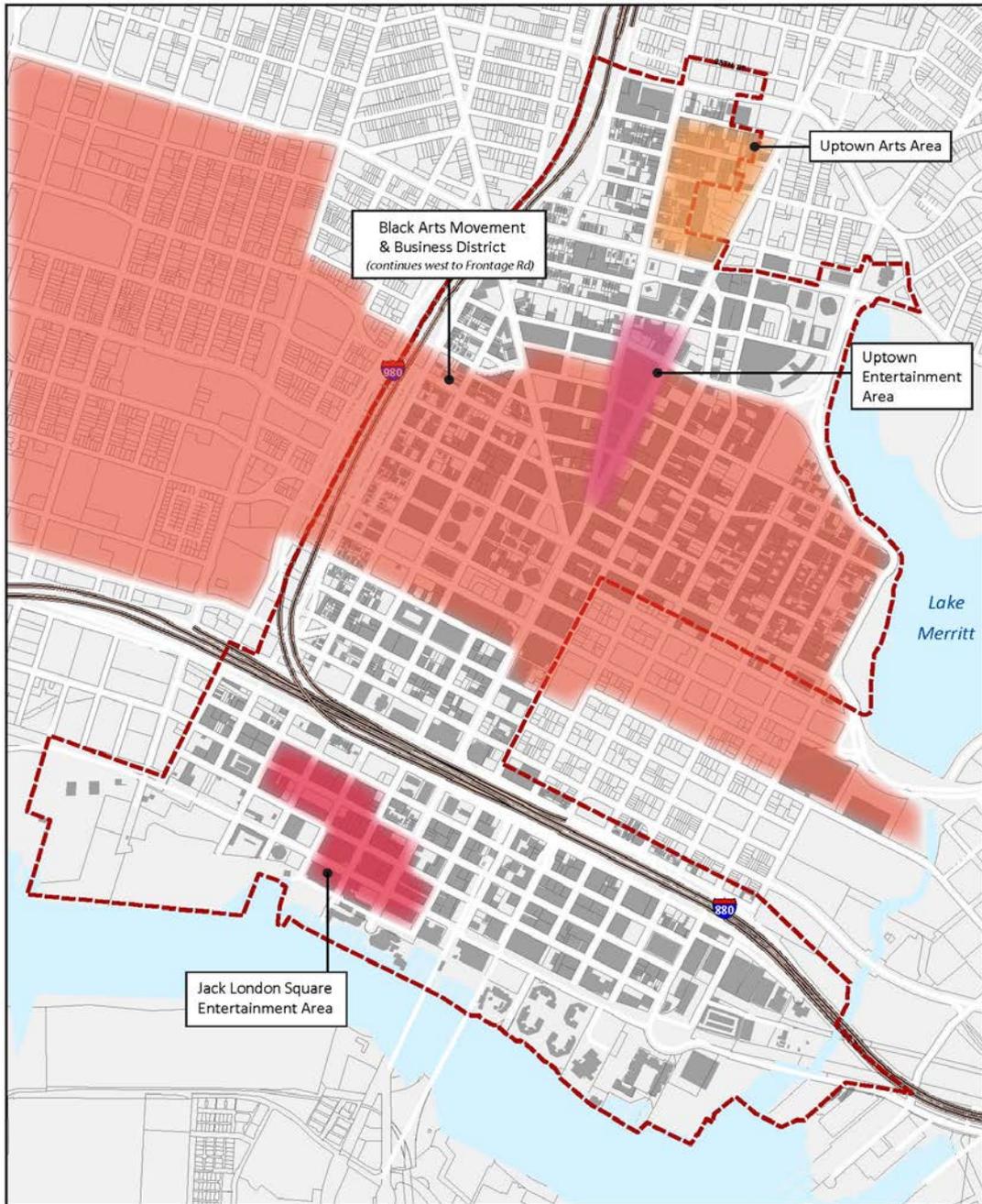
Light industrial Downtown: Portland, Oregon



Arts, Culture and Entertainment Areas

Based on many comments about importance of arts and entertainment, need to identify additional “entertainment areas.”

Are there unifying urban elements that could help Jack London become easily identified as a premier night life destination? (lighting, public art, civic gathering space?)



Planning and Building Department



Arts and Entertainment





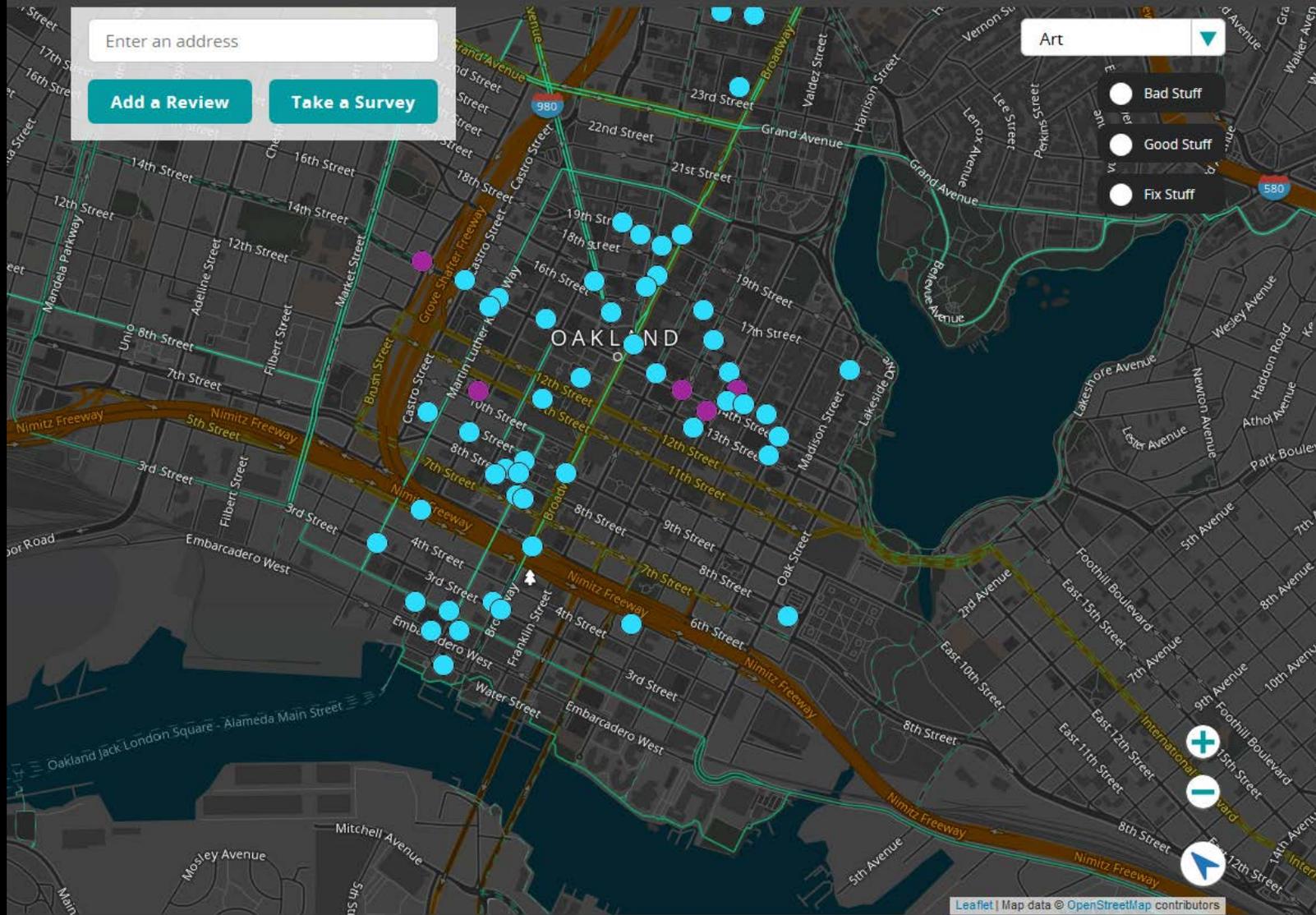
Enter an address

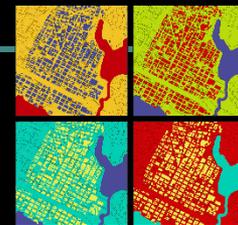
Add a Review

Take a Survey

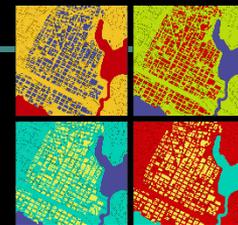
Art

- Bad Stuff
- Good Stuff
- Fix Stuff

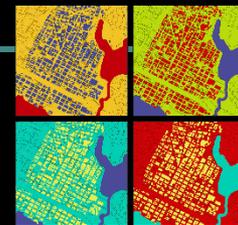




Produce Market

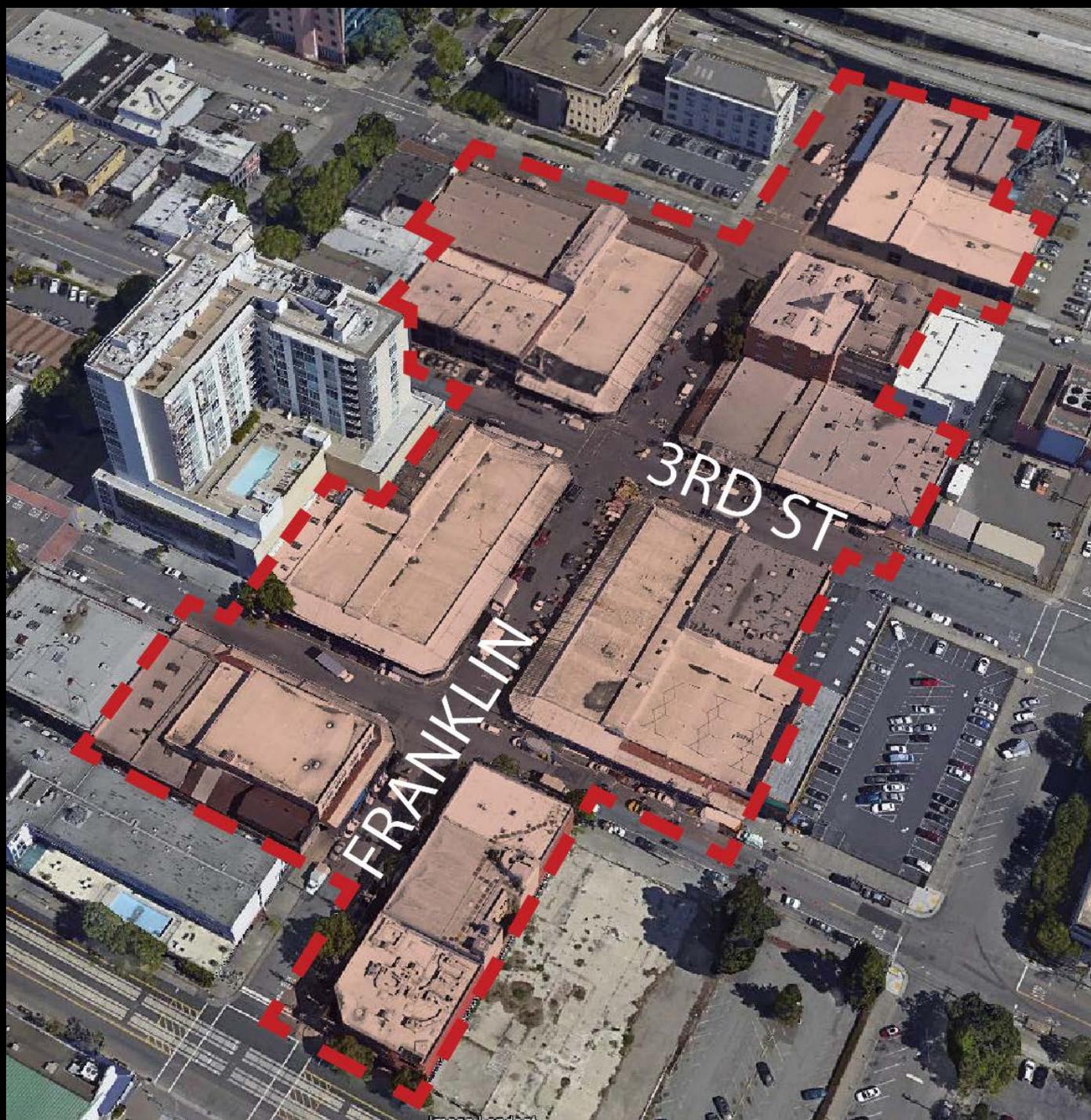


starter ideas...



Preserve and improve the historic structures in a way that maintains their historic integrity.

Perhaps the buildings can be added to in the future – as is the case with many historic structures.



PRODUCE
X 893-8997
STREET

UKAS
BUBBLES

Ben's

VEGETABLES



FARMERS PRODUCE

380 3RD ST. | 510.444.6305

VEGETABLES



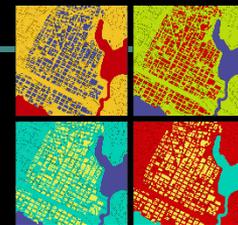


TRANSPORT

5301

MADRID
PRODUCE

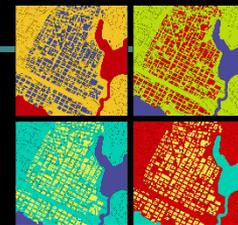
MADRID
PRODUCE



comments received...

- Should be “more attention” to what happens to the produce market in the future
- “Even if the bulk of the wholesale activity leaves repurposing the Market site for a mix of retail and service uses like Pike Place will require retention of the current low FAR as well as carefully crafted use regulations.”
- Shouldn't remove the produce market – it meets the need of neighborhood serving grocery
- Produce market is out of place – too much activity and not enough space

- “Want more industrial space.”
- “Don’t always default to retail on the ground floor (custom manufacturing on the ground floor)”
- Need to retain historic nature of the building and the use (see other examples, e.g. Pike’s Place Market in Seattle)
- Consider adding on top of the historic structure (refer to successful examples in other cities)
- Possibility for an entertainment/retail destination



potential resolutions (timed discussion)



Pike Place Market

Image Landsat

Google earth

47°36'38.85" N 122°20'30.82" W elev 216 ft eye alt 1433 ft

1990

Pike Place Market, Seattle, WA



MEET THE PROD

PUBLIC MARKET



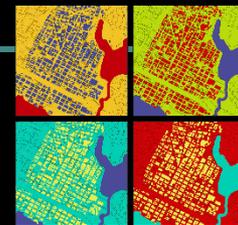
FARMERS MARKET

LA SALLE HOTEL

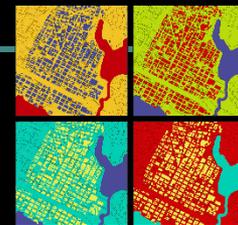
Pike Place Market, Seattle, WA



New Orleans, LA



Urban Form, Growth & Height



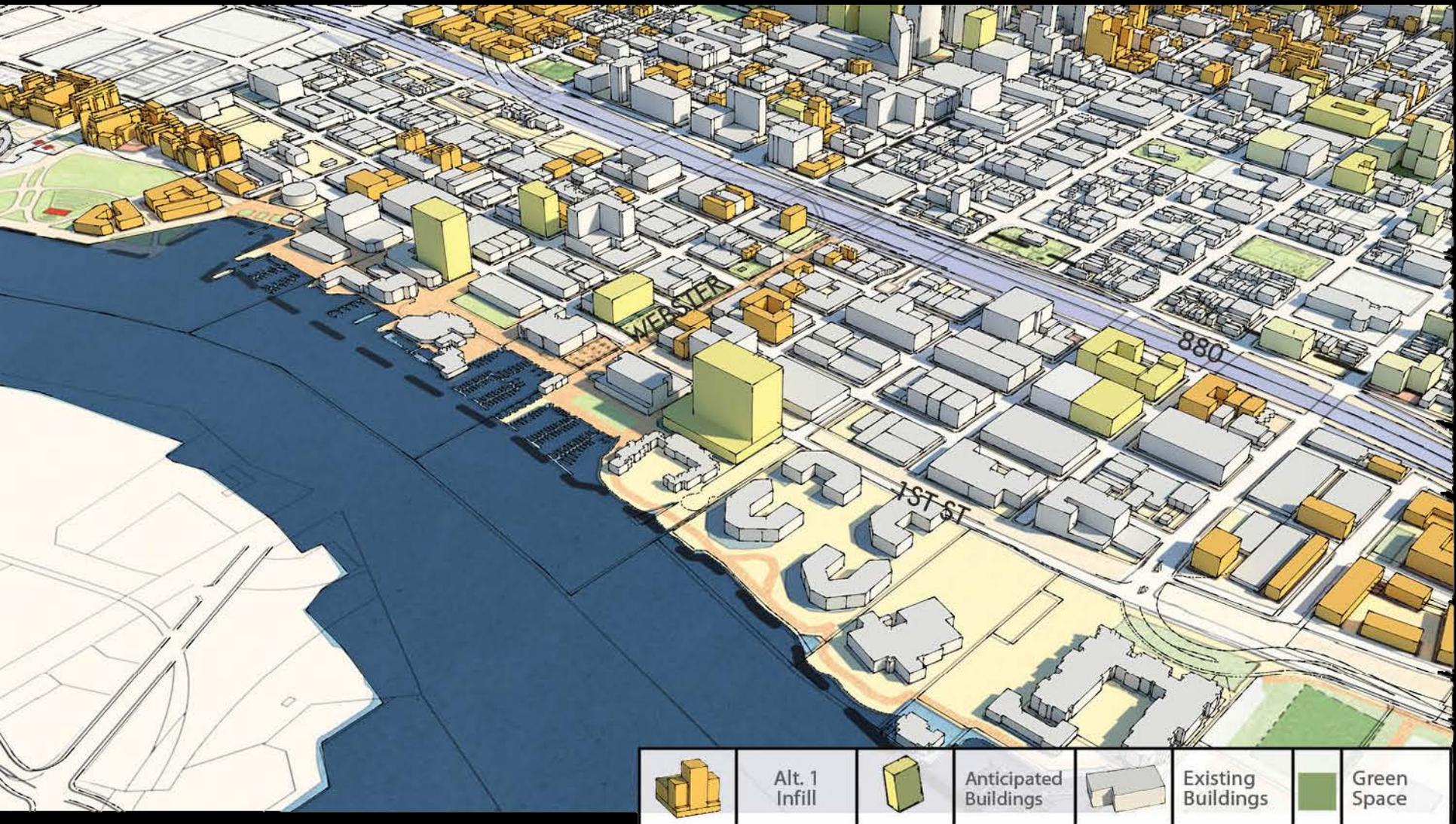
starter ideas...



Weigh the current vision, market projection and the current ABAG projection for housing and employment which results in growth in all of Downtown.

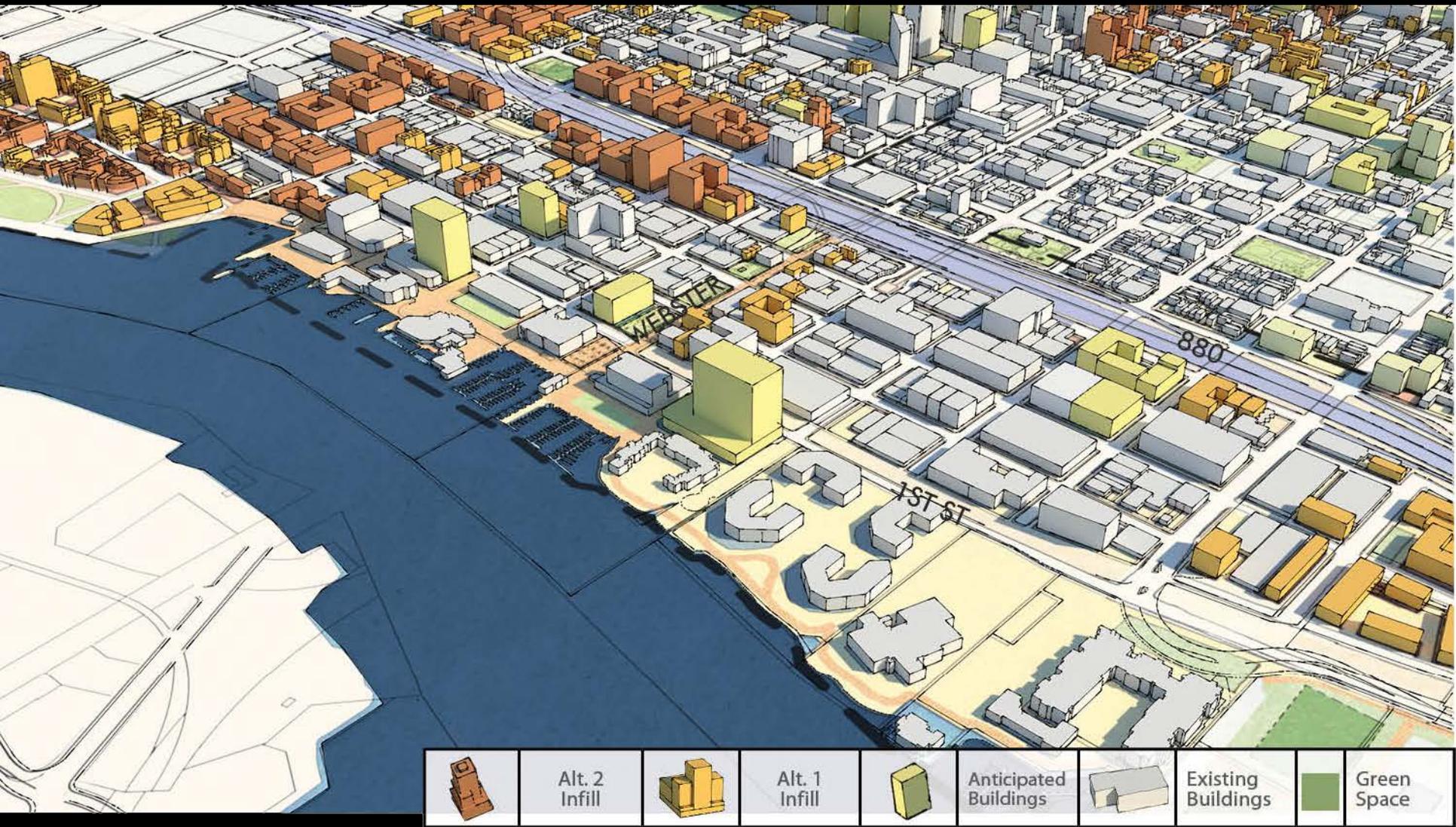
Meet the current ABAG projection while accommodating a reasonable market assumption.

Focus on Victory Court as a place for increased density and improved Lake Merritt Channel frontage.



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

Jack London District, Plan Alternative #1



Jack London District, Plan Alternative #2



Plan for Victory Court that relates to its future neighbor, Brooklyn Basin



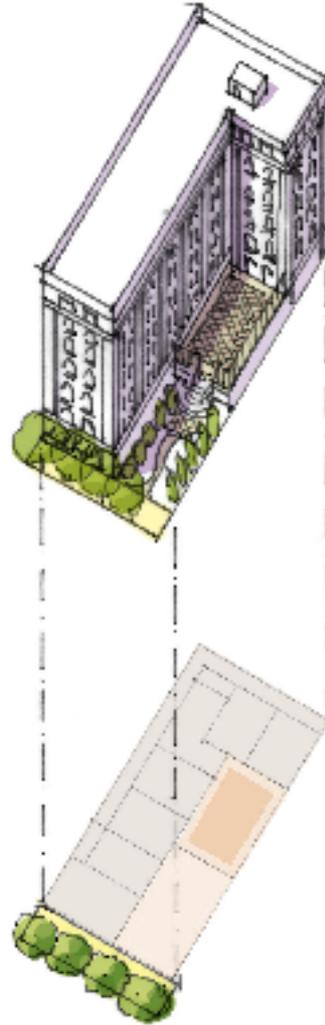
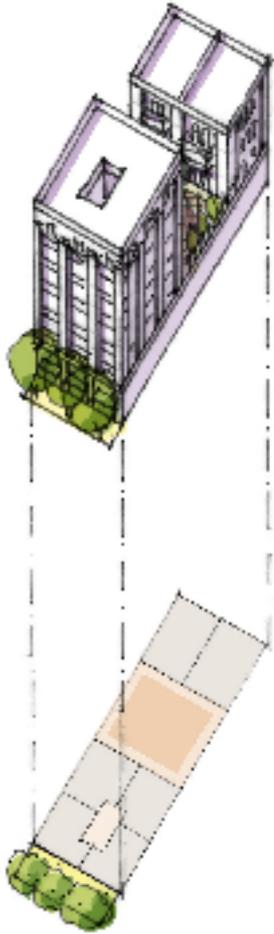
Lake Merritt Channel with future Lake Merritt Channel to Bay Trail Improvements



Example: San Antonio River Walk

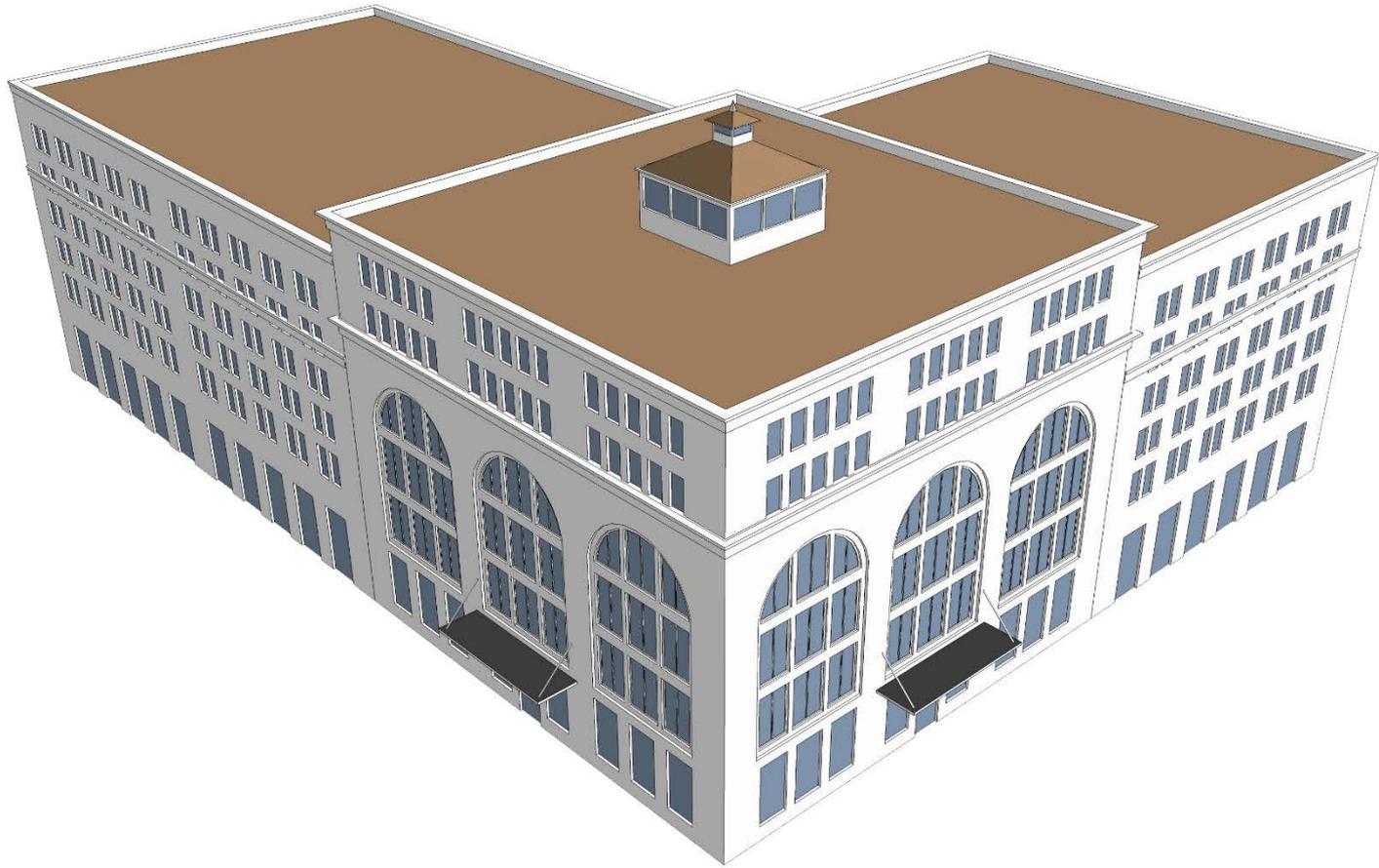
© Ron Niebrugge

Improve Lake Merritt Channel frontage near Victory Court and Laney parking lot



- New buildings include a **mix of unit types** (1BR, 2BR & 3BR units)
- New building types are based on typical lot sizes Downtown

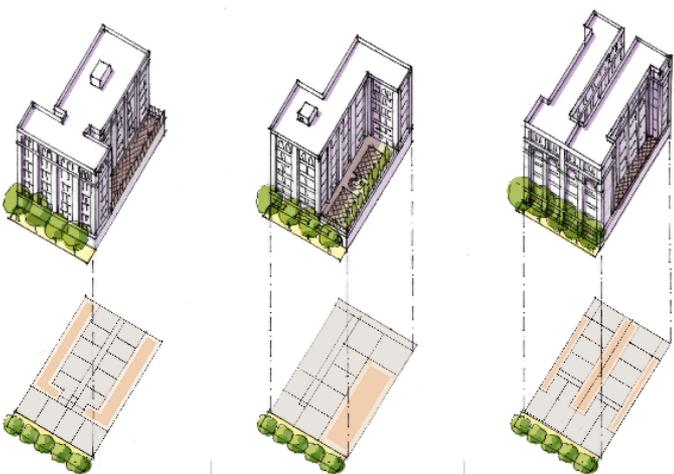
A variety of building types

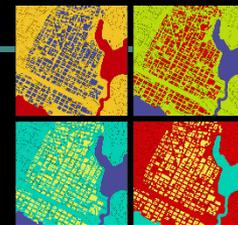


A variety of building types

New development includes a mix of building types, providing stable housing and provides “missing middle housing”

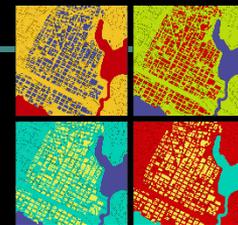
DRAFT





ABAG: 12,300 new households 2015-2040

projection for downtown including Lake Merritt/Chinatown, Broadway-Valdez



ABAG: 31,240 new jobs 2015-2040

projection for downtown including Lake Merritt/Chinatown, Broadway-Valdez

Sea Level Rise

The levels of inundation displayed on this map are derived from data collected as a part of the Alameda County Shoreline Vulnerability Assessment Final Report which was completed in May 2015.

According to the report, 12 inches of inundation is most likely to occur in the mapped coastal areas by 2050 and up to 24 inches could occur by 2100 (see mapped areas of expected inundation). These estimates of inundation depend on best estimates for storm surge events and tidal fluctuations. The expected inundation can be mitigated by implementing measures such as a sea wall, storm water infrastructure, etc. A series of additional scenarios are described in the report, including a worst case scenario where no infrastructure improvements and maximum storm surge events are assumed, which can be found at the following link. For more information and a detailed discussion of both more moderate and more intense scenarios, refer to the Alameda County Shoreline Vulnerability Assessment.

http://www.adaptingtorisingtides.org/wp-content/uploads/2015/09/ALA-Report_FINAL_2015.05.26am_REPORT.pdf

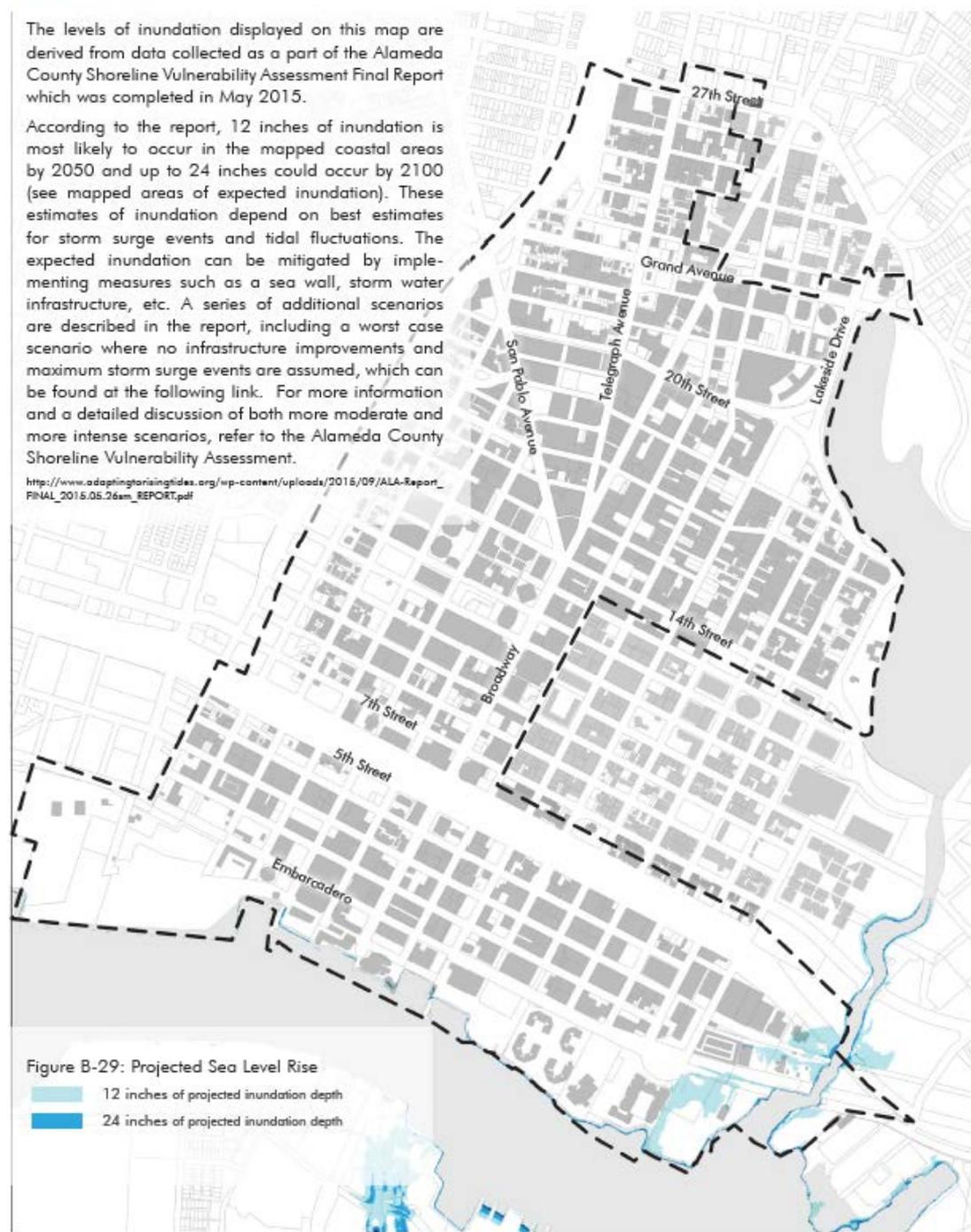
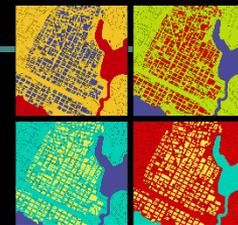


Figure B-29: Projected Sea Level Rise

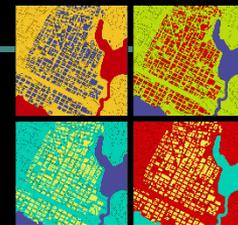
- 12 inches of projected inundation depth
- 24 inches of projected inundation depth



comments received...

- Not enough growth to meet the future need, “Growth in the alternatives report is very modest; we need to be thinking about our role in the region.”
- New buildings should be higher than what has been illustrated, specifically along the I-880 and at the Victory Court site
- Retain early industrial nature of the area
- Better utilize waterfront setting

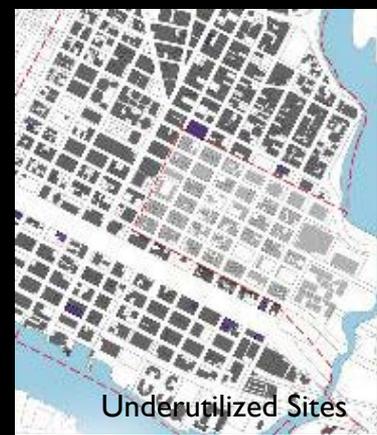
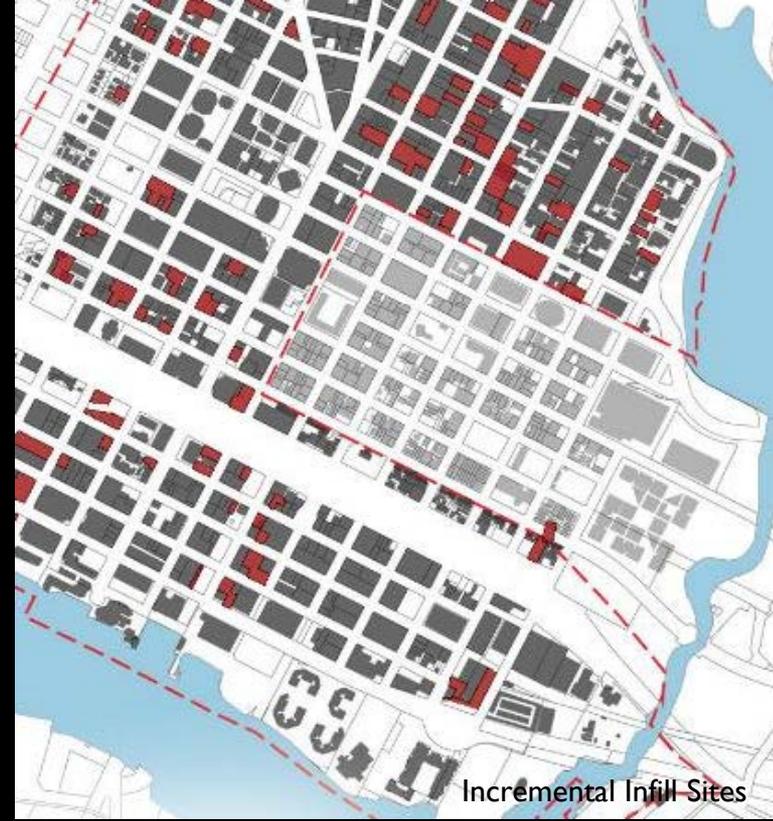
- “Increase density – future economic growth depends on selectively deciding where we must allow greater height by-right.”
- “Eliminate proposed height reductions throughout most of the plan area, except when explained by important urban design or other considerations.”



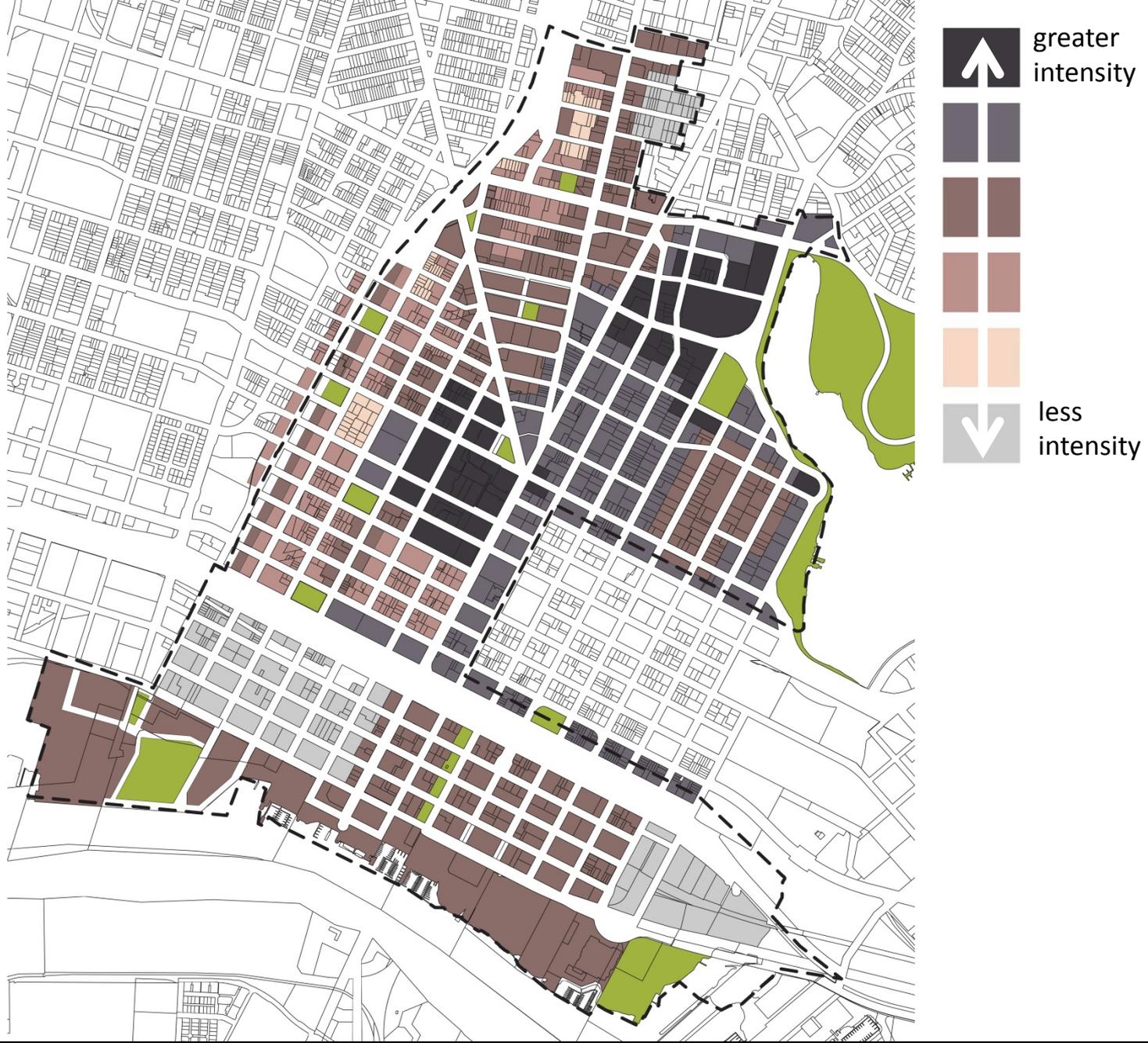
potential resolutions (timed discussion)



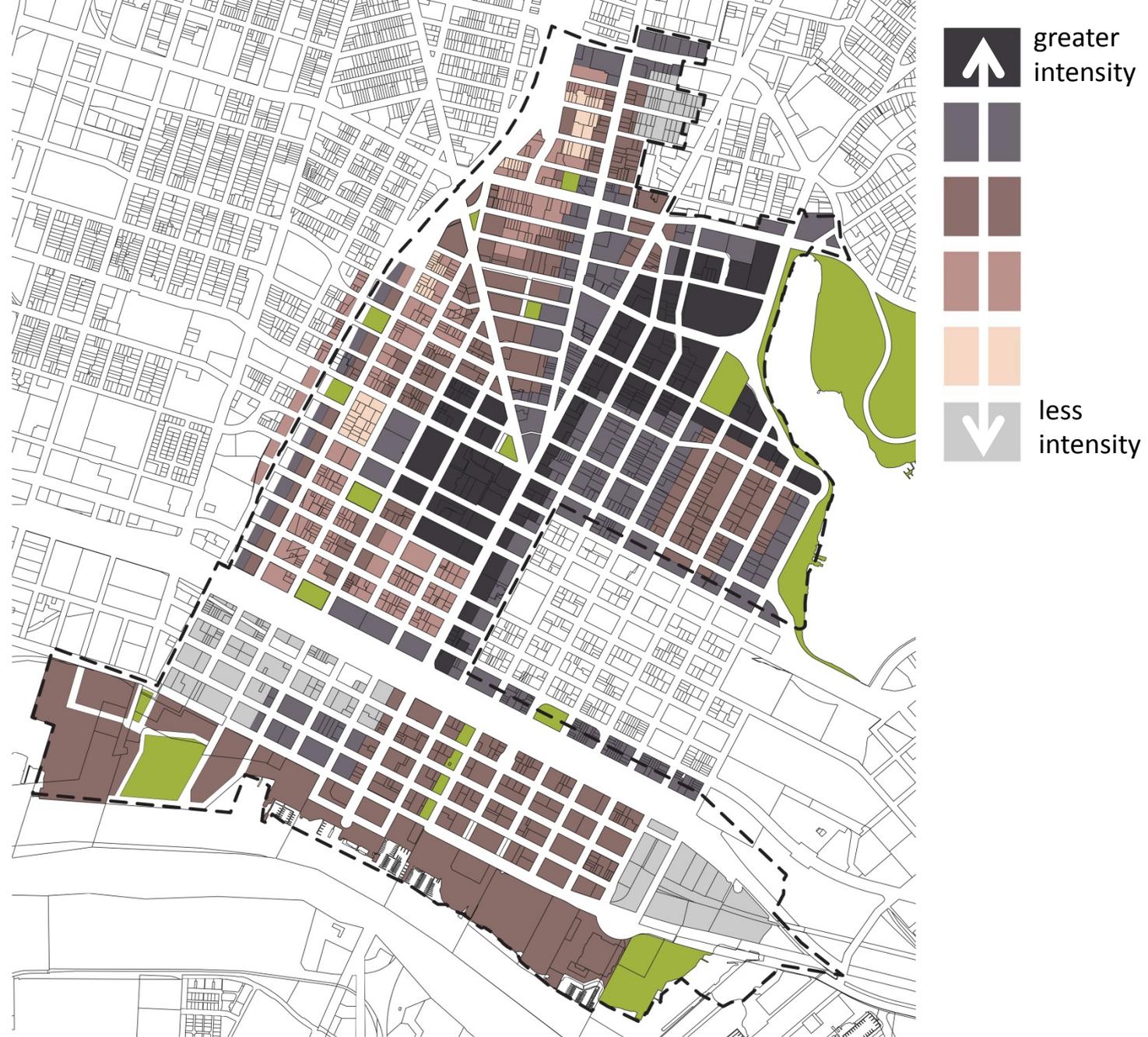
Balance: character of district, building height and accommodation of growth



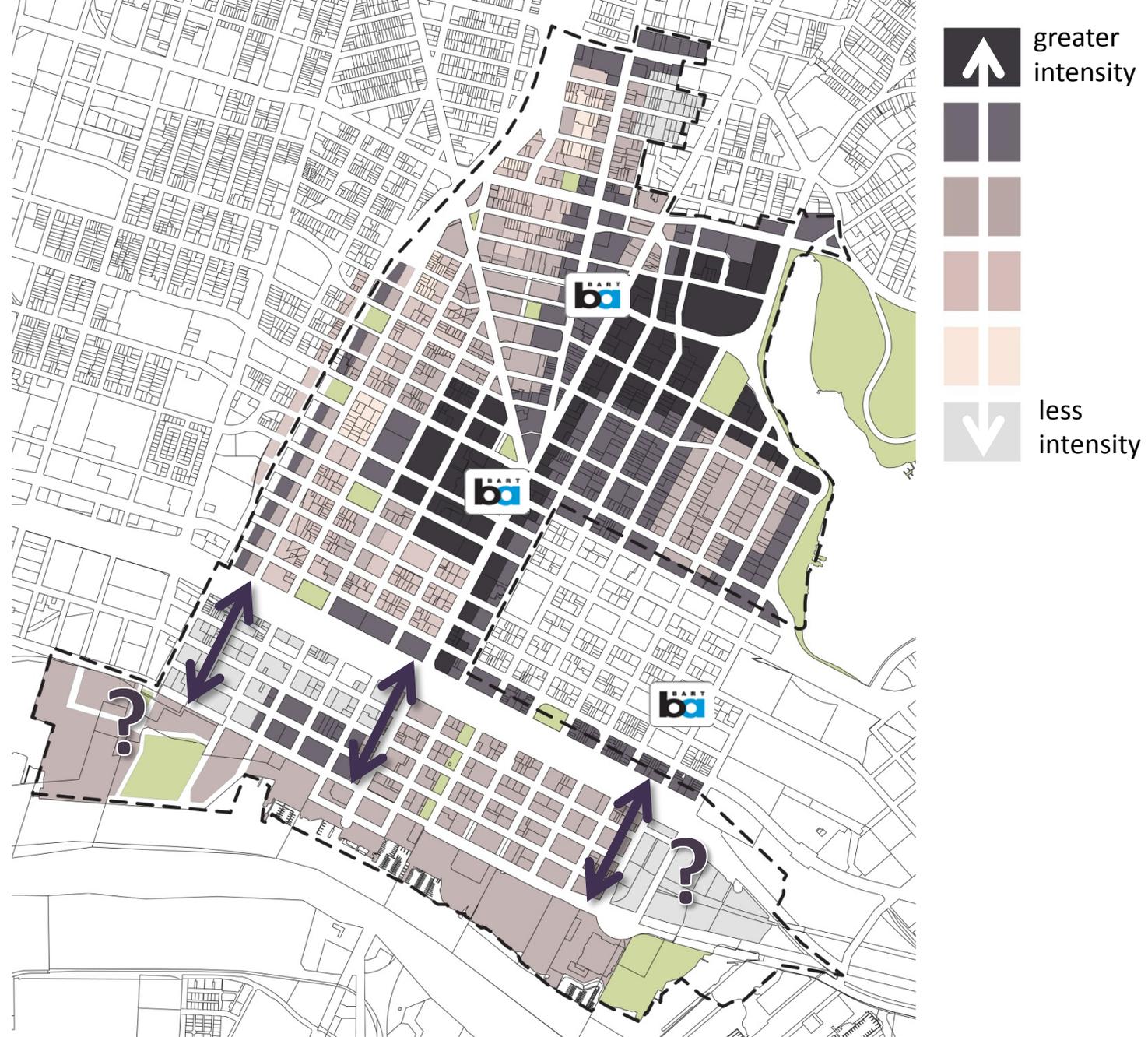
opportunity sites (anticipated development, infill, underutilized and redevelopment sites)



charrette intensity diagram



charrette intensity diagram (greater intensity)



Where is greater intensity appropriate?



Google

© 2016 Google

What should heights be along **Broadway** in Jack London?



What should heights be near the **Produce Market**?



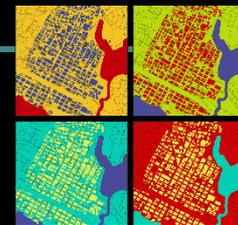
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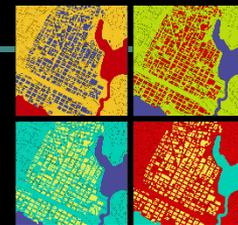
What should heights be in **Victory Court**?



What should heights be along I-880?



Access & Connectivity

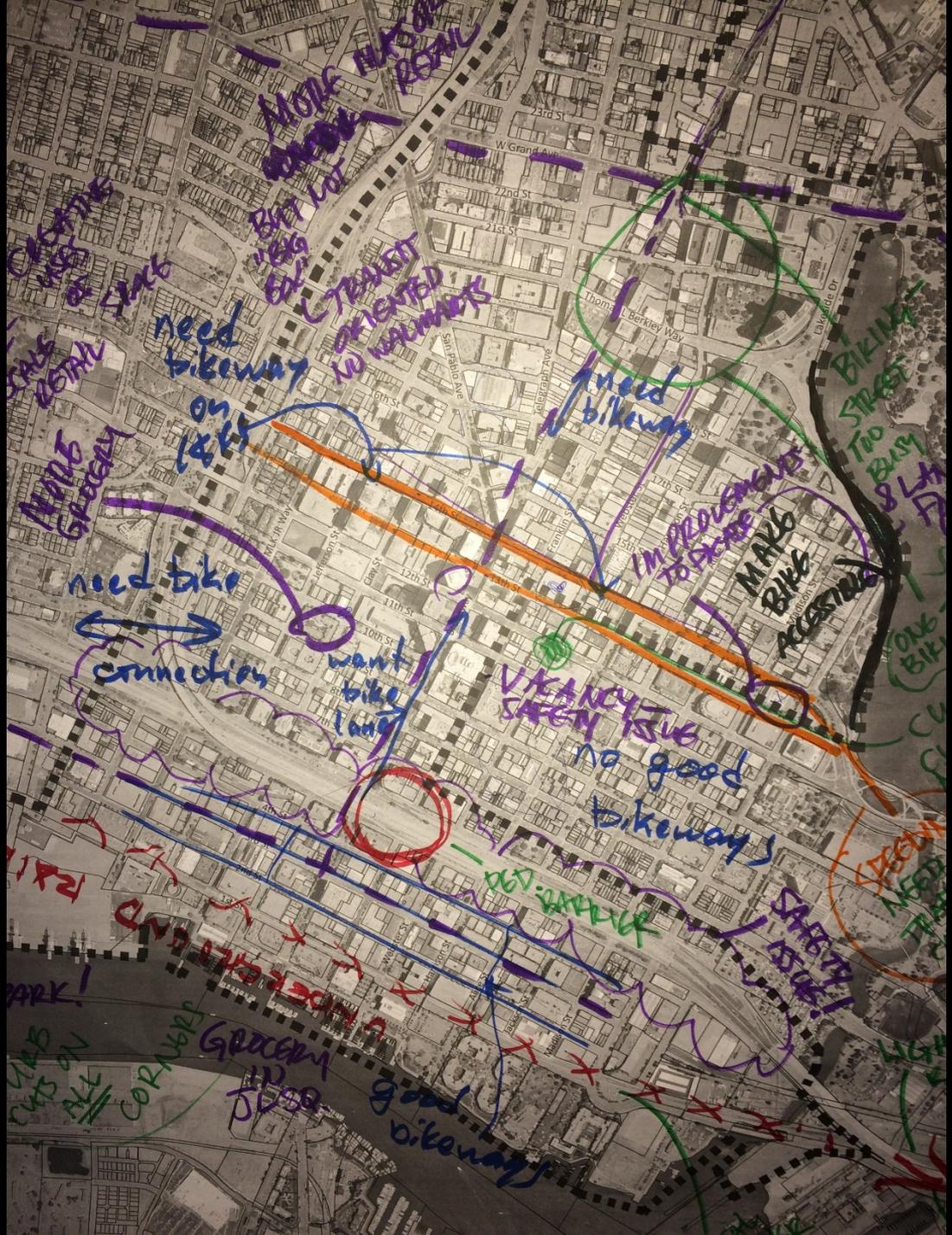


starter ideas...



Improve streets, paths, trails, plazas, parks and public spaces, providing key connections to Howard Terminal, West Oakland, Downtown, Victory Court, Chinatown, and Lake Merritt from the Jack London District.

Focus on improvements to Embarcadero, the railroad and undercrossing.



ALONG PART OF RETAIL
BUT NOT
NEED
need bikeway on 14th
need bike connection
SAFETY ISSUE!
grocery
good bikeway

need bike connection
want bike lane
no good bikeway
SAFETY ISSUE!
grocery
good bikeway

SAFETY ISSUE!
grocery
good bikeway

BILLING STREET TOO BUSY
ONE BIKELANE

IMPROVEMENTS TO DRIVE
MAKE BIKE ACCESSIBLE

VIOLATION SAFETY ISSUE
no good bikeway

ALONG PART OF RETAIL
BUT NOT
NEED
need bikeway on 14th

ALONG GREENWAY

EXIT

PARK!

grocery
good bikeway

grocery
good bikeway

good bikeway

DEVELOPMENT

SAFETY ISSUE!

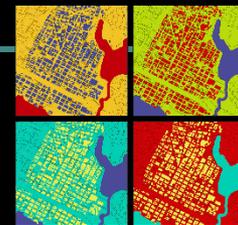
KEEP THE

grocery

good bikeway

good bikeway

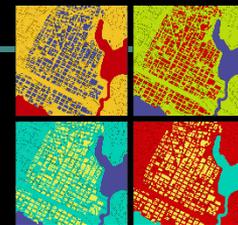
good bikeway



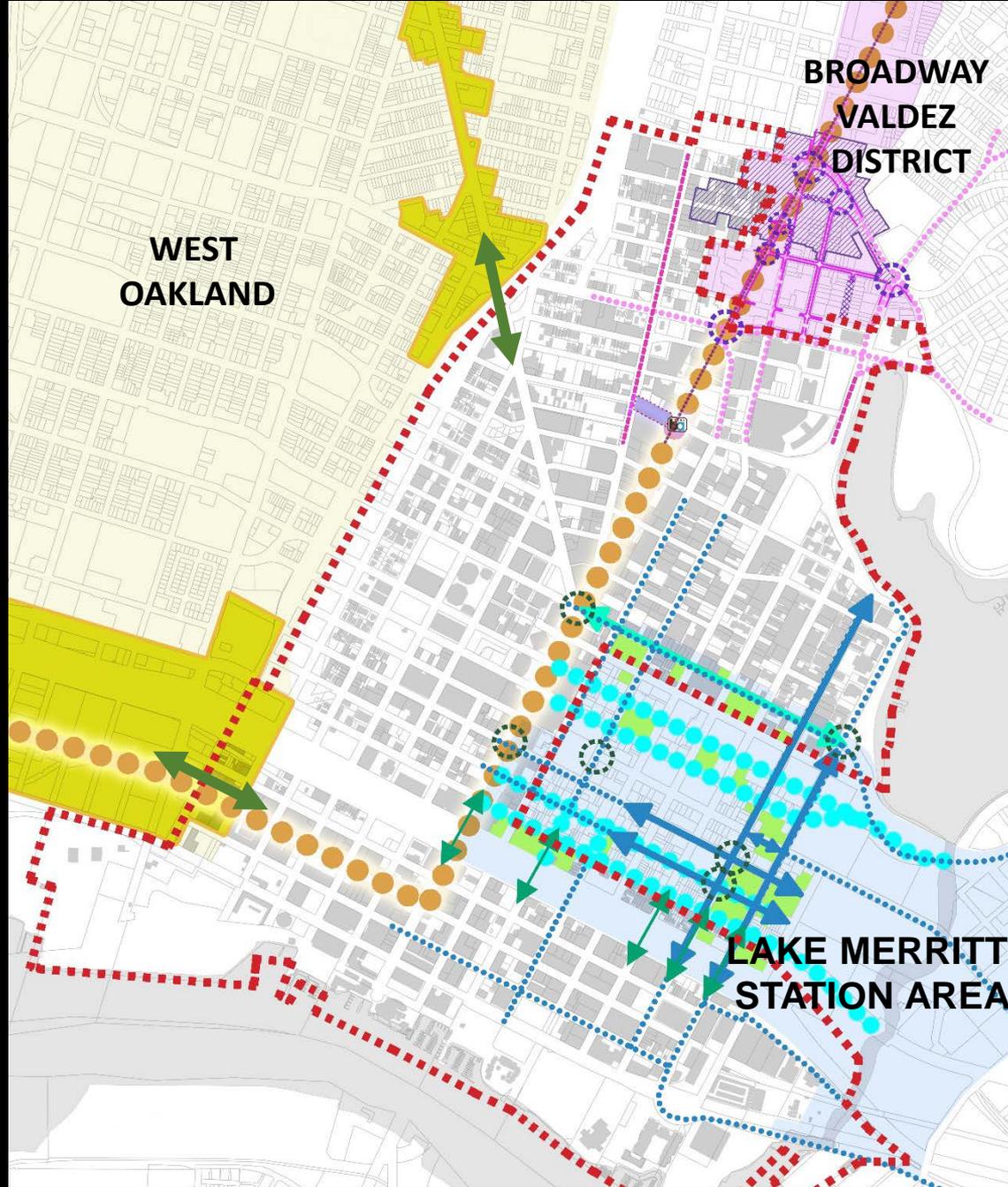
comments received...

- Connections and improvements to Chinatown are not well illustrated (even though Chinatown is an essential part of Downtown)
- “Buildings need to go higher, particularly against I-880 (on south side of block, not north side).”
- How will streets that pass through I-880 to and from Jack London be improved?
- “Create spectacular underpasses (mini parks, shops, lighting); murals,” and “Remove Broadway off-ramp.”

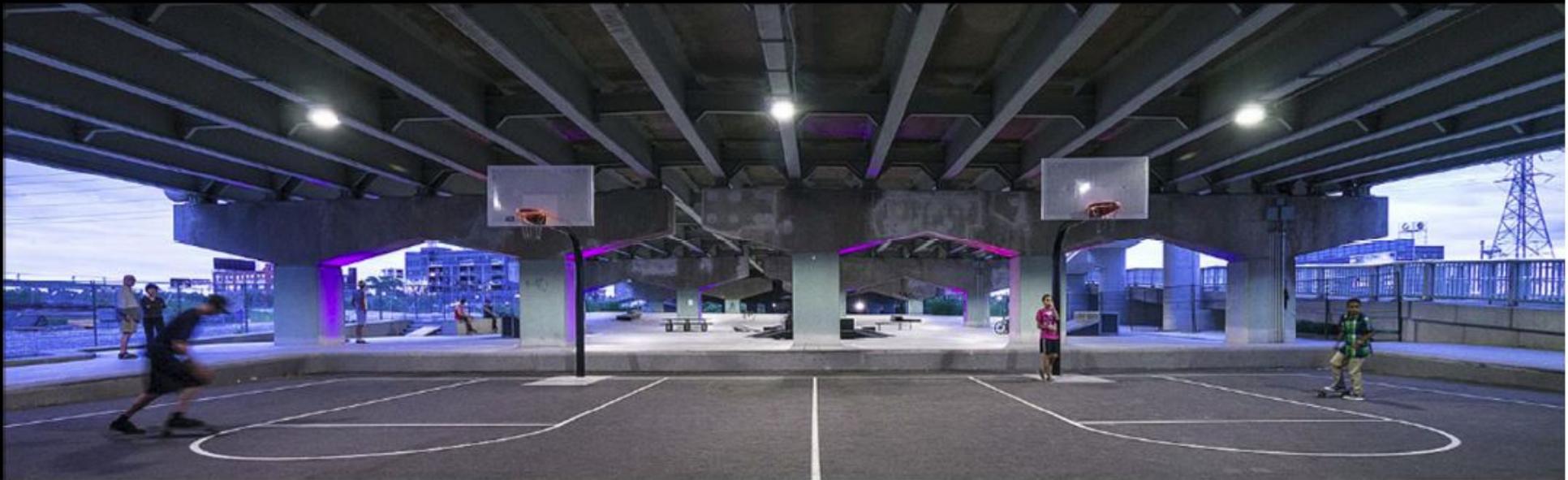
- What does the future Embarcadero look like? Not enough attention to this in the alternatives report.
- “Jack London District issues include critical health and safety matters, such as the likely increase in frequency and length of oil trains, the potential threat from implementation of proposals for storage and movement of coal, hazards created by at-grade train crossings, illegal dumping and graffiti, and annoyances such as the noise from train horns.”
- Multiple Agencies Involved
 - Capital Corridor, Union Pacific, Amtrak, Port of Oakland



potential resolutions (timed discussion)



Integrate implementation strategies from Lake Merritt/Chinatown Specific Plan

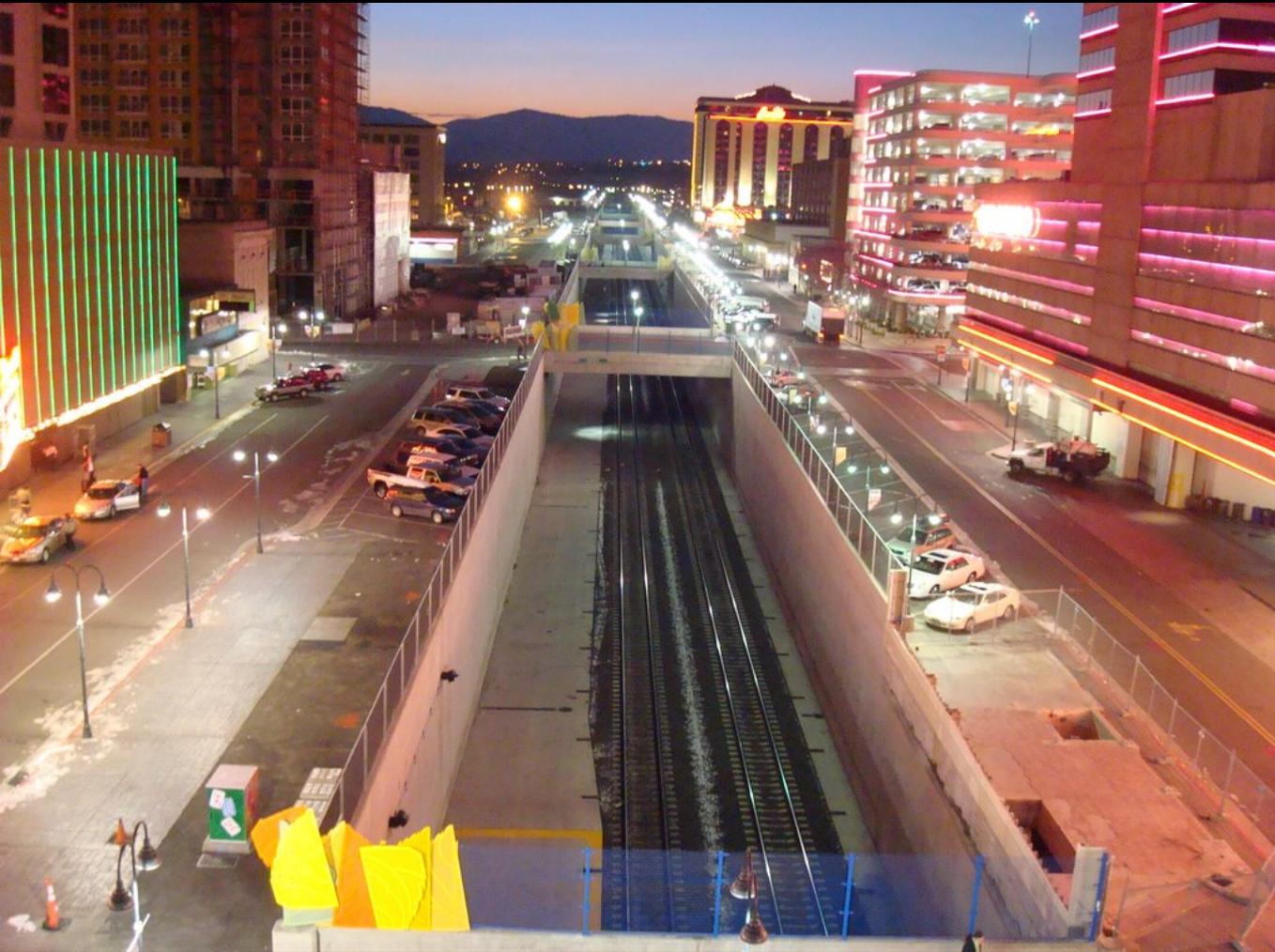


Re-imagine the I-880 underpass



Re-imagine the Embarcadero

Alameda
Corridor, LA



Re-imagine the Embarcadero



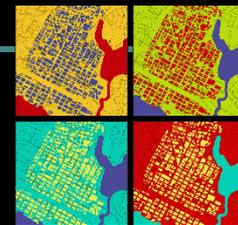
Oakland Aerial View 2

Google earth

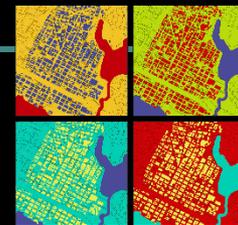
1993

37°47'40.57" N 122°15'59.94" W elev 28 ft eye alt 2573 ft

What does Victory Court look like in the future?



Webster Green



starter ideas...



Illustrate designs and create policy recommendations that move the idea of the Webster Green further toward implementation.



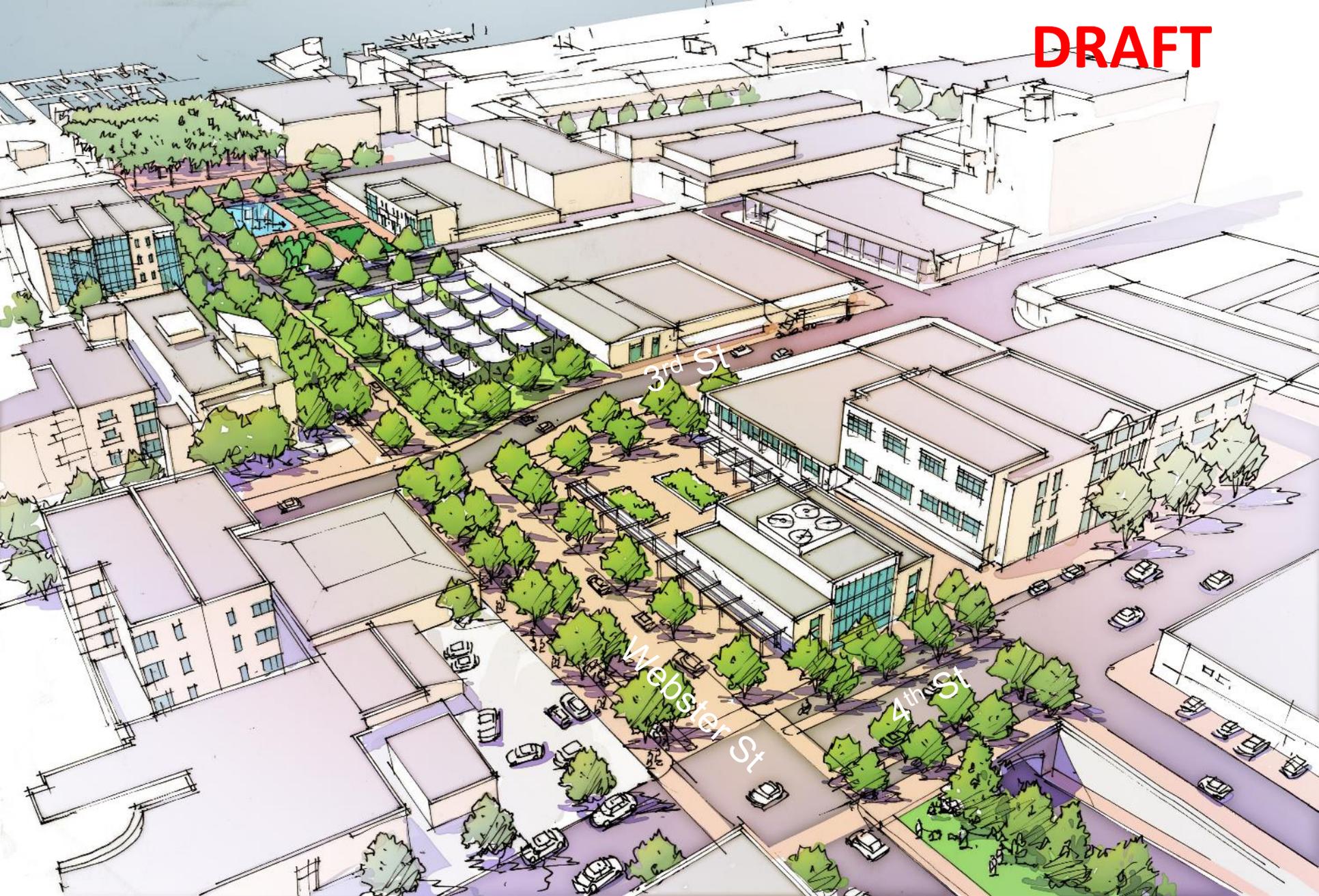
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Google earth

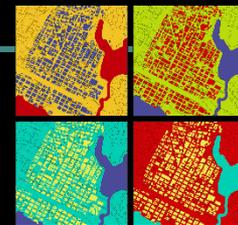
1993

37°47'45.43" N 122°16'25.94" W elev 13 ft eye alt 378 ft

DRAFT



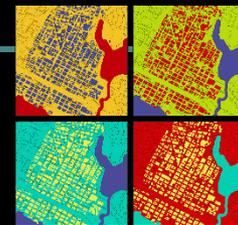
Webster Green



comments received...



- How can this be implemented?
- What is the use in the park and plaza space? Is this active or passive in nature?
- Need more cultural gathering space in Downtown; need improved public realm in Jack London

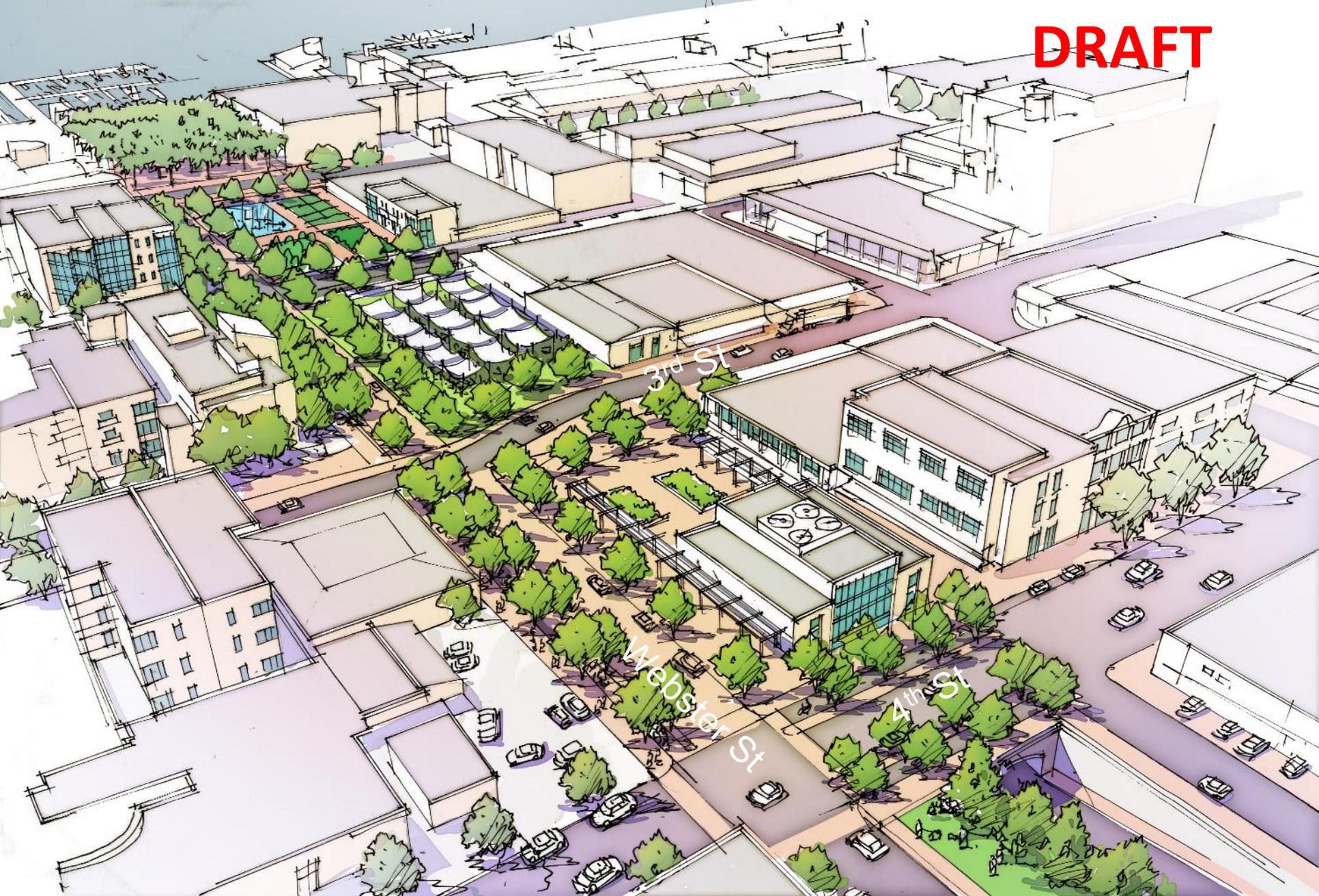


potential resolutions (timed discussion)

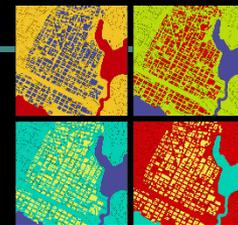


- Determine the details of the future vision for Webster Green and ensure that these become a policy in the Specific Plan
- Recommend a subsequent park/public space study or process to design the space
- Can new development help to implement?

DRAFT

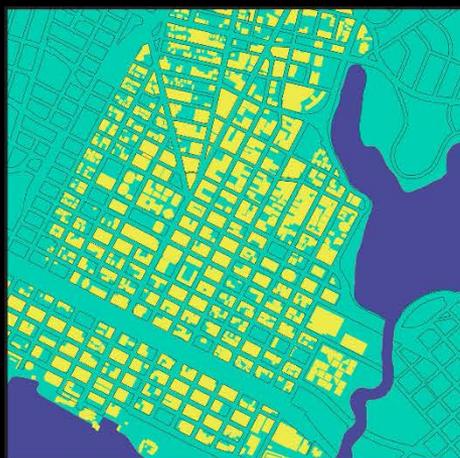


Webster Green

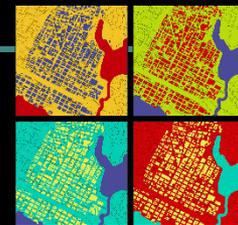


Thank you!

PLAN DOWNTOWN

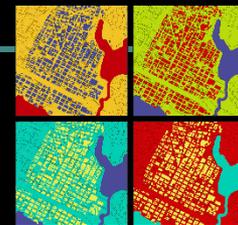


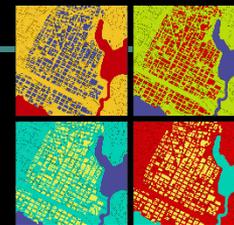
OAKLAND



your plan for downtown.

#PlanDowntown





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