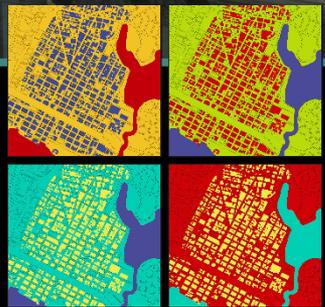


PLAN DOWNTOWN



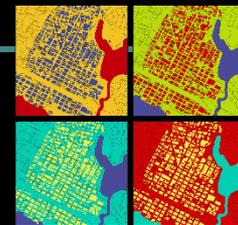
OAKLAND



welcome: plan downtown

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

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



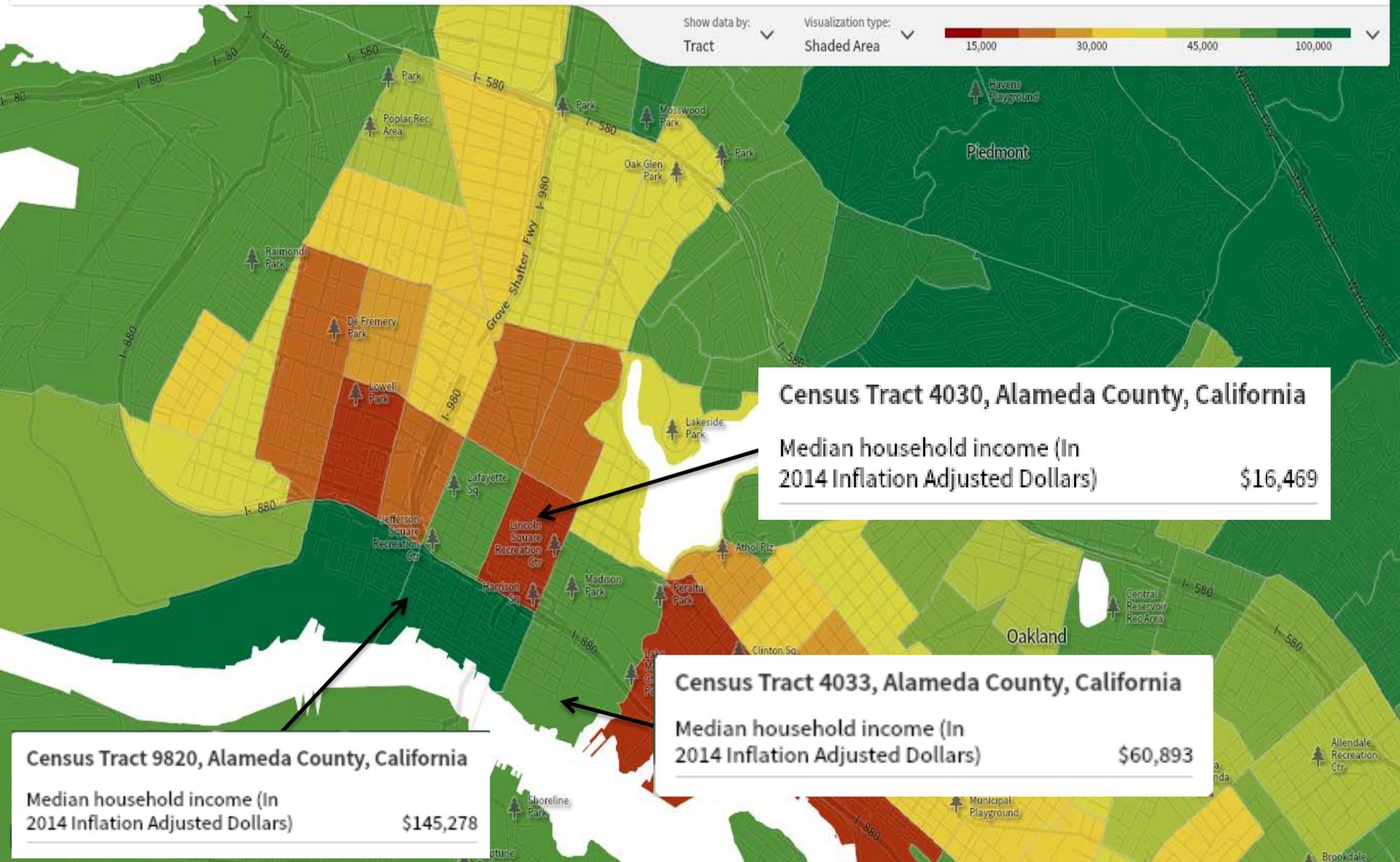
applying an equity lens

Median household income (In 2014 Inflation Adjusted Dollars)

ACS 2014 (5-Year Estimates)

Show data by:
Tract

Visualization type:
Shaded Area

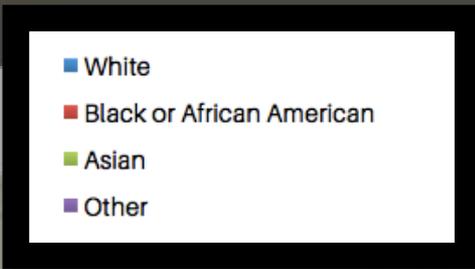
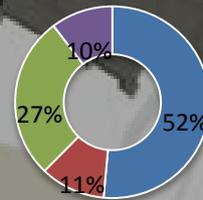
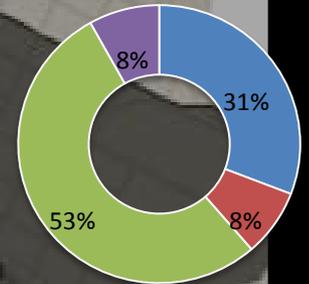
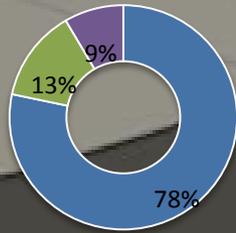
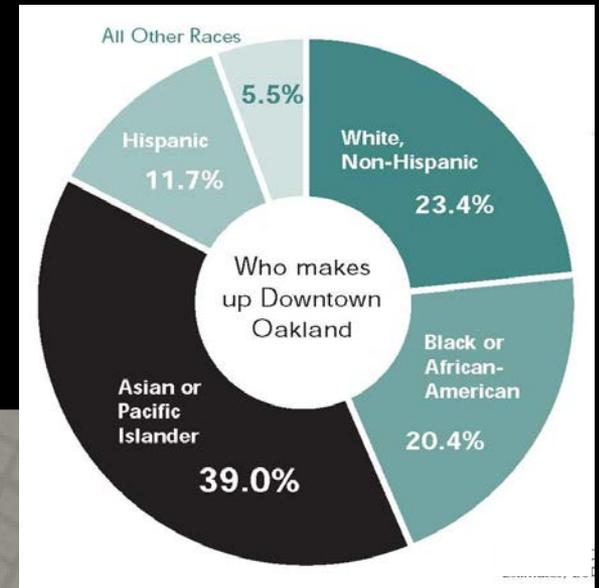


Census Tract 4030, Alameda County, California
Median household income (In 2014 Inflation Adjusted Dollars) **\$16,469**

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?

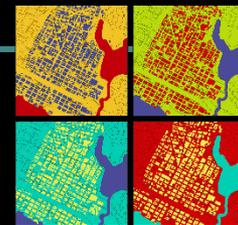
Who is harmed, how?

What might be some mitigation strategies?

PLAN DOWNTOWN



OAKLAND



Imagining Downtown in the future...

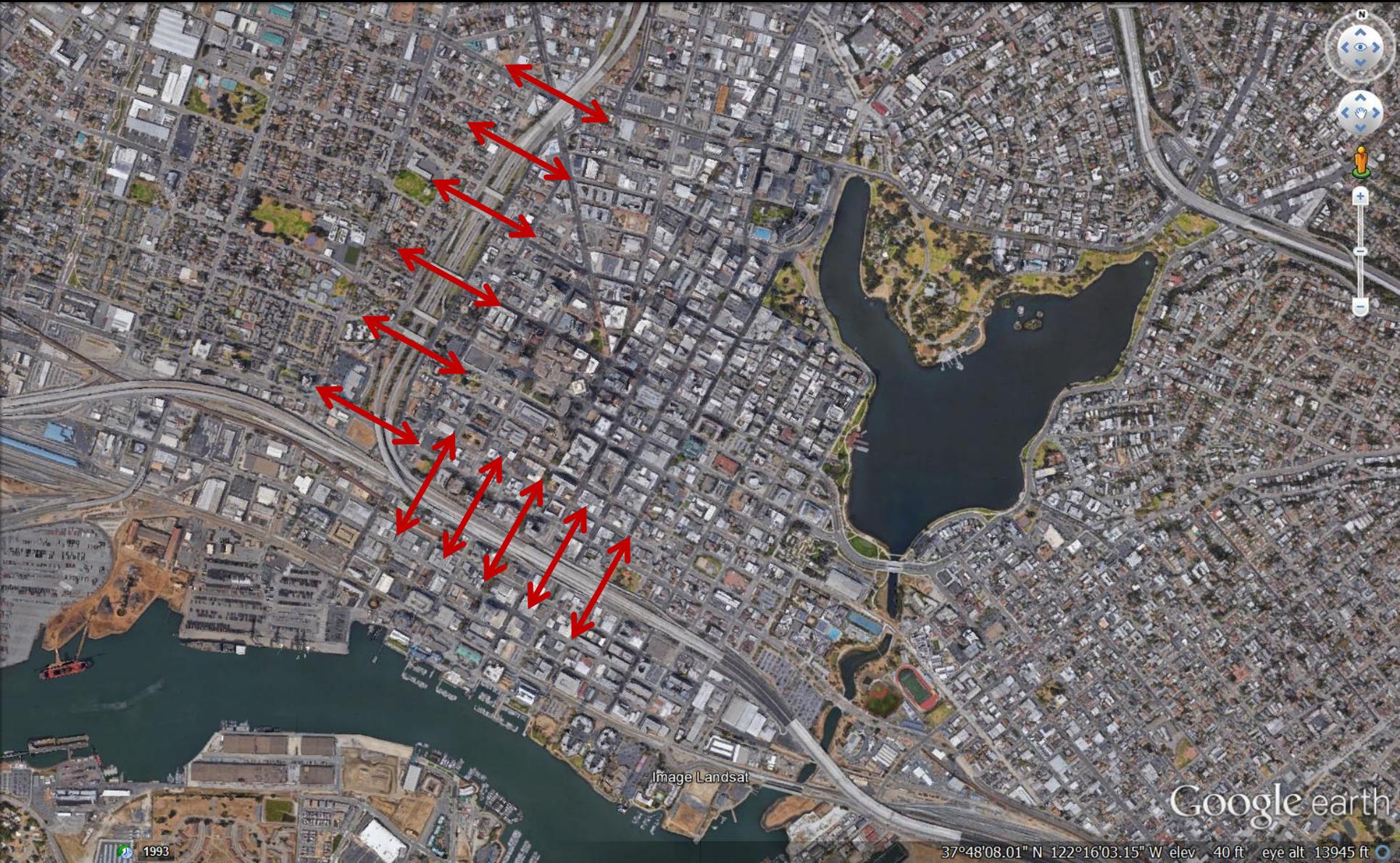


	Anticipated Buildings		Existing Buildings		Green Space
---	-----------------------	---	--------------------	---	-------------

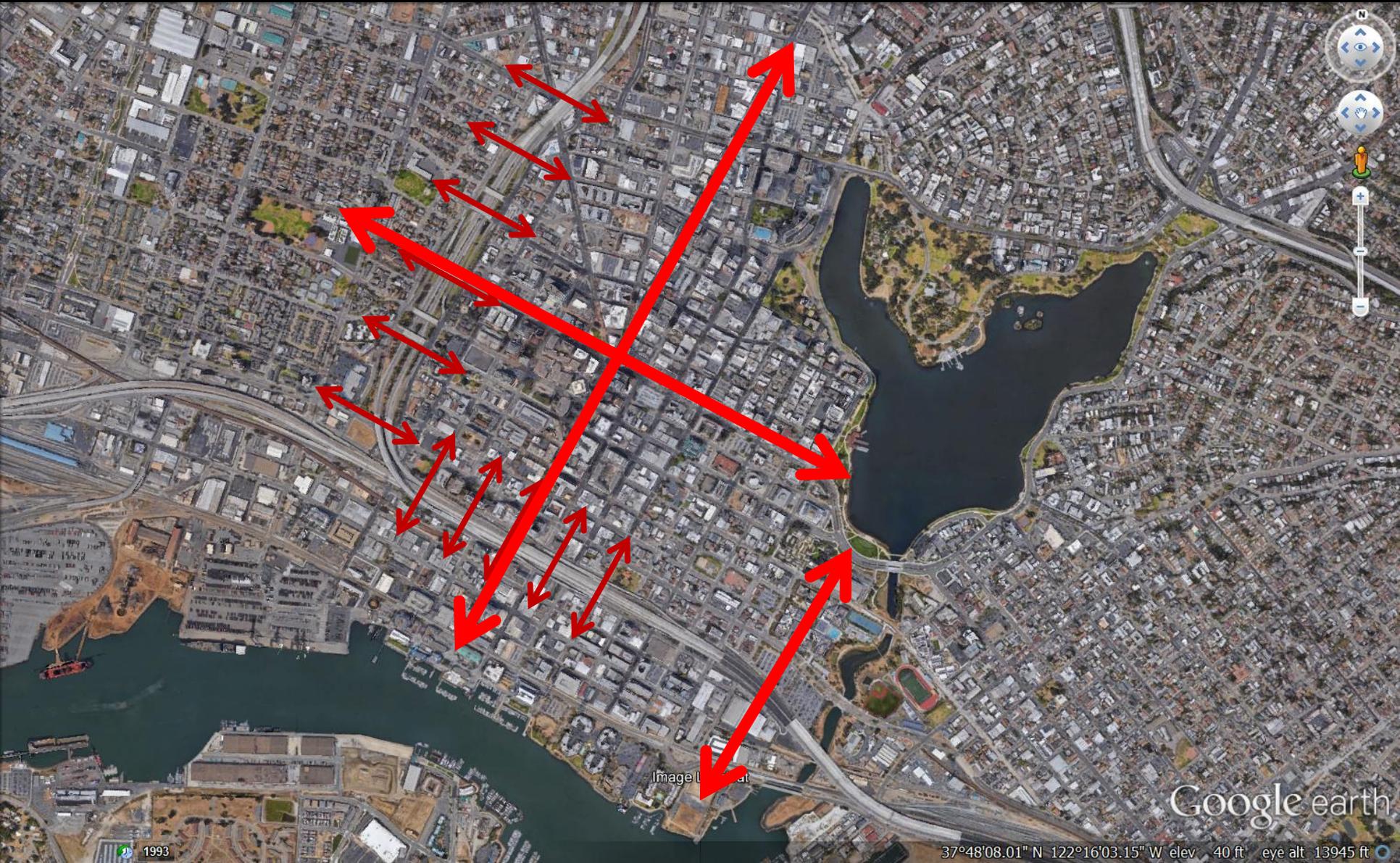
Aerial rendering of existing conditions and Anticipated New Development



Illustrative Master Plan for Downtown Oakland



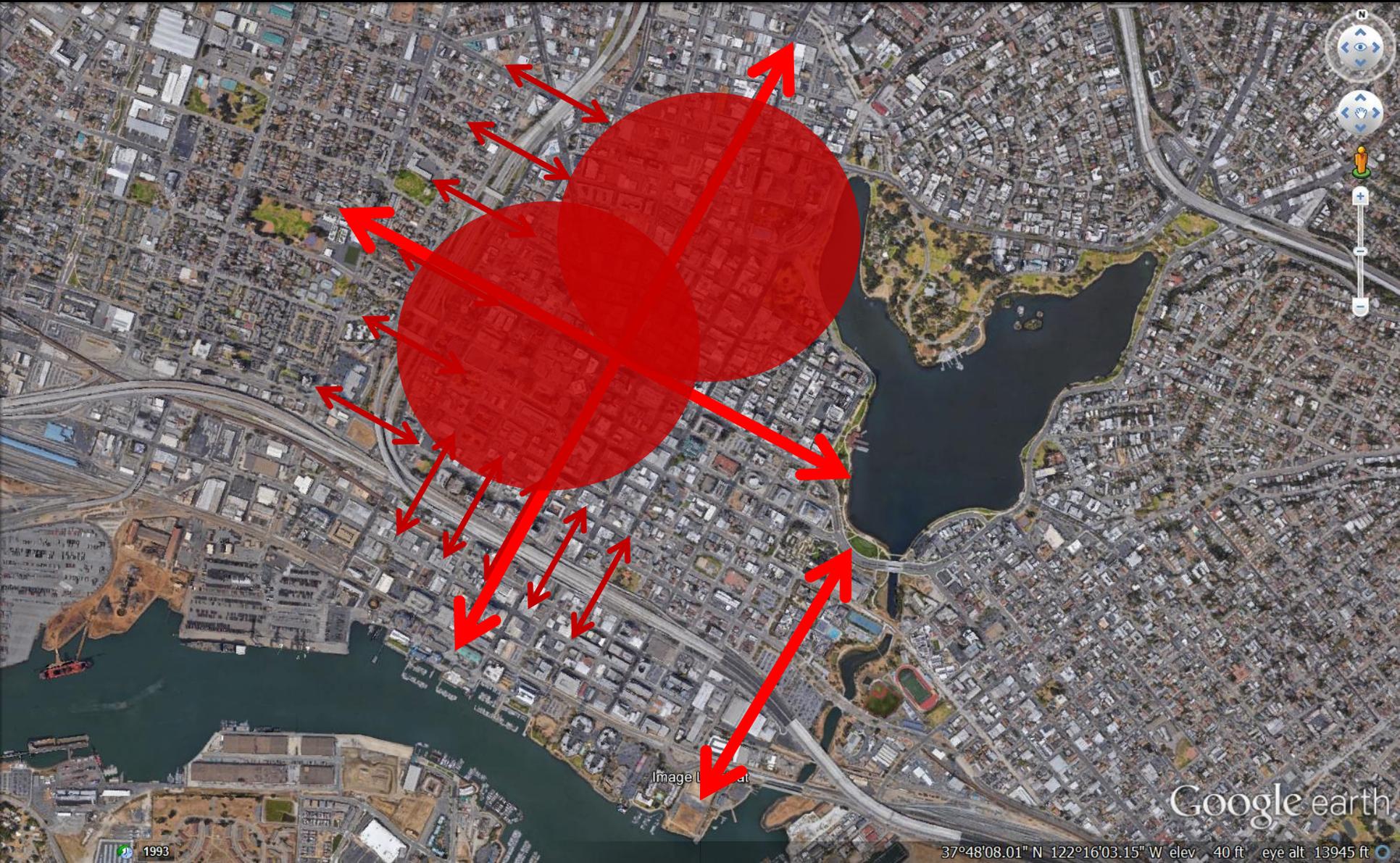
Big ideas: Connectivity



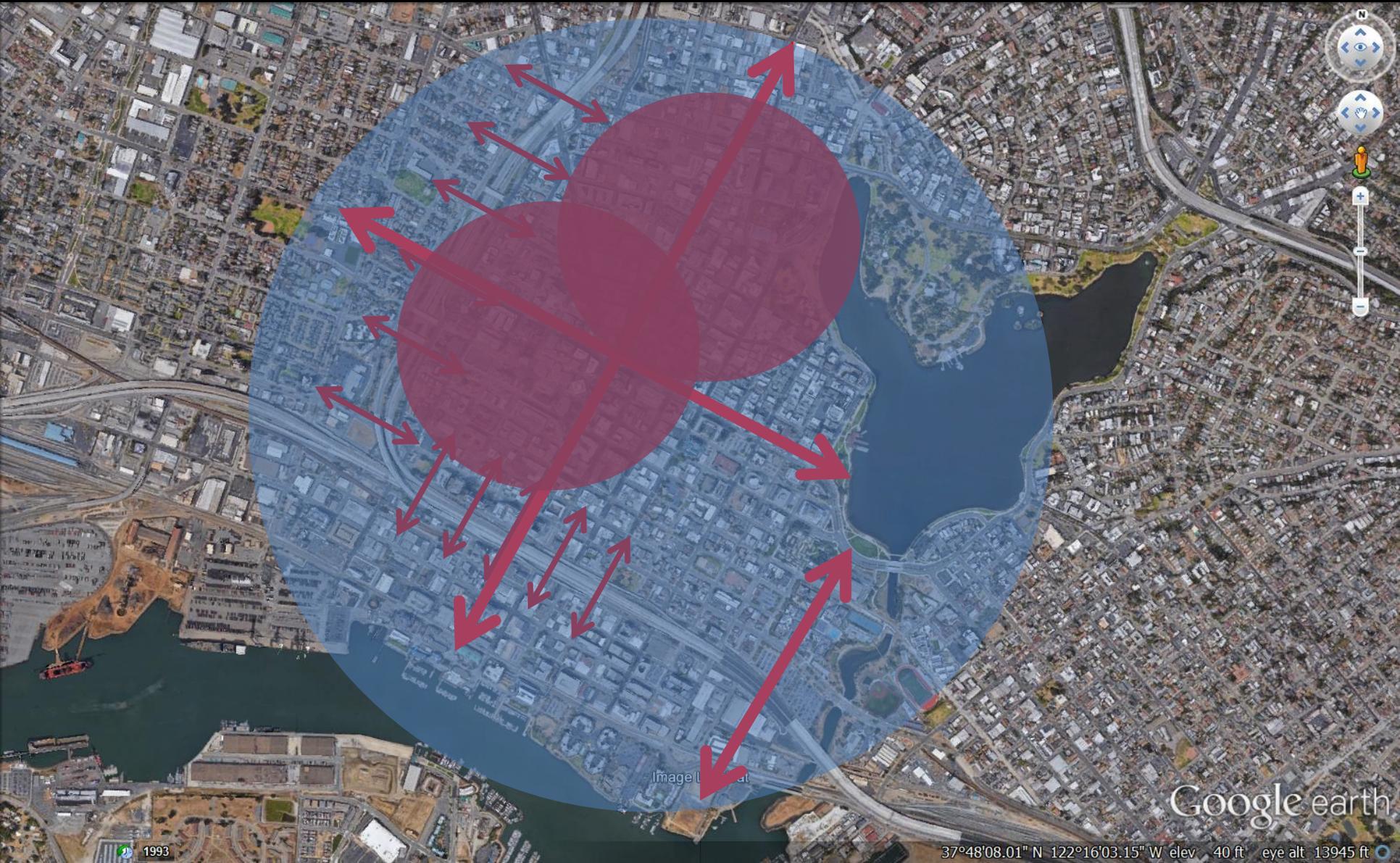
Google earth

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

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

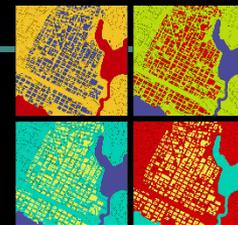
An aerial satellite view of a city, likely San Francisco, showing a dense urban grid. A large, semi-transparent blue circle is centered over a portion of the city. Numerous red arrows radiate outwards from the perimeter of this blue circle, pointing towards the surrounding urban areas. The text "Development 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



Jack London District (west of Broadway)

key topics – Jack London (west)



- land use
- urban form, growth & height
- access & connectivity
- Howard Terminal



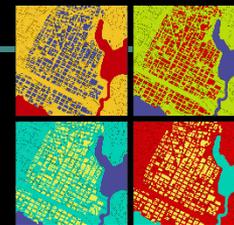
Oakland

Image Landsat

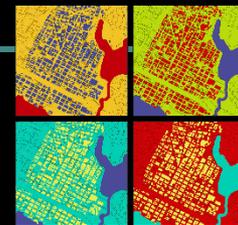
Google earth

1993

37°47'48.86" N 122°16'55.78" W elev 8 ft eye alt 2010 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

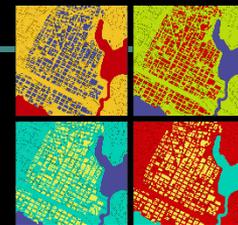
Search

- 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



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, services, office spaces, work-live units and residential uses which are desired for the future, and compatible with market conditions.

Need to determine appropriate uses for the Howard Terminal site while also meeting vision for the future.

Consider future uses for the blocks currently dedicated to public utilities and the fire station



Image Landsat

Google earth

1998

Imagery Date: 3/16/2016 37°47'45.51" N 122°17'06.83" W elev 7 ft eye alt 422 ft

Howard Terminal Jack London District



Google earth

37°47'58.83" N 122°16'56.55" W elev 31 ft eye alt 444 ft

1993

Image Landsat

BART owned properties



©2015 Google

©2015 Google

© 2015 Google

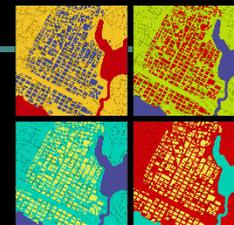
Google earth

37°47'56.15" N 122°16'43.02" W elev 58 ft eye alt 26 ft

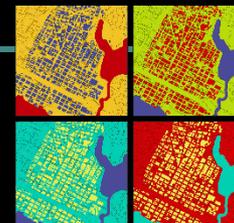
[Report a problem](#)

BART owned properties

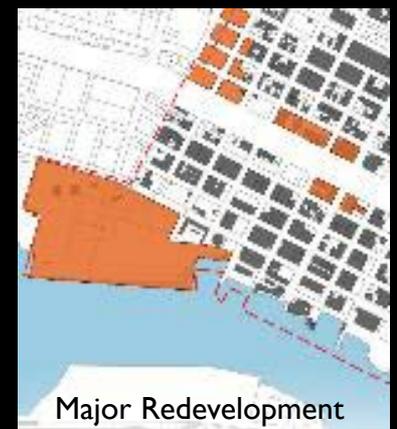
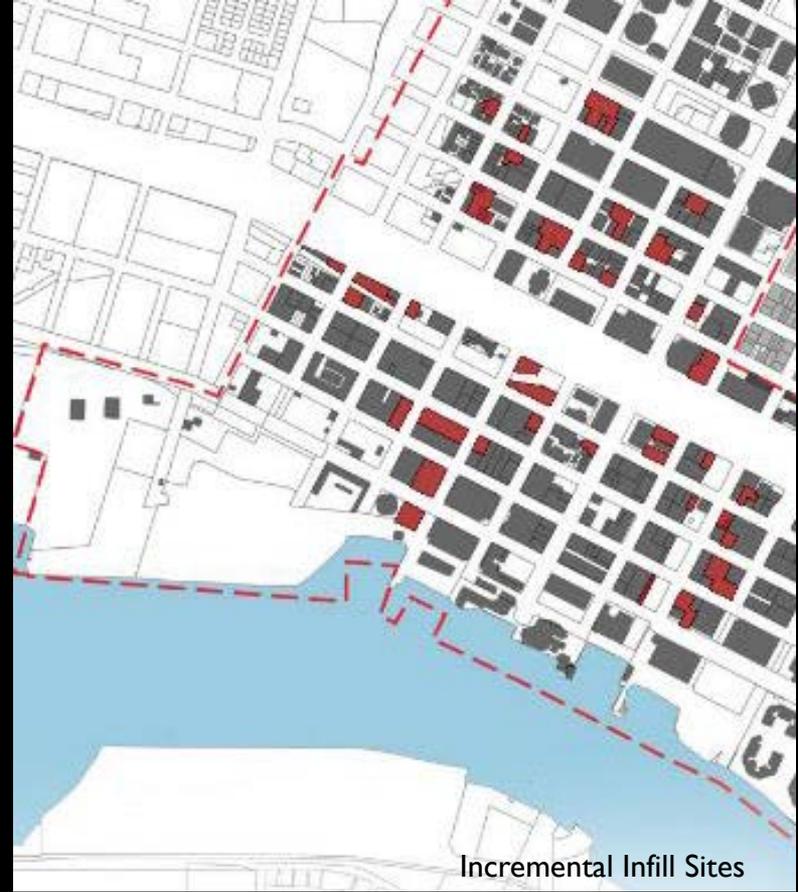
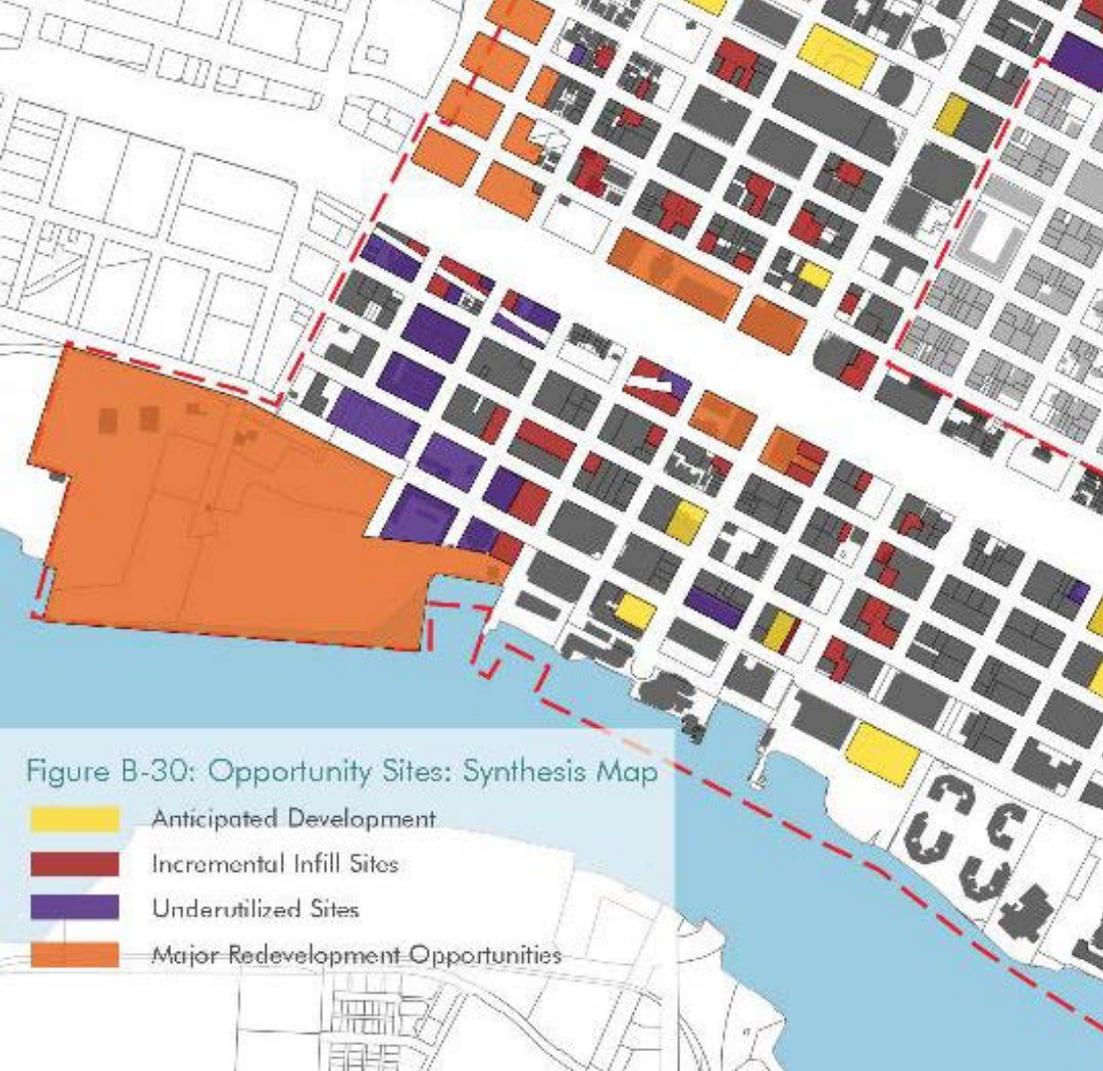




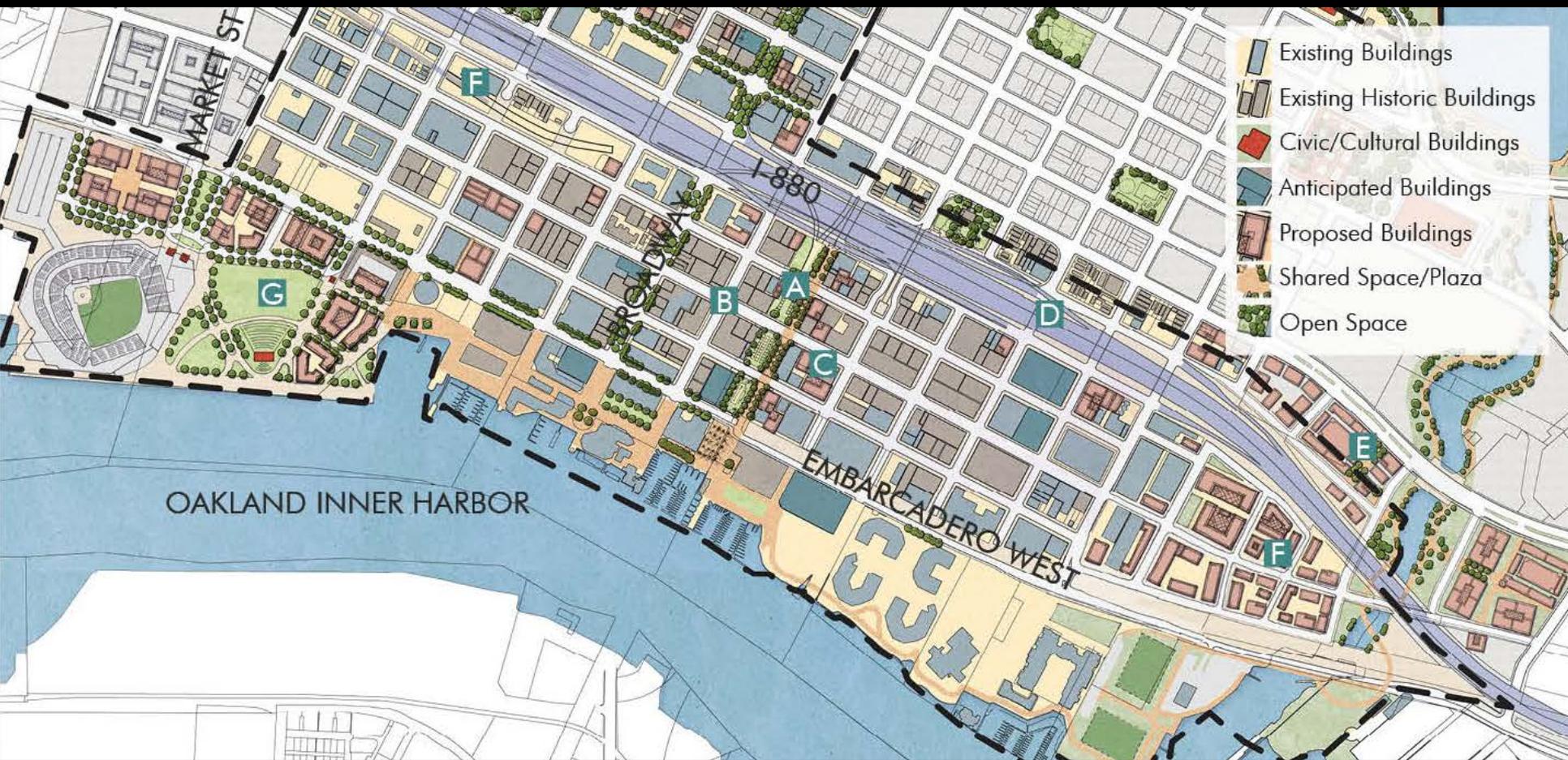
Deleted pic of Peerless Coffee; insert picture of historic train station building (need pics of the buildings west of Broadway) – City to provide



Deleted pic insert picture of Machine Iron Works
building (need pics of the buildings west of Broadway) –
City to provide



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



Illustrative Plan for Jack London District



Illustrative Plan, Option for additional infill along 880 freeway

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.

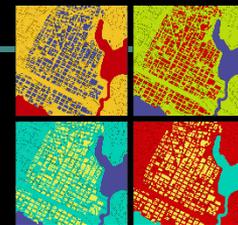
JACK LONDON DISTRICT: Plan Alternative #3

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

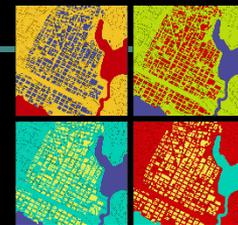


comments received...

- “Change state law to enable development.”
- Howard Terminal needs a phased plan for future development
- Jack London is isolated from West Oakland
- Re-imagine the BART owned sites
- Transform I-980

- 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.”
- “Keep 3rd Street industrial.”
- Address blight and graffiti
- Need a grocery store

- 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)



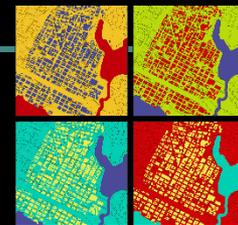
Image Landsat

Google earth

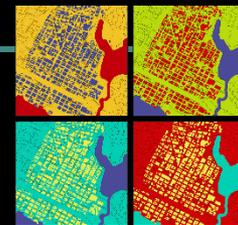
45°31'22.91" N 122°41'02.27" W elev 101 ft eye alt 3708 ft

1990

Light industrial Downtown: Portland, Oregon



Urban Form, Growth & Height

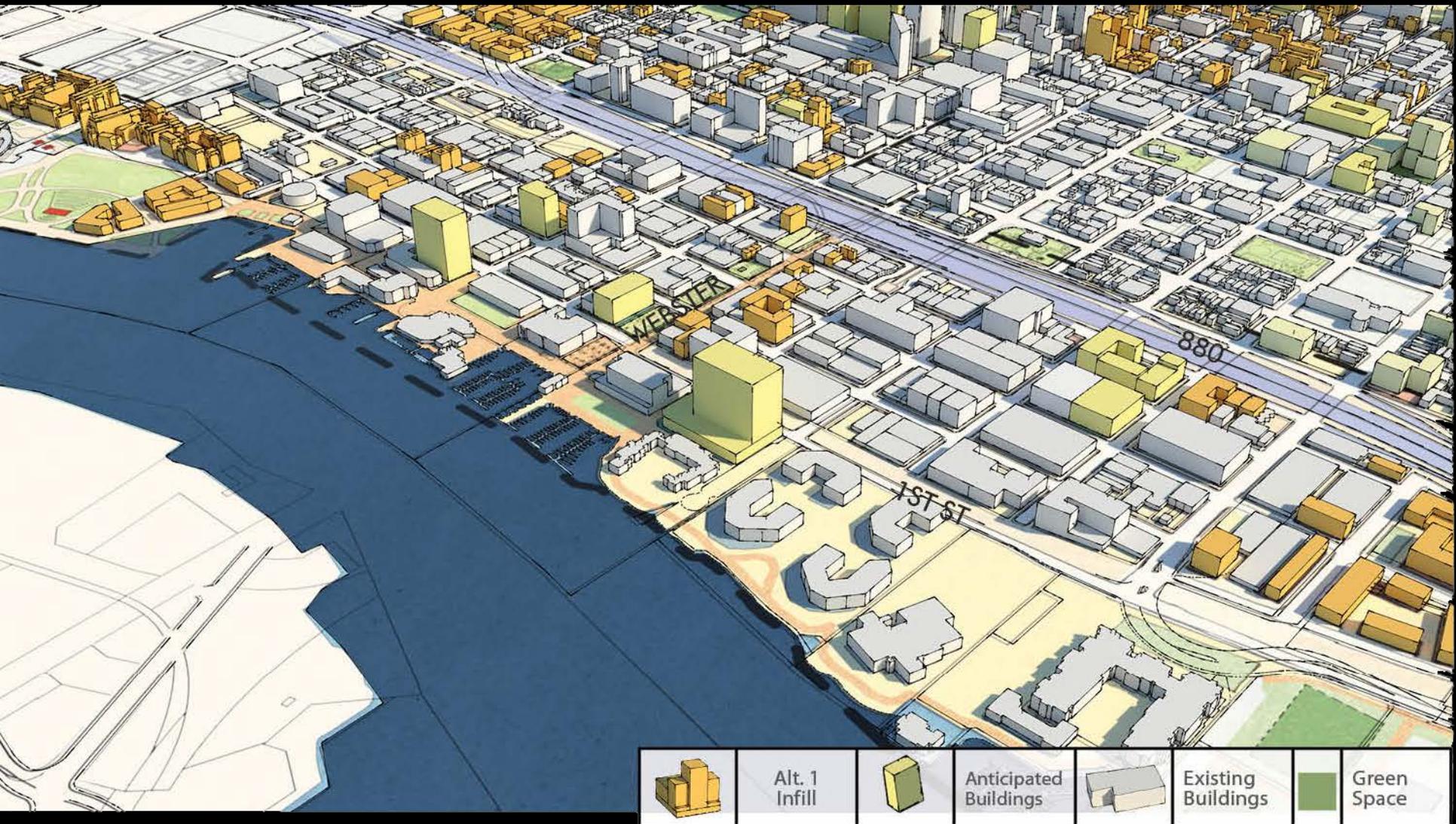


starter ideas...

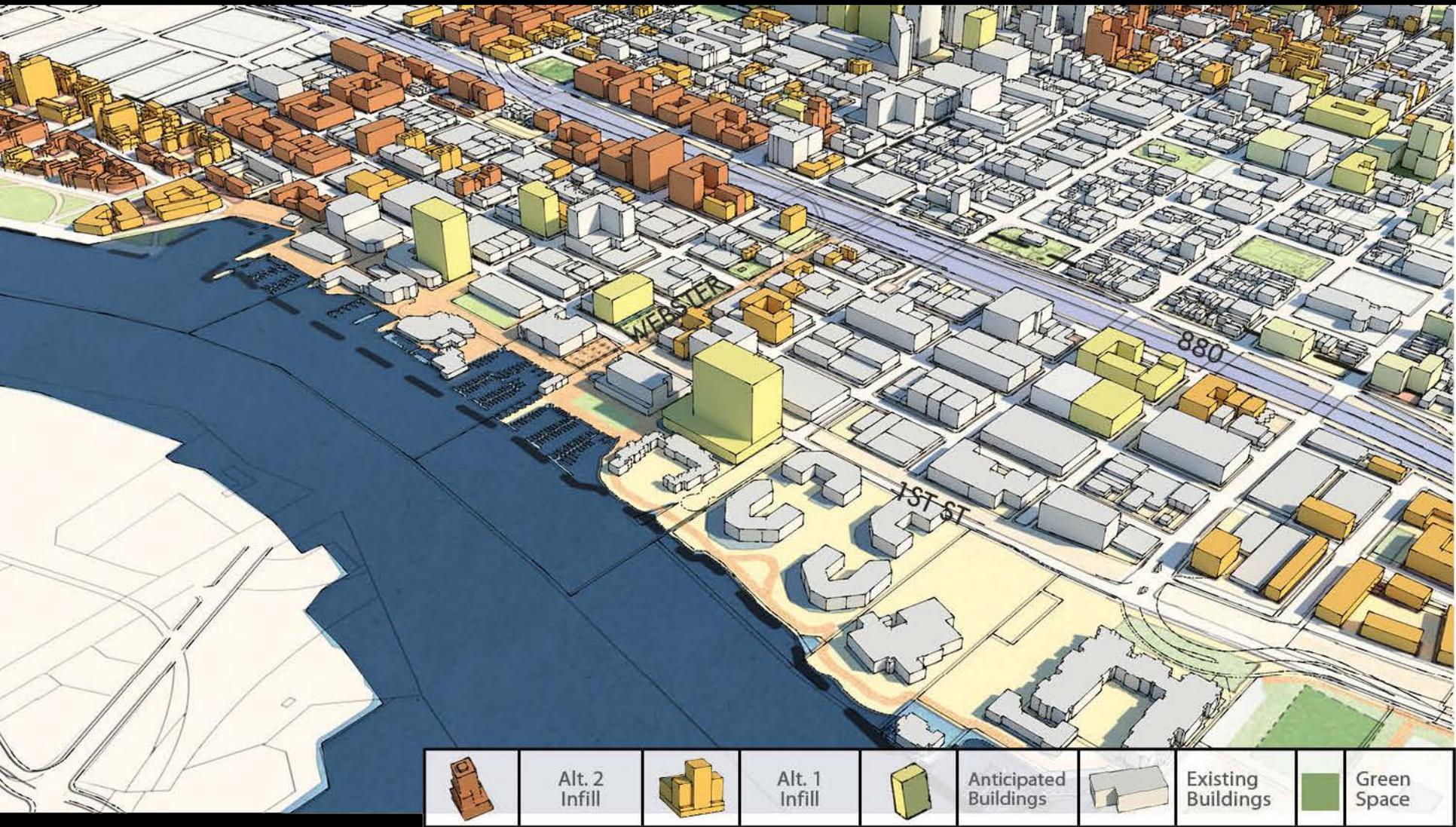


Weigh the current vision, market projection and the current ABAG projection for housing and employment which results in growth in all of Downtown.

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



Jack London District, Plan Alternative #1



Jack London District, Plan Alternative #2



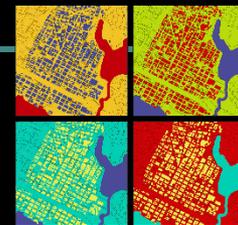
ABAG: 12,300 new households 2015-2040

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



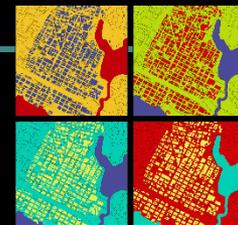
ABAG: 31,240 new jobs 2015-2040

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

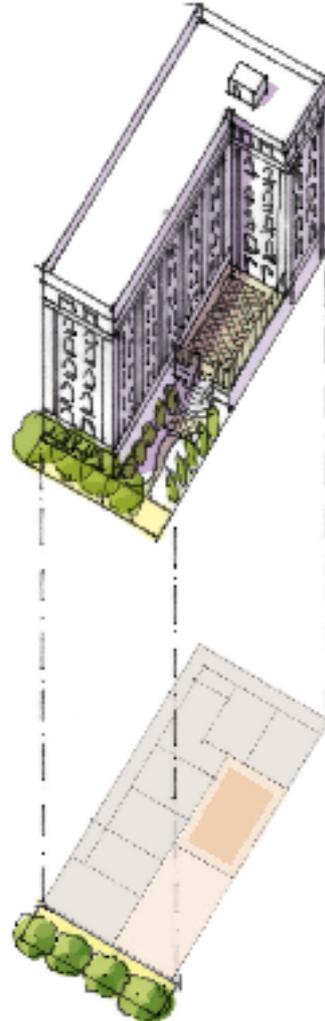
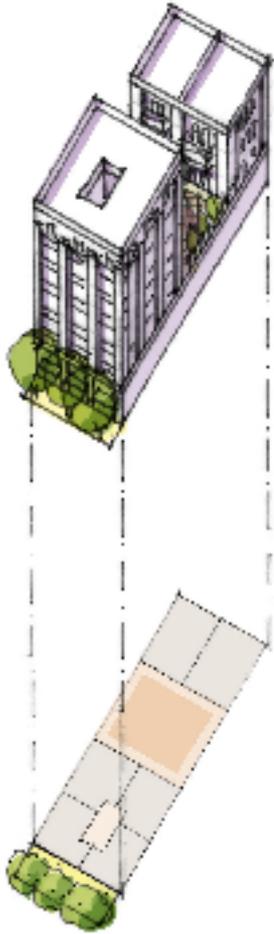


comments received...

- 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, “Buildings need to go higher, particularly against I-880 (on south side of block, not north side).”
- Retain early industrial nature of the area
- New development can help to connect Jack London to Old Oakland and West Oakland

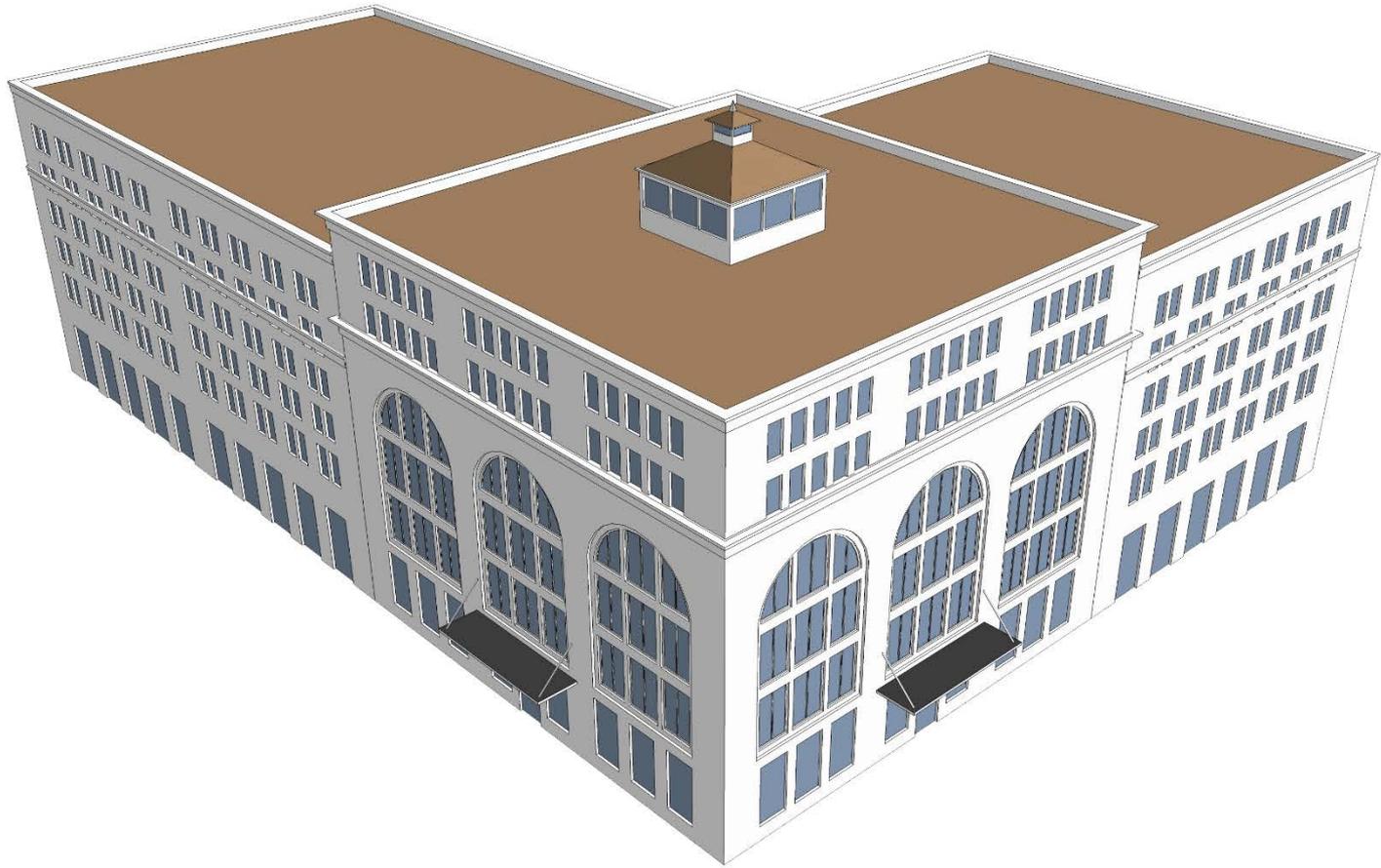


potential resolutions (timed discussion)



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

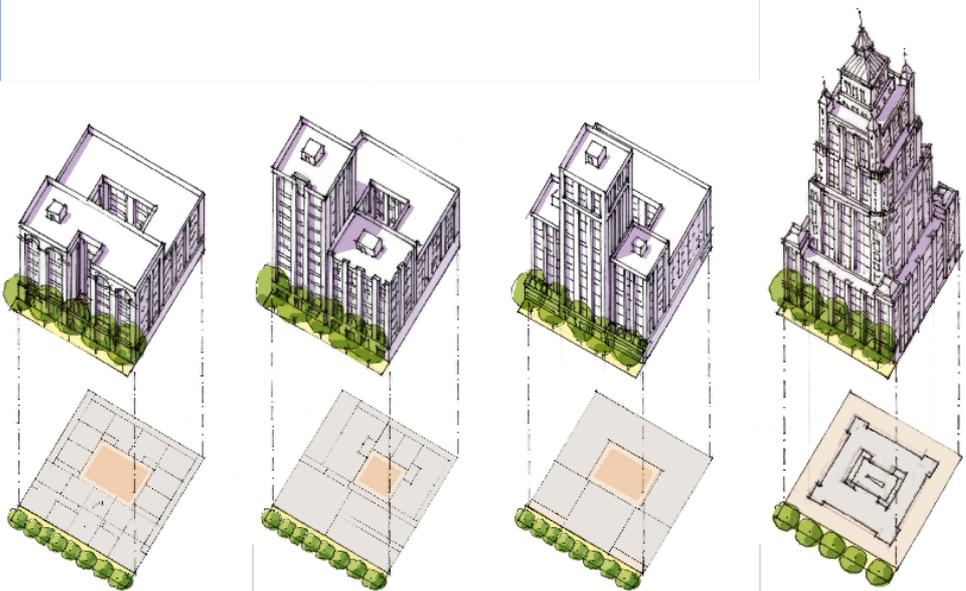
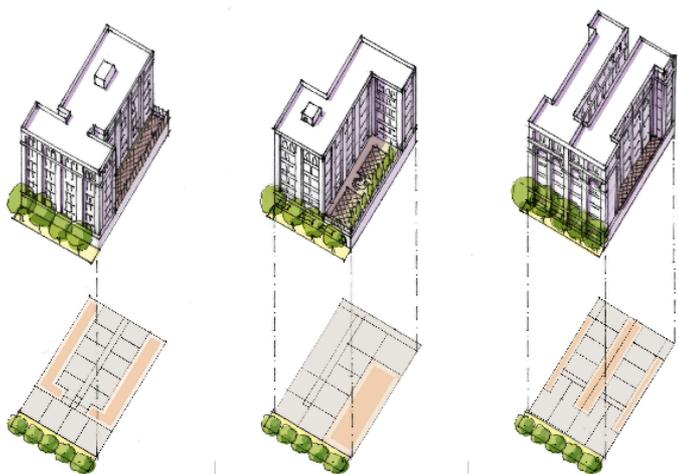
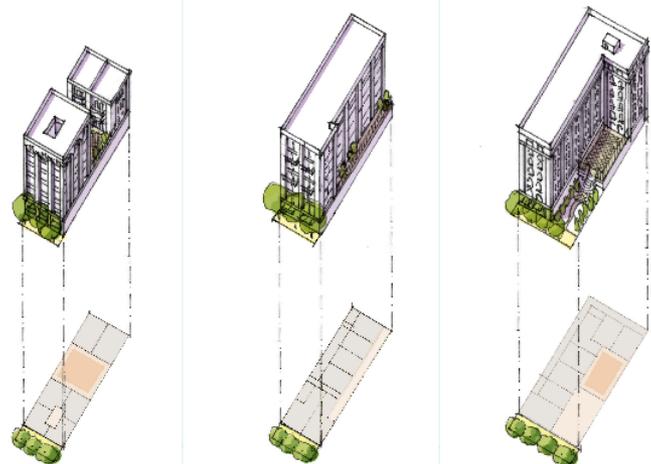
A variety of building types



A variety of building types

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

DRAFT





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



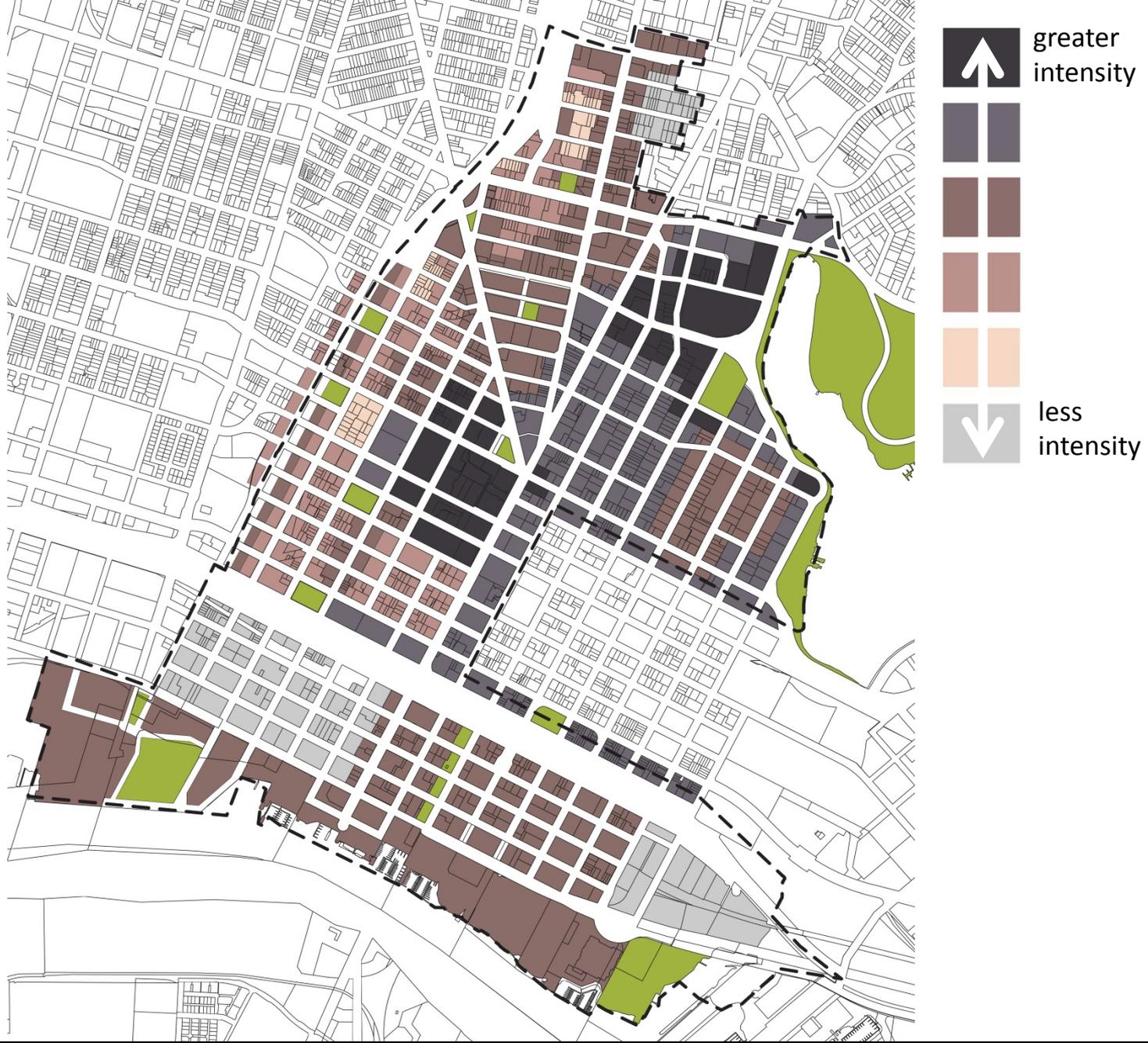
Data SIO, NOAA, U.S. Navy, NGA, GEBCO
Data LDEO-Columbia, NSF, NOAA
Image Landsat

Google earth

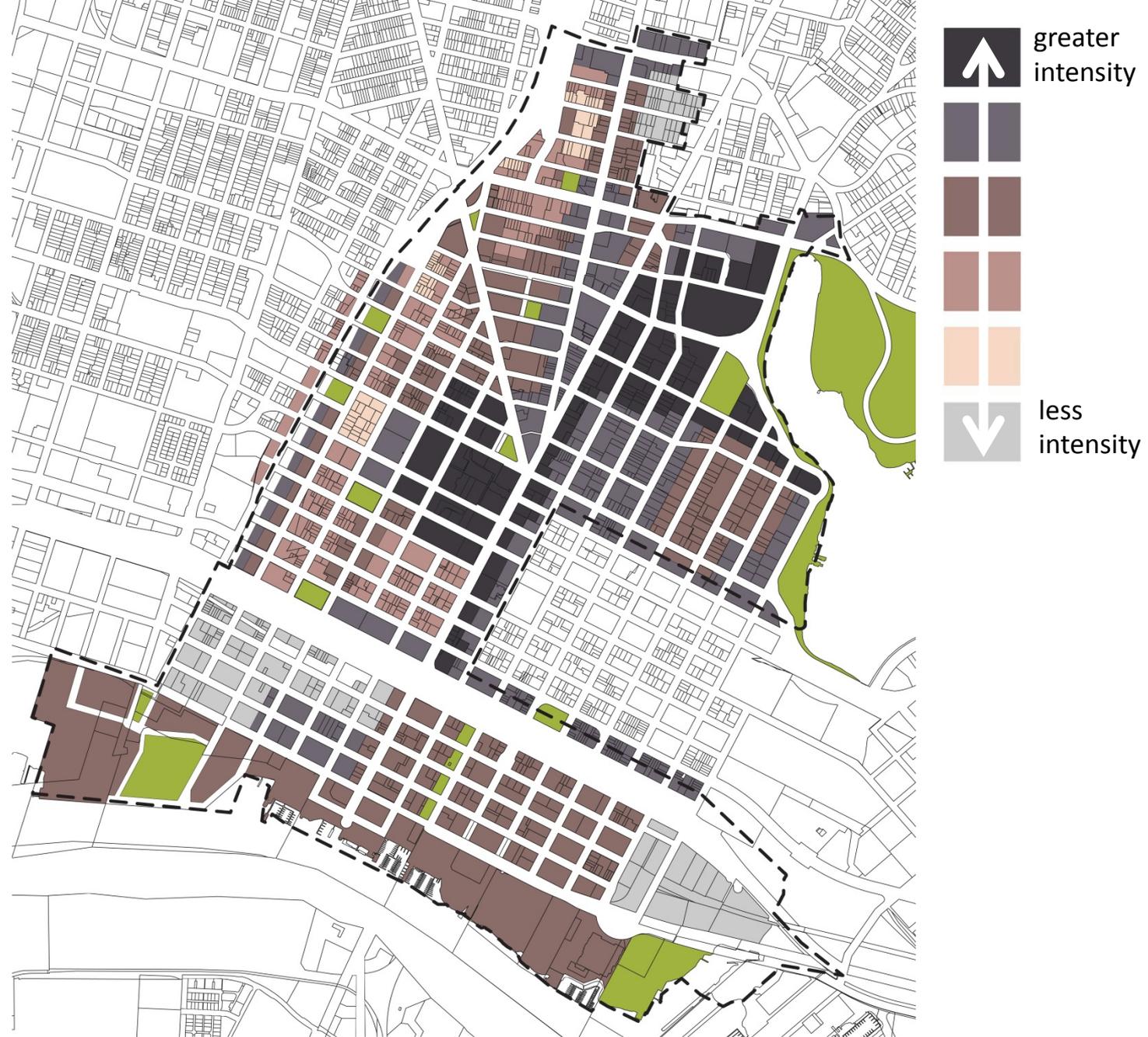
2003

Imagery Date: 12/13/2015 39°17'13.55" N 76°36'58.05" W elev 73 ft eye alt 1892 ft

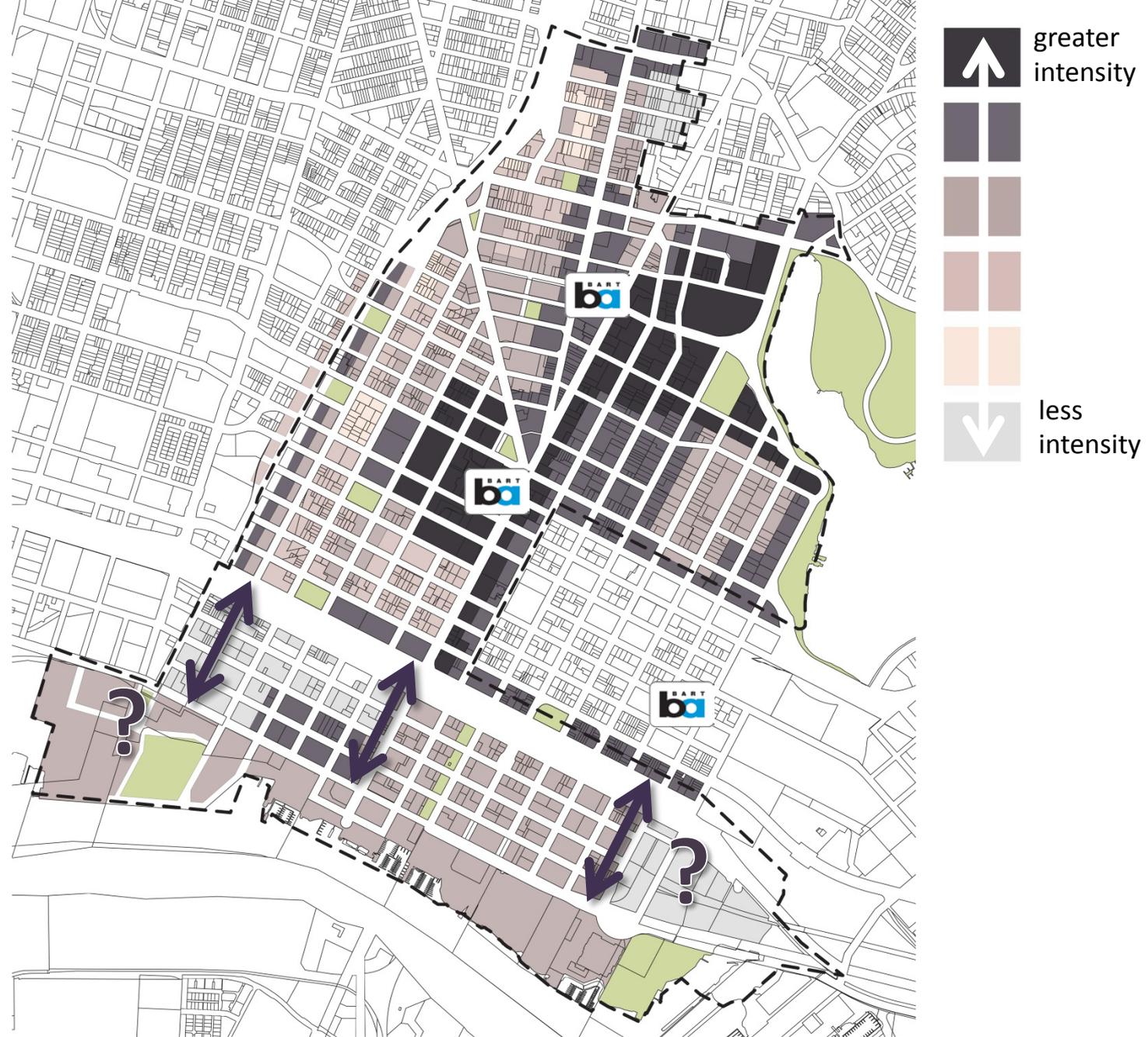
Waterfront example: Baltimore Inner Harbor



charrette intensity diagram



charrette intensity diagram (greater intensity)



Where is greater intensity appropriate?



© 2016 Google

Google

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



© 2016 Google

Google

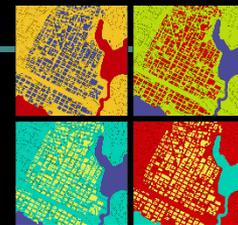
What should heights be on **Howard Terminal**?



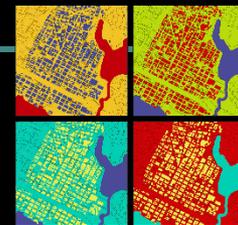
© 2016 Google

Google

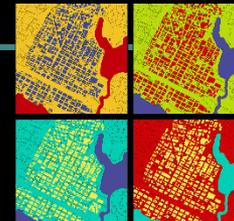
What should heights be along I-880?



Access & Connectivity



starter ideas...



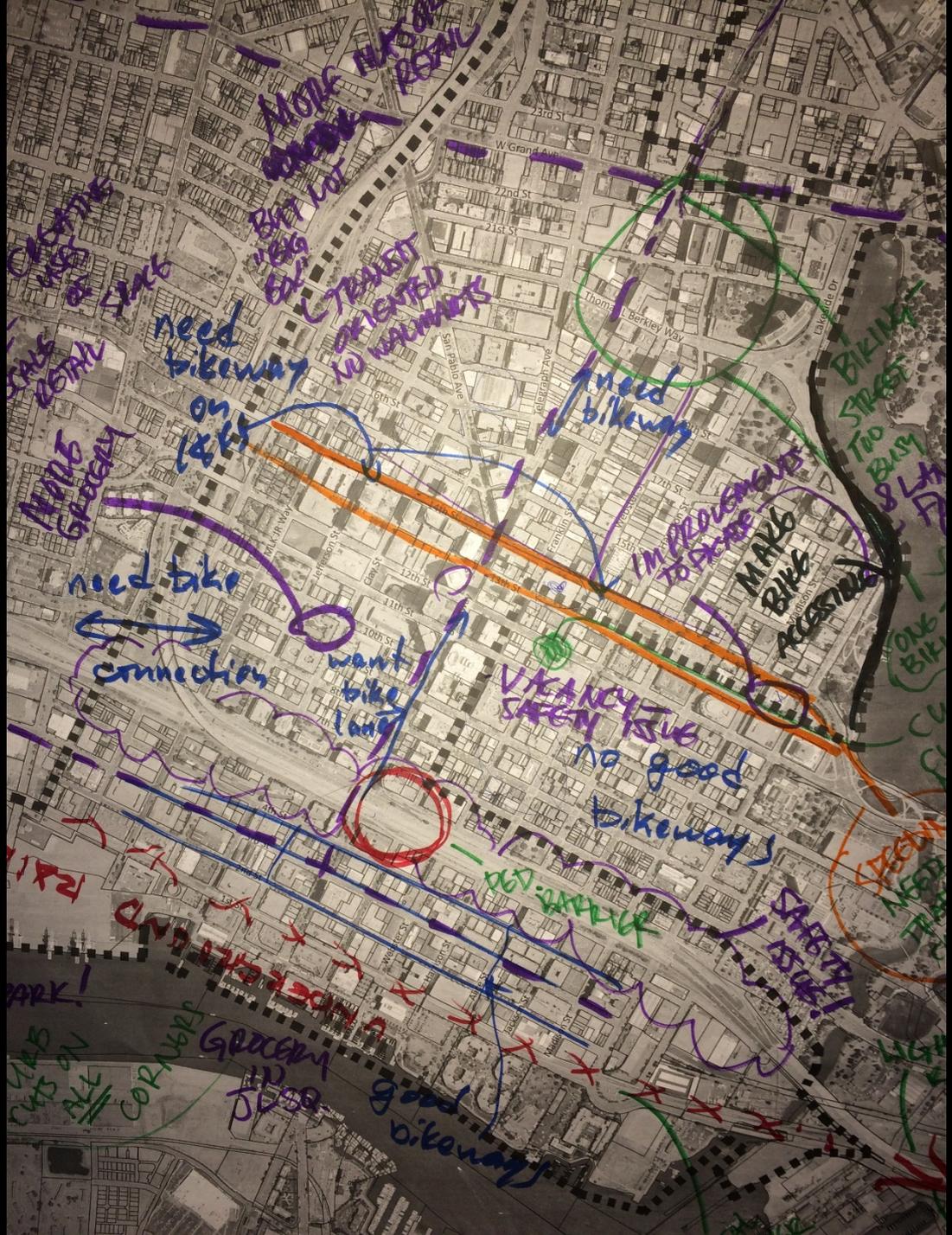
Improve streets, paths, trails, plazas, parks and public spaces, providing key connections to Howard Terminal (such as bridges over the train tracks), West Oakland, Downtown, Victory Court, Chinatown, and Lake Merritt from the Jack London District.

Paving Embarcadero near M. L. King. Jr Way

Improving connections under Freeway

Future Jack London BART station

How will character of 3rd Street transition from West Oakland?



ALONG PART OF RETAIL
BUT NOT
NEED BIKEWAY ON 14TH
need bike connection
want bike lanes
no good bikeways

need bike connection
want bike lanes
no good bikeways

good bikeway
grocery
CORNER CUTS ON ALL CORNERS
SAFETY ISSUE!

need bikeway on 14th
need bike connection
want bike lanes
no good bikeways

IMPROVEMENTS TO MAKE
MAKE BIKE ACCESSIBLE
BILLY STREET TOO BUSY
ONE BIKE
KEEP THE

SAFETY ISSUE!
good bikeway
grocery
CORNER CUTS ON ALL CORNERS

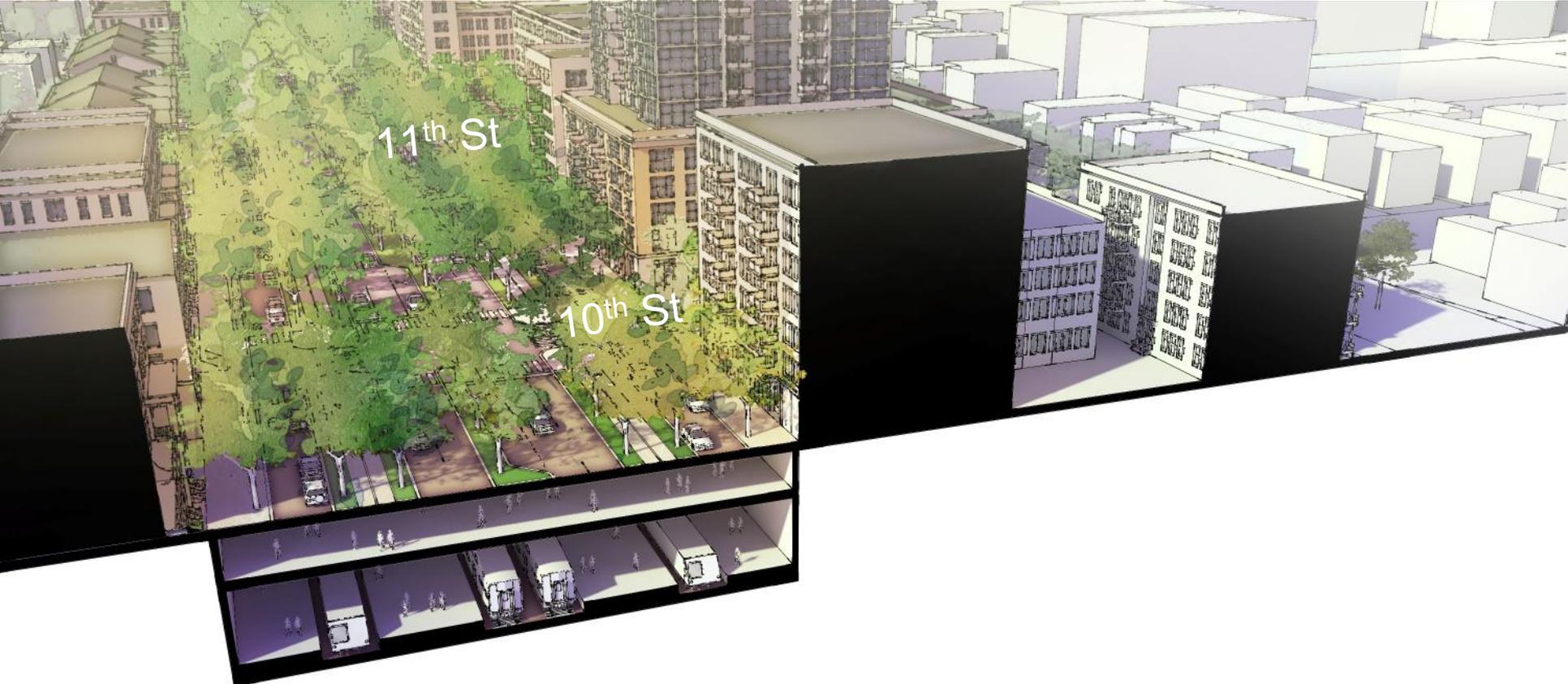
DRAFT

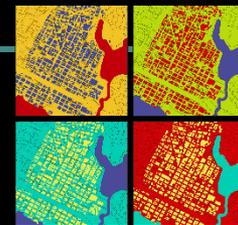


I-980 transformation



DRAFT

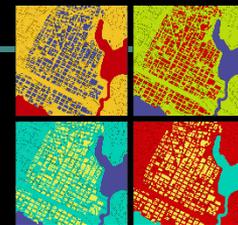




comments received...

- Connections and improvements from JL to Downtown on streets other than Broadway should be emphasized (e.g. Washington to Old Oakland, and Martin Luther King Jr. Way)
- Broadway is “the spine of Downtown.” How can it be reimagined as public space that connects the neighborhoods?

- Need to consider “regulations and environmental factors,” in future improvements to Howard Terminal
- “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.”



potential resolutions (timed discussion)



“Main Street” of Downtown: Boulevard de Rochechouart, Paris, France



“Main Street” of Downtown:
Munich, Germany



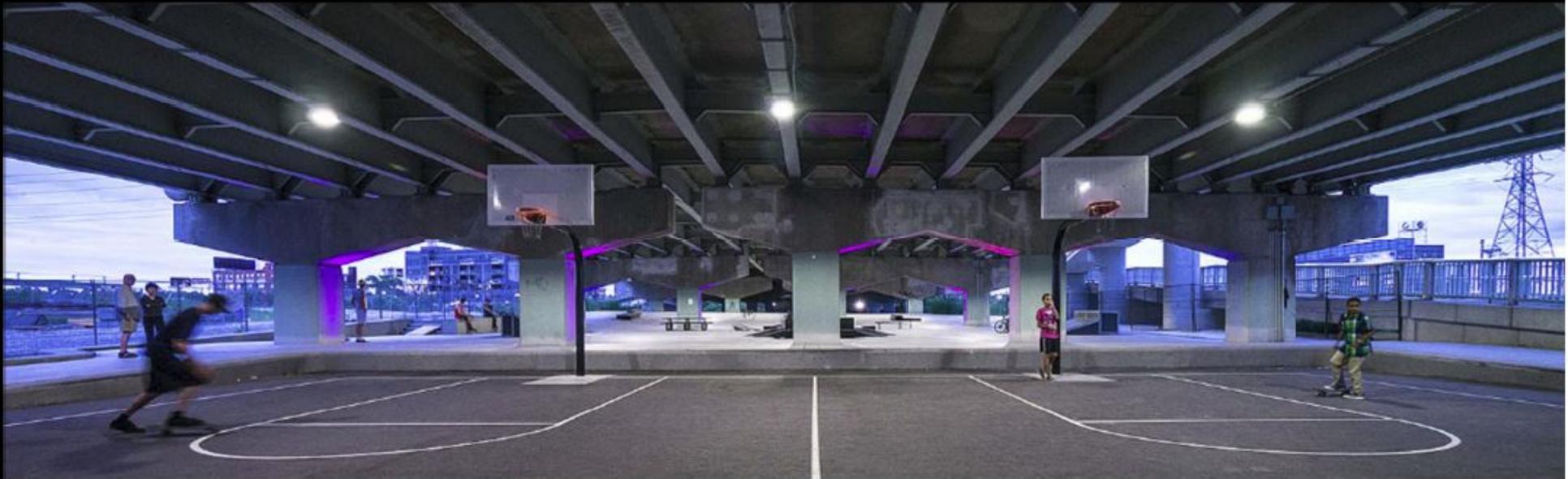
Highway removal/transformation (Octavia Boulevard, San Francisco)



Highway
removal/transformation
(Octavia Boulevard, San
Francisco)



Highway removal/transformation (Octavia Boulevard, San Francisco)

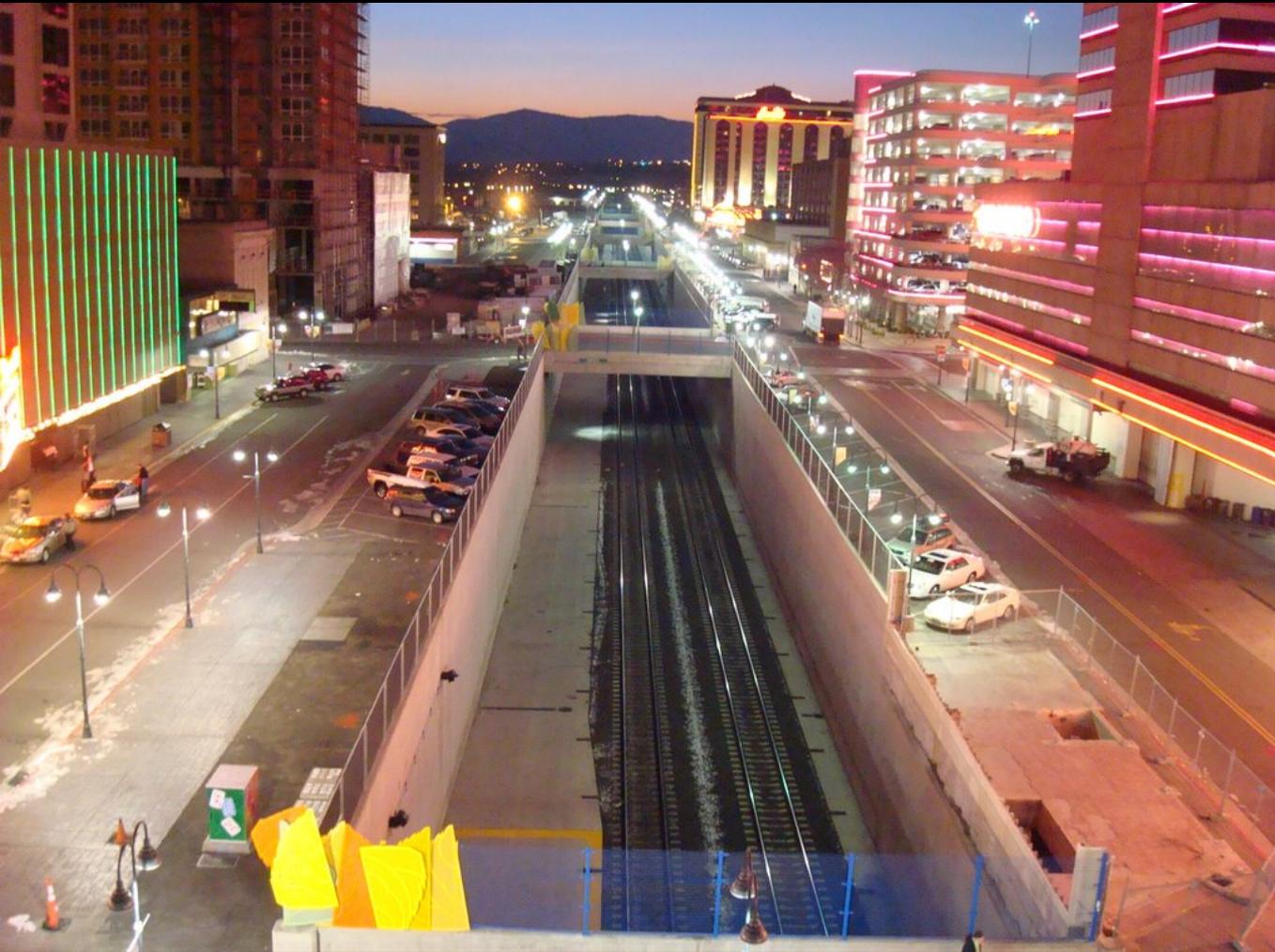


Re-imagine the I-880 underpass

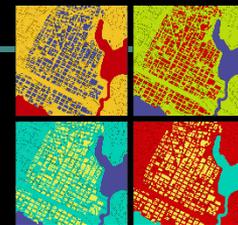


Re-imagine the Embarcadero

Alameda
Corridor, LA



Re-imagine the Embarcadero



Howard Terminal



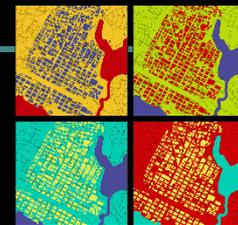
Image Landsat

Google earth

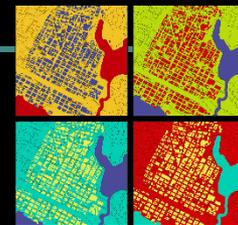
1998

Imagery Date: 3/16/2016 37°47'45.51" N 122°17'06.83" W elev 7 ft eye alt 422 ft

What does Howard Terminal look like in the future?



starter ideas...



Envision a future for Howard Terminal where a mix of uses provide space for commercial and entertainment, including public space that has ample access to the waterfront.



Illustrative Plan, Howard Terminal, Stadium Scenario

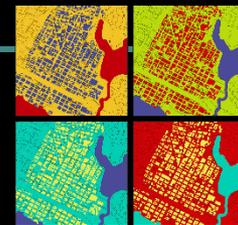


What if? Howard Terminal



DRAFT

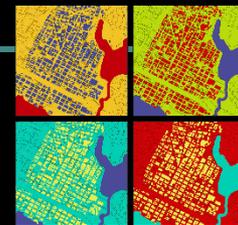
What if? Howard Terminal (includes mix of uses, commercial, office, light industrial, retail, entertainment, public space, etc/



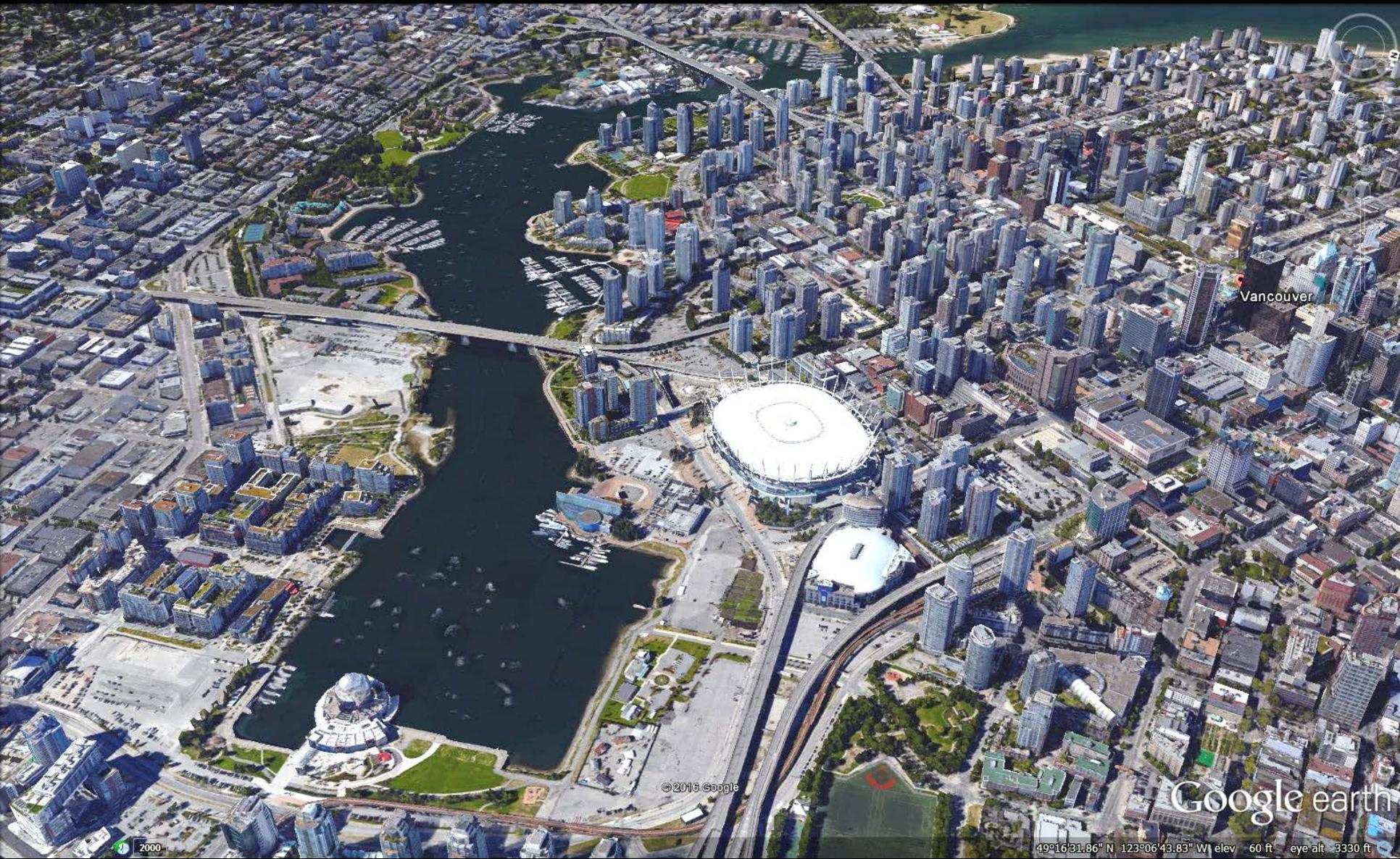
comments received...

- Howard Terminal can't (currently) have residential development
- Can't have residential at HT without adjusting regulations (and with referendum); need to maintain maritime use
- "Do not rely on the reuse of Howard Terminal, which is a maritime facility overseen by the Port of Oakland."
- Should not have sports stadium at Howard Terminal
- Howard Terminal waterfront location is an ideal location for sports stadium

- “Don’t want another office park at Howard Terminal.”
- Need to design a phased approach to development of Howard Terminal site
- Updated transportation network connections will be essential for new development at HT



potential resolutions (timed discussion)



Vancouver

© 2015 Google

Google earth

49°16'31.86" N 123°06'43.83" W elev 60 ft eye alt 3330 ft

2000

Waterfront example: Vancouver, BC



Data SIO, NOAA, U.S. Navy, NGA, GEBCO
Data LDEO-Columbia, NSP, NOAA
Image Landsat

Google earth

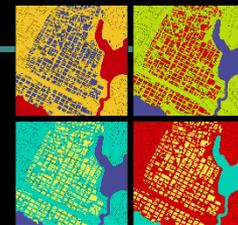
2003

Imagery Date: 12/13/2015 39°17'13.55" N 76°36'58.05" W elev 73 ft eye alt 1892 ft

Waterfront example: Baltimore Inner Harbor



Waterfront development example: Hunters Point Shipyard, San Francisco

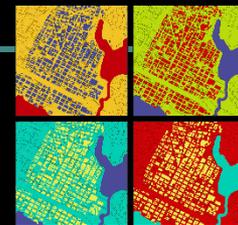


Thank you!

PLAN DOWNTOWN

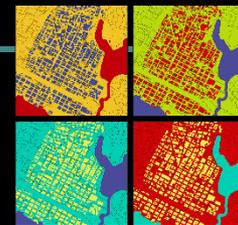


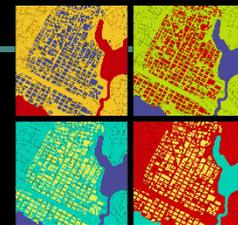
OAKLAND



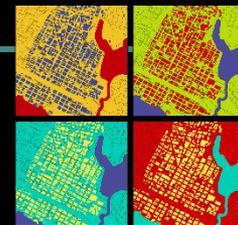
your plan for downtown.

#PlanDowntown

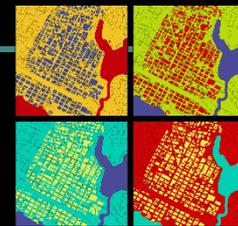




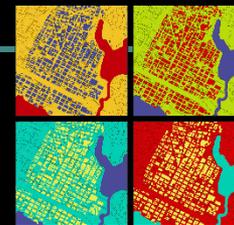
HE Policy 1.7
14,765 new units
Citywide by 2023



**Mayor's Housing Cabinet:
protect 17,000
affordable homes
city-wide**



**Mayor's Housing Cabinet:
build 17,000
new homes
city-wide**



development
without
displacement

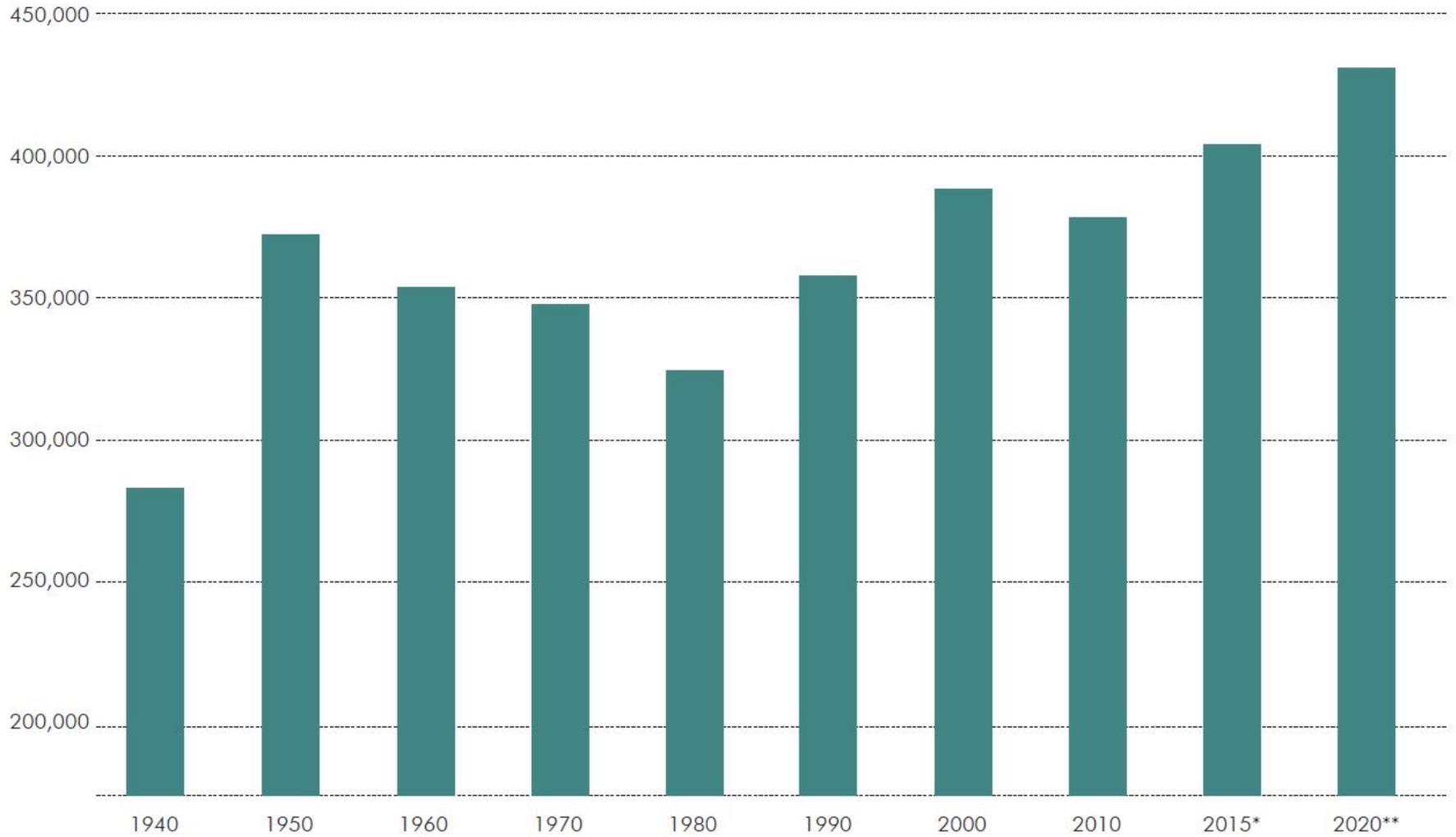
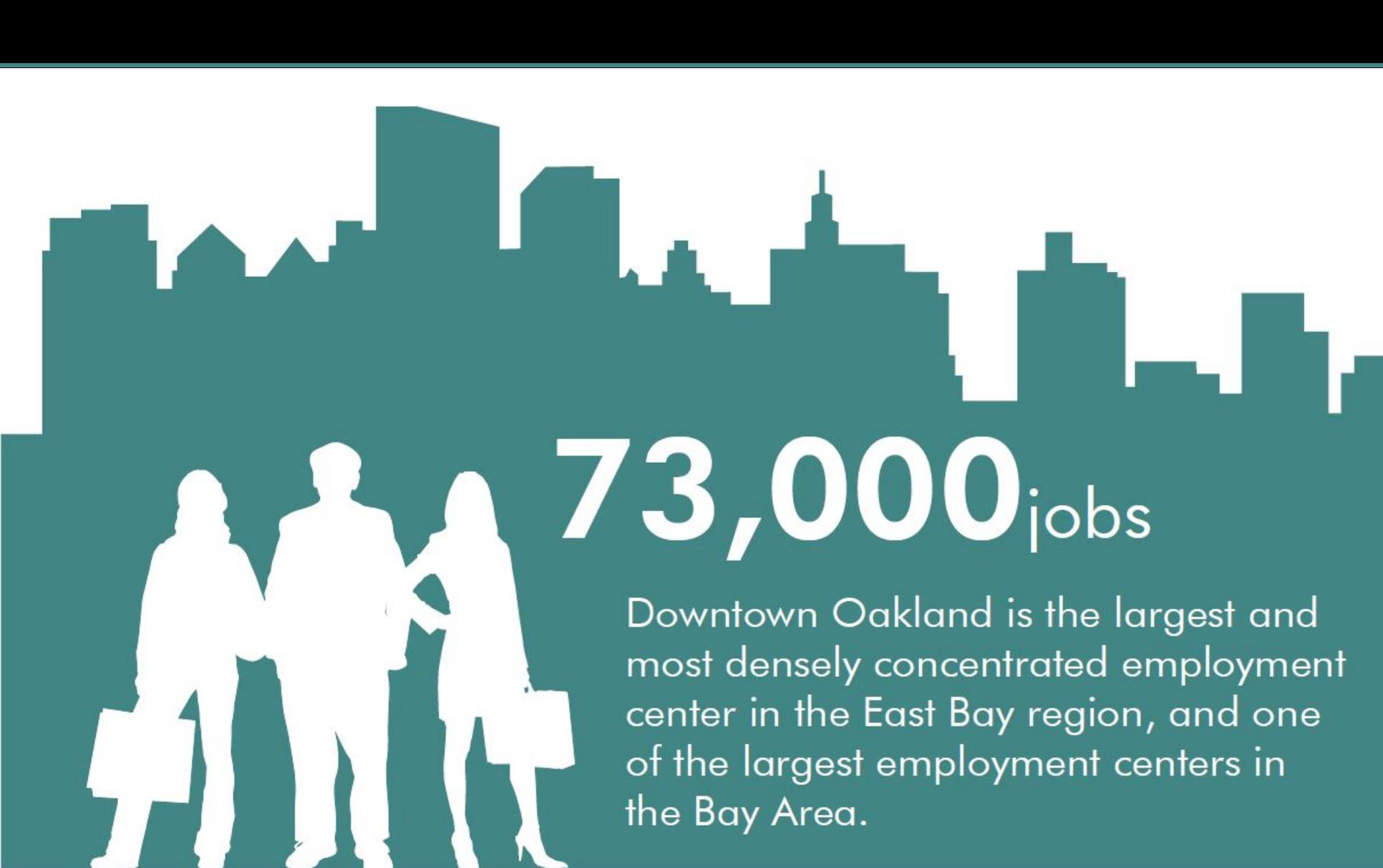


Figure B-39: Oakland Population

*Estimate

**ABAG Project

The image features a teal background. At the top, there is a white silhouette of a city skyline with various building shapes. Below the skyline, on the left side, are three white silhouettes of business professionals: a woman on the left carrying a briefcase, a man in the center, and a woman on the right also carrying a briefcase. To the right of these silhouettes, the text '73,000 jobs' is displayed in a large, white, sans-serif font. The number '73,000' is significantly larger than the word 'jobs'.

73,000 jobs

Downtown Oakland is the largest and most densely concentrated employment center in the East Bay region, and one of the largest employment centers in the Bay Area.

U.S. Census Bureau, Longitudinal Employer-Household Dynamics, 2013.

73,000 jobs exist in Downtown



60%

of households are
single-person



9%

of households are
families
with children

last century

CARS

FREIGHT

FIRST RESPONDERS

TRANSIT

CYCLING

WALKING

Higher Priority



Lower Priority

new era

WALKING

PUBLIC TRANSIT

CYCLING

FIRST RESPONDERS

CARS

FREIGHT



CONNECT OAKLAND

A vision to reconnect neighborhoods and connect cities





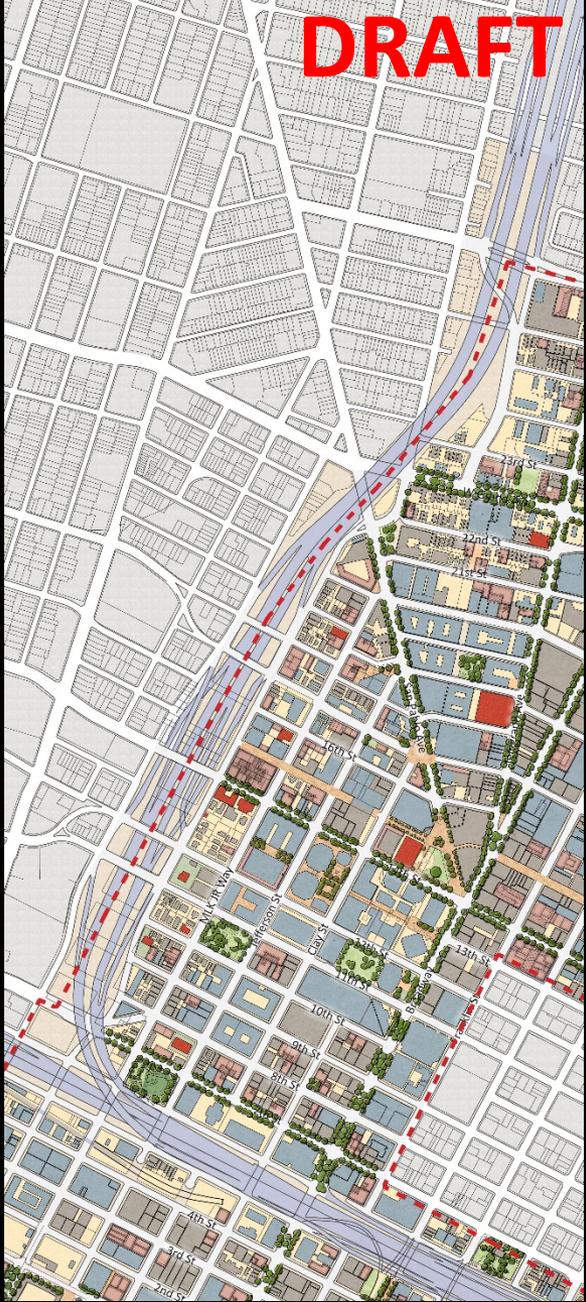
1968



by reestablishing 12 city streets and reducing walk distance across the ROW and bettering access between the neighborhoods.

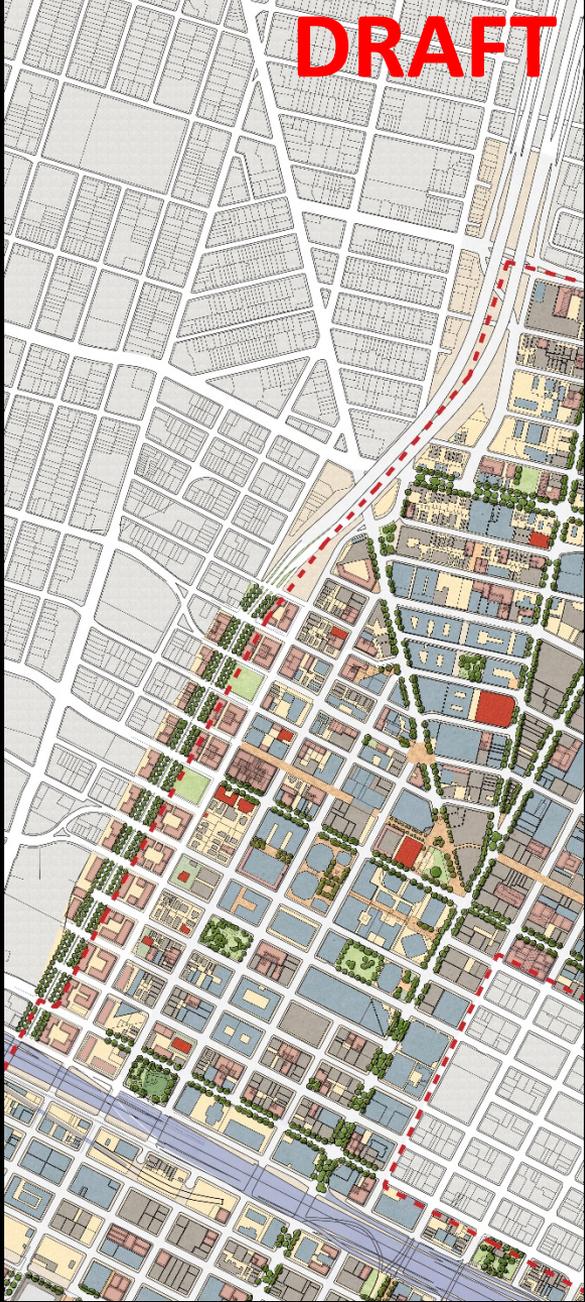


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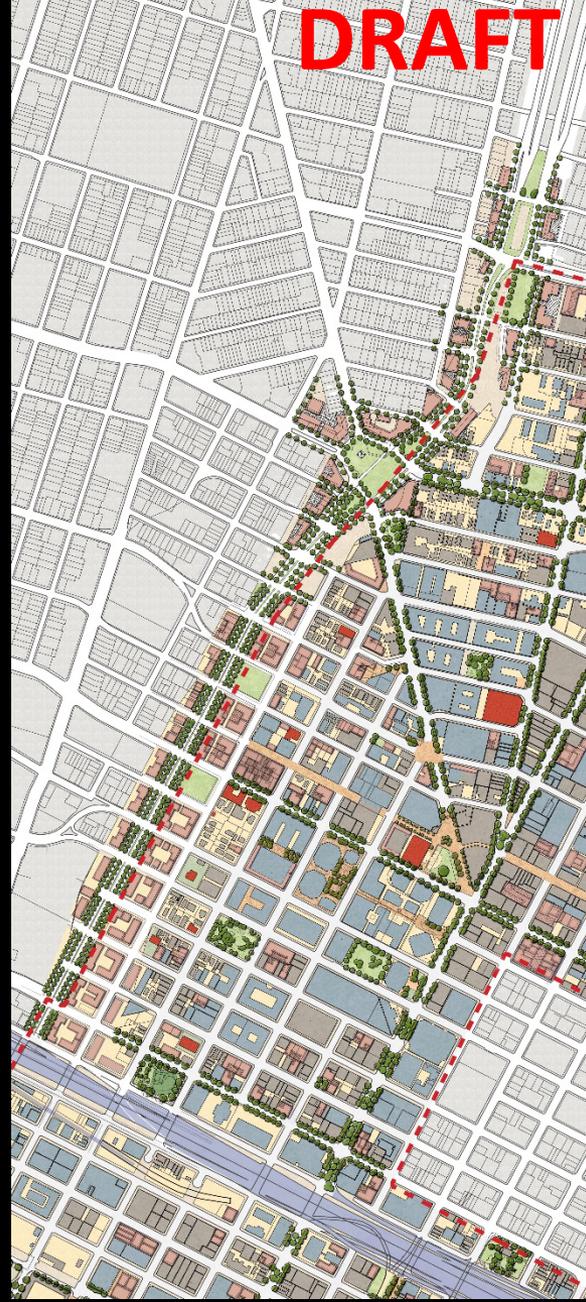
Highway

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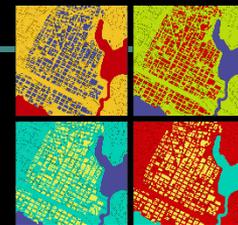


Boulevard

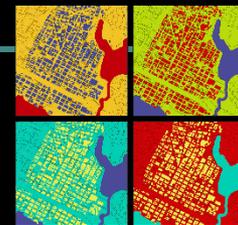
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Boulevard, Extended



Webster Green



Our hypothesis was...



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



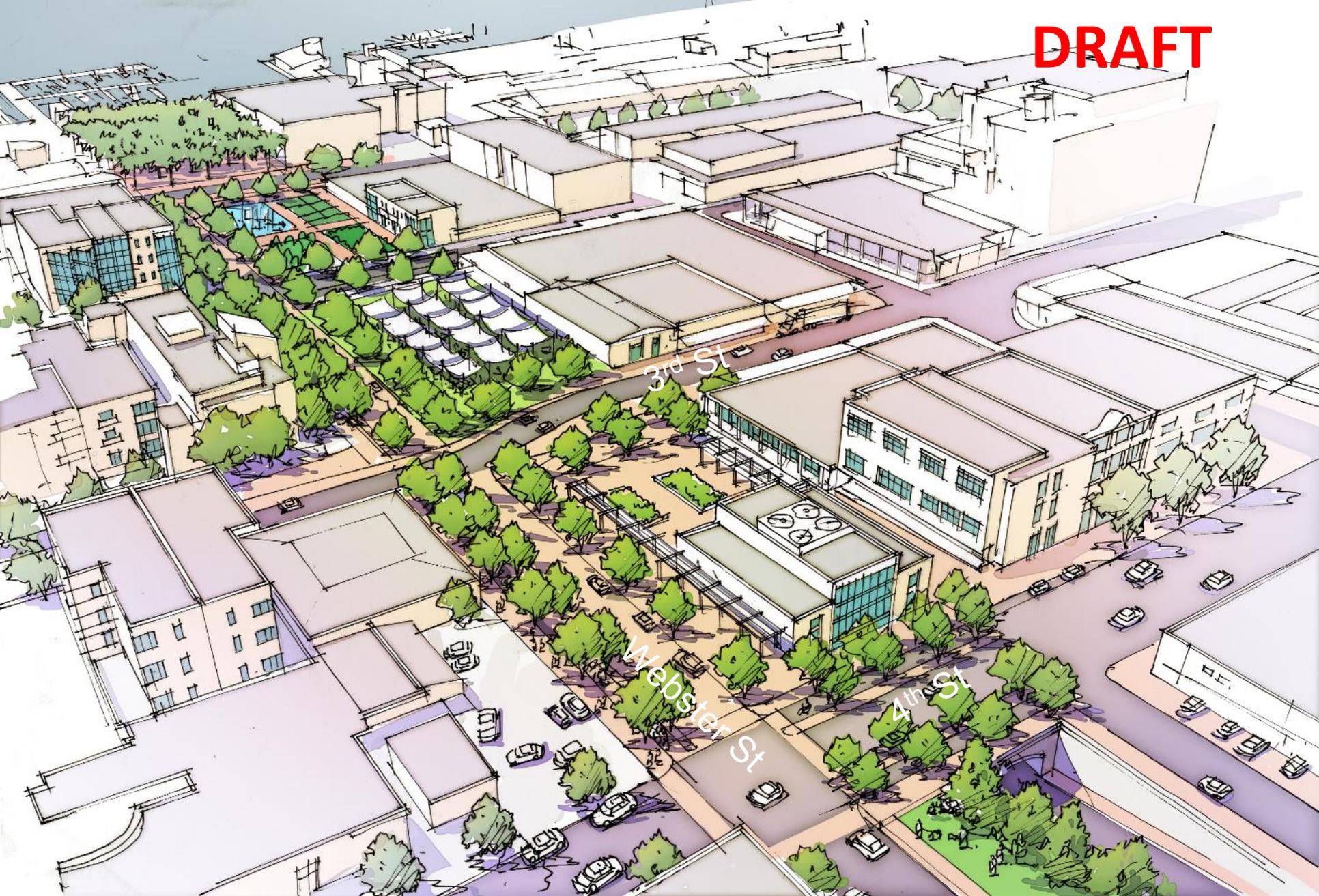
© 2016 Google

Google earth

1993

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

DRAFT



3rd St

Webster St

4th St

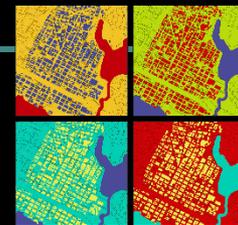
Webster Green



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

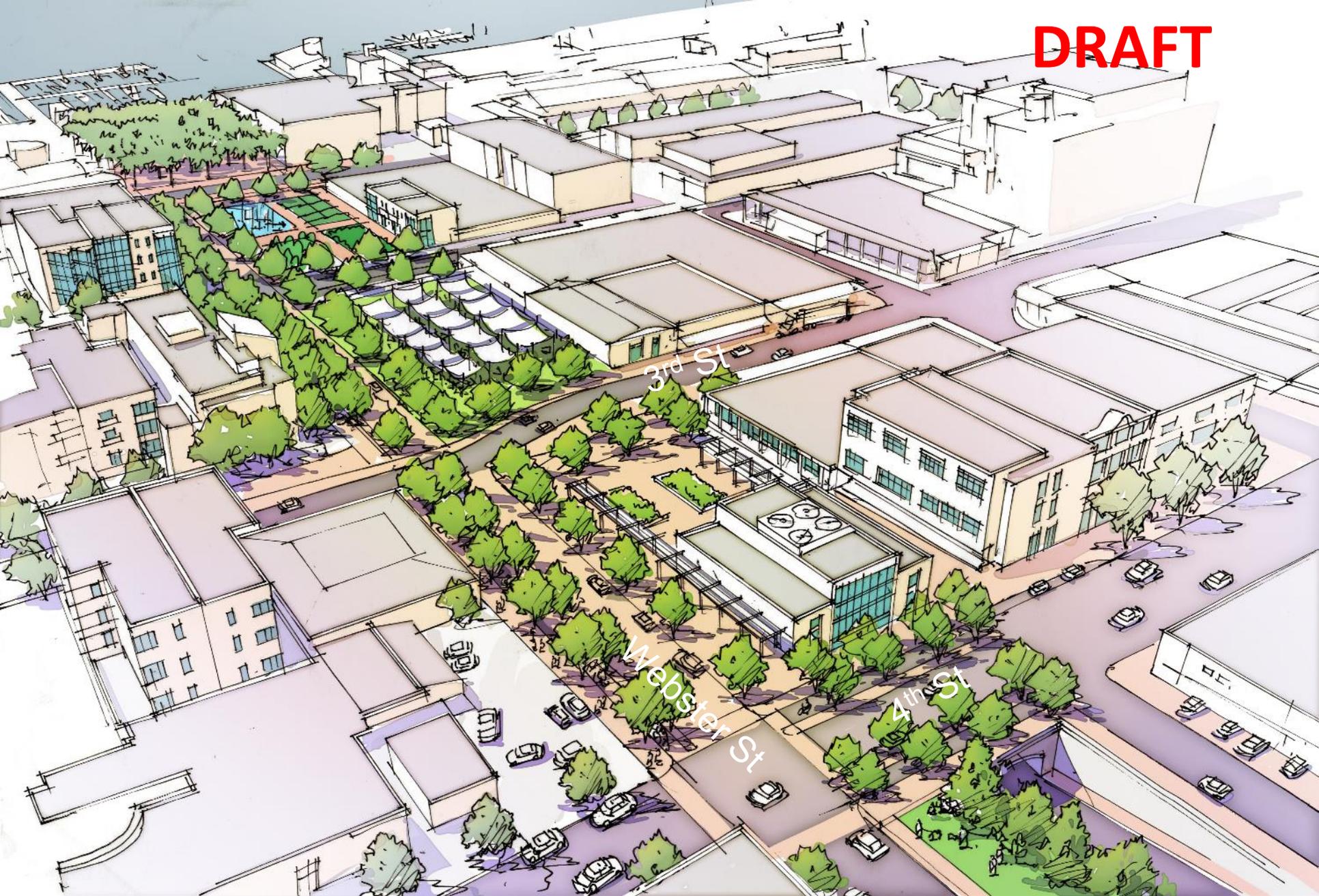


potential resolutions (discussion)



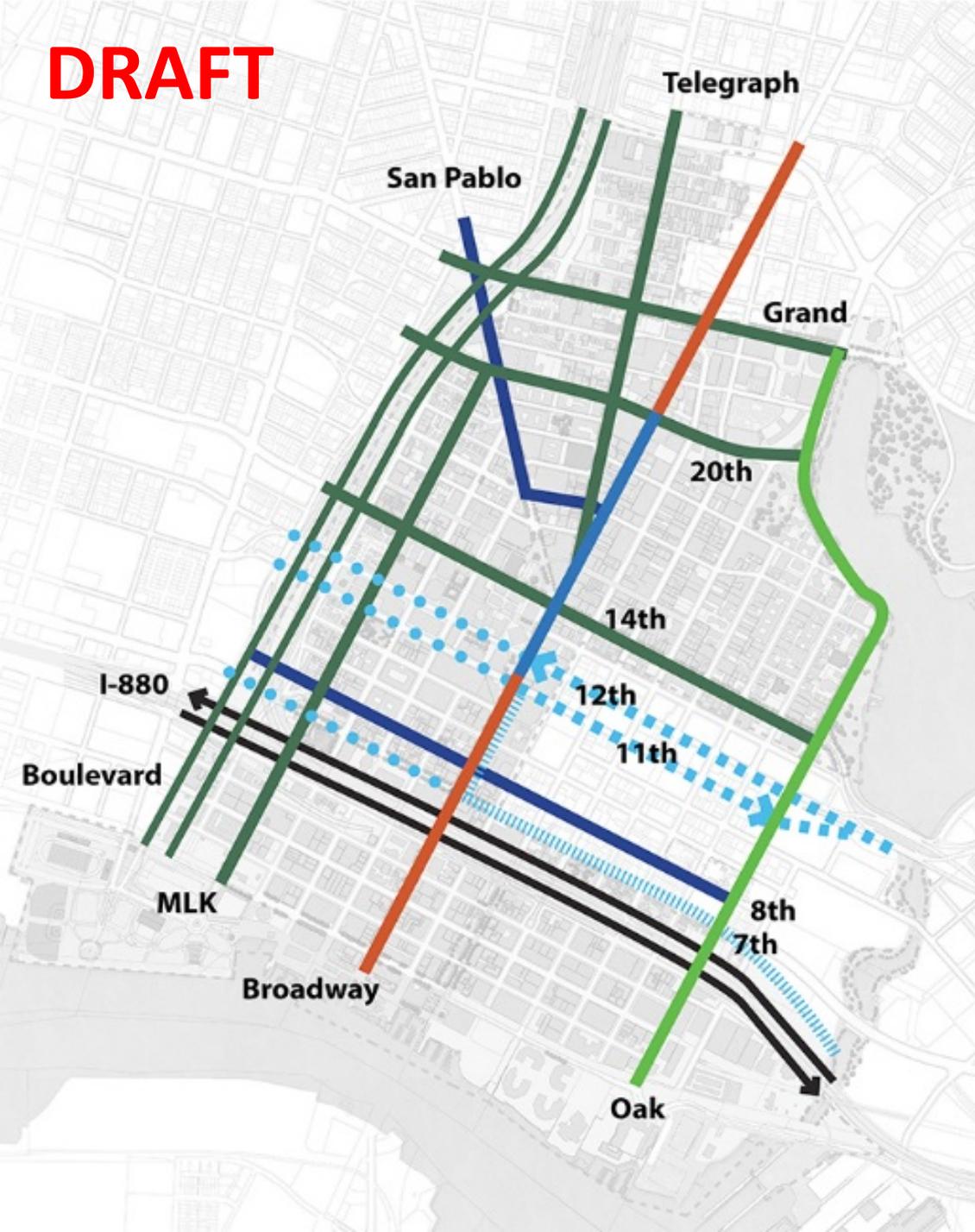
- Determine the details of the future vision for Webster Green and ensure that these become a policy in the Specific Plan
- Recommend a subsequent park/public space study or process to design the space
- Can new development help to implement?

DRAFT



Webster Green

DRAFT

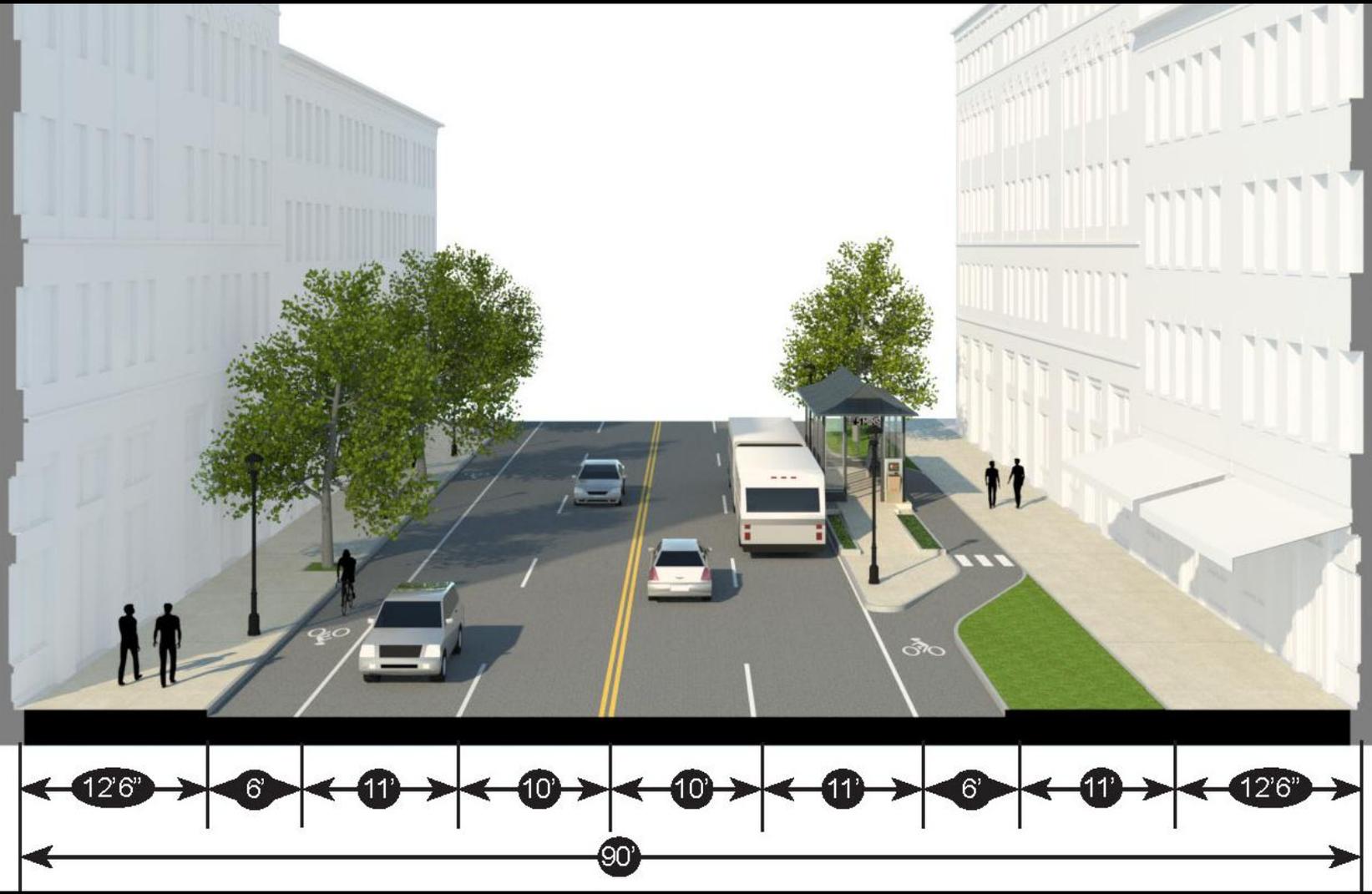


Big Themes

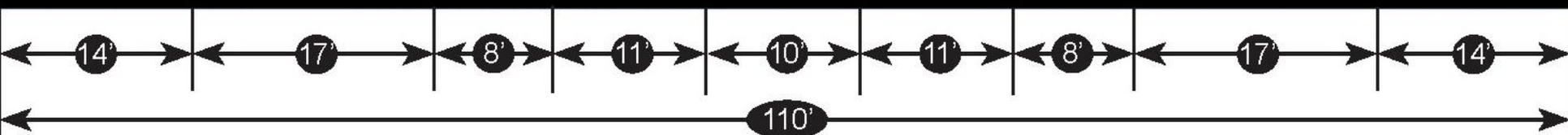
- 1) Complete streets throughout downtown
- 2) Employ design features that are environmentally-friendly & inclusive of people with disabilities
- 3) 1-way to 2-way restorations
- 4) Broadway should be “complete” & special
- 5) I-980 is the sources of many problems & needs replacing with contributing streets
- 6) Move the I-880 ramps out of the center of downtown



Work with AC Transit to provide better ride quality and permanent infrastructure, such as transit shelters/platforms, dedicated transit lanes



Narrowest Section of Broadway



25 MPH Streets – Northern and Southern Parts of Broadway

DRAFT



DRAFT



I-980 transformation

