

CITY OF OAKLAND



**WEST** Specific  
Plan  
**OAKLAND**

OPPORTUNITY AREAS



## 1. Project Objectives

**WHY ARE WE DOING THIS?**

## 2. Scope and Schedule

**WHAT IS PRODUCT OF THIS EFFORT?**

## 3. Summary of Community Goals from Previous Planning Efforts

**HOW CAN WE BUILD UPON PREVIOUS DEVELOPMENT GOALS?**

## 4. Initial Definition of Opportunity Sites

**WHERE CAN WE PUT NEW USES/INVESTMENT/JOBS?**

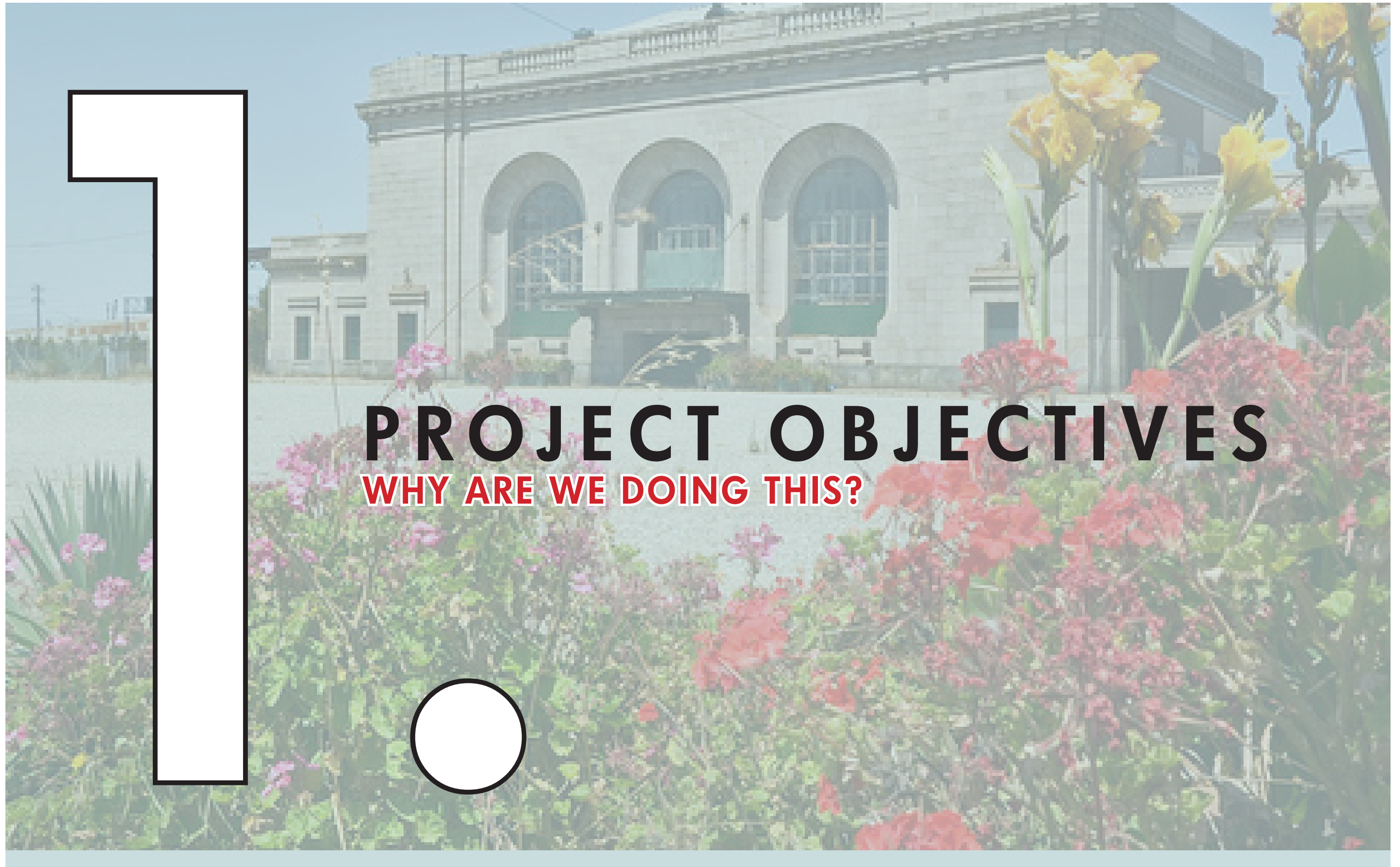
## 5. Bay Area/West Coast Planning References

**WHAT KIND OF USES SHOULD FILL THE OPPORTUNITY SITES?**

## 6. Next Steps

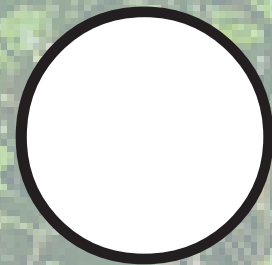
**WHERE DO WE GO FROM HERE?**





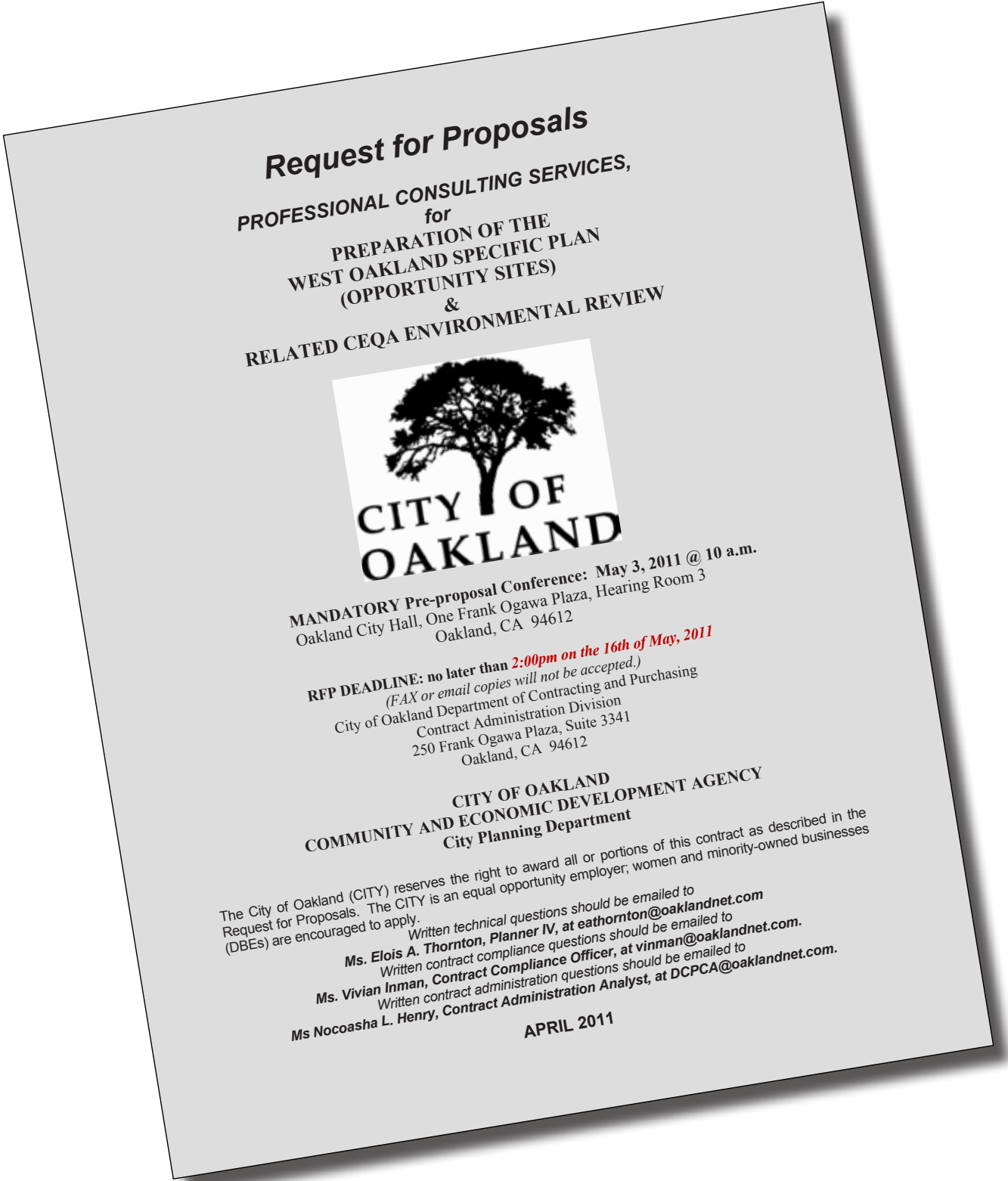
# PROJECT OBJECTIVES

WHY ARE WE DOING THIS?





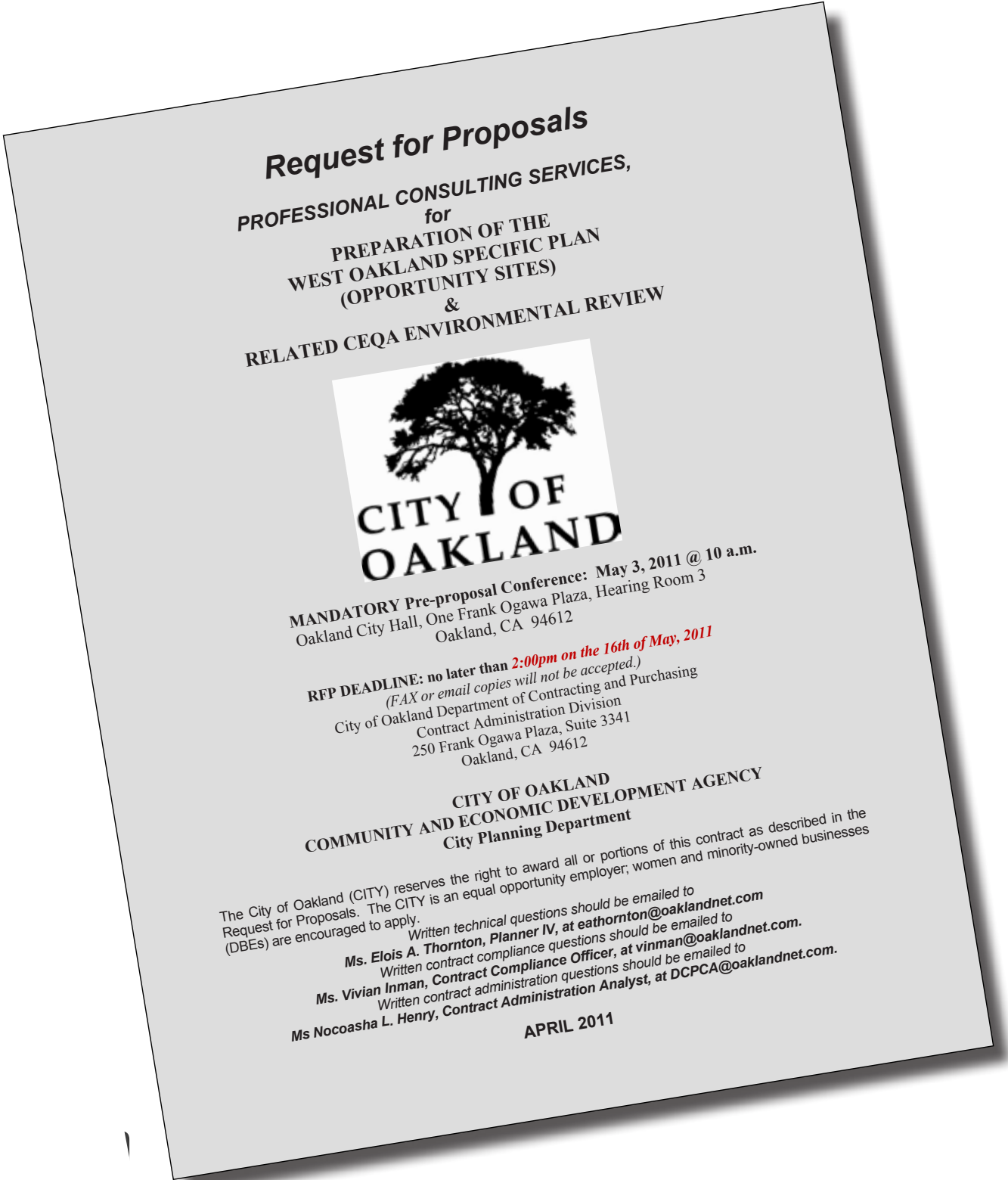
1. Jobs and Services.





PROJECT OBJECTIVES

- 1. Jobs and Services.
- 2. Framework for Development





# CREATE STRATEGIES FOR DEVELOPMENT OF VACANT AND UNDERUTILIZED PROPERTIES

**PRELIMINARY**

## PROJECT OBJECTIVES

CITY OF OAKLAND JRDV Urban International AUGUST 2011 6

1. Jobs and Services.
2. Framework for Development
3. "Highest and Best Uses"





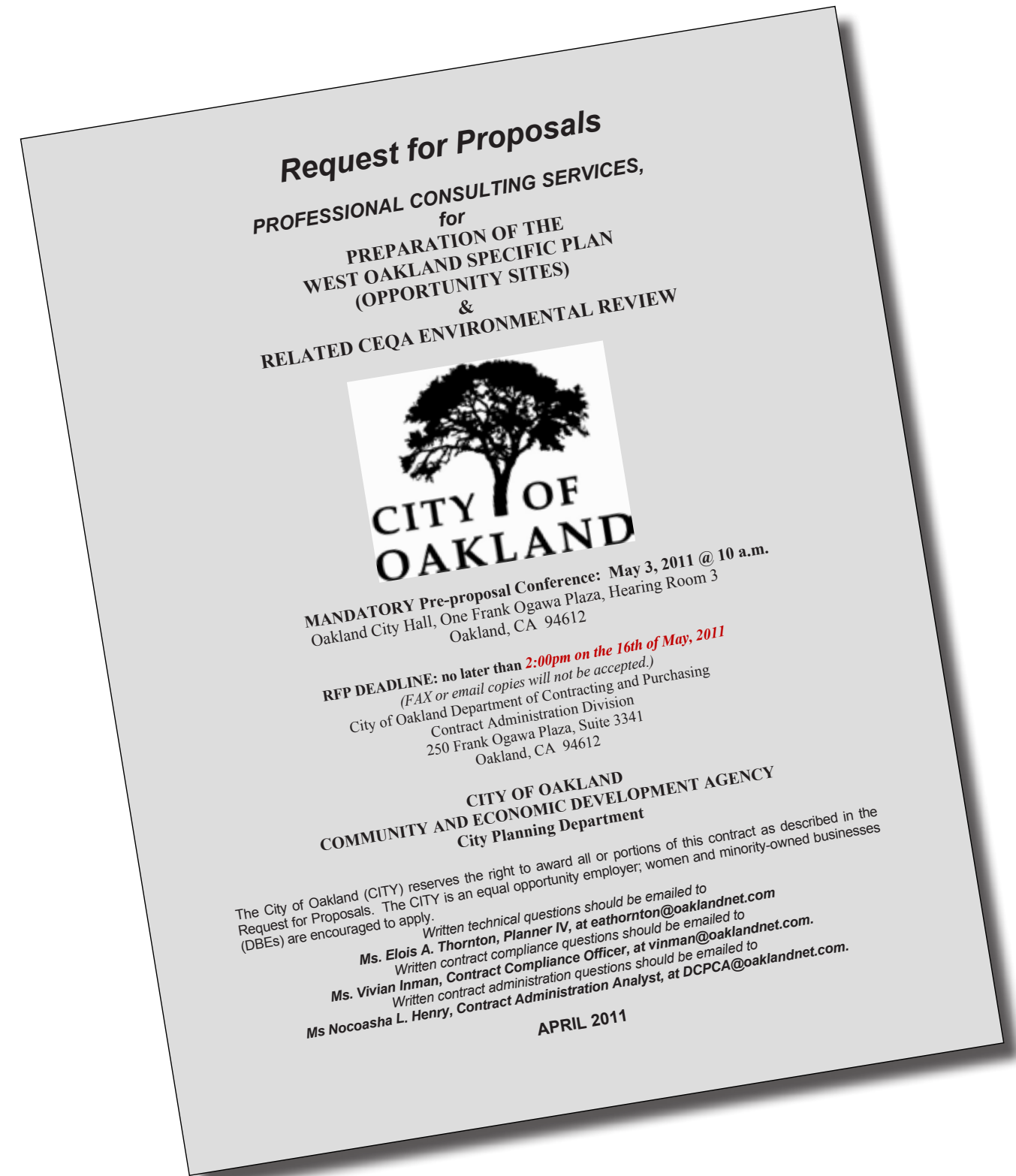
# CREATE STRATEGIES FOR DEVELOPMENT OF VACANT AND UNDERUTILIZED PROPERTIES

**PRELIMINARY**

## PROJECT OBJECTIVES

CITY OF OAKLAND JRDV Urban International AUGUST 2011 7

1. Jobs and Services.
2. Framework for Development
3. "Highest and Best Uses"
4. Residential, Commercial and Light Industrial





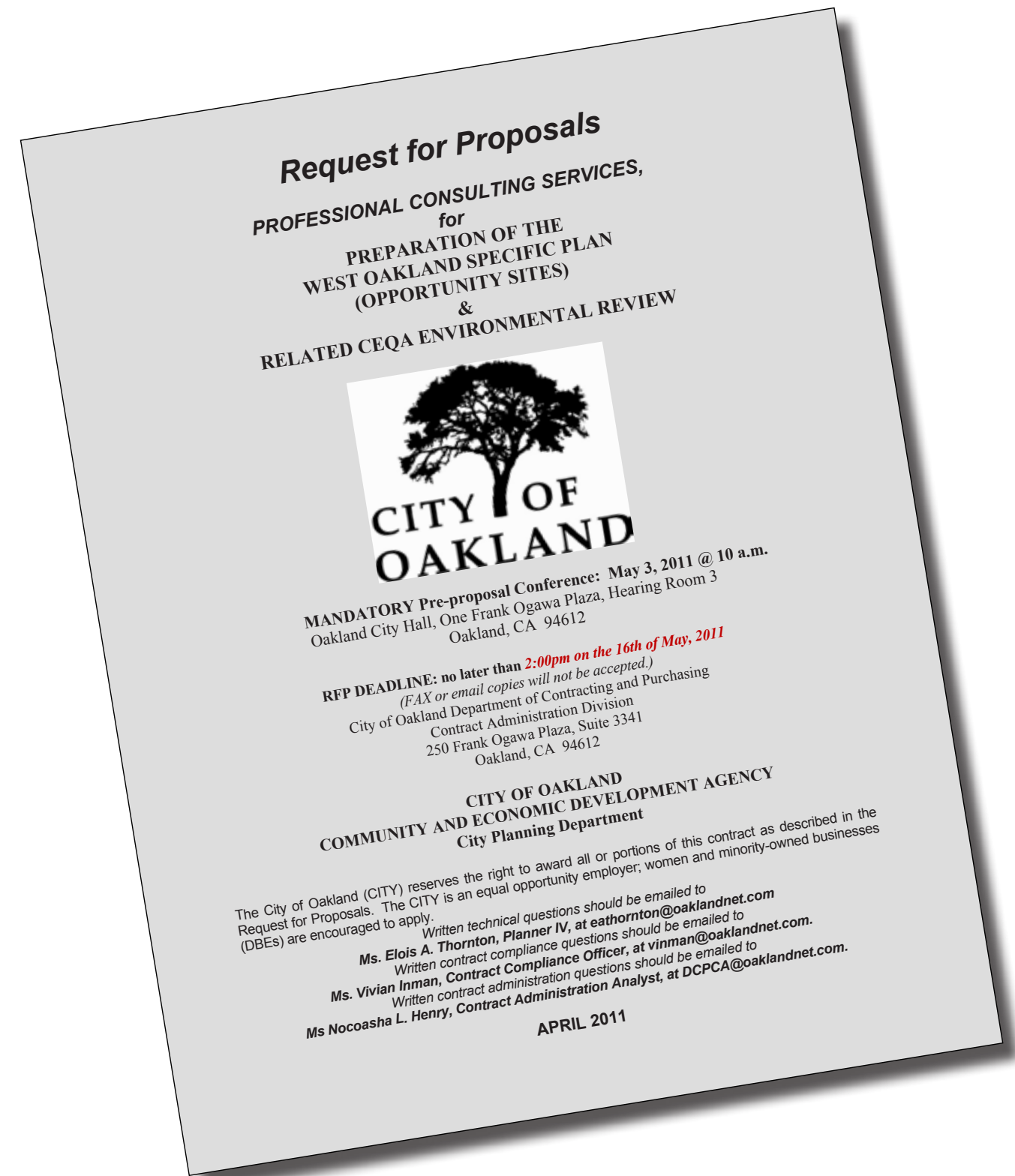
# CREATE STRATEGIES FOR DEVELOPMENT OF VACANT AND UNDERUTILIZED PROPERTIES

**PRELIMINARY**

## PROJECT OBJECTIVES

CITY OF OAKLAND JRDV Urban International AUGUST 2011 8

1. Jobs and Services.
2. Framework for Development
3. "Highest and Best Uses"
4. Residential, Commercial and Light Industrial
5. Mixed-use and Transit Choices



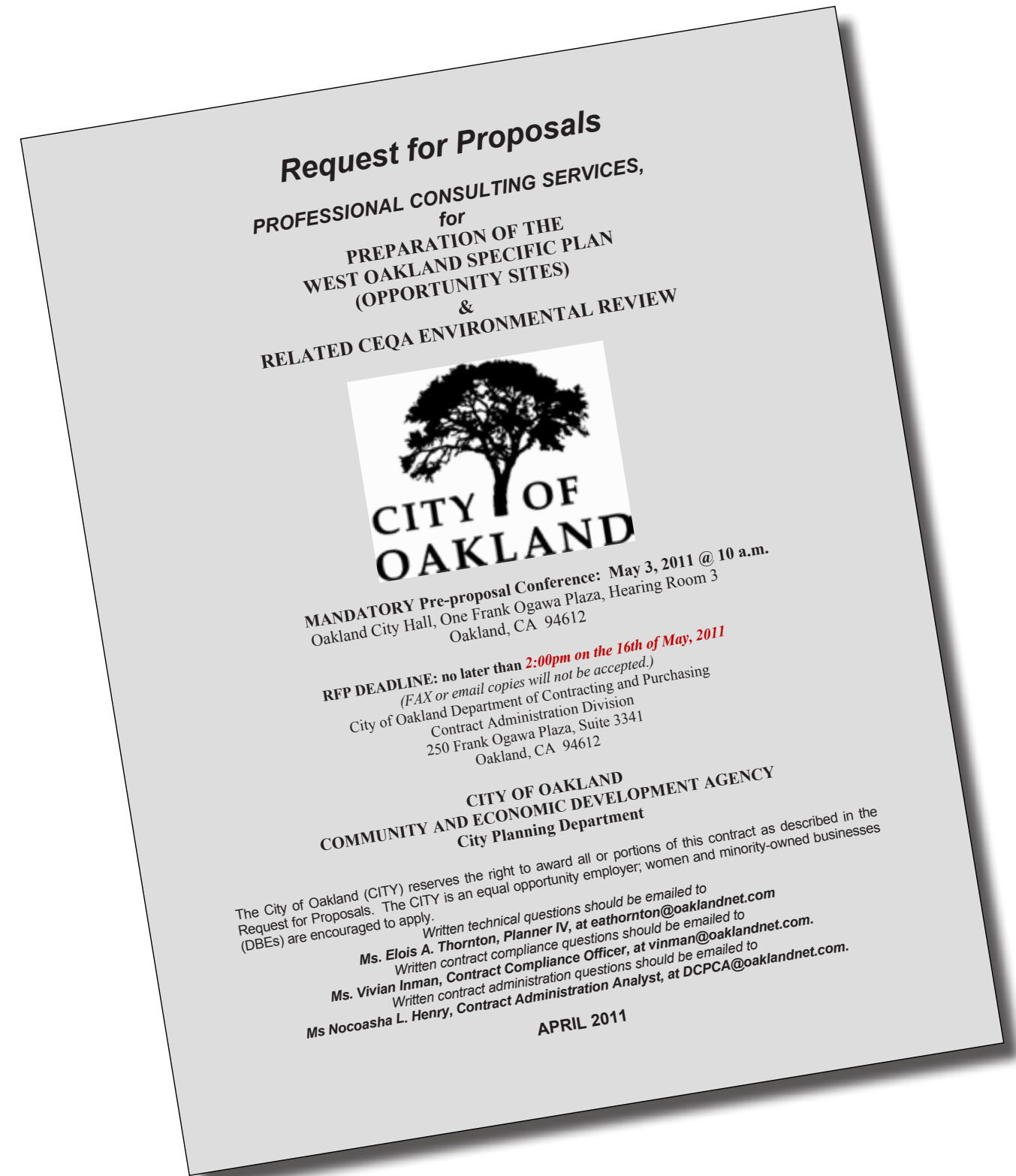
# CREATE STRATEGIES FOR DEVELOPMENT OF VACANT AND UNDERUTILIZED PROPERTIES

**PRELIMINARY**

## PROJECT OBJECTIVES

CITY OF OAKLAND JRDV Urban International AUGUST 2011 9

1. Jobs and Services.
2. Framework for Development
3. "Highest and Best Uses"
4. Residential, Commercial and Light Industrial
5. Mixed-use and Transit Choices
6. Mutually Agreed-Upon Vision





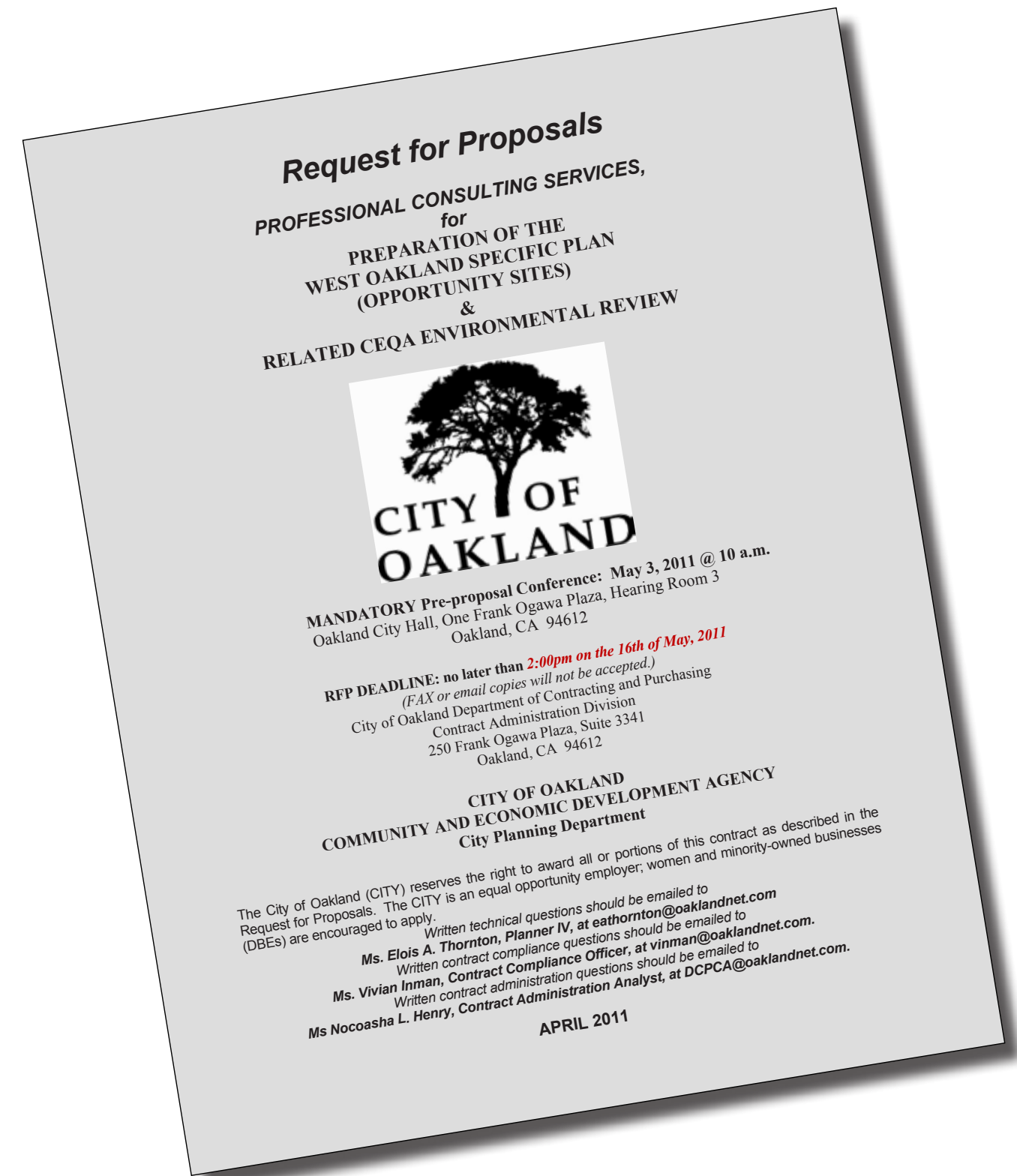
# CREATE STRATEGIES FOR DEVELOPMENT OF VACANT AND UNDERUTILIZED PROPERTIES

**PRELIMINARY**

## PROJECT OBJECTIVES

CITY OF OAKLAND JRDV Urban International AUGUST 2011 10

1. Jobs and Services.
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6. Mutually Agreed-Upon Vision
7. Development Strategies



# CREATE STRATEGIES FOR DEVELOPMENT OF VACANT AND UNDERUTILIZED PROPERTIES

**PRELIMINARY**

## PROJECT OBJECTIVES

CITY OF OAKLAND JRDV Urban International AUGUST 2011 11

1. Jobs and Services.
2. Framework for Development
3. "Highest and Best Uses"
4. Residential, Commercial and Light Industrial
5. Mixed-use and Transit Choices
6. Mutually Agreed-Upon Vision
7. Development Strategies
8. Resolving Land-Use





# CREATE STRATEGIES FOR DEVELOPMENT OF VACANT AND UNDERUTILIZED PROPERTIES

**PRELIMINARY**

## PROJECT OBJECTIVES

CITY OF OAKLAND JRDV Urban International AUGUST 2011 12

1. Jobs and Services.
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5. Mixed-use and Transit Choices
6. Mutually Agreed-Upon Vision
7. Development Strategies
8. Resolving Land-Use
9. Transit-Oriented Development



# CREATE STRATEGIES FOR DEVELOPMENT OF VACANT AND UNDERUTILIZED PROPERTIES

**PRELIMINARY**

## PROJECT OBJECTIVES

CITY OF OAKLAND JRDV Urban International AUGUST 2011 13

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7. Development Strategies
8. Resolving Land-Use
9. Transit-Oriented Development
10. Connections to former Army Base





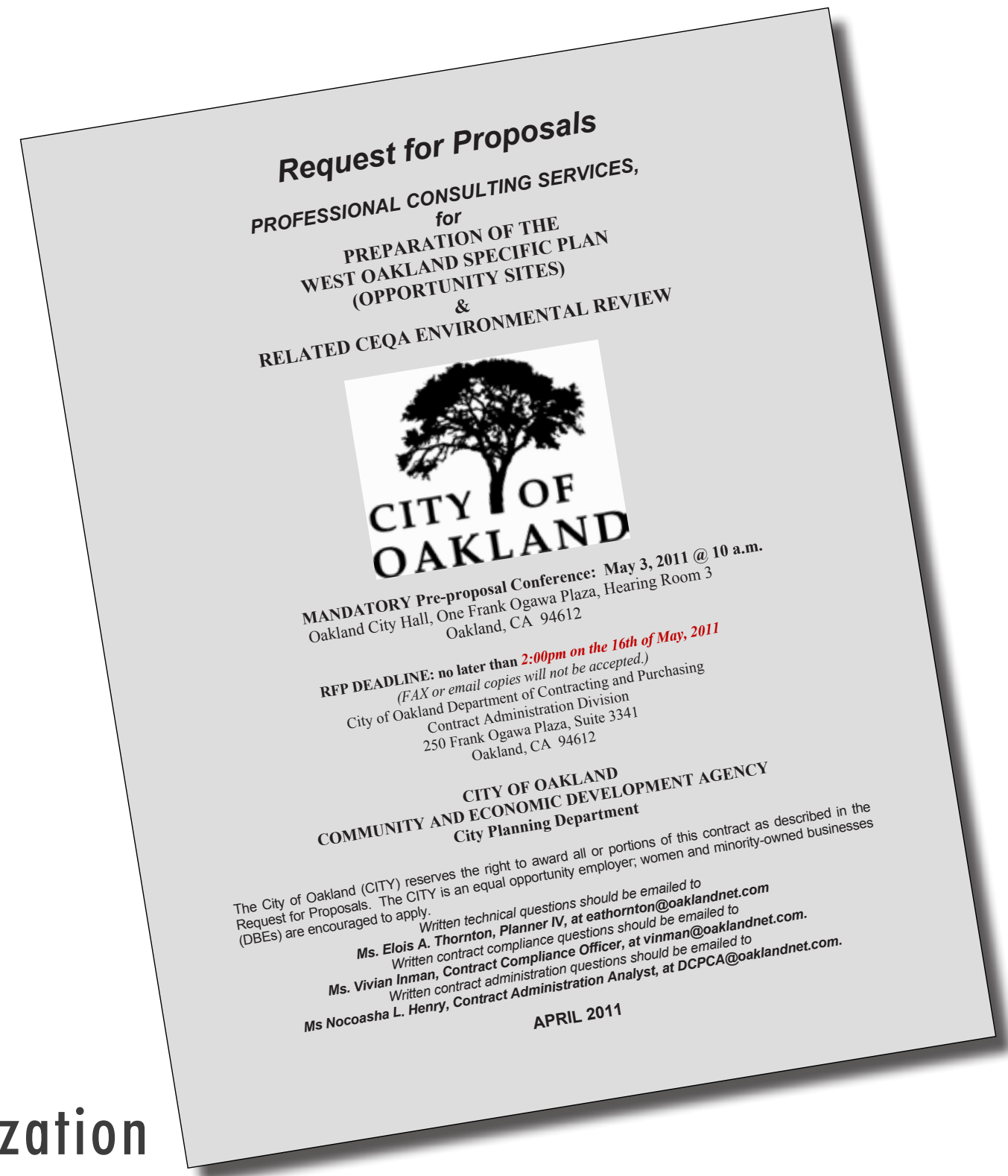
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**PRELIMINARY**

## PROJECT OBJECTIVES

CITY OF OAKLAND JRDV Urban International AUGUST 2011 14

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5. Mixed-use and Transit Choices
6. Mutually Agreed-Upon Vision
7. Development Strategies
8. Resolving Land-Use
9. Transit-Oriented Development
10. Connections to former Army Base
11. Overall Physical and Economic Revitalization



2

# SCOPE AND SCHEDULE

WHAT IS PRODUCT OF THIS EFFORT?

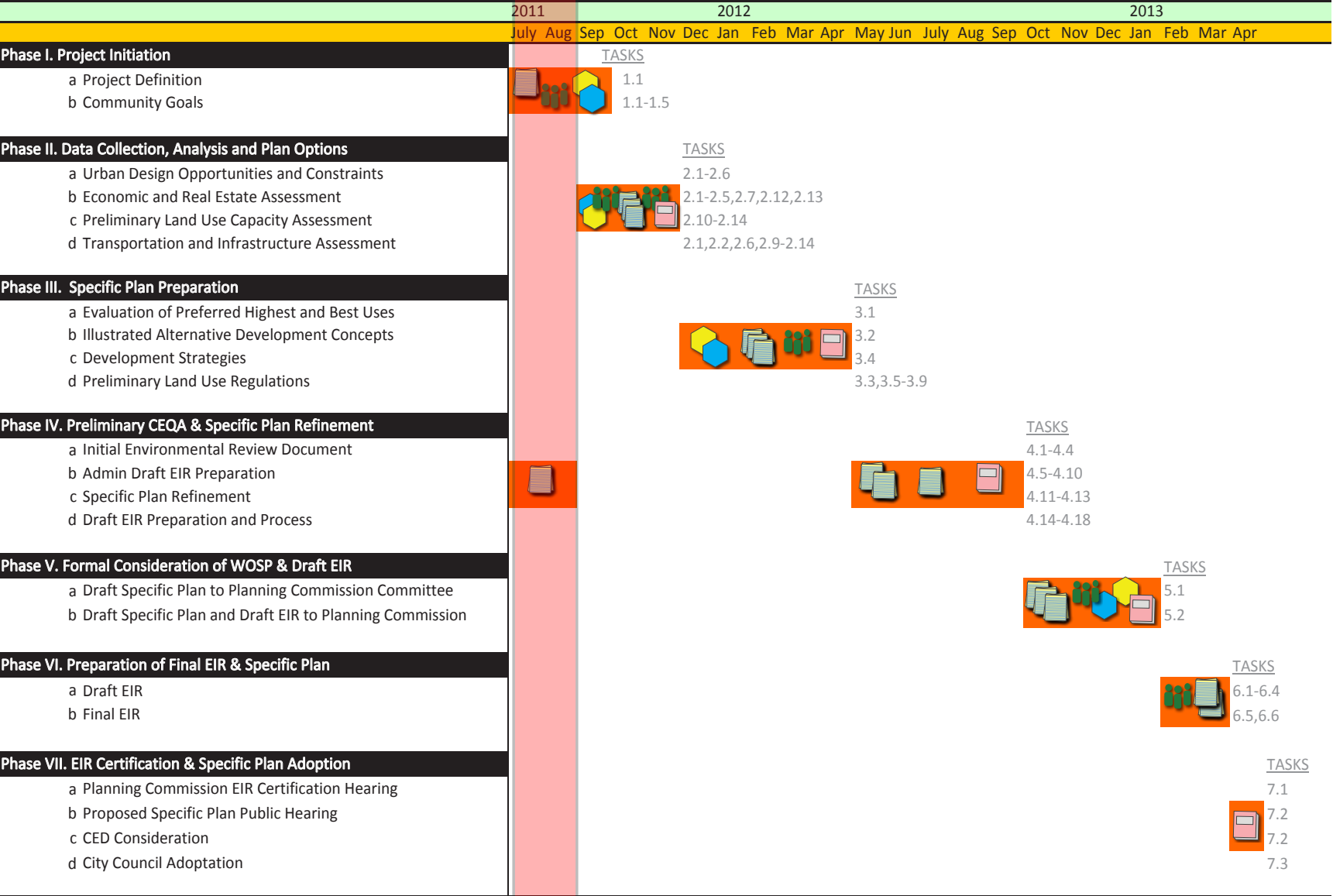


Phase 1 - Project Initiation

PRELIMINARY

1. Phase I Project Boundary Definition: Aug 31, 2011
2. Phase I Initial Definition of Community Goals: Sep 15, 2011

West Oakland Specific Plan & CEQA Environmental Review  
8/10/11





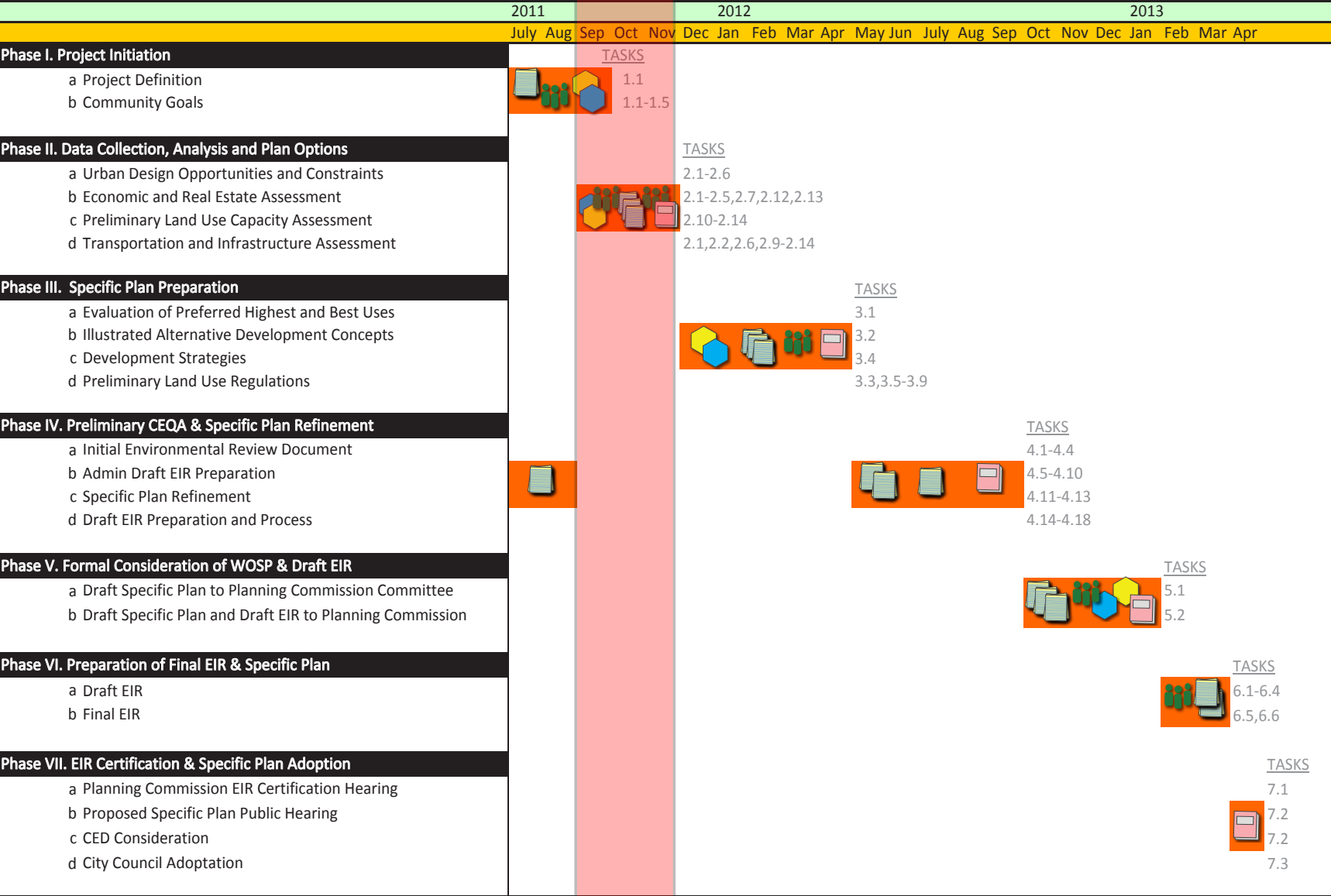
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SCOPE AND SCHEDULE

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- 2. Phase I Initial Definition of Community Goals: Sep 15, 2011
- 3. Phase II Opportunities Constraints: Oct 15, 2011
- 4. Phase II Economic/Real Estate Assessments: Nov 15, 2011
- 5. Phase II Preliminary Land Use Capacity: Nov 15, 2011
- 6. Phase II Transportation & Infrastructure Assessment: Nov 30, 2011

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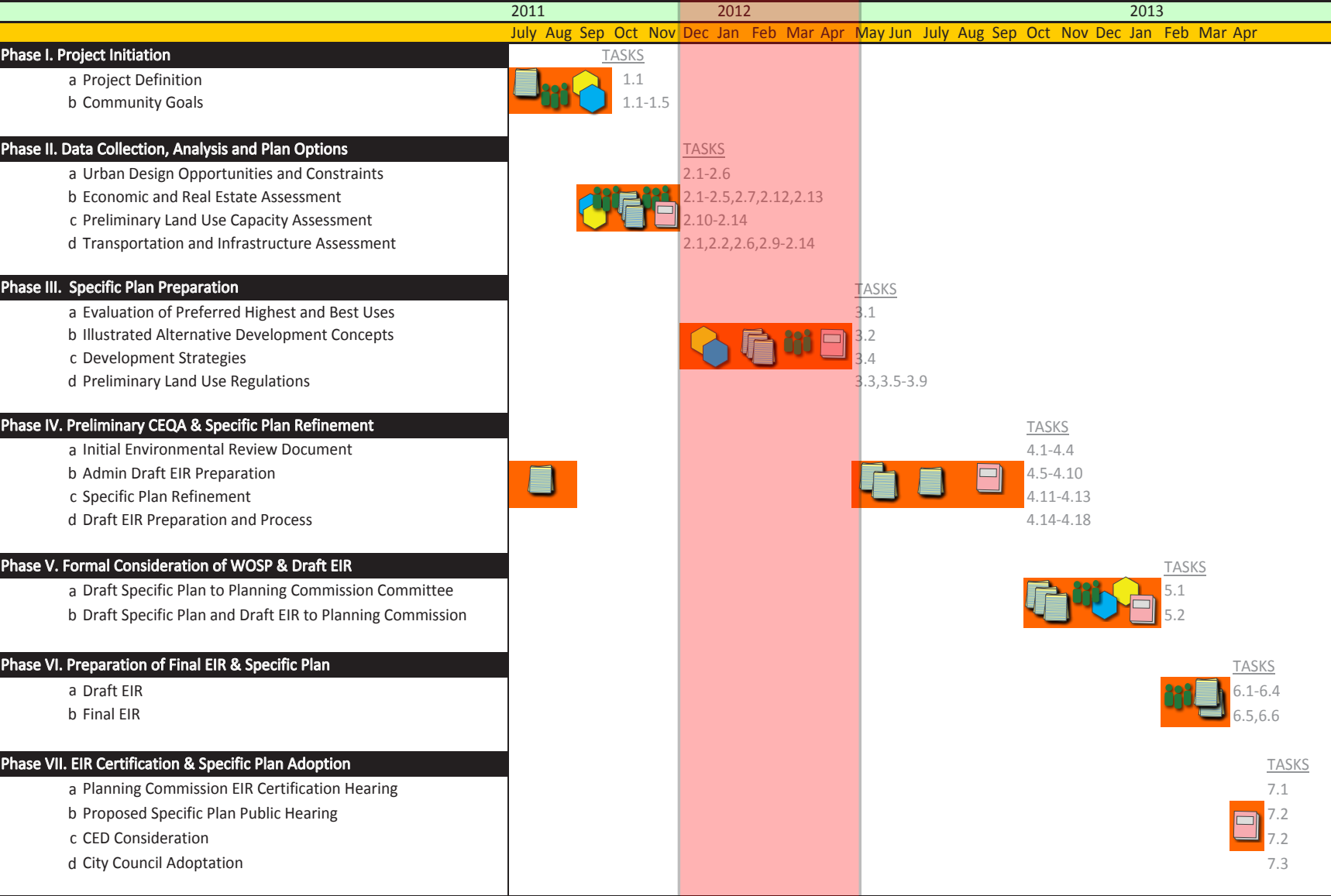


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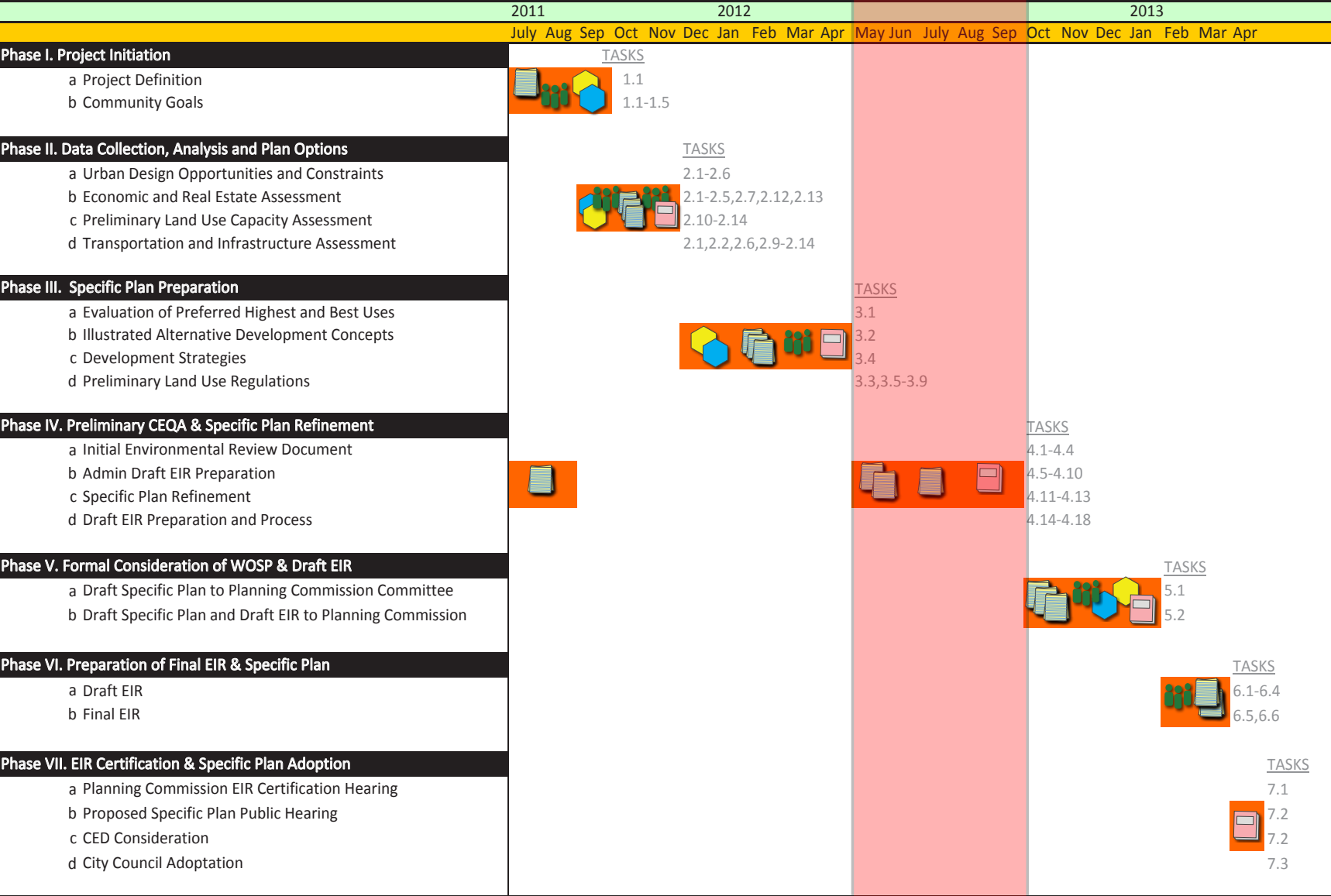


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11. Phase IV Initial EIR: September 15, 2012
12. Phase IV Administrative Draft EIR: November 15, 2012

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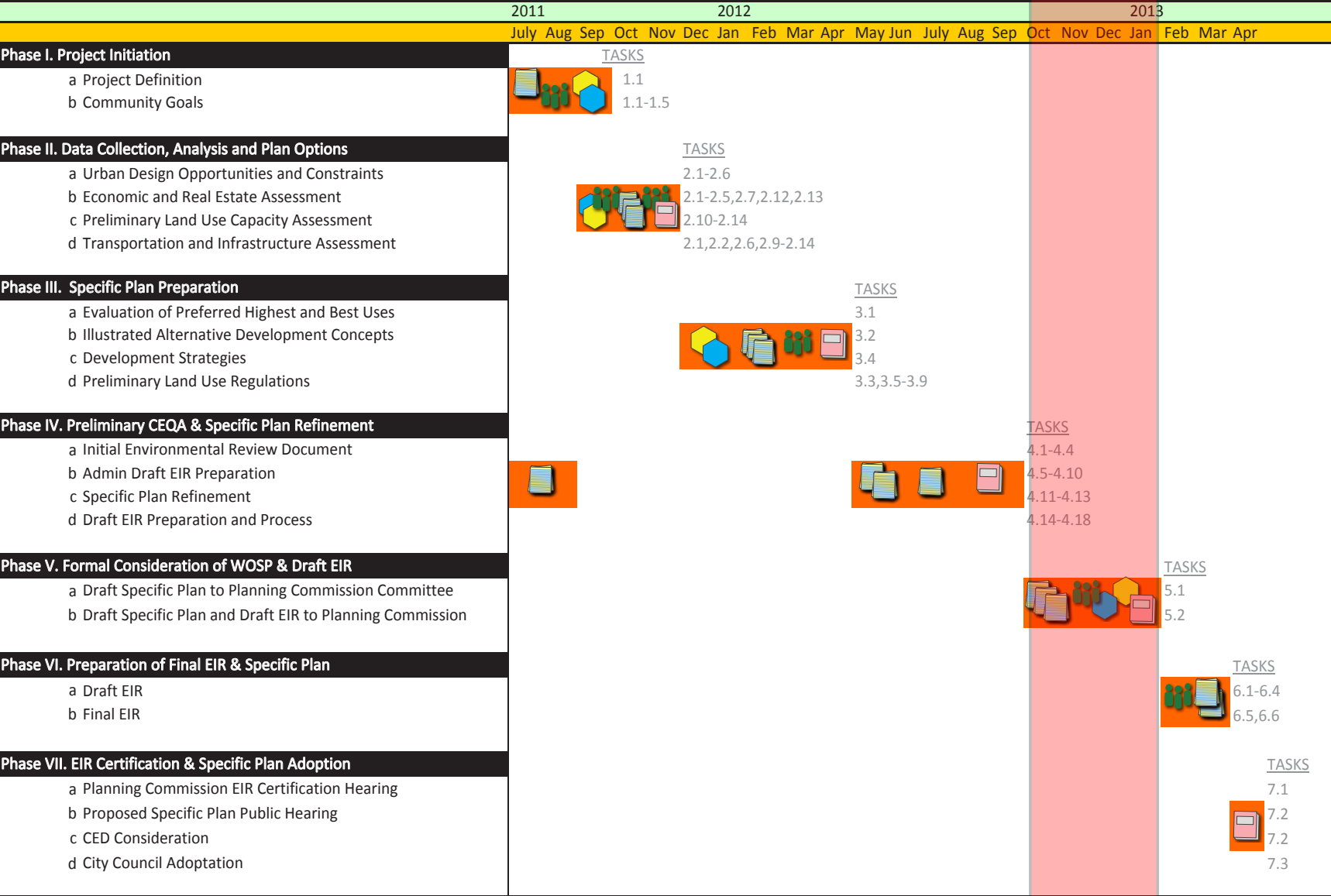


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13. Phase V Draft Specific Plan to PC - ZUC: November 15, 2012
14. Phase V Draft Specific Plan & EIR to PC: November 15, 2012

West Oakland Specific Plan & CEQA Environmental Review  
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Phase 1 - Project Initiation

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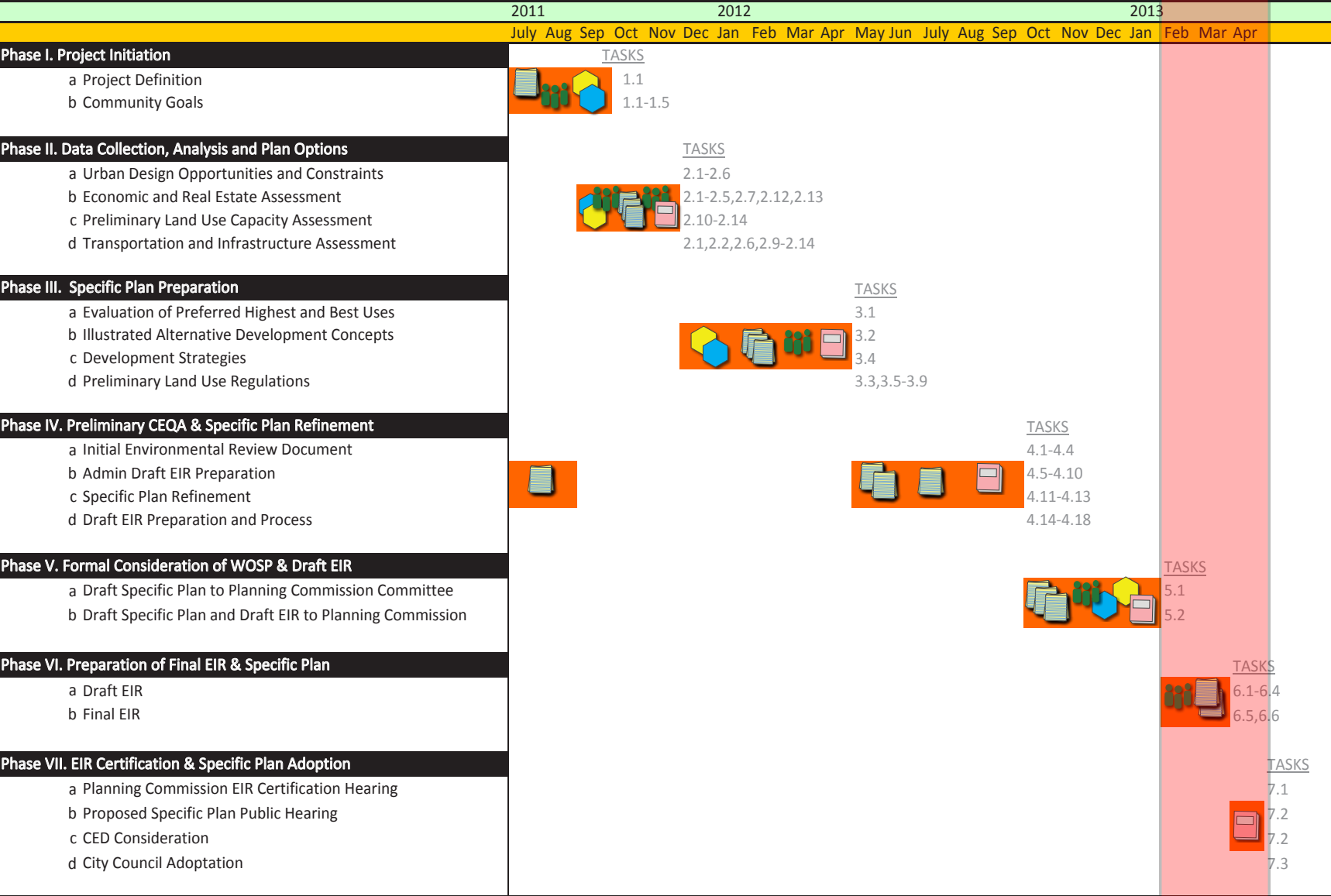
Phase V Draft Specific Plan to PC - ZUC: November 15, 2012
14.

Phase V Draft Specific Plan & EIR to PC: November 15, 2012
15.

Phase VI Admin Draft Final EIR: February 15, 2013
16.

Phase VI Final EIR: April 15, 2013

West Oakland Specific Plan & CEQA Environmental Review  
8/10/11







# **SUMMARY OF COMMUNITY GOALS FROM PREVIOUS PLANNING EFFORTS**

**HOW CAN WE BUILD UPON  
PREVIOUS DEVELOPMENT GOALS?**



Review Identified Background Documents and Data for the West Oakland Specific Plan

PLANNING AND REDEVELOPMENT DOCUMENTS AND PUBLICATIONS

Redevelopment Plan for the West Oakland Redevelopment Project (2003) Redevelopment Agency of the City of Oakland

West Oakland Redevelopment Project: Five Year Implementation Plan 2008-2013 Redevelopment Agency of the City of Oakland

Redevelopment Plan for the Oakland Army Base Redevelopment Project (2005) Redevelopment Agency of the City of Oakland

West Oakland Transit Village Action Report (2001) Michael Willis Architects et. al.

West Oakland 2000 Transportation and Economic Development Study (1998) City of Oakland Strategic Planning Division.

Acorn-Prescott Neighborhood Transportation Plan (1998) Van Meter Williams Pollack et. al.

West Oakland BART Station Access Plan (2002) Bay Area Rapid Transit District

Seventh Street Concept and Urban Design Plan (2004) Hood Design & other firms. Mandela Parkway Corridor Plan - Vision and Strategy Plan and Landscape Guidelines (1997-98)

City of Oakland Strategic Planning Division Neighborhood Commercial Revitalization Plan: Seventh Street, West Oakland (1989) City of Oakland, Office of Economic Development and Employment.

Seventh Street Revitalization Study (1989) UC Berkeley Department of Landscape Architecture

7th Street / McClymonds Corridor Neighborhood Improvement Initiative (1997) The John F. Kennedy Foundation, West Oakland Business and Development Council, et. al.

West Oakland Visions & Strategies: A Vision for West Oakland Revitalization (1994) Coalition for West Oakland Revitalization

San Pablo City Center Main Street Main Street Study (2004) West Oakland Main Street Partnership

Village Bottom Cultural District Conceptual Plan (2009) EcoCity Builders and Village Bottoms Initiative

City of Oakland Industrial District Strategy Study (2011) City of Oakland

West Oakland Community-Based Transportation Plan (2006) City of Oakland

Neighborhood Knowledge Project: The West Oakland Environmental Indicators Project (2002) Pacific Institute for Studies in Development, Environment and Security

Mandela Gateway Use Project Transportation Study (2002) CHS Consulting Group

Mandela Parkway Specific Plan Economic Viability Analysis (1996) Keyser Marston Associates, Inc and Causby & Company

Mandela Village Project Feasibility Study – Preliminary Findings / Site Selection (1998) Community Economic Redevelopment Corporation

West Oakland Mandela Grand Development Plan – Preliminary Development Plan Submittal (2007) Hannum Associates

Response to a RFP for the West Oakland BART Station Transit Village (2004) Mandela Transit Village Partners, LLC

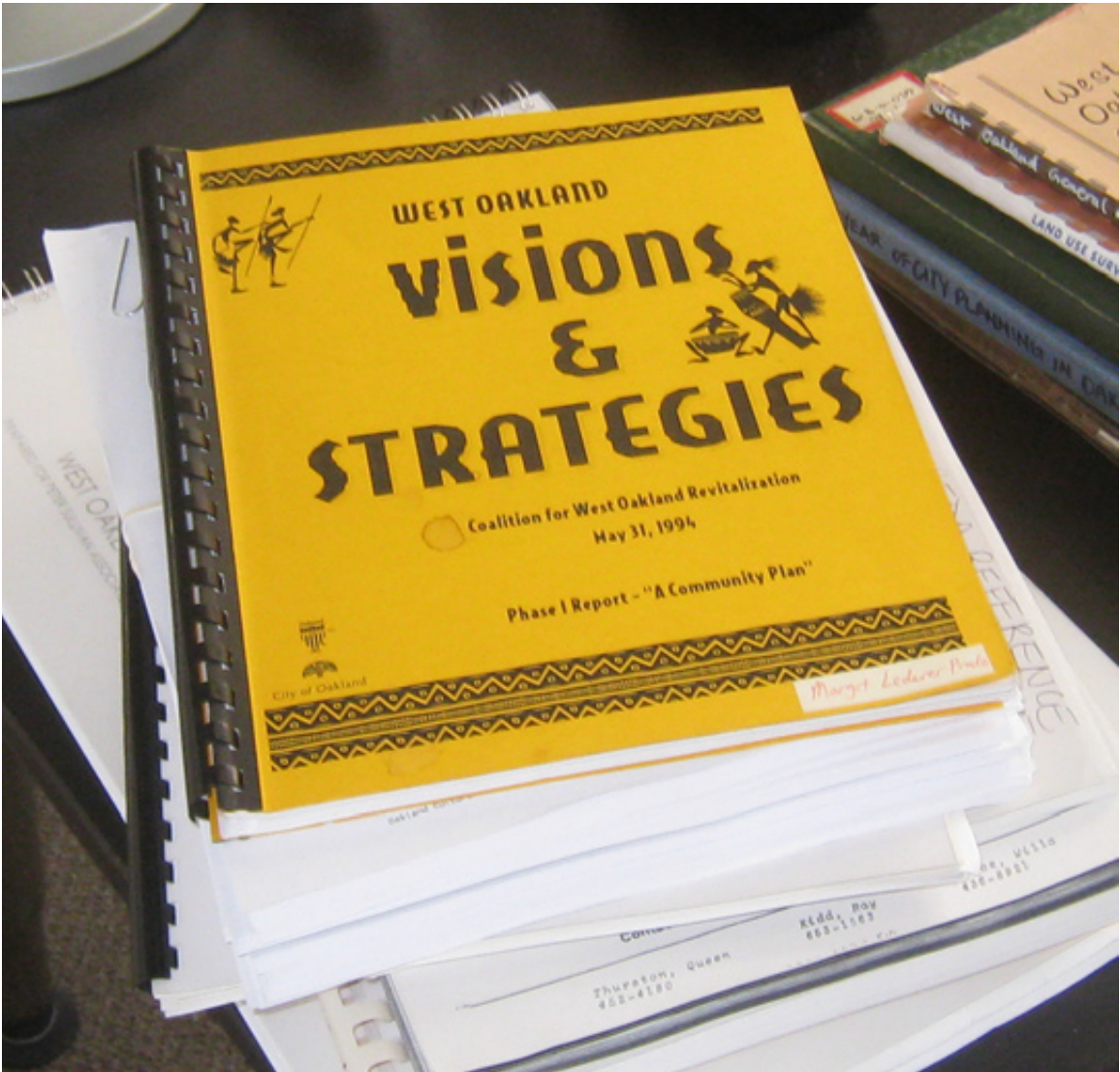
Historic Information – Oakland Cultural Heritage Survey

City of Oakland Industrial Land Use Policy – Council /Reports and Supporting Documents (2005-2008)

West Oakland Redevelopment Plan – Final Environmental Impact Report (2002) Lamphier-Gregory et. al.

Mandela Grand Mixed Use Development Project – Draft Environmental Impact Report (2006) ESA

Wood Street Project – Draft Environmental Impact Report (2004) EIP



# CATEGORIZE GOALS FROM “TOP SIX” PREVIOUS PLANNING EFFORTS

PRELIMINARY

## INITIAL DEFINITION OF COMMUNITY GOALS

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Categorize Goals in “Top Six” Planning Efforts by:

- 1. Economic Goals
- 2. Housing Goals
- 3. Social Goals
- 4. Environmental Goals

6 MAIN DOCUMENTS

### West Oakland Visions & Strategies (1994)

Author: Coalition for West Oakland Revitalization  
Summary: Developing community vision to address issues of economic development, land use, public safety, infrastructure, transportation, etc.  
Project Area: All WO neighborhoods  
Goals:




### Seventh Street-McClymonds Corridor Neighborhood Improvement Initiative (1999)

Author: The San Francisco Foundation, WO Business and Residential Community, et. Al.  
Summary: Revitalization plan based on intensive community-based planning effort.  
Project Area: McClymonds, Ralph Bunche, Oak Center, Clawson, Acorn, Prescott, South Prescott.  
Goals:



### West Oakland Transit Village Action Report (2001)

Author: Michael Gilman, et. al.  
Summary: Intensely used transit village at WO BART station including public sector actions  
Project Area: BART West Office area, from 8th street at north to I-880 at south.  
Goals:



### Neighborhood Knowledge for Change: The West Oakland Environmental Indicators Project (2002)

Author: Pacific Institute for Studies in Development, Environment and Security  
Summary: Generate indicators research to support the following efforts:  
1. To give residents access to the pertinent information to improve their communities.  
2. To ensure that the indicators research was integrated into neighborhood planning, advocacy, and education work.  
3. To build community capacity to continue data gathering and advocacy.  
Project Area: All West Oakland Neighborhoods.  
Goals:



### Redevelopment Plan for the West Oakland Redevelopment Project (2003)

Author: Redevelopment Agency of the City of Oakland  
Summary: Comprehensive redevelopment plan for WO neighborhoods  
Project Area: West MacArthur/Hoover/Clawson/McClymonds/Bunche/Prescott/SouthPrescott  
Goals:





# **Strengthen the Economic Base and Expand the Economy Through Equitable Development and Inclusive Revitalization...**

## **Specifically including:**

- 1. New Employment Opportunities at Living Wages.**
- 2. Retaining Compatible Businesses.**
- 3. Retail Commercial Revitalization.**
- 4. Rehabilitation of Substandard Buildings.**
- 5. New Development should relate to Existing Scale.**



## **Expand Improve and Stabilize Range of Housing including:**

- 1. Avoiding Displacement**
- 2. Renter Stabilization**
- 3. Affordable Home Ownership**
- 4. Without concentrating Low Income**
- 5. Taking advantage of Transit Opportunities**
- 6. Reducing conflicts with Industrial uses**
- 7. Better relationship with Oakland Housing Authority**

## **Develop West Oakland as a Multicultural Area to Improve Access for Seniors, Youth and Family to:**

- 1. Social Services**
- 2. Education**
- 3. Cultural Arts**
- 4. Recreation**

## **Create An Environmentally Safe and Physically Attractive Area by:**

### **1. Reducing:**

- a. Land Use Conflicts**
- b. Environmental Hazards**
- c. Illegal Dumping**

### **2. While Employing:**

- a. Green Building Practices**
- b. Pedestrian and Transit Oriented Development**
- c. Enhanced Streetscapes and Open Spaces**





# INITIAL DEFINITION OF PROJECT AREAS

**WHERE CAN WE PUT  
NEW USES/INVESTMENT/JOBS?**











# LOCATION BETWEEN DOWNTOWN AND EMERYVILLE

PRELIMINARY





# UNIFIED BY MANDELA PARKWAY

PRELIMINARY





# PROJECT BOUNDARY MAINLY DEFINED BY FREEWAY

PRELIMINARY

INITIAL DEFINITION OF PROJECT AREAS





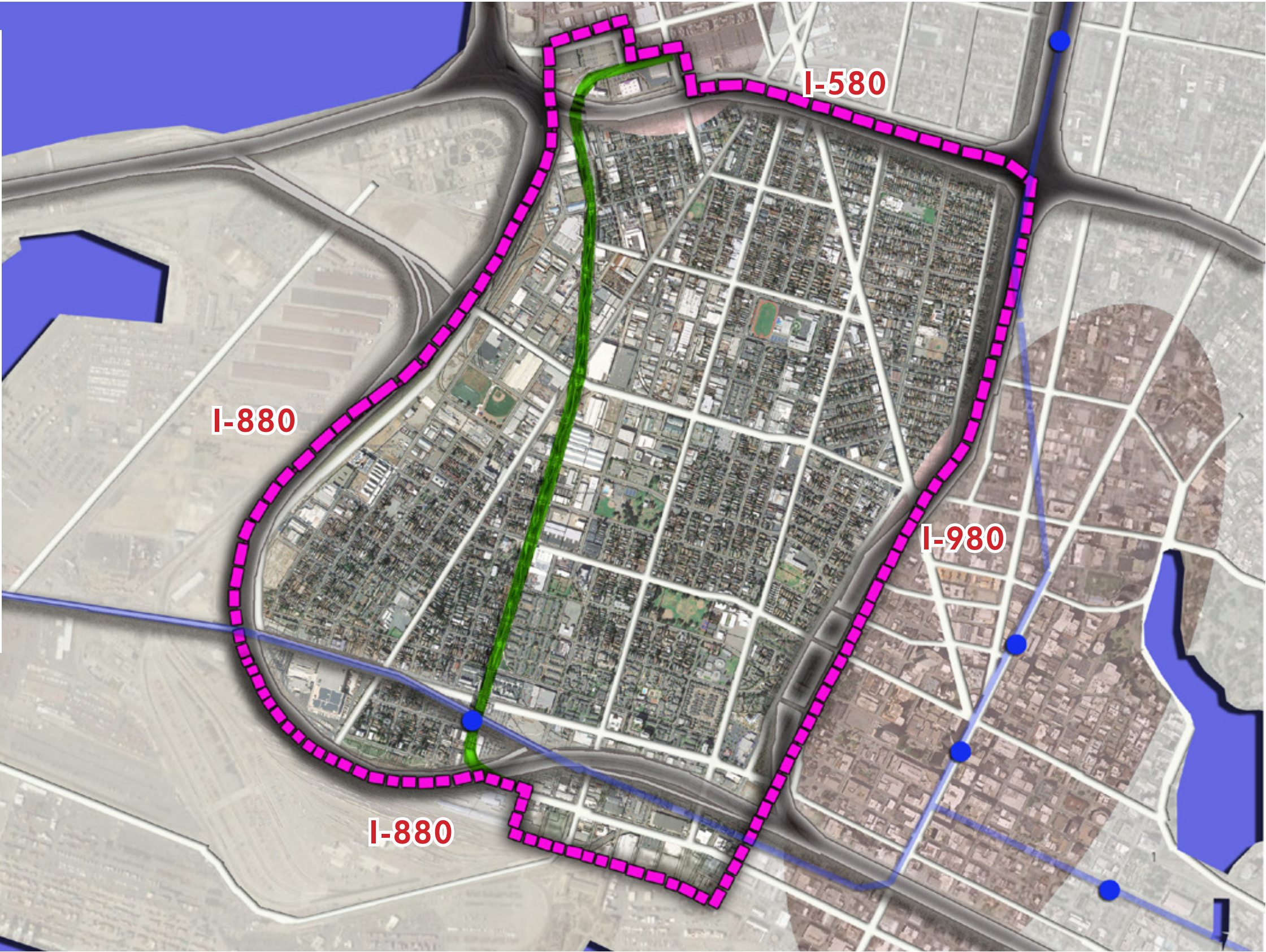
# PROJECT BOUNDARY MAINLY DEFINED BY FREEWAY

PRELIMINARY

INITIAL DEFINITION OF PROJECT AREAS

**KEY:**

----- PROJECT BOUNDARY





# "OPPORTUNITY AREAS" DEFINED BY RESIDENTIAL EDGE

PRELIMINARY

INITIAL DEFINITION OF PROJECT AREAS

**KEY:**

- PROJECT BOUNDARY
- RESIDENTIAL EDGE





TO BE ENHANCED AS PREDOMINENTLY RESIDENTIAL

PRELIMINARY

KEY:

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PROJECT BOUNDARY

RESIDENTIAL EDGE

ENHANCED RESIDENTIAL

ALREADY DESIGNATED OPPORTUNITY SITES

EXISTING RECYCLER

EXISTING TRUCKING

RECENT USE UNLIKELY TO CHANGE

COMPATIBLE ON-GOING BUSINESS

SMALL PARCEL BUFFER

PIPELINE PROJECTS

POSSIBLE ADDITIONAL OPPORTUNITY SITES

POSSIBLE HISTORICAL RESOURCE





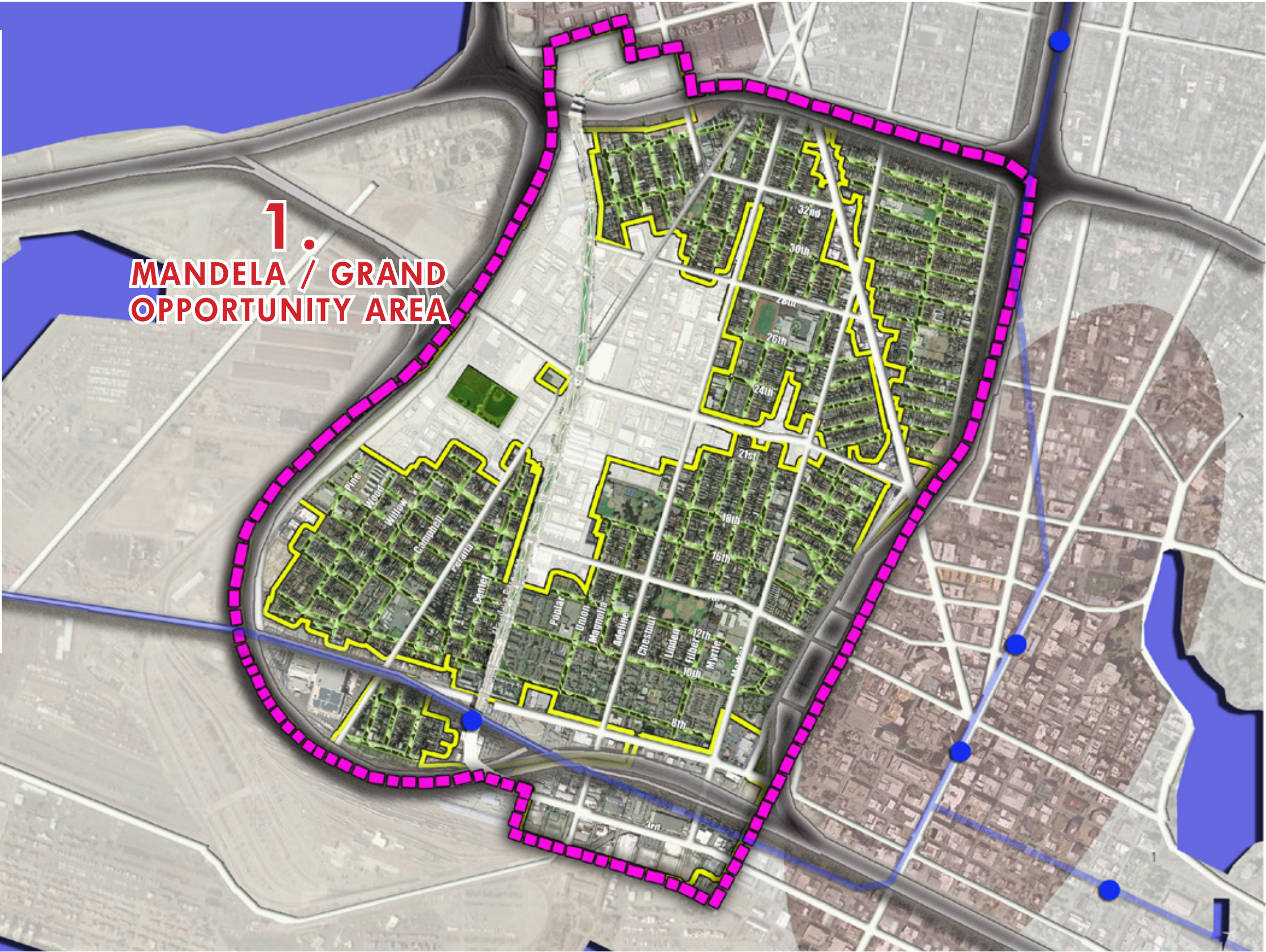
# AND DEFINING 4 OPPORTUNITY AREAS FOR NEW USES

PRELIMINARY

**KEY:**

- PROJECT BOUNDARY
- RESIDENTIAL EDGE
- ENHANCED RESIDENTIAL

1.  
MANDELA / GRAND  
OPPORTUNITY AREA



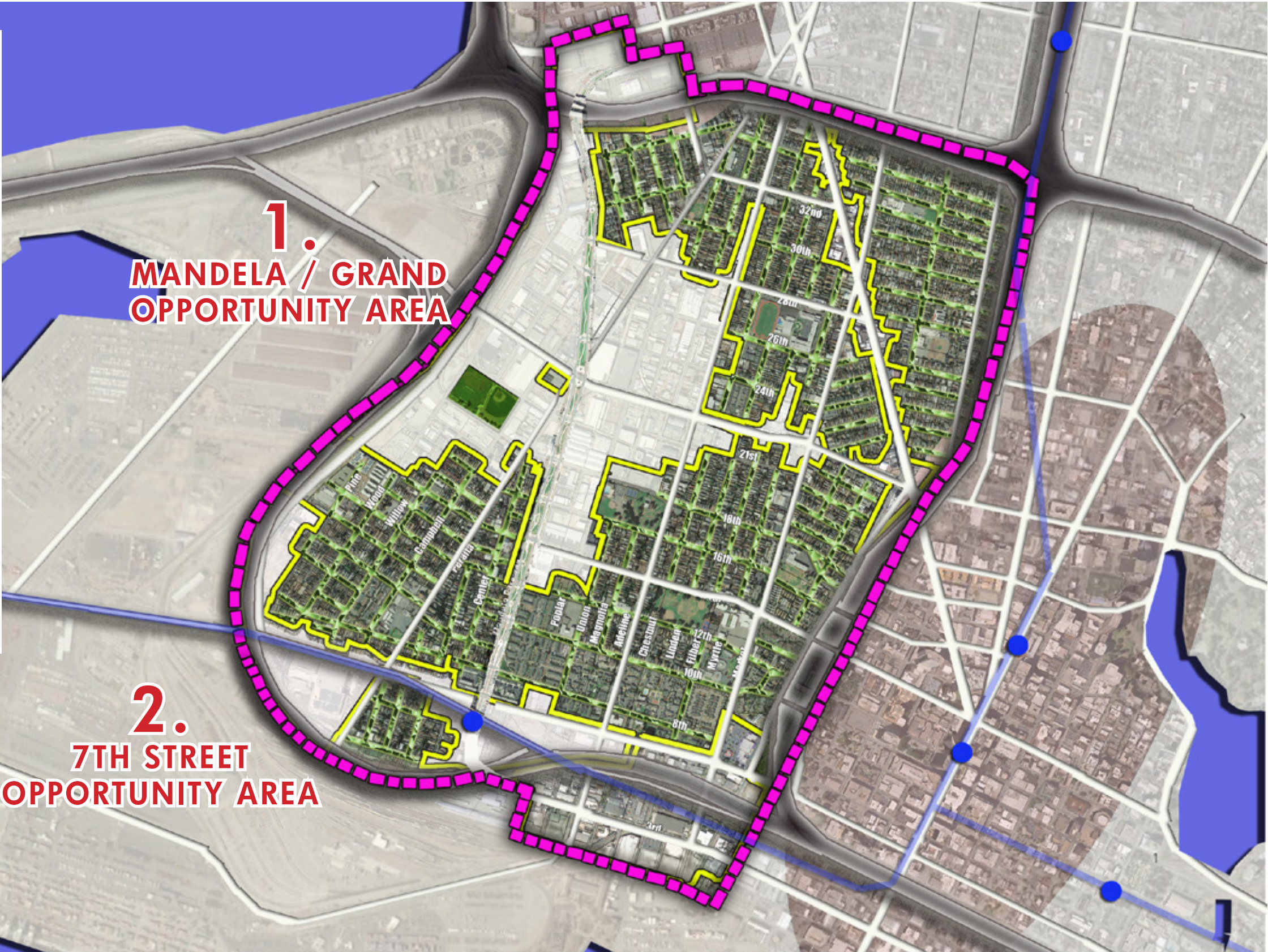


AND DEFINING 4 OPPORTUNITY AREAS FOR NEW USES

PRELIMINARY

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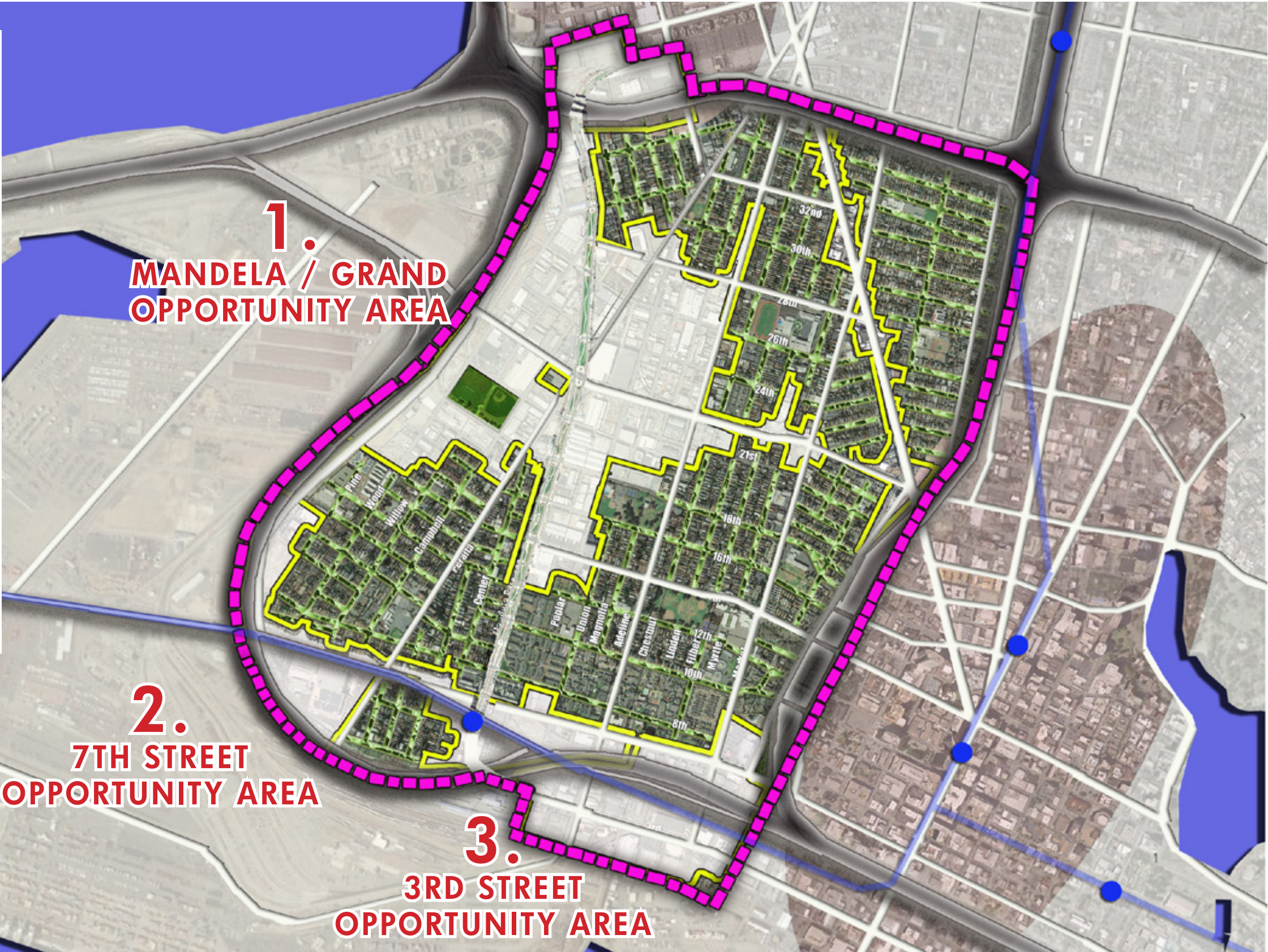


# AND DEFINING 4 OPPORTUNITY AREAS FOR NEW USES

PRELIMINARY

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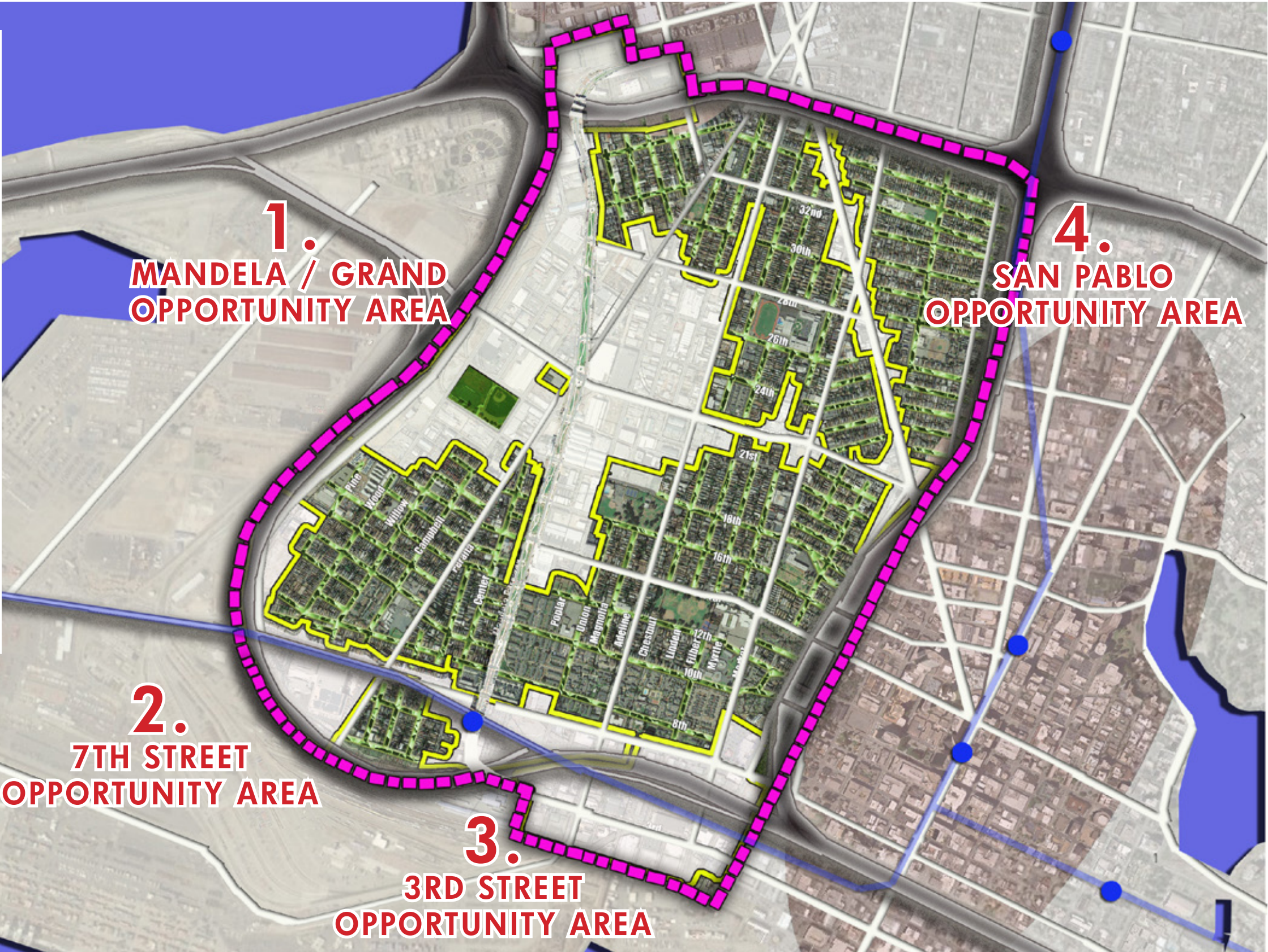


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PRELIMINARY

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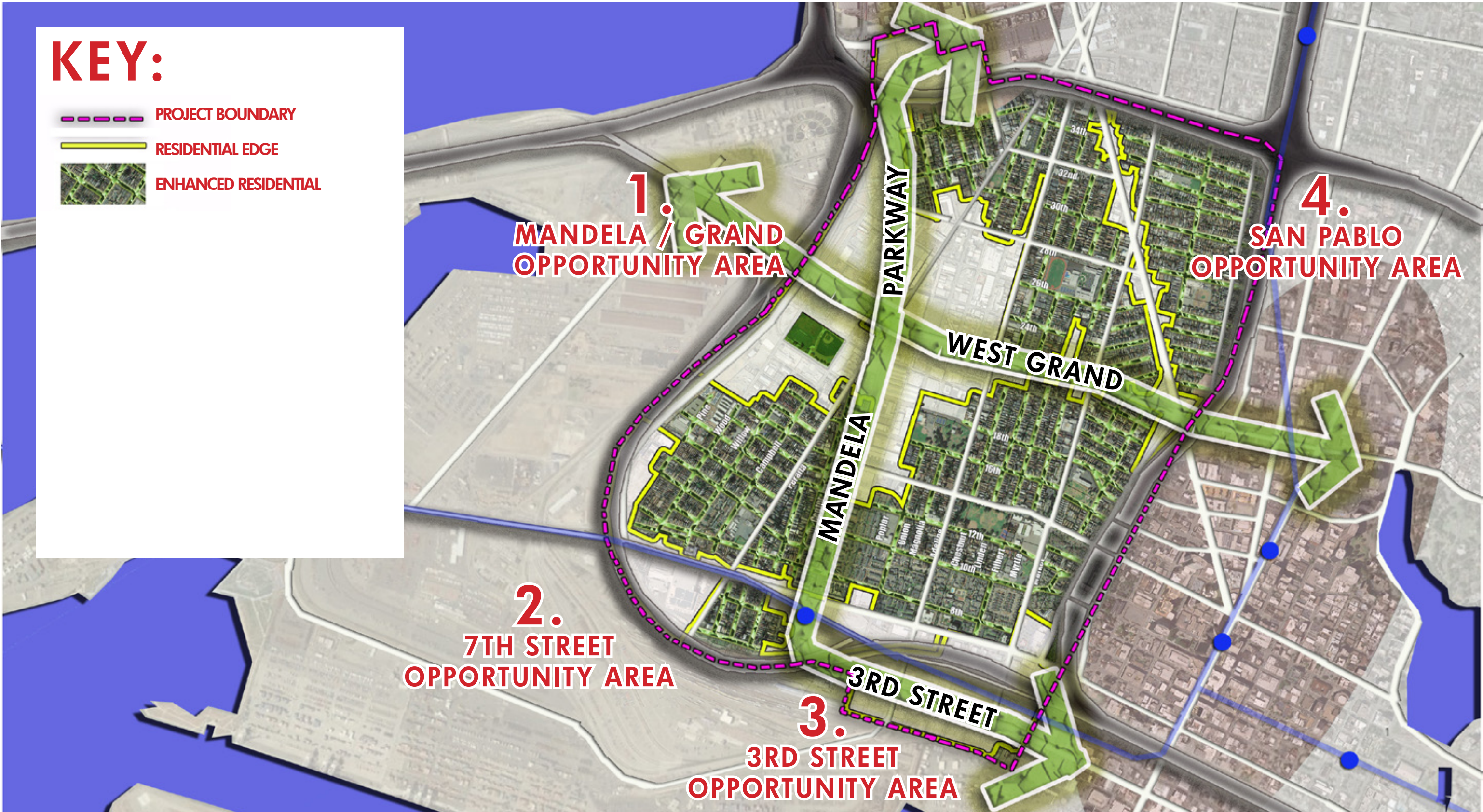
-  PROJECT BOUNDARY
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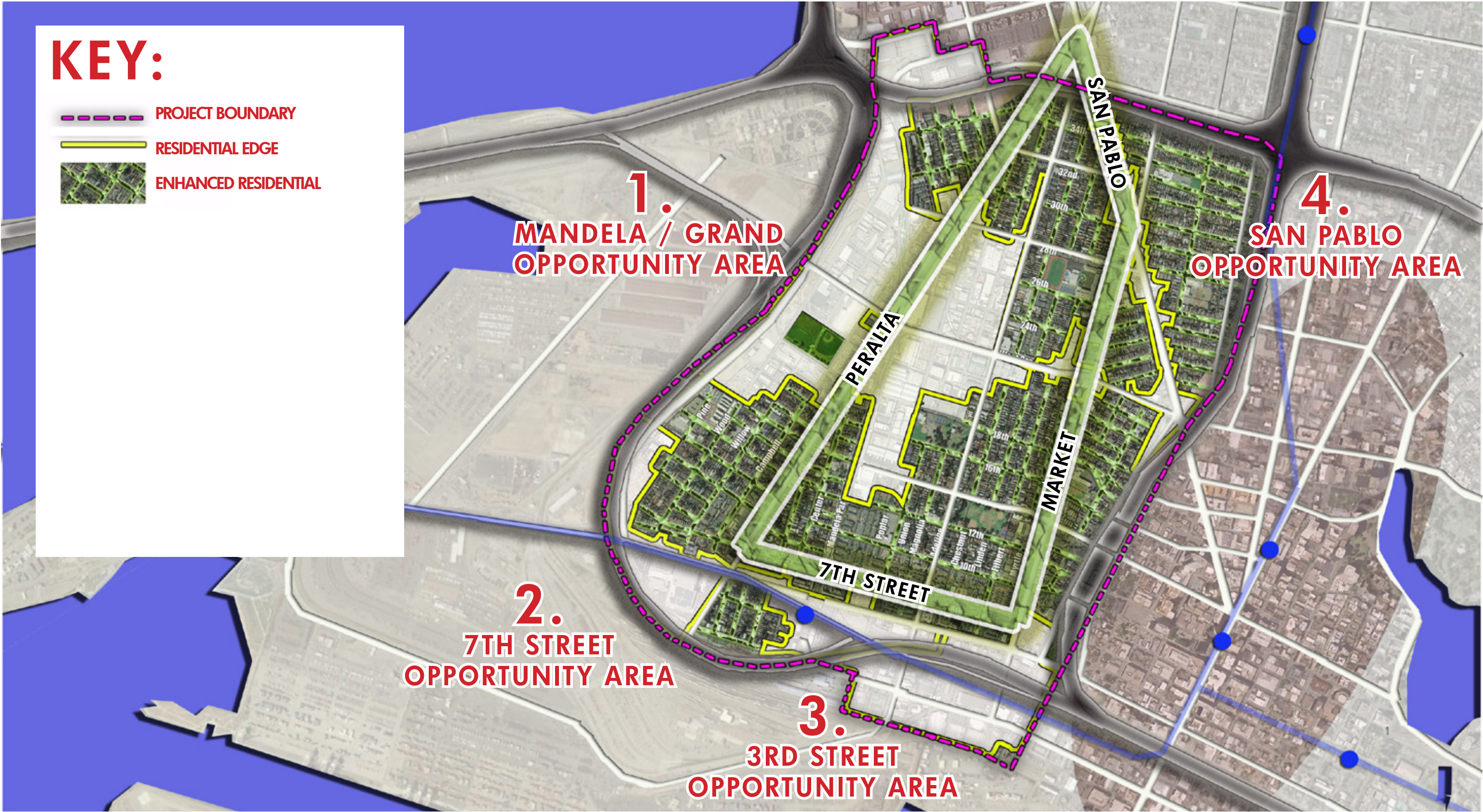


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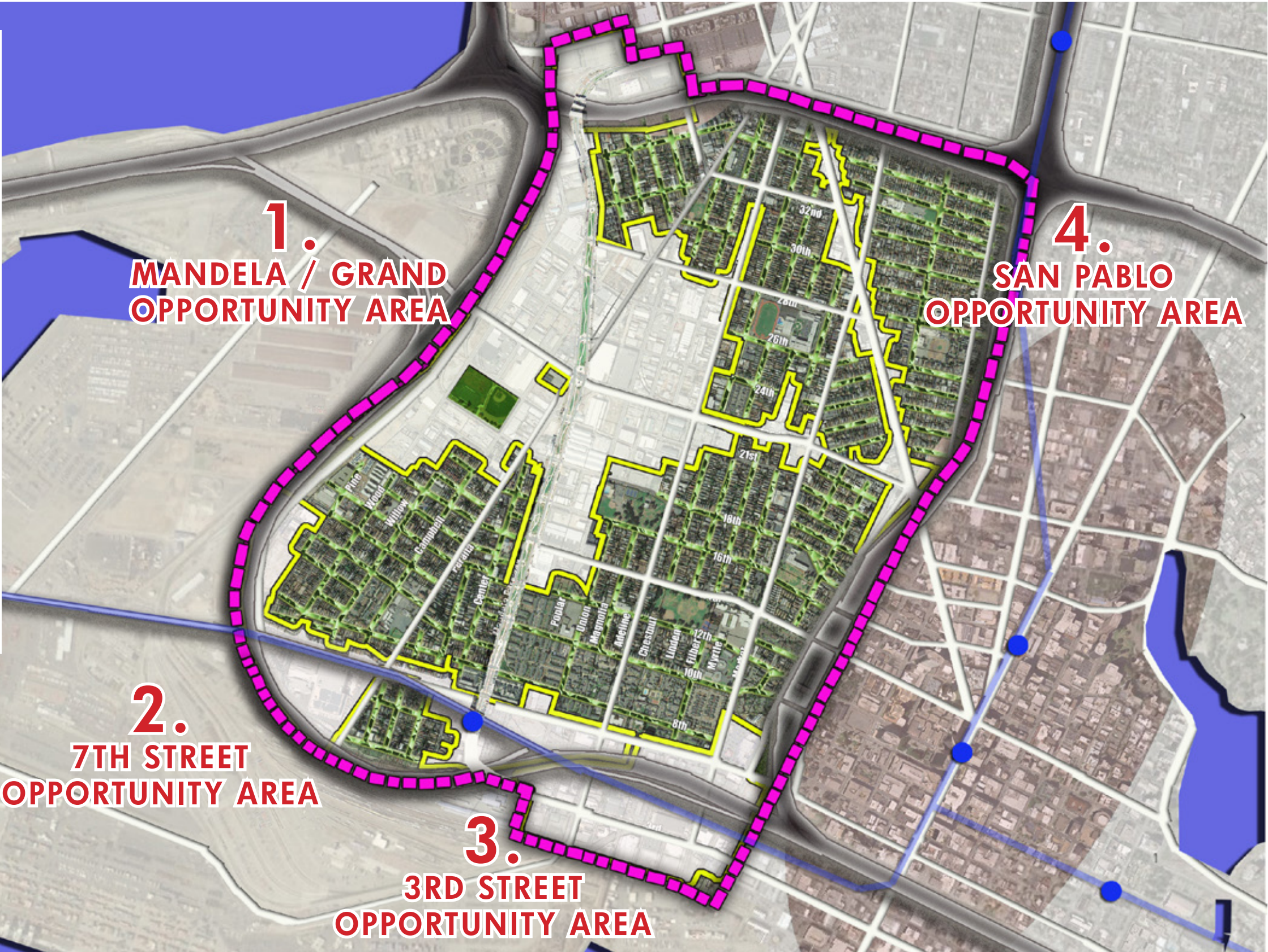


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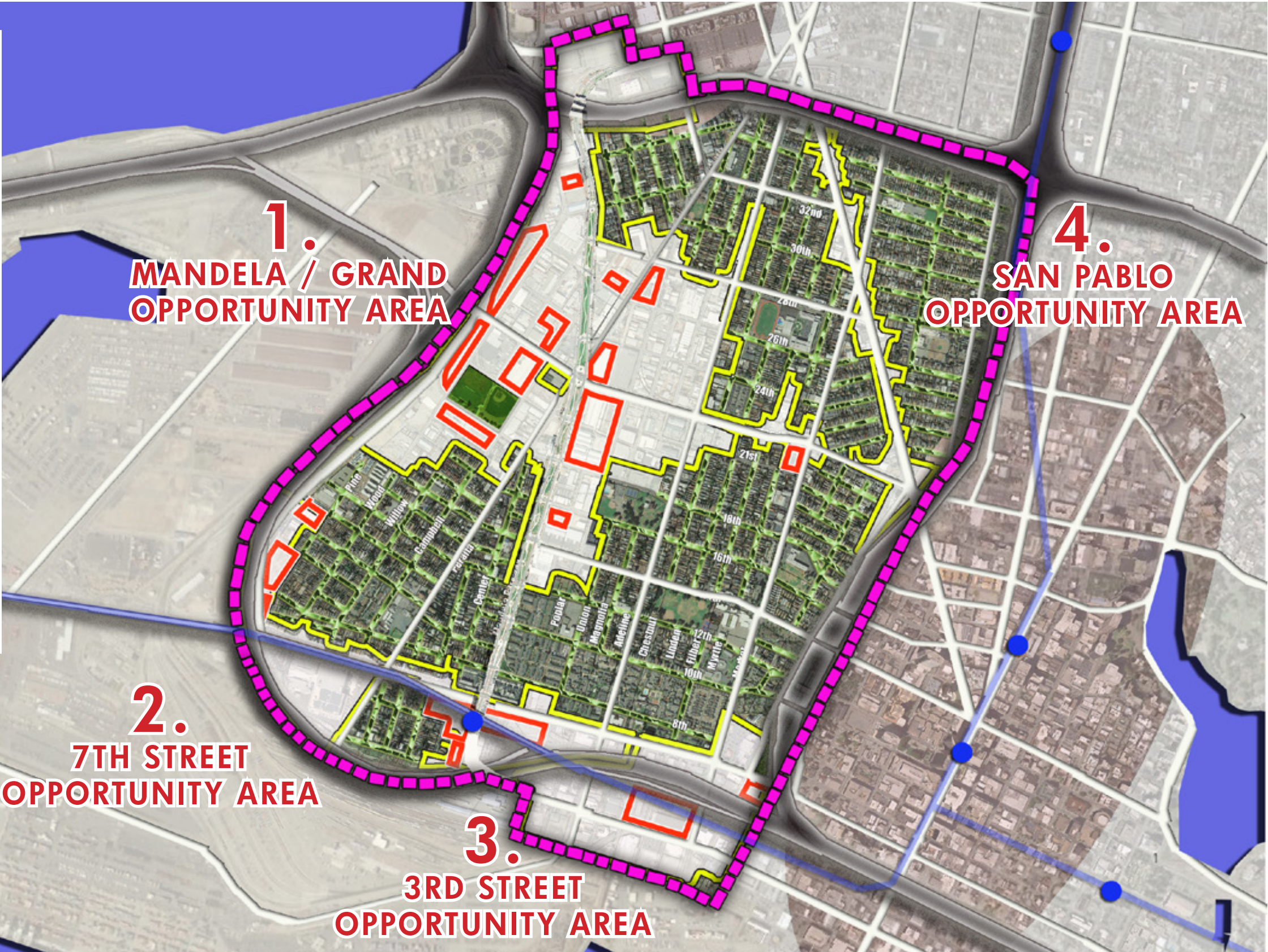


# AND DEFINING 4 OPPORTUNITY AREAS FOR NEW USES

PRELIMINARY

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-  ENHANCED RESIDENTIAL
-  ALREADY DESIGNATED OPPORTUNITY SITES





# SHOWING TRUCKING AND RECYCLING USE CONFLICTS

PRELIMINARY

KEY:

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PROJECT BOUNDARY

RESIDENTIAL EDGE

ENHANCED RESIDENTIAL

ALREADY DESIGNATED OPPORTUNITY SITES

EXISTING RECYCLER

EXISTING TRUCKING



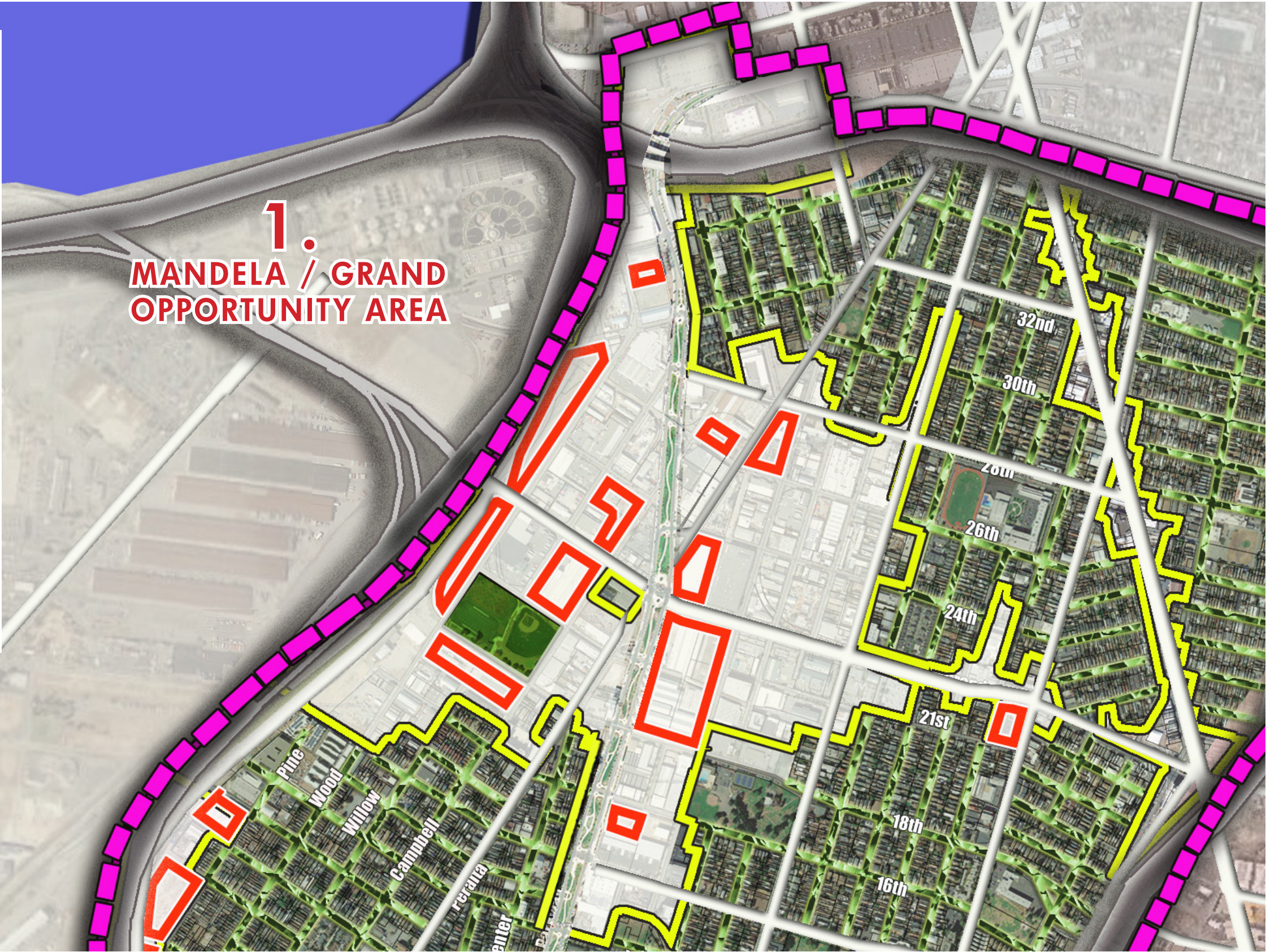


WITHIN WHICH ALREADY DESIGNATED "OPPORTUNITY SITES"

PRELIMINARY

**KEY:**

- PROJECT BOUNDARY
- RESIDENTIAL EDGE
- ENHANCED RESIDENTIAL
- ALREADY DESIGNATED OPPORTUNITY SITES





KEY:

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PROJECT BOUNDARY

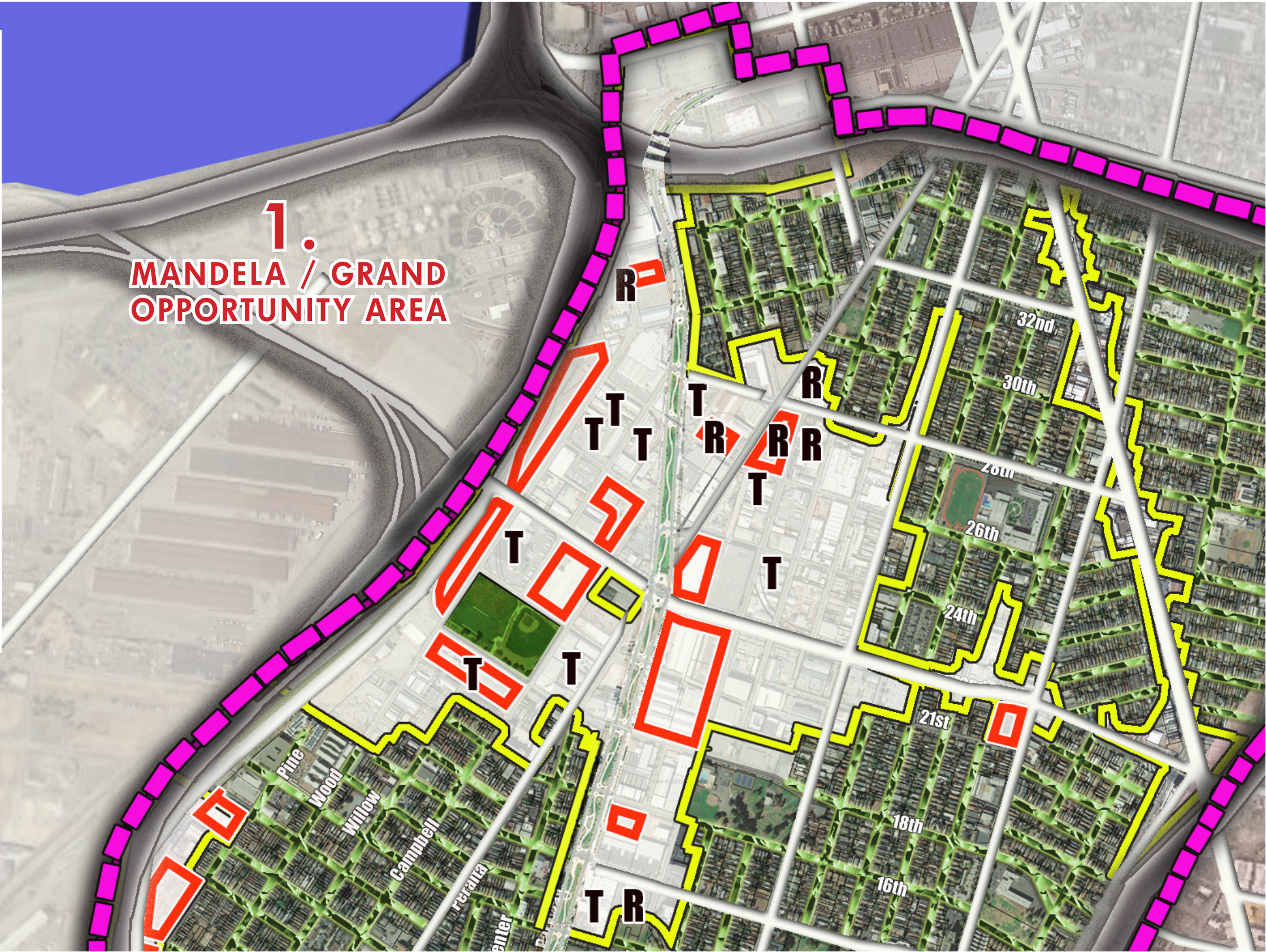
RESIDENTIAL EDGE

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EXISTING RECYCLER

EXISTING TRUCKING











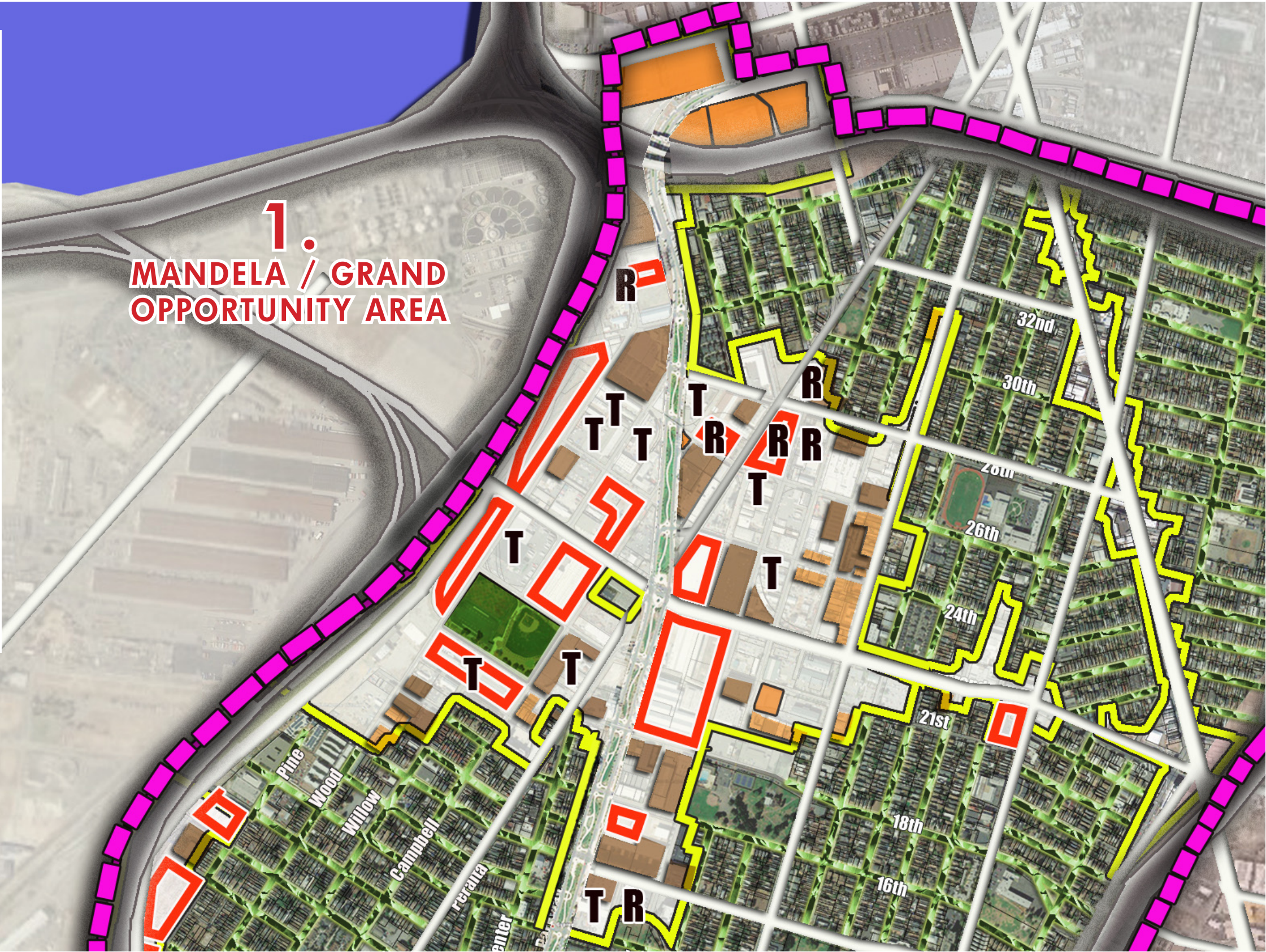


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SMALL PARCEL BUFFER



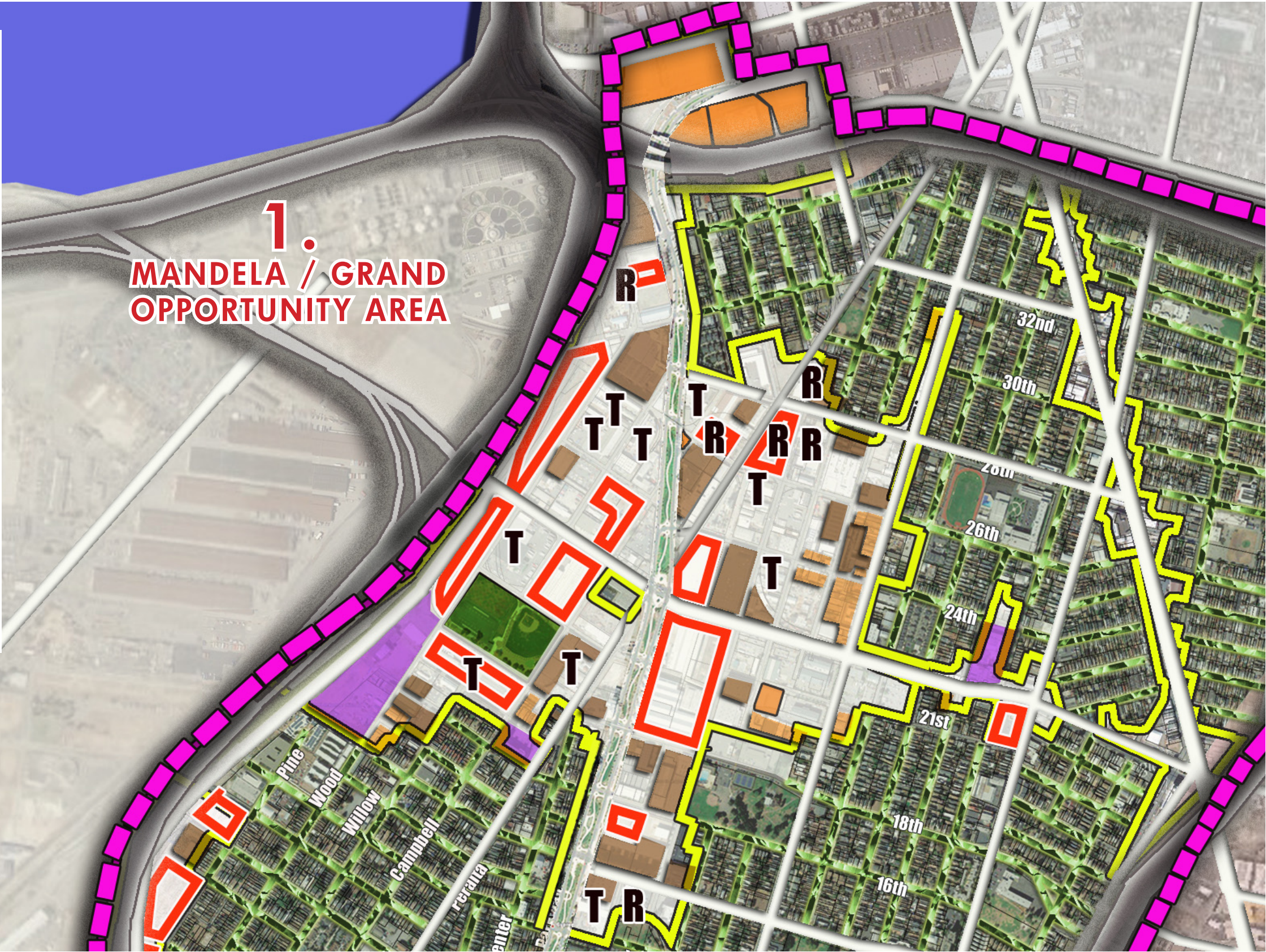


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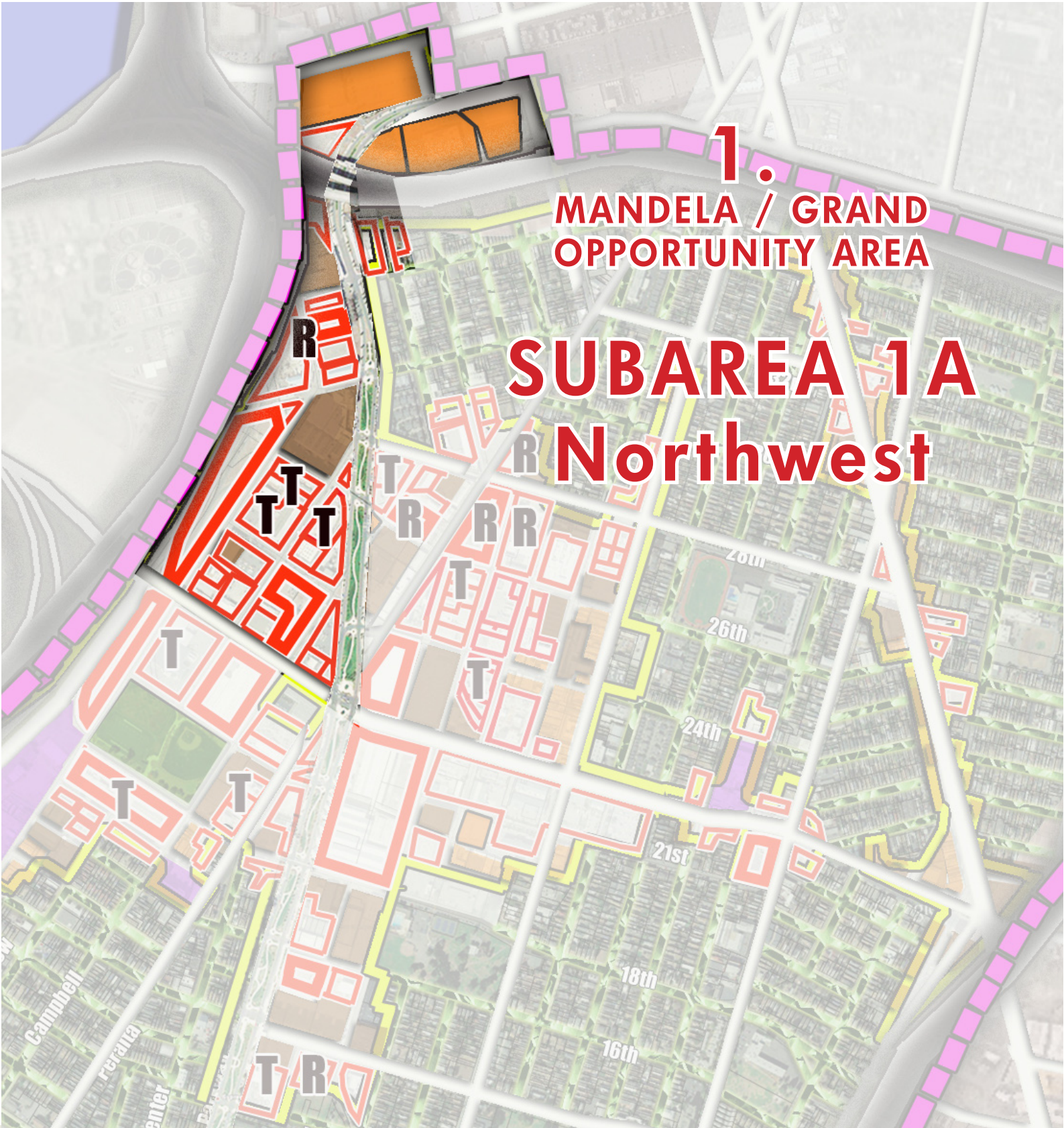




OPPORTUNITY AREA #1 - MANDELA/GRAND

PRELIMINARY

INITIAL DEFINITION OF PROJECT AREAS



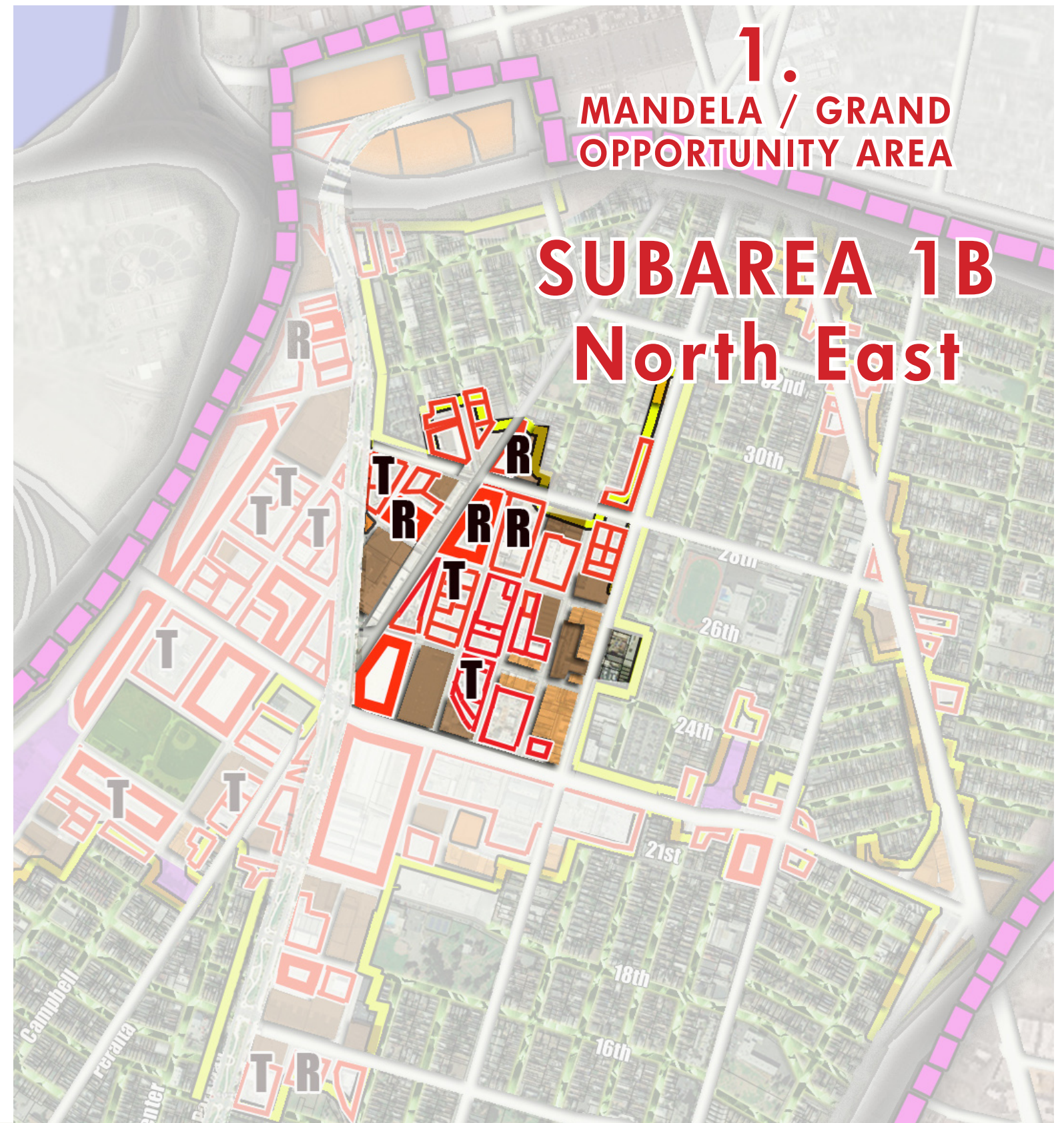


## OPPORTUNITY AREA #1 - MANDELA/GRAND

**PRELIMINARY**

## INITIAL DEFINITION OF PROJECT AREAS

CITY OF OAKLAND JRDV Urban International AUGUST 2011 58

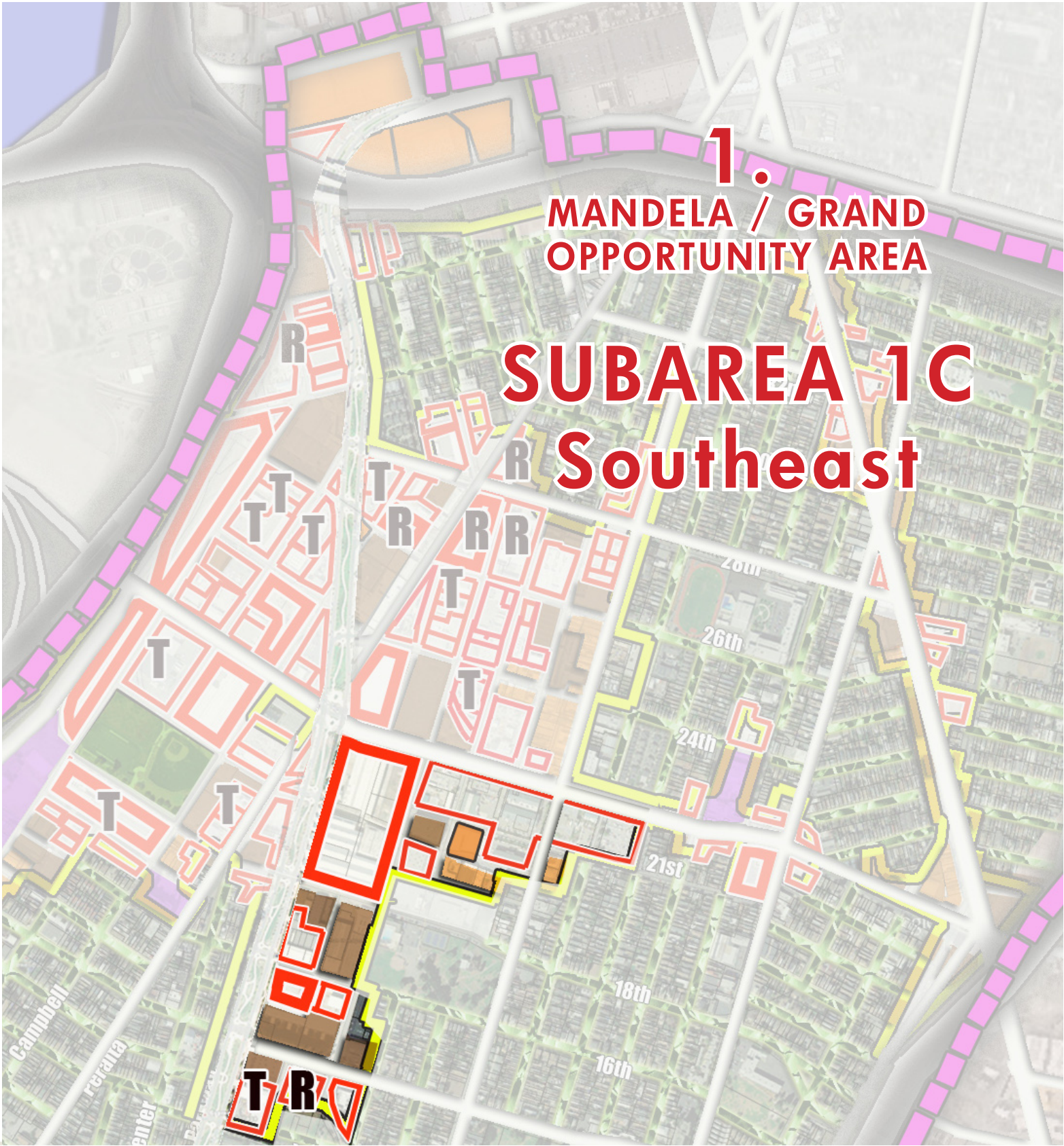




# OPPORTUNITY AREA #1 - MANDELA/GRAND

PRELIMINARY

INITIAL DEFINITION OF PROJECT AREAS

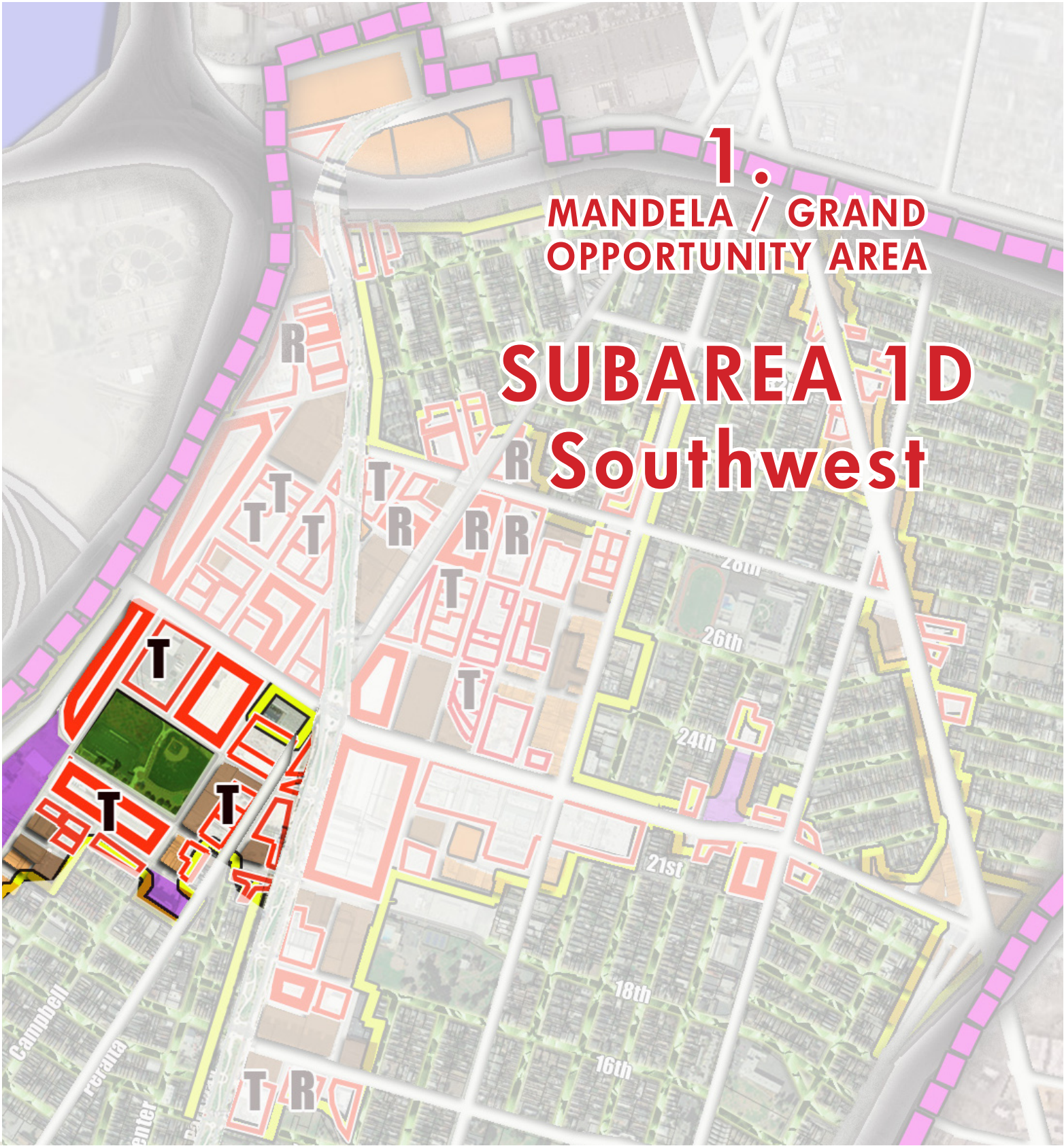




# OPPORTUNITY AREA #1 - MANDELA/GRAND

PRELIMINARY

INITIAL DEFINITION OF PROJECT AREAS

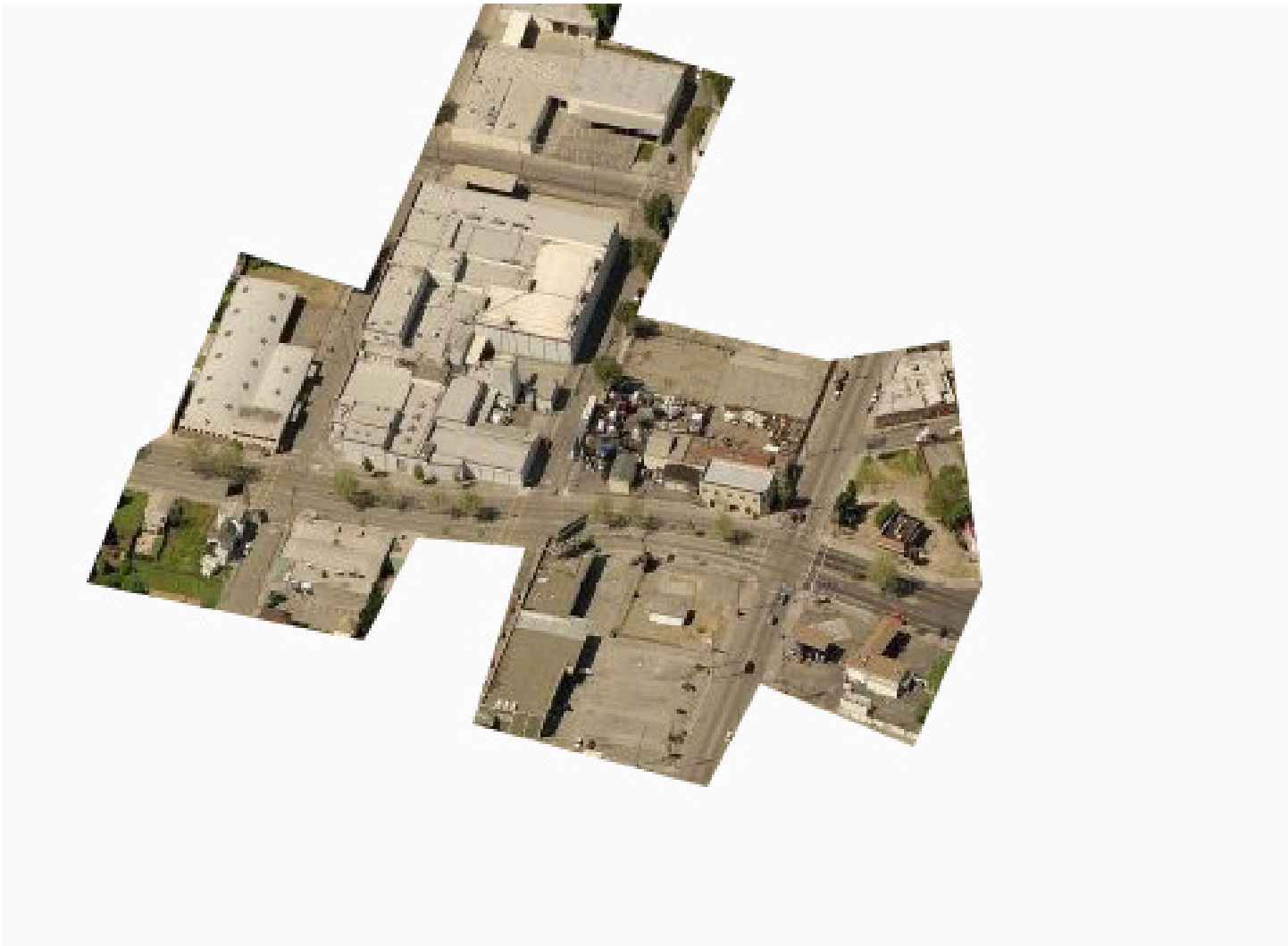




OPPORTUNITY AREA #1 - MANDELA/GRAND

PRELIMINARY

INITIAL DEFINITION OF PROJECT AREAS



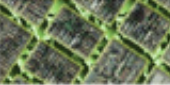



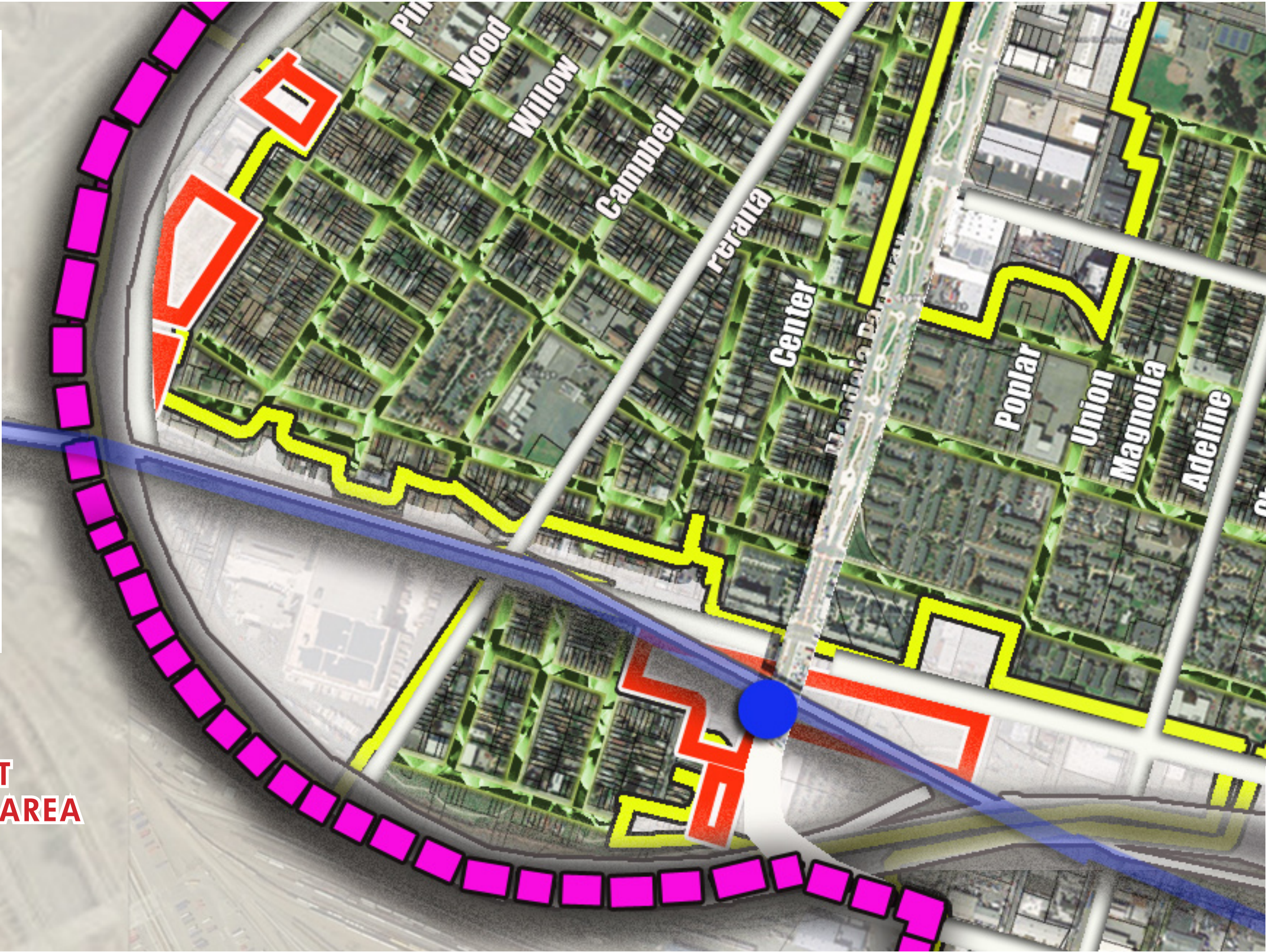


OPPORTUNITY AREA #2 - 7TH STREET

PRELIMINARY

**KEY:**

-  PROJECT BOUNDARY
-  RESIDENTIAL EDGE
-  ENHANCED RESIDENTIAL
-  ALREADY DESIGNATED OPPORTUNITY SITES



**2.**  
**7TH STREET**  
**OPPORTUNITY AREA**



# OPPORTUNITY AREA #2 - 7TH STREET

PRELIMINARY

INITIAL DEFINITION OF PROJECT AREAS

KEY:

R

T

PROJECT BOUNDARY

RESIDENTIAL EDGE

ENHANCED RESIDENTIAL

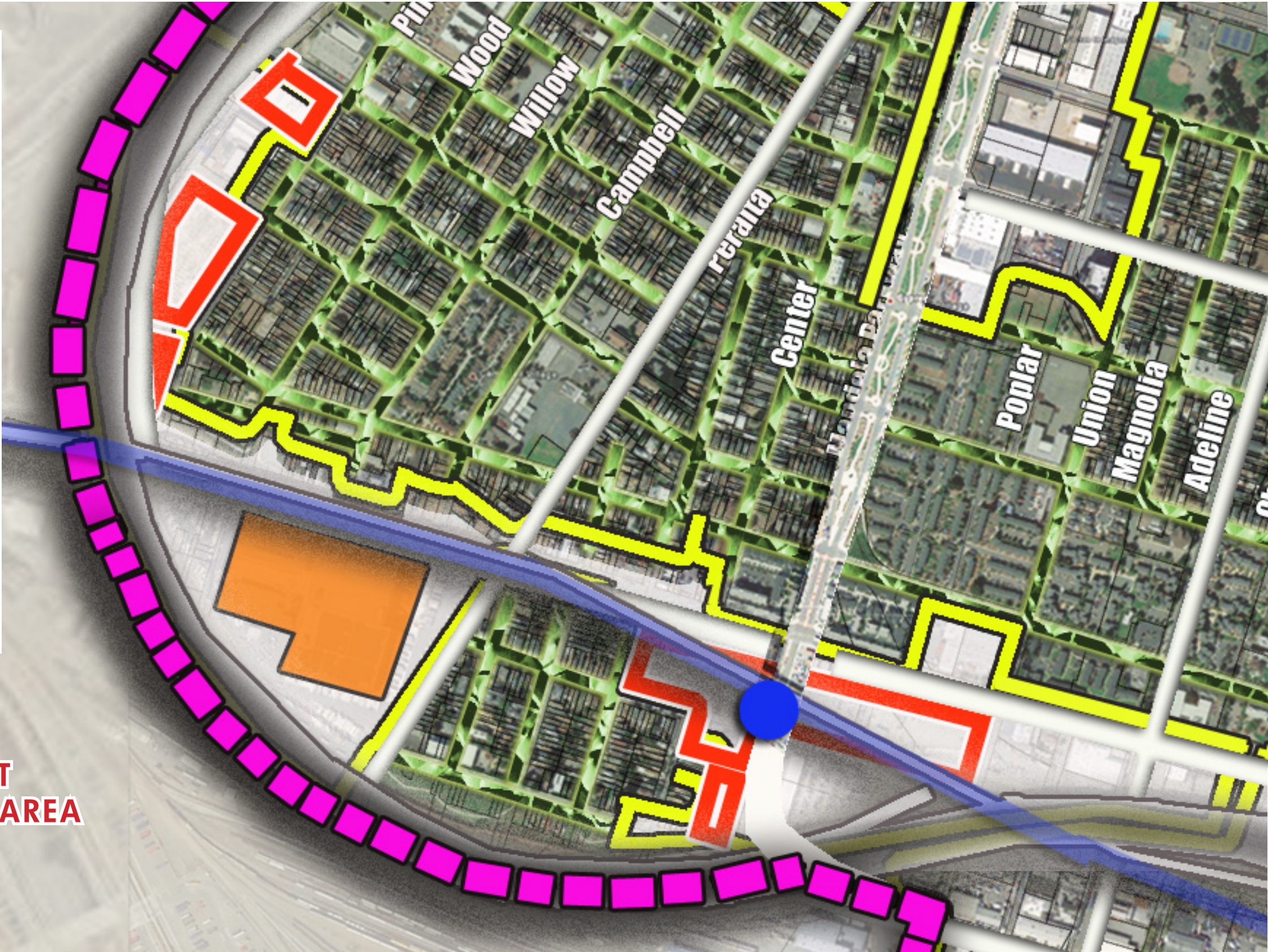
ALREADY DESIGNATED OPPORTUNITY SITES

EXISTING RECYCLER

EXISTING TRUCKING

RECENT USE UNLIKELY TO CHANGE

2.  
7TH STREET  
OPPORTUNITY AREA





# OPPORTUNITY AREA #2 - 7TH STREET

PRELIMINARY

INITIAL DEFINITION OF PROJECT AREAS

KEY:

R

T

PROJECT BOUNDARY

RESIDENTIAL EDGE

ENHANCED RESIDENTIAL

ALREADY DESIGNATED OPPORTUNITY SITES

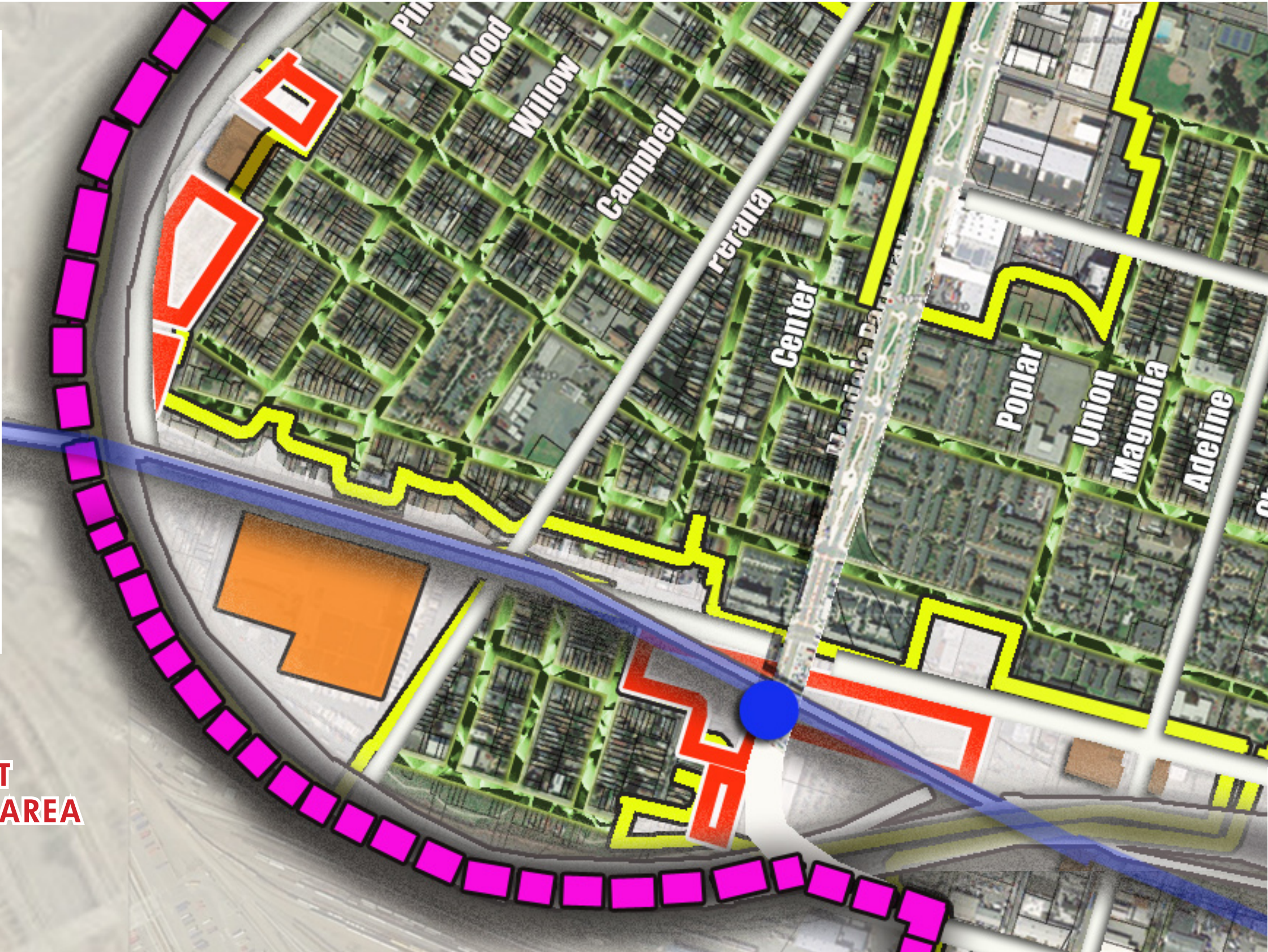
EXISTING RECYCLER

EXISTING TRUCKING

RECENT USE UNLIKELY TO CHANGE

COMPATIBLE ON-GOING BUSINESS

2.  
7TH STREET  
OPPORTUNITY AREA





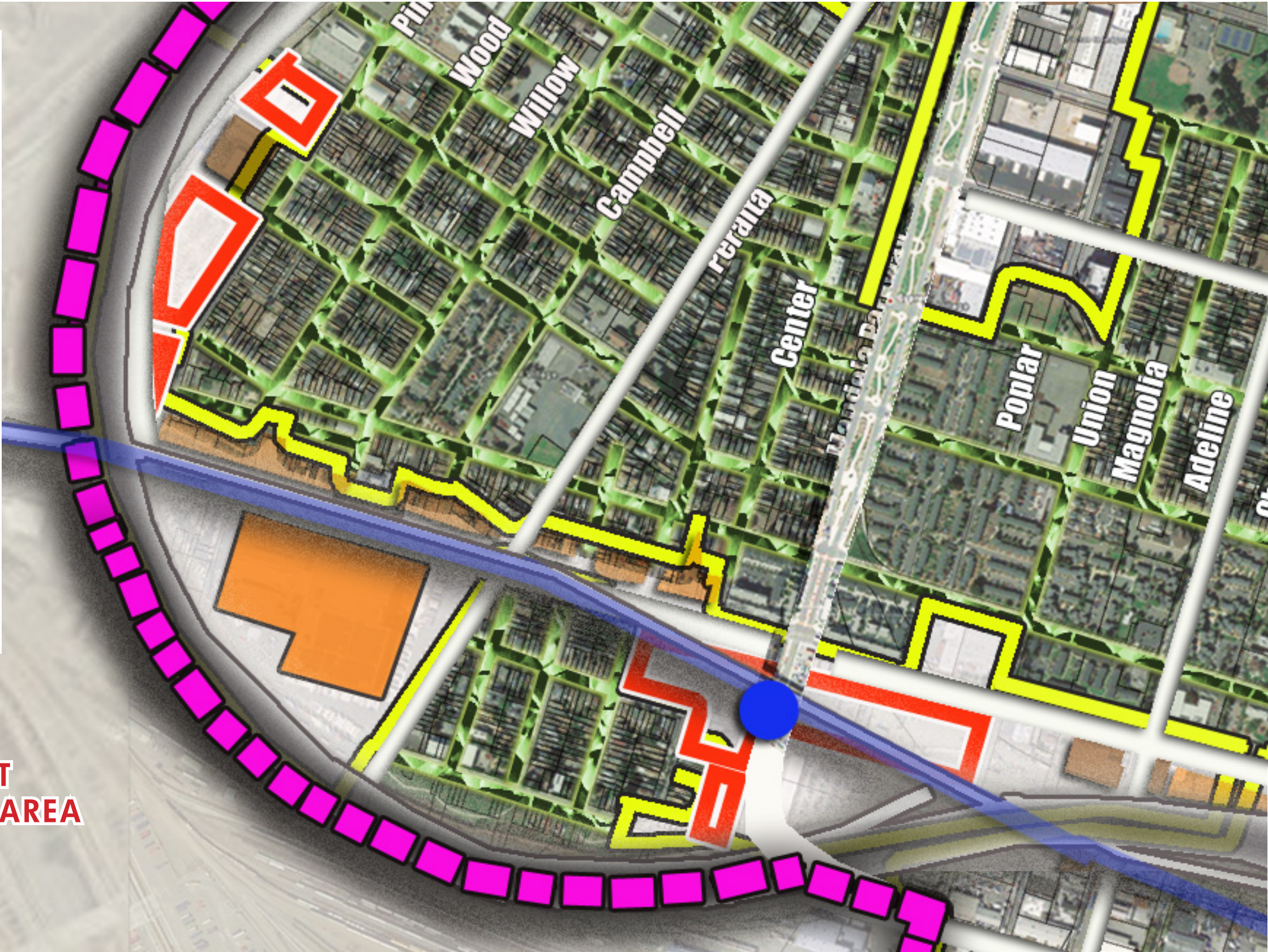
KEY:

R

T

PROJECT BOUNDARY  
RESIDENTIAL EDGE  
ENHANCED RESIDENTIAL  
ALREADY DESIGNATED OPPORTUNITY SITES  
EXISTING RECYCLER  
EXISTING TRUCKING  
RECENT USE UNLIKELY TO CHANGE  
COMPATIBLE ON-GOING BUSINESS  
SMALL PARCEL BUFFER

2.  
7TH STREET  
OPPORTUNITY AREA





KEY:

R

T

PROJECT BOUNDARY

RESIDENTIAL EDGE

ENHANCED RESIDENTIAL

ALREADY DESIGNATED OPPORTUNITY SITES

EXISTING RECYCLER

EXISTING TRUCKING

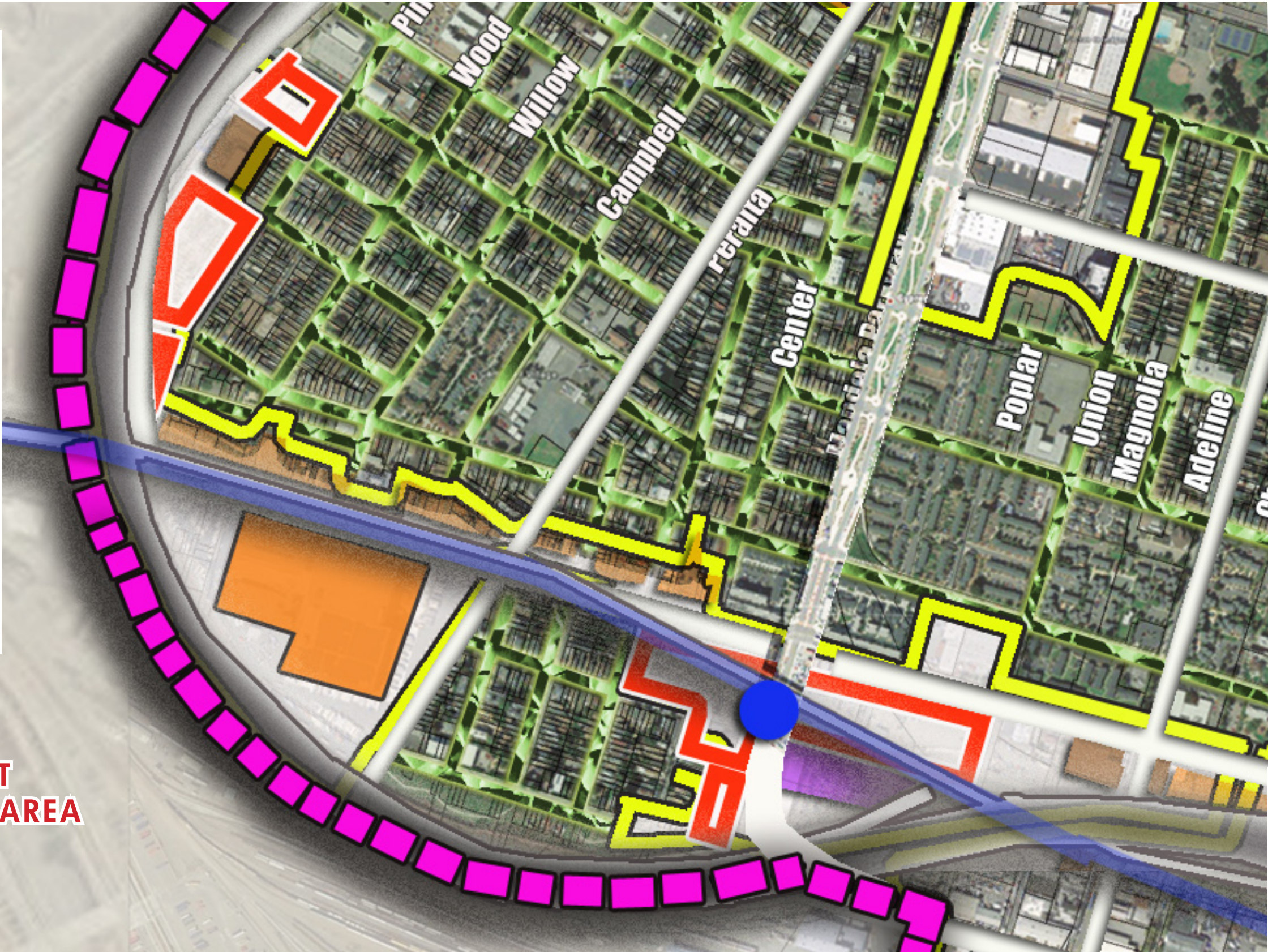
RECENT USE UNLIKELY TO CHANGE

COMPATIBLE ON-GOING BUSINESS

SMALL PARCEL BUFFER

PIPELINE PROJECTS

2.  
7TH STREET  
OPPORTUNITY AREA





KEY:

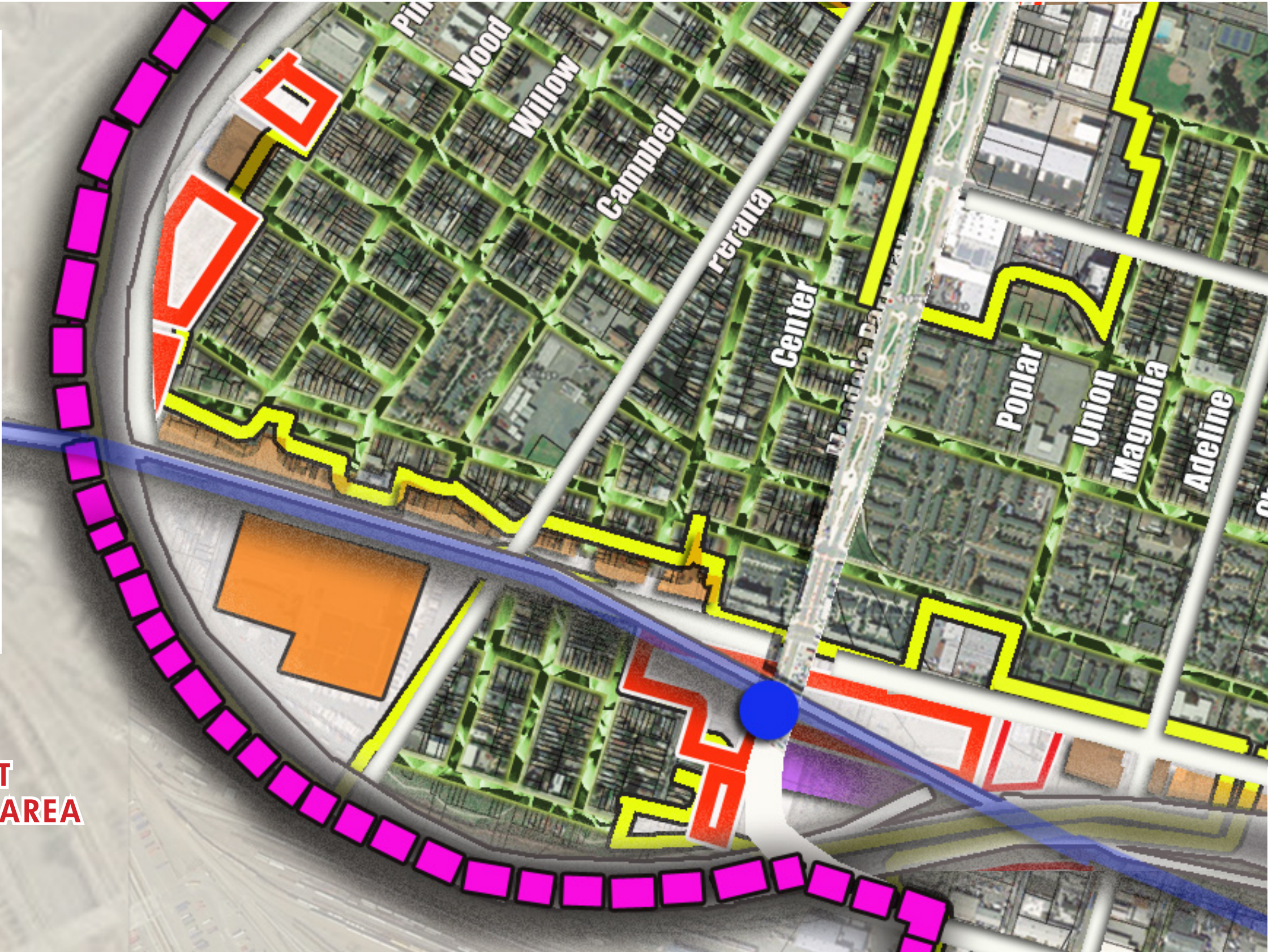
R

T

H

PROJECT BOUNDARY  
RESIDENTIAL EDGE  
ENHANCED RESIDENTIAL  
ALREADY DESIGNATED OPPORTUNITY SITES  
EXISTING RECYCLER  
EXISTING TRUCKING  
RECENT USE UNLIKELY TO CHANGE  
COMPATIBLE ON-GOING BUSINESS  
SMALL PARCEL BUFFER  
PIPELINE PROJECTS  
POSSIBLE ADDITIONAL OPPORTUNITY SITES  
POSSIBLE HISTORICAL RESOURCE

2.  
7TH STREET  
OPPORTUNITY AREA





KEY:

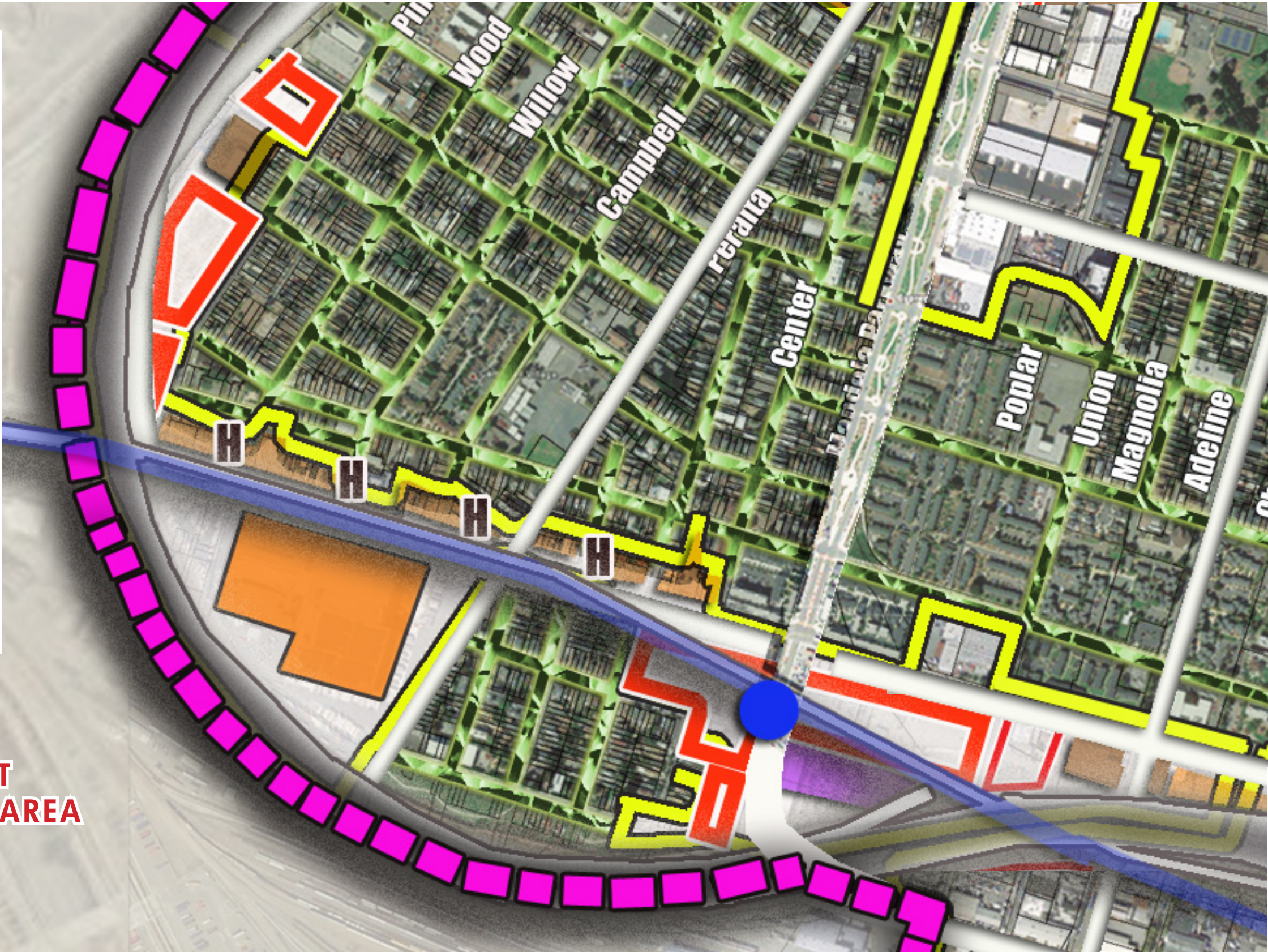
R

T

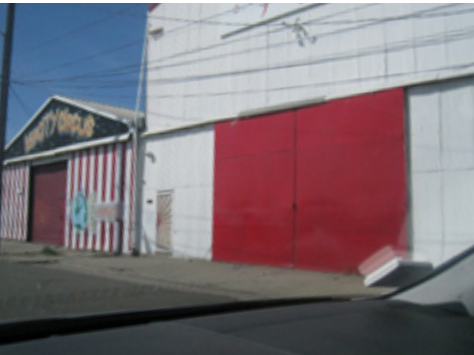
H

PROJECT BOUNDARY  
RESIDENTIAL EDGE  
ENHANCED RESIDENTIAL  
ALREADY DESIGNATED OPPORTUNITY SITES  
EXISTING RECYCLER  
EXISTING TRUCKING  
RECENT USE UNLIKELY TO CHANGE  
COMPATIBLE ON-GOING BUSINESS  
SMALL PARCEL BUFFER  
PIPELINE PROJECTS  
POSSIBLE ADDITIONAL OPPORTUNITY SITES  
POSSIBLE HISTORICAL RESOURCE

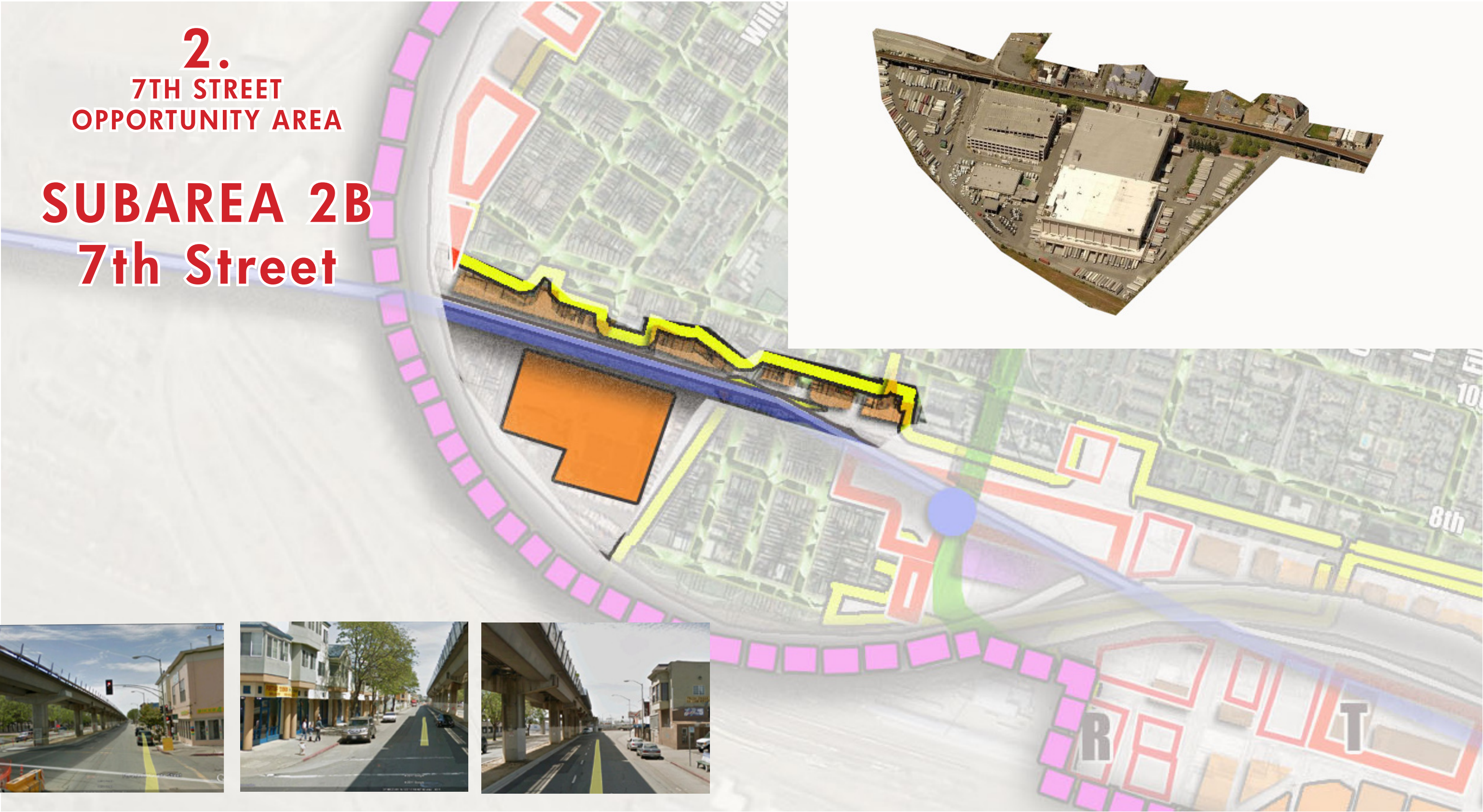
2.  
7TH STREET  
OPPORTUNITY AREA













OPPORTUNITY AREA #2 - 7TH STREET

PRELIMINARY

INITIAL DEFINITION OF PROJECT AREAS





# OPPORTUNITY AREA #3 - 3RD STREET

PRELIMINARY

KEY:

PROJECT BOUNDARY

RESIDENTIAL EDGE

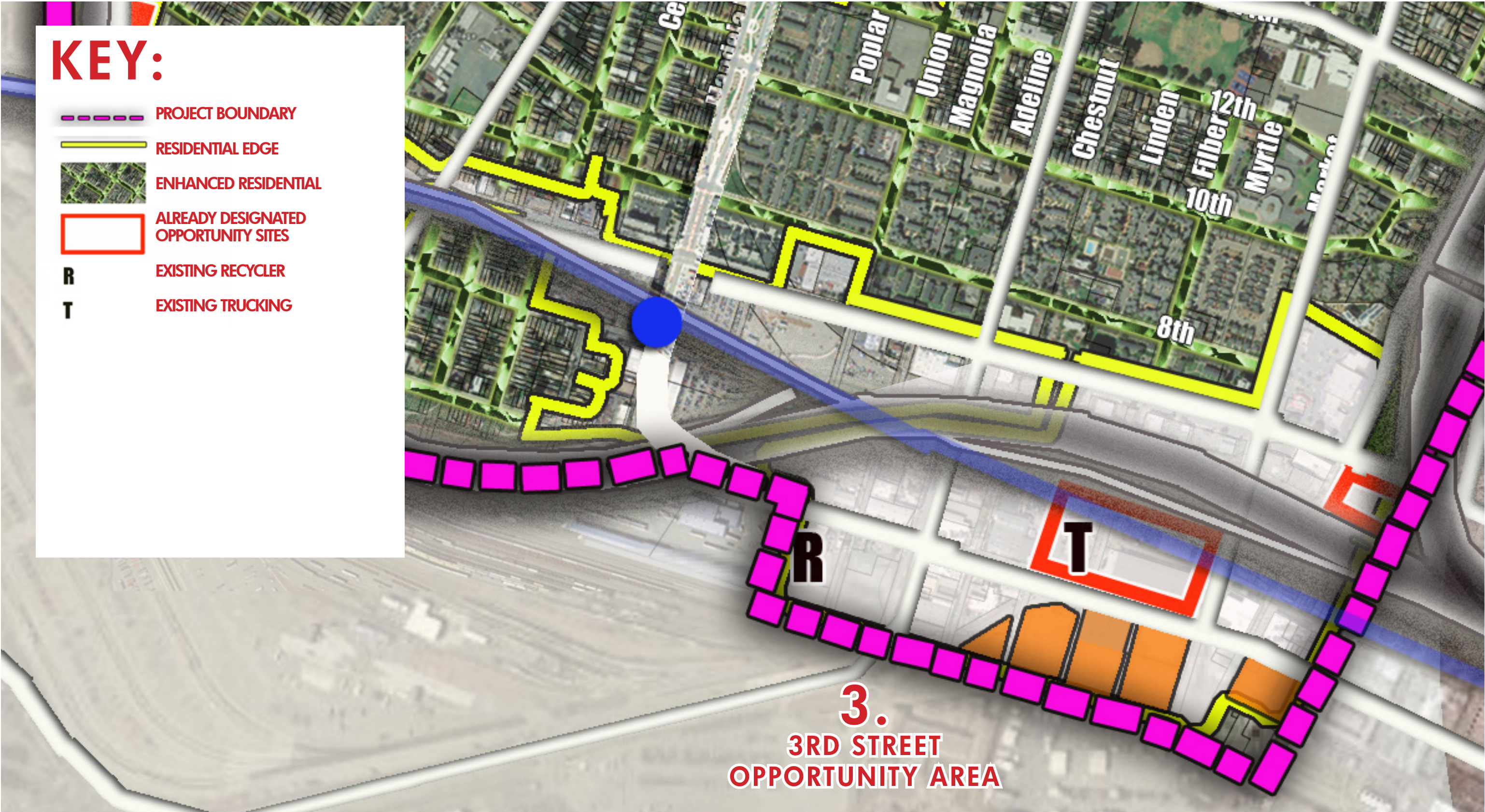
ENHANCED RESIDENTIAL

ALREADY DESIGNATED OPPORTUNITY SITES



# OPPORTUNITY AREA #3 - 3RD STREET

PRELIMINARY





OPPORTUNITY AREA #3 - 3RD STREET

PRELIMINARY

INITIAL DEFINITION OF PROJECT AREAS

KEY:

R

T

PROJECT BOUNDARY

RESIDENTIAL EDGE

ENHANCED RESIDENTIAL

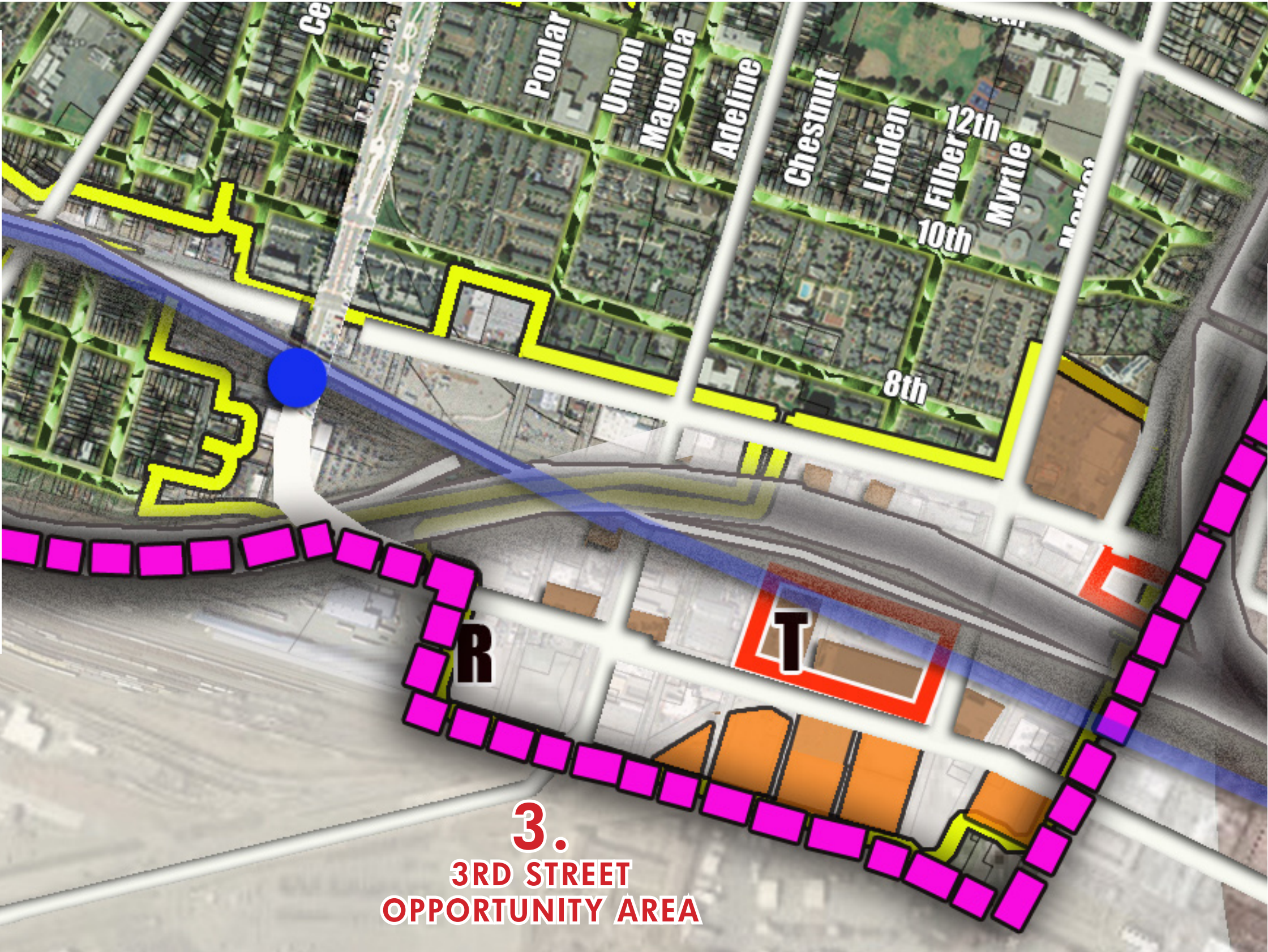
ALREADY DESIGNATED OPPORTUNITY SITES

EXISTING RECYCLER

EXISTING TRUCKING

RECENT USE UNLIKELY TO CHANGE

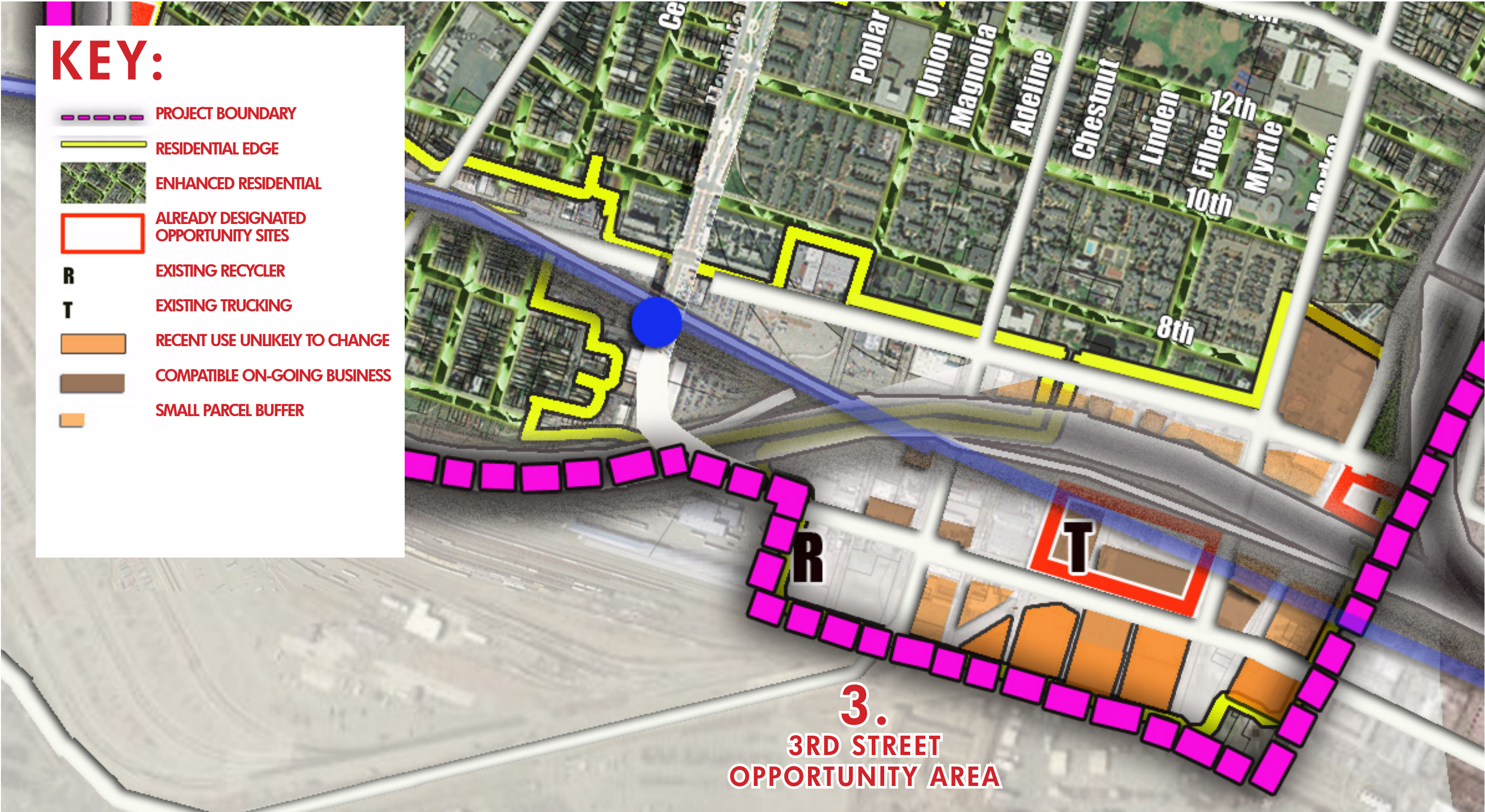
COMPATIBLE ON-GOING BUSINESS





# OPPORTUNITY AREA #3 - 3RD STREET

PRELIMINARY





# OPPORTUNITY AREA #3 - 3RD STREET

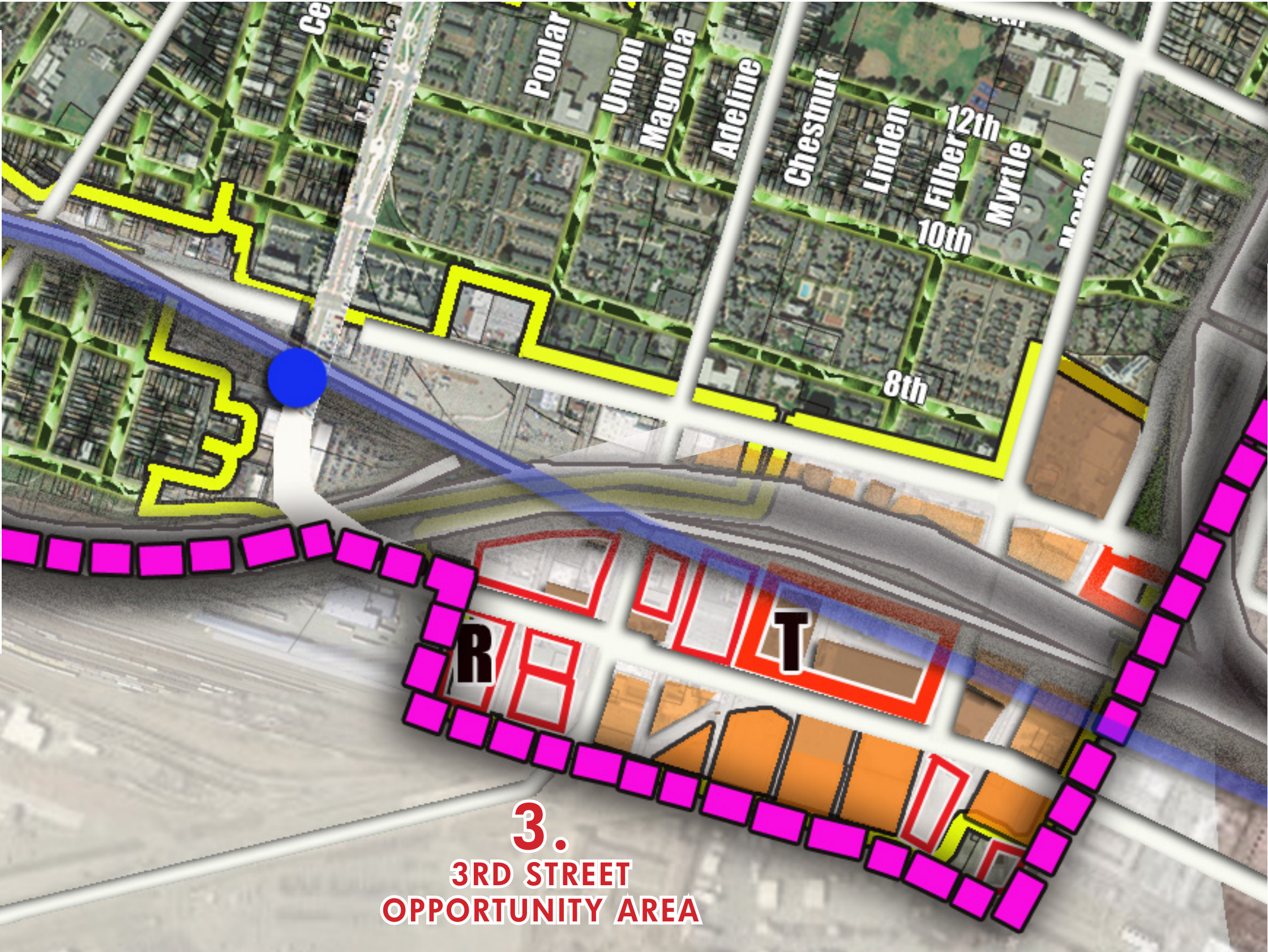
PRELIMINARY

KEY:

R

T

PROJECT BOUNDARY  
RESIDENTIAL EDGE  
ENHANCED RESIDENTIAL  
ALREADY DESIGNATED OPPORTUNITY SITES  
EXISTING RECYCLER  
EXISTING TRUCKING  
RECENT USE UNLIKELY TO CHANGE  
COMPATIBLE ON-GOING BUSINESS  
SMALL PARCEL BUFFER  
PIPELINE PROJECTS  
POSSIBLE ADDITIONAL OPPORTUNITY SITES









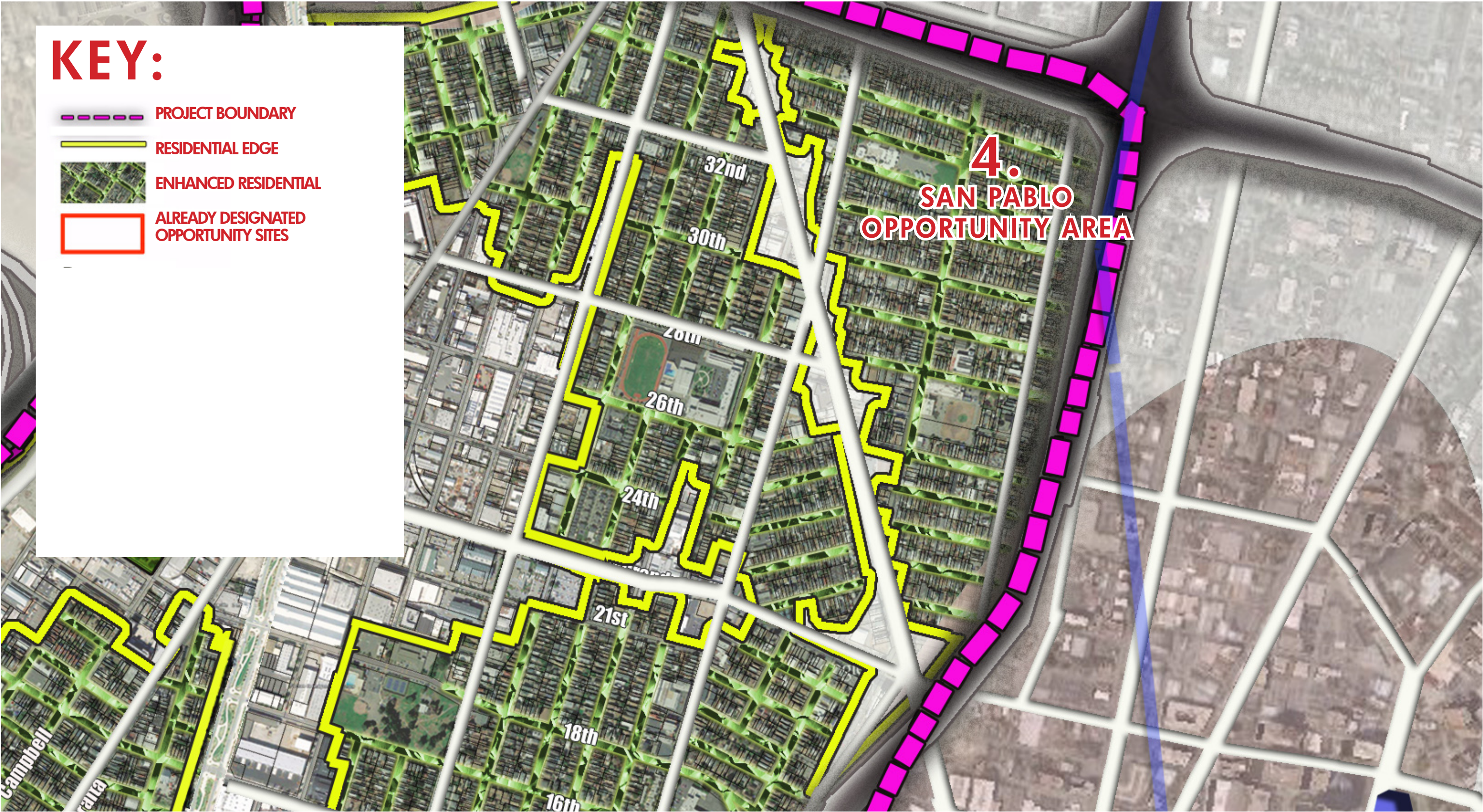
# OPPORTUNITY AREA #3 - 3RD STREET

PRELIMINARY

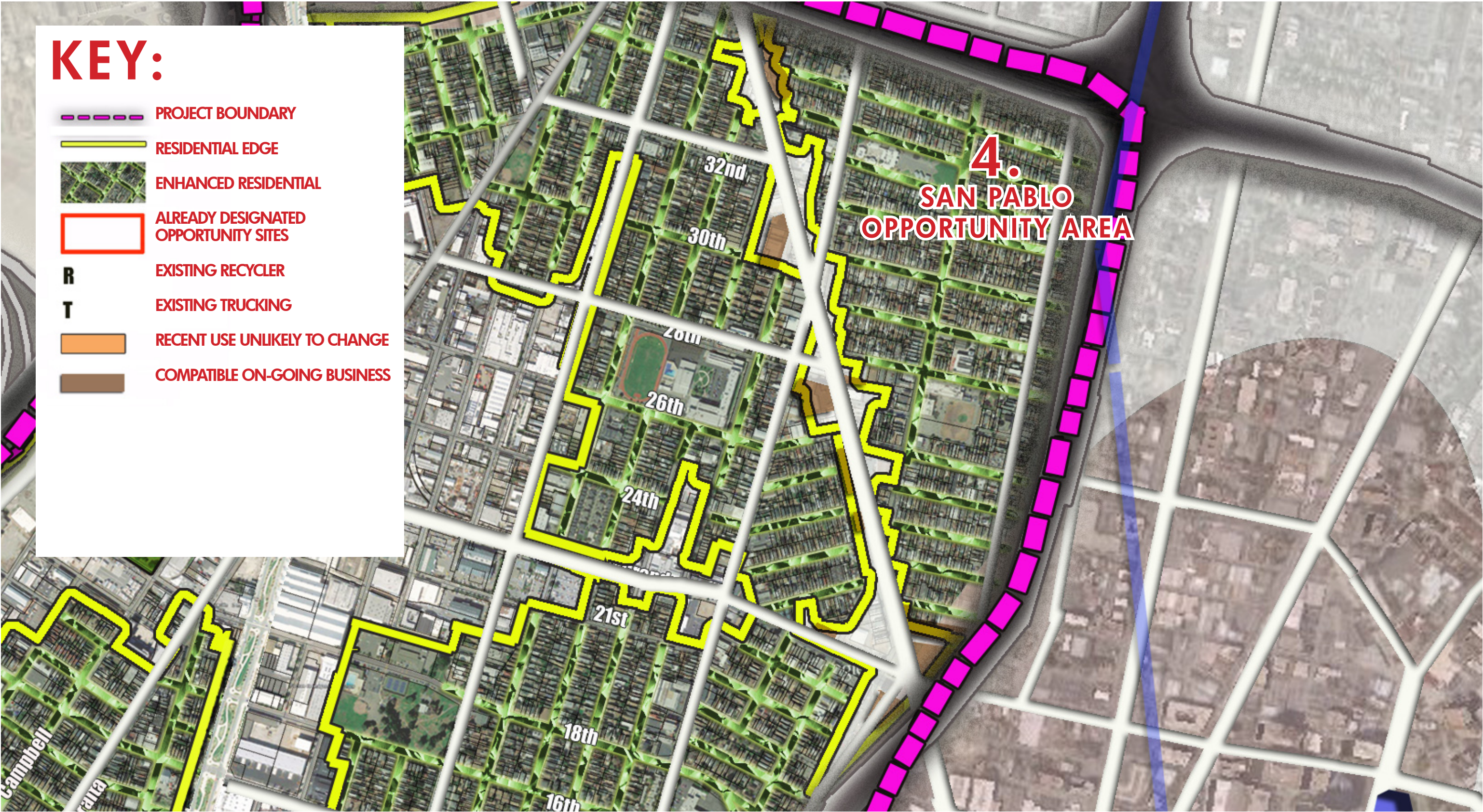
INITIAL DEFINITION OF PROJECT AREAS



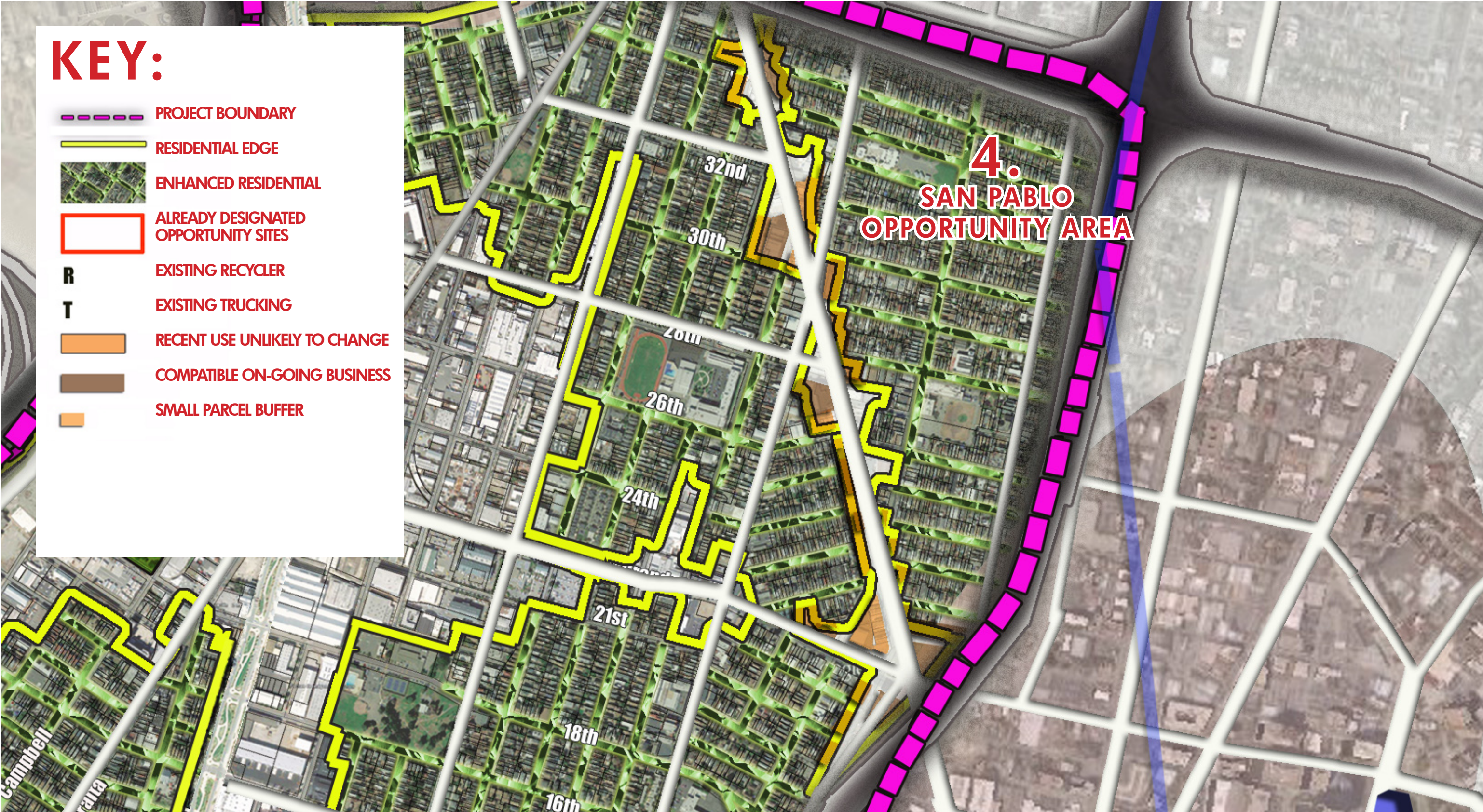




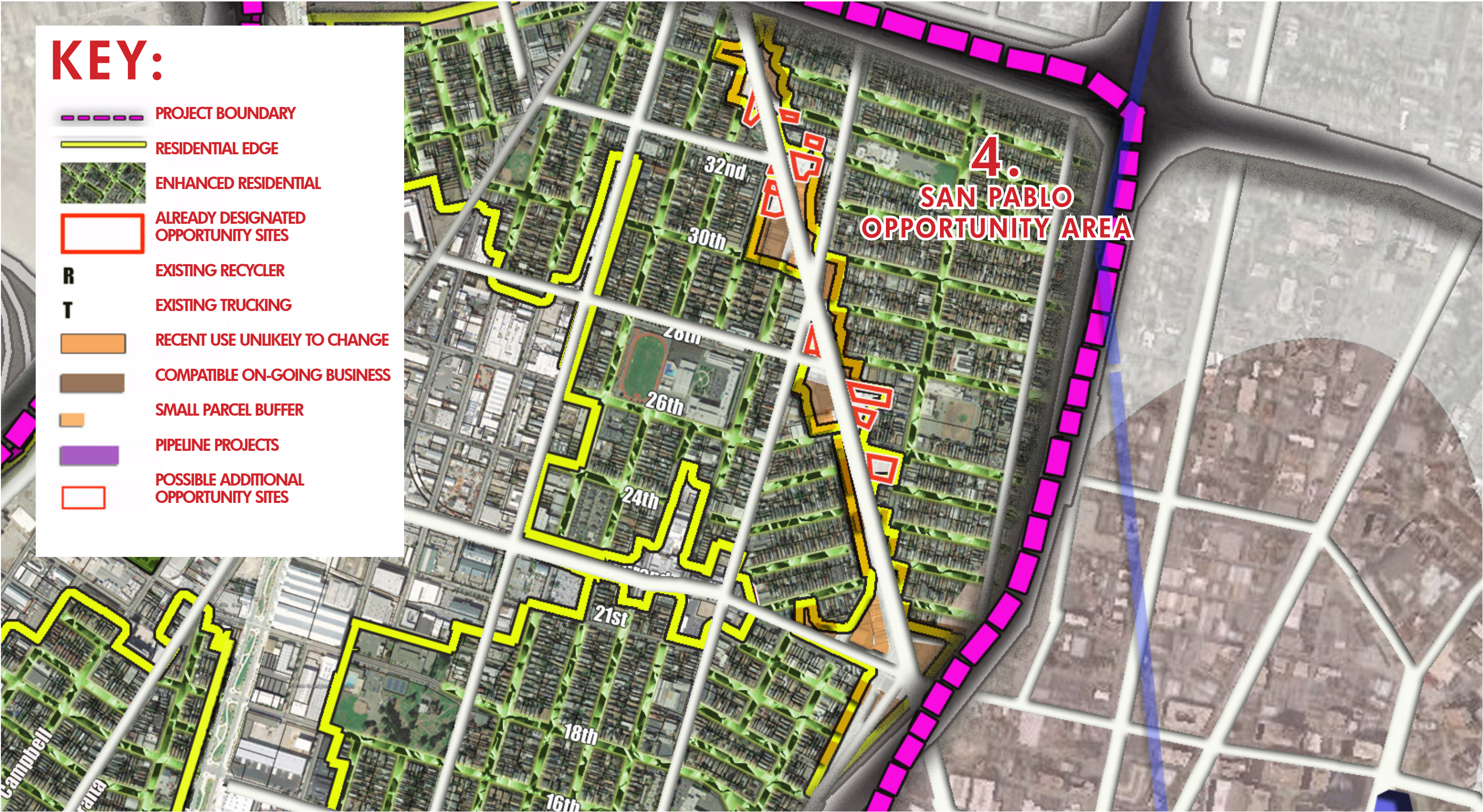




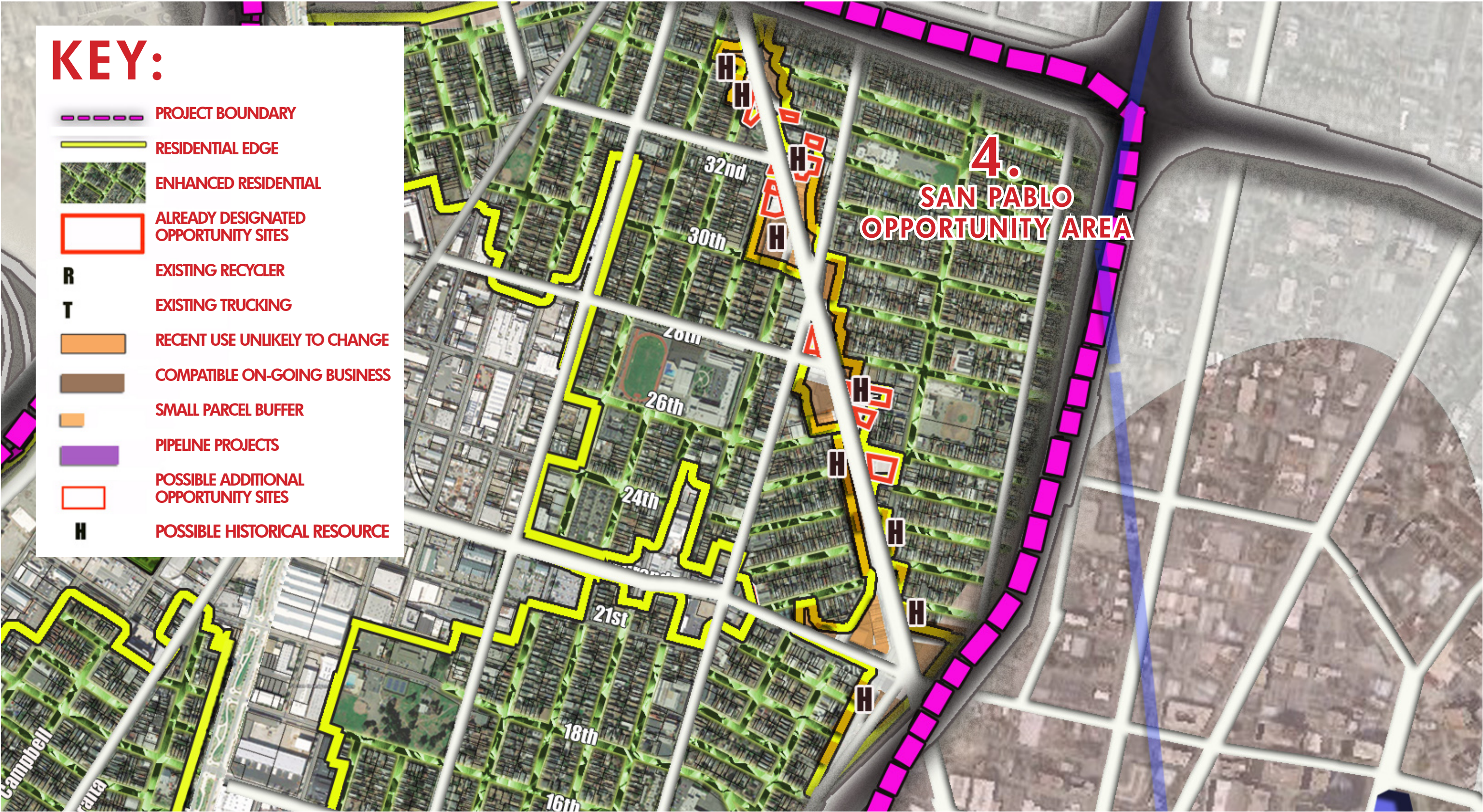














# OPPORTUNITY AREA #4 - SAN PABLO

PRELIMINARY

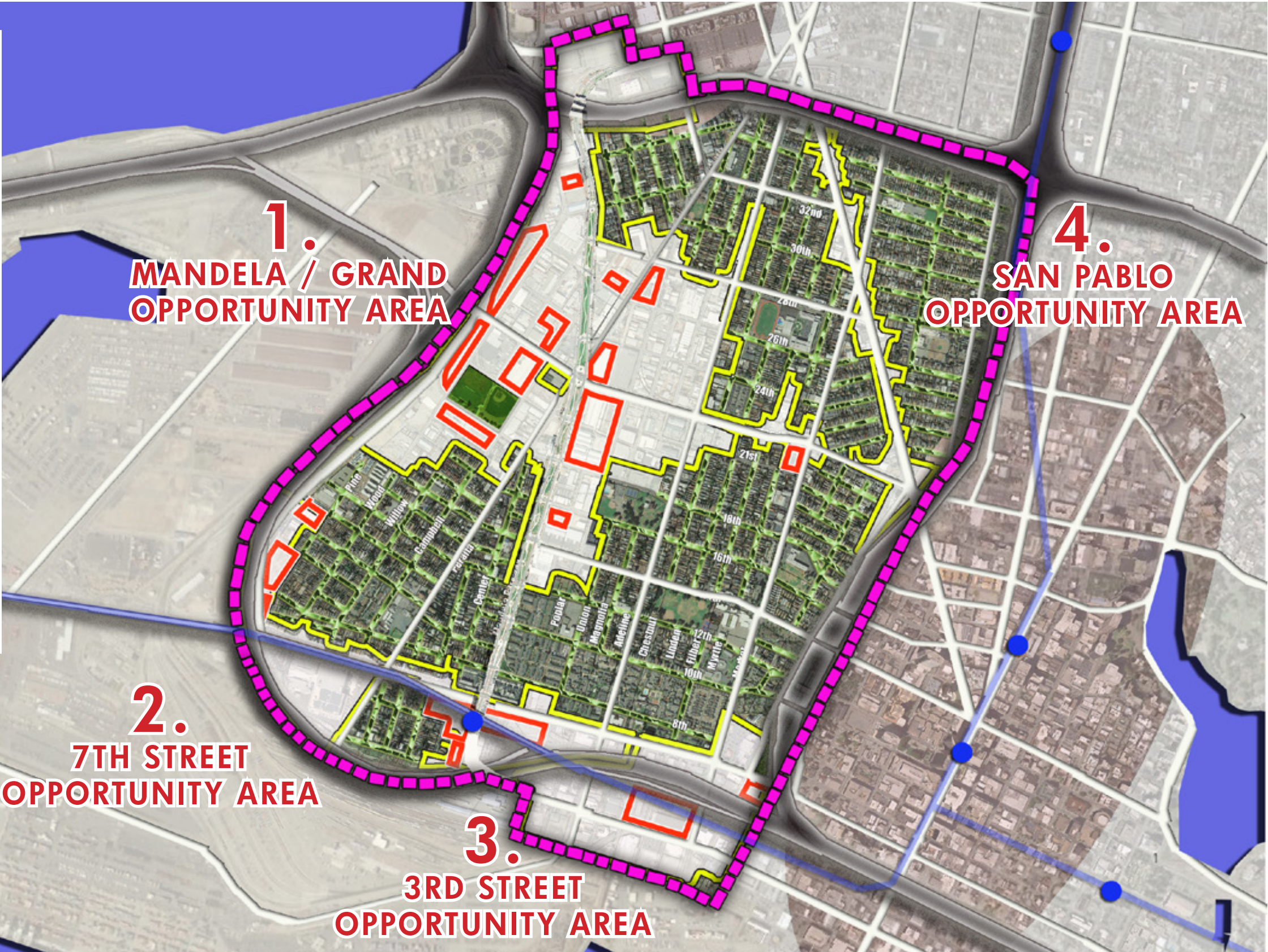
INITIAL DEFINITION OF PROJECT AREAS





**KEY:**

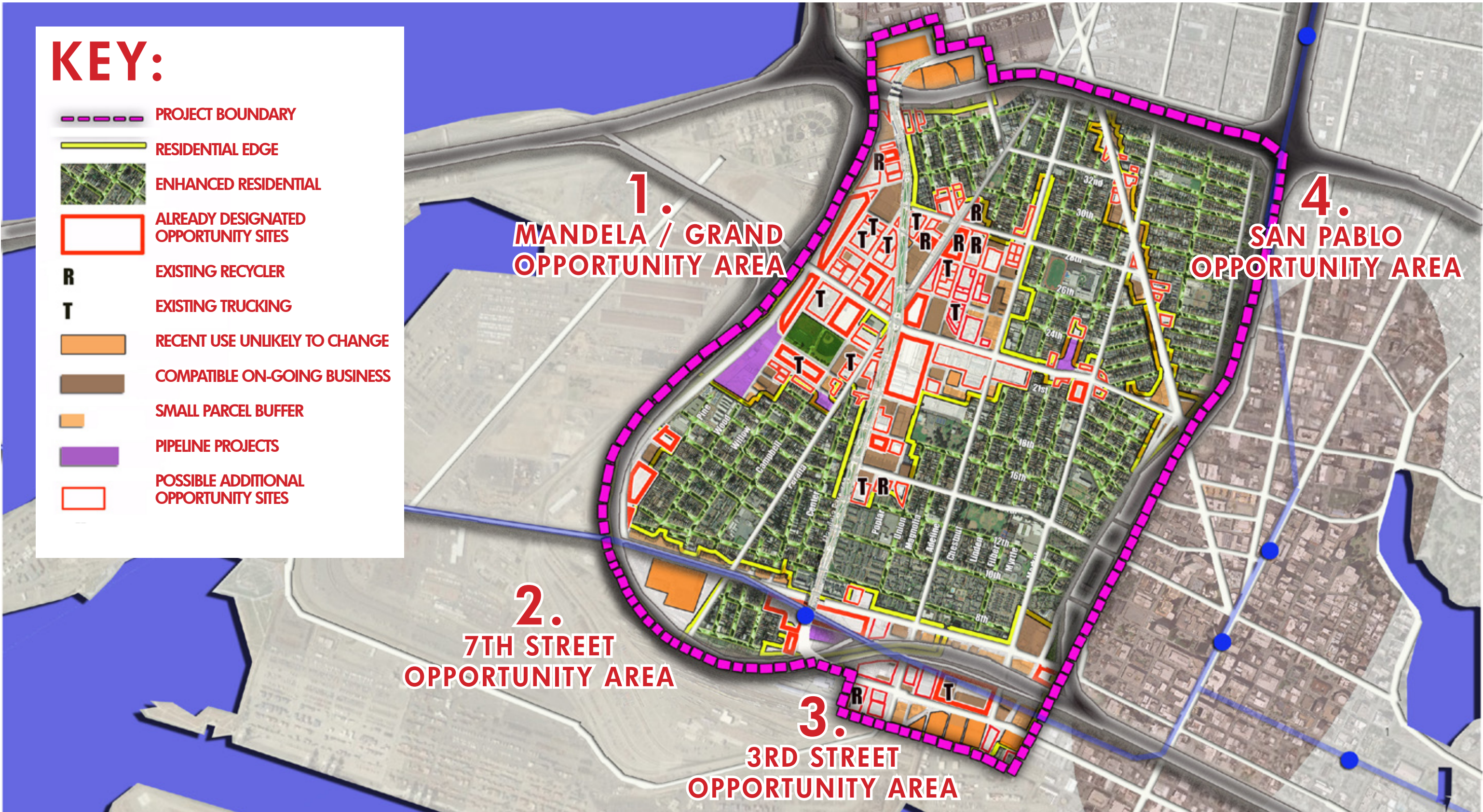
-  PROJECT BOUNDARY
-  RESIDENTIAL EDGE
-  ENHANCED RESIDENTIAL
-  ALREADY DESIGNATED OPPORTUNITY SITES





# POTENTIAL ADDITIONAL OPPORTUNITY SITES

PRELIMINARY





An aerial photograph of a coastal region, showing a large body of water, a city, and surrounding hills. A large white number '5' with a black outline is positioned on the left side of the image. A white circle with a black outline is located below the number '5'.

5

# BAY AREA/WEST COAST PLANNING REFERENCES

WHAT KIND OF USES SHOULD FILL THE  
OPPORTUNITY SITES?



Was Small Industrial-Oriented City Prior to 1980.





# EMERYVILLE BUILDING TYPES

PRELIMINARY

BAY AREA / WEST COAST PLANNING REFERENCES

CITY OF OAKLAND    JRDV Urban International    AUGUST 2011    89

Was Small Industrial-Oriented City Prior to 1980.





# EMERYVILLE BUILDING TYPES

BAY AREA / WEST COAST PLANNING REFERENCES

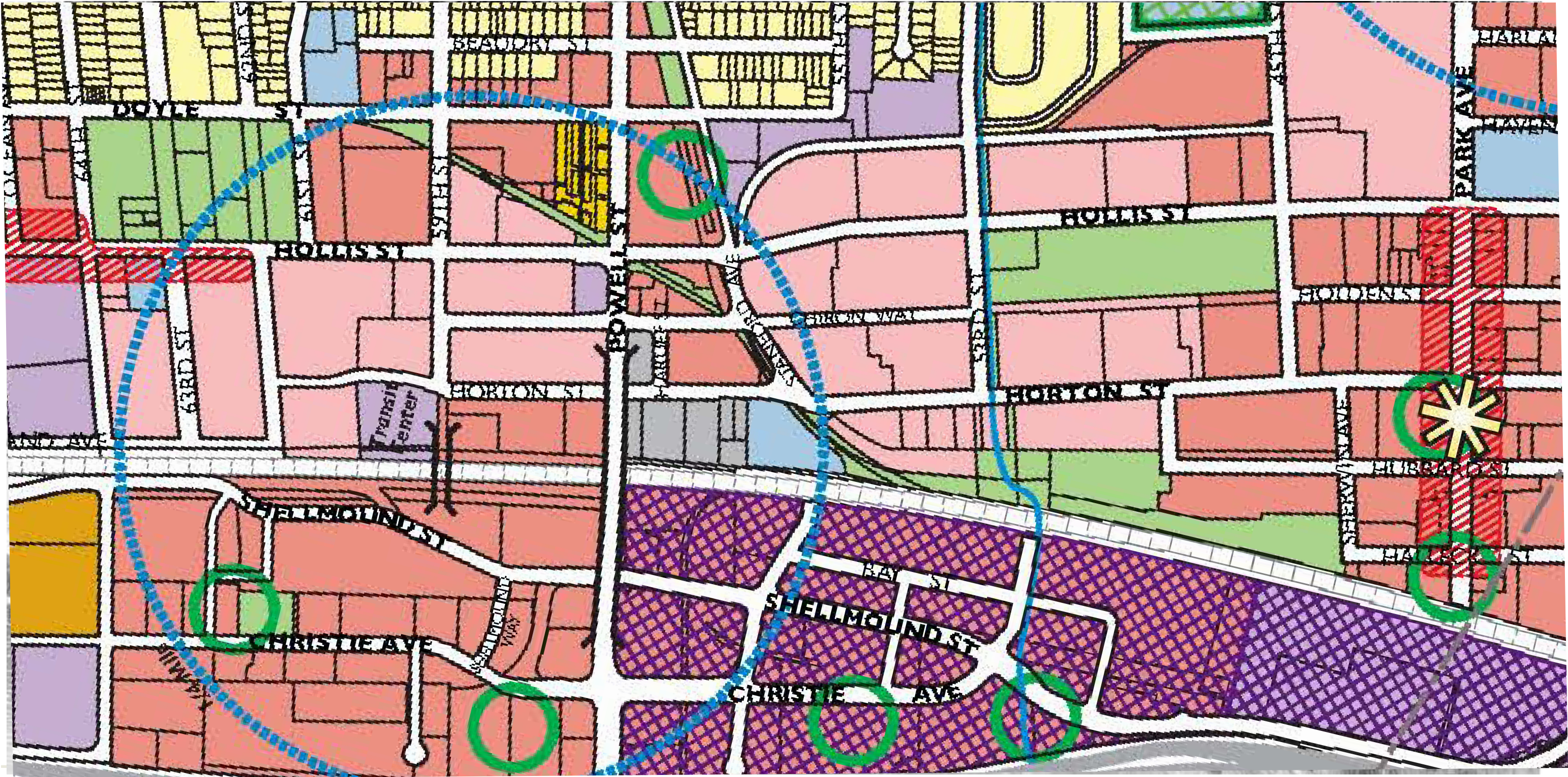
Was Small Industrial-Oriented City Prior to 1980.

PRELIMINARY

FIGURE 2-2  
Land Use Diagram

- High Density Residential
- Medium-High Density Residential
- Medium Density Residential
- Mixed Use with Residential
- Mixed Use with Non-Residential

- Public
- Marina
- Park/Open Space
- Public/Park
- Other Park Opportunity
- Regional Retail Overlay
- Neighborhood Retail Overlay
- Neighborhood Center
- Main Transit Hub





# EMERYVILLE BUILDING TYPES

**PRELIMINARY**

BAY AREA / WEST COAST PLANNING REFERENCES

CITY OF OAKLAND JRDV Urban International AUGUST 2011 91

Was Small Industrial-Oriented City Prior to 1980.





# EMERYVILLE BUILDING TYPES

PRELIMINARY

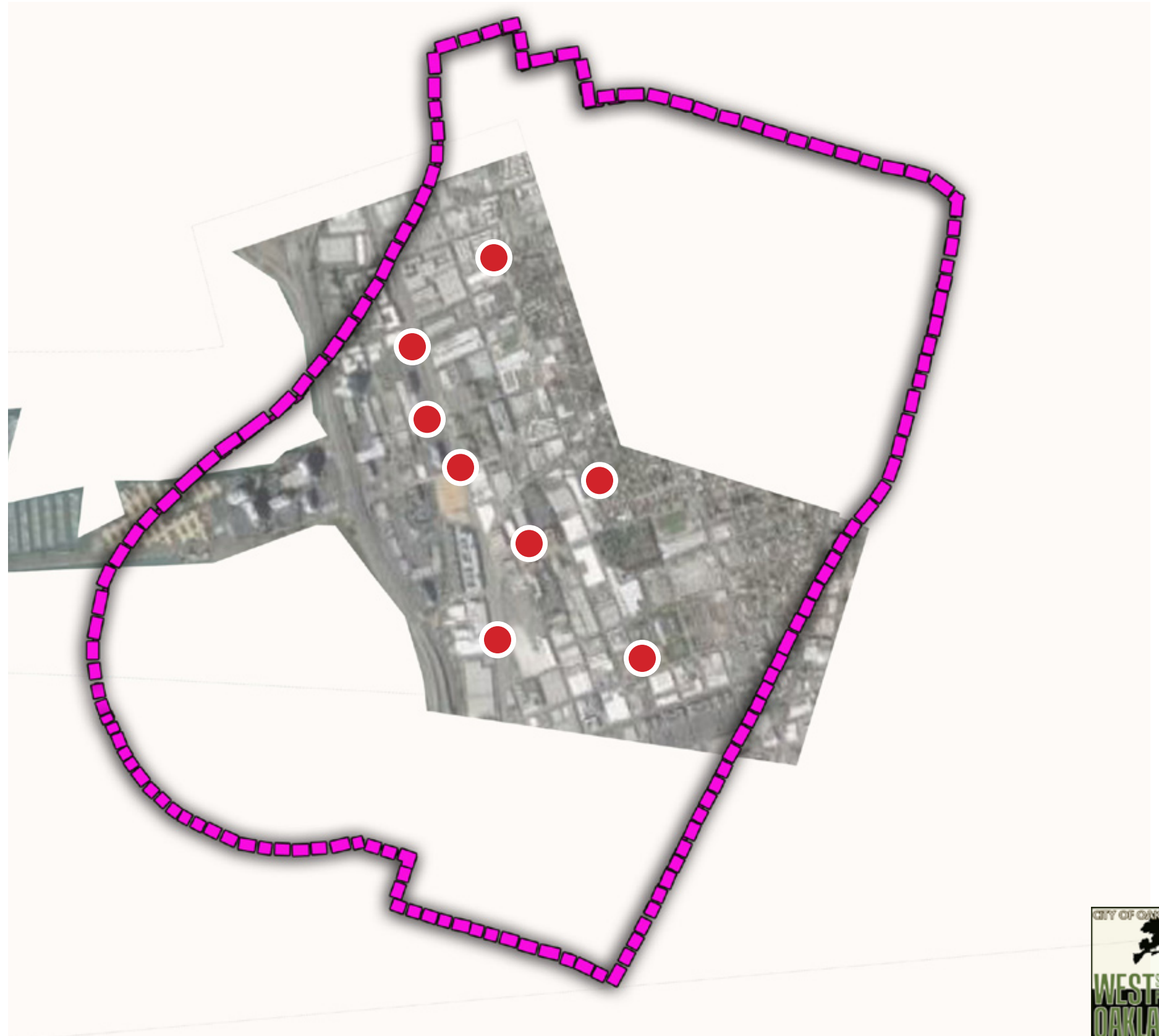
BAY AREA / WEST COAST PLANNING REFERENCES

CITY OF OAKLAND JRDV Urban International AUGUST 2011 92

Was Small Industrial-Oriented City Prior to 1980.

New uses include:

1. Enhanced Light Industrial





# EMERYVILLE BUILDING TYPES

PRELIMINARY

Was Small Industrial-Oriented City Prior to 1980.

New uses include:

- 1. Enhanced Light Industrial
- 2. Artist Studios





# EMERYVILLE BUILDING TYPES

PRELIMINARY

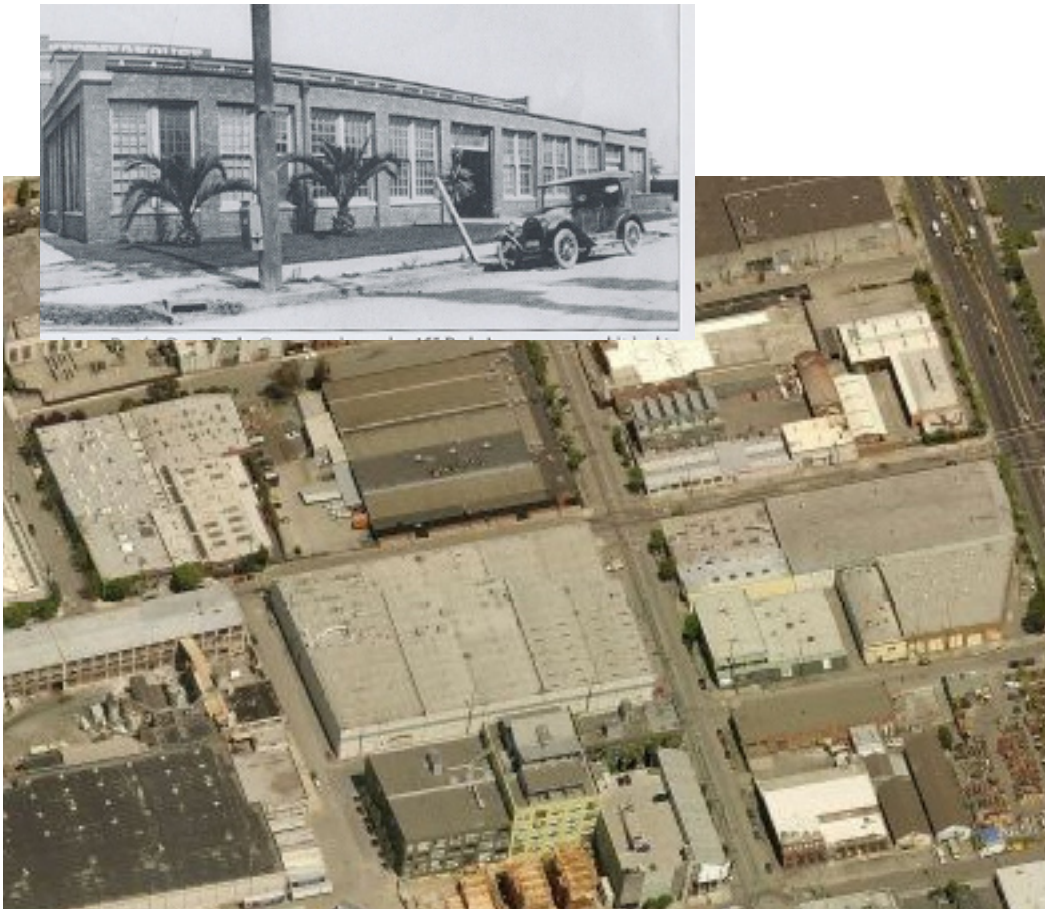
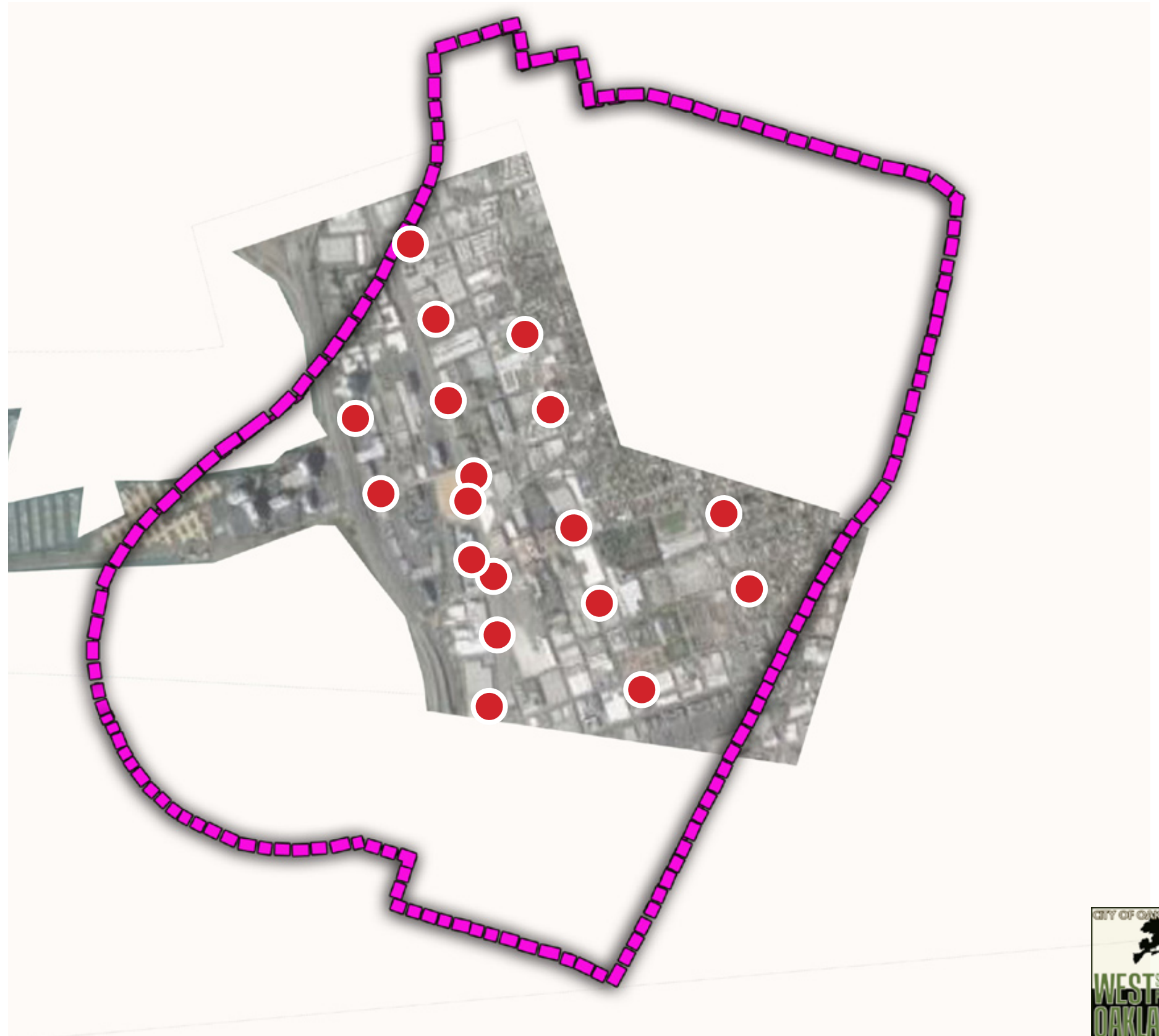
BAY AREA / WEST COAST PLANNING REFERENCES

CITY OF OAKLAND JRDV Urban International AUGUST 2011 94

Was Small Industrial-Oriented City Prior to 1980.

New uses include:

1. Enhanced Light Industrial
2. Artist Studios
3. Incubator R&D





# EMERYVILLE BUILDING TYPES

PRELIMINARY

BAY AREA / WEST COAST PLANNING REFERENCES

CITY OF OAKLAND JRDV Urban International AUGUST 2011 95

Was Small Industrial-Oriented City Prior to 1980.

New uses include:

1. Enhanced Light Industrial
2. Artist Studios
3. Incubator R&D
4. Smaller Offices in Renovated Buildings





# EMERYVILLE BUILDING TYPES

PRELIMINARY

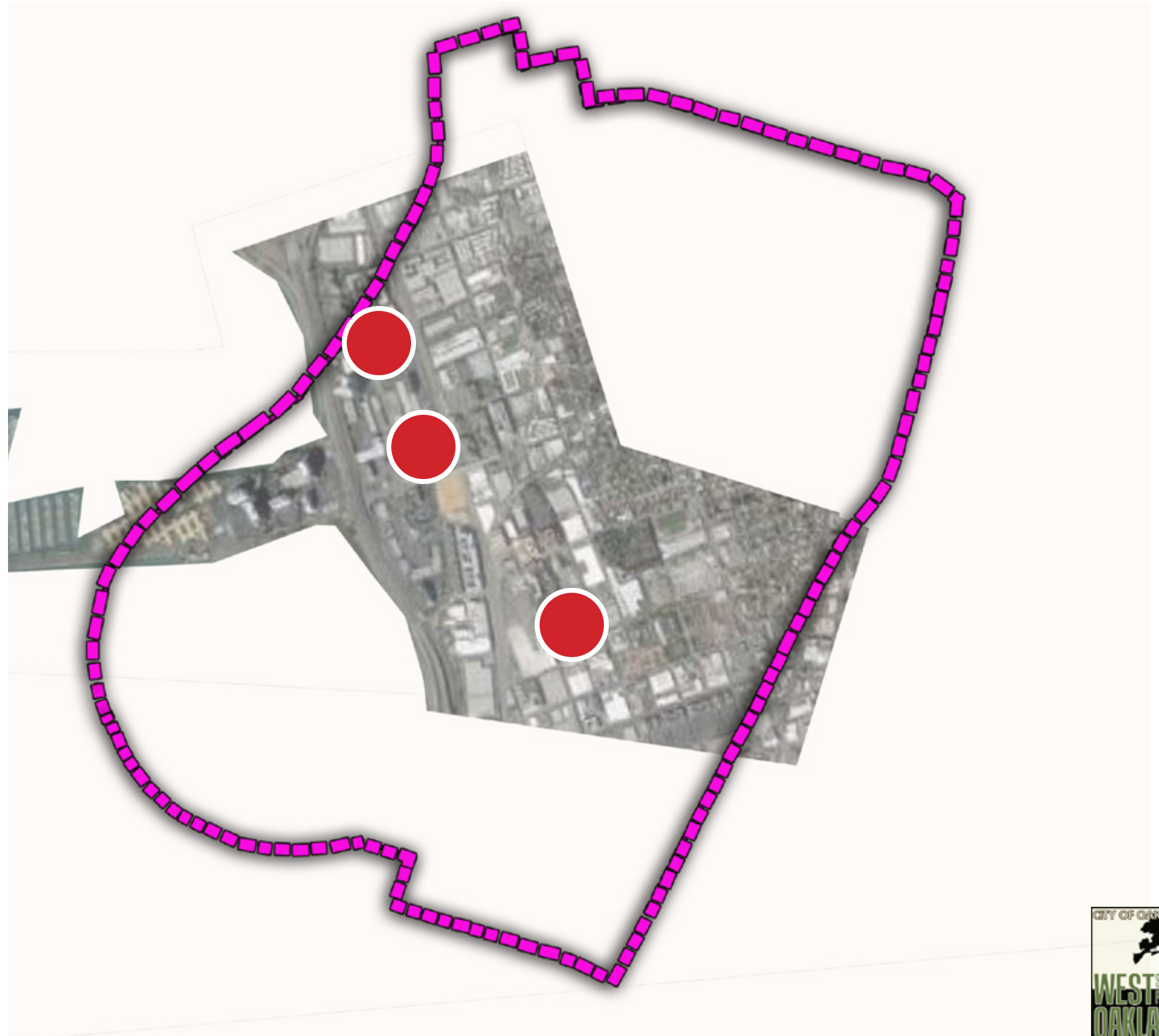
BAY AREA / WEST COAST PLANNING REFERENCES

CITY OF OAKLAND JRDV Urban International AUGUST 2011 96

Was Small Industrial-Oriented City Prior to 1980.

New uses include:

1. Enhanced Light Industrial
2. Artist Studios
3. Incubator R&D
4. Smaller Offices in Renovated Buildings
5. Larger Offices in Renovated Buildings





# EMERYVILLE BUILDING TYPES

PRELIMINARY

BAY AREA / WEST COAST PLANNING REFERENCES

CITY OF OAKLAND JRDV Urban International AUGUST 2011 97

Was Small Industrial-Oriented City Prior to 1980.

New uses include:

1. Enhanced Light Industrial
2. Artist Studios
3. Incubator R&D
4. Smaller Offices in Renovated Buildings
5. Larger Offices in Renovated Buildings
6. Larger Offices in New Buildings





# EMERYVILLE BUILDING TYPES

**PRELIMINARY**

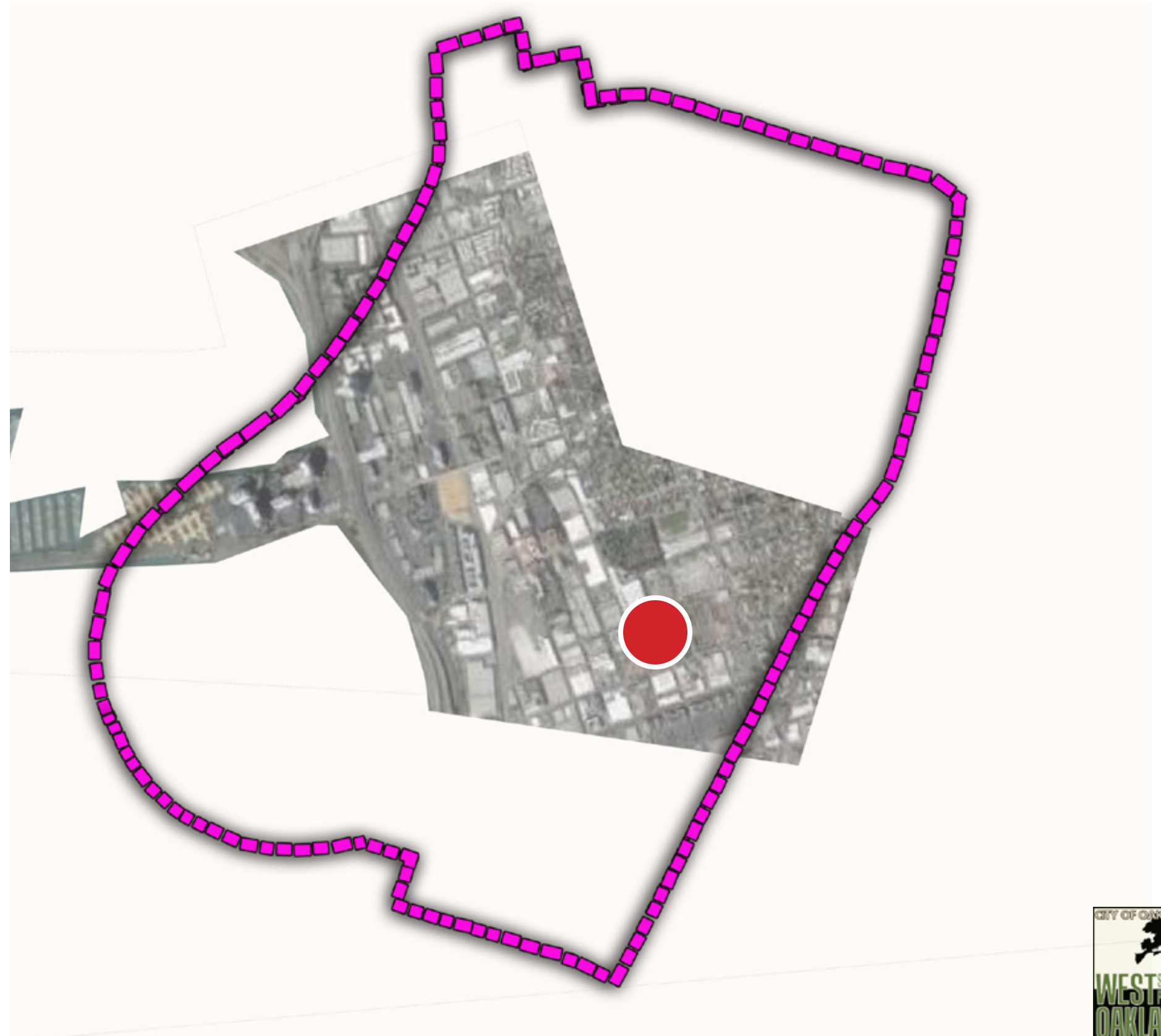
BAY AREA / WEST COAST PLANNING REFERENCES

CITY OF OAKLAND JRDV Urban International AUGUST 2011 98

Was Small Industrial-Oriented City Prior to 1980.

New uses include:

1. Enhanced Light Industrial
2. Artist Studios
3. Incubator R&D
4. Smaller Offices in Renovated Buildings
5. Larger Offices in Renovated Buildings
6. Larger Offices in New Buildings
7. Large Campus R&D





# EMERYVILLE BUILDING TYPES

PRELIMINARY

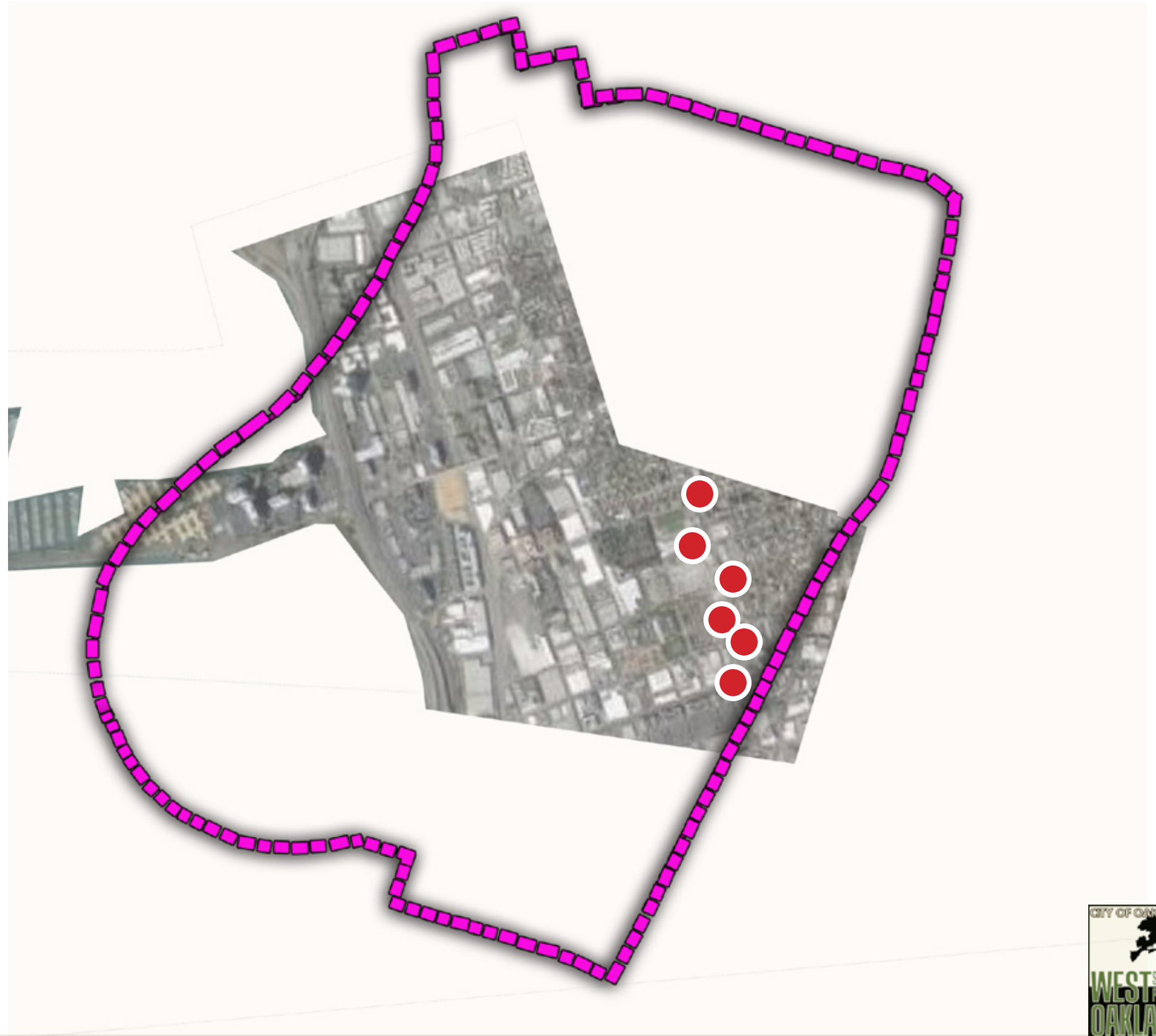
BAY AREA / WEST COAST PLANNING REFERENCES

CITY OF OAKLAND JRDV Urban International AUGUST 2011 99

Was Small Industrial-Oriented City Prior to 1980.

New uses include:

1. Enhanced Light Industrial
2. Artist Studios
3. Incubator R&D
4. Smaller Offices in Renovated Buildings
5. Larger Offices in Renovated Buildings
6. Larger Offices in New Buildings
7. Large Campus R&D
8. Revitalized Neighborhood Retail





# EMERYVILLE BUILDING TYPES

PRELIMINARY

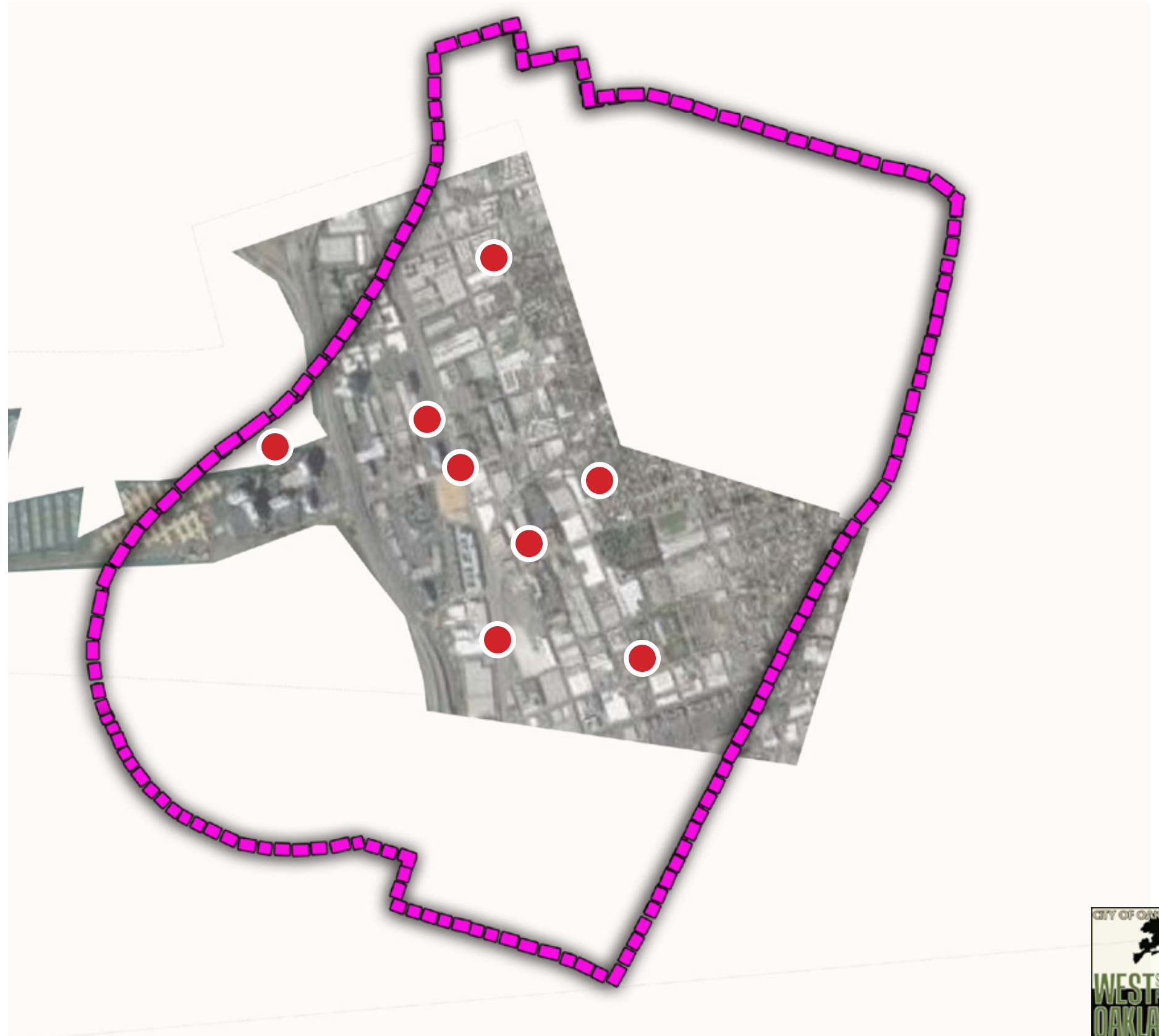
BAY AREA / WEST COAST PLANNING REFERENCES

CITY OF OAKLAND JRDV Urban International AUGUST 2011 100

Was Small Industrial-Oriented City Prior to 1980.

New uses include:

1. Enhanced Light Industrial
2. Artist Studios
3. Incubator R&D
4. Smaller Offices in Renovated Buildings
5. Larger Offices in Renovated Buildings
6. Larger Offices in New Buildings
7. Large Campus R&D
8. Revitalized Neighborhood Retail
9. Local Retail Serving New Uses





# EMERYVILLE BUILDING TYPES

PRELIMINARY

BAY AREA / WEST COAST PLANNING REFERENCES

CITY OF OAKLAND JRDV Urban International AUGUST 2011 101

Was Small Industrial-Oriented City Prior to 1980.

New uses include:

1. Enhanced Light Industrial
2. Artist Studios
3. Incubator R&D
4. Smaller Offices in Renovated Buildings
5. Larger Offices in Renovated Buildings
6. Larger Offices in New Buildings
7. Large Campus R&D
8. Revitalized Neighborhood Retail
9. Local Retail Serving New Uses
10. Multifamily Housing





# EMERYVILLE BUILDING TYPES

PRELIMINARY

BAY AREA / WEST COAST PLANNING REFERENCES

CITY OF OAKLAND JRDV Urban International AUGUST 2011 102

Was Small Industrial-Oriented City Prior to 1980.

New uses include:

1. Enhanced Light Industrial
2. Artist Studios
3. Incubator R&D
4. Smaller Offices in Renovated Buildings
5. Larger Offices in Renovated Buildings
6. Larger Offices in New Buildings
7. Large Campus R&D
8. Revitalized Neighborhood Retail
9. Local Retail Serving New Uses
10. Multifamily Housing
11. Destination Retail





# MISSION BAY SAN FRANCISCO BUILDING TYPES

**PRELIMINARY**

BAY AREA / WEST COAST PLANNING REFERENCES

CITY OF OAKLAND JRDV Urban International AUGUST 2011 103

Was Former Railyards Prior to 1980.





# MISSION BAY SAN FRANCISCO BUILDING TYPES

**PRELIMINARY**

BAY AREA / WEST COAST PLANNING REFERENCES

CITY OF OAKLAND JRDV Urban International AUGUST 2011 104

Was Former Railyards Prior to 1980.





# MISSION BAY SAN FRANCISCO BUILDING TYPES

PRELIMINARY

BAY AREA / WEST COAST PLANNING REFERENCES

Was Former Railyards Prior to 1980.

New uses include:

- 1. UCSF Hospital





# MISSION BAY SAN FRANCISCO BUILDING TYPES

PRELIMINARY

BAY AREA / WEST COAST PLANNING REFERENCES

CITY OF OAKLAND    JRDV Urban International    AUGUST 2011    106

Was Former Railyards Prior to 1980.

New uses include:

- 1. UCSF Hospital
- 2. Large Campus R&D





Was Former Railyards Prior to 1980.

New uses include:

- 1. UCSF Hospital
- 2. Large Campus R&D
- 3. Smaller Offices in Renovated Buildings





# MISSION BAY SAN FRANCISCO BUILDING TYPES

PRELIMINARY

BAY AREA / WEST COAST PLANNING REFERENCES

Was Former Railyards Prior to 1980.

New uses include:

- 1. UCSF Hospital
- 2. Large Campus R&D
- 3. Smaller Offices in Renovated Buildings
- 4. Professional Offices in New Buildings





# MISSION BAY SAN FRANCISCO BUILDING TYPES

PRELIMINARY

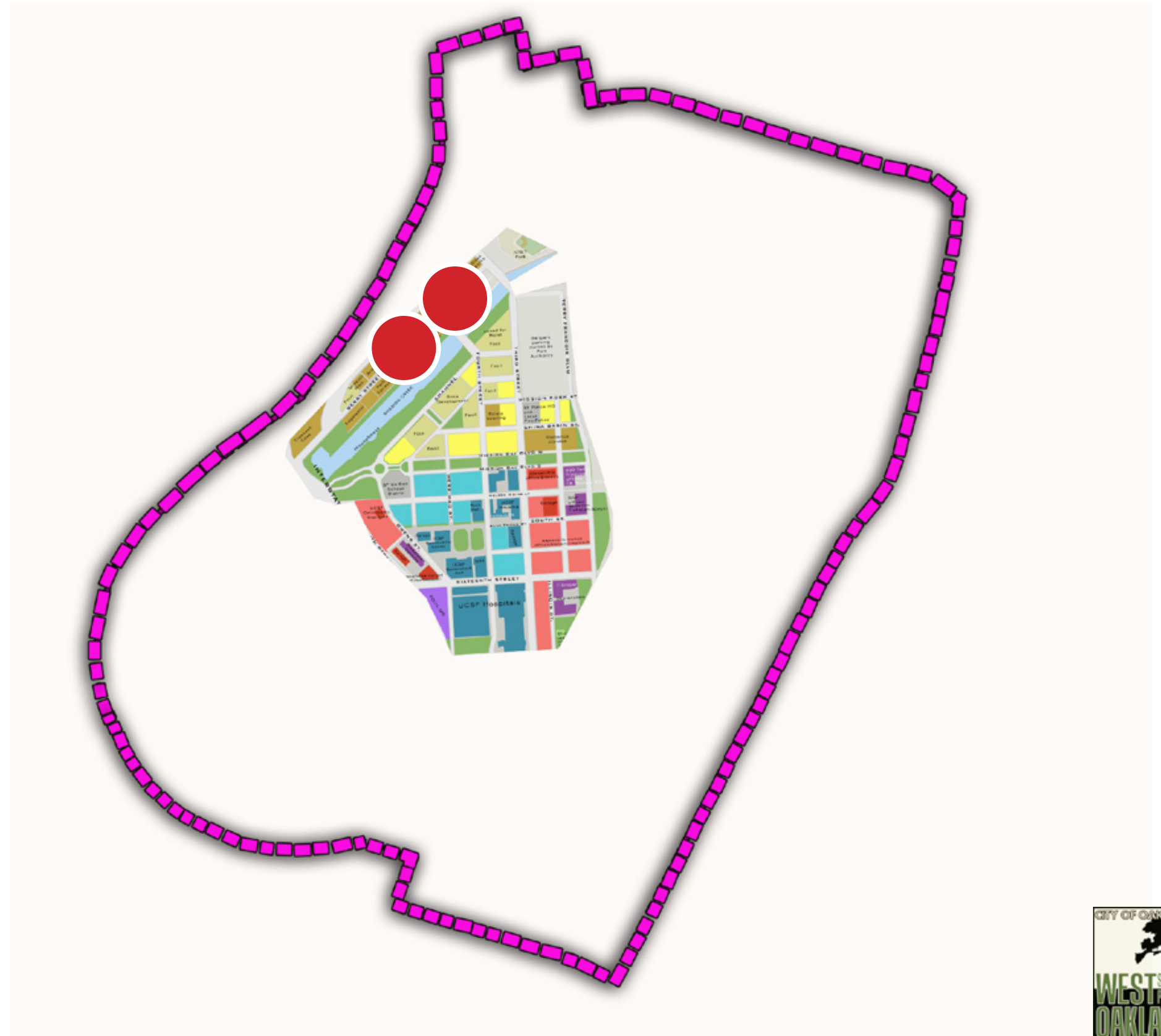
BAY AREA / WEST COAST PLANNING REFERENCES

CITY OF OAKLAND JRDV Urban International AUGUST 2011 109

Was Former Railyards Prior to 1980.

New uses include:

1. UCSF Hospital
2. Large Campus R&D
3. Smaller Offices in Renovated Buildings
4. Professional Offices in New Buildings
5. Local Serving Retail





# MISSION BAY SAN FRANCISCO BUILDING TYPES

PRELIMINARY

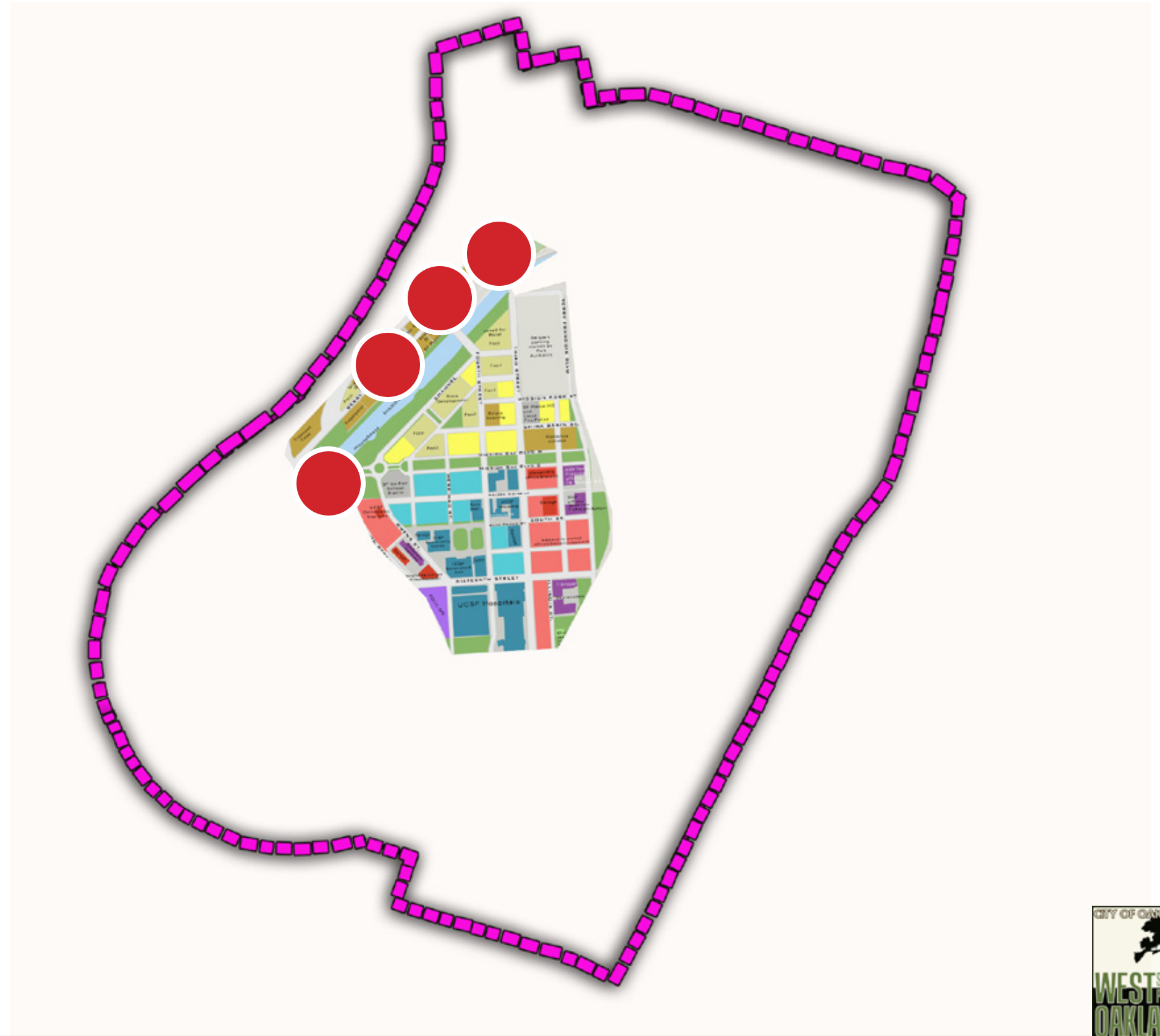
BAY AREA / WEST COAST PLANNING REFERENCES

CITY OF OAKLAND JRDV Urban International AUGUST 2011 110

Was Former Railyards Prior to 1980.

New uses include:

1. UCSF Hospital
2. Large Campus R&D
3. Smaller Offices in Renovated Buildings
4. Professional Offices in New Buildings
5. Local Serving Retail
6. Multi-Family Housing





Was Landfill Prior to 1980.





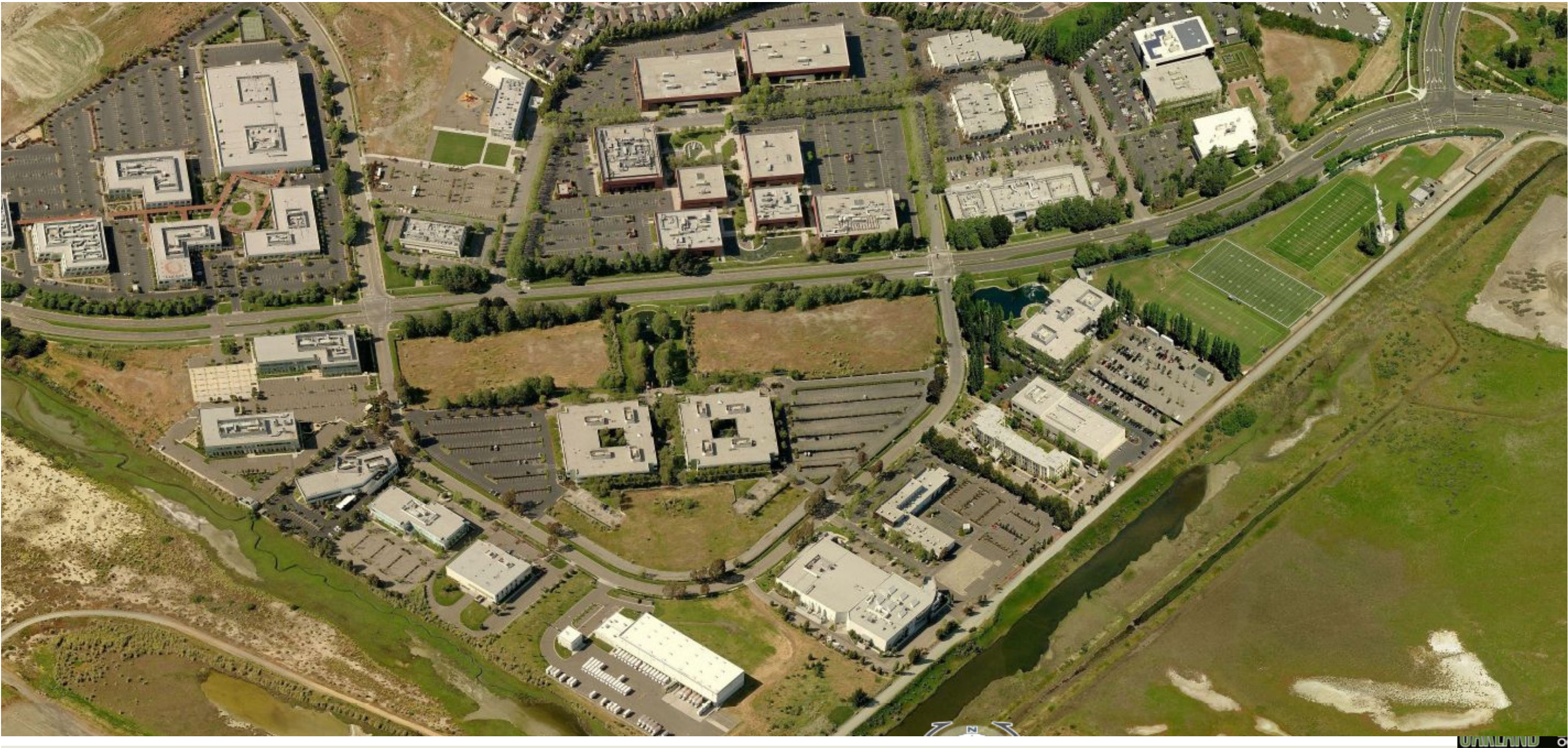
# HARBOR BAY ISLE ALAMEDA BUILDING TYPES

PRELIMINARY

BAY AREA / WEST COAST PLANNING REFERENCES

CITY OF OAKLAND    JRDV Urban International    AUGUST 2011    112

Was Landfill Prior to 1980.





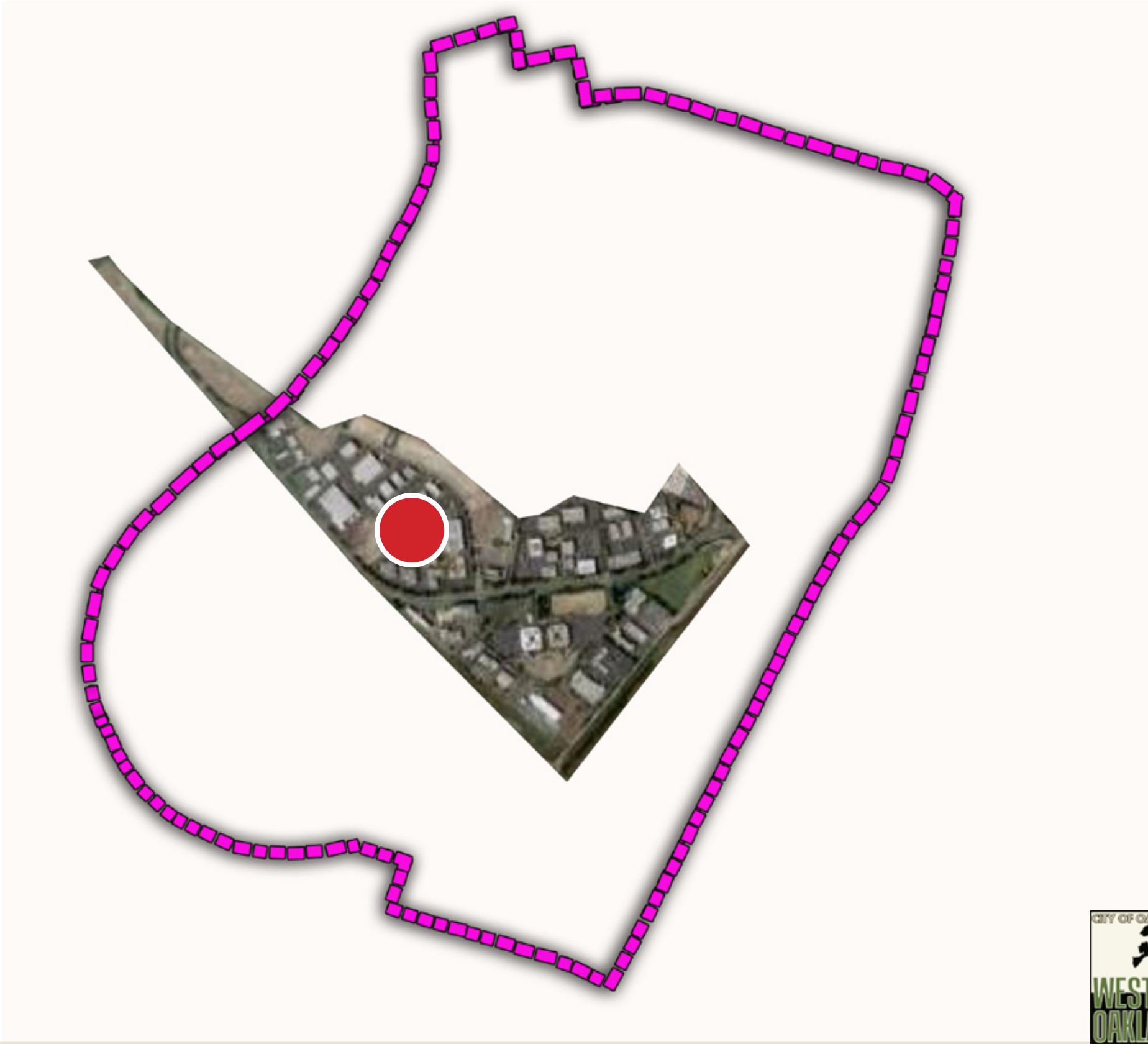
# HARBOR BAY ISLE ALAMEDA BUILDING TYPES

PRELIMINARY

Was Landfill Prior to 1980.

New uses include:

- 1. Enhanced Light Industrial





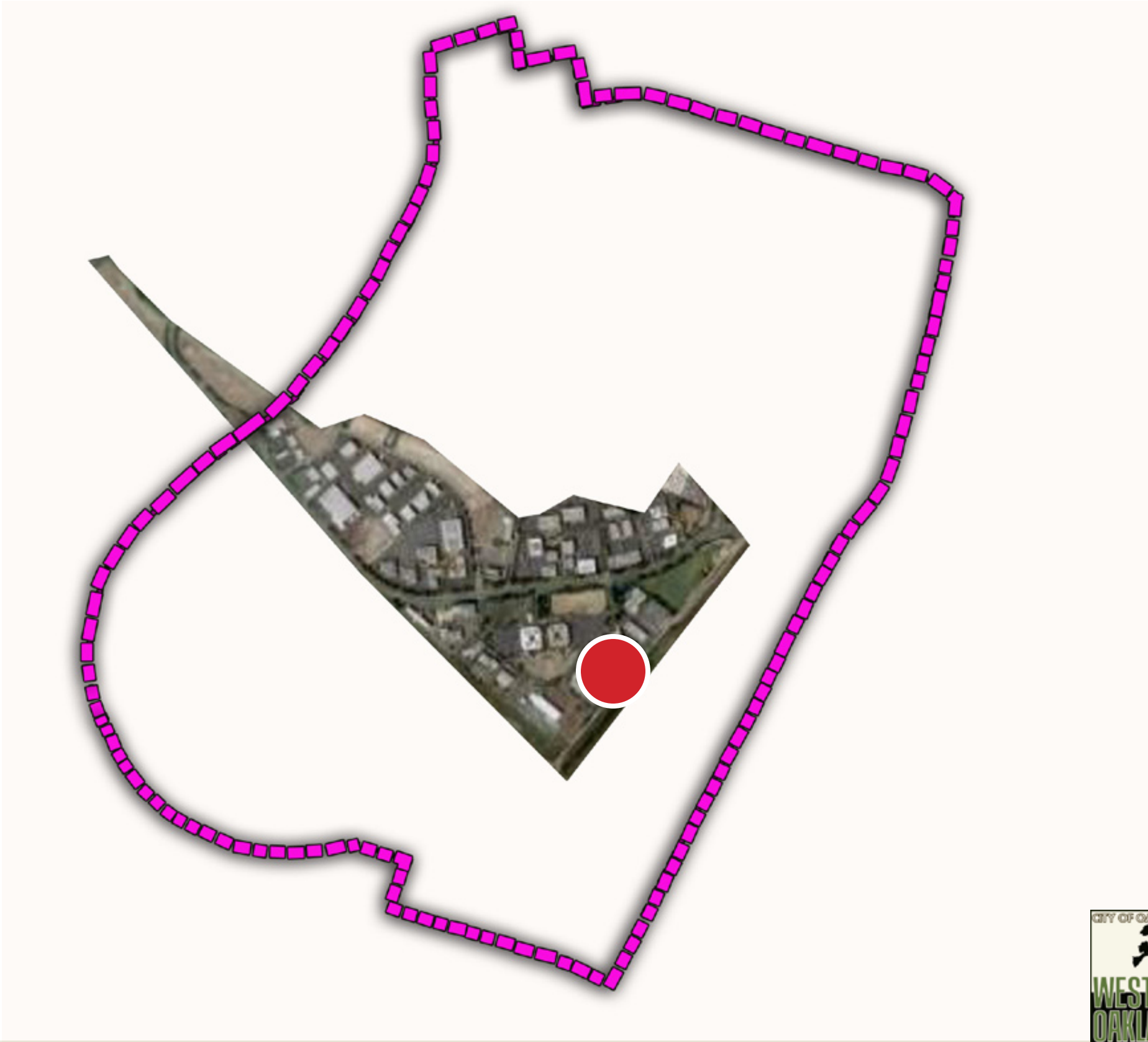
# HARBOR BAY ISLE ALAMEDA BUILDING TYPES

PRELIMINARY

Was Landfill Prior to 1980.

New uses include:

- 1. Enhanced Light Industrial
- 2. Large Campus R&D

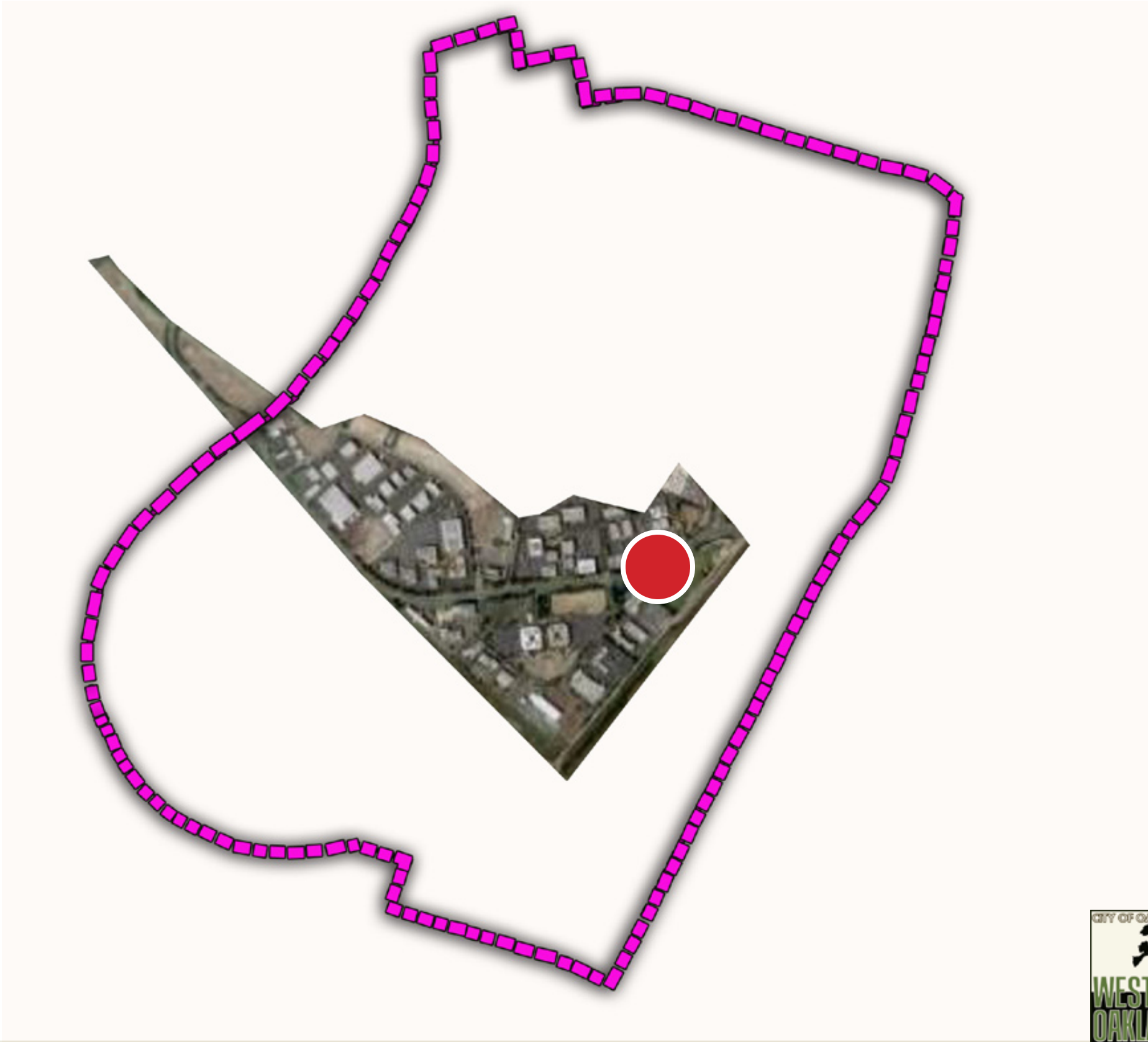
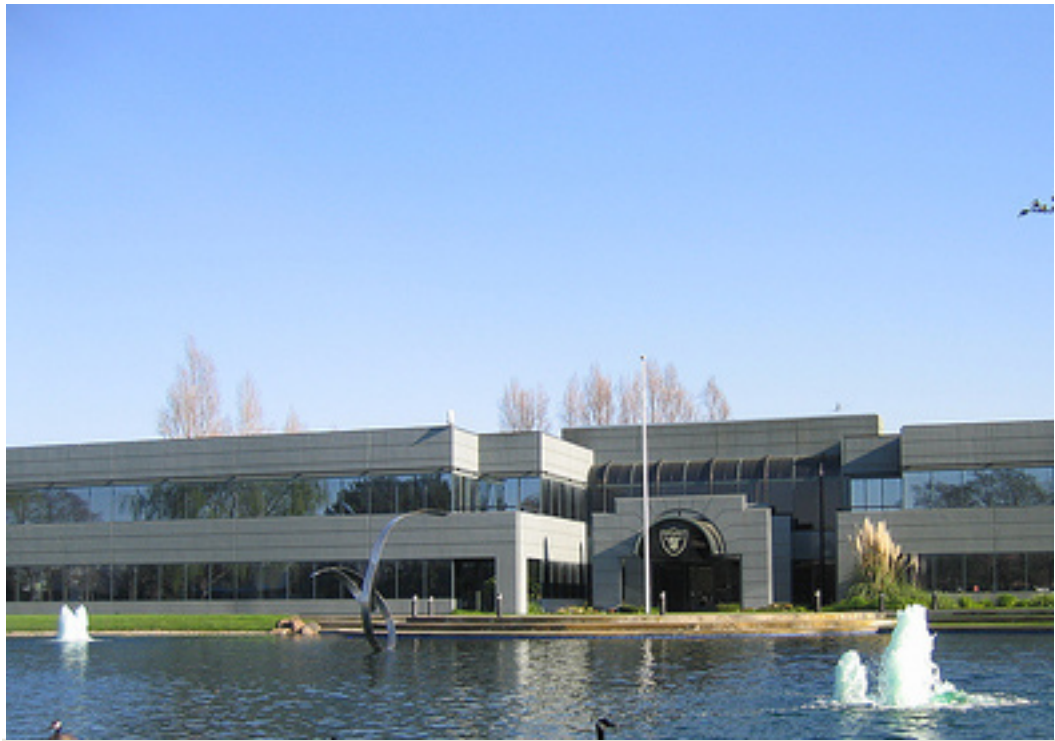




Was Landfill Prior to 1980.

New uses include:

- 1. Enhanced Light Industrial
- 2. Large Campus R&D
- 3. Professional Offices





Industrial Area Prior to 1900





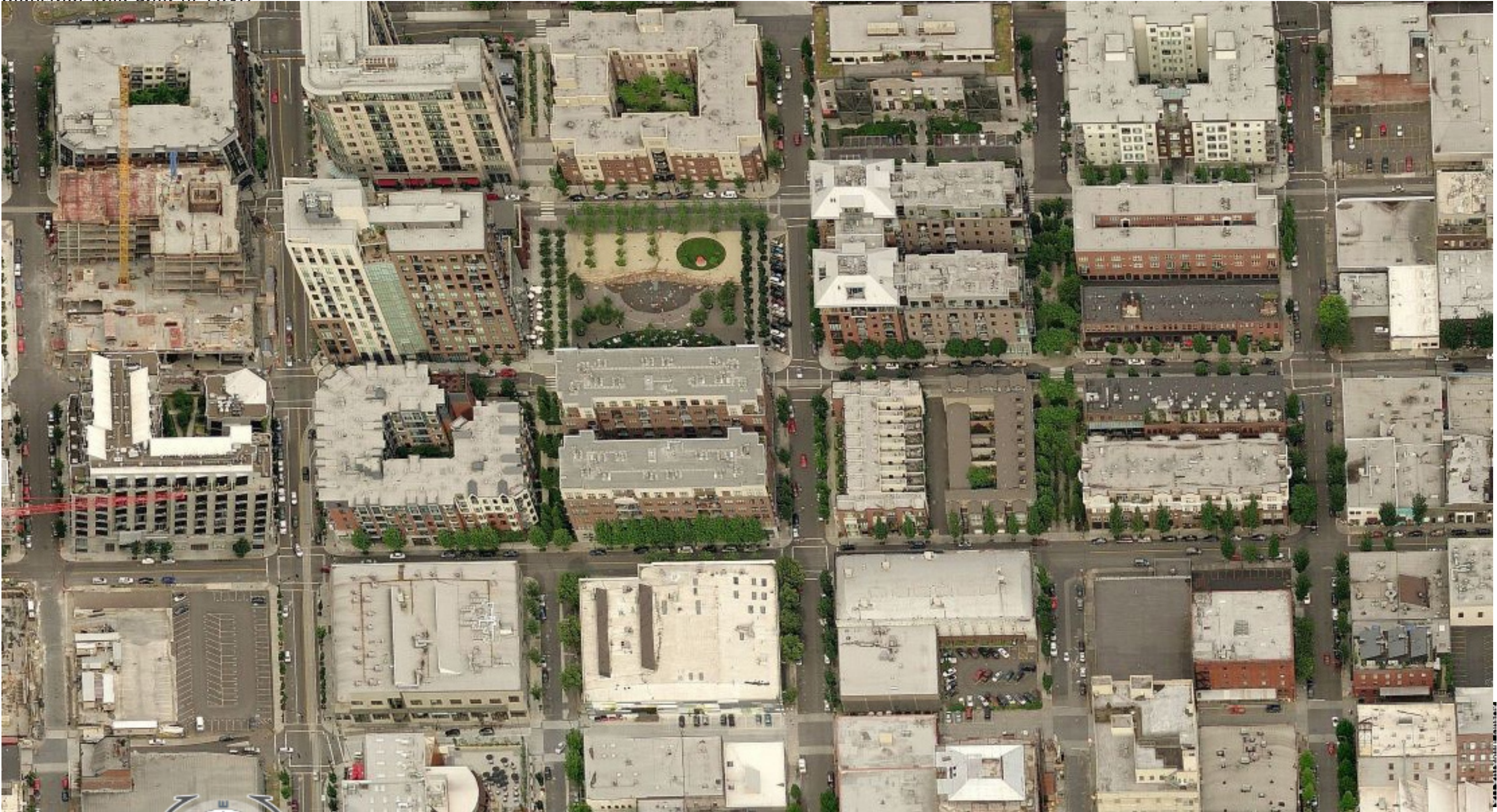
# PEARL DISTRICT PORTLAND BUILDING TYPES

PRELIMINARY

BAY AREA / WEST COAST PLANNING REFERENCES

CITY OF OAKLAND    JRDV Urban International    AUGUST 2011    117

Industrial Area Prior to 1990





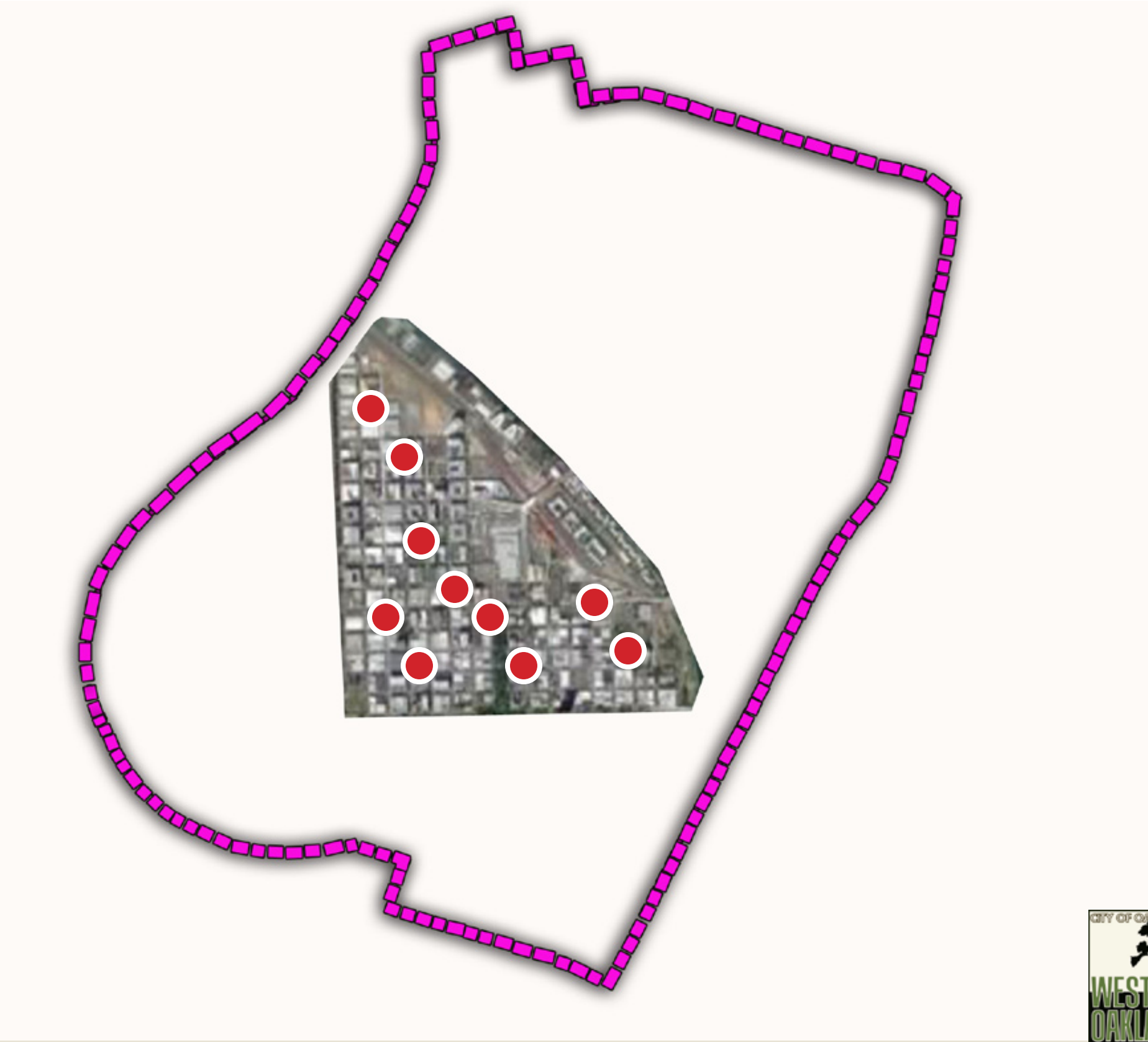
# PEARL DISTRICT PORTLAND BUILDING TYPES

PRELIMINARY

Industrial Area Prior to 1980.

New Uses Include:

- 1. Artist Studios

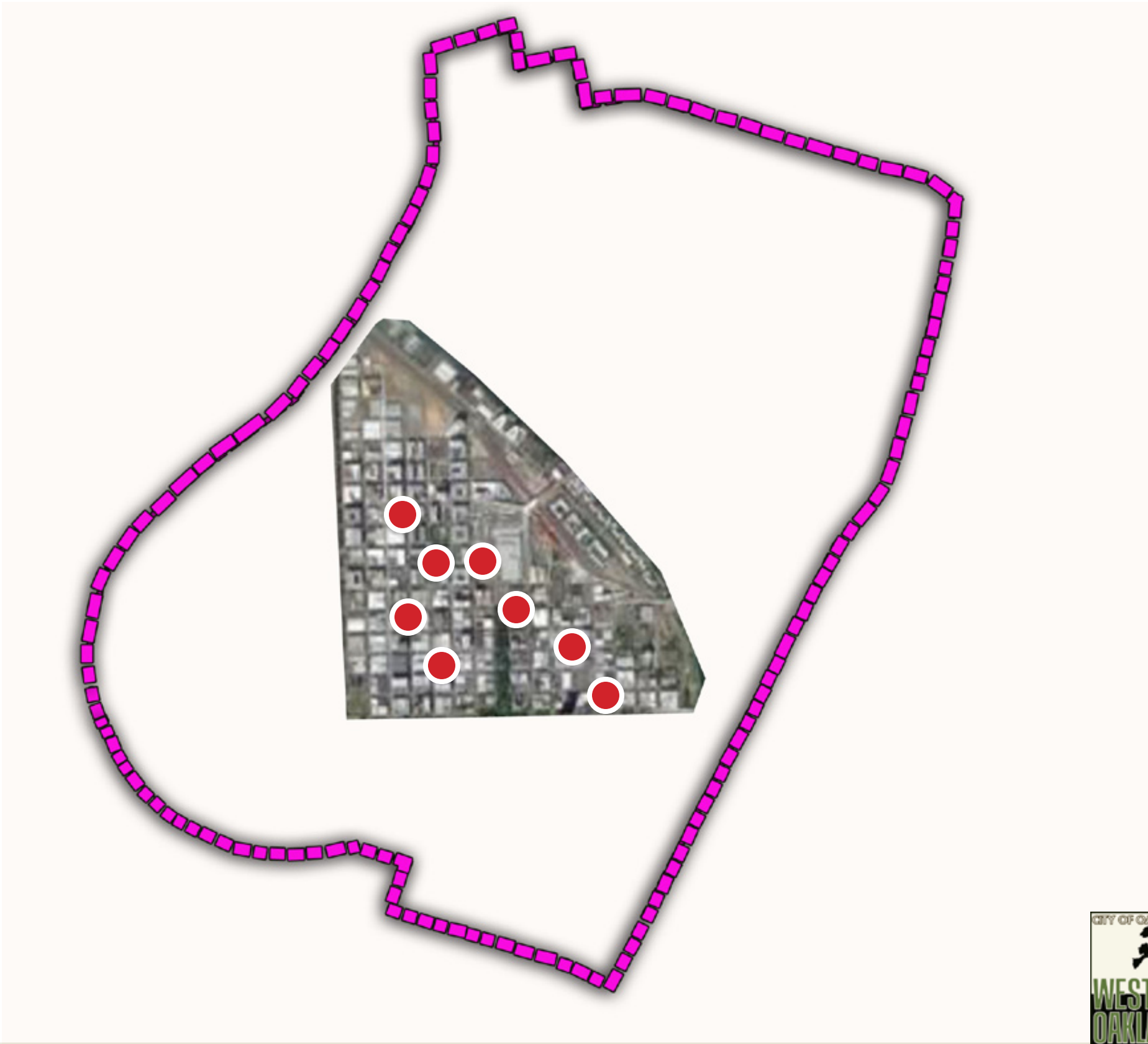




Industrial Area Prior to 1980.

New Uses Include:

- 1. Artist Studios
- 2. Small Offices

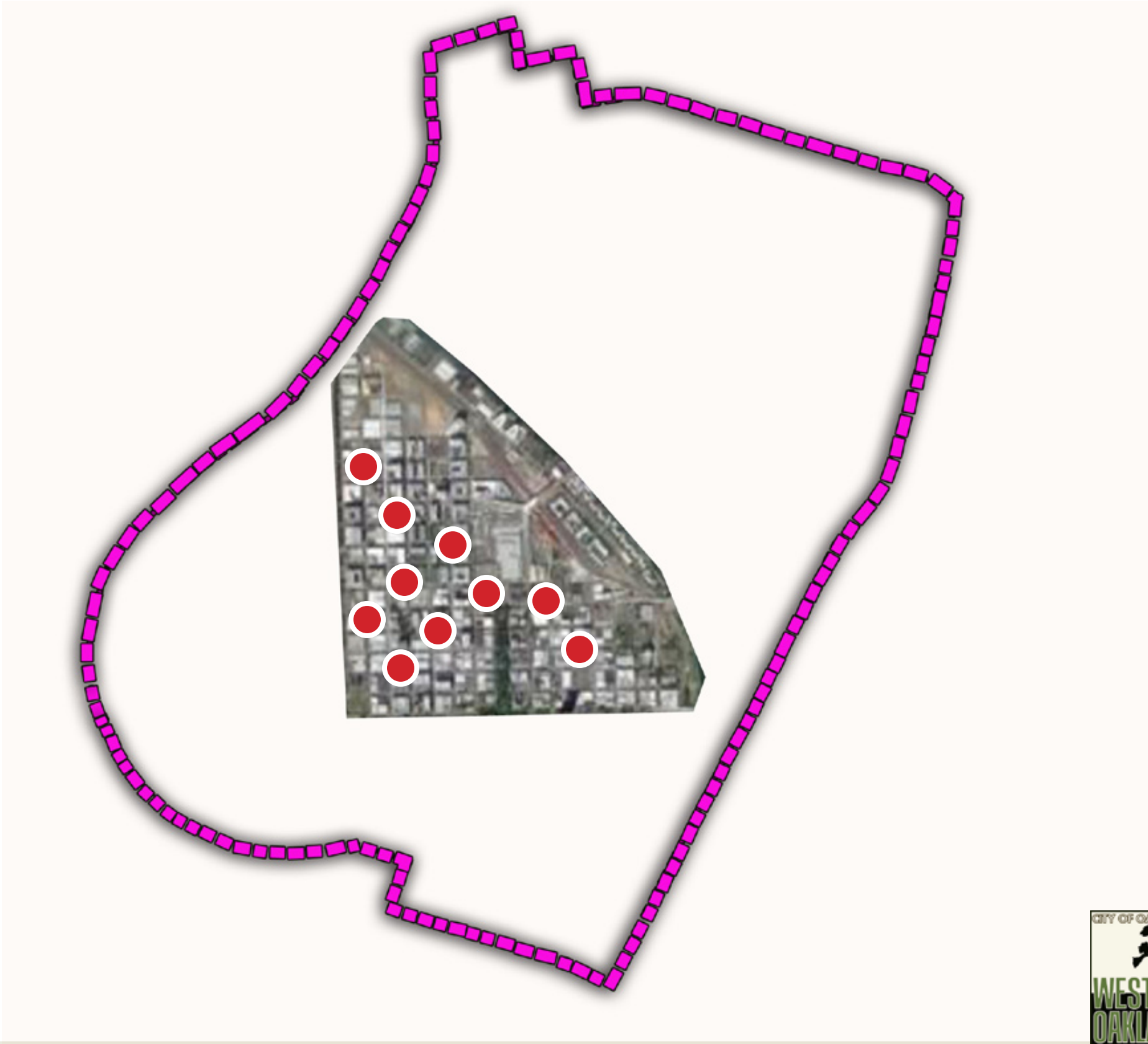




Industrial Area Prior to 1980.

New Uses Include:

- 1. Artist Studios
- 2. Small Offices
- 3. Incubator R&D





Industrial Area Prior to 1980.

New Uses Include:

- 1. Artist Studios
- 2. Small Offices
- 3. Incubator R&D
- 4. Multi-Family Housing





The background image shows a desolate landscape under a clear blue sky. In the foreground, there is a sandy area with sparse, dry vegetation. A concrete bridge or overpass structure spans the middle ground. Below the bridge, a small, light-colored house with a dark roof is visible. A tall, thin utility pole stands near the house. The overall scene conveys a sense of abandonment and transition.

# 6.

**NEXT STEPS**  
**WHERE DO WE GO FROM HERE?**



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CITY OF OAKLAND



**WEST** Specific  
Plan  
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OPPORTUNITY AREAS