

City of  
Oakland



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

OPPORTUNITY AREAS

## Business & Light Industrial Uses (HEG)



MARKET ASSESSMENT OF  
POTENTIALS FOR BUSINESS MIX/LIGHT INDUSTRIAL USES  
WEST OAKLAND SPECIFIC PLAN

*Prepared for*  
**CITY OF OAKLAND, CEDA**

*Under Subcontract to*  
**JRDV ARCHITECTS**

*Prepared by*  
**HAUSRATH ECONOMICS GROUP**  
URBAN ECONOMISTS

*December 2011*

1212 BROADWAY, SUITE 1500, OAKLAND, CA 94612-1817  
T: 510.839.8383 F: 510.839.8415

## Housing, Retail and Arts (CCG)

**West Oakland Specific Plan  
Market Opportunity:  
Housing, Retail and Arts**

*Prepared for*

**The City of Oakland**

*Under subcontract to*

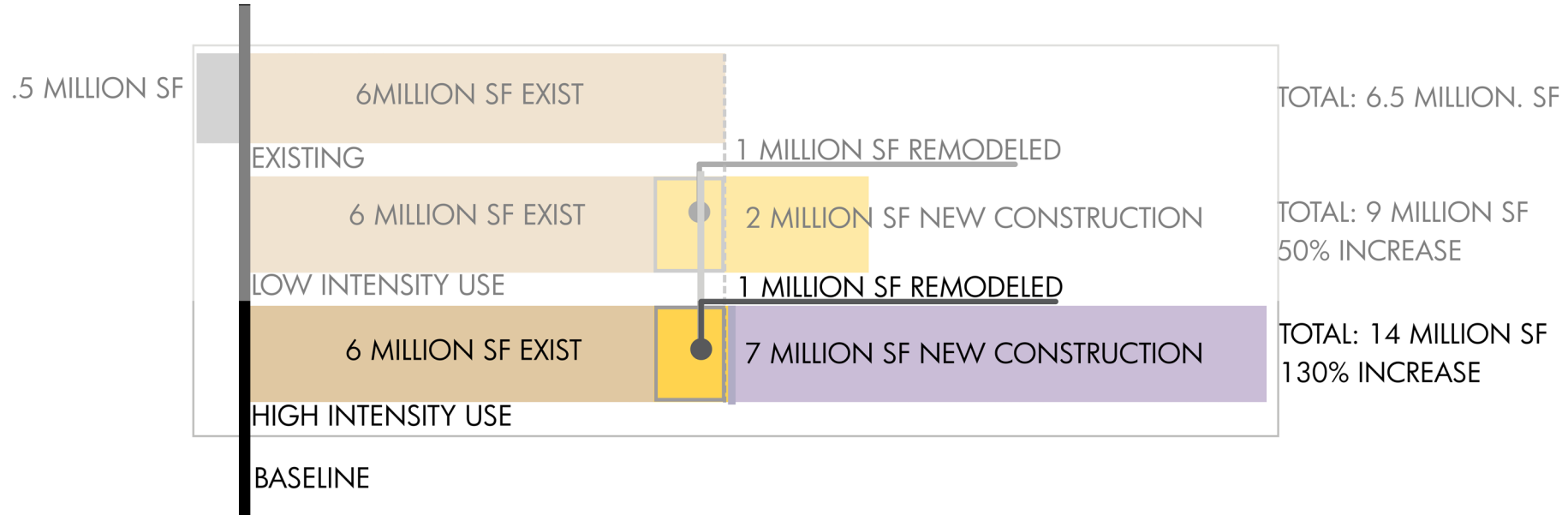
**JRDV Architects**

DECEMBER 2011

  
**Conley Consulting Group**

## MAXIMUM CAPACITY ANALYSIS: SUMMARY FOR PLAN AREA

### EMPLOYMENT:



### RESIDENTIAL:

HOUSING: UP TO 6,000 NEW UNITS

### RETAIL:

UP TO 400,000 SF NEW DESTINATION RETAIL

UP TO 200,000 SF NEW NEIGHBORHOOD SERVING RETAIL (including grocery stores)

# **BUILDING PRODUCT TYPES**

**FIGURE 6**  
**BUILDING PRODUCT TYPES SUPPORTED BY MARKET SECTORS**

Industry Market Sectors	Building Product Types					
	Industrial/ Manufacturing Space	Light Industrial/ Flex Space	Incubators/ Shared Facilities	R&D/ Flex Space	Individual Buildings/ Campus	R&D/ Life Sciences, Mid-Rise
Life Sciences/ Biotechnology			X	X	X	X
Clean Economy & Clean Technology	X	X	X	X	X	X
Small, Urban Manufacturing	X	X	X		X	
Construction and Related	X	X				
Digital Media/ Information Technology		X	X	X	X	



LINDEN STREET BREWERY  
WEST OAKLAND, CA



SEMI FREDDI'S BAKERY  
ALAMEDA, CA



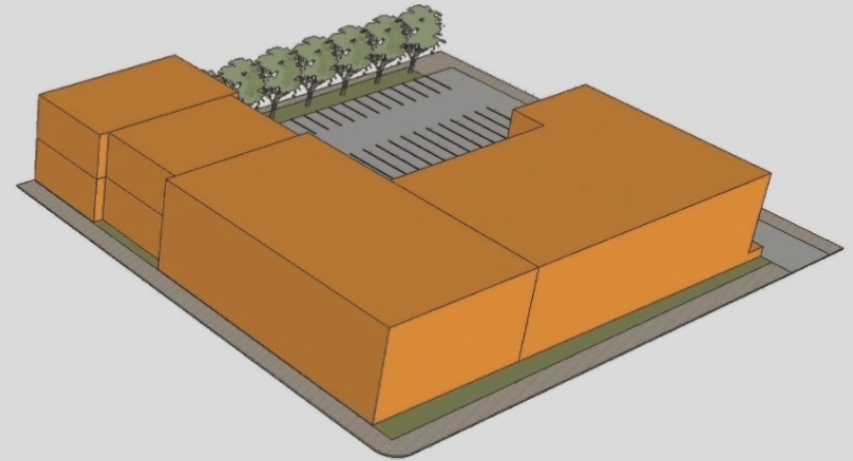
PYRAMID BREWERY  
BERKELEY, CA



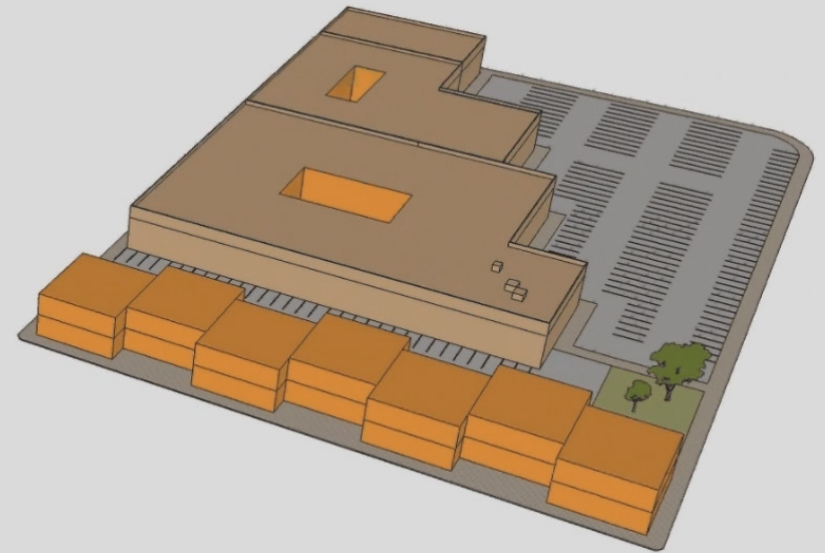
PEET'S COFFEE & TEA  
ALAMEDA, CA

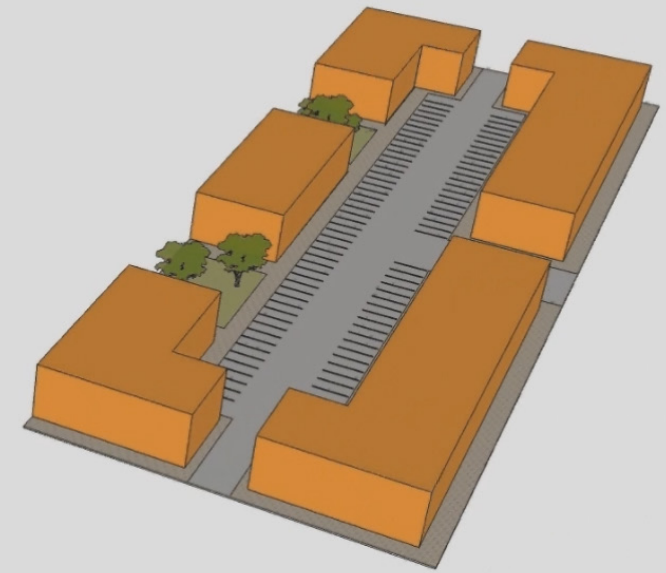


Industrial / Manufacturing Space



Light Industrial / Flex Space





R&D / Flex Space



SALES FORCE  
MISSION BAY, SF, CA



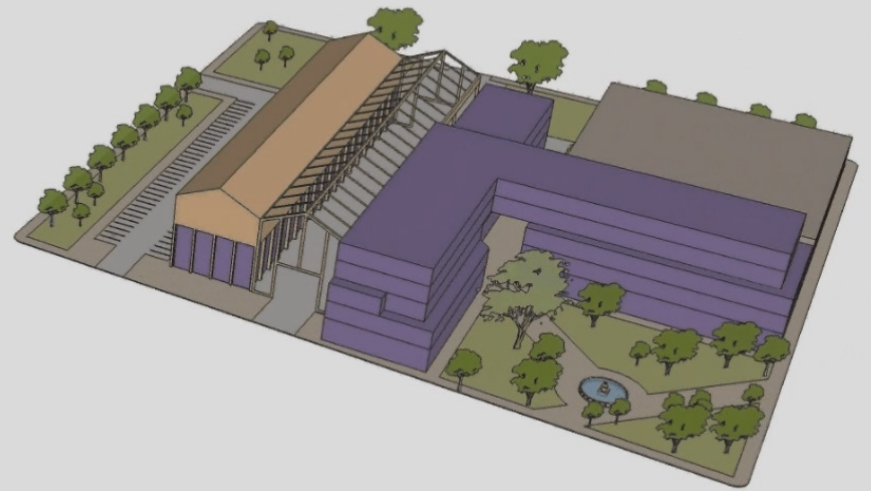
GOOGLE  
MOUNTAIN VIEW, CA



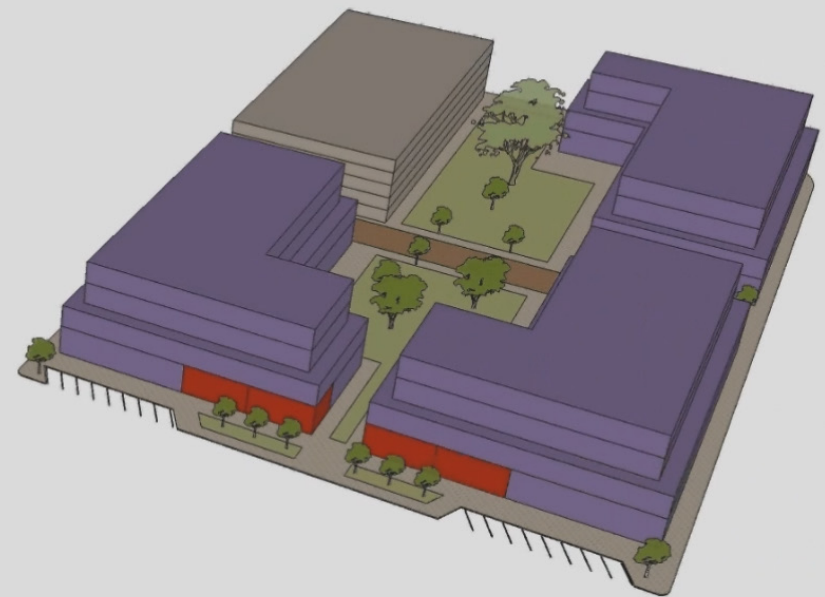
PIXAR  
EMERYVILLE, CA



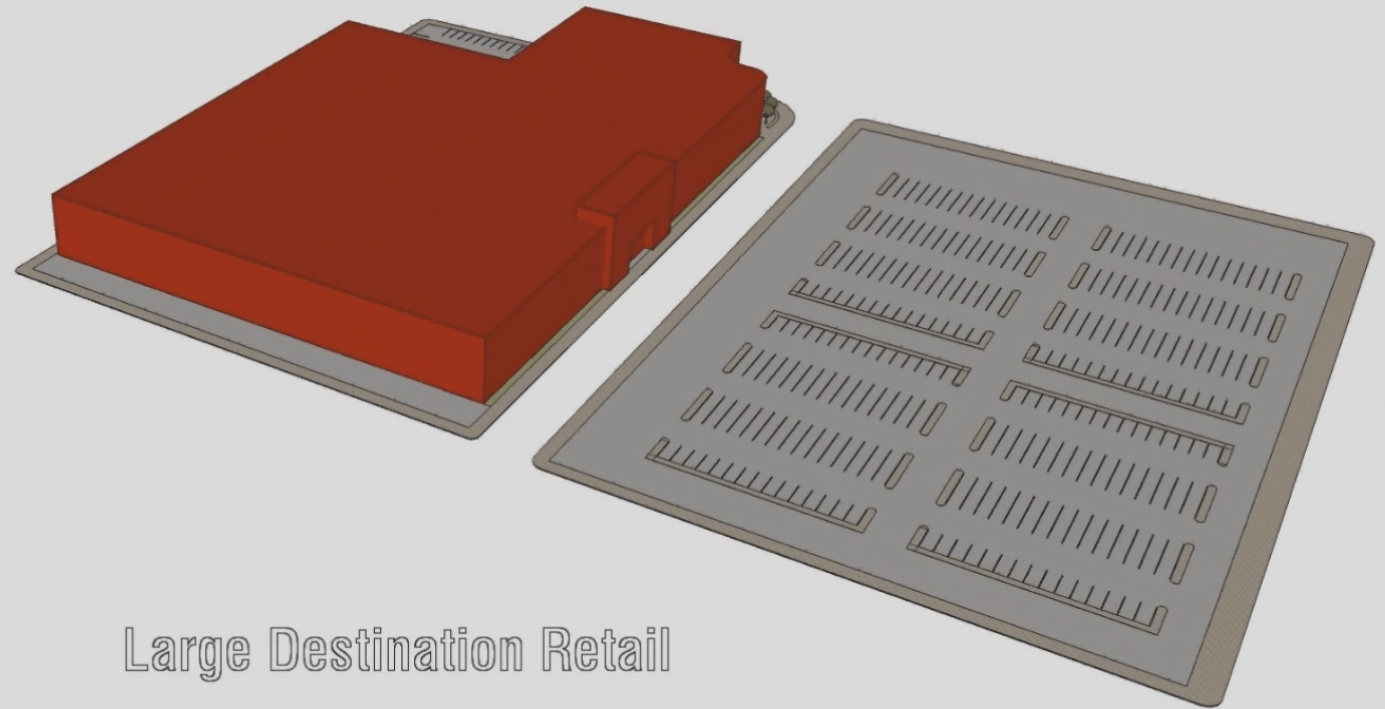
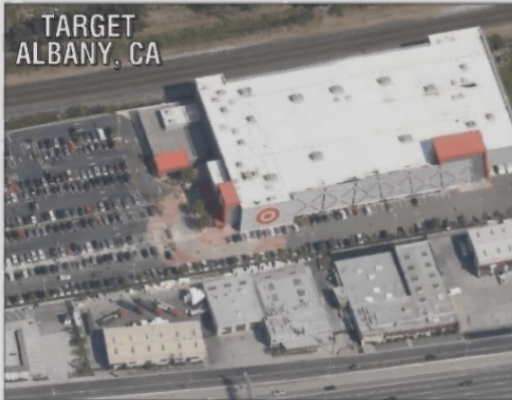
CLIF BAR  
EMERYVILLE, CA



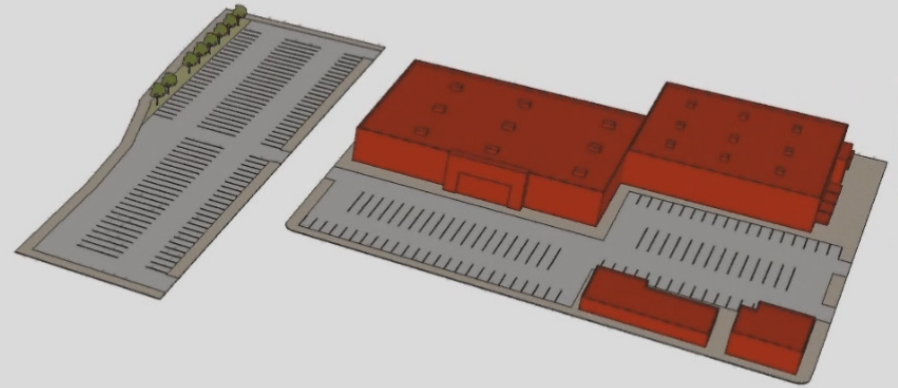
Individual Buildings / Campus



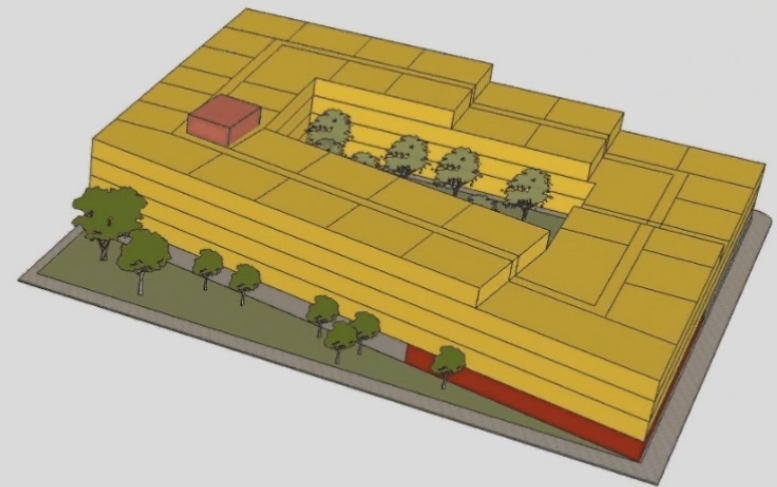
R&D / Life Sciences, Mid-Rise



Large Destination Retail



Specialty Retail



Podium Housing Over Optional  
Neighborhood Retail



GRAND LAKE MARKET, OAKLAND, CA



WEST OAKLAND, CA



ART & SOUL FESTIVAL, OAKLAND, CA



OLD OAKLAND, CA



Pop-Up / Festival Space



WEST OAKLAND RESIDENTIAL EXAMPLES



Residential Infill

# **CAPACITY STUDY:**

## **Summary**

## PROJECT AREA







**City of Oakland**  
**JRDV Urban International**  
with  
Conley Consulting Group  
Hausrath Economics Group  
Lamphier-Gregory  
Envirocom  
Dowling Associates  
Douglas G. Wright  
Redwood Consulting  
Wiltec



37°48'44.19" N 122°18'02.84" W elev 3 m

## 4 OPPORTUNITY AREAS

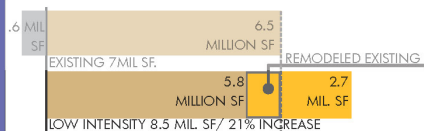


-  Stabilized and Enhanced Residential Neighborhoods (supported through tax increment)
-  Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
-  Older facilities to be Remediated and Modernized to Facilitate Business Development
-  BART Line and Stations

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Redwood Consulting



## LOW INTENSITY USE



HOUSING: UP TO 5500 NEW UNITS

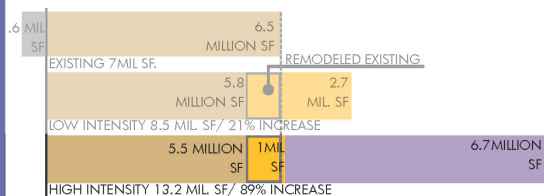
SUBSTANTIAL HOUSING IN AREAS 2&4

- Stabilized and Enhanced Residential Neighborhoods (supported through tax increment)
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- BART Line and Stations
- Optional Medium Density Infill Housing
- Light Industrial Uses/Low Intensity Flex

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## HIGH INTENSITY USE



HOUSING: UP TO 5500 NEW UNITS

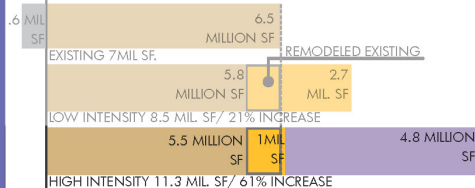
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- BART Line and Stations
- Optional Medium Density Infill Housing
- Light Industrial Uses/Low Intensity Flex
- Targeted Employment Sector\* (Anchor Campus)
- Targeted Employment Sector\* (Infill)
- Active urban edge including local-serving Retail, Job Training and Art Facilities (supported through tax increment)

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Redwood Consulting



## HIGH INTENSITY USE & RETAIL



HOUSING: UP TO 5500 NEW UNITS

DESTINATION RETAIL: UP TO 600,000 SF.

NEIGHBORHOOD RETAIL: UP TO 200,000 SF.

SUBSTANTIAL HOUSING IN AREAS 2&4

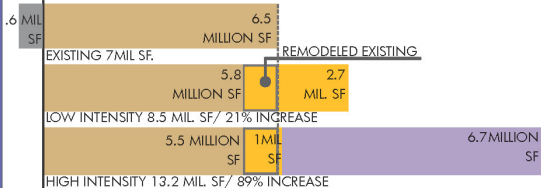
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- Light Industrial Uses/Low Intensity Flex
- Targeted Employment Sector\* (Anchor Campus)
- Targeted Employment Sector\* (Infill)
- Active urban edge including local-serving Retail, Job Training and Art Facilities (supported through tax increment)
- Destination Retail Expansion
- Transit enhancement connecting 4 BART Stations minimizing traffic congestion, air pollution, surface parking

\*Targeted Employment Sectors and related businesses (such as: Clean Tech, Biotech/Health Multi-Media, Food etc.)

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## HIGH INTENSITY USE & RETAIL ENHANCED TRANSIT PHASE II



HOUSING: UP TO 5500 NEW UNITS

DESTINATION RETAIL: UP TO 100,000 SF.

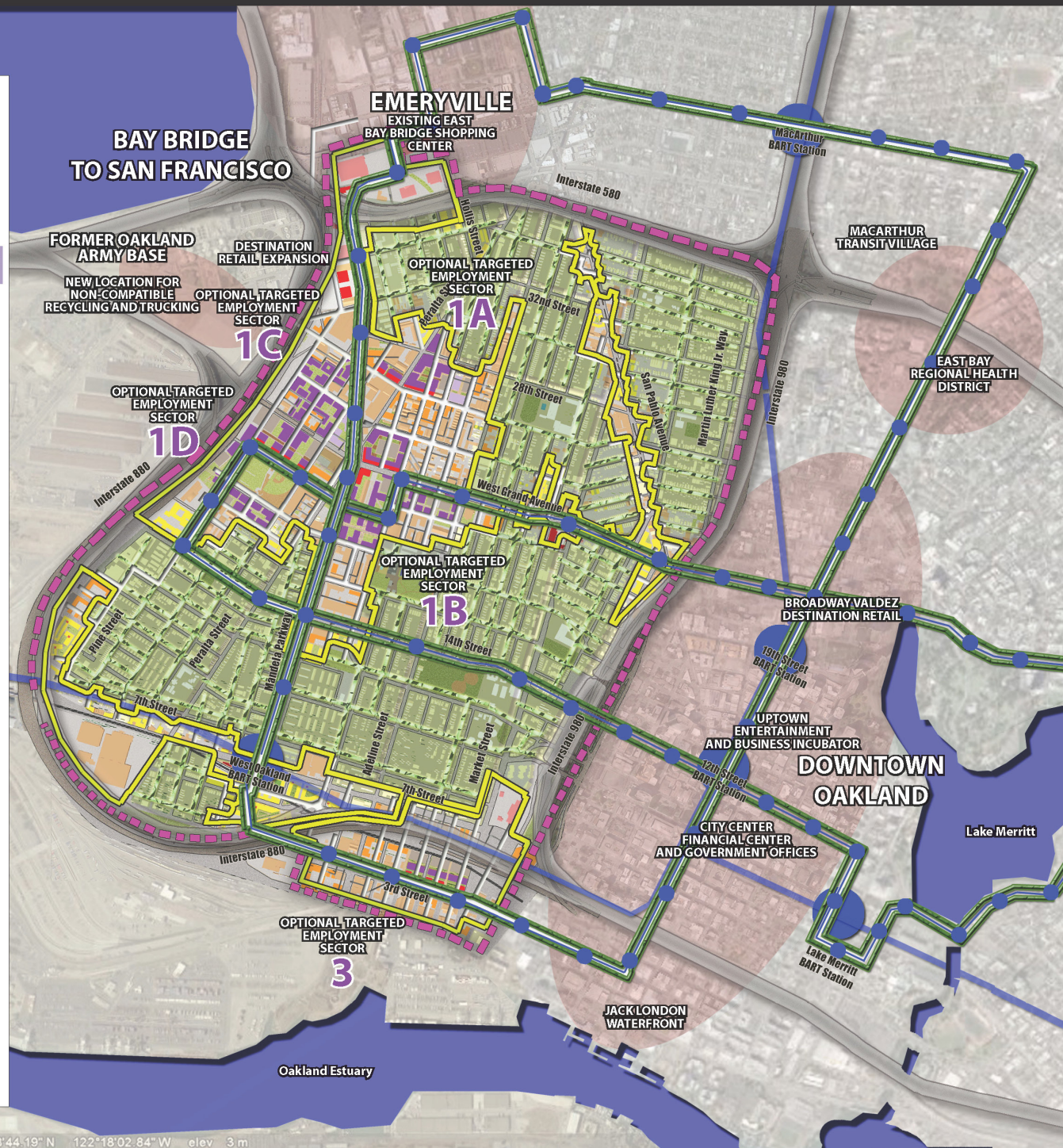
NEIGHBORHOOD RETAIL: UP TO 100,000 SF

SUBSTANTIAL HOUSING IN AREAS 2&4

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# **CAPACITY STUDIES:**

## **The Sub Areas**

# **COMMON PRINCIPLES FOR GUIDING CAPACITY STUDIES**

## **1. Organic. Built Upon the Unique Characteristics Already Found in West Oakland**

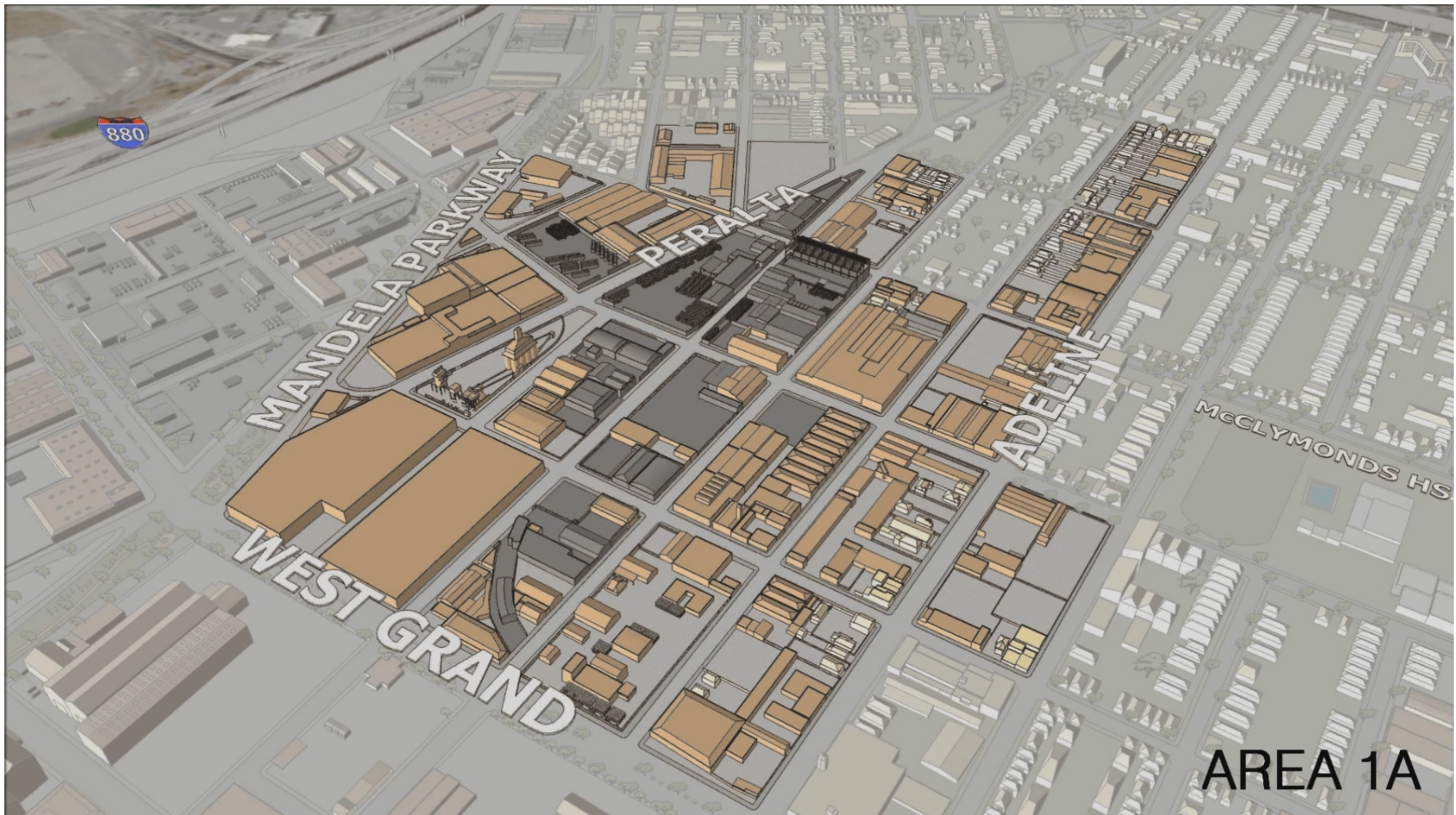
- a. Uses**
- b. Building Types**
- c. Culture / Legacy / History**

## **2. Incremental. Flexible**

- a. Plug In / Plug Out**
- b. Short Term / Long Term**
- c. "And" (Not "Or")**

## **3. Visionary. The Sum is More than the Parts**

- a. Within West Oakland**
- b. As Part of Oakland**
- c. As Part of Region**



## EXISTING CONDITIONS

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential



# STREET IMPROVEMENTS & PIPELINE PROJECTS (APPROVED / ENTITLED)

PLANNED PERALTA STREETScape IMPROVEMENTS

PROPOSED ADELINe STREETScape IMPROVEMENTS

28TH & PERALTA PIPELINE PROJECT (76 DWELLING, 24 LIVE-WORK UNITS)

26TH & CHESTNUT PIPELINE PROJECT (50 LIVE-WORK UNITS)

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential



## OPTIONAL RESIDENTIAL INFILL

### DETACHED RESIDENTIAL UNITS WITHIN ESTABLISHED RESIDENTIAL AREAS

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential



## OPPORTUNITY SITES HIGHLIGHTED IN PURPLE

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential



## LOW INTENSITY USE ON OPPORTUNITY SITES

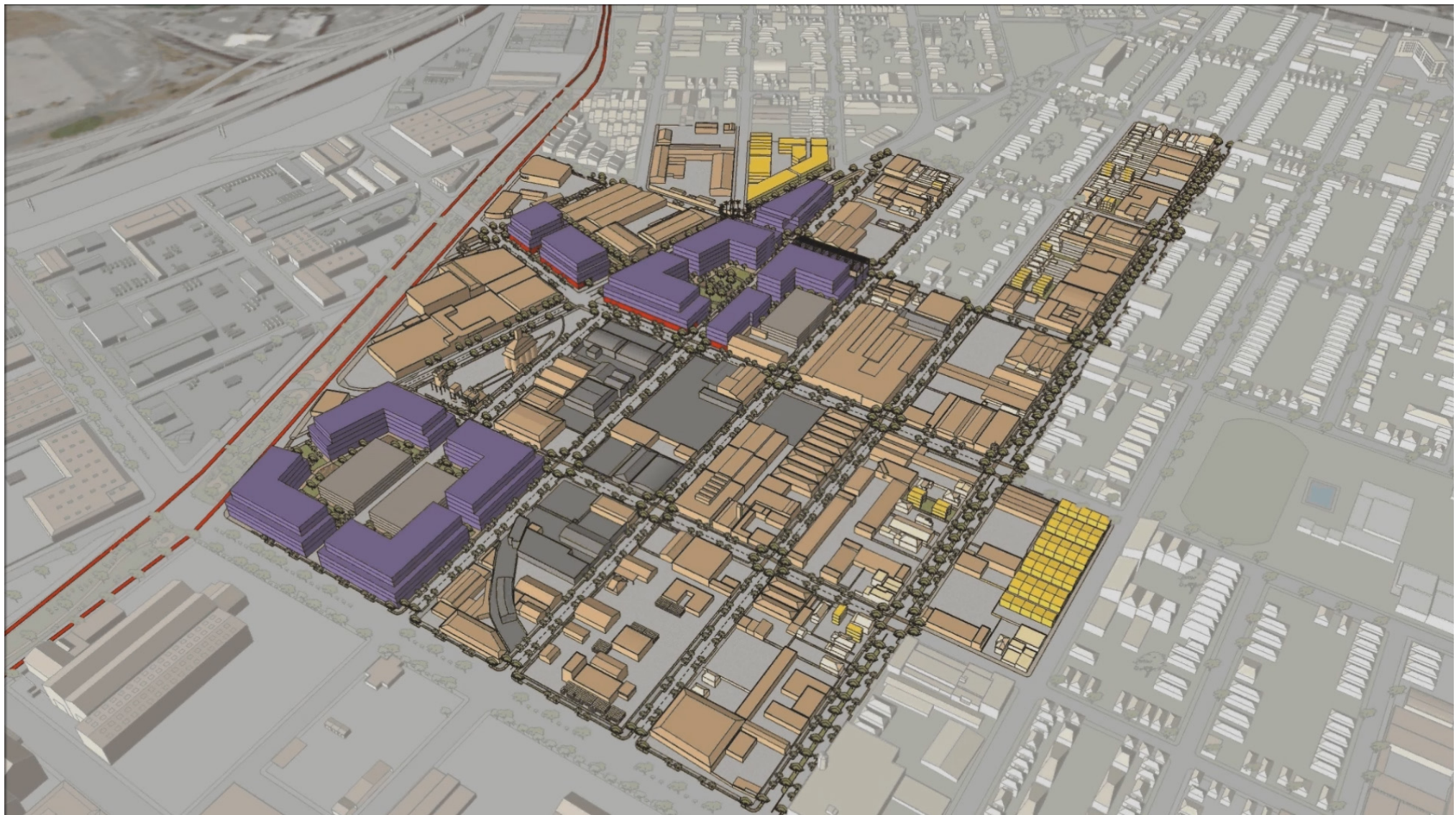
- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential
- Business Mix/Light Industrial Uses/Low Intensity Flex/R&D Space



## LOW INTENSITY INFILL

LOW INTENSITY USE ON OPPORTUNITY SITES SERVES AS A CATALYST FOR DEVELOPMENT OF SURROUNDING INCOMPATIBLE AND VACANT SITES

- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential
- Business Mix/Light Industrial Uses/Low Intensity Flex/R&D Space



# HIGH INTENSITY USE ON OPPORTUNITY SITES ENHANCED TRANSPORTATION LEADS TO HIGH INTENSITY DEVELOPMENT OPPORTUNITIES AND STREETScape IMPROVEMENTS

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential
- Transit enhancement connecting 4 BART Stations minimizing traffic congestion, air pollution, surface parking
- Targeted Employment Sector\* (Anchor Campus)
- Existing Retail / New Retail



## LOW AND HIGH INTENSITY INFILL

ENHANCED TRANSPORTATION AND HIGH INTENSITY USE ON OPPORTUNITY SITES SERVE AS  
A CATALYST FOR DEVELOPMENT OF SURROUNDING INCOMPATIBLE AND VACANT SITES

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- Targeted Employment Sector\* (Infill)
- Existing Retail / New Retail



## EXISTING CONDITIONS

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development



## OPTIONAL RESIDENTIAL INFILL

- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential



## OPPORTUNITY SITES HIGHLIGHTED IN PURPLE

- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential



## LOW INTENSITY USE ON OPPORTUNITY SITE

- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential
- Business Mix/Light Industrial Uses/Low Intensity Flex/R&D Space



## ADDITIONAL LOW INTENSITY USE ON OPPORTUNITY SITE

- Older facilities to be Remediated and Modernized to Facilitate Business Development
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# HIGH INTENSITY USE ON OPPORTUNITY SITE ENHANCED TRANSPORTATION LEADS TO HIGH INTENSITY DEVELOPMENT OPPORTUNITIES AND STREETScape IMPROVEMENTS

Older facilities to be Remediated and Modernized to Facilitate Business Development

Transit enhancement connecting 4 BART Stations minimizing traffic congestion, air pollution, surface parking

Targeted Employment Sector\* (Anchor Campus)



# ADDITIONAL HIGH INTENSITY USE ON OPPORTUNITY SITE

## ENHANCED TRANSPORTATION LEADS TO HIGH INTENSITY DEVELOPMENT

### OPPORTUNITIES AND STREETScape IMPROVEMENTS

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AREA 1C

## EXISTING CONDITIONS

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development

- Existing Retail / New Retail



## OPPORTUNITY SITES HIGHLIGHTED IN PURPLE

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
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Existing Retail / New Retail



## LOW INTENSITY USE ON OPPORTUNITY SITES

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Existing Retail / New Retail



# HIGH INTENSITY USE ON OPPORTUNITY SITES

ENHANCED TRANSPORTATION LEADS TO HIGH INTENSITY DEVELOPMENT OPPORTUNITIES

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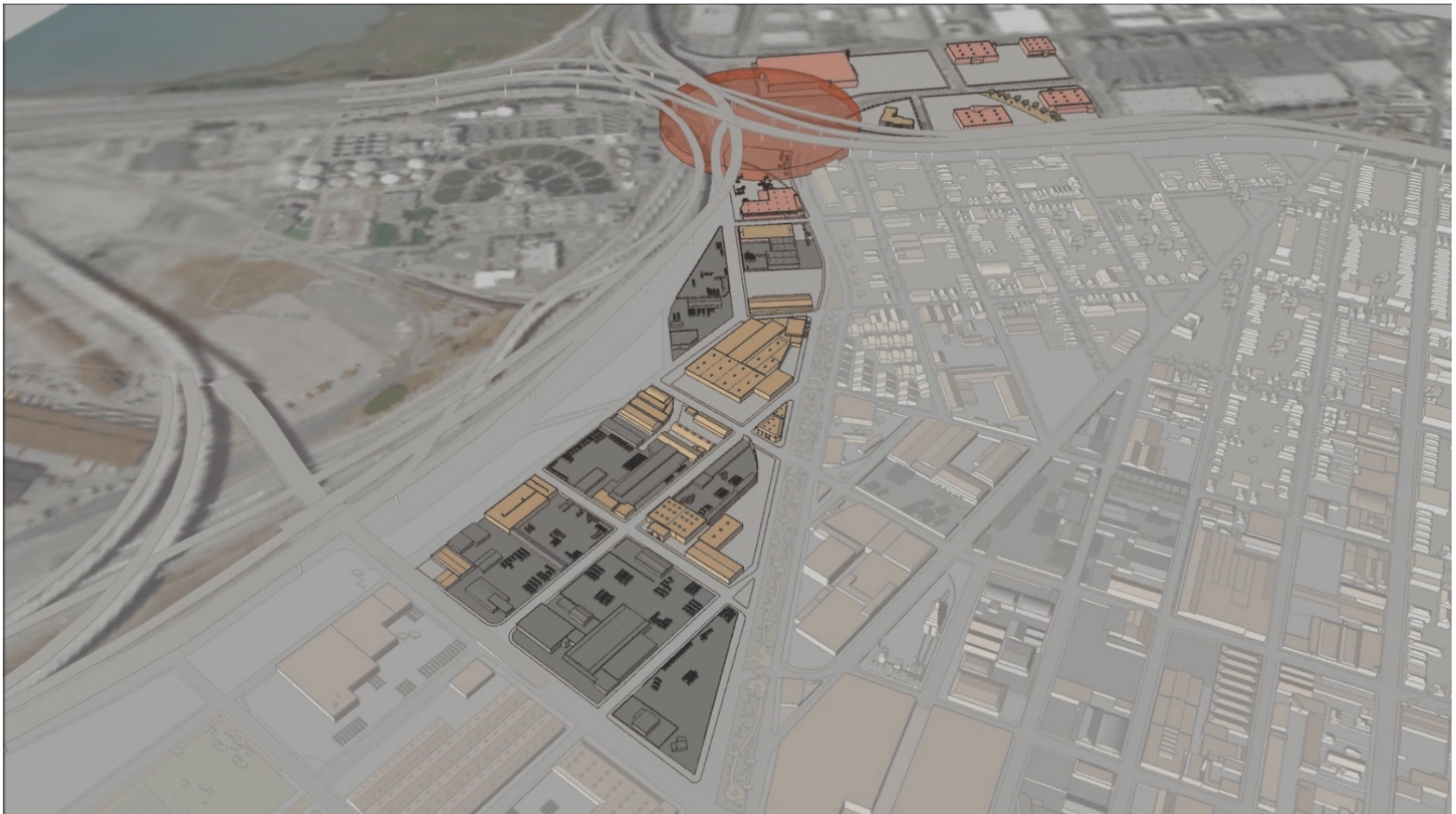
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- Targeted Employment Sector\* (Infill)
- Existing Retail / New Retail



## EXISTING RETAIL CONNECTION

THE NORTH MANDELA PARKWAY AREA HAS A LARGE EXISTING RETAIL CUSTOMER BASE WITH POTENTIAL TO EXPAND INTO WEST OAKLAND

Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base

Older facilities to be Remediated and Modernized to Facilitate Business Development



## EXISTING RETAIL CONNECTION AND DESTINATION RETAIL

AT WEST GRAND AND WOOD STREET, THE EXISTING HORIZON BEVERAGE SITE IS LARGE ENOUGH TO ACCOMMODATE DESTINATION RETAIL

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development



## DESTINATION RETAIL ANCHORS

EXISTING HORIZON BEVERAGE SITE BECOMES A DESTINATION RETAIL ANCHOR. ADDITIONAL DESTINATION RETAIL ANCHOR COULD BE LOCATED AT 24TH & WILLOW, CREATING A CORRIDOR

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development



## WILLOW SPECIALTY RETAIL CORRIDOR

DESTINATION RETAIL USES AT THE EXISTING HORIZON BEVERAGE SITE AND AT 24TH & WILLOW SERVE AS ANCHORS DRAWING A CUSTOMER BASE THAT COULD SUPPORT SPECIALTY RETAIL ALONG A STREETScape IMPROVED WILLOW STREET RETAIL CORRIDOR

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
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## LOW INTENSITY INFILL

RETAIL USES ON OPPORTUNITY SITES SERVE AS A CATALYST FOR  
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Older facilities to be Remediated and Modernized to Facilitate  
Business Development

Business Mix/Light Industrial Uses/Low Intensity Flex/R&D  
Space

Existing Retail / New Retail



## LOW AND HIGH INTENSITY INFILL

ENHANCED TRANSPORTATION AND RETAIL USES ON OPPORTUNITY SITES SERVE AS  
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- Existing Retail / New Retail



## EXISTING CONDITIONS

- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential





## PIPELINE PROJECTS (APPROVED / ENTITLED)

16TH & WOOD ST. PIPELINE PROJECT (PHASE I = 159 UNITS / PHASE II = 142 UNITS)

CAMPBELL ST. PIPELINE PROJECT (92 LIVE-WORK UNITS)



CENTRAL STATION HOUSING PIPELINE PROJECT (300 UNITS)

-  Older facilities to be Remediated and Modernized to Facilitate Business Development
-  Existing Residential / New Residential



## OPTIONAL RESIDENTIAL INFILL

### NEW RESIDENTIAL UNITS WITHIN ESTABLISHED RESIDENTIAL AREAS

-  Older facilities to be Remediated and Modernized to Facilitate Business Development
-  Existing Residential / New Residential



## OPPORTUNITY SITES HIGHLIGHTED IN PURPLE

- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential



## LOW INTENSITY USE ON OPPORTUNITY SITES

- Older facilities to be Remediated and Modernized to Facilitate Business Development
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## DESTINATION RETAIL ANCHOR

THE EXISTING HORIZON BEVERAGE SITE IS LARGE ENOUGH TO ACCOMMODATE A DESTINATION RETAIL USE USING LINER HOUSING ON THE FACADE FACING RAIMONDI PARK TO CREATE A BETTER ENVIRONMENT

- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential
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- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential
- Business Mix/Light Industrial Uses/Low Intensity Flex/R&D Space
- Transit enhancement connecting 4 BART Stations minimizing traffic congestion, air pollution, surface parking
- Targeted Employment Sector\* (Anchor Campus)
- Existing Retail / New Retail



## HIGH INTENSITY USE ON OPPORTUNITY SITES

ENHANCED TRANSPORTATION LEADS TO HIGH INTENSITY DEVELOPMENT OPPORTUNITIES AND  
STREETSCAPE IMPROVEMENTS

- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential
- Business Mix/Light Industrial Uses/Low Intensity Flex/R&D Space
- Transit enhancement connecting 4 BART Stations minimizing traffic congestion, air pollution, surface parking
- Targeted Employment Sector\* (Anchor Campus)
- Existing Retail / New Retail



## EXISTING CONDITIONS

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential



## OPPORTUNITY SITES HIGHLIGHTED IN PURPLE

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential



# PIPELINE PROJECT (APPROVED / ENTITLED)

## RED STAR SENIOR HOUSING (119 AFFORDABLE UNITS UNDER CONSTRUCTION)

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential



## PIPELINE PROJECTS (APPROVED / ENTITLED)

RED STAR SENIOR HOUSING (119 AFFORDABLE UNITS UNDER CONSTRUCTION)

5TH & MANDELA PARKWAY (120 RESIDENTIAL UNITS, 38,500 SQ. FT. COMMERCIAL)

NEW PARKING GARAGE FOR BART AND HOUSING

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential

- Existing Retail / New Retail



# PROPOSED BART PARKING RELOCATION

## NEW 950 CAR PARKING GARAGE

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential

- Existing Retail / New Retail



## RESIDENTIAL WITH NEIGHBORHOOD SERVING RETAIL

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential

- Existing Retail / New Retail



## NEW RESIDENTIAL ON PREVIOUS BART PARKING LOTS

### RELOCATING BART PARKING ALLOWS TRANSIT-ORIENTED DEVELOPMENT (TOD)

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential

- Existing Retail / New Retail



## MID-RISE HOUSING

ADDITIONAL RESIDENTIAL UNITS ABOVE NEW PARKING GARAGE

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential

- Existing Retail / New Retail



## 7TH STREET NEIGHBORHOOD COMMERCIAL

### NEW RETAIL USES CREATE A NEIGHBORHOOD RETAIL FOCUS

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential

- Existing Retail / New Retail




## NEW RESIDENTIAL UNITS ABOVE NEIGHBORHOOD RETAIL

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential

- Existing Retail / New Retail



## TRANSIT-ORIENTED VILLAGE SURROUNDING WEST OAKLAND BART

 Older facilities to be Remediated and Modernized to Facilitate Business Development

 Existing Residential / New Residential

 Transit enhancement connecting 4 BART Stations minimizing traffic congestion, air pollution, surface parking

 Existing Retail / New Retail



# SOUND-MITIGATION TUBE

## ADDRESSES NOISE PROBLEM ADJACENT TO RESIDENTIAL AREAS

 Older facilities to be Remediated and Modernized to Facilitate Business Development

 Existing Residential / New Residential

 Transit enhancement connecting 4 BART Stations minimizing traffic congestion, air pollution, surface parking

 Existing Retail / New Retail



## EXISTING CONDITIONS

- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential



## OPTIONAL RESIDENTIAL INFILL

### NEW RESIDENTIAL UNITS WITHIN ESTABLISHED RESIDENTIAL AREAS

- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential



## OPPORTUNITY SITES HIGHLIGHTED IN PURPLE

- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential



## NEW RESIDENTIAL USE ABOVE PARKING/RETAIL ON OPPORTUNITY SITES

- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential



## NEW RESIDENTIAL INFILL

### NEW RESIDENTIAL WITH NEIGHBORHOOD SERVING RETAIL ON GROUND FLOOR

 Older facilities to be Remediated and Modernized to Facilitate Business Development

 Existing Residential / New Residential

 Existing Retail / New Retail



## 7TH STREET NEIGHBORHOOD COMMERCIAL

ENHANCED PUBLIC AMENITIES INCLUDING SOUND-MITIGATION TUBE, ARCHES & BANNERS AT BART STRUCTURE AND STREETScape IMPROVEMENTS SUPPORT ENLIVENED NEIGHBORHOOD COMMERCIAL CORRIDOR

Older facilities to be Remediated and Modernized to Facilitate Business Development

Existing Residential / New Residential

Existing Retail / New Retail



## EXISTING CONDITIONS

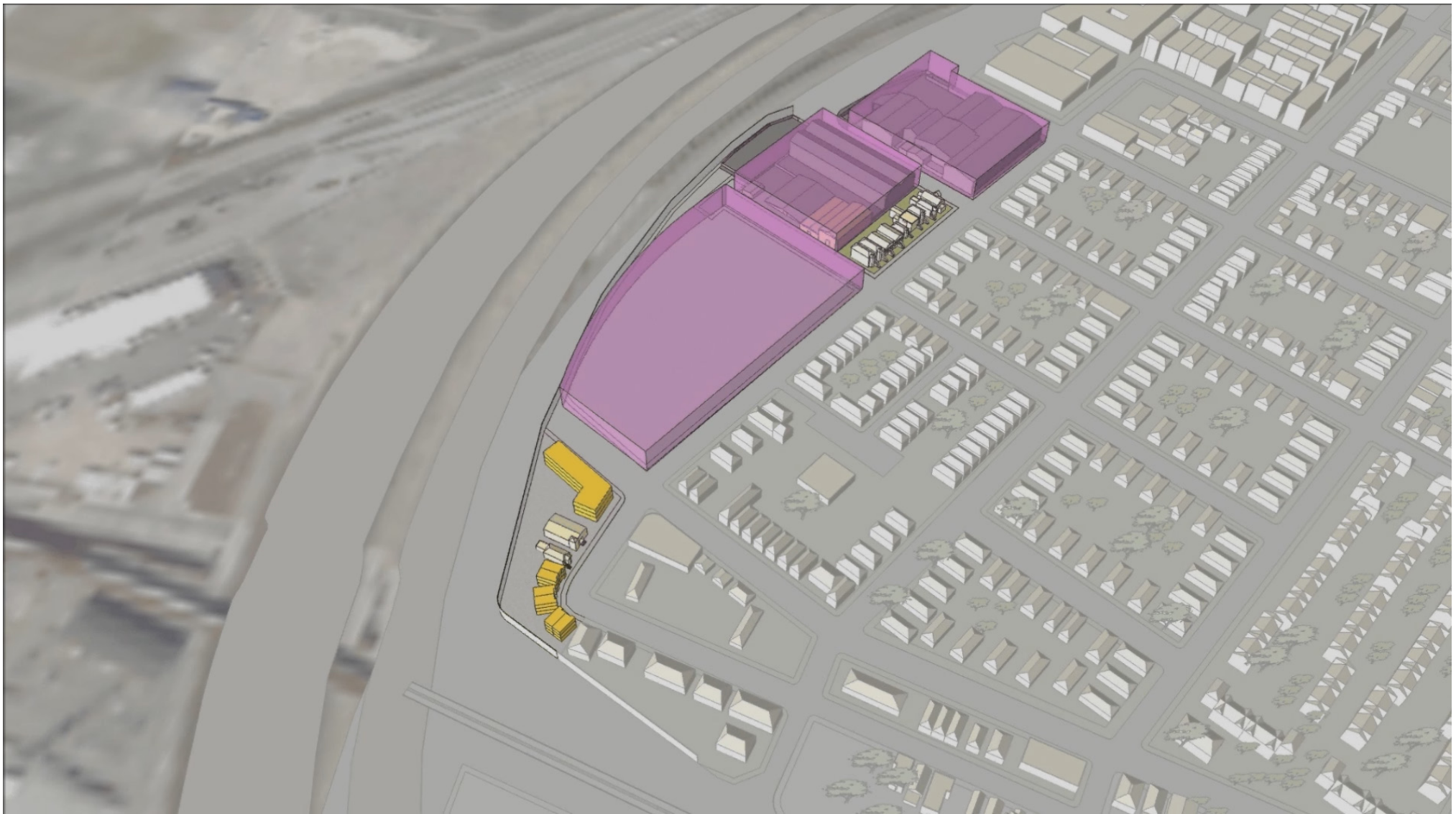
- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential






## OPTIONAL RESIDENTIAL INFILL

### NEW RESIDENTIAL USES WITHIN ESTABLISHED RESIDENTIAL AREAS

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential



## OPPORTUNITY SITES HIGHLIGHTED IN PURPLE

-  Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
-  Older facilities to be Remediated and Modernized to Facilitate Business Development
-  Existing Residential / New Residential



## LOW INTENSITY USE ON OPPORTUNITY SITES

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential
- Business Mix/Light Industrial Uses/Low Intensity Flex/R&D Space



## LOW INTENSITY USE AND DETACHED RESIDENTIAL

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential
- Business Mix/Light Industrial Uses/Low Intensity Flex/R&D Space



## NEW RESIDENTIAL USE OVER PARKING

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential
- Business Mix/Light Industrial Uses/Low Intensity Flex/R&D Space



## EXISTING CONDITIONS

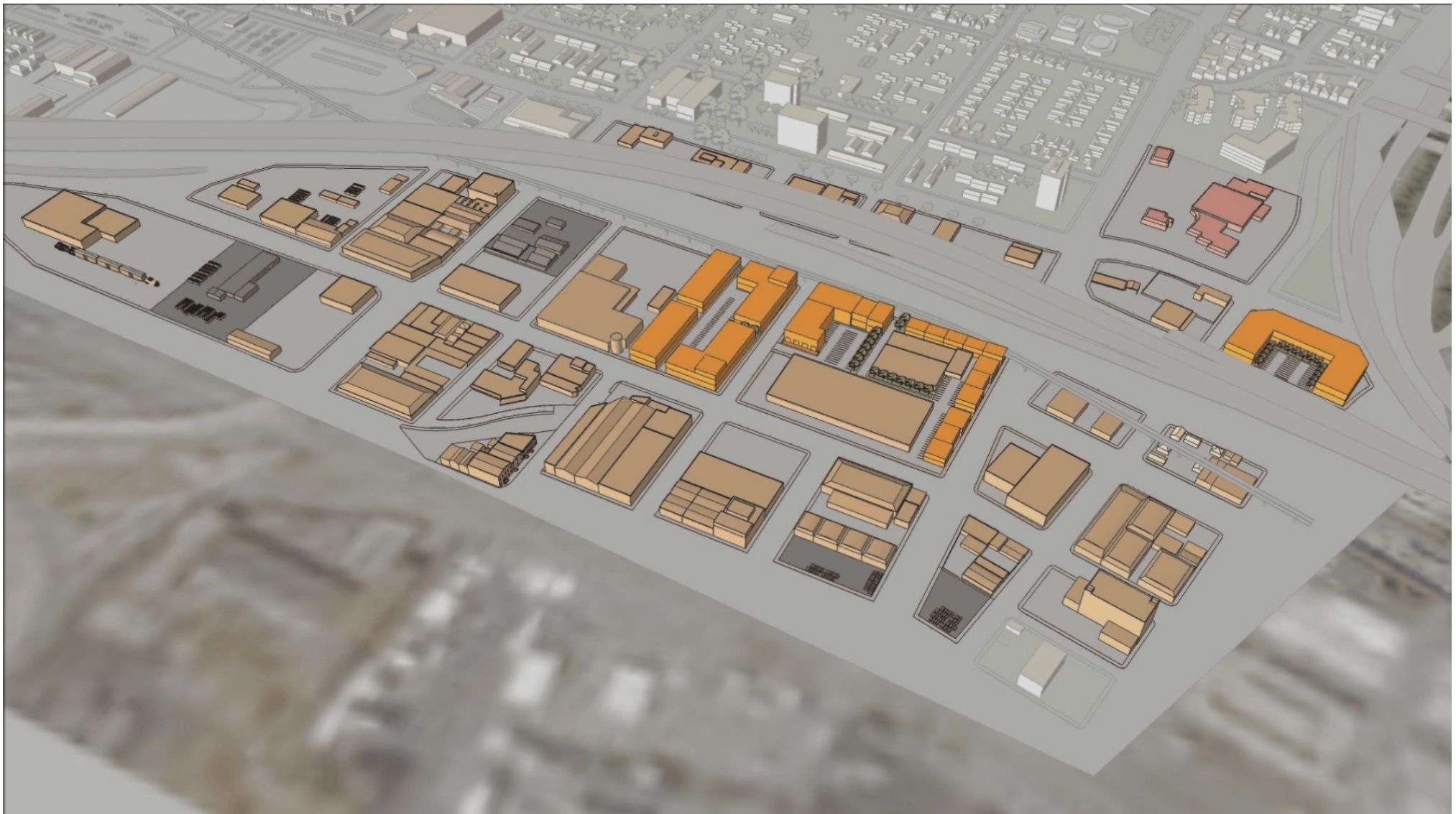
- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential

- Existing Retail / New Retail



## OPPORTUNITY SITES HIGHLIGHTED IN PURPLE

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential



## LOW INTENSITY USE ON OPPORTUNITY SITES

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential
- Business Mix/Light Industrial Uses/Low Intensity Flex/R&D Space
- Existing Retail / New Retail



## LOW INTENSITY INFILL

LOW INTENSITY USE ON OPPORTUNITY SITES SERVES AS A CATALYST FOR DEVELOPMENT OF SURROUNDING INCOMPATIBLE AND VACANT SITES

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential
- Business Mix/Light Industrial Uses/Low Intensity Flex/R&D Space
- Existing Retail / New Retail



## LINDEN STREET FESTIVAL

ACTIVATE STREET THROUGH TEMPORARY FESTIVALS THAT  
SUPPORT EXISTING BUSINESSES IN HISTORIC BUILDINGS

Older facilities to be Remediated and Modernized to Facilitate  
Business Development



# HIGH INTENSITY USE ON OPPORTUNITY SITES ENHANCED TRANSPORTATION LEADS TO HIGH INTENSITY DEVELOPMENT OPPORTUNITIES

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential
- Business Mix/Light Industrial Uses/Low Intensity Flex/R&D Space
- Transit enhancement connecting 4 BART Stations minimizing traffic congestion, air pollution, surface parking
- Targeted Employment Sector\* (Anchor Campus)
- Existing Retail / New Retail



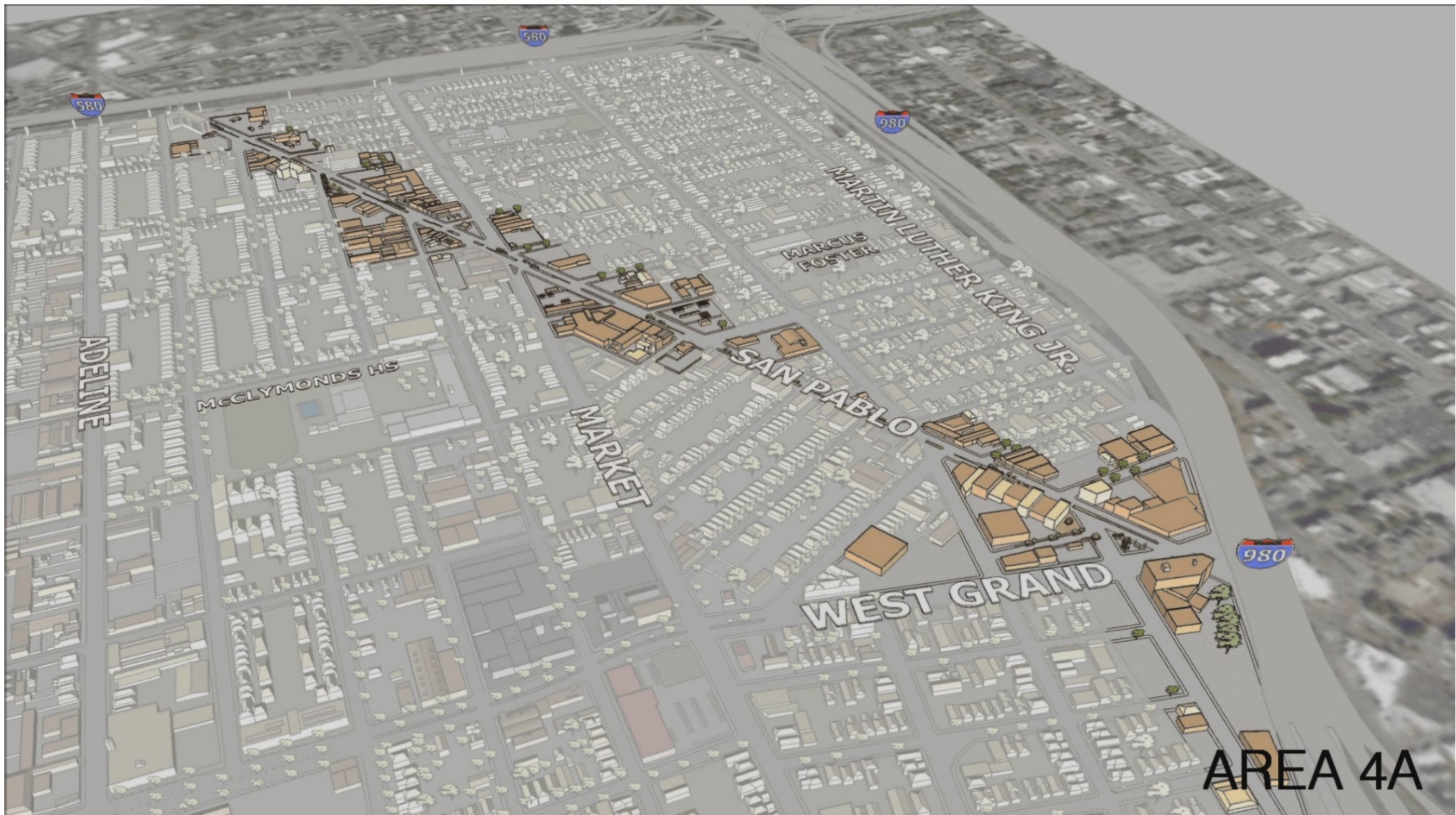
# HIGH INTENSITY USE ON OPPORTUNITY SITES ENHANCED TRANSPORTATION LEADS TO HIGH INTENSITY DEVELOPMENT OPPORTUNITIES

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential
- Business Mix/Light Industrial Uses/Low Intensity Flex/R&D Space
- Transit enhancement connecting 4 BART Stations minimizing traffic congestion, air pollution, surface parking
- Targeted Employment Sector\* (Anchor Campus)
- Existing Retail / New Retail



# HIGH INTENSITY USE ON OPPORTUNITY SITES ENHANCED TRANSPORTATION LEADS TO HIGH INTENSITY DEVELOPMENT OPPORTUNITIES

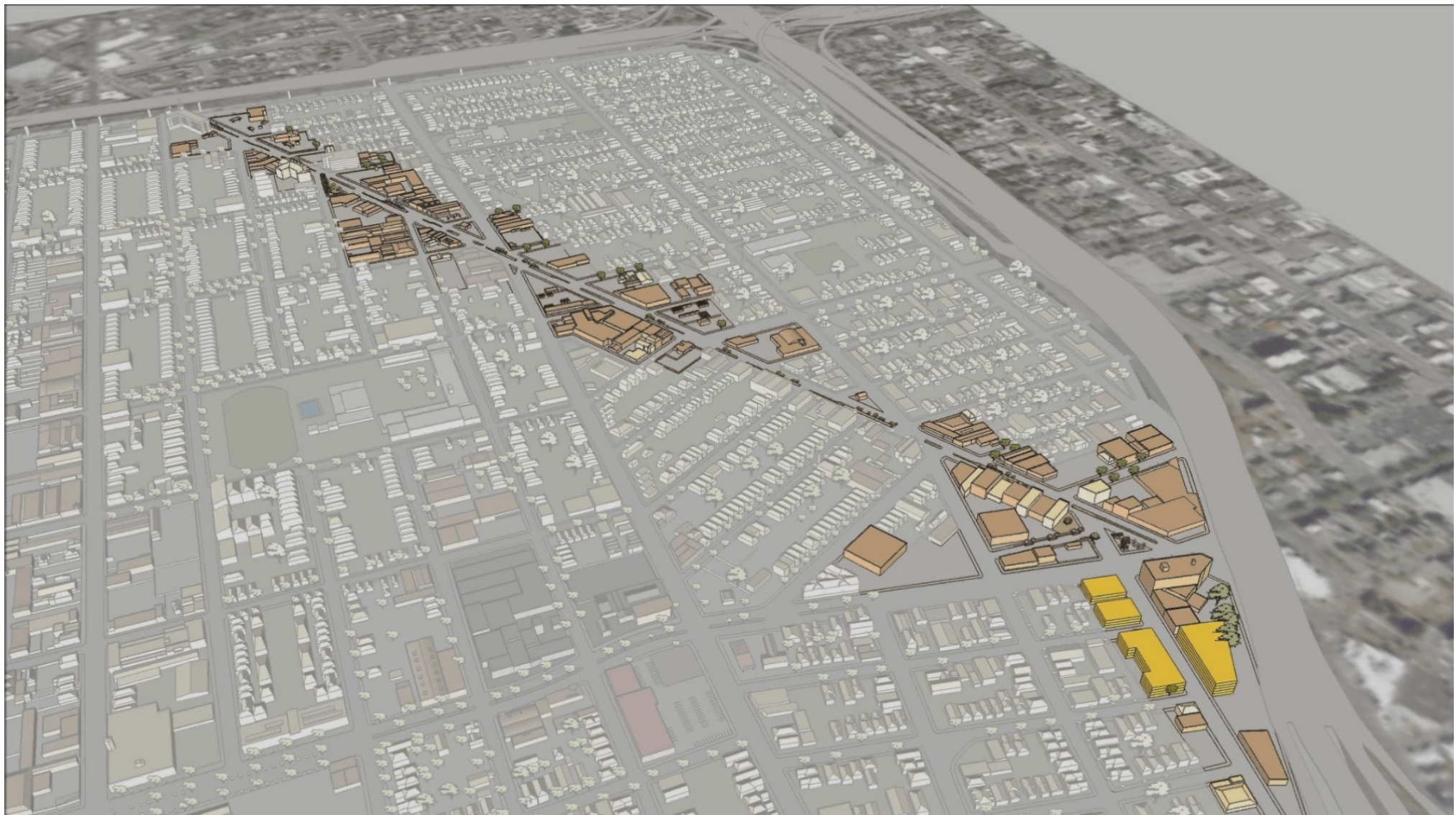
- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential
- Business Mix/Light Industrial Uses/Low Intensity Flex/R&D Space
- Transit enhancement connecting 4 BART Stations minimizing traffic congestion, air pollution, surface parking
- Targeted Employment Sector\* (Anchor Campus)
- Existing Retail / New Retail



AREA 4A

## EXISTING CONDITIONS

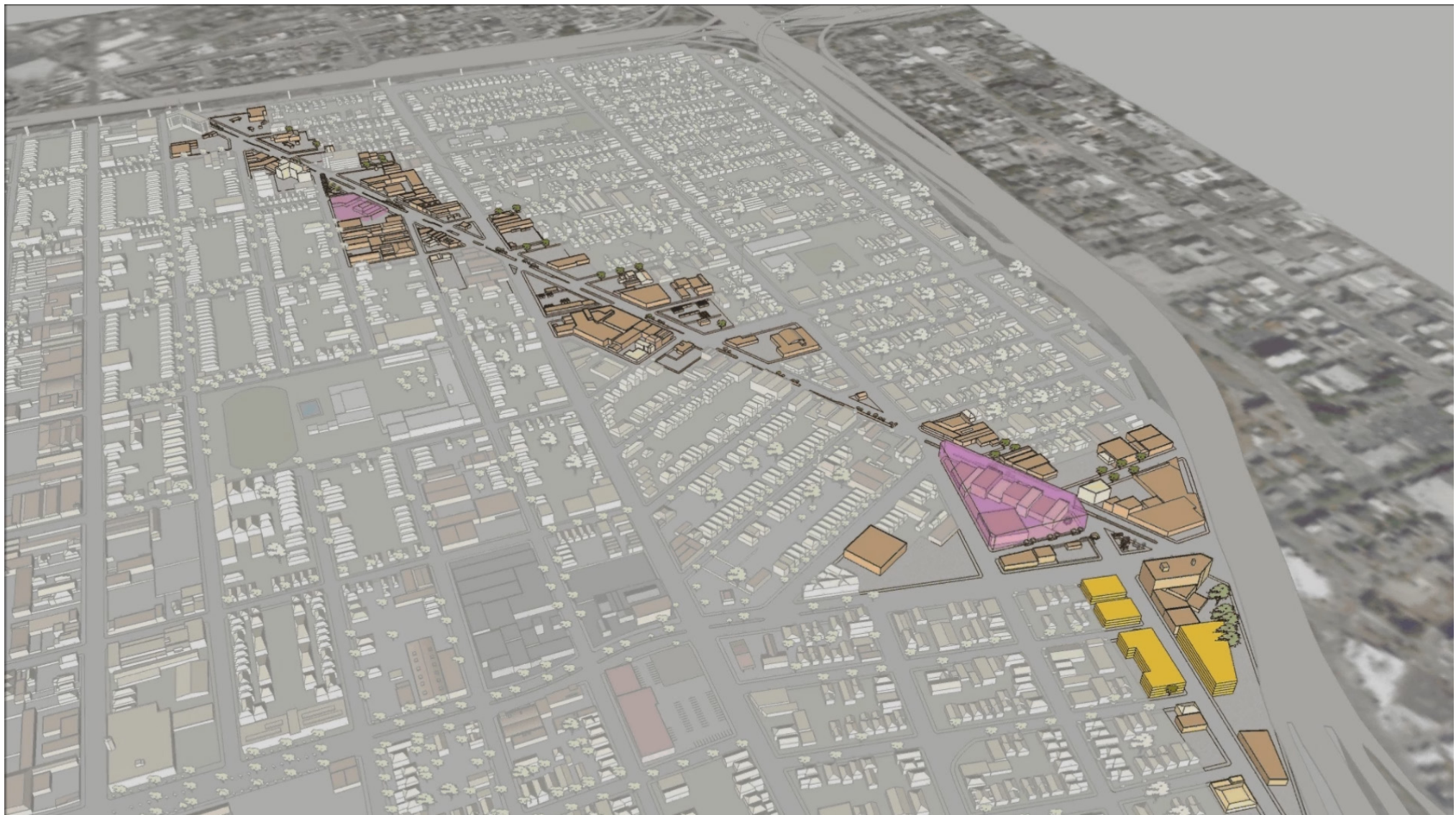
- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential






## PIPELINE PROJECTS (APPROVED / ENTITLED)

BRUSH STREET PIPELINE PROJECTS (146 UNITS)

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential



## OPPORTUNITY SITES HIGHLIGHTED IN PURPLE

-  Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
-  Older facilities to be Remediated and Modernized to Facilitate Business Development
-  Existing Residential / New Residential



# EXISTING CONDITIONS OPPORTUNITY SITE 1

## SAN PABLO AT 32ND ST. ADJACENT TO ST. ANDREW'S PARK

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential

- Existing Retail / New Retail



## RESIDENTIAL OVER NEIGHBORHOOD RETAIL AND PARK IMPROVEMENTS

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential

- Existing Retail / New Retail



## EXISTING CONDITIONS OPPORTUNITY SITE 2

### SAN PABLO AT BRUSH STREET

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential



# RESIDENTIAL OVER NEIGHBORHOOD RETAIL

## NEW INFILL AND REHABILITATION OF HISTORIC BUILDINGS AND EXISTING PARK

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential

- Existing Retail / New Retail

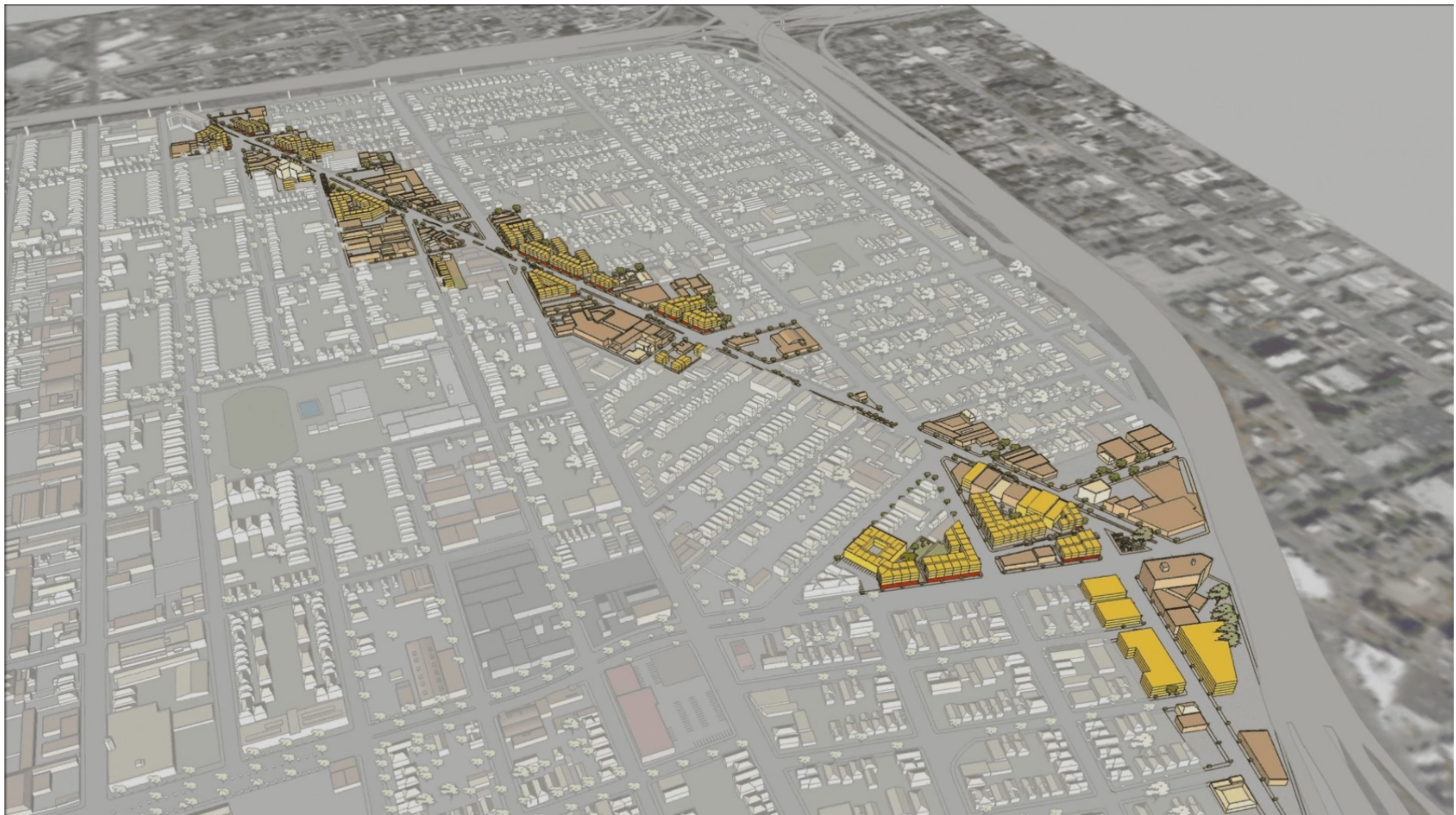


# RESIDENTIAL OVER NEIGHBORHOOD RETAIL AND INFILL

## NEW RESIDENTIAL UNITS IN NEW AND EXISTING BUILDINGS

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential

- Existing Retail / New Retail



# REVITALIZED SAN PABLO CORRIDOR

## NEW RESIDENTIAL AND NEIGHBORHOOD RETAIL ON OPPORTUNITY AND INFILL SITES

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential

- Existing Retail / New Retail



AREA 4B

## EXISTING CONDITIONS

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential

- Existing Retail / New Retail



# PIPELINE PROJECT (APPROVED / ENTITLED)

## 24TH & MYRTLE PIPELINE PROJECT (55 TOWN HOMES)

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential

- Existing Retail / New Retail



## OPTIONAL RESIDENTIAL INFILL

### NEW RESIDENTIAL UNITS WITHIN ESTABLISHED RESIDENTIAL AREAS

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential



## OPPORTUNITY SITES HIGHLIGHTED IN PURPLE

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential



# FOODSCO PROPOSAL

## PROPOSAL UNDER CONSIDERATION BY THE CITY OF OAKLAND

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential

- Existing Retail / New Retail



## RETAIL IMPROVEMENTS / REHABILITATION

### EXISTING RETAIL CENTER AT MARKET AND WEST GRAND

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential

- Existing Retail / New Retail



# GROCERY STORE ALTERNATIVE 1:

STRUCTURED PARKING  
LINER HOUSING  
ROOFTOP PARKING

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential

- Existing Retail / New Retail



## RESIDENTIAL ABOVE GROCERY STORE

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential

- Existing Retail / New Retail



## LOW INTENSITY INFILL

A GROCERY USE ON AN OPPORTUNITY SITE SERVES AS A CATALYST FOR DEVELOPMENT OF SURROUNDING INCOMPATIBLE AND VACANT SITES

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential
- Business Mix/Light Industrial Uses/Low Intensity Flex/R&D Space
- Existing Retail / New Retail



# LOW INTENSITY USE ON OPPORTUNITY SITE 1

## ADAPTIVE RE-USE OF EXISTING BUILDINGS ON OPPORTUNITY AND SURROUNDING SITES

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential
- Business Mix/Light Industrial Uses/Low Intensity Flex/R&D Space
- Existing Retail / New Retail



## GROCERY STORE ALTERNATIVE 2:

STRUCTURED PARKING

LINER HOUSING

ROOFTOP PARKING

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential
- Business Mix/Light Industrial Uses/Low Intensity Flex/R&D Space

- Existing Retail / New Retail



# RESIDENTIAL ABOVE GROCERY STORE

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential
- Business Mix/Light Industrial Uses/Low Intensity Flex/R&D Space
- Existing Retail / New Retail



## GROCERY STORE ALTERNATIVE 2 AND LOW INTENSITY USES

- Relocation of Heavier Industrial Uses Including Major Recycling and Trucking to Army Base
- Older facilities to be Remediated and Modernized to Facilitate Business Development
- Existing Residential / New Residential
- Business Mix/Light Industrial Uses/Low Intensity Flex/R&D Space

- Existing Retail / New Retail

City of  
Oakland

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

OPPORTUNITY AREAS

