



ROOTED IN OAKLAND / 2019

HOWARD TERMINAL MASTER PLAN

NOVEMBER 2019

BALLPARK PROJECT: 3 GOALS

An aerial night view of Oakland, California, showing a proposed ballpark and surrounding development highlighted in glowing lines. The image is used as a background for a presentation slide.

1
SECURE A'S LONG TERM SUCCESS AND
SUSTAINABILITY IN OAKLAND

2
BUILD A WORLD CLASS BALLPARK TO
ANCHOR A VIBRANT RETAIL AND
ENTERTAINMENT DISTRICT

3
GENERATE TRANSFORMATIVE
ECONOMIC AND COMMUNITY BENEFITS
FOR THE RESIDENTS OF OAKLAND

CEQA USES BEING STUDIED

FULL BUILDOUT

- Ballpark (capacity) 35,000
- Residential (units) 3,000
- Office (s.f.) 1,500,000
- Retail/Cultural/Civic (s.f.) 270,000
- Hotel (rooms) 400
- Performance Center 3,500

PHASE 1

- Ballpark (capacity) 35,000
- Residential (units) 540
- Office (s.f.) 250,000
- Retail/Cultural/Civic (s.f.) 30,000
- Hotel (rooms) 400





NEIGHBORHOOD CONTEXT





**UNIQUELY
OAKLAND**



**GREEN
LIVING**



**ECONOMIC
DIVERSITY**



**PEDESTRIAN
FIRST**



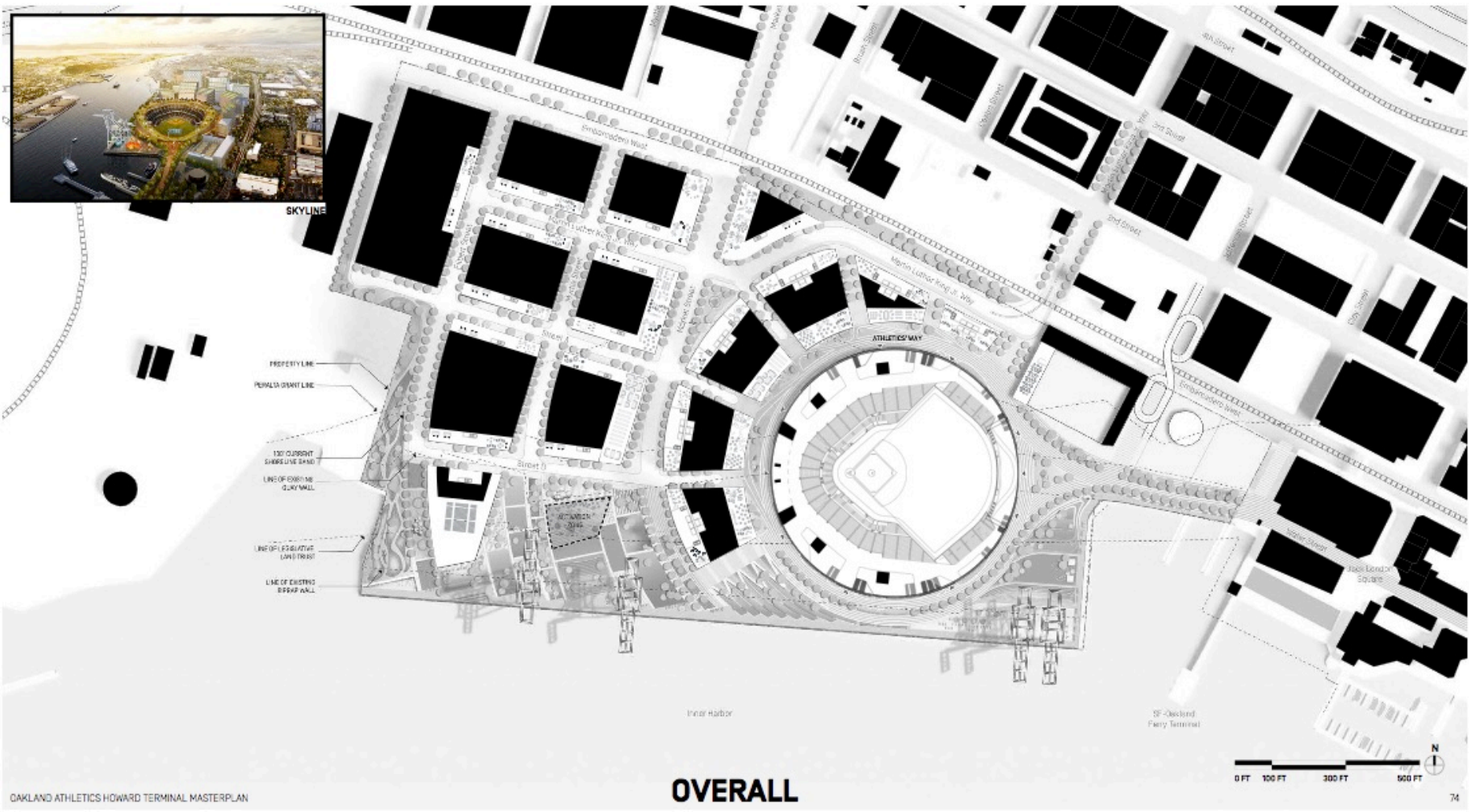
SITE MASTER PLAN



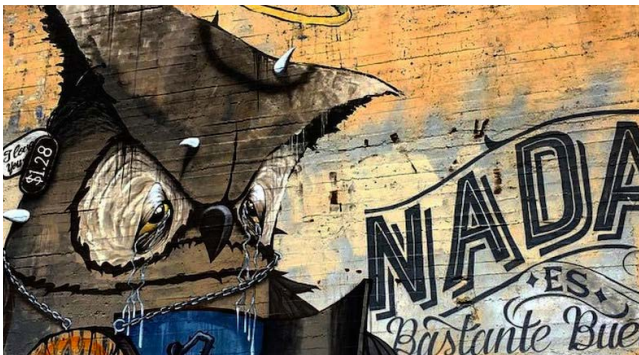
SITE MASTER PLAN – MARITIME RESERVATION



ACTIVATE GROUND FLOOR

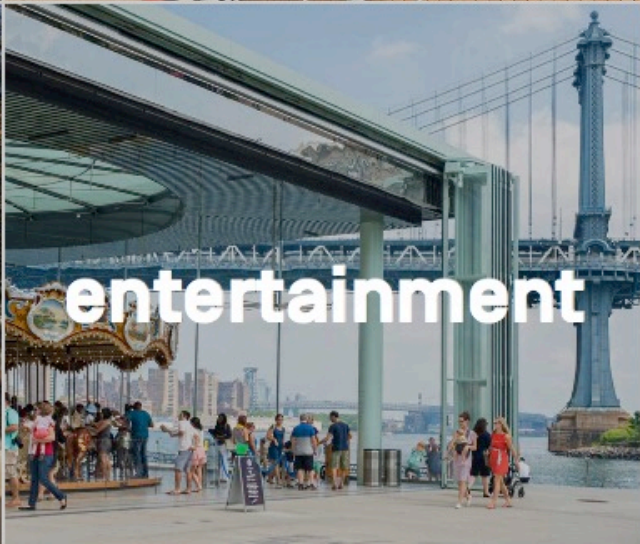


UNIQUELY OAKLAND VIBE



ART, CULTURE & ACTIVATION

PLACEMAKING STRATEGIES



SITE ACCESS

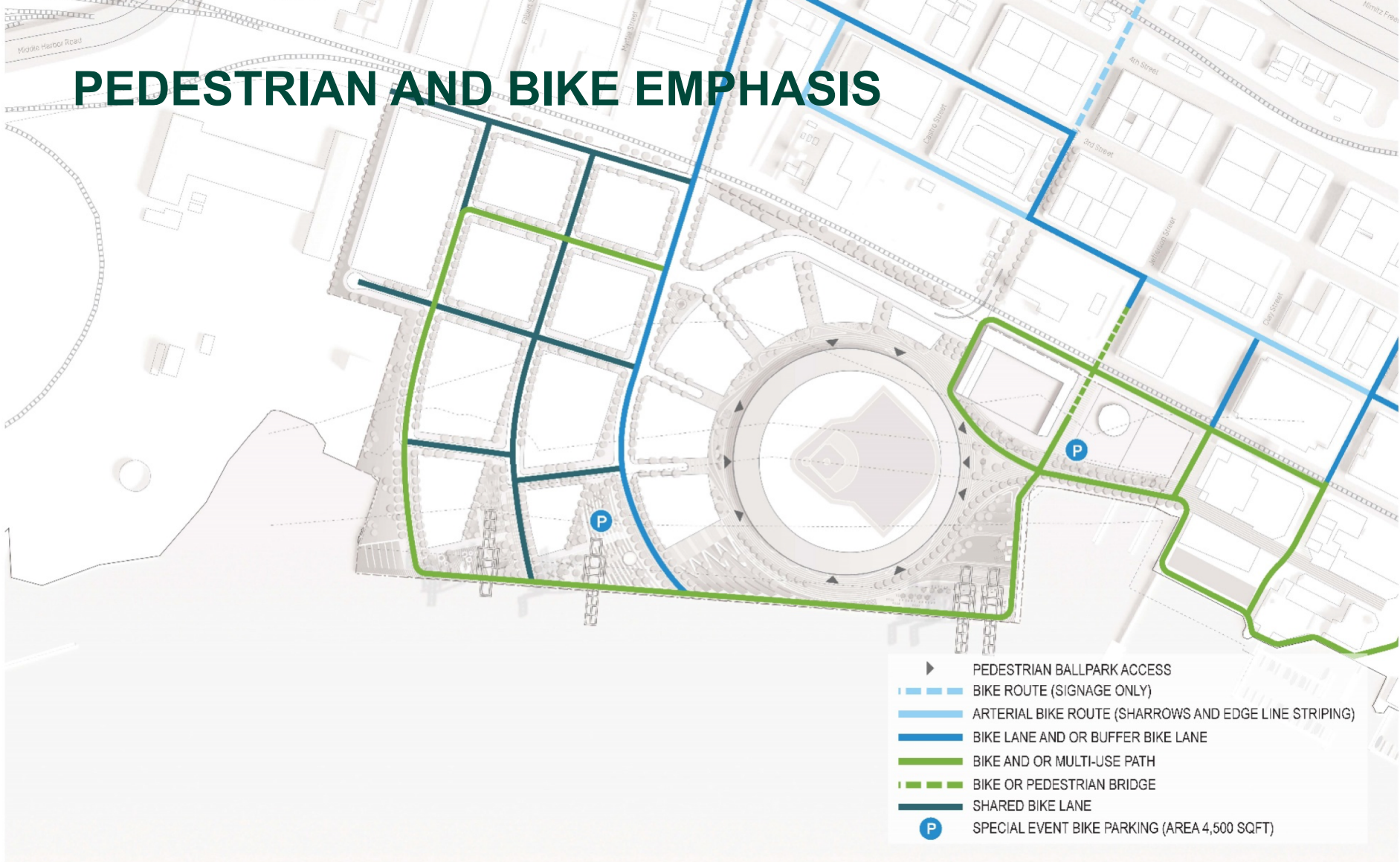


TRANSPORTATION AND ACCESS PLAN

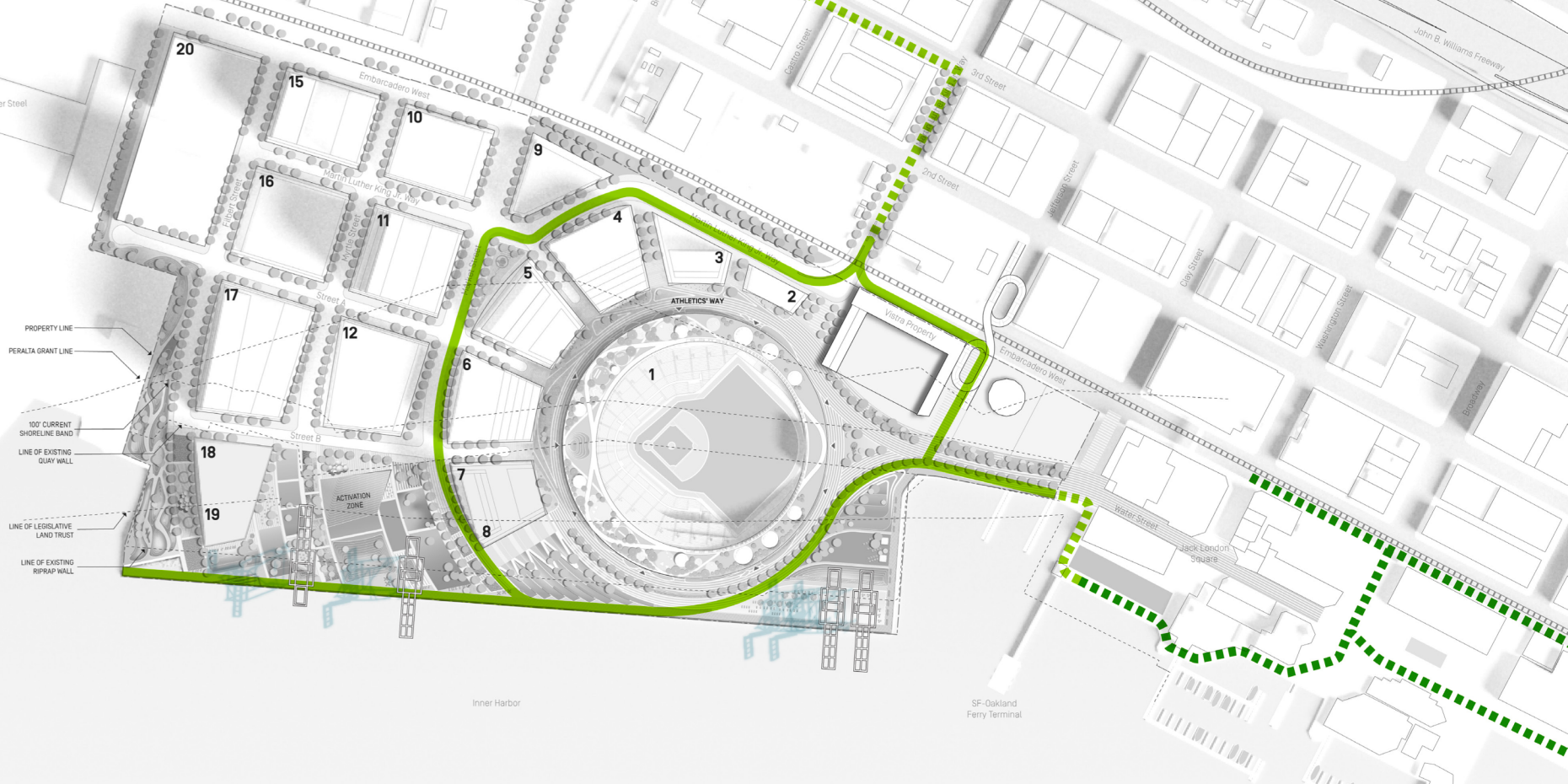
- Manage Traffic Flow
- Protect Neighboring Areas
- Reduce Vehicle Trips/Vehicle Miles Traveled
- Improve Access To and From Site
- Railroad Safety
- Enhance Pedestrian and Bike Experience



PEDESTRIAN AND BIKE EMPHASIS



CONTINUE BAY TRAIL



NEIGHBORHOOD SPACES





OAKLAND ATHLETICS HOWARD TERMINAL MASTERPLAN

OPEN SPACE FRAMEWORK
STOMPER PLAZA (GAMEDAY)

VARIED NEIGHBORHOOD SPACES





OAKLAND ATHLETICS HOWARD TERMINAL MASTERPLAN

OPEN SPACE FRAMEWORK
MARTIN LUTHER KING PLAZA



VARIED NEIGHBORHOOD SPACES





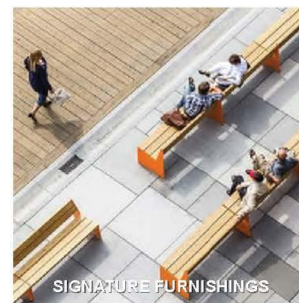
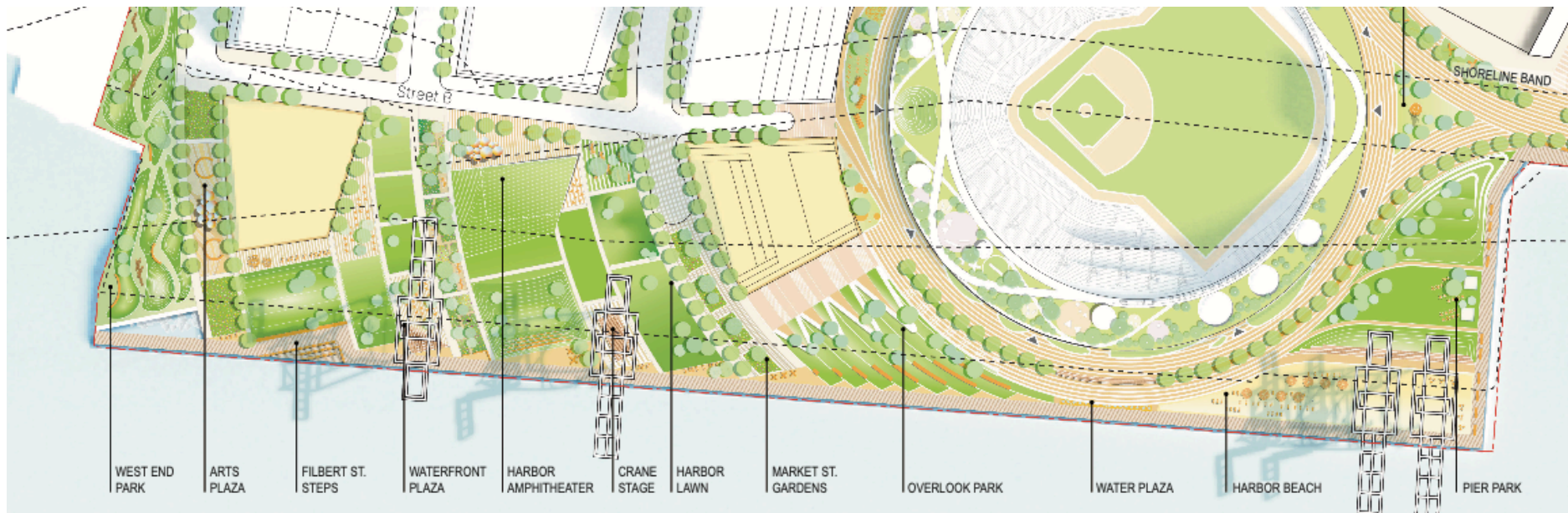
OAKLAND ATHLETICS HOWARD TERMINAL MASTERPLAN

HOWARD TERMINAL
WATERFRONT PROMENADE

EXTENSIVE PUBLIC WATERFRONT



EXTENSIVE PUBLIC WATERFRONT



EXTENSIVE PUBLIC WATERFRONT





APPROACH FROM JLS





APPROACH FROM JLS







DAKLAN ATHLETIC





OAKLAND ATHLETICS HOWARD T. HARRIS ARCHITECTS/STERLING

ATHLETICS WAY
A'S PLAZA

10B







COMMUNITY BENEFITS: PORT AGREEMENT

- Project Labor and Project Peace
- Local Employment, Fair Chance
- Workforce Training
- Living Wages & Benefits
- Local and Small Business
- Environmental Mitigation and Clean Energy
- Open Space
- Sustainable & Healthy Development
- Transportation Management
- Affordable Housing
- Community Monitoring
- ???







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