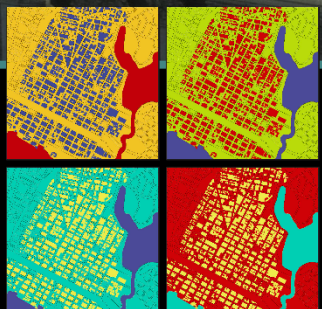


PLAN DOWNTOWN



OAKLAND



welcome: plan downtown

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

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



applying an equity lens

Median household income (In 2014 Inflation Adjusted Dollars)

ACS 2014 (5-Year Estimates)

Show data by:
Tract

Visualization type:
Shaded Area



Census Tract 4030, Alameda County, California

Median household income (In
2014 Inflation Adjusted Dollars)

\$16,469

Census Tract 4033, Alameda County, California

Median household income (In
2014 Inflation Adjusted Dollars)

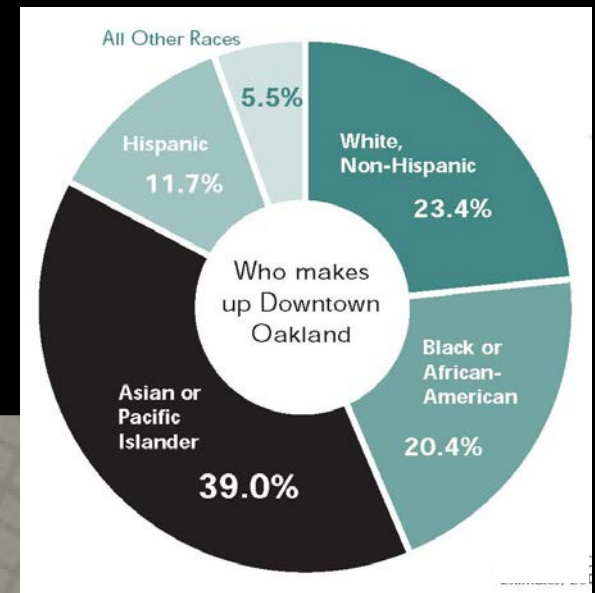
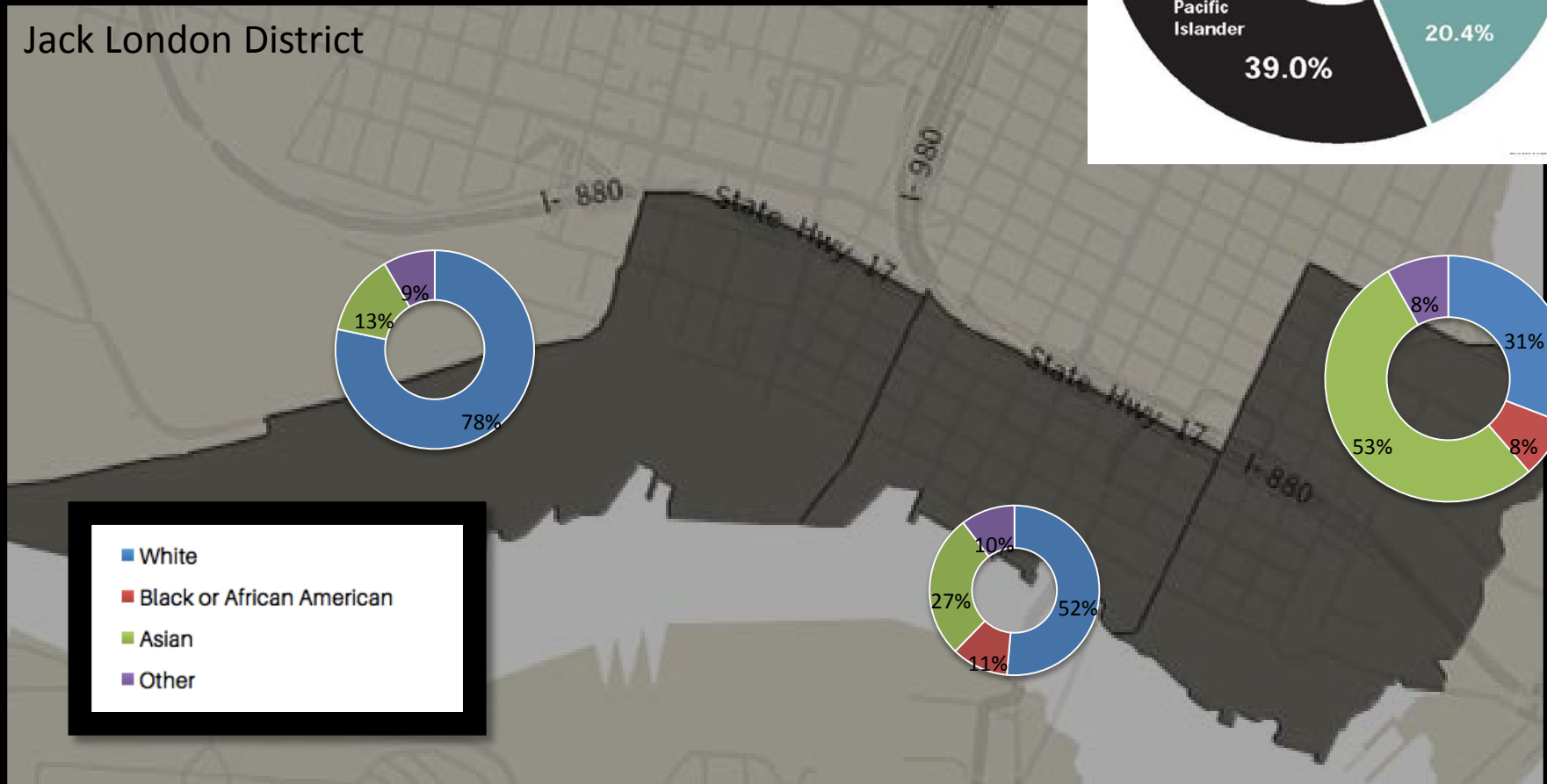
\$60,893

Census Tract 9820, Alameda County, California

Median household income (In
2014 Inflation Adjusted Dollars)

\$145,278

Jack London District



Downtown Oakland Specific Plan

Equity Exercise – Jack London District



Intervention: _____

Who is impacted?

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

Could this contribute to?

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

Who benefits, how?

Who is harmed, how?

What might be some mitigation strategies?

PLAN DOWNTOWN



OAKLAND



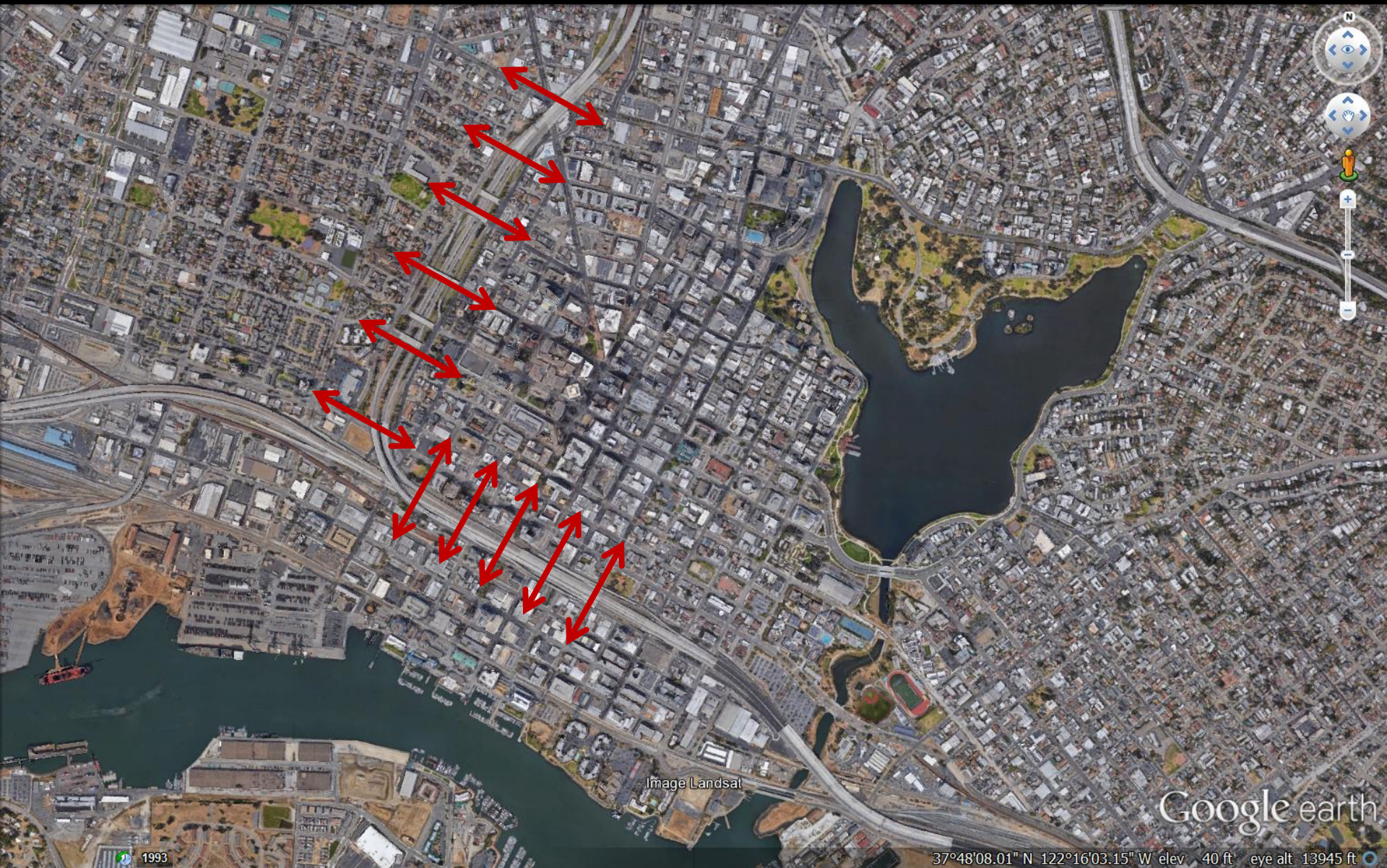
Imagining Downtown in the future...



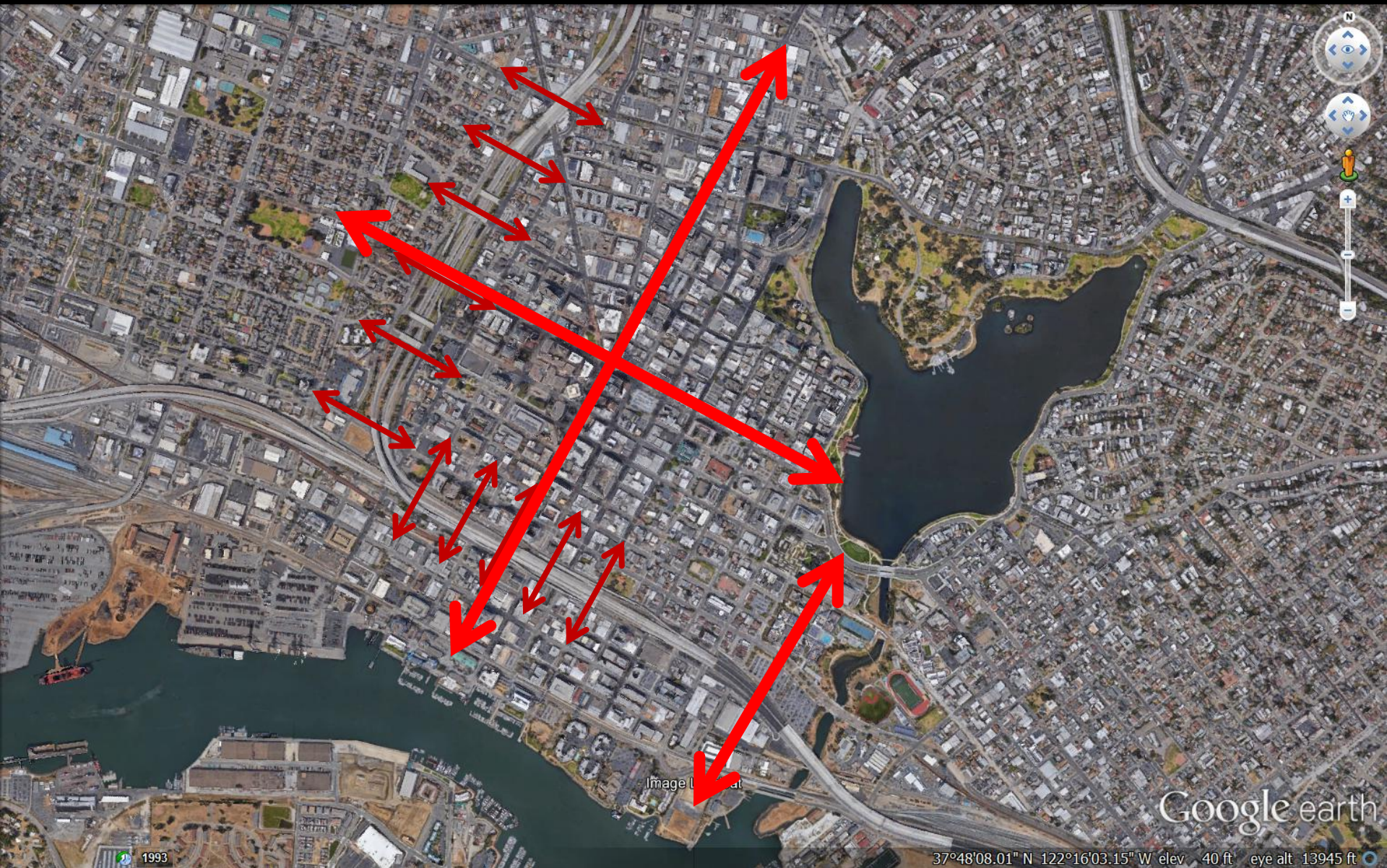
Aerial rendering of existing conditions and Anticipated New Development



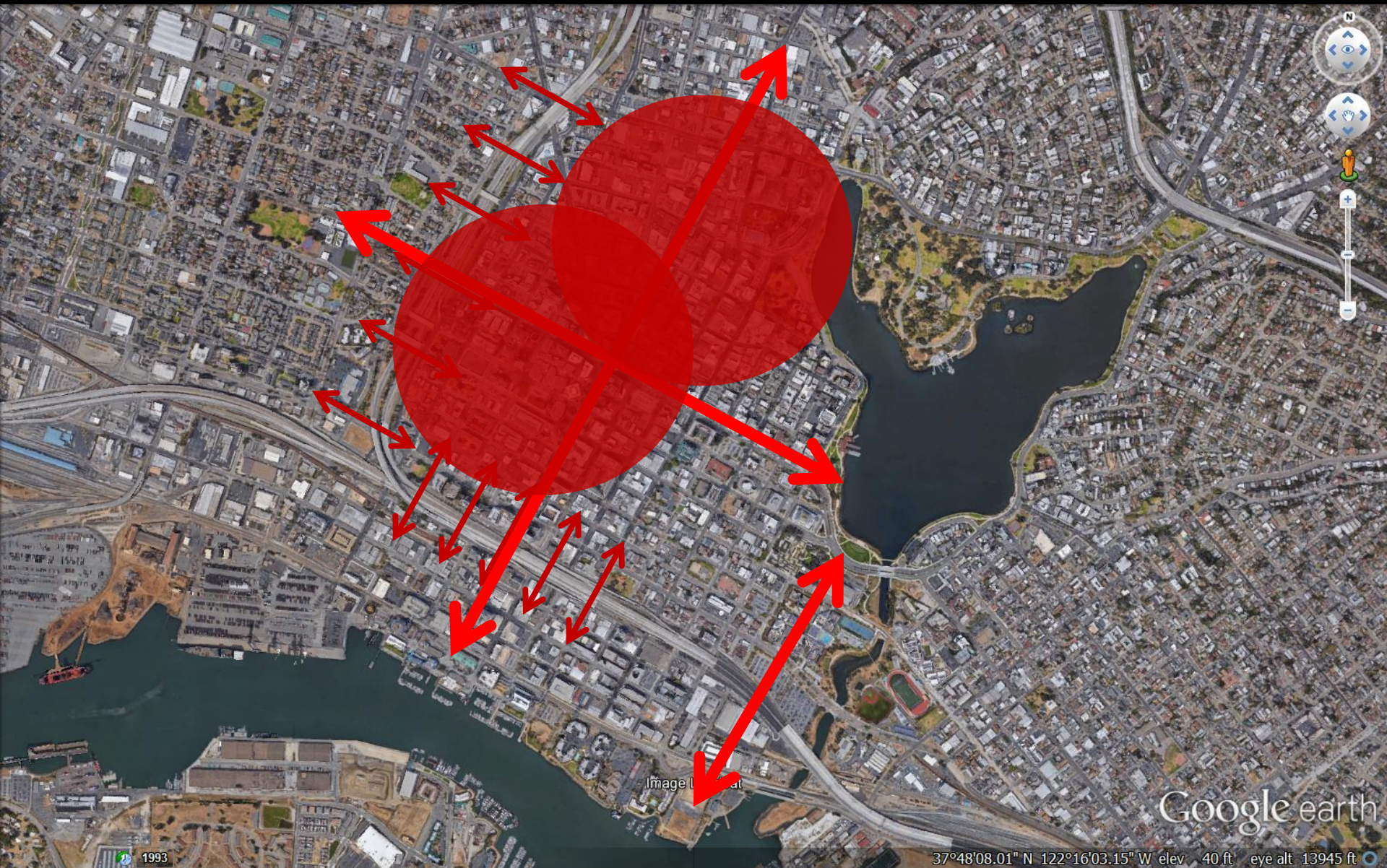
Illustrative Master Plan for Downtown Oakland



Big ideas: Connectivity



Big ideas: Access



Big ideas: Downtown as a center of employment



Google earth

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

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

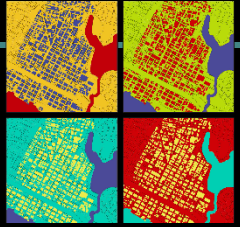
An aerial view of a city, likely San Francisco, with a large red circle overlaid on a blue-shaded urban area. Red arrows point outwards from the circle, indicating growth or development. The text "Development without displacement" is centered over the image.

Development without displacement

Google earth

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

Big ideas: Development without displacement



key topics – Jack London (east)

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



Jack London District (east of Broadway)



Oakland Aerial View 2

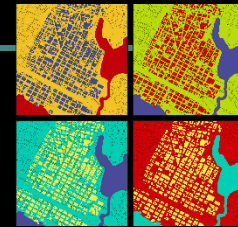
Google earth

1993

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



Land Use

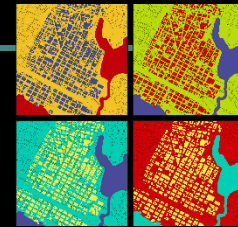


Issue:

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



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



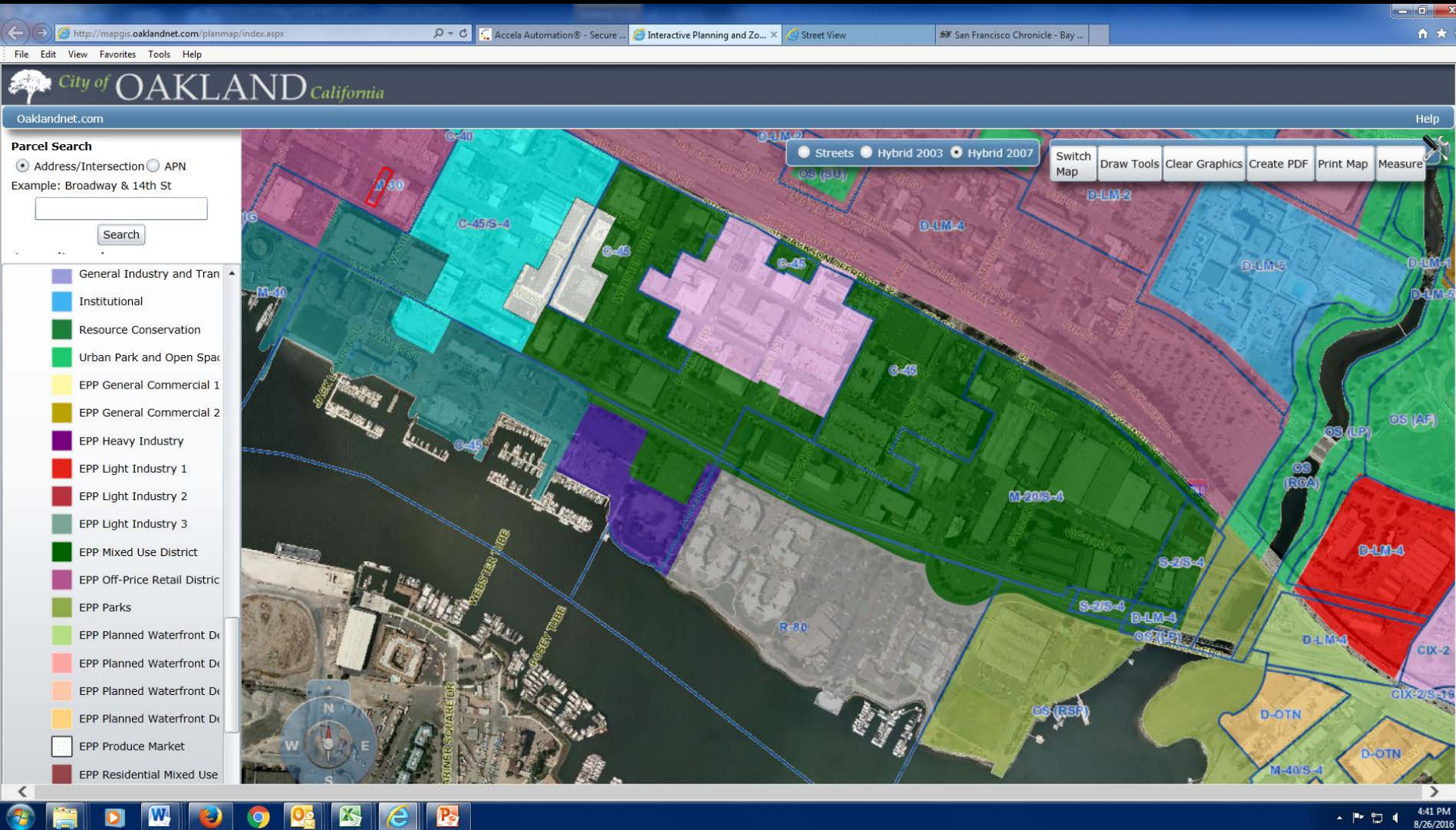
As a consequence, some uses may be consistent with Zoning but inconsistent with the General Plan; or consistent with the General Plan but inconsistent with Zoning.

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



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

Estuary Policy Plan and Zoning East of Broadway



[illegible]



starter ideas...



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

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



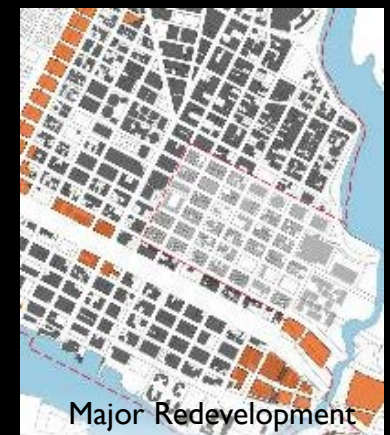
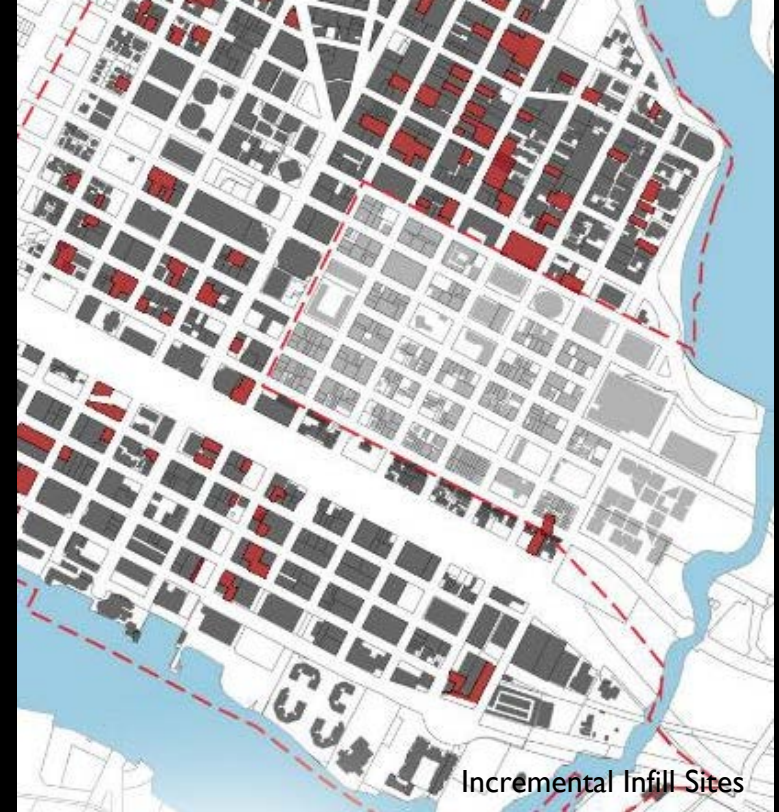




AMERICAN BAG CO.
BAGS - BURLAP
AND TWINE

299
THIRD
STREET

WAREHOUSE



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



Illustrative Plan for Jack London District



Illustrative Plan, enhanced connections near Laney College

| JACK LONDON DISTRICT: Plan Alternative #1 | JACK LONDON | HOWARD TERMINAL |
|---|-------------|-----------------|
| TOTAL NEW UNITS | 1,219 UNITS | -- |
| TOTAL NEW LIGHT INDUSTRIAL/RETAIL/HOTEL/SERVICES - SQUARE FEET | 320,524 SF | 509,884 SF |
| TOTAL NEW OFFICE OR WORK-LIVE SPACE - SQUARE FEET | 68,000 SF | 571,129 SF |
| TOTAL NEW PARKING AREA - SQUARE FEET | 61,575 SF | 49,465 SF |
| *Note: only limited categories of retail, office, industrial are considered Tidelands Trust consistent. | | |

| JACK LONDON DISTRICT: Plan Alternative #2 | JACK LONDON | HOWARD TERMINAL |
|---|-------------|-----------------|
| TOTAL NEW UNITS | 1,219 UNITS | 578 UNITS |
| TOTAL NEW LIGHT INDUSTRIAL/RETAIL/HOTEL/SERVICES - SQUARE FEET | 320,524 SF | 228,329 SF |
| TOTAL NEW OFFICE OR WORK-LIVE SPACE - SQUARE FEET | 68,000 SF | 582,679 SF |
| TOTAL NEW PARKING AREA - SQUARE FEET | 61,575 SF | 49,465 SF |
| *Note: only limited categories of retail, office, industrial are considered Tidelands Trust consistent. | | |

| JACK LONDON DISTRICT: Plan Alternative #3 | JACK LONDON | HOWARD TERMINAL |
|---|--------------|-----------------|
| TOTAL NEW UNITS | 2,347 UNITS | 895 UNITS |
| TOTAL NEW LIGHT INDUSTRIAL/RETAIL/HOTEL/SERVICES - SQUARE FEET | 610,049 SF | 347,749 SF |
| TOTAL NEW OFFICE OR WORK-LIVE SPACE - SQUARE FEET | 1,075,800 SF | 900,995 SF |
| TOTAL NEW PARKING AREA - SQUARE FEET | 186,900 SF | 42,099 SF |
| *Note: only limited categories of retail, office, industrial are considered Tidelands Trust consistent. | | |

Alternatives illustrate a range of uses



comments received...

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

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



potential resolutions (timed discussion)



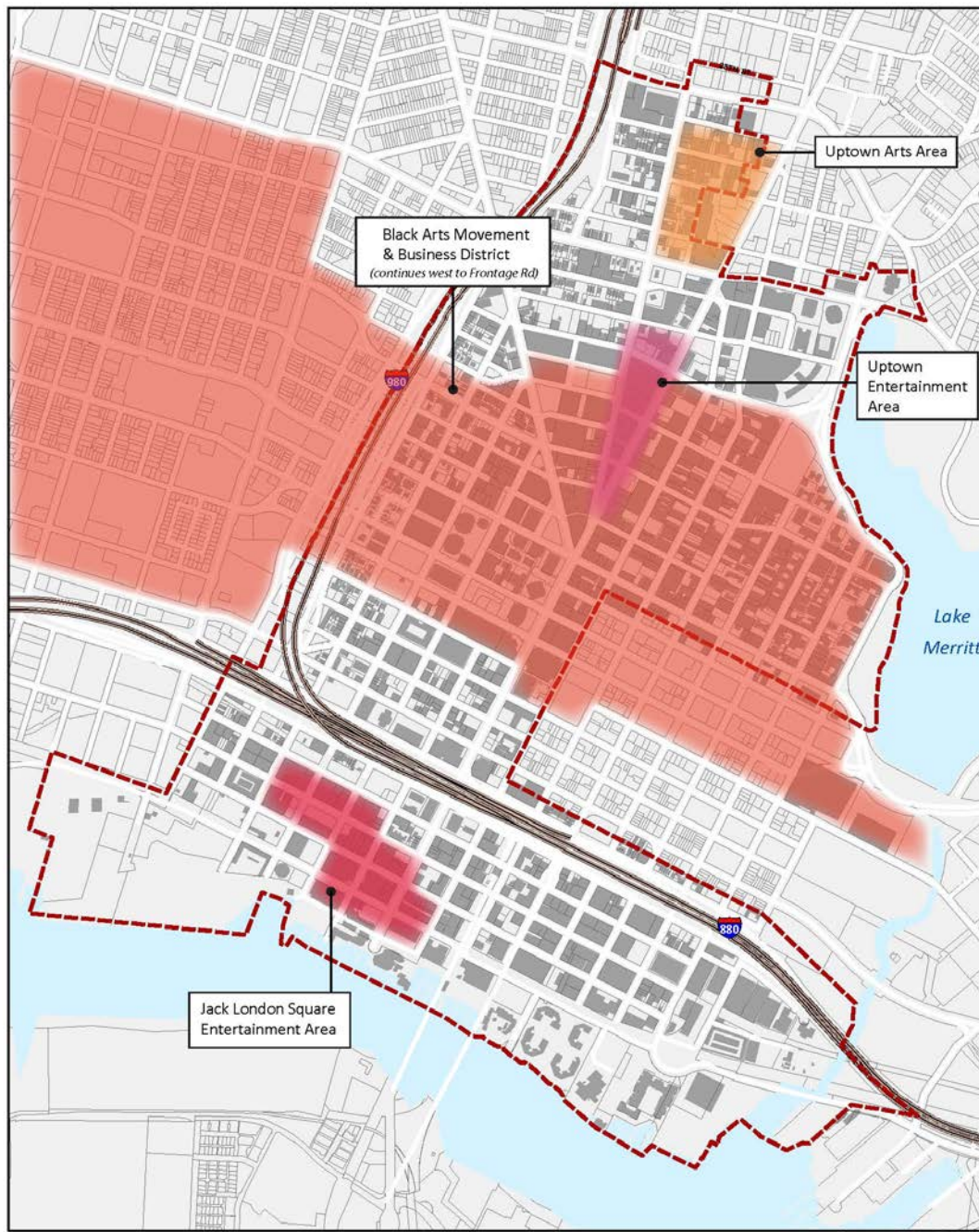
Light industrial Downtown: Portland, Oregon



Arts, Culture and Entertainment Areas

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

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



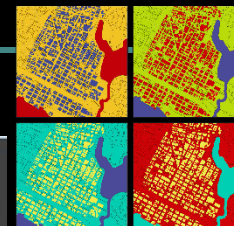
Planning and Building Department



Arts and Entertainment

0 500 1,000 Feet





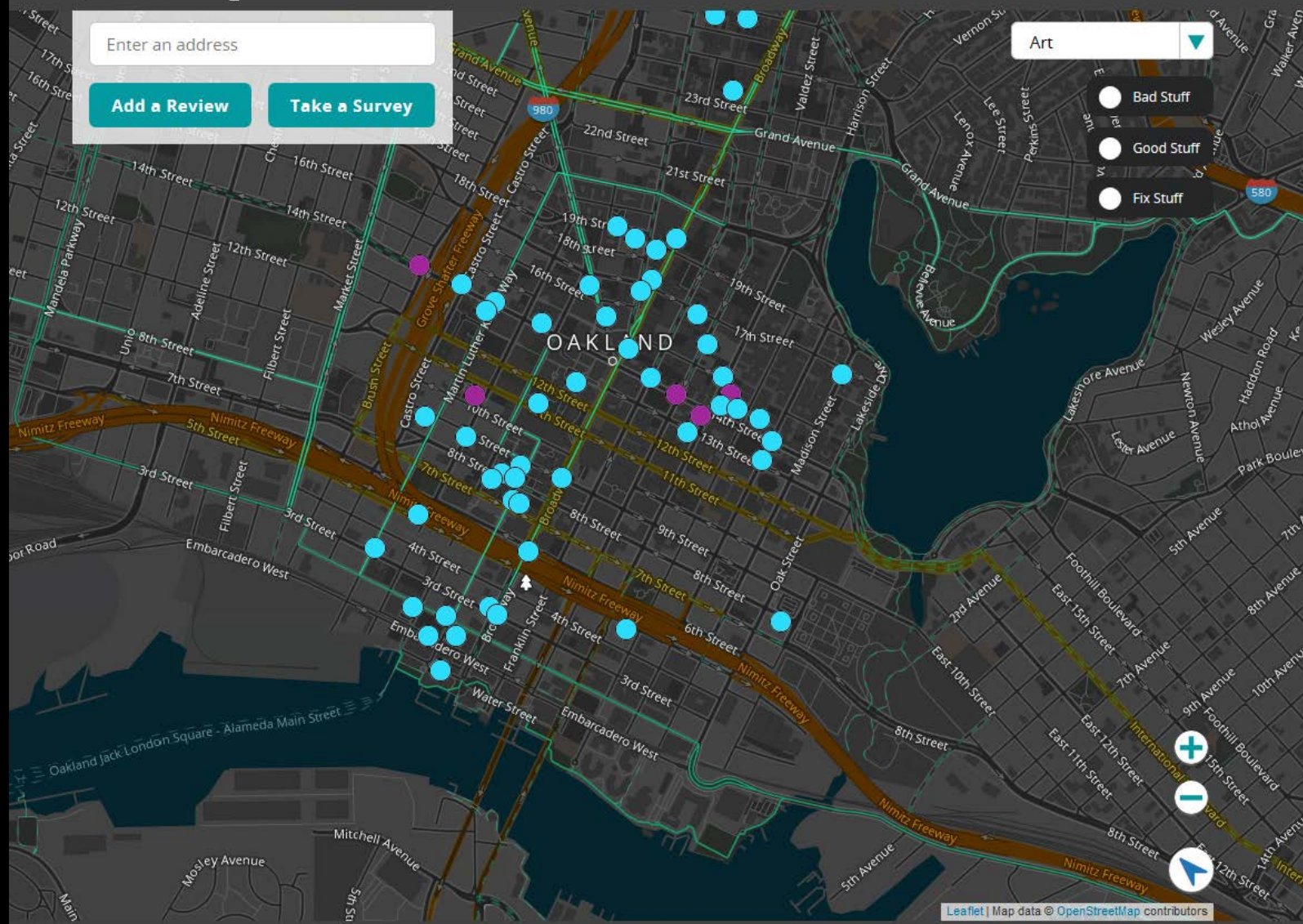
Enter an address

Add a Review

Take a Survey

Art

- ☐ Bad Stuff
- ☐ Good Stuff
- ☐ Fix Stuff





Produce Market

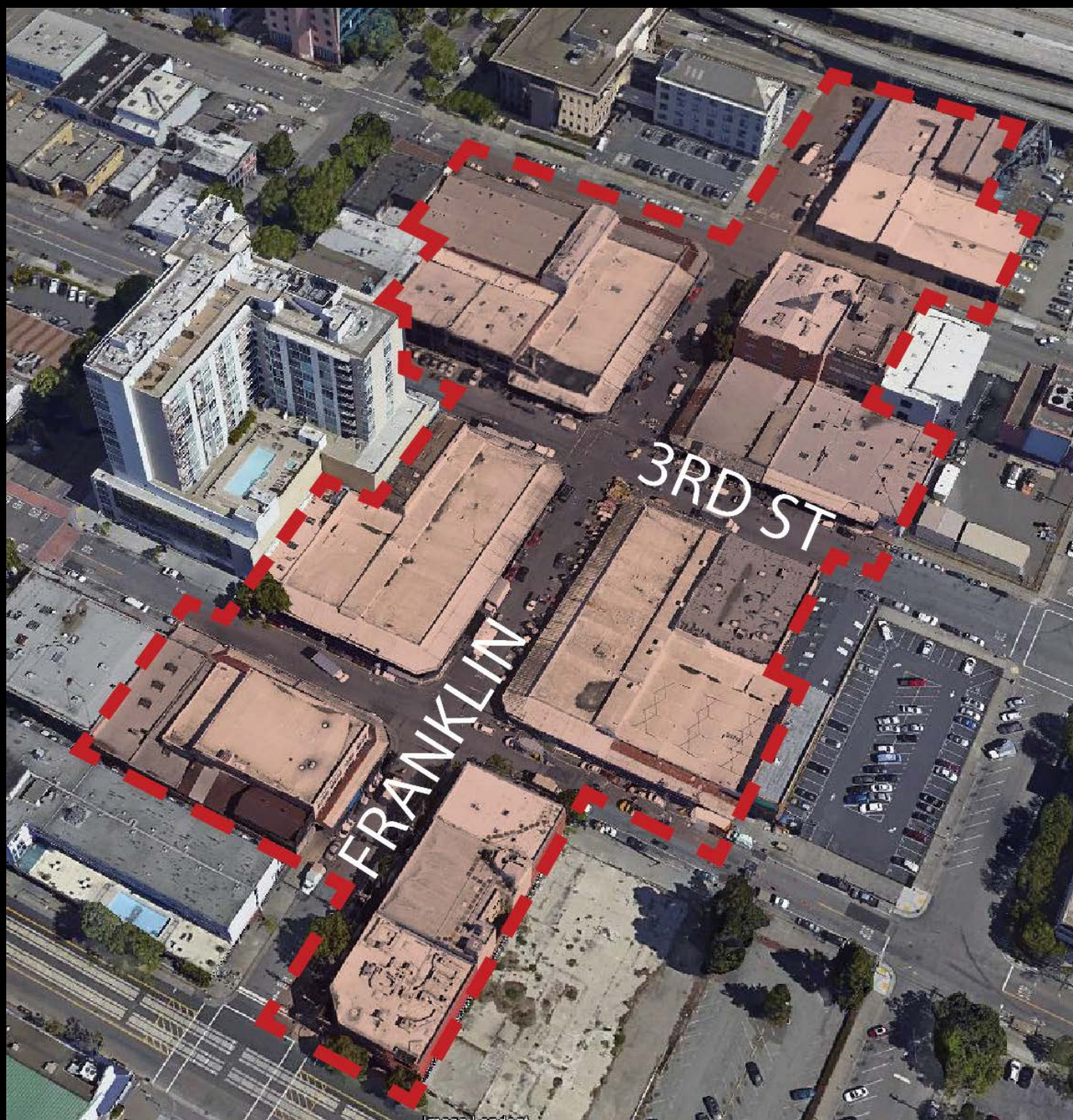


starter ideas...



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

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



PRODUCE
X 893-8997
STREET

WKB
BIBB

Ben's

VEGETABLES



FARMERS PRODUCE

380 3RD ST. | 510.444.6305

VEGETABLES







comments received...

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

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



potential resolutions (timed discussion)



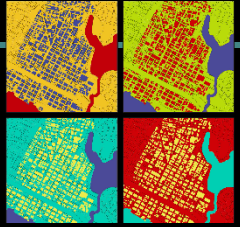
Pike Place Market, Seattle, WA



Pike Place Market, Seattle, WA



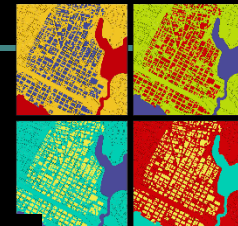
New Orleans, LA



Urban Form, Growth & Height



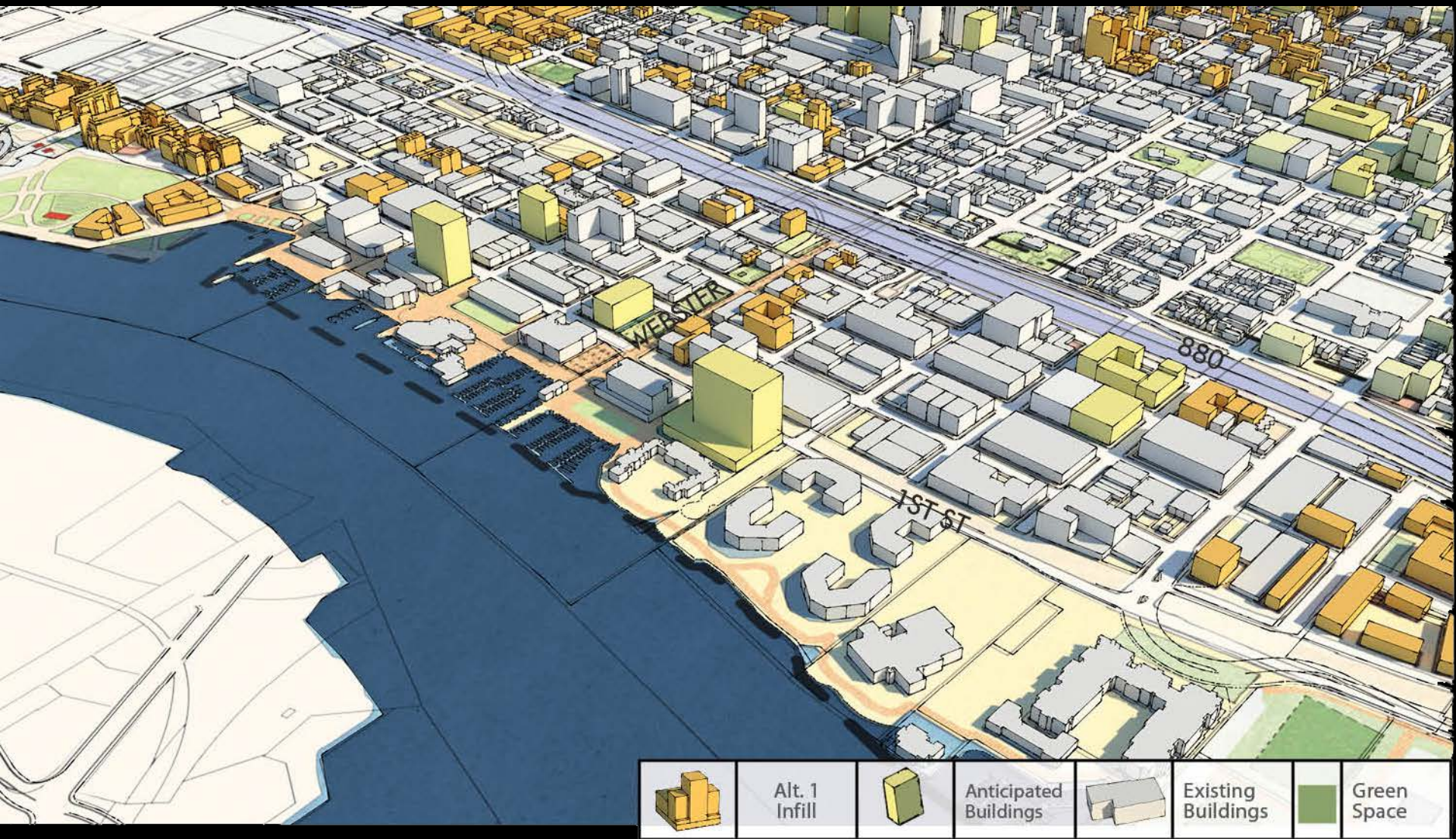
starter ideas...



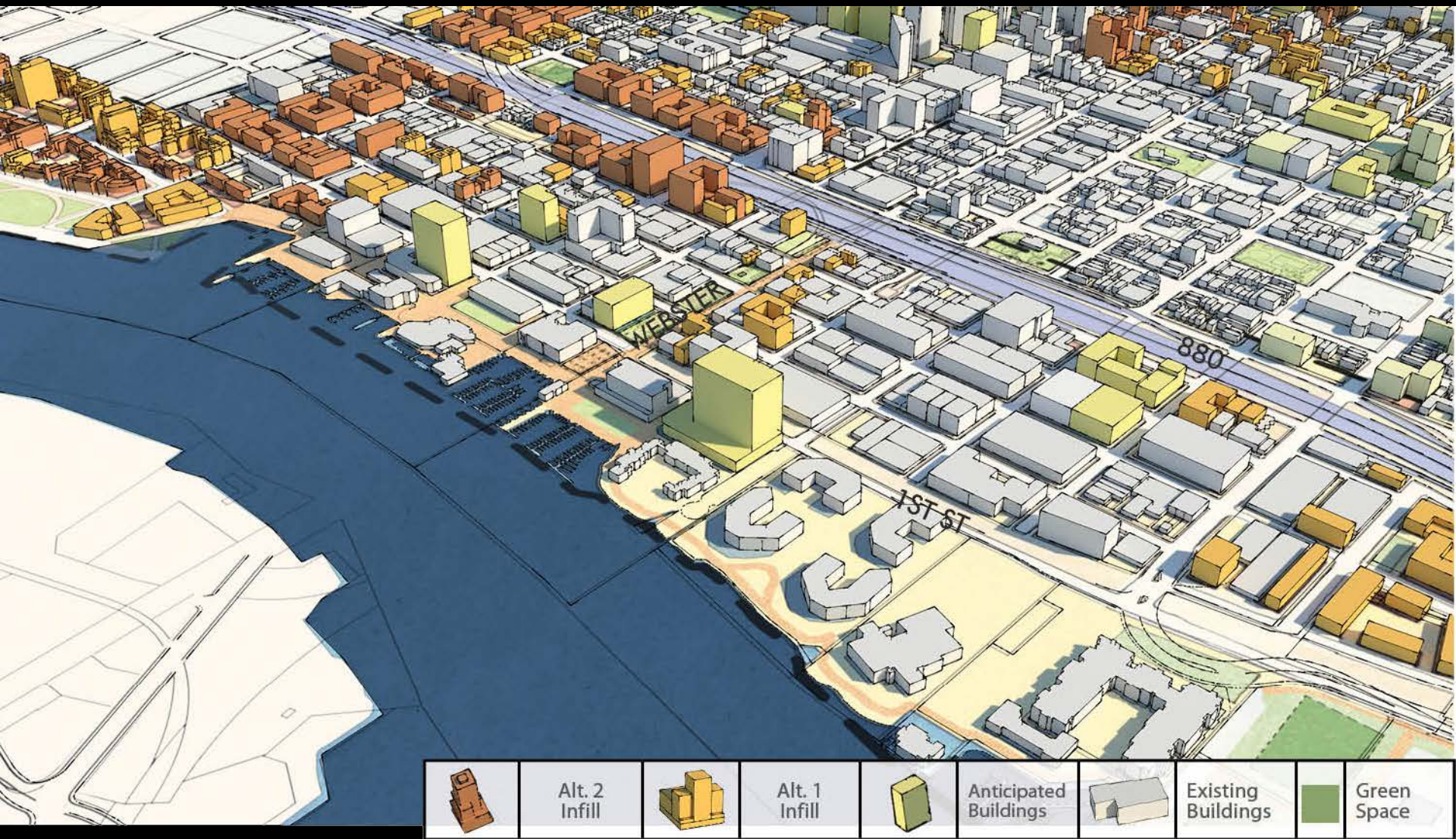
Weigh the current vision, market projection and the current ABAG projection for housing and employment which results in growth in all of Downtown.

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

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



Jack London District, Plan Alternative #1



Jack London District, Plan Alternative #2



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

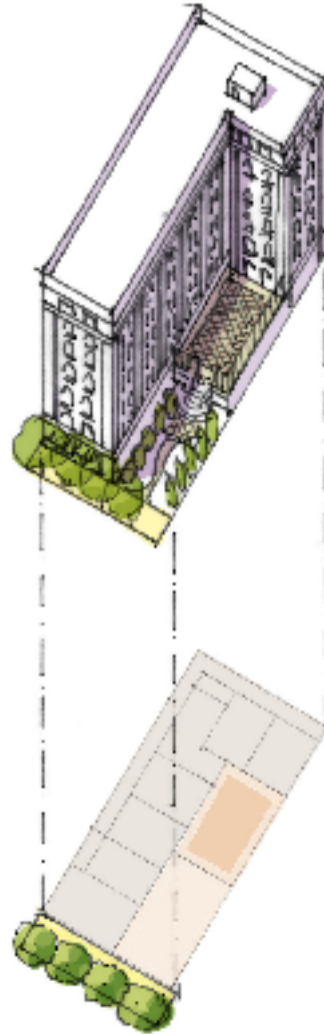
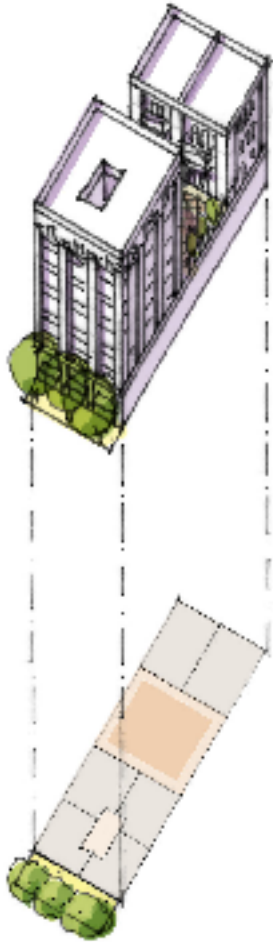


Lake Merritt Channel with future Lake Merritt Channel to Bay Trail Improvements



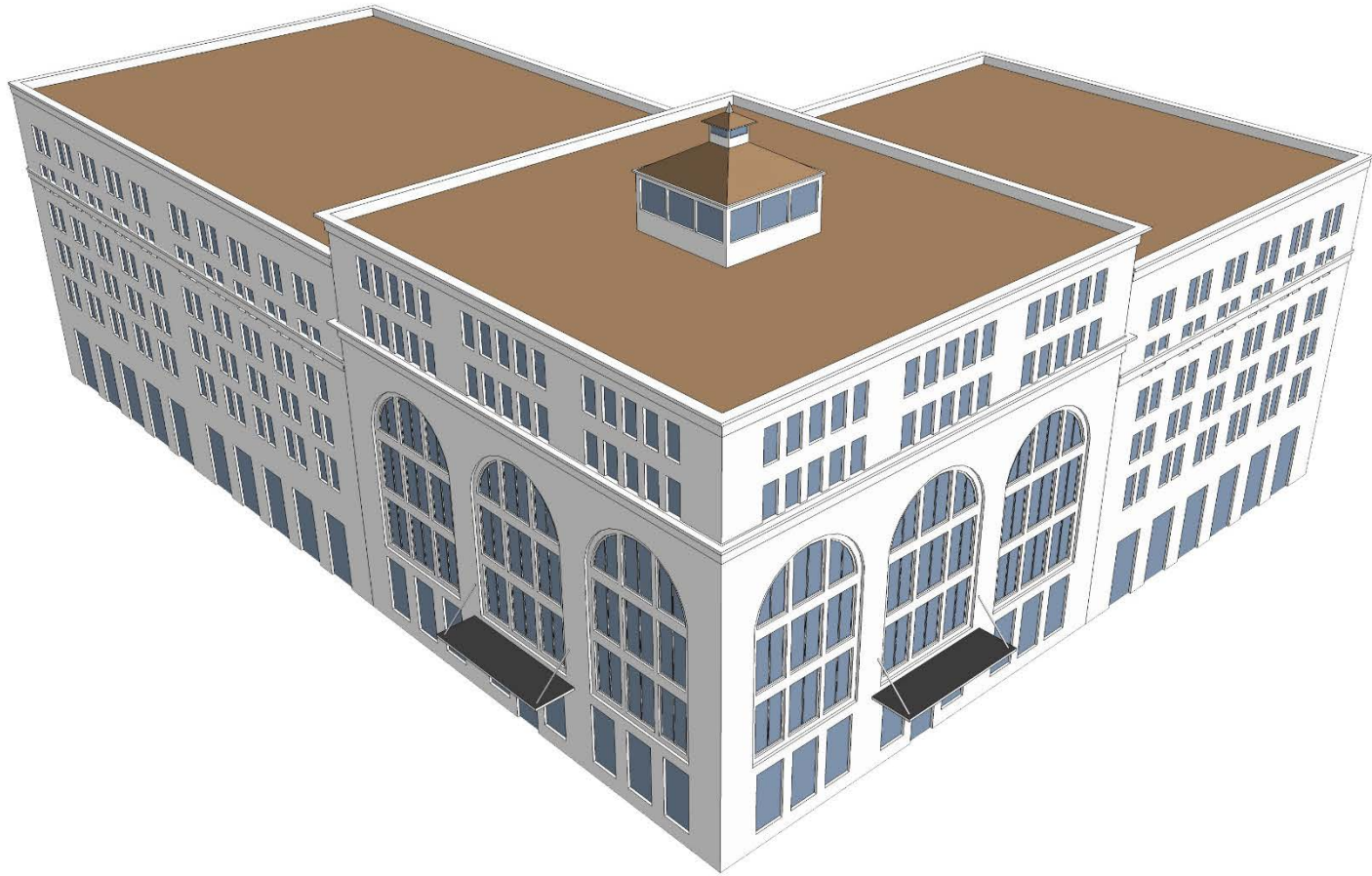
Example: San Antonio River Walk

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



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

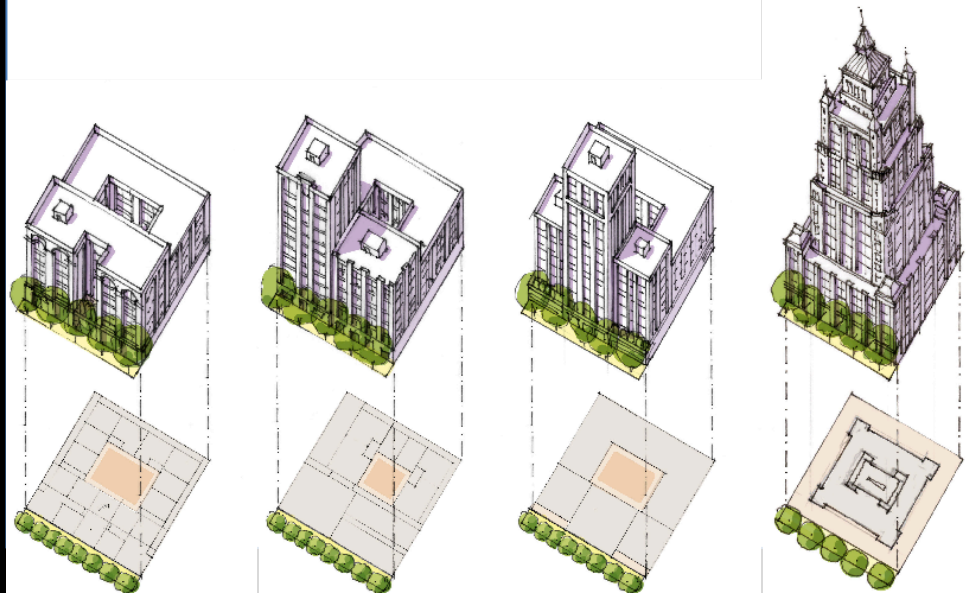
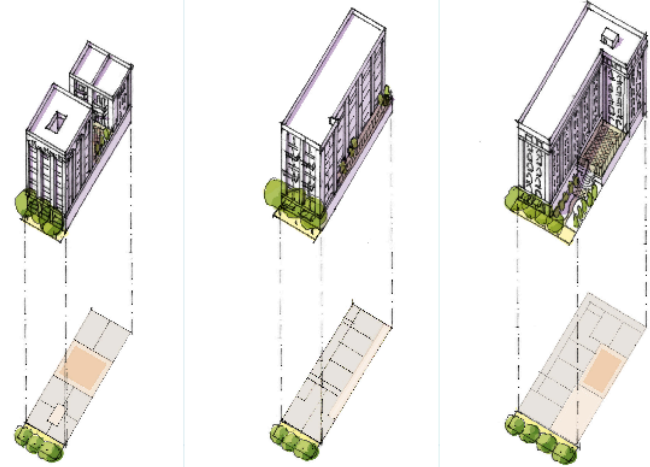
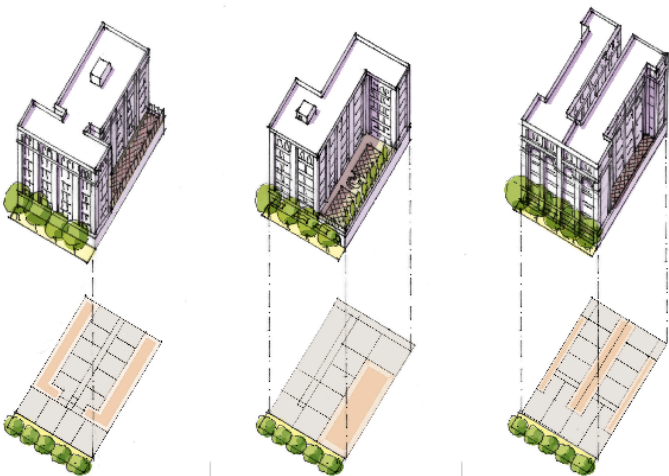
A variety of building types



A variety of building types

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

DRAFT





ABAG: 12,300 new households 2015-2040

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



ABAG: 31,240 new jobs 2015-2040

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

Sea Level Rise

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

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

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

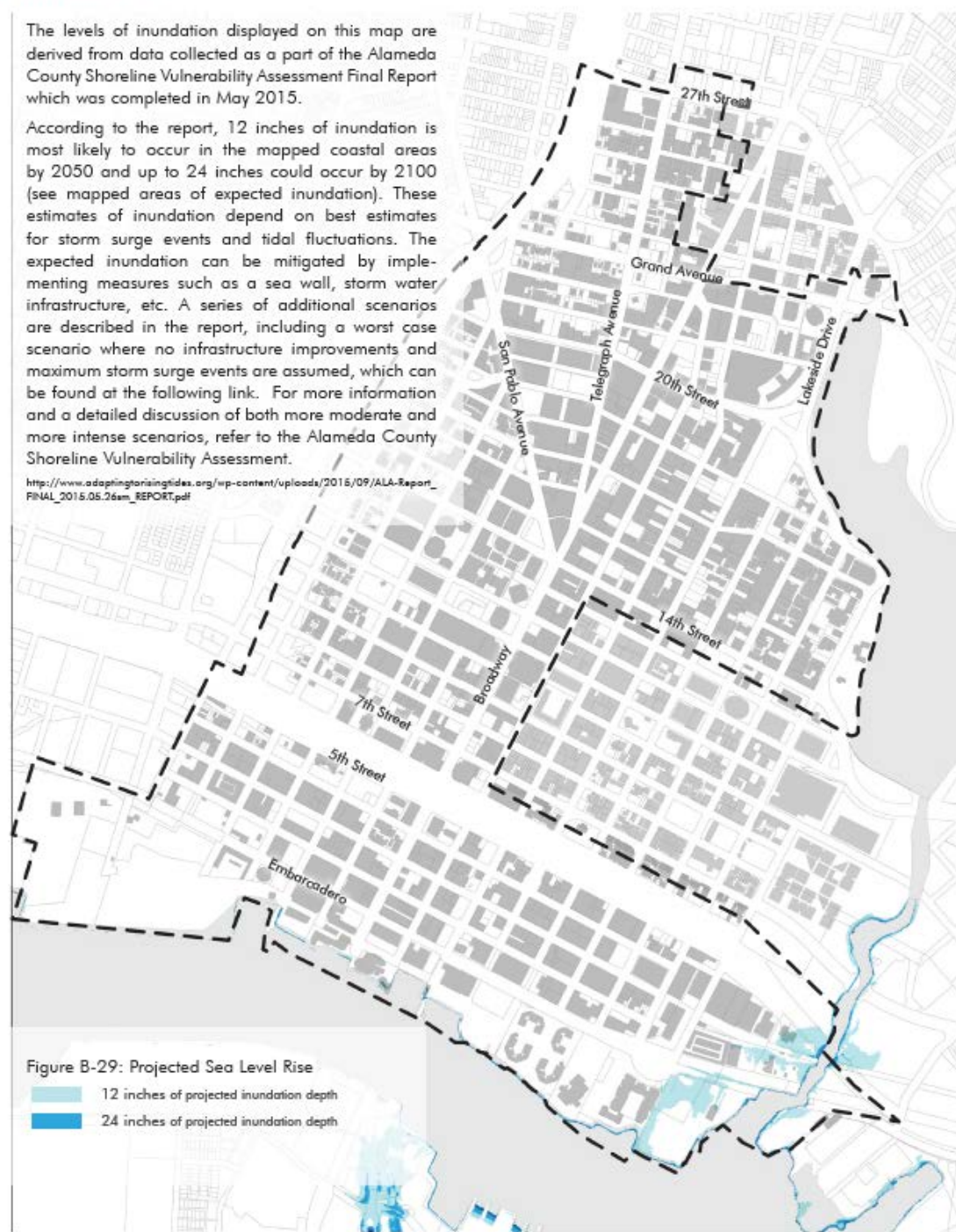
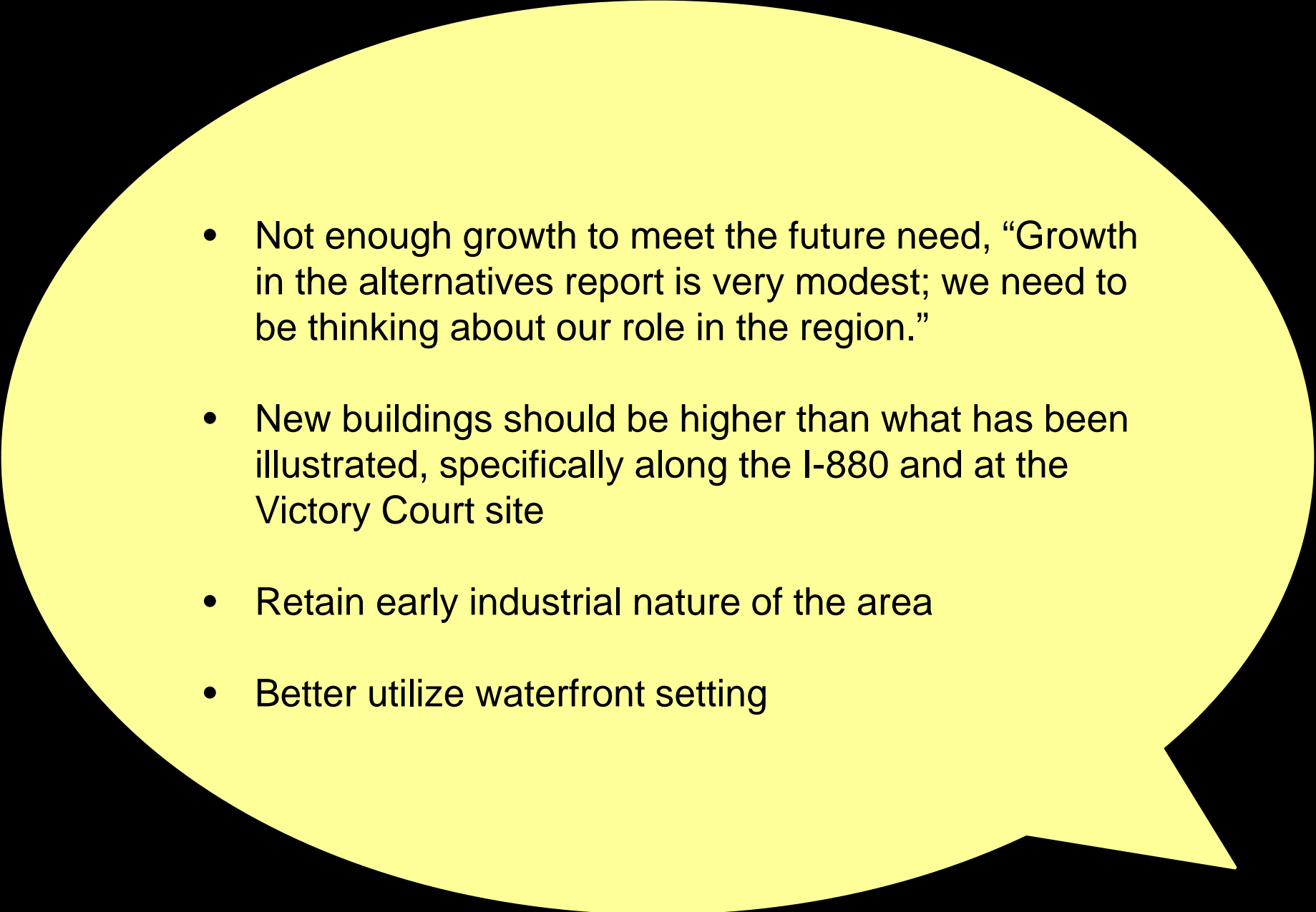


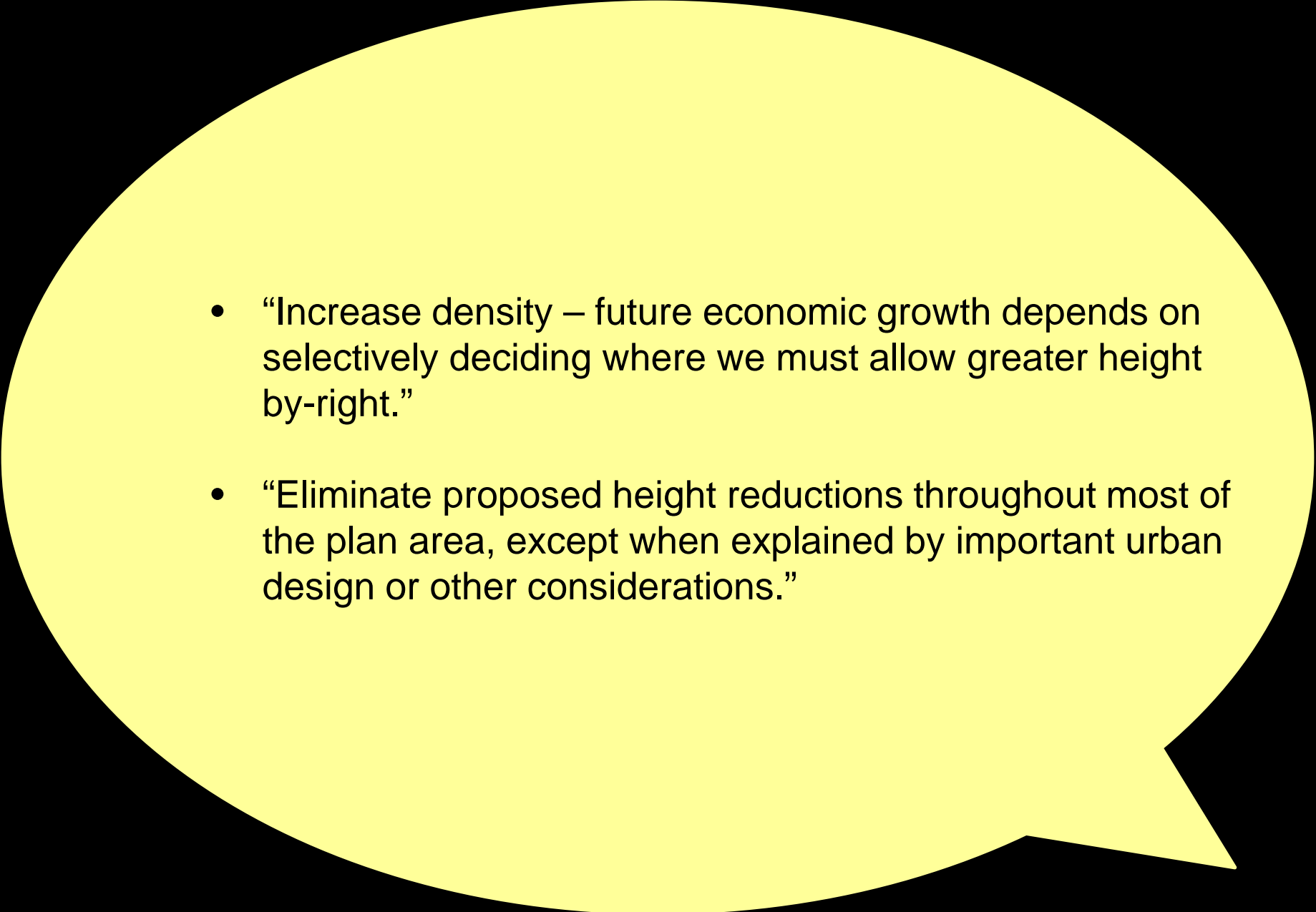
Figure B-29: Projected Sea Level Rise

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



comments received...

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

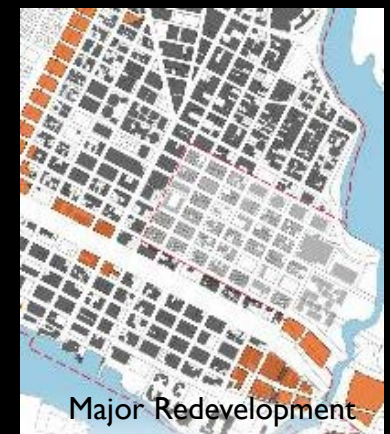
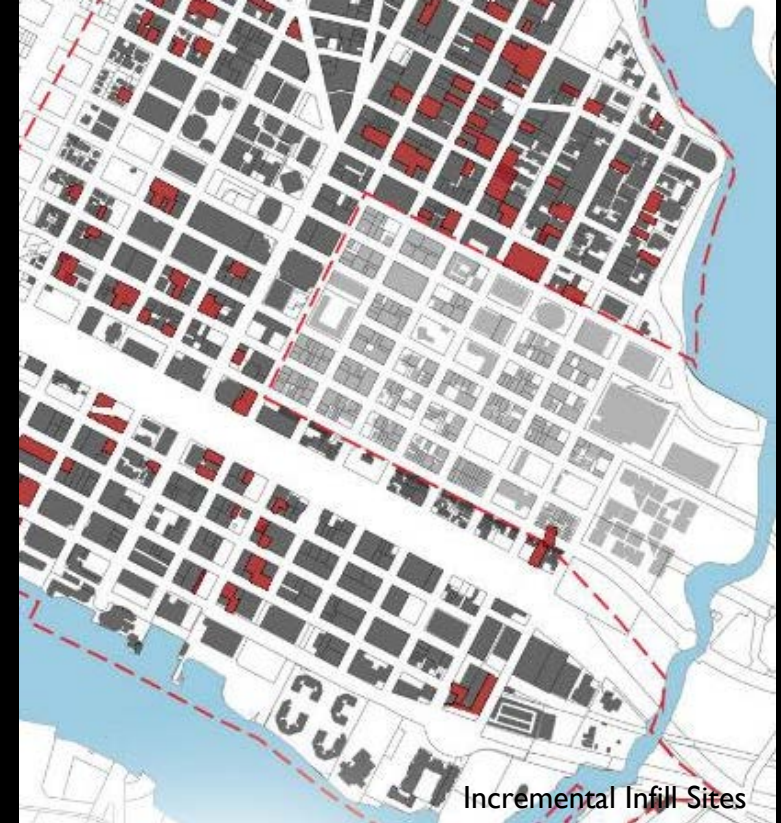
- 
- “Increase density – future economic growth depends on selectively deciding where we must allow greater height by-right.”
 - “Eliminate proposed height reductions throughout most of the plan area, except when explained by important urban design or other considerations.”



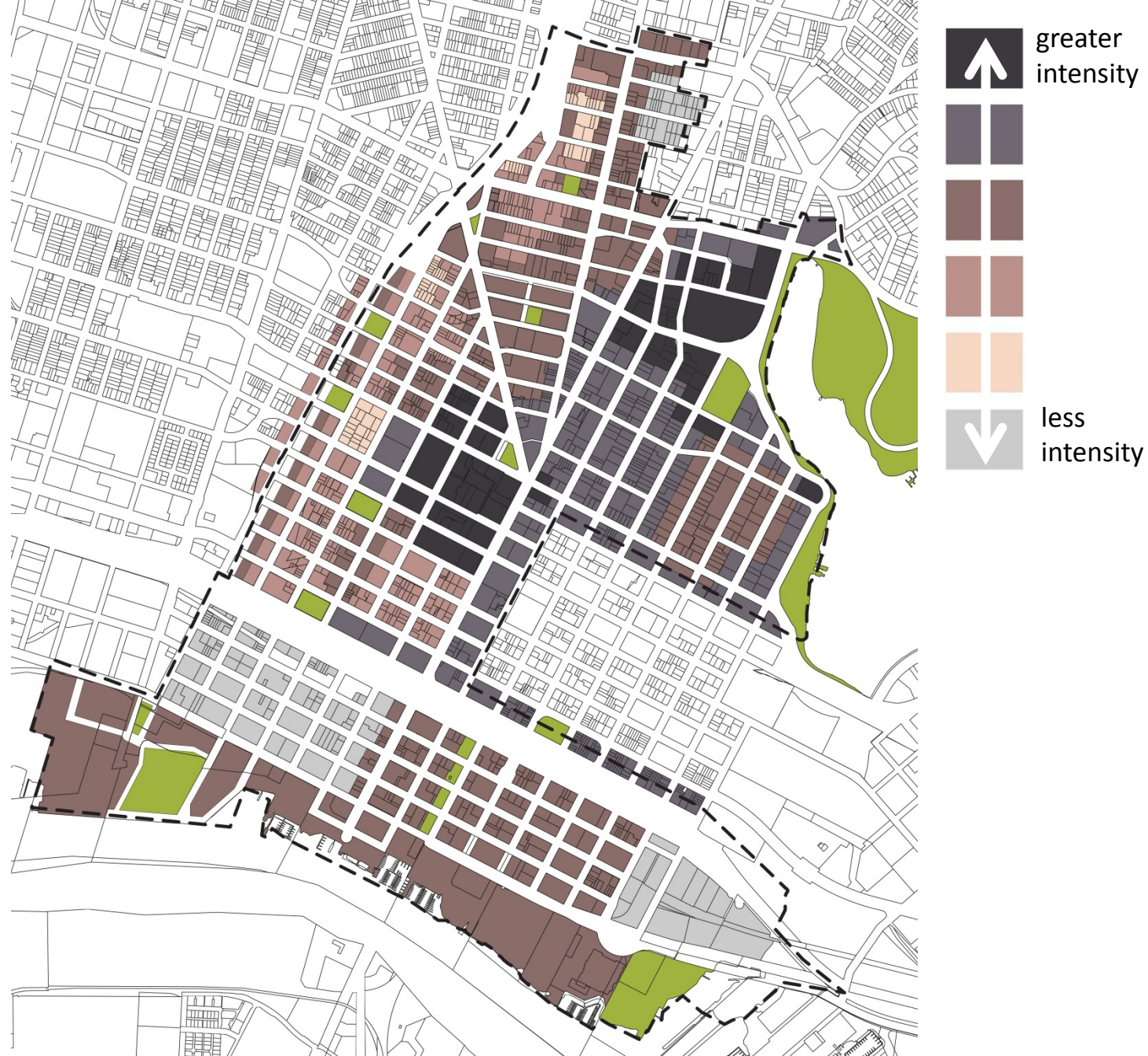
potential resolutions (timed discussion)



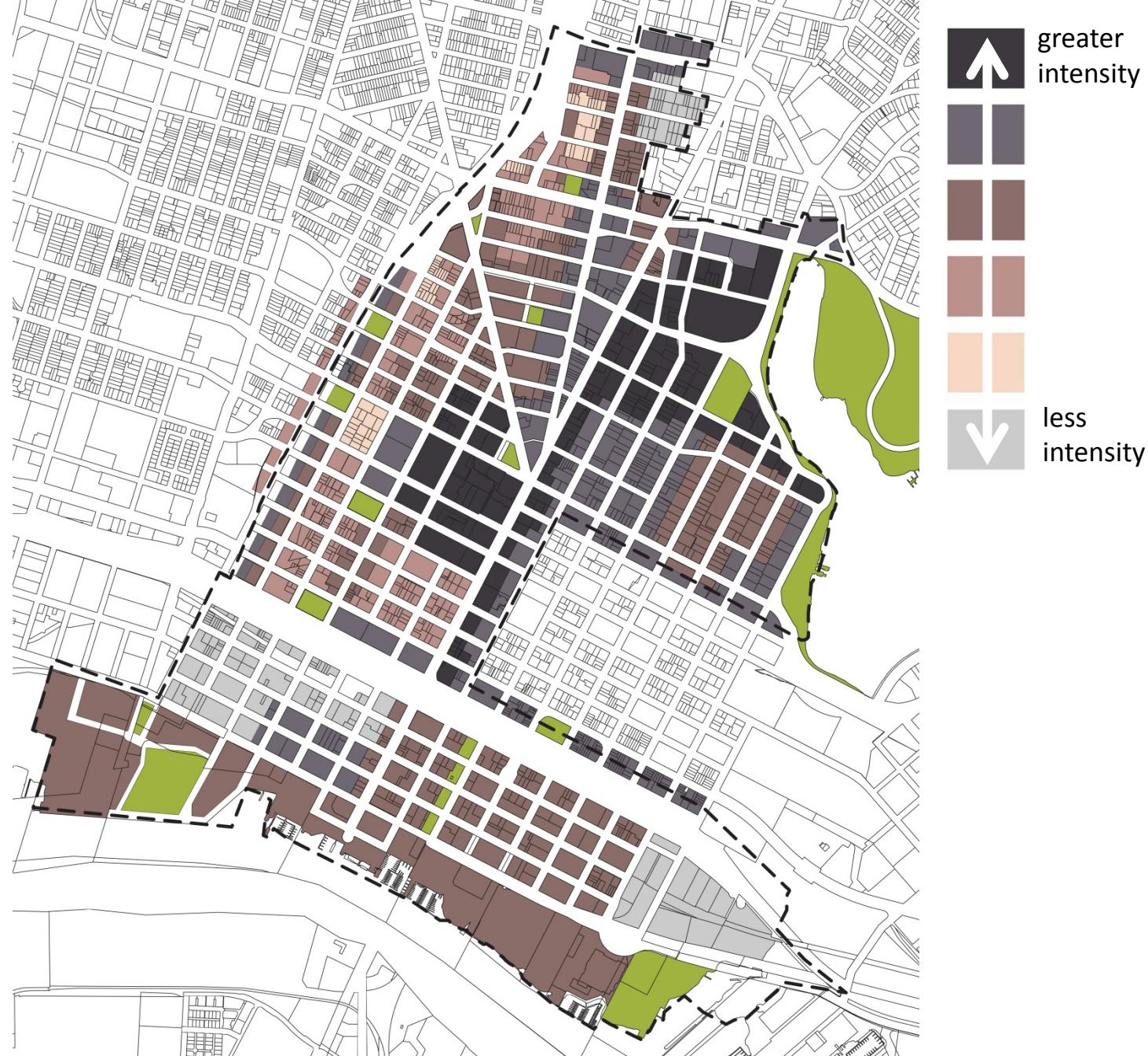
Balance: character of district, building height and accommodation of growth



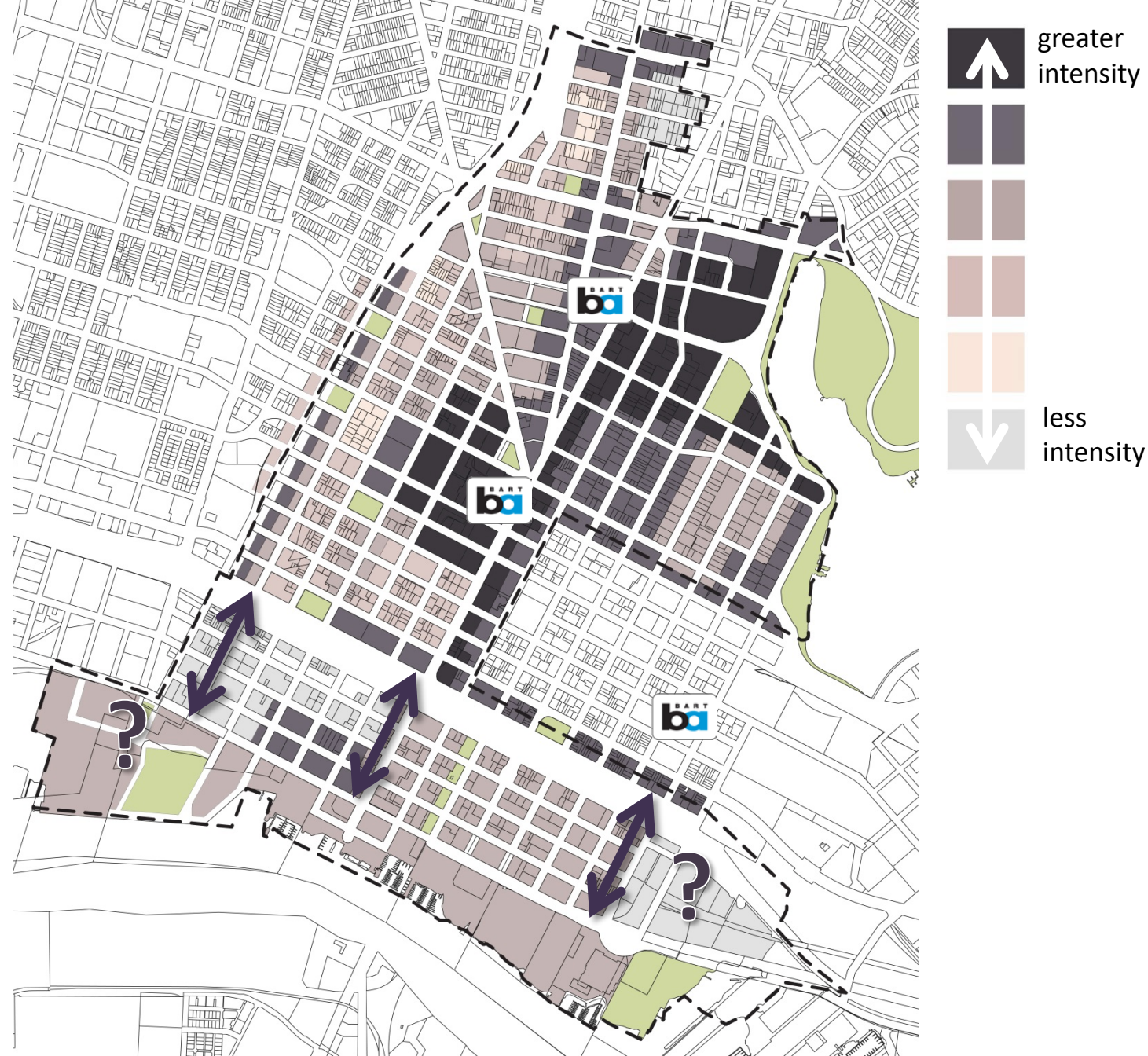
opportunity sites (anticipated development, infill, underutilized and redevelopment sites)



charrette intensity diagram



charrette intensity diagram (greater intensity)





Google

© 2016 Google

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



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



Google

© 2016 Google

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



What should heights be along I-880?



Access & Connectivity

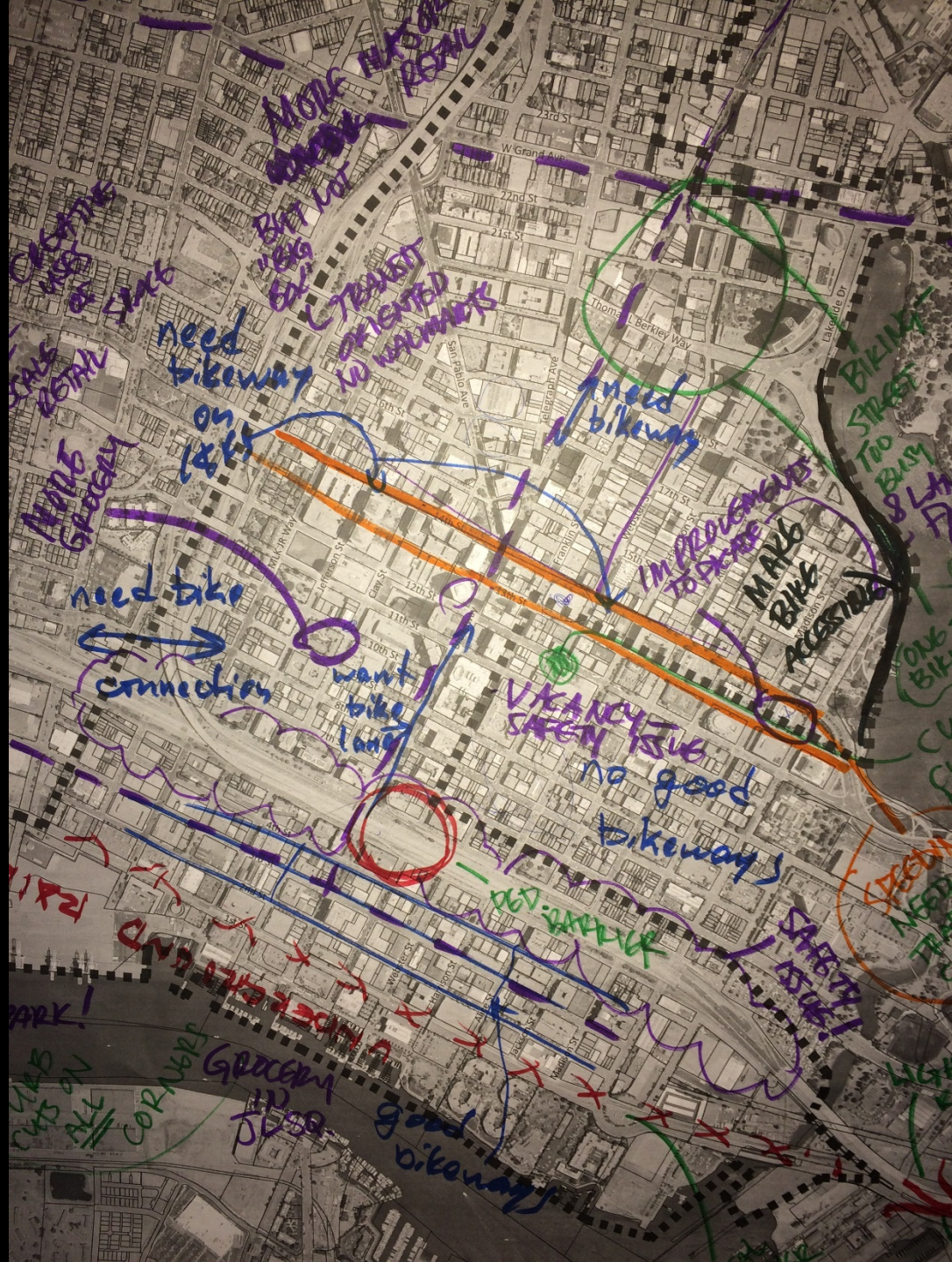


starter ideas...



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

Focus on improvements to Embarcadero, the railroad and undercrossing.





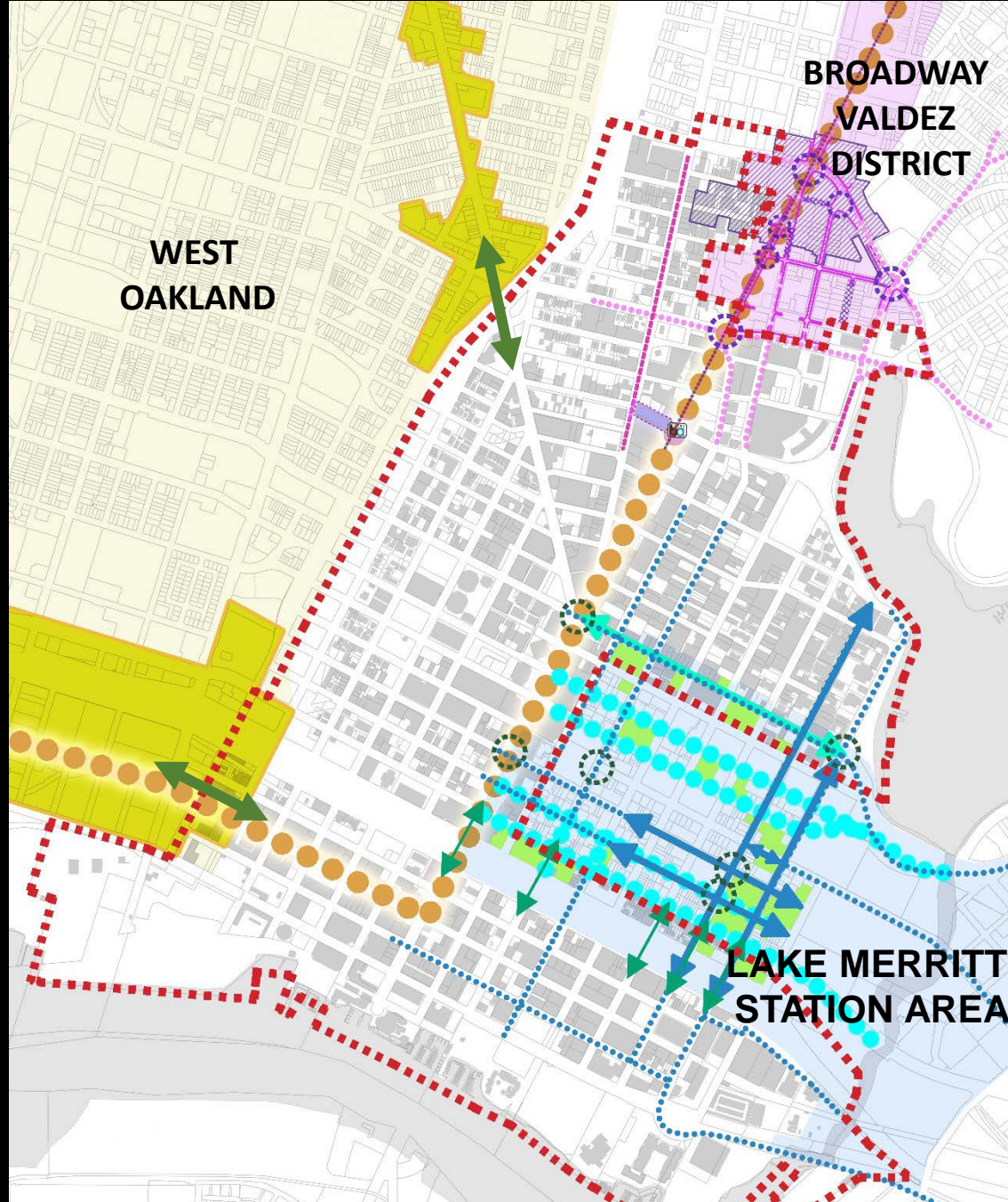
comments received...

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

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



potential resolutions (timed discussion)



Integrate implementation strategies from Lake Merritt/Chinatown Specific Plan

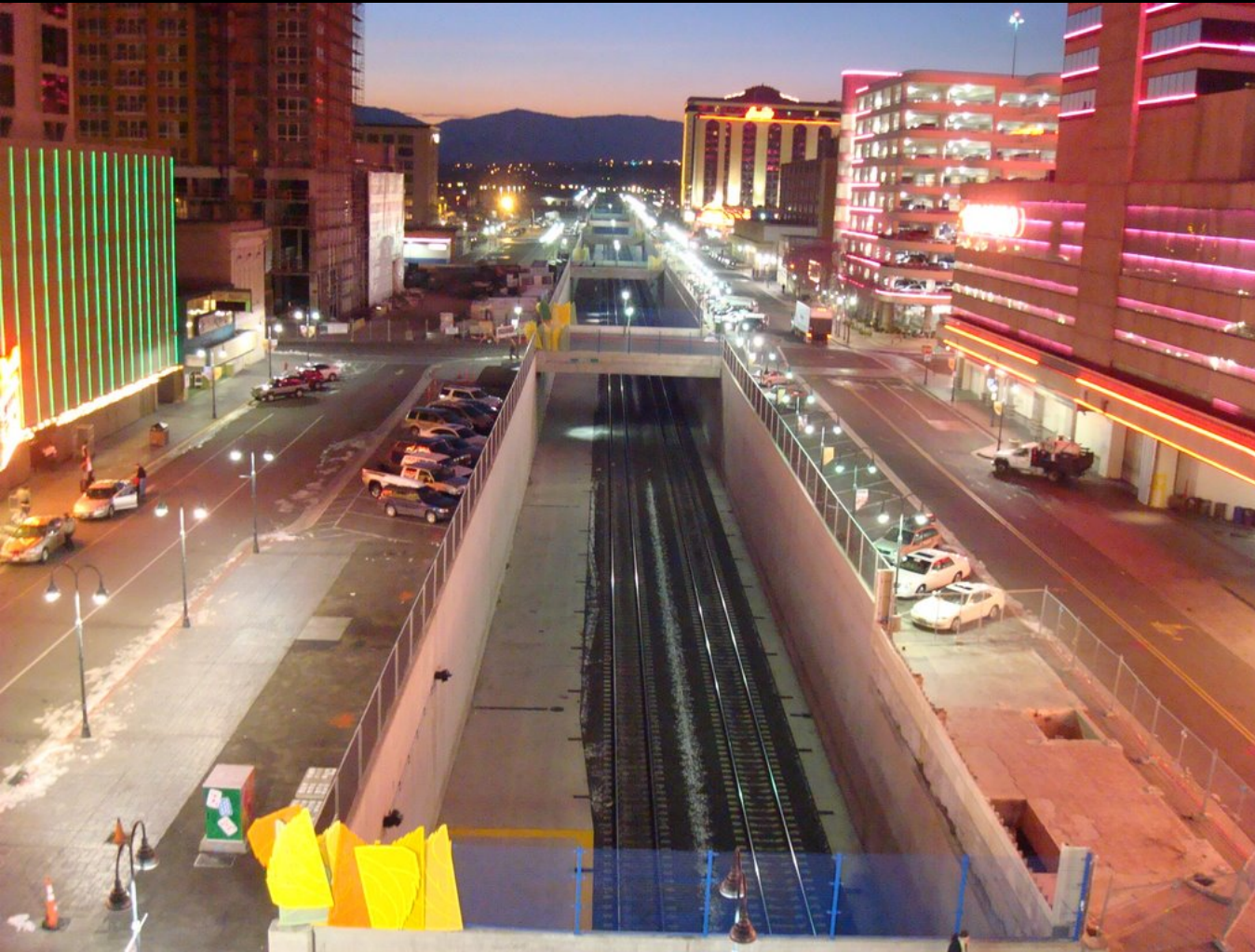


Re-imagine the I-880 underpass



Re-imagine the Embarcadero

Alameda
Corridor, LA



Re-imagine the Embarcadero



Google earth

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

What does Victory Court look like in the future?



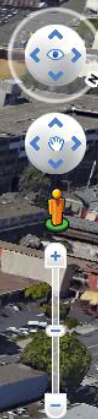
Webster Green



starter ideas...



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



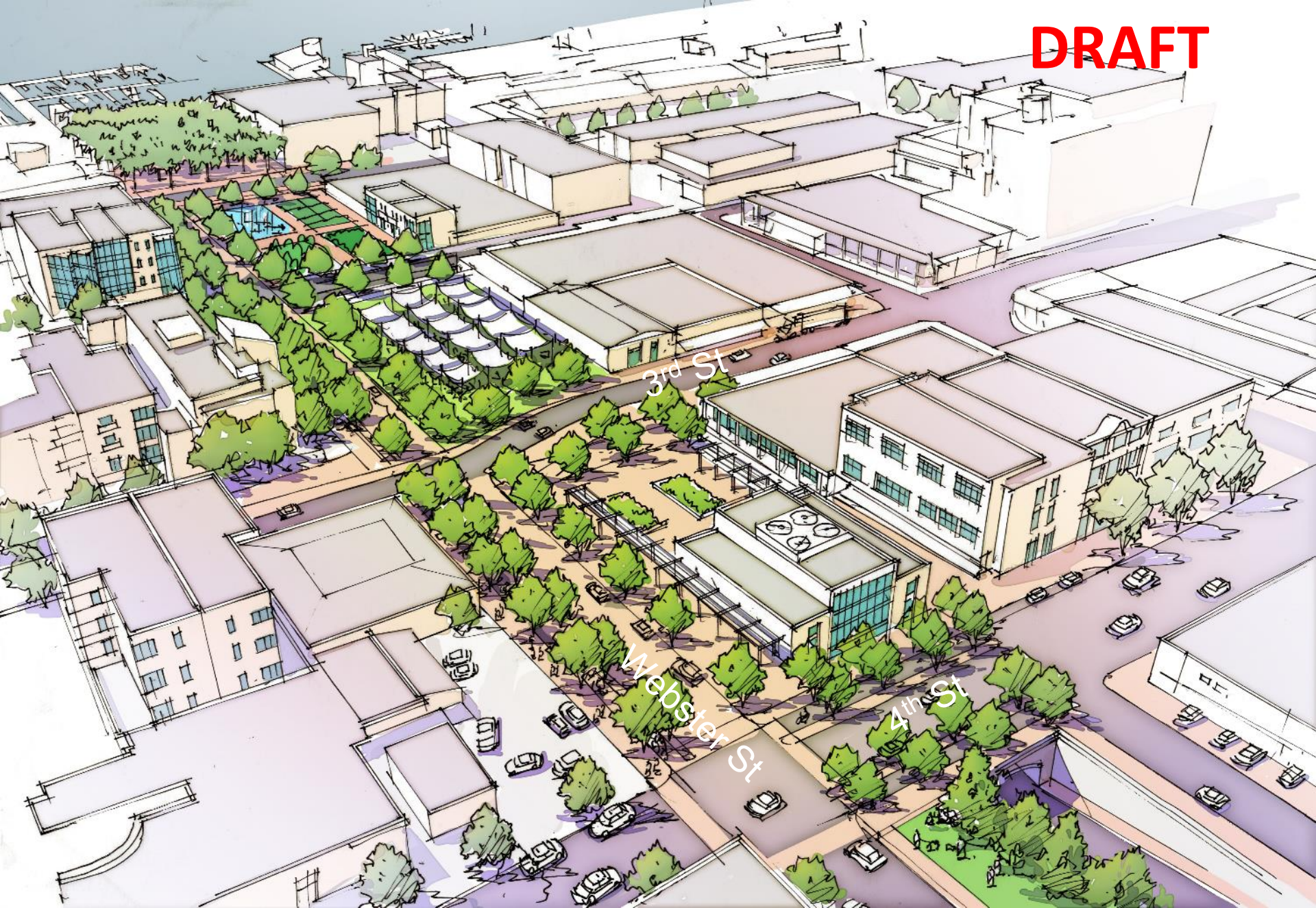
© 2016 Google

Google earth

1993

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

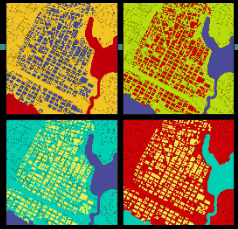
DRAFT



Webster Green



comments received...



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

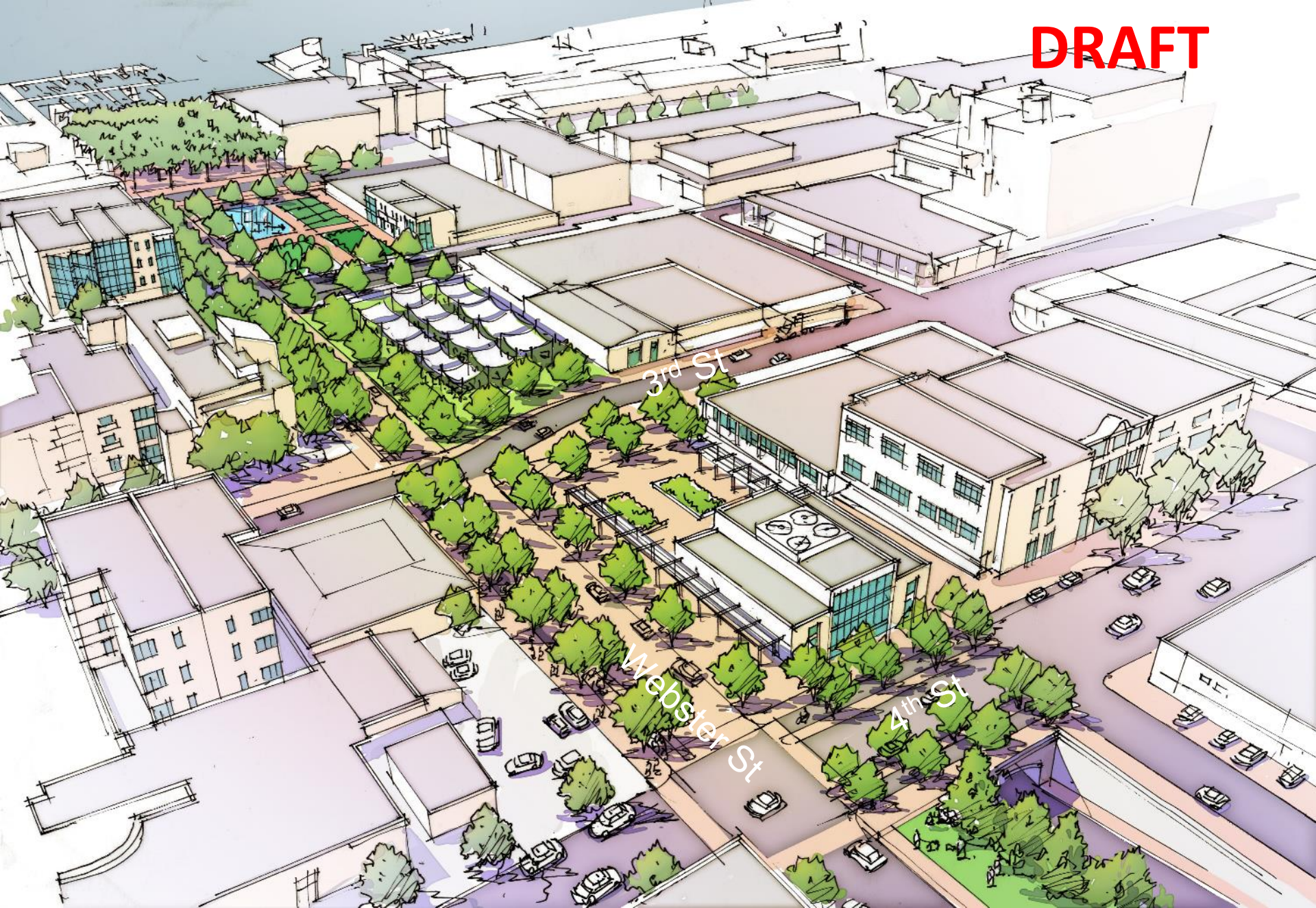


potential resolutions (timed discussion)



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

DRAFT

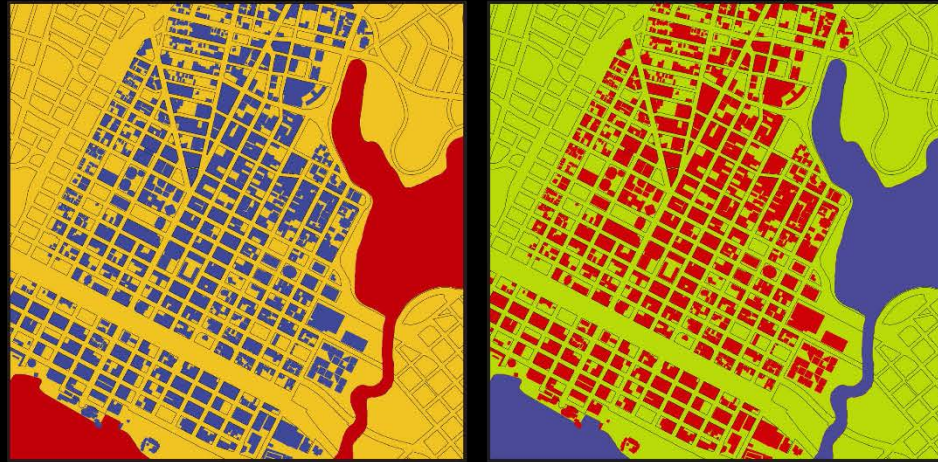


Webster Green



Thank you!

PLAN DOWNTOWN



OAKLAND



your plan for downtown.

#PlanDowntown





Back Pocket Slides