welcome: plan downtown

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https://oakland.granicusideas.com/projects
applying an equity lens
Downtown Oakland Specific Plan

Equity Exercise – Jack London District

Intervention: ______________________________________________

Who is impacted?

☐ Jack London residents   ☐ Jack London food/retail workers   ☐ Specific racial or ethnic groups
☐ Jack London property owners  ☐ Chinatown residents
☐ Jack London business owners  ☐ All Oakland residents
☐ Jack London industrial workers  ☐ Homeless residents
☐ Jack London office workers  ☐ Low-income residents

Could this contribute to?

☐ Communitywide benefits   ☐ Displacement of residents, industry, office or retail   ☐ Income inequality

Who benefits, how?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Who is harmed, how?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

What might be some mitigation strategies?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
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
Big ideas: A variety of housing throughout Downtown, including affordable
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)
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
Estuary Policy Plan and Zoning
West of Broadway
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.
opportunity sites (anticipated development, infill, underutilized and redevelopment sites)
Illustrative Plan, enhanced connections near Laney College
### JACK LONDON DISTRICT: Plan Alternative #1

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

### JACK LONDON DISTRICT: Plan Alternative #2

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<tr>
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<th>JACK LONDON</th>
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<tbody>
<tr>
<td>TOTAL NEW UNITS</td>
<td>1,219 UNITS</td>
<td>578 UNITS</td>
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<tr>
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<td>320,524 SF</td>
<td>228,329 SF</td>
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<tr>
<td>TOTAL NEW OFFICE OR WORK-LIVE SPACE - SQUARE FEET</td>
<td>68,000 SF</td>
<td>582,679 SF</td>
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<tr>
<td>TOTAL NEW PARKING AREA - SQUARE FEET</td>
<td>61,575 SF</td>
<td>49,465 SF</td>
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</tbody>
</table>

*Note: only limited categories of retail, office, industrial are considered Tidelands Trust consistent.*

### JACK LONDON DISTRICT: Plan Alternative #3

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<tr>
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<th>JACK LONDON</th>
<th>HOWARD TERMINAL</th>
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</thead>
<tbody>
<tr>
<td>TOTAL NEW UNITS</td>
<td>2,347 UNITS</td>
<td>895 UNITS</td>
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<tr>
<td>TOTAL NEW LIGHT INDUSTRIAL/RETAIL/HOTEL/SERVICES - SQUARE FEET</td>
<td>610,049 SF</td>
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<tr>
<td>TOTAL NEW OFFICE OR WORK-LIVE SPACE - SQUARE FEET</td>
<td>1,075,800 SF</td>
<td>900,995 SF</td>
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<tr>
<td>TOTAL NEW PARKING AREA - SQUARE FEET</td>
<td>186,900 SF</td>
<td>42,099 SF</td>
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</tbody>
</table>

*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?)
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.
What does Victory Court look like in the future?
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)
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
Improve Lake Merritt Channel frontage near Victory Court and Laney parking lot

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

Example: San Antonio River Walk
• 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
New development includes a **mix of building types**, providing stable housing and provides "**missing middle housing**"
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.


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)
Where is greater intensity appropriate?
What should heights be along Broadway in Jack London?
What should heights be near the Produce Market?
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
Re-imagine the Embarcadero
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.
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?
Webster Green
Thank you!
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DOWNTOWN
OAKLAND
your plan for downtown.

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