welcome: plan downtown

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https://oakland.granicusideass.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: Downtown as a center of employment
Big ideas: A variety of housing throughout Downtown, including affordable
Development without displacement
Jack London District
(west of Broadway)
key topics – Jack London (west)

- land use
- urban form, growth & height
- access & connectivity
- Howard Terminal
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
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, services, office spaces, work-live units and residential uses which are desired for the future, and compatible with market conditions.

Need to determine appropriate uses for the Howard Terminal site while also meeting vision for the future.

Consider future uses for the blocks currently dedicated to public utilities and the fire station.
Howard Terminal Jack London District
BART owned properties
BART owned properties
Deleted pic of Peerless Coffee; insert picture of historic train station building (need pics of the buildings west of Broadway) – City to provide
Deleted pic insert picture of Machine Iron Works building (need pics of the buildings west of Broadway) – City to provide
opportunity sites
(anticipated development, infill, underutilized and redevelopment sites)
Illustrative Plan for Jack London District
Illustrative Plan, Option for additional infill along 880 freeway
### JACK LONDON DISTRICT: Plan Alternative #1

<table>
<thead>
<tr>
<th></th>
<th>JACK LONDON</th>
<th>HOWARD TERMINAL</th>
</tr>
</thead>
<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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<th>HOWARD TERMINAL</th>
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<tbody>
<tr>
<td>TOTAL NEW UNITS</td>
<td>1,219 UNITS</td>
<td>578 UNITS</td>
</tr>
<tr>
<td>TOTAL NEW LIGHT INDUSTRIAL/RETAIL/HOTEL/SERVICES - SQUARE FEET</td>
<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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<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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<th>JACK LONDON</th>
<th>HOWARD TERMINAL</th>
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<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...
• “Change state law to enable development.”
• Howard Terminal needs a phased plan for future development
• Jack London is isolated from West Oakland
• Re-imagine the BART owned sites
• Transform I-980
• 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.”

• “Keep 3rd Street industrial.”

• Address blight and graffiti

• Need a grocery store
• 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
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.
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
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, “Buildings need to go higher, particularly against I-880 (on south side of block, not north side).”

• Retain early industrial nature of the area

• New development can help to connect Jack London to Old Oakland and West Oakland
potential resolutions
(timed discussion)
A variety of building types

- 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”
Balance: character of district, building height and accommodation of growth
Waterfront example: Baltimore Inner Harbor
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 on Howard Terminal?
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 (such as bridges over the train tracks), West Oakland, Downtown, Victory Court, Chinatown, and Lake Merritt from the Jack London District.

Paving Embarcadero near M. L. King. Jr Way

Improving connections under Freeway

Future Jack London BART station

How will character of 3rd Street transition from West Oakland?
I-980 transformation
comments received...
• Connections and improvements from JL to Downtown on streets other than Broadway should be emphasized (e.g. Washington to Old Oakland, and Martin Luther King Jr. Way)

• Broadway is “the spine of Downtown.” How can it be re-imagined as public space that connects the neighborhoods?
• Need to consider “regulations and environmental factors,” in future improvements to Howard Terminal

• “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.”
potential resolutions (timed discussion)
“Main Street” of Downtown: Boulevard de Rochechouart, Paris, France
“Main Street” of Downtown: Munich, Germany
Highway removal/transformation (Octavia Boulevard, San Francisco)
Highway removal/transformation
(Octavia Boulevard, San Francisco)
Highway removal/transformation (Octavia Boulevard, San Francisco)
Re-imagine the I-880 underpass
Re-imagine the Embarcadero
Re-imagine the Embarcadero
Howard Terminal
What does Howard Terminal look like in the future?
starter ideas...
Envision a future for Howard Terminal where a mix of uses provide space for commercial and entertainment, including public space that has ample access to the waterfront.
Illustrative Plan, Howard Terminal, Stadium Scenario
What if? Howard Terminal
What if? Howard Terminal (includes mix of uses, commercial, office, light industrial, retail, entertainment, public space, etc/
comments received...
• Howard Terminal can’t (currently) have residential development

• Can’t have residential at HT without adjusting regulations (and with referendum); need to maintain maritime use

• “Do not rely on the reuse of Howard Terminal, which is a maritime facility overseen by the Port of Oakland.”

• Should not have sports stadium at Howard Terminal

• Howard Terminal waterfront location is an ideal location for sports stadium
• “Don’t want another office park at Howard Terminal.”
• Need to design a phased approach to development of Howard Terminal site
• Updated transportation network connections will be essential for new development at HT
potential resolutions (timed discussion)
Waterfront example: Vancouver, BC
Waterfront example: Baltimore Inner Harbor
Waterfront development example: Hunters Point Shipyard, San Francisco
Thank you!
your plan for downtown.

#PlanDowntown
HE Policy 1.7
14,765 new units
Citywide by 2023
Mayor’s Housing Cabinet: protect 17,000 affordable homes city-wide
Mayor’s Housing Cabinet: build 17,000 new homes city-wide
development without displacement
Figure B-39: Oakland Population

- 1940
- 1950
- 1960
- 1970
- 1980
- 1990
- 2000
- 2010
- 2015*
- 2020**

*Estimate
**ABAG Project
Downtown Oakland is the largest and most densely concentrated employment center in the East Bay region, and one of the largest employment centers in the Bay Area.

60% of households are single-person

9% of households are families with children
last century

CARS

FREIGHT

FIRST RESPONDERS

TRANSIT

CYCLING

WALKING

new era

WALKING

PUBLIC TRANSIT

CYCLING

FIRST RESPONDERS

CARS

FREIGHT
by reestablishing 12 city streets and reducing walk distance across the ROW and bettering access between the neighborhoods.
Webster Green
Our hypothesis was...
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 (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
Big Themes

1) Complete streets throughout downtown
2) Employ design features that are environmentally-friendly & inclusive of people with disabilities
3) 1-way to 2-way restorations
4) Broadway should be “complete” & special
5) I-980 is the sources of many problems & needs replacing with contributing streets
6) Move the I-880 ramps out of the center of downtown
Work with AC Transit to provide better ride quality and permanent infrastructure, such as transit shelters/platforms, dedicated transit lanes.
25 MPH Streets – Northern and Southern Parts of Broadway
I-980 transformation
I-980 transformation