Considerations:
• How can the neighborhood retain the historic building fabric and light industrial uses while also adapting to new and necessary uses?
• How can the historic assets that define the Jack London District be preserved, celebrated and activated?

Considerations:
• How can the walkability and the urban realm in Jack London District be improved through near-term solutions? Specifically, how can landscaping, murals and other design techniques be used to help improve blank walls and other less desirable conditions?
• How can graffiti and blight in the Jack London District be addressed in the long-term through plan policies?

Considerations:
• What will the future street design of the Embarcadero look like? What attributes will the improved street have?
• A “quiet zone” for trains along the Embarcadero is a common suggestion for mitigating noise pollution in the Jack London District.

Considerations:
• How might Howard Terminal evolve in the future? Which uses or events would be most beneficial to the City of Oakland?
• Can Howard Terminal evolve in a way that allows multiple phases of development? What might that look like over time?
**BUILT ENVIRONMENT**

**JACK LONDON DISTRICT (EAST)**

**A Victory Court**

Considerations:
- How can potential new development contribute to an appropriate neighborhood scale, including the recent Brooklyn Basin project?
- How can new development provide better access and connectivity to the Lake Merritt Channel and Laney College opportunity sites?

**B West of Embarcadero**

Considerations:
- How could a new Water Street alignment help to improve circulation within the disconnected condo developments?

**C I-880 and Connections to Chinatown**

Considerations:
- How can the freeway underpass be improved?
- How can Chinatown better connect to the waterfront? How can Jack London better connect to Chinatown/Lake Merritt BART station?

**D Webster Green, Produce Market & Historic Resources**

Considerations:
- Webster Green will be a key connection to Chinatown. What are the steps to implementation?
- How can the historic produce market adapt to meet contemporary needs while retaining the valuable historic architecture?

**E Lower Broadway & Views to the Waterfront**

Considerations:
- What will the future street design of the Embarcadero look like? What attributes will the improves street have?
- A "quiet zone" for trains along the Embarcadero is a common suggestion for mitigating noise pollution in the Jack London District.
- What might an iconic gateway street along Broadway look like? How can circulation be improved between east-west in Jack London?
- How can the waterfront grow to accommodate growth while also retaining iconic views?

**F Inviting Freeway Undercrossings**

Considerations:
- How can the freeway underpass be improved?
- How can Chinatown better connect to the waterfront? How can Jack London better connect to Chinatown/Lake Merritt BART station?
BUILDING TYPES & ARCHITECTURAL FEATURES

Small Scale Multifamily Residential Types

Building Types as “Ingredients” of Place

Throughout the planning process and in coordination with the community, the planning team has analyzed the parcels and building types along each street and in each neighborhood of the Downtown area. Based on the desire for variety in future development, multiple building types have been designed to fit on the targeted plot sizes that are typical for the density levels desired. These building types fill the range of parcels in the study area by presenting a variety of parcel sizes and building types, new development can include a wide assortment of lot types, commercial and light industrial spaces as well as other uses.

Large Lot Size: 150 feet by 150 feet

Medium Lot Size: 100 feet by 150 feet

Small Lot Size: 50-75 feet by 150 feet

Yield Calculations:

<table>
<thead>
<tr>
<th>Lot Size</th>
<th>Pedestal + 6 floors</th>
<th>Pedestal + 6 floors</th>
<th>Pedestal + 6 floors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large</td>
<td>14,000 s.f. lot =&gt; 72 units/floor + 6 floors = 168 units 42 du/ac</td>
<td>14,000 s.f. lot =&gt; 72 units/floor + 6 floors = 168 units 42 du/ac</td>
<td>14,000 s.f. lot =&gt; 72 units/floor + 6 floors = 168 units 42 du/ac</td>
</tr>
<tr>
<td>Medium</td>
<td>10,000 s.f. lot =&gt; 48 units/floor + 4 floors = 96 units 210 du/ac</td>
<td>10,000 s.f. lot =&gt; 48 units/floor + 4 floors = 96 units 210 du/ac</td>
<td>10,000 s.f. lot =&gt; 48 units/floor + 4 floors = 96 units 210 du/ac</td>
</tr>
<tr>
<td>Small</td>
<td>5,000 s.f. lot =&gt; 24 units/floor + 3 floors = 54 units 72 du/ac</td>
<td>5,000 s.f. lot =&gt; 24 units/floor + 3 floors = 54 units 72 du/ac</td>
<td>5,000 s.f. lot =&gt; 24 units/floor + 3 floors = 54 units 72 du/ac</td>
</tr>
</tbody>
</table>

Waterfront

- The waterfront provides a unique opportunity to experience bridges, piles, wharves and iconic views.
- The Bay Trail takes advantage of waterfront access, providing an active public space. Docks like the transparent bridge (left) allow views through to the bay.
- Future improvements can include more public and open space for gathering and events.

Industrial buildings typically have a distinct structural shape, with tall walls that have a large floor-to-ceiling height (compared to other building types). The facades are typically transparent and are often repetitive. Industrial buildings create a unique sense of place and are often easy to adapt or change into a new use.

Small Lot Size: 50-75 feet by 150 feet

What is a building type? Building types are classifications for buildings based on a combination of their form and use. These classifications identify patterns that describe the type of building found in different neighborhoods within a city. Building types are a component of place because they allow the physical character that sets one neighborhood apart from another. They speak to an area’s scale, density, and walkability.

A specific building type classification is based on characteristics shared by multiple similar buildings. These characteristics include, but are not limited to, number of dwelling units, arrangement of dwelling units, typical area, arrangement of typical uses, size, form, and relationship to other buildings.

Building Types & Architectural Features

Character Defining Features

- The waterfront provides a unique opportunity to experience bridges, piles, wharves and iconic views.
- The Bay Trail takes advantage of waterfront access, providing an active public space. Docks like the transparent bridge (left) allow views through to the bay.
- Future improvements can include more public and open space for gathering and events.

Industrial buildings typically have a distinct structural shape, with tall walls that have a large floor-to-ceiling height (compared to other building types). The facades are typically transparent and are often repetitive. Industrial buildings create a unique sense of place and are often easy to adapt or change into a new use.
Opportunity Sites: Synthesis Map (03.01.16)

This synthesis map combines several layers of information to show a comprehensive view of potential development opportunity sites that can be analyzed further through the Specific Plan process.

*Includes projects that are approved or under review, as well as buildings under construction.
The Historic Preservation Synthesis Map combines several layers to show a comprehensive view of historic properties.
JACK LONDON DISTRICT (PLAN ALTERNATIVE #3)

PERSPECTIVE VIEW

Alt. 2 Infill
Alt. 1 Infill
Anticipated Buildings
Existing Buildings
Green Space