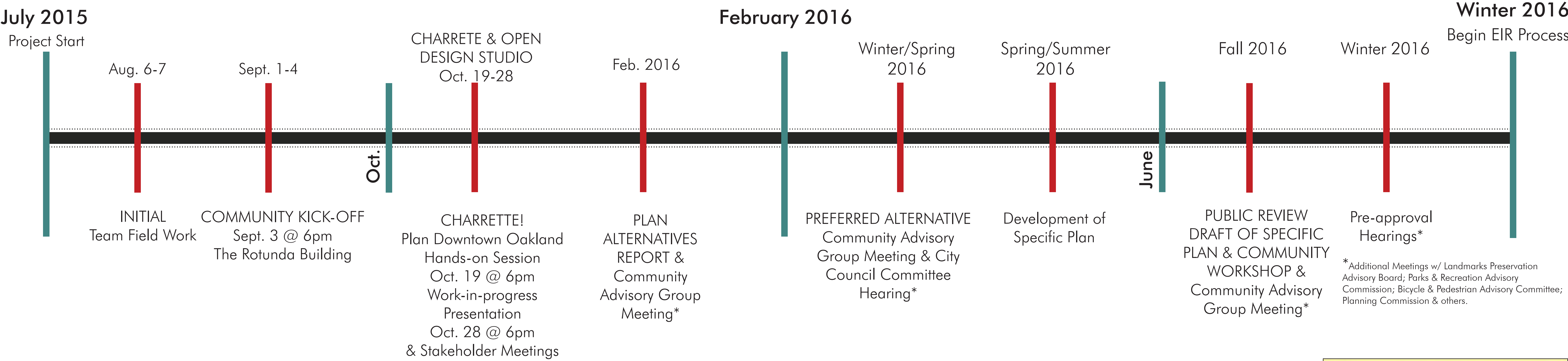
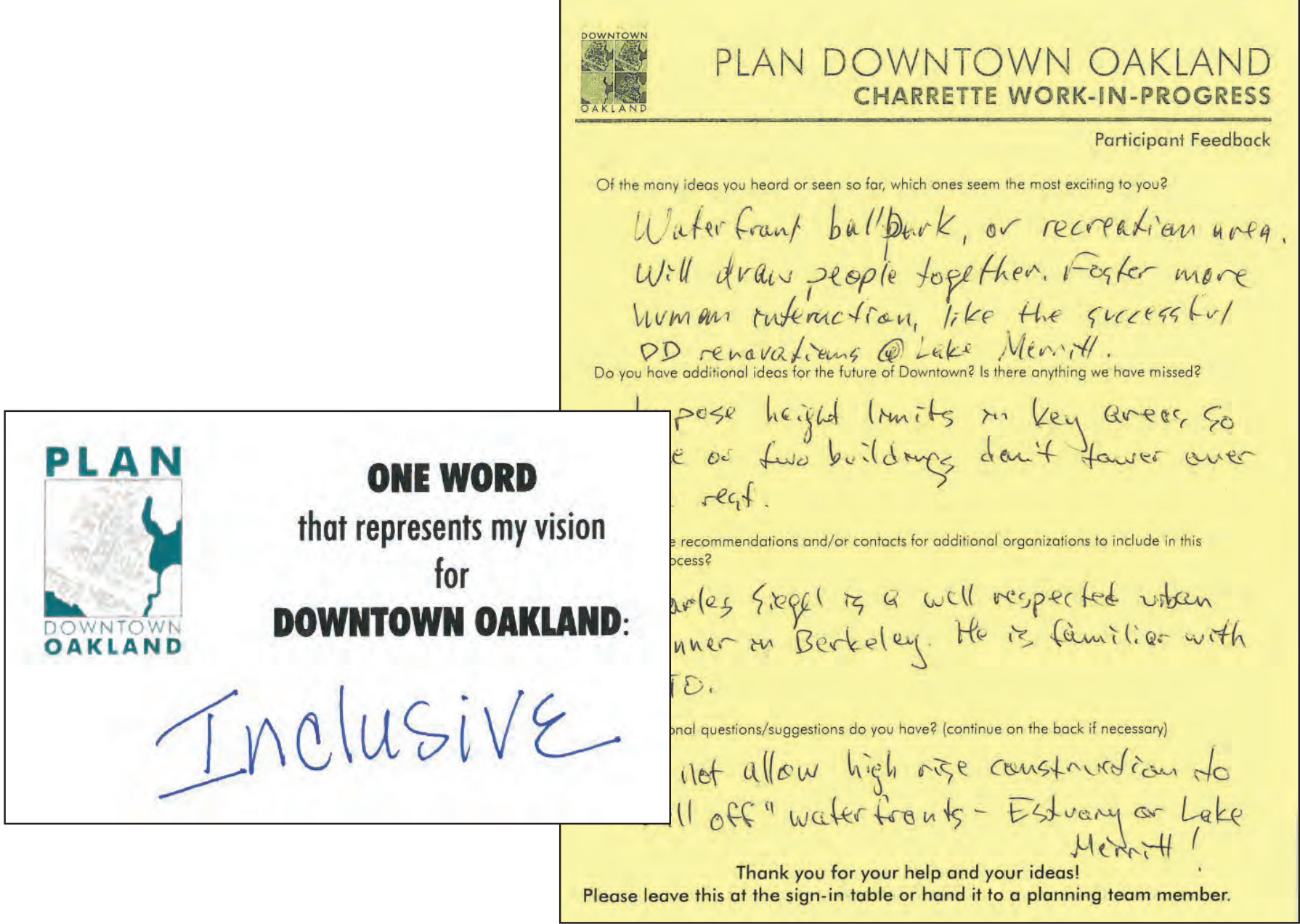
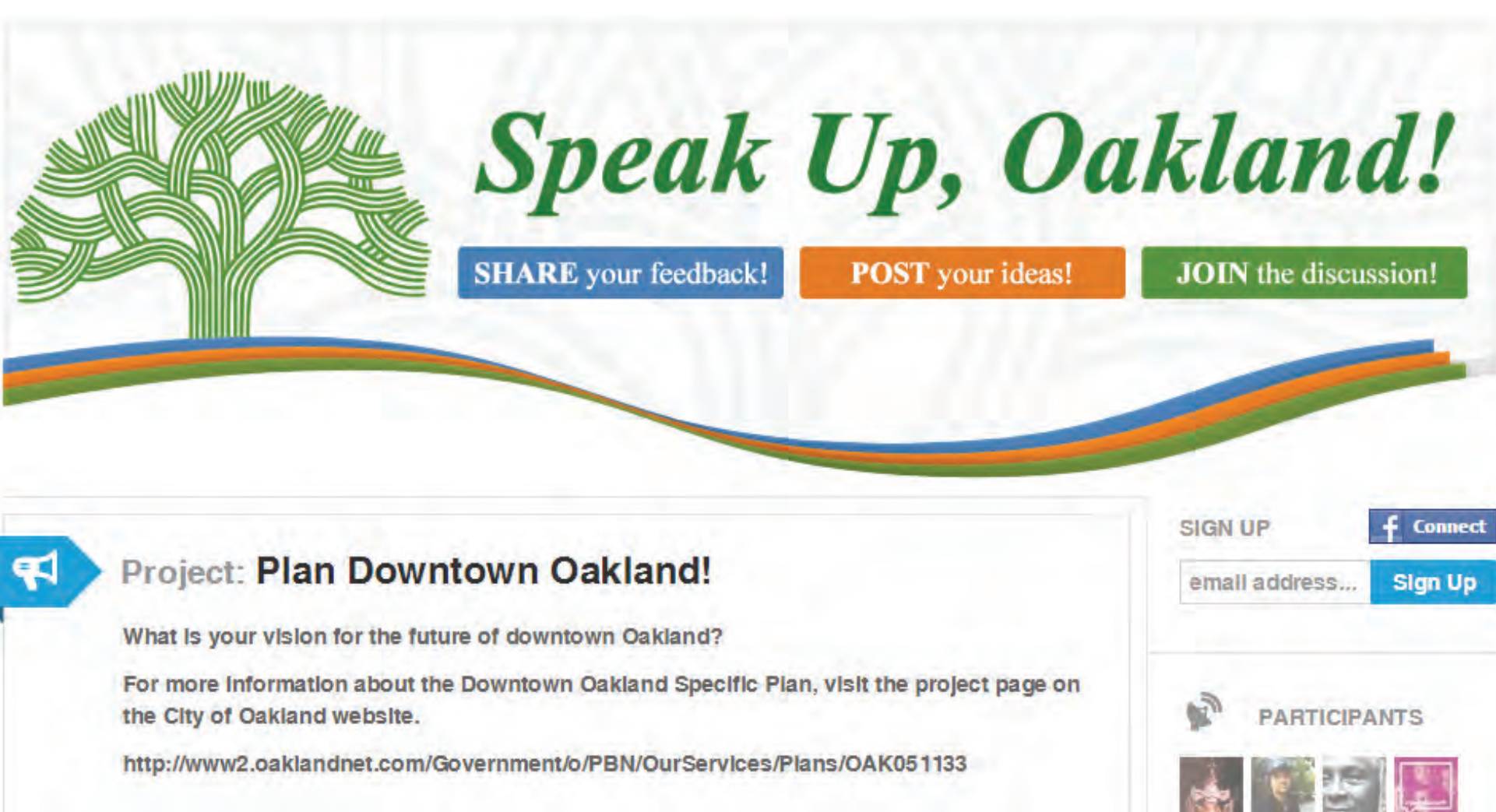


PROCESS AND COMMUNITY INPUT



A **PUBLIC DESIGN CHARRETTE** was the centerpiece of the public participation process; **COMMUNITY WORKSHOPS** provided opportunities for group brainstorming and input. Leading up to the charrette, the **COMMUNITY KICK-OFF** officially announced the specific plan and began to collect initial public feedback. The charrette was advertised in local newspapers, electronic newsletters, and via flyers posted in local businesses, community centers, residential hotels and other public venues. An **OPEN STUDIO** and **OPEN HOUSE** allowed community members to have one-on-one conversations with members of the consultant team as draft ideas were being explored. **SURVEYS** were available throughout the charrette week, allowing anonymous written feedback for the team. Finally, a virtual **"TOWN HALL"** was created on the **SPEAK UP OAKLAND** website to facilitate participation from anywhere, at any time of day. The team held 14 additional **STAKEHOLDER MEETINGS** between November and December, and will continue this outreach in 2016.



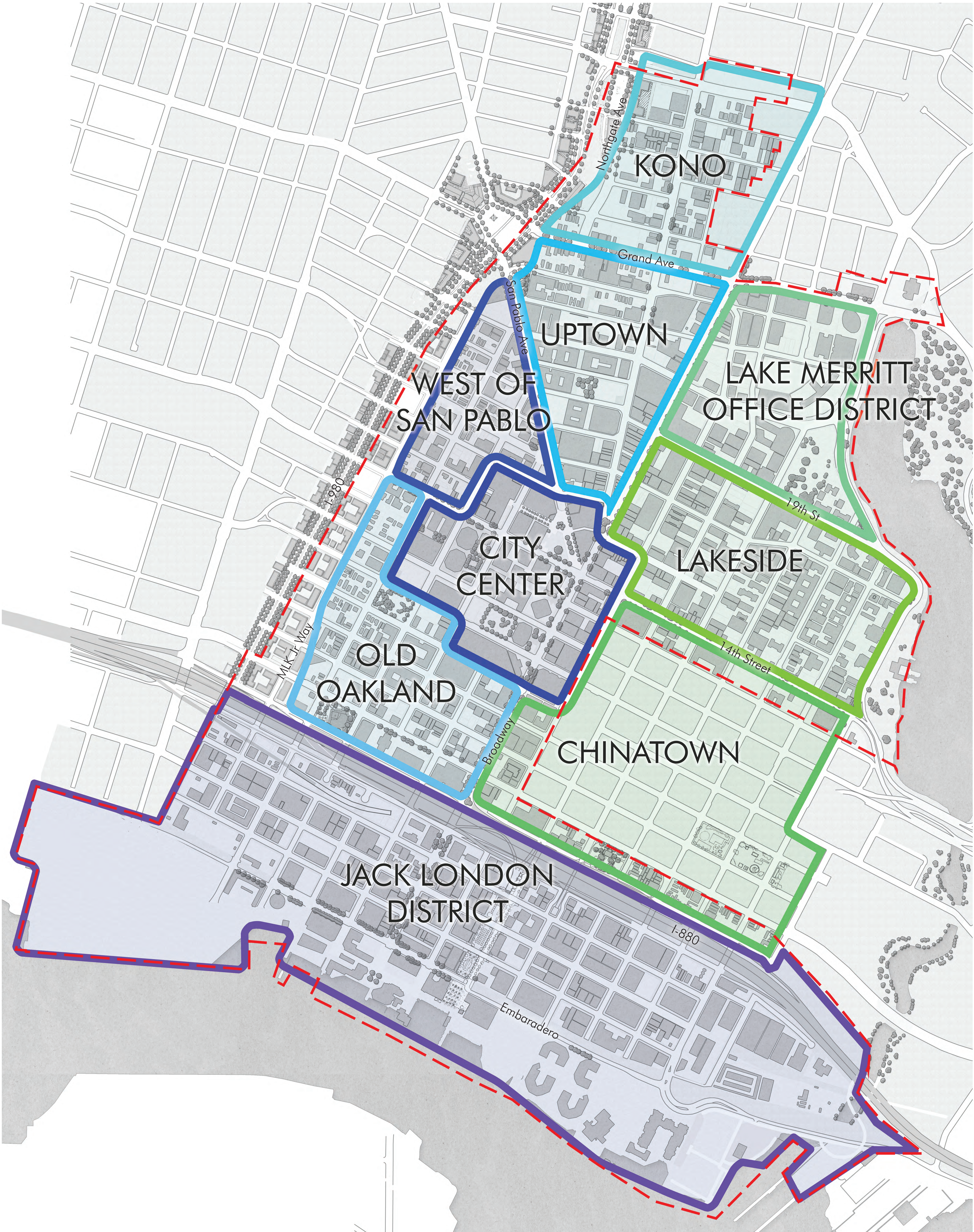
ILLUSTRATIVE PLAN

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DOWNTOWN NEIGHBORHOODS

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KOREATOWN / NORTHGATE

In the Koreatown/Northgate (KONO) District, activity is envisioned to take place in a network of civic spaces and on neighborhood streets that have been made more friendly for pedestrians and cyclists, while still accommodating the needs of local businesses. Art related events that draw people from across the city and region are intended to continue here.



KEY RECOMMENDATIONS FOR THE KONO NEIGHBORHOOD

- A** Include a separated and buffered bike lanes on Telegraph Avenue.
- B** Enhance the 25th Street Historic District with an Arts Paseo.
- C** Create spaces for artists and production. Context-sensitive medium, small, and house-scale building types include well-designed units, provided to support the artist and production community.
- D** Preserve smaller, early 20th century production buildings (3,000 and 6,000 square foot range) within the Industrial/Maker designation.
- E** Implement the Telegraph Avenue Complete Streets Plan. Bolster transit and bicycle facilities along 27th and Telegraph by focusing additional larger- to medium-scale buildings along these corridors.
- F** Filter stormwater with regularly spaced street trees, structural soil systems, pervious pavers within secondary spaces, rain gardens and rooftop gardens. These serve as water quality features within the District.

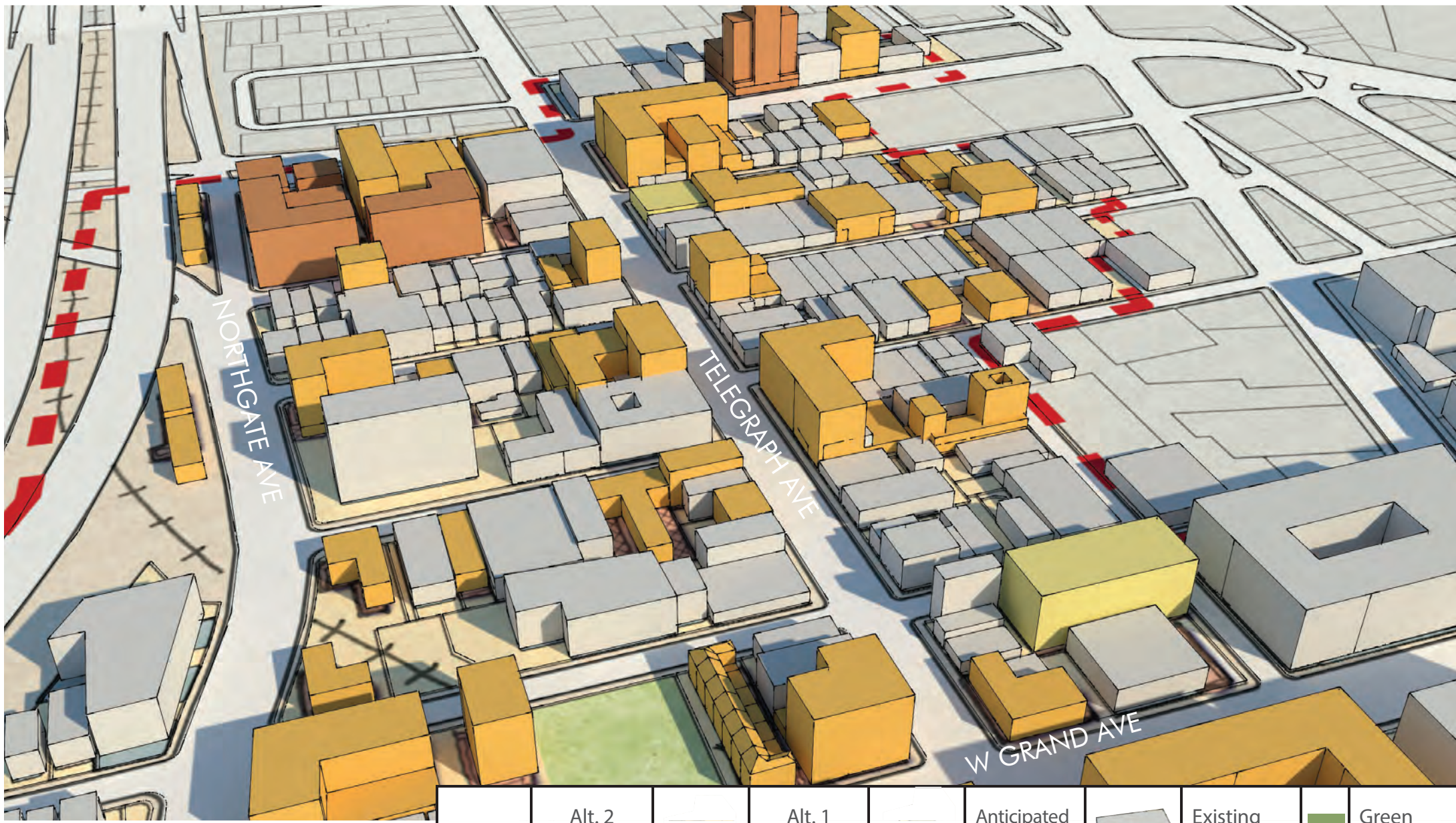
Studying the Vision for KONO

Two alternatives were studied that meet the desired vision for the KONO area. In the first alternative (depicted below), infill development that is typically seven stories tall on empty sites is illustrated. Development of the existing small lots would result in a character that is similar to what exists. These shallow buildings could accommodate housing above for artists, similar to other work-live types. Other small-scale mixed-use buildings front along the east-west streets. As the primary streets in KONO, Telegraph and 27th Street have larger buildings facing the street. These new buildings could have restaurants and retail uses at the sidewalk, with a mix of market-rate and affordable housing above.

In the second alternative, underutilized or vacant buildings to the west of Telegraph are re-imagined and the buildings that front along Telegraph become slightly taller.



Alternative #1



Alternative #2

	Alt. 2 Infill	Alt. 1 Infill	Anticipated Buildings	Existing Buildings	Green Space
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Getting There: Plan Considerations

An Industrial/Maker designation is necessary to achieve the desired character of this neighborhood. Zoning ordinances should be updated to reflect this new designation. This kind of zoning would permit work-live spaces while also encouraging or providing incentives for preserving industrial buildings.

Affordable work-live units could be achieved by implementing a housing policy that incentivizes residential units that house residents who meet specific income or occupational requirements (such as artists and makers). Alternatively, affordable units could be achieved by design. Small yet high-quality work-live units could be designed so that residents live in their own housing, but share a commercial space at the ground level. Additionally, when preserving historic buildings in the KONO district, a transfer of development rights could occur between another property Downtown.



Telegraph Avenue cycle track and future infill at 25th Street



The vision for the future of Uptown includes an improved public realm, strategic infill and the re-purposing of underutilized and historic buildings to meet current needs—such as affordable housing and incubator space for small businesses. Strengthening the connection between Uptown and City Center is also a top priority.



KEY RECOMMENDATIONS FOR THE UPTOWN NEIGHBORHOOD

- A** Transform Latham Square into the historic plaza. In the future, this transformation can also accommodate a street car.

B Telegraph Avenue will have a “road diet”, dedicating more of the street space to pedestrians, cyclists and transit users. Plant drought tolerant street trees in a row to enhance the public realm.

C Infill empty sites with new construction to define the street edge while providing ground-level retail, some office space and new residential units (affordable and market rate).
- D** Add needed connectivity along a long block with pedestrian paseo.

E As transit use becomes more diverse, adapt and reuse underutilized parking garages as micro housing units or incubator retail spaces.

F Strategically infill, with buildings that are inviting along primary streets to help to define the street edge and activate street life.

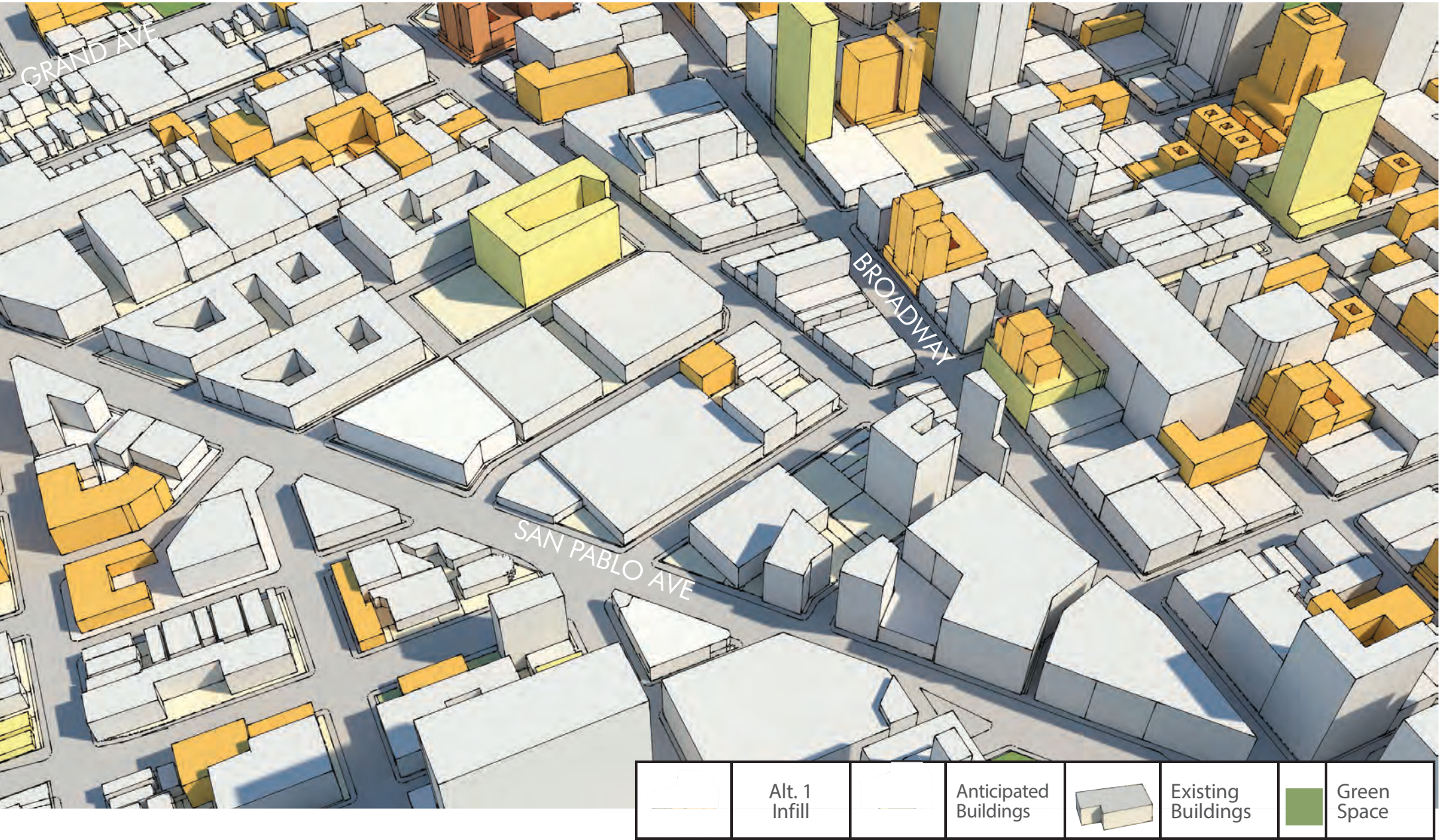
UPTOWN



Studying the Vision for Uptown

Broadway is the “main street” in Downtown, and already has a collection of diverse housing types. This scenario adds more intensity along the corridor, while remaining low-to-medium scale at the edges, in order to respond to the surrounding context. This additional intensity along Broadway defines the character of Uptown in the future. The buildings along Broadway are given a height of eight to fifteen stories, resulting in more retail on the ground floor and a large amount of new housing units.

In the smaller lots just south of Grand Avenue, small-scaled buildings are inserted into the existing fine-grained fabric. Larger blocks, along 22nd and 21st Streets increase pedestrian connectivity with passageways cutting through long blocks. These passages would be fronted by creative office spaces, already prevalent in the rehabilitation and conversions in the area.



Illustrating the potential to retrofit the ground floor of parking garages into retail or residential units, including unit floor plan, existing conditions and proposed conditions

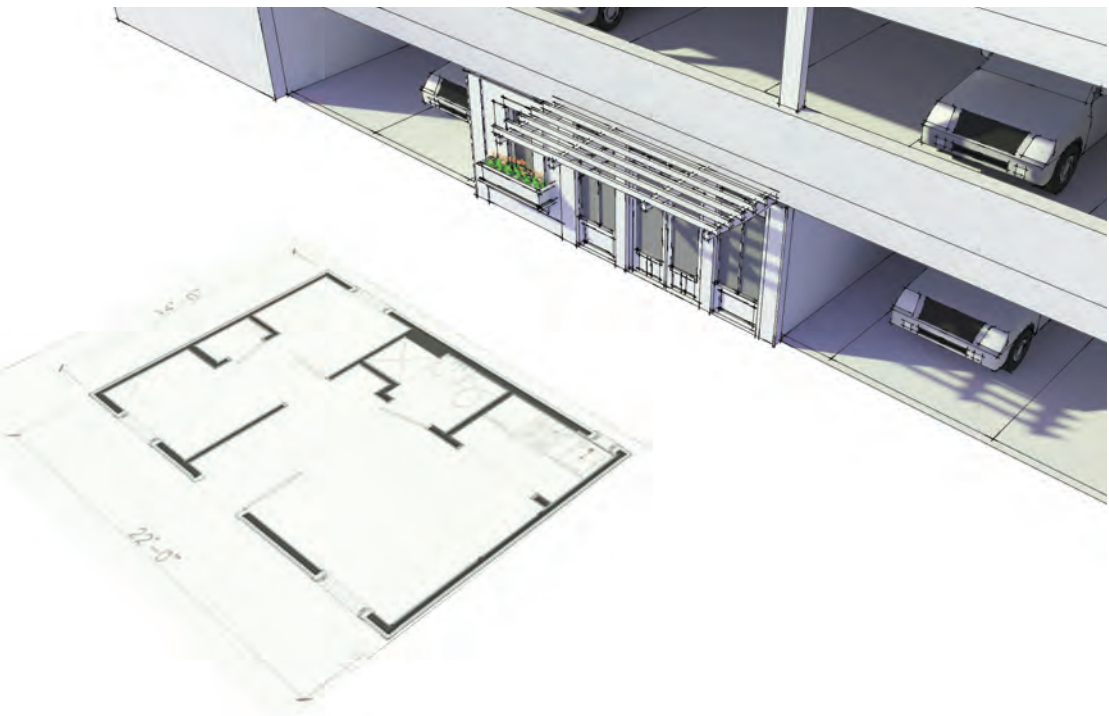
Getting There: Plan Considerations

In order to achieve the desired vision in Uptown, the sections of Telegraph and Broadway that travel through the heart of the neighborhood should be redesigned and balanced, with the pedestrian, cyclist and transit user as the priority, rather than the single occupant vehicle. On the northern sections of Telegraph and Broadway that are wider and have ground floor retail, on-street parking is needed.

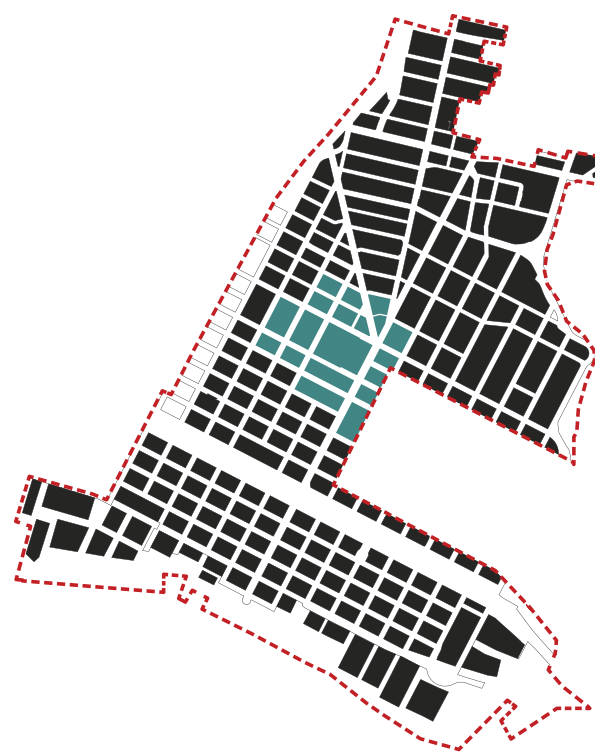
Local ordinances can be updated with design guidelines for storefronts. The guidelines can outline steps to ensure that storefronts are inviting to the pedestrian. For example, maximum transparency on the first floor, signage that is visible to the pedestrian, and the presence of awnings, result in a comfortable and inviting experience. Additionally, a temporary ordinance can be implemented that allows large blank walls to be transformed by local artists into murals or art installations. This will help to establish continuity between active storefronts.

A local ordinance can be created in order to encourage incubator spaces and pop-up retail, like shipping containers or food trucks, to occur on underutilized sites. These temporary solutions can catalyze permanent change within a neighborhood.

Height allowances within the Uptown neighborhood already permit tall buildings; buildings in this alternative are at least seven stories tall, and become as tall as twelve to fifteen stories along Broadway and Telegraph. This would accommodate new housing units in Uptown as well as additional retail and office space at the heart of the City. In order to provide affordable housing in this scenario, several options could be pursued including the City allocating an impact fee for subsidy, designing the units to have a variety of sizes and types, and/or adjusting the zoning ordinance to provide requirements or incentives for including affordable units.



existing



City Center consists of large buildings, many with an historic designation. The community and local advocates expressed a clear desire to maintain historic buildings in the City Center as downtown grows. Any new development or retrofit of an existing building will need to contribute to the public realm, as many of the surrounding historic and iconic buildings have done.



KEY RECOMMENDATIONS FOR CITY CENTER

- A** Restore Latham Square to a plaza for people: residents and visitors can sit, dine or interact.
- B** Retrofit Broadway to become the “main street” of Downtown Oakland. Improvements include: dedicated transit lanes, separated bike infrastructure, street furniture and street trees. These improvements will work well with the future BRT service that will run along the corridor.
- C** New development should contribute to the public realm, with a ground-floor that meets the street in a way that is inviting to those that pass-by. The historic buildings in downtown accomplish this with: first floors that have a large floor to ceiling height (typically 16 to 18 feet), ground-floor retail that has a mostly glass or transparent facade, and awnings or umbrellas that provide shade and protection. Blank walls along the street are detrimental to the public realm.
- D** Temporarily improve large blank walls on the ground level with murals or other artistic installations.

CITY CENTER

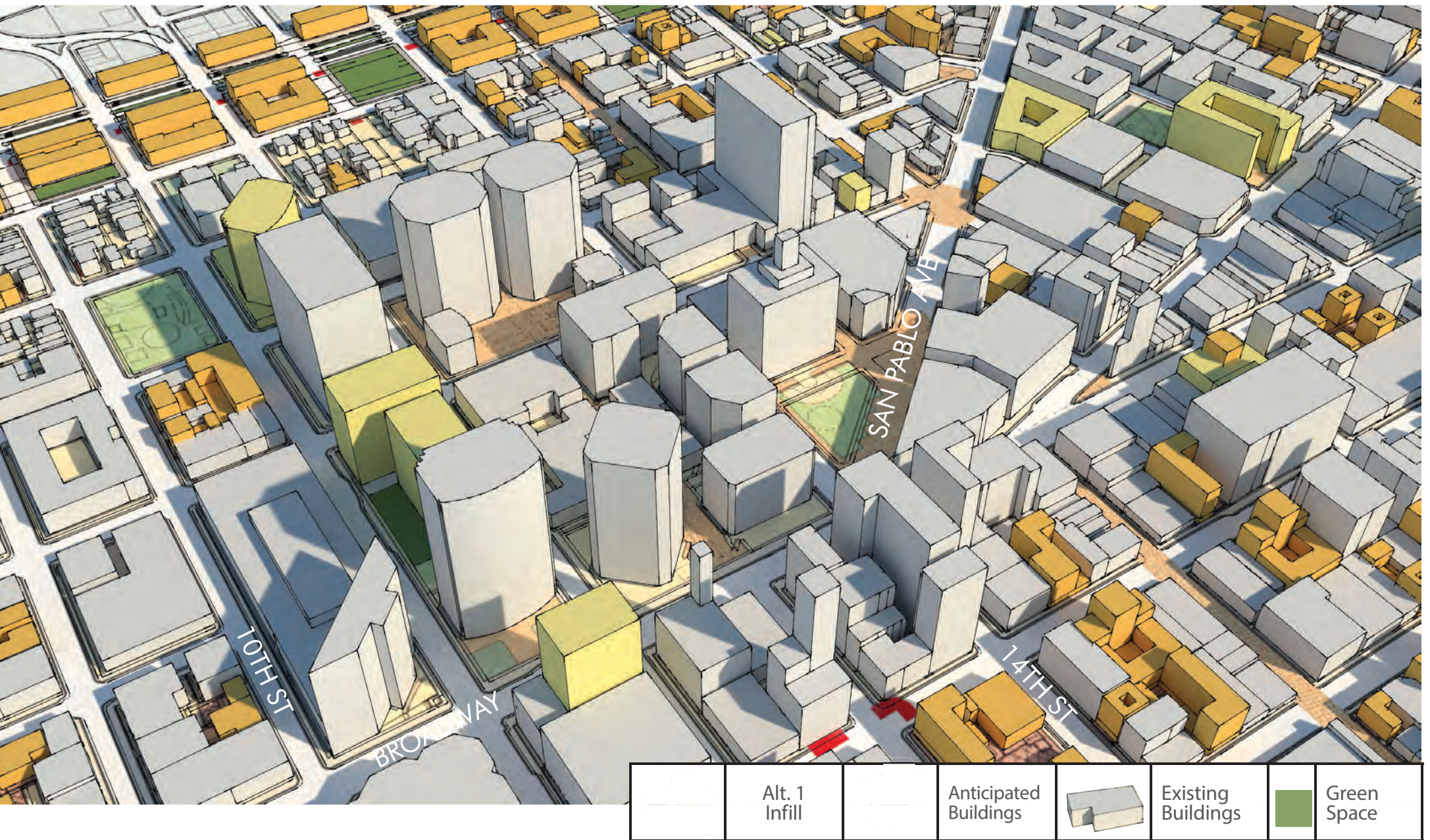


Studying the Vision for City Center

Currently consisting of convenience shopping and daytime dining establishments to serve local office workers, the City Center area would include infill with mid-sized buildings with retail on the ground floor, and residences above in this scenario. With more residents, the ground floor commercial expands to include more neighborhood serving uses.

To improve walkability along streets with exposed parking garages, small retail or residential units are introduced on the ground floors of parking garages, providing habitable space along the street. These “liner” units face the street, providing activity and security.

The addition of residential units to the City Center area creates activity beyond weekday office hours - boosting safety and the local economy.



Getting There: Plan Considerations

One of the key concepts for implementing the vision for City Center is the retrofitted design of Broadway as it travels through the core of Downtown. The envisioned street retrofit includes a transit priority lane to accommodate the forthcoming BRT route that will pass through this portion of Broadway. The proposed street design also includes car travel lanes in each direction, dedicated and separated bike lanes, and large sidewalks adjacent to retail storefronts.

In this area, on-street parking does not fit within the right-of-way if dedicated transit, bike lanes and bike parking are accommodated. This new infrastructure will bring increased pedestrian traffic to the main street. The tradeoff between on-street parking and increased bike and transit facilities is not suggested for every street Downtown. However, this segment of Broadway is envisioned to be restored to the true main street that it once was—the multi-modal center of the City. Given the special nature of Broadway at the City Center, this design is appropriate. Additionally, design consideration should be given to the growth of car/ride share services and what that will mean for future infrastructure, such as the need for pick-up and loading areas over parking.

The future of Broadway includes the planned BRT route. The idea of restoring the street car system has also been popular. If determined to be a community priority, a street car could replace the BRT system one day. A street car line would energize Broadway while also adding to the menu of transit options. The implementation of a street car line is costly; there is a significant amount of infrastructure that is required to operate. Therefore, the fiscal impacts of installing the street car need to be weighed against the other priorities that exist in the City.

As in Uptown, an ordinance that encourages local artists to partner with property owners to reduce the prevalence of large blank walls at the ground level can be implemented. Adding temporary mural art or other art installations on blank or covered up frontages along Broadway will help to establish continuity from Uptown to the City Center and from the City Center to the Jack London neighborhood.



Potential improvements to Broadway in City Center

LAKE MERRITT OFFICE DISTRICT



In the vision for this district, new high-rise towers, designed using green building strategies, join those already located in the Lake Merritt Office District. This would enable new jobs and places to live that cater to a variety of skills and incomes.



KEY RECOMMENDATIONS FOR THE LAKE MERRITT OFFICE DISTRICT

- A** Activate waterfront at Snow Park.
- B** Existing and new retail and entertainment establishments benefit from an expanding workforce, and vice versa. Examine and revise entertainment district regulations and allowances to maximize the use of entertainment spaces.
- C** Activate street-level frontages to improve safety and engage pedestrians by generating visual interest along streets leading from the interior of the district towards Lake Merritt and Broadway. Visual elements include shopfronts, awnings, outdoor seating, pedestrian-scaled signage, and primary entrances.
- D** Provide an improved network of main community gathering spaces and secondary public open spaces to generate amenities that are attractive for Class A office users and residents alike.
- E** Focus new employment immediately adjacent to transit, further enhancing Oakland as a major employment destination. Improve bike and pedestrian infrastructure to connect Lake Merritt Office District to other neighborhood centers within Downtown and to areas west of San Pablo.

Studying the Vision for Lake Merritt District

Containing nearly all of Oakland’s Class A office inventory, the Lake Merritt Office District is proposed to have mid-rise to high-rise building types. The proposed building types are mixed-use with commercial on the ground floor, expanding the current trend from retail targeted to office workers to retail targeted to local residents. The middle floors would offer office space, while the upper floors could transition to residential. Introducing a residential component is key to expanding daytime activity. In the plan alternatives depicted for the Lake Merritt Office District, varying levels of intensity are illustrated. Like the character of the existing buildings within this neighborhood, new development would be tall and could provide a significant portion of new housing units as well as employment centers.

Given the proximity to BART and the existing height in the neighborhood, a second alternative depicts an option that adds more intensity.



Alternative #1



Alternative #2

Getting There: Plan Considerations

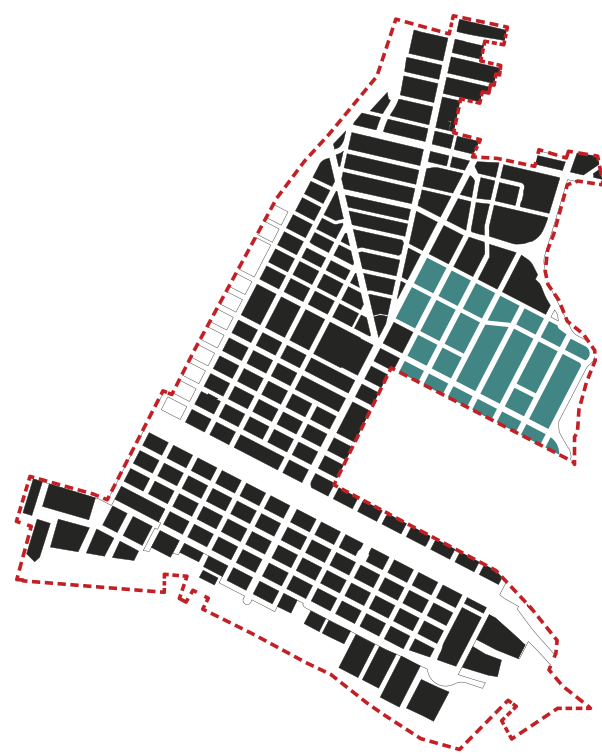
To meet the projected need for residents and businesses in the future, and to allow an opportunity for more affordability, new development is needed Downtown. Maintaining lower-scale development in some neighborhoods Downtown to match the existing character makes sense. However, the Lake Merritt Office District is an opportunity to intensify in an area that is already very tall.

New development should provide a variety of housing types, including one, two, and three bedroom units. Coupled with an adjusted zoning ordinance that incentivizes both the variety of unit types as well as an incentive to include a percentage of affordable homes, the Lake Merritt District can offer opportunities for much needed supply and affordability.

Additionally, policies to incentivize shared office and commercial spaces at the ground floor should be included to implement the vision for this district. In both alternatives evaluated, the overall vision is met; however, the second alternative includes no additional parking for the added development. The lower the parking requirement in this transit-rich neighborhood, the more options there are to achieve a variety of development types in the same footprint.



Snow Park waterfront activation at Lakeside and 20th with Community Center and Play Courts



The vision for the Lakeside neighborhood preserves existing high-quality buildings and cultural centers while integrating new infill development and civic spaces that support and enhance local cultural institutions.



KEY RECOMMENDATIONS FOR THE LAKESIDE NEIGHBORHOOD

- A** Fill in vacant or under-utilized vacant lots.
- B** Designate and design 14th Street as the Black Arts and Culture District.
- C** Link pocket plazas and greens by shaded, tree-lined streets.
- D** Develop the 15th Street Art Walk & shared space; this linear civic space creates a new passive, main public open space with plenty of room for outdoor art displays and opportunities for active ground floor uses.

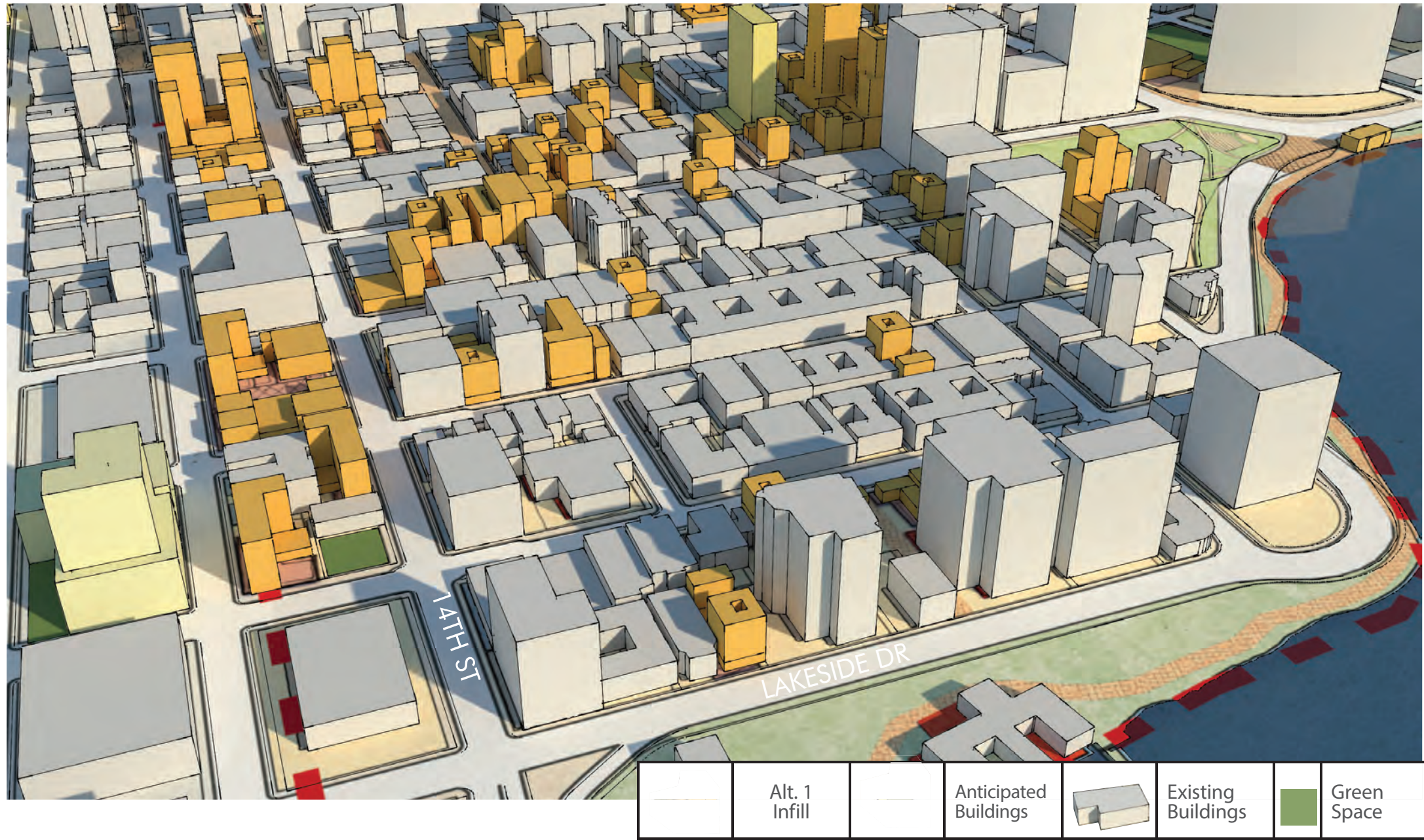
LAKESIDE



Studying the Vision for Lakeside

New development envisioned for Lakeside is low-rise residential, aligned with existing older multi-family buildings. As in the existing buildings, new buildings have a raised first floor to provide ground-floor residents with privacy and added security. Affordability-by-design is accomplished through a diverse range of smaller units.

Approaching Broadway, buildings in strategic locations are imagined to be two to three stories taller. Additional intensity of residential units and commercial space at the intersection of 14th and Broadway matches the existing development pattern on this areas of Broadway. Small pockets of dining and neighborhood-serving convenience retail could occur at the ground floors in key areas, such as a 15th Street Cultural Loop/Art Walk.



15th Street Shared Space

Getting There: Plan Considerations

The vision for Lakeside includes incremental infill that enhances the surrounding neighborhood, and public realm improvements that support local culture and arts.

As in other neighborhoods, including workforce housing is a priority; several policies could be considered to achieve plan goals including incentives with new development, or design approaches that incorporate a diverse range of types, including smaller affordable-by-design units.

An important element of the vision for this neighborhood is that infill can occur at the scale of the building and lot, and not by entire City blocks. This is important to retaining the existing neighborhood character and scale. The City could facilitate this by making it easier to do infill projects that follow the community vision; one such tool would be to incentivize development on smaller parcels by streamlining the approvals process.

The proposed vision for improvements to public spaces should be done in partnership with the community to ensure improved streets, plazas and shared spaces meet community needs for celebration of arts and cultural heritage. Establishing a community organization, such as the former Arts Commission, to work in conjunction with the City in establishing priorities, defining specific projects and detailing designs could be a first step. Implementing the 14th Street Black Arts & Culture District is a priority.



Existing conditions



Long-term transformation



14th Street initial improvements for the Black Arts & Culture District.



The neighborhood West of San Pablo transitions from larger lot sizes to smaller parcels, with a series of low-scale historic buildings that are located near the freeway (I-980). There is a great opportunity for infill development West of San Pablo, with a character of development that is similar to the context of the surrounding neighborhood. There are gaps in the building fabric along the street edges in this neighborhood, therefore infill development that is inviting at the street is appropriate here.



KEY RECOMMENDATIONS FOR WEST OF SAN PABLO

- A** Transform 17th Street and 20th Street into multi-modal streets with cycle tracks.
- B** Create a new shared public space at San Pablo and 17th.
- C** Transform 15th Street into a shared street with small-scale infill to include art studios and incubator spaces.
- D** Infill and improve the connection/intersection on 18th Street as it transitions to 19th street. A mid-block plaza would add connectivity and open space.
- E** Transform I-980 into an at-grade boulevard and fill in the right-of-way with new mid-rise buildings. Right-of-way could also be used for parks and open space.
- F** Welcome all other modes of travel on the multi-way boulevard replacing I-980, providing improved access to West Oakland.

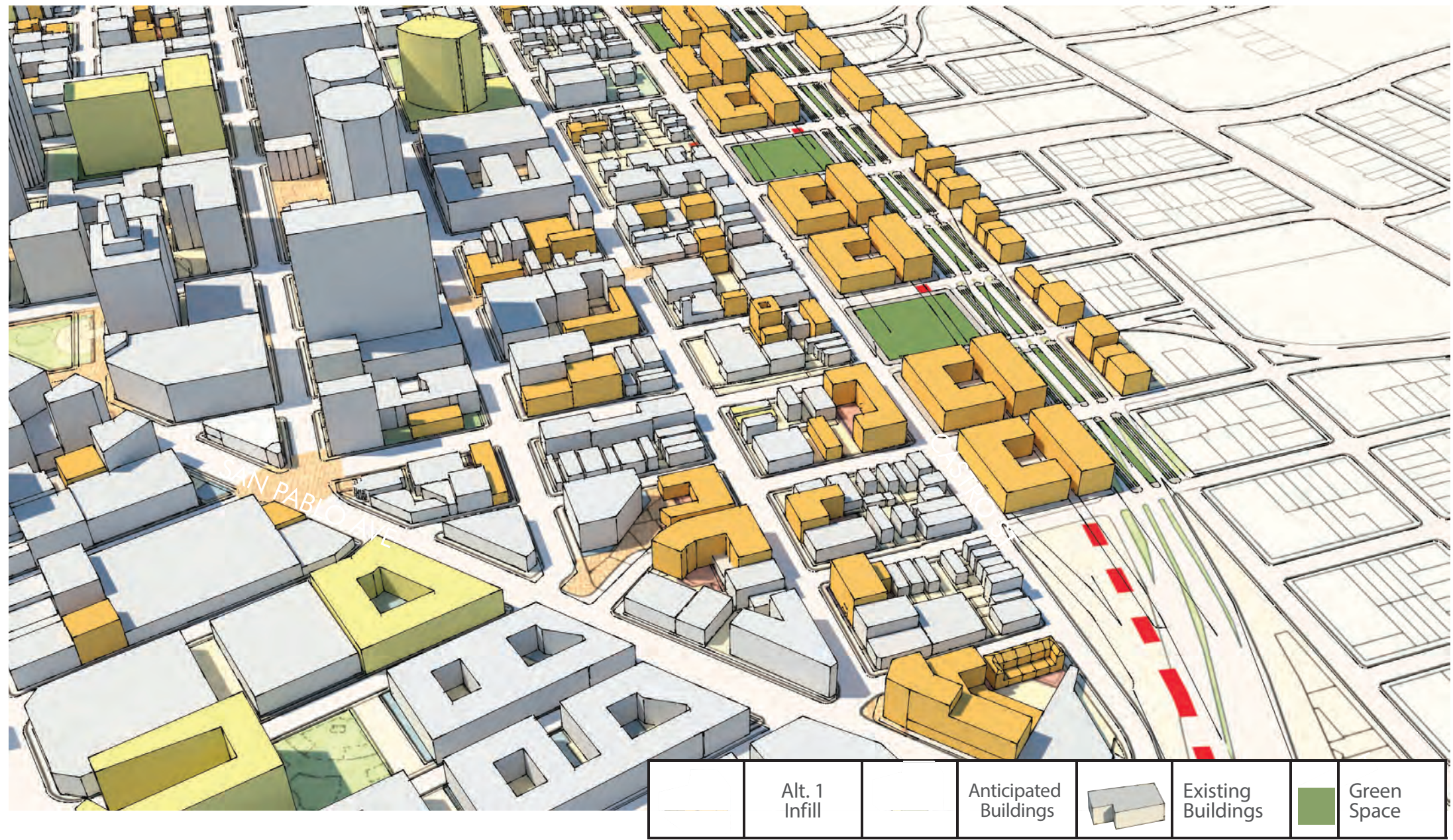
WEST OF SAN PABLO



Studying the Vision for West of San Pablo

The West of San Pablo area has opportunity sites primarily along Martin Luther King Jr. Way. The vision proposes small mixed-use buildings on these sites, in context with the current scale of the buildings that house many local businesses.

The historic houses on Castro Street would benefit greatly from a transformation of I-980 into an at grade boulevard, designed for pedestrian, bicycle, transit and car traffic. Similarly scaled small lot development would balance the west side of Castro Street. These buildings could be live-work units, with flex space on the ground floors and owners living above. Building on the west side of Castro Street would complete the West of San Pablo neighborhood.



Existing conditions along 17th Street, looking West toward Downtown.



Proposed street improvements.



Proposed infill development, modern (option 1).

Getting There: Plan Considerations

Achieving the vision for the West of San Pablo neighborhood will involve retrofitting the street design along the very wide streets, with a priority on 17th and 20th; these are great opportunities for gateway entrances Downtown. Improvements such as these, along with the proposed plaza at 17th and San Pablo, are typically public investments. Public investments can serve to stimulate private investment on infill sites.

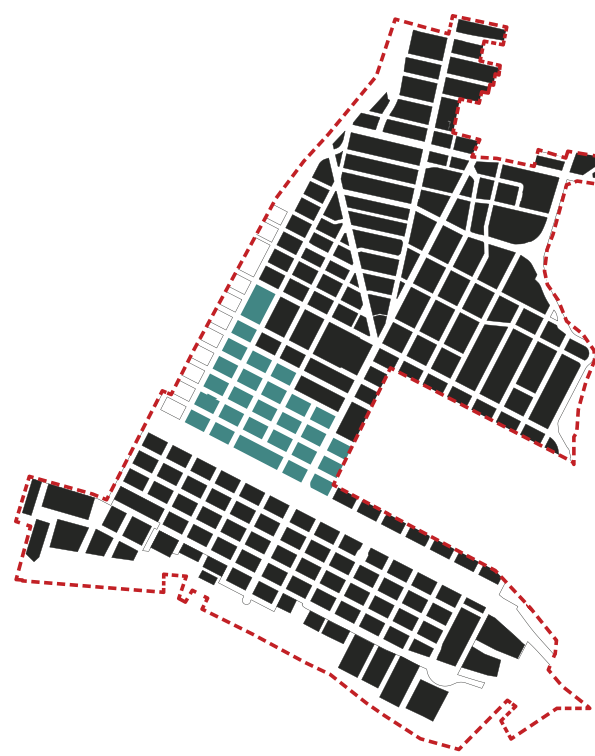
The West of San Pablo neighborhood is uniquely situated adjacent to Interstate 980, the City Center, as well as parts of Old Oakland. Many of the lots are small and have housing that is similar to West Oakland. These historic homes should be preserved and re-purposed as needed. Local incentives to preserve and re-use historic structures, such as a transfer of development rights system, could be used to help maintain the buildings. Public and private partnerships between the City and a civic organization is another option.

A potentially transformative idea that has gained momentum in Oakland is the removal of Interstate 980. This neighborhood would benefit tremendously if the highway was to become an at-grade boulevard. The new street and block network would make traveling to and from West Oakland much easier and much more pleasant. Castro Street would become an asset and a real place for people, rather than an on-ramp to the adjacent interstate. Ample green space could be added on the western boundary of Downtown, where it is needed.

The cost of removing the I-980 freeway could be great; however, the potential return on the large investment would result in a dramatic improvement. New housing, office and commercial space, as well as a series of new parks, would be added. This large expense would stitch the West of San Pablo neighborhood back to West Oakland, providing needed access and connectivity to the heart of the City.



Proposed infill development that is traditional in style (option 2).



Old Oakland is comprised of historic residential communities and small shops and businesses. The area features many historic buildings and quality street-oriented building fabric. Preservation and enhancement are a major focus of the plan for this area. With careful enhancement and revitalization, this area will continue to attract people.



KEY RECOMMENDATIONS FOR OLD OAKLAND

- A** Transform 9th Street to include context sensitive infill and safer street design.

B Fill in vacant or underutilized lots with scale-appropriate buildings that contribute to the public realm of the street.

C Adapt and re-use underutilized parking garages as micro housing units or incubator retail spaces.
- D** Create and reestablish new civic spaces that can be used for gathering places for neighborhood residents.

E Include crosswalks at all signalized intersections.

F Respect the scale and character of the neighborhood with various new construction and rehabilitations of small warehouses, apartment buildings, and single-family homes.

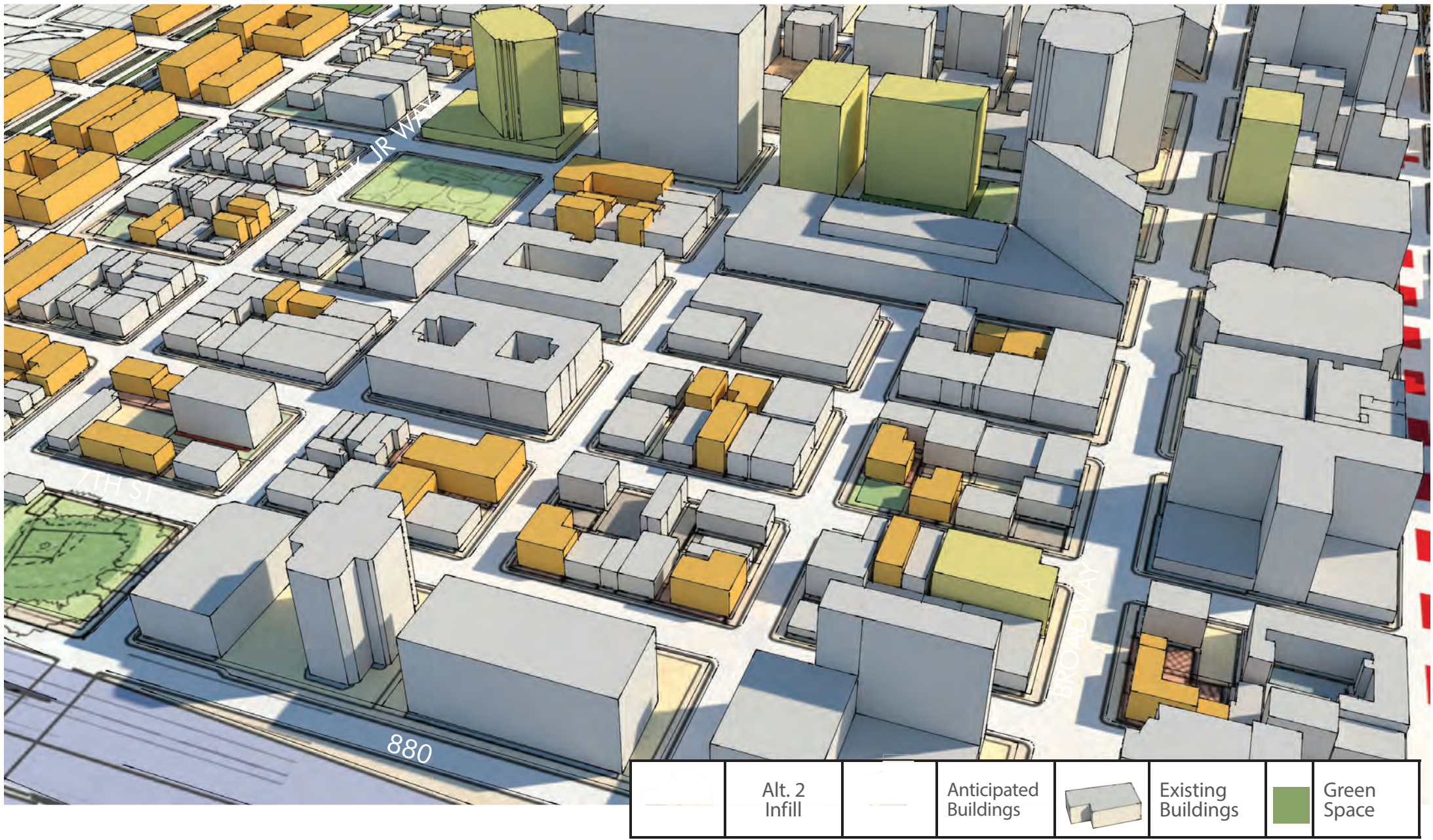
OLD OAKLAND



Studying the Vision for Old Oakland

Small, context-sensitive development in the vacant lots of Old Oakland are depicted. These mixed-use buildings could have retail or office on the ground floor, with small units above - keeping in context with the existing built environment.

A new small open space near the commercial center of Old Oakland converts a corner parking lot into a gathering place to host a variety of activities. Similarly to the West of San Pablo neighborhood, the transformation of I-980 into a surface boulevard would improve the experience of Castro Street in this neighborhood. The existing historic houses, places of worship, and historic sites would face new buildings of similar scale to complete both sides of Castro Street.



9th Street, existing conditions



9th Street, initial street improvements

Getting there: Plan Considerations

Ensuring that Old Oakland is preserved in the future will require a variety of planning and implementation tools.

A new Transfer of Development Rights (TDR program) system that assists in preservation efforts Downtown needs to be studied and implemented. TDR programs should be used in exchange for additional heights in areas where it is appropriate, yet allow the smaller-scale building owner an incentive to retain, reuse, and rehabilitate lower-scale, historic structures in Downtown.

Rehabilitated buildings in Old Oakland should maintain historic building elements. Appurtenances like porches and stoops on residential buildings or historic facade elements such as a large floor to ceiling height on ground floor retail spaces, are examples of elements to be preserved.

New infill buildings in the neighborhood should be context-sensitive and of an appropriate scale and character. Implementing design guidelines for new development in this historic part of Downtown can help to ensure that new buildings fit in with the surrounding scale and context. Additionally, zoning ordinances should specify the desired development parameters for Old Oakland and encourage a TDR system that keeps the neighborhood intact.

The potentially designated historic database that has been compiled by the City and local advocates should be reviewed. Buildings within this database can be prioritized for inclusion in the Local Register as well as the National Register.



9th Street transformation



The Jack London District is the area of Downtown between I-880 and the water-front. Historically, this was an industrial zone and many warehouses remain. Today, Broadway terminates at a waterfront plaza and entertainment destination. The future reuse of the Howard Terminal, located in the Jack London District, has great potential for a positive impact.



KEY RECOMMENDATIONS FOR JACK LONDON DISTRICT

- A** Connect downtown to the waterfront by enhancing the Webster Green

B Create new waterfront public space at the Howard Terminal site

C Insert appropriately-scaled infill buildings on underutilized lots
- D** Provide better crossings under I-880 to connect Jack London District to downtown neighborhoods

E Connect Jock London Square to Lake Merritt

F Additional scenarios have been explored for these areas, as detailed on the following pages

JACK LONDON DISTRICT



Studying the Vision for Jack London District

The Jack London District can potentially accommodate a range of new development while preserving the historic buildings in the neighborhood. Mixed-use buildings are integrated into the existing fabric along 4th Street and also east of Webster Street. With retail or office space on the ground floor, these small buildings have residences occupying the upper floors. New blocks of development on the Howard Terminal site continue the interconnected grid of streets. New mixed-use buildings are similar to the surrounding scale, with amenities for the residents in the interior of the blocks forming a series of courtyards. The amount of development in this scenario at the Howard Terminal leaves ample space for a potential sports stadium and a large waterfront park.

Another alternative for the district includes added intensity on in infill lots and underutilized building (while preserving historic buildings).



Alternative #1



Alternative #2

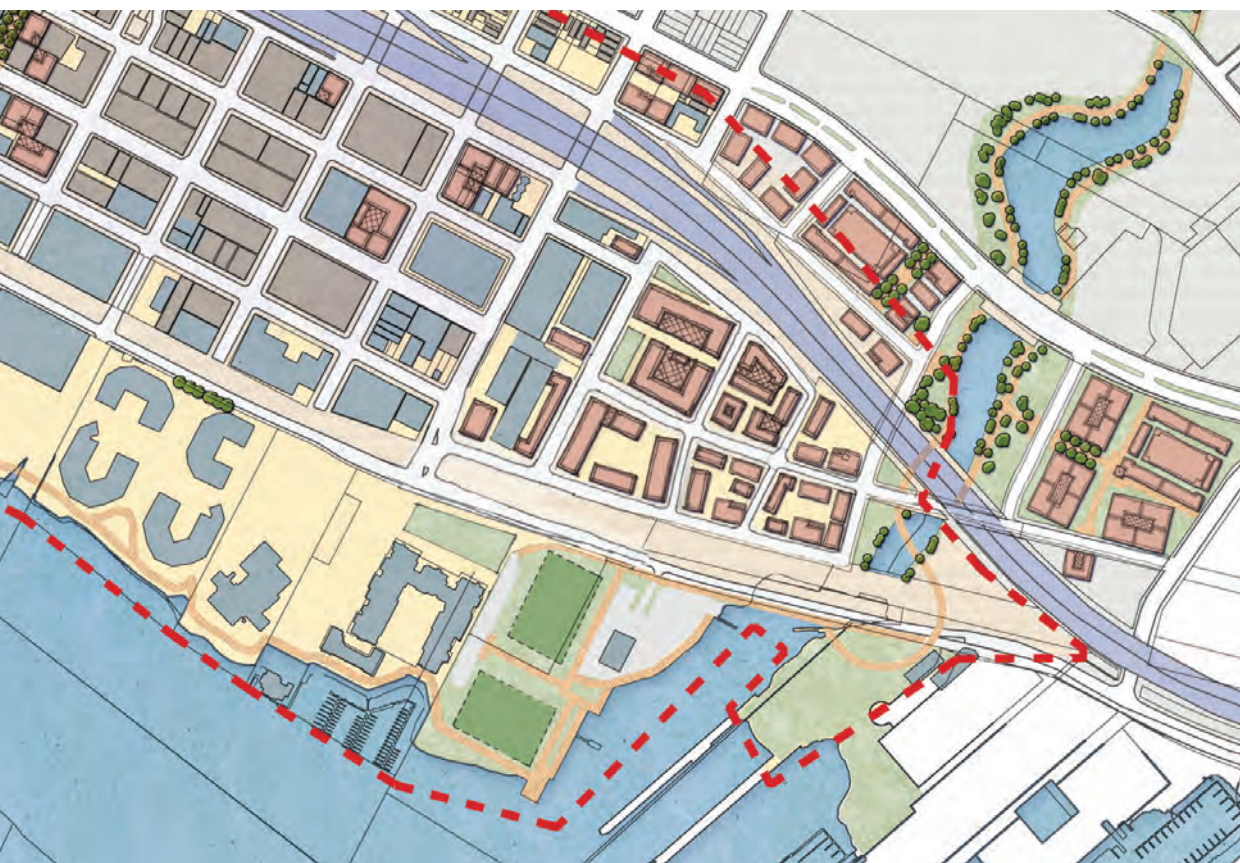
Getting there: Plan Considerations

In the Jack London neighborhood, there are several potential options to consider for the future and each would add to the distinct waterfront district.

The idea of incorporating a stadium along the waterfront has been a popular notion. Implementing the stadium would be a costly investment. However, the Howard Terminal site is large enough that it can accommodate a stadium, a vast waterfront park as well as new housing, office and commercial spaces. Together, the mix of uses on the site may help to offset a portion of the infrastructure costs.

In a different scenario, the focus of Howard Terminal includes new opportunities for housing and some commercial. In both scenarios, Howard Terminal can become a transit hub, providing transit oriented development. If the new development includes some residential or work-live space, the access to transit can make living Downtown more affordable (since residents will not need to rely on a car). A property owner or developer of new and revitalized apartment buildings could partner with the transit organizations (e.g. BART or AC Transit) to create a partnership between the agency and new residents that guarantees subsidized ridership. If the I-980 is removed or re-configured in the future, the added housing and commercial opportunities would further strengthen a new transit hub.

The heart of Jack London includes a variety of historic warehouse buildings which should be preserved and re-used. A Transfer of Development Rights system would be beneficial and local ordinances could be adjusted to encourage the existing character of work-live units.



Illustrative Plan, enhanced connections near Laney College

East of Broadway

Additional plan alternatives to be explored East of Broadway in Jack London include a better connected set of blocks and streets as the district approaches the water and Laney College. This section of the neighborhood has the potential to connect Jack London to Lake Merritt along a memorable waterfront path.



Precedent for reuse of the Produce Market

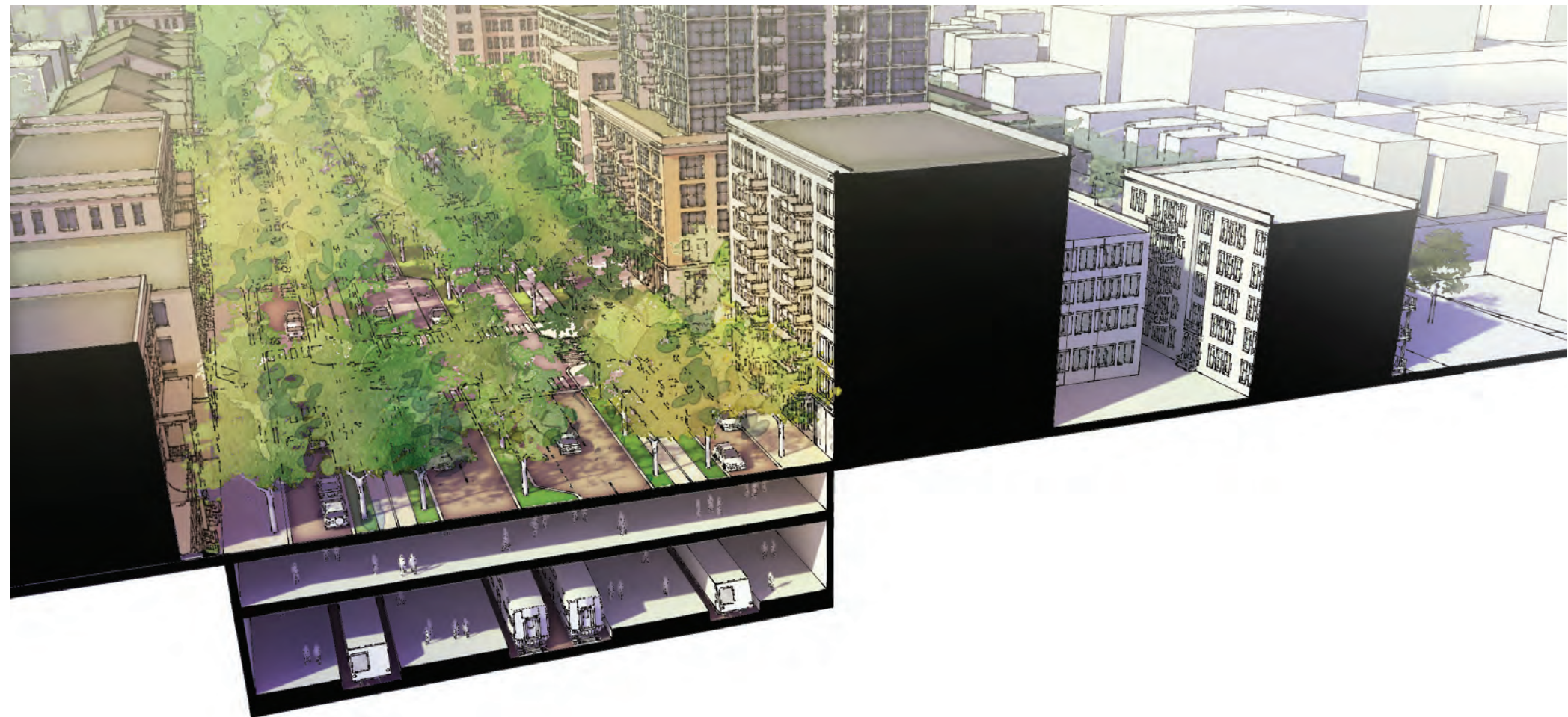
Oakland’s produce market has historic character, but doesn’t serve existing produce businesses well. If a better solution were found for the market, the existing historic buildings could be adapted to new uses, taking advantage of their distinctive architecture and covered galleries to revitalize the district as a unique destination similar to the French Quarter in New Orleans.



Interstate 980 currently divides West Oakland from downtown with high-speed traffic, limited pedestrian crossings and an unwelcoming swath of asphalt. Finished in the 1980s, the freeway was originally drawn up as a way to connect to a second Bay Bridge to San Francisco, but that bridge did not materialize. More than 40 acres of blocks between Brush Street and Castro Street were demolished to make way for the new freeway, and West Oakland was cut off from downtown. Today, I-980 carries only a fraction of the traffic it was originally designed to handle, and much of the downtown grid is cut off by the freeway. With few east-west connections, there are few options for pedestrians and bicyclists making their way across.



Potential alignment of the new multi-way boulevard, new development blocks, and public greens that reconnect downtown and West Oakland. Removing I-980 and stitching a block structure back into the urban fabric, will create at-grade, walkable street connections. A re-imagined boulevard in the place of I-980 would connect directly to Howard Terminal.



The potential transformation of I-980 to a walkable urban boulevard, with rail alignment below.

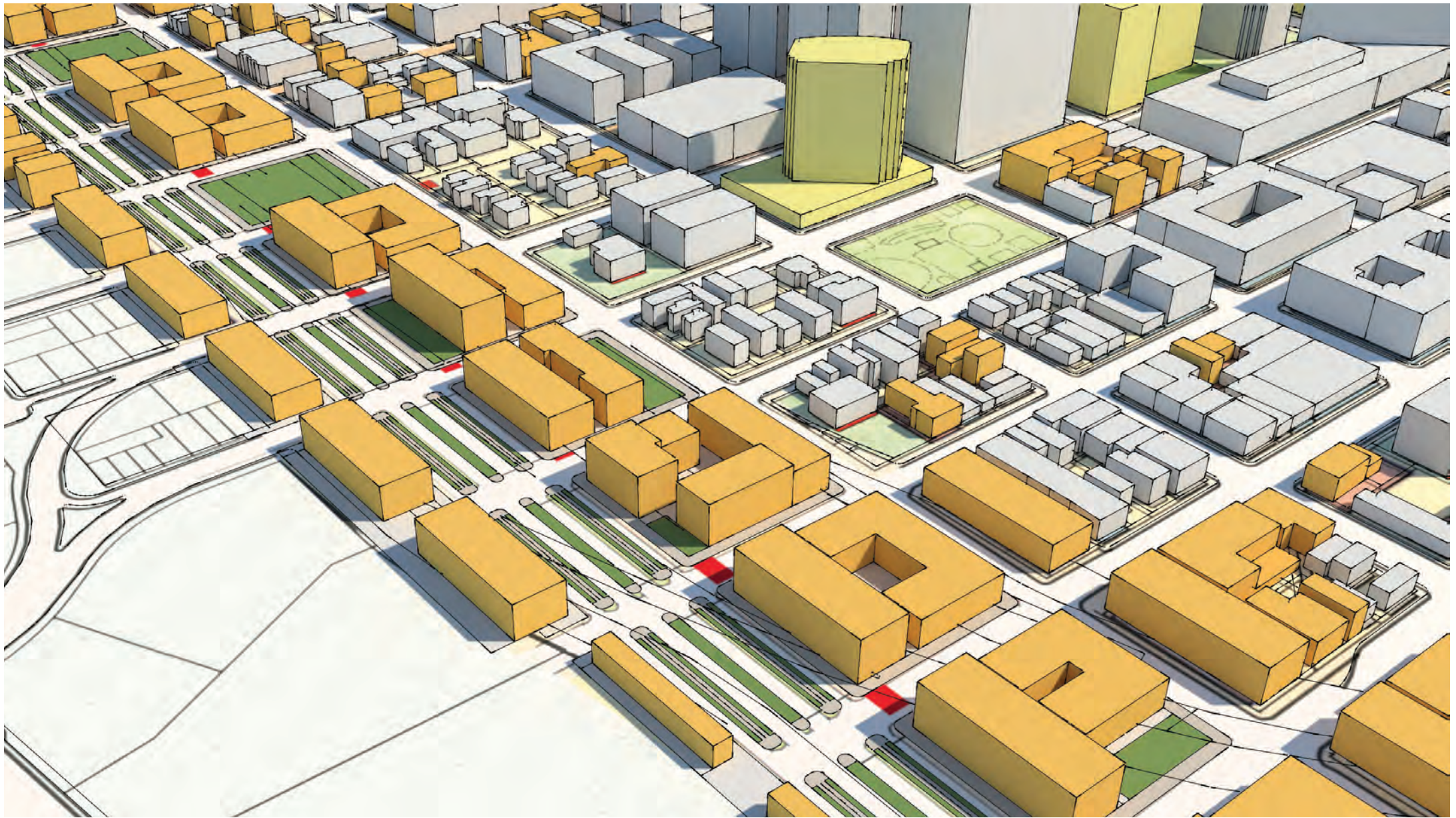
I-980 CONVERSION



Studying the Vision for I-980

Converting Interstate 980 in to a multi-way boulevard would have a tremendous positive impact. By reducing the right-of-way dimension and designing the thoroughfare as a boulevard, more housing, commercial, office, and institutional space could be added in a key location downtown. This would greatly contribute to the supply of housing and commercial space, and could have economic benefits for the City. Car traffic would continue to use the redesigned road, while pedestrians, cyclists and transit users would also gain improved access. The improvement would stitch Downtown back together with West Oakland and would be sensitive to the height and scale of the surrounding neighborhoods.

Two alternatives were studied, with varying scales of new development. Alternative #2 has taller buildings, with buildings that step down toward surrounding neighborhoods.



Alternative #1



Alternative #2

	Alt. 2 Infill		Alt. 1 Infill		Anticipated Buildings		Existing Buildings		Green Space
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Getting There: Plan Considerations

The potential transformation of the I-980 freeway into an urban boulevard with street-oriented buildings represents an exciting opportunity to recapture Downtown land area for new street oriented development that supports many forms of mobility (walking, biking, driving, and using transit). This improvement furthers many community goals, including improved connections between Downtown and West Oakland, the restoration of adjacent neighborhoods that have been negatively impacted by noise and high vehicle speeds, and the addition of opportunities for new affordable housing, mixed-use development, and open spaces.

These benefits will need to be weighed against the high costs and potential complications of this substantial undertaking. Transportation studies will need to be initiated to confirm that the project is feasible, and quantify the likely outcomes for all modes of travel. The opportunity to include an extension of the BART system under the boulevard will also need to be carefully studied and evaluated.

The potential for new development here that improves the public realm and furthers plan goals is great; attention will need to be given to the details, such as specifying the urban form (defining areas of intensity as well as areas where buildings should step down to meet the scale of surrounding neighborhoods) and including provisions for affordability, mix of housing types, and variety of uses.



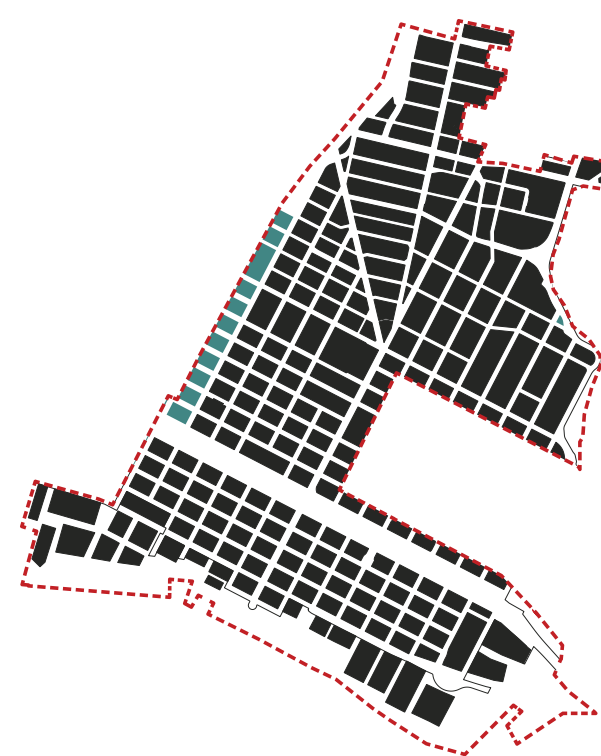
The multi-way boulevard that could replace I-980



Existing conditions, I-980



Various scales of new development can line the streetscape for comparison.



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I-980 CONVERSION

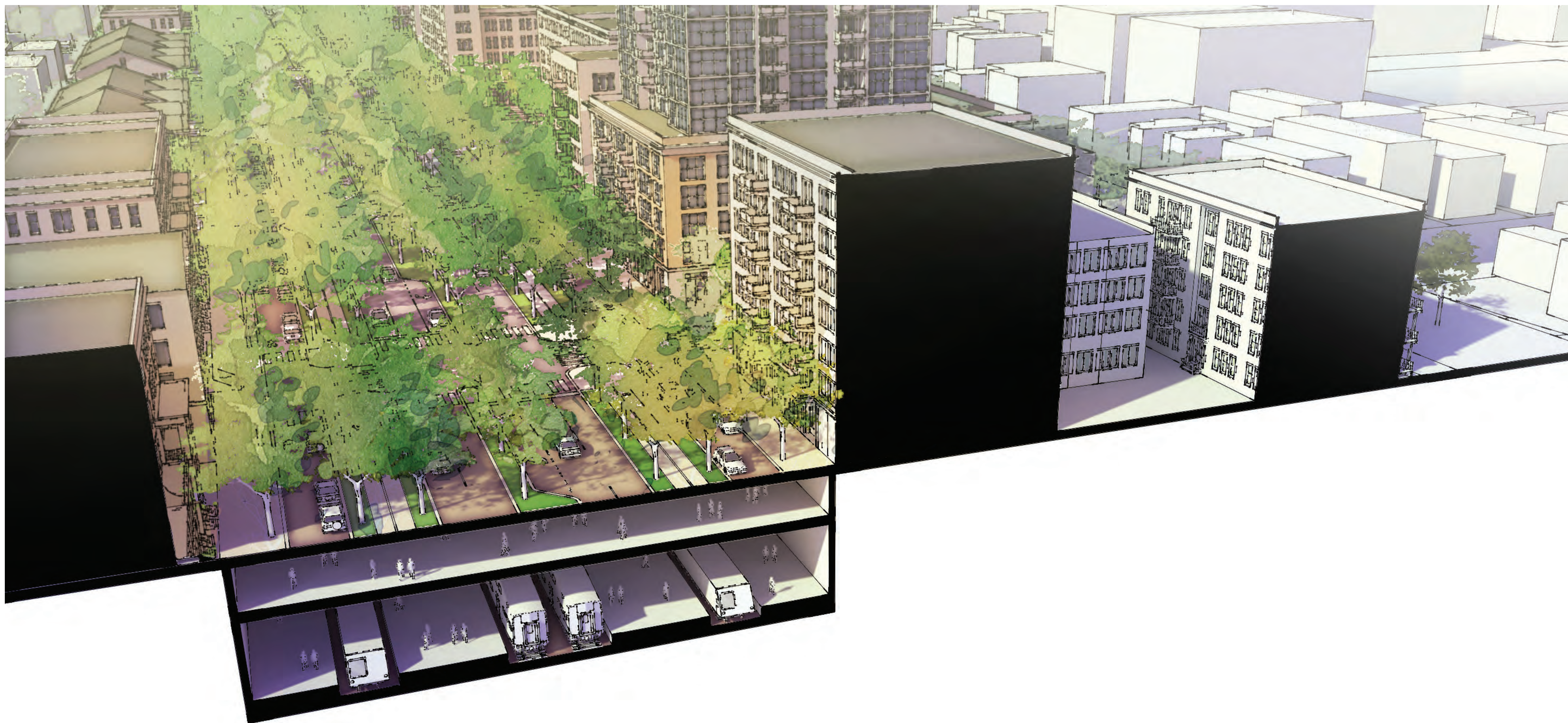


Diagram depicting the potential transformation of I-980 to a walkable urban boulevard, with rail alignment below.

HOWARD TERMINAL



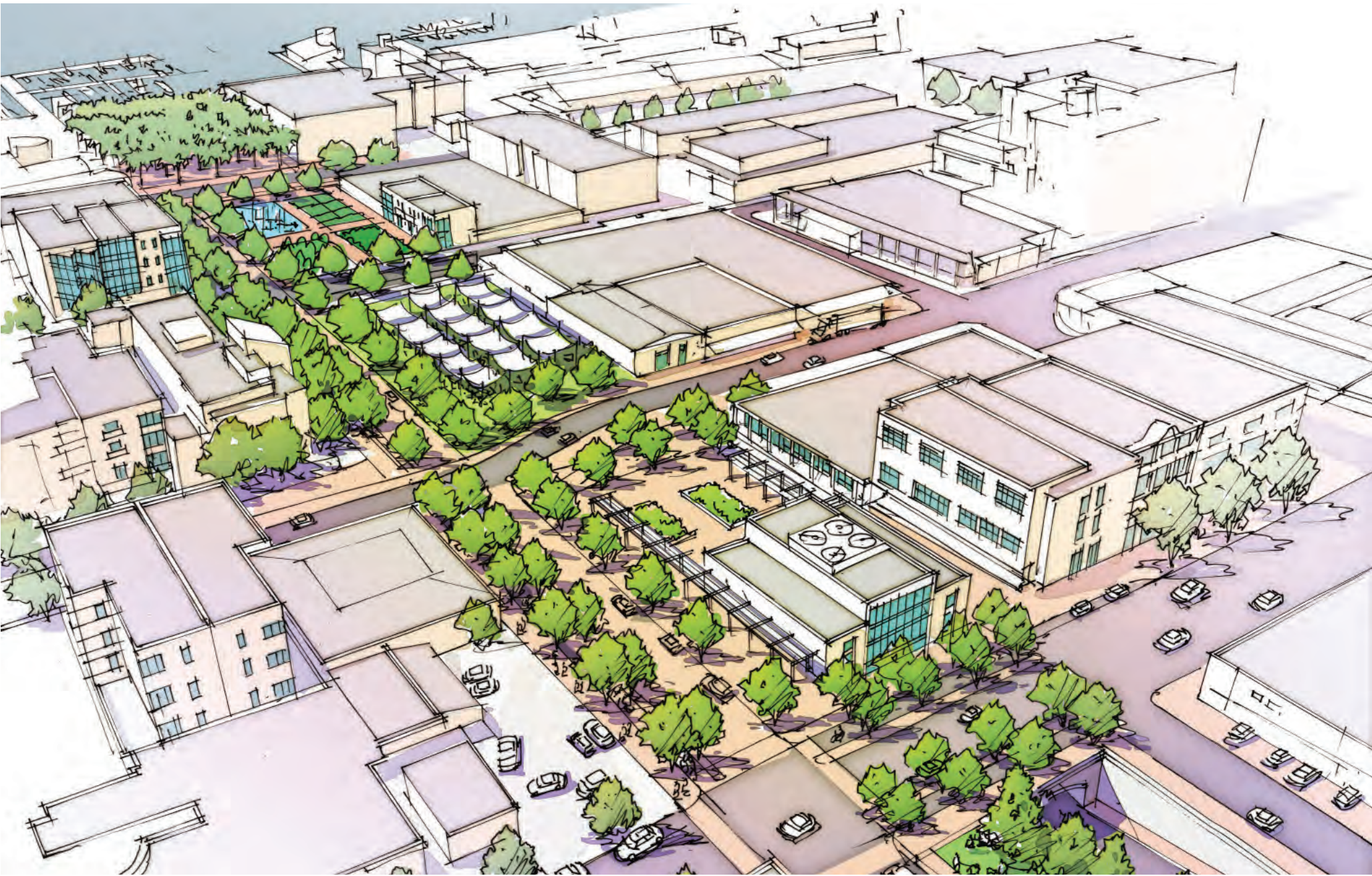
There have been discussions that the Port may vacate Howard Terminal. If this were to happen and the property were to be used with a new purpose, it opens up a grand opportunity for the property to serve as an anchor for the Jack London District. The Port of Oakland could sell the property, convey it to another public entity, or retain ownership and grant long term leases. There are multiple jurisdictions that have control over the waterfront, whether publicly or privately owned. Any future uses or construction would need to meet the requirements of all those with jurisdiction over Howard Terminal.

Stadium Scenario

This scenario demonstrates that a Major League sized stadium can fit on the site, with additional space remaining. In typical stadium plans, the remaining would be used for surface parking lots. Given this unique location, the parking should be provided in structures toward the west side of the property and perhaps north side of the Embarcadero on additional properties, reserving the remaining space for more appropriate civic uses.



Illustrative Plan, Howard Terminal, Stadium Scenario



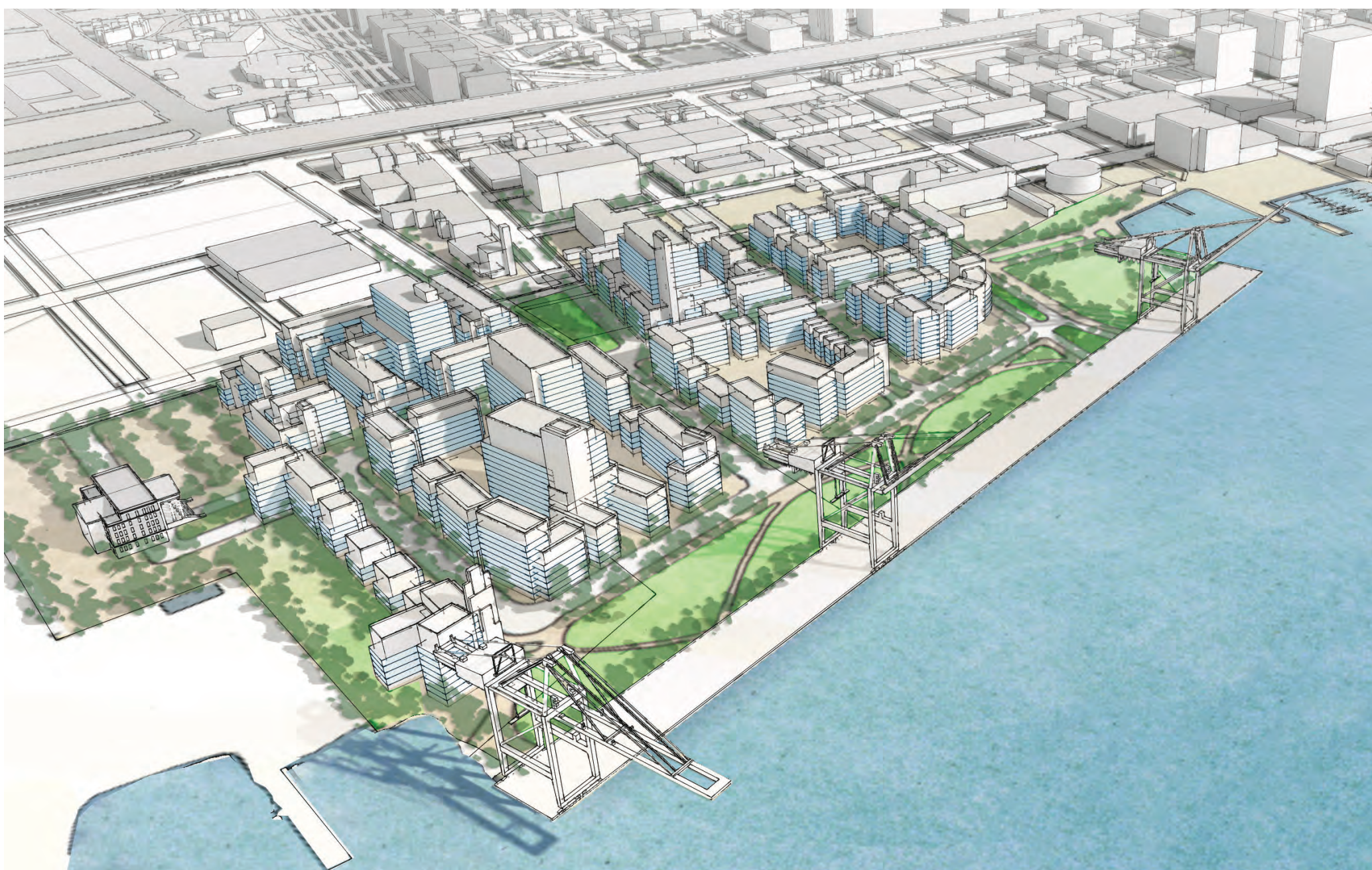
Aerial rendering, Howard Terminal, Stadium Scenario

Transit-Oriented Development Scenario

A different scenario contemplates private development of the site for residential, office, light industrial or hotel uses, with a portion of the waterfront remaining as open space. This scenario could be used to gain public open space and tax base by shifting its costs to the private sector, including: costs associated with the environmental cleanup of the site. The amount of the parcel to be developed or reserved for public access to the waterfront can be decided upon at a future date, should this scenario be chosen.



Illustrative Plan, Howard Terminal, Transit-Oriented Development Scenario



Aerial rendering, Howard Terminal, Transit-Oriented Development Scenario

Howard Terminal: Combination Scenario

The preferred option could be some combination of the illustrated alternatives, or a different possibility entirely such as a campus for a school, hospital, or large private employer. Some primary considerations, outlined during the design charrette, apply to all of the scenarios:

- The site is big; any scenario offers the opportunity for the property to function as the western “anchor” of the Jack London District.
- All scenarios could include an extension to the off-street Bay Trail along the shoreline as part of the East Bay Trail System. Currently that starts/stops by the fire station/Ferry Terminal at Water Street. The extension could continue further east and then jog to the north and meet up with the on-street trail at 3rd street and Market, thus avoiding automobile conflicts on 2nd Street. This is justified by following Objective SA-1 of the City’s Estuary Policy Plan, “create a clear and continuous system of public access along the Estuary shoreline.”
- A pedestrian entrance at the water’s edge in front of the Fire station where the Ferry Terminal is located at the end of Jefferson Street.
- The existing power utilities along the Embarcadero would remain, offering their interesting and unique architecture to the character of the neighborhood.
- The long view of the estuary in the southeast direction is incredible and should be exploited as part of the open space provided. The view offers a different perspective for people visiting and enjoying the waterfront.
- The shipping cranes are well loved by the community. They are thought of as works of art. Efforts should be made to keep one or more of them in preserving part of the history of the site.
- There is a concrete platform underneath the cranes for stabilization that extends over the natural shoreline edge. This platform could be incorporated into a redevelopment scenario.
- If the west side of Howard Terminal remains in active Port use, it is logical to put large footprint buildings or parking structures toward this edge of the property.
- Large surface parking lots are avoided in all scenarios. If drives for vehicular access are utilized, then parallel, on-street parking spaces could be provided.