

# Lake Merritt Station Area Plan

## Community Workshop #1

### Visioning, Goals, and Issues



**DYETT & BHATIA**  
Urban and Regional Planners

April 14, 2010

<http://www.business2oakland.com/lakemerrittsap/>

# Workshop Objectives

- To expand upon dialogue with community members on the future of the Lake Merritt Station Area.
- To provide discussion forum where all attendees can participate and be heard.
- To begin to identify common themes and visions for the Station Area Plan, including identifying key goals and issues.

# Workshop Agenda

- **Welcome**
- **Introduction**
  - *Workshop Purpose and Agenda Overview*
  - *Review of Existing Conditions and Market Study*
  - *Small Group Exercise Overview and Ground Rules*
- **Issues and Ideas Dialogue**
- **Group Visioning Activity**
- **Large Group Report Back**
- **Next Steps and Adjournment**

# Planning Area

# Lake Merritt Station Area Plan Objectives

## ■ Key Objectives

- *Provide for community development that is equitable, sustainable and healthy*
- *Increase use of non-automobile modes of transportation*
- *Increase the housing supply (including around BART and affordable for low-income residents)*
- *Increase jobs and improve access to jobs*
- *Provide services and retail options in the station area*
- *Identify additional recreation and open space opportunities*

## ■ Purpose

- *Generate interest, enthusiasm, and consensus about new development in the area*
- *Provide an impetus for real development projects, and specific public improvements*

# Range of Topics to be Covered in the Plan

- Land Use, Circulation, and Urban Design
  - *Housing Development*
  - *Station Access*
  - *Transportation*
  - *Standards and guidelines for development*
- Open space, conservation and natural resources
- Infrastructure Improvements
- Historic and Cultural Resources
- Regulatory Framework
- Implementation Program

# Public Participation

- Community Meetings/ Workshops
  - *Initial Community Engagement Process in 2008-2009*
  - *4 workshops*
  - *Neighborhood tea and coffees in April*
- 6 Community Stakeholder Group Meetings
- 4 Executive Committee of the Community Stakeholder Group Meetings
- 4 Newsletters
- Regularly Updated Website
- Project email: [Lake\\_merritt\\_plan@oaklandnet.com](mailto:Lake_merritt_plan@oaklandnet.com)
- Hotline: 510.238.7904

# 2009 Community Engagement Results: Guiding Principles

- Public Safety
- Jobs
- Housing
- Community Facilities and Open Space
- Business
- Transportation
- Cultural Preservation
- Community Engagement
- Health



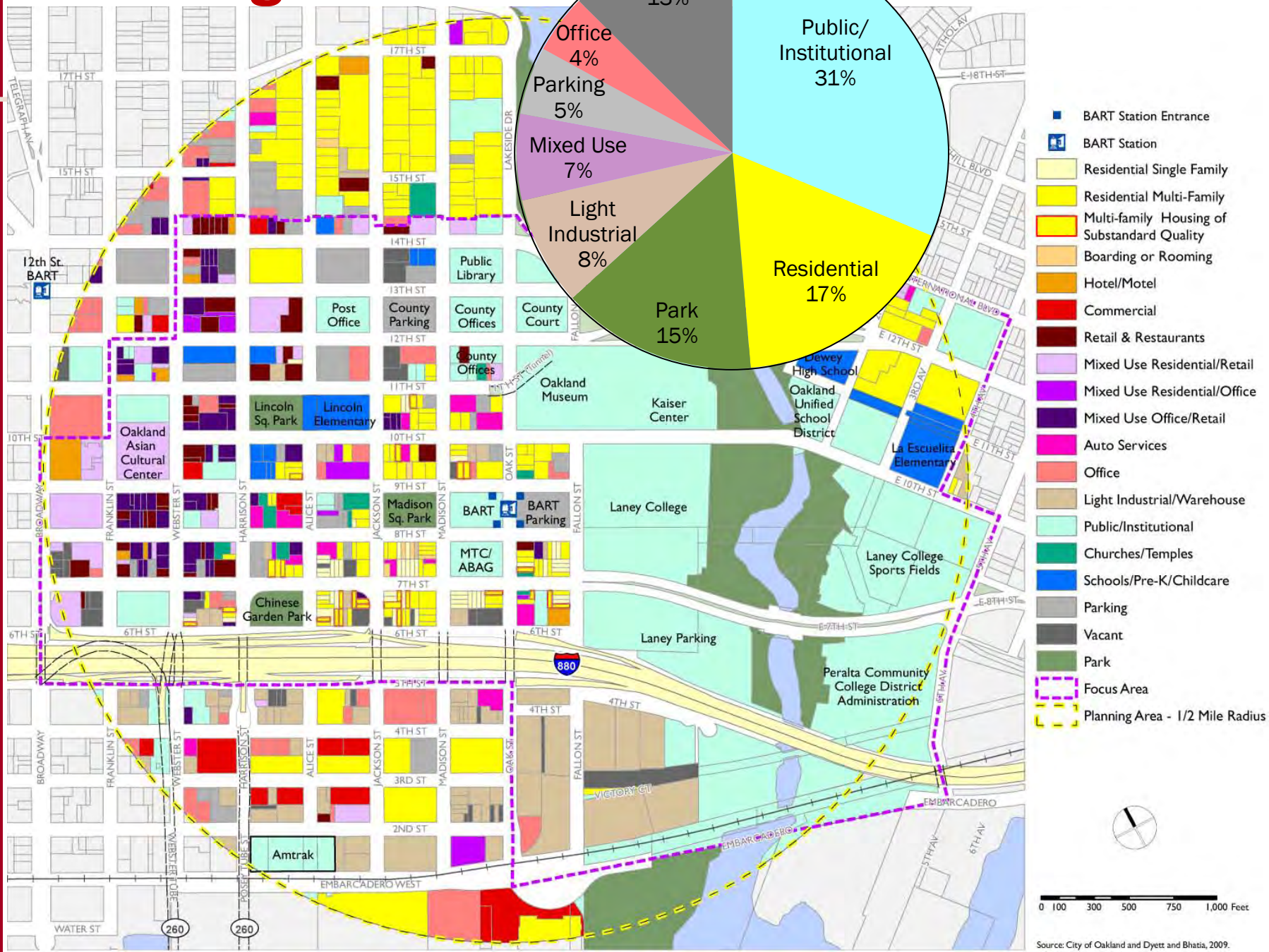
# **Existing Conditions and Key Issues Report and Market Opportunity Analysis**

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# Planning Area Demographics

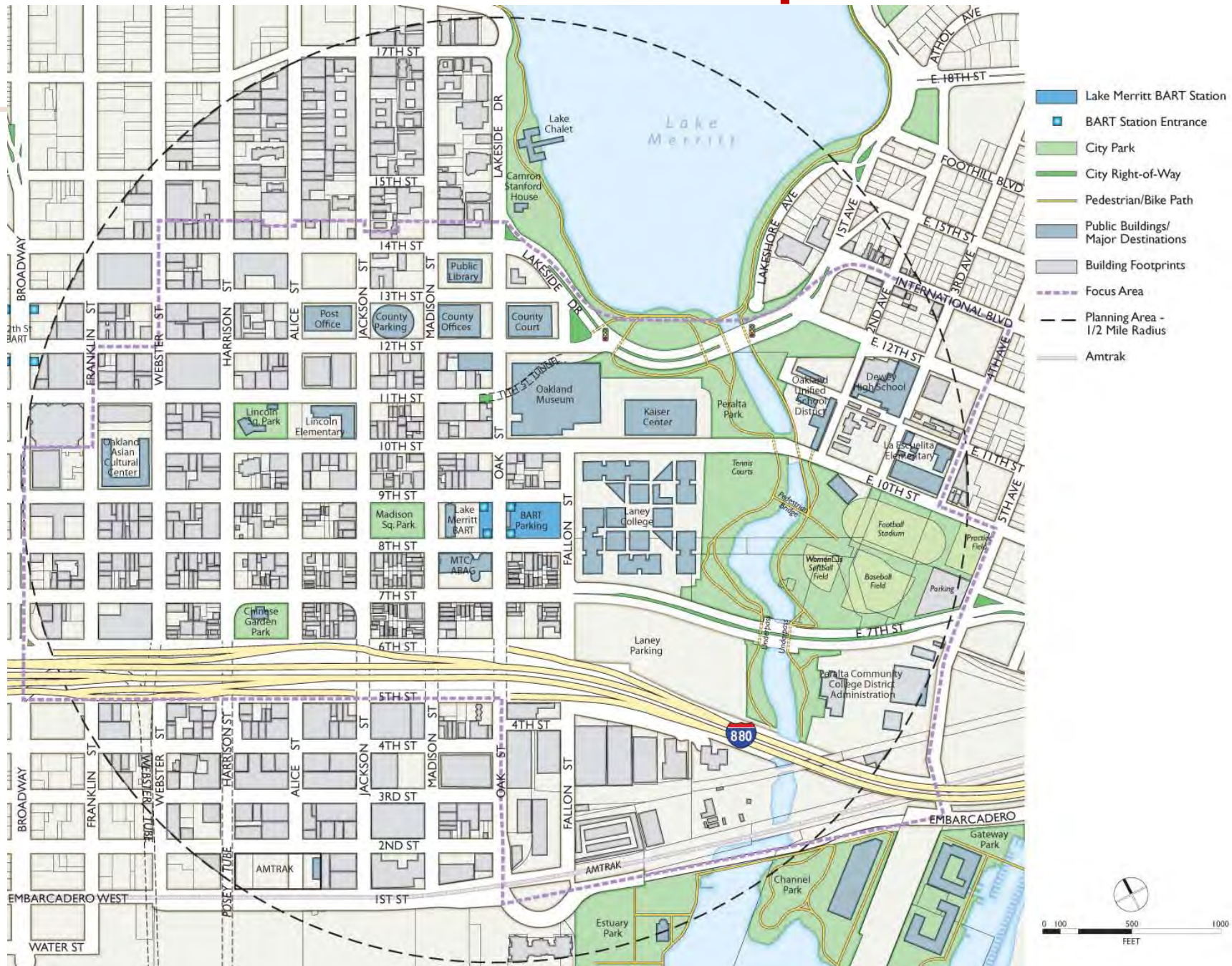
- Existing Households in Planning Area 2009: 6,159
- Small household size – 1.94 persons/ HH
  - *compared to Oakland's average 2.65 /HH*
- HH income is lower than that of Oakland
  - *About 33% of households have an income of less than \$15,000, compared to 13% in Oakland*
- 30% of the population is age 60 or older
- 64% of the population is Asian/Pacific Islander, of which 84% are Chinese

# Existing Land Use





# Planned Park and Channel Improvements





# Chinatown



# Historic Location of Chinatown

Oakland's Chinatown - 1882



Oakland's Chinatown - 1960



Oakland's Chinatown - 1973





# Cultural/ Educational /Government Uses





# Diversity of Land Uses & Character





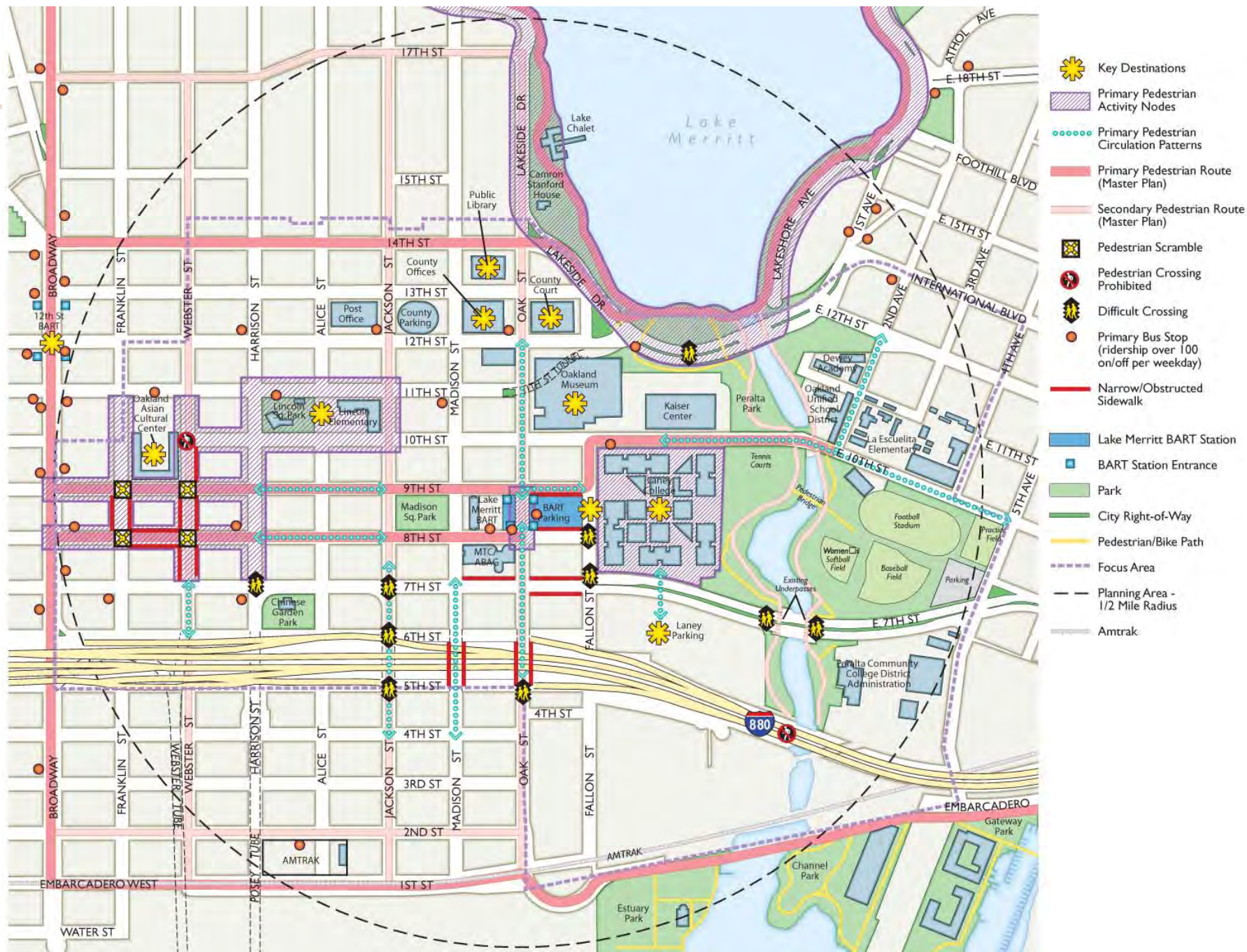
# Existing Circulation Network

- Bicycle
- Pedestrian
- BART
- AC Transit
- Amtrak
- Ferry Service
- Shuttles



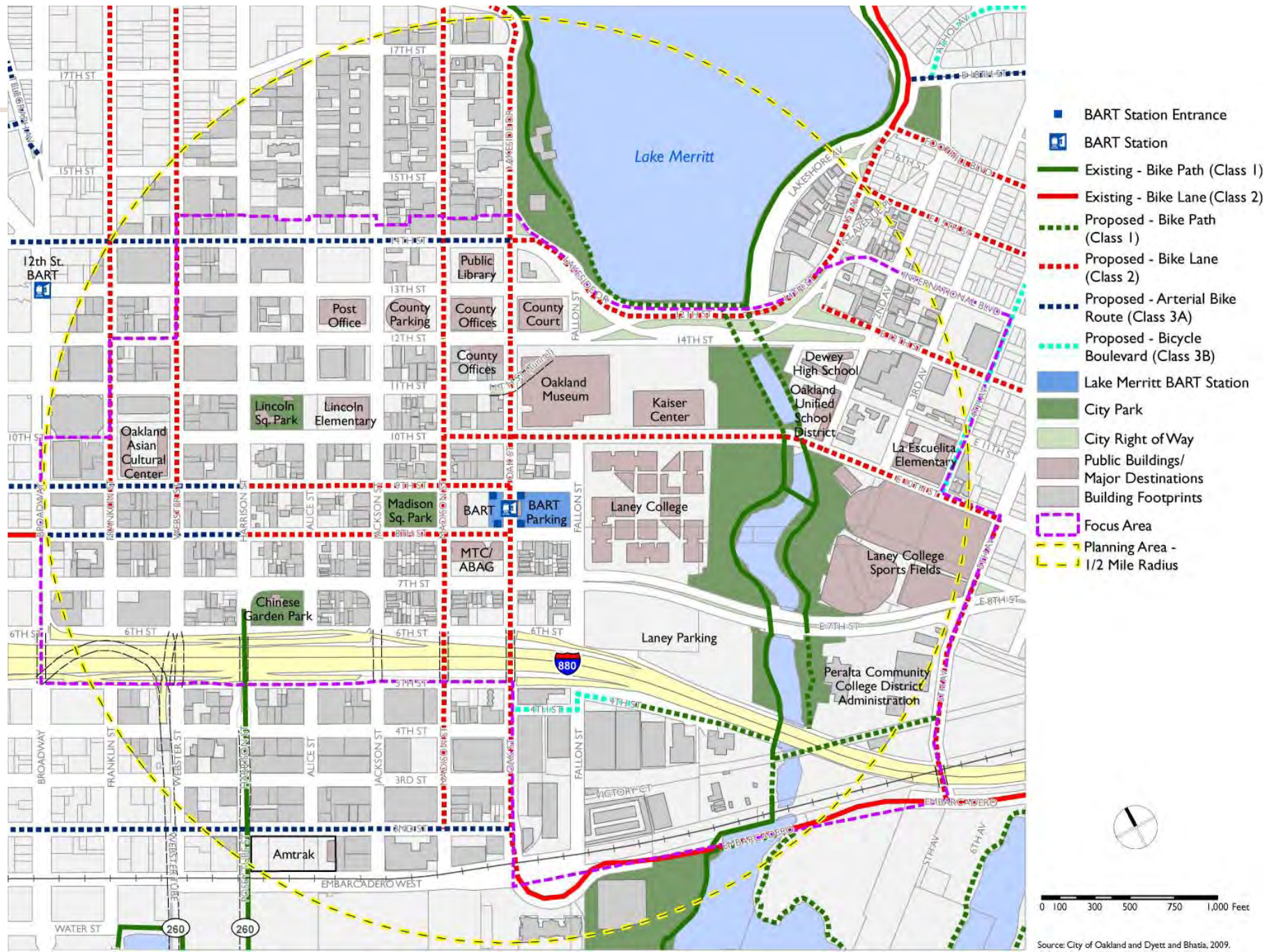


# Pedestrian Network



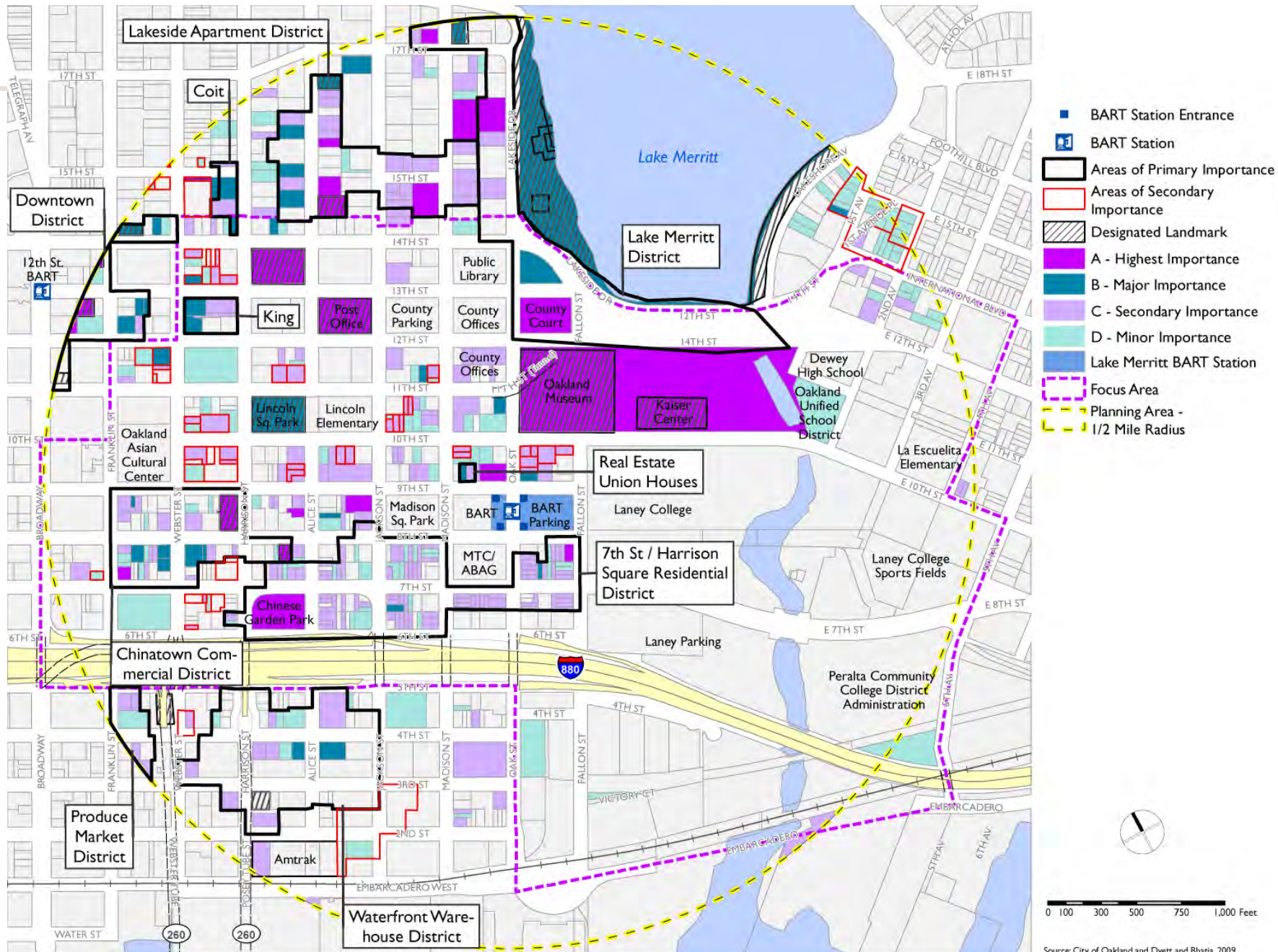


# Bike Network





# Historic Properties





# Potential Sites for Reuse



# Market Opportunity Analysis Findings

Product Type	Next Decade 2010-2020	Remaining Period 2020-2035	Total New Demand 2035
<b>Residential</b>	900-2,500 Units	3,450-8,250 Units	4,350-10,750 Units
<b>Retail</b>	83,000-165,000 SF	124,000-249,000 SF	207,000-414,000 SF
<b>Office</b>	N/A	850,000 SF	850,000 SF
<b>Hotel</b>	N/A	200 Rooms	200 Rooms
Source: Conley Consulting Group; February 2010			

# **Activity #1**

## **Issues and Ideas Dialogue**

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# Transportation

- What kind of transportation improvements would you like to see in the area? What should the priorities be?
- What types of improvements would improve pedestrian convenience and safety? Where are priority locations for improvements?
- What improvements will encourage transit (bus and BART) ridership?
- What should the priorities for future transportation and circulation improvements be?



# Housing, Businesses, and Jobs

- What land uses and amenities would you like to see?
- Where should new homes and businesses be located in the future?
- How many stories should buildings be?
- What improvements to street and building design would you like to see?
- What types of new businesses or jobs would you like to see in the area?

# Community Facilities, Open Space, and Cultural Preservation

- What art/ cultural activities or land uses would you like to see?
- Are there any actions needed to ensure that Chinatown remains vital in the future?
- Where should new community facilities and/or public spaces be located?
- Does the planning area need more open spaces? If so, where?

# Public Safety and Health

- What would make the planning area a healthier place to live, work, and go to school?
- How should buildings, streets, and open space be developed to make the planning area safer?

# Ground Rules

- Only one person to speak at a time
- Listen for understanding
- Suspend snap judgments
- Stay on the timeline; keep comments concise, avoid repetition
- Each member of the group is equal, all comments matter
- PARTICIPATE!

# **Activity #2**

## **Visioning**

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# Vision for 2035

- What would you like to see accomplished in the next 25 years?
- Come up with a group vision for the future for the planning area (more than one is OK too!)
- The station area is a place that...

# Group Report Back

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# Next Steps

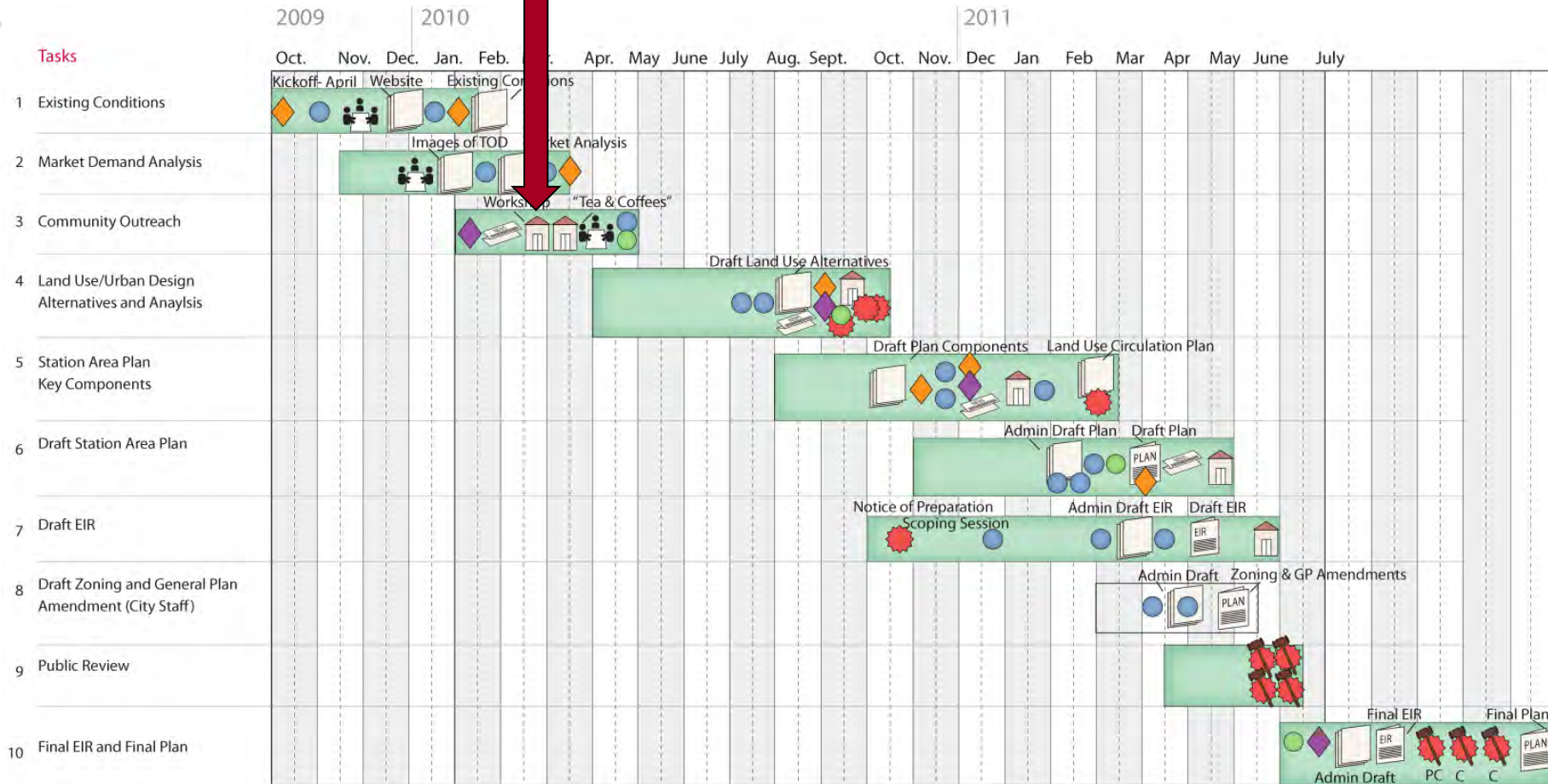
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- ❑ Complete Feedback form and Journey Map and return to City
- ❑ Existing Conditions and Key Issues Report and Market Opportunity Analysis available shortly – stay tuned!
- ❑ Community Workshop #2: Land Use and Circulation Alternatives Fall 2010



# Schedule

## Lake Merritt Station Area Plan



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