



Central Estuary Plan

A VISION FOR OAKLAND'S WATERFRONT

Specific Plan and Environmental Assessment



CENTRAL ESTUARY PLAN



A VISION FOR
OAKLAND'S WATERFRONT

Tonight's Presentation

- Introduce the Project Team
- Plan Process
- Understanding the History of the Central Estuary
- Building a Unified Vision for the Future of the Area

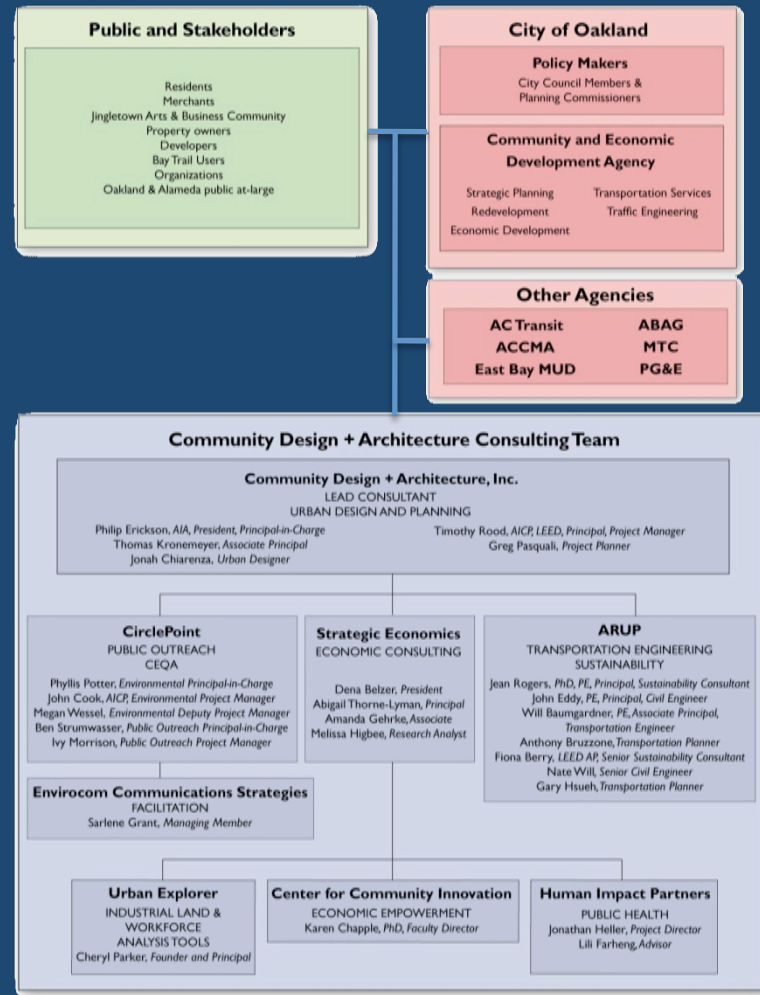


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The Project Team

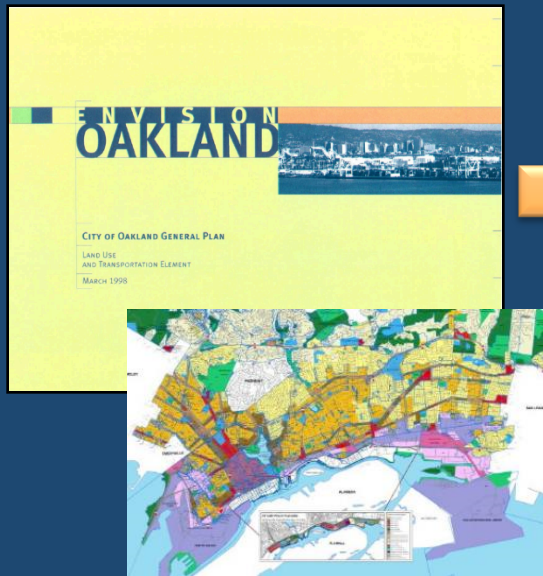


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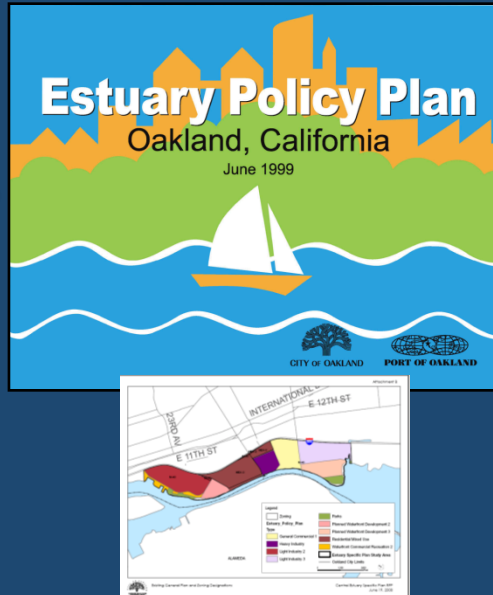


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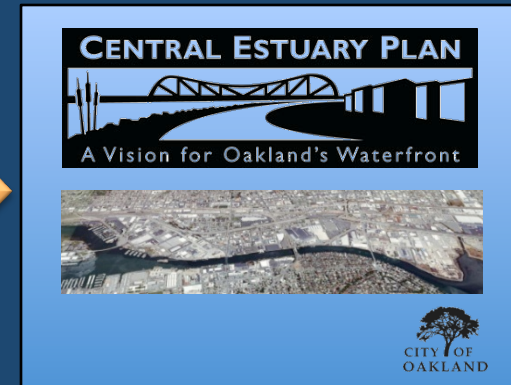
Planning Context



General Plan
Land Use Element
Adopted 1998



Estuary Policy Plan
Adopted 1999



Central Estuary Plan
2009-10



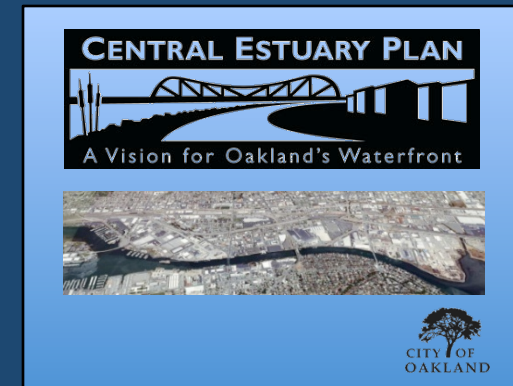
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Why Prepare a Specific Plan Now?

- Transportation and infrastructure needs
- Area-wide financing will help pay for needed improvements and community priorities like parks and open space



Central Estuary Plan
2009-10



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Plan Process

- An Innovative Approach to Planning
 - Integration of Exciting new Public Health Assessment into Decision-making
 - Use of Environmental Sustainability Tools
 - Extensive Effort to Get Community Input and Verification

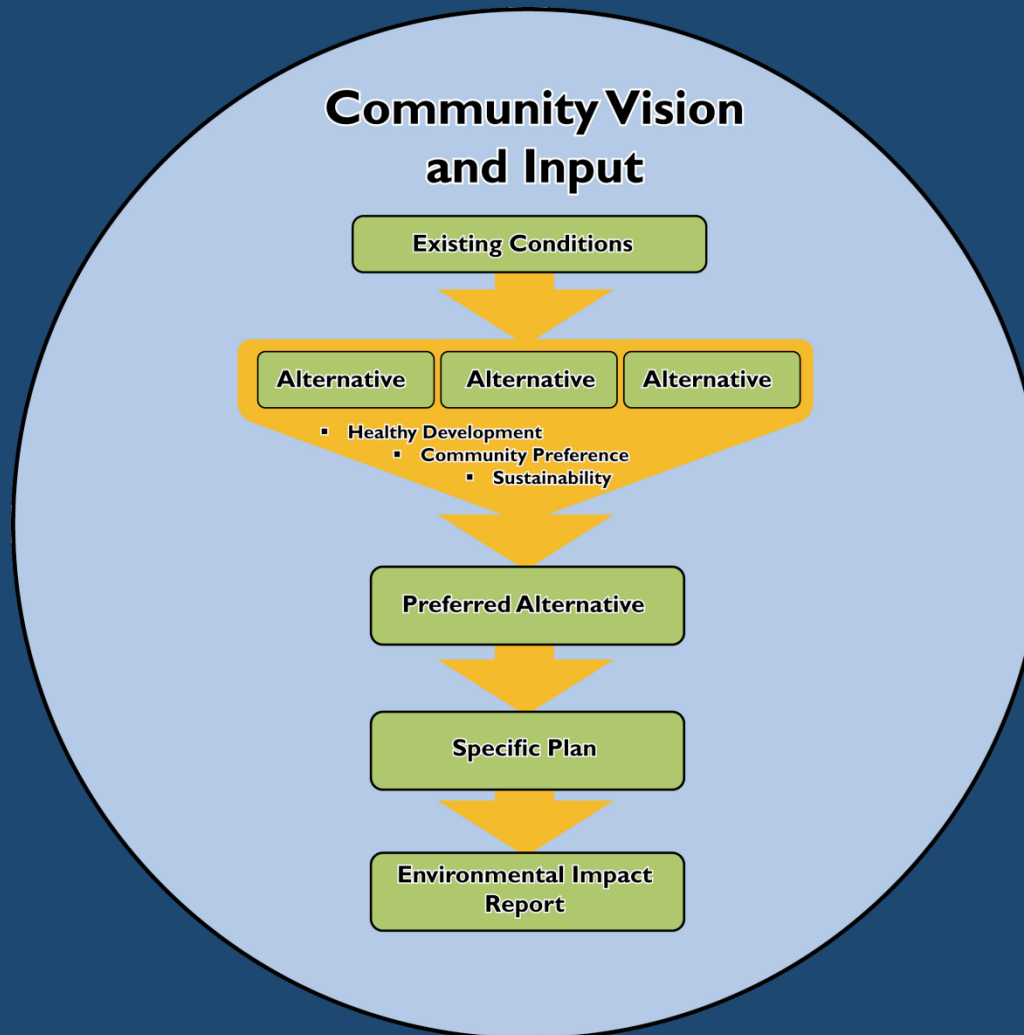


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Plan Process



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Plan Process

■ 8 WORKSHOPS

- March 23 – Define Project Vision
- April 22 – Confirm Project Vision,
Introduce Healthy Development
- Mid/Late May – Existing Conditions
- June/July – Alternative Concepts for the Area
- September – Refined Alternatives
- October – Preferred Alternative
- TBD – Draft Plan
- TBD – Final Plan



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Next Steps

- Project team will compile & review input
- April 22: Refine & confirm the vision, introduce Healthy Development measures



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How to Stay Informed and Involved

- Visit the project website:
www.oaklandnet.com/central_estuary_plan
- Email the team:
central_estuary_plan@oaklandnet.com
- Leave a message: **(510) 238-7737**
- Attend and encourage others to attend community workshops –
Next workshop:
Wed, April 22. Time/Place TBD



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History of the Central Estuary

- Early Waterfront (- 1868)
- Industrial Era (1868 – 1990s)
- Mixed Use Present (1990s - Future)
- The Story of the Subareas



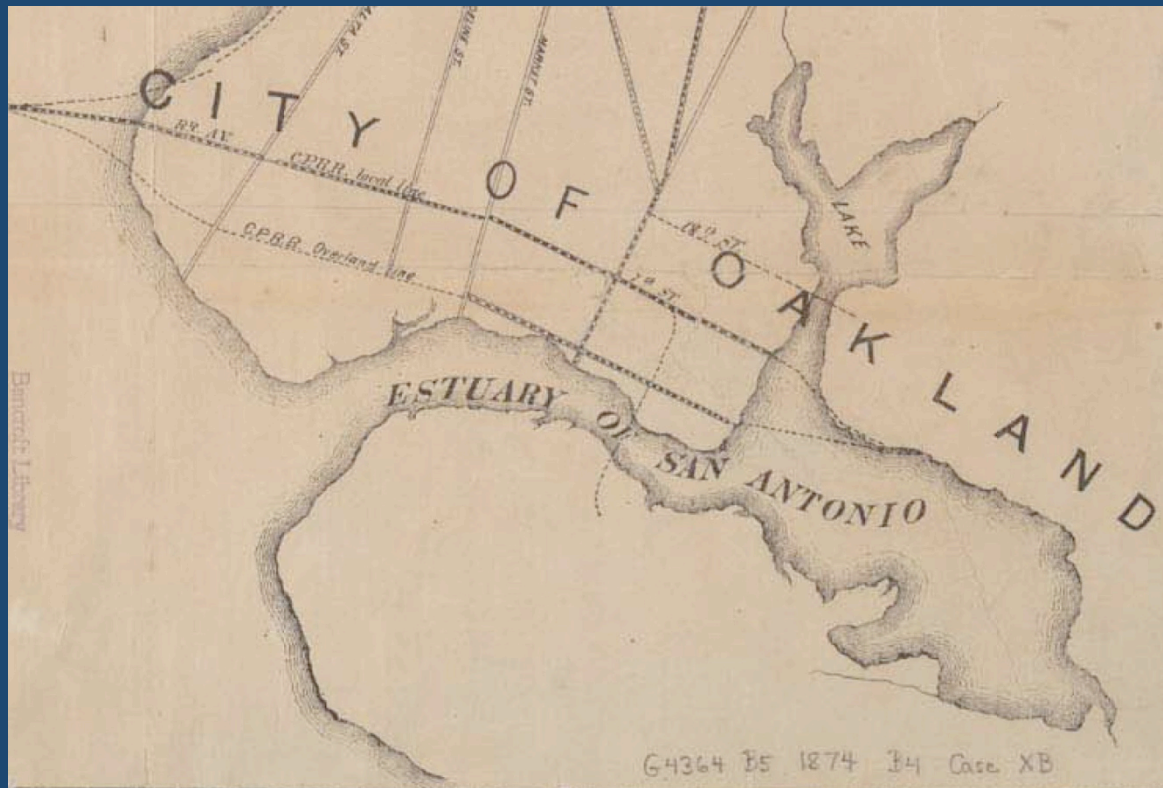
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History of the Central Estuary

- Early Waterfront



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History of the Central Estuary

- Industrial Era



History of the Central Estuary

- Mixed Use Present



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■ Planning Areas



A stylized, dark blue illustration on a white background. It features a bridge with a large arch spanning a body of water. To the left of the bridge, there are reeds or tall grasses. To the right, there is a long, low building with several rectangular windows. The entire illustration is composed of simple, bold lines.

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History of the Central Estuary

■ West Area



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History of the Central Estuary

■ Central West



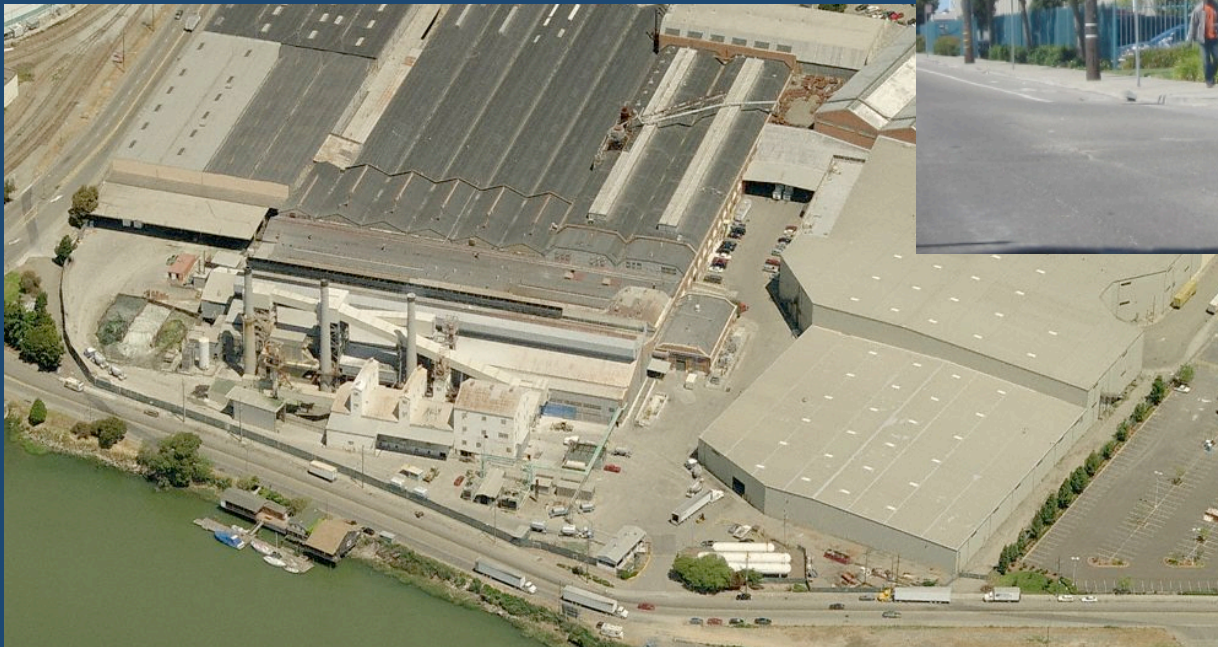
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History of the Central Estuary

- Central East



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History of the Central Estuary

- East



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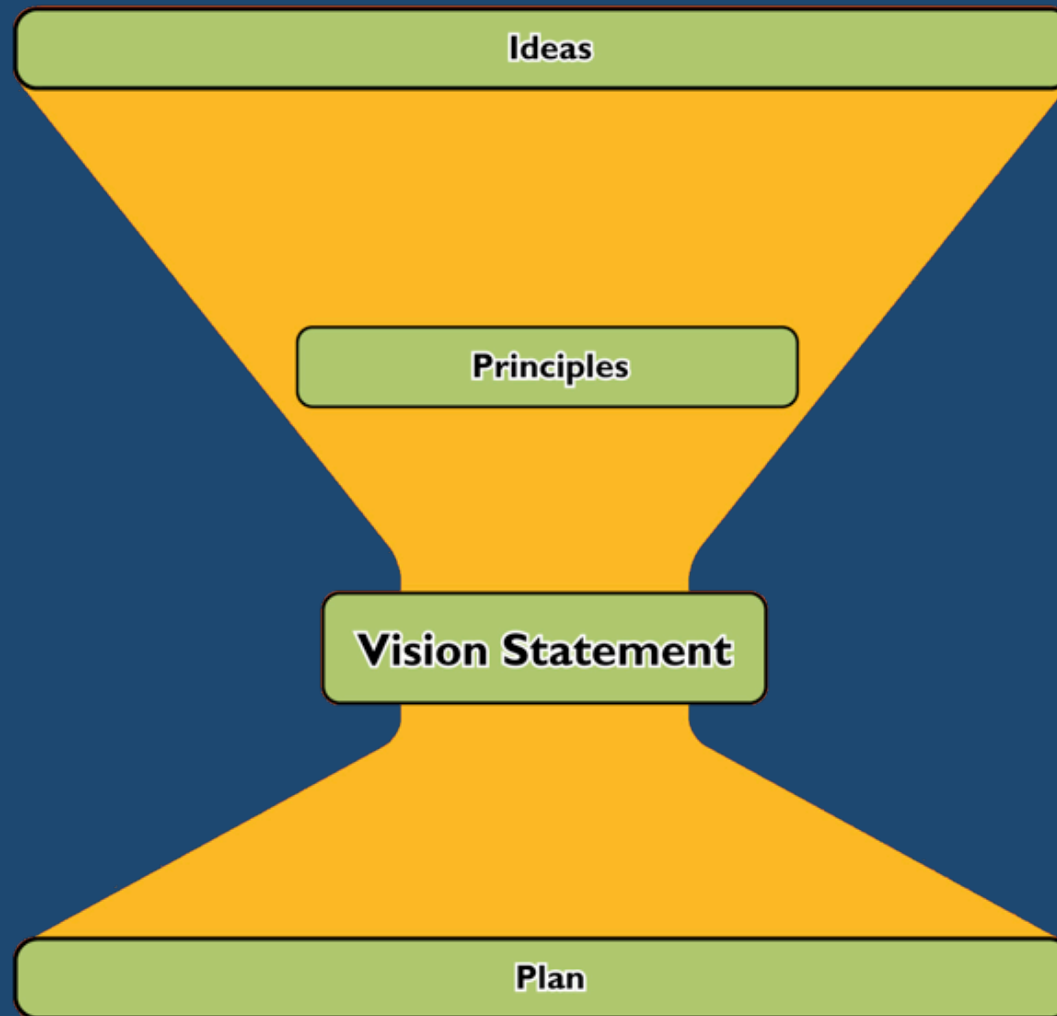
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Defining a Unified Vision

- **GOAL:** To create a single, unified vision for the study area
 - Will have policies and goals for each area, or within particular disciplines (transportation, land use, environmental), that support this vision
 - Will be used as a touchstone, to check back throughout the planning process and as the area develops in the future



Defining a Unified Vision



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Defining a Unified Vision

- **Example:**

Envision a future for Marin County with a safe, efficient multi-modal transportation system and a broad range of housing choices, including housing which is affordable to the full range of our workforce and community, with a compact development footprint and minimal environmental impacts.

Marin Transportation and Land Use Solutions Program



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Defining a Unified Vision

■ Example PRINCIPLES that make a vision statement:

- 1. Create a well-connected multimodal transportation system and network of places that reduces the reliance on single-occupancy automobiles and integrates pedestrians, bi-cycles, and transit.*
- 2. Target new development to areas that are already developed, particularly locations that can be effectively served by transit.*
- 3. Create compact community places with a diverse mix of uses through infill, redevelopment, and reuse of developable property.*
- 4. Provide Marin residents with quality housing choices that address their broad range of household types and incomes.*
- 5. Design a network of human-scaled places that fit the distinct character of Marin's communities and environment.*
- 6. Coordinate land use- and transportation-related planning efforts and decision making in Marin to promote the vision and principles of the Marin TPLUS program.*

Marin Transportation and Land Use Solutions Program



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Defining a Unified Vision

■ Example PRINCIPLES that make a vision statement:

Principles	Related Local Goals	Benefits
<p>Principle 3: Create compact community places with a diverse mix of uses through infill, redevelopment, and reuse of developable property.</p> <p><i>Past development of retail and office space in Marin has primarily resulted in low-density, single-use places, each surrounded by surface parking. Such buildings create places that are incompatible with Marin's heritage and character, and generate an automobile trip for almost every activity of shoppers and workers.</i> (rephrased from Countywide Plan, Built Environment - 'Key Trends and Issues', page 3-3)</p> <p>Places with a diverse mix of uses and compact development, such as traditional downtowns have long been popular with pedestrians, bicyclists, and transit users because they offer a multitude of destinations within convenient distance. Where mixed-use areas are located close to residential neighborhoods, they can reduce vehicle trips as walking is opportune. Similarly, mixed-use areas in proximity of employment centers allow workers to walk for daily errands shopping, dining, or entertainment and thereby reduce the number of overall vehicular trips. Housing provided as part of mixed-use developments provides proximity to goods and services, and potentially jobs.</p>	<ul style="list-style-type: none"> Use our land efficiently to meet housing needs and to implement "smart" and sustainable development principles (<i>HS-3 - Countywide Plan and Objective 2, San Anselmo Housing Element + Objective 2, DRAFT Mill Valley Housing Element</i>) Keep Novato relatively compact in physical size by establishing firm urban limit lines (<i>Goal 3, Novato General Plan</i>) To support and encourage mixed-use development in Downtown, especially in order to provide affordable housing opportunities (<i>Recommended Goal, DRAFT Tiburon Downtown Element</i>) Facilitate employment opportunities that minimize the need for automobile trips...in addition to mixed use development strategies (<i>CD-3 - Countywide Plan</i>) Locate mixed-use, medium to higher density development in appropriate locations along transit corridors (<i>DES-2 Countywide Plan</i>) 	<p>Compact and infill development:</p> <ul style="list-style-type: none"> Slows down the process of land consumption for new development. Supports walking, ridesharing, cycling, and transit use by enabling people using these modes to make other trips conveniently. Consequently, vehicle trips and dependence on cars are reduced. Generates off-peak transit use because trips to and from mixed-use developments occur throughout the day and into the evening. Adds to the economic vitality of business districts by increasing the diversity of retail and commercial services offered. Also, mixed-use districts provide a convenient mix of goods and services to employees during the day and residents in the evening. As a result many businesses have a steady flow of customers all day. Contributes to neighborhood livability by providing activities within easy walking distance of neighborhoods. With these choices available, residents tend to walk more in their neighborhoods, increasing the area's safety, friendliness, and livability.

Marin Transportation and Land Use Solutions Program



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Defining a Unified Vision

■ Oakland General Plan Waterfront Goals:

- *Increase the awareness of the waterfront throughout the City and the region, and maximize the benefit of Oakland's waterfront for the people of Oakland.*
- *Promote the diversity of the waterfront by providing opportunities for new parks, recreation, and open space; cultural, educational, and entertainment experiences; and new or revitalized retail, commercial, and residential development.*
- *Enhance and promote the City's waterfront for the economic benefit of the community with emphasis on Oakland's position as a leading west coast maritime terminal and a primary Bay Area passenger and cargo airport.*
- *Connect the waterfront to the rest of the City with emphasis on linking adjacent neighborhoods and Downtown directly to the waterfront, reducing physical barriers and the perception of isolation from the water's edge, and improving public access to and along the waterfront.*
- *Preserve and enhance the existing natural areas along the waterfront.*



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Defining a Unified Vision

- Estuary Policy Plan:

The land use policies for the San Antonio/Fruitvale District are intended to establish a more compatible pattern of land uses that supports economic development and at the same time enhance neighborhood amenities. The waterfront is a feature which binds disparate activities, and provides a needed destination within these neighborhoods. Land use policies reinforce access to the waterfront, while promoting opportunities for neighborhood preservation and enhancement. Emphasis should be put on the reuse of existing structures of historic value and architectural significance.



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