



Central Estuary Plan

A VISION FOR OAKLAND'S WATERFRONT

Specific Plan and Environmental Assessment

Workshop #6 – Draft
Alternatives and Analysis
October 1, 2009

Revised October 21, 2009



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Plan Process

■ 8 WORKSHOPS

- ✓ March 23 – Define Project Vision
- ✓ April 22 – Confirm Project Vision,
Introduce Healthy Development
- ✓ June 18 – Existing Conditions
- ✓ July 11 – Alternative Concepts for the Area
- **October 1 – Refined Alternatives**
- November – Preferred Alternative
- TBD – Draft Plan
- TBD – Final Plan



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Goals

- Tonight's workshop (Workshop #5)
 - Introduce and present information about Plan Alternatives
 - Allow time before the next workshop to learn about and think about Plan Alternatives
- Workshop #6 (November)
 - Discuss Plan Alternatives in detail with other workshop participants
 - Select components of the alternatives that match your vision for the Plan Area
 - Help to create a preferred alternative



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Developing the Alternatives

- Step 1:

Gather Public Input



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Developing the Alternatives

- Public Input



Developing the Alternatives



Developing the Alternatives

■ Public Input



Proposed Land Uses

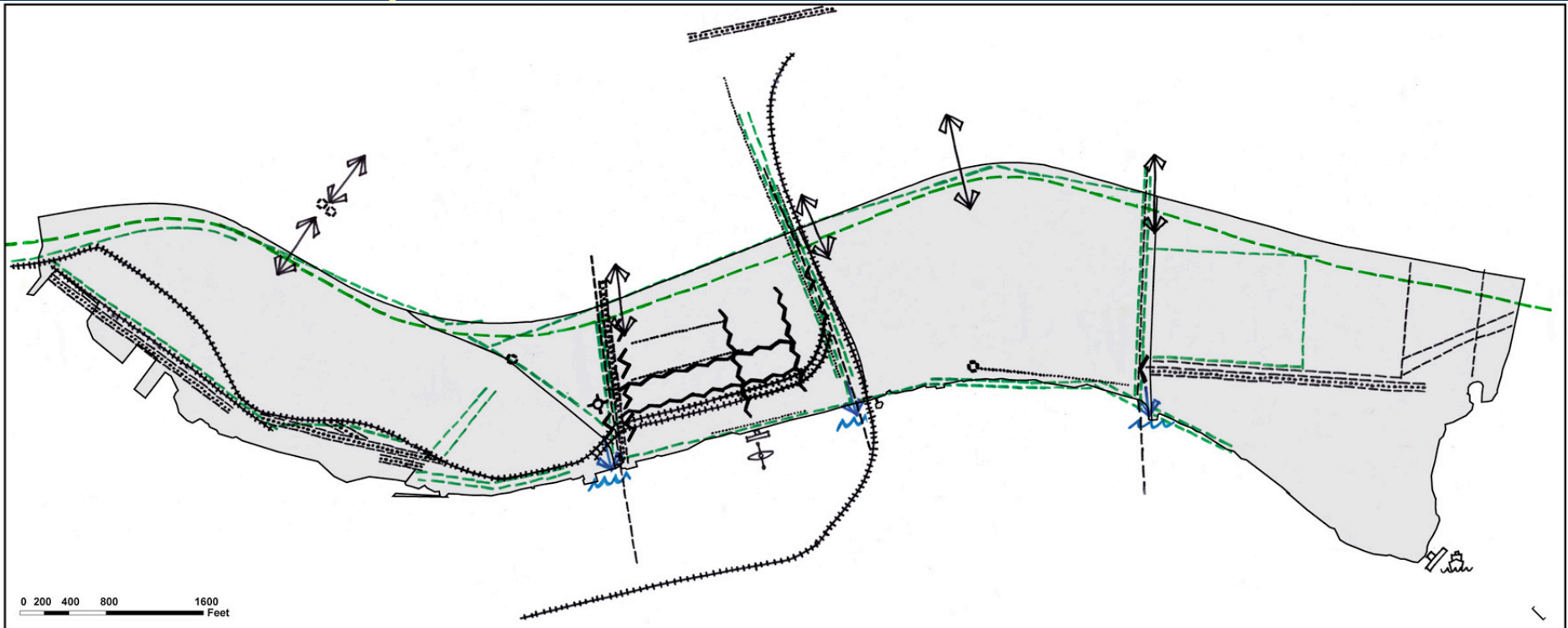
August 22, 2009

	Industrial		Office
	Live/Work		Civic/Community
	Townhome		Park
	Other Multi-Family Residential		Plaza
	Retail		



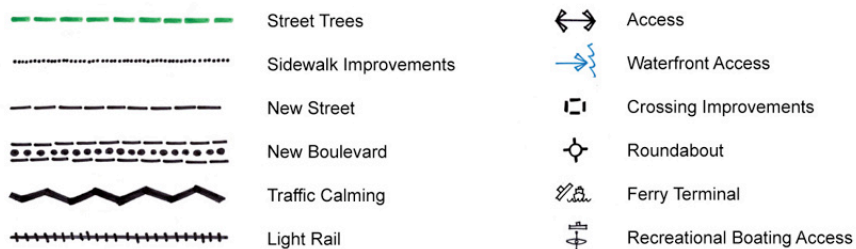
Developing the Alternatives

■ Public Input



Proposed Infrastructure

August 21, 2009



Developing the Alternatives

- Step 2:

Identify Potential for Change



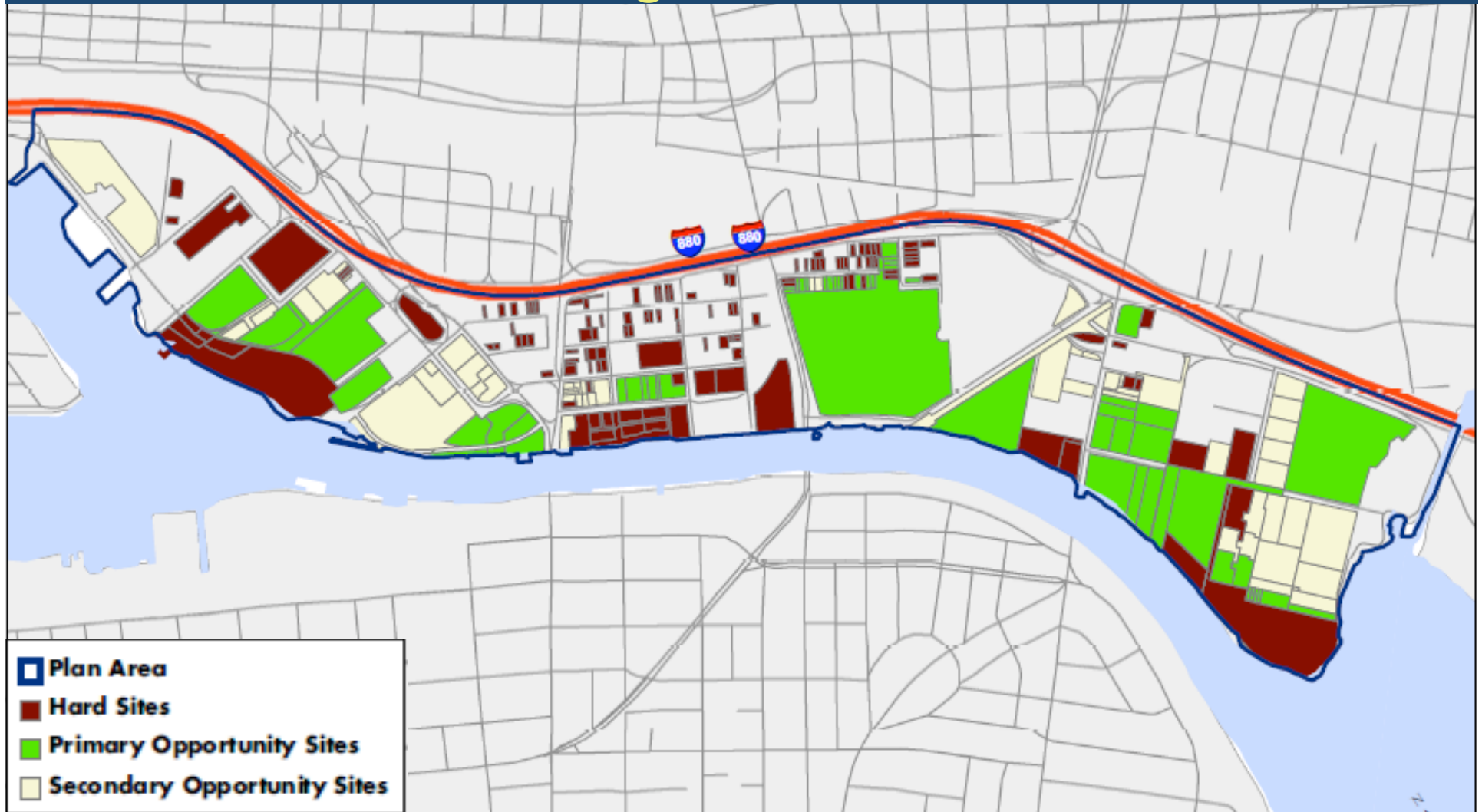
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Developing the Alternatives

- Potential for Change



Developing the Alternatives

- Step 3:

Develop Feasible Alternative Concepts



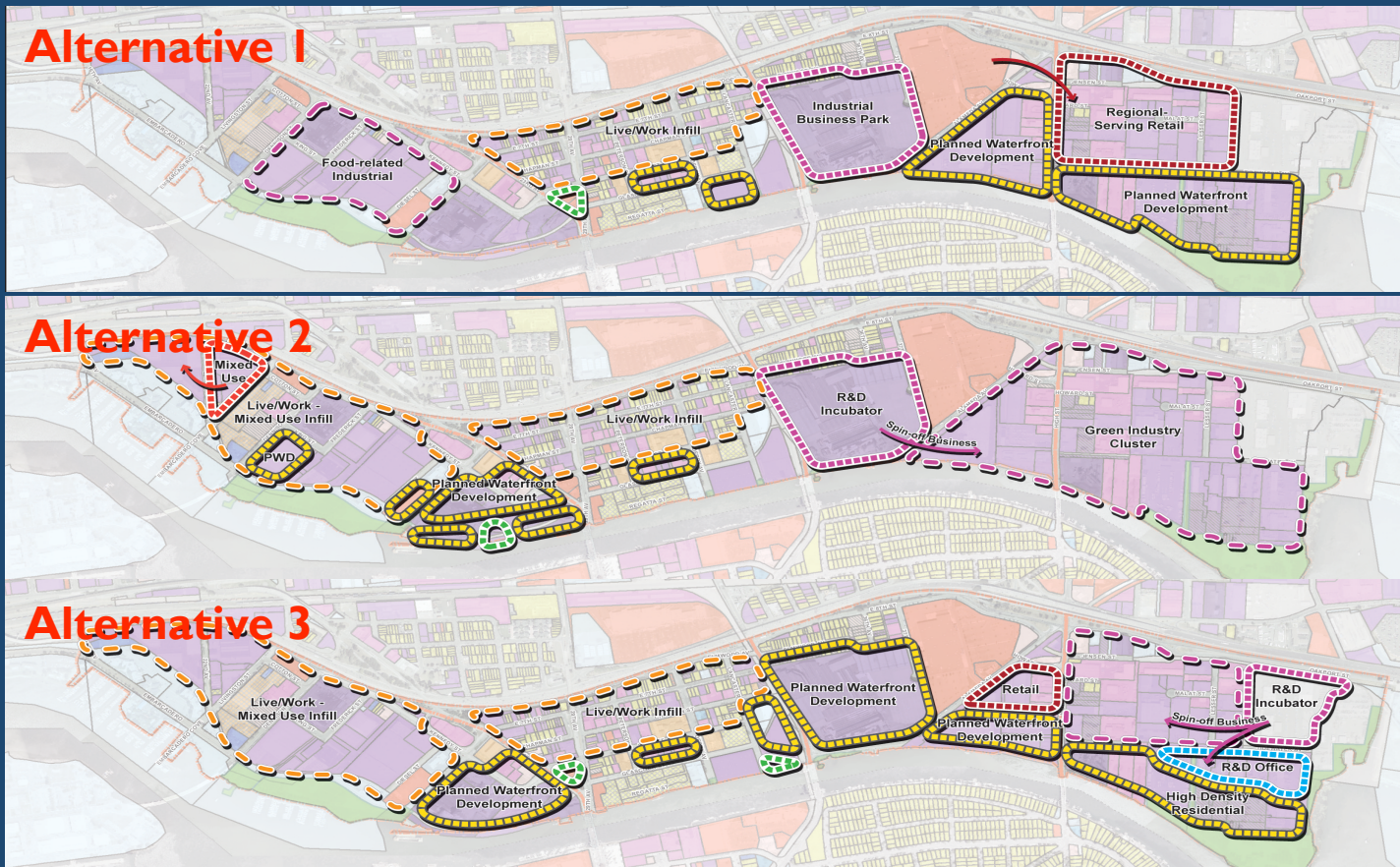
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Developing the Alternatives

- Feasible Alternative Concepts



Alternatives

- For each Alternative, we will look at
 - **Overview** – What's the big idea?
 - **Land uses and circulation** for the whole area
 - **Subareas** in detail
 - **Key findings** from analyses

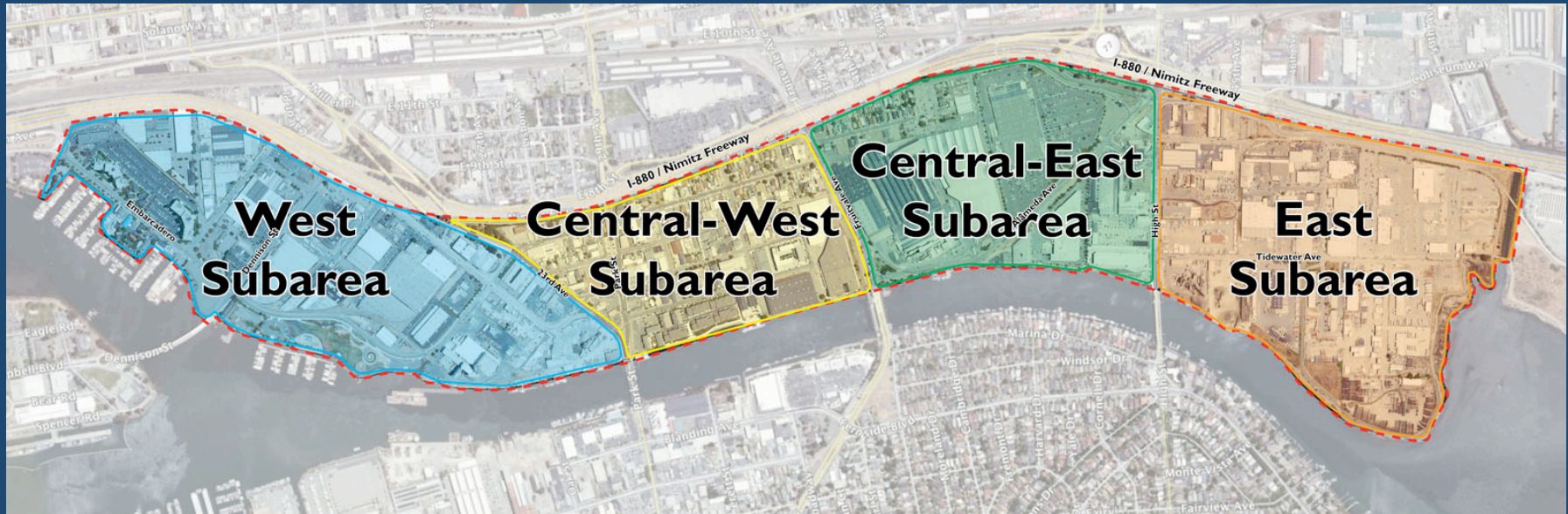


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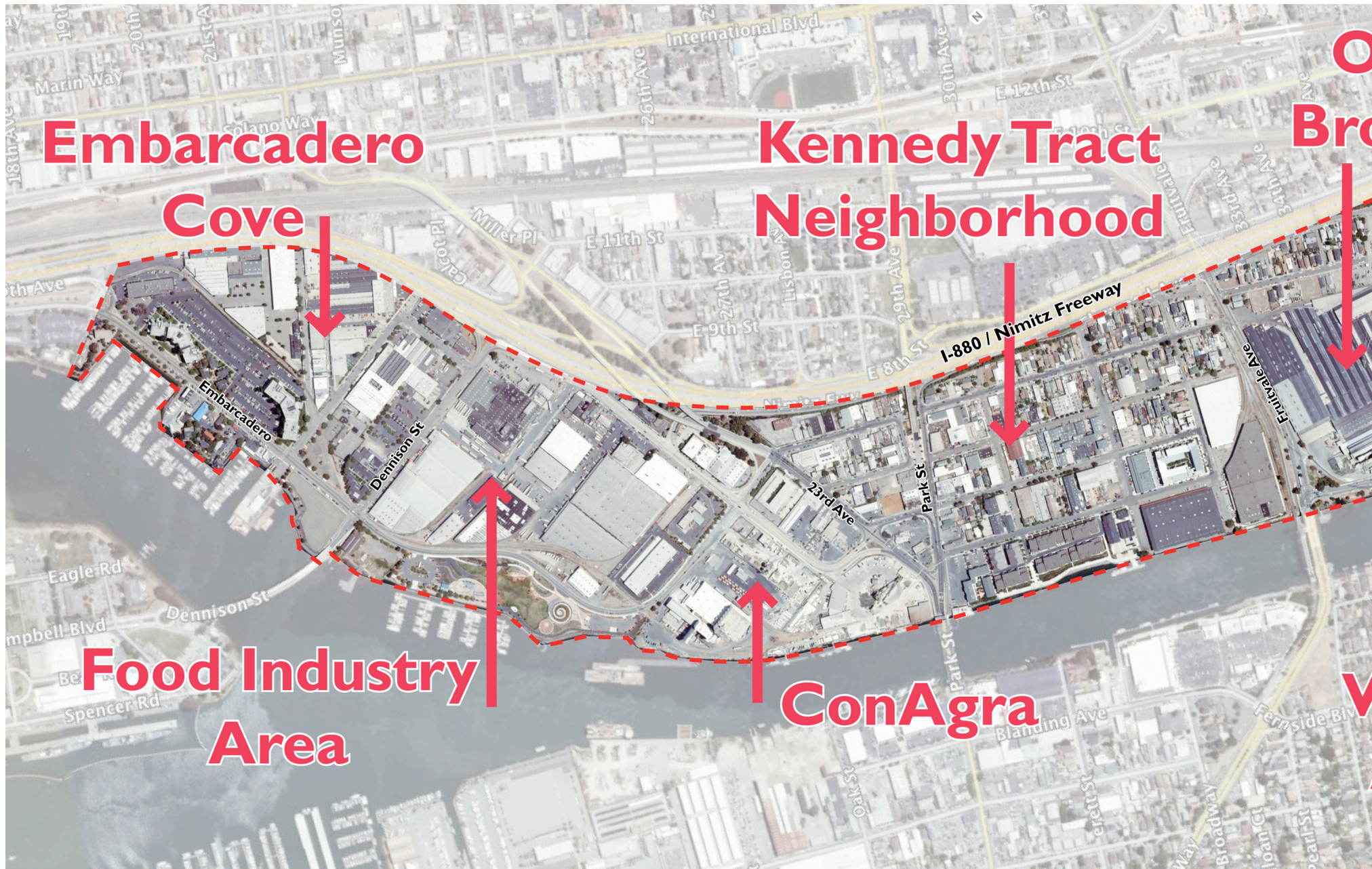
Subareas



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Big ideas in all three alternatives

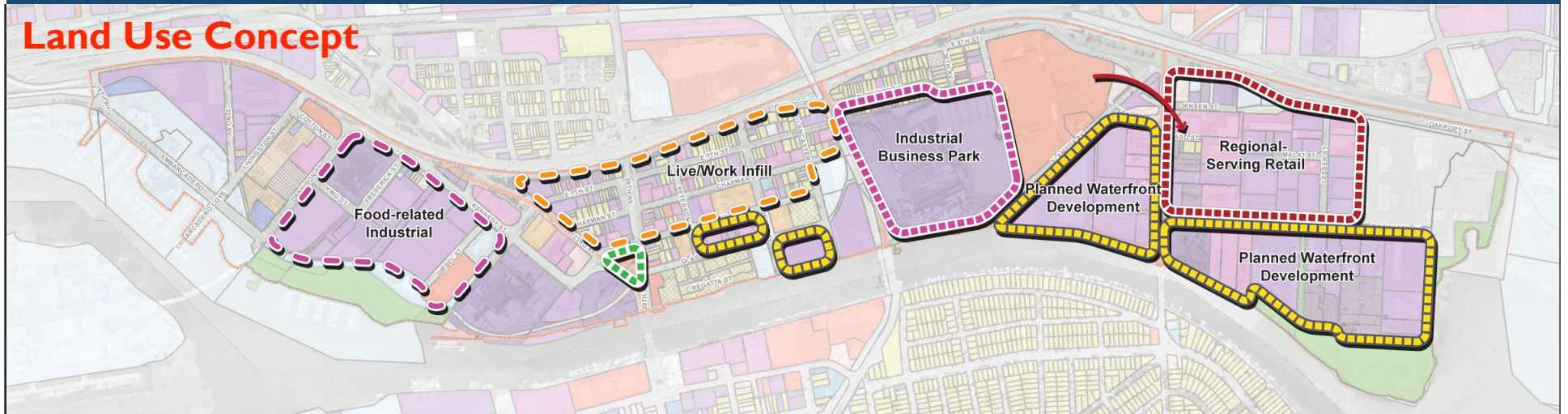
- Preserving and improving what's already good
 - Food industry and small/start-up industrial space is preserved and even expanded to varying degrees
 - Kennedy Tract neighborhood is protected and live-work designation is maintained. Neighborhood is expanded in some alternatives.
 - Continuing to connect the Bay Trail and connect people to the two major waterfront parks.
 - Taking advantage of waterfront with new housing and locating new industry and retail near freeway.
 - Better walking, better biking, more transit access



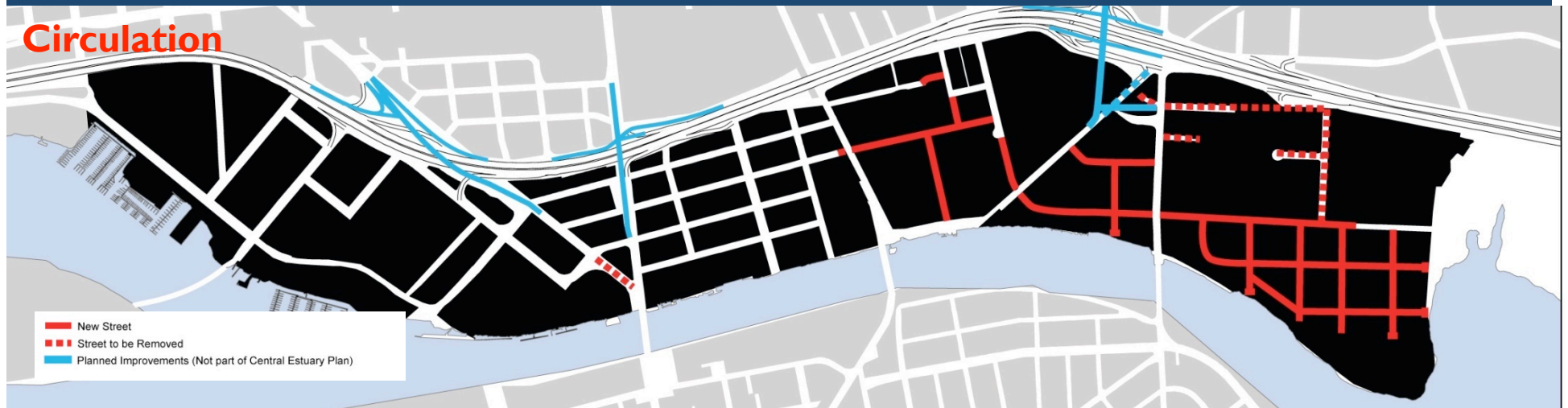
Alternative I

- Industry in the west, new housing in the east

Land Use Concept



Circulation



Alternative I

■ Overview

- *A balance between industrial and residential development*
 - *Secures food industry in the West Subarea and provides new industry space at the Owens-Brockway site*
 - *Provides new retail off of High Street*
 - *Allows intensive residential development in the Tidewater area.*
- Adds 1,950 new residential units
 - Adds 436,00 square feet of office and retail
 - Loses 1,613,000 square feet of industrial space
 - Adds 360 Jobs



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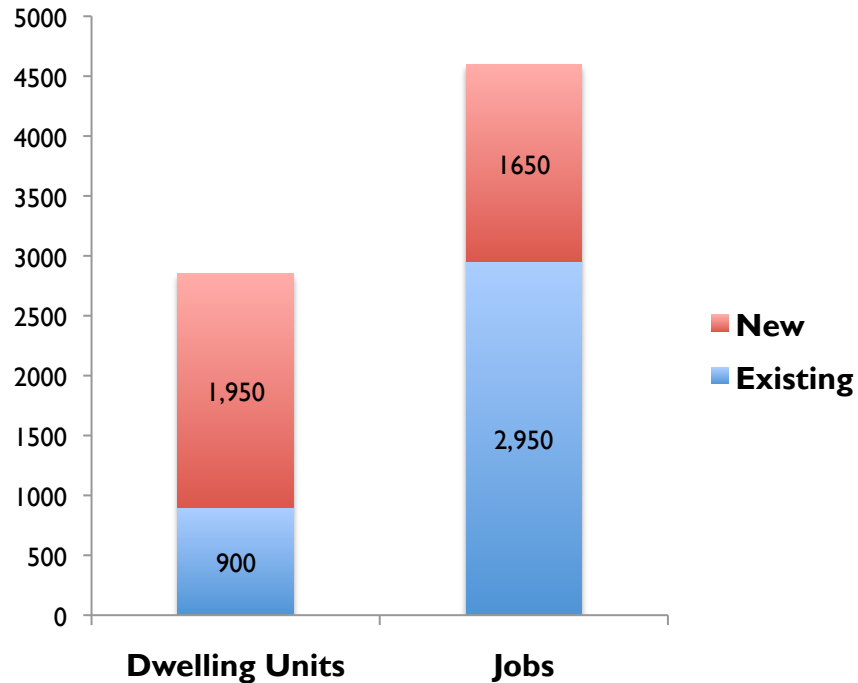


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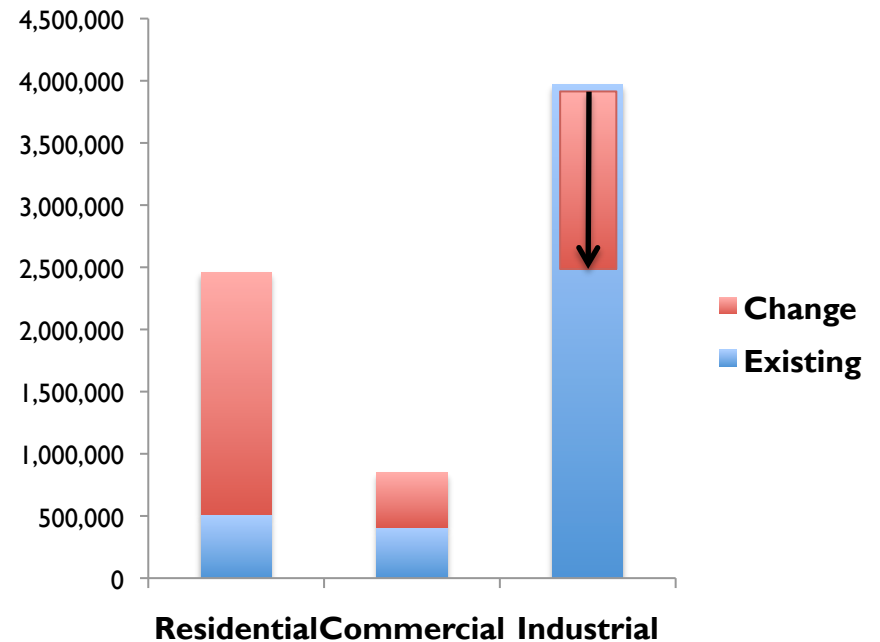
Alternative I

■ Overview

**Alternative I
Dwelling Units and Jobs**

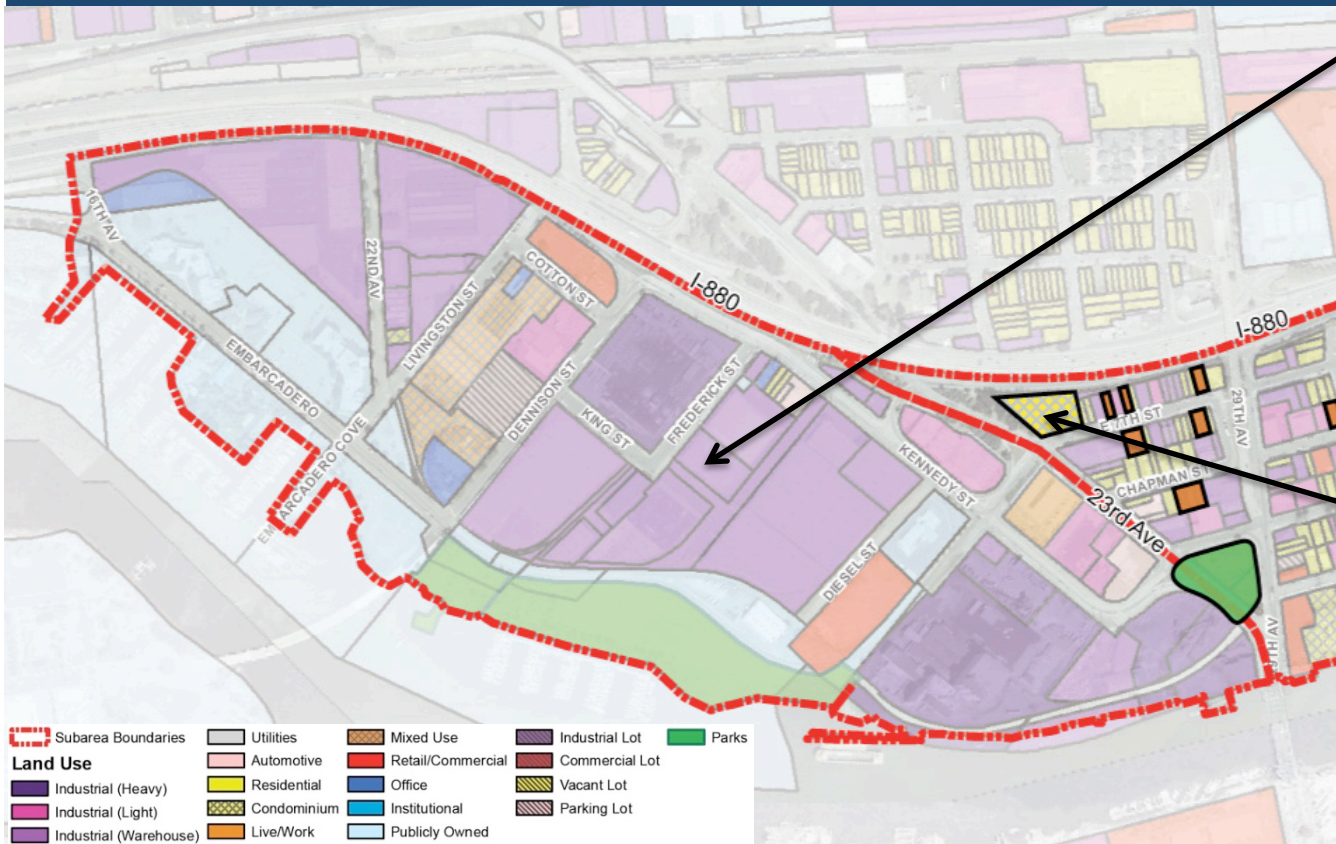


**Alternative I
Change in Land Use
(building square feet)**



Alternative I

■ West Subarea



Background =
Existing Uses
to Remain

Heavy Outline =
New Development
(in Adjacent
Subarea)



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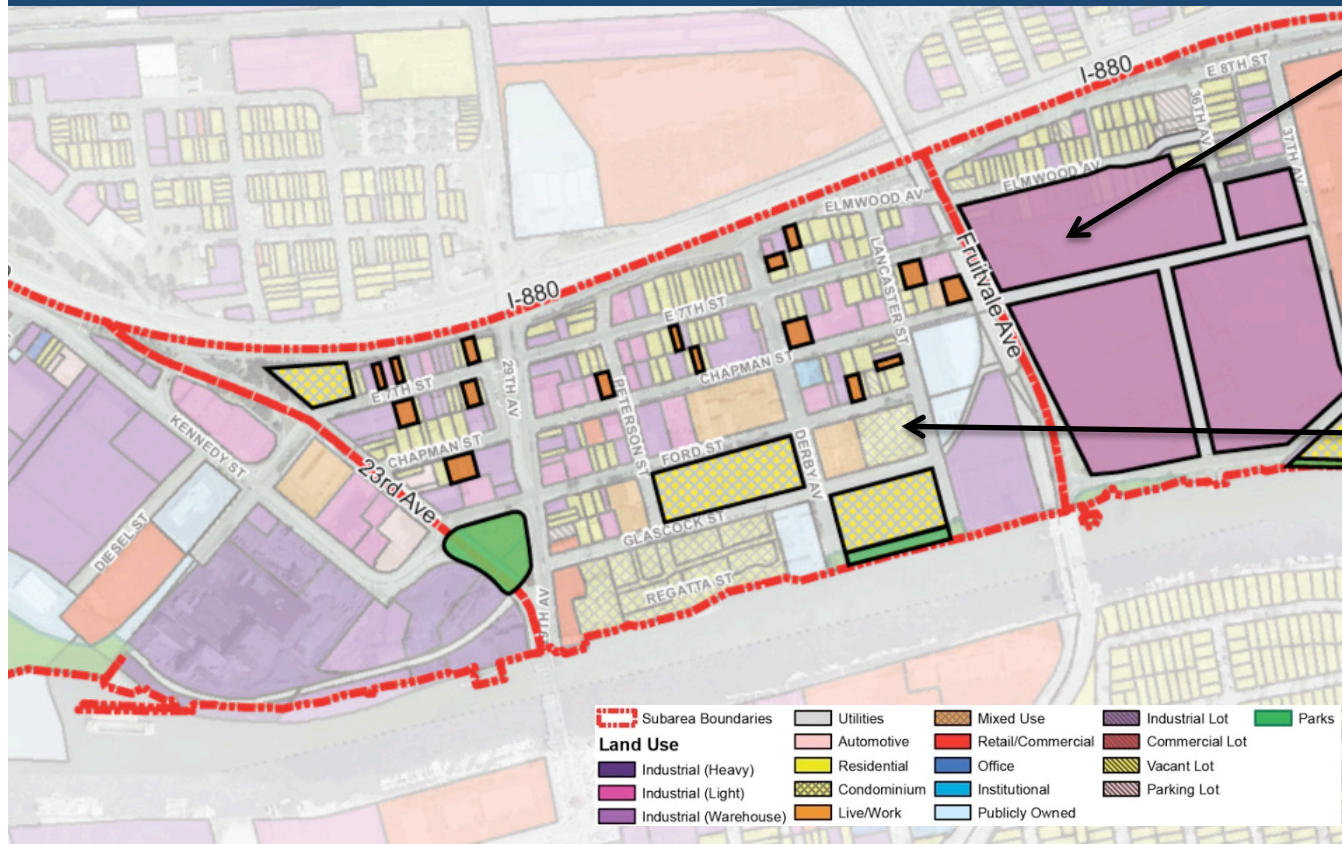
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Alternative I

■ Central-West Subarea



Heavy Outline =
New Development

Background =
Existing Uses
to Remain



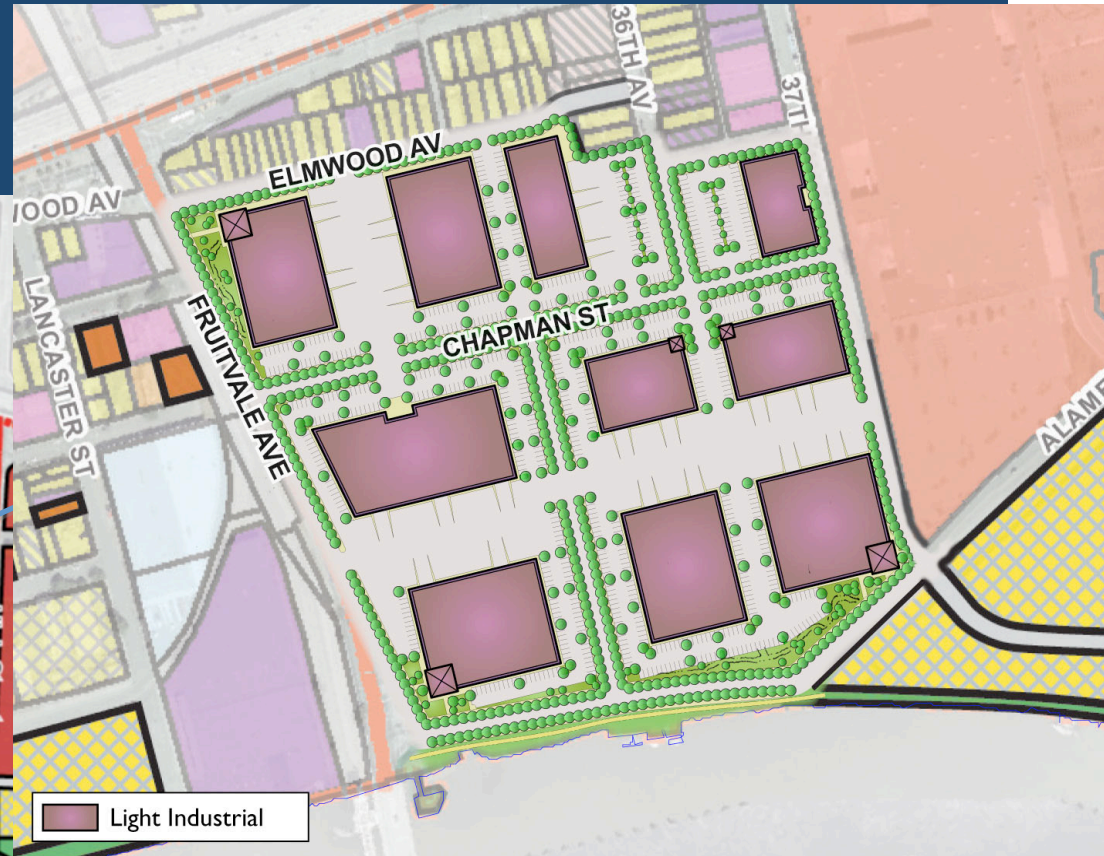
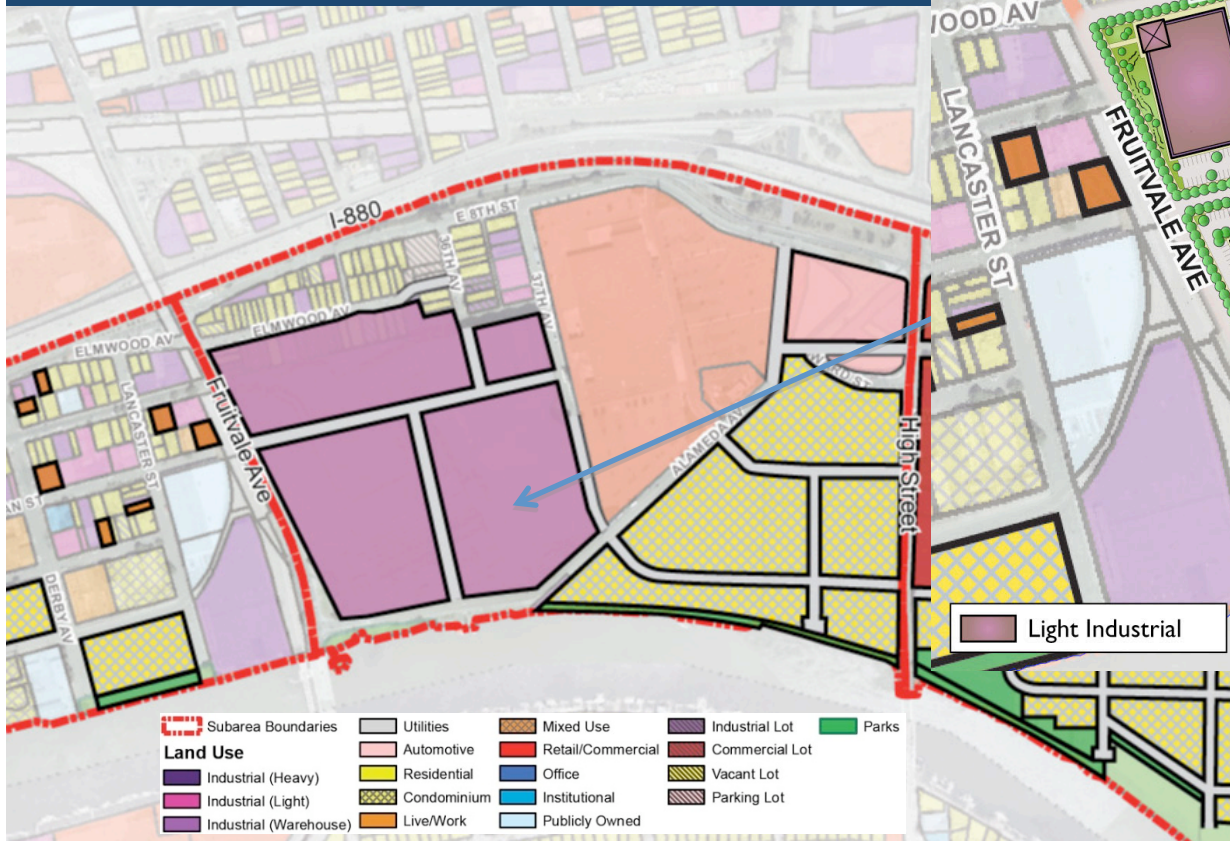
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Alternative I

■ Central-East Subarea



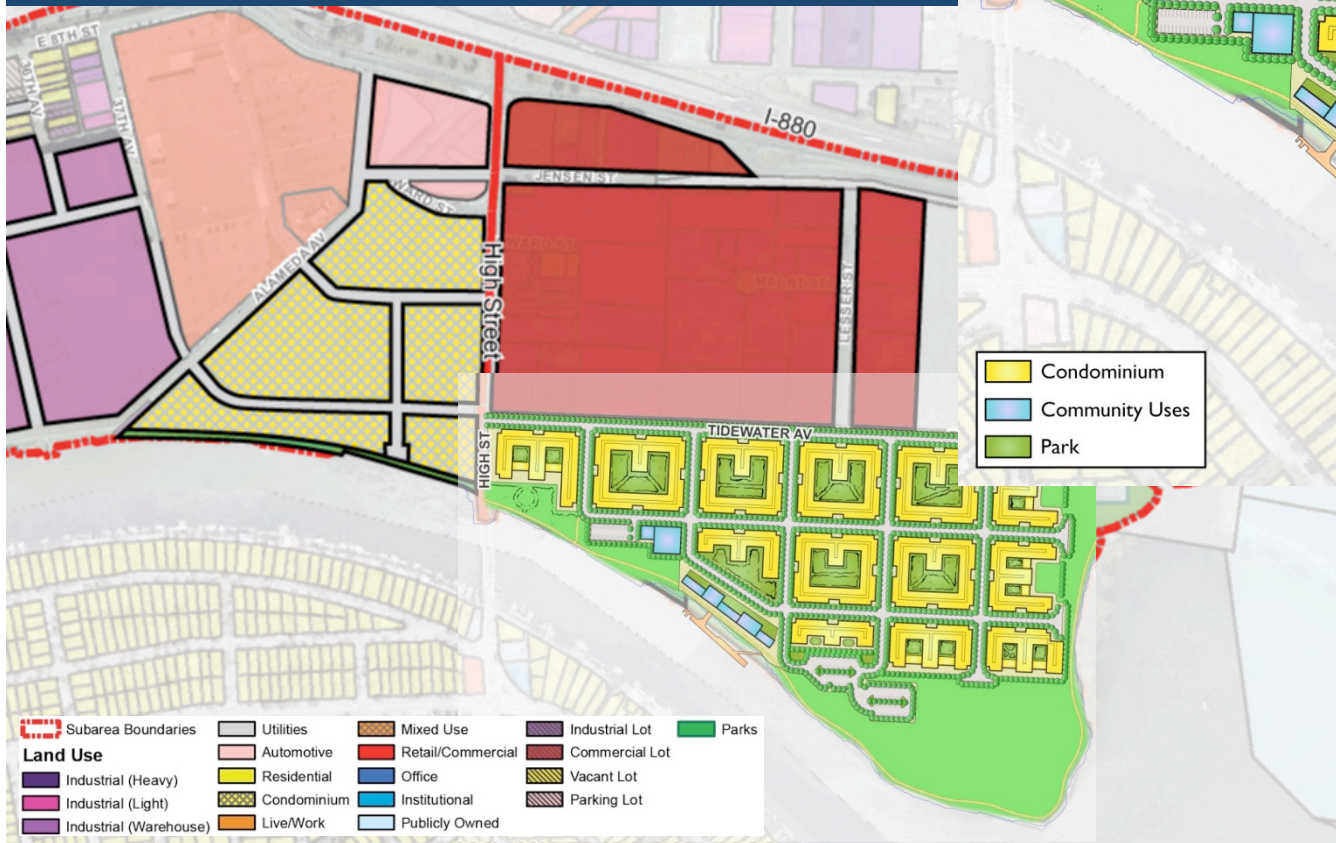
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Alternative I

■ East Subarea



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Alternative I

- Key Findings

- Transportation

- Generates the most total daily vehicle trips
 - Does not support new transit service
 - Improves walking and bicycling somewhat

- Economic

- Scale and density of new housing envisioned in this alternative is likely achievable in near to mid-term
 - Creates more jobs, but new jobs may be lower paying than jobs that will be lost



Alternative I

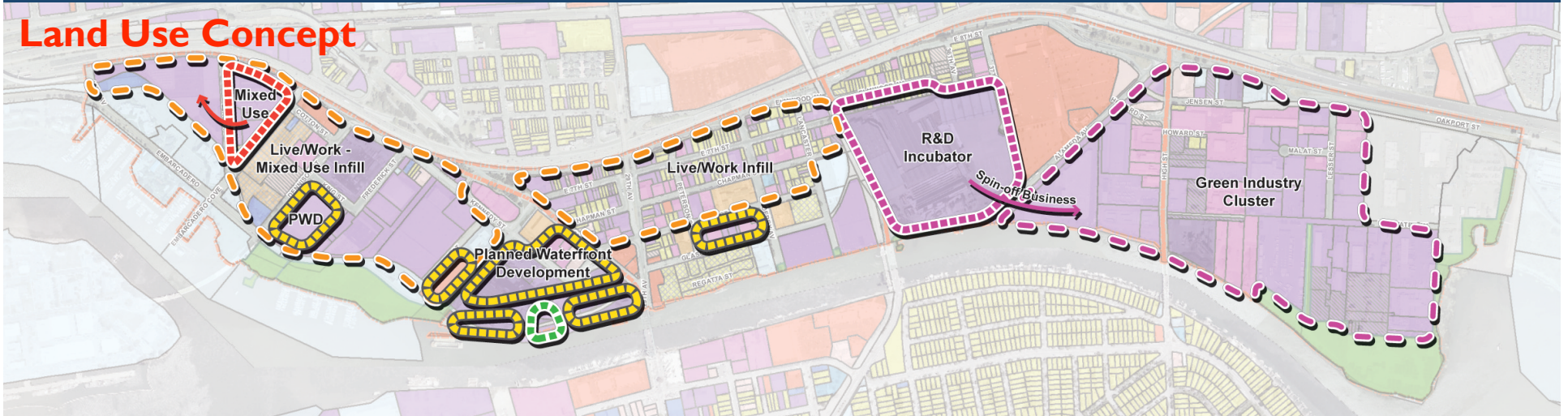
- Key Findings
 - Affordable Housing and Displacement
 - New residential development in all alternatives increases rent pressure on existing residents. Alternative I has least effect.
 - Public Health
 - Continued comingling of industrial and residential uses
 - Added traffic and associated air quality issues



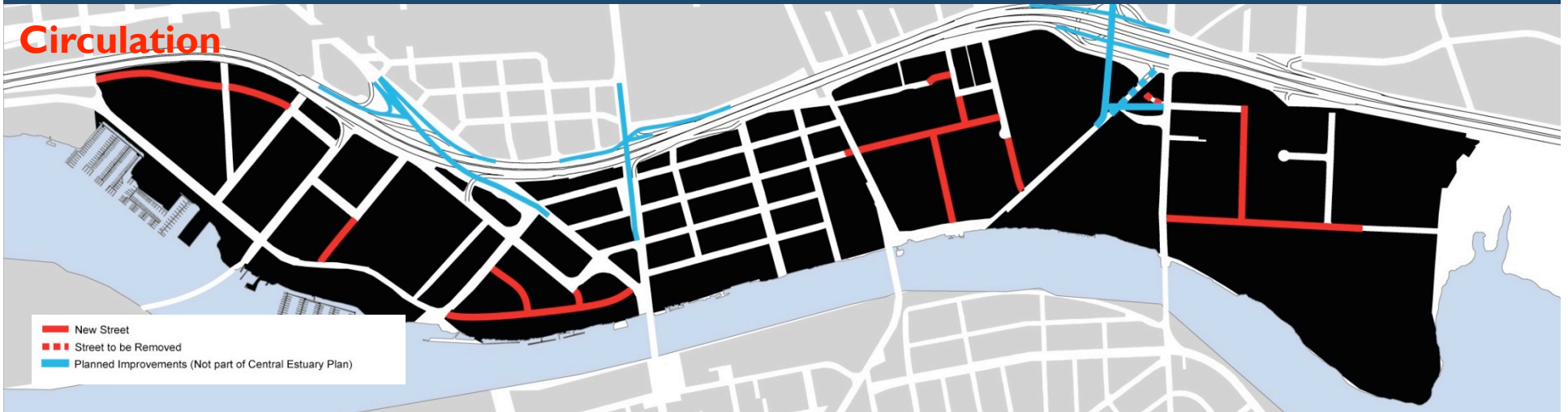
Alternative 2

- New housing in the west, green industry in the east

Land Use Concept



Circulation



Alternative 2

■ Overview

- *Some new housing expands Kennedy Tract neighborhood to west*
- *Allows new mixed use development and planned waterfront development in the western half of the Plan Area*
- *Focuses industrial development and job growth in eastern Subareas.*
 - Adds 1,400 new residential units
 - Adds 173,000 square feet of office and retail
 - Loses 974,000 square feet of industrial space
 - Adds 695 Jobs



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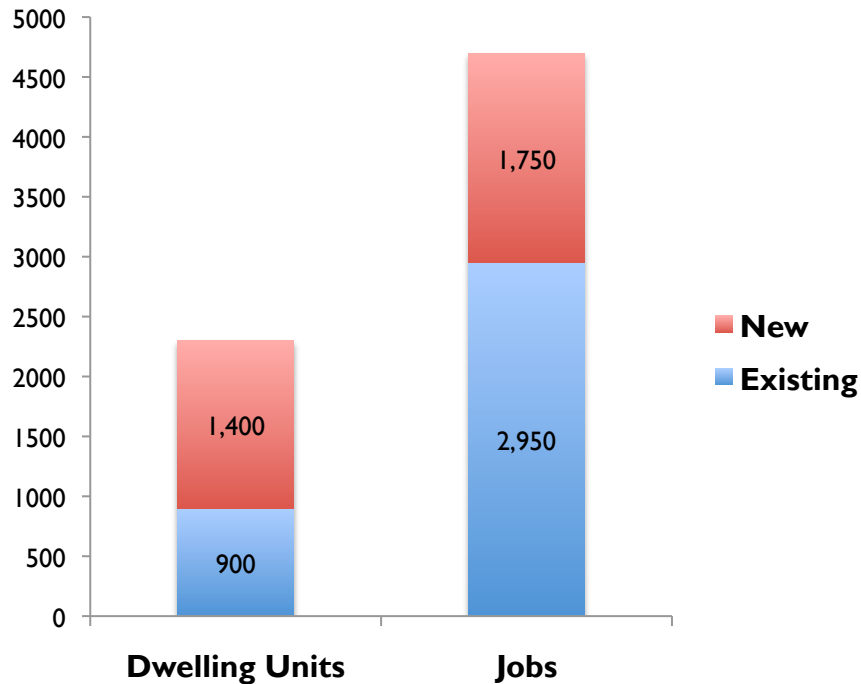


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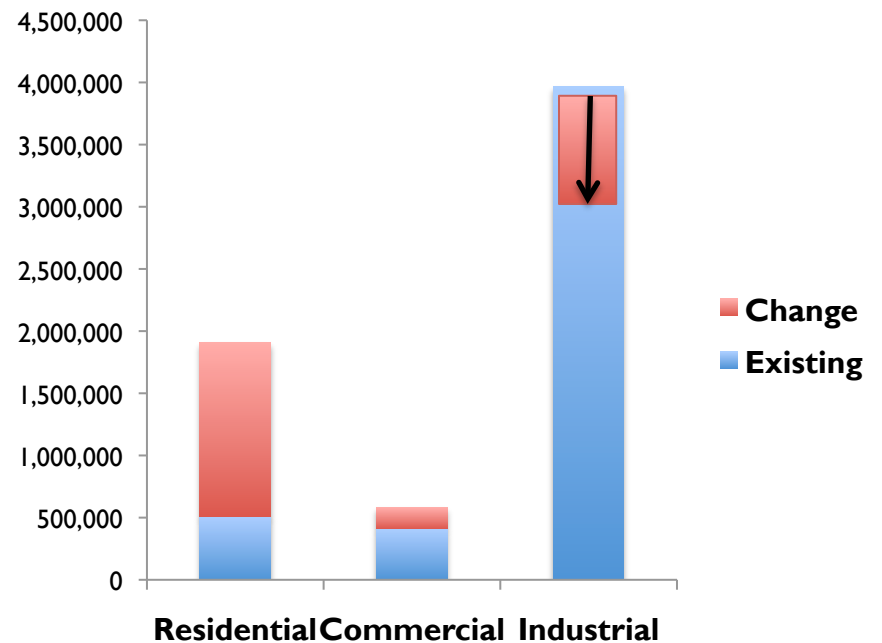
Alternative 2

■ Overview

**Alternative 2
Dwelling Units and Jobs**



**Alternative 2
Change in Land Use
(building square feet)**



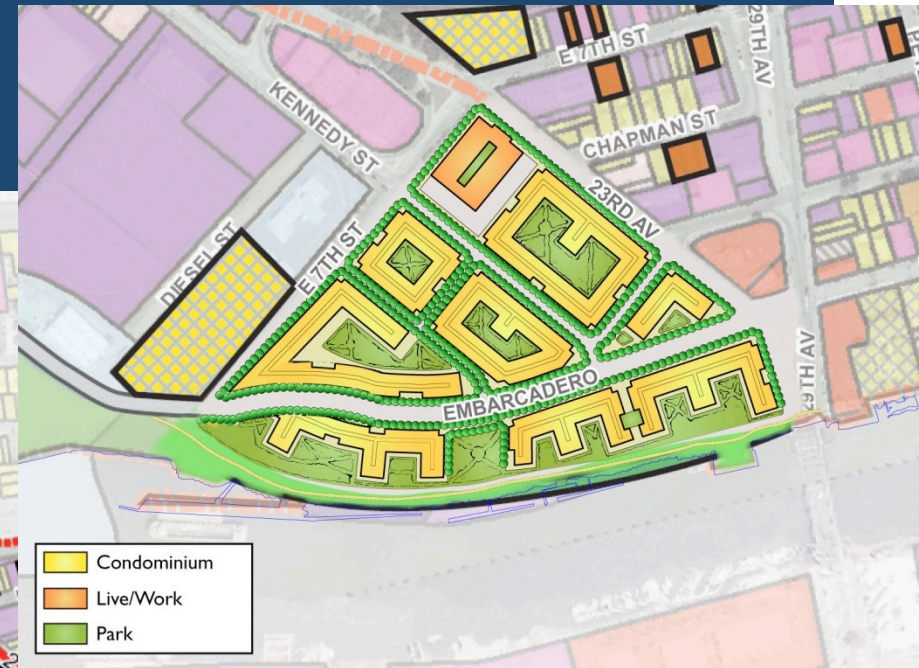
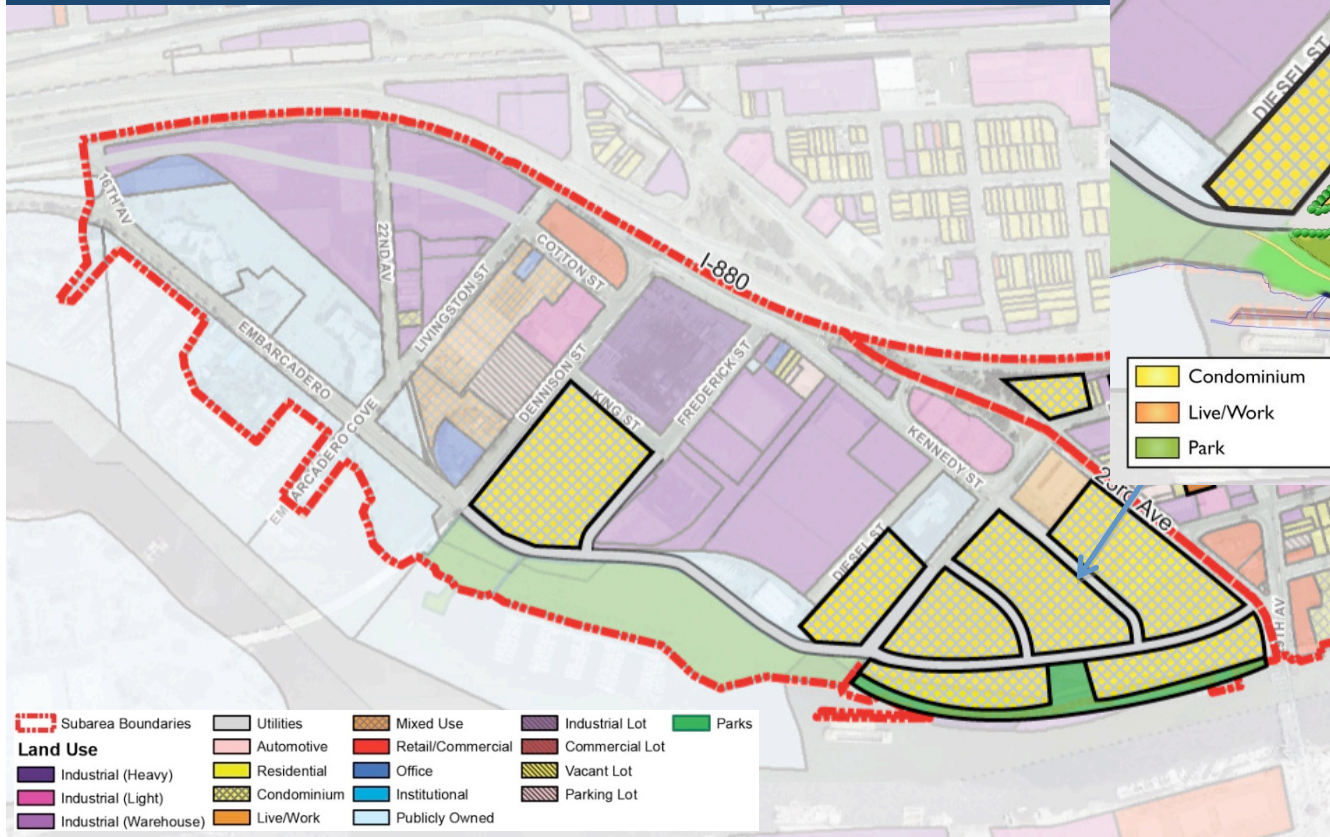
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Alternative 2

■ West Subarea



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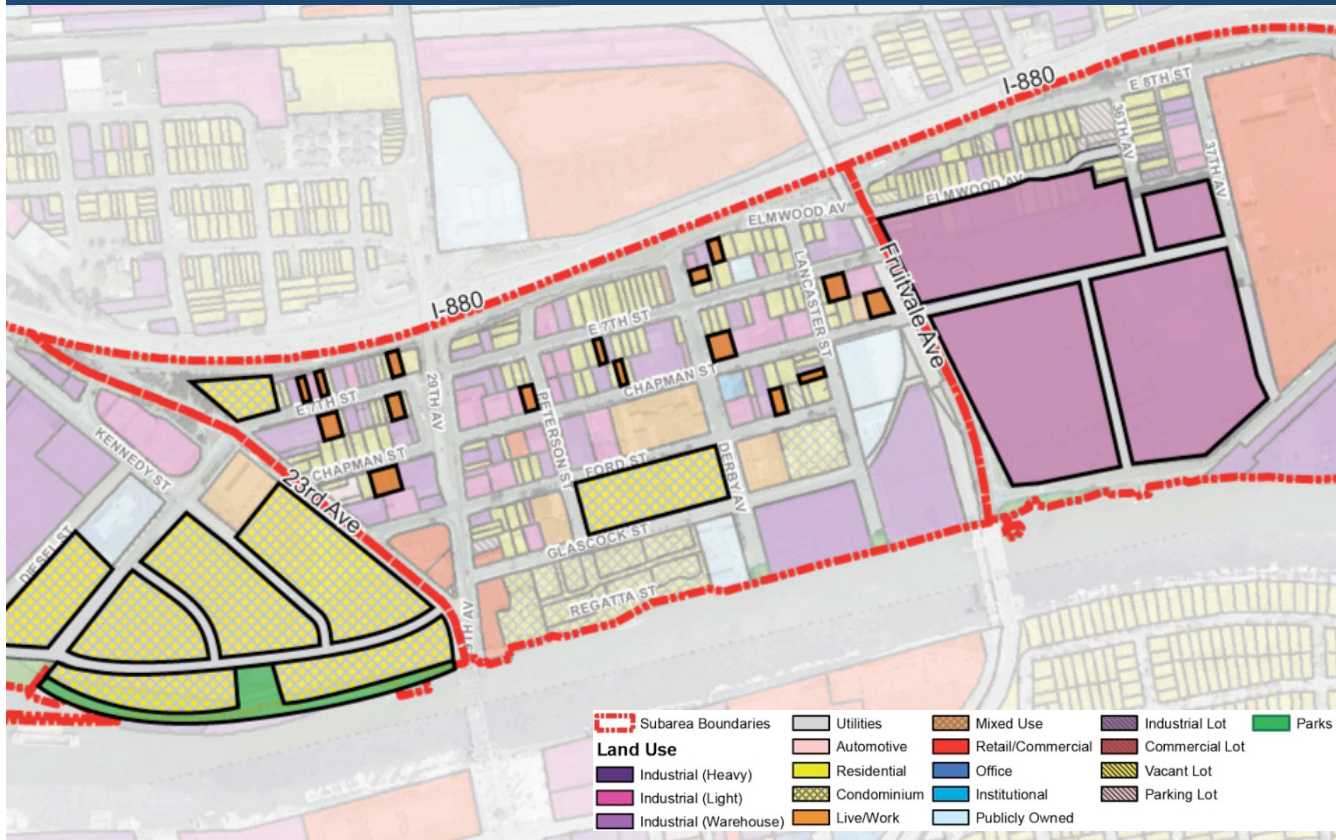
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Alternative 2

■ Central-West Subarea



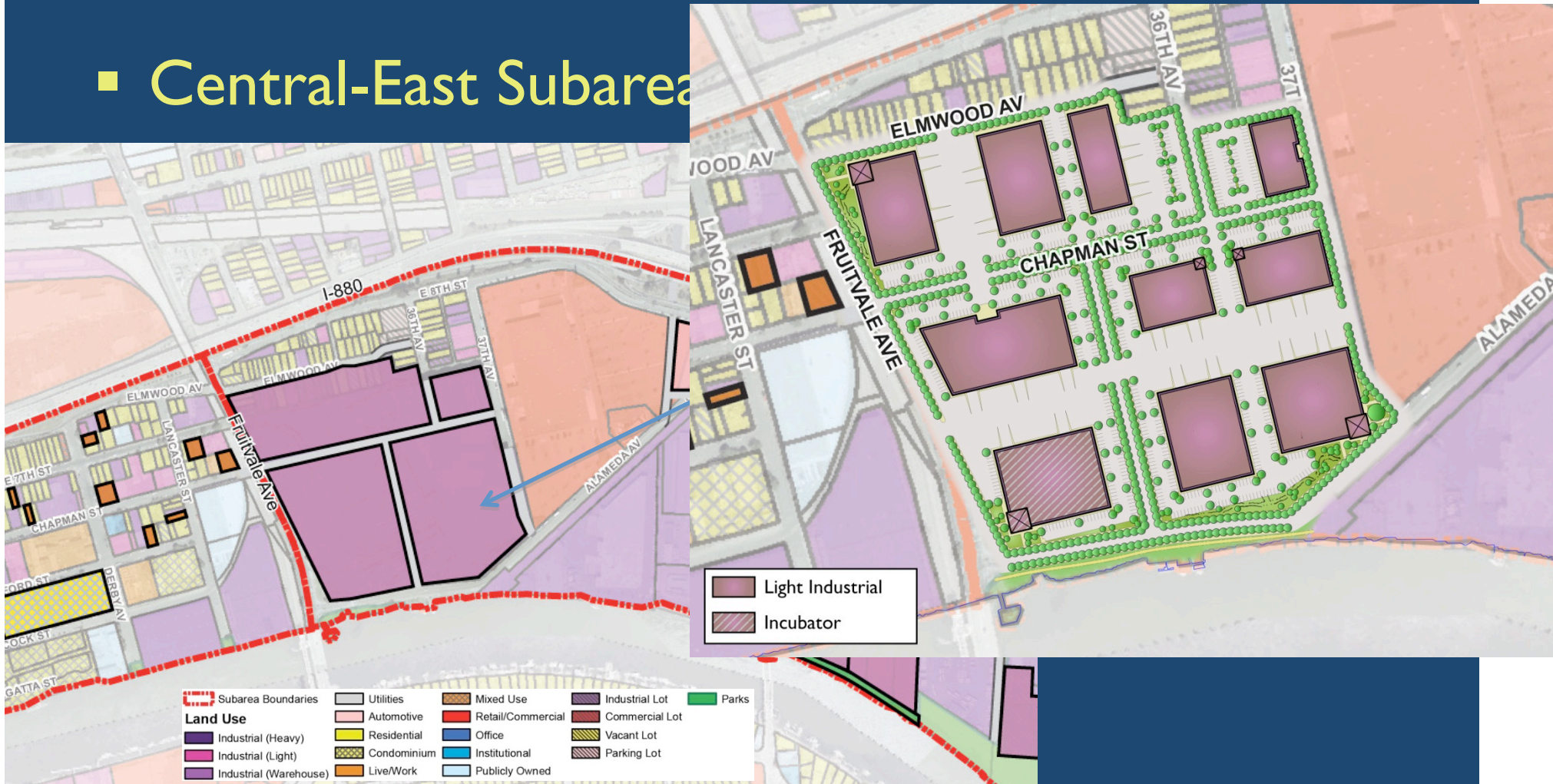
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Alternative 2

■ Central-East Subarea



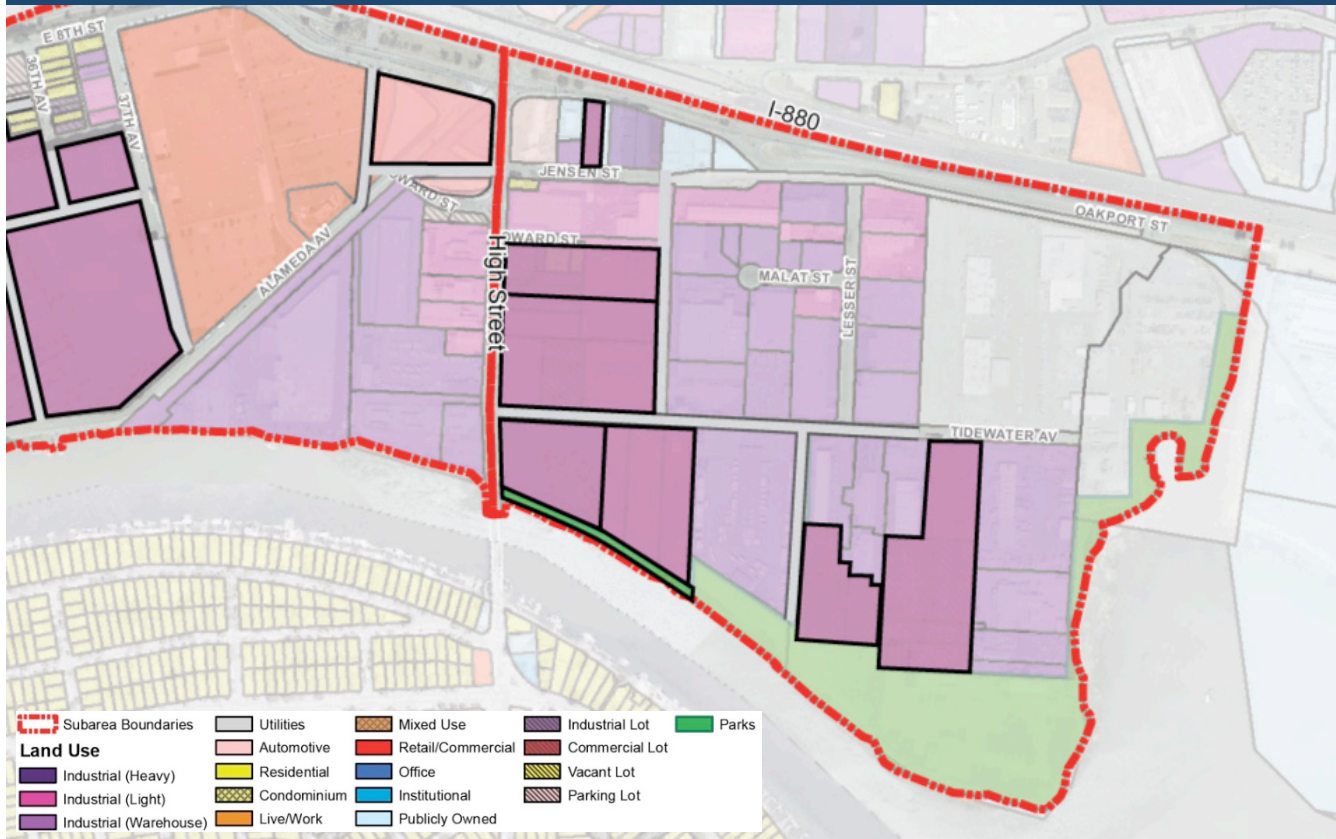
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Alternative 2

■ East Subarea



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Alternative 2

- Key Findings

- Transportation

- Generates the most auto travel per person
 - Does not support new transit service
 - Improves walking/bicycling less than other alternatives

- Economic

- Scale and density of new housing envisioned in this alternative is likely achievable in near to mid-term
 - Creates green jobs and R&D jobs with good pay
 - Provides smaller R&D industrial formats that are in high demand in Oakland.



Alternative 2

- Key Findings
 - Affordable Housing and Displacement
 - New residential development in all alternatives increases rent pressure on existing residents.
 - Public Health
 - Better separation of industrial and residential uses
 - New housing in best proximity to goods and services



Alternative 3

- Continuous residential waterfront and continuous east/west road

Land Use Concept



Circulation



Alternative 3

■ Overview

- *Maximizes waterfront residential development, especially near parks*
- *Provides targeted industrial space for green and bio technology startups and food production.*
- *Provides the necessary development opportunities and associated revenues to pay for creation of a continuous Embarcadero Boulevard as envisioned by the Estuary Policy Plan.*
- **Adds 3,750 new residential units**
- **Adds 279,000 square feet of office and retail**
 - mostly new office to support green industry
- **Loses 1,897,000 square feet of industrial space**
- **Adds 620 Jobs**



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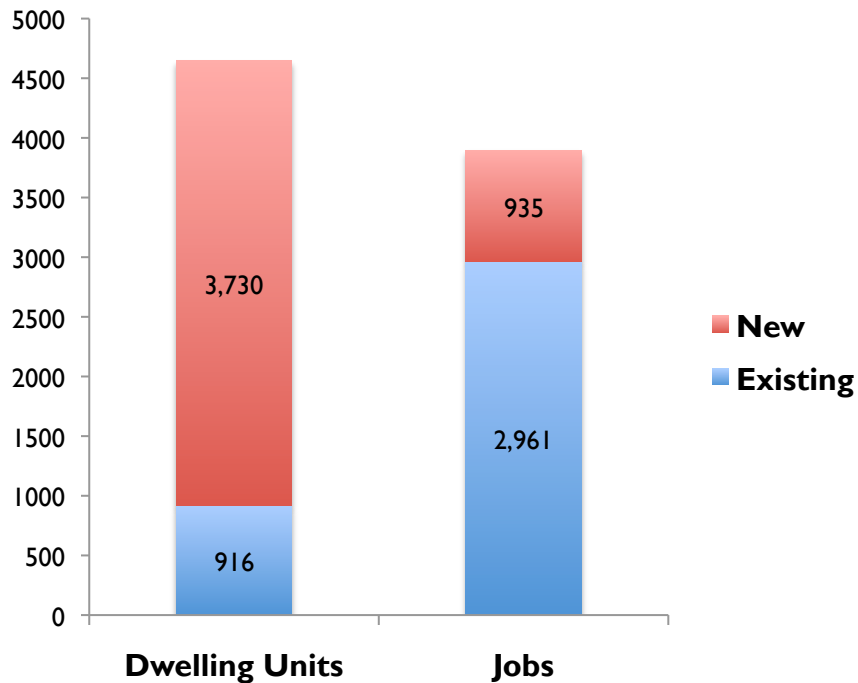


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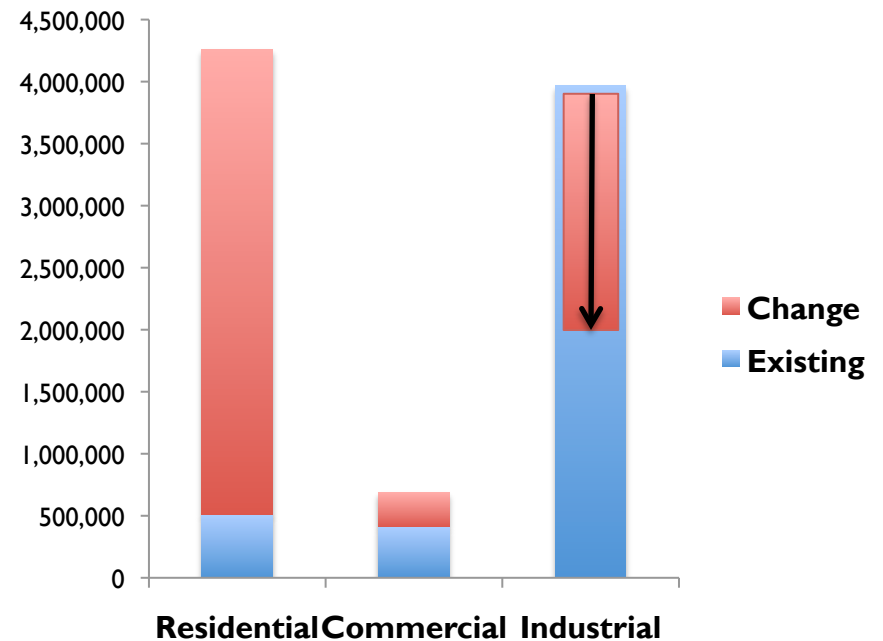
Alternative 3

■ Overview

**Alternative 3
Dwelling Units and Jobs**



**Alternative 3
Change in Land Use
(building square feet)**



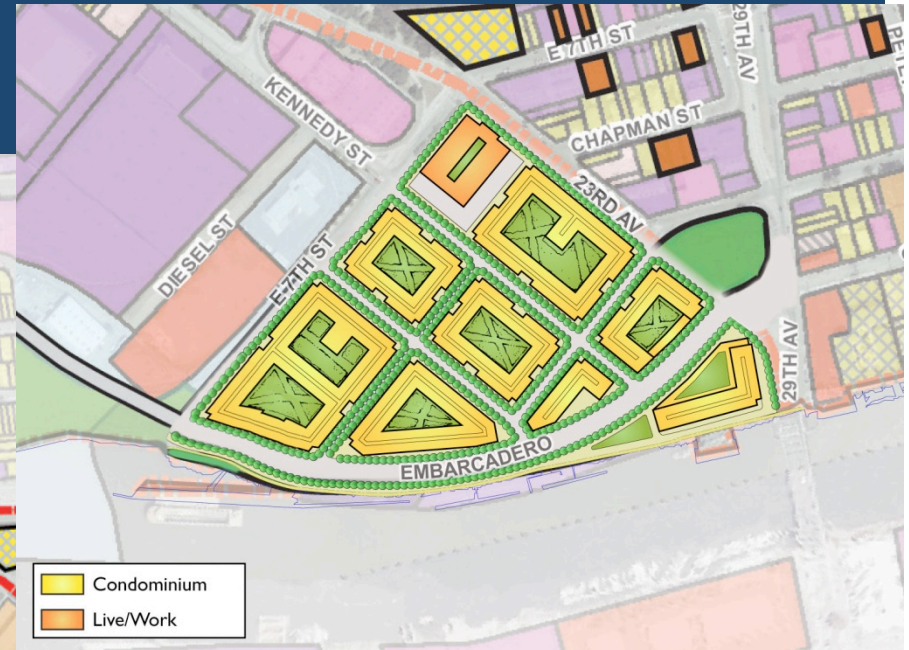
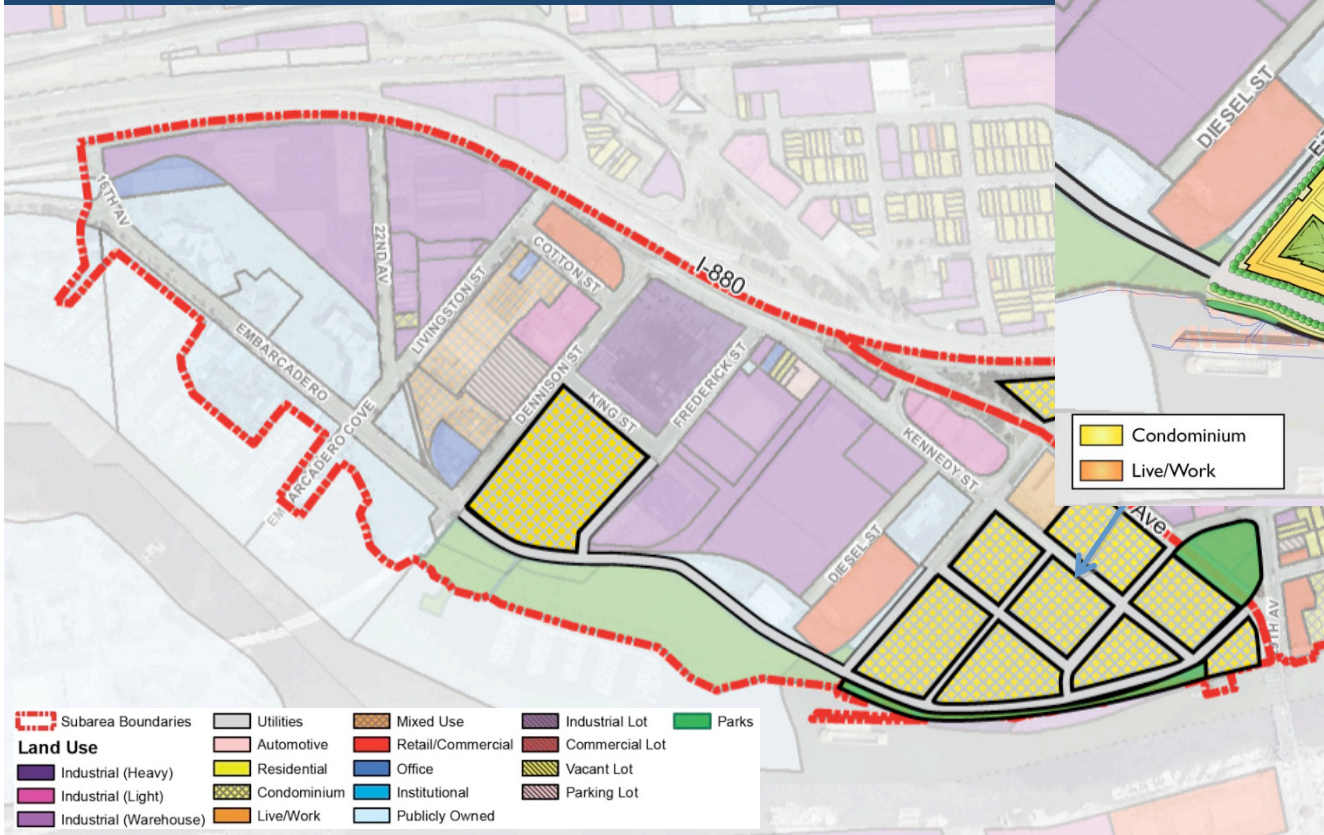
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Alternative 3

■ West Subarea



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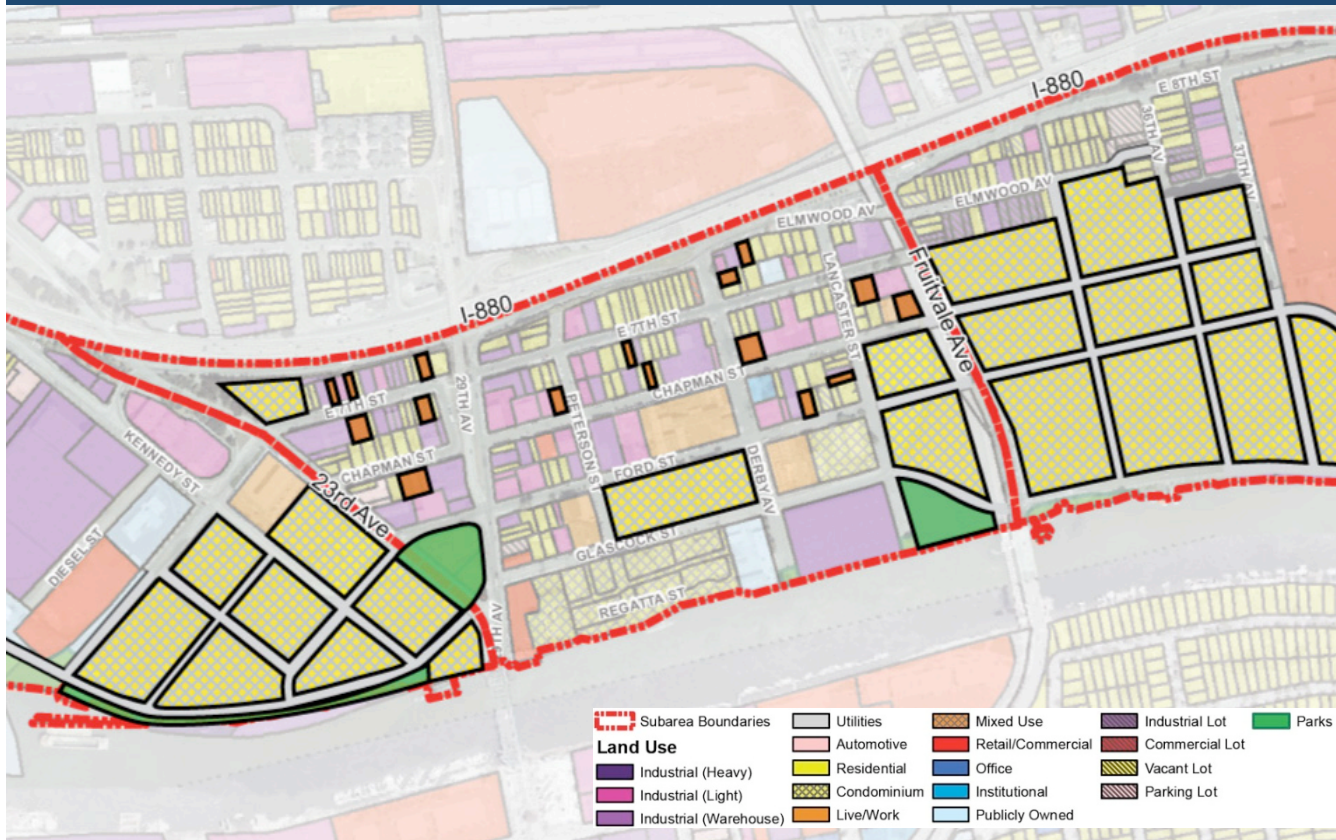
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Alternative 3

■ Central-West Subarea



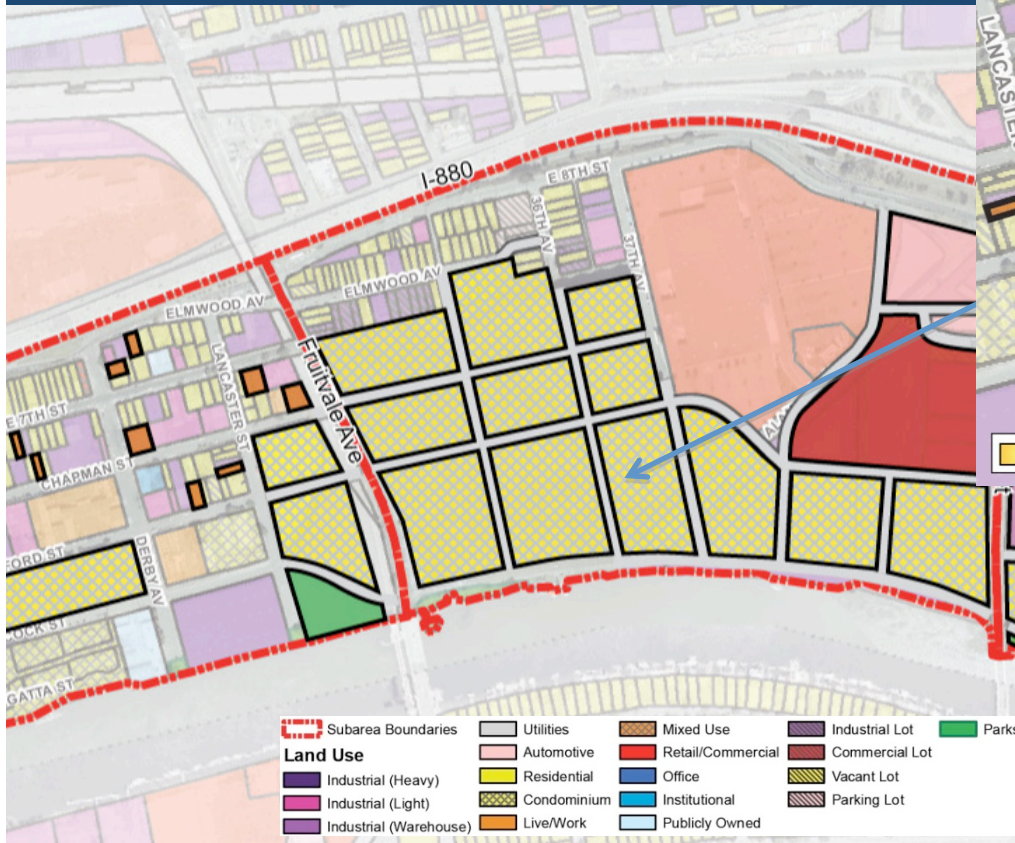
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Alternative 3

■ Central-East Subarea



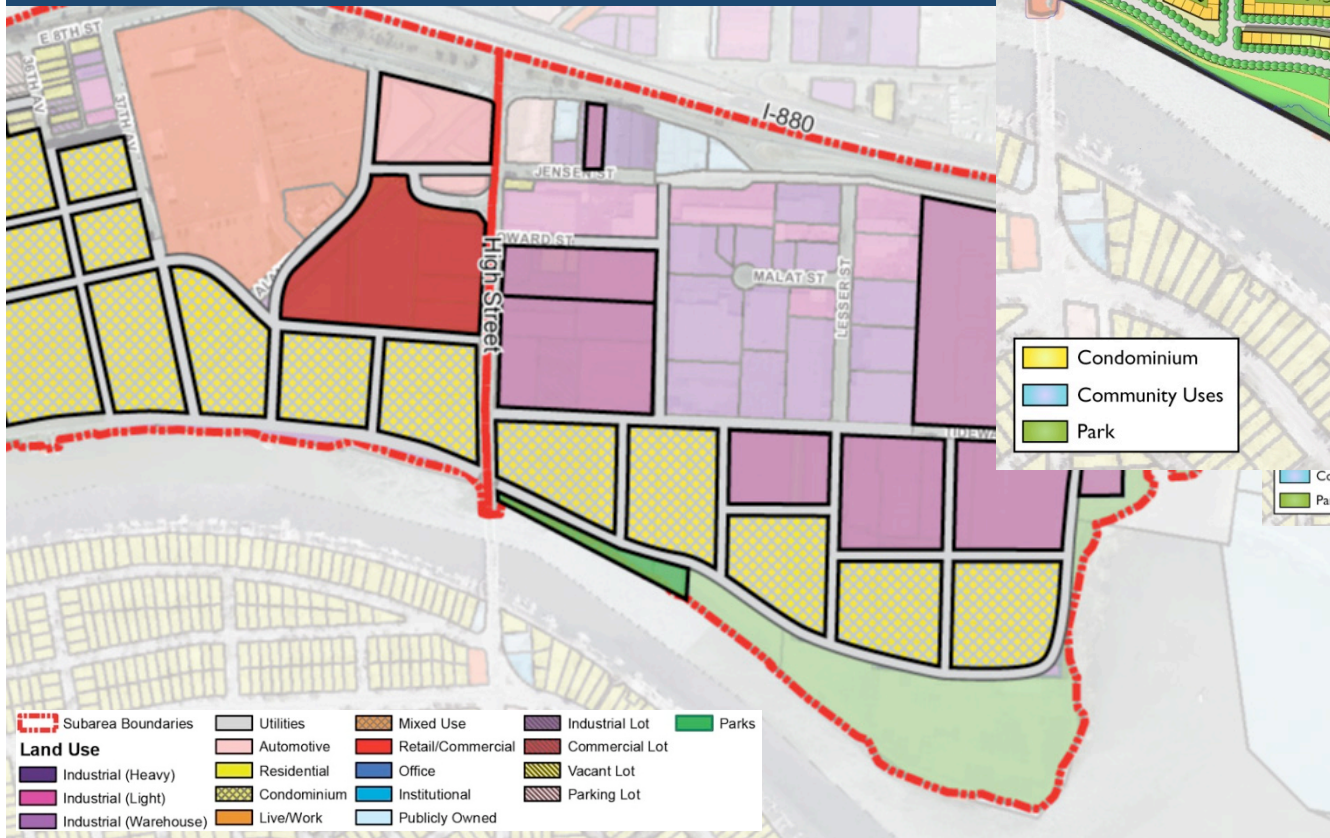
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Alternative 3

■ East Subarea



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Alternative 3

- Key Findings

- Transportation

- Generates the least auto travel per person
 - Likely to support new transit service
 - Provides best condition for walking and bicycling

- Economic

- Scale and density of new housing envisioned in this alternative may only be achievable in very long term
 - Creates some green jobs and R&D jobs with good pay
 - Provides some smaller R&D industrial formats that are in high demand in Oakland.



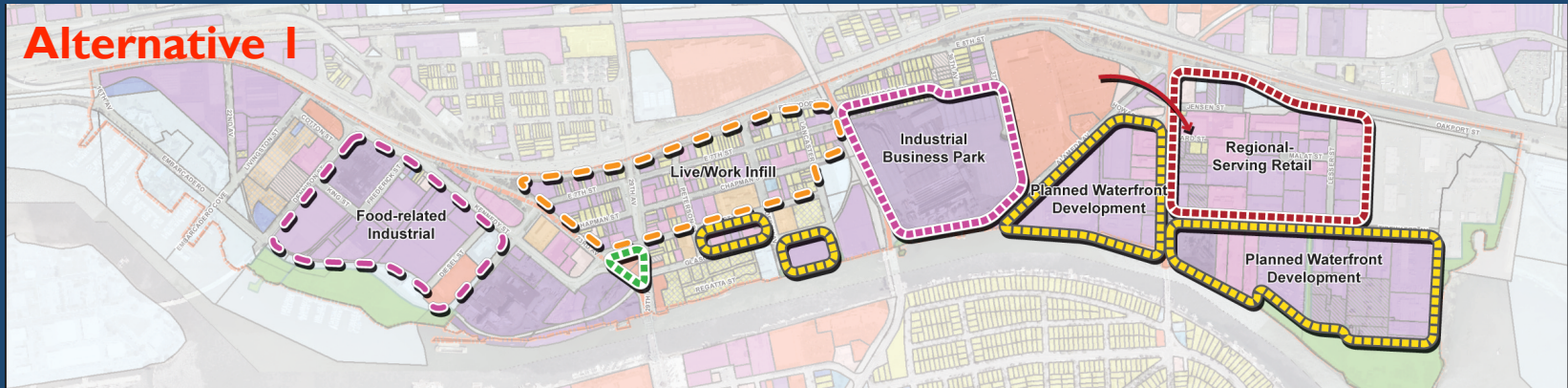
Alternative 3

- Key Findings
 - Affordable Housing and Displacement
 - New residential development in all alternatives increases rent pressure on existing residents.
 - Public Health
 - Poor separation of industrial and residential uses
 - Density of housing may support new services

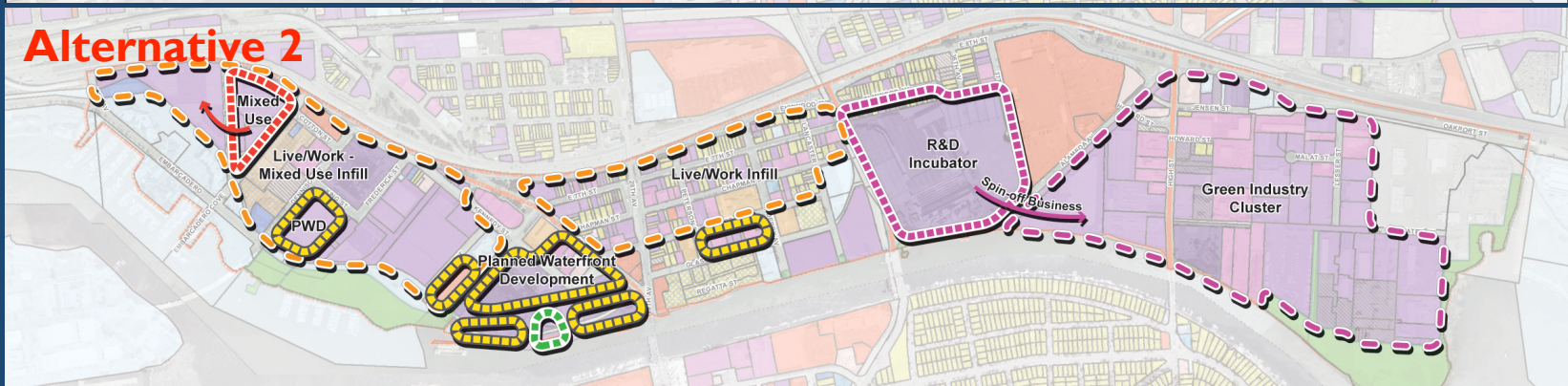


Comparison

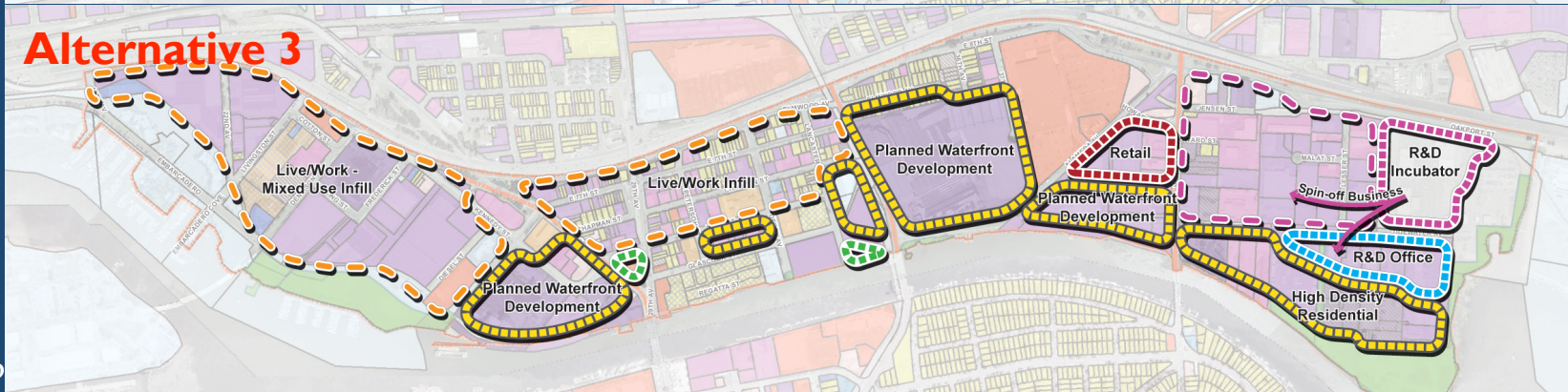
Alternative 1



Alternative 2

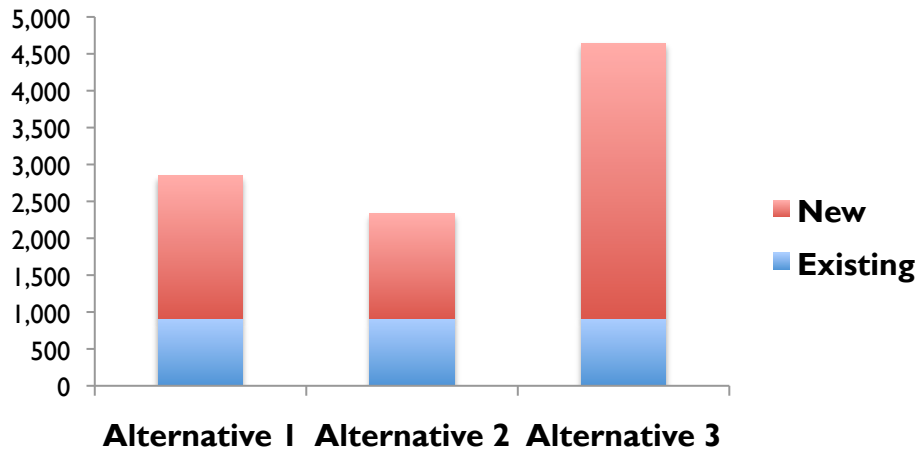


Alternative 3

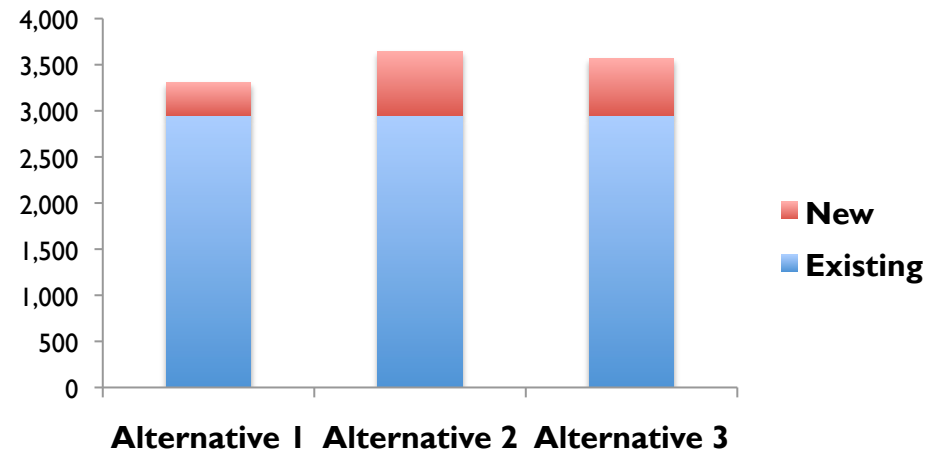


Comparison

Dwelling Units

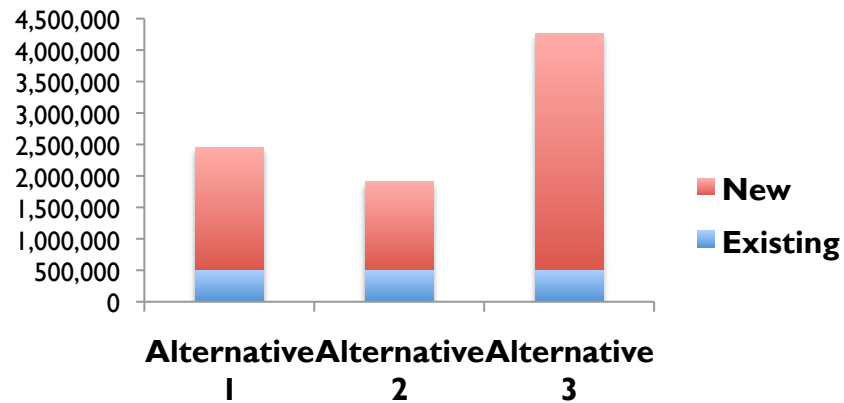


Jobs

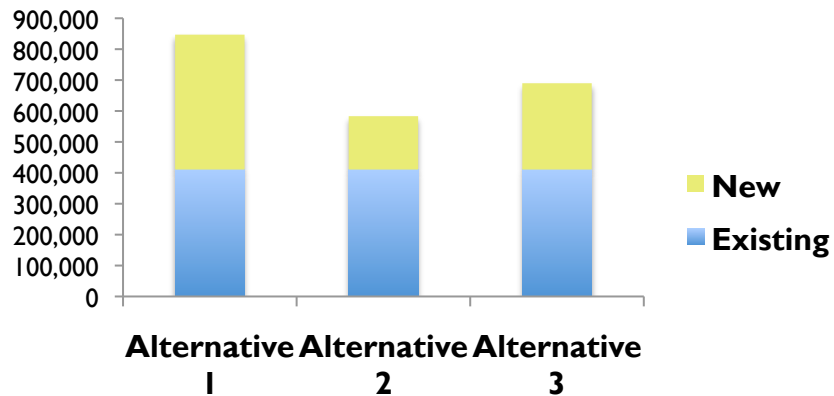


Comparison

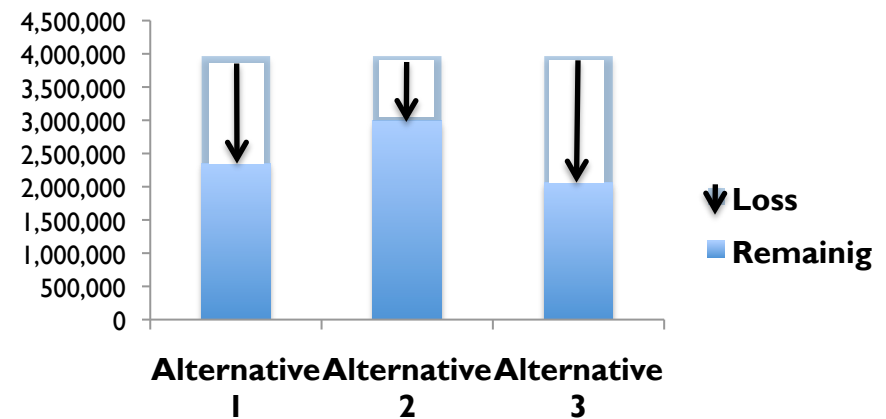
Residential Space (sf)



Commercial Space



Industrial Space



Tonight's Open House

Analysis of the Alternatives is distributed throughout the room

Analyses include:

- Land Use and Circulation Concepts
- Site Specific Alternatives
- Transportation Impacts
- Economic, Socio-Economic and Workforce Impacts
- Sustainability Opportunities
- Public Health Impacts



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Tonight's Open House

Project team representatives are available to answer questions and gather your input.

To gather your input on the alternatives, we have provided

- Comment Cards – Please respond to the questions on the cards and leave them on the table by the door on your way out.
- Graffiti Wall – feel free to write general thoughts, comments or any input on the large sheets of paper on the wall.



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Next Steps

In our next meeting, in **November**, we will provide you the opportunity to work hands-on with the alternatives maps to come up with a single **preferred alternative**.



Next Steps

- “Homework” for next workshop
 - Draft Alternatives Report - More detailed analyses of each alternative will be available online in late October
- Questions to Consider
 - Does any one of the three Plan alternatives speak to you more than the others?
 - Are there pieces of one alternative combined with another that seem better to you?



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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:
November



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