

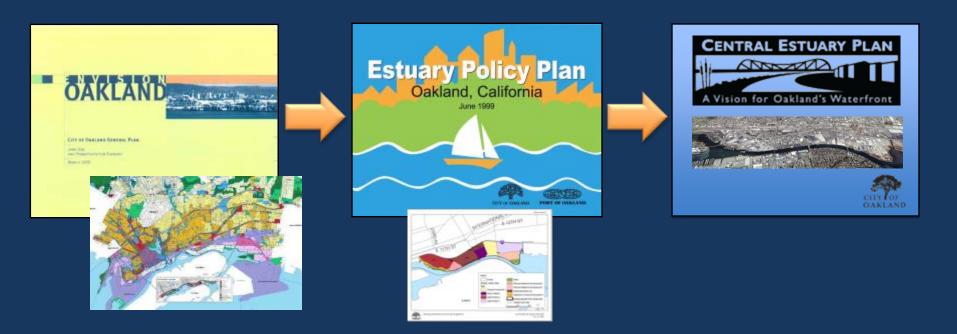
## This Evening's Presentation

- Introduce the Project
- Plan Process
- Preferred Alternative
- Historic Resources in the Plan Area
- Questions and Answers





## Planning Context



General Plan
Land Use Element
Adopted 1998

Estuary Policy Plan Adopted 1999

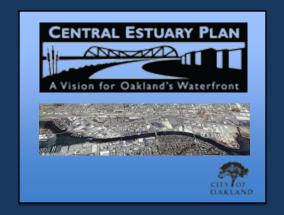
Central Estuary Plan 2009-10





# 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





#### Plan Process

#### 8 PUBLIC WORKSHOPS

- ✓ March 23 Define Project Vision
- ✓ April 22 Confirm Project Vision, Introduce Healthy Develo
- ✓ June 18 Existing Conditions
- ✓ July 11 Develop Alternative Concepts
- ✓ October 1 Refined Alternatives
- ✓ November 14 Preferred Alternative
- February/March Draft Plan
- June Final Plan







## Vision Statement - Highlights

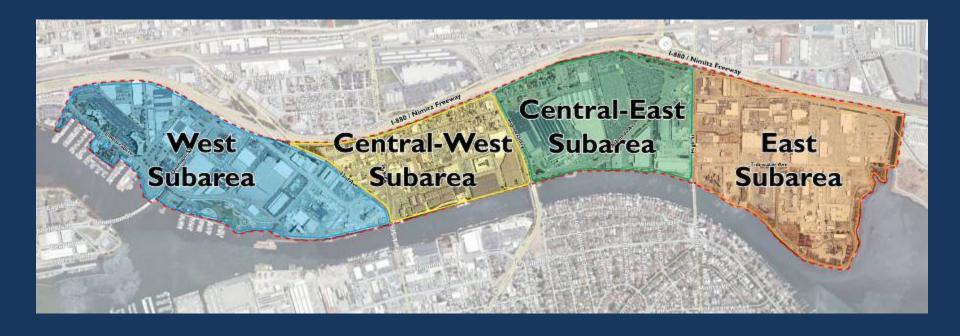
- Diverse and Vibrant Mix of Uses
  - Supports the local economy and provides well-paying jobs
  - Separation and transitions between residential areas and freeways and industrial uses
- Destination Waterfront
  - Bay Trail, retail, and waterfront access create a destination
  - Existing and new parks and open spaces linked to neighborhoods
  - Natural areas are protected and enhanced
- Complete, Safe and Clear Transportation Connections
  - Complete streets create safe and comfortable pedestrian, bicycle and transit access.
- Vehicular circulation is safe and understandable AVISION FOR LOAKLAND SUPPORT Development WALLAND'S WATERFRONT

 Infrastructure to Support Development Improved and upgraded infrastructure supports both new development and the preservation and adaptive reuse of existing structures of historic value and architectural significance. New residential development is in keeping with the existing neighborhood character and fosters a mix of housing options, including affordable housing. New industrial and commercial development emphasizes marine uses, specialty food production, green technology and other industries important to the City's economy.

ND'S WATERERONT

CENTRAL ESTUARY PLAN

## Subareas







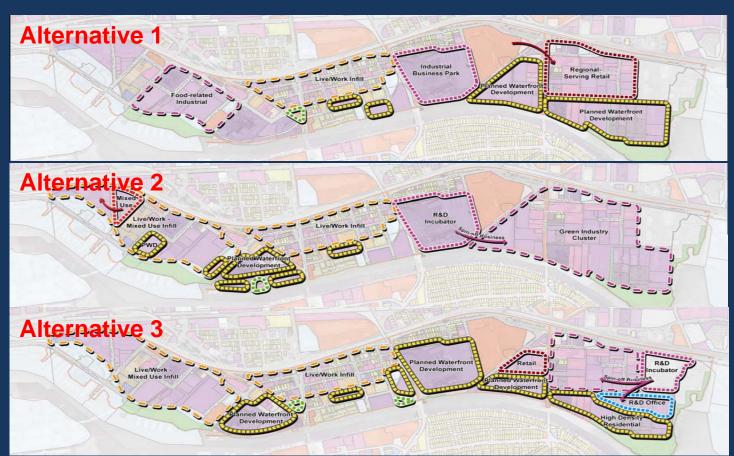






## Alternatives

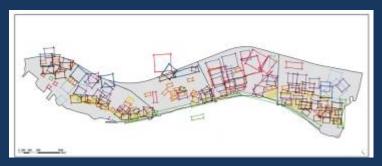
Feasible Alternative Concepts







#### Alternatives







Public Input



Potential for Change



Feasible Development

#### 3 Alternatives





## Alternatives – Public Input

















# Big ideas in all three alternatives

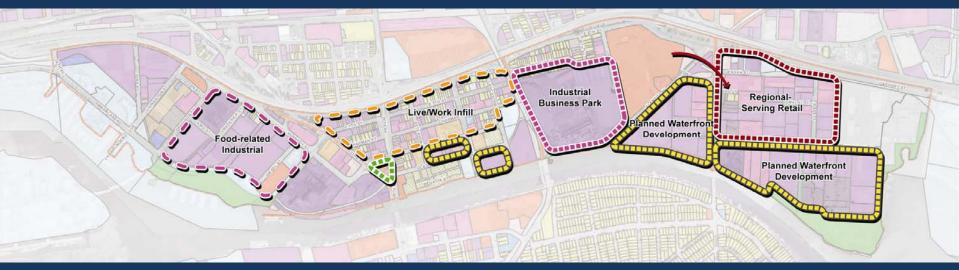
- Preserving and improving what's already good
  - Food industry and small/start-up industrial space is preserved and even expanded to varying degrees
  - Kennedy Tract neighborhood is protected and livework designation is maintained. Neighborhood is expanded in some alternatives.
  - Continuing to connect 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

A VISION FOR
OAKLAND'S WATERFRONT



#### Alternative 1



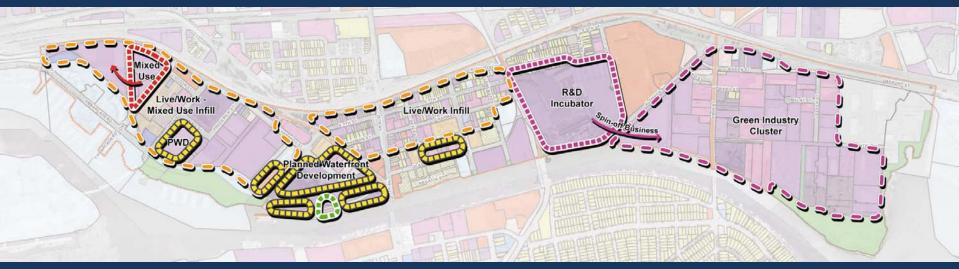
# Industry in the west, new housing and retail in the east

- Adds 1,950 new residential units
- Adds 436,000 square feet of office and retail
- Loses 1,613,000 square feet of industrial space
- Adds 350 Jobs





#### Alternative 2



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

- Adds 1,400 new residential units
- Adds 173,000 square feet of office and retail
- Loses 974,000 square feet of industrial space
- Adds 700 Jobs





#### Alternative 3



Continuous residential waterfront and continuous east/west road

- 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





## Key Opportunity Site Options















#### **Highlights**

- Preserves food industry, including ConAgra
- Expands the Kennedy Tract neighborhood and creates a neighborhood Main Street on Fruitvale Avenue
- Rezoning Owens-Brockway helps them move out, better connects area, increases density near BART and adds open space
- Takes best advantage of Tidewater for industry by supporting reinvestment with green base and providing high ear park Central Estuary Plan



#### Overview

- Adds 2,450 new residential units
- Adds 260,000 square feet of office and retail
  - mostly new retail along High Street
- Loses 770,000 square feet of industrial space
  - Less than total industrial space of Owens Brockway
- Adds 637 Jobs





#### Plan Area Historic Resources

- Overview
- West to East Survey



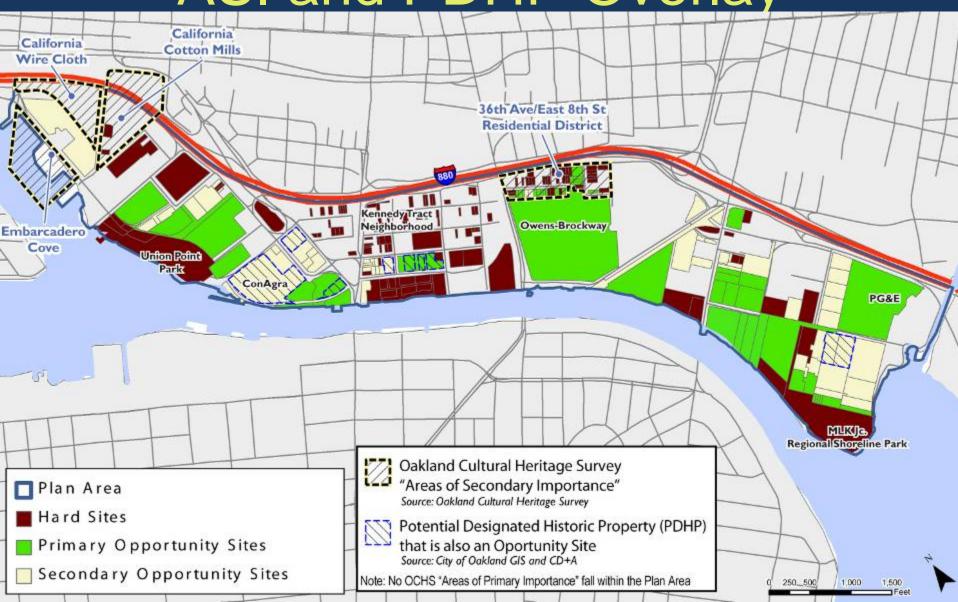




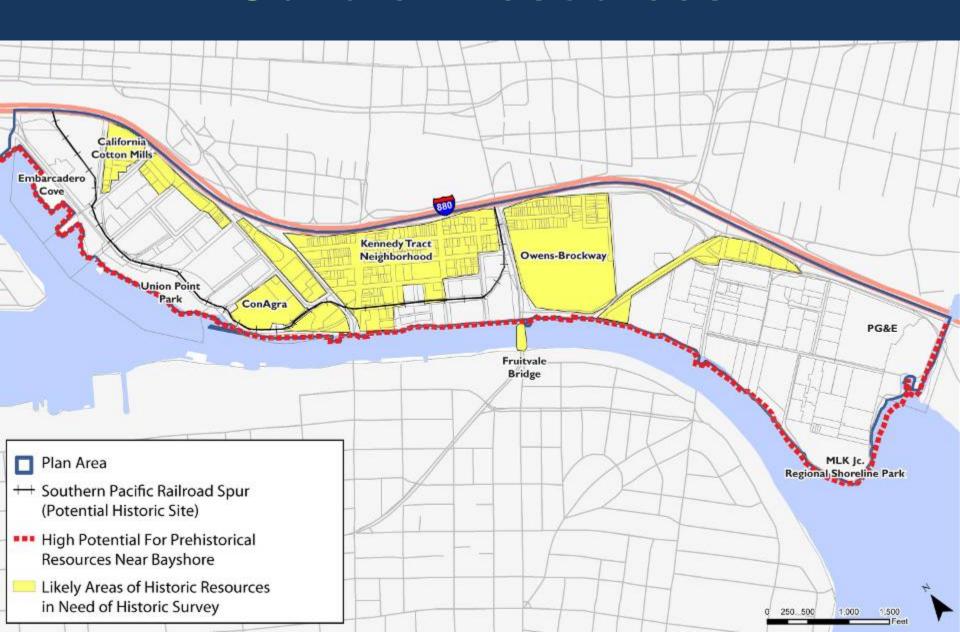


Opportunity Sites

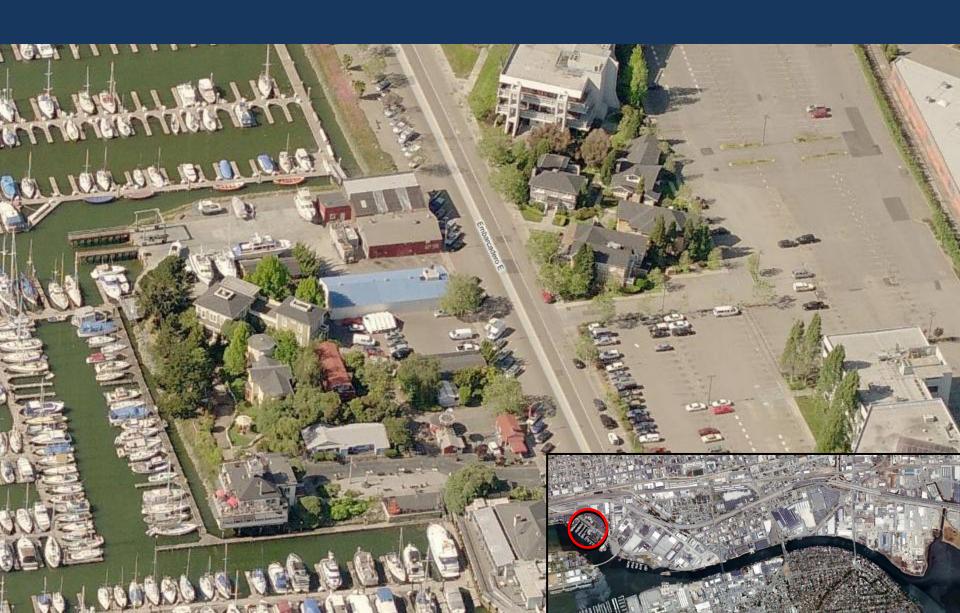
ASI and PDHP Overlay



## Cultural Resources



## Embarcadero Cove



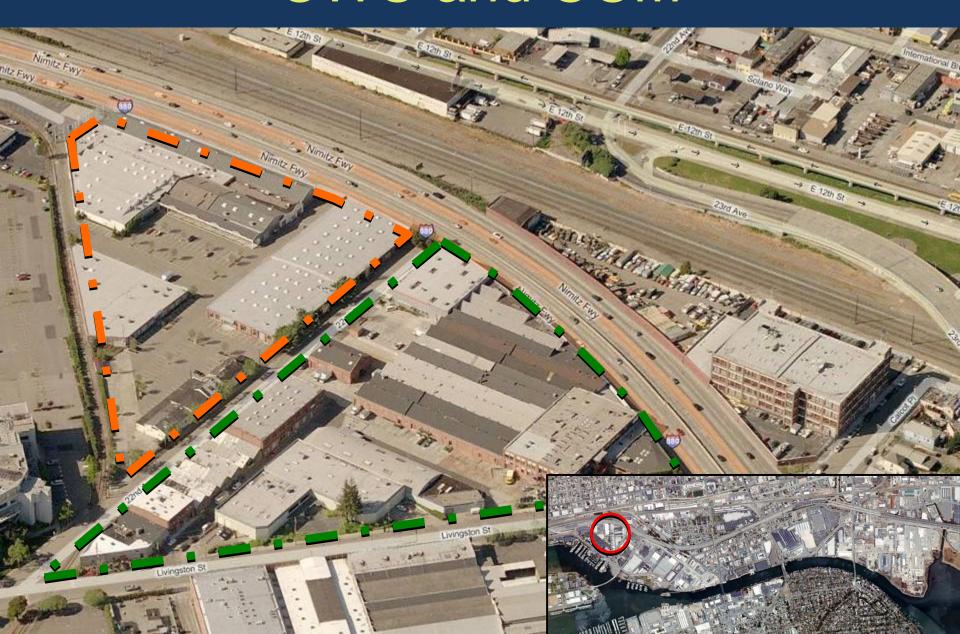
## **Embarcadero Cove**







## CWC and CCM



## California Wire Cloth



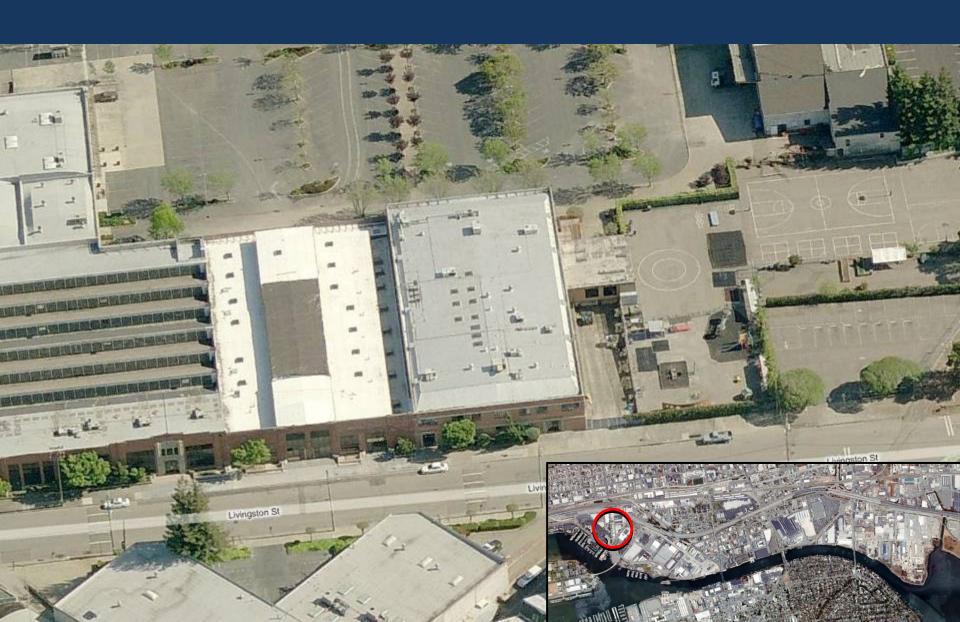
## California Cotton Mills







## Sunset McKee Co. Warehouse



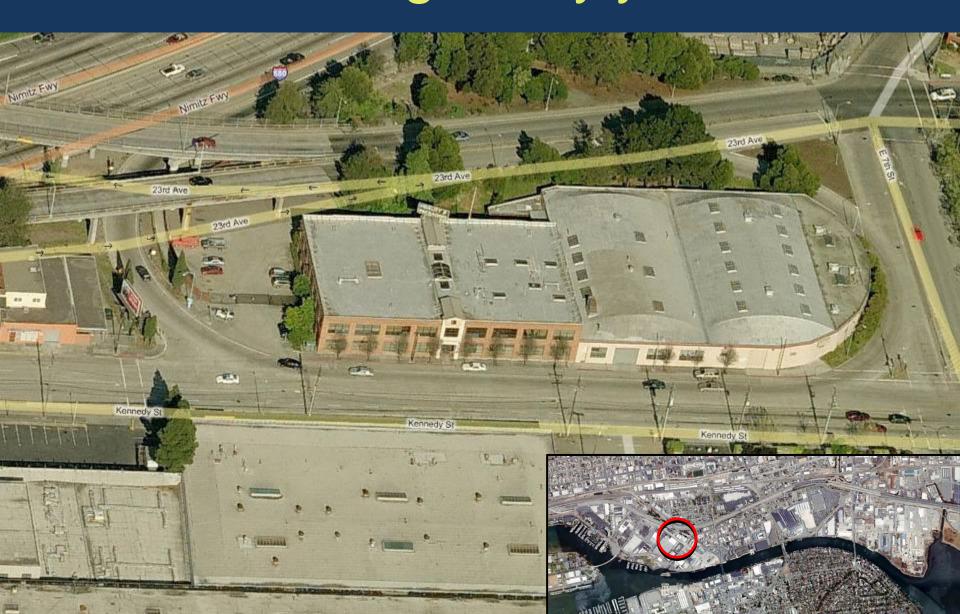
#### Sunset McKee Co Warehouse



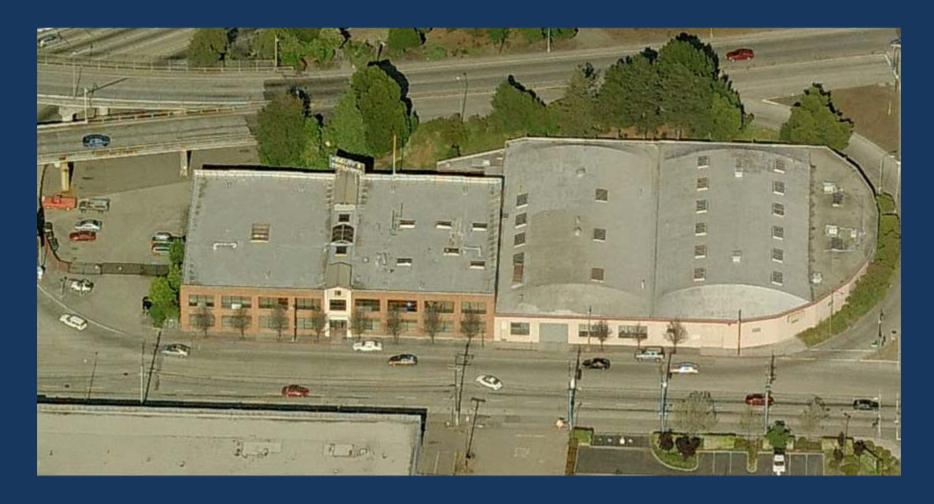




## Barrows Pringle-Bayly Underhill



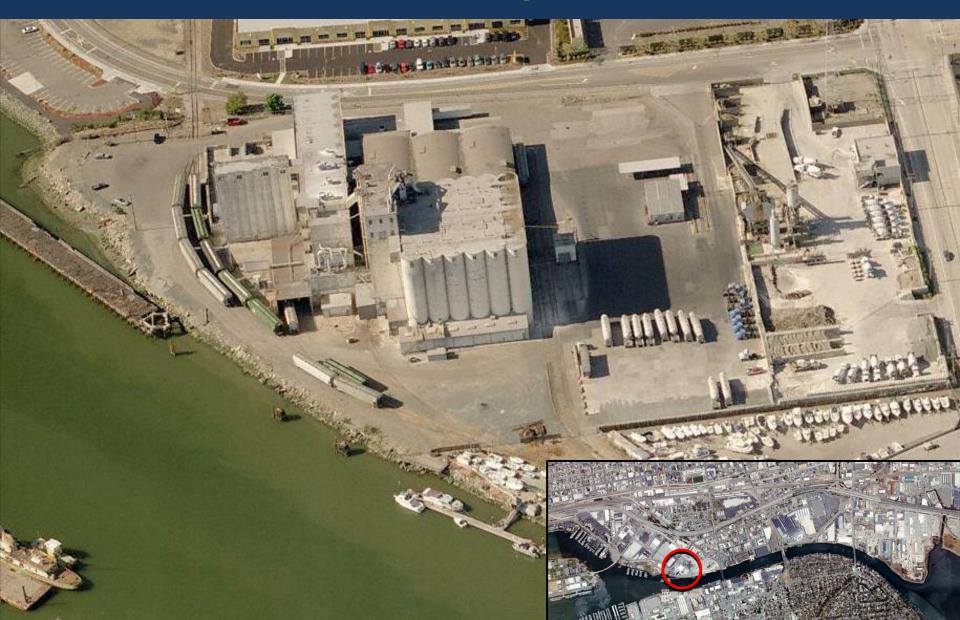
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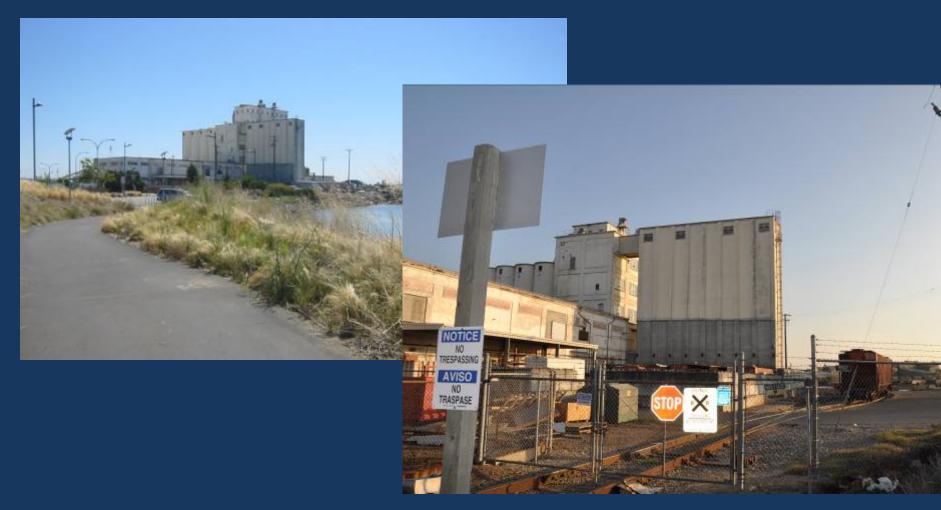




## ConAgra



## ConAgra



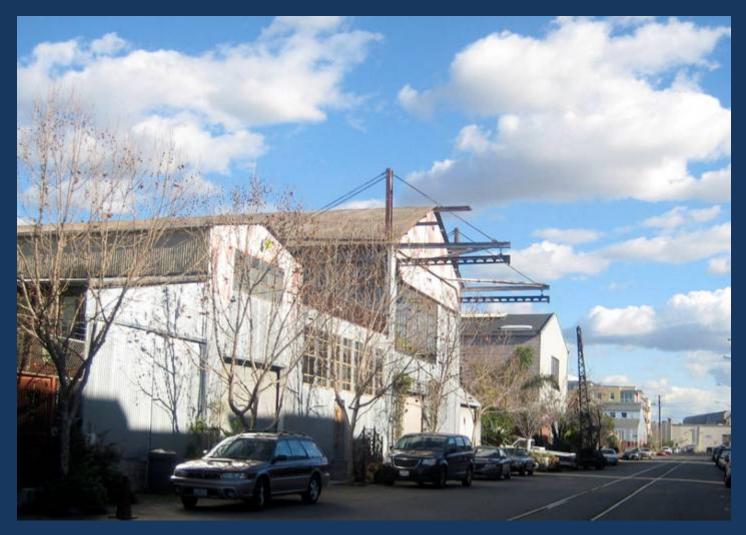




## Kennedy Tract Neighborhood



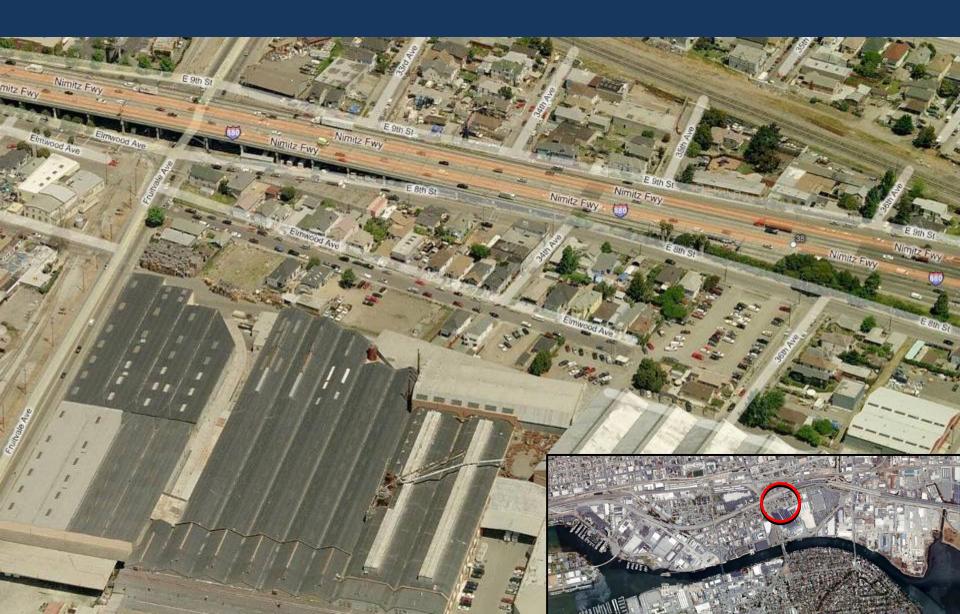
## Kennedy Tract Neighborhood







# 36th and 8th Neighborood



## 26th and 8th Neighborhood







## Owens Brockway



## Owens Brockway

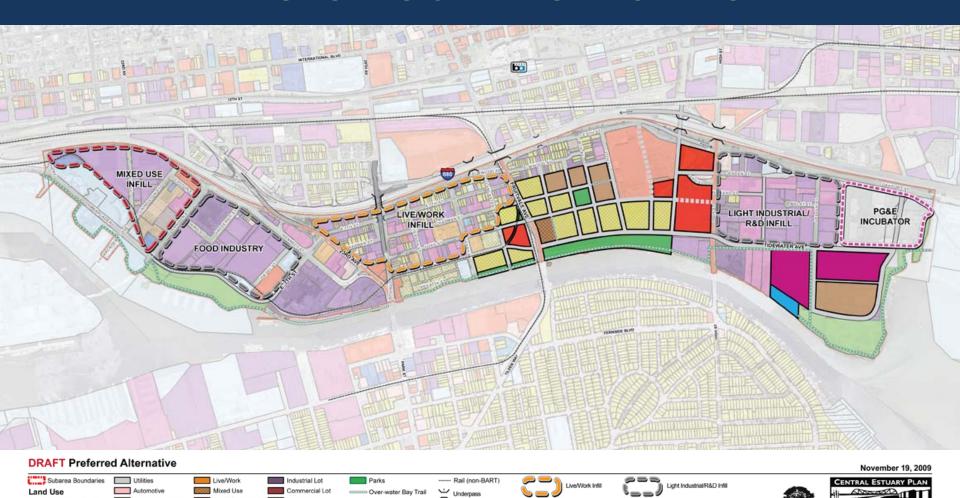














Industrial (Heavy)

Industrial (Light)



Ped/Bike

Retail/Commercial Wacant Lot

Parking Lot

Publicly Owned

Bay Trail

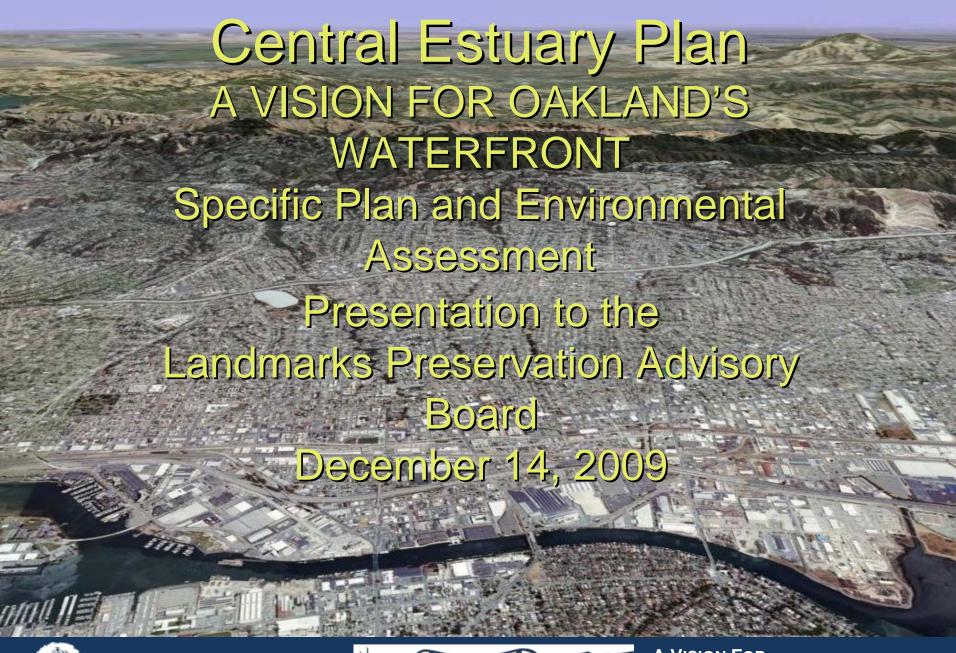
Drive Aisle

Public Street

Single-Family Res

Industrial (Warehouse) High-Density Res

Medium-Density Res Office







#### Diverse and Vibrant Mix of Uses

The Central Estuary area has a diverse and vibrant mix of unique neighborhoods, businesses, civic uses and industry which supports the local economy and provides well-paying jobs to area residents. The land use pattern and development standards provide for appropriate separation and transitions between residential areas and freeways and heavy industrial uses, creating a safe and healthy environment for residents, employees and visitors.





#### Destination Waterfront

The Bay Trail and its connections create a regional and local destination, linking the area's diverse uses with continuous public open space and access along or near the waterfront. The Estuary waterfront is a focus of marine and boating activity, as well as restaurants and retail uses that attract visitors and capitalize on the waterfront setting. Existing and new parks and open spaces along the Estuary are linked to surrounding neighborhoods by open space, trails and walkable streets, and natural areas along the waterfront are preserved action representation and the contraction of the co

'S WATERFRONT

Complete, Safe and Clear
 Transportation Connections

Complete streets that provide for all modes of travel create safe and comfortable pedestrian, bicycle and transit access within the Central Estuary area and link it to surrounding neighborhoods and destinations, including the City of Alameda and Fruitvale BART. Vehicular circulation is safe and understandable to visitors.





 Infrastructure to Support Development Improved and upgraded infrastructure supports both new development and the preservation and value and architectural significance. New residential development is in keeping with the existing neighborhood character and fosters a mix of housing options, including affordable housing. New industrial and commercial development emphasizes marine uses, specialty food production, green technology and other industries important to the City's economy.

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