



## **CENTRAL ESTUARY PLAN**

A Vision for Oakland's Waterfront

### **Summary Community Workshop #6 Beacon Day School Saturday, November 14, 2009 9:00 a.m. – 12:00 p.m.**

#### **Workshop Format and Process**

The City of Oakland is preparing a Specific Plan that will help define and determine a common vision for the Oakland Central Estuary. The plan will provide a framework to support the development and enhancement of the area and balance land-use goals with the environmental, economic, health, and quality-of-life interests of the community. The City is conducting a series of eight community workshops to encourage public input throughout the plan's development.

The sixth community workshop, held on Saturday, November 14, 2009 at the Beacon Day School, was attended by approximately 38 community members, representing a cross-section of stakeholders, including residential, commercial, industrial, and recreational interests.

The purpose of the meeting was to review the three draft land-use alternatives from Workshop 5 and select components from those alternatives in order to shape a single preferred alternative. The preferred alternative created from the Workshop 6 input will form the basis for development of the Specific Plan, which will be presented in Workshops 7 and 8.

The sixth workshop included an introductory presentation, a map-based interactive exercise during which meeting attendees were divided into four groups and tasked with developing a preferred alternative, and a "report back" section, during which each group presented their preferred alternative map to the rest of the meeting attendees. A closing discussion identified the many commonalities among the four group maps.

#### **Presentation**

##### *Welcome and Introduction*

Ben Strumwasser, a principal at CirclePoint, welcomed meeting attendees, introduced the workshop facilitators and provided an overview of the day's agenda, including information on the collaborative map-based activity.

##### *Presentation: Preferred Alternative Development*

Timothy Rood, a principal at Community Design & Architecture, gave a presentation to provide background for the workshop. Mr. Rood revisited the Vision Statement developed at earlier workshops and reviewed themes from each of the three draft land-use alternatives that were unveiled at the fifth community workshop in October. He



explained that the map-based activity was designed to clarify the alternative concepts and trade-offs and enlist community members' help in selecting a single preferred alternative.

Mr. Rood emphasized that a concerted effort has been made to preserve and improve elements of the Plan Area that were previously identified by the community as worthy of preserving during the Visioning process.

These elements included:

- Preserving and potentially expanding food industry and small/start-up industrial space
- Protecting the Kennedy Tract neighborhood as a mix of business and housing
- Pursuing the creation of a continuous Bay Trail through the Plan Area and connecting people to the two major waterfront parks, Union Point Park and the Martin Luther King, Jr. Regional Shoreline
- Considering opportunities like new waterfront housing and locating new industry and retail near the freeway
- Improving infrastructure for walking, better biking and more transit access

For the mapping activity, Mr. Rood instructed each of the four groups to follow these steps in order to create a single preferred alternative:

- Discuss and identify a preferred development option for each of three key opportunity sites (Con Agra, Owens Brockway, and South of Tidewater)
- Select one of the three alternative maps as a base
- Paste the selected preferred development option for each of the three key opportunity sites onto the selected base map
- Make changes to the specific key opportunity sites and overall plan
- Address key issues and questions, including:
  - Start-up business incubator – yes? no? where?
  - New boulevard – yes? no? where?
  - What's missing?
- Present the group map to rest of the workshop participants

For the complete presentation from Workshop 6, please visit the Central Estuary Plan website at [www.oaklandnet.com/Central\\_Estuary\\_Plan](http://www.oaklandnet.com/Central_Estuary_Plan).

### **Mapping Activity: Comment Highlights**

Meeting attendees were randomly divided into four groups and tasked with developing a preferred alternative map at each table. The exercise was designed so that stakeholders at each table had to work collectively and collaboratively to identify common needs, wants and desires in order to arrive at a unified proposal.

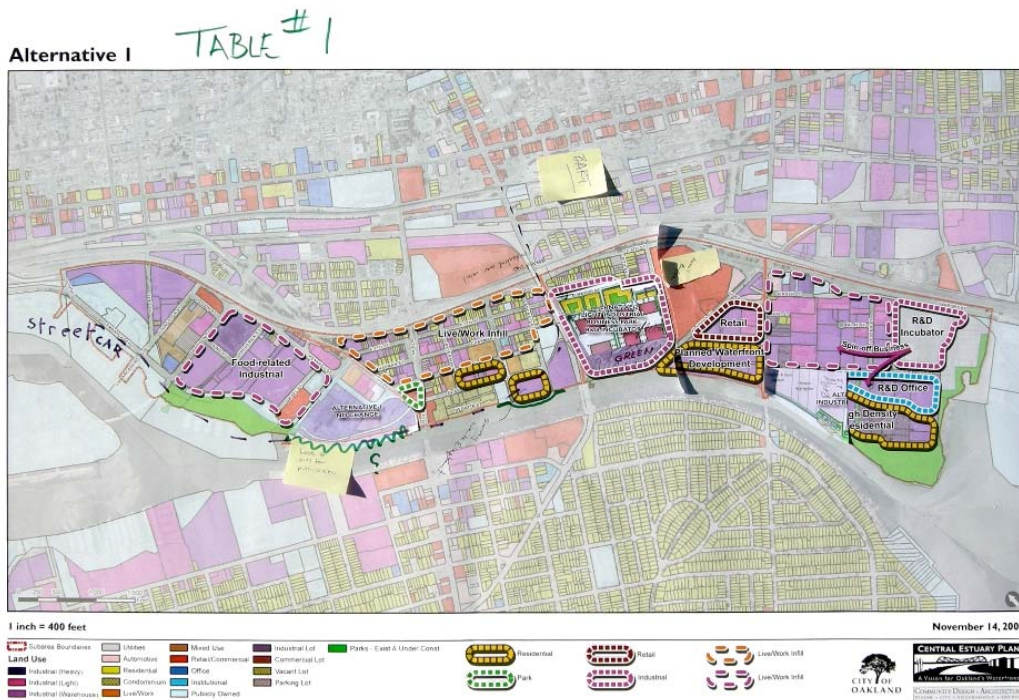
By the end of the mapping activity, it was evident that the preferred alternatives designed by each table were remarkably similar. Common themes in the West and Central-West Subareas included the desire for waterfront access, retaining the food industry, and maintaining everything west of 29th Avenue as a live/work infill area. All four table maps promoted waterfront access for the public in the Kennedy Tract neighborhood. Additionally, all four preferred alternatives emphasized job creation in the East Subarea, north of Tidewater Avenue.

However, there were some key differences between the four preferred alternative maps. Group 1 differentiated itself from other groups by adding a mix of residential and light industrial development and a retail buffer zone on the Owens Brockway site. Group 2 created a unique preferred alternative by adding light industrial/business park uses, rather than housing, on the Owens Brockway site. This was due to the group's apprehension over additional residential traffic and job loss. Some participants expressed concerns about the appearance of future housing developments. Project staff noted that the Plan will include design guidelines, and the City reviews development proposals before anything is built.



The following is a description of the preferred alternative maps that were developed and shared, organized by group. Some comments may have been reworded in order to clarify meaning; comments do not necessarily appear in the sequence that they were made. This summary is not meant to serve as a meeting transcript.

## Group 1



Group 1 used a combination of Alternative 1 and Alternative 3 as a base for their preferred alternative, with modifications to the Owens Brockway/warehouse triangle site. The group members wanted to retain the food-related industry in the West Subarea from Alternative 1. They opted to leave the ConAgra site as is, and work towards establishing a route for public access to the waterfront in order to complete this section of the Bay Trail. This group also wanted to retain the Kennedy Tract area for live/work units.

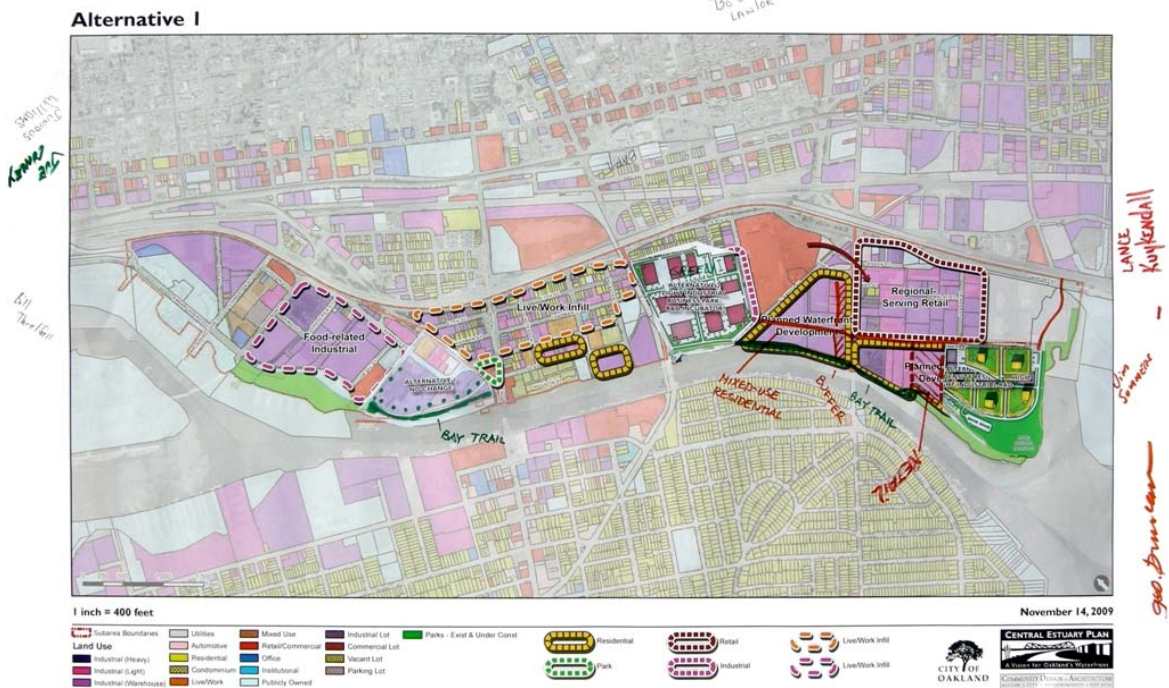
In the Central-East Subarea, Group 1 developed a unique plan for the Owens Brockway site. This group divided this area into three different uses, including a park or open space closest to the water. Moving north, they inserted a light industrial business park/research and development incubator, and a retail area to serve as a buffer between the Home Depot center and mixed-use live/work along East 7<sup>th</sup> Street.

Members of Group 1 proposed a retail buffer between Alameda Avenue and High Street. Group members selected a research and development incubator and office space in the East Subarea, extracted from Alternative 3. They also proposed a connector road through the PG&E site to allow access for residential development in the East Subarea.

Group 1 plan elements included:

- Designing a streetcar route that runs along Embarcadero and the waterfront, and then cuts north to connect to Fruitvale Avenue and arrive at the Fruitvale BART station
- Affordable housing in the Owens Brockway area
- Adding residential housing in Owens Brockway to maintain continuity with the Kennedy Tract residential area
- Connecting/completing the Bay Trail at the ConAgra site and the White Elephant building
- Emphasizing retail, housing and schools in the East and Central-East Subareas

TABLE (2)



Group 2 used Alternative 1 as a base for their preferred alternative. The group members wanted to retain the food-related industry in the West Subarea. For the ConAgra site, Group 2 was willing to leave the site as is, but work towards beautifying the property and establishing a route for public access to the waterfront, in order to connect/complete the Bay Trail. This group also wanted to retain the Kennedy Tract area as housing/business mix with live/work infill.

In the Central-East Subarea, Group 2 selected light industrial research and development with an emphasis on green technology at the Owens Brockway site. Adjacent to the regional-serving retail area on Alameda Avenue, Group 2 opted for mixed-use residential housing with a Bay Trail connection at the waterfront, and a retail buffer along the west side of High Street. The group also indicated the need for a road connection from Alameda Avenue to High Street that would intersect this mixed-use residential site.

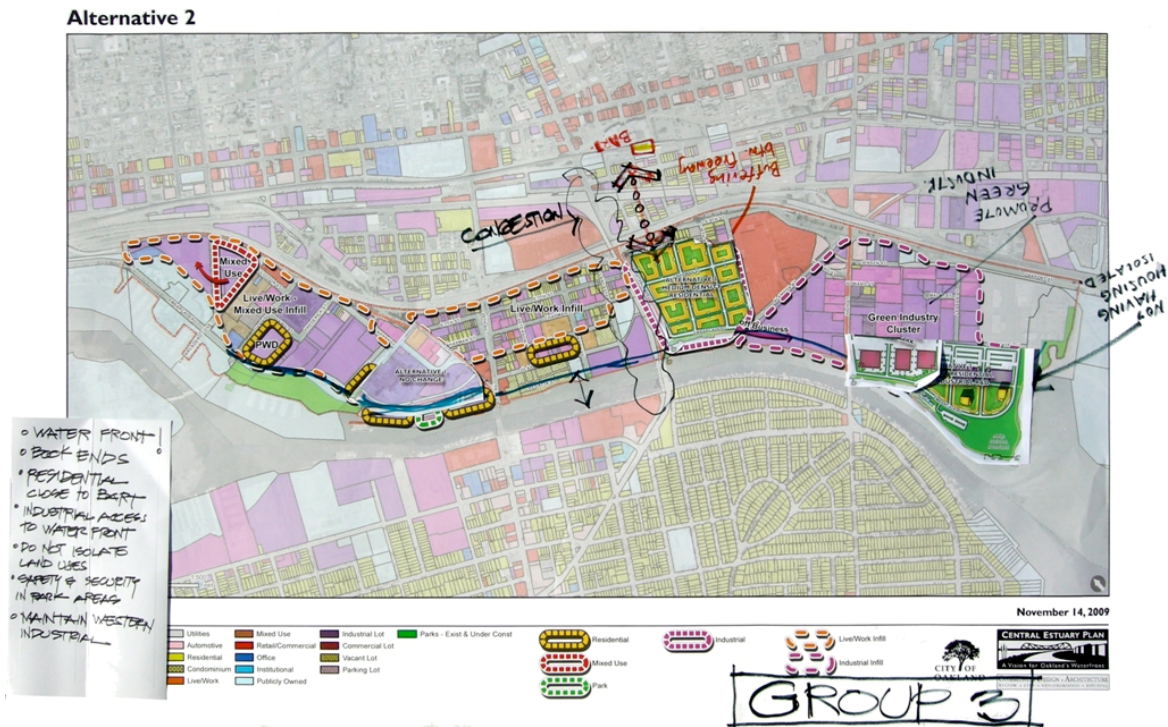
In the East Subarea, Group 2 wanted a connection to the Bay Trail. Additionally, they would like a retail buffer between the existing waterfront industrial uses and the proposed medium-density residential units in the East Subarea, south of Tidewater Avenue. This group also noted the possibility of a road connection through the PG&E site to enhance transit connections to Oakport Street.

Group 2 plan elements included:

- Emphasizing green industry research and development buildings
- Maintaining and preserving industry, but adding retail to serve as buffer areas
- Over the long term, adding sports and recreation facilities for residential access

- Utilizing innovative architecture
- Developing a more innovative design for the waterfront
- Completing the Bay Trail so that it is continuous through the Plan Area

### Group 3



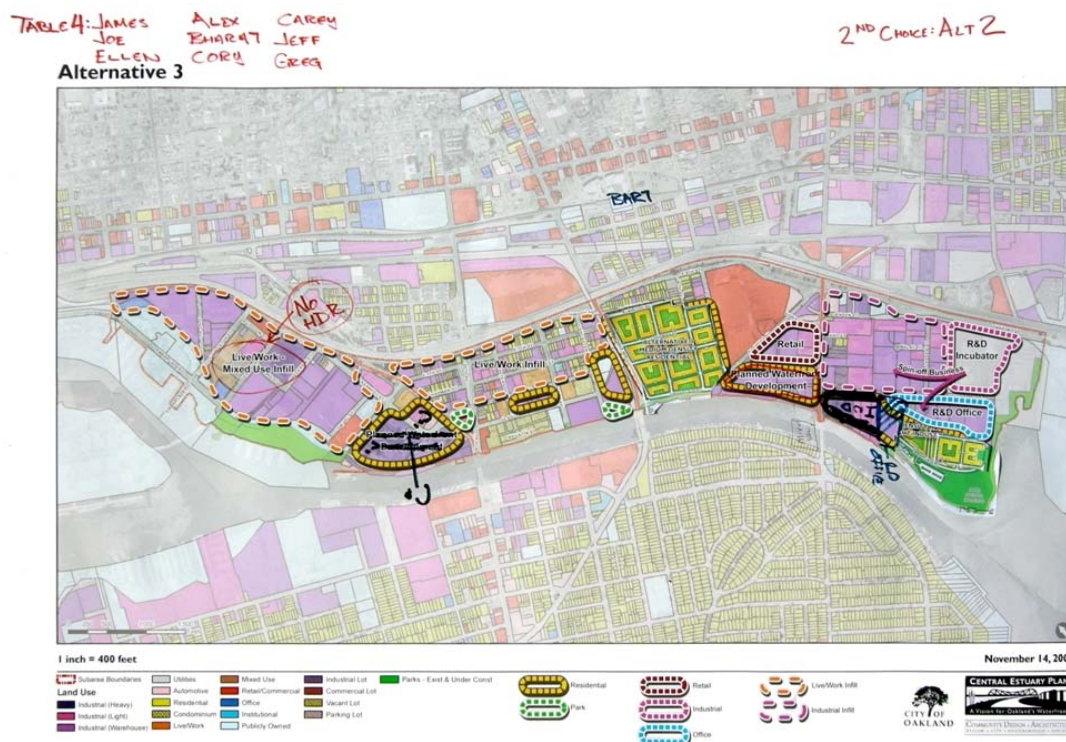
Group 3 used Alternative 2 as a base for their preferred alternative. Group 3 selected live/work mixed-use units in the West Subarea. For the ConAgra site, Group 3 wanted to maintain the site as is, but work towards establishing a route for public access to the waterfront, in order to connect/complete the Bay Trail and extend the Embarcadero to Tidewater Avenue. This group also wanted to retain the Kennedy Tract in the Central-West Subarea for live/work units, while continuing the Embarcadero through this Subarea and the entire Plan Area.

Group 3 selected the Owens Brockway site for medium-density residential housing. Group members identified a need (if there were additional housing units) for a connection, preferably a light rail system, to the Fruitvale BART station in order to reduce congestion on Fruitvale Avenue. In the East Subarea, Group 3 opted for a green industry business park and light industrial use. They also utilized mixed-use residential and green industry research and development units in the eastern tip, south of Tidewater Avenue. Group 3 wanted to continue the Embarcadero Boulevard through the East Subarea. This group's plan had many components in common with those in the Group 4 plan.

Group 3 plan elements included:

- Emphasizing green industry in the East Subarea
- Creating a continuous Embarcadero Boulevard and Bay Trail through the entire Plan Area
- Placing residential units close to Fruitvale BART
- Establishing a light rail system to take Plan Area residents to Fruitvale BART
- Maintaining industrial access to the waterfront
- Avoiding isolation of any particular type of land use
- Enhancing safety and security in parks and open spaces
- Maintaining industrial uses in the West and Central-West Subareas
- Balancing jobs and housing
- Alleviating traffic congestion on Fruitvale Avenue

#### Group 4



Group 4 utilized Alternative 3 as a base for their preferred alternative, because members liked the medium-density residential housing. Group members selected live/work infill for the West Subarea, like Group 3, and emphasized avoiding high-density residential units. For the ConAgra site in the Central-West Subarea, group members wanted the existing use to remain for as long as it is economically viable, but could not reach consensus on whether the area should be residential or industrial should ConAgra ever decide to leave. This group also wanted to retain the Kennedy Tract area as housing/business mix with live/work infill, though debated extensively whether warehouse uses along Fruitvale Avenue should remain to preserve jobs or should be removed to allow better roadway connectivity across Fruitvale Avenue.

Group 4 selected the Owens Brockway site for medium- and high-density residential development to provide new housing near BART and create the opportunity for better roadway connections across this part of the plan area. Adjacent to the retail area on Alameda Avenue, Group 4 opted for retail and mixed-use retail and residential housing at the waterfront.

In the East Subarea, group members indicated the need for a buffer zone next to the industrial uses along the waterfront, south of Tidewater Avenue. Group 4 proposed adding research and development offices to insulate the residential housing in the tip of the East Subarea.

Group 4 plan elements included:

- Avoiding isolation of residential development in the East Subarea
- Promoting medium- and high-density residential units close to Fruitvale BART
- Utilizing buffer zones between industrial uses and parks
- Adding connections to transit for residents
- Connecting/completing sections of the Bay Trail where possible
- Avoiding high-density residential units in the West and Central-West Subareas

## **Next Steps**

Beginning immediately, the Project Team will integrate community input and input of City departments to create a single preferred alternative.

In December and January, the Project Team will present the three draft alternatives and preferred alternative to the following government bodies:

- Landmarks Preservation Advisory Board
- Parks and Recreation Advisory Commission
- Planning Commission
- Community and Economic Development Committee
- City Council (pending approval by the Community and Economic Development Committee)

The next Central Estuary Plan workshop will be held in March, when key elements of the draft Specific Plan will be presented. Notification will be sent out in advance of the meeting and posted to the project website.

**For more information, please visit the project website:**

**Para obtener más información**

**若要了解詳情**

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**[www.oaklandnet.com/central\\_estuary\\_plan/](http://www.oaklandnet.com/central_estuary_plan/)**