

## 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 14 – Preferred Alternative
    - TBD – Draft Plan
    - TBD – Final Plan




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## Goals

- Last workshop (Workshop #5)
  - Introduce and present information about Plan Alternatives
  - Allow time before the next workshop to learn about and think about Plan Alternatives
- Tonight's workshop (Workshop #6)
  - 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
- What's Next
  - The preferred alternative will form the basis for development of the Specific Plan, which will be presented in Workshops 7 and 8

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## Tonight's Workshop

*We've reached an important **decision point** and want your input on priorities for this next step. To that end, we want to:*

- *Revisit the Vision Statement,*
- *Understand the alternative concepts and tradeoffs,*
- *Seek your help in making choices.*

■ Agenda

1. Presentation
2. Map-based Activity to Develop Preferred Alternative Concepts
3. Report Back

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## Vision Statement

- *Diverse and Vibrant Mix of Uses*
- *Destination Waterfront*
- *Complete, Safe and Clear Transportation Connections*
- *Infrastructure to Support Development*



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## Vision

### ▪ *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.



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## Vision

### ▪ *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 and enhanced.



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## Vision

### ▪ *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.



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## Vision

### ■ 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.

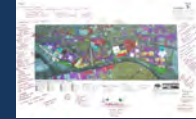


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## Alternatives Review



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## Alternatives Review



### ■ Your Input

+

### ■ Potential for Change

+

### ■ Feasible Development

## 3 Alternatives



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## Developing the Alternatives

### ■ Feasible Alternative Concepts



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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



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## Alternative 1

- Industry in the west, new housing in the east

### Land Use Concept



### Circulation



## Alternative 1

### 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 361 Jobs



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## Alternative 2

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



## 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 697 Jobs



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## Alternative 3

- Continuous residential waterfront and continuous east/west road



## 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 618 Jobs



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## Comparison

Alternative 1



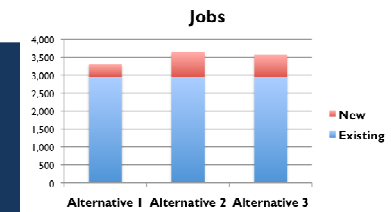
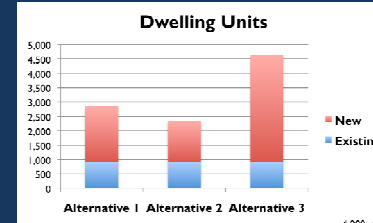
Alternative 2



Alternative 3



## Comparison



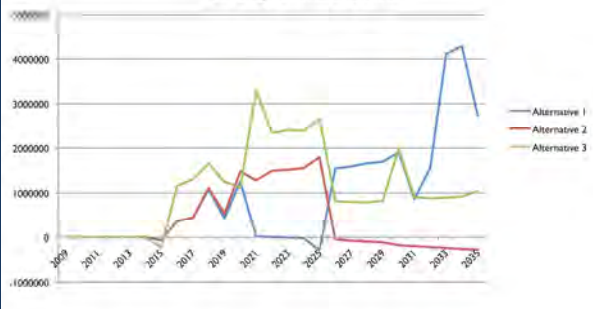
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## Comparison

2035 Net Revenue to City General Fund



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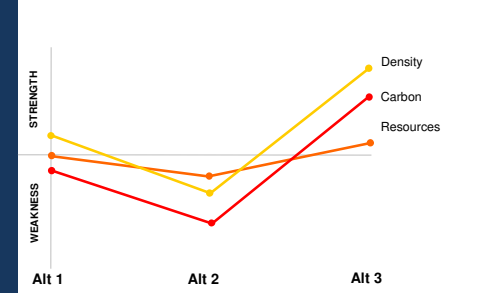


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## Comparison

### Density + Resources + Carbon

**Density:** Residential units / acre, commercial sq.ft. / acre  
**Resources:** Energy consumption / person, water consumption per person  
**Carbon:** Carbon-equivalent emissions / person



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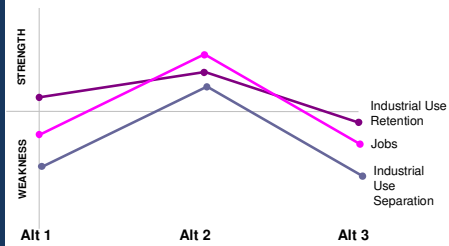


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## Comparison

### Jobs + Industrial Use

**Jobs:** Number of employees (commercial and industrial)  
**Industrial Use Retention:** Percentage industrial buildings area compared to current land use  
**Industrial Use Separation:** Spatial proximity of residential and industrial areas



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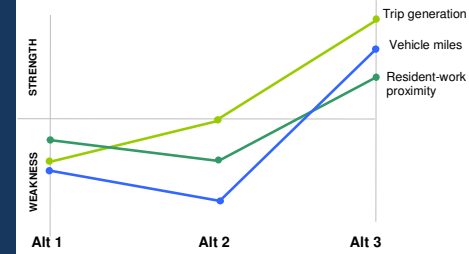


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## Comparison

### Transport

**Trip generation:** Estimated daily trips (total)  
**Vehicle Miles:** Vehicle-miles travelled (VMT) / person  
**Resident-Work Proximity:** jobs per resident, spatial analysis



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## Today's Activity

Today, you have the opportunity to work hands-on in groups with the alternatives maps to come up with a single **preferred alternative**.



## Today's Activity

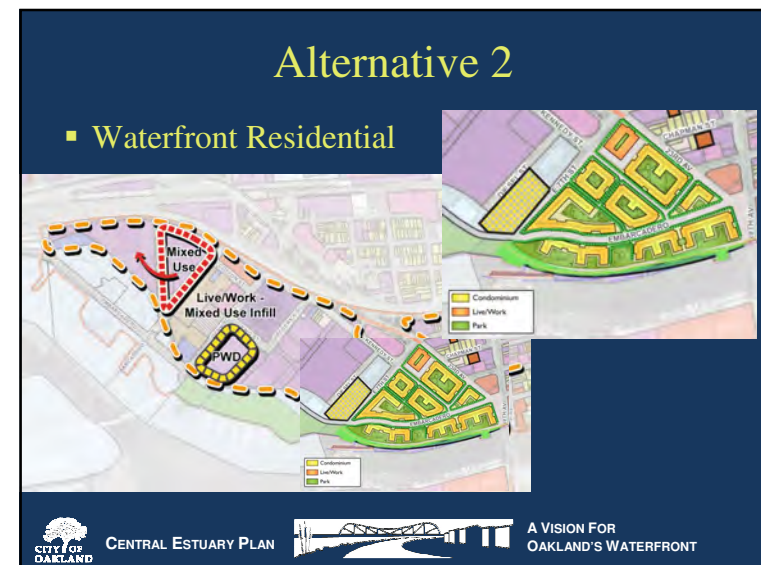
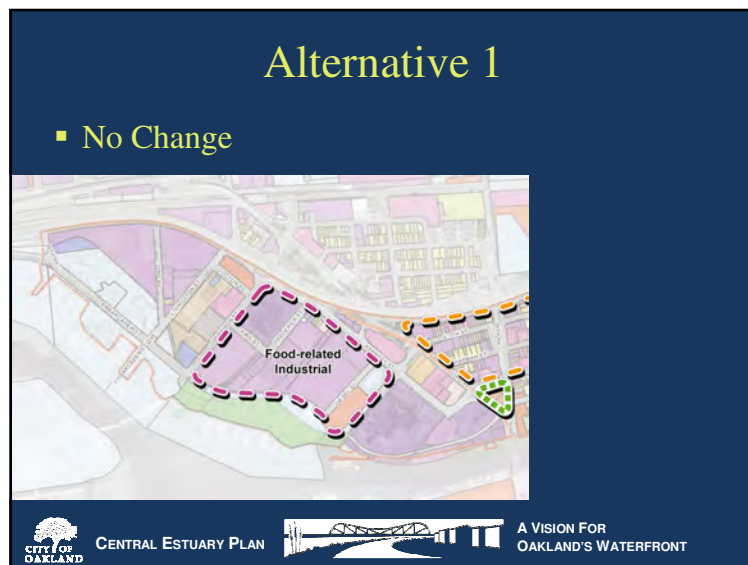
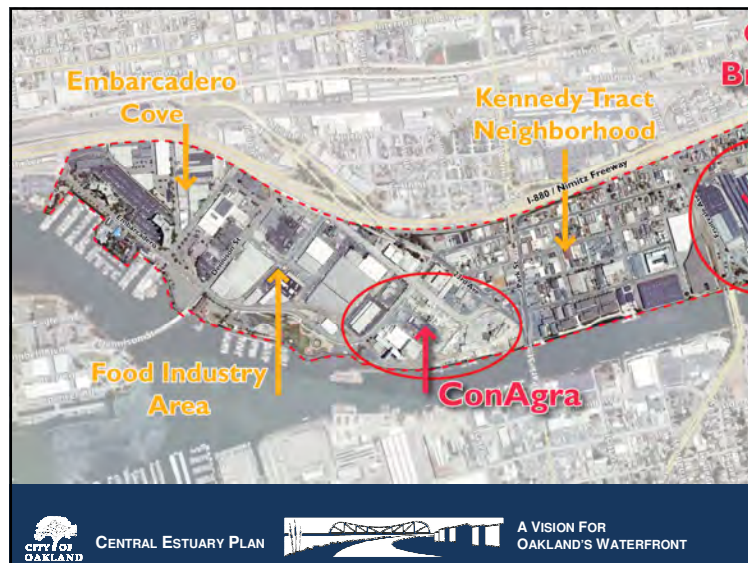
- We will start by looking at the **3 key opportunity sites:**
  - ConAgra
  - Owens Brockway
  - South of Tidewater



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## Alternative 3

### Waterfront Residential



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## Owens Brockway



## Alternative 1

### R&D Business Park



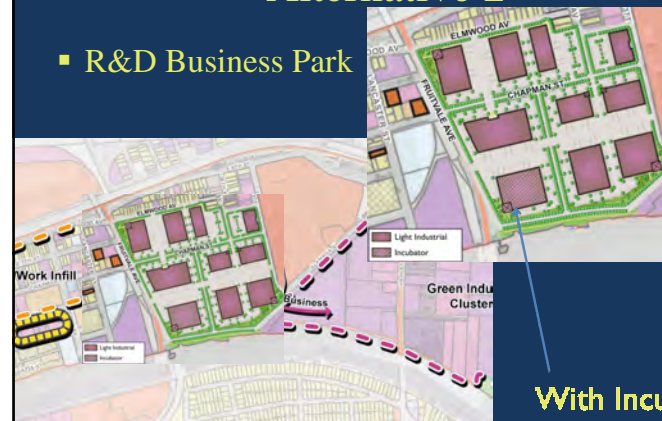
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## Alternative 2

### R&D Business Park



With Incubator



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## Alternative 3

### Waterfront Residential



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## South of Tidewater



## Alternative 1

### Mid-Rise Residential



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## Alternative 2

### Industrial



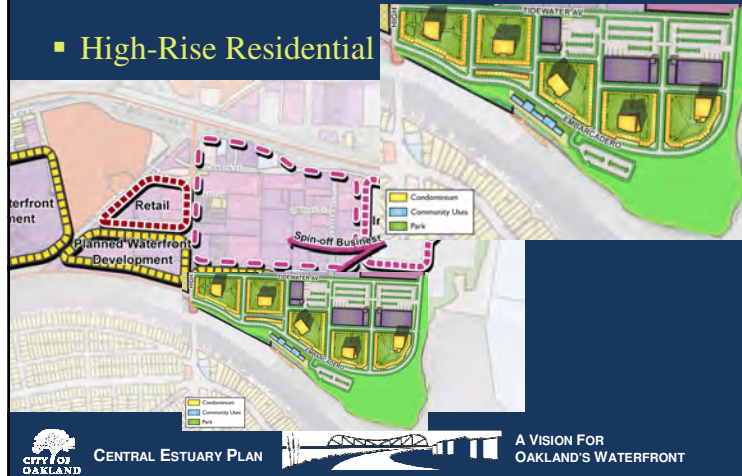
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## Alternative 3

### High-Rise Residential



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## Today's Activity

1. In groups, discuss the key opportunity sites and select a preferred alternative for each.



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## Today's Activity

2. Select a preferred alternative map.



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## Today's Activity

3. Paste the selected key alternatives into that



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## Today's Activity

### 4. Make changes to specific opportunity sites



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## Today's Activity

### 5. Address key issues:

- Incubator – yes? no? where?
- New boulevard – yes? no? where?
- What's missing?



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## Today's Activity

### 6. Present your team's preferred alternative



## Supporting Information

*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



*Feel free to consult the analyses or ask your facilitator about some of these issues*



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## Next Steps

- This month, the consultant team will take your input and input of City departments and create a preferred alternative.
- In December and January we will present the 3 alternatives and preferred alternative to
  - Landmarks Preservation Advisory Board
  - Parks and Recreation Advisory Commission
  - Planning Commission
  - CED Committee
  - City Council
- In February we will present key elements of the draft Specific Plan at Workshop #7



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## How to Stay Informed and Involved

- Visit the project website:  
[www.oaklandnet.com/central\\_estuary\\_plan](http://www.oaklandnet.com/central_estuary_plan)
- Email the team:  
[central\\_estuary\\_plan@oaklandnet.com](mailto:central_estuary_plan@oaklandnet.com)
- Leave a message: (510) 238-7737
- Attend and encourage others to attend community workshops –  
Next workshop:  
**February, 2010**



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