

NewPark Specific Plan Progress Update



March 1, 2018



Team

City of Newark

EMC Planning Group – Planning and Environmental

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Agenda

- Introduction
- Purpose
- Planning Background
- NewPark Place Revitalization Vision and Guidelines
- Next Steps
- Questions?

Introduction and Workshop Purpose

- City staff and consultants have completed detailed draft Specific Plan development guidance to revitalize NewPark Place
- Purpose of the Specific Plan is to provide detailed guidance to enable individual development projects to move forward
- Specific Plan builds on planning direction established in prior City plans including General Plan and Greater NewPark Master Plan

Introduction and Workshop Purpose

- Goal - attract new investment to NewPark Place. Specific Plan “sets the table” for potentially immediate investment
- Workshop Purpose:
 - Solicit decision maker input on Specific Plan content in preparation for formal consideration to adopt the Specific Plan
 - Solicit public input on Specific Plan Content

City of Newark General Plan (adopted 2013)

- Greater NewPark Focus Area – Improve Retail Climate, Intensify Development, Create exciting / premier local and regional destination, Consider high density residential to support success

Greater NewPark Masterplan (adopted 2015)

- Vision to transform/reposition mall; guide new investment; framework for future implementation; Land use, circulation, public space concepts; did not contain detailed land use, development and design standards, infrastructure plans, not an adopted policy or regulatory document
- Specifies that detailed planning is required to catalyze investment



Specific Plan Boundary

The 115-acre specific plan area is home to the commercial center of the City of Newark.

General Plan EIR (certified 2013)

- Addressed impacts of citywide development
- New development capacity in NewPark Focus Area of up to:
 - 700 New Hotel Rooms (350 existing/approved)
 - 200,000 New Square Feet of Retail/Restaurant Uses
 - 500,000 New Square Feet of Office Uses
 - 1,800 New Multi-family Housing Units (281 built/under construction)
- Impacts of NewPark Focus Area development included in assessment of citywide development impacts

NewPark Specific Plan Purpose

- Builds on/translates General Plan and Master Plan concepts into detailed development guidance for revitalization
- A specific plan is a General Plan implementation tool that is adopted as legislative amendment to the General Plan. Includes:
 - type, location and intensity of land uses
 - design guidelines
 - circulation design
 - infrastructure planning
 - Implementation measures – regulations/programs, financing
- Encourages developers to invest by approving specific uses, densities, and development standards within a specified design and infrastructure framework

Specific Plan Process to Date

- PC/CC AND Public Workshop 1 – Overview and concurrence to move forward
- PC/CC AND PUBLIC Workshop 2 (tonight) – Draft Specific Plan review in preparation for subsequent consideration to adopt Specific Plan

QUESTIONS

URBAN DESIGN OVERVIEW

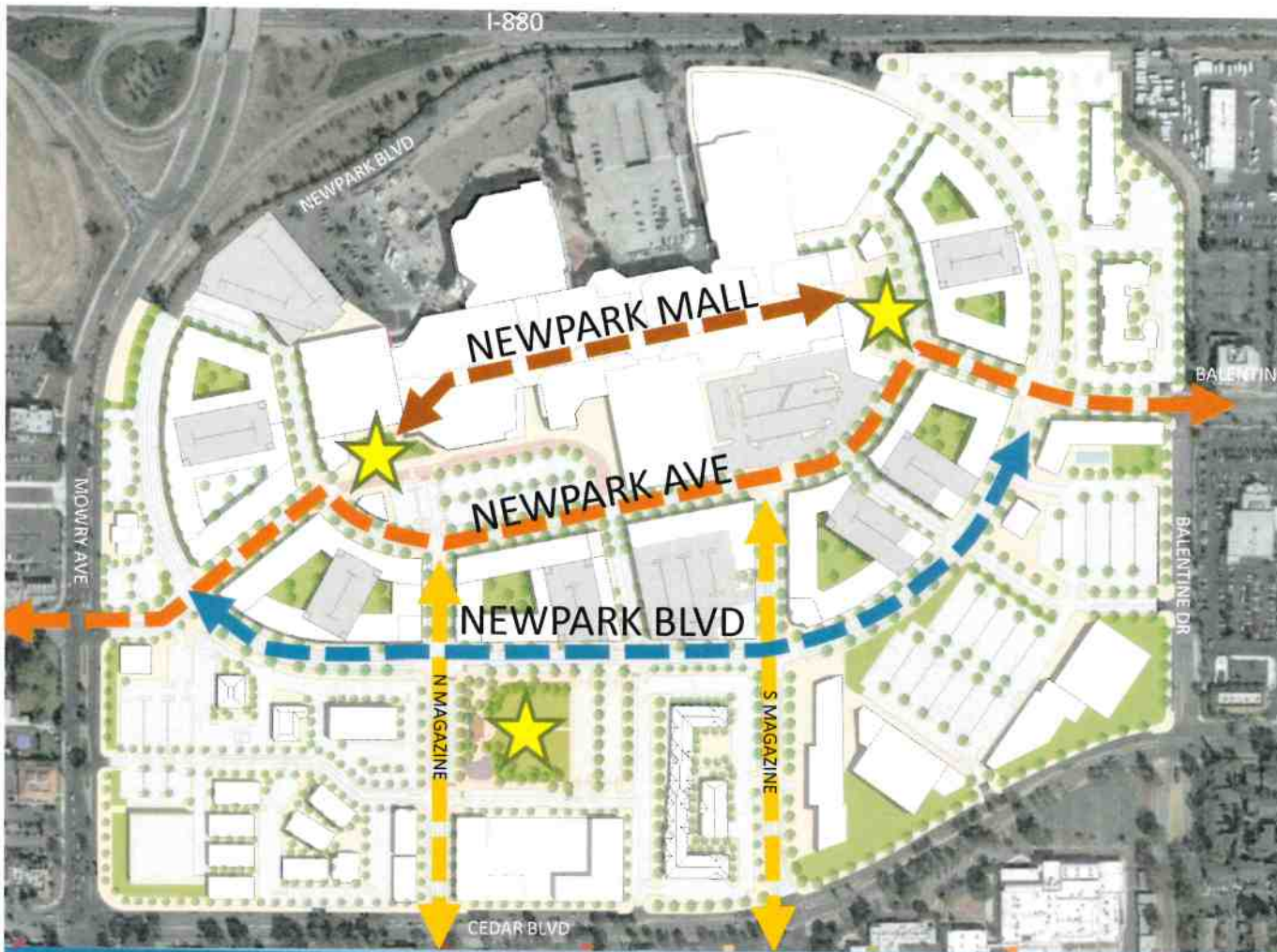
RETAIL TRENDS

- Brick and mortar retail must go **beyond necessity and convenience**.
- Leisure and entertainment** are rising factors driving customers to retail.
- A-List tenants demand greater attention to **customer experience**.
- Retail tenants are downsizing stores or being replaced with other **attractions**.
- Social amenities and **event programming** elevate appeal over competition.
- Housing and office** can provide complimentary activity to the site.

NEWPARK RETAIL STRATEGY

- Rethink mall anchors to **enhance** retail experience.
- Provide public spaces for **community events and entertainment.**
- Create a resident population that is well connected to the core retail asset so the activity supports and enhances the **sense of place** and activity at the mall.

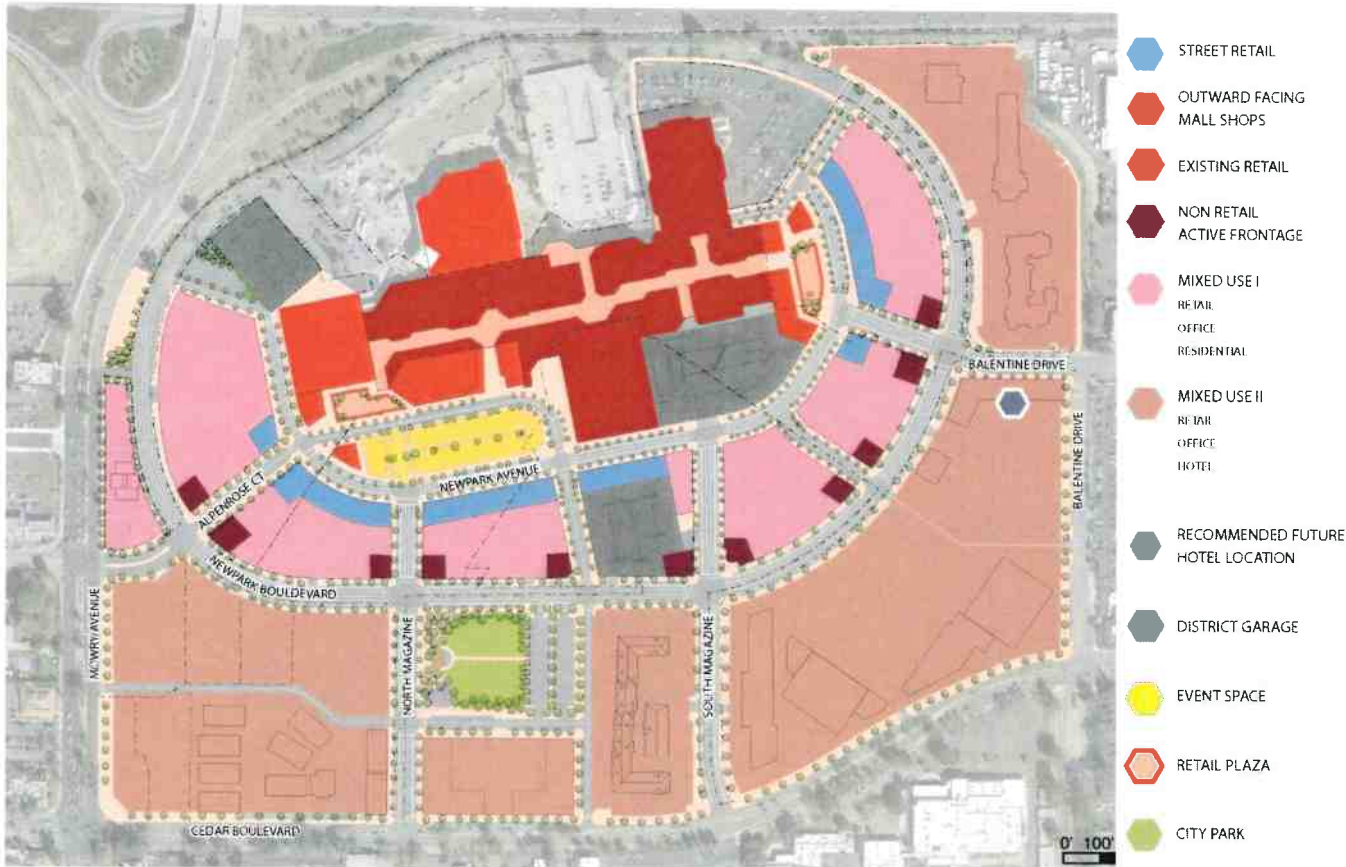




VISION

Revitalize Newark's Commercial core with an urban mixed-use community. Outdoor shops, parks, and plazas will **compliment** and **expand** the experiential offerings making NewPark Place a premier regional retail destination.

LAND USE



Use residential-mixed use development as a **catalyst** within the ring road to revitalize the existing retail asset and create **long-term benefit** that will improve the future of parcels well beyond the study area.

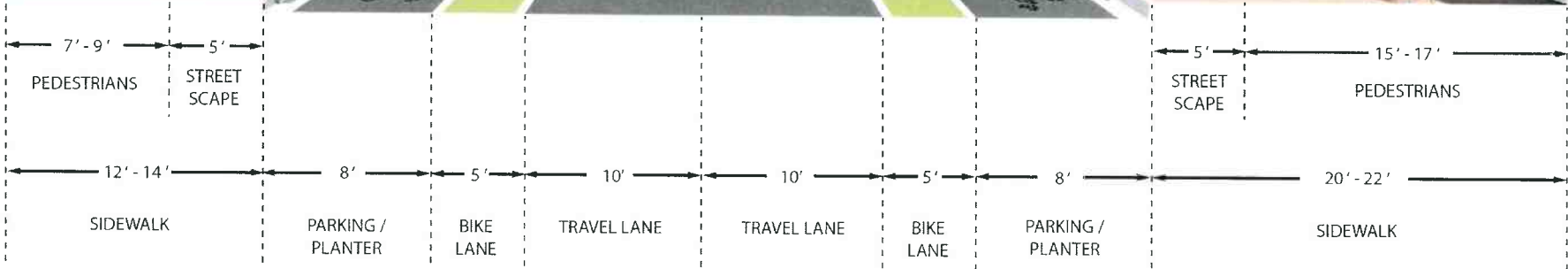
MAIN STREET

NEWPARK AVENUE

New Park Avenue is a **vibrant retail street** that compliments the existing Mall. Wide sidewalks, outdoor dining, a mix of uses and active storefronts contribute to a sense of place.



NEWPARK AVENUE



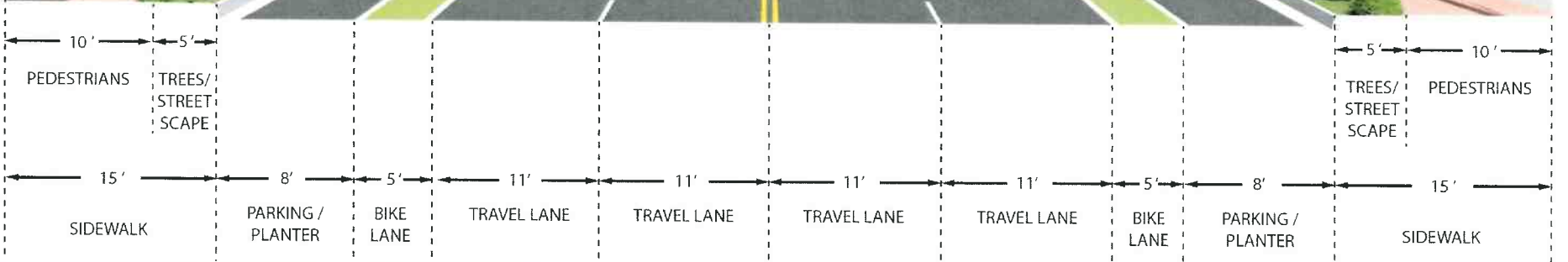


BOULEVARD

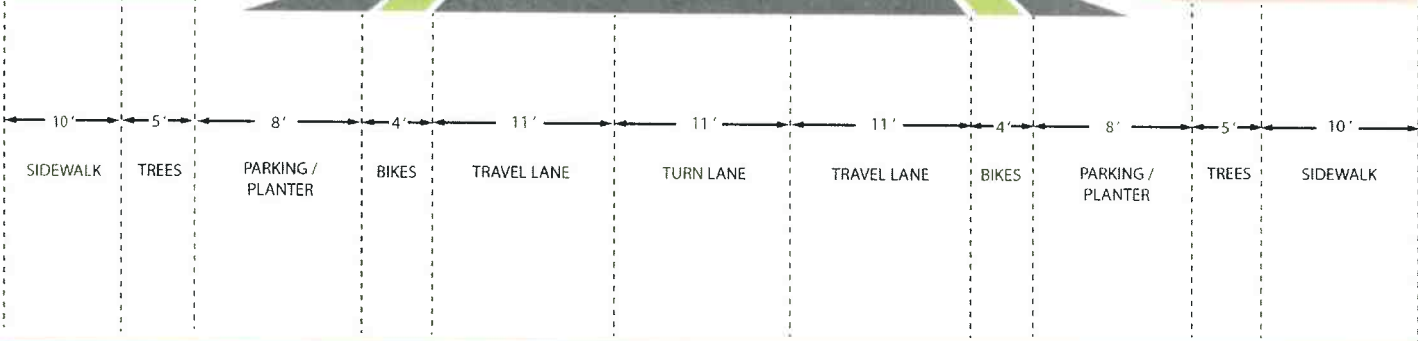
NEWPARK BOULEVARD

NewPark Boulevard brings a pedestrian friendly streetscape to busy street. This creates **new opportunities for a mixed-use address** on both sides of the Boulevard.

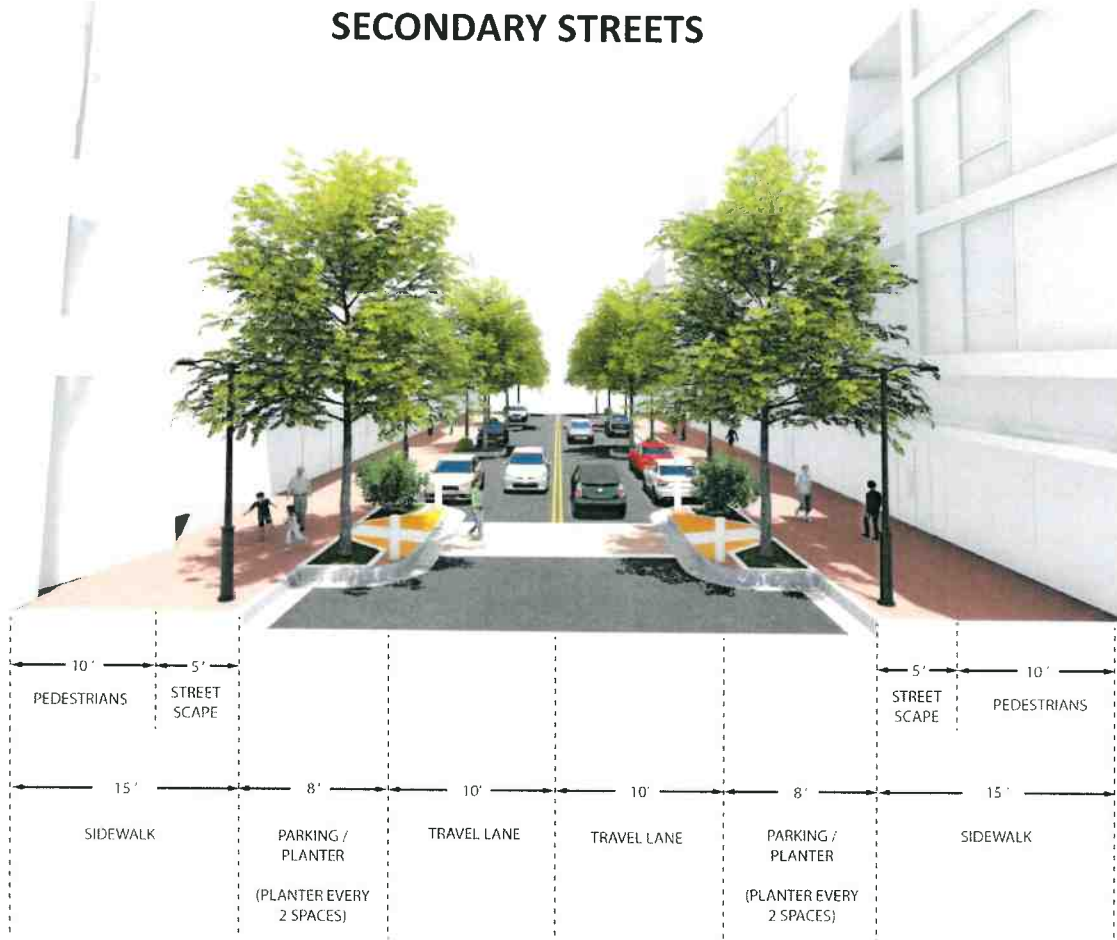
NEWPARK BOULEVARD



NORTH/SOUTH MAGAZINE



SECONDARY STREETS



GATHERING

DESTINATION PUBLIC SPACE

Parks and plazas with vibrant programming and retail tenants can give NewPark Place an edge over competing properties with less compelling amenities. These destinations also help **drive circulation** within the shopping center.



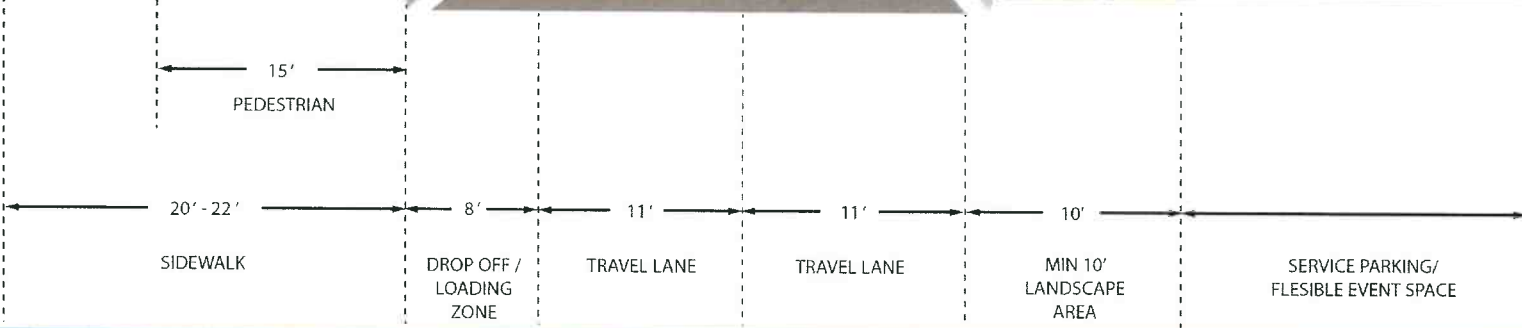
EVENT AREA

FLEXIBLE EVENT AREA

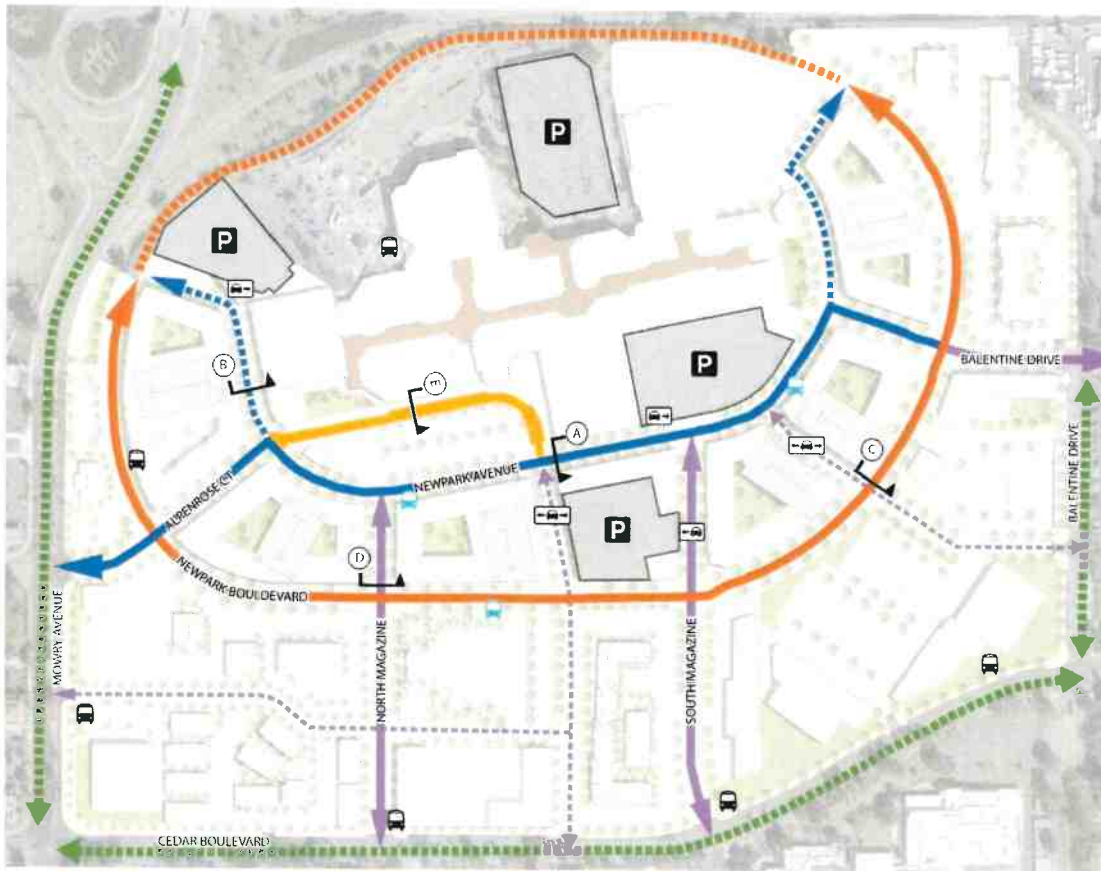
The central surface parking area framed by NewPark Avenue and the mall creates a flexible public space large enough for **markets, concerts, or civic celebrations**, and doubles as parking when not being used for special events.



MALL CUSTOMER DROP OFF AND FLEXIBLE EVENT AREA



CIRCULATION



- NEWARK AVENUE & ALPENROSE COURT 
- NEWARK AVENUE EXTENSIONS 
- NEWARK BOULEVARD 
- FUTURE NEWARK BOULEVARD 
- EXTERNAL BOULEVARD 
- N/S MAGAZINE, BAENTINE BEFORE NEWARK BLVD 
- SECONDARY ROAD 
- VEHICULAR / RIDESHARING DROP ZONE 
- ROAD SECTIONS 
- DISTRICT GARAGE 
- PARKING ACCESS 
- BUS STOP 
- PROPOSED ADDITIONAL BUS STOP 

A retail street, a boulevard, two plazas and a public park create a **rich diversity of experience** complimenting the retail core.

GUIDELINES

DESIGN STANDARDS AND GUIDELINES

Design standards and guidelines ensure that projects by different developers meet standards including height, appearance, setbacks and ground floor activation.

NewPark Specific Plan Design Standards and Guidelines

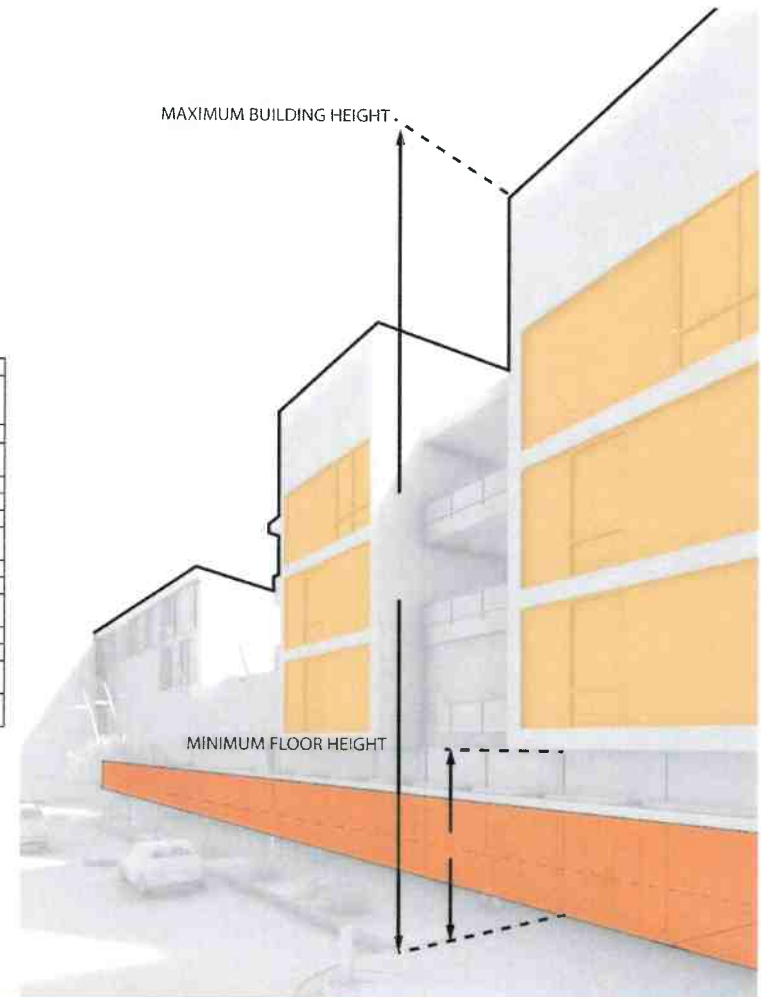
The NewPark District is planned as a new mixed-use live, work and play destination that builds on the existing asset of the NewPark Mall. There is a clear, organized structure of public streets and open spaces. Circulation networks establish clear points of arrival to major uses. Guidelines regulating urban planning considerations will influence architectural design and character.

Development Standards

The NewPark Specific Plan area is designed to be a mixed-use development with appropriate development density to create a critical mass of residents, employees, commercial shops and restaurants to create a new center for the City of Newark around the NewPark Mall. The purpose of the development standards is to set forth requirements for development proposals within the Specific Plan boundary area that will create the destination district the City envisions.

Building Design - General	
Building Types	Mixed-use developments are strongly encouraged in the NewPark plan area. The mixture of residential, retail, commercial and office uses contributes to a vibrant district that is active all week long.
Building Height	200' ¹
Front/Side/Rear Setbacks	Ground level to 30' above ground: Minimum: None; 10' Maximum; 30" and above: No requirement
FAR (non-residential)	None.
DU/Acre	Max: 120 Units/Ac (inside prop line)
Ground floor height	Minimum 18' floor to floor on the ground floor. (Fig. 9)
Retail Depth	Ground floor retail shall have a minimum interior lease depth of 55' excludes service corridors, etc.
Parking	
Retail Minimum	3.5 spaces/1000 GSF Retail
Residential Minimum	1/Studio, 1.5/1BR, 2/2BR ² or more
Hotel Minimum	0.5 per room; 1 per employee
Office Minimum	2.5 spaces/1000 GSF
Parking Treatment	Parking garages must be either architecturally encapsulated within buildings and/or located in one of the Mall's shared facilities. (Fig. 1)
Parking/Loading Location	See street guidelines for specific treatments.

¹ Height measured to top of roof. Parapets up to 4' above roof, along with mechanical enclosures are accessory. Additional architectural elements may extend above the height limit with approval from the planning department.
² Ground floor residential units on NewPark Blvd may have a ground floor height no less than 12' with a 2' floor elevation from street level. Residential lobbies shall maintain a minimum 18' floor to floor on the ground floor.
³ Parking stall standard size in garages may be 9 feet wide and 19 feet long.
⁴ Units with multiple parking spaces may be designed in a tandem configuration.



Specific Plan Benefits for the City

- Implements General Plan and Master Plan **visions**
- **Catalyzes** transformative reemergence of the NewPark Mall
- Creates a **vibrant** local and regional destination
- Streamlines/Invites immediate **investment**
- Sets development design expectations to ensure **quality development**
- Requires **private funding of improvements and maintenance** to support revitalization

Next Steps

- Receive Council and public input tonight – refine Specific Plan if needed
- Hold future public hearings for Planning Commission and City Council consideration of CEQA documentation and Specific Plan adoption
- Accept individual project proposals and review for consistency with Specific Plan
- Conduct approvals process for individual
- Oversee construction of new development projects

Questions?

