



## Team

City of Newark

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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
- Hearing Purpose:
  - Public input on Specific Plan
  - Formal consideration of adopting the Specific Plan

## 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

### **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



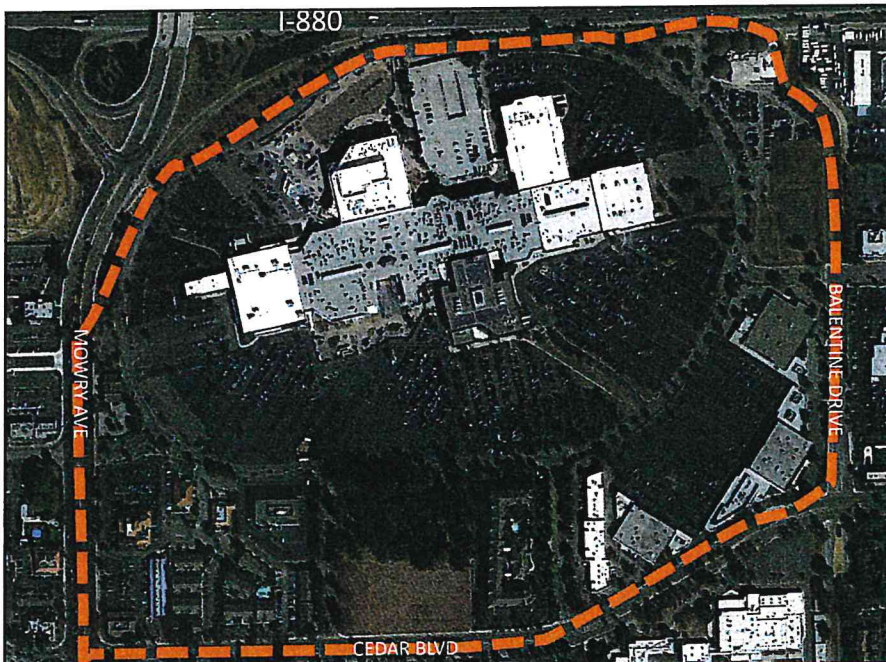
### **General Plan EIR (certified 2013)**

- Addressed impacts of citywide development
- New development capacity in NewPark Focus Area of up to:
  - 700 New Hotel Rooms (370 rooms remain)
  - 200,000 New Square Feet of Retail/Restaurant Uses
  - 500,000 New Square Feet of Office Uses
  - 1800 New Multi-family Housing Units (1,519 units remain)
- Impacts of NewPark Focus Area development included in assessment of citywide development impacts



## Specific Plan Process to Date

- Stakeholder Workshop 1: Initial stakeholder workshop design session. Three preliminary concept plans developed
- Stakeholder Workshop 2: Input for further refinement of public space framework, land uses, rough development capacities
- PC/CC AND Public Workshop 1 – Overview and concurrence to move forward
- PC/CC AND PUBLIC Workshop 2– Draft Specific Plan review in preparation for subsequent consideration to adopt Specific Plan
- Planning Commission Hearing March 27- Planning Commission Recommendation for Specific Plan and EIR Addendum Approval .



## Specific Plan Boundary

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

## NewPark Place Specific Plan Adjustments Since Workshop

- A discussion of design guidelines for parking garages was added.
- A recommendation that the housing units should use high quality finishes was included.
- A recommendation that parking technology that indicates locations of vacant spaces was added.
- A discussion of lighting was added.
- The discussion of the parking standards was clarified to make clear that residential parking would meet identified standards and would be separated from retail parking.
- A discussion of potential options for the provision of affordable housing was included.
- A Policy to encourage workforce development and local hiring was added.

QUESTIONS

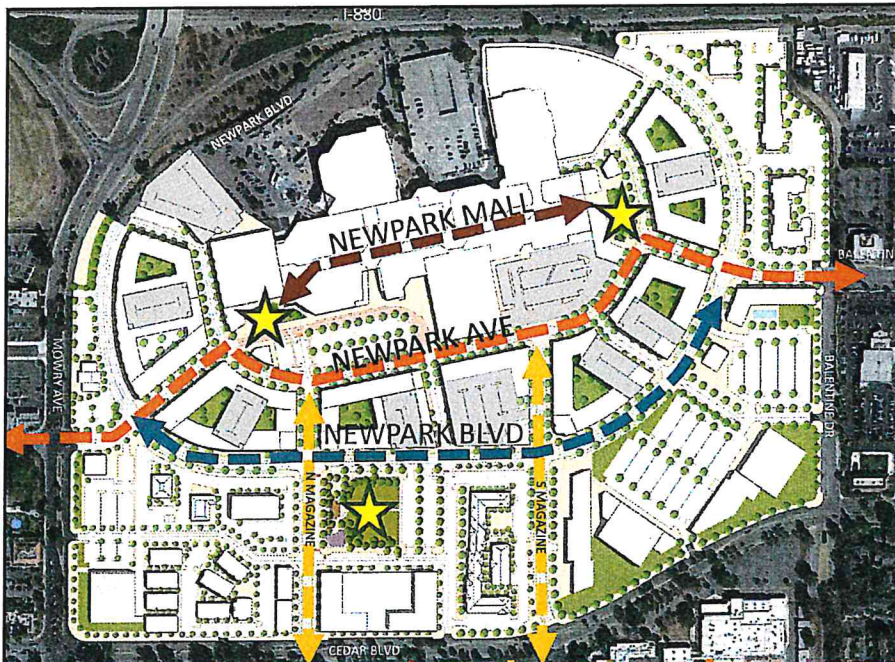
## URBAN DESIGN OVERVIEW

## 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.

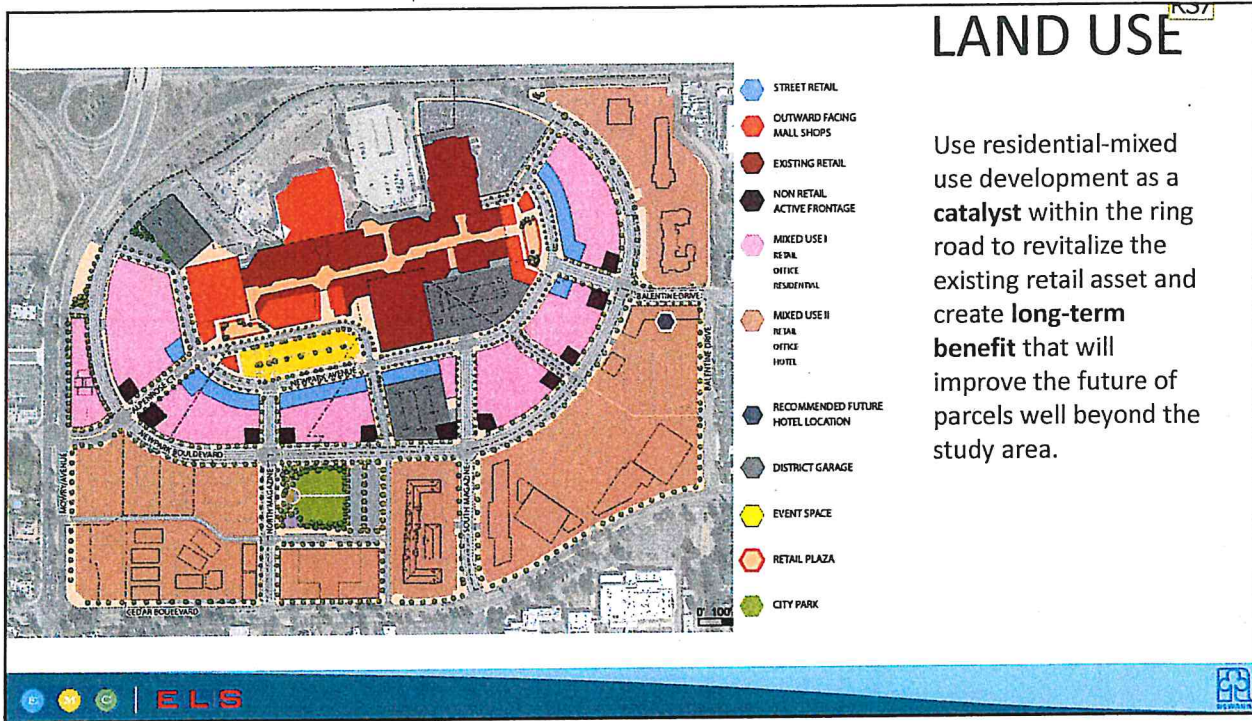


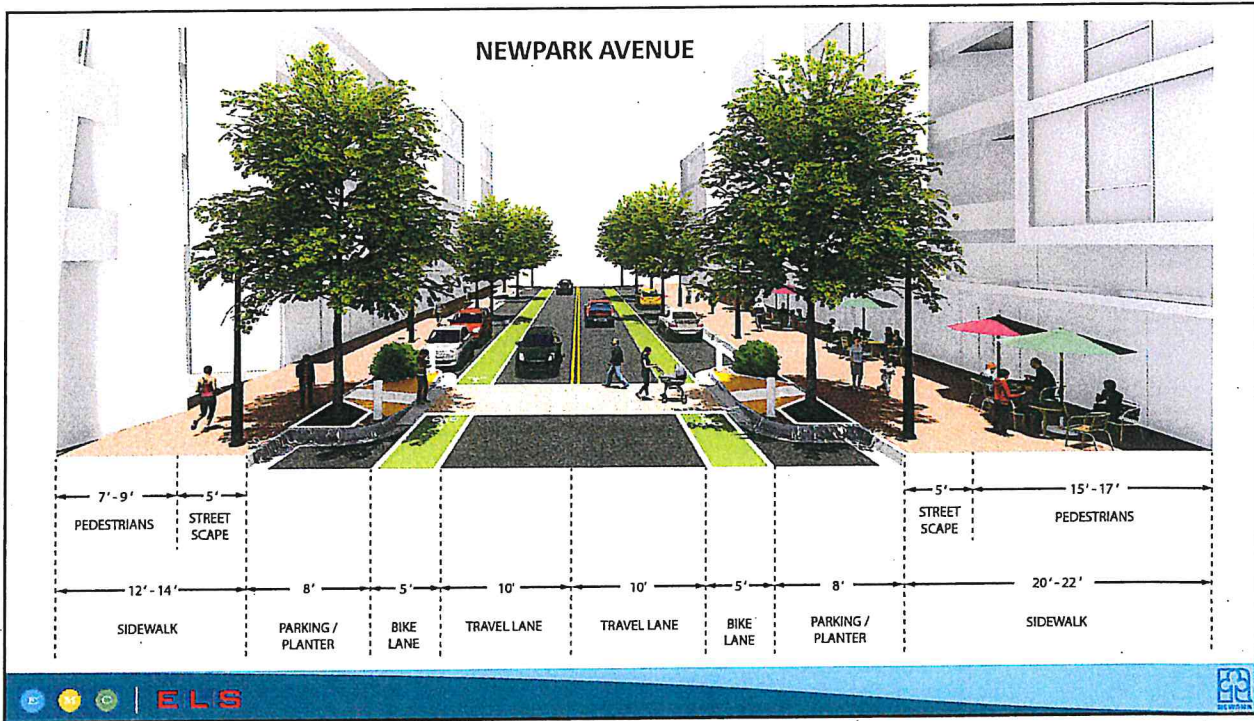
## VISION

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









## BOULEVARD

### NEWPARK BOULEVARD

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

**ELS**

# 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.

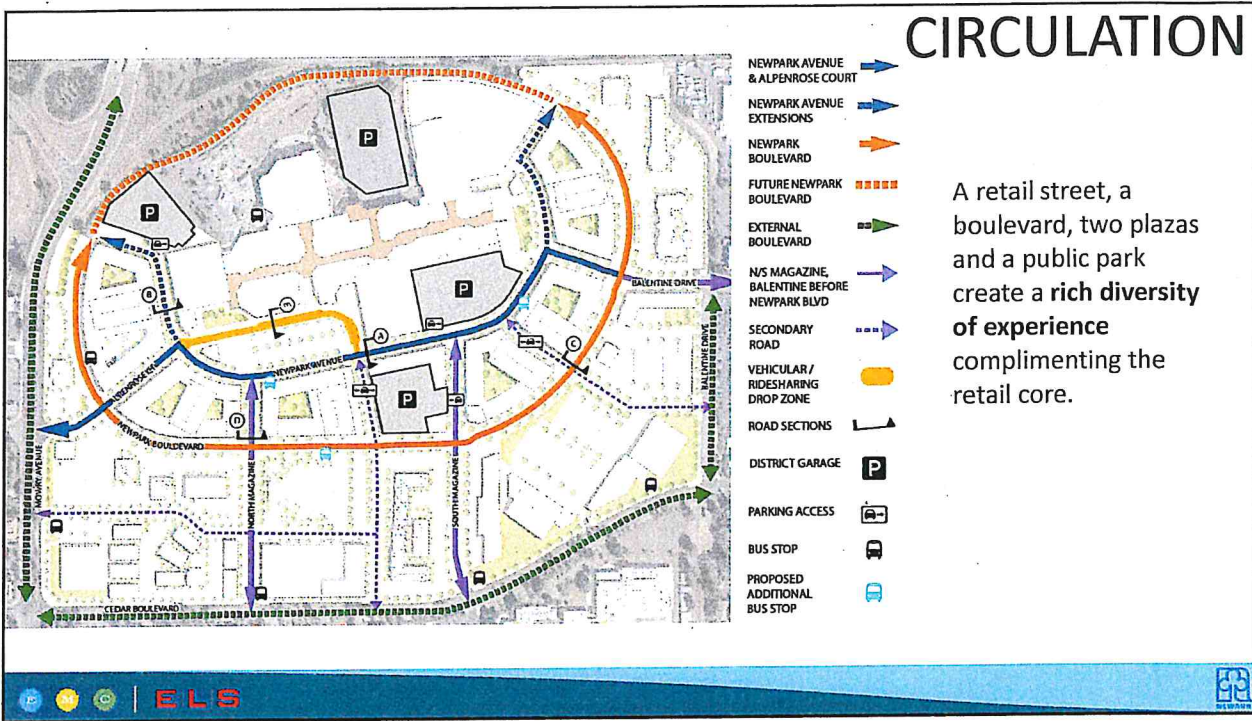


# EVENT AREA

## 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.





# 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 regarding 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	50'
Floors/Sides/Faces	Ground level to 30' above ground; Minimum: None; 30' Maximum
Setbacks	30' and above: No requirement
FAR (non-residential)	None
Use/Area	Max: 120 Units/Ac (inside prop line)
Ground floor height	Minimum 18' above 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 <sup>1</sup>	
Retail Minimum	3.5 spaces/1,000 GSF Retail
Residential Minimum	1/2 Studio, 1.5/1BR, 2/2BR or more
Hotel Minimum	0.5 per room, 1 per employee
Office Minimum	2.5 spaces/1,000 GSF
Parking Treatment	Parking garages must be either architecturally encapsulated within buildings and/or located in one of the Mall's shared facilities. (Fig. 3)
Parking/Loading Location	See street guidelines for specific treatments.

\* Height measured to top of roof. Parapets up to 4' above roof, along with mechanical enclosures are necessary. Additional architectural elements may extend above the height limit with approval from the planning department.  
<sup>1</sup> Ground floor residential units in 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.  
<sup>2</sup> Parking stall standard size in garages may be 9 feet wide and 19 feet long.  
<sup>3</sup> 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
- Includes Developer funded Shirley Sisk Grove Renovation

## Next Steps

- Tonight: Public hearings consideration of CEQA documentation and Specific Plan adoption recommendation to the City Council
- Detailed traffic and infrastructure studies and plans to be developed
- Property Owners to develop project applications
- Conduct review process for individual development projects in conformance with Specific Plan
- Oversee construction of new development projects and infrastructure
- Cut Ribbon and Celebrate

