

Old Town Newark Specific Plan

Community Open House
December 2, 2020



Agenda

1. Project Overview and Recap
2. Specific Plan Highlights
 - Streetscape Improvements
 - Zoning and General Plan Amendments
 - Development Prototypes and Feasibility Modeling
 - Mitigation and Implementation
3. Next Steps



Project Overview



Figure I-2: Project Area Context

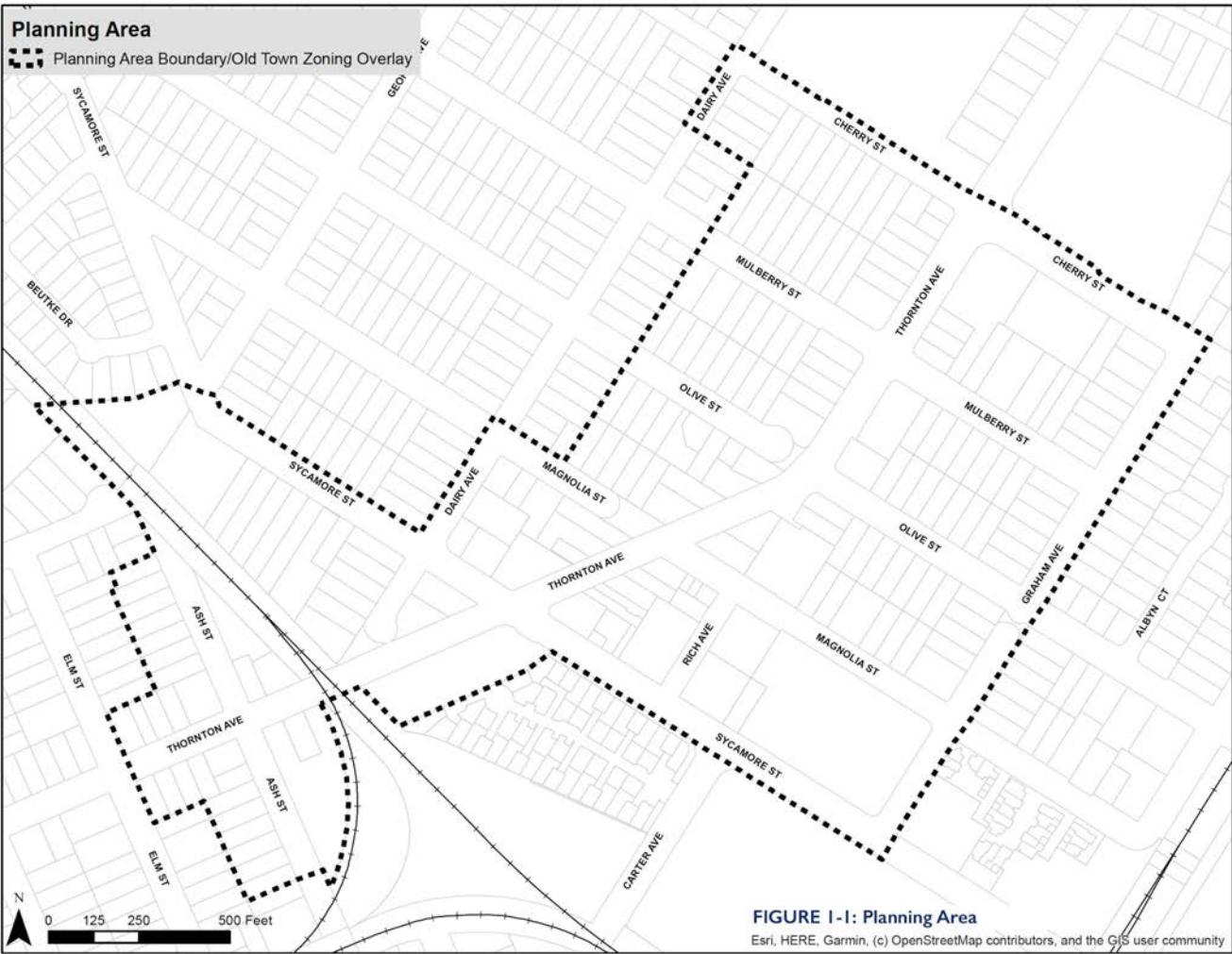


FIGURE I-1: Planning Area

Esri, HERE, Garmin, (c) OpenStreetMap contributors, and the GIS user community

Community Meeting #1 (March 2019)



Topics:

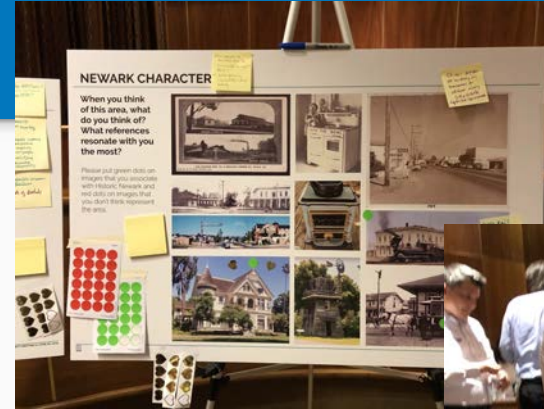
- Project overview
- Land use and access
- Thornton streetscape



Outcomes:

- Concerns about parking and traffic
- Support for streetscape improvements
- Desire to incorporate historic elements in plan

Community Meeting #2 (June 2019)



Topics:

- Market snapshot and traffic findings
- Programming for public realm
- District identity

Outcomes:

- Ideas for identity and weaving in historic elements
- Support for streetscape and ped/bike improvements
- Desire for community programming and gathering
- Support for new housing and retail development

Specific Plan Summary

- Refine **zoning regulations** to align with market conditions and create opportunities for new housing and commercial space
- Identify programs to support **investment in the community** and continued housing and commercial **affordability**
- Make **streetscape improvements** to Thornton Avenue to improve walking and biking infrastructure and to provide a catalyst for redevelopment



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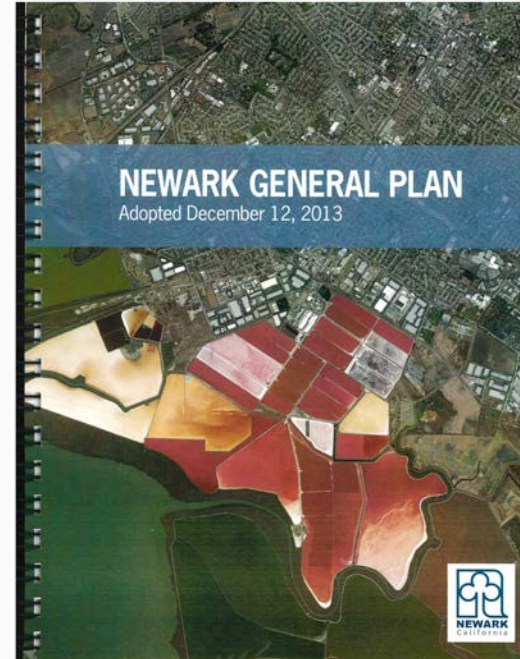
Policy Direction from City of Newark General Plan

Goals (excerpts):

- Commercial and cultural center of Newark
- A place to drive “to” rather than “through”
- Newark's traditional "Main Street"

Actions:

- Streetscape and façade improvements
- Mixed use zoning
- Infill underutilized and vacant lots
- Old Town Area Plan



Market Snapshot

Purpose: Identify development opportunities and constraints

Data/Sources:

- Brokers, developers, land owners
- Land prices; rents and sale prices
- Vacancy rates
- Construction costs and development fees
- Zoning standards and environmental concerns
- Data analyzed at neighborhood level, where possible



→ Develop policies and standards to meet community priorities and economic realities

Findings - Commercial Environment

Old Town's diversity, housing prices, adjacent neighborhoods, and retail offerings are an asset

- Alameda County retail rents are @ \$2.44/sf
- Rents in Historic Newark are not as high
- Office rents @ \$2.37/sf are lower than surrounding tech-influenced neighborhoods
- COVID-19 implications in short- and long-term



Findings - Food Related



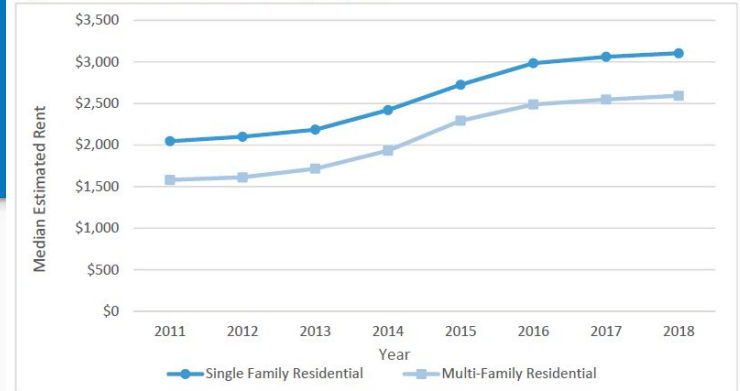
Findings - Other Retail



Findings - Residential Rents

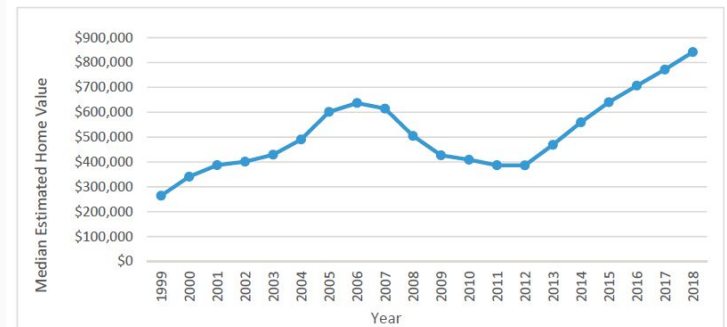
- Reasonable residential rents in existing housing stocks
- Development costs may be too high to spur certain kinds of residential investment at this time
- Rents in new housing product will be higher
- Developers and investors will need to be supported to facilitate projects
- Primary factors = Land price increases, construction costs and labor shortages, entitlement difficulty

Figure 1: Estimated Residential Rents, Citywide



Source: Zillow Market Data, 2011-2018 (Q1, Q2); Average of Median Estimated Rents.

Figure 2: Estimated Home Values, Citywide



Source: Zillow Market Data, 1999-2018 (Q1, Q2); Average of Median Estimated Home Values.

Findings from Market Snapshot - Residential

New construction 5+ story projects
require a concrete and steel first floor.

= costs @ \$375/sf (>\$4.50/sf rents)

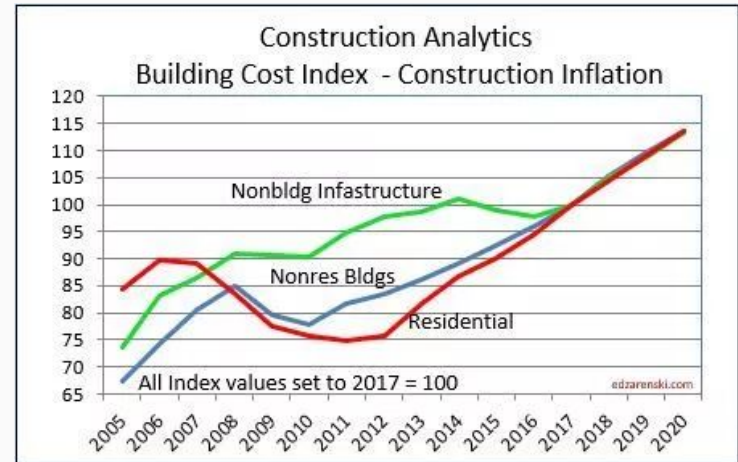
New construction <5 story projects are
built using wood framing throughout.

= @ \$280/sf (<\$4/sf rents)

Newark average multifamily residential
rents (current) = @ \$3.50/sf

UC Berkeley Turner Center for Housing Innovation reports
that construction costs in the SF Bay Area rose 25% over the
course of a decade, through 2018

<https://turnercenter.berkeley.edu/hard-construction-costs-apartments-california>



What can the Old Town Newark Neighborhood be?



- A stronger neighborhood-serving retail destination
- Generally refreshed with new public realm improvements and private development
- A place for the neighborhood to gather
- A place that retains its socio-economic and cultural diversity
- A food destination

Goals for the Specific Plan

Vision:

To revitalize Old Town Newark as a vibrant mixed-use neighborhood, with a strong sense of place, thriving retail and commercial businesses, a range of housing choices for existing and future residents, a streetscape that prioritizes bicycles and pedestrians, and public space that allow community members to gather with their neighbors.

Goals for Old Town Specific Plan

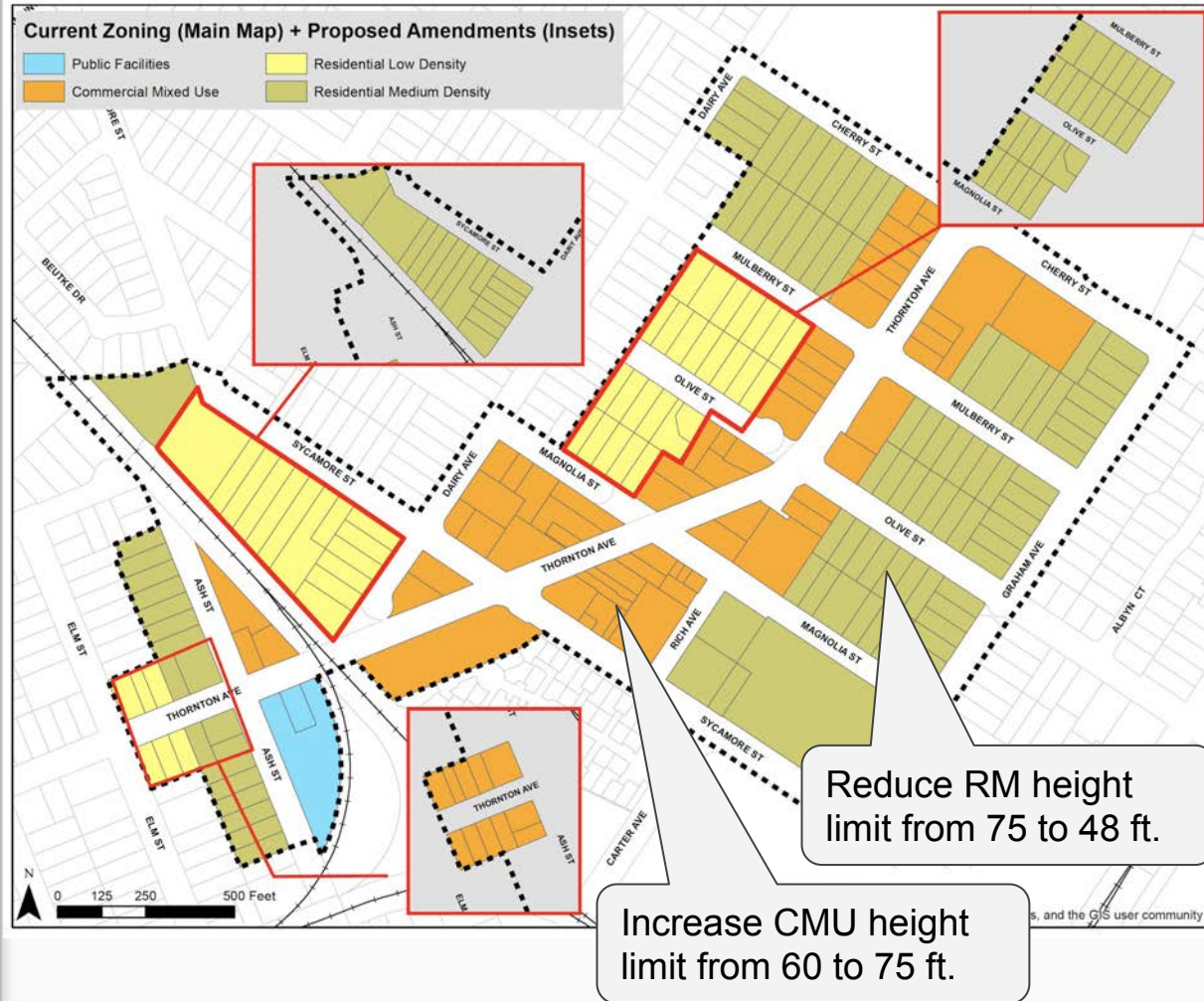
- Goal 1: Develop a sense of place to make OldTown Newark a destination
- Goal 2: Enhance Thornton Avenue – Create a walkable, pedestrian environment with streetscape enhancements
- Goal 3: Keep local community members in the neighborhood
- Goal 4: Align development standards with neighborhood and market expectations to enable new housing and retail
- Goal 5: Strengthen retail in the commercial core to attract more customers

Land Use Strategy and Zoning Map Changes

Bring the General Plan and Zoning Ordinance into conformance

Create transitions between taller heights on Thornton Avenue and lower densities away from the main corridor

Focus retail commercial area between Sycamore and Olive Streets



Potential New Development

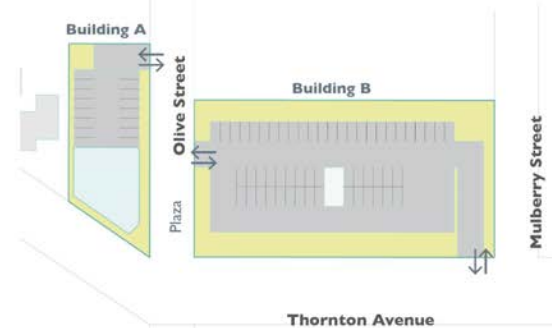
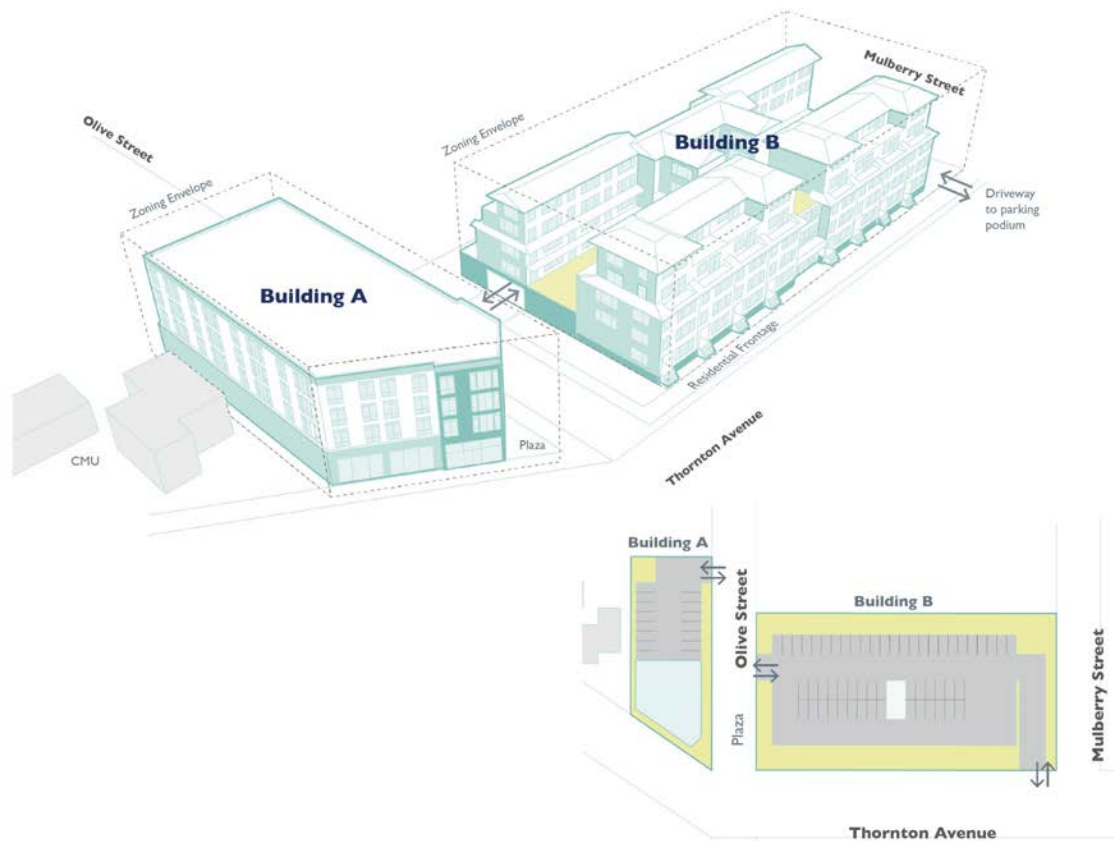
Compared to the General Plan's estimates for Old Town:
 - less commercial floor area
 - same # of housing units

TABLE 2-1: Specific Plan Potential Buildout

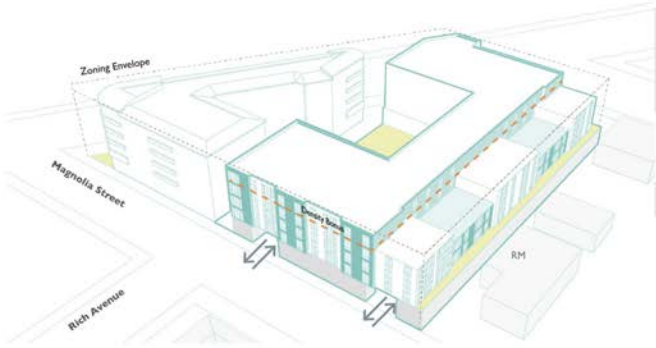
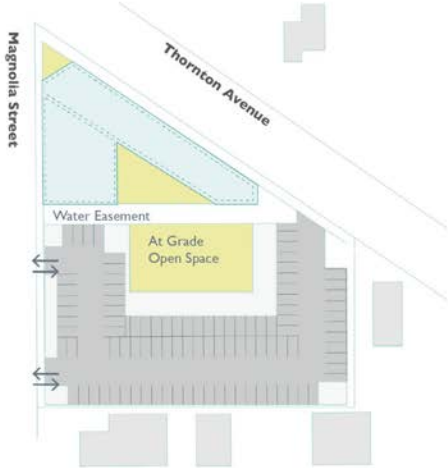
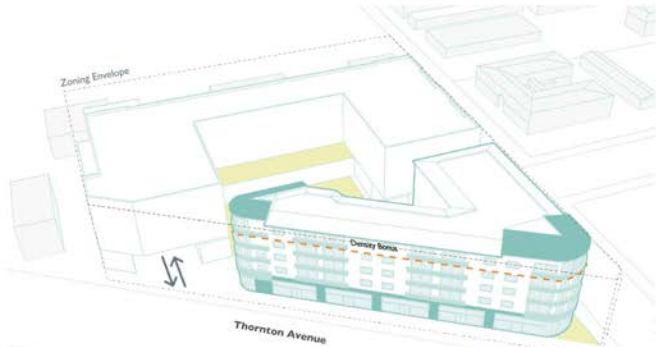
	Existing to Remain	Net New	Total
Residential Units			
Single-Family Dwellings	86	0	86
2-4 Unit Buildings	122	0	122
5+ Multi-family Buildings	237	400	637
Total	445	400	845
Non-Residential Building Area (Sq. Ft.)			
Commercial (Retail, Office, Restaurant, Auto)	129,022	29,000	158,022
Industrial	5,824	0	5,824
Institutional	4,800	0	4,800
Total	139,646	29,000	168,646



Development Prototypes and Feasibility Modeling



Development Prototypes and Feasibility Modeling



Old Town Newark Specific Plan



Proposed Zoning Changes (Old Town Overlay)

- Expand permitted uses to allow food and custom manufacturing
- Modify height limits (higher and lower)
- Reduce building heights adjacent to lower density uses
- Increase residential densities (du/ac)
- Reduce parking requirements (all Specific Plans citywide)
- Reduce RM open space requirements
- Reduce retail size requirements
- Add design standards and guidelines (e.g., signs, back of house, retail storefronts, residential lobbies)

Affordable Housing Strategies

- Site acquisition
- Landlord assistance
- Affordable Housing Fund
- Affordable Housing Program (on- or off-site)
- State Density Bonus Law (on-site)
- Alternative housing models (i.e., co-living, seniors, students)

Inclusionary Housing



100 units

- 15 Permanently Affordable Units
- No Resident Services

Affordable Housing Mitigation Fee + Housing Trust Fund



100 units

- 30 Permanently Affordable Units
- Resident Services Enriched
- + Housing Trust Fund Balance

Key Economic Development Policies

- Support for food businesses
- Small/micro-business support
- Pilot facade improvement program
- Merchant leadership/association
- Partnerships with other organizations (e.g., Chamber)
- Business support during streetscape construction and district redevelopment (e.g., maintaining accessibility)

Evolution of Food Businesses

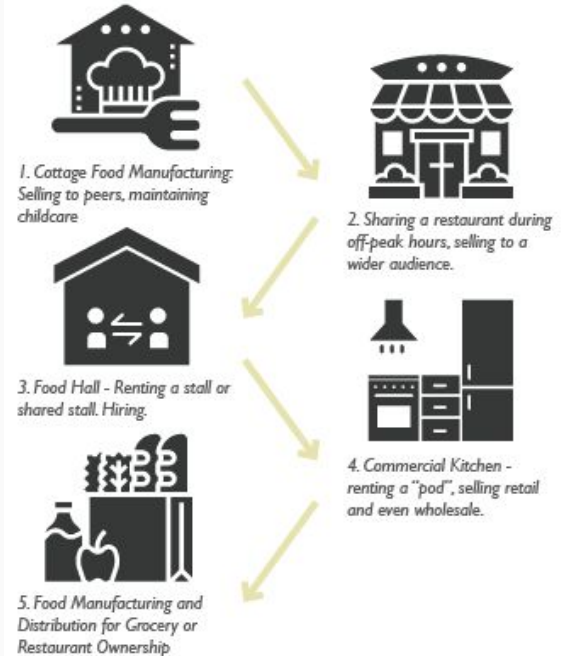




FIGURE 3-1: Concept Plan for Improvements on Thornton between Ash and Olive Streets



Encourage programming and events to activate public spaces.



A district marker, like this archway for the Laurel District in Oakland, CA can strengthen the neighborhood's identity.



There are opportunities for public art in Old Town Newark that could celebrate the City's historic setting, like this mural from Pleasanton. A mural for Old Town Newark could feature the salt flats or historic past.

FIGURE 3-2: View West along Thornton at Magnolia (Existing)

1. Long Pedestrian Crossing
2. No Dedicated Bike Lane
3. Excess Travel Lane and Roadway Space



FIGURE 3-3: View West along Thornton at Magnolia (Proposed)

1. Gateway Sign
2. Improved Street Lighting
3. Stormwater Planters
4. Bulbouts
5. High-Visibility Crosswalk
6. Bike Lanes
7. Narrowed Travel Lanes





FIGURE 3-6: Thornton Avenue Sidewalk (Existing)

1. Narrow Sidewalk (6-8' +/-)
2. Minimal Street Tree Plantings and Shade



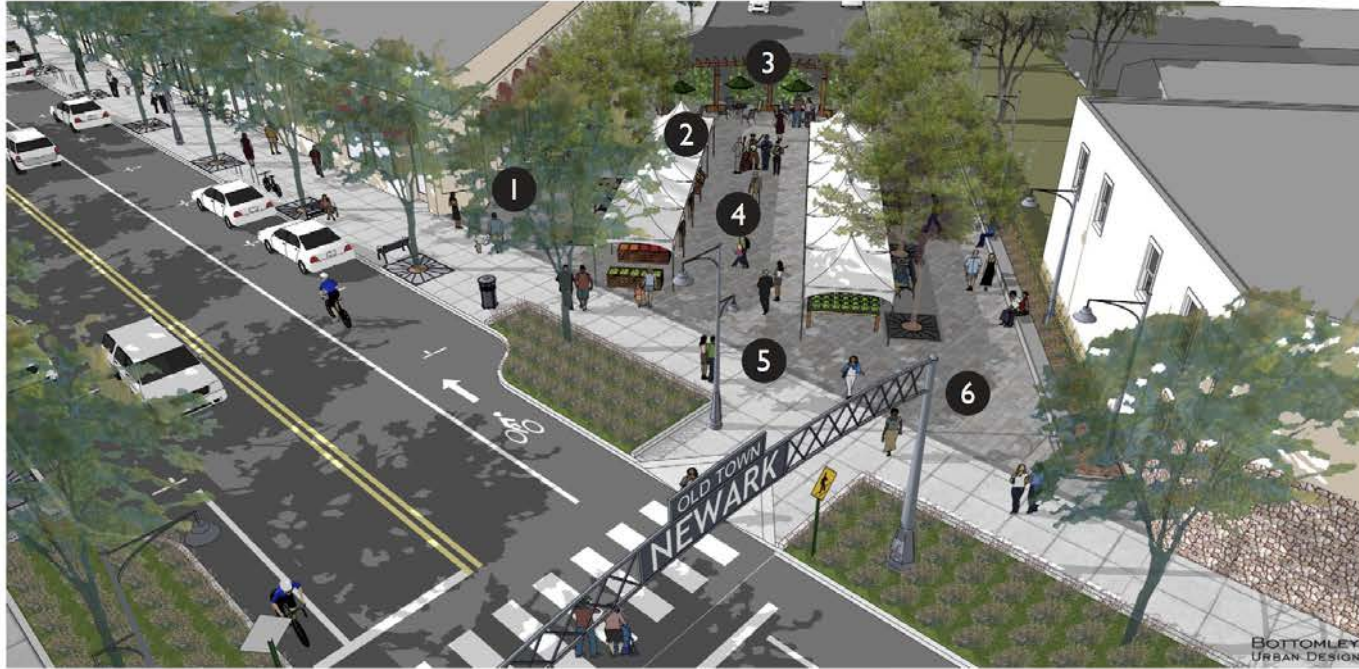
FIGURE 3-7: Thornton Avenue Sidewalk (Proposed)

1. Outdoor Dining
2. Large Canopy Street Trees
3. Pedestrian Through Zone
4. Furnishing Zone (Street Lighting, Benches, Bike Racks, Trash Receptacles)



FIGURE 3-8: Thornton Avenue Sidewalk (Proposed)

1. Outdoor Dining
2. Large Canopy Street Trees
3. Pedestrian Through Zone
4. Furnishing Zone (Street Lighting, Benches, Bike Racks, Trash Receptacles)
5. Outdoor Dining in Parklet



Magnolia Plaza

1. Outdoor Dining
2. Flexible and Fixed Seating Areas
3. Screening From Wind and Magnolia Cul-De-Sac
4. Open Space for Small Events (Markets, Live Music)
5. Plaza Open to Sidewalk
6. Driveway Removed



Carter Station

1. Improved Bus Stop with Bus Bulb-Out and Shelter
2. Plantings Buffer Plaza from Roadway
3. Flexible and Fixed Seating Areas
4. Expanded Sidewalk Area

Streetscape Improvements

- Remove one eastbound lane on Thornton Avenue and modify turn pockets
- Narrow travel lanes on Thornton Avenue
- Add new landscaping including new street trees
- Integrate stormwater planters and stormwater infrastructure in the sidewalks to manage runoff
- Improve street lighting
- Add new street benches

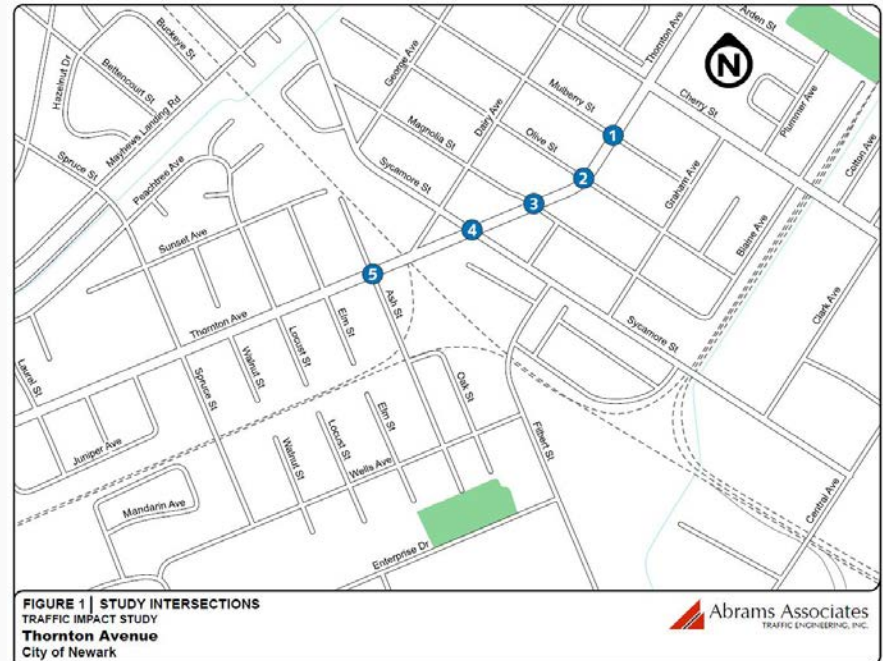
Streetscape Improvements (continued)

From Bike & Pedestrian Master Plan:

- Widen sidewalks to allow for outdoor seating and gathering
- Add Class II bike lanes in each direction
- Install unsignalized crossing enhancement with flashing beacons at Magnolia Street intersection
- Add corner bulb-outs and a high visibility crosswalk at both Magnolia Street and Sycamore Street intersections
- Improve Bus Bulb-Out at Carter Station Plaza
- Improve Bus Shelter at Carter Station Plaza

Traffic Analysis

- Intersections operate with acceptable conditions
- Removal of through-lanes won't affect level of service, though there may be some additional delay
- Removal of left-turn pockets at Magnolia Street and Olive Street would not affect level of service
- Left-turn lanes at Ash and Sycamore streets should be maintained



Environmental Mitigations and Project Streamlining

- Hazardous Materials: Standard conditions of approval for gas station and other affected sites to provide a Soil and Groundwater Management Plan prior to redevelopment
- Railroad Noise & Air Quality: Residential projects within 200 feet of UPRR tracks to provide noise and air quality analysis, landscaping and fencing.
- Railroad Yard Appearance & Use: Coordination with UPRR on appearance, clean-up and potential overflow parking

Infrastructure Plan

- Upgrade 6" sewer and water lines through fair share contributions (or USD and AWCD)
- Potential water line relocations where conflicts within streetscape project or redevelopment
- Upgrade sewer deficiencies (USD)
- Hydraulic analysis may be required for future projects to assess fire flows
- Stormwater compliance per C.3 regulations



Other Implementation

Entitlement process

CEQA Streamlining

Potential short-term break on impact fees to encourage catalyst projects

Financing Strategies

TABLE 5-1: Implementation Program and Timeline

<i>Implementation Tasks</i>	<i>Short Term (12 Months from Plan Adoption)</i>	<i>Medium Term (1-5 Years from Plan Adoption)</i>	<i>Long Term (5+ Years from Plan Adoption)</i>
THORNTON AVENUE STREETScape IMPROVEMENTS			
Prepare 35% drawings and cost estimates	✓		
Coordinate with utility districts on relocations and upgrades	✓		
Identify and apply for grants	✓	✓	
Business outreach regarding construction	✓	✓	
Secure Funding		✓	
Bid and Construction		✓	
RAIL PROPERTY IMPROVEMENTS			
Coordinate with UPRR on land holdings, property maintenance, and alternate uses	✓	✓	✓
SEWER, WATER, AND STORMWATER INFRASTRUCTURE			
Coordinate with Utility Districts		✓	
Identify any Capital Improvement Programs		✓	
Identify fair share reimbursement programs		✓	
FACADE AND TENANT IMPROVEMENT PROGRAM			
Pilot Program (e.g., \$50,000 fund)	✓		
Launch program, if pilot successful		✓	

Next Steps and Your Feedback

Old Town Newark Specific Plan Schedule for Completion



City Staff Office Hours

Zoom Office Hours December 7th, 8th, and 9th: 4-6pm

Pre-register at the project website: tinyurl.com/old-town-newark-specific-plan

Questions?



tinyurl.com/old-town-newark-specific-plan