



NewPark Place Specific Plan Actions

Planning Commission June 22, 2021



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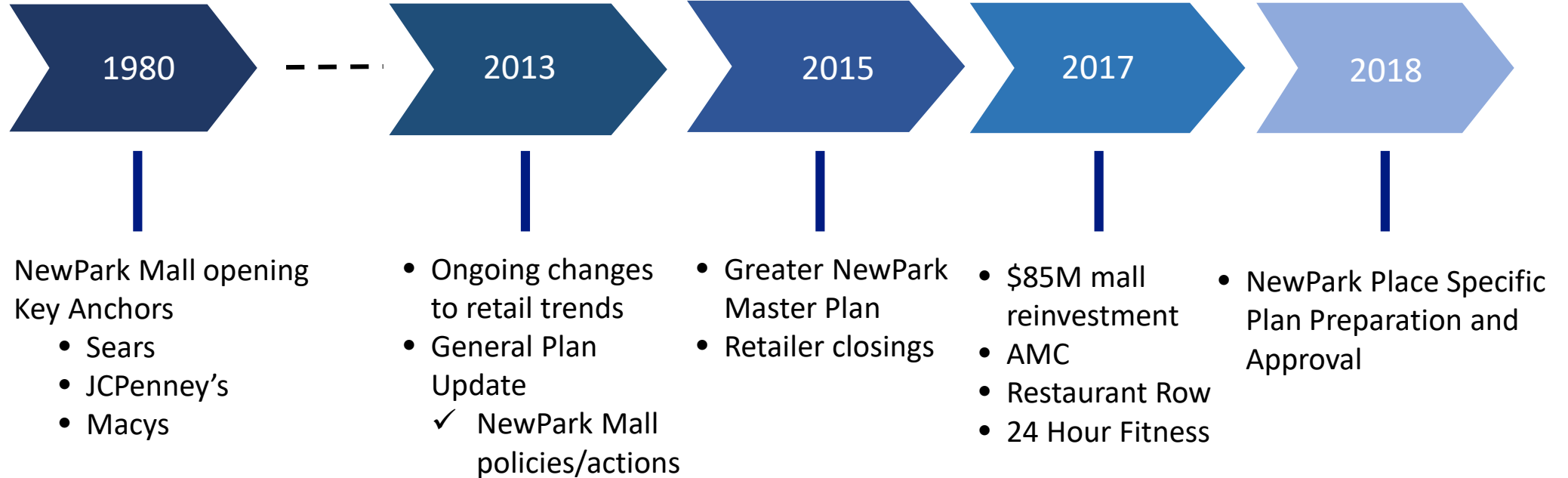
NewPark Place Specific Plan

Agenda

- NewPark Place and Vicinity Timeline
- Visioning and Planning
- Key Developments Since Specific Plan Approval
- Specific Plan Implementation
- Amendments- Overview
- Catalyst Projects- Overview
- CEQA
- Staff Recommendation

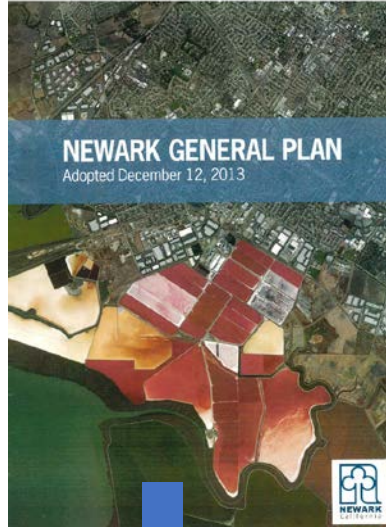
NewPark Place Specific Plan

NewPark Mall & Vicinity- Timeline



NewPark Place Specific Plan

Visioning & Planning



NewPark Place Specific Plan

Specific Plan Vision and Objectives



- Specific Plan Vision and Objectives
 - Transform the Greater NewPark Mall into a premier, vibrant, urban space
 - Modern residential areas
 - Generous retail
 - Dining opportunities
 - Community venues
 - World-class movie theater
 - Inviting pedestrian oriented streets and public spaces
 - Enhanced sidewalks, bicycle lanes and transit facilities
 - Re-power the regional retail uses to create a vital economic engine for the City
 - Create a regional destination
 - Create opportunities for local workforce

Key Developments Since Adoption

- Anchor closures
 - Burlington Coat Factory
- City and Brookfield initiated project discussion for mall area
- COVID related closures and restrictions
- Costco as a new anchor retailer



First Implementation Steps

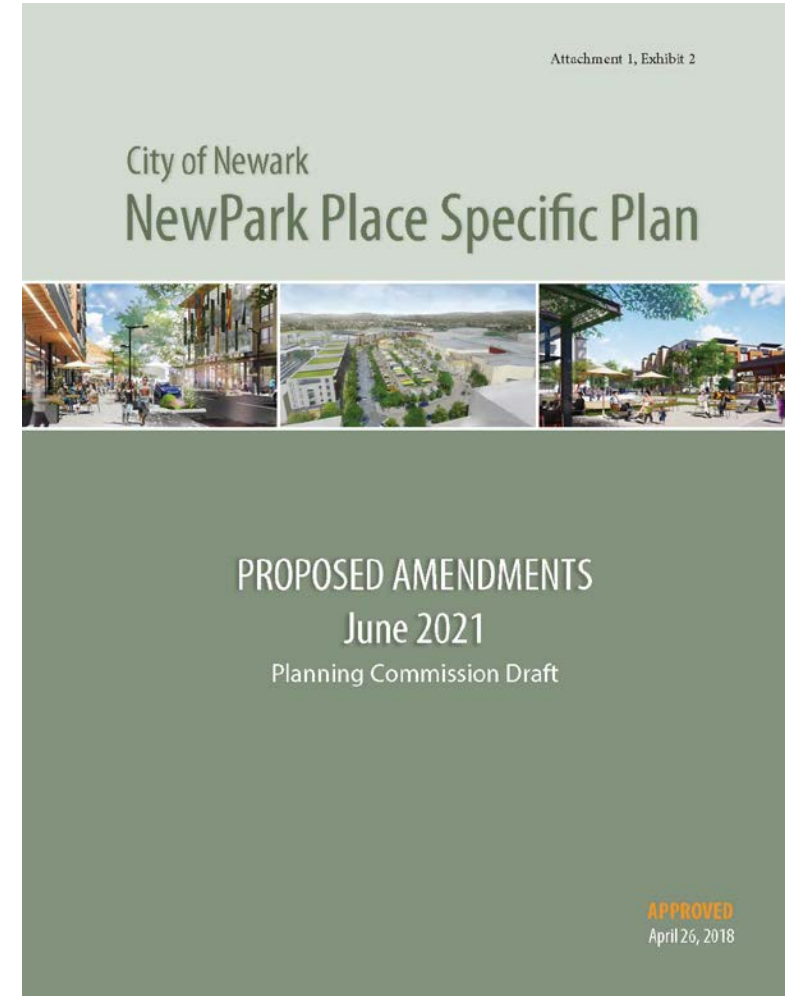
NEWARK
TOMORROW

A Vision Realized

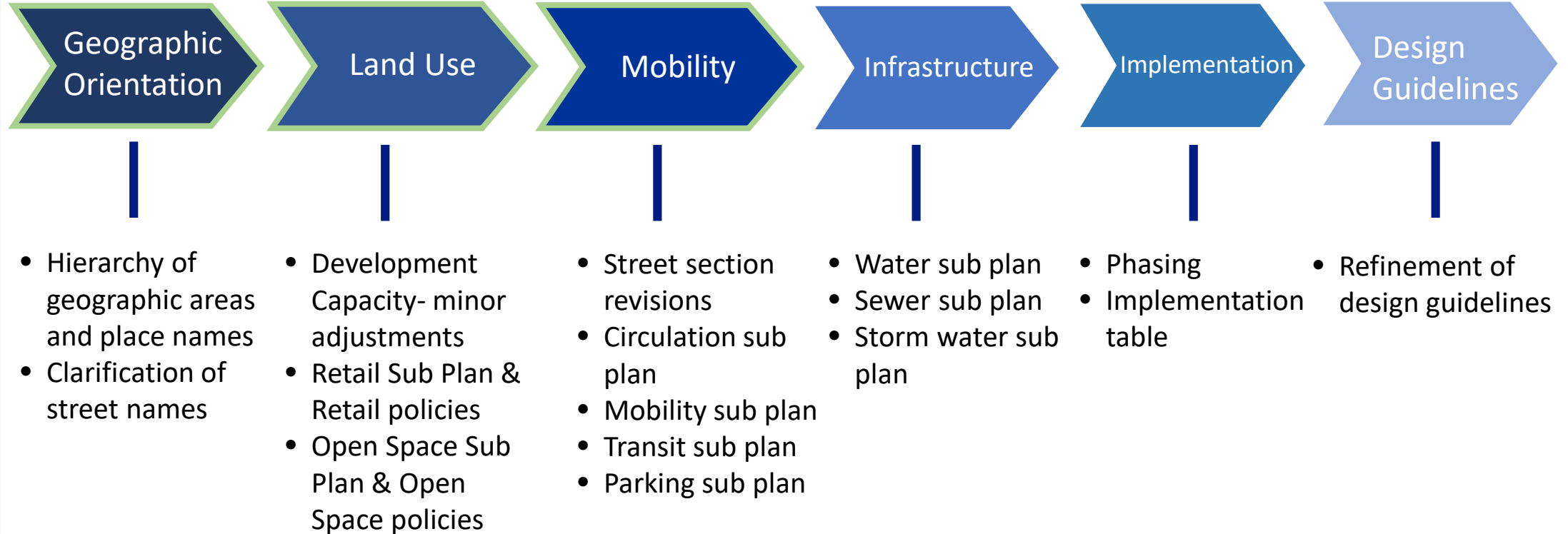


First Implementation Steps

- **General Plan Amendment**
 - ✓ Land within Specific Plan boundary is governed by Specific Plan land use map
- **Zoning Amendment**
 - ✓ Planned Development Overlay District
 - ✓ Adopt Specific Plan as PD Plan
 - ✓ Designate PD Overlay on Zoning Map amendment



Specific Plan Amendments



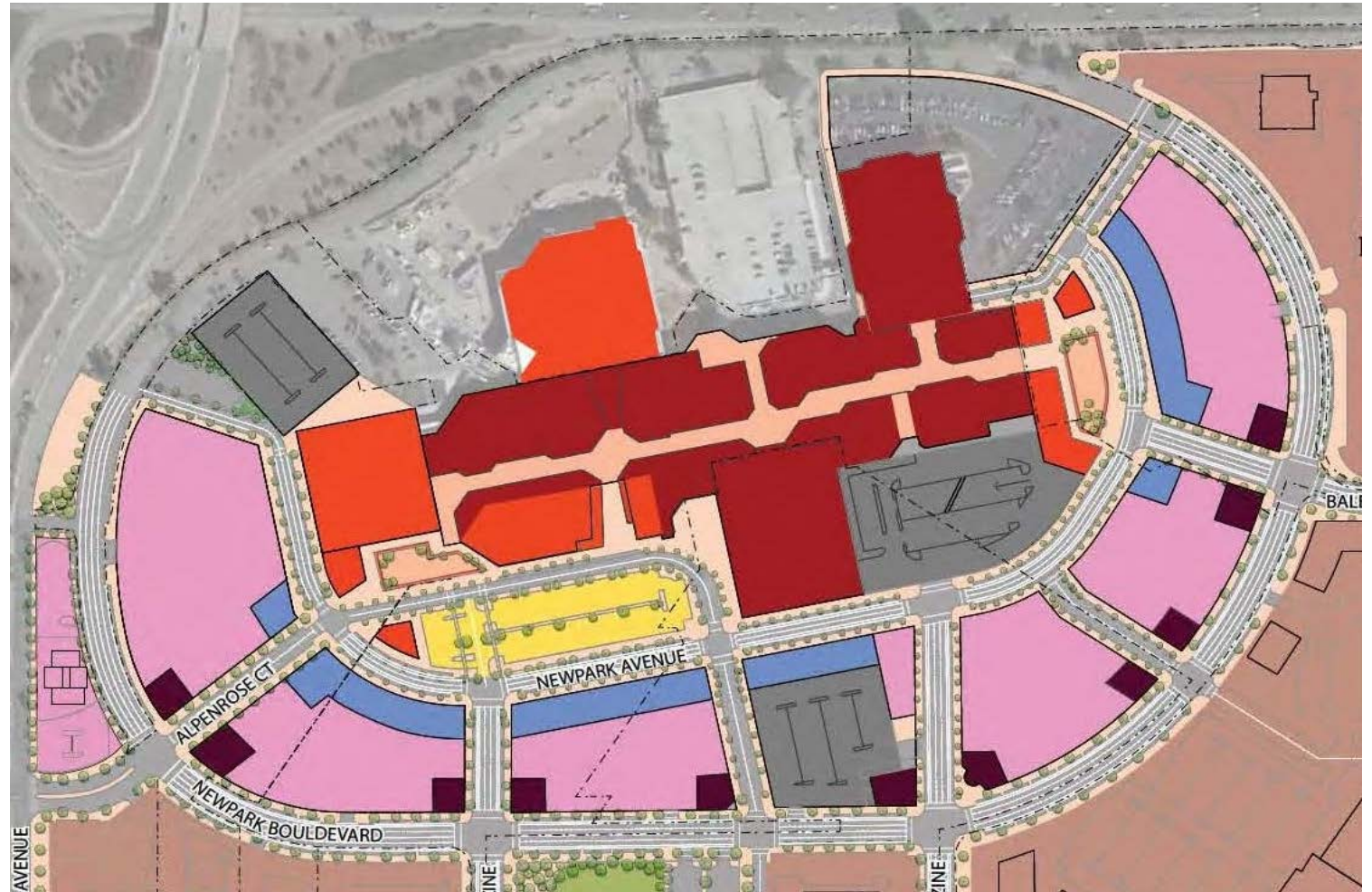
Geographical Orientation



Land Use

Master Site Plan Revisions

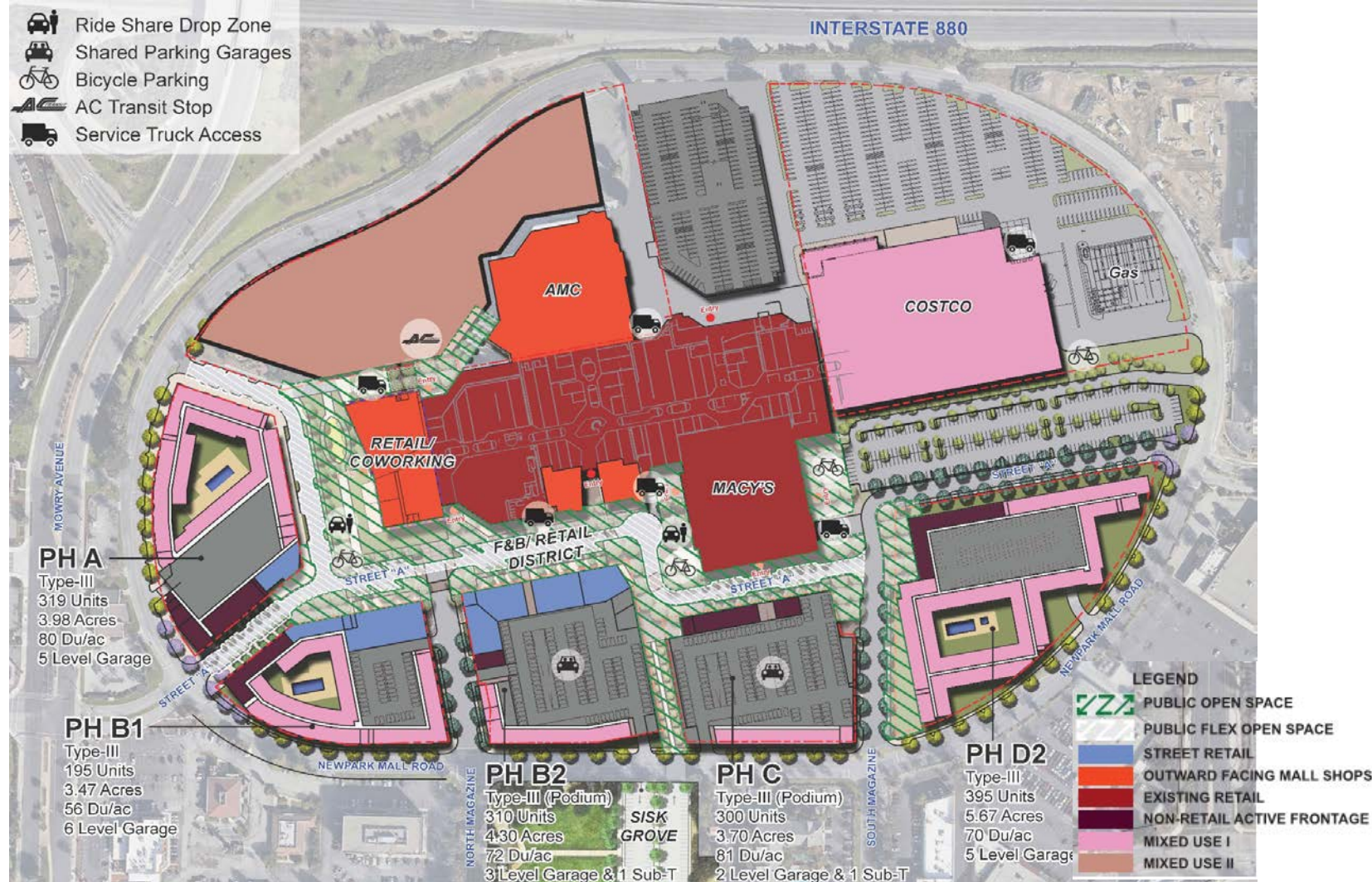
Specific Plan-
Land Use Plan (2018)



Land Use

Master Site Plan Revisions

- Enable Costco
- Enable Re-Anchor Sears Box
- Refine Residential Blocks
- Refine Open Space & Pedestrian Circulation



Land Use Development Capacity Revisions

- No significant changes to Retail, Office, Hotel and Residential Development Capacity
- Minor adjustments to Existing Development and a transfer between Retail/Restaurant to accommodate Retail Anchor area in Mixed Use Area 1

Land Use	Existing Development	Additional Allowed General Plan Capacity	Total Allowed Capacity	Total Specific Plan Capacity	Total vs. Allowed Capacity
Retail	1,445,962 GSF	200,000 GSF	1,645,762 GSF	1,474,526 GSF	-171,263 GSF
• Retail/Restaurant	707,520 GSF	---	---	931,381 GSF	---
• Retail Anchor	543,242 GSF	---	---	417,000 GSF	---
• Big Box Retail	195,000 GSF	---	---	126,145 GSF	---
Office	27,146 GSF	500,000 GSF	527,146 GSF	527,146 GSF	same
Hotel	564 rooms	476 rooms	1,040 rooms	1,040 rooms ²	same
Residential	0 ¹	1,519 units ¹	1,519	1,519 units	same

Land Use

Retail Plans and Policies

- Costco as a major replacement anchor
- Downsizing of the existing in-line retail to accommodate Costco; improve the quality of the remaining retail
- Organization of the remaining in-line retail area into five general “zones” of retail
- Creation of a new outdoor Retail/Food and Beverage retail district; ground floor use restrictions
- Redevelopment of Sears to create a new retail plaza event space
- Coordinated leasing, event programming, maintenance





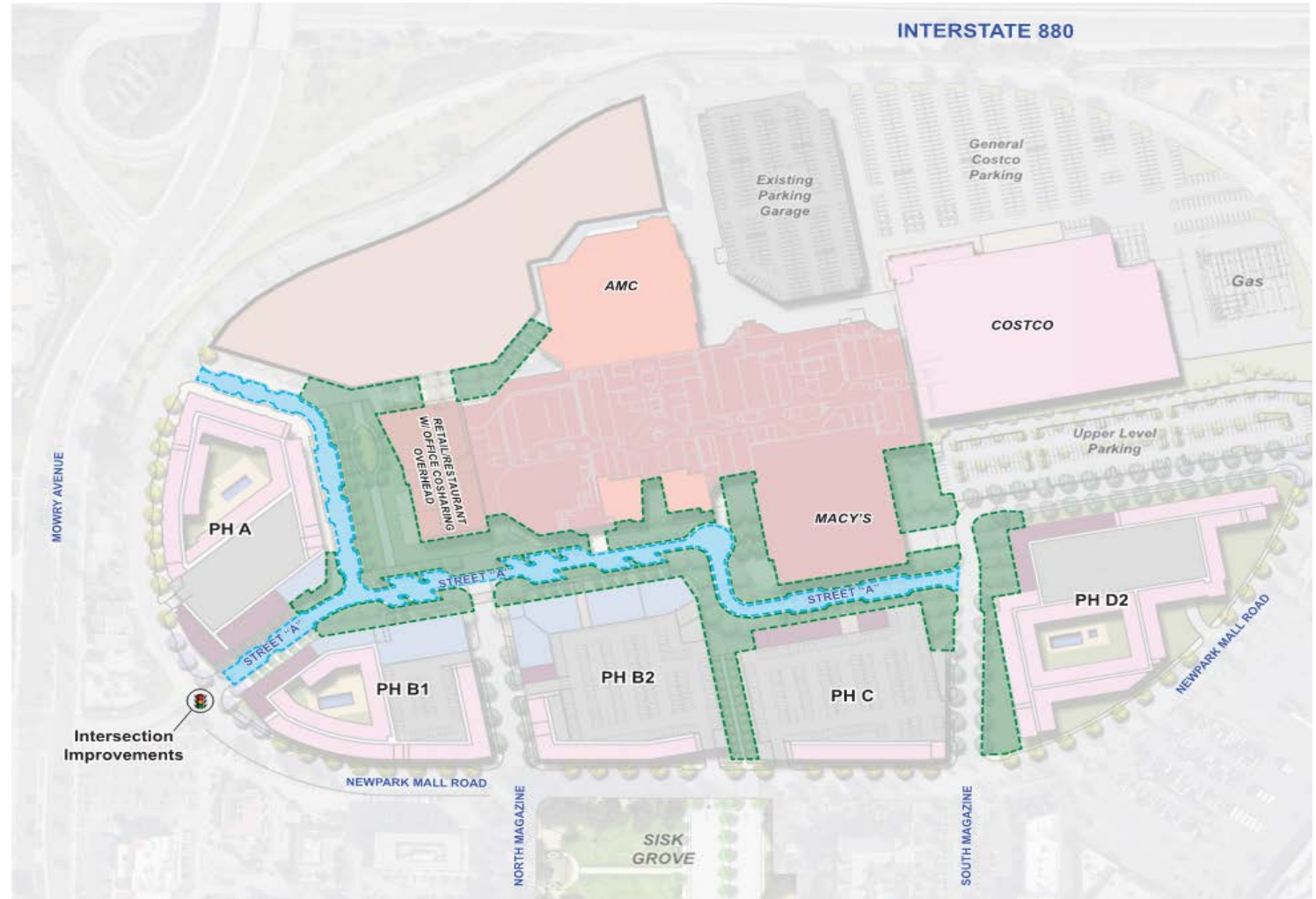
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Retail Area Changes

NewPark Mall	
Current Mall Square Footage	1,036,114
Vacant Anchor Boxes	
Sears	(144,000)
JC Penney	(119,962)
Burlington	(87,410)
Inline Mall Demo	(83,872)
	<hr/>
	600,870

Retail Redevelopment	
Costco	161,800
Sears	62,753
Ground Floor retail in resi buildings	23,000
	<hr/>
	247,553
Revised Mall Square Footage	<hr/>
	848,423
Net Square Footage Reduction	(187,691)

- Phase A Event Plaza
- Food & Beverage Retail Street
- Gathering areas and parklets
- Pedestrian Paseo
- Pedestrian oriented and urban design
- Public Flex Open Space – temporary street closure for farmers markets, festivals, craft fairs, etc.



Land Use

Open Space



REVISED PROGRAM MOSAIC CONCEPT

Conceptual Site Plan Enlargement

RIOS | NewPark Streetscape &



Land Use

Open Space



REVISED PROGRAM MOSAIC CONCEPT

Paseo Enlargement Plans



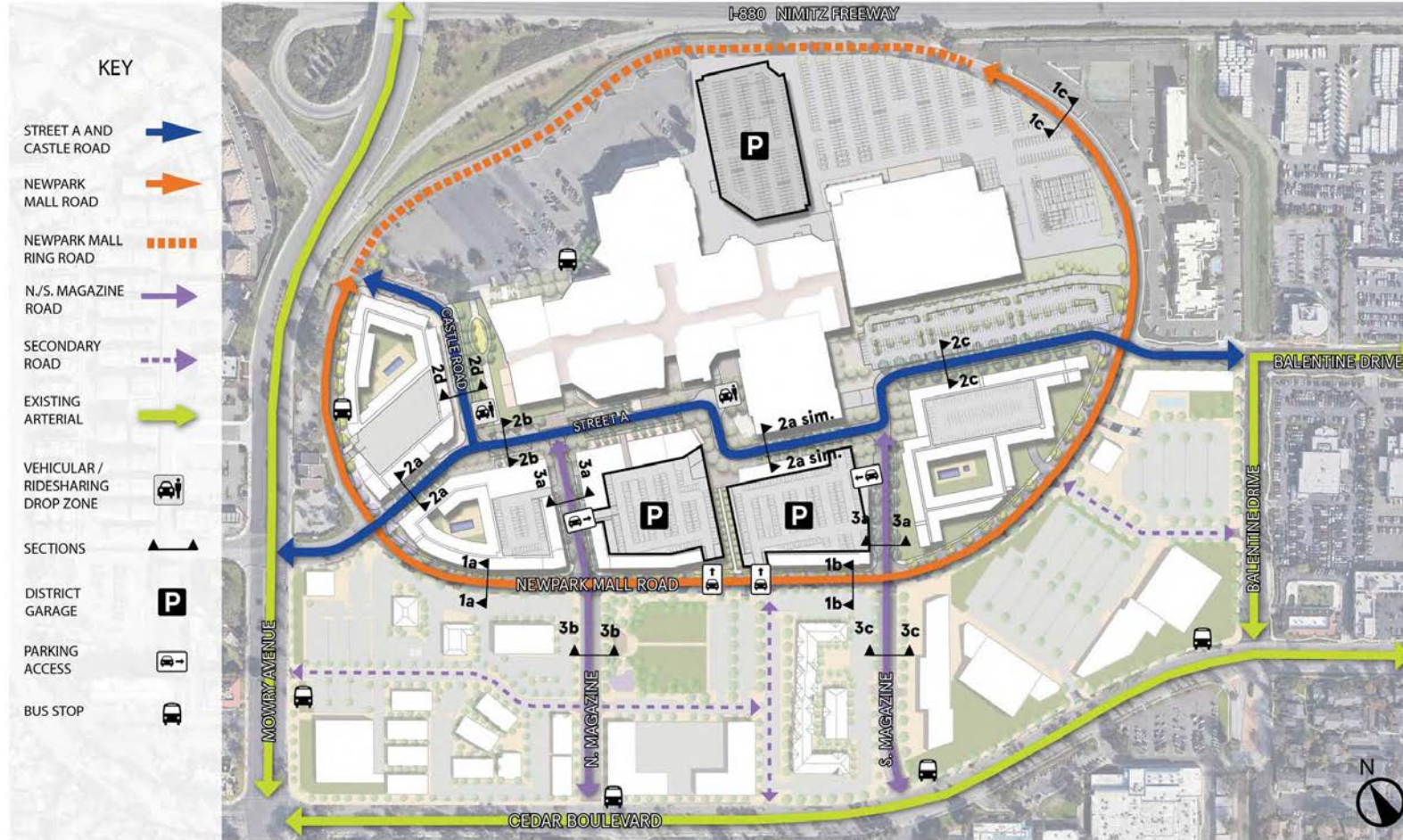
Land Use

Shirley Sisk Grove

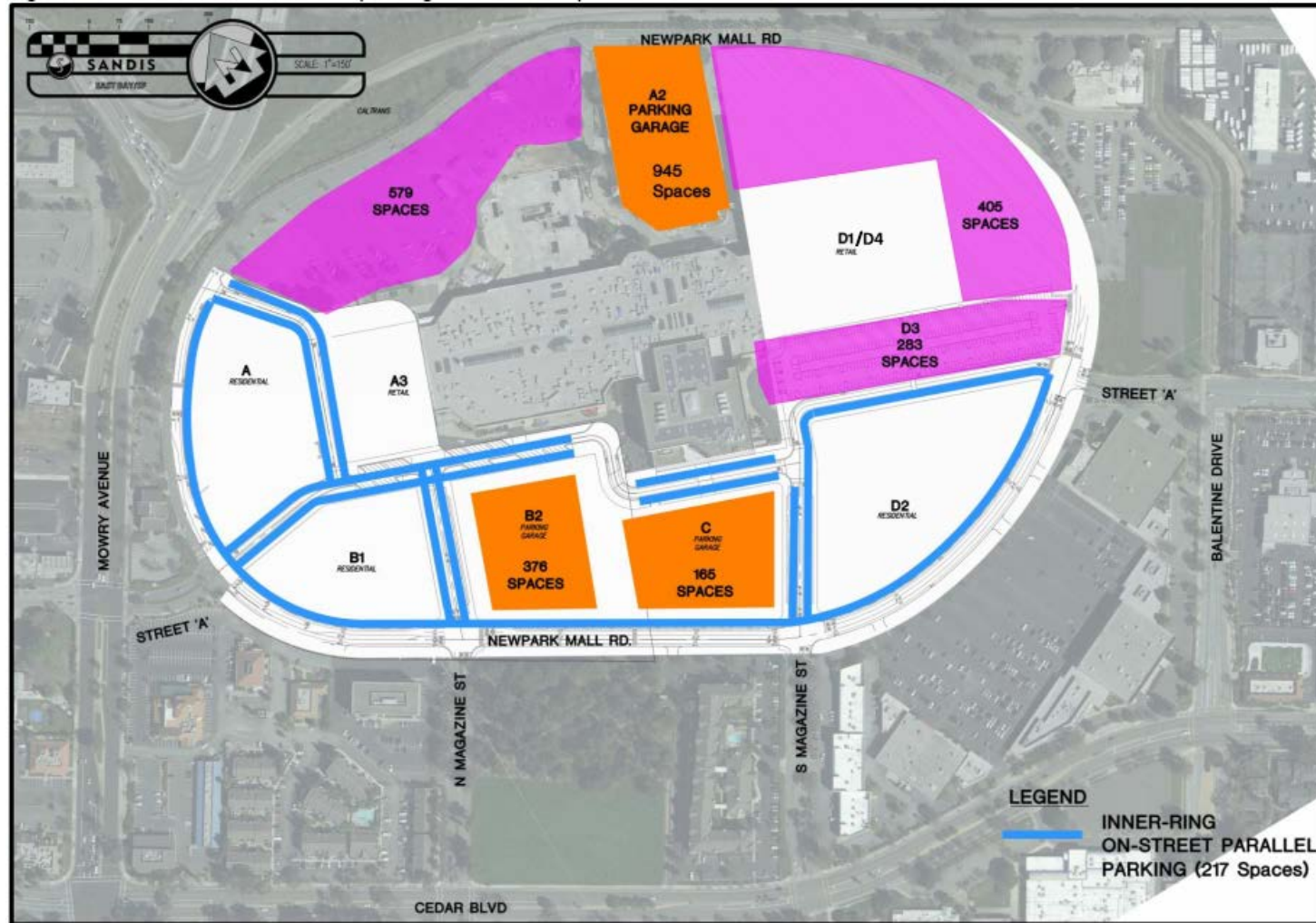


Citywide Parks Master Plan, 2017

- Improvements to Shirley Sisk Grove Park remain at second phase of residential development
- Requirement to prepare a conceptual park improvement plan for the first residential phase is eliminated as the Citywide Parks Master Plan already includes a concept plan and list of required improvements.



- Street sections are revised to reflect the width of the existing privately -owned areas used for roadways
- Bicycle transportation is enhanced with new bike lanes and parking locations
- Transit improvements to the existing bus facility as well as a process for additional future facilities and routes as part of the transit sub plan.



- Parked to Specific Plan standards for all uses
- Parking ratio of 3.5 stalls to 1,000 square feet of retail
- Residential projects will self park within the building at City Code standards
- Replacement public parking in the B2 and C blocks will be on the ground floor and first floor of podium building

Overview of Catalyst Projects

Phase A Residential- Design Review

- First phase of development at NewPark Mall
- 319 units (43 studios, 179 1-BR, 92 2-BR, 5 3-BR)
- 12,900 sqft of residential amenities
- 3,700 sqft ground floor retail
- 506 parking stalls





Overview of Catalyst Projects

Phase A Residential Affordable Housing

Unit Type	Affordable Levels			Total
	Very Low (<=50% AMI)	Low (51-80% AMI)	Moderate (81-120% AMI)	
Studio	1	2	4	4
1 BR	2	5	8	15
2 BR	1	2	4	7
Total	4	9	16	29
Percent of Total Building	1.25%	2.8%	5%	9%

Overview of Catalyst Projects

Costco



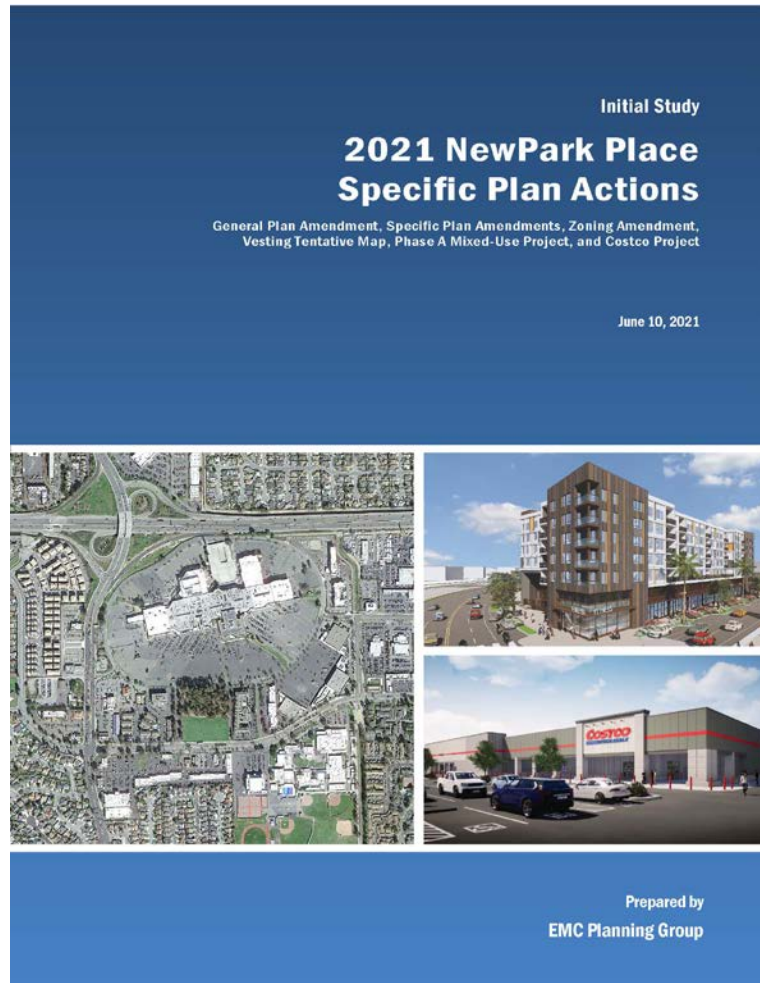
PLANT LEGEND

-  ARBOVITIS UNITS (STANDARD TREE)
-  DELTOIDS AUSTRIALIS (BUSH/PAVING ACCENT)
-  METALLIC CONIFERS WITH DAVY (WITH SAFETY FENCELINE)
-  QUERCUS ILEX (SOPHORA LINE)
-  JALIN PRUNISTRY (PROFFER FILM)
-  DELTOIDS AUSTRIALIS (WITH SAFETY FENCELINE)
-  EXISTING TREE TO REMAIN

LANDSCAPE MATERIALS LEGEND

-  PLANTING AREA WITH SEWER AND BRIGATTEN
-  INTERTREATMENT AREA, SEE CIVIL DRAWINGS





- Proposed actions are subject to environmental review under the California Environmental Quality Act (CEQA)
- Prior CEQA review:
 - 2013 General Plan EIR- included development capacity of Greater NewPark Focus Area
 - 2018 Specific Plan- Initial Study was prepared; IS concluded that specific plan is within general plan EIR parameters- no further analysis required
- 2021 Amendments remain within general plan EIR parameters
- Project actions would not change assumptions from general plan and 2018 Initial Study
- Project actions would not result in new or more severe environmental impacts
- Projects are subject to condition of approval that address general plan policies/actions and general plan ER mitigations

Staff Recommends that the Planning Commission Recommend Approval to City Council of:

- General Plan Amendment
- Specific Plan Amendment
- Zoning Map and Text Amendment (PD Overlay District)
- Design Review for Phase A and Costco Projects
- Alternative compliance to payment of Housing Fee
- Vesting Tentative Map

- Steven Turner, Community Development Director
- Art Interiano, Deputy Community Development Director
- Diana Cangco- Senior Civil Engineer
- Anne Stedler- Economic Development Manager
- Patrick O'Keefe- Special Advisor, Management Partners
- Ron Sisseem, EMC Planning Group
- Alex Mog, Meyers Nave- consulting attorney



NewPark Place Specific Plan Actions

Planning Commission, June 22, 2021



Maximum Affordable Rents- 2021

Example: 1-Bedroom for Very-Low Income Household

Maximum Rent: **\$1,061/month**

Market Rate Rent, estimate: **\$3,000/month**



Maximum Affordable Rents- 2021

HOUSEHOLD SIZE	1 PERSON	2 PERSON	3 PERSON	4 PERSON
Alameda County Area Median Income (AMI) 2021	\$87,900	\$100,500	\$113,050	\$125,600
Moderate Income Households (81-120% of Median)				
Unit Size	Studio	1 Bedroom	2 Bedroom	3 Bedroom
Maximum Annual Income per Household Size	\$105,500	\$120,550	\$135,650	\$150,700
Gross Maximum Rent (Monthly) @ 30% of 110% of AMI	\$2,417	\$2,763	\$3,108	\$3,454
Utility Allowance per Number of Bedrooms	\$175	\$195	\$224	\$299
Net Maximum Rent	\$2,242	\$2,568	\$2,884	\$3,155
Low Income Households (51-80% Median)				
Unit Size	Studio	1 Bedroom	2 Bedroom	3 Bedroom
Maximum Annual Income per Household Size	\$76,750	\$87,700	\$98,650	\$109,600
Gross Maximum Rent (Monthly) @ 30% of 60% of AMI	\$1,318	\$1,508	\$1,696	\$1,884
Utility Allowance per Number of Bedrooms	\$175	\$195	\$224	\$299
Net Maximum Rent	\$1,143	\$1,313	\$1,472	\$1,585
Very Low-Income Households (< 50% Median Income)				
Unit Size	Studio	1 Bedroom	2 Bedroom	3 Bedroom
Maximum Annual Income per Household Size	\$47,950	\$54,800	\$61,650	\$68,500
Gross Maximum Rent (Monthly) @ 30% of 50% of AMI	\$1,099	\$1,256	\$1,413	\$1,570
Utility Allowance	\$175	\$195	\$224	\$299
Net Maximum Rent	\$924	\$1,061	\$1,189	\$1,271