



## Team

City of Newark

EMC Planning Group – Planning and Environmental

ELS Architecture and Urban Design – Urban Design

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## Agenda

- Introduction
- Purpose
- Planning Background
- NewPark Mall Conditions/District Revitalization Project Overview
- Retail Trends
- NewPark District Revitalization Vision
- Next Steps
- Questions?

## Current Direction and Workshop Purpose

- City staff initiating detailed planning for NewPark District revitalization
- Building on planning direction established in prior City plans including General Plan and Greater NewPark Master Plan
- Goal - attract new investment in NewPark District
- Create detailed guidance to enable individual development projects to move forward
- Workshop Purpose:
  - Solicit decision maker input on direction and request concurrence to move forward
  - Solicit public input on direction

## PLANNING PROCESS BACKGROUND

### **City of Newark General Plan (adopted 2013)**

- Greater NewPark Focus Area
- Changing retail trends/competition = diminished pre-eminence
- Improve retail climate/create exciting destination
- Consider new land uses/more intense development
- High quality architecture/sense of identity for Newark
- Policies:
  - Diversify uses: create premier shopping/entertainment destination
  - Consider high density residential if contributes to retail focus
  - Vision of urban destination/transform from suburban to “urban village”
  - Prepare master plan: dynamic urban center, contemporary, sustainable, exciting destination for entire Bay Area

### **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 currently under construction)
- NewPark Focus Area development included in assessment of citywide development impacts

### **Greater NewPark Masterplan (adopted 2015)**

- Community supported vision to transform/reposition mall, guide new investment, provide framework for future implementation
- Land use, circulation, public space concepts
- Did not consider General Plan EIR development capacity limitations
- Not intended to address detailed land use, development and design standards, infrastructure, etc.
- Not an adopted policy or regulatory document
- Includes general implementation steps, but specifies that detailed planning is required to catalyze investment in individual projects

## NewPark Specific Plan Purpose (In-Progress)

- Builds on/translates Master Plan concepts into detailed development guidance for District 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 and densities within a specified design and infrastructure framework

## Specific Plan Process to Date

- Stakeholder Workshop 1:
  - Initial Stakeholder workshop design session
  - Three preliminary concept plans developed
- Stakeholder Workshop 2:
  - Preferred public space framework plan selected
  - Input for further refinement of public space framework, land uses, rough development capacities
- Stakeholder Design Review Conference Call:
  - Refined plan presented to Stakeholder group for final comments
- Public Workshop (this evening)

## **NewPark Specific Plan Process Moving Forward**

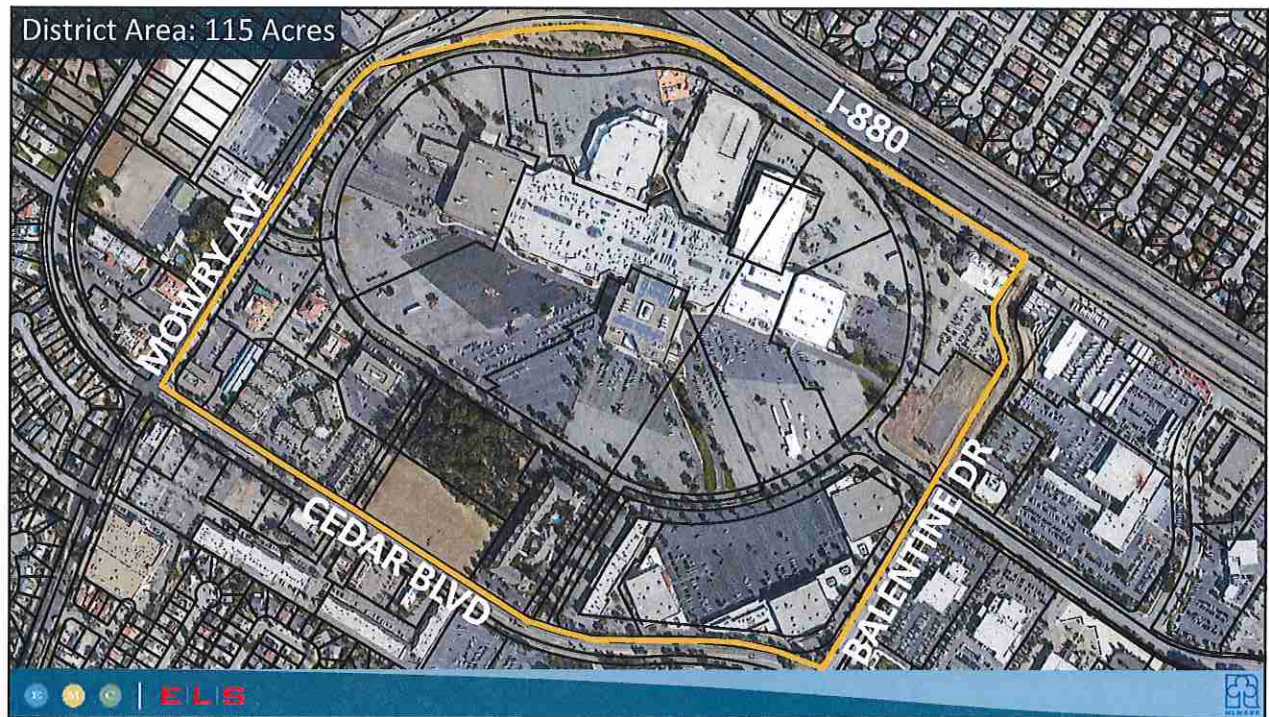
- Consider workshop comments
- Finalize urban design plan
- Develop design controls (heights, densities, setbacks, etc.)
- Refined circulation planning
- Design guidelines
- Infrastructure planning
- Implementation measures



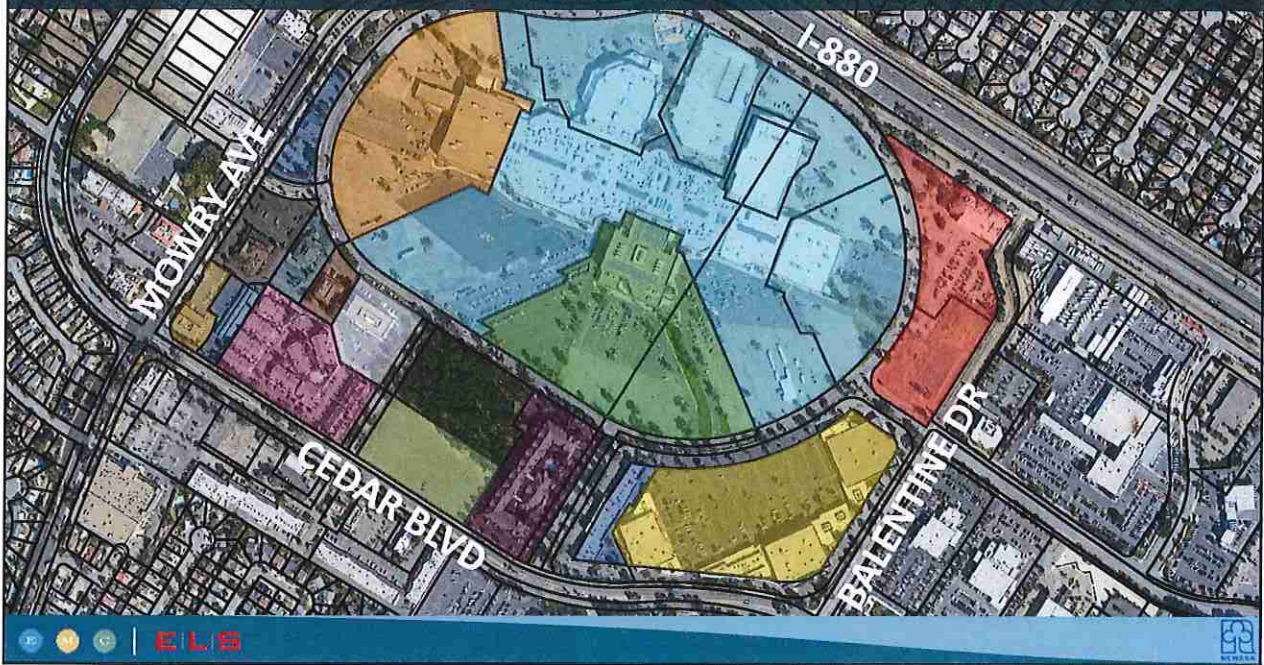
Questions



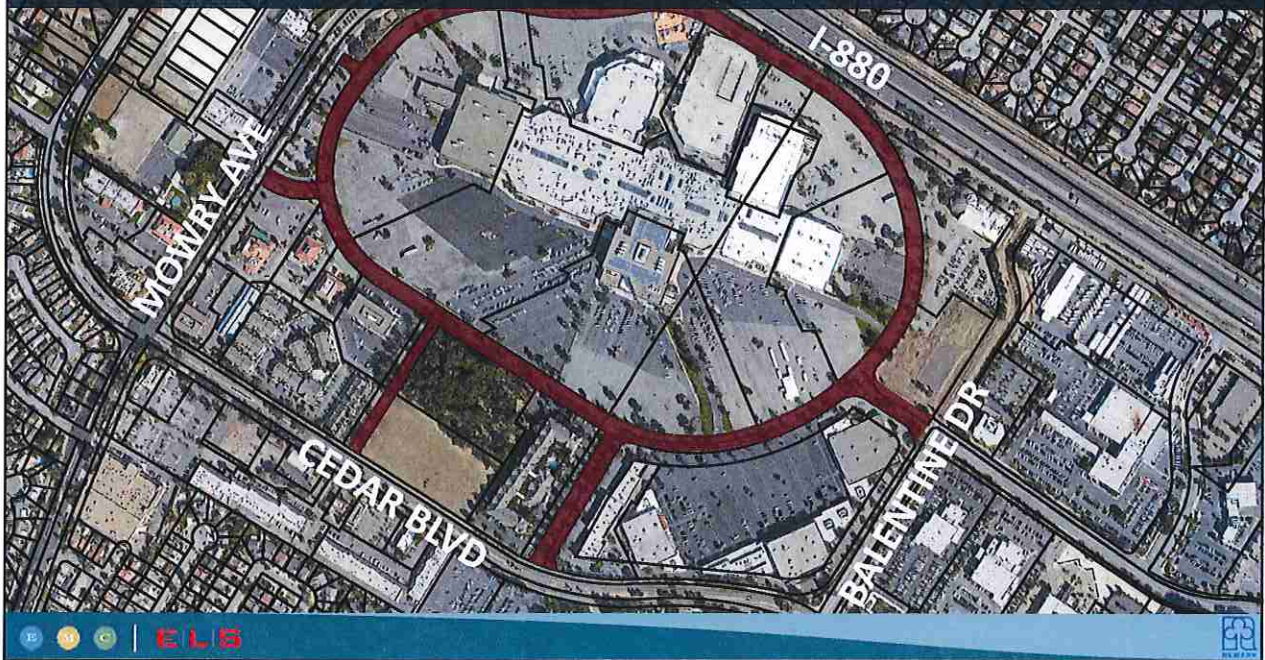
# NEWPARK MALL CONDITIONS & DISTRICT URBAN DESIGN OVERVIEW



The Challenge: Revitalize and Reposition the core commercial assets for the next generation of retail



The Challenge: Improve connectivity across arterials and property lines to enhance benefits of commercial synergy





Opportunity: Added density can increase demand for retail land uses.



## RETAIL TRENDS

- Brick and Mortar retail must go beyond necessity and convenience to find success in today's retail marketplace
- Leisure and entertainment are rising, if not dominant factors driving customers to retail centers.
- A-List tenants demand greater attention to customer experience and amenities
- Department stores and tenants are reducing the number and size of stores or being repurposed or replaced with other uses and attractions.
- Social amenities and event programming are used to enhance draw and elevate appeal of the retail center over the other competition.
- Adding non-retail uses such as housing or office bring more activity to the site throughout the day expanding opportunities for customers and tenants alike.

## NEWPARK RETAIL STRATEGY

- Make NewPark a first choice for both a local and regional population by diversifying and enhancing the NewPark customer experience
- Add exterior retail street to create different and distinct offerings additive to existing interior mall
- Design a premier public realm that prioritizes the pedestrian customer experience



## NEWPARK RETAIL STRATEGY

- Rethink primary north and south mall anchors to strengthen interior mall shops
- Create public spaces that can host various community events of different scales
- Create a resident population with housing or other uses that is well connected convenient to the core retail asset, and designed in such a way that the activity supports and enhances the sense of place and activity at the mall.





## NEWPARK MISSION

Reinforce existing assets; build on recent progress



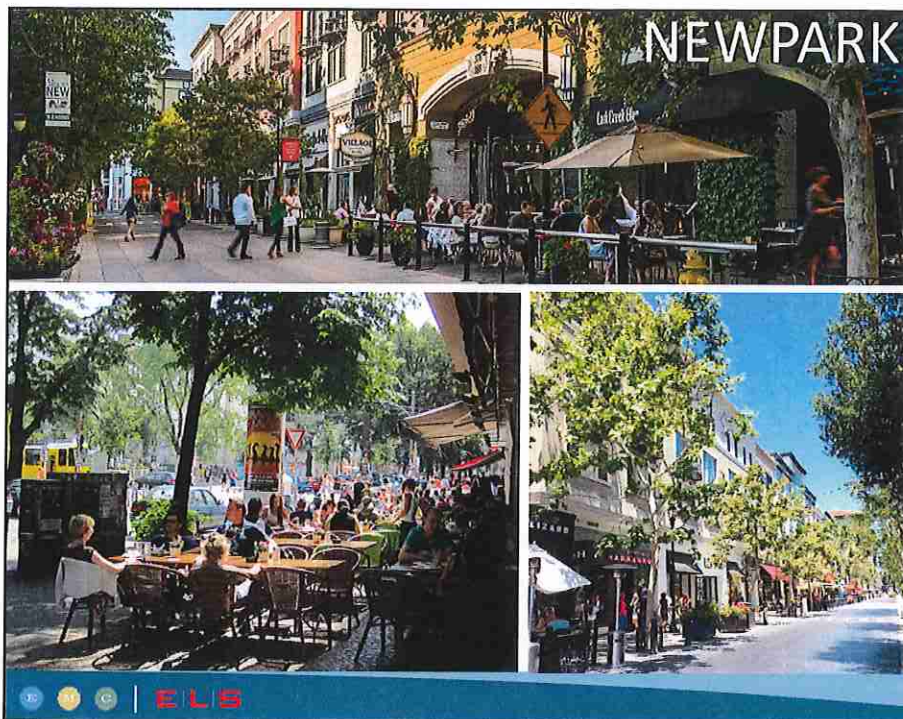
Establish a collective vision to create value for the larger district



## NEWPARK MISSION

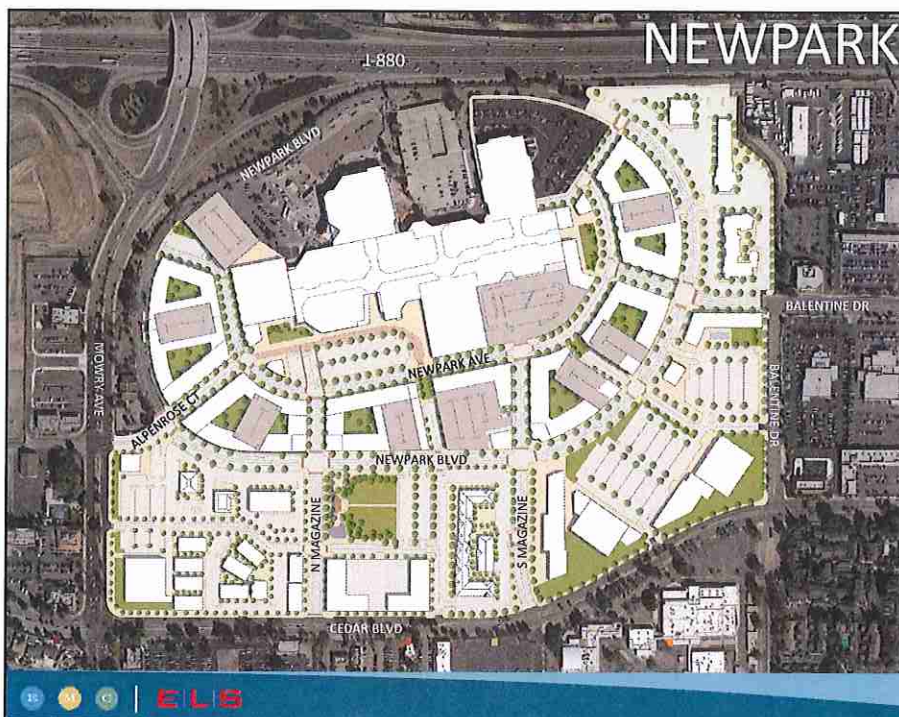
Focus development where it can deliver the greatest economic and place-making benefit





## NEWPARK MISSION

Create public spaces and streets that **draw the community together** and support restaurants and retailers



## NEWPARK VISION

### THE NEWPARK DISTRICT

A mixed use district with restaurants, shops, and convenient parking create a **destination that is unique to Newark** and accessible for all ages.

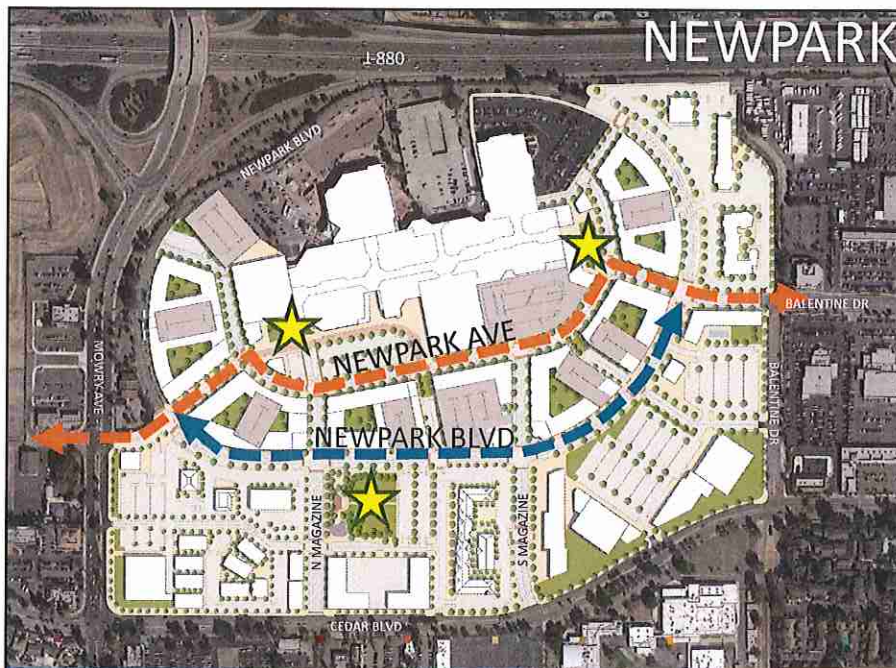




# NEWPARK VISION

## CONNECTION

Enhanced pedestrian connectivity throughout the district **brings the uses closer together.**



# NEWPARK VISION

## URBAN EVENTS

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



# NEWPARK VISION

## 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 VISION

## 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 VISION

## DESTINATION PUBLIC SPACE

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



# NEWPARK VISION

## FLEXIBILITY

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.



# NEWPARK VISION

**ADAPTIVE ANCHOR RE-USE:**

Closing anchor stores can prove to be both a significant challenge and opportunity for the regional mall.

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## Next Steps

- Complete specific plan
- Prepare environmental documentation (tiered from GP EIR)
  - Development capacity assumed in specific plan is equal to or below that assumed in General Plan EIR
  - Enables streamlined environmental – time/cost savings to avoid EIR
  - Analysis of traffic generation to assure no new related impacts
- PC and CC public hearings – Adopt CEQA document, then approve specific plan as a General Plan amendment
- All future individual projects are subject to City review/approval – consistency with specific plan density, capacity, and regulations
- Changes to specific plan require amendment and CEQA review

