

District Analysis



Community Vision



Urban Design Strategies



Land Use Economics

PARK STREET GATEWAY DISTRICT STRATEGIC PLAN

For the Park Street Business District North of Lincoln Avenue

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November 2008

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Special thanks are offered to the members of the Alameda community who participated in the public planning process.

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Section I

INTRODUCTION

OVERVIEW

Role of the Strategic Plan

The Park Street Business District North of Lincoln Avenue is undergoing transition. The economic climate that sustained this district as the City's 'Auto Row' has changed, and many of the district's anchors have moved to new locations near the region's major highways.

The community has produced this Strategic Plan to catalyze and manage desired change consistent with Alameda's overall goals and priorities. The strategies and recommendations contained within this Plan are provided to help decision-makers in the following ways:

1. Plan for and establish changes to policies and regulations to attract and guide desired new investment.
2. Coordinate and focus city-wide planning and transportation efforts in support of the community's vision for the future of the district.
3. Assess proposed development projects to ensure they support the community's stated goals.
4. Focus capital improvements and public investment in support of desired change.

Guiding Principles

The Strategic Plan ties a series of urban design strategies to an overall vision for change. The following operating principles recognize that revitalization in the north of Lincoln district is likely to occur incrementally, and over a long period of time.

1. The Strategic Plan is not static. As the district evolves, so too may the market forces and consumer preferences that affect development feasibility. On-going evaluation of the revitalization process and updates to the Plan's strategies will ensure long-term success.
2. Revitalization is most successful when public and private investment are coordinated to work towards a common goal. The City is dedicated to district revitalization, and where possible, will invest in capital improvements in support of desired change.
3. City districts are most successful when they are complementary, and do not compete with one another. City-wide policies that affect economic growth and change shall be supportive of desired north of Lincoln district revitalization.

Setting

The Park Street district north of Lincoln Avenue is an evolving district. Historically, it has been designated by City policy for a mixture of commercial and industrial uses, and occupied primarily by auto dealers and related businesses. One of the two remaining new auto dealerships has announced its departure within the next year or so.

Over recent years, some investment has emerged, but it is occurring at a slow pace. The loss of auto dealerships combined with an interest in district revitalization shared by business owners, property owners, and local residents, has prompted the community to consider a new direction for Alameda's "Park Street Gateway District"

INTRODUCTION

PLAN ORGANIZATION

The Park Street Gateway District Strategic Plan contains four sections as follows:

Section I. Introduction contains an overview stating the role of the Plan, the Plan's guiding principles, setting, and a description of the Plan Area.

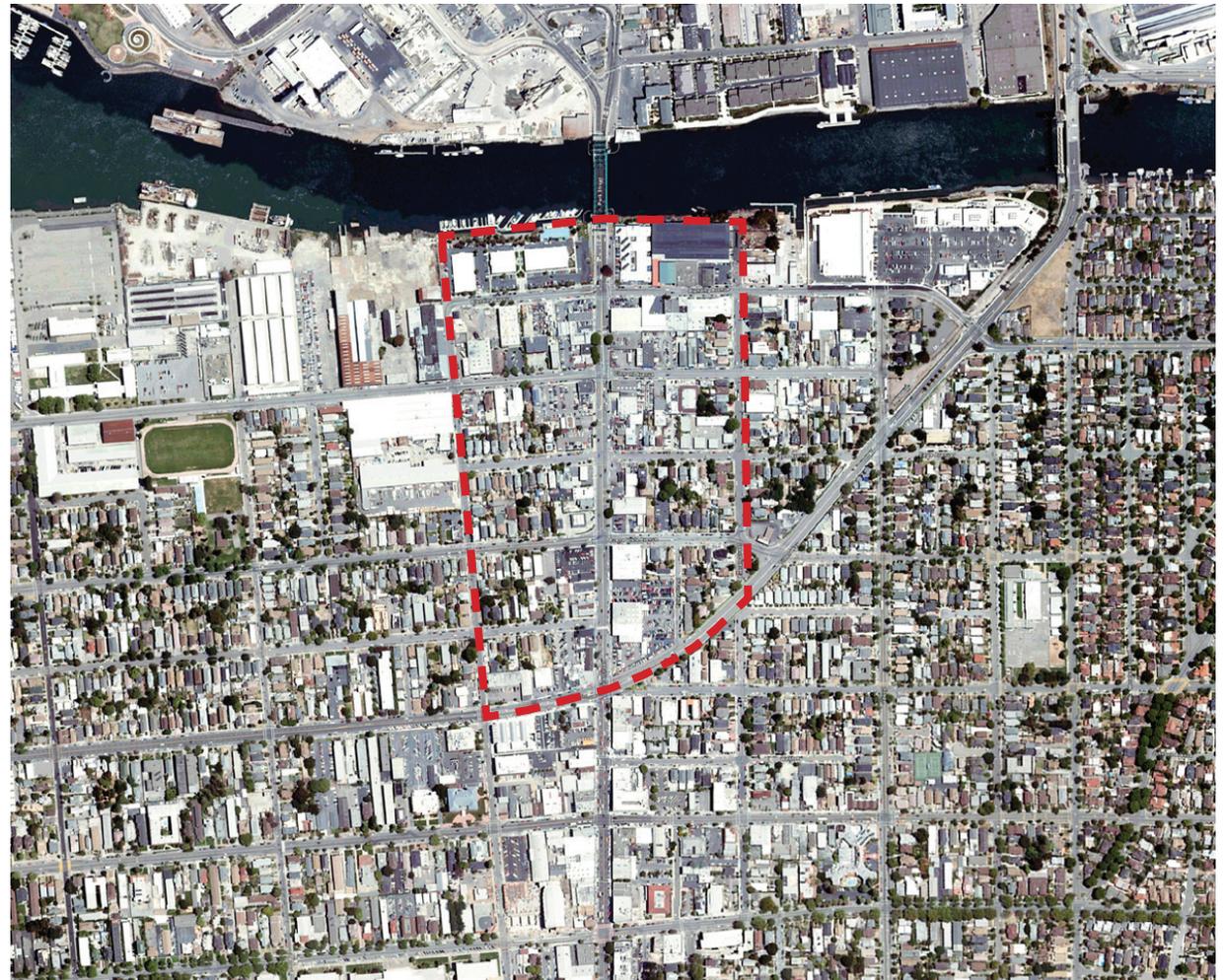
Section II. Community Vision opens with a summary and analysis of existing conditions. A description of the planning process is followed by a statement of the community's long-term vision and goals. The vision statement and the goals are illustrated in Neighborhood Concept Plans and a district-wide rendering.

Section III. Strategies contains the strategies that will guide the City in its efforts to transform the Park Street Gateway District. An orientation to the Plan's strategies and recommendations is followed by strategy 'exhibits' addressing a range of urban design issues.

Section IV. Economics contains Market Analysis Overview and Action Plan for economic stimulation.

STRATEGIC PLAN AREA

The "Park Street Gateway District" planning area is illustrated below. The Plan Area consists of all parcels located between Oak Street and Everett Street, north of Lincoln Avenue. The project's northern boundary is defined by the estuary.



Park Street Gateway District Plan Area Map.

Section II

COMMUNITY VISION

B BACKGROUND & SETTING

BACKGROUND

Unlike Alameda's historic downtowns which emerged during the late 1800's and early 1900's when goods and services were transported via railroads, the business district north of Lincoln Avenue developed mainly during the early and middle part of the 20th century, when the automobile was the dominant form of transportation.

During this period, the neighborhood character shifted from walkable pedestrian-oriented development, to a more auto-oriented pattern in which buildings were typically set back behind large parking areas to attract customers arriving by automobile.

The district's location at the base of the Park Street Bridge, adjacent to the estuary, and with convenient access on and off of the island, strengthened its appeal as a desirable location for manufacturing, industrial, and auto-oriented businesses including auto sales, auto services, and fueling stations.



Pedestrian-friendly building fabric in the historic downtown south of Lincoln Avenue.



Warehouses and industrial buildings located along Clement Avenue, one of the City's primary truck routes.



Good Chevrolet is a well regarded district anchor. The Plan's strategies support its continued success.



Numerous single family and multi-family homes are located throughout the district's neighborhood streets.



The Marketplace serves as a retail anchor at the corner of Buena Vista Avenue and Park Street.

B BACKGROUND & SETTING

Illustration of building masses and land area:
South of Lincoln Avenue.

The historic downtown's walkable building fabric in which buildings are set side by side, and located at the back of the sidewalk, is illustrated in white. Open spaces and parking areas are shown in black.

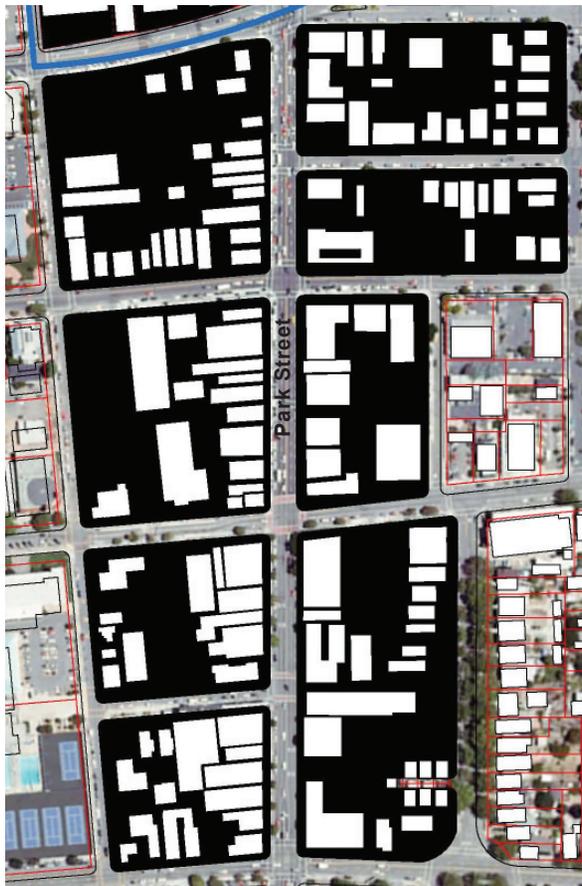


Illustration of building masses and land area:
North of Lincoln Avenue.

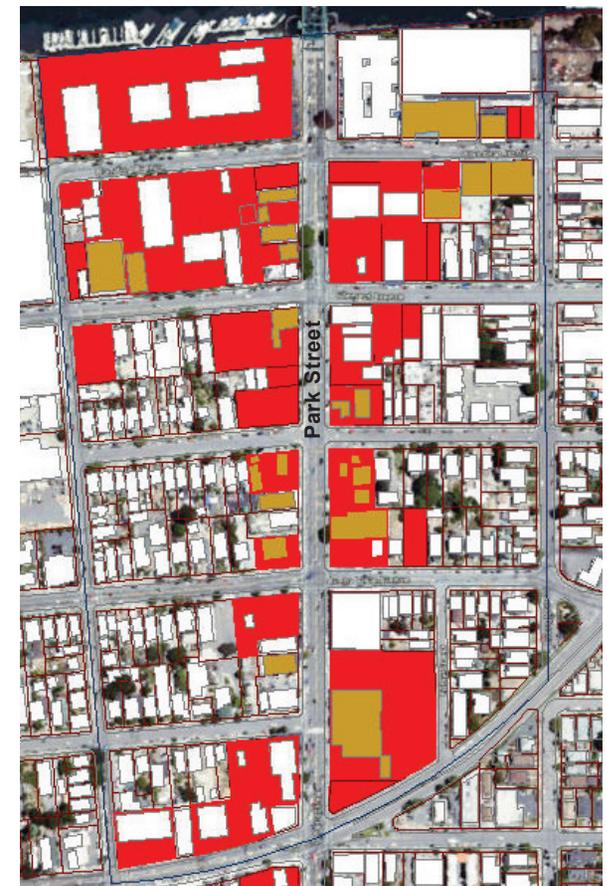
The district's character of auto-oriented buildings separated from one another and setback from the sidewalk is shown in white. Setback areas, open spaces and parking areas are shown in black.



Auto-Serving Areas:
North of Lincoln Avenue

The district's auto-related businesses are depicted in orange. Auto lots (including parking lots and vehicle storage) are shown in red.

- Auto Businesses
- Auto Lots (parking lots & vehicle storage)



B BACKGROUND & SETTING

URBAN DESIGN SETTING

Park Street serves as one of only five points of entry onto the island. Unlike the Fruitvale Bridge which has additional capacity, the Park Street bridge operates near maximum capacity, providing a vital 'gateway' to the historic downtown, to the civic center, and to the City's neighborhoods. Both Park Street and Clement Avenue are designated truck routes reinforcing the district's role within the City's overall transportation network.

The Plan Area is flanked to the east and west by predominantly residential neighborhoods. The historic downtown and Civic Center lay just south of Lincoln Avenue. Tilden Way connects the district to the Fruitvale Bridge and by extension to I-880 and the BART system.



North of Buena Vista Avenue, auto-oriented development dominates the streetscape along Park Street.

Predominant development types along Park Street in the northern half of the district include auto-oriented commercial buildings, warehouse and industrial buildings, and commercial development interspersed with surface parking lots. Many properties exhibit signs of disinvestment.

Further south, development patterns are more urban and include larger buildings fronting onto sidewalks. Neighborhood streets include a mix of single-family homes, mixed-use, and workplace buildings. There are numerous historic buildings throughout the district.

Streets in the district have narrow sidewalks and have very limited trees, lights and



South of Buena Vista Avenue, historic building fabric supports an emerging pedestrian-environment.

street furniture. As a result, the district's streetscapes are not very supportive of walking or cycling.

Predominant land uses along Park Street in the district include auto-oriented sales and repair services. Other uses include retail shops and services, professional services, eating establishments, and a residency hotel. Along the estuary, uses include a mix of manufacturing, commercial, residential, and maritime land uses.

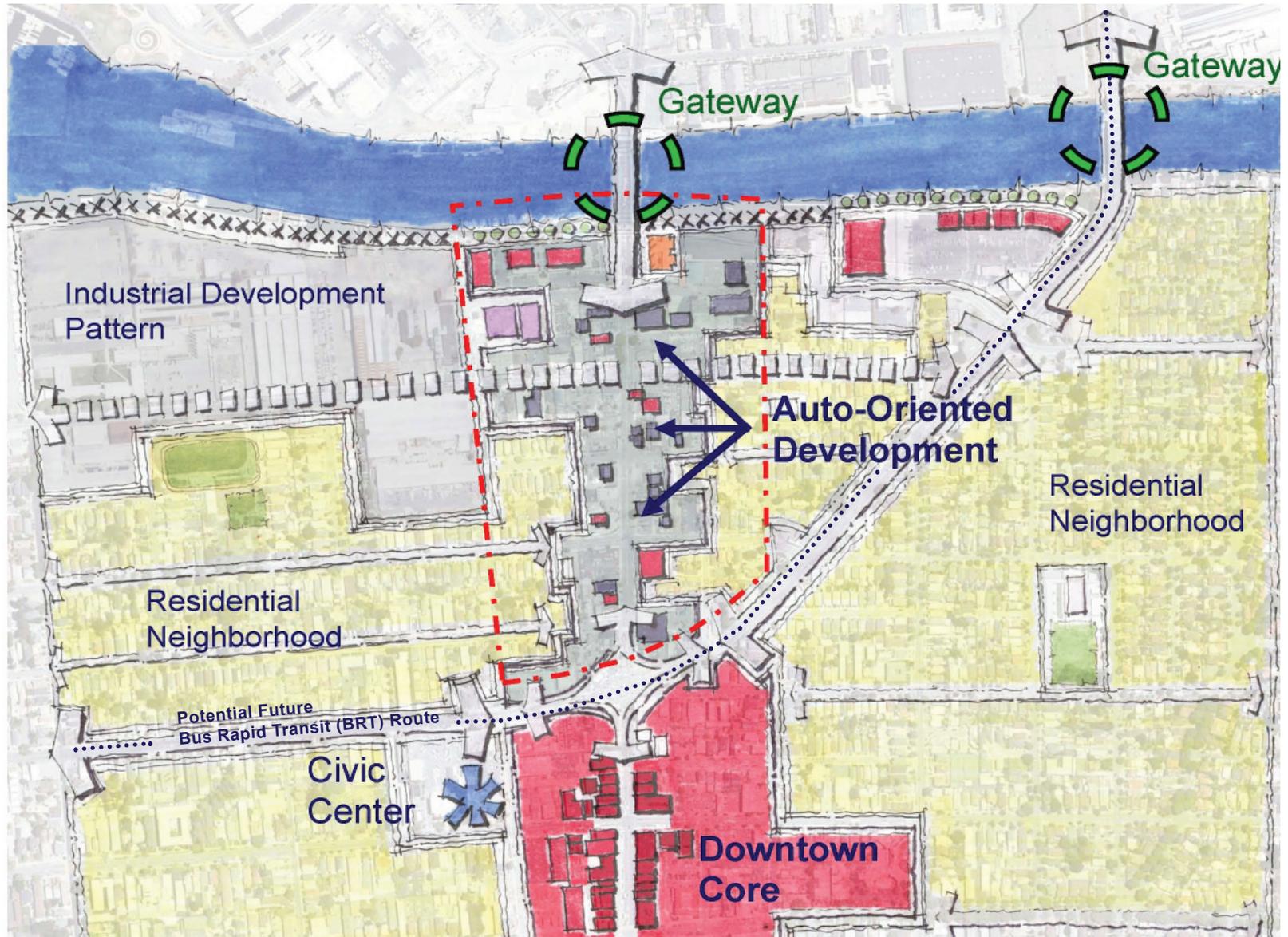
Along neighborhood streets, the mix of uses includes single-family and multi-family residences, workplaces, commercial, and industrial buildings.



Office investment along Blanding Avenue has had a positive impact on overall district character and economics.

B BACKGROUND & SETTING

URBAN DESIGN ANALYSIS



P LANNING PROCESS

OVERVIEW:

The Strategic Plan's Vision, Goals, and Strategies grew out of an extensive public planning process.

The process commenced in February 2008 with three 'kick-off' meetings between the consultant team, City Staff, members of key boards and commissions, business owners, and land owners. During these meetings, members of these stakeholder groups expressed their visions for revitalization, and discussed ideas for attracting new investment.

In March 2008, the consultant team met with the community in a half-day Community Charrette (see adjacent text and photos). Subsequent public meetings included a three-day 'Open Studio' and a 'Community Open House', which are described in the following pages.

The draft Plan was reviewed by City Staff, the Historic Advisory Board, the Park Street Business Association, the Transportation Commission, Economic Development Commission and Planning Board.

The Public Review draft was made available to the full Alameda community in August, 2008. Presentation to Planning Commission and City Council was made in September, 2008

COMMUNITY CHARRETTE: Alameda Free Library - March 15, 2008

The Community Charrette commenced with a presentation and analysis of factors that affect the economic and social patterns of development in the district. Community members then convened at roundtables where they were asked to make recommendations for future land uses, characteristics of urban form, and the design of future streetscapes and open spaces. The charrette concluded with a representative from each worktable presenting their vision to the greater community.



Presentation: 'Planning for the future of the North of Lincoln District - Form, Land Use, and Economics'



Worktable 3 discussing their vision for future streetscapes and public open spaces in the district.



Worktable 6 discussing their vision for future building location and design criteria.

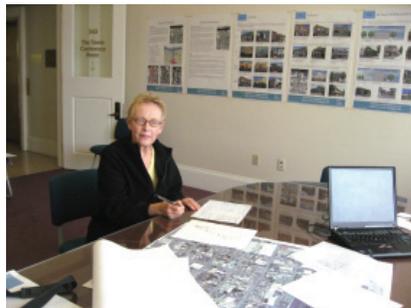


A representative from worktable 4 presents ideas for an entry feature and discusses the role of Park Street.

P LANNING PROCESS

OPEN STUDIOS: City Hall - March 26, 27, 28, 2008

The consultant team established a 'design studio' in a conference room in City Hall, available to the public throughout the day. Members of the community were encouraged to stop by and participate in the crafting of preliminary strategies for revitalization.



OPEN HOUSE GALLERY: City Hall - April 17, 2008

Preliminary urban design strategies, master plans, streetscapes, and a comprehensive illustration of the vision for the district were put on display in City Hall. Members of the community were encouraged to review each strategy and submit comments.



VISION

As visitors and residents pass over the Park Street Bridge, they are welcomed by an attractive gateway. Where parking lots once stood, Park Street is lined with new buildings having a desirable mix of retail and restaurants on the ground floor, and professional offices and private homes on upper stories. Each new building blends seamlessly into the context of the district's historic character.

In the morning hours, commuters, workers, and residents make their way along Park Street and Clement Avenue between the City's economic hubs. Park Street is bustling as shops open their doors and residents grab a coffee and a copy of the local paper before heading off to work. Along neighborhood streets, homes, work-live buildings, and offices abut new streetscapes having large flowering trees and pedestrian-scaled street lights. Near Lincoln Avenue, residents board buses headed for BART and destinations beyond.

During the lunch hour, some employees of local businesses dine outside in pedestrian plazas, while others choose to sit on benches beneath large trees in a park and promenade along the estuary.

As the sun sets, many Alameda residents make their way on foot, on bicycle, and by car to and from local businesses throughout the district. There is ample parking for customers, and walking to and from businesses is a pleasure along tree-lined streets.

What was once the City's home to industry and auto row is now a mature neighborhood containing a mix of uses and attractive streets and open spaces.

Park Street north of Lincoln has become the City's Gateway District.



"Add new businesses including apparel, green technology, entertainment, and more restaurants. We need more places to live and work."



"More gardens and open spaces would help. No more industrial uses. New residences would help build the neighborhood."



"No more large surface parking areas. Put new buildings near the front of the lots and the parking in the back. Add historic streetlights."



We need more access to the waterfront, more bike lanes, and more bus shelters. More attractive streets throughout the district is essential."

GOALS

1. Use the district to enhance Alameda's identity.

Park Street is one of the gateways into the City. An overriding goal of the district is to put 'on-display' the best of Alameda in terms of its architecture, culture, and community. Make sure that entering and leaving the City is attractive and memorable.

2. Attract new investment appropriate to the envisioned character of the district.

Park Street is an opportunity to bring desired development to the City. New investment will help to transform the look and feel of the district while helping to make it more livable and attractive to residents. Attracting new investment is crucial to revitalization and will help to bolster the City's economy.

3. Create attractive and pedestrian-oriented streetscapes and public spaces throughout the district.

Streetscapes should attract and support new and existing homes, businesses, and commercial uses, and make walking and driving throughout the district a pleasant experience. The Park Street corridor is one of the most visible places for visitors and residents coming to Alameda. The Park Street corridor should communicate the best of Alameda's identity.

4. Remedy the auto-oriented feeling throughout the district.

The district can contribute to the City's distinctiveness by embracing the patterns of development and overall character of the City's cherished neighborhoods and historic centers. The current pattern of auto-oriented buildings, parking areas, and auto-oriented streetscape environment detract from walkability.

5. Ensure that new and existing development reinforce the desired look and feel of the district, and complement the City's historic buildings.

Buildings and public spaces throughout the district should embrace qualities of form, scale, and design that contribute to Alameda's uniqueness. Architecture should reflect the high degree of craft that is indicative of Alameda's past, and forms the foundation for its future.



NEIGHBORHOOD CONCEPT PLANS



OVERVIEW

The following neighborhood concept plans depict possible future development on numerous parcels in the Park Street Gateway District. The drawings illustrate possible future locations of buildings, parking areas, open spaces, and streetscapes that support key components of the community's vision including:

- Pedestrian-friendly site development comprising buildings located close to the sidewalk, and parking located to the rear and side of buildings. Site design ensures adequate visibility for all areas, including driveways and intersections for pedestrians, vehicles, and bicycles.
- Enhancement of 'gateway' locations at the intersections of Park Street with Blanding Avenue and Lincoln Avenue.
- Public outdoor spaces, including plazas and greens, located adjacent to new development and along the estuary.
- Attractive streetscapes that support new development and create an appealing environment for pedestrians.

The plans are provided to illustrate possible ways that new development could help to achieve the community's Vision and Goals for the district. The plans do not illustrate required development, nor do they represent proposed development. The plans were not produced in collaboration with any land owner, or business owner.

Note:

On the adjacent neighborhood concept plan, opportunity site development concepts are illustrated with a red hue. Historic buildings in the district are identified with a light blue color and do not necessarily illustrate all historic buildings in the district. See Strategies for Historic Buildings in Section III for additional information.



The Park Street Gateway District

N NEIGHBORHOOD CONCEPT PLANS

LOCATION: PARK STREET BETWEEN CLEMENT AVENUE AND EAGLE AVENUE

Concept: Infill development and redevelopment of primary opportunity site.

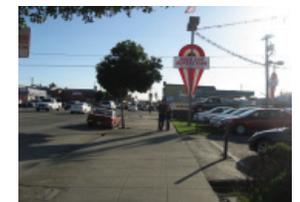


Concept Plan

- Two story mixed-use building at corner of Clement Avenue and Park Street could support workplace, commercial, or residential uses above ground-floor retail.
- Two-story or 'grand' single-story building at corner of Eagle Avenue and Park Street could incorporate commercial uses such as office, retail or a destination restaurant.
- The centrally-located plaza creates opportunities for outdoor dining and display of goods, and connects Park Street sidewalks to parking lots located to the rear of buildings.



Neighborhood concept master plan.



Existing conditions: Aerial and site photos.

N EIGHBORHOOD CONCEPT PLANS

LOCATION: PARK STREET at BLANDING AVENUE

Concept: Redevelopment of Park Street Landing Shopping Center



Existing conditions: Aerial photo



Existing conditions: Site photo



Concept Plan

- Buildings with ground-floor retail shops front onto sidewalks, green space, and central pedestrian plaza.
- Public green along the estuary is visible from Blanding Avenue.
- Gateway architecture anchors new development at the corner of Blanding Avenue and Park Street.
- Existing restaurant and new commercial building have frontage along central green space.

LOCATION: PARK STREET at LINCOLN AVENUE & TILDEN WAY

Concept: Infill development and redevelopment of corner locations.



Existing conditions: Aerial photo



Existing conditions: Site photo



Concept Plan

- New architecture helps to bridge the gap between north of Lincoln and south of Lincoln districts.
- New development on northwest corner could incorporate existing retail and restaurant uses.
- New building on northeast corner could house an automobile showroom or other use to complement Good Chevrolet while accommodating necessary truck turning movement.

Section III

URBAN DESIGN STRATEGIES



CONTENTS

This section contains broad-brush urban design strategies designed to help achieve the community's stated vision and goals for the Park Street Gateway District.

The exhibits in this section address urban design issues that were discussed during the public planning process. For each strategy, an overall statement of purpose, or "objective", is followed by a series of specific actions that may be undertaken in support of overall revitalization efforts.

Strategies for improving the neighborhood fabric of the Park Street Gateway District are proposed in the following ten functional areas:

Economics

Land Use

Building Placement

Building Design

Auto-serving Businesses

Historic Buildings

Landscape & Open Space

Streetscapes

Gateways

Parking

ROLE OF THE PLAN'S STRATEGIES

The City's General Plan contains *Guiding Policies* and *Implementing Policies* that form the foundation for the community's long-term vision for Alameda. The strategies contained in this Plan establish a link between the General Plan's intent and the Strategic Plan Area, by identifying specific criteria by which to guide growth and change in the Park Street Gateway District.

The Plan's strategies do not replace existing zoning policies or development regulations. Rather, they are intended to build the framework for future efforts that will direct new public and private investment. Each strategy may be used as a stand-alone recommendation for a particular issue, and to lay the groundwork for future City actions, policies, and public improvements.

Objective

Attract new investment to opportunity sites and throughout the Park Street Gateway District to assist with overall district revitalization.

Overview

The Park Street Gateway District presents an opportunity to attract desired new investment to the City of Alameda.

New investment is crucial to revitalization and economic health. New investment will help to transform the look and feel of the district while helping to make it more livable and attractive to residents.

The following broad-brush economic strategies are intended to assist the City to catalyze new development in the district.

Refer to Section III of this Plan for the Executive Summary and Action Plan for Economic Stimulus from the comprehensive Economic Report, which is bound under separate cover.

STRATEGY 1

Identify and attract desired businesses.

- 1.1 Identify new retail and commercial uses that complement but do not directly compete with downtown businesses.
- 1.2 Attract new businesses that will support an active pedestrian environment.
- 1.3 Enhance the district's role as a mixed-use neighborhood, workplace district, and commercial center.

STRATEGY 2

Recruit desired businesses.

- 2.1 Leverage the district's role as a gateway to Alameda to attract new well-known retail tenants that will 'anchor' the district.
- 2.2 Work with the Park Street Business Association, and other business organizations to develop a 'target' retail list using market studies that incorporate an analysis of sales tax leakage.
- 2.3 Formulate and adopt a recruitment strategy that advertises the district to businesses and increases awareness of the City's commitment to revitalization.
- 2.4 Identify potential sources of revenue to fund recruitment efforts and provide assistance to businesses wishing to locate in the district.

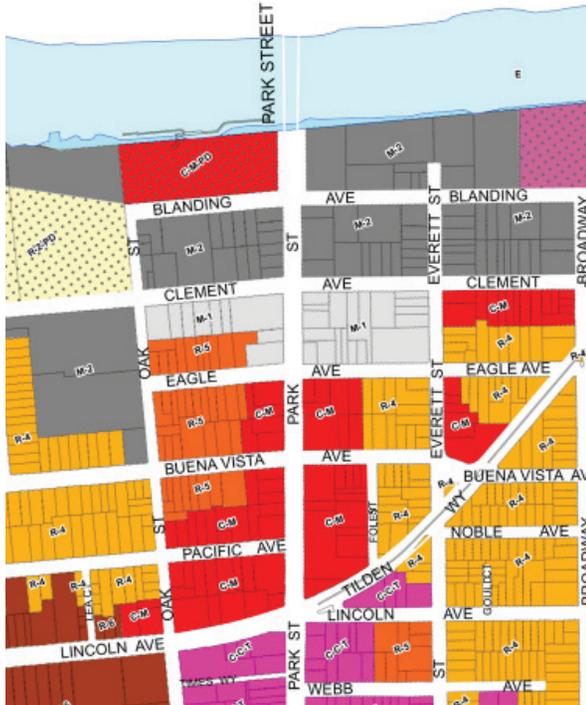
STRATEGY 3

Increase market support for new and existing businesses by attracting residents, customers, and businesses (employees) to the Park Street Gateway District.

- 3.1 Identify opportunity sites in the district for residential and workplace development.
- 3.2 Work with property owners and developers to facilitate the approval and development of new mixed-use, residential, and workplace projects.

Objective

Enable and attract new land uses appropriate to the envisioned character of the district.



Existing Zoning Map & Legend

Notes:

Current zoning policies in the district will require amendment if the district is to attract new investment in support of the community's vision.

Existing M-1 and M-2 zones are intended for the "least restricted use of land within the City including manufacturing and other industrial purposes". These land use designations helped to establish this district as a center for manufacturing and industry. While these uses may still be desirable for certain areas, such as along Clement Avenue, industrial and manufacturing uses do not necessarily support the community's vision for the future of the Park Street Gateway District.

STRATEGY 1

Restructure land use regulations throughout the Park Street Gateway District to create flexibility to attract new investment and ensure appropriate redevelopment.

- 1.1 Replace single-use zoning districts with sub-area districts or corridor districts that permit a range of complementary land uses.
- 1.2 Encourage mixed-use development throughout the district.
- 1.3 Permit manufacturing uses where they do not adversely affect desired residential, work-place, work-live, and commercial development.
- 1.4 Prohibit the development of new uses that discourage pedestrian activity or that are inconsistent with this Plan's stated Vision and Goals.
- 1.5 Incorporate Gateway Street overlay concepts from the proposed Transportation Element.

STRATEGY 2

Restructure land use policies along Park Street to strengthen its role as the mixed-use neighborhood ‘spine’ of the Park Street Gateway District.

- 2.1 Create a single mixed-use subdistrict for all properties fronting along Park Street between Blanding Avenue and Lincoln Avenue.
- 2.2 Permit commercial, entertainment, retail, work-live, and workplace uses on all floors. Permit residential uses on upper floors.
- 2.3 Do not permit heavy industrial or manufacturing uses along Park Street.
- 2.4 Build on the emerging retail core near the intersection of Park Street and Buena Vista Avenue. Focus new retail uses where they can share customers and parking with the Marketplace, McGee’s, and redevelopment of the Cavanaugh Site.
- 2.5 Encourage the development of mixed-use buildings and require ground-floor uses that serve walk-in customers. Appropriate uses include retail stores, eating and drinking places, personal and business services, workplace and entertainment.

STRATEGY 3

Restructure land use policies along other district streets to attract and direct desired investment.

- 3.1 Blanding Avenue: Focus commercial, office, residential, and work-live uses along the district’s northern boundary in conjunction with completing Clement Corridor from Sherman Street to Tilden Way.
- 3.2 Clement Avenue: Focus auto-oriented, manufacturing, distribution, and workplace uses where they have direct access to the City’s east-west truck route.
- 3.3 Oak, Eagle, Buena Vista, Pacific, and Everett Avenues: Protect existing and historic residences while enabling new residential, work-live, and complementary mixed-use development throughout the district’s neighborhood fabric.

STRATEGY 4

Enable new land uses that support the community’s vision for pedestrian-oriented development.

- 4.1 Encourage new destination commercial uses, such as sit-down restaurants, that add to the district’s vibrancy.
- 4.2 Encourage retail shops, personal services, and professional services that will help attract residents and visitors to the district on a daily basis, but do not directly compete with ‘main street’ retail uses located in the downtown.
- 4.3 Encourage professional offices; especially office development related to technology, medical and green business to build on the district’s emerging role as a workplace center.
- 4.4 Encourage residential development throughout the district. New homes in the district increase safety by adding ‘eyes’ on the street, and increasing pedestrian activity.
- 4.5 Coordinate desired land use changes with the City’s Street Functional Classification System.

BUILDING PLACEMENT

Objective

Locate new buildings to enhance the pedestrian environment while supporting desired land uses. All new buildings should front onto streets, courts, and public open spaces. Buildings should not front onto parking lots.

STRATEGY 1

Locate new buildings along Park Street near the back of sidewalk to strengthen enclosure, to enhance the pedestrian environment, and to reduce the overall 'auto-oriented' character of the district. Locate parking areas and service access to the rear of buildings where possible. Maintain adequate visibility at driveways and intersections for pedestrians and bicycles within the public right-of-way.



Locate parking behind and within buildings.

Locate buildings adjacent to public rights-of-way.

Sidewalk

Street

Provide access for deliveries and building services where possible.



1.1 Establish regulations for setbacks and 'frontage coverage' to create street wall enclosure.



1.2 Locate commercial uses near the back of sidewalk to enhance walkability.



1.3 Establish standards and guidelines for 'frontage types' to control the space between building facades and the public right-of-way.

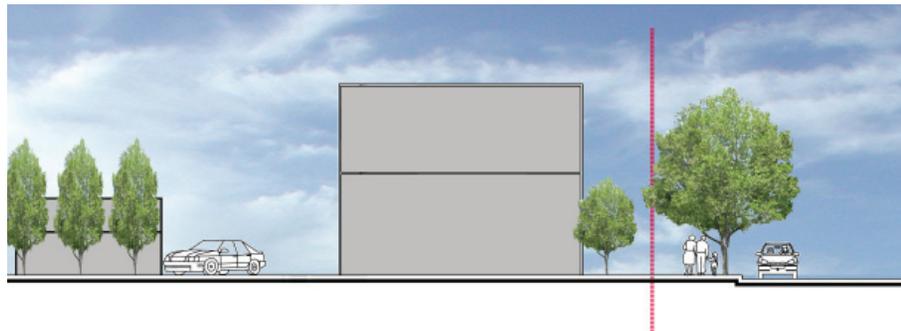


1.4 Allow narrow setbacks for creation of public courts and plazas.

BUILDING PLACEMENT

STRATEGY 2

Locate new buildings along district streets other than Park Street in support of desired district character. New investment on district streets should be located to enhance the public realm and create an attractive pedestrian environment.



Locate parking behind and within buildings.

Locate buildings near public rights-of-way.

Maintain adequate visibility at driveways and intersections for vehicles, pedestrians, and bicycles entering or exiting the public right-of-way.

Set-back

Sidewalk

Street



2.1 Establish setback requirements that encourage buildings to enhance the public realm, while supporting desired private and public land uses.



2.2 Encourage porches, courts, stoops, narrow yards and other frontage types that enhance the public realm.



2.3 Locate buildings to create attractive backgrounds for public spaces.



2.4 Encourage parking and service areas to be accessed from alleys where possible to reduce curb cuts along public sidewalks.

BUILDING DESIGN

Objective

Ensure that new development creates attractive buildings that shape and activate the public realm, and that embrace Alameda's tradition of authentic high-quality architecture.

STRATEGY 1

Establish form-based architectural standards and guidelines to require new buildings to embrace a high-degree of quality and craft, and complement Alameda's rich inventory of historic buildings.

- 1.1 Establish standards to control building form including building height, length, massing, and articulation.
- 1.2 Establish design standards and guidelines based on the city's predominant architectural styles.
- 1.3. Establish design standards and guidelines for building colors and materials.

1.1 Height, Massing, & Articulation

Buildings along Park Street should be between two and four stories. Building heights along other district streets should be between one and three stories and should step down when adjacent to existing single-story houses. Height should be articulated using base courses, belt bands, entablature, cornices, parapets, and varied roof forms and styles.



Varying roof heights, and utilizing cornices and parapets can add visual interest.



Varying setbacks, building bays, and other massing techniques should be employed to help 'break down' larger buildings and support walkability.



Varying window sizes and styles helps to articulate overall building height.



Buildings should have a well-articulated base and distinctive roof line, as illustrated in this historic building facade.

BUILDING DESIGN

1.2 Style

Buildings in the Park Street Gateway District should be designed in recognition of Alameda's extensive inventory of architectural styles. New development should build on and complement Alameda's distinctive character.



Victorian (Queen Anne) style embodies a high degree of craft, ornament and detail.



City Hall, built in 1896 illustrates a level of authenticity and permanence typical of historical architecture.

1.3 Colors and Materials

Buildings in the Park Street Gateway District should be constructed and accented with natural materials and colors that support the City's character of authenticity. Synthetic-looking materials should be avoided.



Natural materials including brick, masonry, wood, stucco, tile, and metals are common to Alameda's built forms.



Distinguished shopfronts, transom windows, and ornate detailing are visible throughout the downtown.



Craftsman, classic box, and California bungalow styles are common to Alameda's neighborhoods.



Earth tones, wood clapboard and trim accents can be found throughout Alameda's neighborhoods and business districts.

BUILDING DESIGN

STRATEGY 2

Buildings along Park Street should be especially distinctive. Adopt standards and guidelines for shopfronts to ensure that they contribute to a pedestrian-friendly environment.



Require well-articulated shopfronts along Park Street to support walking and strolling along the district's spine.

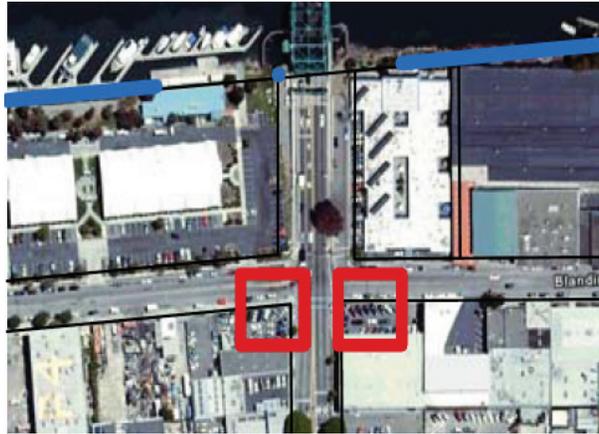


Shopfronts along Park Street should contain a variety of entries, doors, and windows to encourage walking and window shopping.

STRATEGY 3

Encourage special 'corner treatment' building design at key locations such as the intersection of Park Street and Blanding Avenue to announce entry to the district and emphasize key aspects of architectural character.

"Put significant buildings at the corner to announce entry into Alameda" - Charrette worktable comment



The intersection of Park Street and Blanding Avenue presents an opportunity for 'gateway' architecture.



Special treatment of building corners used to emphasize key location.

AUTO-SERVING BUSINESSES

Objective

Ensure that auto-serving uses do not detract from the community's vision for an attractive and pedestrian-friendly district.

STRATEGY 1

Require auto repair & maintenance activities to occur within or behind enclosed structures.

- 1.1 Require auto businesses to store vehicles on-site rather than on public streets.
- 1.2 Work with existing businesses to relocate vehicle storage and work facilities so that they are less visible from the public right-of-way.
- 1.3 Collect parking in-lieu fees from businesses if parking requirement can not be met. Earmark for parking permit programs, and capital improvements.



Example of existing auto-serving use in the district.

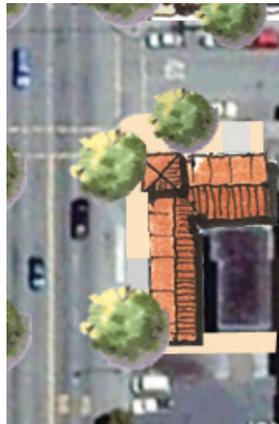


Illustration of liner structure used to screen work area.

STRATEGY 2

Adopt form-based standards and guidelines for auto-serving businesses.

- 2.1 Establish building design standards and guidelines for auto uses.
- 2.2 Adopt frontage coverage standards for buildings to reduce curb cuts and enhance walkability.
- 2.3 Adopt landscape standards for planted buffers in setback areas.



Example of auto sales within an enclosed structure.

STRATEGY 3

Encourage auto-serving uses to locate along Clement Avenue.

- 3.1 Where possible, relocate auto-serving businesses from Park Street to Clement Avenue.
- 3.2 Establish development standards for Clement Avenue that are more supportive of auto-serving uses than standards for Park Street, including reduced building height, frontage coverage, and open space requirements.



Example of auto services within an enclosed structure.

HISTORIC BUILDINGS

Objective

Enhance, celebrate, and protect historic structures throughout the District.



A pattern of historic buildings in the Park Street Gateway District. Refer to the State and Federal Historical Building Codes, Standards, and Guidelines, for information regarding the determination of, and rehabilitation of historic buildings.

STRATEGY 1

Encourage and support adaptive re-use of buildings throughout the district to create new opportunities for land uses that support the community's vision.



Formerly a Ford Dealership, the Marketplace is home to a variety of shops selling gourmet and specialty foods.



Rhythmic Cultural Works (on Blanding east of Everett) adapted an industrial building into a work-live cultural center.

HISTORIC BUILDINGS

STRATEGY 2

In accordance with the City's preservation ordinance, ensure that buildings within the Plan Area are properly evaluated for historic significance, prior to modification.

Note: The Plan Area includes some of Alameda's oldest and most historically significant buildings. Some of these are well known, such as the 1886 Fossing Building at 1629 Park Street. Some of the historic buildings in the Park Street Gateway District have been severely altered and should be assessed for possible rehabilitation.



Historic Queen Anne cottages on Buena Vista Avenue.



The Fossing Building, on Park Street.



Historic commercial building on Park Street.

STRATEGY 3

Establish development standards and guidelines to ensure that new development supports historic residential uses.



Negative impact of auto-oriented architecture adjacent to historic residential uses.



Example of auto-oriented development screened from adjacent historic residential uses.

STRATEGY 4

Raise public awareness of the significance of historic structures throughout the Plan Area. Notify owners of the historic importance of their properties, and encourage sensitive renovation that enhances the historic architecture.



Historic buildings within the Park Street Gateway District. Courtesy Historic Advisory Board.



Historic buildings within the Park Street Gateway District. Courtesy Historic Advisory Board.

LANDSCAPE AND OPEN SPACE

Objective

Ensure that the Park Street Gateway District contains a variety of public and private outdoor spaces.



Existing conditions along estuary.



View along Everett Street towards estuary.

STRATEGY 1

Adopt form-based development standards to ensure that future development creates open spaces in support of the community's vision.

- 1.1 Establish minimum open space requirements for new development.
- 1.2 Encourage publicly accessible courts and plazas as a component of new commercial development.
- 1.3 Encourage terraces, loggias, courtyards, stoops, porches, private yards, and roof gardens as part of new residential and work/live development.



Illustration of residential courtyard and green space.

STRATEGY 2

Establish design guidelines to ensure that outdoor spaces are well-designed and utilize high-quality materials.

- 2.1 Establish design guidelines for public open spaces, including preferred plant materials, landscape furniture, and hard-scape materials.
- 2.2 Establish guidelines for the design of fences and screening materials.
- 2.3 Establish guidelines for the design of parking areas and pedestrian pathways.
- 2.4 Maintain a high degree of safety by requiring public spaces to be visible and well-lit.

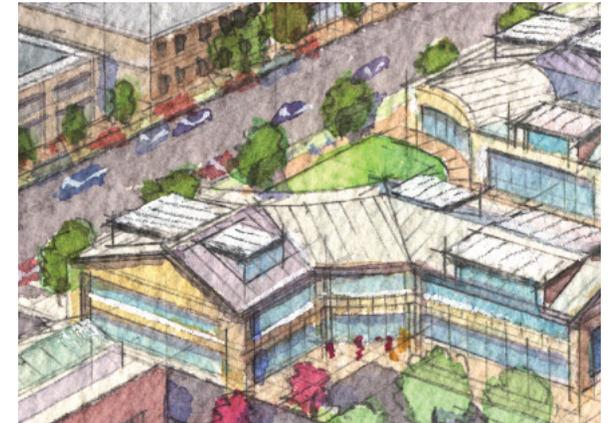


Illustration of crescent plaza adjacent to commercial development.

LANDSCAPE AND OPEN SPACE

STRATEGY 3

Require new development to provide safe and attractive open space along the estuary.

- 3.1 Require new developments to add to a system of continuous public open spaces, and establish possibilities for future connections to adjacent parcels where open spaces do not yet exist.
- 3.2 Establish standards and guidelines to ensure that public open spaces along the estuary are generously sized and well-designed.
- 3.3 Establish guidelines for the design of pedestrian pathways.



Illustration of public open space along the estuary.

STRATEGY 4

Develop public open spaces within the existing fabric of streets, blocks, and buildings.

- 4.1 Redesign underutilized parcels to create attractive public places that 'hold the space' until new investment occurs. Outdoor markets, food carts, decorative planters, seating, and other temporary uses may create successful public gathering spaces.
- 4.2 Encourage retail development to include opportunities for outdoor seating, dining, and the display of goods.
- 4.3 Enhance the northern terminus of Oak and Everett Streets as pedestrian walkways leading to the estuary.



Illustration of public plaza adjacent to retail shops and restaurants.

Objective

Restructure streets in the Park Street Gateway District to create an attractive pedestrian-environment in support of desired land uses.

OVERVIEW

Streets throughout the Park Street Gateway District serve many purposes. In addition to providing access and connectivity to the district's mix of residential, workplace, commercial, and industrial uses, they form the framework for multiple modes of transportation, and serve in an extended capacity as a gateway to the island via the Park Street bridge.

To catalyze and support new investment throughout the district, streetscapes must be designed to support existing land uses while creating an environment that 'sets the stage' for desired investment.

Streets throughout the district must embrace city-wide transportation planning efforts related to existing and future transit, truck routes, and bicycle planning.

The General Principles and Strategies contained in this section are provided to form a basis for subsequent 'design development' planning efforts. Each strategy recommends a 'typical' solution for restructuring of exiting streetscape conditions. Future streetscape planning efforts will be required to take into account unique site-specific conditions including rights-of-way, access to existing development, bicycle planning efforts, transit stations, and truck mobility.

Refer to the City of Alameda Transportation Master Plan and Master Tree Plan for city-wide and district-wide goals and policies.

GENERAL PRINCIPLES

The following General Principles apply to all streets in the Park Street Gateway District.

- GP.1 Ensure that new streetscapes accommodate desired parking, bicycling, transit, and travel lane requirements.
- GP.2. Maximize on-street parking along streets where commercial development is desired to support business.
- GP.3 Underground utility lines where possible.
- GP.4 'Heal' the auto-oriented character by planting trees along sidewalks and within surface parking lots.
- GP.5 Enhance pedestrian safety and walkability by increasing sidewalk widths and providing 'bulb-outs' at intersections, while accommodating truck turning movement, transit access, and travel lane requirements.
- GP.6 Ensure that sufficient sight distances are provided at all intersections and driveways to maintain adequate visibility for pedestrians, vehicles, and bicycles.

STREETScape CONCEPTS

STRATEGY 1: PARK STREET

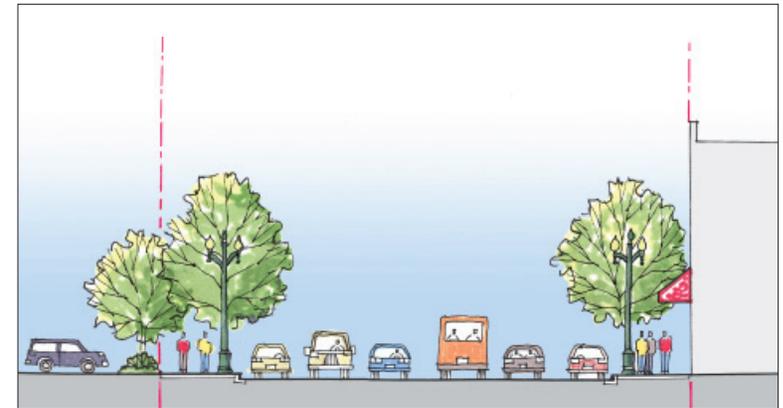
Create an attractive and pedestrian-friendly environment that supports desired commercial, work-live, and mixed-use development, along one of Alameda's primary transit corridors.

- 1.1 Locate fast-growing, open-habit, deciduous street trees in grates at the back-of-curb to provide shade and reduce the overall auto-oriented atmosphere. Maximum spacing 30 feet on-center.
- 1.2 Replace 'cobra head' lights with ornamental street lights similar to those located in the historic downtown.
- 1.3 Incorporate transit stops with bus shelters.
- 1.4 Locate street furniture, bicycle racks, trash and recycling receptacles along sidewalks and near transit shelters.
- 1.5 Work with property owners to enhance landscaped edges where sidewalks abut surface parking areas.
- 1.6 Consider adding left turn lanes to facilitate enhanced automobile circulation where applicable.



Existing conditions:

- Auto-oriented streetscape
- Few street trees
- Arterial 'cobra head' street lights
- Limited street furniture



Screened Parking	SW 10'	Pkg 8'	Travel 11'	Travel 11'	Travel 11'	Travel 11'	Pkg 8'	SW 10'
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Concept illustration of proposed streetscape conditions: Park Street



Concept illustration of proposed conditions: Intersection of Park Street and Buena Vista Avenue.

STREETSCAPE CONCEPTS

STRATEGY 2: INTERSECTION CONCEPT - PARK STREET at LINCOLN AVENUE

Transform the intersection of Park Street and Lincoln Avenue into a safe and attractive environment to encourage walking between the Park Street Gateway District and the historic downtown.

- 2.1 Locate large decorative street trees at intersections. Ensure that street trees do not obstruct views of pedestrians or traffic signals.
- 2.2 Replace 'cobra head' street lights with decorative 'candelabra' street lights.
- 2.3 Establish bulb-outs to reduce overall crossing distances where they do not prohibit truck turning movements or transit access.
- 2.4 Enhance sidewalks with decorative paving, street furniture, and trash and recycling bins.
- 2.5 Assess potential for a future transit station.



Conceptual design for intersection of Park Street and Lincoln Avenue.

STRATEGY 3: NEIGHBORHOOD STREETS

Design neighborhood streets to be walkable, supportive of existing residences and desired mixed-use investment, and consistent with street classifications.

Notes:

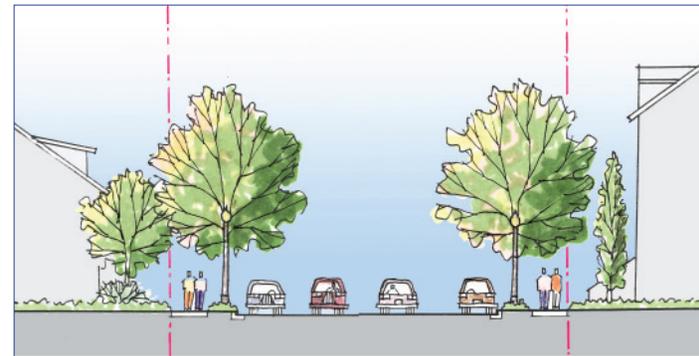
- 1) Applicable to Oak, Eagle, Buena Vista, Pacific, and Everett Streets
- 2) For Blanding Avenue and Oak Street, incorporate bicycle lanes per the Transportation Master Plan.

- 3.1 Establish fast-growing, open-habit, deciduous street trees in planting strips at the back of curb - maximum spacing 30 feet on-center.
- 3.2 Establish pedestrian-scale street lights.
- 3.3 Reduce travel and parking lane widths where applicable to increase overall sidewalk and planter strip area.



Existing conditions:

- Right-of-way varies
- Auto-oriented character
- Limited street trees
- Few street lights



SW Trees Pkg Travel Travel Pkg Trees SW
5 5' 8' 12' 12' 8' 5' 5'

Proposed conditions: Neighborhood Street

STREETSCAPE CONCEPTS

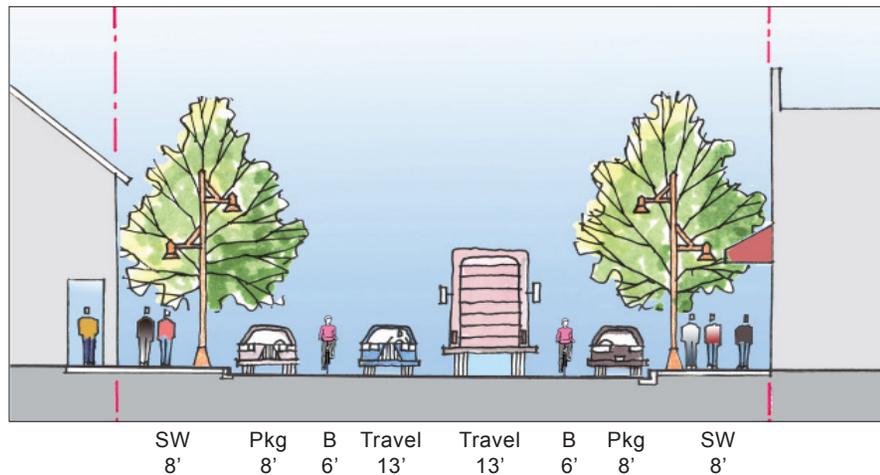
STRATEGY 4: CLEMENT AVENUE WEST OF PARK STREET

Redesign Clement Avenue to support pedestrians and bicycles along the City's primary east-west truck route.

- 4.1 Establish new sidewalks, bicycle lanes, parking and travel lanes to accommodate the goals of the Transportation Master Plan.
- 4.2 Locate fast-growing, deciduous street trees in grates at the back of curb - maximum spacing 30 feet on-center.
- 4.3 Locate street lights that support the Avenue's role as an arterial route and support the pedestrian environment (see illustration below).



- Existing conditions:**
- 70 foot right-of-way
 - Auto-oriented character
 - Limited street trees
 - Few street lights
 - Street car rail



Proposed conditions: Clement Avenue west of Park Street

STRATEGY 5: CLEMENT AVENUE EAST OF PARK STREET

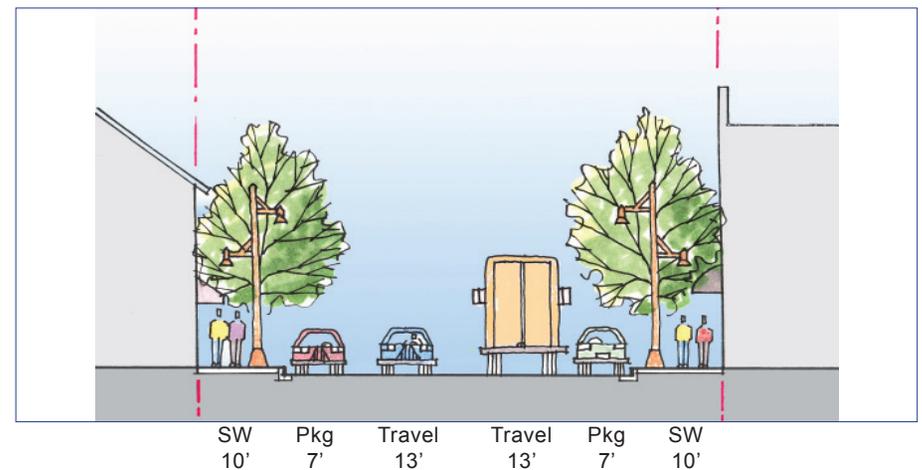
Redesign Clement Avenue to support desired businesses and pedestrians along the City's primary east-west truck route.

Note: Refer to the City's Transportation Master Plan for bicycle lane recommendations.

- 5.1 Reduce travel lane width to 13 feet to accommodate truck movements while maximizing space for bicycles and pedestrians.
- 5.2 Locate fast-growing, deciduous street trees in grates at the back of curb - maximum spacing 30 feet on-center.
- 5.3 Locate street lights that support the Avenue's role as an arterial and support the pedestrian environment (see illustration below).



- Existing conditions:**
- 60 foot right of way
 - 5' sidewalks
 - Auto-oriented character
 - Limited street trees
 - Few street lights
 - Street car rail



Proposed streetscape conditions: Clement Avenue east of Park Street

Objective

Create an attractive arch or other prominent feature at the district's northern boundary.

STRATEGY 1

Establish a gateway at the intersection of Park Street and Blanding Avenue to announce entry into the City.

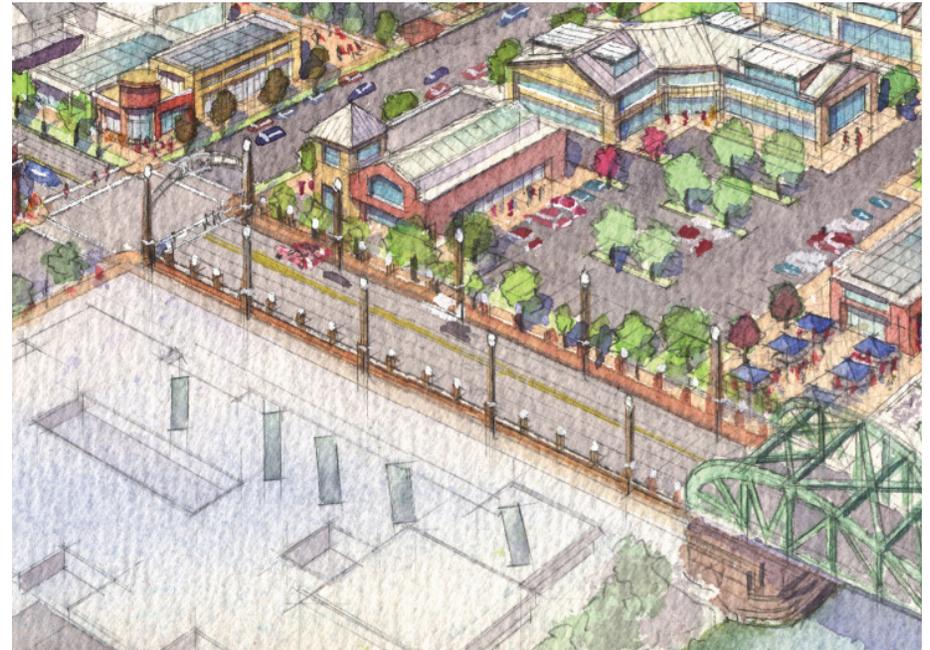
- 1.1 Build on the character of Alameda's rich history of built forms.
- 1.2 Establish a series of architectural columns extending between Blanding Avenue and the Park Street bridge.
- 1.3 Incorporate decorative lighting to create an attractive aesthetic during evening hours.
- 1.4 Use graphics or text to create a recognizable narrative and to welcome residents and visitors to the island.



Existing conditions.



Illustrations of gateway concept.



PARKING

Objective

Supply parking for new and existing development while reducing overall 'auto dominated' district character.

STRATEGY 1

Adopt progressive parking policies that support existing and future business.

- 1.1 Maximize on-street parking supply. Assess potential to remove unnecessary curb cuts where possible.
- 1.2 Create incentives for employees to park in auxiliary lots and off-street locations.
- 1.3 Establish an optional, cost-neutral residential parking permit program.
- 1.4 Create a parking in-lieu fee program to subsidize future parking programs and capital improvement projects.
- 1.5 Replace parking meters with a more attractive and user-friendly parking system.



Concept illustration of reconfigured parking lots near Park Street and Eagle Avenue.

STRATEGY 2

Adopt shared parking regulations to maximize parking efficiencies throughout the district.

- 2.1 Create incentives for shared parking agreements for business owners.
- 2.2 Seek opportunities to utilize private parking lots for shared parking during non-business and 'off-peak' hours.
- 2.3 Establish minimum parking requirements consistent with Park Street south of Lincoln Avenue. Consider adopting maximum parking standards for surface lots along Park Street.



Concept illustration of shared parking lots behind commercial and mixed-use buildings.

STRATEGY 3

Establish short-term and long-term parking supply strategies.

- 3.1 Assess district-wide parking demand in consideration of anticipated development.
- 3.2 Identify sites for establishment of public parking lots and/or parking structure.
- 3.3 Encourage the development of a parking structure centrally located within the district. A parking structure in the district should maintain a maximum height that is appropriate for its location.



The community responded positively to the design of this parking structure located in Walnut Creek, Ca.

Section IV

ECONOMIC REPORT

Market Analysis Overview

Action Plan for Economic Stimulation

M

ARKET ANALYSIS:

OVERVIEW

The Park Street district north of Lincoln is in transition from serving as Alameda's "auto row" to a new role, supported by the uses replacing the relocating dealerships. The City of Alameda is working to establish a planning framework for that transition. The intention is to identify and encourage land uses that can fill the gaps – physical and fiscal – created by the departure of the auto sales businesses. This planning framework will guide the emergence of a different focus for the district, while retaining the area's economic importance to the city and its vitality as a neighborhood center.

This section contains the Market Analysis and Economic Action Plan produced as part of the overall Strategic Plan effort.

Opportunities

- Alameda has the potential to support between 100,000 and 350,000 square feet of new retail space by 2020. The majority of this retail space will likely fall into four key store categories: apparel, eating and drinking places, home furnishings, and specialty stores.
- The ability of Park Street north of Lincoln to attract these stores will depend on the availability of vacant land or buildings to accommodate them, the interest of national and regional chain stores in a Park Street location, the availability of parking for customers, and the ambience of the area.
- Offices may seek locations along Park Street and throughout the district, but strong demand should not be expected: the office market in Alameda is dominated by business parks.
- The greatest opportunities for significant amounts of new office use are in the attraction of office-based businesses who will own their space and who prefer a more urban location than is available in a master-planned business park.
- There is strong demand for new residential development throughout the Plan Area.
- The study area has the potential to attract a hotel or motel where it could be located adjacent to the waterfront and within walking distance of retail uses.
- Replacement uses that could be developed on the Toyota site, ranked by revenue-generating potential, are hotel/motel, retail, and office.
- Historic buildings in the district convey the familiar look and feel of Alameda, and provide a firm anchor for the City's character as new uses transform the district. At the same time, a requirement to preserve all historic buildings could increase development costs and limit new investment.
- The best catalysts for transformation of the study area are projects that attract new people to the district and encourage those people to make repeat visits, or support other nearby uses, or demonstrate to other potential investors that the district is a good place to conduct a profitable business.

M

ARKET ANALYSIS:

Challenges

- It will be difficult to find a replacement use that is likely to generate revenue in the same order of magnitude as the Toyota dealership, which is expected to relocate to Oakland within the next year.
- Predominant forms of new market-rate residential development throughout the region that could help to catalyze redevelopment typically take the form of stand-alone multi-family buildings and mixed-use buildings that have residential units above ground-floor retail and commercial uses. Current land-use restrictions on multi-family residential development makes the development of these building types highly unlikely.
- Care should be taken in extending retail uses into the district, so that patronage for the retail district south of Lincoln is not diluted. Optimally, retailers that locate north of Lincoln will be destination stores and other retail shops that do not compete directly with the locally-owned businesses south of Lincoln.

- The limited availability of sites for development of new uses may present a challenge to the transformation of Park Street north of Lincoln. New uses that are larger or command higher rents than existing uses are more likely to assist with revitalization.

Candidates include:

- (1) Owner-occupant developers, such as retail chains that own their own stores or large office users seeking to own the buildings they occupy.
- (2) New uses that can occupy existing structures.

Next Steps

Based on these conclusions, the analysis presented in this report recommends a series of actions for the City of Alameda to support the transformation of Park Street north of Lincoln. These recommendations include:

Economic development actions

- Identify and recruit desired businesses.
- Strengthen market support for district businesses.

Land use actions

- Change the zoning designations for the district, especially along Park Street.
- Facilitate the development of new uses consistent with the vision for the district.
- Assist in the relocation of auto service businesses to sites not on Park Street.
- Assess the availability of adequate parking supplies.
- Create an identity for Park Street north of Lincoln.

Transportation

- Establish an optional, cost-neutral residential parking permit program. Use traffic models to assess impact of future land uses and associated mitigations.
- Adhere to Level of Service Standards.
- Maintain Street Functional Classification System.



ACTION PLAN FOR ECONOMIC STIMULATION

ECONOMIC DEVELOPMENT ACTIONS

Identify Desired Businesses

- “Desired businesses” include:
 - (1) Retail outlets that attract new customers to Park Street, by complementing to the extent possible the retail stores south of Lincoln,
 - (2) Offices whose workers will contribute to the support for retail uses.
 - (3) Hotels/motels.
- The City may wish to adopt a theme for targeted businesses. As mentioned in Section II, the creation of a “green business” center has been suggested.
- The City may create a list of targeted businesses, and can identify categories of business that are permitted in the district to serve as a basis for future recruitment efforts.

Recruit Desired Businesses

- Formulate and implement a business recruitment strategy.
- Strengthen market support for district businesses.
 - (1) Encourage the development of new offices and housing throughout the district and surrounding areas where appropriate.
 - (2) Work with local business associations to publicize businesses and events in the district both within the City and to a larger market area.

LAND USE ACTIONS

Change the Uses Permitted by Zoning

The study area is currently governed by zoning regulations oriented toward the creation of a manufacturing and commercial-manufacturing district.

To attract investment that responds to the demand for retail and restaurant uses and encourages the development of mixed-use retail/office buildings, the zoning that applies to the Park Street corridor should be revised in accordance with the strategies for Land Use listed in Section III of this Strategic Plan.

Facilitate the Development of New Uses Consistent with the Vision for the District

“Facilitation” may take a variety of forms, including (but not limited to) expedited processing, creative approaches to overcoming obstacles to development, assistance with property acquisition, remediation of infrastructure insufficiencies, or gap financing for development.

ACTION PLAN FOR ECONOMIC STIMULATION

TRANSPORTATION ACTIONS

Reduce uncertainty in the development process:

- (1) Assemble and publish information about infrastructure and hazardous materials conditions, so that prospective developers can estimate the costs of development with increased accuracy.
- (2) Adoption of form-based development standards and design guidelines to help streamline the development approval process and create flexibility in attracting tenants.

Assist in the Relocation of Auto Service Businesses

To accommodate and encourage the envisioned character of Park Street, it is desirable to relocate the existing auto repair businesses. Clement Avenue is a good target location for these uses. The City should work with the business owners and with landowners along Clement Avenue to identify and acquire suitable sites and facilitate business relocations.

Assure Adequate Parking Supply

The City's existing zoning standards require provision of on-site parking for all new retail and office uses, but do not apply to most existing buildings. The existing buildings on Park Street may therefore be used to house new types of businesses – which may well

increase parking demand – without creating additional parking supply.

Create an Identity for Park Street north of Lincoln

Work with the Park Street Business Association and local residents to create a distinct identity for the study area. Other commercial districts and centers in Alameda including Park Street south of Lincoln, Webster Street, and Towne Centre, all have identities that are recognized by most Alameda residents. Creating a “brand” and identity for Park Street north of Lincoln will help potential visitors/customers identify this district as a destination and reinforce awareness of the stores and activities it offers. Possible approaches to ‘identity’ that were discussed during the public planning process include focusing on ‘green business’, ‘community-oriented business’, and ‘waterfront related’ themes.

Evaluate potential funding sources for transportation improvements, related capital improvements, and costs associated with periodic maintenance and repair of transportation infrastructure, including enhanced streetscapes, gateways, and transportation facilities.