



City of Newark
Greater NewPark Masterplan

Approved by City Council (9-10-15)

July 2015

Sprawl Repair District
Revitalization
Corridor Restructuring
Community Visioning
Streetscape Design
Public Realm Design

specific plans
form based codes
web based codes
streetscape design
public realm design
site masterplans
revitalization strategies
design guidelines
design review
sustainability planning
charrettes

From: Ian Ross

Re: Greater NewPark Masterplan

On behalf of the City Design Collective project team, I am pleased to present the following masterplan to guide redevelopment of Greater NewPark in accordance with the City's vision.

Chapters 1 and 2 include a review of existing conditions and the public planning process followed by a vision for the future of Greater NewPark and specific goals and strategies intended to attract and support desired new investment. Chapter 3 illustrates one possible development strategy, coordinating public and private investments to realize long-term economic growth.

Best regards,



Ian Ross
Principal
City Design Collective



Greater NewPark Masterplan

Vibrant, Diverse, Magnetic

August 2015



This Plan was produced by City Design Collective
in collaboration with Economic & Planning Systems and Hexagon Transportation



Economic
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Systems



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Group, Inc.



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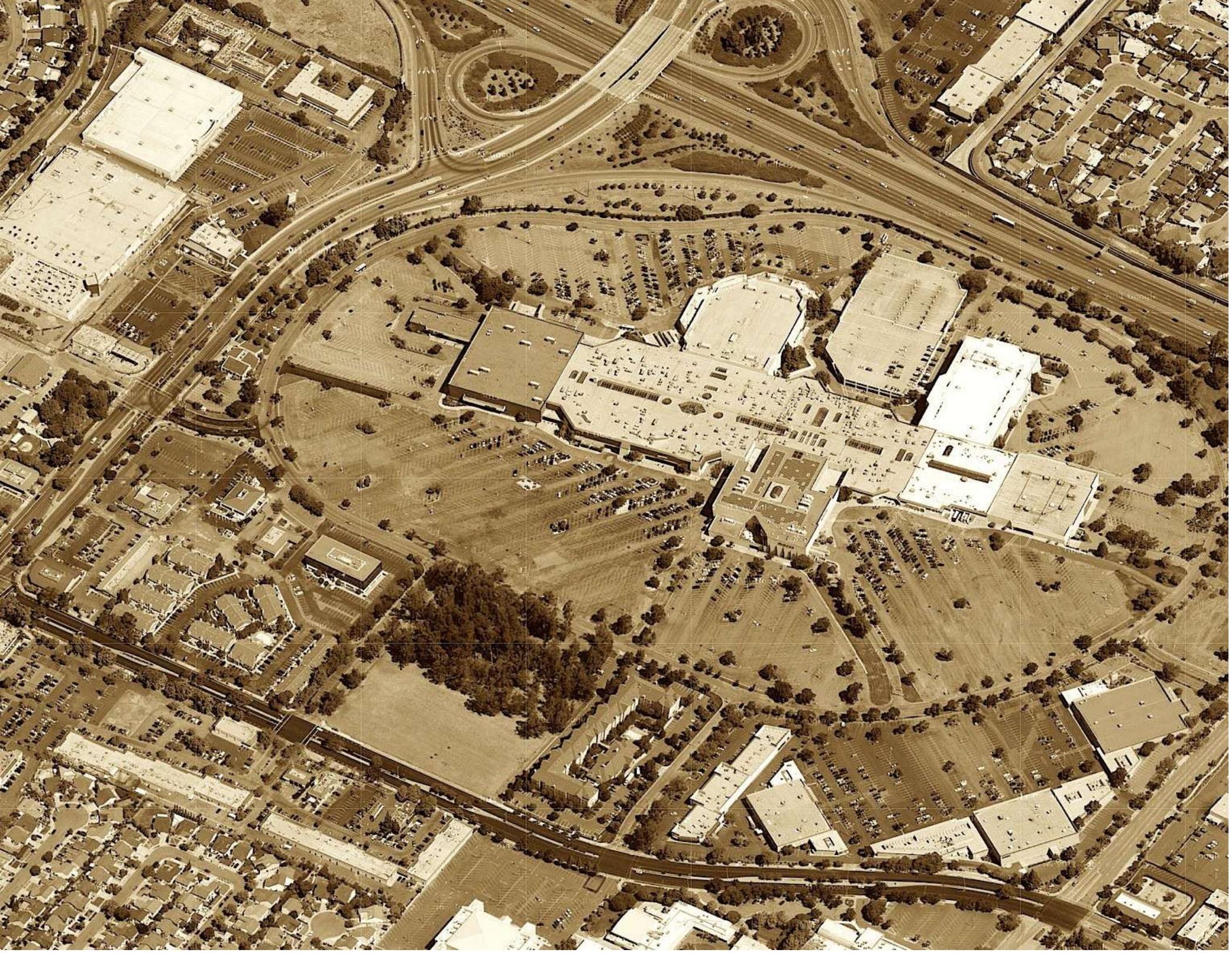
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1. INTRODUCTION

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Introduction

1.1 Overview

Purpose

The purpose of the Greater NewPark Masterplan is to put in place a community-supported vision for an economically feasible transformation of the project area that will support the ongoing repositioning of the mall, catalyze and guide new investment, and serve as the framework for future implementing measures. Arguably one of the City's most valuable and most underutilized sites, the project presents a once-in-a-generation opportunity to envision and enable a vibrant regional commercial center comprised of significant new retail, entertainment, lodging, and complementary office and residential uses that are well connected to their surroundings, and anchored by the existing mall.

Key Elements Supported by the Community

In accordance with the community's vision, all new development in the plan area shall embrace an ethos of livability, will enhance walkability, and will support transit ridership in support of long term economic, social, and environmental prosperity.



Project Area



The project area is strategically positioned along Hwy 880 South and at the eastern terminus of the Dumbarton Bridge where it is easily accessible to residents, visitors, and employees of the east bay, south bay, and Silicon Valley.

Introduction

Citywide Development Goals

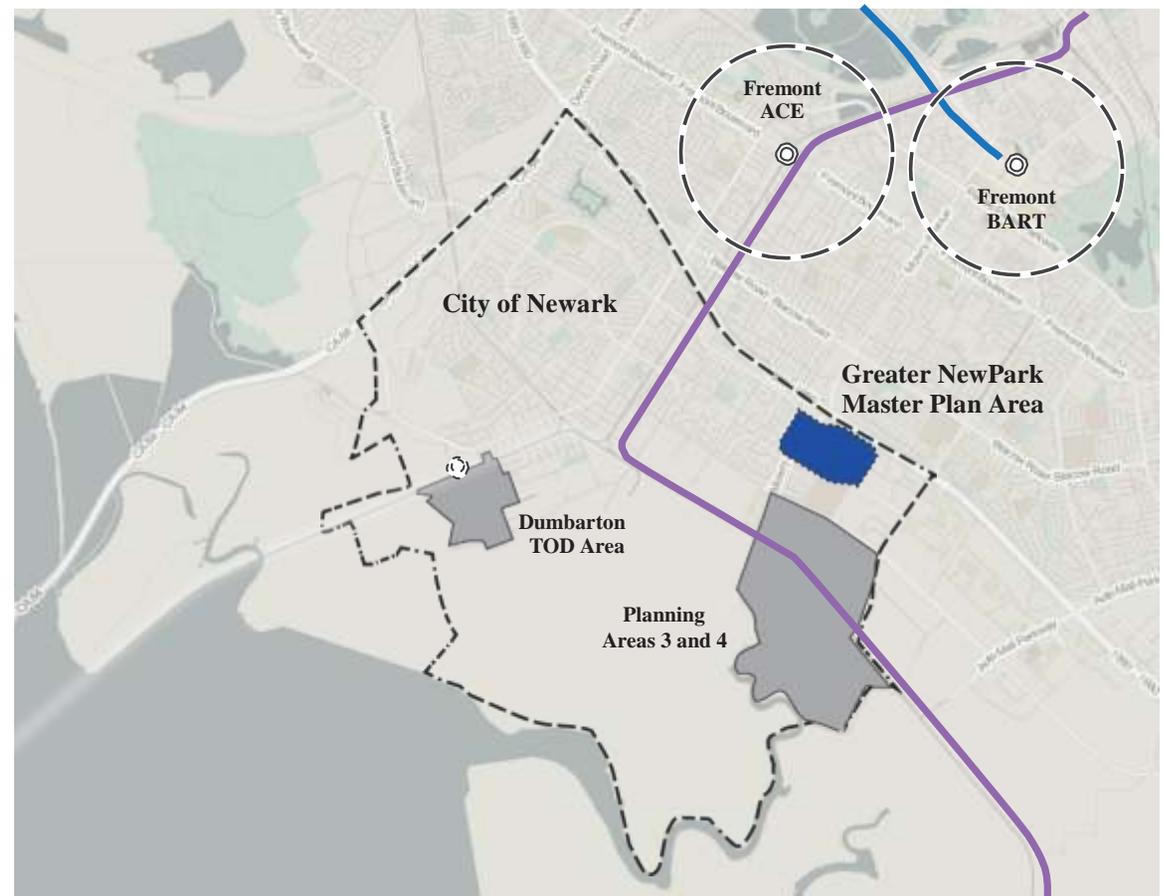
The Greater NewPark Project Area is approximately 125 acres in total and represents one of three opportunity areas where the city envisions new residential, workplace, and open space development. Together, the three areas total over one thousand acres.

Planning Areas 3 and 4

Planning Areas 3 & 4 include approximately 856 acres near the City's western boundary. A Specific Plan and Development Agreement are in place to guide anticipated new development. The Project is envisioned as a residential community of up to 1260 single family detached homes with additional areas set aside for parks, open space, a golf course or other recreational amenities, and a school.

Dumbarton Transit Oriented Development

In collaboration with landowners, the City of Newark began a planning effort in the fall of 2007 to explore potential for development of a residential neighborhood adjacent to the future Newark Dumbarton Transit Station. The TOD project would transform approximately 233 acres of land that has been home to various industrial, manufacturing, and chemical facilities since the early twentieth century. The vision calls for a transit-oriented neighborhood.



- ACE Rail Line (to San Jose)
- Richmond to Fremont BART Line

Introduction

1.2 Urban Design Context

History, Decline, and Resurgence

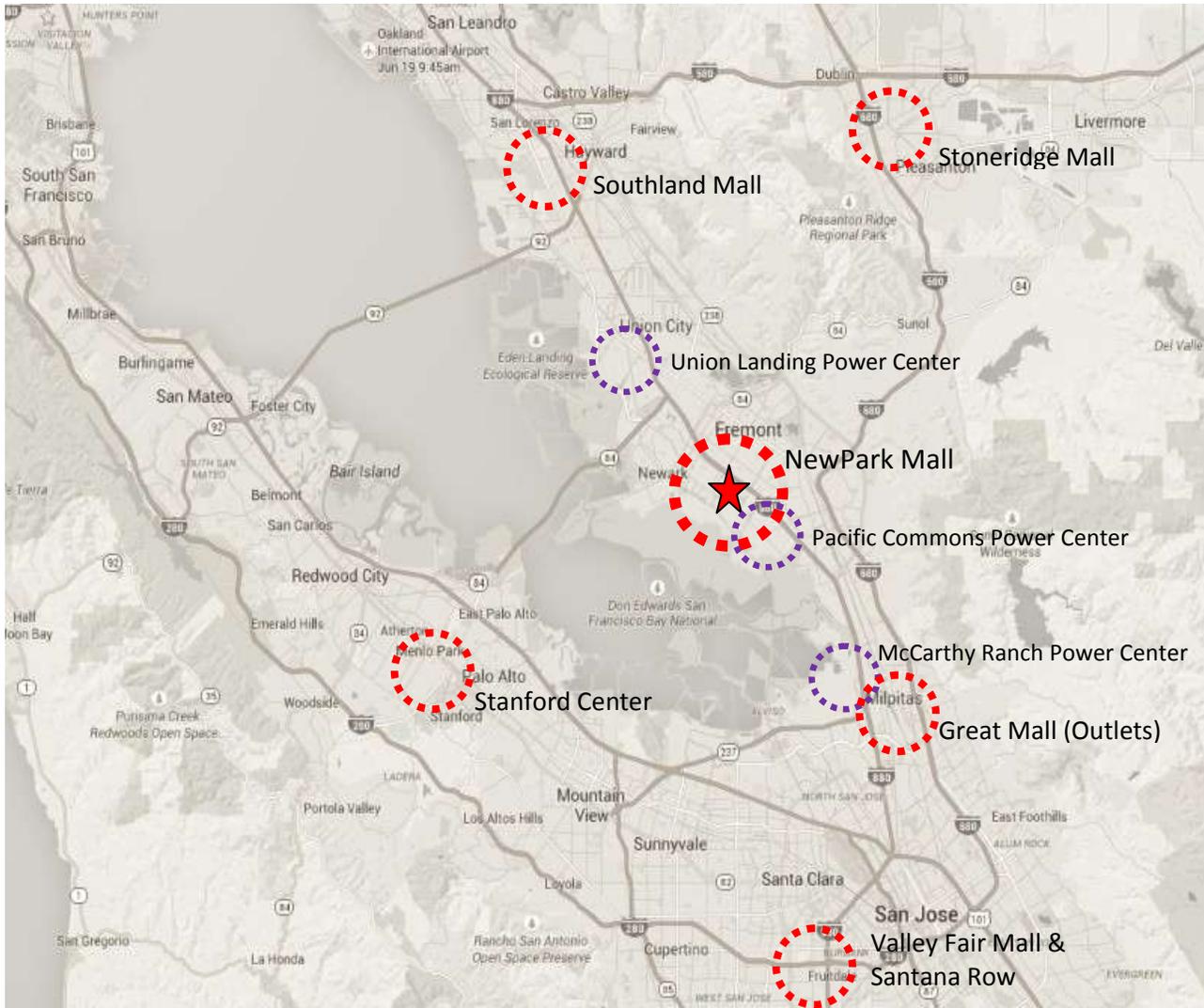
NewPark Mall opened in 1980 to great acclaim, drawing well and serving as the commercial heart of the community. The City's residents maintain many fond memories of the mall's heyday when the mall was "The Place To Go" on weekends and in the evenings for shopping and entertainment, and where they were sure to bring family and friends visiting from out of town.

Over the past decade, regional competition has contributed to a severe decline in mall revenues and vibrancy: Circuit City, Staples, Babies R Us, Toys R Us, TJ Maxx, Men's Wearhouse, Cinedome Theaters, and the multi-story Target store all departed Greater NewPark for open air Power Centers. Revenues which topped \$200 million in 2006 fell by 35% to \$130 million by 2012. The northern end of the inline stores near Sears continued to suffer habitual vacancies.

In 2013, the City's economic development team in coordination with private sector property owners, business owners, and real estate professionals deployed a proactive economic development agenda to revitalize the struggling mall. The mall is now undergoing a major renovation. The 90,000 square feet of a vacant anchor building is to be occupied by a restaurant and entertainment business and the mall's owners plan extensive remodeling to include two tiers of new restaurants as well as an IMAX movie theater to complement existing anchor retailers and over 150 specialty stores.



Introduction



Regional competition for tenants and customers



Vacancies at the mall's north end have been a persistent challenge.

Introduction

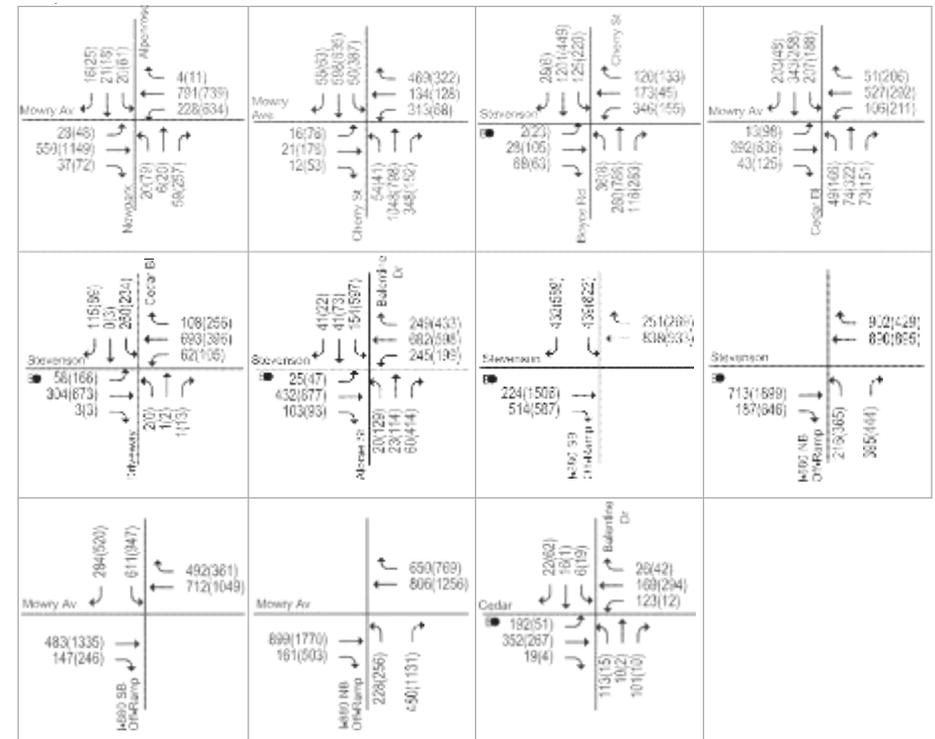
1.3 Transportation Analysis

Existing Roadway Network

Regional access to the project site is provided via I-880 with over 185,000 average daily trips. Local access to the site is provided via Mowry Avenue, Balentine Drive, Cedar Boulevard, and Stevenson Boulevard. These roadways are described below.

- I-880** is an eight lane north-south freeway, with three-mixed flow lanes and one HOV in each direction. I-880 provides regional access from East Bay communities to the north with San Jose to the south, where it becomes SR 17. Access to NewPark Mall would be via the I-880/Mowry Avenue interchange and the I-880/Stevenson Boulevard interchange.
- Mowry Avenue** is an east-west roadway located directly north of the project site that extends from the San Francisco Bay in the west to Mission Boulevard in the east. Between I-880 and Cedar Boulevard, Mowry Avenue has six travel lanes with raised medians and turn lanes at major intersections. Mowry Avenue provides access to commercial, residential, and light industrial areas. Mowry Avenue provides direct access to the project site via its intersection with Alpenrose Court.
- Balentine Drive** is primarily a four-lane north/south, roadway that runs from NewPark Mall in the north to Stevenson Boulevard, where it becomes Albrae Street and continues to Christy Street in the south. It provides direct access to NewPark Mall via the NewPark Mall loop road.
- Cedar Boulevard** is a north/south, four-lane roadway that is located west of the project site. This roadway serves commercial/retail, industrial, and residential areas.
- Stevenson Boulevard** is primarily a six-lane, east/west roadway near the project site. It serves the surrounding residential and commercial uses. It begins just west of Boyce Road and terminates at Mission Boulevard in the east. Stevenson Boulevard provides access to the project site via its intersection with Balentine Drive.

Data and graphics courtesy of Hexagon Transportation Consulting



LEGEND
 XX(X) = AM(PM) Peak-Hour Traffic Volume

Introduction

Existing Bicycle/Pedestrian Facilities

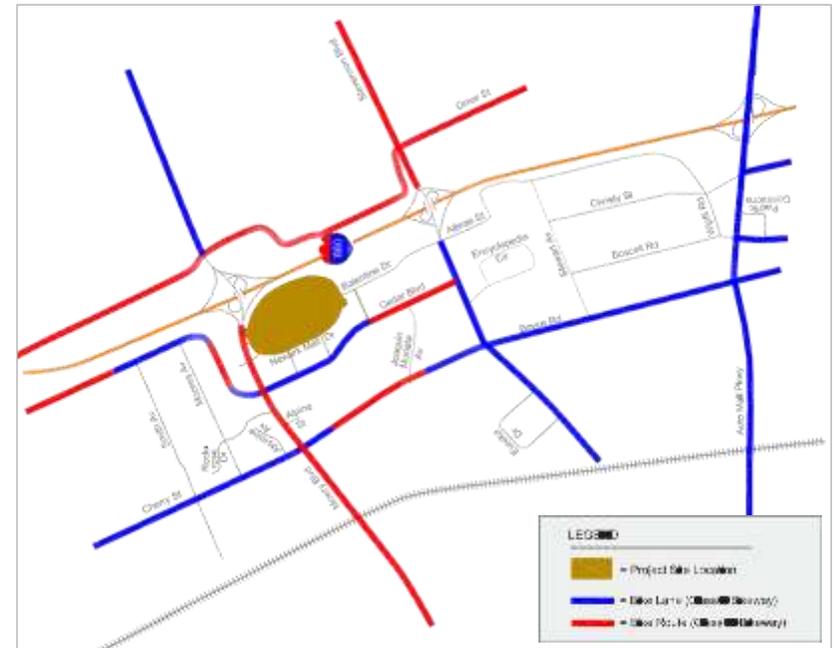
The Alameda Countywide Bicycle Plan and Fremont Bicycle Master Plan describe the existing bicycle network in the Cities of Newark and Fremont. Existing bicycle facilities in the vicinity of the project site are as follows:

- Stevenson Boulevard – existing Class III bicycle route from Paseo Padre Parkway to its termination east of Boyce Road.
- Cedar Boulevard – existing Class III bicycle routes from Stevenson Boulevard to Balentine Drive and existing Class II bicycle lanes from Balentine Dr. to Birch Street.
- Mowry Avenue – existing Class III bicycle route from I-880 to its termination in the west and existing Class II bicycle lanes from Farwell Drive to Peralta Boulevard.
- Boyce Road – existing Class II bicycle lanes from Stevenson Blvd. to Cushing Parkway.
- Cherry Street – existing Class II bicycle lanes from Stevenson Blvd. to Central Avenue.

Field observations showed that there are no on-site signed or striped bicycle facilities that connect the existing roadway network to NewPark Mall. Bike racks were noted at most Mall entrances. However, to promote a more bicycle friendly site the Mall would benefit from upgrading the existing bike racks, adding bike lockers to the site, and providing signed or striped bike paths into and out of the Mall from the nearby public roadways.

Generally field observations showed that sidewalks are present around all of the mall entrances and next to the mall buildings. However, there are some gaps in sidewalks noted around the loading areas and also a few areas where sidewalks are present but do not link to any existing pedestrian paths (#1 and #2). Field observations showed that there are no sidewalk or crosswalk connections from the NewPark Mall site to the public roadways, which requires pedestrians to walk in the on-site roadways to get to and from the Mall to the public streets. In addition, there is inconsistent, outdated, and fading crosswalk and other striping present at the NewPark Mall site (#3 and #4). In order to improve and enhance the pedestrian environment, the NewPark Mall Master Plan includes recommendations to provide new pedestrian links from the mall to the public streets and signage to direct pedestrians to and from the public roadways into the mall. The site also should refresh all of the on-site striping.

Data and graphics courtesy of Hexagon Transportation Consulting



Introduction

Existing Transit Service

Existing transit service to Greater NewPark is provided by the Alameda-Contra Costa (AC) Transit District. The level of existing transit is typical for the suburban context of the study area. Although the mall is served by 10 transit routes, the service frequency is so low as to make transit use difficult. The bus routes are:

Route 212: Route 212 operates Monday through Friday between 5:50 am and 10:00 pm. Route 212 travels between NewPark Mall and Fremont BART, and runs along Cushing Parkway, Fremont Boulevard and Mowry Avenue. The 212 line stops at the NewPark Mall bus stop located at Sears. Headways are every 30 minutes in the study area.

Route 216: Route 216 operates Monday through Friday between 5:25 am and 8:30 pm. Route 216 travels between Union City BART, Fremont BART and New Park Mall, and runs along Niles Boulevard, Peralta Boulevard, Central Avenue, and Cedar Boulevard. The 216 line stops at the NewPark Mall bus stop located at Sears. Headways are every 60 minutes.

Route 232: Route 232 operates Monday through Friday between 5:25 am and 8:20 pm. Route 232 travels between Union City BART and New Park Mall, and runs along Paseo Padre Parkway and Cedar Boulevard. The 232 line stops at the NewPark Mall bus stop located at Sears. Headways are every 60 minutes.

Route 242: Route 242 operates Monday through Friday between 6:20 am and 11:15 pm and weekends from 7:00 am to 7:45 pm. Route 242 is a loop route and travels west from the Fremont BART station into Newark and back to the Fremont BART station. Route 242 runs along Mowry Avenue, Cherry Street, and Stevenson Boulevard. The 242 line stops at the NewPark Mall bus stop located at Sears. Headways are every 60 minutes during both weekdays and weekends.

Route 251: Route 251 operates Monday through Friday between 6:00 am and 8:30 pm and weekends from 6:00 am to 7:55 pm. Route 251 is a loop route and travels west from the Fremont BART station into Newark and back to the Fremont BART station. Route 251 runs along Mowry Avenue, Cherry Street, and Thornton Avenue. The 251 line stops at the NewPark Mall bus stop located at Sears. Headways are every 60 minutes during both weekdays and weekends.

Route 264: Route 264 operates Monday through Friday between 5:15 am and 9:00 pm. Route 264 travels between Union City BART and the Ohlone College Newark Campus, and runs along Newark Boulevard, Cherry Street, and Mowry Avenue. The 264 line stops at the NewPark Mall bus stop located at Sears. Headways are every 60 minutes.

Route 332: Route 332 operates weekends between 7:00 am and 8:00 pm. Route 332 travels between New Park Mall, Union City BART, and Fremont BART. Route 332 runs along Mowry Avenue and Cedar Boulevard. The 332 line stops at the NewPark Mall bus stop located at Sears. Headways are every 60 mins.

Route 333: Route 333 operates Monday through Friday during off-peak hours between 7:10 pm and 1:00 am. Route 333 travels between Union City BART, Fremont BART, and New Park Mall. Route 242 runs along Cedar Boulevard and Stevenson Boulevard. The 333 line stops at the NewPark Mall bus stop located at Sears. Headways are every 60 minutes.

Route 345: Route 345 operates weekends between 6:00 am and 9:00 pm. Route 345 travels between Fremont BART, Union City BART, and New Park Mall, and runs along Newark Boulevard, Cherry Street, and Mowry Avenue. The 345 line stops in front of Sears at NewPark Mall. Headways are every 60 minutes.

Data and graphics courtesy of Hexagon Transportation Consulting



Field observations indicate that bus service to and from the mall was at approximately 10 to 20% of capacity during the PM peak hour. Based on these field observations, there would be adequate capacity available from the existing bus service to accommodate an increase in ridership due to the redevelopment of the NewPark Mall Master Plan.



Existing bus shelter at NewPark.

Introduction

1.4 Planning Process

Held at the Newark Community Center on August 8th 2012, Workshop #1 empowered participants to express their thoughts, visions, and preferences for the future of the Greater NewPark Project Area. Participants expressed a desire to revitalize the project area so that it would again serve as the heart of the community. A strong desire for more retail and restaurant choices was a common theme, and many residents were dismayed that the mall was replete with so many vacancies.

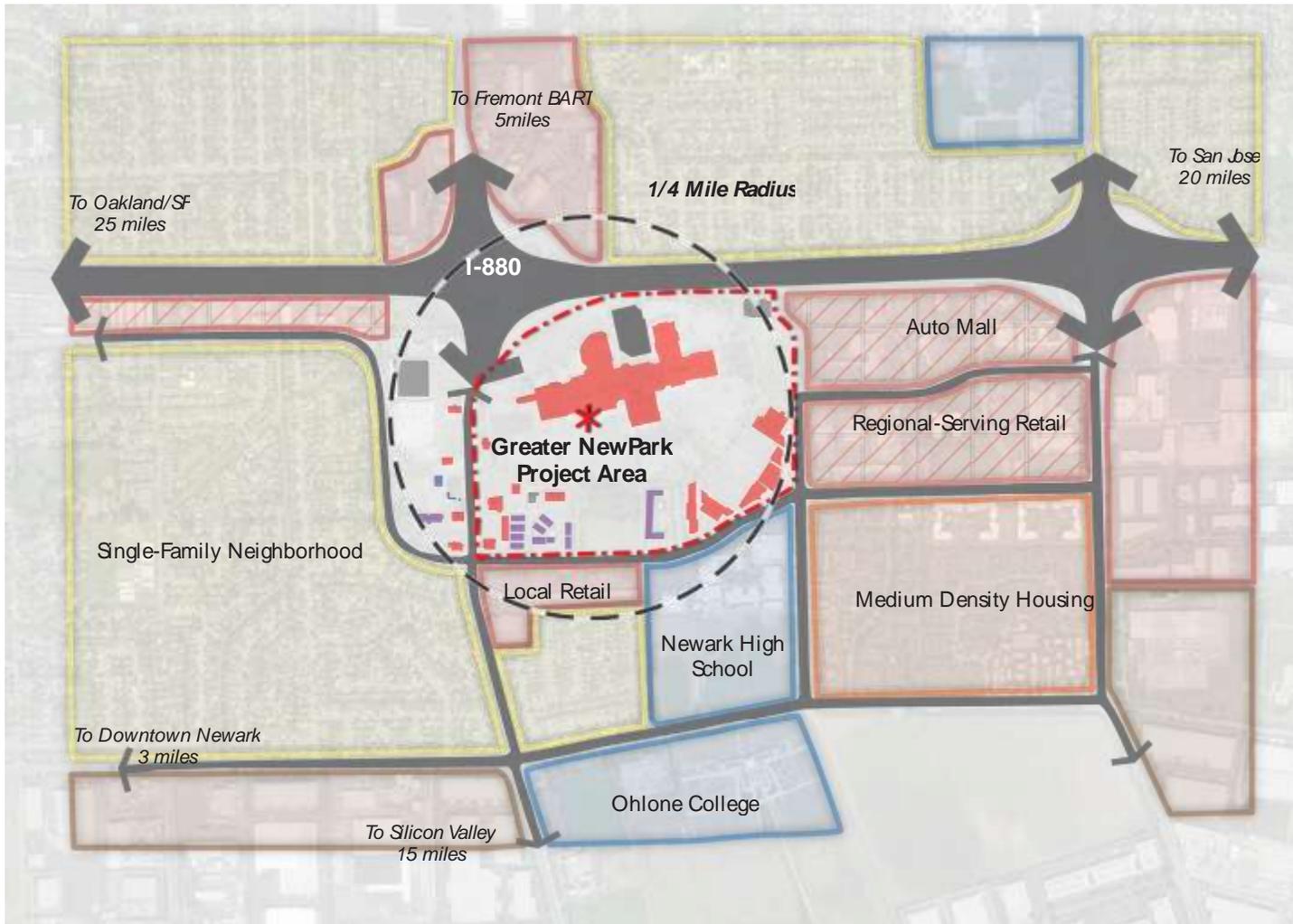
A second common theme included a strong sense that improvements to the physical appearance of both the buildings and the outdoor spaces should be a top priority. Residents cited poor signage, frustrating circulation patterns, and poor connectivity as areas needing attention. Finally, there was strong consensus for construction of an outdoor space that could serve as a hub for community activities and entertainment.



Public Workshop, August 8th, 2012

Introduction

1.3.3 Local Context



- Greater NewPark is strategically located at the crossroads of regional thoroughfares and has excellent opportunity for synergies with nearby residential, retail, educational and lodging uses.







2. FUTURE OF GREATER NEWPARK

2.1 Vision

2.2 Key Elements

- A. Land Use Strategy
- B. Redevelopment Concepts
- C. Entry, Access, & Connectivity
- D. NewPark Commons

New investment is likely to occur incrementally, and over time. The following illustrations, goal, and strategies depict and inform possible development concepts in support of the community's stated preference for an active, vibrant, and economically flourishing destination.

The concepts presented in this plan do not represent required changes to existing properties. Rather, development concepts are provided to illustrate opportunities for possible arrangements of new streets, blocks, buildings, and open spaces.

The Future of Greater NewPark

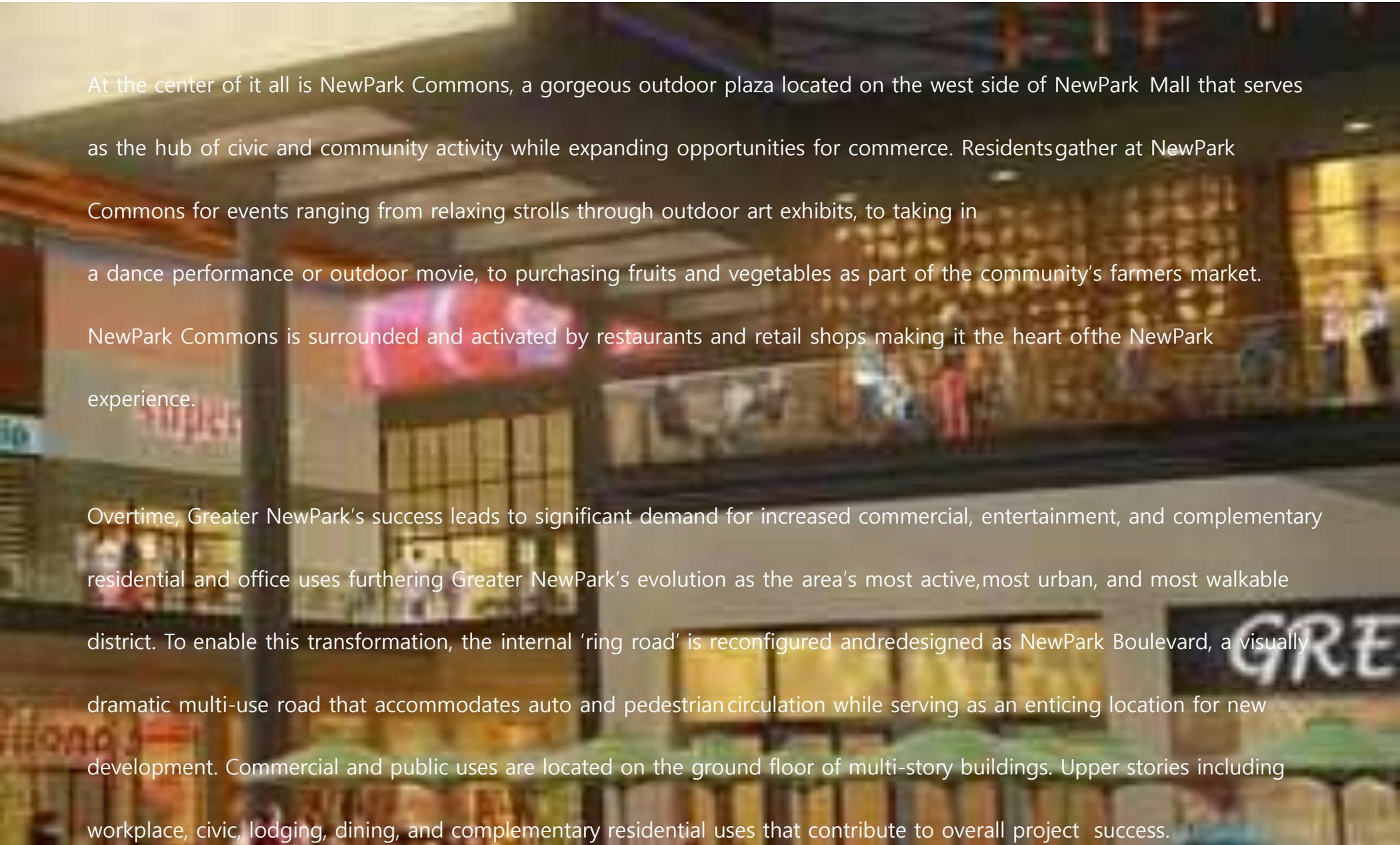
2.1. Vision

Greater NewPark is the Region's most Vibrant, Active, and Thriving Mixed-Use Destination.

Greater NewPark is bustling and offers unparalleled shopping, entertainment, restaurant, and lodging choices, that inspire the envy of patrons and the attention of investors.

Complementing NewPark Mall's shops and anchor tenants, a variety of new retail, dining, and entertainment offerings attract residents and visitors throughout the region: A new 12 screen theater features the only IMAX theater in the area; a range of new restaurants offer indoor and outdoor dining possibilities; regional and super regional commercial and auto sales located within Greater NewPark draw thousands of shoppers and generate revenue that furthers the community's goals. New hotels and Class-A offices establish Greater NewPark as a destination for business travel and corporate events, while providing community members with much needed options for visiting family members.

The Future of Greater NewPark



At the center of it all is NewPark Commons, a gorgeous outdoor plaza located on the west side of NewPark Mall that serves as the hub of civic and community activity while expanding opportunities for commerce. Residents gather at NewPark Commons for events ranging from relaxing strolls through outdoor art exhibits, to taking in a dance performance or outdoor movie, to purchasing fruits and vegetables as part of the community's farmers market. NewPark Commons is surrounded and activated by restaurants and retail shops making it the heart of the NewPark experience.

Overtime, Greater NewPark's success leads to significant demand for increased commercial, entertainment, and complementary residential and office uses furthering Greater NewPark's evolution as the area's most active, most urban, and most walkable district. To enable this transformation, the internal 'ring road' is reconfigured and redesigned as NewPark Boulevard, a visually dramatic multi-use road that accommodates auto and pedestrian circulation while serving as an enticing location for new development. Commercial and public uses are located on the ground floor of multi-story buildings. Upper stories including workplace, civic, lodging, dining, and complementary residential uses that contribute to overall project success.

The Future of Greater NewPark

2.2.A Land Use Strategy

GOALS

1. Support the ongoing renovation and repositioning of NewPark Mall
2. Maximize economic development and long term revenue throughout Greater NewPark.
3. Attract revenue-generating commercial, lodging, and entertainment uses that complement existing and desired retail and entertainment anchors.
4. Permit office, residential, live-work, civic, and quasi-public uses **only** so far as they support the overall success of revenue-generating commercial uses.
5. Residential development should complement and support existing and future commercial development. Residential projects should be exclusively rental housing and be constructed at densities that support transit and contribute to an overall intensification of development throughout Master Plan Area.

STRATEGIES

NewPark Mall

1. Anchor tenants and inline stores should strive for high quality tenants that support the mall's repositioning in the marketplace.
2. Locate restaurants, entertainment venues, and retailers where they are on-display and have frontage onto NewPark Commons.

Former Cinedome Theater Site

1. Encourage auto sales, regional retail, and hotel uses.
2. Leverage proximity to I-880 to attract highest quality businesses that can capitalize on visibility and ADT's.

NewPark Plaza

1. Premier location for regional and super-regional retail due to excellent proximity to I-880 and multiple points of access.
2. Potential for dense mixed use project.
3. Land uses should complement NewPark Mall rather than compete for tenants and customers. Land uses shall build on synergies with nearby auto sales and regional retail.

Shirley Sisk Grove

1. Redevelopment could include hotel, mixed-use, residential, and office development in coordination with property along Cedar Boulevard.
2. Future land uses conditional upon successful relocation of park programs and events to NewPark Commons or elsewhere within Greater NewPark.

Mixed-Use Boulevard

1. Encourage destination retail, office, hotel, and lodging uses along Cedar Boulevard and future NewPark Boulevard.
2. Residential uses should be of densities greater than 30 du/ac and located in mixed use buildings with ground floor commercial uses.

Mowry Gateway

1. Encourage retail, restaurants, and commercial uses along Mowry Avenue.
2. Leverage proximity to I-880 to attract highest quality businesses that can capitalize on visibility and ADT's.
3. Encourage office and quasi-public uses on upper stories.

NewPark Commons

1. Require ground floor restaurants, retail, and other pedestrian-activity generating uses where they have frontage on NewPark Commons.
2. Permit commercial, restaurants, entertainment and office uses on upper stories.

The Future of Greater NewPark

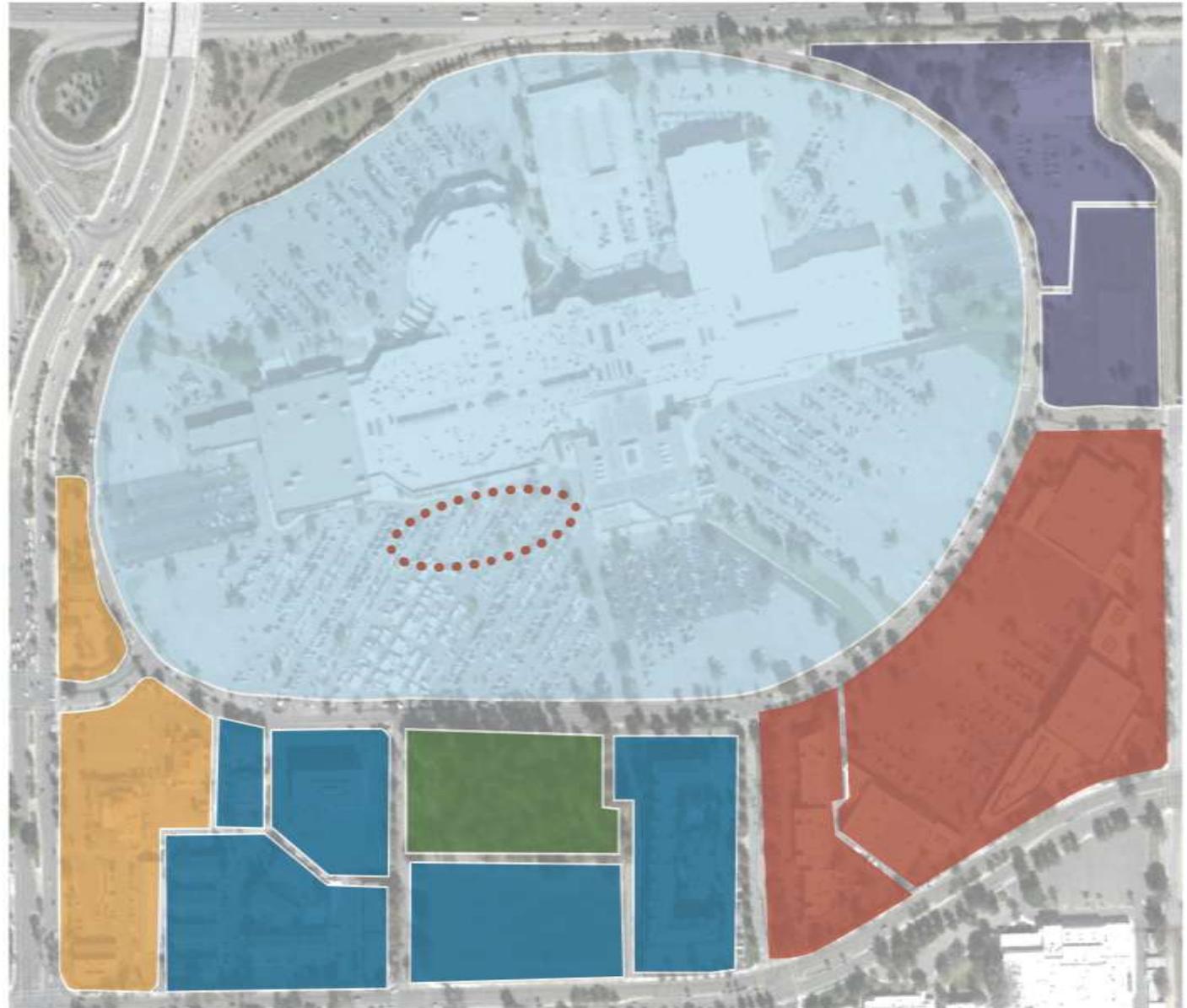
General Plan Designation:
Regional Commercial.

This designation supports the largest and most complete shopping facilities in the city. The emphasis is on a broad array of goods and services, including department stores, retail shops, restaurants, entertainment facilities, and similar uses which draw patrons from throughout Newark and the surrounding region.

Uses such as hotels and corporate office buildings are acceptable in areas with this designation. Housing at densities greater than 30 units per acre may be included in Regional Commercial areas if such housing is a component of a large-scale planned development which is primarily oriented around regional retail commercial uses.

FARs are generally in the range of 0.2 to 4.0.

The actual intensity of development on any given site is dictated by a number of factors, including height limits, parking and landscaping requirements, and site size and dimensions



■ Location of NewPark Commons is conceptual

Future of Greater NewPark

2.2.B. Redevelopment Concepts

1. NewPark Plaza

GOAL

1. Locate a regional or super-regional retail and/or entertainment anchor that will attract residents and visitors from Silicon Valley and East Bay cities.

STRATEGIES

1. Attract Investment
 - A. Explore economic incentives including fee reductions and tax sharing agreements to catalyze desired new investment in support of long-term economic health.
 - B. Encourage joint marketing and business development with NewPark Mall and adjacent businesses to leverage synergies focused on tenant and customer attraction.
 - C. Streamline permitting for new development that supports overall project goal.
 - D. Establish shared parking management programs to maximize the efficient use of land and increase projected revenues.
2. Direct Site Development in Support of overall Project Vision
 - A. Locate buildings to prioritize frontage along NewPark Boulevard. Buildings fronting onto ring road shall not be setback behind surface parking areas. Landscaped setbacks should be publicly accessible and attractive to pedestrians.
 - B. Minimize distance and establish clear connection between primary building entrance and New Park Boulevard sidewalks.
 - C. Multi-story buildings are encouraged. Single-story buildings should be a minimum twenty-four feet to enhance visibility.
3. Structure Land Uses Regulations to Maximize Investment in Accordance with Redevelopment Goals
 - A. Locate retail, commercial, and entertainment uses on the ground floor of all buildings having frontage on NewPark Boulevard.
 - B. Apply mixed use zoning to permit residential development on upper stories throughout NewPark Plaza to the extent that the Residential use complements the primary retail use.



strategically located between the Mall and major automotive and commercial centers to the south and west.

Future of Greater NewPark

REDEVELOPMENT CONCEPT

Regional retail and office uses are located in multi-story buildings fronting onto NewPark Boulevard. Building forms anchor corners, terminate vistas, and enhance pedestrian activity. Parking is located behind primary buildings and within block interior. (right)

Intensification of development on NewPark Plaza might include high density residential uses fronting onto Cedar Boulevard and Balentine Drive.

Parking is located in surface lots and structured within buildings.



Future of Greater NewPark

2.2.B. Redevelopment Concepts

2. Shirley Sisk Grove and Opportunity Site along Cedar Boulevard

GOALS

1. Direct new investment to Greater NewPark's most underutilized parcels. Shirley Sisk Grove and the opportunity site to its south represent 3.37 and 3.1 acres of underutilized property respectively.
2. Reduce overall costs and generate revenue while increasing safety and the value of adjacent properties.
3. Illustrate Greater NewPark's commitment to growth through realization of new development.
4. Reduce areas of disinvestment that detract from Greater NewPark's overall character and reduce perceived value.

STRATEGIES

1. Re-purpose part or all of Shirley Sisk Grove
 - A. Explore possible long-term lease structure that would support development of hotel, office, entertainment anchor, mixed use, or other significant investment.
 - B. Consider public/private partnership opportunities; ensure that publicly accessible community amenities are part of any future development until such time as current Sisk Grove events are permanently programmed elsewhere within Greater NewPark.
 - C. Prioritize building frontage onto NewPark Boulevard.
 - D. Encourage commercial, lodging, civic, or other public uses on the ground floor.
 - E. Permit commercial, lodging, and supportive residential on upper stories.
2. Direct new investment to Underutilized Property between the Grove and Cedar Boulevard.
 - A. Permit a wide range of new commercial, hotel, office, and entertainment uses where they are on display along Cedar Boulevard.
 - B. Permit high-density residential uses to the extent they complement primary commercial use.
 - C. Enhance sidewalks and overall pedestrian conditions along N. Magazine Street to enhance connectivity between Cedar Boulevard and NewPark Boulevard.



Shirley Sisk Grove and the adjacent development sites along Cedar Boulevard are poised to support significant new investment where it will enhance overall project goals.

Future of Greater NewPark

REDEVELOPMENT CONCEPT

» Shirley Sisk Grove is re-purposed to enable development of a destination hotel where it supports the community's vision for vibrancy and high quality development within the heart of Greater NewPark.

» High-density residential development, if included, is located throughout the site in multi-story buildings where residents are within walking distance of shops, restaurants, and Newark Memorial High School.



Future of Greater NewPark

2.2.B. REDEVELOPMENT CONCEPTS

3. Former Cinedome Site

GOALS

1. Leverage the site's unparalleled visibility along I-880 to attract class-A office, hotel, auto-dealership, or other major revenue-generating commercial development.
2. Illustrate Greater NewPark's commitment to growth through redevelopment of underutilized parcels that in their current conditions communicate a sense of disinvestment and detract from overall quality and sense of value.

STRATEGIES

1. Set the Stage for Future Development
 - A. Remove structures that cannot be effectively repurposed.
 - B. Assess hydrological and other technical issues to prepare the site for new investment.
2. Direct Site Development in Support of Project Goals
 - A. Prioritize building frontage onto NewPark Boulevard and Balentine Drive.
 - B. Ensure clear visibility between I-880 and commercial development.
 - C. Establish direct connections between primary building entrance and sidewalks integral to overall pedestrian circulation.
 - D. Multi-story buildings are encouraged. Single-story buildings should be a minimum twenty-four feet to enhance visibility and should include towers and other significant vertical building volumes.
 - E. Utilize streetscape improvements, gateway signage and architectural massing to enhance connection between Greater NewPark and commercial district along Balentine Drive.
3. Structure Land Uses Regulations to Maximize Investment supportive of Redevelopment Goals
 - A. Streamline the approval of class-A office, hotel, and auto-sales where they leverage visibility to I-880 in support of long term goals for economic development.



Former Cinedome Site and adjacent development sites are poised to support significant new office, lodging, and revenue generating uses between NewPark Mall and auto sales to the south.

Future of Greater NewPark

REDEVELOPMENT CONCEPT

- » Class A office (illustrated in blue) is located where it has strong visibility from I-880.
- » Hotel, or office uses occupy tall buildings (eight stories illustrated in adjacent concept).
- » Parking is located in a shared structure to maximize the efficient use of land and enable maximum development.
- » Commercial or hotel building is located at corner of NewPark Boulevard and Balentine Drive creating a visual connection to auto-dealerships to the south.



400 room hotel or Class A office



Buildings create gateway to Greater NewPark



Shared Parking Garage

Future of Greater NewPark

2.2.C. Entry, Access, and Connectivity

GOALS

1. Maintain and improve access to existing businesses.
2. Restructure circulation between Mowry Avenue and interior roads to enhance safety and maximize efficiency for autos and pedestrians.
3. Create a network of tree-lined streets within existing parking fields to define a future block system.
4. Plan for increased circulation between Mowry Avenue and interior parcels for residents and visitors traveling by automobile, bicycle, or on foot.
5. Enhance transit access and associated pedestrian circulation.

STRATEGY 1 - Improve Access between Alpenrose, Mowry, and Mall Ring Road

Context

The current conditions between Mowry Avenue and the Mall Ring Road provide a double left turn westbound on Mowry Avenue into Alpenrose Street. The Mall Ring Road is located approximately 250 feet from the traveled way on Mowry Avenue. To prevent vehicles entering the mall from spilling back from the Mall Ring Road onto Mowry Avenue, inbound traffic on Alpenrose Street does not stop at the Mall Ring Road. Traffic on the Ring Road is controlled by stop signs and yields to inbound vehicles on Alpenrose Street. While the current design accomplishes its goal of preventing inbound traffic to the mall from blocking Mowry Avenue, it creates several problems. First, vehicles on the Mall Ring Road are sometimes confused that traffic on Alpenrose Street does not stop, which creates safety concerns. Second, the intersection of Alpenrose Street/Mall Ring Road does not have sidewalks or crosswalks, and the uncontrolled movement on Alpenrose Street is intimidating for pedestrians. Third, the westbound dual left turn does not provide adequate left turn storage during the PM commute period, which leads to left turn vehicles spilling into over into the through lane. All of these problems would worsen with intensification of uses in Greater NewPark. Future development should explore improvements to the Mowry Avenue along the Mall frontage.

Concepts

The concept presented herein are provided for discussion purposes only and are not intended as schematic design for future capital improvements. Reconfiguration of entries, access, and connectivity will require comprehensive design and engineering studies to address the interconnected impacts that any single intervention may have on conditions throughout the project area.

Future of Greater NewPark

Concept 1: A Second Signalized Mowry Avenue Access Point.

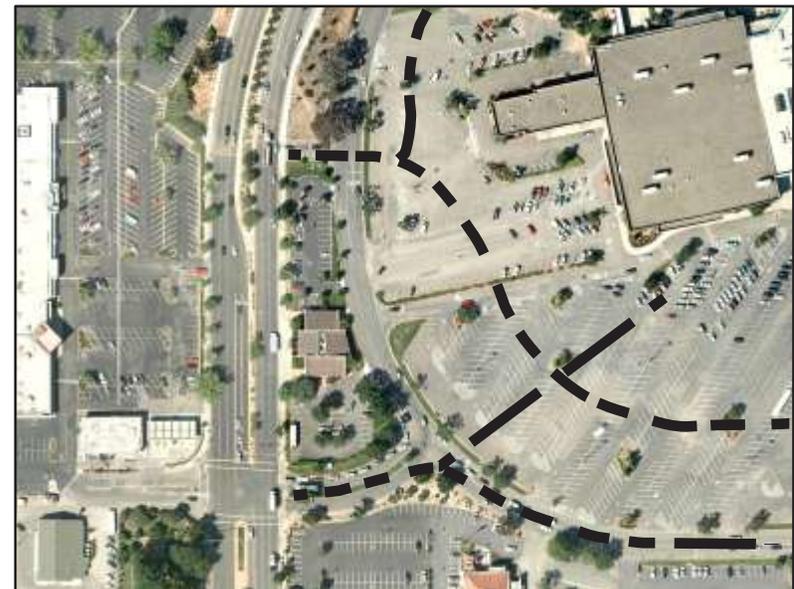
There is an existing right turn only driveway on Mowry Avenue approximately 500 feet east of Alpenrose Street. To distribute traffic more evenly to the Mall Ring Road and alleviate the westbound left turn storage deficiency on Mowry Avenue at Alpenrose Street, a new traffic signal at east driveway should be explored. The driveway could be widened to provide two outbound right turn lanes to Mowry Avenue and one inbound lane. Through and left turn access out of the driveway onto Mowry Avenue would be prohibited. In addition, a left turn pocket would be added to westbound Mowry Avenue at the driveway to increase the storage space available for vehicles turning into the Mall. A traffic signal interconnect would also be required with nearby traffic signals on Mowry Avenue. Further design study of this improvement is necessary to determine the number of trips that would use the new inbound left turn pocket and the resulting improvement to the intersections of Alpenrose Street/Mowry Avenue/Mall Ring Road.



Conceptual lane configuration

Concept 2: Explore Mall Ring Road Relocation and Lane Reduction.

The Mall Ring Road just south of Mowry Avenue could be pushed farther south, and possibly reduced to one lane in each direction (except for turn pockets at intersections), to provide additional throat depth between the Mall Ring Road and Mowry Avenue. This would also expand the size of the existing parcel between Mowry Avenue and the Mall Ring Road, increasing its economic viability. Additional throat depth would alleviate some of the inbound and outbound queuing problems at Alpenrose Street/Mowry Avenue/Mall Ring Road. The northern portion of the Mall Ring Road is lightly traveled, and depending on the level of land use intensification, may not require four through travel lanes.



Conceptual road network

Future of Greater NewPark

Concept 3: Explore Improvements to Mowry Avenue at Alpenrose Street

Preliminary level of service estimates show that with intensification of uses in the area, the intersection of Mowry Avenue and Alpenrose Street would approach capacity. To expand capacity, the intersection could be upgraded to a full 8-phase traffic signal and operated with separate left turn phases on all approaches. The northbound approach on Alpenrose Street (exiting the Mall) could be widened to provide one 20-foot northbound right/through lane and two outbound left turn lanes. In addition, if Concept 1 proves infeasible or undesirable, the westbound dual left turn lanes on Mowry Avenue could be extended or triple left turn lanes introduced. That latter improvement would require an additional receiving lane on Alpenrose Street into the Mall site.



Concept 4: Explore improvements to Alpenrose Street at Mall Ring Road

With the increase in traffic due to intensification of development, the operation of this intersection will further deteriorate. Improvement options include:

1. Roundabout (with a dedicated right turn lane from Alpenrose to the southbound Mall Ring Road);
2. New traffic signal (with a traffic signal interconnect and coordination with the Mowry Road/Alpenrose Street intersection);
3. Re-alignment of the intersection so that northbound traffic on the Mall Ring Road would connect directly to Alpenrose Street, with the east leg of the intersection remaining stop controlled.

The latter option could be enhanced by providing refuge medians and flashing amber warning beacons for pedestrians. The extent to which any of these options are viable depends on which of the previously described improvements are implemented and the amount of land use intensification.



Future of Greater NewPark

STRATEGY 2 - Build NewPark Boulevard



1. Create an attractive and prominent address to support desired commercial, hotel, and residential infill development.
2. Accommodate auto and pedestrian travel. Establish a planted median with decorative trees and lights; median yields to left turn lane at key intersections; establish minimum five foot buffer between sidewalks and travel lanes to include regularly spaced deciduous trees and decorative lights. Explore options for dedicated bicycle lane.



Future of Greater NewPark

2.2.D. NewPark Commons

GOALS

1. Establish Greater NewPark as a center for civic and community activities.
2. Coordinate public and private investments to expand Greater NewPark's appeal to tenants and customers.
3. Attract an audience of community members, residents, and visitors as part of their daily life.
4. Distinguish Greater NewPark within the regional marketplace of commercial destinations.

STRATEGIES

1. Construct a publicly accessible open space, or "commons", adjacent to NewPark Mall's southwest primary entrance where it can serve as a natural destination and focal point for visitors accessing the mall from Mowry. The Common's should be large enough to accommodate the Summer Concert Series and other public events and performances.
 - A. Work with property owners to restructure property lines and lease structures in support of mutually beneficial long term economic goals.
 - B. Restructure circulation and parking in favor of pedestrian safety and enhanced connectivity.
 - C. Maintain view corridors to anchor stores.
2. Enclose NewPark Commons with new buildings to create an active and vibrant outdoor destination.
 - A. Structure development entitlements in accordance with property owner preferences.
 - B. Permit new buildings to activate NewPark Commons and provide additional choices for commercial tenants.
 - C. Permit temporary buildings including kiosks and pop-up retail structures throughout NewPark Commons.
 - D. Encourage ground floor activity generating uses such as restaurants and retailers.
 - E. Encourage outdoor dining and display of goods.
3. Activate NewPark Commons to accommodate local events.
 - A. Relocate the farmers' market to the Commons.
 - B. Encourage additional programming including summer concerts, sponsored events, holiday events, and theatrical and music performances.
 - C. Design the Commons as an attractive destination for families with children, seniors, and the full spectrum of residents and visitors.

Future of Greater NewPark

REDEVELOPMENT CONCEPT

- » NewPark Commons provides a publicly accessible open space adjacent to NewPark Mall's primary entry.
- » Existing parking lots and circulation redesigned as a network of streets and blocks with "block" interiors serving as surface parking lots.
- » Mixed use buildings have ground floor restaurants and retail shops fronting onto NewPark Commons. Potential for office and hotel uses on upper stories.
- » Outdoor shopping experience adjacent to Macy's, primary mall building, and Sears.



NewPark Commons aligned with Macy's and primary Mall entrance





3. IMPLEMENTING MEASURES

- 3.1 Sequence of Investment
- 3.2 Public Actions
- 3.3 Private Actions

Implementing Measures

3.1 Sequence of Investment

Investment may occur in a variety of phases. The City shall coordinate public and private investment to maximize long-term economic health.

STEP 1: ESTABLISH NEWPARK COMMONS Restructure access and circulation; locate publicly accessible open space adjacent to NewPark Mall entrance; activate mall building with outward facing retail and eating establishments.



Implementing Measures

STEP 2: REDEVELOP NEWPARK PLAZA: Attract regional retail anchor; locate buildings with frontage onto future NewPark Boulevard; Introduce building elements to frame and terminate vistas; locate pedestrian entrances where they are accessible from public sidewalks.



Implementing Measures

STEP 3: REDEVELOP CINEDOME SITE Attract class-A office, hotel, and/or auto sales anchor; locate buildings to enhance access and connectivity between NewPark and auto sales district south of Balentine.



Implementing Measures

STEP 4: BUILD NEWPARK BOULEVARD: Set the stage for a range of new investment types including redevelopment of Shirley Sk Grove by creating an attractive setting for residential, office, and lodging uses. Coordinate public and private investment to enhance property values.



Implementing Measures

STEP 5: CATALYZER DEVELOPMENT OF SHIRLEY SISK GROVE AND UNDERUTILIZED SITES ALONG CEDAR BOULEVARD: Structure land leases to attract hotel developers. Work with property owners to locate residential and/or commercial uses along Cedar Boulevard where they are situated between Greater NewPark, Ohlone College and Newark Memorial High School.



Implementing Measures

STEP 6: BUILD NEWPARK COMMONSTOWN CENTER: Locate mixed-use buildings having ground-floor retail and restaurants where they activate NewPark Commons. Enable restaurant and retail tenants to utilize the Commons with outdoor seating and display of wares.



Implementing Measures

STEP 7: CONNECT NEWPARK COMMONS TO THE PRIMARY ENTRY: Permit office and commercial uses in multi-story buildings to announce entry to NewPark Commons; construct parking structure adjacent to Macy's to increase parking supply for NewPark Commons and anchor tenant.



Implementing Measures

STEP 8: ADD RESIDENCES AND OFFICES Permit residential and office development in multi-story buildings along NewPark Boulevard.



Implementing Measures

3.2 Public Actions

GOALS

1. Maximize economic development throughout NewPark in accordance with the community's stated goals.
2. Coordinate Public and Private investments to support long-term economic health.

STRATEGIES

1. Create a Pro-development Business Climate.
 - A. Support redevelopment of underutilized properties throughout Greater NewPark.
 - B. Explore economic incentives including tax sharing and fee reduction programs that support economic growth.
 - C. Build support among property owners for redevelopment goals.
 - D. Explore public-private partnerships to maximize redevelopment potential.
 - E. Direct capital improvements in support of increased accessibility and circulation.
 - F. Modify the Sign Ordinance to allow larger, more vibrant and more attractive signage.
 - G. Leverage public investments in infrastructure and transportation.
 - H. Build and sustain an economic culture that reflects values of innovation and sustainability.
2. Structure Policies and Regulations to Streamline Approval of Preferred Development
 - A. Allow staff level approval of development consistent with zoning and the Greater NewPark Master Plan.
 - B. Establish land use policies to permit a wide-range of commercial, office, lodging, live-work and residential development.
 - C. Establish parking management strategies to maximize the efficient use of land and increase development potential.
 - D. Provide flexibility to investors to accommodate shifts in market preference.
 - E. Require that private institutional impediments, such as reciprocal parking agreements and prohibitions on residential development be removed as a condition of future development.
 - F. Establish form-based regulations to ensure that new buildings strengthen the pedestrian environment and support transit.
3. Attract New Investment to Greater NewPark that Supports the Community's Vision.
 - A. Promote development opportunities to prospective investors and developers.
 - B. Leverage site accessibility to attract developers from outside of the regional marketplace.
 - C. Work with property owners to enhance outreach to prospective tenants for underutilized spaces.
 - D. Permit temporary buildings including kiosks and pop-up retail structures throughout Greater NewPark.
4. Build Support for Future Capital Improvements
 - A. Work with property owners to build support for changes to traffic patterns and property lines.
 - B. Explore economic impact of changes to property lines necessary to drive economic benefit.

