Team

City of Newark
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Agenda

• Introduction
• Purpose
• Planning Background
• NewPark Place Revitalization Vision and Guidelines
• Next Steps
• Questions?
Introduction and Workshop Purpose

• City staff and consultants have completed detailed draft Specific Plan development guidance to revitalize NewPark Place

• Purpose of the Specific Plan is to provide detailed guidance to enable individual development projects to move forward

• Specific Plan builds on planning direction established in prior City plans including General Plan and Greater NewPark Master Plan
Introduction and Workshop Purpose

• Goal - attract new investment to NewPark Place. Specific Plan “sets the table” for potentially immediate investment

• Workshop Purpose:
  - Solicit decision maker input on Specific Plan content in preparation for formal consideration to adopt the Specific Plan
  - Solicit public input on Specific Plan Content
City of Newark General Plan (adopted 2013)
• Greater NewPark Focus Area – Improve Retail Climate, Intensify Development, Create exciting / premier local and regional destination, Consider high density residential to support success

Greater NewPark Masterplan (adopted 2015)
• Vision to transform/reposition mall; guide new investment; framework for future implementation; Land use, circulation, public space concepts; did not contain detailed land use, development and design standards, infrastructure plans, not an adopted policy or regulatory document

• Specifies that detailed planning is required to catalyze investment
Specific Plan Boundary

The 115-acre specific plan area is home to the commercial center of the City of Newark.
General Plan EIR (certified 2013)

• Addressed impacts of citywide development

• New development capacity in NewPark Focus Area of up to:
  
  – 700 New Hotel Rooms (350 existing/approved)
  – 200,000 New Square Feet of Retail/Restaurant Uses
  – 500,000 New Square Feet of Office Uses
  – 1,800 New Multi-family Housing Units (281 built/under construction)

• Impacts of NewPark Focus Area development included in assessment of citywide development impacts
NewPark Specific Plan Purpose

• Builds on/translations General Plan and Master Plan concepts into detailed development guidance for revitalization

• A specific plan is a General Plan implementation tool that is adopted as legislative amendment to the General Plan. Includes:
  • type, location and intensity of land uses
  • design guidelines
  • circulation design
  • infrastructure planning
  • Implementation measures – regulations/programs, financing

• Encourages developers to invest by approving specific uses, densities, and development standards within a specified design and infrastructure framework
Specific Plan Process to Date

• PC/CC AND Public Workshop 1 – Overview and concurrence to move forward

• PC/CC AND PUBLIC Workshop 2 (tonight) – Draft Specific Plan review in preparation for subsequent consideration to adopt Specific Plan
QUESTIONS
URBAN DESIGN OVERVIEW
RETAIL TRENDS

• Brick and mortar retail must go beyond necessity and convenience.

• Leisure and entertainment are rising factors driving customers to retail.

• A-List tenants demand greater attention to customer experience.

• Retail tenants are downsizing stores or being replaced with other attractions.

• Social amenities and event programming elevate appeal over competition.

• Housing and office can provide complimentarily activity to the site.
NEWPARK RETAIL STRATEGY

• Rethink mall anchors to enhance retail experience.

• Provide public spaces for community events and entertainment.

• Create a resident population that is well connected to the core retail asset so the activity supports and enhances the sense of place and activity at the mall.
VISION

Revitalize Newark’s Commercial core with an urban mixed-use community. Outdoor shops, parks, and plazas will complement and expand the experiential offerings making NewPark Place a premier regional retail destination.
LAND USE

Use residential-mixed use development as a catalyst within the ring road to revitalize the existing retail asset and create long-term benefit that will improve the future of parcels well beyond the study area.
MAIN STREET

NEWPARK AVENUE

New Park Avenue is a vibrant retail street that compliments the existing Mall. Wide sidewalks, outdoor dining, a mix of uses and active storefronts contribute to a sense of place.
NEWPARK BOULEVARD

NewPark Boulevard brings a pedestrian friendly streetscape to busy street. This creates new opportunities for a mixed-use address on both sides of the Boulevard.
GATHERING

DESTINATION PUBLIC SPACE

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

FLEXIBLE EVENT AREA

The central surface parking area framed by NewPark Avenue and the mall creates a flexible public space large enough for markets, concerts, or civic celebrations, and doubles as parking when not being used for special events.
A retail street, a boulevard, two plazas and a public park create a rich diversity of experience complimenting the retail core.
GUIDELINES

DESIGN STANDARDS AND GUIDELINES

Design standards and guidelines ensure that projects by different developers meet standards including height, appearance, setbacks and ground floor activation.

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NewPark Specific Plan Design Standards and Guidelines

The NewPark District is designated as a new employment, retail, and office destination that builds on the existing base of the NewPark Mall. The district is focused on creating a lively retail environment that is walkable, pedestrian-friendly, and integrated with the existing NewPark Mall. The district is designed to provide a pedestrian-oriented environment that is vibrant and active.

Development Standards

The NewPark Specific Plan District is designed to be a mixed-use development with a diverse mix of residential, retail, commercial, and office uses. The design is focused on creating a pedestrian-friendly environment that is walkable and connected to the existing NewPark Mall. The design is focused on creating a vibrant and active environment that is pedestrian-friendly.

Building Design - General

- **Building Types**: Mixed-use developments are encouraged in the district. The mix of residential, retail, commercial, and office uses contributes to a vibrant environment that is walkable and connected.
- **Building Height**: 200 feet
- **Front/Rear Setbacks**: Ground floor to 20 feet, second floor to 25 feet, maximum: 100 feet
- **Side Setbacks**: None
- **Micro-landscape**: Max. 100 cubic feet per building
- **Ground Floor Height**: Minimum 8 feet 6 inches above the ground level (Fig. 4)
- **Stair/Radius**: Ground floor doors shall have a minimum of 8 feet 6 inches above the grade
- **Parking**:
  - Minimum: 1.5 spaces per 1,000 square feet
  - Residential: 1 space per 500 square feet, maximum: 1 space per building
  - Office: 1 space per 500 square feet
  - Retail: 1 space per 1,000 square feet
- **Parking Requirements**: Parking spaces must be located within buildings and be accessible from the NewPark Mall.

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1. Height measured to top of roof.
2. Maximum building height is 200 feet. Above the height limit, the area is subject to the planning department's approval.
3. Micro-landscape units on NewPark Mall may have a ground floor height no less than 10 feet and a maximum height no greater than 120 feet.
4. The minimum required ceiling in office buildings is 9 feet and 10 feet in retail buildings.
5. Units with multiple parking spaces may be designated as a separate configuration.
Specific Plan Benefits for the City

- Implements General Plan and Master Plan visions
- Catalyzes transformative reemergence of the NewPark Mall
- Creates a vibrant local and regional destination
- Streamlines/Invites immediate investment
- Sets development design expectations to ensure quality development
- Requires private funding of improvements and maintenance to support revitalization
Next Steps

- Receive Council and public input tonight – refine Specific Plan if needed
- Hold future public hearings for Planning Commission and City Council consideration of CEQA documentation and Specific Plan adoption
- Accept individual project proposals and review for consistency with Specific Plan
- Conduct approvals process for individual
- Oversee construction of new development projects
Questions?