NewPark Specific Plan
Progress Update

Team

City of Newark
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Agenda

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

Current Direction and Workshop Purpose

- City staff initiating detailed planning for NewPark District revitalization
- Building on planning direction established in prior City plans including General Plan and Greater NewPark Master Plan
- Goal - attract new investment in NewPark District
- Create detailed guidance to enable individual development projects to move forward

Workshop Purpose:
- Solicit decision maker input on direction and request concurrence to move forward
- Solicit public input on direction
PLANNING PROCESS BACKGROUND

City of Newark General Plan (adopted 2013)
• Greater NewPark Focus Area
• Changing retail trends/competition = diminished pre-eminence
• Improve retail climate/create exciting destination
• Consider new land uses/more intense development
• High quality architecture/sense of identity for Newark
• Policies:
  – Diversify uses: create premier shopping/entertainment destination
  – Consider high density residential if contributes to retail focus
  – Vision of urban destination/transform from suburban to “urban village”
  – Prepare master plan: dynamic urban center, contemporary, sustainable, exciting destination for entire Bay Area
General Plan EIR (certified 2013)

• Addressed impacts of citywide development

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

• NewPark Focus Area development included in assessment of citywide development impacts

Greater NewPark Masterplan (adopted 2015)

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

• Builds on/translation Master Plan concepts into detailed development guidance for District revitalization

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

• Encourages developers to invest by approving specific uses and densities within a specified design and infrastructure framework

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Specific Plan Process to Date

• Stakeholder Workshop 1:
  • Initial Stakeholder workshop design session
  • Three preliminary concept plans developed

• Stakeholder Workshop 2:
  • Preferred public space framework plan selected
  • Input for further refinement of public space framework, land uses, rough development capacities

• Stakeholder Design Review Conference Call:
  • Refined plan presented to Stakeholder group for final comments

• Public Workshop (this evening)
NewPark Specific Plan Process Moving Forward

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

Questions
NEWPARK MALL CONDITIONS & DISTRICT URBAN DESIGN OVERVIEW
The Challenge: Revitalize and Reposition the core commercial assets for the next generation of retail

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

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

- Make NewPark a first choice for both a local and regional population by diversifying and enhancing the NewPark customer experience

- Add exterior retail street to create different and distinct offerings additive to existing interior mall

- Design a premier public realm that prioritizes the pedestrian customer experience

NEWPARK RETAIL STRATEGY

- Rethink primary north and south mall anchors to strengthen interior mall shops

- Create public spaces that can host various community events of different scales

- Create a resident population with housing or other uses that is well connected convenient to the core retail asset, and designed in such a way that the activity supports and enhances the sense of place and activity at the mall.
NEWPARK MISSION

Reinforce existing assets; build on recent progress

Establish a collective vision to create value for the larger district

NEWPARK MISSION

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

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

NEWPARK VISION

THE NEWPARK DISTRICT

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

CONNECTION

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

NEWPARK VISION

URBAN EVENTS

A retail street, a boulevard, two plazas and a public park create a rich diversity of experience complimenting the retail core.
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.
NEWPARK VISION

DESTINATION PUBLIC SPACE

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

NEWPARK VISION

FLEXIBILITY

The central surface parking area framed by NewPark Avenue and the mall creates a flexible public space large enough for markets, concerts, or civic celebrations, and doubles as parking when not being used for special events.
NEWPARK VISION

ADAPTIVE ANCHOR RE-USE:
Closing anchor stores can prove to be both a significant challenge and opportunity for the regional mall.
Next Steps

- Complete specific plan

- Prepare environmental documentation (tiered from GP EIR)
  - Development capacity assumed in specific plan is equal to or below that assumed in General Plan EIR
  - Enables streamlined environmental – time/cost savings to avoid EIR Analysis of traffic generation to assure no new related impacts

- PC and CC public hearings – Adopt CEQA document, then approve specific plan as a General Plan amendment

- All future individual projects are subject to City review/approval – consistency with specific plan density, capacity, and regulations

- Changes to specific plan require amendment and CEQA review