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OAKLAND

2014 JUN 26 PM 3: 21

AGENDA REPORT

TO: HENRY L. GARDNER
INTERIM CITY ADMINISTRATOR

FROM: Rachel Flynn

SUBJECT: Jack London Square
Redevelopment Project Revision #1

DATE: June 16, 2014

City Administrator
Approval

Date

6/25/14

COUNCIL DISTRICT: 3

RECOMMENDATION

Staff requests that the City Council conduct a public hearing and upon conclusion adopt:

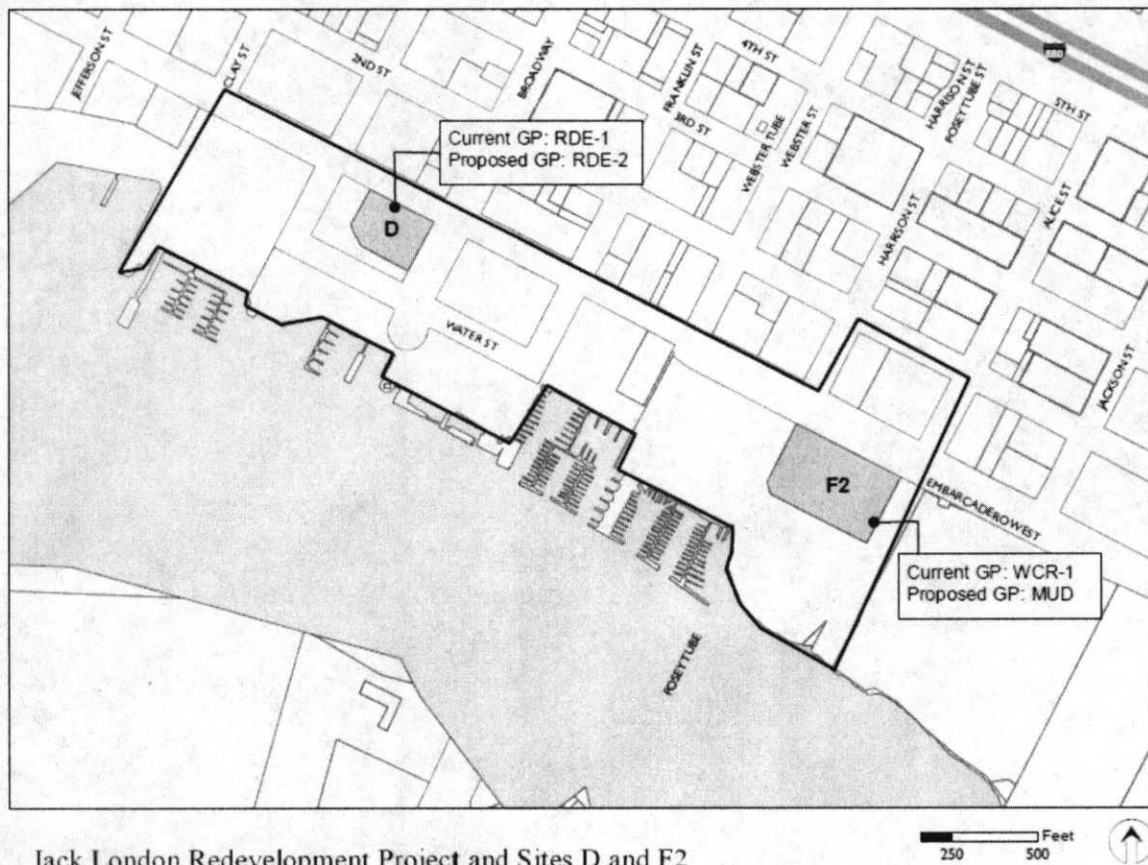
A Resolution Approving the Jack London Square Redevelopment Project Revision #1, Including: A) Adopting Addendum #1 to the Jack London Square Redevelopment Project Environmental Impact Report; B) Adopting Revisions to the Jack London Redevelopment Project Planned Unit Development and Design Review Subject to Conditions of Approval; and C) Approving a Minor Variance from Loading Requirements.

In a separate but related report (specific to all General Plan Amendments to be processed at one time), staff will also request the City Council to consider adopting a General Plan Amendment to allow residential development on two sites.

EXECUTIVE SUMMARY

The purpose of this report is to recommend approval of a proposed amendment to the Planned Unit Development (PUD) Preliminary Development Permit (PDP) for the Jack London Square Redevelopment Project (case files ER030004, DA13171 and PUD13170), as shown in Figure 1: Site Map. Specifically, staff requests that the City Council consider approving the amendment to the PUD, Design Review, and Minor Variance related to the project, subject to findings and conditions of approval, and approve General Plan Amendments (GPAs) to allow residential uses on two sites within the PUD (with the GPA resolution to be provided under a separate but related report).

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Jack London Redevelopment Project and Sites D and F2

Figure 1: Site Map

OUTCOME

Adoption of the resolution would result in the ability to develop residential uses at two sites in Jack London District where residential uses are not currently permitted under the General Plan. Specifically, residential development would be permitted on the Jack London District Planned Unit Development (JLD PUD) Sites D and F2, located respectively on Embarcadero at Broadway and Embarcadero at Harrison Street. Adoption of the resolution would also result in expanded development options and increased intensity allowances for Sites D and F2.

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BACKGROUND/LEGISLATIVE HISTORY

The City of Oakland approved the nine-site, multi-phased development project known as "Jack London Square Redevelopment Project" (project) in 2004. The project is located on sites throughout the Jack London District of Oakland, south of Interstate 880, and owned by the Port of Oakland (with the exception of Sites D and F2, which are owned by JLSV Land, LLC). The project was subject to an Environmental Impact Report, PUD (including a PDP and several Final Development Plans) (and appeal), Major Conditional Use Permit (and appeal), Major Variance, Rezone, and Development Agreement (and appeal), with final approvals for the land use entitlements granted by the Oakland City Council on June 15, 2004. The approved project is an entirely commercial development that includes new retail, office, entertainment and dining uses in the project area. Prior to approving the project, the City Council imposed a cap on the amount of new office uses that could be developed as part of the project.

Since 2004, the project proponent has developed three sites: Sites "C", "G" and "F1". "Site C" is a commercial building that includes 16,000 square feet of above-ground floor office space and 16,000 square feet of vacant retail, dining and entertainment space on the ground floor. "Site G" includes 1,086 parking spaces (although the site was only required to have 743 spaces), 30,000 square feet of vacant retail space on the ground floor, and a pedestrian bridge connecting the building to Jack London Square over the railroad right-of-way along Embarcadero. "Site F1" is a six-story building with an approximately 33,000 square-foot footprint, and encompasses a total of 191,000 square feet; there is a restaurant located on the ground floor and mostly occupied office uses on the upper floors.

The uses approved in 2004 for sites D and F2 are as follows:

- Site D: The approved use is for up to 190,000 square feet of retail and office uses, including a theatre. The approved maximum building height is 150 feet.
- Site F2: The approved use is for up to 149,000 square feet of retail and office uses, and up to 550 parking spaces. The approved maximum building height is 125 feet.

The Planning Commission unanimously approved the proposed revisions to the project on May 28, 2014, conditioned upon the City Council's approval of the proposed GPA. The project was also reviewed by the Planning Commission on May 21, 2014, the Design Review Committee of the Planning Commission on December 18, 2013, and by the Zoning Update Committee of the Planning Commission on January 15, 2014. Each of the meetings mentioned in this section was subject to public notice and included a public hearing.

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ANALYSIS

General Plan Analysis: The Jack London Square Project is located in the Estuary Policy Plan Area of the Oakland General Plan, which was adopted in 1999.

The F2 project site is located in the Waterfront Commercial Recreation 1 (WCR-1) land use classification of the General Plan. The intent of this classification is to “extend public-oriented waterfront activities west from Webster Street to Alice Street, in conjunction with enhanced public access, open space, and recreational opportunities” (EPP, page 132). With regards to desired character, “Future development in this area should be primarily retail, restaurant, cultural, office, hotel, commercial-recreational, conference, exhibition, performances, shows, parks, and public open spaces, and recreational opportunities with active public-oriented uses on ground floors on streets and adjacent to open space areas” (EPP, page 132). The average floor area ratio (FAR) over the entire area is 3.0. Residential uses are not included in this land use classification.

Site D is located in the Retail, Dining, Entertainment Phase 1 (RDE-1) land use classification of the General Plan. The intent of this classification is to “intensify and enhance public-oriented uses and activities that strengthen the attractiveness of the area as an active and pedestrian-friendly waterfront destination” (EPP, page 132). With regards to desired character, “future development in this area should be primarily retail, restaurant, entertainment, marina support, cultural, hotel, upper level offices, parks, and open space with active uses on the ground level of principle streets” (EPP, page 132). The average FAR over the entire area is 3.5. Residential uses are not included in this land use classification.

Summary of Proposed General Plan Amendment (GPA)

	Current GP	Proposed GP		Allowable FAR	Requirements
Site D	RDE-1 (3.5 FAR, no residential)	RDE-2	166.67 du/ac (92 du/666 du*)	7.0 FAR	GPA
Site F2	WCR-1 (3.0 FAR, no residential)	MUD	166.67 du/ac (283 du/666 du*)	5.0 FAR	GPA

*GP density can be applied in an additive manner within a PUD. Therefore, unrealized residential density for Site G (291 du) can be added to build-out for Sites D and F2 sites. The total number of units for the PUD would be 666.

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The applicant proposes a General Plan Amendment (GPA) to allow the ability to construct residential uses on both Sites D and F2.

The applicant proposes amending the Site D land use designation to become Retail, Dining, Entertainment Phase 2 (RDE-2). The intent of this classification is to “enhance and intensify Lower Broadway as an active pedestrian-oriented entertainment district that can help to create stronger activity and pedestrian linkages with downtown Oakland, Old Oakland, and Chinatown” (EPP, page 132). With regards to desired character, “Future development in this area should be primarily retail, restaurant, entertainment, hotel, upper level office, cultural, parks public open space, and any other use that is complementary to active public-oriented ground-level uses” (EPP, p. 132). The maximum FAR is 7.0, and the district allows 125 dwelling units per gross acre. In summary, the difference between the RDE-1 and RDE-2 designations is that the latter allows residential uses and emphasizes pedestrian-oriented development with active public-oriented uses on the ground floor.

The applicant proposes amending the Site F2 land use designation to become Mixed Use District (MUD). The intent of his classification is to “Encourage the development of nontraditional higher density housing (work/live, lofts, artist studios) within a context of commercial and light industrial/manufacturing uses” (EPP, p.133). With regards to desired character, “Future development in this area should be primarily light industrial, warehousing, wholesale, retail, restaurant, office, residential, work/live, loft units, parks, and public open spaces with manufacturing, assembly, and other uses that are compatible with adjacent uses” (EPP, p. 133). The maximum FAR is 5.0, and the district allows up to 125 dwelling units per gross acre.

Zoning District Analysis: Both Sites D and F2 are currently zoned C-45 Community Shopping Commercial Zone (C-45 zone). The applicant does not propose a rezone. The existing zoning regulations are consistent with the proposed General Plan land use designations and would allow the proposed physical changes to the project (residential options and removal of office cap). The intent of the C-45 zone is to “create, preserve, and enhance areas with a wide range of both retail and wholesale establishments serving both long and short term needs in compact locations oriented toward pedestrian comparison shopping, and is typically appropriate to commercial clusters near intersections of major thoroughfares” (Oakland Planning Code Section 17.56.010). The outright permitted residential density is one dwelling unit per 300 square feet of lot area. The maximum FAR is 7.0 (and may be exceeded by 10 percent on any corner lot).

Loading Variance: The applicant is requesting an off-street loading variance for both Sites D and F2. For Site D, the applicant proposes no on-site loading spaces, and one off-site loading space on Broadway, south of Embarcadero, adjacent to the building entrance. For Site F2, the applicant proposes one on-site loading space where two are required under the zoning regulations.

PUD Analysis: The proposed revisions to the PUD include the addition of residential options for Sites D and F2 and the removal of the cap on office uses for the same sites. The PUD allows permitted density and FAR to be applied in an additive manner throughout the PUD area. This means that the available FAR from one PUD site can be added to another site located within the same PUD. The proposed residential options rely on this calculation to maximize the allowable density and FAR for Sites D and F2, as shown below.

Site D

Site D PUD Requirement		Consistency of Site D Proposal	Requirements
Land Use	59k sf Retail/ 90k sf Office/41k sf theater	250,775 sf residential/du 92-666	PUD amendment required
FAR	7.0 FAR (168,294 sf/886,723 sf sitewide*)	Complies	Consistent with PUD
Footprint	38k sf	Complies	Consistent with PUD
Height	150 feet	Exceeds	PUD amendment required
Square footage	190k sf	250,775 sf	Consistent with PUD

*FAR can be applied in an additive manner within a PUD. Therefore, unrealized residential FAR for Site G (349,194 sf) can be added to build-out for the Sites D and F2 sites, subject to FDP approval.

Site F2

Site F2 PUD Requirement		Consistency of Site F2 Proposal	Requirements
Land Use	15k sf Retail/ 134k sf Office	540,205 sf residential/du 283-666	PUD amendment required
FAR	5.0 FAR (369,235 sf/886,723 sf sitewide*)	Complies	Consistent with PUD
Footprint	57k sf	Exceeds	PUD amendment required
Height	125 feet	Exceeds	PUD amendment required
Square footage	149k sf	540,205 sf	PUD amendment required
Parking	550 spaces		

*FAR can be applied in an additive manner within a PUD. Therefore, unrealized residential FAR for Site G (349,194 sf) can be added to build-out for the Sites D and F2 sites, subject to FDP approval.

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Office Cap

	Existing	Proposed by PUD Amendment	Requirement	
Office Uses	355,300 sf cap	Based on PUD variants (realistically, up to 62,000 sf of office space more than currently allowed on Sites D and F2)	Requires amendment to PUD	Must comply with FAR and density requirements

PUBLIC OUTREACH/INTEREST

The project is subject to a General Plan Amendment, therefore staff provided a 17-day newspaper notice, 300' radius and interested party mailing and on-site posting. In addition, staff circulated a 45-day GPA review notice to affected agencies and parties.

COORDINATION

Staff has consulted with the City Attorney's Office and with the Budget Office in the preparation of this staff report and review of this proposal.

COST SUMMARY/IMPLICATIONS

The proposed project would expand the land use development and intensity opportunities on two sites in the Jack London District. There would be no direct costs to the City. However, indirect cost implications could include increased tax revenue and increased service expenses related to increased land use density at the two sites.

PAST PERFORMANCE, EVALUATION AND FOLLOW-UP

The project is subject to a Development Agreement (DA). City staff most recently performed a DA Compliance review in September 2013 and found the project to be in compliance with the

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terms of the DA at that time. The applicant does not propose any changes to the Development Agreement at this time.

SUSTAINABLE OPPORTUNITIES

Economic: Diversifying allowable land uses and increasing allowable land use density would potentially allow a quicker pace for delivery of development sites as a result of increased development flexibility and potential for financial return. In addition, the applicant has decided of their own accord to offer the City a pledge of \$250,000 towards design and implementation of a Broadway Interstate 880 underpass pedestrian upgrade and of the Webster Green (See Attachment B, Attachment D therein). This offer is desirable to both the applicant and the community in terms of supporting established desirable community benefits. This commitment is included in the Conditions of Approval for this project.

It should be noted that the applicant previously applied for an amendment to the DA. In response to the applicant's request, staff recommended the inclusion of community benefits in the DA. However, the applicant has since withdrawn the application for an amendment to the DA. The DA is a negotiated agreement and the City can request community benefits as part of that negotiation. Without amending the DA, there is no nexus for the City to negotiate additional community benefits of the applicant beyond what the applicant is offering, as described above.

Environmental: The proposed project changes the development potential for two sites in the Jack London District. The proposal would provide increased land use development flexibility and the potential for increased intensity of development beyond current plans. These changes from the approved project are evaluated in the Addendum (See Attachment C EIR and Addendum) and are determined not to result in significant environmental impacts under CEQA. However, it should be noted that the proposed project would potentially result in more diversified land uses in the Jack London District (currently, there are only commercial uses in the area) and increased building height. Individuals could perceive a decrease in visual and/or physical access to the waterfront due to the increased building presence in the area. Diversified land uses would increase the presence of people in the area at all hours of the day and all days of the week.

Social Equity: Diversifying allowable land use and increasing allowable land density would potentially allow for a quicker pace for development of current vacant sites in a showcase neighborhood in Oakland. In addition, as noted above, the applicant has decided of their own accord to offer the City a pledge of \$250,000 towards design and implementation of a Broadway Interstate 880 underpass pedestrian upgrade and of the Webster Green (see Attachment B Planning Commission Report, Attachment D therein). This offer is desirable to both the applicant and the community in terms of supporting established desirable community benefits. This commitment helps the City of Oakland achieve long-standing objectives to beautify and

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increase the safety of key physical connections between the Jack London District, downtown and Chinatown neighborhoods.

CEQA

The City Council certified an EIR for the existing project approvals on June 15, 2004. The EIR considered an envelope of development of up to 960,700 square feet of commercial uses. The proposed project would develop up to 1,287,700 net new gross square feet (gsf) of commercial and residential uses (including up to 665 dwelling units not previously proposed and a "Maximum Commercial Scenario" that would develop up to 960,700 net new gsf of commercial uses (similar to the project analyzed in the 2004 EIR).

In accordance with CEQA, the City reviewed and analyzed the proposed project changes and other relevant information to determine whether circumstances requiring the preparation of a subsequent or supplemental EIR exist. Based upon preliminary information, the City has determined that none of those circumstances are present. As a result, the appropriate CEQA documentation is an Addendum. An Addendum is appropriate when none of the circumstances that require a supplemental or subsequent EIR pursuant to CEQA Guidelines Section 15162 have occurred, specifically:

- There are no substantial changes proposed in the project which would result in new significant environmental effects or a substantial increase in the severity of previously identified significant effects;
- There are no substantial changes with respect to project circumstances which would result in new significant environmental effects or a substantial increase in the severity of previously identified significant effects; and
- There is no new information of substantial importance which would result in new significant environmental effects, a substantial increase in the severity of previously identified significant effects, previously infeasible mitigation measures or alternatives now found to be feasible, or new mitigation measures or alternatives which are considerably different from previous ones that would substantially reduce environmental effects.

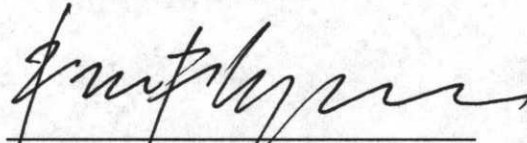
Here, based upon preliminary information, the City believes that none of the circumstances described above have occurred since 2004. As a result, the appropriate CEQA documentation is an Addendum. The Addendum was published and made publically available on May 9, 2014. The document is provided under separate cover to the City Council and is available to the public at 250 Frank Ogawa Plaza, Suite 3315, Oakland CA 94612 during normal business hours and at

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<http://www2.oaklandnet.com/Government/o/PBN/OurOrganization/PlanningZoning/OAK044560>.

For questions regarding this report, please contact Catherine Payne, Planner III, at (510) 238-6168.

Respectfully submitted,



Rachel Flynn, Director
Department of Planning and Building

Reviewed by:
Scott Miller, Zoning Manager

Prepared by:
Catherine Payne, Planner III

Attachments

Attachment A: Project Plans

Attachment B: Planning Commission Report (as revised by the Planning Commission on May 28, 2014), dated May 28, 2014, including the following attachments:

- A. Proposed Project Plans and Design Guidelines
- B. Proposed Revisions to the PUD text
- C. Jack London Square Redevelopment Project EIR and Addendum #1 (provided under separate cover to the Planning Commission; available to the public at 250 Frank Ogawa Plaza, Suite 3315, Oakland CA, 94612 during regular business hours and at <http://www2.oaklandnet.com/Government/o/PBN/OurOrganization/PlanningZoning/OAK044560>).
- D. Letter from Ellis Partners, dated April 10, 2014
- E. Loading Variance Request Exhibit

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- F. Public Comments Provided in Writing
- G. DRC Staff Report, dated December 18, 2013
- H. ZUC Staff Report, dated January 15, 2014 (includes 2004 approved FDPs for Sites D and F2)

Attachment C: Jack London Square Redevelopment Project EIR and Addendum #1 (provided under separate cover to the City Council; available to the public at 250 Frank Ogawa Plaza, Suite 3315, Oakland CA, 94612 during regular business hours and at

<http://www2.oaklandnet.com/Government/o/PBN/OurOrganization/PlanningZoning/OAK044560>).

Attachment A: Plans

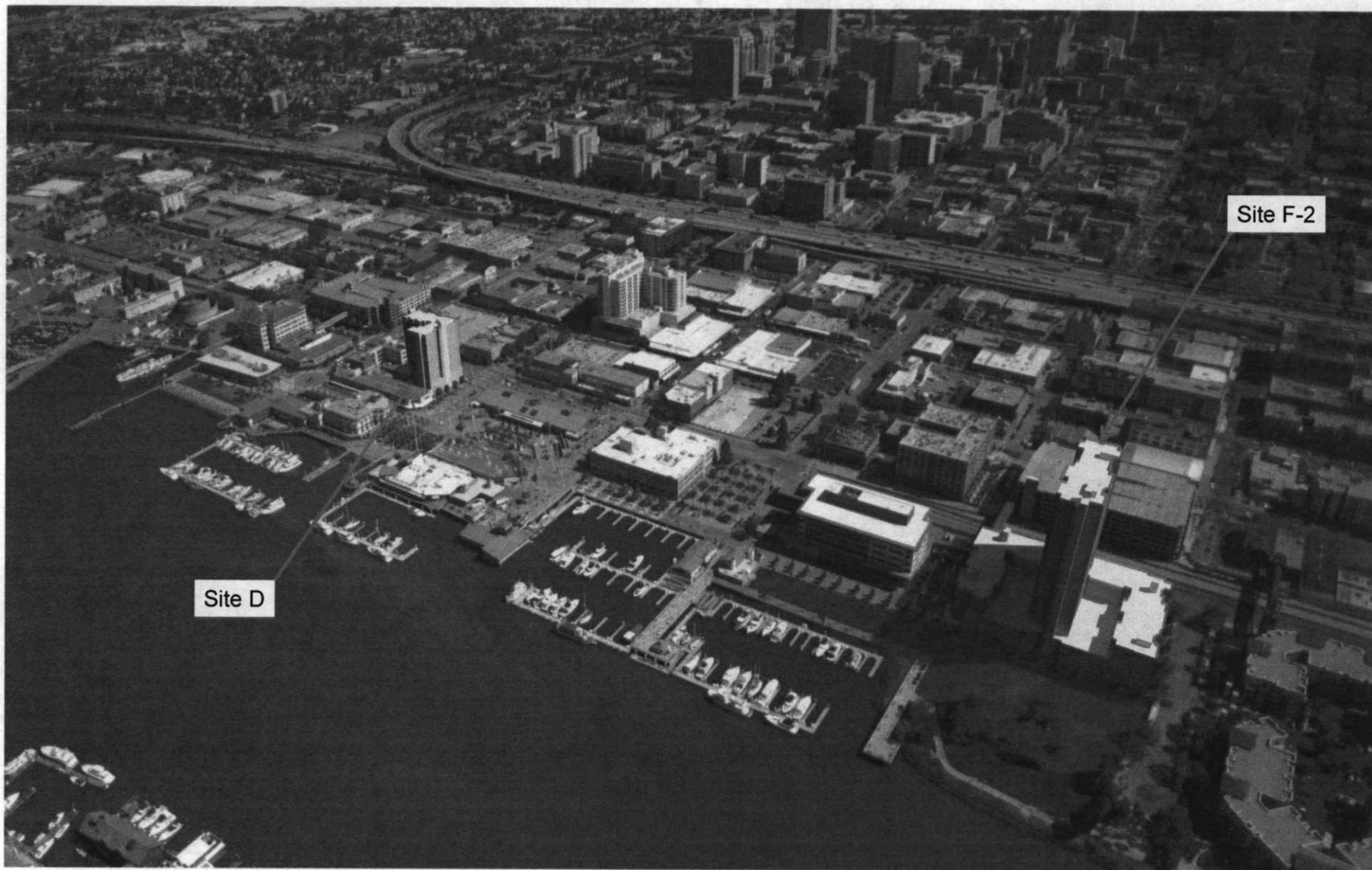
**Jack London Square
Sites D & F-2 Residential
City Council
2014**

Massing/Context Photos

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OAKLAND, CALIFORNIA





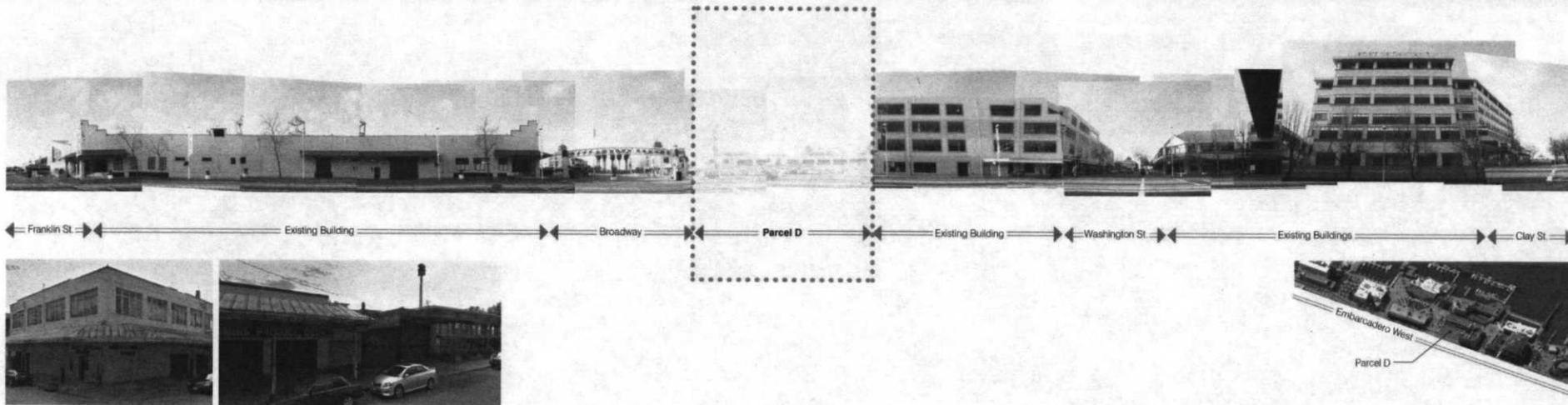


Site D

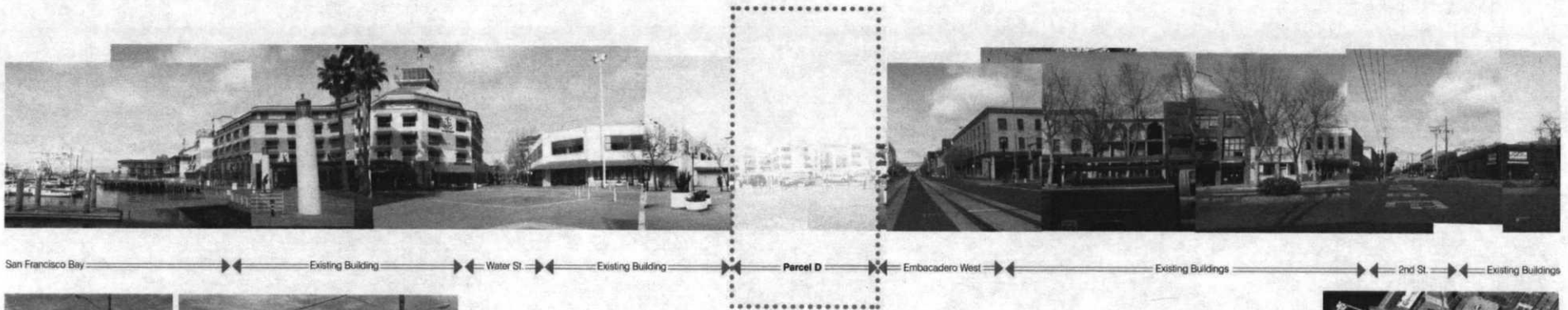
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Context Information

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31 MAY 2013
 SPECIAL CITY COUNCIL MEETING
 JACK LONDON SQUARE PARCEL D
 MBH



San Francisco Bay Existing Building Water St. Existing Building Parcel D Embarcadero West Existing Buildings 2nd St. Existing Buildings



Broadway Panoramic

21 MAY 2013
FIGURE 1: PARCEL D
11/20/2013

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PARCEL D

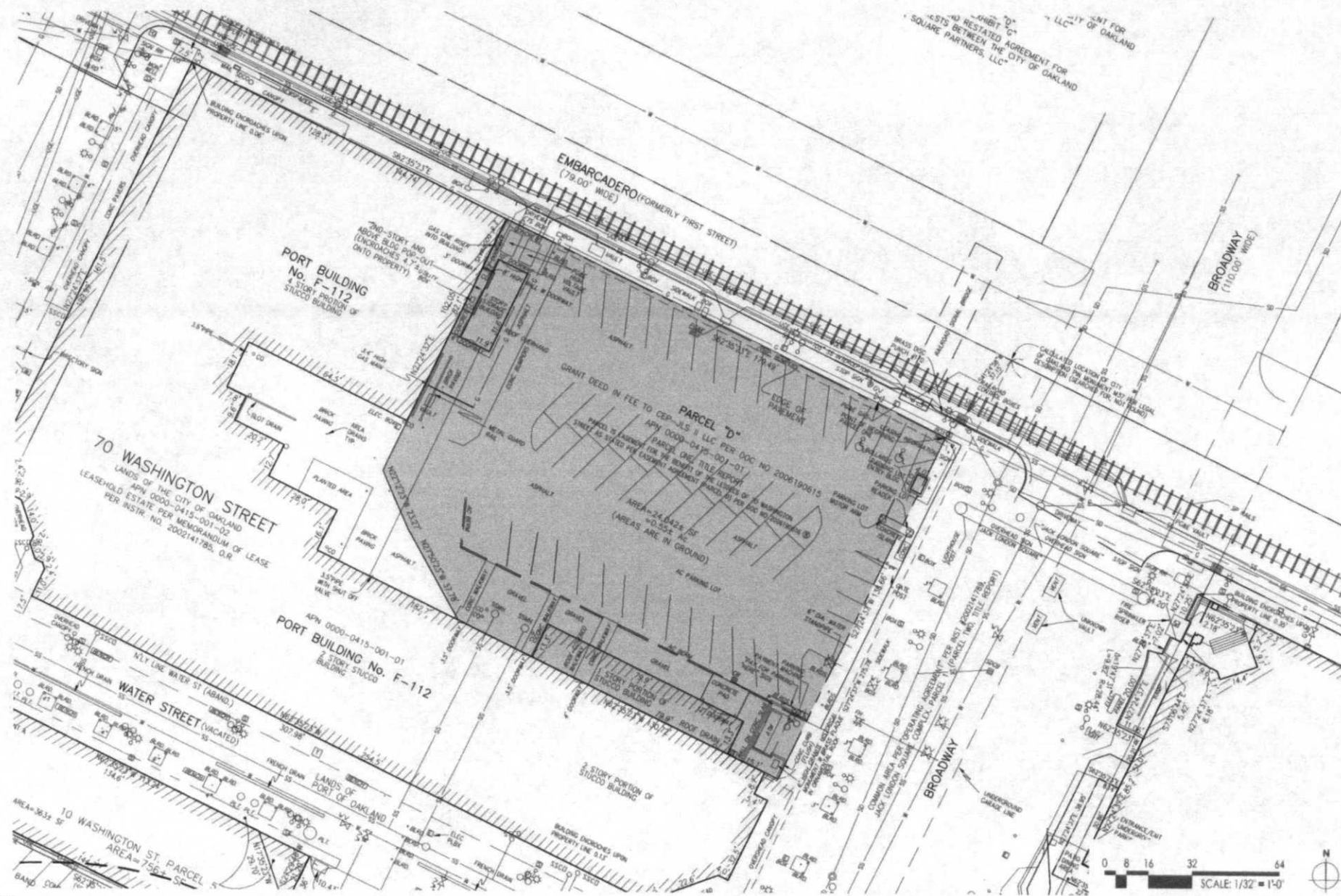
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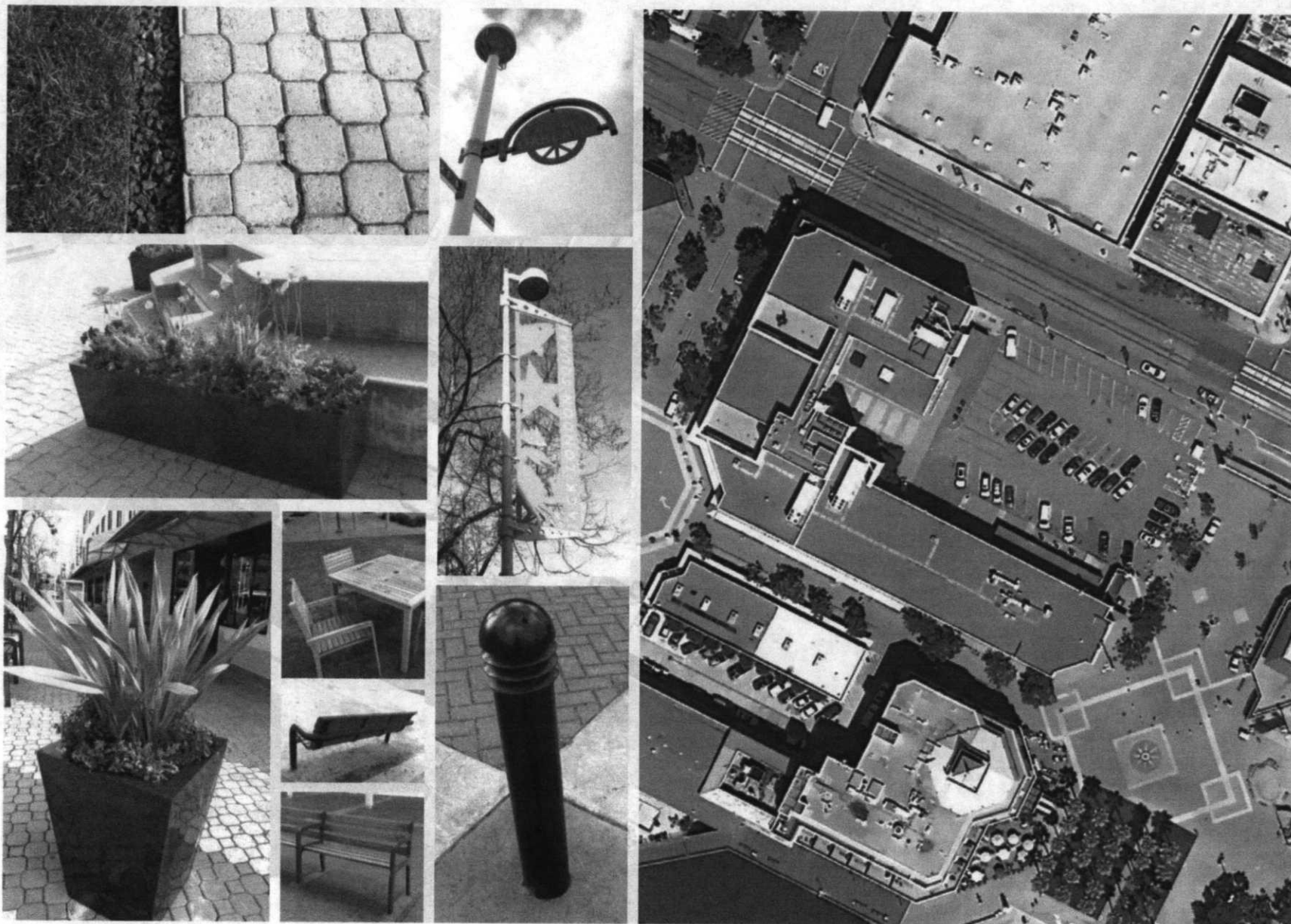


Parcel D

Embarcadero West

Broadway





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Parcel D

Existing Landscape and Lighting



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OAKLAND, CALIFORNIA
PARCEL D

21 MAY 2013
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Draft Architectural Concept

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Study of Ground Floor Treatment

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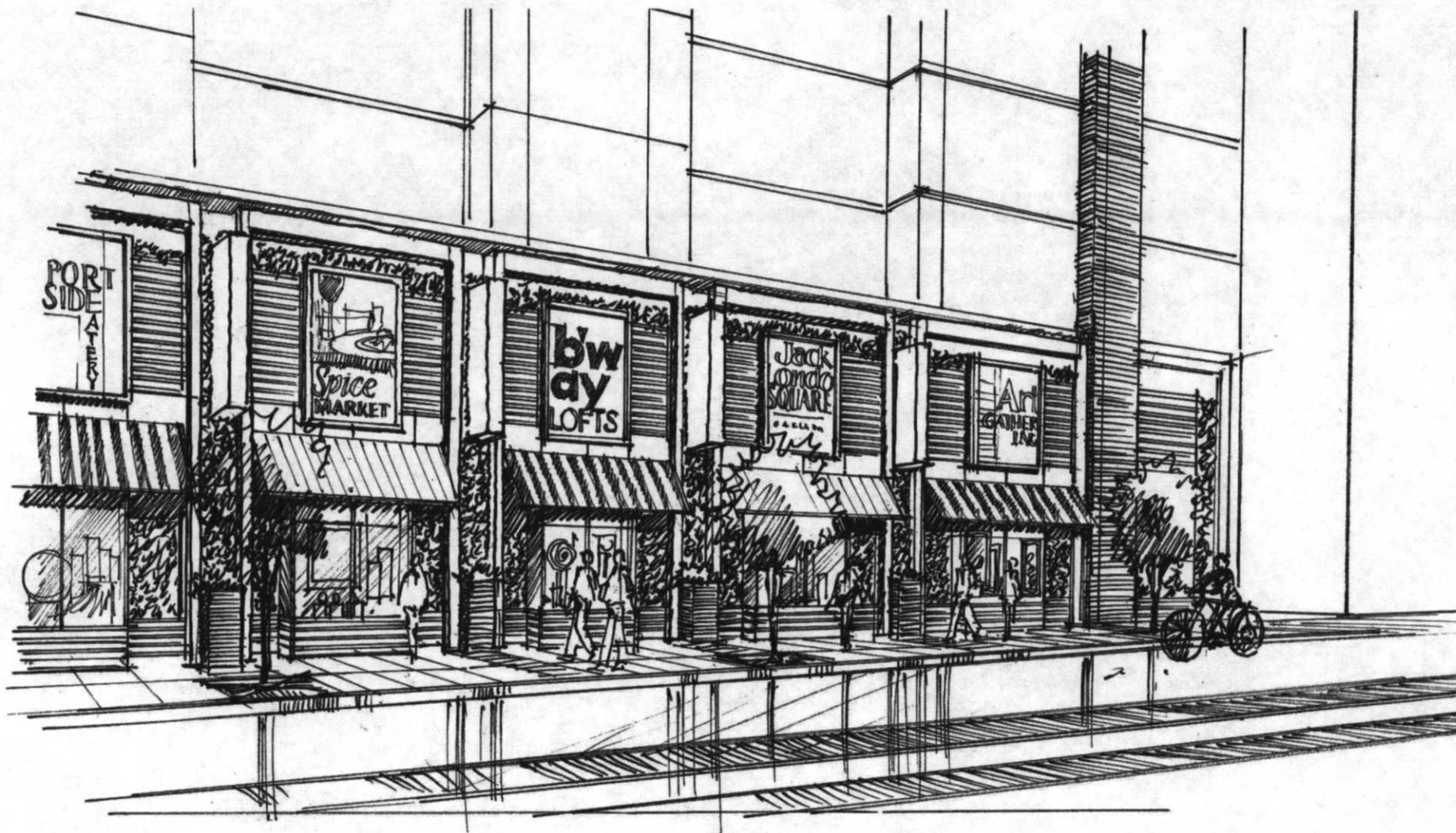




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Parcel D

Parcel D Rendering (Broadway Frontage)



Low-Rise

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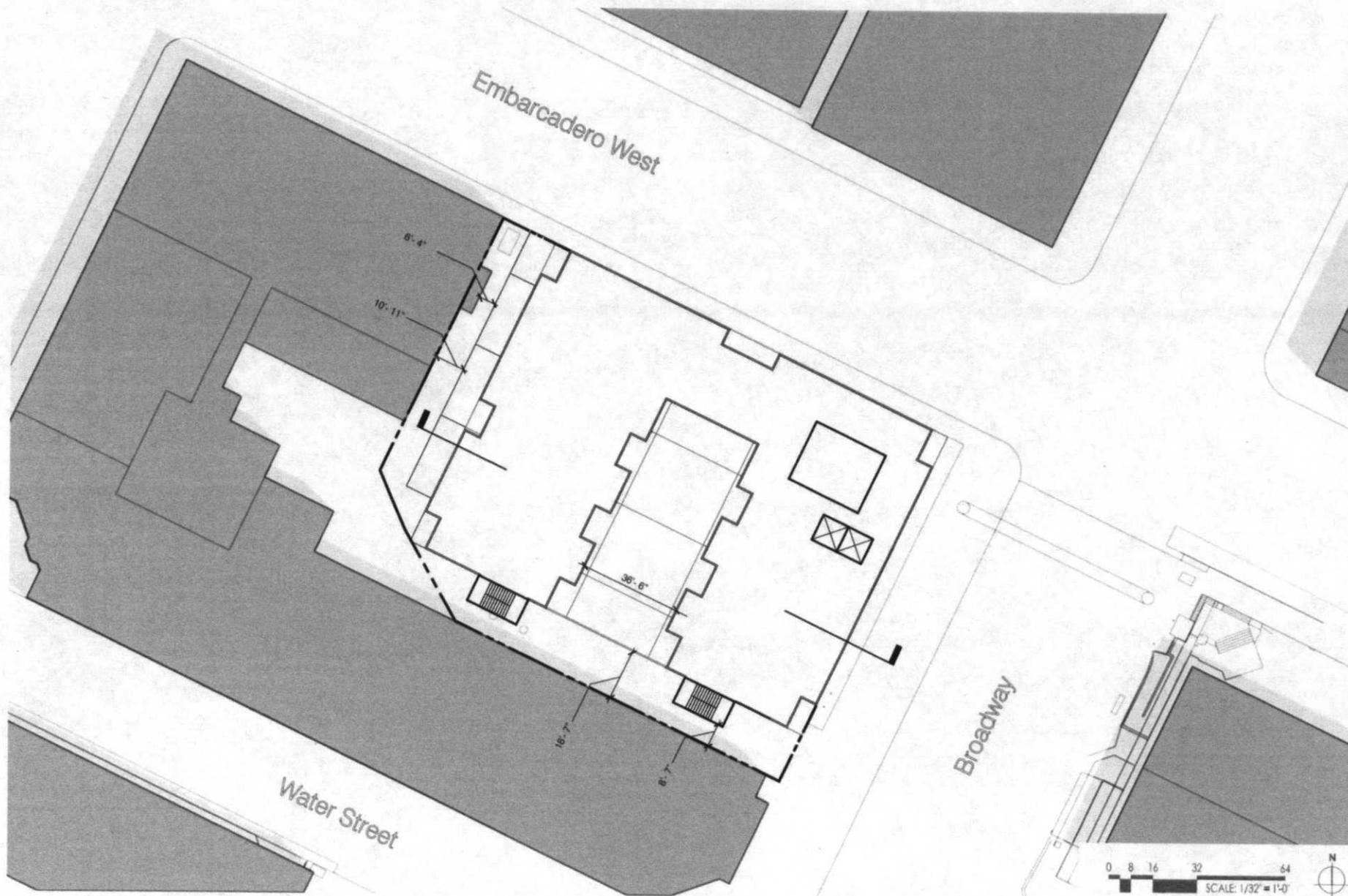
google maps dated 8/24/2012

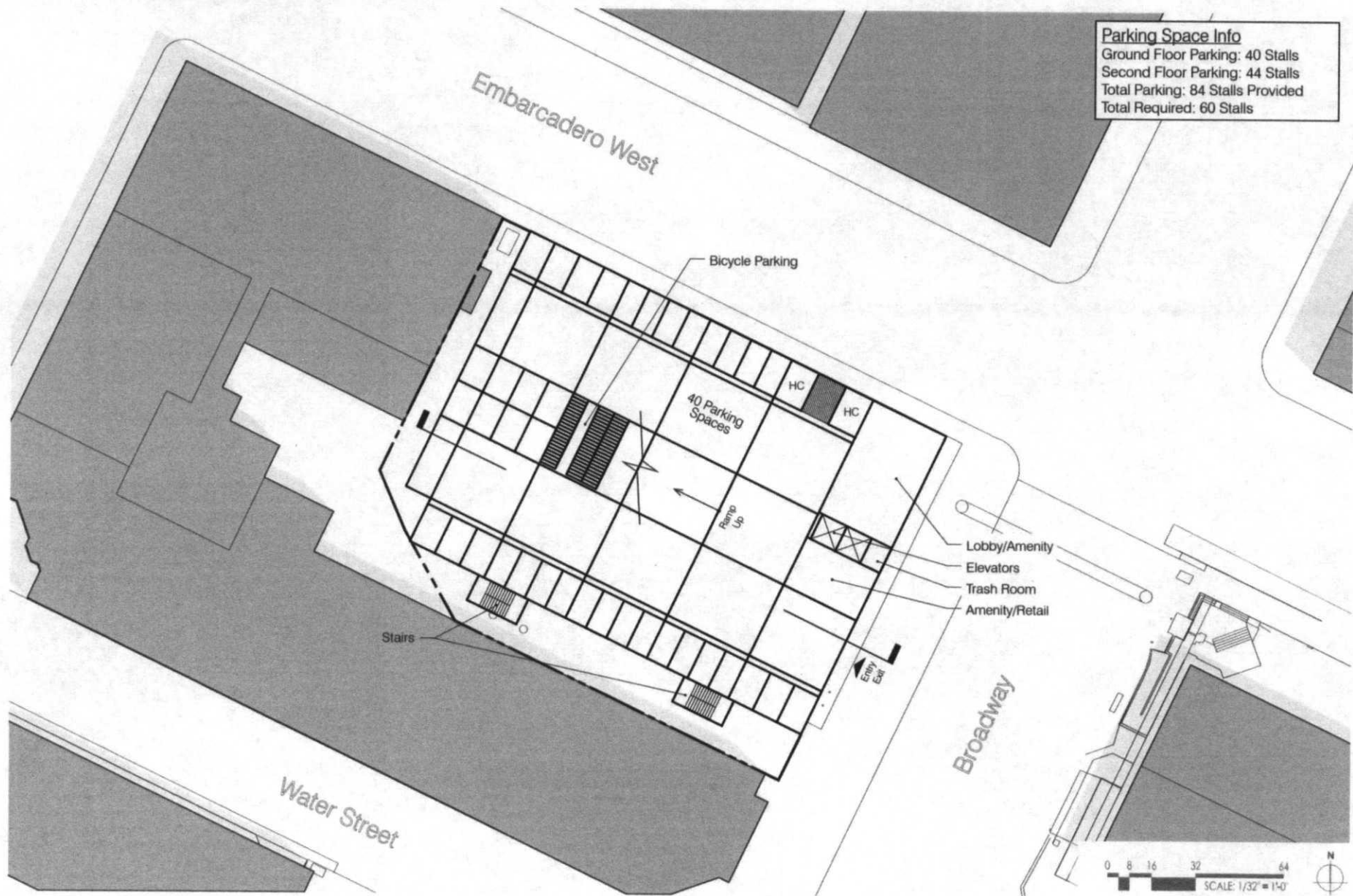
4 over 2
60 Units
Parcel D

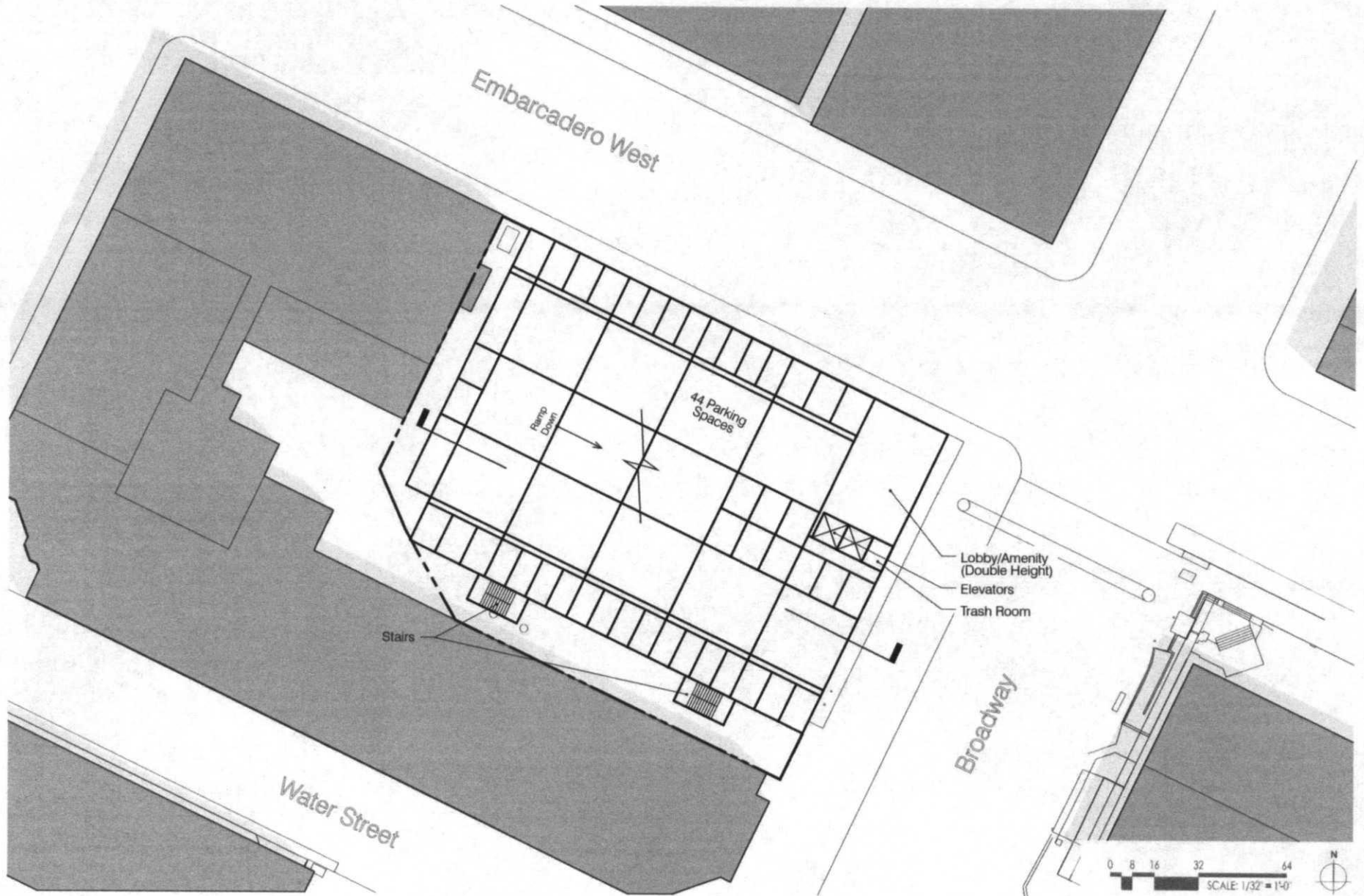


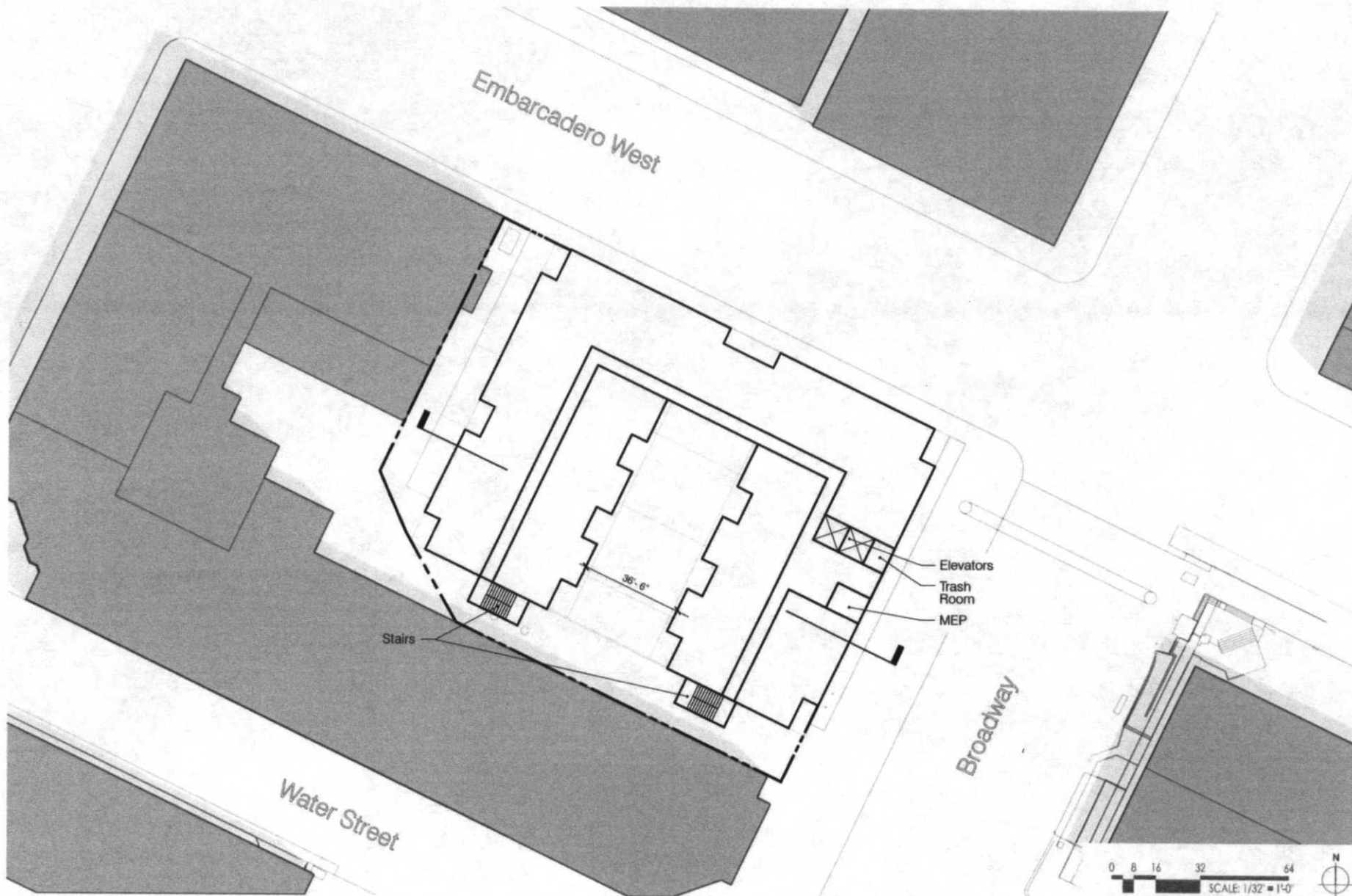
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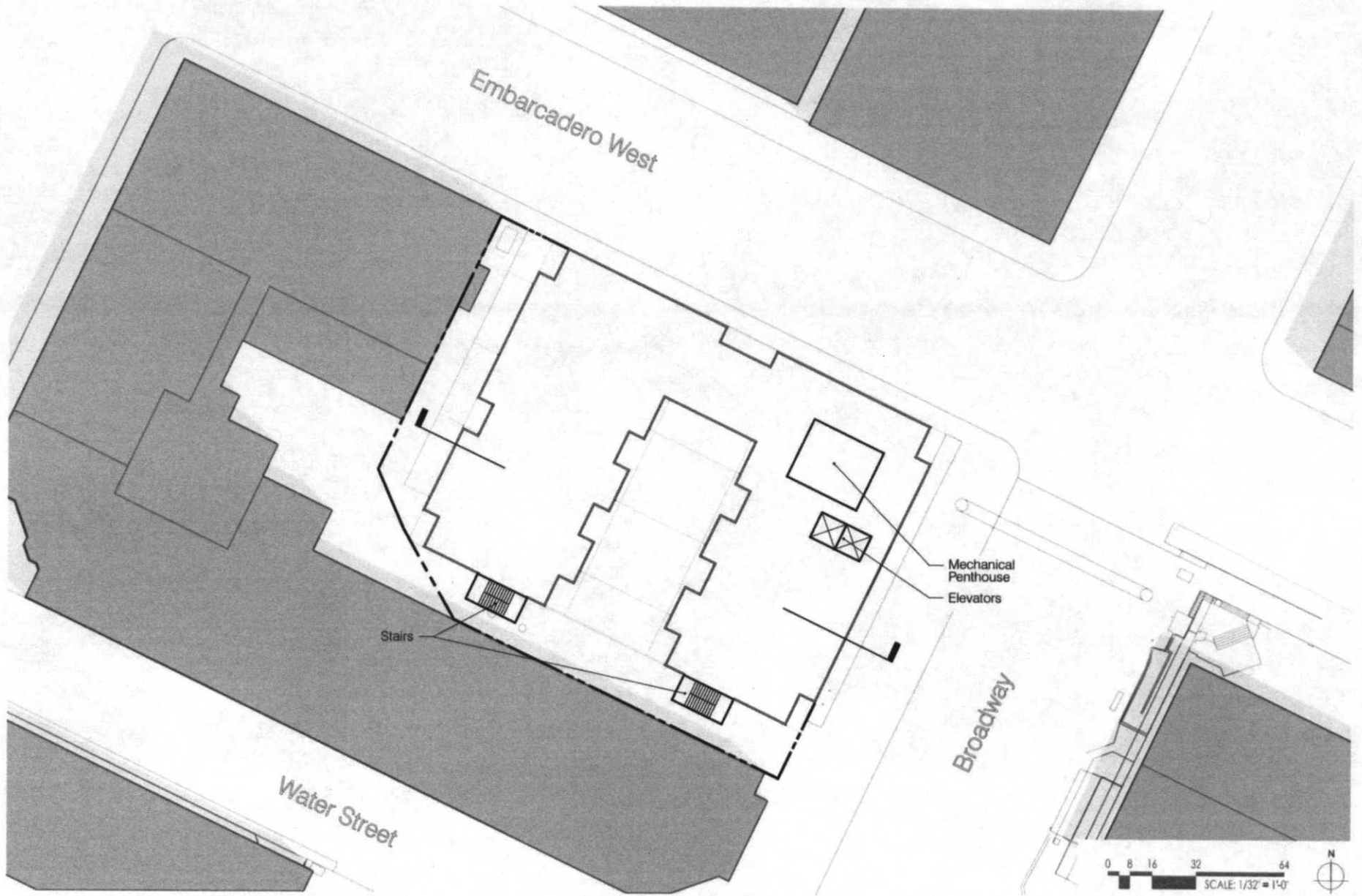
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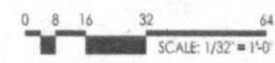
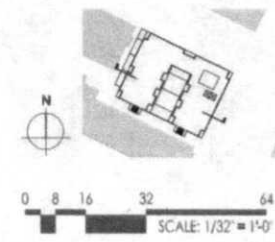
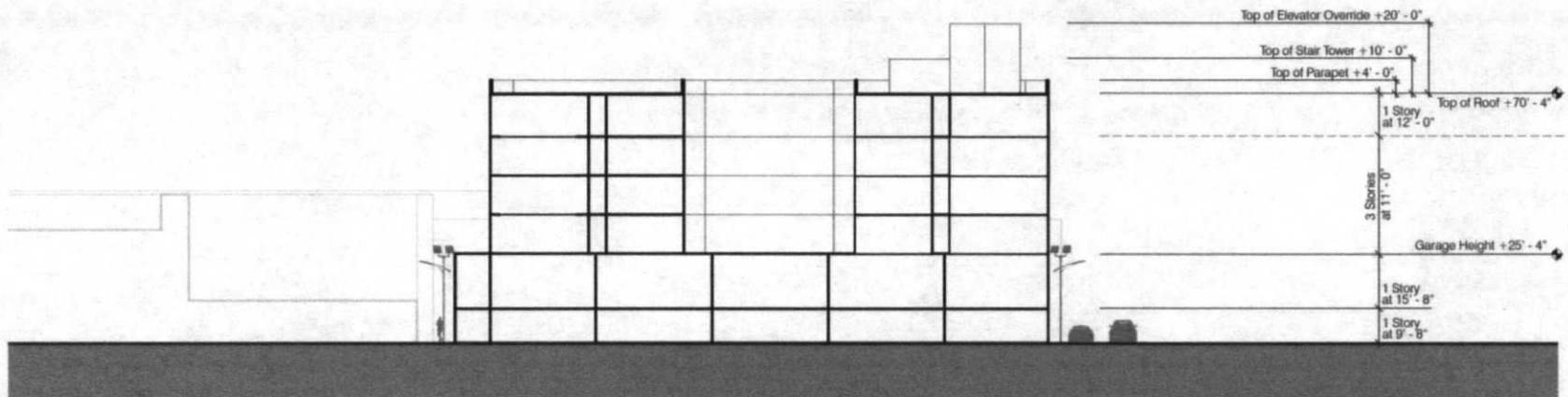
Typical Plan (Third - Sixth Floor)



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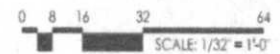
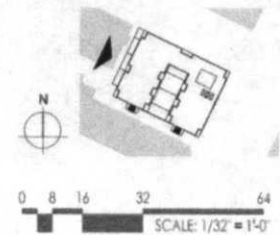
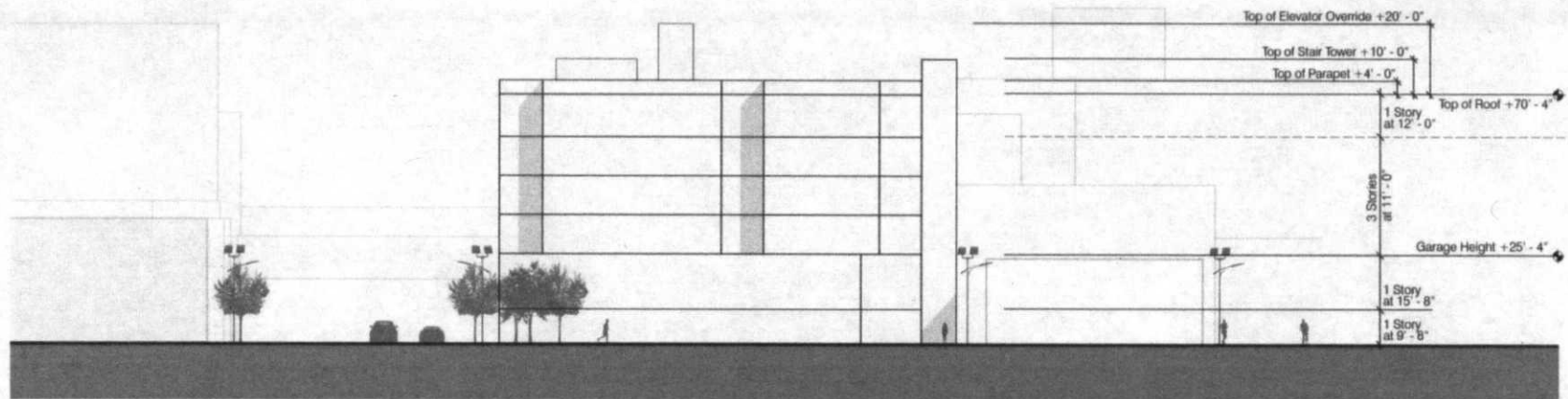




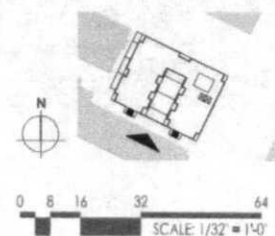
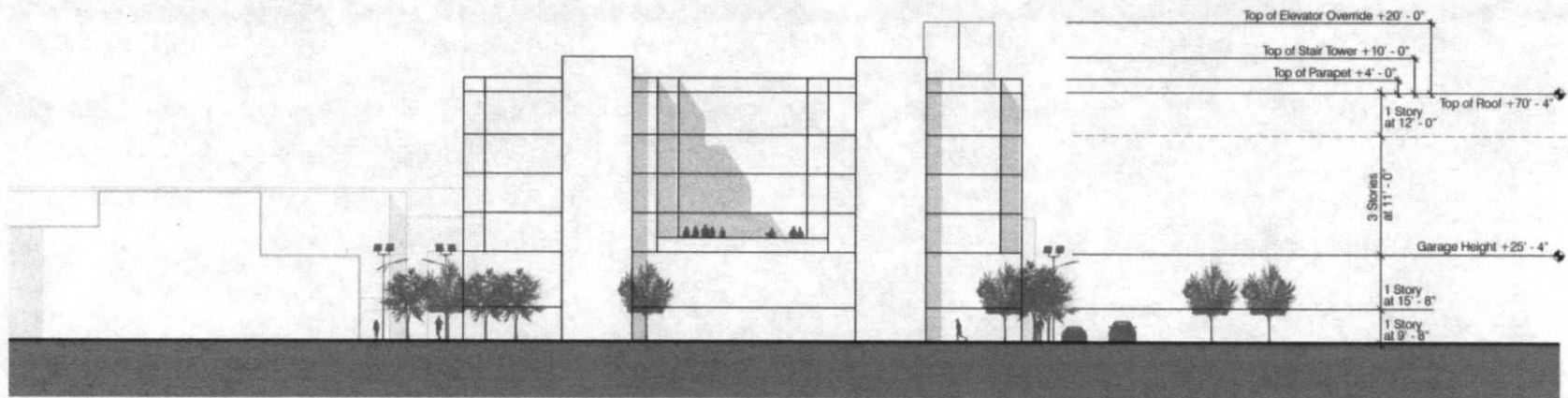
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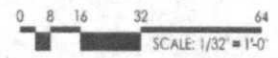
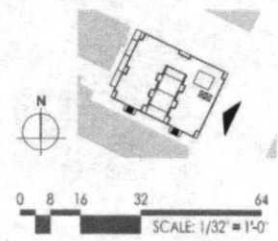
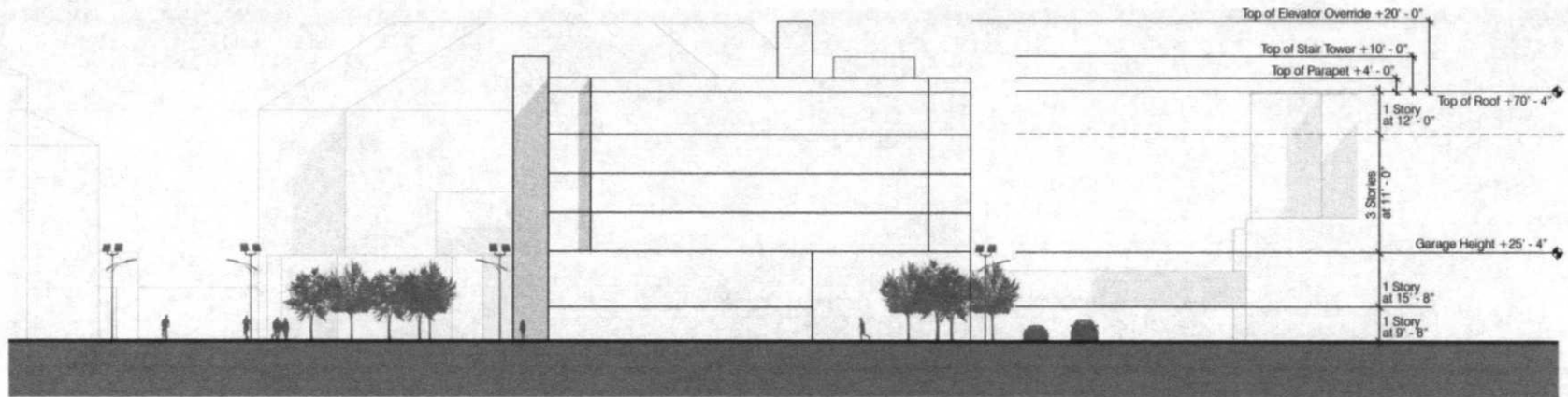




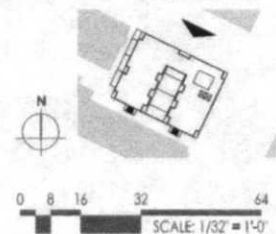
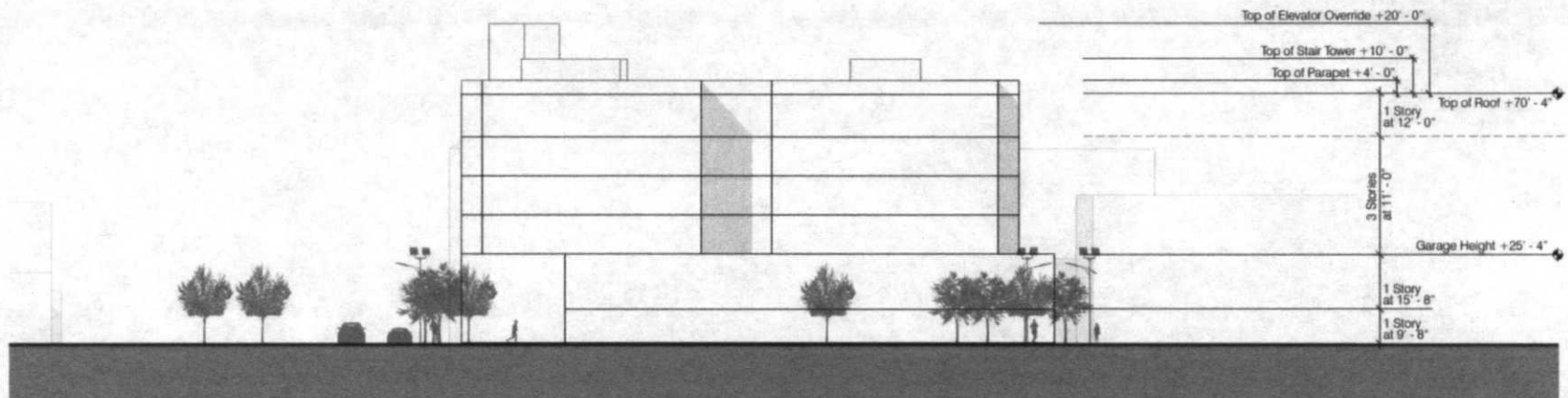
West Elevation



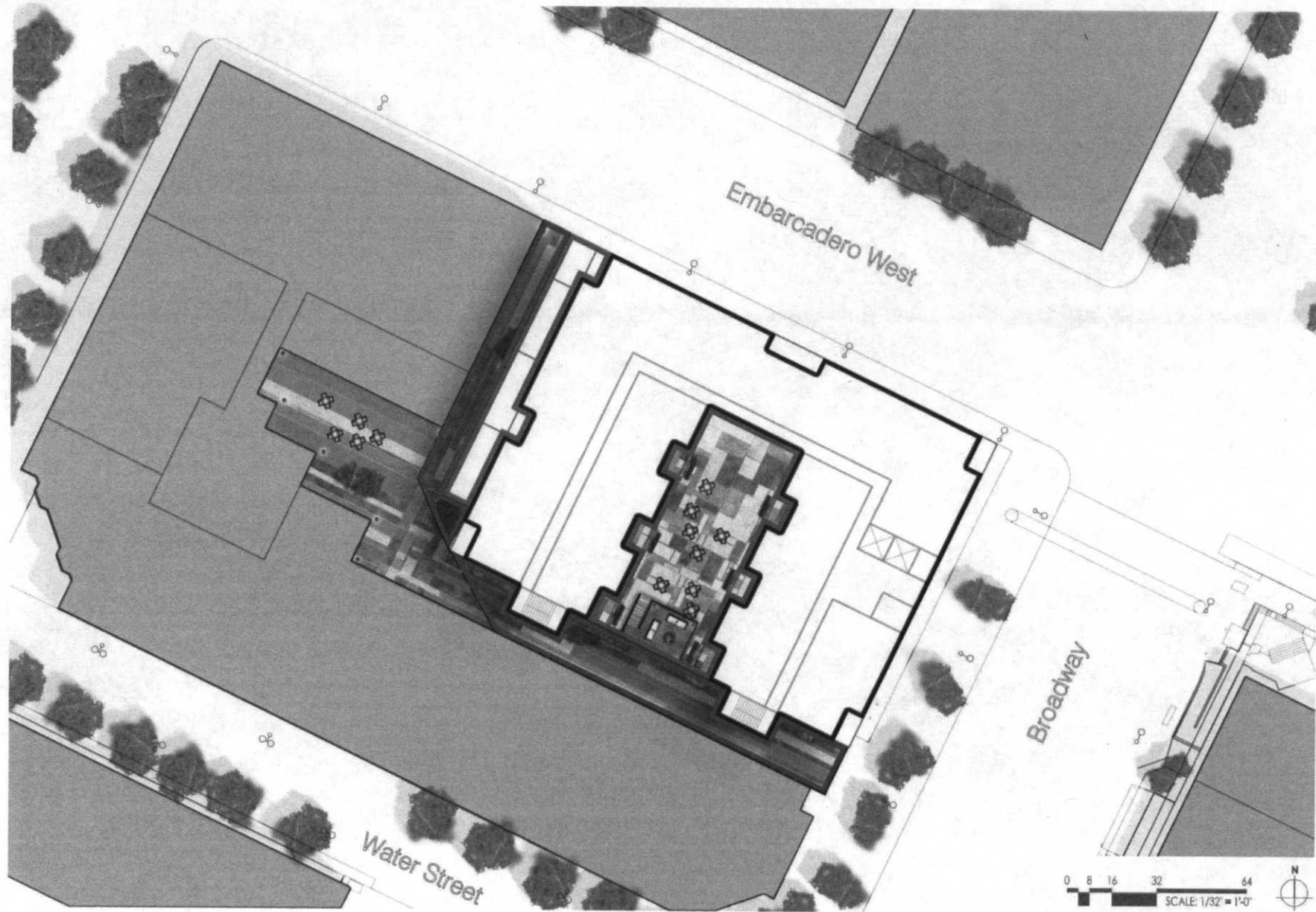
South Elevation



East Elevation



North Elevation



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Parcel D

Landscape and Lighting Study

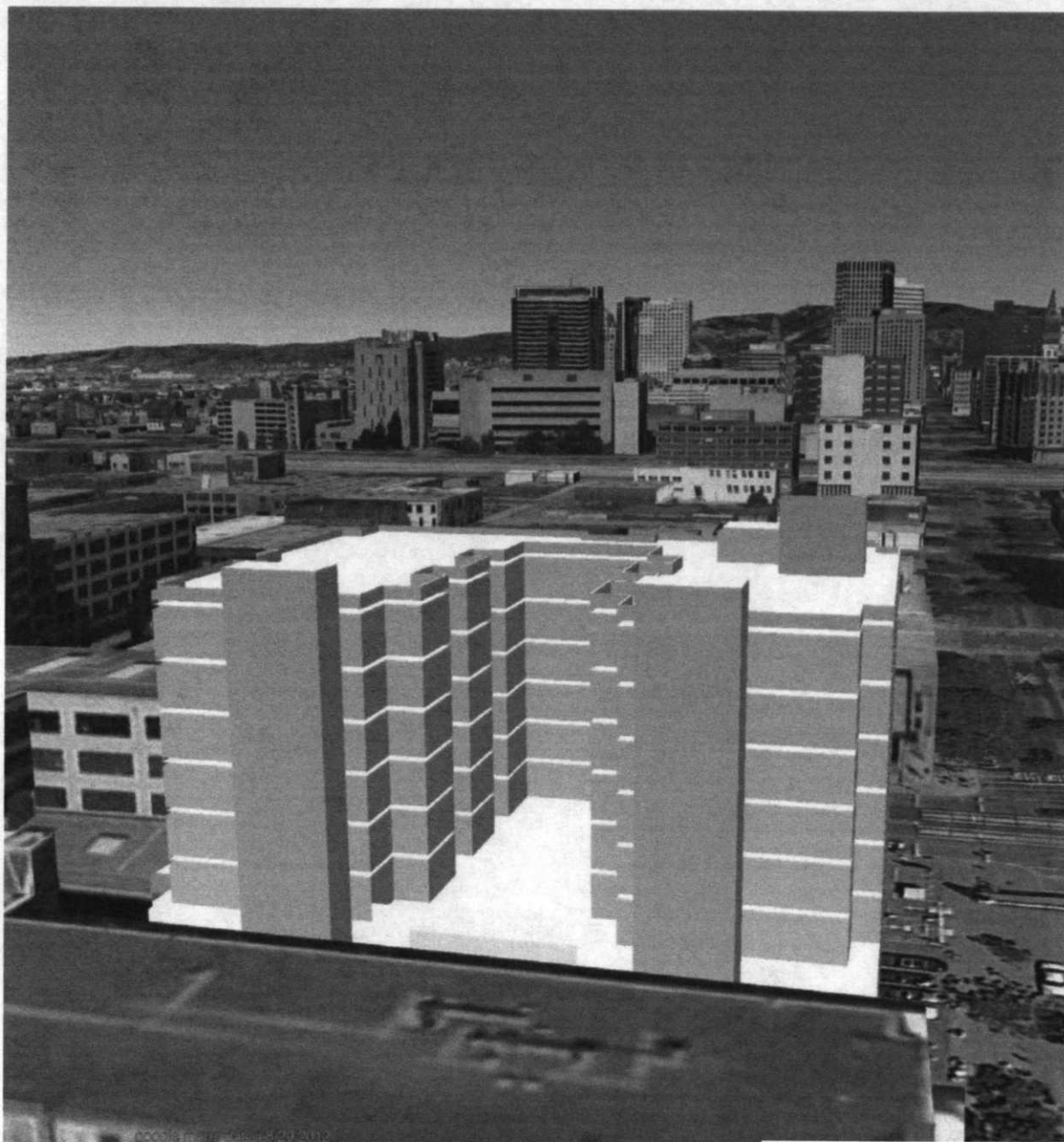
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PARCEL D



Mid-Rise

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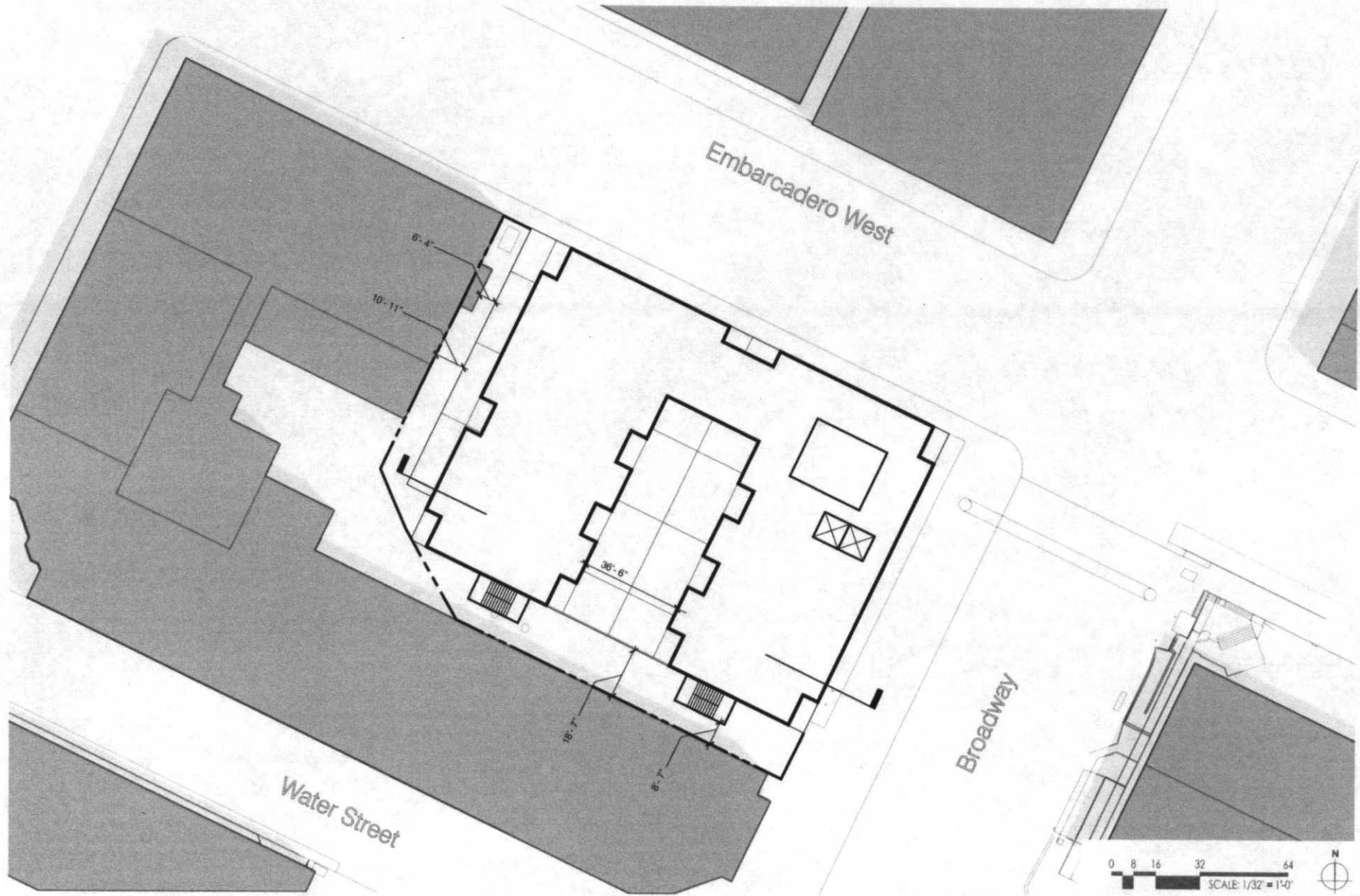
6 over 2
90 Units
Parcel D

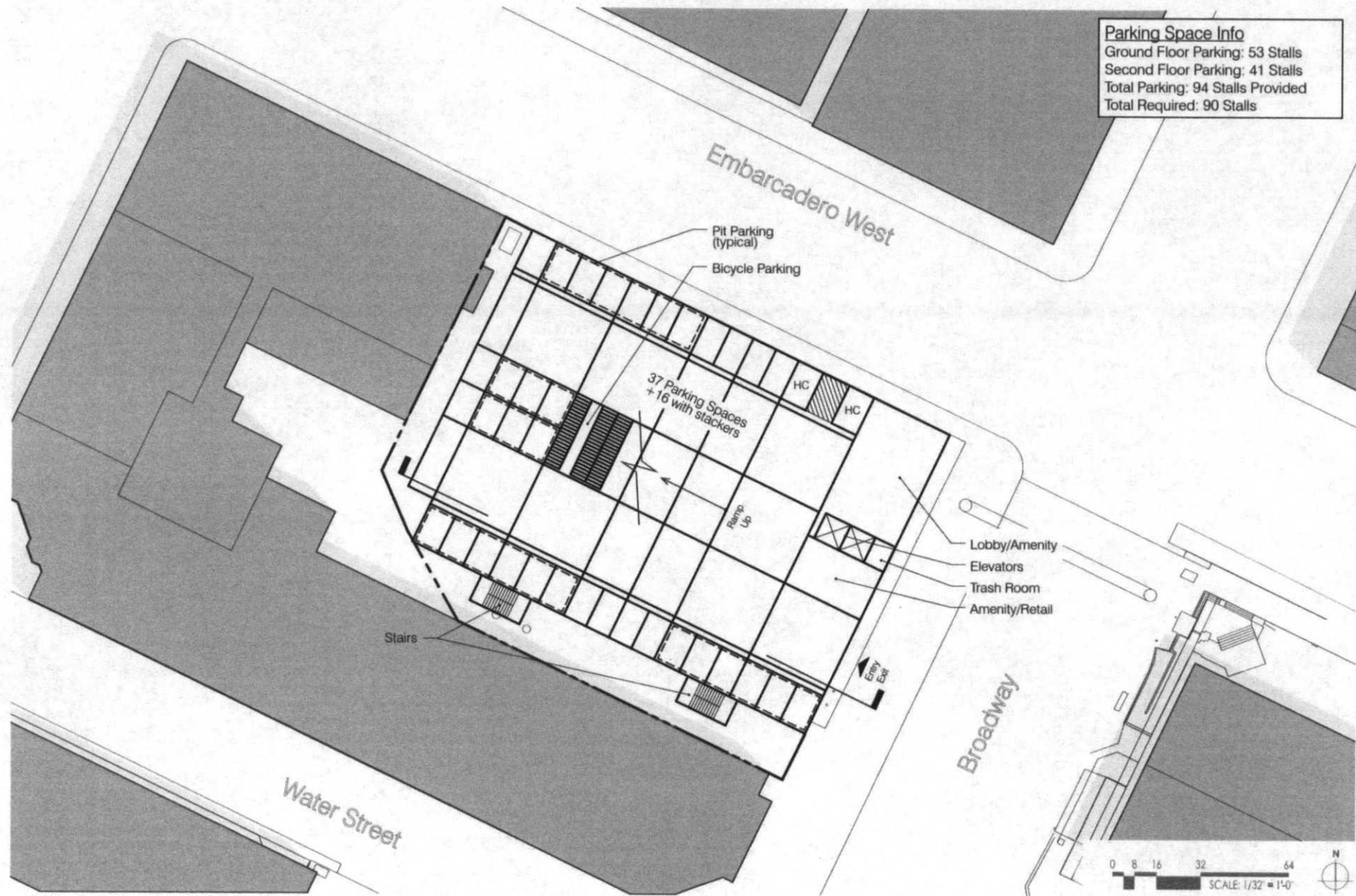


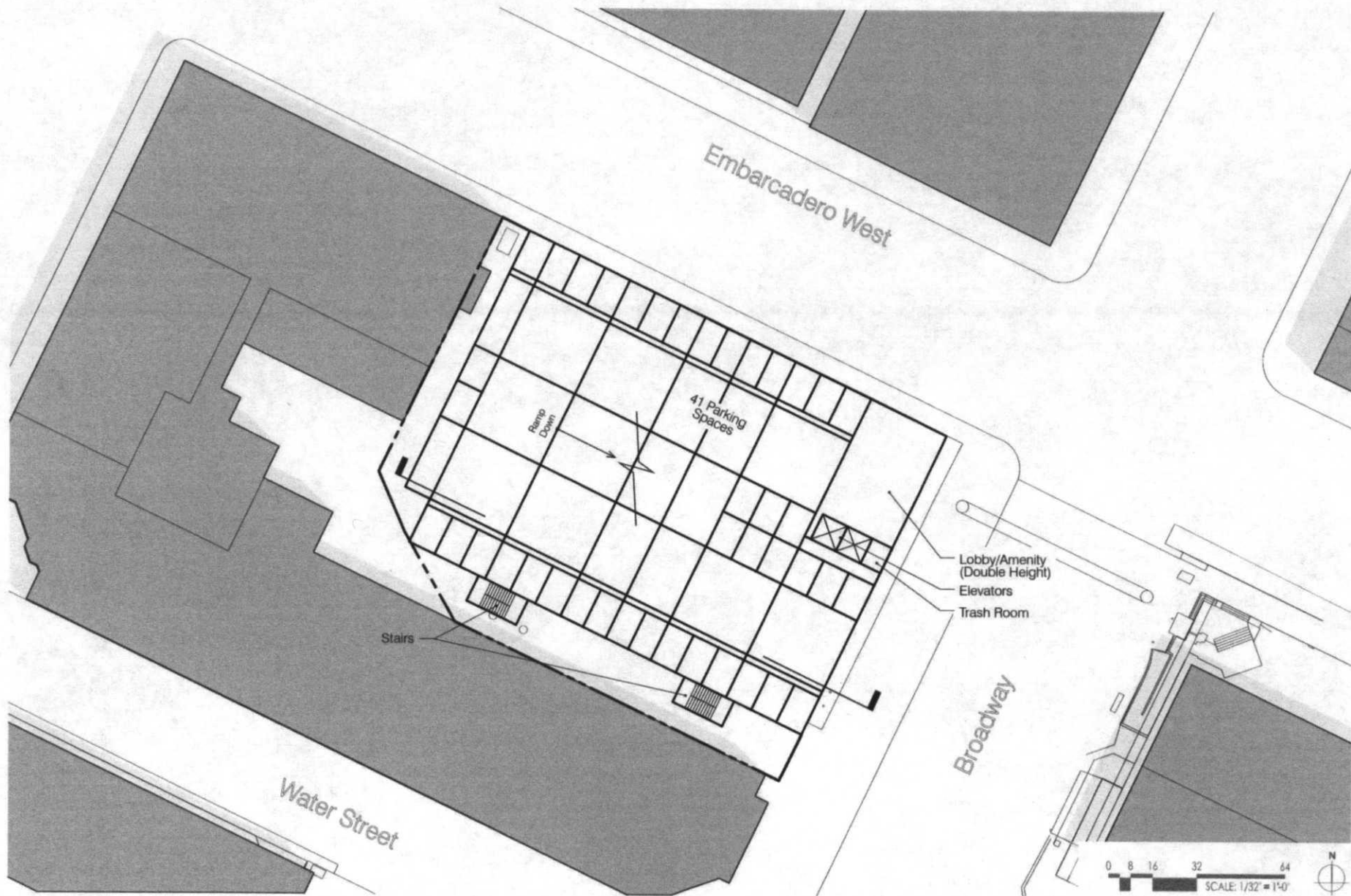
JACK LONDON SQUARE
OAKLAND, CALIFORNIA

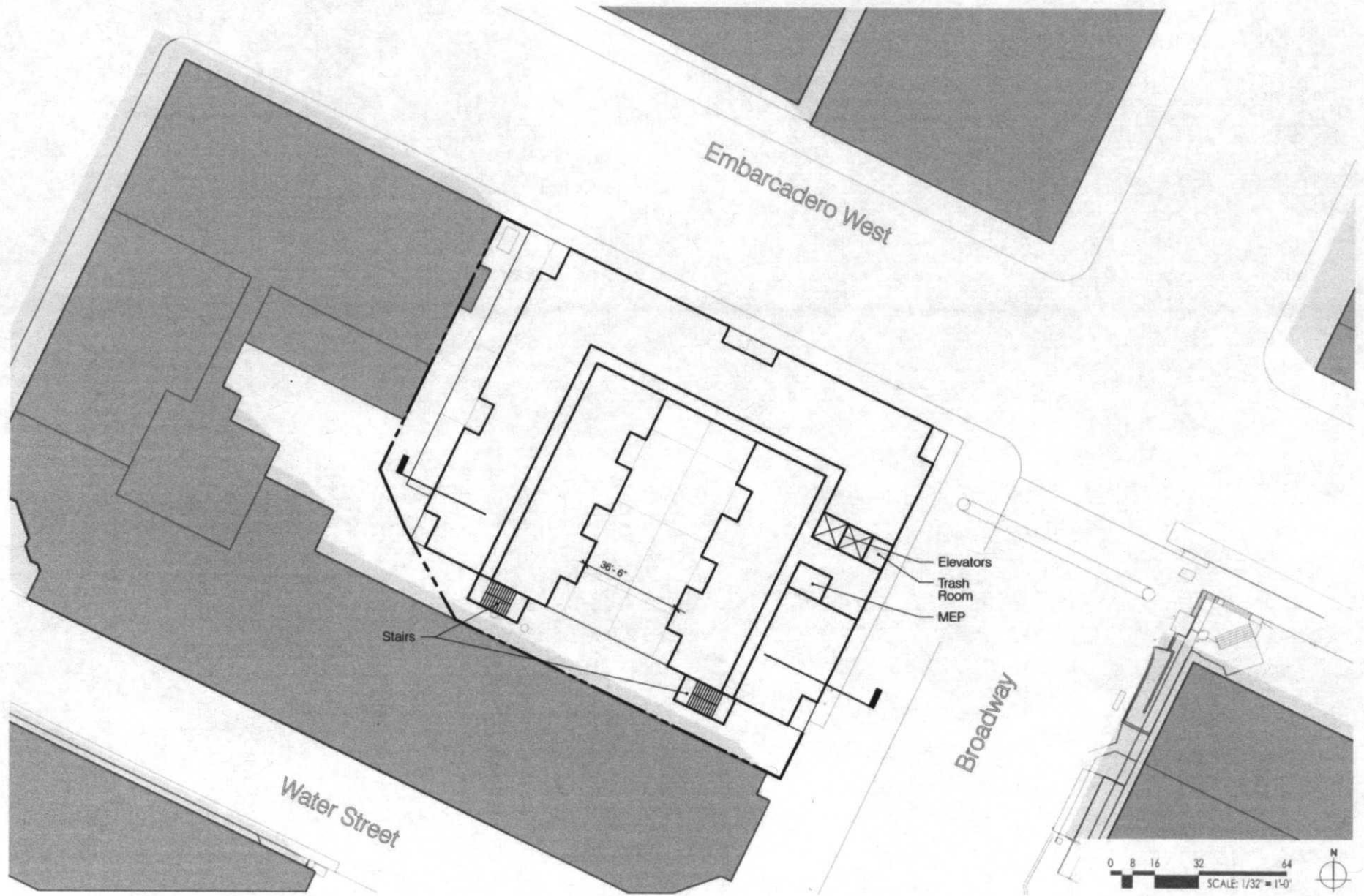
PARCEL D

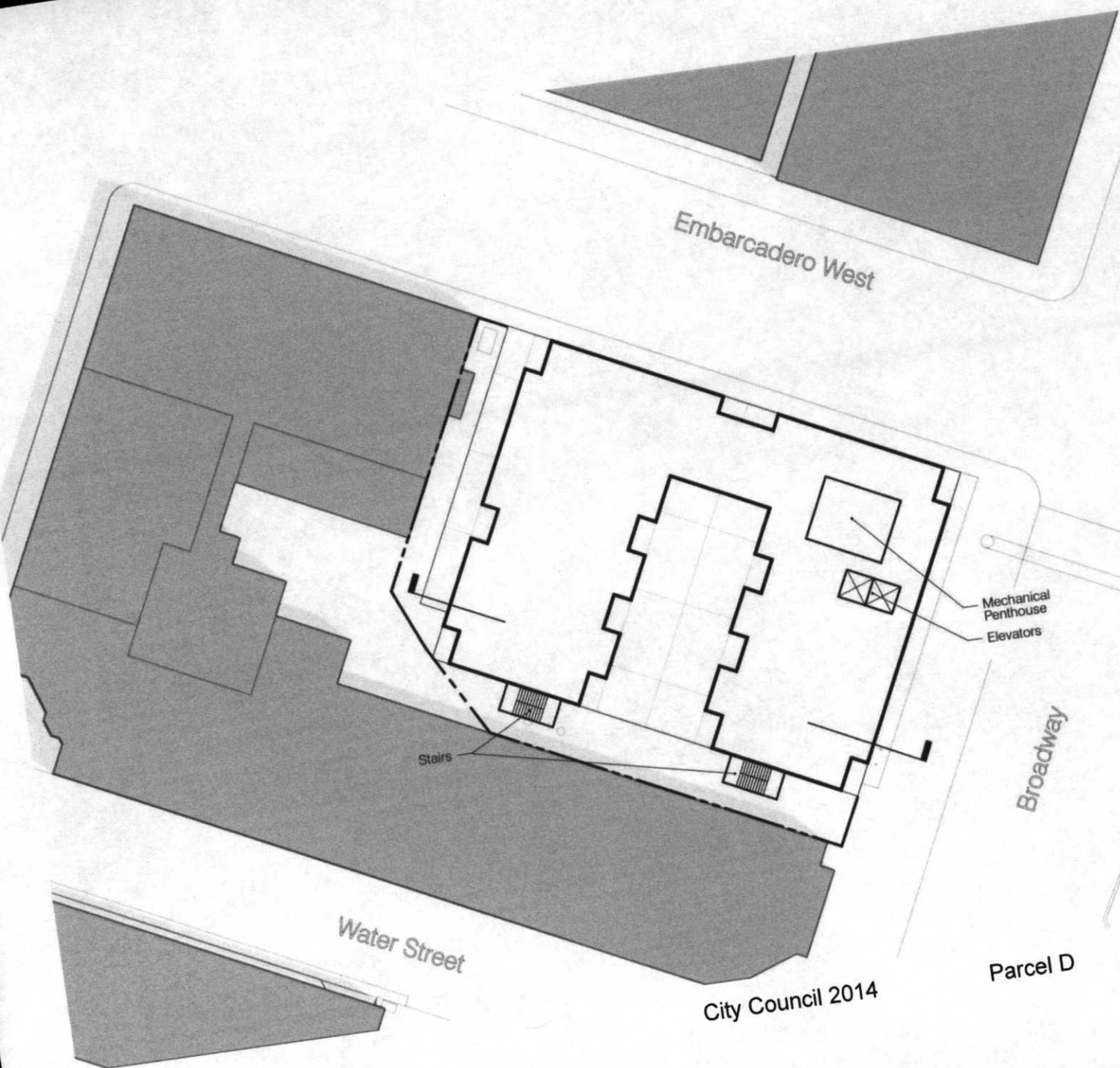
21 MAY 2013
PROJECT NO: 47850
2470 MARINER SQUARE LOOP
OAKLAND, CA 94612
T 510.865.1811
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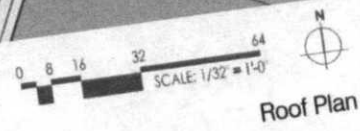
Embarcadero West

Broadway

Water Street

Parcel D

City Council 2014

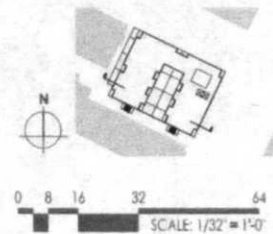
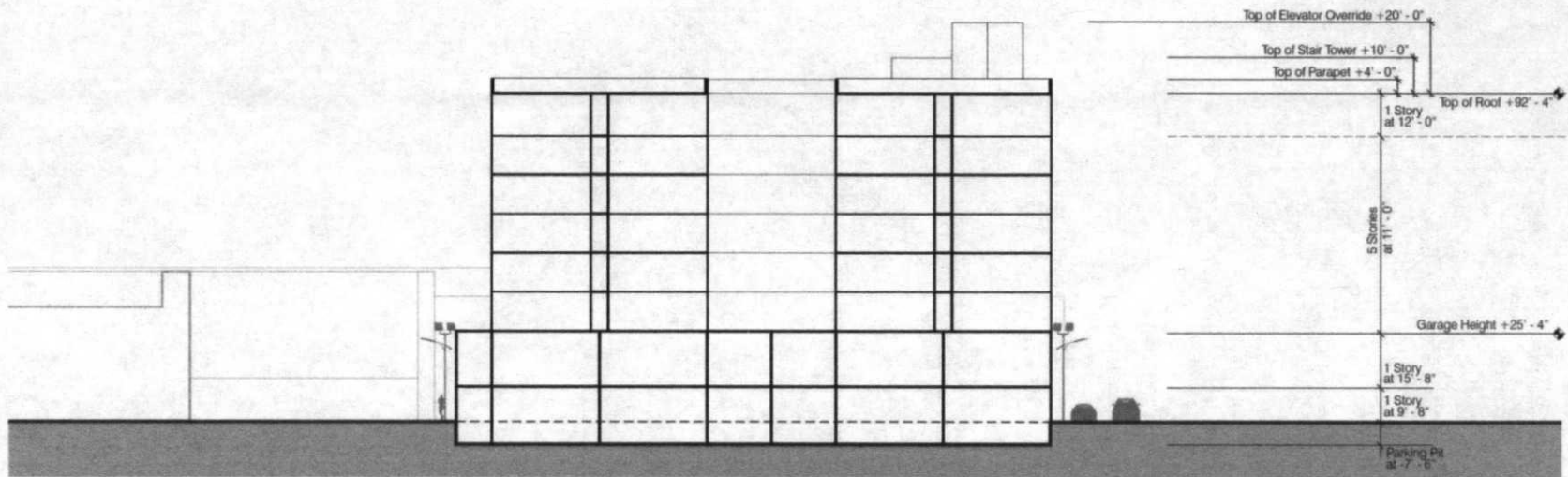


Roof Plan

JACK LONDON SQUARE
PARCEL D
OAKLAND, CALIFORNIA

MB

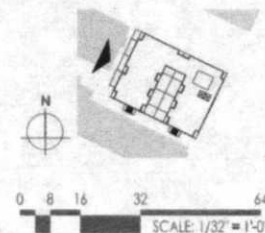
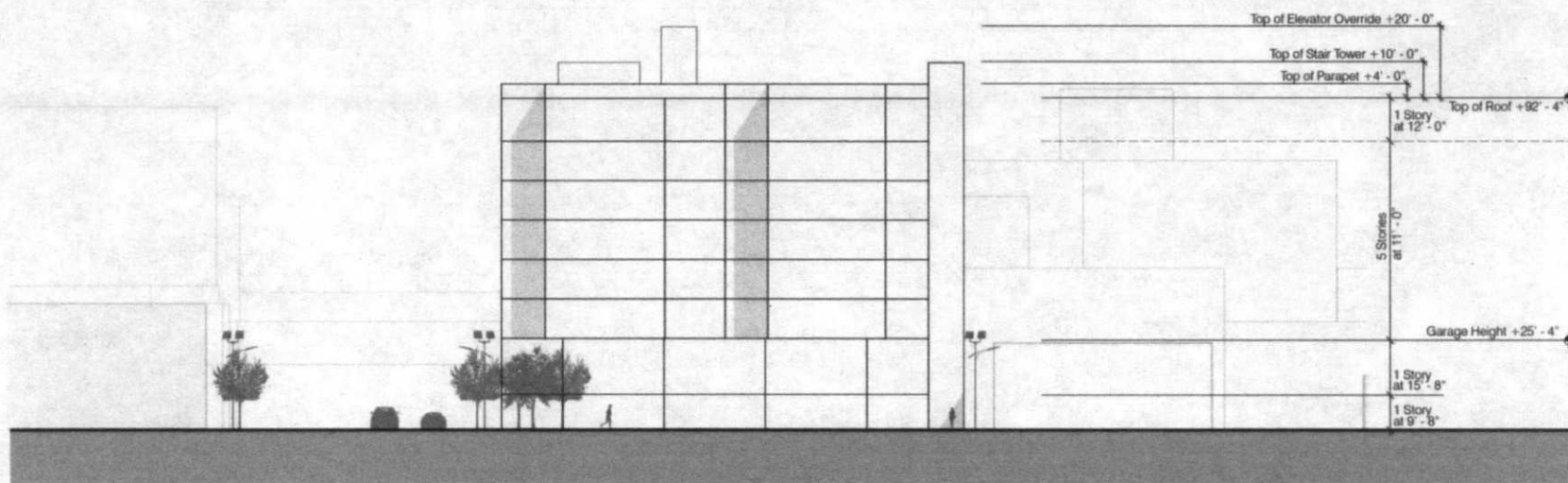
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PROJECT NO.: 47850
2470 MARINE SQUARE LOOP
ALBANY, CA 94001
T 510.865.1115
E MBH ARCHITECTS



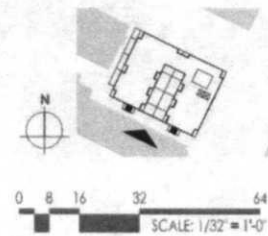
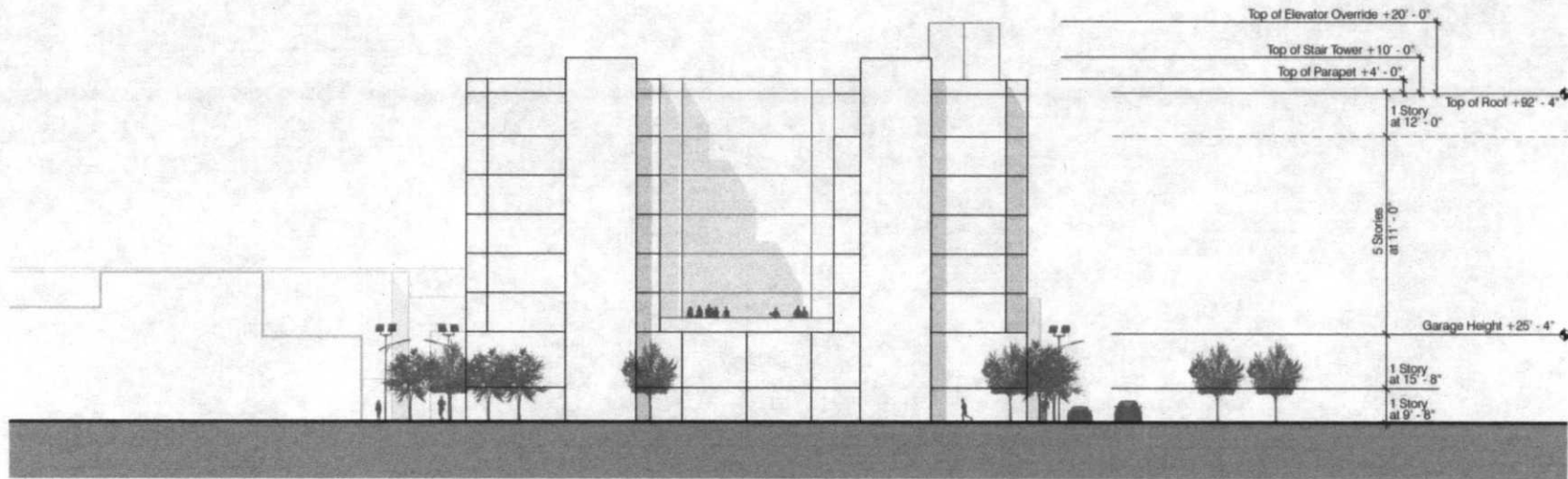
21 MAY 2013
PROJECT NO: 47850
2475 MARINER SQUARE LOOP
ALAMEDA, CA 94601
T 510.845.8843 F 510.845.1011
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OAKLAND, CALIFORNIA
PARCEL D





West Elevation

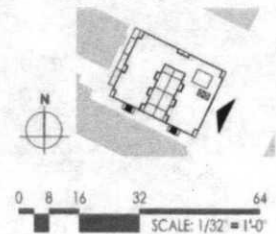
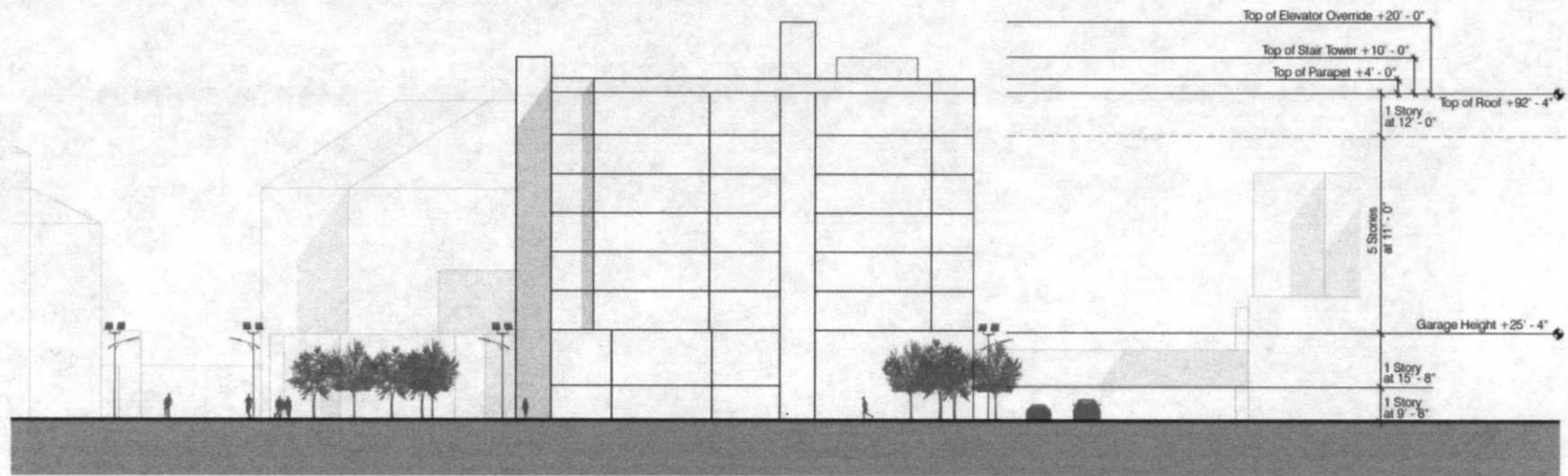


South Elevation

21 MAY 2013
PROJECT NO: 47850
2470 MARINER SQUARE LOOP
ALAMEDA, CA 94501
1.916.881.6100
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OAKLAND, CALIFORNIA
PARCEL D



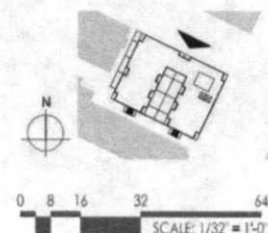
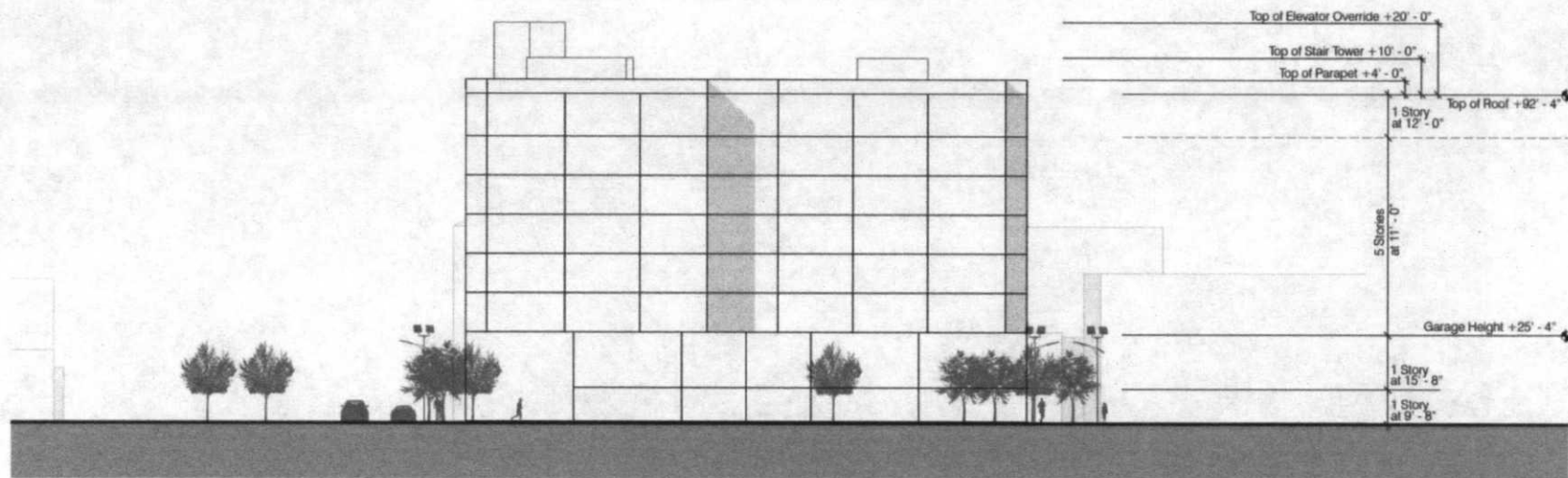


East Elevation

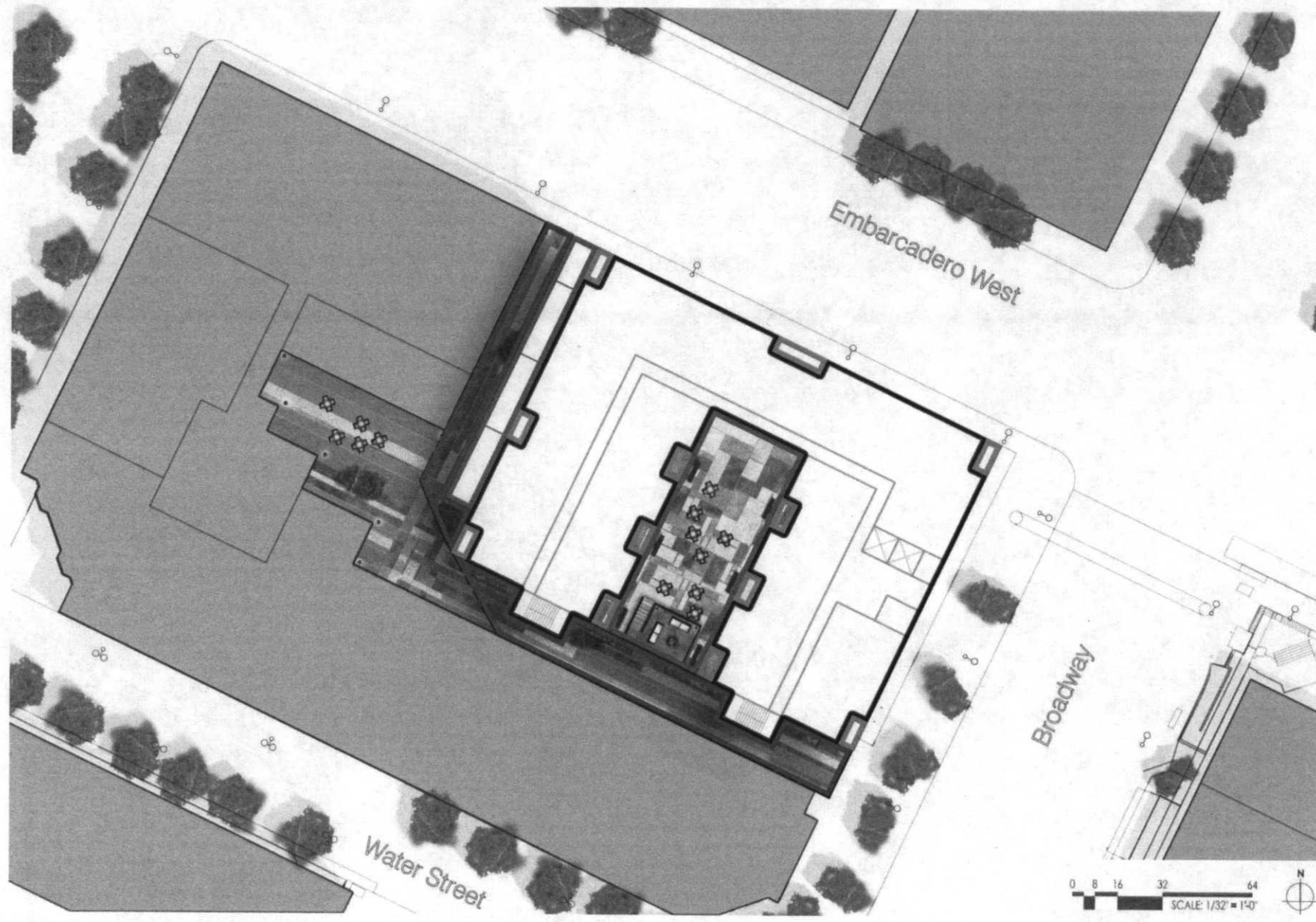
21 MAY 2013
PROJECT NO: 47850
2470 MARINER SQUARE LOOP
ALAMEDA, CA 94501
1.510.885.8853
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OAKLAND, CALIFORNIA
PARCEL D

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North Elevation



City Council 2014

Parcel D

Proposed Landscape and Lighting Plan



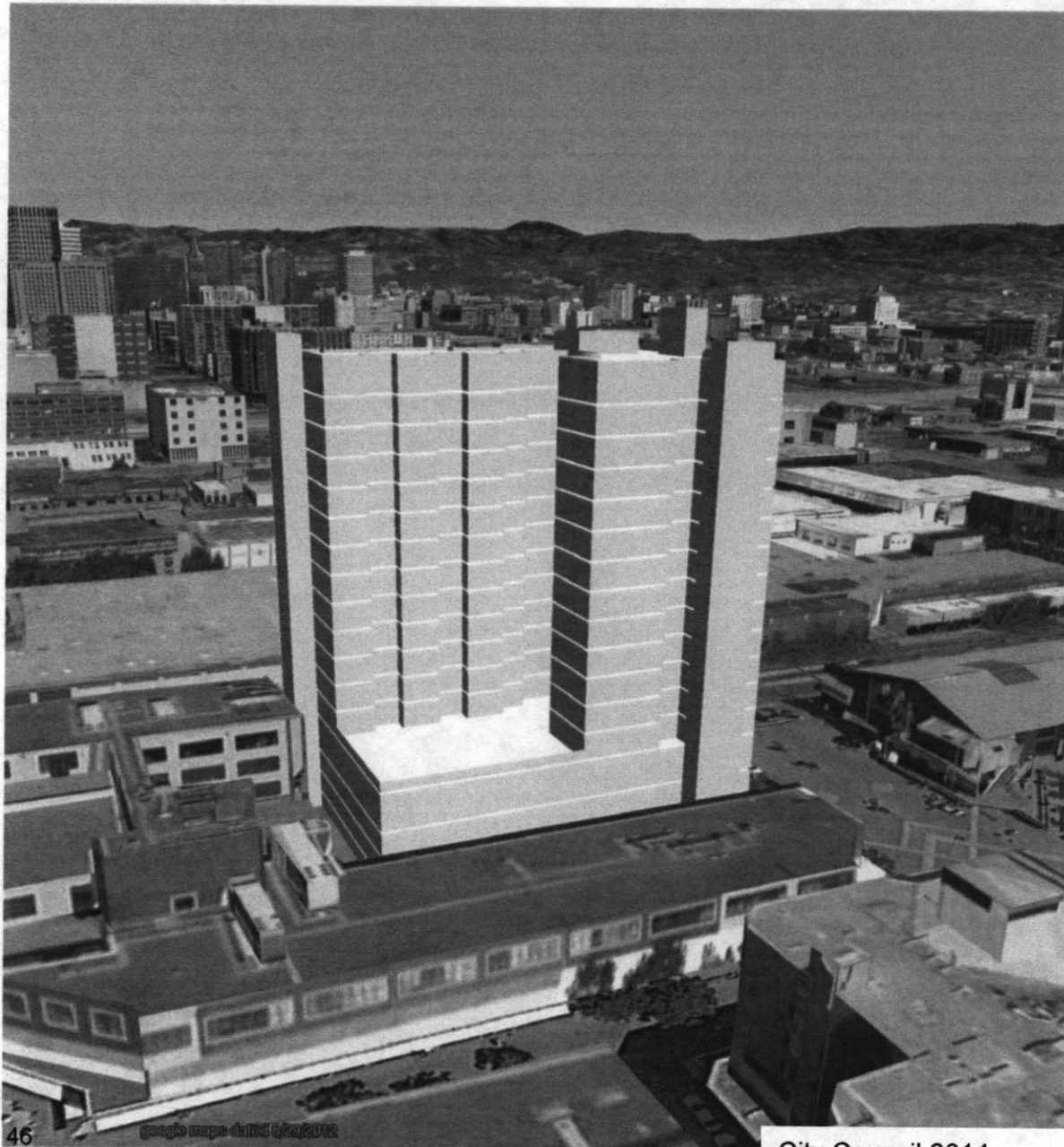
JACK LONDON SQUARE
OAKLAND, CALIFORNIA

PARCEL D

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PROJECT NO: 47850
2470 MARINER SQUARE LOOP
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High-Rise

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OAKLAND, CALIFORNIA



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google maps dated 4/22/2012

City Council 2014

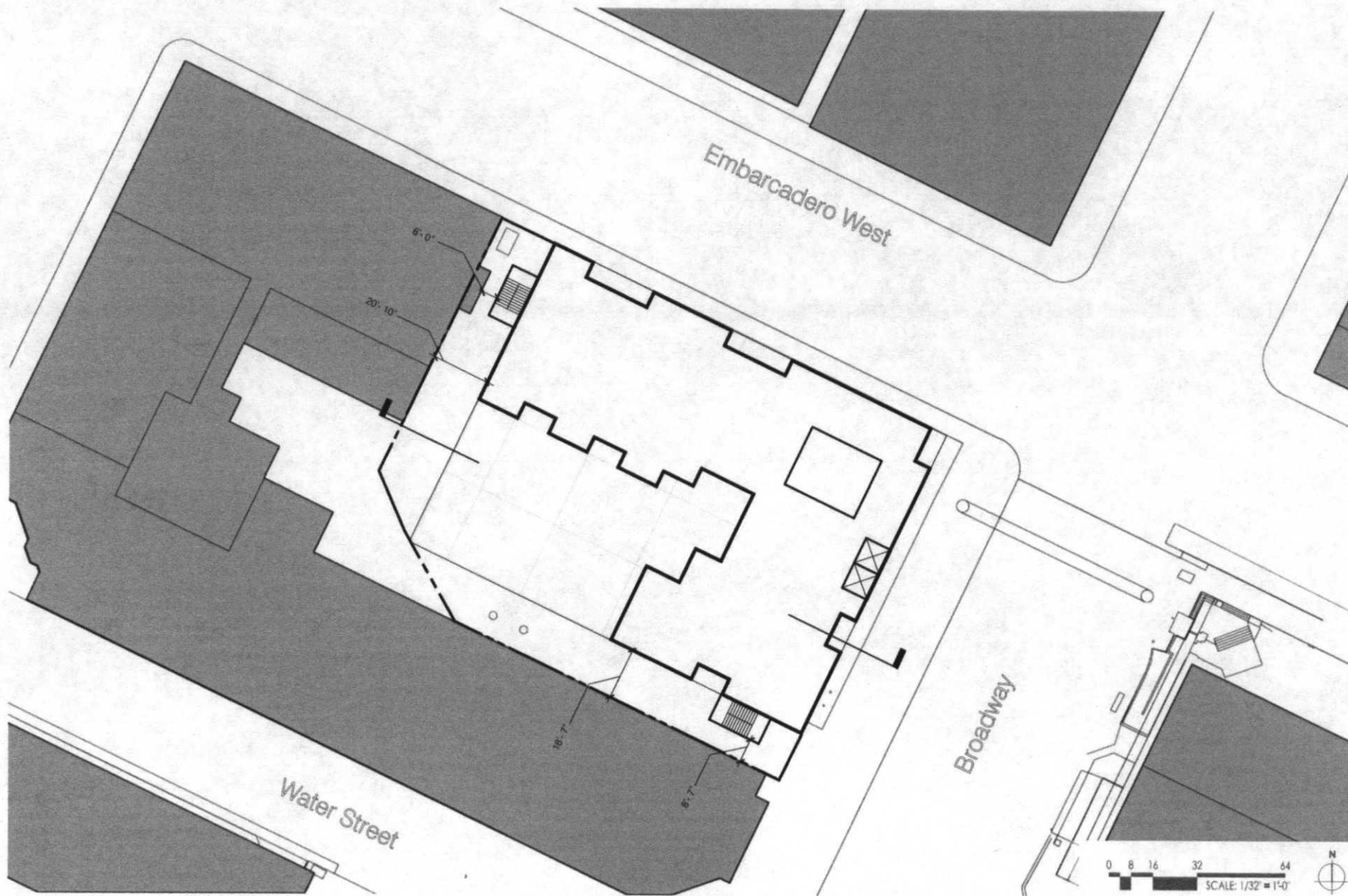
Parcel D

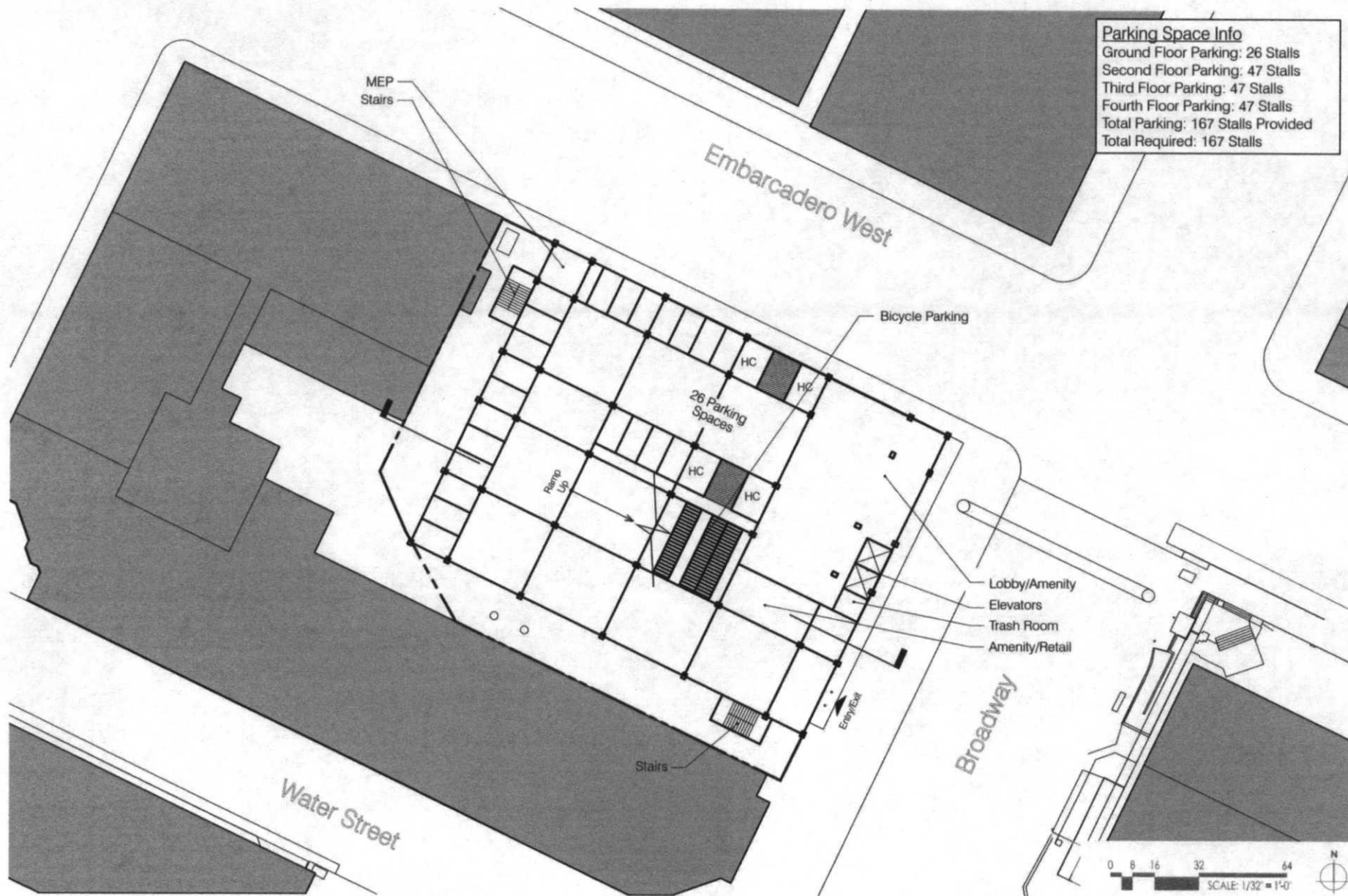
13 over 4
167 Units
Parcel D



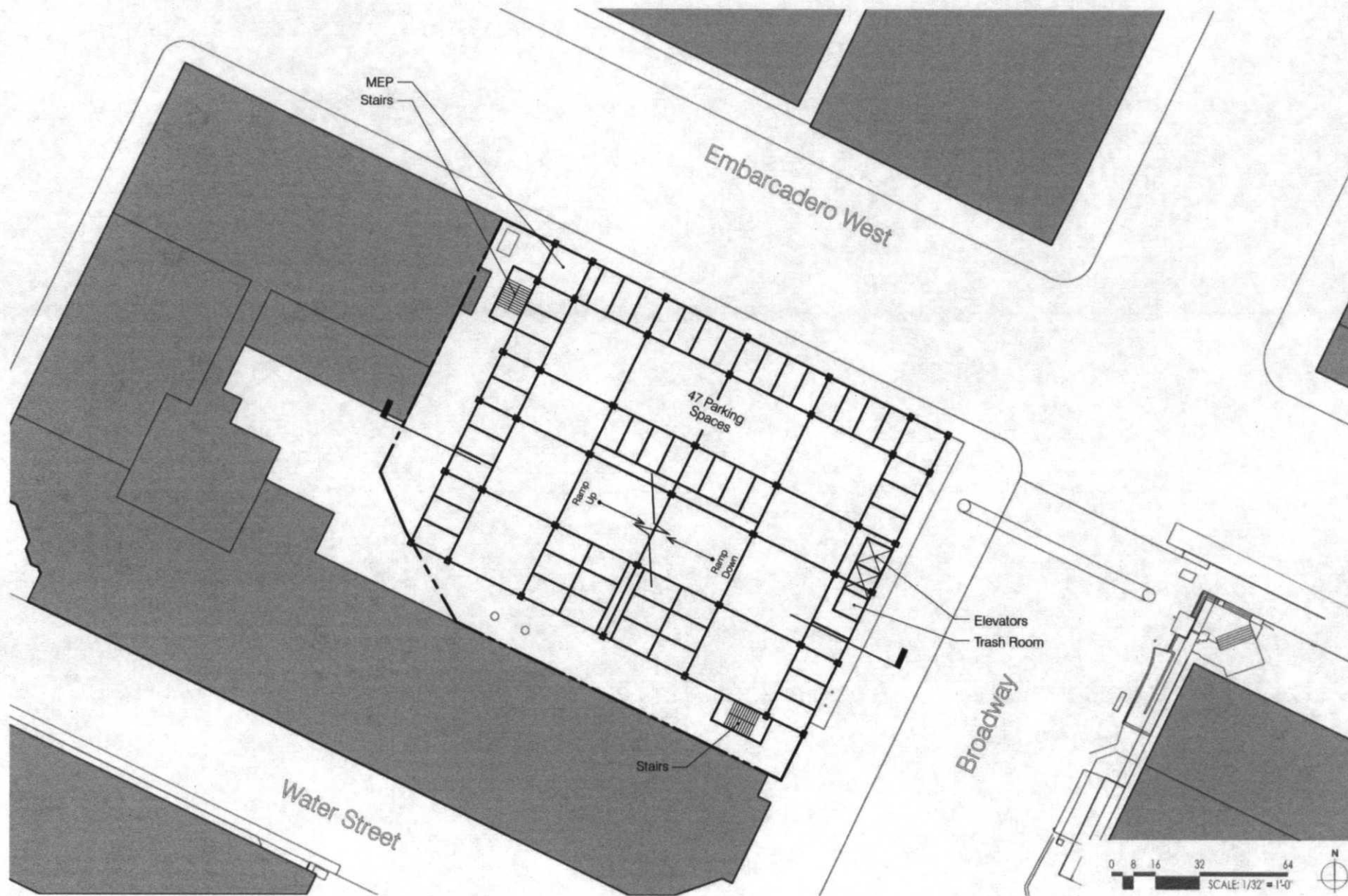
JACK LONDON SQUARE
OAKLAND, CALIFORNIA
PARCEL D

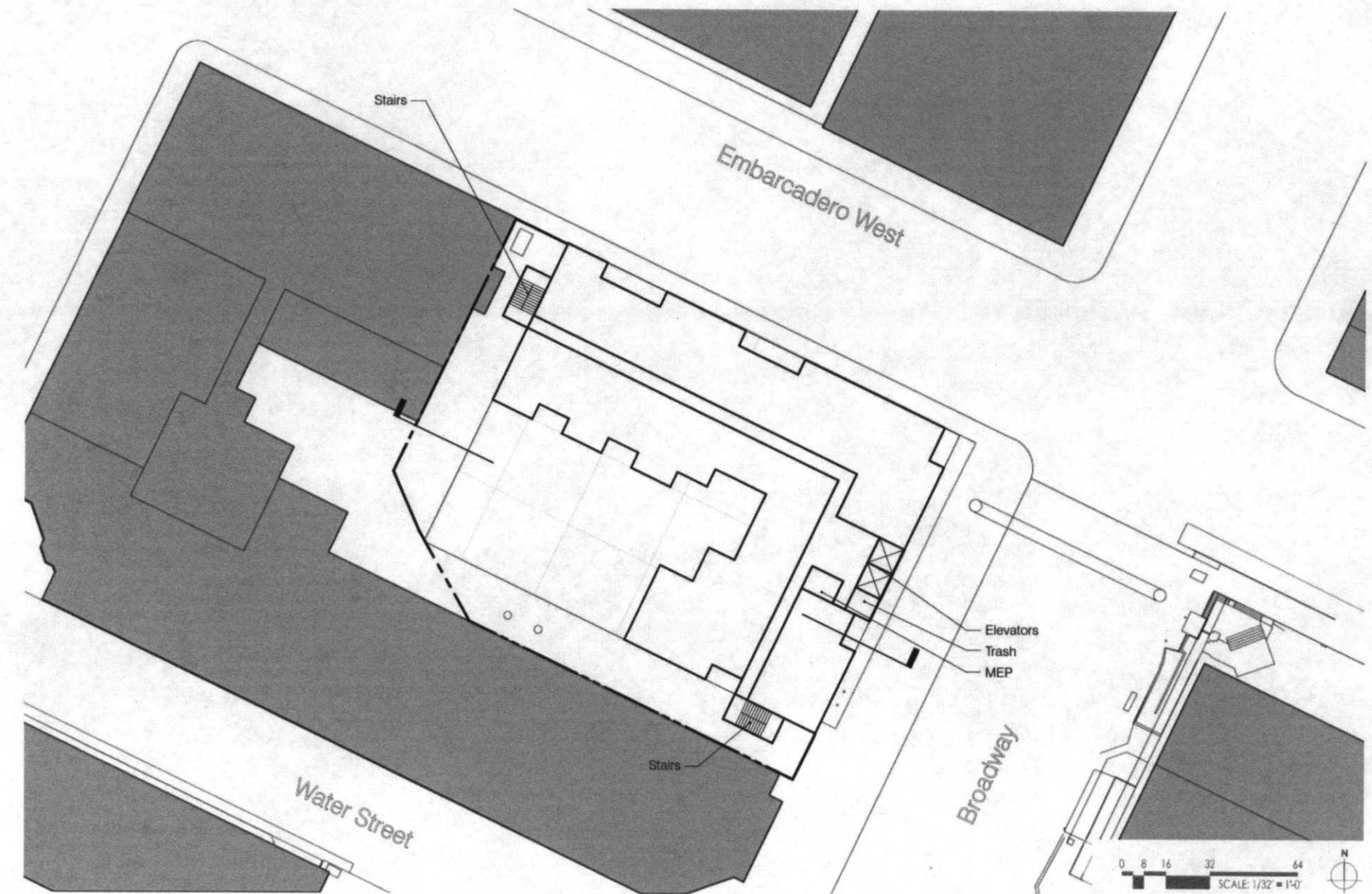
21 MAY 2013
PROJECT NO: 47850
2470 MARINER SQUARE LOOP
ALAMEDA, CA 94601
T 510.845.8665 F 510.845.1611
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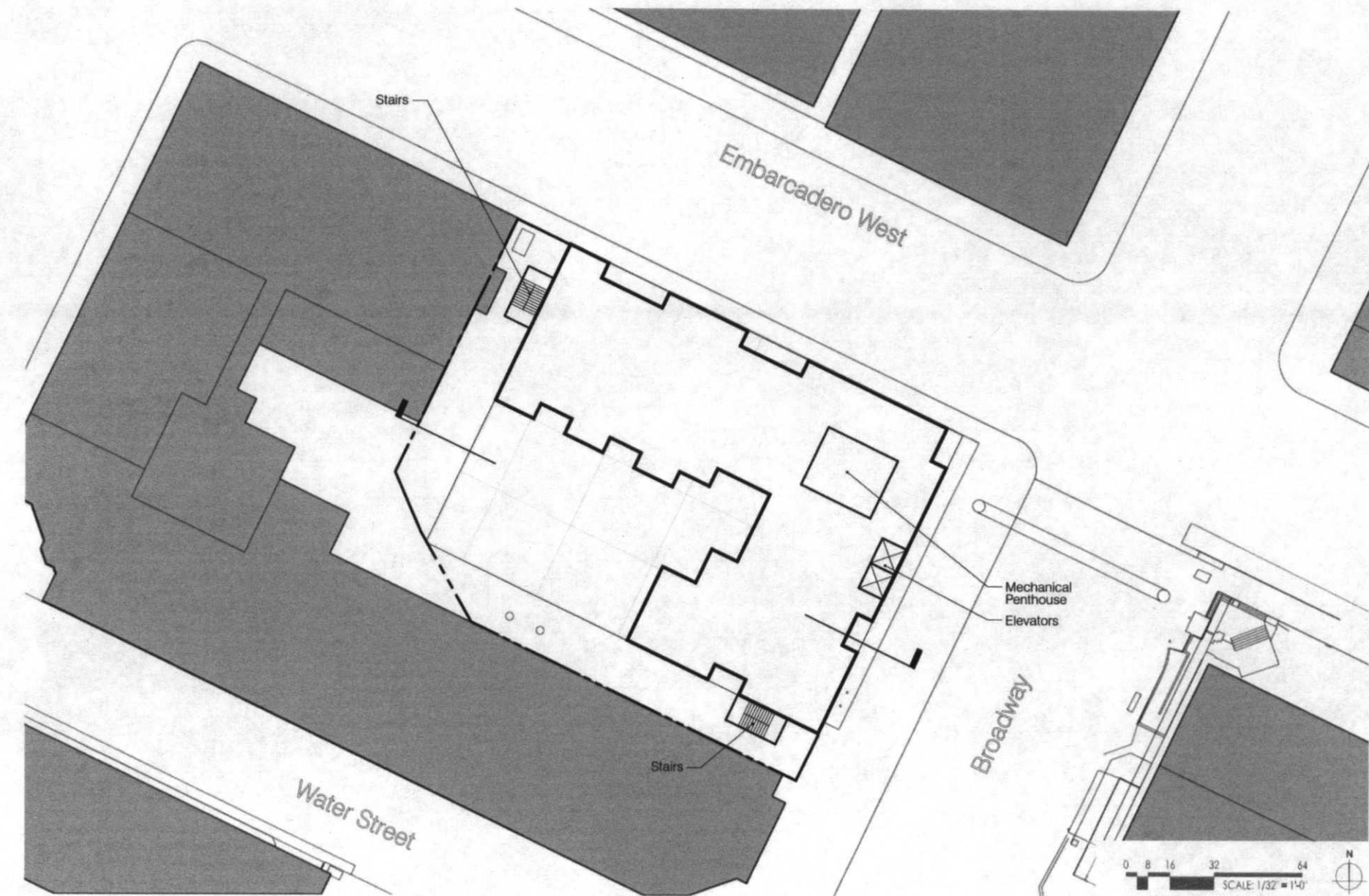


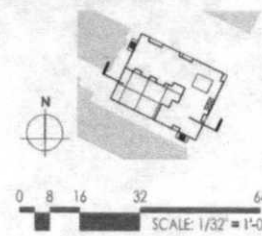
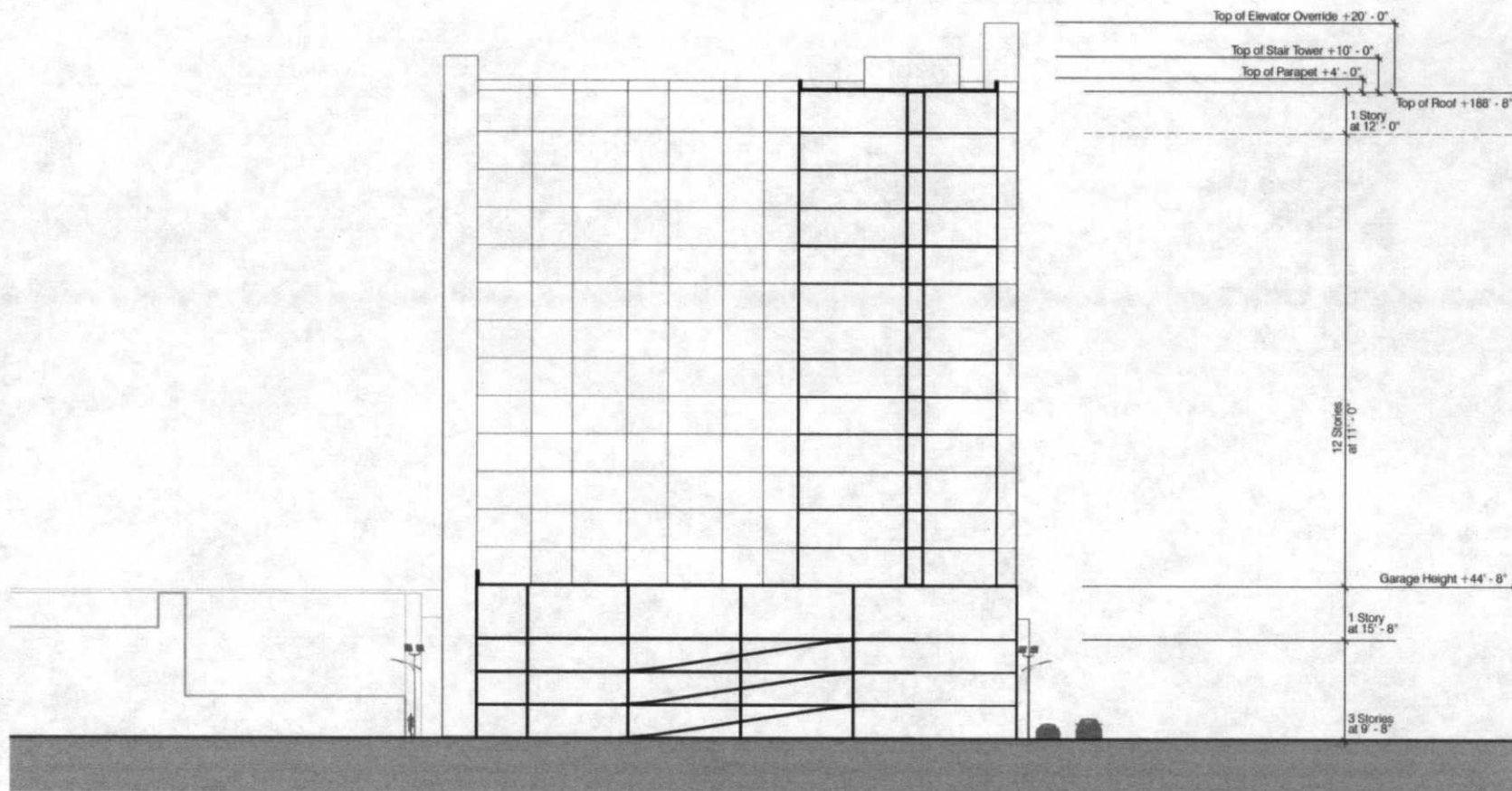


Parking Space Info
 Ground Floor Parking: 26 Stalls
 Second Floor Parking: 47 Stalls
 Third Floor Parking: 47 Stalls
 Fourth Floor Parking: 47 Stalls
 Total Parking: 167 Stalls Provided
 Total Required: 167 Stalls





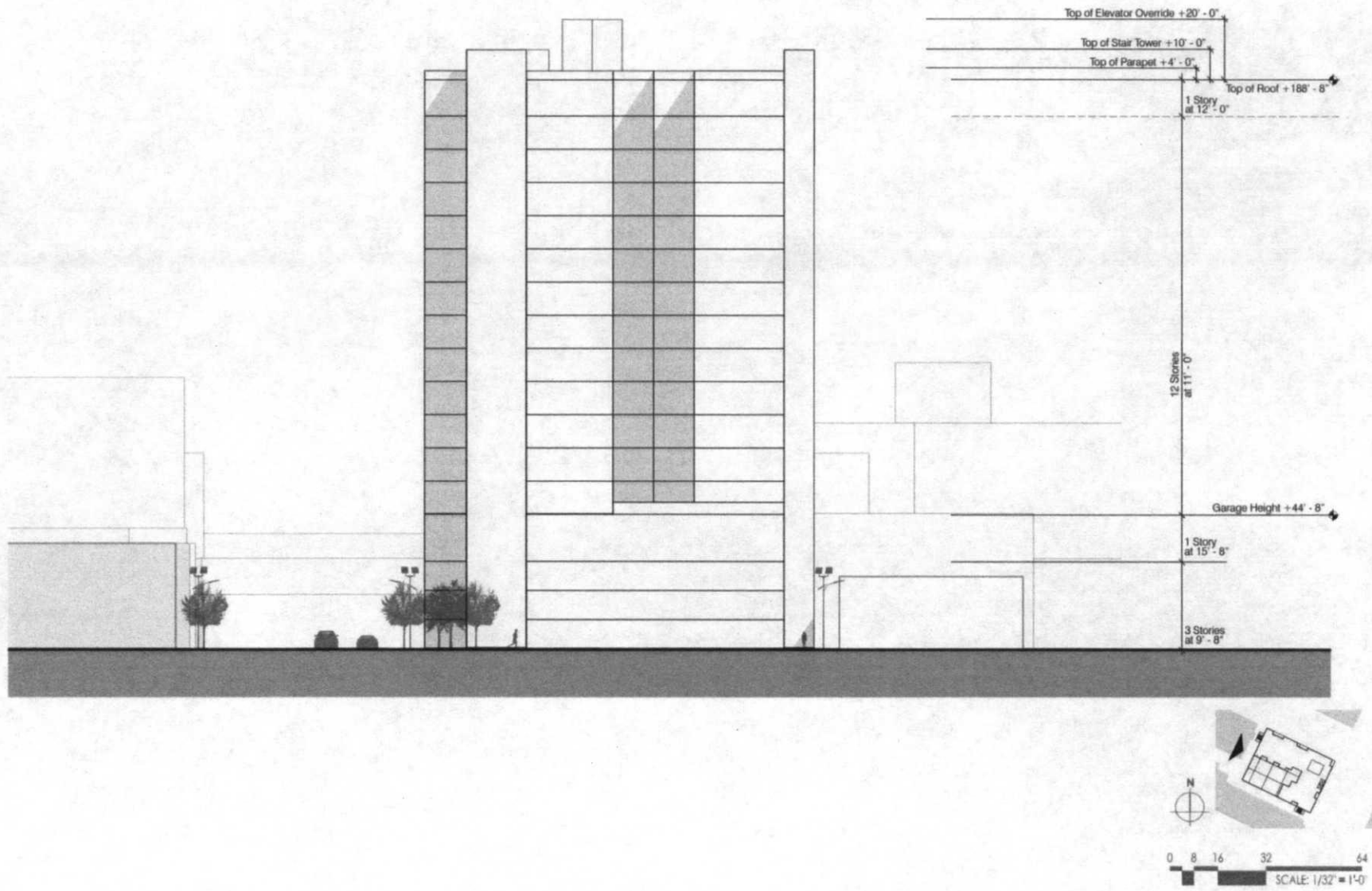


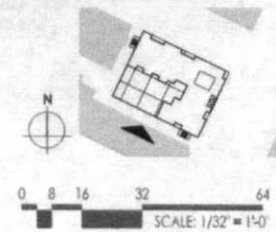


21 MAY 2013
PROJECT NO: 47850
2410 MARINER SQUARE LOOP
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T: 510.865.8663 F: 510.865.1611
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OAKLAND, CALIFORNIA





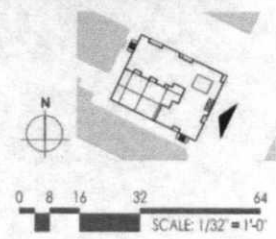


South Elevation

21 MAY 2013
PROJECT NO: 47850
2410 MARINER SQUARE LOOP
ALAMEDA, CA 94501
1 510.865.8663 F 510.865.1611
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JACK LONDON SQUARE
OAKLAND, CALIFORNIA
PARCEL D

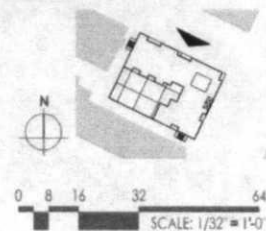




21 MAY 2013
PROJECT NO: 47850
2470 MARINE SQUARE LOOP
ALAMEDA, CA 94501
1.510.865.5843 F.510.865.1611
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JACK LONDON SQUARE PARCEL D
OAKLAND, CALIFORNIA



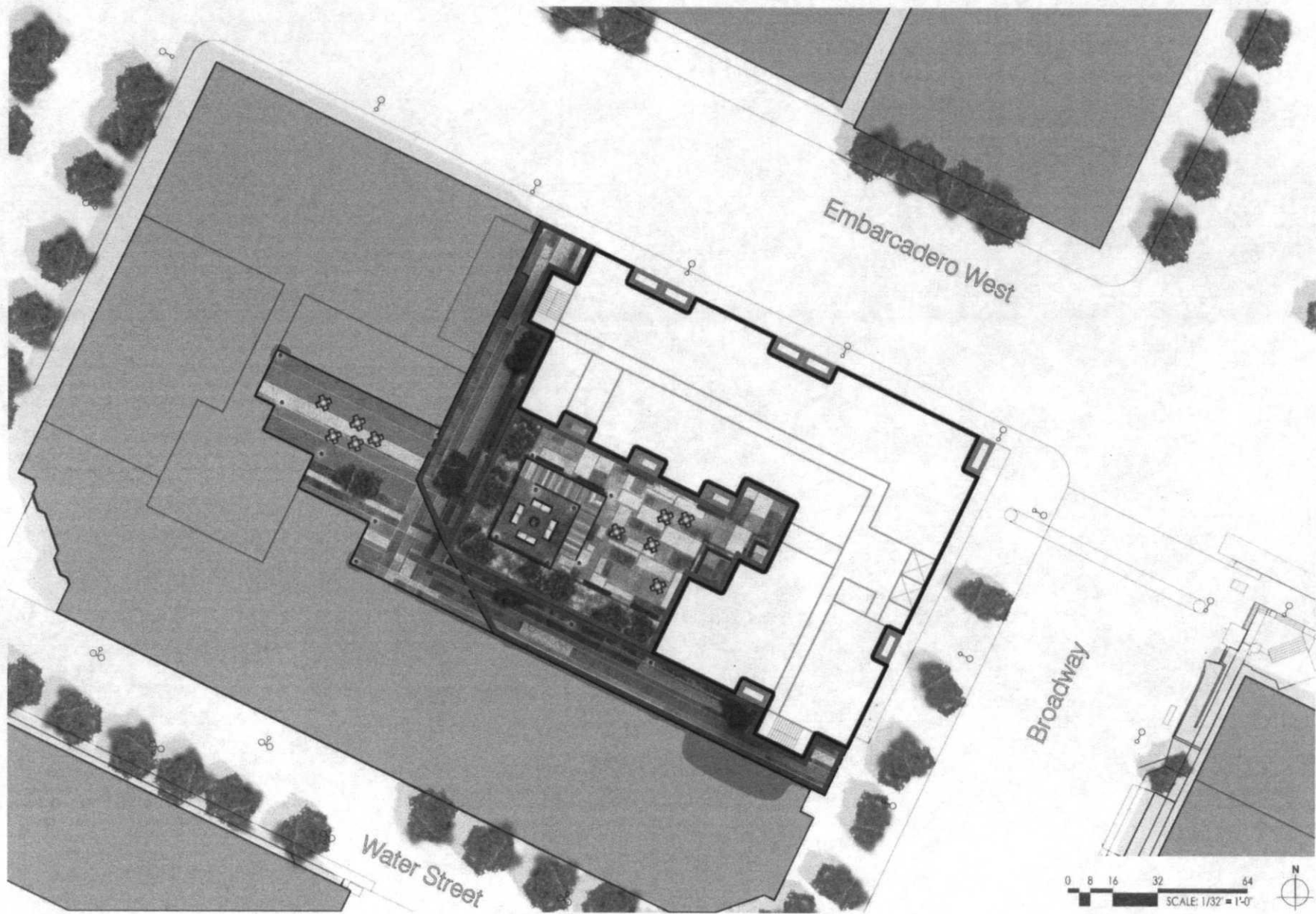


North Elevation

21 MAY 2013
PROJECT NO.: 47850
2470 MARINER SQUARE LOOP
ALAMEDA, CA 94601
1.510.863.1111
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JACK LONDON SQUARE PARCEL D
OAKLAND, CALIFORNIA





City Council 2014

Parcel D

Proposed Landscape and Lighting Plan

21 MAY 2013
PROJECT NO: 47850
2470 MARINER SQUARE LOOP
ALAMEDA, CA 94501
1 510 865 8683 F 510 865 1611
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OAKLAND, CALIFORNIA
PARCEL D

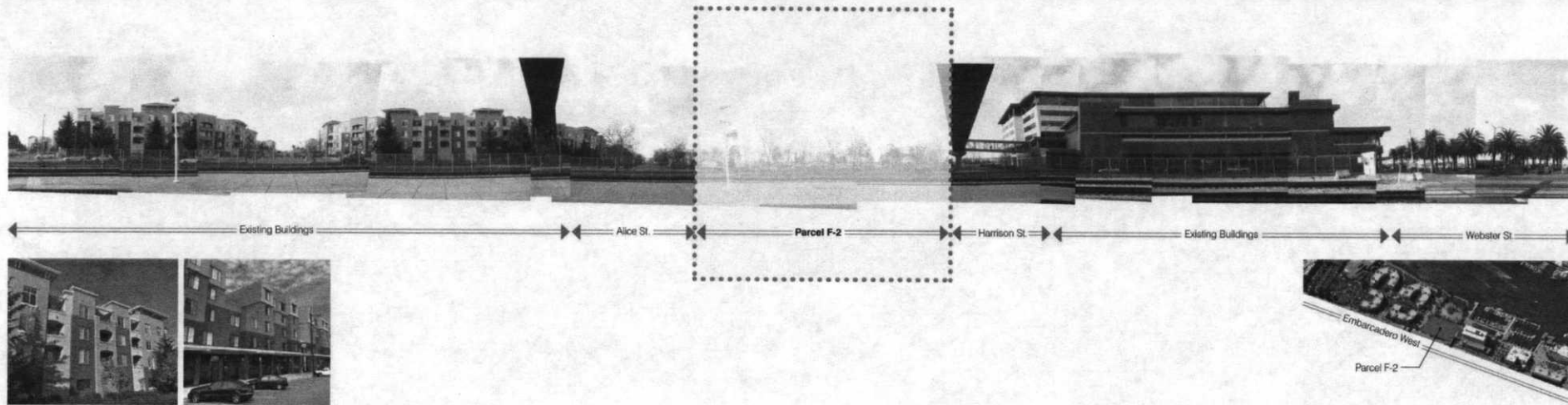


Site F-2

JACK LONDON SQUARE
OAKLAND, CALIFORNIA

Context Information

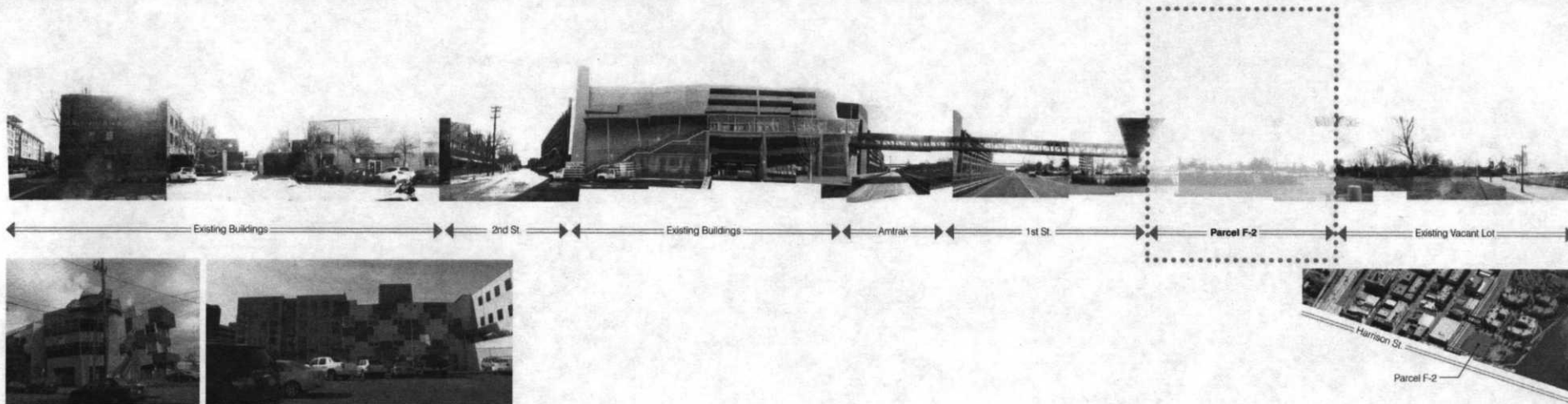
JACK LONDON SQUARE
OAKLAND, CALIFORNIA



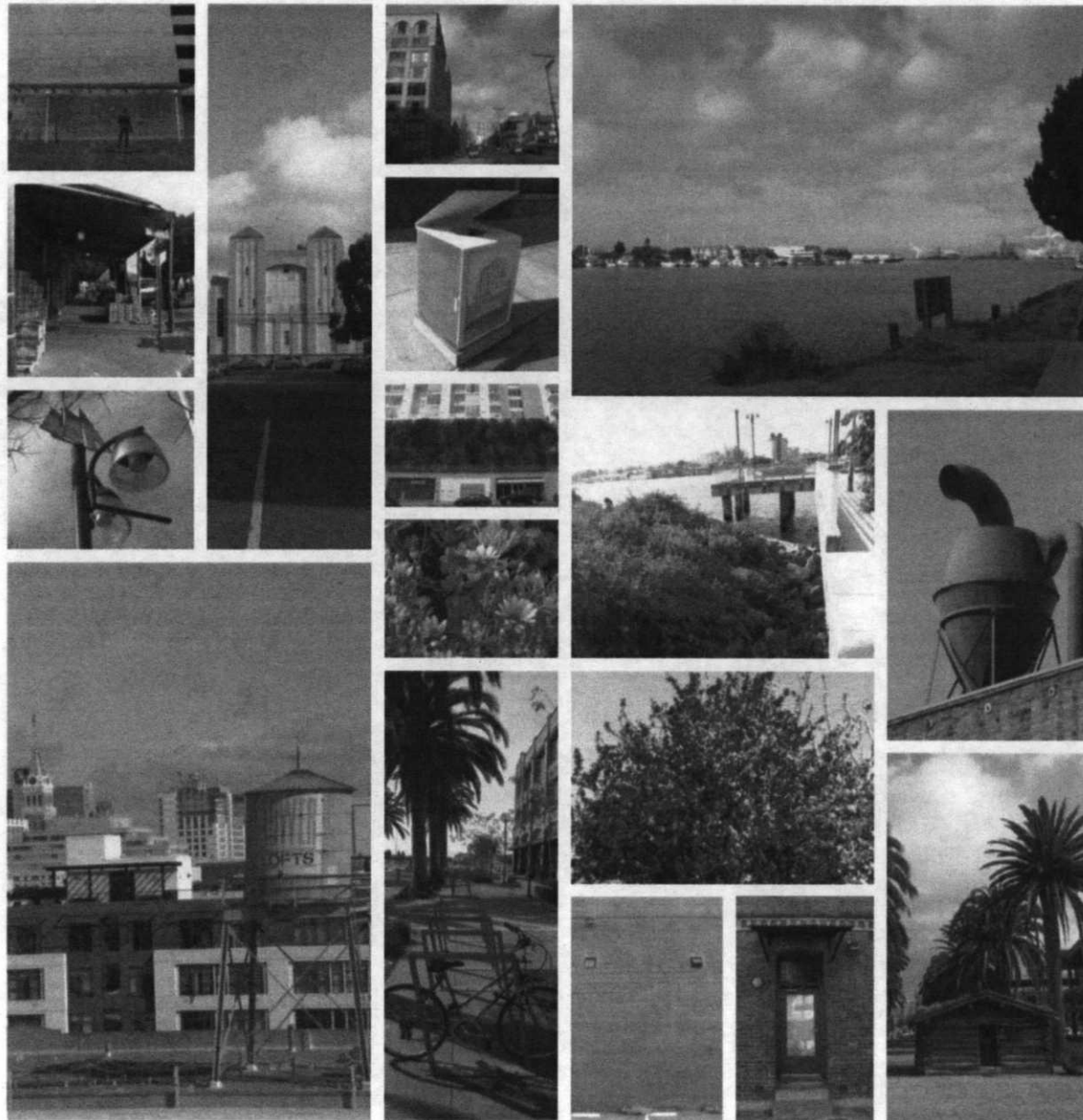
21 MAY 2014
PROJECT NO. 14-0001
ARCHITECT: MBH
1100 MARKET STREET, SUITE 200
SAN FRANCISCO, CA 94102

JACK LONDON SQUARE PARCEL F-2

MBH

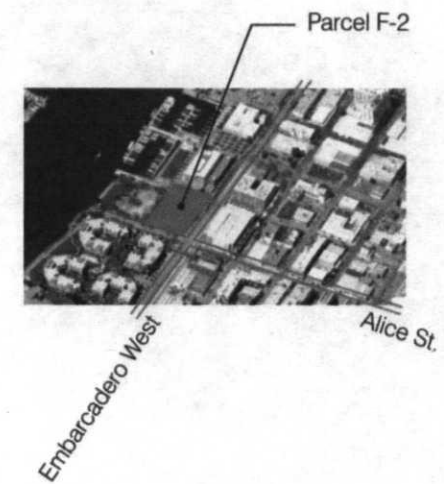


JACK LONDON SQUARE PARCEL F-2
 MAY 2013
 MBH



City Council 2014

Parcel F-2



Parcel F-2 Contextual Photos

21 MAY 2013
PROJECT NO: 47841
2470 MARINER SQUARE COOP
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PARCEL F-2

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Draft Architectural Concept

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OAKLAND, CALIFORNIA



67 Draft Architectural PDP concept (final design and materials to be developed during FDP)
City Council 2014

Parcel F-2

Parcel F-2 Tower

15 OCTOBER 2013
PROJECT NO. 47841
3410 MARINER SQUARE LOOP
ALAMEDA, CA 94501
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JACK LONDON SQUARE
MBH arch

Study of Ground Floor Treatment Water Street Extension (Pedestrian Promenade)

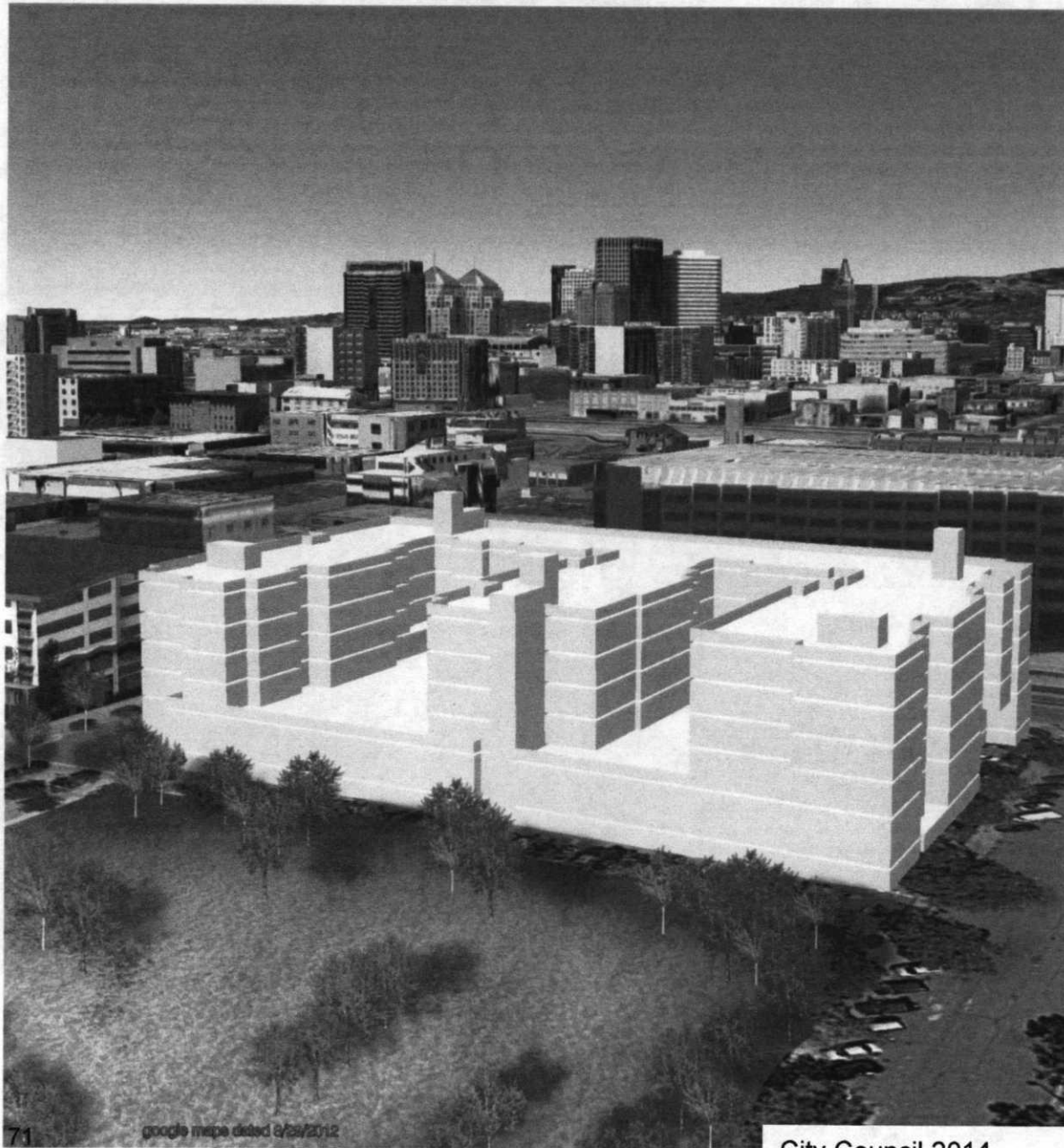


03 FEBRUARY 2014
 PROJECT NO: 47841
 2425 MARINER SQUARE LOOP
 ALAMEDA, CA 94501
 T 510.865.8800 F 510.865.1033
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JACK LONDON SQUARE EXHIBITS

Low-Rise

JACK LONDON SQUARE
OAKLAND, CALIFORNIA



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google maps dated 8/29/2012

City Council 2014

Parcel F-2

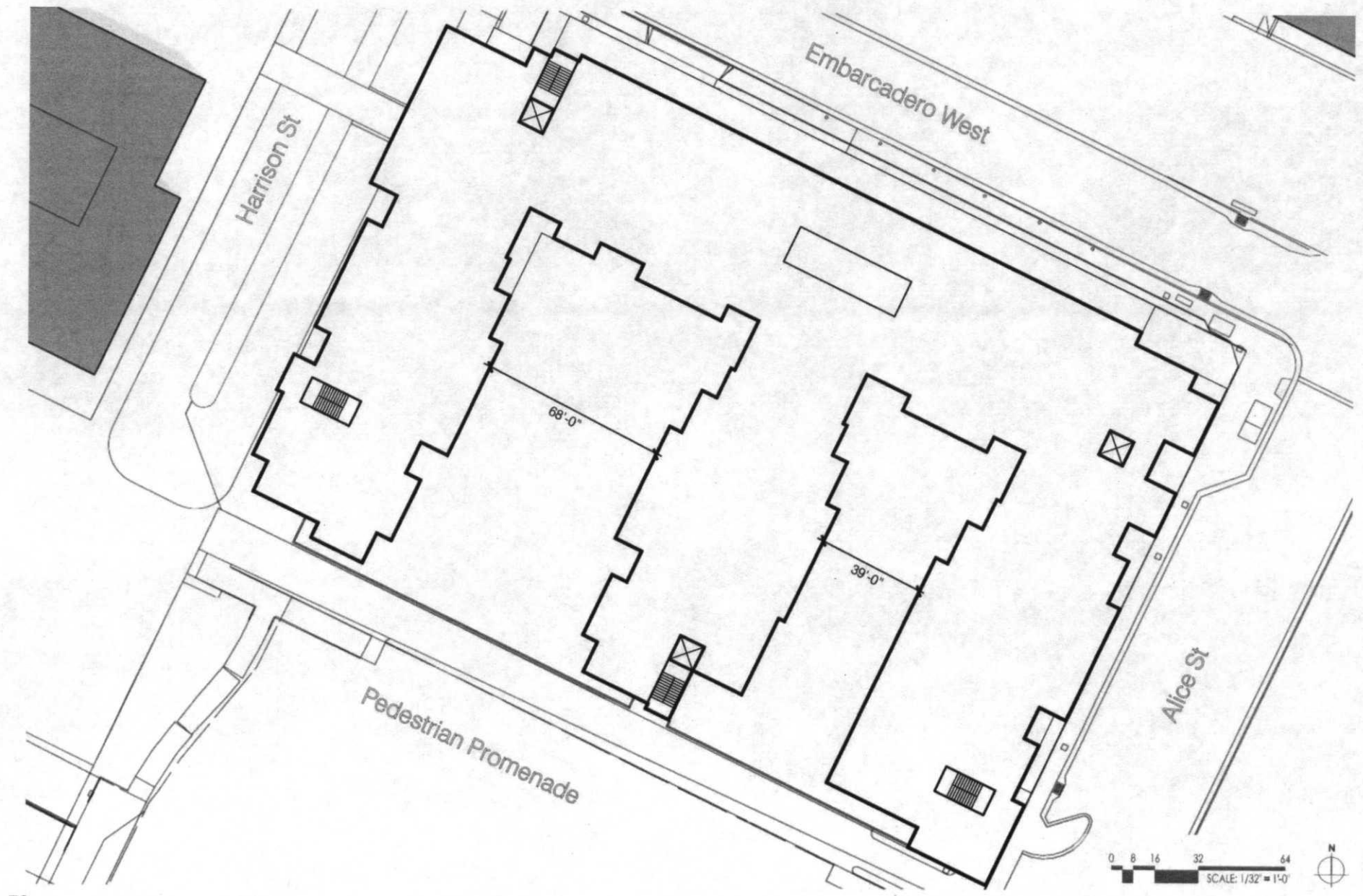
4 over 2
217 Units
Parcel F-2

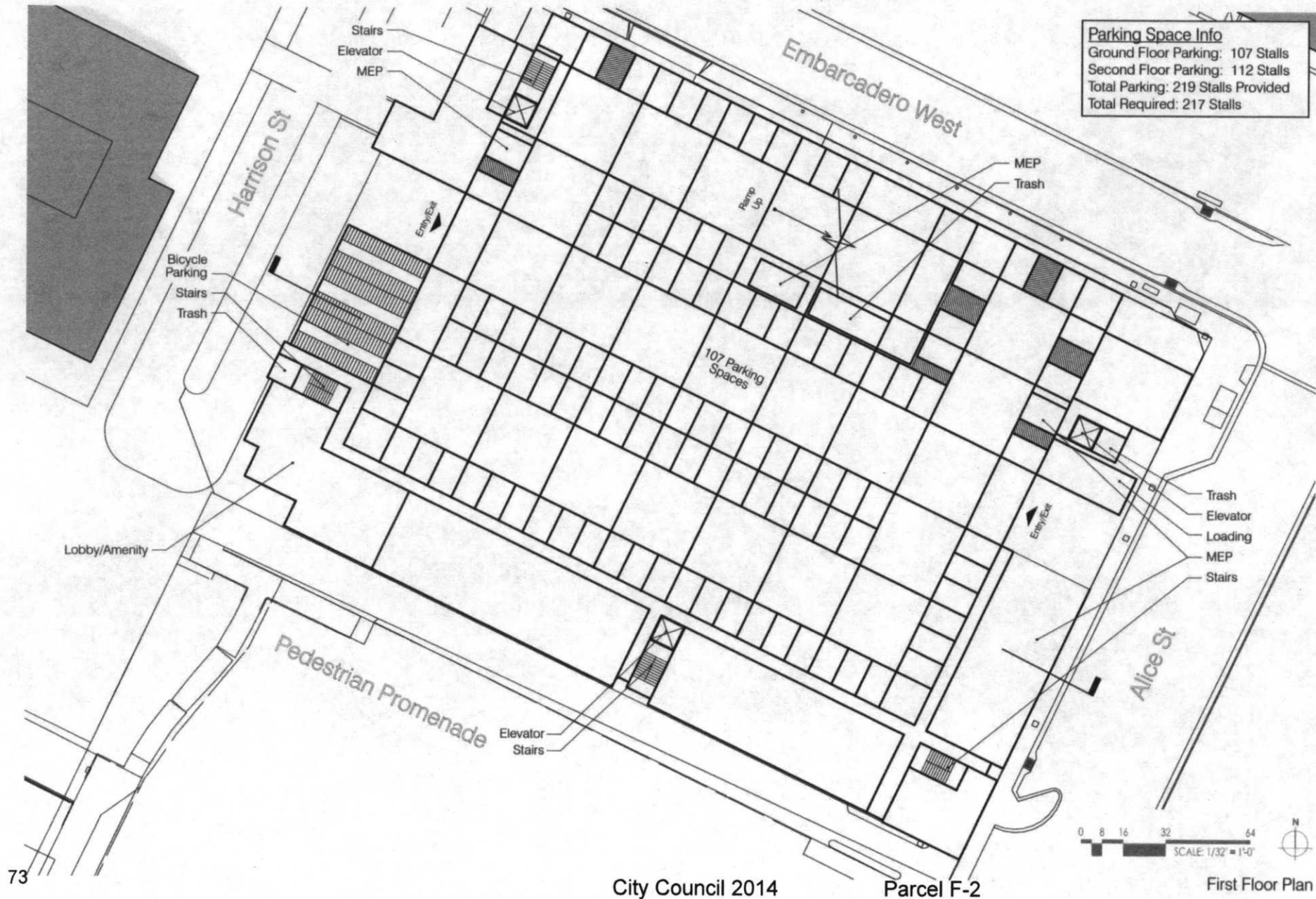


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OAKLAND, CALIFORNIA

PARCEL F-2

21 MAY 2013
PROJECT NO: 47841
2470 MARINER SQUARE LOOP
ALAMEDA, CA 94501
1.510.865.8662 F. 510.865.1611
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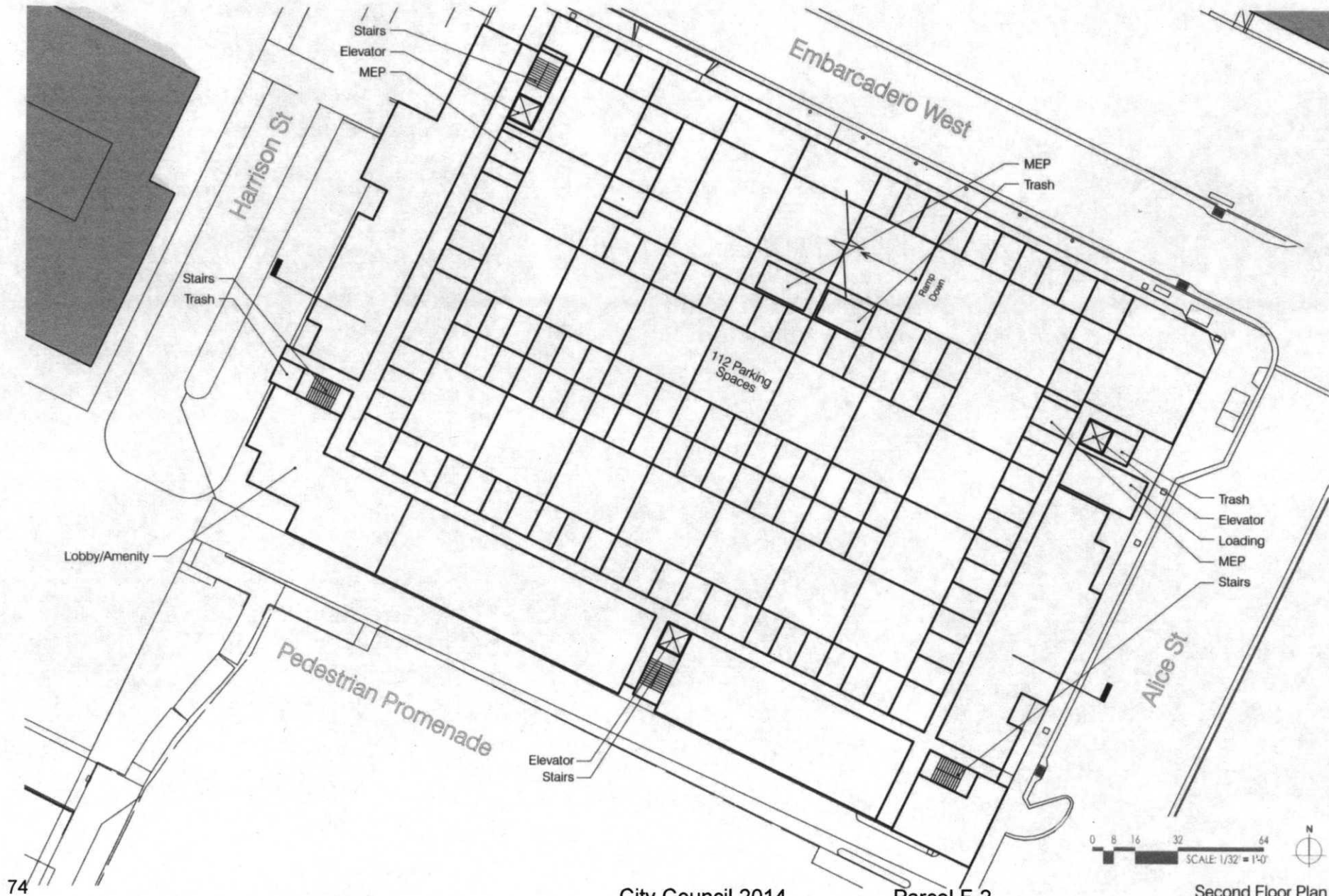




21 MAY 2013
 PROJECT NO: 47841
 2410 MARINER SQUARE LOOP
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 OAKLAND, CALIFORNIA





74

City Council 2014

Parcel F-2

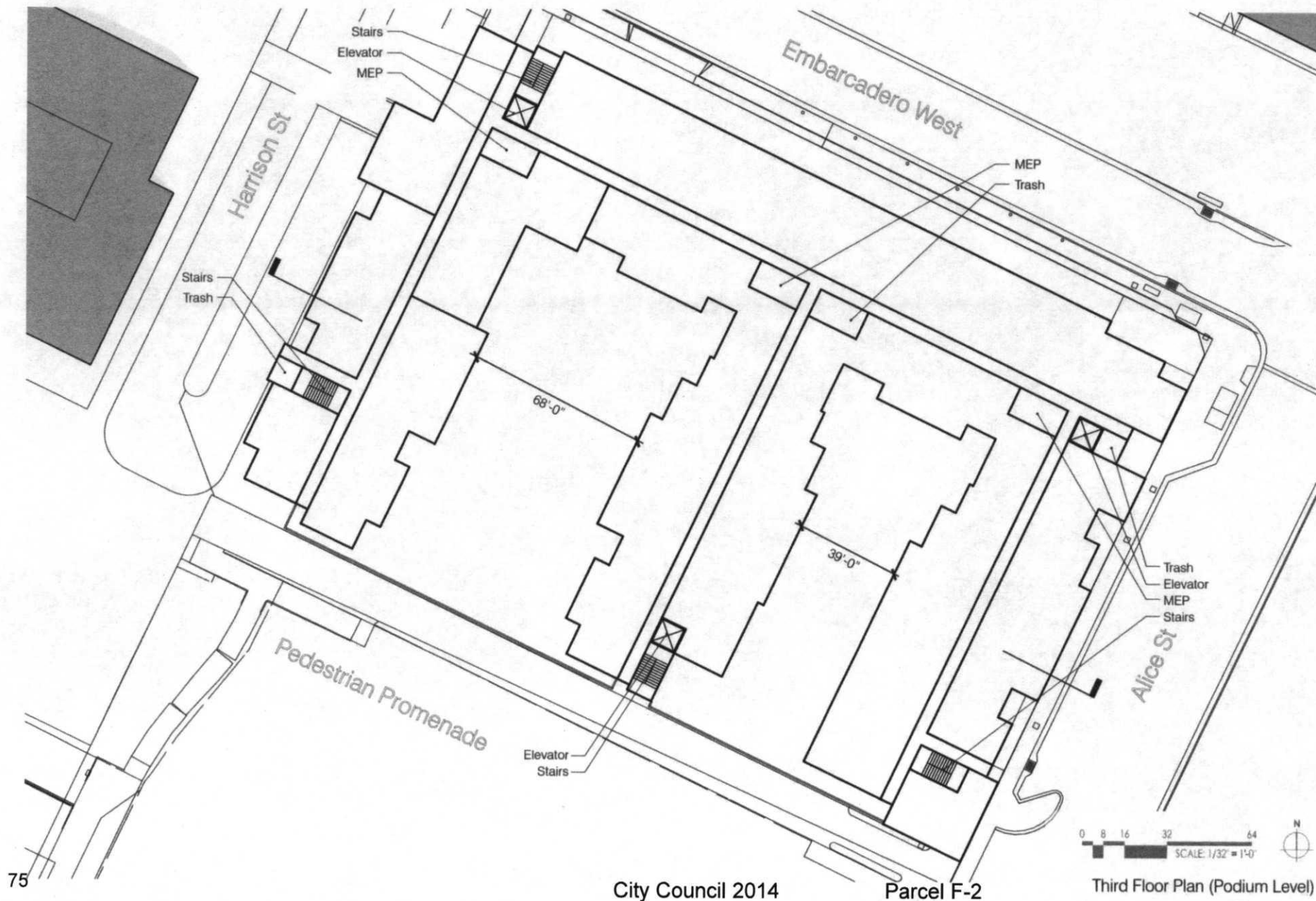
Second Floor Plan



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OAKLAND, CALIFORNIA

PARCEL F-2

21 MAY 2013
PROJECT NO: 47841
2470 MARINER SQUARE LOOP
ALAMEDA, CA 94501
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75

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Parcel F-2

0 8 16 32 64
SCALE: 1/32" = 1'-0"

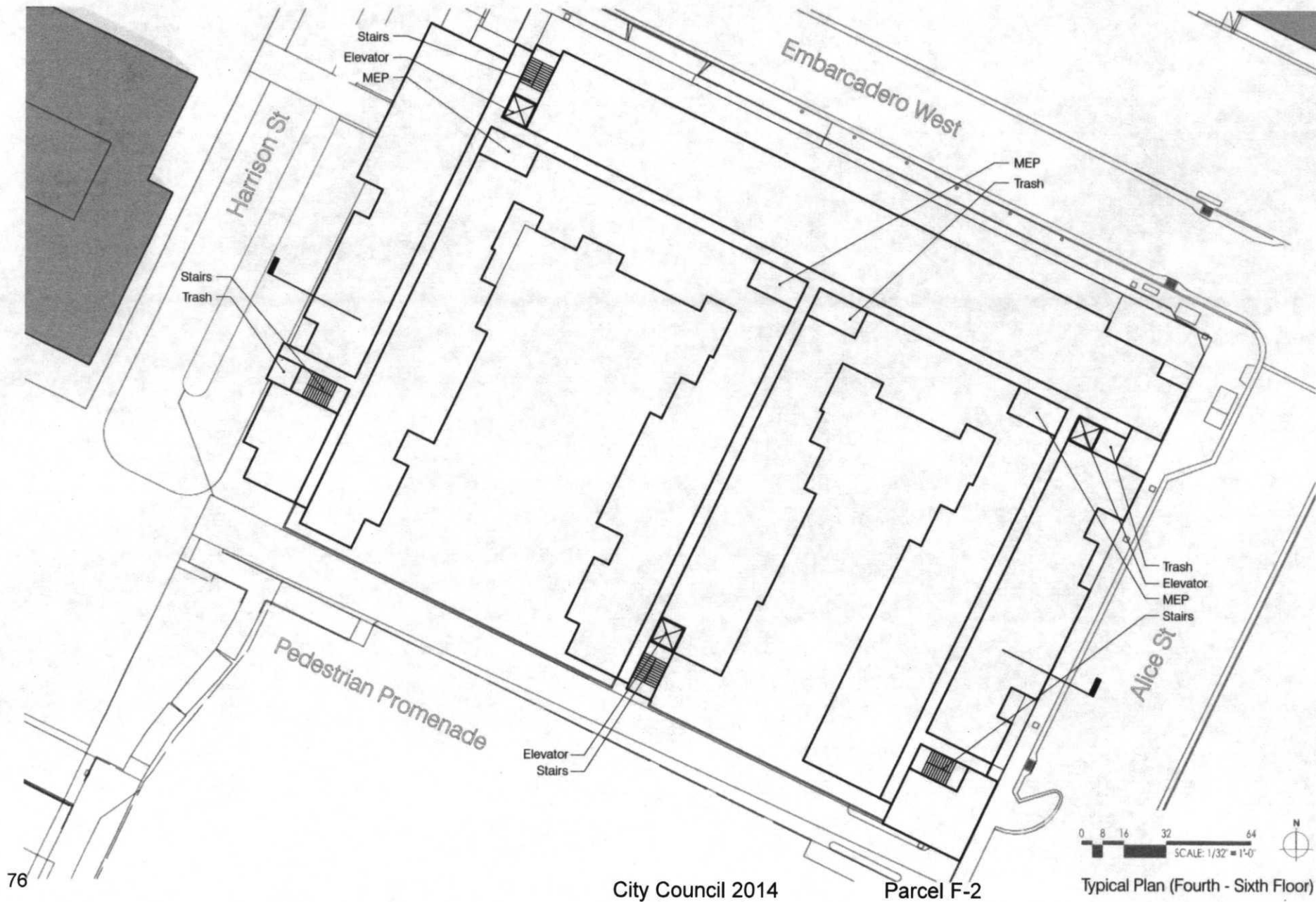
Third Floor Plan (Podium Level)

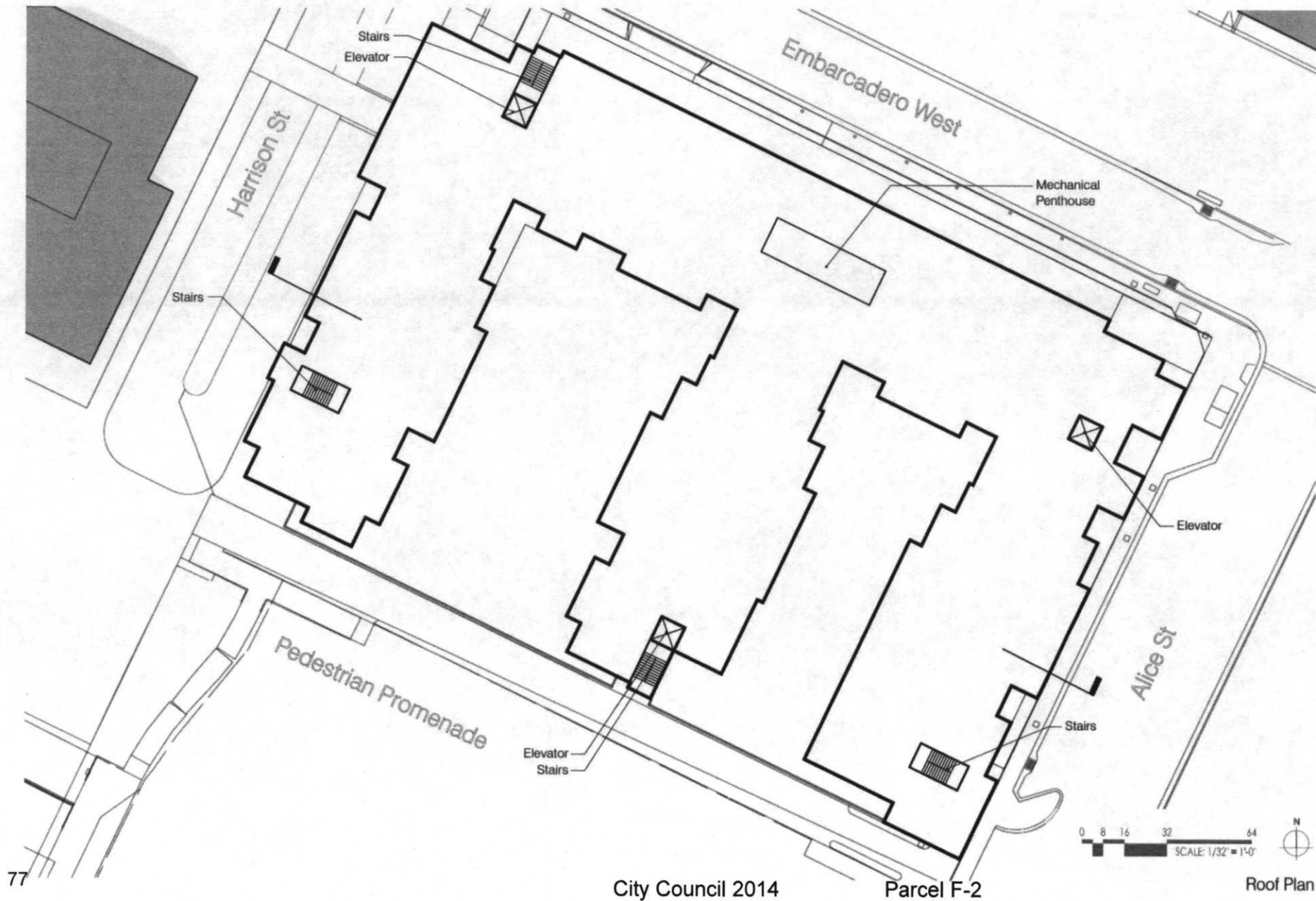


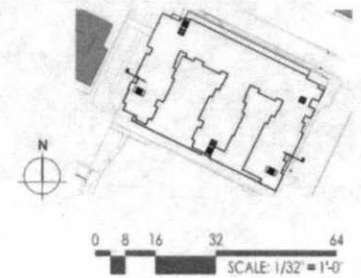
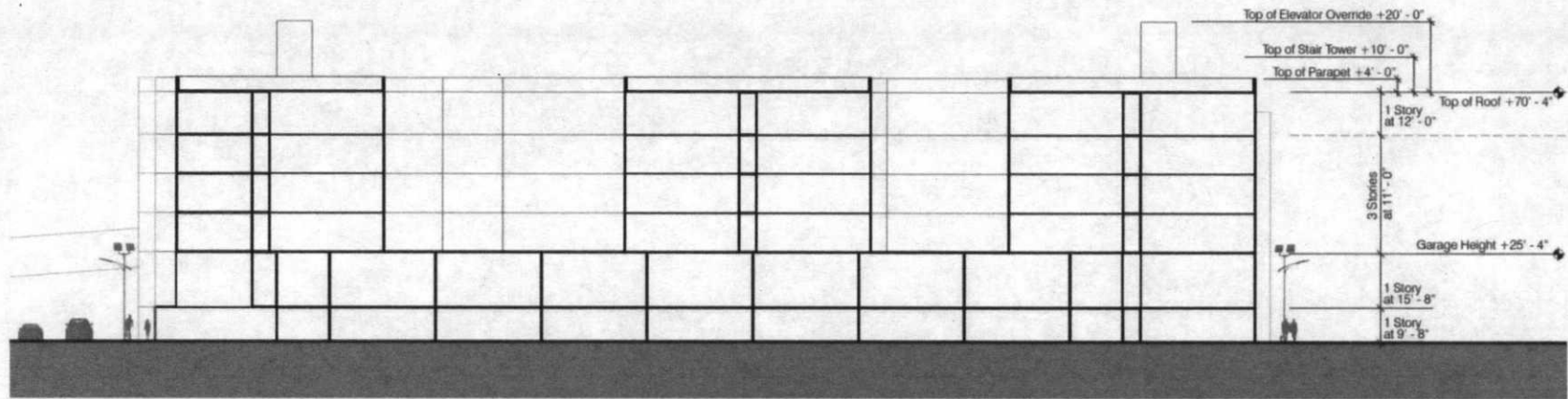
JACK LONDON SQUARE
OAKLAND, CALIFORNIA

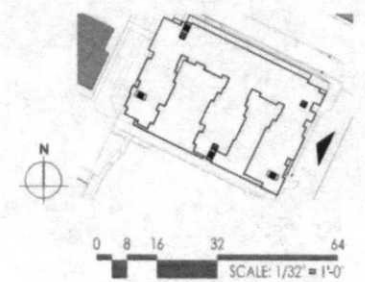
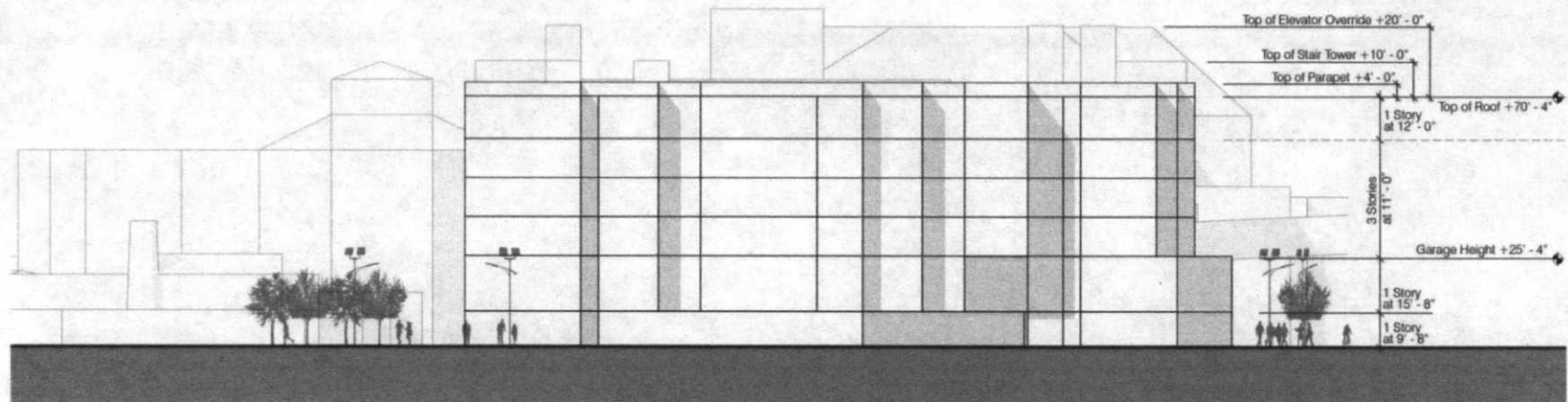
PARCEL F-2

21 MAY 2013
PROJECT NO: 47841
2400 MARINE SQUARE LOOP
ALAMEDA, CA 94601
1.810.865.8463 F. 310.863.1611
© MBH ARCHITECTS

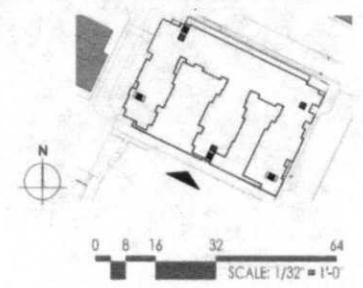
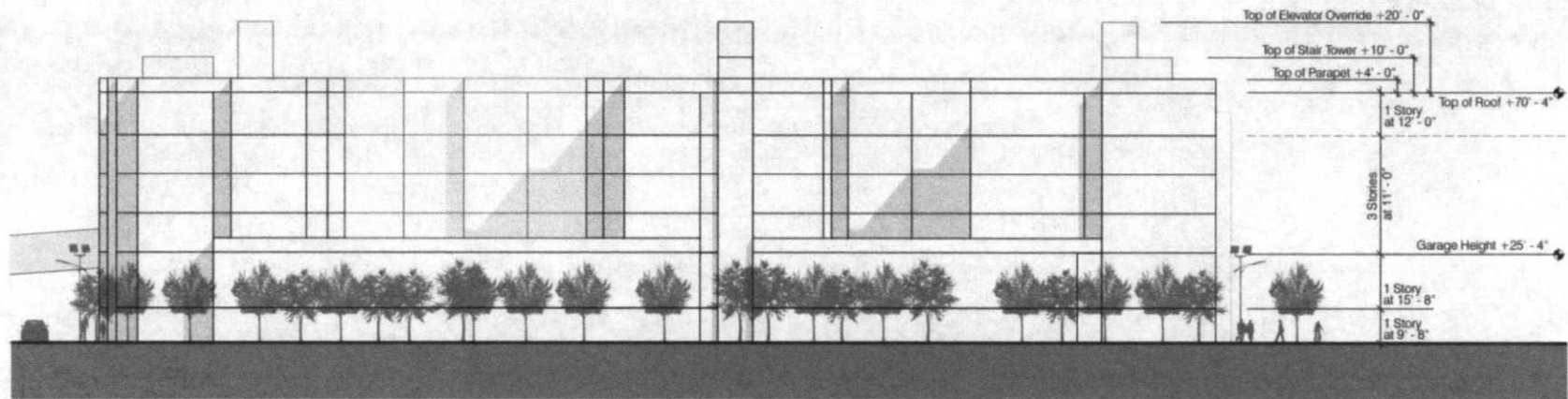








East Elevation

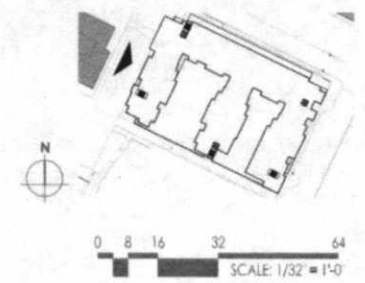
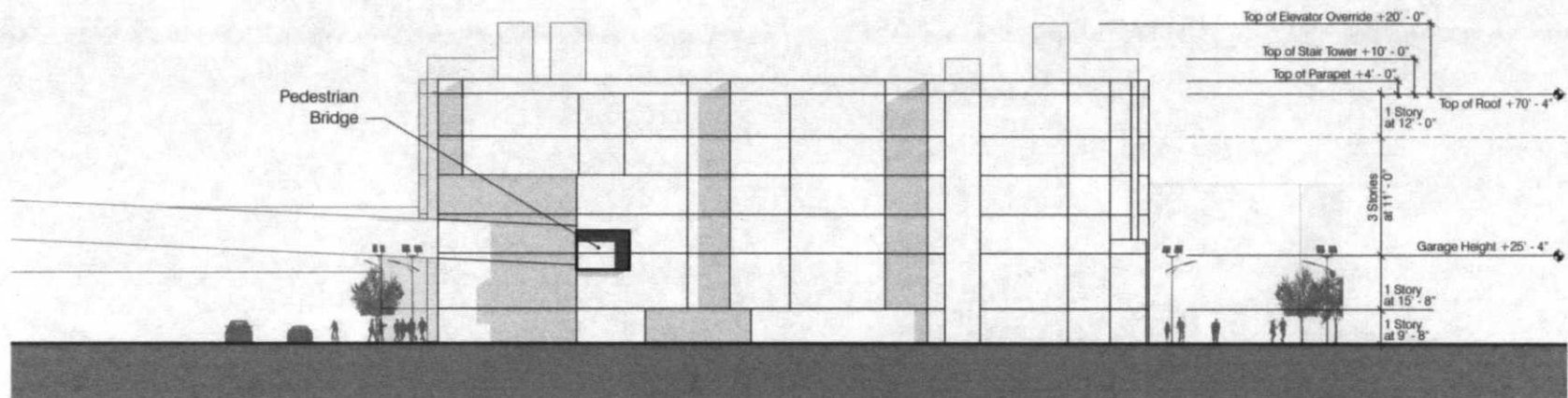


South Elevation

21 MAY 2013
PROJECT NO: 47841
3470 MARINER SQUARE LOOP
ALAMEDA, CA 94501
T 510.845.8663 F 510.845.1611
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OAKLAND, CALIFORNIA
PARCEL F-2



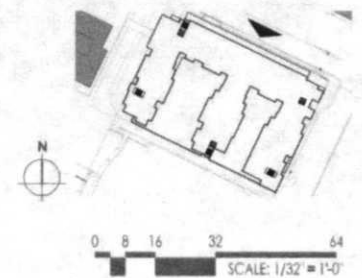
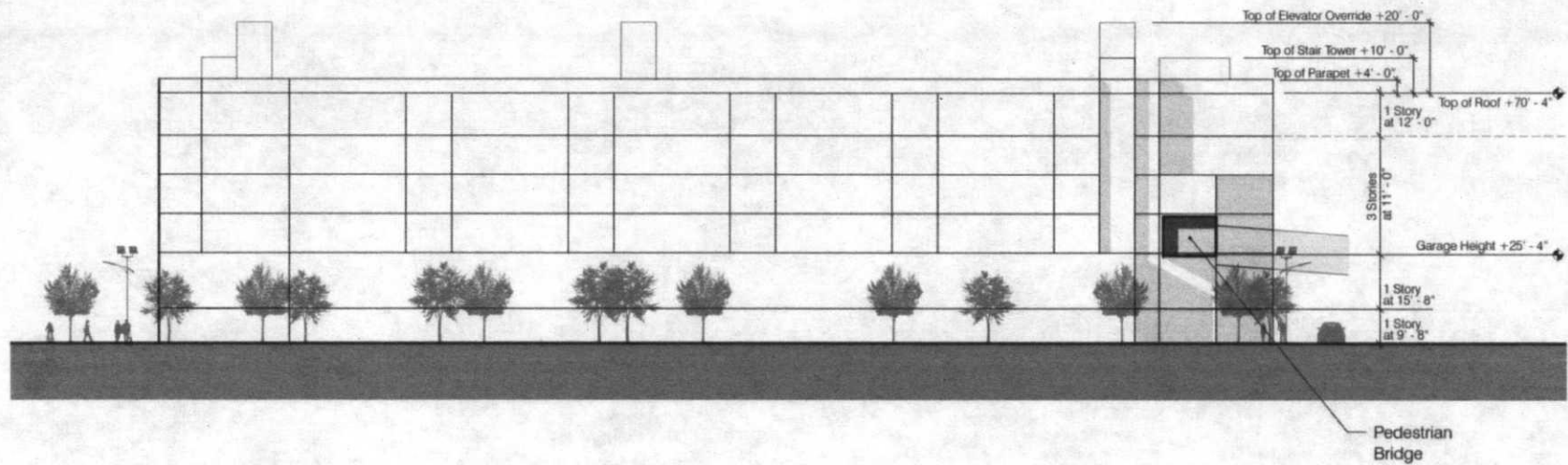


West Elevation

21 MAY 2013
PROJECT NO: 47841
3470 MARINER SQUARE LOOP
ALAMEDA, CA 94501
T 510.865.5643 F 510.865.1611
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PARCEL F-2



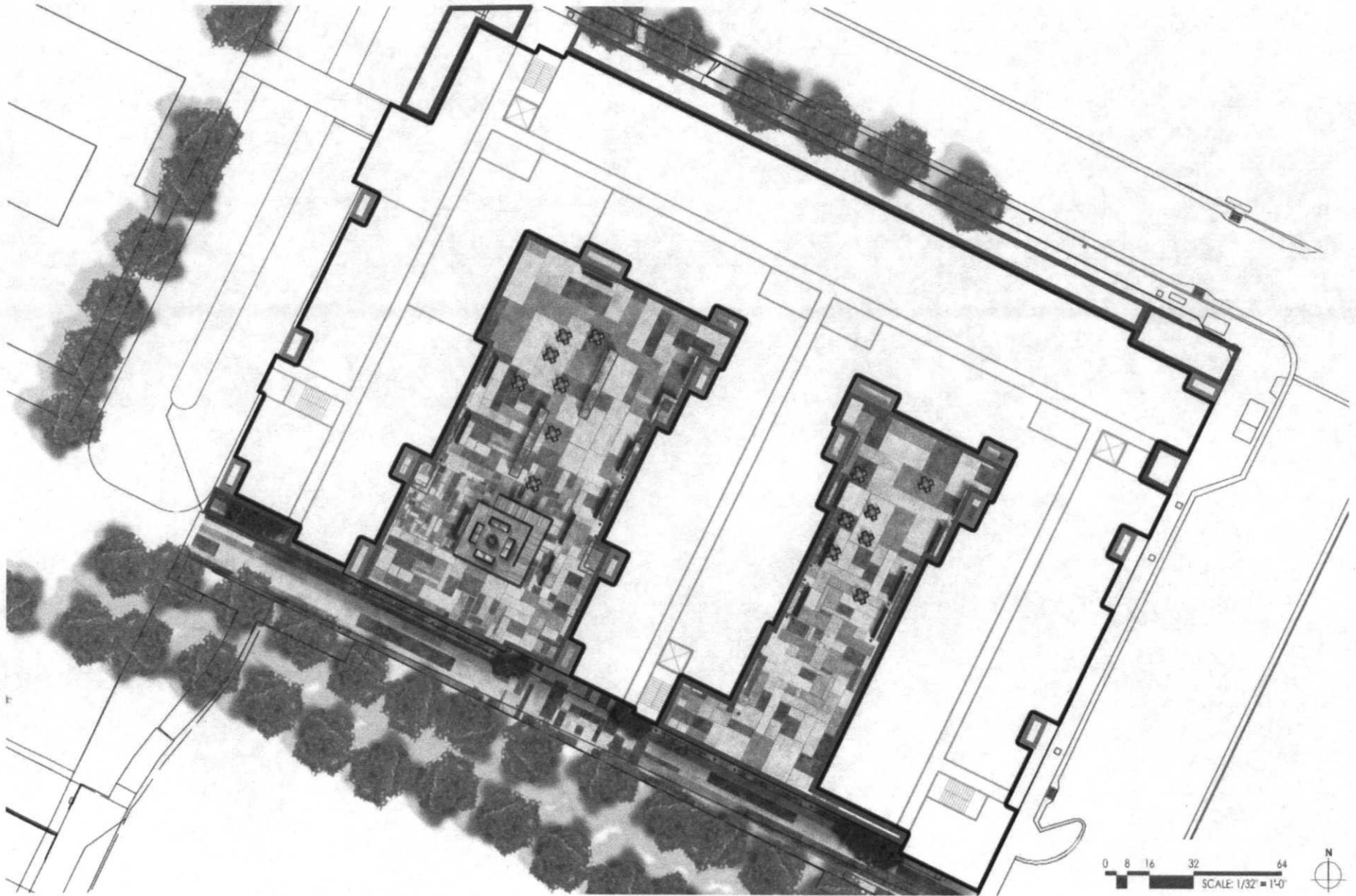


North Elevation

21 MAY 2013
PROJECT NO: 47841
2410 MARINER SQUARE LOOP
ALAMEDA, CA 94601
1 510.865.8883
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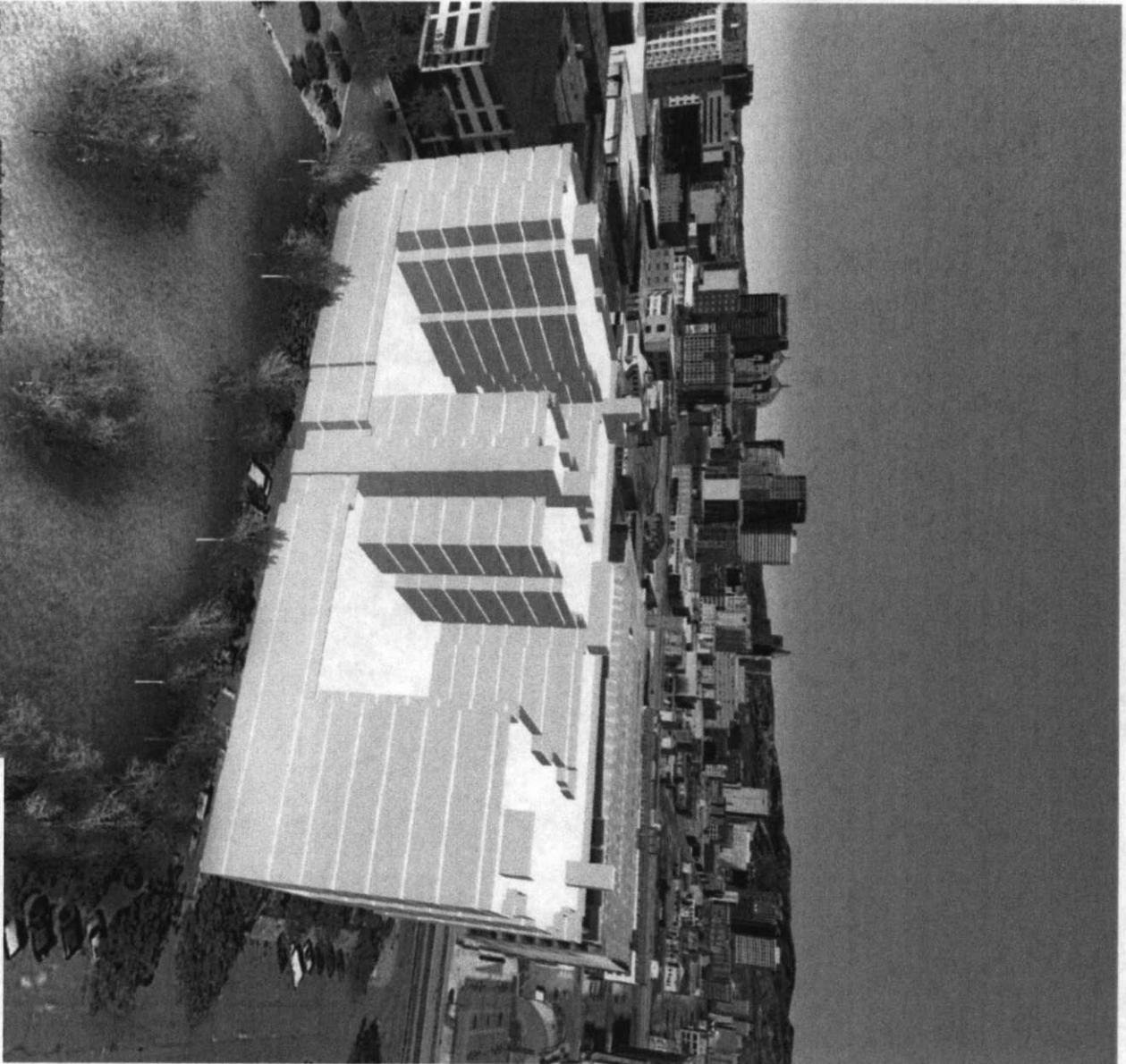
JACK LONDON SQUARE
PARCEL F-2





Mid-Rise

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OAKLAND, CALIFORNIA



City Council 2014

Parcel F-2

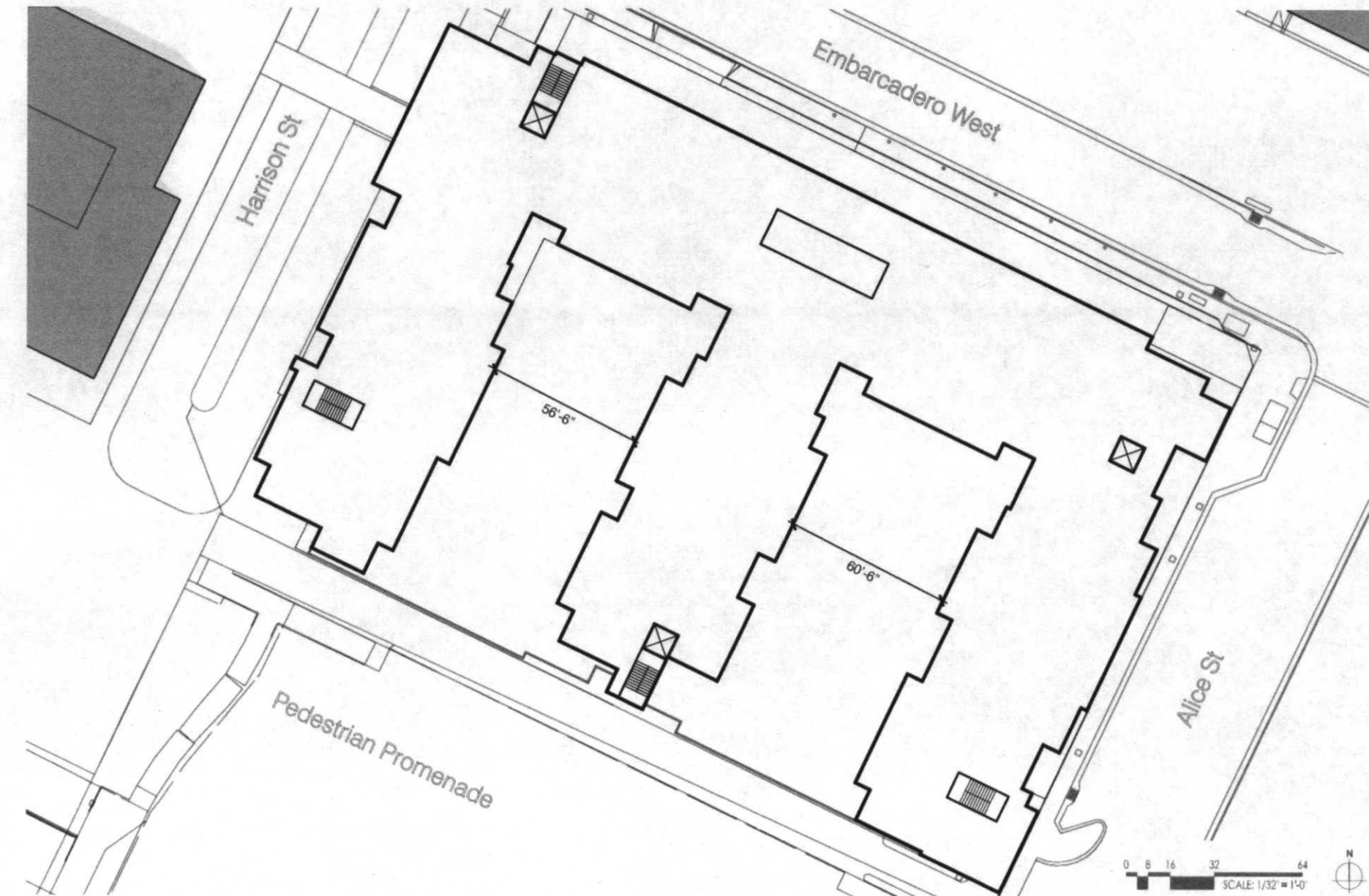
6 over 2
202 Units
Parcel F-2

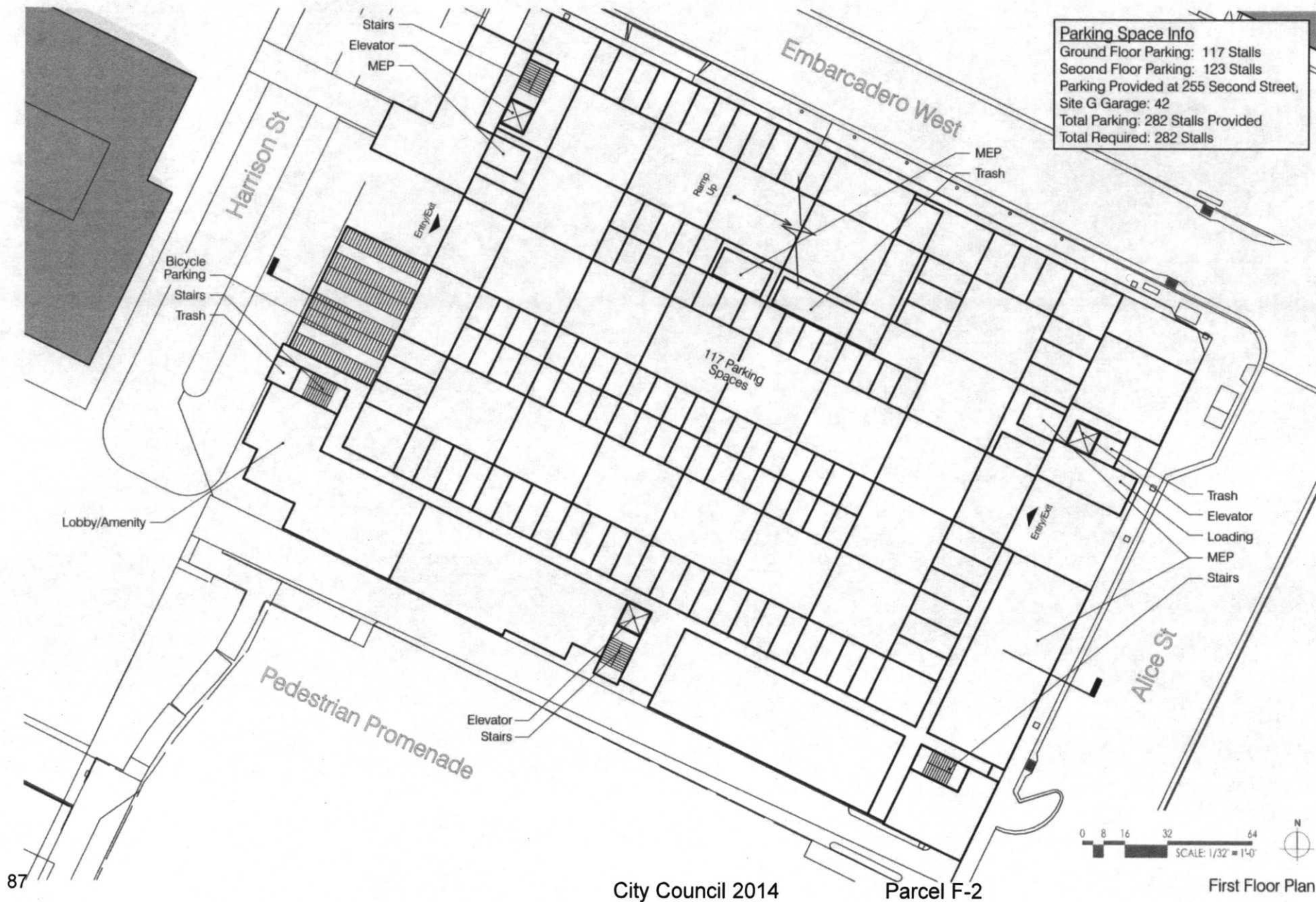


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PARCEL F-2

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2470 MARINER SQUARE LOOP
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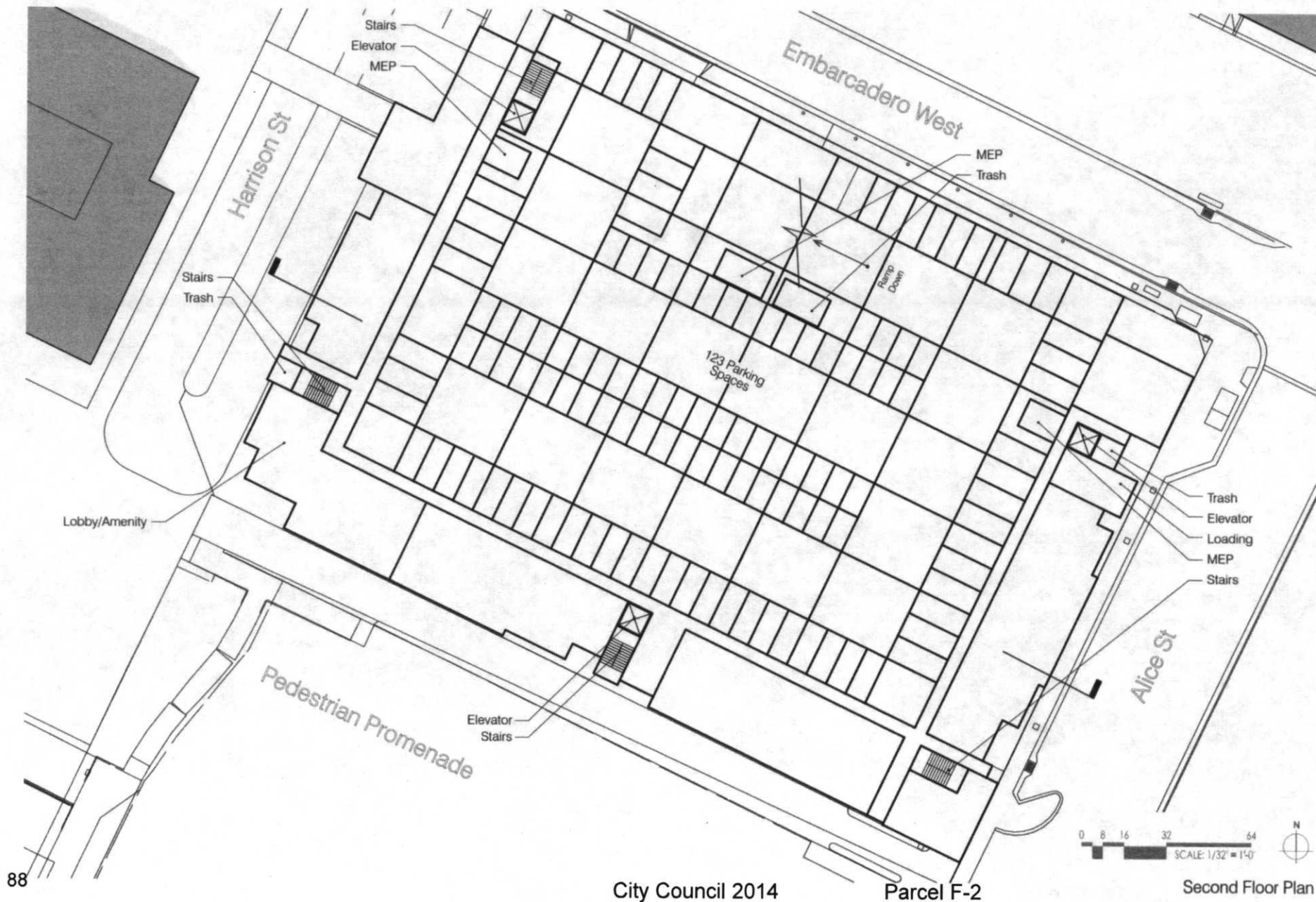


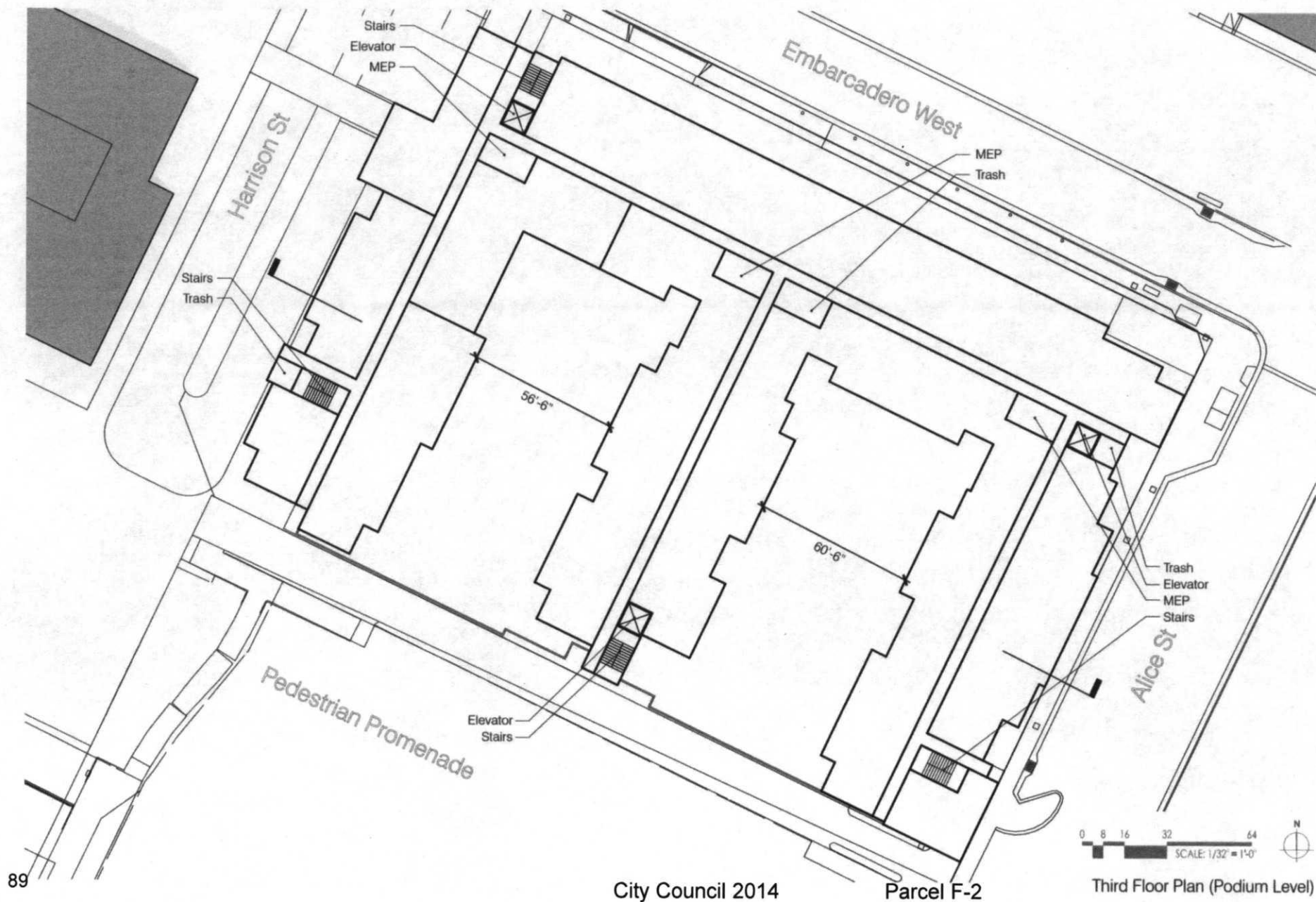


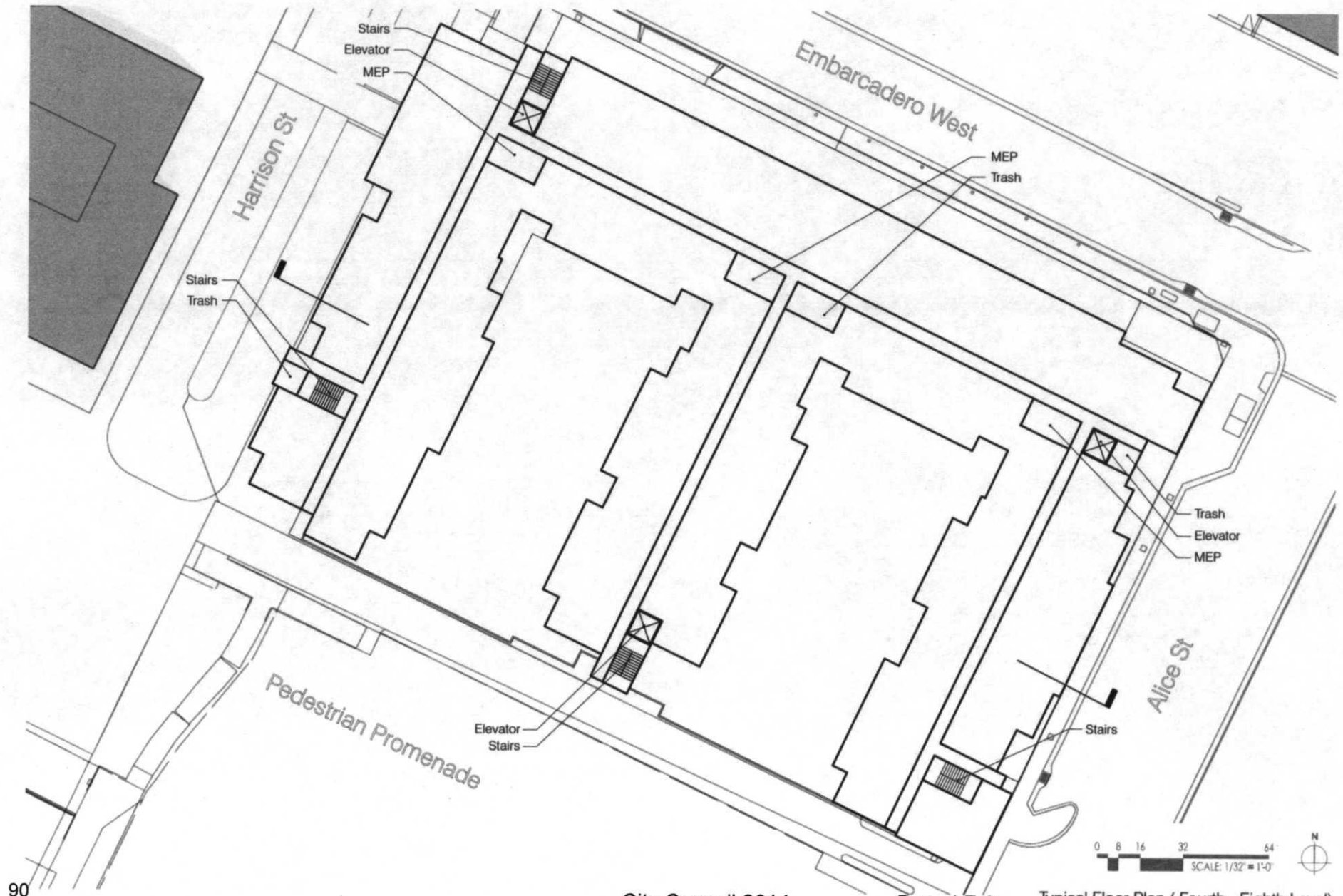
21 MAY 2013
 PROJECT NO: 47841
 3470 MARINER SQUARE LOOP
 ALAMEDA, CA 94501
 T 510.865.8603 F 510.865.1811
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 OAKLAND, CALIFORNIA









90

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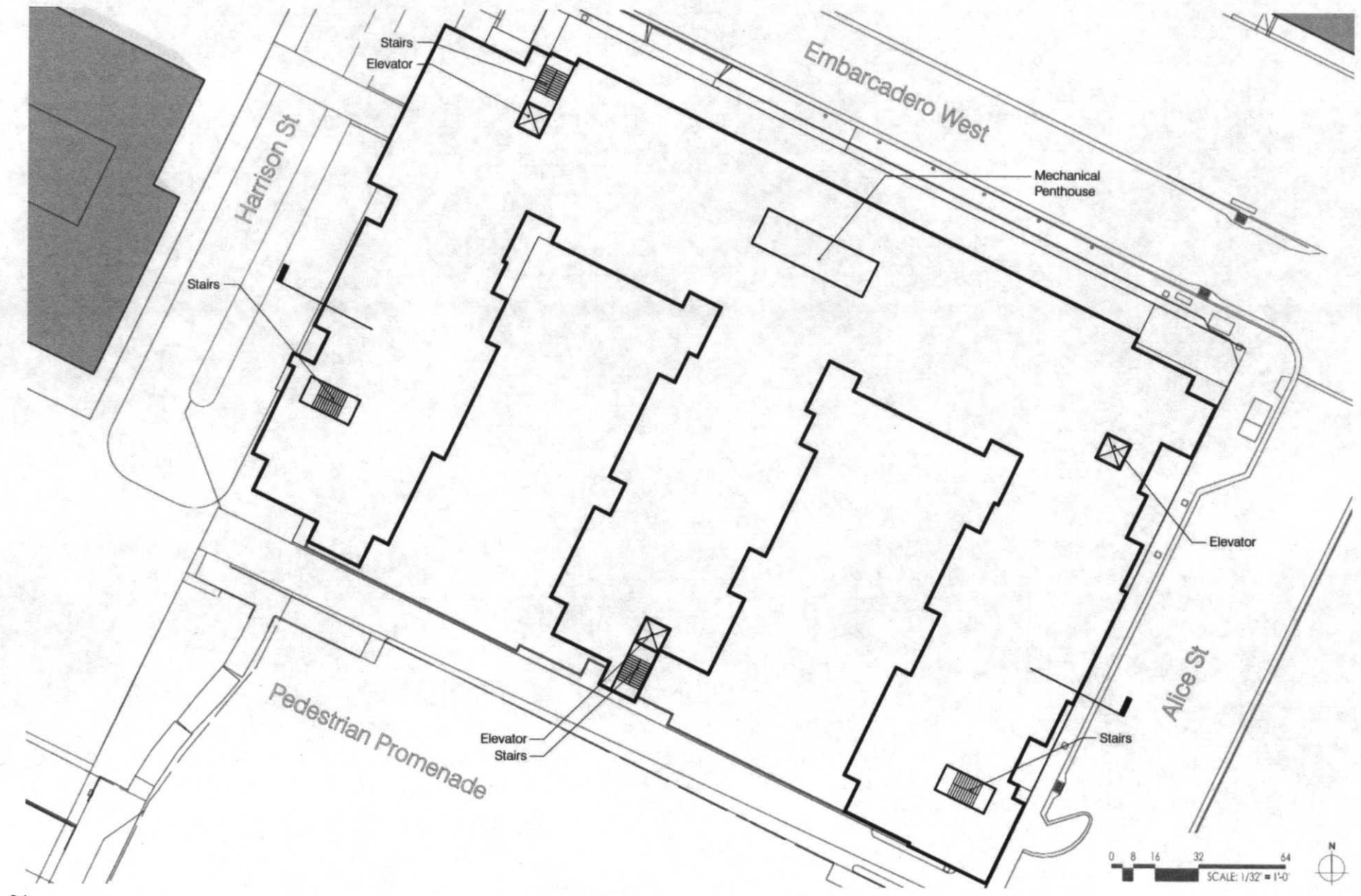
Parcel F-2

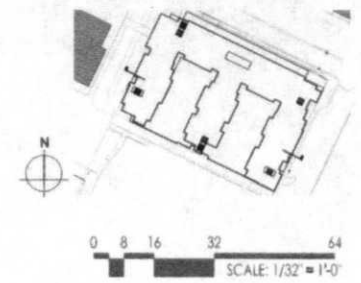
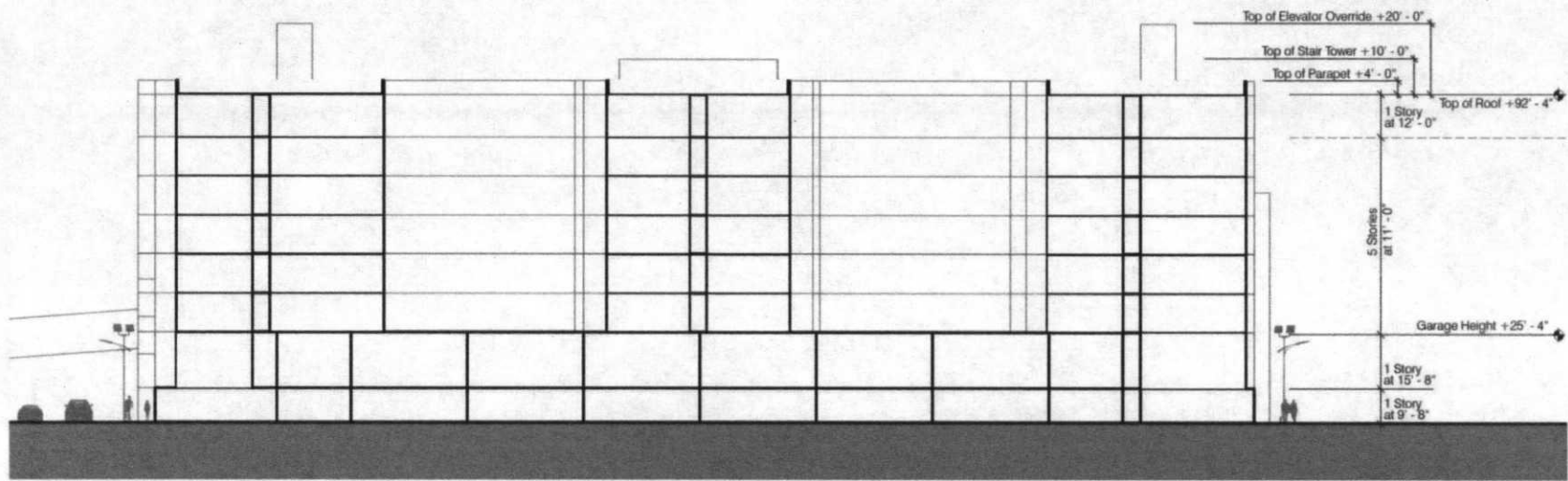
Typical Floor Plan (Fourth - Eighth Level)

21 MAY 2013
 PROJECT NO: 47841
 2470 MARINER SQUARE LOOP
 ALAMEDA, CA 94501
 T 510.865.8643 F 510.865.1411
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 OAKLAND, CALIFORNIA
 PARCEL F-2



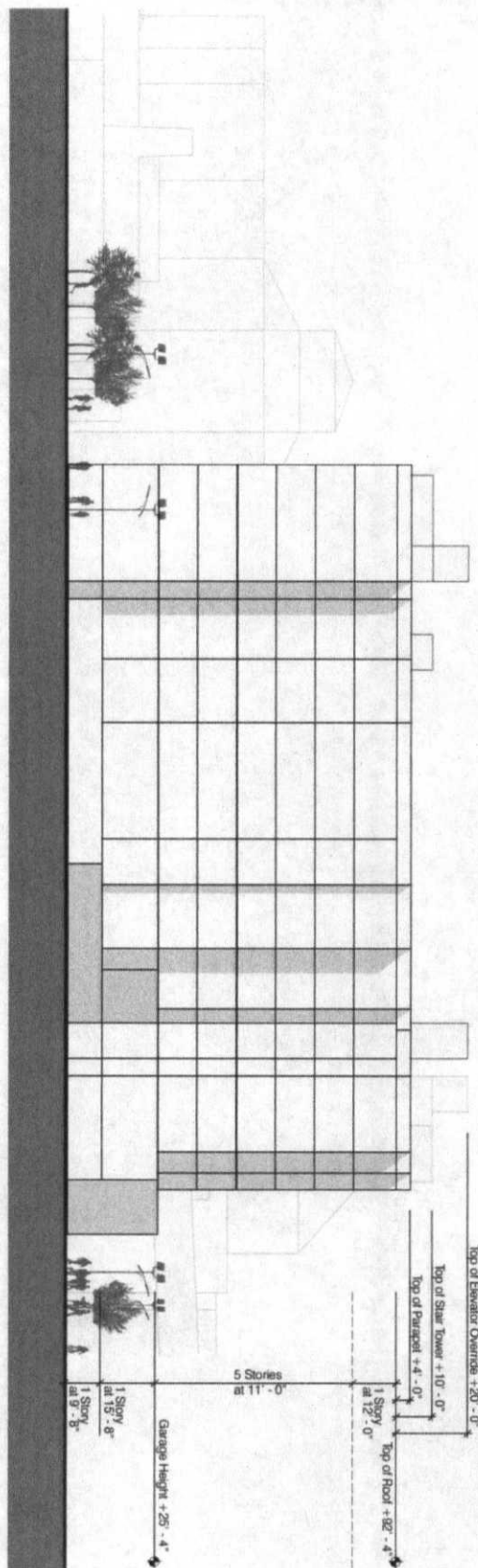
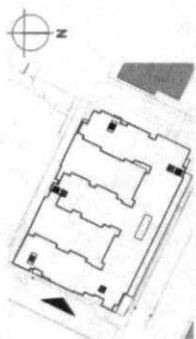




21 MAY 2013
PROJECT NO: 47841
2470 MARINE SQUARE LOOP
ALAMEDA, CA 94501
T 510.865.1663 F 510.865.1611
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PARCEL F-2

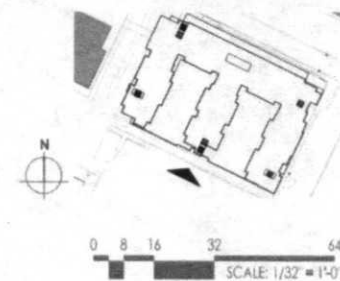
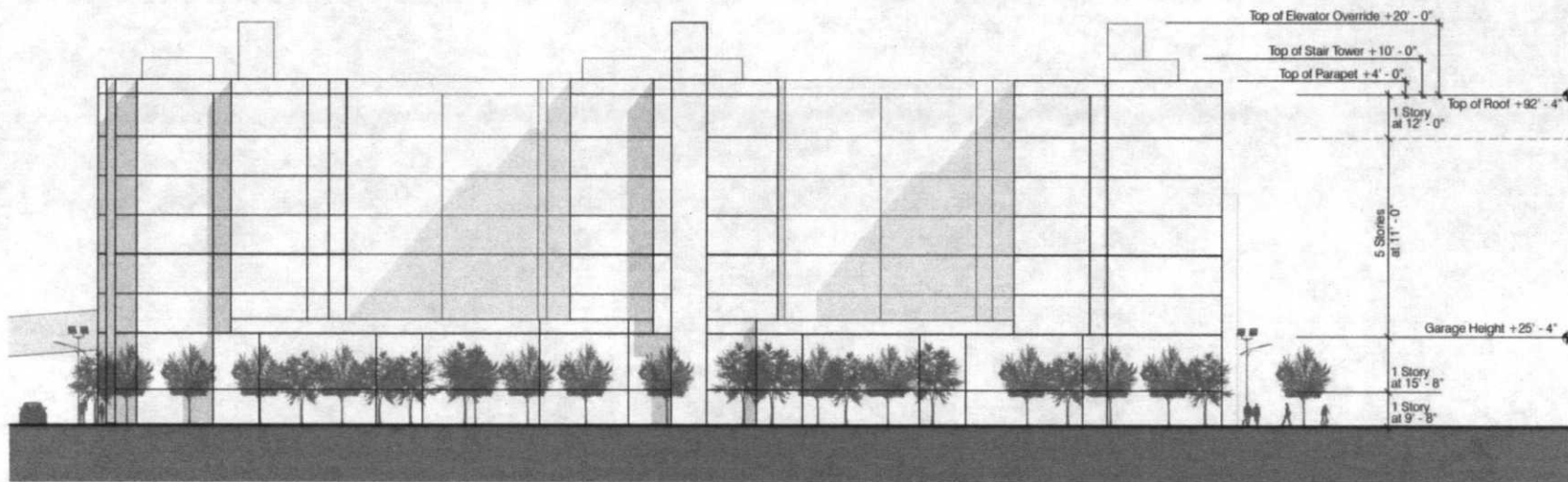




JACK LONDON SQUARE
OAKLAND, CALIFORNIA

PARCEL F-2

21 MAY 2013
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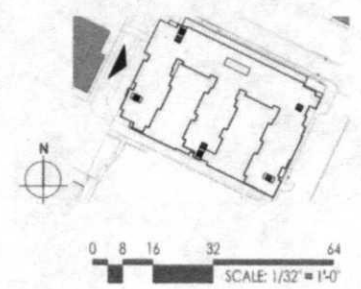
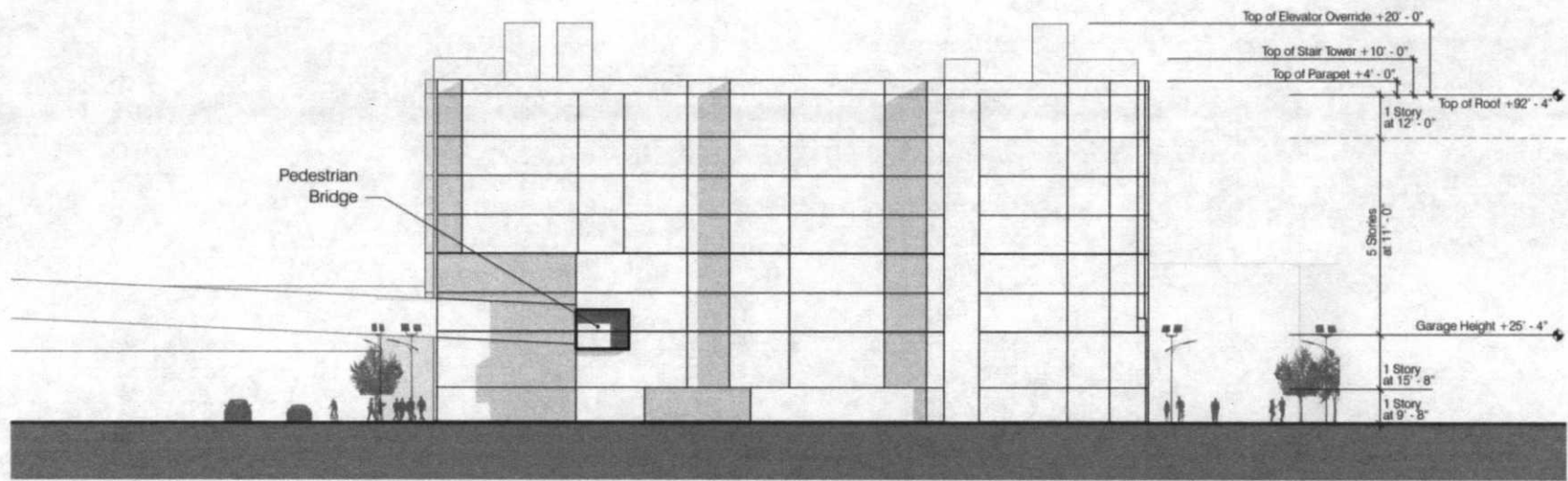
South Elevation

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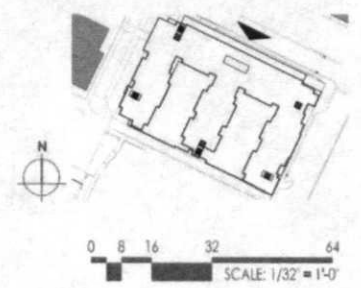
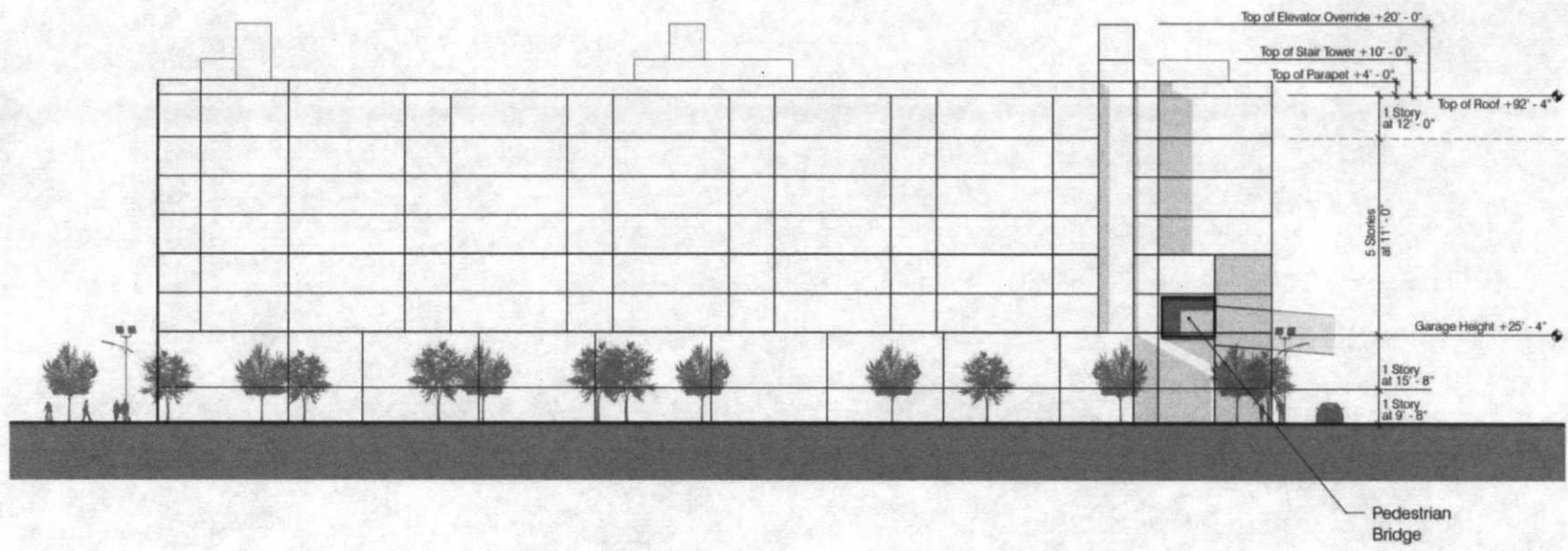




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North Elevation

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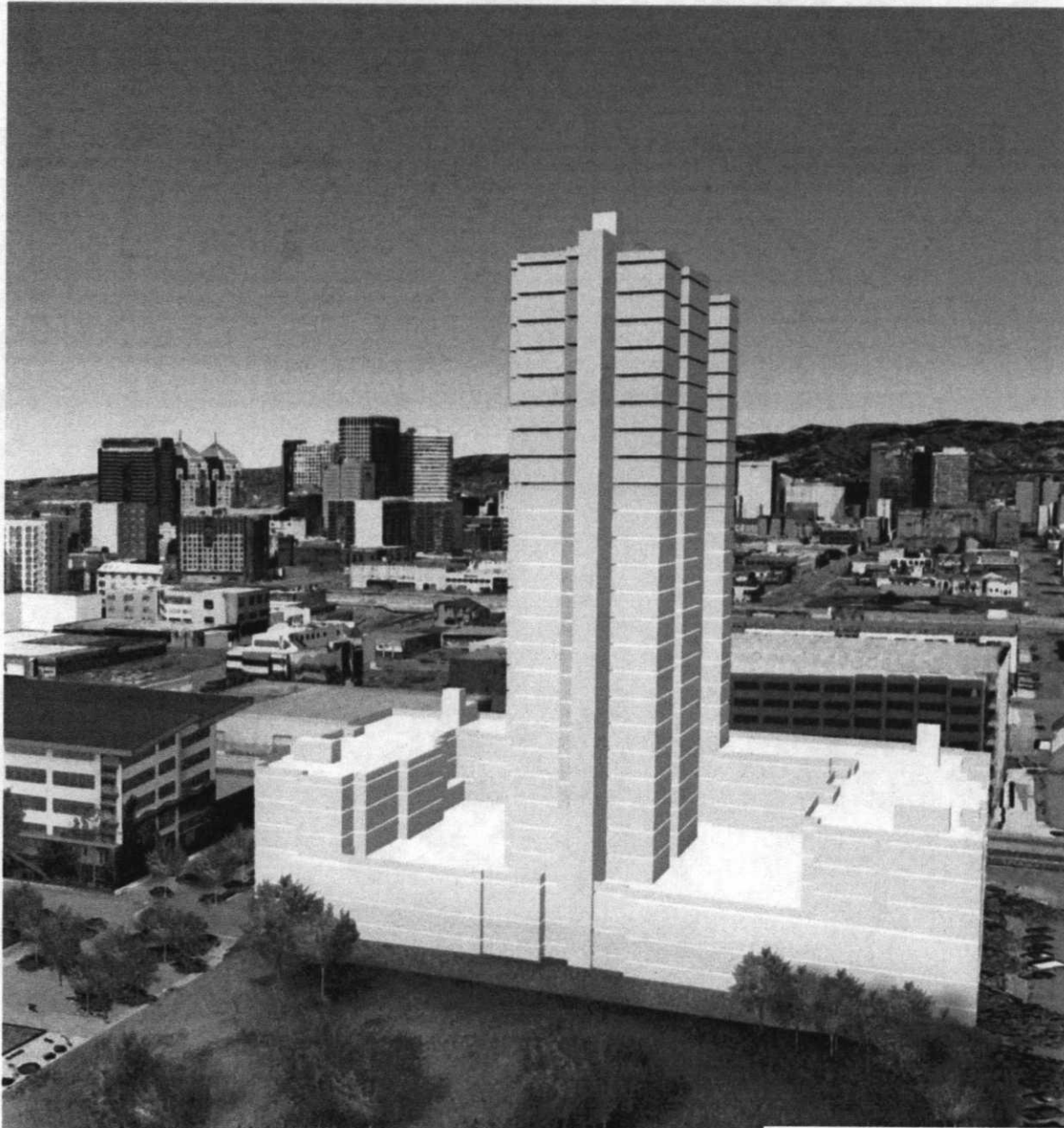
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High-Rise

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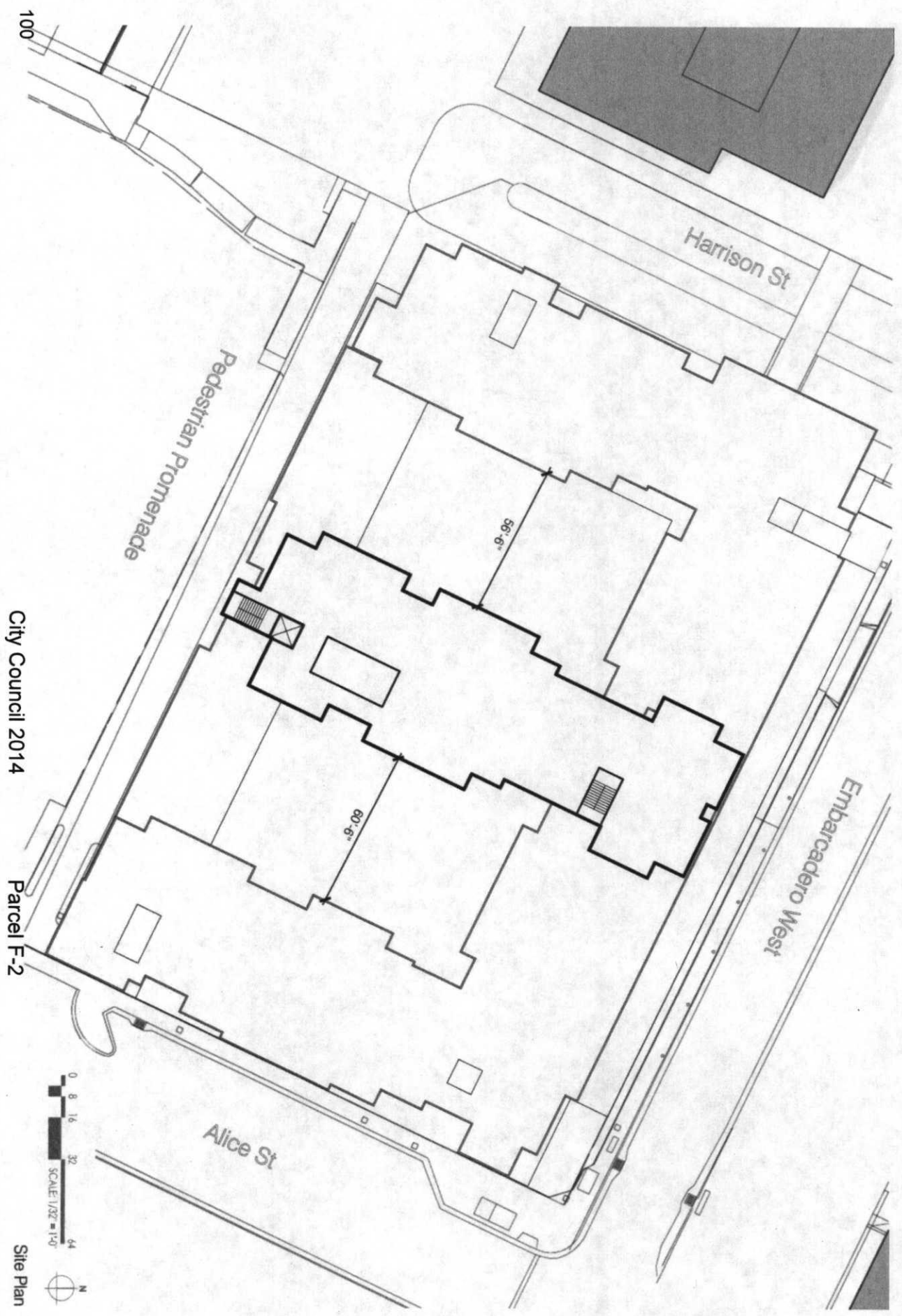


23 over 3
370 Units
Parcel F-2



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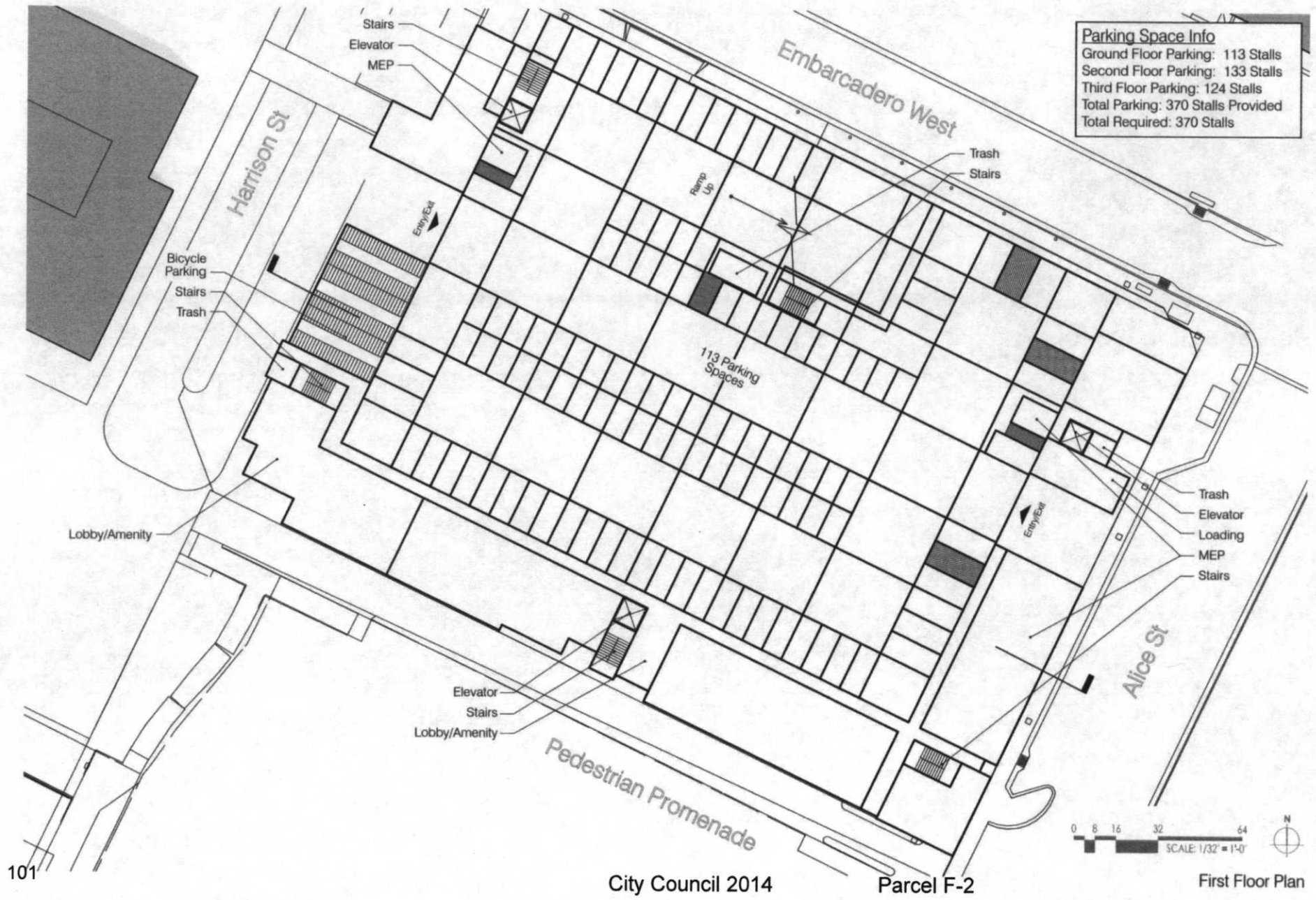
Site Plan



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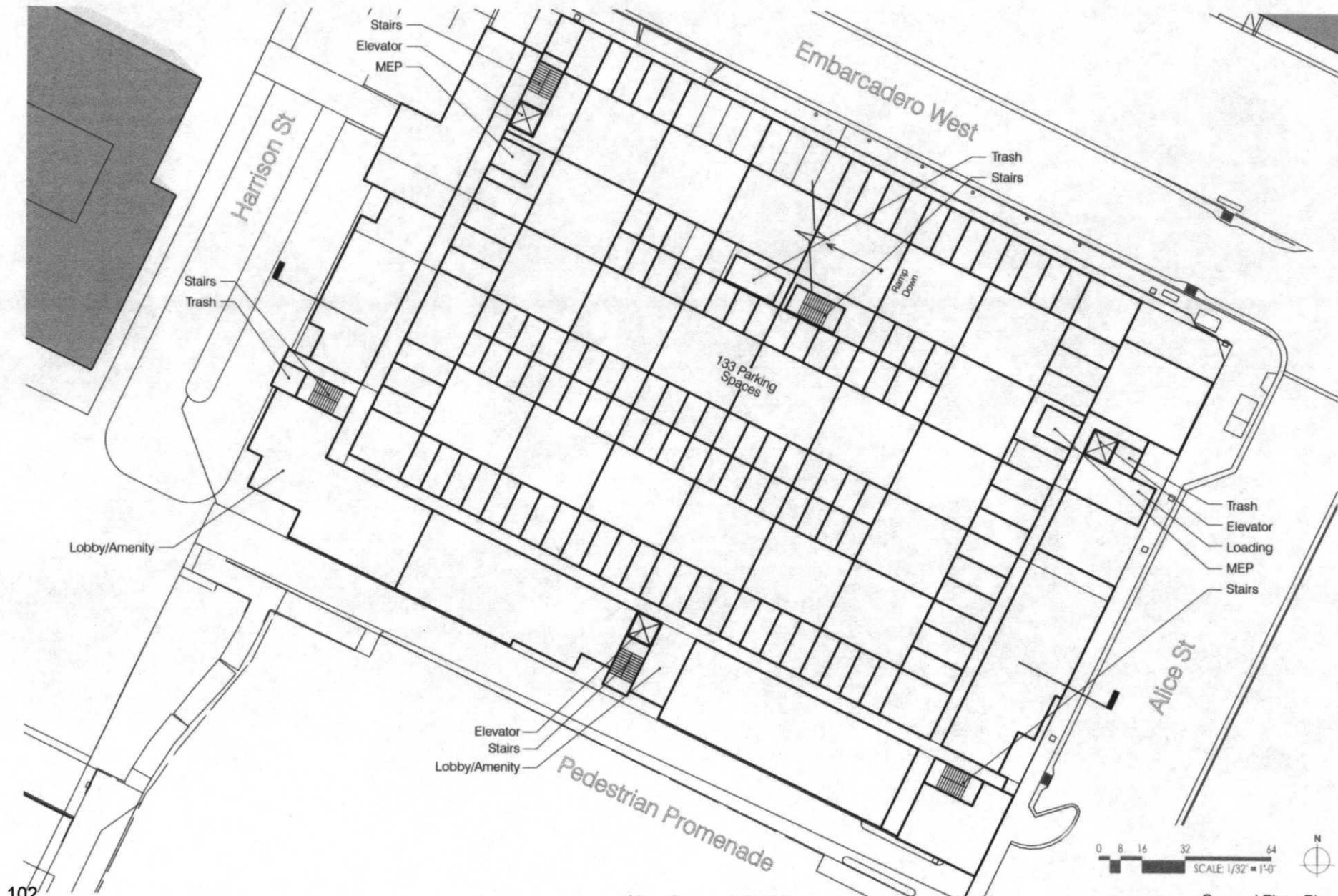
Parking Space Info
 Ground Floor Parking: 113 Stalls
 Second Floor Parking: 133 Stalls
 Third Floor Parking: 124 Stalls
 Total Parking: 370 Stalls Provided
 Total Required: 370 Stalls

101

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Parcel F-2

First Floor Plan



102

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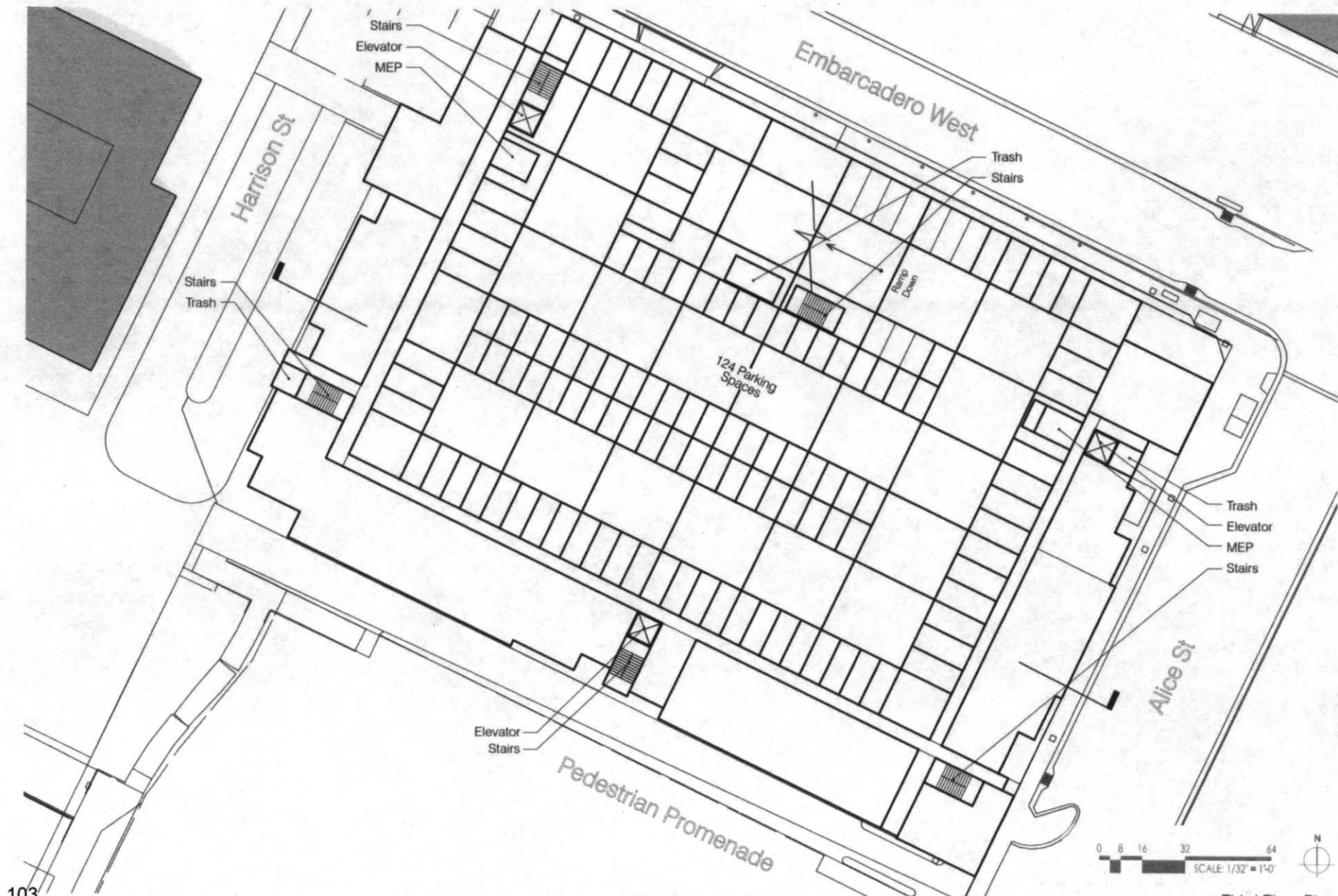
Second Floor Plan



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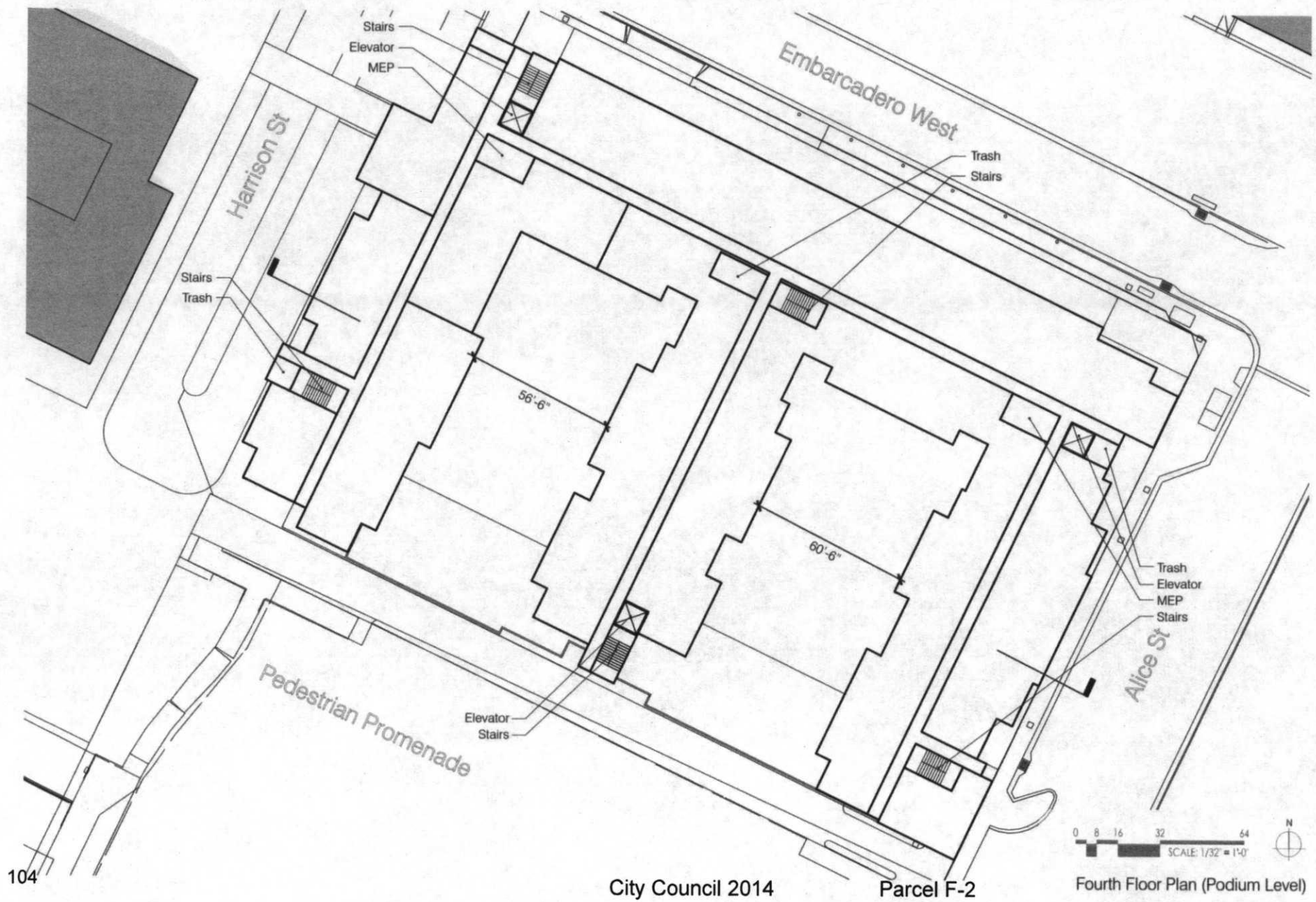
Third Floor Plan



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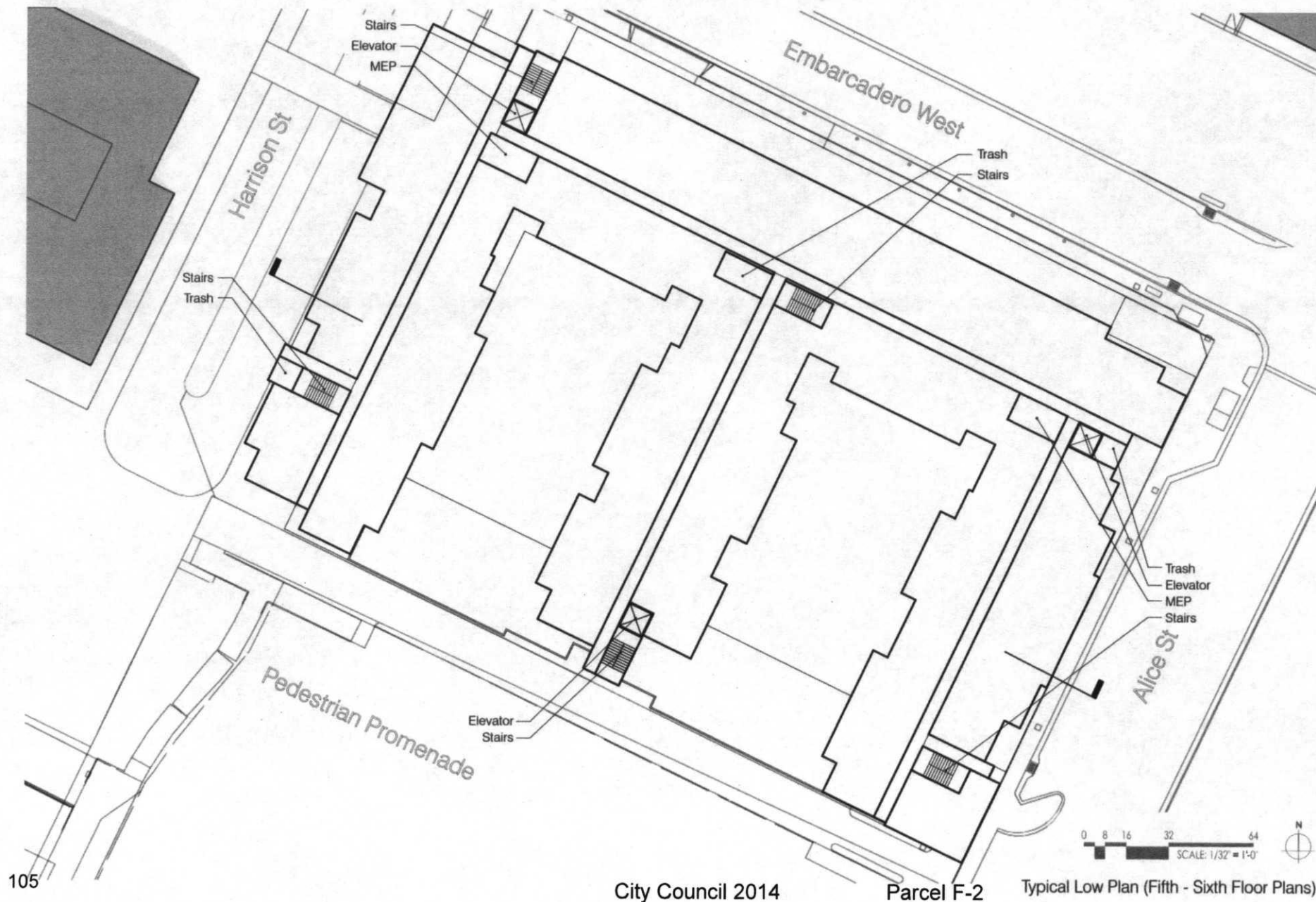
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SCALE: 1/32" = 1'-0"
Fourth Floor Plan (Podium Level)

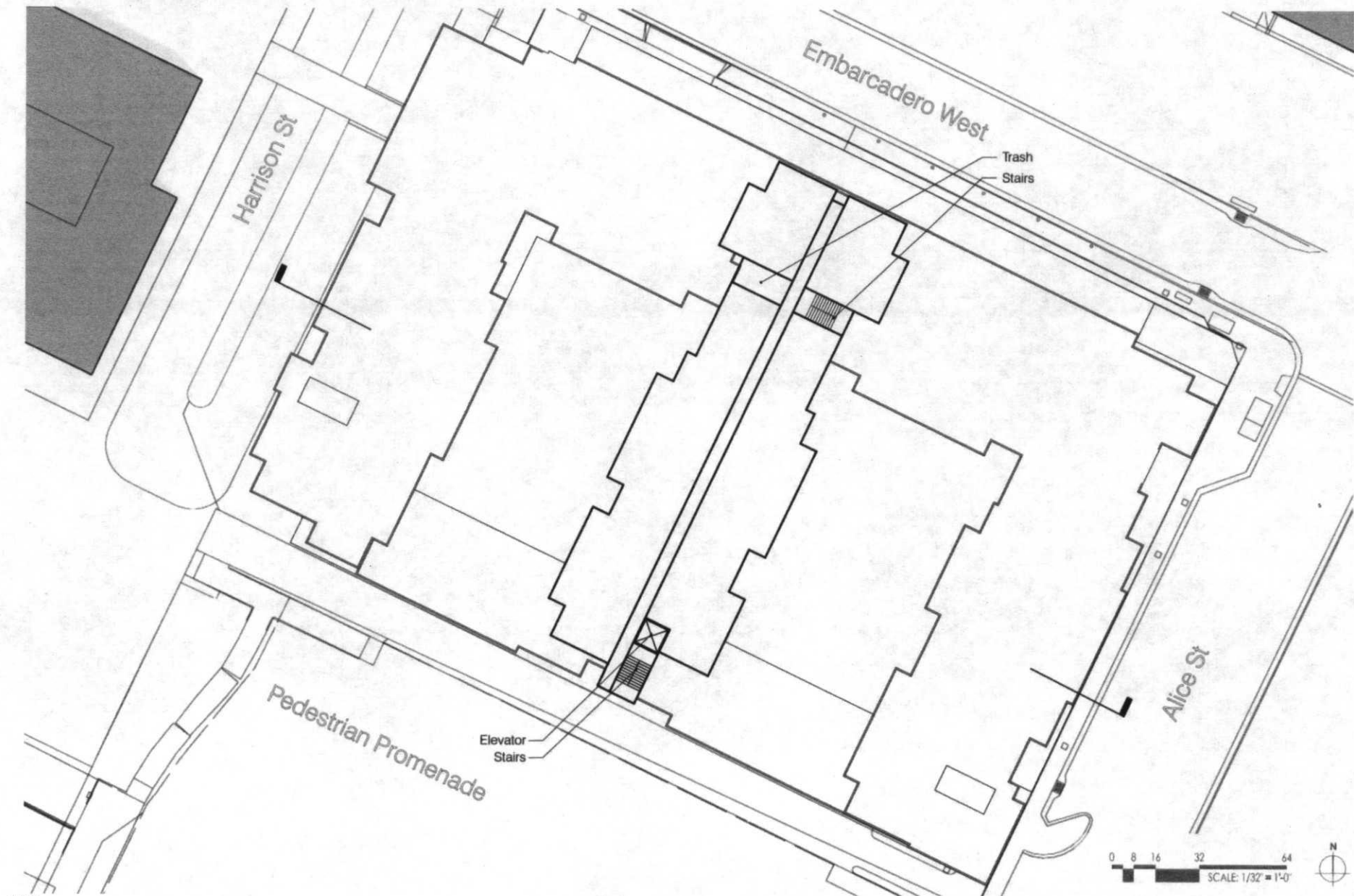
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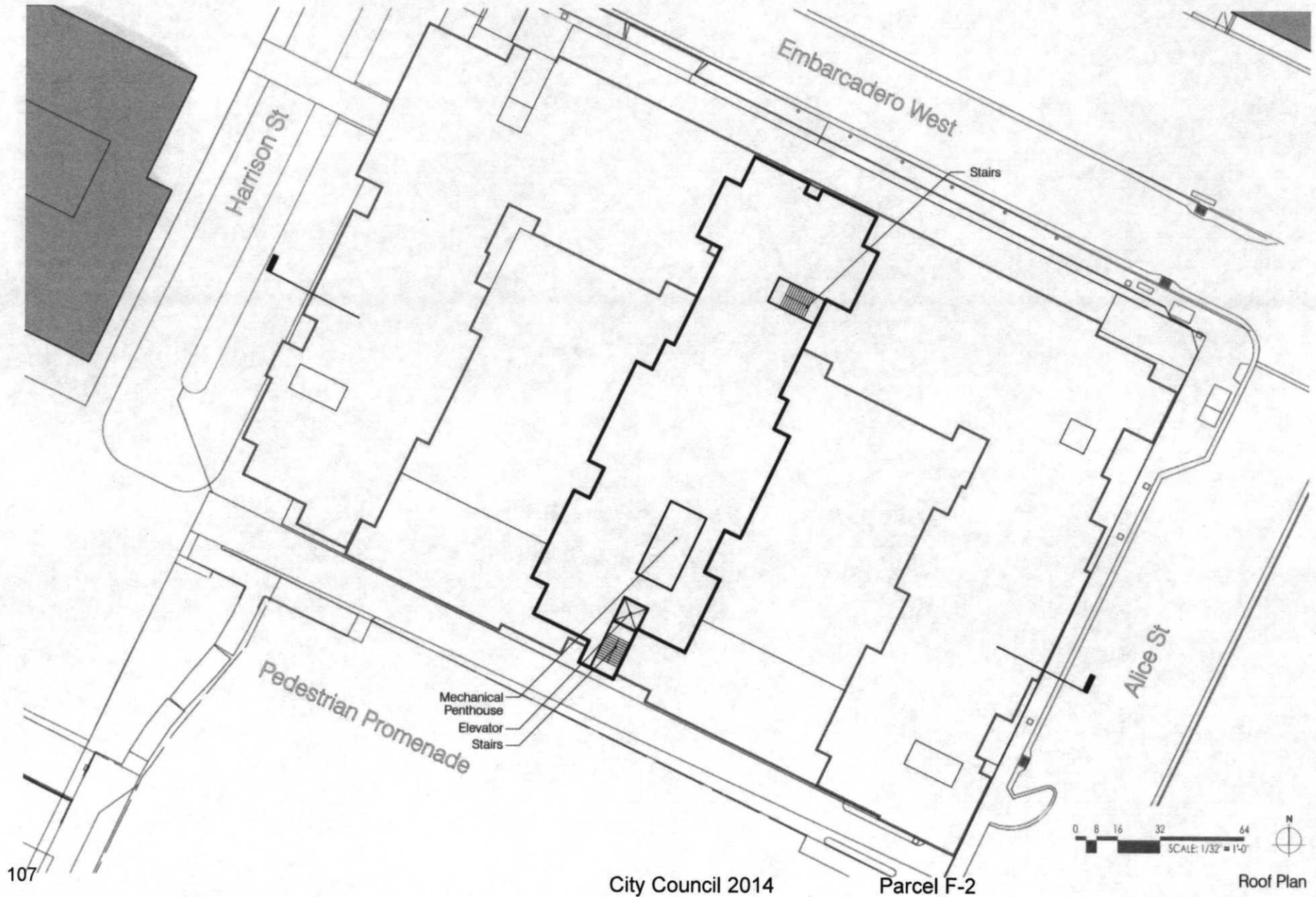
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PARCEL F-2

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Parcel F-2

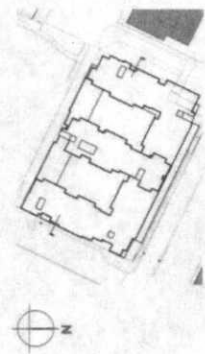
Roof Plan



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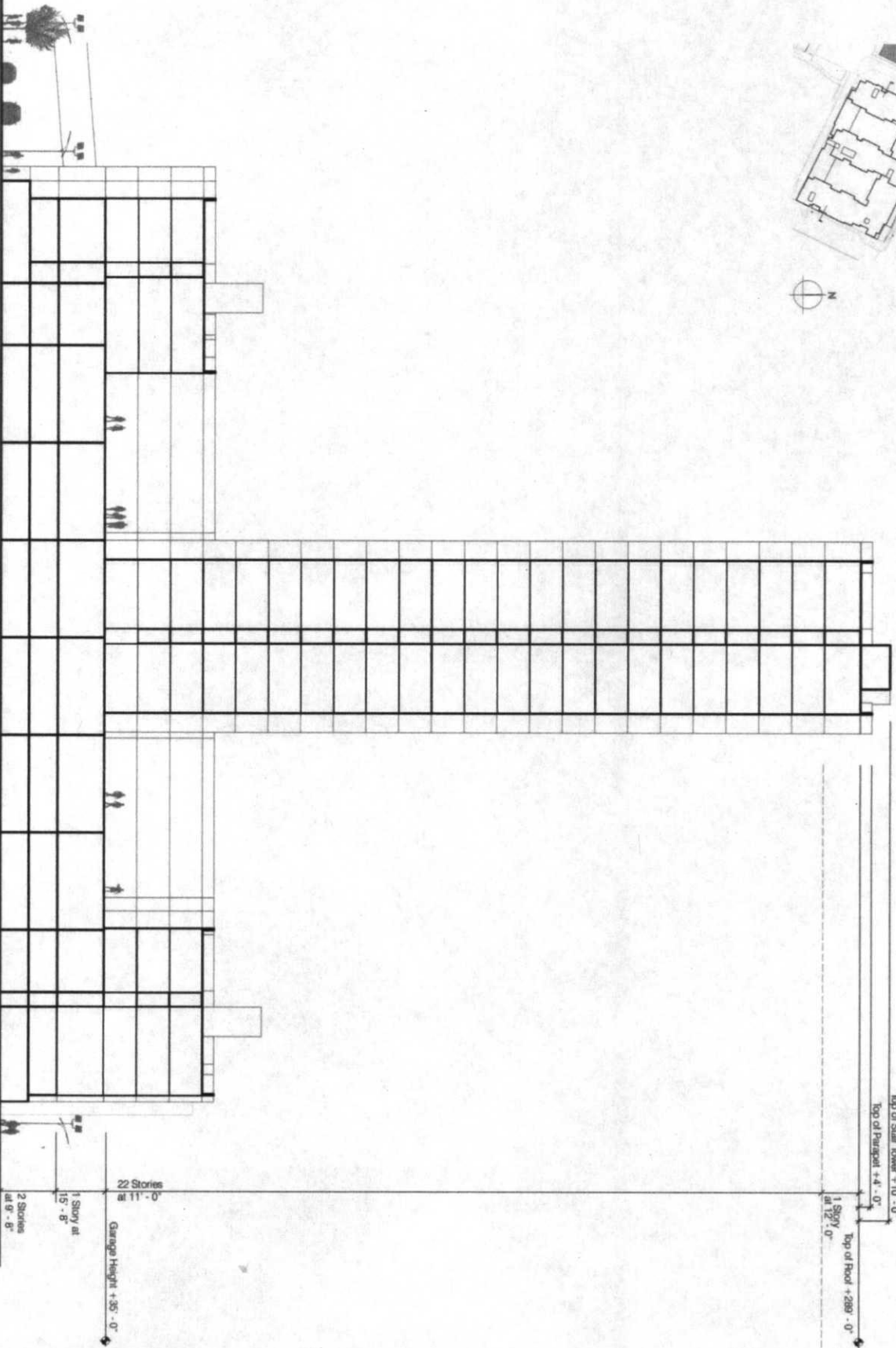
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Parcel F-2



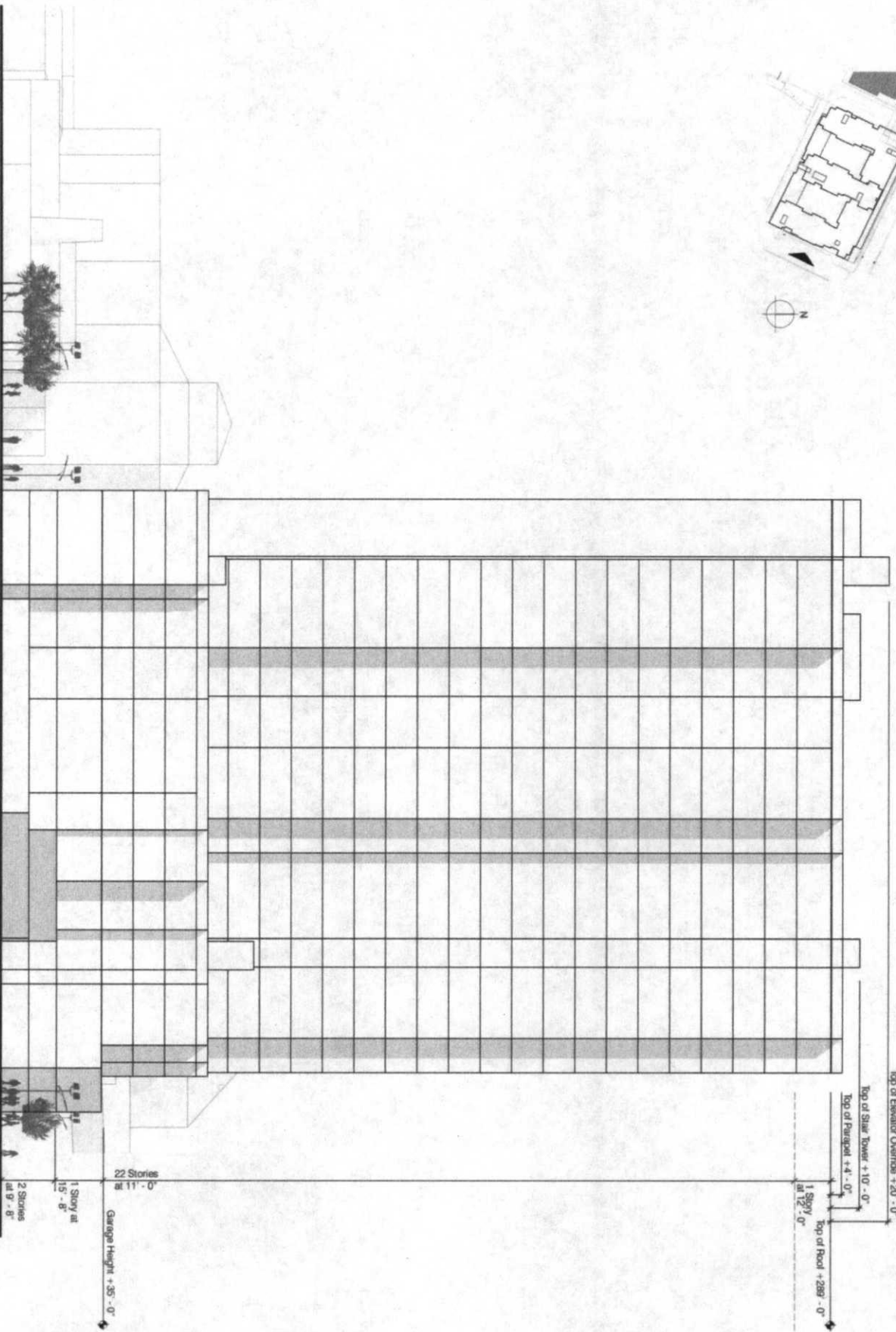
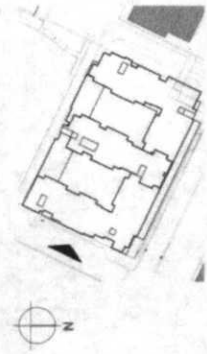
Section

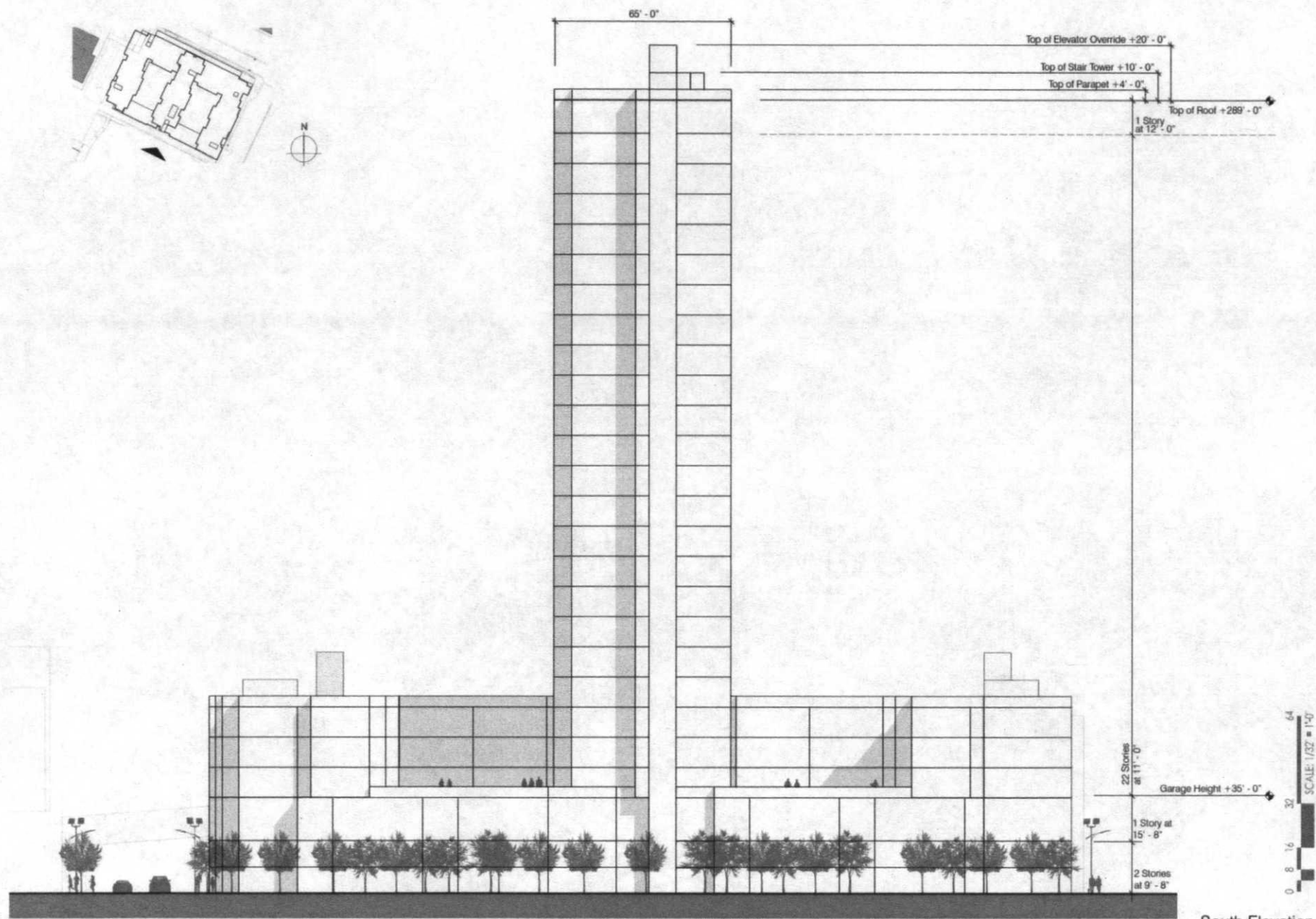


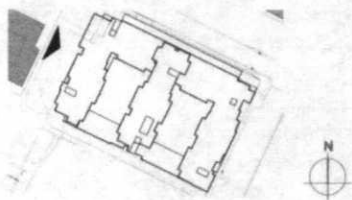
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OAKLAND, CALIFORNIA

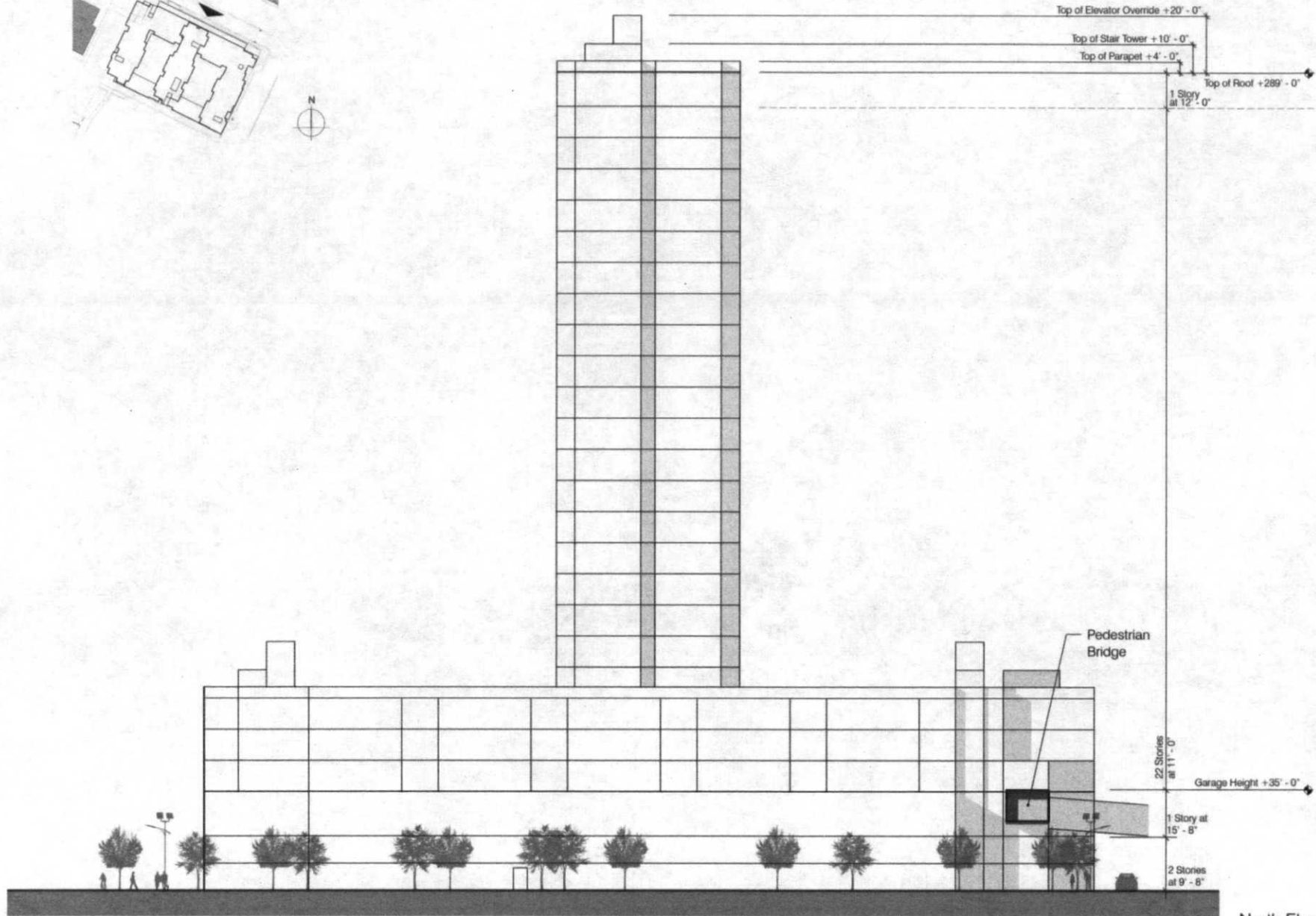
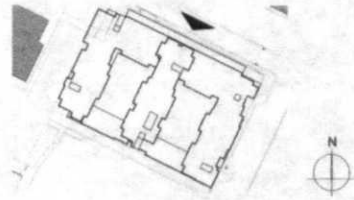
PARCEL F-2

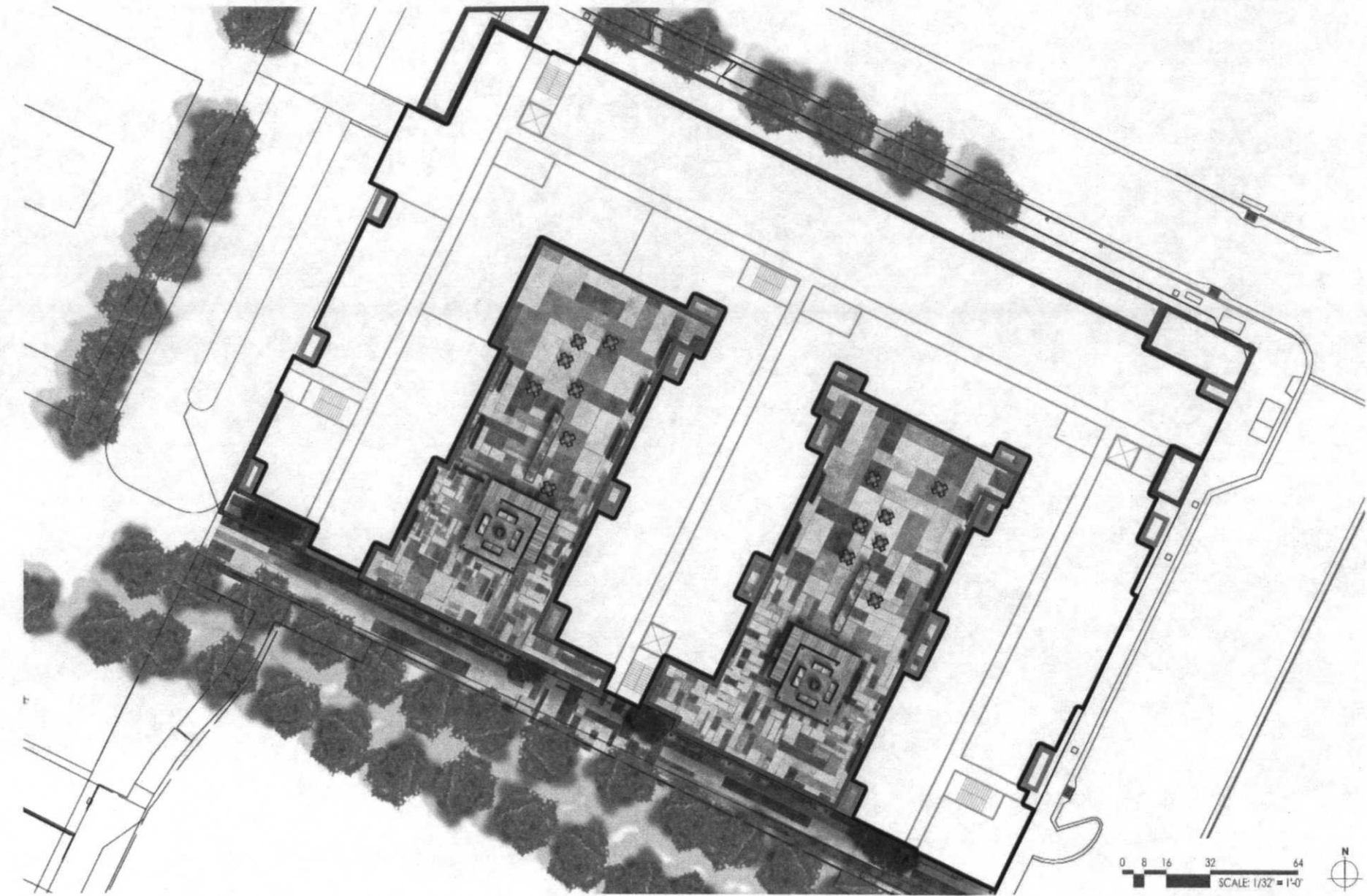
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Common to Both Sites



Colors, Finishes and Materials to be selected during FDP Phase



Colors, Finishes and Materials to be selected during FDP Phase



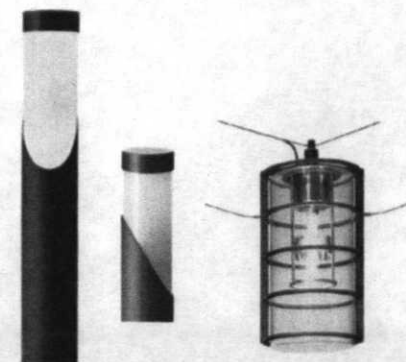
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Exterior Design Study
High Rise

21 MAY 2013
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Design Guidelines

JACK LONDON SQUARE
OAKLAND, CALIFORNIA

DESIGN GUIDELINES

General Design Principals Applicable to the Entire Project

JLS Redevelopment Project

FINAL – Revised Dec '13

GENERAL

Buildings - General

All buildings should reflect a high level of design quality through use of durable materials befitting of the large scale of the buildings, well-proportioned design elements and other substantial design features.

Individual architectural identity should be expressed and the landscape and hardscape features should unify the development by maintaining overall harmony and continuity.

Vary building heights within maximum limits to create visually-interesting architectural profiles.

Avoid long, continuous roof parapet lines unrelieved by vertical accent features.

Create a common set of physical features and thematic elements to link each building together and to Water Street and the plazas, to foster coherence and a sense of place.

Facades

Variations of wall planes, fenestration and materials are required to create strong visual interest and must be all integral part of building design, Complimentary or contrasting architectural details should provide relief and shadow to bring further richness and interest to facades.

Flat, monolithic facades must be avoided.

Offset accent elements from primary wall planes and utilize contrasting materials/textures for visual richness.

Building entries should be clearly visible, attractive and inviting.

Balance horizontal and vertical elements.

Facade exteriors should express floor levels.

Buildings exteriors should include patterns of fenestration which create rhythm and bring life to facades.

Windows

Use window treatments which create visual interest, rhythm and a sense of human scale on facades.

Avoid horizontal ribbon windows and glass curtain walls which lack interest and scale.

Utilize reveals and recessed windows, doors, and eaves to enhance visual interest and human scale.

Avoid thin-appearing curtain walls which are predominantly glass spandrel or metal panels.

Avoid continuous strip windows which lack interest or scale.

Windows should be well articulated.

Materials and Colors

All building facades should receive high-quality finishes and detailing throughout.

Avoid materials and finishes susceptible to weather damage, fading or corrosion.

Materials and colors should harmonize with the exteriors of neighboring structures and the surrounding natural environment.

A wide variety of accent materials should be used, including but not limited to cast concrete, ceramic tile, stone and painted metal.

The colors and textures of buildings should reflect the high-quality character intended for the project. Color, light and shadow must be used to create a sense of human scale and visual interest. Animate building facades, particularly at the ground floor levels of buildings, with "people-friendly" components such as canopies, portals, and decorative details.

Ground floor materials should be of durable, high quality materials such as stone, tile, cast-concrete or split face block. Use of EFFS material or stucco must be avoided.

Facades shall be designed to convey a sense of order and richness through the interplay of light, shadow, color, texture, and materials.

Articulate facades to create layered and/or relief effects for visual interest and depth.

Recess window and door openings into wall surfaces to create shadow lines and express differences in materials. Do not use bronze glass.

Avoid large unrelieved flat surfaces, flush windows and flush doors. Avoid monotony on buildings by establishing a rhythm that is not repetitious but serves to lend a sense of scale.

Roofs, Mechanical Equipment and Other Functional Elements

Individual building roof forms should be integral to the architecture and also contribute to the overall character of the development.

Design roofs and parapets to be visually attractive and integral with building architecture.

Roof forms should be appropriate to the waterfront setting and surrounding neighborhood.

Shape roof profiles to complement adjacent buildings and help create a distinctive skyline.

Gutters and downspouts should be concealed unless designed as integral architectural features.

Rooftop mechanical equipment should be attractively screened from public view.

Exterior stairs and ramps should be designed as extensions of building architecture and should complement building massing, materials, color and detailing.

Lighting

Use lighting for aesthetics in addition to safety and security reasons wherever possible.

Provide visual drama through the use of accent lighting highlighting wall planes and architectural features.

GUIDELINES APPLICABLE TO SPECIFIC DEVELOPMENT PARCELS

Site C:

Maintain the elegant v-shaped roofline with either the two or three level version of the building. The degree of step back should be proportional to the base, so that the expansive views to the Estuary and openness to the West Green can be preserved. Therefore, step backs for the second level should be incorporated into the design.

Site D Non-Residential:

- 1) The larger building mass option at this site provides an exciting opportunity to create a signature entertainment presence through color, lighting, signage and other design elements to create visibility and interest. In either option, the building marquee should be increased in height and width to provide a substantial visual anchor statement. The increased height and width of the marquee would add variety to the design of the building and surrounding structures, breaking up the mass of the building, while creating an exciting visual presentation.
- 2) The cinema entrance should be more strongly emphasized, in part through the comments already identified about a more prominent marquee. The use of different paving material or other entry features are also encouraged. The stronger entry would only add visual interest to the appearance of the building, and would also create an inviting draw and a stronger statement of arrival for the cinema.
- 3) Provide more detail in the final design development to assure the use of high quality exterior materials and a dramatic combination of exterior materials that will be used to

"decorate the box" in order to provide as much architectural interest and articulation as possible.

- 4) For the larger building option, provide a stronger top edge to the building, assure proportions in materials and variety in the elevations.

Pavilion 2:

- 1) Limit this building to the lower profile as set forth in the FDP, and decrease the maximum size of the ground floor retail footprint to 10,000 square feet, thereby providing additional plaza space. The lower profile will serve as a visual relief to the taller building masses on either side of this site, and the larger ground floor site area will enable a more integrated, full use of the plaza and a connection to the historic Broadway terminus and provide the major gateway into the project from Broadway.
- 2) Provide a major art installation, interpretative elements and multi-level high design quality to this plaza area.
- 3) Pull back the automobile turnarounds and valet parking function toward Embarcadero, to assure a primarily pedestrian-friendly orientation for Water Street. There is a remaining point of conflict regarding valet access points. The developer believes it is not possible to eliminate one of them due to Kincaid's valet service. The DRC suggested one of these points be eliminated.
- 4) Further strengthen the relationship between the new building forms and existing important features in this location, such as the tile walls and the Broadway terminus to create a major focal point in this area.

66 Franklin:

- 1) The varied building proportions should be maintained as the building increases in height, to avoid a large box-like structure with monolithic elevations.
- 2) With either option, strong building edges and cornice elements should be carried up to the roof.
- 3) The solid-void proposition of glass or open areas to solid building elements should be maintained as the building expands.
- 4) The mechanical equipment area along Embarcadero must be architecturally integrated to provide a strong visual screen for this area.
- 5) The large curtain wall on the east elevation must be further articulated and architectural interest added.
- 6) For the new building option, the ground floor of the east elevation must be further developed to provide a stronger, more pedestrian friendly quality.
- 7) The future design for this building, with either option, needs more considered review, given its scale. Window type, concrete finishes, vertical and horizontal elements are all important to consider further through the design development phases.

Site F-1:

- 1) Create a stronger compilation of Jack London interpretative elements in the area around Heinold's and Jack London's cabin, and unify the existing art and sculpture elements in the area having to do with Jack London such as the wolf, wolf tracks, statue, etc.

- 2) Eliminate the round window element on the upper floor.
- 3) The v-shaped roof element should be removed.
- 4) The future design for this building, with either option, needs more considered review, given its scale and the historic resource issues. Window type, concrete finishes, vertical and horizontal elements are all important to consider further through the design development phases.

Site F-2 Non-Residential:

- 1) The over crossings must be commensurate in quality as the one that currently exists at the Amtrak station. The crossing should present civic imagery that builds on substantial and key physical features in this area.
- 2) The future design for this building, with either option, needs more considered review, given its scale. Window type, concrete finishes, vertical and horizontal elements are all important to develop further. Therefore, the Development Agreement provides that future design review is required prior to the issuance of a building permit if the building plans are substantially different than the approved FDP.

Site F-3:

- 1) The v-shaped roof along the lower portion of the building should be retained and strengthened to provide further interest.
- 2) Key building components, particularly along the bottom levels, should be substantially proportioned to provide a strong base to the building.

Site G:

- 1) Incorporate a large art installation such as a mural, frieze or other three-dimensional design element in the building facade facing the Amtrak station.
- 2) Include a more substantial architectural element along the top of the building, most importantly with a much substantial cornice or railing than presently designed. In addition, add stronger corner elements, such as a taller elevator, recessing the corners, providing pop-outs or other dimensional elements to create breaks in the plane of the building facade. A taller midsection to the building should also be considered, in order to create asymmetry.
- 3) The rooftop parking should also include screening, incorporated into the overall design, to obscure the cars and headlights.
- 4) Further refine and detail the essential box-like nature of the building through more finely grained patterns, recesses, and color and materials variations to produce more of a rhythm across the facades.
- 5) The draft Development Agreement provides that any future change in the building, if consistent with the PDP and the approved design guidelines, can be approved at staff level.

Site Plan and Landscape Plan

- 1) Incorporate works of art into public areas in a variety of ways, including sculptures, street furniture, murals, friezes on parts of buildings or parking structures, etc. As a part of initial project implementation, a public art historic interpretive plan should become part of the PDP. At a minimum, the preferred location, type and scale of public art should be schematically developed for the base of Broadway area, the plazas, the Jack London area

around Heindol's, the Amtrak parking structure, and the theater building. Further develop the base of Broadway in a way that reflects it as the historic and current terminus of Broadway and as a primary gateway to the Jack London and Estuary area.

- 2) Severely restrict the Franklin Street valet service by pulling it toward Embarcadero as much as feasible to increase pedestrian flow along Water Street and the vicinity of the current valet.
- 3) Create physical elements that help link the various segments of Water Street together along between the east and west greens, and also establish active and lively linkages from Water Street to the nine building sites.

Sites D & F2 Residential:

The following design guidelines and accompanying images outline the design principles applicable to residential projects at Jack London Square. These guidelines explain what is to be encouraged or discouraged as part of the architectural designs and supplement the design principles in the GENERAL section above.

Example/Photo #1:



Vary wall planes and heights to create visual interest inherent to the massing of the building.

Provide changes in color or materials to emphasize masses (e.g. metal cladding at bay windows).

Create a strong sense of vertical, visual order through the strong definition of the Base, Middle, and Top of the building or by distinguishing the Base with characteristics varied from the rest of the building.

The provision of a strong sense of a Base, Middle and Top is a guideline and it is important to have an artful relationship between these parts to animate and articulate the massing of the building. Doing so helps to enliven the building's mass. The utilization of reveals and recessed windows and doors can be used to create deep shadows. Articulation of the facade creates layered and relief effects for visual interest and depth.

Base:

Provide detailing or height to create a sense of security and sensitivity to pedestrians and residents.

To emphasize the Base, either recess storefronts and bring exterior walls forward at bottom of building, or hold glazing proud to edge of building in a bold manner.

Create increased height storefronts at main entry to the building.

Example/Photo #2:



Animate the base of the building, particularly at storefronts and entrances with “people friendly” elements, such as awnings, canopies, signage, and refined material accents.

Consider awnings and canopies as protection from the elements as well as to lend human scale to the Base of the building

Plan for signage space.

Middle:

Utilize elements such as balconies to define the division between the Base and Middle of the building.

Banding, changes of material or color, window groupings, and spandrels can be used to distinguish the Middle or Middle/Top from the Base of the building.

Top:

Articulate the façade at the top edge to distinguishing the top of the building.

Consider modulating the parapet heights to enhance offsets in the façades.

Use materials such as stone or brick or a more expansive amount of fenestration at the entrance to further distinguish this part of the building and promote it as a destination for building users.

Example/Photo #3:



Install balconies (recessed, flush, or protruding) to create depth, variety, and visual texture to the building. In this manner, the presence of balconies should support the building's design. Style of balconies should be consistent with the architectural theme and language of the underlying building.

Example/Photo #4:



When thin brick veneer systems are utilized, the thin brick must be detailed to approximate true brick construction as closely as possible. It is often necessary to use full brick, such as at sills or coping or where steps in the façade occur. “L” shaped thin brick profiles are required at corners. Butt-joints or any other vertical joints at the corners of the building are discouraged.

High performance coatings shall be used for painted metals.

Powder coating or anodizing is encouraged for aluminum mullions, panels, spandrels etc.

Laminated glass at glass canopies is encouraged both for structural properties, durability and appearance.

Site Amenities, Landscape, and Hardscape:

Examples/Photos 5, 6, & 7:



Install lighting, benches, planters, and trees consistent with the Jack London Master design themes and to integrate these sites with the existing buildings.

Replace hardscape at building perimeter when not in good condition or incongruent with building design or adjacent hardscape treatment.

Commission and install public art at or within the building entrance thereby encouraging the public to engage more fully with the building. (This art shall be consistent with the Development Agreement Exhibit K – Port Art in Public Spaces Ordinance).

Site D Residential (additional site considerations):

Given the site is located at the terminus of Broadway, one of Oakland's major boulevards, the building design should be iconic.

The building corner at Broadway and Embarcadero shall be emphasized with a grand, inviting building entrance and shall include considerable glazing area. The building lobby shall be at least 15' tall. Consider prominent building identification/signage at the entrance and visible upon one's arrival from Broadway.

For taller buildings on this site, the pedestrian experience along Embarcadero should include an emphasis on the façade design at 15' high or greater to anchor the building and create the beginning of the transition from the pedestrian level experience to that of the floors above.

The ground floor design should create a dialogue between the building and the passerby thereby further enticing the public's active engagement with the building.

Site F2 Residential (additional site considerations):

The building corner at Harrison Street and Water Street shall be emphasized with a grand, inviting building entrance and shall include considerable glazing area. The building lobby shall be at least 15' tall.

Photo/Example #8:



In regards to the Water Street façade:

- 1) The double row of trees that run along Water Street and specialty paving pattern at Site F1 shall be continued along the Water Street frontage of Site F2. This visual consistency will draw pedestrians from Alice Street towards the rest of the Jack London Square area and in return provide connectivity to the rest of the Jack London district at Alice Street.
- 2) The treatment of the Water Street façade shall create an attractive and inviting experience for the public including exploration of the use of awnings, glazing details, and enhanced transparency on the ground floor.
- 3) In order to create a sense of multiple, smaller massing units along the ground floor (as opposed to a single monotonous mass), the building design shall utilize insets and protrusions, a change in materials, or a variety of textures and colors.
- 4) The building entrance should pour onto Water Street without an intermediary buffer zone. In addition, the building entrance should proclaim itself with specialized paving, a change in tree spacing, or other feature that draws attention to the pedestrians on Water Street.

Attachment B: Planning Commission Report (as revised by the Planning Commission on May 28, 2014), dated May 28, 2014, including the following attachments:

- A. Proposed Project Plans and Design Guidelines
- B. Proposed Revisions to the PUD text
- C. Jack London Square Redevelopment Project EIR and Addendum #1 (provided under separate cover to the Planning Commission; available to the public at 250 Frank Ogawa Plaza, Suite 3315, Oakland CA, 94612 during regular business hours and at <http://www2.oaklandnet.com/Government/o/PBN/OurOrganization/PlanningZoning/OAK044560>).
- D. Letter from Ellis Partners, dated April 10, 2014
- E. Loading Variance Request Exhibit
- F. Public Comments Provided in Writing
- G. DRC Staff Report, dated December 18, 2013
- H. ZUC Staff Report, dated January 15, 2014 (includes 2004 approved FDPs for Sites D and F2)

Oakland City Planning Commission
Planning Commission

STAFF REPORT

Case File Number: ER030004, PUD13170, DA13171

May 21, 2014

Location:	Jack London Square Development Project: Sites D at Broadway and F2 at Harrison Street (south of Embarcadero).
Proposal:	Amendment #1 to adopted PUD to include three residential options each for Sites D and F2 and remove an existing limitation on office space with respect to Sites D and F2.
Applicant:	Ellis Partners, Matt Weber: (415) 391-9800
Owner:	JLSV Land, LLC
Planning Permits Required:	General Plan Amendment, Revision to PUD (PDP, only), Design Review, Minor variance for loading; compliance with CEQA.
General Plan:	Site D=Retail, Dining and Entertainment-1; and Site F2=Waterfront Commercial Recreation-1.
Zoning:	C-45 Community Shopping Commercial Zone
Environmental Determination:	Final EIR certified on March 17, 2004 by the Planning Commission; Addendum #1 available for public review on May 9, 2014.
Historic Status:	None for affected sites.
Service Delivery District:	I – Downtown/West Oakland/Harbor
City Council District:	3 – Lynette Gibson McElhaney
Action to be Taken:	Consider acceptance of Addendum to EIR; Consider recommendation for a GPA to City Council; Consider approval of revision to PUD, Design Review and Minor Variance for loading conditioned upon approval of GPA by City Council.
Finality of Decision:	Appealable to City Council
For further information:	Contact case planner Catherine Payne at 510-238-6168 or by e-mail at cpayne@oaklandnet.com

SUMMARY

The purpose of this report is to request consideration of a proposed amendment to the Planned Unit Development (PUD) Preliminary Development Permit (PDP) for the Jack London District Development Agreement and Planned Unit Development (case files ER030004, DA13171 and PUD13170). Specifically, staff requests that the Planning Commission consider conditionally approving the amendment to the PUD, Design Review and Variances related to the project, subject to the attached findings and conditions of approval, and make a recommendation to the City Council regarding General Plan Amendments. The applicant initially proposed an amendment to extend the term of the existing Development Agreement but has since withdrawn that request. The City of Oakland originally approved the nine-site, multi-phased development project known as "Jack London Square" in 2004. Three sites have been constructed, and the applicant is currently seeking revisions to the entitlements for two of the remaining development opportunity sites in Jack London Square. In summary, the applicant proposes adding residential options for two project sites, D and F2, and eliminating a cap on office space that would allow increased office development potential on Sites D and F2. The applicant is specifically requesting consideration of a revision to the PDP to include three residential options for each site (for a total of six residential options). These options would be in addition to the currently

CITY OF OAKLAND PLANNING COMMISSION



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Case File: ER030004, PUD13170 and DA13171
Applicant: Ellis Partners, Matt Weber: (415) 391-9800
Address: Jack London Square Development Project:
Generally, south of Embarcadero between Clay and Alice Streets;
Specifically proposed development sites: Sites D at Broadway
and F2 at Harrison Street (South of Embarcadero)
Zone: C-45

approved commercial development PDPs for each site. Any approved PDP would require a Final Development Permit (FDP) to be considered and approved later by the Planning Commission before receiving any construction-related permits.

PROJECT SITE AND SURROUNDING AREA

The Jack London Square project site is a nine-site area located along the Oakland Estuary (at the southern terminus of Broadway) between Clay and Alice Streets. More specifically, Jack London Square project "Site D" is located immediately south of Embarcadero (and the Union Pacific right-of-way) on the west side of Broadway. Surrounding land uses include entertainment, dining and destination retail uses and the Jack London Square Marina to the south. "Site F2" is located immediately south of Embarcadero between Harrison and Alice Streets. Adjacent uses include the "Site F1" commercial building to the west, the Union Pacific right-of-way and "Site G" garage and commercial building and Amtrak passenger train station to the north, residential uses to the east, and a vacant lot ("Site F3", a planned hotel site) to the south.

PROJECT BACKGROUND

Project History

As briefly mentioned in the Summary Section above, the City of Oakland approved the nine-site, multi-phased development project known as "Jack London Square" in 2004. The project is located on sites located throughout the Jack London District of Oakland, south of Interstate 880, and owned by the Port of Oakland (with the exception of Sites D and F2, which are owned by JLSV Land, LLC). The project was subject to an Environmental Impact Report, Preliminary and Final Development Permits (and appeal), Major Conditional Use Permit (and appeal), Major Variance, Rezone, Development Agreement (and appeal), with final approvals for the land use entitlements granted by the Oakland City Council on June 15, 2004.

The adopted project is an entirely commercial development scheme that supports the retail, entertainment and dining uses in the project area. The project was subject to a high level of design scrutiny in 2004 with a concern for how buildings would relate to the waterfront, to the public spaces in Jack London Square (including the Bay Trail), and to nearby residential uses.

Since 2004, the project proponent has developed three sites: Sites "C", "G" and "F1". "Site C" is a commercial building that includes 16,000 square feet of above-ground floor office space and 16,000 square feet of vacant retail, dining and entertainment space on the ground floor. "Site G" includes 1,086 parking spaces (although the site was only required to have 743 spaces), ~~30,000~~ 32,000 square feet of vacant retail space on the ground floor, and a pedestrian bridge connecting the building to Jack London Square over the railroad ROW along Embarcadero. "Site F1" is a six-story building with an approximately 33,000 square-foot footprint, and encompasses a total of 191,000 square feet; there is a restaurant located on the ground floor and mostly occupied office uses on the upper floors.

The uses for sites approved in 2004 for sites D and F2 are as follows:

- Site D: The approved use is for up to 190,000 square feet of retail and office uses, including a theatre. The approved maximum building height is 150 feet.
- Site F2: The approved use is for up to 149,000 square feet of retail and office uses, and up to 550 parking spaces. The approved maximum building height is 125 feet.

Design Review Committee

The Design Review Committee (DRC) reviewed the project at their regularly scheduled public hearing on December 18, 2013. Comments included the following:

- DRC comments:
 - The DRC supports residential uses in the Jack London area.
 - Design is appropriate and adequate for PDP.
 - DRC should review FDP application, as well.
 - Applicant should provide more information regarding how proposal would meet open space, bicycle parking and recycling requirements.
 - How does the applicant propose resolving the emergency response issue related to the unstaffed fire station at Jack London Square?
 - The DRC supports the GPA request.
 - Both sites should include strong, distinct residential entrances.
 - How do lobbies work? What amenities are included in lobbies? What is the proposed ceiling height? Where are mailboxes and trash located?
 - Highrise is acceptable for Site D, as this is a gateway site and merits an iconic structure.
 - Highrise might be acceptable on Site F2, but should be considered with caution given the risk of setting a negative precedent along the waterfront.
 - What is the design of the promenade between Sites F2 and F3?
 - Design guidelines are adequate.
 - Need more information about and demonstration of connection between buildings and streetscape.
 - Retail uses should be provided on Site D.
 - Ground floor should be 15' floor-to-ceiling on both sites.
 - Site D should have retail on all sides adjacent to public right-of-way.
 - Building on Site D should be set back from property line with generous public plaza/open space at lobby area.
 - Provide more information about streetscape treatment where Broadway meets Embarcadero adjacent to Site D.
 - Request DA extension near end of term of DA and demonstrate conformance with DA at that time.
 - Unit design should include larger living rooms for larger units.

Public comments:

- High-density residential development in Jack London Square would support planned entertainment and retail uses in currently vacant spaces and would provide safety for residents and visitors, alike.
- Extending the term of the DA would allow vacant parcels to fester over a longer period of time, and is inconsistent with the original promises of the applicant to provide the approved development under the DA in a timely manner.
- Elimination of office cap would potentially crowd out planned retail and entertainment uses, making Jack London Square an office district, as opposed to a destination public venue with extensive entertainment and retail options.
- Highrise buildings are inappropriate on the waterfront. Development should step down to the waterfront. The waterfront should feel open and accessible to the public and highrise development would create a perceived wall along the waterfront.
- Development on the water side of Embarcadero is generally less than six stories and should remain so. Highrise development would set precedent for large, private development along the waterfront that would inhibit public access and enjoyment of the waterfront.
- The City should provide extensive opportunities for the public to review the project and should ensure adequate time for public review.
- The applicant should follow through on their existing commitments. The community supports the approved plan. The community worked hard to achieve the balance represented by the current approval and wants the applicant to respect this commitment.
- The approved project had a commercial vision (and was entirely commercial uses) that would support the destination retail, dining and entertainment designation of Jack London Square. What is the vision for the current proposal, which includes non-commercial uses?
- The applicant should provide a grocery store in existing, vacant retail space before requesting to maximize time and development options for yet undeveloped sites/
- Existing bridge from Site G across Embarcadero should provide a direct access to the ground level for the public.
- The planned theater in the Site D space continues to be desirable to the community.
- The proposed development should include publicly accessible uses on the ground floor (such as retail and entertainment uses).
- Development on both sites should be of signature quality, similar to the sites previously development under the DA (Sites C, G and F1).
- Any proposed changes to land uses on Sites D and F2 should respect the approved building heights for those sites, and not set a building height precedent along the waterfront.
- The applicant should provide more architectural detail than just the massing study to ensure high quality design.
- Any proposed massing should be consistent with and complement the nearby warehouse district scale.

- Decision-makers should only allow one option on each site to provide certainty about what will be developed over time.
- Recent highrise, single use residential development in the neighborhood has not successfully activated the adjacent public right-of-way.
- Any proposal should be consistent with the Estuary Policy Plan.
- The City should undertake a Specific Plan for the Jack London area to ensure land use planning coherence.
- What are the proposed community benefits that would be tied to and/or result from this proposal?
- The proposal needs to maximize the public-private interface.

Zoning Update Committee

The Zoning Update Committee reviewed the proposed project at their regularly scheduled hearing on January 15, 2014. Many comments were similar to the comments made at the DRC meeting (discussed above). Additional comments included the following:

- ZUC comments:
 - Supports diversifying land uses in the district.
 - Residential uses would activate currently vacant retail uses.
 - Comfortable with providing more flexibility within DA as long as residential uses are guaranteed.
 - Only remove office cap if residential development is also mandated.
 - Sympathetic to need for DA term extension as long as public review opportunities are in place throughout life of DA.
 - Maintaining current DA term encourages applicant to complete project.
 - Need better description of elimination of office cap.
 - Need better description of maximum building heights under each scenario.
 - Need more images to describe high-rise options in a convincing manner.
 - Site D should host iconic, timeless building that is sensitive to all sides and contexts;
 - Provide retail on ground floor.
 - Support GPAs.
- Public Comments:
 - Design should be a product of a combined City, community and developer process.
 - City should develop a Specific Plan for the Jack London District.
 - Low-rise and mid-rise options are acceptable, but not high-rise options.
 - Support residential land uses.
 - Maintain office cap. Do not want an office park that is vacant nights and weekends.
 - Maintain current DA term.
 - Proposed residential uses are not enough to resolve existing retail vacancies.
 - Keep same height and footprint approved in 2004.

- Need ground floor retail uses, otherwise ground floor will be a blank wall and will not activate street.
- Site D is a key site and should be mixed-use development.
- High-rise development would be out of scale with surrounding neighborhood.
- High-rise development would cast shadows on surrounding neighborhood.
- First goal should be to renovate and occupy existing, vacant uses before developing new uses.
- Want strong public interface and activated ground floor.
- Project should include additional park space.
- Need retail on Site D.
- Need community benefits.
- City needs to comply with Estuary Policy Plan more consistently.
- Development should step down toward the waterfront.

PROJECT DESCRIPTION

In summary, the proposed project includes three components:

- Removal of the 355,300 square-foot cap on office space, allowing for up to 61,700 additional square feet than currently approved, which would be applied only to Sites D and F2; and
- The inclusion of six residential options for Sites D and F2 (three options for each site, including low-, mid- and high-rise). The applicant is requesting that the PUD be revised to allow the maximum number of residential units possible under the proposed GPA (666 dwelling units). However, the PDP only shows up to 167 units on Site D and up to 370 units on Site F2.

More specifically, the land use proposal includes the following (and is described below):

Site	Existing DA/PUD	Proposal	Requirements
Site D	Retail, office (190k sf)	Residential (168,294 sf) (1:1 parking)	Amend PUD, and GPA
Site F2	Retail, office, parking (149k sf/550 pkg)	Residential (369,235 sf) (1:1 parking)	Amend PUD, and GPA
Site G	Garage (completed)	Allow residential use (to be transferred to Sites D and F2)	Amend PUD
Remove office cap	355,300 sf max	No cap (allows for up to 61.7 k sf more than currently approved); applies only to Sites D and F2	Amend PUD and DA
Overall PUD	291 du (limited to Site G)	Up to 666 du on Sites D and F2 (combined)	Amend PUD and GPA