

# Clustered Growth



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## **Growth Assumptions**

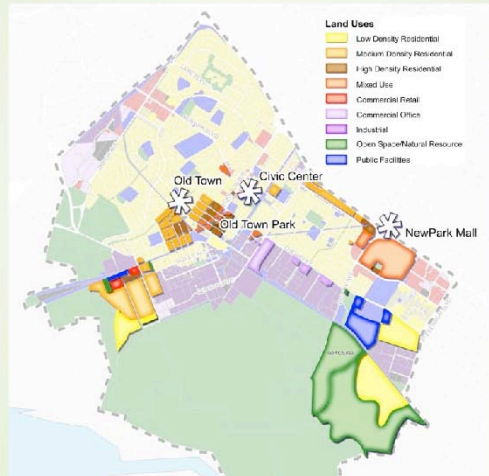
### **Clustered Growth**

- Focus housing growth in clusters within a short walk or bicycle ride to services and amenities.
- Develop vibrant mixed-use neighborhood districts in Old Town and NewPark Mall area.
- Invest in regional attractions such as a linear park, NewPark Mall and a Performing Arts Center.
- Establish linkages between neighborhood districts and recreation opportunities with multiuse paths and shuttle service.
- Accommodate average job growth focused toward high tech industry and enhanced retail.

- The growth assumptions for the clustered growth alternative include:
  - Focus housing growth in clusters within a short walk or bicycle ride to services and amenities.
  - Develop vibrant mixed-use neighborhood districts in Old Town and NewPark Mall area.
  - Invest in regional attractions such as a linear park, NewPark Mall and a Performing Arts Center.
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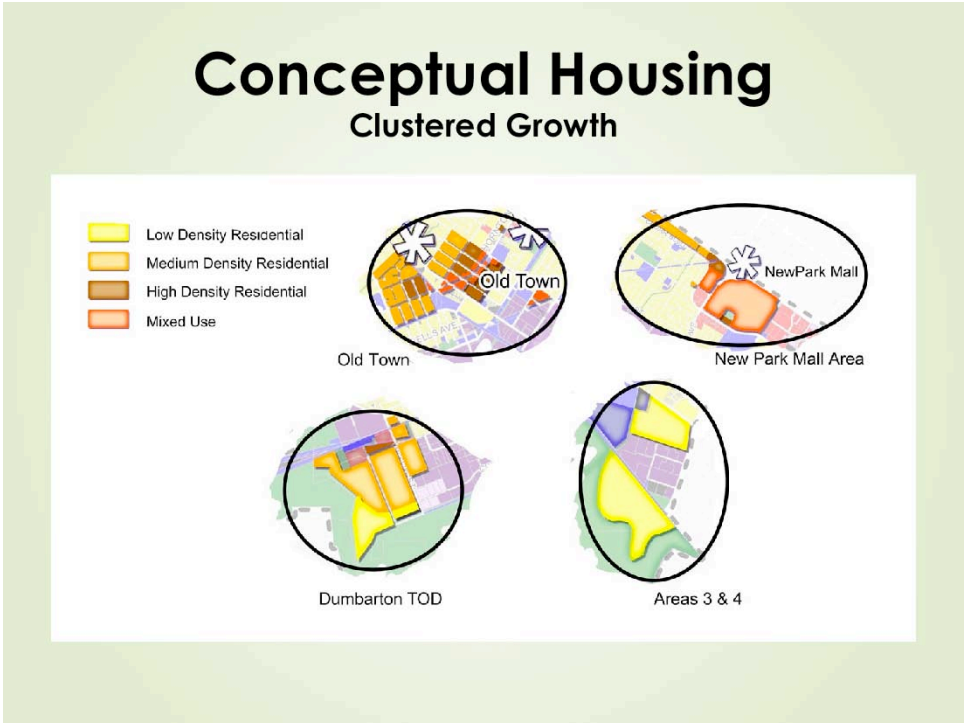
# Conceptual Land Use Map

## Clustered Growth



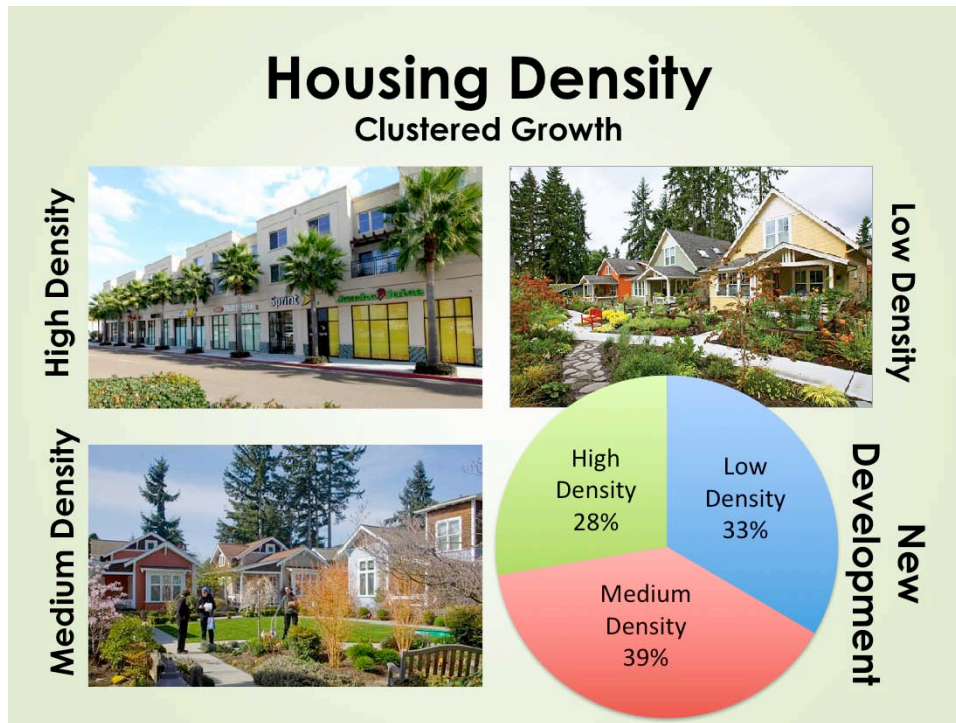
This map shows the proposed land uses for future development in the City. The areas encompassed within the recently adopted specific plans for Dumbarton Transit-Oriented Development and Areas 3 & 4 are displayed here because development has not yet begun in these areas, and thus they remain proposed land uses for the future. The remaining areas highlighted in this land use map are the planning team's proposal for land uses beyond what can be accommodated by recent specific plans. This proposal reflects what can be achieved through moderate growth.

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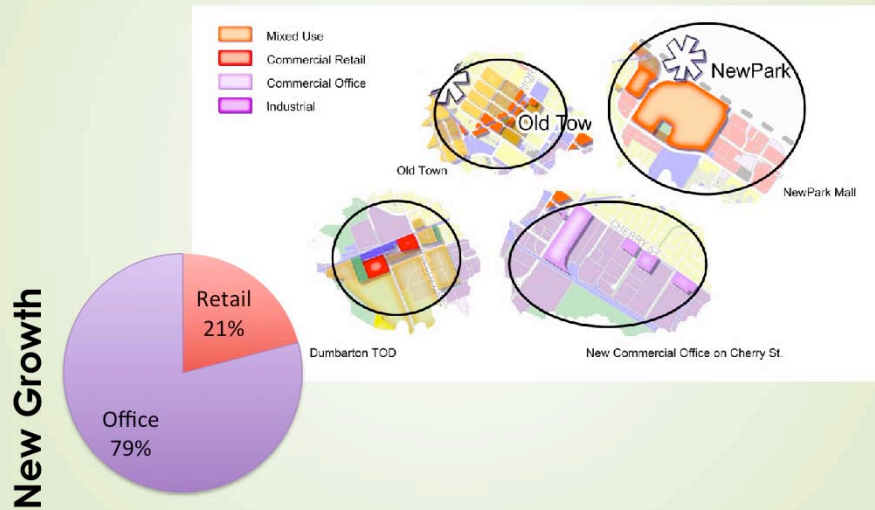
The Clustered Growth Alternative focuses development in the areas of Old Town and NewPark Mall, while also utilizing the projected residential and commercial growth adopted in the existing specific plans for Dumbarton TOD and Areas 3 & 4. The strategy to concentrate future growth in Old Town and NewPark Mall was developed as a result of community feedback expressing the need for a vibrant downtown area, the desire for a more robust and upscale offering of retail amenities, and the clear preference to preserve as much of the existing low density neighborhoods as possible. As a result, the planning team selected these two areas which were underutilized, and showed the most potential for supporting the economic requirements of mixed and intensified uses.

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We want to provide you with a visual reference for the density levels we are discussing in this alternative. The images presented here show examples of housing built at low, medium and high density. Under moderate growth, development between now and 2040 would have roughly proportional distributions across low, medium and high density. The bulk of low density would develop under the sites identified by the 2010 Housing Element, which includes the Dumbarton TOD and Area 3 & 4 specific plans. This would account for 33% of projected housing need through 2040. Growth on newly identified sites would reflect 39% medium and 28% high density housing. These developments would be concentrated in Old Town and NewPark Mall, primarily as 2 to 3 story buildings, often incorporated with mixed-use ground floor retail. The pictures above show a development at 12 du/ac, the low range of medium density, and 22 du/ac, the expected range of high density mixed use expected for this area.

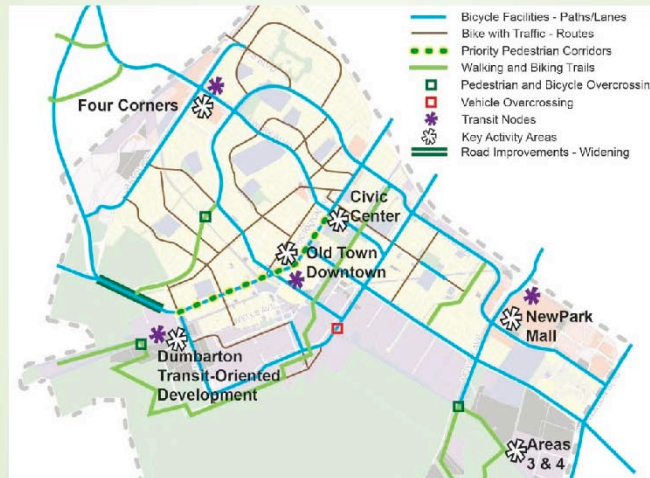
# Conceptual Commercial Clustered Growth



Job growth is expected predominately through the mixed-use commercial land uses proposed for NewPark Mall; however, sections along Cherry Street, Old Town and within the Dumbarton TOD are also expected to contribute toward job growth. NewPark Mall is envisioned as a town center combining new commercial office buildings with an enhanced retail presence. These jobs would be ideal for high-tech, bio-tech, and retail employers. The growth of businesses in Old Town will cater to small business owners operating service-oriented retail and commercial establishments in mixed-use buildings. The addition of more traditional commercial office space is also proposed along the industrial-dominated section of Cherry Street, in order to provide strong employment opportunity amidst a shrinking industrial sector.

# Conceptual Circulation Map

## Clustered Growth



The Clustered growth alternative proposes a robust network of multiuse paths, providing ample opportunities for walking and biking across town. This slide reflects the routes of the proposed paths. You will notice a linear park on the unpaved portion of south Cedar Blvd which connects to the Don Edwards Wildlife Refuge. This park would provide areas of recreation as well as walking and bicycle paths. If you look along Thornton Blvd., a priority pedestrian corridor is indicated from the Civic Center down to Dumbarton TOD. This reflects the desire for widened sidewalks, a center median, and raised cross walks to serve as traffic calming measures. In addition to an expanded network of bike lanes along roads through out the City, stretches of bicycle and walking paths are also proposed entirely separated from roads. These paths would utilize infrastructure along water district channels and spare land along the railroad to provide safe, fence-protected paths for travel across town.

# Conceptual Transit Map

## Clustered Growth



For trips which are most conducive for motorized travel, a community shuttle is proposed to circulate through town, stopping in locations which offer a concentration of amenities. This can reduce traffic congestion within the community, provide mobility for residents who no longer drive, and alleviate parking demand for Old Town and NewPark Mall. This slide illustrates a potential shuttle route with stops as NewPark Mall, Old Town, Four Corners, Civic Center and the Dumbarton Transit-Oriented development. Frequent service to the Fremont Bart is also recommended.



# Circulation Opportunities

## Clustered Growth

<b>Linear Park</b>			<b>Shuttle</b>
<b>Fenced Paths</b>			<b>Bike Network</b>

- Key circulation opportunities within the clustered growth alternative include:
- A linear park and fenced paths for enhanced bicycle and pedestrian connectivity
  - A community shuttle to take residents and visitors to key areas of the city
  - An improved bicycle network to provide alternative transportation options.

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## Key Development Areas Clustered Growth



I will now take you through the concept features of the Old Town and NewPark Mall key development areas. Comparing existing conditions with the proposed future vision for the area.

# Existing Old Town

## Traditional Suburban Growth



# Proposed Old Town Newark

## Clustered Growth



This is a portrayal of future development in Old Town Newark from the perspective of looking at the intersection of Thornton Avenue and Sycamore Street. Mixed-use buildings (represented in orange) are envisioned along the downtown core along Thornton and Sycamore, with ground floor retail and residential apartments or condos above. Building height would remain within current zoning, providing for up to 3 to 4 stories in height, although this plan recommends staying within 2 to 3 stories for most development. Some high density residential (represented in brown) is proposed in Old Town as well. These lofts, condos or apartments are envisioned within a block or two of Thornton Avenue or Sycamore Street. Recommended density would range from 20-30 units, which could be accomplished within structures that are within 2-3 stories in height. Medium density housing (represented in yellow) is positioned as a transitional buffer between the intensity of activity at the downtown core and the surrounding low density neighborhood. Graduating density in this manner allows for the necessary increase of residents to support the desired level retail and commercial vibrancy wanted for the downtown. With this level of development, Old Town could support the amenity of a public park or plaza. This area could host events such as farmer's markets, festivals, or neighborhood events such as movie nights. The park is currently proposed along Thornton Avenue.

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# Existing NewPark Mall

Traditional Suburban Growth



# Proposed NewPark Mall

## Clustered Growth



Clustered development provides a proposal for NewPark Mall which preserves the existing mall, but converts the abundant amount of parking lot space into opportunities for jobs, housing, and a performing arts center. The Sketch up model above shows the proposed proportion of commercial and residential uses. Red buildings reflect commercial uses, providing ample opportunity for commercial office complexes to house high-tech, bio-tech and other service industries. The introduction of high density housing is reflected in the brown buildings. These are proposed as upper floors of mixed-use buildings as well as some sections of entirely residential development which can take the form of townhomes, condominiums or apartments. The Performing Arts Center (shown in blue) is recommended for the southern edge of the property where it can act as a prominent feature along Cedar Blvd and also be accessible to the high school or Ohlone College. Parking garages are proposed for this area in order to meet the parking demands generated by these amenities. These structures are reflected in grey.

These images reflect the proposed direction of the NewPark Mall area. Moderately sized office buildings up to 4 stories tall would provide for increased employment opportunities. Mixed-use development would cater to dining options for the surrounding workforce and residents, while providing regional retailers for shopping in pedestrian promenade that leads into the existing mall. A Performing Arts Center would become an additional component for this regional attraction, providing a comprehensive selection of opportunities for people to live, work, shop and play. Parking garages are a necessary part of the design for the area, utilizing parking infrastructure in an efficient manner for the level of amenities offered.

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# Outcomes

## Clustered Growth

- Vibrant neighborhood districts in Old Town along Thornton Avenue and NewPark Mall area.
- Improved transportation and parking at local activity areas through expanded pedestrian and bicycle paths, increased transit service, and parking garages.
- Clustered development accommodating growth by allowing 2- to 3-story mixed-use buildings.
- Moderate job growth in the commercial office, retail and service sectors, while preserving clean manufacturing.

