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Dynamic Growth



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Growth Assumptions

Dynamic Growth

- Focus development at gateways
 - In NewPark Mall
 - Along Thornton Avenue
 - In Area 3 as a College District
- Develop a vibrant downtown core in Old Town area
- Mixed use necessary to accommodate residential and commercial uses
- Focus job growth on high tech industry

The dynamic growth alternative focuses development at key gateways:

NewPark Mall

Along Thornton Avenue as a Downtown District

In Area 3 as a College District

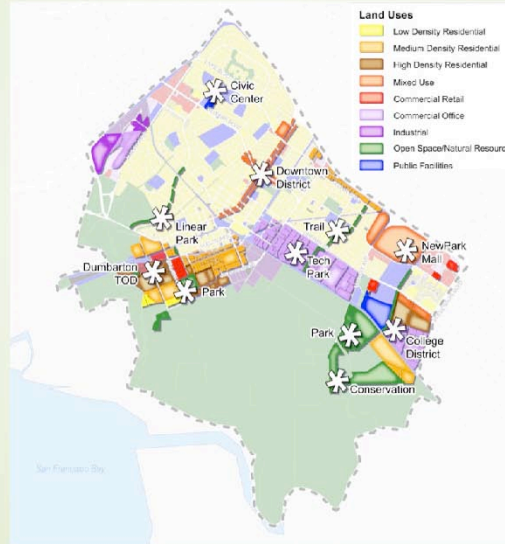
and an expanded Dumbarton Transit Oriented Development

One of the primary goals was to develop a vibrant downtown core in the Old Town area

Mixed use areas were used to accommodate residential and commercial uses, while job growth was focused on the high tech industry.

Conceptual Land Use Map

Dynamic Growth



This map shows the proposed land uses for future development in the City. The Dynamic Growth Alternative focuses future growth in strategic areas of the city: Thornton Avenue, the NewPark Mall area, south of Cherry Street and areas North of Central Avenue, adjacent to the Dumbarton TOD site. Infill development and underutilized parcels within the City are also priority sites expected to accommodate job and housing growth.

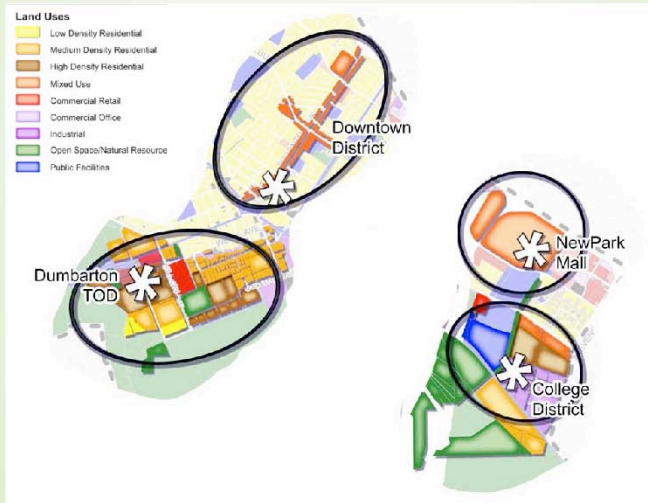
Other key features of the dynamic growth alternative include 2 new proposed parks, a linear park, bicycle and pedestrian trails, additional conservation areas, an expanded Ohlone college, a new school in the college district area, and a large technology park area.

Please note that we made a slight mapping error, and that the light green area surrounded by the conservation areas and park near the college district should also be marked as conservation.

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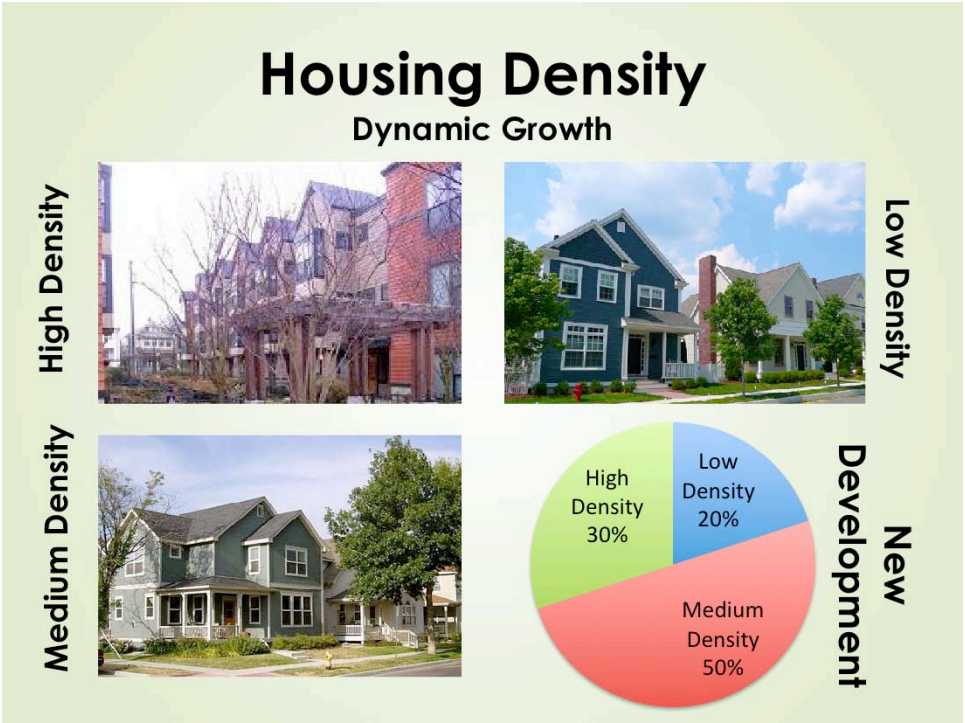
Conceptual Housing

Dynamic Growth



The Dynamic 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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This alternative proposes that of new residential development in Newark, 50% should consist of medium density housing, 30% high density, and 20% low density. The two images on top are examples of high and low density housing while the image on the bottom shows medium density. While this alternative proposes a higher density than the previous and following alternative, it's important to remember that high density housing does not necessarily mean high rise apartments like in San Francisco. Instead, Newark can allow a greater percentage of the total area of a lot to be used for 3-4 story buildings which results in a greater number of overall housing units. Integrating good design and higher density can result in attractive neighborhoods and corridors.

Conceptual Commercial Dynamic Development



The dynamic growth alternative's key areas for commercial growth are:

- The Dumbarton TOD area
- The proposed Downtown District
- The proposed College District
- NewPark Mall
- The proposed tech park

Most of the proposed new area is for mixed use, which could accommodate both office and retail operations, in all of the key development areas except the tech park.

The tech park would focus on attracting high technology industry jobs.

Conceptual Circulation Map

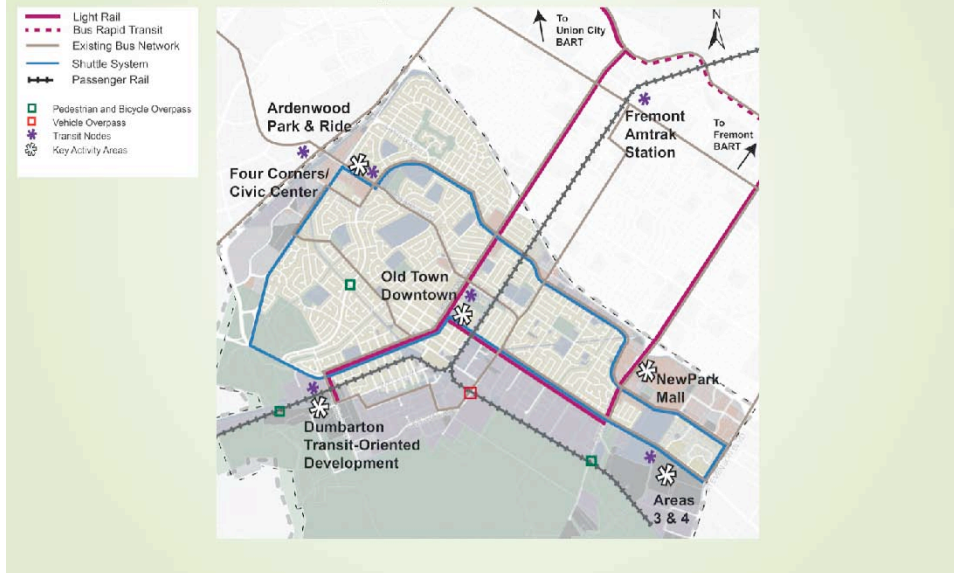
Dynamic Growth



These are a few of the concepts the dynamic growth alternative has proposed on how to get people from point A to point B. A multi-modal circulation plan is a critical piece to this alternative since expected growth of mixed use and commercial areas will exceed the capacity of today's roads. Proposed is a network of pedestrian and bicycle paths that connect commercial and residential areas. Notice that this alternative highlights priority pedestrian corridors along major thoroughfares such as Thornton Avenue from I-880 through Old Town to the Dumbarton TOD, as well as along Cedar Blvd. and near the Four Corners area. Each pedestrian corridor connects to both transit nodes and key activity areas such as near Ohlone College and NewPark Mall. Also included in this alternative is an extension of Cedar Blvd. south of Haley St. which would be a walking and biking trail.

Conceptual Transit Map

Dynamic Growth



Here are a few conceptual transit ideas to prepare for dynamic growth in Newark. A circulation system of multiple layers of transit for all users including commuter rail, light-rail, local bus lines and circulator shuttle, as well as bike and pedestrian routes.

The light-rail would provide fast and frequent connections to the BART system for both residents and visitors and connect the Dumbarton TOD, Old Town, and the reinvisioned NewPark Mall area to the Fremont BART Station (via Mowry) and Union City BART Station (via Thornton).

To supplement the intercity bus lines and light-rail, a circulator shuttle will connect residential areas to major activity centers such as the Four Corners/Civic Center area, Old Town, NewPark Mall, Area 3 and 4, Ohlone College, and the Dumbarton TOD. The shuttle will also make several connections with the light-rail and AC Transit buses. Pedestrian walkways and bike routes would provide connectivity and access between neighborhoods, regional parks, and transit stops giving residents and visitors several options for easy mobility.

Circulation Opportunities

Dynamic Growth

Light Rail



Bike Lanes



Circulator

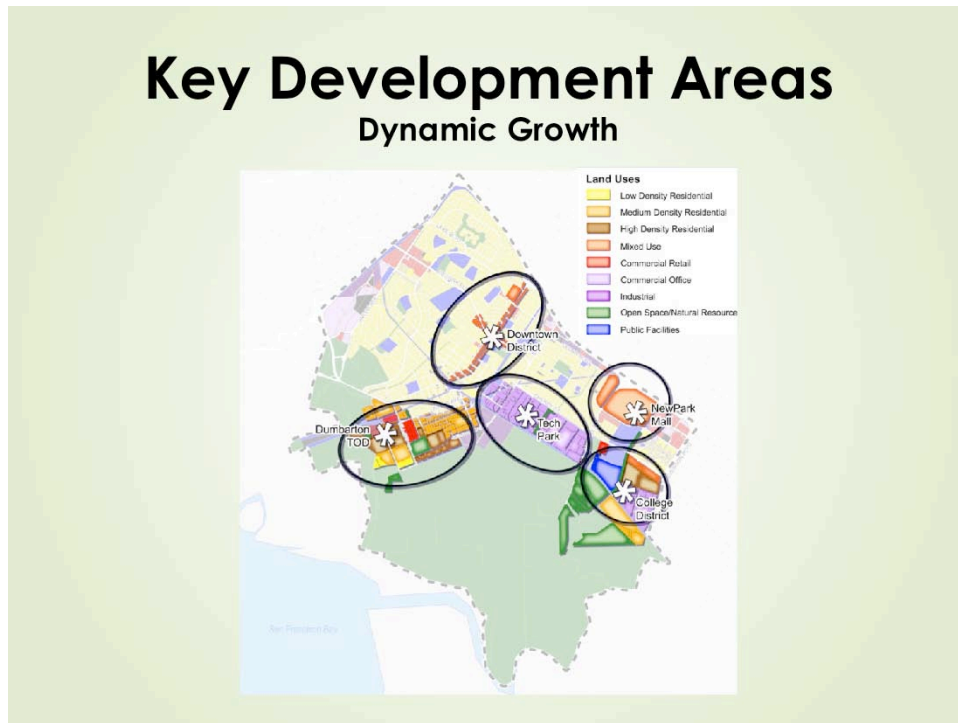


Pedestrian Corridors



Circulation will play a critical role in creating connections to the key development areas. In order to accommodate more residents and visitors, this alternative incorporates a dynamic combination of light rail, circulator shuttle, bike lanes, and pedestrian corridors into a local and regional circulation network. Transit centers are strategically located in the NewPark Mall area and Thornton Avenue. Light rail and a circulator shuttle would run along Thornton Ave, Cherry Street, and Cedar Boulevard, providing connections to BART stations in Union City and Fremont. Bike lanes and pedestrian corridors would allow safe access for biking and walking, and encourage residents and visitors to experience alternative modes of transportation.

Key Development Areas Dynamic Growth



There are five key development areas in the dynamic growth alternative. In meeting the demand for a greater population with diverse needs and income levels, the Dumbarton TOD serves as a catalyst for accommodating all housing types with compatible commercial retail areas and plenty of open space.

In the formerly industrial heart of Newark is now commercial office space that might attract a range of hi tech employers. Adjacent to the Tech Park to the east is the College District with a dynamic medley of land uses including medium density residential, open space and mixed use along Cherry Ave. east towards city limits. With Ohlone College as your neighbor, employers have easy access to an educated local workforce that could both live and work nearby encouraging a balance housing and jobs.

With less time spent commuting, more time and money could be spent in the reimagined NewPark Mall. Here sales tax and entertainment options prevail with mixed-use ground floor retail and medium and high-density housing possibly up to 3 and 4 stories.

Finally, Thornton Ave. from Old Town north towards the Nimitz Freeway could quickly become the most pleasant 25 minute walk in Newark. Here, the most dynamic growth is anticipated with pockets of ground floor retail along 1.2 miles and medium density residential above. At its midpoint is City Hall on the southeast corner of Newark Blvd. and Thornton Ave., a landmark civic building that exhibits the pride of Newark.

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This is NewPark Mall, we all know what it looks like.

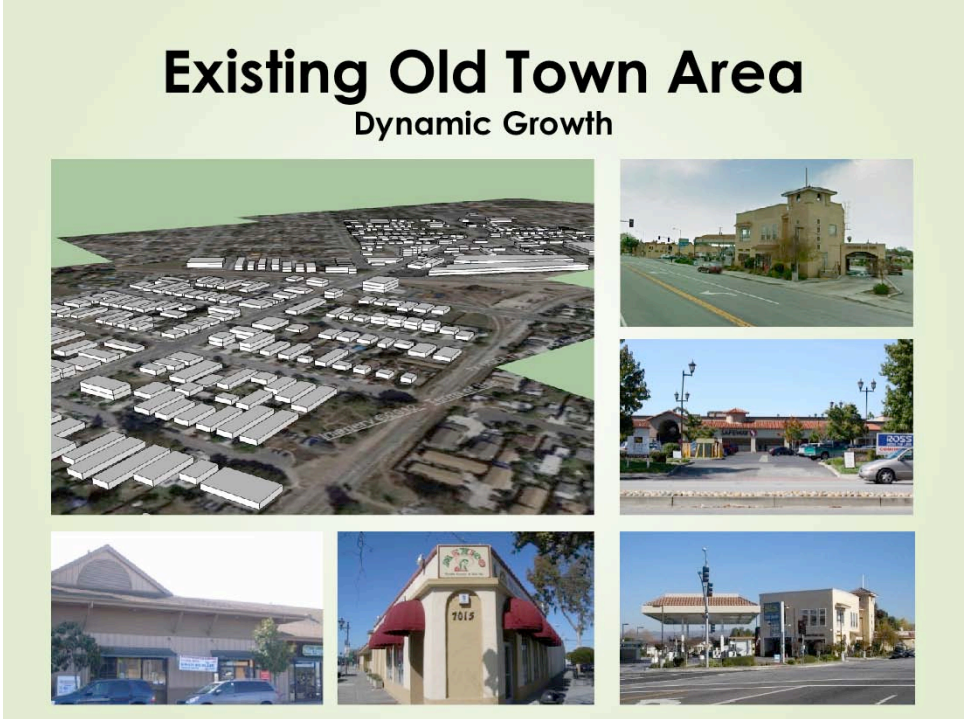
Proposed NewPark Mall Area

Dynamic Growth



NewPark Mall is a regional mall and would be redesigned to become a destination landmark complete with additional housing, retail, and office space. This is a critical part of the dynamic growth alternative because it presents a unique opportunity for Newark to shift from an auto-oriented landscape into a dense, walkable area that accommodates all users of transportation including pedestrians, bicyclists, transit, and automobiles. Some of the highlights include new streets that will help create the public realm, a formalized farmers' market in its present location, three additional parking garages, and ground floor retail spaces with a mix of offices and housing on the 2nd, 3rd, and 4th floors. NewPark Mall has the potential to grow into a dynamic thriving mixed-use center of activity that not only retains existing retail but adds more retail, housing, and employment options for the entire Newark community.

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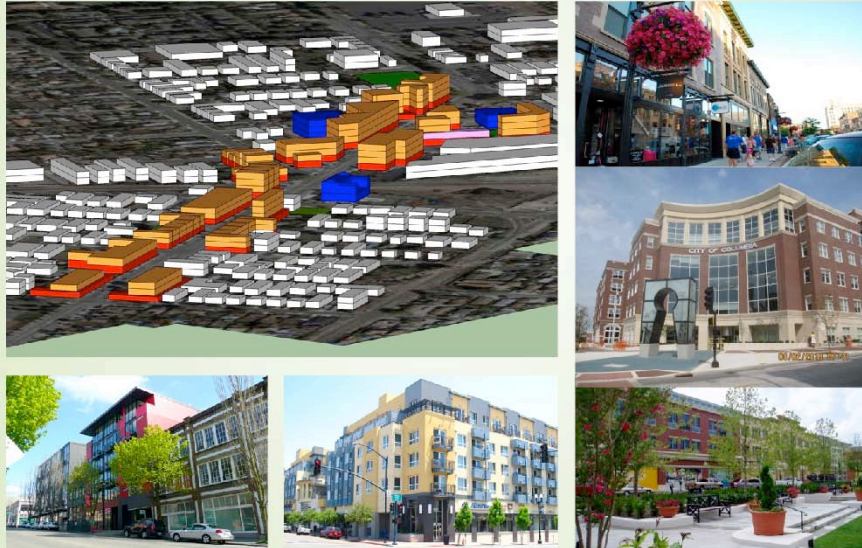


Old Town

Railroad tracks, gas station, starbucks and tortilla factory. I enjoy the outdoor eating area.

Proposed Old Town Area

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Thornton Ave is an important commercial corridor that is currently underutilized; commercial activities would include both retail and office space. This alternative would allow for a mixed use corridor that stretches from (*show on map*) the railroad crossing at the South to the City's Northern boundary. The integration of residential units above ground floor commercial uses would enhance the Old Town Area of Downtown while maximizing the commercial growth opportunities for the area. Buildings would be limited to three stories and located closer to the sidewalk to create a more pedestrian friendly streetscape. In addition to mixed uses facing Thornton Avenue, medium density housing would be incorporated in areas with larger parcels, creating a transition from commercial to existing residential neighborhoods.

Now what makes this alternative unique is that we see an opportunity to create a dynamic pedestrian corridor that I had spoken about earlier and so that means people are around walking. When you're walking somewhere, you want to be rewarded with architectural detailing that keeps the pedestrian engaged with public life. Based on community feedback from our previous two community meetings, one of the preferences was for the Civic Center to remain in its present location. We propose to use the Civic Center to define a much needed public space on the southeast corner of Thornton Ave., and Newark Blvd.

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Outcomes

Dynamic Growth

- Plenty of infill development
- Strategic growth along transit corridors—Cherry St., Thornton Ave., Cedar Blvd. and Newark Blvd.
- Use mixed-use to transition from commercial to existing residential neighborhoods
- Maximize use of underutilized vacant parcels
- Linear parks create dedicated pedestrian and bicycle linkages between residential and commercial uses



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Outcomes

Dynamic Growth

- Focus development at Areas 2 and Areas 3 & 4
- Focus development and transit connections at gateways: NewPark Mall, Thornton Ave., and Area 3 as a College District
- Create a landmark civic center on corner of Thornton Ave. & Newark Blvd.
- Increased neighborhood commercial retail options and job centers
- Prioritize transportation improvements for bicyclists and pedestrian transit corridors

