



# OAKLAND ATHLETICS

OAKLAND, CA, USA

DESIGN REVIEW COMMITTEE

SEPTEMBER 08, 2021



JAMES  
CORNER  
FIELD  
OPERATIONS



MAGNUSSON  
KLEMENCIC  
ASSOCIATES



FEHR PEERS



- **DESIGN UPDATES**
- **SITE PLAN AND DEVELOPMENT PROPOSAL OVERVIEW**
- **PRELIMINARY DEVELOPMENT PLAN**
- **DESIGN GUIDELINES**



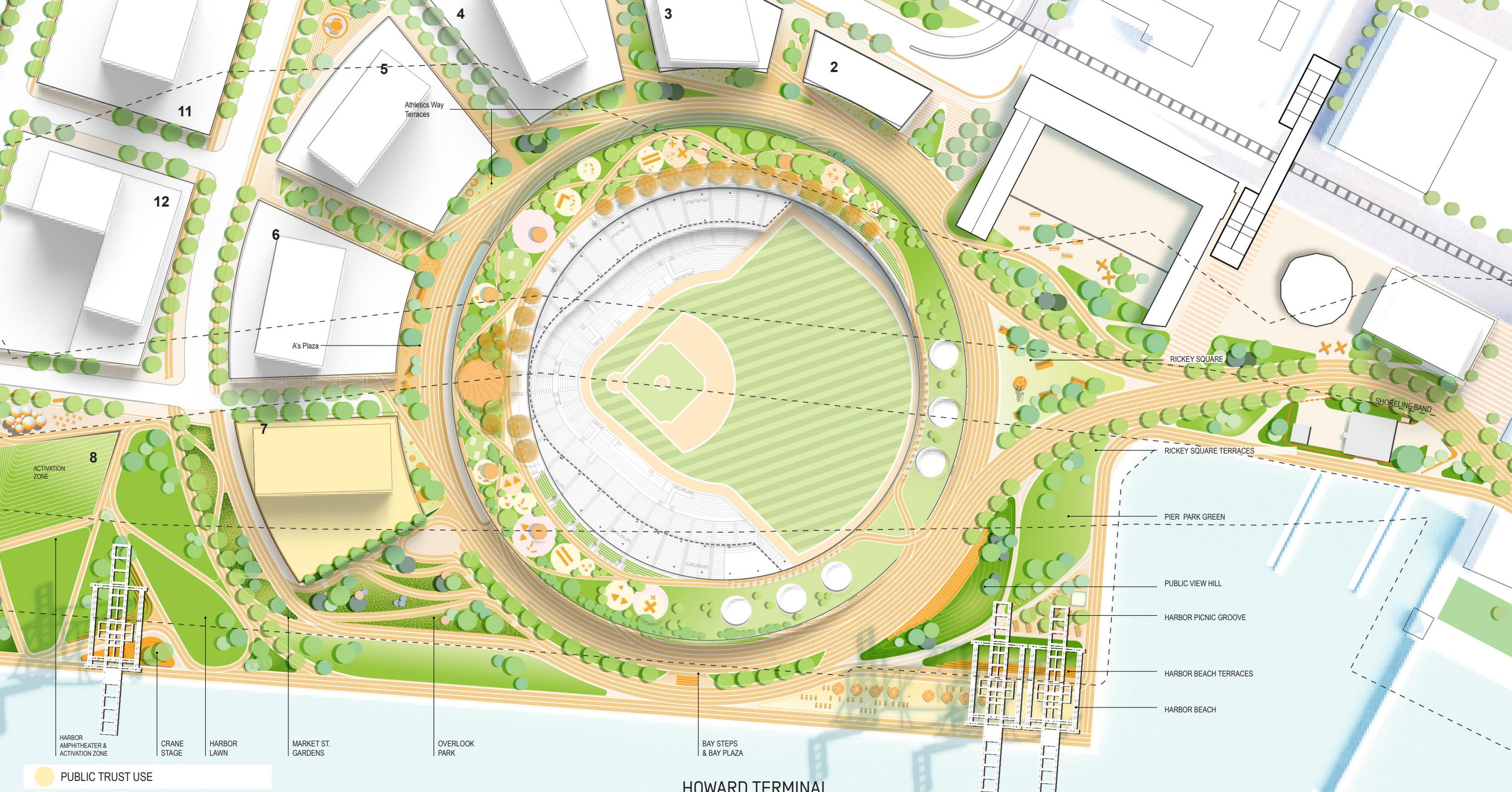
PREVIOUS HOWARD TERMINAL  
**BALLPARK & SKYLINE**



HOWARD TERMINAL  
**CURRENT BALLPARK & SKYLINE**







# HOWARD TERMINAL WATERFRONT BALLPARK





- PROPERTY LINE
- PERALTA GRANT LINE
- 100' CURRENT SHORELINE BAND
- LINE OF EXISTING QUAY WALL
- LINE OF LEGISLATIVE LAND TRUST
- LINE OF EXISTING RIPRAP WALL

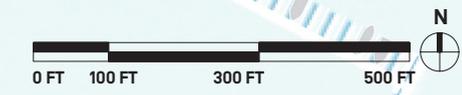
- WEST END PARK
- ARTS GARDENS
- FILBERT ST. STEPS
- WEST CRANE TERRACE
- HARBOR AMPHITHEATER & ACTIVATION ZONE
- CRANE STAGE
- HARBOR LAWN
- MARKET ST. GARDENS
- OVERLOOK PARK
- BAY STEPS & BAY PLAZA
- HARBOR BEACH
- PIER PARK

● PUBLIC TRUST USE



# HOWARD TERMINAL CURRENT WATERFRONT SITE PLAN

SF-Oakland Ferry Terminal





# HOWARD TERMINAL WATERFONT PARK





- ↔ PEDESTRIAN PATHWAYS
- ▬ DEDICATED BIKE LANE
- ▬ SHARED BIKE LANE
- EVENT DAY PEDESTRIAN ONLY STREET
- EVENT DAY NON-VEHICULAR STREET
- ▬ BAY TRAIL (PROPOSED-ON SITE)
- ▬ BAY TRAIL (PROPOSED- OFF SITE)
- ▬ BAY TRAIL (EXISTING)
- BUS ROUTE
- ▬ BUS LANE
- ▬ PEDESTRIAN OVERPASS
- ▬ FERRY
- UNDERPASS IMPROVEMENTS
- BART STATION
- ▬ TRANSIT MOBILITY HUB
- ▬ RAILROAD SAFETY IMPROVEMENTS

## HOWARD TERMINAL SITE CONNECTIVITY

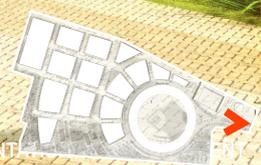


- % OF GAME DAY ARRIVALS FROM THREE MODES:
- VEHICULAR
  - BICYCLE
  - PEDESTRIAN

## HOWARD TERMINAL GAME DAY ARRIVALS



HOWARD TERMINAL  
**PROMENADE ARRIVAL**

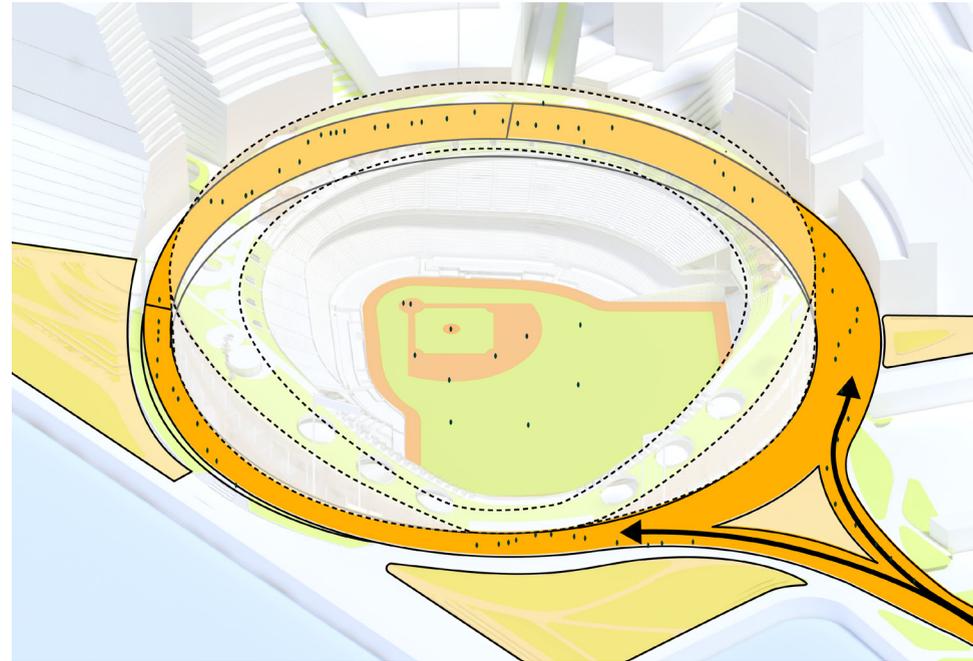




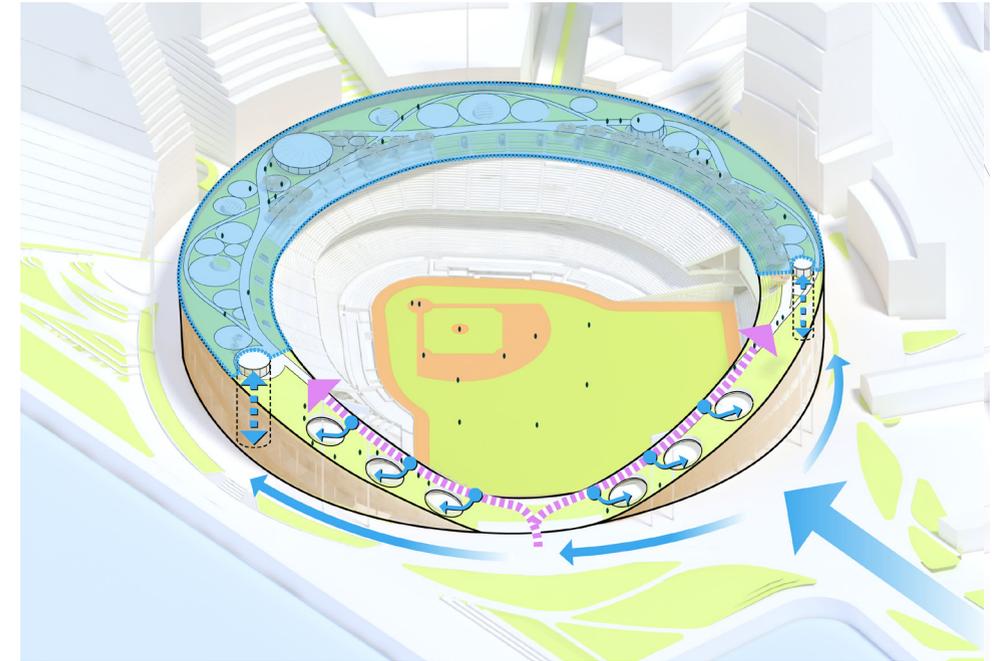
HOWARD TERMINAL  
**BALLPARK GATEWAY**



BALLPARK & ROOFTOP PARK



ATHELETICS WAY



ROOFTOP PARK ACCESS

HOWARD TERMINAL  
**ATHLETICS WAY CONCEPTUAL LEVELS & GRADES**



**BIG**  
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FIELD  
OPERATIONS

ATHLETICS WAY  
**OVERLOOK GARDENS**

\* RENDERINGS ARE CONCEPTUAL REPRESENTATION OF DESIGN INTENT  
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# HOWARD TERMINAL WATERFONT PARK

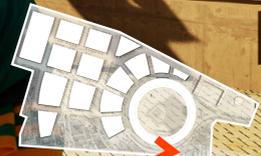


PIER PARK  
**PIER PARK GREEN**





# PIER PARK BALLPARK TERRACE





**BIG**  
JAMES  
CORNER  
FIELD  
OPERATIONS

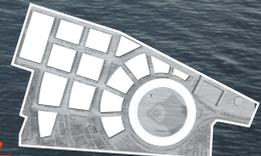
HOWARD TERMINAL  
**HARBOR AMPHITHEATER**

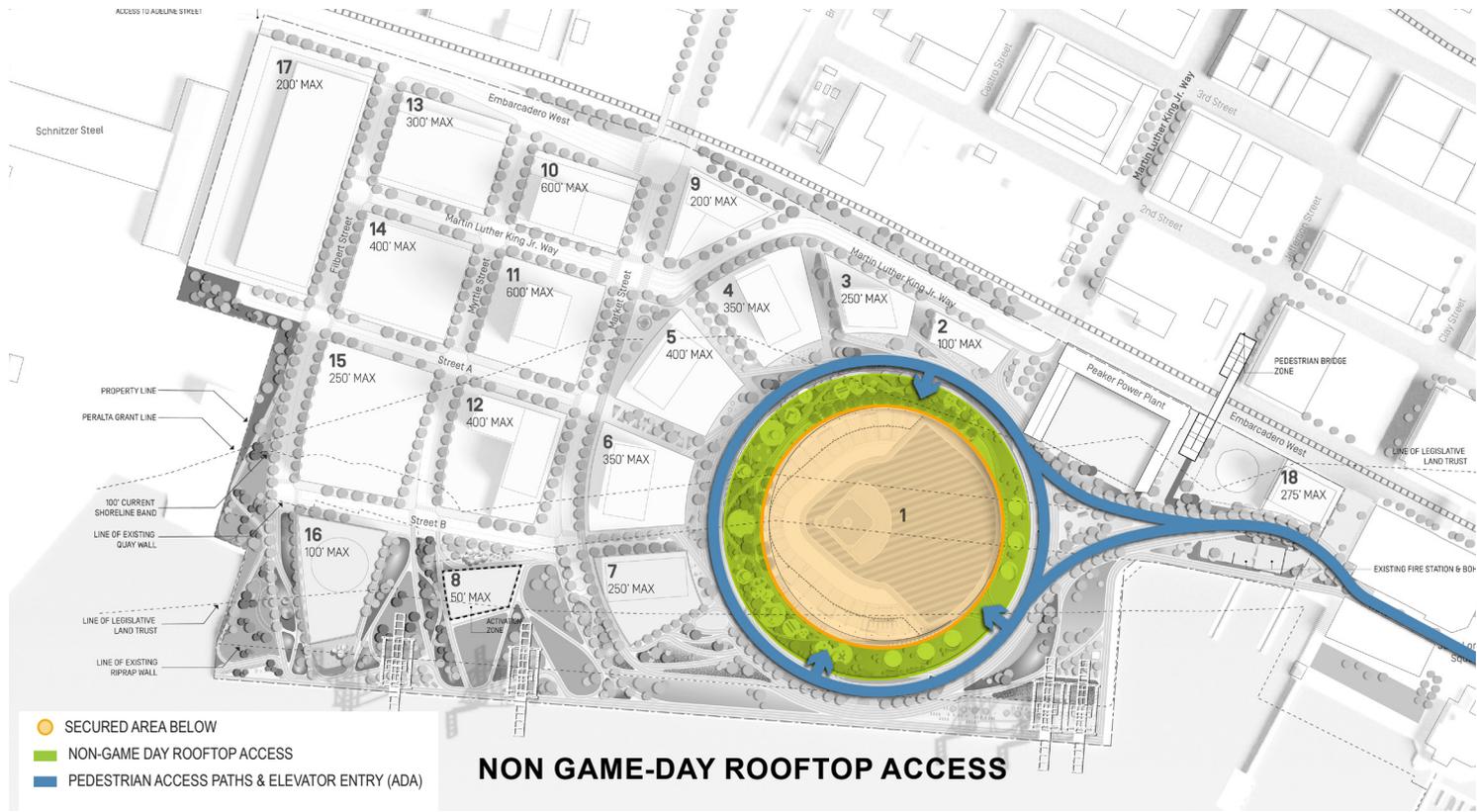
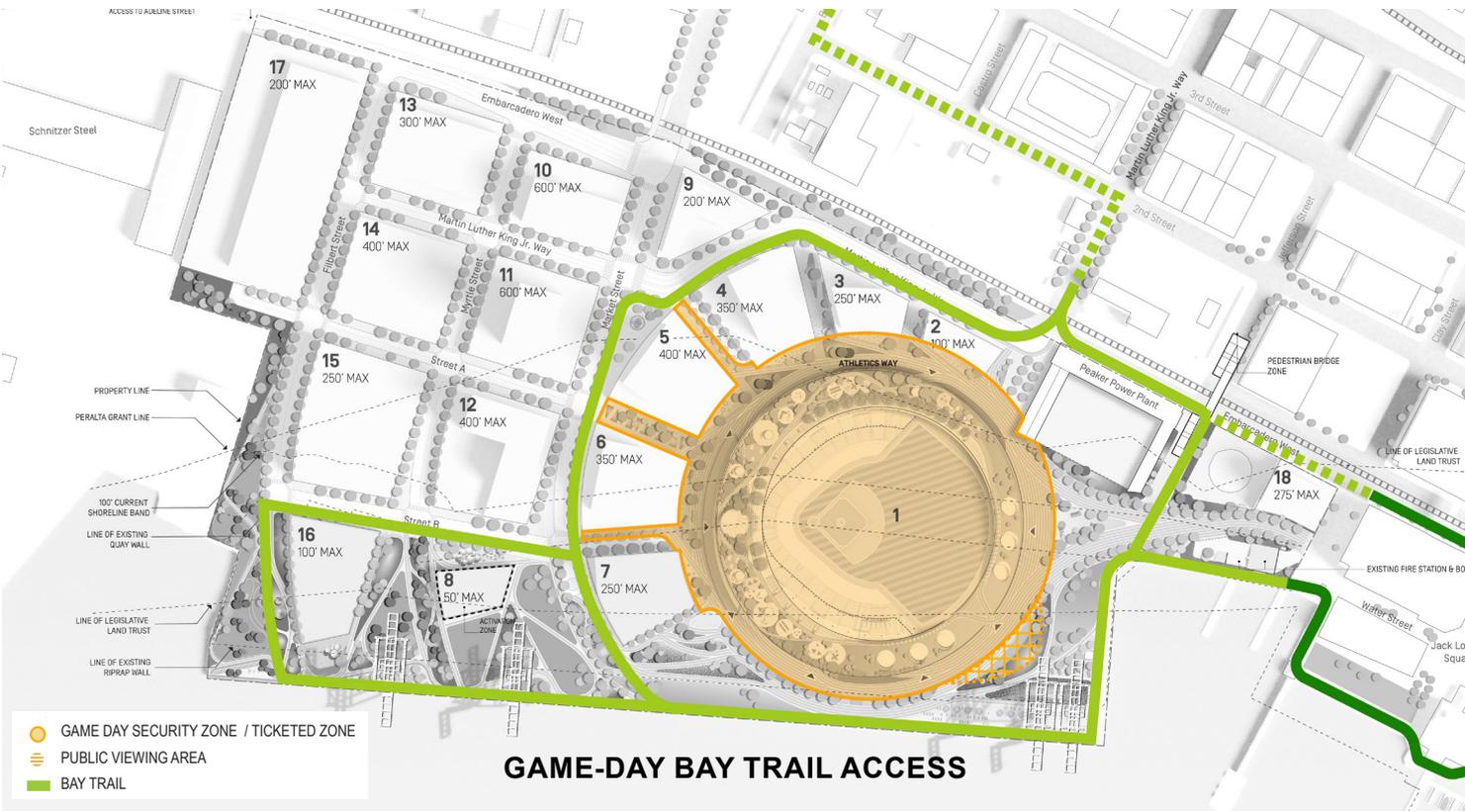
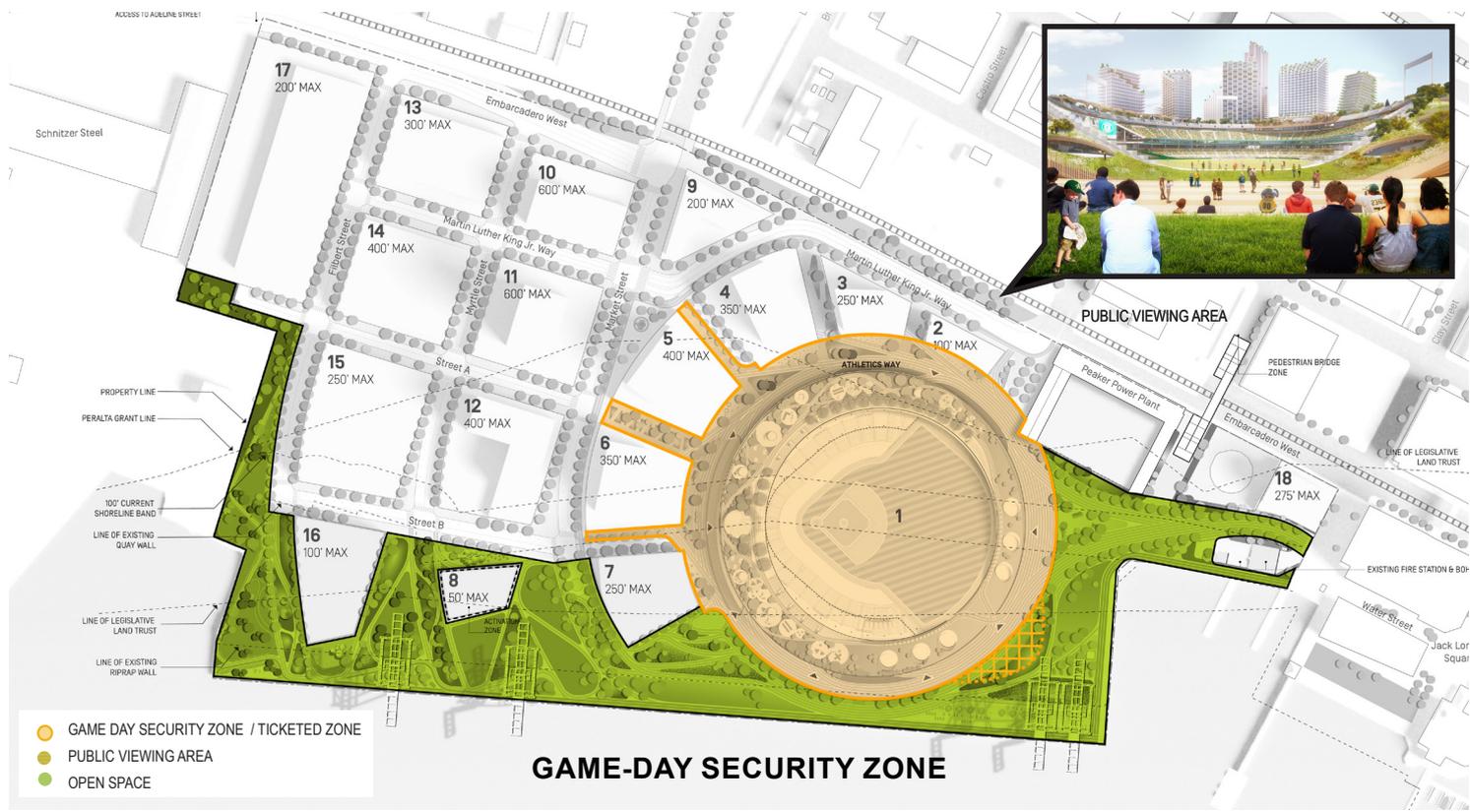
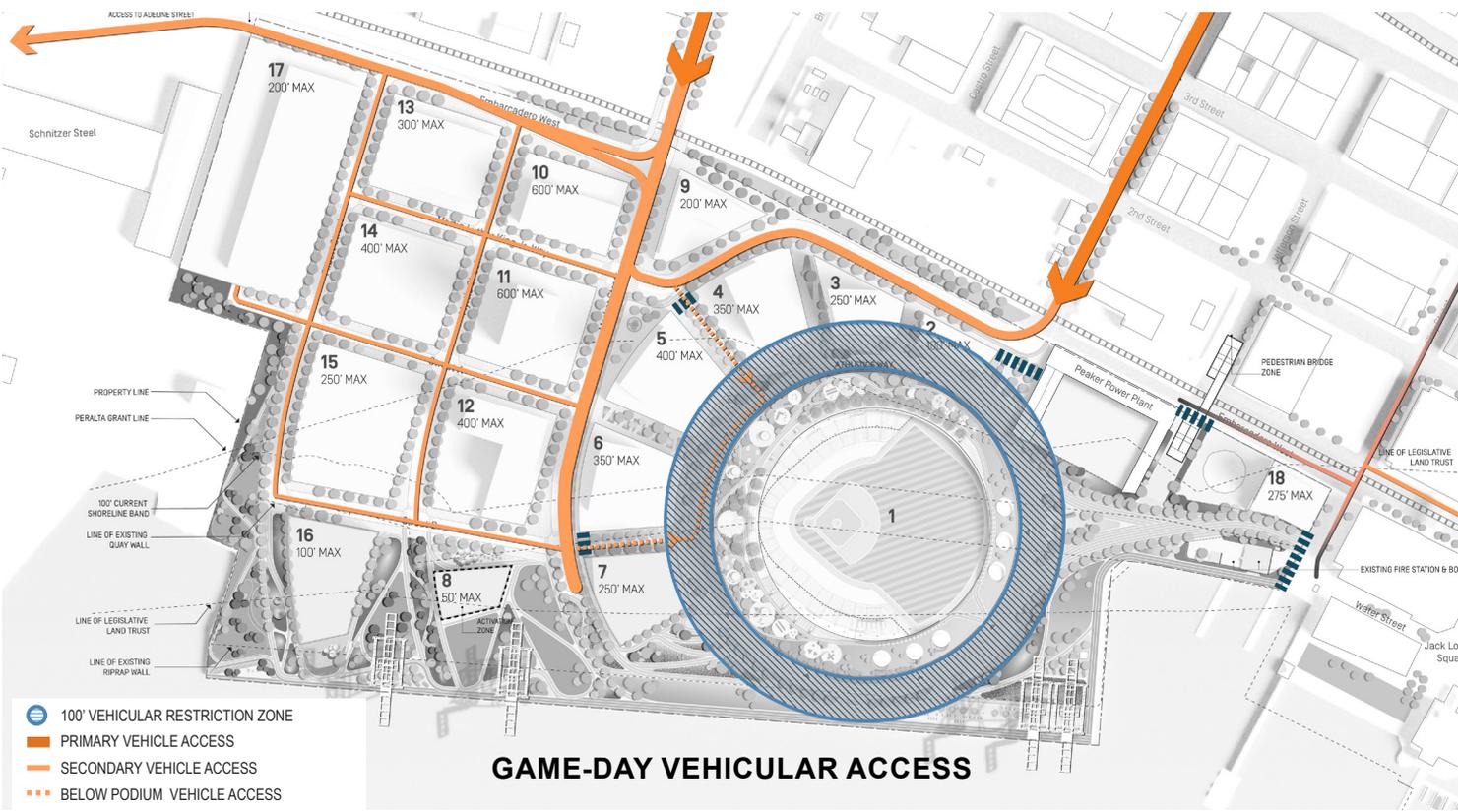
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HOWARD TERMINAL  
**WATERFONT PARK**







ATHLETICS WAY ACCESS  
**PEDESTRIAN & SERVICE PASEO**





ATHLETICS WAY ACCESS  
**PEDESTRIAN PASEO**





BIG JAMES CORNER FIELD OPERATIONS

# ATHLETICS WAY A's PLAZA

\* RENDERINGS ARE CONCEPTUAL REPRESENTATION OF DESIGN INTENT  
OAKLAND ATHLETICS HOWARD TERMINAL - SEPTEMBER 8, 2021 16





CURRENT BALLPARK ROOFTOP  
**OVERVIEW**





# BALLPARK ROOFTOP OVERVIEW





BALLPARK  
**CURRENT PUBLIC VIEWING AREA**



# HOWARD TERMINAL HARBOR VIEW

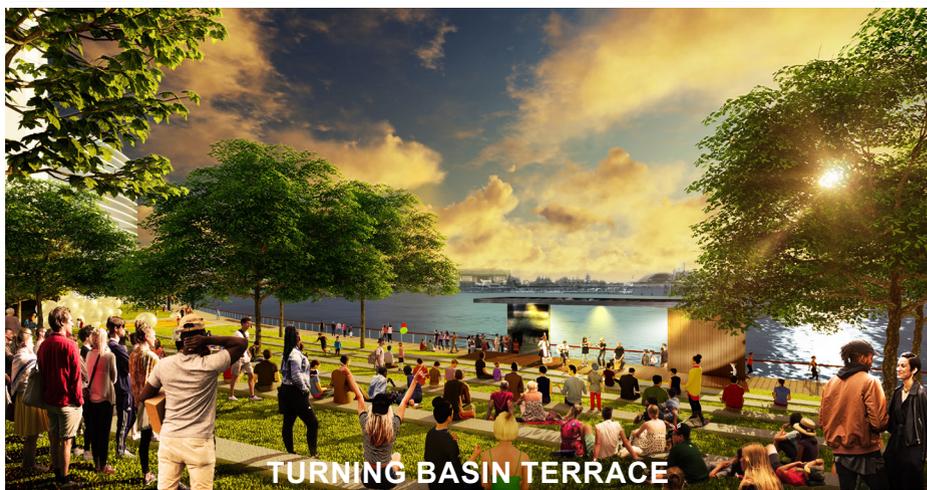




HARBOR GREEN



WEST PROMENADE



TURNING BASIN TERRACE



HOWARD TERMINAL  
**MARITIME RESERVATION SCENARIO**

# PRELIMINARY DEVELOPMENT PLAN DESIGN GUIDELINES



## DESIGN PRINCIPLES

Derived from Oakland A's Principles, and collaborative discussions with various stakeholders and feedback from several community meetings, the Design Principles reflect both the wishes of Oakland residents and the commitment of the Oakland A's to the neighborhood. These principles form the framework for all the design priorities and collectively work to catalyze transformative economic and community benefits for the city:



### UNIQUELY OAKLAND

Reflect the unique spirit, culture, and history of the city while prioritizing the needs of the community.

- Reconnect to the bay.
- Reflect industrial heritage of the waterfront.
- Celebrate and enhance the identity of surrounding neighborhoods.
- Create opportunities for local artists, enterprises, and the community to enhance the sense of place.
- Foster the growth of a regional destination for Oakland culture and sports.



### GREEN LIVING

Foster a sustainable, green district with the Ballpark as its anchor, that enriches the built environment with ecology for community health and well-being.

- Create extensive open space network with connections to the regional Bay Trail.
- Foster learning opportunities through exposed sustainable green infrastructure.
- Encourage integrated landscape systems such as green roofs, vegetated facades, and communal green spaces to provide ecological, community and hydrological benefits.



### ECONOMIC DIVERSITY

Enable diverse opportunities, that encourage economic growth, inclusivity, and foster the growth of an authentic, functional neighborhood that can remain vibrant and active 365 days a year.

- Enable a mix of uses that will ensure an active streetscape, creating opportunities for job creation and businesses of all scales to thrive.
- Foster diversity in housing typologies to reflect the A's commitment to offering a range of housing choices.



### PEDESTRIAN FIRST

Foster an active and social district that prioritizes pedestrian oriented mobility, and encourages movement, health, and play in all facets of life.

- Prioritize pedestrian oriented mobility, streetscapes, and urban design.
- Activate building frontages to the extent feasible to create an engaging, walkable and contextually rich pedestrian experience by focusing on uses, fine-grain detailing, and permeability at ground level.
- Foster sense of security through natural surveillance by preserving district sight lines, encouraging visibility of public spaces, and integrating elevated terraces and balconies.



# CHARACTER STREETS

The richness of the Howard Terminal Masterplan is achieved through the relationships and interactions between several key character street corridors that accommodate diverse scales and forms of activation. Athletics Way, Market Street, and the Waterfront are relatively wider destination streets, whereas the Paseos and other neighborhood streets are more locally scaled and cater to residents, and small businesses. In addition, each character corridor is further organized into primary frontages where the main points of public interest should occur and service frontages that handle the logistic requirements for each parcel. (Refer to Section 2.2. for more detailed requirements.)



FIGURE .1. A's Way Rendering

## ATHLETIC'S WAY PROMENADE AND LINKS

The Athletic's Way Promenade is an active public destination street that orients visitors around the Ballpark perimeter. The Athletic's Way Links connect the Promenade to Market Street while accommodating the Ballpark security thresholds and grade changes. Athletic's Way provides various amenity and retail opportunities and spill out spaces.



FIGURE .2. Market Rendering

## MARKET STREET

Market Street is the primary destination retail corridor within the district for visitors and locals alike. This space is characterized by a strong retail street frontage which frames the iconic view of the crane at the waterfront and includes various adjoining public spaces.



FIGURE .3. Waterfront Rendering

## WATERFRONT EDGE

The Waterfront Edge corridor along Street B is a circulation street catering to both visitors as well as locals with adjacencies to several cultural nodes and district attractions such as the Performance Venue and Waterfront Park.



FIGURE .4. Paseo Rendering

## THE PASEOS

The Paseos are located along Martin Luther King Jr. Way and Street A. They are smaller scaled neighborhood connections throughout the district which prioritize local residents and the community oriented experience. Paseos can offer diverse spaces for small businesses, shops, residential entries and amenities.



FIGURE .5. Filbert Rendering

## FILBERT STREET

This street is the primary commercial and office corridor within the district. It is characterized by a variety of state of the art work environments driving innovation.

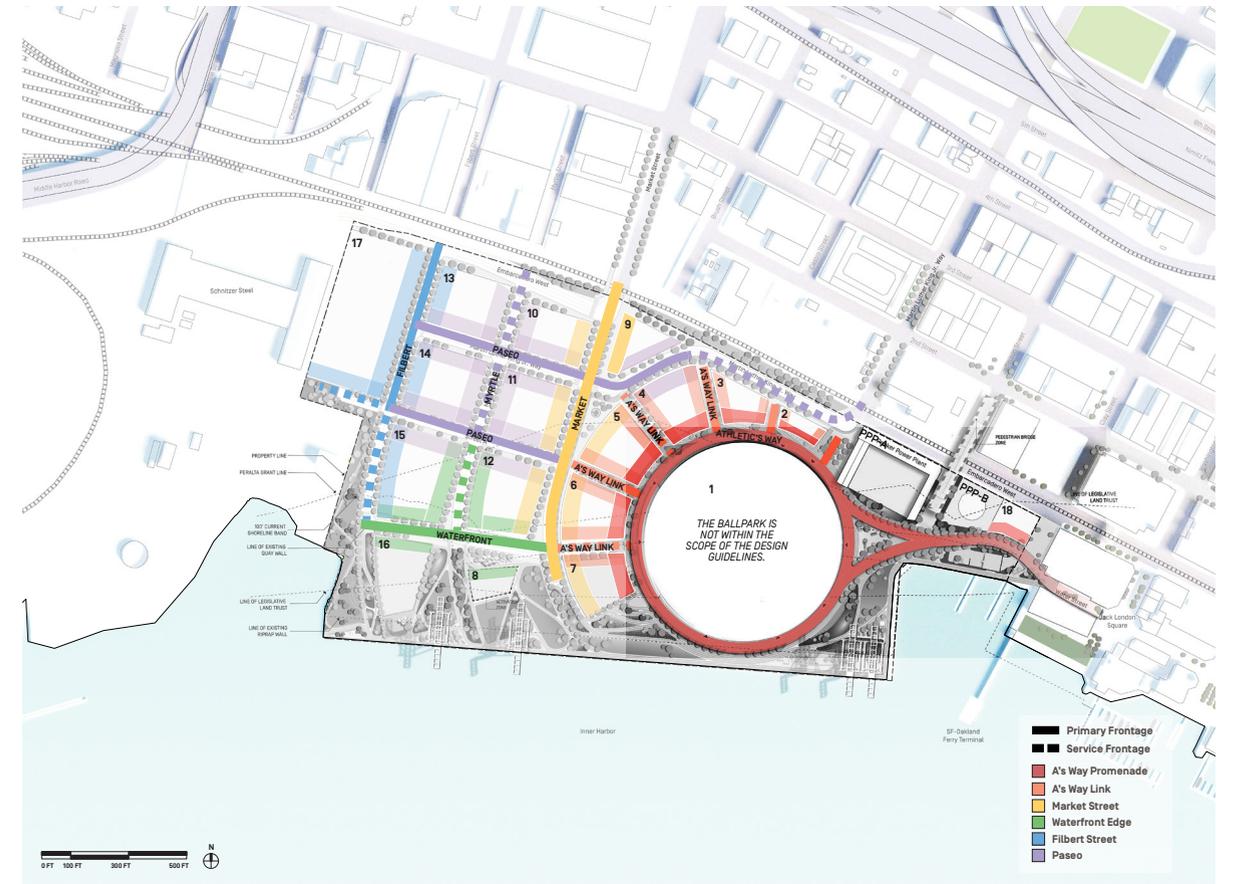


FIGURE .6. Character street hierarchy.



FIGURE .29. Illustrative Waterfront Edge Concept Rendering

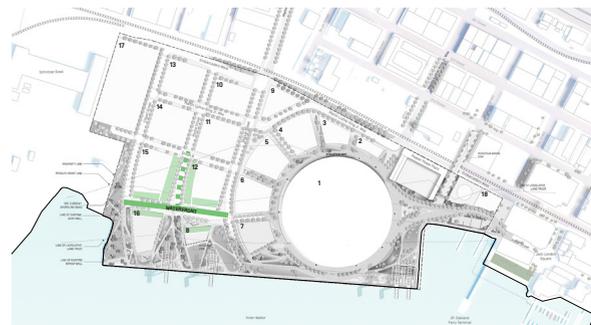


FIGURE .30. Waterfront Activation Zones

### WATERFRONT PARK EDGE FRONTAGES

Street B defines the urban edge of the district with the Waterfront Park and has adjacencies to several cultural nodes and district attractions such as the Performance Venue and Activation Zone. See figure .30. Building frontages along this corridor prioritize encouraging foot traffic between the various points of interest while creating cohesion between the district and the Waterfront Park.

- 1. THE STREET WALL SHOULD MAINTAIN A MINIMUM HEIGHT OF 20- FEET AND BE HELD TO THE PROPERTY LINE FOR THE MAJORITY OF THE PARCEL FRONTAGE LENGTH.** The streetwall may include tower massing provided it does not occupy the majority of the frontage length along non-service frontages. See figure .32.
- 2. BUILDING FRONTAGES ARE ENCOURAGED TO FOSTER COHESION WITH THE WATERFRONT PARK AND BRING VARIETY TO THE URBAN EDGE.** Potential strategies may include but are not limited to integrating public spaces, landscaping,



FIGURE .31. Waterfront Park Edge References.

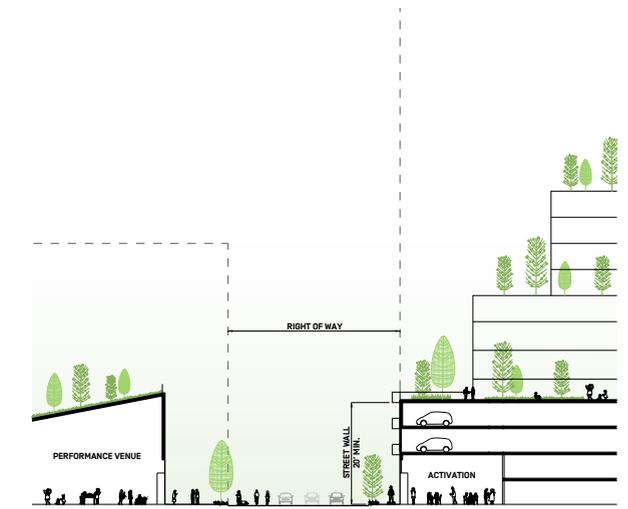


FIGURE .32. Waterfront Park Edge Frontages.

etc. Similarly, building massing on upper levels are encouraged to integrate terraces facing towards the Waterfront Park and other primary views of interest. See figure .31 and .32..

- 3. BUILDING PARCELS WITHIN THE LEGISLATIVE LAND TRUST SHOULD BE DESIGNED TO RELATE AND INTEGRATE WITH THE WATERFRONT PARK LANDSCAPE DESIGN.** Potential strategies include but are not limited to: integrated landscaping, green roofs, vegetated surfaces, terracing, etc.
- 4. TO ENLIVEN THE PEDESTRIAN EXPERIENCE, FRONTAGES SHOULD ACTIVATE THE GROUND LEVEL FOR THE ZONES IDENTIFIED IN FIGURE .30.** Potential activation may include but is not limited to: restaurants, cafes, bars, galleries, libraries, civic programs, businesses, lobbies, amenity spaces, etc. Frontages are encouraged to include ground level activation at all corners.

- 5. TO ENSURE VIABLE GROUND FLOOR ACTIVATION, BUILDINGS SHALL MAINTAIN A HIGH GROUND FLOOR HEIGHT** of at least 20-feet measured floor to floor for all building frontages along this corridor.



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FEHR + PEERS

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