

3.1 Project Objectives

The Project sponsor has articulated their Project objectives are as follows:

1. Revitalize a prime but underutilized waterfront site with a range of uses designed to expand tourism and visitor activity, increase housing at a range of affordability levels and provide increased business and employment opportunities.
2. Construct a state-of-the-art multi-purpose waterfront ballpark and event center in Oakland that meets MLB requirements for sports facilities, can be used year-round for sporting events and entertainment and convention purposes with events ranging in capacity from approximately 300 to 35,000, and expands opportunities for the City's tourist, hotel and convention business.
3. Create a waterfront ballpark that responds to the project site conditions, including wind, sun and thermal conditions while maximizing water views, with the goal of optimizing player and fan experiences of the ballpark, the waterfront and the project site, and connecting the waterfront ballpark to Jack London Square to create a seamless and lively commercial and neighborhood district along the waterfront.
4. Provide sufficient density and intensity for development and programmatic uses to achieve a vibrant all-day, all-season, destination with a range of flexible uses, including residential, office, retail, and entertainment, that support the waterfront ballpark and allow for a financially feasible project by responding to market demands and attracting the private capital necessary to build out the proposed project in a timely fashion, and financially support an array of public benefits and site wide improvements, including public open space, community job and business development opportunities, public transportation improvements, affordable housing, and utility and infrastructure systems.
5. Construct high-quality housing with sufficient density to contribute to year-round active uses on the project site while offering a mix of unit types, sizes, and affordability to accommodate a range of potential residents and to assist Oakland in meeting its housing demand.
6. Construct a high-quality, development project that has the ability to attract sources of public investment, equity, and debt financing as feasible to fund the Proposed Project's site and infrastructure costs and produce a market rate return investment.
7. Provide access to the Bay where it has been historically precluded, by opening the south and southwestern shores of the site to the public with a major new waterfront park and inviting waterfront promenade, extending access to the Oakland waterfront from Jack London Square through design of a bicycle, pedestrian, and transit-oriented community with well-designed parks, pedestrian-friendly streets, walkable blocks, and links to open spaces, taking advantage of the project site's unique proximity to Jack London Square and the waterfront.
8. Develop a project that meets high-quality urban design and high-level sustainability standards.
9. Optimize opportunities for sustainable transportation by encouraging walking, bicycling, and transit use and discouraging single-occupancy drivers and automobile use while ensuring minimum parking needs are met for site users, residents and ballpark visitors.
10. Develop parks and open spaces in a manner that complements the waterfront and adds variety to the project site and the adjacent Jack London Square, with multiple spaces that are usable and welcoming in all seasons.
11. Provide amenities to a wide variety of people, such as West Oakland residents/families, project residents, ballpark patrons, and employees of and visitors to the project site and to Jack London Square and other area facilities and employment centers. The amenities would include, but are not limited to, parks, open space, recreation and entertainment opportunities, and a variety of retail and restaurant uses as well as a neighborhood focal point that provides appropriate amenities and active and vibrant public gathering spaces. [END]