

# OAKLAND WATERFRONT BALLPARK DISTRICT @Howard Terminal



## Transportation Guide



# WELCOME

About the Waterfront Ballpark District  
The Transportation Management Plan

Getting to the Waterfront Ballpark District

Public Transit  
Walking  
Driving  
Ride Share  
Biking  
Ferry

Primary Transportation  
Options Summary Map

Living & Working Near the  
Waterfront Ballpark District

Residential  
Local Businesses  
Seaport

## ABOUT THE WATERFRONT BALLPARK DISTRICT

The Oakland A's have proposed the redevelopment of the **55-acre site** known as Howard Terminal. Located at the terminus of Market Street on the Oakland Estuary, at full buildout the new Ballpark District will include the following:



**35,000**  
seat  
Stadium



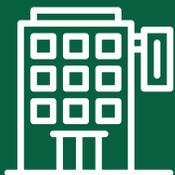
**18.3 acres**  
New Parks  
& Open Space



**1.5 million**  
square feet  
Office Space



**3,000 units**  
Market &  
Affordable



**400**  
Hotel  
Rooms



**270,000**  
square feet  
Retail Space



**3,500 seat**  
Performance  
Space



**1.5 mile**  
Extension of  
SF Bay Trail

# THE WATERFRONT BALLPARK DISTRICT @ FULL BUILDOUT



## THE TRANSPORTATION MANAGEMENT PLAN

The primary goal of the Transportation Management Plan (TMP) is to ensure **safe** and **efficient access** for all people traveling to and from the ballpark site while **minimizing disruption to existing land uses and communities**, with a focus on promoting **pedestrian, bicycle, and transit access**. The TMP program **must reduce vehicle trips** to the site by at least **20 percent** compared to the number of trips that would occur without the program.

The TMP will be **monitored** for changes in travel patterns that result from development, and changes to transportation infrastructure and operations that may be made over time.

To respond to these possible changes and to ensure the TMP goals are met, the **A's**, in coordination with the **Port of Oakland**, the **City of Oakland**, and **community stakeholders** – particularly from neighboring impacted areas such as the Jack London District, Chinatown, Old Oakland, and West Oakland, will **monitor and refine** the **TMP** as needed until transportation patterns are established, and annually thereafter.

For more information, explore the Draft Howard Terminal Transportation Management Plan at <https://bit.ly/httmp>

**TMP**  
Transportation  
Management Plan

**IMPLEMENTED**  
for All Events



**MONITORED**  
to Measure Outcomes

**REVISED**  
as Needed to Achieve  
Desired Outcomes

# GETTING TO THE WATERFRONT BALLPARK DISTRICT - PUBLIC TRANSIT

Thousands of people will come to the Waterfront Ballpark District, arriving through adjacent neighborhoods. On event days, many people will travel to and from the ballpark during a specific time window, whereas on non-event days, travel times will likely ebb and flow with regular traffic patterns.

## PUBLIC TRANSIT



# GETTING TO THE WATERFRONT BALLPARK DISTRICT - PUBLIC TRANSIT

What is the best way to get to the Waterfront Ballpark District?

**Taking public transit is the best way to get to the Waterfront Ballpark District.** A new **Transportation Hub** will be constructed on 2nd Street between Martin Luther King Jr. Way and Clay Street to accommodate bus stops, shuttle buses, shared micromobility devices such as scooters and bikes, and placemaking amenities such as benches, shelters, lighting, signage, and real-time transit information. Transit ambassadors will direct ballpark attendees to and from BART stations, AC Transit stops, and the Ferry terminal. The hub, a short walk away, will be directly connected to the Ballpark and District by a new overcrossing for pedestrians and bicyclists at Jefferson Street.



## GETTING TO THE WATERFRONT BALLPARK DISTRICT - PUBLIC TRANSIT

### How will people get there from BART?

The Waterfront Ballpark District is approximately a **15-20 minute walk** from **3 BART stations**: West Oakland, 12th Street, and Lake Merritt. Key walking routes to and from BART will have signage to easily orient and direct travelers following routes with things to see and do, like restaurants and bars. On game days, **shuttle service** will be available on Broadway between the 2nd Street Transportation Hub and the 12th Street BART Station. Shuttle service may be expanded to service the West Oakland and Lake Merritt BART Stations.

The **A's** will **coordinate** with **BART** to ensure **adequate resources** are provided at the nearby BART stations to manage passenger flow on game days.

### Bus Service?

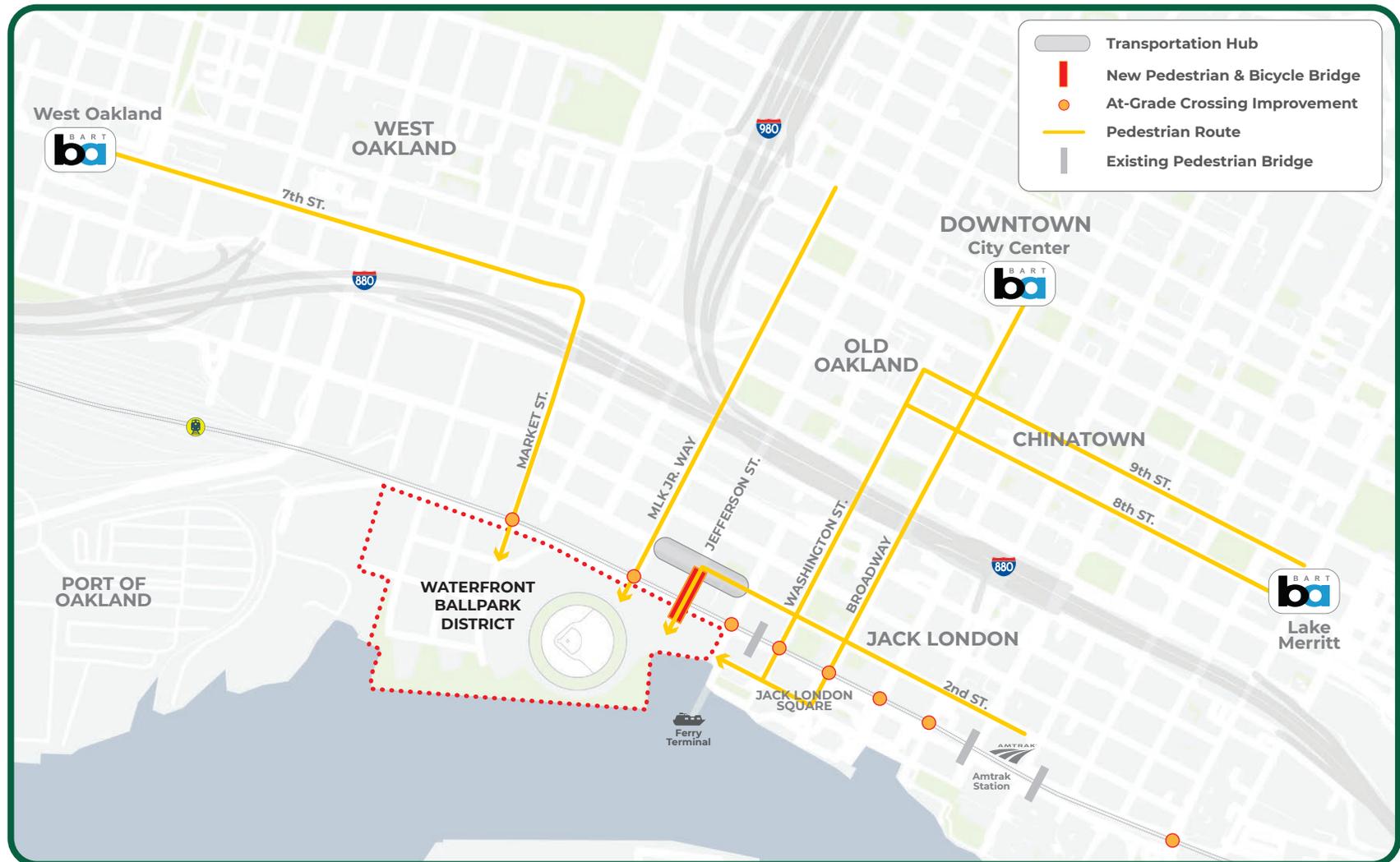
**Transit improvements** will be implemented throughout the surrounding communities, such as providing **priority bus lanes** on Broadway between 11th and 2nd Streets to increase transit service and reliability, **extending AC Transit Route 72** to service the Transportation Hub, and **increasing late night and weekend service** frequencies for ballgames based on demand.

### What about the Ferry?

**Special event ferries** through the Water Emergency Transportation Authority (WETA) will be established on game days based on demand. The Oakland Ferry Terminal is directly adjacent to the Waterfront Ballpark District.

# GETTING TO THE WATERFRONT BALLPARK DISTRICT - WALKING

## PEDESTRIAN ROUTES



## GETTING TO THE WATERFRONT BALLPARK DISTRICT - WALKING

### Can I walk to the Ballpark?

**Yes**, walking is an ideal way to get to the District while also enjoying all Oakland has to offer. There will be **clear walking routes** from West Oakland, Chinatown and Downtown to the Ballpark. Once close by, visitors can access the site from Jack London Square along the Bay Trail or by crossing the **new Pedestrian and Bicycle Bridge** from the Transportation Hub on 2nd Street.

### Will I be able to safely cross the railroad tracks to get to the ballpark?

The **new Pedestrian and Bicycle Bridge** will be the safest way to cross over the railroad tracks. **At-grade improvements** including **fencing** along the railroad corridor to more clearly separate trains from other traffic and **new railroad gate arms** at intersections will be implemented to maximize pedestrian safety. Additionally, **Traffic Control Officers** will be **positioned at key crossings** during game days to help ensure safe pedestrian and vehicular crossing of the railroad tracks.

# GETTING TO THE WATERFRONT BALLPARK DISTRICT - BIKING

## BIKE ROUTES



## GETTING TO THE WATERFRONT BALLPARK DISTRICT - BIKING

If I bike to the ballpark, where can I park my bike?

On ballpark game days, the **A's** will **coordinate** with a service provider to manage secure and/or valet (temporary) **bike parking**. In addition, plenty of bike racks will be provided throughout the Project site.



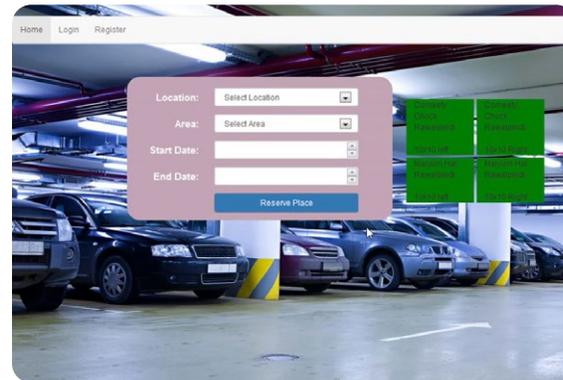
How will bike lanes provided by the project tie into the City's network of existing and proposed bike lanes?

**Protected bike lanes** on Martin Luther King Jr. Way between Embarcadero and 7th Street will be implemented, and they will tie into the pending buffered bike lanes on Martin Luther King Jr. Way between 7th Street and San Pablo (and eventually to the Emeryville border) to extend the **direct connection into the ballpark** area. This north-south connection provides access to the existing and proposed bike lanes on Embarcadero, 2nd, 7th, and 14th Streets, making bike access to the waterfront easier for communities in West Oakland, Chinatown, Old Oakland, Downtown, and Jack London Square.



# GETTING TO THE WATERFRONT BALLPARK DISTRICT - DRIVING & PARKING

The **OakPark Parking Management Plan** is a component of the Transportation Management Plan to **manage and control gameday parking**. OakPark is a parking management system that will be implemented prior to the opening of the Ballpark to **minimize parking demand, congestion, and pollution**. OakPark will manage public parking to balance the diverse needs of Oakland's visitors, merchants, commuters, and residents through the **Residential Parking Permit** Program, on-street **meter management**, and maximizing existing public parking garages with a **reservation system**. All on-street and off-street parking will include **ADA accessible parking** and passenger loading.



# GETTING TO THE WATERFRONT BALLPARK DISTRICT - DRIVING & PARKING

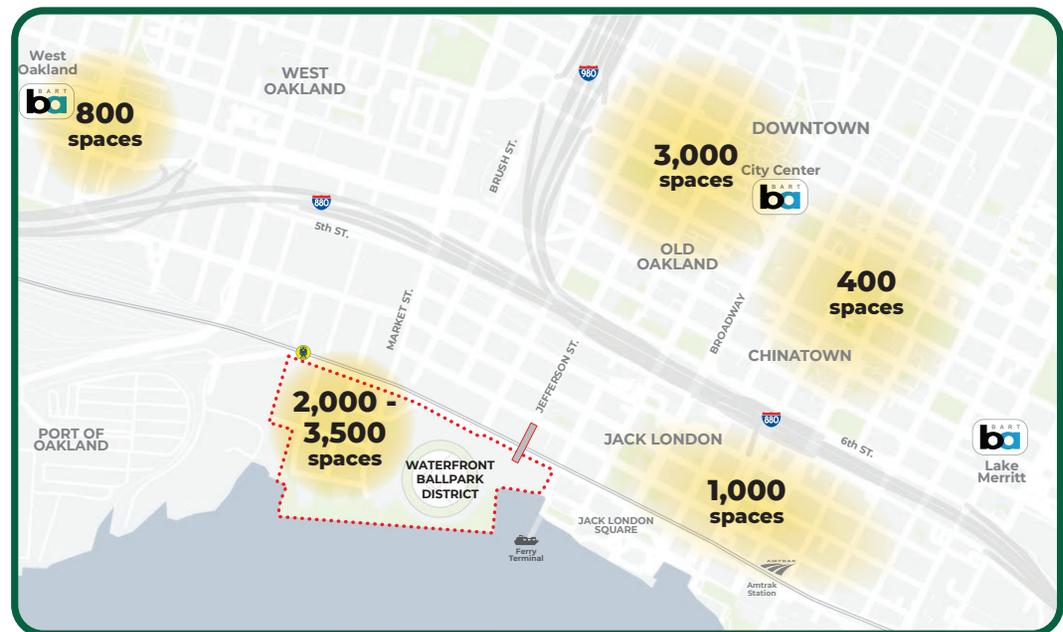
If I drive to the ballpark, where can I park?

There will be a **limited number** of newly built **parking spaces on-site** and therefore the best way to travel to the ballpark will be via public transit, on foot, or bike. Before the site is fully built out, there will be up to 3,500 surface parking spaces available on-site. At full build-out of the non-ballpark development, the number of on-site parking will decrease to 2,000 in new structured parking garages.

If attendees choose to drive to the ballpark, all **on-site parking** must be **pre-purchased** with an **event ticket**. If attendees park in an **off-site** garage, they will have the ability to **reserve their parking space in advance** through **OakPark** when they purchase their baseball game ticket.

Reserving parking in advance will minimize the number of cars that circle around in search of a parking spot and will therefore also reduce traffic congestion and air pollution.

## PARKING GARAGE SPACES



## GETTING TO THE WATERFRONT BALLPARK DISTRICT - DRIVING & PARKING

If I park in a public garage, what are my options for getting to the ballpark?

Attendees have **several options** available for getting to the ballpark from an off-site public garage. They can take a **shuttle** that will be available on Broadway between the Transportation Hub on 2nd Street and the 12th Street BART Station. They can also walk along one of the **key pedestrian corridors** along Martin Luther King Jr. Way and Broadway and access the ballpark through the **Pedestrian and Bicycle Bridge** on Jefferson Street.

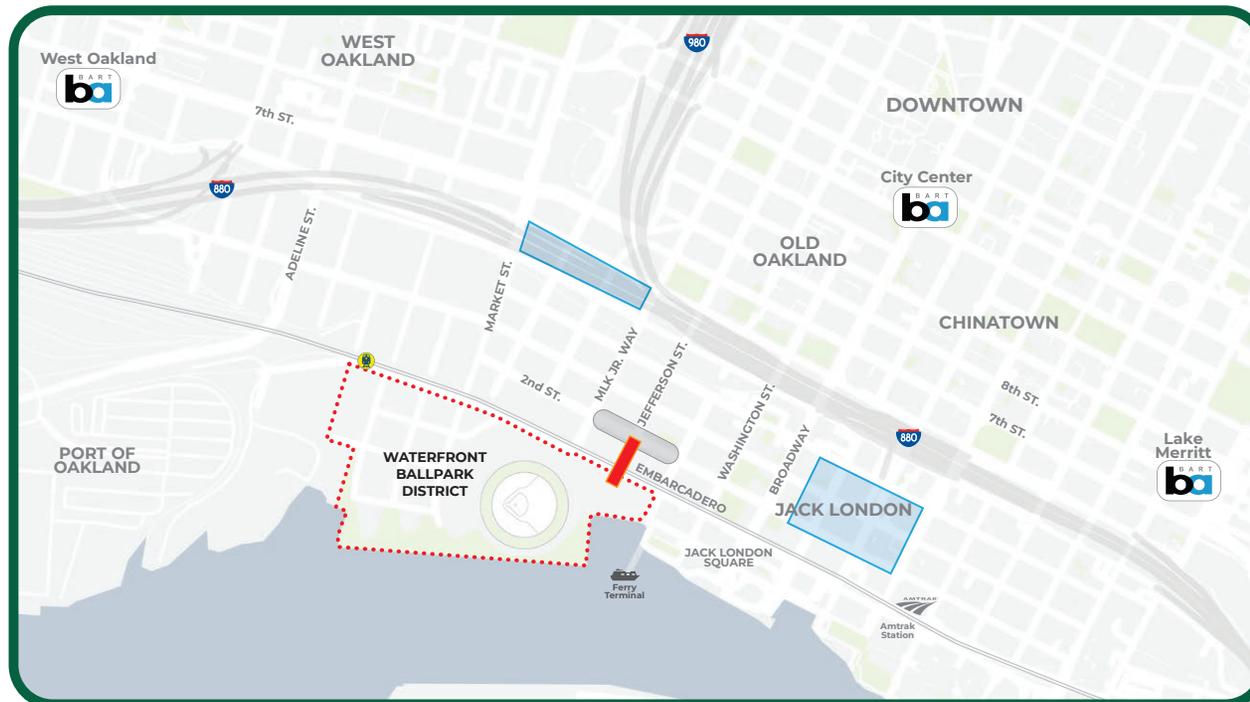


# GETTING TO THE WATERFRONT BALLPARK DISTRICT - RIDESHARES

Where will rideshares such as Uber or Lyft drop off passengers?

Rideshare **passengers** will be dropped off and picked up at **designated offsite** locations. Rideshare vehicles will **not be allowed** into the **on-site parking area** to drop off or pick up passengers. Passengers who have **ADA accessibility** needs can be dropped off or picked up in a designated area **onsite** near the Ballpark entrance.

## POTENTIAL RIDESHARE LOCATIONS



# PRIMARY TRANSPORTATION OPTIONS SUMMARY MAP



# LIVING & WORKING NEAR THE WATERFRONT BALLPARK DISTRICT

## RESIDENTIAL

The **Transportation Management** and **Parking Management Plans** contain **procedures** that will be **implemented, monitored, evaluated,** and **revised** as necessary to **control traffic congestion** and **minimize disruption** for existing residents and workers.

### How will traffic congestion be managed?

Taking **public transportation** is the best way to minimize traffic congestion. **Traffic control personnel** will be available for special events to ensure a smooth travel experience for all attendees by **managing** the flow of **traffic**. For example, traffic control officers will manage pedestrian flows to and from the ballpark on event days by **directing pedestrians** to the primary corridors serving the site including 7th Street, Market Street, Martin Luther King Jr. Way, Washington Street, Broadway, and the **Bike and Pedestrian bridge** at Jefferson. OakPark will include a **parking reservation system** for special events to minimize congestion and conflicts caused by people circling to find parking. **Rideshare** vehicles will be required to drop-off and pick-up in **designated areas roughly one-half mile from the ballpark**, as another way to reduce traffic congestion by preventing rideshare vehicles from circling for places to drop off or pick up passengers.

# LIVING & WORKING NEAR THE WATERFRONT BALLPARK DISTRICT

## RESIDENTIAL

### How many baseball games will there be?

People who live or work near the ballpark can anticipate approximately **14 mid-week afternoon** events, **50 mid-week evening** events, and **27 weekend** events annually, between April and October.

### Will I lose my street parking to attendees who park in my neighborhood?

Residential parking will be **protected** through the expansion of the **Residential Parking Permit (RPP) Program**. The Residential Parking Permit (RPP) Program **expansion** will **reduce** the **adverse effects** caused by traffic congestion and unlimited parking in residential areas and will provide residents the opportunity to park near their homes. **Enforcement** of RPP areas will be performed by the **Oakland Department of Transportation** during designated hours to promote the availability of on-street parking spaces for residents in areas with high parking demand.

Additionally, **new dynamically priced on-street meters** will be added for neighborhoods near the Ballpark that do not have RPPs. **RPP and meter enforcement** hours will be extended to **coincide** with **game days** and times.

# LIVING & WORKING NEAR THE WATERFRONT BALLPARK DISTRICT

## LOCAL BUSINESSES

How will my business be protected from game attendees using parking meters in front of my store?

**Metered on-street parking** will be **expanded** and **dynamically priced** to **match demand** - meaning hourly parking rates will be adjusted when demand is high, especially for those looking to park for two or more hours. For example, on game days, metered parking rates will remain **affordable** for **retail patrons** parking for **fewer** than **two hours**, while dynamic pricing will **increase** that **rate** for **subsequent hours**. As a result, it may not be cheaper for ballpark patrons to park on the street, creating an incentive for attendees to utilize parking garages, or even better, public transit.



# LIVING & WORKING NEAR THE WATERFRONT BALLPARK DISTRICT SEAPORT

## How will traffic from port trucks be kept separate from the Waterfront Ballpark District traffic?

An important goal of the project is to **minimize** vehicular **congestion** from the project and **avoid conflict** between **vehicular, pedestrian, and bicycle** traffic generated by the project with **seaport operations**, including drayage truck routes and traffic. This is accomplished through **project design** and **implementation** of the **TMP**.

Near Howard Terminal, **Adeline Street** provides a **primary truck** entrance to the seaport. Therefore, project vehicular, pedestrian and bicycle traffic will be directed away from Adeline Street. **7th** and **Market Streets** will serve as the **primary** project route for **vehicles** and **pedestrians**. Automobile use will be limited on nearby streets during game days to ensure that vehicle traffic does not overwhelm local roadways, interfere with seaport operations, or substantially degrade the ballpark fan experience. Bicycle lanes previously planned for Adeline would be relocated to 7th and Market Streets to accommodate safe truck movements to and from the seaport.



Under the TMP, the **A's** are required to **notify** the **Port** of the times and expected attendance for games and special events and **coordinate** on a regular basis to identify and **plan** for any overlap of medium or large ballpark events with projected seaport activities, such as (un)

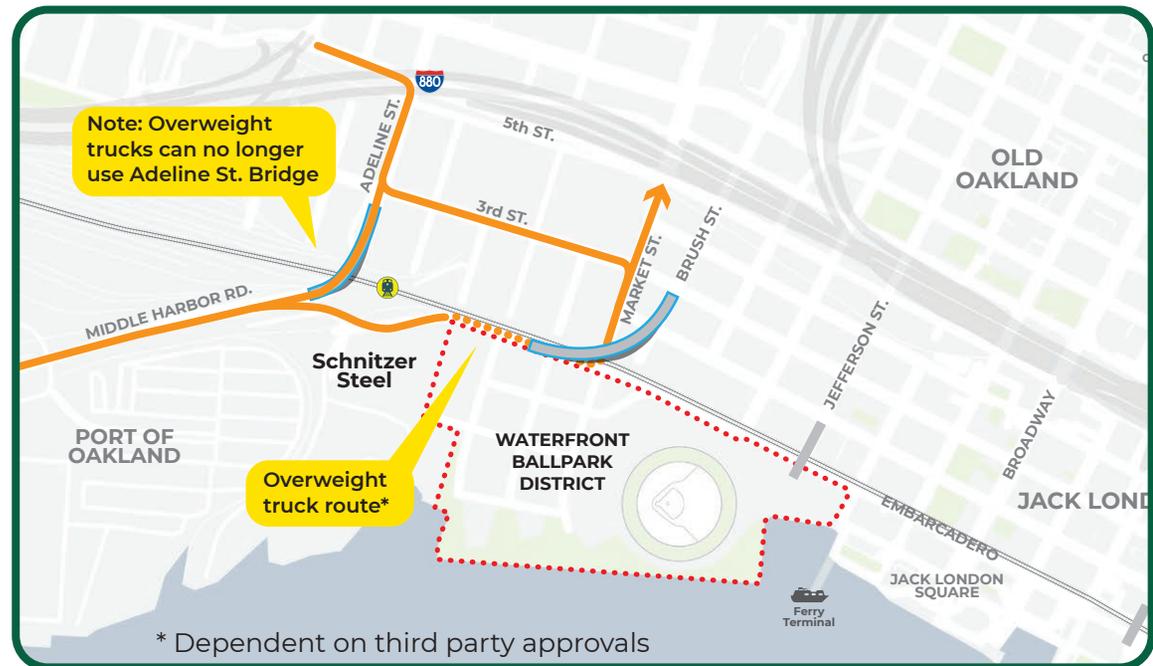
# LIVING & WORKING NEAR THE WATERFRONT BALLPARK DISTRICT SEAPORT

loading container ships and other night and weekend operations that may affect traffic conditions in the neighborhoods surrounding the ballpark and seaport. During events at the ballpark, **automobile** travel in the ballpark area will be **directed** to travel along a few **primary corridors** to minimize conflicts with seaport and transit operations, pedestrians, and bicyclists. Vehicle traffic will be restricted entirely on some corridors (e.g., 2nd Street) and will have turn restrictions on others (e.g., Martin Luther King Jr. Way) to reduce conflicts between vehicles and pedestrians and eliminate delay associated with turning vehicles. **Turn restrictions** will also shift ballpark-destined traffic away from the seaport.

Traffic control officers and/or special event signal timings may be utilized to ensure efficient operations.

Finally the **TMP** will **monitor Howard Terminal site traffic** to ensure that it is being effectively deterred from using internal Port roadways.

## TRUCK ROUTES



# LIVING & WORKING NEAR THE WATERFRONT BALLPARK DISTRICT SEAPORT

## How did the City address compatibility with Port operations?

The **Port of Oakland** is a vital **engine** of the City's and region's **economies**. Ensuring the **development does not interfere** with the **Port's** current or future **operations is critical**.

Working with the **City** and **various stakeholders**, the **Port of Oakland** identified **potential compatibility measures**. These measures include mitigation measures, project design features and other measures that have been analyzed and included in the EIR, including grade-separated access to the site on foot, bike or in a car; water safety measures; and a Transportation Management Plan. These measures serve as potential Seaport Compatibility Measures to ensure the continued safe and efficient navigation of ships and other waterside operations, ingress and egress of trucks and other traffic to and from the Port, and to avoid potential conflicts between trains, trucks, passenger vehicles, bikes and pedestrians. The **final Seaport Compatibility Measures** would be **implemented** as **mitigation measures** or **conditions of approval** of the Project.

Detailed information about the **Seaport Compatibility Measures** can be found at [www.portofoakland.com/howard-terminal/seaport-compatibility-measures/](http://www.portofoakland.com/howard-terminal/seaport-compatibility-measures/)



Visit the Oakland Waterfront Ballpark District at Howard Terminal on the City of Oakland's website regularly for project information and updates.

[www.oaklandca.gov/projects/oakland-waterfront-ballpark-district](http://www.oaklandca.gov/projects/oakland-waterfront-ballpark-district)

CITY OF  
**Oakland**