

# Broadway / Valdez District Specific Plan & EIR

City of Oakland

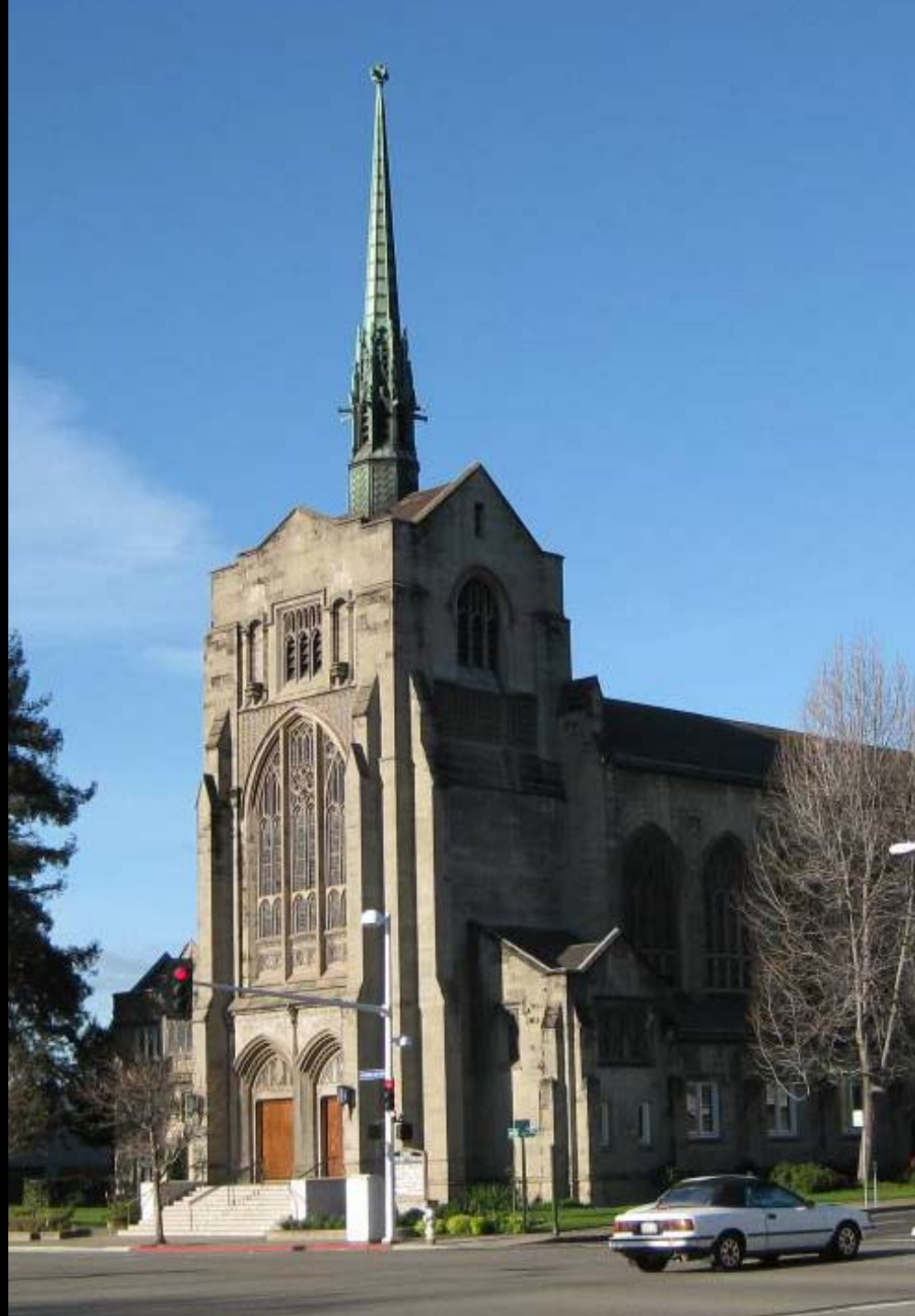


## Community Meeting #1

**WRT | Solomon E.T.C.**

# Agenda

- **Welcome & Introductions**
- **Overview of Planning Area and Process**
- **Community Issues, Opportunities & Vision**
- **Next Steps**
- **Adjourn Meeting**



# The Core City Team

**Kerry Jo Ricketts-Ferris**

Planning—Project Manager

**Aliza Gallo**

Economic Development

**Keira Williams**

Economic Development

**Kathy Kleinbaum**

Redevelopment

**Jens Hillmer**

Redevelopment

**Iris Starr**

Transportation Services

**Mark Wald**

City Attorney's Office



# The Consultant Team

## **WRT | Solomon E.T.C.**

Planning, Urban Design, Architecture, &  
Landscape Architecture

## **Lowney Architects**

Retail Architecture

## **Hausrath Economics Group**

Market Demand & Financing

## **Urbanics**

Retail Economics

## **Fehr & Peers Associates**

Traffic, Transit & Parking

## **BKF Engineering**

Infrastructure

## **ESA**

Environmental Assessment



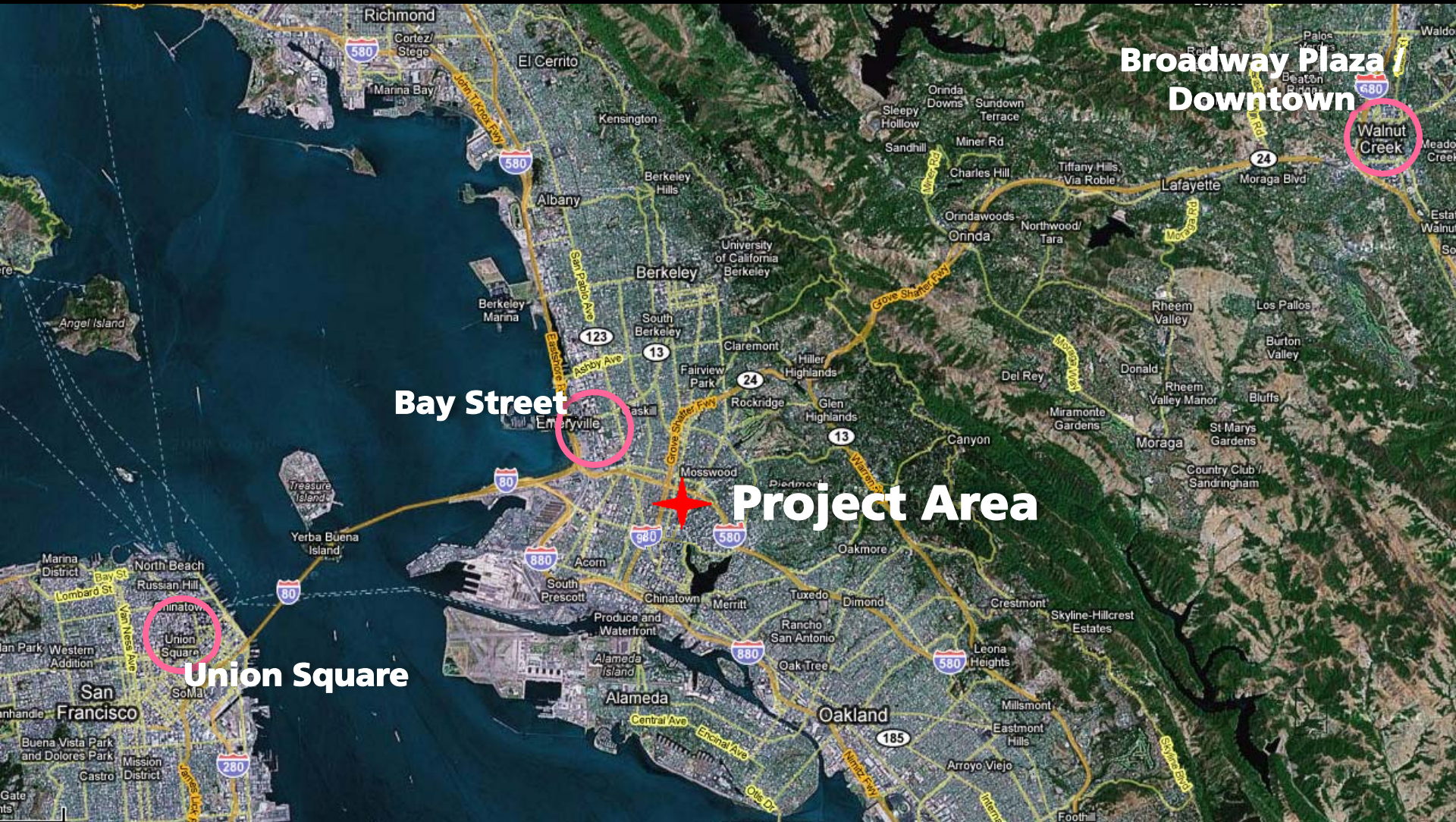
# The Context

## Market:

- 2006 citywide retail enhancement strategy
- Nation's largest under-served city for comparison goods
- City loses \$1 Billion in sales annually
- \$10 million in lost sales tax revenue annually
- Lost potential for 10,400 jobs



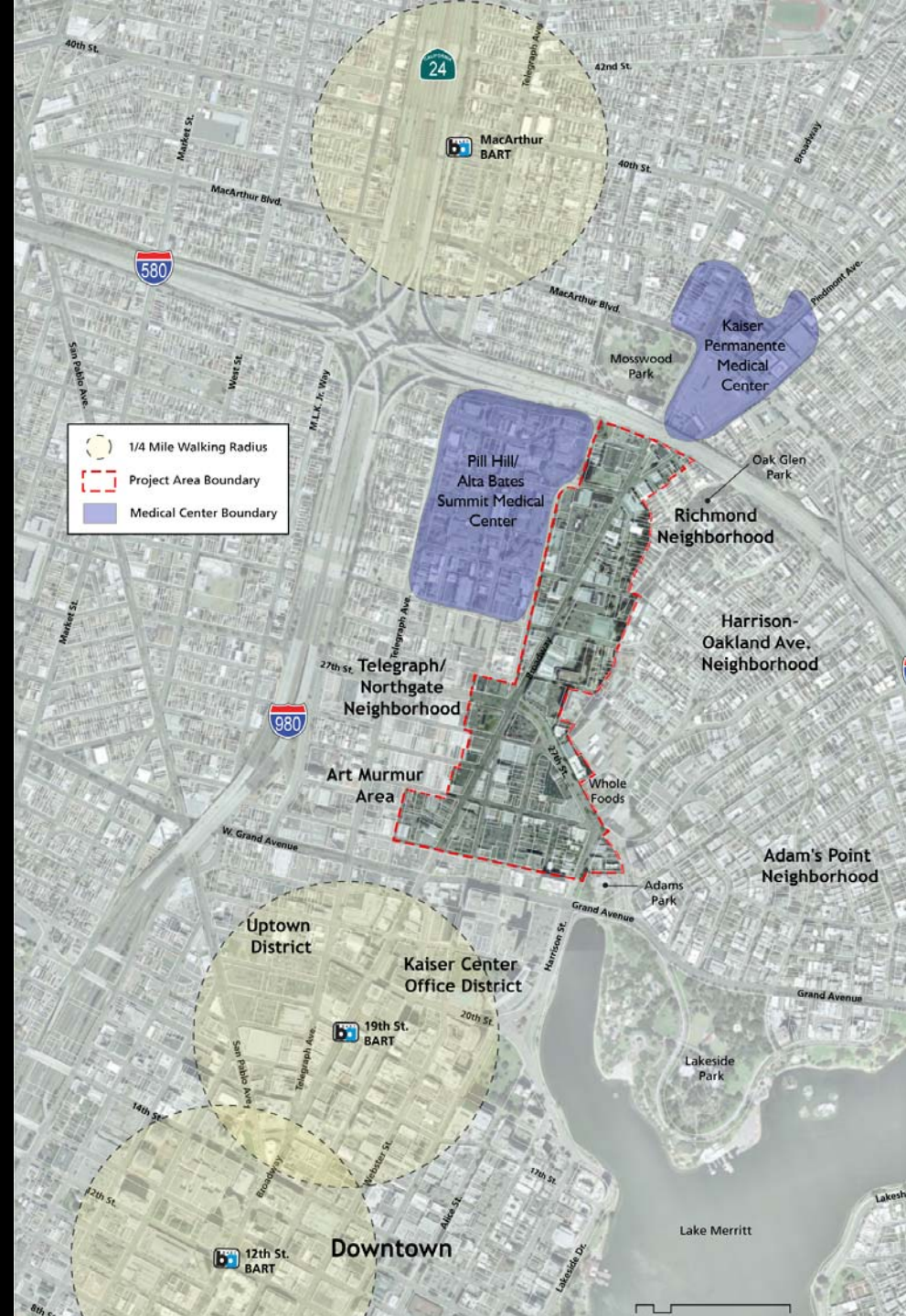
# The Context



# The Context

## Assets:

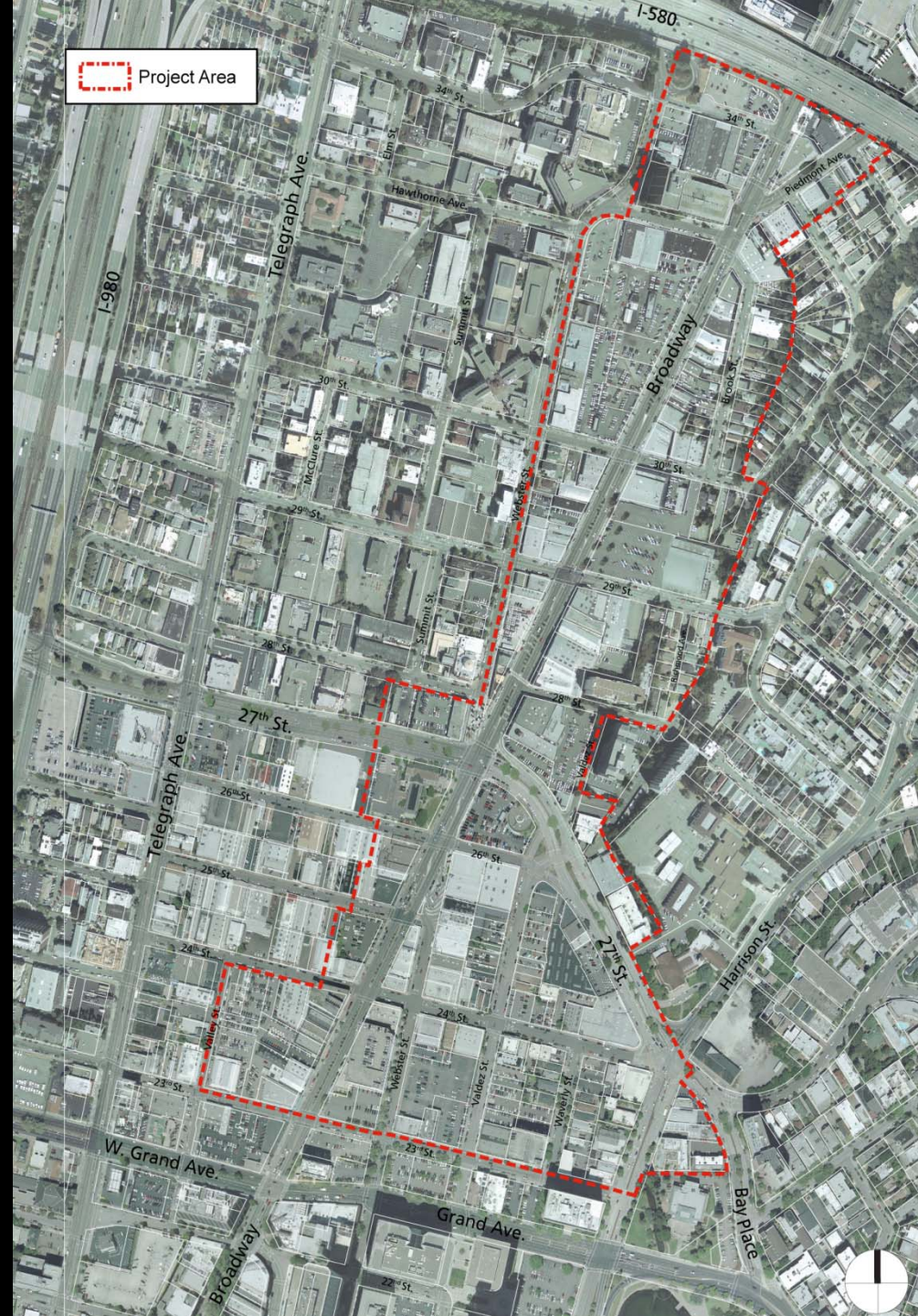
- Convenient Regional Freeway Access
- Local & Regional Transit
- Re-invigorated Downtown
- Major Employment Centers
- Established Residential Neighborhoods
- Major Open Space Resources



# The Context

## Planning Area:

- Historic Auto Row
- Uncertain outlook for auto industry
- Relatively low-density development
- Irregular street grid and parcelization
- Many different landowners





# The Context

## Transit:

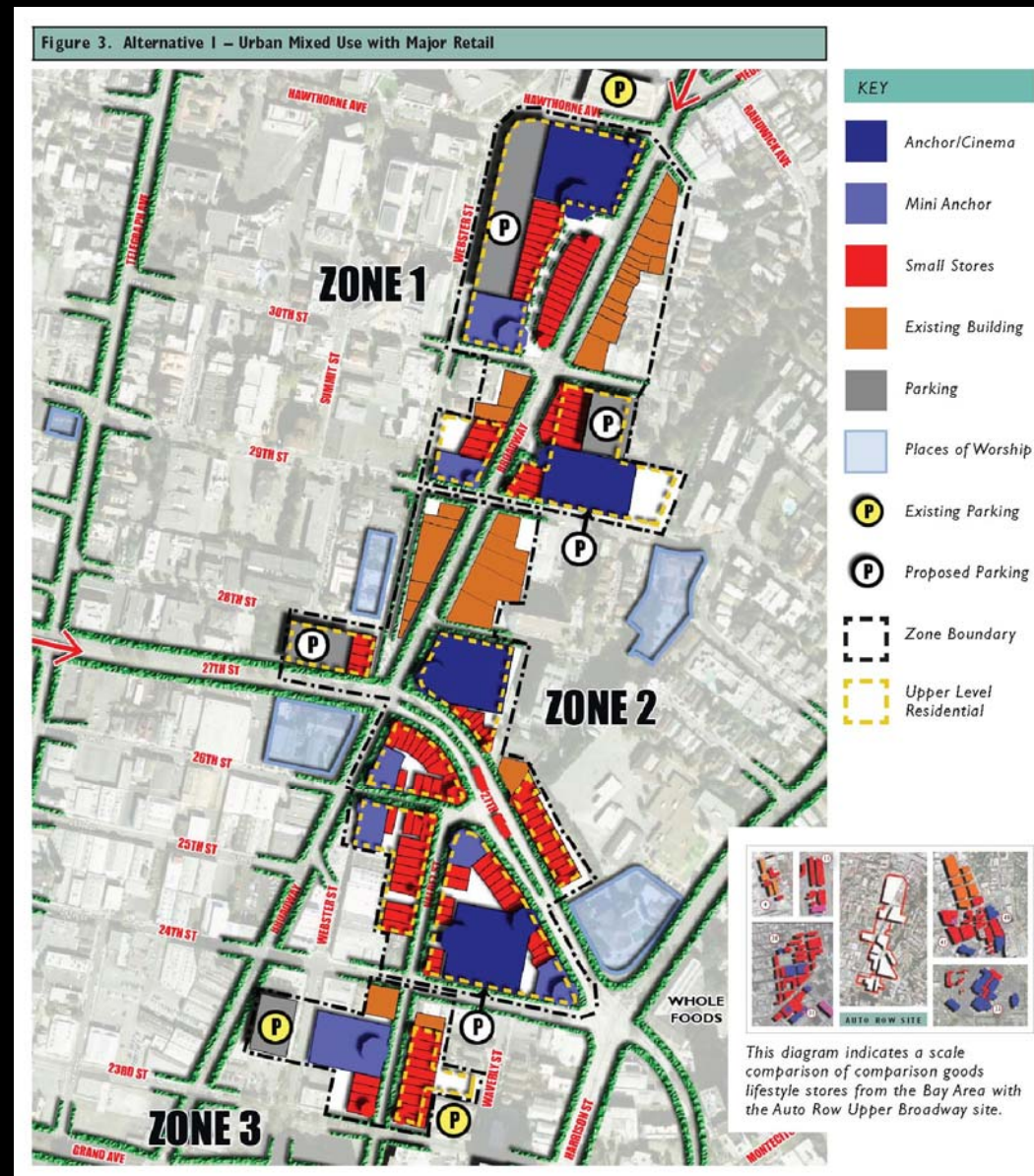
- BART Stations at 19<sup>th</sup> St. & MacArthur
- Local AC Transit Bus Routes along Broadway
- Planned Bus Rapid Transit (BRT) route along Telegraph
- Hospital Shuttles from MacArthur BART



# The Context

## Market:

- Upper Broadway Strategy identified this area as a priority
- First component of a citywide strategy
- Estimated potential for:
  - 1 million s.f. of retail
  - 1,800 residential units
- Current down market is good time for planning



# Why A Specific Plan?

- Coordinate and integrate area-wide elements (e.g., infrastructure, circulation, services, etc.)
- Establish a consistent vision and character for the area
- Streamline entitlements process for future development
- Create guidelines and standards tailored to proposed uses



# Community Meeting Schedule

<u>Meeting</u>	<u>Date</u>	<u>Topic</u>
#1	5/7/09	Issues, Opportunities, & Vision
#2	7/9/09	Existing Conditions & Market Demand
#3	8/20/09	Project Alternatives
#4	11/19/09	Access Plan and Streetscape Design
#5	1/7/09	Preferred Concept
#6	7/29/10	Design Guidelines
#7	9/23/10	Specific Plan

# Community Discussion: Issues, Opportunities & Vision

- Economic Development
- Circulation and Transportation
- Public Services
- Utilities and Infrastructure
- Historic Preservation
- Land Use and Housing City Policy
- Sustainability & Environment
- Urban Design, Aesthetics, Public Art
- Other



# Small Group Discussion

- A period to discuss issues, ideas and visions for the area
- Intent is to inform the process
- One hour to answer a series of assigned questions
- Everyone should speak, all ideas are worth hearing
- One person should volunteer to take notes and to report back to the entire group



# Small Group Discussion Questions

**“What do you value most about the area and think needs to be preserved by the Plan?”**

**“What things about the area would you like changed by the Plan?”**

# Small Group Discussion Questions

**Given the desire to create a retail destination on Broadway:**

**“What kinds of stores would you like to see in the area?”**

**“Would you like to have residential and/or office uses in addition to retail? If so, how much?”**

# Small Group Discussion Questions

**“What other kinds of activities, facilities, services, etc. would you like to see in the area?”**

**“What is your vision for what the Broadway / Valdez District should be?”**

**“What retail area that you are familiar with most closely matches your vision for the Broadway/Valdez District?” Why?**

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