



Upper Broadway Destination Retail Oakland

PROJECT BACKGROUND - CITY WIDE RETAIL STRATEGY 2007-2009

2

Upper Broadway Retail Oakland

J R D V Architects • Conley Consulting Group • 2009

Agenda

PROJECT BACKGROUND - CITY WIDE RETAIL STRATEGY 2007-2009

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- 1. Our Destination Retail Leakage Problem**
- 2. What Other Cities have done about it.**
- 3. How to Coordinate Upper Broadway plan as part of Comprehensive Downtown Strategy**
- 4. How to Coordinate Upper Broadway plan with other Uses and Historical Resources**
- 5. Requirements for Success**

GOAL:

Remake downtown Oakland including Up per Broadway Area into a destination shopping district that provides residents, office workers and visitors an authentic iconic center that in a significant way defines it as a community.





1. Our Destination Retail Problem

Part of a Comprehensive Strategy to Bring all Kinds of Retail back to Oakland



OAKLAND NEIGHBORHOOD NODES



Part of a Comprehensive Strategy to Bring all Kinds of Retail back to Oakland

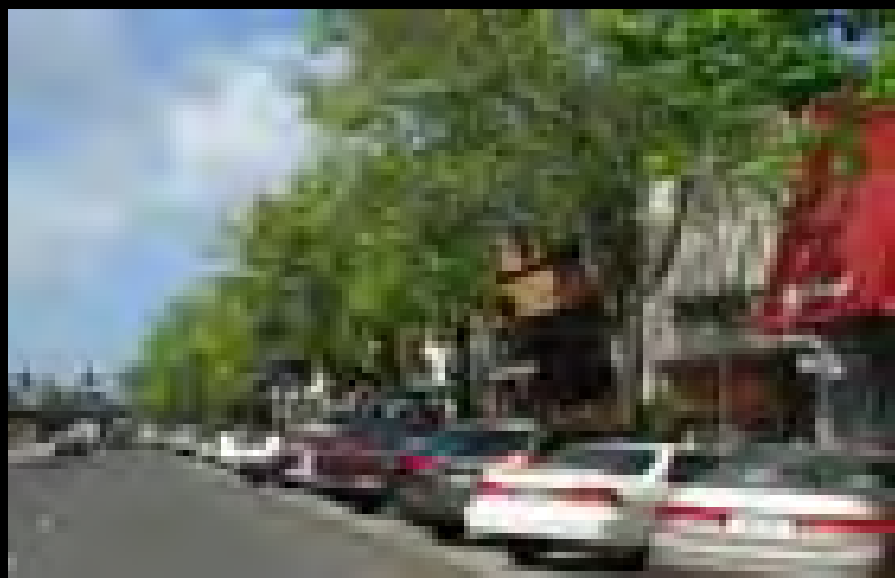
	FUNCTIONING WELL		IMPROVE		EXPAND		REPOSITION	
	NO. OF STORES	% OF TOTAL	NO. OF STORES	NO. OF STORES	NO. OF STORES	NO. OF STORES	NO. OF STORES	NO. OF STORES
SMALL NEIGHBORHOOD								
GROCERY								
GROCERY + RESTAURANT								
GROCERY, RESTAURANT + COMPARISON								
ENTERTAINMENT								
BOOK COMPARISON								
HOMEBOUND INTERCEPT								
NON-RETAIL								

OAKLAND NEIGHBORHOOD NODES MATRIX

By and Large Neighborhood Serving Retail is Improving around City

UPPER BROADWAY DESTINATION RETAIL STRATEGY

10



Which brings us to the Premise of much of Oakland's Original Development



The Extensive Streetcar Systems Created “Destination” Retail

UPPER BROADWAY DESTINATION RETAIL STRATEGY

12



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UPPER BROADWAY DESTINATION RETAIL STRATEGY

14



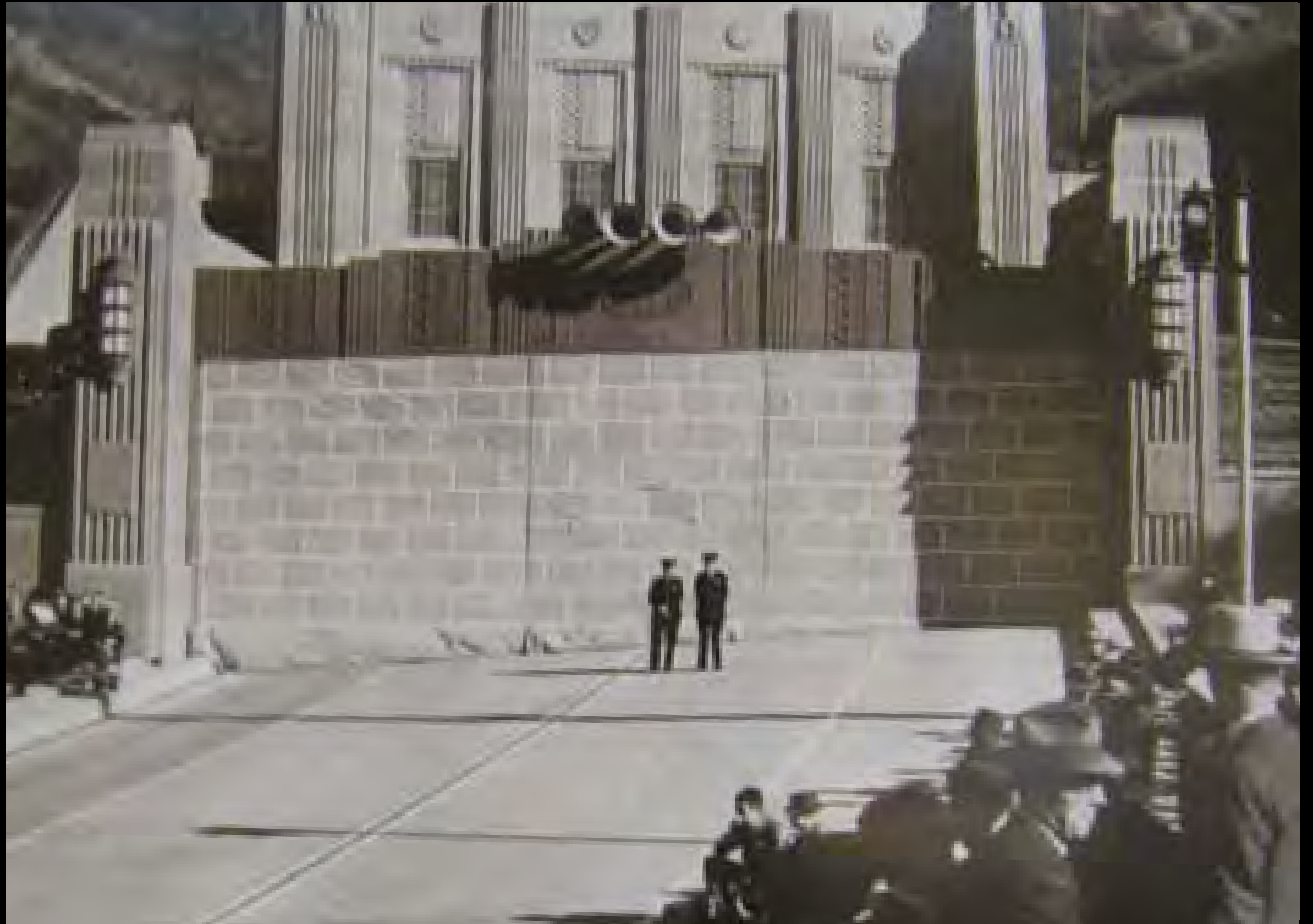
Creating Third largest Retail Center in California (After S.F. and L.A.)

UPPER BROADWAY DESTINATION RETAIL STRATEGY

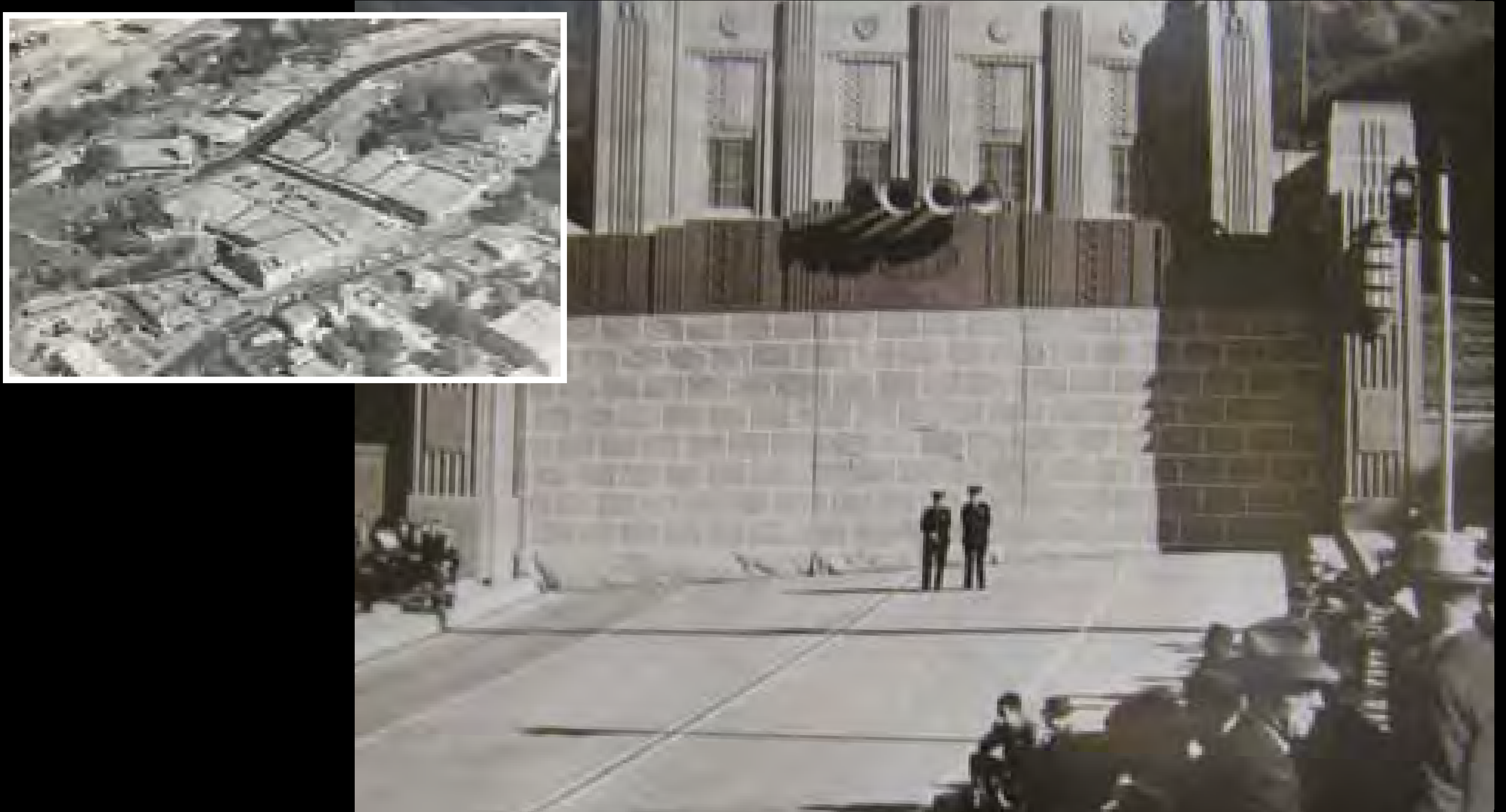
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Didn't Last.



Didn't Last.



Leaving an Empty Shell ...

UPPER BROADWAY DESTINATION RETAIL STRATEGY



Including 3 types of Destination Retail



Back to Citywide Retail Leakage

KEY

NODE BOUNDARY

OFFICIAL 18 NODES

ADDITIONAL RETAIL NODES



OAKLAND NEIGHBORHOOD NODES



Another is Entertainment Oriented/Restaurant (Even Young Fashion)

UPPER BROADWAY DESTINATION RETAIL STRATEGY



But Biggest Leakage is “Department Store-Like Merchandise”



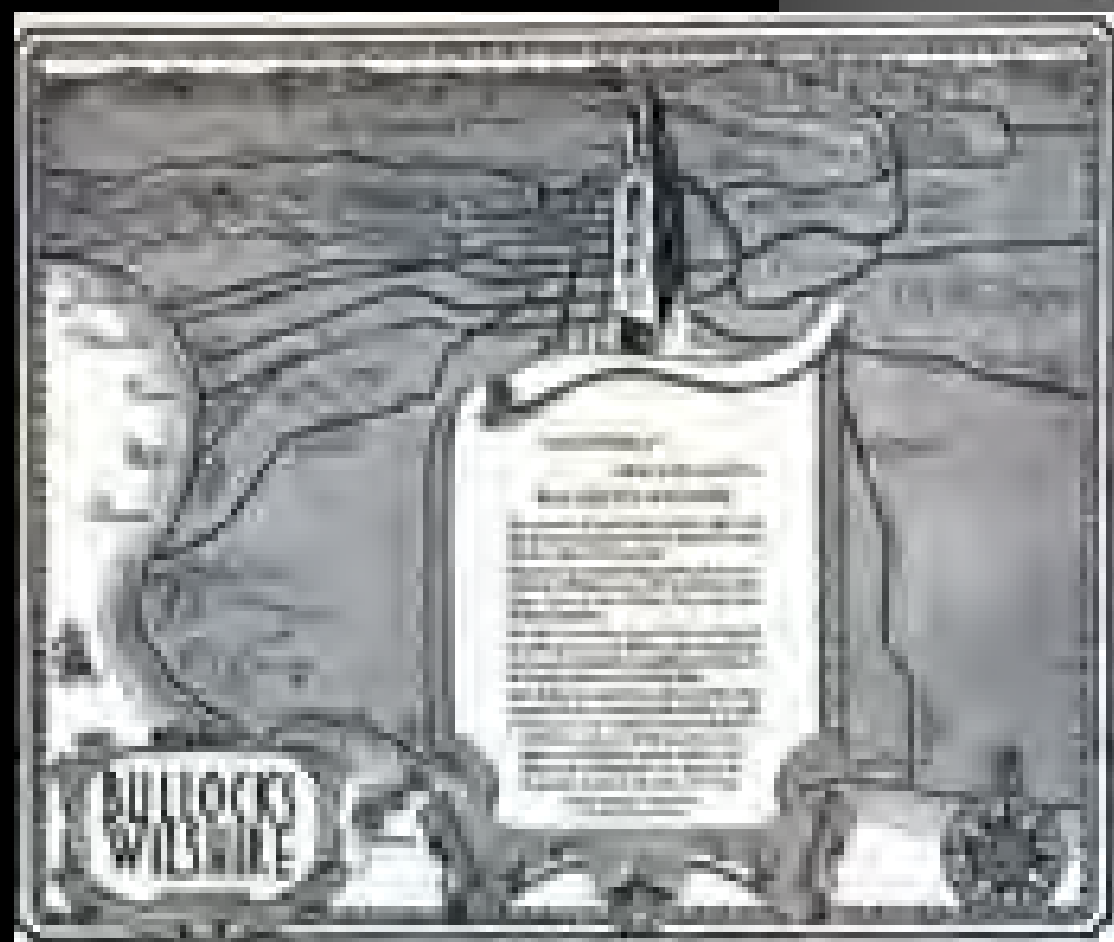
2. What Other Cities have Done about it.

Oakland No Different than Pre-War Retail Destinations in CA (Except S.F.)



Reclaimed Entertainment/Restaurant Oriented Retail in Urban California





PARKWAY PLAN

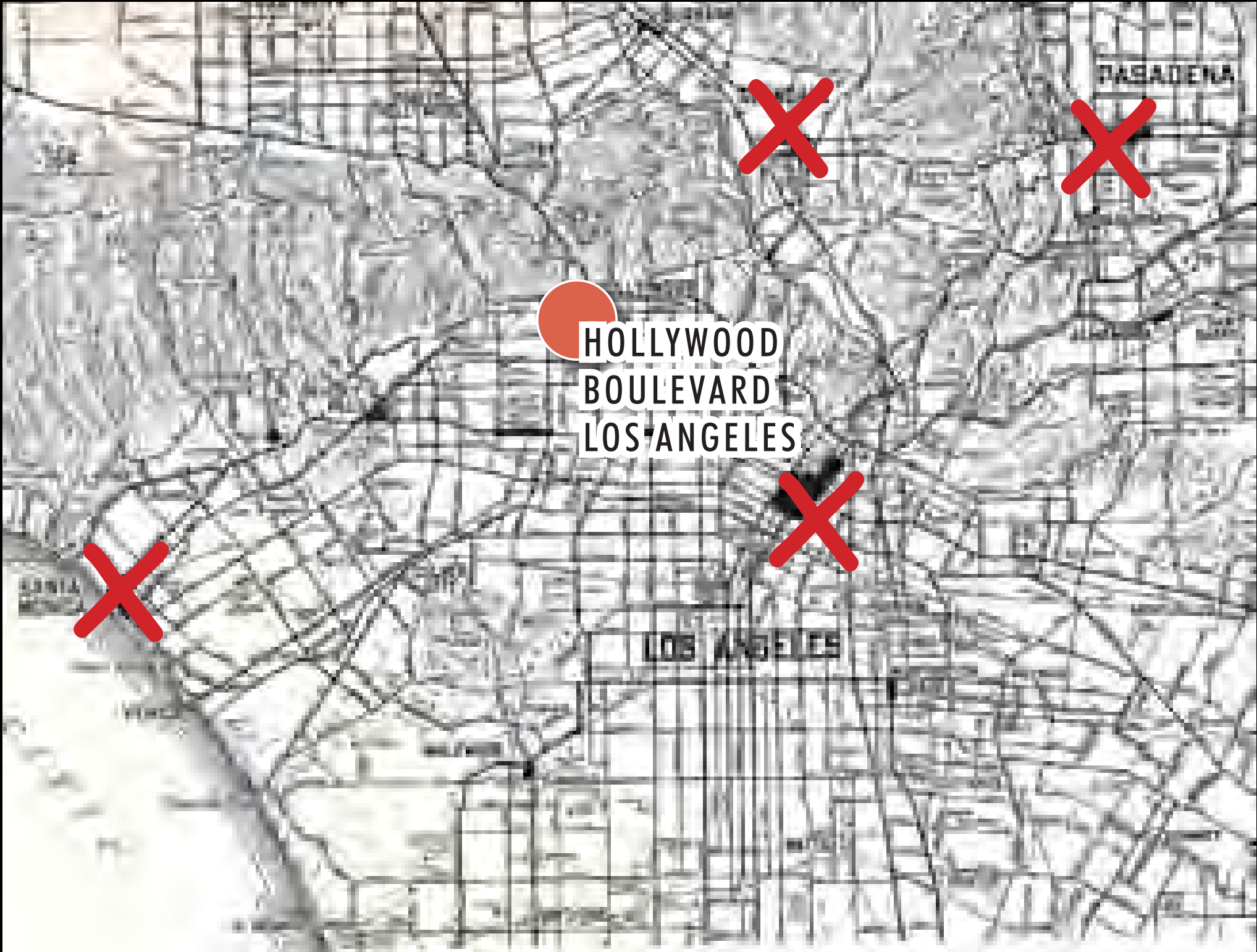
AND DISTRIBUTION OF POPULATION FOR 1940

Metropolitan Area-County of Los Angeles

* each dot represents one thousand persons.



Incl. Hollywood Boulevard with Entertainment/Restaurants/Young Fashion



On similar progression as here in Oakland



Using Entertainment as an Anchor



Entertainment Venues: Paramount, Ice Center, Fox



Phase 1a: Create the “Bridge” by connecting South + North Restaurant/Entertainment Anchors

SOUTH - Fox Theater



phase 1 A

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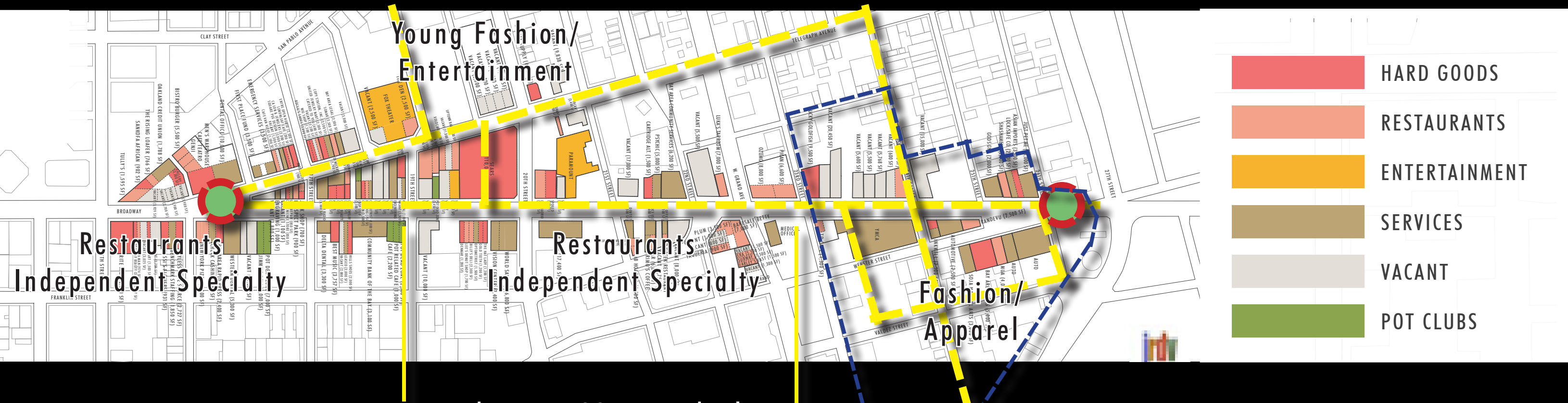
NORTH - Broadway/Grand



Primary Shopping
Route

phase 1 A

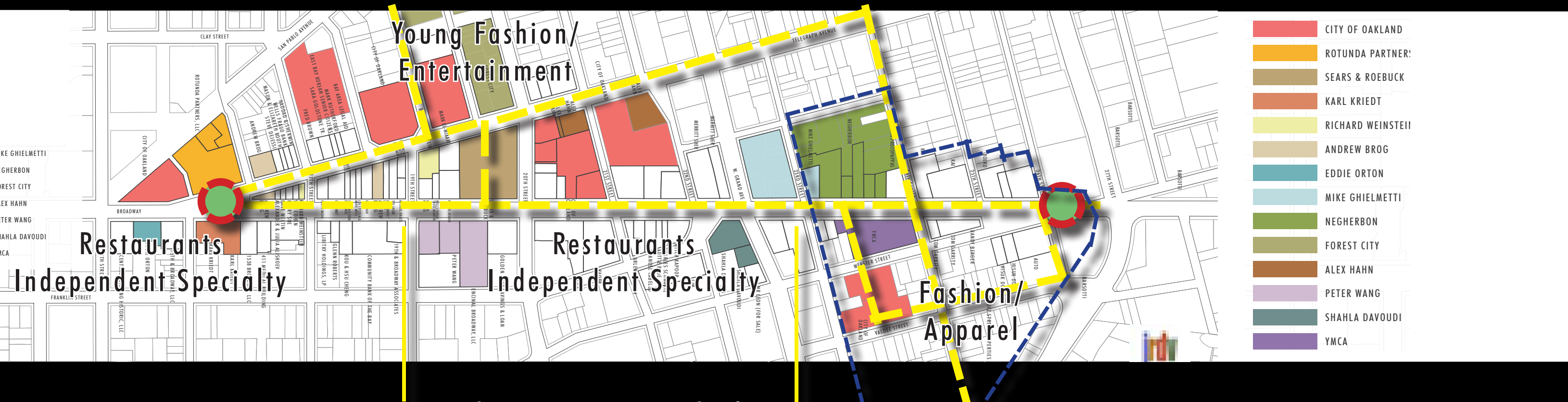
Current Leasing



Primary Shopping Route

About 1,500 Feet Ideal Anchor-to-Anchor Max Walking Distance in Shopping Center

Current Ownership



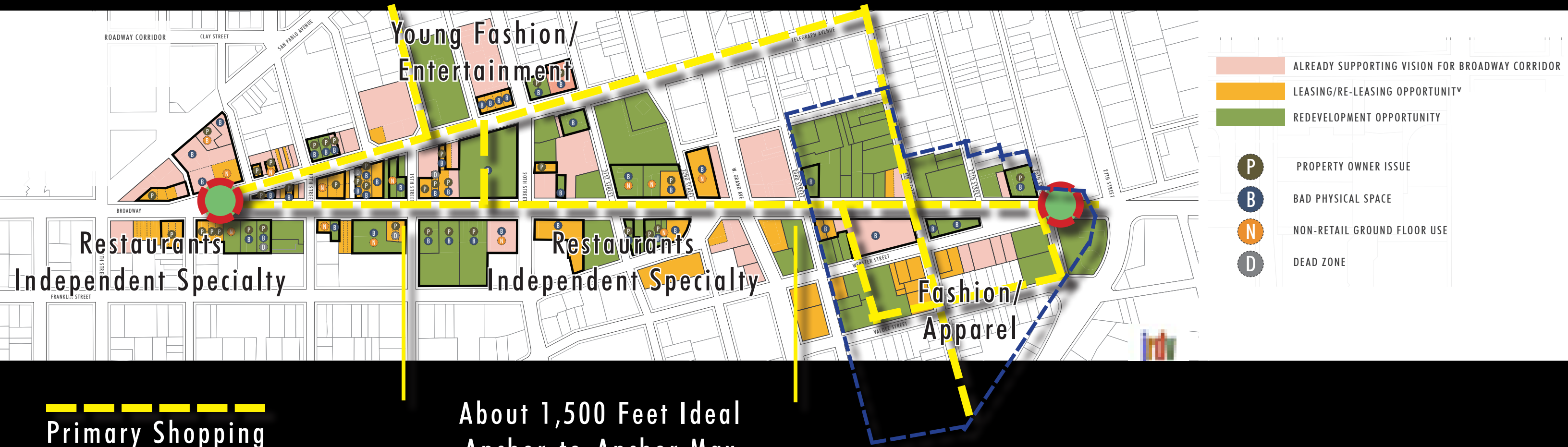
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Susceptibility for Releasing and Redevelopment Opportunity



Difficult to Release in Current Conditions



Primary Shopping Route

About 1,500 Feet Ideal Anchor-to-Anchor Max Walking Distance in Shopping Center

MORE ENTERTAINMENT, RESTAURANTS AND EVEN YOUNG FASHION APPAREL



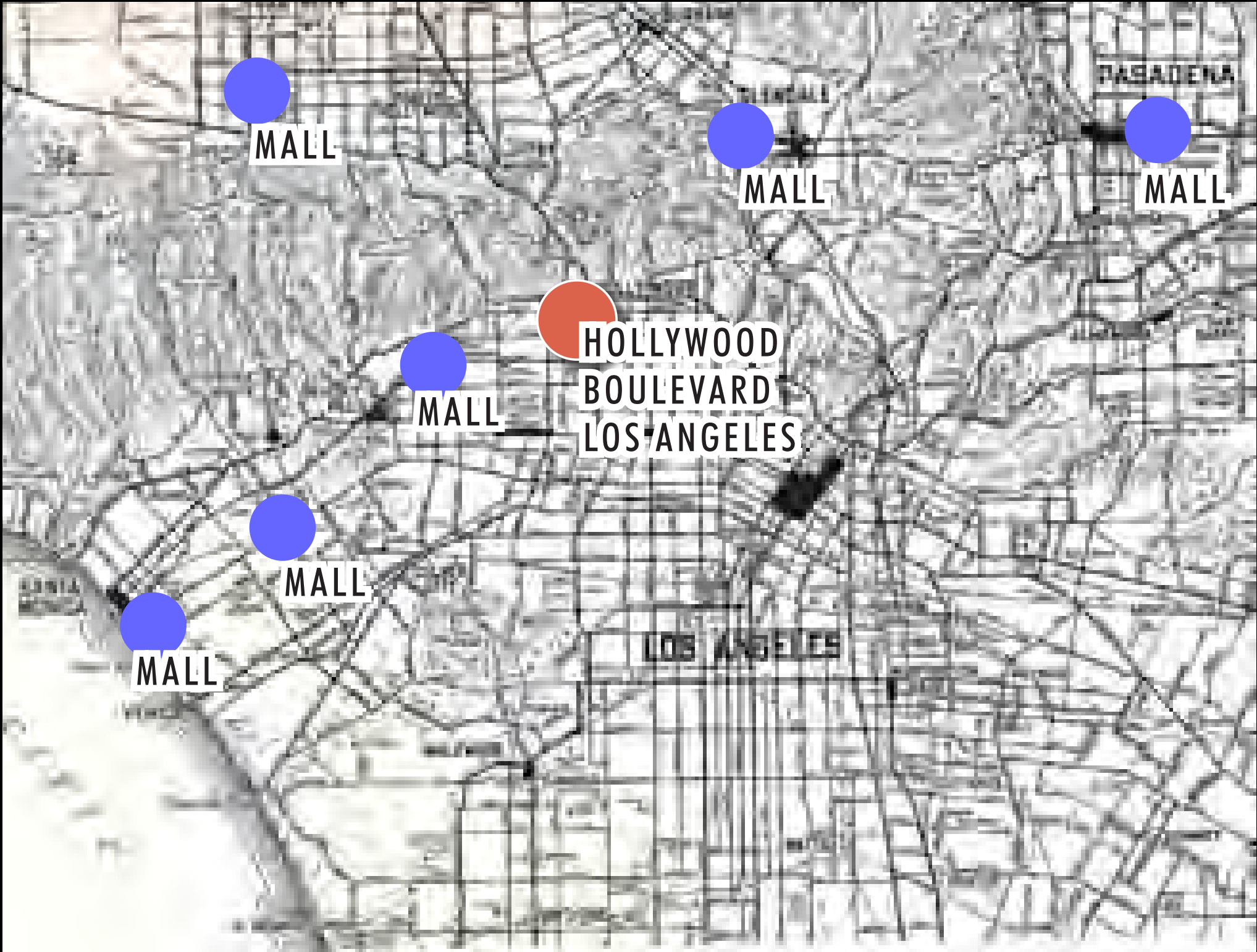
MORE ENTERTAINMENT, RESTAURANTS AND EVEN YOUNG FASHION APPAREL

UPPER BROADWAY DESTINATION RETAIL STRATEGY

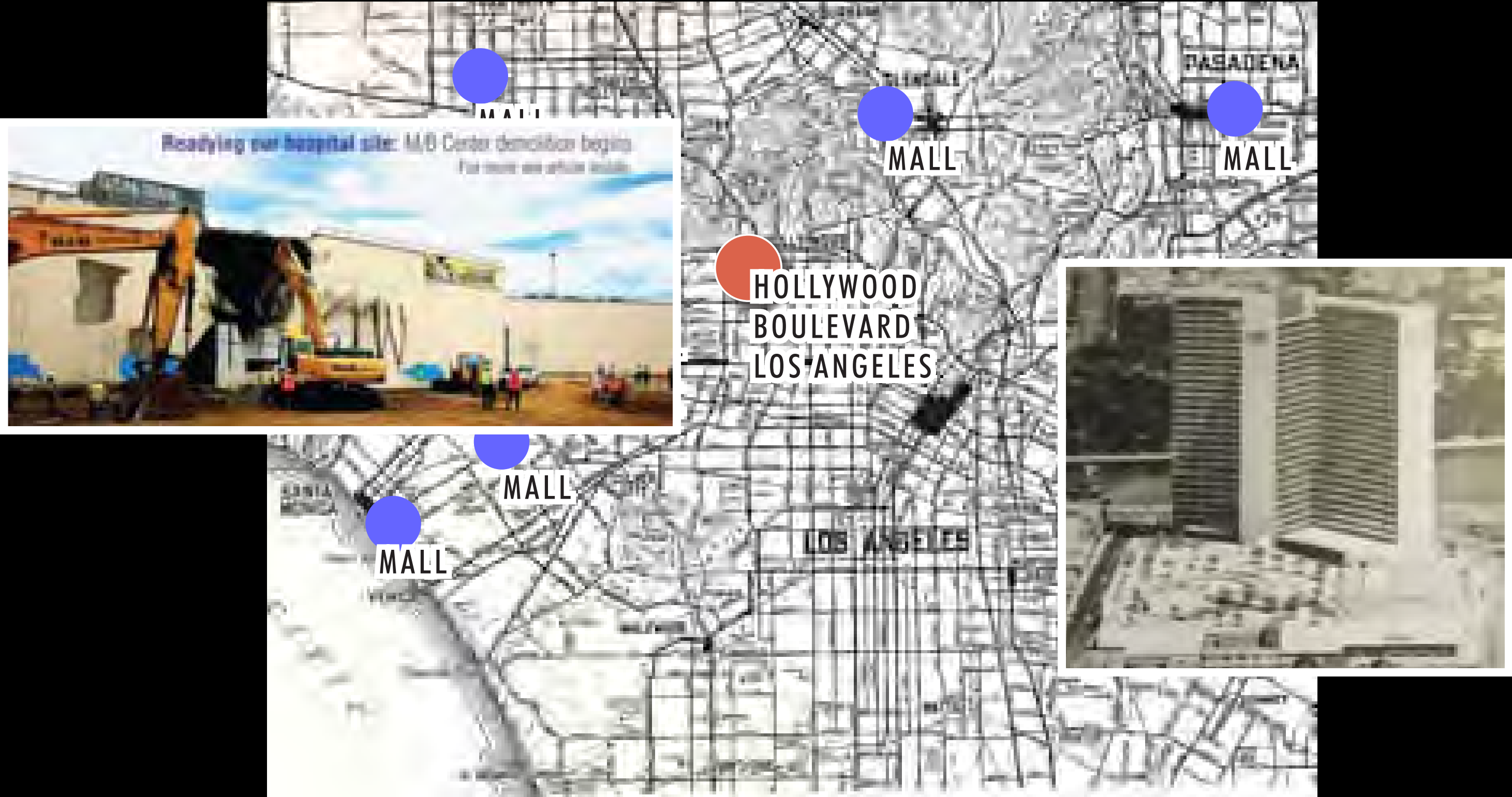
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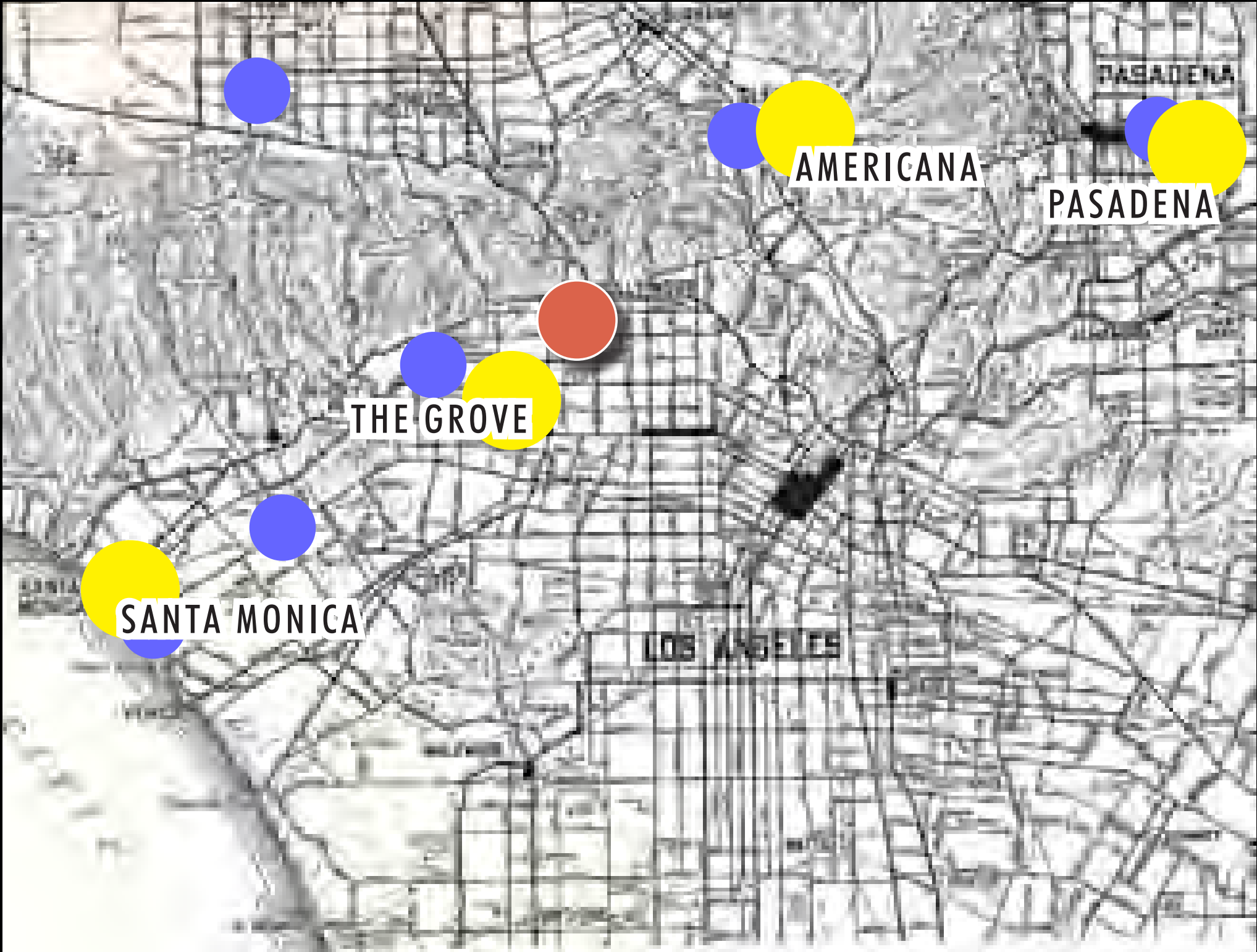
L.A. First Generation Enclosed Malls



Like M/B Center and Kaiser Center in Upper Broadway



L.A. 2nd Generation Destination Retail Centers: Outdoor Lifestyle Centers

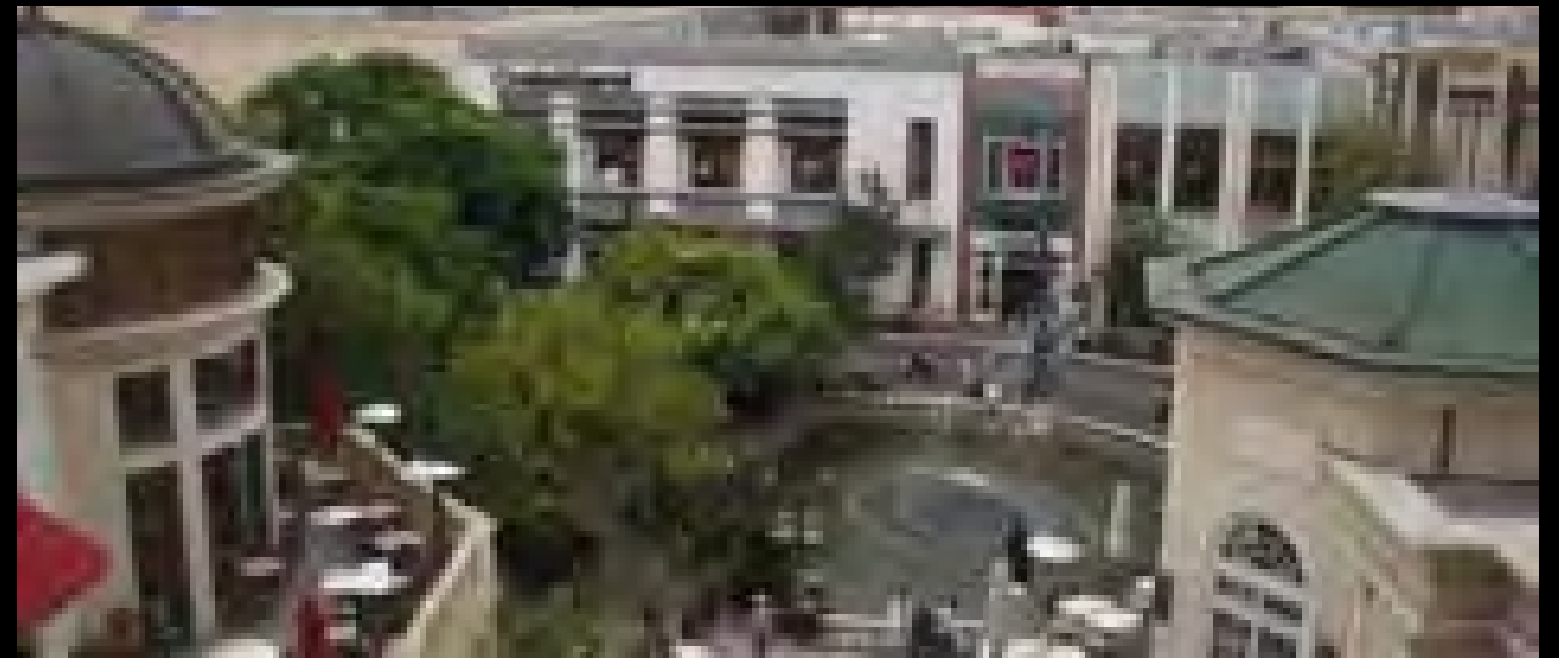


Reclaimed Entertainment/Restaurant Oriented Retail in Urban California

New reclaimed urban retail opportunities are entertainment and restaurant-led communal places to shop in existing strong markets where there has been substantial un-met demand.

Example of Los Angeles (comparable to East Bay)
Re-establishing Retail in Pre-WW2 urbanized areas.

i. The Grove - Miracle Mile/Hollywood



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**AGGREGATED
SITE**

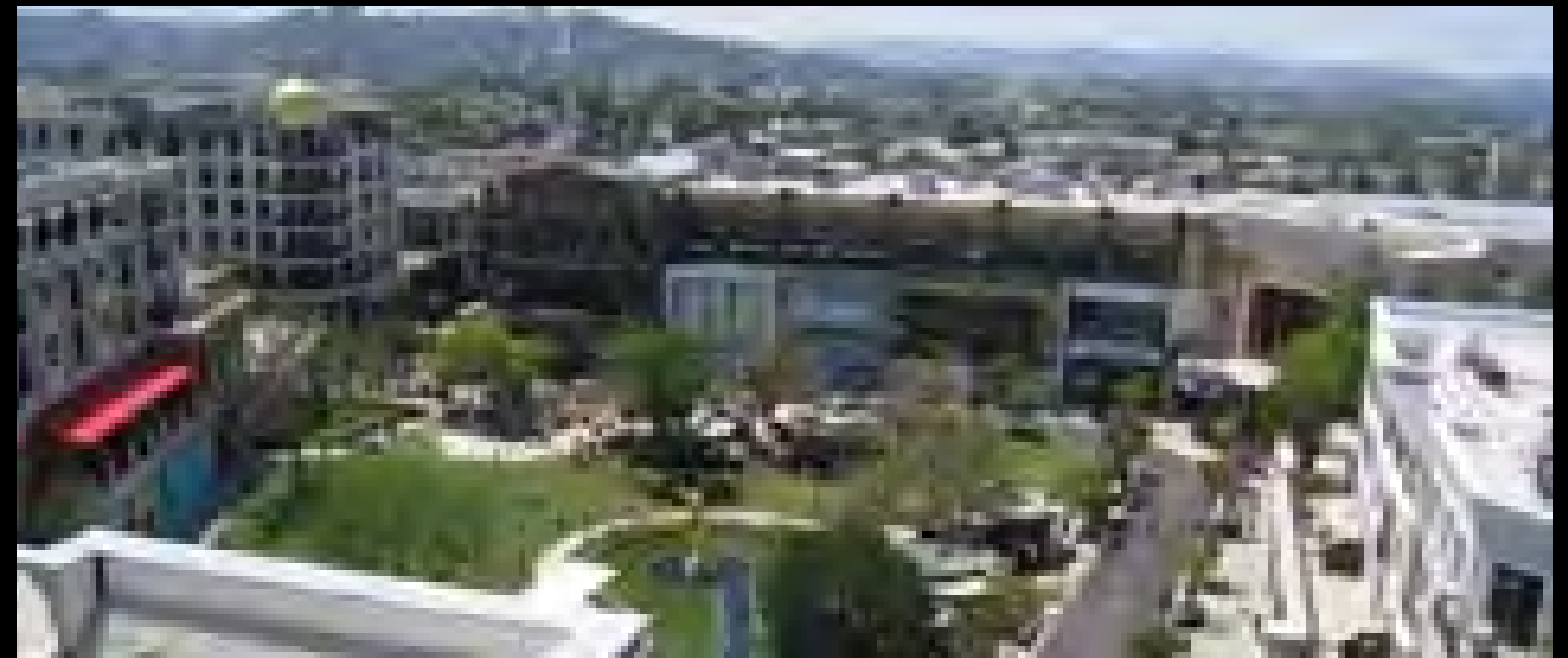


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SITE**

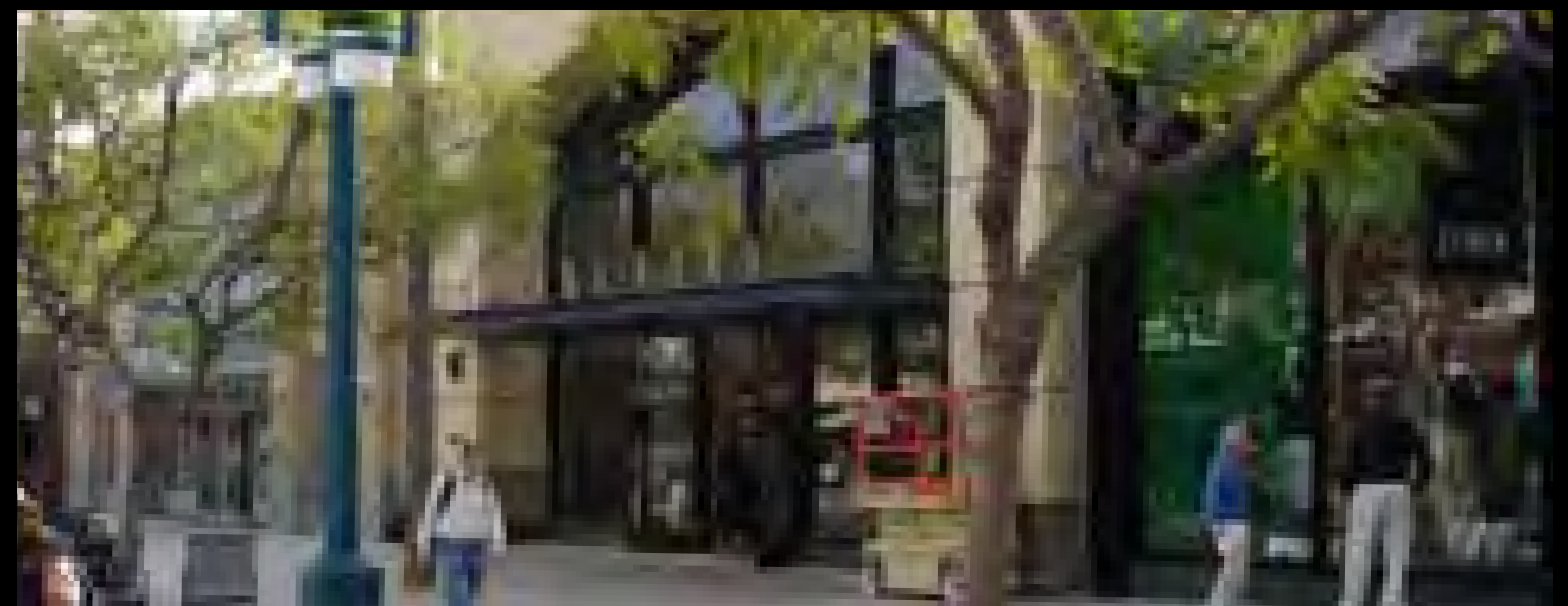
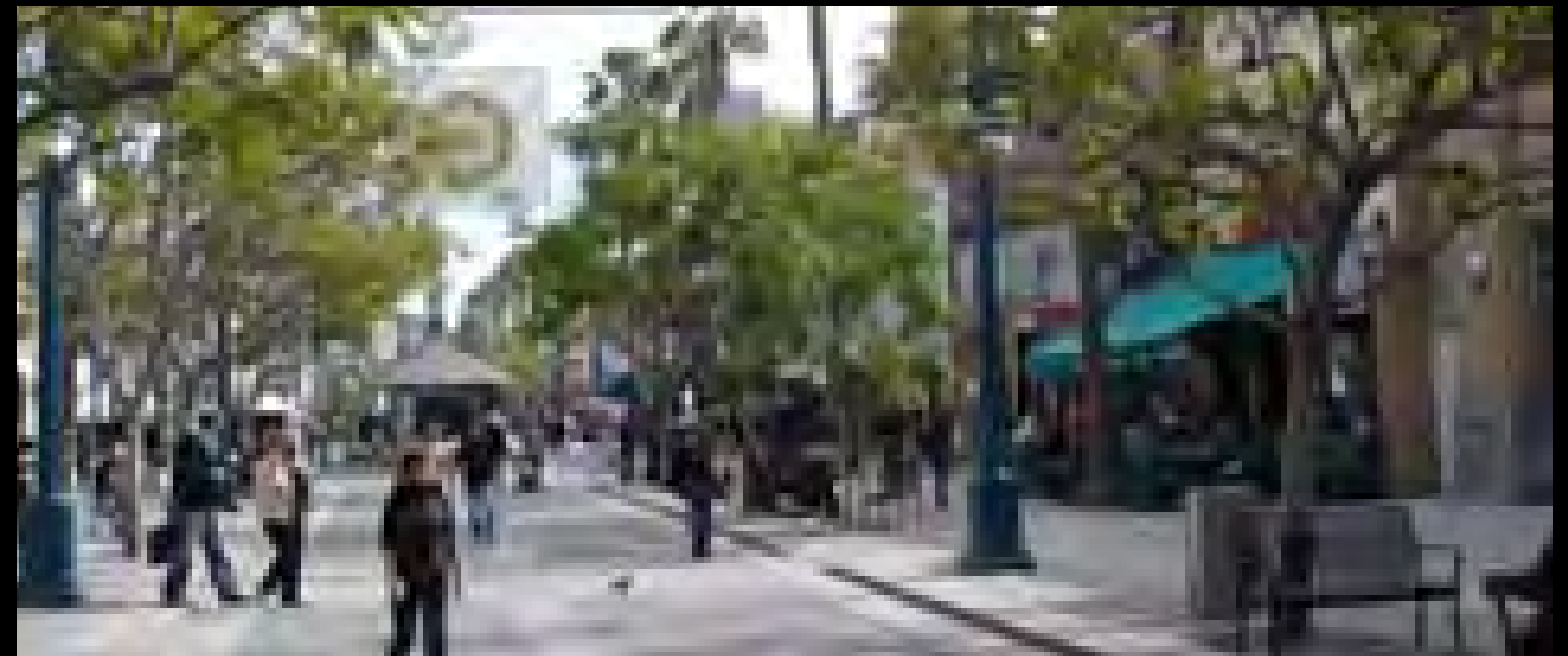


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Target Trade Area

**Kaiser Permanente
1.5 Billion Dollar
Health Care
Rebuild**

**Alta Bates
Summit 1.5 Billion
Dollar Health Care
Rebuild**

**Whole Foods
Market**

**New Oakland
Cathedral**

Former Auto Row

**Packard Lofts/
Minosa**

**The Grand
20 Story
Luxury High rise
Housing**

**Broadway Grand
Mixed Use
Residential/
Pican-Ozumo**



3. How to Coordinate Upper Broadway Plan as Part of a Comprehensive Downtown

Phase 3: A Growing Vibrant Downtown With Critical Mass Destination Retail

Uptown to Validate Market to Attract Dept. Store Merchandise in Upper Broadway



Primary Shopping Route

About 1,500 Feet Ideal Anchor-to-Anchor Max Walking Distance in Shopping Center

phase 3 A

Infill with Independent Stores



Primary Shopping Route

About 1,500 Feet Ideal Anchor-to-Anchor Max Walking Distance in Shopping Center

phase 3 c

Resulting in a Retail Footprint downtown Similar in Size to Portland and Seattle

Connect to Korea Town



Primary Shopping Route

About 1,500 Feet Ideal Anchor-to-Anchor Max Walking Distance in Shopping Center

phase 3_D

Recognize Broadway is Oakland's Spine

AERIAL VIEW OF BROADWAY IN DOWNTOWN

UPPER BROADWAY DESTINATION RETAIL STRATEGY

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Opportunity to Build Upon Success of Broadway Shuttle

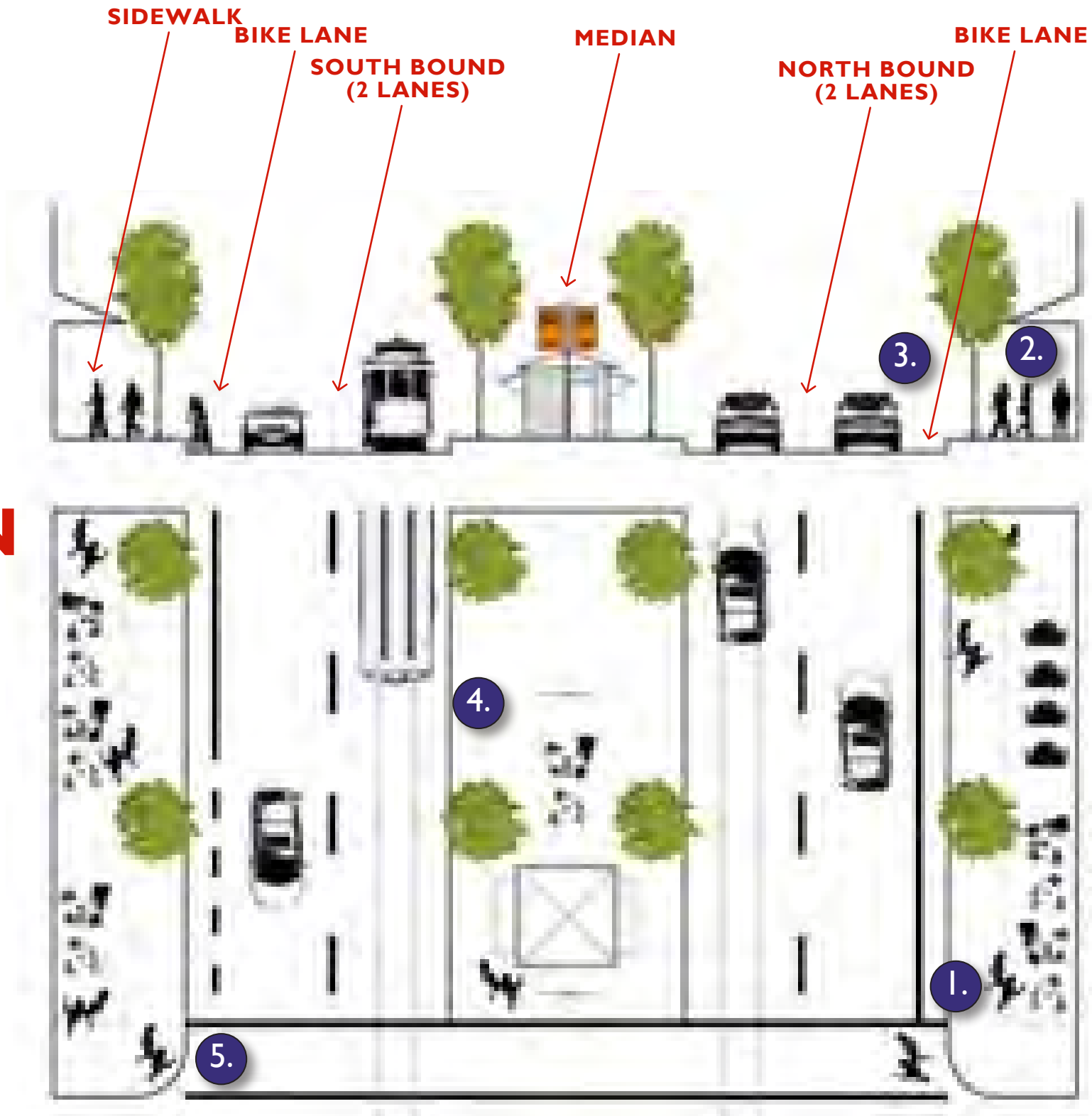


Opportunity to tie in Medical Centers to BART and to Jack London Square



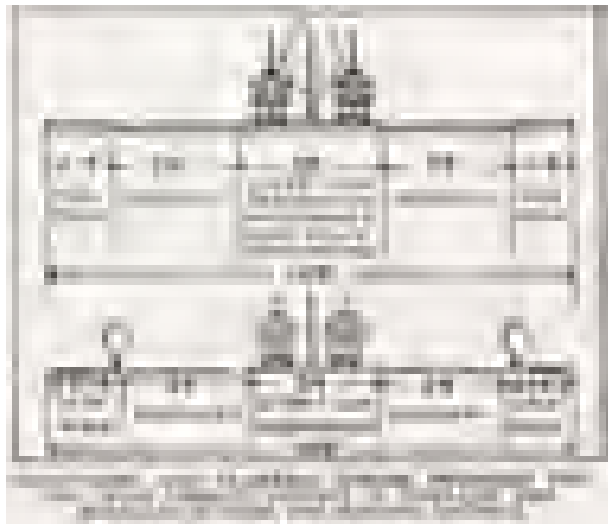
ADDITIONAL DESIGN GUIDELINES

PLAN



OPTION 4 - IMPLEMENT LIGHT RAIL ON BROADWAY:

- 1. Remove existing parking lanes.
- 2. Provide widened sidewalks (min. 20 feet) along 27th St, Valdez St and Broadway.
- 3. Retain bike lanes and two lanes of vehicular traffic in each direction.
- 4. Provide widened median along Broadway to allow streetcar stops and center pavilions.
- 5. Provide additional crosswalks along Broadway and 27th St to facilitate pedestrian flow and use.



Scheme proposed by Werner Hegemann for main traffic streets in Oakland in 1915.

STREETSCAPE

ADDITIONAL DESIGN GUIDELINES

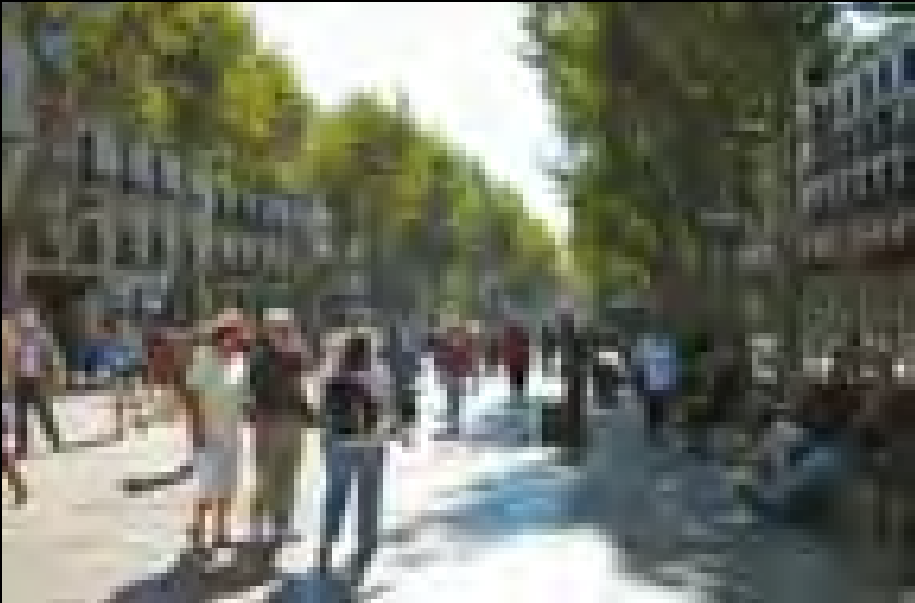
Kurfuerstendamn, Berlin



3rd Street, Santa Monica



Las Ramblas, Barcelona



An example of widened sidewalks on both sides of the vehicular thoroughfare with a widened usable median.



An example of a wide usable median. (Only applicable as a possible streetscape for 27th St)



An example of a wide, usable and walkable center median. (Only applicable as a possible streetscape for 27th St)

STREETSCAPE

ADDITIONAL DESIGN GUIDELINES



Examples of mixed-use development from Brussels, Old Oakland, Milan, Munich, San Jose and Los Angeles with a strong pedestrian-oriented urban vision.

DESIGN GUIDELINES PURPOSE

4. How to Coordinate Upper Broadway Plan with other Land Uses and Historical

PRIMARY TRADE AREA



THE COMPETITION

CITY OF OAKLAND CITYWIDE RETAIL STRATEGY PLAN

JRDV ARCHITECTS / CONLEY CONSULTING GROUP

15 MINUTE TRAVEL FROM SITE



THE COMPETITION

CITY OF OAKLAND CITYWIDE RETAIL STRATEGY PLAN

JRDV ARCHITECTS / CONLEY CONSULTING GROUP

20 MINUTE TRAVEL FROM SITE

20 MIN
DRIVING
RING

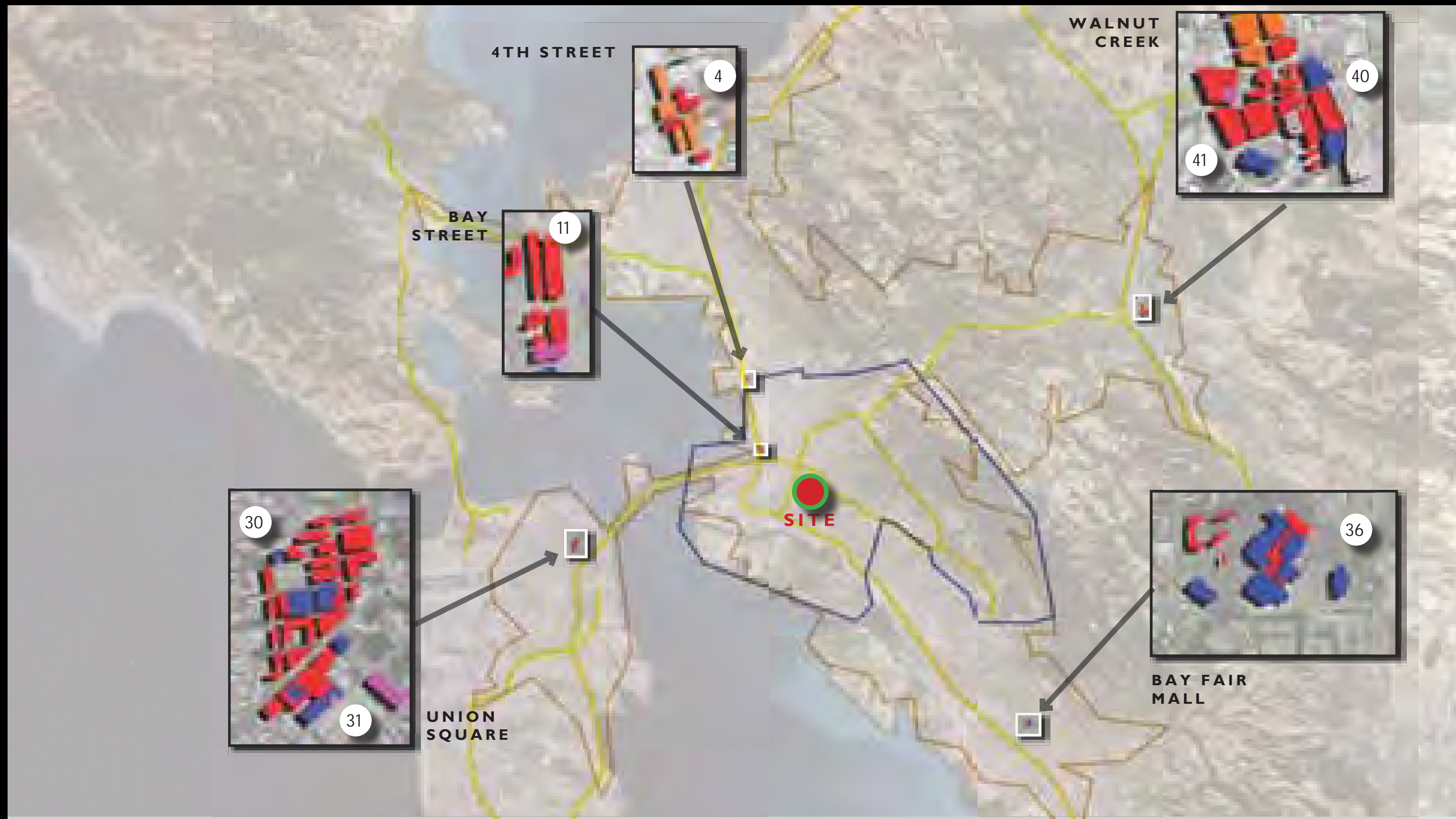
SITE

PRIMARY
TRADE AREA

THE COMPETITION

CITY OF OAKLAND CITYWIDE RETAIL STRATEGY PLAN

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COMPETITION MAP

ALT 1 - COMPARISON GOODS RETAIL

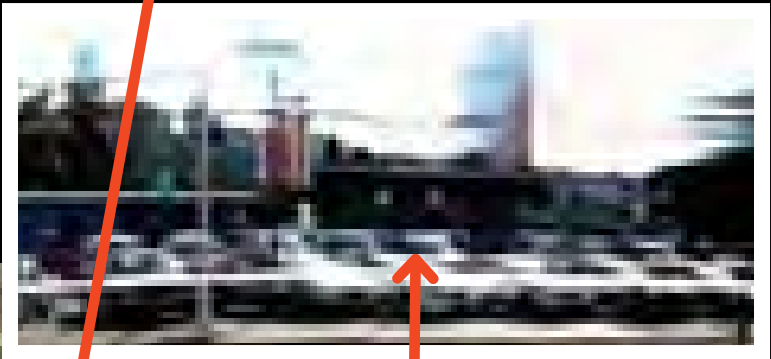
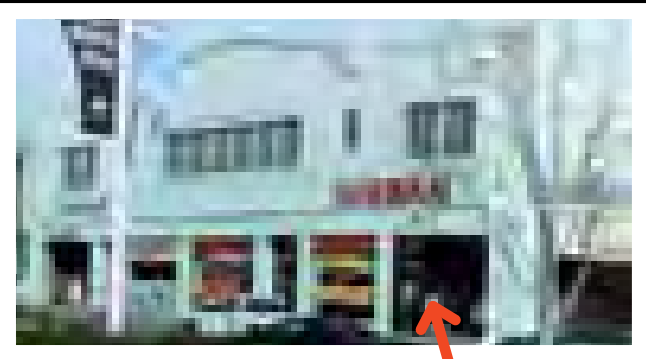
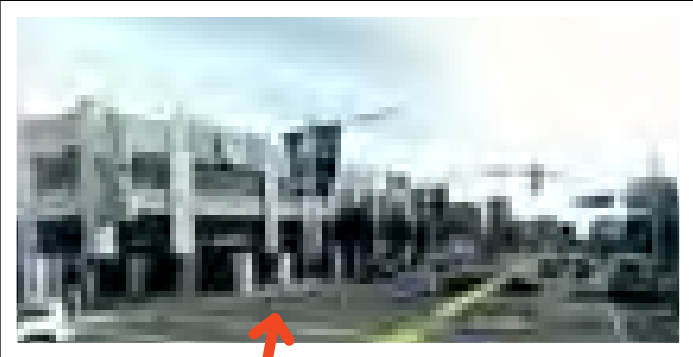
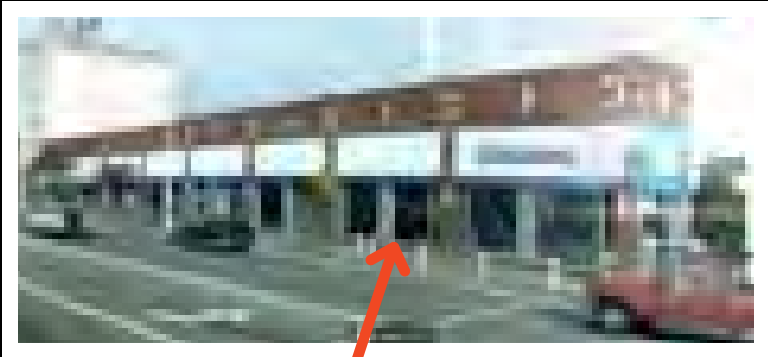
CITY OF OAKLAND CITYWIDE RETAIL STRATEGY PLAN

JRDV ARCHITECTS / CONLEY CONSULTING GROUP

EXISTING HISTORICAL RESOURCES

UPPER BROADWAY DESTINATION RETAIL STRATEGY

Examples of existing historically significant buildings on the east side of Upper Broadway.

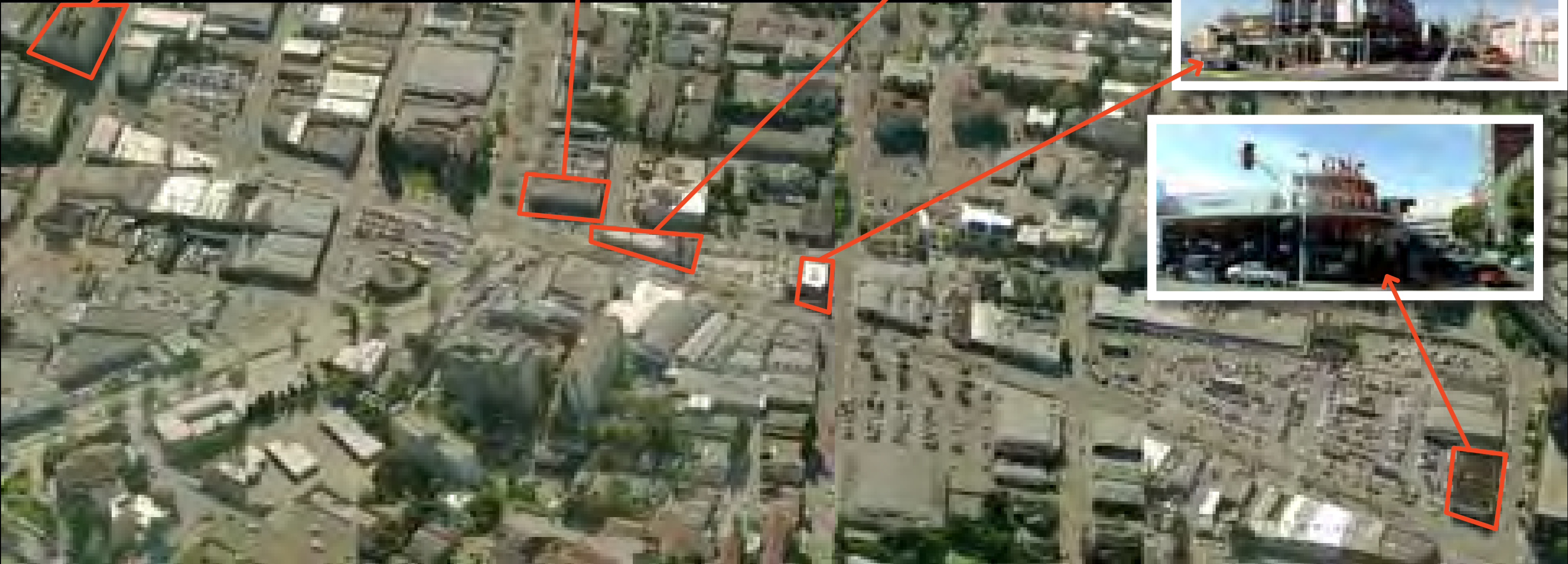
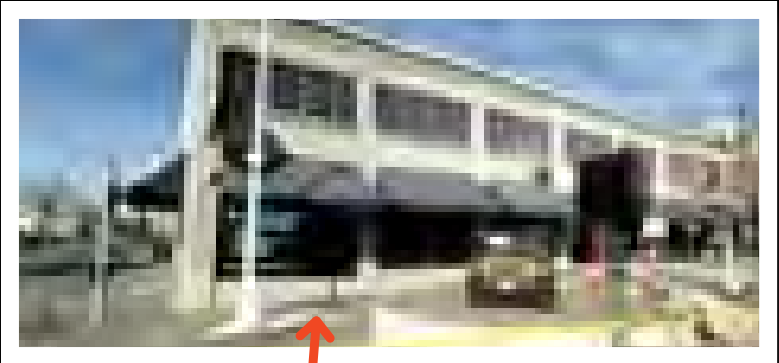
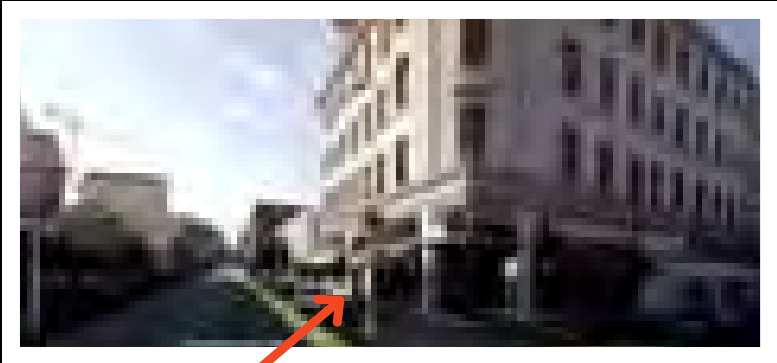


ARTICULATION

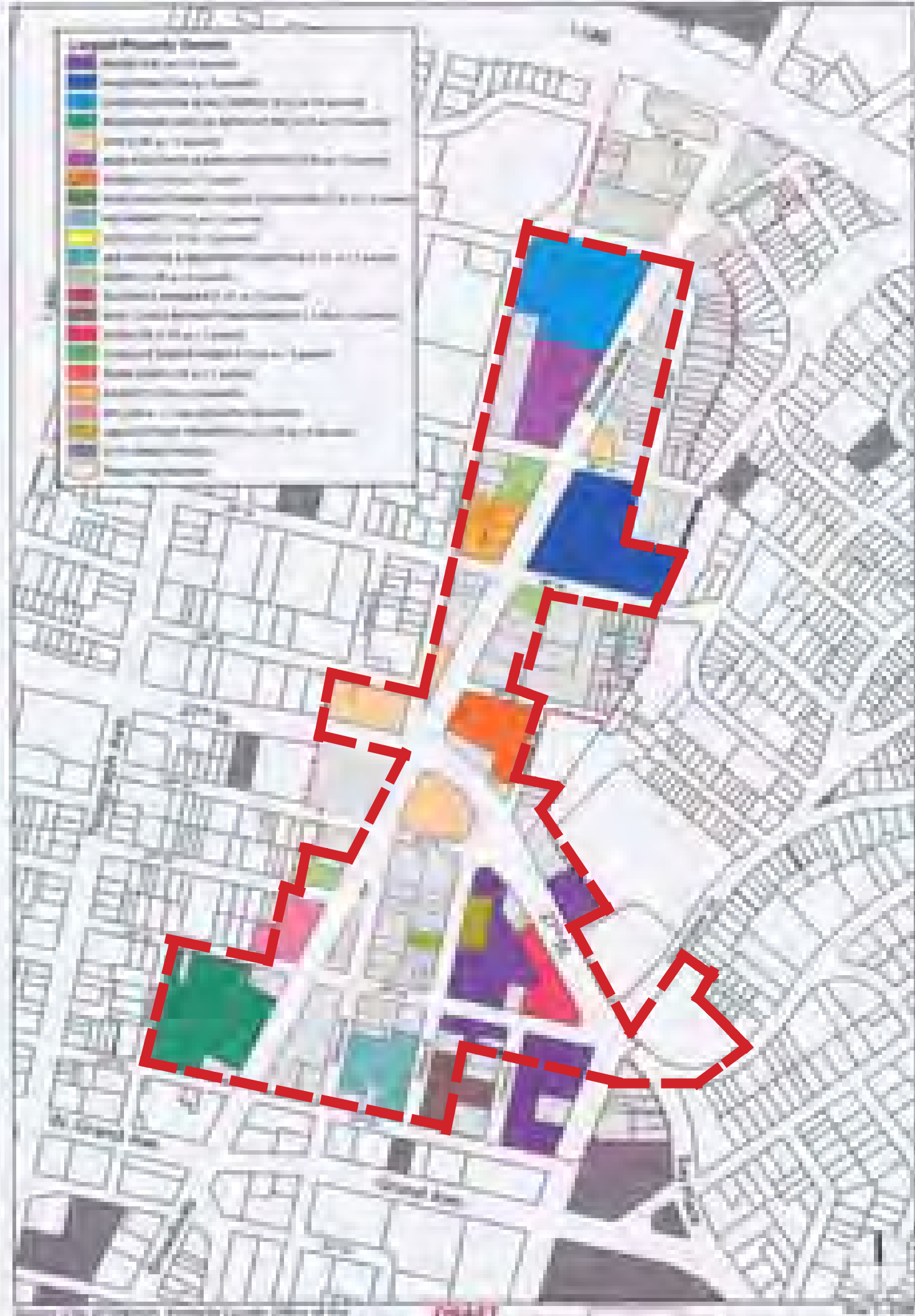
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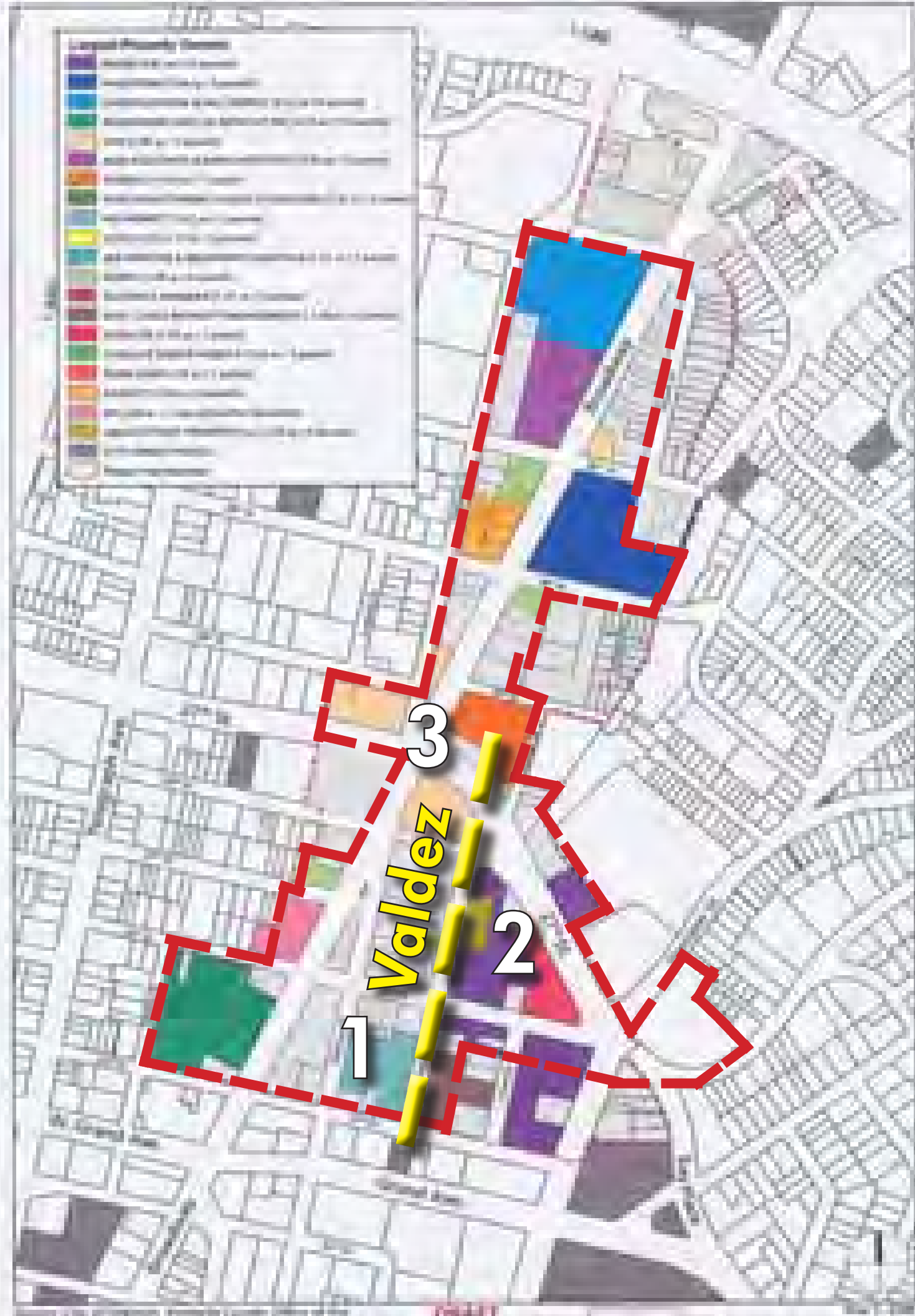
UPPER BROADWAY DESTINATION RETAIL STRATEGY

Examples of existing historically significant buildings on the west side of Upper Broadway.

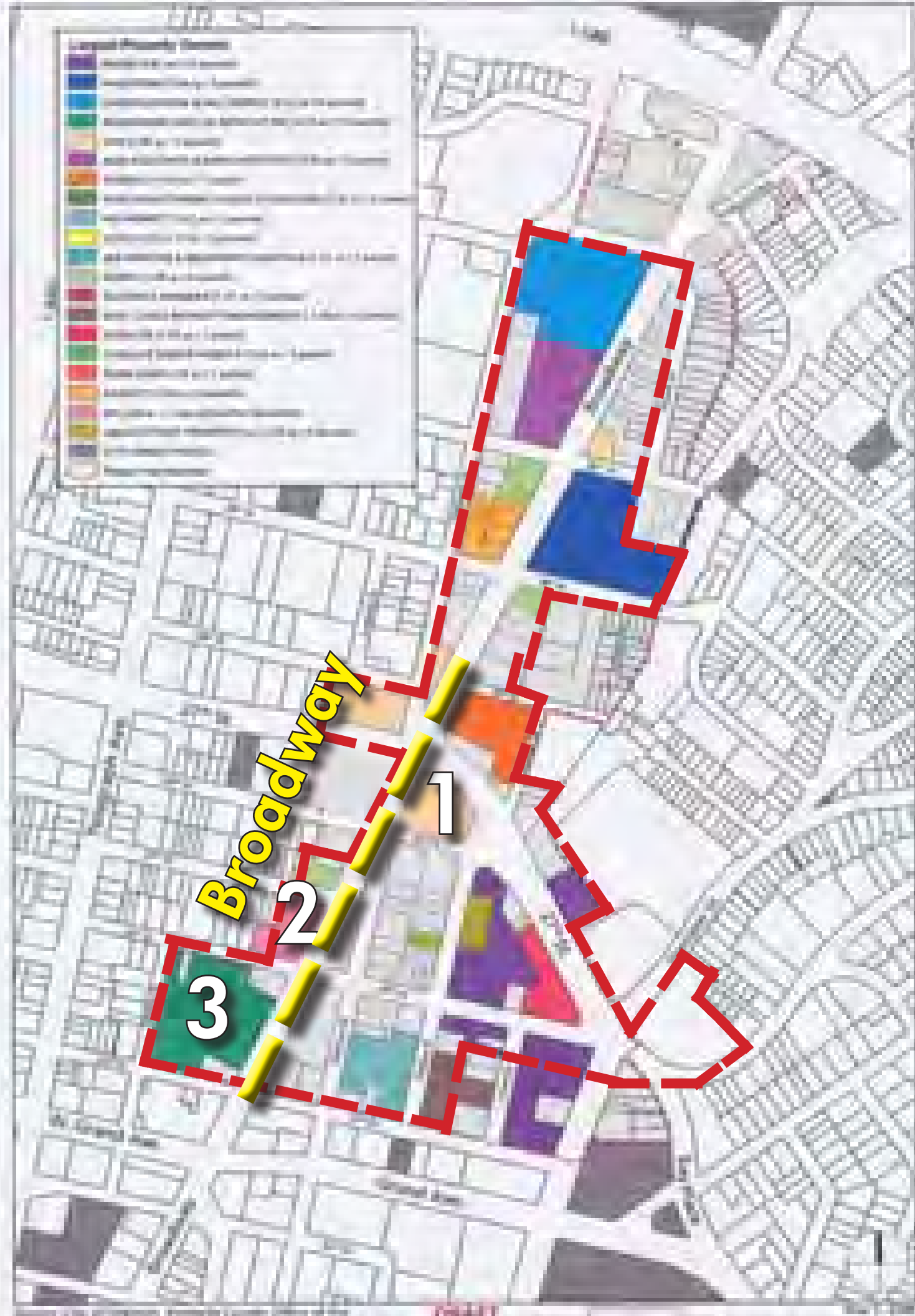


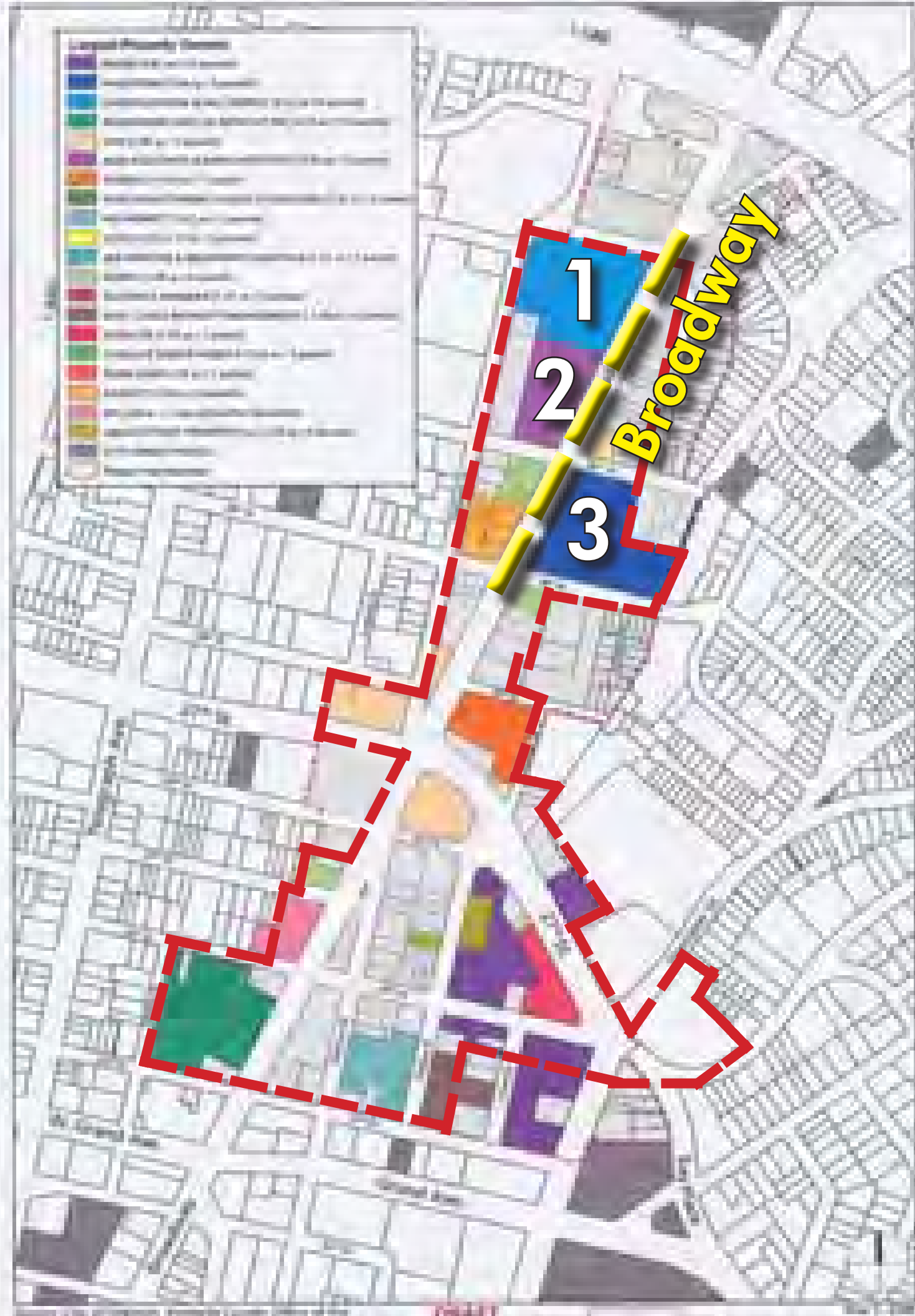
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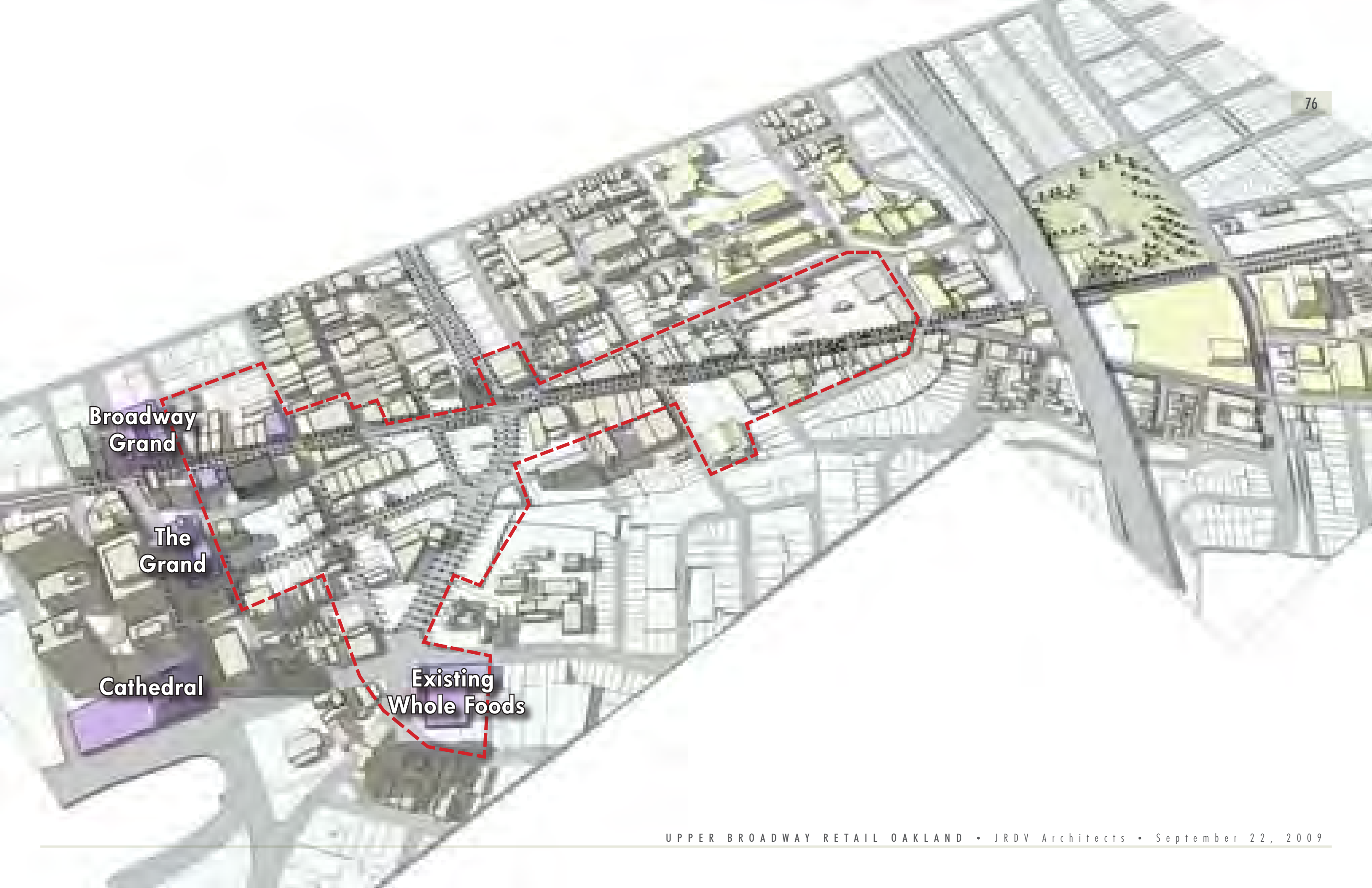








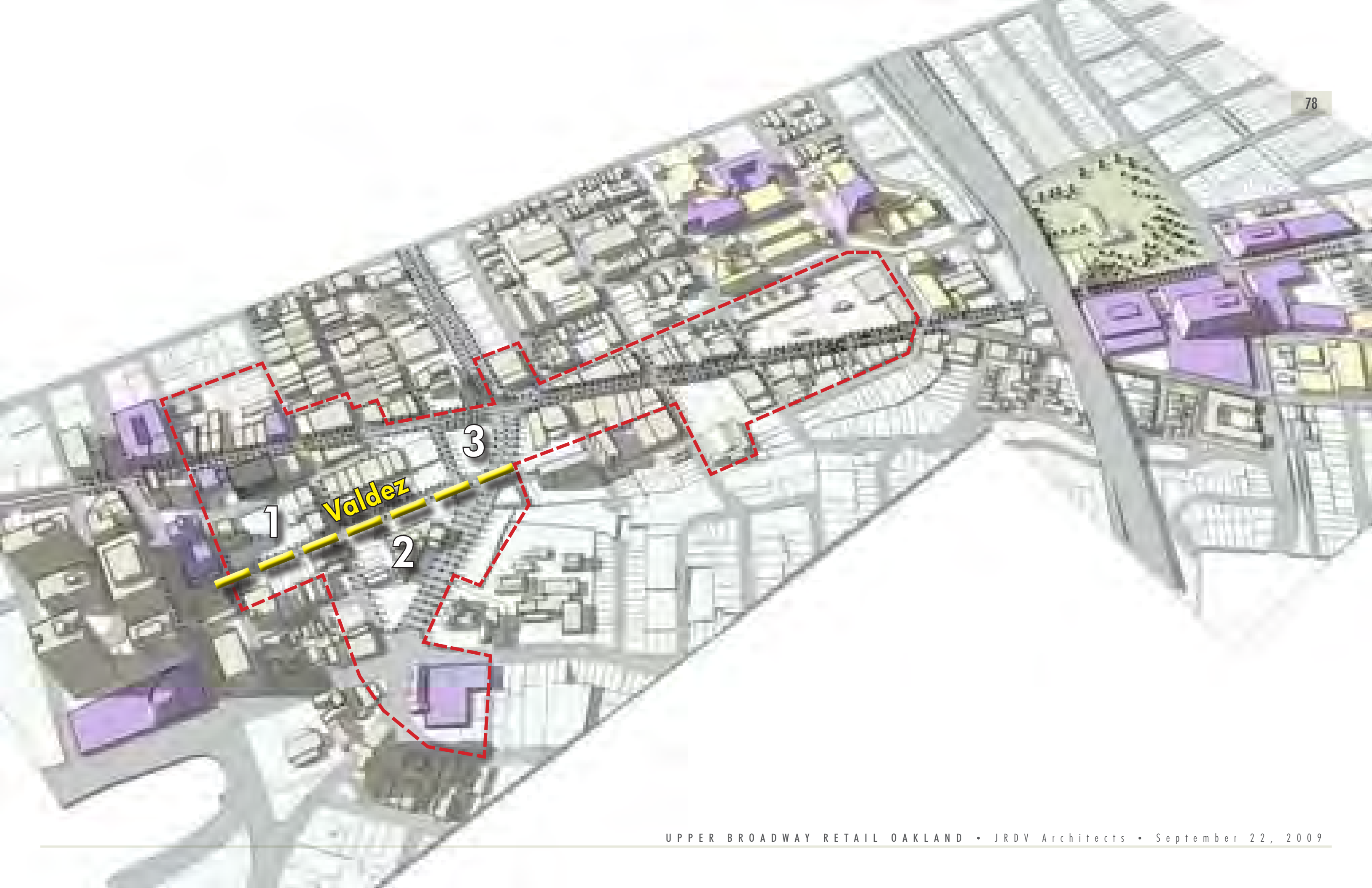


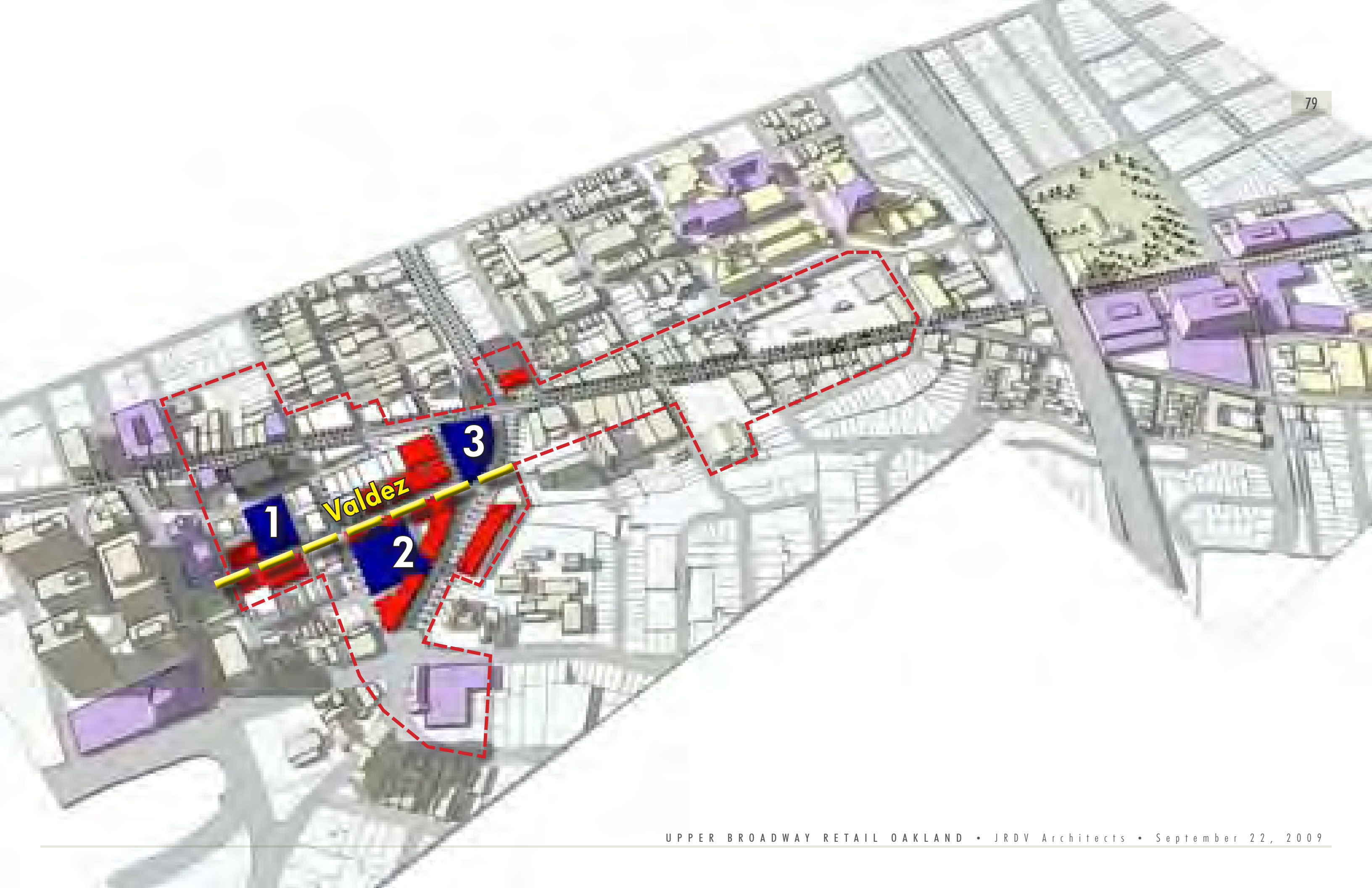


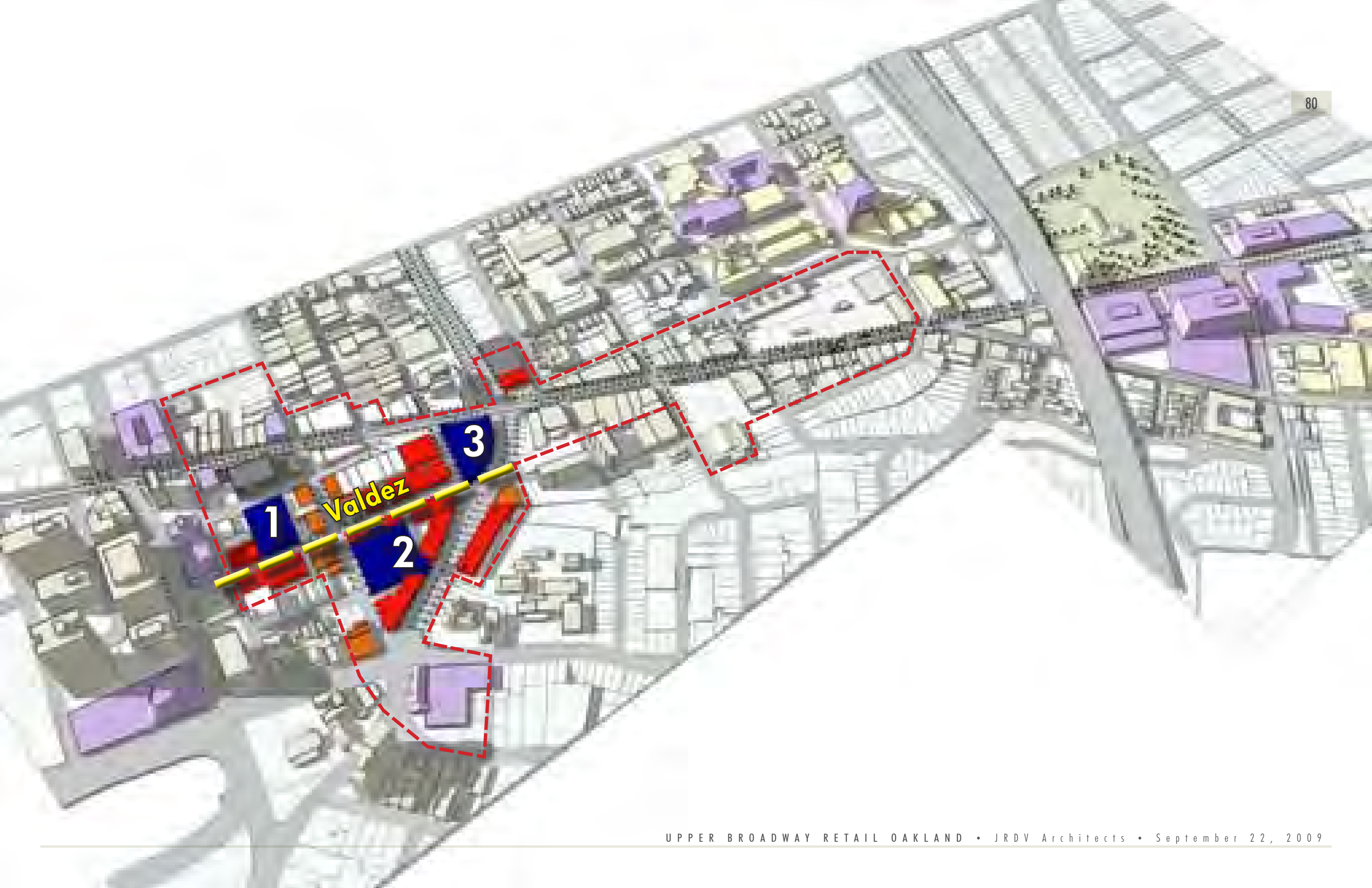


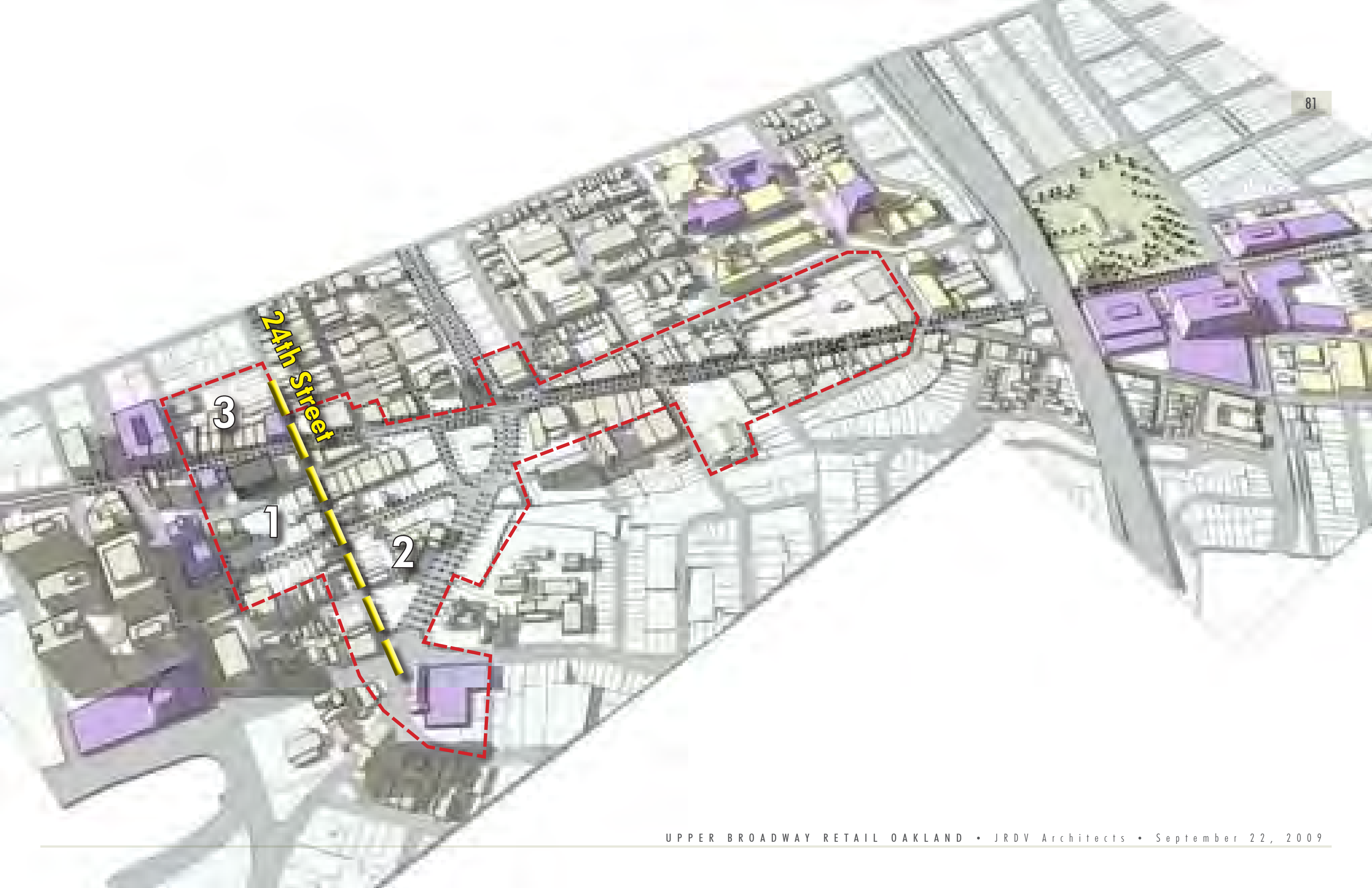
Summit
Expansion

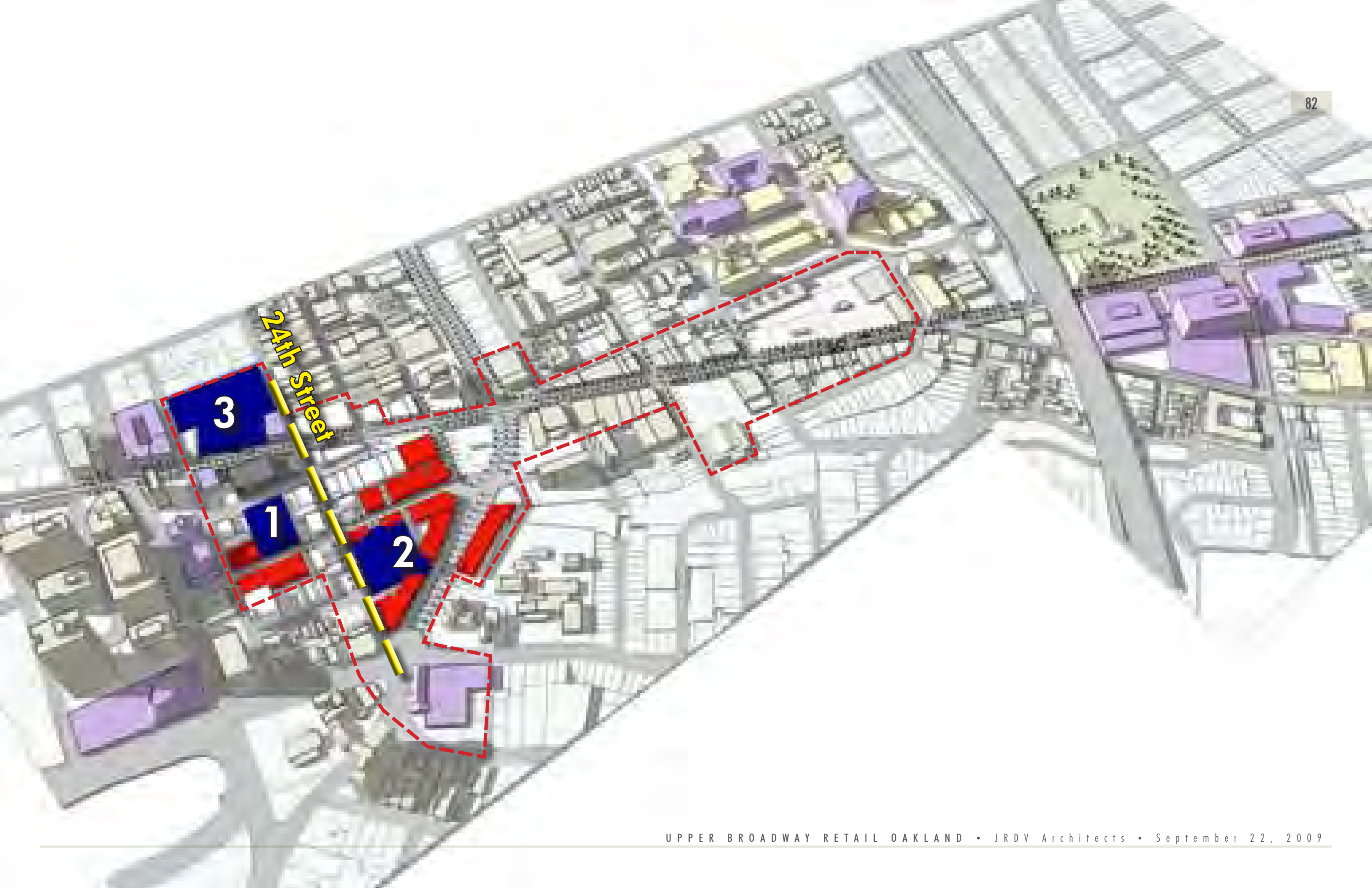
Kaiser
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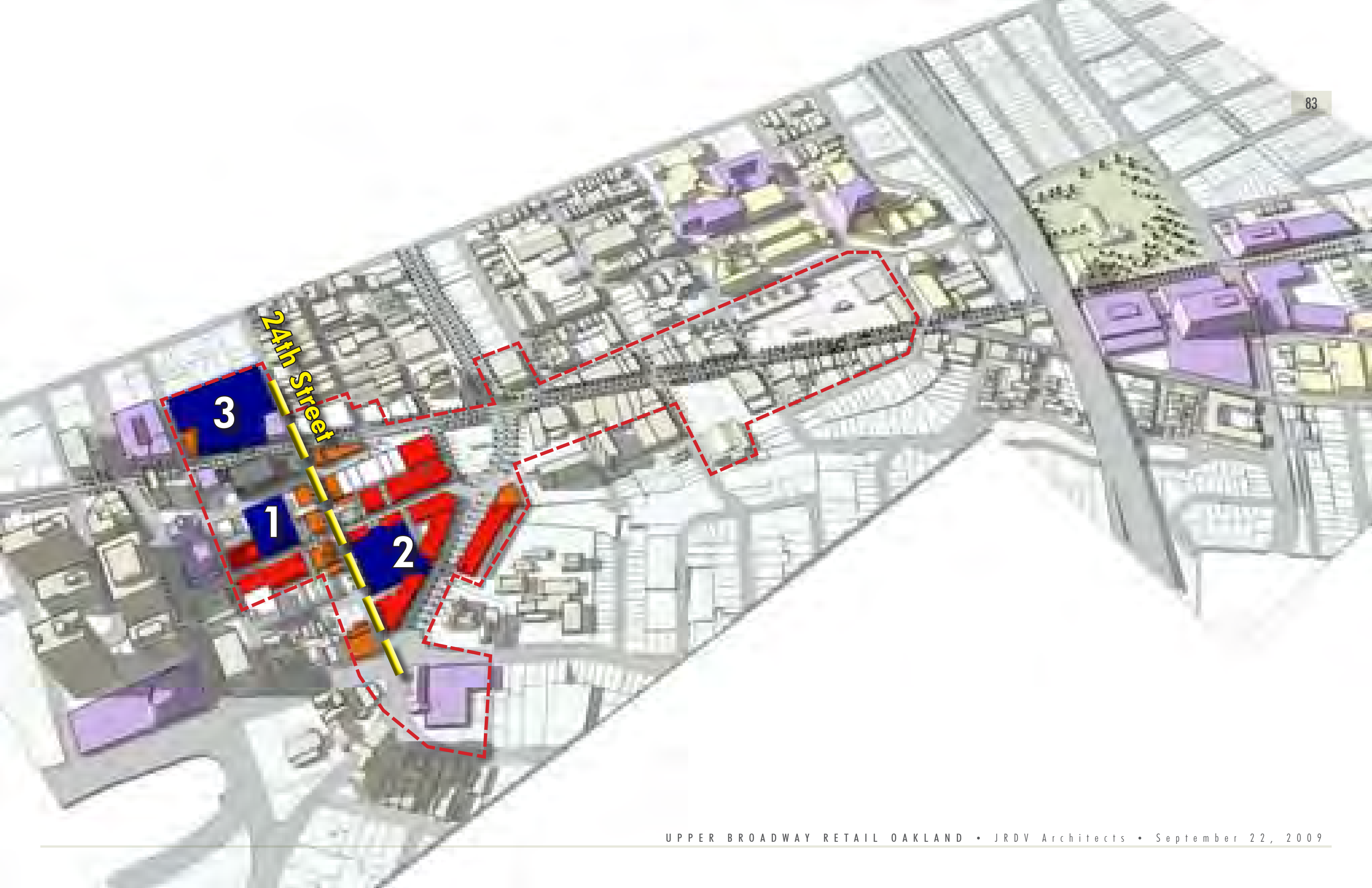


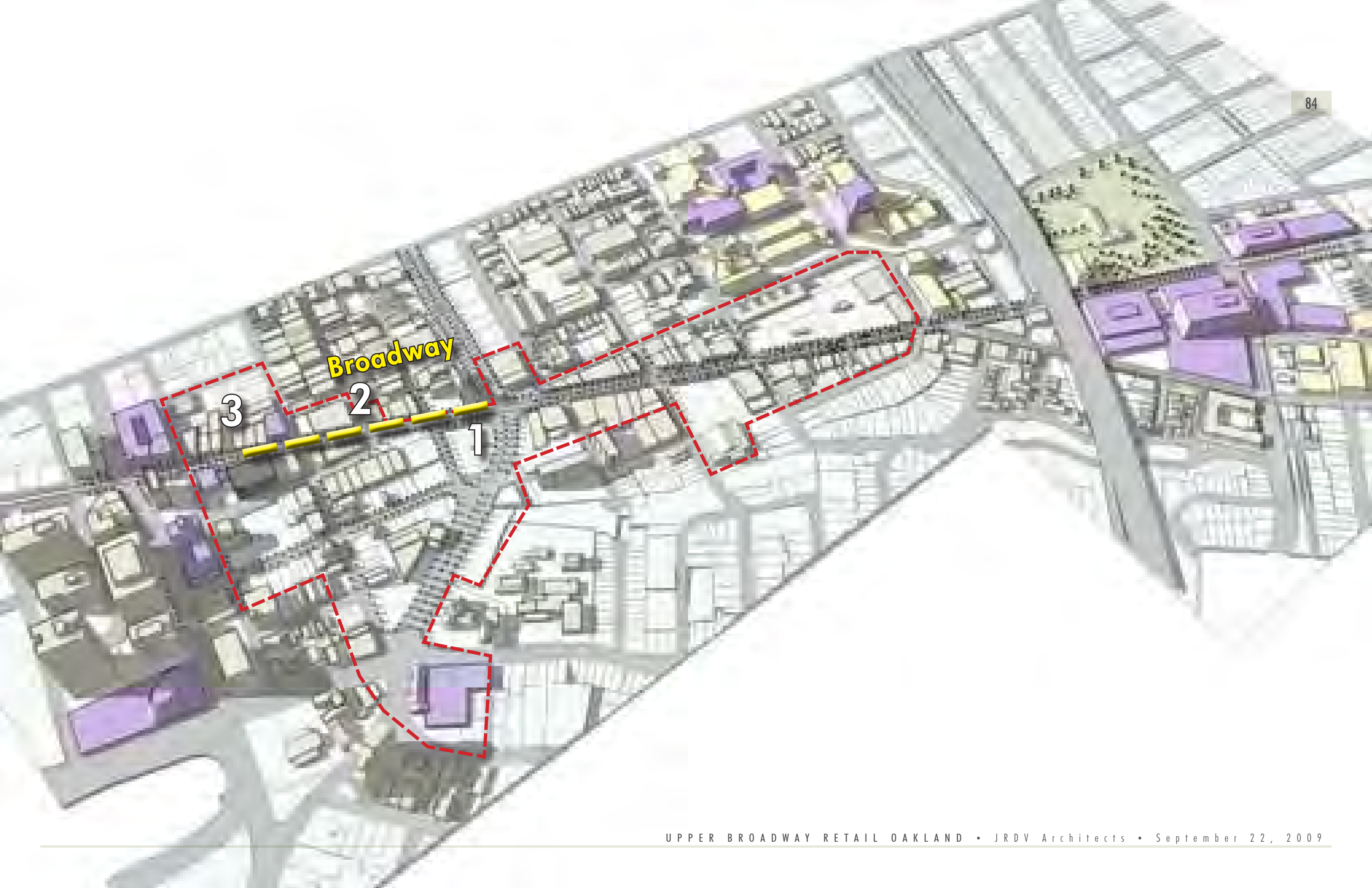


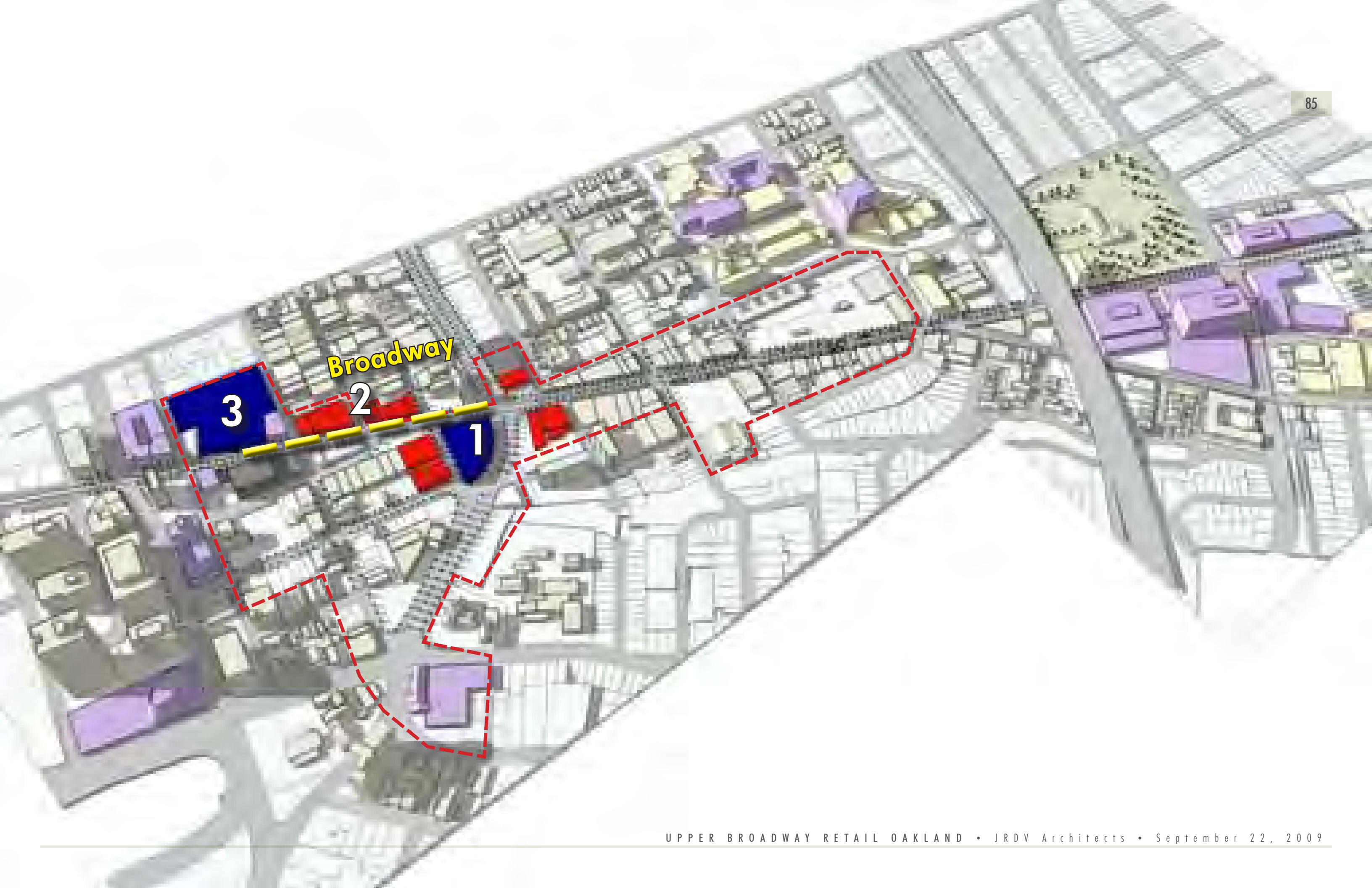


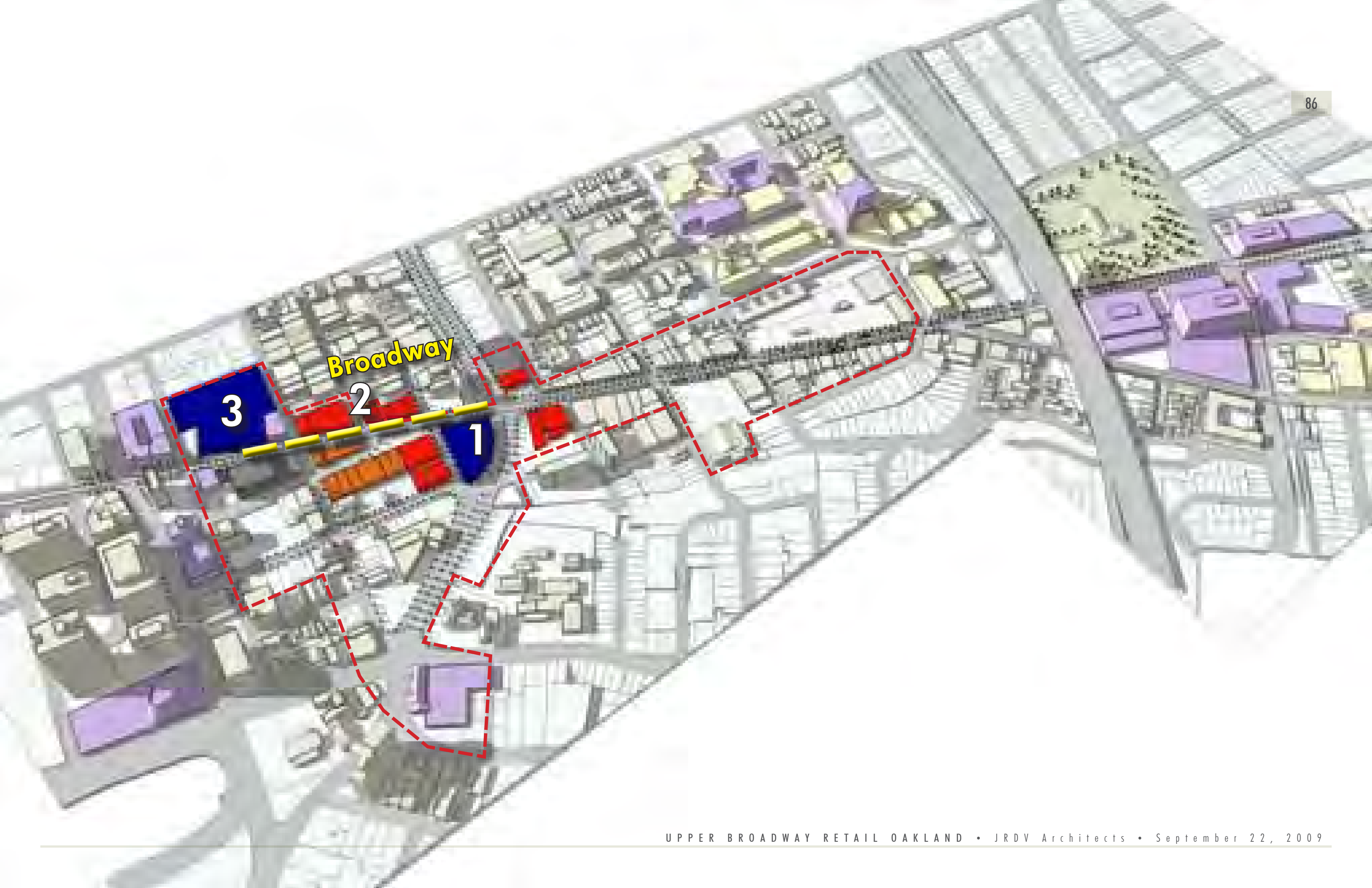


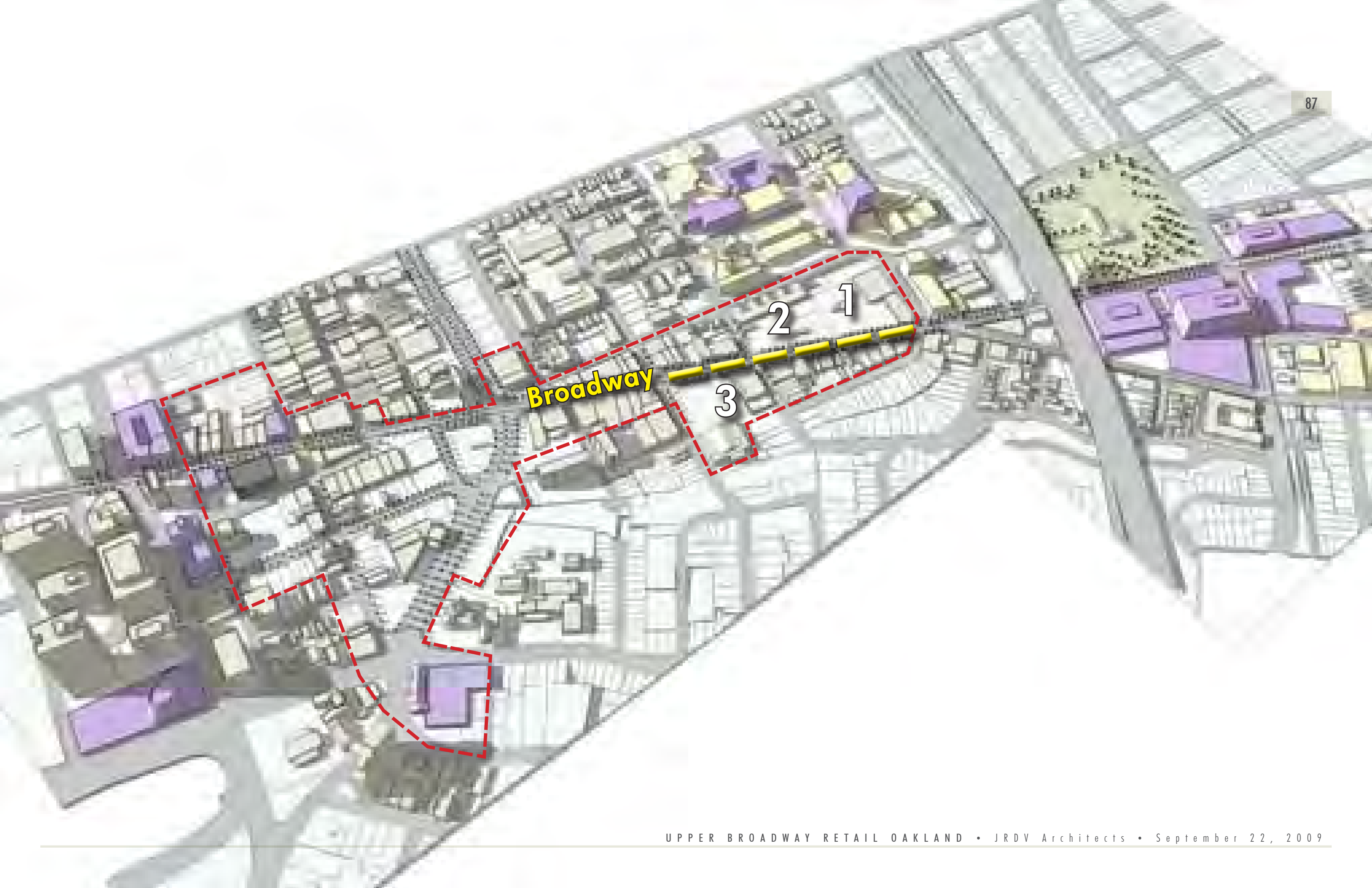








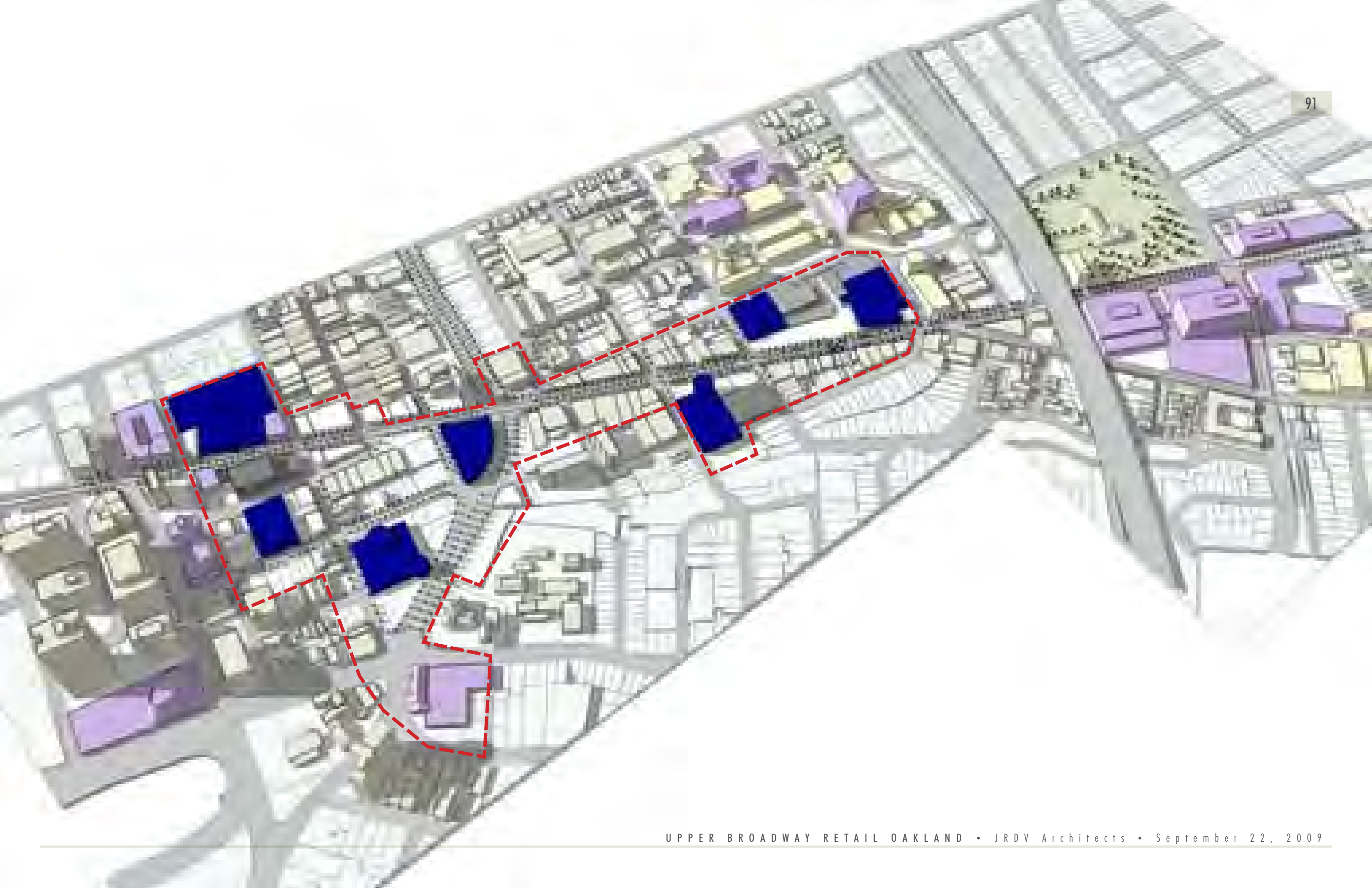










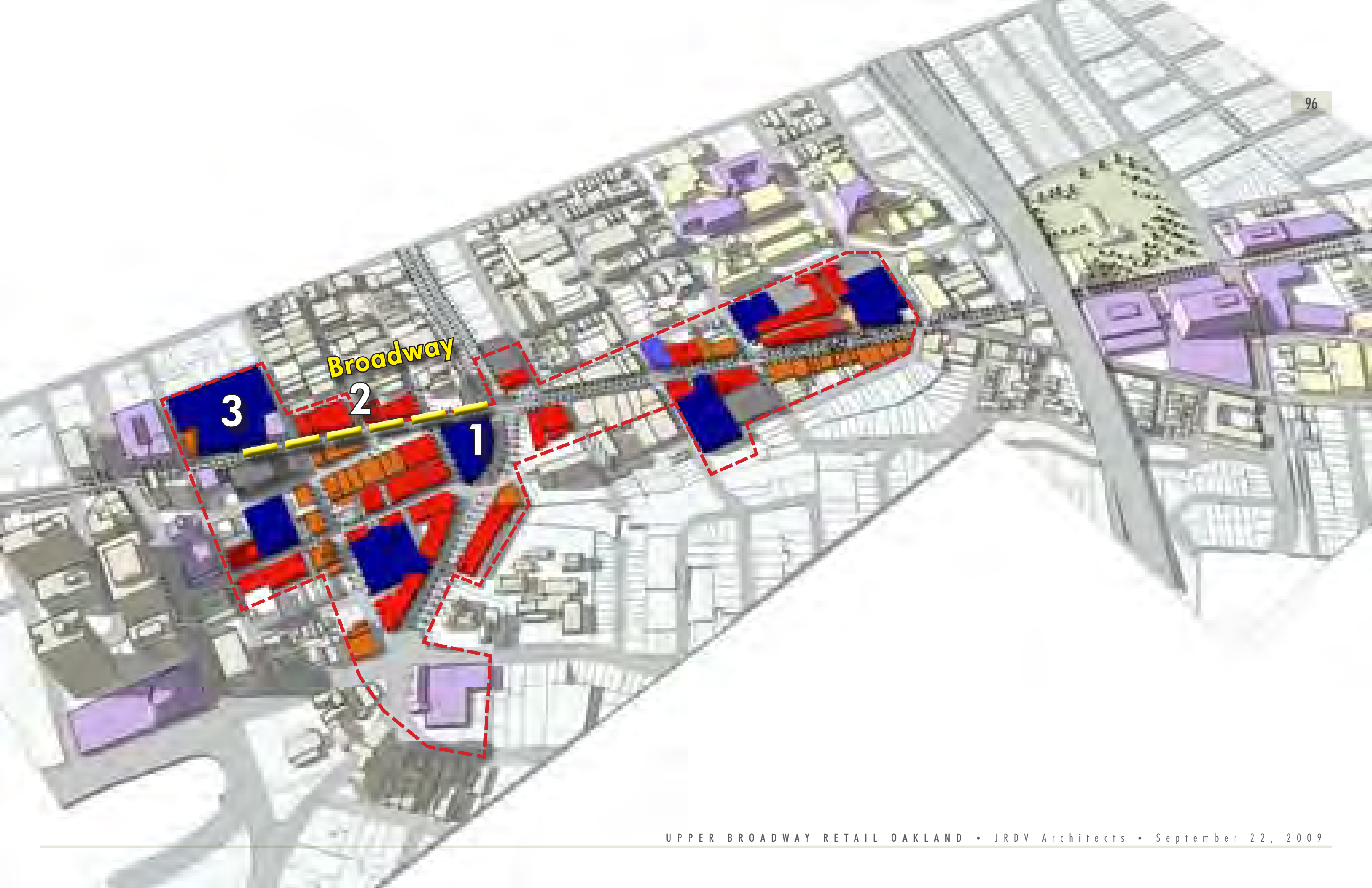




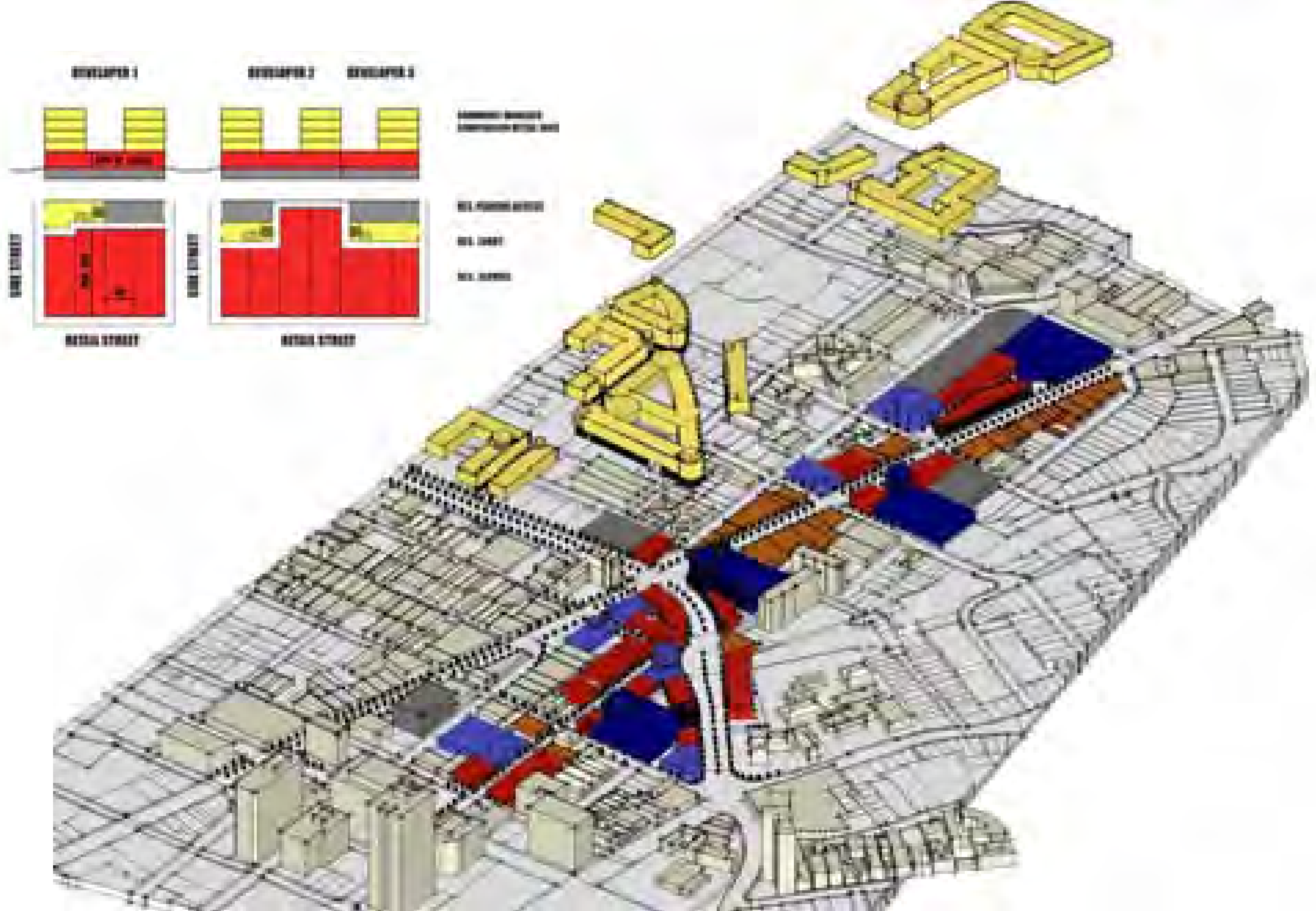












5. Requirements for Success

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9. Project needs to be part of a comprehensive retail strategy for downtown including Uptown.

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10. Project needs to re-affirm Broadway as "the spine" and "facade" knitting together downtown Neighborhoods