



BROADWAY VALDEZ SPECIFIC PLAN

Community Workshop
December 8, 2011

BROADWAY VALDEZ SPECIFIC PLAN



AGENDA

- **Welcome**
- **Presentation of Draft Plan Concept**
- ***Community Open House Exercise***
 1. *Land Use*
 2. *Community Design*
 3. *Circulation, Access, and Parking*
 4. *Implementation Strategies*
- **Group Questions and Comments**
- **Next Steps**
 - *Specific Plan and EIR*

BROADWAY VALDEZ SPECIFIC PLAN



PLAN PROGRESS

- **2008:** Broadway Overlay Zone adopted to promote retail uses
- **2009:** Community workshops and community stakeholder group meetings
 - *Vision and Goals – May 2009*
 - *Existing Conditions – July 2009*
 - *Project Alternatives – Jan 2010*
- **2010:** Specific Plan process delayed
- **2011:** Re-launched the public planning process
 - *April 28th and May 25th Community Workshops*
 - *July - October: Draft Plan Concept refinement, Stakeholder meetings*
 - *November: Completion of Draft Plan Concept*
 - *December 8th: Community Workshop – Presentation of Draft Plan Concept*

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PLAN BACKGROUND: RETAIL CONTEXT

- 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 jobs



BROADWAY VALDEZ SPECIFIC PLAN

PREVIOUS DRAFT PLAN CONCEPT

- Previous Plan alternatives were more dependent on greater Agency financial role
- New approach is more flexible and realistic, reflecting programmatic constraints:
 - Poor economic climate*
 - Retail industry in flux*
 - Redevelopment uncertainty*
 - Many different land owners / small parcel sizes*
 - Differential land prices between residential and retail*
 - Existing mixed-use zoning*

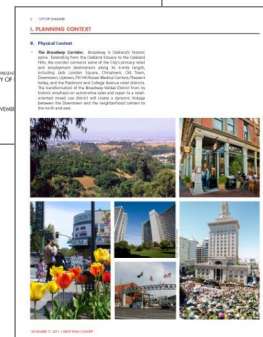
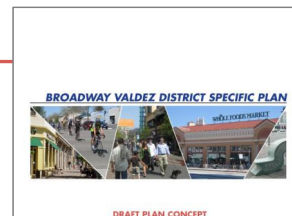


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PREVIOUS ALTERNATIVES

DRAFT PLAN CONCEPT

- Focus is on creating a destination retail district over the *long term*
- Reflects input from developers, retail industry experts, community members, property owners, and design professionals
- Identifies development program and opportunity sites, not building footprints
- Focuses on building the market and partnering with owners to overcome challenges to new development



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CURRENT DRAFT PLAN CONCEPT

- Plan Concept now based on strategic interventions, phasing, and building on existing assets
- More detailed recommendations will be developed as part of the Specific Plan preparation



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VISION AND GOALS

- **Vision Statement:** *A “complete” and “green” neighborhood, promoting socially and economically sustainable mixed use development to increase the local tax revenue, especially through destination retail stores*
- **Goals**
 - *Destination Retail*
 - *A “Complete” Neighborhood*
 - *Mixed-income Housing*
 - *An Authentic Oakland Place*
 - *A Walkable District*
 - *Transit-Oriented*
 - *Complete Streets*
 - *Managed Parking*
 - *Public Space*
 - *Leveraging Existing Assets*
 - *Sustainable Development*

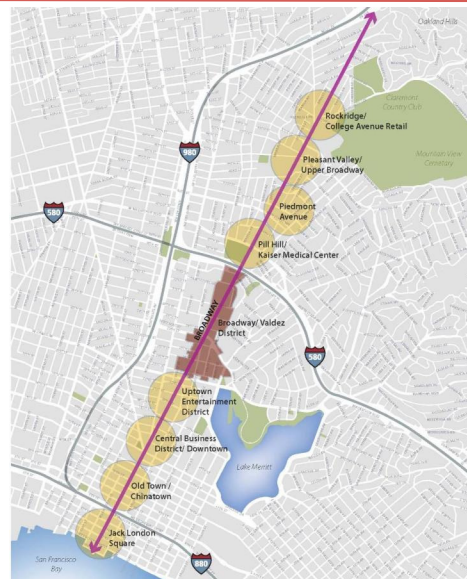
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PLANNING CONTEXT – “HILLS TO WATER”

- Broadway—the city’s historic spine—connects key retail and employment destinations:
 - *Jack London Square*
 - *Chinatown*
 - *Old Town*
 - *Downtown*
 - *Uptown*
 - *Kaiser Medical Center*
 - *Pleasant Valley Shopping Center*
 - *Piedmont and College Avenue retail districts*



SURROUNDING LAND USE

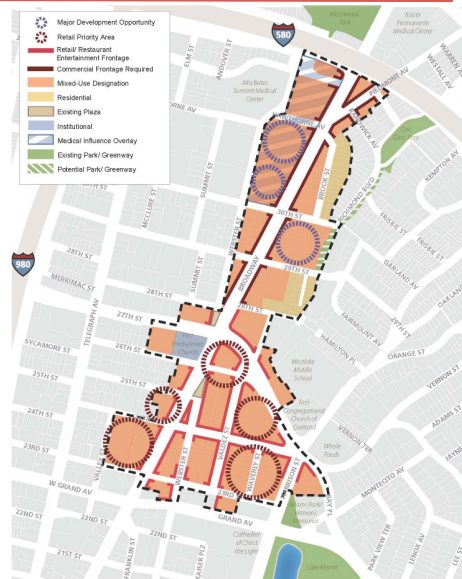
- Well-established residential neighborhoods to east and west
- Medical Centers to the north bring thousands of employees and visitors to the area daily
- Vibrant mixed-use areas in Uptown and Art Murmur/ 25th St. Garage District attract visitors
- Central Business District and Lake Merritt provide daily activity near district
- Limited retail competition in project vicinity



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OVERALL LAND USE CONCEPT

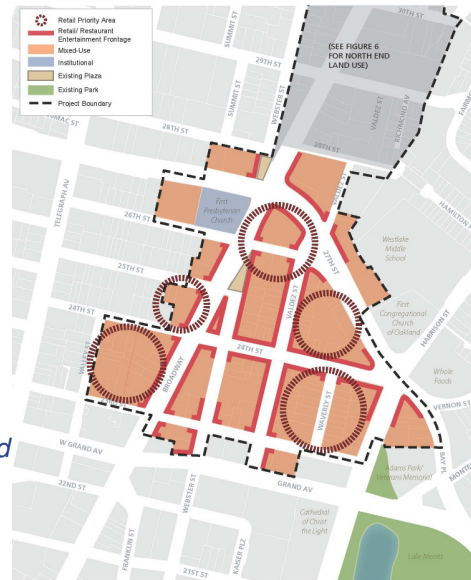
- Valdez Triangle – “*Destination Retail*”
- North End – “*Mixed Use Boulevard*”
- Active ground-floor uses:
 - Valdez Triangle: Retail frontage required*
 - North End: Commercial frontage required*
- Development Program
 - 800,000-1.4 million s.f. retail
 - 500,000 - 900,000 s.f. office
 - 900 -1,800 housing units



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VALDEZ TRIANGLE LAND USE CONCEPT

- All areas
 - *Ground-floor retail / restaurant/entertainment uses required*
- 5 Retail Priority Areas
 - *Reserves sites for major retail*
 - *Minimum floorplate requirements coupled with incentives*
- Other areas
 - *More diverse mix of uses and sizes allowed*
 - *Upper floor residential encouraged*



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VALDEZ TRIANGLE RETAIL CONCEPT

- Critical mass of comparison goods shopping
- “Authentic Oakland” place
- Mix of local- and national-retailers
- Ground-floor retail designed to activate the street
- Retail has priority over residential in the Triangle
- Complementary mix of uses to animate area around the clock
- Focuses on “pedestrian-oriented shopping streets”



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TYPES OF RETAIL – “A MIX”

	Examples	
Large Format Anchors	80,000 to 200,000 s.f.	Target, Kohl's, Lowe's, Best Buy
Dept. Store Anchors	50,000 to 150,000 s.f.	Macy's, Nordstrom, JC Penny, Saks Fifth Avenue, Sears
Mini-Anchors	10,000 to 50,000 s.f.	Crate and Barrel, Old Navy, Pottery Barn, Restoration Hardware, West Elm, REI
Other National Retail Stores	Up to 10,000 s.f.	Nine West, The Gap, J Crew, Sur La Table
Local Oakland Stores	Up to 10,000 s.f.	Bay Area Bikes, Entrez Open House, Oaklandish, Tip Top Bikes, Urban Indigo, Paws and Claws, Juniper Tree Fashion

VALDEZ TRIANGLE RETAIL CHALLENGES

Biggest Obstacles to Retail	
<ul style="list-style-type: none"> ▪Differential land prices between residential and retail ▪Existing mixed-use zoning 	
Traditional Redevelopment	Issue
City acquires and assembles properties and writes down land value	May not be possible because Redevelopment may be eliminated or be financially constrained
Other Options	Issues
Rezone these areas to retail only	Political challenges
Allow certain amount of housing <u>only</u> if a certain minimum floorplate/sf. of retail development is proposed	<ul style="list-style-type: none"> ▪Allowing residential may keep land values too high for developers to make retail development “pencil” ▪If housing is allowed in Retail Priority Areas, developers may not prioritize retail ▪Including a housing bonus may not be enough of an incentive for major retail

VALDEZ TRIANGLE RETAIL INCENTIVES

- Possible Incentives:
 - *Streetscape and Public Realm Improvements*
 - *Leverage City-owned property with existing housing entitlements*
 - *City investment in parking triggered by first major retail proposal*
 - *Potential financial assistance from City*
 - *City assistance in finding receiving area for any relocated historic buildings*



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NORTH END LAND USE CONCEPT

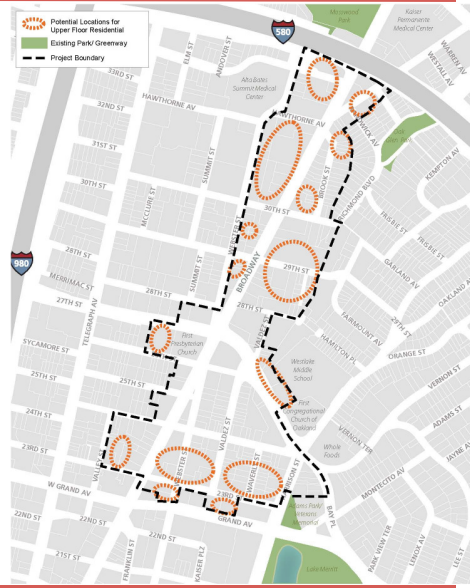
- 3 Major Development Opportunity Areas identified
- Medical-related opportunity areas between Webster and Broadway north of 30th
- Mixed-use designation:
 - *Active, ground-floor commercial uses required along Broadway & Piedmont*
 - *Upper floor housing or office uses encouraged*
 - *Residential and non-commercial frontage allowed on streets other than Broadway*



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LAND USE – OVERALL HOUSING STRATEGY

- Housing is crucial to creating a successful mixed-use district
- At least 900 -1,800 housing units
- Menu of incentives to promote affordable/workforce housing
- Diversity of housing to meet community needs
- Primarily as upper floor use



BROADWAY VALDEZ SPECIFIC PLAN

OVERALL COMMUNITY DESIGN FRAMEWORK

- Key gateways highlighted through building design and public realm improvements
- Enhanced streetscapes and pedestrian environment
- New and improved plazas and open space areas for public gathering
- Appropriately scaled buildings that define and activate the public realm
- Permeable blocks and pedestrian connections



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VALDEZ TRIANGLE COMMUNITY DESIGN

- Broadway, 27th, Harrison, and Grand Ave. designed as primary access “boulevards”
- Valdez, Webster, 24th and 25th designed as secondary access/ “pedestrian-oriented shopping streets”
- Streetscape/public plaza enhancements to emphasize gateways
- Enhanced pedestrian connections to Lake Merritt/ Downtown



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NORTH END COMMUNITY DESIGN FRAMEWORK

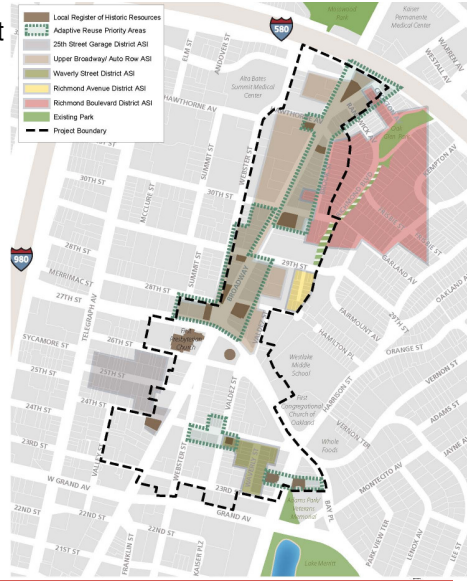
- Streetscape improvements to Broadway and cross-streets to enhance pedestrian environment
- Intersection improvements to highlight key gateways
- Enhancements to freeway underpasses to improve pedestrian environment
- Public space features to provide identity & public life
- A new linear park/greenway along Glen Echo Creek



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COMMUNITY DESIGN- HISTORIC RESOURCES

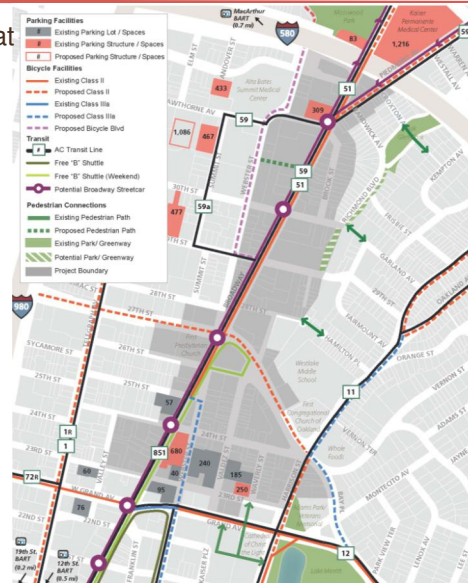
- Retain key existing buildings that contribute to character
- Support rehabilitation and reuse through incentives:
 - Improvement programs*
 - Tax credits*
 - Lower parking requirements*
- Identify “Adaptive Reuse Priority Areas”
- Explore potential building relocation program and sites
- Flexibility in building standards for historic structures



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CIRCULATION, ACCESS & PARKING

- Balanced circulation system that will connect and support future development
- “Complete” streets with safety and convenience for all users
- Expanded transit:
 - Free “B” Extension*
 - Streetcar study*
 - Improved bus stops*
- New and enhanced pedestrian and bicycle facilities
- Enhanced existing wayfinding signage and marketing of area

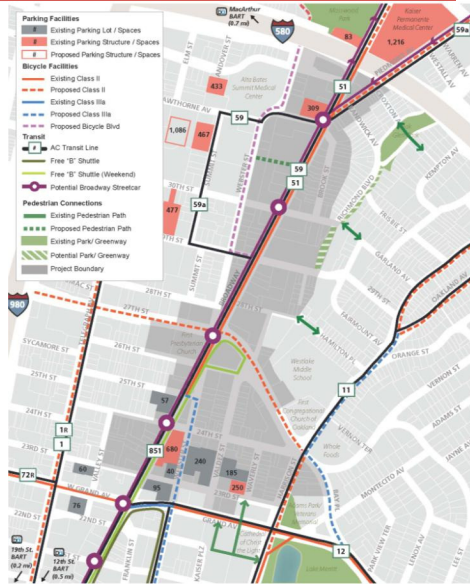


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CIRCULATION, ACCESS & PARKING

- Street design focused on creation of “pedestrian-oriented retail district” in Valdez Triangle
- Webster Street designated as a shared right-of-way (for use by both bikes and cars)
- Utilize existing parking supply in the area before adding more
- North-south pedestrian greenway along Glen Echo Creek
- Mid-block pedestrian path between Broadway & Webster

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PARKING STRATEGY

- A “Park Once” approach
- Manage parking to encourage sharing and consider dynamic pricing
- Create Parking Benefit District
- Optimize use of existing parking resources
- Transition over time to low overall parking ratios that support alternative modes over time
- Structures rather than surface
- Design guidelines to ensure consistency with public realm

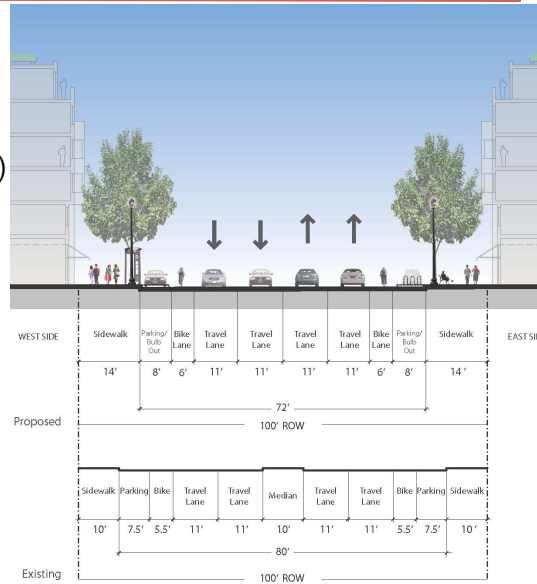
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STREET DESIGN IMPROVEMENTS

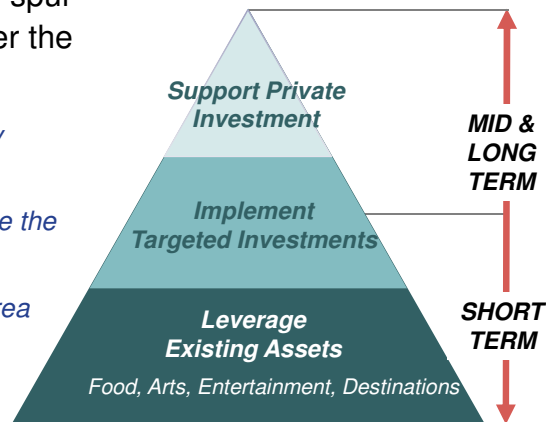
- Wider sidewalks with pedestrian amenities
- Safer pedestrian crossings (e.g., bulb-outs)
- Consistent street lighting
- Street trees
- Transit shelters
- Bike lanes and signage
- On-street parking areas
- “Green Street” improvements

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IMPLEMENTATION FRAMEWORK

- “Phased” Approach
- “Set the table” now to spur new development over the long term
 - *Build on what is already working in the area*
 - *“Fill-in” the gaps/activate the “dead-spots”*
 - *Focus on making the area safe, fun, and active*
 - *Enhance connectivity*



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IMPLEMENTATION : SHORT-TERM STRATEGIES

- Promote more “people attractors” to area (e.g. restaurants, bars, retail, entertainment uses, art events)
- Improve the character of the public realm on key streets
- Identify opportunities for public spaces that will anchor new development
- Design for greater public safety
- Improve transit access to area
- Support re-investment by existing landowners & businesses



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IMPLEMENTATION : SHORT-TERM STRATEGY TOOLS

- Public Space improvements
- Extending Community Benefit District (CBD) boundary or creating new CBD
- Parking Benefit District
- “Pop-up”/Temporary Events and Storefronts
- Facade/ Tenant Improvements Programs
- Public art installations
- Arts & Entertainment District overlay
- Free “B” Extension
- Greater flexibility in regulations to encourage Historic Building reuse



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IMPLEMENTATION: MID- & LONG-TERM

- Pedestrian, Bicycle, and Transit Facilities (i.e. bike lanes, crosswalks)
- Streetscape Improvements (i.e. trees, benches, lighting)
- Create Parking Benefit District to help maintain and finance current and future parking facilities
- Continue study of Broadway Streetcar
- Pursue “Mini Auto Row Strategy”
- Encourage formation of a “restaurant row” in former auto garages on east side of Broadway



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IMPLEMENTATION TOOL: SPECIFIC PLAN

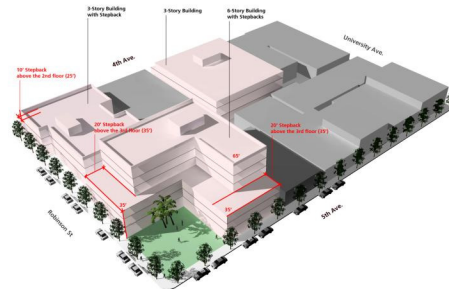
- Draft Plan Concept translated into policies and regulations
- Establish a clearly articulated vision and character for the area
- Establish zoning and land use regulations
- Create guidelines and standards tailored to proposed uses
- Coordinate and integrate area-wide elements (e.g., infrastructure, circulation, services, etc.)
- Streamline entitlements process for future development



BROADWAY VALDEZ SPECIFIC PLAN

THE SPECIFIC PLAN

- Development Guidelines:
 - *Building type*
 - *Height*
 - *Location*
 - *Relation to Street (i.e. "Frontage Type")*
 - *Open space/ streetscape design*
- Allowed Land Use (ground floor/ upper floor)
- Parking Requirements



NEXT STEPS

- Summarize input from Community Meeting
 - *Comments on the Draft Plan Concept are due to the City by **Monday, January 9, 2012***
- Begin work on Draft Specific Plan and Draft EIR
 - *Environmental Impact Report (EIR) Scoping Meeting – Planning Commission Spring 2012*
 - *CSG meetings: June, August, 2012*
 - *Community Workshops to Present Draft Specific Plan and Draft Environmental Impact Report (EIR): Winter 2012*

CONTACT US

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