

# BROADWAY VALDEZ DISTRICT SPECIFIC PLAN

Zoning Update Committee (ZUC)  
December 11, 2013



# TODAY'S PRESENTATION

- *General Plan Amendments*
- *Planning Code Amendments*
- *Next Steps and Schedule*



CITY OF OAKLAND

BROADWAY VALDEZ DISTRICT SPECIFIC PLAN



# OVERALL LAND USE CONCEPT

## Overall Broadway Valdez District:

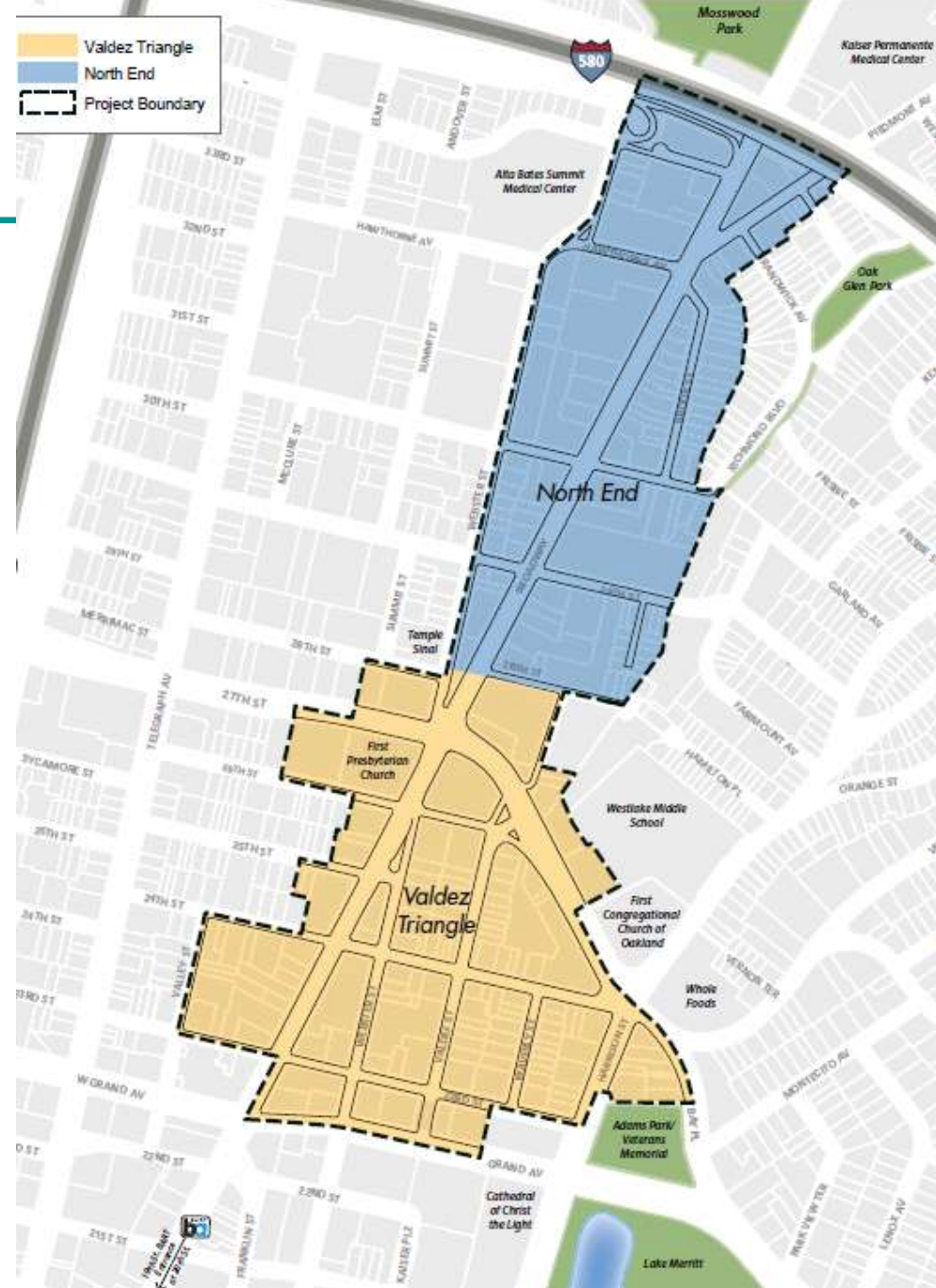
- 95.5 acres (35.1 acres right-of ways + 60.4 acres developable land)

## Plan Subareas:

- North End - "*Mixed Use Boulevard*"
- Valdez Triangle - "*Destination Retail*"

## Development Program:

- 1.1 million sq. ft. retail
- 700,000 sq. ft. office
- 1,800 housing units

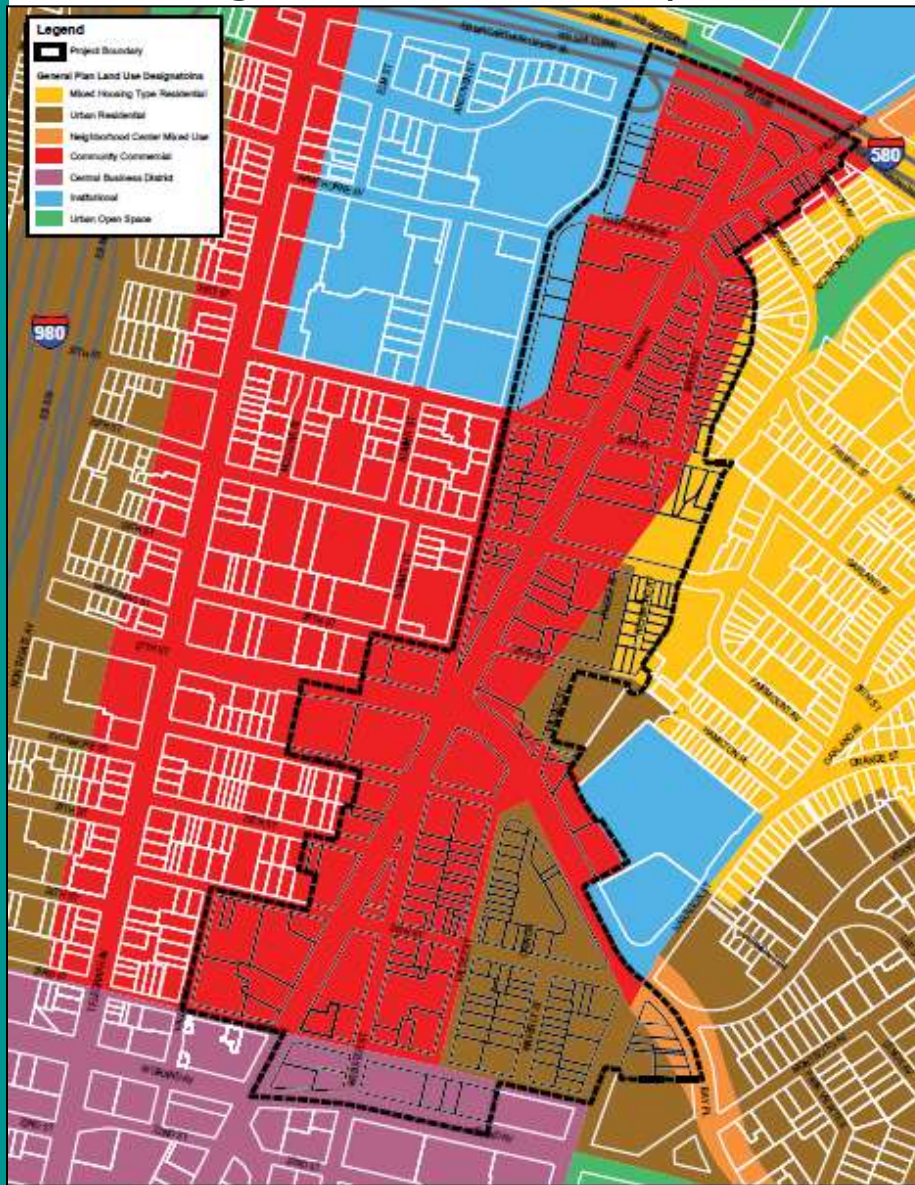


BROADWAY VALDEZ DISTRICT SPECIFIC PLAN

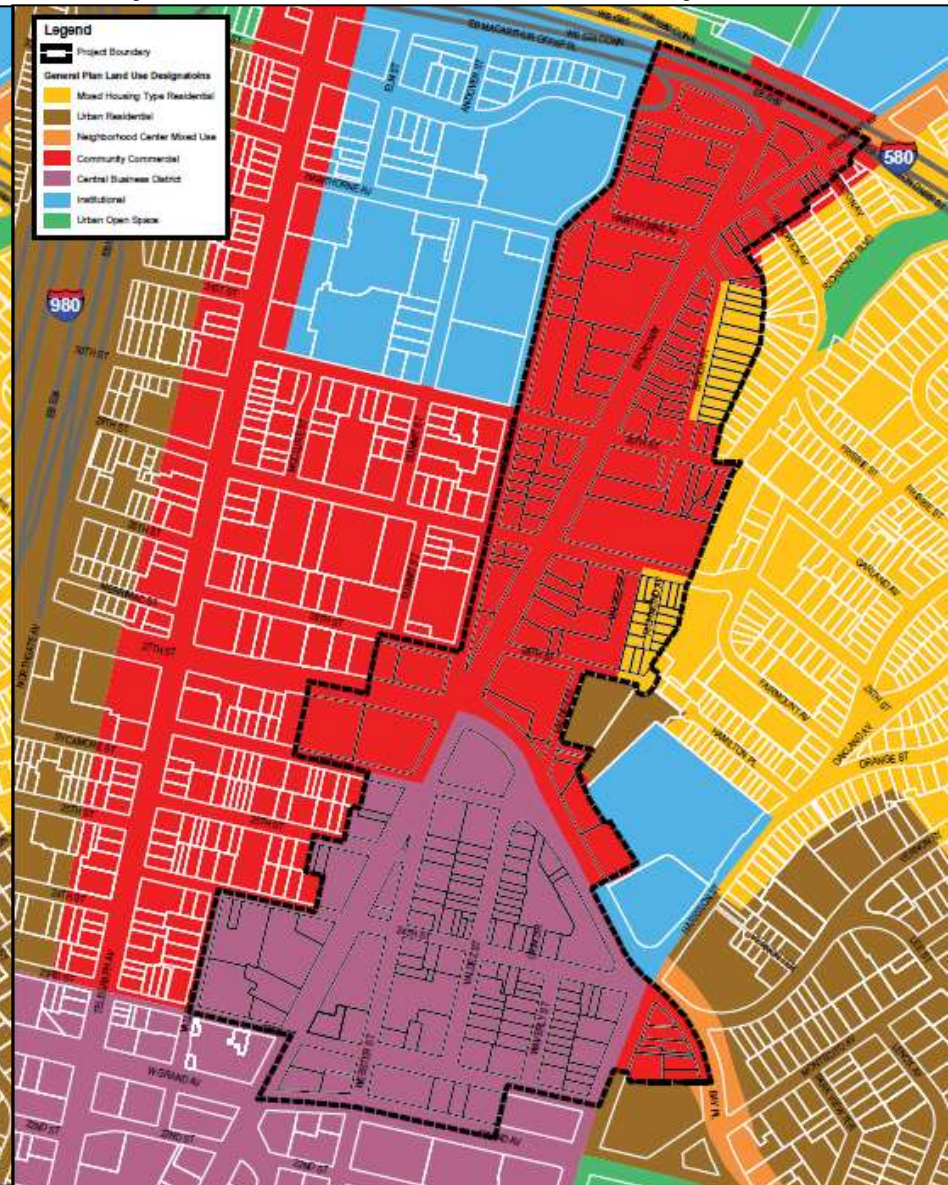


# IMPLEMENTATION: REGULATORY FRAMEWORK

Existing General Plan Map



Proposed General Plan Map





# IMPLEMENTATION: REGULATORY AND POLICY FRAMEWORK

## Oakland General Plan

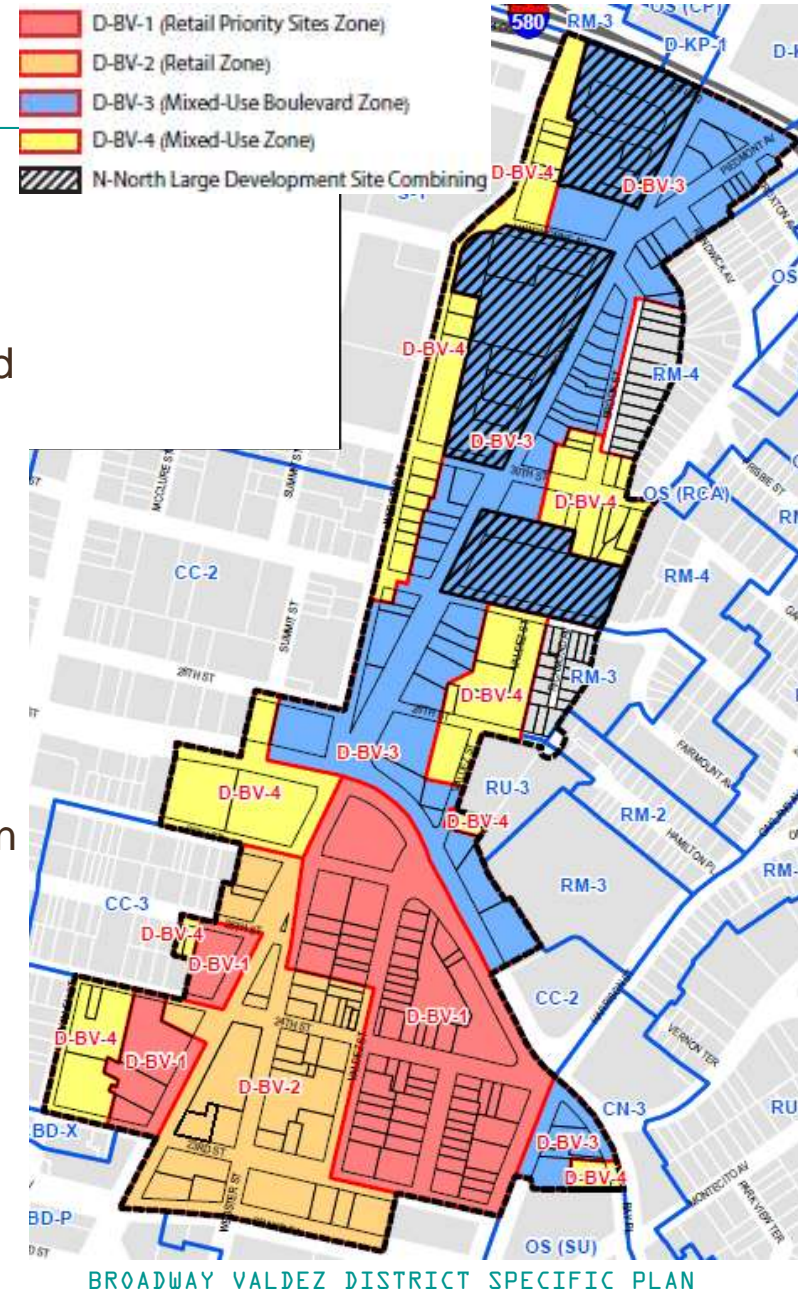
- Amend the Land Use and Transportation Element (LUTE):
  - Change to allow for higher FAR (from 5.0 to 8.0 FAR) in **Community Commercial** in BVDSP only
  - Extend **Central Business District** to 27<sup>th</sup> Street
  - Change area east of Harrison to **Community Commercial**
  - Remove **Institutional** from North End and change to **Community Commercial**
  - Change some **Mixed Housing Type Residential** to **Community Commercial** in the North End between 29<sup>th</sup> and 30<sup>th</sup> Street



# IMPLEMENTATION: REGULATORY AND POLICY FRAMEWORK

## Oakland Planning Code

- Create Four New Zoning Districts:
  - **D-BV-1 Retail Priority Sites Zone**
    - Retail required before residential permitted as bonus
  - **D-BV-2 Retail Zone**
    - Active retail required on the ground floor
  - **D-BV-3 Mixed-Use Boulevard**
    - Wider range of retail and commercial on ground floor
  - **D-BV-4 Mixed-Use Zone**
    - Allows both residential and commercial on ground floor
- + One New Combining Zone:
  - **N – North Large Development Site**
    - Larger depths of active ground floor retail facing Broadway





# Retail Priority Sites: Context

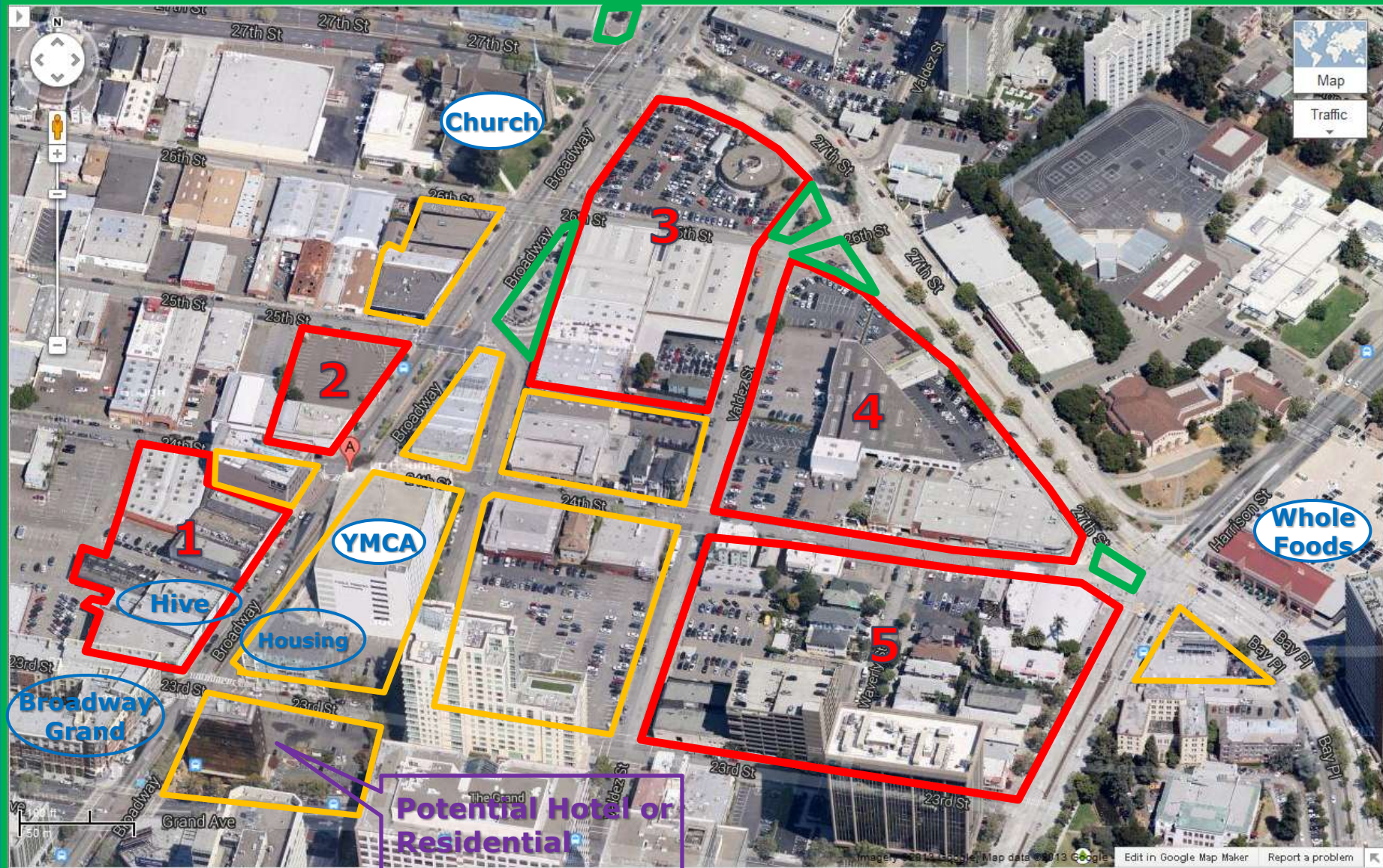


Retail Required Ground Floor

Retail Priority Sites



Plazas



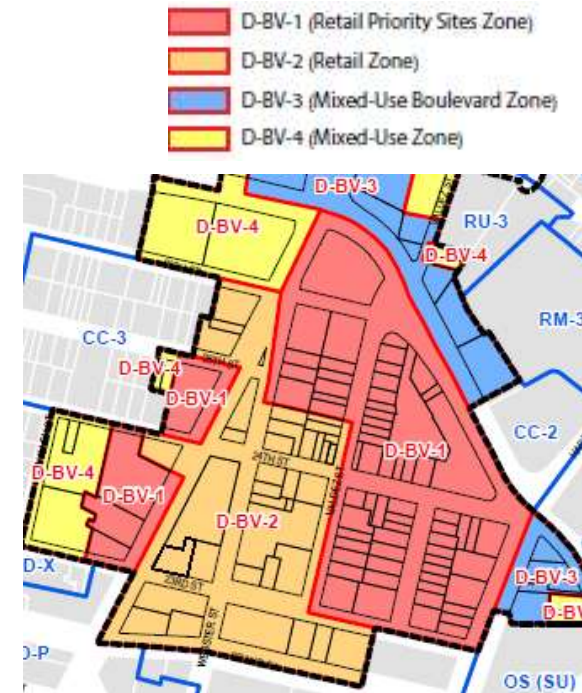


# DRAFT PLANNING CODE

## 17.101C.030 – Permitted and conditionally permitted activities

### D-BV-1 Retail Priority Sites Zone

- 1) **Permanent Residential & Transient Habitation (hotel)**
  - Require a CUP with limitations of minimum sq. ft. of retail on ground floor that can also be part of 2<sup>nd</sup> or 3<sup>rd</sup> floor
  - Tables 17.101C.05 & 17.101C.06 apply with minimum retail requirement
- 2) **General Food Sales (grocery store, not a restaurant), Consumer Service (pharmacy), & Custom Manufacturing**
  - If new construction and > 5,000 sf only permitted with a CUP and if part of a larger retail project that meets minimums of Table 17.101C.05
- 3) **These activities prohibited on ground floor:**
  - Limited Child Care; Community Assembly; Community Education; Civic and Commercial Administrative; Health Care; Medical Service; Consultative & Financial Service; Group Assembly; Business Communication, & Media Service; Broadcasting & Recordings Services; & Research Service





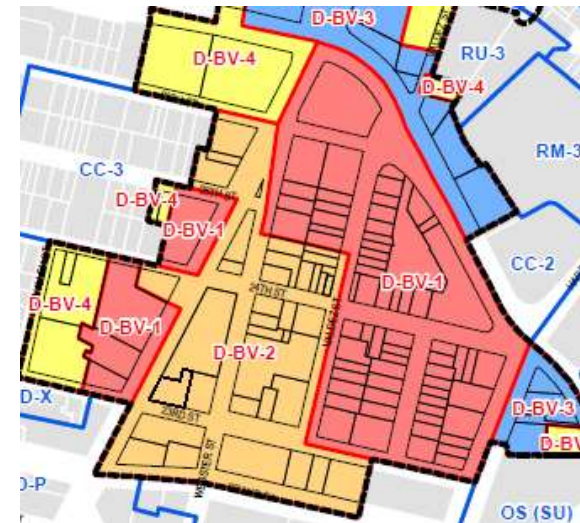
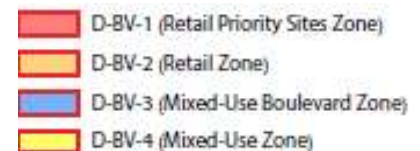
# DRAFT PLANNING CODE

## 17.101C.030 – Permitted and conditionally permitted activities

### D-BV-1 Retail Priority Sites Zone, cont'd

#### 4) These activities only permitted on ground floor with a CUP:

- Consumer Cleaning & Repair; Personal Instruction and Improvement Services
- Additional criteria required:
  - not detracting from character desired
  - not impair a generally continuous wall of building facades
  - not weaken concentration of retail
  - not interfere with pedestrian street
  - conform to Broadway Valdez District Specific Plan



# DRAFT PLANNING CODE

## 17.101C.030 – Permitted and conditionally permitted activities

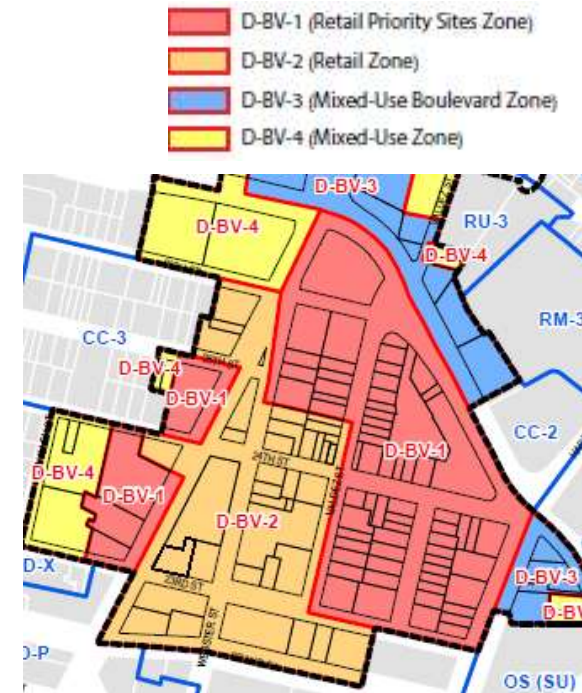
### D-BV-2 Retail Zone

**1) These activities prohibited if located on the ground floor and within 60 feet from any street-abutting Broadway:**

- Limited Child Care; Civic and Commercial Administrative; Health Care; Medical Service; Consultative & Financial Service; Broadcasting & Recordings Services; Research Service; and Animal Care

**2) These activities only permitted on ground floor with a CUP:**

- Residential Activities; Community Education; Consumer Service; Personal Instruction & Improvement Services; and Business, Communication, & Media Service
- Additional criteria required:
  - not detracting from character desired
  - not impair a generally continuous wall of building facades
  - not weaken concentration of retail
  - not interfere with pedestrian street
  - conform to Broadway Valdez District Specific Plan



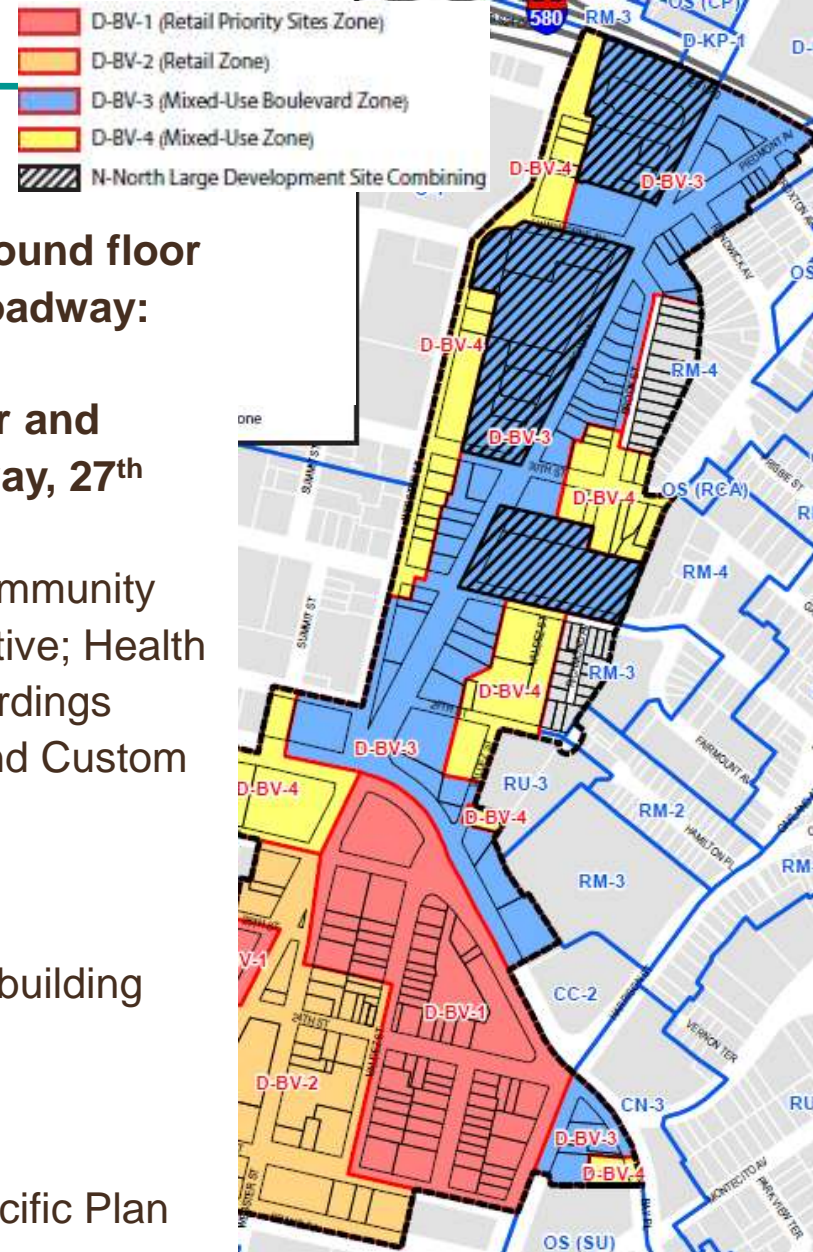


# DRAFT PLANNING CODE

## 17.101C.030 – Permitted and conditionally permitted activities

### D-BV-3 Mixed-Use Boulevard

- 1) These activities prohibited if located on the ground floor and within 60 feet from any street-abutting Broadway:
  - Special Health Care
- 2) These activities only permitted on ground floor and within 60 feet from any street-abutting Broadway, 27<sup>th</sup> Street, or Piedmont Avenue with a CUP:
  - Residential Activities; Limited Child Care; Community Education; Civic and Commercial Administrative; Health Care; Medical Service; Broadcasting & Recordings Services; Research Service; Animal Care, and Custom Manufacturing
  - Additional criteria required:
    - not detracting from character desired
    - not impair a generally continuous wall of building facades
    - not weaken concentration of retail
    - not interfere with pedestrian street
    - conform to Broadway Valdez District Specific Plan

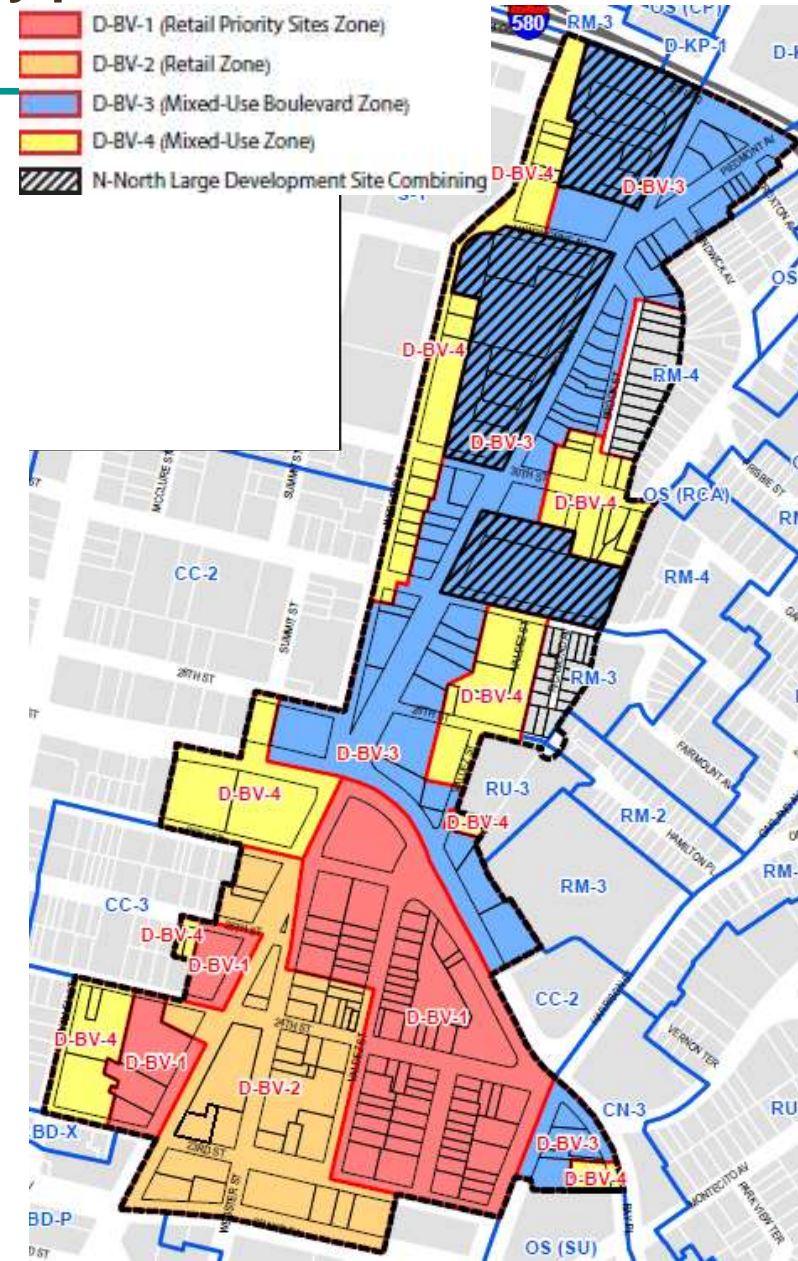


# DRAFT PLANNING CODE

## 17.101C.030 – Permitted and conditionally permitted activities

### D-BV-4 Mixed-Use Zone

- 1) **Permanent Residential** – is permitted on the ground floor
- 2) **These activities only permitted on ground floor with a CUP:**
  - Custom Manufacturing
  - Additional criteria required:
    - not detracting from character desired
    - not impair a generally continuous wall of building facades
    - not weaken concentration of retail
    - not interfere with pedestrian street
    - conform to Broadway Valdez District Specific Plan



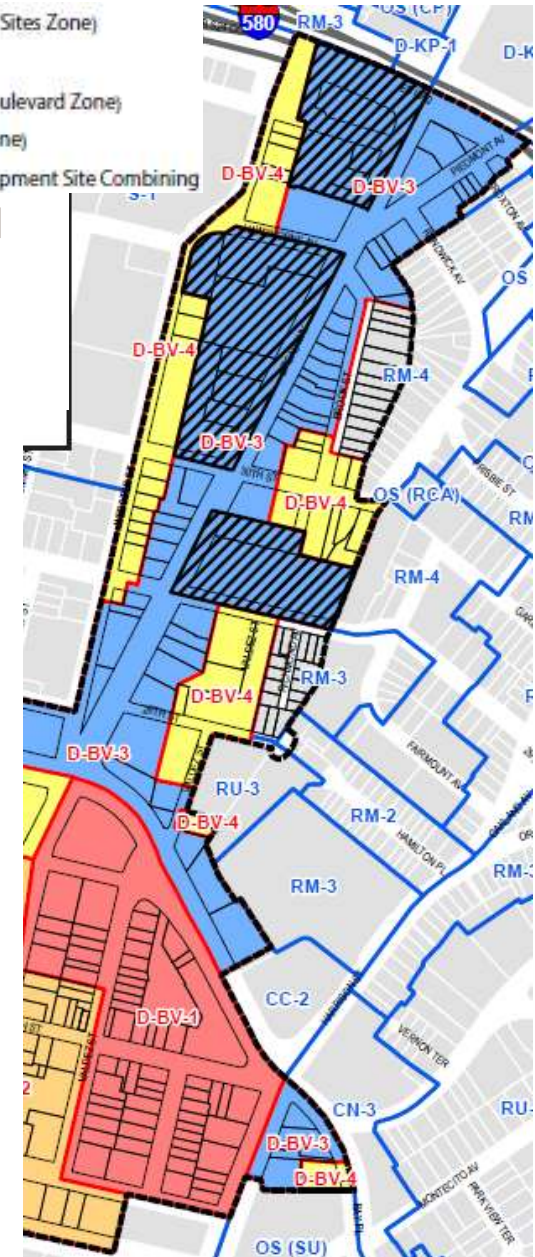
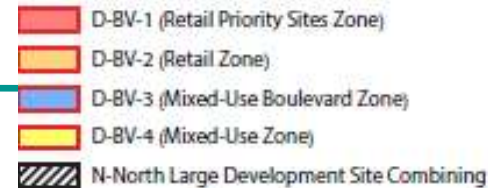


# DRAFT PLANNING CODE

## 17.101C.030 – Permitted and conditionally permitted activities

### N – North Large Development Site

- 1) These activities prohibited if located on the ground floor and within 60 feet from any street-abutting Broadway:
  - Residential Activities; Limited Child Care; Civic and Commercial Administrative; Health Care; Special Health Care; Medical Service; Broadcasting & Recordings Services; Research Service; and Animal Care
- 2) These activities only permitted on ground floor and within 60 feet from any street-abutting Broadway, 27<sup>th</sup> Street, or Piedmont Avenue with a CUP:
  - Consultative & Financial Service; Consumer Cleaning & Repair Service; Personal Instruction & Improvement Services; and Business, Communication, & Media Services
  - Additional criteria required:
    - not detracting from character desired
    - not impair a generally continuous wall of building facades
    - not weaken concentration of retail
    - not interfere with pedestrian street
    - conform to Broadway Valdez District Specific Plan



## **17.101C.030 – Permitted and conditionally permitted activities**

### **All Zones**

#### **1) Automobile & Other Light Vehicle Sales & Rental**

- In the D-BV-1 zone, only permitted with a CUP and if part of a larger retail project that meets minimums of Table 17.101C.05 & 17.101C.06 and can include accessory auto repair of limited size
- For all zones requires a CUP, additional criteria includes:
  - no outside open car sales and/or inventory lots
  - inventory will be stored either inside or on top of the dealership building, at an offsite location outside of D-BV-1, D-BV-2, or D-BV-3 zone, or within an existing structured parking facility or new structured parking facility in the D-BV-3 zone;
  - will not detract from character desired
  - not impair a generally continuous wall of building facades
  - not weaken concentration of retail or impair retention/creation of shopping frontage
  - not interfere with pedestrian street
  - proposal will conform to Broadway Valdez District Specific Plan

#### **2) Automotive Fee Parking:**

- Allowed as an accessory to an allowed principal use;
- Allowed as a primary use if a multi-story parking garage to serve nearby businesses,
- Allowed as an interim surface lot to serve nearby businesses with an administrative permit to be renewed on a yearly basis



# DRAFT PLANNING CODE

## 17.101C.040 – Permitted and conditionally permitted facilities

### Micro Living Quarters

#### ■ **Conditionally Permitted in the:**

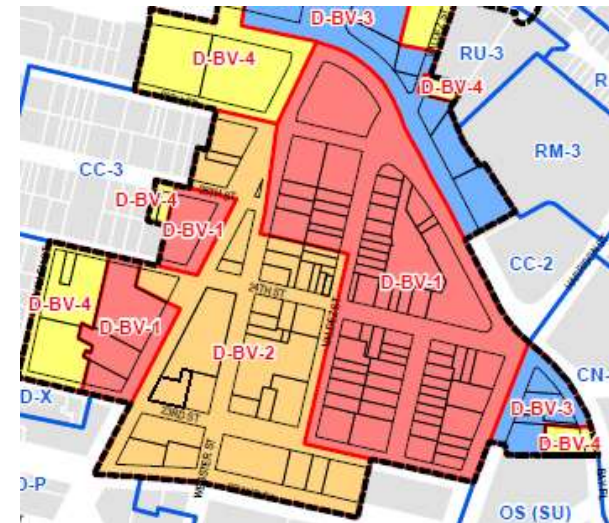
- D-BV-1 zone
- D-BV-2 zone
- D-BV-3 zone
  - Only in the area southeast of Harrison Street and Bay Place

#### ■ **Is considered to be Permanent Residential**

- D-BV-1 zone requires a CUP with limitations of minimum sq. ft. of retail on ground floor that can also be part of 2<sup>nd</sup> or 3<sup>rd</sup> floor
  - Tables 17.101C.05 & 17.101C.06 apply with

#### ■ **17.101C.060 – Micro Living Quarters**

- Micro Living Quarters – definition: a multiple-tenant building with an average net-floor area of 175 square feet but a minimum size of 150 square feet. Bathroom facilities are included within each living quarter but cooking facilities are not allowed within each living quarter. A shared kitchen is required on each floor, the maximum number units are not prescribed but the size of the units and the FAR shall dictate the limits



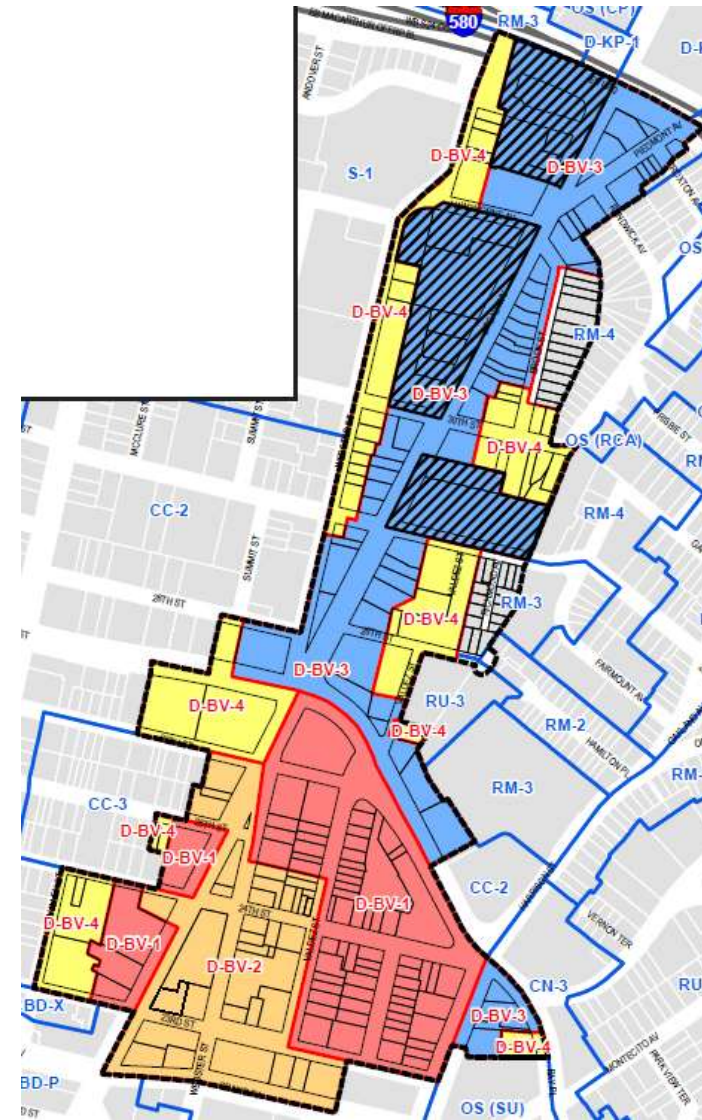
# DRAFT PLANNING CODE

## 17.101C.050 – Property Development Standards



### A. Zone Specific Standards

- **Minimum Front Setback** – N combining zone, a 4-foot front setback on blocks that are vacant or have an established 4-foot setback
- **Parking Requirements** – New parking requirements for the Broadway Valdez District are proposed:
  - 1) Reduced residential parking, from existing of 1 parking space per unit to:
    - 0.5 spaces per unit in the D-BV-1 and D-BV-2 zones
    - 0.75 spaces per unit in the D-BV-3, D-BV-4 zones, and N combining zone
  - 2) Reduced residential senior and affordable parking without a CUP, which is currently required:
    - 0.25 spaces per unit in all zones without a CUP
  - 3) Conversion of Historic Resource from commercial to residential
    - 0 spaces per unit in all zones without a CUP
  - 4) Unbundled parking requirements for sale or rental of parking spaces in multifamily dwelling residential facilities of 10 units or more.





# DRAFT PLANNING CODE

## 17.101C.050 – Property Development Standards

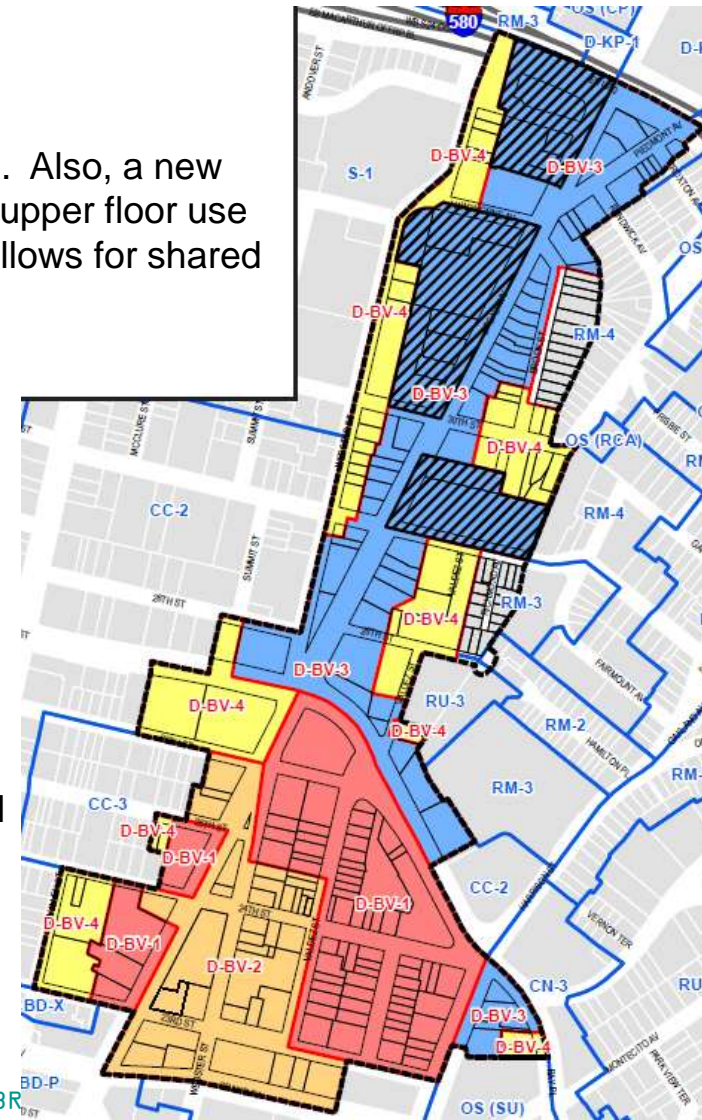


### A. Zone Specific Standards

#### ■ Parking Requirements, cont'd:

5) Reduced commercial activity parking from existing requirements. Also, a new way of defining parking requirements if for a ground floor use or upper floor use in order to allow for easy change of activities within a floor and allows for shared parking for different activities on the same floor level.

- **1 space/500 sq. ft. of ground floor area for commercial activity**
- **1 space/1,000 sq. ft. of upper floor area for commercial activity**
  - Existing parking varies: restaurant/grocery store 1 space/200 sq. ft., retail/consumer service, medical 1 space/400 sq. ft., administrative/consultative financial services 1 space/600 sq. ft.
- Minimum square footage of floor area before parking required is reduced, now requiring 10,000 square feet (existing varies from 3,000 – 5,000 square feet)



# DRAFT PLANNING CODE

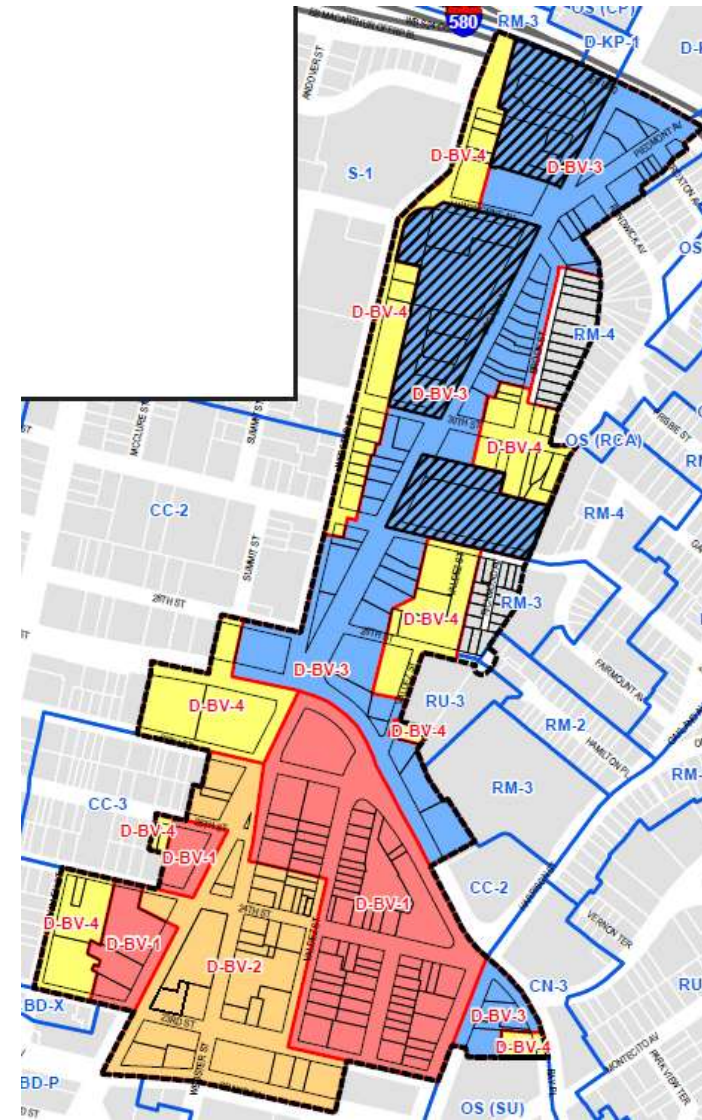
## 17.101C.050 – Property Development Standards



### A. Zone Specific Standards

#### ■ Parking Requirements, cont'd:

- 6) In-lieu fee, parking space requirements for both residential and commercial activities
- may be reduced or waived with a CUP through the payment of an in-lieu fee
  - fee to be used for public parking or for Transit Demand Management program and improvements.
- 7) Electric vehicle charging station, requirements still to be determined options could include:
- Minimum percentage of required parking spaces to have electric vehicle charging stations for residential and commercial parking





# DRAFT PLANNING CODE

## 17.101C.050 – Property Development Standards

### A. Zone Specific Standards

- **Bicycle Parking Requirements** – New bicycle parking requirements for the Broadway Valdez District are proposed:
  - 1) Increase bicycle parking from existing and change to required based on ground floor or upper floor activity:
    - Residential
      - **Short term – 1 space/15 dwelling units, min. 2 spaces** (existing 1 space/20 dwelling units)
      - **Long term - 1 space/2 dwelling units, min. 2 spaces** (existing 1 space/4 dwelling units)
    - Commercial
      - Short term (existing) – greater of: 2 spaces or office 1 space/20,000 sq. ft., medical 1 space/5,000 sq. ft., retail/consumer service 1 space/5,000 sq. ft., restaurant/grocery store 1 space/2,000 sq. ft.
      - **Short term (proposed) – greater of: 2 spaces or 1 space/2,000 sq. ft. of ground floor activity and 1 space/10,000 sq. ft. of upper floor activity**
      - Long term (existing) – greater of: 2 spaces or office 1 space/10,000 sq. ft., medical 1 space/12,000 sq. ft., retail/consumer service 1 space/12,000 sq. ft., restaurant/grocery store 1 space/12,000 sq. ft.
      - **Long term (proposed) - greater of: 2 spaces or 1 space/6,000 sq. ft. of ground floor activity and 1 space/8,000 sq. ft. of upper floor activity**

# DRAFT PLANNING CODE

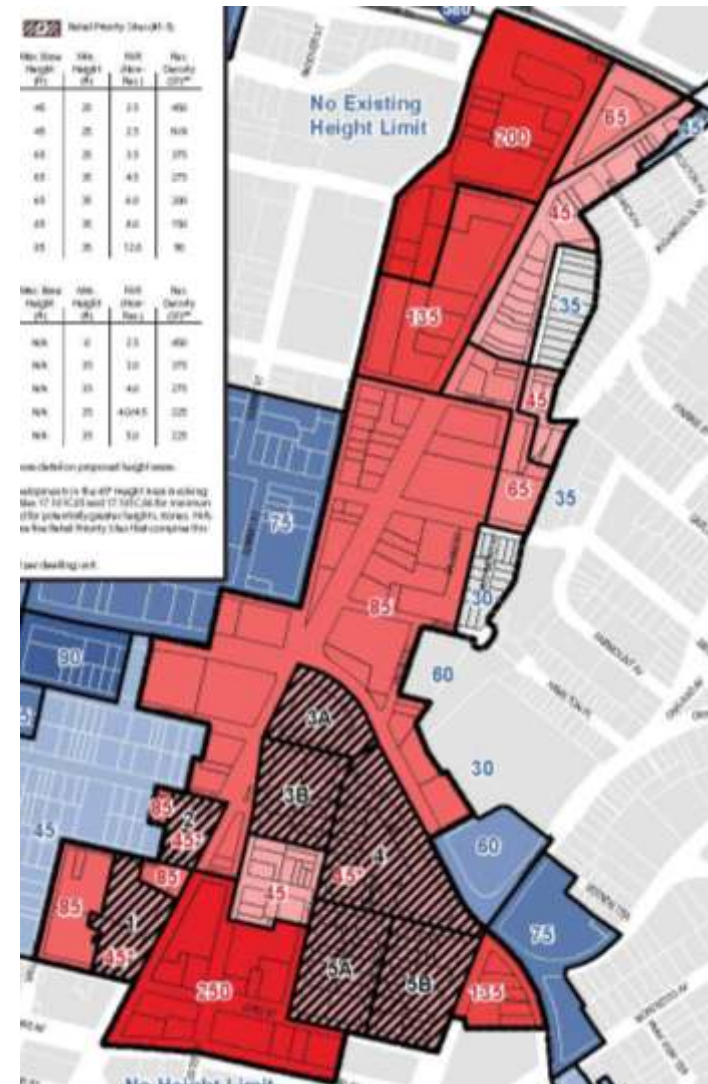
## 17.101C.050 – Property Development Standards

### B. Height, Floor Area Ratio (FAR), Density, and Open Space

#### Existing Height Limits



#### Proposed Height Limits





# DRAFT PLANNING CODE

## 17.101C.050 – Property Development Standards

### B. Height, Floor Area Ration (FAR), Density, and Open Space

- **Minimum Height** – Minimum height measured by stories instead of feet
  - 2 – story minimum height in 45 and 65 foot height limits
  - 3 – story minimum height in 85, 135, 200, 250 foot height limits
- **Height Area 45\*** - No residential densities are listed, this is Retail Priority Sites, see Table 17.101C.05 and 17.101C.06
- **Minimum Useable Open Space** – similar to Central Business District Zoning open space requirements that allow for a combination of different types of open space to fulfill total per unit
  - A new type of open space for an interior community room that could include a movie room, kitchen, and/or gym. Only 1/3 of open space required can be used for this type
  - In-lieu fee: Open space requirements may be reduced or waived with a CUP with payment of an in-lieu fee to be used for new public open space/plaza(s) or existing public open space/plaza(s) improvements
  - Senior and Affordable Housing: reduced open space requirements apply for all height areas
  - Conversion of Historic Resource building from commercial to residential requires no useable open space

# DRAFT PLANNING CODE

## 17.101C.050 – Property Development Standards

### C. Retail Priority Sites Minimum Square Footage of Retail Area for Residential Facilities

- Minimum Retail Area Required to Develop Residential Facilities – this table defines for each Retail Priority Site the amount of retail square footage that would be required in order to develop residential facilities. Table 17.101C.06 then further defines the densities and heights that would be allowed.
  - The retail square footage requirement includes the retail space, circulation, and open space/plaza(s) within a retail development but does not include parking square footage.

Table 17.101C.05 Retail Priority Sites Minimum Square Footage of Retail Area for Residential Facilities		
Regulation	Minimum Retail Area (SF) Required to Develop Residential Facilities*	Additional Regulations
Retail Priority Site 1	75,000 sf	1
Retail Priority Site 2	25,000 sf	1
Retail Priority Site 3		
3 (a)	35,000	1
3 (b)	25,000 sf	1
3 (a) and (b)	60,000 sf	1
Retail Priority Site 4	80,000 sf	1
Retail Priority Site 5		
5 (a)	45,000 sf	1
5 (b)	80,000 sf	1
5 (a) and (b)	125,000 sf	1

\*The retail square footage requirement includes the retail space, circulation, and open space/plaza(s) within a retail development but does not include parking square footage.



# DRAFT PLANNING CODE

## 17.101C.050 – Property Development Standards

### D. Retail Priority Sites: Height, Floor Area Ratio (FAR), Density, and Open Space

- Retail Priority Sites: Height, FAR, Density, and Open Space – are based on the percentage of retail that an applicant provides from Table 17.101C.05
  - If 100% of the retail required is provided, then a height, FAR, and residential density are established
  - If 125% of the retail required is provided, than higher residential densities are permitted
  - When 150% of the retail required is provided, than higher heights and FAR along with higher residential densities will be permitted

**Table 17.101C.06: Retail Priority Sites: Height, Floor Area Ratio (FAR), Density, and Open Space**

Regulation	Percentage (%) of Retail Area Equals the Square Footage of Large Retail Required from Table 17.101C.05 to Develop Residential Facilities*					
	100% of Min. Retail Area	125% of Min. Retail Area	150% of Min. Retail Area	175% of Min. Retail Area	200% of Min. Retail Area	Additional Regulations
<b>Maximum Height</b>						
Building Base Max. Height	65 ft	65 ft	85 ft	85 ft	85 ft	
Maximum Height Total	200 ft	200 ft	250 ft	250 ft	250 ft	
Maximum number of stories (not including underground construction)	21	21	24	24	24	
Height Minimum	N/A	N/A	N/A	N/A	N/A	
<b>Maximum Residential Density (square feet of lot area required per dwelling unit)</b>						
Regular Units	350	250	200	150	90	1, 2
Rooming Units	175	125	100	75	45	1, 2
Maximum Micro Living Quarter FAR	8.0	8.0	10.0	10.0	10.0	1, 2
Maximum Nonresidential FAR (excluding Micro Living Quarters)	8.0	8.0	10.0	10.0	10.0	2

# NEXT STEPS

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- **Feb. 2014** – Landmarks Preservation Advisory Board, Final Specific Plan & EIR
- **Feb. 2014** – City Planning Commission, Final Specific Plan & EIR
- **March/April 2014** - City Council, Adoption of Final Specific Plan & EIR





# CONTACT US

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## **Laura Kaminski, Project Planner**

Planning and Building Department  
Strategic Planning Division

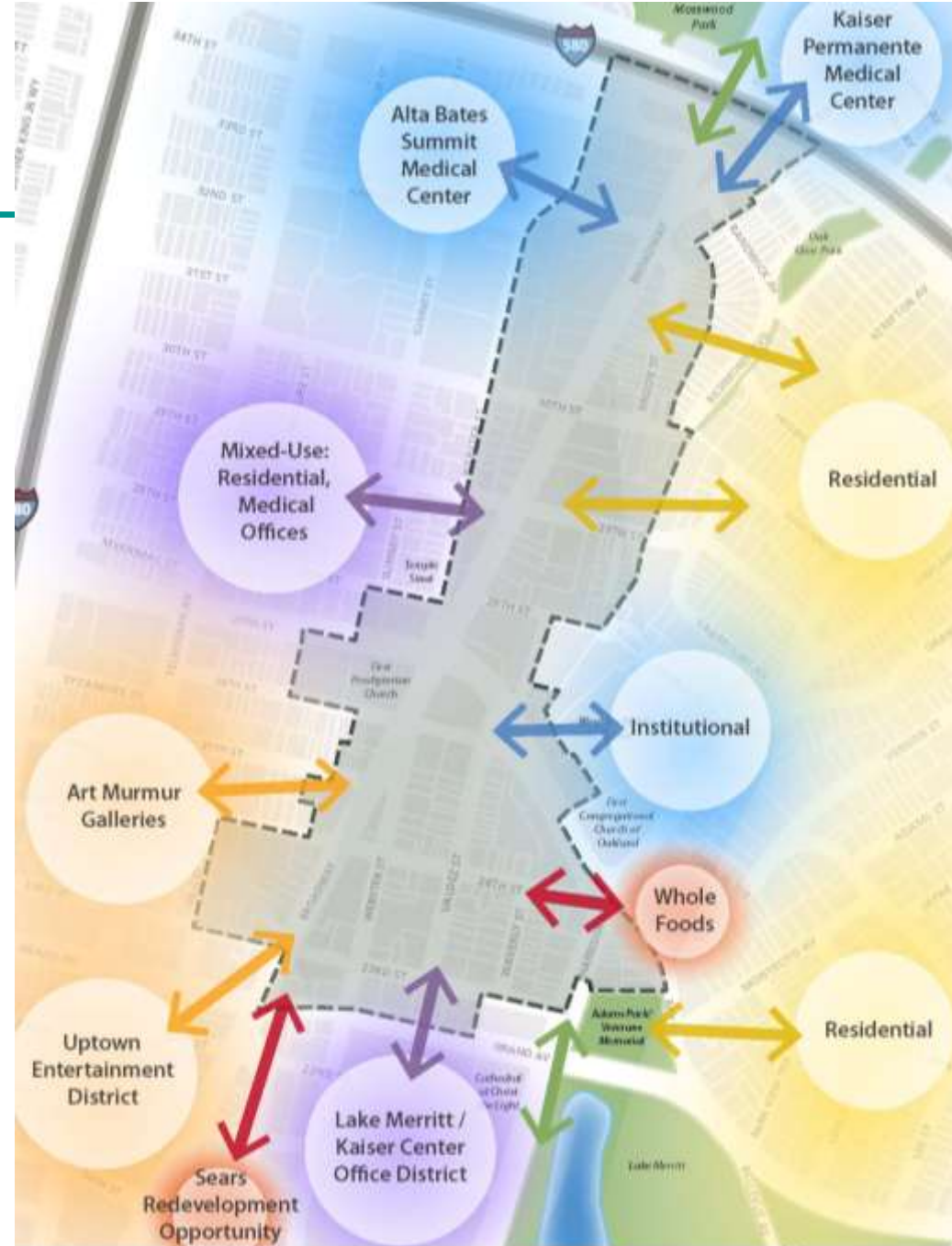
## **Project Contact Information / ...**

- Email: [lkaminski@oaklandnet.com](mailto:lkaminski@oaklandnet.com)
- Phone: 510.238. 6809
- Website: [www.oaklandnet.com/bvdsp](http://www.oaklandnet.com/bvdsp)



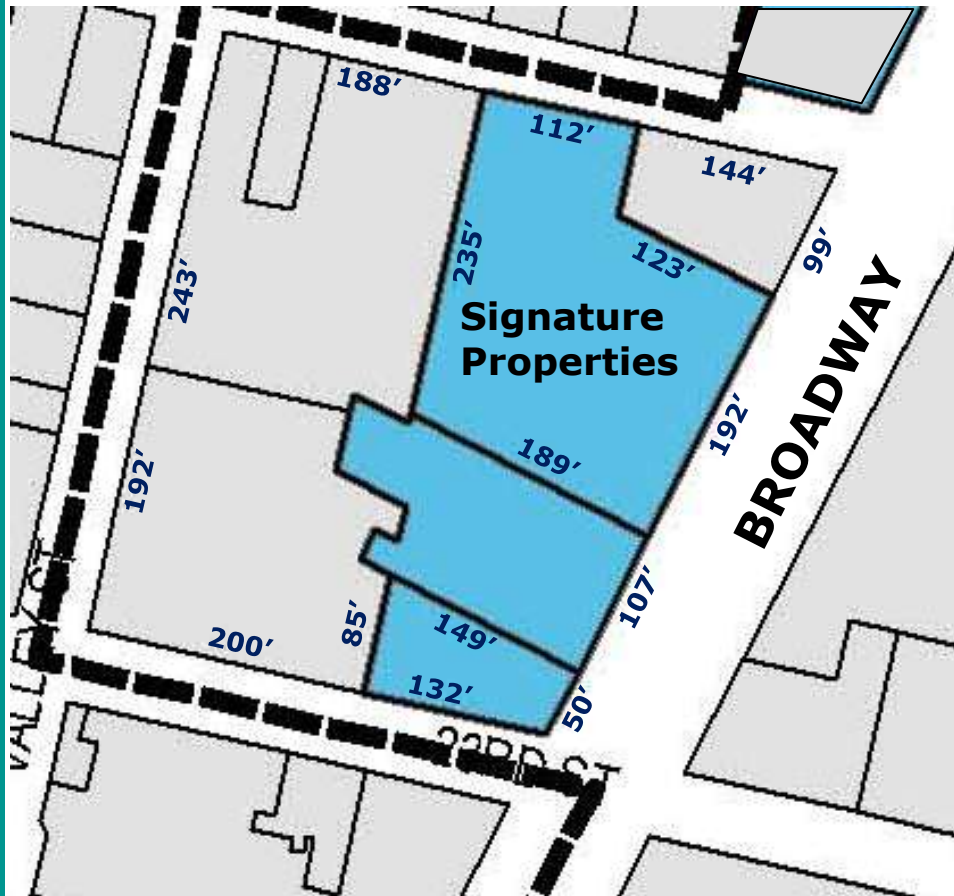
# SURROUNDING LAND USE

- Residential neighborhoods
- Alta Bates Summit and Kaiser Oakland Medical Centers
- Uptown and Art Murmur/Garage District mixed-use areas
- Central Business District and Lake Merritt Office District





# Retail Priority Site: 1



## Development Opportunities:

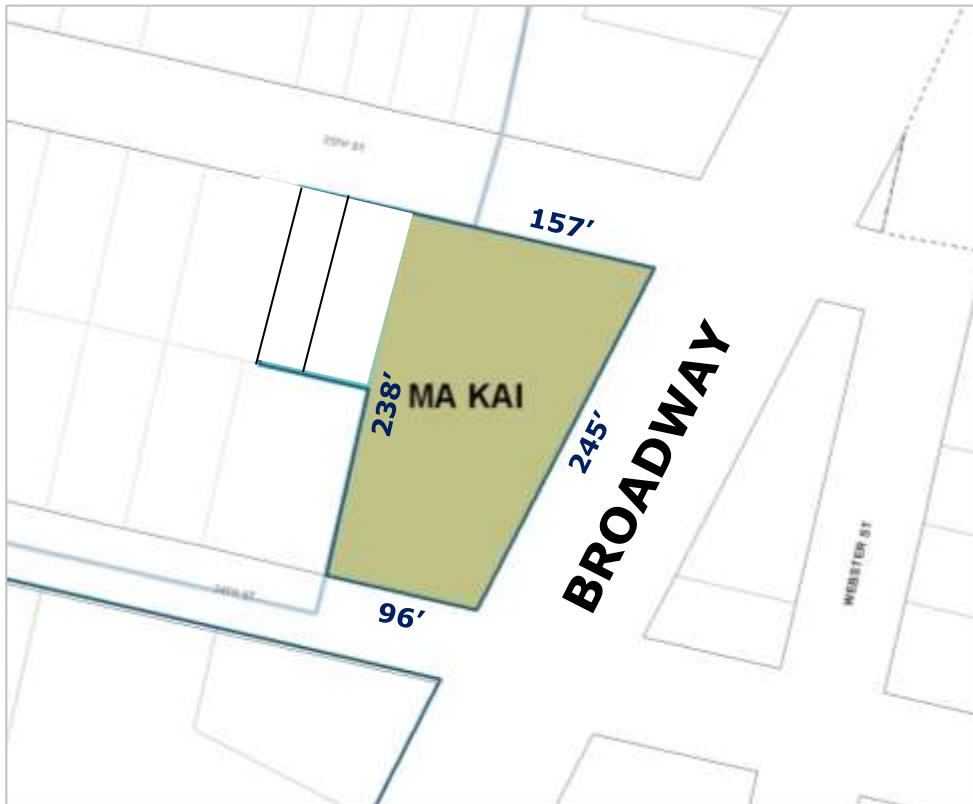
- Site approved for reuse as the “**Hive**” – office, restaurants, retail (under construction)
- Single-owner development of parcels

Half of Block: 77,411 sq ft (1.77 acres)

Owner	Site Size
Signature Properties	77,411
Total	77,411



# Retail Priority Site: 2



**Private Property: 29,583 sq ft (0.68 acres)**

## **Development Opportunities:**

- Site is well located to build upon the “Art Murrur”-related uses activating 25<sup>th</sup> Street
- Arts, Food, and Entertainment
- Retail fronting Broadway
- Site is currently used as auto showroom and surface lot display
- New project could combine use of existing building on corner and new building on parking lot

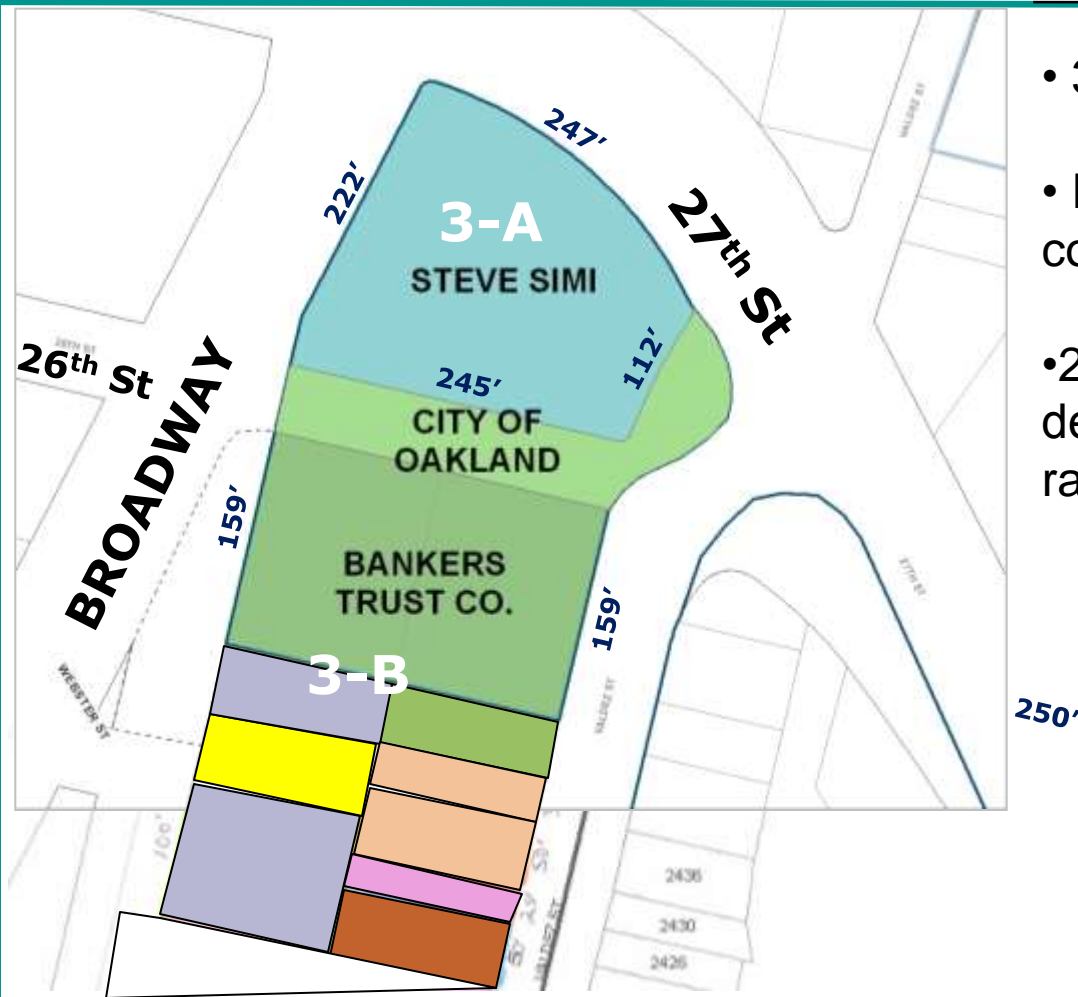
Owner	Site Size
Ma Kai	29,583
<b>Total</b>	<b>29,583</b>





# Retail Priority Site: 3, A & B

## Development Opportunities:



- 3-A: Highly visible, 'Gateway' site
- Excess R.O.W. at 27<sup>th</sup> street could be converted to public plaza
- 25<sup>th</sup> Street plaza could be re-designed into a "place for people" rather than just auto display

Priority Site: 3-A, Owner	Site Size
Steve Simi	47,686
Priority Site: 3-B, Owner	Site Size
Bankers Trust Co.	39,610
Chris Kwei	18,738
Marion Matia, Tachiera	10,500
T Hisuk, Sanju Dong	6,246
Union Bank	6,250
Bankers Trust Co.	5,125
Jose Gonzalea	3,125
<b>Total 3-B</b>	<b>89,594</b>
<b>Total Priority Sites: 3 A &amp; 3 B</b>	<b>137,280</b>

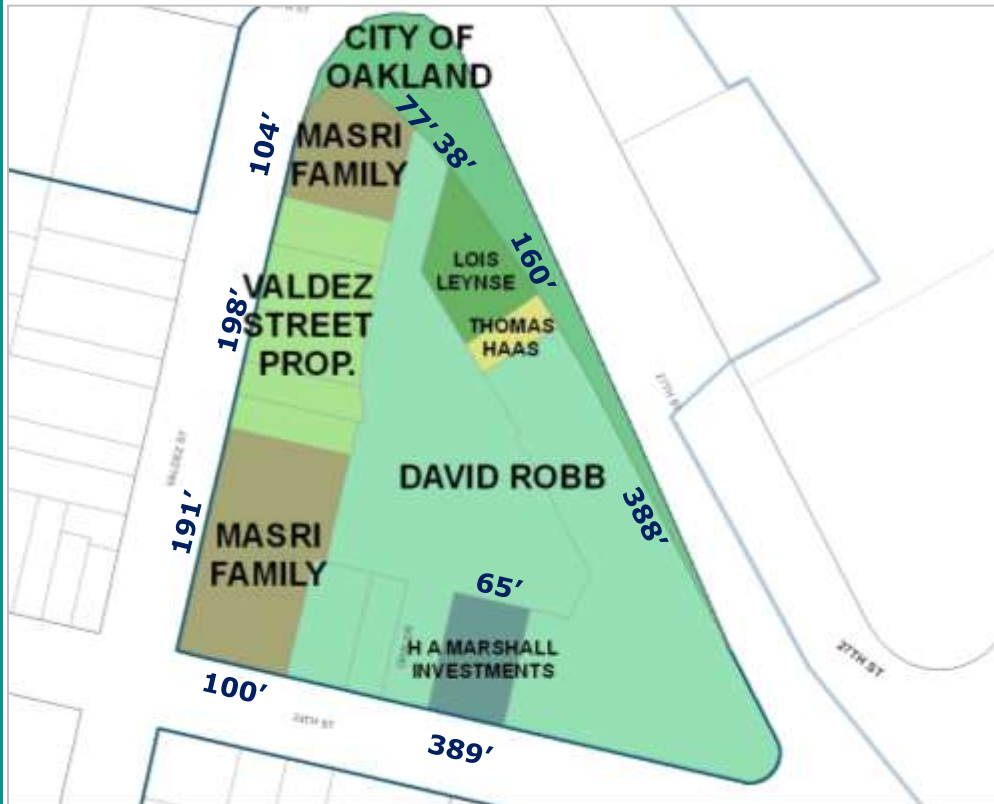
**Priority Site 3-A: 47,686 sq ft (1.09 acres)**

**Priority Site 3-B: 89,594 sq ft (2.06 acres)**

**Priority Site 3: A & B: 137,280 sq ft (3.15 acres)**



# Retail Priority Site: 4



**With City Property: 174,798 sq ft (4.01 acres)**

**Private Property: 156,607 sq ft (3.56 acres)**

## Development Opportunities:

- Site benefits from “*The Whole Foods Effect*” - Proximity to Whole Foods attractive to retailers
- Large portion of block used as parking lot
- Most of block owned by just two property owners

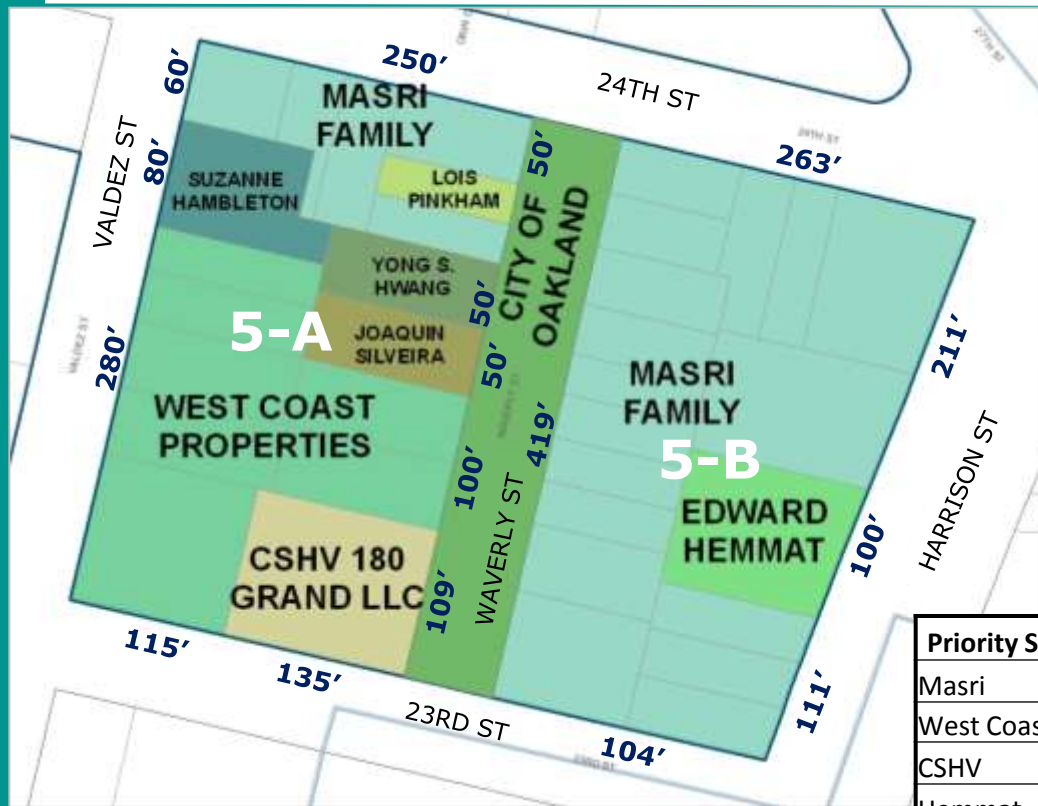
Owner	Site Size
David Robb	93,676
Masri	27,726
Valdez Street Properties	19,277
H A Marshall Investments	6,500
Leynse	7,251
Haas	2,177
<b>Total</b>	<b>156,607</b>
<b>Oakland</b>	<b>18,190</b>
<b>Total</b>	<b>174,797</b>



# Retail Priority Site: 5, A & B

## Development Opportunities:

- Proximity of site to Whole Foods
- Potential to incorporate portions of City Right-of-Way
- Existing parking garage at Waverly & 23<sup>rd</sup> St.
- 5-A: Two property owners own most of block
- 5-B: One property owner owns most of block



**Priority Site 5-A: 104,795 sq ft (2.41 acres)**

**Priority Site 5-B: 97,745 sq ft (2.24 acres)**

**Priority Site 5: A & B Together**

**Private Property: 202,540 sq ft (4.65 acres)**

**With City Property: 230,198 sq ft (5.28 acres)**

Priority Site 5: A & B, Owner	Site Size
Masri	104,576
West Coast Properties	46,362
CSHV	14,800
Hemmat	12,547
Hambleton	8,750
Hwang	6,252
Silveira	6,252
Pinkham	3,001
<b>Total</b>	<b>202,540</b>
Oakland	27,658
<b>Total</b>	<b>230,198</b>

Priority Site: 5 - A, Owner	Site Size
West Coast Properties	46,362
Masri	19,378
CSHV	14,800
Hambleton	8,750
Hwang	6,252
Silveira	6,252
Pinkham	3,001
<b>Total</b>	<b>104,795</b>
Oakland	27,658
Priority Site: 5 - B, Owner	
Masri	85,198
Hemmat	12,547
<b>Total</b>	<b>97,745</b>