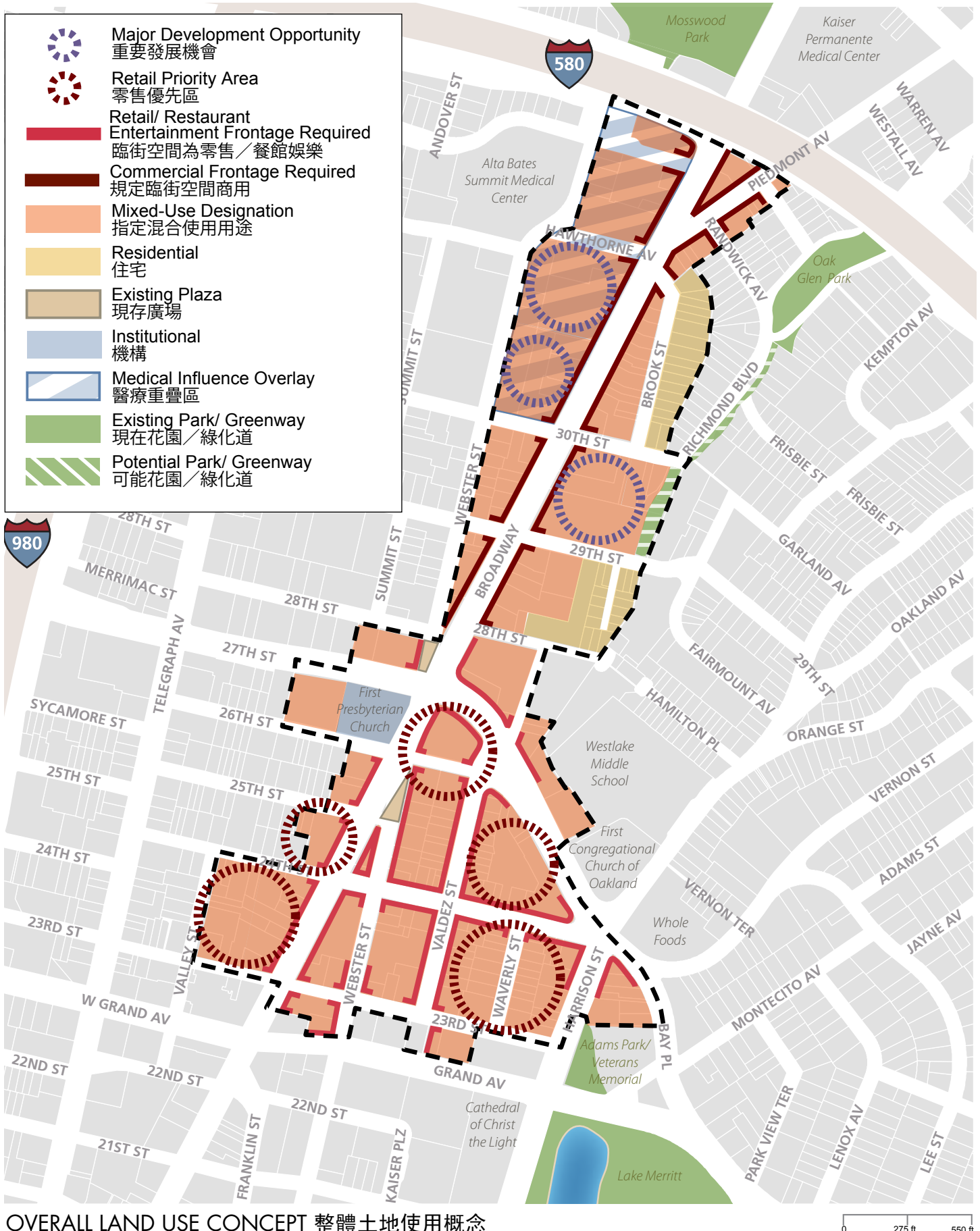


I. LAND USE CONCEPT 土地使用概念



OVERALL LAND USE CONCEPT 整體土地使用概念

0 275 ft 550 ft

I. LAND USE CONCEPT 土地使用概念

Overall Planning Area Land Use Concept

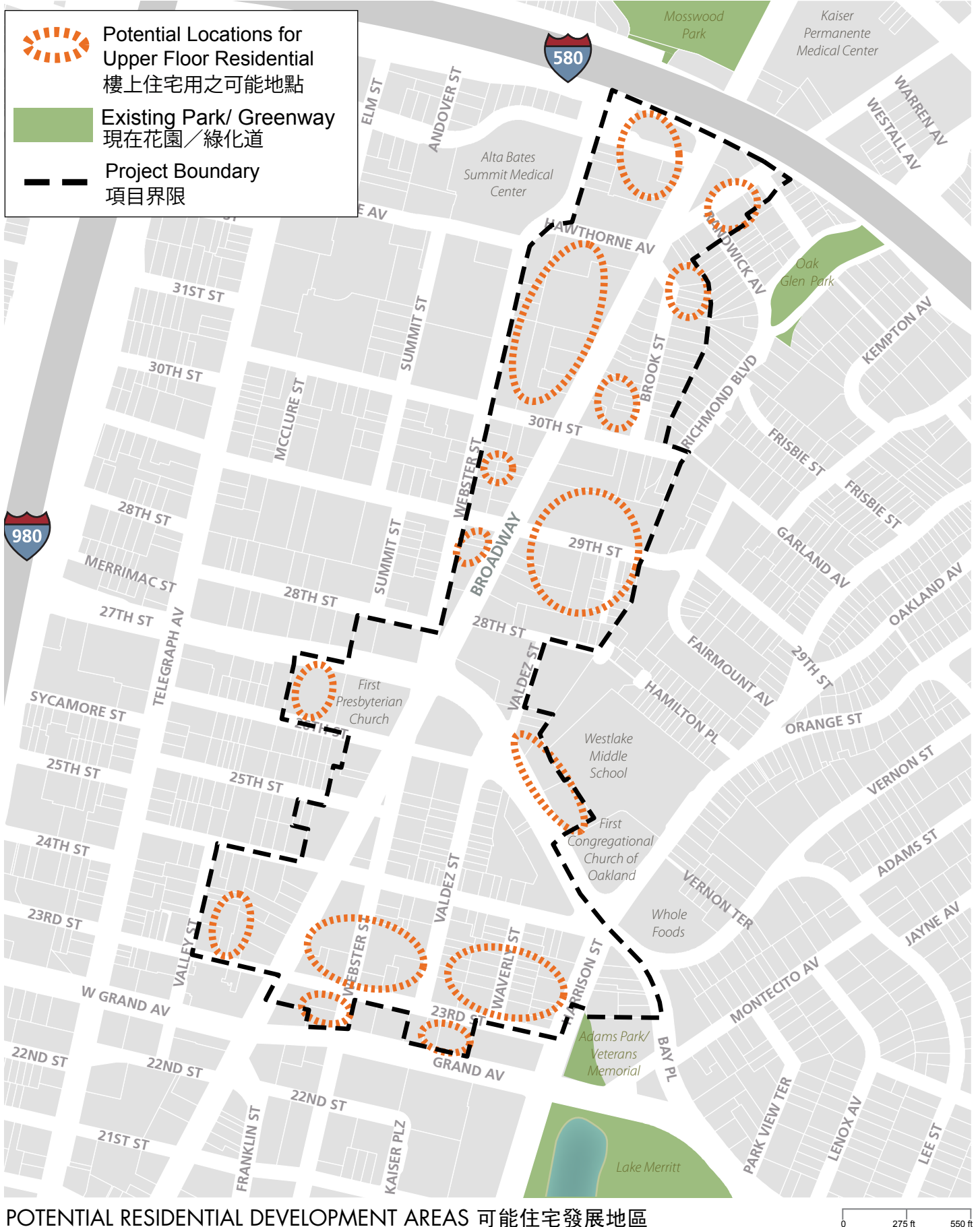
- establish the Valdez Triangle as a new **destination retail district** that leverages its adjacency to Downtown, accessibility to transit and freeways, and pedestrian scale and fine-grained network of cross-streets
- establish the North End as a high-density, **mixed use boulevard** that serves adjoining medical complexes and residential neighborhoods with a dynamic mix of uses, and commercial ground-floor uses required along Broadway.
- designate **"Retail Priority Areas"** in the Triangle to ensure that sites with adequate size, visibility, and accessibility are retained for major retailers and development of larger floorplate buildings
- require **active ground floor uses** (retail / restaurant / entertainment within the Triangle) and complementary commercial uses along Broadway and key shopping streets to create a vibrant public realm
- apply a **"Mixed Use" designation** throughout the majority of the planning area to promote a sustainable mix of uses while providing flexibility in development type and configuration
- identify a **"Medical Influence Area"** where uses that complement and support the adjoining medical centers (e.g., office uses, medical supplies, and visitor and workforce housing) will be encouraged
- accommodate a **development program** of up to 1.4 million square feet of retail, 900,000 square feet of office, and 1,800 housing units

土地使用的概念

- 利用其毗鄰商業區、公共交通和進出高速公路方便、以及人流及細密的街道網絡，設定Valdez三角區為新的**目的地零售區**。
- 設定北端區為一個高密度，**混合用途的大街**，服務鄰近的醫院和住宅區，包括辦公室、零售店、住宅、和專業服務等用途。
- 在三角區指定「**零售優先地區**」，確保保留有足夠的面積、能見度、和出入方便的地點，供主要零售商和發展大店鋪建築物用。
- 規定在百老匯街和主要的購物街，有活躍的臨街**地下零售**和配合商業用途，以創造一個活力的公共領域。
- 在規劃地區大部份地方，應用「**混合使用**」的指定，促進可存續的混合用途，同時提供發展類型和結構的靈活性。
- 識別一個「**醫療影響地區**」，鼓勵其使用配合和支援毗鄰的醫療中心（例如，辦公室，醫療用品，訪客和上班族房屋等）。
- 容納一個**發展計劃**，有一百四十萬平方呎的零售、九十萬平方呎辦公室、和一千八百個住宅單位的空間。



I. RESIDENTIAL STRATEGY 住宅策略



I. RESIDENTIAL STRATEGY 住宅策略

Overall Housing Strategy

- encourage the development of housing as a **critical component** contributing to the District's economic success and sustainability
- promote development of housing that addresses a **diversity of housing needs** based on factors such as age, income, and household composition
- encourage the development of **workforce housing** affordable to those who work in the area's businesses and nearby medical campuses
- accommodate development of at least **900-1,800 housing units**, with at least 15% (of the total being affordable units)
- provide housing primarily as an **upper floor use** above ground-floor retail and commercial uses along Broadway and key shopping streets like 24th and Valdez
- allow housing as a **ground-floor use** around the District's periphery (e.g., Webster, Brook, Grand, 23rd, Valley)
- provide a **menu of incentives** (e.g., reduced parking and open space requirements) to promote development of affordable housing

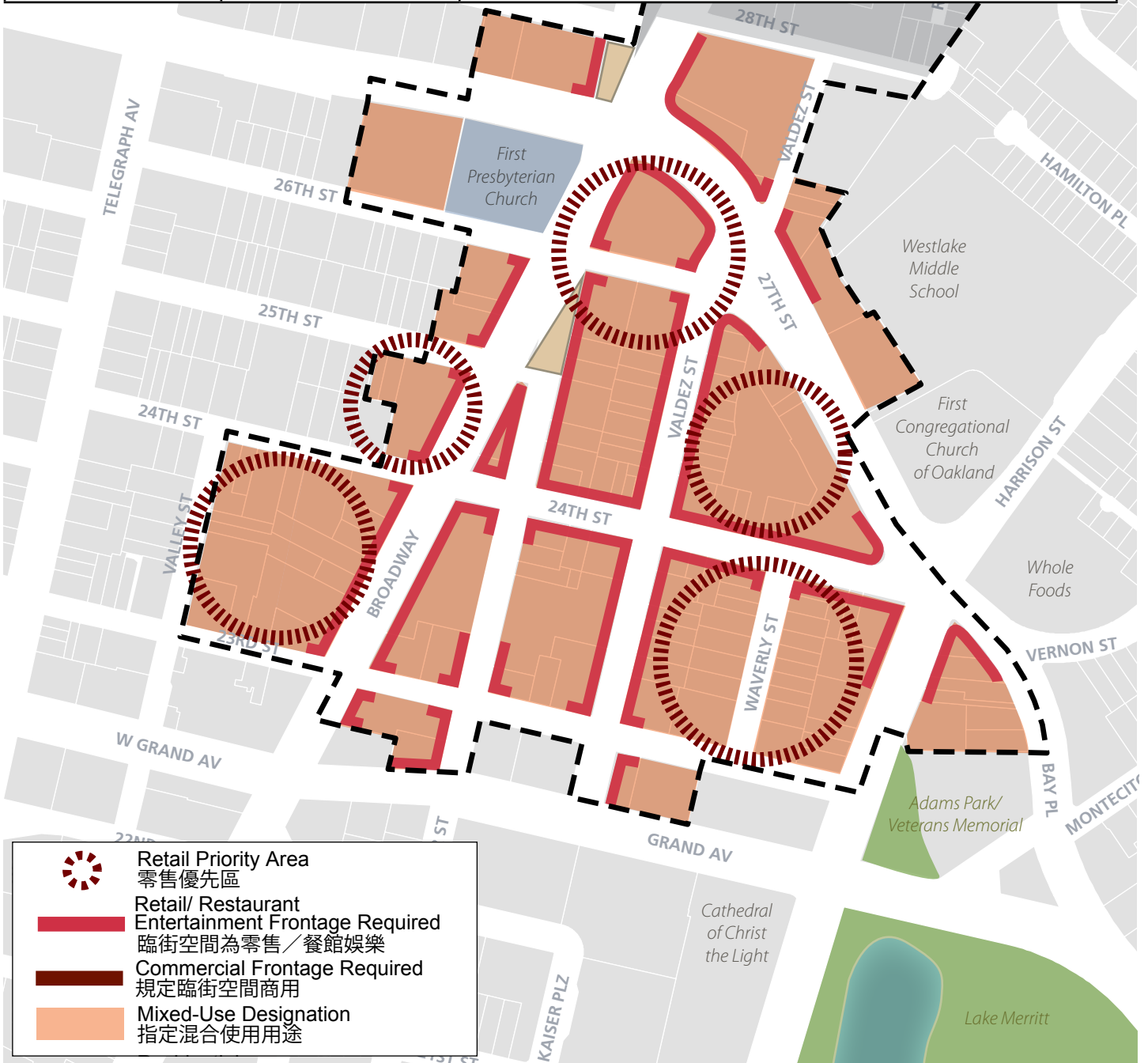
房屋概念

- 鼓勵發展房屋作為促進地區經濟成功和存續性之重要部份。
- 根據像年齡、收入、和家庭組成等因素，促進解決房屋需要多元化之房屋發展。
- 鼓勵發展可負擔的上班族房屋，供那些在區內商業和附近醫院工作人士居住。
- 配合發展至少900-1,800個房屋單位，至少有15%是可負擔單位。
- 主要在Broadway和重要的購物街道例如24th和Valdez提供房屋，地下是零售和商業用途，樓上是住宅。
- 在地區的周邊（例如，Webster, Brook, Grand, 23rd, Valley），准予地下用做住屋。
- 提供多種獎勵（例如減少停車和公共空地的規定），以促進發展可負擔房屋。



I. RETAIL STRATEGY 零售策略

Large Format 大格局	80,000 to 200,000 s.f. 80,000至200,000平方呎	Target, Kohl's, Walmart, Bed Bath and Beyond, Toys R Us, Sport's Basement, REI, Lowe's, Orchard Supply Hardware, Lowe's, Best Buy, PetCo, Michael's
Dept. Store Anchors 百貨公司	50,000 to 150,000 s.f. 50,000至150,000平方呎	Macy's, Nordstrom, Barney's, Bloomingdales, Burlington Coat Factory, Dillards, JC Penny, Saks Fifth Avenue, Sears
Mini-Anchors 小型重點公司	10,000 to 50,000 s.f. 10,000至50,000平方呎	TJ Maxx, H&M, Forever 21, Crate and Barrel, DSW, Marshall's, Loehmans, The Container Store, Old Navy, Pottery Barn, Restoration Hardware, Cost Plus, West Elm
Other National Retail Stores 其他全國性零售店	10,000 s.f. and below 10,000平方呎或以下	The Children's Place, Ann Taylor, Nine West, The Gap, J Crew, Sur La Table, Williams and Sonoma, Abercrombie and Fitch, The Body Shop, Claire's, Footlocker



VALDEZ TRIANGLE RETAIL CONCEPT Valdez 三角區零售概念

I. RETAIL STRATEGY 零售策略

Valdez Triangle Retail Concept

- provide a core of **comparison shopping**-type retail complemented with local-serving retail, dining, entertainment, office, and service uses
- provide for a **critical mass** of new retail and complementary commercial uses (500 to 800,000 sf) that will establish the area as an attractive and competitive destination within the region
- integrate high-quality contemporary buildings with renovated and re-purposed historic buildings to create **an authentic Oakland "place"**—not a generic development that could be anywhere
- feature **street-oriented retail** in an attractive, pedestrian-oriented environment that includes active sidewalks, and safe and attractive public spaces that encourage social interaction
- promote a **complementary mix** of retail, office, entertainment, and residential uses that creates a vibrant urban district that is active both day and night, and not only on weekdays, but on weekends as well.
- include a complementary mix of **local and national retailers** in a variety of formats including larger retail "anchor" stores and small retail shops
- apply **minimum floor-plate requirements** to Retail Priority Areas that have good size, visibility, and access in order to accommodate the larger floor-plate, anchor store retailers

Valdez 三角區零售概念

- 提供一個 **比較性購物** 類型零售核心，配合服務本地的零售店、餐館、娛樂、辦公室、和服務用途。
- 提供一個新零售和配合商業用途的 **重要聚集點**（500–800,000 平方呎），使此區在地區內成為一個具吸引力和競爭性的目的地。
- 結合高質素的現代建築物和修建和重新訂定目的的歷史性建築物，創造一個 **真正的屋崙「地方」**——而不是可以出現在任何地方的泛性發展。
- 在一個具吸引力的、以行人為取向的環境，包括人流活躍的人行道，和鼓勵社交互動的安全和有吸引力的公共空間，設置以街道為取向的零售。
- 促進 **配合性混合零售**、辦公室、娛樂、和住宅用途，創造一個有力的城市地區，無論日夜，周日或周末均生氣勃勃。
- 包括一個配合性混合本地和全國性零售店一起，提供多種格式，包括大的「重點」商店和小的零售店。
- 在有足夠面積、能見度和方便進出的地點，應用 **最低限的樓面規定**，以容納大樓面的重點商店。

