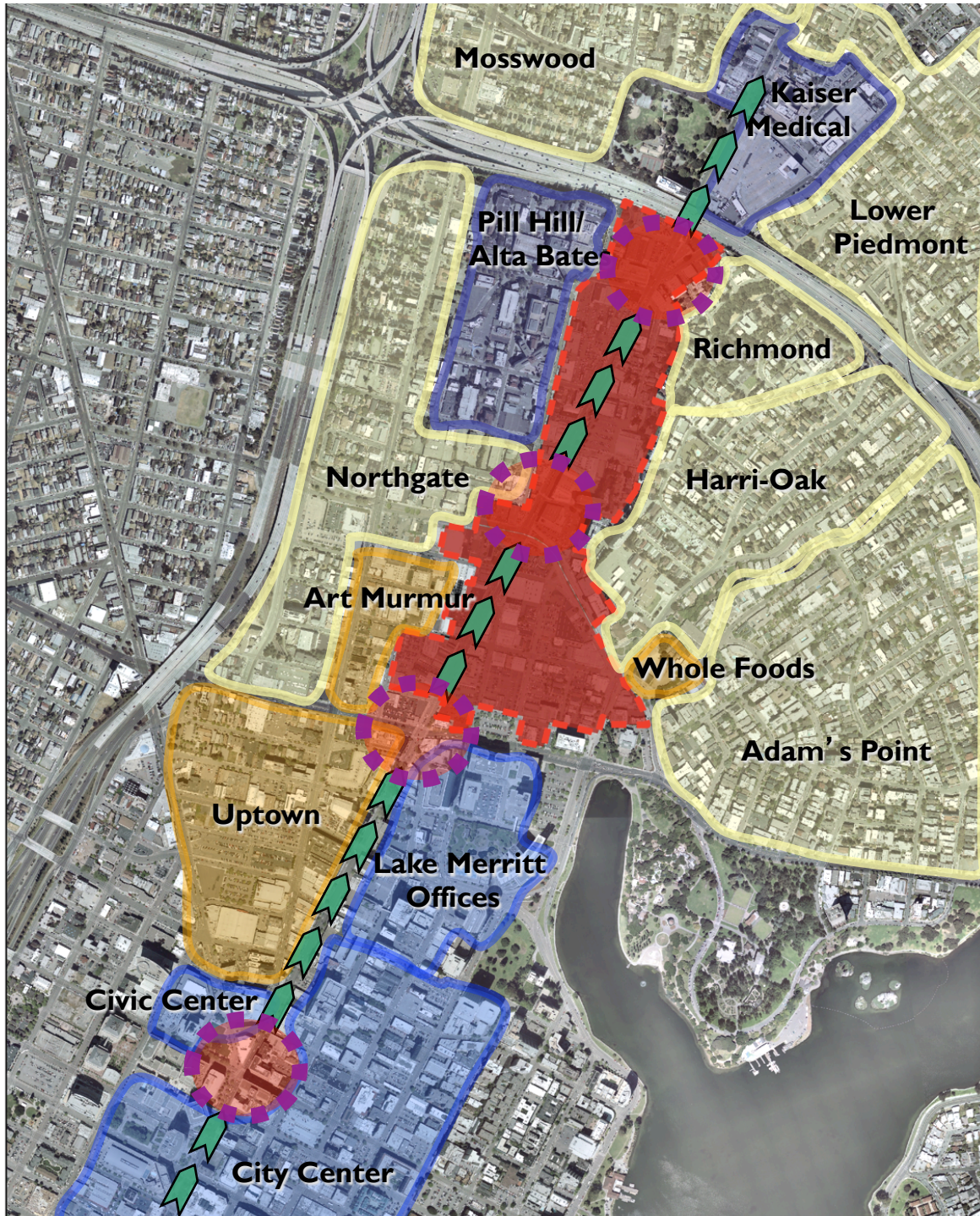


BROADWAY VALDEZ DISTRICT SPECIFIC PLAN



Project Boundary





Project Setting

Background



The Broadway Corridor

Broadway and 22nd St



Broadway and Grand



Broadway near 23rd St



Broadway at 23rd St



Broadway past 23rd, YMCA



Broadway past 23rd



Broadway at 24th St



Broadway past 24th



Broadway past 24th



Broadway at 25th



Broadway at 25th



Broadway past 25th



Broadway at 26th



Broadway at 26th



Broadway at 27th



Broadway at 27th



Broadway at 27th



Broadway at 28th



Broadway past 28th



Broadway at 29th



Broadway past 29th,
Grocery Outlet



Broadway at 30th



Broadway at 29th



Broadway at 30th



Broadway btwn 30th and Hawthorne



Broadway close to Hawthorne



Broadway at Hawthorne



Broadway at Piedmont



Broadway close to 34th St



Broadway at 34th St



Broadway at Macarthur and I-580



Broadway at 34th looking
south



Valdez Triangle

- 27th Street
- 27th/24th/Harrison/Bay Pl. intersection
- 23rd Street
- 24th Street
- Waverly Street
- Valdez Street

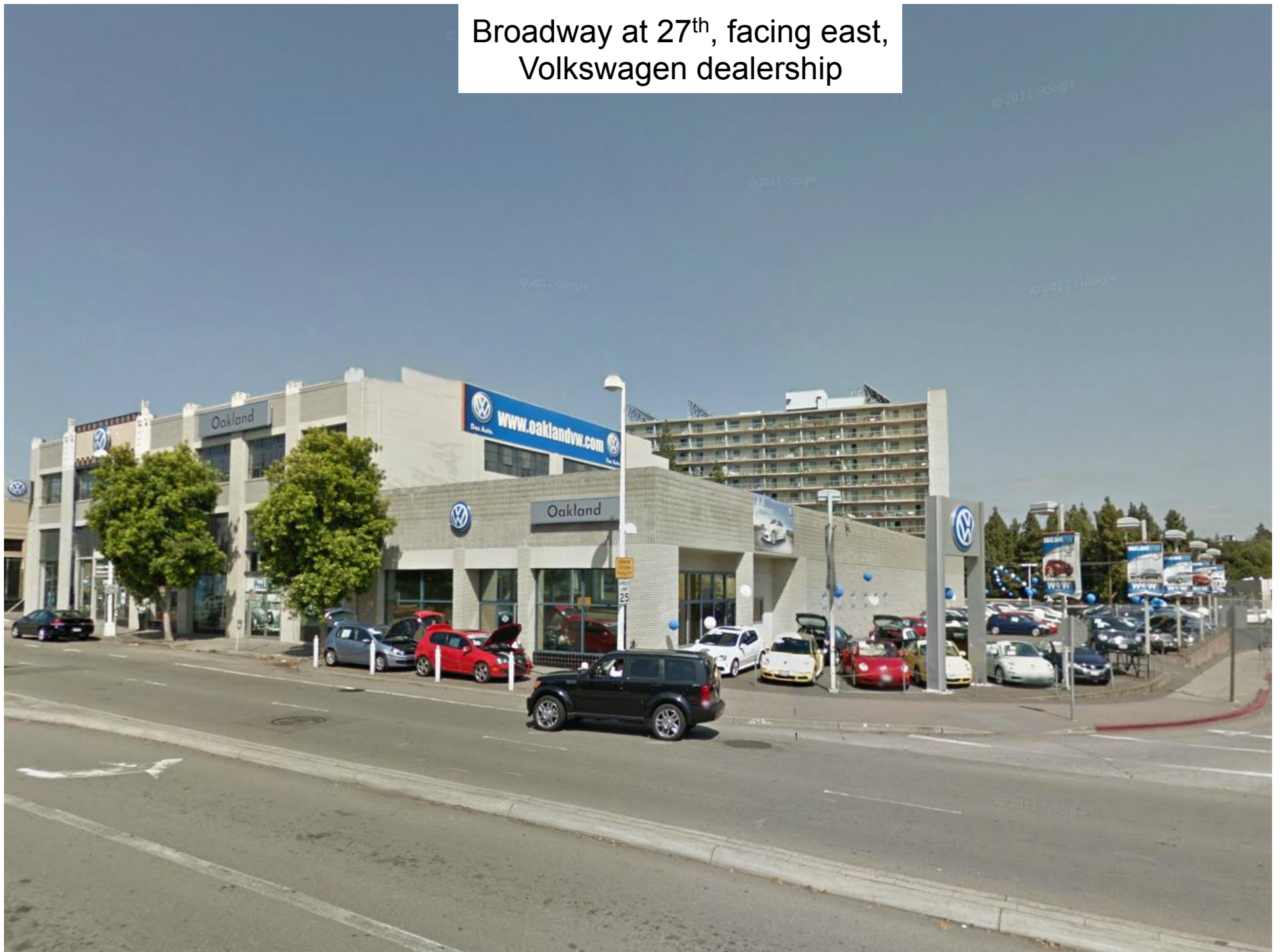
Broadway at 27th, facing south



Broadway at 27th, facing east



Broadway at 27th, facing east,
Volkswagen dealership



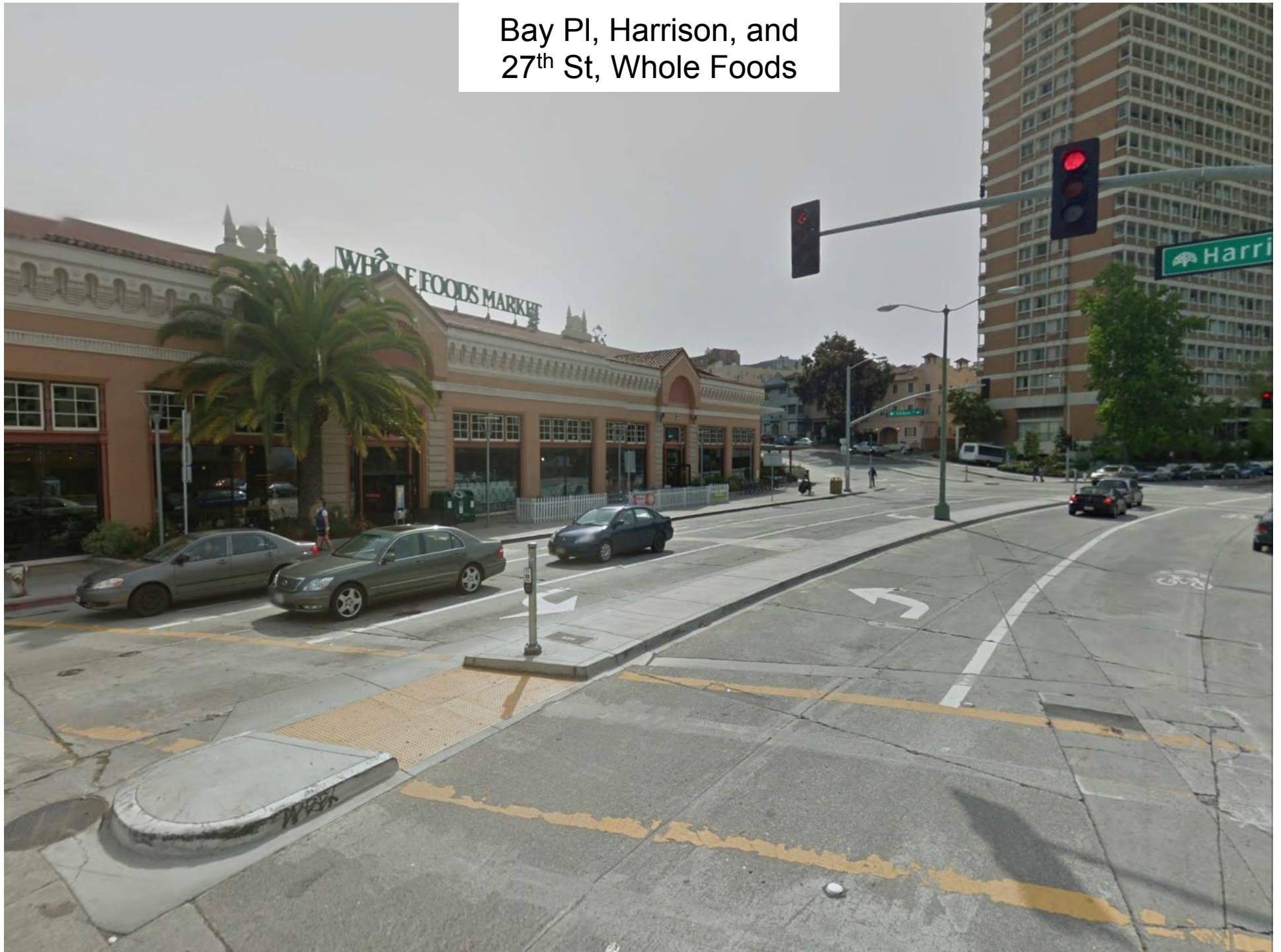
Broadway at 27th, facing east,
Audi dealership



26th, Valdez, and 27th St,
Biff's (old historic diner)



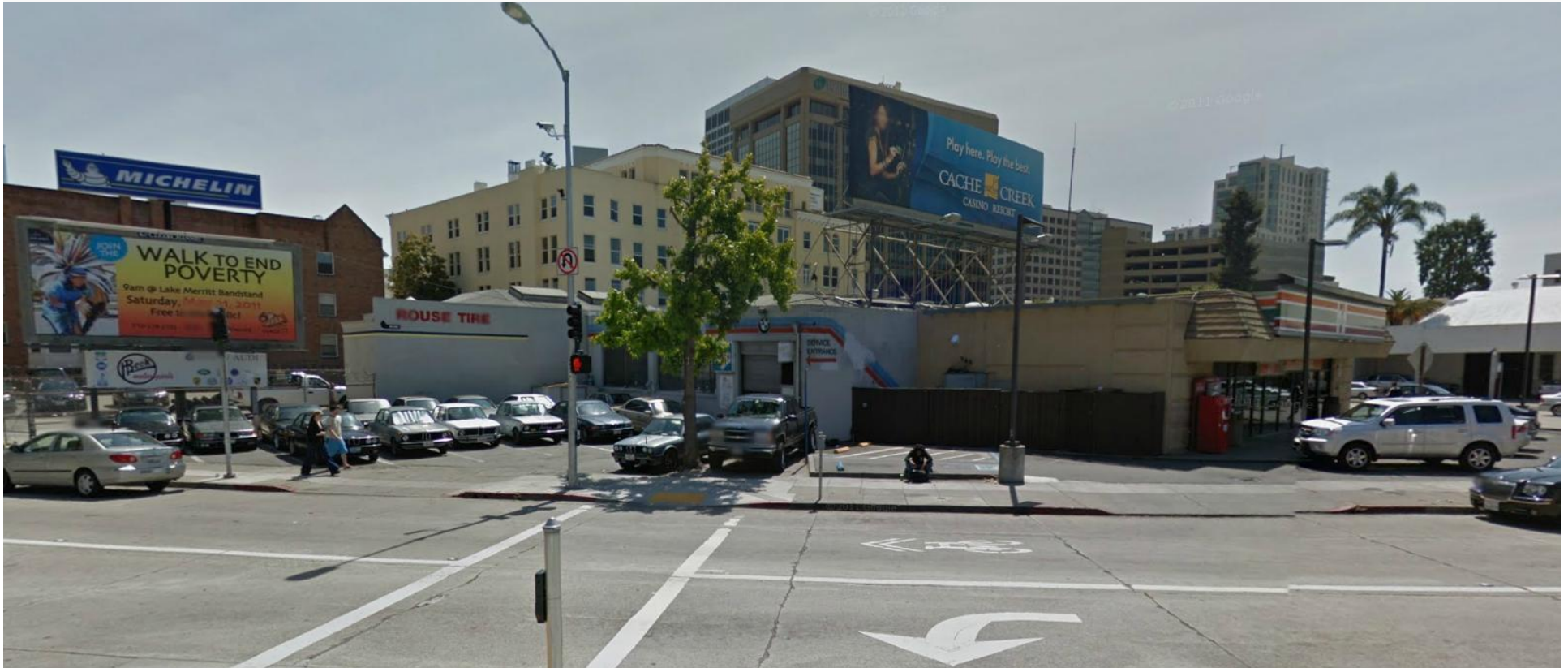
Bay Pl, Harrison, and
27th St, Whole Foods



Looking from Whole Foods down 24th St,
27th St to the right, Harrison St to the left



Looking from Whole Foods with
Bay Place street in front and
Harrison St to the right



Waverly looking north to
24th St



Waverly looking south
towards 23rd St



Valdez at 24th St looking
northeast



Valdez at 24th St looking
northwest



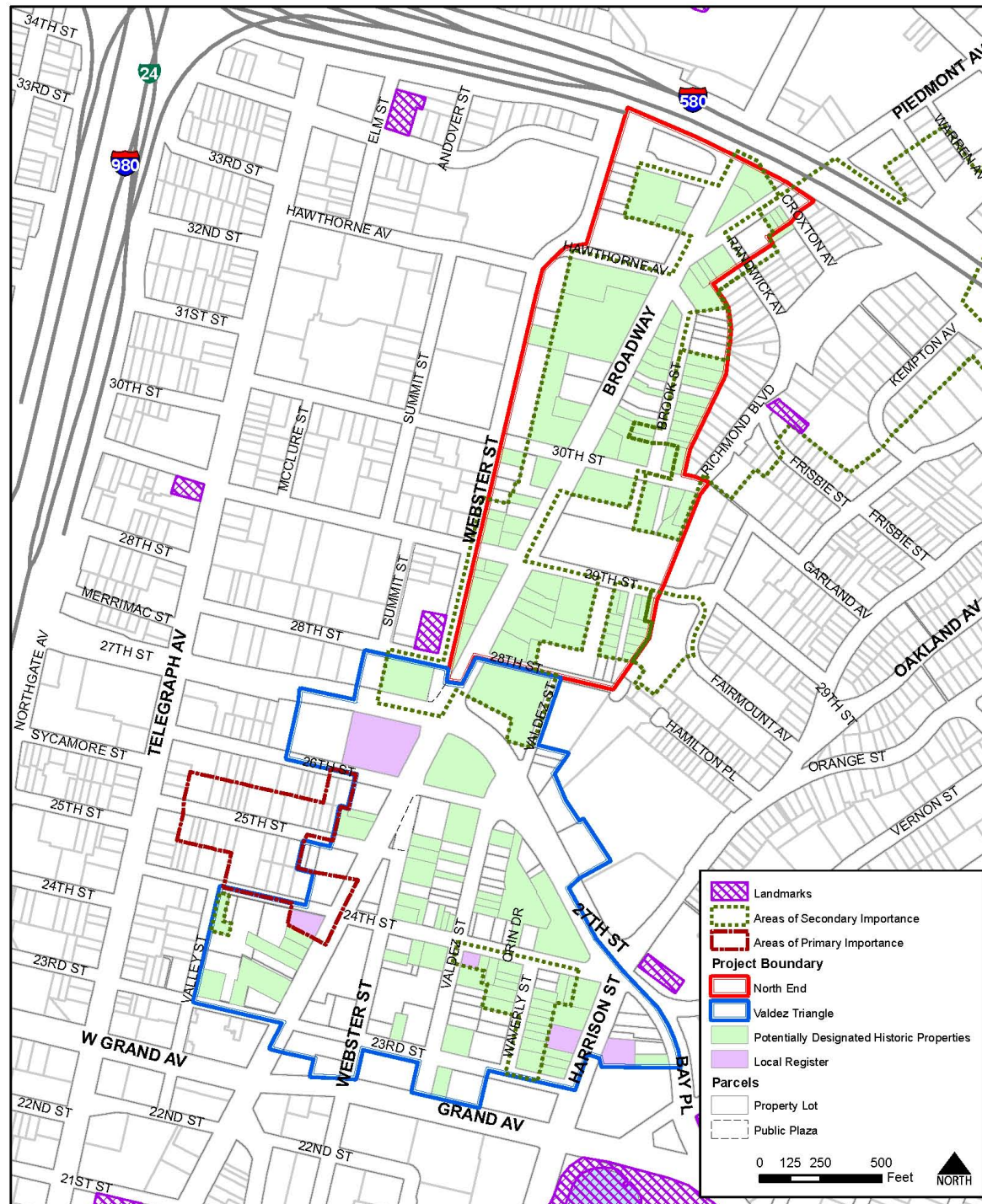
Valdez at 24th St looking
south, towards downtown



23rd St at Valdez looking southwest



Historic Resources



Historic Buildings



Historic Buildings & Local Landmarks

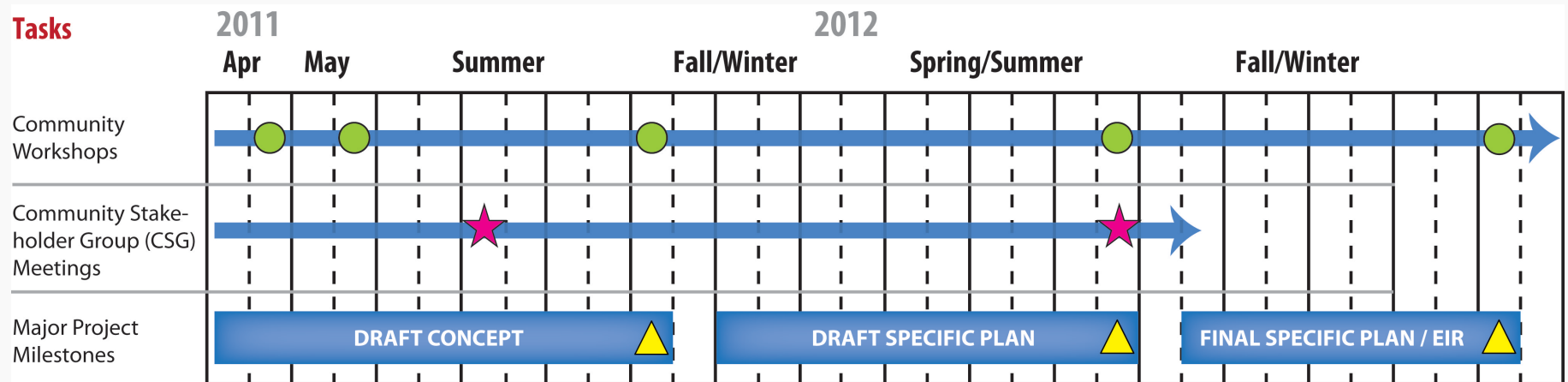


Plan Process To Date

- **2007:** *Citywide Retail Enhancement Strategy*
- **2008:** City Council directed staff prepared a specific plan for the Broadway Corridor
- **May 2009 – Jan 2010:** Community workshops and community stakeholder group meetings were held to engage the public in the planning process
- **Feb 2010 – Aug 2010:** Planning process on hold
- **Sep 2010:** New project lead/support staff identified
- **Apr, May 2011 - Re-launched planning process (2 community meetings)**
- **Oct 2011 - Planned community meeting to present Draft Plan Concept**

Project Timeline

Tasks



Plan Objectives

- Create a destination retail district as the hub of a “complete neighborhood”
- Encourage a supportive mix of housing, office, and entertainment uses
- Include streetscape & transit improvements and public amenities
- Enliven the Broadway frontage with active ground floor uses (retail, restaurants, etc.)

Community Objectives

- Create an authentic Oakland place
- 1,800 housing units, with 300-500 of affordable (*EBHO*)
- Create a mixed-use, high density urban village
- Retail should include neighborhood-serving businesses
- Include parks/open spaces
- Re-use existing historic buildings where possible
- Restore Biff' s diner
- Include streetscape improvements and public amenities to create more walkable, attractive streets
- Attract a critical mass of retail
- Preserve existing car dealerships
- Eliminate minimum parking requirements

Alternatives Development: 1st Attempt (Valdez Triangle)



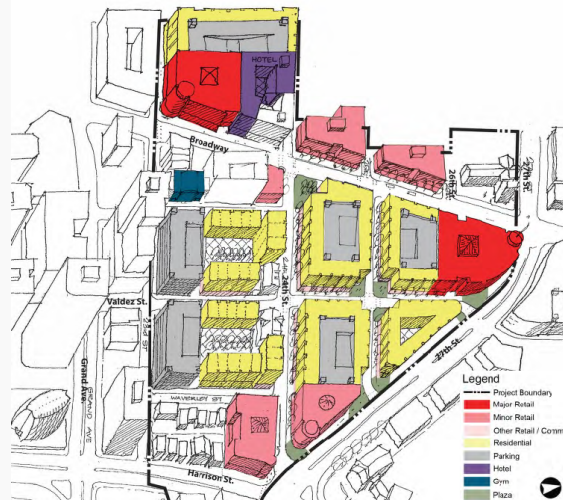
Alternative 1

Retail 717,000 sf

Hotel 120,000 sf

Residential 763 DUs

Parking 2,540 spaces



Alternative 2

Retail 682,000 sf

Hotel 85,000 sf

Residential 544 DUs

Parking 3,750 spaces



Alternative 3

Retail 1,107,000 sf

Hotel 150,000 sf

Residential 752 DUs

Parking 5,460 spaces

Alternatives Development: 1st Attempt (North End)



Alternative 1:

Retail Core between 29th & Hawthorne

Retail/Residential Mixed Use

Retail 480 sf

Residential 515 du' s

Office 310,000 sf

Parking 3,150 spaces



Alternative 2:

Retail Core between 29th & Hawthorne

2-level, large floorplate major anchors

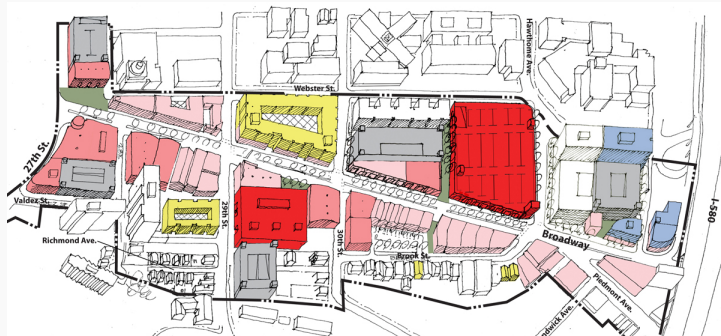
Residential as transition use

Retail 665,000 sf

Residential 360 du' s

Office 139,000 sf

Parking 3,325 spaces



Alternative 3:

Retail Core between 29th & Hawthorne

Single-level, large floorplate major anchors

Retail 619,000 sf

Residential 197 du' s

Office 139,000 sf

Parking 2,970 spaces

Critique of Alternatives

The alternatives...

- Simultaneously show too much detail and not enough
- Do not convey the potential of any flexibility or feasible phasing
- (VT) Focus on mixed use in every building rather than a mixed-use district
- (VT) insular and fail to connect and build upon assets in the Plan Area
- (VT) turn their back on 23rd and W. Grand Ave.

Key Challenges

- Property owners' valuation of land for residential development (not retail)
- Attracting national retailers
- Providing adequate parking for retailers while not undercutting transit/bike/ped emphasis
- Providing open spaces/plazas
- Preserving and restoring historic sites (Biff' s, Waverly block, auto dealerships)
- Ensuring that flexibility is built into the plan
- Addressing housing advocates target without inclusionary zoning