

Ideas + Action for a Better City

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BROADWAY VALDEZ June 2014 DISTRICT SPECIFIC PLAN



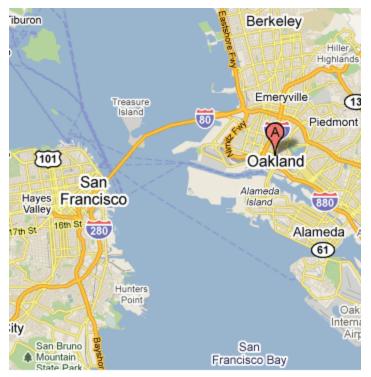
OAKLAND, CA

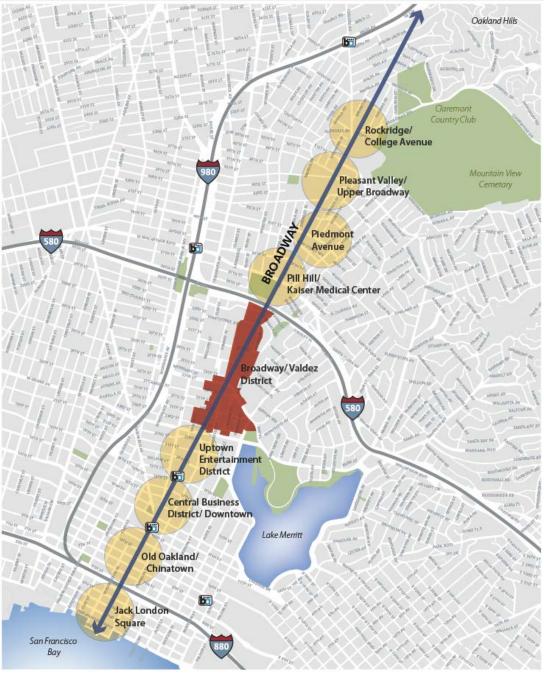
Laura B. Kaminski, AICP, Planner III, Strategic Planning, City of Oakland Pete Vollmann, Planner IV, Development Division, City of Oakland Joel Devalcourt, Regional Representative, East Bay for Greenbelt Alliance Scott Youdall, Development Partner, The Hanover Company Ray Connell, Acquisition and Development Manager, Holland Partner Group

SPUR, June 21, 2016

PLAN AREA







PLAN BACKGROUND

TWO MAJOR FACTORS:

- Absence of strong retail base (comparison goods) impacting fiscal well-being
 - \$1 billion in comparison goods spending lost to other Bay Area communities annually
 - \$10 million potential sales tax revenue lost annually
 - 10,400 potential local jobs
- Decline of historic "Auto Row" portion of Broadway



Lack of comparison goods retail



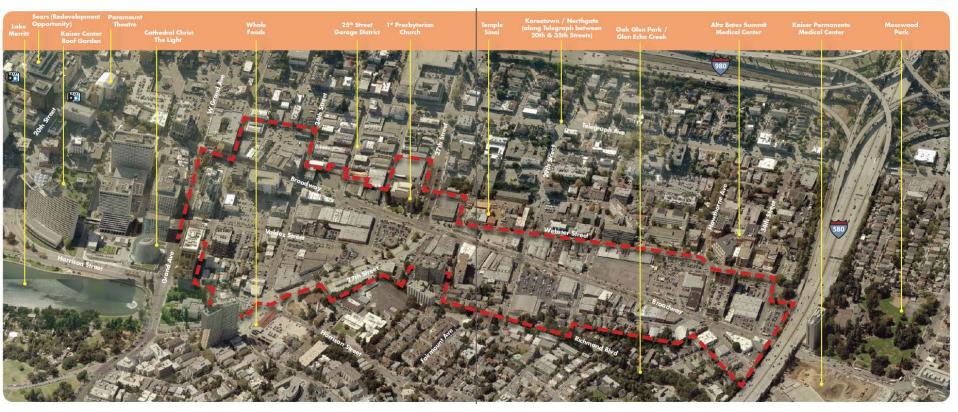
Auto Row in decline

PLAN AREA

PRIOR TO SPECIFIC PLAN APPROVAL

- 30 ACRES AUTOMOTIVE
- 7 ACRES VACANT
- 35 ACRES RIGHT-OF-WAY



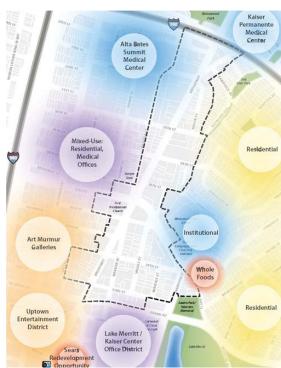


CONTEXT





















Lake Merritt

Uptown Lake Merritt/ Office District

PLAN STRATEGY

Valdez Triangle Retail District



Captures sales tax revenue





Balanced

REUSE

New Retail Businesses in Existing Spaces

RETROFIT

Retrofit and Repurpose Existing **Buildings** for Retail

REDEVELOP

Major New Retail and Mixed Use Development



PUBLIC SPACE **IMPROVEMENTS**

- Public Art
- Plaza Enhancements
- Street Furniture
- Street Trees

MOBILITY **IMPROVEMENTS**

- Pedestrian Enhancements (bulbouts, crosswalks, etc)
- Bike Facilities (bike) lanes, signage, bike boxes, etc.)
- Transit Service/ Facilities (shelters, benches, etc.)

ACTIVATING AND **ENHANCING**

- Facade and Tenant Improvements
- Events and Temporary Uses (festivals, pop-up stores, food trucks, etc.)
- Public Parking (parking) district, parking facilities, etc)





SUPPORT PRIVATE INVESTMENT



IMPI FMFNT TARGETED INVESTMENTS





FOOD

- Fine Dining (Pican, Plum, Ozumo)
- 'Hip' Scene (MUA, Lukas Tap Room)
- Casual Fare (Z Café, Trueburger, Hawker Fare)

ARTS

- Art Murmur Gallery District
- Creative Growth Art Center

ENTERTAINMENT

- Paramount Theater
- Stork Club
- New Parkway
- The Uptown

DESTINATIONS

- Whole Foods
- YMCA
- Cathedral of Christ the Light
- Lake Merritt/ Lakeside Park

LEVERAGE Existing ASSETS

IMPLEMENTATION

HOW DO WE, IN ABSENCE OF REDEVELOPMENT:

- Create a destination retail district?
- Preserve historic resources?
- Obtain affordable housing?
- Retain auto dealerships?

POST-REDEVELOPMENT CLIMATE

• Loss of TIF, subsidies, land assembly, affordable housing

ENVIRONMENTAL IMPACT REPORT (EIR)

- Specific Plan cleared future development by completing EIR
- California Environmental Quality Act (CEQA)

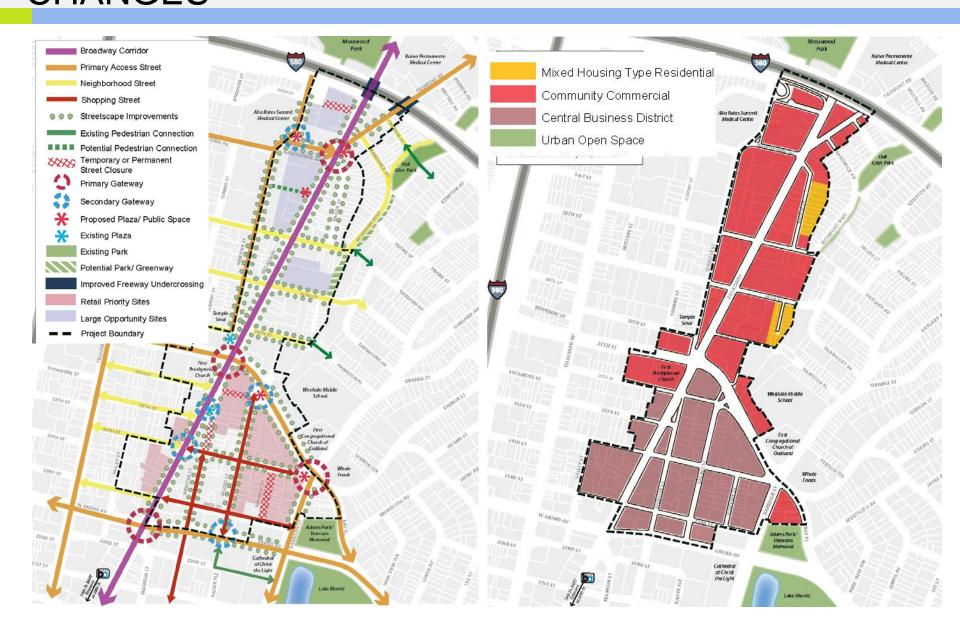








PUBLIC REALM IMPROVEMENTS & GENERAL PLAN CHANGES



RETAIL PRIORITY SITES

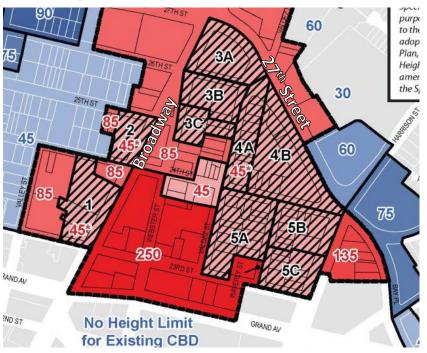
- Retail Required
 Ground Floor
- Retail Priority
 Sites
- Shopping Streets



RETAIL INCENTIVES

CHANGES IN PLANNING CODE - NEW RETAIL PRIORITY SITES:

- 45' height Retail Priority Sites for non-residential
- Minimum retail square footage required based on 0.5 FAR
 - Residential bonus
 - Higher height bonus of 200 feet, 250 feet closer to downtown
 - Density based on retail, 1 unit/125 sq ft of retail provided
 - Transfer of residential units to other Retail Priority sites allowed



Regulation	Minimum Retail Area (SF) Required to Develop Residential					
	Facilities Bonus		COOK of Dotail			
	50% of Retail	Retail SF/ Residential	60% of Retail	Retail SF/ Residential		
	Priority Site Area	Unit Bonus	Priority Site Area	Unit Bonus		
Retail Priority						
Site 1	38,706 sf	125 Retail SF	46,447 sf	100 Retail SF		
Retail Priority	15,572 sf	125 Retail SF	18,686 sf	100 Retail SF		
Site 2	10,072 0.	123 1101011 01	10,000 31	200 Retail of		
Retail Priority						
Site 3						
3 (a)	22,745 sf	125 Retail SF	27,293 sf	100 Retail SF		
3 (b)	22,388sf	125 Retail SF	26,865 sf	100 Retail SF		
3 (c)	17,738sf	125 Retail SF	21,285 sf	100 Retail SF		
Retail Priority						
Site 4						
4 (a)	23,465 sf	125 Retail SF	28,157 sf	100 Retail SF		
4 (b)	54,567 sf	125 Retail SF	65,480 sf	100 Retail SF		
Retail Priority						
Site 5						
5 (a)	45,905 sf	125 Retail SF	55,086 sf	100 Retail SF		
5 (b)	26,769 sf	125 Retail SF	32,122 sf	100 Retail SF		
5 (c)	21,935 sf	125 Retail SF	26,322 sf	100 Retail SF		

HISTORIC PRESERVATION INCENTIVES

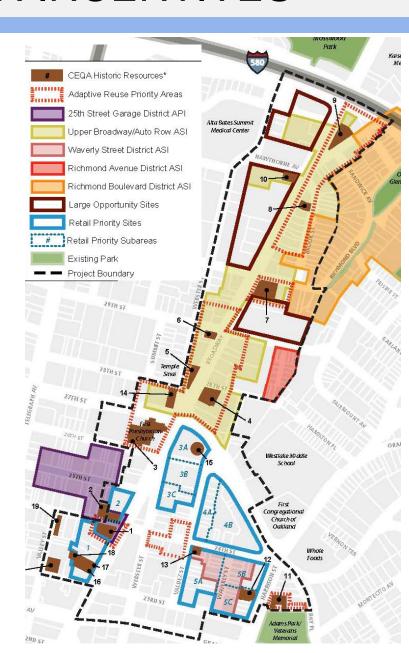
CHANGES IN PLANNING CODE

All areas Broadway Valdez District:

- Adaptive Reuse Priority Areas lower height limits
- PDHP or CEQA Historic Resource
 - No parking for conversion of use
 - If incorporated into larger project, exempt from parking and open space







AFFORDABLE HOUSING INCENTIVES

CHANGES IN THE PLANNING CODE:

In Retail Priority Sites:

• A residential bonus of 35% is granted if 15% affordable housing is provided

In all areas of the Broadway Valdez District

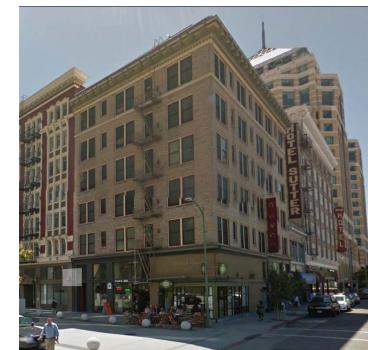
Reduced parking & open space for senior and affordable housing

POLICY:

Complete Citywide affordable housing impact fee nexus study - Citywide Affordable Housing Impact Fees adopted on May 3, 2016.







AUTO DEALERSHIP INCENTIVES

- Important tax revenue
- Encouraged in the North End
- Move toward urban format/parking offsite or non-surface storage
- Land becomes more valuable to develop showroom for autos within a retail project and housing above - inventory offsite
- Develop citywide auto dealership strategy





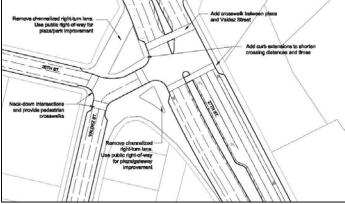


OPEN SPACE/PLAZAS



EXISTING

Excess right -of -way



PLANNING CODE

- Open space in-lieu fee
- Pay for Plaza improvements

PROPOSED

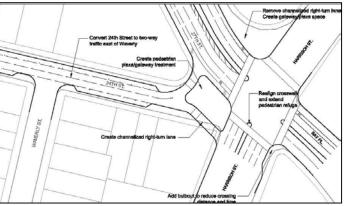
Plazas



PROPOSED

Plazas







PARKING (CAR & BICYCLE), TRANSIT & PEDESTRIAN

PLANNING CODE

- Reductions in parking standards
- Increase bicycle parking standards
- New "unbundle" parking required
- New parking in-lieu fee
- Parking screened behind building







- "Free B" shuttle expansion
- Enhance BART stations
- Potential street car
- Bulb-outs for buses and pedestrians
- Street trees and historic lighting







PUBLIC OUTREACH PROCESS

Joel Devalcourt, Regional Representative, East Bay for Greenbelt Alliance

PLANNING APPROVAL PROCESS

PUBLIC OUTREACH PROCESS

PLANNING APPROVAL PROCESS

- Formation of the Better Broadway Coalition that included:
 - Greenbelt Alliance
 - East Bay Housing Organizations (EBHO)
 - Sierra Club Northern California Chapter
 - Walk Oakland Bike Oakland (WOBO)
 - Valdez Plaza Residents Council
 - Alameda County Building Trades Council
 - Westlake Christian Terrace Resident Council
 - California Nurses Association
 - TransForm
 - Urban Habitat











Westlake Christian Terrace

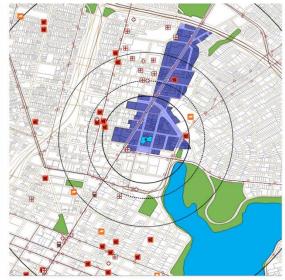
PUBLIC OUTREACH PROCESS

2330 Webster: Oakland's Best Chance to Create a Complete and Sustainable Community



development and parking. However, this parcel (currently listed as a competitive site for Federal LIHTC), could serve multiple purposes of activating the streets and offering the City a great opportunity to create homes at a range of incomes. We recommend that the City revise Policy IMP-1.9 to eliminate the "Option B" to partner with developers that can create development to fulfill the complete community goals of the plan and offer homes affordable to Oakland's residents.

The three sites compared here all demonstrate competitive LIHTC points. However, 2330 Webster also offers additional competitive



2330 Webster: Area - 45,000 sqft 22 Points + Public funds points*

- 7 Transit
- 3 Public Park
- 0 Public Library
- 5 Grocery Store
- 3 School
- 1 Pharmacy • 3 Hospital

Legend BART Stn Library Pharmacy_final schools + Hospitals **Grocery** - Bus Route Bus Stops Streets Broadway Prospective Parcel LAKE Parks BroadwayValdezSP Geospatical 1/4th mile
1/3rd mile
1/2 mile
1 mile



3073 Broadway: Area - 80,812.7 sqft 23 Points

- 7 Transit
- · 3 Public Park
- 0 Public Library
- 5 Grocery Store
- · 3 School
- · 2 Pharmacy
- 3 Hospital



Webster St. parking lot: Area - 11,220 sqft 21 Points

- 7 Transit
- 3 Public Park
- 0 Public Library • 4 Grocery Store
- 3 School
- 1 Pharmacy
- 3 Hospital

IMPLEMENTATION

Pete Vollmann, Planner IV, Development Division, City of Oakland

PLANNING APPROVAL PROCESS

- What is working
- Project Status
- Projects Valdez Triangle
- Projects North End

WHAT IS WORKING

- Expedited Project Approval
 - Created CEQA analysis checklist
 - First projects approved in about 4 months
 - many projects did not require Planning Commission approval
- Parcel consolidation in Retail Priority Sites has occurred
- Minimum retail requirement was met or exceeded for Retail Priority Sites
- Project is using the transfer of development rights
- Two of the projects, same owner, are developing 2 plazas
- Sidewalk widening, street lights, street trees, benches, and public art are being installed

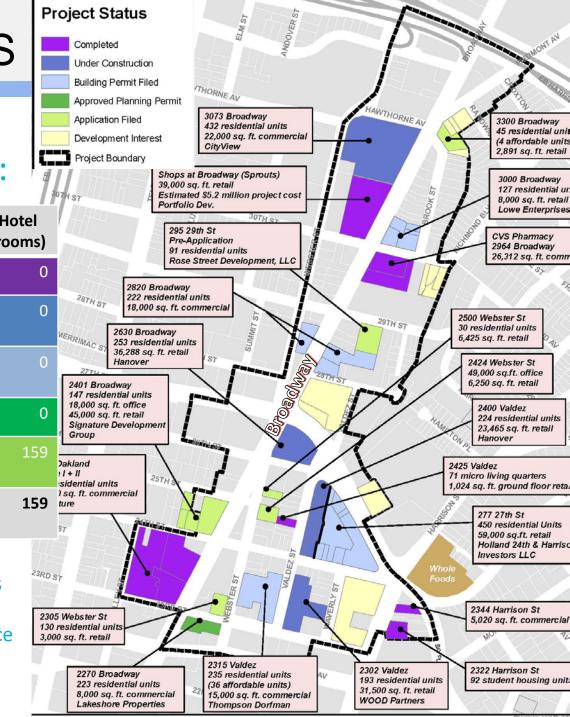
PROJECT STATUS

Plan adopted June 2014

In approval process so far:

Project Status	Residential (units)	Retail (sf)	Office (sf)	Hotel (rooms)
Completed	268	106,356	50,000	0
Under Construction	1,102	113,253	0	0
Building Permit Filed	1,034	100,000	0	0
Approved	353	11,000	0	0
Application Filed	238	33,005	49,000	159
Total Projects	2,995	363,614	99,000	159

(1,800 housing units proposed in plan, EIR is flexible so can exchange uses if trip generation is equal, i.e. exchange some office sf with residential units)





PROJECTS IN NORTH END

NEW PEDESTRIAN PATH:



3072 Broadway:

432 Residential Units, 22,000 sf Retail



3001 Broadway:

39,000 sf Retail



2964 Broadway: 26,312 sf Retail



3000 Broadway:

127 Residential Units, 8,000 sf Retail



2855 Broadway, 2800 & 2820 Broadway: 218 Residential Units, 18,000 sf Retail



2800 & 2820 Broadway:

150 Residential Units, 8,800 sf Retail

27TH & BROADWAY AND 27TH AND VALDEZ STREET

Scott Youdall, Development Partner, The Hanover Company

PLANNING APPROVAL PROCESS



PROJECTS BY HANOVER COMPANY



2400 Valdez:

224 Residential Units, 23,465 sf Retail



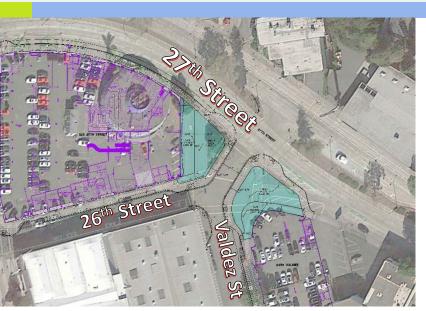
View from Valdez St at 27th St

2630 Broadway:

254 Residential Units, 36,288 sf Retail

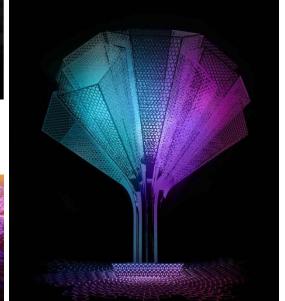


27TH AND VALDEZ STREET PUBLIC PLAZAS











27TH STREET & 24TH STREET

Ray Connell, Acquisition and Development Manager, Holland Partner Group

PLANNING APPROVAL PROCESS



PROJECT BY HOLLAND PARTNER GROUP





277 27th Street:

450 Residential Units, 59,000 sf Retail

PROJECT BY HOLLAND PARTNER GROUP











BROADWAY VALDEZ June 2014 DISTRICT SPECIFIC PLAN



OAKLAND, CA

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