PLAN AREA
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**
PLAN AREA

PRIOR TO SPECIFIC PLAN APPROVAL

• 30 ACRES AUTOMOTIVE
• 7 ACRES VACANT
• 35 ACRES RIGHT-OF-WAY
PLAN STRATEGY

NURTURE AND REINVEST

SUPPORT PRIVATE INVESTMENT

IMPLEMENT TARGETED INVESTMENTS

LEVERAGE EXISTING ASSETS

$$$

Captures sales tax revenue

Transit First

Balanced

Valdez Triangle Retail District

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 (bulb-outs, 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.)

FOOD
- Fine Dining (Pican, Plum, Ozumo)
- ‘Hip’ Scene (MUA, Lukas Tap Room)
- Casual Fare (2 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
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

Locations:
- Whole Foods
- YMCA
- Lake Merritt
- Uptown
- Broadway Grand
- Hive
- First Friday/Art Galleries
- Shopping Streets
- BART
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**

<table>
<thead>
<tr>
<th>Regulation</th>
<th>Minimum Retail Area (SF) Required to Develop Residential Facilities Bonus</th>
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<tbody>
<tr>
<td></td>
<td>50% of Retail Priority Site Area</td>
</tr>
<tr>
<td>Retail Priority Site 1</td>
<td>38,706 sf</td>
</tr>
<tr>
<td>Retail Priority Site 2</td>
<td>15,572 sf</td>
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<tr>
<td>Retail Priority Site 3</td>
<td>22,745 sf</td>
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<tr>
<td>3 (b)</td>
<td>22,388sf</td>
</tr>
<tr>
<td>3 (c)</td>
<td>17,738sf</td>
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<tr>
<td>Retail Priority Site 4</td>
<td>23,465 sf</td>
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<tr>
<td>4 (b)</td>
<td>54,567 sf</td>
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<tr>
<td>Retail Priority Site 5</td>
<td>45,905 sf</td>
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<tr>
<td>5 (b)</td>
<td>26,769 sf</td>
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<tr>
<td>5 (c)</td>
<td>21,935 sf</td>
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</table>

*No Height Limit for Existing CBD*
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
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
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
2330 Webster: Oakland’s Best Chance to Create a Complete and Sustainable Community

Policy (MP-1.3) prioritizes the use of City-Owned Property (2330 Webster shown in black) as an incentive to facilitate retail 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 (MP-1.9) to eliminate the “Option B” to sell the property. Instead, the City should 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 points for having public land donation or leasing. With this additional asset, Oakland can achieve an exciting and affordable community that activates the street at all times of the day.
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
Plan adopted June 2014

In approval process so far:

<table>
<thead>
<tr>
<th>Project Status</th>
<th>Residential (units)</th>
<th>Retail (sf)</th>
<th>Office (sf)</th>
<th>Hotel (rooms)</th>
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<tbody>
<tr>
<td>Completed</td>
<td>268</td>
<td>106,356</td>
<td>50,000</td>
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<td>Under Construction</td>
<td>1,102</td>
<td>113,253</td>
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<td>Building Permit Filed</td>
<td>1,034</td>
<td>100,000</td>
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<td>Approved</td>
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<td>11,000</td>
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<td>Application Filed</td>
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<td>33,005</td>
<td>49,000</td>
<td>159</td>
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<td>Total Projects</td>
<td>2,995</td>
<td>363,614</td>
<td>99,000</td>
<td>159</td>
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</tbody>
</table>

(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 VALDEZ TRIANGLE

1. Whole Foods
2. First Friday/Art Galleries
3. New Plazas
4. Under Construction
5. Under Construction
6. Under Construction
7. Under Construction
8. Under Construction
PROJECTS IN NORTH END

3072 Broadway:
432 Residential Units, 22,000 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

NEW PEDESTRIAN PATH:
Scott Youdall, Development Partner, The Hanover Company

PLANNING APPROVAL PROCESS
Whole Foods New Plazas
2630 Broadway:
254 Residential Units, 36,288 sf Retail

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

View from 27th St & Broadway

PROJECTS BY HANOVER COMPANY
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