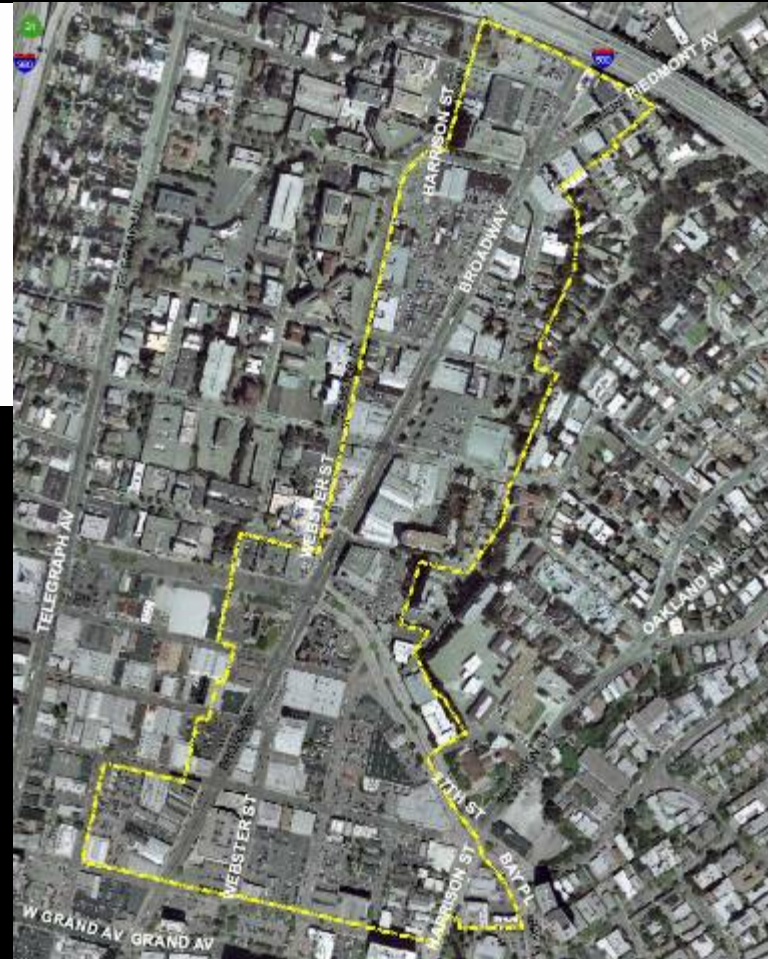


BROADWAY VALDEZ DISTRICT SPECIFIC PLAN

百老匯VALDEZ區 特定計劃



Tonight's Meeting

今晚會議議程

- Welcome
歡迎
- New Staff Team
新市府職員團隊
- Specific Plan Process To-Date
目前進展
- Study Area Setting
研究區域範圍
- What We've Heard
已聽到的意見
- Your Turn – Did we get it right?
現在輪到你 - 我們所得是否正確？
- Next Steps
下一步驟

New City Staff Team

新市府職員團隊

- **Project Lead | 項目領導**

- **Ed Manasse, Strategic Planning Manager**
City of Oakland Community and Economic
Development Agency (CEDA) – Planning and
Zoning Division

屋崙市府社區和經濟發展局 (CEDA) - 規劃和區域劃分部經理 Ed Manasse

- **Support Staff | 團隊成員**

- **Alisa Shen , Laura Kaminski**

Plan Process To Date

目前進展

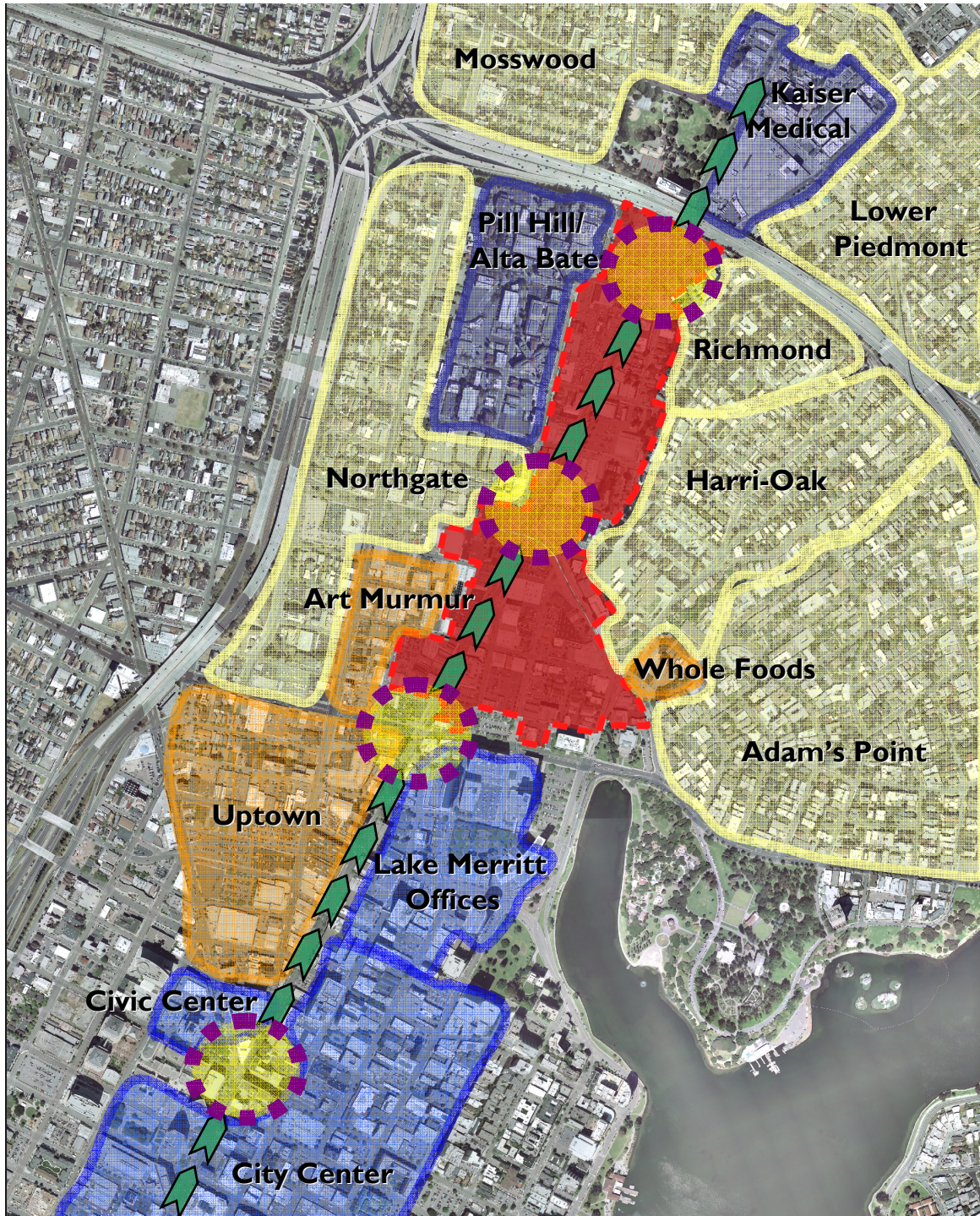
- **2007: Citywide Retail Enhancement Strategy**
2007: 全市性的零售業增強策略
- **2008: City Council direction to prepare a specific plan**
2008: 市議會指示職員準備百老匯走廊特定計劃
- **May '09 – Jan. '10: Community workshops and community stakeholder group meetings were held**
二零零九年五月至二零一零年一月：舉行社區研習坊和社區團體會議，準備特定計劃
- **Feb. – Aug. '10: Planning process delayed**
二零一零年二月至八月：計劃過程暫停
- **Sept. '10: New project lead and support staff identified**
二零一零年九月：確定新的項目領導和職員



Project Boundary 項目範圍

Sub-Areas





Study Area Setting 項目範圍

Neighborhoods



Project Objectives

項目目的

- Create a destination retail district as the hub of a “complete neighborhood”
創造一個完善鄰里零售區匯點
- Encourage a supportive mix of housing, office, and entertainment uses
鼓勵一個居住、辦公室、和娛樂互相支持的用途
- Include streetscape improvements and public amenities
包括改善街景和公共休閒設施
- Enliven the Broadway frontage with active ground floor uses (retail, restaurants, etc.)
利用百老匯街門面商業如零售、餐館等,以加強百老匯臨街生氣

Place-Making Principles

創造有特色地方原則

- Create a sense of place through attention to good urban design

注重良好城市設計，創造一個地方感

- Establish a visually distinctive district identity, framed by vibrant and well-populated streets

設定一個視覺獨特的地區身份，以充滿活力和人多的街道為架構

- Encourage convenient connections to downtown and surrounding neighborhoods

鼓勵方便連結市中心和周圍的社區

Place-Making Principles 創造地方原則

Design for 設計目的：

- Safety
安全
- Access and mobility
使用和流動性
- Context
範圍
- Livability
適宜居住
- Sustainability
存續性
- Visual excellence
視覺良好
- Cost effectiveness
成本效益

What We've Heard

已聽到的意見



What We've Heard: LAND USE

已聽到的意見：土地使用

- Create an **authentic** Oakland place
創造一個真正的屋崙地方
- Oakland needs **both** major destination retail and neighborhood-serving independent shops
屋崙需要主要的目的地零售店和服務鄰里的獨立商店

What We've Heard: LAND USE

已聽到的意見：土地使用

- Valdez Triangle is the best location for a new destination retail district

Valdez三角區是新目的地零售區的最佳地點

- North End should be mixed-use: Upper floors could be housing, office, or mix of both. Broadway frontage needs active ground floor uses (retail, restaurants, etc.)

北端應作混合用途：樓上可做住宅、辦公室、或兼用。百老匯街的臨街門面是活躍的商業（如零售、餐館等）

What We've Heard: LAND USE

已聽到的意見：土地使用

- More housing and affordable housing should be in the plan: the “Broadway Vision” partners want to see 1,800 housing units total, with 300-500 units affordable (*Broadway Valdez Policy Platform, East Bay Housing Organization*)

計劃應包括更多的房屋和可負擔的房屋：「百老匯願景」合作者希望看到有1,800個房屋單位，包括300-500個是可負擔的單位（*Broadway Valdez*政策平台，東灣房屋機構）

- Include parks/open space
包括公園 / 空地
- Include a grocery store and a pharmacy
包括雜貨店和藥房

What We've Heard: HISTORIC RESOURCES

已聽到的意見：歷史資源

- Re-use of existing historic buildings as the preferred approach where possible
在可能情況下重新使用目前之歷史性建築
- Preserve the character of the area
維護該地區的特徵

What We've Heard: STREETS AND CONNECTIONS

已聽到的意見：街道和連結

- Broadway should function as a “Main Street”
百老匯街應發揮「主要街道」之功能
- Include streetscape improvements and public amenities to create walkable, attractive streets
包括街景改善和公眾休閒設備，創造更適宜漫步、和具吸引力的街道

What We've Heard: STREETS AND CONNECTIONS

已聽到的意見：街道和連結

- Activate and improve 27th Street so it doesn't act a barrier between the Valdez Triangle and North End
活躍化和改善27街，使它不會成為Valdez三角區與北端之障礙
- Create connections to downtown and surrounding districts and neighborhoods
創造連結商業區和周圍的地區與鄰里

What We've Heard: TRANSPORTATION, TRANSIT & PARKING

已聽到的意見：交通,運輸,和停車

- Don't include an excessive amount of parking
不要包括太多停車位
- The amount of parking should be ramped down with each succeeding phase of development as increased density and use creates more viable transit options or area

從每個發展階段中減少停車位，因為密度之增加和使用將創造更可行的運輸的選擇或範圍

What We've Heard: TRANSPORTATION, TRANSIT & PARKING

已聽到的意見：交通,運輸,和停車

- Encourage alternate modes of transportation other than the car
鼓勵汽車以外的其他交通模式
- Improve transit options (e.g. extending the B, shuttle, streetcar) that connect to other destinations such as BART, Jack London Square, Lake Merritt/Chinatown)
改善運輸選擇（例如，延長B線，穿梭車，街車）連結其他的目的地例如BART地鐵，傑克倫敦廣場，美麗湖 / 華埠）

What We've Heard: APPROACH

已聽到的意見：方法

- Identify a few key sites where retail should happen—work with what is already happening and successful in district

認定幾個主要零售點 - 配合在地區目前已出現和成功之項目

- Demonstrate that plan is feasible
- 證明計劃是可行的

What We've Heard: APPROACH

已聽到的意見：方法

- Ensure flexibility is built into the plan: Include multiple ways to achieve end goal – plan needs to respond to changing market conditions and land opportunities in the District

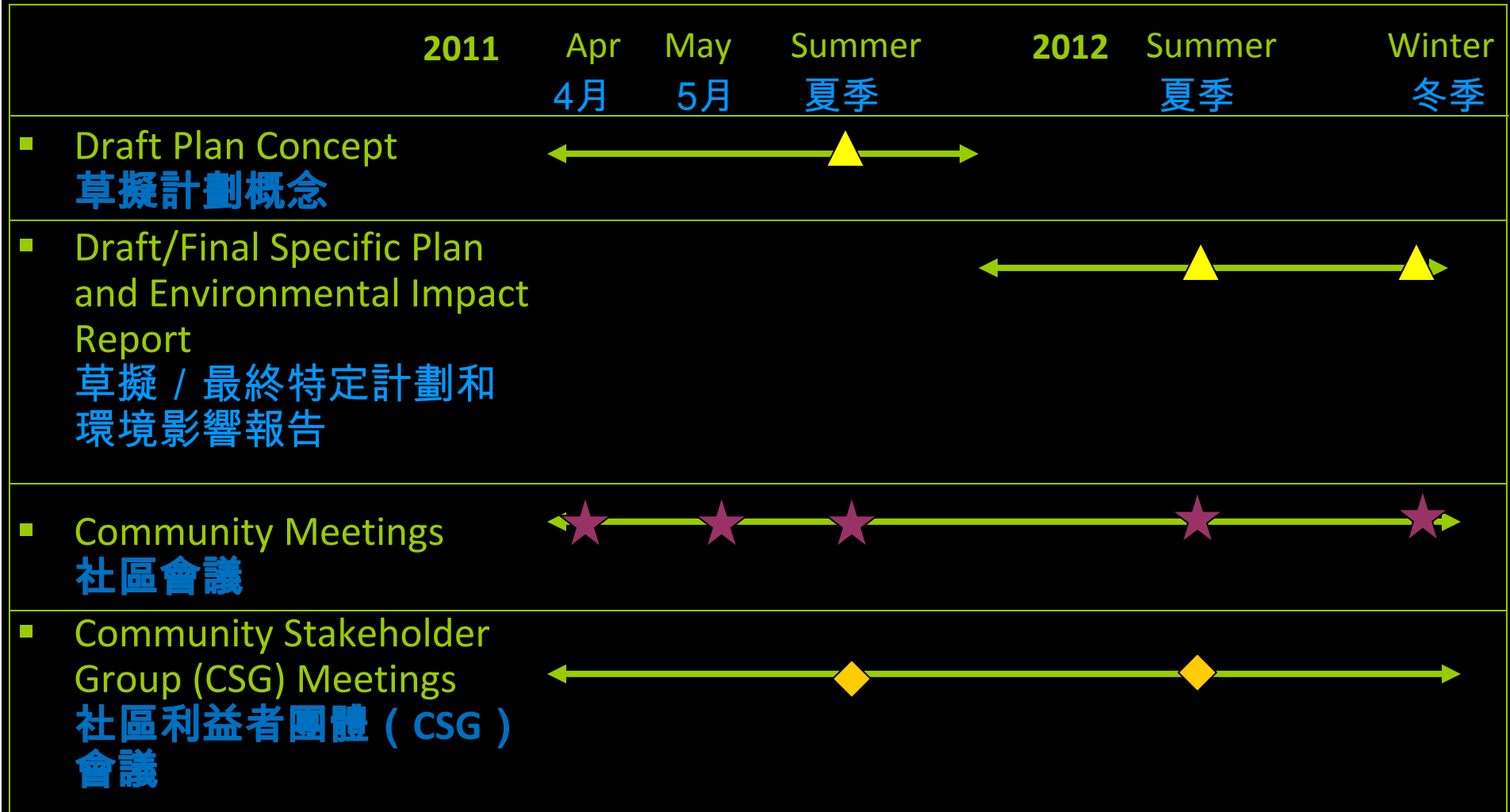
確保計劃之靈活性：包括達到目標之多種方法 -
計劃需要回應地區之市場情況改變和土地機會

What We've Heard : COMMUNITY PROCESS

已聽到的意見：社區程序

- More opportunity to be heard is desired
希望有更多機會表達意見
- Clearly communicate how input provided will be incorporated into the Plan
清楚溝通計劃如何結合已提供之意見
- Accommodate non-English speakers during the plan process
在計劃過程中方便不講英語的人士

Project Schedule 項目時間表



YOUR TURN

Did we get it right?

現在輪到你
我們所得是否正確？



Next Steps

下一步驟

- **May 25** – Words to Paper: Show us what your vision for the Broadway Valdez District looks like
寫在紙上：向我們反映你對Broadway/Valdez區的遠像
 - 6:00p.m.- 8:00 p.m. /下午六時至八時舉行
 - Location to be determined / 地點待決
- **June/July** – Draft Plan Concept
六月/七月 - 草擬計劃概念
 - Location/Date to be determined / 日期地點待決

More information about the meetings will be posted on the project website:

www.oaklandnet.com/bvdsp

有關會議詳情將貼在項目的網頁：www.oaklandnet.com/bvdsp

Thank you!

謝謝!

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