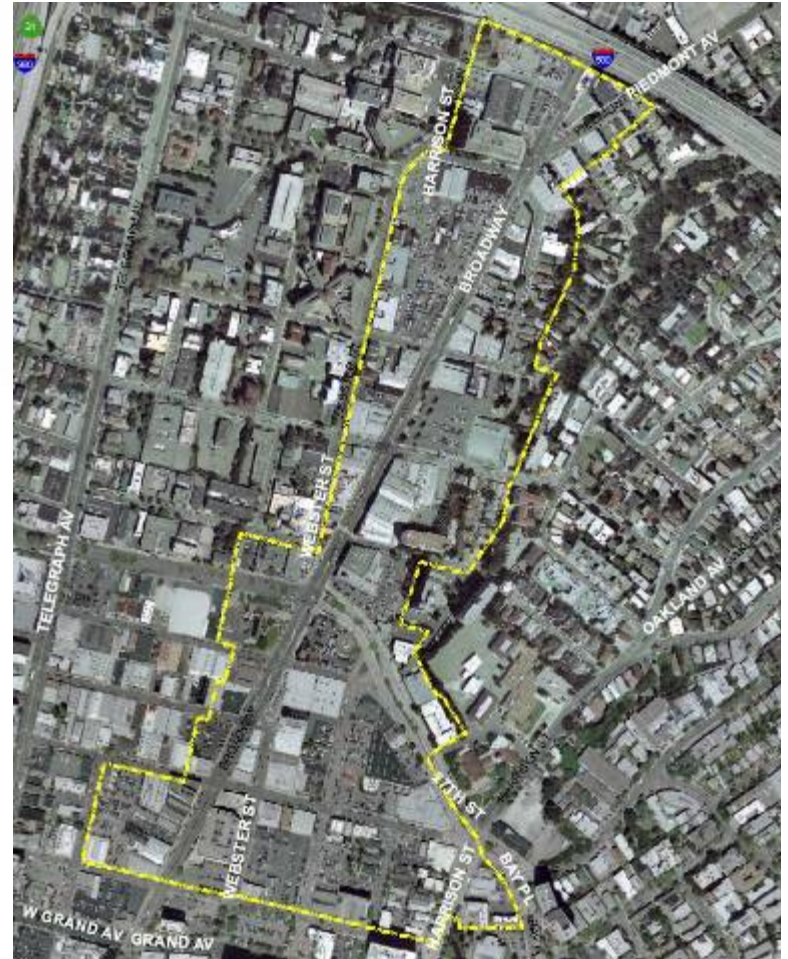


BROADWAY VALDEZ DISTRICT SPECIFIC PLAN

Community Stakeholders Group Meeting
August 30, 2011

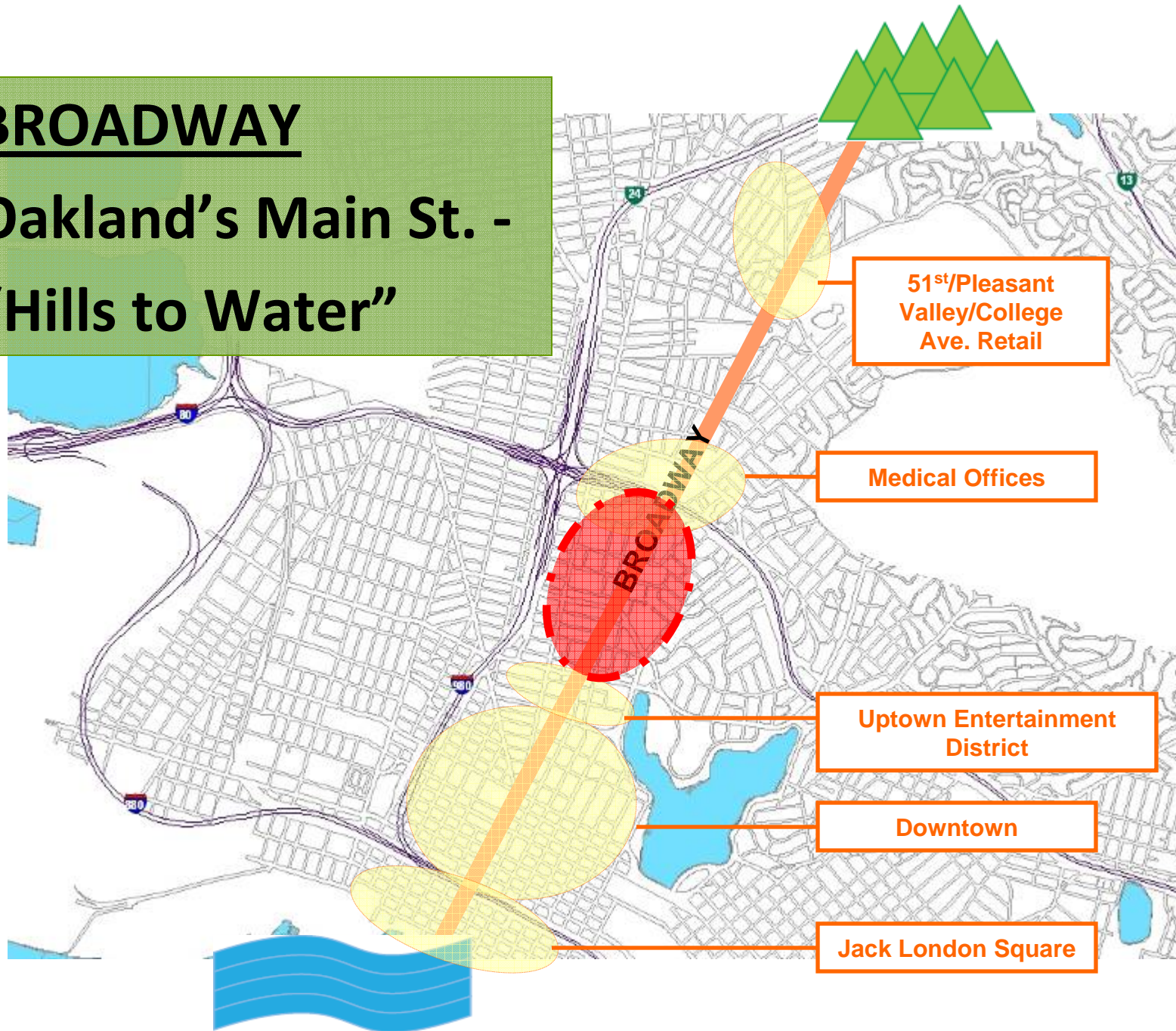


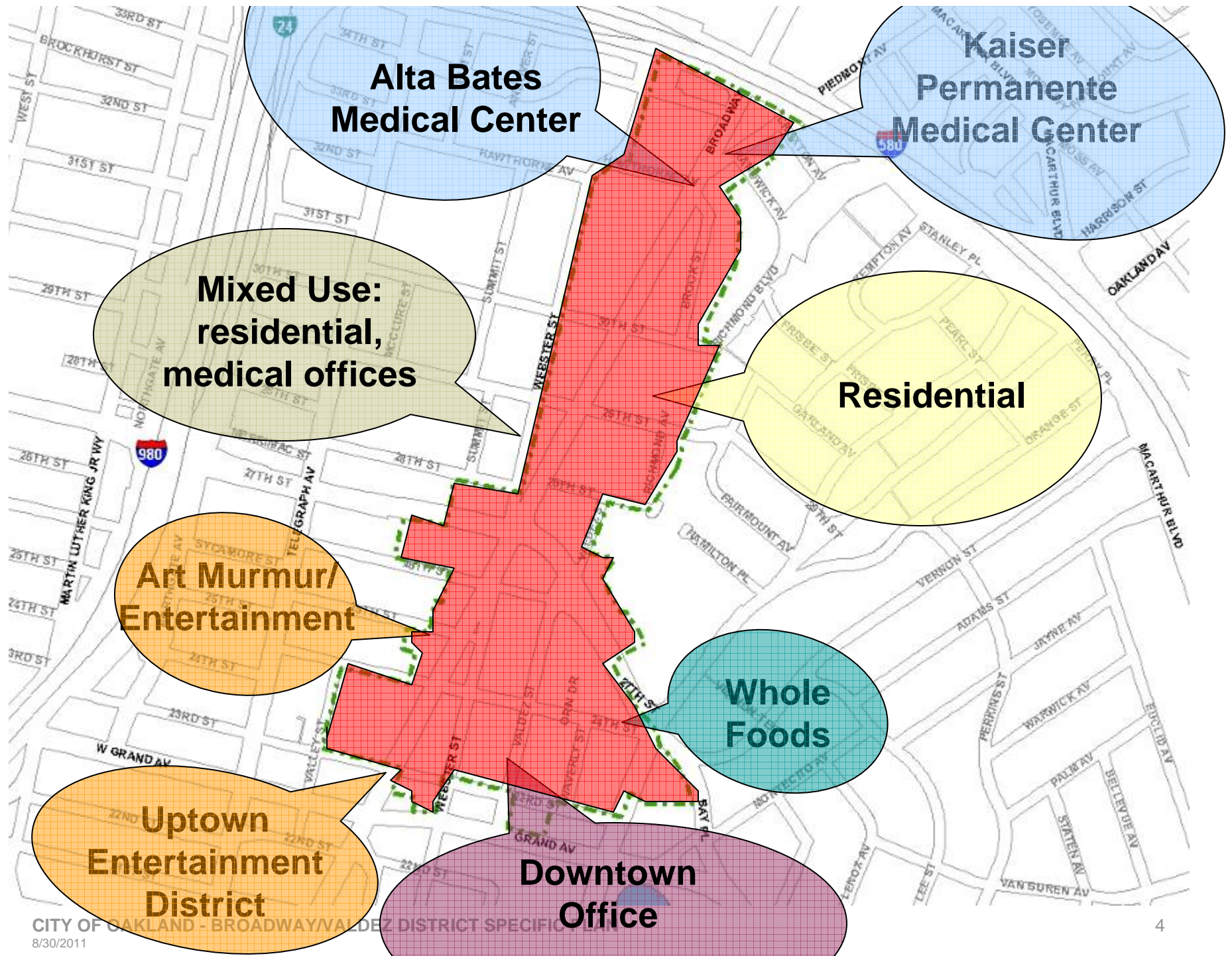
Agenda

- **Introductions**
- **Project Update**
- **Discussion**
- **Next Steps**

BROADWAY

Oakland's Main St. -
"Hills to Water"





Draft Plan Goals

- A destination retail pedestrian district
- A “complete” and compact mixed-use neighborhood
- Adaptive reuse of historic buildings
- New “green” development that complements neighboring uses



Draft Plan Goals (cont'd)



- “Complete streets”
- Carefully managed parking

- A safe and attractive system of streets, parks, and civic spaces



Challenges

- Redevelopment funding extremely limited
- Many different land owners
- Small parcel sizes
- High land prices
- Redevelopment Agency doesn't control most of land in Plan Area
- Poor economic climate
- Retail industry in flux

Short-term Strategies

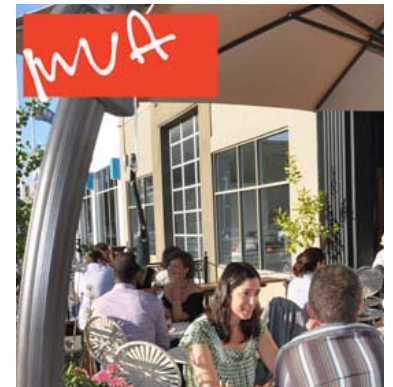
“Set the table” to spur development for long-term vision

- Build on what is working in the area
- “Fill-in” the gaps/activate the “dead-spots”
- Focus on making area safe, fun *and* active
- Enhance connectivity



Short-term Strategies

ART + FOOD + ENTERTAINMENT = PEOPLE





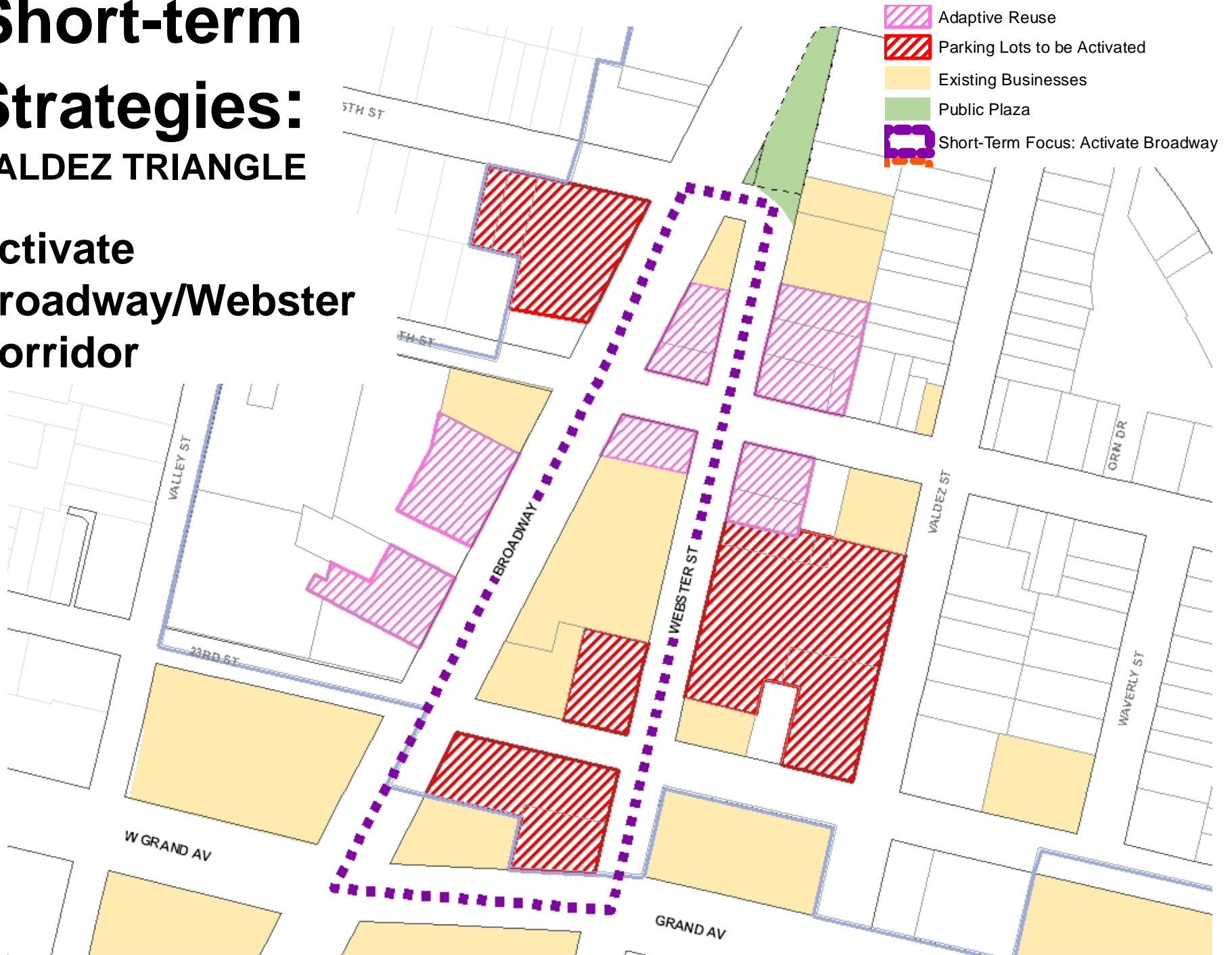
Short-term Strategies: VALDEZ TRIANGLE



Short-term Strategies: VALDEZ TRIANGLE

Short-term Strategies: VALDEZ TRIANGLE

Activate Broadway/Webster Corridor



Short-term Strategies: VALDEZ TRIANGLE

- Create regulations to encourage restaurants, bars and entertainment
- Encourage art events, mobile food and retail
- Attract additional entertainment-related businesses
- Activate Broadway between Grand and 27th
- Coordinate with other efforts to activate adjacent section of Broadway (19th to Grand)

Short-term Strategies: VALDEZ TRIANGLE

- Work with Downtown BIDs
- Facade Improvement Program
- Storefront Art Program
- Temporary Pop-Up Stores
- Murals on blank walls

Short-term Strategies: VALDEZ TRIANGLE

Streetscape improvements

- Lighting improvements
- Improve the 25th Street plaza
- Landscaping, trees
- Bike lanes



Short-term Strategies

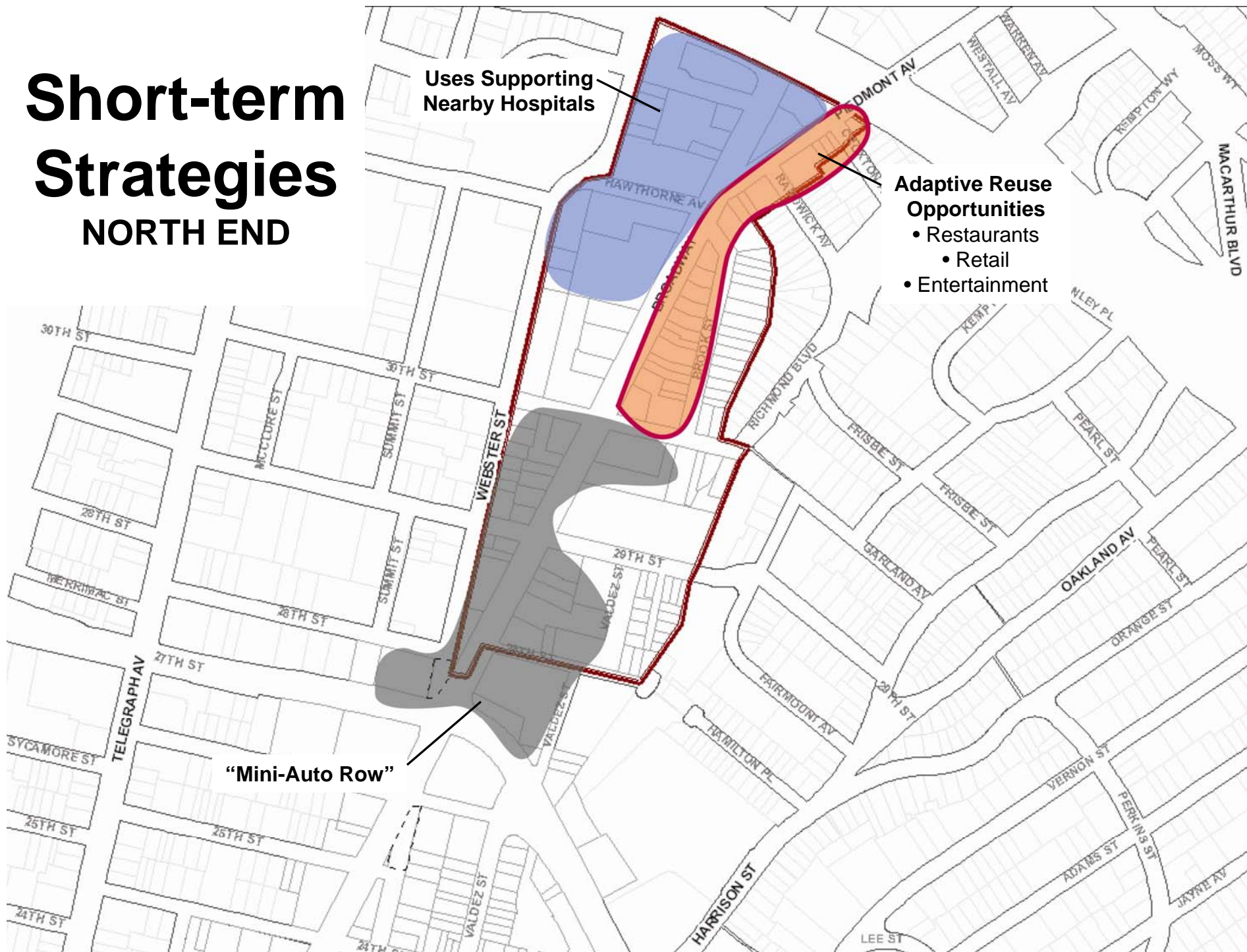
NORTH END

Uses Supporting
Nearby Hospitals

Adaptive Reuse
Opportunities

- Restaurants
- Retail
- Entertainment

"Mini-Auto Row"



Short-term Strategies: NORTH END

- Encourage art events, restaurants and mobile food
- Landscaping, trees
- Bike lanes
- Enhance connectivity to area hospitals
- Improve Broadway and Piedmont underpasses

Short-term Strategies: ENTIRE DISTRICT

Adaptive reuse

- Prioritize life safety code requirements; flexibility on others



Mid- and Long-term Strategies

ENTIRE DISTRICT

Strategic Public Investment:

What public investment would provide the “biggest bang for the buck” to spur desired development in the Broadway Valdez District?

Such as:








- Targeted streetscape improvements
- Mixed-use parking garage
- Develop strategy for auto businesses in area

Long-term Strategies

VALDEZ TRIANGLE

- Adaptive Reuse
- Parking Lots to be Activated
- Existing Businesses
- Public Plaza
- Short-Term Focus: Activate Broadway
- Long-Term Focus: Create Retail District
- Valdez Triangle boundary

Whole Foods Market

-
-  Adaptive Reuse
 Parking Lots to be Activated
 Existing Businesses
 Public Plaza
 Short-Term Focus: Activate Broadway
 Long-Term Focus: Create Retail District
 Valdez Triangle boundary

Long-term Plan Elements

VALDEZ TRIANGLE

- Large retail opportunity sites
- Streetscape improvements, public plazas
- Activate:
 - 24th St. between Whole Foods and Broadway
 - Valdez St. between Grand Ave. and 27th St.
- Parking
- Transit

Long-term Strategies

NORTH END



Long-term Plan Elements

NORTH END

- Flexible regulations
 - Housing and/or office above retail
 - Large retail opportunity sites
- Streetscape improvements
- Open Space
 - Greenway along Glen Echo Creek
- Parking
- Transit

Discussion

- What targeted public investments would spur desired development in the Valdez District? In the North End?
- What do you think about the short-term strategies?
- Additional ideas for short-term?
- What do you think about the long-term strategies?
- Additional ideas for long-term?

Next Steps

Draft Plan Concept

- CSG Meeting - Late Fall 2011
- Community Meeting – Dec. 2011