

Broadway / Valdez District Specific Plan & EIR

City of Oakland



Community Meeting #3

Alternatives

WRT | Solomon E.T.C.

Project Goals

- ❖ A major comparison goods retail destination
- ❖ An economically & socially sustainable mixed-use district
- ❖ An attractive, pedestrian-oriented retail district
- ❖ A district well served by and supportive of transit
- ❖ Housing that complements & contributes to district vitality



Project Goals (cont'd)

- ❖ A land use mix & intensity that supports redevelopment, is responsive to market realities, and enhances retail vitality
- ❖ Development that protects & enhances neighboring uses
- ❖ Preservation and reuse of historic buildings
- ❖ Development that minimizes environmental impacts



Types of Retail



Major Anchors



Minor Anchors



Small Local Stores



Small Chain Stores

Retail Formats



1-story buildings



2-story buildings



3-story buildings



5-story buildings

Mixed Use — Residential Over Retail



4 stories over 1 level of retail



4 stories over 1 level of retail



4 stories over 2 levels of retail



3 stories over 1 level of retail

Valdez Triangle

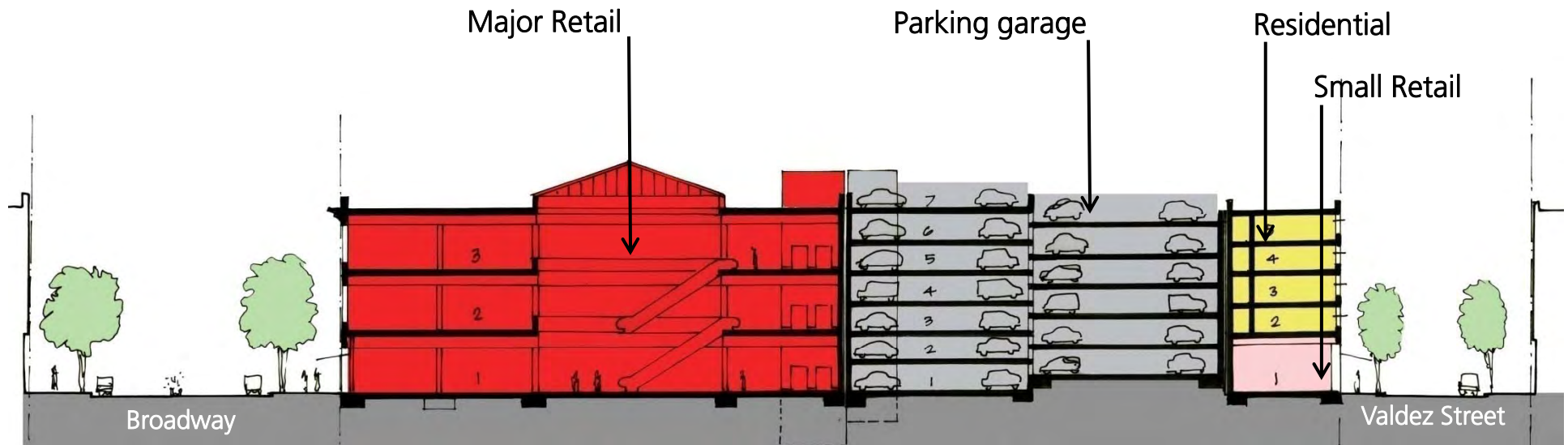


Alternative V1



- Vertical mixed use
- Predominantly low-rise buildings
- 24th St. as primary retail spine
- Hotel at 23rd & Harrison
- Public plaza at 27th & Valdez
- 717, 000 s.f. retail
- 763 residential units

Typical Sections – Valdez Triangle (V1)



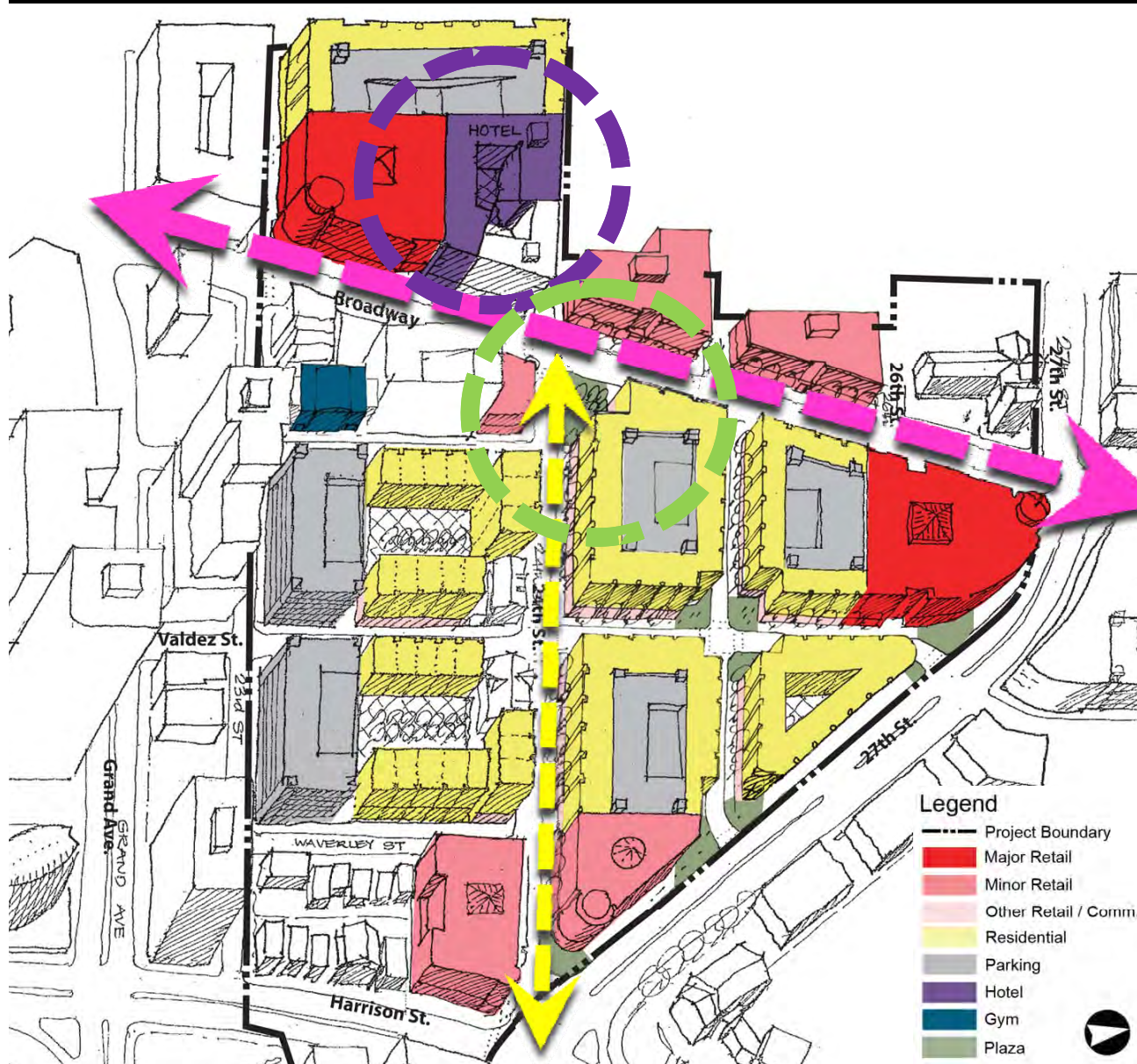
Legend

- Project Boundary
- Major Retail
- Minor Retail
- Other Retail / Comm.
- Residential
- Parking

Alternative V1

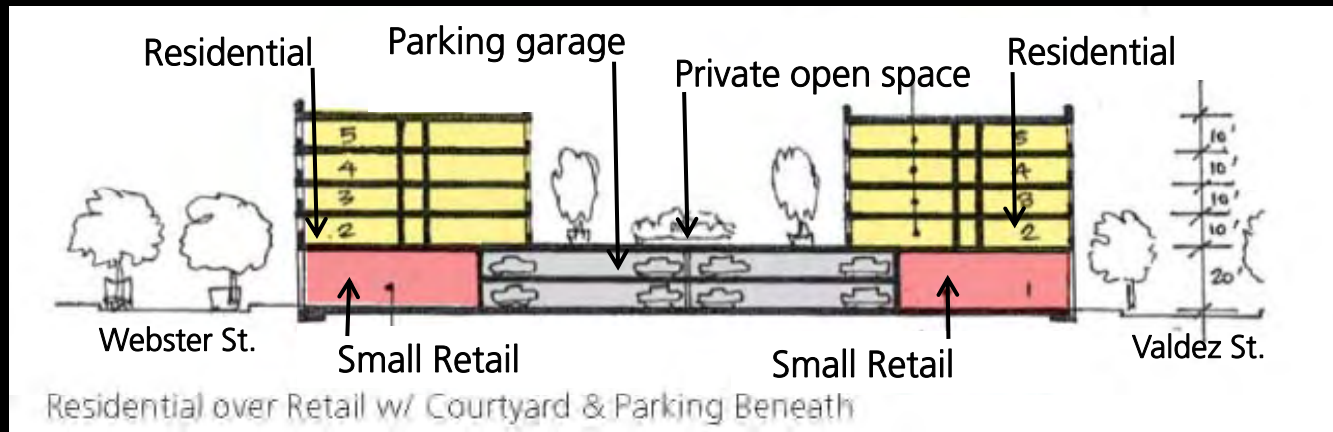


Alternative V2



- Vertical mixed use
- Predominantly low-rise buildings
- Broadway as primary retail spine
- Hotel at 24th & Broadway
- Public plaza at Broadway & 24th
- 682, 000 s.f. retail
- 544 residential units

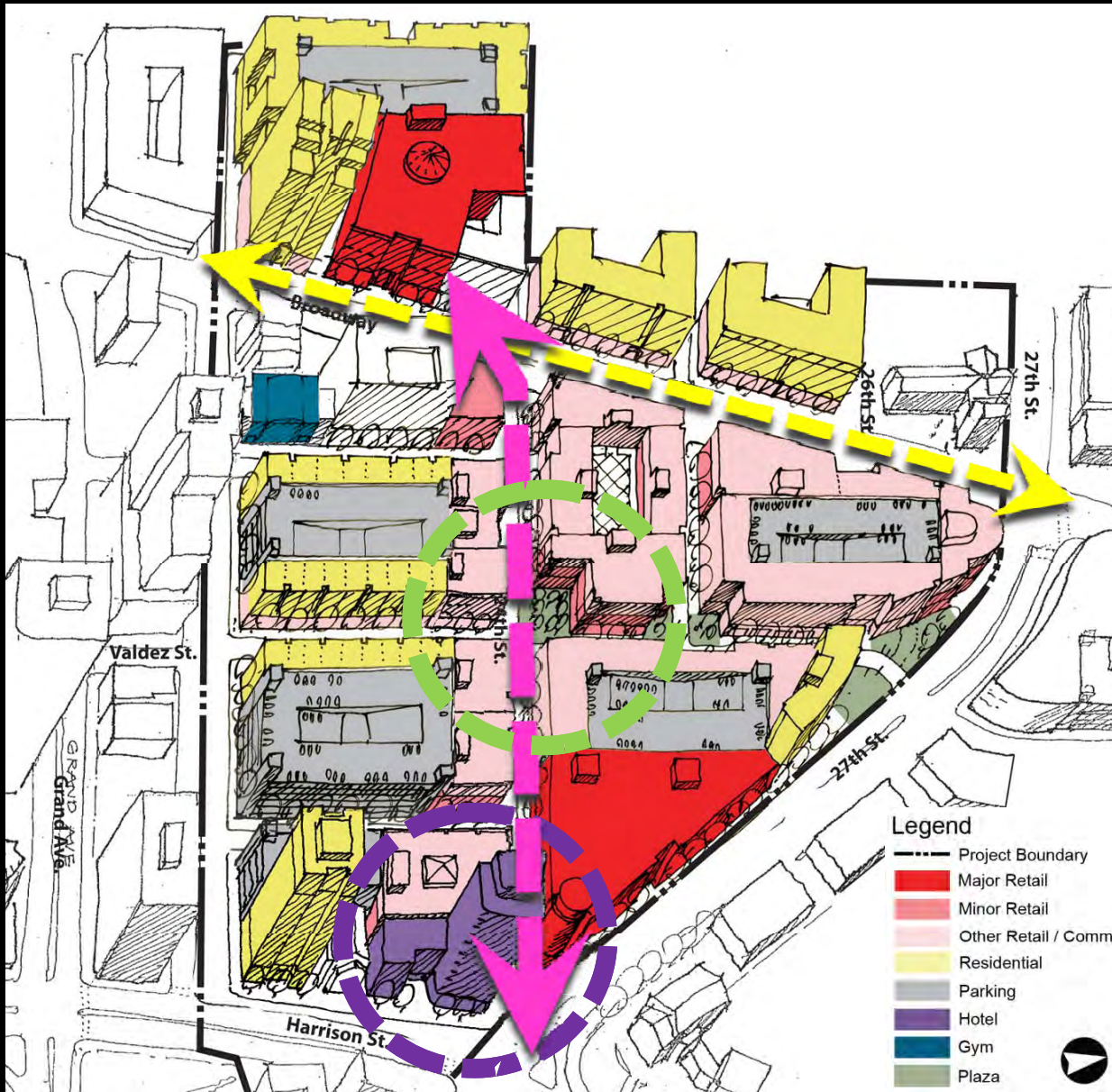
Typical Sections – Valdez Triangle (V2)



Alternative V2

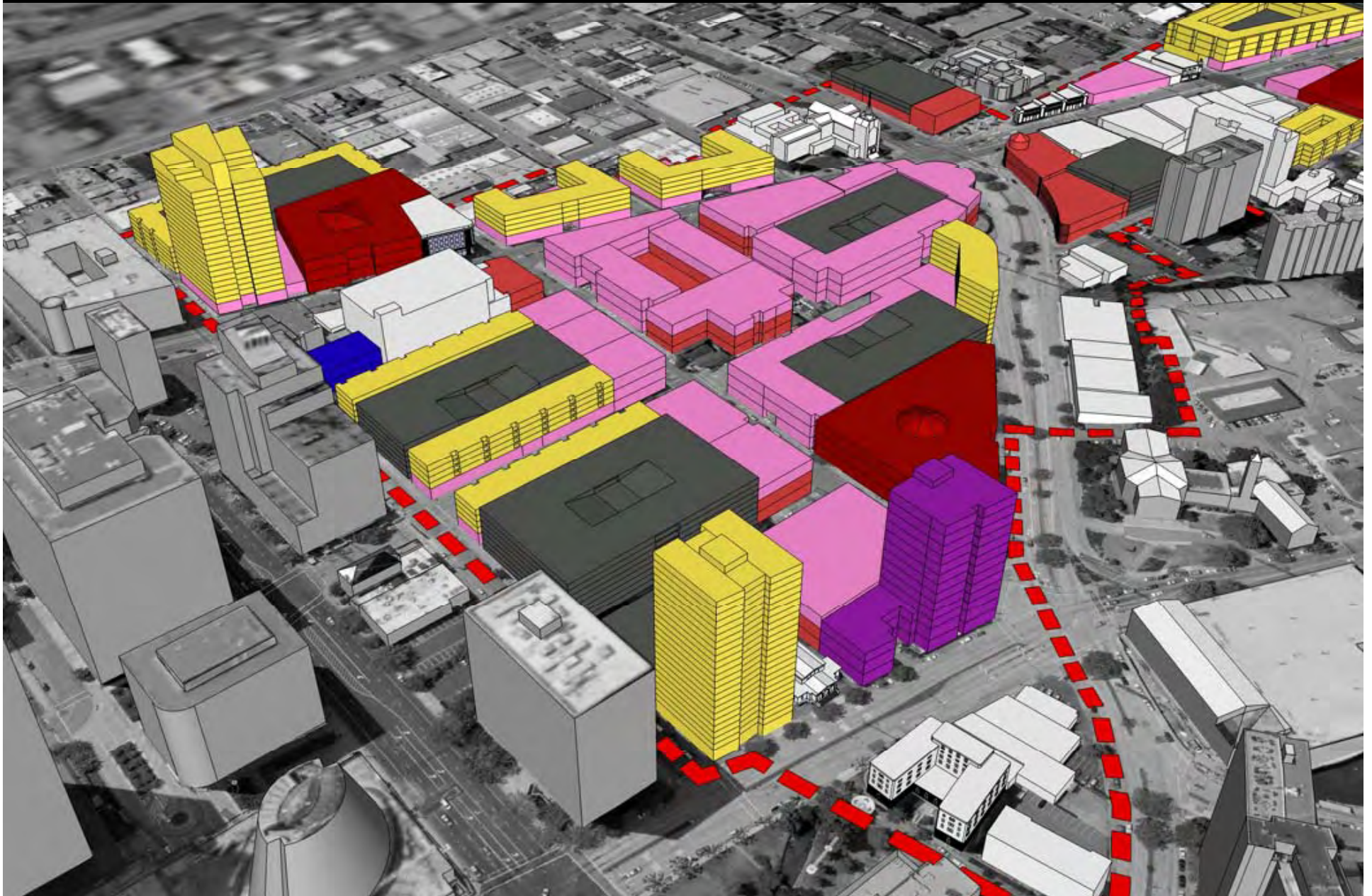


Alternative V3






- **Horizontal mixed use**
- **Mix of low-, mid- & high-rise buildings**
- **24th Street as primary Retail Spine**
- **Hotel at 24th & Harrison**
- **Public plaza at 24th & Valdez**
- **1,107,000 s.f. Retail**
- **752 residential units**

Alternative V3



VALDEZ TRIANGLE FEASIBILITY ASSESSMENT HIGHLIGHTS

	Alternative V1	Alternative V2	Alternative V3
			
Relative Rankings (1 is preferred)			
Market Feasibility			
Critical mass of retail	2	2	1+
Retail configuration and mix	2	3	1
Strength of market for residential	1	1	2
Financial Feasibility			
Relative feasibility of development	2	3	1
Need for public/district-wide funding	yes	yes	yes
Other Factors			
Need for control of large site	yes	yes	yes
Relative ease to develop major retail	2	2	1
OVERALL RANKING	2	3	1

The North End



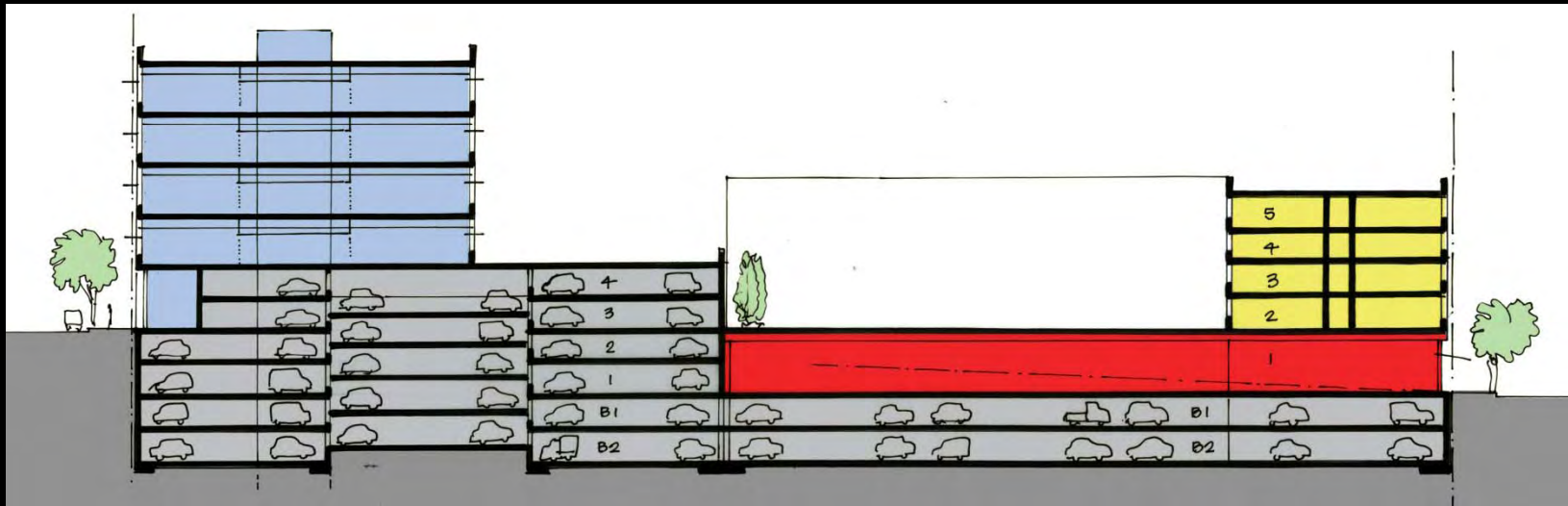
Alternative N1



- Retail Core between 29th & Hawthorne
- Retail / residential mixed use
- Medical office near Pill Hill
- Residential as transition use along east side
- Greenway & neighborhood parks along creek
- Retail: 480,000 sf
- Residential: 515 du's
- Office: 310,000 sf

Typical Section – Bay Bridge Motors Site

Major Retail w/ Residential Above

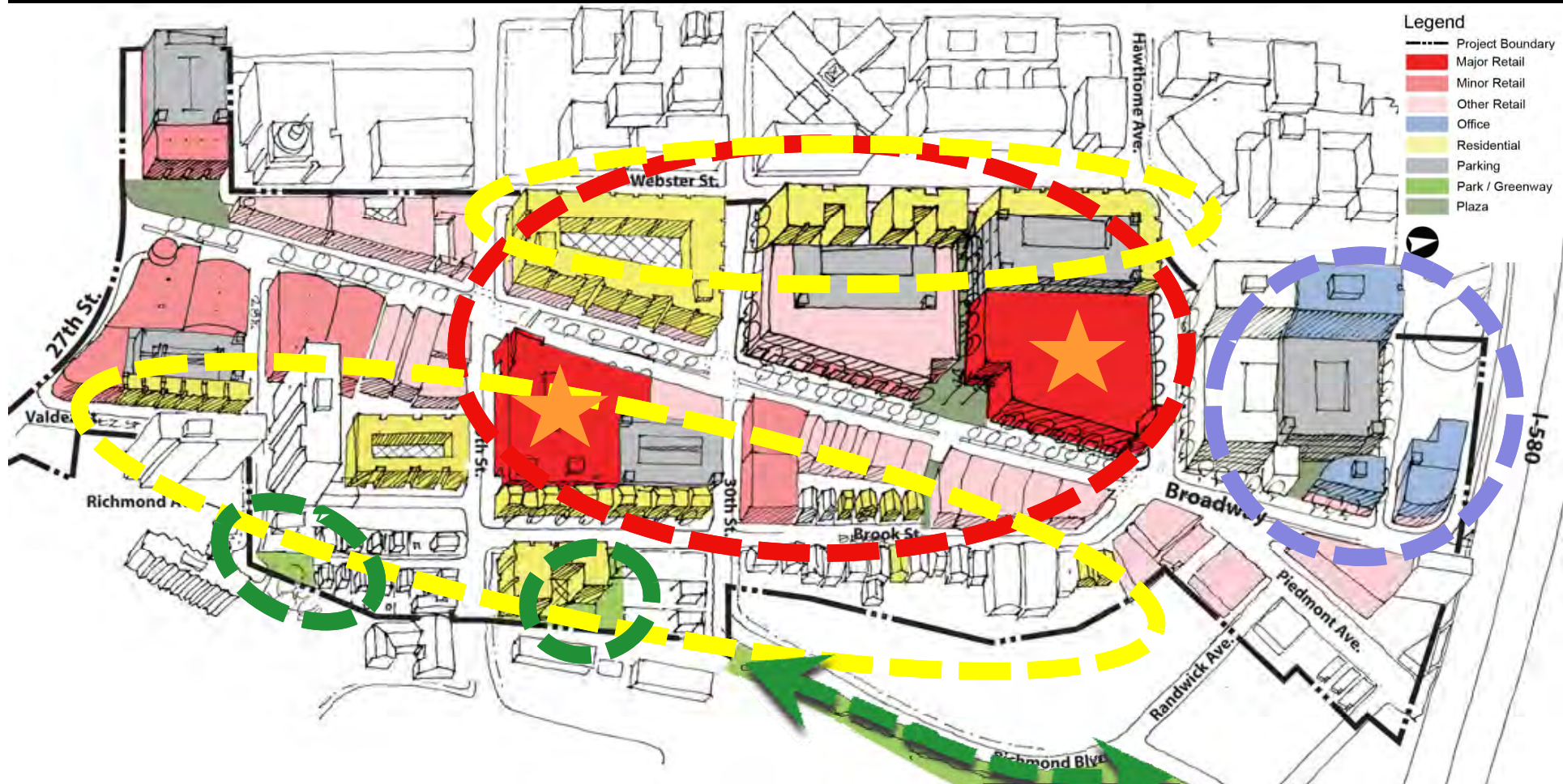


Stacked Anchor Stores w/ Housing Above

Alternative N1



Alternative N2



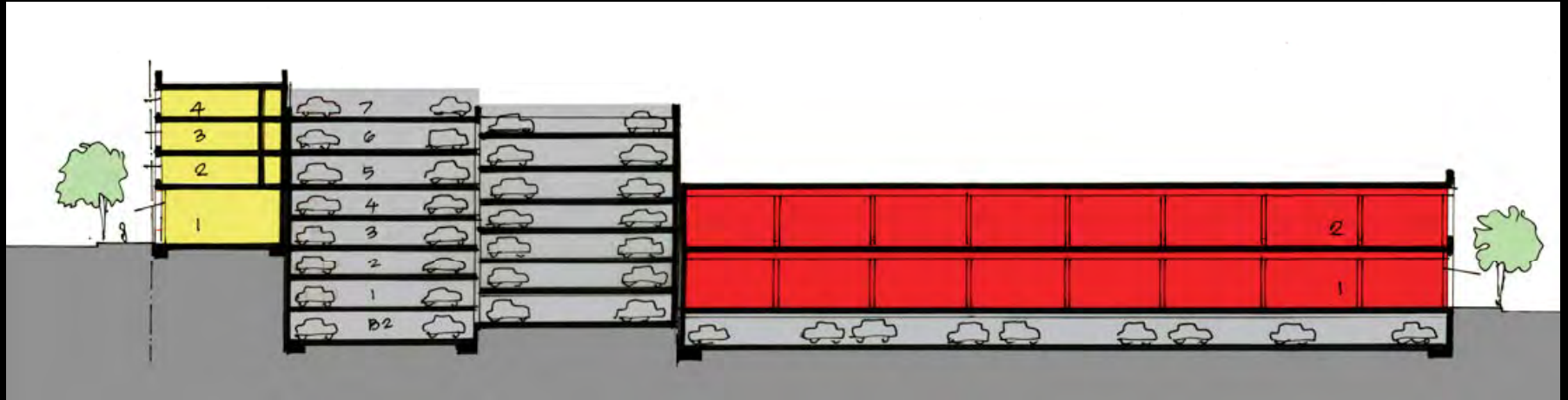
- Retail Core between 29th & Hawthorne
- 2-story retail anchors
- Limited vertical mixed use

- Limited medical office
- Residential as transition use
- Greenway & neighborhood parks along creek

- Retail: 665,000 sf
- Residential: 360 du's
- Office: 139,000 sf

Typical Section – Bay Bridge Motors Site

Two-Story Retail w/ Below Grade Parking

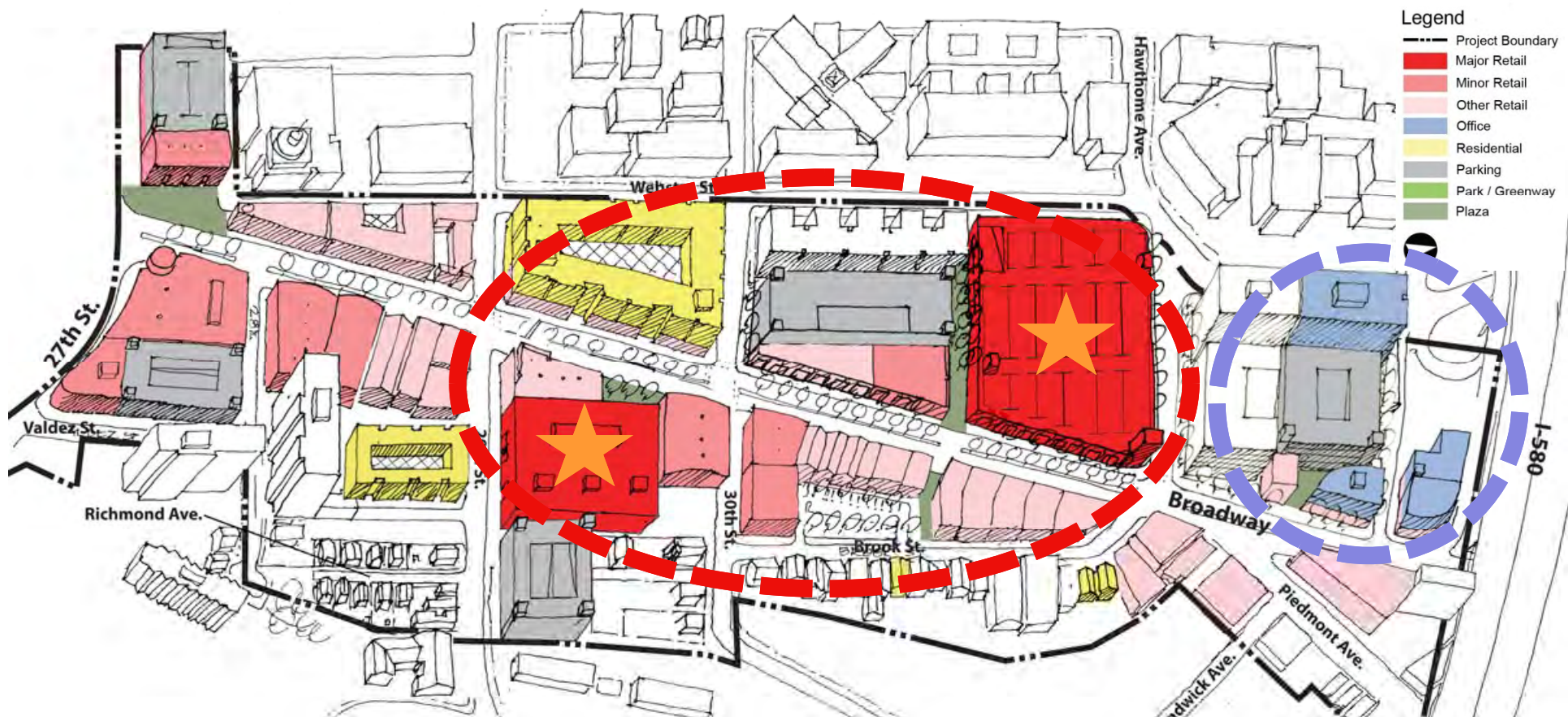


Stacked Anchor Stores (West Hollywood)

Alternative N2



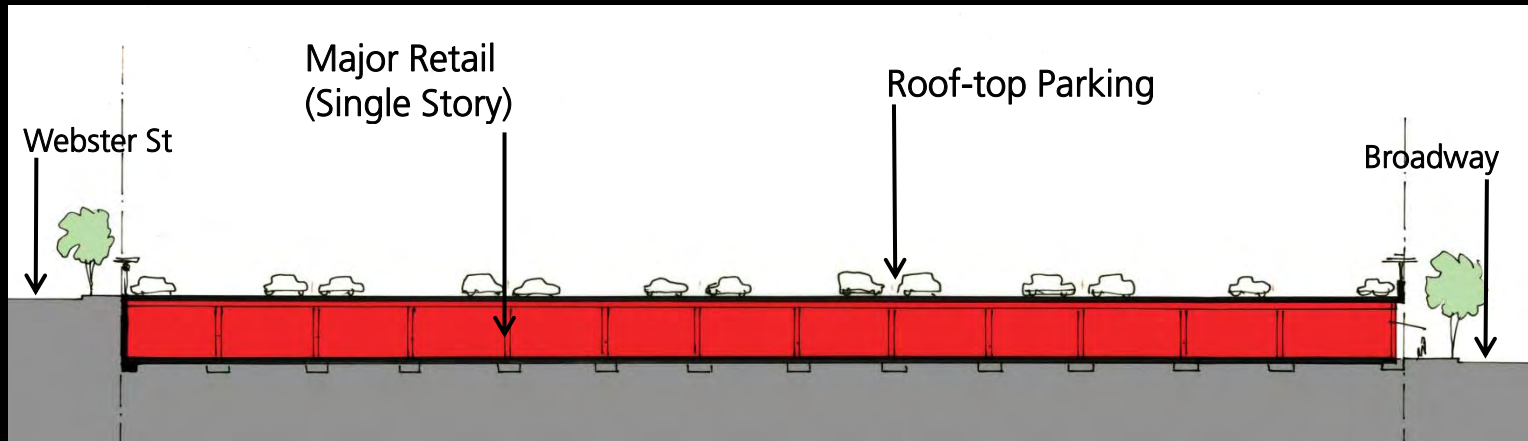
Alternative N3



- Retail Core between 29th & Hawthorne
- 1-story retail anchors
- Limited residential /mixed use
- Limited medical office
- No extension of Brook Street
- No greenway or parks along creek
- Retail: 619,000 sf
- Residential: 197 du's
- Office: 139,000 sf

Typical Section – Bay Bridge Motors Site

Single Level Retail w/ Parking on Roof






Single-story Convenience Retail w/ Parking Above

Alternative N3



NORTH END FEASIBILITY ASSESSMENT HIGHLIGHTS

	Relative Ranking (1 is preferred)		
	Alternative N1	Alternative N2	Alternative N3
			
Broadway node: 29th to Hawthorne			
Ability to create retail node	2	1	1
Options attractive to large anchors	no	yes	yes
Broadway: 27th to 29th			
Ability for Triangle district to expand northward	2	1	1
Opportunities for retaining auto dealers	2	1	1
Financial Feasibility			
Need for outside parking funding	yes	yes	Yes
Mid-rise mixed use with underground parking	questionable		
Other Factors			
Ability to develop major retail in mixed-use context	2	1	1
OVERALL RANKING	?	?	?

Public Realm Framework

The Public Realm



Successful retail needs a vibrant, well-populated public realm

The Public Realm

Intent is to create:

- A safe, attractive system of streets, parks and civic spaces
- A street-oriented retail district
- An active pedestrian environment and social space
- Well-defined, well-appointed, human-scale public space
- A sustainable urban landscape / “green infrastructure”
- Complete streets



Public Realm Framework Plan

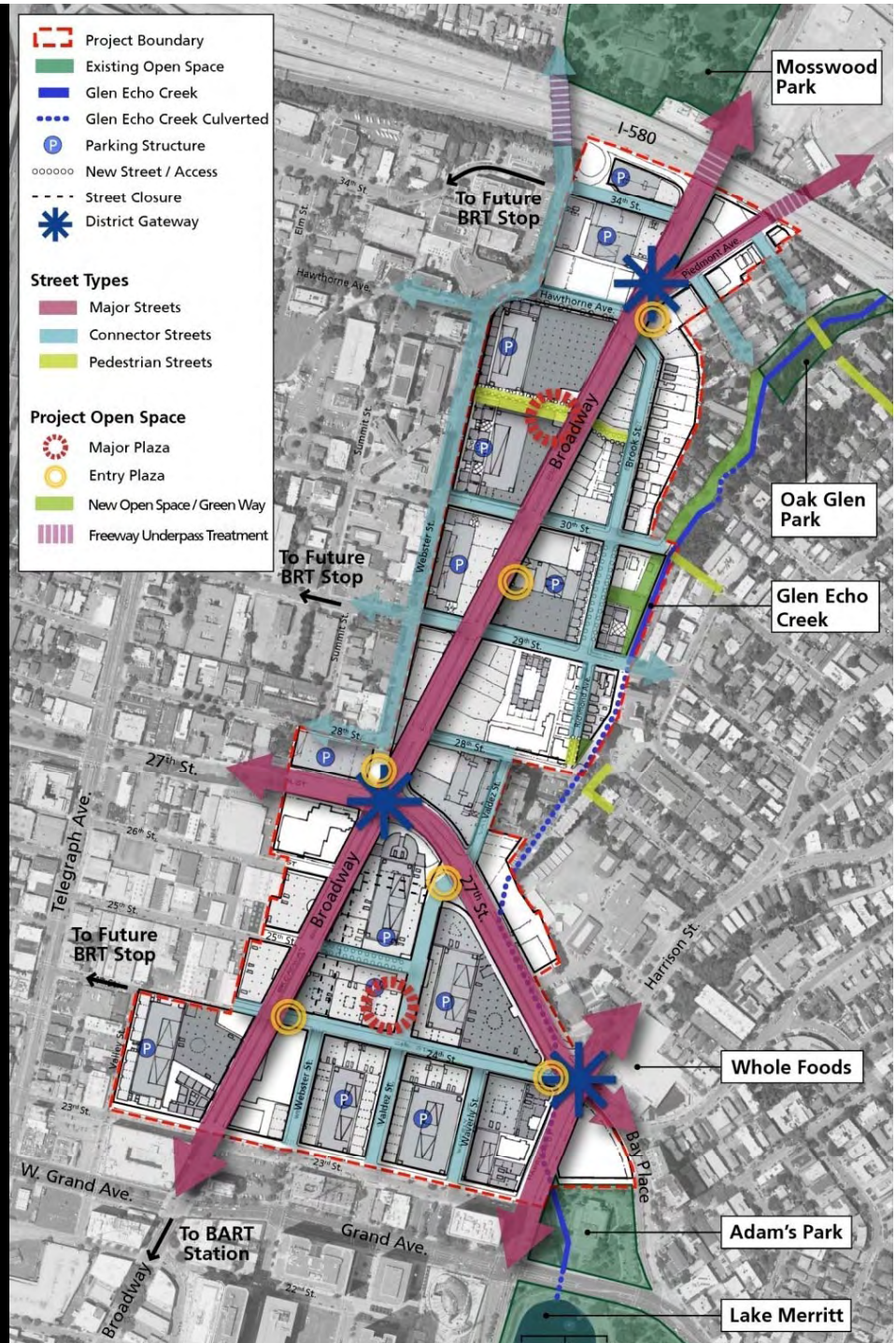
Streets:

- Major streets
- Connector streets
- Pedestrian streets

Open Space:

- Major Plaza
- Entry Plaza
- Park/Greenway
- Open Space Connector

Gateways



Open Space



**Open space enhances the shopping experience
and enriches community life**

Major Plazas

Intent:

- Centrally located focal features
- Give structure and identity to the retail district
- Places for public gathering and programmed activities



Entry Plazas

Intent:

- Smaller, street-side plazas
- Announce significant activity nodes and entry points
- Places for resting and people-watching



Pedestrian Streets

Intent:

- Mid-block, pedestrian-only corridors
- Enhance the area's walkability by improving access and connectivity
- Human-scale passages lined with active uses and storefronts



Neighborhood Parks

Intent:

- Provide open space amenities for existing & future residents
- Enhance access to Glen Echo Creek
- Protect natural creek resource and promote community stewardship



Open Space Connectors

Intent:

- Enhance access and connections to existing open space resources
- Introduce design features that overcome barriers and serve as wayfinding elements



Streetscape



Complete streets that provide safe, convenient access for all forms of circulation will be essential to the district's success

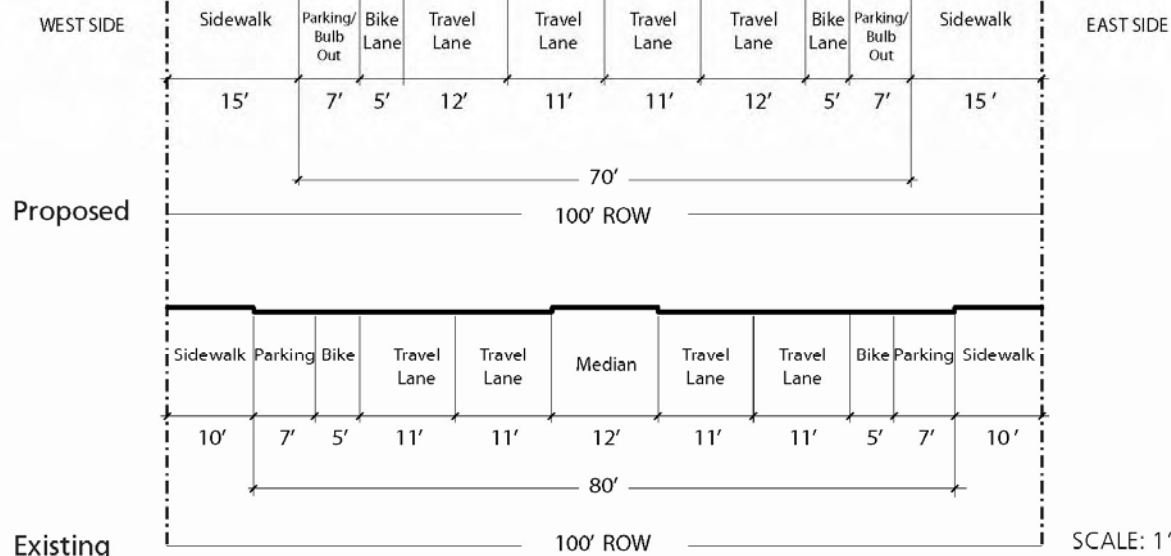
Streetscape

Major Streets



Streetscape

Major Streets – Broadway



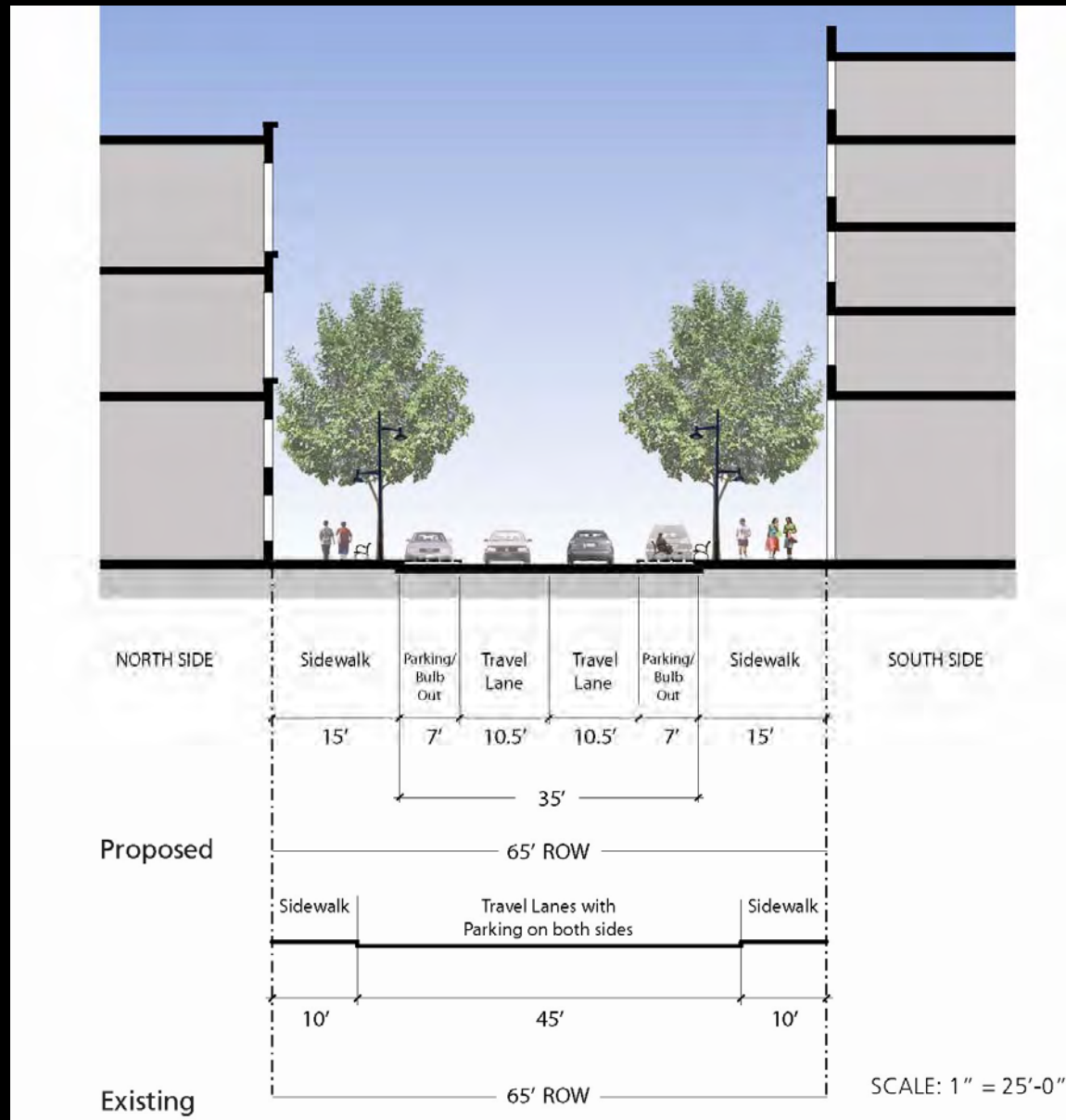
Streetscape

Community Connector – Shopping Street



Streetscape

Community Connector / Shopping Street – 24th Street



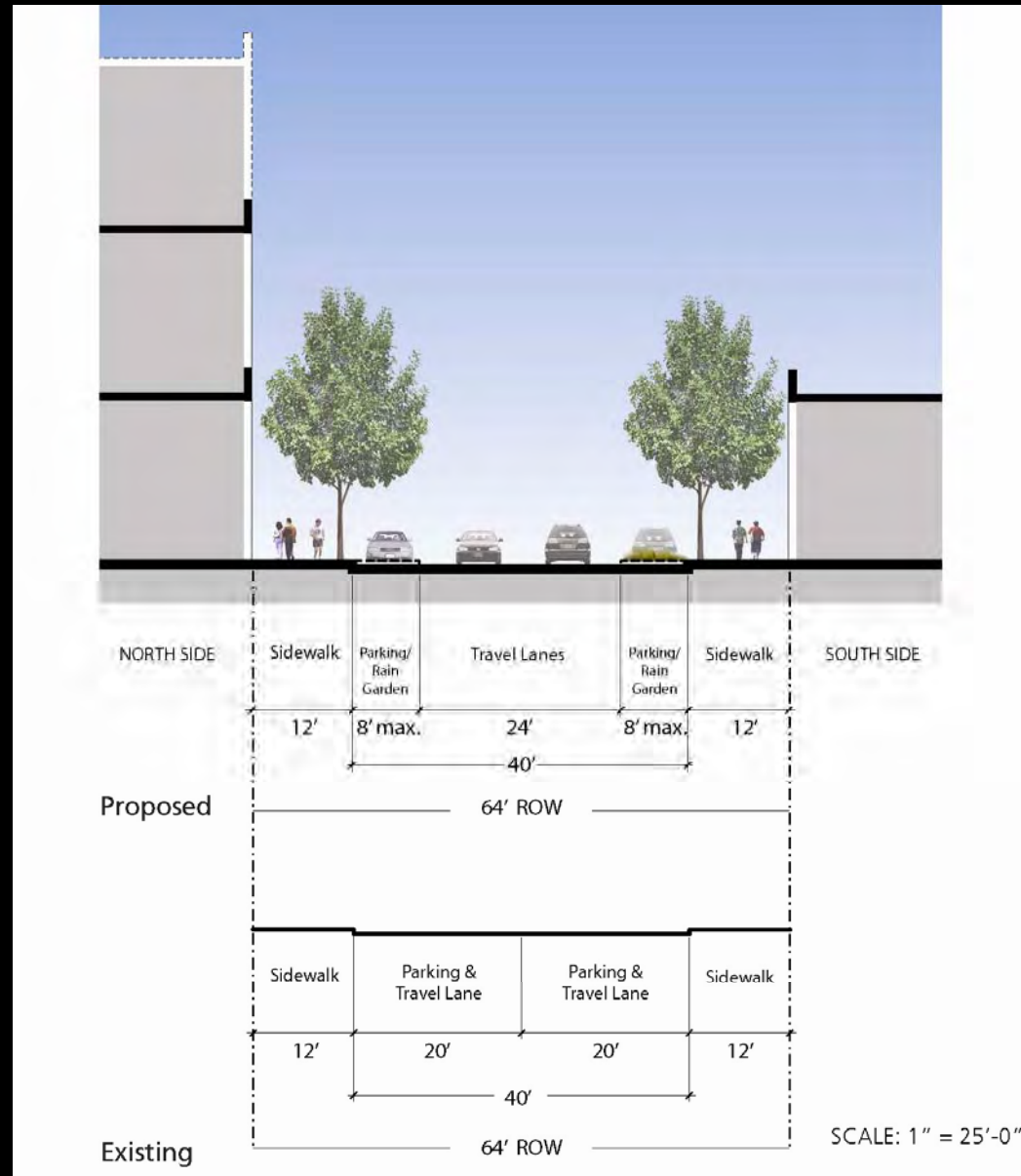
Streetscape

Community Connector / Green Street

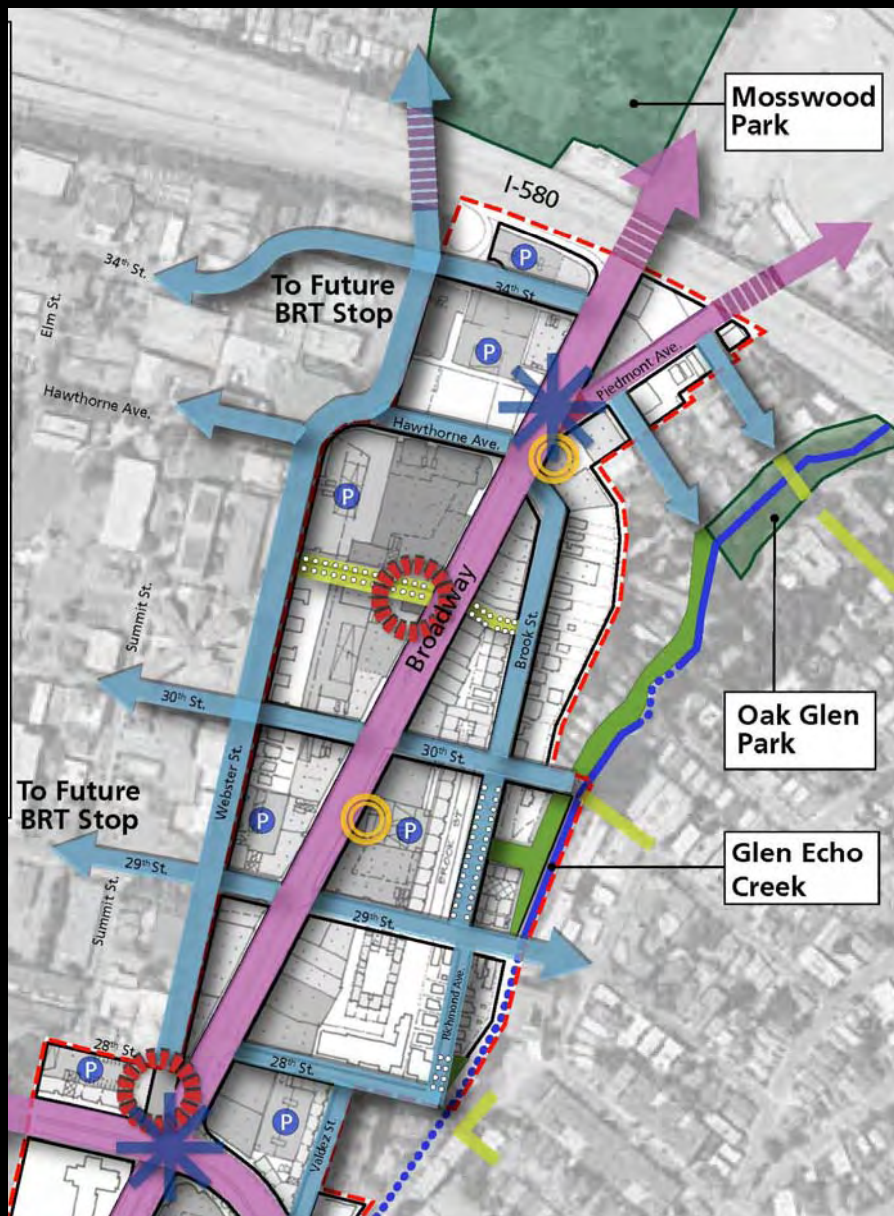


Streetscape

Community Connector/Green Street – 29th Street



Public Realm Framework—North End



- Project Boundary
- Existing Open Space
- Glen Echo Creek
- Glen Echo Creek Culverted
- Parking Structure
- New Street / Access
- Street Closure
- District Gateway

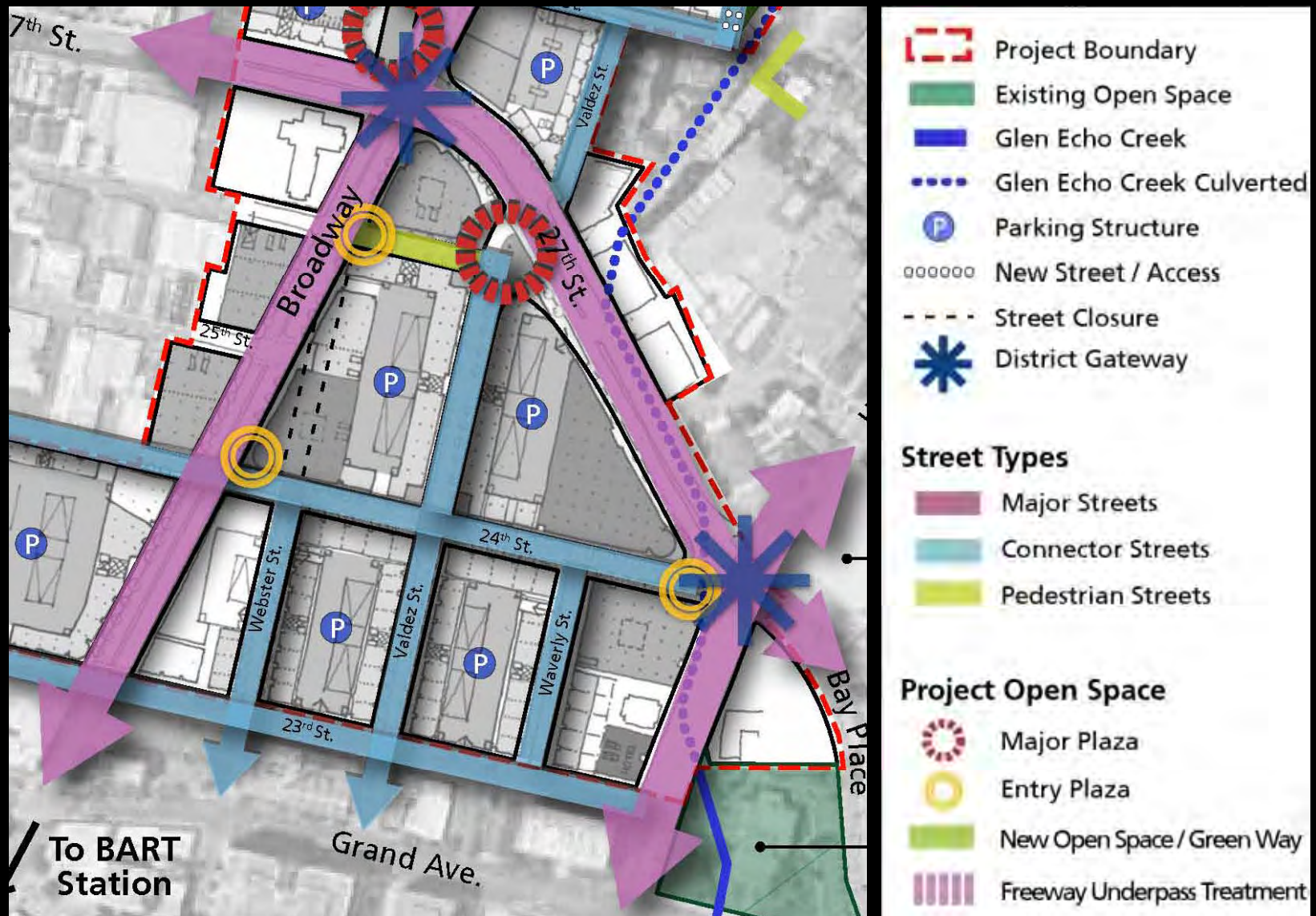
Street Types

- Major Streets
- Connector Streets
- Pedestrian Streets

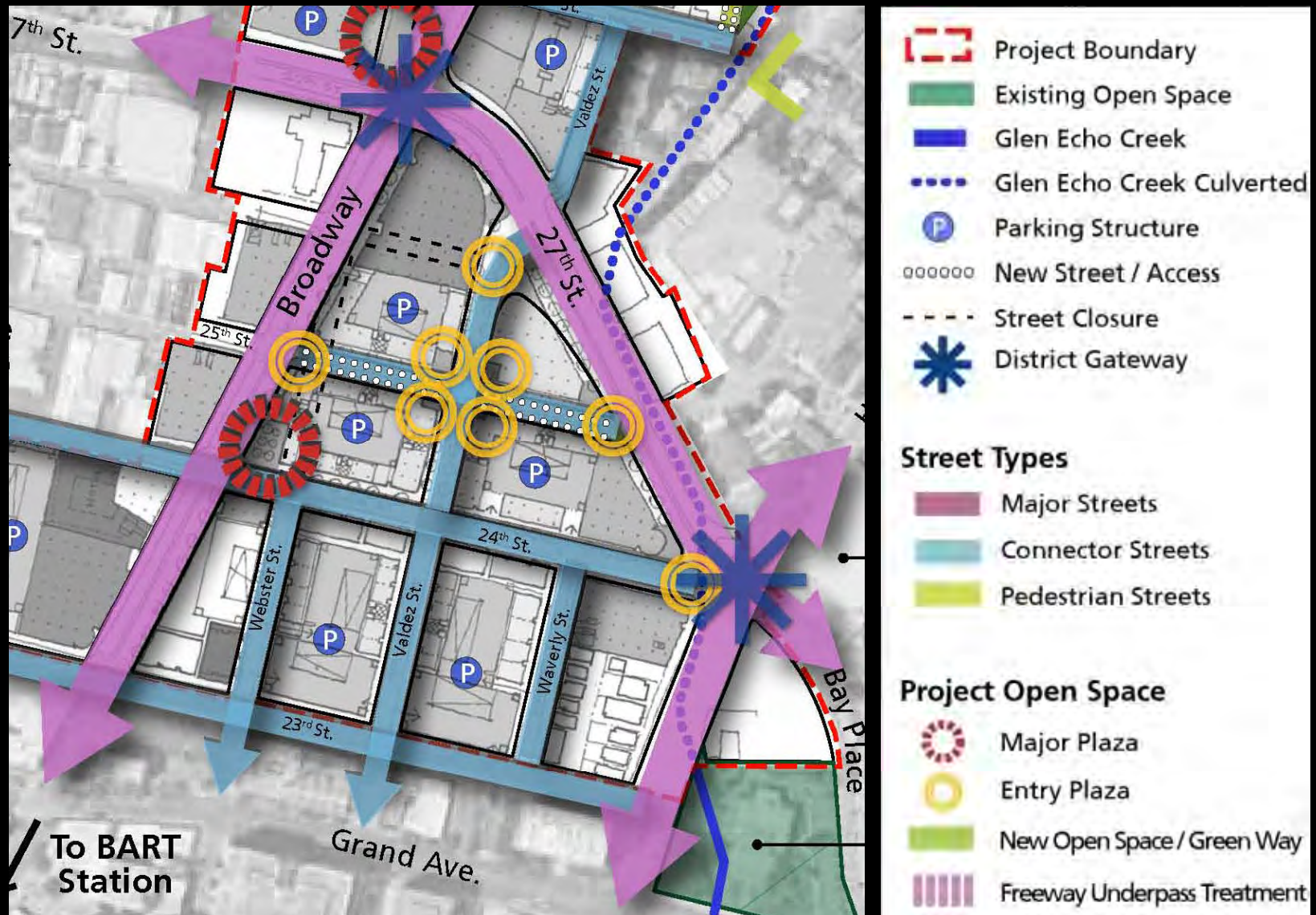
Project Open Space

- Major Plaza
- Entry Plaza
- New Open Space / Green Way
- Freeway Underpass Treatment

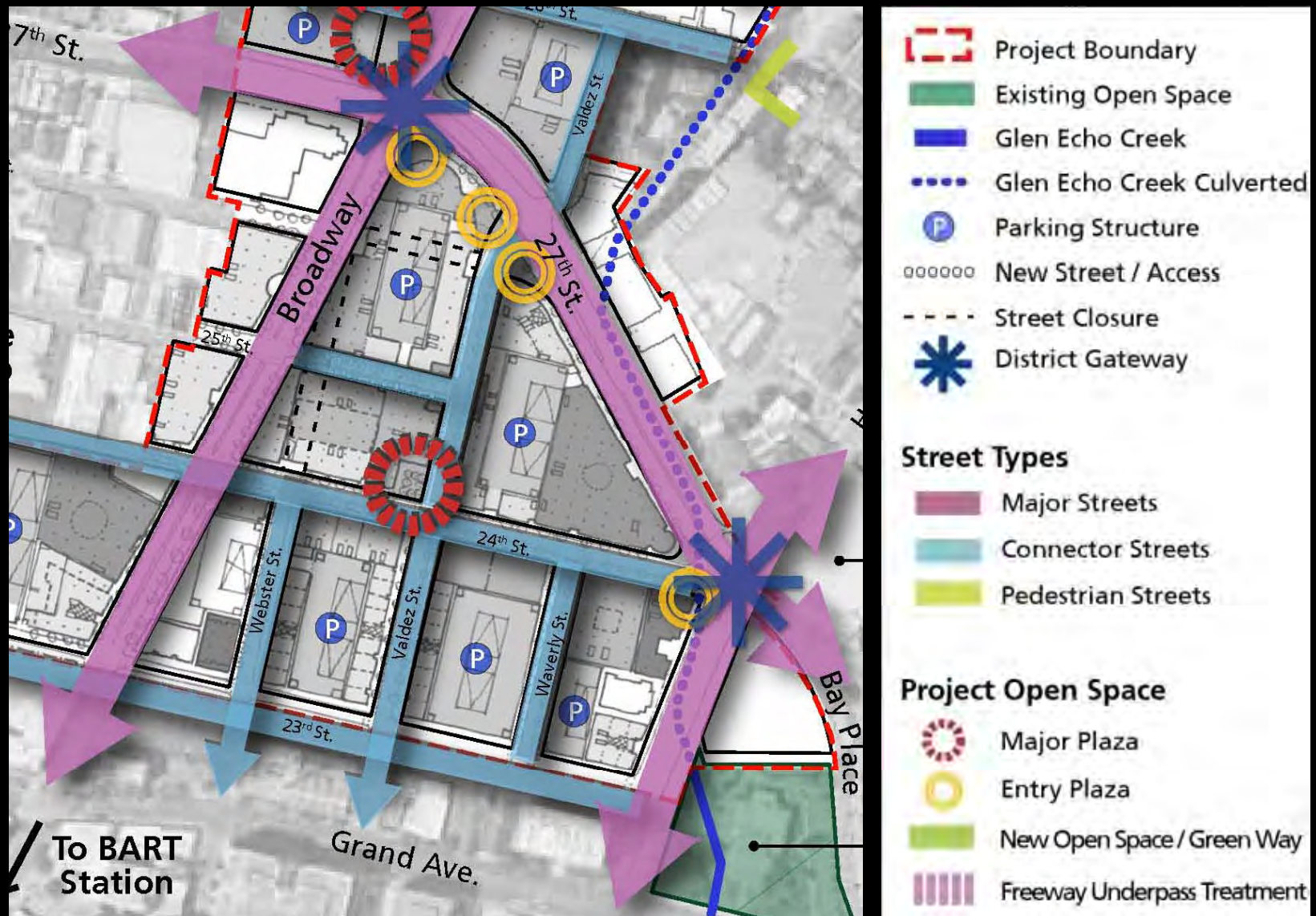
Public Realm Framework Valdez Triangle – Alternative 1



Public Realm Framework Valdez Triangle – Alternative 2



Public Realm Framework Valdez Triangle – Alternative 3



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