



EAST BAY HOUSING ORGANIZATIONS (EBHO)

A Vision for the Broadway Valdez District

Live, Work, Shop

We are partners in the

Better Broadway Platform

Live, Work, Shop

What would that look like?

Live, Work, Shop

In the Broadway Valdez District



East Bay Housing Organizations Supports a viable retail strategy

- Oakland needs revenue
- Oaklanders want a shopping district
- Broadway Auto is well positioned to be that district
- The success of Uptown sets the stage for successful retail in the Valdez Triangle
- We can have it all!

Before – 28th to 29th (Westside)

Graffiti , empty lots, great opportunities



After – 28th to 29th (Westside)

A lively active neighborhood with retail, housing and walkable streets



SALAZAR DUNCANSON BIRCHALL ARCHITECTS

After – 28th to 29th (Westside)







N08 Site: 30th and Broadway – Existing Condition



N08 Site: 30th and Broadway – Pharmacy with 4-story housing above



N02 – N03 Sites: 27th and Broadway – Existing Condition



N02 – N03 Sites: 27th and Broadway – Kelly Paper Store with 3-story housing above

Live, Work, Shop

East Bay Housing Organizations would like to see a complete neighborhood that provides housing for all Oaklanders, including:

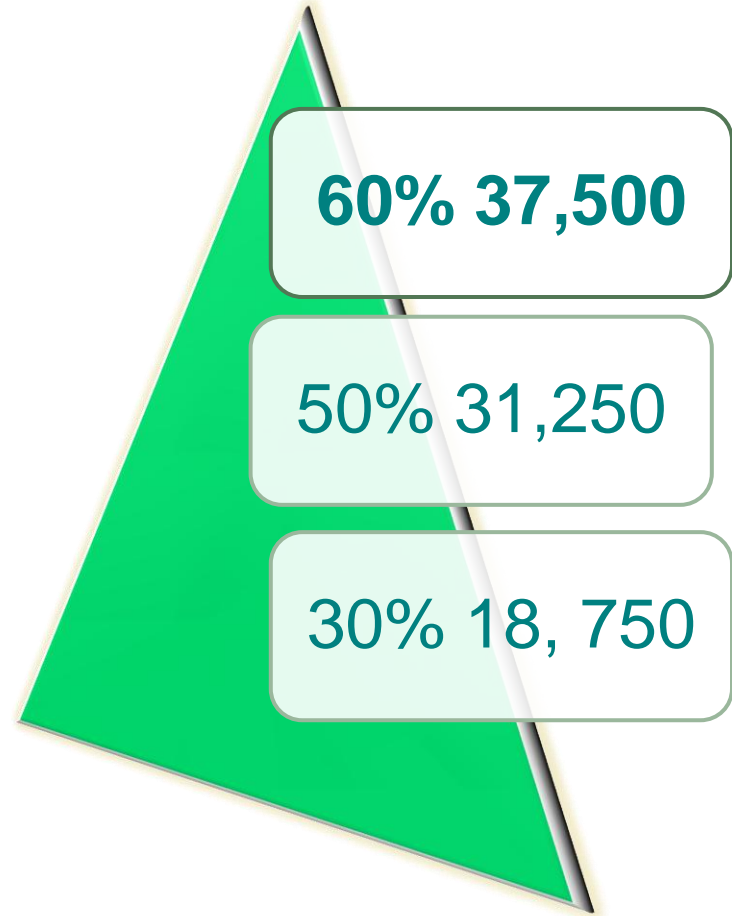
- Workers of all income levels
- Seniors and
- People with special need

We would like to see 1800 units of housing with 300-500 units of Affordable Housing over time.

Live, Work, Shop

Who qualifies for
Affordable Housing in
Oakland?

Our focus is on 60 %
and below Area
Median
Income (AMI)



Live, Work, **Shop** – Retail Workers

The New Workforce



Affordable homes:

- ❑ Cashiers: \$22,000
- ❑ Retail Salespersons: \$25,521
- ❑ Merchandise Displayers and Window Trimmers: \$30,000

Market rate homes:

- ❑ Sales managers: \$ 117,478

Recent job listings:

Copenhagen Furniture sales part-time, \$12 per hour with bonus opportunity, If it were full time, it would be \$24,960 per year.

Merchandise, \$16 an hour, \$33,280 per year.

Restaurant Workers



Affordable Homes:

- Cook: \$24,900 (if full-time)
- Bartender: \$21,320 (if full-time)
- Waiter: \$21,000 (if full-time)

Market Rate homes:

- Restaurant owner
- Restaurant manager

Recent job listings:

Bakery Café Pastry Cook II Position – Crixia Cakes,
\$15-\$17 per hour, 37.5 hour work week, up to
\$33,150 per year

Food server, downtown Oakland, \$13, wages plus
tips, if full time \$27,040 per year, plus tips

Hospital and Non-Profit Workers



Affordable Homes:

- Nurses aides, \$27,000 per year
- Janitors, 426,000 per year
- YMCA Life guard, Pay Rate, \$11.00 hour, If it were full time it would pay \$22,880 per year
- YMCA Team Member, \$10.50-\$12.50 hour, part-time position

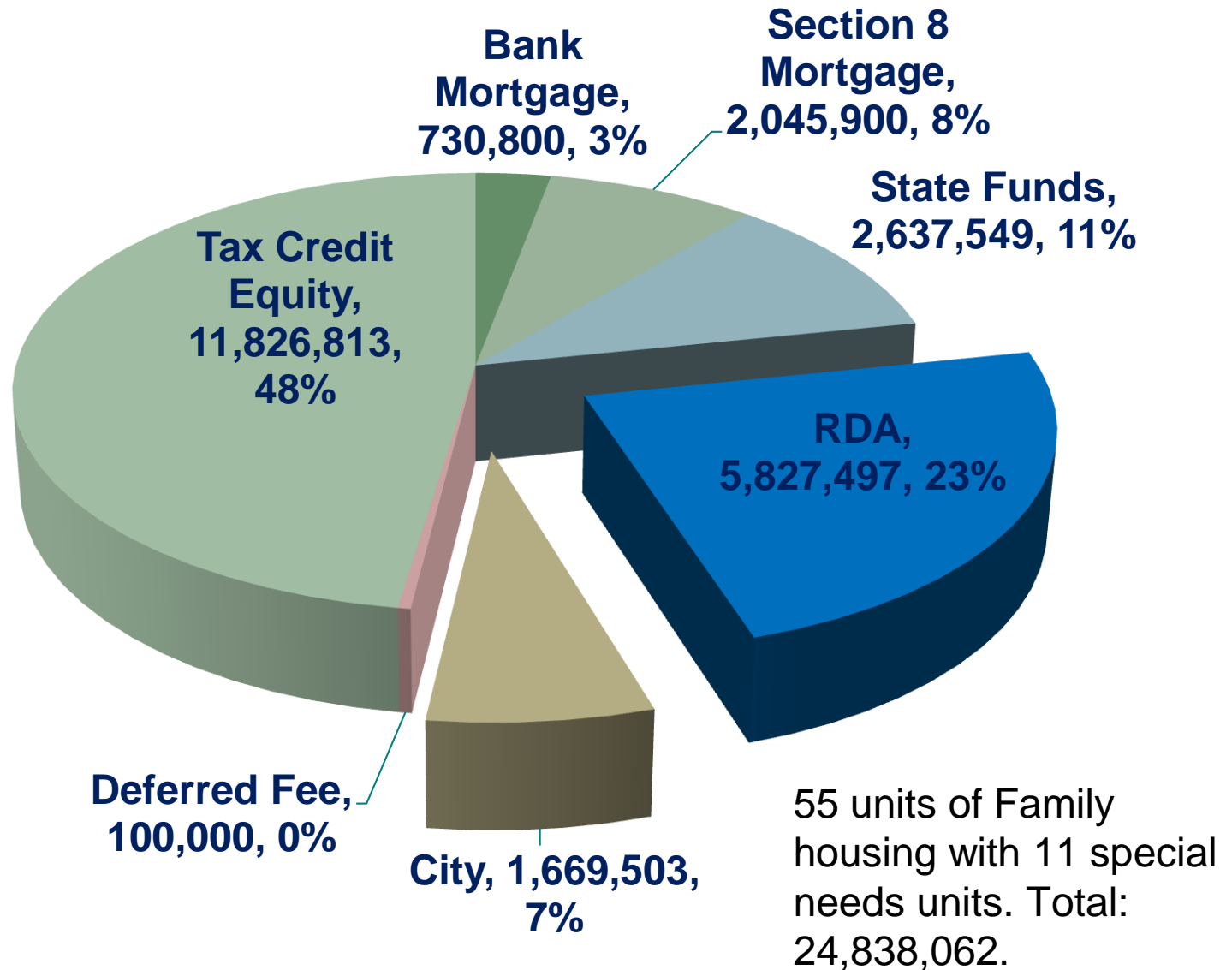
Market rate Homes:

- Physicians, \$159,000
- Pharmacists, \$119,200
- Registered Nurses, \$84,000
- Hospital Administrators
- Non-profit Directors

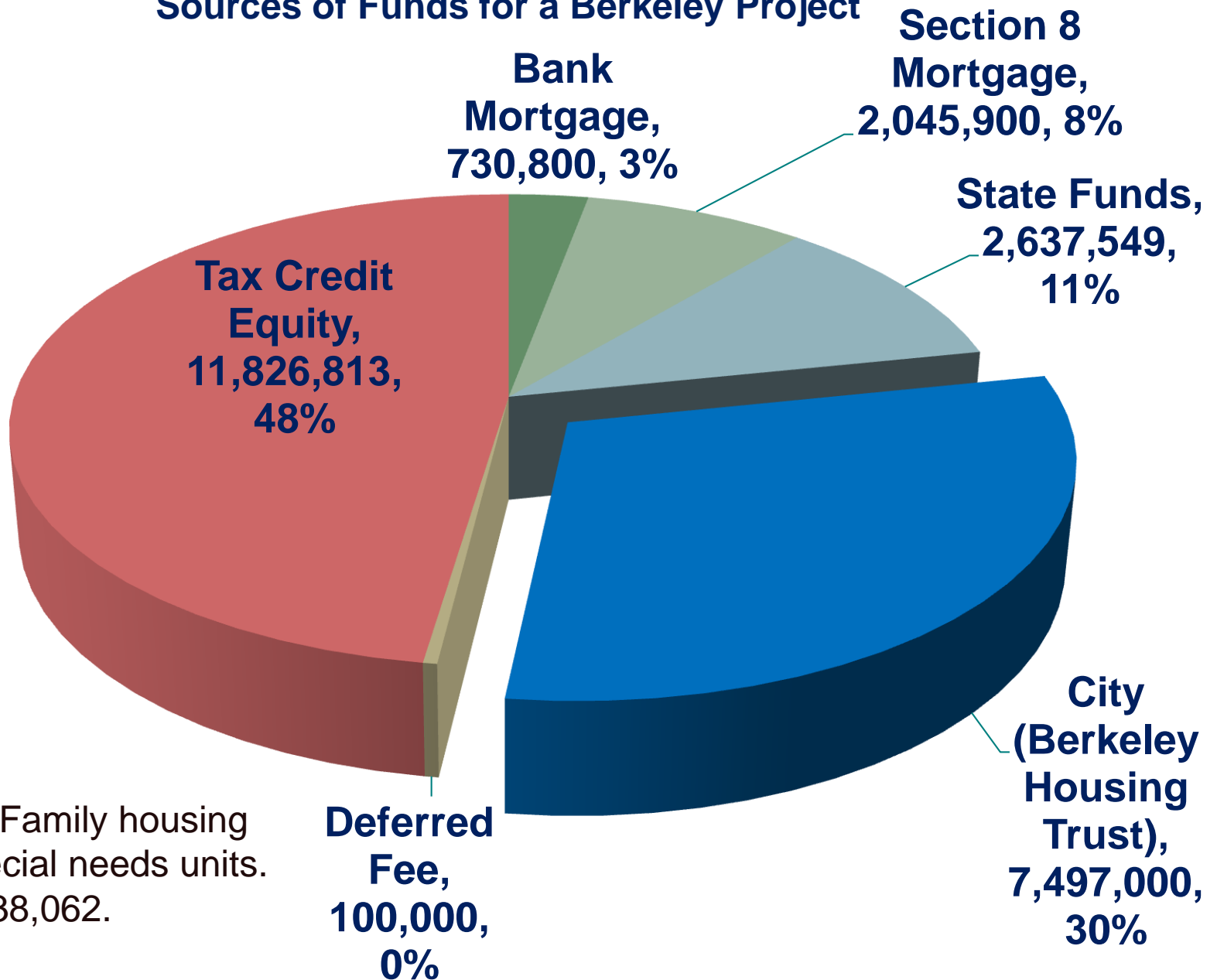
The big question

Where would the
funding come from to
build the housing?

Sources of Funds for an Oakland Project



Sources of Funds for a Berkeley Project



55 units of Family housing
with 11 special needs units.
Total: 24,838,062.

Thinking outside the box:

Using the Y as a billboard:



A hotel off 580



Housing and Retail

How do you make that work?

Broadway Auto Row

- Housing over retail (horizontal mixed use)
- Housing and retail (vertical mixed use)
- Housing for all Oaklanders (mixed income)
- Urban texture (density, unique, Oakland not Emeryville)
- Strategic development brings jobs, revenue and housing sooner rather than later.