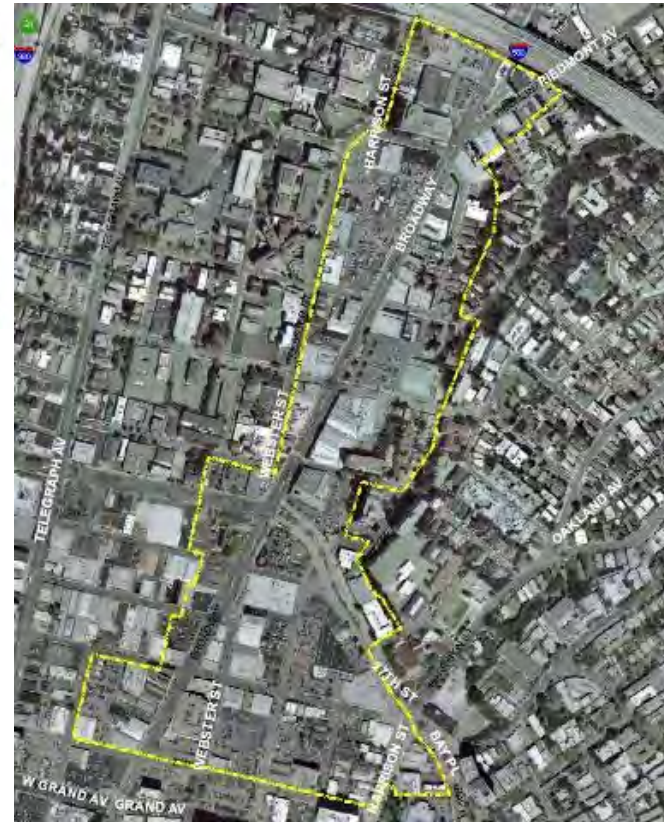


BROADWAY VALDEZ DISTRICT SPECIFIC PLAN

Please note that the Preliminary Draft Plan Concept and contents of this presentation which was made to the BVDSP Community Stakeholder Group (CSG), is a work-in-progress. The Plan Concept will be further refined, and any errors in this presentation will be corrected prior to the December 8th Community Workshop.

Community Stakeholder Group
October 27, 2011



Agenda

- Introduction
- Preliminary Draft Plan Concept
 - *Planning Context*
 - *Vision and Goals*
 - *Land Use*
 - *Community Design*
 - *Circulation, Access, and Parking*
 - *Implementation Strategies*
- Discussion Topics
- Next Steps

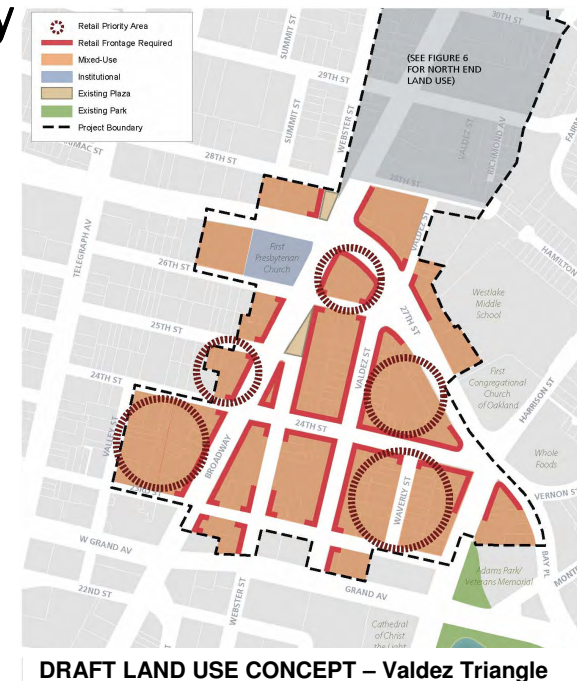
Introduction

- Previous Plan alternatives were more dependent on greater Agency financial role
- New approach is more flexible and realistic, reflecting programmatic constraints:
 - *Poor economic climate*
 - *Retail industry in flux*
 - *Redevelopment uncertainty*
 - *Many different land owners / small parcel sizes*
 - *Differential land prices between residential and retail*
 - *Existing mixed-use zoning*



Introduction - New Approach

- Focus is on building the market and partnering with owners to overcome challenges to new development
- To ensure flexibility, plan will identify **development program and opportunity sites, not building footprints**
- Emphasis is on creating destination retail district over the long term



Planning Context – “Hills to Water”



**BROADWAY
VALDEZ** DISTRICT
SPECIFIC PLAN



Planning Context – Surrounding Land Use



Vision and Goals

- Vision Statement: A “complete” and “green” neighborhood, promoting socially and economically sustainable mixed use development to increase the local tax revenue, especially through destination retail stores

- Goals
 - *Destination Retail*
 - *A “Complete” Neighborhood*
 - including mixed income housing
 - *An Authentic Oakland Place*
 - *A Walkable District*
 - *Transit-Oriented*
 - *Complete Streets*
 - *Managed Parking*
 - *Public Space*
 - *Leveraging Existing Assets*
 - *Sustainable Development*

- Comments on the Vision and Goals?

Land Use – Proposed Development Program

- The proposed development program (shown on next slide) represents a balancing of several factors:
 - *Projected unmet market demand, including the need for a critical mass of retail to establish the Valdez Triangle as a retail destination*
 - *Response to adjacent land use/development context*
 - *The physical size and configuration of developable parcels*
 - *The likelihood of owners redeveloping their properties*
 - *The desire to repurpose distinctive existing buildings*
 - *The desire to create a balanced mix of uses*

Land Use – Proposed Development Program

	COMMERCIAL OFFICE		RETAIL		HOTEL		RESIDENTIAL	
	S.F. (Min)	S.F. (Max)	S.F. (Min)	S.F. (Max)	S.F. (Min)	S.F. (Max)	Units (Min)	Units (Min)
Valdez Triangle	300,000	500,000	500,000	800,000	50,000	120,000	300	700
North End	200,000	400,000	300,000	600,000	-	-	600	1,100
Total	500,000	900,000	800,000	1,400,000	50,000	120,000	900	1,800

Land Use – Valdez Triangle

-  Retail Priority Area*
-  Retail Frontage Required
-  Mixed-Use**
-  Institutional
-  Existing Plaza
-  Existing Park
-  Project Boundary

* 5 Retail Priority Areas

- *Minimum floorplate/sf.*
- *City incentives*

** Non-Priority Areas

- *Upper floor residential allowed*



Land Use – VALDEZ TRIANGLE RETAIL PRIORITY AREAS

Biggest Obstacles to Retail

- Differential land prices between residential and retail
- Existing mixed-use zoning

Traditional Redevelopment

City acquires and assembles properties and writes down land value

Issue

Not possible because Redevelopment may be eliminated or be financially constrained

Other Options

Rezone these areas to retail only

Issues

Political challenges

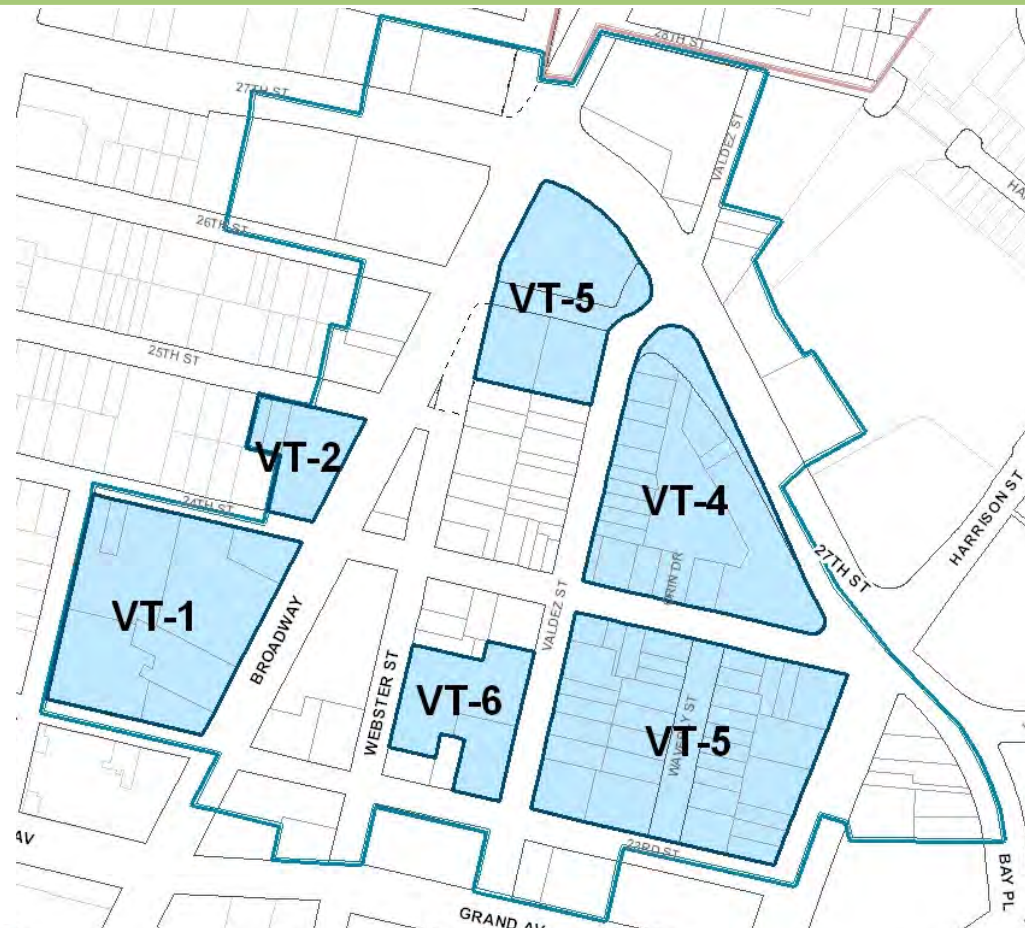
Allow certain amount of housing only if a certain minimum floorplate/sf. of retail development is proposed

- Allowing residential development keeps land values too high for major retail developers to make new development “pencil”
- If housing is allowed in Retail Priority Areas, developers may not prioritize retail
- Including a housing bonus may not be enough of an incentive for major retail

Land Use – VALDEZ TRIANGLE RETAIL PRIORITY AREAS

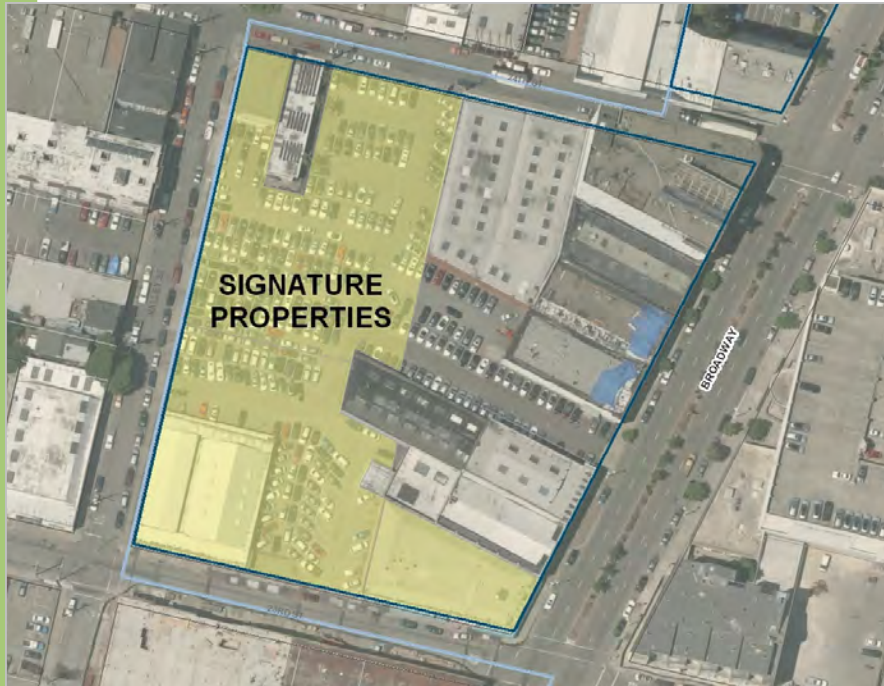
- Other Incentives
 - *City assistance in finding receiving area for any relocated historic buildings*
 - *City investment in parking triggered by 1st major retail proposal*
 - *Streetscape Improvements*
 - *Leverage City-owned entitled property*
 - *Potential financial assistance from City*

Development Opportunity Areas Valdez Triangle



Retail Priority Areas

Valdez Triangle: VT-1



LOCATION:

The entire block between 23rd Street and 24th Street, and Broadway and Valley Street

TOTAL AREA:

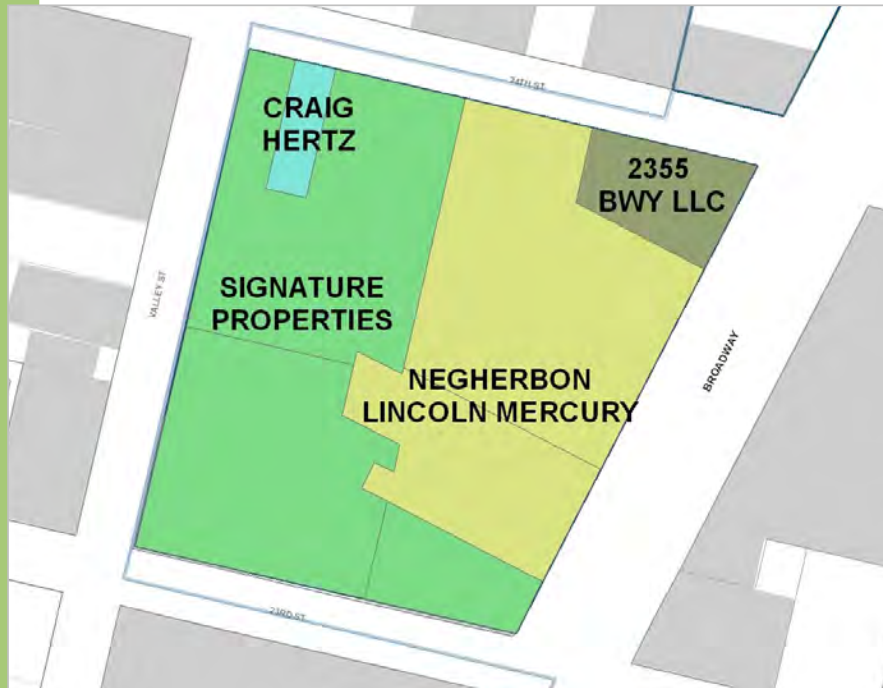
168,921.72 sf. (3.88 Acres)

MAJOR PROPERTY OWNERS:

- **2355 Broadway LLC**
10,789.55 sf. (0.25 Acres)
- **Negherbon Lincoln Mercury Inc**
68,012.60 sf. (1.56 Acres)
- **Signature Properties**
86,164.30 sf. (1.98 Acres)

Retail Priority Areas

Valdez Triangle: VT-1

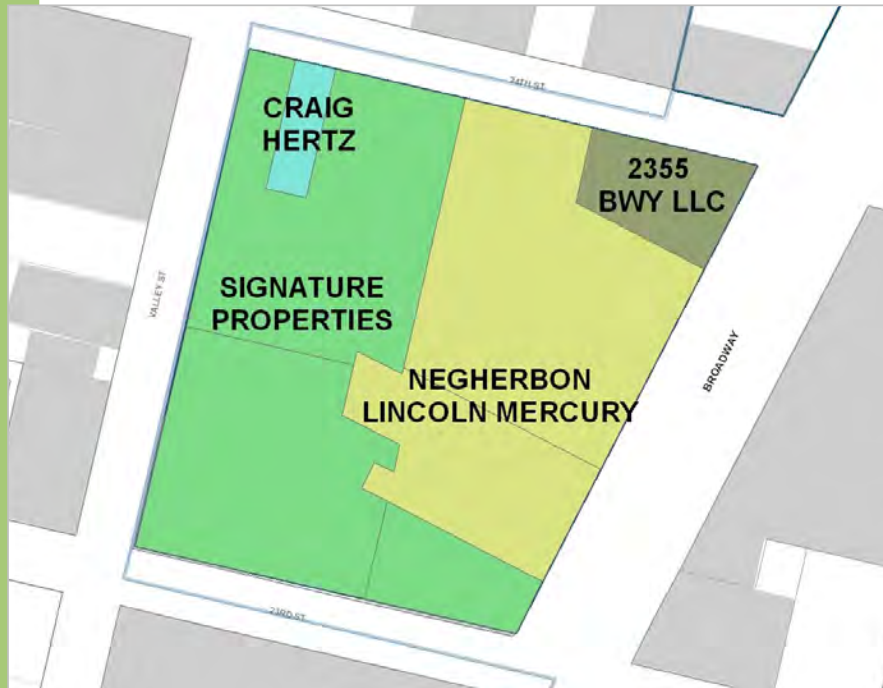


DEVELOPMENT OPPORTUNITIES:

- Coordinated or single-owner development of nearly an entire city block
- Site large enough for significant retail facing Broadway

Retail Priority Areas

Valdez Triangle: VT-1



DEVELOPMENT CHALLENGES:

- Property almost evenly split between two major property owners: Signature Properties and Negherbon Lincoln Mercury Inc.
- Empty Negherbon buildings currently being marketed for lease

Retail Priority Areas Valdez Triangle: VT-2



LOCATION:

Located between 24th Street and 25th Street on Broadway

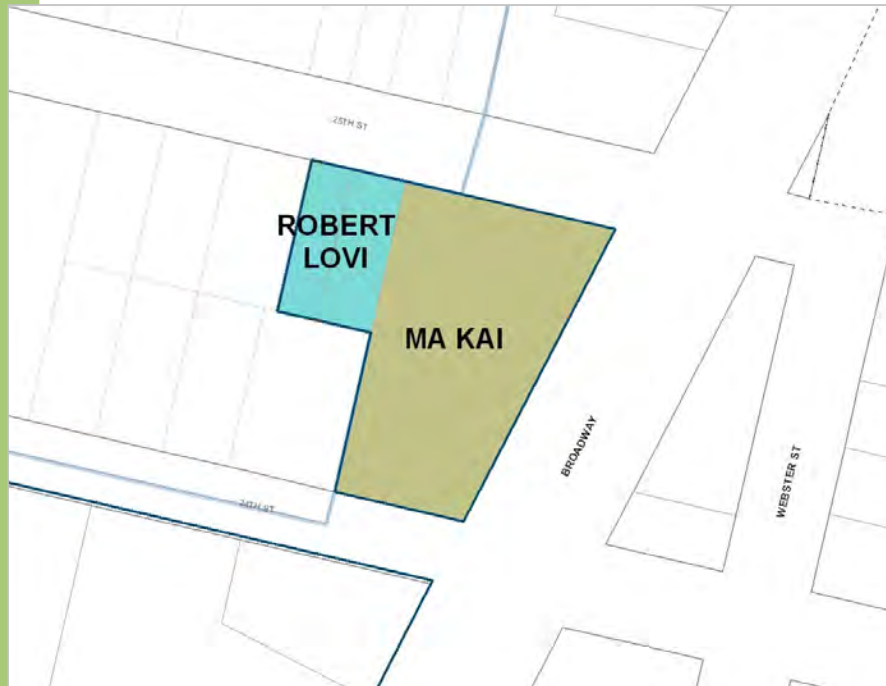
TOTAL AREA:

37,518.92 sf. (0.86 Acres)

MAJOR PROPERTY OWNERS:

- **Robert Lovi**
7,935.68 sf. (0.18 Acre)
- **Ma Kai**
29,583.25 sf. (0.68 Acres)

Retail Priority Areas Valdez Triangle: VT-2

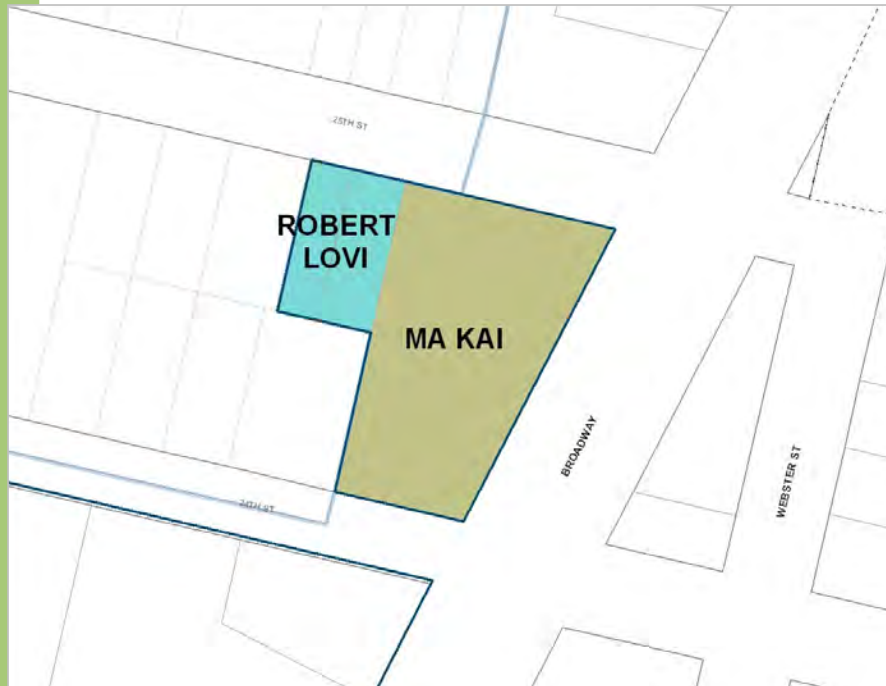


DEVELOPMENT OPPORTUNITIES:

- Site is well located to build upon the “Art Murmur”-related uses currently activating 25th Street
- Arts, Food, and Entertainment
- Retail fronting Broadway

Retail Priority Areas

Valdez Triangle: VT-2



DEVELOPMENT CHALLENGES:

- Few major challenges, site is now a surface parking lot
- Major property owner appears to be “absentee”

Retail Priority Areas

Valdez Triangle: VT-3



LOCATION:

Located on 26th Avenue between Valdez Street and Broadway

TOTAL AREA:

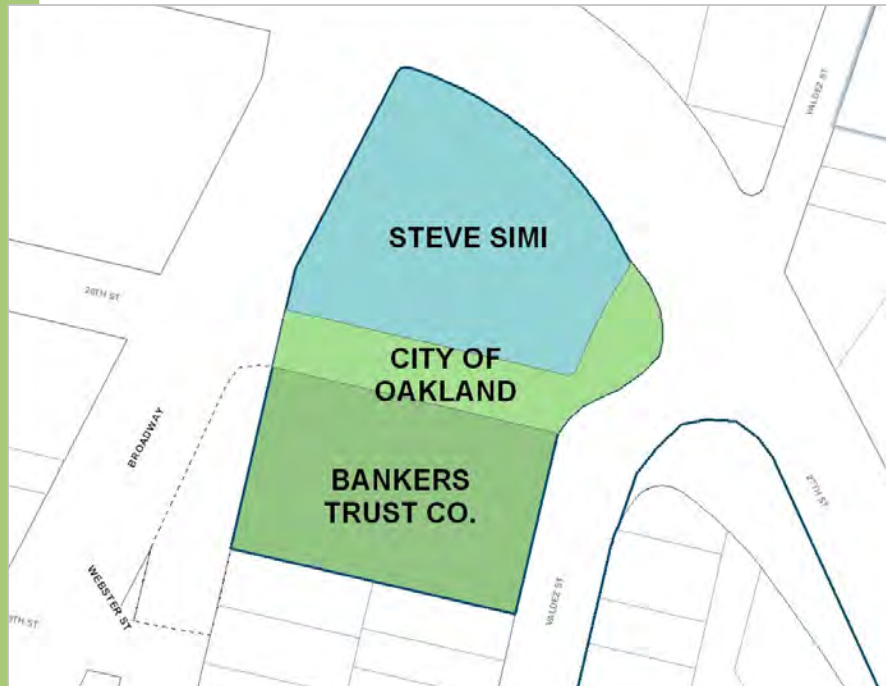
105,351.52 sf. (2.42 Acres)

MAJOR PROPERTY OWNERS:

- **Bankers Trust Co.**
39,610.11 sf. (0.91 Acres)
- **Steve Simi**
47,685.74 sf. (1.09 Acre)
- **City of Oakland**
47,685.74 sf. (1.09 Acre)

Retail Priority Areas

Valdez Triangle: VT-3

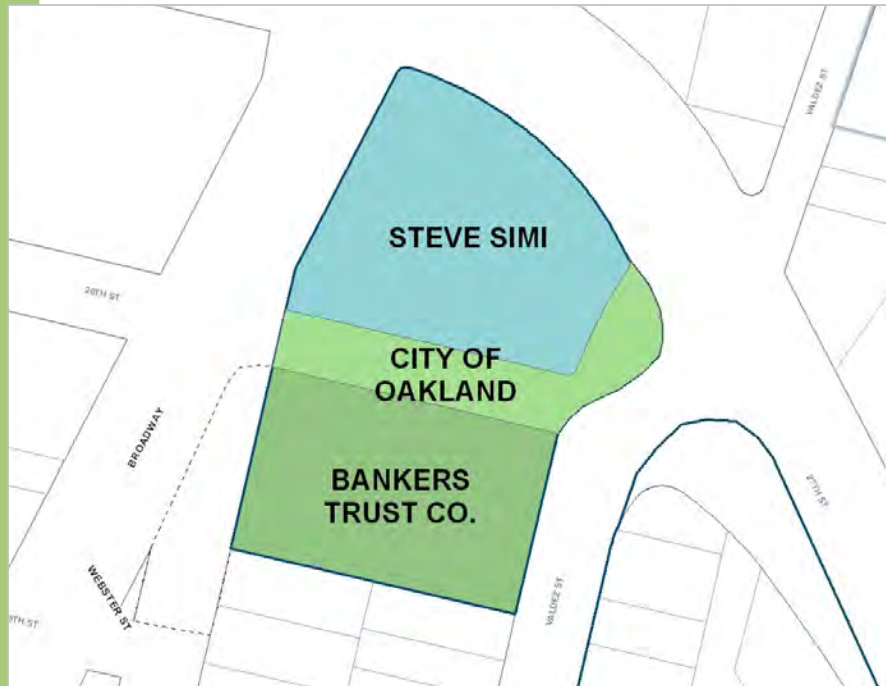


DEVELOPMENT OPPORTUNITIES:

- Major retail at highly visible, 'Gateway' site
- Development could be phased, starting north or south of 26th St.
- Build-out could potentially bridge over street
- Excess Right-of-Way at 27th street could be converted to public plaza

Retail Priority Areas

Valdez Triangle: VT-3



DEVELOPMENT CHALLENGES:

- Active Audi/Mazda dealerships
- Some community support for retaining the Biff's building
- Major underground utilities within the 26th Street Right-of-Way

Retail Priority Areas

Valdez Triangle: VT-4



LOCATION:

Located on 27th Street between Valdez Street and 24th Street

TOTAL AREA:

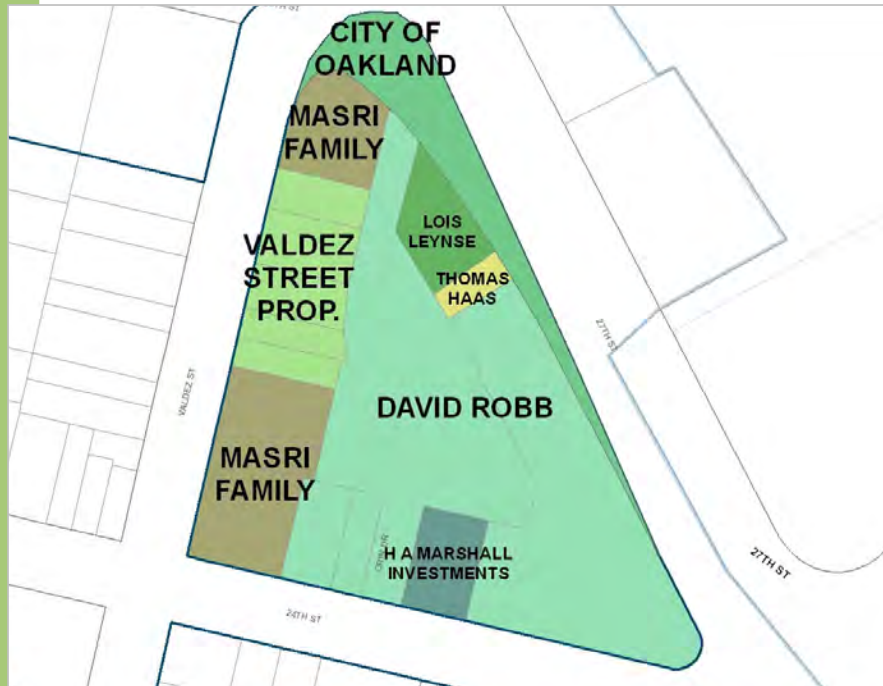
174,798.18 sf. (4.01 Acres)

MAJOR PROPERTY OWNERS:

- **Valdez Street Properties**
19,277.25 sf. (0.44 Acre)
- **Masri Family**
27,726.30 sf. (0.64 Acre)
- **David Robb**
93,675.54 sf. (2.15 Acre)
- **City of Oakland**
18,190.78 sf. (0.42 Acre)

Retail Priority Areas

Valdez Triangle: VT-4

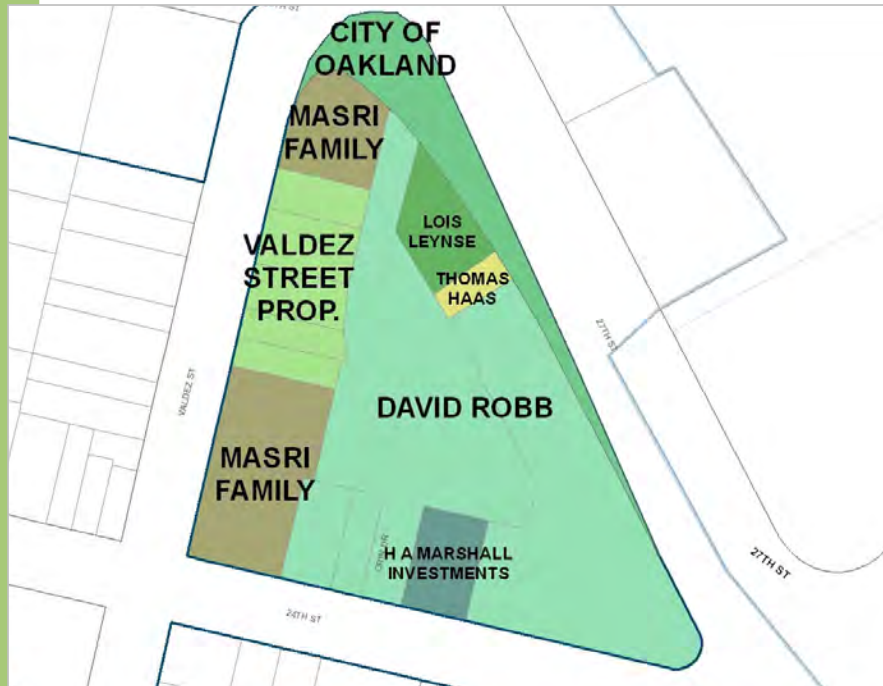


DEVELOPMENT OPPORTUNITIES:

- Recent purchase of more land within block by major property owner, David Robb, simplifies ownership
- Proximity of site to Whole Foods attractive to retailers
- Few, if any, Historic Resource issues

Retail Priority Areas

Valdez Triangle: VT-4



DEVELOPMENT CHALLENGES:

- Active Acura dealership
- Multiple property owners
- Triangle-shaped lot
- One-way traffic flow on 24th street
- Adjacent to “5-spoke” intersection

Retail Priority Areas

Valdez Triangle: VT-5



LOCATION:

Two blocks facing on Waverly Street, between Harrison and Valdez, 23rd and 24th Streets

TOTAL AREA:

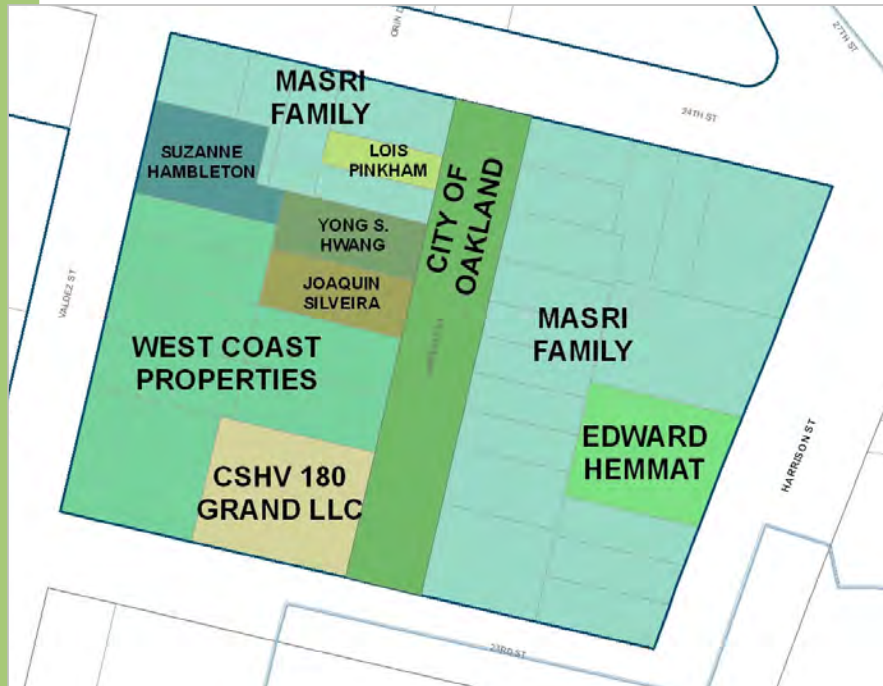
230,198.46 sf. (5.28 Acres)

MAJOR OCCUPANT:

- **Masri Family**
104,576.16 sf. (2.40 Acres)
- **West Coast Properties**
46,362.06 sf. (1.06 Acre)
- **CSHV 180 Grand LLC**
14,799.94 sf. (0.34 Acre)
- **Edward Hemmat**
12,547.20 sf. (0.29 Acre)
- **City of Oakland**
27,658.74 sf. (0.63 Acre)

Retail Priority Areas

Valdez Triangle: VT-5

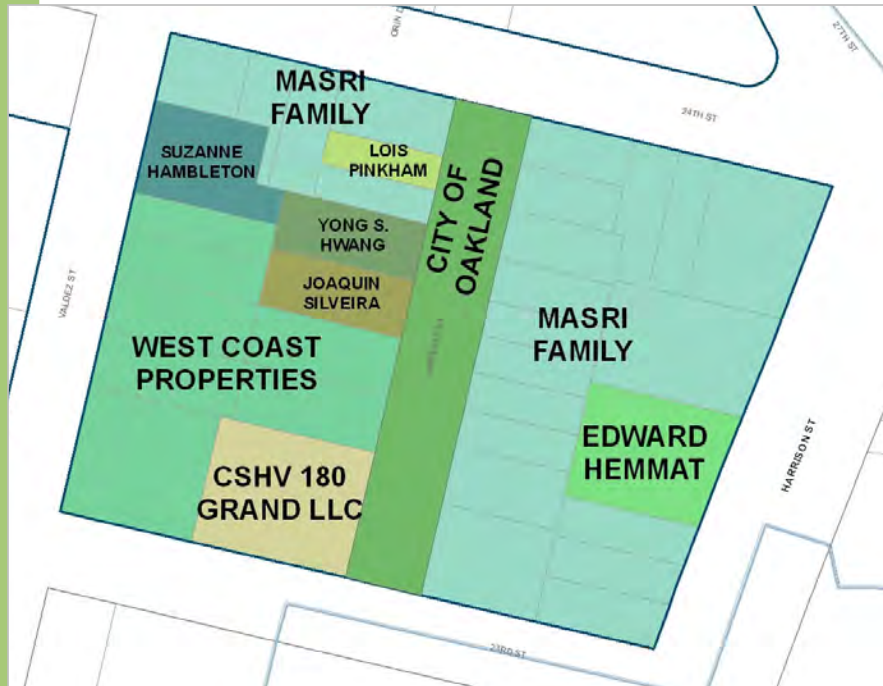


DEVELOPMENT OPPORTUNITIES:

- Proximity of site to Whole Foods attractive to retailers
- Potential for portions of City Right-of-Way to be included in development site
- Existing parking garage at corner of Waverly and 23rd Street

Retail Priority Areas

Valdez Triangle: VT-5



DEVELOPMENT CHALLENGES:

- Much of Masri Family property is in an Area of Secondary Importance (ASI) historic district
- Many small lots
- Multiple property owners

Development Opportunity Areas

Valdez Triangle: VT-6



LOCATION:

Mid-block located between Valdez Street and Webster Street and 23rd and 24th Streets

TOTAL AREA:

62,015.66 sf. (1.42 Acres)

MAJOR PROPERTY OWNER:

- **City of Oakland Redevelopment Agency**
62,015.66 sf. (1.42 Acres)

Development Opportunity Areas

Valdez Triangle: VT-6



DEVELOPMENT OPPORTUNITIES:

- Site already entitled for 281 housing units
- Close proximity to existing Broadway/Grand activity node
- Food, Arts and Entertainment
- Parking

Development Opportunity Areas

Valdez Triangle: VT-6



DEVELOPMENT CHALLENGES:

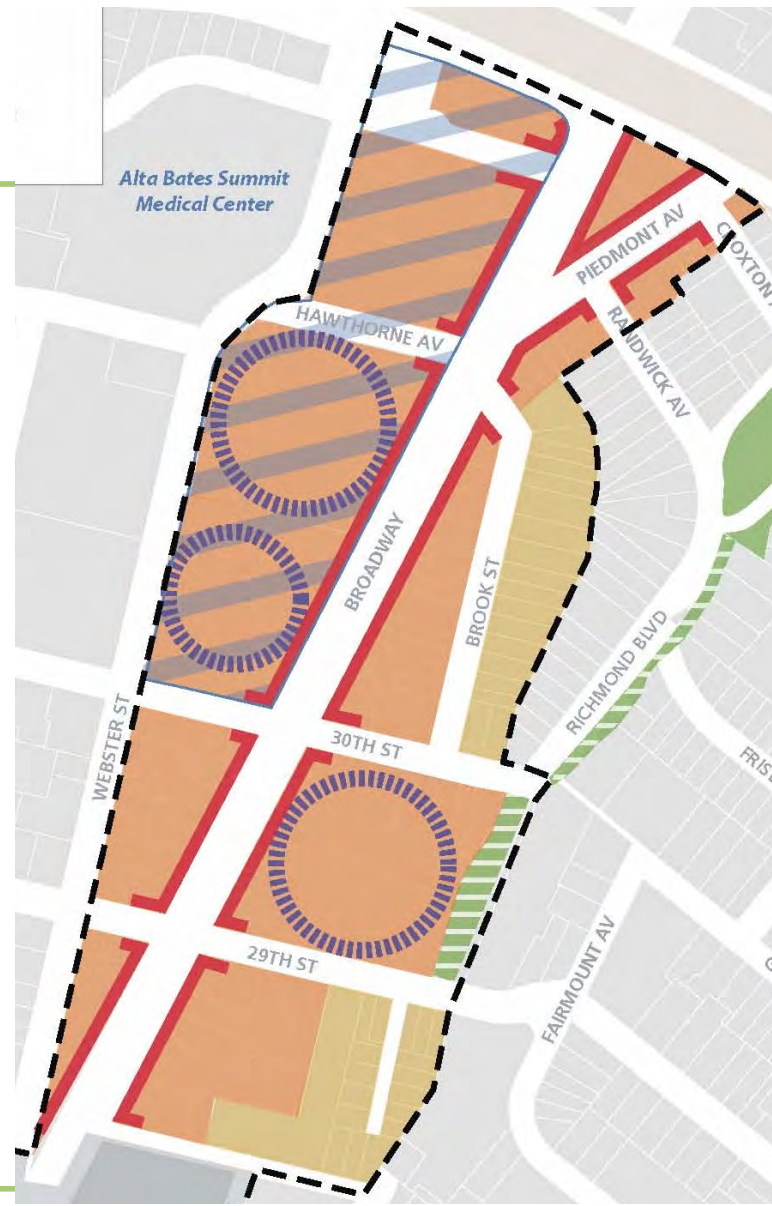
- Parking agreement reserves 200 parking spaces on site for Ordway building with no end date

Land Use – North End

-  Major Development Opportunity
-  Commercial Frontage Required
-  Medical Influence Overlay
-  Mixed-Use *
-  Residential
-  Existing Park/ Greenway
-  Potential Park/ Greenway
-  Project Boundary

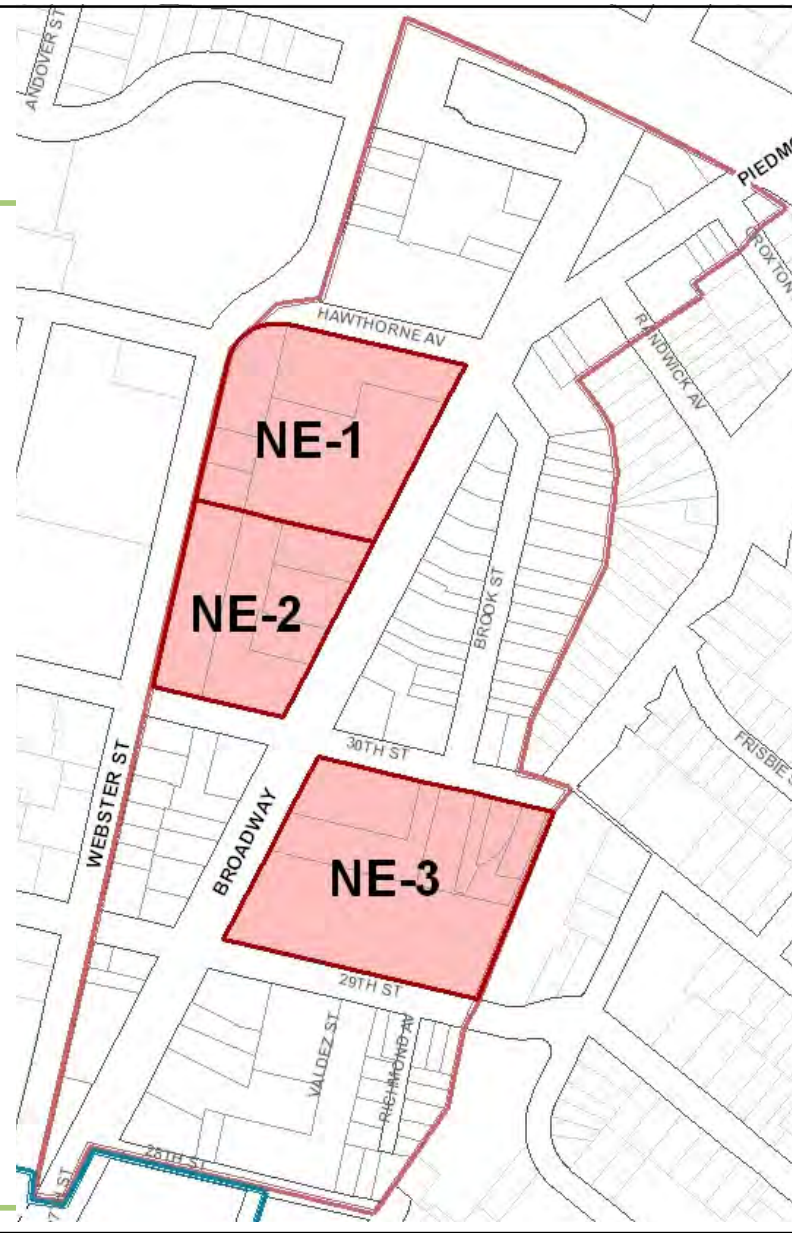
* Upper floor housing or office uses allowed

**BROADWAY
VALDEZ** DISTRICT
SPECIFIC PLAN



Development Opportunity Areas North End

**BROADWAY
VALDEZ** DISTRICT
SPECIFIC PLAN



Development Opportunity Areas

North End: NE-1



LOCATION:

Located below Hawthorne Avenue, between Broadway and Webster Street

TOTAL AREA:

157,078.91 sf. (3.61 Acres)

MAJOR PROPERTY OWNERS:

- **Gorden Linden & George Hill**
149,342.11 sf. (3.43 Acres)
- **Richard Kahn**
7,736.80 sf. (0.18 Acre)

Development Priority Areas

North End: NE-1



DEVELOPMENT OPPORTUNITIES:

- Large-format urban lifestyle retail
- Medical-related retail
- Office uses
- Workforce housing

Development Priority Areas

North End: NE-1



DEVELOPMENT CHALLENGES:

- New lease signed by Bay City Chevrolet
- Existing dealership building rated C2+
- Property in an Area of Secondary Importance (ASI) historic district

Development Priority Areas

North End: NE-2



LOCATION:

Located above 30th Street,
between Broadway and Webster
Street

TOTAL AREA:

121,297.23 sf. (2.78 Acres)

MAJOR OCCUPANTS:

- **3640 Associates & BW36 Associates**
82,985.53 sf. (1.91 Acres)
- **North III Associates**
38,311.70 sf. (0.88 Acre)

Development Priority Areas

North End: NE-2



DEVELOPMENT OPPORTUNITIES:

- Stand-alone retail
- Mixed-income housing
- Mixed-use development: ground floor retail with office or housing above

Development Priority Areas

North End: NE-2



DEVELOPMENT CHALLENGES:

- Portion of parking lot currently used by adjacent Alta Bates for construction staging and storage
- Compatibility of new development with existing senior housing facility

Development Opportunity Areas

North End: NE-3



LOCATION:

Located on the block on Broadway, between 29th Street and 30th Street

TOTAL AREA:

200,382.49 sf. (4.60 Acres)

MAJOR OCCUPANT:

- **Hagstrom Properties**
158,690.21 sf. (3.64 Acres)
- **Joaquin Silveira**
41,692.28 sf. (0.96 Acre)

Development Priority Areas

North End: NE-3



DEVELOPMENT OPPORTUNITIES:

- Two property owners own entire city block
- Adaptive Reuse of existing Mercedes-Benz building #2 at corner of 20th and Broadway
- Redevelopment of Grocery Outlet site with new buildings facing Broadway
- Creek facing back of property could become site amenity

Development Priority Areas



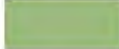

North End: NE-3



DEVELOPMENT CHALLENGES:

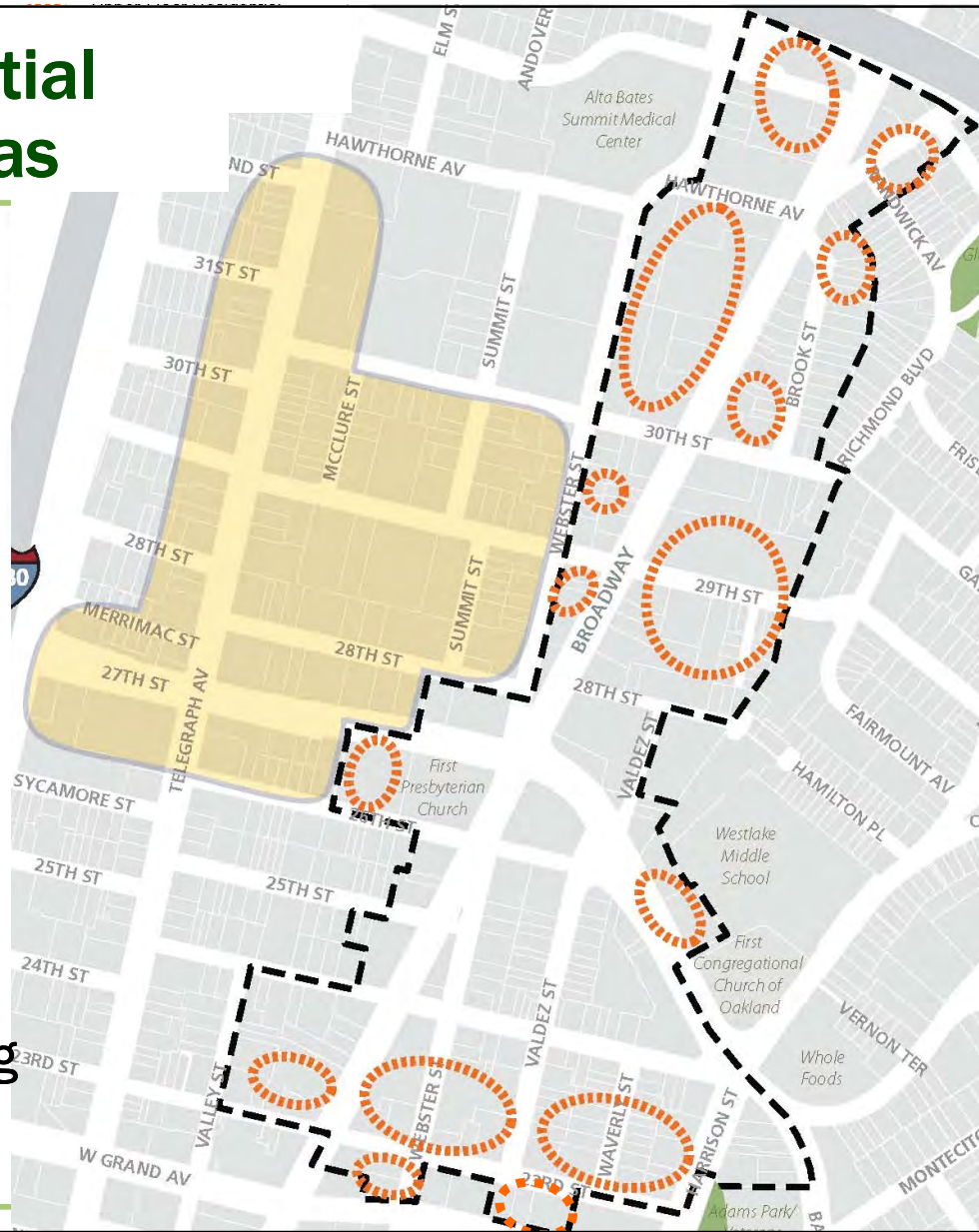
- Grocery Outlet recently signed new lease
- Work near Creek may require additional environmental review and permitting
- Single family homes on Silveira property

Potential Residential Development Areas

-  Potential Locations for Residential Infill Development
-  Potential Locations for Upper Floor Residential
-  Existing Park/ Greenway
-  Project Boundary

- A menu of options to incentivize affordable housing will be explored, such as:
 - reduced parking requirements
 - unbundled parking

**BROADWAY
VALDEZ** DISTRICT
SPECIFIC PLAN



Community Design – Valdez Triangle

- Broadway, 27th, Harrison and Grand Ave. as primary access “boulevards”
- Valdez, Webster, 23rd, 24th and 25th as secondary access/ “pedestrian-oriented shopping streets”
- Streetscape/public plaza enhancements to emphasize gateways



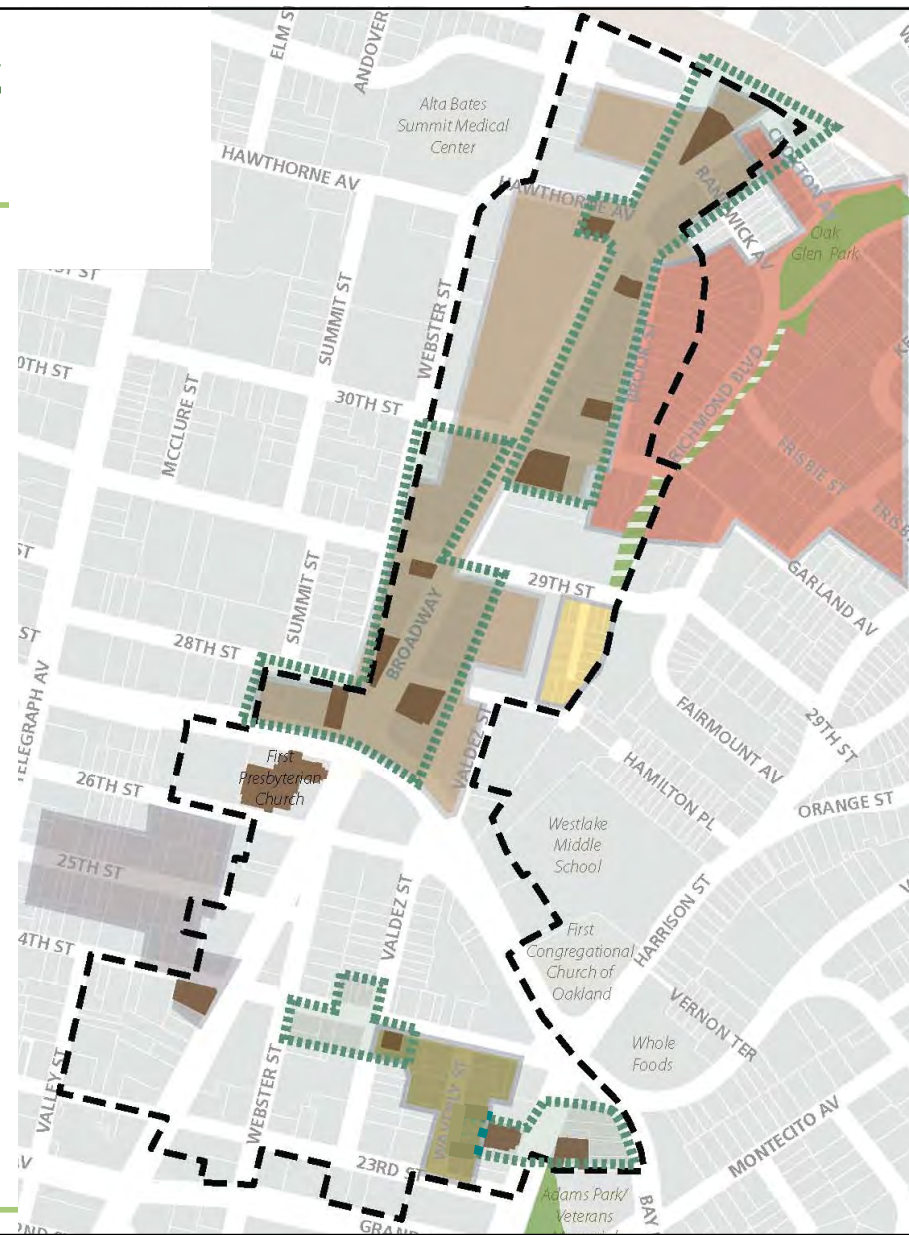
Community Design – North End

- Streetscape/public plaza enhancements to emphasize gateways and along primary and secondary access streets
- Improved freeway undercrossings
- Potential new park/greenway along Glen Echo Creek



Historic Resources & Adaptive Reuse

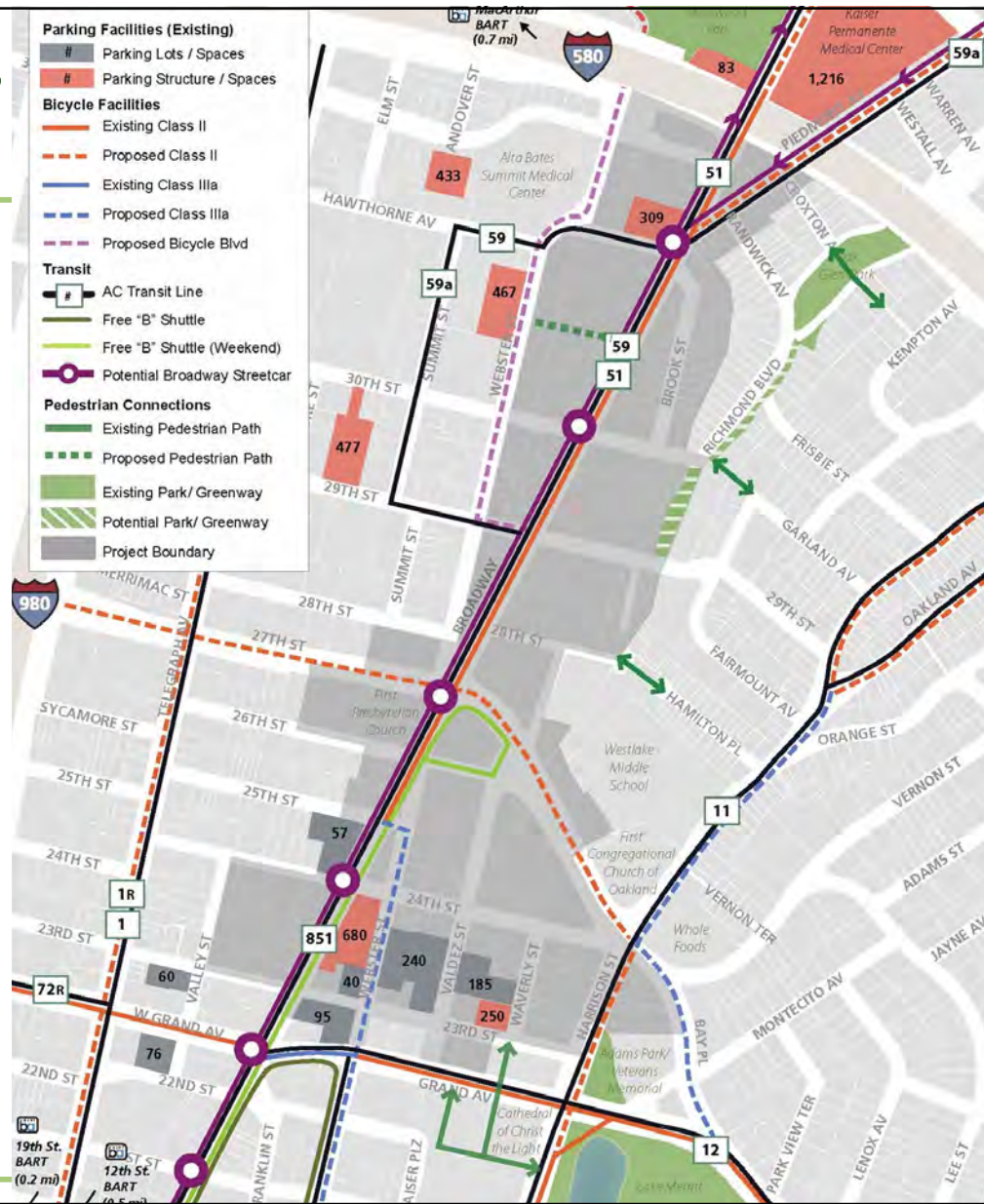
-  Historic Building
-  Adaptive Reuse Priority Areas
-  25th Street Garage District ASI
-  Upper Broadway/ Auto Row ASI
-  Waverly Street District ASI
-  25th Street Garage District ASI
-  Richmond Blvd District ASI
-  Existing Park
-  Project Boundary



Circulation, Access and Parking

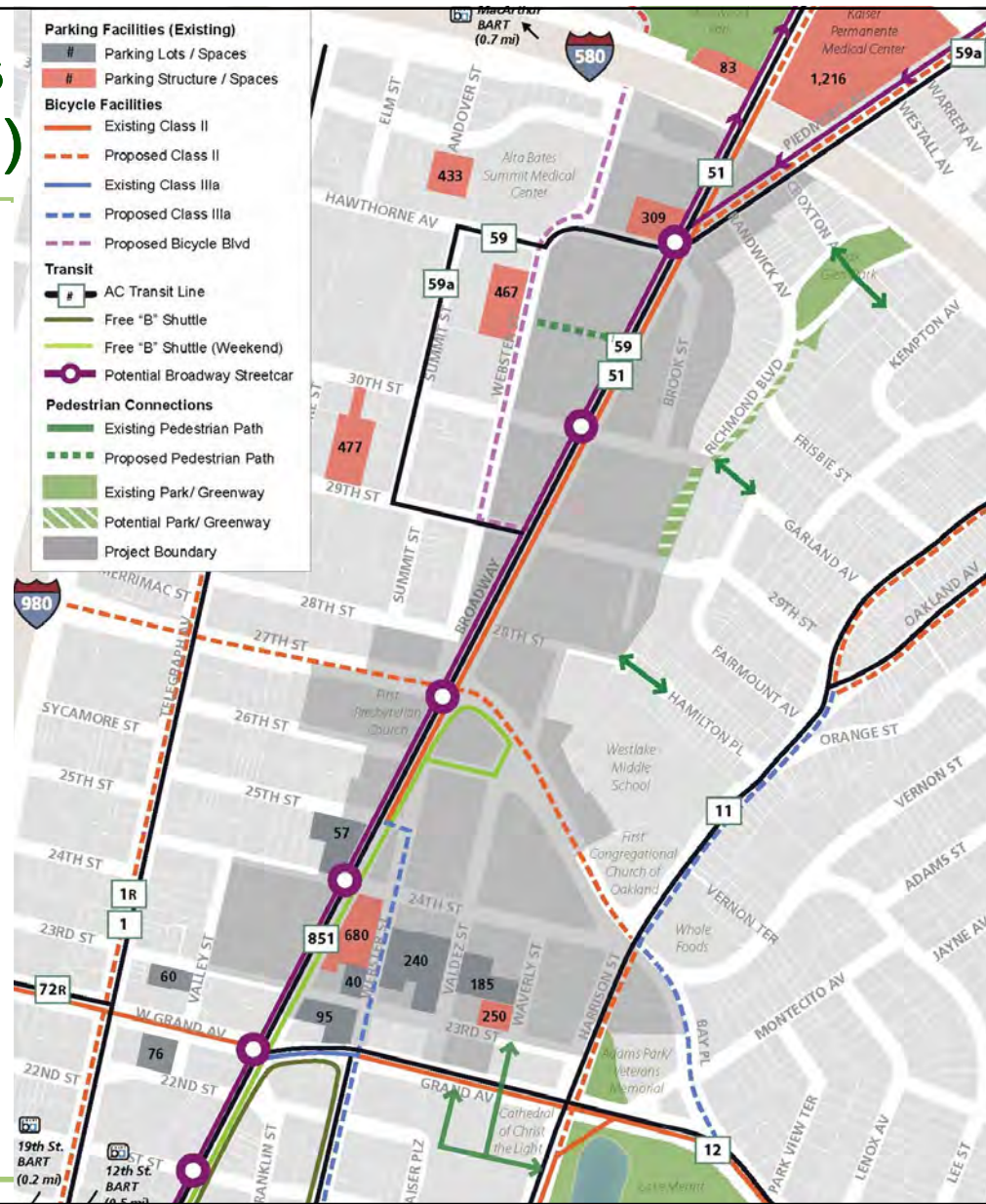
- Existing street right-of-ways will be retrofitted as “complete streets”
- Extend Free B Shuttle or future streetcar to connect area to MacArthur BART station

**BROADWAY
VALDEZ** DISTRICT
SPECIFIC PLAN

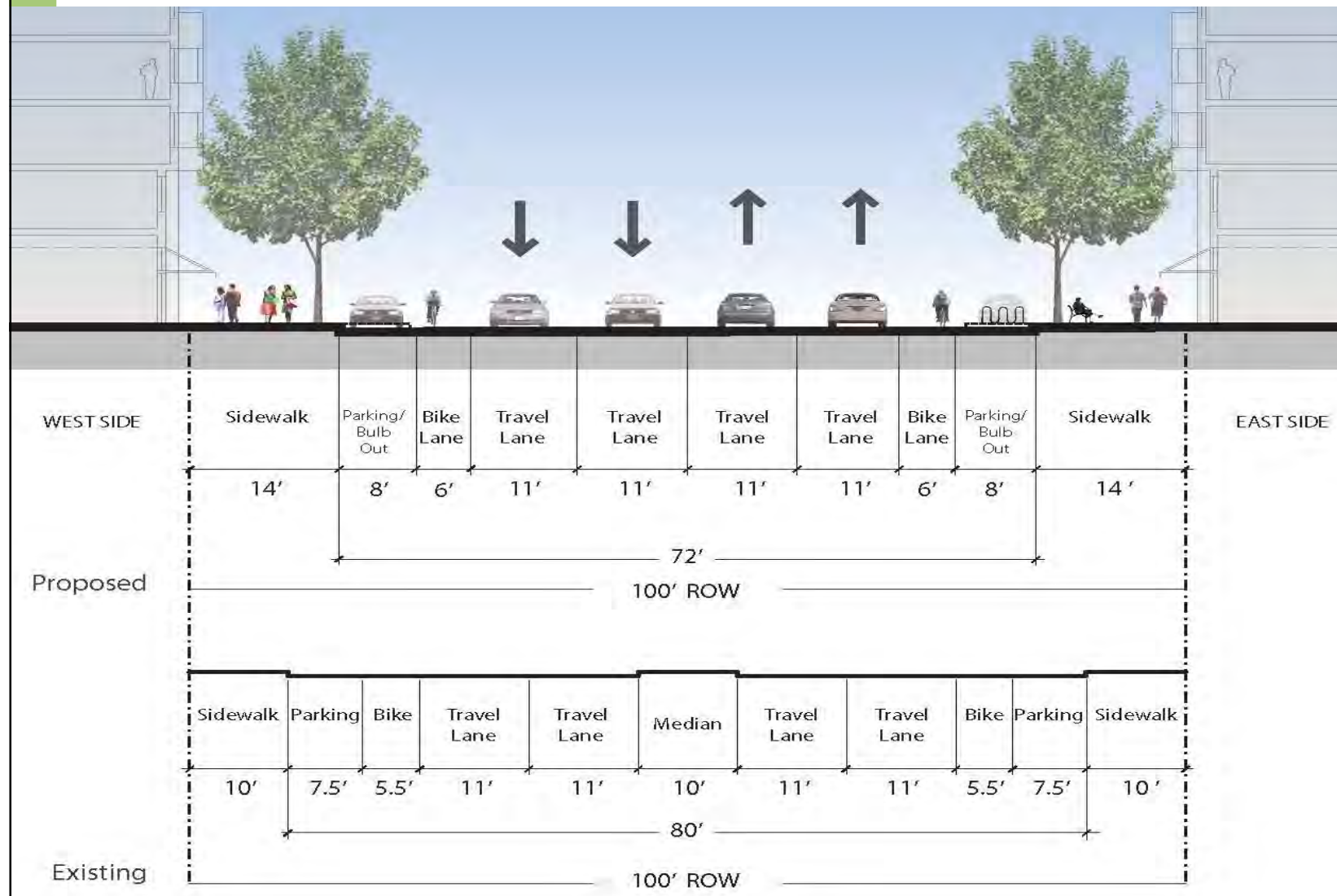


Circulation, Access and Parking (con'd)

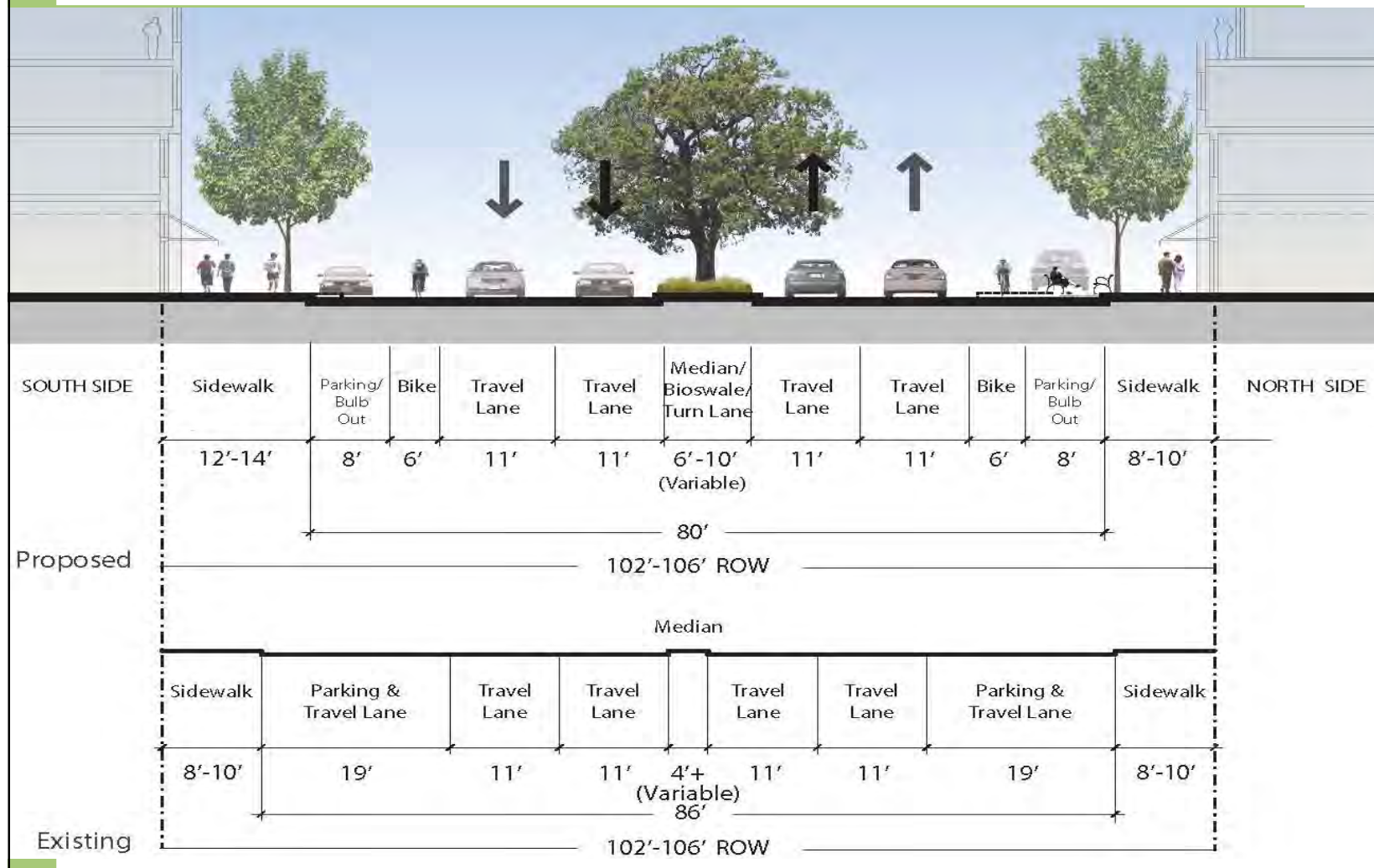
- In the short term, utilize existing parking resources in the area
- Build new parking in conjunction with a major retail project
- Potential for shared parking
- Explore creating a parking district managed by BID



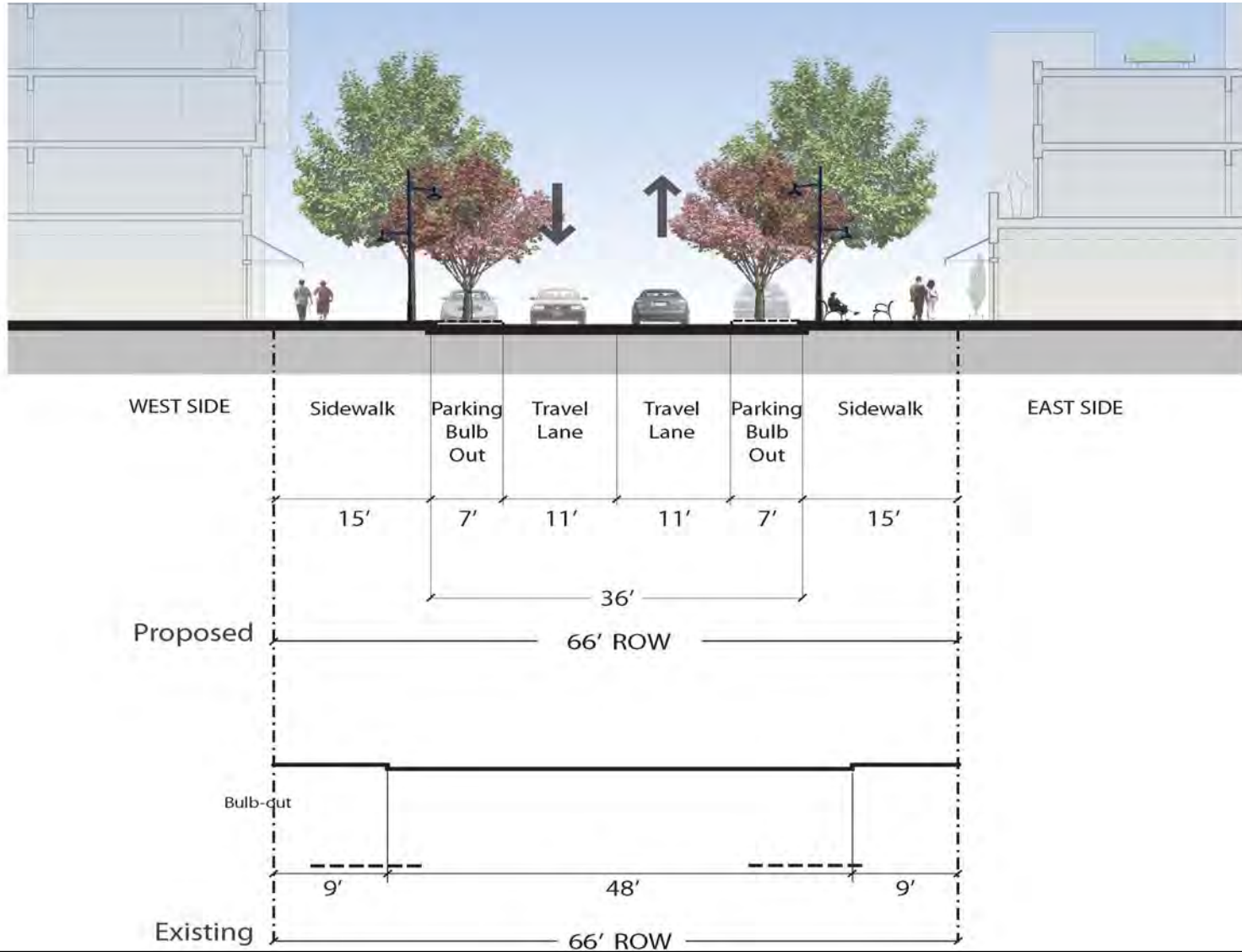
Street Section – Broadway (North of 27th St)



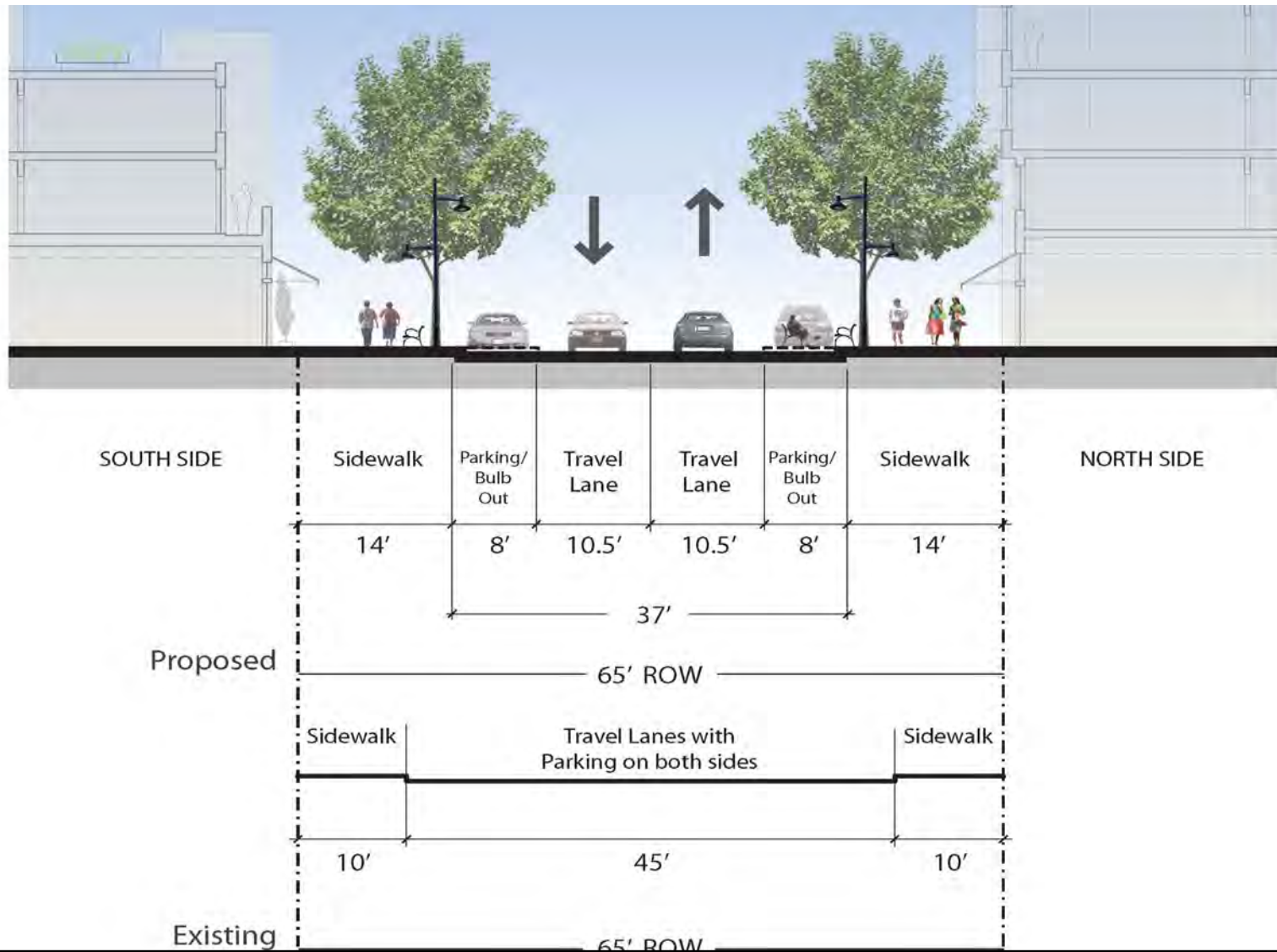
Street Section – 27th Street



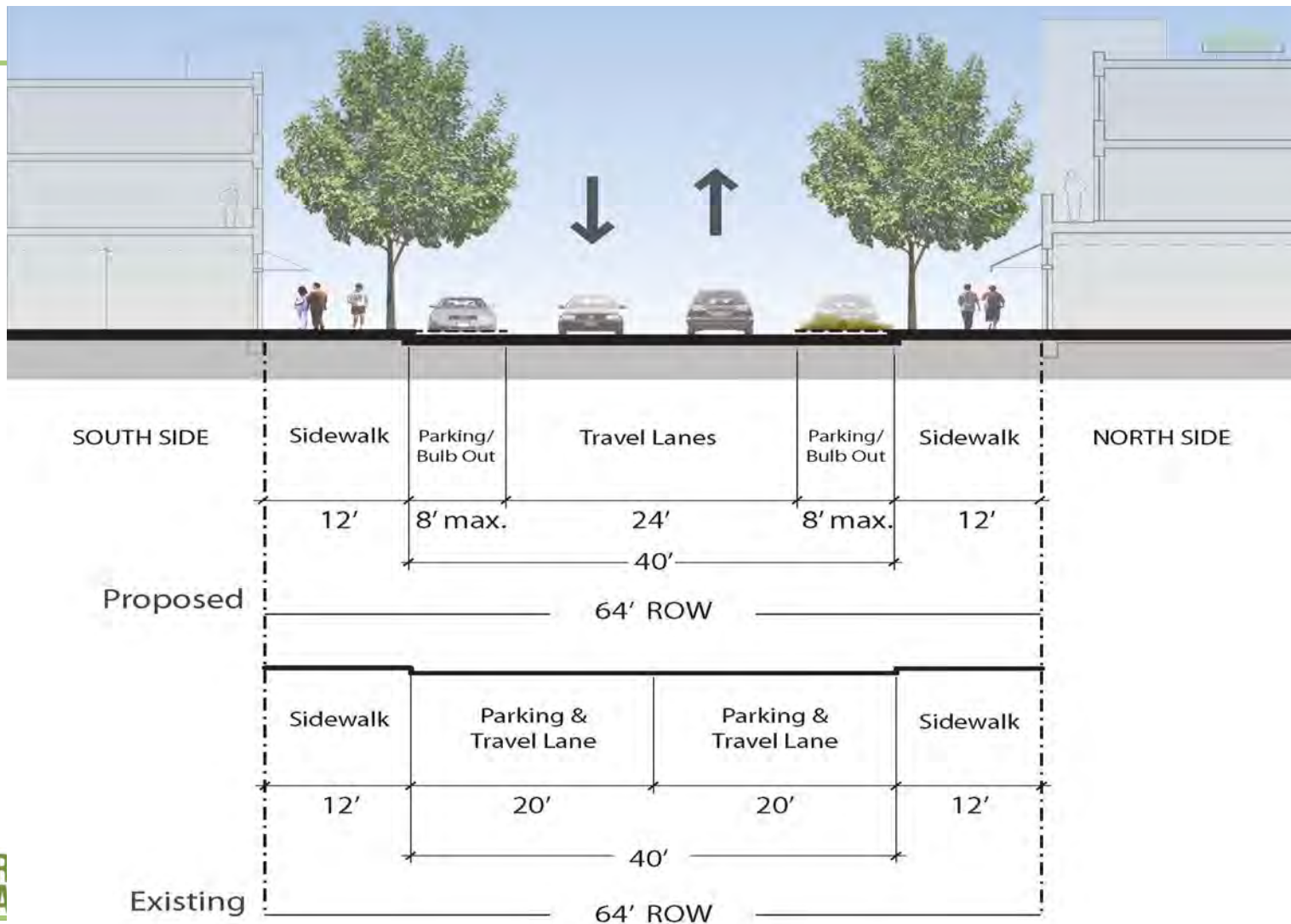
Street Section – Valdez Street



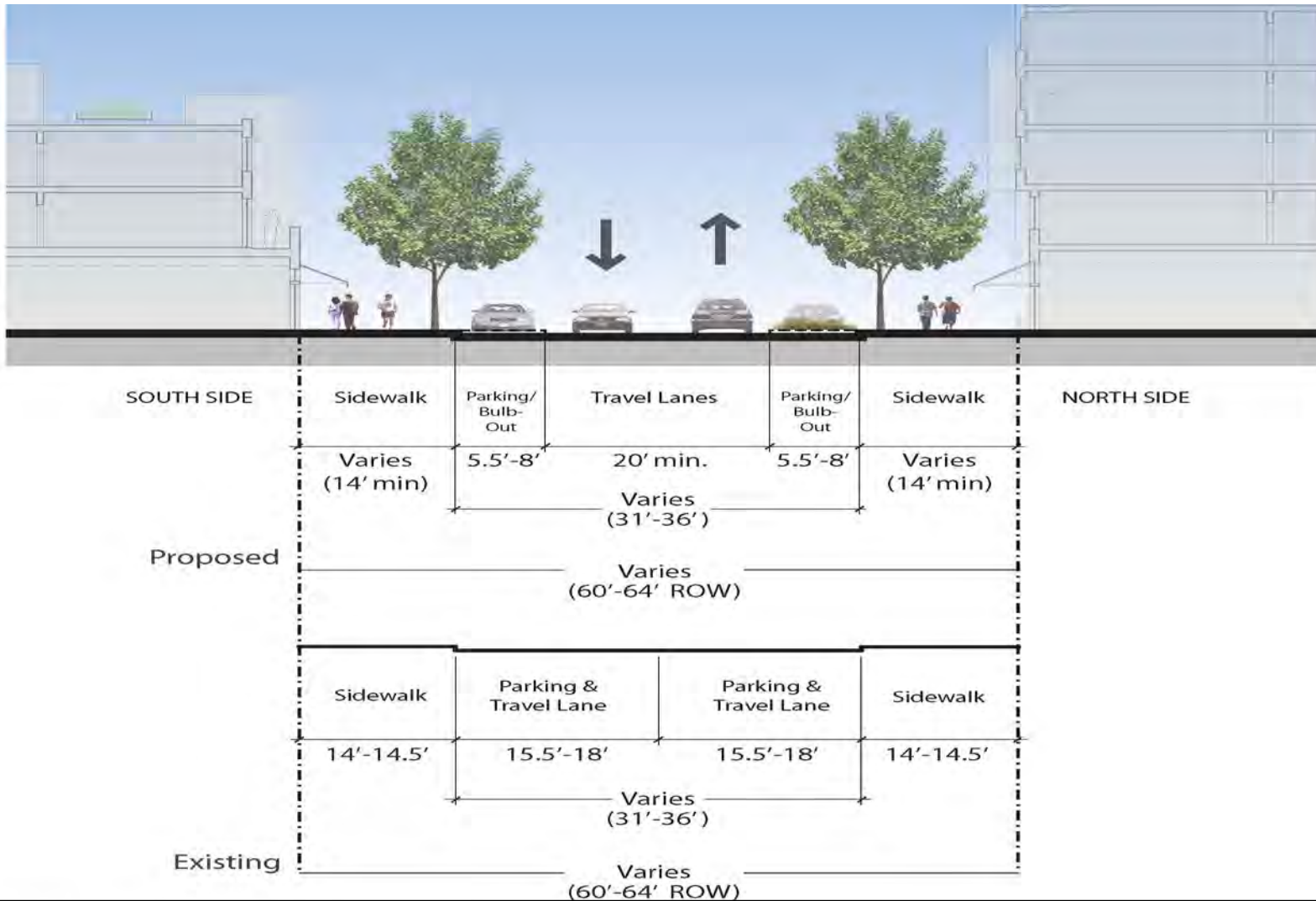
Street Section – 24th Street



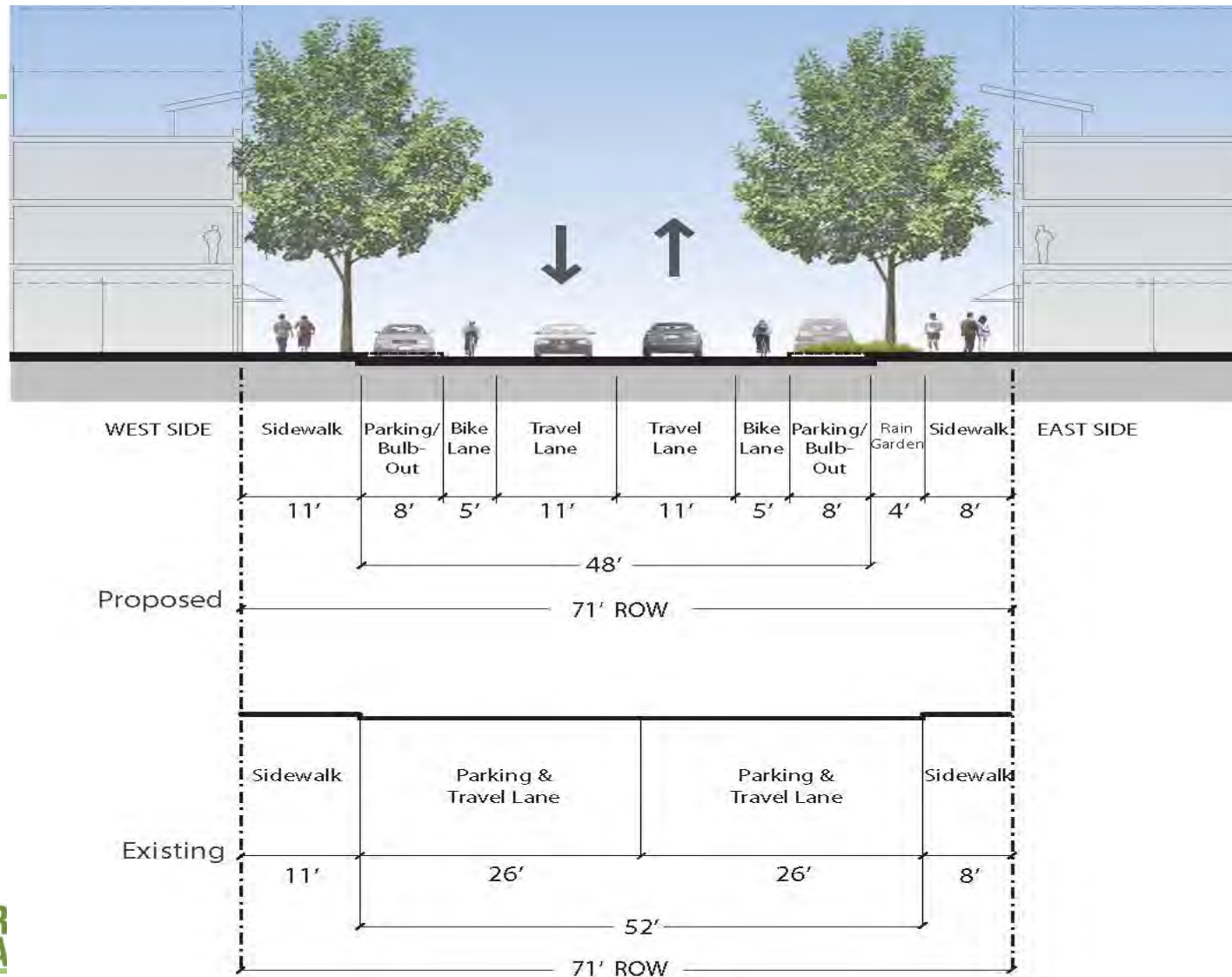
Street Section – 29th Street



Street Section – 30th, Hawthorne & 34th St



Street Section – Piedmont Ave



Short Term Strategy –General Principles

- “Set the table” now to spur new development over the long term
 - *Build on what is already working in the area*
 - *Focus on making area safe, fun, and active*
 - *“Fill-in” the gaps/activate the “dead-spots”*
 - *Enhance connectivity*



Short Term Strategies

- Improve cleanliness and enhance safety in area
 - *Clean up trash and graffiti*
 - *Improve lighting*
 - *Work with OPD to explore potential for increased police presence (e.g. foot or bike patrols)*
 - *Work with existing Lake Merritt/Downtown Community Benefits District (CBD) and property owners to expand CBD boundaries*
 - CBD has an effective “Clean and Safe Program” that has “ambassadors” to clean up and provide security
 - *Crime Prevention Through Environmental Design (CPTED)*

Short Term Strategies

- Activate Broadway btwn. Grand and 27th
- Coordinate with other efforts to activate 19th to Grand section of Broadway
- Promote more “people attractors”
 - *“Permanent” - restaurants, bars, retail, entertainment uses, art events)*
 - *“Temporary” - Storefront Art Program, Temporary Pop-Up Stores, Temporary mobile food, entertainment events*
- Adaptive Reuse
 - *Prioritize life safety code requirements; flexibility on others*

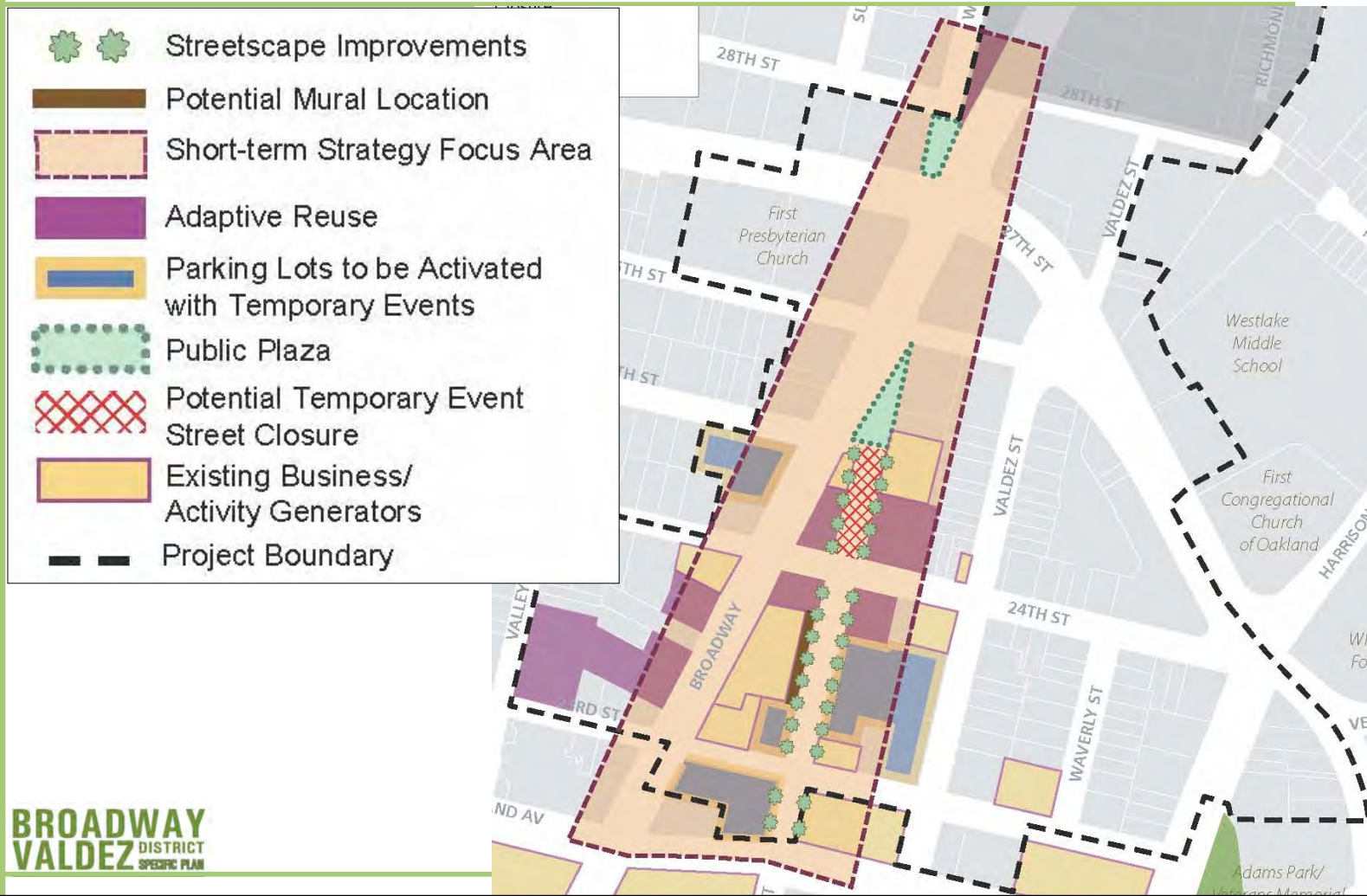


Short Term Strategies

- Pedestrian area improvements
 - *Add lighting/street trees, improve freeway under-crossings, enhance gateways to the Plan Area, create 'parklets'*
- Bike lane improvements
- Extend Free B Shuttle
- Facade Improvement Program
- Murals on blank walls



Short Term Strategies – Valdez Triangle



Discussion and Comment

Next Steps

- Comments on the Preliminary Draft Concept Plan due to City staff by **Thursday, Nov 2, 2011**
- Public Review Draft Concept Plan – available Dec. 1st
- Public Workshop to Review Draft Concept Plan– Dec. 8th
 - *1st Presbyterian Church, 27th and Broadway*
 - *6-8pm(to be confirmed)*
- Project Contact:
 - *Email: bvdsp@oaklandnet.com*
 - *Phone message line: 510.238.7905*