

## BROADWAY VALDEZ DISTRICT SPECIFIC PLAN

The Oakland City Council has directed staff to prepare a specific plan for the Broadway corridor area between Grand Avenue and Interstate 580, based on recommendations contained in the Conley Consulting Group's *Upper Broadway Strategy* report, which identified the Broadway/Valdez area as having the potential to develop into a regional retail district in a mixed use development context with office uses and housing as well. Broadway was targeted for major destination retail for several reasons, including: its significance as the City's "Main Street," the availability of transit service, its proximity to downtown, as well as its relationship to adjacent residential neighborhoods, and the Kaiser and Summit/Alta Bates medical campuses. Key parameters that are guiding the planning effort are outlined below.

### Key Parameters

- The City's primary goal for this area is to create a "**unique Oakland-based**" **destination retail district** containing a significant cluster of national and local retailers that offer **comparison goods shopping** with related activities, such as restaurants, entertainment, arts and cultural facilities, smaller convenience retail, and services in order to capture vital sales revenue from city residents, residents of nearby communities and non-residents working in Oakland, that are currently lost to stores in other communities. A mix of complementary uses, including housing, offices, and a hotel, as well as transit, and walkable streets, are also desired in the overall plan area to add activity and vibrancy, and to enhance the feasibility of the retail district.
- In order to meet the City's objective to develop a new destination retail district, retail development needs to be the priority and driver of the Plan vision. The retail concept will build on the success of nearby Oakland commercial and residential districts and encourage convenient connections to downtown and surrounding neighborhoods.
- Given the absence of a retail base in Oakland, a critical mass of new comparison goods retailing is essential to attract shoppers, compete with other existing shopping areas, change shopping habits, and sustain successful retailing over time. Recognized anchor tenants are important to attract shoppers and can facilitate a mix of retail tenants. Retailers are not willing to go into isolated locations and their requirements are important to consider in regard to location, parking, nearby and adjacent uses, marketing time and economic feasibility.
- Overall, the district should create a sense of place through attention to good urban design, and establish a visually distinctive district identity through streetscape improvements and public amenities as part of a pedestrian-oriented urban design vision.
- New development should enliven the Broadway frontage with active ground floor uses (retail, restaurants, etc.)
- All modes of travel should strive to be accommodated, including pedestrians, bicycles, transit **and** autos.
- Provision of sufficient off-street parking is necessary in order to attract national retail tenants.

