



City of
OAKLAND
California

Media Contacts:

Samee Roberts
CEDA
510-238-2136
sroberts@oaklandnet.com

Harry Hamilton
CEDA
510-238-2107
hhamilton@oaklandnet.com

News from: **Community & Economic
Development Agency**

FOR IMMEDIATE RELEASE

April 21, 2011

**Community Input Sought on Future Development in
Broadway Valdez District**

Oakland, CA – Residents, property owners, business owners and developers are invited to provide input to complete the Broadway Valdez District Specific Plan (BVDSPP) at a **community meeting on Thursday, April 28, 2011**. Hosted by the City of Oakland, the meeting will be held at the First Presbyterian Church’s Fellowship Hall, 2619 Broadway from 6 to 8 p.m. Community input is essential as the BVDSPP will shape the future of this district.

“The Plan will encourage the creation of a complete neighborhood with good transit options, housing and retail along attractive, walkable streets.” said Mayor Jean Quan. “We believe this neighborhood should attract national retailers, giving residents a convenient place to shop in Oakland and stop the retail leakage that drains the City of vital revenue.”

The BVDSPP will develop strategies to attract destination retail, housing and mixed-use development along Broadway between Grand Avenue and Interstate 580. Broadway is viewed as the city’s “Main Street” and has many significant assets including its proximity to downtown, residential neighborhoods, existing retail activity and the two major medical campuses. Transportation options include two BART stations and a major AC transit bus route. Building upon these assets, the BVDSPP will help transform Broadway into a vibrant neighborhood by providing an area-wide set of development regulations and requirements including land uses, infrastructure standards and financing mechanisms for public improvements.

Additional meetings are planned. A May meeting will discuss potential components for a new draft land use and urban design concept. Input from the April and May meetings as well as information gathered at the previous community meetings will be synthesized into a draft plan concept which will be presented to the community at a follow-up meeting tentatively scheduled for June/July 2011.

The April 28 community meeting is open to all. R.S.V.P. to (510) 238-7905 or bvdsp@oaklandnet.com. Individuals requiring special arrangements, including translation into other languages, must contact the City three days in advance of the meeting. Limited parking is available; carpooling or public transit is strongly encouraged. Visit www.oaklandnet.com/bvdsp for more information and a map of the area covered by the BVDSPP.

Background

Oakland has long been the nation’s largest underserved Trade Area for comparison goods. Oakland currently exports 75% of its potential sales in this category, or roughly \$1 billion in sales every year, to the neighboring communities of Emeryville, San Leandro, San Francisco and Walnut Creek. While the City has many fine merchants, it lacks many larger retailers and a critical mass of retail selection. This dearth of retail options discourages residents from shopping locally.

#