



**Discussion Questions - Summary**

**1. *What do you value most about the area and think needs to be preserved by the Plan?***

**Architectural**

- Retain character through preservation of historical buildings and significant landmarks (even the dealerships)
- Flatiron buildings provide unique architectural character
- Historic structure reuse is important to maintain character (like Whole Foods)

**Open Space and Scale**

- Un-enclosed creeks
- Continued and improved connections between creek and Lake Merritt
- Low building profiles provide ample sunshine, appropriate neighborhood level scale, and abundant openness of Broadway

**Transportation and Location**

- Bikability, pedestrian access, and transportation (bus lines) are good- with a convenient location
- Closeness to transit (BART) and Kaiser
- Arterial connection to Downtown Oakland
- Irregular street network
- Large sidewalks
- Limited auto access to adjacent neighborhoods
- Slower, neighborhood-oriented adjacent streets

**Retail**

- Grocers or other stores servicing elderly
- YMCA
- Good restaurants
- Auto service

**Cultural**

- Personality, grit, style, diversity- avoiding Bay Street-like-exclusion
- Space for organized use provided by churches

**2. *What things about the area would you like changed by the Plan?***

**Urban Fabric**

- Centrally located square for congregation
- Remove surface parking- utilize buffers or subsurface/structure parking to maintain or increase parking opportunities



- Move auto services (including auto sales) to the rear of buildings
- Remove unused space and eyesore/vacant buildings
- Increase public art
- New buildings with architectural significance
- Reconnect Richmond and Brook Streets

#### **Open Space**

- Implement community gardens
- Expose creeks, enhance creek interface
- Increase the green and open spaces- including youth entertainment and athletic fields

#### **Uses**

- Increase entertainment and nightlife
- Affordable and family housing
- Mix of commercial/ retail options (locally owned businesses mixed with anchors, national retail, and groceries)
- Increase cultural activities (draw up from Downtown)
- Services: pharmacy, drug treatment, and homeless support are all missing or at fringe of neighborhood
- Use Pill Hill as catalyst for increased office and retail use

#### **Character of Broadway**

- Extend boulevard character from downtown- street trees in median and sidewalks (median promenade?)
- Create a destination main street with street life, cafes, and people watching
- Focus on the pedestrian, not the car, and slow traffic
- Light rail on Broadway (Jack London to Kaiser)
- Create sense of arrival with signage

#### **Transportation**

- Invest in centrally located transit station or BART shuttle
- Safety, walkability, bicycle infrastructure
- Highway auto connection to Broadway

***3a. Given the desire to create a retail destination on Broadway, what kinds of stores would you like to see in the area?***

#### **Generally**

- Independent, locally owned and unique - non-chain stores
- Mix of anchor retailers and smaller stores
- Clothing Stores
- Not upscale
- (A few) Chain retailers
- No fastfood
- No Walmart

#### **Lifestyle**



- Ethan Allen- High end furniture
- REI
- Fry's electronics
- Book/music/record store

#### **Department/Big Box Stores**

- Nordstrom, Macy's, Kohl's, Ross, Target, Cosco, Ranch99

#### **Entertainment**

- Bowling
- Locally owned and operated restaurants
- Tea room
- Brew Pubs

#### **Neighborhood Serving**

- Pet Store
- Groceries- Trader Joe's, Farmer Joe's or Safeway- lower end than Whole Foods
- Hardware
- Funeral parlor
- Drug Stores/ Pharmacies
- Bakeries
- Foreign supermarkets
- Laundromat/ dry cleaners
- Barber/beauty shops

### ***3b. Would you like to see residential and/or office uses in addition to retail? If so, how much?***

#### **Overall, yes to both uses.**

- Mixed use with residential and/or office over retail. Residential favored over office. Office space limited to upper floors and certain areas of the district
- Height restrictions to create height variations
- Between 3 and 6 stories residential over retail appropriate
- Ensure that a canyon effect does not take place
- Focus on a variety of housing types - apartments, affordable, rental, senior, family, high density, no single family homes
- Focus office uses toward downtown or Pill Hill
- Residents support retail to create foot traffic
- Ensure that with residential uses come plazas, street furniture, shade, gardens, and a farmer's market

### ***3c. What other kinds of activities, facilities, services, etc. would you like to see in the area?***

- Night clubs- music and dance



- Open Space- playgrounds, parks, pocket parks, community garden, active recreation, dog parks
- Entertainment- theatres (movie and formal)
- Restaurants
- Bus shuttle service and stations
- Pet clinics
- Dentists/clinics
- Law offices
- Small grocery stores
- Bike lanes
- Parking garages
- Expansion of arts district (Art Murmur)
- Youth-serving uses (kids' activities gym, day care, after-school programs)
- Farmer's market
- Public art
- Streetscape improvements
- Activity centers for the elderly
- Plaza/congregation center

**3d. *What is your vision for what the Broadway/Valdez District should be?***

- A pedestrian-oriented boulevard with trees and landscaping
- Mixed uses by building and by district
- Cafes and outdoor seating
- An area of preserved historic buildings with old city charm
- A destination both day and night
- Oakland's Main Street
- Sustainable- green roofs, low carbon footprint
- Incorporating the arts (expand Art Murmur neighborhood)
- Retail anchors in the southern portion
- High density office space near 580
- No corporate architecture
- An area integrated into the surrounding neighborhoods and not isolated
- A live/work environment
- Child friendly and peaceful
- Affordable
- Improvement of safety overall to encourage residents and tourists to be outside after 5PM
- Improved connection to Lake Merritt
- Walkable and bikable
- Sufficient parking
- Multi-ethnic and inclusive

**3e. *What retail area that you are familiar with most closely matches your vision for the Broadway/Valdez District Specific Plan?***



*California*

- ❖ Walnut Creek\*\*\*
- ❖ Ferry Building, San Francisco\*\*
- ❖ Colorado Boulevard, Pasadena \*\*
- ❖ Temescal, Oakland
- ❖ Union Street, San Francisco
- ❖ Park Street, Alameda
- ❖ 4<sup>th</sup> Street, Berkeley
- ❖ Piedmont
- ❖ Santana Row, San Jose
- ❖ Market Street, San Francisco
- ❖ Santa Monica Walk
- ❖ Skate Street, Santa Monica
- ❖ Bay Street, Emeryville
- ❖ Not Bay Street
- ❖ Main Street, Pleasant Hill
- ❖ Stoneridge Mall
- ❖ Pleasanton Street
- ❖ Hayes Valley, San Francisco
- ❖ Downtown Santa Rosa
- ❖ Santa Barbara

*United States*

- ❖ Manhattan, NY
- ❖ Brooklyn, NY
- ❖ Not Disneyland
- ❖ Columbia Heights, Washington, D.C.
- ❖ International District, Seattle, WA
- ❖ Harvard Square, Cambridge, MA
- ❖ Downtown Portland, OR
- ❖ Pike Place, Seattle, WA
- ❖ Beacon Street, Boston, MA
- ❖ Lake View, Chicago, IL
- ❖ 16<sup>th</sup> Street Mall, Denver, CO

*International*

- ❖ Puerto Rico
- ❖ Europe (like Italy's Piazzas)
- ❖ West Broadway, Vancouver, BC
- ❖ Las Ramblas, Barcelona, Spain

\* indicates the number of references to retail area