



City of Oakland
Broadway/Valdez District Specific Plan

Retail Precedents: Case Studies

October 2009

Table of Contents

	Introduction.....	1
1	Case Study 1: Santana Row, San Jose, CA.....	3
2	Case Study 2: Paseo Colorado, Pasadena, CA.....	13
3	Case Study 3: Pacific Place, Seattle, WA.....	23
4	Case Study 4: The Americana at Brand, Glendale, CA.....	31
5	Case Study 5: Broadway Plaza, Walnut Creek, CA.....	39
6	Case Study 6: The Grove, Los Angeles, CA.....	49
7	Case Study 7: Bay Street, Emeryville, CA.....	57

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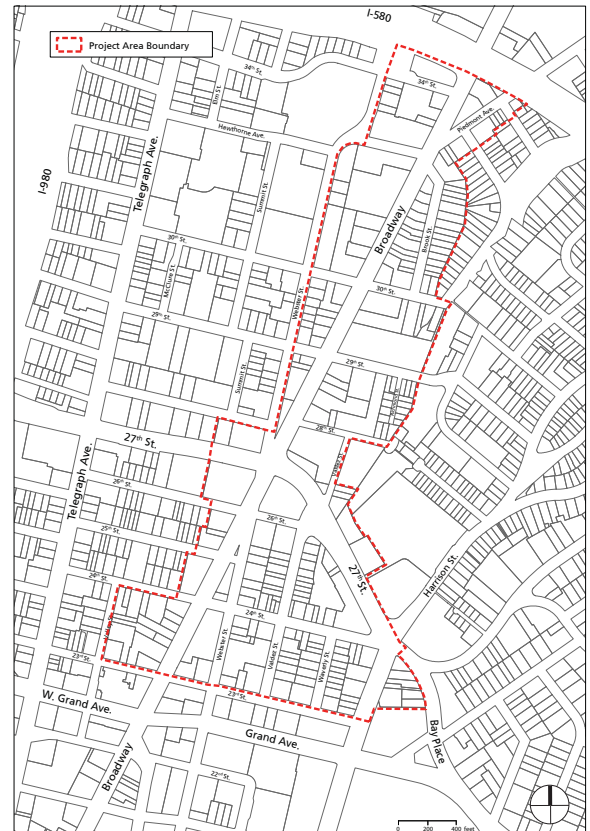
INTRODUCTION

This report was prepared as part of the consultant team’s research into retail developments that might serve as precedents for the Broadway/Valdez District. The objective was to identify projects that could inform the City and community about the direction other cities have taken in developing destination retail in their communities. While limited in scope, the projects reviewed in this report represent some of the most successful and distinctive retail redevelopment projects that have occurred on the West Coast in recent years.

The specific focus of the case studies is on destination retail that includes comparison shopping, particularly in an urban context that is comparable to the Broadway/Valdez District. The intent is to show successful examples of urban mixed-use development with major retail, in a transit-oriented setting, with the intent of helping people visualize what such development might look like, and to provide an understanding of what it took to get these projects built and successfully operating.

Each case study provides a succinct summary of key project attributes. In addition to photos and graphics that describe their physical form and character, information is provided (as available) for each precedent regarding factors such as size, density, development program, land use and market context, parking strategy, transit availability, and freeway access. In this way, it is hoped that the Oakland community will be able to better understand the complex dynamics of building destination retail in a mixed use format and a redevelopment context, and identify possible strategies that seem appropriate along the Broadway corridor.

As we hope will be clear upon review, today’s retail is a much more dynamic and exciting prospect than in the past. Informed by principles of Smart Growth and “sustainable urbanism,” today’s urban retail is not just about sales, but also about the creation of “place” and quality environments that support a vibrant social life. It is about creating more compact, higher density development that is designed to promote walking, biking, and transit, and providing a mix of complementary uses that supports around the clock activity and engenders community identity and civic pride.



Project area of Broadway/Valdez District Specific Plan.

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