



# Oakland Heritage Alliance: A Broadway-Valdez Vision

May 2011

## DESIGN PRINCIPLES

- Incremental, phased, bottom-up development working northward from Grand Avenue
- Adaptive reuse for commercial and residential buildings
- Neighborhood gathering space/transit hub at 27th
- Eclectic, comparison-based retail along Broadway
- Density and height concentrated on Broadway
- Strengthen, support existing retail and auto dealers
- Local employment, neighborhood-serving retail
- Encourage residential, strengthen neighborhoods
- Use form-based codes
- Preserve and restore natural setting of Glen Echo Creek

## PARKING, TRAFFIC, AND TRANSIT

- Multiple transit types:  
involve existing transit providers.
- Share use of parking resources both within the area  
and just outside it.
- Disperse parking structures to minimize traffic
- Urban commercial parking ratio ( 2 to 2.5/1000)
- Work with Caltrans to improve and make the currently  
underused Webster St. 580 offramp more visible and  
more attractive.

Reuse historic commercial buildings.



Maintain and use extant resources in Valdez and Richmond Blvd. areas

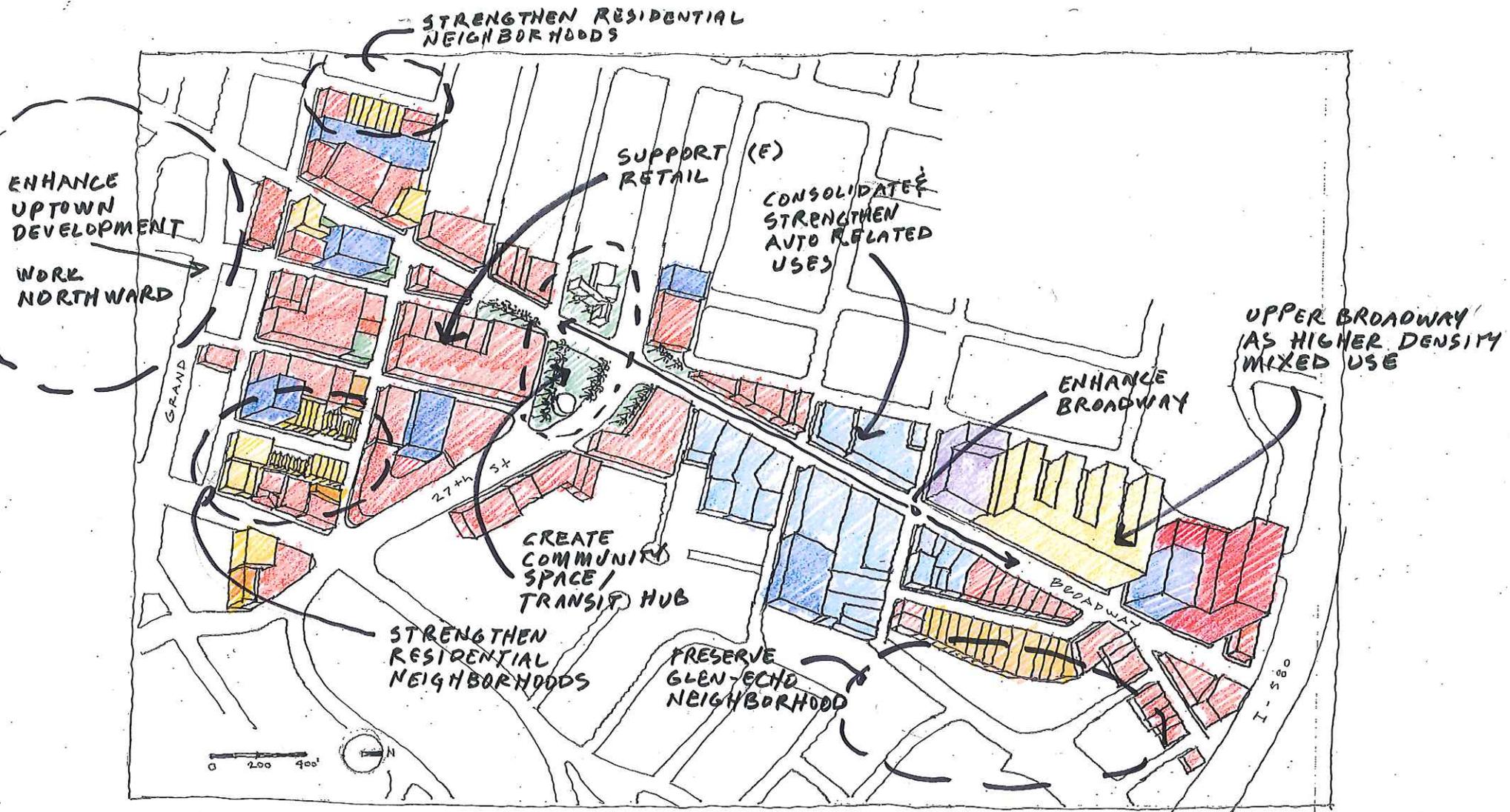


Maintain natural surroundings at Glen Echo Creek and park. Avoid adding new hardscape.



## TO INFORM THE PROCESS

- Involve all agencies and large employers (such as Caltrans, hospitals, auto dealers).
- Update maps: resources are somewhat outdated.
- Include maps of existing transit routes in all discussions.
- Include complete data on existing parking resources in nearby adjoining areas, and their usage by day of week and time of day. (Example: Kaiser Center)
- Include data on existing residential units and existing usable or re-usable retail square footage



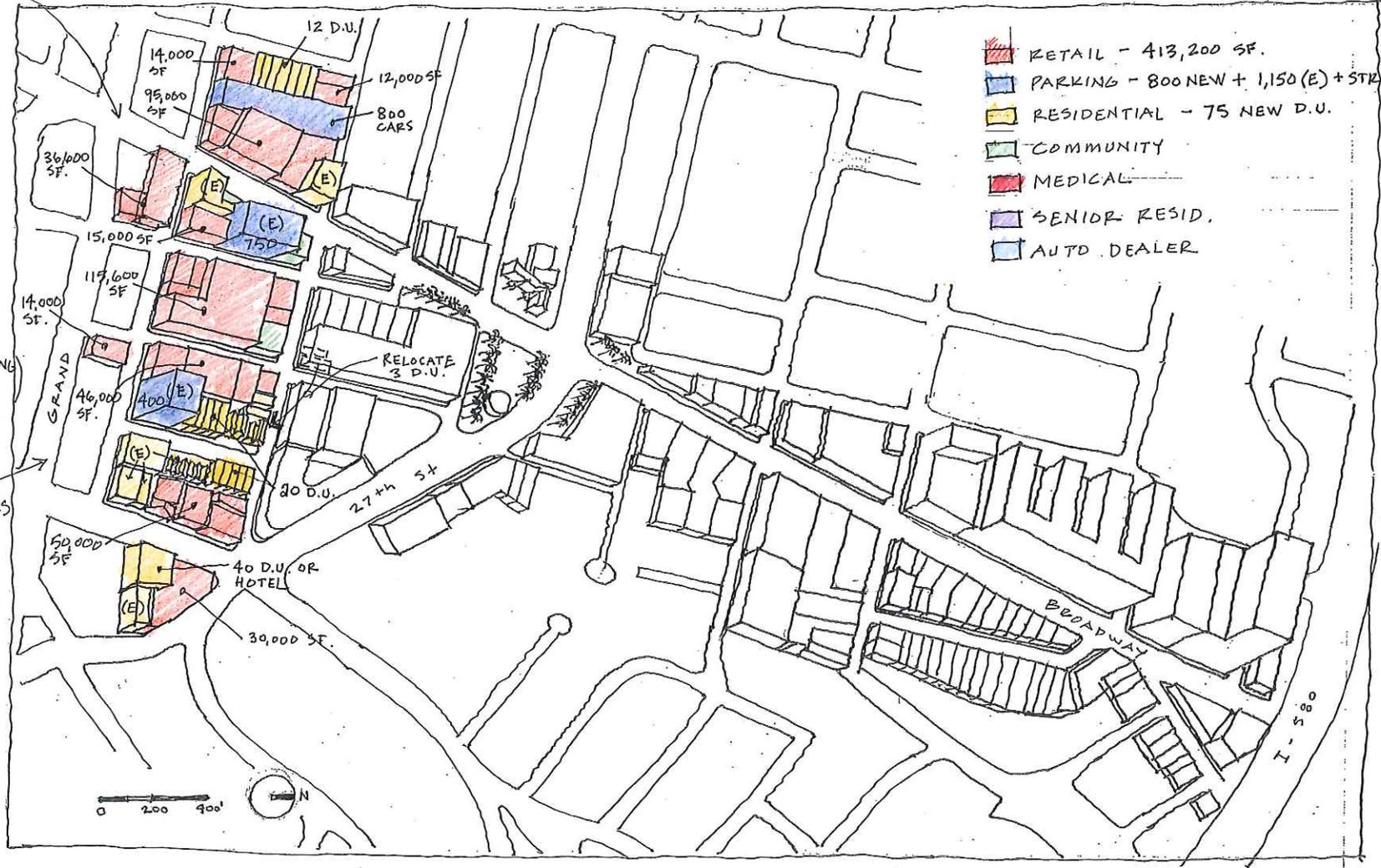
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 · GOALS & CONCEPTS ·

UPTOWN  
PKG (E) 300 CARS

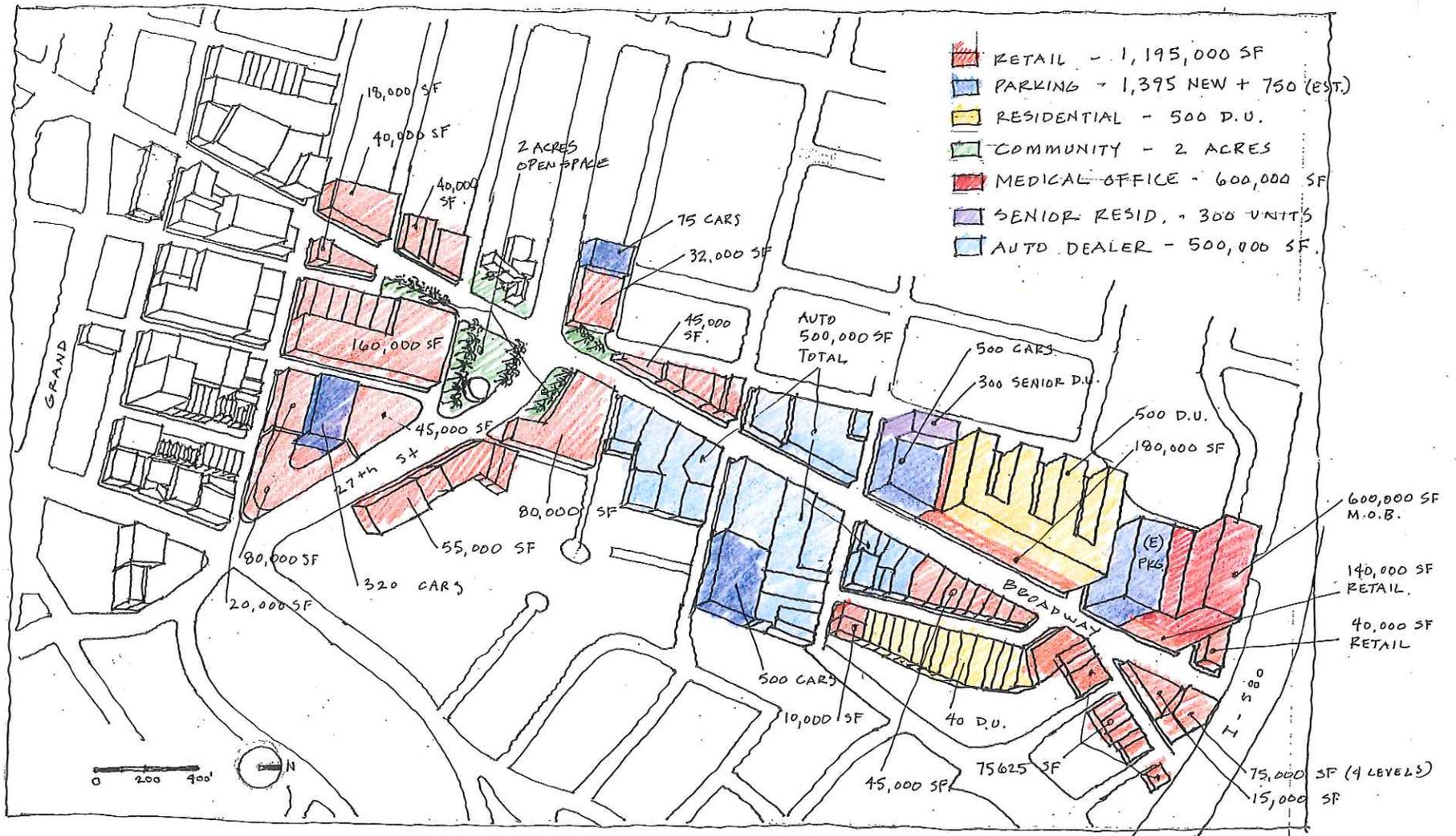
(11,500 PARKING SPACES IN UPTOWN)

KAIKER CENTER (E) 850 CARS

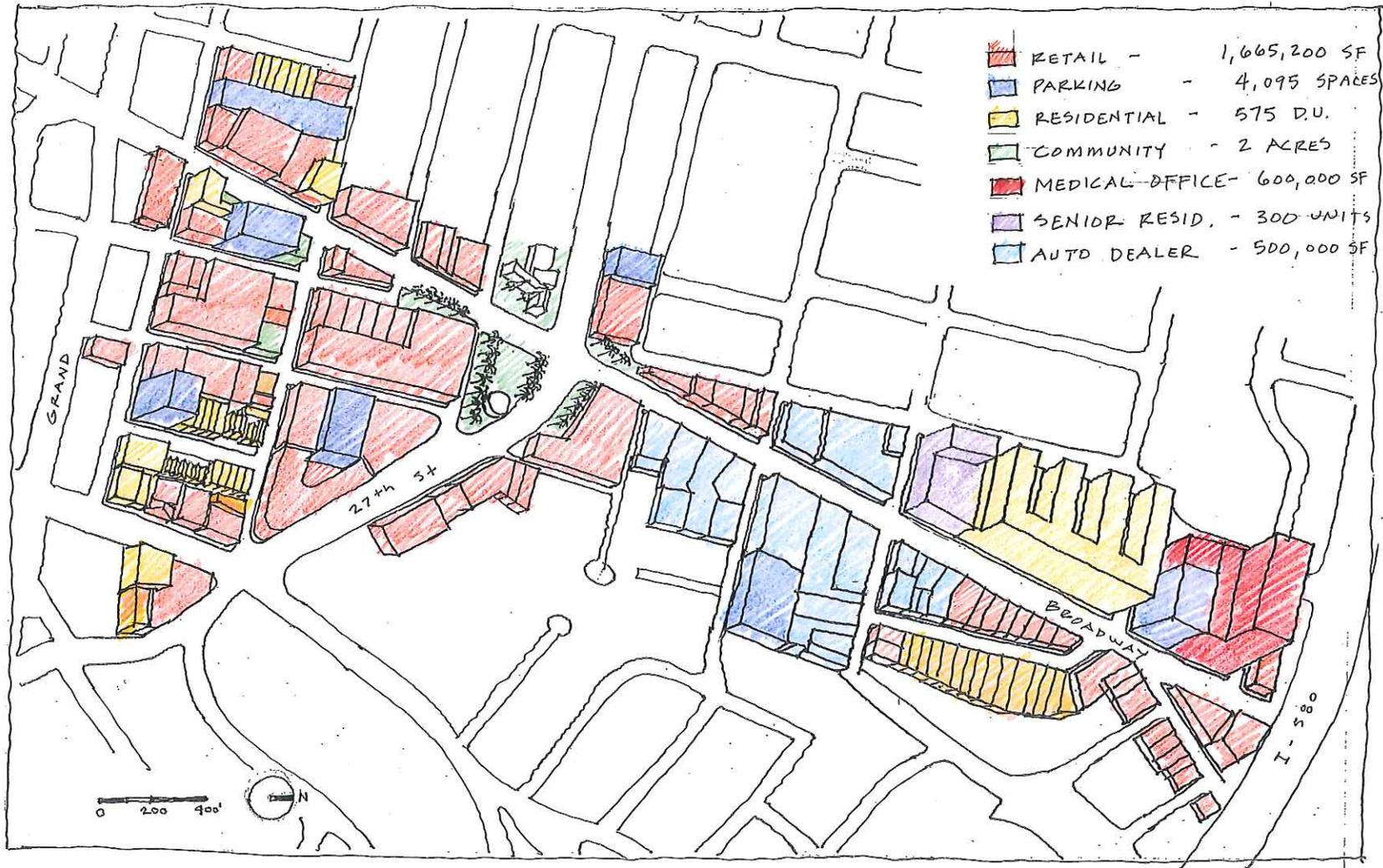
- RETAIL - 413,200 SF.
- PARKING - 800 NEW + 1,150 (E) + STREET.
- RESIDENTIAL - 75 NEW D.U.
- COMMUNITY
- MEDICAL
- SENIOR RESID.
- AUTO DEALER



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 PHASE 1 DEVELOPMENT.



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 PHASE 2 - DEVELOPMENT -



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 • LAND USES PROPOSED •

Phase 1

	Retail SF	Parking #	Residential
Retail 1	95,000	Pkg 1 800	75 Dwelling Units New Plus Existing
Retail 2	12,000	Pkg 2 (E) 750	
Retail 3	14,000	Pkg 3 (E) 400	
Retail 4	36,600		
Retail 5	15,000		
Retail 6	115,000		
Retail 7	42,000		
Retail 8	14,000		
Retail 9	46,600		
Retail 10	50,000		
Retail 11	30,000		
470,200 Square Feet		1950 Parking Spaces	75 D.U.'s
Retail to Parking ratio at 1 car / 250 SF: 470,000/250= 1880 cars			

Phase 2

	Retail SF	Parking #	Auto Oriented Retail	Residential
Retail 12	18,000		Total 500,000 SF	500 Dwelling Units New 300 Senior Units Plus Existing
Retail 13	40,000			
Retail 14	40,000	Pkg 4 320		
Retail 15	160,000	Pkg 5 75		
Retail 16	20,000	Pkg 6 500		
Retail 17	80,000	Pkg 7 500		
Retail 18	45,000	Pkg 3 (E) 750 estimated		
Retail 19	55,000	1395		
Retail 20	80,000			
Retail 21	32,000			
Retail 22	45,000			
Retail 23	10,000			
Retail 24	180,000			
Retail 25	45,000			
Retail 26	140,000			
Retail 27	40,000			
Retail 28	75,000			
Retail 29	15,000			
Retail 30	75,000			
1,195,000 Square Feet		3540 Parking Spaces	Total 500,000 SF	800 D.U.'s
Retail to Parking ratio at 1 car / 250 SF: 1,195,000/250= 1880 cars				

## CONTRIBUTORS

- Oakland Heritage Alliance
- Peter Birkholz, architect, Valley St. resident
- Naomi Schiff, boardmember, Oakland Ave. resident
- Valerie Winemiller, member, Piedmont Ave. resident
- Michael Stangl, Waverly St. resident
- Reviewers:
  - Harrioak neighborhood
  - Richmond Boulevard neighborhood