Agenda

1. Our Destination Retail Leakage Problem
2. What Other Cities have done about it.
3. How to Coordinate Upper Broadway plan as part of Comprehensive Downtown Strategy
4. How to Coordinate Upper Broadway plan with other Uses and Historical Resources
5. Requirements for Success
GOAL:

Remake downtown Oakland including Upper Broadway Area into a destination shopping district that provides residents, office workers and visitors an authentic iconic center that in a significant way defines it as a community.
1. Our Destination Retail Problem
Part of a Comprehensive Strategy to Bring all Kinds of Retail back to Oakland

UPPER BROADWAY DESTINATION RETAIL STRATEGY

OAKLAND NEIGHBORHOOD NODES
Part of a Comprehensive Strategy to Bring all Kinds of Retail back to Oakland

UPPER BROADWAY DESTINATION RETAIL STRATEGY

OAKLAND NEIGHBORHOOD NODES MATRIX
By and Large Neighborhood Serving Retail is Improving around City

UPPER BROADWAY DESTINATION RETAIL STRATEGY
Which brings us to the Premise of much of Oakland’s Original Development
The Extensive Streetcar Systems Created “Destination” Retail
The Extensive Streetcar Systems Created “Destination” Retail

UPPER BROADWAY DESTINATION RETAIL STRATEGY
The Extensive Streetcar Systems Created “Destination” Retail
Creating Third largest Retail Center in California (After S.F. and L.A.)

UPPER BROADWAY DESTINATION RETAIL STRATEGY
Didn’t Last.

UPPER BROADWAY DESTINATION RETAIL STRATEGY
Didn’t Last.

UPPER BROADWAY DESTINATION RETAIL STRATEGY
Leaving an Empty Shell ...
Including 3 types of Destination Retail

UPPER BROADWAY DESTINATION RETAIL STRATEGY

THE LOOP AUTO-ORIENTED DESTINATION
(BIG BOX)
Back to Citywide Retail Leakage

UPPER BROADWAY DESTINATION RETAIL STRATEGY

KEY

OAKLAND NEIGHBORHOOD NODES
Another is Entertainment Oriented/Restaurant (Even Young Fashion)
But Biggest Leakage is “Department Store-Like Merchandise”
2. What Other Cities have Done about it.
Oakland No Different than Pre-War Retail Destinations in CA (Except S.F.)
Reclaimed Entertainment/Restaurant Oriented Retail in Urban California

UPPER BROADWAY DESTINATION RETAIL STRATEGY

[Map with marked locations]
Incl. Hollywood Boulevard with Entertainment/Restaurants/Young Fashion
On similar progression as here in Oakland
Using Entertainment as an Anchor

UPPER BROADWAY DESTINATION RETAIL STRATEGY
Entertainment Venues: Paramount, Ice Center, Fox
Phase 1a: Create the “Bridge” by connecting South + North Restaurant/Entertainment Anchors

SOUTH - Fox Theater
Phase 1a: Create the “Bridge” by connecting South + North Restaurant/Entertainment Anchors

NORTH - Broadway/Grand
That Anchor Independent Stores

Current Leasing

About 1,500 Feet Ideal Anchor-to-Anchor Max Walking Distance in Shopping Center
Current Ownership

About 1,500 Feet Ideal Anchor-to-Anchor Max Walking Distance in Shopping Center
Susceptibility for Releasing and Redevelopment Opportunity

About 1,500 Feet Ideal Anchor-to-Anchor Max Walking Distance in Shopping Center
Difficult to Release in Current Conditions

About 1,500 Feet Ideal Anchor-to-Anchor Max Walking Distance in Shopping Center
MORE ENTERTAINMENT, RESTAURANTS AND EVEN YOUNG FASHION APPAREL

UPPER BROADWAY DESTINATION RETAIL STRATEGY
MORE ENTERTAINMENT, RESTAURANTS AND EVEN YOUNG FASHION APPAREL

UPPER BROADWAY DESTINATION RETAIL STRATEGY
Phase 2a: Deliver Destination Comparison Retail Specialty Stores and Anchors (First Projects)

Upper Broadway Destination Retail Strategy

Leverage Entertainment to attract Young Fashion

About 1,500 Feet Ideal Anchor-to-Anchor Max Walking Distance in Shopping Center
L.A. First Generation Enclosed Malls

UPPER BROADWAY DESTINATION RETAIL STRATEGY

MAP OF L.A. FIRST GENERATION ENCLOSED MALLS

- Hollywood Boulevard
- Los Angeles
- Upper Broadway
- L.A. First Generation Enclosed Malls

MAP OF L.A. FIRST GENERATION ENCLOSED MALLS

- Hollywood Boulevard
- Los Angeles
- Upper Broadway
- L.A. First Generation Enclosed Malls
Like M/B Center and Kaiser Center in Upper Broadway

UPPER BROADWAY DESTINATION RETAIL STRATEGY
L.A. 2nd Generation Destination Retail Centers: Outdoor Lifestyle Centers
New reclaimed urban retail opportunities are entertainment and restaurant-led communal places to shop in existing strong markets where there has been substantial un-met demand.

Example of Los Angeles (comparable to East Bay)
Re-establishing Retail in Pre-WW2 urbanized areas.

i. The Grove - Miracle Mile/Hollywood
Reclaimed Entertainment/Restaurant Oriented Retail in Urban California

UPPER BROADWAY DESTINATION RETAIL STRATEGY

New reclaimed urban retail opportunities are entertainment and restaurant-led communal places to shop in existing strong markets where there has been substantial un-met demand.

Example of Los Angeles (comparable to East Bay)
Re-establishing Retail in Pre-WW2 urbanized areas.

i. The Grove - Miracle Mile/Hollywood
Reclaimed Entertainment/Restaurant Oriented Retail in Urban California

**UPPER BROADWAY DESTINATION RETAIL STRATEGY**

New reclaimed urban retail opportunities are entertainment and restaurant-led communal places to shop in existing strong markets where there has been substantial un-met demand.

Example of Los Angeles (comparable to East Bay)
Re-establishing Retail in Pre-WW2 urbanized areas.

i. The Grove - Miracle Mile/Hollywood

ii. Americana at Brand -- Glendale
New reclaimed urban retail opportunities are entertainment and restaurant-led communal places to shop in existing strong markets where there has been substantial un-met demand.

Example of Los Angeles (comparable to East Bay)
Re-establishing Retail in Pre-WW2 urbanized areas.

i. The Grove - Miracle Mile/Hollywood

ii. Americana at Brand -- Glendale
New reclaimed urban retail opportunities are entertainment and restaurant-led communal places to shop in existing strong markets where there has been substantial un-met demand.

Example of Los Angeles (comparable to East Bay)
Re-establishing Retail in Pre-WW2 urbanized areas.

i. The Grove - Miracle Mile/Hollywood

ii. Americana at Brand -- Glendale

iii. Old Pasadena/Paseo Pasadena -- Pasadena
Reclaimed Entertainment/Restaurant Oriented Retail in Urban California

**UPPER BROADWAY DESTINATION RETAIL STRATEGY**

New reclaimed urban retail opportunities are entertainment and restaurant-led communal places to shop in existing strong markets where there has been substantial un-met demand.

Example of Los Angeles (comparable to East Bay)
Re-establishing Retail in Pre-WW2 urbanized areas.

i. The Grove - Miracle Mile/Hollywood

ii. Americana at Brand -- Glendale

iii. Old Pasadena/Paseo Pasadena -- Pasadena

**NON-AGGREGATED SITE**
Reclaimed Entertainment/Restaurant Oriented Retail in Urban California

**UPPER BROADWAY DESTINATION RETAIL STRATEGY**

New reclaimed urban retail opportunities are entertainment and restaurant-led communal places to shop in existing strong markets where there has been substantial un-met demand.

Example of Los Angeles (comparable to East Bay)
Re-establishing Retail in Pre-WW2 urbanized areas.

i. The Grove - Miracle Mile/Hollywood

ii. Americana at Brand -- Glendale

iii. Old Pasadena/Paseo Pasadena -- Pasadena

iii. 3rd Street Promenade -- Santa Monica
New reclaimed urban retail opportunities are entertainment and restaurant-led communal places to shop in existing strong markets where there has been substantial un-met demand.

Example of Los Angeles (comparable to East Bay)
Re-establishing Retail in Pre-WW2 urbanized areas.

i.  The Grove - Miracle Mile/Hollywood

ii. Americana at Brand -- Glendale

iii. Old Pasadena/Paseo Pasadena -- Pasadena

iii. 3rd Street Promenade -- Santa Monica
Target Trade Area

Former Auto Row

The Grand
20 Story
Luxury High rise
Housing

Broadway Grand
Mixed Use
Residential/
Pican-Ozumo

Alta Bates
Summit 1.5 Billion
Dollar Health Care
Rebuild

Kaiser Permanente
1.5 Billion Dollar
Health Care
Rebuild

Whole Foods
Market

New Oakland
Cathedral

Packard Lofts/
Minosa

The Grand
20 Story
Luxury High rise
Housing

Broadway Grand
Mixed Use
Residential/
Pican-Ozumo

Alta Bates
Summit 1.5 Billion
Dollar Health Care
Rebuild
3. How to Coordinate Upper Broadway Plan as Part of a Comprehensive Downtown
Phase 2a: Deliver Destination Comparison Retail Specialty Stores and Anchors (First Projects)

UPPER BROADWAY DESTINATION RETAIL STRATEGY

Leverage Entertainment to attract Young Fashion

About 1,500 Feet Ideal Anchor-to-Anchor Max Walking Distance in Shopping Center
Phase 3: A Growing Vibrant Downtown With Critical Mass Destination Retail

UPPER BROADWAY DESTINATION RETAIL STRATEGY

Uptown to Validate Market to Attract Dept. Store Merchandise in Upper Broadway

About 1,500 Feet Ideal Anchor-to-Anchor Max Walking Distance in Shopping Center
Phase 3: A Growing Vibrant Downtown With Critical Mass Destination Retail

Infill with Independent Stores

About 1,500 Feet Ideal Anchor-to-Anchor Max Walking Distance in Shopping Center
Resulting in a Retail Footprint downtown Similar in Size to Portland and Seattle

**Connect to Korea Town**

- Young Fashion/Entertainment
- Independent Specialty Restaurants
- Support Retail/Luxury Auto
- Alta Bates Summit Expansion
- Streetcar

About 1,500 Feet Ideal Anchor-to-Anchor Max Walking Distance in Shopping Center

**Primary Shopping Route**
Recognize Broadway is Oakland’s Spine
Opportunity to Build Upon Success of Broadway Shuttle
Opportunity to tie in Medical Centers to BART and to Jack London Square
OPTION 4 – IMPLEMENT LIGHT RAIL ON BROADWAY:

1. Remove existing parking lanes.
2. Provide widened sidewalks (min. 20 feet) along 27th St, Valdez St and Broadway.
3. Retain bike lanes and two lanes of vehicular traffic in each direction.
4. Provide widened median along Broadway to allow streetcar stops and center pavilions.
5. Provide additional crosswalks along Broadway and 27th St to facilitate pedestrian flow and use.

Scheme proposed by Werner Hegemann for main traffic streets in Oakland in 1915.
ADDITIONAL DESIGN GUIDELINES

UPPER BROADWAY DESTINATION RETAIL STRATEGY

Kurfuerstendamm, Berlin

3rd Street, Santa Monica

Las Ramblas, Barcelona

An example of widened sidewalks on both sides of the vehicular thoroughfare with a widened usable median.

An example of a wide usable median. (Only applicable as a possible streetscape for 27th St)

An example of a wide, usable and walkable center median. (Only applicable as a possible streetscape for 27th St)
Examples of mixed-use development from Brussels, Old Oakland, Milan, Munich, San Jose and Los Angeles with a strong pedestrian-oriented urban vision.
4. How to Coordinate Upper Broadway Plan with other Land Uses and Historical
20 MINUTE TRAVEL FROM SITE

THE COMPETITION

CITY OF OAKLAND  CITYWIDE RETAIL STRATEGY PLAN        JRDV ARCHITECTS /CONLEY CONSULTING GROUP
EXISTING HISTORICAL RESOURCES

Examples of existing historically significant buildings on the east side of Upper Broadway.
Examples of existing historically significant buildings on the west side of Upper Broadway.
5. Requirements for Success
Requirements for Success

1. Oakland can no longer have its meals together in someone else’s house.
Requirements for Success

1. Oakland can no longer have its meals together in someone else’s house.

2. Minimum Phase 1 Footprint of approximately 500,000 SF within 1000 FT needed for Critical Mass.
Requirements for Success

UPPER BROADWAY DESTINATION RETAIL STRATEGY

1. Oakland can no longer have its meals together in someone else’s house.

2. Minimum Phase 1 Footprint of approximately 500,000 SF within 1000 FT needed for Critical Mass

3. This is not a Retail OR Housing / Retail OR Historical Resources Issue. IT IS A RETAIL AND... Situation.
Requirements for Success

1. Oakland can no longer have its meals together in someone else’s house.

2. Minimum Phase 1 Footprint of approximately 500,000 SF within 1000 FT needed for Critical Mass

3. This is not a Retail OR Housing / Retail OR Historical Resources Issue. IT IS A RETAIL AND... Situation.

4. Ownerships will need to partner to form the minimum footprint as City cannot do all aggregation.
Requirements for Success

1. Oakland can no longer have its meals together in someone else’s house.

2. Minimum Phase 1 Footprint of approximately 500,000 SF within 1000 FT needed for Critical Mass

3. This is not a Retail OR Housing / Retail OR Historical Resources Issue. IT IS A RETAIL AND... Situation.

4. Ownerships will need to partner to form the minimum footprint as City cannot do all aggregation.

5. As Non-aggregated site plan, project will feel more like authentic city and include more independent stores.
Requirements for Success

1. Oakland can no longer have its meals together in someone else’s house.

2. Minimum Phase 1 Footprint of approximately 500,000 SF within 1000 FT needed for Critical Mass

3. This is not a Retail OR Housing / Retail OR Historical Resources Issue. IT IS A RETAIL AND... Situation.

4. Ownerships will need to partner to form the minimum footprint as City cannot do all aggregation.

5. As Non-aggregated site plan, project will feel more like authentic city and include more independent stores.

6. Historical resources can be very substantially integrated in creative ways into project and further differentiate it from suburban competition.
Requirements for Success

1. Oakland can no longer have its meals together in someone else’s house.

2. Minimum Phase 1 Footprint of approximately 500,000 SF within 1000 FT needed for Critical Mass

3. This is not a Retail OR Housing / Retail OR Historical Resources Issue. IT IS A RETAIL AND... Situation.

4. Ownerships will need to partner to form the minimum footprint as City cannot do all aggregation.

5. As Non-aggregated site plan, project will feel more like authentic city and include more independent stores.

6. Historical resources can be very substantially integrated in creative ways into project and further differentiate it from suburban competition.

7. Housing needs to be included, but not in a way that inhibits first 500,000SF.
Requirements for Success

1. Oakland can no longer have its meals together in someone else’s house.

2. Minimum Phase 1 Footprint of approximately 500,000 SF within 1000 FT needed for Critical Mass

3. This is not a Retail OR Housing / Retail OR Historical Resources Issue. IT IS A RETAIL AND... Situation.

4. Ownerships will need to partner to form the minimum footprint as City cannot do all aggregation.

5. As Non-aggregated site plan, project will feel more like authentic city and include more independent stores.

6. Historical resources can be very substantially integrated in creative ways into project and further differentiate it from suburban competition.

7. Housing needs to be included, but not in a way that inhibits first 500,000 SF.

8. Project needs to be part of comprehensive retail strategy in Oakland/East Bay.
Requirements for Success

1. Oakland can no longer have its meals together in someone else’s house.

2. Minimum Phase 1 Footprint of approximately 500,000 SF within 1000 FT needed for Critical Mass

3. This is not a Retail OR Housing / Retail OR Historical Resources Issue. IT IS A RETAIL AND... Situation.

4. Ownerships will need to partner to form the minimum footprint as City cannot do all aggregation.

5. As Non-aggregated site plan, project will feel more like authentic city and include more independent stores.

6. Historical resources can be very substantially integrated in creative ways into project and further differentiate it from suburban competition.

7. Housing needs to be included, but not in a way that inhibits first 500,000SF.

8. Project needs to be part of comprehensive retail strategy in Oakland/East Bay.

9. Project needs to be part of a comprehensive retail strategy for downtown including Uptown.
Requirements for Success

1. Oakland can no longer have its meals together in someone else’s house.

2. Minimum Phase 1 Footprint of approximately 500,000 SF within 1000 FT needed for Critical Mass

3. This is not a Retail OR Housing / Retail OR Historical Resources Issue. IT IS A RETAIL AND... Situation.

4. Ownerships will need to partner to form the minimum footprint as City cannot do all aggregation.

5. As Non-aggregated site plan, project will feel more like authentic city and include more independent stores.

6. Historical resources can be very substantially integrated in creative ways into project and further differentiate it from suburban competition.

7. Housing needs to be included, but not in a way that inhibits first 500,000SF.

8. Project needs to be part of comprehensive retail strategy in Oakland/East Bay.

9. Project needs to be part of a comprehensive retail strategy for downtown including Uptown.

10. Project needs to re-affirm Broadway as “the spine” and “facade” knitting together downtown Neighborhoods