

# CITY OF OAKLAND

## MEMORANDUM

DATE: January 26, 2011

TO: Design Review Committee

FROM: Planning and Zoning Division, Community and Economic Development Agency

RE: **Safeway Redevelopment Project (Broadway @ Pleasant Valley Avenue)**

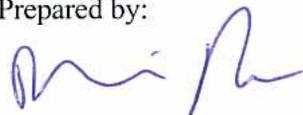
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A meeting of the Design Review Committee was previously scheduled for December 8, 2010, concerning the Safeway Redevelopment Project located at Broadway and Pleasant Valley Avenue. The December 8<sup>th</sup> meeting was canceled at the request of the applicant who requested more time to review and consider the comments submitted on the project by a group of neighborhood organizations.

The staff report for the December 8<sup>th</sup> meeting is attached (see Attachment 1). There is no new information to add to the December report.

The report submitted by the group of neighborhood organizations is also attached (see Attachment 2) along with other public comments received on the project as of the date of preparation of this memorandum (see Attachment 3).

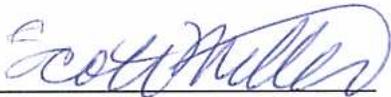
Prepared by:



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Darin Ranelletti  
Planner III

Reviewed by:



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SCOTT MILLER  
Zoning Manager  
Planning and Zoning Division

Approved by:



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ERIC ANGSTADT

Deputy Director

Community and Economic Development Agency

**ATTACHMENTS:**

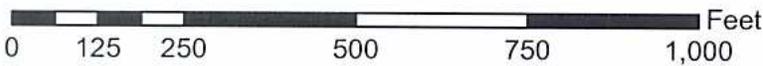
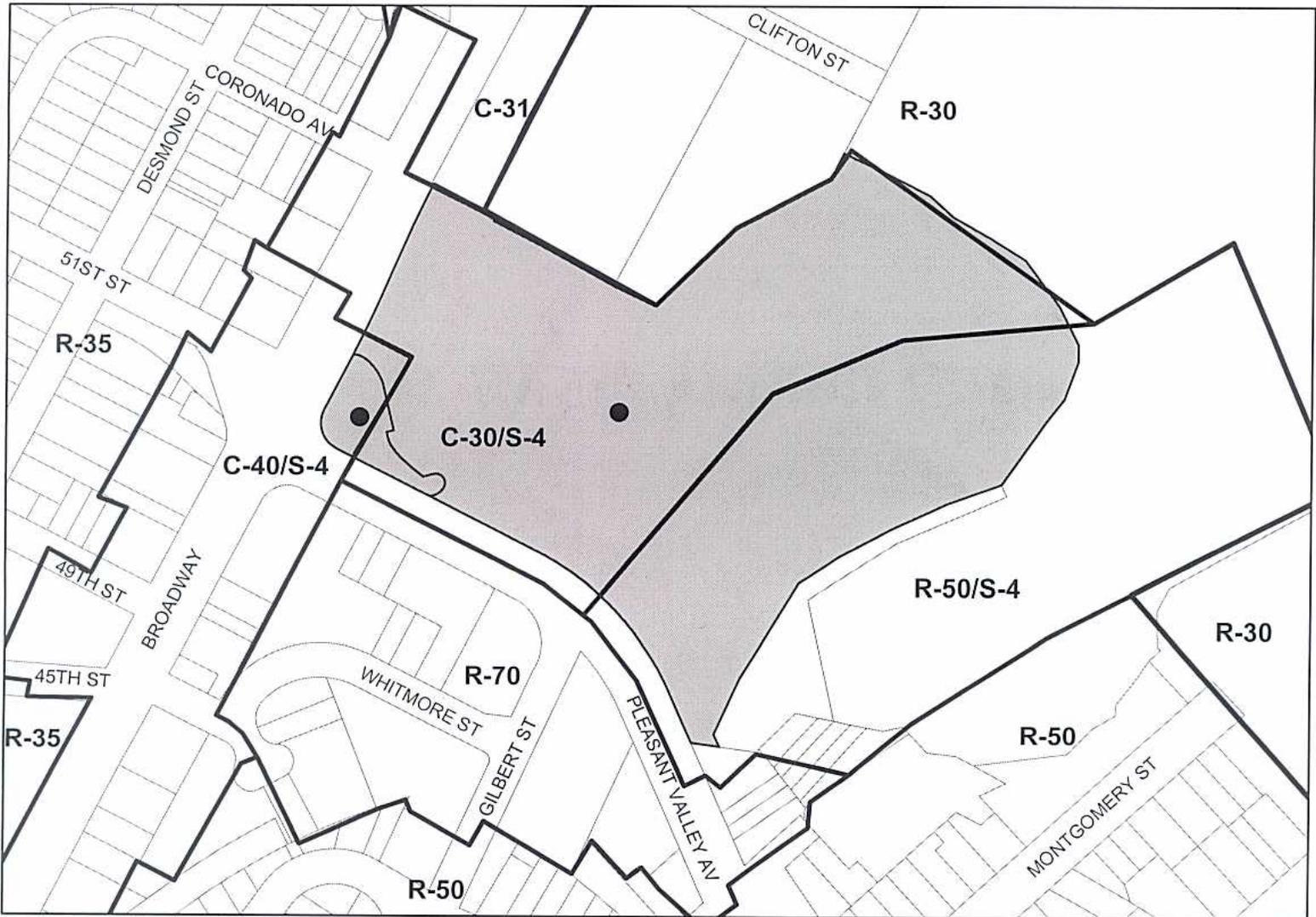
1. Staff Report for Design Review Committee (December 8, 2010), with attachments:
  - A. Previous Project Drawings (site plan; dated June 3, 2009; received June 10, 2009)
  - B. Revised Project Drawings (dated October 4, 2010; received October 20, 2010)
  - C. Concept Drawings (from Oakland Retail Enhancement Strategy: Illustrative Design Plan, June 2008)
2. Report from Neighborhood Organizations (December 8, 2010)
3. Public Comments (July 2, 2009 – January 18, 2011)

## ATTACHMENT 1

Staff Report for Design Review Committee  
(December 8, 2010)

<b>Project Title:</b>	<b>Safeway Redevelopment Project (Broadway @ Pleasant Valley Avenue)</b>
<b>Location:</b>	<b>5050-5100 Broadway (see map on reverse)</b>
<b>Assessor's Parcel Numbers:</b>	014-1242-002-03 & 014-1242-005-07
<b>Proposal:</b>	Demolition of the existing shopping center and the construction of a new approximately 65,000 sq. ft. Safeway store and other commercial space. The overall project would contain approximately 296,000 sq. ft. and 961 parking spaces. Also proposed are modifications to adjacent streets including additional vehicle travel lanes and/or turn lanes.
<b>Applicant:</b>	L. Owen Chrisman, Benner Stange Associates Architects, Inc.
<b>Contact Person/Phone Number:</b>	L. Owen Chrisman / (530) 670-0234
<b>Owner:</b>	Alvin B. Chan, Inc. / Safeway, Inc. (ground lessee)
<b>Planning Permits Required:</b>	Design Review; Conditional Use Permits; Variance; Creek Protection Permit
<b>General Plan:</b>	Community Commercial
<b>Zoning:</b>	C-30 District Thoroughfare Commercial Zone (portion of site); C-40 Community Thoroughfare Commercial Zone (portion of site); R-50 Medium Density Residential Zone (portion of site); S-4 Design Review Combining Zone (entire site)
<b>Environmental Determination:</b>	An Environmental Impact Report (EIR) is being prepared. A Notice of Preparation (NOP) for the Draft EIR was published on June 26, 2009. The Planning Commission conducted a scoping session for the EIR on July 15, 2009. The public comment period for the NOP ended on July 27, 2009.
<b>Historic Status:</b>	Not a Potential Designated Historic Property (PDHP); Survey rating: X
<b>Service Delivery District:</b>	2
<b>City Council District:</b>	1
<b>Date Filed:</b>	June 10, 2009
<b>Status:</b>	Pending. The Planning Commission previously conducted a scoping session for the EIR on July 15, 2009.
<b>Action to be Taken:</b>	Conduct a public hearing concerning the design of the proposal.
<b>Staff Recommendation:</b>	Take public testimony concerning the design of the proposal and provide direction to staff and the applicant.
<b>Finality of Decision:</b>	No decision will be made on the project at this time.
<b>For Further Information:</b>	Contact the case planner, <b>Darin Ranelletti</b> , at (510) 238-3663 or by e-mail at <a href="mailto:dranelletti@oaklandnet.com">dranelletti@oaklandnet.com</a> .

# CITY OF OAKLAND PLANNING COMMISSION



Case File: CMD09-135  
Applicant: L. Owen Chrisman, Benner Stange Associates  
Address: 5050-5100 Broadway  
Zone: C-40/S-4, C-30/S-4, R-50/S-4

## **SUMMARY**

The applicant proposes to redevelop the existing Rockridge Shopping Center located at Broadway and Pleasant Valley Avenue,<sup>1</sup> currently anchored by Safeway and CVS (formerly Long's Drugs), with a new shopping center containing a new Safeway and other commercial space totaling approximately 296,000 square feet of floor area.

The purpose of today's hearing is to hear comments from the public and the Design Review Committee concerning the physical design of the proposal. No decision will be made on the project at today's meeting. The decision on the project will occur at a future hearing of the full Planning Commission.

## **BACKGROUND**

The Planning Commission conducted a scoping session for the project EIR on July 15, 2009. At the meeting members of the Planning Commission and the public expressed concerns about the design of the project. Since that meeting the applicant has revised the design as described below.

## **PROPERTY DESCRIPTION**

The project site is approximately 15.4 acres in size. The irregular-shaped site is bounded by Broadway to the northwest, Pleasant Valley Avenue to the southwest, a reservoir and recently remodeled commercial building (occupied by AAA) to the southeast, and the California College of the Arts (formerly the California College of Arts and Crafts), multi-family residential apartment buildings, and the Claremont Country Club to the northeast.

The site is currently occupied by the Rockridge Shopping Center, a single-story shopping center that contains approximately 185,000 square feet of floor area. The shopping center is anchored by Safeway and CVS (formerly Long's Drugs) and includes a surface parking lot containing a total of 667 off-street parking spaces.

## **PROJECT DESCRIPTION**

### ***Previous Proposal***

The previous proposal discussed at the July 2009 EIR scoping session involved demolition of all of the existing buildings except the Chase bank building at the corner of Broadway and Pleasant Valley Avenue and the shops located in the northwest portion of the site near Broadway (Boston Market, Bank of America, and Pet Food Express). A new Safeway store and other retail and office space were proposed resulting in a total of approximately 304,000 square feet of commercial space. A total of approximately 1,006 off-street parking spaces were proposed which were located in a surface parking lot, in a rooftop parking lot over the new Safeway, and in an underground parking garage. The site plan for the previous proposal is attached to this report (see Attachment A).

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<sup>1</sup> The Rockridge Shopping Center is distinct from the existing Safeway store located at College Avenue and Claremont Avenue in the Rockridge commercial district which is typically referred to as the "College Avenue Safeway."

*Revised Proposal*

The current proposal involves demolition of all of the existing buildings, including the Chase bank building and the shops near Broadway, and the construction of a new Safeway store and other retail and office space for a total of approximately 296,000 square feet of commercial space. The project includes approximately 961 off-street parking spaces to be located in a surface parking lot, on the rooftop of the new Safeway, and in an above-ground parking garage (no underground parking is proposed). The drawings for the revised project are attached to this report (see Attachment B).

The following table compares the existing site to the previous project and the revised project.

	<b>Existing</b>	<b>Previous Project</b>	<b>Revised Project</b>
Safeway	48,000 sq. ft.	65,000 sq. ft.	65,000 sq. ft.
Total floor area	185,000 sq. ft.	304,000 sq. ft.	296,000 sq. ft.
Parking spaces	667 (1 per 277 sq. ft.)	1,001 (1 per 303 sq. ft.)	961 (1 per 308 sq. ft.)

The applicant also proposes the following modifications to the adjacent streets:

- An additional eastbound left-turn lane on Pleasant Valley Avenue at Gilbert Street (at an entrance to the site)
- An additional left-turn lane from westbound Pleasant Valley Avenue onto southbound Broadway, requiring the dedication of a portion of the project site
- An additional left-turn lane from southbound Broadway onto eastbound Pleasant Valley Avenue
- A new traffic signal at the intersection of Broadway and Coronado Avenue (at an entrance to the site)
- New bike lanes on both sides of Broadway along the frontage of the site

The project is proposed to be constructed in phases over a total of approximately two years. First, the existing CVS store and adjacent shops would be demolished and the new Safeway store and adjacent shops would be constructed. Then the buildings along Broadway and Pleasant Valley Avenue would be demolished and rebuilt. A detailed phasing plan is included in the project drawings (see Attachment B, sheets DR-14a through DR-14c).

**GENERAL PLAN INFORMATION**

The General Plan land use classification for the site is Community Commercial. According to the General Plan, the intent and desired character of the Community Commercial is the following:

The Community Commercial classification is intended to identify, create, maintain, and enhance areas suitable for a wide variety of commercial and institutional operations along the City’s major corridors and in shopping districts or centers. Community Commercial areas may include neighborhood center uses and larger scale retail and commercial uses, such as auto related businesses, business and personal services, health services and medical uses, education facilities, and entertainment uses. Community Commercial areas can be complemented by the addition of urban residential development and compatible mixed use development.<sup>2</sup>

<sup>2</sup> Oakland General Plan, Land Use and Transportation Element, p. 150

Broadway is a designated Key Corridor in the General Plan and the Broadway and Pleasant Valley Avenue / 51<sup>st</sup> Street area is a designated Neighborhood Activity Center. Key Corridors are envisioned as mixed-use environments with concentrations of commercial and civic uses. Neighborhood Activity Centers are considered the focal point of a community with diverse business, civic, and social activities supported and strengthened by surrounding housing.

The Upper Broadway / College Avenue area, which includes the project site, is a target area for community and economic development in the General Plan. In this area, the key objectives are to “reduce loitering, improve traffic safety, code compliance, street maintenance, and development of vacant and underutilized properties.”<sup>3</sup>

The following General Plan policies apply to the project:

#### *Land Use and Transportation Element*

- Policy I/C3.3: Clustering Activity in “Nodes.” Retail uses should be focused in “nodes” of activity, characterized by geographic clusters of concentrated commercial activity, along corridors that can be accessed through many modes of transportation.
- Policy I/C3.4: Strengthening Vitality. The vitality of existing neighborhood mixed use and community commercial areas should be strengthened and preserved.
- Policy N1.1: Concentrating Commercial Development. Commercial development in the neighborhoods should be concentrated in areas that are economically viable and provide opportunities for smaller scale, neighborhood-oriented retail.
- Policy N1.2: Placing Public Transit Stops. The majority of commercial development should be accessible by public transit. Public transit stops should be placed at strategic locations in Neighborhood Activity Centers and Transit-Oriented Districts to promote browsing and shopping by transit users.
- Policy N1.4: Locating Large-Scale Commercial Activities. Commercial uses which serve long term retail needs or regional consumers and which primarily offer high volume goods should be located in areas visible or amenable to high volumes of traffic. Traffic generated by large-scale commercial developments should be directed to arterial streets and freeways and not adversely affect nearby residential streets.
- Policy N1.5: Designing Commercial Development. Commercial development should be designed in a manner that is sensitive to surrounding residential uses.
- Policy N9.1: Recognizing Distinct Neighborhoods. The City should encourage and support the identification of distinct neighborhoods.
- Policy N9.7: Creating Compatible but Diverse Development. Diversity in Oakland’s built environment should be as valued as the diversity in population. Regulations and permit processes should be geared toward creating compatible and attractive development, rather than “cookie cutter” development.

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<sup>3</sup> Oakland General Plan, Land Use and Transportation Element, pp. 222-223.

- Policy N10.1: Identifying Neighborhood “Activity Centers.” Neighborhood Activity Centers should become identifiable commercial, activity and communication centers for the surrounding neighborhood. The physical design of neighborhood activity centers should support social interaction and attract persons to the area. Some of the attributes that may facilitate this interaction include plazas, pocket parks, outdoor seating on public and private property, ample sidewalk width, street amenities such as trash cans and benches, and attractive landscaping.
- Policy N11.3: Requiring Strict Compliance with Variance Criteria. As variances are exceptions to the adopted regulations and undermine those regulations when approved in large numbers, they should not be granted lightly and without strict compliance with defined conditions, including evidence that hardship will be caused by unique physical or topographic constraints and the owner will be deprived privileges enjoyed by similar properties, as well as the fact that the variance will not adversely affect the surrounding area nor will it grant special privilege to the property. In those instances where large numbers of variances are being requested, the City should review its policies and regulations and determine whether revisions are necessary.
- Policy T3.2: Promoting Strategies to Address Congestion. The City should promote and participate in both local and regional strategies to manage traffic supply and demand where unacceptable levels of service exist or are forecast to exist.
- Policy T3.5: Including Bikeways and Pedestrian Walks. The City should include bikeways and pedestrian walks in planning of new, reconstructed or realized streets, wherever possible.
- Policy T3.7: Resolving Transportation Conflicts. The City, in constructing and maintaining its transportation infrastructure, should resolve any conflicts between public transit and single-occupant vehicles in favor of the transportation mode that has the potential to provide the greatest mobility an access for people, rather than vehicles, giving due consideration to the environmental, public safety, economic development, health, and social equity impacts.
- Policy T4.1: Incorporating Design Features for Alternative Travel. The City will require new development, rebuilding, or retrofit to incorporate design features in their projects that encourage use of alternative modes of transportation such as transit, bicycling, and walking.
- Policy T6.2: Improving Streetscapes. The City should make major efforts to improve the visual quality of streetscapes. Design of the streetscape, particularly in neighborhoods and commercial centers, should be pedestrian-oriented and include lighting, directional signs, trees, benches, and other support facilities.

### *Bicycle Master Plan*

- Policy 1A: Bikeway Network. Develop and improve Oakland’s bikeway network.
- Policy 1B: Routine Accommodation. Address bicycle safety and access in the design and maintenance of all streets.
- Policy 1C: Safe Routes to Transit. Improve bicycle access to transit, bicycle parking at transit facilities, and bicycle access on transit vehicles.

- Policy 1D: Parking and Support Facilities. Promote secure and conveniently located bicycle parking at destinations throughout Oakland.

### *Pedestrian Master Plan*

- Policy 1.1: Crossing Safety. Improve pedestrian crossings in areas of high pedestrian activity where safety is an issue.
- Policy 1.2: Traffic Signals. Use traffic signals and their associated features to improve pedestrian safety at dangerous intersections.
- Policy 1.3: Sidewalk Safety. Strive to maintain a complete sidewalk network free of broken or missing sidewalks or curb ramps.
- Policy 2.1: Route Network. Create and maintain a pedestrian route network that provides direct connections between activity centers.
- Policy 2.3: Safe Routes to Transit. Implement pedestrian improvements along major AC Transit lines and at BART stations to strengthen connections to transit.
- Policy 3.1: Streetscaping. Encourage the inclusion of street furniture, landscaping, and art in pedestrian improvement projects.
- Policy 3.2: Land Use. Promote land uses and site designs that make walking convenient and enjoyable.

### **ZONING INFORMATION**

The site is split into three different base zoning districts. The southwestern corner of the site, roughly equal to the location of the Chase bank building, is located in the C-40 Community Thoroughfare Commercial Zone. The central portion of the site is located in the C-30 District Thoroughfare Commercial Zone. The eastern portion of the site is located in the R-50 Medium Density Residential Zone. The entire site is located in the S-4 Design Review Combining Zone.<sup>4</sup>

The portion of the site located in the R-50 Zone would not allow the proposed commercial uses at the site. The R-50 Zone conflicts with the Community Commercial General Plan designation for the site. Pursuant to the City's Guidelines for Determining Project Conformity with the General Plan and Zoning Regulations, an interim conditional use permit would be required to apply the policies of the General Plan to the portion of the site in the R-50 Zone. In May 2009 the City made a determination in conjunction with the review of the proposal to remodel the former Emil Villa's restaurant building (now occupied by AAA) that in reviewing such an interim conditional use permit at the site, the City would apply the standards of the C-30/S-4 Zone as the "best-fit" zone, meaning the C-30/S-4 Zone contains the most appropriate zoning standards to use when reviewing the proposal because the standards best implement the policies of the Community Commercial General Plan designation at the site. The S-4 Zone is an overlay zone that requires design review for the construction and alteration of buildings.

Design review approval would require satisfying the following criteria:

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<sup>4</sup> In July 2009 when the Planning Commission conducted an EIR scoping session for the project, the S-4 Zone did not exist at the site. In July 2010 the City Council added the S-4 Zone on a citywide basis to commercial districts thereby adding the S-4 Zone to the site.

1. The proposal will help achieve or maintain a group of facilities which are well related to one another and which, when taken together, will result in a well-composed design, with consideration given to site, landscape, bulk, height, arrangement, texture, materials, colors, and appurtenances; the relation of these factors to other facilities in the vicinity; and the relation of the proposal to the total setting as seen from key points in the surrounding area. Only elements of design which have some significant relationship to outside appearance shall be considered.
2. The proposed design will be of a quality and character which harmonizes with, and serves to protect the value of, private and public investments in the area.
3. The proposed design conforms in all significant respects with the Oakland General Plan and with any applicable design review guidelines or criteria, district plan, or development control map which have been adopted by the Planning Commission or City Council.

### **ENVIRONMENTAL DETERMINATION**

The project is subject to the environmental review requirements of the California Environmental Quality Act (CEQA). Pursuant to CEQA, a Draft Environmental Impact Report (EIR) is being prepared that analyzes potential environmental impacts of the project, including impacts related to aesthetics, agricultural resources, air quality, biological resources, cultural resources, geology/soils, hazards/hazardous materials, hydrology/water quality, land use plans and policies, mineral resources, noise, population and housing, public services, recreation, traffic/circulation, utilities/service systems and cumulative growth. A Notice of Preparation (NOP) for the Draft EIR was published on June 26, 2009. The 30-day public comment period on the NOP ended on July 27, 2009. When the Draft EIR is complete, the document will be published for public review and discussed at a future, duly noticed, Planning Commission meeting.

### **KEY DESIGN ISSUES**

Below is a summary of the key design issues related to the project.

#### *Proposed Land Uses*

The project currently involves commercial uses only. At the July 2009 hearing some of the public speakers recommended including residential units in the project. Both the General Plan and the zoning would allow residential units at the site. The applicant has stated that he is not interested in including residential units due to the current housing market and due to lease restrictions. Safeway has a ground lease on the site and the lease prohibits using the site for residential purposes. New joint living and working quarters (i.e., "live/work" units) would not be allowed by the zoning. The General Plan is silent on live/work units.

A new bank building with drive-up banking is proposed in the southeastern portion of the site near the remodeled AAA building. The bank would be considered a drive-through facility which would require a conditional use permit.

### *Site Layout*

At the July 2009 hearing a number of speakers criticized the previous proposal for being too suburban in character and too auto-oriented. In response, the revised proposal brings additional building massing to Broadway and Pleasant Valley Avenue to create a more urban street edge and introduces a new internal “street” intended to function like an urban shopping street. The expansive surface parking lot in front of the new Safeway remains. The new site layout generally divides the site into two areas characterized by the more urban pedestrian-oriented western area and the more suburban auto-oriented eastern area.

### *Building Height*

The project would range in height from 22 feet at the bank building proposed along Pleasant Valley Avenue to 70 feet at the corner of Broadway and Pleasant Valley Avenue and at the parking garage located above the stores in the central portion of the site. The maximum height allowed in the C-30 Zone (the central and eastern portion of the site) is 45 feet. There is no height limit in the C-40 Zone (at the corner of Broadway and Pleasant Valley Avenue). The project would require a variance to exceed the allowable building height.

### *Architecture*

The proposed buildings incorporate a variety of articulations, materials, textures, and colors. The result visually breaks apart the building masses into smaller pieces, thereby reducing the perceived bulk of the project. However, all the varied architectural elements and treatments lead to a somewhat random and chaotic look for the project. The result is a large development with repetitive and overwhelming variation. Along Broadway and Pleasant Valley Avenue, staff believes the project would benefit from a design that reduces the widespread variability and presents an appearance of two or three individual buildings, each internally cohesive and distinct but related to adjacent buildings. Staff also believes the façade directly at the corner of Broadway and Pleasant Valley Avenue is arguably the most visually prominent and symbolically important area of the project as the anchor of one of the corners of the intersection, yet the design is too understated. The façade is somewhat flat and the downward sloping roof planes downplay the prominence of the corner. Staff believes the design would benefit if the architecture at the corner is more noteworthy and memorable.

### *Parking*

The current proposal would provide 961 off-street parking spaces to be located in the surface parking lot in front of the new Safeway, on the rooftop of the new Safeway, and in an above-ground parking garage located in the central portion of the site over the internal shopping street. The above-ground garage would be three stories on top of ground-floor retail space for a total of four stories. The minimum number of parking spaces required by the zoning depends upon the specific activities in the project. Although the specific tenants have not been identified for the project yet, the applicant has identified certain activities on the project drawings—the new Safeway and retail, office, bank, and restaurant space—for the different spaces in the project. According to this preliminary program, the zoning would require 875 parking spaces (961 spaces are proposed). However, if the mix of activity types in the project change as the project is leased, the amount of parking required would change. For example, if more of the space is used for office activities than what is currently assumed, less parking would be required. If more of the space is used for restaurant space than what is currently assumed, more parking would be required. The proposed parking provides flexibility to account for future market conditions and a reasonable amount of change between tenants.

### *Street Modifications*

As stated above (see “Project Description”), the applicant is proposing a number of changes to Broadway and Pleasant Valley Avenue. As part of the environmental review of the project, staff will be evaluating the potential effects of the proposed street changes as well as whether any additional or different changes are required as a result of the activity expected to be generated by the project. In reviewing the potential effects of the project and the proposed street modifications, the City will consider the potential effects on vehicles, pedestrians, bicyclists, and buses to determine potential environmental impacts and the appropriate street design.

### *Economic Development Implications*

The City has developed a Retail Enhancement Strategy to improve the retail sector in Oakland. The Strategy identifies Broadway and 51<sup>st</sup> Street / Pleasant Valley Avenue as one of the priority retail nodes where retail enhancement efforts should be focused. The June 2008 Implementation Plan for the Strategy states the following:

The Rockridge Shopping Center underutilizes a rare commodity in Oakland: a retail site over 10 acres in a prime location. Today the center operates as a suburban retail solution in a key urban location. A proposal to relocate and expand the Safeway store<sup>5</sup> only partially begins to intensify the use of the site by adding parking above the supermarket. More intensive use of this site could provide an expansion opportunity for the supermarket and also meet the City’s strategic goal of expanding its supply of comparison retail stores.<sup>6</sup>

The Implementation Plan includes the following strategy for enhancing the Broadway and 51<sup>st</sup>/Pleasant Valley node (along with the nearby retail node surrounding Oakland Technical High School):

- ❖ Major development changes in these nodes provide an opportunity to redevelop the pattern of land use to one that is less auto-oriented, and supports creation of a pedestrian environment that serves the adjacent neighborhoods.
- ❖ Incorporate a viable comparison goods component into large scale retail development in this node.
- ❖ Modify traffic and circulation patterns to facilitate pedestrian circulation.<sup>7</sup>

The Retail Enhancement Strategy also presents three design concepts for the Safeway site to illustrate potential redevelopment options. Option 1 involves replacement of the existing CVS store with a new Safeway store; the rest of the site remains largely unchanged. Options 2 and 3 involve redevelopment of the entire site with a mix of commercial and residential activities in five-story buildings, roughly 290,000 square feet of floor area, and one parking space per 400 square feet of floor area. (The applicant proposes approximately 290,000 square feet and one parking space per 308 square feet.) Options 2 and 3 also position the new Safeway store in the same location as proposed, locate new buildings along Broadway and Pleasant Valley Avenue, and create an internal shopping street. The three concept drawings are attached to this report (see Attachment C).

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<sup>5</sup> The reference in the June 2008 Implementation Plan to a proposal to relocate and expand the Safeway store does not refer to the current proposal or the previous June 2009 proposal. The reference is to an earlier concept being considered by the applicant at that time.

<sup>6</sup> Oakland Retail Enhancement Strategy: Implementation Plan, June 2008, p. 44

<sup>7</sup> Oakland Retail Enhancement Strategy: Implementation Plan, June 2008, pp. 44-45

**CONCLUSION**

Staff recommends that the Design Review Committee take public testimony on the physical design of the project and provide direction to staff and the applicant. Staff believes that there are design details of the project that still need to be thoroughly evaluated but at this time staff seeks guidance from the Committee on whether (a) the current proposal is generally acceptable and staff should continue evaluating the details of the design or (b) the current proposal is unacceptable and requires significant design modifications.

Prepared by:



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Darin Ranelletti  
Planner III

Reviewed by:



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SCOTT MILLER  
Zoning Manager  
Planning and Zoning Division

Approved by:



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ERIC ANGSTADT  
Deputy Director  
Community and Economic Development Agency

**ATTACHMENTS:**

- A. Previous Project Drawings (site plan; dated June 3, 2009; received June 10, 2009)
- B. Revised Project Drawings (dated October 4, 2010; received October 20, 2010)
- C. Concept Drawings (from Oakland Retail Enhancement Strategy: Illustrative Design Plan, June 2008)

## ATTACHMENT A

Previous Project Drawings  
(site plan; dated June 3, 2009; received June 10, 2009)



① PROPOSED AERIAL SITE PLAN - SAFEWAY  
SCALE: 40' = 1"0"



Dev. Review : 06/03/09

**SAFEWAY**   
Northern California Division  
5918 Stoneridge Mall Road  
Pleasanton, CA 94588  
Phone: 925 467 2376  
Fax: 925 467 2861

**51<sup>ST</sup> & Broadway**  
Store No. 3132  
Oakland, California

BENNER  
STANGE  
ASSOCIATES  
ARCHITECTS, INC.  
5000 S.W. MEADOWS RD.  
SUITE 430  
LAKE OSWEGO, OR 97035  
(503) 670-0234  
FAX (503) 670-0235  
bsa@bsaarch.com



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## ATTACHMENT B

Revised Project Drawings  
(dated October 4, 2010; received October 20, 2010)

# 51<sup>ST</sup> & BROADWAY

OAKLAND, CALIFORNIA

## Submittal Index

- DR-1 SITE PLAN w/ AERIAL (Main Bldg. Level)
- DR-2 SITE PLAN w/ AERIAL (2nd, 3rd & 4th Levels)
- DR-3 SITE PLAN w/ DATA & Tree Survey
- DR-3a SITE PLAN (Upper Floor Level)
- DR-4 SITE SECTIONS
- DR-5 EXTERIOR ELEVATIONS
- DR-6 EXTERIOR ELEVATIONS
- DR-7 EXTERIOR ELEVATIONS
- DR-8 EXTERIOR ELEVATIONS
- DR-9 EXISTING SITE PLAN
- DR-10 AERIAL OF EXISTING SITE PLAN
- DR-11 EXISTING SITE PHOTOS
- DR-12 EXISTING CONTEXTUAL VIEWS
- DR-13 EXISTING CONTEXTUAL VIEWS
- DR-14a DEMO AND PHASING PLANS
- DR-14b DEMO AND PHASING PLANS
- DR-14c DEMO AND PHASING PLANS
- DR-15 EXISTING AERIAL PERSPECTIVES
- DR-16 BICYCLE CONNECTIVITY PLAN
- DR-17 PEDESTRIAN CONNECTIVITY PLAN
- DR-18 PERSPECTIVE RENDERINGS
- DR-19 PERSPECTIVE RENDERINGS
- DR-20 PERSPECTIVE RENDERINGS
- DR-21 PERSPECTIVE RENDERINGS
- DR-22 PERSPECTIVE RENDERINGS
- DR-23 PERSPECTIVE RENDERINGS
- DR-24 SHADOW STUDY
- DR-25 BUILDING & SITE LIGHTING PLAN
- DR-26 EASEMENT / PROPERTY LINE ADJUSTMENTS
- DR-27 COLOR AND MATERIAL SCHEDULE
- DR-28 TRUCK SERVICE ROUTE
  
- LS-1 LANDSCAPE PLAN (OVERALL)
- LS-2 LANDSCAPE PLAN
- LS-3 LANDSCAPE PLAN
  
- C1.0 PRELIMINARY GRADING PLAN
- C2.0 PRELIM. POST-CONST. STORMWATER MANAGEMENT PLAN
- C3.0 CREEK PROTECTION PLAN
  
- 01 TOPOGRAPHIC SURVEY
- 02 TOPOGRAPHIC SURVEY
- 03 TOPOGRAPHIC SURVEY
- 04 TOPOGRAPHIC SURVEY



Dev. Review  
October 4, 2010 Revised

**Property  
Development  
Centers**  
5918 Stoneridge Mall Road  
Pleasanton, CA 94588  
Phone: 925 738 1202  
Fax: 925 467 2861

**51<sup>ST</sup> & Broadway**  
Store No. 3132  
Oakland, California

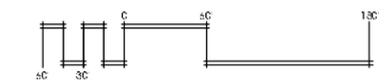
**BENNER  
STANGE  
ASSOCIATES**  
ARCHITECTS, INC.  
5200 S.W. MEADOWS RD.  
SUITE B-130  
LAKE OSWEGO, OR 97035  
(503) 670-0234  
FAX (503) 670-0235  
bsa@bsaarch.com

**BSAA**  
Architecture & Planning



**2** LOWER LEVEL RETAIL (BLDG - L0)  
SCALE: NTS

**1** SITE PLAN & AERIAL (MAIN BUILDING LEVEL)  
SCALE: NTS



NORTH October 4, 2010 Revised  
Dev. Review

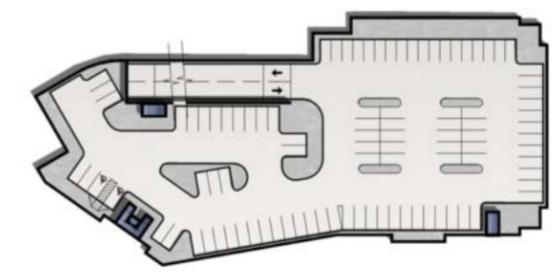
**Property Development Centers**  
5918 Stoneridge Mall Road  
Pleasanton, CA 94588  
Phone: 925 738 1202  
Fax: 925 467 2861

**51<sup>ST</sup> & Broadway**  
Store No. 3132  
Oakland, California

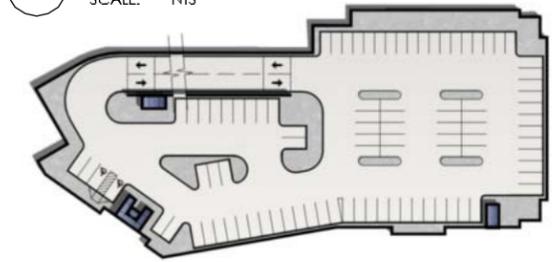
**BENNER STANGE ASSOCIATES ARCHITECTS, INC.**  
5200 S.W. MEADOWS RD., SUITE B-130  
LAKE OSWEGO, OR 97035  
PHONE (503) 670-0234  
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bsa@bsaarch.com



**DR 1**



3 2nd LEVEL PARKING ( H, I & J )  
SCALE: NTS



2 3rd LEVEL PARKING ( H, I & J )  
SCALE: NTS

1 SITE PLAN & AERIAL (UPPER BUILDING LEVELS)  
SCALE: NTS

NORTH

Dev. Review  
October 4, 2010 Revised

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**DR 2**

**SITE DATA**

Site Area : 15.28 ACRES 665,409 S.F.

Major 'A' : (Safeway)	65,019 S.F.
Bldg. 'B' : (Retail)	5,823 S.F.
Bldg. 'C1' : (Retail)	12,853 S.F.
Bldg. 'C2' : (Office)	13,311 S.F.
Bldg. 'D' : (Bank)	4,213 S.F.
Bldg. 'E' : (None Provided)	
Bldg. 'F' : (Restaurant)	2,913 S.F.
Bldg. 'G' : (Major Retail)	10,580 S.F.
Bldg. 'G2' : (Major Retail - Upper Level)	10,726 S.F.
Bldg. 'H' : (Retail)	6,688 S.F.
Bldg. 'I' : (Major Retail)	16,200 S.F.
Bldg. 'J' : (Retail)	10,204 S.F.
Bldg. 'K' : (Retail - Includes 2,000 S.F. of Restaurant)	13,012 S.F.
Bldg. 'L0' : (Retail - Street Level)	29,056 S.F.
Bldg. 'L1a' : (Restaurant - includes 1,971 S.F. Patio)	8,367 S.F.
Bldg. 'L1b' : (Retail)	10,800 S.F.
Bldg. 'L1c' : (Retail)	6,684 S.F.
Bldg. 'L2a' : (Retail - Upper Level)	21,650 S.F.
Bldg. 'L2b' : (Retail - Upper Level)	14,830 S.F.
Bldg. 'N' : (Major Retail)	6,667 S.F.
Bldg. 'N2' : (Major Retail - Upper Level)	7,792 S.F.
Bldg. 'O' : (Retail)	2,000 S.F.

**Total Building GLA (Net) : 279,388 S.F.**

**Total Common Area (Includes Receiving 'M') : 16,302 S.F.**

**Total Building GLA (Gross) : 295,690 S.F.**

**Required Parking: 886 Spaces**

Standard Parking Provided : 741 SPACES

Handicap Parking Provided : 28 SPACES

Compacts Provided : 19.98% 192 SPACES

**Total Proposed Parking: 961 SPACES**

Parking Ratio : 3.44 SPACES/1,000 S.F.

Site Coverage: 42.0%

Protected Tree Proposed Removal / within 10 Feet of Construction Activity					
Trees proposed for removal			Trees not proposed for removal but located within 10 feet of Construction Activity		
#	Species	dbh	#	Species	dbh
581	Ulmus Parvifolia	12	583	Platanus Racemosa	9.1
582	Ulmus Parvifolia	11.9	584	Platanus Racemosa	9.4
587	Pinus Radiata	18.2	585	Olea Europaea	14.2
588	Pinus Radiata	21.3	591	Platanus Racemosa	10.9
589	Pinus Radiata	15.8			
590	Eriobotrya Deflexa	16.6			
592	Platanus Racemosa	10.3			
593	Platanus Racemosa	12			
594	Platanus Racemosa	15.8			
595	Olea Europaea	14.4			

**LEGEND**

+ TREE TO BE PROTECTED PER SITE REVISION

+<sub>591</sub> TREE TO REMAIN

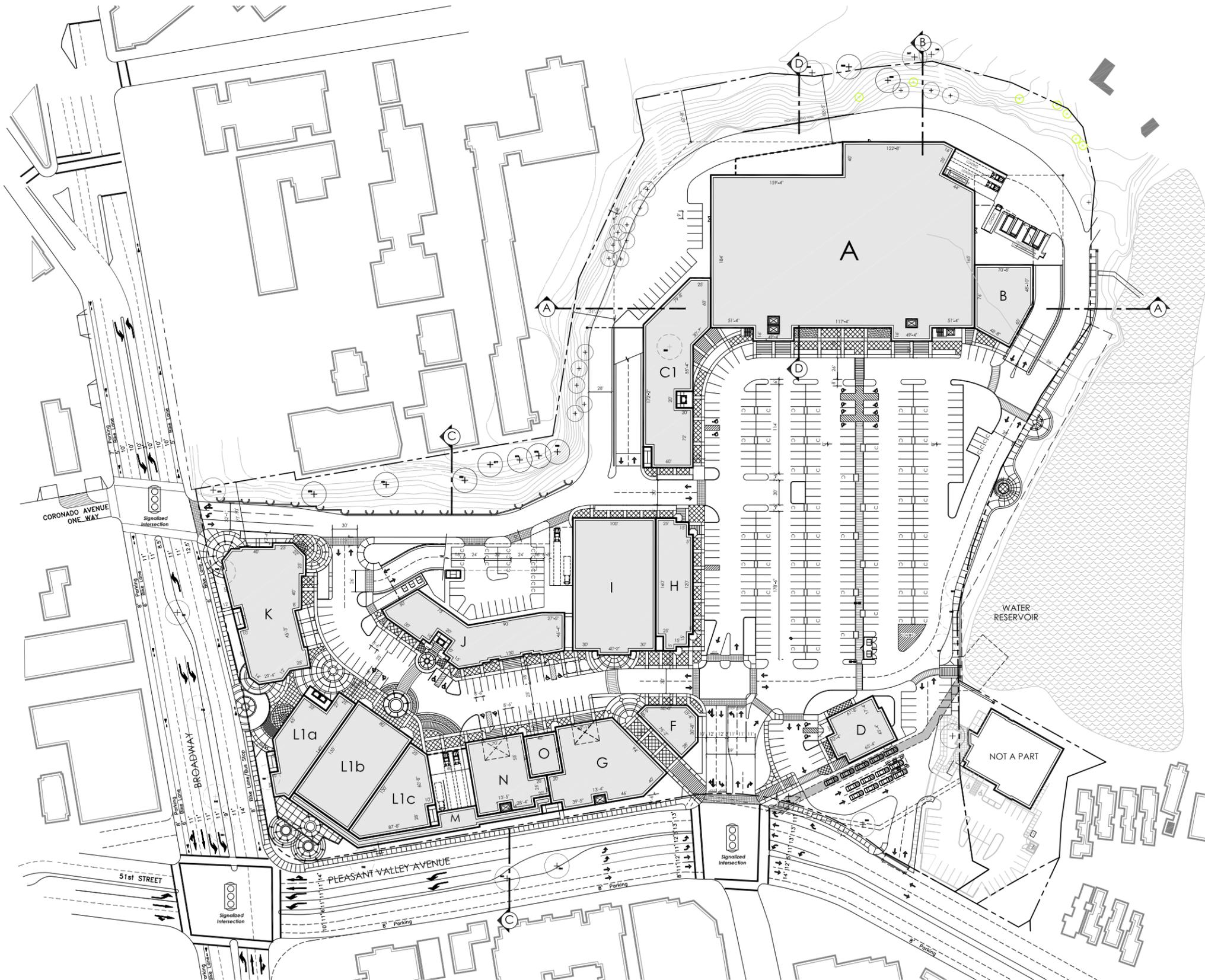
+<sub>592</sub> TREE TO BE REMOVED

Note: SEE SHEET DR-25 FOR BUILDING AND PARKING LOT LIGHTING PLANS.

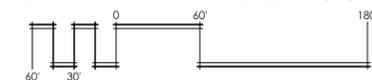


NORTH

Dev. Review  
October 4, 2010 Revised



1 SITE PLAN  
SCALE: 60'-0" = 1'-0"



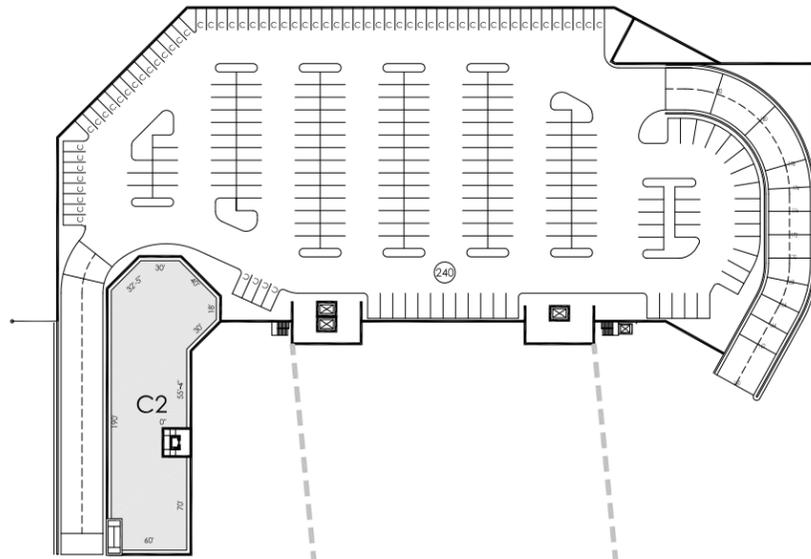
**Property Development Centers**  
5918 Stoneridge Mall Road  
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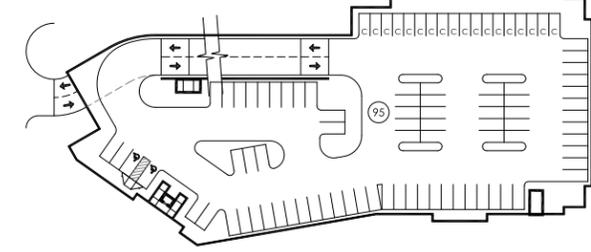
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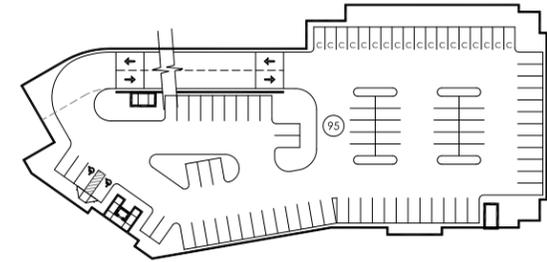
2 RETAIL C2  
UPPER LEVEL PARKING (A)  
SCALE: 60' = 1'-0"



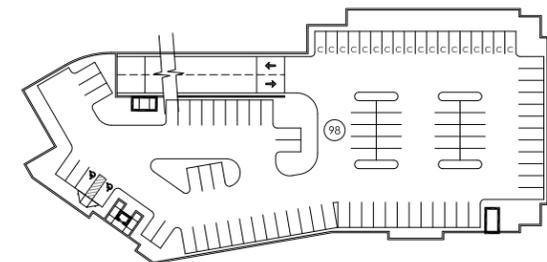
4 UPPER LEVEL RETAIL  
SCALE: 60' = 1'-0"



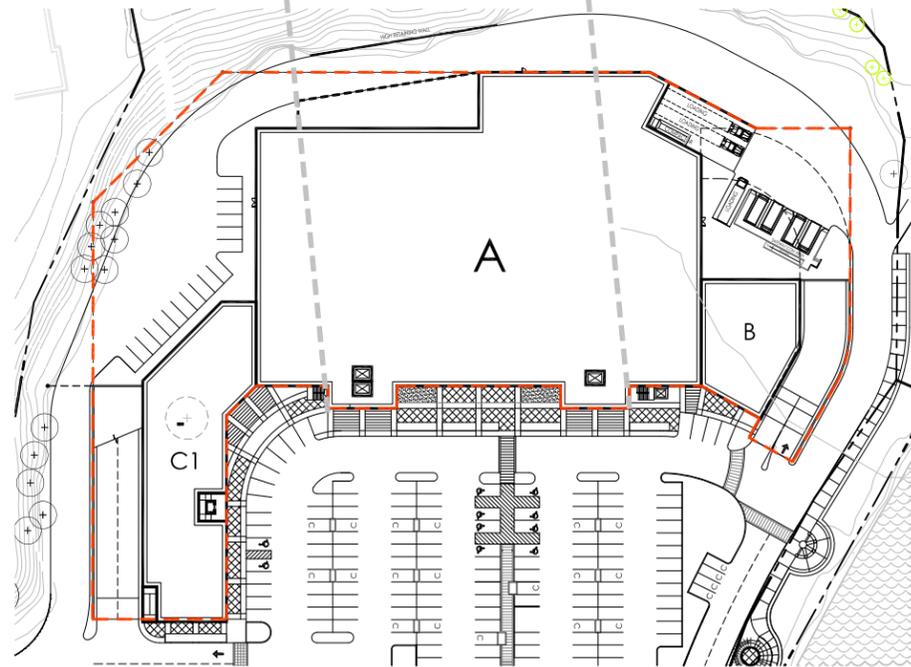
7 SECOND LEVEL PARKING (H, I, J)  
SCALE: 60' = 1'-0"



6 THIRD LEVEL PARKING (H, I, J)  
SCALE: 60' = 1'-0"



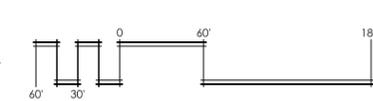
5 UPPER LEVEL PARKING (H, I, J)  
SCALE: 60' = 1'-0"



1 GROUND FLOOR LEVELS (SITE PLAN)  
SCALE: 60' = 1'-0"



3 FITNESS  
STREET LEVEL RETAIL  
SCALE: 60' = 1'-0"



Dev. Review  
October 4, 2010 Revised

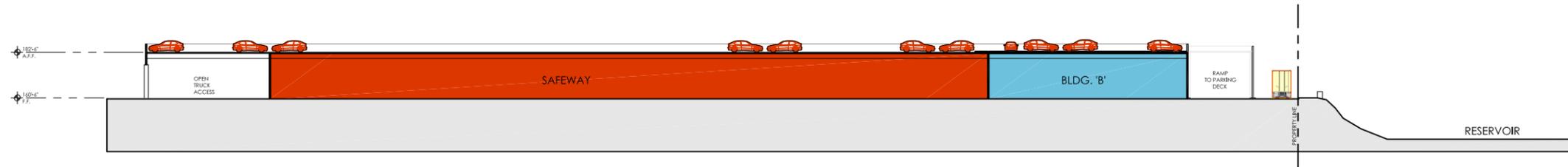
**Property  
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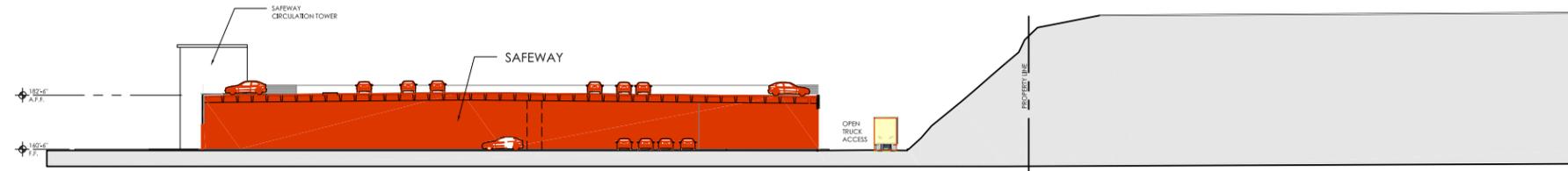
**BENNER  
STANGE  
ASSOCIATES**  
ARCHITECTS, INC.  
5200 S.W. MEADOWS RD.  
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bsa@bsaarch.com



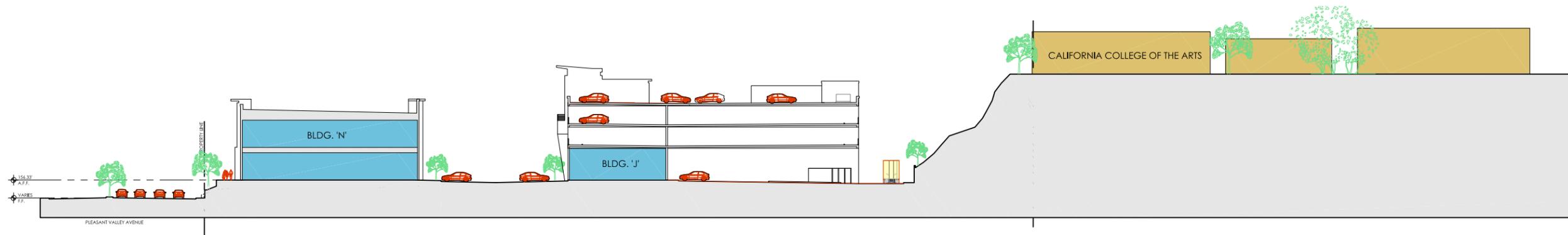
**DR  
3a**



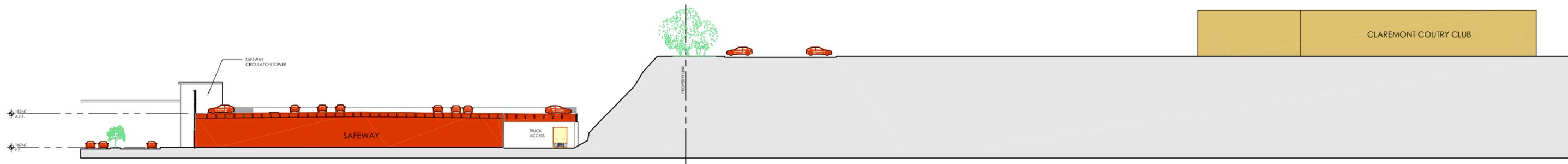
1 SITE SECTION A - A  
SCALE: 1" = 30'-0"



2 SITE SECTION B - B  
SCALE: 1" = 30'-0"



3 SITE SECTION C - C  
SCALE: 1" = 30'-0"



4 SITE SECTION D - D  
SCALE: 1" = 30'-0"

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DR  
4

Dev. Review  
October 4, 2010 Revised

# EXTERIOR ELEVATIONS

MATERIAL AND COLOR

AA	DUNN EDWARDS 1548 GARGOYLE	MM	ICI A1784 ARROW WOOD	YY	EL DORADO MOUNTAIN EDGE-DURANGO	1	STUCCO	12	MISC. METAL
BB	DUNN EDWARDS 200-760 DESSERT GRAY	NN	ICI A1666 BLACK BORDO AUM	ZZ	CUSTOM-BLT. METAL ROOF CINAR 900-STEAM GRAY	2	NATURAL LEDGESTONE	13	ALUMINUM STOREFRONT-BLACK
CC	DUNN EDWARDS 22-6172 BUNGALOW TAPE	PP	ICI A2014 COBALT DUNGAST	AA	CUSTOM-BLT. METAL AWANNE CINAR 900 MIDNIGHT BRONZE	3	SPLIT FACED GALLI	14	SPANDREL GLAZING
DD	DUNN EDWARDS 10-88 GRANITE BEIGE	QQ	BASALITE D875 SLIT FACE	BB	*BLACK ANODIZED	4	SMOOTH FACED GALLI	15	PRECAST CONCRETE
EE	DUNN EDWARDS 20A-187 BLACK	RR	BASALITE D875 GROUND FACE	CC		5	CULTURED STONE	16	CONCRETE - PAINTED (SMOOTH FT)
FF	ICI A1824 CAMEL TAN	SS	BASALITE D118 SLIT FACE	DD		6	MASONRY	17	CONCRETE - NATURAL COLORED FT
GG	ICI A1679 SQUARE DANCE	TT	BASALITE D118 GROUND FACE	EE		7	METAL CANNOPY	18	EXTERIOR LIGHT FIXTURE
HH	ICI A0488 COCOLOMAN	JJ	BASALITE D890 SLIT FACE	FF		8	METAL AWNING	19	SIGNAGE
II	ICI A1758 AFTERNOON TEA	KK	BASALITE D889 SLIT FACE	GG		9	SIDING		
JJ	ICI A2006 CHARGOLA SAFE	LL	H.C. MUDDOX 1188 BURN ROSE	HH		10	METAL TRELLIS		
KK	ICI A1948 WEST COAST GRAY	MM	ROCK-IT LEDGESTONE Safeway Design Standard	II		11	METAL RAIL		

**SIGNAGE: BUILDING SIGNAGE IS NOT A PART OF THIS SUBMITTAL. A SEPARATE APPLICATION WILL BE SUBMITTED AT A LATER DATE.**



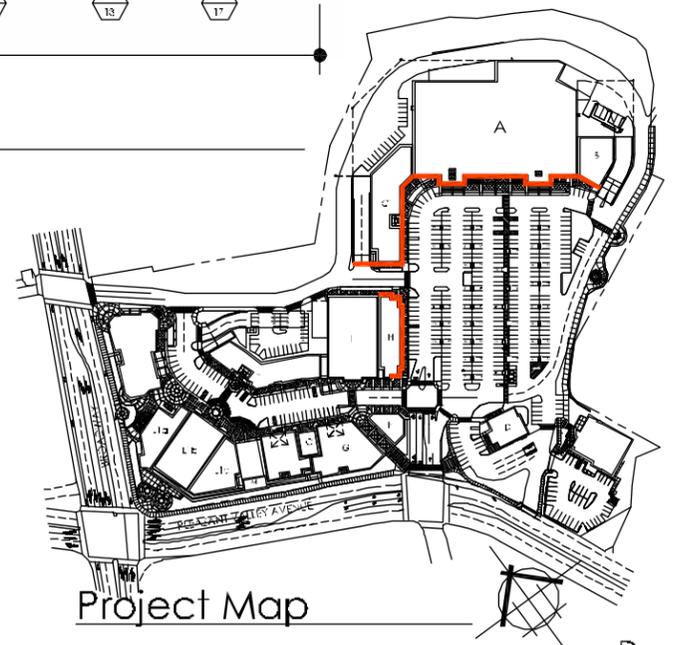
3 BLDG. 'C' EXTERIOR SOUTH ELEVATION  
SCALE: 1/16" = 1'-0"



2 BLDG. 'H' & 'C' EXTERIOR EAST ELEVATION  
SCALE: 1/16" = 1'-0"



1 'SAFeway' & BLDG. 'B' EXTERIOR SOUTH ELEVATION  
SCALE: 1/16" = 1'-0"



Dev. Review  
October 4, 2010 Revised

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Oakland, California

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5200 S.W. MEADOWS RD., SUITE B-190  
LAKE OSWEGO, OR 97035  
(503) 670-0234  
FAX (503) 670-0235  
bsa@bsaarch.com



**DR 5**

\\20-38-Safeway-51st&Broadway\Projects\10-4-20\2\20-38-0-0-0-10-34-22-01.dwg



4 BLDG. 'J', 'I' & 'H'  
EXTERIOR SOUTH ELEVATION  
SCALE: 1/16"=1'-0"

5 BLDG. 'J', 'I' & 'H'  
RAMP ELEVATION  
SCALE: 1/16"=1'-0"



2 BLDG. 'K' & 'L'  
EXTERIOR EAST ELEVATION  
SCALE: 1/16"=1'-0"

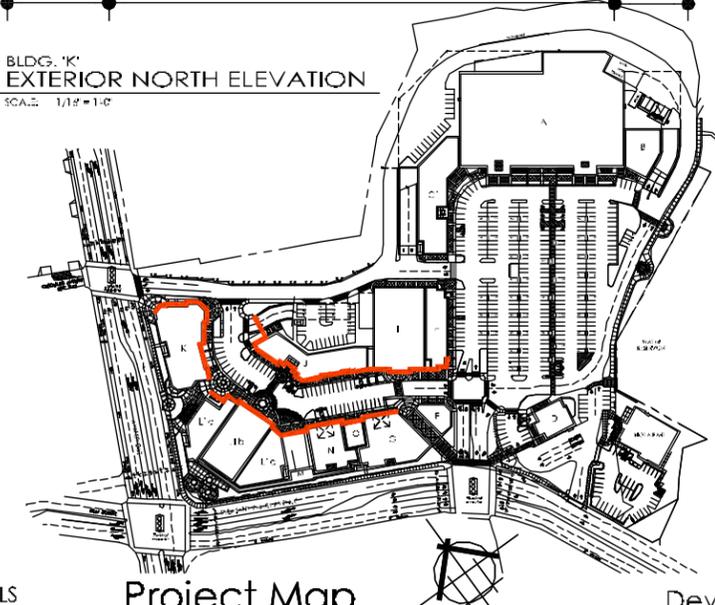


3 BLDG. 'K'  
EXTERIOR NORTH ELEVATION  
SCALE: 1/16"=1'-0"



1 BLDG. 'F', 'G', 'O' & 'N'  
EXTERIOR NORTH ELEVATION  
SCALE: 1/16"=1'-0"

NOTE:  
BUILDING COLOR & MATERIALS  
SEE SHEET DR5 & DR7



Project Map

Dev. Review  
October 4, 2010 Revised

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bsa@bsaarch.com



**DR 6**



3 BLDG. 'L', 'M', 'N' & 'G'  
EXTERIOR SOUTH ELEVATION (PLEASANT VALLEY AVE.)  
SCALE: 1/18" = 1'-0"



1 BLDG. 'K' & 'L'  
EXTERIOR WEST ELEVATION (BROADWAY)  
SCALE: 1/18" = 1'-0"

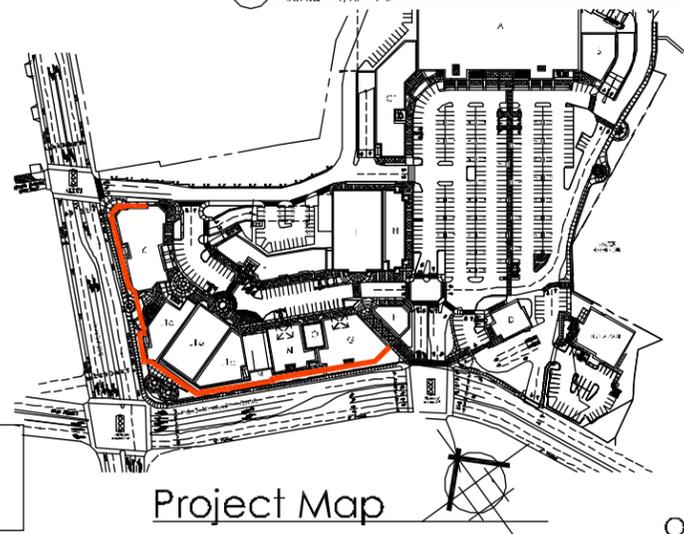


2 BLDG. 'L'  
EXTERIOR ELEVATION AT INTERSECTION  
SCALE: 1/18" = 1'-0"

EXTERIOR ELEVATIONS  
MATERIAL AND COLOR

AA	DUNN EDWARDS 1546 GARGOYLE	MM	ICI A1784 ARROW WOOD	YY	EL DORADO MOUNTAIN EDGE-DURANGO	-1	STUCCO	-12	MISC. METAL
BB	DUNN EDWARDS 050760 DEBET GRAY	NN	ICI A1666 BLACK SAGE	ZZ	CUSTOM-BILT METAL ROOF KYNAR 500- STORM GRAY	-2	NATURAL LEDGESTONE	-13	ALUMINUM STOREFRONT- BLACK
CC	DUNN EDWARDS 054172 BUNGALOW TAPE	SS	ICI A2014 COBALT DANGERS	AZ	CUSTOM-BILT METAL AWNING KYNAR 500 MIDDLET BRONZE	-3	SPLIT FACED-COMB	-14	SPANDREL GLAZING
DD	DUNN EDWARDS HC-88 GRANITE EDGE	GG	BASALTITE D875 SPLIT FACE	ZZ	*BLACK ANODIZED	-4	SMOOTH FACED-COMB	-15	PRECAST CONCRETE
EE	DUNN EDWARDS 02A-187 BLACK	RR	BASALTITE D875 GRUND FACE	SS	BASALTITE D113 SPLIT FACE	-5	CULTURED STONE	-16	CONCRETE- PAINTED (SMOOTH F)
FF	ICI A1824 CAME TAN	SS	BASALTITE D113 GRUND FACE	TT	BASALTITE D113 GRUND FACE	-6	MASONRY	-17	CONCRETE- NATURAL COLORED F
GG	ICI A1679 SOJAVE DANCE	JJ	BASALTITE D396 SPLIT FACE	VV	BASALTITE D389 SPLIT FACE	-7	META. CANOPY	-18	EXTERIOR LIGHT FIXTURE
HH	ICI A0488 COBALT VAN	WW	ICI A1763 ATERNOCTEA	XX	H.C. MUDDOX 1183 BURN ROSE	-8	META. AWNING	-19	SIGNAGE
II	ICI A1763 ATERNOCTEA					-9	SIDING		
KK	ICI A2065 C-HARCOAL SAFE					-10	META. TRUSS		
LL	ICI A1943 WEST COAST GRAY					-11	META. RAIL		

**SIGNAGE: BUILDING SIGNAGE IS NOT A PART OF THIS SUBMITTAL. A SEPARATE APPLICATION WILL BE SUBMITTED AT A LATER DATE.**



Project Map

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October 4, 2010 Revised

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bsa@bsastange.com



**DR 7**

# EXTERIOR ELEVATIONS

MATERIAL AND COLOR

AA	'DUNN EDWARDS' 1546 GARGOYLE	1	STUCCO
BB	'DUNN EDWARDS' DEC-760 DESERT GRAY	2	METAL PANELING
CC	'DUNN EDWARDS' DE-6172 BUNGALOW TAUPE	3	SPLIT FACED C.M.U. PAINTED
DD	'DUNN EDWARDS' HC-83 GRANITE BEIGE	4	SMOOTH FACED C.M.U. PAINTED
EE	'DUNN EDWARDS' DEA-187 BLACK	5	METAL CANOPY
FF	'ICI' A1824 CAMEL TAN	6	METAL AWNING
GG	'ICI' A1679 SQUARE DANCE	7	METAL TRELLIS
HH	'BENJAMIN MOORE' 2114-30 DESERT SHADOWS	8	MASONRY
JJ	'ICI' A1763 AFTERNOON TEA	9	PRECAST CONCRETE
KK	'ICI' A2006 CHARCOAL SLATE	10	SPANDREL GLAZING
LL	'ICI' A1943 WEST COAST GREY	11	NOT USED
MM	'ICI' A1784 ARROW WOOD	12	EXTERIOR LIGHT FIXTURE
NN	'ICI' A0531 AUTUMNAL CHESTNUT	13	METAL RAIL
PP	'ICI' A1765 WHISPER BUFF	14	MISC. METAL
TT	'BASALITE' D113 GROUND FACE	15	ALUMINUM STOREFRONT
XX	'ROCK-IT LEDGESTONE 'Safeway Lifestyle' Standard	16	EXISTING
YY	'ELDORADO' MOUNTAIN LEDGE - DURANGO	17	NATURAL LEDGESTONE
ZZ	ALUMINUM STOREFRONT - BLACK ANODIZED	18	CONCRETE
AZ	'CUSTOM-BILT' METAL ROOF KYNAR 500 STORM GRAY		
BL	'CUSTOM-BILT' METAL AWNINGS KYNAR 500 MIDNIGHT BRONZE		



1 SOUTH ELEVATION  
SCALE: 3/32" = 1'-0"



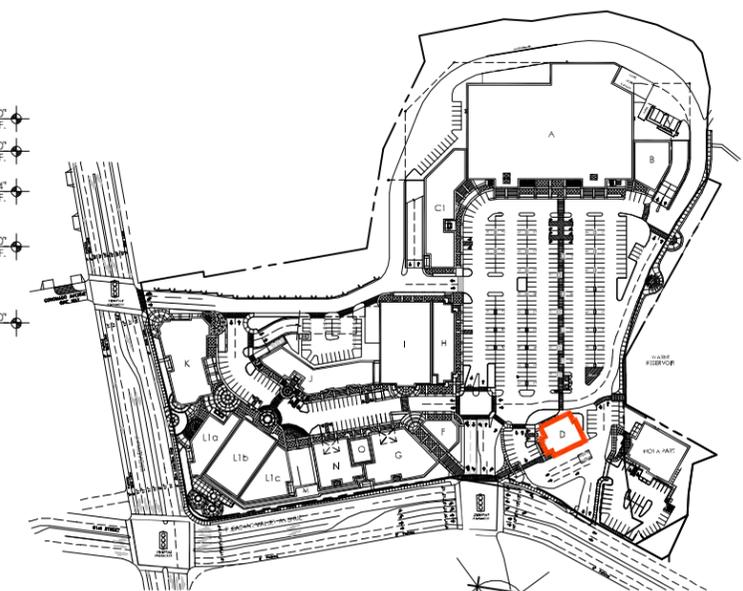
2 EAST ELEVATION  
SCALE: 3/32" = 1'-0"



3 NORTH ELEVATION  
SCALE: 3/32" = 1'-0"



4 WEST ELEVATION  
SCALE: 3/32" = 1'-0"



Project Map

Dev. Review  
October 4, 2010 Revised

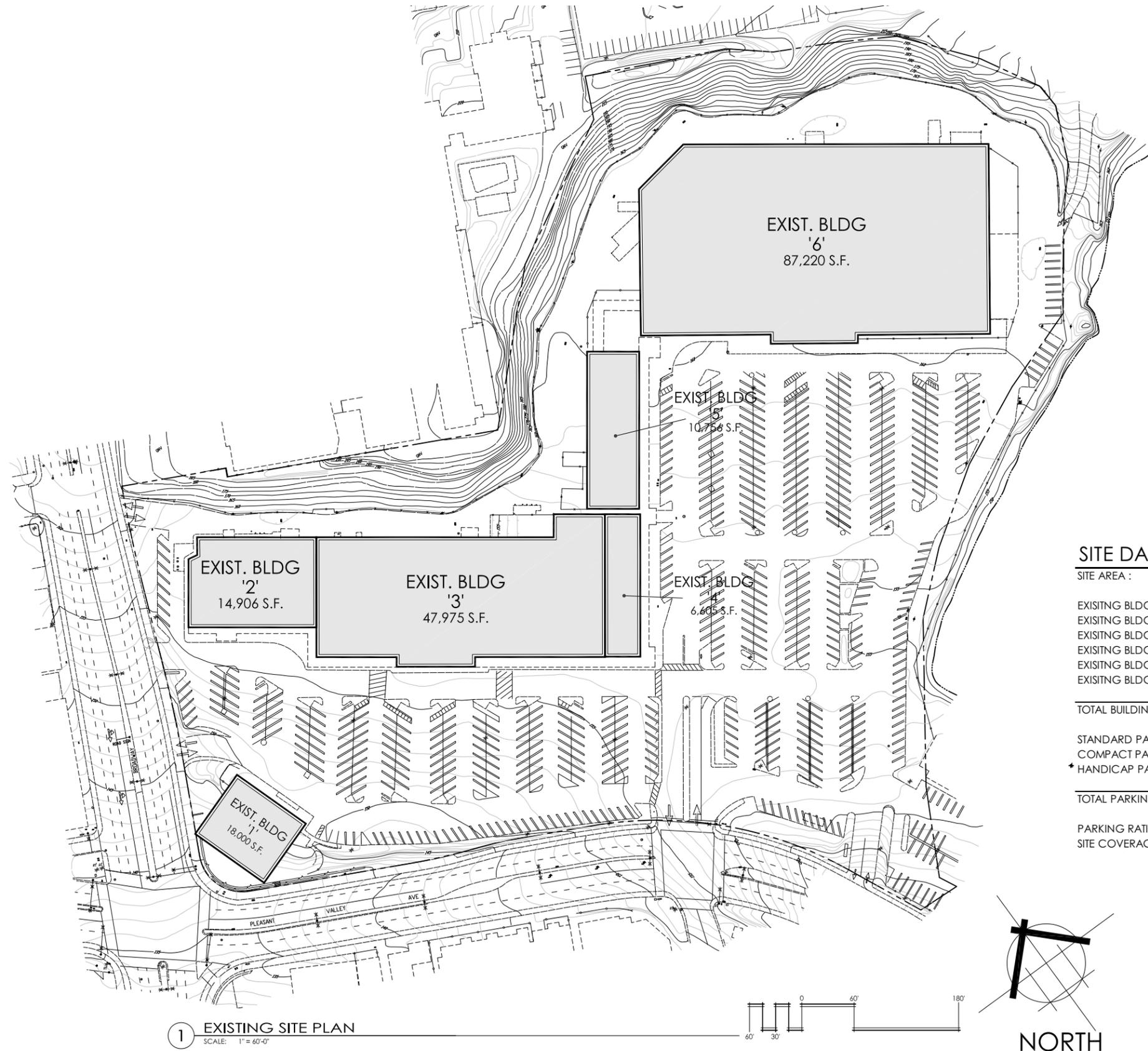
**Property  
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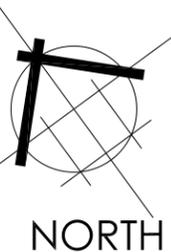
**DR  
8**



**SITE DATA :**

SITE AREA :	15.40 ACRES	670,824 S.F.
EXISTING BLDG '1' 3 STORY		18,000 S.F.
EXISTING BLDG '2'		14,906 S.F.
EXISTING BLDG '3'		47,975 S.F.
EXISTING BLDG '4'		6,605 S.F.
EXISTING BLDG '5'		10,756 S.F.
EXISTING BLDG '6'		87,220 S.F.
TOTAL BUILDING AREA :		185,462 S.F.
STANDARD PARKING PROVIDED :		650 SPACE
COMPACT PARKING PROVIDED :	0%	0 SPACE
HANDICAP PARKING PROVIDED :		17 SPACE
TOTAL PARKING PROVIDED :		667 SPACE
PARKING RATIO :		3.60 SPACES / 1000 S.F.
SITE COVERAGE :		28%

1 EXISTING SITE PLAN  
SCALE: 1" = 60'-0"



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October 4, 2010 Revised

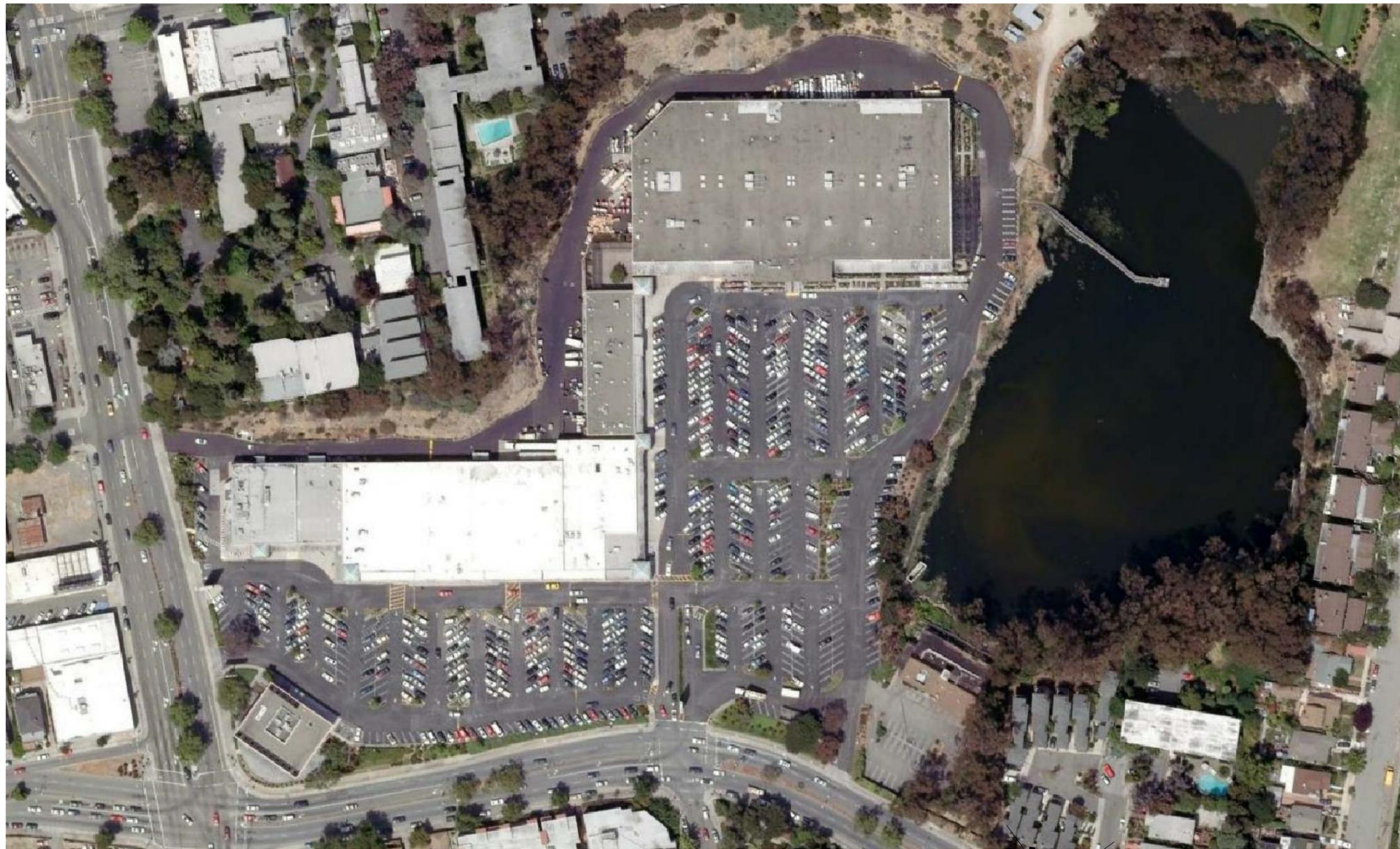
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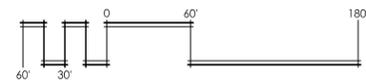
**BENNER STANGE ASSOCIATES ARCHITECTS, INC.**  
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SUITE B-130  
LAKE OSWEGO, OR 97034  
(503) 670-0234  
FAX (503) 670-0235  
bsa@bsaarch.com



**DR  
9**



1 AERIAL OF EXISTING SITE PLAN  
SCALE: 60' = 1'-0"



Dev. Review  
October 4, 2010 Revised

**Property  
Development  
Centers**  
5918 Stoneridge Mall Road  
Pleasanton, CA 94588  
Phone: 925 738 1202  
Fax: 925 467 2861

**51<sup>ST</sup> & Broadway**  
Store No. 3132  
Oakland, California

BENNER  
STANGE  
ASSOCIATES  
ARCHITECTS, INC.  
5200 S.W. MEADOWS RD.  
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**DR  
10**



2 SOUTHWEST VIEW  
SCALE: N.T.S.



3 SOUTHWEST VIEW  
SCALE: N.T.S.



4 SOUTHWEST VIEW  
SCALE: N.T.S.



5 SOUTHWEST VIEW  
SCALE: N.T.S.



6 SOUTH VIEW  
SCALE: N.T.S.



7 SOUTH VIEW  
SCALE: N.T.S.



8 SOUTHWEST VIEW  
SCALE: N.T.S.



9 SOUTHWEST VIEW  
SCALE: N.T.S.



10 SOUTHWEST VIEW  
SCALE: N.T.S.



11 SOUTHWEST VIEW  
SCALE: N.T.S.



12 SOUTH VIEW  
SCALE: N.T.S.



13 SOUTHWEST VIEW  
SCALE: N.T.S.



14 SOUTHWEST VIEW  
SCALE: N.T.S.



15 NORTHWEST VIEW  
SCALE: N.T.S.



16 NORTHWEST VIEW  
SCALE: N.T.S.



17 WEST VIEW  
SCALE: N.T.S.



18 SOUTHWEST VIEW  
SCALE: N.T.S.



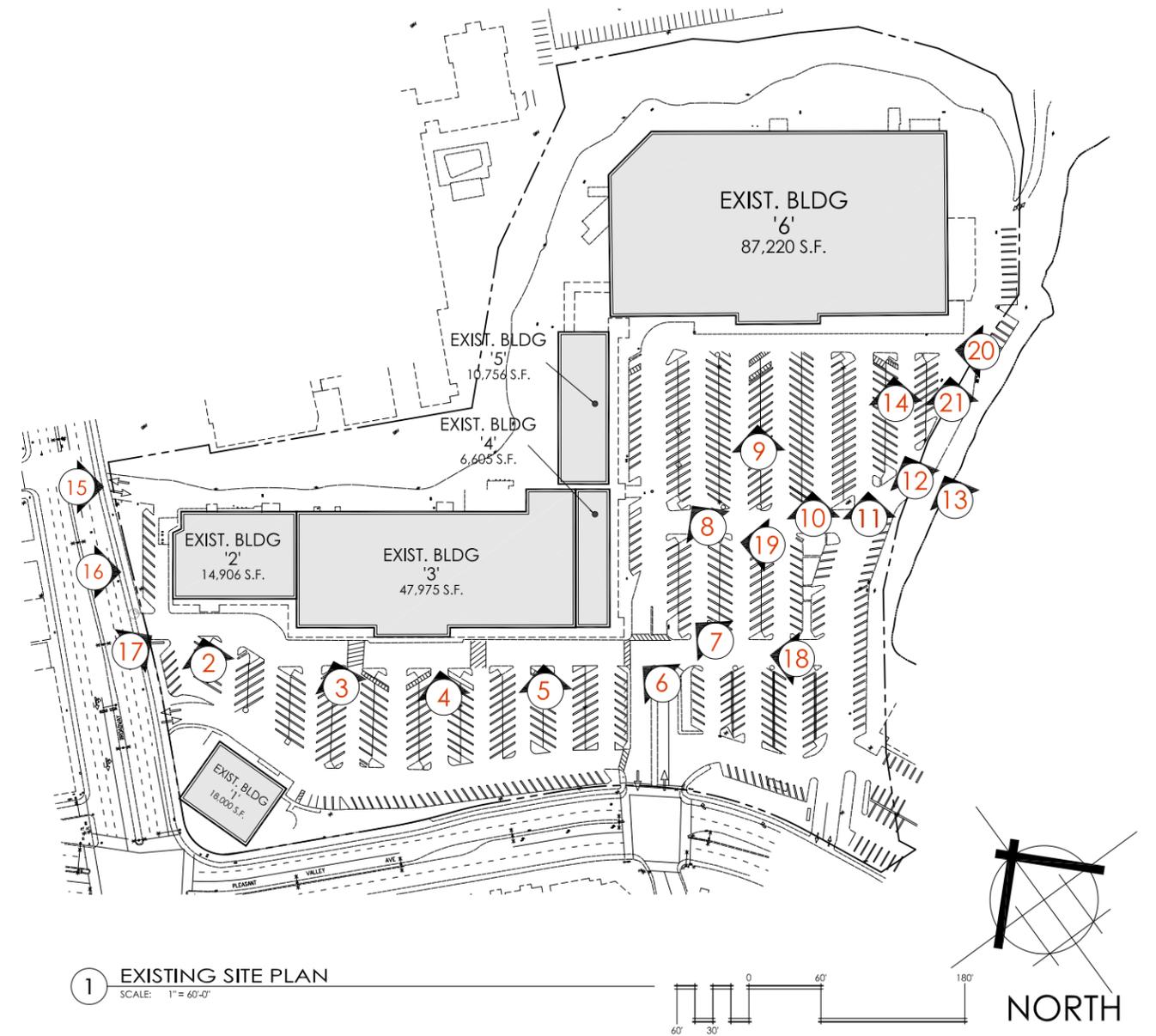
19 SOUTHWEST VIEW  
SCALE: N.T.S.



20 SOUTHWEST VIEW  
SCALE: N.T.S.



21 SOUTHWEST VIEW  
SCALE: N.T.S.



1 EXISTING SITE PLAN  
SCALE: 1" = 60'-0"

Dev. Review  
October 4, 2010 Revised

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 5918 Stoneridge Mall Road  
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# 51<sup>ST</sup> & Broadway

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**DR 11**



1 VIEW FROM BROADWAY LOOKING SOUTHEAST  
N.T.S.



2 VIEW FROM PLEASANT VALLEY AVE. LOOKING SOUTHWEST  
N.T.S.



3 VIEW FROM PLEASANT VALLEY AVENUE LOOKING NORTHEAST  
N.T.S.



4 VIEW FROM BROADWAY LOOKING NORTHWEST  
N.T.S.

Dev. Review  
October 4, 2010 Revised

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**DR  
12**



① VIEW FROM BROADWAY LOOKING NORTHWEST  
N.T.S.



② VIEW OF WATER RESERVOIR LOOKING NORTHEAST  
N.T.S.

Dev. Review  
October 4, 2010 Revised

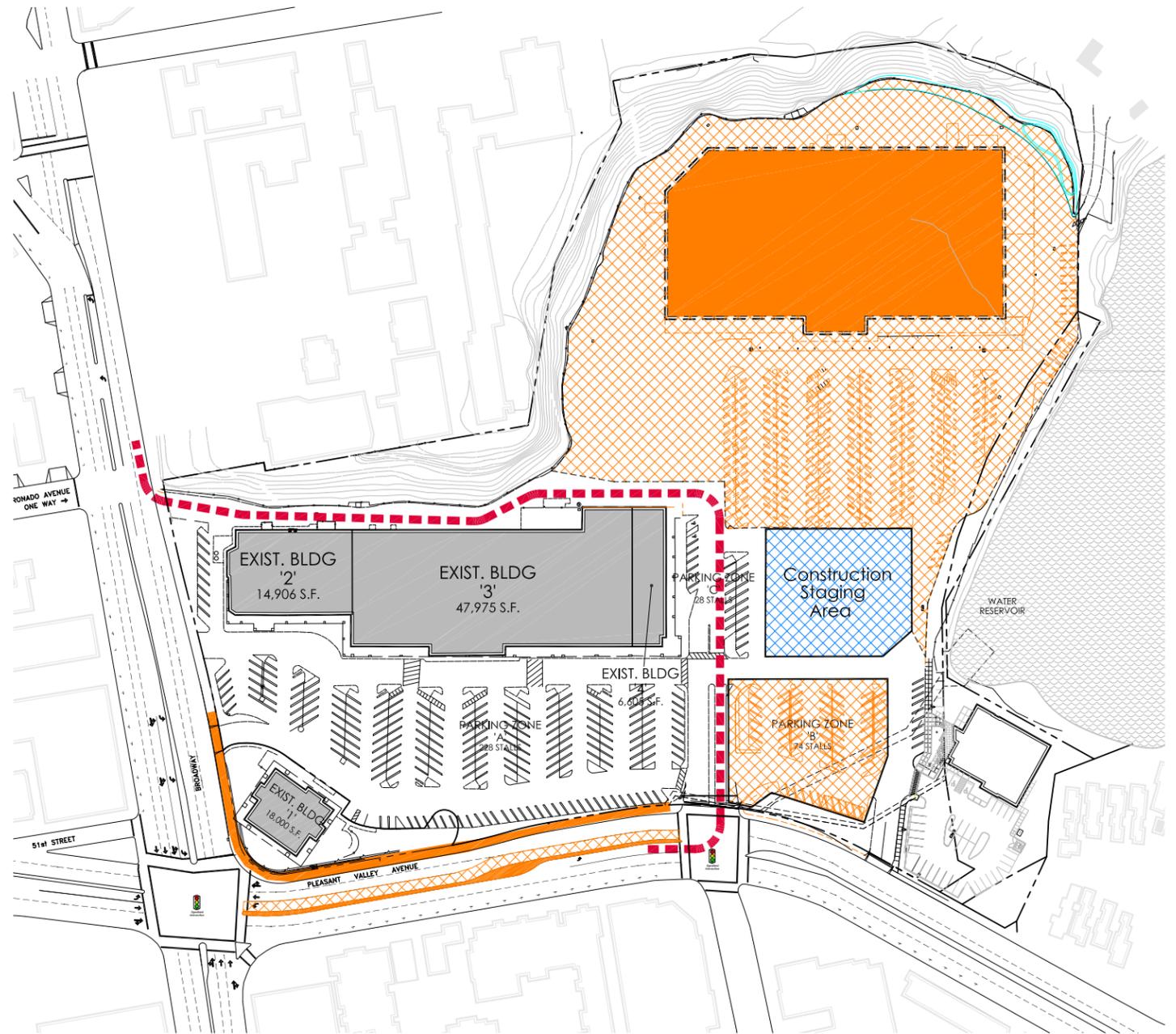
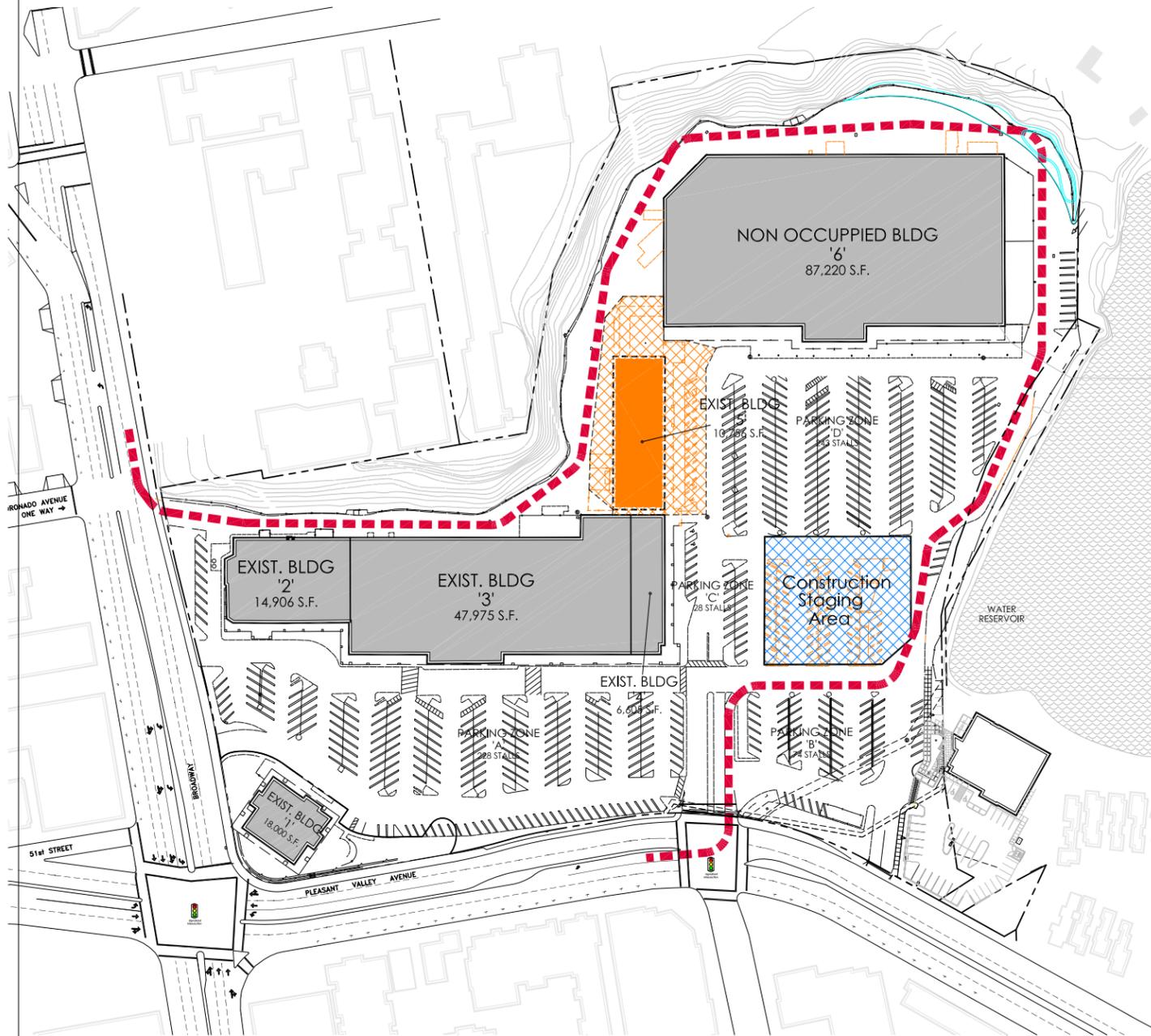
**Property  
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**DR  
13**



DEMO   
  DEMO ZONE   
  NEW CONST.   
  NEW CONST. ZONE   
  EXISTING   
  STAGING   
  SERVICE ROUTE

1 PHASE 'I' DEMO  
SCALE: N.T.S.

2 PHASE 'II' DEMO  
SCALE: N.T.S.

### DEMO AND PHASE PLANS



Dev. Review  
October 4, 2010 Revised

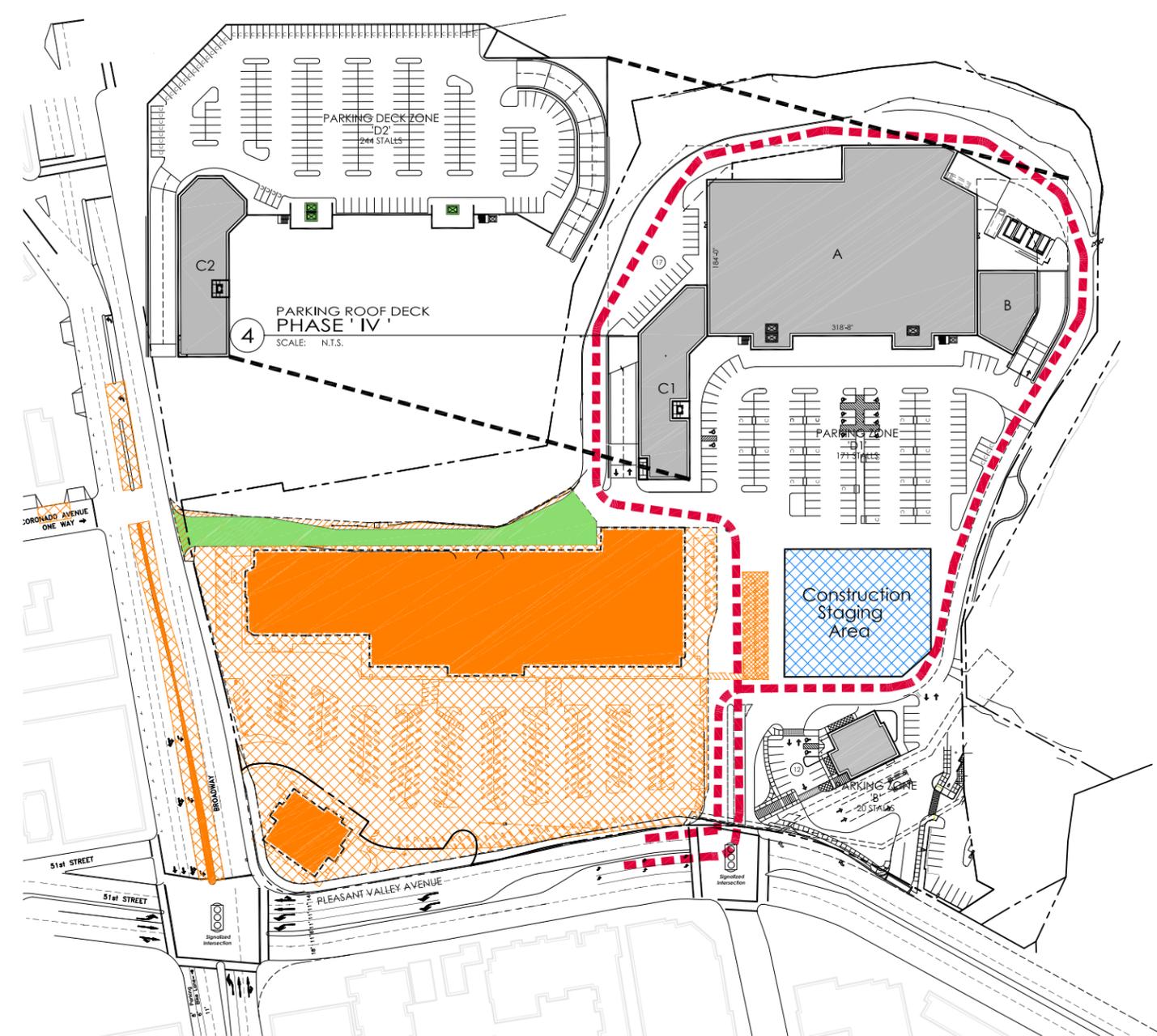
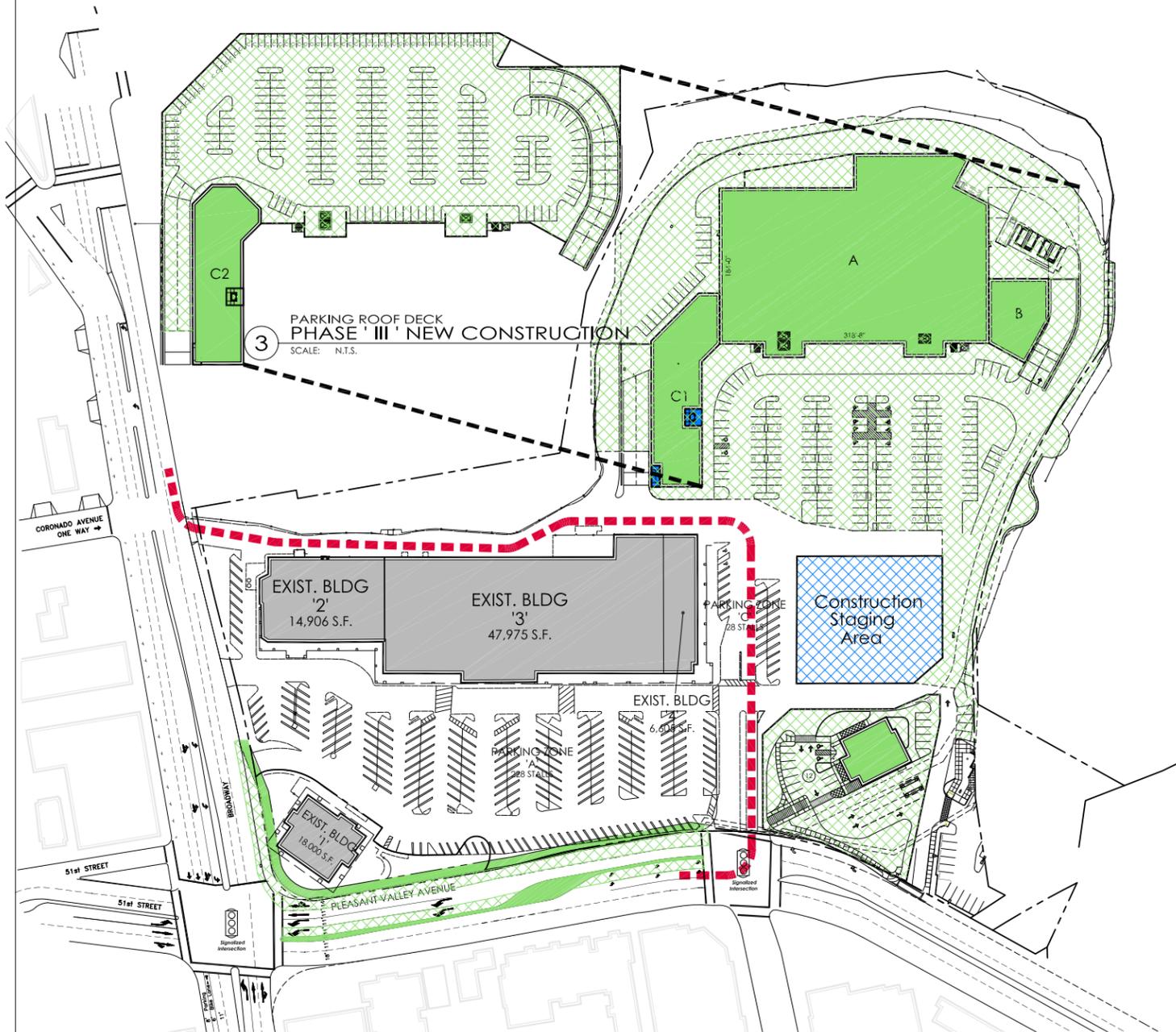

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DR  
14a



DEMO
  DEMO ZONE
  NEW CONST.
  NEW CONST. ZONE
  EXISTING
  STAGING
  SERVICE ROUTE

DEMO
  DEMO ZONE
  NEW CONST.
  NEW CONST. ZONE
  EXISTING
  STAGING
  SERVICE ROUTE

3 PHASE 'III' NEW CONSTRUCTION  
SCALE: N.T.S.

4 PHASE 'IV' DEMO  
SCALE: N.T.S.

## DEMO AND PHASE PLANS



Dev. Review  
October 4, 2010 Revised

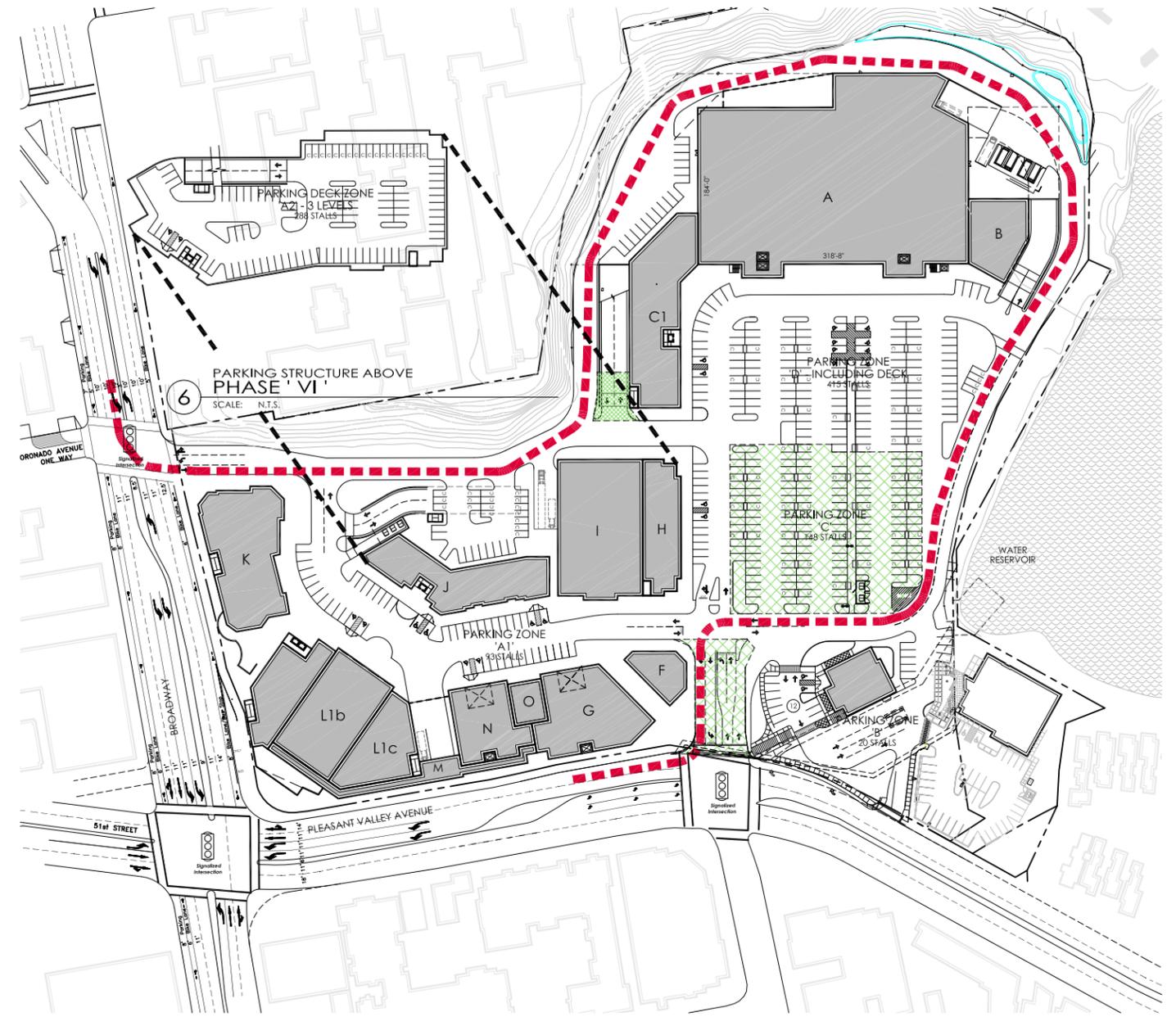
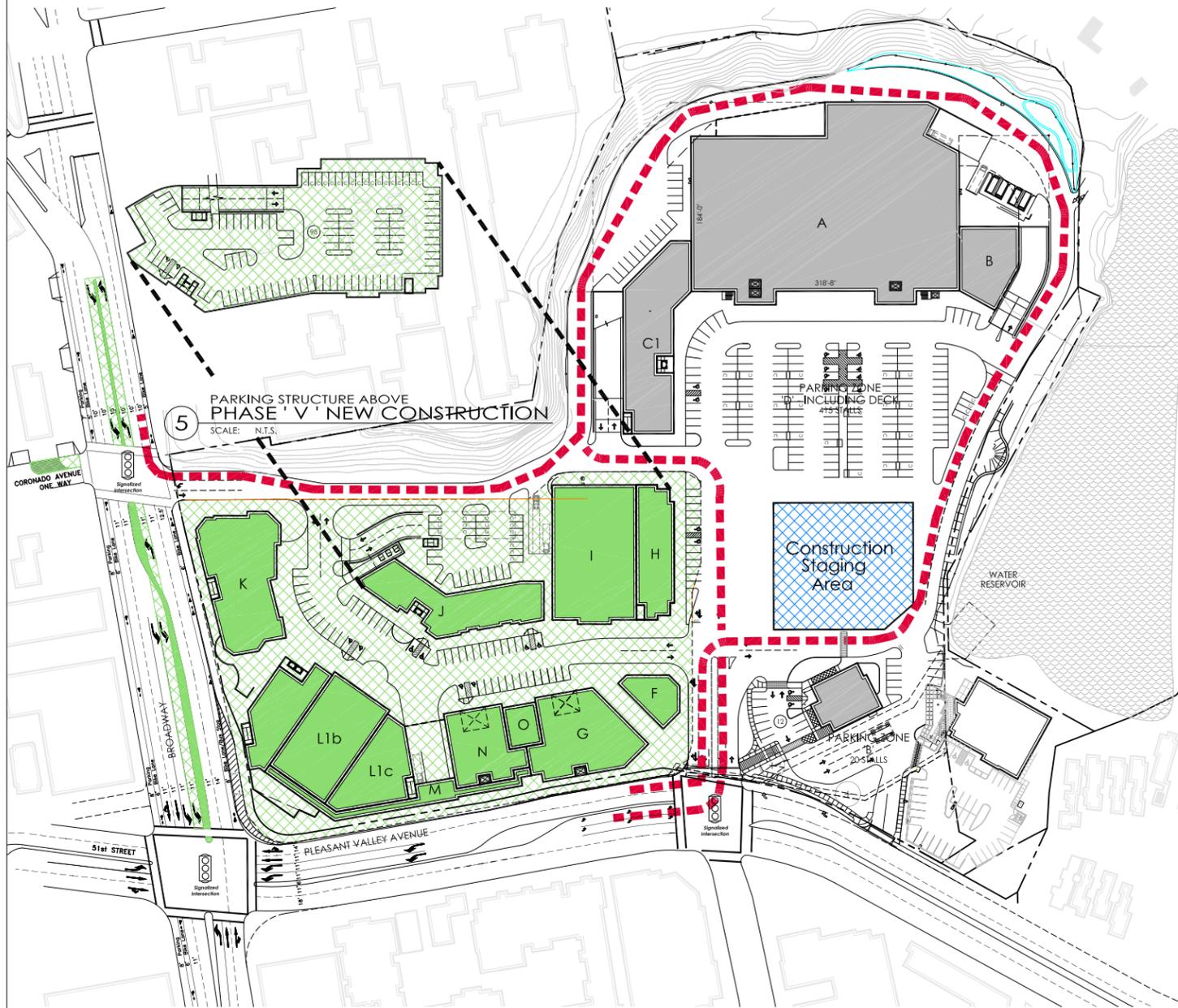

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**DR  
14b**



DEMO
  DEMO ZONE
  NEW CONST.
  NEW CONST. ZONE
  EXISTING
  STAGING
  SERVICE ROUTE

DEMO
  DEMO ZONE
  NEW CONST.
  NEW CONST. ZONE
  EXISTING
  STAGING
  SERVICE ROUTE

5 PHASE 'V' NEW CONSTRUCTION  
SCALE: N.T.S.

6 PHASE 'VI' FINAL CONSTRUCTION  
SCALE: N.T.S.

### DEMO AND PHASE PLANS



Dev. Review  
October 4, 2010 Revised

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 bsa@bsaarch.com



DR  
14C



1 EXISTING VIEW FROM BROADWAY LOOKING EAST  
N.T.S.



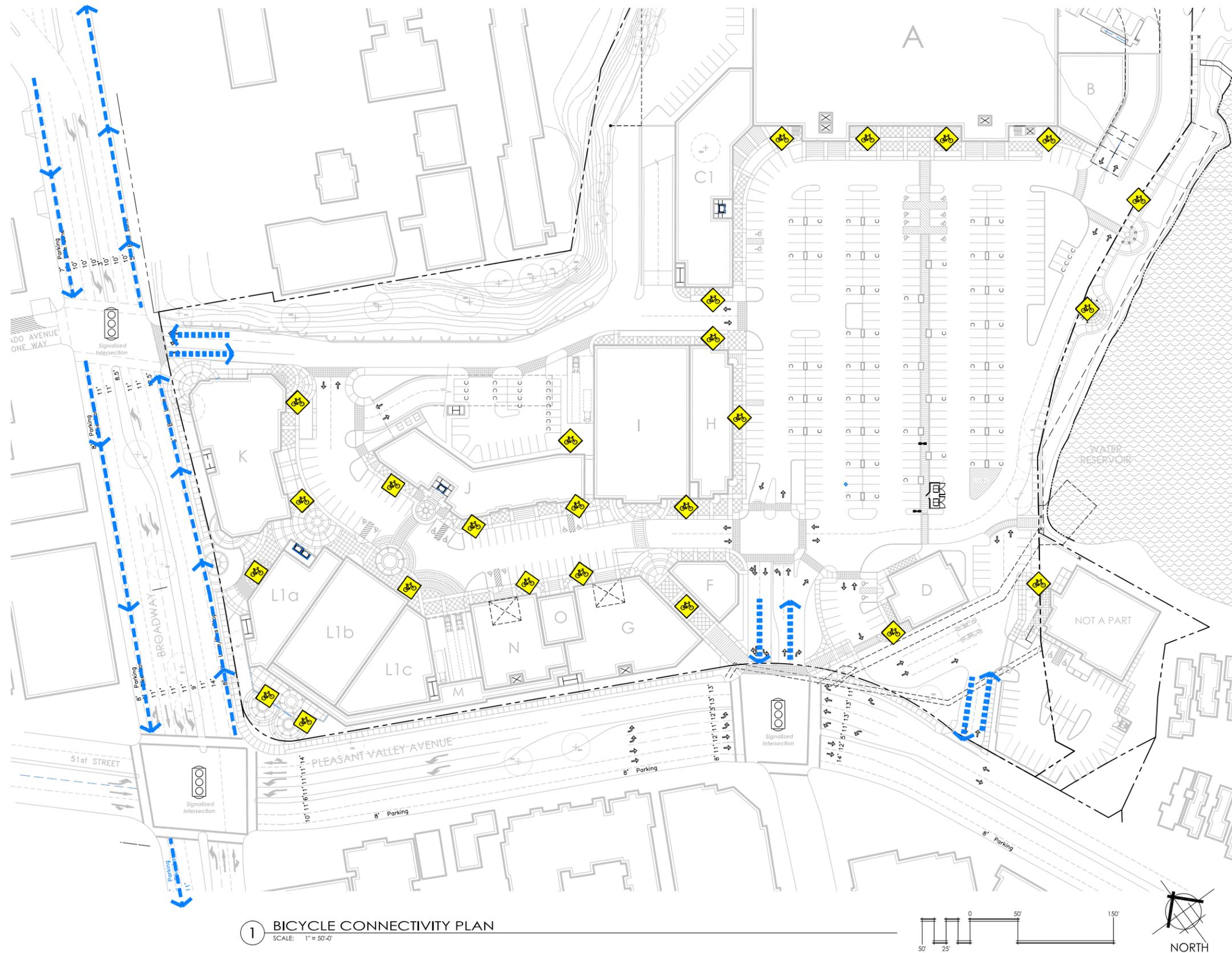
2 EXISTING VIEW FROM PLEASANT VALLEY LOOKING NORTH  
N.T.S.



3 PROPOSED VIEW FROM BROADWAY LOOKING EAST  
N.T.S.



4 PROPOSED VIEW FROM PLEASANT VALLEY LOOKING NORTH  
N.T.S.



LONG TERM / SHORT TERM  
BICYCLE PARKING RACK LOCATIONS



BICYCLE PATHWAY ROUTES  
& ACCESS POINTS

### Bicycle Parking Requirements

(Section 17.117.110)	GLA	Short-Term	Long-Term
BUILDING 'A': (SAFEWAY) Retail	65,019	13	5
BUILDING 'B': Retail	5,823	2	2
BUILDING 'C1': Retail	12,853	2	2
BUILDING 'C2': Office	13,311	2	2
BUILDING 'D': Bank	4,213	2	2
BUILDING 'E': (not provided)			
BUILDING 'F': Retail	2,913	2	2
BUILDING 'G': Retail	10,580	2	2
BUILDING 'G2': Retail	10,726	2	2
BUILDING 'H': Retail	6,688	2	2
BUILDING 'I': Retail	16,200	3	2
BUILDING 'J': Retail	10,204	2	2
BUILDING 'K': Retail	13,012	3	2
BUILDING 'L0': (Street) Retail	29,056	6	3
BUILDING 'L1a': Retail	8,367	2	2
BUILDING 'L1b': Retail	10,800	2	2
BUILDING 'L1c': Retail	6,684	2	2
BUILDING 'L2a': Retail	21,650	4	2
BUILDING 'L2b': Retail	14,830	3	2
BUILDING 'N': Retail	6,667	2	2
BUILDING 'N2': Retail	7,792	2	2
BUILDING 'O': Retail	2,000	2	2
<b>Total spaces required</b>	<b>279,388</b>	<b>62</b>	<b>46</b>

Short - Term

RETAIL - 1 space for each 5,000 sf of floor area. Minimum requirement is 2 spaces  
OFFICE - 1 space for each 20,000 sf of floor area. Minimum requirement is 2 spaces

Long - Term

RETAIL - 1 space for each 12,000 sf of floor area. Minimum requirement is 2 spaces  
OFFICE - 1 space for each 10,000 sf of floor area. Minimum requirement is 2 spaces

1 BICYCLE CONNECTIVITY PLAN  
SCALE: 1" = 50'-0"

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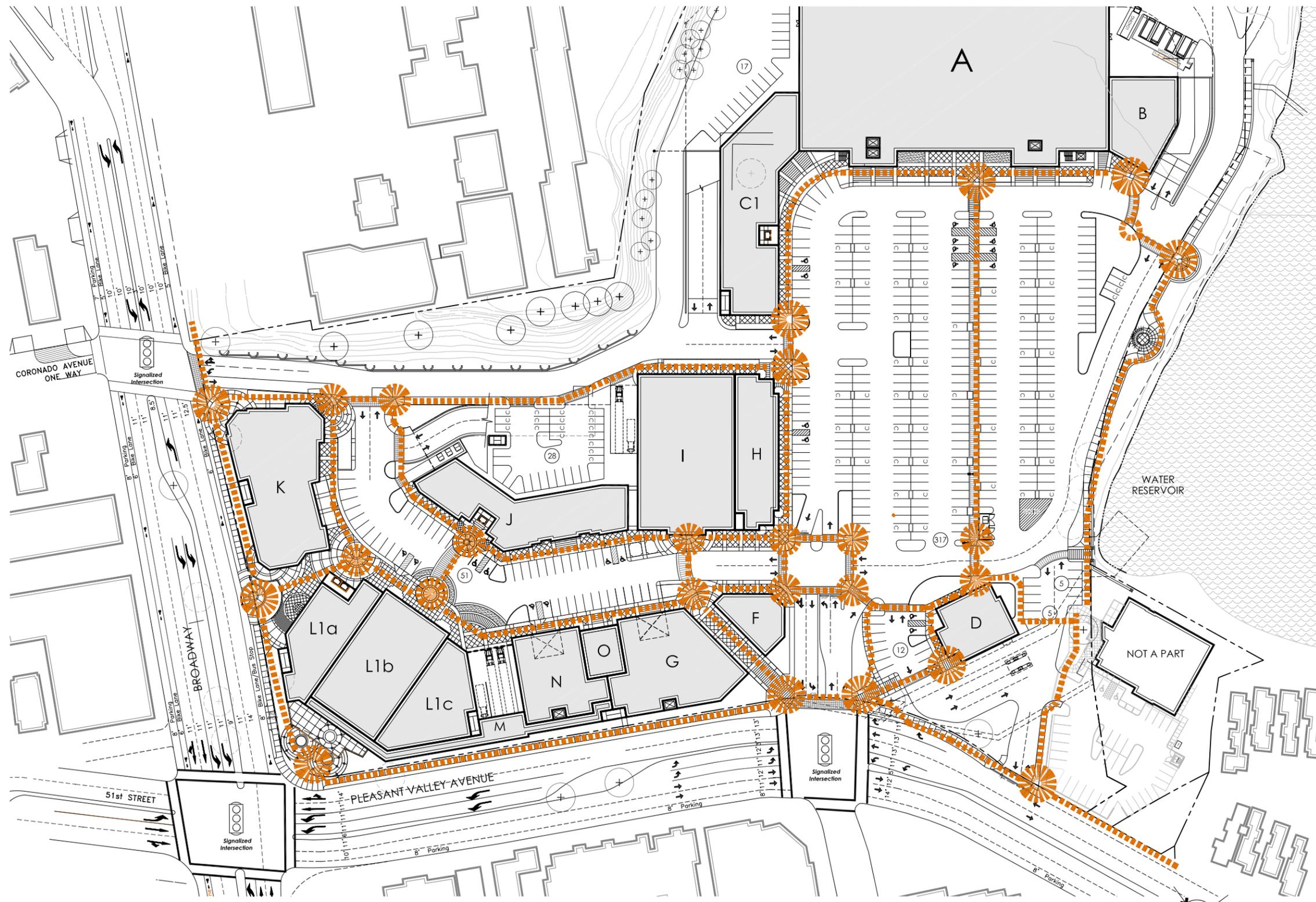
**51<sup>ST</sup> & Broadway**  
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Oakland, California

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Dev. Review  
October 4, 2010 Revised



-  INTERNAL PEDESTRIAN ROUTES
-  PEDESTRIAN PATH CONNECTIONS

1 PEDESTRIAN CONNECTIVITY PLAN  
SCALE: 1" = 50'-0"



Dev. Review  
October 4, 2010 Revised

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**DR 17**



1 PROPOSED BROADWAY ENTRY AERIAL VIEW  
N.T.S.



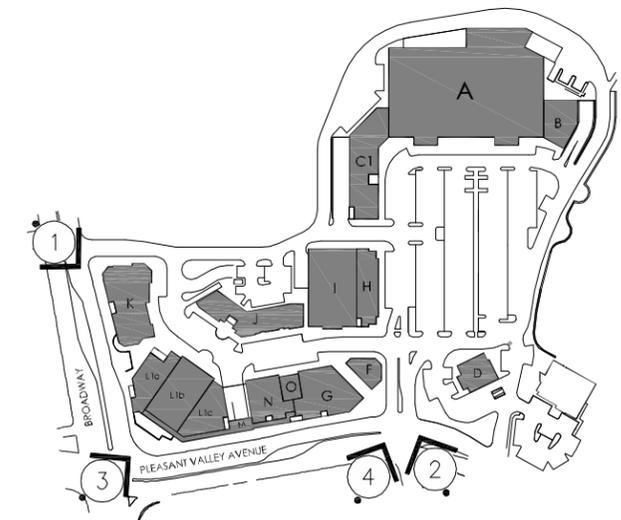
2 PROPOSED PLEASANT VALLEY MAIN ENTRY AERIAL VIEW  
N.T.S.



3 PROPOSED BROADWAY & PLEASANT VALLEY AERIAL VIEW  
N.T.S.



4 PROPOSED PLEASANT VALLEY MAIN ENTRY VIEW  
N.T.S.



Dev. Review  
October 4, 2010 Revised

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Oakland, California

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ASSOCIATES**  
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(503) 670-0234  
FAX (503) 670-0235  
bsa@bsaarch.com



**DR  
18**



1 PROPOSED INTERIOR AERIAL VIEW  
N.T.S.



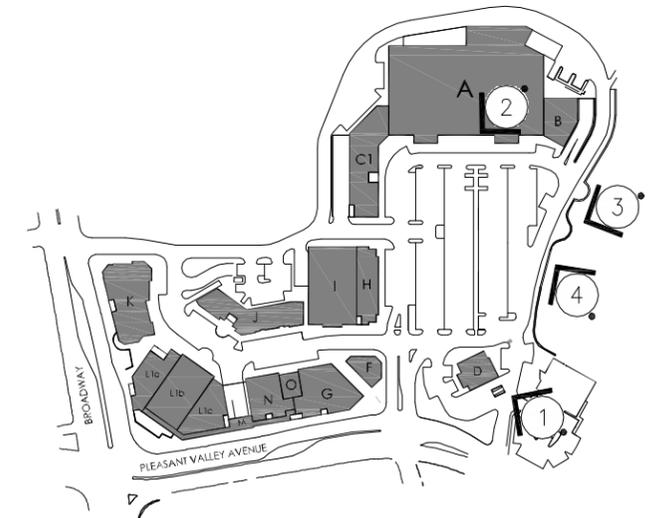
2 PROPOSED INTERIOR AERIAL VIEW  
N.T.S.



3 PROPOSED INTERIOR AERIAL VIEW  
N.T.S.



4 PROPOSED INTERIOR AERIAL VIEW  
N.T.S.



Dev. Review  
October 4, 2010 Revised

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Centers**  
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Oakland, California

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**BSAA**  
Architecture & Planning

**DR  
19**



① PROPOSED BROADWAY & PLEASANT VALLEY AERIAL VIEW  
N.T.S.



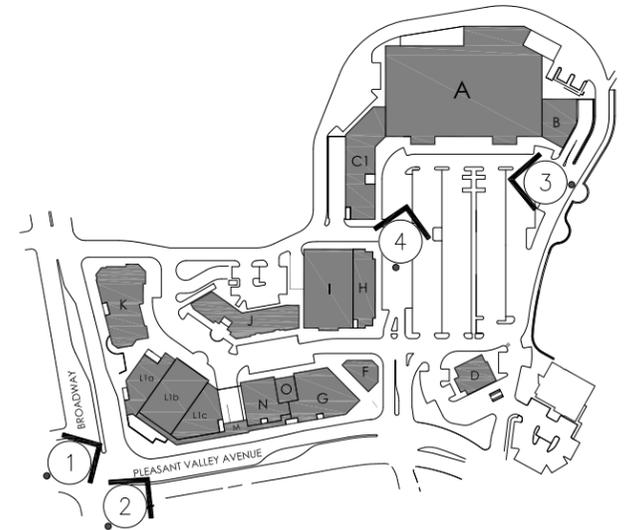
② PROPOSED BROADWAY & PLEASANT VALLEY AERIAL VIEW  
N.T.S.



③ PROPOSED VIEW AT SAFEWAY  
N.T.S.



④ PROPOSED VIEW AT SAFEWAY  
N.T.S.



Dev. Review  
October 4, 2010 Revised

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**DR  
20**



1 PROPOSED VIEW BETWEEN BUILDINGS "J" AND "L"  
N.T.S.



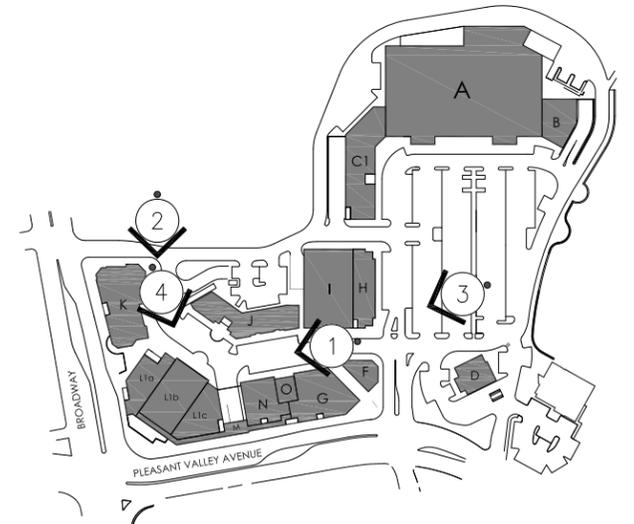
2 PROPOSED VIEW BETWEEN BUILDINGS "J" AND "L"  
N.T.S.



3 PROPOSED VIEW BETWEEN BUILDINGS "C" AND "H"  
N.T.S.



4 PROPOSED VIEW BETWEEN BUILDINGS "K" AND "L"  
N.T.S.



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**DR  
21**



1 PROPOSED PLAZA VIEW OF BUILDING 'J' AND 'L'  
N.T.S.



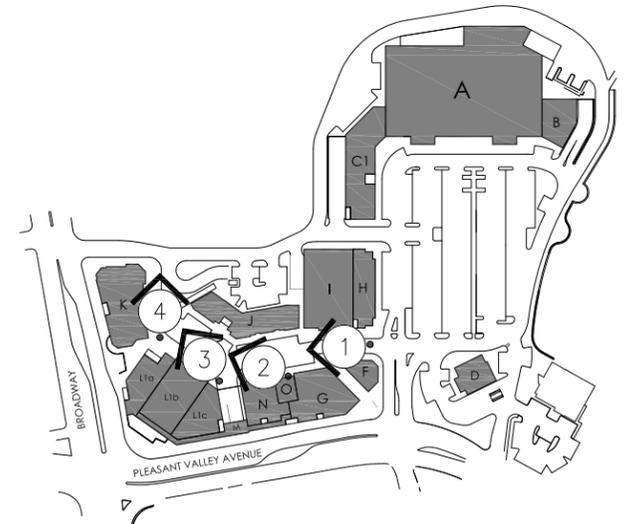
2 PROPOSED PLAZA VIEW OF BUILDING 'L'  
N.T.S.



3 PROPOSED PLAZA VIEW OF BUILDING 'J' AND 'L'  
N.T.S.



4 PROPOSED PLAZA VIEW OF BUILDING 'L'  
N.T.S.



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22**



1 PROPOSED PLAZA VIEW BETWEEN BUILDING 'G' & 'F'  
N.T.S.



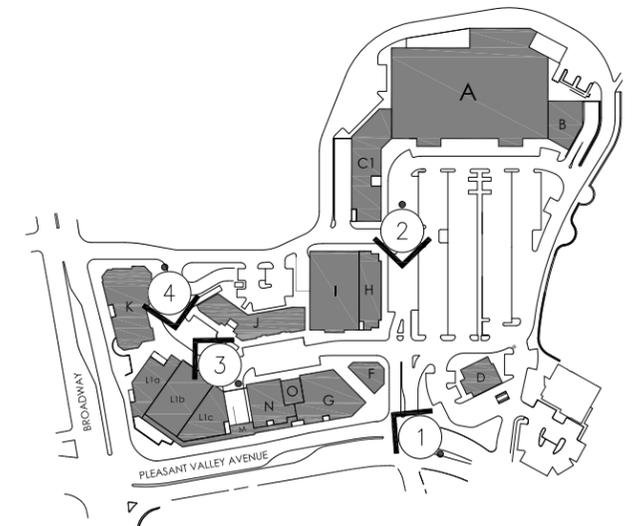
2 PROPOSED PLAZA VIEW LOOKING PLEASANT VALLEY  
N.T.S.



3 PROPOSED PLAZA VIEW OF BUILDING 'L'  
N.T.S.



4 PROPOSED PLAZA VIEW OF BUILDING 'L'  
N.T.S.



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October 4, 2010 Revised

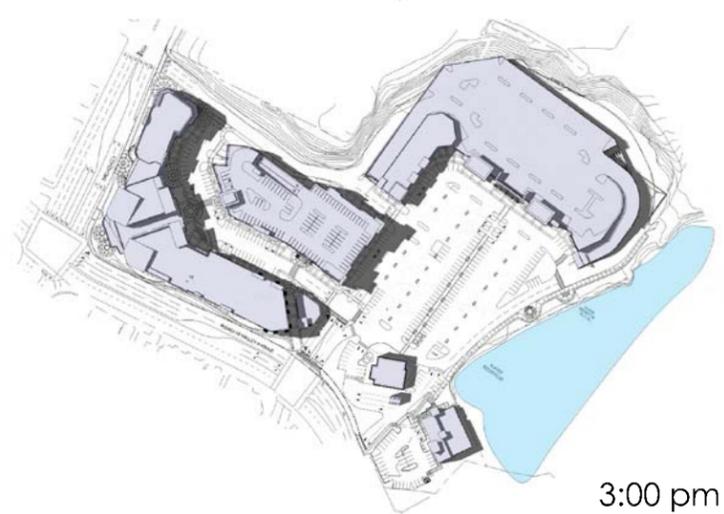
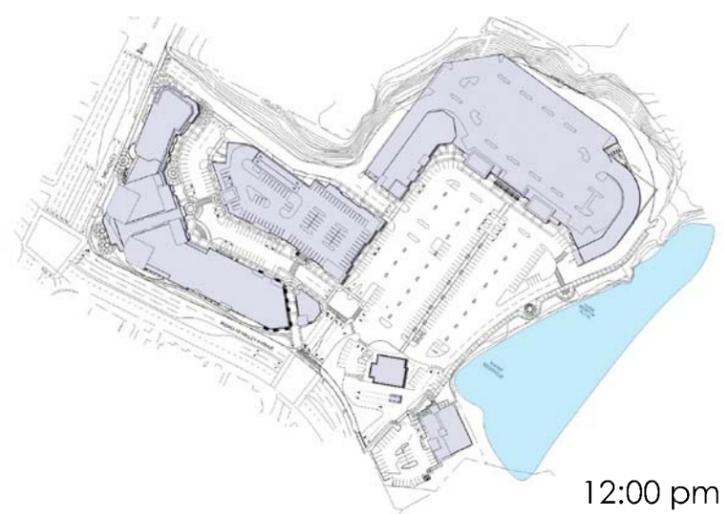
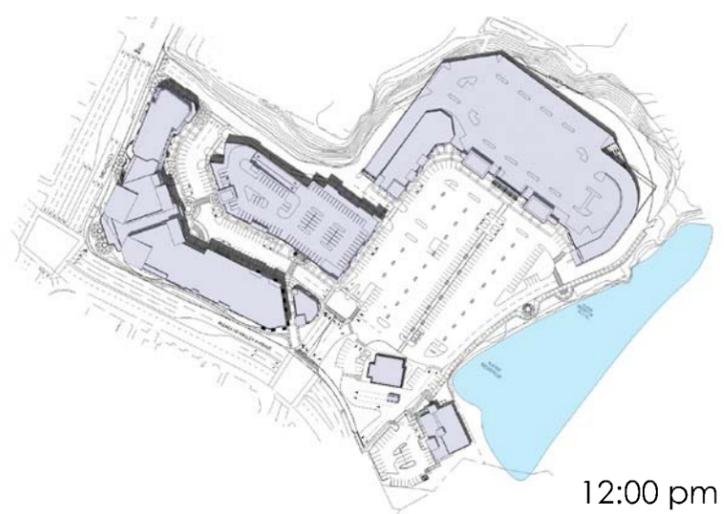
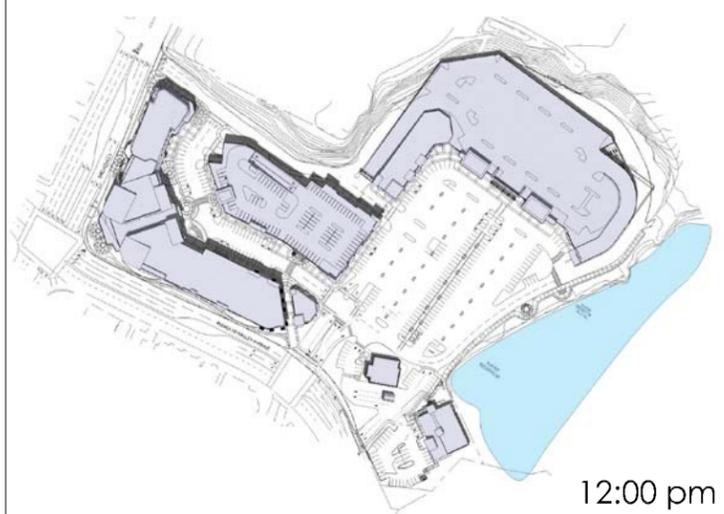
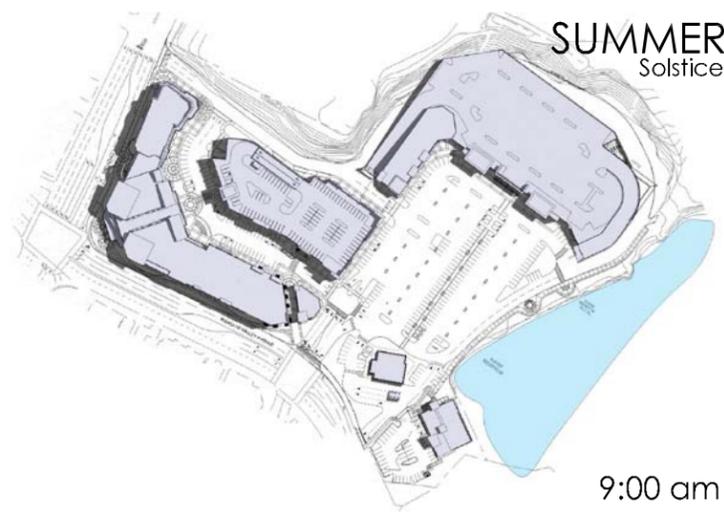
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**DR  
23**



① SHADOW DIAGRAMS  
N.T.S.



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**DR  
24**

# LEGEND



PARKING LOT & PLAZA "ORNAMENTAL" LIGHT POLES (15'-25' HIGH)

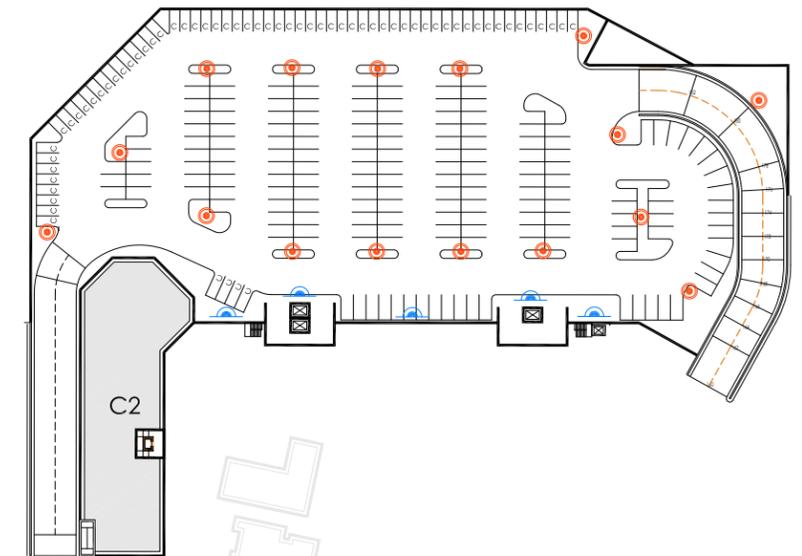


OVERHEAD PARKING DECK ABOVE CEILING LIGHTING (+/- 12'-0" ABOVE F.F.E)

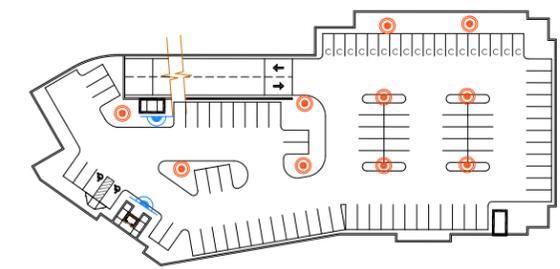


"ORNAMENTAL" BUILDING LIGHTING (+/- 9'-0" HIGH)

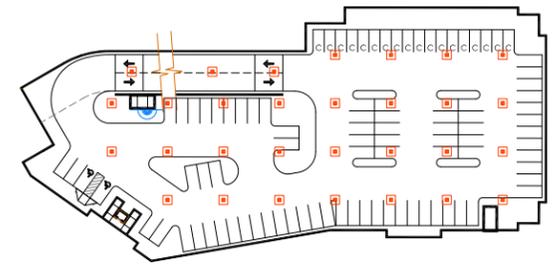
NOTE:  
ALL LIGHTING LOCATIONS SHOWN ARE "PRELIMINARY".  
FINAL LOCATIONS, HEIGHTS & STYLES WILL BE DETERMINED LATER BY  
A SITE PHOTOMETRIC PREPARED BY THE SITE ELECTRICAL ENGINEER & ARCHITECT.



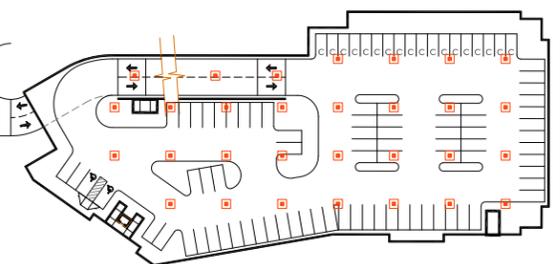
2 UPPER LEVEL OFFICE and MAJOR 'A' PARKING  
SCALE: 60' = 1'-0"



5 UPPER LEVEL PARKING DECK (H, I, J)  
SCALE: 60' = 1'-0"



4 THIRD LEVEL PARKING DECK (H, I, J)  
SCALE: 60' = 1'-0"



3 SECOND LEVEL PARKING DECK (H, I, J)  
SCALE: 60' = 1'-0"



1 SITE & BUILDING LIGHTING PLAN  
SCALE: 1" = 60'-0"



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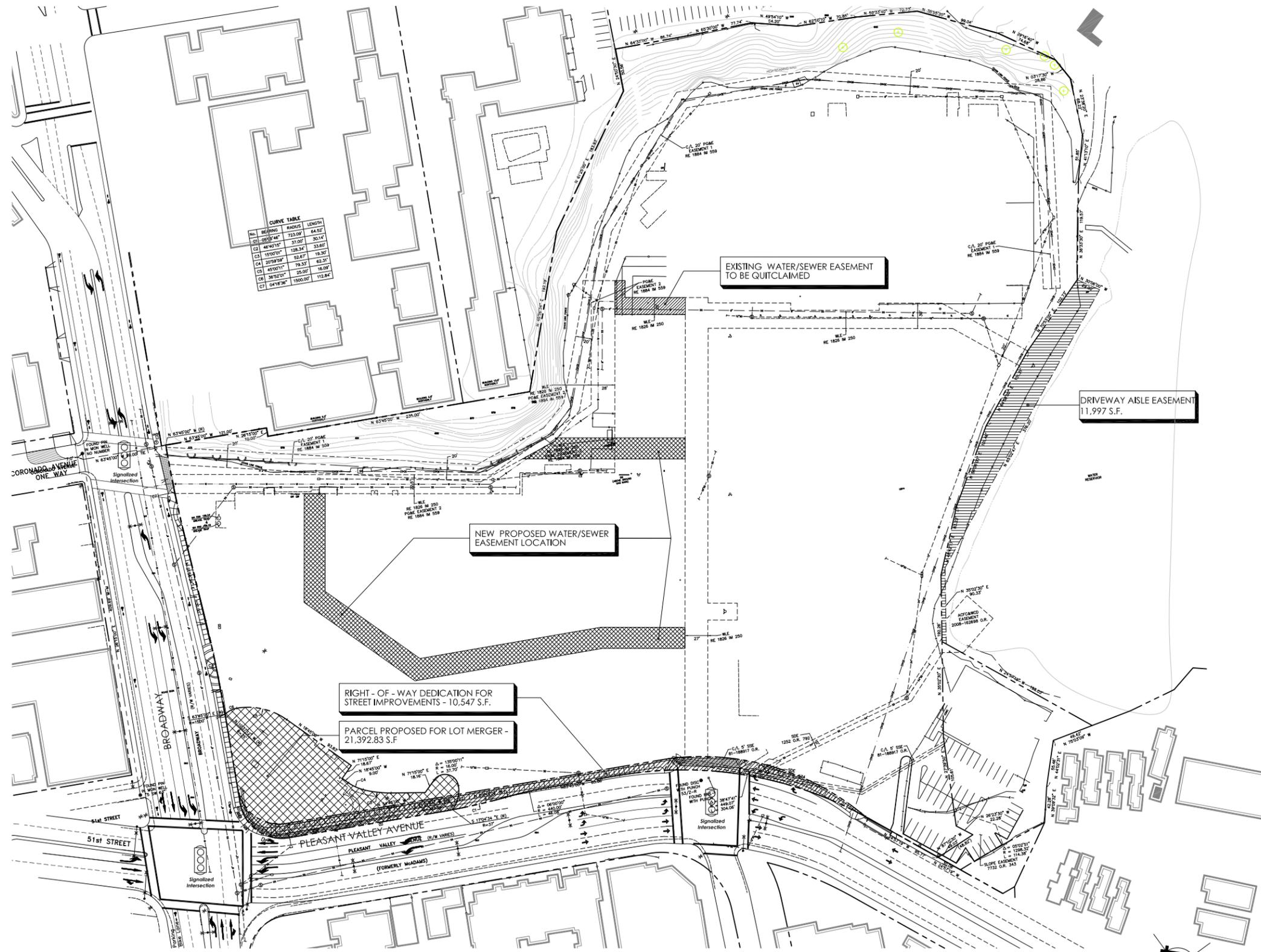
**51<sup>ST</sup> & Broadway**  
Store No. 3132  
Oakland, California

**BENNER STANGE ASSOCIATES ARCHITECTS, INC.**  
5200 S.W. MEADOWS RD.  
SUITE B-130  
LAKE OSWEGO, OR 97035  
(503) 670-0234  
FAX (503) 670-0235  
bsa@bsaarch.com



**DR 25**

Dev. Review  
October 4, 2010 Revised



PROPOSED EASEMENT and PROPERTY LINE ADJUSTMENT DEDICATION



Dev. Review  
October 4, 2010 Revised

**Property Development Centers**  
5918 Stoneridge Mall Road  
Pleasanton, CA 94588  
Phone: 925 738 1202  
Fax: 925 467 2861

**51<sup>ST</sup> & Broadway**  
Store No. 3132  
Oakland, California

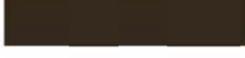
**BENNER STANGE ASSOCIATES ARCHITECTS, INC.**  
5200 S.W. MEADOWS RD., SUITE B-130  
LAKE OSWEGO, OR 97035  
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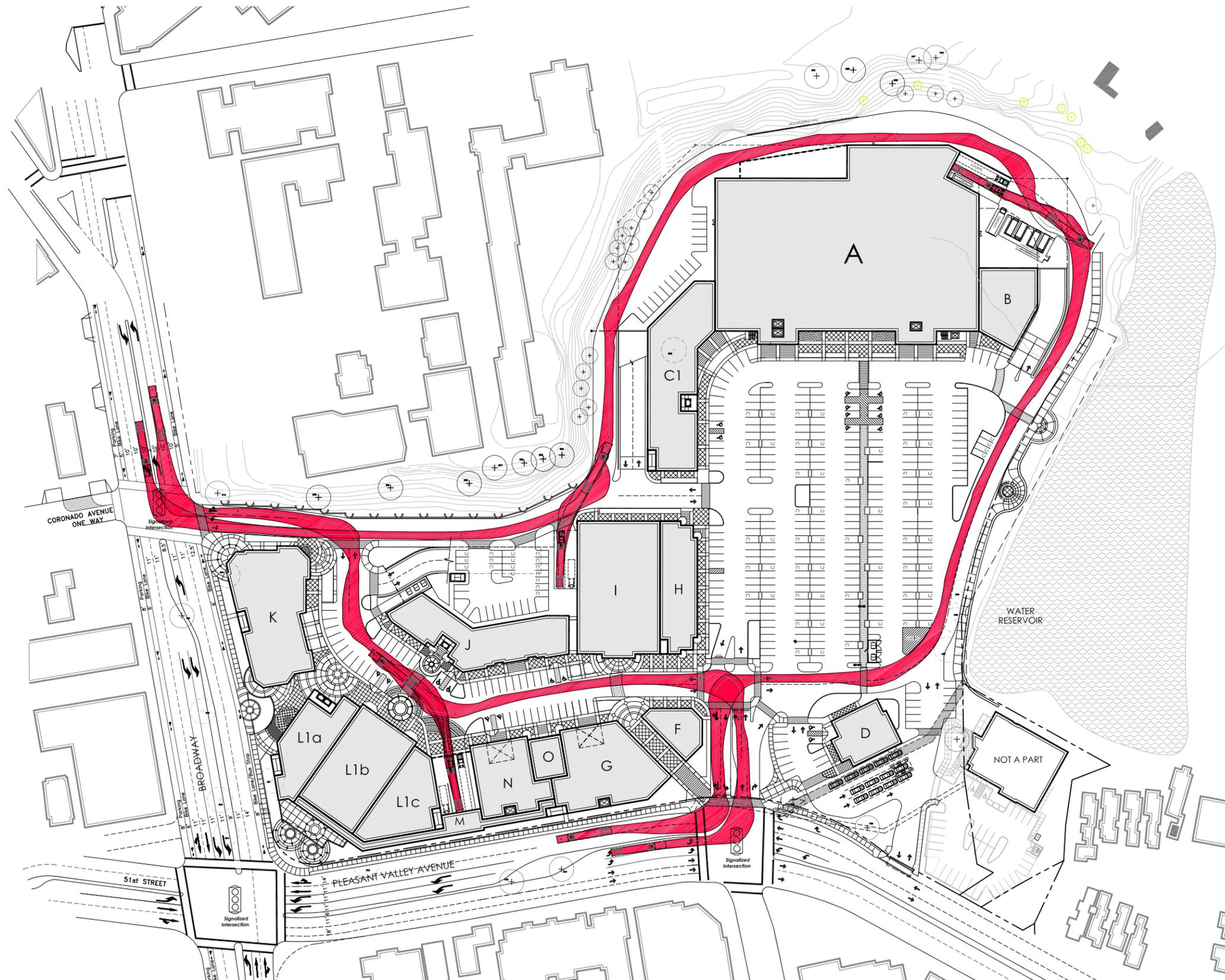
**DR 26**

# 51<sup>st</sup> & Broadway

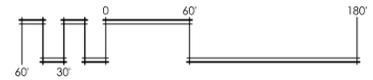
Oakland, California  
 COLOR/ MATERIAL SCHEDULE  
 July 27, 2010

	COLOR		
	AA	'DUNN EDWARDS' 1546 GARGOYLE	
	BB	'DUNN EDWARDS' DEC-760 DESERT GREY	
	CC	'DUNN EDWARDS' DE-6172 BUNGALOW TAUPE	
	DD	'DUNN EDWARDS' HC-83 GRANITE BEIGE	
	EE	'DUNN EDWARDS' DEA-187 BLACK	
	FF	'ICI' A1824 CAMEL TAN	
	GG	'ICI' A1679 SQUARE DANCE	
	HH	'ICI' A0483 CORDOVAN	
	JJ	'ICI' A1763 AFTERNOON TEA	
	KK	'ICI' A2006 CHARCOAL SLATE	
	LL	'ICI' A1943 WEST COAST GREY	
	MM	'ICI' A1784 ARROW WOOD	
	NN	'ICI' A1666 BLACK BORDEAUX	
	PP	'ICI' A2014 OBSIDIAN GLASS	
	QQ	'BASALITE' D375 SPLIT FACE	

Dev. Review  
 October 4, 2010 Revised



1 SITE PLAN - TRUCK SERVICE ROUTE  
SCALE: 60'-0" = 1'-0"



Dev. Review  
October 4, 2010 Revised

**Property Development Centers**  
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# 51<sup>ST</sup> & Broadway

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FAX (503) 670-0235  
bsa@bsaarch.com

**BSAA**  
Architecture & Planning

DR  
28



### LANDSCAPE LEGEND

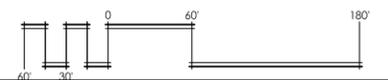
SYMBOL	COMMON NAME BOTANICAL NAME	SIZE/COND.	SPACING
<b>TREES</b>			
GVZ	Green Vase Zelkova Zelkova serrate 'Green Vase'	24" Box 10'-11"x4'x5'	as shown
LP	London Planetree Platanus acerifolia 'Columbia'	24" Box 10'-12"x4'x5'	as shown
MP	Monterey Pine Pinus radiata	24" Box 8'-10'	as shown
O	Olive Olea europea 'Swan Hill'	24" Box 9'-11"x4'x5'	as shown
RP	Redspire Pear Pyrus calleryana 'Redspire'	24" Box 9'-11"x4'x5'	as shown
SM	Southern Magnolia Magnolia grandiflora 'St. Marys'	24" Box 9'-11"x4'x5'	as shown
<b>SHRUBS</b>			
BE	Boxleaf Euonymus Euonymus japonicus 'Microphyllus'	5 Gal.	2.5' o.c.
BIH	Ballerina India Hawthorne Raphiolepis indica 'Ballerina'	5 Gal.	2.5' o.c.
BH	Burford Holly Ilex cornuta 'Burfordii nana'	5 Gal.	3' o.c.
CIH	Clara India Hawthorne Raphiolepis indica 'Clara'	5 Gal.	3' o.c.
HB	Heavenly Bamboo Nandina domestica 'Sienna Sunrise'	5 Gal.	4' o.c.
MR	Meidiland Rose Rosa meidiland 'Pink'	2 Gal.	2.5' o.c.
NZF	New Zealand Flax Phormium tenax 'Pink Stripe'	5 Gal.	5' o.c.
PPE	Pink Princess Escallonia Escallonia x exoniensis 'Fradesi'	5 Gal.	4' o.c.
RGB	Rose Glow Barberry Berberis thunbergii 'Rose Glow'	5 Gal.	4' o.c.
RR	Rock Rose Cistus incanus	5 Gal.	4' o.c.
SBV	Spring Bouquet Viburnum Viburnum tinus 'Spring Bouquet'	5 Gal.	3.5' o.c.
<b>GROUND COVER</b>			
	Big Blue Lily Turf Liriope muscari 'Big Blue'	4" Pot	12" o.c.
	Bearberry Cotoneaster Cotoneaster dammeri	1 Gal.	18" o.c.
	Lawn		
	<b>BIORETENTION AREA</b> Area comprised of Emergent Grass Species, Herbaceous Species, Shrub Species and Tree Species as per Alameda Countywide Clean Water Program.		

### LANDSCAPE NOTES

- Landscape plan is schematic and indicates a typical character for the landscape development of the site. Plantings indicated are typical of but not limited to the type and variety shown. More developed and detailed preliminary landscape plans will be submitted upon approval of the site and schematic landscape plans.
- Installation must fully comply with all landscape code requirements and any City of Oakland, CA, conditions of approval.
- Irrigation to be provided by a fully automatic underground system using state of the art equipment.
- All planting beds to be mulched with a 3" layer of composted medium grind mulch.

- Existing tree to remain
- Existing Protected Tree to remain
- Protected Tree to be removed

**1** LANDSCAPE PLAN  
SCALE: 60' = 1'-0"



**CHRISTOPHER FRESHLEY**  
LANDSCAPE ARCHITECT  
1020 S.W. TAYLOR SUITE 355 • PORTLAND, OREGON 97205 • 503/222-8881 • (FAX): 503/224-7069  
(E-MAIL): FRESHLEY@CRFSTOFFICE.NET



Dev. Review  
October 4, 2010 Revised

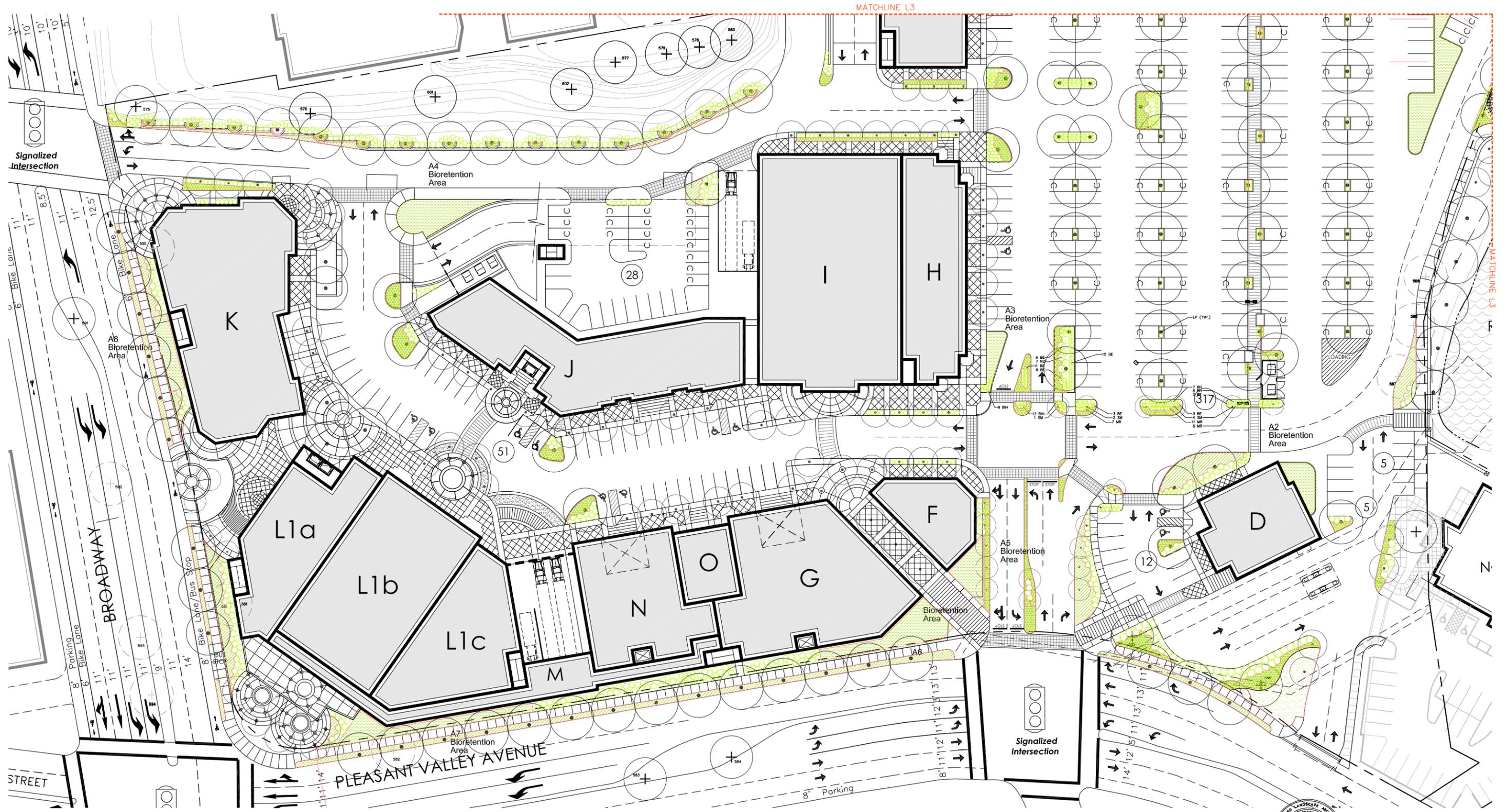
**Property Development Centers**  
5918 Stoneridge Mall Road  
Pleasanton, CA 94588  
Phone: 925 738 1202  
Fax: 925 467 2861

**51<sup>ST</sup> & Broadway**  
Store No. 3132  
Oakland, California

**BENNER STANGE ASSOCIATES ARCHITECTS, INC.**  
5200 S.W. MEADOWS RD.  
SUITE B-130  
LAKE OSWEGO, OR 97035  
(503) 670-0234  
FAX (503) 670-0235  
bsa@bsaarch.com



**LS 1**



1 LANDSCAPE PLAN  
SCALE: 30" = 1'-0"



CHRISTOPHER FRESHLEY  
LANDSCAPE ARCHITECT  
1080 S.W. TAYLOR SUITE 355 • PORTLAND, OREGON 97205 • 503/252-0881 • (FAX) 503/254-7009  
(E-MAIL) FRESHLEY@WESTOFFICE.NET



Dev. Review  
October 4, 2010 Revised

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LS  
2

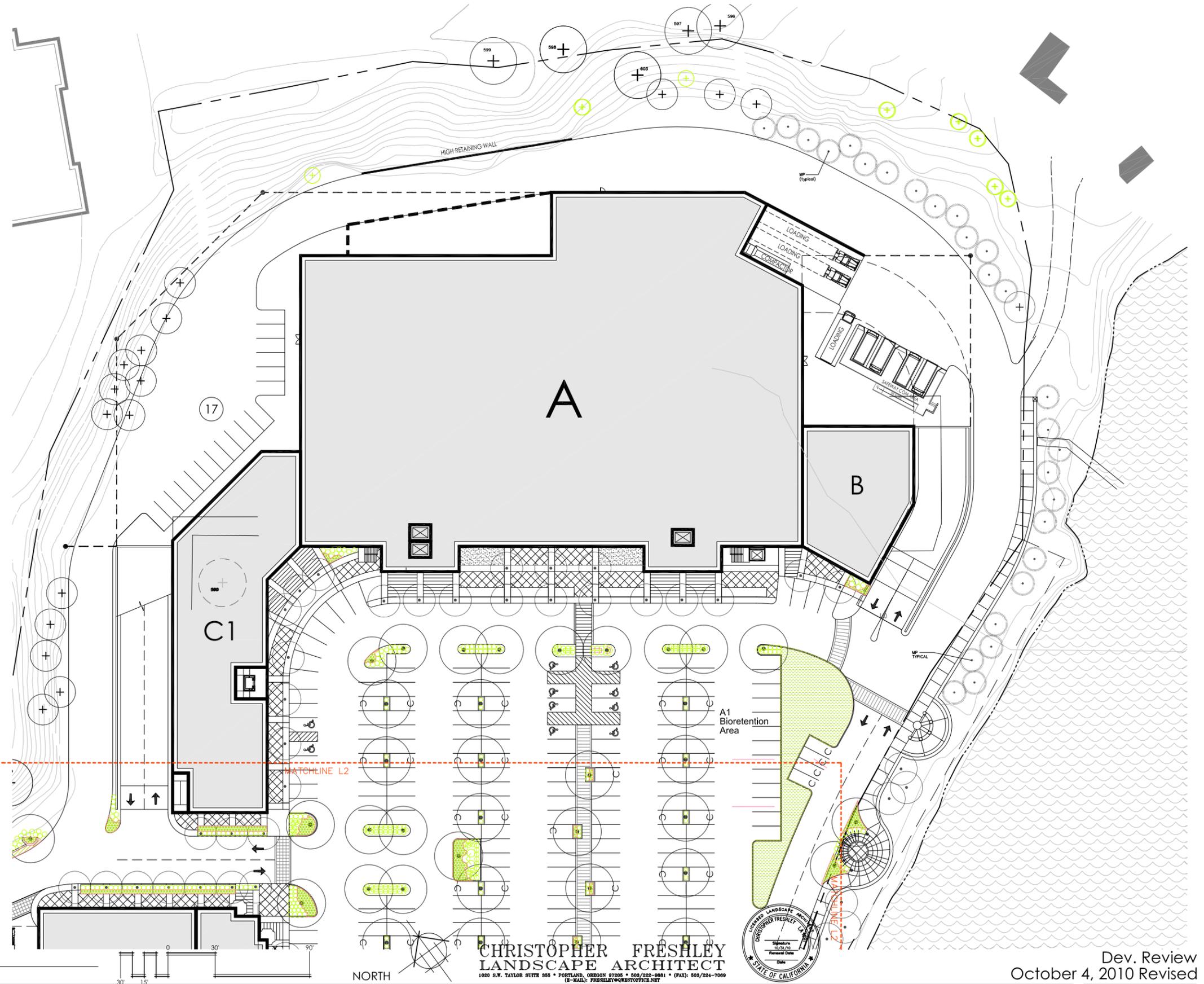
FA78138 Sotewey Oakland\Pre App 10-4-2010\landscape\LANDSCAPE PLAN 10 7 10.dwg

**LANDSCAPE LEGEND**

SYMBOL	COMMON NAME	BOTANICAL NAME	SIZE/COND.	SPACING
<b>TREES</b>				
GVZ	Green Vase Zelkova	Zelkova serrate 'Green Vase'	24" Box	as shown
LP	London Planetree	Platanus acerifolia 'Columbia'	24" Box	as shown
MP	Monterey Pine	Pinus radiata	8"-10"	
O	Olive	Olea europea 'Swan Hill'	24" Box	as shown
RP	Redspire Pear	Pyrus calleryana 'Redspire'	9"-11"x4"x5"	as shown
SM	Southern Magnolia	Magnolia grandiflora 'St. Marys'	24" Box	as shown
<b>SHRUBS</b>				
BE	Boxleaf Euonymus	Euonymus japonicus 'Microphyllus'	5 Gal.	2.5' o.c.
BIH	Ballerina India Hawthorne	Rhaphiolepis indica 'Ballerina'	5 Gal.	2.5' o.c.
BH	Burford Holly	Ilex cornuta 'Burfordii nano'	5 Gal.	3' o.c.
CIH	Clara India Hawthorne	Rhaphiolepis indica 'Clara'	5 Gal.	3' o.c.
HB	Heavenly Bamboo	Nandina domestica 'Sienna Sunrise'	5 Gal.	4' o.c.
MR	Maidland Rose	Rosa maidland 'Pink'	2 Gal.	2.5' o.c.
NZF	New Zealand Flax	Phormium tenax 'Pink Stripe'	5 Gal.	5' o.c.
PPE	Pink Princess Escallonia	Escallonia x exoniensis 'Fradest'	5 Gal.	4' o.c.
RGB	Rose Glow Barberry	Berberis thunbergii 'Rose Glow'	5 Gal.	4' o.c.
RR	Rock Rose	Cistus incanus	5 Gal.	4' o.c.
SBV	Spring Bouquet Viburnum	Viburnum tinus 'Spring Bouquet'	5 Gal.	3.5' o.c.
<b>GROUND COVER</b>				
	Big Blue Lily Turf	Liriope muscari 'Big Blue'	4" Pot	12" o.c.
	Bearberry Cotoneaster	Cotoneaster dammeri	1 Gal.	18" o.c.
	Lawn			
<b>BIORETENTION AREA</b>				
Area comprised of Emergent Grass Species, Herbaceous Species, Shrub Species and Tree Species as per Alameda Countywide Clean Water Program.				

- LANDSCAPE NOTES**
1. Landscape plan is schematic and indicates a typical character for the landscape development of the site. Plantings indicated are typical of but not limited to the type and variety shown. More developed and detailed preliminary landscape plans will be submitted upon approval of the site and schematic landscape plans.
  2. Installation must fully comply with all landscape code requirements and any City of Oakland, CA, conditions of approval.
  3. Irrigation to be provided by a fully automatic underground system using state of the art equipment.
  4. All planting beds to be mulched with a 3" layer of composted medium grind mulch.

- Existing tree to remain
- Existing Protected Tree to remain
- Protected Tree to be removed



**1 LANDSCAPE PLAN**  
SCALE: 30" = 1'-0"

**CHRISTOPHER FRESHLEY**  
LANDSCAPE ARCHITECT  
1080 S.W. TAYLOR SUITE 305 • PORTLAND, OREGON 97205 • 503/222-0881 • (FAX): 503/224-7089  
(E-MAIL): FRESHLEY@WESTOFFICE.NET



Dev. Review  
October 4, 2010 Revised

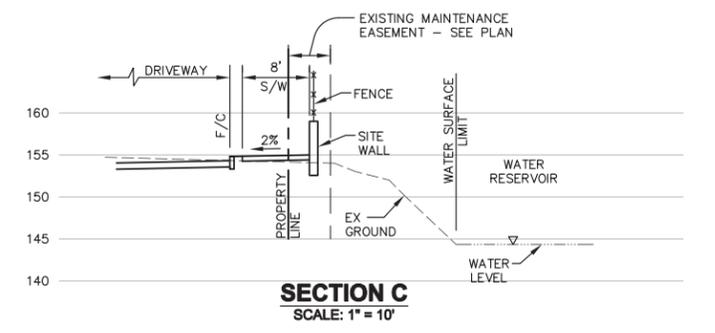
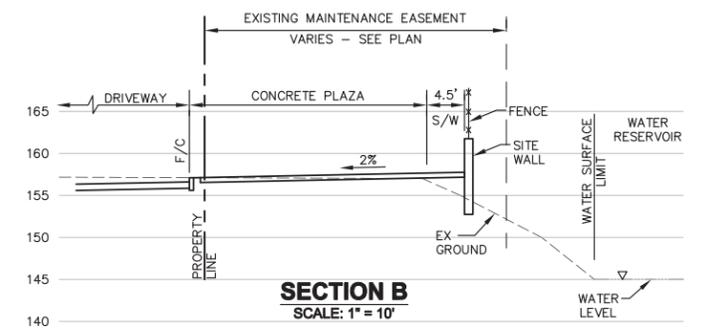
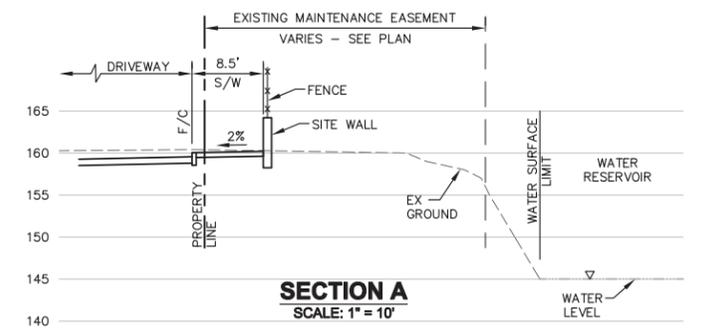
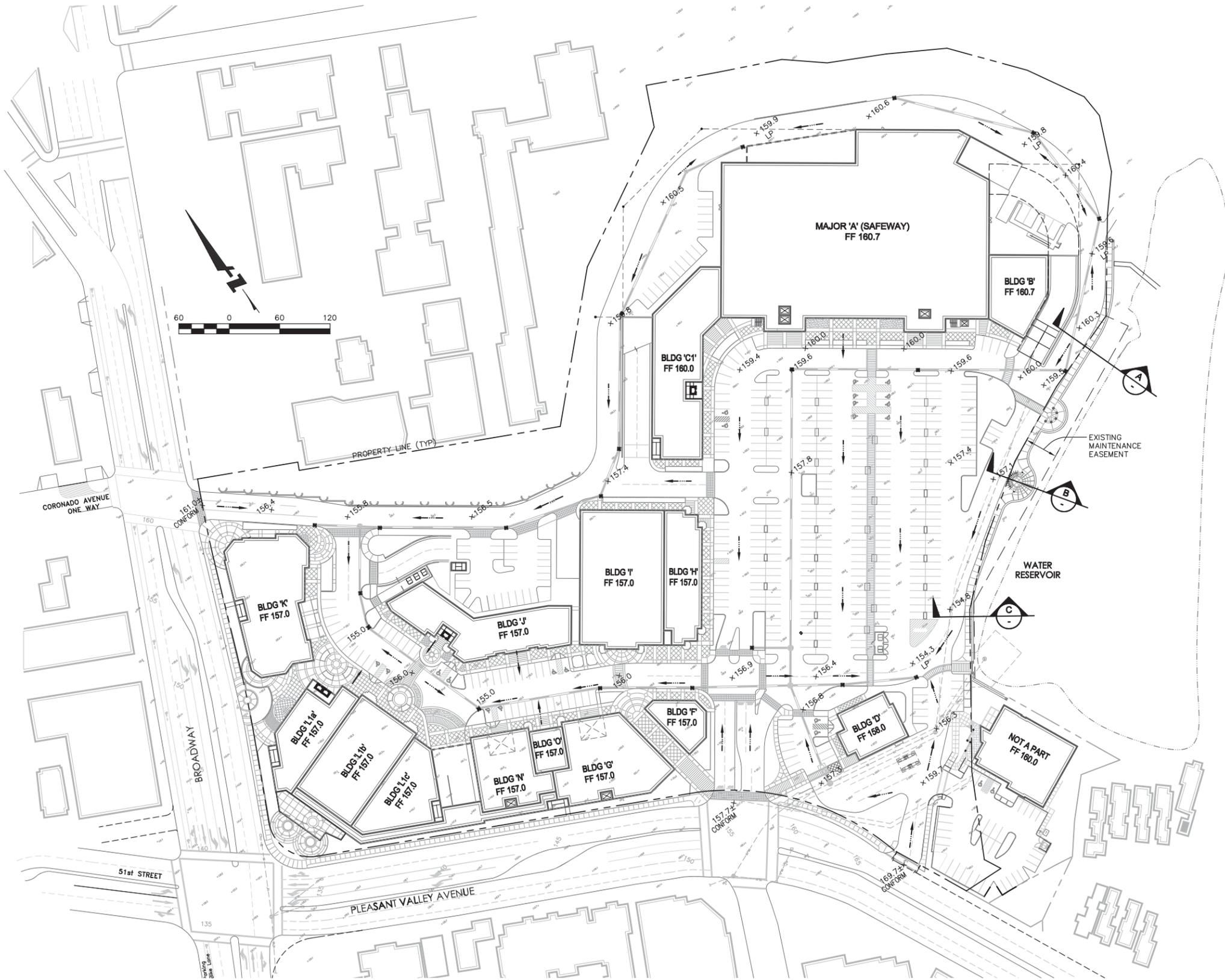
**Property Development Centers**  
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**51<sup>ST</sup> & Broadway**  
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Oakland, California

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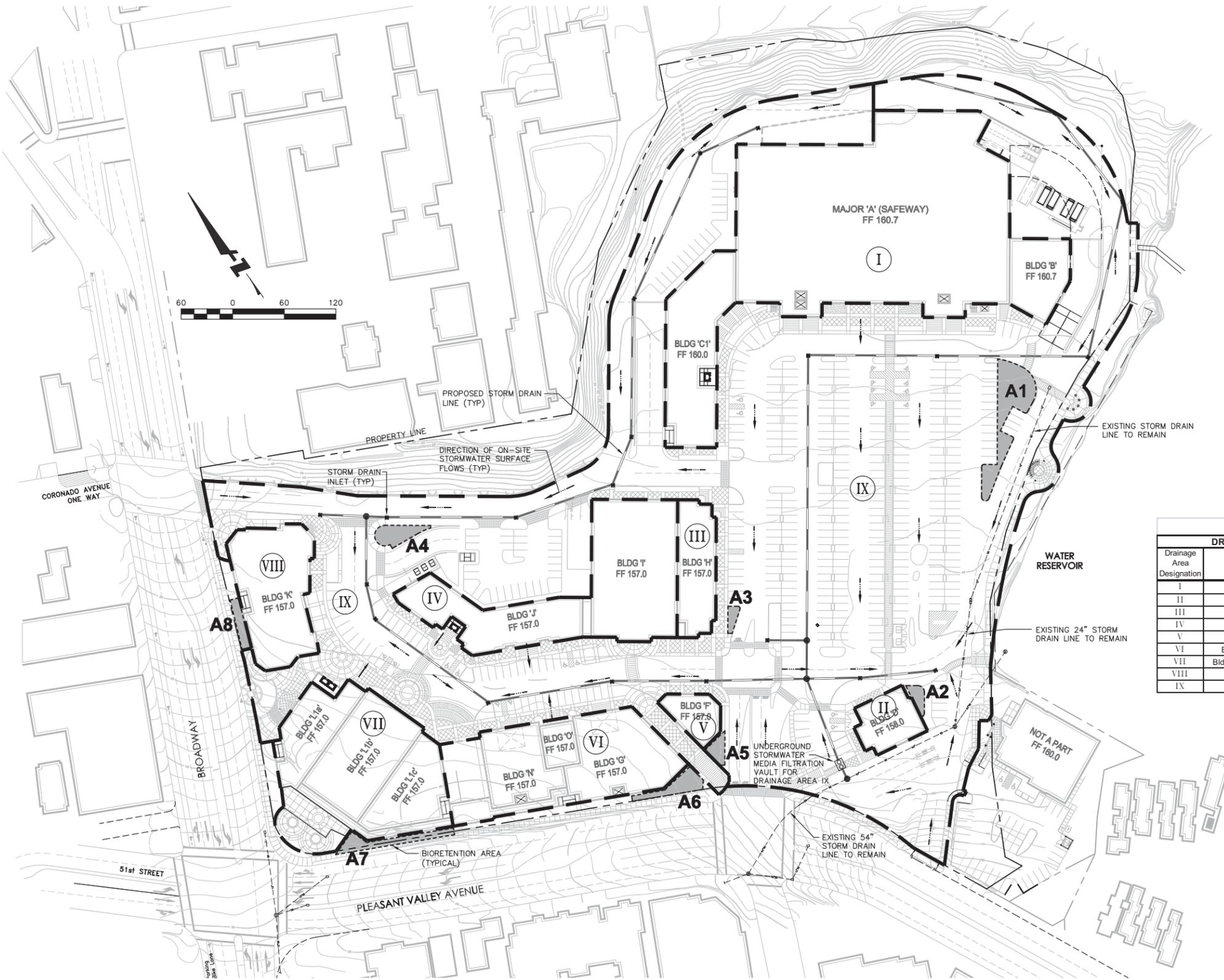
**LS 3**



PRELIMINARY GRADING PLAN

51<sup>ST</sup> & Broadway  
 Store No. 3132  
 Oakland, California

Dev. Review  
 October 4, 2010 Revised



**NOTES:**

1. ON-SITE STORM DRAIN INLETS SHALL BE CLEARLY MARKED WITH THE WORDS "NO DUMPING! FLOWS TO BAY", OR EQUIVALENT, USING METHODS APPROVED BY THE CITY OF OAKLAND.
2. BIORETENTION AREA IS SIZED TO TREAT 4% OF DRAINAGE AREA.
3. UNDERGROUND STORM WATER MEDIA FILTRATION VAULT TO BE SIZED TO MEET REQUIRED TREATMENT FLOWS.

ON-SITE STORMWATER TREATMENT DATA						
DRAINAGE AREA TO BE TREATED			BMP EFFECTIVE TREATMENT AREA			
Drainage Area Designation	Description	Total Area (sf)	Required (sf)	Provided (sf)	Excess (sf)	BMP Designation
I	Bldgs 'A', 'B' & 'C1' Roof	83,695	3,348	3,560	212	A1
II	Bldg 'D' Roof	4,213	169	450	281	A2
III	Bldg 'H' Roof	6,688	268	310	42	A3
IV	Bldg 'I' & 'J' Roof	26,404	1,056	1,060	4	A4
V	Bldg 'F' Roof	2,913	117	520	403	A5
VI	Bldg 'G', 'N', 'O' & Loading Dock Roof	19,247	770	1,090	320	A6
VII	Bldgs 'L1a', 'L1b' & 'L1c' Roof & Pavement	30,700	1,228	1,300	72	A7
VIII	Bldgs 'K' Roof	13,012	520	600	80	A8
IX	Pavement	386,400	N/A	N/A	N/A	N/A
						Underground Stormwater Media Filtration Vault

PRELIMINARY POST-CONSTRUCTION STORMWATER MANAGEMENT PLAN

Dev. Review  
October 4, 2010 Revised

**Property Development Centers**  
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Phone: 925 738 1202

**51<sup>ST</sup> & Broadway**  
Store No. 3132  
Oakland, California

**BKF**  
4670 Willow Road, Suite 250  
Pleasanton, CA 94588  
925/396-7700  
925/396-7799 (Fax)

May 10, 2010  
**C2.0**



**EROSION CONTROL LEGEND**

-  STORM INLET SEDIMENT BARRIER
-  FIBER ROLL

**CREEK PROTECTION PLAN**

**51<sup>ST</sup> & Broadway**  
 Store No. 3132  
 Oakland, California

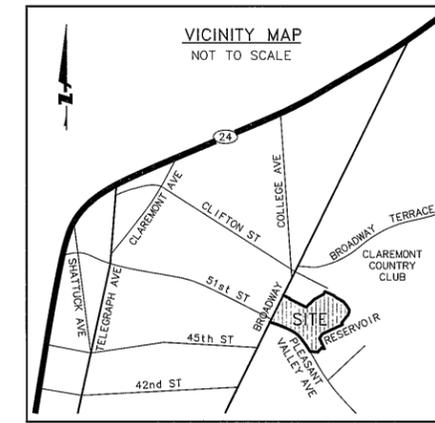
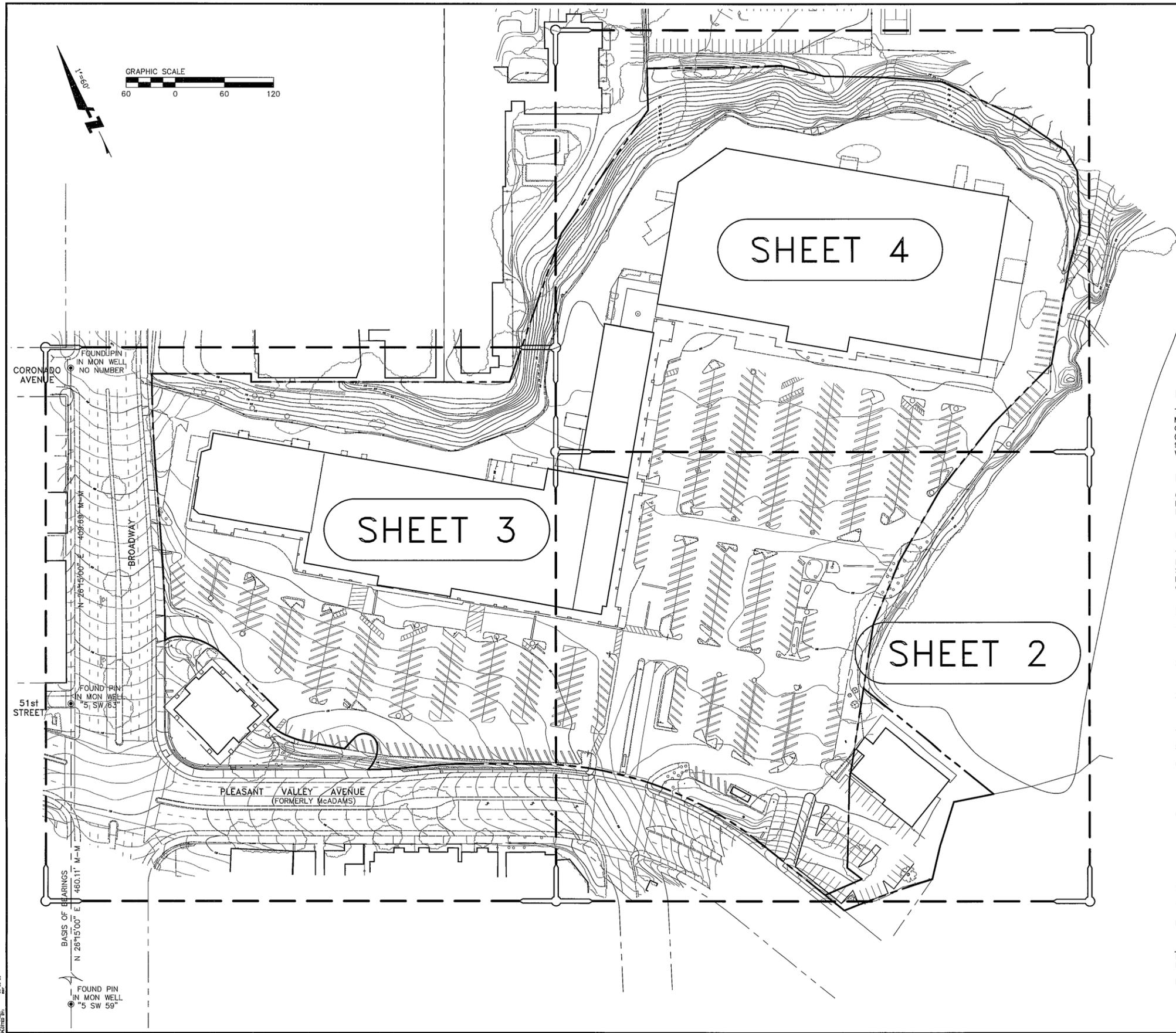
Dev. Review  
 October 4, 2010 Revised

May 10, 2010

**Property Development Centers**  
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 Pleasanton, CA 94588  
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**BKF**  
 4670 Willow Road, Suite 250  
 Pleasanton, CA 94588  
 925/396-7700  
 925/396-7799 (Fax)

**C3.0**



**BASIS OF BEARINGS**

THE BEARING "NORTH 26°15'00" EAST" ALONG BROADWAY BETWEEN FOUND MONUMENTS AS SHOWN ON THAT CERTAIN MAP ENTITLED "TRACT 4113, OAKLAND, ALAMEDA COUNTY, CALIFORNIA, FOR CONDOMINIUM PURPOSES (CONVERSION)", FILED JUNE 27, 1979, IN BOOK 110 OF MAPS AT PAGES 92, 93 AND 94, IN THE OFFICE OF THE RECORDER OF ALAMEDA COUNTY, WAS USED AS THE BASIS OF BEARINGS FOR THIS SURVEY.

**BENCHMARK:**

CITY BENCHMARK DESIGNATION 3081: FOUND CUT SQUARE AT THE NORTH RETURN AT NORTHWEST CORNER OF 51st STREET AND BROADWAY. ELEVATION = 142.971 FEET (FIELD BOOK 51, PAGE 1, ORDER iii).

**UTILITY NOTE:**

THE UTILITY LINES AND STRUCTURES SHOWN ON THIS SURVEY ARE DERIVED FROM RECORD DATA AND ARE APPROXIMATE ONLY. ACTUAL LOCATION AND SIZE, TOGETHER WITH THE PRESENCE OF ANY ADDITIONAL UTILITY LINES NOT SHOWN ON THIS SURVEY SHALL BE VERIFIED IN THE FIELD BY THE CONTRACTOR PRIOR TO CONSTRUCTION.

**NOTES:**

- BOUNDARY AND EASEMENT INFORMATION ARE BASED ON A PRELIMINARY TITLE REPORT PREPARED BY CHICAGO TITLE COMPANY DATED AS OF MARCH 27, 2009, ORDER NUMBER 08-59018762-B-MH, AMENDED.
- BOUNDARY AND EASEMENT INFORMATION FOR RESTAURANT SITE ARE BASED ON A PRELIMINARY TITLE REPORT PREPARED BY PLACER TITLE COMPANY DATED MAY 22, 2009, ORDER NUMBER 804-17086, UPDATE VERSION 2.
- TOPOGRAPHY SURVEY HEREON WAS COMPLETED USING PHOTOGRAMMETRIC TECHNIQUES FROM AERIAL PHOTOGRAPHY PROVIDED TO BKF, AND SUPPLEMENTED BY A FIELD SURVEY PERFORMED MAY 13, 18, AND 19, 2009.
- ALL DISTANCES AND DIMENSIONS ARE IN FEET AND DECIMALS THEREOF.
- CONTOUR INTERVAL IS 1 FOOT.
- THE EFFECT OF THAT DOCUMENT ENTITLED "MUTUAL GRANTS OF EASEMENT" BY AND BETWEEN SAFEWAY, INC. AND CLAREMONT COUNTRY CLUB THAT GRANTS EASEMENTS FOR VEHICULAR AND PEDESTRIAN INGRESS AND EGRESS, PARKING, AND LANDSCAPING, THE EXACT LOCATIONS OF WHICH ARE NOT DEFINED OF RECORD.
- THE EFFECT OF AN UNRECORDED LEASE DATED AUGUST 4, 1961, BY AND ALVIN B. CHAN, INC. AND SAFEWAY STORES, INCORPORATED AS DISCLOSED BY THAT CERTAIN ASSIGNMENT OF LESSOR'S INTEREST IN LEASE BY AND BETWEEN WELLS FARGO BANK AND ALVIN B. CHAN, INC., RECORDED JUNE 26, 1986, AS DOCUMENT NUMBER 86-152240, ALAMEDA COUNTY RECORDS.

**SURVEYOR'S STATEMENT:**

THIS SURVEY WAS PREPARED UNDER MY SUPERVISION.  
FOR BKF ENGINEERS.

BARRY T. WILLIAMS, P.L.S. 6711  
LICENSE EXPIRES: 06/30/10  
DATED: 6/3/09



2737 NORTH MAIN STREET  
SUITE 200  
WALNUT CREEK, CA 94596  
925-940-2200  
925-940-2299 (FAX)



TOPOGRAPHIC SURVEY  
ROCKRIDGE SHOPPING CENTER  
BROADWAY AND PLEASANT VALLEY AVENUE  
CITY OF OAKLAND ALAMEDA COUNTY CALIFORNIA

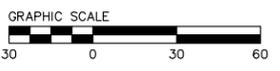
No.	Revisions
Date: 06/03/09	
Scale: 1"=60'	
Design: M.M.	
Drawn: M.M.	
Approved: BTW	
Job No: 20097005	

Drawing Number:  
**20097005-10**  
1 OF 4



**CURVE TABLE**

No.	BEARING	RADIUS	LENGTH
C1	05°06'46"	723.09'	64.52'
C2	46°40'15"	37.00'	30.14'
C3	15°00'01"	128.34'	33.60'
C4	20°59'59"	52.67'	19.30'
C5	45°00'11"	79.33'	62.31'
C6	36°52'01"	25.00'	16.09'
C7	04°18'36"	1500.00'	112.84'



**LEGEND:**

---	SUBJECT BOUNDARY LINE
---	MONUMENT LINE
---	EASEMENT LINE
---	CENTER LINE
---	ELECTRIC LINE
---	GAS LINE
---	OVERHEAD ELECTRIC LINE
---	STORM DRAIN LINE
---	SANITARY SEWER LINE
---	WATER LINE
---	FENCE LINE
⊙	FOUND STANDARD CITY MONUMENT
⊙	FOUND MONUMENT AS NOTED
⊙	ELECTRIC MANHOLE
⊙	ELECTROLIER
⊙	FIRE HYDRANT
⊙	SANITARY SEWER MANHOLE
⊙	SIGN
⊙	STORM DRAIN MANHOLE
⊙	TELEPHONE MANHOLE
⊙	TRAFFIC SIGNAL
⊙	VALVE
⊙	ASPHALT CONCRETE
ACFC&WCD	ACFC&WCD
XXX	AD AREA DRAIN
BFP	BACKFLOW PREVENTOR
BL	BUILDING
BW	BACK OF SIDEWALK
CATV	CABLE TELEVISION BOX
CB	CATCH BASIN
CL OR C/L	CENTER LINE
CLF	CHAIN LINK FENCE
CO	CLEANOUT
COL	COLUMN
CONC OR C	CONCRETE
CRW	CONCRETE RETAINING WALL
DI	DROP INLET
D/W	DRIVEWAY
EB	ELECTRIC BOX
ELEC	ELECTRIC
20"EUC	EUCALYPTUS TREE WITH DIAMETER
EV	ELECTRIC VAULT
FDC	FIRE DEPARTMENT CONNECTION
FE	FENCE
FF	FINISH FLOOR
FS	FIRE SERVICE
GM	GAS METER
GP	GUARD POST
GR:	GRATE ELEVATION
GV	GAS VALVE
GVLT	GAS VAULT
HCR	HANDICAP RAMP
IM	IMAGE
INV:	INVERT ELEVATION
MH	MANHOLE
M-M	MONUMENT TO MONUMENT
MON	MONUMENT
O.R.	OFFICIAL RECORDS
20"P	PINE TREE WITH DIAMETER
20"PE	PEPPER TREE WITH DIAMETER
P&E	PACIFIC GAS AND ELECTRIC
PIV	POST INDICATOR VALVE
PM	PARCEL MAP
PP	POWER POLE
(R)	RADIAL BEARING
REEL	REEL
RIM:	RIM ELEVATION
RRS	RAILROAD SPIKE
R/W	RIGHT OF WAY
SD	STORM DRAIN
SCB	TRAFFIC SIGNAL BOX
SS	SANITARY SEWER
SSE	SANITARY SEWER EASEMENT
S/W	SIDEWALK
T	TELEPHONE VAULT
20"T	TREE WITH DIAMETER
TC	TOP OF ROLLED CURB
TYP	TYPICAL
UB	UTILITY BOX
WLE	WATER LINE EASEMENT
WM	WATER METER
WV	WATER VALVE
WLT	WATER VAULT
XFMR	TRANSFORMER
( )	DENOTES RECORD INFORMATION

2737 NORTH MAIN STREET  
SUITE 200  
WALNUT CREEK, CA 94596  
925-940-2200  
925-940-2299 (FAX)



**TOPOGRAPHIC SURVEY**  
**ROCKRIDGE SHOPPING CENTER**  
**BROADWAY AND PLEASANT VALLEY AVENUE**  
ALAMEDA COUNTY  
CITY OF OAKLAND CALIFORNIA

No.	Revisions

Date: 06/07/09  
Scale: 1"=30'  
Design: MLM  
Drawn: MLM  
Approved: BTW  
Job No: 20097005

Drawing Number: **20097005-10**  
**2 OF 4**

**NOTE:**  
SEE SHEET 1 FOR BASIS OF BEARINGS, BENCHMARK AND NOTES.

Δ = 05°02'51"  
R = 1298.32'  
L = 114.38'

SLOPE EASEMENT  
7732 O.R. 343  
PARCEL \*C\*  
PM 1457  
84 PM 6



NOTE:  
1. SEE SHEET 1 FOR BASIS OF BEARINGS, BENCHMARK, AND NOTES.  
2. SEE SHEET 2 FOR CURVE TABLE AND LEGEND.

2737 NORTH MAIN STREET  
SUITE 200  
WALNUT CREEK, CA 94596  
925-940-2200  
925-940-2299 (FAX)



TOPOGRAPHIC SURVEY  
ROCKRIDGE SHOPPING CENTER  
BROADWAY AND PLEASANT VALLEY AVENUE  
ALAMEDA COUNTY  
CITY OF OAKLAND  
CALIFORNIA

No.	Revisions

Date: 06/07/09  
Scale: 1"=30'  
Design: MLM  
Drawn: MLM  
Approved: BTW  
Job No: 20097005  
Drawing Number:  
**20097005-10**  
**3 OF 4**

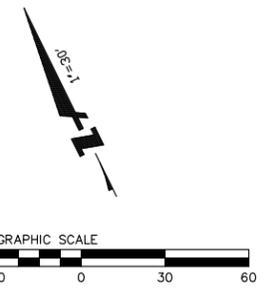
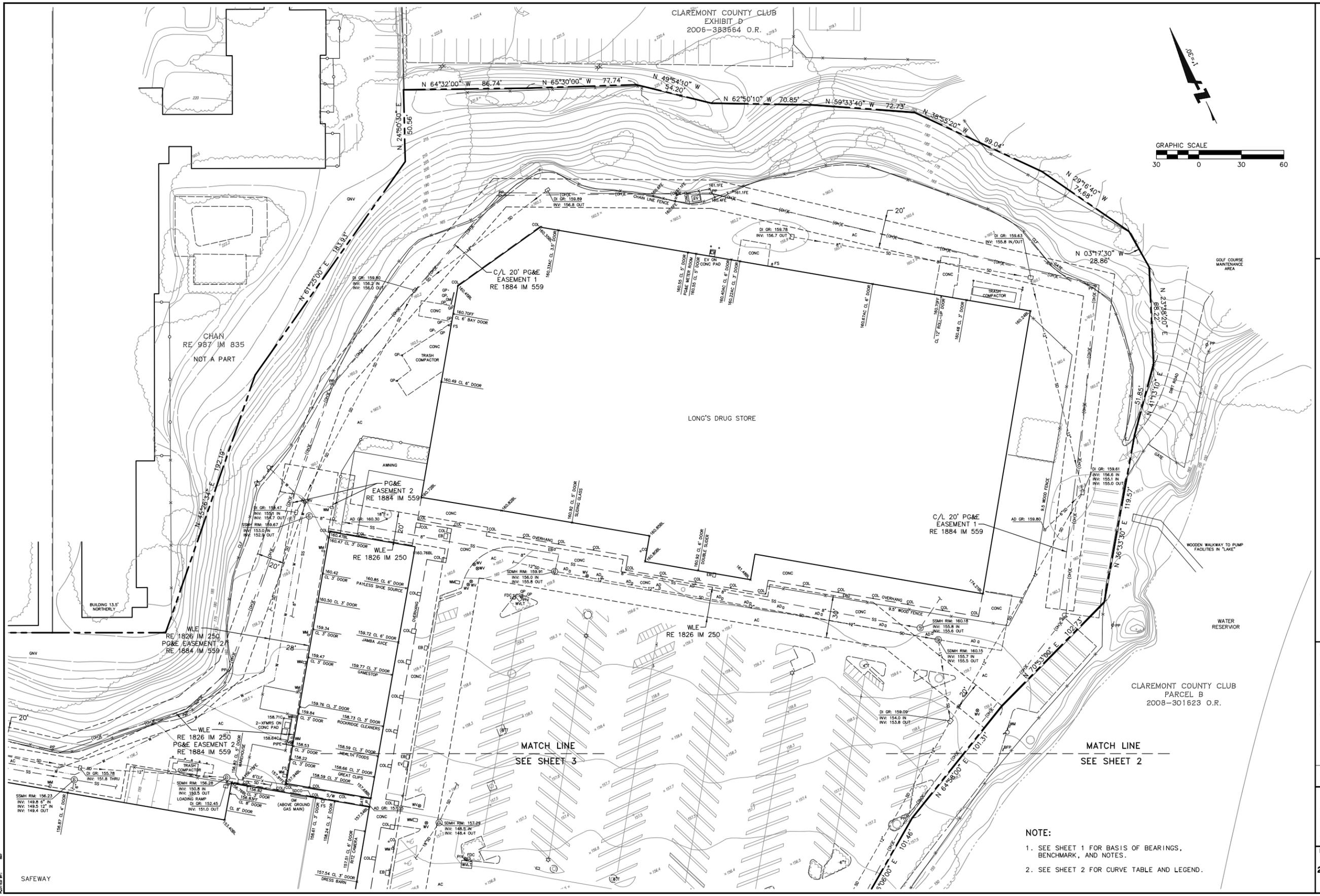
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**4 OF 4**



- NOTE:
- SEE SHEET 1 FOR BASIS OF BEARINGS, BENCHMARK, AND NOTES.
  - SEE SHEET 2 FOR CURVE TABLE AND LEGEND.

MATCH LINE  
SEE SHEET 3

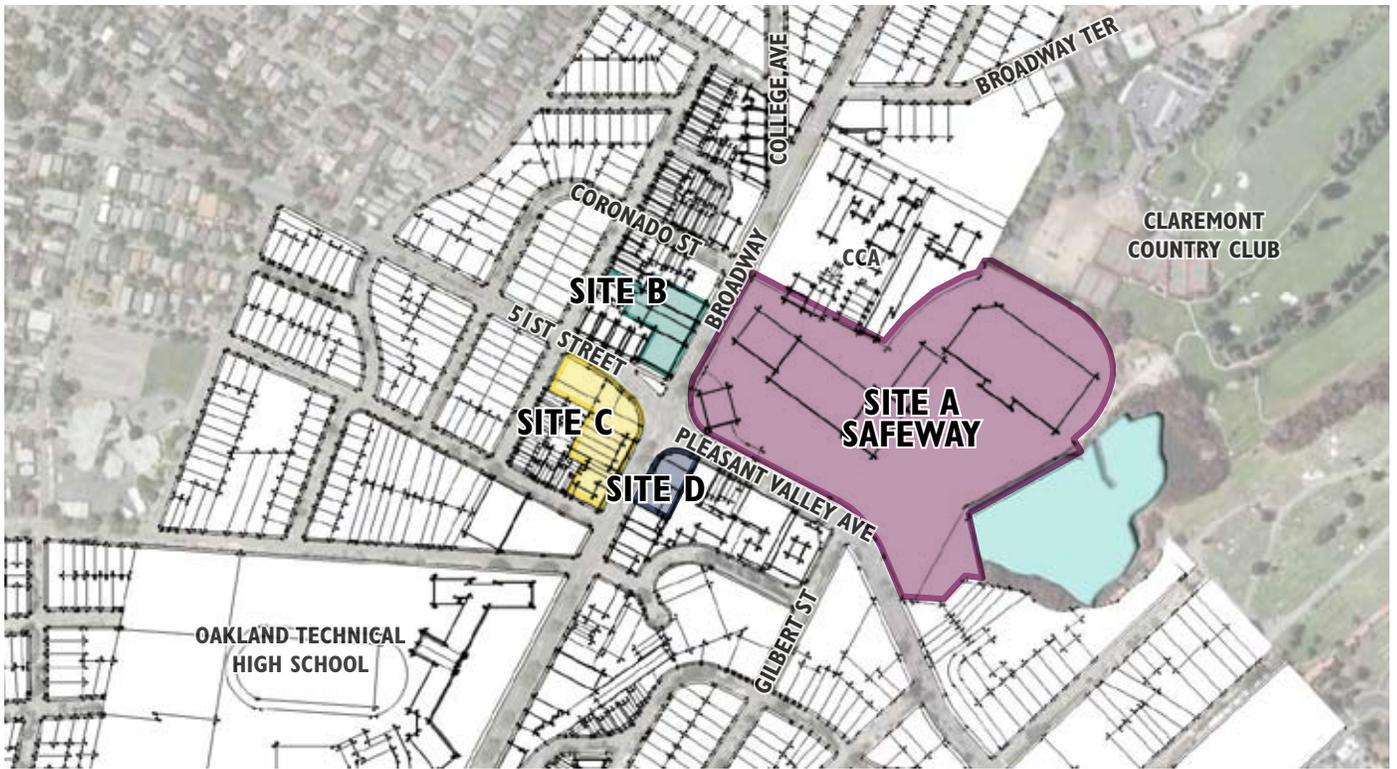
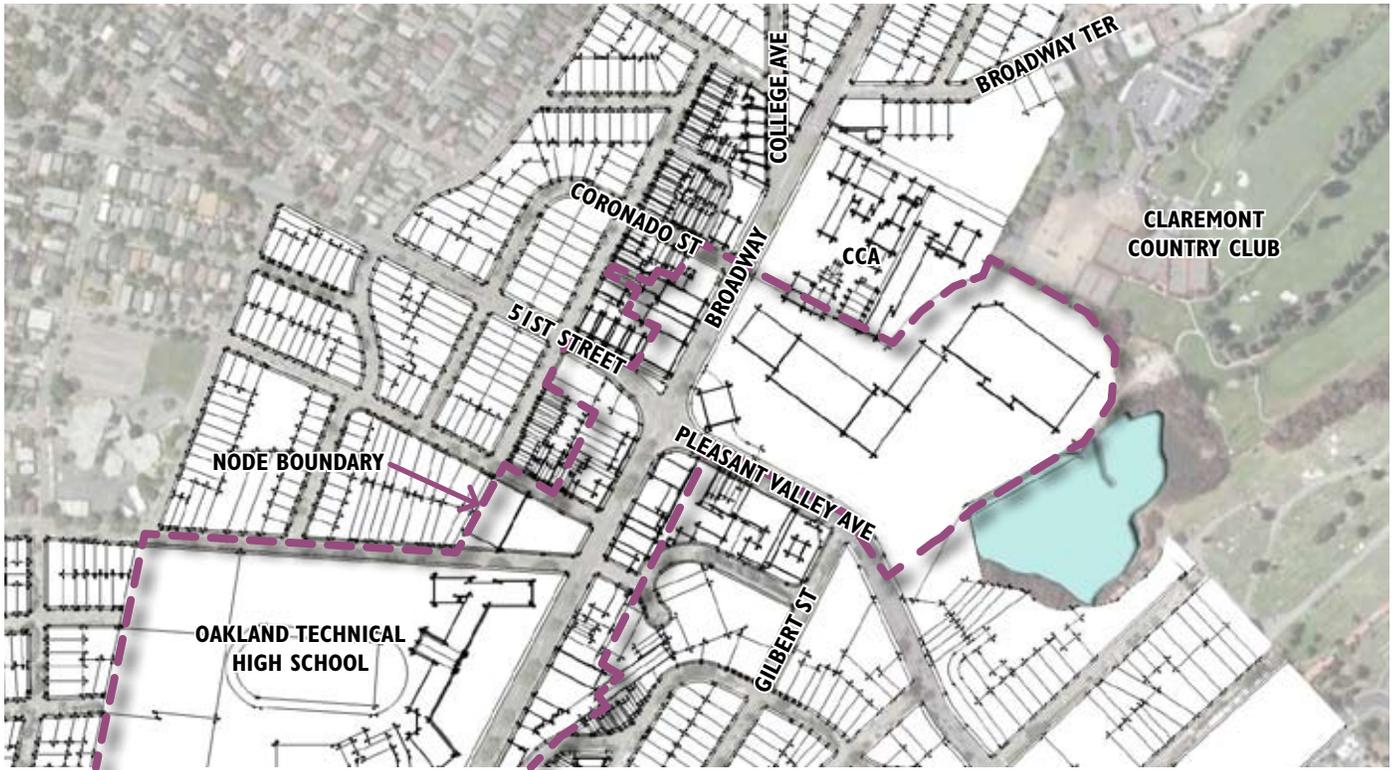
MATCH LINE  
SEE SHEET 2

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PLOT FILE: 20097005.DWG  
PLOT SCALE: 1"=30'

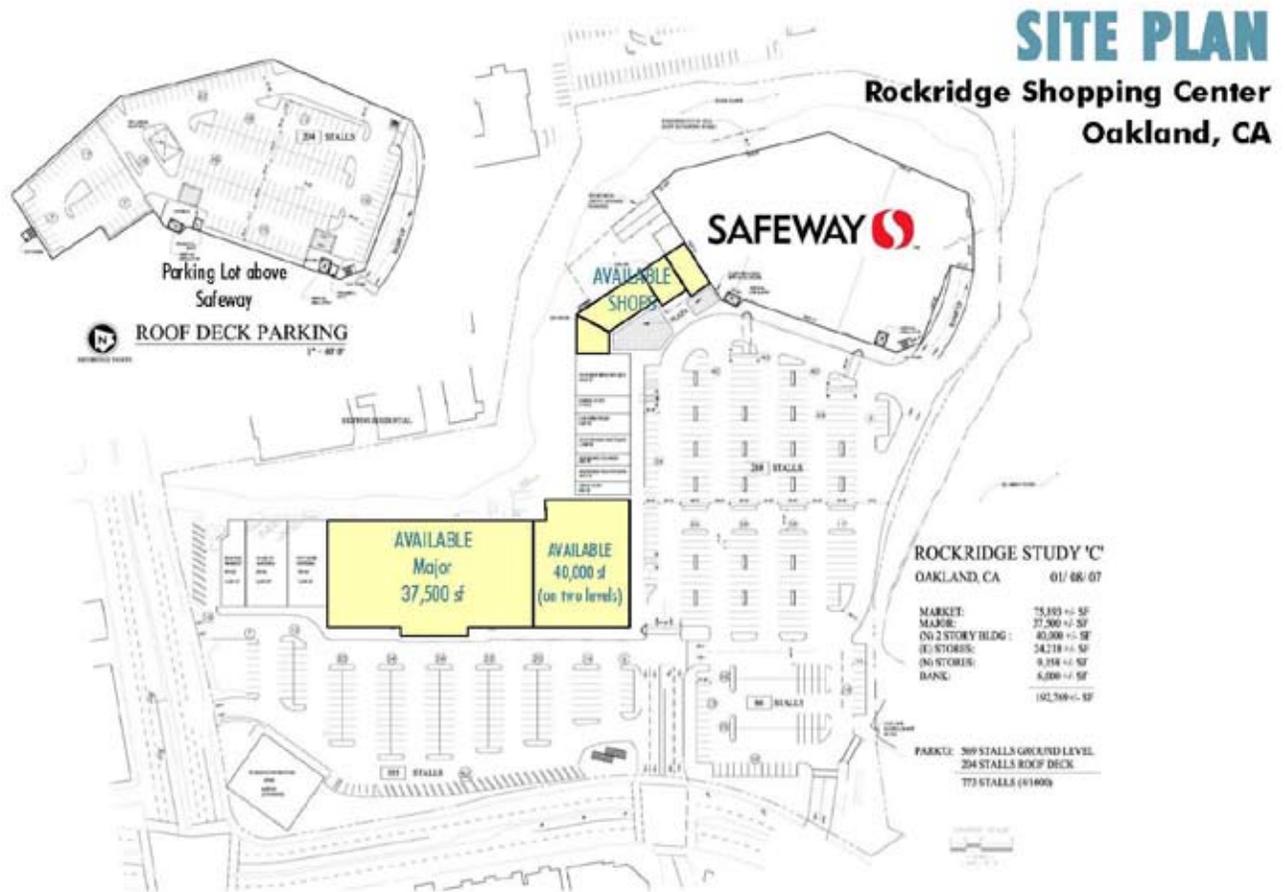
## ATTACHMENT C

### Concept Drawings

(excerpt from Oakland Retail Enhancement Strategy:  
Illustrative Design Plan, June 2008)



METRO@VATION

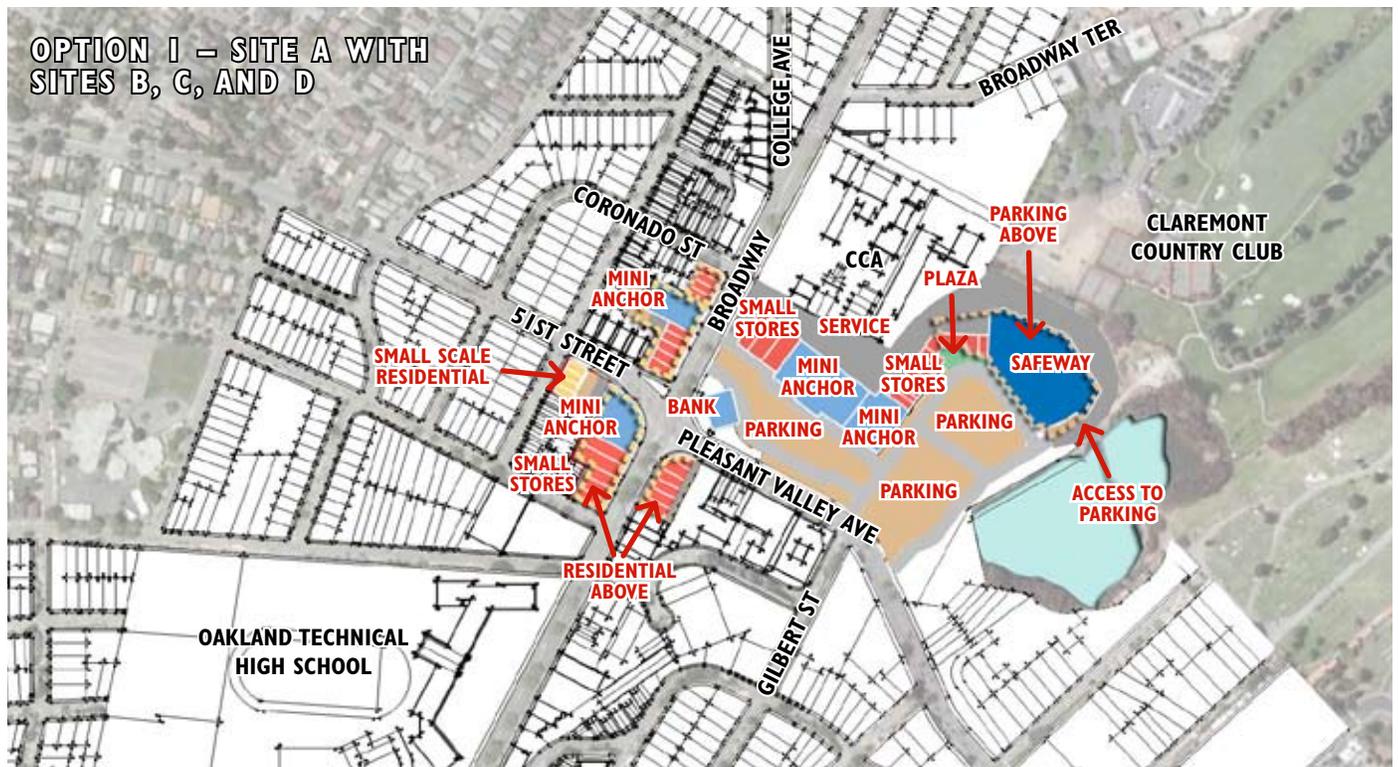
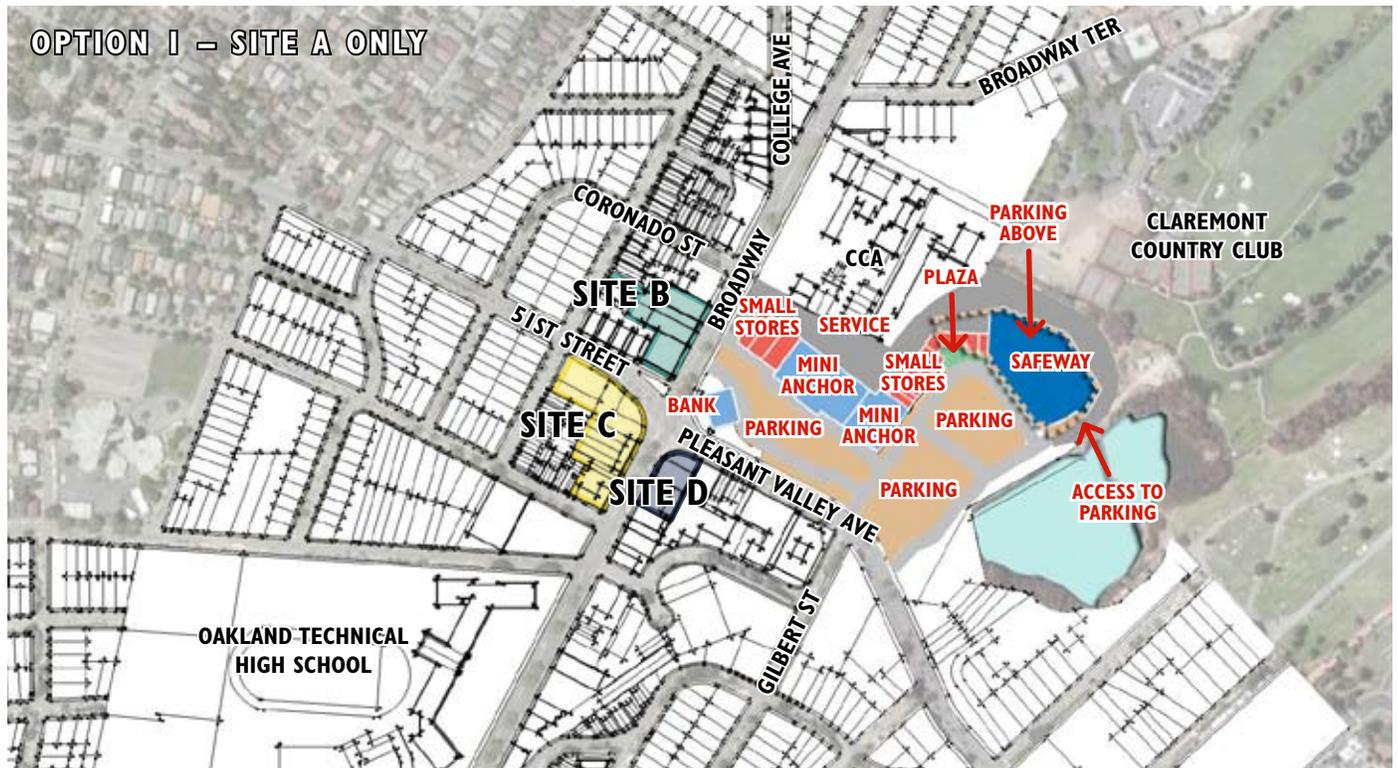


This is the proposed Site Plan for an expanded Safeway at Rockridge Shopping Center, "Site A". This plan is the basis for "Option 1" which also includes proposed mixed-use development on Sites B, C, and D. The proposed mixed-use development on Sites B, C, and D remains constant in Options 1, 2, and 3 while there are three different development options for Site A.

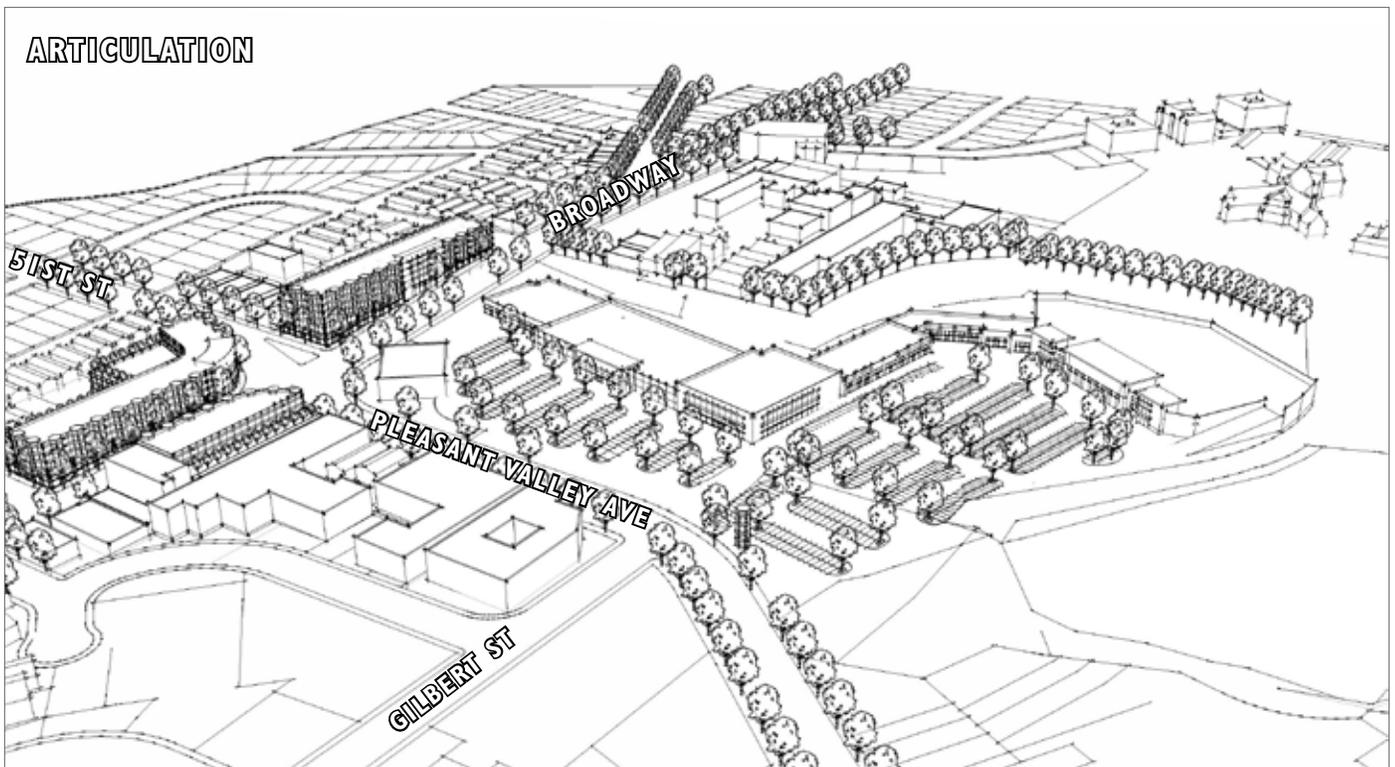


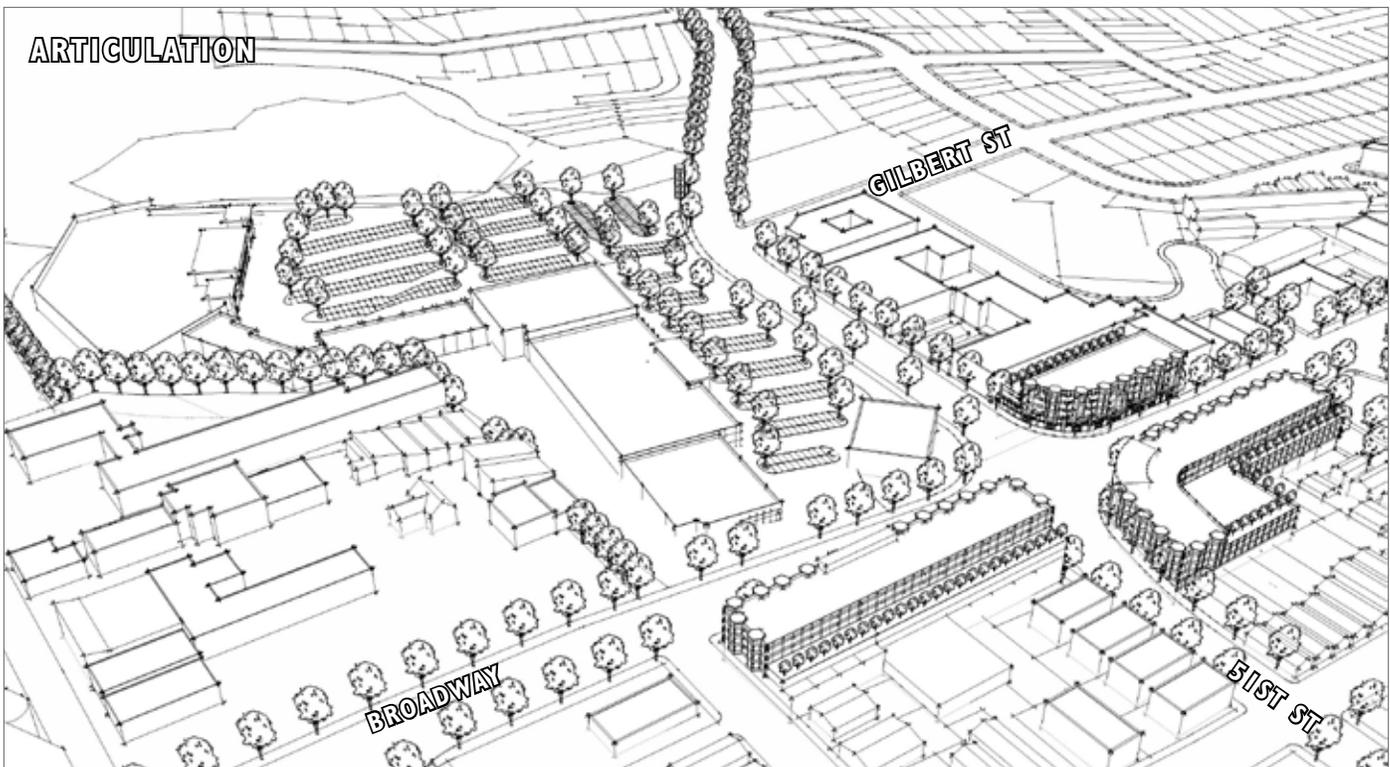
ILLUSTRATIVE DESIGN PLAN FOR 5 NODES

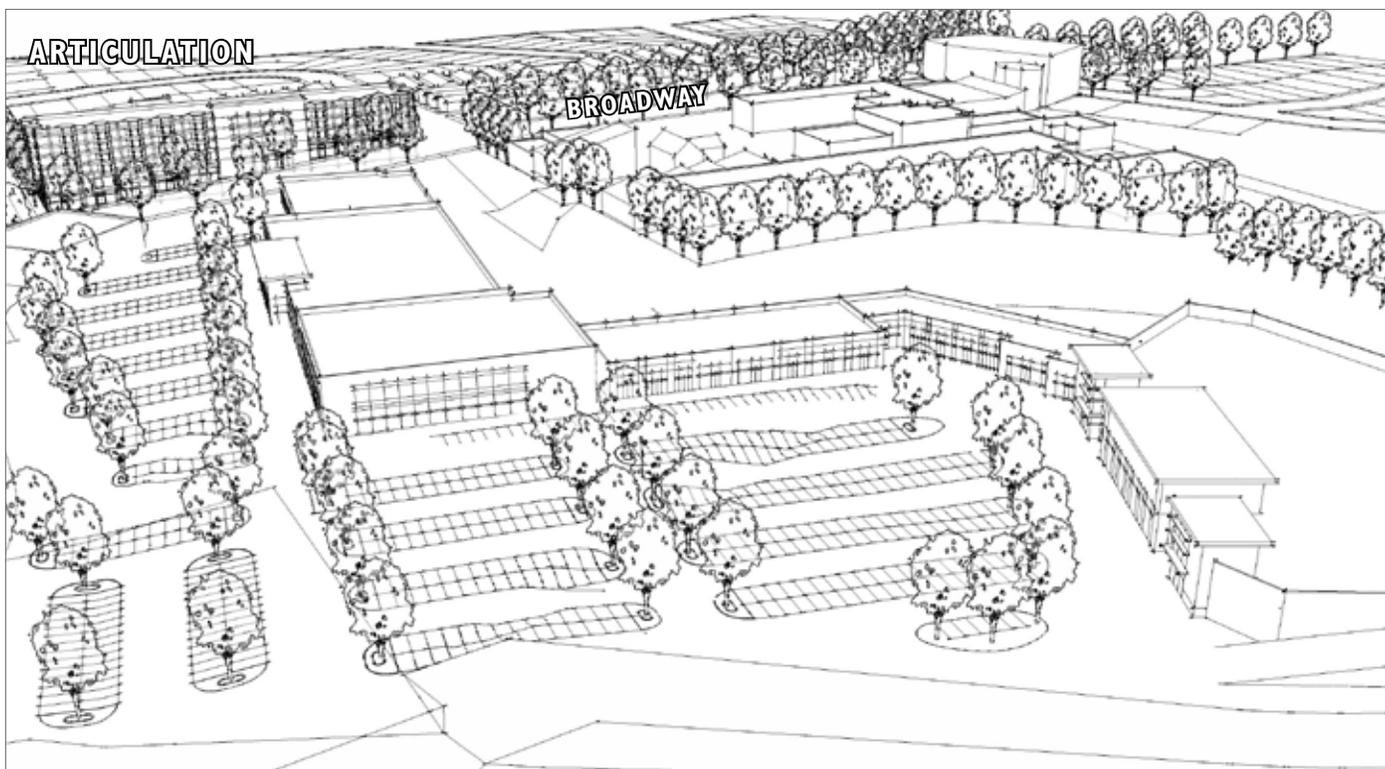
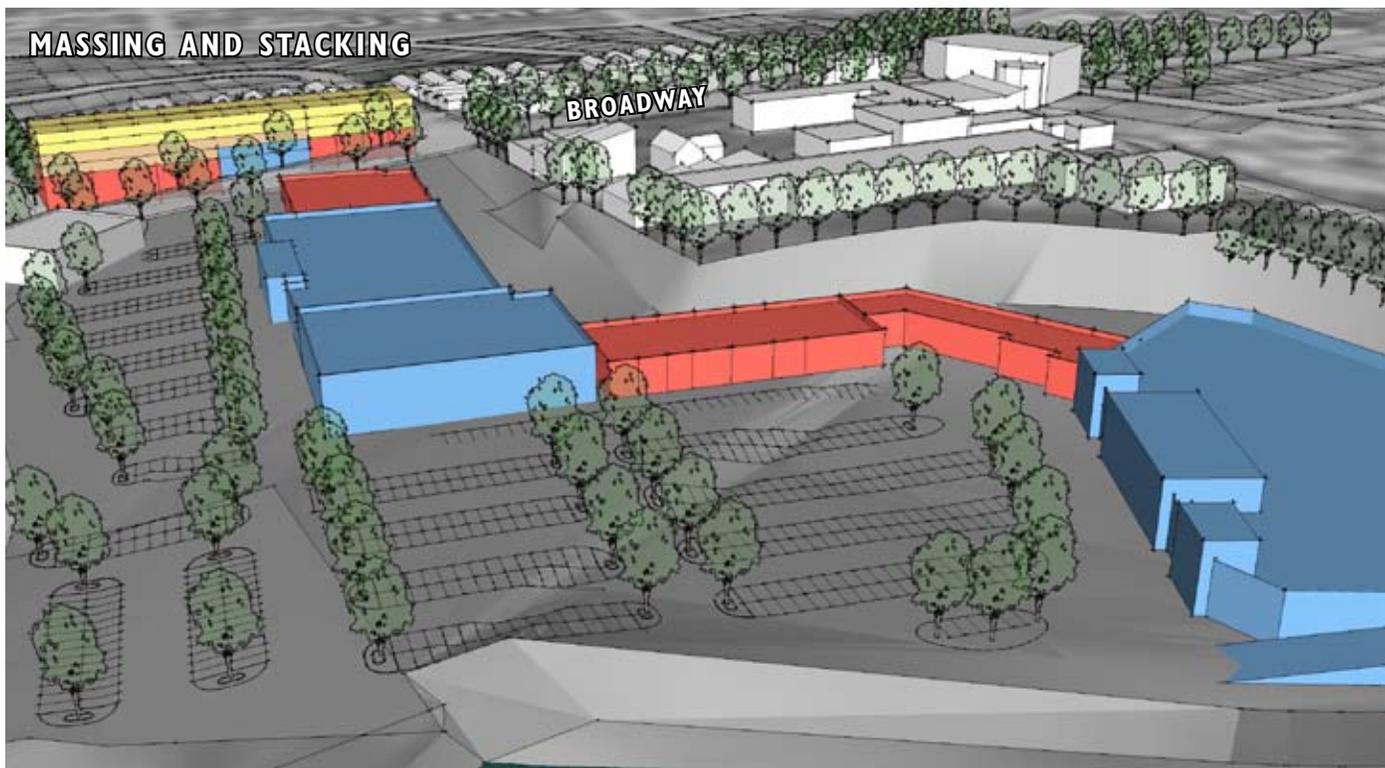
A Component of the  
OAKLAND RETAIL ENHANCEMENT STRATEGY  
Last Updated: June 3, 2008











**SITE A - Rough Preliminary Area Tabulation**

	Small Retail	Mini Anchor	Anchor	Retail Parking	Residential	Residential Parking	Total Leasing
Level 5							
Level 4							
Level 3							
Level 2		20,000 SF		81,600 SF			
Level 1	34,000 SF	63,500 SF	75,900 SF	227,600 SF			173,400 SF
<b>TOTAL</b>	<b>34,000 SF</b>	<b>83,500 SF</b>	<b>75,900 SF</b>	<b>309,200 SF</b>			<b>173,400 SF</b>
Parking Provided				773 Spaces			
<i>Assuming 400SF/space</i>							
Parking Required				773 Spaces			
<i>Assuming 4.5 Spaces per 1000SF of retail or 1.5 per du</i>							

**SITE B - Rough Preliminary Area Tabulation**

	Small Retail	Mini Anchor	Anchor	Retail Parking	Residential	Residential Parking	Total Leasing
Level 5					21,900 SF		
Level 4					21,800 SF		
Level 3				34,700 SF			
Level 2				17,700 SF		17,000 SF	
Level 1	9,700 SF	18,100 SF			2,600 SF		27,800 SF
<b>TOTAL</b>	<b>9,700 SF</b>	<b>18,100 SF</b>		<b>52,400 SF</b>	<b>46,300 SF</b>	<b>17,000 SF</b>	<b>27,800 SF</b>
Parking Provided				131 Spaces		43 Spaces	
<i>Assuming 400SF/space or 1.5 per du</i>							
Parking Required				125 Spaces		42 Spaces	
<i>Assuming 4.5 Spaces per 1000SF of retail or 1.5 per du</i>							

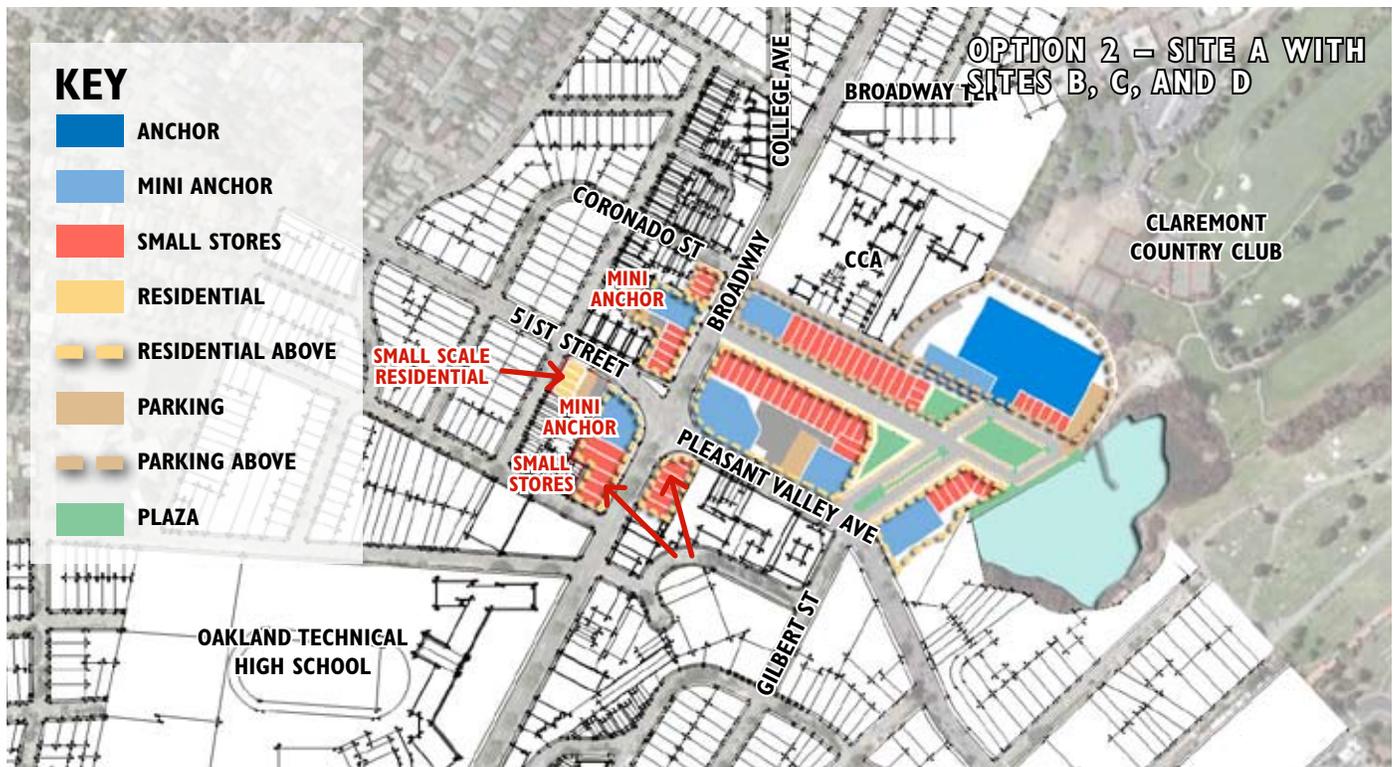
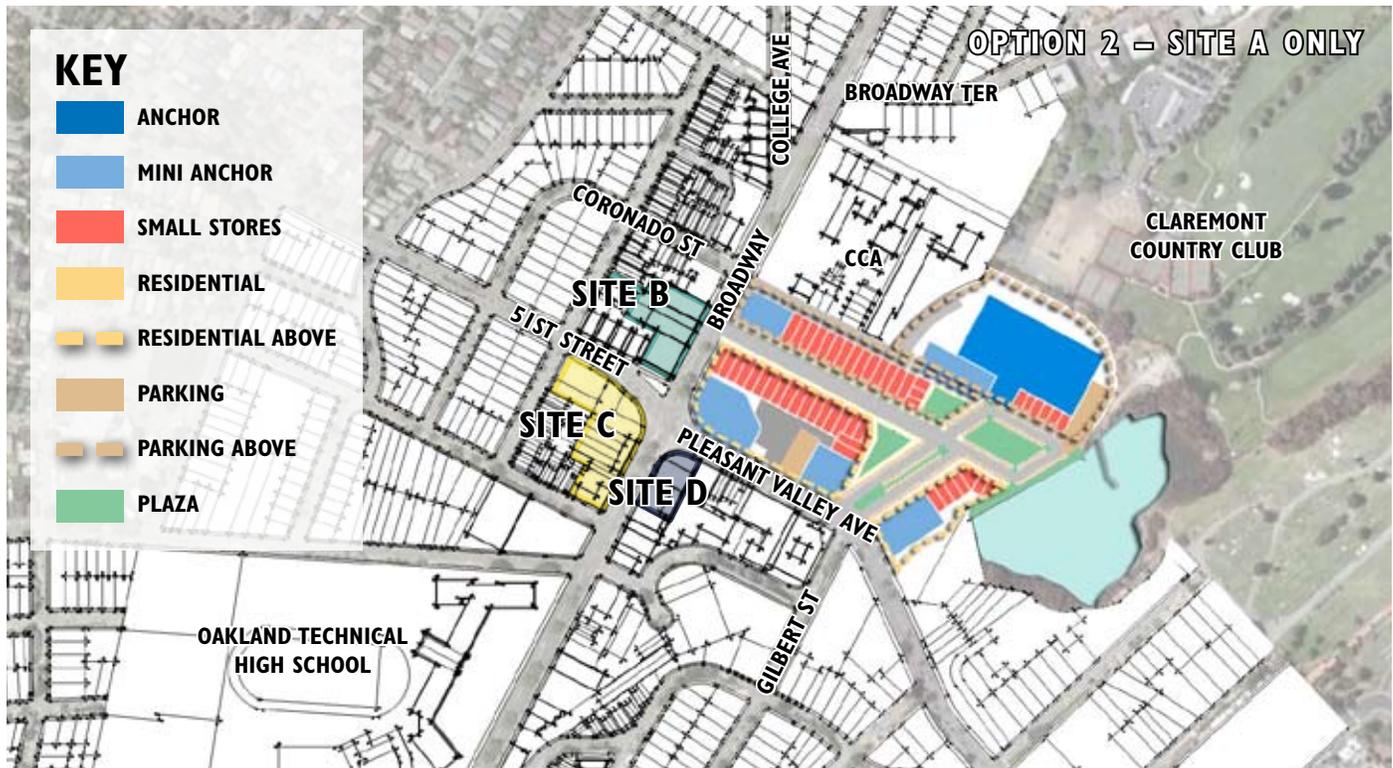


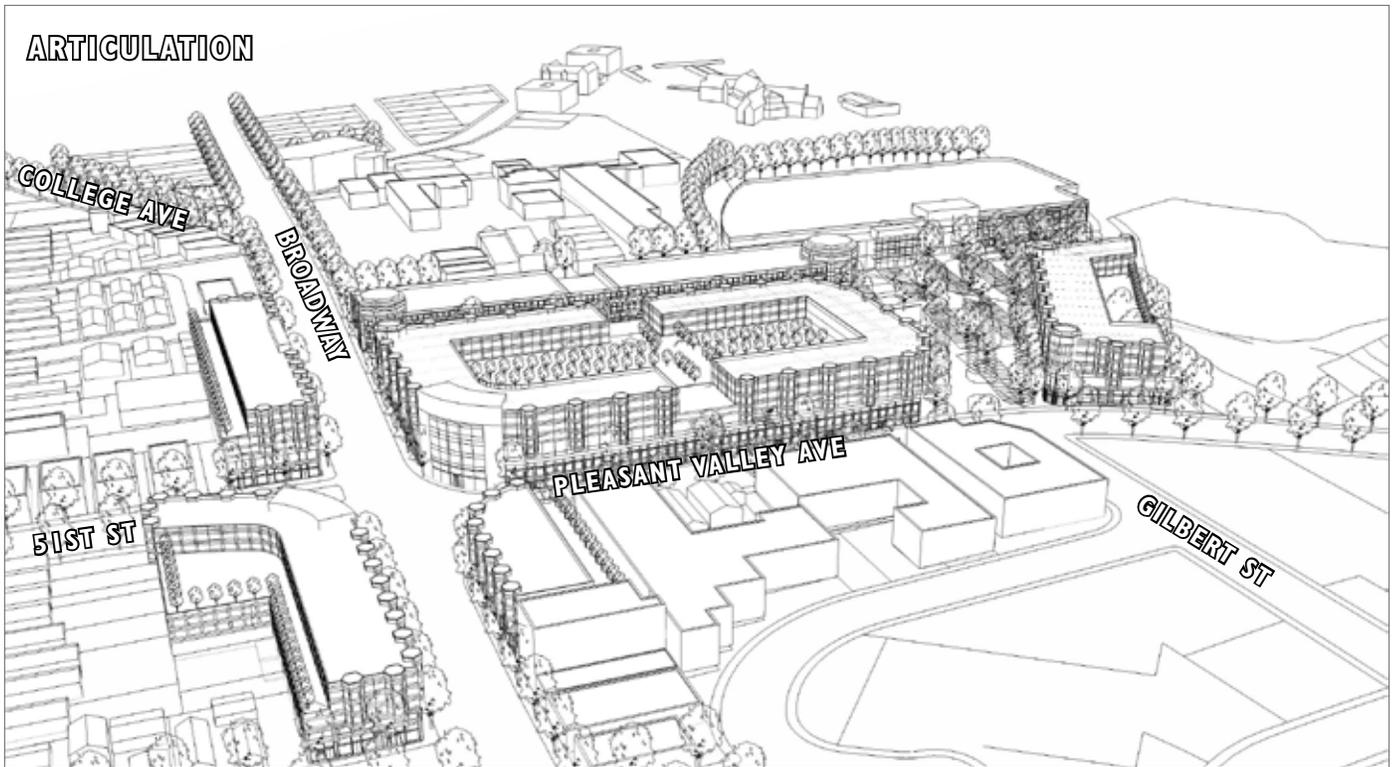
**SITE C - Rough Preliminary Area Tabulation**

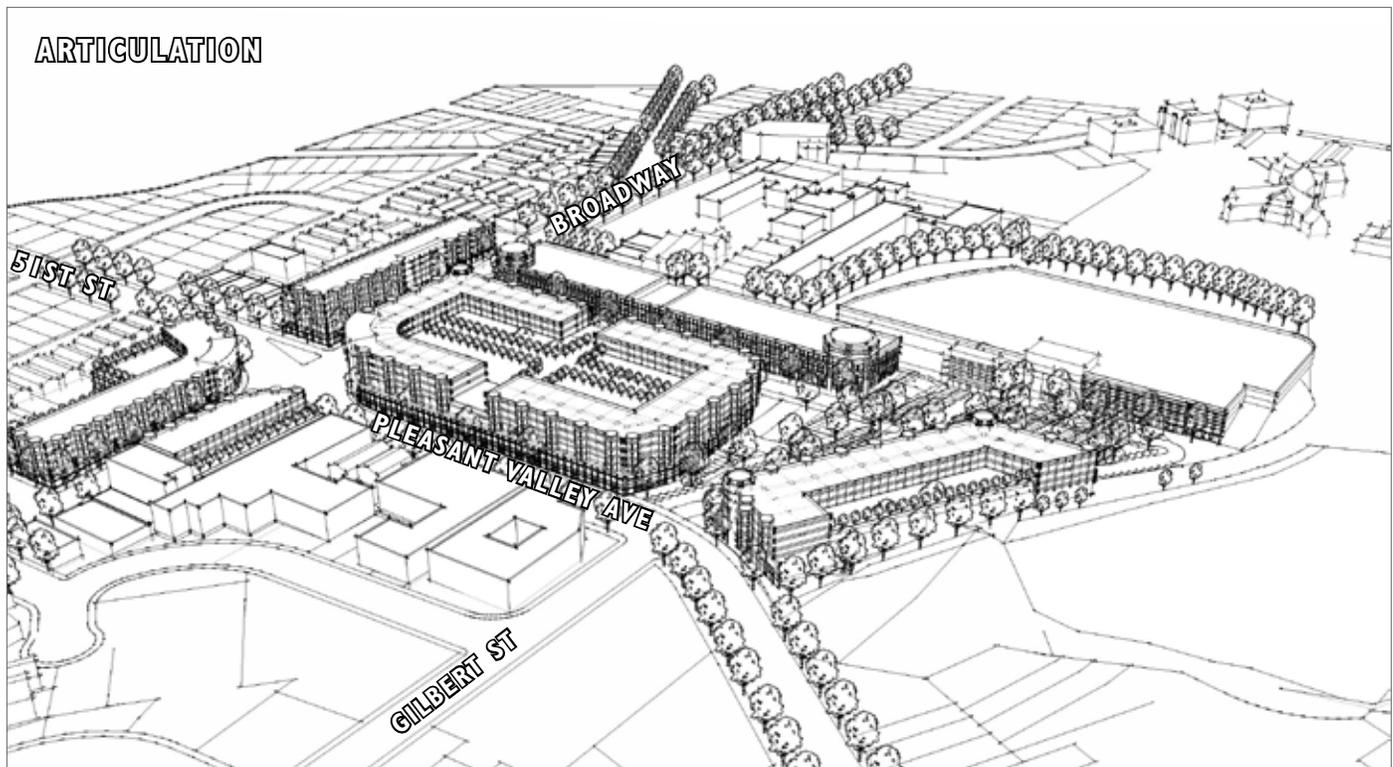
	Small Retail	Mini Anchor	Anchor	Retail Parking	Residential	Residential Parking	Total Leasing
Level 5					21,900 SF		
Level 4					21,800 SF		
Level 3				34,700 SF			
Level 2				17,700 SF		17,000 SF	
Level 1	9,700 SF	18,100 SF			2,600 SF		27,800 SF
<b>TOTAL</b>	<b>9,700 SF</b>	<b>18,100 SF</b>		<b>52,400 SF</b>	<b>46,300 SF</b>	<b>17,000 SF</b>	<b>27,800 SF</b>
Parking Provided				131 Spaces		43 Spaces	
				<i>Assuming 400SF/space or 1.5 per du</i>			
Parking Required				125 Spaces		42 Spaces	
				<i>Assuming 4.5 Spaces per 1000SF of retail or 1.5 per du</i>			

**SITE D - Rough Preliminary Area Tabulation**

	Small Retail	Mini Anchor	Anchor	Retail Parking	Residential	Residential Parking	Total Leasing
Level 5					18,000 SF		
Level 4					18,000 SF		
Level 3						23,400 SF	
Level 2				23,400 SF			
Level 1	15,500 SF				2,500 SF		15,500 SF
<b>TOTAL</b>	<b>15,500 SF</b>			<b>23,400 SF</b>	<b>38,500 SF</b>	<b>23,400 SF</b>	<b>15,500 SF</b>
Parking Provided				59 Spaces		59 Spaces	
				<i>Assuming 400SF/space or 1.5 per du</i>			
Parking Required				70 Spaces		36 Spaces	
				<i>Assuming 4.5 Spaces per 1000SF of retail or 1.5 per du</i>			

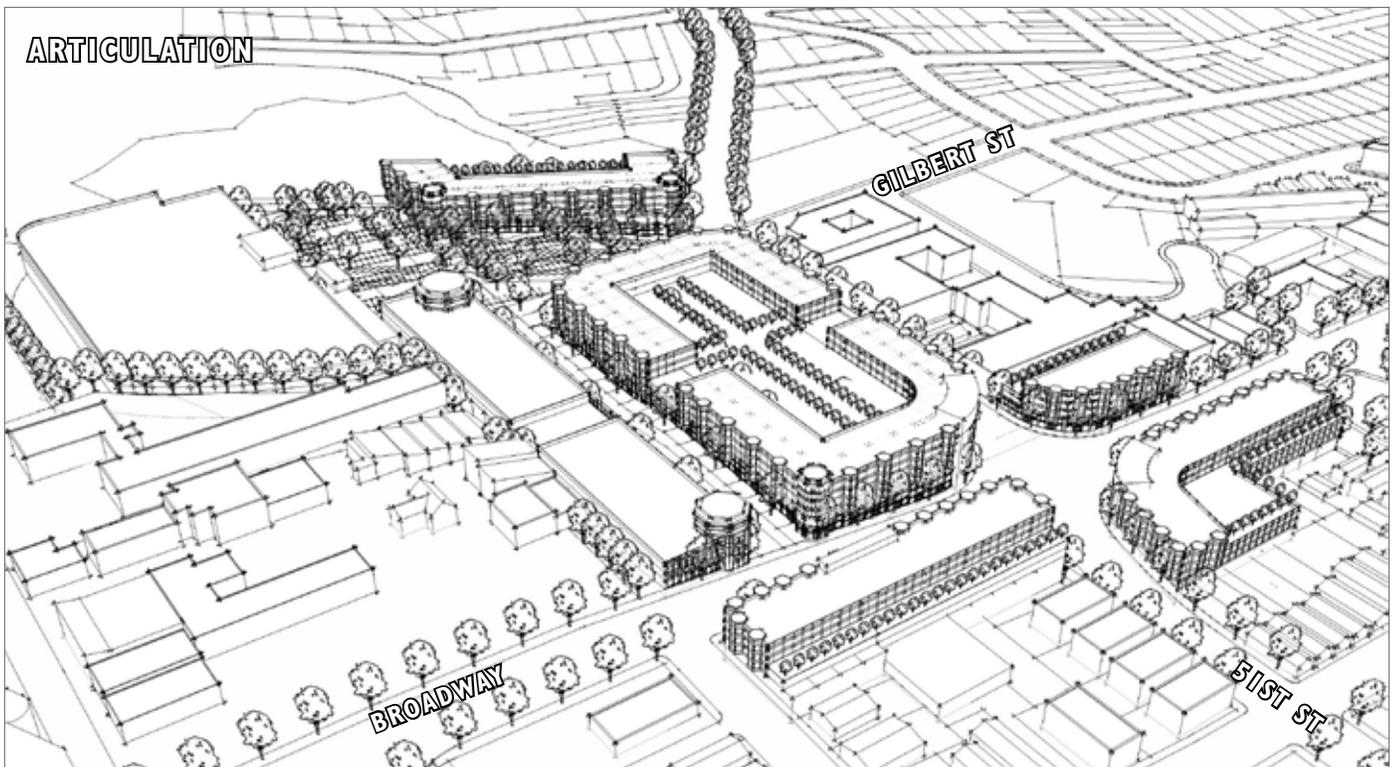


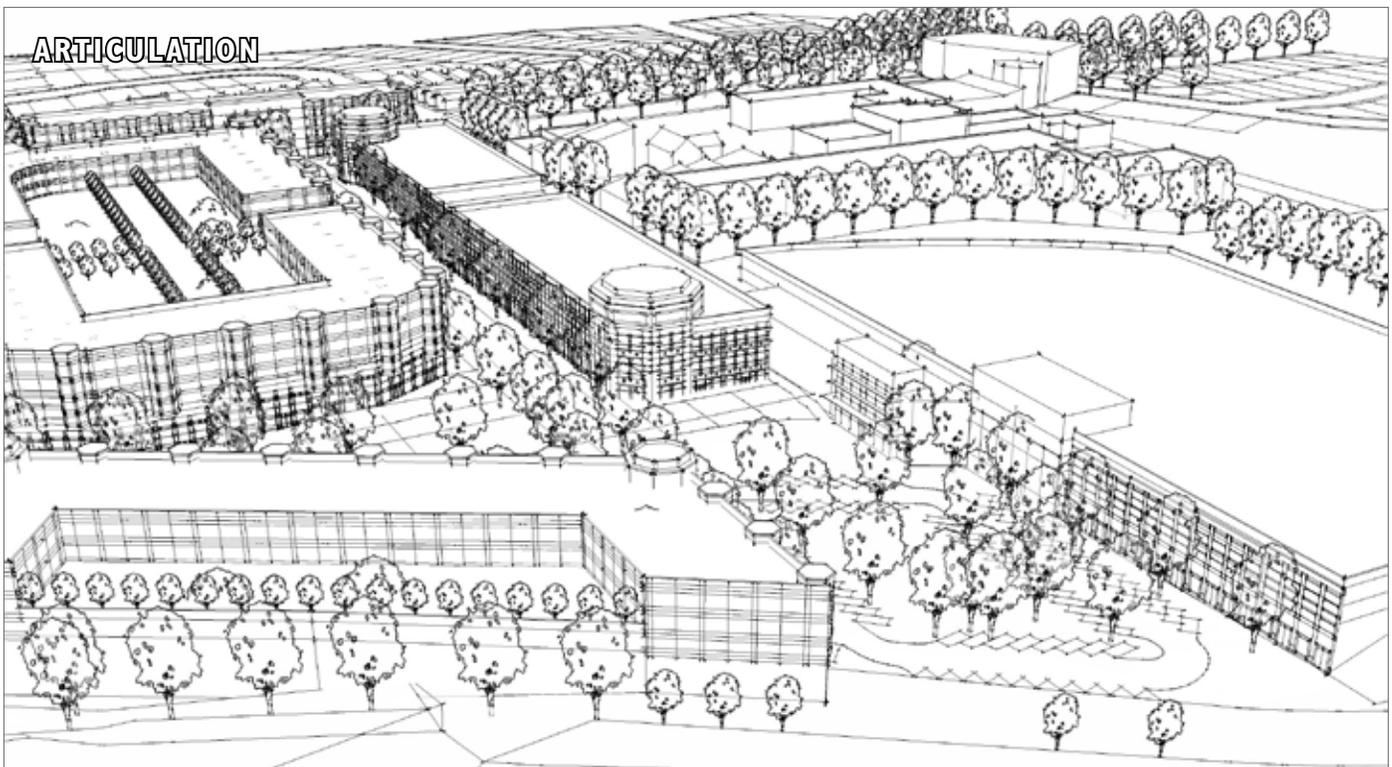




**ILLUSTRATIVE DESIGN PLAN FOR 5 NODES**

A Component of the  
OAKLAND RETAIL ENHANCEMENT STRATEGY  
Last Updated: June 3, 2008





**SITE A - Rough Preliminary Area Tabulation**

	Small Retail	Mini Anchor	Anchor	Retail Parking	Residential	Residential Parking	Total Leasing
Level 5							
Level 4				150,000 SF	103,200 SF		
Level 3				178,600 SF	103,200 SF		
Level 2				178,600 SF		185,400 SF	
Level 1	124,900 SF	89,600 SF	75,900 SF	68,400 SF	1,700 SF		290,400 SF
<b>TOTAL</b>	<b>124,900 SF</b>	<b>89,600 SF</b>	<b>75,900 SF</b>	<b>575,600 SF</b>	<b>208,100 SF</b>	<b>185,400 SF</b>	<b>290,400 SF</b>
Parking Provided <i>Assuming 400SF/space</i>				1,439 Spaces		464 Spaces	
Parking Required <i>Assuming 4.5 Spaces per 1000SF of retail or 1.5 per du</i>				1,307 Spaces		433 Spaces	

**SITE B - Rough Preliminary Area Tabulation**

	Small Retail	Mini Anchor	Anchor	Retail Parking	Residential	Residential Parking	Total Leasing
Level 5					19,700 SF		
Level 4					19,600 SF		
Level 3				21,500 SF			
Level 2				6,200 SF		15,300 SF	
Level 1	15,300 SF	16,300 SF			2,300 SF		31,600 SF
<b>TOTAL</b>	<b>15,300 SF</b>	<b>16,300 SF</b>		<b>27,700 SF</b>	<b>41,600 SF</b>	<b>15,300 SF</b>	<b>31,600 SF</b>
Parking Provided <i>Assuming 400SF/space or 1.5 per du</i>				69 Spaces		38 Spaces	
Parking Required <i>Assuming 4.5 Spaces per 1000SF of retail or 1.5 per du</i>				142 Spaces		38 Spaces	



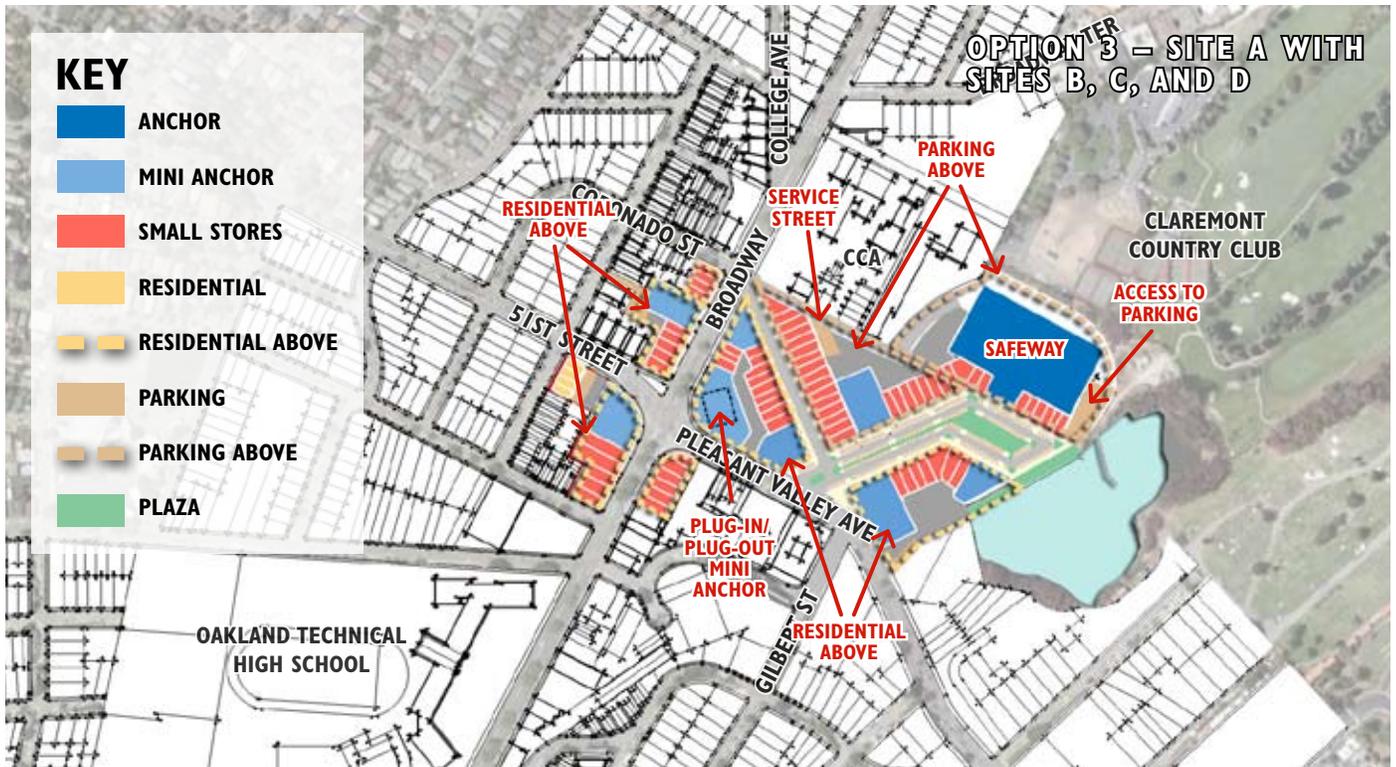
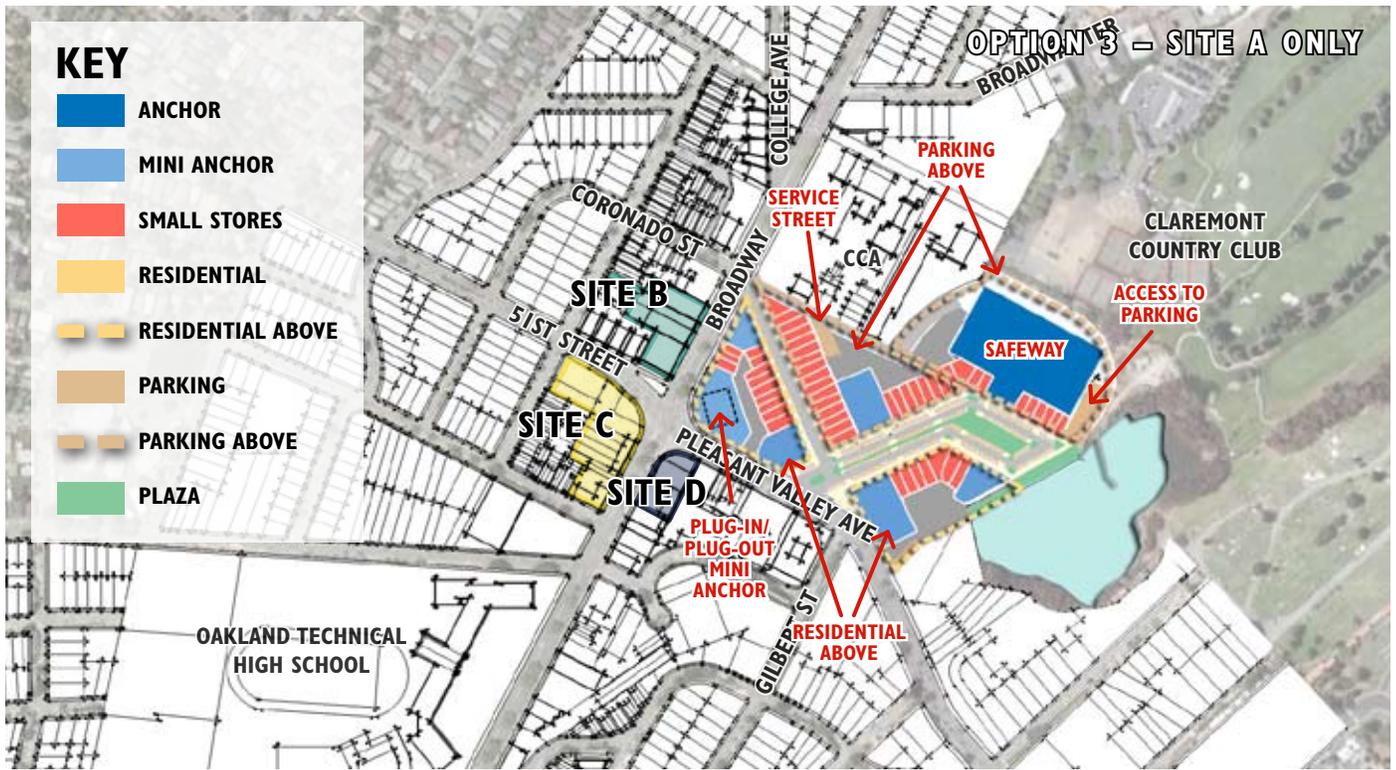
**SITE C - Rough Preliminary Area Tabulation**

	Small Retail	Mini Anchor	Anchor	Retail Parking	Residential	Residential Parking	Total Leasing
Level 5					19,700 SF		
Level 4					19,600 SF		
Level 3				21,500 SF			
Level 2				6,200 SF		15,300 SF	
Level 1	15,300 SF	16,300 SF			2,300 SF		31,600 SF
<b>TOTAL</b>	<b>15,300 SF</b>	<b>16,300 SF</b>		<b>27,700 SF</b>	<b>41,600 SF</b>	<b>15,300 SF</b>	<b>31,600 SF</b>
Parking Provided				69 Spaces		38 Spaces	
				<i>Assuming 400SF/space or 1.5 per du</i>			
Parking Required				142 Spaces		38 Spaces	
				<i>Assuming 4.5 Spaces per 1000SF of retail or 1.5 per du</i>			

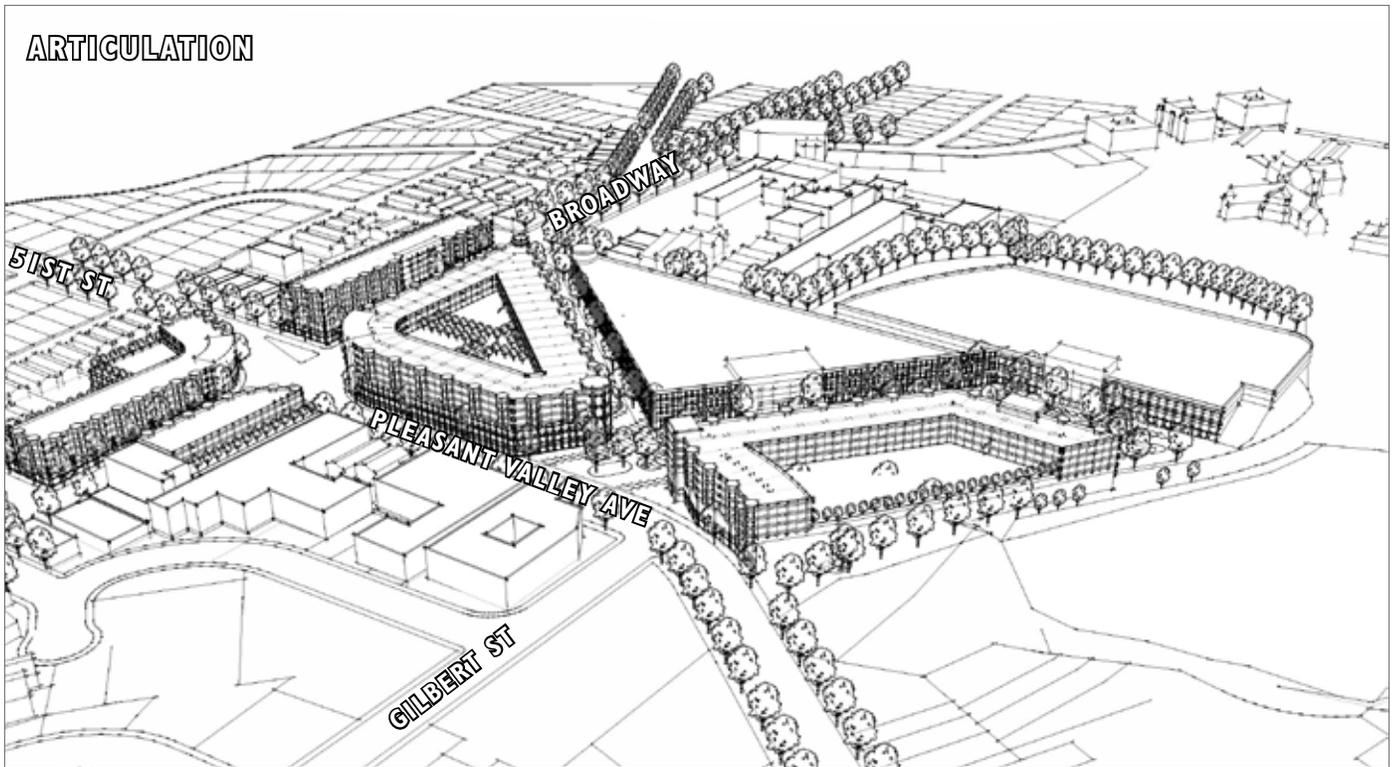
**SITE D - Rough Preliminary Area Tabulation**

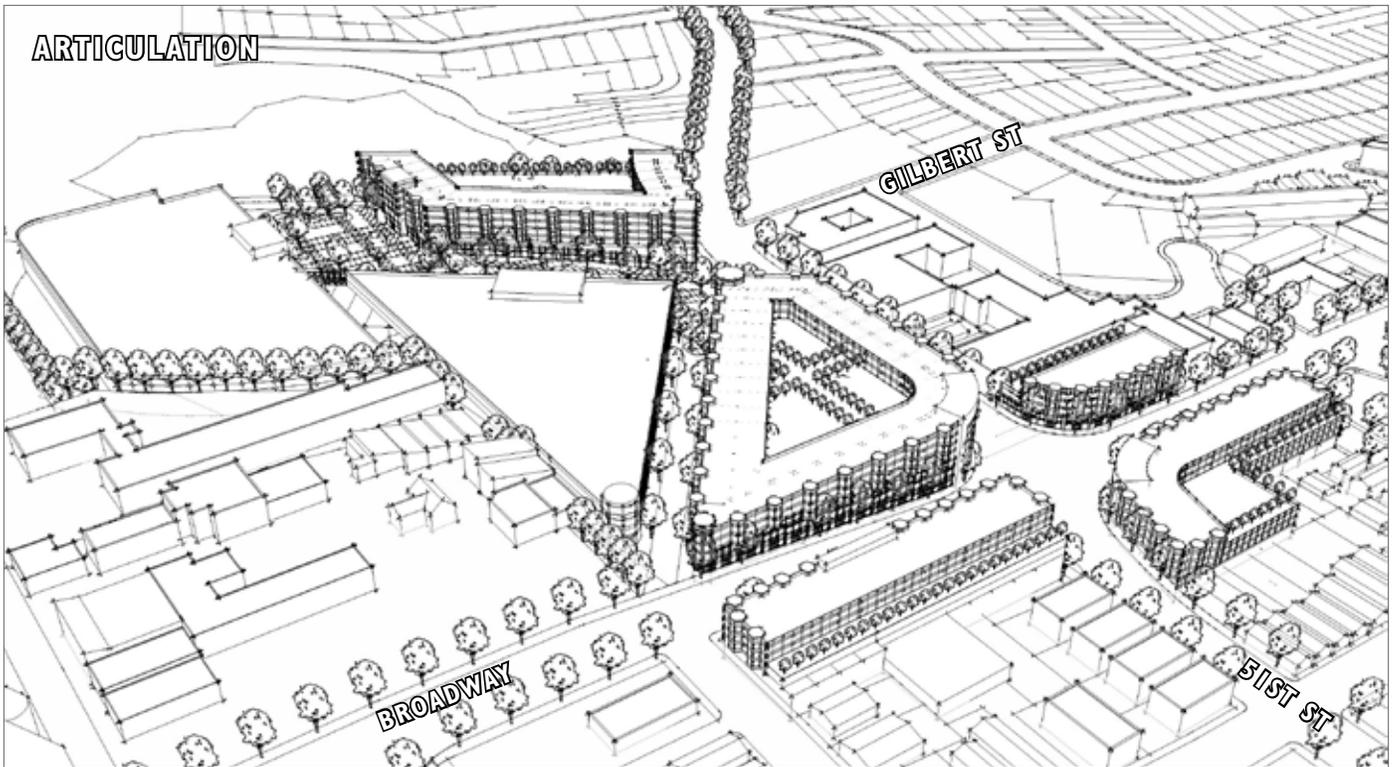
	Small Retail	Mini Anchor	Anchor	Retail Parking	Residential	Residential Parking	Total Leasing
Level 5					16,200 SF		
Level 4					16,200 SF		
Level 3						21,000 SF	
Level 2				21,000 SF			
Level 1	13,900 SF				2,300 SF		13,900 SF
<b>TOTAL</b>	<b>13,900 SF</b>			<b>21,000 SF</b>	<b>34,700 SF</b>	<b>21,000 SF</b>	<b>13,900 SF</b>
Parking Provided				53 Spaces		53 Spaces	
				<i>Assuming 400SF/space or 1.5 per du</i>			
Parking Required				63 Spaces		32 Spaces	
				<i>Assuming 4.5 Spaces per 1000SF of retail or 1.5 per du</i>			

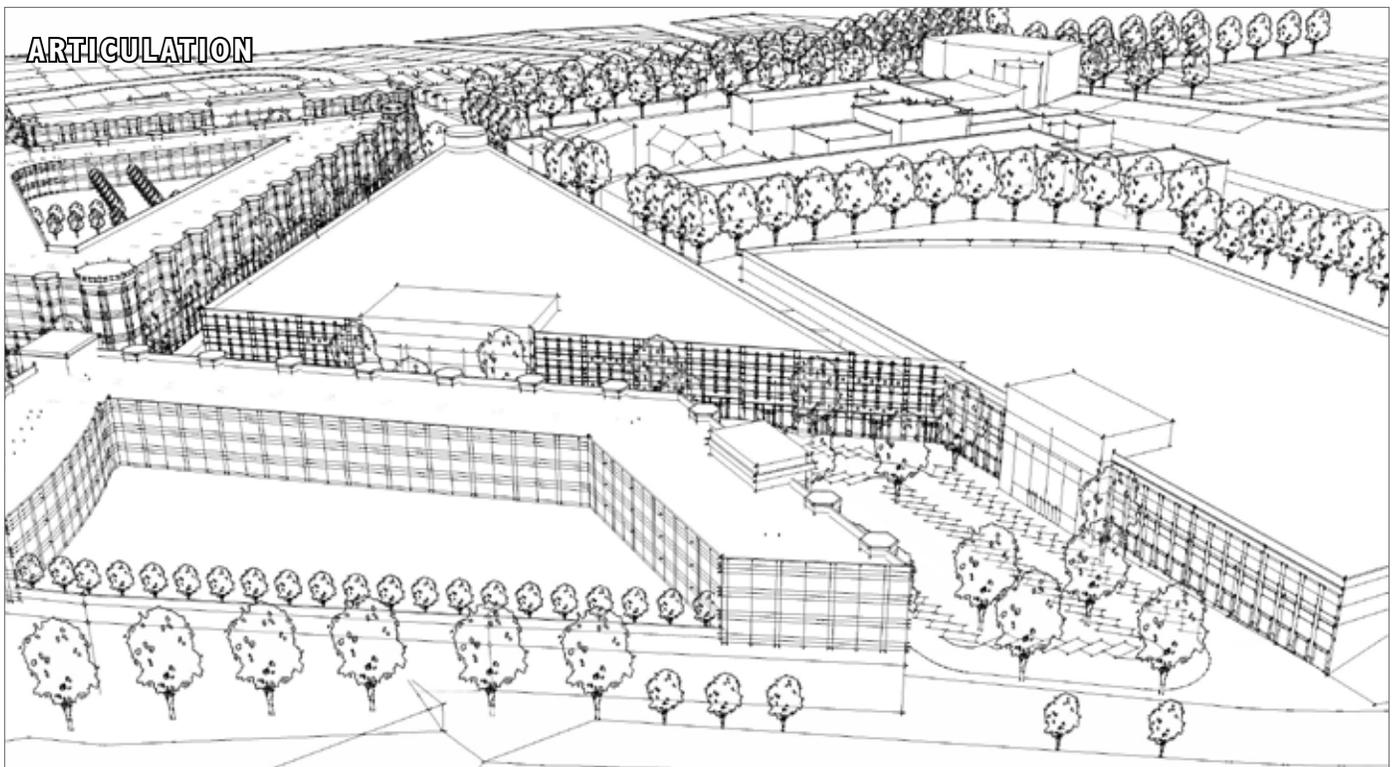












**SITE A - Rough Preliminary Area Tabulation**

	Small Retail	Mini Anchor	Anchor	Retail Parking	Residential	Residential Parking	Total Leasing
Level 5					36,000 SF		
Level 4				100,000 SF	96,300 SF		
Level 3				212,100 SF	96,300 SF		
Level 2				212,100 SF		152,300 SF	
Level 1	120,000 SF	101,800 SF	75,900 SF	90,000 SF	2,200 SF		297,700 SF
<b>TOTAL</b>	<b>120,000 SF</b>	<b>101,800 SF</b>	<b>75,900 SF</b>	<b>614,200 SF</b>	<b>230,800 SF</b>	<b>152,300 SF</b>	<b>297,700 SF</b>
Parking Provided				1,536 Spaces		381 Spaces	
				<i>Assuming 400SF/space</i>			
Parking Required				1,340 Spaces		365 Spaces	
				<i>Assuming 4.5 Spaces per 1000SF of retail or 1.5 per du</i>			

**SITE B - Rough Preliminary Area Tabulation**

	Small Retail	Mini Anchor	Anchor	Retail Parking	Residential	Residential Parking	Total Leasing
Level 5					19,600 SF		
Level 4					19,600 SF		
Level 3				31,200 SF			
Level 2				16,000 SF		15,200 SF	
Level 1	8,800 SF	16,300 SF			2,300 SF		25,100 SF
<b>TOTAL</b>	<b>8,800 SF</b>	<b>16,300 SF</b>		<b>47,200 SF</b>	<b>41,500 SF</b>	<b>15,200 SF</b>	<b>25,100 SF</b>
Parking Provided				118 Spaces		38 Spaces	
				<i>Assuming 400SF/space or 1.5 per du</i>			
Parking Required				113 Spaces		38 Spaces	
				<i>Assuming 4.5 Spaces per 1000SF of retail or 1.5 per du</i>			



**SITE C - Rough Preliminary Area Tabulation**

	Small Retail	Mini Anchor	Anchor	Retail Parking	Residential	Residential Parking	Total Leasing
Level 5					21,900 SF		
Level 4					21,800 SF		
Level 3				34,700 SF			
Level 2				17,700 SF		17,000 SF	
Level 1	9,700 SF	18,100 SF			2,600 SF		27,800 SF
<b>TOTAL</b>	<b>9,700 SF</b>	<b>18,100 SF</b>		<b>52,400 SF</b>	<b>46,300 SF</b>	<b>17,000 SF</b>	<b>27,800 SF</b>
Parking Provided				131 Spaces		43 Spaces	
				<i>Assuming 400SF/space or 1.5 per du</i>			
Parking Required				125 Spaces		42 Spaces	
				<i>Assuming 4.5 Spaces per 1000SF of retail or 1.5 per du</i>			

**SITE D - Rough Preliminary Area Tabulation**

	Small Retail	Mini Anchor	Anchor	Retail Parking	Residential	Residential Parking	Total Leasing
Level 5					16,200 SF		
Level 4					16,200 SF		
Level 3				4,000 SF		17,000 SF	
Level 2				21,000 SF			
Level 1	13,900 SF				2,300 SF		13,900 SF
<b>TOTAL</b>	<b>13,900 SF</b>			<b>25,000 SF</b>	<b>34,700 SF</b>	<b>17,000 SF</b>	<b>13,900 SF</b>
Parking Provided				63 Spaces		43 Spaces	
				<i>Assuming 400SF/space or 1.5 per du</i>			
Parking Required				63 Spaces		32 Spaces	
				<i>Assuming 4.5 Spaces per 1000SF of retail or 1.5 per du</i>			

## ATTACHMENT 2

Report from Neighborhood Organizations  
(December 8, 2010)

# **Joint Report Regarding the Design of the Proposed Safeway Redevelopment Plan for the Rockridge Shopping Center**

**December 8, 2010**

**The following neighborhood organizations have contributed to this report –**

FANS – Friends and Neighbors of Safeway  
PANIL – Piedmont Avenue Neighborhood Improvement League  
RCPC – Rockridge Community Planning Council  
STAND – Standing Together for Accountable Neighborhood Development  
ULTRA – Urbanists for a Livable Temescal Rockridge Area

**We want this to be a successful project for Safeway, our neighborhoods and the City as a whole.**

## **Table of Contents –**

Page 2	Illustration highlighting the deficiencies in the present proposal.
Page 3	Existing City, Bay Area and State policies regarding urban in-fill development.
Pages 4-7	The Conley Report regarding this site and its potential.
Pages 8	Illustration of a concept with a residential emphasis.
Pages 9	Illustrations of a concept with a phased-in commercial emphasis.
Page 10	Illustration of a concept with a commercial emphasis that preserves the existing bank.
Page 11	Illustration of a concept with a more intense commercial emphasis.

# Deficiencies in the present proposal –

This road is an uninviting featureless blind drive leading to the loading docks and the parking lot.

The eastern half of the site is still a typical suburban super-market strip mall. The Safeway is poorly situated, poorly accessible to pedestrians and transit patrons and not easily visible from the street. The large surface parking lot is both unattractive and an inefficient use of space, especially in this urban setting.

This drive should be an internal street that connects to the existing streets. In this proposal it is artificial and contrived and nothing more than a parking lane.

For as much as possible there needs to be store entrances along Broadway.



This is the most prominent corner of the site. Instead of retreating from it the project needs to meet the street.

The project walls itself off from Pleasant Valley. These storefronts need to have entrances here too.

The project design makes poor use of the quarry pond amenity and what is proposed next to the pond will not attract patrons to it.

The fundamental flaw in this proposal is that it is inward facing and does not respond to or integrate itself with the adjacent urban neighborhoods. And in an attempt to disguise this it is sheathed in a bewildering array of textures, styles and articulations.

# City, Bay Area and State policies regarding urban in-fill development –

We strongly believe that Safeway's proposal for the Broadway & Pleasant Valley rebuild is contrary to the goals of City of Oakland policies and initiatives, Metropolitan Transportation Commission, Bay Area Air Quality Management District and the Bay Conservation and Development Commission goals as well as state law.

## City of Oakland Policies and Initiatives –

In 1998 Oakland adopted a visionary General Plan whose explicit intent is to promote higher density mixed-use development along our city's transit corridors.

Oakland is in the midst of updating the zoning for the city's commercial corridors to comply with the vision articulated in the General Plan by allowing for higher-density, mixed-use development on our transit corridors. This site is proposed to be a higher density mixed-use node.

The city is also in the process of preparing a Climate Action Plan for Oakland. A draft of this plan is already circulating and the city is soliciting public comment on it. Multiple sections of this plan call for higher-density, mixed-use development along transit corridors as well as even higher density Transit Oriented Development at transit nodes.

The city has commissioned at least one six figure retail study and analysis of our city, the Conley report, and the Safeway at Broadway & Pleasant Valley is one of only five finalist nodes specifically called out in the report with more detailed analysis and proposals. What Safeway has proposed does NOT reflect the conclusions of the Conley report.

## Metropolitan Transportation Commission, Bay Area Air Quality Management District and the Bay Area Air Quality Management District Policies –

All three organizations have formed a joint regional planning initiative known as FOCUS, which is the regional blueprint plan for the San Francisco Bay Area. The centerpiece of the FOCUS strategy is the creation of Priority Development Areas (PDAs) in which incentives for compact, transit-oriented development will be used to help bridge the gap between regional objectives and local land-use authority. Oakland has designated Safeway at Broadway & Pleasant Valley as a Priority Development Area. What is presently proposed does NOT reflect the goals of the "Transportation 2035 Plan" as adopted by the MTC.

## California Laws –

At the state level we have at least two laws that also promote transit-oriented development – SB 375 (2008) and AB 32 (2006). Both compel local planning agencies to make planning choices that reduce Vehicle Miles Traveled (VMT.) What is proposed is a car-centric mall and opposite the intent of these laws.

# The Conley Report and how it pertains to this site –

**a. The Nodes Combined**

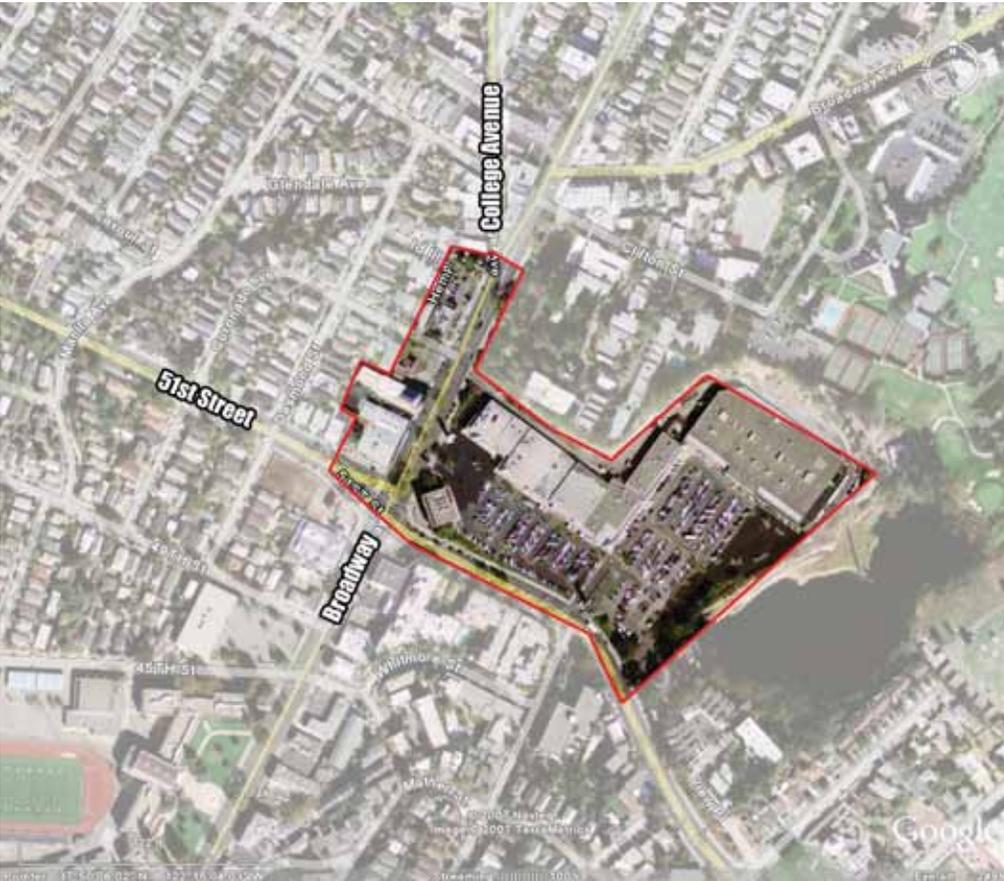
Major development changes will occur in these two nodes in the near to intermediate term. These two nodes abut some of the City's most affluent neighborhoods, yet neither provide the kind of neighborhood gathering places that are found in the Rockridge, Montclair, and Lakeshore nodes, or is emerging in the nearby Temescal node. Challenges and opportunities for retail enhancement in this node include the following:

- The Rockridge Shopping center underutilizes a rare commodity in Oakland: a retail site over 10 acres in a prime location. Today the center operates as a suburban retail solution in a key urban location. A proposal to relocate and expand the Safeway store only partially begins to intensify the use of the site by adding parking above the supermarket. More intensive use of this site could provide an expansion opportunity for the supermarket and also meet the City's strategic goal of expanding its supply of comparison retail stores.
- Existing development at the intersection of 51<sup>st</sup> and Broadway is auto-oriented and internally focused, with little encouragement for pedestrians to patronize retail on adjacent sites.
- In addition to the shopping center, the south western and south eastern corners of the intersection are likely to be redeveloped in the near future, creating an opportunity for re designing the way this important junction functions as one of the City's prime retail locations.
- Just north of Oakland Technical High School the site of the former Dave's Coffee Shop is available for development in conjunction with an adjacent site now operated as a Toyota used cars lot. Mixed-use development on this site has been discussed, but plans are currently on hold due to the economy.
- In the Oakland Tech node the available development site backs up to single family homes that will need to be protected from the impacts of shopper access, service and circulation.
- Retail on Broadway in the Oakland Tech node has diminished overtime, and with few exceptions, the current mix is underperforming and underutilized.

**2. Enhancement Strategy**

- ❖ Major development changes in these nodes provide an opportunity to redevelop the pattern of land use to one that is less auto-oriented, and supports creation of a pedestrian environment that serves the adjacent neighborhoods.
- ❖ Incorporate a viable comparison goods component into large scale retail

## 51st/ Broadway



The 51st and Broadway node is located along Broadway, between the Rockridge and Upper Broadway/Oakland Tech retail nodes. It contains the Rockridge Shopping Center, an auto oriented neighborhood shopping center with surface parking on a key 12 acre site. The shopping center is anchored by Safeway and a 100,000 SF Longs Drug store that operates more like a big box comparison store than a drug store. Safeway, which controls most of the site though a long term ground lease, has plans to relocate and expand its store. In 2006, this area had well over \$10 million in total sales. More than 40 percent of total sales were in convenience good shopping. The immediately surrounding areas have high per-capita incomes and smaller households than are average for Oakland. Only a small portion of neighboring households include children.

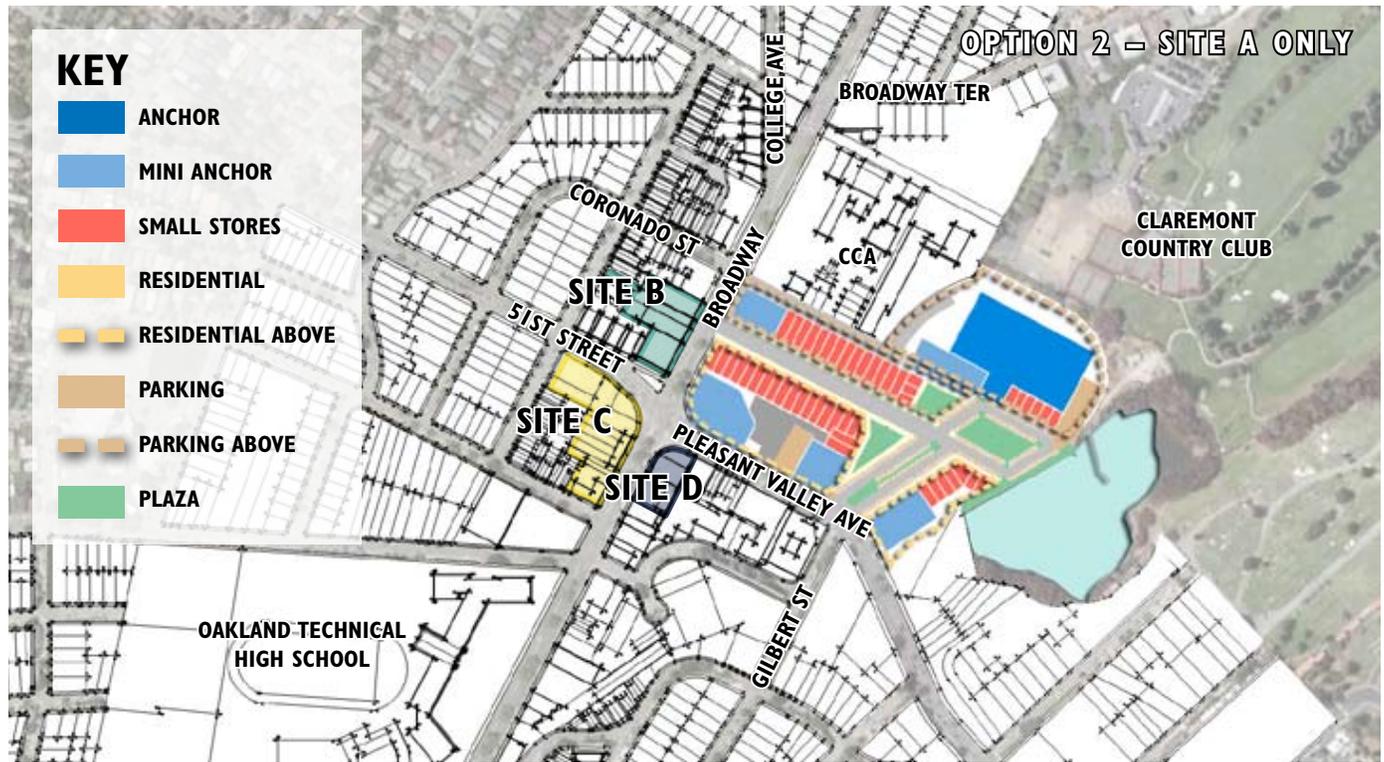
Other comparison and eating and drinking outlets are located on outlying sites surrounding the shopping center. The long-standing Poppy Fabric store recently closed and both that site and the adjacent vacant lot are available for new development. The Rockridge Shopping Center is well located to serve affluent neighborhoods in Oakland and Piedmont, and is thus a valuable retail enhancement opportunity for the city.

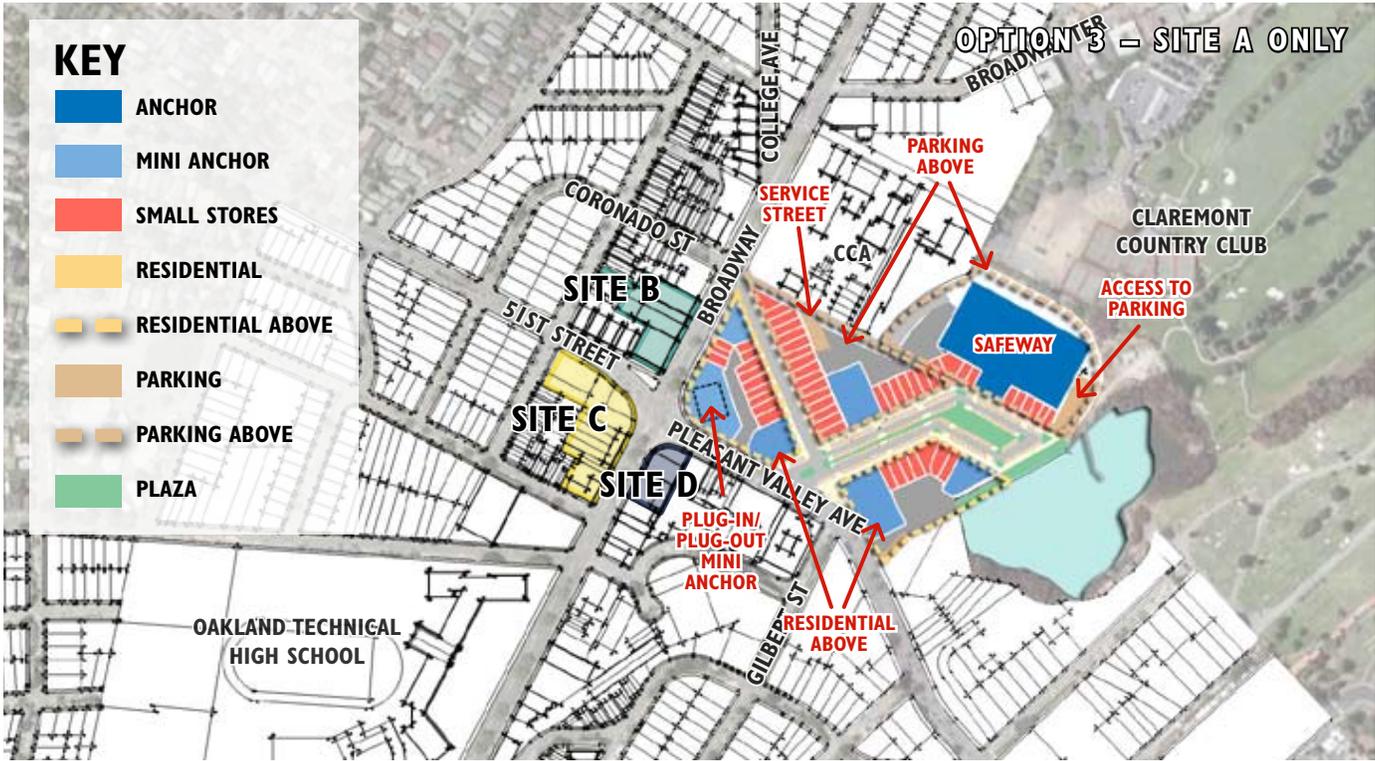
The City should carefully consider future development in this node and how those proposals enhance and protect the City's overall retail sector. This node is classified as a grocery, comparison, and restaurant node that is performing well.

### Node Demographics

51st & Broadway 2006	1/2 Mile Radius	1 Mile Radius	3 Mile Radius	City of Oakland
Population	7,333	31,143	257,617	400,377
Households	3,916	15,611	115,072	149,082
Households Size	1.86	1.97	2.16	2.64
Per Capita Income	\$43,711	\$41,131	\$32,839	\$25,469
Number of Households with Children	594	2,967	25,408	49,976

Source: Conley Consulting Group, JRDV, Strategic Economics, Claritas, 2008.



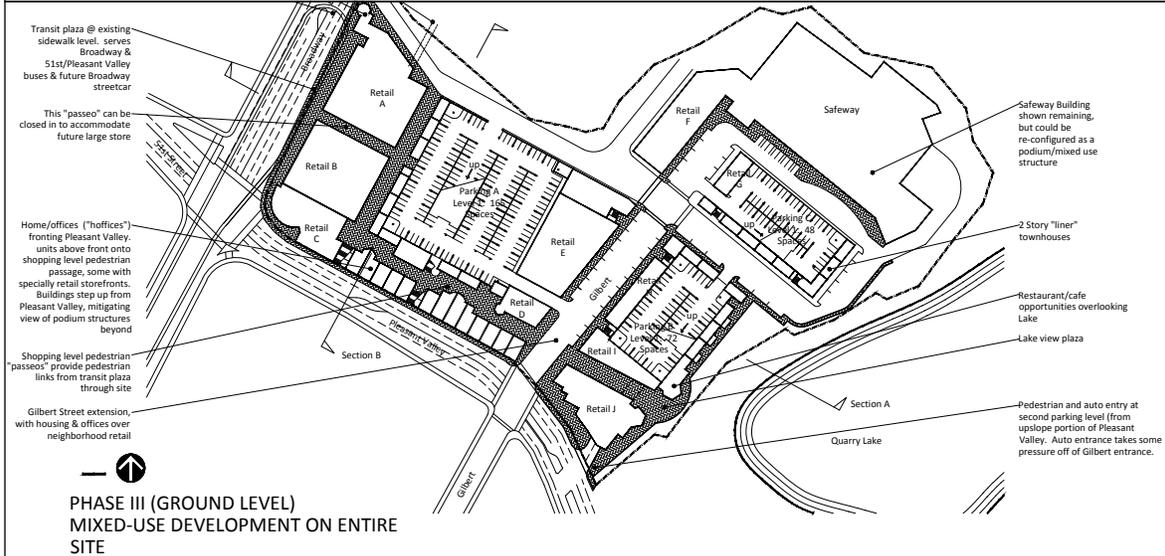
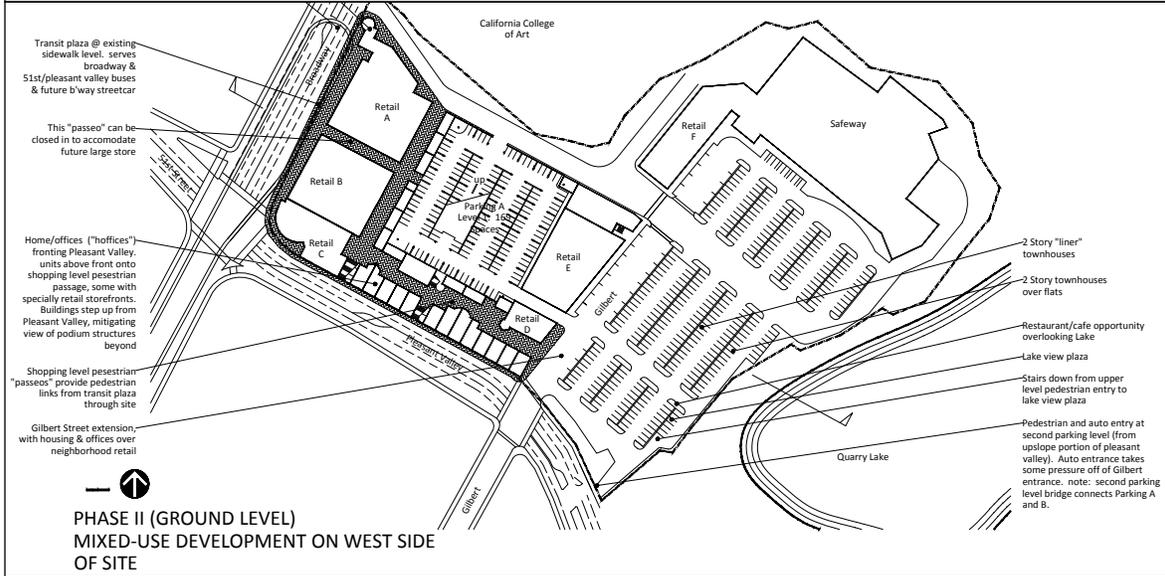
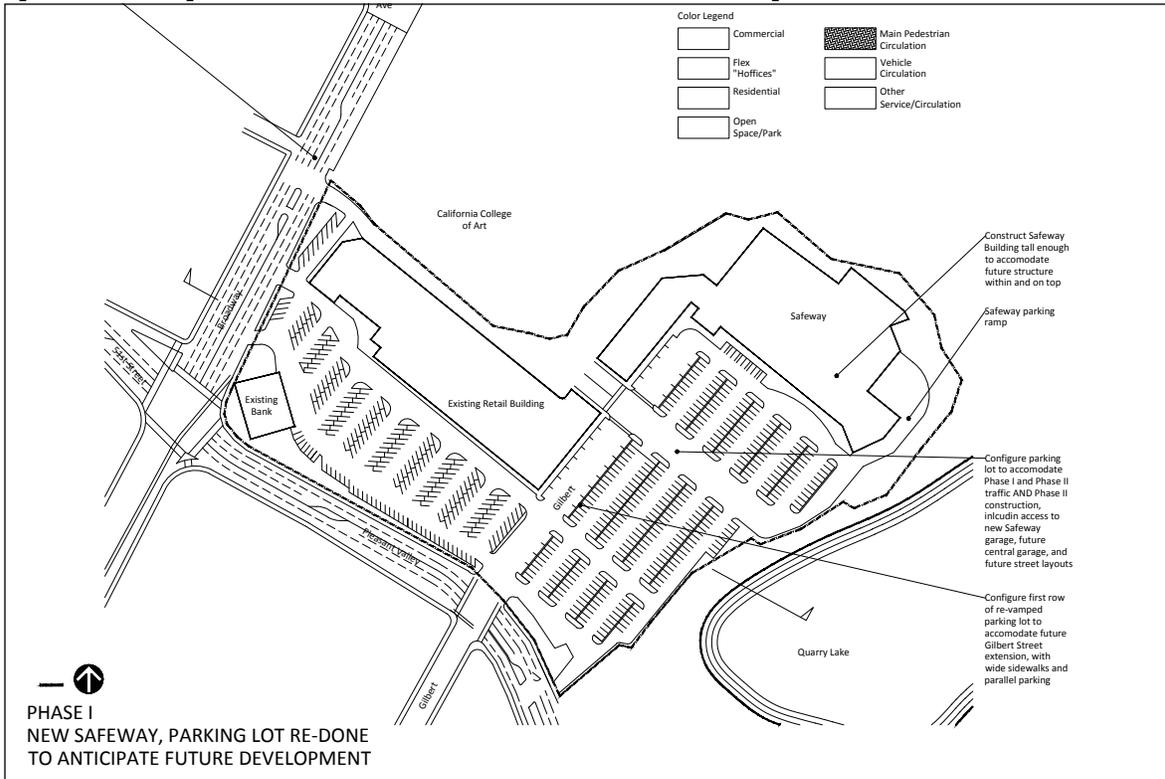


# Concept with a residential emphasis –

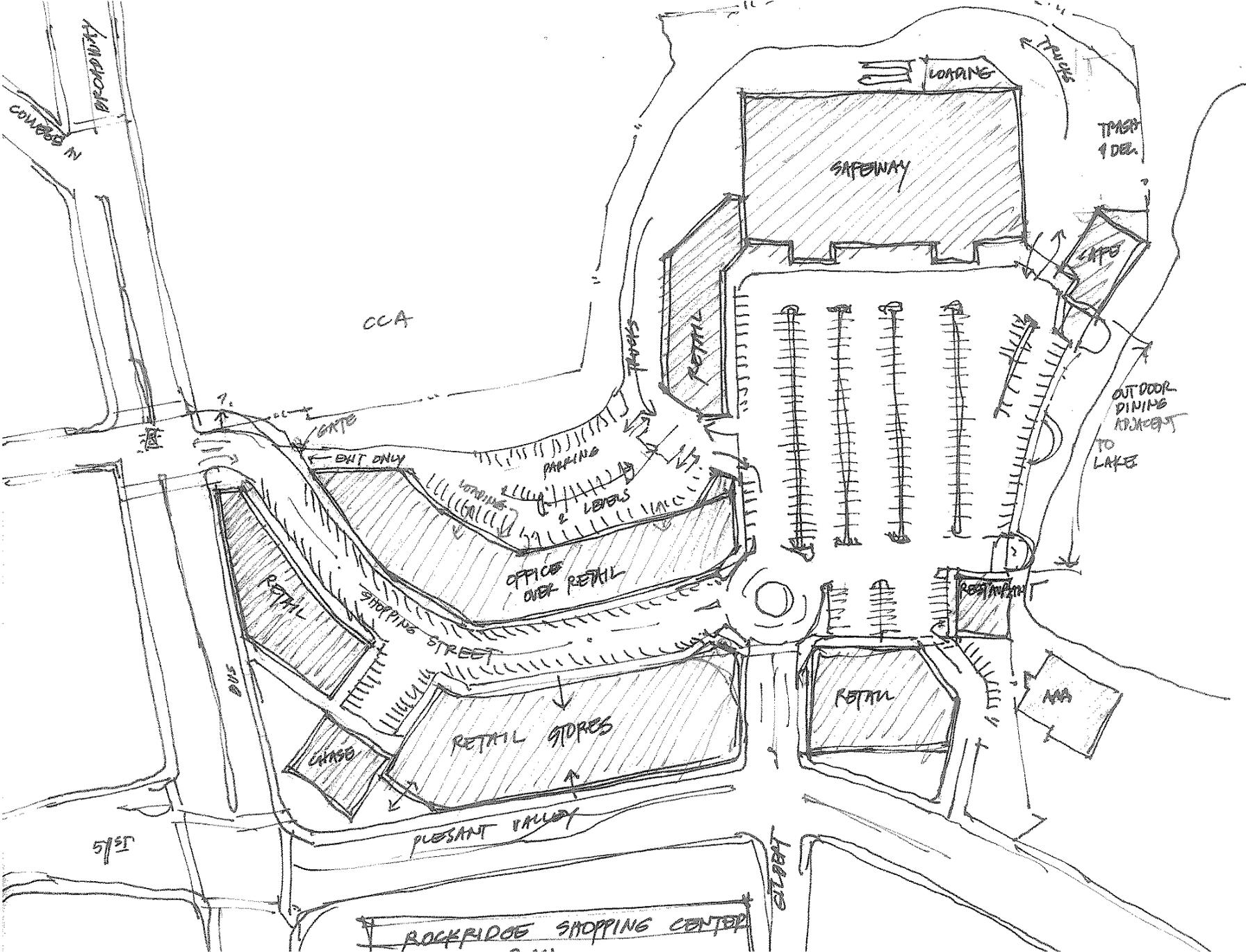


SHOPPING PLAZA LEVEL CONCEPT PLAN

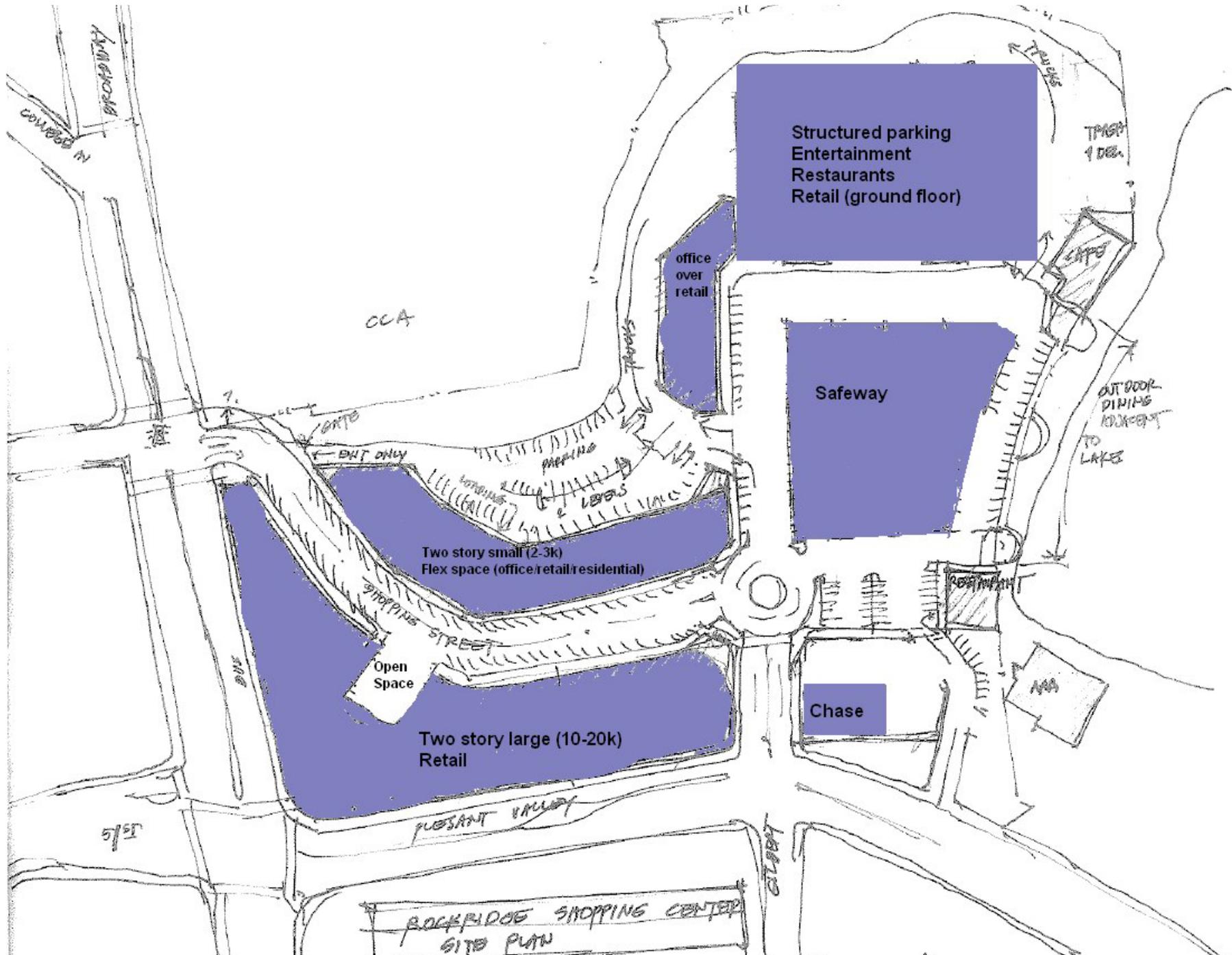
# Concept with phased-in commercial emphasis –



Concept with commercial emphasis that keeps the bank in the same location –



# Concept with a more intense commercial emphasis –



ATTACHMENT 3

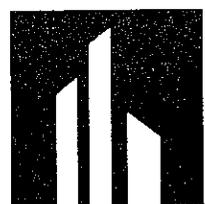
Public Comments  
(July 2, 2009 – January 19, 2011)

COMMENTS: I AM RESPONDING TO SAFEWAY'S "MAKE OVER" OF THE SHOPPING CENTER AT 51ST & BROADWAY. I AM CHOOSING NOT TO SEND MY COMMENTS TO THE PROPERTY DEVELOPMENT CENTER IN PLEASANTON. I ATTENDED THE "INFORMATIONAL" OPEN HOUSE ON THURSDAY, JUNE 25, 2009. THE DESIGN OF THE PROPOSED SAFEWAY LOOKS VERY SLEEK AND MODERN. HOWEVER, I HAVE A REAL ISSUE WHEN SAFEWAY INDICATES THAT THIS NEW STORE WILL BE USING "GREEN CONSTRUCTION." IT WAS, I BELIEVE, 2001 WHEN SAFEWAY AT 51ST COMPLETED IT'S CURRENT REMODEL. NOW WE ARE IN THE ERA OF DISPOSABLE SHOPPING CENTERS. I DON'T SEE ANYTHING "GREEN" ABOUT DEMOLISHING A, NOT YET, DECADE OLD, SERVICEABLE STORE. FURTHERMORE, I DON'T SEE ANYTHING "GREEN" ABOUT DISPLACING A TRULY ALIVE & GREEN GARDEN CENTER (CVS, LONG'S) THAT HAS LONG BEEN A STAPLE OF THIS COMMUNITY. I SPEAK FROM THE VANTAGE POINT OF BEING AN OAKLAND NATIVE. SO SAFEWAY, WATCH YOUR LOOSE USAGE OF THE LANGUAGE AND CHECK YOUR EXPANSIONIST PLANS!

NAME: MICHAEL ZABRISKIE ADDRESS: 5276 MILES AVE.  
PHONE: (910) 658-6215 EMAIL: MICHAEL PZ@SPC GLOBAL,  CONTACT ME, I'D LIKE TO HELP.  
NET

(Please tear here and return your comments.)

RECEIVED



Property  
Development  
Centers

JUL 2 2009

CITY PLANNING COMMISSION  
ZONING DIVISION

**Ranelletti, Darin**

---

**From:** Becci Haskew [becci.haskew@msn.com]  
**Sent:** Wednesday, July 08, 2009 2:04 PM  
**To:** Ranelletti, Darin  
**Cc:** Lon Haskew  
**Subject:** CMD09-135;CP09-090;ER09-007

Darin:

Pursuant to our telephone conversation Monday, July 6, 2009, I am writing you to express our concerns regarding the Development of the Rockridge Shopping Center and the effect it will have on our property which is located on the bluff above the current Safeway store on 225 Upper Clifton Street, adjacent to the College of Art which is also located on the bluff above the store.

Systematically, for the past few years the Safeway store has been removing the eucalyptus trees from the cliffs that are directly behind the store on the basis that they are concerned that the trees will fall on their buildings. During this process of removing the trees, the company that they hired has caused the dirt to slide off of the steep wall that the trees were growing on into their back parking and delivery area.

This last year as a result of the trees being removed, enough dirt has sloughed off the cliffs to expose our irrigation lines and has caused our perimeter safety fence to fall over. We have warned them several times and yet they have continue to remove the trees without any effort to stabilize the cliffs and hill side. There are also concerns that the area was once a rock quarry. The reason the quarry closed, we understand was because they ran out of rock and hit clay soil, which if disturbed may give way, also resulting in the cliff becoming unstable and falling into the shopping center.

In addition to the immediately adjacent damage, it has caused several small cracks in our walkways to appear as the soil moves toward the cliffs. We are concerned that further erosion will occur if you allow them to continue to remove the trees and or disturb the steep cliffs by removing soil at the bottom of the cliffs for a parking structure or excavation for a new building or buildings.

You are welcome to view the situation from our buildings above the shopping center by calling me at (925) 253-1714.

We are also concerned with respect to the noise and dust that will occur during demolition and construction. We own and operate a 72 unit apartment complex that sets on top of the cliffs directly above the center. It would cause a significant inconvenience for all of our residents.

Please confirm that you have received this email and advise me as to what procedures we need to follow going forward to protect our property from sliding down the cliffs and becoming part of the shopping center.

Respectfully, Becci Haskew

## Ranelletti, Darin

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**From:** justin horner [justinhorner@sbcglobal.net]  
**Sent:** Tuesday, July 14, 2009 2:06 PM  
**To:** Ranelletti, Darin  
**Cc:** Wald, Zachary; michaelcolbruno@clearchannel.com  
**Subject:** Safeway EIR Scoping Comments

Darin:

Hope you're well. Please take the following as recommendations to the Planning Commission in their EIR Scoping Plan hearing tomorrow evening, as appropriate.

1) Transportation: The environmental review should include analysis of how the proposed urban design encourages or discourages certain modes of travel. Most generally, the auto-oriented, suburban form of the current and proposed shopping center a) prioritizes, and thereby encourages, travel by private automobile; b) creates an urban environment inhospitable to pedestrian and bike travel, thereby discouraging it; and c) appears to make no provision to improve transit access. I believe the proposed plan--with its plazas, clear pedestrian pathways, and instances of designed "choke-points" to slow traffic--is an effort to move in this direction. Nevertheless, by insisting on the same footprint with insufficient design effort, the fundamentals of the project will remain auto-oriented and suburban.

By keeping the storefronts far back from surrounding streets, and with vast, largely uncontrolled parking lots in between, a Safeway customer arriving at the property from the surrounding neighborhood has a tenth of a mile walk across the parking lot to get from the corner of Gilbert and Pleasant Valley to the front door of Safeway, and someone walking from Rockridge has almost an additional 1/4 mile to walk (each way) from the entrance near the CCAC. A driver, on the other hand, has ample parking available and a far shorter walk in all cases. This is not consistent with the surrounding urban fabric and has significant environmental implications. Safeway needs to do more with the design to make pedestrians and bikers feel safe, and to make walking more pleasant and likely. Connected, grid-like streets with street level retail and active public spaces encourage walking. Vast parking lots do not.

I would recommend a detailed analysis of the parking need for the project. Although the provision of parking is not an environmental impact in and of itself, the cost and availability of parking have major impacts on travel behavior, and thereby the environment. I do not happen to believe, as others do, that traffic impacts can be minimize by providing every possible visitor with a free parking space. I would rather see what can be done to minimize the parking footprint.

There also appears to be no effort to increase transit access to the site. Both AC Transit 12 and 51 buses run by the site. Staff and the project planners should be asked to explore design options that will a) make the bus stops at Gilbert and Pleasant Valley more pleasant and accessible, including detail to the crossing at Gilbert across Pleasant Valley; and b) accommodate northbound 51 bus travelers somewhere along Broadway between Pleasant Valley and College Ave. After being dropped on the southwest side of Broadway and Pleasant Valley, a rider has an added 1/4 mile walk (each way) to Safeway's front door.

Staff and the project sponsor should be asked whether the new auto entrance along Pleasant Valley (between Gilbert and Broadway) is necessary. Although I suspect the idea is to keep cars on Pleasant Valley as long as possible to minimize travel within the parking lot, yet another driveway along Pleasant Valley promises to make an already poor pedestrian experience even worse. Additionally, the backup on Pleasant Valley for right turns onto Broadway could confound this intention anyway.

2) Housing: I strongly encourage the Planning Commission to recommend housing as a possibility for the site. Sites of this size are rare in North Oakland, and this is a fantastic opportunity for dense, mixed use development near transit, which as been demonstrated to reduce vehicle travel and emissions. It would be a pity to pass this up merely because Safeway "does not do housing." The city has a significant interest in

encouraging this type of development.

3) Reservoir: I'd encourage the project sponsor to preserve, at least, and perhaps enhance sightlines and visual, if not physical, access to the adjacent reservoir. This is a unique feature of the site. Design elements that could capitalize on it would be welcome.

4) Water Quality: Urban runoff is the #1 source of water pollution in the US. Related to the parking comment above, I would encourage analysis of the need for so much impervious paved parking, the materials used in paving, and the viability of Low Impact Development and stormwater recapture approaches to infrastructure.

5) Litter: The litter generation from the project should be examined and mitigations proposed. The City of Oakland already has determined that in certain cases, businesses are responsible for the litter they generate (thereby making them eligible to pay an excess litter fee). This large, retail project, which presumably will accommodate fast food businesses, should be held similarly accountable.

Thank you for your time and attention. Best of luck.

Sincerely,  
Justin Horner  
Shafter Ave.

**Ranelletti, Darin**

---

**From:** dan harvitt [danharvitt@yahoo.com]  
**Sent:** Wednesday, July 15, 2009 7:34 AM  
**To:** Ranelletti, Darin  
**Subject:** Proposed re-development of the Safeway plaza at Broadway and Pleasant Valley

Dear Darin,

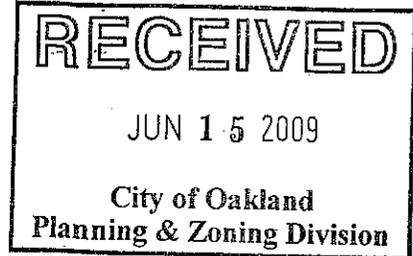
I am writing to express a couple of concerns and questions about this proposed expansion.

I bike from Grand Ave via Pleasant Valley to this plaza, and bike access both on the streets and entering this plaza is inadequate. Can provisions for bike lanes be made to increase the safety of biking to, around, and in this plaza be improved.

Currently, the parking lot is often at capacity. It seems that there are plans to greatly increase the amount and/or size of stores. How is this problem being addressed?

Thank you,  
Dan Harvitt  
Oakland

July 15, 2009  
Case File #: CMD09-135; CP09-090; ER09-007  
Safeway Redevelopment Project



Before I address the issues, I have a few questions:

1. Any changes in Zoning?
2. Any changes in the southern portion of Pleasant Valley Ave? I mean the portion south of main traffic entrance.
3. I noted Plans from the principal architects were using "51<sup>st</sup> & Broadway" in the heading, but 51<sup>st</sup> street has nothing to do Rockbridge Shopping Center. Why 51<sup>st</sup> was used? Does it mean the street name is also to be changed?
4. Who pays the street modifications?
5. Who is to take care of the landscaping of the center divider in this section of Pleasant Valley Ave (north of Piedmont Ave)? At present, this section has the worst look in the neighborhood.

About the issues, I have some comments to make.

1. Transportation/Traffic

During demolishing and construction period, the traffic would be extra heavy during office hours, I think we should restrict construction trucks to operate on non-rush hours; say from 10:00 am to 4:00 pm., or before 8:00 or after 6:00, so that local residents will not be badly disturbed. The expanded shopping mall would certainly increase more traffic in the neighborhood; we like to see the study report before we make further comments.

2. Noises

Law provides people fundamental rights of having quiet and peaceful enjoyment of life. The original Rockridge Shopping Center has all these consideration in it as it can be seen in the zoning and development planning at that time. It has residential zoning to separate the commercial zoning and also commercial buildings are all on the back, the only exception was the previous Emil Villa. We think the zoning should be maintained and all shops should be in commercial zone.

3. Off-street Parking

The original zoning and development of land use provides residents in the neighborhood plenty of off-street parking. With present redevelopment plan, there is little doubt that the off-street parking would be taken away in the course of time. We don't think it is fair to the neighborhood residents to suffer just because the business people want to expand the business for making more money. How to compensate? One way is to make arrangement in the planning to make up the loss of off street parking by allocating 20-30 spaces in the new shopping center for neighborhood residents to park their cars. If off street parking remain unchanged along Pleasant Valley Ave, the above would be unnecessary.

4. Dusts

Dusts from demolishing is unavoidable but the menace of dusts can be prevented by limiting operation to "calm" or "light" wind conditions, especially in demolishing operation; just like soot from wood burning BBQ. We had bad experience from Emil Villa in the past; wind caused a menace of it in the neighborhood buildings. Good planning is half work done.

5. Reservoir

It is, as is; just a body of dead water but it is non-separable part of the shopping center. Dead water may have health problems apart from ugly views. If this shopping center is going to be redeveloped, this body of dead water should be "environmentally friendly", and should be an important part of environmental concern

6. Complaint Center

During demolishing and construction period, surely, there will be a lot of problems concerning visitors, shoppers, and neighbors, as Safeway and other unaffected stores/banks still open, while work is in process. I think we need a place that can address problems.

Peter Hsi

1985 Pleasant Valley Ave, Oakland

**Ranelletti, Darin**

---

**From:** dlouislevy@gmail.com on behalf of Daniel Levy [levyd@carleton.edu]

**Sent:** Wednesday, July 15, 2009 4:10 PM

**To:** Ranelletti, Darin

**Subject:** Pleasant Valley Safeway

Dear Darin Ranelletti,

I am writing to encourage you to force the developer of the Pleasant Valley Safeway to adopt a more livable and pedestrian friendly plan than currently proposed. I want to support the ideas that Eric came up with on the TransbayBlog. See below:

<http://transbayblog.com/2009/06/30/more-pleasant-on-pleasant-valley/>

We have a chance to really improve the neighborhood, to make it a gathering place, and a place where people want to hang out. Let's do it! Let's not just build another suburban shopping center.

Daniel Levy  
Oakland

7/15/2009

# TRANSBAY BLOG

Transit and urban planning in the San Francisco Bay Area

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## Upcoming

- [Transbay Transit Center, Public Meeting](#): Wednesday, July 15, 12:15–1:15 p.m. 201 Mission Street, Suite 2100, San Francisco.

## Recent Comments

- [Janet on Jerry Brown to Pleasanton: Housing and Climate Change Are Connected](#)
- [Berkeley Interested in Becoming Actual City on Downtown Berkeley's Growing Pains](#)
- [In Berkeley » High time Berkeley grew up? on Downtown Berkeley's Growing Pains](#)
- [Eric on Downtown Berkeley's Growing Pains](#)
- [Jon on Downtown Berkeley's Growing Pains](#)

## Land Use Planning & TOD



Cities around the Bay Area are updating their General Plans, rezoning to support increased density, and planning transit-oriented development at stations. This page attempts to keep track of it.

[Click here for more.](#)

## Transit Projects



We take a long, hard look at the next generation of Bay Area transit expansion. This page includes facts, opinions, and links to previous posts on specific projects.

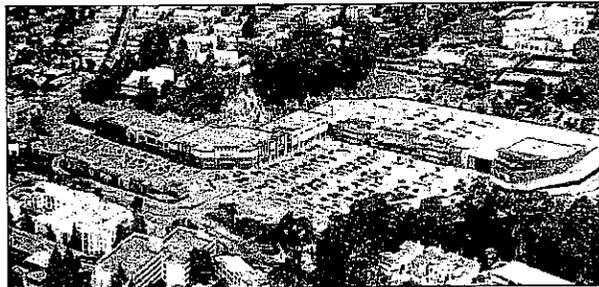
[Click here for more.](#)

## More Pleasant on Pleasant Valley

with 45 comments

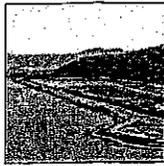


Most streets in North Oakland — lined as they are with trees, bungalows, and low-rise apartment buildings — have been built out on a comfortable and pleasant scale. But the shopping center located north and east of the intersection of Broadway and Pleasant Valley Avenue stands apart as, well, anything but pleasant. It is an uninspired 1960s autocentric strip mall, featuring a collection of low-slung buildings centered on a mighty surface parking lot. The shopping center has housed a large Longs Drugs; a smaller but still sizable Safeway; and a collection of smaller retail spaces. But some changes are afoot for this shopping center. The Longs will close, and Safeway will covet the larger space, even while it moves forward with plans to expand another of its stores at College and Claremont, just one mile north of this shopping center. Safeway's proposal for the Broadway & Pleasant Valley shopping center would relocate an expanded Safeway (65,000+ square feet) to the northeastern corner of the site, which currently houses an 87,220 square foot Longs. Here is a picture and diagram of Safeway's initial proposal for the site:



Aerial of Safeway proposal, courtesy of [Eric Fischer](#) (link to community mtg. photo set).

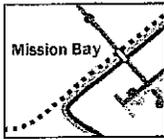
### Regional Transportation Plan



The RTP is a 25-year blueprint for transportation spending in the Bay Area. This page examines the plan at bird's eye view and includes links to more specific posts.

[Click here for more.](#)

### Fantasy Transit Maps



Many transit enthusiasts enjoy maps of fantasy transit, and this blog is no exception. This page summarizes our indulgence in that field.

[Click here for more.](#)

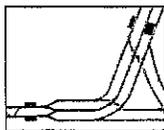
### Better Neighborhoods



This page discusses how we can use transit, planning, and urban design to create neighborhoods that are more livable and vibrant. Unlike the TOD section above (which discusses existing

plans), this page is best categorized as a collection of visions -- efforts are not now underway, but could be. [Click here for more.](#)

### Track Maps



Homemade rail track maps of the Bay Area, tailored for the true railfan, with a focus on track used by transit operators.

[Click here for more.](#)

### Buildings



We firmly believe that cities are comprised of people first, buildings second; but special buildings deserve special remarks.

[Click here for more.](#)

### Water Resources



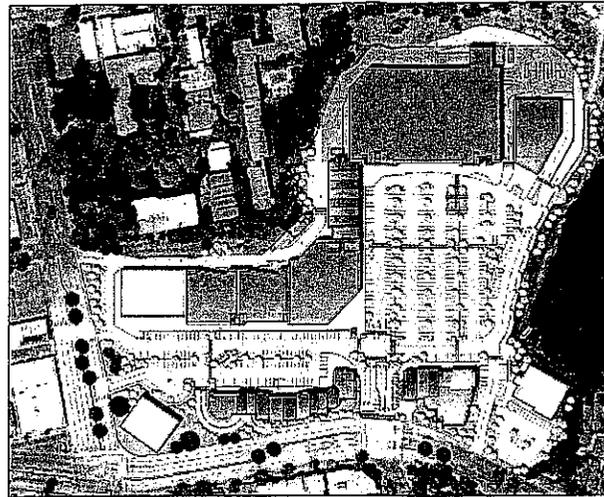
Water planning may seem like an odd topic for a website about transit and land use, but water issues are raised in our pursuit of smart growth. Besides, this is

critical to California's future. (Image courtesy of Delta Vision.)

[Click here for more.](#)

### News Feed

- [Newsom to biotech: Come home to S.F.](#)



Courtesy of Safeway. [Click here for a packet of diagrams and drawings \(external link\).](#)

The design is, unfortunately, flawed. It basically perpetuates the current design, by maintaining long, squat buildings that surround the surface parking lot. It does add office space, and it fills in the perimeter of the site. But buildings remain set back from the street, offset by landscaping, and the prominence of the central parking lot is maintained; moreover, additional parking is added to the roof of the Safeway. In other words, the design remains wholly suburban. Pedestrian access to the shopping center is currently pretty miserable -- sidewalks at the entry and exit points break off for the convenience of automobile navigation, or are omitted altogether. Based on these sketches, the new design does not completely address that problem either, except for including a few colored crosswalks.

Safeway's proposal is a misstep in an urban setting. Indeed, a quick glance at a [Google satellite image](#) makes it clear that the current suburban layout is an anomaly in North Oakland. So why should it be carried forward any longer? This site presents a special opportunity to fill a vast hole with a development pattern that is more fitting for a city. We would encourage Safeway to take the time to think this through carefully, rather than rush into unimaginative proposals like the one above. Here is our (more ambitious) concept for this site.

The first step is to completely eliminate the surface parking lot, and instead use the land to extend the street grid. Currently, Gilbert Street runs through the apartment block located just to the south of the site and turns into a driveway to the parking lot after it crosses Pleasant Valley. Under this proposal, Gilbert would continue north for two blocks, toward what is now the Longs building -- not as a driveway, but as a true street with sidewalks. There would also be a new east-west street that would run the length of the site, starting at Broadway and splitting the large site into small city blocks. As a nod to history, we named it McAdam Street, which was the name of the original street before Pleasant Valley Avenue was created to run from Broadway to Grand Avenue. Once the site is split into blocks, then we can apply the tried and true formula of ground-floor retail and several stories of upstairs housing, to fill in the new neighborhood:

15 July 2009

Four biotech startups are moving to Mission Bay as the University of California expands its QB3 incubator program into vacant space leased by FibroGen Inc.

- [Front-runner for Oakland Army Base development hits a snag](#) 15 July 2009  
The city's efforts to choose a master developer for the Oakland Army Base before the summer recess hit a snag Tuesday when one council member requested more financial analysis...
- [Heavy rail cars the likely choice by SMART board](#) 15 July 2009  
Sonoma and Marin rail planners on Tuesday were favoring an American-style, heavy rail car over the lighter European versions to run on the 71-mile Cloverdale-to-Larkspur line.
- [BART union overwhelmingly rejects contract proposal](#) 15 July 2009  
Train operators and station agents in BART's second biggest union soundly rejected a management contract proposal Tuesday evening...
- [Commission critiques Stanford's campus plan](#) 15 July 2009  
Stanford's plan to build 13 office buildings on a new 35-acre campus in Redwood City could catalyze an exciting revitalization of the surrounding industrial area...
- [49ers reveal details of 68,500-seat Santa Clara stadium plan](#) 15 July 2009  
The 49ers haven't decided whether the proposed new stadium in Santa Clara will have grass on the field, but they know for sure it will have plants on the roof.

**Links**

Links to some of our favorite urbanist and transit blogs, websites, advocacy groups, news sources, and government agencies. [Click here for more.](#)

**Archives by Topic**

Archives of all blog posts, organized by topics and themes. [Click here for more.](#)

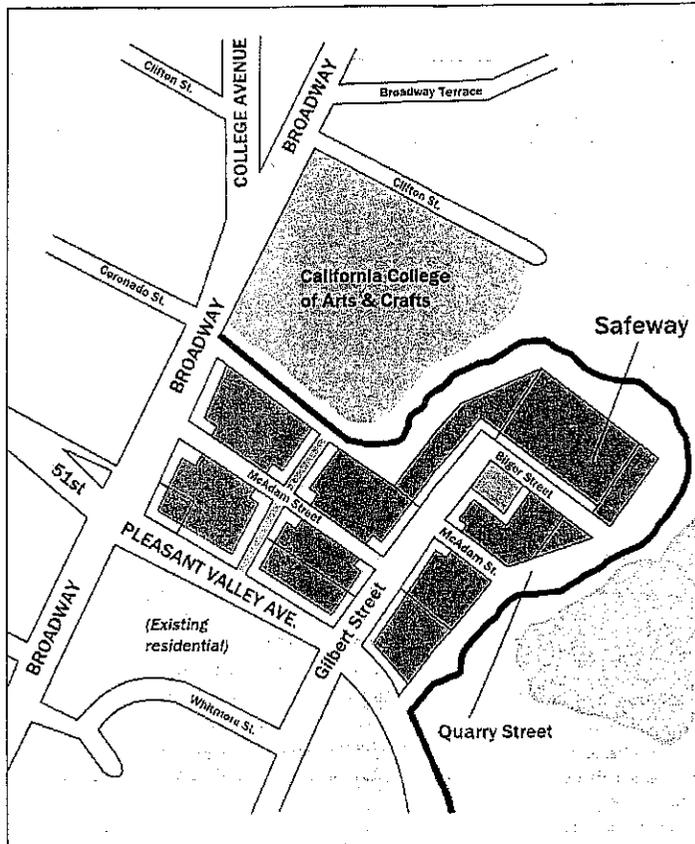
**Archives by Month**

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Our alternative concept for the Broadway & Pleasant Valley site. Green = two height classes. Pink = pedestrian alley/plaza. Yellow = commercial storefront (does not represent a different height).



The above concept maintains one larger building, with an approximately 65,000 footprint, to accommodate the Safeway; here, too, we had in mind a ground-floor grocery and apartments above. An example, pictured at right, is the Whole Foods on 4th Street in San Francisco. That particular structure is bulkier than it needs to be, because the layers of parking were built above ground, between the store and the apartments; a better design would relocate (a reduced amount of) parking underground. But that is what the general feel of the Safeway would be; something that is a better fit for an urban environment. And in the case of the Broadway & Pleasant Valley shopping center, the northern back end of the site, at the bottom of the hill, is naturally dead space — so it seems like a good place to locate deliveries and parking entrances, in order to increase pedestrian safety on the interior streets.

The Broadway & Pleasant Valley intersection already has good access to transit; it is served by AC Transit lines 12, 51, 59/59A, and is less than one mile from Rockridge BART. The 7 bus line, which currently terminates at the BART station, could conceivably be extended south to serve the new development. These transit options should be emphasized at any new development on this site, with kiosks, maps, and clear signage installed in prominent locations that indicate the location of bus stops on Broadway, 51st Street, and Pleasant Valley, as well as the BART station. The adjacent bus stops should be upgraded to a more hospitable shelter design. Bicycle parking should also be placed throughout the site. The development would increase pedestrian and bicycle activity in the area, suggesting that some traffic calming at this wide intersection would also be in order.

The shopping center site was, until midway into the 20th century, the [Blake & Bilger Co. quarry](#), which was then later replaced by this shopping center. So the land is sunken and is already set apart from the surrounding neighborhood. This development concept takes advantage of that distance and feeling of separation (as well as the natural barriers on the

northern and eastern boundaries of the site) to include buildings that are somewhat taller than what currently populates the surrounding blocks, in the hope that North Oakland neighbors won't mind extra height that does not directly shadow their backyards. Retail storefronts would face not just onto Broadway and Pleasant Valley, but also the interior streets. A pedestrian plaza and alley, both lined with storefronts, have also been included to provide a gathering place neighbors and visitors. The new retail would create a new commercial district anchoring the southern edge of Rockridge, hopefully also increasing pedestrian traffic on Broadway and on the quieter south end of College Avenue.

Lastly, as for urban form: building heights would vary to increase visual interest, somewhere in the 45-85 foot range, extending and intensifying the character of the apartment block located just to the south of Pleasant Valley. The map shows one possibility: concentrating taller buildings toward the center of the site, with the addition of a taller building on the prominent northeast corner of Broadway and Pleasant Valley. Splitting the blocks into relatively fine parcels, and then building out a variety of design proposals, would also increase visual interest by giving the impression that the new blocks grew out organically. This will be especially important here because, as mentioned above, the site is already set off from the surrounding streets. The development must not resemble a gated or master-planned community. Instead, it should become a truly public place that draws people in, activating the surrounding streets and neighborhood.

Written by Eric

Posted in [East Bay, Oakland](#)

30 June 2009 at 8:53  
am

[Jerry Brown to Pleasanton: Housing and Climate Change  
Are Connected](#)  
[Bay-Delta: Shaking Things Up](#) »

## 45 Responses

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1. Apologies: already noticed a bit of an anachronism... I've been calling it the College of Arts & Crafts for ages, and it clearly has not quite sunk in yet that they changed the name a few years back. Will correct that later.

[Eric](#)

30 June 2009 at [9:03 am](#)

2. I still think of it as CCA&C, too. I remember when the ice cream place in Elmwood (blanking on the name) had a flavor called CCA&C that had ingredients for each initial.

I like your alternative plan. It'd be more costly (non-surface parking costs more than surface parking to construct) which would make it a harder sell, but it'd make it *soooo* much more appealing than what's there now, as well as be a much better use of space.

[Gene](#)

30 June 2009 at [9:58 am](#)

3. Thanks for this—I've been meaning to sit down and play with it and haven't had any time, but this is a great stab at an alternative scenario. The interface of retail with the street is particularly important (and particularly lacking in the current plan). While below-grade parking is costly, I would expect that much of this cost could be recouped through the additional development.

On the transit front, it's worth mentioning that the currently proposed AC Transit service cuts will eliminate the 59/59A, and frequencies on the 7 will be reduced to every 30 minutes. (Notably, though, there is a new crosstown route proposed to replace some of this and other cut service that would run from Grand across Pleasant Valley/51st to MLK between downtown Oakland and downtown Berkeley; this would actually be a huge improvement as there's currently no crosstown service in that part of town, and would enhance access to the Safeway plaza. It would also, I expect, significantly increase the number of pedestrians accessing the plaza from Pleasant Valley/Gilbert versus from Broadway, which could be a game changer on the traffic front.)

This plan is going before the Oakland Planning Commission on July 15th (6 pm, Hearing Room 1 at City Hall), so I'd STRONGLY encourage people to show up and voice concerns and alternatives there! (Sadly I'll be out of town then, or I'd be there myself.)

Oh, and given the huge number of things that still say CCAC (and given how much better that rolls off the tongue!) I think you're covered calling it that even with the new name. ;)

artemis

30 June 2009 at 10:46 am

4. Their plan is terrible! New built area would be great, but they're adding over 300 new parking spaces (50% increase) which will mean more emissions and more congestion. They are also apparently proposing to remove the sidewalk along most of the street frontage, in favor of an auto entrance to the parking garage. I find it doubtful they would even have the guts to do that, so maybe it's a drawing error, but they DO show a sidewalk along the street in the southeast portion of the site.

John

30 June 2009 at 10:55 am

5. Hi artemis, thanks for your comment, and for mentioning the AC Transit proposals (bus riders should scroll down to about halfway through [this PDF](#) to read about those). I refrained from mentioning those here, because my hope, anyway, is that some of these service reductions and eliminations will eventually be restored, since a plan like this would take awhile to get going in any case. The real point for the purposes of this post is not so much the exact lines and their numbers, but the fact that transit serves and will continue to serve the streets immediately adjacent to the site.

Eric

30 June 2009 at 11:09 am

6. Oh yes, please, Safeway folks, build this instead!

And that's great to bring back the McAdam name, even if it doesn't quite match the alignment of the original McAdam.

Eric Fischer

30 June 2009 at 11:12 am

7. *And that's great to bring back the McAdam name, even if it doesn't quite match the alignment of the original McAdam.*

Yeah, that actually bugged me a little bit too, but I suspect we haven't yet seen the end of "Pleasant Valley." :-)

Eric

30 June 2009 at 11:36 am

8. Point taken. My note was mainly about the character of the lines that run there—the 59/59A and the 12 are what I tend to think of as "little lines"—serving a fairly limited area (albeit my area!) with relatively low ridership compared to the trunk lines (51, etc.). Both stop running around 7 pm, for instance, and have pretty limited weekend service as it is. A new cross-town line connecting to Downtown Berk and Oak would be another animal altogether, though, and would provide very different transit service along Pleasant Valley/51st from what exists today. Just food for thought!

artemis

30 June 2009 at 11:57 am

9. I saw the headline and was hoping you'd explore one of my pet peeves - the name Pleasant Valley. It's not that the street is rather unpleasant (though that's true), but the street is a wayfinding disaster. 51st becomes Pleasant Valley which becomes Grand which becomes W Grand, which is parallel to 51st but 30 blocks south. Enormous U-shaped streets are problematic enough, but does it really require four different names?

Thanks for the mock-up of an urban infill-style development. Safeway claims they can't build residential because the lease is only 50 years, but that seems like enough time to me. Considering how desirable this area is, and the limited development potential of nearby College and Piedmont Avenues, this is a unique opportunity for North Oakland.

dto51030 June 2009 at 11:59 am

10. Artemis:

*A new cross-town line connecting to Downtown Berk and Oak would be another animal altogether...*

Yes, it would, in fact it might be just the thing to recharge the 12, which ought to see more riders than it does.

dto510:

*51st becomes Pleasant Valley which becomes Grand which becomes W Grand, which is parallel to 51st but 30 blocks south. Enormous U-shaped streets are problematic enough, but does it really require four different names?*

This is actually one of my pet peeves too. I'd like to see "Pleasant Valley" scrapped altogether and just replaced with 51st, but there, we run into problems. The intersection of Piedmont Ave & Pleasant Valley isn't 5100 Piedmont Ave, so it throws the numbering scheme off. You could potentially change to "Grand" on the east side of Broadway, but then you'd have two intersections of Grand & Broadway, 30 blocks apart.

*...this is a unique opportunity for North Oakland.*

Well said. An opportunity, which, I'm afraid, Safeway's proposal rather squanders.

Eric30 June 2009 at 12:11 pm

11. Interesting alternate design. My only concern is that this is clearly planned to be a "destination" Safeway (65k sqft is on the larger side for their stores). I doubt that having the Safeway at the back of the development with no frontage on either Pleasant Valley or Broadway would work for them – and having hundreds of cars turn into Gilbert just to go to the parking garage would negatively affect the pedestrian experience (and living experience) on that street, but perhaps I'm seeing it wrong or missed something – where would the garage entrance for the Safeway and other retail be? It would be great to not have to deal with garage entrances, but unfortunately that's not happening any time soon.

Chris

30 June 2009 at 12:28 pm

12. Chris: the hope was to use what I've labeled as "Quarry Street" (which actually extends around the perimeter of the site, from Broadway north of "McAdam" to Pleasant Valley east of Gilbert) for grocery deliveries and parking garage entrances — exactly to keep curb cuts and garage entrances off of pedestrian-heavy streets. Of course, in the real world you'd do some sort of circulation study to see how that works.

*I doubt that having the Safeway at the back of the development with no frontage on either Pleasant Valley or Broadway would work for them.*

Yeah, this was another thing I considered. I justified putting Safeway in the back because really large grocery stores are usually well-known by the neighborhood anyway, and it would be easier for Safeway to advertise itself prominently on entrances than it would be for small retail shops. Also, the line of sight down Gilbert from Pleasant Valley isn't really all that far (these are quite small blocks I drew in on here).

One concern was integrating pedestrians throughout the development. Having Safeway right upfront might encourage people to walk in, do their errand, then leave without exploring the smaller shops. Putting Safeway in the back, but still within sight, encourages pedestrians to walk through other parts of the district before getting to Safeway — hopefully lingering, making the area a bit more vibrant. In any case, there is room to play around with it. The takeaway is the general framework, more than the exact placement of this or that.

Eric30 June 2009 at 12:41 pm

13. Great alternative Eric. The main concern I'd have would be the similar to Chris' - I doubt Safeway would want to lose the prominent store placement they have right on the corner of Pleasant Valley and Broadway. Perhaps if the Safeway were dropped on the primary, high-visibility corner and a taller residential building were placed at the

back they'd be more amenable to the idea.

carbonxt

30 June 2009 at [12:55 pm](#)

14. carbonxt: The place where I put Safeway on this map is where they are planning to relocate per their own plans (i.e. where Long's is now). The big difference, of course, is that in their plan, nothing blocks your view of the Safeway from Pleasant Valley Ave. because they keep the big parking lot.

As I mentioned in my previous comment to Chris, that doesn't seem like an insurmountable problem. I do think having Safeway at the back could carry greater benefits for the development as a whole — in addition to giving Safeway a building footprint that would better accommodate aisles in a 65–67K square foot store. But I agree that Safeway would most likely raise this issue, and there's room on this site to move things around a bit in response. Also, some kind of advertising for Safeway could be maintained on the more prominent street frontages, and they could take advantage of the line of sight down Gilbert.

Still, a few takeaways here, as I see it, are to (i) build housing, since the site could support hundreds, or north of a thousand units; (ii) have more opportunities for small retail by building some interior streets and breaking up a huge site; and (iii) improve pedestrian safety and add dedicated pedestrian space to make it more public and vibrant. Within those parameters, there's a fair amount of rearranging you can do of what goes where.

Eric

30 June 2009 at [1:17 pm](#)

15. The consultant team who did Oakland's retail revitalization study said that this site could host a large high-end mall. I don't think it got into their report since they didn't consider it a real possibility — Safeway's plans have been well-known in the Oakland real estate industry for several years. Also, according to OaklandNorth.net, Safeway claims that they cannot build housing on this site for legal reasons, which isn't true. I don't know how much leverage the city of Oakland has in this situation. It seems pretty harsh to demand a higher-intensity use of land during a recession, but car-oriented retail in Rockridge doesn't seem like a fit with the General Plan.

dto510

30 June 2009 at [2:33 pm](#)

16. It does seem questionable. Besides countless mentions of transit-oriented and mixed-use, the LUTE marks 51st and Broadway as an activity center particularly suitable for "small open spaces such as public plazas or tot lots, and housing for seniors and others who appreciate easy access to shops, services, and transportation." And of course, the western edge of the site fronts onto Broadway, a corridor "envisioned as mixed-use *urban environment* with concentrations of commercial and civic uses" and housing in between. (emphasis mine)

Safeway's proposal, meanwhile, includes no housing, has inadequate public space and pedestrian amenities, and it does not resemble an urban environment. It moreover treats Broadway like a driveway, rather than a major commercial pedestrian corridor (note that the plan retains the two existing buildings on the Broadway side, neither of which actually activate Broadway itself at all).

Admittedly, the map I drew is fairly intense, in that it basically suggests Tenderloin-level density. At the same time, though, there are not many large sites like this in the urban core that offer this much potential.

Eric

30 June 2009 at [3:15 pm](#)

17. I like your idea much better. A question though. One of the arguments made for strip malls is the convenience to park right in front of your store (or very close by at least). Regardless of how we feel about that argument it's something shopping center developers seem to care about. Could your plan address this by including a couple of below ground parking structures? Say, one near the Safeway and another near the pedestrian alley/McAdam intersection? Perhaps it could spread out the auto traffic as well as address a possible developer's argument against your superior plan?

Turin

30 June 2009 at [4:19 pm](#)

18. Hi Turin, thanks. I included just a very brief comment on that in the post, that was easy to miss. This map does assume there would be some below-grade parking, as you mention. The idea was to use the alleyway that runs around the whole site, behind the buildings, for most parking garage entrances and delivery trucks. Many grocery stores in urban settings, like the pictured Whole Foods, put parking in a garage in the same building as the store.

The garage can be integrated into the store, making it easy and safe for both drivers and pedestrians to enter the store. Shoppers with full shopping carts can roll their carts right from the grocery store and into the garage to their cars. Pedestrians, meanwhile, benefit from not having to navigate a large parking lot to get to the store.

Eric30 June 2009 at [4:34 pm](#)

19. Great post. I'd like to see the pedestrian plaza extended with some steps up to CCA (C) to create more of a college-town atmosphere. Also, bike and bus access to Piedmont Avenue must be improved, since currently the 59/59A service is pretty bad and Pleasant Valley is a bicyclist's nightmare.

Daniel30 June 2009 at [8:26 pm](#)

20. I don't see how anyone is going to be willing to build residential now in this environment - look at the big empty lot at the Uptown near the Fox. That said, I think anyway to more fully integrate the development into the neighborhood fabric and get away from a totally auto-centric plan is a good idea, but housing is going to be tough sell, and Oakland needs much more retail, here and downtown.

Patrick

30 June 2009 at [10:45 pm](#)

21. [...] at Transbay Blog proposed this: Green = two height classes. Pink = pedestrian alley/plaza. Yellow = commercial storefront (does [...])

What do we want for the Pleasant Valley Safeway project? « Living in the O1 July 2009 at [8:44 am](#)

22. Obviously, Oakland planners aren't learning from El Cerrito Plaza's mistake earlier this decade...a disgusting, auto-oriented strip mall with no housing or integration into the San Pablo commercial strip across the street from a BART station.

I think greatergreaterwashington.org has recent coverage of Safeway/Giant proposals in the District that replace 60's suburban-inspired stores with buildings that are not set back from the street with parking lots. Instead, they try to integrate housing and other retail into the schemes which aim for a seamless commercial/residential flow in the neighborhood. I also think there once was something similar slated for the big Market St. Safeway in SF, but after the recent remodel I doubt anything will happen.

Mark

1 July 2009 at [10:08 am](#)

23. You'd think that Safeway would want to carve up some land for real estate... After all, one surface parking spot is worth something like 10,000-20,000 dollars.

Daniel1 July 2009 at [10:22 am](#)

24. First, thanks for an alternate vision-so much better.  
Second, Indeed the site has great potential to correct mistakes of the past. More housing should come on line as the sprawlburbs are being abandoned due to gas cost.

Although AC is in death spiral (fares up, service down) we can only hope this will get turned around. As a part of their cuts they are proposing to split the 51 @ Rockridge-

the backdoor double fare increase for riders.

Doing this @ 51st could be more useful as the strip mall gets redone.

david vartanoff

1 July 2009 at [10:41 am](#)

25. David, a quick note on the 51 changes—splitting the route is actually unrelated to the service cuts. That was the recommendation of a study to try to improve service on the 51 (which I think everyone can agree is appalling right now!) The idea is that splitting it will cut off the section that's causing a lot of the delays (College into Berkeley) and allow the Alameda/Broadway section to function more effectively....and theoretically it will then be easier for ACT to adjust service on the problematic sections to improve them. The unfortunate side effect of fixing the line may be a transfer for some riders, but it's not a fiscal strategy—the study was underway long before the current budget scenario played itself out.

I would, however, \*love\* to see the split at 51st instead of at Rockridge BART—and then would love to see some sort of rapid line from there into downtown Oakland (since this is feasible on Broadway, but not on College). I'd actually support a second split of the corridor in that case: a bus from 51st and Broadway north to Berkeley Amtrak, a short rapid line (maybe even a center median streetcar, if money starts falling from the sky) from 51st and Broadway to Jack London Square, and a bus from Uptown into West Alameda, since presumably more service will be needed there anyway as that area develops and the Posey/Webster traffic gets worse.

I think Rockridge BART was identified as the split in large part because there's space for buses to queue up there while they're waiting, so for ACT to be open to pushing it to 51st, the Safeway design would probably need to include a similar dedicated space.

[artemis](#)

1 July 2009 at [11:22 am](#)

26. Some very nice aspects to your alternative site plan for the Pleasant Valley Safeway site. Although I would be surprised if the Safeway would be willing to build residential since they don't own the land. It might be possible for the city to work with Safeway and the land owner to make it more attractive, but there would almost certainly need to be incentives to both from the city for them to do so. I don't think that residential would really be critical in moving towards a denser development, retail and office should be enough.

I do think that you totally gloss over the parking issues. Although the present parking lot seems excessive, it is full at times, and adding more retail area as in the Safeway plan would leave the parking lot undersized, and so I can see why Safeway would want more parking. Also, the underground and elevated parking that Safeway is proposing is expensive, and I really don't think they would be planning on it if their data didn't say it was needed. And if you add in the additional retail and residential in your plan, even more parking would be needed.

Location of that parking is another factor. Underground parking is horribly expensive, and it is very unlikely that the developer would be able to recapture costs through the modest density in your proposal. Much denser, i.e. higher, development would be needed to recapture costs. I think that the recent developments in Walnut Creek, or even Emeryville, with an elevated parking garage surrounded and hidden by enclosing retail and/or residential, would be a more economically viable approach to reducing the amount of surface parking lot.

Also, the apparent total absence of surface, e.g. street, parking is a problem. Many trips to the grocery store, and to other retail establishments, are only to pick up a couple of items. The parking garage is a disincentive to this, as more time is spent parking and walking to the store than actually inside the store. A limited amount of short term street parking, say 20 minute duration, would get around this problem. Short term parking for the quick errand, and the garage for the weekly shopping trip.

Robert

1 July 2009 at [11:26 am](#)

27. This is great Eric. I think they should leave space for a subway station. But seriously, I've often wondered why groups never move their buildings to the edges and have the parking in the center. This front parking scheme is gross. Also, why not just excavate the whole space and have the whole area of the underground for parking.

Just one big podium. Then build a sweet village on top. There's going to be more than enough time for the market to rebound for housing. Considering this won't be for a few years I imagine. Gotta time it right.

The Overhead Wire

1 July 2009 at 11:34 am

28. *Robert*: I believe it's safe to assume there will still be parking available on surrounding streets, and maybe some short-term spots as well. Surely you didn't expect street parking to be labeled on the map? Anyway, re: other parking. It's "glossed over" because there's really little point at such an early stage of mentioning it beyond a general level. You needn't take the concept to be more than what it is — a concept. As I explained above, it's more about design principles than the literal design. You'd want to do a study with actual numbers before moving forward with anything.

Underground is preferable from a design perspective, but if it doesn't pencil out, then above ground (like you see in the Whole Foods image) is better than using land specifically for parking and no other purpose, esp. surface parking. Some parking is needed, but we don't want to overbuild it either. The idea that grocery stores need to be surrounded by gargantuan parking lots to survive is outmoded and outdated.

Eric

1 July 2009 at 11:46 am

29. Or another thought, use the second story of each building for parking...then when less parking is needed later on, that area can be retrofitted into something else.

The Overhead Wire

1 July 2009 at 11:49 am

30. *David, Artemis*: Thanks for raising the 51 split issue. In some instances, splitting lines can be a good thing, but it needs to be done in a way that minimizes inconvenience to riders. If too many riders have to transfer at 51st to ride another route up College Avenue, trip times are longer, total fare is higher for those who don't buy a pass, and we'll lose choice riders.

I'm actually not convinced 51st Street is the best place to split. I don't think the ACT study contemplated that intersection, but about 2500 riders per day would be forced to transfer if the line was split at Rockridge BART, about 2/3-mile away. Just anecdotally, based on my trips on that line, 51st Street isn't a big "shuffle point." Most riders stay put, and actually, Rockridge BART isn't even as big of a shuffle point as one might think it would be.

Anyway, a 51R would be a natural service to add, since the 51 local is already quite popular. Having a mixed-use activity center at Pleasant Valley would for sure generate more transit trips starting at 51st. But given that 51st isn't a big shuffle point now, you have to wonder if we wouldn't attract more riders on a 51R by just running a longer rapid route. College Ave. is too narrow for the service to be literally "rapid," but you'd at least save the dwell time, and then you'd have room for dedicated lanes on Broadway. People getting on at 51st and going toward downtown would have a truly rapid route, but then you'd also open up incrementally improved service to Rockridge and Berkeley.

Eric

1 July 2009 at 11:58 am

31. Oh, and I forgot to mention, re: Robert's comment. It's an important observation that the City would need to get more involved here. We shouldn't really expect Safeway to do great urban planning of its own accord. Safeway's primary goal here is to expand and upgrade its store, and so it makes sense that they would pursue a design that does just that, and little else. But there should be a discussion about how Safeway's goals can be fit into a long-term vision of how to improve this location, rather than just building Safeway's initial proposal and calling it a day. The City would ideally step in with a vision, and then take steps to partner with Safeway so that the part of the plan that concerns Safeway can be implemented, as one step in the process.

Eric

1 July 2009 at 12:28 pm

32. The transfer issue is a very real one—but as one of the riders who would have to transfer, I would readily do it if it shaved significant time off my commute. (In fact, right now I often take the 1R to downtown Berkeley and pick up the 51 there; at peak hours, it can cut my door-to-door travel time by as much as half an hour on my seven-mile trip, so I happily pay the extra quarter.) I guess my thought was that Lower Rockridge and Temescal riders would be willing to walk to 51st to pick up a truly rapid line, but that might be a little idealistic. It would be interesting to see how the numbers affected compare between 51st and R'ridge BART, though—I've only seen MacArthur for comparison.

A 51R could be a good alternative, though. My big concern there is just that, anecdotally, it seems that much of the 51's delay along College and Bancroft comes not from dwell time but from traffic congestion and (near UC) pedestrian congestion. I'd worry about the buses themselves getting caught up there and then bunching by the time they're back in the rapid corridor, where they'd move rapidly but in poses (which is already a huge 51 problem). On Broadway, in contrast, the delay is basically all from dwell time or hitting lights at a bad point, so it seems like there's a lot more potential to fix that with infrastructure (BRT or otherwise).

artemis

1 July 2009 at 12:40 pm

33. Eric, regarding the parking, I was just going off your phrase that a reduced amount of parking would be available underground. No I would not expect street parking to be diagramed in at this point. But I do think that the amount of parking vs. amount of commercial/residential is something that needs attention early in the concept phase.

The city does need to step in with a vision if this site is to be anything special. Currently both Pleasant Valley/51st and Broadway are extremely pedestrian unfriendly. I think it is unreasonable to ask Safeway to plan a little pedestrian enclave without a plan and timeline for how and when their development would integrate into the overall environment. I am hard pressed to see Oakland ever providing this vision.

Robert

1 July 2009 at 12:54 pm

34. @TOW "I've often wondered why groups never move their buildings to the edges and have the parking in the center."

Be careful what you wish for! God forbid we end up with another 9th and Bryant/Brannan Shopping center showing nothing but its butt to the sidewalk.

Josh

1 July 2009 at 1:44 pm

35. *Artemis*: There is the possibility that a transfer would eat up whatever time savings you get from dedicated lanes, particularly when switching from a reliable BRT route to a route on College Avenue that is subject to the whims of traffic. And then there's the issue that many or most riders don't really like to transfer. In any case, our discussion is basically just laying some groundwork for the type of alternatives that a well-done Broadway BRT study should look at it. It's important to get a sense of how riders are using the line, and to craft service improvements accordingly.

*Robert*: You're right, it should be planned carefully, and my apologies if I sounded a bit flippant in my earlier comment. Completely eliminating parking won't happen, but at the same time, if you create a high quality destination with less parking than is "needed," people will still want to visit — but those who can use transit will find that to be the better option. Encouraging patrons to find alternatives is also a component of ensuring good circulation. You can't really build something of high urban density and then have everyone drive to it.

By "reduced amount," I really just meant reduced as compared to the current amount, which is an overabundance. I stated underground as a preference because the Whole Foods (and similar structures with garages embedded in between the ground floor retail and the upstairs apartments) do tend to look a bit bulky, and not as nice as buildings where the parking is hidden. Financial realities determine the final product, but to the extent that some parking can be moved underground, the option should be investigated.

Eric

1 July 2009 at [2:06 pm](#)

36. At a local meeting a few years ago, I suggested alternative treatments for different parts of the site. The area towards Broadway would be developed like you suggest Eric, but the back area could remain "big box". This part of Oakland doesn't need a "mall", however fancy. We have Rockridge, Temescal, Lakeshore, Piedmont Ave. and Broadway is clearly the next destination street. However, it is better to keep some big box stores in the city, than simply see them leave and create even more traffic. This is a big concern of many locals. Clearly the Chase bank building has to go if anything is to be done with this site.

Mike Jones

1 July 2009 at [3:09 pm](#)

37. Hi, Mike: I am sympathetic to a desire to keep tax revenue within Oakland, goodness knows too much has leaked out already. And I agree, it's necessary to have useful stores near where people live. Big box retail serves its purposes, and actually, I didn't have an upscale mall in mind for this site. The post is silent as to what type of stores would go into these buildings, but as I imagined it, at least some shops would be neighborhood-serving retail, cafes, casual eateries, etc. rather than destination retail.

In any case, it's not so much the identity of the stores that I was after, but rather, what the built environment looks like. Adapting big box stores to an urban setting is no longer a new thing. See, for example, the Target stores in [Chicago](#) or [Minneapolis](#). It's possible to have both big box and a walkable environment.

[Eric](#)

1 July 2009 at [3:36 pm](#)

38. I drove up Broadway on my way home today, and had a thought afterwards. There is currently nothing between 580 and Pleasant Valley now, and Auto Row redevelopment is still but a dream, but the College Ave scene is only a few blocks away. It seems much more realistic to focus on College as a location to tie the Safeway site in with. Development of Broadway above 580 is 20 to 30 years away, by which time the Pleasant Valley Safeway will be ready for its next incarnation. So maybe the focus should be on facilitating connection to College Ave. And if that is the city's goal, it might be better to have more parking rather than less.

Why you ask? The BART end of lower College currently has lots of parking evenings and weekends at the BART station. This currently doesn't exist at the B'way end. More convenient parking might indeed allow better utilization of lower College. This would allow College to expand down to Broadway organically, and eventually up and down Broadway, much sooner than waiting for development to spread from Uptown to Safeway. This provides a second focus for commercial and residential development, which will always be faster than spreading from a single focus. While this doesn't force folks onto transit immediately, it does provide a path for higher density development that will allow the natural evolution to non-auto oriented means of transit. By the time that Safeway is ready to remodel again, natural evolution of transportation will have decreased the need for parking. In the meantime, building elevated parking on the Safeway site will allow that to be repurposed gradually as parking needs decline.

Robert

1 July 2009 at [9:01 pm](#)

39. Robert: I appreciate that you're thinking carefully about the best way to treat this part of town — but, to be honest, it kind of sounds like you're just rationalizing Safeway's proposal. The Pleasant Valley shopping center has been there for decades. During those decades, there has been a *ton* of parking near the intersection of Broadway & College — in the form of the existing parking lot. And yet, no development from College has expanded organically to Broadway during that time period. Broadway has remained essentially an expressway: cars speed through, but few pedestrians linger. Why would adding rooftop parking for the new Safeway suddenly attract development, when an already enormous parking lot failed to do so for decades? Safeway's plan itself would only add a modest amount of development to the site.

Also, the lower end of College is already quieter than the area near the BART station. There aren't as many popular commercial establishments packed in a row on the south stretch. It seems unlikely that the somewhat dispersed businesses on lower College would suddenly give rise to development on Broadway, when that hasn't happened so far.

The point is: more parking doesn't suddenly create a destination if there isn't already one there. You need to give people a reason to visit a place.

The need for parking declines in part because we shape development that lends itself to carfree living. Change doesn't occur in a vacuum — it occurs because we support and implement policies that effectively guide behavior in a certain direction.

I'm not sure we need to think of this as development "spreading" from Uptown or from College. What we're doing is concentrating on important nodes along Broadway, and improving those individually. The Upper Broadway Specific Plan would address Broadway through 27th. There's the area around Pill Hill, and MacArthur/Kaiser. There's already a little node at 40th that could be expanded and reinvigorated. And now we're talking about 51st. Once we've really done a solid job on reinvigorating those hotspots, then, it's easier to connect the dots, so to speak — to fill in the gaps to make the entire length of Broadway the really great street that Oakland deserves and has been missing.

Lastly, I would just point out that planning itself takes a long time. It can take years to produce a finished plan (if it covers a large area), and then it takes even longer to implement, depending on economic cycles. If Broadway is really 20-30 yrs away from being developed, then serious corridor planning should begin now — not in 20 to 30 years.

Eric

1 July 2009 at 9:36 pm

40. Thank you for envisioning an alternative to Safeway's plan! I think generally it's quite good, but two things concern me: one, there's quite a bit of driving going on. I would be interested in seeing if the eastern stretch of McAdam is necessary (in terms of car traffic). Basically, I'm seeing a lot of potential pinch points at intersections, and a lot of car movement through the space in general, and I'm wondering if that could be simplified (I really hate all the aimless driving through the complex if I am in the unfortunate position of going to the Emeryville Apple store).

The other thing is that the wetland/pond is a nice view from a plaza, so I would want to take advantage of that. Instead of just having the one plaza smack in the middle of cars and shoppers (which can still be an enjoyably busy place to be), I would add another, possibly somewhat narrow stretch along the east side of the property that would connect to CCA and include bike paths.

Overall it is a much more appropriate design than Safeway's. I could see a bit more open space— as much as I dislike the creepy plastic vibe at San Jose's Santana Row, their middle strip of pocket parks with benches and fountains is really well used.

gem s.

2 July 2009 at 5:41 pm

41. gem: Don't forget about the street around the whole perimeter of the site, behind the buildings. That street (which would mostly be out of view for pedestrians in the interior) would, at least in theory, host many of the parking entrances, so that's a more natural access point for drivers. I envisioned the interior streets being narrow with cars driving slowly. Design cues would make it clear to drivers that this is firmly a pedestrian area, and that they should tailor their driving accordingly. And, I know this will sound like blasphemy, but a few cars aren't really a bad thing; it will make it seem more like an authentic city street, rather than a mall.

Adding open space on the eastern end makes sense, and it's not precluded here. In fact, Safeway's drawing also included something to that effect. I was most interested in the interior of the site, because that's where Safeway's proposal was really inadequate. Note that you could enlarge the pedestrian plaza I included, or potentially even close "Bilger Street" or the last chunk of "McAdam Street" off to cars altogether, as well. And the pedestrian alley storefronts could have outdoor seating, making a bit more open space.

Eric

2 July 2009 at 10:56 pm

42. Eric, Artemis, and all, indeed, the 51 split IS in the service restructuring(CUTS)plan. And for the many riders who use it this will be a DOUBLE fare increase. I agree that transferring costs time-many transit studies show riders prefer a single slow ride over two faster rides w/ a wait between.

As to actual ridership, a 51R overlay could be useful. Looping it through the center and then running it west to pick up the previous 12 route, but all on 51st not 55th could be useful to link the revived Temescal and ever metastasizing Children's Hospital.

The design of the rebuild needs to be pedestrian/transit friendly enough to stop some of the customers driving. (I am reminded of a deceased former neighbor who used to drive two blocks to buy cigarettes.) Insisting that the perimeter buildings have show windows and entry doors at the widened sidewalks is critical.

david vartanoff

6 July 2009 at [10:22 am](#)

43. I read all the comments and agree with most; although I have concerns about adding residential to the plan. The city of Oakland has been overbuilding condos in the recent past and they are not being filled; i.e. the large development @ Broadway & Grand, Pleasant Valley & Piedmont Ave and buildings around the Jack London area. I am concerned about retail in Oakland. There just isn't any to speak of...its fine if you are looking for small restaurants, coffee, boutiques and the like; but there isn't any place to buy soft goods. My tax dollars are spent in the suburbs of Walnut Creek, Pleasanton, and Concord where I can purchase clothing, furniture, etc...Oakland just doesn't have that available. Most women I've spoken to prefer one-stop shopping with accessible FREE parking. Currently if we chose to go to Sears we must park blocks away at a meter and pay now \$2 per hour and that's not enough time for serious shopping, and then to walk with packages to a car parked blocks away. Talking of buses is fine, but not for shopping...carrying groceries on a bus is not easy; especially for a family. I think the reality of it is that Safeway will build a large store on that site like it or not, and we will enjoy shopping at it...getting to that point will be a long and tedious process. The neighborhood doesn't need another coffee shop, phone store, cleaners, bike shop, bakery...we need serious family retail available.

Carol Neveu

6 July 2009 at [7:09 pm](#)

44. what was on the site before the shopping center? a large parcel like that clearly housed something before. was it ccac land?

that long's formerly payless was at one time (80s/early 90s) oakland/berkeley/emeryville/piedmont's only "big box" store (and its a real stretch to call a drug store big box)... back in the days before emeryville and the shopping centers along 880 between downtown and the airport. big box retailers were definitely late to arrive to the east bay.

i think safeway is one of the few supermarket companies that is willing to think outside the suburban box, though they only seem to on really urban sites. but the broadway/college safeway site was promising.

re: 59/59A bus service, not that it was even remotely a major transit destination or had the ridership but montclair bus service has been drastically scaled back. look at the bus service there 10 years ago and look at what it will be when the service cuts are enacted.

Jon

10 July 2009 at [12:21 am](#)

45. Jon: the site used to be a quarry. In the post, I linked to an old quarry picture, and a couple of the made-up street names in the map are chosen to reflect that history.

Eric

10 July 2009 at [12:33 am](#)

## Leave a Reply

Name (required)

Mail (will not be published) (required)

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JUN 15 2009

City of Oakland  
Planning & Zoning Division

July 15, 2009

**Statement for Oakland Planning Commission EIR Scoping Session  
Safeway Redevelopment Project at 5050-5100 Broadway**

Hello Chairman Colbruno and members of the Planning Commission.  
My name is Susan Shawl and I am here representing a coalition of neighborhood groups that were selected by Safeway as stakeholders for the proposed expansion of their College Ave store.

We have continued to be involved concerning Safeway's plans for our community and are using the name **FANs'** for Friends and Neighbors of College Ave Safeway.

Our coalition includes:

- RCPC, Rockridge Community Planning Council
- CENA, Claremont Elmwood Neighborhood Association
- RDA, Rockridge District Association
- Contiguous Neighbors
- Contiguous Merchants
- Concerned Neighbors
- Local Architects and Planners Guidelines Group

FAN's Board of Directors is made up of representatives of the coalition members. Time constraints did not allow RCPC and RDA to endorse FAN's position, however, the FANs' Board of Directors has unanimously approved it.

As part of its scoping process, it is important that the City not evaluate the Safeway expansion at Broadway/Pleasant Valley in isolation of Safeway's other expansion plans, particularly on College Avenue, and significant development proposals by others in the area, but that the City evaluate the project and all other reasonably foreseeable projects with **potentially significant cumulative effects**. These effects include, but are not limited to:

**Air quality:** The EIR must evaluate all air emissions, including diesel emissions from truck traffic and backup generators, for the proposed expansion projects at Broadway/ Pleasant Valley and College Avenue and other reasonably foreseeable development projects, as well as the generation of greenhouse gas (GHG) emissions associated with these projects. The analysis of GHG emissions should take into account the California Air Resources Board's proposed regulations for addressing GHG emissions in CEQA documents. The analysis should evaluate the GHG emissions associated with the supply-chain for the proposed expanded stores

at Broadway/Pleasant Valley and College Avenue. Any analysis of emissions must also consider human health risk due to exposure to toxic air contaminants as well.

**Traffic:** The EIR must evaluate all potential traffic impacts and all feasible means of mitigating those impacts, including alternative public transit options, pedestrian and bicycle access and safety, associated with the proposed expansion projects on Broadway/Pleasant Valley and College Avenue, as well as other reasonably foreseeable development projects.

**Socioeconomic impacts:** The EIR must evaluate the environmental effects associated with the socioeconomic impacts attributable to the proposed expanded stores on Broadway/Pleasant Valley and College Avenue, as well as other reasonably foreseeable development projects. This analysis should investigate the impacts to the environment, including the impacts to the delivery of public services by the City of Oakland, attributable to National Chains taking local dollars away from local, independently-owned small businesses. Please see the attached article from the East Bay Express for additional details, titled "The Corporate Co-Opt of Local."

Finally, the EIR should include a thorough discussion of the need for this project and the proposed expansion of the store on College Avenue. The analysis of need should not focus on Safeway's needs. Rather, the analysis should focus on the needs of the locally impacted communities and the City of Oakland. In particular, the analysis should consider the services already provided by local, independently-owned small businesses, as well as the services provided by existing significant commercial developments, including the existing Safeway stores, Trader Joe's, Market Hall, Whole Foods, Berkeley Bowl and Piedmont Market.

**Contact information;**

FANs': [cneighbors@pacbell.net](mailto:cneighbors@pacbell.net)

Concerned Neighbors of College Ave Safeway: [safewayneighbors@sbcglobal.net](mailto:safewayneighbors@sbcglobal.net)

# EAST BAY EXPRESS

Printed from the East Bay Express Web site:  
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## The Corporate Co-Opt of Local

*As "buy local" movements gain in strength, big-box retailers and national manufacturers are trying to redefine the terms of the debate.*

By Stacy Mitchell

July 8, 2009

HSBC, one of the biggest banks on the planet, has taken to calling itself "the world's local bank." Winn-Dixie, a 500-outlet supermarket chain, recently launched a new ad campaign under the tagline, "Local flavor since 1956." The International Council of Shopping Centers, a global consortium of mall owners and developers, is pouring millions of dollars into television ads urging people to "Shop Local" — at their nearest mall. Even Wal-Mart is getting in on the act, hanging bright green banners over its produce aisles that simply say, "Local."

Hoping to capitalize on growing public enthusiasm for all things local, some of the world's biggest corporations are brashly laying claim to the word "local."

This new variation on corporate greenwashing is, like the buy-local movement itself, most advanced in the context of food. Hellmann's, the mayonnaise brand owned by the processed-food giant Unilever, is test-driving a new "Eat Real, Eat Local" initiative in Canada. The ad campaign seems aimed partly at enhancing the brand by simply associating Hellmann's with local food. But it also makes the claim that Hellmann's is local, because most of its ingredients come from North America.

And the movement is now spreading well beyond food. Barnes & Noble has launched a video blog site under the banner, "All bookselling is local." The site, which features "local book news" and recommendations from employees of stores in such evocative-sounding locales as Surprise, Arizona, and Wauwatosa, Wisconsin, seems designed to disguise what Barnes & Noble is and to present the chain instead as a collection of independent-minded booksellers.

Across the country, scores of shopping malls, chambers of commerce, and economic development agencies are also appropriating the phrase "buy local" to urge consumers to patronize nearby malls and big-box stores. In March, leaders of a new Buy Local campaign in Fresno assembled in front of the Fashion Fair Mall for a kick-off press conference. Flanked by storefronts bearing brand names like Anthropologie and The Cheesecake Factory, officials from the Economic Development Corporation of Fresno County explained that choosing to "buy local" helps the region's economy. For anyone confused by this display, the campaign and its media partners,



Brought to you by those neighborly folks at the International Council of Shopping Centers.

including Comcast and the *Fresno Bee*, followed the press conference with more than \$250,000 worth of radio, TV, and print ads that spelled it out: "Just so you know, buying local means any store in your community: mom-and-pop stores, national chains, big-box stores — you name it."

In one way, all of this is good news for local economy advocates: It represents the best empirical evidence yet that the grassroots movement for locally produced goods and independently owned businesses now sweeping the country is having a measurable impact on the choices people make. "Think of the millions of dollars these big companies spend on research and focus groups," observed Dan Cullen of the American Booksellers Association, a trade group for independent bookstores. "They wouldn't be doing this on a hunch."

Signs abound that consumer preferences are trending local. Locally grown food has soared in popularity. The United States is now home to 4,385 active farmers' markets, one third of which were started since 2000. Food co-ops and neighborhood greengrocers are on the rise. Driving is down, while data from several metropolitan regions shows that houses located within walking distance of small neighborhood stores have held value better than those isolated in the suburbs where the nearest gallon of milk is a five-mile drive to Target.

A growing number of independent businesses are trumpeting their local ownership and community roots, and reporting a surge in customer traffic as a result. In April, even as Virgin Megastores prepared to shutter its last US record store, independent music stores across the country were mobbed for the second annual Record Store Day. A celebration of local music retailers that featured in-store concerts and exclusive releases, the event drew hundreds of thousands of music fans into stores, was one of the top search terms on Google, and triggered a sixteen-point upswing in album sales, according to Neilson SoundScan.

In city after city, independent businesses are organizing and creating what could become a powerful counterweight to the big business lobbies that have long dominated public policy. Local business alliances — like Stay Local in New Orleans, the Metro Independent Business Alliance in Minneapolis-St. Paul, and Arizona Local First in Phoenix — have now formed in more than 130 cities and collectively count some 30,000 businesses as members. Through grassroots "buy local" and "local first" campaigns, these alliances are calling on people to choose independent businesses and local products more often and making the case that doing so is critical to rebuilding middle-class prosperity and ensuring that our daily lives are not smothered by corporate uniformity.

Surveys and anecdotal reports from business owners suggest these initiatives are changing spending patterns. A survey of 1,100 independent retailers conducted in January by the Institute for Local Self-Reliance found that, amid the worst economic downturn since the Depression, buy-local sentiment is giving local businesses an edge over their chain competitors. While the Commerce Department reported that retail sales plunged almost 10 percent over the holidays, the survey found that independent retailers in cities with buy-local campaigns saw sales drop an average of just 3 percent.

None of this has escaped the notice of corporate executives and the consumer research firms that advise them. Several of these firms have begun to track the localization trend. In its annual consumer survey, the New York-based branding firm BBMG found that the number of people

reporting that it was "very important" to them whether a product was grown or produced locally jumped from 26 to 32 percent in the last year alone.

"Food is one of the biggest gateways, but we're seeing this idea of 'local' spread across other categories and sectors," said Michelle Barry, senior vice president of the Hartman Group. A report published by Hartman last year noted, "There is a belief that you can only be local if you are a small and authentic brand. This isn't necessarily true; big brands can use the notion of local to their advantage as well." Barry added: "Big companies have to be much more creative in how they articulate local. ... It's a different way of thinking about local that is not quite as literal."

One way corporations can be "local" is by stocking a token amount of locally grown produce, as Wal-Mart has done in some of its supercenters. The chain's local food offerings are usually limited to a few of the main commodity crops of that particular state — peaches in Georgia or potatoes in Maine — and sit amid a sea of industrial food and other goods shipped from the far side of the planet. Yet, this modest gesture has won Wal-Mart glowing coverage in numerous daily newspapers.

Wal-Mart, like other chains, has learned that, with consumers increasingly motivated to support companies they perceive to be acting responsibly, tossing around the word "local" is a far less expensive way to convey civic virtue than the alternatives. "Local is one of the lower-hanging fruits in terms of sustainability," Barry said. "It's easier for companies to do than to improve how their employees are treated or adopt a specific sustainability practice around their carbon footprint, for example."

Other companies are pushing marketing messages that work by association. One example that caught Dan Cullen's eye was a CVS television commercial that begins in a Main Street bookshop, following the owner around as she tends to her customers. The bookshop then transforms into a CVS. The bookshop owner is now the customer. The feel is still very much Main Street. "Suddenly the kind of unique, enjoyable, grassroots bookstore experience morphs into a CVS experience," Cullen said. "There's a Potemkin facade that a lot of chains are trying to put up because consumers now want something other than a cookie-cutter experience."

Still another corporate strategy is to redefine the term "local" to mean, not locally owned or locally produced, but just nearby. "With the term 'local' being so nebulous, it seems ripe for manipulation," noted Mintel, another consumer research firm that counsels companies on how to "craft marketing messages that appeal to locally conscious consumers" and how to avoid "charges of 'local washing.'"

Corporate-oriented buy-local campaigns that define "local" as the nearest Lowe's or Gap store are now being rolled out in cities nationwide. Some represent desperate bids by shopping malls to survive the recession and fend off online competition. Others are the work of chambers of commerce trying to remain relevant. Still others are the half-baked plans of municipal officials casting about for some way to stop the steep drop in sales tax revenue.

Many of these Astroturf campaigns are modeled directly on grassroots initiatives. "They copy our language and tactics," said Michelle Long, executive director of Sustainable Connections, a seven-year-old coalition of 600 independent businesses in northwest Washington state that runs a very

visible and successful "local first" program. "I get calls from chambers and other groups who say, 'We want to do what you are doing. It took me a while to realize that what they had in mind was not what we do.' Once I realized, I started asking them, what do you mean by 'local'?"

Examples abound. In Northern California, the Arcata Chamber of Commerce is producing "Shop Local" ads that look similar to the Humboldt County Independent Business Alliance's "Go Local" ads, except they feature both independents and chains. Spokane's Buy Local program, started by the local chamber, is open to any business in town, including big-box stores. Logon to the Buy Local web site created by the chamber in Chapel Hill, North Carolina, and you will find Wal-Mart among the listings.

When billboards proclaiming "Buy Local Orlando" first appeared in Orlando, Florida, Julie Norris, a cafe owner who last year co-founded Ourlando, an initiative to support indie businesses, was excited to see the concept getting such visibility. But she soon realized that the city-funded program, which provides businesses who join with a "Buy Local" decal, seminars at the Disney Entrepreneur Center, and a listing on the web site, was open to any business in Orlando. "We sat down with the city and said, 'What you guys are doing is a real disservice to the local business movement,'" she said.

The city did agree to remove from its press materials and web site a reference to a study that found that, for every \$100 spent locally, \$45 stays in the community. The problem was that the study, conducted by the firm Civic Economics, found that to be true only if the money was spent at a locally owned business. Shop at a chain store, the analysis found, and only \$13 of that \$100 spent stays in the community.

The Economic Development Corporation of Fresno County also appropriated the \$45-stays-local statistic when it kicked off its Buy Local campaign at the Fashion Fair Mall. The figure was repeated on a TV news story without any clarification that it did not apply to the types of chains visible in the background. Like the Orlando initiative, the Fresno campaign aims to boost sales tax revenue by deterring online and out-of-town shopping. It goes out of its way in every radio and TV spot to make sure people know that "local" means national chains and big-box stores. "Buy Local" stickers and posters are now visible on malls and chains throughout the Central Valley. "For someone to say you are not local if you are a big box, I say baloney," explained Steve Geil, CEO of the Economic Development Corporation. "They invested here."

When the City of Santa Fe decided to launch a campaign to encourage people to shop locally, the Santa Fe Alliance, a coalition of more than 500 locally owned businesses that has been running a buy-local initiative for several years, signed on. But the city's message, according to Kate Noble, a city staffer who runs the program, is that shopping at Wal-Mart is fine, as long as it's not Walmart.com. "It has only diluted our message and confused people," complained Vicki Pozzebon, director of the Alliance. "The city asked me not to push the \$45 versus \$13, but just say 'local,'" she added.

These sales-tax-driven campaigns may well be doing more harm to local economies than good, according to Jeff Milchen, co-founder of the American Independent Business Alliance, a national organization that helps communities start and grow local business alliances. "If you encourage people to shop at a big-box store that takes sales away from an independent business, you're just

funneling more dollars out of town, because, unlike chains, local businesses buy lots of goods and services, like accounting and printing, from other local businesses."

The irony of trying to solve declining city revenue by trying to get people to shop at the local mall is that the mall itself may be the problem. While many California cities are facing budget cuts and even bankruptcy, Berkeley has managed to post a small increase in revenue. Part of the reason, according to city officials, is that Berkeley has more or less said no to shopping malls and big chain stores and is instead a city of locally owned businesses that primarily serve local residents. That creates a much more stable revenue base. Berkeley hasn't benefited from the temporary boom that a new regional mall might create, but neither has it gone bust.

Can corporations succeed in co-opting or so muddling the term local that it no longer has meaning? The Hartman Group's Barry thinks that's possible. "For many consumers, these things are not being called into question much. They say, 'Hey, it's my local Wal-Mart or my local Frito-Lay truck.' It depends where you are on the continuum and how you define local, which is a term that is really up for grabs."

Milchen is less concerned about what he calls faux-local campaigns in cities where there is already a strong local business organization. "It's more of an educational opportunity than a problem, so long as they respond to it," he said. But in places where local enterprises are not organized, he fears these corporate campaigns may succeed in permanently defining "local" for their own benefit. Michelle Long shares that concern: "That's my fear. People are going to do diluted versions and hold the space so that real campaigns don't get started."

Such dilution has prompted local business advocates to reconsider their language. Many are now using the word "independent" more than "local." Controlling language is critical, said Ronnie Cummins, director of the Organic Consumers Association, who is pushing for tighter regulation of the word organic, as well as rules governing terms like natural, sustainable, and local. "We've been fighting so long without the help of federal regulators that some people have forgotten that tool."

Perhaps all of this will ultimately make corporations even more suspect and further the case for shifting our economy in the direction of small-scale, local, and independent. "I think the fact that the chains are trying to play the local card, in a way makes it easier for us," said Cullen of the American Booksellers Association. "I think people are going to recognize that these aren't authentic and that's going to make the real thing all the more powerful."

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JUN 15 2009

City of Oakland  
Planning & Zoning Division

## Catchment Area

Fact: Proposed 306,000 sf Center is sub-regional—not Community Commercial

*Scope: Extend traffic study accordingly, at a minimum to the extent that Safeway is marketing to proposed retailers.*

## Blight Generation:

Fact: Oakland has problems filling neighborhood and downtown retail. An additional 120,000 sf more retail/office space has the potential to suck more life out of existing retail streetscapes.

*Scope: Study the potential of this project to promote blight downtown and in the Catchment Area.*

## Phasing

Fact: The Phasing as proposed opens the possibility that if leasing does not go as planned, we could be stuck with a sea of parking with the store way over in the back corner.

*Scope: Study alternate locations for the Safeway store on the project site.*

## Integration of Transit

Fact: The distance to the proposed Safeway store entrance is **MORE THAN ¼ MILE** from either of the bus stops for the 51 at Pleasant Valley.

*Scope: Study alternate locations for the Safeway store on the project site, and methods of integrating pedestrian, bicycle, and transit access to the store.*

## General Plan and Zoning

Fact: The staff report states that the entire site is classified Community Commercial, but the on-line CEDA map shows a large portion of the site is in the Urban Open Space classification.

*Scope: Study what are the ramifications of this relative to the "best fit" staff recommendation to upzone the entire site to C-30.*

## Conformance with AB32

Fact: The rules—and penalties—for local jurisdictions to be in conformance with AB32 are currently being written. Among things being discussed are changing the way sales tax revenues are distributed.

*Scope: Study the possible impacts of allowing a non-complying development—and the possible loss of sales tax revenues as a result.*

## Alternate Proposal(s)

In acknowledgement of the above Facts, the EIR should study at least one alternative that responds accordingly, including the possibility of reaching out to other development partners that can provide a total solution that integrates Safeway's needs within the Community fabric.

*ULTRA has done a conceptual design that confirms such a project is feasible, which we would be happy to share. It will be included in our written comments.*

**Ranelletti, Darin**

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**From:** Anne Marie Miguel [amiguel13@yahoo.com]

**Sent:** Wednesday, July 15, 2009 10:57 PM

**To:** Ranelletti, Darin

Hi Darin, I'm emailing after reading below post to the Piedmont Neighborhood News. From what I read, it seems not much consideration nor value is being placed upon making the new shopping centers more than the usual drive-in, drive-out places to shop. Why not a walking circuit built into the plans? Where people actually go to the shopping center to do more than shop? It doesn't have to be a track, but a sidewalk that joins all the shopping areas and minimal car hazard. A premium should be placed on people being able to get from one area to another on foot. I do already shop at the plaza, and do NOT usually walk from Safeway to CVS/Long because it is too unfriendly to walk and even dangerous with little kids. What is designed looks to be more of the same.

As it is a large space and a new design, as as Safeway promises a better life by patronizing their store, I expect a premium to be placed on the healthy lifestyle that accompanies such promotion. And such incorporation would increase the longevity of the shopping center.

Please let me know what else I can do to press my view. Will there be open to the public discussions about the center's planning?

Thank you, Anne Marie Miguel

## **The New Broadway/Pleasant Valley Safeway Plaza ... on Steroids**

Posted by [drewbendon](#) on July 14, 2009

The Oakland Planning Commission is set to hear the proposal to re-develop the plaza where the Safeway and Longs are (and Emil Villa's was) tomorrow, July 15, 2009. The new development will be substantially bigger and will likely include CVS as well as Safeway as anchor tenants. It seems like Longs would be out. You can view the plans [here](#). Some of it may be an improvement (e.g., 2 left turn lanes from Pleasant Valley into the mall and proposed shops along PV – if they are accessible from the street and not just the parking lot), but much of it appears to lack the types of bike/pedestrian-oriented amenities that make communities livable. For example it looks like the entrances to the mall are all auto-centric, including the one directly across from the senior center! If this get's built it will be there for a long time, so if you have something to say about it you might want to contact the "case planner" Darin Ranelletti at (510) 238-3663 or by e-mail at [dranelletti@oaklandnet.com](mailto:dranelletti@oaklandnet.com)

drew

**Ranelletti, Darin**

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**From:** Garlynn Woodsong [garlynn@gmail.com]  
**Sent:** Friday, July 17, 2009 7:07 PM  
**To:** Ranelletti, Darin  
**Subject:** Safeway Redevelopment Project (Case File #CMD09-135; CP09-09-; ER09-007)

Dear Mr. Ranelletti,

I'm writing to you to urge a reconsideration of the current Safeway plan for the site at 51st and Broadway. Let me make my appeal simple: This plan makes it appear as if the site will be a nice village center, when in fact it is just putting a nice facade on more suburban-sprawl-style schlock being built in the urban center. This is, simply, unacceptable for the future of Oakland.

At a minimum, this project needs to be mixed-use and needs to include some housing on-site. That much is **REQUIRED**, even by current zoning. There is no reason this requirement should be waived. Even despite the current housing downturn, there are two million additional residents expected in the Bay Area over the next 25 years. Some of them should be able to live above their shops and services in neighborhood centers. This site represents a great opportunity zone to become a mixed-use neighborhood center; the chance to make the place better should not be lost.

Further, the site needs to become more bicycle, pedestrian and transit oriented, rather than just building more parking to make it more convenient to arrive by automobile.

Finally, the site is served by multiple high-frequency transit lines, which again should be a trigger to a fully-functioning local government that it would best be served by a mix of uses including housing, rather than more single-use suburban sprawl-type development.

Thank you very much for your consideration of this matter.

o  
Mr. Garlynn G. Woodsong, Esq  
860 42nd Street  
Oakland, CA 94608

**Ranelletti, Darin**

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**From:** ruby long [roobeedew@sbcglobal.net]  
**Sent:** Tuesday, July 21, 2009 8:39 PM  
**To:** Ranelletti, Darin  
**Cc:** 51andbroadway@pdcenters.com; standnorthoakland@gmail.com  
**Subject:** 51st & Broadway - from Ruby Long

As a long time resident of this area, here are my concerns about the proposed changes to this location.

1. Loss of drug/variety/nursery complex Longs/CVS. Not only will this inconvenience those of us who depend so much on that store, it will lure the potential customers of that establishment out of the neighborhood to shop in Emeryville.
2. Lack of consideration of pedestrian traffic. With the high density housing across Pleasant Valley from the shopping center, much of which houses senior citizens, I think the crossing at Gilbert & Pleasant Valley needs lengthy study. For instance, a pedestrian overpass could be installed to allow them to cross without competing with automobiles.
3. Parking. I'm not convinced that the parking plan proposed in the sketches I've seen will be adequate if additional shops are added along Pleasant Valley. Those shops will take up a lot of the spaces that are there now. AND, those shops will increase traffic - see above.
4. A suggestion: Safeway, or the shopping center, could sponsor a shuttle bus service, as the Emeryville merchants do. If, for instance, the route went from the MacArthur BART to Piedmont Ave. and through the neighborhood, down Gilbert, buses could deliver residents, especially of the high density housing mentioned above, to the shopping center, go on to the Rockridge BART, then back to MacArthur BART, etc. This would cut down on traffic in the parking lot, promote shopping at the Center, and provide safe transportation for residents. In addition, brightly painted buses with the name of the Center on them would provide publicity and public relations support for the Center.

**Ranelletti, Darin**

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**From:** caroline stern [carolinestern@sbcglobal.net]  
**Sent:** Tuesday, July 21, 2009 8:48 PM  
**To:** 51andbroadway@pdcenters.com; STAND  
**Cc:** Ranelletti, Darin  
**Subject:** development

Having lived in Rockridge for 20 years I would like to see any new "developments" include sidewalks, child friendly play areas, benches, plants and greenery draught resistant if possible, public art, open space and shade.

Community means a place to sing, a place to dance, a place to make art and social and business contacts as well.

Sincerely,

Caroline Stern

**Ranelletti, Darin**

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**From:** Nina Lindsay [ninalindsay@gmail.com]  
**Sent:** Wednesday, July 22, 2009 9:26 AM  
**To:** Ranelletti, Darin  
**Cc:** 51andbroadway@pdcenters.com; standnorthoakland@gmail.com  
**Subject:** 51st and Broadway Safeway EIR

Mr. Ranelletti,

I'm writing to add my support to the requests put forward by local organizations for considerations of pedestrian and bicycle access, mixed use/housing, and transit concerns in the EIR for the 51st and Broadway Safeway.

I'm an advocate of urban density, but also of locating density in appropriate areas. This shopping area seems like a perfect area to locate more housing options in the Rockridge/Piedmont/Temescal area. It has easy access to BART and the freeway, and to three shopping/restaurant areas all within walking distance. Because of the footprint and the grading, it seems that there is space for significant housing square footage without overpowering residential housing....and probably creating a more attractive and viable shopping center.

As a lifelong resident in this neighborhood, my biggest hope for this development is to make a better bicycle and pedestrian connection from Coronado to Gilbert. These are the best local access roads on bicycle, but--especially crossing Broadway at Coronado, are very dangerous.

Thank you,  
Nina Lindsay  
438 Avon St., 94618  
(510) 420-1425

**Ranelletti, Darin**

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**From:** Loni [connected@covad.net]  
**Sent:** Wednesday, July 22, 2009 11:22 AM  
**To:** Ranelletti, Darin  
**Cc:** 51andbraodway@pdcenters.com; standnorthoakland@gmail.com  
**Subject:** 51st & Broadway - Ripe potential

Dear Mr Ranelletti,

Finally! A site that begs for density!! The 51st Safeway site is ripe with potential to make it a very livable hub, and a model of Oakland's commitment to greening itself that can also be economically successful.

As you know, the City's General Plan as well as the Conley Report, look for ways to revitalize upper Broadway. In both, pedestrian orientation and the presence of easy transit are recommended. With the multi-story hillsides surrounding the site, this large parcel can easily absorb several floors of interesting housing options atop the retail. Live/work and creative studios as well as other residential appropriate to the neighborhood's economic mix. And for once, this density would be seen as a win win. It would not cause overshadowing of neighboring residences ( if situated to the site's rear), and would increase the success of the retail upon which it is built. Plus, having people living in the area, not just driving there to shop as we do now, would create a wonderful activity center. Lastly, it would serve to connect the lower-density surrounding neighborhoods. They would benefit from the vibrancy created.

In re-developing the center, insist that Safeway include healthy living, sustainable elements - walkable, bike-able paths, parks and greenspace, by Quarry Lake for example. Express our desire for a development using the most energy-efficient design, including skylights, active solar, rainwater collection for irrigation, transit stops, and 'smart' parking. This can be a profitable design option for Safeway as well; they just need to be encouraged to think in a new direction.

So maybe you'll finally have the public backing density. Wouldn't that be a first! Please, by your recommendations and requirements, urge Safeway to make green, human-centered choices that will show off its own store, making it a flagship center of sustainability.

Most Sincerely,  
*Loni Gray*

**Ranelletti, Darin**

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**From:** Colleen Lang [clang@adobe.com]  
**Sent:** Wednesday, July 22, 2009 11:53 AM  
**To:** Ranelletti, Darin  
**Cc:** '51andbroadway@pdcenters.com'; 'standnorthoakland@gmail.com'; 'Gail.Truman@Sun.COM'  
**Subject:** 51st and Broadway shopping

Greetings,

As a member of this community and patron of the 51<sup>st</sup> and Broadway shopping plaza for 10 years and years to come, it would be extremely appreciated if you would consider pedestrian, bicycle transit-centered options and pathways that would better link the Piedmont Avenue community with the Rockridge community with better walking access to the Rockridge BART from Piedmont Avenue, when redesigning this great space.

Oh, and would it be too much to ask for you to consider beautifying the median space in front of the shopping plaza along Pleasant Valley. Chicago does a great job of managing these spaces as part of the business / community integration with regard to the overall design.

Thank you for your consideration.

Colleen Lang

**Ranelletti, Darin**

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**From:** Theo Fram [tfram2003@yahoo.com]  
**Sent:** Wednesday, July 22, 2009 4:00 PM  
**To:** Ranelletti, Darin  
**Cc:** standnorthoakland@gmail.com  
**Subject:** safeway redevelopment

Dear Sir:

I have been following the information about renovation of the 51st and Pleasant Valley Site. I would very much like to see it break from the suburban Car oriented model. My husband and I walk from our house at 52nd and Shattuck up to the center several times a week and would like to see a pedestrian, bike friendly model that will be beneficial to more than just commerce.

Yours truly,

Livia C. Stein

7/30/2009

**Ranelletti, Darin**

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**From:** Bill Kramer [wekramer@sylvanpiedmont.com]

**Sent:** Wednesday, July 22, 2009 5:52 PM

**To:** Ranelletti, Darin

dear darrin -

i live on 5253 shafter avenue in oakland, and i own a business at grand & linda in piedmont, so i often either bike or drive right by the 51st & broadway shopping center every day. traffic is already heavy during many parts of the day, and i am concerned about the increase in traffic that a larger safeway would incur. also, it would be nice to include peestrian & transit-centered options.

best regards,

bill kramer  
510-428-4125

7/30/2009

**Ranelletti, Darin**

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**From:** Ellen Gierson [ellenrocs@gmail.com]  
**Sent:** Thursday, July 23, 2009 6:44 PM  
**To:** Ranelletti, Darin  
**Cc:** 51andbroadway@pdcenters.com; standnorthoakland@gmail.com  
**Subject:** Safeway project up on 51st and B'way

Hello Darrin,  
Hope you are well!

Are there plans for including some kind of housing in this big project, with transit options connecting to BART? This parcel, with its connections to the Tem make it a very important site that can transform, and finally "connect" all these neighborhoods! This shopping area can turn into a jewel if developed right! I'm hoping that Safeway can make a "neighborhood walking and bicycle" friendly. I am looking at this space, hoping that it can also become greener, by adding a park, with places to sit and enjoy the quarry view. I strongly believe the parking issue can be dealt with so that it doesn't dominate the grounds.

In this day, Safeway, I presume and hope, will be thinking of energy saving options, and not just building another unattractive Safeway building, continuing business as usual. We have an opportunity, even, obligation to make a great tree lined shopping/living/transit hub at this spot. Let's have some City support for these suggestions!

Thanks,  
Ellen Gierson  
4175-Opal Street  
510-658-8713

Thanks,  
Darin Ranelletti  
51st and Broadway  
Oakland, CA

**Ranelletti, Darin**

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**From:** Charles Blakeney [chblakeney@yahoo.com]  
**Sent:** Friday, July 24, 2009 1:48 PM  
**To:** Ranelletti, Darin  
**Subject:** Safeway remodel concerns @ 51st & Broadway location

Mr. Ranelletti,

I have concerns about all of the items listed on the EIR. My primary concerns are traffic, pollution, and noise pollution. I live right across the street from the shopping center, therefore, I have a great personal investment in the quality of life in this neighborhood. I would like to see improved foot access to the new center, as well as greatly improved car access. Every day, but much worse on Saturdays, the parking lot is full. That impacts cars waiting on the streets to enter the parking lot and park, which in turn causes a traffic jam and the resulting pollution from stopped cars with their motors running. This entire area must be improved with respect to traffic movement.

The construction of the new Kaiser facility at West MacArthur and Broadway has already greatly negatively impacted traffic flow in the area. I would be happy to apply for the obviously vacant job of traffic foreman in this area. It is clear that the person(s) doing that job are asleep at the switch, because numerous obvious improvements to traffic flow have not been put into effect. I have ideas that could SAVE THE CITY A TON OF MONEY, while IMPROVING TRAFFIC FLOW. I would appreciate your directing me to the appropriate person(s) for these suggestions.

Thank you,

Charles Blakeney

7/30/2009

## Ranelletti, Darin

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**From:** Francesca Myman [cameo@sonic.net]  
**Sent:** Saturday, July 25, 2009 1:46 PM  
**To:** Ranelletti, Darin  
**Subject:** Community feedback about the Rockridge Safeway project

First, I'd like to say thanks so much for making an effort to canvass community opinion. I'm not sure I know very much about the potential environmental impact of the Rockridge Safeway project, but since I missed the planning meetings (didn't hear about them till after the fact) I'd like to chip in with a few ideas anyway, and I'm hoping you can pass them on to the appropriate people. . . .

Feedback on the current center: Although I live right across the way from the shopping center, the only places I visit regularly are the pet food store, Safeway itself, and the amazing local Longs (or CVS). I LOVE the garden center in the local Longs, birdsong and all. I also love the fact that it's a 24 hour shop. It's a great community resource, and I'm glad to see that some effort is being made to retain current employees and perhaps (I hope) to somehow keep the garden center itself. I don't shop at any other local garden centers, because the variety doesn't compare, and the choices don't include local plants -- there's a certain canned quality to a place like Home Depot, whereas that garden center has been there since before it became a Longs, and has a nicely lived-in feeling. Plus, I think there are bird families that actually live there. I understand the Safeway will be moving to that location? Is there another spot in the center for the garden shop? I hope so.

In terms of clothing stores, I know there's a Dress Barn, but as a woman I've never seen anything interesting there, and given the current economic climate I'd like to put in a loud vote for a Marshalls or Ross, if chain clothing and household stores are under consideration. I would never shop at a place like Target or Bed Bath & Beyond. Just too expensive for the same items you get at a Marshalls or Ross! I'd also love to see a local, community-based restaurant of some sort. If there's no way to accomplish that, and chain food stores are under consideration, I'd love to put in a vote for an Askew Grill or a Panda Express (relatively food-conscious) or a Taco Bell (just convenient). I'd definitely come and eat at any of those. Other possibilities: a video store? A Curves fitness location?

I'm THRILLED to see that a walking path around the lake is being considered. . . It always looks so beautiful, and I crane my neck to see over that chain-link fence!

Best,

Francesca Myman  
(288 Whitmore St.)  
510-339-9196

## Ranelletti, Darin

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**From:** Kar Trageser [kartrageser@earthlink.net]  
**Sent:** Sunday, July 26, 2009 3:31 AM  
**To:** Ranelletti, Darin  
**Subject:** Regarding the redevelopment of Safeway on Broadway /Rockridge Shopping Center

Dear Darin Ranelletti,

I sure hope Oakland will be brave and forceful and not not allow Safeway to simply build whatever will make money for Safeway. Having zoning restrict itself to saying what is not allowable rather than having Zoning creatively push developers to build what is best for the communities has not worked very well. Be aggressive for Oakland because this building site is high profile.

The Safeway development if done well will enhance my property value at the Condominiums across Pleasant Valley Ave from Safeway. If done poorly this development will hurt my property value.

Stores usually have an attractive front side and a hidden ugly back side. These stores to be built along Pleasant Valley Ave can not be allowed to have an ugly back side. You can't do some cosmetic fix to transform what is basically an ugly backside into an acceptable backside in this location. These stores must have two front sides. One front side with windows and doors and stairs facing Pleasant Valley Ave and another front side facing the Parking lot. Do not compromise. It would be better for the project to be scrapped and for Safeway to take Oakland to court than it would to give in on this point. Don't let the developer promise to make a backside facing Pleasant valley attractive with some gimmicks because the gimmicks won't work. These buildings must have two genuine front sides.

Next, I want stairs from Pleasant Valley Ave up to the parking lot. Have a look at the bushes along side Pleasant Valley Ave now and notice all the trails leading to the parking lot. The Washington Mutual/Chase stairway is built wrong so people don't use it. I want a straight stairway on the Broadway end of the string of buildings to be built along Pleasant Valley Ave.

Parking currently gets tight at peak times. It would be good if the project had sufficient parking.

Finally, the Quarry. When I was visiting a small city in India I met a young Australian man there. This Australian man said, "your from Oakland, I have been to Oakland". I said, "Oh, what did you see in Oakland? What did you like?" The first thing he mentioned was the quarry at the Rockridge shopping center. I laughed because that was across the street from my home. The sad thing was there was nothing else about Oakland that struck him as noteworthy. This Quarry is attractive but we keep people from getting close to it. I guess everybody fears that somebody would hurt themselves if people were allowed access to the quarry and then there would be law suits. Damn this mentality and the lawyers. If there was any way to get this project to incorporate the quarry rather than to wall off the quarry the whole project would become more attractive. Ideally the Quarry would be taken over by parks and recreation and there would be public swimming. I am sure the that was already discussed 30 years ago and rejected by Oakland's lawyers. Anything that could be done to integrate the quarry would be good.

Hoping for the best.

Sincerely,

Ken Trageser

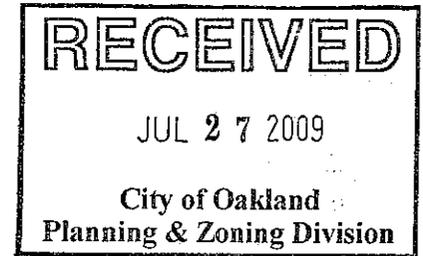
**RCPC ROCKRIDGE COMMUNITY PLANNING COUNCIL**

◊ 5245 COLLEGE AVENUE PMB 311 ◊ OAKLAND, CALIFORNIA 94618 ◊ 510-869-4200 ◊ [www.rockridge.org](http://www.rockridge.org) ◊

July 26, 2009

Darin Ranelletti, Planner III  
City of Oakland, Planning and Zoning Division  
250 Frank Ogawa Plaza, 3<sup>rd</sup> Floor  
Oakland, CA 94612

RE: Safeway Redevelopment Project [Rockridge Shopping Center]  
5050-5100 Broadway  
Case File Number: ER09-007 (also CMD09-135, CP09-090)



Dear Darin:

The Rockridge Community Planning Council (RCPC) board would like to thank you for giving us this opportunity to provide scoping comments for the Environmental Impact Report ("EIR") on the above-referenced project. RCPC has reviewed the applicant's preapplication materials as submitted to the City and has the following comments.

**I) RCPC Agrees that the project could have significant impacts on the environment, and an EIR is appropriate.** Both the size and location of this project point to the likelihood of significant impacts on the surrounding environment. RCPC applauds the City's decision to forego the usual initial study and go directly to preparation of an EIR.

**II) Project Impacts:** As noted, this project has the potential to cause numerous significant impacts, both direct and indirect, and to contribute to cumulatively significant impacts. The following discussion focuses on such impacts and their mitigation.

- A) Transportation impacts:** The project is located directly adjoining an already-congested intersection at Broadway/51<sup>st</sup> Street/Pleasant Valley Ave. Indeed, not only does that intersection already operate at level of service "F" during peak commute hours, but it is also hazardous for pedestrians and bicyclists. In addition, it is along the route of the AC Transit 51 line, and that bus has to quickly cross three lanes of traffic moving from the northbound bus stop at Broadway and Pleasant Valley to its turnoff onto College Avenue.

As the above comments make clear, project automobile traffic could easily make a bad situation much worse. For that reason, a full traffic analysis is essential. RCPC believes it would be worthwhile to stray from the standard approach for CEQA review and "front-load" the traffic study – that is, a preliminary traffic study should be completed prior to starting work on the remainder of the EIR. That study should consider what mitigation measures are available to improve traffic operations and vehicle, bicycle and pedestrian safety at intersections within the project scope (see below) that currently operate at a LOS of D or lower. Having done so, the EIR should then consider how much traffic to/from the project site could be added before project impacts at those intersections become significant. The EIR should keep that ceiling in mind in considering the project, project alternatives, and unconventional approaches to reducing traffic impacts. (See mitigation measures below.)

The EIR's "traffic" analysis should include not only conventional auto traffic impacts, but also impacts on transit service and on safe, efficient, and convenient pedestrian and bicycle access. The analysis should also consider cumulative transportation impacts, taking into account various other large projects in the area (e.g., Kaiser Medical Center, Civiq, Creekside, 5175 Broadway, and the College Avenue Safeway) as well as City plans for modifying Broadway north of the project site by adding bicycle lanes and reducing automotive travel lanes, AC Transit's plans for instituting bus rapid transit along Telegraph Avenue, and the additional traffic that will result from the Caltrans Caldecott Improvement Project.

Because of the size of this project and its function as the only major shopping center in North Oakland and the surrounding area, the transportation analysis should have a broad scope. It should consider the entire area westward along 51<sup>st</sup> Street to at least Martin Luther King Jr. Way, northwestward along College Avenue to at least Alcatraz Ave., northward along Broadway to at least the Highway 24 Broadway exit, Eastward along Pleasant Valley and Grand Avenue to at least Oakland Ave., and southward along Broadway to at least Highway I-580.

In addition to considering the traffic along arterials and collector streets, the EIR should also consider whether traffic congestion along major routes might cause "cut-through" traffic on connecting residential streets. That analysis should consider, in addition to traffic impacts per se, noise and pedestrian/bicycle safety impacts from such cut-through traffic. If those impacts are found significant, the EIR should propose appropriate mitigation (e.g., addition of stop signs, traffic circles, speed bumps and other traffic control measures) to reduce the attractiveness and consequent use of cut-through routes.

The EIR should consider not only traffic related to project customers and employees, but also deliveries to and shipments from the project. Currently, the Safeway store at the project site, and presumably the Long's Drug Store as well, receive most of their shipments from one of three exits off of Highway 24 – the 51<sup>st</sup> Street, Claremont Avenue, or Broadway exits. While the route to and from the project site from the 51<sup>st</sup> Street exit is along 51<sup>st</sup> Street and from the Broadway exit along Broadway, both major thoroughfares, the shortest route to the site from the Claremont exit is along Clifton Street, and the return route along Hudson Street, both small residential streets. With the increase in the amount of commercial space within the project, it must be presumed that truck traffic from deliveries will increase accordingly. The EIR needs to evaluate the routes used by trucks going to and from the project site, both presently and under the proposed project. That analysis should include not only traffic impacts, but also noise, vibration, and pedestrian and bicycle safety impacts. Where impacts are caused by the use of residential streets, the EIR should consider as mitigation designating specified arterial truck routes and posting the alternative residential street routes to prohibit their use by large trucks.

The EIR should consider public transit improvements that could reduce project traffic impacts, including:

- Addition or modification of bus stops, including placement of one or more stops internal to the project
- Provision of shuttle bus service to/from the Rockridge and MacArthur and perhaps even 19<sup>th</sup> Street BART stations.
- Provision of free merchandise delivery (within the North Oakland area) to patrons accessing the project via public transit; and
- Provision of discounted bus and BART passes to employees.

The EIR should also look at other ways of reducing the project's traffic impacts. These should include:

- Providing preferential parking for employee carpools;
- Providing a secure bicycle parking area;
- Providing attractive, well-marked pedestrian access within the site and between the site and surrounding sidewalks;
- Providing safe and pleasant bikeways within the project site, with connections to local bicycle paths and lanes outside the site;
- Considering paid parking for customers and employees, as has been done at Emeryville's Bay Street shopping mall. Any parking pricing proposal should include consideration of congestion pricing and using parking pricing for parking supply management– i.e., factoring into the price of parking the availability of on-site

parking and the degree of congestion on surrounding streets. Revenue from parking fees could be used to help promote public transit use.

- B) Land Use Impacts:** The EIR should discuss the proposed project's consistency not only with the site's current zoning and general plan land use designation, but also with policies contained within the general plan. In particular, the EIR should discuss whether the project accords with the general plan's designation of the site as a "development node" and the designation of Broadway as a major transit corridor.

As currently constituted, the Rockridge Shopping Center tends to divide, rather than unite, the surrounding community. While the project site lies at the junction of three neighborhoods: Piedmont Avenue, Rockridge, and Temescal, and could serve as a unifying bridge and center for those neighborhoods, the project plan being put forward by Safeway appears to not only continue but actually exacerbate the site's current divisive impact. Not only does the plan continue the current uses' auto orientation and inward focus, but by increasing traffic on the streets surrounding the project, it will further isolate the site and divide the surrounding community. The project's almost exclusive auto orientation and its inward focus, with no stores facing out onto either Broadway or Pleasant Valley and no attempt to connect or even relate to areas across the adjacent streets, would impede any attempt to develop this section of Broadway for pedestrian-oriented shopping or connect to the College Avenue pedestrian shopping area. The EIR should identify the project's effect in increasing the division of the surrounding communities as significant and identify mitigation measures to address that impact. Among measures that should be discussed would be:

- Including community amenities (e.g., public space, playground, community center, performing arts space) within the site that would draw people in from the surrounding community and make the site more of a destination;
- Reorienting at least part of the project so that it faces outward onto the surrounding streets (especially Broadway) and improving the pedestrian and bicycle access through and across the project site, while shifting some of the parking to the rear and interior of the site;
- Adding a residential component and redesigning the project so that it is more integrated into the surrounding community (e.g., by including public streets that link to the surround street grid).

- C) Air Quality Impacts:** The proposed project's almost exclusive auto-orientation, along with its size, would indicate the potential for significant air quality impacts, including construction-related impacts and the release of increased amounts of CO<sub>2</sub>, with the potential for cumulatively-significant air quality and climate change impacts. As with transportation impacts, a cumulative impact analysis is essential. The analysis should include not only the direct emissions caused by customers, employees, and suppliers, but also, to the extent feasible, indirect emissions relating to the production and supply of merchandise sold at the project.

Mitigation measures that should be considered include: measures to decrease auto use and encourage pedestrian, bicycle, and transit access; encouraging an emphasis on locally-produced goods that would decrease the air quality (and energy) impacts of transporting goods to the site; and using non-CO<sub>2</sub>-producing energy sources for heating and cooling within the project.

- D) Energy Impacts:** As with transportation and air quality, the proposed increased development carries with it the potential for a significant increase in energy demand. This would include both the energy involved in demolition of existing buildings and the construction of new buildings, as well as in project operations. Again, this could result in a cumulatively significant energy impact, both in terms of the need for energy production and transmission facilities and climate change impacts associated with increased energy

use. The EIR should consider the potential to mitigate for the increased energy use, both in terms of green (energy-efficient) design and providing for the reuse of materials from the existing buildings, and in terms of incorporating renewable energy generating components (e.g., solar PV units, solar hot water for heating) into the project design. The EIR should discuss whether LEED certification would be appropriate and if so, what level of LEED certification would be appropriate to require.

**E) Visual/Aesthetic Impacts:** The current zoning for the site would allow a significant height and density increase over the existing structures. Further, the somewhat isolated nature of the site would appear to make the impacts of taller structures and differing architectural design less significant than they would be at other sites in North Oakland. RCPC does not specifically object to height increases, but does feel that the greater the density, the greater the care needed in the project design to avoid creating a long-term negative impact. While the site is somewhat isolated, the project should be designed to relate harmoniously with adjoining Rockridge and Piedmont Avenue areas. In particular, RCPC believes the project design should seek to upgrade the current nondescript appearance of this section of Broadway. The EIR should also consider the project's visual relationship to the adjacent cliff areas and reservoir.

**F) Biological Impacts:** The site is located directly west of a reservoir that is currently used by waterfowl, possibly including migrating waterfowl. The EIR should investigate the use of the reservoir by both local and migrating birds. The proposed increased use of the site, and specifically the construction activities and increase in auto traffic and nighttime light and glare, could negatively impact the use of the reservoir by wildlife. The EIR should evaluate the significance of those impacts and, if significant, propose appropriate mitigation. That mitigation could include shielding area lighting, both permanent and from auto and truck traffic, from the reservoir area, providing noise protection for the reservoir, especially during demolition and construction, and wildlife improvements that would mitigate or counterbalance any unavoidable impacts.

The reservoir site also provides a potential opportunity for public education about its wildlife habitat values and use. Recognizing the need to protect wildlife from public intrusion, the EIR should consider whether it would be feasible to integrate a public education component into the project that would allow the public to view and better appreciate the reservoir's wildlife value. Doing so would help mitigate the risk that the increased public access to the site would result in increased public access to the reservoir in ways that would harm wildlife.

**G) Blight and Litter Impacts:** The increase in the project size means that it has the potential to draw customers and consumer spending from the surrounding commercial areas. Especially with the current economic downturn, which many analysts see taking at least five years to recover from, this could suck the life-blood from those retail areas, notably Piedmont Avenue, College Avenue, and Telegraph Avenue (Temescal). Each of these areas has, in the past, struggled with blight conditions, which have included not only closed businesses and vacant storefronts, but also accompanying physical degradation and impacts on public health and safety.

The EIR needs to consider the potential for the project to drain the surround area's economic vitality and contribute to causing blight, with accompanying physical impacts. If the effect is found significant, appropriate mitigation (e.g., managing site tenants to minimize detrimental competition with nearby small retail uses or establishment of a blight-relief impact fee on the project) should be considered.

With the project's increased size also comes an increased potential for litter production, especially from "fast food" restaurants. The EIR should discuss appropriate mitigation measures to reduce this impact, such as requiring the funding of a litter control program

including providing convenient trash and recycling receptacles and a litter patrol as necessary to keep the site litter-free.

**III) Project Alternatives:** RCPC feels that the current project proposal is far from the optimal use of the site. Other alternative scenarios might not only be more in keeping with the site's general plan designation but also result in significantly reduced impacts. For that reason, we feel that the alternatives section of the EIR is of particular importance. Listed below are a number of alternatives to the proposed project which we feel merit consideration in the EIR.

- A) Community Amenities Alternative:** As noted above, the proposed project would further increase the project site's divisive land use impact on the surrounding community. As also noted, one way of mitigating this would be to include community amenities that would offset that impact by helping to bring the community together on the project site. Neither the project site's current uses nor the proposed project include any amenities for the community, other than shopping, that would draw the community to the site. The EIR should therefore consider in at least one alternative devoting a portion of the project site to a community-oriented use. Possible uses could include a public space or park, a playground (e.g., skateboard park), or a theater, or performance space.
- B) Mixed Use with Residential Alternative:** An alternative approach to reducing the project's divisive land use impact would be to include a residential component in the project. There are existing residential communities to the northwest (Rockridge) west (Temescal) and southeast (Piedmont Avenue area) of the project site, as well as students resident at the California College of Art to the north. Including a residential component in this project would help bridge the project-created gap between these communities. It would also provide built-in patronage for the project's commercial tenants, as well as a convenient place for project employees to live that could significantly reduce traffic and air quality impacts. One obvious option would be to devote the first floor of project buildings to retail uses, but to also include one or more stories of residential use above that. While we have been told that the current site master lease apparently prohibits residential uses, RCPC nevertheless believes the EIR should include consideration of an alternative containing a residential component.
- C) Continued Street Grid Alternative:** Another way to reduce the project's divisive land use impact would be to continue the street grid of the adjoining residential areas into the project site. While there is currently a theoretical continuation of Gilbert Street past Pleasant Valley Avenue into the project site, it is little more than a lane through the parking lot. On the Broadway side, Coronado Avenue again theoretically continues across Broadway onto the project site, but it is currently only used as a truck route for suppliers. Both these streets could be converted into full public streets within the project area, extending the urban block structure found in the adjoining areas, and the project buildings could be designed to provide street-front retail uses, with structured parking located interior to the blocks. Attached hereto as Exhibit E is a prototypic design example prepared last year by Conley Consulting Group under contract with the City. While RCPC is not endorsing this design, we do feel that an alternative with a more urban neighborhood feel should be investigated in the EIR.
- D) Transit Oriented Development Alternative:** Another alternative that should be examined is a transit-oriented development (TOD) alternative. Such an alternative could significantly reduce the project's likely significant transportation and air quality impacts. A TOD alternative would focus and expand upon some of the transit measures already discussed individually as mitigation measures for transportation impacts. It would include an on-site transit center that would contain both AC Transit bus stops and a

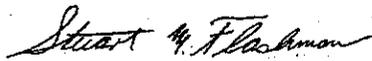
7/26/2009

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terminal for shuttle bus service to the Rockridge and MacArthur BART stations.<sup>1</sup> The TOD alternative could have additional incentives to encourage transit use and discourage automobile use/ownership. For example, there could be reduced parking available, and all parking could be paid parking. If there was a residential component, it could also have reduced parking available for residents with all parking spaces paid for separately from apartment rents. However, there would be car shares available on site, and the rental price for units could include in an AC Transit/BART pass, with additional passes available at a reduced rate.

We appreciate your consideration of these RCPC scoping comments.

With best regards,



Stuart Flashman  
RCPC Board Chair



Andrew Charman  
RCPC Board Vice-Chair

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<sup>1</sup> There has even been some discussion of running a light rail line up Broadway from Jack London Square. The project site might be an appropriate terminus for such a line.

ULTRA (Urbanists for a Livable Temescal Rockridge Area)

July 27, 2009

Darin Ranelletti  
City of Oakland Planning Division  
250 Frank H. Ogawa Plaza, Suite 3330  
Oakland, CA 94612

Re: Scope of EIR for Safeway Redevelopment Project (Broadway @ Pleasant Valley Avenue.)

Case File Numbers: CMD09-135; CP09-090; ER09-007

Dear Mr. Ranelletti:

ULTRA's mission is to create a livable, authentic community in the North Oakland area by forging civic bonds, fostering environmentally sustainable urban growth and ensuring equitable development. We seek to ensure economic and cultural diversity by providing guidelines for development that support neighborhood-oriented businesses, community services, the arts, affordable housing and affordable commercial properties. A comprehensive urban plan for this site will increase access to alternative transportation, ensure pedestrian and bike safety, and identify more open green spaces and cultural venues for community interaction.

ULTRA is seeking a great urban design by a great urban design TEAM for the Safeway Redevelopment Project. An open, professionally run design charrette is a must to get this project back on track, where community members are members of the team. Together we can build a project that is focused on 'place making', knitting the neighborhoods of Temescal, Rockridge and Piedmont Avenue together. If we consider the space between the buildings as much as the buildings themselves, a street becomes a room whose walls are made by the buildings that face it and its ceiling happens when the street trees achieve crown closure.

According to the General Plan the Broadway corridor is designated as "growth and change" from the 580 freeway underpass to College Avenue. Furthermore, the intersection of Broadway, Pleasant Valley and 51st Street has the added distinction of being the center of a stretch of upper Broadway designated as a "Target Area for Community and Economic Development." It also states that for this Target Area the city should, "conduct land-use study to determine the feasibility of higher density housing." The city did one such study, the Conley Report released in June 2008. This report singled out this intersection as one of only five "finalist nodes" in the entire city as; "an opportunity to redevelop the pattern of land use to one that is less auto-oriented, and supports creation of a pedestrian environment that serves the adjacent neighborhoods." In the report, there are multiple alternatives presented as to how higher density mixed-use could be built on this site. Our proposed alternative also has higher density mixed-use but gives prominence to Safeway by locating it on Broadway. This intersection is a gateway to Oakland and will segue nicely with the Broadway Corridor development project.

## EIR Scope Issues:

- **Catchment Area:** At over 300,000 sf, the proposed Shopping Center certainly achieves sub-regional status (a typical Wal-Mart can be over 200,000 feet, although some newer stores are around 155k.) We understand that Safeway is marketing to proposed retail leaseholders that the catchment area is up to five miles. It seems completely reasonable to request that a traffic analysis, along with environmental impacts thereof (particularly GHG generation in support of the requirements of AB 32) be expanded to cover at least the same area. An enlarged catchment area would also seem to be justified by their proposed parking count: Our count shows that they are providing about 100 more spaces than would be called for per City requirements.
- **Blight Generation:** The proposed project contains almost 120,000 sf more retail/office space than the present shopping center. The Broadway corridor, downtown, and other retail neighborhood commercial areas are experiencing growing vacancies. What is the potential for continued and increasing blight and diminishment of the streetscape in these areas if all this potential retail moves to the new Center?
- **Phasing:** Along the same vein, look at the Phasing plan on page 22 of the Staff Report: What if the project is approved, but the leasing doesn't go as planned? The community could be stuck with a sea of parking with the store way over in the back corner. On the other hand, this might simply leave a more developable lot up front for new mixed-use development. Retail occupancy should also be need based and focused on neighborhood services as opposed to chain stores that offer retail for the sake of retail. Interim vacancies or phasing would allow for better long-term use planning.
- **Integration of Transit:** Also along these lines, the distance to the proposed Safeway store entrance is **more than ¼ mile** from either of the bus stops for the 51 at Pleasant Valley. Numerous studies show that this is more than the maximum distance people will typically walk to transit—let alone while schlepping bags.

## Alternate Proposals

Any alternate proposals in the study **must include mixed income and affordable housing, integrate and provide for pedestrian, transit, and bicycling access, while knitting together the various neighborhoods that adjoin the site through walkable streetscapes and varied, neighborhood-serving retail.**

**As an example,** ULTRA has developed a proposed alternative that addresses these criteria, as shown in the attached drawings. We request that this alternative be studied as a viable alternative. In addition, the plan specifically addresses the Planning Commission's comments about getting "innovative retail" on the site, and providing for multi-modal access to the grocery store. We propose that the Safeway be located along Broadway, with its "boutique" operations, such as the deli, bakery, and butcher shop, etc., fronting onto Broadway, with access from both the main store as well as the street. We realize that there are issues involving store security and manpower in this approach, but the potential for increased sales through walk-up traffic is

there—just consider the success of Market Hall. Another successful example is the mixed-use Gish Apartments in San Jose. There, the 7/11 chain took a chance on its first non-strip mall store in the South Bay, without surface parking, but located at a light rail stop, and below an apartment building. In the South Bay, the typical 7/11 gets more than 90% of its traffic by automobile. At Gish, it is less than 50%, **but the store is now the highest grossing 7/11 in San Jose.**

From a cursory perspective, we think a project of this size would fit within the current zoning envelope. In addition to the features described in the attached drawings, please note the following features:

- **Density, unit types, and livability:** While it is possible to increase residential density as shown in several of the Conley options, the only way to do that would be to increase height and/or go to predominantly double-loaded corridor buildings with single-aspect (that is, windows on one side) apartments. Such units are not appropriate for households with children. Besides having the opportunity to be larger and with more bedrooms, double-aspect units provide flow-through ventilation and increased natural lighting, reducing energy consumption. Our proposed scheme offers a diversity of unit types, from one-bedroom apartments and 1-2 bedroom flats, to 2-3 bedroom townhouses. We also show a dormitory for California College of the Arts (CCA) should they be interested in developing a podium project with direct linkage to the campus, this could also be another apartment building instead. Flexible space and community access by resident and community groups, youth activities, etc. should be part of the development project.
- **Height:** As a result, the proposed project should top out at around the height of the adjacent bluffs, which should diffuse opposition from uphill neighbors.
- **The reservoir is a potential natural resource that needs to be integrated into the site** because it provides an opportunity to create an urban oasis at the junction of three neighborhoods that are underserved by parks.

There should be no question about the feasibility of housing at this site. Housing developers would find this location very desirable because of the super market, other retail, and proximity to transit options.

An affordable housing component as part of any housing on the site should also be studied. In our proposal, at a typical 80/20 ratio, that would compute to about 68 units. The apartment building shown on the plan, for example, would be ideal for a HUD 202 (senior independent living) project. The location near shopping, medical and other senior services, and public transportation would all boost the chances of winning competitive Federal funding (capital grant, tax credits, etc.) An alternative design team might include a non-profit housing developer.

Lastly, we think that the DEIR for this project should also include all scoping comments submitted by the community.

Sincerely,

ULTRA Steering Committee

Thomas Dolan

John Gatewood

Karen Hester

Hiroko Kurihara

Joan Lichterman

Larry Mayers

Randy Reed

Joyce Roy

Christopher Waters

**Commercial**

Safeway:	62,000 sf
Other Retail:	38,500 sf
Office:	21,500 sf
<b>Total Commercial:</b>	<b>121,000 sf</b>

**Residential**

Flex "Hoffices":	19
Apartments:	46
BR Flats:	54
Liner Flats:	32
Townhouses (2 story, & over flats):	70
Dorm Rooms	43-58
<b>Total Units:</b>	<b>334-349</b>

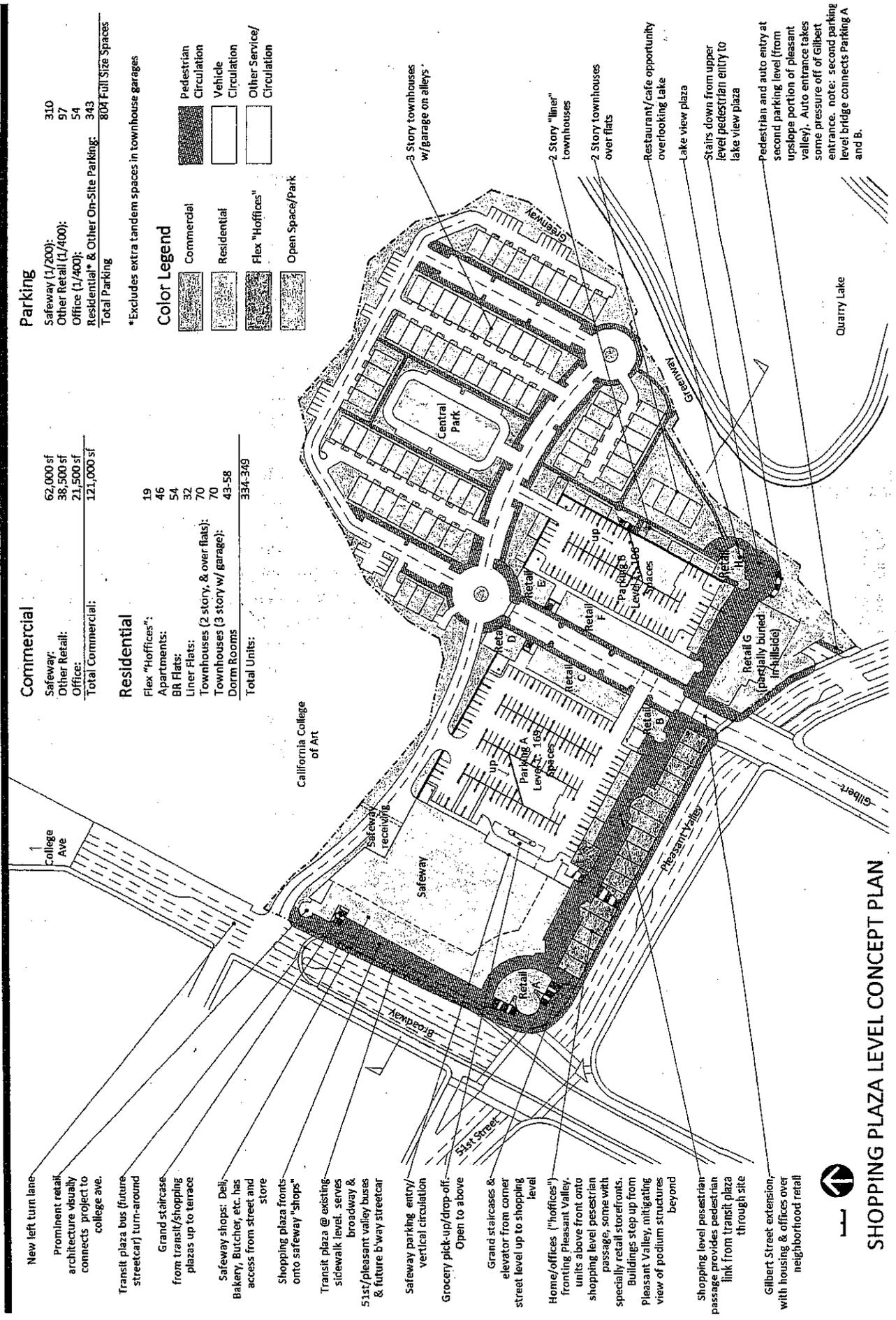
**Parking**

Safeway (1/200):	310
Other Retail (1/400):	97
Office (1/400):	54
<b>Residential* &amp; Other On-Site Parking:</b>	<b>343</b>
<b>Total Parking</b>	<b>804 Full Size Spaces</b>

\*Excludes extra tandem spaces in townhouse garages

**Color Legend**

	Commercial		Pedestrian Circulation
	Residential		Vehicle Circulation
	Flex "Hoffices"		Other Service/Circulation
	Open Space/Park		



**SHOPPING PLAZA LEVEL CONCEPT PLAN**

**Rockridge Shopping Center  
Proposed Alternative**

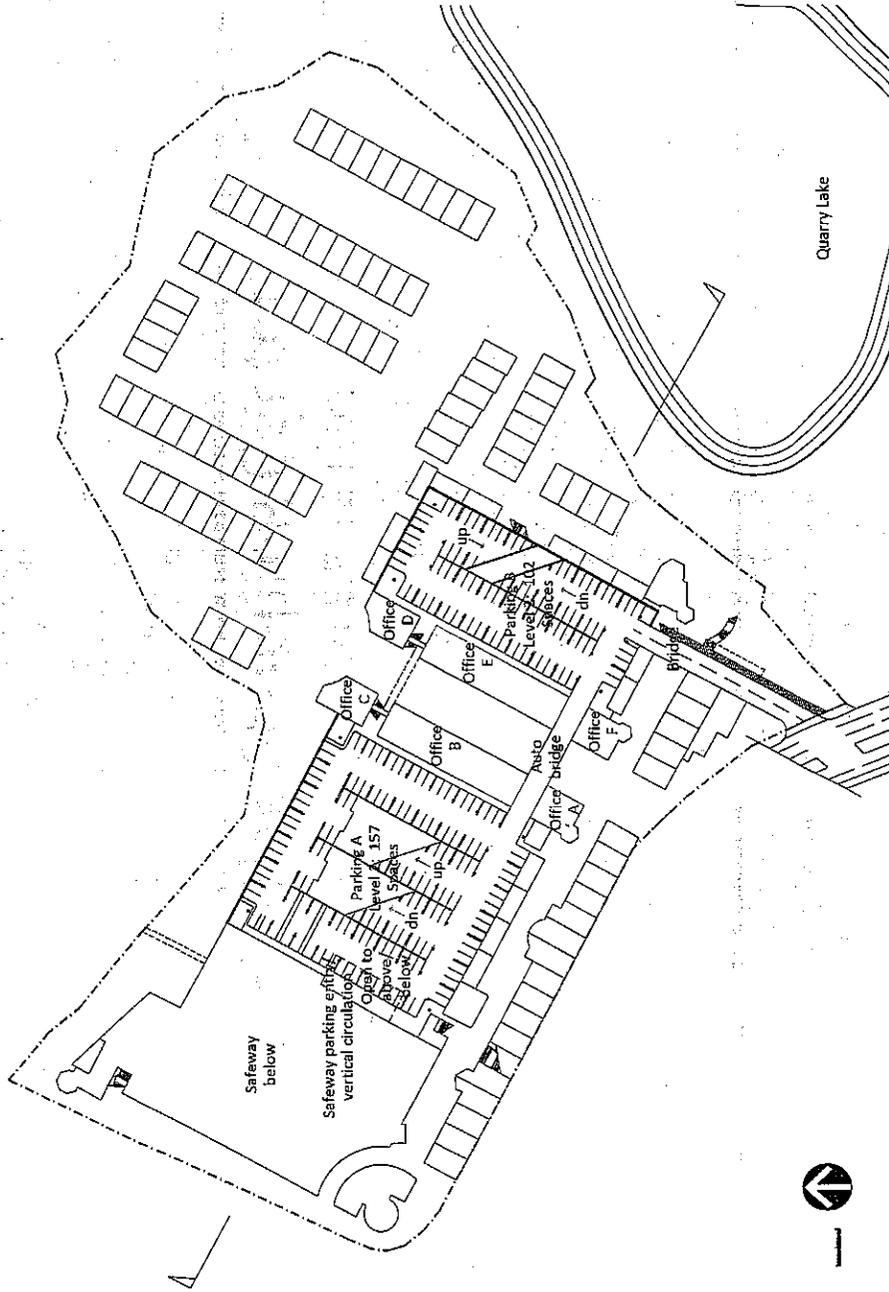
**ULTRA**  
**OAKLAND**  
www.ultraoakland.org

**MAYERS ARCHITECTURE**  
Oakland, CA  
www.mayersarch.com

New left turn lane  
Prominent retail architecture visually connects project to college ave.  
Transit plaza bus (future streetcar) turn-around  
Grand staircase from transit/shopping plazas up to terrace  
Safeway shops: Deli, Bakery, Butcher, etc. has access from street and onto safeway "shops"  
Shopping plaza fronts onto safeway "shops"  
Transit plaza @ existing sidewalk level, serves Broadway & 51st/pleasant valley buses & future b-way streetcar  
Safeway parking entry/vertical circulation  
Grocery pick-up/drop-off - Open to above  
Grand staircases & elevator from corner street level up to shopping level  
Home/offices ("hoffices") fronting Pleasant Valley. units above front onto shopping level pedestrian passage, some with specially retail storefronts. Buildings step up from Pleasant Valley, mitigating view of podium structures beyond  
Shopping level pedestrian passage provides pedestrian link from transit plaza through site  
Gilbert Street extension, with housing & offices over neighborhood retail

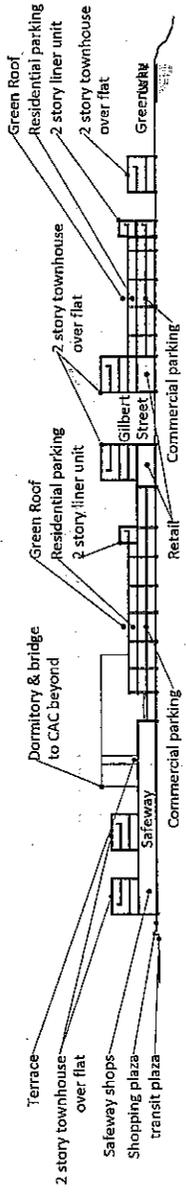


3 Story townhouses w/garage on alleys  
2 Story "liner" townhouses  
2 Story townhouses over flats  
Restaurant/cafe opportunity overlooking Lake  
Lake view plaza  
Stairs down from upper level pedestrian entry to lake view plaza  
Pedestrian and auto entry at second parking level (from upslope portion of pleasant valley). Auto entrance takes some pressure off of Gilbert entrance. note: second parking level bridge connects Parking A and B.

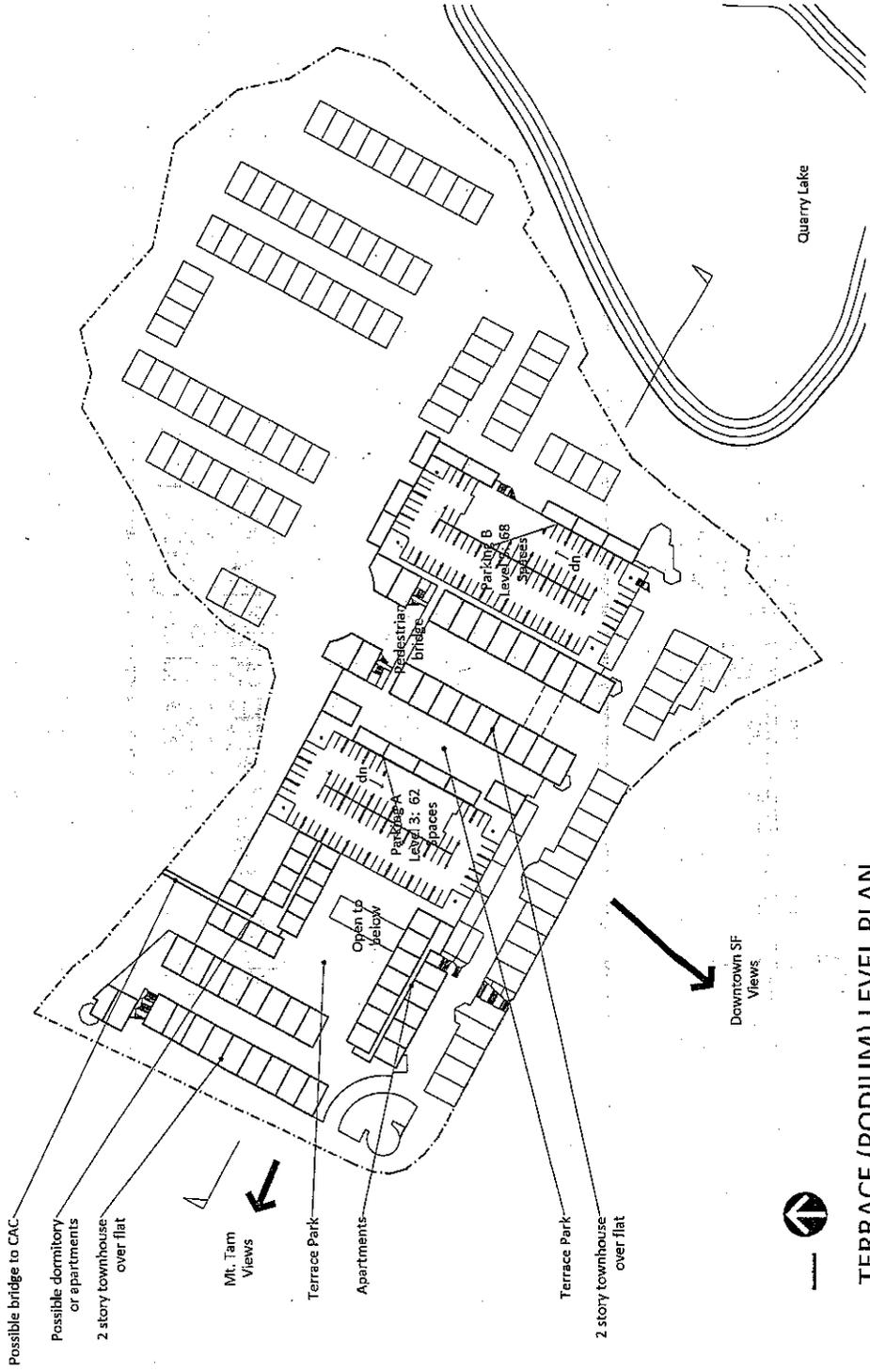


MID-PARKING/OFFICE LEVEL CONCEPT PLAN

# Rockridge Shopping Center Proposed Alternative



CONCEPTUAL EAST/WEST SECTION



TERRACE (PODIUM) LEVEL PLAN

# Rockridge Shopping Center Proposed Alternative

**Ranelletti, Darin**

**From:** Eric Chase [galoisgroupie@gmail.com]  
**Sent:** Monday, July 27, 2009 3:45 PM  
**To:** Ranelletti, Darin  
**Subject:** Broadway & Pleasant Valley Safeway EIR Scoping - Public Comment  
**Attachments:** blogpost\_broadway\_pleasant-valley.doc; blogpost\_comments.doc; alternative\_bway-pv-map.jpg

Hello,

It is my understanding that this is the correct email address to send comments to re: scoping for the Broadway & Pleasant Valley site. If I am in error, my apologies, and I would appreciate knowing the correct email to contact.

On the whole, I believe Safeway's proposal for this site is inadequate, and is incompatible with many ideas:

- \* Good urban design, that facilitates safe and natural pedestrian and transit travel to the site
- \* The cultivation of Broadway as an important retail and pedestrian corridor. Safeway's proposal turns its back on Broadway, facing inward to a large parking lot, rather than emphasizing Broadway's transit orientation.
- \* Maintaining poor, unsafe pedestrian access.
- \* Maintaining a large, auto-centric parking lot.
- \* No provision of housing, despite realization on the local, regional, and state level that infill housing and mixed-use projects not only create better cities, but also serve environmental goals by locating housing closer to retail and employment opportunities, thereby reducing greenhouse gas emissions.

Safeway's proposal maintains the outdated suburban design that now characterizes this site, and the proposal actually increases parking, replacing lost spots with a rooftop lot. We know better than to reproduce a 1959 design in 2009.

I would like to see an EIR for this site consider an ambitious, mixed-use project alternative -- and a discussion of how Safeway's short-term goals can be fit into a long-term vision to create a new mixed-use neighborhood and retail district out of this very valuable land. I believe that such an alternative would most likely emerge as the environmentally superior alternative.

To build Safeway's proposal as is, and to stop there, would be to squander the full potential of and incredible opportunity posed by this site -- a rare large open site in an urban setting that is begging for more sensitive treatment than what Safeway has suggested. For example, the new Safeway building could be sited in a way that makes sense in the context of a larger proposal, and the building could be constructed so as to support housing added later, even if Safeway is not in a position to construct housing just right now. Ideally, the site would be subject to its own specific planning effort by the City, so that new developments are proposed pursuant to that specific plan. The building housing Safeway could be a component of that specific plan, with the understanding that the plan would be built over 10-20 years, perhaps longer.

To spread more interest about this project, I wrote a post on my blog about one month ago with an alternative plan. I understand that my alternative is ambitious, but I think it gives an idea of the sort of plan the City should pursue -- in a nutshell: dense, urban, mixed-use, and pedestrian/transit-friendly. The sketch includes a small extension of the street grid into the parking lot, and it includes housing and pedestrian spaces.

What's more, a comment thread with 45 comments followed the blog post, and the vast majority of readers supported exactly this sort of dense, mixed-use plan. This corroborates many of the views expressed at the Planning Commission earlier this month, in which many citizens and citizen groups supported a more urban-appropriate design. In any case, my blog post and the comments following can be accessed at this URL:

<http://transbayblog.com/2009/06/30/more-pleasant-on-pleasant-valley/>

Alternatively, I've copied those materials into these attachments for your convenience:

- 1) The text of the blog post, which fleshes out the ideas I've stated here, and includes a map I drew of a more ambitious

7/30/2009

alternative proposal.

- 2) Readers' comments to that blog post, copied into a separate file, which provides further thoughts and public comment that may be of interest.
- 3) A separate image file of the map that is contained in the blog post.

Please let me know if there's anything else I should provide. Thanks again,  
Eric Chase

## More Pleasant on Pleasant Valley

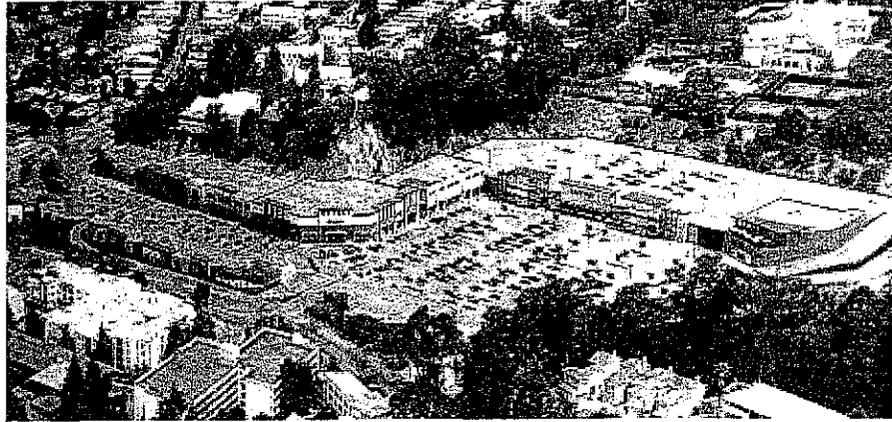
with 45 comments

Original post URL:

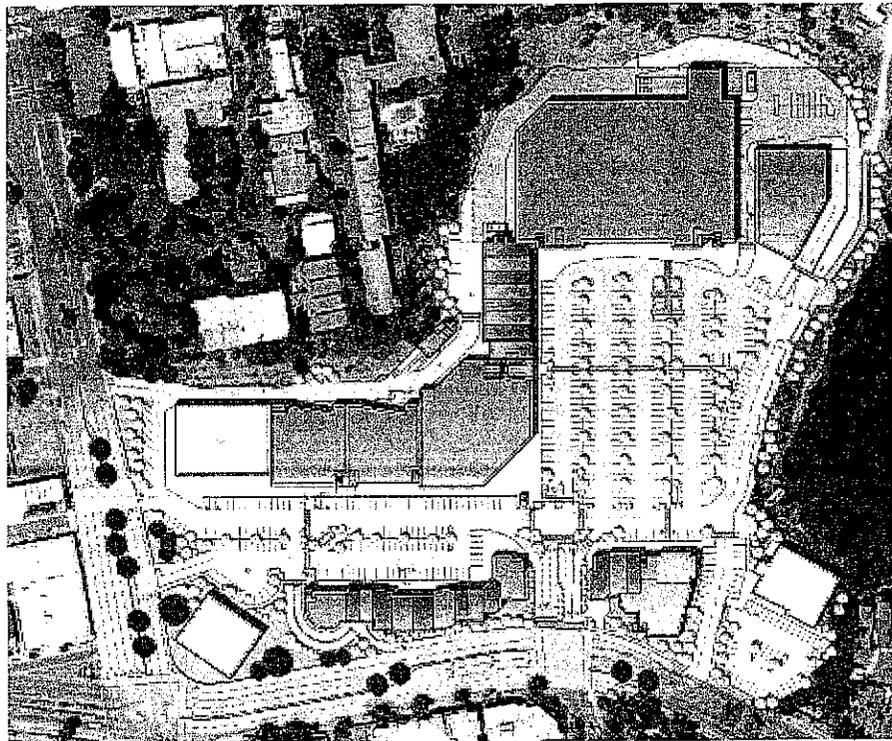
<http://transbayblog.com/2009/06/30/more-pleasant-on-pleasant-valley/>



Most streets in North Oakland — lined as they are with trees, bungalows, and low-rise apartment buildings — have been built out on a comfortable and pleasant scale. But the shopping center located north and east of the intersection of Broadway and Pleasant Valley Avenue stands apart as, well, anything but pleasant. It is an uninspired 1960s autocentric strip mall, featuring a collection of low-slung buildings centered on a mighty surface parking lot. The shopping center has housed a large Longs Drugs; a smaller but still sizable Safeway; and a collection of smaller retail spaces. But some changes are afoot for this shopping center. The Longs will close, and Safeway will covet the larger space, even while it moves forward with plans to expand another of its stores at College and Claremont, just one mile north of this shopping center. Safeway's proposal for the Broadway & Pleasant Valley shopping center would relocate an expanded Safeway (65,000+ square feet) to the northeastern corner of the site, which currently houses an 87,220 square foot Longs. Here is a picture and diagram of Safeway's initial proposal for the site:



Aerial of Safeway proposal, courtesy of [Eric Fischer](#) (link to community mtg. photo set).



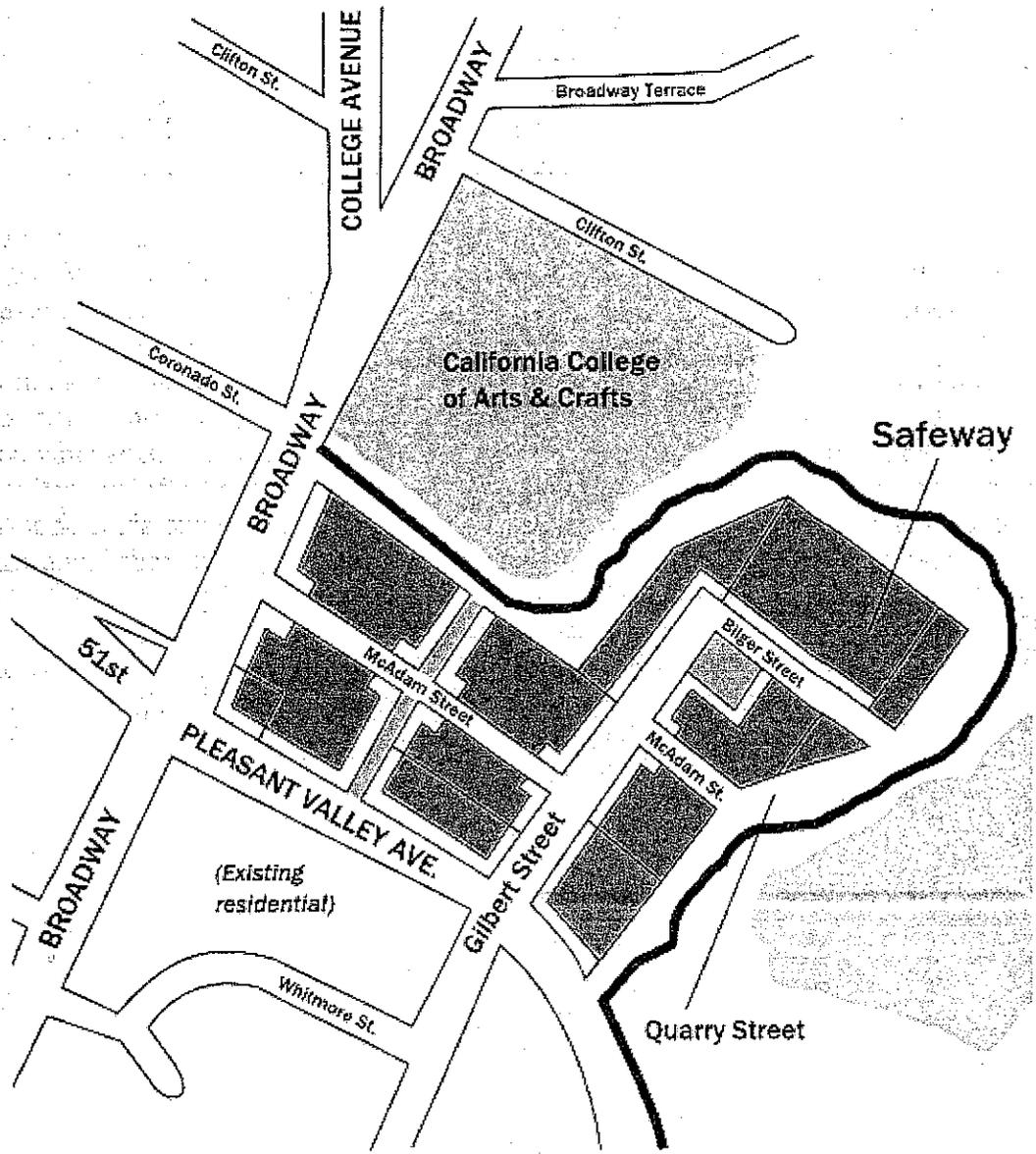
Courtesy of Safeway. [Click here](#) for a packet of diagrams and drawings (external link).

The design is, unfortunately, flawed. It basically perpetuates the current design, by maintaining long, squat buildings that surround the surface parking lot. It does add office space, and it fills in the perimeter of the site. But buildings remain set back from the street, offset by landscaping, and the prominence of the central parking lot is maintained; moreover, additional parking is added to the roof of the Safeway. In other words, the design remains wholly suburban. Pedestrian access to the shopping center is currently pretty miserable — sidewalks at the entry and exit points break off for the convenience of automobile navigation, or are omitted altogether. Based on these sketches, the new design does not completely address that problem either, except for including a few colored crosswalks.

Safeway's proposal is a misstep in an urban setting. Indeed, a quick glance at a [Google satellite image](#) makes it clear that the current suburban layout is an anomaly in North Oakland. So why should it be carried forward any longer? This site presents a special opportunity to fill a vast hole with a development pattern that is more fitting for a city. We would encourage Safeway to take the time to think this through carefully, rather than rush into unimaginative proposals like the one above. Here is our (more ambitious) concept for this site.

The first step is to completely eliminate the surface parking lot, and instead use the land to extend the street grid. Currently, Gilbert Street runs through the apartment block located just to the south of the site and turns into a driveway to the parking lot after it crosses Pleasant Valley. Under this proposal, Gilbert would continue north for two blocks, toward what is now the Longs building — not as a driveway, but as a true street with sidewalks. There would also be a new east-west street that would run the length of the site, starting at Broadway and splitting the large site into small city blocks. As a nod to history, we named it McAdam Street, which was the name of the original street before Pleasant Valley Avenue was created to run from Broadway to Grand Avenue. Once the site is split into blocks, then we can apply the tried and true formula of ground-floor retail and several stories of upstairs housing, to fill in the new neighborhood:

*(map on following page)*



Our alternative concept for the Broadway & Pleasant Valley site. Green = two height classes.  
 Pink = pedestrian alley/plaza. Yellow = commercial storefront (does not represent a different height).



(mixed-use Whole Foods in San Francisco)

The above concept maintains one larger building, with an approximately 65,000 footprint, to accommodate the Safeway; here, too, we had in mind a ground-floor grocery and apartments above. An example, pictured at right, is the Whole Foods on 4th Street in San Francisco. That particular structure is bulkier than it needs to be, because the layers of parking were built above ground, between the store and the apartments; a better design would relocate (a reduced amount of) parking underground. But that is what the general feel of the Safeway would be; something that is a better fit for an urban environment. And in the case of the Broadway & Pleasant Valley shopping center, the northern back end of the site, at the bottom of the hill, is naturally dead space — so it seems like a good place to locate deliveries and parking entrances, in order to increase pedestrian safety on the interior streets.

The Broadway & Pleasant Valley intersection already has good access to transit; it is served by AC Transit lines 12, 51, 59/59A, and is less than one mile from Rockridge BART. The 7 bus line, which currently terminates at the BART station, could conceivably be extended south to serve the new development. These transit options should be emphasized at any new development on this site, with kiosks, maps, and clear signage installed in prominent locations that indicate the location of bus stops on Broadway, 51st Street, and Pleasant Valley, as well as the BART station. The adjacent bus stops should be upgraded to a more hospitable shelter design. Bicycle parking should also be placed throughout the site. The development would increase pedestrian and bicycle activity in the area, suggesting that some traffic calming at this wide intersection would also be in order.

The shopping center site was, until midway into the 20th century, the Blake & Bilger Co. quarry, which was then later replaced by this shopping center. So the land is sunken and is already set apart from the surrounding neighborhood. This development concept takes advantage of that distance and feeling of separation (as well as the natural barriers on the northern and eastern boundaries of the site) to include buildings that are somewhat taller than what currently populates the surrounding blocks, in the hope that North Oakland neighbors won't mind extra height that does not directly shadow their backyards. Retail storefronts would face not just onto Broadway and Pleasant Valley, but also the interior streets. A pedestrian plaza and alley, both lined with storefronts, have also been included to provide a gathering place neighbors and visitors. The new retail would create a new commercial district anchoring the southern edge of

Rockridge, hopefully also increasing pedestrian traffic on Broadway and on the quieter south end of College Avenue.

Lastly, as for urban form: building heights would vary to increase visual interest, somewhere in the 45-85 feet range, extending and intensifying the character of the apartment block located just to the south of Pleasant Valley. The map shows one possibility: concentrating taller buildings toward the center of the site, with the addition of a taller building on the prominent northeast corner of Broadway and Pleasant Valley. Splitting the blocks into relatively fine parcels, and then building out a variety of design proposals, would also increase visual interest by giving the impression that the new blocks grew out organically. This will be especially important here because, as mentioned above, the site is already set off from the surrounding streets. The development must not resemble a gated or master-planned community. Instead, it should become a truly public place that draws people in, activating the surrounding streets and neighborhood.

## 45 Responses

### Original URL:

<http://transbayblog.com/2009/06/30/more-pleasant-on-pleasant-valley/>

Subscribe to comments with [RSS](#).

1. Apologies: already noticed a bit of an anachronism... I've been calling it the College of Arts & Crafts for ages, and it clearly has not quite sunk in yet that they changed the name a few years back. Will correct that later.

### Eric

30 June 2009 at [9:03 am](#) [Edit](#)

2. I still think of it as CCA&C, too. I remember when the ice cream place in Elmwood (blanking on the name) had a flavor called CCA&C that had ingredients for each initial.

I like your alternative plan. It'd be more costly (non-surface parking costs more than surface parking to construct) which would make it a harder sell, but it'd make it *sooooo* much more appealing than what's there now, as well as be a much better use of space.

### Gene

30 June 2009 at [9:58 am](#) [Edit](#)

3. Thanks for this—I've been meaning to sit down and play with it and haven't had any time, but this is a great stab at an alternative scenario. The interface of retail with the street is particularly important (and particularly lacking in the current plan). While below-grade parking is costly, I would expect that much of this cost could be recouped through the additional development.

On the transit front, it's worth mentioning that the currently proposed AC Transit service cuts will eliminate the 59/59A, and frequencies on the 7 will be reduced to every 30 minutes. (Notably, though, there is a new crosstown route proposed to replace some of this and other cut service that would run from Grand across Pleasant Valley/51st to MLK between downtown Oakland and downtown Berkeley; this would actually be a huge improvement as there's currently no crosstown service in that part of town, and would enhance access to the Safeway plaza. It would also, I expect, significantly increase the number of pedestrians accessing the plaza from Pleasant Valley/Gilbert versus from Broadway, which could be a game changer on the traffic front.)

This plan is going before the Oakland Planning Commission on July 15th (6 pm, Hearing Room 1 at City Hall), so I'd STRONGLY encourage people to show up and voice concerns and alternatives there! (Sadly I'll be out of town then, or I'd be there myself.)

Oh, and given the huge number of things that still say CCAC (and given how much better that rolls off the tongue!) I think you're covered calling it that even with the new name. ;)

**artemis**

30 June 2009 at [10:46 am](#) [Edit](#)

4. Their plan is terrible! New built area would be great, but they're adding over 300 new parking spaces (50% increase) which will mean more emissions and more congestion. They are also apparently proposing to remove the sidewalk along most of the street frontage, in favor of an auto entrance to the parking garage. I find it doubtful they would even have the guts to do that, so maybe it's a drawing error, but they DO show a sidewalk along the street in the southeast portion of the site.

**John**

30 June 2009 at [10:55 am](#) [Edit](#)

5. Hi artemis, thanks for your comment, and for mentioning the AC Transit proposals (bus riders should scroll down to about halfway through [this PDF](#) to read about those). I refrained from mentioning those here, because my hope, anyway, is that some of these service reductions and eliminations will eventually be restored, since a plan like this would take awhile to get going in any case. The real point for the purposes of this post is not so much the exact lines and their numbers, but the fact that transit serves and will continue to serve the streets immediately adjacent to the site.

**Eric**

30 June 2009 at [11:09 am](#) [Edit](#)

6. Oh yes, please, Safeway folks, build this instead!

And that's great to bring back the McAdam name, even if it doesn't quite match the alignment of the original McAdam.

**Eric Fischer**

30 June 2009 at [11:12 am](#) [Edit](#)

7. *And that's great to bring back the McAdam name, even if it doesn't quite match the alignment of the original McAdam.*  
Yeah, that actually bugged me a little bit too, but I suspect we haven't yet seen the end of "Pleasant Valley." ;-)

**Eric**

30 June 2009 at [11:36 am](#) [Edit](#)

8. Point taken. My note was mainly about the character of the lines that run there—the 59/59A and the 12 are what I tend to think of as “little lines”—serving a fairly limited area (albeit my area!) with relatively low ridership compared to the trunk lines (51, etc.). Both stop running around 7 pm, for instance, and have pretty limited weekend service as it is. A new cross-town line connecting to Downtown Berk and Oak would be another animal altogether, though, and would provide very different transit service along Pleasant Valley/51st from what exists today. Just food for thought!

**artemis**

30 June 2009 at [11:57 am](#) [Edit](#)

9. I saw the headline and was hoping you'd explore one of my pet peeves – the name Pleasant Valley. It's not that the street is rather unpleasant (though that's true), but the street is a wayfinding disaster. 51st becomes Pleasant Valley which becomes Grand which becomes W Grand, which is parallel to 51st but 30 blocks south. Enormous U-shaped streets are problematic enough, but does it really require four different names?

Thanks for the mock-up of an urban infill-style development. Safeway claims they can't build residential because the lease is only 50 years, but that seems like enough time to me. Considering how desirable this area is, and the limited development potential of nearby College and Piedmont Avenues, this is a unique opportunity for North Oakland.

**dto510**

30 June 2009 at [11:59 am](#) [Edit](#)

10. Artemis:  
*A new cross-town line connecting to Downtown Berk and Oak would be another animal altogether...*  
Yes, it would, in fact it might be just the thing to recharge the 12, which ought to see more riders than it does.

dto510:

*51st becomes Pleasant Valley which becomes Grand which becomes W Grand, which is parallel to 51st but 30 blocks south. Enormous U-shaped streets are problematic enough, but does it really require four different names?*

This is actually one of my pet peeves too. I'd like to see “Pleasant Valley” scrapped altogether and just replaced with 51st, but there, we run into problems. The intersection of Piedmont Ave & Pleasant Valley isn't 5100 Piedmont Ave, so it throws the numbering scheme off. You could potentially change to “Grand” on the east side of Broadway, but then you'd have two intersections of Grand & Broadway, 30 blocks apart.

*...this is a unique opportunity for North Oakland.*

Well said. An opportunity, which, I'm afraid, Safeway's proposal rather squanders.

**Eric**

30 June 2009 at [12:11 pm Edit](#)

11. Interesting alternate design. My only concern is that this is clearly planned to be a “destination” Safeway (65k sqft is on the larger side for their stores). I doubt that having the Safeway at the back of the development with no frontage on either Pleasant Valley or Broadway would work for them – and having hundreds of cars turn into Gilbert just to go to the parking garage would negatively affect the pedestrian experience (and living experience) on that street, but perhaps I’m seeing it wrong or missed something – where would the garage entrance for the Safeway and other retail be? It would be great to not have to deal with garage entrances, but unfortunately that’s not happening any time soon.

**Chris**

30 June 2009 at [12:28 pm Edit](#)

12. Chris: the hope was to use what I’ve labeled as “Quarry Street” (which actually extends around the perimeter of the site, from Broadway north of “McAdam” to Pleasant Valley east of Gilbert) for grocery deliveries and parking garage entrances — exactly to keep curb cuts and garage entrances off of pedestrian-heavy streets. Of course, in the real world you’d do some sort of circulation study to see how that works.

*I doubt that having the Safeway at the back of the development with no frontage on either Pleasant Valley or Broadway would work for them.*

Yeah, this was another thing I considered. I justified putting Safeway in the back because really large grocery stores are usually well-known by the neighborhood anyway, and it would be easier for Safeway to advertise itself prominently on entrances than it would be for small retail shops. Also, the line of sight down Gilbert from Pleasant Valley isn’t really all that far (these are quite small blocks I drew in on here).

One concern was integrating pedestrians throughout the development. Having Safeway right upfront might encourage people to walk in, do their errand, then leave without exploring the smaller shops. Putting Safeway in the back, but still within sight, encourages pedestrians to walk through other parts of the district before getting to Safeway — hopefully lingering, making the area a bit more vibrant. In any case, there is room to play around with it. The takeaway is the general framework, more than the exact placement of this or that.

**Eric**

30 June 2009 at [12:41 pm Edit](#)

13. Great alternative Eric. The main concern I’d have would be the similar to Chris’ – I doubt Safeway would want to loose the prominent store placement they have right on the corner of Pleasant Valley and Broadway. Perhaps if the Safeway were dropped on the primary, high-visibility corner and a taller residential building were placed at the back they’d be more amenable to the idea.

**carbonxt**

30 June 2009 at [12:55 pm Edit](#)

14. carbonxt: The place where I put Safeway on this map is where they are planning to relocate per their own plans (i.e. where Longs is now). The big difference, of course, is that in their plan, nothing blocks your view of the Safeway from Pleasant Valley Ave. because they keep the big parking lot.

As I mentioned in my previous comment to Chris, that doesn't seem like an insurmountable problem. I do think having Safeway at the back could carry greater benefits for the development as a whole — in addition to giving Safeway a building footprint that would better accommodate aisles in a 65-67K square foot store. But I agree that Safeway would most likely raise this issue, and there's room on this site to move things around a bit in response. Also, some kind of advertising for Safeway could be maintained on the more prominent street frontages, and they could take advantage of the line of sight down Gilbert.

Still, a few takeaways here, as I see it, are to (i) build housing, since the site could support hundreds, or north of a thousand units; (ii) have more opportunities for small retail by building some interior streets and breaking up a huge site; and (iii) improve pedestrian safety and add dedicated pedestrian space to make it more public and vibrant. Within those parameters, there's a fair amount of rearranging you can do of what goes where.

**Eric**

30 June 2009 at [1:17 pm Edit](#)

15. The consultant team who did Oakland's retail revitalization study said that this site could host a large high-end mall. I don't think it got into their report since they didn't consider it a real possibility — Safeway's plans have been well-known in the Oakland real estate industry for several years. Also, according to OaklandNorth.net, Safeway claims that they cannot build housing on this site for legal reasons, which isn't true. I don't know how much leverage the city of Oakland has in this situation. It seems pretty harsh to demand a higher-intensity use of land during a recession, but car-oriented retail in Rockridge doesn't seem like a fit with the General Plan.

**dto510**

30 June 2009 at [2:33 pm Edit](#)

16. It does seem questionable. Besides countless mentions of transit-oriented and mixed-use, the LUTE marks 51st and Broadway as an activity center particularly suitable for "small open spaces such as public plazas or tot lots, and *housing* for seniors and others who appreciate easy access to shops, services, and transportation." And of course, the western edge of the site fronts onto Broadway, a corridor "envisioned as mixed-use *urban environment* with concentrations of commercial and civic uses" and housing in between. (emphasis mine)

Safeway's proposal, meanwhile, includes no housing, has inadequate public space and pedestrian amenities, and it does not resemble an urban environment. It moreover treats Broadway like a driveway, rather than a major commercial pedestrian corridor (note that the

plan retains the two existing buildings on the Broadway side, neither of which actually activate Broadway itself at all).

Admittedly, the map I drew is fairly intense, in that it basically suggests Tenderloin-level density. At the same time, though, there are not many large sites like this in the urban core that offer this much potential.

**Eric**

30 June 2009 at [3:15 pm Edit](#)

17. I like your idea much better. A question though. One of the arguments made for strip malls is the convenience to park right in front of your store (or very close by at least). Regardless of how we feel about that argument it's something shopping center developers seem to care about. Could your plan address this by including a couple of below ground parking structures? Say, one near the Safeway and another near the pedestrian alley/McAdam intersection? Perhaps it could spread out the auto traffic as well as address a possible developer's argument against your superior plan?

**Turin**

30 June 2009 at [4:19 pm Edit](#)

18. Hi Turin, thanks. I included just a very brief comment on that in the post, that was easy to miss. This map does assume there would be some below-grade parking, as you mention. The idea was to use the alleyway that runs around the whole site, behind the buildings, for most parking garage entrances and delivery trucks. Many grocery stores in urban settings, like the pictured Whole Foods, put parking in a garage in the same building as the store.

The garage can be integrated into the store, making it easy and safe for both drivers and pedestrians to enter the store. Shoppers with full shopping carts can roll their carts right from the grocery store and into the garage to their cars. Pedestrians, meanwhile, benefit from not having to navigate a large parking lot to get to the store.

**Eric**

30 June 2009 at [4:34 pm Edit](#)

19. Great post. I'd like to see the pedestrian plaza extended with some steps up to CCA(C) to create more of a college-town atmosphere. Also, bike and bus access to Piedmont Avenue must be improved, since currently the 59/59A service is pretty bad and Pleasant Valley is a bicyclist's nightmare.

**Daniel**

30 June 2009 at [8:26 pm Edit](#)

20. I don't see how anyone is going to be willing to build residential now in this environment – look at the big empty lot at the Uptown near the Fox. That said, I think anyway to more fully integrate the development into the neighborhood fabric and get away from a totally auto-centric plan is a good idea, but housing is going to be tough sell, and Oakland needs much more retail, here and downtown.

**Patrick**

30 June 2009 at [10:45 pm Edit](#)

21. [...] at Transbay Blog proposed this: Green = two height classes. Pink = pedestrian alley/plaza. Yellow = commercial storefront (does [...])

**What do we want for the Pleasant Valley Safeway project? « Living in the O**

1 July 2009 at [8:44 am Edit](#)

22. Obviously, Oakland planners aren't learning from El Cerrito Plaza's mistake earlier this decade... a disgusting, auto-oriented strip mall with no housing or integration into the San Pablo commercial strip across the street from a BART station.

I think [greatergreaterwashington.org](#) has recent coverage of Safeway/Giant proposals in the District that replace 60's suburban-inspired stores with buildings that are not set back from the street with parking lots. Instead, they try to integrate housing and other retail into the schemes which aim for a seamless commercial/residential flow in the neighborhood. I also think there once was something similar slated for the big Market St. Safeway in SF, but after the recent remodel I doubt anything will happen.

**Mark**

1 July 2009 at [10:08 am Edit](#)

23. You'd think that Safeway would want to carve up some land for real estate... After all, one surface parking spot is worth something like 10,000-20,000 dollars.

**Daniel**

1 July 2009 at [10:22 am Edit](#)

24. First, thanks for an alternate vision—so much better.  
Second, indeed the site has great potential to correct mistakes of the past. More housing should come on line as the sprawlburbs are being abandoned due to gas cost.

Although AC is in death spiral (fares up, service down) we can only hope this will get turned around. As a part of their cuts they are proposing to split the 51 @ Rockridge—the backdoor double fare increase for riders.

Doing this @ 51st could be more useful as the strip mall gets redone.

**david vartanoff**

1 July 2009 at [10:41 am](#) [Edit](#)

25. David, a quick note on the 51 changes—splitting the route is actually unrelated to the service cuts. That was the recommendation of a study to try to improve service on the 51 (which I think everyone can agree is appalling right now!) The idea is that splitting it will cut off the section that's causing a lot of the delays (College into Berkeley) and allow the Alameda/Broadway section to function more effectively....and theoretically it will then be easier for ACT to adjust service on the problematic sections to improve them. The unfortunate side effect of fixing the line may be a transfer for some riders, but it's not a fiscal strategy—the study was underway long before the current budget scenario played itself out.

I would, however, \*love\* to see the split at 51st instead of at Rockridge BART—and then I would love to see some sort of rapid line from there into downtown Oakland (since this is feasible on Broadway, but not on College). I'd actually support a second split of the corridor in that case: a bus from 51st and Broadway north to Berkeley Amtrak, a short rapid line (maybe even a center median streetcar, if money starts falling from the sky) from 51st and Broadway to Jack London Square, and a bus from Uptown into West Alameda, since presumably more service will be needed there anyway as that area develops and the Posey/Webster traffic gets worse.

I think Rockridge BART was identified as the split in large part because there's space for buses to queue up there while they're waiting, so for ACT to be open to pushing it to 51st, the Safeway design would probably need to include a similar dedicated space.

**artemis**

1 July 2009 at [11:22 am](#) [Edit](#)

26. Some very nice aspects to your alternative site plan for the Pleasant Valley Safeway site. Although I would be surprised if the Safeway would be willing to build residential since they don't own the land. It might be possible for the city to work with Safeway and the land owner to make it more attractive, but there would almost certainly need to be incentives to both from the city for them to do so. I don't think that residential would really be critical in moving towards a denser development, retail and office should be enough.

I do think that you totally gloss over the parking issues. Although the present parking lot seems excessive, it is full at times, and adding more retail area as in the Safeway plan would leave the parking lot undersized, and so I can see why Safeway would want more parking. Also, the underground and elevated parking that Safeway is proposing is expensive, and I really don't think they would be planning on it if their data didn't say it was needed. And if you add in the additional retail and residential in your plan, even more parking would be needed.

Location of that parking is another factor. Underground parking is horribly expensive, and it is very unlikely that the developer would be able to recapture costs through the modest

density in your proposal. Much denser, i.e. higher, development would be needed to recapture costs. I think that the recent developments in Walnut Creek, or even Emeryville, with an elevated parking garage surrounded and hidden by enclosing retail and/or residential, would be a more economically viable approach to reducing the amount of surface parking lot.

Also, the apparent total absence of surface, e.g. street, parking is a problem. Many trips to the grocery store, and to other retail establishments, are only to peck up a couple of items. The parking garage is a disincentive to this, as more time is spent parking and walking to the store than actually inside the store. A limited amount of short term street parking, say 20 minute duration, would get around this problem. Short term parking for the quick errand, and the garage for the weekly shopping trip.

### **Robert**

1 July 2009 at [11:26 am Edit](#)

27. This is great Eric. I think they should leave space for a subway station. But seriously, I've often wondered why groups never move their buildings to the edges and have the parking in the center. This front parking scheme is gross. Also, why not just excavate the whole space and have the whole area of the underground for parking. Just one big podium. Then build a sweet village on top. There's going to be more than enough time for the market to rebound for housing. Considering this won't be for a few years I imagine. Gotta time it right.

### **The Overhead Wire**

1 July 2009 at [11:34 am Edit](#)

28. *Robert*: I believe it's safe to assume there will still be parking available on surrounding streets, and maybe some short-term spots as well. Surely you didn't expect street parking to be labeled on the map? Anyway, re: other parking. It's "glossed over" because there's really little point at such an early stage of mentioning it beyond a general level. You needn't take the concept to be more than what it is — a concept. As I explained above, it's more about design principles than the literal design. You'd want to do a study with actual numbers before moving forward with anything.

Underground is preferable from a design perspective, but if it doesn't pencil out, then above ground (like you see in the Whole Foods image) is better than using land specifically for parking and no other purpose, esp. surface parking. Some parking is needed, but we don't want to overbuild it either. The idea that grocery stores need to be surrounded by gargantuan parking lots to survive is outmoded and outdated.

### **Eric**

1 July 2009 at [11:46 am Edit](#)

29. Or another thought, use the second story of each building for parking...then when less parking is needed later on, that area can be retrofitted into something else.

## The Overhead Wire

1 July 2009 at [11:49 am](#) [Edit](#)

30. *David, Artemis:* Thanks for raising the 51 split issue. In some instances, splitting lines can be a good thing, but it needs to be done in a way that minimizes inconvenience to riders. If too many riders have to transfer at 51st to ride another route up College Avenue, trip times are longer, total fare is higher for those who don't buy a pass, and we'll lose choice riders.

I'm actually not convinced 51st Street is the best place to split. I don't think the ACT study contemplated that intersection, but about 2500 riders per day would be forced to transfer if the line was split at Rockridge BART, about 2/3-mile away. Just anecdotally, based on my trips on that line, 51st Street isn't a big "shuffle point." Most riders stay put, and actually, Rockridge BART isn't even as big of a shuffle point as one might think it would be.

Anyway, a 51R would be a natural service to add, since the 51 local is already quite popular. Having a mixed-use activity center at Pleasant Valley would for sure generate more transit trips starting at 51st. But given that 51st isn't a big shuffle point now, you have to wonder if we wouldn't attract more riders on a 51R by just running a longer rapid route. College Ave. is too narrow for the service to be literally "rapid," but you'd at least save the dwell time, and then you'd have room for dedicated lanes on Broadway. People getting on at 51st and going toward downtown would have a truly rapid route, but then you'd also open up incrementally improved service to Rockridge and Berkeley.

### Eric

1 July 2009 at [11:58 am](#) [Edit](#)

31. Oh, and I forgot to mention, re: Robert's comment. It's an important observation that the City would need to get more involved here. We shouldn't really expect Safeway to do great urban planning of its own accord. Safeway's primary goal here is to expand and upgrade its store, and so it makes sense that they would pursue a design that does just that, and little else. But there should be a discussion about how Safeway's goals can be fit into a long-term vision of how to improve this location, rather than just building Safeway's initial proposal and calling it a day. The City would ideally step in with a vision, and then take steps to partner with Safeway so that the part of the plan that concerns Safeway can be implemented, as one step in the process.

### Eric

1 July 2009 at [12:28 pm](#) [Edit](#)

32. The transfer issue is a very real one—but as one of the riders who would have to transfer, I would readily do it if it shaved significant time off my commute. (In fact, right now I often take the 1R to downtown Berkeley and pick up the 51 there; at peak hours, it can cut my door-to-door travel time by as much as half an hour on my seven-mile trip, so I happily pay the extra quarter.) I guess my thought was that Lower Rockridge and Temescal riders would be willing to walk to 51st to pick up a truly rapid line, but that might be a little idealistic. It

would be interesting to see how the numbers affected compare between 51st and R'ridge BART, though—I've only seen MacArthur for comparison.

A 51R could be a good alternative, though. My big concern there is just that, anecdotally, it seems that much of the 51's delay along College and Bancroft comes not from dwell time but from traffic congestion and (near UC) pedestrian congestion. I'd worry about the buses themselves getting caught up there and then bunching by the time they're back in the rapid corridor, where they'd move rapidly but in posses (which is already a huge 51 problem). On Broadway, in contrast, the delay is basically all from dwell time or hitting lights at a bad point, so it seems like there's a lot more potential to fix that with infrastructure (BRT or otherwise).

### **artemis**

1 July 2009 at [12:40 pm Edit](#)

33. Eric, regarding the parking, I was just going off your phrase that a reduced amount of parking would be available underground. No I would not expect street parking to be diagramed in at this point. But I do think that the amount of parking vs. amount of commercial/residential is something that needs attention early in the concept phase.

The city does need to step in with a vision if this site is to be anything special. Currently both Pleasant Valley/51st and Broadway are extremely pedestrian unfriendly. I think it is unreasonable to ask Safeway to plan a little pedestrian enclave without a plan and timeline for how and when their development would integrate into the overall environment. I am hard pressed to see Oakland ever providing this vision.

### **Robert**

1 July 2009 at [12:54 pm Edit](#)

34. @TOW "I've often wondered why groups never move their buildings to the edges and have the parking in the center."

Be careful what you wish for! God forbid we end up with another 9th and Bryant/Brannan Shopping center showing nothing but its butt to the sidewalk.

### **Josh**

1 July 2009 at [1:44 pm Edit](#)

35. *Artemis*: There is the possibility that a transfer would eat up whatever time savings you get from dedicated lanes, particularly when switching from a reliable BRT route to a route on College Avenue that is subject to the whims of traffic. And then there's the issue that many or most riders don't really like to transfer. In any case, our discussion is basically just laying some groundwork for the type of alternatives that a well-done Broadway BRT study should look at it. It's important to get a sense of how riders are using the line, and to craft service improvements accordingly.

*Robert:* You're right, it should be planned carefully, and my apologies if I sounded a bit flippant in my earlier comment. Completely eliminating parking won't happen, but at the same time, if you create a high quality destination with less parking than is "needed," people will still want to visit — but those who can use transit will find that to be the better option. Encouraging patrons to find alternatives is also a component of ensuring good circulation. You can't really build something of high urban density and then have everyone drive to it.

By "reduced amount," I really just meant reduced as compared to the current amount, which is an overabundance. I stated underground as a preference because the Whole Foods (and similar structures with garages embedded in between the ground floor retail and the upstairs apartments) do tend to look a bit bulky, and not as nice as buildings where the parking is hidden. Financial realities determine the final product, but to the extent that some parking can be moved underground, the option should be investigated.

### Eric

1 July 2009 at [2:06 pm](#) [Edit](#)

36. At a local meeting a few years ago, I suggested alternative treatments for different parts of the site. The area towards Broadway would be developed like you suggest Eric, but the back area could remain "big box". This part of Oakland doesn't need a "mall", however fancy. We have Rockridge, Temescal, Lakeshore, Piedmont Ave. and Broadway is clearly the next destination street. However, it is better to keep some big box stores in the city, than simply see them leave and create even more traffic. This is a big concern of many locals. Clearly the Chase bank building has to go if anything is to be done with this site.

### **Mike Jones**

1 July 2009 at [3:09 pm](#) [Edit](#)

37. Hi, Mike: I am sympathetic to a desire to keep tax revenue within Oakland, goodness knows too much has leaked out already. And I agree, it's necessary to have useful stores near where people live. Big box retail serves its purposes, and actually, I didn't have an upscale mall in mind for this site. The post is silent as to what type of stores would go into these buildings, but as I imagined it, at least some shops would be neighborhood-serving retail, cafes, casual eateries, etc. rather than destination retail.

In any case, it's not so much the identity of the stores that I was after, but rather, what the built environment looks like. Adapting big box stores to an urban setting is no longer a new thing. See, for example, the Target stores in [Chicago](#) or [Minneapolis](#). It's possible to have both big box and a walkable environment.

### Eric

1 July 2009 at [3:36 pm](#) [Edit](#)

38. I drove up Broadway on my way home today, and had a thought afterwards. There is currently nothing between 580 and Pleasant Valley now, and Auto Row redevelopment is

still but a dream, but the College Ave scene is only a few blocks away. It seems much more realistic to focus on College as a location to tie the Safeway site in with. Development of Broadway above 580 is 20 to 30 years away, by which time the Pleasant Valley Safeway will be ready for its next incarnation. So maybe the focus should be on facilitating connection to College Ave. And if that is the city's goal, it might be better to have more parking rather than less.

Why you ask? The BART end of lower College currently has lots of parking evenings and weekends at the BART station. This currently doesn't exist at the B'way end. More convenient parking might indeed allow better utilization of lower College. This would allow College to expand down to Broadway organically, and eventually up and down Broadway, much sooner than waiting for development to spread from Uptown to Safeway. This provides a second focus for commercial and residential development, which will always be faster than spreading from a single focus. While this doesn't force folks onto transit immediately, it does provide a path for higher density development that will allow the natural evolution to non-auto oriented means of transit. By the time that Safeway is ready to remodel again, natural evolution of transportation will have decreased the need for parking. In the meantime, building elevated parking on the Safeway site will allow that to be repurposed gradually as parking needs decline.

**Robert**

1 July 2009 at [9:01 pm Edit](#)

39. Robert: I appreciate that you're thinking carefully about the best way to treat this part of town — but, to be honest, it kind of sounds like you're just rationalizing Safeway's proposal. The Pleasant Valley shopping center has been there for decades. During those decades, there has been a *ton* of parking near the intersection of Broadway & College — in the form of the existing parking lot. And yet, no development from College has expanded organically to Broadway during that time period. Broadway has remained essentially an expressway: cars speed through, but few pedestrians linger. Why would adding rooftop parking for the new Safeway suddenly attract development, when an already enormous parking lot failed to do so for decades? Safeway's plan itself would only add a modest amount of development to the site.

Also, the lower end of College is already quieter than the area near the BART station. There aren't as many popular commercial establishments packed in a row on the south stretch. It seems unlikely that the somewhat dispersed businesses on lower College would suddenly give rise to development on Broadway, when that hasn't happened so far.

The point is: more parking doesn't suddenly create a destination if there isn't already one there. You need to give people a reason to visit a place.

The need for parking declines in part because we shape development that lends itself to carfree living. Change doesn't occur in a vacuum — it occurs because we support and implement policies that effectively guide behavior in a certain direction.

I'm not sure we need to think of this as development "spreading" from Uptown or from College. What we're doing is concentrating on important nodes along Broadway, and improving those individually. The Upper Broadway Specific Plan would address Broadway through 27th. There's the area around Pill Hill, and MacArthur/Kaiser. There's already a little node at 40th that could be expanded and reinvigorated. And now we're talking about 51st. Once we've really done a solid job on reinvigorating those hotspots, then, it's easier to connect the dots, so to speak — to fill in the gaps to make the entire length of Broadway the really great street that Oakland deserves and has been missing.

Lastly, I would just point out that planning itself takes a long time. It can take years to produce a finished plan (if it covers a large area), and then it takes even longer to implement, depending on economic cycles. If Broadway is really 20-30 yrs away from being developed, then serious corridor planning should begin now — not in 20 to 30 years.

### Eric

1 July 2009 at 9:36 pm Edit

40. Thank you for envisioning an alternative to Safeway's plan! I think generally it's quite good, but two things concern me: one, there's quite a bit of driving going on. I would be interested in seeing if the eastern stretch of McAdam is necessary (in terms of car traffic). Basically, I'm seeing a lot of potential pinch points at intersections, and a lot of car movement through the space in general, and I'm wondering if that could be simplified (I really hate all the aimless driving through the complex if I am in the unfortunate position of going to the Emeryville Apple store).

The other thing is that the wetland/pond is a nice view from a plaza, so I would want to take advantage of that. Instead of just having the one plaza smack in the middle of cars and shoppers (which can still be an enjoyably busy place to be), I would add another, possibly somewhat narrow stretch along the east side of the property that would connect to CCA and include bike paths.

Overall it is a much more appropriate design than Safeway's. I could see a bit more open space- as much as I dislike the creepy plastic vibe at San Jose's Santana Row, their middle strip of pocket parks with benches and fountains is really well used.

### **gem s.**

2 July 2009 at 6:41 pm Edit

41. gem: Don't forget about the street around the whole perimeter of the site, behind the buildings. That street (which would mostly be out of view for pedestrians in the interior) would, at least in theory, host many of the parking entrances, so that's a more natural access point for drivers. I envisioned the interior streets being narrow with cars driving slowly. Design cues would make it clear to drivers that this is firmly a pedestrian area, and that they should tailor their driving accordingly. And, I know this will sound like blasphemy, but a few cars aren't really a bad thing; it will make it seem more like an authentic city street, rather than a mall.

Adding open space on the eastern end makes sense, and it's not precluded here. In fact, Safeway's drawing also included something to that effect. I was most interested in the interior of the site, because that's where Safeway's proposal was really inadequate. Note that you could enlarge the pedestrian plaza I included, or potentially even close "Bilger Street" or the last chunk of "McAdam Street" off to cars altogether, as well. And the pedestrian alley storefronts could have outdoor seating, making a bit more open space.

**Eric**

2 July 2009 at [10:56 pm Edit](#)

42. Eric, Artemis, and all, indeed, the 51 split IS in the service restructuring(CUTS)plan. And for the many riders who use it this will be a DOUBLE fare increase. I agree that transferring costs time—many transit studies show riders prefer a single slow ride over two faster rides w/ a wait between.

As to actual ridership, a 51R overlay could be useful. Looping it through the center and then running it west to pick up the previous 12 route, but all on 51st not 55th could be useful to link the revived Temescal and ever metastasizing Children's Hospital.

The design of the rebuild needs to be pedestrian/transit friendly enough to stop some of the customers driving. (I am reminded of a deceased former neighbor who used to drive two blocks to buy cigarettes.) Insisting that the perimeter buildings have show windows and entry doors at the widened sidewalks is critical.

**david vartanoff**

6 July 2009 at [10:22 am Edit](#)

43. I read all the comments and agree with most; although I have concerns about adding residential to the plan. The city of Oakland has been overbuilding condos in the recent past and they are not being filled; i.e. the large development @ Broadway & Grand, Pleasant Valley & Piedmont Ave and buildings around the Jack London area. I am concerned about retail in Oakland. There just isn't any to speak of...its fine if you are looking for small restaurants, coffee, boutiques and the like; but there isn't any place to buy soft goods. My tax dollars are spent in the suburbs of Walnut Creek, Pleasanton, and Concord where I can purchase clothing, furniture, etc...Oakland just doesn't have that available. Most women I've spoken to prefer one-stop shopping with accessible FREE parking. Currently if we chose to go to Sears we must park blocks away at a meter and pay now \$2 per hour and that's not enough time for serious shopping, and then to walk with packages to a car parked blocks away. Talking of buses is fine, but not for shopping...carrying groceries on a bus is not easy; especially for a family. I think the reality of it is that Safeway will build a large store on that site like it or not, and we will enjoy shopping at it...getting to that point will be a long and tedious process. The neighborhood doesn't need another coffee shop, phone store, cleaners, bike shop, bakery...we need serious family retail available.

**Carol Neveu**

6 July 2009 at [7:09 pm Edit](#)

44. what was on the site before the shopping center? a large parcel like that clearly housed something before. was it ccac land?

that longs formerly payless was at one time (80s/early 90s) oakland/berkeley/emeryville/piedmont's only "big box" store (and its a real stretch to call a drug store big box)... back in the days before emeryville and the shopping centers along 880 between downtown and the airport. big box retailers were definitely late to arrive to the east bay.

i think safeway is one of the few supermarket companies that is willing to think outside the suburban box, though they only seem to on really urban sites. but the broadway/college safeway site was promising.

re: 59/59A bus service, not that it was even remotely a major transit destination or had the ridership but montclair bus service has been drastically scaled back. look at the bus service there 10 years ago and look at what it will be when the service cuts are enacted.

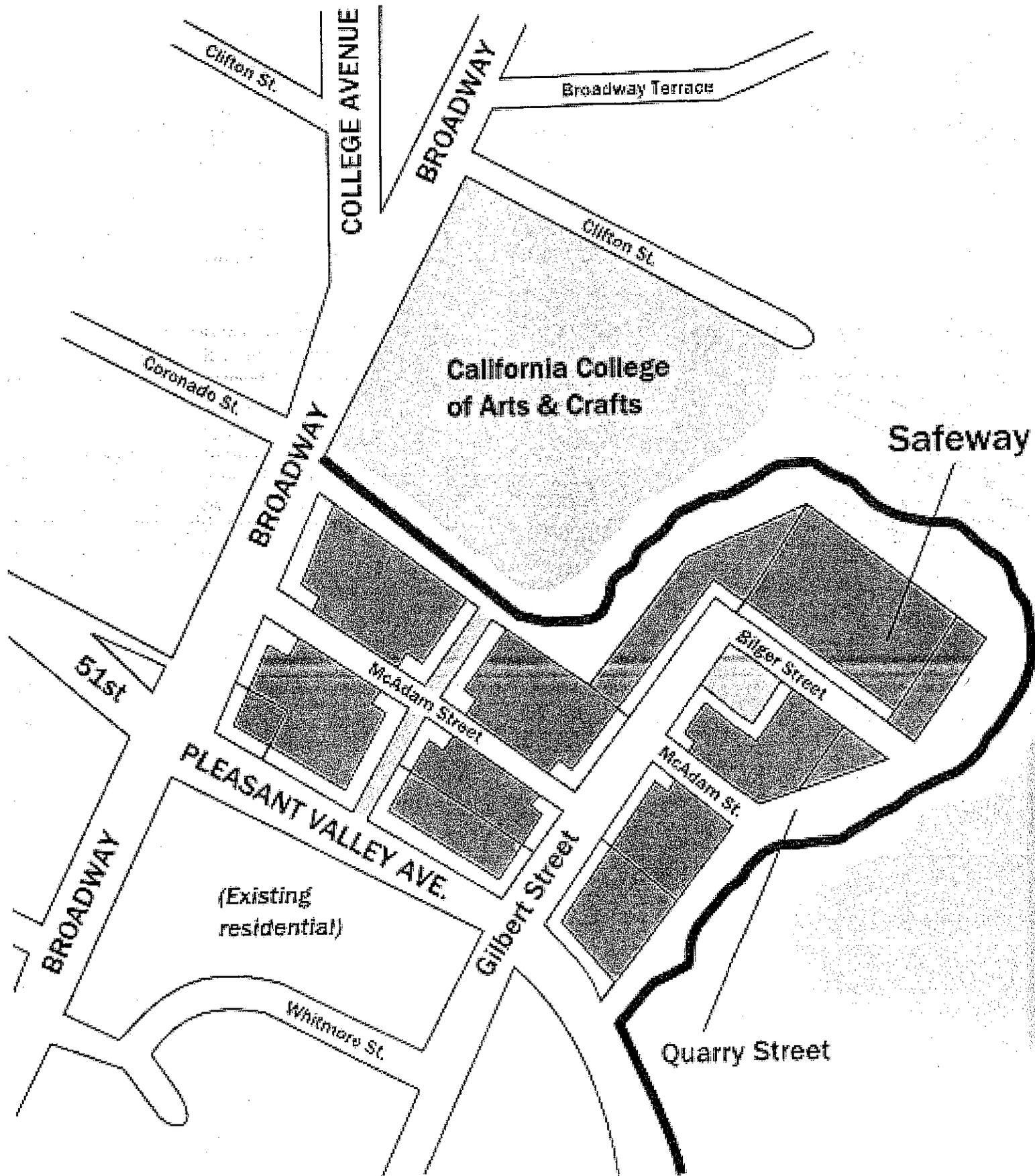
**Jon**

10 July 2009 at [12:21 am](#) [Edit](#)

45. Jon: the site used to be a quarry. In the post, I linked to an old quarry picture, and a couple of the made-up street names in the map are chosen to reflect that history.

**Eric**

10 July 2009 at [12:33 am](#) [Edit](#)



COLLEGE AVENUE

BROADWAY

Clifton St.

Broadway Terrace

Clifton St.

California College of Arts & Crafts

Coronado St.

BROADWAY

Safeway

51st

McAdam Street

Gilbert Street

PLEASANT VALLEY AVE.

(Existing residential)

McAdam St.

Gilbert Street

BROADWAY

Whitmore St.

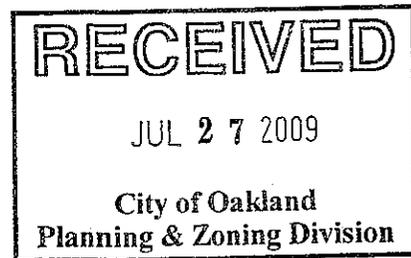
Quarry Street

# STAND Oakland

Standing Together for Accountable Neighborhood Development

July 24, 2009

Darrin Ranelletti, Planner III  
City of Oakland Planning Department  
250 Frank H Ogawa Plaza  
Oakland Ca, 94612  
Re: Cases CMD09-135; CP09-090; ER09-007  
Rockridge Center/Safeway redevelopment



Dear Mr. Ranelletti;

This letter is a follow-up to the comments made by STAND Oakland Steering Members at the July 15, 2009 Planning Commission EIR Scoping Session for the Rockridge Center/Safeway redevelopment project. We are writing to re-emphasize the points that STAND spoke to, and insure that these issues are given adequate study within both the draft & final Environmental Impact Report on this project.

Areas that STAND is most concerned about include the impacts that the enlarged development of this node (center of density) will have to the surrounding neighborhoods. Impacts studied (with mitigations proposed) should include:

1. Probable increased noise to surrounding neighbors (esp. to the south) due to reflection from higher facades along Pleasant Valley & Broadway;
2. Probable increased noise & exhaust fumes from delivery vehicles & loading docks for the larger number of stores;
3. The possibility that this project will cause retail blight along upper Broadway from 40<sup>th</sup> to Hwy 24, Telegraph from 40<sup>th</sup> to Alcatraz, on Piedmont Ave from 40<sup>th</sup> to Pleasant Valley, and along College from Broadway to Alcatraz. There is currently an excess of underused retail space within all these nearby commercial zones, as well as a history of blight.
4. Visual & esthetic impacts, Placement & configuration of housing atop the retail for minimum visual & noise impact upon the surrounding residential & mixed-use neighborhoods. While the General Plan, current zoning, & Conley report call for or allow mixed-use, or some housing, at this site, STAND asks that any housing proposal be configured for minimum impact. The Conley report, calling for this site to have the most density of any location along Broadway north of 40<sup>th</sup> St. does not make specific recommendations other than speaking of a 4 story limit along the rest of this stretch of Broadway. We would ask that studies include the possibility of housing that rises no higher than the top of the hillside at the rear of the site, with building heights over 2 stories only near that hillside. In addition, we would ask that building placement & massing options be considered with the mitigation goal of remedying the current situation where the center creates a 'hole' & 'dividing line' within the north Oakland urban fabric. This development should serve as a keystone of this part of the city, uniting the surrounding neighborhoods in both design & use.
5. Traffic studies that cover all primary streets & highways for a minimum radius of 2 miles; secondary/feeder street impacts need to be studied for no less than a 1.5 mile radius, & neighborhood streets including parking impacts for no less than a 10 block radius. Traffic studies need to include both present and projected traffic impacts from AC Transit routes, including the proposed BRT along Telegraph and service cuts on routes that currently serve the development site.

6. Transit options, including in-center stops and curb cut-ins (instead of the current in-lane stops) as well as ways to increase transit usage by employees, project residents, & shoppers need to be studied. In addition, the proposed Broadway light-rail line and how it would affect traffic access should be included.
7. Bicycle options, including ways to increase bicycle usage such as providing monitored bike parking or lockers, as well as internal bike paths, need to be studied.
8. Pedestrian safety & accessibility options need to be studied. Items should include project configuration options with less curb cuts (1 or 2 along Broadway instead of the current 3), (1 or 2 along Pleasant Valley instead of the proposed 3); a 'refuge' island in the median of the Pleasant Valley – main entrance crosswalk; a design option with the primary retail buildings at the front, which could lessen safety issues from crossing long parking lots; and a 'refuge' island at the Broadway crosswalk.
9. Air quality issues should include not only idling deliver truck issues, but studies of the expanded effects of idling and circling auto traffic due to the expanded parking structures. Mitigations could include 'smart' parking info at the entrances detailing real-time space availability for each section; in addition, lowering the number of entrances and configuring the garage for access from the main entrance instead of a separate street entrance could lessen circling & idling. Alternatively, the garage could be designated for employees and residents only.
10. Energy usage. Studies of the current & projected development's energy usage and mitigation possibilities should include the installation of active photovoltaic solar over parking, significant numbers of skylights in retail spaces to reduce artificial lighting usage, recycling of rainwater for landscape watering, carbon capture through the planting of significant numbers of trees & areas of groundcover, heat-island reduction through the use of light-color surfacing of parking areas and rooftops; and highest-level LEED standards (or equivalent) used in construction.
11. Open space. The quarry reservoir needs to be included in areas of the EIR relating to water-quality as well as usable open-space. Significant setbacks of both buildings and parking along the quarry face to prevent runoff contaminated by autos or other uses, with a design for a green buffer that includes a walkway and other usable features as well as continuous plantings should be studied.

As a final point, STAND agrees with RCPC's call for project alternatives to be studied, including the "community amenities", "mixed use with residential", "continued street grid", "transit-oriented", as well as the required "no build" option.

Please keep us informed as this project moves forward.

Sincerely Yours,

Dahn Van Laarz,  
Tamara Nicoloff  
STAND Oakland Co-chairs

**Ranelletti, Darin**

---

**From:** Roko Kawai [rokoka@gmail.com]  
**Sent:** Monday, July 27, 2009 2:59 PM  
**To:** Ranelletti, Darin  
**Subject:** PANIL/Safeway input

Mr. Ranelletti,

thank you for fielding my email comments re: Safeway PANIL.

my largest concern is environmental impact -- pollution, noise. aesthetically, i would appreciate if the mall could be seen as less of a "chain" or super-store, but fit with the beauty of Rockridge & Piedmont.

thirdly, the Long's Garden Center is exceptional & I hope that it would be preserved somehow. i just moved in to the area & was surprised that when I searched online for the best local nurseries Long's came out the top on people's list. it seems important to the community to have an attraction like this -- a unique gem in a sea of chains.

Roko Kawai  
288 Whitmore ST 94611

**Ranelletti, Darin**

---

**From:** Leah Slyder Vass [slydervass@yahoo.com]  
**Sent:** Thursday, July 30, 2009 10:51 AM  
**To:** Ranelletti, Darin  
**Cc:** Nadel, Nancy; Starks, Carletta; Kernighan, Pat  
**Subject:** Safeway expansion

Dear Mr. Ranelletti,

I am an Oakland resident who just heard today of the plans to close the Longs/CVS at the end of their lease in 2010 in order for their landlord, Safeway, to occupy the space. I have nothing against Safeway (or their right to expand), however, what Safeway offers the residents of Oakland nothing that can't already be had in numerous other Safeways and other grocery stores in Oakland. Longs/CVS has been my go-to place for gardening, craft supplies, yardage (especially now that we've lost Poppy Fabric), pharmacy items...you name it. My company, an event producer in Berkeley, often finds supplies that can't be found anywhere else...and needs at odd hours as well. If, indeed, Safeway wants to exercise their right to take over the Longs/CVS space, Oaklanders will be well-served if a concessions are made to keep Longs/CVS in a comparable space in Oakland.

Sincerely,  
Leah Vass

7/30/2009

## Ranelletti, Darin

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**From:** Camille Holser [cholser@calmail.berkeley.edu]  
**Sent:** Thursday, July 30, 2009 12:10 PM  
**To:** glenechopark@yahogroups.com  
**Cc:** Ranelletti, Darin; camille berkeley  
**Subject:** Re: [glenechopark] Closure of Longs/CVS at 51st

I agree with Catherine McBride.

Most of my blouses were made with cloth and buttons I bought at PayLess/CVS. I've bought yarn there, snaps & zippers, small rugs, furniture, pet supplies, nutritional supplements, picture frames, hardware items, lots of plants & seeds, fertilizer & mulch, arts & crafts supplies, purses, books, magazines, a camera & film, wallet inserts, shoes & some clothing, concrete stepping stones for my yard, bricks, and many other things in that store. It's an absolutely essential store. Safeway might sell nutritional supplements (although their present store doesn't have many), but it isn't likely to have all the departments that Payless originally had and which, thank goodness, Rite Aid, Long's and CVS have kept and stocked.

Camille Holser

Catherine McBride wrote:

>  
> \*This isn't just a neighborhood issue, a district problem, or an area  
> concern. The loss of Longs/CVS at 51st is a city-wide loss of  
> consumer options, tax revenue, and jobs.\*  
> \*\*  
> Public comments were due on 7-27 on the changes to Safeway at 51st,  
> but I've just heard of this and feel compelled to spread the word and  
> urge people to consider how it will result in the closure of the  
> Longs/CVS. I sincerely hope I have misunderstood the situation and  
> someone will correct my understanding. However, I have no knowledge  
> of any plans to relocate a Longs/CVS of the same size and inventory in  
> the same area.  
>  
> My concerns fall into 3 categories: shopping options for West and  
> North Oakland residents; loss of retail tax revenues to Oakland; loss  
> of many jobs which employ residents from all areas of Oakland  
> including special needs employees.  
>  
> \*Shopping Options\*  
> Safeway plans to take over the Longs/CVS site when the Longs/CVS lease  
> expires in 2011. To my mind, if I have a certain amount of food  
> shopping dollars and a store changes with massive expansions, it will  
> have little impact on my spending because of the fixed available  
> grocery dollars.  
>  
> However, since my arrival in Oakland in 1981 I've seen stores such as  
> Woolworths, Newberry's, etc. close all over West/North Oakland leaving  
> Longs (ye ole Payless aka Rite Aid aka Longs aka CVS) where one could  
> pick up essential items for home, garden, camp, sports, and health. I  
> and thousands of others need someplace in Oakland to spend THOSE  
> non-grocery dollars.  
>  
> Of course, Longs/CVS is a premier stop for plants and a growing  
> assortment of green gardening products. But you can also pick up a  
> spool of thread, some blank CDs, a new nozzle for the hose, that  
> special hair coloring, a loaf of bread, and a bottle of allergy pills.  
> Don't forget the can of WD-40.  
>  
> We need Longs/CVS to stay. We need a large store with a wonderful  
> inventory of reasonably priced garden supplies, children's books,  
> hobby materials, fishing equipment, holiday specialties, greeting

> cards, and every sort of odd and end that just isn't found in this  
> part of Oakland anymore. With free parking, too!

>  
> Shopping options have dwindled to near nothing in Oakland. We've lost  
> our large vibrant Sears, Capwells, Liberty House, Navelets,  
> Woolworths, Newberry's, New York Fabrics, lighting stores, sporting  
> goods stores, hat shops, shoe stores - every kind of large and small  
> retail business. Lets not send anymore dollars to El Cerrito,  
> Emeryville, Walnut Creek, San Leandro, and any place else EXCEPT in  
> Oakland.

>  
> \*Retail Tax Revenue\*

> I can't think of any store (Ace, Home Depot, etc) where there is such  
> a growing variety of green garden products and so many reasonably  
> priced plants as at Longs/CVS, where a spool of thread can be picked  
> up along with a bag of compost and a bicycle tire patch kit.

>  
> There will be no store in this part of Oakland to take the place of  
> Longs/CVS. There will be no place to spend our dollars. I have no  
> intention of driving to the Home Depot near the airport for plants and  
> then someplace else in San Leandro for green natural garden  
> fertilizers, etc. I will, of course, be driving to El Cerrito for a  
> spool of thread (usually at 50% off) because that's the closest place  
> I'll find reasonably priced sewing supplies in wide variety. And I  
> have no intention of doing much shopping at the Walmart near the  
> airport (a whole other problem).

>  
> If I can't spend my money in Oakland, Oakland doesn't get that retail  
> tax dollar. Its madness to have plans in development for business  
> expansions along Broadway between 20th to MacArthur while a thriving,  
> needed, and profitable business is lost to us just blocks away from there.

>  
> \*Jobs\*

> I worked a holiday season at the old Payless and sometimes I think it  
> must be a rite of passage because half of Oakland seems to have worked  
> there. But the number of year-round jobs, both full- and part-time,  
> added to the seasonal employment of many others is very significant.  
> And this store has long been an employer of a high number of special  
> needs workers who are capable of work beyond a sheltered workshop.

>  
> CalJobs, youth employment, special needs employment, senior  
> employment, regular employment - all lost to Oakland residents  
> some of whom travel a long distance from East Oakland.

>  
> \*This isn't just a neighborhood issue, a district problem, or an area  
> concern. The loss of Longs/CVS is a city-wide loss of consumer  
> options, tax revenue, and jobs.\*

>  
> Of course, the focus of available information is the Safeway move NOT  
> the impact or options of the Longs/CVS closure. I'd like to hear and  
> learn more about this. I have no concern about Safeway's expansion  
> unless it is based on the loss of a much needed Oakland business.

>  
> Some info is available at the following sites. If others have info,  
> please share and circulate it so you can inform or correct our  
> understanding. Thanks.

>  
> Piedmont Avenue Improvement League (PANIL)  
> [http://panil.org/newsletter/Panil\\_July\\_2009.pdf](http://panil.org/newsletter/Panil_July_2009.pdf)  
> <[http://panil.org/newsletter/Panil\\_July\\_2009.pdf](http://panil.org/newsletter/Panil_July_2009.pdf)>

>  
> Documents for review at this site and you need Word to read them  
> <http://www.docstoc.com:80/docs/7400347/Rockridge-Center-Safeway-Pre-Application-Plans>  
> <<http://www.docstoc.com:80/docs/7400347/Rockridge-Center-Safeway-Pre-Application-Plans>>

> Comments to  
> dranelletti@oaklandnet.com <mailto:oaklandnet.com@oaklandnet.com>  
> Darin Ranelletti at the City at (510) 238-3663  
>  
>  
>  
> |  
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> \_\_\_\_\_

**Ranelletti, Darin**

**From:** Kathy Foster [kefoster1@comcast.net]  
**Sent:** Thursday, July 30, 2009 11:07 PM  
**To:** Ranelletti, Darin  
**Subject:** Closure of Longs/CVS at 51st  
**Attachments:** ma\_grp\_160.gif; ATT1568700.txt; ATT1568701.txt; serv.gif; ATT1568702.txt; ATT1568703.txt

Dear Mr. Ranelletti,

The long comments below about the potential closure of the Longs/CVS at 51st due to Safeway expansion is the first I've heard about it. While I am presently a resident of Redwood Heights, and so perhaps not considered an affected "neighbor", I have shopped at "Payless/Rite-Aid/Longs/CVS" since 1975 and it is one of my favorite stores. I heartily agree with all the points made below about the negative impact its closing would have on the city, from reducing the already limited shopping options in Oakland, to the loss of needed sales tax revenue, to the loss of jobs. This particular store is unique in offering the most amazing variety of wares for sale at reasonable prices that truly makes it a valuable one-stop-shopping place. Its closing would be a terrible loss, not only for the North Oakland neighborhood, but for the entire city.

Kathy Foster  
 Gregory Street

Begin forwarded message:

**From:** "SJ Hoffmann" <sjhoffmann@bba.com>  
**Date:** July 30, 2009 10:04:46 PM PDT  
**To:** "Redwood Heights" <redwoodheights@yahoogroups.com>  
**Subject:** [RedwoodHeights] FW: [15X\_NCPC] Closure of Longs/CVS at 51st

FYI -- Pulled this info about potential closing of Rockridge Longs/CVS from another list serv -- this is news to me. More information below. Anyone else familiar with this issue? I'm posting as I believe I'm not the only one around here that this would effect. - Susan on Atlas

**FW: [15X\_NCPC] Closure of Longs/CVS at 51st**

**Posted by: "Pluff Mud" pluff\_mud@hotmail.com portsmouth53**

**Thu Jul 30, 2009 1:00 am (PDT)**

To: mosswood\_dog\_run@yahoogroups.com; ncpc\_beat8@yahoogroups.com;  
 OPD@yahoogroups.com; harri oak@yahoogroups.com;  
 glenechopark@yahoogroups.com; d3oaklanddtownlake@yahoogroups.com;  
 APAC\_14X@yahoogroups.com; 15X\_NCPC@yahoogroups.com;  
 jquan@oaklandnet.com; pkernighan@oaklandnet.com; atlarge@oaklandnet.com;  
 NNadel@oaklandnet.com; jbrunner@oaklandnet.com  
**From:** cmcbride@pacbell.net  
**Date:** Wed, 29 Jul 2009 16:04:45 -0700

8/7/2009

Subject: [15X\_NCPC] Closure of Longs/CVS at 51st

This isn't just a neighborhood issue, a district problem, or an area concern. The loss of Longs/CVS at 51st is a city-wide loss of consumer options, tax revenue, and jobs.

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My concerns fall into 3 categories: shopping options for West and North Oakland residents; loss of retail tax revenues to Oakland; loss of many jobs which employ residents from all areas of Oakland including special needs employees.

#### Shopping Options

Safeway plans to take over the Longs/CVS site when the Longs/CVS lease expires in 2011. To my mind, if I have a certain amount of food shopping dollars and a store changes with massive expansions, it will have little impact on my spending because of the fixed available grocery dollars.

However, since my arrival in Oakland in 1981 I've seen stores such as Woolworths, Newberry's, etc. close all over West/North Oakland leaving Longs (ye ole Payless aka Rite Aid aka Longs aka CVS) where one could pick up essential items for home, garden, camp, sports, and health. I and thousands of others need someplace in Oakland to spend THOSE non-grocery dollars.

Of course, Longs/CVS is a premier stop for plants and a growing assortment of green gardening products. But you can also pick up a spool of thread, some blank CDs, a new nozzle for the hose, that special hair coloring, a loaf of bread, and a bottle of allergy pills. Don't forget the can of WD-40.

We need Longs/CVS to stay. We need a large store with a wonderful inventory of reasonably priced garden supplies, children's books, hobby materials, fishing equipment, holiday specialties, greeting cards, and every sort of odd and end that just isn't found in this part of Oakland anymore. With free parking, too!

Shopping options have dwindled to near nothing in Oakland. We've lost our large vibrant Sears, Capwells, Liberty House, Navelets, Woolworths, Newberry's, New York Fabrics, lighting stores, sporting goods stores, hat shops, shoe stores - every kind of large and small retail business. Lets not send anymore dollars to El Cerrito, Emeryville, Walnut Creek, San Leandro, and any place else EXCEPT in Oakland.

#### Retail Tax Revenue

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If I can't spend my money in Oakland, Oakland doesn't get that retail tax dollar. Its madness to have plans in development for business expansions along Broadway between 20th to MacArthur while a thriving, needed, and profitable business is lost to us just blocks away from there.

### Jobs

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CalJobs, youth employment, special needs employment, senior employment, regular employment - all lost to Oakland residents ... some of whom travel a long distance from East Oakland.

This isn't just a neighborhood issue, a district problem, or an area concern. The loss of Longs/CVS is a city-wide loss of consumer options, tax revenue, and jobs.

Of course, the focus of available information is the Safeway move NOT the impact or options of the Longs/CVS closure. I'd like to hear and learn more about this. I have no concern about Safeway's expansion unless it is based on the loss of a much needed Oakland business.

Some info is available at the following sites. If others have info, please share and circulate it so you can inform or correct our understanding. Thanks.

Piedmont Avenue Improvement League  
(PANIL)

[http://panil.org/newsletter/Panil\\_July\\_2009.pdf](http://panil.org/newsletter/Panil_July_2009.pdf)

Documents for review at this site and you need Word to read them

<http://www.docstoc.com:80/docs/7400347/Rockridge-Center-Safeway-Pre-Application-Plans>

Comments to

[dranelletti@oaklandnet.com](mailto:dranelletti@oaklandnet.com)

Darin Ranelletti at the City at (510) 238-3663

Messages in this topic (1) **Reply** (via web post) | **Start a new topic**

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<\*> To visit your group on the web, go to:

<http://groups.yahoo.com/group/RedwoodHeights/>

<\*> To unsubscribe from this group, send an email to:

[RedwoodHeights-unsubscribe@yahoogroups.com](mailto:RedwoodHeights-unsubscribe@yahoogroups.com)

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**Mom Power: Discover the community of moms doing more for their families, for the world and for each other**

## Ranelletti, Darin

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**From:** Lakeshore Children's Center [icc4me@pacbell.net]  
**Sent:** Thursday, August 06, 2009 11:09 AM  
**To:** Ranelletti, Darin  
**Subject:** Rockridge Safeway

I do a lot of shopping at the Rockridge Longs store and have noticed that quite a few special needs citizens are employed at that location and am wondering how this will impact their jobs and lives. They remodeled that Safeway store several years ago and I don't see the need for change now, other than to do a better job of cleaning the bakery and food areas.

Rae Rita Thompson

**Ranelletti, Darin**

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**From:** Laura Prival [lprival@yahoo.com]  
**Sent:** Saturday, August 08, 2009 1:59 PM  
**To:** Ranelletti, Darin  
**Subject:** Please Don't Close Longs at 51st!

Dear Darin,

I am hoping that you are the appropriate person to contact regarding a rumor I have recently heard that the large Longs at 51st/Pleasant Valley and Broadway may be closing and replaced with another Safeway.

I am an Oakland Public School teacher, and I cannot tell you how many evenings I have zipped over to Longs to purchase supplies for my lessons. Everything from plants and seeds for our school garden to yarn and googly eyes for art projects can be found in the aisles there at reasonable prices. I often see another teacher or two cruising around, picking out the sparkly pencils for student prizes or selecting a healthy snack for the little ones. This Longs is an oasis for us teachers: easy to get in and out of, helpful staff, and such a breadth of goods. After a long, 10 hour day of teaching, grading, and planning, it is so wonderful to know that I can find all the materials I need, plus toothpaste, lightbulbs, and environmentally-sound detergent for my family, just 10 minutes from my house. I can only imagine how much my carbon-footprint (and exhaustion) will increase if I need to make the trip to Target in Albany for these items.

I am also aware that the Longs at 51st is a major employer in Oakland, and I value and admire its connection with the Stepping Stones program. I know that CVS has recently purchased Longs, and I truly hope that CVS does not disrupt this decades-long resource for our community.

Thanks for your time. Please let me know of any updates, or if there is another person I should contact about this concern.

Sincerely,  
Laura Prival  
Oakland resident

8/17/2009

-----Original Message-----

From: sheri vail [mailto:ron-sheri@comcast.net]

Sent: Tuesday, October 06, 2009 8:57 AM

To: Vollman, Peterson

Subject: rockridge safeway-broadway/pleasant valley

the plan to close the cvs.drug center- seems to be an extreme choice-so that safeway will have space.. think about the amount of retail in the north oakland area-that the average working class person can afford. the cvs center like the longs and payless that came before them serves the needs of many people in the oakland area.where do people in oakland buy their plants and garden supplies, if this is taken away they have no place with in reason to purchase these items and many other items that are not available at safeway..there are no shopping malls with in a reasonable area,the shops on college are upscale and not visited by 90 % of the people.people really depend on the drug store for many everyday items they need, there is no where else in the inner city area one can purchase garden supplies an d healthy plants . not to mention their holiday shopping..why punish the public

thank you

sv

## Ranelletti, Darin

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**From:** dscarritt@springmail.com  
**Sent:** Tuesday, August 24, 2010 11:15 AM  
**To:** Brunner, Jane  
**Cc:** Ranelletti, Darin  
**Subject:** Safeway Redevelopment Project(Broadway and Pleasant Valley)

Dear Ms. Brunner and City Council Members:

I have been a resident of the Broadway and Pleasant Valley to Grand and Lakeshore area since 1970. Yesterday (8/23/09) a developer was trying to gain signatures for a proposed redevelopment of the shopping center. Although I have heard rumors, this was the first time anyone attempted to describe the scope of the project and the displacement of the shopping amenities I have enjoyed for the past 40 years.

Frankly, I think the developer is out of step with the economic realities of the neighborhood. We have always enjoyed the convenience and value of shopping at both Safeway and Long's (now CVS). The single story of the shopping makes for easy access and there has always been more than enough parking. Frankly, the small businesses in the mall do not seem to be well patronized, other than Starbucks. I am now told that CVS is not interested in what the developer is proposing. In March, Safeway did some sort of downsizing of their inventory items, to be more cost effective, I presume. Unfortunately they eliminated some products for which I used to make a special trip.

If the proposed changes are made, I will have even less of a reason to patronize the stores in this area. I fear that Safeway is trying to compete with other well-established upscale groceries (Piedmont Grocery, Whole Foods) and that they would do better to continue providing good value, to allow for the diverse population of shoppers, including the elderly and people of modest means.

I am delighted CSAA has decided to locate in the complex, and who would not like to see the reservoir behind it cleaned up and improved. These improvements can happen without losing Long's/CVA (the superstore, not the glorified pharmacies on Piedmont Ave. and Lakeshore).

Please listen to the long-term residents of Oakland, not the developers.

Sincerely,

Diane Scarritt  
645 Chetwood St. #202  
Oakland, CA 94610

**Ranelletti, Darin**

---

**From:** Angstadt, Eric  
**Sent:** Wednesday, September 15, 2010 9:20 AM  
**To:** Ranelletti, Darin  
**Subject:** FW: Rockridge shopping center

---

**From:** Brunner, Jane  
**Sent:** Wednesday, September 15, 2010 8:16 AM  
**To:** Laura gardinier  
**Cc:** Angstadt, Eric  
**Subject:** RE: Rockridge shopping center

Thank you for your email, I will pass it along to the planning department so it becomes part of the record.

Jane

---

**From:** Laura gardinier [mailto:lgardinier@pacbell.net]  
**Sent:** Wed 9/15/2010 8:03 AM  
**To:** Brunner, Jane  
**Subject:** Rockridge shopping center

Dear Councilmember Jane Brunner,

I am a Oakland native, born and raised on 63rd street, attended Oakland Public Schools, and have raised my own children on Shafter Ave. here in Oakland.

I am writing in protest against the New Plan for Rockridge Shopping Center.

My first issue is that they (Safeway) has eliminated room for a Payless/RiteAid/Longs/CVS. This is a big mistake, as a parent I have rushed to that pharmacy at night for necessary drugs, as a teacher, and a parent I have picked up school supplies, or plants for the sidewalk plot. I believe that the store adds to the walk ability of our neighborhoods.

Safeway is too big as it is, and it feels like with their two projects they have in the plans, (College Ave. and Rockridge) they are getting greedy. Safeway seems to be trying to take business away from the many smaller businesses in our neighborhoods, by adding their own flowers, cafes, and bakeries. If they succeed in their plans, I for one, will boycott this franchise

My second issue is the size of this development, and the long term affects on the quality of life in a already heavily trafficked area.

Please, on behalf of your fellow Oakland neighbors, vote no to this overly sized, greedy grab.

Thank you,

Laura Gardinier

9/15/2010

**Ranelletti, Darin**

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**From:** Angstadt, Eric  
**Sent:** Thursday, August 26, 2010 8:44 AM  
**To:** Ranelletti, Darin  
**Subject:** FW: Oppose Rockridge Shopping Center

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**From:** Brunner, Jane  
**Sent:** Thursday, August 26, 2010 8:11 AM  
**To:** Craig Conly  
**Cc:** Angstadt, Eric  
**Subject:** RE: Oppose Rockridge Shopping Center

Thank you for your email and opinion. I will forward it to the planning department for the record.

Jane

---

**From:** Craig Conly [mailto:craig@di-sys.com]  
**Sent:** Wed 8/25/2010 12:33 PM  
**To:** Brunner, Jane; Blake.Huntsman@seiu1021.org  
**Subject:** Oppose Rockridge Shopping Center

Dear Ms. Brunner and Mr. Huntsman:

I wish to express my opposition in the strongest possible terms to the proposed development at the Rockridge Shopping Center. I believe this proposal is totally antithetical to the nature of the neighborhood. It would create undesirable competition for the existing merchants on Piedmont Avenue. Traffic and parking problems would be multiplied if not intolerable. If I wanted to live in a Walnut Creek type of environment, I would move there. Please, please, please oppose this proposal!!!

Craig Conly  
4357 Montgomery Street  
Oakland, CA 94611

**Ranelletti, Darin**

---

**From:** Madeleine [mzm@att.net]  
**Sent:** Monday, October 25, 2010 12:05 PM  
**To:** Ranelletti, Darin  
**Cc:** Miller, Scott  
**Subject:** Safeway Broadway follow up

Hi Darin,

I really appreciate your taking the time to meet with me to discuss my concerns about the Safeway Broadway's proposal. In its current form, this proposal is still timid in nature and does not fully respond to the wishes that were clearly articulated in previous public hearings for a true pedestrian-oriented, neighborhood mixed-use development. The purpose of this email is to outline more clearly my views regarding the non-architectural, design oriented issues affecting the overall design, feel and function of this development. The good news is that our goals to make this a development the community will fully support and be proud of, as well as a very profitable development for Safeway, are not mutually exclusive. In fact, they are symbiotic.

To re-state my position, given the proximity to transit, services, surrounded by a diverse set of wonderful and unique neighborhoods, and sitting at the head of Oakland's main transit corridor, it is my belief that this site could be developed as a much denser, regional serving retail mixed-use center. However, even as a more modest proposal, we want to ensure its success and am willing and happy to work with Safeway, staff and the other Commissioners to make this happen. For this project to be a true catalyst for this underutilized street intersection, and possibly for upper Broadway as a whole, it needs to be a true pedestrian oriented mixed-use development. Notwithstanding the fact that the Safeway's store and related parking is and will continue to be suburban in nature, the rest of the development, in its current form, still feels more like an inward oriented single-use suburban mall. A big part of the current proposal has to do with architectural design, (in a narrow sense), which I mentioned already in more detail during our meeting. But a big reason why this proposal still feels suburban has to do with site design, land use, density, traffic, massing and building orientation. I have confirmed this view with many professionals and community members.

Would CEDA staff support my recommendation to work with Safeway, City Council members, Commissioners, and the community at large on these issues outlined below?:

1. In addition to the proposed retail, Safeway should consider including one or two levels of housing and office space into this development (3+stories in height). Given the proximity to CCA and Rockridge Bart, can some housing with minimum parking requirements be added along Pleasant Valley facing the street (above the retail), and possible along Broadway too? (I have done some sketches to show how this is possible given the grades, etc). This will help the overall massing, make the retail successful as it would provide enough density to support smaller scale retail, eyes on the street, and a night-time population that would make this area feel safer. If housing is not feasible right now, can flex space (live-work lofts?), be included as place holders? It would be interesting to know how the Emeryville Bay Street developers phased the housing over time. We can learn something from their financing model (but NOT their design). Do you have any ideas?
2. As I mentioned earlier, I believe that Pleasant Valley and Broadway need to be lined up with pedestrian friendly uses. Also, the street realm needs to be re-designed for greater pedestrian safety and comfort. As you mentioned, there is much pedestrian traffic going on right now, despite the current street conditions. For additional ground level retail/flex space/office space to succeed, a number of street improvements would need to take place:
  - a. Narrow traffic lane widths to slow down traffic along Pleasant Valley

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- b. Add bulbouts at all street intersections to shorten the crossing distance (esp. along Pleasant Valley and at the Pleasant Valley/Broadway intersection)
- c. Add on-street parking along Pleasant Valley and Broadway. East of this development there is on-street parking on both sides of PV. I know b/c I use it myself to visit my dentist. On-street parking makes it convenient for customers in the area to use retail and other services in the community. Why not here?
- d. Make sidewalk improvements: plant trees at 25' o.c., consider swales/stormwater management techniques, create an interesting paving pattern, improve street lighting and add other street furniture as necessary...
- e. Increase permeability, ie, increase the number of pedestrian pass-throughs from sidewalks into the development. Interior street should be accessible and visible from the sidewalk.

I have observed Pleasant Valley's traffic patterns and have noticed how wide and overdesigned for cars this street currently is. It is clear to me that this street can fit two lanes of traffic in each direction, on-street parking on each side, bulbouts at intersections, wider sidewalks and even a north-bound turning lane from Pleasant Valley to Broadway, without affecting car movement along Broadway itself. Can city staff explore a number of street plan and section diagrams to demonstrate how this idea might be accomplished?

Finally, we need more clarity about who owns the land and what their long term intentions with this parcel are. Can you provide a contact name? Also, how long is Safeway's latest lease? You mentioned a 100 years. Can you please confirm this? If the lease is still a 40 year lease, how can the city as a whole support/advocate for a longer term lease? Is Safeway interested in this direction?

I am still very interested in having a meeting with your public works colleagues to discuss the above before the Design Review Committee hearing on December 8<sup>th</sup>. Your advise on all the above would be greatly appreciated.

Sincerely,

Madeleine

Madeleine Zayas-Mart

Oakland Planning Commission

Chair, Design Review Committee

Madeleine Zayas-Mart

MZM Design Works

Architecture | Urban Design & Planning

510-282-7287 ph | 510-601-8858 fax | mzm@att.net cell



**Ranelletti, Darin**

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**From:** Gregory Mock [gmock@sbcglobal.net]  
**Sent:** Monday, December 06, 2010 10:25 AM  
**To:** Brunner, Jane; Ranelletti, Darin  
**Subject:** RE: Oakland City Planning Commission Meeting December ,  
**Attachments:** December 8, Oakland City Planning Commission, Design Review Committee.docx

Ms. Brunner and the Oakland City Planning Commission,

Please have the attached document entered into the minutes of the meeting slated for December 8<sup>th</sup>, 2010 Oakland City, Design Review Committee Meeting. I have attached a word document and have provided the text below for your use.

Regards,

Gregory Mock

December 6, 2010

RE: Safeway Shopping Center Redesign Meeting December 8, 2010, Case File CMD09-135

Ms. Brunner and the Oakland City Planning Commission,

The reason for my correspondence is to address the redesign and construction of the Safeway/Shopping Center located at Broadway and Pleasant Valley, in Oakland, California.

My name is Gregory Mock and I reside at 4459 View Place Court, just above the new AAA Office. I have resided at this address since 1999. Since living here, there have been numerous incidents of noise disturbances and traffic incidence. I will address each separately.

The noise disturbances occur at the rate of at least 2 per week, most at late hours and many have gone unreported to police. Here are examples of the problems; loud playing of music from cars in the parking lot (I believe this to be an someone who is picking an employee up from work because of the frequency), car alarms in numerous consecutive incidents, late evening delivery of products to Jamba Juice at least 3 times per month at 12AM and Starbucks Coffee at least two time per month at 10PM, power washing the side walk outside of Starbucks at 11PM. The Starbucks and Jamba Juice continue violate Oakland California, Code of Ordinances, Title 8 of Health and Safety, Chapter 8.18 Nuisances, despite correspondence from the Safeway Property Manager, Kim Daniels.

It should be noted that both Jamba Juice and Starbucks do not have adequate access for deliveries from the back of the premises.

Last year, 2 ambulance companies were using the parking lot near the Old Emile Villa Restaurant as a staging area for their vehicles. The ambulances would turn on their sirens before leaving the lot. I spoke to the Safeway Property Manager about this problem. She didn't even know the code for parking enforcement for her own shopping center. It is posted in the parking lot. She admitted that she has not visited the center in a long time. Frankly, I have no confidence in Ms. Daniels abilities to affect any remedy to these problems. In fact, it was not until AAA opened its' doors, did the ambulance problem disappear (probably at the AAA's request).

The traffic incidents happen daily. My street crosses Montgomery. At the corner of Montgomery and Pleasant Valley,

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there are no stop signs (4 way arterial). Many motorists going to Safeway, bypass the turnout and make a u turn back at Pleasant Valley and Montgomery in order to enter the Safeway Shopping Center. This intersection **NEEDS STOP LIGHTS/SIGNS**. Many of the vehicles that traverse the parking lot, traveling at unsafe speeds and show disregard for travel direction in the parking lot. Cars regularly enter the lot at Broadway through the island break across for the Wendy's. The vehicles then travel down the wrong way past the Boston Market Restaurant, to enter the parking lot. I have witnessed many accident near misses and I have nearly been hit walking across this small section of the parking lot to Broadway. **Directly across the street from this shopping center is a large retirement and long term care facility.**

In addition to the traffic problems, there has been homeless people overnight parking in the lot, making loud noise late into the evening, skateboarding late in the evening, car alarms during the day and evening, and auto body work during the evening (this is a person who performs this work by pounding out dents). **I have seen signs in the parking lot at the Whole Foods that discourages noise and would like to see the same for this shopping center.**

During the construction of the AAA building, special considerations were given to Safeway, to allow the construction to begin at 7:00AM. No explanation was given why they were allowed to do this since code states 8:00AM is the start time.

**In Safeway's first attempt in the new design of the Shopping Center, it was proposed that a restaurant be built with an open patio facing the pond. I assure you that the noise from the patio would be intensified by the rock walls that border the pond. An open patio would create additional noise, most probably into the late evenings.**

I have spoken to many of my neighbors, those who live along the ponds edge, who also hear some of the disturbances from the Safeway Center at all hours of the day and night. I would like to ask you to defend my neighbors and myself against any design that would create more disturbances and endanger the people of our neighborhood.

## Ranelletti, Darin

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**From:** Camille Holser [choiser@berkeley.edu]  
**Sent:** Friday, January 07, 2011 6:02 PM  
**To:** Ranelletti, Darin  
**Cc:** choiser@berkeley.edu  
**Subject:** Re: Broadway Safeway - Design Review Committee Jan. 26

Dear Darin Ranelletti:

Thank you for notifying me about the public meeting concerning the Safeway Redevelopment Project at the Pleasant Valley Shopping Center.

I don't like to be out at night, so I don't plan to attend the meeting. But I'd like to tell you a concern I have. I hope the committee will consider this.

The CVS store has all the departments that PayLess, then RiteAid, then Long's had. This includes arts & crafts supplies, sports equipment, auto repair and hardware items, a wonderful nursery for plants and garden supplies, cloth & yarn & notions for sewing, household furnishings, clothing, electronics, office supplies, pharmacy, pet supplies, books & magazines, cards & gift wraps, toys, even groceries. Because I can buy just about anything there, I go to that CVS store first when I want something.

If that building is torn down, I'll probably buy almost everything on Amazon.com. Amazon is like that CVS store except that in the CVS store I can feel the rugs, towels, etc. I can't feel them on Amazon.com.

I don't have time to spend hours going from store to store and from one part of town to another trying to find what I want. The Rockridge Shopping Center and the Grocery Outlet store are about the only places I shop in Oakland. I also spend some money in Berkeley near the UC campus since I work on campus.

Mainly I want convenience in shopping. I don't want to have to travel much or spend much time shopping. Shopping by mail order, from catalogs, and shopping via the internet are convenient because I can do that shopping at home. The CVS store in the Rockridge Shopping Center is convenient because it has just about everything.

If the CVS building will be torn down, could you please make sure another building just as large is erected in the Rockridge Shopping Center first and that CVS, with all its departments, is moved into that building before the current CVS building is torn down? The new building should have good conditions for plants. I've bought nearly all of my plants from that PayLess/CVS store.

Thank you,

Respectfully,

Camille Holser  
2820 Richmond Ave.  
Oakland, CA 94611  
choiser@berkeley.edu

At 03:31 PM 1/7/2011, you wrote:

>Dear Interested Parties:

>The Design Review Committee of the Oakland Planning Commission will  
>hold a public meeting concerning the Safeway Redevelopment Project  
>located at Broadway and Pleasant Valley Avenue. The meeting will be  
>held on Wednesday, January 26, 2011, at 5:00 p.m. in the Sgt. Mark  
>Dunakin Hearing Room (Hearing Room 1) of City Hall located at One Frank  
>H. Ogawa Plaza. Please see the attached agenda for more information.

>

>Please contact me if you have any questions.

>

>Regards,

>  
>Darin Ranelletti

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>-----

>Darin Ranelletti, Planner III  
>City of Oakland, Planning and Zoning Division 250 Frank H. Ogawa Plaza,  
>Suite 3315 Oakland, California 94612  
>510-238-3663 direct phone  
>510-238-6538 fax

>  
>



December 16, 2010  
Mr. Walter Cohen  
Director, Community & Economic Development Agency  
City of Oakland  
250 Frank Ogawa Plaza, Suite 3315  
Oakland, CA 94612

**Re: 51<sup>st</sup>/Broadway Safeway Redevelopment**

Dear Mr. Cohen:

Thank you for your continued support of retail leasing and development in Oakland. Several proposed projects meet the objectives of the City from policy, neighborhood development and revenue enhancement objectives. The Oakland Retail Advisory Committee (ORAC) recently reviewed one project, the 51<sup>st</sup>/Broadway Safeway Development that is "on point" to meet these objectives.

As you are aware, the ORAC includes experienced retail professionals: developers, brokers, retailers, architects, and members of the Oakland Metropolitan Chamber of Commerce and CEDA staff who share ideas to support the City's Retail Enhancement Strategy. The review by the ORAC does not evaluate the finer details of the project (elevations, material, color, etc.) but rather looks at the viability of the project as designed.

Significance of the project

The Chamber and the ORAC are in agreement that the 51<sup>st</sup> Street/Broadway Project should receive support for the value that it adds to the neighborhood, the City's grocery store sector deficit and revenues that support city services.

We support the 51<sup>st</sup> Street/Broadway Project and believe it will be beneficial to both the City at large and the surrounding area for the following reasons:

- capturing a portion of Oakland's retail leakage and providing the City with sales tax revenue;
- providing both new construction and new retail jobs;
- adding a retail draw and community/neighborhood gathering place as well as enhanced architectural features to this main intersection and
- acting as a catalyst for the redevelopment of the immediately adjacent properties.

The project will invigorate the Rockridge neighborhood and will attract other small retail uses.

Recommendations

1. Expedite implementation

To make this project a reality, we believe that the City should work with Safeway representatives to assist in **facilitating entitlements** to the project. By working pro-actively with the developer, the project will be able to remain on track and on time.

### 2. Support market-responsive phasing

The second phase of the project is particularly innovative and welcome in this currently challenged economic environment. To assist with further development, we suggest that approvals by the city **provide flexibility for future modifications** at the site, allowing the developer to be responsive to the changing marketplace during Phase II of the project. This will maximize the success of the project and provide needed neighborhood services in the Rockridge area.

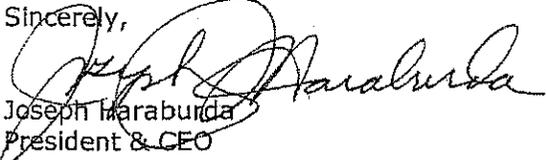
### 3. Signal investors

The developer is a strong community advocate and has made substantial efforts to incorporate all input from neighborhood and other interest groups, including parking, street frontage design, pedestrian safety and traffic circulation, and much more. We are persuaded that the **overall benefit to the City far exceeds the particular needs of special interests**. In this spirit, the Chamber and ORAC strongly suggest that community benefits in services, a sense of place and increasing tax revenue be considered throughout the development of the project so that individual interests are balanced with City priorities and broader community benefits. Moving this project closer to approval indicates Oakland's readiness for investment in key retail nodes.

### Conclusion

The members of Oakland Retail Advisory Committee look forward to the success of efforts such as the 51<sup>st</sup> Street/Broadway Project. On behalf of the ORAC and at the appropriate time, the Chamber will submit its position to the Planning Commission and City Council for the consideration of those official bodies. It is this type of project that catalyzes development in Oakland neighborhoods and provides a gateway into the City that is welcoming and vibrant.

Sincerely,

  
Joseph Maraburda  
President & CEO

Copy: Council President Jane Brunner  
Mayor elect: Jean Quan

**Ranelletti, Darin**

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**From:** Susan Lee [gingerleaf@gmail.com]

**Sent:** Monday, January 17, 2011 8:10 AM

**To:** Ranelletti, Darin

**Subject:** Safeway at Pleasant Valley

Hi Mr. Ranelletti -- I'm a resident of Oakland and would like to go on record to register my support for high density mixed use for the Safeway at Pleasant Valley & Broadway. So many of us in the neighborhood would like the development project to be more amenable to pedestrians, bikers, and others who can't/don't want to depend on cars.

Thank you!  
Susan Lee

**Ranelletti, Darin**

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**From:** Jerome Buttrick [jerome@buttrickwong.com]

**Sent:** Tuesday, January 18, 2011 4:36 PM

**To:** Ranelletti, Darin

**Subject:** Safeway at Pleasant Valley

Mr Ranelletti

I want to add my voice to those in favor of high density development --including housing-- at the Rockridge center development.

This lot is a prime piece of real estate and needs to show what Oakland is capable of. Thus far the design seems to not take advantage of the street. Whatever happens there we need the project to make the street pedestrian life better.

Maintaining the 60's strip mall approach is not the way to the future.

Thanks,

--Jerome Buttrick

Jerome Buttrick, AIA, LEED AP

**BUTTRICK WONG Architects**

t 510.594.8700 x15