

A PLACE TO EAT TO SIT AND VISIT





3 VISION & GOALS

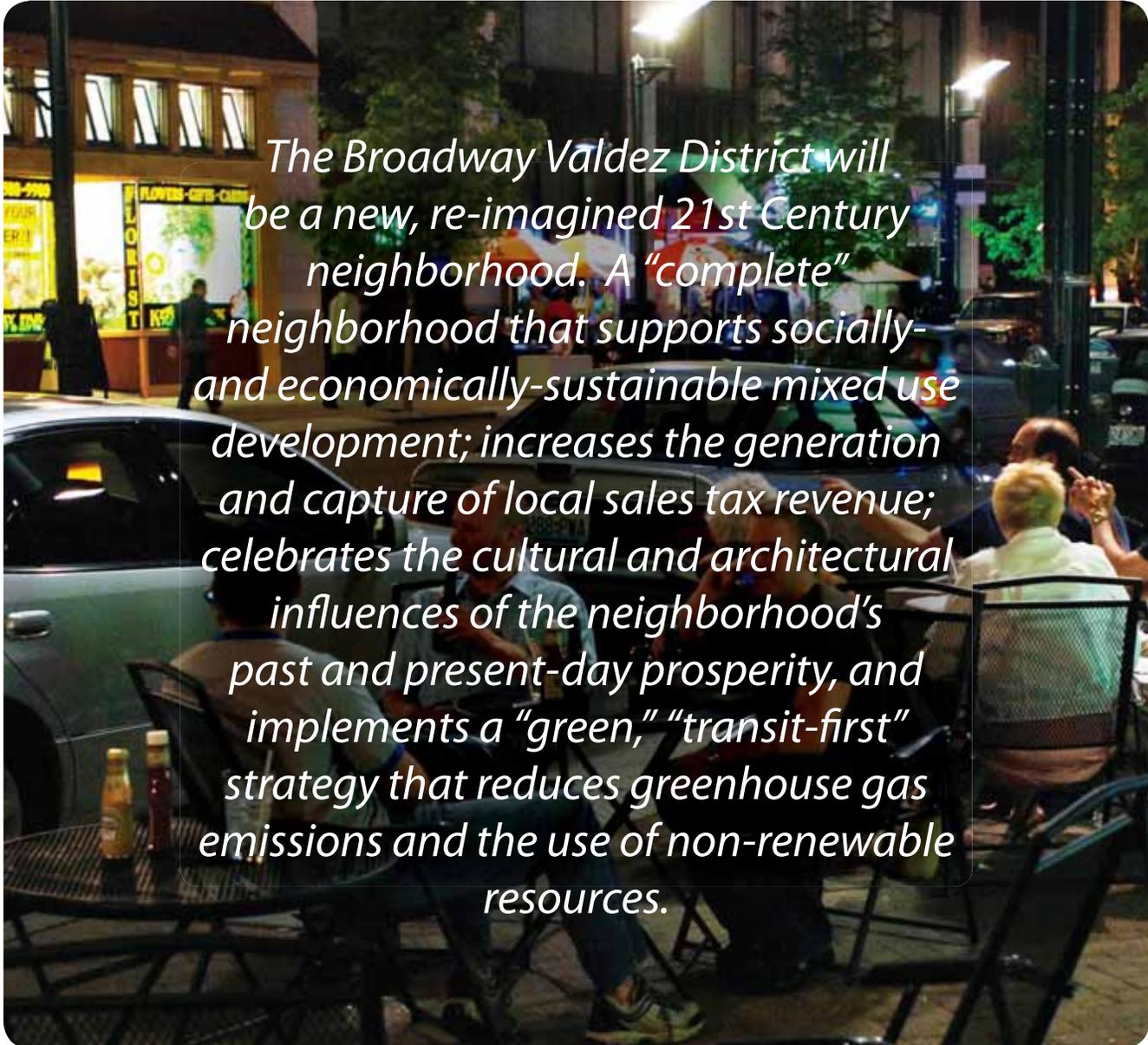
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3. VISION AND GOALS

3.1 VISION

The Vision Statement for the Broadway Valdez District was developed and refined during the multi-year planning process, through a rigorous community outreach effort, and in response to the changing real estate climate and economic influences. The Vision expresses the desired outcome from implementation of this Plan.

VISION STATEMENT



The Broadway Valdez District will be a new, re-imagined 21st Century neighborhood. A “complete” neighborhood that supports socially- and economically-sustainable mixed use development; increases the generation and capture of local sales tax revenue; celebrates the cultural and architectural influences of the neighborhood’s past and present-day prosperity, and implements a “green,” “transit-first” strategy that reduces greenhouse gas emissions and the use of non-renewable resources.

3.2 GOALS OVERVIEW

The following is an overview of concepts that are expressed as more detailed goals in Chapters 4 through 8 of this Specific Plan, and also listed in Section 3.3 Goals of this chapter.

DESTINATION RETAIL

An attractive, regional destination for retailers, shoppers, employers and visitors that serves in part the region’s shopping needs and captures sales tax revenue for reinvestment in Oakland.

Due to a combination of factors, including location, accessibility, and local buying power, the Broadway Valdez District represents a unique opportunity for the City to change its status as one of the most under-retailed major cities in the country by creating a vibrant new retail presence in Downtown Oakland. By attracting a mix of retailers who address the City’s deficiency in comparison goods shopping, the Plan Area can enhance the quality of life for Oakland residents by providing convenient shopping and by capturing sales tax revenue that can be used to address citywide needs for capital improvements and services.

Reference Goals: LU-1, LU-2, LU-3, LU-8, LU-10, CD-3, C-1, C-3, C-4, C-5, C-6, C-7, and IMP-1, IMP-3, and Appendix A: Design Guidelines

A “COMPLETE” NEIGHBORHOOD AND BALANCED LAND USES

A “complete” mixed-use neighborhood that is economically and socially sustainable—providing quality jobs, diverse housing opportunities, and a complementary mix of retail, dining, entertainment, and medical uses.

The Plan promotes the transition of the Plan Area from the automobile-centric commercial strip development that has predominated Auto Row for nearly a century, to a more balanced mix of uses appropriate to the renaissance of Oakland’s Downtown. A neighborhood



Destination retail in Seattle, WA.



Destination retail in Los Angeles, CA.



A “complete” neighborhood redevelopment in San Francisco, CA

Photo Credit: Flickr user: Schaffner

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that includes a mix of retail, entertainment, office and residential uses where new businesses will provide quality jobs for local residents and convenient access to shopping and services, and new housing will allow residents to live within a short walk or transit ride from where they work, shop and play. The Plan Area includes two subareas: the Valdez Triangle and the North End. The Valdez Triangle will be a dynamic new retail destination that caters to the comparison shopping needs of Oakland and the broader East Bay, while the North End will accommodate a mix of uses that complement and are integrated with adjoining residential and health care-oriented neighborhoods. The Plan supports this transition by providing a system of regulations tailored to support implementation of the land use concept for each subarea.

Reference Goals: LU-2, LU-3, LU-4, LU-5, LU-7, LU-8, LU-9, LU-10, IMP-4, and Appendix A: Design Guidelines

REDEVELOPMENT AND REVITALIZATION

New uses and development that enhance the Plan Area's social and economic vitality by building upon the area's existing strengths and successes, and revitalizing and redeveloping underutilized areas.

The area surrounding the Broadway Valdez District provides a diverse array of vibrant uses and neighborhoods, including the Downtown office district, the Uptown entertainment district, the "Art Murmur Gallery District" (25th Street Garage District), the Pill Hill/Kaiser medical district, and adjoining residential neighborhoods. These surrounding uses will be important assets in transforming the long-established identity and function of Auto Row to the envisioned mixed use district.

The Plan Area will derive its strength from this context, leveraging the energy of surrounding neighborhoods to create a vibrant retail and mixed-use destination that is a fully-integrated extension of the Downtown. Rather than just a street that passes through the area, Broadway can serve as a "seam" in the urban fabric—one



Around-the-clock revitalization, Oakland, CA



Redevelopment through entertainment, Oakland, CA



Retail-focused redevelopment in Pasadena, CA

that complements and connects this series of dynamic adjoining uses and neighborhoods.

Reference Goals: LU-3, LU-4, LU-11, IMP-3, IMP-5, and Appendix A: Design Guidelines

TRANSIT ORIENTED

A compact neighborhood that is well-served by an enhanced and efficient transit system

Situated between BART’s 19th Street and MacArthur stations and along AC Transit’s busiest bus route, the Plan Area is well-positioned to make transit people’s first choice when visiting the area or commuting out to other destinations. The combination of compact, higher density development and improved facilities for transit users will implement the City’s ‘transit first’ policy by supporting increased ridership and enhanced transit service, including possibilities for additional future transit options (e.g., streetcars, shuttles, etc.).

Reference Goals: LU-6, C-1, C-2, C-5, C-6, and Appendix A: Design Guidelines

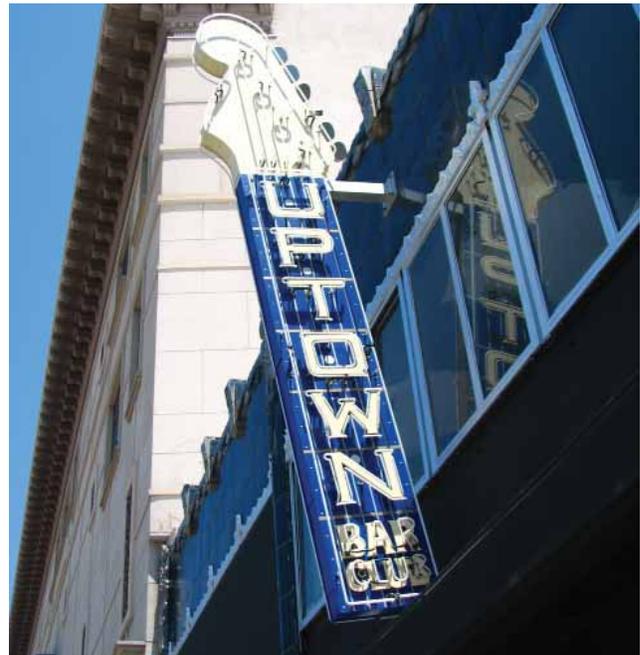
AN “AUTHENTIC” OAKLAND PLACE

Creative reuse of historic buildings that maintains a link to the area’s social, cultural and commercial heritage while accommodating contemporary uses that further City objectives to establish a vibrant and visually distinctive retail and mixed use district.

The District includes a rich inventory of older buildings that speaks to the area’s history as Auto Row, including a distinctive mix of utilitarian automobile service garages and Art Deco, Beaux Arts, and Moderne style auto showrooms, and an assortment of residential buildings in Craftsman, Colonial Revival, or Mission Revival styles. While new development will change the District’s character, the integration and adaptive reuse of the existing built fabric will maintain a connection to the area’s past, retain some of the “funky,” “edgy” qualities that the community values, support



Enhanced transit amenities in Portland, OR



Authentic character in nearby Uptown Oakland



Reuse of existing building for new retail, Whole Foods, Oakland, CA

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sustainability through reuse of building materials, and help to forge a unique identity for the successful redevelopment of the District.

Reference Goals: LU-7, LU-11, IMP-5, and Appendix A: Design Guidelines

A WELL-DESIGNED NEIGHBORHOOD

A well-designed neighborhood that integrates high quality design of the public and private realms to establish a socially and economically vibrant, and visually and aesthetically distinctive identity for the Broadway Valdez District.

Creating a vibrant new district will involve providing both a well-designed private realm and an attractive and safe public realm of high quality streets and public plazas. The area's public open spaces will promote an active pedestrian environment and community interaction. They will also serve as a visual amenity that contributes to the area's identity and enhance the community's sense of pride and ownership. Future development will mix new and old buildings in a compact pattern and scale of development that contributes to a well-defined, human-scale environment while accommodating a dynamic mix of retail and complementary uses.

Reference Goals: LU-3, LU-6, LU-9, LU-11, C-2, C-3, CD-1, CD-2, CD-3, IMP-2, IMP-5, and Appendix A: Design Guidelines

A WALKABLE DISTRICT

Quality pedestrian facilities and amenities that create a safe and aesthetically pleasing environment that supports increased pedestrian activity.

Successful retail districts are dependent upon having a vibrant pedestrian environment where people want to window shop and linger. Similarly, successful residential neighborhoods have active, pedestrian-friendly streets where neighbors feel safe to stroll and chat. Creating a



Integrated public and private realm in San Francisco, CA



Public gathering space in San Francisco, CA



Walkable retail in Santa Barbara, CA

walkable district means designing buildings and streets to support pedestrian activity by providing landscaping, lighting, seating and other amenities that contribute to an pleasant and attractive pedestrian environment, removing barriers that inhibit pedestrian movement, and creating active storefronts and ground-level uses that engage and activate the public realm.

Reference Goals: LU-2, LU-5, LU-6, CD-2, C-1, C-2, C-5, C-6, IMP-2, and Appendix A: Design Guidelines

COMPLETE AND BALANCED CIRCULATION

A balanced and complete circulation network of “complete streets” that accommodates the internal and external transportation needs of the Plan Area by promoting walking, biking, and transit while continuing to serve automobile traffic.

After a century of automobile sales and service, street design in the “Auto Row” area reflects a clear bias toward automobile circulation over other modes. Revitalization of the Plan Area as a walkable, bikeable and transit-friendly district will include redesign of City streets to accommodate a more balanced use of the City’s public rights-of-way that is attractive, safe and efficient for all modes of travel—not just cars. This includes a bicycle network with safe and efficient connections to major destinations within the Plan Area and throughout the City and efficient but managed vehicle access. Incentives to encourage walking, biking, and transit, and discourage driving for Plan Area residents, workers, shoppers, and visitors are included as part of the Plan.

Reference Goals: LU-2, LU-5, LU-6, CD-2, C-1, C-2, C-3, C-4, C-5, C-6, IMP-2, and Appendix A: Design Guidelines

MANAGED PARKING

Carefully managed parking that addresses retail needs while not undermining walking, bicycling and public transit as preferred modes of transportation.



Complete Street elements in New York, NY



Streets in Portland, OR designed to balance travel modes.



Parking management can include innovative tools such as automatic parking garages, smart phone apps and “smart” parking meters.

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Retailers traditionally consider parking to be a critical element for success. While it will be important to ensure that parking is available while the Plan Area tries to establish itself within a competitive regional market, it will be just as important in this downtown setting to ensure that the amount of parking provided is carefully managed to ensure that it does not undercut the City's 'transit first' policy by promoting driving, consume limited land resources, or contribute to the high cost of development by planning for 'worst case' parking scenarios. The Plan Area has significant existing parking resources in parking structures, lots, and on streets, that if properly managed, can postpone and reduce the need to invest in expensive and redundant parking solutions.

Reference Goals: C-7, IMP-3, IMP-5, and Appendix A: Design Guidelines

SUSTAINABLE DEVELOPMENT

A multi-pronged approach to sustainability that integrates land use, mobility, and design strategies to minimize environmental impact, reduce resource consumption, and prolong economic and social cohesiveness and viability.

The Plan provides a multi-pronged approach to sustainability that underlies all of its goals and policies, including policies that: promote compact mixed use development that creates more local jobs and housing within close walking distance; prioritize the creation of a retail district that will reduce residents' need to travel to other communities to meet their shopping needs, thereby reducing greenhouse gas (GHG) emissions for local trips; and encourage transit and alternate modes of travel that reduce miles traveled via personal vehicle for those traveling from areas outside the local area to visit shopping destinations. In addition, Plan guidelines and development standards promote green development strategies for new buildings, "green streets" and low-impact development for public infrastructure, and the reuse of existing buildings that will reduce the consumption of energy and resources, and pollution into the City's air or waterways.



Sustainable design elements, San Francisco, CA



Photos by Bruce Damonte for David Baker Associates

Sustainable design elements, San Francisco, CA



Sustainable infrastructure, Portland, OR

Reference Goals: LU-2, LU-5, LU-6, LU-11, CD-2, C-5, C-1, C-2, C-3, C-5, C-6, I-1, I-2, I-3, I-4, I-5, I-6, IMP-2, IMP-4, IMP-5, and Appendix A: Design Guidelines

COORDINATED AND SUSTAINED IMPLEMENTATION

A coordinated implementation strategy that ensures consistent and on-going City support for the Specific Plan vision for the area.

The Plan calls for a significant physical, economic and social transformation of the Plan Area that is expected to take many years. The Plan’s focus on establishing the Plan Area as a major retail destination structured around comparison goods retailers, in a setting that currently has a very limited retail base, further contributes to the implementation challenge. Given the City’s limited resources and absence of redevelopment funds, a clear and consistent implementation strategy must creatively marshal the City’s resources and regulatory, political, and economic support to achieve desired development.

Reference Goals: IMP-1, IMP-2, IMP-3, IMP-4, and IMP-5

3.3 GOALS

The following is a complete listing of the goals for the Broadway Valdez District Plan Area.

LAND USE

GOAL LU-1: A destination retail district that addresses the City’s deficiency in comparison goods shopping and significantly reduces sales tax leakage.

GOAL LU-2: A “complete” mixed-use neighborhood that is economically and socially sustainable—providing an appealing mix of retail, dining and entertainment uses as well as quality jobs and diverse housing opportunities.

GOAL LU-3: New uses and development that enhance the Plan Area’s social and economic vitality by building

upon the area’s existing strengths and successes.

GOAL LU-4: Enhanced economic potential of the Plan Area resulting from the revitalization and redevelopment of existing underutilized areas.

GOAL LU-5: New housing that supports the concept of the Broadway Valdez District as an attractive place to live, work, shop and play.

GOAL LU-6: A compact neighborhood that is well-served by and supportive of transit.

GOAL LU-7: Two distinct but complementary subareas that are linked by Broadway and each with its own land use character that reflects the unique set of physical, economic, social, and cultural factors within and external to the subarea.

GOAL LU-8: The establishment of the Valdez Triangle as a dynamic new retail destination that caters to the comparison shopping needs for Oakland and the broader East Bay.

GOAL LU-9: The establishment of the North End as an attractive and economically vibrant, mixed use area that complements and is integrated with the adjoining residential and health care-oriented neighborhoods.

GOAL LU-10: A system of regulations tailored to support implementation of the land use concept for each subarea.

GOAL LU-11: Creative reuse of historic buildings that maintains a link to the area’s social, cultural and commercial heritage while accommodating contemporary uses that further City objectives to establish a vibrant and visually distinctive retail and mixed use district.

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COMMUNITY DESIGN

GOAL CD-1: A well-designed neighborhood that integrates high quality design of the public and private realms to establish a socially and economically vibrant and visually and aesthetically distinctive identity for the Broadway Valdez District.

GOAL CD-2: A public realm comprised of a safe and attractive system of streets, plazas, and park spaces that supports an active pedestrian environment and provides an attractive physical framework that seamlessly integrates a diverse array of existing and future buildings.

GOAL CD-3: An attractive, well-designed private realm that mixes new and old buildings in a compact pattern and scale of development that creates a well-defined, human-scale public environment and supports a dynamic mix of retail and complementary uses.

CIRCULATION

GOAL C-1: A balanced and complete circulation network that accommodates the internal and external transportation needs of the Plan Area by promoting walking, biking, and transit while continuing to serve automobile traffic.

GOAL C-2: Quality pedestrian facilities and amenities that create a safe and aesthetically pleasing environment that encourages walking and accommodates increased pedestrian activity.

GOAL C-3: A bicycle network with safe and efficient connections to major destinations within the Plan Area and throughout the City of Oakland.

GOAL C-4: Efficient but managed vehicle access in the Plan Area.

GOAL C-5: Enhanced efficiency and effectiveness of transit in the Plan Area.

GOAL C-6: Incentives that encourage walking, biking, and transit and discourage driving for Plan Area residents, workers, shoppers, and visitors.

GOAL C-7: A parking supply that supports Plan Area businesses and stimulates economic growth, while not promoting excessive driving.

INFRASTRUCTURE AND UTILITIES

GOAL I-1: Sustainable sewage design that accommodates projected growth and limits wastewater entering the sewer collection system within the Plan Area.

GOAL I-2: Reduced per capita water demand for new development as a result of incorporating conservation measures into all public and private improvements as required by California building code, CalGreen and City of Oakland Green Building Ordinance for Private Development Projects.

GOAL I-3: The eventual use of recycled water from the EBMUD treatment facility to supplement and reduce demand for potable water supplies.

GOAL I-4: A storm drainage system that complies with City standards to reduce peak runoff by 25 percent as identified in the City of Oakland Storm Drainage Design Standards, and incorporates Low Impact Development (LID) elements to meet state and regional goals of post-construction stormwater management.

GOAL I-5: Dry utilities conveyed throughout the Plan Area should be undergrounded so as not to detract from the public realm.

GOAL I-6: In order to adhere to the principles of sustainability and environmental protection, future development shall further the goals of the City's Zero Waste goals.

IMPLEMENTATION, PHASING, AND FINANCING

GOAL IMP-1: A consistent and coordinated implementation strategy that creatively marshals the City's resources and influence, whether regulatory, political, or economic, to establish destination retail in the Broadway Valdez District.

GOAL IMP-2: The strategic use of physical improvements to the public realm to improve the area's function and character, and to serve as a catalyst for future development.

GOAL IMP-3: A phased approach to funding and financing Plan Area improvements that strategically employs limited public resources to catalyze initial development with increased private funding as new development establishes itself.

GOAL IMP-4: A policy and funding strategy that facilitates the development of housing in the planning area that is affordable to a cross-section of the community.

GOAL IMP-5: A combination of incentives, regulation, and funding assistance to incentivize developers to preserve and re-use historic resources in the Plan Area.