

Location:	The Broadway Valdez District Specific Plan Area (“Plan Area”) located along the Broadway corridor between Grand Avenue and I-580.
Item:	Discussion of proposed zoning text amendments to the D-BV Broadway Valdez District Commercial Zones of the Oakland Planning Code relating to auto servicing related to Automotive Dealerships on Broadway.
Applicant:	City of Oakland
Case File Number:	ZA190007
General Plan:	Community Commercial/Central Business District
Zoning:	D-BV Zones 1-4
Environmental Determination:	The proposed text amendments to the Planning Code rely on the previously certified Final Environmental Impact Report for the Broadway Valdez Specific Plan (2014). No further environmental review is required under CEQA Guidelines Sections 15162 and 15163. The proposal is also exempt under CEQA Guidelines 15183 (projects consistent with General Plan and Zoning) and 15061(b)(3) (general rule, no significant effect on the environment). Review, discuss and recommend the Planning Commission provide a
Staff Recommendation:	recommendation for approval to the City Council
For Further Information:	Contact case planner Jose M. Herrera-Preza at 510-238-3808 or jherrera@oaklandca.gov

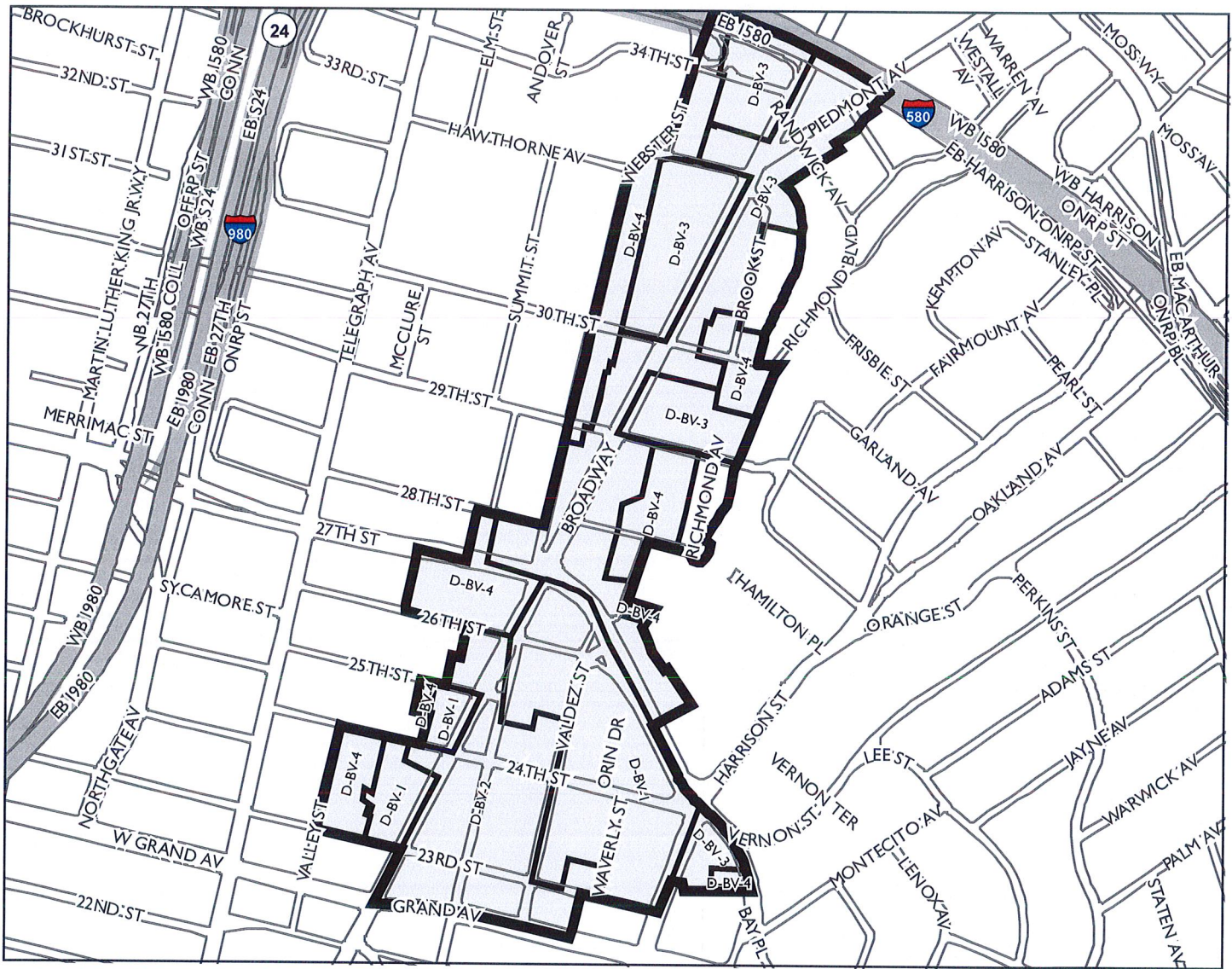
BACKGROUND

In 2013, the City adopted the Broadway Valdez District Specific Plan (BVDSPP). The plan creates two distinct subareas, the Valdez Triangle and the North End. At the center of the of the plan area is Broadway Auto Row, the City of Oakland’s historic automobile dealer district (see Attachment A for a map of the area). The district is identified in the plan to be in the North End and contains auto showrooms, auto repair shops, auto body shops and shops offering specialized services such as window tinting and car audio. The BVSP goals are to encourage new mixed use construction while accommodating automobile dealerships, as they contribute to the authenticity and cultural significance of the area. However, the plan and the implementing zoning currently does not allow the creation of new auto repair or auto supporting services, instead seeking to preserve land for the construction of mixed use buildings.

On October 18, 2018, representatives of Subaru met with Planning staff to discuss the legalization of their auto repair facility at 401 27th Street, which supports their showroom at 4133 Broadway. The facility was approved as a showroom in 2013 but had been converted without permits to auto servicing in 2017 despite being an unpermitted activity in the D-BV-4 Zone where it is located. The representatives stated that dealerships need ancillary auto repair facilities to be viable on Auto Row.

Staff has analyzed the Subaru issue in a larger policy context and recommends text amendments that allow stand-alone auto repair facilities in support of existing auto showrooms for the reasons discussed in this report.

CITY OF OAKLAND PLANNING COMMISSION



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Case File: ZA190007
Applicant: City of Oakland
Location: Broadway Valdez District Specific Plan Area between Grand Ave and I580
Zone: D-BV-1, -2, -3, -4

EXISTING CONDITIONS

Since the implementation of the BVDSP, the area has seen a significant increase in mixed use developments, with approximately 3,000 residential units approved or under construction. This shift is transforming the area from an auto-serving commercial district to a vibrant, mixed-use urban area. However, the plan recognizes the importance of the auto dealerships to the city’s tax base, so has provisions to allow auto uses to co-exist with new mixed-use developments.

Auto Dealership on Broadway		
	Address	Operation
Honda of Oakland	3330 Broadway	Onsite Sales/Parts and Service
Volkswagen of Oakland	2740 Broadway	Onsite Sales/Parts and Service
Audi of Oakland	2560 Webster Street	Onsite Sales/Parts and Service
Downtown Toyota	4145 Broadway	Onsite Sales/Parts and Service *
Downtown Subaru	4133 Broadway	Offsite Sales/Parts and Service *
Mercedes Benz of Oakland	2915 Broadway	Onsite Sales/Parts and Service

* Existing Auto Service Activities are in one combined/shared facility.

CURRENT REGULATIONS

Under the current D-BV Zone Regulations, automotive sales and rental requires a Conditional Use Permit (CUP) with required findings relating to the indoor or offsite storage of inventory, consistency with the BVDSP, and preservation of retail frontage. Auto repair and other auto supportive activities are prohibited, unless accessory to an existing dealership on the same lot. Even more restrictive is a limitation that prohibits the re-establishment of a supportive automotive activity if the activity is not re-established within six months of its ceasing operation.

BROADWAY VALDEZ SPECIFIC PLAN

The goal of the BVDSP is to create a region-serving mixed use, destination retail district within the plan area, which runs along Oakland’s Broadway corridor between Grand Avenue and I-580 (see Attachment A). The BVDSP intends to decrease the City’s retail leakage and transition the plan area to a more urban environment. The Specific Plan intends accommodate automotive sales. Polices relevant to staff’s proposal include the following:

Policy LU-9.5

The Plan Area will continue to accommodate new automobile dealerships who are willing to operate in an urban format with the granting of a conditional use permit.

Policy LU-9.6

Emphasis is placed on the renovation and repurposing of historic garage and auto showroom buildings primarily along Broadway to preserve a link to the corridor’s past and enrich its character.

Policy CD-3.17

Promote the protection and adaptive re-use of the garages and showrooms in the North End subarea in a manner that preserves their distinctive architectural character and references to the area’s Auto Row heritage.

Policy IMP-1.15

Allow existing auto dealerships to remain in the Plan Area to the north of 27th Street and retain branding as Broadway Auto Row.

POLICY ISSUES

The BVDSP accommodates the integration of existing auto showrooms and the creation of new showrooms in an urban format (see Broadway Valdez District Specific Plan section, above) into a vibrant mixed use district. Accommodation of showrooms is important to preserve the authenticity and history of the plan area, employment, and sales tax revenue. However, these showrooms are only viable with associated repair services, which must often locate on a separate lot than showrooms due to the limited size of parcels in the plan area. On the other hand, the stand-alone auto repair shops are discouraged by the plan, which encourages their adaptive reuse or replacement by mixed use buildings.

PROPOSAL

Staff recommends Planning code amendments that strike a balance between the discouragement of stand-alone automotive support and repair activities and the preservation of auto showrooms. The proposed regulation would cover the North End of the BVDSP from 27th Street to I-580 (see Attachment A). Only the D-BV-2 through -4 zones would be affected as those are the only zoning designations north of 27th Street. The proposed regulation would require a CUP for stand-alone auto servicing activities and the activities would only be allowed to apply for a CUP if the following criteria is met:

1. The auto servicing must be related to a showroom on Broadway;
2. The auto servicing activity must involve the re-use of an existing building with historical auto support uses;
3. No outdoor auto repair or car storage; and
4. The amount of added or wholly reconstructed floor area devoted to such activity shall not exceed in the aggregate ten percent (10%) of that already existing on the affected lot.

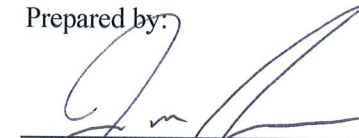
KEY ISSUES AND IMPACTS

Staff believes that allowing automotive repair facilities in the limited circumstances described above will prevent their proliferation in the plan area but provide the support required for showrooms to continue to exist on Auto Row. Accommodation of the showrooms is consistent with the vision intended by the BVDSP, and also serve to preserve the authenticity and history of the plan area while contributing tax dollars and employment to the City. Criterion 3, above, will prevent auto repair from becoming a visual blight in the desired mixed use district, and the last criterion will prevent auto repair from impacting residential neighborhoods.

ACTIONS REQUESTED BY THE ZONING UPDATE COMMITTEE

Staff requests the Zoning Update Committee provide comments regarding the proposed text amendments to the Planning Code and forward the proposal to the Planning Commission for its review at a public hearing, where the Planning Commission will then make its recommendation to the City Council for final approval.

Prepared by:



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Planner III

Approved by:



Ed Manasse, Acting Deputy Planning Director
Department of Planning and Building

ATTACHMENTS:

- A. Map of the BVSP area

