

Broadway Valdez District Specific Plan







The Broadway Valdez District Specific Plan was adopted by City Council in June 2014. The Plan envisions the district as 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.

PROJECT AREA

The approximately 95-acre Broadway Valdez District Area is generally defined as the Broadway corridor between West Grand Avenue and Interstate 580 (approximately 0.8 miles in length) including stretches of 27th and Valdez Streets. It is situated amid some of Oakland's most economically robust and burgeoning areas and close to 3 major BART stations.

DEVELOPMENT PROGRAM

Over the next 25 years the Plan looks to add:

- 1,800 new housing units;
- 5,000 new jobs;
- 1,120,000 square feet of new retail;
- 700,000 square feet of new office uses; and
- a new 180-room hotel



PLAN GOALS

Goal 1: Create 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.



Goal 3: 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.

Goal 4: Ensure the neighborhood is well-served by an **enhanced and efficient** transit system.

Goal 5: Encourage the creative reuse of historic buildings that maintains a link to the area's social, cultural and commercial heritage while accommodating contemporary uses that establish a vibrant and visually distinctive retail and mixed use district.

Goal 6: Integrate high quality design of the public and private realms to establish a socially and economically vibrant, and visually and aesthetically distinctive identity for the District.

Goal 7: Provide quality pedestrian facilities and amenities that create a safe and aesthetically pleasing environment that supports increased pedestrian activity.

Goal 8: Promote walking, biking, and transit while continuing to serve automobile traffic.

Goal 9: Carefully manage parking to address retail needs while encouraging walking, bicycling and public transit as preferred modes of transportation.

Goal 10: Integrate land use, mobility, and design strategies to minimize environmental impact, reduce resource consumption, and prolong economic and social cohesiveness and viability.

Goal 11: Utilize a coordinated **implementation strategy** that ensures consistent and on-going **City support** for the Specific Plan vision for the area.













Broadway Corridor Primary Access Street Neighborhood Street Shopping Street Existing Pedestrian Connection Potential Pedestrian Connection Temporary or Permanent Street Closure Primary Gateway Secondary Gateway Proposed Plaza/ Public Space Existing Plaza Existing Park Potential Park/ Greenway mproved Freeway Undercrossing Retail Priority Sites Large Opportunity Sites Project Boundary

PROJECT INFORMATION

To learn more about the Broadway Valdez District Specific Plan, contact Laura Kaminski at Ikaminski@oaklandnet.com or (510) 238-6809 or visit www.oaklandnet.com/specificplans

COMMUNITY DESIGN

VALDEZ TRIANGLE DESIGN CONCEPT

The Valdez Triangle is envisioned as a retail destination for Oakland residents and the broader East Bay, with housing, generous sidewalks and plazas, and active storefronts, in a mix of reused historic buildings and new architecture.

NORTH END DESIGN CONCEPT

The North End is envisioned as an attractive mixed-use district centered on Broadway that will link Downtown to the Piedmont/North Broadway areas

- Broadway: Broadway is the spine for the Plan Area and will serve as Downtown Oakland's "grand boulevard," linking the Broadway Valdez District to other key destinations from the Estuary to the Oakland Hills.
- Primary Access Streets: Provide primary regional and local access into the Plan Area from adjoining neighborhoods and regional freeways.
- Shopping Streets: In the Triangle, where retail destination is the primary objective, internal streets will accommodate local traffic but are designed to prioritize pedestrian traffic and window shopping.
- Neighborhood Streets: Serve as important local connector streets to adjoining neighborhoods.
- Gateways: Key intersections will be enhanced with improvements such as signage, plantings, lighting, special street design, and public art, and the design of private buildings to highlight these intersections as entry points into the Plan Area.
- Public Space Features: Plazas and small parks, are distributed throughout the Plan Area to highlight key activity nodes and entries, and to provide strategically located places for public gathering.
- Streetscape Improvements: Streets throughout the Plan Area will provide a more generous and attractive pedestrian environment with street trees, lighting, seating, and other streetscape furniture and amenities.
- Pedestrian Connections: Opportunities are identified for creating or enhancing pedestrian streets and passageways to enhance pedestrian activity in the Plan Area.
- Parks/Greenways: A linear park is proposed that will include the enhancement of the existing creekside frontage along Glen Echo Creek and the creation of a new creekside greenway between 29th and 30th streets.



Broadway Plaza concept (looking North from 25th street)



Existing plaza at the intersection of Broadway and Webster Street



Streetcsape outside "The Hive" on Broadway



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