



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.

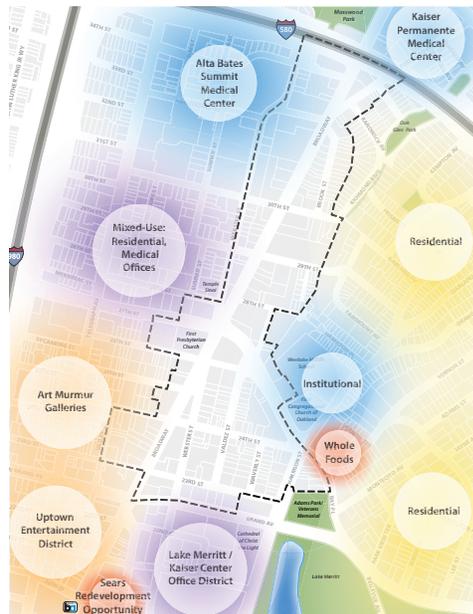
PROJECT AREA

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 2: Provide quality jobs, diverse housing opportunities, and a complementary mix of retail, dining, entertainment, and medical uses.

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.



