

FEEDBACK FORM / 回饋表格

Name / 姓名: [REDACTED]

Email / 電子郵件: [REDACTED]

Address / 地址: [REDACTED]

*Please use the back or attach additional sheets, as needed. 請使用背面或另附紙, 如果你需要

1. What would you like to be able to shop for in Oakland?

你希望能在Oakland購買什麼東西?

hardware
yarn
fabric
inexpensive
restaurants
thrift/vintage
art
tea
baths
japanese-style
bathhouse)
locally-made
clothing
crafts
chocolate
baked goods

Anything from locally-owned, independent businesses.
(eco-friendly) + resale.

No big-box corporate stores!

2. What kind of housing options would you like to see in the Plan Area?

什麼樣的住房選擇你希望看到在百老匯VALDEZ區面積?

Affordable housing so that the artists and current residents are not pushed out.

3. What improvements would make the Broadway Valdez District more attractive?

什麼樣的改善將使百老匯VALDEZ區更具吸引力?

More trees! Turn empty car dealership lots into parks! or Community Gardens

+bike lanes → More bicycle racks. Use the beautiful historic buildings, don't tear them down.

Public art by local artists.

Streetcar would be cool

4. What would encourage you to walk in the District?

什麼使更多的適合步行區?

Mini Parks
More trees! Street food. Murals. Facade improvement, historic building preservation.

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Email / 電子郵件: bvdsp@oaklandnet.com Mailing Address / 地址: Alisa Shen, City of Oakland -

Planning and Zoning, 250 Frank Ogawa Plaza, Ste. 3315, Oakland CA 94612 Phone / 電話: 238-7905

Broadway Valdez District Specific Plan / 百老匯VALDEZ區 特定計劃社區會議

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5. Do you have any additional thoughts you would like to share?

你是否有任何其他想法，你想分享？

Protect small / independent businesses / ~~small~~ galleries from being pushed out by rising rents or big business buying up those parcels of land.

NOT WANT CREEK
NOT BAY STREET
← The rest of the city gets along fine without selling out.
- Piedmont Av
- Tenesca
- College Ave etc.

6. Overall, how would you rate this meeting? (1=Useful ↔ 5= Not Useful)

整體來說，你對此社區講習會的評級如何？(1 = 十分有用 ↔ 5 = 沒有用處)

7. Do you have any suggestions for this or future community meetings?

你對未來的講習會是否有任何建議？

visuals

Thank you for your time and input! 謝謝你的時間和意見！

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1. What would you like to be able to shop for in Oakland?

你希望能在Oakland購買什麼東西?

bookstore, relocate Piedmont Ave library
affordable family style restaurants along with more upscale
union grocery & pharmacy hardware
theater nursery
Best Buy? Old Navy as anchors?
furniture

2. What kind of housing options would you like to see in the Plan Area?

什麼樣的住房選擇你希望看到在百老匯VALDEZ區面積?

affordable, keeping with the architectural style
that makes the building here so beautiful.
Keep Oakland's beautiful structures

3. What improvements would make the Broadway Valdez District more attractive?

什麼樣的改善將使百老匯VALDEZ區更具吸引力?

4. What would encourage you to walk in the District?

什麼使更多的適合步行區?

lights, nice patios,
easier to cross the streets

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5. Do you have any additional thoughts you would like to share?

你是否有任何其他想法，你想分享？

no big box stores

no target any size

no walmart any size

~~no~~

6. Overall, how would you rate this meeting? (1=Useful $\leftrightarrow$ 5= Not Useful)

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你對未來的講習會是否有任何建議？

spoke about jobs. Oakland needs jobs that we can support ourselves on. Not retail jobs where people only are given 15-20 hrs a week if they are lucky, but full time jobs with benefits.

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1. What would you like to be able to shop for in Oakland?

你希望能在Oakland購買什麼東西?

MORE affordable Grocery Stores near by also MORE
Restaurants and coffee shops that are close by
and reasonable.

2. What kind of housing options would you like to see in the Plan Area?

什麼樣的住房選擇你希望看到在百老匯VALDEZ區面積?

affordable housing for all ages

3. What improvements would make the Broadway Valdez District more attractive?

什麼樣的改善將使百老匯VALDEZ區更具吸引力?

less empty storefronts MORE lighting

4. What would encourage you to walk in the District?

什麼使更多的適合步行區?

MORE attractive Buildings MORE consistent
paving on sidewalks particular Valdez

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你是否有任何其他想法，你想分享？

Living in the area neighborhood I can see
great potential in all areas for everyone.

6. Overall, how would you rate this meeting? (1=Useful ↔ 5= Not Useful)

整體來說，你對此社區講習會的評級如何？(1 = 十分有用 ↔ 5 = 沒有用處)

#1 useful to create hope and interest

7. Do you have any suggestions for this or future community meetings?

你對未來的講習會是否有任何建議？

More often to build momentum

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FEEDBACK FORM / 回饋表格

Name / 姓名: Christina Verone

Email / 電子郵件: _____

Address / 地址: 2550 Broadway, Oakland, CA 94612

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1. What would you like to be able to shop for in Oakland?

你希望能在Oakland購買什麼東西?

REASONABLY PRICED LIVING ROOM FURNITURE AND ACCESSORIES,
" " " " MATTRESS
MUSIC CD's AND DVD - GROCERIES
~~OR~~ MEDICATIONS, TOILETRIES, PERSONAL ITEMS.
~~also small businesses~~

2. What kind of housing options would you like to see in the Plan Area?

什麼樣的住房選擇你希望看到在百老匯VALDEZ區面積?

Affordable housing for low income families, (including children). Housing for the working class - such as - Apartments & Condos, which would help increase retail and shoppers.

3. What improvements would make the Broadway Valdez District more attractive?

什麼樣的改善將使百老匯VALDEZ區更具吸引力? Similar to rest-stops - Mini-parks scattered throughout - covered the size of a living room, with a few benches, small trees - Useful for seniors, mothers with small children to rest or take a break from shopping. Similar to what San Francisco has in various districts.

4. What would encourage you to walk in the District?

什麼使更多的適合步行區? Effective safety measures, Attractive ~~space~~ and active area - Brighter and livelier atmosphere with stores and coffee shops that are opened later than 5pm.

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5. Do you have any additional thoughts you would like to share?

你是否有任何其他想法，你想分享？

Will the plan include a shopping mall?
~~for~~ It would enclose more retail and restaurants;
therefore ^{creating} a greater flow of people.

6. Overall, how would you rate this meeting? (1=Useful ↔ 5= Not Useful) #1

整體來說，你對此社區講習會的評級如何？(1 = 十分有用 ↔ 5 = 沒有用處)

There should be more meetings, such as this —
so that people are more aware of what's to
take place for future Oakland, and create more interest

I like that those attending were able
to give feedback.

7. Do you have any suggestions for this or future community meetings?

你對未來的講習會是否有任何建議？

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你希望能在Oakland購買什麼東西?

- outdoor gear - REI, Sports Basement
- shoes - higher end comfy shoes like at Berkeley's Walk Shop
- library - a good bakery like Arizmendi or Freestone
- post office
- chocolate shop

2. What kind of housing options would you like to see in the Plan Area?

什麼樣的住房選擇你希望看到在百老匯VALDEZ區面積?

- above stores
- some complexes that may have offices, too

3. What improvements would make the Broadway Valdez District more attractive?

什麼樣的改善將使百老匯VALDEZ區更具吸引力?

- packet parks, excellent bike parking - ^{bike} parking corrals AND individual spaces in front of all stores
- fewest curb cuts possible (i.e. driveways)

4. What would encourage you to walk in the District?

什麼使更多的適合步行區?

- Destinations
- no long ugly facades
- ped-scale lighting
- benches
- street trees, other shrubs/greenery

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你是否有任何其他想法，你想分享？

6. Overall, how would you rate this meeting? (1=Useful ↔ 5= Not Useful)
整體來說，你對此社區講習會的評級如何？(1 = 十分有用 ↔ 5 = 沒有用處)

More visuals

7. Do you have any suggestions for this or future community meetings?
你對未來的講習會是否有任何建議？

small format - break out groups

Thank you for your time and input! 謝謝你的時間和意見！

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1. What would you like to be able to shop for in Oakland?

你希望能在Oakland購買什麼東西?

- mass market retail: macys, target, kohls, gap, bannana republic, basic mall stores
- locally made goods: food, art, clothing, sundaries
- complete neighborhood amenities: grocery, drug store, dry cleaners etc.
- local bookstores
- small theater for community plays
- smart big box development (underground parking no surface lots)

(downtown
walnut
creek is
good)

2. What kind of housing options would you like to see in the Plan Area?

什麼樣的住房選擇你希望看到在百老匯 VALDEZ 區面積?

- dense housing: rental + purchase (around adams point level ~ 15K ppl)
- family friendly: options 1-3 bedroom homes, 4 bedroom homes
- 5-8 story buildings + some higher buildings
- mixed income housing (in the same building)

3. What improvements would make the Broadway Valdez District more attractive?

什麼樣的改善將使百老匯 VALDEZ 區更具吸引力?

- lighting, landscaping, well maintained sidewalks
- parks, infill garden (for an empty lot), mini parks w/ landscaping
- less parking lots, fewer curb cuts cutouts
- wide streets - pedestrian plaza type w/ wide sidewalks + sidewalk dining

4. What would encourage you to walk in the District?

什麼使更多的適合步行區?

- lighting, more foot traffic, restaurants with sidewalk seating
- right now it feels to dark to walk around
- traffic calming would be good - cars speed through
- better bus shelters
- reduced light + better safety

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5. Do you have any additional thoughts you would like to share?

你是否有任何其他想法，你想分享？

- how will Broadway Valdez connect to the community - make it a round the clock neighborhood
- contiguous development that is consolidated
- I'd like to preserve some historic structures but not letting the ~~dev~~ reuse prevent development (facade reuse is good when it is continuous, but be practical)
- fragrant landscaping: @ Jasmine + rosemary ...
- I want continuous streets w/ no surface parking on the main corridor
- local library branch

6. Overall, how would you rate this meeting? (1=Useful $\leftrightarrow$ 5= Not Useful)

整體來說，你對此社區講習會的評級如何？(1 = 十分有用 $\leftrightarrow$ 5 = 沒有用處)

3 good update meeting, but I was hoping for more info on exactly how far we need to go

what buildings are leased + for how long

7. Do you have any suggestions for this or future community meetings?

你對未來的講習會是否有任何建議？

- 1) What is planned and approved in terms of new openings + ~~development~~ development
- 2) map of what is here now + available
- 3) use the meeting to ~~demo~~ demonstrate to Oaklanders to dream bigger (explaining the demographic rings + retail leakage)
- 4) Prepare a homepage guide on the definitions of key terms + definitions
- 5) do a better recap on why the corridor was chosen

Thank you for your time and input! 謝謝你的時間和意見！

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1. What would you like to be able to shop for in Oakland?

你希望能在Oakland購買什麼東西?

thrift
vintage
fabric
tea
art

Anything from local, independent businesses.

Environmentally friendly items from environmentally responsible businesses.

socially responsible items from socially responsible businesses.

2. What kind of housing options would you like to see in the Plan Area?

什麼樣的住房選擇你希望看到在百老匯VALDEZ區面積?

locally
made
clothing
crafts

A wide variety of affordable housing so people aren't pushed out. Preserve historic homes + apartments, don't destroy them to build box apartments.

3. What improvements would make the Broadway Valdez District more attractive?

什麼樣的改善將使百老匯VALDEZ區更具吸引力?

Bicycle Racks, Trees, Murals by local artists and graffiti artists. Bike lanes.

Open all the empty lots to allow parking.

Turn some of the empty lots into parks.

Nice bus stop benches.

Community gardens.

4. What would encourage you to walk in the District?

什麼使更多的適合步行區?

Trees that are well cared for and lots of them.

Street food. Get people who actually know about landscaping to plan new plantings in medians.

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5. Do you have any additional thoughts you would like to share?

你是否有任何其他想法，你想分享？

Why aren't the Free B's hours from 4_{pm} - 11_{pm}?
It would encourage all the people who work
in downtown to stay, move around to diff.
businesses, restaurants, and then hop on BART.

6. Overall, how would you rate this meeting? (1=Useful ↔ 5= Not Useful)

整體來說，你對此社區講習會的評級如何？(1 = 十分有用 ↔ 5 = 沒有用處)

1

~~7. Do you have any suggestions for this or future community meetings?~~

你對未來的講習會是否有任何建議？

protect ~~that~~ independent businesses and
organizations from being pushed out of their
spaces due to rising rents as a result of
development.

NOT BAY STREET

It is boring
garbage

Thank you for your time and input

謝謝你的時間和意見！

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1. What would you like to be able to shop for in Oakland?

你希望能在Oakland購買什麼東西?

I WANT TO BE ABLE TO BUY CLOTHES.
I WANT TO BE ABLE TO EAT BART @ 19th ON A
WEEKDAY EVENING AND BE ABLE TO WALK TO RETAIL
THAT IS OPEN IN THE EVENING.
A DEPARTMENT STORE LIKE MACY'S WOULD BE NICE.

2. What kind of housing options would you like to see in the Plan Area?

什麼樣的住房選擇你希望看到在百老匯VALDEZ區面積?

- 1) AS MUCH HOUSING AS POSSIBLE UNDER THE UPDATED ZONING AND THROUGH DENSITY BONUSES.
- 2) A MIX OF MARKET-RATE AND AFFORDABLE TO ENCOURAGE A DIVERSITY OF INCOME LEVELS.
- 3) S/B MIX OF OWNERSHIP AND RENTAL.

3. What improvements would make the Broadway Valdez District more attractive?

什麼樣的改善將使百老匯VALDEZ區更具吸引力?

MORE RETAIL, MORE PEOPLE,
LESS EMPTY STOREFRONTS AND PARKING LOTS.
OCCASIONAL MINI-PARKS OR POCKET PARKS
TO CREATE OASES OF GREENERY.

4. What would encourage you to walk in the District?

什麼使更多的適合步行區?

MORE PEOPLE ON THE STREET SO IT FEELS AND
IS SAFE TO WALK IN THE DISTRICT.
THIS MEANS MORE PEOPLE WOULD NEED TO
LIVE IN THE DISTRICT. SO BUILD HOUSING
FIRST.
3

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5. Do you have any additional thoughts you would like to share?

你是否有任何其他想法，你想分享？

I REALLY HOPE THIS COMES TO FRUITION
SOONER RATHER THAN LATER.
I DO NOT WANT TO SEE THE CITY "SHAKEN DOWN"
BY RECALCITRANT LAND-OWNERS HOLDING OUT
FOR EXHORBZANT PRICES FOR THEIR EMPTY LOTS.

6. Overall, how would you rate this meeting? (1=Useful ↔ 5= Not Useful)

整體來說，你對此社區講習會的評級如何？(1 = 十分有用 ↔ 5 = 沒有用處)

I WOULD RATE IT #1

7. Do you have any suggestions for this or future community meetings?

你對未來的講習會是否有任何建議？

PERHAPS BREAKOUT SESSIONS ORGANIZED
BY INTERESTS. i.e. HOUSING GROUP, RETAIL GROUP,
TRANSIT GROUP, ETC. SO PEOPLE COULD FOCUS
ON THEIR POINTS OF INTEREST.

Thank you for your time and input! 謝謝你的時間和意見！

YOU'RE WELCOME!

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1. What would you like to be able to shop for in Oakland?

你希望能在Oakland購買什麼東西?

CLOTHES, HOUSEWARES
FURNITURE, FOOD, RESTAURANTS

2. What kind of housing options would you like to see in the Plan Area?

什麼樣的住房選擇你希望看到在百老匯VALDEZ區面積?

3. What improvements would make the Broadway Valdez District more attractive?

什麼樣的改善將使百老匯VALDEZ區更具吸引力?

EXTEND FREE BUS
TO PIEDMONT AVE!

4. What would encourage you to walk in the District?

什麼使更多的適合步行區?

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Broadway Valdez District Specific Plan / 百老匯VALDEZ區 特定計劃社區會議

FEEDBACK FORM / 回饋表格

5. Do you have any additional thoughts you would like to share?

你是否有任何其他想法，你想分享？

6. Overall, how would you rate this meeting? (1=Useful ↔ 5= Not Useful)

整體來說，你對此社區講習會的評級如何？(1 = 十分有用 ↔ 5 = 沒有用處)

3

7. Do you have any suggestions for this or future community meetings?

你對未來的講習會是否有任何建議？

Thank you for your time and input! 謝謝你的時間和意見！

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Email / 電子郵件: [redacted]

Address / 地址: [redacted]

*Please use the back or attach additional sheets, as needed. 請使用背面或另附紙, 如果你需要

1. What would you like to be able to shop for in Oakland?

你希望能在Oakland購買什麼東西?

clothes, shoes = Macy's

2. What kind of housing options would you like to see in the Plan Area?

什麼樣的住房選擇你希望看到在百老匯VALDEZ區面積?

3. What improvements would make the Broadway Valdez District more attractive?

什麼樣的改善將使百老匯VALDEZ區更具吸引力?

Trees, clean up the streets of potholes etc.

4. What would encourage you to walk in the District?

什麼使更多的適合步行區?

retail/entertainment density

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你是否有任何其他想法，你想分享？

A mix of retail w/ independent, local owned business.

6. Overall, how would you rate this meeting? (1=Useful ↔ 5= Not Useful)

整體來說，你對此社區講習會的評級如何？(1 = 十分有用 ↔ 5 = 沒有用處)

① Very useful.

7. Do you have any suggestions for this or future community meetings?

你對未來的講習會是否有任何建議？

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1. What would you like to be able to shop for in Oakland?

你希望能在Oakland購買什麼東西?

1. High End - Outlets - not Low & Cheap -
Higher - Destination for SF Regional Shoppers
2. Local-focused retail

2. What kind of housing options would you like to see in the Plan Area?

什麼樣的住房選擇你希望看到在百老匯VALDEZ區面積?

Mix: Some affordable
" high end

3. What improvements would make the Broadway Valdez District more attractive?

什麼樣的改善將使百老匯VALDEZ區更具吸引力?

Miniparks, Extension of free shuttle

4. What would encourage you to walk in the District?

什麼使更多的適合步行區?

Shuttle

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5. Do you have any additional thoughts you would like to share?
你是否有任何其他想法, 你想分享?

Satisfying Real Estate speculators should not be the task.

6. Overall, how would you rate this meeting? (1=Useful ↔ 5= Not Useful)

整體來說, 你對此社區講習會的評級如何? (1 = 十分有用 ↔ 5 = 沒有用處)

O.K. - Fresh Start

7. Do you have any suggestions for this or future community meetings?
你對未來的講習會是否有任何建議?

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1. What would you like to be able to shop for in Oakland?

你希望能在Oakland購買什麼東西?

Clothing, shoes

Gifts (books, DVDs, greeting cards)

Home Needs & Furnishings (decorative, rugs)

2. What kind of housing options would you like to see in the Plan Area?

什麼樣的住房選擇你希望看到在百老匯VALDEZ區面積?

Apartments

Affordable for a range of incomes

Studios

Condos

3. What improvements would make the Broadway Valdez District more attractive?

什麼樣的改善將使百老匯VALDEZ區更具吸引力?

Better walking environment

Community services (library, pharmacy)

Good street lighting

4. What would encourage you to walk in the District?

什麼使更多的適合步行區?

interesting store fronts

Cafes, Restaurants

Plazas, Parks

able to see what is going on
(not now Picañ &
Ozumo are unseen
from the street)

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5. Do you have any additional thoughts you would like to share?

你是否有任何其他想法，你想分享？

looking forward to seeing what's next
⇒ Materials should have larger fonts
for seniors to read easily

6. Overall, how would you rate this meeting? (1=Useful ↔ 5= Not Useful)

整體來說，你對此社區講習會的評級如何？(1 = 十分有用 ↔ 5 = 沒有用處)

3 ⇒ great that community members got a chance
to share ideas

Seems like many were confused about how much
of the plan has been completed and
where we are in the process.

7. Do you have any suggestions for this or future community meetings?

你對未來的講習會是否有任何建議？

⇒ More visuals

⇒ small groups

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1. What would you like to be able to shop for in Oakland?

你希望能在Oakland購買什麼東西?

Catherine's, J J May, Marshalls,
JCPenney, Kress,

2. What kind of housing options would you like to see in the Plan Area?

什麼樣的住房選擇你希望看到在百老匯VALDEZ區面積?

Affordable Housing

3. What improvements would make the Broadway Valdez District more attractive?

什麼樣的改善將使百老匯VALDEZ區更具吸引力?

Movie, Pharmacy, Grocery Store,

4. What would encourage you to walk in the District?

什麼使更多的適合步行區?

More Walking Path, Bike Lanes,

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5. Do you have any additional thoughts you would like to share?

你是否有任何其他想法，你想分享？

We need to put a gig order
for reporting crime. All the
other nearby city suppose to
have one. Retire will not want to
come to our area.

6. Overall, how would you rate this meeting? (1=Useful ↔ 5= Not Useful)

整體來說，你對此社區講習會的評級如何？(1 = 十分有用 ↔ 5 = 沒有用處)

(2)

7. Do you have any suggestions for this or future community meetings?

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1. What would you like to be able to shop for in Oakland?

你希望能在Oakland購買什麼東西? *Resale + Consignment shops,*

Books, Groceries, Fresh produce, General Merchandise such as from Target, Kohl's (range of affordable items like CVS at 51st St)

Groceries - Basic, not fancy like Whole Foods but essentials plus produce like FARMER Joe's at 35th St + McArthur in Laurel neighborhood. (Contact Joe Tom, owner!)

2. What kind of housing options would you like to see in the Plan Area?

什麼樣的住房選擇你希望看到在百老匯VALDEZ區面積?

Affordable Housing, Mixed Income, apartments, Senior, family & multi generation rental + ownership options.

3. What improvements would make the Broadway Valdez District more attractive?

什麼樣的改善將使百老匯VALDEZ區更具吸引力?

Public space like Ogawa Plaza, performance + dining places.

4. What would encourage you to walk in the District?

什麼使更多的適合步行區?

Retail, small and large, consumer basics not necessarily fancy stuff like Rockridge. Alameda's Park St. is one model.

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你是否有任何其他想法，你想分享？

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整體來說，你對此社區講習會的評級如何？(1 = 十分有用 ↔ 5 = 沒有用處)

Very respectful & inclusive. Thank you.

7. Do you have any suggestions for this or future community meetings?

你對未來的講習會是否有任何建議？

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1. What would you like to be able to shop for in Oakland?

你希望能在Oakland購買什麼東西?

- groceries (produce, bakery, coffee) - Fresh n Easy or other footprint small model (not just a drugstore - we have that on Telegraph)
- variety store like Super Long's (great idea!)
- Looknare - Crate + Barrel is needed (closest are in Walnut Creek + SF - none in Alameda City) + could be a store to drive in East Bay + SF - none in Alameda City
- Small, local shops - Piedmont, Telegraph as models (Tremersal) but outlet)

2. What kind of housing options would you like to see in the Plan Area?

什麼樣的住房選擇你希望看到在百老匯 VALDEZ 區面積?

- Housing over retail (6-8 stories, lower where adjacent to historic buildings)
- Family housing

3. What improvements would make the Broadway Valdez District more attractive?

什麼樣的改善將使百老匯 VALDEZ 區更具吸引力?

- Better sidewalks - fixed route transit to encourage developer investment
- Fill vacant lots! Ped lighting, security phones or other safety features for "dead zones" - scary to walk thru 24hr! WMac when nothing is open. (But noticeable change for better thru 19th St, + 24hr post-uptown development - people are out - great!

4. What would encourage you to walk in the District?

什麼使更多的適合步行區?

- Shopping, library, restaurants (evening hours!)
- School (elementary - neighborhood school closed in 70s and closest are on Piedmont + Grand Lake) - neighborhood parents would love nearby charter, private, etc. options beyond St. Paul's
- Grocery w/ fresh produce (Grocery outlet is even if OUSD doesn't need a school here. terrible for this) - Bakery - Coffee shop

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see success of whole Foods coffee shop, Commonwealth restaurant - there's a huge need!

FEEDBACK FORM / 回饋表格

5. Do you have any additional thoughts you would like to share?

你是否有任何其他想法，你想分享？

Don't use term "high-density" - people hear "high-rise"
Talk about heights, stories, etc. - neighborhood is in a tizzy
over the 30-story buildings they think are coming! You can
have density without height.

6. Overall, how would you rate this meeting? (1=Useful ↔ 5= Not Useful)

整體來說，你對此社區講習會的評級如何？(1 = 十分有用 ↔ 5 = 沒有用處)

3

7. Do you have any suggestions for this or future community meetings?

你對未來的講習會是否有任何建議？

- Move visuals to react to
- Small group or interactive format
- child care (hard to hear over kids!)

Thank you for your time and input! 謝謝你的時間和意見！

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1. What would you like to be able to shop for in Oakland?

你希望能在Oakland購買什麼東西?

- Food, Healthy, Grocery (Berkeley Bowl)
- Bakery, hair salon
- Bike repair
- small street
- Mkt Hall
- BANKS

- Renovated car repair building (brick)
- Cohesion but not branding
- Sustainable Cab
- Wine / jazz bar (e.g. Yoshis)
- book/education store

- Street furniture
- Sculpture
- Light Art
- Sustainable sidewalk design for more permeation + capture surface run-off.
- Room for mobile Kiosk vending
- Extend the green

2. What kind of housing options would you like to see in the Plan Area?

什麼樣的住房選擇你希望看到在百老匯VALDEZ區面積?

Mixture of scales

Contemporary not historic

High quality materials not wood which looks old quickly

Solar energy capture

State-of-the-art water / energy resource capture + reuse.

bus line all the way to Kaiser/McArthur.

3. What improvements would make the Broadway Valdez District more attractive?

什麼樣的改善將使百老匯VALDEZ區更具吸引力?

→ Smaller lot sizes

when one is ^{one} ~~delapidated~~ fallen into disrepair

the 'hole' on the street is smaller

→ Sidewalk, street/parking / bike accommodation

→ Eminent domain or high tax levy on property owners who do not maintain neighborhood standards

→ get all private bus lines with existing shuttle systems to invest in the green bus +

eliminate many shuttle buses in Oakland

4. What would encourage you to walk in the District?

什麼使更多的適合步行區?

→ Clean building

→ cohesion in signage (not too many posters in windows)

→ A city committed to being the best + enforces standards.

→ Reachvale Mosswood Park

→ Narrow Broadway by 1 lane

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Preserve the character of the Area! Why

It's old + delapidated + the very reason we're here!!

Broadway Valdez District Specific Plan / 百老匯VALDEZ區 特定計劃社區會議
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5. Do you have any additional thoughts you would like to share?
你是否有任何其他想法, 你想分享?

6. Overall, how would you rate this meeting? (1=Useful ↔ 5= Not Useful)
整體來說, 你對此社區講習會的評級如何? (1 = 十分有用 ↔ 5 = 沒有用處)

7. Do you have any suggestions for this or future community meetings?
你對未來的講習會是否有任何建議?

Thank you for your time and input! 謝謝你的時間和意見!

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1. What would you like to be able to shop for in Oakland?
你希望能在Oakland購買什麼東西?

gardening supplies

outdoor gear - such as REI and
boating supply stores
high end consignment for all ages
fabric & sewing
art

2. What kind of housing options would you like to see in the Plan Area?
什麼樣的住房選擇你希望看到在百老匯VALDEZ區面積?

school supplies, kid books

affordable homes for people 50-80-120%
AMG
green housing
a variety of types - apt., garden apt.,
town home, midrise

3. What improvements would make the Broadway Valdez District more attractive?
什麼樣的改善將使百老匯VALDEZ區更具吸引力?

fill in all the infill sites
gorgeous public spaces to hang out
green, tree lined streets w/ nice
benches & lighting

4. What would encourage you to walk in the District?
什麼使更多的適合步行區?

There is a sense of place / destination
& places to go
good people watching - variety of people
places for my kids to climb (scalp, safe fountain)

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5. Do you have any additional thoughts you would like to share?

你是否有任何其他想法，你想分享？

look at DC's Columbia Heights
for multistory retail, Target ++,
shared parking for retail &
hsg.

6. Overall, how would you rate this meeting? (1=Useful ↔ 5= Not Useful)

整體來說，你對此社區講習會的評級如何？(1 = 十分有用 ↔ 5 = 沒有用處)

7. Do you have any suggestions for this or future community meetings?

你對未來的講習會是否有任何建議？

more visuals

Thank you for your time and input! 謝謝你的時間和意見！

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1. What would you like to be able to shop for in Oakland?

你希望能在Oakland購買什麼東西?

*Clothes, i.e. Capsules, etc.
Food: grocery & restaurants
Hardware merchandise
*Grocery, healthy shoes
Pharmacy
Stationery
Furniture

2. What kind of housing options would you like to see in the Plan Area?

什麼樣的住房選擇你希望看到在百老匯VALDEZ區面積?

Condos - expensive & affordable — Mixed
Town Homes
Rentals
~~Health Clinics~~ already in place

3. What improvements would make the Broadway Valdez District more attractive?

什麼樣的改善將使百老匯VALDEZ區更具吸引力?

open spaces / mini parks
trees
green areas
jogs

4. What would encourage you to walk in the District?

什麼使更多的適合步行區?

Benches
flowers
Creek
Cycles
Safety — snow side walks, etc.

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5. Do you have any additional thoughts you would like to share?

你是否有任何其他想法，你想分享？

6. Overall, how would you rate this meeting? (1=Useful ↔ 5= Not Useful)

整體來說，你對此社區講習會的評級如何？(1 = 十分有用 ↔ 5 = 沒有用處)

1.

7. Do you have any suggestions for this or future community meetings?

你對未來的講習會是否有任何建議？

Discussion —

Thank you for your time and input! 謝謝你的時間和意見！

Contact Us / 聯絡我們:

Email / 電子郵件: bvdsp@oaklandnet.com Mailing Address / 地址: Alisa Shen, City of Oakland –
Planning and Zoning, 250 Frank Ogawa Plaza, Ste. 3315, Oakland CA 94612 Phone / 電話: 238-7905



FEEDBACK FORM / 回饋表格

Name / 姓名: _____

Email / 電子郵件: _____

Address / 地址: _____

*Please use the back or attach additional sheets, as needed. 請使用背面或另附紙, 如果你需要

1. What would you like to be able to shop for in Oakland? WE HAVE NOTHING & NEED
你希望能在Oakland購買什麼東西? EVERYTHING. COMPARISON GOODS - CLOTHES,
SHOES, (MACY'S, JOHNSON & MURPHY, Victoria Secret, KATE SPADE, ~~AT THE GAP~~,
etc) WILLIAMS-SONOMA, CROCK & BARREL, NEED A REAL ^{or}
GROCERY STORE (NOT GROCERY OUTLET) MAYBE A SAFEWAY, ^{or} WEGMANS,
ALSO NEED A DRUGSTORE, w/ the additional people we will need
a drug store, TRUE RELIGION, JES, 7th-ALL MANKIND, GYM & OUTDOOR
PLAY SPACE, PARKED BROAD

2. What kind of housing options would you like to see in the Plan Area? LOTS OF IT ABOVE
什麼樣的住房選擇你希望看到在百老匯VALDEZ區面積? RETAIL. TO SUPPORT
A 24 HR DOWNTOWN WE NEED MORE HOUSING. BASED ON
~~BASED~~ OBSERVATION OF 1 BLDG, THERE IS A STRONG MIX
OF YOUNG, SINGLE & COUPLE, EMPTY NESTERS, MIDDLE AGE 35-55
i.e. every the imaginable age group & family type is present.
Mini parks to support families & encourage walking

3. What improvements would make the Broadway Valdez District more attractive?
什麼樣的改善將使百老匯VALDEZ區更具吸引力? HIGH DENSITY, HIGH DENSITY
HIGH DENSITY - DON'T play lip service to the developers.
This area cries out for high density residential
living - residential living ~~needs~~ also needs to include
ZIPCAR, THIS ~~PLACE~~ AREA CRIES OUT FOR ACTIVE
GYM SPACE, ROCK CLIMBING, BREAKFAST rest.

4. What would encourage you to walk in the District?
什麼使更多的適合步行區? I already WALK in the district, but
if you could break it up w/ parks, that would be
helpful

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5. Do you have any additional thoughts you would like to share?

你是否有任何其他想法，你想分享？
need park space, need to incorporate connectivity to other neighborhoods, high density, high density, high density, need companion good shopping, pedestrian friendly, retain the ARTS feature, need pet friendly & pet serving businesses need to expand medical, ESPN, REI BAR

6. Overall, how would you rate this meeting? (1=Useful ↔ 5= Not Useful)

整體來說，你對此社區講習會的評級如何？(1 = 十分有用 ↔ 5 = 沒有用處)

3

7. Do you have any suggestions for this or future community meetings?

你對未來的講習會是否有任何建議？

I got here late but pictures and handouts would be nice

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1. What would you like to be able to shop for in Oakland?

你希望能在Oakland購買什麼東西?

2. What kind of housing options would you like to see in the Plan Area?

什麼樣的住房選擇你希望看到在百老匯VALDEZ區面積?

3. What improvements would make the Broadway Valdez District more attractive?

什麼樣的改善將使百老匯VALDEZ區更具吸引力?

4. What would encourage you to walk in the District?

什麼使更多的適合步行區?

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你是否有任何其他想法, 你想分享?

6. Overall, how would you rate this meeting? (1=Useful ↔ 5= Not Useful)

整體來說, 你對此社區講習會的評級如何? (1 = 十分有用 ↔ 5 = 沒有用處)

Thank you for allowing us an opportunity to hear what is possible for Oakland and to be a part of the process. We are very excited about the possibilities!

7. Do you have any suggestions for this or future community meetings?

你對未來的講習會是否有任何建議?

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1. What would you like to be able to shop for in Oakland?

你希望能在Oakland購買什麼東西?

Yes, I would shop in Oakland

2. What kind of housing options would you like to see in the Plan Area?

什麼樣的住房選擇你希望看到在百老匯VALDEZ區面積?

afford housing, for low-income family

3. What improvements would make the Broadway Valdez District more attractive?

什麼樣的改善將使百老匯VALDEZ區更具吸引力?

Railcar

More parks

less cars

4. What would encourage you to walk in the District?

什麼使更多的適合步行區?

Tree lined street

Well lighted

Less traffic

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5. Do you have any additional thoughts you would like to share?
你是否有任何其他想法，你想分享？

Keep existing building and limit
building new ones

6. Overall, how would you rate this meeting? (1=Useful $\leftrightarrow$ 5= Not Useful)
整體來說，你對此社區講習會的評級如何？(1 = 十分有用 $\leftrightarrow$ 5 = 沒有用處)

(1)

7. Do you have any suggestions for this or future community meetings?
你對未來的講習會是否有任何建議？

① Show more visual image of plans
② Show notes before presentation

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1. What would you like to be able to shop for in Oakland?

你希望能在Oakland購買什麼東西?

HARDWARE, GENERAL STORE (RITE AID, ETC.)
RAW MATERIALS, RESALE SHOPS

2. What kind of housing options would you like to see in the Plan Area?

什麼樣的住房選擇你希望看到在百老匯VALDEZ區面積?

AFFORDABLE, AFFORDABLE,
AFFORDABLE

3. What improvements would make the Broadway Valdez District more attractive?

什麼樣的改善將使百老匯VALDEZ區更具吸引力?

TREES, IMPROVED PUBLIC SAFETY,
BENCHES/BUS SHELTERS

4. What would encourage you to walk in the District?

什麼使更多的適合步行區?

I ALREADY DO WALK THERE.
IT IS QUIET, SUNNY AND PLEASANT.
PLEASE KEEP THAT IN MIND

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5. Do you have any additional thoughts you would like to share?

你是否有任何其他想法，你想分享？

- DISPLACED AFFORDABLE HOUSING MUST BE FACTORED INTO THE FINAL NUMBERS. TO DO OTHERWISE IS TO DECEIVE THE PUBLIC.
- WE NEED A WALKING TOUR.

6. Overall, how would you rate this meeting? (1=Useful ↔ 5= Not Useful)

整體來說，你對此社區講習會的評級如何？(1 = 十分有用 ↔ 5 = 沒有用處)

~~1~~

(3)

7. Do you have any suggestions for this or future community meetings?

你對未來的講習會是否有任何建議？

THE YOUNG ARCHITECT'S (WOMAN) COMMENTS AND SUGGESTIONS ABOUT INTERACTIVE COMMUNITY ENGAGEMENT AND INCREASED TRANSPARENCY MUST BE FOLLOWED.

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1. What would you like to be able to shop for in Oakland?

你希望能在Oakland購買什麼東西?

CLOTHES

2. What kind of housing options would you like to see in the Plan Area?

什麼樣的住房選擇你希望看到在百老匯 VALDEZ 區面積?

MEDIUM DENSITY / GARDEN TRES

3. What improvements would make the Broadway Valdez District more attractive?

什麼樣的改善將使百老匯 VALDEZ 區更具吸引力?

STREET - ENCOURAGE WALKING &
COMMUNITY ACTIVITIES & ENGAGEMENT
EX. SAN LUIS OBISPO, CA

4. What would encourage you to walk in the District?

什麼使更多的適合步行區?

OK

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5. Do you have any additional thoughts you would like to share?
你是否有任何其他想法, 你想分享?

WHAT OTHER TYPES DEVELOPMENT
WOULD ENCOURAGE THE PLAN SUCCESS?

6. Overall, how would you rate this meeting? (1=Useful ↔ 5= Not Useful)
整體來說, 你對此社區講習會的評級如何? (1 = 十分有用 ↔ 5 = 沒有用處)

SINCE, WE ARE DISCUSSING EARLY
PLANNING & PROGRAMMING IDEAS,
PRESENTATION RECEIVES 4.
HOWEVER, NEXT MEETING REQUIRES
MORE VISUALS.

7. Do you have any suggestions for this or future community meetings?
你對未來的講習會是否有任何建議?

GREAT VENUE --- !!

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Address / 地址: [REDACTED]

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1. What would you like to be able to shop for in Oakland?

你希望能在Oakland購買什麼東西?

cloth, yarn, sewing & crochet
& knitting supplies, art supplies, plants, garden supplies, household
furnishings, groceries, clothing, greeting & blank cards, nutritional
supplements, pet supplies, hardware, auto supplies, kitchen supplies

2. What kind of housing options would you like to see in the Plan Area?

什麼樣的住房選擇你希望看到在百老匯VALDEZ區面積?

3. What improvements would make the Broadway Valdez District more attractive?

什麼樣的改善將使百老匯VALDEZ區更具吸引力?

4. What would encourage you to walk in the District?

什麼使更多的適合步行區?

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5. Do you have any additional thoughts you would like to share?

你是否有任何其他想法，你想分享？

Please don't try to extend Richmond to 28th St. (plan VI).
You would have to tear out the deck in front of my house, leaving my house open to anyone to walk into my basement. The vacant lot on 28th is about 12 ft. lower than the street - the cliff is under my deck. If you regrade the street to eliminate the cliff, my neighbors

6. Overall, how would you rate this meeting? (1=Useful ↔ 5= Not Useful)

整體來說，你對此社區講習會的評級如何？(1 = 十分有用 ↔ 5 = 沒有用處)

and I will have to place ladders on the street to climb up to our front doors. The owner of the 28th St. lot wants to build an apartment house on that lot. Would you deny her a permit to build her apartment house to run the street through her lot?

7. Do you have any suggestions for this or future community meetings?

你對未來的講習會是否有任何建議？

Thank you for your time and input! 謝謝你的時間和意見！

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Email / 電子郵件: [REDACTED]

Address / 地址: [REDACTED]

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1. What would you like to be able to shop for in Oakland?

你希望能在Oakland購買什麼東西?

Upscale shopping
Discretionary goods (REI, Electronics, Apparel)
Groceries/Drugstores

2. What kind of housing options would you like to see in the Plan Area?

什麼樣的住房選擇你希望看到在百老匯VALDEZ區面積?

mixed use! & tall bldgs
density is good thing
for fighting climate change

3. What improvements would make the Broadway Valdez District more attractive?

什麼樣的改善將使百老匯VALDEZ區更具吸引力?

I like the street
calle! increase height limits

4. What would encourage you to walk in the District?

什麼使更多的適合步行區?

Streets w/ more trees, wide sidewalks
out door restaurant seating!
pocket parks
& fewer lanes for cars.

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5. Do you have any additional thoughts you would like to share?

你是否有任何其他想法，你想分享？

I think we should
aim for Pearl District
of Portland, OR
model

6. Overall, how would you rate this meeting? (1=Useful ↔ 5= Not Useful)

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你對未來的講習會是否有任何建議？

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1. What would you like to be able to shop for in Oakland?

你希望能在Oakland購買什麼東西?

Clothing, furniture, Apple Store, American Apparel,
gifts, cosmetics (i.e. like Body Shop)

2. What kind of housing options would you like to see in the Plan Area?

什麼樣的住房選擇你希望看到在百老匯VALDEZ區面積?

- thousands of homes for nearby workers
- capture value to provide affordable housing
(hundreds)

3. What improvements would make the Broadway Valdez District more attractive?

什麼樣的改善將使百老匯VALDEZ區更具吸引力?

outside dining, benches, plazas, street trees, bus shelters,
pocket parks - create parking benefits
district as is now being piloted in Moriclaire
to find streetscape improvements

4. What would encourage you to walk in the District?

什麼使更多的適合步行區?

"scrambler"
- wide sidewalks, bulbouts, crosswalks
like in Oakland Chinatown, bike lanes &
- housing that promoted safe streets really

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5. Do you have any additional thoughts you would like to share?

你是否有任何其他想法，你想分享？

If parking is too high, plan simply will not pencil out.. look to places like Walnut Creek, Santa Monica, Portland Pearl district & their current parking ratios to see what is feasible.

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整體來說，你對此社區講習會的評級如何？(1 = 十分有用 ↔ 5 = 沒有用處)

3

7. Do you have any suggestions for this or future community meetings?

你對未來的講習會是否有任何建議？

- More visual & specifics
- small group activities

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Email / 電子郵件: [REDACTED]

Address / 地址: _____

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1. What would you like to be able to shop for in Oakland?

你希望能在Oakland購買什麼東西?

Goods that were made by sweatshop-free labor,
Sold by workers that are preferably union, receive living
wages and benefits. Green, non-toxic products + services
(“3 free” nail salons, sustainable + locally made clothing, locally grown/
organic foods)

2. What kind of housing options would you like to see in the Plan Area?

什麼樣的住房選擇你希望看到在百老匯VALDEZ區面積?

Affordable, high density, accessible to reliable public
transit.

3. What improvements would make the Broadway Valdez District more attractive?

什麼樣的改善將使百老匯VALDEZ區更具吸引力?

More street greenery, maintained, well-lit parks + streets,
Frequent + late night transit, less car-centric structure.

4. What would encourage you to walk in the District?

什麼使更多的適合步行區?

Wider sidewalks, good lighting, better transit, more + wider
bike lanes, outdoor-seating establishments, housing
that promotes safety

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5. Do you have any additional thoughts you would like to share?

你是否有任何其他想法，你想分享？

Responsible parking ratios (e.g. Portland)

6. Overall, how would you rate this meeting? (1=Useful $\leftrightarrow$ 5= Not Useful)

整體來說，你對此社區講習會的評級如何？(1 = 十分有用 $\leftrightarrow$ 5 = 沒有用處)

4

7. Do you have any suggestions for this or future community meetings?

你對未來的講習會是否有任何建議？

- Small group, networking opportunities
- visual examples

Thank you for your time and input! 謝謝你的時間和意見！

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Name / 姓名: Ben Robertson

Email / 電子郵件: [REDACTED]

Address / 地址: [REDACTED]

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1. What would you like to be able to shop for in Oakland?
你希望能在Oakland購買什麼東西?

2. What kind of housing options would you like to see in the Plan Area?
什麼樣的住房選擇你希望看到在百老匯VALDEZ區面積?

As we begin our discussion of affordable Housing Development I would encourage the inclusion of housing for transitional age youth 18-24. I work at First Place For Youth, an agency that provides housing and services for former foster youth. This is one of Oakland's most vulnerable populations and as we begin to move forward I would encourage us not to forget the youth of our community.

3. What improvements would make the Broadway Valdez District more attractive?
什麼樣的改善將使百老匯VALDEZ區更具吸引力?

4. What would encourage you to walk in the District?
什麼使更多的適合步行區?

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Email / 電子郵件: bvdsp@oaklandnet.com Mailing Address / 地址: Alisa Shen, City of Oakland -

Planning and Zoning, 250 Frank Ogawa Plaza, Ste. 3315, Oakland CA 94612 Phone / 電話: 238-7905

Broadway Valdez District Specific Plan / 百老匯VALDEZ區 特定計劃社區會議
FEEDBACK FORM / 回饋表格

5. Do you have any additional thoughts you would like to share?
你是否有任何其他想法，你想分享？

6. Overall, how would you rate this meeting? (1=Useful ↔ 5= Not Useful)
整體來說，你對此社區講習會的評級如何？(1 = 十分有用 ↔ 5 = 沒有用處)

7. Do you have any suggestions for this or future community meetings?
你對未來的講習會是否有任何建議？

Thank you for your time and input! 謝謝你的時間和意見！

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Name / 姓名: [REDACTED]

Email / 電子郵件: [REDACTED]

Address / 地址: [REDACTED]

*Please use the back or attach additional sheets, as needed. 請使用背面或另附紙, 如果你需要

1. What would you like to be able to shop for in Oakland?

你希望能在Oakland購買什麼東西?

Yes - local produce, groceries, clothing, arts, restaurants
boutiques, bus. services., edu., health + fitness options
studio space,

2. What kind of housing options would you like to see in the Plan Area?

什麼樣的住房選擇你希望看到在百老匯VALDEZ區面積?

- mixed-use dev.
- multi-family apt. → small, low-dense multi-family housing opts
- mixed-income + multicultural housing options
- limit gentrification and give priorities to existing Oakland residence to own prop. in the area

3. What improvements would make the Broadway Valdez District more attractive?

什麼樣的改善將使百老匯VALDEZ區更具吸引力?

- Green mini space
- Urban garden
- space for children / elderly
- No more urinating in public
- outdoor cafes, restaurants
- Safety and well-lit walkways

4. What would encourage you to walk in the District?

什麼使更多的適合步行區?

More people walking around
No more public urinating
Greenscape
Good flow of traffic, cars, buses, bikes

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Email / 電子郵件: _____

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*Please use the back or attach additional sheets, as needed. 請使用背面或另附紙, 如果你需要

1. What would you like to be able to shop for in Oakland?

你希望能在Oakland購買什麼東西?

everyday items
Electronics
Clothing

Pharmacy
optical Glasses

2. What kind of housing options would you like to see in the Plan Area?

什麼樣的住房選擇你希望看到在百老匯VALDEZ區面積?

Town Houses

3. What improvements would make the Broadway Valdez District more attractive?

什麼樣的改善將使百老匯VALDEZ區更具吸引力?

Some small Cafes

4. What would encourage you to walk in the District?

什麼使更多的適合步行區?

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单车线尽快划好

早上经常发生单车与汽车相遇令人痛心。

Bicycle lanes need to be separated

There have been many accidents involved
bikes & cars in the morning.



Talking Points for Broadway/Valdez District Meeting
April 28th, 2011

My name is _____

I live at _____ which is a senior affordable housing development on 28th just up the hill.

I am excited that the city is planning for my neighborhood and look forward to a new vibrant neighborhood replacing empty lots and buildings.

As a senior we believe it is important to think about the big picture of successful retail and housing as well as the details including:

(Choose 1-2 from the list or ideas of your own based on your priorities)

- Making sure that all of the sidewalks have even pavement so it is safe for seniors to walk.
- Making sure the curb cuts lead someone in a wheelchair or scooters into the crosswalk and not into the street as many of them do currently.
- Creating a more pedestrian oriented Broadway by having the streetlights timed so a senior has enough time to get across Broadway safely before the light turns red.
- We would like to see bus shelters on 28th and Broadway so bus riders are not outside in the elements waiting for the bus. Bulb outs would have to be built to accommodate shelters.
- We would like the empty lots and empty buildings to be replaced by new businesses and housing.
- Oakland is an urban multi-cultural city. We would like the planning to reflect that. We would like to see a wide range of retail and street signs in the languages that reflect the diversity of Oakland.

① *Security is the first important thing!!*
As we all know, to make this vision happen we need Redevelopment funding. We hope you will join affordable residents and EBHO members in our fight to protect funding for affordable housing and community development.

Thank you in advance for considering the needs of Oaklanders of all income levels in your planning.