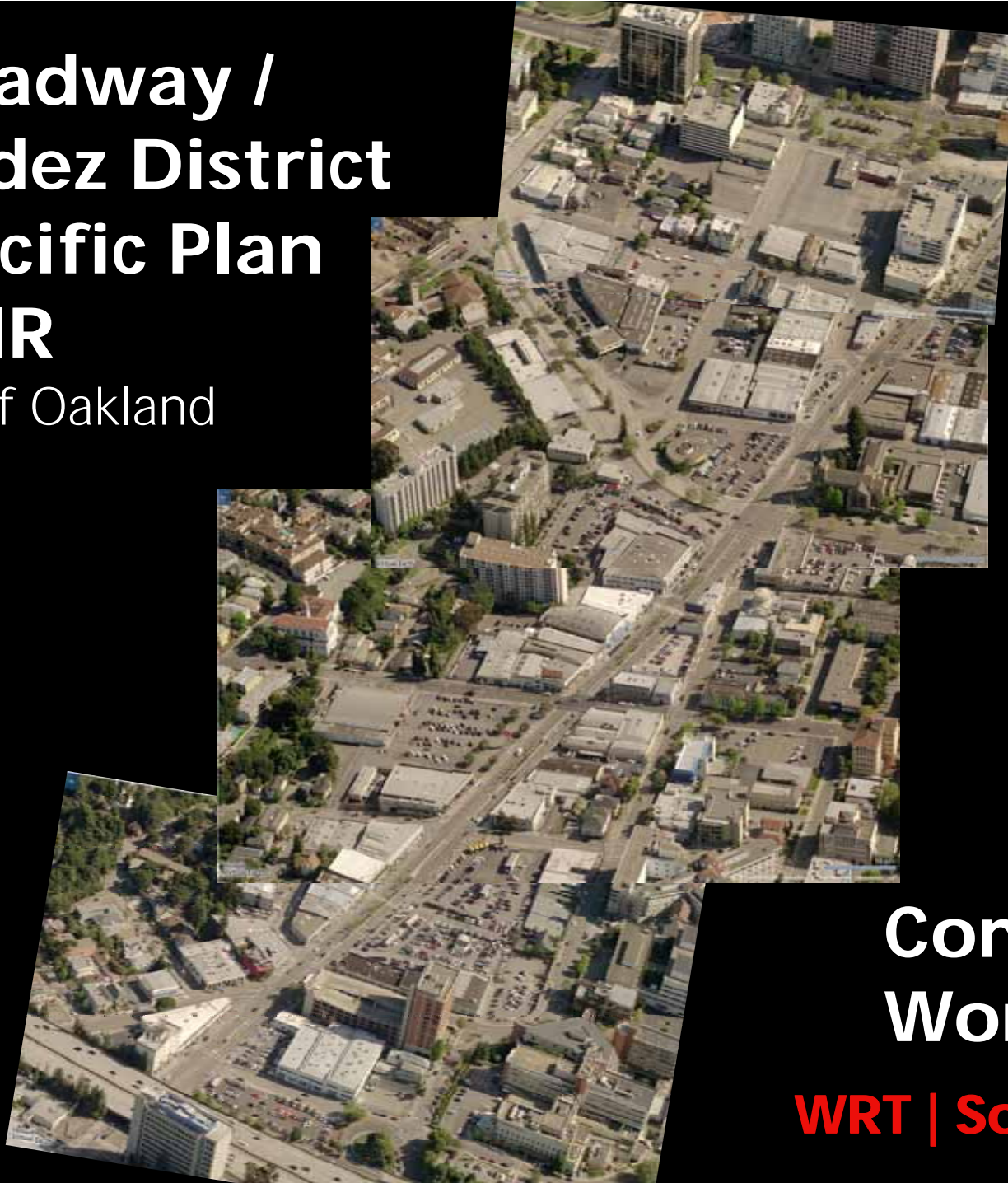


# Broadway / Valdez District Specific Plan & EIR

City of Oakland



## Community Workshop #2

**WRT | Solomon E.T.C.**

# Agenda

- Overview of Existing Conditions Report
- Overview of Market Demand Analysis
- Open House— "Walk-about"
  - Review boards
  - Talk with team and each other
  - Fill out questionnaires
- Adjourn Meeting

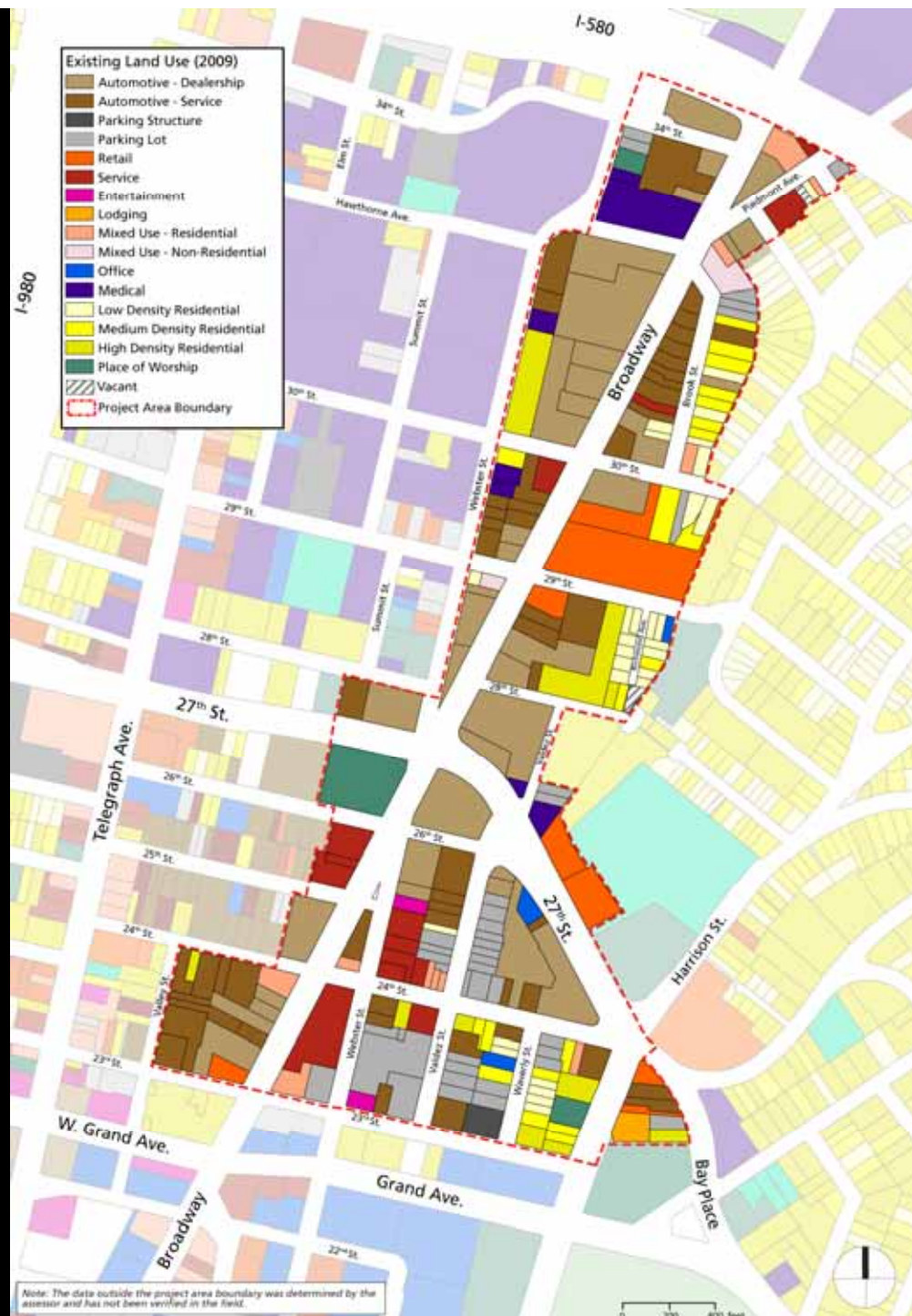
# Existing Conditions Report

- Land Use & Regulatory Context
- Local Market Context
- Community Character
- Historic Resources
- Environmental Factors
- Transportation
- Infrastructure & Utilities
- Community Services & Facilities



# Existing Land Use

- Project area land use pattern distinctly different from adjoining neighborhoods
  - CBD (urban, high-density mixed use) to the south
  - Institutional to the west
  - Residential to the east
- The land use pattern of Broadway's Historic Auto Row is almost a century old
- Seven (7) of places of worship in project area and vicinity
- Four (4) schools in the immediate project vicinity



# Land Use: Automotive

- Project area historically dominated by automobile sales and service uses
- Automotive uses occupy approximately half (50%) of the project land area
- Historic demand for automobile-related use along Broadway is declining— numerous vacant showrooms and garages
- Key automotive land use objective:
  - Identify a strategy for integrating new mixed use retail development with those automobile dealers and garages that want to remain in area



# Parks & Open Space

- Unique open space resources adjacent to project area
  - Lake Merritt / Lakeside Park
  - Mosswood Park
  - Oak Glen Park
  - Adams Park
  - Kaiser Center Roof Gardens
- No significant parks or open space within project area
- Key park and open space objectives:
  - Enhance access to parks from project area
  - Provide new parks & open space to serve future residents and visitors



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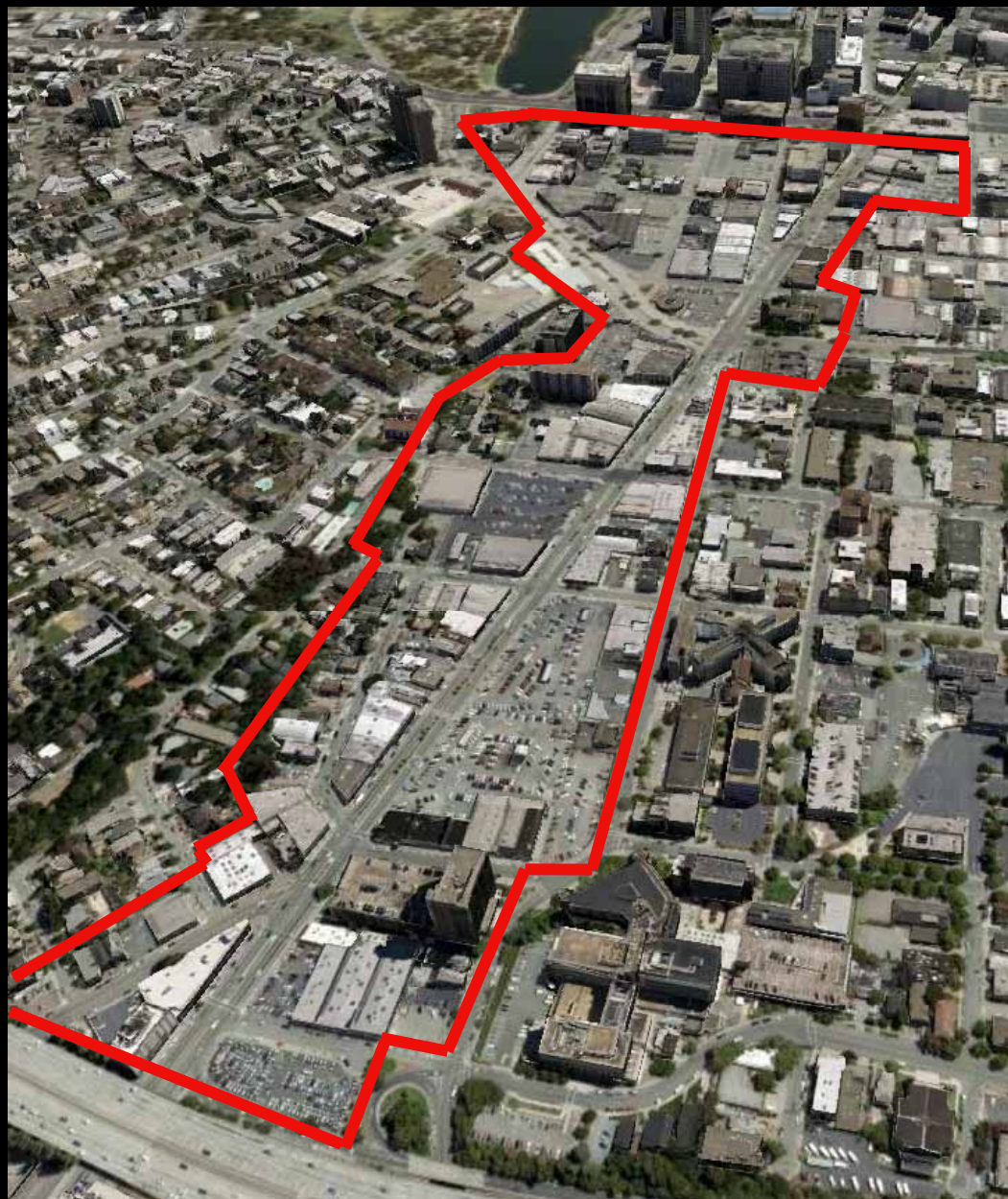
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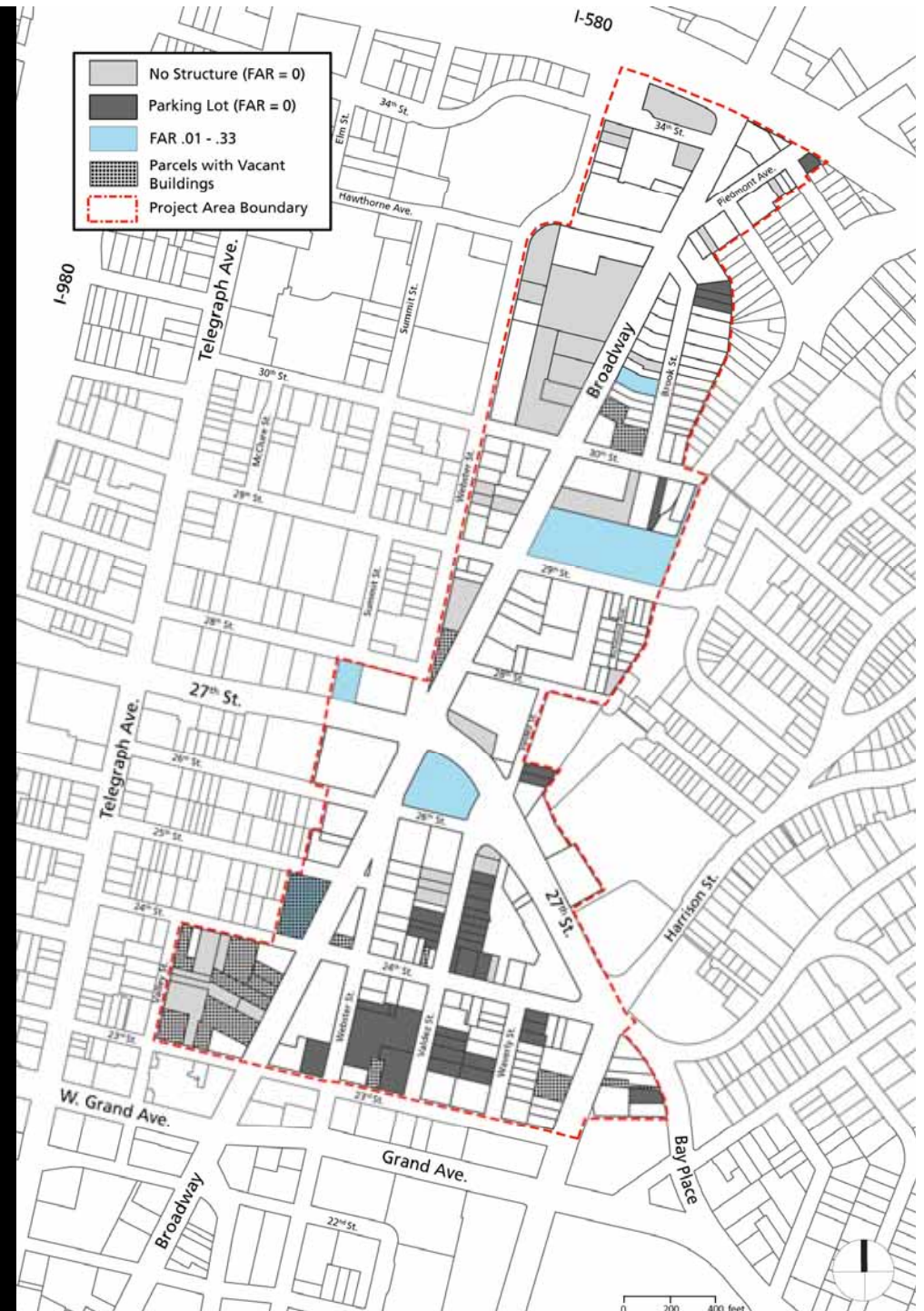
# Development Intensity

- Development intensity varies greatly within the area from surface parking lots to high rise buildings
- Project area development is significantly less dense than the adjoining CBD
- Project area development patterns are much less consistent than adjoining neighborhoods
- The relatively low density and the inconsistent development pattern are functions of the area's historic use for automobile sales and service



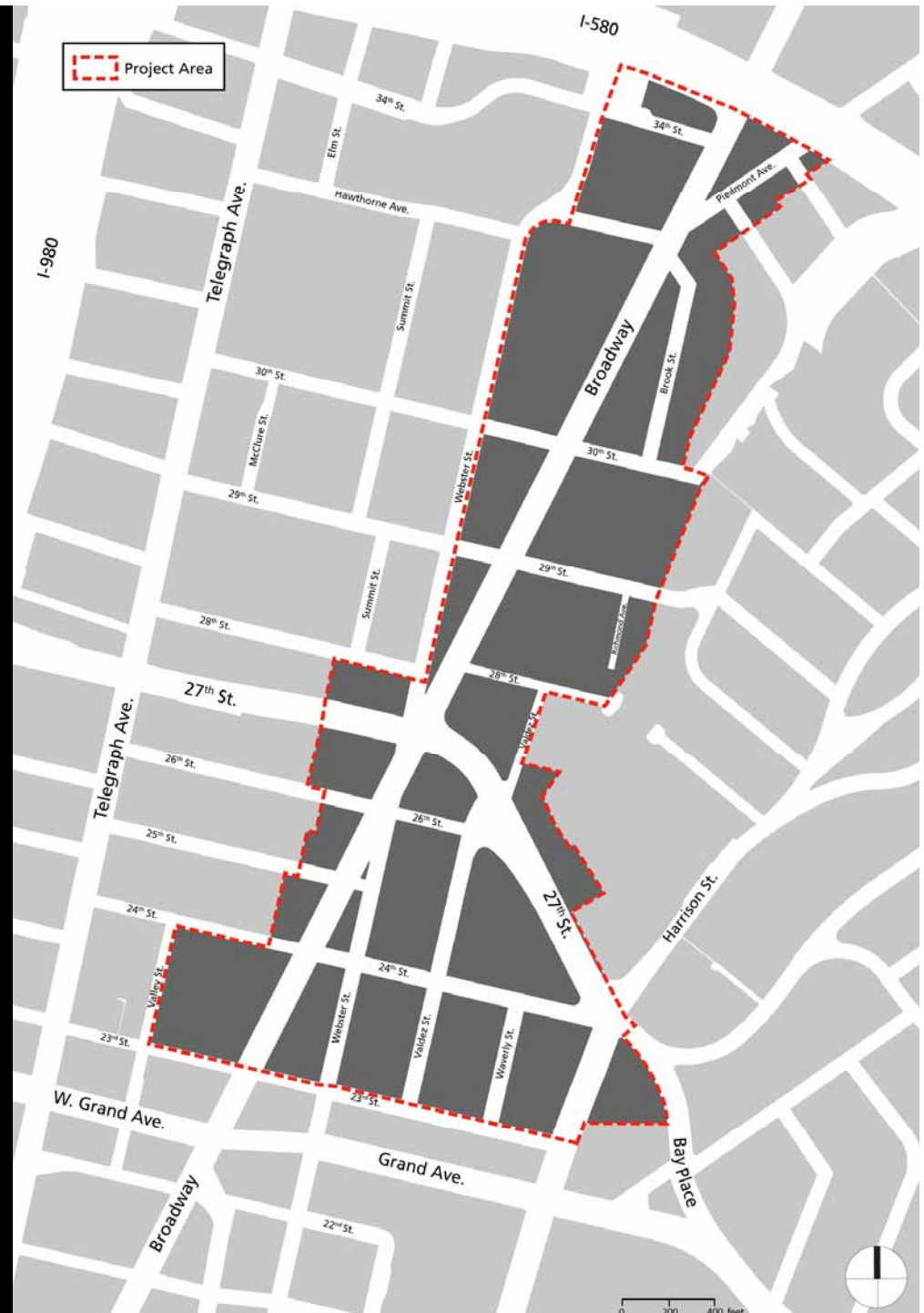
# Underutilized Parcels

- For this analysis, under-utilized parcels include:
  - Undeveloped parcels
  - Surface parking/auto sales lots
  - Parcels with an FAR of  $>0.33$
  - Parcels with vacant buildings
- 37% of the developable area could be considered under-utilized
  - 29 parcels are undeveloped or have no structures
  - 39 parcels are used for surface parking
  - 15 parcels have vacant buildings
  - 5 parcels have a FAR of  $>0.33$



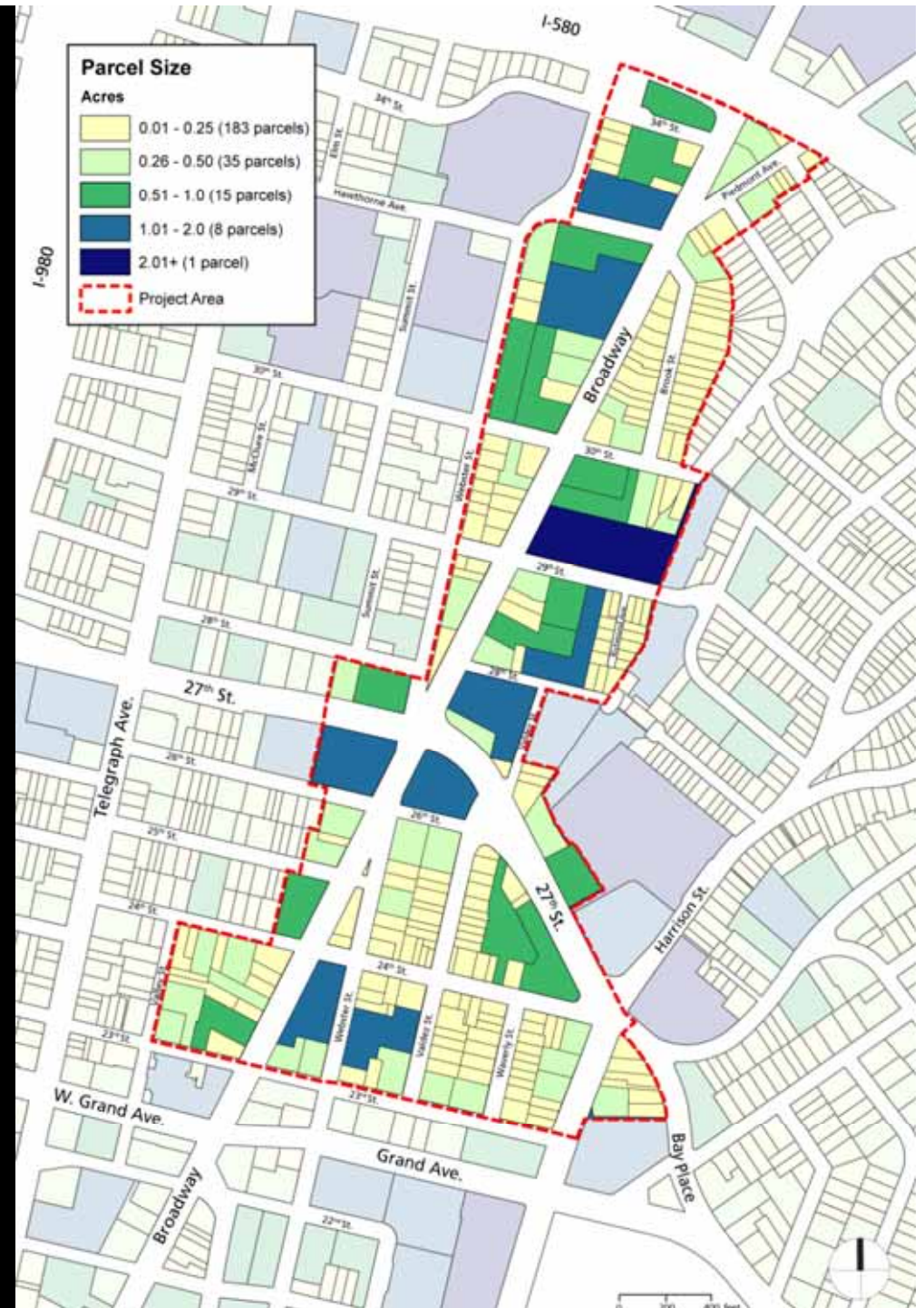
# Block Structure

- The project area's length ( $\frac{3}{4}$  mile) is not particularly pedestrian friendly
- The area's long narrow configuration combined with Broadway's arterial function tend to support automobile-, rather than pedestrian-oriented commercial development
- Broadway's diagonal alignment to the underlying street grid creates an irregular block pattern
- Small, irregularly-shaped parcels are constrained for development, but also result in distinctive "flat-iron" buildings
- The absence of regularly spaced thru streets results in large irregularly-shaped parcels that constrain pedestrian & vehicle circulation



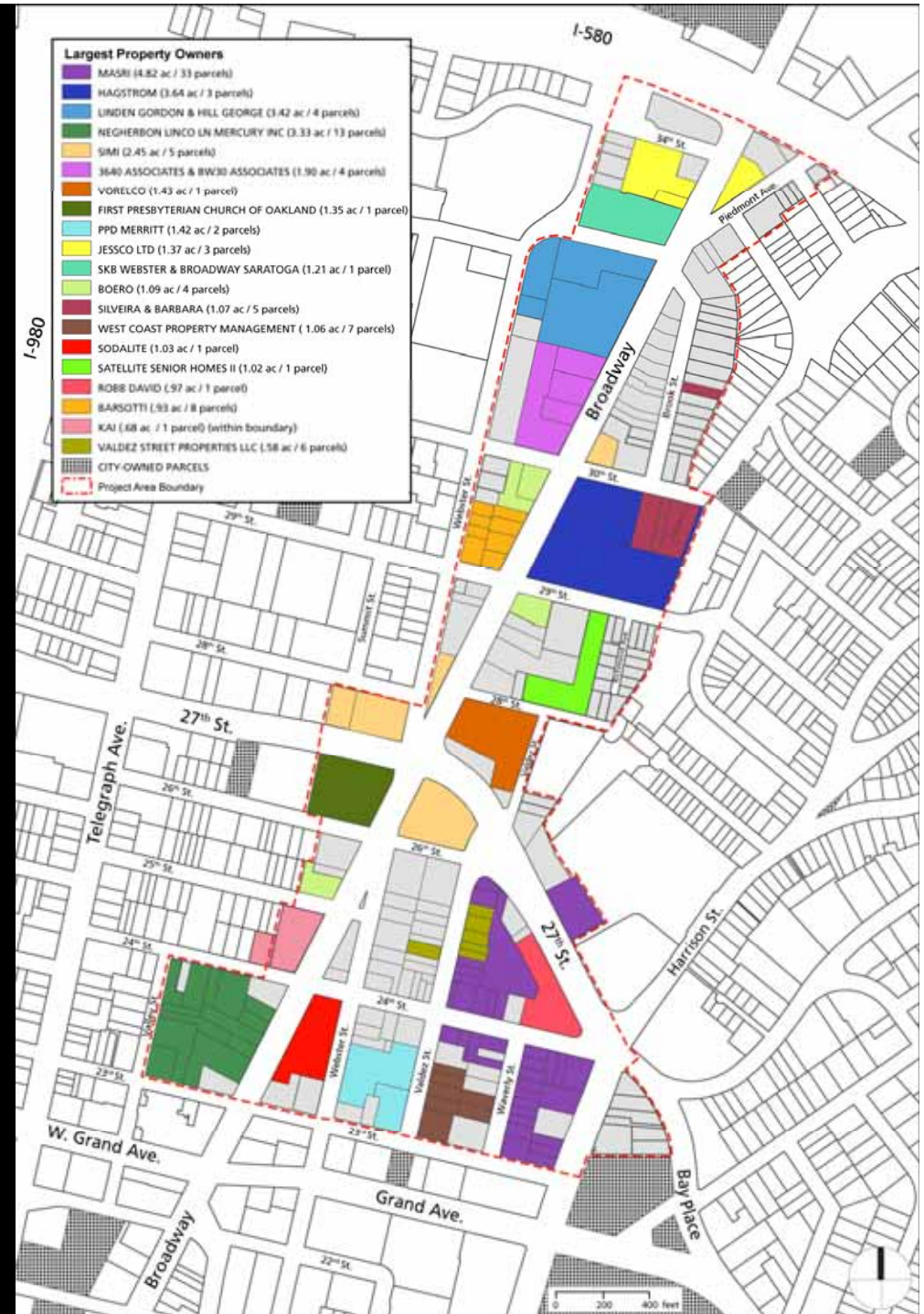
# Parcel Size

- Parcel size like block size influences the type of development and area character
- Parcel sizes in the project area tend to be small:
  - 75% are less than a ¼ acre
  - Only 4% are larger than 1 acre
  - Only 1 parcel is larger than 2 acres
- A finer grained pattern of small lots:
  - generally provides a more comfortable pedestrian environment, but also
  - makes redevelopment more complicated and potentially less viable



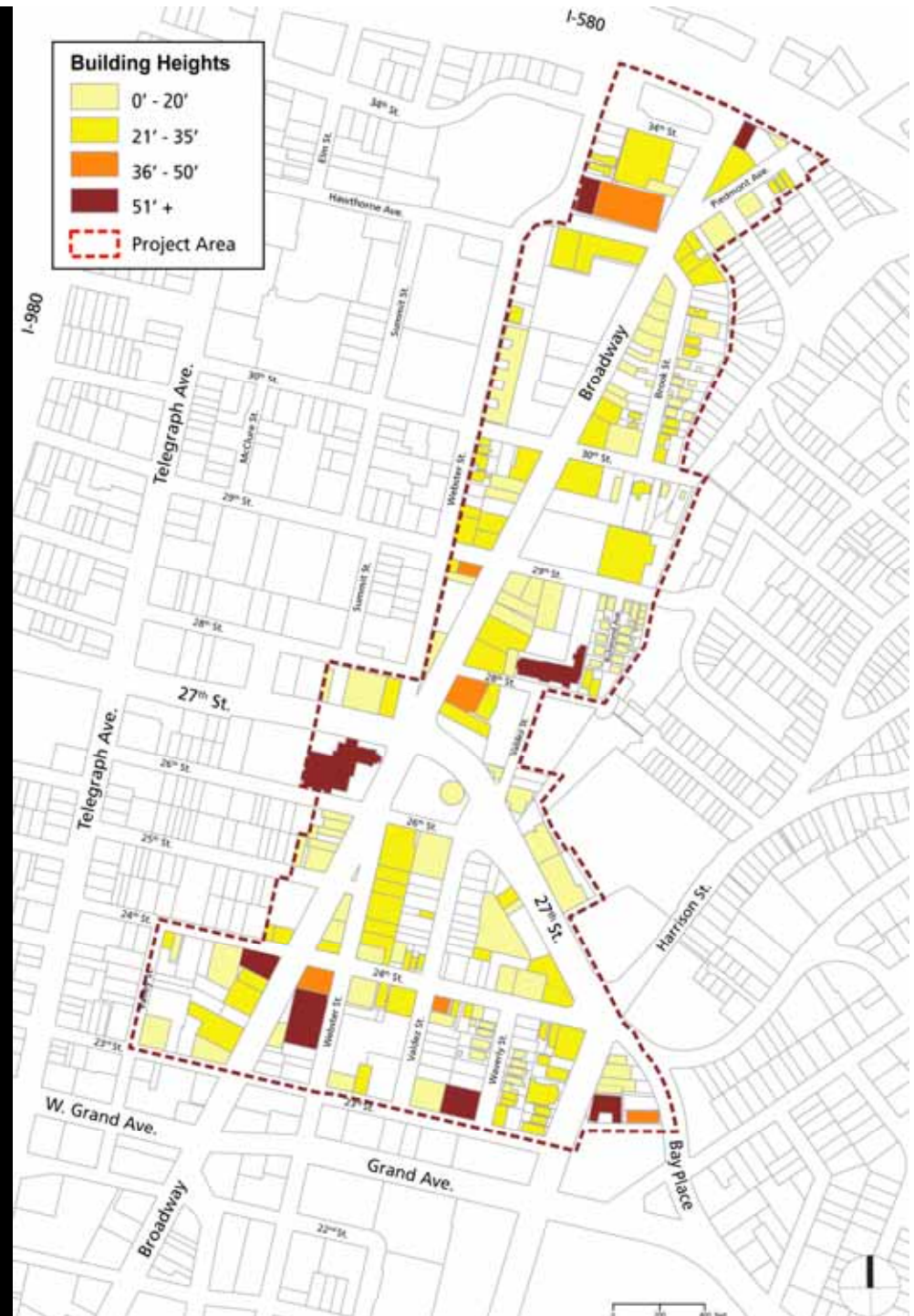
# Property Ownership

- Property ownership is a key factor that will influence the type and timing of future development
- The project area is characterized by numerous small landholdings
- The project area has 242 parcels owned by 135 different landowners
  - The largest landholding is >5 acres
  - 121 landowners own > ¼ acre
  - The 20 largest property owners own 61% (35 acres) of the area
- Destination retail requires large parcels to accommodate large floorplate buildings & parking structures
- Consolidation of property ownership will be critical for plan success



# Building Heights

- Over 90% of the buildings in the project area are 2 stories or less—i.e., 15 to 25 feet in height
  - 65% are one-story
  - 27% are two-story
- The tallest buildings in the area are:
  - 12-story Broadway Webster Medical Plaza (approximately 150 feet tall)
  - 12-story Valdez Plaza (approximately 125 feet tall)
- Heights of other elements:
  - First Presbyterian Church: 150'
  - I-580 overpass: 25+'
  - Pill Hill: 80-85' plus buildings



# Building Age

- Historically and stylistically diverse building inventory
- Earliest buildings— predominantly residential— date from late 19<sup>th</sup> Century (1870–1899)
- 55% of buildings— residential & automotive— were built between 1900-1920
- 27% of buildings— predominantly automotive— were built between 1920-1950
- 13% of buildings built in the last 60 years include a mix of high-rise office and residential and parking structures



# Historic Buildings

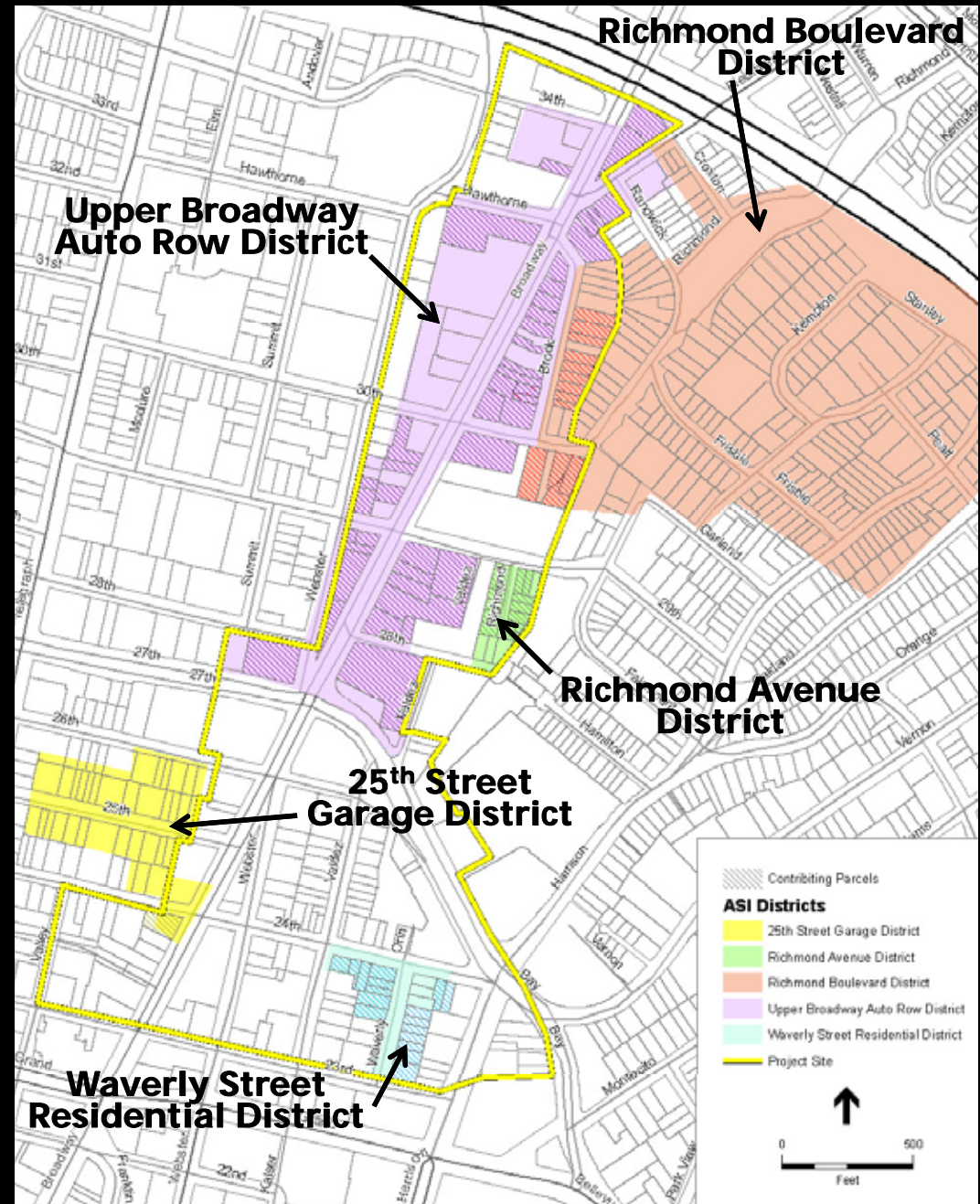


# Historic Buildings



# ASI Districts & Contributing Parcels

- 5 Areas of Secondary Importance identified by City in project vicinity
- Properties listed as 'contributors' to an Area of Secondary Importance are not historic resources for CEQA purposes
- Contributing structures may have local importance that are worthy of recognition in planning
- Historic resource objective:
  - Integrate characteristics of ASI's into future development



# Historic Buildings and Local Landmarks



# Pedestrian Facilities

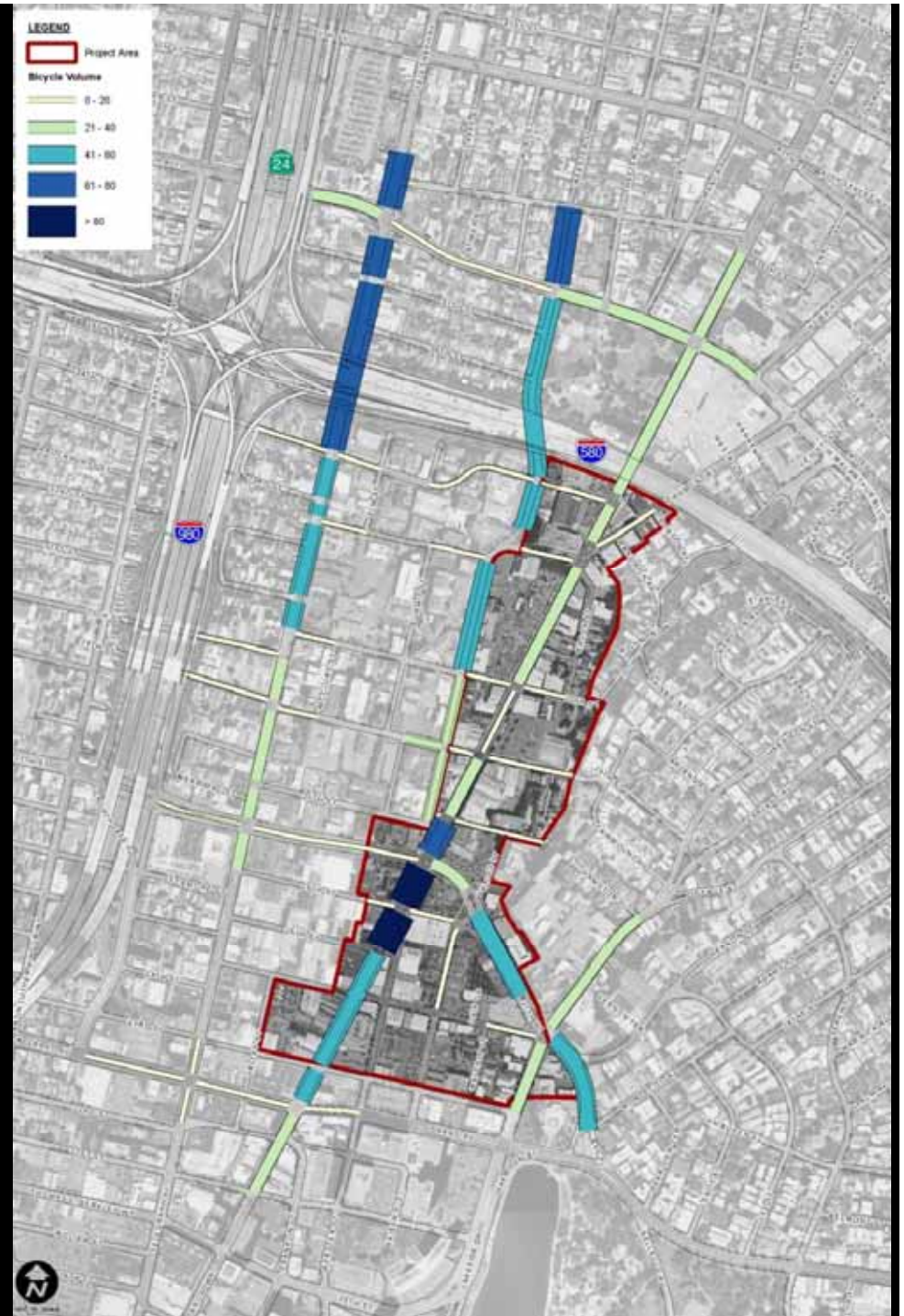
- All streets in the area have sidewalks and signal protected crosswalks at major intersections.
- Pedestrian connectivity to area is generally good.
- Connectivity and quality of pedestrian environment within project area is deficient.



# Existing PM Peak Hour Intersection Pedestrian Volumes

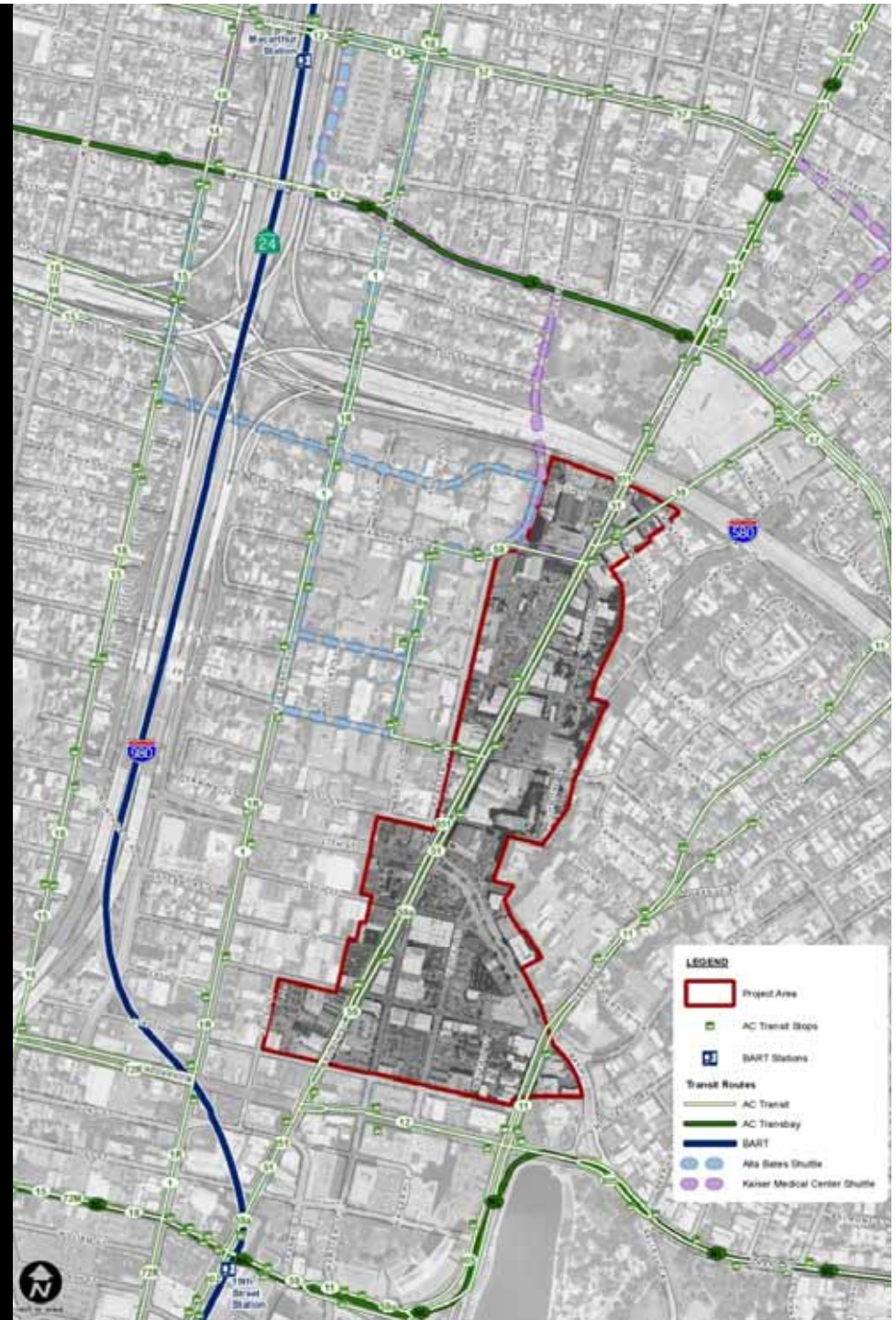


# Existing PM Peak Hour 2-Way Bicycle Volumes

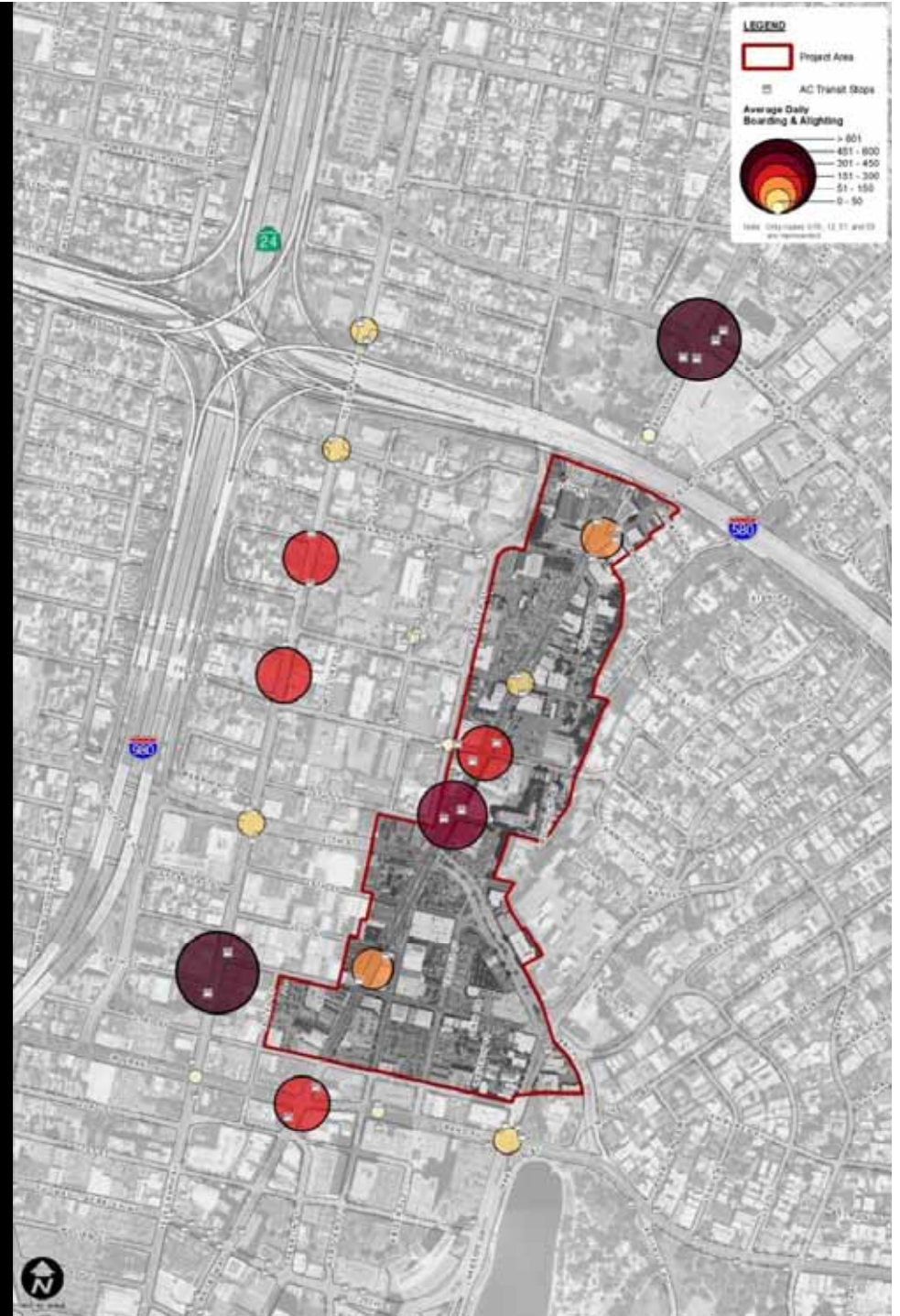


# Existing Transit Service

- AC Transit Route 51 along Broadway is AC Transit's busiest route
- Nearest BART Stations are 19<sup>th</sup> Street (1/3 mile) and MacArthur (2/3 mile) stations
- Summit Alta Bates and Kaiser operate free shuttle service between the medical centers and MacArthur BART Station
- AC Transit is planning BRT service along Telegraph Avenue



# AC Transit Daily Passenger Boarding and Alighting

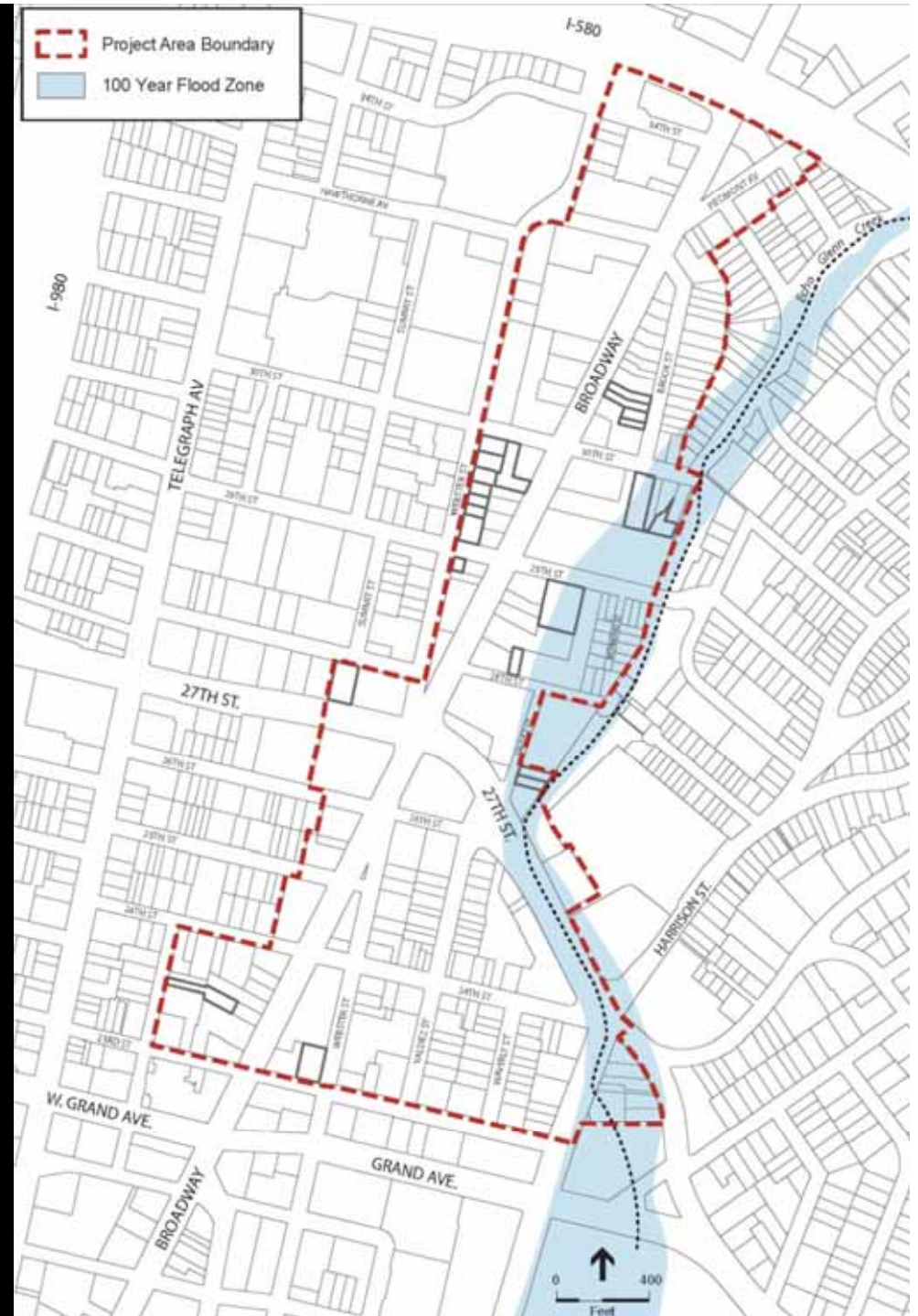


# Existing PM Peak Hour Two-Way Traffic Volumes



# Flood Hazards

- The Project Area drains into Glen Echo Creek, which flows into Lake Merritt.
- Glen Echo Creek goes into an underground culvert between 29<sup>th</sup> Street and Adams Park
- Properties along eastern edge of Project Area are within FEMA 100-year flood hazard area for Glen Echo Creek
- Mitigations such as raising parcels out of the flood plain , reduction of flooding through system capacity improvements, or purchase of flood insurance may be required



# Market Demand Analysis

# Market Demand Analysis

## Introduction

### Purpose:

- Address market context for new development— Destination Retail in Urban Mixed Use
- Provide input and direction for Specific Plan

### Approach:

- Build on and update earlier retail analysis
- Assess demand for other uses: housing, office, hotel, convenience retail and services
- Identify development program parameters
- Draw from experience developing major retail in other cities

# Retail Market Demand Background

## Large Leakage of Comparison Goods Spending

- Over \$1 billion leakage per year
- Lack of shopping options in Oakland
- Large leakage of spending in upper-middle and middle markets



# Leakage of Comparison Goods Spending

## Oakland Expenditures Compared to Oakland Sales

- 60-65% of Oakland's retail spending goes to other communities
- The market sectors with the largest leakage are:
  - General Merchandise (90%)
  - Apparel (70%)
  - Specialty Stores (42%)
  - Home furnishings/Appliances (38%)

- General Merchandise Stores
  - Macy's
  - Nordstrom
  - McCaulou's
  - Sears
- Apparel Stores  
(*clothing, accessories, shoes*)
  - Gap
  - Men's Warehouse
  - J. Jill
  - Ann Taylor
  - H & M
- Competition
  - Walnut Creek
  - San Francisco
  - Emeryville
  - Berkeley
  - San Leandro

# Broadway Needs Relatively Small Share of Spending to Succeed

- Large and potentially lucrative market
- \$280 million in sales needed to support sustainable comparison retail in Project Area (i.e.,  $\pm$  800,000 s.f.)
- Only need to capture 8-12% of local / Inner East Bay retail spending to support



# Market Success of Retail in Project Area Depends on Ability to Attract Shoppers

- Critical mass of new retail development
- Tenant mix & merchandising
- Location & configuration of retail
- Place-making & design
- Access & parking
- Security



# Recommended Retail Strategy

- Lifestyle retail district in Valdez Triangle Area south of 27<sup>th</sup> St.
  - 20 – 24 acres
  - Multi-block area for street-oriented retail
  - Fine-grained approach possible
  - Room for anchors and stores to support
  - Connects to downtown and neighborhoods



# Characteristics of Successful Retail Development in Valdez Triangle

- Critical mass of ~1 million sq. ft.
  - 700,000 – 800,000 sq. ft. comparison goods
  - 100,000 – 250,000 sq. ft. E&D, entertainment, arts/culture, convenience
- Anchors to attract shoppers
  - At least 2 department stores
  - Other anchors including large-format retailer(s)
- Specialized retailing clusters/themes
- Mix of national and local retailers



# Characteristics of Successful Retail Development

- Unique, Oakland-based “place”
  - Authentic, street-oriented development
  - Pedestrian-oriented
  - High-quality architecture
  - Beautification of public spaces
  - Sunlight on the street
  - Vibrant, active sidewalks and public areas
  - Mix of uses



# Recommended Retail Strategy

- Retail development along Broadway north of 27<sup>th</sup> St.
  - Complement and support retail in Triangle Area
  - Several large sites
  - Attractive for large-format and smaller retailers
  - Re-use of historic showrooms and garage buildings



# Housing Market Demand

- Interest in Downtown housing extending north into Project Area
- Market demand for housing good over longer term
  - Potentially 1,000-1,500 units over next 20 years
  - Plus more units with successful retail district
- In near term, market needs to recover (maybe 4-5 years)
- Approved projects will take time to be absorbed



# Office Market Demand

- Potentials for smaller professional offices as upper-floor uses
  - 50,000 – 150,000 sq. ft.
  - Stronger potentials in later phases with retail district development
- Potential for medical office uses at north end near Pill Hill



# Market Demand for Hotel and Convenience Uses

- Hotel: may be potential for boutique hotel
  - 150 to 250 rooms
  - Later phase
- Smaller Convenience Retail and Service Uses
  - Demand will grow over time
  - Seek lower cost locations
  - Integrate in new development and in existing buildings



# Auto Dealerships

- Industry trends and recession are reducing auto-related businesses
  - Dealerships declining
  - Auto sales down ~40% since 2001 in Project Area
- Viable dealers likely to remain in area
  - 3-5 dealers potentially remaining
  - May make sense to consolidate in more urban pattern, consistent with retail setting



# Key Characteristics of Successful Retail, Mixed-Use Development

- Destination retail must be a priority
- Achieving critical mass is essential
- Major retail needs to be developed and managed as a unit— it won't happen incrementally
- A mix of uses is beneficial: benefits best captured on an areawide basis
- Projects of equal complexity, makeup, and public value required substantial sector participation

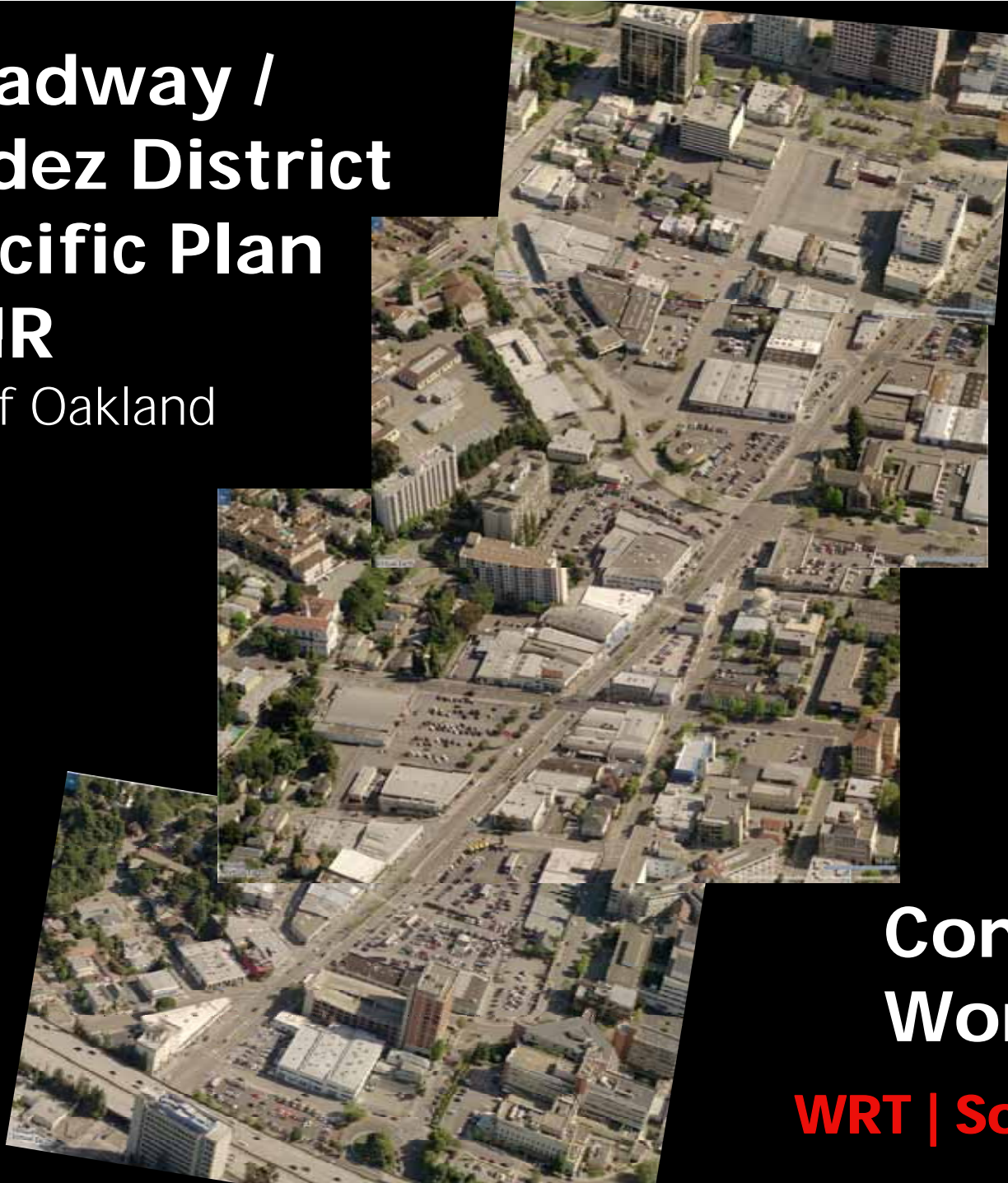


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questionnaires before leaving

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