

**The 51st and Broadway  
Shopping Center is about  
to get a "Make Over."**

**Questions and Answers About  
the 51st & Broadway "Make Over"**

**P**ending approval by the City of Oakland, the Shopping Center at 51st (Pleasant Valley) Street and Broadway is scheduled for a significant "Make Over." The "make over" will include a new Safeway, a new pharmacy and many new shops that the community has long desired. It will include a more pedestrian friendly layout and more stores on Pleasant Valley and Broadway.

## Here are preliminary answers to some of the questions:

### When will the construction start and be completed?

The construction will have two phases. First phase is scheduled to start in 2010 and be completed by 2011. This phase will include the new Safeway. Phase II, which will include the balance of the center would be completed in 2012.

### What will happen to the existing Safeway?

The Safeway will be moved to the site that Longs/CVS currently occupies. The old 90,000 sq. ft. building will be demolished and a new Safeway of approximately 65,000 will be built. This new Safeway will be using "green construction" and will be Safeway's top of the line store. While construction takes place Safeway customers will continue to shop at the existing store.

### What will happen to the Longs?

Longs has been sold to CVS. CVS is a major pharmacy and drug store whose typical size is 12,000 – 13,000 sq ft. CVS does not plan to carry all the items of the existing Longs and will focus on being a quality pharmacy. There are currently discussions with CVS to relocate them within the redeveloped center.

### What will happen to Starbucks and the other stores?

Starbucks and many other shops will be part of the re-developed center.

### Will new retail stores be added?

Yes, the new shopping center will be able to accommodate a number of new retailers selling a much broader variety of goods.

### Will parking be added?

Parking will be added to the roof of the new Safeway and there will also be underground parking.

### What transportation improvements will be made?

Patrons come to this shopping center in cars, buses, bicycles and on foot. Improvements will be made to improve transportation safety. The shopping center will be more pedestrian focused, with shops and plazas on Pleasant Valley. We are also proposing bicycle paths and a walking observatory along the water reservoir. While the number of parking spaces will be increased, the surface parking lot area will be reduced.

### What is happening to the abandoned restaurant that was formerly Emil Villa's?

This is not part of our project, as it is a separate parcel and not a legal part of the shopping center. However the building will be completely remodeled later this year and it is anticipated that it will become the new home of AAA following the remodel.

## Informational open house will take place:

**Tuesday June 23, 2009 7-8:30 pm**

Chapel of the Chimes Mortuary  
Piedmont Avenue

**Thursday June 25, 2009 7-8:30 pm**

Chapel of the Chimes Mortuary  
Piedmont Avenue

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