

# BROADWAY VALDEZ DISTRICT SPECIFIC PLAN

Parks and Recreation Advisory Committee (PRAC)  
December 4, 2013



CITY OF OAKLAND

# OVERALL LAND USE CONCEPT

## Overall Broadway Valdez District:

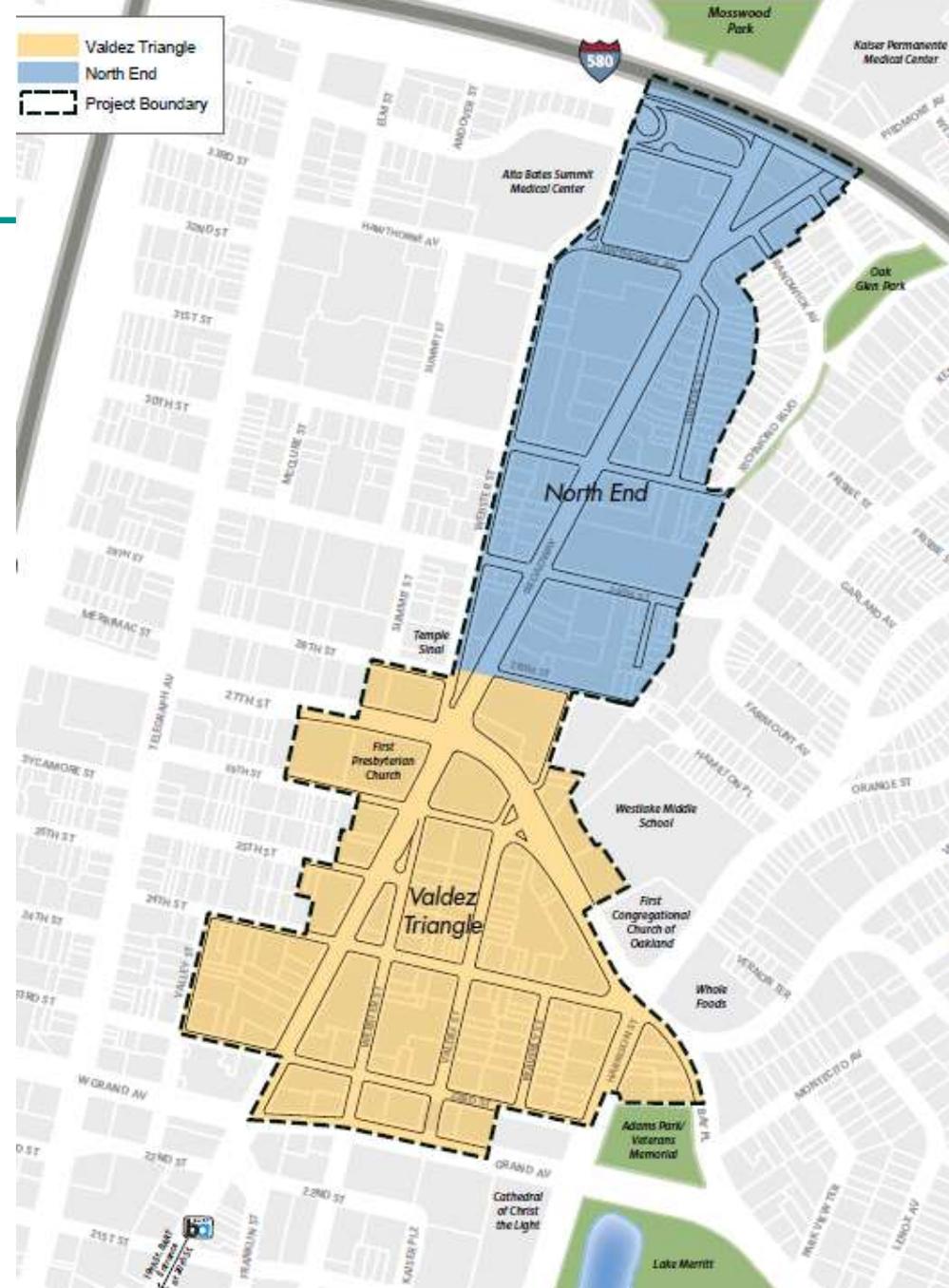
- 95.5 acres (35.1 acres right-of-ways + 60.4 acres developable land)

## Plan Subareas:

- North End - *"Mixed Use Boulevard"*
- Valdez Triangle - *"Destination Retail"*

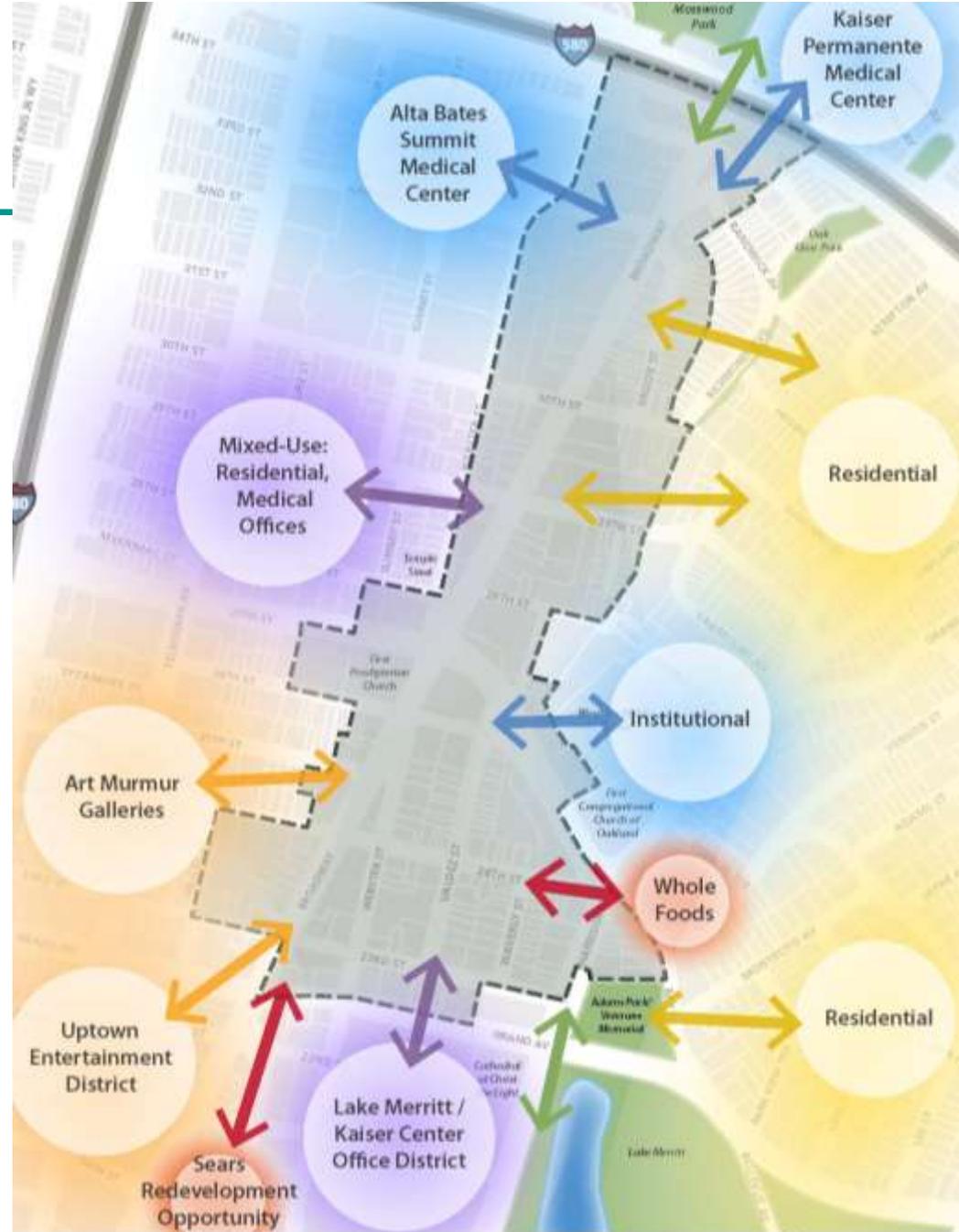
## Development Program:

- 1.1 million sq. ft. retail
- 700,000 sq. ft. office
- 1,800 housing units



# SURROUNDING LAND USE

- Residential neighborhoods
- Alta Bates Summit and Kaiser Oakland Medical Centers
- Uptown and Art Murmur/ Garage District mixed-use areas
- Central Business District and Lake Merritt Office District



# COMMUNITY DESIGN FRAMEWORK

- Highlight and enhance key gateways into district through building design and street/sidewalk improvements
- Enhance streetscapes, plazas, open space
- Improve pedestrian connections
- Signage for the district for freeway access and parking
- **Policy CD-2.3** establish a signage program that identifies 27<sup>th</sup> Street, Broadway and Webster Street as the primary vehicular entrance points to the Valdez Triangle retail district and the north end of Downtown from nearby freeways (580, 24, and 980).



# 5. COMMUNITY DESIGN Concept

## 5.2.1. Overall Concept

**Well-designed neighborhood that integrates public and private realm**

- Promote development of well-designed buildings that meet the retailers' requirements and add sense of quality to the area
- Create a safe and attractive system of streets, plazas and park spaces
- Establish a visually and aesthetically distinctive identity that integrates historic buildings with quality contemporary design
- Reduce visual and spatial prominence of automobile, and support park once environment



# 5. COMMUNITY DESIGN

## Concept

### 5.2.2. Valdez Triangle Design Concept

- Envisioned as a vibrant pedestrian-oriented shopping district that will be a regional retail destination.
  - Destination retail and a mix of complementary supporting uses, including housing
  - Attractively designed and generously proportioned sidewalks,
  - Plazas and public spaces, animated by active storefronts,
  - A mix of restored and reused historic buildings and new contemporary architecture.



# 5. COMMUNITY DESIGN

## Concept

### 5.2.3. North End Design Concept

- Envisioned as an attractive mixed-use district linking Downtown to the Piedmont Avenue/North Broadway areas.
  - Develop Broadway as a vibrant pedestrian-oriented boulevard that provides a strong ground floor retail/commercial presence along the length of the subarea
  - Attractively designed and generously proportioned sidewalks, plazas and public spaces.
  - Renovation and adaptive reuse of distinctive automobile showrooms and automotive garages that line Broadway to maintain a connection to the area's Auto Row heritage.
  - Preservation and enhancement of the residential and medical areas that adjoin Broadway



Sensitive vertical and horizontal integration of new uses with existing development.

## 5.3. PUBLIC REALM

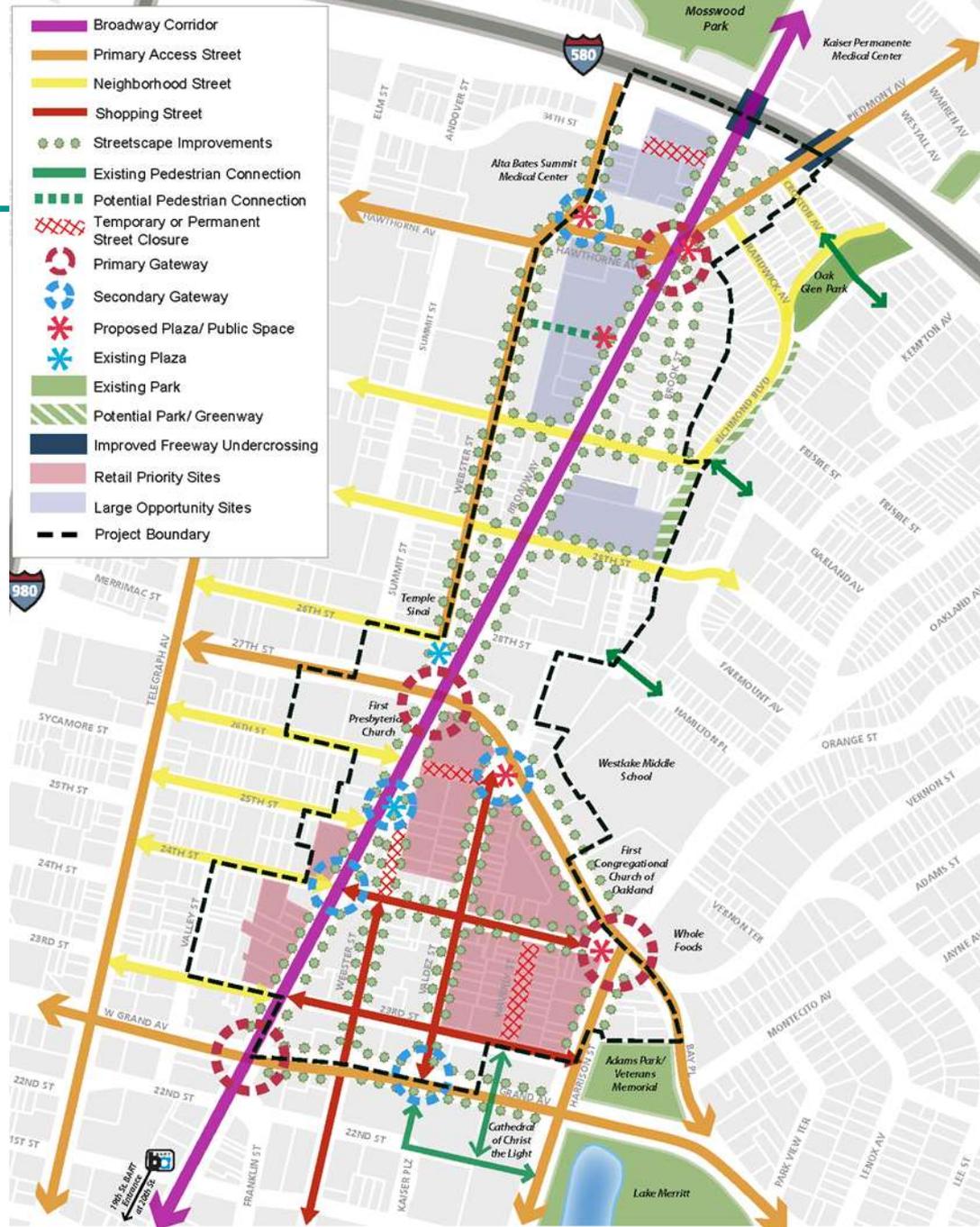
### Goal CD-2:

- Safe and attractive system of streets, plazas, and park spaces
- Support active pedestrian environment and attractive physical framework that seamlessly integrates a diverse range of existing and future buildings.



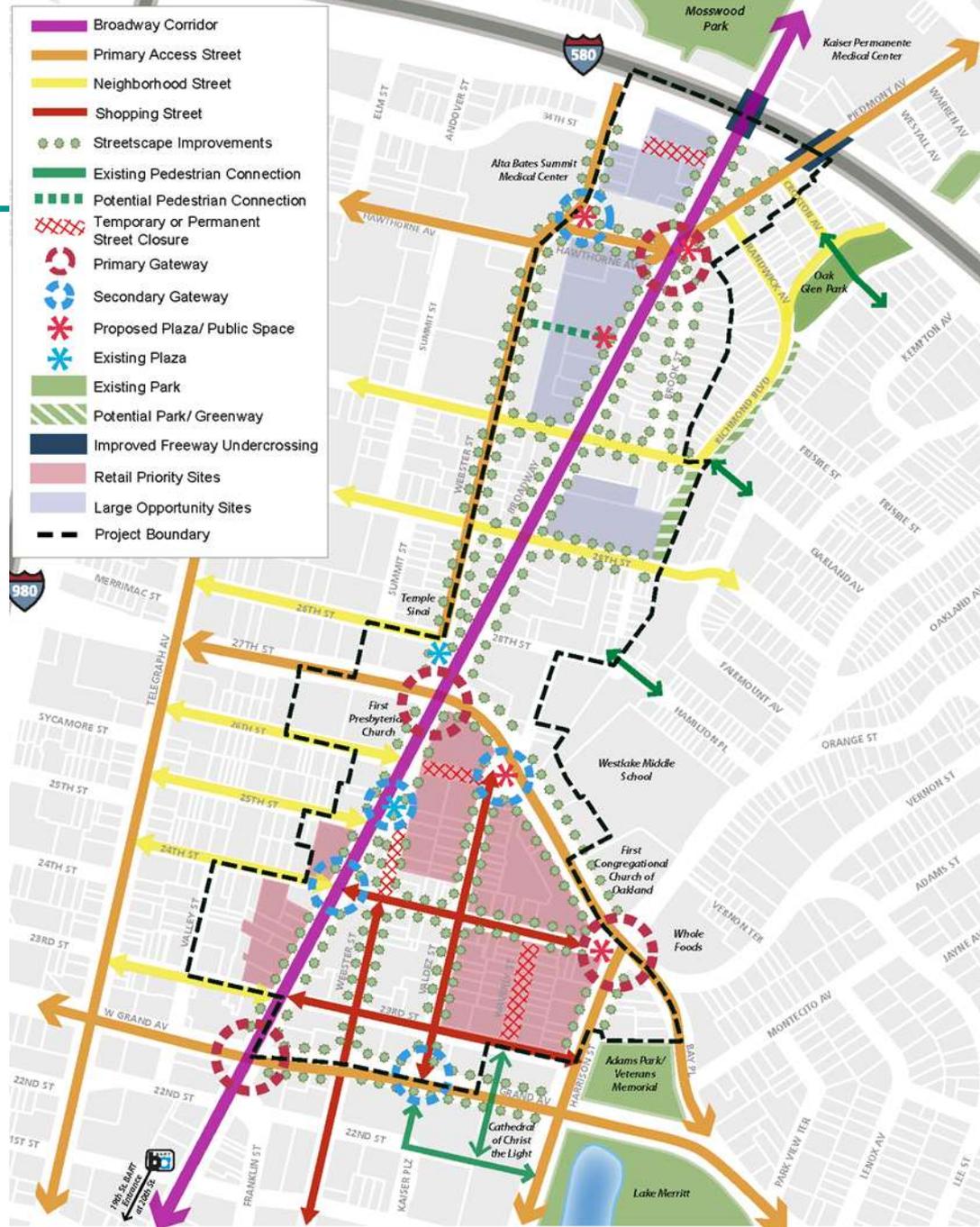
# 5.3. PUBLIC REALM

- **Broadway:** Spine for the plan area
- **Primary Access Streets:** Provide primary regional and local access into the Plan Area from adjoining neighborhoods and regional freeways
- **Shopping Streets:** Internal streets designed to prioritize pedestrian traffic and the window shopping associated with successful retail.
- **Neighborhood Streets:** Serve as local connector streets to adjoining neighborhoods.
- **Gateways:** Key intersections designed enhanced through public realm improvements to serve as entry points to plan area.



# 5.3. PUBLIC REALM

- **Public Space Feature:** Highlight key activity nodes and entries, and to provide strategically located places for public gathering.
- **Streetscape Improvements:** Key east-west streets should be retrofitted as “Green Streets.”
- **Pedestrian Connections:** Reducing conflicts with automobiles, providing more direct routes between key destinations, and creating distinctive shopping and dining environments.
- **Parks/ Greenways:** A linear park proposed along Glen Echo Creek between Oak Glen Park and 29th Street.



## 5.3.1. FOCUS AREAS/CORRIDORS: Broadway

- **Policy CD-2.1.** Extend streetscape improvements on Broadway past 24th Street
- **Policy CD-2.2.** Implement improvements such as public art and lighting under the I-580 underpass to improve appearance, safety, and connection.



## 5.3.1. FOCUS AREAS/CORRIDORS: Primary Access Streets

### Policy CD-2.3 to CD-2.10.

Implement streetscape improvements to enhance the public realm and improve connections along:

- Harrison Street
- 27th Street
- Piedmont Avenue south of I-580
- Hawthorne Avenue



## 5.3.1. FOCUS AREAS/CORRIDORS: Shopping Streets

### Policy CD-2.11 to CD-2.15 and CD-2.17.

Redesign the following streets to create vibrant pedestrian oriented shopping streets with wider sidewalks for an active pedestrian environment and a narrower travel way to calm traffic

- 24th Street
- Valdez Street
- Webster Street between Grand Avenue & Broadway
- 23rd Street between Broadway & Harrison Street



## 5.3.1. FOCUS AREAS/CORRIDORS: Shopping Streets

### Policy CD-2.16

Provide special design treatment to create a 'festival' street that can be closed to traffic for special events along:

- Webster Street between 24th Street and Broadway
- 26th street between Broadway and Valdez

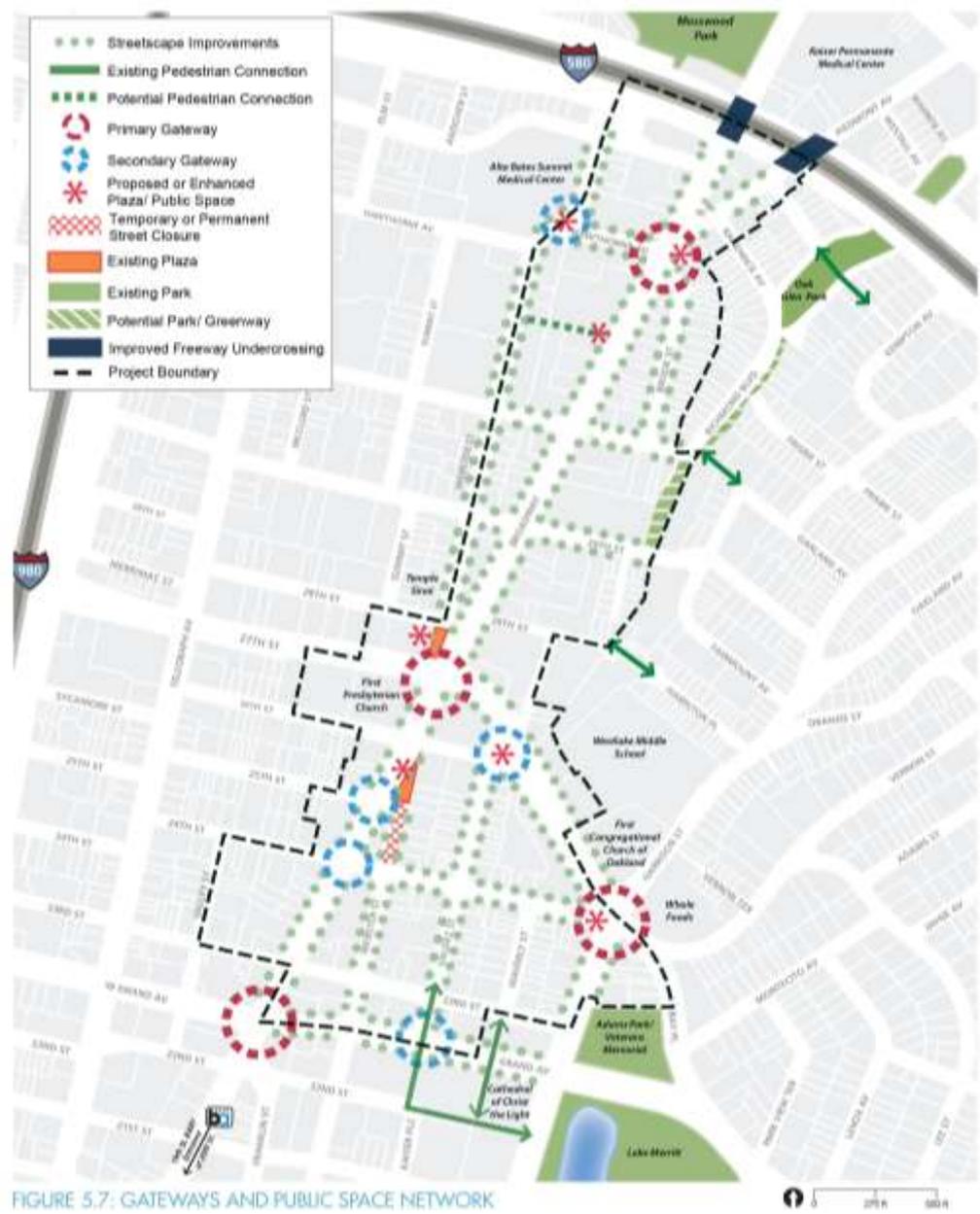


## 5.3.2. GATEWAYS & PUBLIC SPACES

Gateways: Establish distinctive gateways or entrances into Plan Area. Two categories:

- Primary Gateways (geared more towards vehicular traffic)
- Secondary Gateways (geared more towards pedestrian traffic)

Public Facilities: Use reclaimed public right-of-way and existing open space, some of which are being used for car display, for seven public plazas for focal features and attractive places for



## 5.3.2. GATEWAYS & PUBLIC SPACES: Gateways

### Policy CD-2.23

Explore establishment of a public arts program to develop public art at key gateway and plaza locations



## 5.3.2. GATEWAYS & PUBLIC SPACES: Public Space Features

### Policy CD-2.24

#### **Broadway & 25<sup>th</sup> Street:**

Redesign existing plaza for people, currently used for car display

#### **Valdez Street and 27th Street:**

Create a pair of plazas from reclaimed right-of-way

#### **Harrison Street and 24th Street:**

Create new plaza at redesigned intersection



## 5.3.2. GATEWAYS & PUBLIC SPACES: Public Space Features

### Policy CD-2.24

#### **Broadway and 27th Street:**

Redesign existing plaza for people, currently used for car display

#### **Broadway and Piedmont Avenue:**

Extend and enhance the widened sidewalk to create a plaza

#### **Broadway and pedestrian street:**

Look at creating a plaza/pedestrian passageway in the midblock between 30th Street and Hawthorne Avenue

#### **Hawthorne Avenue and Webster Street:**

Create a plaza as part of the Alta Bates Summit Medical Center planned realignment of Hawthorne Avenue to create a T-intersection with Webster Street



BROADWAY VALDEZ DISTRICT SPECIFIC PLAN

## 5.3.2. GATEWAYS & PUBLIC SPACES: Glen Echo Creek Park

### Policy CD-2.26

City should work closely with developers of the Large Opportunity Site on the east side of Broadway to secure a setback, public access easements, and linear park improvements along Glen Echo Creek between 30th and 29th Streets

### Policy CD-2.27

City should work closely with Friends of Oak Glen Park and Richmond Boulevard residents to explore strategies for funding and implementing park and non-paved trail improvements along Glen Echo Creek from the south end of the park to 29th Street



## 5.3.2. GATEWAYS & PUBLIC SPACES: Temporary Public Space Features

### Policy CD-2.28

Work with landowners and the community to promote and facilitate interim uses and events to activate under-utilized spaces and parcels



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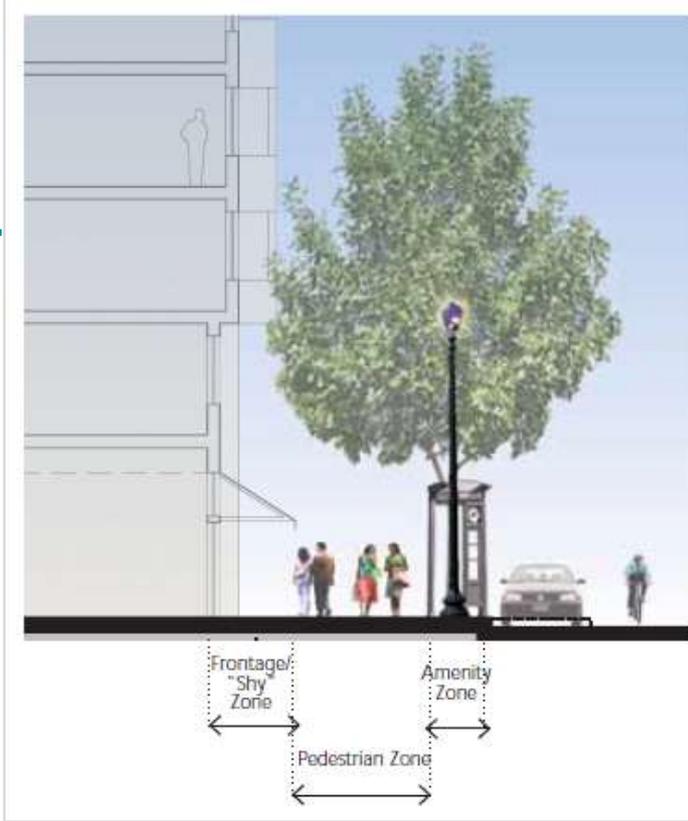


# DESIGN GUIDELINES

## 3.0 Public Realm

### 3.1 Streetscape Design – Pedestrian Zone

- **Functional Zones:**
  - pedestrian zone – in the middle, accommodates pedestrian circulation
  - amenity zone – next to street, accommodates public facilities and street furniture
  - frontage zone – adjacent to buildings, serves as transition area to buildings



# DESIGN GUIDELINES

## 3.0 Public Realm

### 3.1 Streetscape Design – Pedestrian Zone

- **Benches & Other Seating** – provide throughout plan area, especially in areas with ground-level retail, attractively designed, include informal seating such as moveable chairs, seat walls, steps, & planters
- **Transit Stops & Shelters** – provide shelters at all stops or at least most heavily used stops; provide distinctive design, “real time” arrival information
- **Bicycle Parking** – provide racks designed for secure parking, distributed throughout commercial area, uniquely designed to act as sculpture, on-street parking as bicycle corrals



# DESIGN GUIDELINES

## 3.0 Public Realm

### 3.1 Streetscape Design – Pedestrian Zone

- **Street Lights** – create unified identity, focus on pedestrian realm
- **Street Trees** – unified planting scheme, spaced to provide shade to pedestrian zone
- **Public Art** – integrated into design of buildings and streetscape projects
- **Wayfinding Signage** – identify key destinations, public parking, parks and plazas, transit routes, access to freeway and surrounding areas

### 3.2 Streetscape Design – Vehicular Zone

- **Crosswalks** – at highest pedestrian activity should use special paving



# DESIGN GUIDELINES

## 4.0 Public Open Space

- 4.1 Site Planning
  - Plazas should serve as key activity nodes, have visual access to adjacent sidewalks, and be designed to complement and enhance adjacent commercial uses
- 4.2 Site Design
  - Public open space should provide seating, adequate lighting, public art, landscaping to soften hardscape, high quality and distinctive paving



# NEXT STEPS

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- **Dec. 11** - Zoning Update Committee Meeting
- **Feb. 2014** – Landmarks Preservation Advisory Board, Final Specific Plan & EIR
- **Feb. 2014** – City Planning Commission, Final Specific Plan & EIR
- **March 2014** - City Council, Adoption of Final Specific Plan & EIR



# CONTACT US

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**Laura Kaminski, Project Planner**  
Planning and Building Department  
Strategic Planning Division

## **Project Contact Information / ...**

- Email: [lkaminski@oaklandnet.com](mailto:lkaminski@oaklandnet.com)
- Phone: 510.238. 6809
- Website: [www.oaklandnet.com/bvdsp](http://www.oaklandnet.com/bvdsp)

