

BROADWAY VALDEZ DISTRICT SPECIFIC PLAN

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



OVERALL LAND USE CONCEPT

Overall Broadway Valdez District:

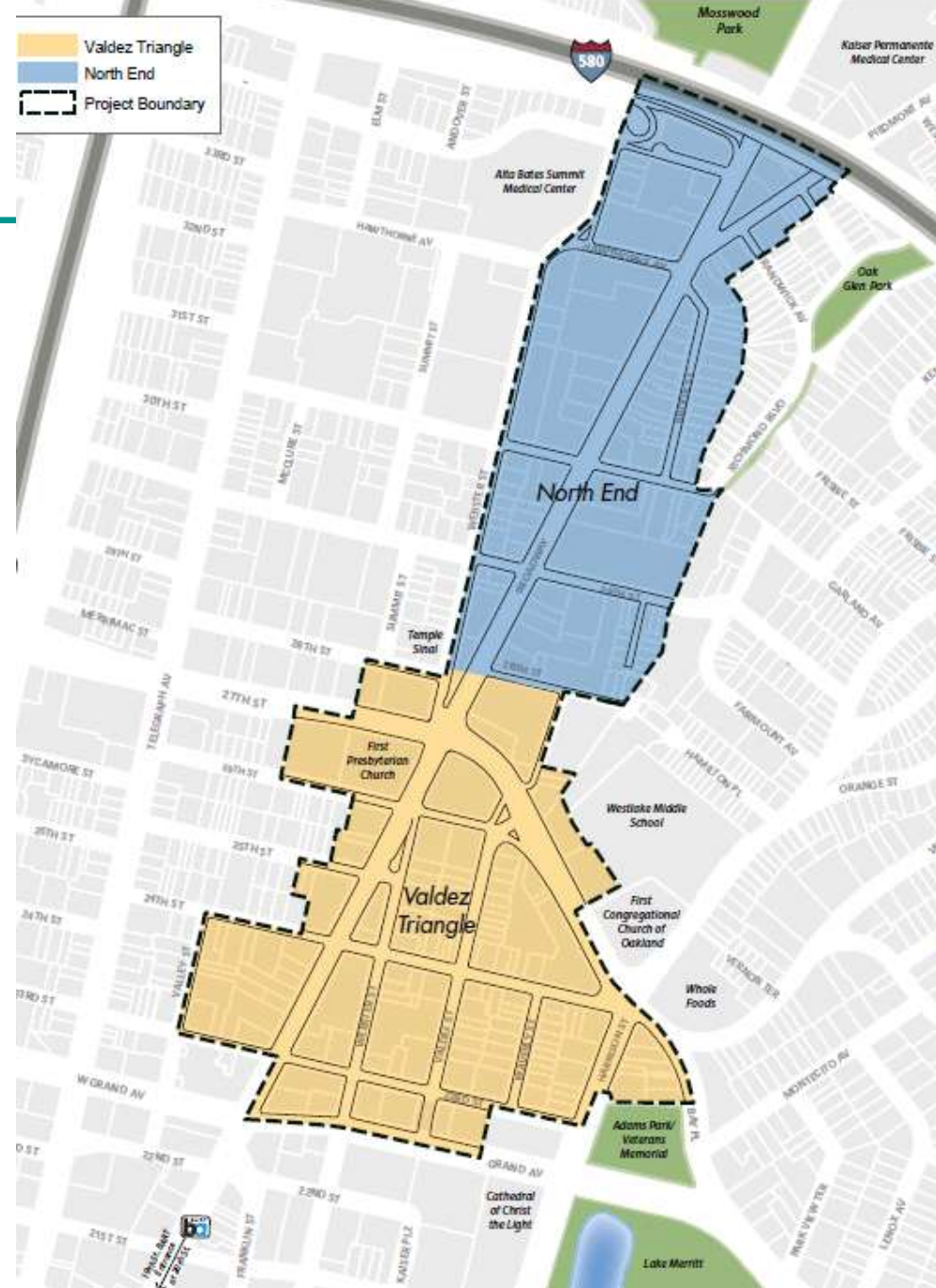
- 95.5 acres (35.1 acres right-of ways + 60.4 acres developable land)

Plan Subareas:

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

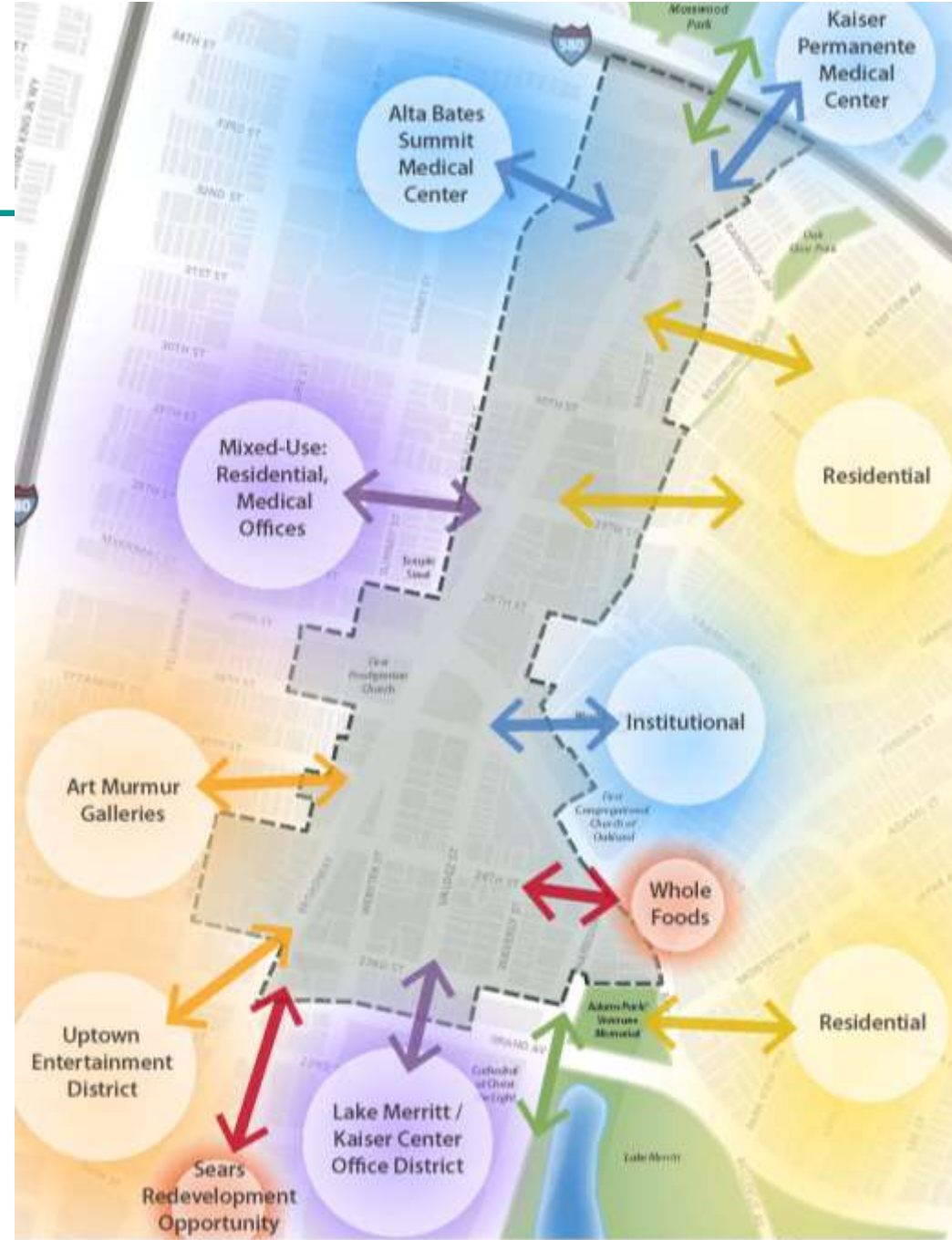
Development Program:

- 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 27th 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

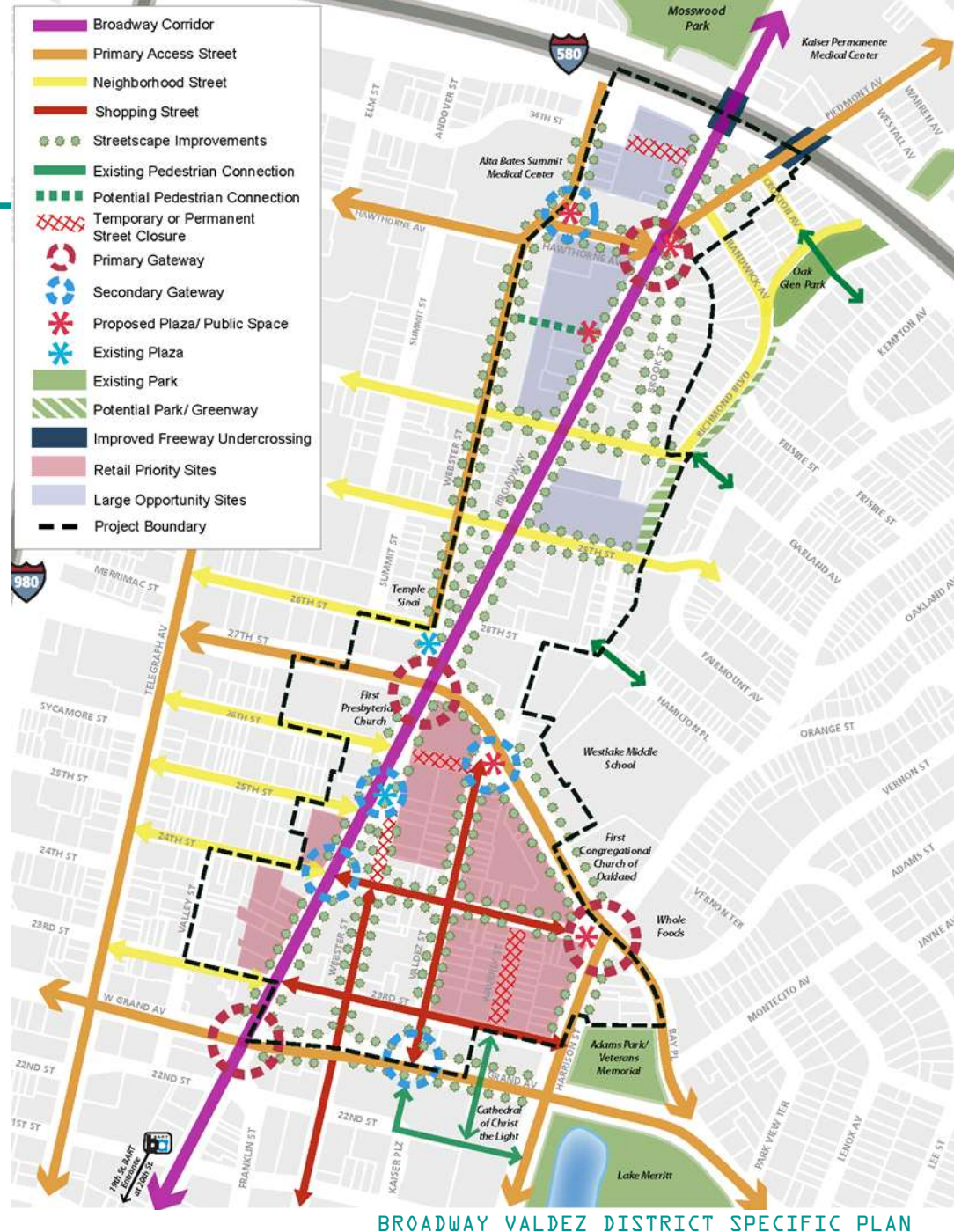
Goal CD-2:

- 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

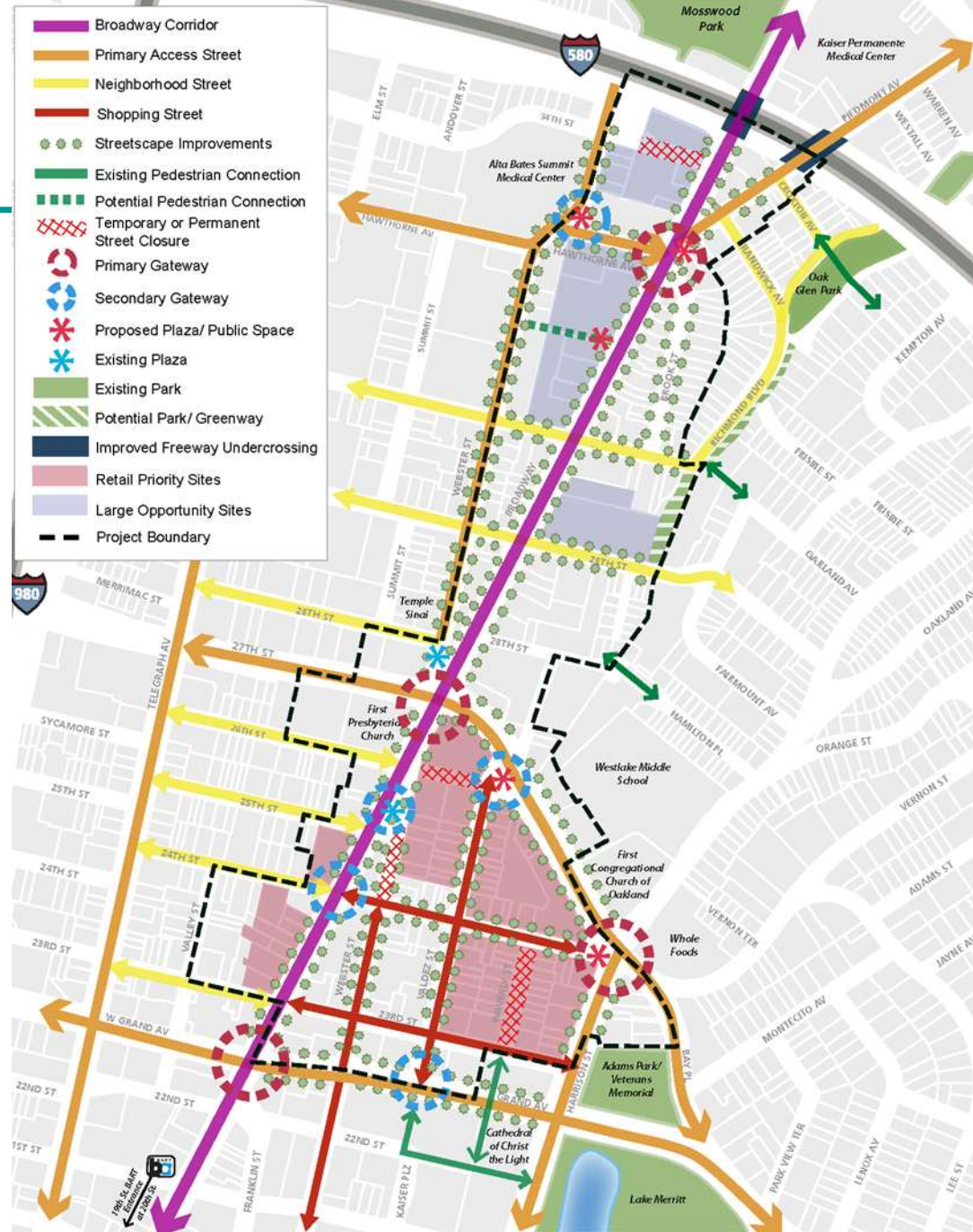
- **Broadway:** Spine for the plan area
- **Primary Access Streets:** Provide primary regional and local access into the Plan Area from adjoining neighborhoods and regional freeways
- **Shopping Streets:** Internal streets designed to prioritize pedestrian traffic and the window shopping associated with 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.



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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.



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BROADWAY VALDEZ DISTRICT SPECIFIC PLAN

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

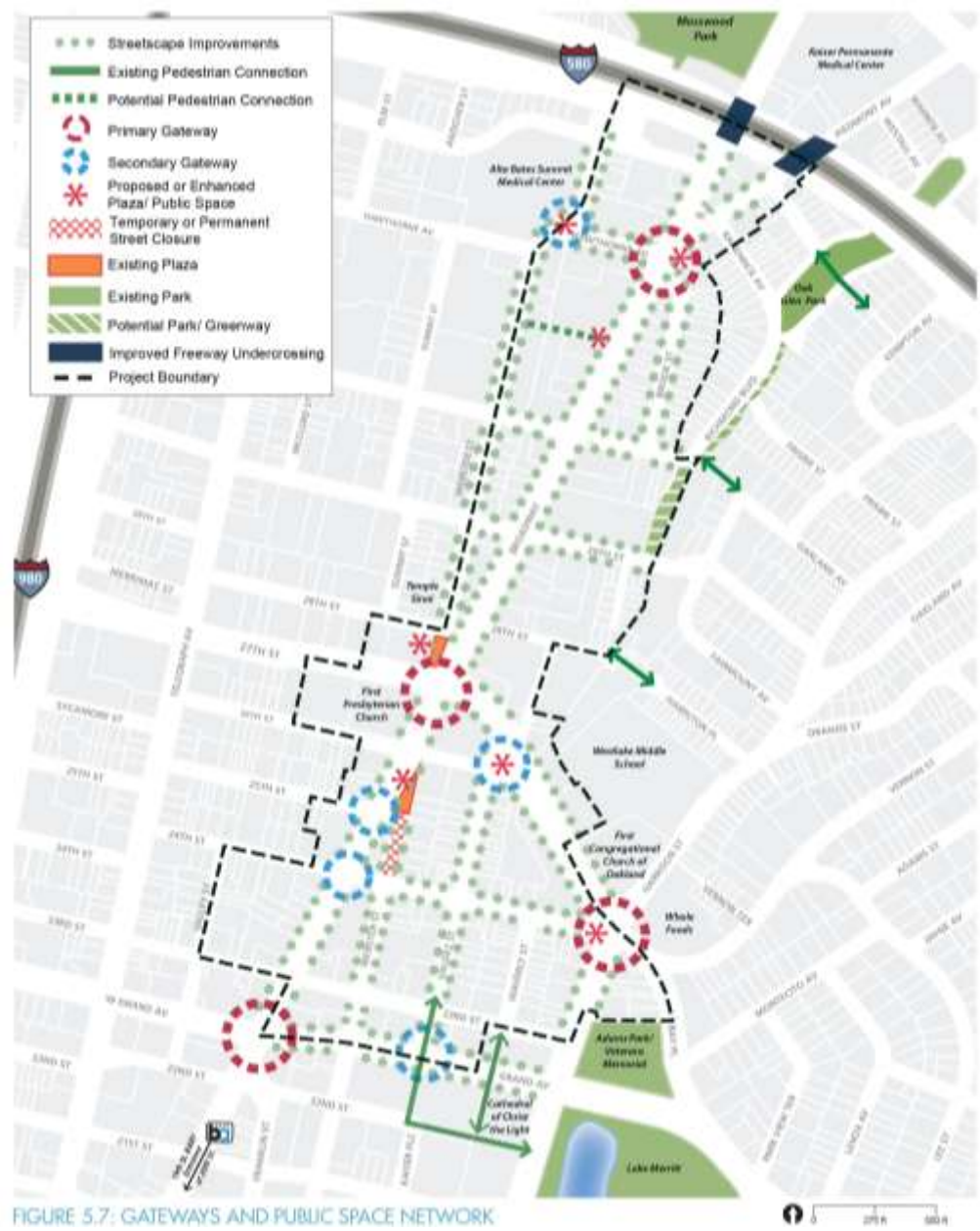


5.3.2. GATEWAYS & PUBLIC SPACES

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 & 25th 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



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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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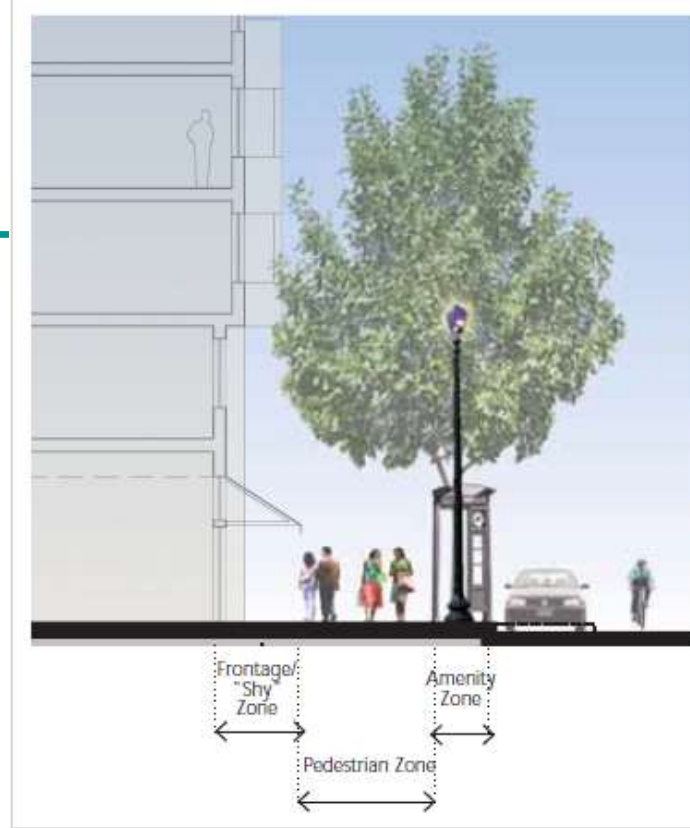


DESIGN GUIDELINES

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

- **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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