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**DRAFT (for Internal Review only)**

**Lamphier Gregory**  
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Oakland, CA 94606  
Attn. Scott Gregory

**Re: Site Issues and Opportunities**

Project: Kaiser Design Review # 20518.01

Purpose: To identify Site Issues and Opportunities for the proposed Kaiser Hospital replacement and new Medical Office Building. This memorandum is intended to provide a framework for community input on the design of the proposed project and the development of key urban design objectives for the project. It is anticipated that at the community meeting of August 25, 2005 this list will be presented, and participants will be asked to review and add their sense of the issues and opportunities.

**Overall Questions for Consideration:**

1. What does it mean to be a large medical campus that is integrated within the City and surrounded by residential neighborhoods?
2. How can you design good transitions to the surrounding fabric?
3. What makes a good edge? How can these edges be designed so as to provide and promote a street life for Piedmont Avenue, Broadway, and MacArthur Boulevard?
4. How can a medical campus contribute to the street life and character of existing neighborhoods?

Issues	Opportunities
<p><b>Urban Fabric – pattern and scale</b></p> <p>There is a dramatic difference in the pattern and scale of development for the hospital as compared to the surrounding neighborhood</p> <p>The large scale of hospital buildings is essential for service to patients, special facilities and equipment and the interconnectivity between functions and departments</p> <p>Local neighborhoods are lacking coherence and unresolved reuse targets for former industrial properties. Glen Echo Creek lacks real visibility. Some neighborhood streets are wider than needed</p>	<p>Significant replacement of existing facilities offers the chance to consider building, open space and streetscape design that would temper the dramatic contrast with neighborhood patterns, while recognizing the imperatives of health care design</p> <p>Neighborhood improvements should be considered in tandem with hospital improvements including: better streets and sidewalks, rediscovery of Glen Echo Creek, planted medians or widened sidewalk plantings, better links to Mosswood Park and so forth</p>

## Edges

<p>Lack of sensitive scale transition from hospital buildings to the surrounding residential neighborhoods, particularly around the Cerrito neighborhood</p> <p>Existing buildings do not address or hold the street edge well</p>	<p>Design elements to consider in the new design, and as fitting to the health care program, would include:</p> <ul style="list-style-type: none"><li>• stepping down heights in sensitive locations,</li><li>• attention to façade treatments to increase visual interest and articulation</li><li>• location of publicly oriented health care functions at ground floor edges to assure a more interesting street level experience for neighbors, patients and visitors</li></ul>
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## Streets/Frontages

### *West MacArthur Boulevard*

<p>Street is a major vehicular artery for the area, and needs to provide that city-wide function</p> <p>Very wide street, high traffic volume is a challenge for pedestrians</p> <p>High pedestrian crossing activity, particularly at intersections with Broadway, Piedmont Avenue, and Howe Street</p> <p>Lack of successful ground floor retail, sidewalk activity, and pedestrian amenities</p>	<p>There is potential to study reducing the street width on West MacArthur Boulevard and better managing traffic through new streetscape designs</p>
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### *Broadway*

<p>High traffic volume and speed of cars inhibit safe pedestrian crossings</p> <p>Sidewalks are narrow with few pedestrian amenities</p>	<p>There is potential to study reducing the Broadway street width and slowing/managing traffic through new streetscape designs</p> <p>Need for streetscape/median improvements</p> <p>Potential exists for a strong pedestrian orientation and establishing the street as a key link between Mosswood Park and the surrounding residential communities and as Kaiser uses line both sides of Broadway in the future</p>
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*Piedmont Avenue*

<p>Successful retail district does not extend to West MacArthur Boulevard</p> <p>Lack of successful active ground floor uses, sidewalk activity, and pedestrian amenities</p> <p>Existing parking garage inhibits the extension of street life that exists in the commercial area east of the hospital</p>	<p>Long-term, look for opportunities to change the character of the garage edge on Piedmont Avenue – or take the opportunity to design a more compatible street edge with a new building</p>
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*Howe Street*

<p>Centrally located street for medical campus and where many people visiting the hospital arrive</p> <p>Pedestrian safety is problematic given the traffic flow along the street and that people do not use the crosswalks</p> <p>Sidewalks lack pedestrian amenities and are too narrow to accommodate pedestrian traffic</p>	<p>Opportunity to enhance this arrival experience with:</p> <ul style="list-style-type: none"><li>• better street and building design,</li><li>• clear orientation for patients and visitors,</li><li>• enhanced connections to public transportation,</li><li>• opportunity for through-block connections to retail areas on Piedmont Avenue and Broadway</li></ul> <p>Consider the closure of Howe Street near MacArthur Boulevard and the introduction of a public arrivals plaza</p>
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**Access and Circulation**

<p>No clear wayfinding for visitors – whatever travel mode they employ</p> <p>Insufficient preference for public transportation</p> <p>Lacking pedestrian safety design</p> <p>Potential conflicts on existing sidewalks, being used as a way to move between the various buildings of the medical campus</p>	<p>Numerous pedestrian crossings need better articulation/pedestrian safety improvements</p> <p>Look for direct connections between essential health care facilities through better adjacencies in the new design, use of potential below grade parking, and the potential for below grade connections between buildings</p> <p>Give clarity to entrances and sense of arrival at the campus and to distinct services or buildings</p>
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**Parking and Service/Loading**

<p>Entries to parking garages inhibit pedestrian activity and pose safety problems</p> <p>Scale and design of existing parking garages are in stark and unappealing contrast to the texture of the surrounding area and negatively impact the pedestrian street life of the area</p> <p>Drop-off and loading areas for shuttles on Howe Street present stacking conflicts with pedestrians and other vehicles</p> <p>Garage fronting Howe Street and Piedmont Avenue lacks visual articulation and does not contribute to the life of Piedmont Avenue</p> <p>Hospital has identified insufficient parking as major problem to be rectified in the new construction</p>	<p>Design new garages to ease arrivals and exits with sufficient queuing and ingress/egress options to minimize impacts on surrounding streets</p> <p>Install pedestrian signals/systems in conjunction with new wayfinding</p> <p>Add parking to reasonably meet hospital needs while assuring incentives for public transportation use</p> <p>Provide preferential location and attractive arrivals experience for transit riders</p> <p>Seek parking garage design sensitive to surroundings in massing, scale, materials, limited off site lighting effects and access management.</p> <p>Pay special attention to service and utility plant areas to minimize noise and air quality effects and screen or buffer these areas from surrounding residential/local commercial areas.</p>
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**Open Space**

<p>Mosswood Park is severely underutilized and isolated</p> <p>Buildings fronting the park do not contribute to its safety or activity since they lack ground level transparency and pedestrian activity</p> <p>The medical campus is lacking any large gathering public spaces to help define its "center"</p> <p>The campus lacks variety in open spaces or plazas</p>	<p>Highlight on public space and landscape design in the new campus plan, with a focus on good neighbor opportunities such as:</p> <ul style="list-style-type: none"> <li>• Improved arrivals and orientation</li> <li>• Attractive edges utilizing special streetscape, landscape and buffer design</li> <li>• Enhanced landscape/streetscape treatment where the campus faces Mosswood Park</li> </ul> <p>Seize the opportunity to enhance Glen Echo Creek as a neighborhood asset and seek linkages toward Mosswood Park</p> <p>Consider bringing the experience of landscape spaces to the patient/visitor, with some of those private or upper level spaces visible from the public ways</p>
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**Views**

<p>Views to and from the medical campus have not been a key factor in the location and design of facilities</p>	<p>Preserve established city-serving view corridors along Broadway, Howe Street, Piedmont Avenue, and MacArthur Boulevard</p> <p>Consider key views from the neighborhoods in placing entries, landscape and other attractive features of the new design.</p> <p>Enhance regional views from the medical campus</p>
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