



Future
Parking
Garage

M.O.B.

Kaiser Permanente Oakland Medical Center Project

Community Involvement and Urban Design Process

Thursday, August 25, 2005
Mosswood Park Recreation Center
7:00 p.m. - 9:00 p.m.

Existing M.B. Center/
Proposed New

Agenda

- Welcome & Introduction
- Community Involvement and Urban Design Process
- KP Oakland Medical Center Project Overview
- Community Input (To Date) Summary
- City of Oakland Policy Priorities
- Urban Design Observations & Opportunities
- Hands-On Community Input
- Next Steps



Community Involvement & Urban Design Process



Phase 1: Understanding the Project & Possibilities

Phase 2: Developing Possible Solutions

Phase 1: Understanding the Project and Possibilities

Community Involvement and Urban Design Process

What is the Project?

Since the 1990s, Johns Hopkins University, the Department of Urban and Environmental Design, and the Department of Urban and Environmental Design have been involved in a long-term process of understanding the future of the Baltimore Medical Center. In 2007, the Department of Urban and Environmental Design, in partnership with the Johns Hopkins University School of Medicine, conducted a study to understand the future of the Baltimore Medical Center. The study was conducted in partnership with the Johns Hopkins University School of Medicine, the Department of Urban and Environmental Design, and the Department of Urban and Environmental Design.

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Phase 1: Understanding the Project and Possibilities

Community Outreach Activities to Date

The study was conducted in partnership with the Johns Hopkins University School of Medicine, the Department of Urban and Environmental Design, and the Department of Urban and Environmental Design.

- October 5, 2007 and April 11, 2008 - Public Meetings
- October 18, 2008 - Community Meeting with the Mayor, Joan Pataki
- October 14, 2008 - National Conference on Learning to Live



Phase 2: Developing Possible Solutions

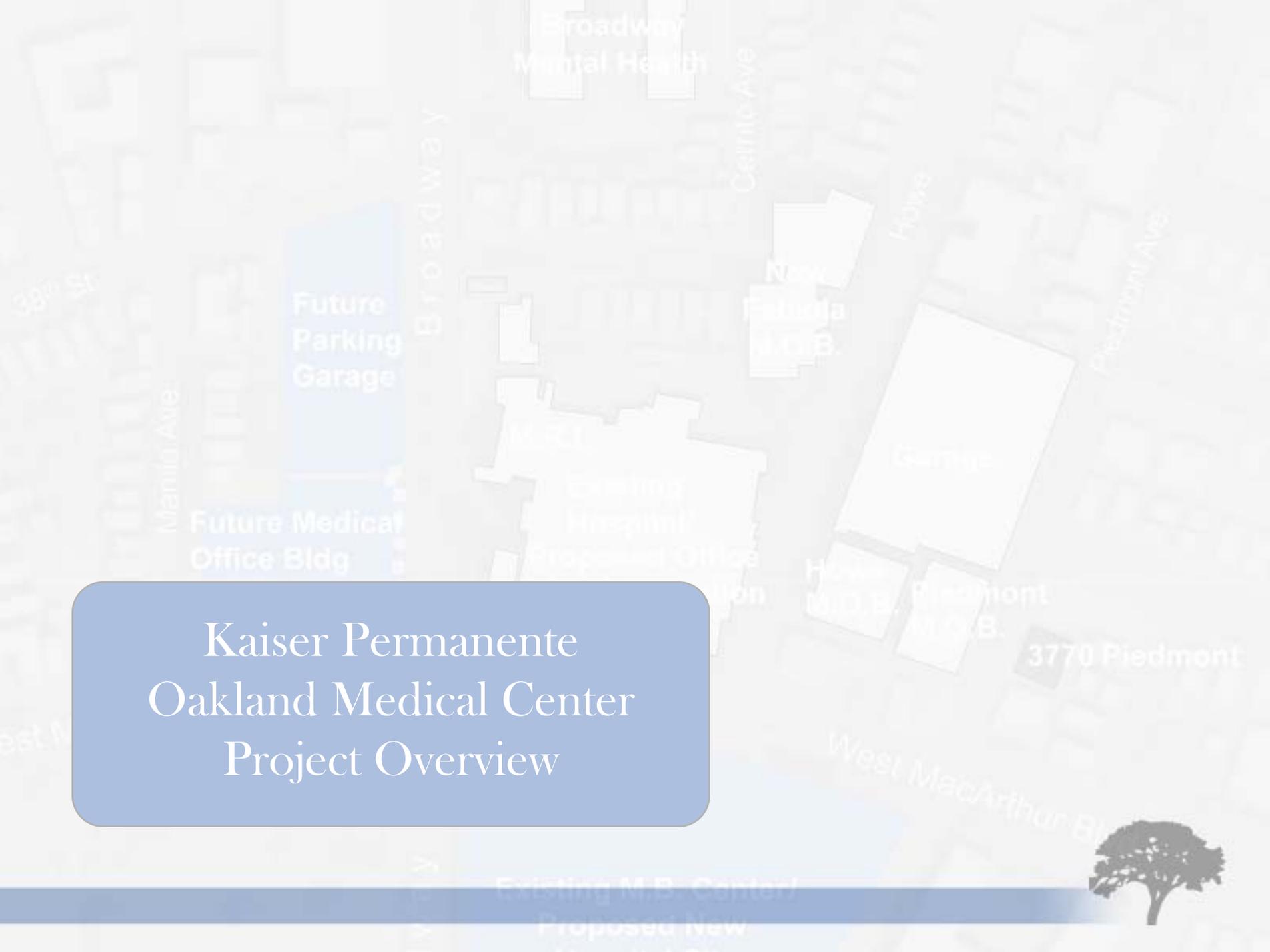
The study was conducted in partnership with the Johns Hopkins University School of Medicine, the Department of Urban and Environmental Design, and the Department of Urban and Environmental Design.

Key Findings:

- Healthcare:** The study found that the current healthcare services are not meeting the needs of the community.
- Community:** The study found that the current community services are not meeting the needs of the community.
- Urban Design:** The study found that the current urban design is not meeting the needs of the community.
- Community Working Group:** The study found that the current community working group is not meeting the needs of the community.
- Healthcare Solutions:** The study found that the current healthcare solutions are not meeting the needs of the community.
- Community Solutions:** The study found that the current community solutions are not meeting the needs of the community.
- Urban Design Solutions:** The study found that the current urban design solutions are not meeting the needs of the community.

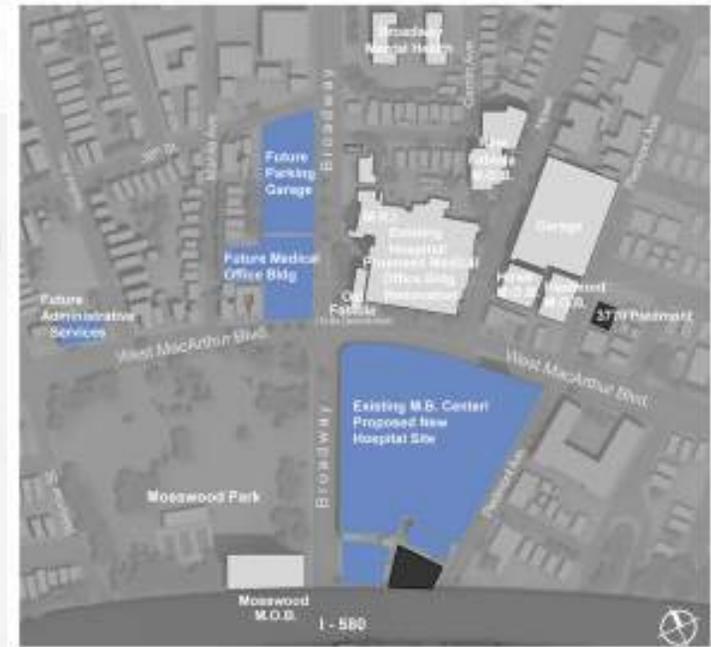


Kaiser Permanente Oakland Medical Center Project Overview



Project Overview

- Meet SB-1953 and Upgrade Facilities
 - New Hospital
 - New Cancer Care Center and Medical Office Building
 - Additional Outpatient Services, accommodated by modifying existing hospital
 - Administration and Parking
- Prepared Project Concept #1



Community Input Summary



Community Issues and Concerns

- Environmental Quality
- Access and Circulation
- Urban Design
- Parking System
- Economic Development

**INSERT PHOTO
of Community
Input Summary
POSTERS
ON WALL AT
MOSSWOOD**



Environmental Quality

- Air Quality During and After Construction
- Noise Pollution
- Impact to Glen Echo Creek During and After Construction
- Mature Tree Preservation

INSERT PHOTO
OF CREEK AND
TREES

INSERT PHOTO
OF CREEK AND
TREES



Access and Circulation

- Traffic Congestion
- Traffic Calming
- Use of Public Transit and Shuttle Options
- Pedestrian Access and Circulation



Urban Design

- Design and Mass of New Structures
- Connection and Relationship with Neighborhood
- Removal of Blank Walls
- Negative Impact of Pedestrian Bridges



Parking System

- Location of Parking Structures
- On-Street Parking Regulations
- Need Accurate Parking Study



Economic Development

- Impact on Property Values
- Connection with Commercial Corridor
- Active Street Level Businesses



**INSERT PHOTO
OF BUSINESS**



City of Oakland Policy Priorities



Key Priorities & Principles

- **Priority: Balance Kaiser Permanente's Program Needs with Protection of Neighborhoods**
 - **Guiding Principle:** To accommodate the physical, spatial and structural needs of Kaiser Permanente's Oakland Hospital Replacement Program, while minimizing impacts on, and incompatibilities with the adjacent and surrounding neighborhoods.
- **Priority: Environmental Quality**
 - **Guiding Principle:** To reinforce environmental stewardship by minimizing adverse environmental impacts, respecting and restoring where feasible the site's natural features, and applying sustainability practices to all phases of construction, maintenance and operations.



Key Priorities & Principles

- **Priority: Efficient Access and Circulation**

- **Guiding Principle:** To create an attractive and efficient system for moving people and vehicles into, out of, and within the area with minimal impacts to the adjacent and surrounding neighborhoods. This system should include incentives for use of public transportation as well as implementation of other strategic transportation systems management techniques to reduce traffic and parking impacts.

- **Priority: Quality Urban Design**

- **Guiding Principle:** To implement urban design initiatives that establish compatible transitions in the scale and character of buildings and landscape; realize distinct and attractive streetscapes for Broadway, MacArthur, and Piedmont Avenue; provide a pedestrian friendly experience along building facades; enhance the visual skyline; and respect the character of adjacent and surrounding neighborhoods.



Key Priorities & Principles

- **Priority: Well-Balanced Parking System**
 - **Guiding Principle:** To develop an efficient parking program that serves the essential needs of Kaiser Permanente’s visitors, patients, and employees while maintaining a limit on supply to encourage public transit, carpooling and alternative modes. The parking program shall seek to avoid adverse affects on the residents of adjacent and surrounding neighborhoods.
- **Priority: Economic Development and Stability**
 - **Guiding Principle:** To maintain the Kaiser Permanente Oakland Medical Center as a major employment center in Oakland and the region, uphold overall property values in the vicinity, improve business development opportunities and enhance vitality of the adjacent and surrounding commercial corridors.



Primary Urban Design Issues Being Explored

- Reduce height of parking garage on Broadway
- Create active streetfronts – no blank walls and “dead” parking garage walls along major corridors
- Maximize building mass near I-580 - relieve pressure on adjacent neighborhoods
- Explore more efficient ‘adjacencies’ of uses - reduce need for pedestrian bridges
- Optimize parking efficiencies - not too much and not too little





Urban Design Observations & Opportunities

Existing M.O.B. Center/
Proposed New



Goal : Environmental Quality



- LEGEND**
- existing open space
 - streets to Park
 - potential link through blocks
 - crosswalks
 - building orientation
 - enhance public realm
 - Piedmont Avenue links
 - potential landscaped median

PUBLIC REALM



Priority : Efficient Access and Circulation



- LEGEND**
- major traffic arterial
 - nodes of traffic-pedestrian conflict
 - Kaiser property
 - lack of positive Kaiser presence on streets

- wide streets, heavy traffic volume, lack of pedestrian amenities, absence of easy connection to Mosswood Park
- high traffic volume on highway - a source of loud noise

ACCESS AND CIRCULATION – EXISTING CONDITION



Priority : Efficient Access and Circulation



- LEGEND
- major traffic arterial
 - nodes of traffic - pedestrian conflict
 - Kaiser property
 - lack of positive Kaiser presence on streets

- wide streets,
 - heavy traffic volume,
 - lack of pedestrian amenities,
 - absence of easy connection to Mosswood Park
- high traffic volume on highway - a source of loud noise

ACCESS AND CIRCULATION – KAISER PROPOSAL (APRIL 6,2005)



Priority : Efficient Access and Circulation



ACCESS AND CIRCULATION - OPPORTUNITIES





LEGEND

- surrounding built footprint
- Kaiser's built footprint

Piedmont Ave

0 Piedmont



URBAN FABRIC & SCALE – EXISTING CONDITIONS



LEGEND
■ surrounding built footprint
■ Kaiser's buildings

Piedmont Ave

70 Piedmont





LEGEND

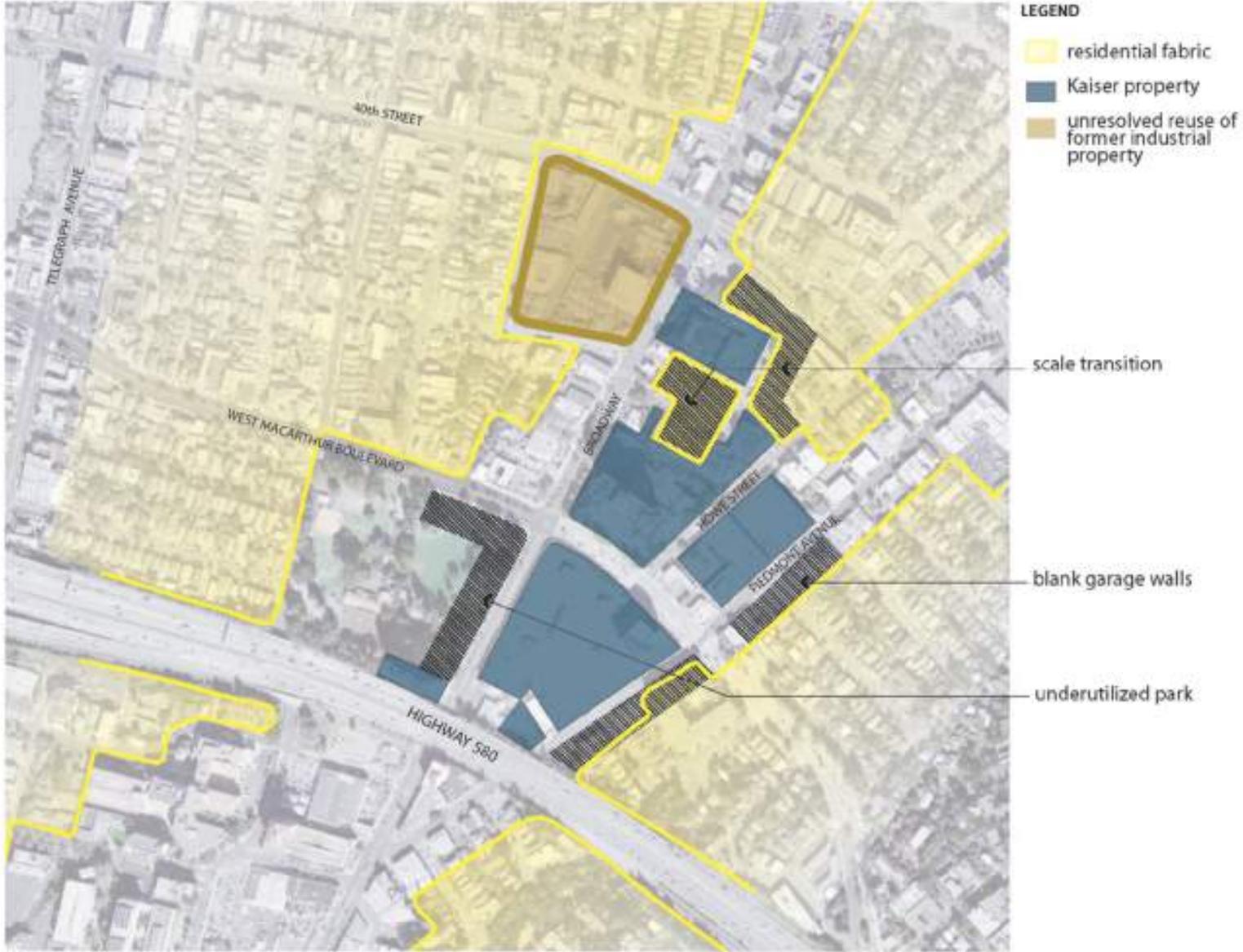
- surrounding built footprint
- Kaiser buildings

OPPORTUNITY TO:

- rework the massing and scale of the buildings to better integrate with the neighborhood



Priority : Quality Urban Design



URBAN EDGE – EXISTING CONDITIONS





Piedmont Ave

0 Piedmont



Priority : Quality Urban Design



LEGEND

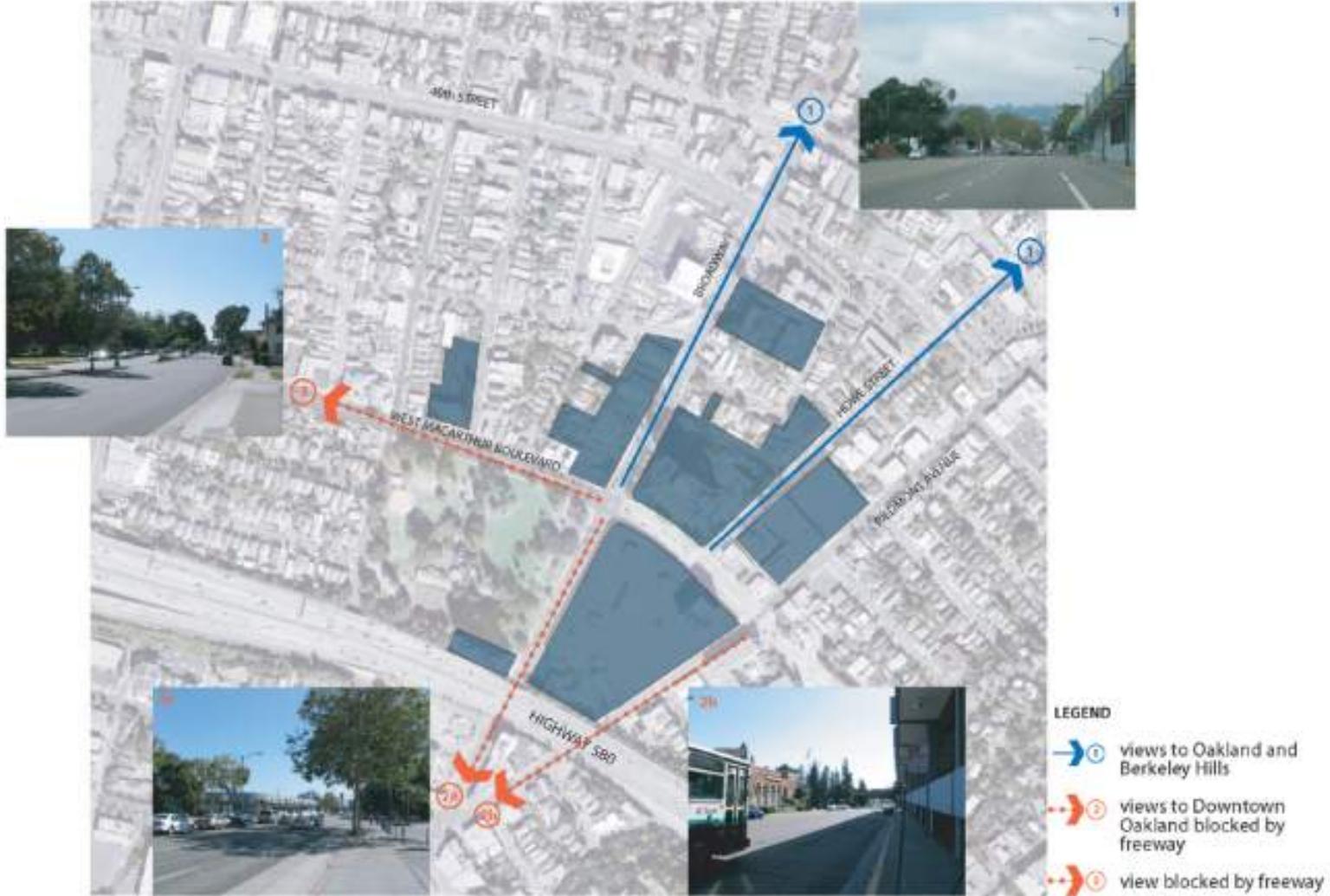
- residential fabric
- Kaiser property
- unresolved reuse of former industrial property

OPPORTUNITIES TO:

- step down heights in sensitive locations
- focus on facade treatments to increase visual interest and articulation
- publicly orient health care functions at ground floor to assure a more interesting street level

URBAN EDGE – OPPORTUNITIES







Community Input Process



Community Input Process

- **STEP 1:**
“What Was Missed?” Post-It Note Exercise

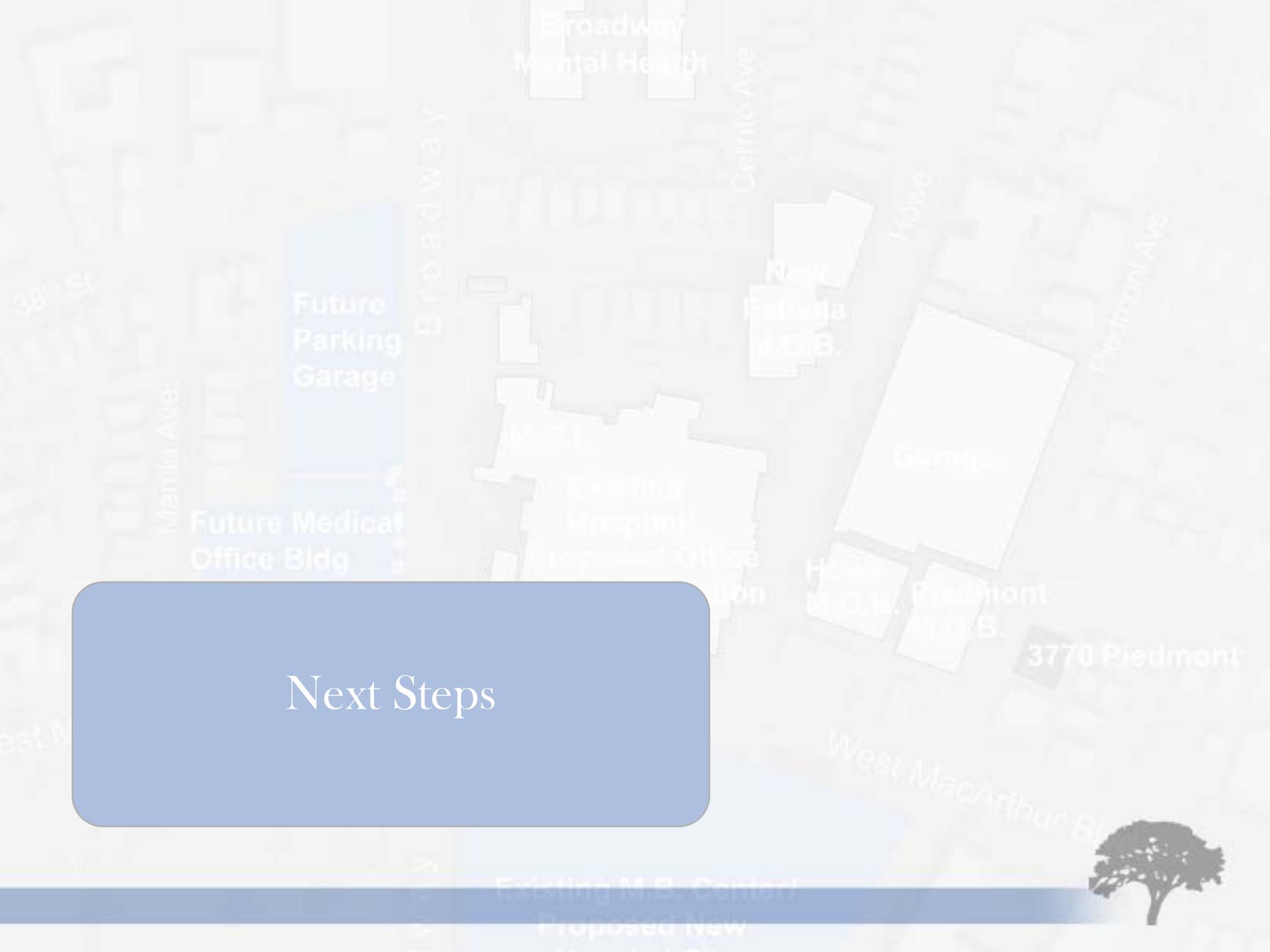


- **STEP 2:**
“What If” Small Group Roundtables



Piedmont





Next Steps

Existing M.B. Center /
Proposed New



Next Steps

- Consolidate Input Received
- Refine Input into Urban Design Options
- Facilitate Neighborhood Walks and Discussion Groups:
 - September 12: Focus on Neighborhoods including PANIL, Howe St., and 38th & Cerrito
 - September 13: Focus on Neighborhoods including Manila, 38th Street, and Richmond
- Introduce New Design Possibilities in Workshop #2

