TOW-AWAY
NO
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12 A.M.-3 A.M.
THURSDAY

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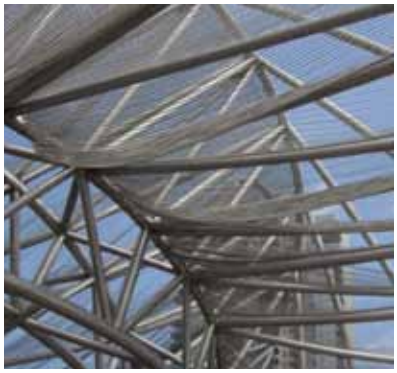
Blending old and new, East Village, San Diego, CA



The Plan Area will feature a unique combination of new and traditional building elements, attractive public spaces, and active pedestrian-oriented streets.

5.1 PURPOSE

The design of future development in the Broadway Valdez District will be critical to the success of the area as a retail destination and as a place to live and work. Developers and retailers seeking to invest in the area will want to see a commitment to creating a quality retail destination and mixed-use district that will reward their investment. Future shoppers and visitors will want to know that the Plan Area is a unique and vibrant destination that offers a safe and enjoyable shopping experience, quality stores and entertainment venues, and an attractive physical setting. Future Plan Area residents and workers will seek a neighborhood that is safe, easy to navigate, and an interesting and enjoyable place in which to live and work. Good design will be a key contributor to convincing all of these people that the Broadway Valdez District is the place to be.

The purpose of this chapter is to describe the design vision and concepts that will guide future development in the Plan Area. The design vision builds on the land use and circulation concepts set forth in the Land Use and Circulation chapters of this Plan (chapters 4 and 6 respectively). This general vision and the concepts described in this chapter are further supplemented by an extensive set of more detailed design guidelines in Appendix C of this Plan.

5.2 COMMUNITY DESIGN CONCEPT

5.2.1 OVERALL CONCEPT

GOAL CD-1: A well-designed neighborhood that integrates high quality design of the public and private realms to establish a socially and economically vibrant and visually and aesthetically distinctive identity for the Broadway Valdez District.

Overall, the community design concept for the Plan Area promotes:

- Well-designed buildings that meet retailers' requirements and contribute a sense of quality and permanence to the Plan Area;
- A pattern and scale of development that creates a well-defined, human-scale public environment that incorporates active, pedestrian-oriented street level uses that animate and enliven the public realm;
- A safe and attractive system of streets, plazas, and park spaces that provides graciously scaled public spaces to support and promote an active pedestrian environment;
- A visually and aesthetically distinctive identity that integrates the area's historic buildings with quality contemporary design to maintain a link to the area's social, cultural and commercial heritage; and
- A system of public and private parking structures and rear-loaded parking areas that reduce the visual and spatial prominence of the automobile, and support a "park once" environment that reduces the need for need to short vehicle trips within the Plan Area.

In recognition that these objectives address public as well as private property and will be implemented by both the City and private developers, the following discussion is organized in two broad categories: (1) the public realm, comprising the design of improvements within public right-of-ways associated with the Plan Area's systems of streets and plazas, and (2) the private realm, comprising the design of all improvements on privately-owned parcels. This distinction also recognizes that the challenge of creating a distinctive identity and sense of place for the Plan Area will be equally dependent on the design of both public and private realms. The Community Design Framework for the Broadway Valdez District (see Figure 5.1) illustrates a summary of both public realm components and private realm considerations. Design guidelines that address the character and quality of future Plan Area development and improvements are provided in Appendix C.

5.2.2 VALDEZ TRIANGLE DESIGN CONCEPT

The Valdez Triangle is envisioned as a vibrant pedestrian-oriented shopping district that will be a retail destination for Oakland residents and the broader East Bay. In order to successfully attract shoppers, residents, and workers to the area, the Triangle's design must not only be accommodating, but memorable. The Plan calls for destination retail and a mix of complementary supporting uses, including housing, with attractively designed and generously proportioned sidewalks, plazas and public spaces, animated by active storefronts, in a mix of restored and reused historic buildings and new contemporary architecture.

5.2.3 NORTH END DESIGN CONCEPT

The North End is envisioned as an attractive mixed-use district linking Downtown to the Piedmont/North Broadway areas. Broadway is envisioned as a vibrant pedestrian-oriented boulevard that provides a strong ground floor retail/commercial presence along the length of the subarea complemented by attractively designed and generously proportioned sidewalks, plazas and public spaces. The design concept emphasizes the renovation and adaptive reuse of the substantial inventory of distinctive automobile showrooms and automotive garages that line Broadway to maintain a connection to the area's Auto Row heritage. It also calls for the protection and enhancement of the residential and medical areas that adjoin Broadway, and the sensitive vertical and horizontal integration of new uses with existing development.

5.3 PUBLIC REALM

GOAL CD-2: A public realm comprised of a safe and attractive system of streets, plazas, and park spaces that supports an active pedestrian environment and provides an attractive physical framework that seamlessly integrates a diverse array of existing and future buildings.

Given that implementation of the Plan is likely to occur over many years and involve many different developers, the design of the public realm is especially important. The network of public streets and plazas that compose the public realm is the unifying element that will establish a consistent design character and quality for the entire Plan Area. The system of streets and plazas should establish an attractive, well-designed physical framework that can graciously accommodate and connect the diverse array of existing and future buildings that are likely to be introduced to the Plan Area over time. In addition, since streetscape improvements often precede private development, they also present the opportunity to establish a design standard that sets the tone for subsequent private development.

- **Broadway:** Broadway is the spine for the Plan Area and will serve as Downtown Oakland's "grand boulevard," linking the Broadway Valdez District to other key destinations from the Estuary to the Oakland Hills.
- **Primary Access Streets:** 27th Street, Webster Street (north of 27th Street), Piedmont Avenue, Harrison Street (south of 27th Street), Hawthorne Avenue and Grand Avenue provide primary regional and local access into the Plan Area from adjoining neighborhoods and regional freeways. The importance of these access routes will be marked by streetscape improvements, street tree plantings, and new development that reinforces corridor character and definition.
- **Shopping Streets:** In the Triangle, where the creation of a retail destination is the primary objective, internal streets, such as Valdez, 24th, Webster, and 23rd, will serve as pedestrian-friendly streets that accommodate local vehicular traffic but are designed to prioritize pedestrian traffic and the window shopping associated with successful retail.
- **Neighborhood Streets:** Streets, such as 28th, 29th, 30th and Brook streets in the North End and 23rd, 24th, 25th and 26th streets west of Broadway, serve as important local connector streets to adjoining neighborhoods. Streetscape improvements, street tree plantings and new development will be introduced along these streets to enhance and clarify their function and character.

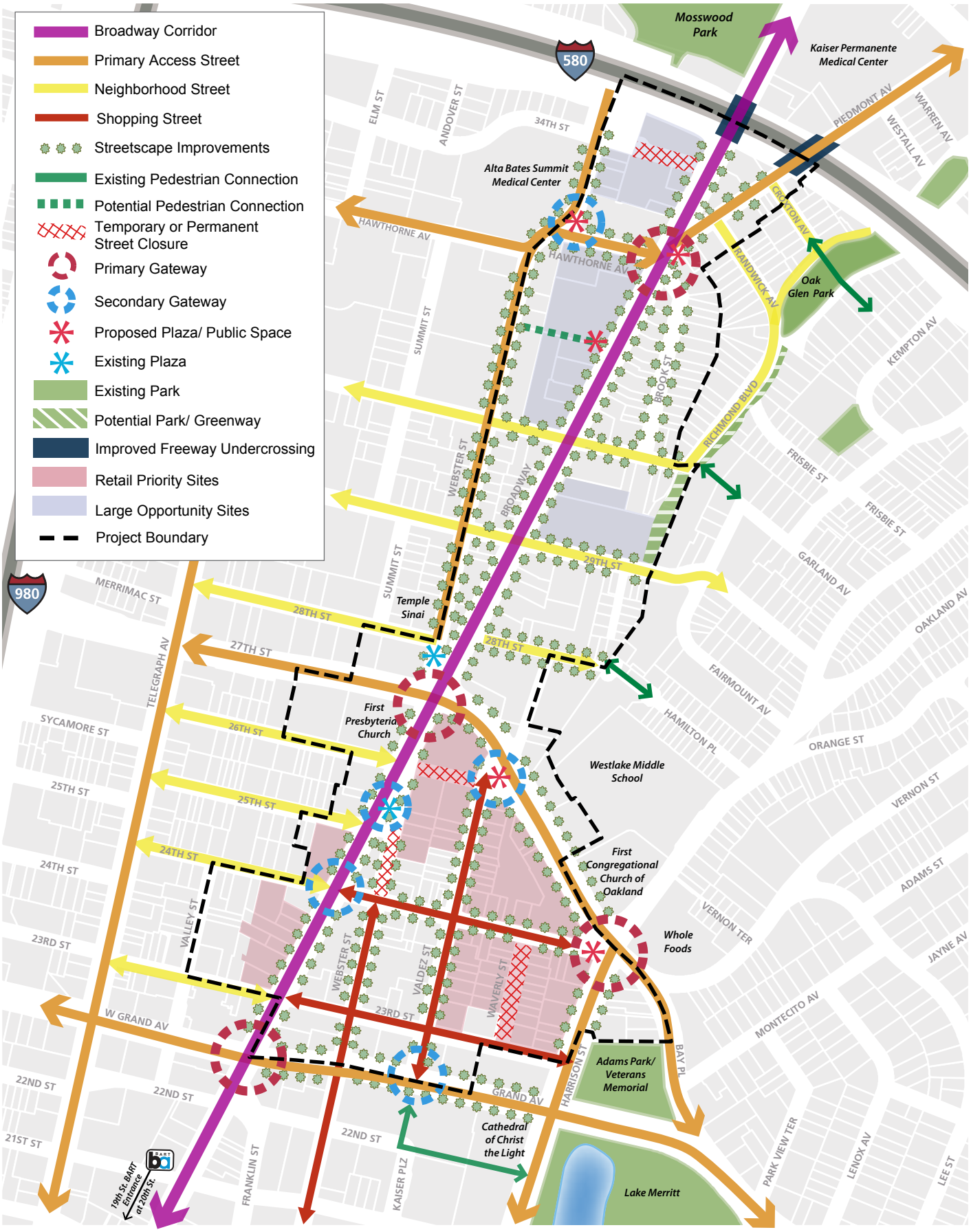


FIGURE 5.1: COMMUNITY DESIGN FRAMEWORK

The public realm should be a combination of well-designed, pedestrian-friendly streets and attractive places for gathering.

- **Gateways:** Key intersections throughout the Plan Area will be enhanced through use of public realm improvements such as signage, plantings, lighting, special street design, and public art, and the design of private buildings to highlight the importance of these intersections as entry points into the Plan Area.
- **Public Space Features:** Public space features, such as plazas and small parks, are distributed throughout the Plan Area to highlight key activity nodes and entries, and to provide strategically located places for public gathering. Public spaces may incorporate features such as seating, fountains, plantings, street furniture, and public art.
- **Streetscape Improvements:** Streetscape improvements are proposed throughout the Plan Area to provide a more generous and attractively designed pedestrian environment with street trees, lighting, seating, and other streetscape furniture and amenities. Key east-west streets will be retrofitted as "Green Streets" that capture and treat stormwater before it drains into Glen Echo Creek and Lake Merritt.
- **Pedestrian Connections:** Opportunities are identified for creating or enhancing pedestrian streets and passageways to enhance pedestrian activity in the Plan Area by reducing conflicts with automobiles, providing more direct routes between key destinations, and creating distinctive shopping and dining environments.
- **Parks/Greenways:** A linear park is proposed along Glen Echo Creek between Oak Glen Park and 29th Street, which will include the enhancement of the existing creekside frontage along Glen Echo Creek north of 30th Street and the creation of a new creekside greenway between 29th and 30th streets.

5.3.1 FOCUS AREAS / CORRIDORS

Streets are critical to the Plan Area's future. To a large extent, the future character of the Plan Area, will respond to the character and function of these streets both as circulation facilities and as public space. For example, one of the reasons the Triangle is so suitable for retail is that it provides a network of streets that create walkable, pedestrian-scaled blocks while also providing excellent access and connectivity, both regionally (via transit and private vehicle) and locally (via bus, bicycle and on foot). Conversely, the relatively long and narrow shape of the North End and its focus on Broadway as the primary circulation route creates a very different set of design concerns. The following discussion describes the urban design vision for each of the Plan Area's primary street corridors, which are indicated on Figure 5.1.

BROADWAY CORRIDOR

Policy CD-2.1

To provide a sense of continuity and extend the character and quality of Downtown, the streetscape improvements on Broadway that currently extend up to 24th Street will be extended the length of the Plan Area to I-580.

Policy CD-2.2

Implement improvements, such as public art and lighting, to the Broadway and Piedmont Avenue transitions under I-580 to improve their appearance and safety, and overcome the sense of separation the freeway creates between the North End and the areas to the north.

In the tradition of grand urban boulevards in other major cities, Broadway serves as the Downtown spine that links the Plan Area to other key destinations from the Estuary to the Oakland Hills. From an urban design perspective, the goal for future development is to create an attractive mixed-use corridor with a vibrant pedestrian-oriented streetscape that extends the character and quality of Downtown north to I-580, as illustrated in Figure 5.2. Achieving this goal will involve several design strategies. The first is to encourage infill development that replaces existing surface parking lots and automobile sales lots with a consistent "streetwall" (alignment of building facades) that contributes to a well-defined public realm. New development will also need to provide active ground level facades that have a high level of transparency to establish the dynamic interaction between the public streetscape and adjoining storefronts that promotes to pedestrian activity. This is a design issue not only for new buildings, but also for the adaptive reuse or updating of existing buildings. Existing buildings whose design does not currently support an active pedestrian environment or successful retail should be retrofitted. Finally, given the width of the Broadway right-of-way (100 feet), new development should be taller (at least 3-4 stories at the street frontage) to give better definition to the street, and should include a vertical mix of uses, where feasible, that will contribute to the vitality of the corridor and the success of local retail and entertainment venues.

FIGURE 5.2: BROADWAY CORRIDOR (LOOKING NORTH)

To realize the vision of a grand urban boulevard, the goal for Broadway is to enhance the public realm through a variety of improvements, including consistent street tree planting, character-defining plantings and furnishings, and new infill development that provides active ground floor uses and attractive facades that stimulate and support pedestrian activity.

Streetscape improvements will create a consistent planting and lighting pattern along Broadway, extending character northward.

Development on Broadway will combine reuse of existing garage buildings with new infill development to create a more vibrant street frontage.

To provide a sense of continuity and extend the character and quality of Downtown, the Broadway streetscape improvements that currently extend up to 24th Street will be extended the length of the Plan Area to I-580. These improvements include plantings in the center median, a consistent planting of London Plane trees along both sides of the street, and the consistent use of the historic twin-headed street light fixtures (20' Candelabra Pole).

To enhance the pedestrian environment, new development and significant rehabilitation projects should be required to remove curb cuts and driveways along Broadway. In addition, in those sections of the corridor where there is potential for significant redevelopment, additional building setbacks will be required to widen the public sidewalk.

Enhancements, such as public art and lighting, are also proposed to the I-580 underpass to improve its appearance and safety, and overcome the sense of separation the freeway creates between the North End and the areas to the north. Refer to Chapter 6, Section 6.5.1 and Figure 6.5 for a description and cross-section of proposed Broadway street improvements.

PRIMARY ACCESS STREETS

While transit and non-vehicular access to the area is promoted by the Plan, the envisioned retail destination will still attract automobile traffic from other parts of the city and the region. In addition to Broadway, 27th Street, Harrison Street (south of 27th Street), Webster Street (north of 27th Street), Piedmont Avenue, Hawthorne Avenue and Grand Avenue all serve as primary vehicular access routes into the Plan Area, connecting the area to surrounding freeways and more distant neighborhoods. Within the Plan Area, these routes will be designed as attractive, well-defined streets lined with street-oriented mixed-use buildings and a consistent planting of street trees that are in scale with the streets and buildings. Although these corridors will carry high volumes of vehicular traffic, they will be designed to safely and attractively accommodate bus, bike and pedestrian circulation as well.

27TH STREET

Policy CD-2.3

Work with Caltrans to 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 (i.e., 580, 24, and 980).

Policy CD-2.4

Implement streetscape improvements to 27th Street to enhance the aesthetic character of the public realm and the quality of the pedestrian and bicycle

environment, including sidewalk and median widening, street tree planting, and traffic calming measures.

Policy CD-2.5

To enhance the pedestrian environment along 27th Street, new development along the south side of 27th will be required to setback buildings four (4) feet from the right-of-way and to widen the sidewalk to 14 feet.

27th Street provides an important east-west link between the 24/980 freeways and Harrison Street. A primary design objective will be to enhance the corridor's identity as the principal regional vehicular entry to the Plan Area and the north end of Downtown. Outside of the Plan Area, this will mean working with Caltrans to develop a freeway signage program that identifies the Valdez Triangle retail district and directs traffic to the 27th Street entry. By directing traffic to 27th Street (as well as the Broadway/Webster exit from I-580), the signage program also will help divert regional traffic away from routes

New infill development should contribute to a well-defined public realm.

such as upper Harrison Street and Oakland Avenue which pass through established residential areas. Within the Plan Area this will include strengthening the definition of the corridor by encouraging new development that fills in gaps in the development pattern and is in scale with the wide street, and by introducing uses that will increase pedestrian presence and activity. While 27th is

FIGURE 5.3: 27TH STREET CONCEPT (LOOKING WEST TOWARD VALDEZ STREET)

Public realm improvements on 27th Street will enhance pedestrian comfort and safety and create an attractive "parkway" appearance. New street tree planting and a widened center median will create a more verdant streetscape, and widened 14-foot sidewalks along the south side of 27th Street and a new plaza at 27th and Valdez will create a more pedestrian oriented setting.

not envisioned as one of the main retail streets in the Triangle, due to the volume of traffic and the limited development potential along the north side of the street, new development still needs to provide active facades that frame and give definition to the public realm and create an attractive pedestrian environment.

A series of streetscape improvements are proposed to enhance the aesthetic character of the public realm and the quality of the pedestrian environment (see Figure 5.3). "Free-right" turn lanes that currently exist from southbound Harrison onto 27th Street, and from 27th Street onto Broadway, will be eliminated to enhance pedestrian safety and comfort at these crossings and slow traffic. New street tree planting to fill the gaps in the existing street tree pattern is recommended for the median and along both sides of the street. The objective should be to achieve a consistent, high arching canopy that unifies the corridor from side to side and along its length (from I-980 to Harrison).

To enhance the retail district's pedestrian environment, new development along the south side of 27th will be required to set back buildings 4 feet from the right-of-way and to widen the sidewalk to 14 feet. While no changes to the overall width of the street's curb-to-curb cross-section are proposed, it is recommended that the existing center median, which is fairly narrow along much of its length, be widened to the full width delineated by recent re-striping (i.e., 8-10 feet) to calm traffic and provide more room for street tree growth (refer to Figure 6.7 for proposed street cross-section). It is also recommended that the design of the median widening explore the potential to incorporate best management practices for stormwater runoff into the median to reduce runoff and improve water quality. Refer to Chapter 6, Section 6.5.2 and Figure 6.6 for a description and cross-section of proposed improvements.

GRAND AVENUE

Policy CD-2.6

Explore options for strengthening the connection between the Kaiser/Lake Merritt office district and the Valdez Triangle shopping district and making the pedestrian crossing of Grand Avenue at Valdez Street safer and more inviting.

Streetscape improvements including sidewalk widening, street tree planting, and traffic calming will enhance the pedestrian environment.

Grand Avenue is a major east-west corridor that connects the Triangle to both the SR-24/I-980 and I-580 freeways. In the vicinity of the Plan Area, Grand Avenue is a well-established urban corridor characterized by mid- and high-rise buildings. As a result, the primary design objective will be to encourage development on the two identified opportunity sites that will be compatible with Grand Avenue's established development character, and contributes to an attractive and vibrant southern edge to the proposed retail district. New development along Grand Avenue should focus on creating an active ground level presence that engages the Plan Area by wrapping active facades around the corners onto Triangle's north-south streets (Broadway, Webster and Valdez), rather than just fronting Grand Avenue as does most of the existing development.

The primary streetscape improvement recommended for Grand Avenue is an enhancement of the pedestrian crossing of Grand Avenue at Valdez Street. The close alignment of Valdez and Kaiser Plaza makes this a natural location for pedestrian movement between the Kaiser/Lake Merritt office district and the Valdez Triangle shopping district. Consideration should be given to

strengthening the existing connection by supplementing the existing traffic signal and crosswalk with wayfinding features (e.g., signage, monuments, public art) and streetscape improvements (enhanced crosswalk treatments, curb extensions) that make the transition across Grand Avenue from Kaiser Plaza to Valdez Street safer and more inviting.

WEBSTER STREET

Policy CD-2.7

New development along Webster Street north of 28th Street should be oriented to strengthen the definition of the corridor and streetscape improvements such as street trees and under-grounding of overhead utility lines should be implemented to enhance the street's visual character.

Webster Street, north of 28th Street, is an important vehicular access route to the Alta Bates Summit Medical Center from I-580 and the neighborhoods north of the freeway. New Plan Area development along the east side of Webster should focus on creating a strong orientation to the public street by siting buildings up to the Webster Street right-of-way and creating primary entrances that front directly onto Webster Street. To enhance the pedestrian environment and the aesthetic character, street trees should be planted along the east side of Webster Street, and the overhead utility lines should be under-grounded. To the degree feasible, driveway access from Webster Street should be limited.

HARRISON STREET

Policy CD-2.8

New development will be required to implement circulation and streetscape improvements to enhance traffic operations and improve pedestrian and bicycle compatibility and safety at the five-legged intersection of 24th Street, 27th Street, Harrison Street and Bay Place.

Harrison Street is a major arterial connecting Downtown and the Lake Merritt area to the Harri-Oak, Adams Point and Piedmont neighborhoods and to I-580. The

Opportunity sites along Grand Avenue can accommodate projects with similar form and scale to the 100 Grand project.

Harrison Street intersection with 24th Street, 27th Street and Bay Place represents a key gateway to the Plan Area. The section of Harrison through the Plan Area (27th Street to Grand Avenue) includes a diverse array of architecture that contributes to the corridor's character, including important historic resources such as the YWCA Blue Triangle Club, the Seventh Church of Christ Scientist, Whole Foods/Cox Cadillac, and the Veteran's Memorial buildings. Future development will focus on complementing these resources and enhancing the character of the corridor, particularly in the area just south of 27th Street.

The built character envisioned for Harrison Street is an eclectic mix of older existing buildings, institutional buildings, and multi-family residential buildings, with new infill development. New development will be asked to introduce buildings that add distinctiveness and definition to the west side of the street where it intersects with 24th Street and the east side of the street where it intersects with Bay Place. This development will provide active ground floor retail fronting onto Harrison, 24th and Bay Place that builds on the presence of Whole Foods.

Several improvements are recommended to the existing five-legged intersection of Harrison with 27th Street and Bay Place to enhance level of service, calm traffic, and improve pedestrian compatibility and safety (refer to

Chapter 6 for further discussion). Otherwise, streetscape improvements recommended for Harrison Street are limited to the elimination of commercial driveways and curb cuts as new development occurs, and the extension of the regular planting of London Plane trees that is currently established along the west side of the street. Refer to Chapter 6, Section 6.5.8 and Figure 6.12 for a description and intersection improvements.

PIEDMONT AVENUE

Policy CD-2.9

Implement streetscape improvements to Piedmont Avenue south of I-580 to enhance the aesthetic character of the public realm and the quality of the pedestrian and bicycle environment, including widening sidewalks, adding bike lanes, planting street trees, and traffic calming measures.

Piedmont Avenue provides an important north-south link to the Piedmont commercial district north of I-580. The primary design objective will be to enhance the identity of this section of Piedmont Avenue as an important entry to the Plan Area as it extends under the freeway. While any new development along this short section of Piedmont will be encouraged to fill in gaps in the development pattern and introduce uses that will increase pedestrian presence and activity, little new development is anticipated due to the existing development pattern and building resources.

A series of streetscape improvements are proposed to enhance Piedmont Avenue's aesthetic character and the quality of the pedestrian environment. New street tree planting to fill the gaps in the existing street tree pattern is recommended along both sides of the street. To enhance the pedestrian transition beneath the freeway overpass, new lighting and public art should be introduced to make the pedestrian experience under the freeway both safer and more interesting. Bike lanes will also be introduced along Piedmont Avenue to encourage more activity along this section of roadway. Refer to Chapter 6, Section 6.5.7 and Figure 6.11 for a description and cross-section of proposed improvements.

HAWTHORNE AVENUE

Policy CD-2.10

New development should implement streetscape improvements to Hawthorne Avenue to enhance the pedestrian connection between the Alta Bates Summit Medical Center and the Broadway corridor.

The one block section of Hawthorne Avenue within the Plan Area is primarily a vehicular connection between Piedmont Avenue and the Alta Bates Summit Medical Center. To enhance this street as a pedestrian connection between the Summit Alta Bates Medical Center and future businesses on Broadway, new street tree planting should be added that complements the existing street tree planting that exists along the north side of the street (i.e., *Tristania conferta,* Brisbane Box). In addition to street trees, existing curb cuts and driveways that are no longer used (or would no longer be used by future development) should be removed. New development along the south side of Hawthorne should be designed to enhance the pedestrian environment with appropriate articulation and detailing of the street-facing facade. Refer to Chapter 6, Section 6.5.6 and Figure 6.10 for a description and cross-section of proposed improvements.

SHOPPING STREETS

As shown in Figure 5.1, four "shopping streets" are identified in the Valdez Triangle: 23rd, 24th, Valdez and Webster Streets. 24th Street and Valdez Street form a north-south/east-west cross-axis that will define the core of the destination retail district envisioned for the Valdez Triangle. The two streets will serve as the Plan Area's primary pedestrian-oriented shopping streets. These more intimately scaled streets will be lined with active retail storefronts and spacious sidewalks. Narrowed street cross-sections will calm traffic speeds consistent with the pedestrian orientation, and two-way vehicular traffic and on-street parking will provide the high visibility and accessibility that are so important to retailers (see Figure 5.4). Webster Street and 23rd Street will also serve as pedestrian oriented shopping streets, but their improvements will be balanced to accommodate their respective roles in the bicycle and vehicular circulation system.

Existing garage buildings along 24th Street can be reused for distinctive new uses that attract people to the District.

Active ground floor uses generate foot traffic and draw people into the District.

FIGURE 5.4: VALDEZ STREET AT 24TH STREET (LOOKING NORTH)

Shopping Streets within the Valdez Triangle, such as 24th Street and Valdez Street, will support a walkable, pedestrian-oriented shopping district with intimately scaled and attractively designed streets, achieved by reducing the current right-of-way to widen sidewalks and adding amenities such as planting, lighting, and seating.

Special paving, street trees, and curb extensions/bulb-outs will enhance the quality of the pedestrian-oriented Shopping Streets.

24TH STREET

Policy CD-2.11

Re-design 24th Street to create a vibrant pedestrian-oriented shopping street with wider sidewalks that can accommodate an active pedestrian environment, and a narrower travelway to calm traffic.

Policy CD-2.12

Convert 24th Street between Valdez and Harrison streets from one-way to two-way traffic to better support retail development in the Triangle.

Policy CD-2.13

Emphasis will be on creating a strong and continuous retail presence along the street level facade of 24th Street between Broadway and Harrison Street. To this end, new construction or conversion of ground-level spaces to commercial space that can accommodate an eclectic mix of retail, galleries and restaurants will be encouraged.

24th Street creates an important east-west link between Broadway and the Adams Point neighborhood. A key urban design objective will be to create an environment along 24th Street that draws people onto the retail street and encourages them to move from one end to the other. Some pieces are already in place to achieve this. Whole Foods and the YMCA are significant destinations that attract people to the area and anchor each end of the street. The street is also anchored with distinctive examples of adaptive reuse of historic resources: the Packard Lofts mixed-use building on Broadway, and Whole Foods in the old Cox Cadillac showroom at Harrison. However, given 24th Street's location on the interior of the Triangle, creating distinctive architecture at either end of 24th Street will be important to attract people into the Triangle shopping district. Currently, the two ends are characterized by buildings that provide little visual interest and do little to activate the street. The YMCA building at the corner of Broadway and 24th, in particular, provides a very uninviting facade at this key intersection, with blank, windowless walls fronting onto both street frontages.

The built character envisioned for 24th Street is an eclectic mix of older existing buildings, including former auto garages and single- and multi-family residential buildings, with new infill development. Stylistically the architecture will range from utilitarian brick garage buildings to Queen Anne, Colonial Revival, and Mission Revival residences, to contemporary buildings.

Although several residential buildings exist along the three and half block section of street, the emphasis will be on creating a strong and continuous retail presence along the street level facade. To this end, conversion of ground-level spaces to commercial space that can accommodate an eclectic mix of retail, galleries and restaurants will be encouraged. While some existing buildings may just change uses, others will be modified to accommodate new uses, or be replaced with new development. Adaptive reuse is encouraged for buildings with architectural merit. Adding new residential units as upper floor uses on new development as well as additions to existing buildings will be encouraged as a way to bring around-the-clock vitality to the street. Building stepbacks will be required above 35-45 feet along the 24th Street frontage to maintain a more intimate pedestrian scale. Residential balconies and terraces will overlook the street.

In addition to building character, the quality of the public streetscape will be critical to establishing 24th Street as a vibrant retail street. A re-design of the street cross-section is recommended to create wider sidewalks that can accommodate an active pedestrian environment, and a narrower travelway to calm traffic. The wider (14.5 feet) sidewalks will be enhanced with a consistent planting of street trees from Broadway to Harrison, and attractive, pedestrian-scaled lighting and street furniture. Driveways and curb cuts will be phased out to reduce pedestrian/vehicle and bicycle/vehicle conflicts. In addition, the intersection of 24th and Harrison will be re-configured to allow two-way vehicular traffic on the east end of 24th Street to enhance retail visibility and viability. See Chapter 6, Section 6.5.4 and Figure 6.8 for a description and cross-section of proposed improvements.

The combination of new development, consistent street tree planting, and wider sidewalks will create an attractive setting for retailers.

VALDEZ STREET

Policy CD-2.14

Re-design Valdez Street between Grand Avenue and 27th Street to create a vibrant pedestrian-oriented shopping street with wide sidewalks to accommodate an active pedestrian environment, and a narrower travelway to calm traffic.

Valdez Street creates an important north-south link between Grand Avenue and 27th Street, providing a key connection into the Triangle from residential areas in the North End and the Kaiser/Lake Merritt Office District to the south. The pedestrian connection needs to be strengthened from both the north and south with wayfinding (e.g., signage, monuments, public art) and streetscape improvements (crosswalk treatments, curb extensions) that make the transition across Grand Avenue from Kaiser Plaza and across 27th from Valdez Street more inviting.

Unlike, 24th Street, Valdez Street lacks natural anchors at both ends. At the south end, residents of 100 Grand represent a natural constituency for future retail and entertainment in the Triangle, and the building frames the west side of Valdez Street. At the north end, the under-utilized parcels on both sides of Valdez Street represent opportunities to frame the northern entry to the Triangle with distinctive architecture. The existing three-pronged intersection (free-right turn lanes in and out of Valdez) will be simplified to a single tee-intersection (see Figure 6.17), and the reclaimed public right-of-way will be used to create new public plazas on either side of the street. Due to the bend in Valdez, the western-most plaza will form the visual terminus for the north end of the corridor. The plaza design should include prominent and distinctive visual features (public art, landscape, etc.) that will be visible the length of the corridor—luring people to walk up Valdez Street from Grand Avenue. Figure 5.10 illustrates what the re-designed intersection and plaza at Valdez and 27th might look like.

Since Valdez Street has fewer existing buildings along it than 24th Street, the urban design challenge for new development will be more about place-making (establishing an identity), than about adaptive reuse. New buildings will need to establish a strong and continuous retail presence with active storefronts lining both sides of the street. As on 24th Street, the re-design of the street to create wider sidewalks and a narrower travelway will provide an attractive public realm that will support this new retail (see Figure 5.4). The wider (15 feet) sidewalks will be enhanced with a consistent planting of street trees from Grand Avenue to 27th Street, and attractive,

Many opportunities exist along Valdez Street for infill development that can contribute to the creation of a dynamic new retail street.

Pedestrian amenities such as landscaping, signage and kiosks along Shopping Streets will enhance the shopping experience.

FIGURE 5.5: WEBSTER STREET AT 24TH STREET (LOOKING NORTH)

Within the Valdez Triangle, Webster Street will be redesigned to create an attractive shopping street and bike boulevard that links Broadway to Grand Avenue. Between 24th and 25th Streets, where Webster meets Broadway, special paving, planting, lighting, seating, reduced right-of-way, and widened sidewalks will support a walkable, pedestrian-oriented shopping district with an intimately scaled and attractively designed street.

pedestrian-scaled lighting and street furniture. Driveways and curb cuts will be phased out to reduce pedestrian/vehicle conflicts. Refer also to Chapter 6, Section 6.5.3 and Figure 6.7 for a description and cross-section of proposed improvements.

WEBSTER STREET

Policy CD-2.15

Re-design Webster Street between Grand Avenue and Broadway to create an attractive pedestrian-oriented shopping street.

Policy CD-2.16

Provide special design treatment of Webster Street between 24th Street and Broadway to create a 'festival' street that can handle daily vehicular traffic, but also be closed to traffic for special events, when it can serve as an extension of the plaza at 25th and Broadway.

Webster Street in the Valdez Triangle serves as a link to and entry from Grand Avenue on the south and Broadway on the west. The street also serves as an important link in the bike network—connecting Downtown with the Bike Route on Webster north of 27th Street. The urban design challenge along this section of Webster will be a combination of place-making (establishing an identity) and adaptive reuse (enhancing existing character). Several buildings along the west side of the street back, rather than front, onto Webster with blank facades and service entries facing the street. Future reuse of these existing buildings will need to explore strategies for creating more active, street-facing facades. New buildings, on the other hand, will need to establish a strong and continuous retail presence with active storefronts lining the street. While no changes are proposed to the sidewalk or travelway widths, improvements along Webster should include a consistent planting of street trees, attractive, pedestrian-scaled lighting, and bulb-outs at intersections. In addition, driveways and curb cuts will be minimized to reduce pedestrian/vehicle conflicts.

"Green Street" elements, such as rain gardens and porous pavement in parking lanes, are encouraged on streets that drain into Glen Echo Creek and eventually Lake Merritt.

In the segment north of 24th Street, the Webster Street right-of-way will be redesigned to create an attractive multi-use space—vehicular street, shopping street, bike boulevard, and temporary event space. Between 24th Street and Broadway, special paving would extend across the travelway, enhancing the pedestrian orientation and signifying the connection to the plaza at 25th Street. Temporary closure of this section of street would create an extension of the plaza that together could accommodate festivals, markets and special events, and more than double the open area available for pedestrian activity. The character of Webster Street, as it intersects 24th Street is illustrated in Figure 5.5 as well as temporary street closures indicated in Figures 5.1 and 5.7.

23RD STREET

Policy CD-2.17

Re-design 23rd Street between Broadway and Harrison Street to create an attractive pedestrian-oriented shopping street.

23rd Street serves as a link to and entry from Broadway on the west and Harrison on the east. As on Webster Street, the urban design challenge will be about providing more consistent ground-level facades that front onto the street and activate the pedestrian environment. 23rd Street is also likely to be an important entry to parking in the Triangle, and as such will have the additional challenge of minimizing conflicts between vehicular traffic entering garages and pedestrian traffic along the street. While no changes are proposed to the sidewalk or travelway widths, improvements along 23rd Street should include a consistent planting of street trees, attractive, pedestrian-scaled lighting, bulb-outs at intersections, and a reduction in the number of driveways and curb cuts that cross the public sidewalk.

NEIGHBORHOOD STREETS

BROOK STREET

Policy CD-2.18

Require new commercial uses that back onto Brook Street to implement measures to enhance the street's aesthetic character and protect the residences from operational impacts related to deliveries and services.

Policy CD-2.19

Discourage the incursion of non-residential uses along the east side of Brook Street, and promote sensitive infill of vacant or non-residential parcels with appropriately scaled residential development.

FIGURE 5.6: NEIGHBORHOOD "GREEN" STREETS (TYPICAL)

Several east-west Neighborhood Streets in the Plan Area may be designed as "Green Streets" that provide areas to capture and treat stormwater before it drains into Glen Echo Creek and Lake Merritt. The concept is to retrofit portions of the existing street right-of-way with planted areas that will serve as natural stormwater infrastructure and permeable paving to further slow stormwater runoff. These streets will also include improvements such as street trees, crosswalks, and bulb-outs to enhance the public realm as elsewhere within the Plan Area. A potential build-out of 29th Street at Broadway (facing east) is shown above.

Brook Street serves a dual purpose, providing local access to residences that occupy the east side of the street, and service access to commercial businesses (primarily automotive related uses) that front onto Broadway and back onto Brook Street. Development along the east side of the street will be primarily residential infill, with some commercial opportunities at the north end. Given the street's location within the Richmond Boulevard ASI (Area of Secondary Importance), the design of such development will need to be responsive to the scale and character (e.g., Craftsman, Colonial Revival, etc.) of the existing single- and small multi-family residential buildings. On the west side of the street, where future development will consist primarily of adaptive reuse of the row of garages that occupy this block for commercial uses, the primary design challenge will be to allow for continued service access to future businesses while also protecting and enhancing the residential character of the street. To enhance the pedestrian environment and the street's aesthetic character, street trees should be planted along both sides of the street, and the overhead utility lines should be under-grounded. Street improvements should explore the removal and consolidation of curb cuts to the degree feasible.

Primary gateways will address both vehicular and pedestrian traffic, drawing people into the area, thereby creating and reinforcing nodes of activity

28TH STREET

28th Street represents an important pedestrian connection for seniors living in the area. To enhance the pedestrian environment and safety, the stairway that connects 28th Street to Hamilton Place should include landscape and lighting improvements and street trees should be planted along both sides of 28th Street.

29TH STREET

Policy CD-2.20

Support the implementation of "green" stormwater management improvements such as rain gardens and permeable paving along 29th and 30th Streets to capture and treat stormwater runoff before it flows into the City's storm drain system and Lake Merritt.

Policy CD-2.21

To promote pedestrian access to the area from adjoining neighborhoods, streetscape improvements such as street trees, plantings, utility undergrounding should be extended east and west along 29th and 30th streets.

As the only North End street that provides a through east-west connection between Telegraph Avenue and Harrison Street, 29th Street serves as an important local connector. Future development along 29th Street, whether new or adaptive reuse, should be designed to create a more positive orientation to the street that eliminates long blank facades and infills gaps in the development pattern. To enhance the pedestrian environment and the street's aesthetic character, street trees should be planted along both sides of the street, and the overhead utility lines should be under-grounded. Street improvements should explore the removal and consolidation of curb cuts to the degree feasible.

29th Street also should be considered for implementation of 'green' stormwater improvements within the public right-of-way, such as rain gardens and permeable paving that capture and treat stormwater runoff from the street and sidewalks before it flows into the larger storm drain system. Both 29th Street and 30th Street are ideal candidates for such improvements given that both flow downhill from Webster Street directly into Glen Echo Creek, and then into Lake Merritt. Figure 5.14 illustrates how such improvements could be integrated into the design of the public streetscape to enhance both stormwater management and the street's visual character. Refer also to Chapter 6, Section 6.5.5 and Figure 6.9 for a description and cross-section of proposed improvements.

30TH STREET

30th Street provides local east-west connections through the North End to Brook Street and Richmond Boulevard on the east side and Webster Street and beyond on the west. Given its location at the mid-point of the subarea, 30th Street represents an important pedestrian connection since the entire North End is within walking distance. As on 29th Street, future development should be designed to create a stronger orientation to the street and infills gaps in the development pattern. To enhance the pedestrian environment and the street's aesthetic character, street trees should be planted along both sides of the street, and the overhead utility lines should be under-grounded. Street improvements should explore the removal and consolidation of curb cuts to the degree feasible.

As on 29th Street, 30th Street also should be considered for implementation of 'green' stormwater improvements within the public right-of-way, such as rain gardens and permeable paving that capture and treat stormwater runoff from the street and sidewalks before it flows into Glen Echo Creek, and then into Lake Merritt. Figure 5.6 illustrates how such improvements could be integrated into the design of the public streetscape to enhance both stormwater management and the street's visual character. Refer also to Chapter 6, Section 6.5.6 and Figure 6.10 for a description and cross-section of proposed improvements.

5.3.2 GATEWAYS AND PUBLIC SPACE

GATEWAYS

Policy CD-2.22

The City should work closely with developers at identified gateway locations to promote the design of buildings and public realm improvements that advance the concept of creating distinctive entries into the Plan Area.

Policy CD-2.23

Explore the establishment of a public arts program to promote and develop public art at key gateway and plaza locations throughout the Plan Area.

Establishing distinctive gateways or entrances into the Plan Area is an important strategy for developing a distinctive identity for Plan Area as a whole and for the two subareas. The Plan identifies two categories of gateways: primary gateways that are geared more toward vehicular traffic and secondary gateways that are oriented more toward pedestrian traffic. The primary gateways into the Triangle include the Broadway and Harrison Street intersections with 27th Street, and the intersection of Broadway and Grand Avenue. An additional gateway is the 20th Street entrance/exit to the 19th Street BART Station, which is an existing, established gateway into the Plan Area just south of the Valdez Triangle. The primary gateways into the North End include the Broadway and 27th Street intersection and the intersection of Broadway and Piedmont Avenue. The secondary gateways include Valdez Street at Grand Avenue and at 27th Street, 24th Street at Broadway and Harrison Street, and Webster Street and Hawthorne Avenue.

Primary Gateway treatments need to respond to the scale and speed of travel associated with cars, while also being in scale with the pedestrian environment. Creating distinctive architecture that gives definition and identity to these intersections and introducing public plazas and distinctive streetscape treatments are the primary strategies for distinguishing the primary gateways. Design treatments at secondary gateways will focus on finer-grained enhancements such as wayfinding

Public space features could include a combination of various types of planted areas, shade structures, lighting features, and potentially DIY elements.

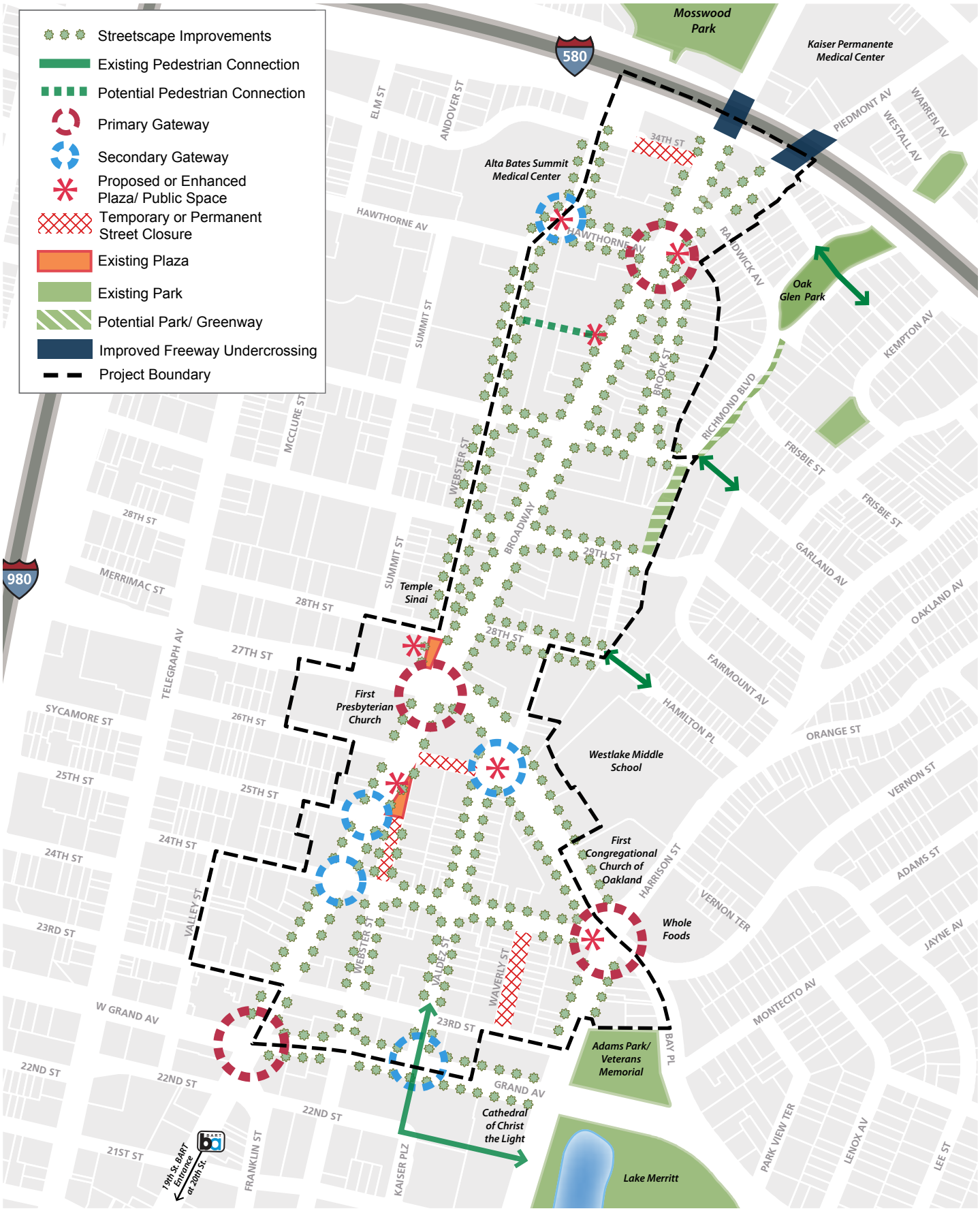


FIGURE 5.7: GATEWAYS AND PUBLIC SPACE NETWORK

signage, public art, and paving treatments. The network of Gateways and Public Space is illustrated in Figure 5.7, and potential gateway design strategies are shown in the images at right.

Although the Triangle can be can be accessed on major streets from several directions, the local streets that pass through the Triangle actually carry relative little through traffic. Thus, creating "gateways" at key entry points to the Triangle that draw visitors into the core of the retail district will be important to the area's ultimate success as a retail destination.

Unlike the Triangle, which can be entered on major streets from several directions, the majority of the traffic in the North End enters at either the north or south end of Broadway. Creating 'gateways' at these key entry points to the North End will help define this section of Broadway as a distinct place with its own boundaries and identity, rather than just a through connection to somewhere else. The primary gateway formed by the intersection of Broadway with Piedmont Avenue, Hawthorne Avenue and Brook Street, creates both a complex circulation issue and gateway design challenge. Redevelopment of sites fronting this intersection should create strong facades that animate and give definition to this intersection. Streetscape improvements such as curb extensions, enhanced crosswalks, street tree and median planting, and new lighting should be introduced to enhance the identity and function of this intersection as a primary gateway.

The intersection of Webster Street and Hawthorne Avenue will function as a gateway to both the North End and the Alta Bates Summit Medical Center. The re-alignment of Hawthorne Avenue proposed as part of the Alta Bates Summit campus upgrades, will create a "T"-intersection on the east side of Webster Street that will result in two small pedestrian plazas created on either side of the realigned Hawthorne Avenue. As in most secondary gateways, the design treatment of the plaza spaces at this intersection should focus on street trees and plantings as well as finer-grained enhancements such as wayfinding signage, public art, seating and paving treatments.

Plazas and public space features will include features such as enhanced planting areas, seating areas, and special lighting.

FIGURE 5.8: BROADWAY PLAZA CONCEPT (LOOKING NORTH FROM 25TH STREET)

The concept for the plaza at 25th and Broadway is to redesign and expand the existing plaza with a fresh design identity that draws people into the Triangle from Broadway and the 25th Street Garage District, and activates the Broadway streetscape. The concept calls for ample seating areas, trees and planting, and iconic features (e.g., public art, overhead structure/canopy, etc.) and distinctive night lighting that to enhance ambiance for events and outdoor seating areas.

FIGURE 5.9: BROADWAY PLAZA CONCEPT (LOOKING SOUTHEAST FROM 26TH STREET)

The public space concept for the Valdez Triangle locates public plazas at four key entrances to the Triangle to announce and attract people into the district. The largest and most prominent of the spaces, shown in the foreground, is located at 25th and Broadway. A second, visible in the short distance down 26th Street will be located at the redesigned intersection of 27th and Valdez (see Figure 5.10). A third is proposed at the redesigned "five-legged" intersection at 24th and Harrison Streets (see Figure 5.11). The fourth will be a re-design of the existing plaza at Broadway and 27th Street.

FIGURE 5.10: VALDEZ STREET PLAZA CONCEPT (LOOKING SOUTHWEST FROM 27TH)

A new plaza is proposed at the gateway to the Triangle at Valdez and 27th Streets. The existing intersection would be re-configured to create twin plazas that frame the north end of Valdez Street, creating a safer and more attractive pedestrian environment and bold entry statement to the retail district from 27th Street.

PUBLIC SPACE FEATURES

Policy CD-2.24

The City should work closely with developers and businesses to develop strategies for developing the proposed plazas in conjunction with future development, and to pursue alternative sources of funding to help cover the costs.

Using a combination of reclaimed public right-of-way and existing open space, the Plan provides for seven public plazas to give structure and identity to the Plan Area by creating distinctive focal features and attractive places for people to visit and linger. Figure 5.7 shows the locations of these plazas, which include two existing plazas and five proposed plazas. The Plan also proposes new park space along Glen Echo Creek, as an extension of the existing Oak Glen Park.

The four plazas in the Triangle are located at key nodes where they will help reinforce the identity of key gateways to the retail area and capture the pedestrian energy of adjoining areas. The two new spaces include a plaza at Valdez and 27th Streets, and one at the east end of 24th Street where it connects to Harrison. The two existing spaces are the existing plazas on Broadway, one on the east side just north of 25th Street, and the other on the west side just north of 27th Street. Each space will be designed to respond to its specific context and role within the Plan Area.

In the North End, the Plan proposes plazas at three key nodes in the North End where they will help reinforce the identity of the area and encourage pedestrian activity. The plazas include the expansion of an existing space at Piedmont Avenue and Broadway, a new plaza on the west side of Broadway midway between 30th Street and Hawthorne Avenue, and new plazas at the realigned intersection of Hawthorne Avenue and Webster Street.

BROADWAY AND 25TH STREET

The concept for this existing plaza space is to re-design it to create a visually distinctive open space on Broadway that identifies this as a gateway to the Valdez Triangle retail district (see Figures 5.8 and 5.9 and Figure 6.14 in

Chapter 6). The plaza will serve as a key activity node that melds pedestrian activity from the new retail district with that of the adjoining Uptown and 25th Street Garage districts. From a design perspective, the objective is to re-design the existing plaza to create an inviting space for people. In addition to serving the leisure needs of the area's shoppers, residents and employees, the plaza design will help support adjacent businesses by activating the area in front of adjoining storefronts and providing space for sidewalk cafes and sales along the building frontage. The plaza is also envisioned as a place that can accommodate special events, such as farmers markets, street fairs, or special events related to the adjacent gallery district. The concept envisions the potential for Webster Street between Broadway and 24th Street being designed as a 'festival' street that can be closed to traffic for special events, more than doubling the open area available for pedestrian activity.

VALDEZ STREET AND 27TH STREET

As described above, the concept for the north end of Valdez Street, at its intersection with 26th and 27th Streets, is to create a pair of plazas that flank Valdez Street, creating gracious entry plazas to the retail district and to new development at this key intersection (see Figure 5.10 and Figure 6.17 in Chapter 6). Created on public right-of-way reclaimed by closing two free-right turn lanes, the plazas will serve several functions: a distinctive gateway to the Triangle from those traveling along 27th Street; a visual terminus to the north end of Valdez Street when looking north from Grand Avenue; and a neighborhood gathering space. As a gateway and visual terminus, the design should include prominent visual features, such as sculpture, a water feature or tree planting, that is easily seen as one approaches from 27th Street or Grand Avenue that provides a visual cue to the location of this important gateway and public space. As a gathering space, the plaza design needs to ensure ample

FIGURE 5.11: 24TH STREET PLAZA CONCEPT (LOOKING WEST FROM HARRISON STREET)

A new plaza is proposed at the "five-legged" intersection at 24th, 27th, and Harrison Streets—a primary gateway into the Triangle. The plaza is created by replacing portions of the vehicular right-of-way with a public open space that will create an attractive entry to the retail district while simplifying traffic movements at the busy intersection and improving pedestrian safety. The plaza, which would include features such as a water feature, public art, seating areas, lighting, and significant planting areas, will create distinctive visual terminus that will help attract pedestrian traffic down 24th Street from Broadway.

seating, attractive plantings and lighting, and buffering from traffic on 27th Street. New development adjoining the plaza spaces to the east and west will be required to provide active storefronts fronting onto the open space. In addition to serving district shoppers, it is envisioned as a space where residents from the surrounding neighborhood would like to gather.

HARRISON STREET AND 24TH STREET

The new plaza at the intersection of 24th Street and Harrison Street is proposed to address a number of issues related to circulation, commercial viability, and Plan Area identity while also providing open space. To enhance the viability of future retail on 24th Street east of Valdez, the Plan proposes to re-align the east end of 24th Street so that the currently one-way section of the street can be opened to two-way traffic (Refer to Chapter 6: Circulation for further discussion). The revised intersection design includes a right-in lane from 27th to 24th, and a right-out lane from 24th to Harrison. The new plaza will occupy the space between these two lanes and Harrison Street (see Figure 5.11 and Figure 6.12 in Chapter 6). The plaza will function as a distinctive visual gateway to the Triangle retail district for southbound traffic on Harrison Street (Note: This will only be a visual gateway, because traffic will not be allowed to access 24th Street directly from Harrison Street. Refer to Chapter 6 for more detail). An attractive open space element in the foreground of future retail development to the south and west; a pedestrian refuge that facilitates pedestrian crossings of the difficult 27th Street/Harrison Street/Bay Place intersection; and a place for people to sit and relax.

Given the large expanse of paving associated with the 27th Street/Harrison Street/Bay Place intersection, the design concept for the plaza calls for a verdant planting treatment that provides visual relief and contrast to the area's hardscape. The design concept also envisions an interpretive/educational component to the design that acknowledges the presence of Glen Echo Creek, the culverted section of which passes under 27th and Harrison near the plaza, and demonstrates how the integration of 'green infrastructure' into the plaza can improve the water quality of stormwater runoff that flows into Lake Merritt.

BROADWAY AND 27TH STREET

Located on the north end of the Triangle, this plaza will function as a key activity node that serves as a transition between the Valdez Triangle and the North End subareas. As with the 25th Street plaza, the concept is to redesign the existing plaza space for active pedestrian use, and move away from using it as an automobile display area. The plaza has a number of resources around which to build, including distinctive public art, an existing café with outdoor dining, a major cultural facility (the Temple Sinai) across the street, and the historic Arnstein-Field & Lee Star flat-iron building and the Howard Automobile-Dahl Chevrolet Showroom that directly adjoin the plaza. The re-design of the plaza needs to focus on providing arrangements for comfortable seating for individuals and small groups, and explore ways to buffer plaza users from traffic on Broadway. A proposed 7-foot deep curb extension that would extend south from 28th Street along the frontage with the plaza to accommodate an enhanced transit stop should be integrated with the plaza re-design. The additional sidewalk space would provide the opportunity to add street trees and potentially other plantings that could contribute to the character and functionality of the plaza space.

BROADWAY AND PIEDMONT AVENUE

The concept is to extend and enhance the widened sidewalk area at the southeast corner of the intersection of Broadway and Piedmont Avenue (see Figure 6.15) to create a more functional and visually distinctive plaza space that supports pedestrian activity at this gateway to the North End. The re-design of the plaza will create a more inviting space for people by incorporating elements such as seating, plantings, lighting, public art, and wayfinding signage, and by eliminating curb cuts and vehicular access that currently conflict with pedestrian

use. In addition to serving the leisure needs of the area's shoppers, residents and employees, the plaza design will help support adjacent businesses by activating the area in front of adjoining storefronts and providing space for sidewalk cafes and sales along the building frontage.

BROADWAY AND PEDESTRIAN STREET

Policy CD-2.25

The City should work closely with developers of the Large Opportunity Site on the west side of Broadway between 30th and Hawthorne Avenue to secure a public access easement between Broadway and Webster, and to incorporate a plaza and pedestrian passageway in their project design.

Unlike the Triangle, where there are a number of opportunities to provide public space that will support pedestrian activity, the North End's two plazas at Piedmont and at 27th are located near the far ends of the area so they do little to promote pedestrian activity in the heart of the subarea. The Plan proposes the creation of a plaza on the west side of Broadway midway between 30th Street and Hawthorne Avenue (see Figure 5.7) to provide a space that gives a central focus and gathering space for the North End. The concept is for the plaza to anchor the eastern end of a pedestrian passageway that would extend from Broadway to Webster Street, and facilitate convenient pedestrian circulation through this very large block. Both the plaza space and the pedestrian passageway would be on private property, so the intent is that these features would be integrated into the design of future development as a means of increasing ground floor retail frontage and enhancing the character and quality of the development for project tenants.

HAWTHORNE AND WEBSTER STREET

The opportunity to create a plaza (or plazas) at Hawthorne and Webster Street intersection is the result of a proposed realignment of Hawthorne Avenue to create a T-intersection with Webster Street. Proposed as part of the upgrades at the Alta Bates Summit Medical Center to improve pedestrian safety at this difficult intersection, the realignment will create space for a small plaza on one or both sides of the intersection. The design of the plaza will create a more inviting space for people visiting the medical center by incorporating elements such as seating, plantings, lighting, public art, and wayfinding signage.

GLEN ECHO CREEK PARK

Policy CD-2.26

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

Public space enhancements in the North End will include features such as, public art, special lighting, seating areas, and planting areas.

Temporary programs such as food trucks, pop-up galleries and gardens, and special events and film screenings may be used to activate vacant lots and storefronts.

Policy CD-2.27

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

A linear park is proposed along Glen Echo Creek between Oak Glen Park and 29th Street to expand the area's limited open space, enhance pedestrian circulation, and improve flood conditions. The concept calls for enhancement of the Richmond Boulevard right-of-way along the creek frontage between Oak Glen Park and 30th Street with amenities such as a non-paved pedestrian trail, seating, native planting and low-level, bollard-type, path-washer lighting. South of 30th Street, the Plan proposes that this linear park be extended, if and when the area redevelops, to provide a continuous connection between 29th and 30th Streets. As with the section north of 30th Street, the linear park segment between 29th and 30th streets is intended to be designed to be compatible with the natural character of the creek and protect habitat values.

TEMPORARY PUBLIC SPACE FEATURES

Policy CD-2.28

The City should work with Plan Area landowners and the community to promote and facilitate the implementation of interim uses and events to activate under-utilized spaces and parcels in the Plan Area and support existing businesses.

Embracing the fact that development in the Plan Area will occur over a period of several years, the use of vacant sites for public events or gathering spaces as an interim use is encouraged. Uses may include community gardens, farmers markets, gatherings of mobile food vendors, or thematic festivals. These will benefit the development potential of the Plan Area by familiarizing the community with the area and encouraging visitors at present. The images at right show potential interim uses and activities to bring activity into the area.

Development within the North End will encourage the blending of old and new buildings to produce a distinctive character. (Photo shown: Nashville, TN)

An enhanced public realm in the North End will include plazas and public gathering areas.

5.4 PRIVATE REALM

GOAL CD-3: An attractive, well-designed private realm that mixes new and old buildings in a compact pattern and scale of development that creates a well-defined, human-scale public environment and supports a dynamic mix of retail and complementary uses.

The concept for the private realm focuses on a number of key concepts:

- **Supporting the Vision for Retail:** The City's goal for establishing destination retail in the Plan Area will be dependent on the development community creatively adapting existing buildings and creating

new buildings that provide for the spatial needs of such uses. This means providing a variety of floor plate sizes, including a significant percentage of larger retail spaces that can accommodate a range of small, medium and large anchor type stores, in addition to small shop spaces.

- **A Mix of Uses:** The vision for a mixed-use district requires buildings that can sensitively and effectively integrate uses vertically, as well as horizontally, within a building or site and throughout the Plan Area. The Plan promotes the development of mixed-use buildings that place residential, office, entertainment and commercial uses over ground floor retail. These buildings need to be designed to equally address the requirements for each of their tenant groups so that one does not affect the viability of the others. In some instances, because of building type, especially with anchor tenants, it may be more effective to mix uses horizontally within a site or block. The Plan allows for this as well.

- **An Active, Well-defined Public Realm:** The Plan also supports a denser, more compact pattern of development that fills in the gaps in the urban fabric created by surface parking and vacant lots, and positively defines and activates the public realm by establishing a more consistent orientation of active ground floor facades to the street. New buildings will be set up to, and accessed directly from, the public sidewalk, and have active ground floor frontages and uses that engage and animate the public realm. By encouraging the relocation of parking and automobile inventory from surface lots into structures, above and behind buildings, new development will reduce the visual prominence of parking lots and automobile sales lots. In addition, the introduction of denser, mixed use development combined with quality pedestrian and bicycle facilities, and enhanced transit service will promote a more walkable and bikeable environment that is less dependent on the use of the private automobile and reduce the amount of land dedicated to parking. The Plan also encourages the creation of private and semi-public open space features that contribute to the vitality of the pedestrian environment, including the use of privately-owned pedestrian streets, courtyards and plazas.

- **A Mix of Old and New:** In addition to distinctive new architecture, the Plan promotes the adaptive re-use and re-purposing the existing inventory of historic buildings to maintain a connection to the area's past and contribute to a rich and varied architectural vocabulary. The creative and sensitive integration of old and new will enrich the Plan Area's identity and contribute to a sense of authenticity that is too often missing in retail districts.

- **Attractive, Well-designed Buildings:** The Plan promotes the creation of attractive, well-designed buildings that establish a distinctive, high-quality character for the Plan Area. Rather than recommending specific architectural styles, the Plan focuses on appropriate scale, massing, and detailing of buildings and on ensuring that individual architectural elements are organized to create visual interest, maintain human scale, and produce a well-ordered and satisfying whole.

5.4.1 DEVELOPMENT CHARACTER

BUILDING PLACEMENT AND HEIGHT

Policy CD-3.1

Taller building heights will be encouraged in areas where their height is appropriate to the surrounding context, including areas with existing mid- and high-rise structures and near the elevated freeway.

The height of existing buildings in the Plan Area is generally quite low, with most of the buildings being between one and four stories. The Plan is expected to result in a general increase in building heights to accommodate projected development intensities. The proposed height and massing concept seeks to accommodate this increase in height while balancing protection of desirable community character, compatibility with historic and natural resources, and accommodation of high-density mixed use development. In the Triangle, taller building heights generally will be encouraged along the wide arterial streets that frame the Triangle (Broadway, 27th, Harrison and Grand), where the taller buildings will be in scale with the wider streets. This is especially true in the southern portion of

the Triangle along Grand Avenue and 23rd Street where a number of existing buildings along Grand Avenue are in the 175- to 225-foot range. Lower heights, at least at the street frontage, will be encouraged along the smaller, internal shopping and neighborhood streets, such as 24th and Valdez streets. As described in Chapter 4, in order to advance the goal of establishing destination retail the Plan Area, particularly the Valdez Triangle, a series of "Retail Priority Sites" are identified where the proposed zoning will provide height and residential bonuses for retail projects meeting a minimum square foot threshold. Within the Retail Priority Sites, taller residential projects are allowed in exchange for development of larger footprint retail projects that may be considerably shorter (1-3 stories). New Plan Area zoning and design guidelines will be used to preserve the perceived building scale from the street level (e.g., upper floor setbacks will be required along the primary street frontage; refer to Appendix B: Existing and Proposed Draft Zoning and Height Area Maps and Appendix C: Design Guidelines for more detail).

In the North End, taller building heights will be encouraged in the northwest corner near the Alta Bates Summit Medical Center and the elevated I-580 freeway where the taller buildings will be in scale with the freeway and the newer buildings on the medical campus. Lower building heights are designated in the North End sub-area where existing residences and historic garage structures predominate.

PARKING AND SERVICE ACCESS

Policy CD-3.2

In order to enhance the pedestrian environment, new development should avoid curb cuts and driveways on the key retail streets (i.e., 24th, Valdez and Broadway), and provide vehicle access from side and interior streets where potential conflicts between pedestrians and vehicles will be lower.

To reinforce the Plan Area's pedestrian orientation and reduce potential for conflicts between vehicles and pedestrians, while also providing efficient service access to the area's retail and commercial uses, it will be important to direct vehicular flow into the area via specific routes, and manage where site access can occur. The overall strategy is to restrict curb cuts and driveways on the key retail streets (i.e., 24th, Valdez and Broadway), and to encourage access from side and interior streets that are likely to have less retail and pedestrian traffic. On the interior of the Triangle, streets identified for service and parking access include 23rd Street, Webster Street, Waverly Street, and 26th Street.

Given the area's automotive history, there are many existing curb cuts in the sidewalk system. As new development and streetscape improvements occur, these curb cuts and associated driveways and garage doors will be phased out to the degree feasible (see Policy 6.2.1). In some portions of the Plan Area, block configurations and existing development patterns may restrict the ability to

Built form will be in scale with street, with lower heights encouraged along street frontage. Towers will be permitted in key locations.

achieve side or rear access to service areas for commercial uses. In such areas, on-street deliveries will be permitted, but limited to certain hours of the day. For more detailed discussion about parking management strategies refer to Chapter 6, Section 6.5, and for design guidelines relating to parking and service access refer to Appendix C, Section 2.2, "Parking and Service Elements."

5.4.2 RETAIL PRIORITY SITES

Policy CD-3.3

Buildings on designated Retail Priority Sites should use their scale and design to add definition and character to the District's main vehicular entries—framing key entry corridors with distinctive architecture.

Policy CD-3.4

Large retail buildings need to be designed to ensure that the scale of the building does not overwhelm the pedestrian scale and character desired at the street level.

Policy CD-3.5

Although the development of mixed use buildings is encouraged, both single-use retail buildings (with certain minimum height requirements) and the horizontal mix of uses is allowed as long as it does not undermine ground level retail along the Triangle's key retail streets.

The Plan designates five Retail Priority Sites in the Triangle because of their suitability to accommodate development of larger retail projects, particularly those that might provide larger format retail space, and their ability, due to their size and prominence, to influence the direction and character of other development in the Plan Area. The type and potential scale of development anticipated on these sites present both design opportunities and challenges. Retail Priority Sites are shown in Figures 4.4 and 5.1 and described below.

Buildings on these sites should use their scale and design to add definition and character to the Plan Area's main vehicular entries—framing key entry corridors with distinctive architecture. As the first thing seen by people entering the Plan Area, building design at these entries will give a first impression of the character and quality of the Plan Area as a whole. The presence of historic buildings with strong design character (e.g., First Presbyterian Church, Cox Cadillac, YWCA, Packard Lofts, etc.) adjacent to the opportunity sites provides a positive design context to which new development will need to respond. It is imperative that the architectural quality and character of new buildings at these key entries be able to stand beside these resources without diminishing or being diminished by them.

Service and parking entrances should be located on secondary streets to minimize impacts on the pedestrian realm.

Parking and service areas should be attractively designed and positively address the public realm.

Buildings with large footprints generate design issues that need to be addressed, the biggest of which is ensuring that the scale of the building does not overwhelm the pedestrian scale and character desired at the street level. Articulation of building massing and facades, and incorporation of ground level windows are key design strategies to ensure active facades that are scaled to pedestrians. Another strategy is to line portions of the main retail footprint with smaller shop spaces. The design guidelines in Appendix C present a series of strategies for designing active, pedestrian-scale retail facades, and Figures 5.12 and 5.13 illustrate how some of those guidelines might be implemented in the design of large format retail in the Triangle.

Large footprint buildings also can make mixed-use development more complicated and expensive, since structural columns for the upper floors can be in conflict with retailers' need for open, unconstrained floor space. As a result, the Plan allows for both single-use retail buildings (with certain minimum height requirements) and the horizontal mix of uses as long as it does not undermine ground level retail along the Triangle's key retail streets.

Each of the Triangle's Retail Priority Sites has distinct design challenges that will need to be addressed to accommodate large format retail while also conforming to other Plan objectives.

Retail Priority Sites will have an urban format and orientation to the public realm with parking located behind the building.

BROADWAY AND 27TH STREET

Policy CD-3.6

Explore the possible conversion of the 26th Street public right-of-way between Broadway and Valdez Street to incentivize new development, creatively expand the site's development potential, and/or accommodate unique design concepts, as long as such development does not constrain access to existing infrastructure within the street right-of-way.

As the northernmost point on the Triangle, this site is one of the most visually prominent in the Plan Area. Development of this key site needs to maintain several orientations in order to engage and activate the adjoining street frontages, including not only the Broadway and 27th Street intersection, but also Valdez Street and the proposed Valdez Street Plaza as well as Broadway and the proposed plaza at 25th Street. Figures 5.8 and 5.10 illustrate the Triangle's relationship to two proposed public plazas.

The Plan's Retail Priority Site designation spans 26th Street to provide greater flexibility and encourage creative solutions for how to provide large format retail and also address parking needs. 26th Street plays a relatively minor role in the area's circulation in terms of traffic volumes and connectivity. As a result, the short section of 26th Street between Broadway and Valdez

Retail Priority Sites must convey a consistent and articulated facade with active ground floors to promote pedestrian-oriented retail.

FIGURE 5.12: ILLUSTRATIVE CONCEPT - ANCHOR RETAIL OPPORTUNITY AREA

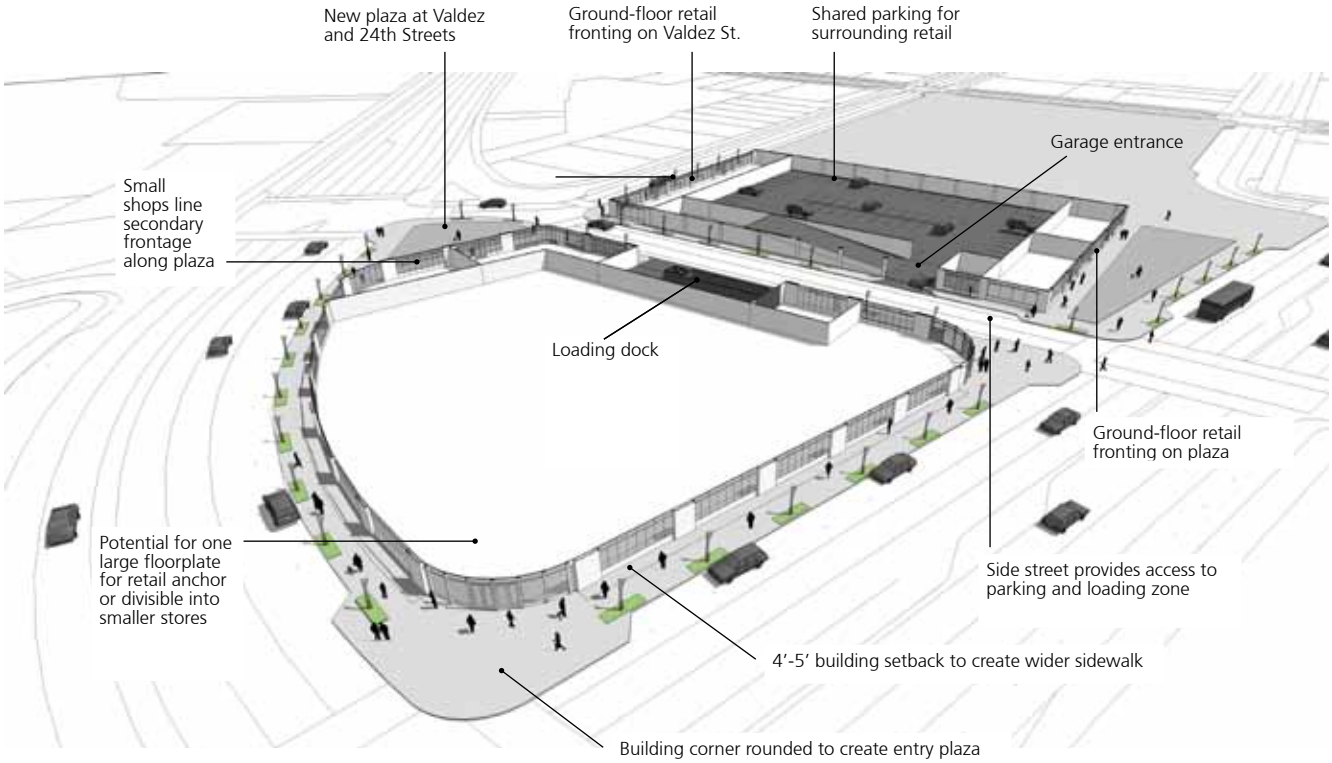


FIGURE 5.13: ILLUSTRATIVE CONCEPT - ANCHOR RETAIL OPPORTUNITY AREA (GROUND LEVEL CUTAWAY)

Note: This concept illustrates one approach to accommodating a large floorplate retail anchor on the Retail Priority Site designated in the Valdez Triangle. It is for illustrative purposes only and in no way restricts the landowner's use of their property, or represents their intentions.

Street provides opportunities to creatively expand the site's development potential and accommodate unique design concepts, whether it be to provide unobtrusive access to parking and service traffic, to create a limited-access shopping street that links the two proposed public plazas, or to bridge the street with upper story development. The Plan allows for flexibility in the final disposition of 26th Street as a public street to incentivize new development, as long as such development does not constrain access to existing infrastructure within the street right-of-way.

VALDEZ AND 24TH STREET (NORTHEAST QUADRANT)

Policy CD-3.7

Ensure that the design of new development in the triangular block bordered by Valdez, 24th and 27th streets creates a positive image for the Valdez Triangle by defining and engaging the block's three intersections and creating an attractive and well-proportioned facade along 27th Street.

Similar to the site at 27th and Broadway, this triangular-shaped site touches on three critical intersections, each of which needs to be formally addressed and actively engaged. The 27th Street corners both address major entry points to the Triangle, and the Valdez and 24th Street corner is located at the heart of the proposed retail district. In addition, the long frontage along 27th Street also presents a potential design issue. Although it is unlikely to be a primary, pedestrian-oriented facade, it will be important for the building design to provide an attractive and well-proportioned facade that creates a positive impression for those traveling on 27th Street whether by car or on foot.

In order for retail to be successful along the 24th Street side of this site, it will be important to establish two-way vehicular traffic along the section of 24th between Valdez Street and Harrison Street to provide the pass-by traffic and visual access that retailers depend on (refer to Policy CD-2.12). Changes to the intersection of 24th Street with Harrison Avenue will be required to achieve the

Automotive buildings in the Valdez Triangle may be retrofitted to include uses that will encourage pedestrian-oriented retail.

desired two-way vehicular access, as well as to mitigate traffic impacts at this busy intersection and to improve pedestrian safety (refer to discussion in Chapter 6 for additional detail). Figure 5.11 illustrates the proposed re-configuration of this intersection.

VALDEZ AND 24TH STREET (SOUTHEAST QUADRANT)

Policy CD-3.8

Allow for the possible conversion of the Waverly Street right-of-way to private use to incentivize new development on the Retail Priority Site, creatively expand the site's development potential, and/or accommodate unique design concepts, as long as such development relocates existing utilities.

The Plan treats the two blocks between Valdez and Harrison and 23rd and 24th streets as either one or two opportunity sites to provide development flexibility and promote creative solutions that will generate a larger total square footage of retail. Similar to the situation with 26th Street, Waverly Street does not play a critical role in the area's circulation system, so the street area provides opportunities for creative redevelopment solutions. As with 26th Street, the Plan allows for flexibility in the final disposition of Waverly Street as a public street to incentivize new development. If this street is vacated to accommodate new development, existing utilities will need to be relocated.

As with the opportunity site on the north side of 24th Street, the re-configuration of the intersection of 24th Street and Harrison Avenue will be needed to re-establish two-way traffic on 24th Street and provide the pass-by traffic and visual access for future retail. Implementation of the envisioned intersection design will require dedication of a small portion of the opportunity site adjacent to the intersection in order to provide right-of-way for the new intersection alignment (refer to discussion in Chapter 6 for additional detail). The chamfered corner created by the new intersection configuration will create a development site that is oriented to the important Harrison Street gateway. Future development of this site should be designed to take advantage of this prime orientation to create a dramatic entry statement for the Valdez Triangle, as well as the individual retail tenant(s).

BROADWAY AND 23RD STREET

Policy CD-3.9

Ensure that development on the Retail Priority Site on the west side of Broadway between 23rd and 24th streets creates an attractive and engaging ground-level façade that supports pedestrian activity and contributes to the creation of a continuous retail frontage along Broadway.

The primary design challenge on this opportunity site will be to activate the Broadway frontage and extend northward the strong pedestrian-oriented streetscape that currently exists on the west side of Broadway. Creating a continuous retail frontage and pedestrian environment along Broadway will be very important to making the connection between Downtown and the Plan Area. This is particularly important on this site given that the uses (housing and YMCA) that exist on the opposite side of the street lack the commercial uses and pedestrian environment to draw people up Broadway.

BROADWAY AND 25TH STREET

Policy CD-3.10

Ensure that development on the Retail Priority Site on the west side of Broadway between 24th and 25th streets creates an active, ground-level facade that supports pedestrian activity and further contributes to the creation of a continuous retail frontage along Broadway.

The primary objective on this opportunity site will be to activate the Broadway frontage and further extend northward the strong pedestrian-oriented streetscape that currently exists to the south. The existing Historic Resource, Pacific Kissel Kar salesroom and garage, on half of the Broadway frontage at 24th Street could be incorporated with a new development next door to fill in the vacant parking lot on the half of the Broadway frontage and 25th Street. This will further allow for a continuous retail frontage and pedestrian environment along Broadway.

5.4.3 LARGE OPPORTUNITY SITES

Policy CD-3.11

Given the scale of most existing development, new development in the North End, particularly on the Large Opportunity Sites, will need to sensitively respond to differences in height between new and existing development, and ensure that the scale of future buildings does not overwhelm the pedestrian scale and character desired at the street level.

The Plan designates three Large Opportunity Sites in the North End because of their suitability to accommodate development of larger projects that could be a catalyst for change in the subarea and influence the direction and character of other development. While larger format retail space will be encouraged on the opportunity sites, it does not have as high a priority as it does in the Triangle. These Large Opportunity Sites are shown on Figure 4.4 and 5.1.

New development on these opportunity sites should use building massing and design to add definition and character to Broadway and the North End's main vehicular entries with distinctive architecture. As in the Triangle, the presence of historic buildings with strong design character (e.g., Firestone Tire & Rubber,

Grandjean-Burman – GM Co-Alzina garage, McConnell GMC Pontiac/Cadillac showroom, etc.) adjacent to the opportunity sites provides a positive design context to which new development will need to respond. Unlike the Triangle, the majority of these resources are one-story buildings. New development in the North End will need to sensitively respond to differences in height between new and existing development.

The size of some of these sites will bring their own set of design issues that need to be addressed, the biggest of which is ensuring that the scale of future buildings does not overwhelm the pedestrian scale and character desired at the street level. Articulation of building massing and facades, and incorporation of ground level windows are key design strategies to ensure active facades that are scaled to pedestrians. The design guidelines in Appendix C present a series of strategies for designing active, pedestrian-scale buildings.

Each of the Large Opportunity Sites has its own design challenges that will need to be addressed to accommodate large format retail while also conforming to other Plan objectives.

BROADWAY AND 29TH STREET

Policy CD-3.12

Redevelopment of the Large Opportunity Site at Broadway and 29th Street should extend Brook Street, or an accessway aligned with Brook Street, south from 30th to 29th Street to improve access to the back half of the site and enhance north-south connectivity in the North End.

In addition to providing substantial area for development, this site includes two significant resources with which future development will need to work. One is the historic Firestone Rubber & Tire building and the other is Glen Echo Creek. While establishing ground floor retail along Broadway will be a priority, the size of the site provides significant opportunity to also incorporate residential uses, either vertically, above and/or behind retail.

Development character in the North End will include a variety of heights and building types, including both historic buildings and new construction, all of which will engage the public realm.

The site's depth suggests that the back half of the site could be used just for residential. It also suggests the need for a secondary street or accessway to provide access to the back half of the site. The Plan encourages the extension of Brook Street, or an accessway aligned with Brook Street, south through the site to 29th Street. Not only would this facilitate access to the back half of the site, but would also enhance north-south connectivity which is quite limited on the east side of Broadway.

The adjacency to the creek provides an opportunity to integrate the creek corridor as a natural and open space amenity that would add character and value to future development. As previously discussed, future development will be encouraged to create a linear park along Glen Echo Creek.

BROADWAY AND 30TH STREET

Policy CD-3.13

Building heights on the Large Opportunity Site between 30th and Hawthorne need to be responsive to its surrounding development context. Taller buildings should generally be located near Webster and Hawthorne, and building heights along Broadway should step back in deference to the row of historic single story garages that are situated opposite the site.

The minimal development that currently exists on the west side of Broadway between 30th and Hawthorne makes this site particularly appealing for future development. Development of this site has the opportunity to significantly shape the character of the North End by introducing new buildings that can address and activate the Broadway streetscape. The historic Connell GMC showroom building at the corner of Broadway and Hawthorne Avenue represents a potential design resource that future development could integrate with and respond to.

A mid-block pedestrian connection would be a part of the Large Opportunity site at Broadway between 30th and Hawthorne.

Given the length of the site, the Plan encourages that new development provide a mid-block pedestrian way that enhances pedestrian movement by linking Broadway to Webster Street. The intent is that this pedestrian way should be used to increase the amount of ground floor retail, particularly on the Broadway side of the site, but should be animated with active frontages along its length. With frontages along both Broadway and Webster Street, new development will need to be designed to actively address both corridors.

Building heights could be quite varied on this site, but it will be important that new development be responsive to its surrounding development context. Taller buildings should generally be located near Webster and Hawthorne, and building heights along Broadway should step back in deference to the row of historic single story garages that are situated opposite the site.

BROADWAY AND 34TH STREET

Policy CD-3.14

Development on sites located near I-580 should be sited and designed to minimize the potential for noise, air quality and visual impacts from the freeway on building occupants.

Policy CD-3.15

Given its limited role in the area's circulation, abandonment of the 34th Street right-of-way between Broadway and Webster Street for private use may be considered in order to achieve exceptional development that furthers Plan objectives.

Given their proximity to the freeway and their adjacency to the Webster Street Medical Center and garage, the primary design issues that development of the two sites that border 34th Street (see Figure 4.4) will need to address will relate to ensuring that noise and air quality issues related to the freeway are minimized (See Appendix C for more detail). There is also a major (6' x 8') box culvert that runs under the two sites that will need to be relocated or designed around.

Given the minimal traffic it carries, and its limited role in the area's circulation, the City may be willing to consider abandonment of the public right-of-way for 34th Street between Broadway and Webster Street to achieve exceptional development that furthers Plan objectives. This could allow for development of the two sites without relocating the storm drain culvert, as well as the possible creation of new public open space.

5.4.4 HISTORIC PRESERVATION AND ADAPTIVE REUSE

The preservation and adaptive reuse of the Plan Area's inventory of historic and older buildings is an important strategy for preserving a distinctive identity that has its roots in the area's history. While both subareas have distinctive resources, the influence of these resources on future development is slightly different for each area.

VALDEZ TRIANGLE

Policy CD-3.16

New development will be encouraged to protect and re-use many of the area's distinctive historic buildings.

The Triangle has a quite diverse collection of older buildings, some that are designated historic resources, some that contribute to a designated ASI, and some that have distinctive character but do not qualify as historic or contributing resources. These buildings include churches, small multi-family buildings, Victorian and bungalow style residential buildings, and automotive garages and showrooms. In addition to designated resources (Figure 2.7), the Triangle also includes two Adaptive Reuse Priority Areas, one along 24th Street and the other along Harrison Street.

The urban design strategy in the Triangle will be a balancing act that promotes the protection and re-use of many of the area's historic building resources, but also does not sacrifice the Specific Plan's primary objective to establish major new destination retail in the Triangle.

The precedent photos on the facing page illustrate a number of different examples of how to adapt and reuse older buildings for new uses. Figures 5.14-5.17 illustrate two fundamental approaches to adaptive reuse, using the existing garage at 24th and Webster streets as an example. The first approach works primarily with the existing structure with a focus on restoring historic character and details and making modest changes to accommodate proposed uses (e.g., replacing garage doors with pedestrian entries, removing signage to expose original windows, etc.). The second approach incorporates the first, but also explores how to add onto the existing building by developing vertically to expand the range of uses and site capacity.

All over the country, historic buildings, similar to those found in the Plan Area, are being reused to house a variety of uses and attract a fresh urban crowd.

NORTH END

Policy CD-3.17

Promote the protection and adaptive re-use of the garages and showrooms in the North End subarea in a manner that preserves their distinctive architectural character and references to the area's Auto Row heritage.

The inventory of historic and older buildings in the North End is as rich, but less diverse than that in the Triangle. In addition to eight designated historic resources (Figure 2.4), the North End includes two ASIs (Figure 5.17), the Upper Broadway/Auto Row ASI which extends the length of the district and the Richmond Boulevard ASI which extends along Brook Street. Buildings that contribute to the Auto Row ASI include primarily automobile showrooms and automotive garages, with the showrooms generally clustered at the north and south ends and garages in between. Many of these buildings are still being used as showrooms and garages, and their continued use or reuse as such is consistent with the Plan. Similarly, the residential buildings along the east side of Brook Street that contribute to the Richmond Boulevard ASI will continue to serve as residences.

Potential garage reuse building- southeast corner of 24th & Webster

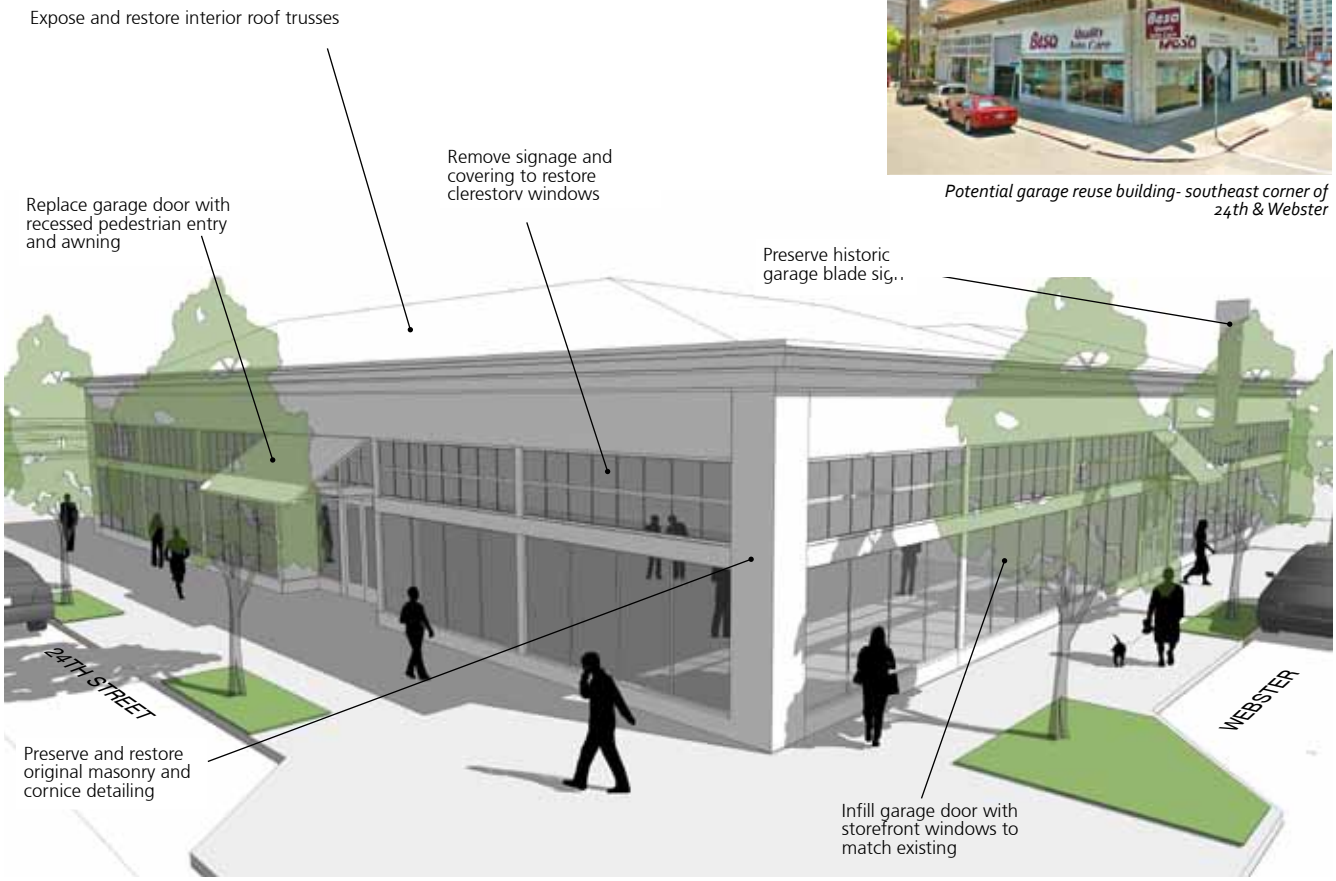


FIGURE 5.14: ADAPTIVE REUSE CONCEPT #1 - RESTORE AND RE-PURPOSE EXISTING GARAGE

The urban design strategy in the North End is to promote the protection and re-use of the area's garages and showrooms while preserving their basic character. It is anticipated that the more flexible land use direction in the North End, will allow existing buildings to be adapted to uses that fit their architectural and spatial characters without the potential pressures or conflicts created in the Triangle as a result of the focus on accommodating destination retail.

For example, the similar character and smaller scale of the garages that line the east side of Broadway between 30th Street and Brook Street, suggest the potential for establishing a new restaurant row or a series of smaller retail shops similar to those along Piedmont, but with a unique "garage" aesthetic characterized by brick and wood truss construction. The showrooms, with their large display windows and open floor plates, suggest their potential reuse as larger retail venues for items such as clothing and home furnishings, or major restaurants. In addition, the larger size of the showrooms and their lots suggests that there is potential to make additions to these buildings that preserve their basic character while allowing for the introduction of a vertical mix of uses.

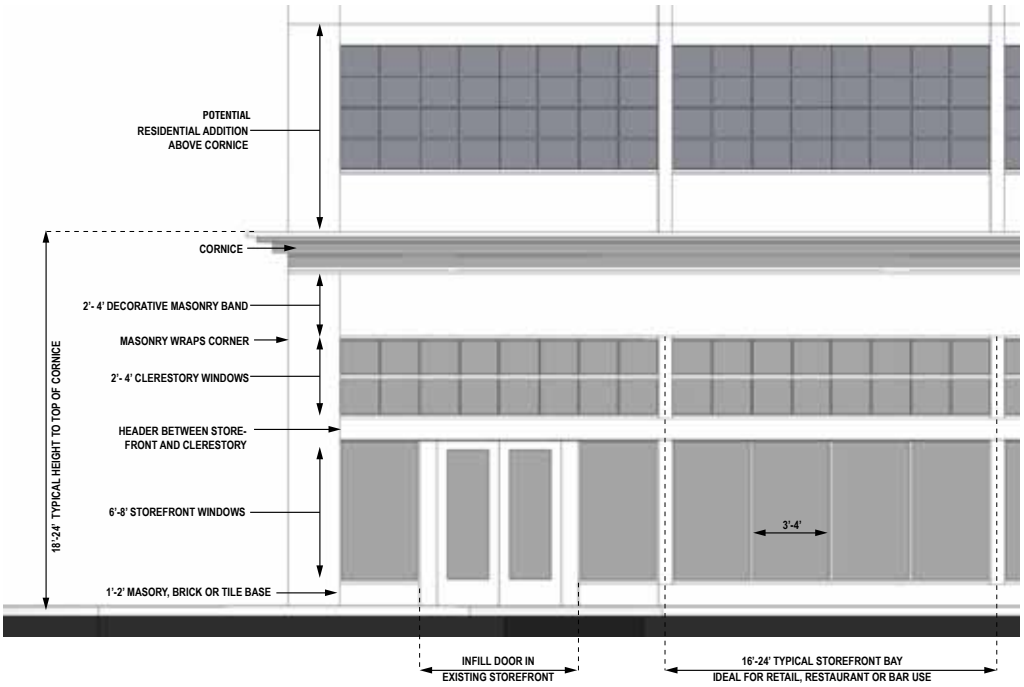


FIGURE 5.15: ILLUSTRATIVE CONCEPT - ADAPTIVE REUSE OPPORTUNITY AREA - FACADE COMPOSITION

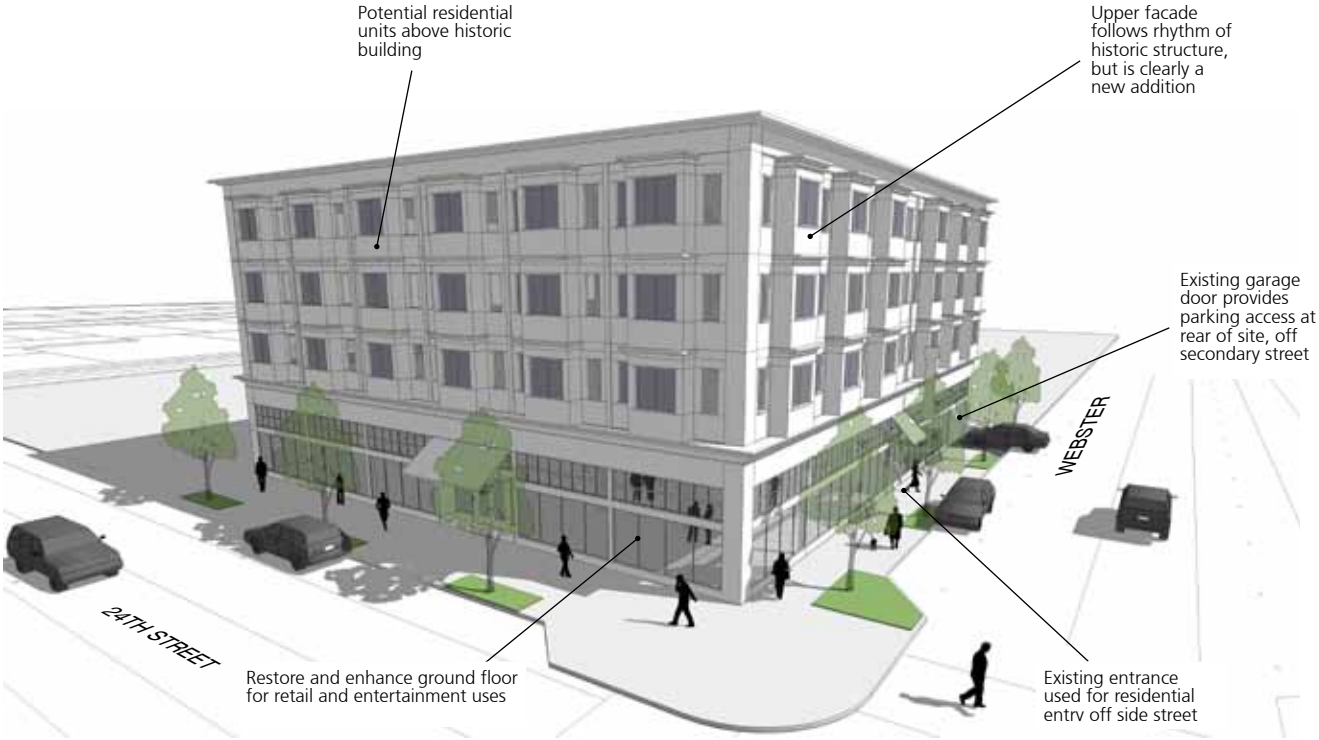


FIGURE 5.16: ADAPTIVE REUSE CONCEPT #2 - RESTORE, RE-PURPOSE, AND EXPAND SPACE

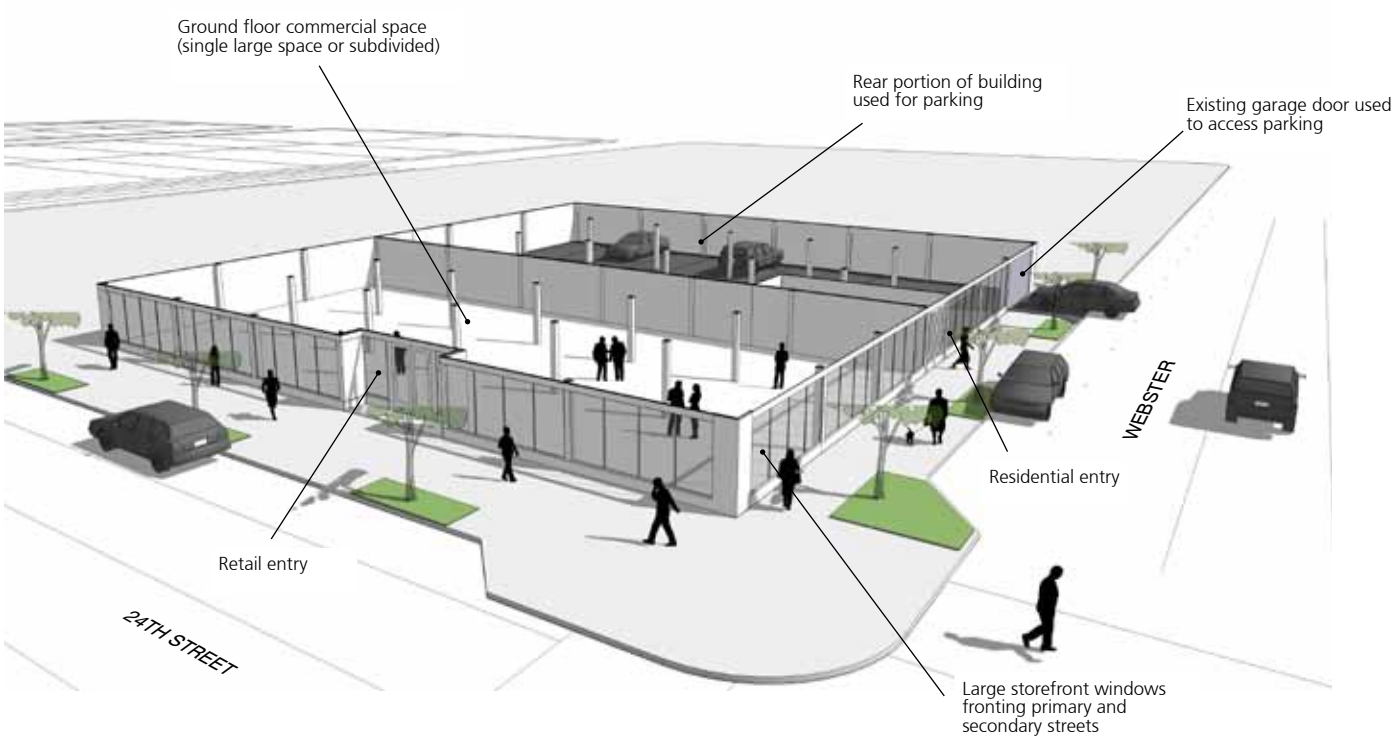


FIGURE 5.17: ADAPTIVE REUSE CONCEPT #2 - RESTORE, RE-PURPOSE, AND EXPAND SPACE

Note: These concepts are intended to illustrate ways of employing adaptive reuse to preserve the District's historic building fabric. The above illustration uses the building at the southeast corner of 24th and Webster as an example. The illustrations are for demonstration purposes only, and in no way restrict landowner's use of their property, or represent their intentions.

Existing buildings—whether "historic" or not—exhibit a wealth of remarkable building elements that create character and offer opportunities for building reuse.