



POWELL'S
craft of books

Several people are walking on the sidewalk in front of the store. One person is pushing a stroller. A street lamp stands in the foreground.

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6. CIRCULATION

6.1 PURPOSE

This chapter describes the transportation and circulation system for the Broadway Valdez District. The transportation and circulation system is designed to efficiently and safely facilitate movement within the Plan Area, and to connect the Plan Area to surrounding neighborhoods and the larger Bay Area region. The Circulation Chapter outlines the Specific Plan's goals and policies related to transportation and circulation, and describes specific changes to the street network that will promote these goals and policies. The overall circulation concept is shown in Figure 6.1.

GOAL C-1: A balanced and complete circulation network that accommodates the internal and external transportation needs of the Plan Area by promoting walking, biking, and transit while continuing to serve automobile traffic.

As previously described in Chapter 4, the Broadway Valdez District will accommodate a mix of uses in a pedestrian-oriented urban environment that supports and is well-served by transit. The proposed mix of uses and public realm improvements are designed to seamlessly integrate transportation and land use and to encourage use of non-auto travel modes in the Plan Area. Key components of the Specific Plan's integration of transportation and land use include:

- **Diverse Land Uses in a Compact Neighborhood.** People walk more when diverse destinations (i.e., work, shopping, recreation, etc.) are in close proximity, and are accessed along flat routes with easy street crossings, and through interesting areas with storefronts, street trees, street furniture and other pedestrian-oriented amenities. The Plan Area will accommodate diverse uses in a compact, high-density neighborhood and promotes the idea that residents can live, work, shop, and play in the Plan Area and adjacent neighborhoods.
- **Proximity to Quality Transit Service.** All development in the Plan Area will be within convenient walking distance (less than a quarter-mile) from an AC Transit Route 51A bus stop. Route 51A is AC Transit's busiest route (through the Plan Area) and connects the Plan Area to Downtown



The Circulation Concept includes emphasis on modal balance and a land use mix that encourage alternative transportation and accommodates vehicles safely as well.

Oakland, the Rockridge area, and beyond. In addition, most of the Plan Area is within one mile of either the 19th Street or MacArthur BART Stations, connecting the Plan Area to the larger Bay Area region. The southern end of the Plan Area is within one-third of a mile from the 19th Street Bart station. The Free B Shuttle also connects the southern end of the Plan Area to Downtown Oakland and Jack London Square.

- **Jobs-Housing Balance.** Providing a mix of uses is a key element in reducing vehicle trips. By providing a range of job types (retail, medical, office, etc.) and a range of housing types (apartments, condominiums, etc.) the Plan Area will maximize the potential jobs/housing "matches" within the Plan Area and in the greater Downtown Oakland area. Each match would allow a work trip to be completed on foot or by bicycle, thus reducing the number of auto trips that enter/leave the Plan Area. The Plan Area would accommodate as many as 4,000 residents and provide as many as 5,500 jobs. In addition, another 25,000 jobs would likely be provided within one mile of the Plan Area. Thus, many residents would have an opportunity to work within walking or biking distance of the Plan Area. It is expected that the proximity and mix of jobs would be a factor in residents deciding to live in the Plan Area.
- **Pedestrian- and Bicycle-Friendly Design.** The Specific Plan provides for changes to street design that will improve pedestrian and bicycle safety and enhance the quality of the pedestrian and

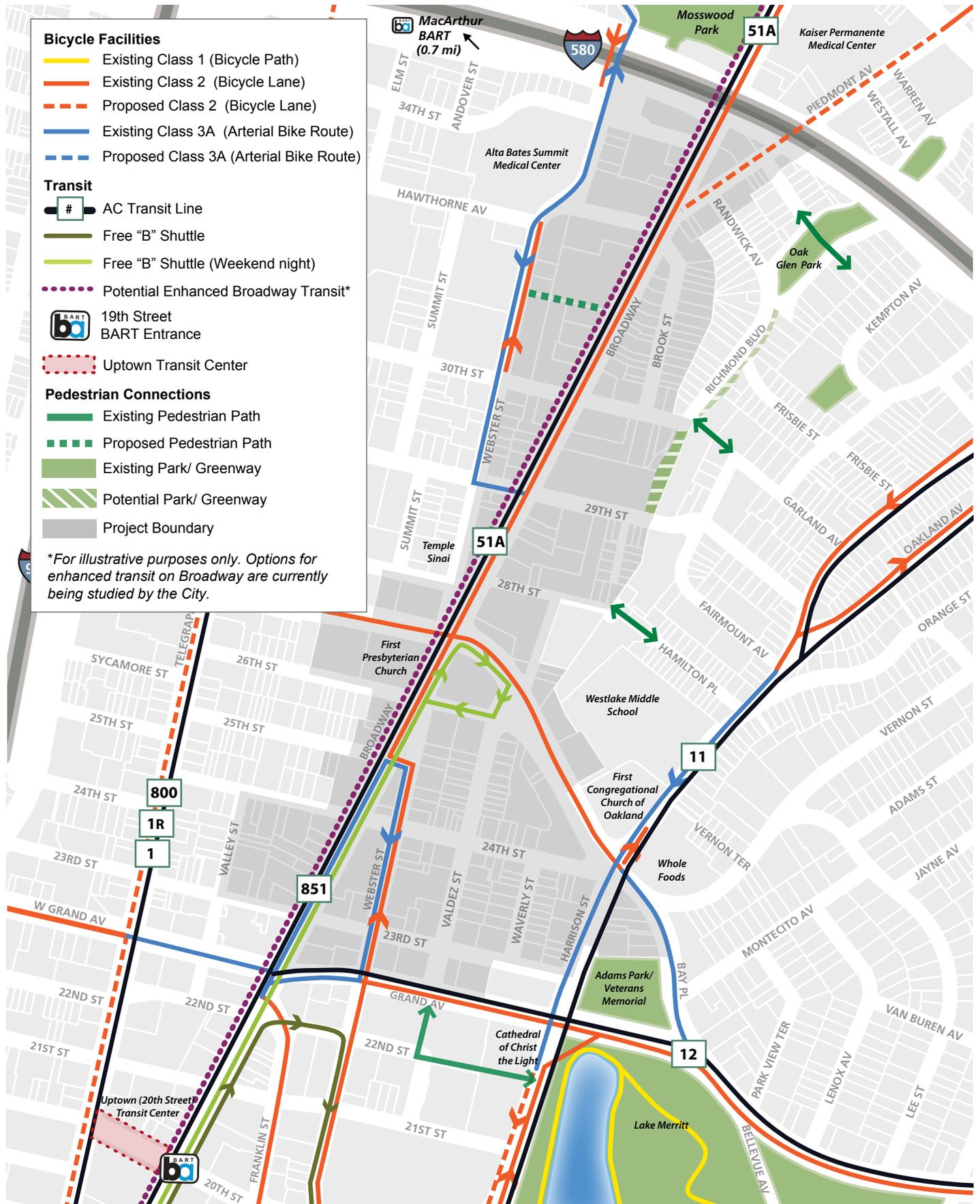
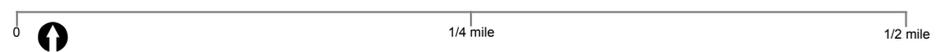


FIGURE 6.1: CIRCULATION CONCEPT



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cyclist experience by designing for slower traffic speeds, safer pedestrian and bicycle crossings, and more attractive and ample pedestrian zones (e.g., sidewalks) and bike zones (e.g., bike lanes and intersection treatments).

- **Park Once Strategy.** In order to promote a “park once” strategy, which allows shoppers and visitors who choose to drive to the Plan Area to park once and walk or use transit to visit multiple destinations within the Plan Area, the Specific Plan calls for parking to be provided in centralized parking facilities located throughout the Plan Area.

The Plan Area currently has a lower percentage of residents that drive than most of City of Oakland and Alameda County (Based on 2000 US Census data, about 59 percent of area residents work commute trip is by private automobile compared to 72 percent for City of Oakland, and 80 percent for Alameda County). The combination of the Plan Area’s location and existing pedestrian, bicycle, and transit infrastructure in the area already promotes the use of these travel modes as viable options for area residents, workers, and visitors. This Chapter identifies additional strategies and changes that will further encourage and accommodate increased walking, biking, and transit in the Plan Area.

6.2 THE STREET NETWORK

Access and circulation improvements in the Plan Area are based on the Complete Streets concept. Traditionally, street networks have been designed primarily to serve automobiles, with other travel modes accommodated as an afterthought. The Complete Streets concept acknowledges that various users, including pedestrians, bicycles, buses, automobiles, and trucks, use the street network. Thus, the street network should be designed to accommodate all users safely and efficiently. Since the physical space available for streets is limited and the different travel modes may conflict with each other, the Complete Streets concept does not require that all streets fully accommodate all travel modes. Rather, the overall street network should provide for safe and convenient mobility of the various travel modes.

Historically, major arterials in the Plan Area and surrounding areas have been designed primarily for automobile traffic. These streets currently have excess automobile capacity and their large width and high automobile speeds are not inviting for pedestrians or bicyclists traveling along or crossing these streets. In recent years, the City of Oakland has reduced the number and/or width of travel lanes on various streets to better accommodate pedestrians and bicyclists. A recent example in the Broadway Valdez District is on 27th Street where one travel lane in each direction was converted to a bicycle lane. While acknowledging the importance of automobiles and delivery trucks to the viability of the Plan Area, this Specific Plan looks for additional opportunities to improve access and circulation for pedestrians and bicyclists without degrading motor vehicle access and circulation.

The following sections describe circulation and the Specific Plan policies for each travel mode in the Plan Area.

6.2.1 PEDESTRIAN CIRCULATION

The street network in the Broadway Valdez District and surrounding areas is generally a modified grid over a flat terrain providing good pedestrian connectivity, especially to the west and south. Immediately to the east of the Plan Area, the combination of hilly terrain and the Glen Echo Creek corridor result in a more irregular and less interconnected street network. However, the blocks continue to be short, and public walkways provide additional connectivity to the area. Immediately to the north of the Plan Area, I-580 limits the number of connections to and from the neighborhoods to the north.

The pedestrian facilities in the Plan Area and the surrounding neighborhoods are typical of an urban environment. Pedestrian circulation within and surrounding the Plan Area is provided via sidewalks and marked crosswalks. Sidewalks vary in width, physical conditions and amenities provided, making some more attractive for walking than others.

GOAL C-2: Quality pedestrian facilities and amenities that create a safe and aesthetically pleasing environment that encourages walking and accommodates increased pedestrian activity.

Policy C-2.1

To the extent feasible, eliminate existing and minimize future driveways and curb-cuts along key pedestrian streets including Broadway, Webster Street, 24th Street between Broadway and Harrison Street, and Valdez Street between Grand Avenue and 27th Street.

Policy C-2.2

Widen sidewalks on the following key pedestrian streets:

- Broadway and south side of 27th Street by requiring 4-foot building setbacks from the public right-of-way (for blocks that have parcels that are mostly vacant).
- 24th Street between Broadway and Harrison Street to 14.5 feet by reducing the curb-to-curb cross-sections.
- Valdez Street between Grand Avenue and 27th Street to 15 feet by reducing the curb-to-curb cross-sections.

Policy C-2.3

Reduce street crossing widths and increase pedestrian visibility by installing bulb-outs and crosswalk markings at intersections on key pedestrian streets where feasible. Installation of bulb-outs at intersections should be considered along the following streets:

- Broadway
- 24th Street between Broadway and Harrison Street
- Valdez Street between Grand Avenue and 27th Street
- 27th Street between Broadway and Harrison Street



A main priority of the Plan is to promote walkability through both land use and circulation improvements.

Policy C-2.4

Improve the pedestrian experience by implementing the following landscape improvements:

- Provide consistent street tree plantings along Broadway, Valdez, 24th, 27th, Webster, 26th, and 23rd Streets.
- Re-landscape Broadway median, including removing paving beneath median to allow adequate root zone for trees.
- Replace the existing striped median on 27th Street with a widened landscaped median.

Policy C-2.5

Provide pedestrian-scale street lighting along all streets in the Plan Area, especially streets with commercial frontage.

Policy C-2.6

Ensure sidewalks provide a minimum of 5 1/2-feet clear for pedestrian circulation clear of any obstacles.

Broadway will generally serve as the primary pedestrian facility in the Plan Area, linking the North End and Valdez Triangle to each other and to adjacent areas including Downtown Oakland and the 19th Street BART Station to the south and the Kaiser Medical Center and Piedmont shopping area to the north. The Plan's focus on promoting retail, entertainment and other commercial

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uses that provide active and engaging street level facades is expected to increase pedestrian activity on Broadway as well as on 24th and Valdez Streets which are envisioned as key pedestrian-oriented shopping streets. The Specific Plan includes a number of policies and infrastructure changes to meet and encourage the increased pedestrian activity along these streets, and provide connections to adjacent areas and to transit.

Bulb-outs would shorten pedestrian crossings, increase the visibility of pedestrians to motorists, and provide space for pedestrian amenities and waiting areas at intersections and bus stops. Bulb-outs may also be used to provide storm-water treatment (rain garden). The storm-water treatment sites should be designed to minimize interference with pedestrian access and circulation along sidewalks, at intersections, and at bus stops.

PEDESTRIAN PLAZAS

Policy C-2.7

Improve pedestrian safety, shorten pedestrian crossing times, and reduce vehicle speeds by removing channelized right-turn lanes that are not needed. The reclaimed public right-of-way can be used to create pedestrian plazas and other improvements to enhance the pedestrian experience.

Several intersections in the Plan Area currently provide channelized turn lanes. These channelized turn lanes are not needed to serve the existing traffic flow, but they do encourage automobile speeding and discourage pedestrian activity.

Locations where channelized right-turn lanes or other automobile facilities can be removed or modified and converted to pedestrian areas include:

- Channelized right-turn from southbound Harrison Street to 27th Street
- Channelized right-turn from eastbound 27th Street to 24th Street



Pedestrian control devices such as RRFB (Rectangular Rapid Flash Beacons) or signals may be installed at crossings.

- Channelized right-turn from westbound 27th Street to Broadway
- Channelized right-turns from eastbound 27th Street to Valdez Street and from northbound Valdez Street to 27th Street
- Channelized lane on the east approach of the Broadway/Webster Street/25th Street intersection

UNPROTECTED PEDESTRIAN CROSSINGS

Policy C-2.8

Improve uncontrolled pedestrian crossings through the following:

- **Install bulb-outs on both sides of the crossing to shorten the crossing distance and improve the visibility of crossing pedestrians to approaching vehicles.**
- **Install warranted pedestrian control devices such as RRFBs (Rectangular Rapid Flash Beacons) or signals at crossings.**
- **Potential improvements at currently uncontrolled pedestrian crossings may include:**
 - * **Installation of signal and bulb-outs on Broadway at 23rd and 24th Streets and on Harrison Street at 23rd Street (Also see Policy C-4.2).**
 - * **Installation of RRFB and bulb-outs at the mid-block crossing on Broadway between 30th Street and Hawthorne Avenue.**

Broadway and Harrison Street are multi-lane major arterials that are barriers for pedestrians due to their width, volume and speed of traffic. Although signals at several intersections provide controlled crossings on both arterials, there are also unsignalized crossings at mid-block and intersections that are not inviting to pedestrians.

6.2.2 BICYCLE CIRCULATION

GOAL C-3: A bicycle network with safe and efficient connections to major destinations within the Plan Area and throughout the City of Oakland.

Policy C-3.1

Complete the bicycle network in the Plan Area and surrounding areas as envisioned in City of Oakland's 2007 Bicycle Master Plan.

The 2007 *Oakland Bicycle Master Plan* identifies the following types of bicycle facilities:

- Class 1 Paths:** These facilities are located off-street and can serve both bicyclists and pedestrians. Class 1 paths are typically 8 to 12 feet wide excluding shoulders and are generally paved.
- Class 2 Bicycle Lanes:** These facilities provide a dedicated area for bicyclists within the paved street width through the use of striping and appropriate signage. These facilities are typically five to six feet wide.
- Class 3 Bicycle Routes:** These facilities are found along streets that do not provide sufficient width for dedicated bicycle lanes and are also provided on low-volume streets that have no bicycle lanes. The street is designated as a bicycle route through the use of signage informing drivers to share the street with bicyclists.
- Class 3A Arterial Bicycle Routes:** Bicycle routes may be used on some arterial streets where bicycle lanes are not feasible and parallel streets do not provide adequate connectivity. These streets should promote shared use with lower posted speed limits (preferably 25 miles per hour), shared lane bicycle stencils (i.e., "sharrows"), wide curb lanes, and signage.
- Class 3B Bicycle Boulevards:** These are bicycle routes on residential streets that prioritize through trips for bicyclists. The route appeals to cyclists of varied skill levels by providing direct connections on streets with low traffic volumes. The route reduces delay to bicyclists by assigning right-of-way to travel on the route. Traffic calming is generally used as needed to discourage drivers from using the boulevard as a through route. Intersections with major streets are also generally controlled by traffic signals with bicycle actuation.

Figure 6.2 shows the existing and proposed bicycle facilities in the Plan Area as outlined in City of Oakland's 2007 Bicycle Master Plan. The bicycle network will connect the Plan Area to the rest of the City of Oakland.



Many Class 2 Bicycle Lanes have been identified and installed in the Plan Area as part of the City of Oakland's Bicycle Master Plan.

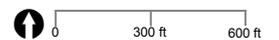


Class 3A Arterial Bicycle Routes are types of bicycle facilities that may be used in the Plan Area, which are signed as shown.

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FIGURE 6.2: EXISTING AND PROPOSED BICYCLE NETWORK



The majority of the planned bicycle network in the Plan Area has been completed. Class 2 bicycle lanes on Broadway serve as the primary north-south bicycle connection and Class 2 bicycle lanes on 27th Street and Grand Avenue serve as the primary east-west bicycle connections.

In addition, Webster Street is designated as a Class 3A Arterial Bicycle Route south of Broadway (Webster Street and Franklin Street form a one-way couplet south of Grand Avenue and provide the primary bicycle access to and from Downtown Oakland) and Class 3B Bicycle Boulevard north of 29th Street. Class 2 bicycle lanes on Broadway and Class 3B facilities on 29th Street connect the two segments of Webster Street.

Major bicycle facilities in the Plan Area and surrounding areas that need to be completed include Class 2 bicycle lanes on Piedmont Avenue north of Broadway and on Broadway north of I-580, and a combination of Class 2 bicycle lanes and Class 3A arterial bicycle route on Harrison Street.

Policy C-3.2

Enhance bicycle facilities at key intersections with high bicycle and automobile traffic. Potential changes may include facilities such as bicycle signal actuation, bicycle boxes, two-stage turn queue boxes, etc.

Intersections such as Broadway/Webster Street, Broadway/27th Street, or Harrison Street/27th Street/24th Street/Bay Place have high automobile traffic volumes and are important intersecting corridors for bicyclists. Specific changes, such as bicycle signal actuation, bicycle boxes at these intersections can reduce potential conflicts between cyclists and motorists by highlighting cyclists' presence and movements for motorists. In addition, providing bicycle actuation at all signals would reduce bicycle travel times and further encourage cycling.

Policy C-3.3

Minimize activities, such as valet, or other managed parking strategies, that block existing or planned bicycle lanes.



Enhanced bicycle facilities at key intersections will improve bicycle safety by ensuring a safe zone for cyclists and motorist awareness.

In order to provide for safe and efficient bicycle access and circulation, bicycle lanes should remain open to bicyclists at all times with minimal interruptions or blockages.

BICYCLE PARKING

Policy C-3.4

Increase bicycle parking supply in the public realm.

The City of Oakland Planning Code includes requirements for both long-term (i.e., employees and residents) and short-term (visitors and shoppers) off-street parking. The proposed new zoning for the Broadway Valdez District increases the amount of bicycle parking from what is currently required in the Oakland Planning Code for both

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residential and non-residential developments in order to encourage bicycle access to and from the destination retail district and accompanying residential development. New developments in the Plan Area will provide off-street bicycle parking based on the new Broadway Valdez District Planning Code requirements after the Specific Plan and related Planning Code amendments are adopted.

To the extent feasible, short-term bicycle parking, such as bicycle racks, should be provided in the public realm throughout the Plan Area, especially in the non-residential areas. Bicycle racks should be located at places such as pedestrian plazas, intersection bulb-outs, or in on-street bike corrals, where they will not obstruct pedestrian flow on sidewalks and minimize potential conflicts between pedestrians or bicyclists. Participation in Oakland's proposed Bike Share program is encouraged as an additional alternative for transportation to and from the Broadway Valdez District.

6.2.3 AUTOMOBILE CIRCULATION

GOAL C-4: Efficient but managed vehicle access in the Plan Area.

The mix and density of land uses proposed by the Specific Plan combined with the frequent and high quality transit service, available bicycle network, and walkability of the Plan Area will reduce the Plan Area's overall automobile trip generation in comparison with more traditional suburban developments. However, providing destination retail that attracts shoppers from the larger region is a primary goal of this Specific Plan. Some shoppers from the larger East Bay region will not consider transit as a viable option due to lack of access and/or convenience. To provide a viable shopping district that can compete with other retail districts in the larger region, the Plan Area must continue to provide for safe and convenient automobile access. The Specific Plan proposal maintains the current automobile access and circulation while enhancing the travel network for other travel modes.

Policy C-4.1

To the extent feasible, locate vehicular parking and service access to the perimeter of the Plan Area and side streets.

Similar to Policy 6.2.1, this policy aims to minimize the number of curb-cuts along the key retail streets such as Broadway, Valdez Street, and 24th Street, which are proposed for intensive pedestrian activity. Automobile access would be located on streets with lower pedestrian and traffic volumes, such as Webster Street and 23rd Street, in order to minimize interruption to automobile and pedestrian flow and reduce potential pedestrian/automobile conflicts while continuing to provide convenient and safe automobile access.

The automobile access points for each development will depend on the nature of future development and configuration of the adjacent streets.

Policy C-4.2

Improve access for all users to and from the Valdez Triangle by signaling the following intersections:

- Harrison Street/ 23rd Street
- Broadway/ 23rd Street
- Broadway /24th Street

The Valdez Triangle is bordered by two multi-lane major arterials, Harrison Street and Broadway, on the east and west, respectively. While providing excellent access to and from the Valdez Triangle, these arterials constrain access into the heart of the Triangle. As the Valdez Triangle develops and traffic increases, the Broadway Valdez District Specific Plan Draft EIR analysis indicates that signalization will be required at these intersections in order to mitigate impacts generated by Plan Area traffic. Signalizing these three intersections will provide for safer and more convenient access for all modes, including pedestrians, bicycles, and automobiles.

Policy C-4.3

Allow for the possible closure of the following streets to through traffic, on either a temporary or permanent basis, if such closures would help achieve Plan goals:

- Waverly Street south of 24th Street
- 26th Street between Broadway and Valdez
- 34th Street between I-580 Off-Ramp and Broadway

These three streets currently only serve the adjacent parcels and carry very little traffic. Thus, their temporary or permanent closure would not significantly affect traffic patterns in the area. Depending on the specific developments on each street, permanently closing these streets, temporarily closing them for special events such as farmers markets, and/or converting them to limited automobile access would enhance the pedestrian orientation of the street and surrounding areas.

Policy C-4.4

Minimize cut-through traffic on residential streets by implementing traffic calming.

Considering that future development in the Plan Area will generate additional automobile traffic, and that major arterials, such as Broadway and 27th Street, are expected to experience additional congestion, there is a potential for cut-through traffic on adjacent residential streets.

Residential streets most likely to be affected by cut-through traffic include Richmond Boulevard and 29th Street between Broadway and Harrison Street/Oakland Avenue. As the Plan Area develops, traffic volumes and speeds on these and other residential streets should be monitored and if warranted, traffic calming measures should be installed.



The Broadway Corridor will continue to be well-served by AC Transit's Route 51, one of its busiest routes.

6.3 TRANSIT SERVICE**GOAL C-5: Enhanced efficiency and effectiveness of transit in the Plan Area.**

The Plan Area is served by a variety of transit services, including buses, shuttles, and regional rail. A large number of future residents, workers, shoppers, and visitors are expected to rely on transit for the majority of their trips given that most of the Plan Area is within walking distance of all or most of the transit services available. As discussed in Section 6.2.1, various improvements are proposed to the pedestrian environment which also will benefit transit users, since a majority of transit trips begin and end with walking trips. Transit services in the Plan Area are described below.

6.3.1 AC TRANSIT**Policy C-5.1**

Collaborate with AC Transit to improve bus service along Broadway and support Specific Plan objectives by incorporating the following recommendations into its Transit Performance Initiative:

- Move bus stop locations to provide optimum spacing (about 900 to 1,000 feet between stops) that effectively serves the local uses and maintains bus operating speeds.

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- **Locate bus stops on far-side of intersections to improve service times and reduce bus/ auto conflicts at intersections.**
- **Create curb extensions to accommodate in-lane stops that enhance bus service times and provide adequate space for bus stop amenities.**
- **Improve bus stop facilities (shelters, benches, real-time transit arrival displays, route maps/schedules, trash receptacles, etc.) to enhance user experience.**
- **Increase the length of bus stops to at least 60 feet to meet AC Transit standards.**
- **Install Transit Signal Priority (TSP) at signalized intersections along Broadway to improve bus travel times by prioritizing signal green times for approaching buses.**
- **Work with businesses to display the next bus arrival times for their customers.**

The Plan Area is directly served by AC Transit's Route 51A along Broadway which connects the Plan Area to Downtown Oakland, the City of Alameda, and the Fruitvale District to the south, and Upper Broadway and the Rockridge District to the north. Route 51A, which operates with frequencies as low as ten minutes during peak periods, is AC Transit's third busiest route. Through its Transit Performance Initiative (TPI), AC Transit is currently studying implementation of infrastructure improvements at specific locations along Route 51A to increase bus travel speeds and improve service reliability. These improvements—which may include relocating bus stops, installing bus bulb-outs, providing bus-only lanes, or upgrading traffic signal equipment—are expected to be finalized and implemented by 2014. In addition, east-west bus service is provided just outside the Plan Area along Grand Avenue and MacArthur Boulevard.

All bus stops along Broadway in the Plan Area are identified with a signpost that includes the bus route. Some stops also include information on bus route and schedule. Most stops also provide a bench and some provide a trash receptacle. However, none of the bus



Improved transit shelters will be included into new intersection designs proposed within the Plan Area and coordinated with other street elements.



Transit shelters may include excellent signage including real-time departures to encourage efficient and increased transit use.

stops currently provide a shelter, primarily because of narrow sidewalks which do not provide adequate width for shelters.

Figure 6.3 shows the recommended location for bus stops based on the guidelines provided above. These changes would enhance the transit experience in the Plan Area by providing more comfortable and convenient bus stops and reducing bus travel times along the Broadway. They are also consistent with City of Oakland's "Transit First" policy which favors modes that have the potential to provide the greatest mobility for people, rather than vehicles.

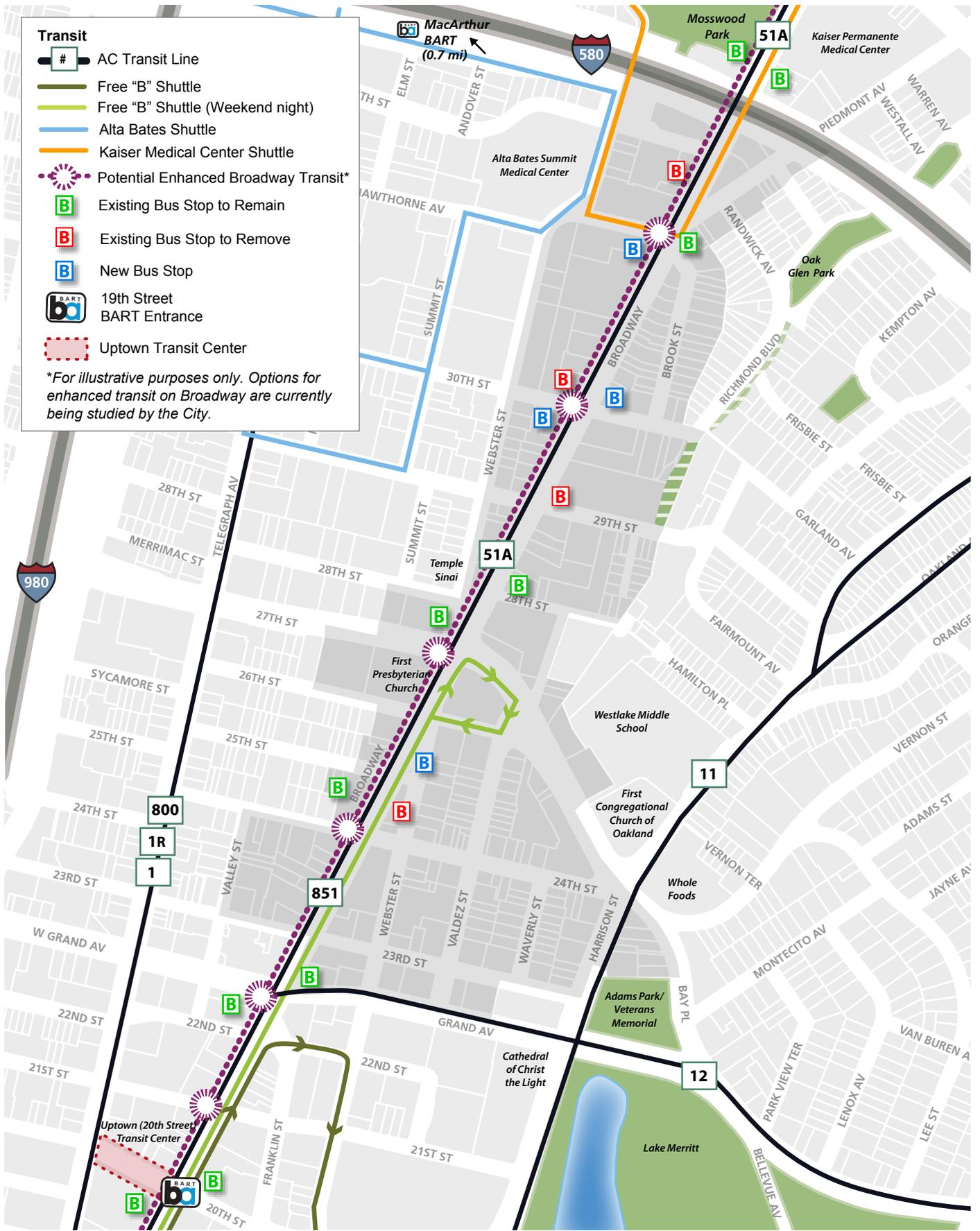


FIGURE 6.3: TRANSIT SERVICE

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6.3.2 SHUTTLES

Policy C-5.2

Work with BART and local shuttle operators to explore expanding the geographic area, extending the hours of operations, and funding shuttle service in the Plan Area.

Alta Bates Medical Center and Kaiser Medical Center operate shuttles within or near the North End between their respective facilities and the MacArthur BART Station on a fixed route. Although these shuttles primarily serve the medical center employees, patients, and visitors, they are also open to the general public and can be used to travel between the North End and the MacArthur BART Station. Expansion and marketing of both shuttle services in the Plan Area would increase transit options for medical center employees who live in the Plan Area or medical center employees and visitors to shop in the Plan Area.

The Oakland Free Broadway shuttle ("Free B") operates along Broadway between Jack London Square and Grand Avenue on weekdays and between Jack London Square and 27th Street on weekend nights. The free shuttle service connects the Valdez Triangle to Downtown Oakland, Jack London Square, and 12th and 19th BART Stations. Extending the "Free B" into the Plan Area would further connect the Plan Area with Downtown Oakland and BART.

6.3.3 BART

Policy C-5.3

Revitalization efforts in the Plan Area shall be coordinated with additional efforts to enhance Broadway between the Plan Area and the 19th Street BART station to provide a seamless and welcoming pedestrian connection to and from the BART Station.

BART connects the Plan Area to the larger Bay Area region. The nearest BART stations to the Plan Area are 19th Street station, about one-third of a mile from the



The "Free B" serves the District, connecting it with Downtown activity centers and Jack London Square.



The potential Broadway Streetcar will share a lane with automobiles and transit and will benefit the overall accessibility of the District.

southern end of the Plan Area, and MacArthur station, about two-thirds of a mile from the northern end of the Plan Area.

The 19th Street BART Station is located a short, flat walk from the southern boundary of the Plan Area. Pedestrian scale street lighting, street trees, and wide sidewalks are currently provided. However, the current land uses along Broadway in this corridor do not activate the street or provide the "alive after 5" activity that promotes "eyes on the street" and improved personal safety. The MacArthur BART station is generally too far from most of the Plan Area for convenient walking.

Policy C-5.4

Work with BART on their proposal to update and “rebrand” the 19th Street BART station, including providing signage to provide information about the Broadway Valdez retail district area and other nearby destinations while passengers are on the train and at the station.

BART is potentially considering the 19th Street BART station as a candidate to redesign with updated signage and the ability to alert riders about what is located (above-ground) around the station while they are on the train. The City should coordinate with BART to participate in this rebranding/redesign effort to help market the Uptown and Broadway Valdez areas.

Policy C-5.5

Work with business-owners to display the next BART arrival times within their businesses.

The City should work with business-owners to encourage them to provide displays of the next BART arrival times within their businesses (e.g., on a monitor or screen) as an economic development tool to enhance convenience to shoppers/visitors in the area.

6.3.4 BROADWAY ENHANCED TRANSIT**Policy C-5.6**

Ensure that all improvements, including streetscape, to Broadway will not preclude the possibility of future enhanced transit service along the corridor.

The City of Oakland is investigating possible options for enhancing transit service along the Broadway corridor. One of the options under consideration is a streetcar system operating on fixed rail in a shared lane with automobiles, buses and bicycles. The proposed Broadway street cross-section in the Plan Area may need to be modified to accommodate streetcar tracks as part of a “complete street”.

One benefit of streetcar service on Broadway would be the branding/historic nature of the streetcar versus conventional buses. Typically, new streetcar or trolley lines have higher ridership than the bus lines they replace because streetcars are more prominent and generally provide a more pleasant ride. Generally, streetcars are attractive to a wider cross-section of users, including infrequent visitors. Thus they can serve to attract visitors to the Plan Area. Streetcars provide strong support for economic development. Streetcars generally contribute to a more vibrant and active public realm, and result in more rapid development. The investment in permanent tracks and infrastructure associated with streetcars signals to developers, retailers and the general community the City’s long-term commitment to high quality development and a vibrant urban environment.

6.4 PARKING AND TRANSPORTATION DEMAND MANAGEMENT

One of the primary goals of the Broadway Valdez District Specific Plan is development of destination retail that is expected to draw regional visitors. Many potential shoppers may not consider transit as a viable travel mode due to lack of access and/or convenience. The Plan Area’s destination retail will also compete with other destination retail areas in the region that have convenient and/or inexpensive parking. Thus, availability and cost of parking may be a key factor for many shoppers in deciding to shop at the Broadway Valdez District. The Plan recognizes the value and potential for leveraging parking as a key economic development strategy.

At the same time, many residents and workers are expected to choose to live and work in the Plan Area because it is a walkable and bicycle-friendly neighborhood with quality transit service. Thus, they may not have an automobile or need parking.

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A wayfinding program should be implemented within the Plan Area to orient automobiles as well as pedestrians and bicycles.

A key challenge for urban mixed-use developments is providing the appropriate balance of parking. Providing too much parking unnecessarily adds to development costs, wastes valuable land, and further encourages driving to the Plan Area; providing inadequate parking may result in excessive circulation by drivers looking for parking, parking spillover into adjacent residential streets, and discourage potential shoppers from visiting the Plan Area.

Thus, the Plan recognizes parking as a key element of an integrated access management strategy for the Broadway Valdez District that supports goals such as “walkability,” congestion management and the promotion of alternative transportation modes. Parking is part of a multi-modal approach to developing neighborhood transportation infrastructure. The Specific Plan incorporates the following strategies to reduce overall parking demand and maximize its use, and encourage alternative modes of transportation, while allowing for flexibility to accommodate the parking needs of the envisioned destination retail district.



Dedicated car-sharing spaces should be provided throughout the Plan Area.

GOAL C-6: A well-managed parking supply that supports Plan Area businesses and stimulates economic growth, while not promoting excessive driving.

Policy C-6.1

Explore forming an areawide Transportation and Parking Management Agency (TPMA) to coordinate all TDM efforts and requiring all commercial and residential developments in the Plan Area to participate.

A Transportation and Parking Management Agency (TPMA) is an organization formed and funded by developments in a geographic area to coordinate areawide transportation and parking programs. The TPMA can also be expanded to include large employers that are adjacent to the Plan Area, such as Alta Bates Summit and Kaiser Medical Centers. Example TPMA responsibilities include:

- Providing residents, employers, employees, and visitors with information regarding available transportation alternatives
- Implementing and coordinating trip reduction strategies
- Maintaining a website to include transportation-related data
- Establishing and monitoring parking demand management strategies
- Managing the parking supply

- Monitoring the effectiveness of various strategies, identifying new strategies and revising them when necessary
- Contributing to existing transit/shuttle services and/or managing the shuttle program

Many of the TDM and parking management strategies described herein can be implemented through the TPMA. The TPMA can also be administered through a Community Benefit District (CBD) if one is established (see Policy IMP-8.2 for more detail on CBDs). If an areawide TPMA or CBD is not formed, then each development in the Plan Area would be responsible for implementing their own TDM strategies as required by the City of Oakland's Standard Conditions of Approval.

Policy C-6.2

Explore establishing a Parking Benefit District (PBD) to manage the on-street and off-street parking supply and use the parking revenue to fund additional parking facilities, and/or improve circulation and transportation in the Plan Area.

Policy IMP-8.2 recommends establishment of a Community Benefit District (CBD), which would be funded through assessments of both residential and non-residential developments in the Plan Area, to provide services, such as security and maintenance, in the Plan Area. The duties of the CBD or TPMA (See Policy C-6.1 above) can also include managing the parking supply in the Plan Area. Alternatively, a separate PBD can also be established where all or a portion of parking revenue generated from on-street meters, on-street parking permits, and/or off-street parking facilities in a geographic area is used to fund improvements in that area. The CBD, TPMA, or another entity will be responsible for administering the PBD in the Plan Area and managing the on-street parking spaces and public off-street parking facilities. The appropriate management entity (e.g., CBD TPMA, or another entity) will be responsible for establishing prices for parking, collecting the revenue, and using revenues to fund improvements such as new parking facilities, pedestrian, bicycle, transit, and streetscape improvements recommended in this

Specific Plan, and/or maintenance, beautification and security in the Plan Area.

Policy C-6.3

Encourage the use of existing parking facilities in the Broadway Valdez District and vicinity.

Some of the parking facilities in the area currently operate under capacity, or have peak hours of use which would be different from future Plan Area uses (e.g., retail, entertainment), which means they represent parking that could potentially be utilized by Plan Area uses. These include:

- The 180 Grand Avenue Garage and the YWCA Garage at 2353 Webster Street in the Valdez Triangle generally operate below capacity at most times.
- The Alta Bates and the Kaiser Medical Centers provide more than 2,000 parking spaces in and near the North End of the project. Although these parking facilities operate near capacity during weekday business hours, they operate well below capacity on weekday evenings and weekends.
- Large parking facilities are also located south of Grand Avenue and in Downtown Oakland. These facilities primarily serve the office uses in the area on weekdays, and generally operate below capacity on evenings and weekends.

Since many of these parking facilities are more than a quarter-mile away from the Specific Plan area, a shuttle service and/or attendant parking service may be needed to make using these parking facilities feasible. The TPMA can manage the existing public parking facilities and coordinate with other parking operators to use their parking supply during non-peak periods.

Figure 6.4: Existing Parking shows the current location and available parking supply for major public parking facilities in the Plan Area and adjacent areas. Currently a large number of parking spaces in the Plan Area are provided in surface parking lots which are identified in the Specific Plan as potential future development sites. Thus,

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as the Plan Area's development intensifies, the available public parking supply would decrease. Considering that the development intensification would result in more pedestrian, bicycle, and transit trips, and less reliance on automobile trips, the loss of the surface parking lots is consistent with the Specific Plan's goals.

Several large garages in the Plan Area and adjacent areas are expected to remain. Although some of these garages are provided for specific uses such as the Alta Bates and Kaiser Medical Centers, they are also available to the general public.

Each mixed-use and non-residential development within the Plan Area is expected to provide its own off-street parking supply, and will be encouraged to open the spaces to the public if feasible and share with an existing use that may have different hours of operation.

To the extent feasible, auto access will be provided on streets with low traffic and pedestrian volumes in order to minimize interruption to automobile and pedestrian flow.

Policy C-6.4

To the extent feasible, encourage shared parking within each development and between different developments.

Parking should be designed to be shared by all commercial uses. "Shared Parking" is defined as the ability to share parking spaces as the result of two conditions: variations in the accumulation of vehicles by hour, by day, or by season at individual land uses, and relationships among land uses that result in visiting multiple land uses on the same auto trip. An example of shared parking is where an office has high use during the day and a restaurant uses the same spaces in the evening. This will reduce the overall number of required parking spaces.

Policy C-6.5

To the extent feasible, develop and utilize centralized parking facilities without assigning parking spaces to specific uses in order to encourage a "park once" strategy.

The majority of parking spaces should be provided in centralized parking garages throughout the Plan Area. Instead of driving to multiple destinations, this allows users visiting multiple sites to park once and walk to the various destinations within the Plan Area and adjacent areas. Since several parking garages would be provided throughout the Plan Area, drivers would have options in parking location depending on their direction of approach and ultimate destination within the Plan Area. The appropriate management entity (e.g. TPMA or CBD as described above) would manage the parking supply and implement strategies that achieve the Specific Plan's goals.

Policy C-6.6

Provide dedicated car-sharing spaces throughout the Plan Area. Dedicated car share spaces can be provided on-street or in publicly accessible parking facilities and can be administered by the appropriate management entity (e.g. TPMA or CBD as described above).

Car-sharing is a neighborhood-based, short-term vehicle rental service that makes cars easily available to members (e.g., ZipCar, City Car Share). Car-sharing can eliminate the need for automobile ownership, especially if the car-share "pods" are located near quality transit service and mixed-use developments. Car-sharing can also be used by area employees who may need a car during business hours.

Employers may also include car-share memberships for their employees as an element of their mandatory TDM Program. For larger housing developments, car-share vehicles may be provided in residential garages. The appropriate management entity (e.g. TPMA or CBD as

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described above) should monitor the use of the car-share program and adjust the number and location of dedicated spaces based on observed demand.

Policy C-6.7

Explore providing public funding assistance for the development of parking as part of, or near to, larger-scale retail development(s) with multiple comparison goods tenants.

As previously described, one of the primary goals of this Specific Plan is to develop destination retail with a regional draw. Since, transit, biking, or walking may not be viable travel modes for many potential shoppers in the region, the Specific Plan would need to provide close and convenient parking. In addition, the destination retail in the Plan Area would compete with other destination retail areas in the region that provide abundant convenient parking supply. Thus, publicly funding construction of parking facilities in the early stages of the development can attract catalyst retailers to the Specific Plan area and assist in developing a critical mass of retail space.

Policy C-6.8

Require residential developments to unbundle the cost of parking from the cost of housing.

When parking is bundled (a parking space is included in an apartment rent or is sold with a condominium) into apartment tenant leases or condominium prices, the true cost of parking is hidden. For example the price for an apartment with one parking space may be rented for \$1,000 per month. However, if the parking spaces were unbundled, the rent for the apartment may be \$900 per month, plus \$100 per month for the parking space. Unbundled parking would help tenants understand the cost of parking, and may influence a resident's decision to own a car. Unbundling parking typically reduces parking demand by 10 to 15 percent. It can also make housing more affordable by not forcing residents who do not own a car to pay for parking.

Proposed new zoning regulations for the Broadway Valdez District will require "unbundling" parking spaces from new housing that is developed in the Plan Area. This means that parking spaces will be for sale or lease separately from the cost of housing. Under this strategy, each buyer or renter of a residential unit can separately pay for or rent a reserved parking space. Since not all residents would own a vehicle, the overall parking supply can be reduced.

Policy C-6.9

Establish a parking in-lieu fee program so that developers have the option of either constructing off-street parking consistent with City of Oakland Planning Code or paying the parking in-lieu fee.

Proposed new zoning regulations for the Broadway Valdez District will provide the option for developers to pay an in-lieu fee per parking space instead of constructing those parking spaces. The parking in-lieu fees would allow projects having difficulty meeting on-site parking requirements because of site constraints, financial feasibility, or both, the flexibility to maximize development intensity over building parking. Parking in-lieu fees provide the benefit of facilitating shared parking between uses, thereby maximizing use of the existing parking supply and avoiding decentralized surface lots or garages needed for individual development sites which can limit walkability. Similar to Parking Benefit Districts (See Policy C-6.2) revenues generated by an in-lieu fee program should be used to expand public parking supply through the construction of new parking facilities, or to fund improvements that reduce automobile parking demand, such as pedestrian, bicycle, transit, and streetscape improvements recommended in this Specific Plan.

Policy C-6.10

Reduce the amount of parking required by the Planning Code.

Proposed new Planning Code requirements for the Broadway Valdez District will reduce minimum parking

requirements for both residential and commercial uses. Other proposed changes include a new way of defining parking requirements for ground floor or upper floor uses, in order to allow more flexibility in uses by making it easier to change activities in an existing building without triggering new (higher) parking requirements; it also allows for shared use of parking for different activities on the same floor.

Policy C-6.11

Encourage implementing an area-wide real-time parking information system that includes major parking facilities open to the public.

Through the appropriate management entity (e.g. TPMA or CBD as described above), a real-time parking information system should be incorporated into the overall design of existing and future major parking facilities, especially those serving customers and visitors. The system would include electronic changeable message signs installed at parking entrances, within larger parking facilities, along major roadways providing access in the area, as well as the internet, to inform drivers of the location and number of available parking spaces. This would maximize utilization of all parking facilities, and reduce excessive circulation and driver frustration.

Policy C-6.12

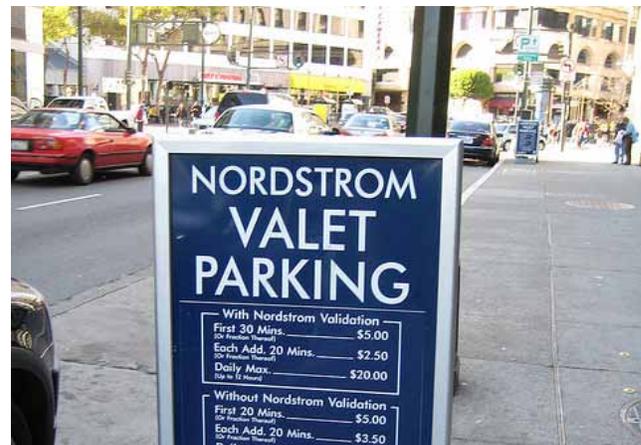
Consider using attendant parking during peak shopping periods at major parking facilities.

The Broadway Valdez District will include a large retail component. Typically, retail parking demand peaks during the holiday shopping period in December. Thus, customer parking supplies need to provide adequate parking supply during the peak December shopping period, but also avoid constructing large amounts of surplus parking that remain unused throughout the rest of the year.

Attendant (and valet) parking can be used to increase the efficiency of the parking supply during the peak shopping period. Attendant parking would increase the effective



Real-time parking information will help control traffic and encourage visitors to park in the District with confidence.



Valet parking may be used at key times to allow quick and convenient access to retail destinations.

parking supply by as much as 15 percent depending on the garage design. Since commercial parking demand is at least 20 percent lower during other times of the year, implementation of attendant parking for customers and visitors only during the peak December shopping period can reduce the parking supply and continue to provide adequate parking supply throughout the rest of the year without the need for attendant parking.

Provision of attendant parking should be incorporated into the design of the parking facilities to improve the efficiency and effectiveness of attendant parking. Parking facilities should be designed to accommodate stacked vehicles and provide areas for attendant staging.

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Policy C-6.13

Explore implementing a parking pricing strategy that encourages Plan Area employees to walk, bike, or use transit to travel to and from work.

The effectiveness of pricing strategies on parking demand varies depending on the parking fee and the cost and availability of parking in the surrounding area. Parking pricing for retail customers must also account for competition with other regional retail centers that do not charge for parking. Setting reasonable short-term parking rates and high long-term (over six hours) rates can discourage employees from driving to the area and ensure parking availability for shoppers.

Parking charges can also vary by time of day. Parking rates can be increased during peak periods when parking demand would be highest and transit service most frequent in order to discourage driving and encourage transit use.

Policy C-6.14

Provide metered on-street parking along commercial frontages and explore opportunities to better manage the existing and proposed on-street parking supply through strategies such as smart meters, variable market-based pricing and time restrictions.

Install metered on-street parking on the streets that have commercial frontage in order to provide convenient parking with high turnover rates for short-term commercial customers. Market-based pricing would change the price of on-street parking based on parking demand. This strategy would minimize motor vehicles circulating and looking for available parking spaces and encourage the use of off-street parking facilities.

Policy C-6.15

Consider monitoring parking demand in the Plan Area.



Metered on-street parking should be included throughout the Plan Area.

The appropriate management entity (e.g. TPMA or CBD as described above) will monitor parking demand in the parking facilities and adjust parking management strategies to reflect the observed parking demand.

Policy C-6.16

Study the need for implementation of a Residential Parking Permit (RPP) program on nearby residential neighborhoods.

Since the proposed Specific Plan may provide a limited parking supply and parking demand may exceed parking supply, it is recommended that a Residential Parking Permit (RPP) program on the residential streets within one-half mile of the Plan Area be discussed with area residents, and if approved, implemented to discourage parking spillover from Plan Area into the surrounding residential neighborhoods.

GOAL C-7: Incentives that encourage walking, biking, and transit and discourage driving for Plan Area residents, workers, shoppers, and visitors.

The strategies discussed in this section will benefit all travelers to the Plan Area, including residents, employees, shoppers, and visitors. However, it is expected that area residents and employees will benefit the most. These groups are more likely to modify their

commute patterns as they regularly commute to and from the Plan Area and would be familiar with the area. However, these strategies will also benefit non-regular visitors to the area, such as shoppers and medical office visitors.

Policy C-7.1

Implement a comprehensive wayfinding signage program in the Plan Area with an emphasis on pedestrian, bicycle, transit, and parking facilities.

The signage should be branded and be prioritized on key pedestrian routes to and from BART, bus stops, and key destinations in the Plan Area and key bicycle routes such as Webster Street's Bicycle Boulevard. Wayfinding signage may incorporate historical markers in the historic preservation areas. Auto-oriented wayfinding should also be provided for parking areas to reduce cruising for parking. The wayfinding signage program can be implemented by the TPMA and/or in coordination with other wayfinding programs in the City, such as the ongoing bicycle wayfinding program.

Policy C-7.2

Provide bicycle support facilities such as attendant bicycle parking/bike station, and/or bike sharing/rental program.

In addition to bicycle parking facilities, bicycle support facilities that encourage bicycling may include attended bicycle parking (or a bicycle station), repair facilities at major destinations, and potentially a bike sharing or rental program to facilitate regional connections. The TPMA can operate or oversee these bicycle support facilities.

Policy C-7.3

Consider providing Plan Area residents with a transit pass and/or transit subsidies.

Providing transit passes to Plan Area residents can offer significant benefits including: a monthly subsidy towards transit usage, a steady funding stream for enhanced

transit service, and a "self selection" incentive – whereby more transit-inclined residents will be attracted to live in the Plan Area. The cost of the transit pass can be included in monthly homeowners' association dues or rent.

Policy C-7.4

Explore providing transit validation for shoppers who use transit to travel to the Plan Area.

Similar to parking validation where patrons receive a reimbursement or subsidy for their parking costs, with transit validation, retail patrons would receive a refund for their transit costs to access the Plan Area. The refund can be provided through Clipper Card and should be funded by the appropriate management entity (e.g. TPMA or CBD as described above) through collection of parking fees, or commercial rents. The implementation of a transit validation system would need to be coordinated with local transit agencies.

Policy C-7.5

Through participation in the TPMA, employers in the Plan Area would be encouraged to participate in TDM programs that encourage the use of transit and facilitate walking and bicycling among their employees through both incentives and disincentives.

Elements of the TDM programs may include:

- Commuter Benefits program for tax-free paycheck deductions of transit and bicycle commuter expenses
- AC Transit's EasyPass program which will provide unlimited bus use at a discount bulk rate
- Carpool/vanpool ride-matching and preferential parking for carpool/vanpools
- Guaranteed Ride Home Program
- Compressed work weeks, flex time, and telecommuting options.

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6.5 KEY STREETS & INFRASTRUCTURE IMPROVEMENTS

Based on the policies and strategies outlined in previous sections, improvements along streets and at specific intersections in the Plan Area are described below.

6.5.1 BROADWAY

Broadway (Figure 6.5) is a major north-south arterial through the Broadway Valdez District. Within the Plan Area, it provides two travel lanes in each direction, parallel parking on both sides of the street, and a center raised median. Broadway also provides Class 2 bicycle lanes north of 23rd Street. Sidewalks on both sides of Broadway are currently about 10 feet wide.

- The Specific Plan will maintain the current 80-foot curb-to-curb cross-section and lane widths on Broadway. The Specific Plan includes the following improvements on Broadway:
- Maintain 11-foot travel lanes to provide for buses and vehicular circulation
- Widen the sidewalks along Broadway by requiring 4-foot building setbacks from the public right-of-way on blocks that sites are mostly vacant to better accommodate and encourage the expected active ground level uses.
- Neck-down key intersections with bulb-outs to calm traffic, facilitate pedestrian crossing, and expand bus stops
- Provide a consistent planting of large street trees and attractive pedestrian-scaled lighting
- Add transit shelters and facilities at key transit stops

6.5.2 27TH STREET

27th Street (Figure 6.6) is a major east-west arterial through the Broadway Valdez District which connects the Plan Area to Lake Merritt and points east and west. Within the Plan Area, it provides two travel lanes in each

direction, parallel parking on both sides of the street, and a center raised median. 27th Street was recently reconfigured to eliminate one travel lane and provide a Class 2 bicycle lane in each direction. As part of the recent reconfiguration, additional striping was completed to widen the effective width of the existing median. Sidewalks on both sides of 27th Street currently vary between 8 and 10 feet.

The Specific Plan will maintain the current 86-foot curb-to-curb cross-section and lane widths on 27th Street. The Specific Plan includes the following improvements on 27th Street:

- Replace the striped median by widening the existing landscaped median to accommodate more robust landscaping, possible storm-water treatment (rain garden), and a left-turn lane at intersections
- Widen the sidewalk on the south side of 27th Street by requiring 4-foot building setbacks from the public right-of-way to better accommodate and encourage the expected active ground level uses.
- Add bulb-outs and remove free-right turn lanes at intersections to calm traffic and facilitate pedestrian crossing

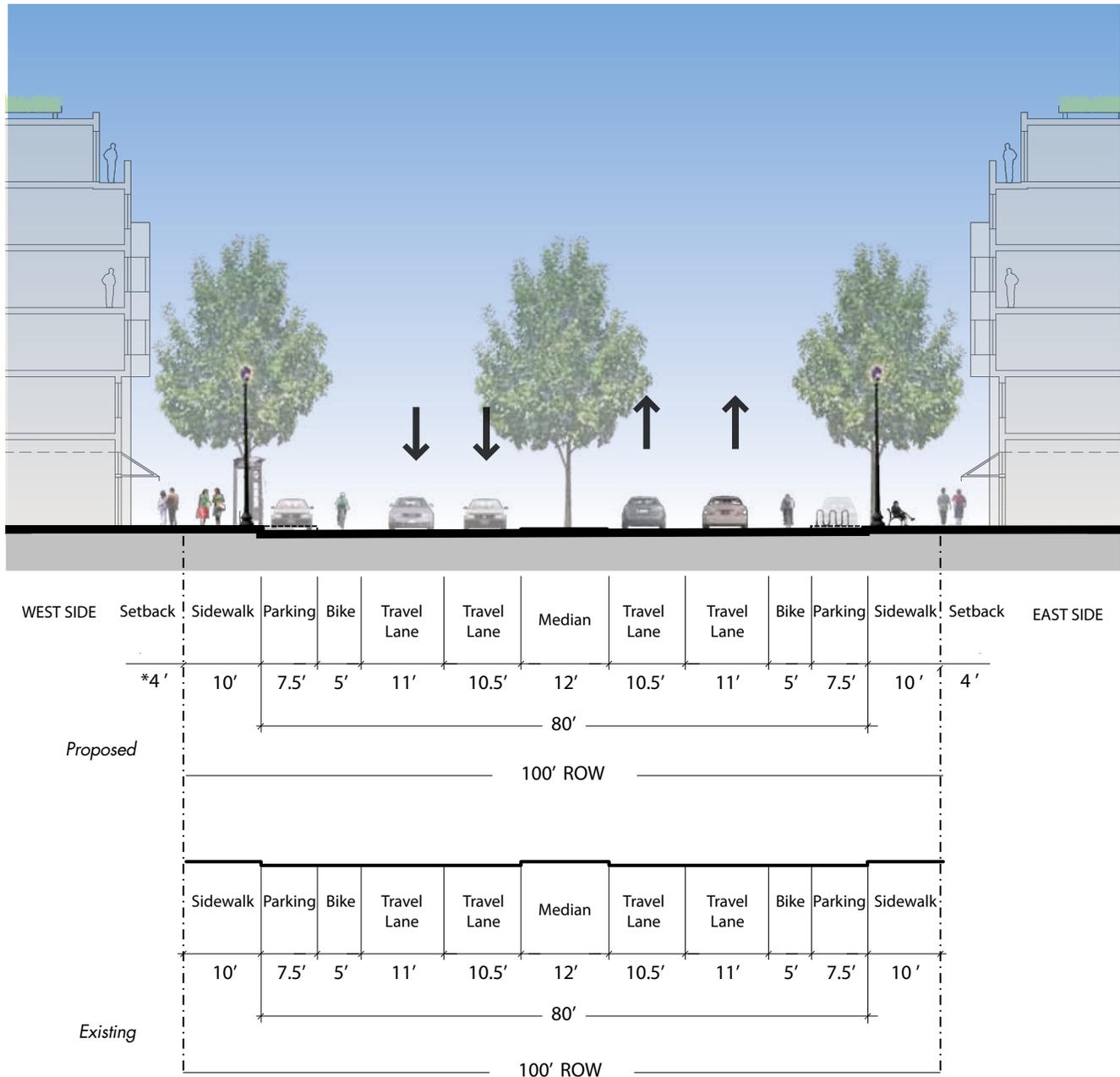
6.5.3 VALDEZ STREET

Valdez Street (Figure 6.7) is a north-south local street through the Valdez Triangle. It provides one travel lane, parallel parking, and 9-foot sidewalks in each direction.

The Specific Plan identifies Valdez Street as primary shopping street and includes the following improvements:

- Continue to provide one travel lane and parallel parking in each direction, but reduce the curb-to-curb street width from 48 feet to 36 feet in order to widen the sidewalks from 9 feet to 15 feet and better accommodate pedestrian flow, street trees, and other streetscape amenities.

FIGURE 6.5: BROADWAY CROSS-SECTION



Notes:

* 4' Setback from Property Line
 This applies only to blocks of predominantly vacant or underutilized parcels in order to be able to establish a wider sidewalk; this would not be required for infill parcels (which would result in an uneven streetwall).

** Existing + Proposed Cross-sections show typical conditions along Broadway, and is for illustrative purposes only. Actual curb-to-curb cross-sections and lane widths may vary at some locations. Future travel lane widths would vary between 10 and 12 feet, depending on context (e.g. buses or trucks utilize the street), and would not exceed existing travel lane widths.

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FIGURE 6.6: 27TH STREET CROSS-SECTION

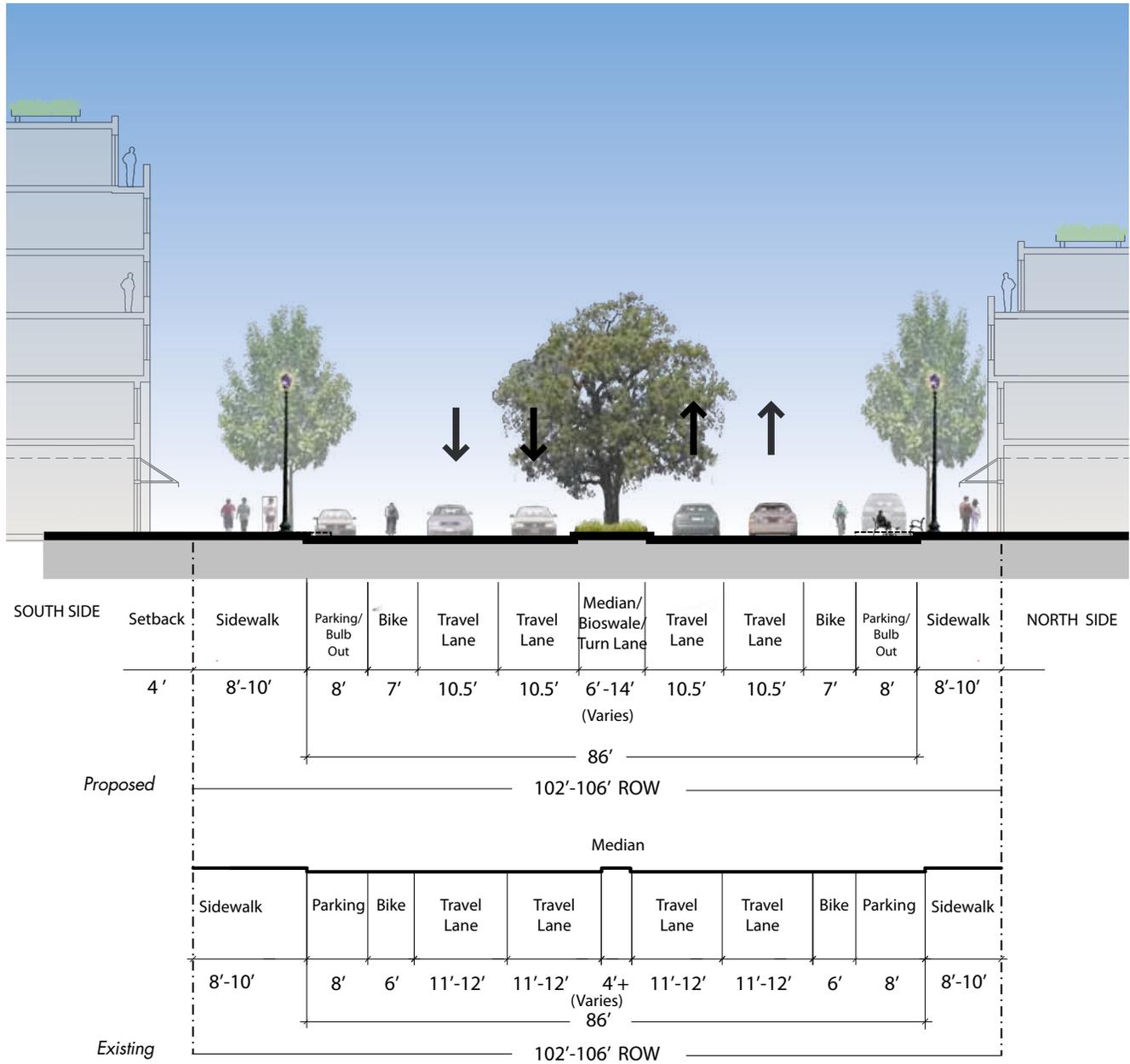
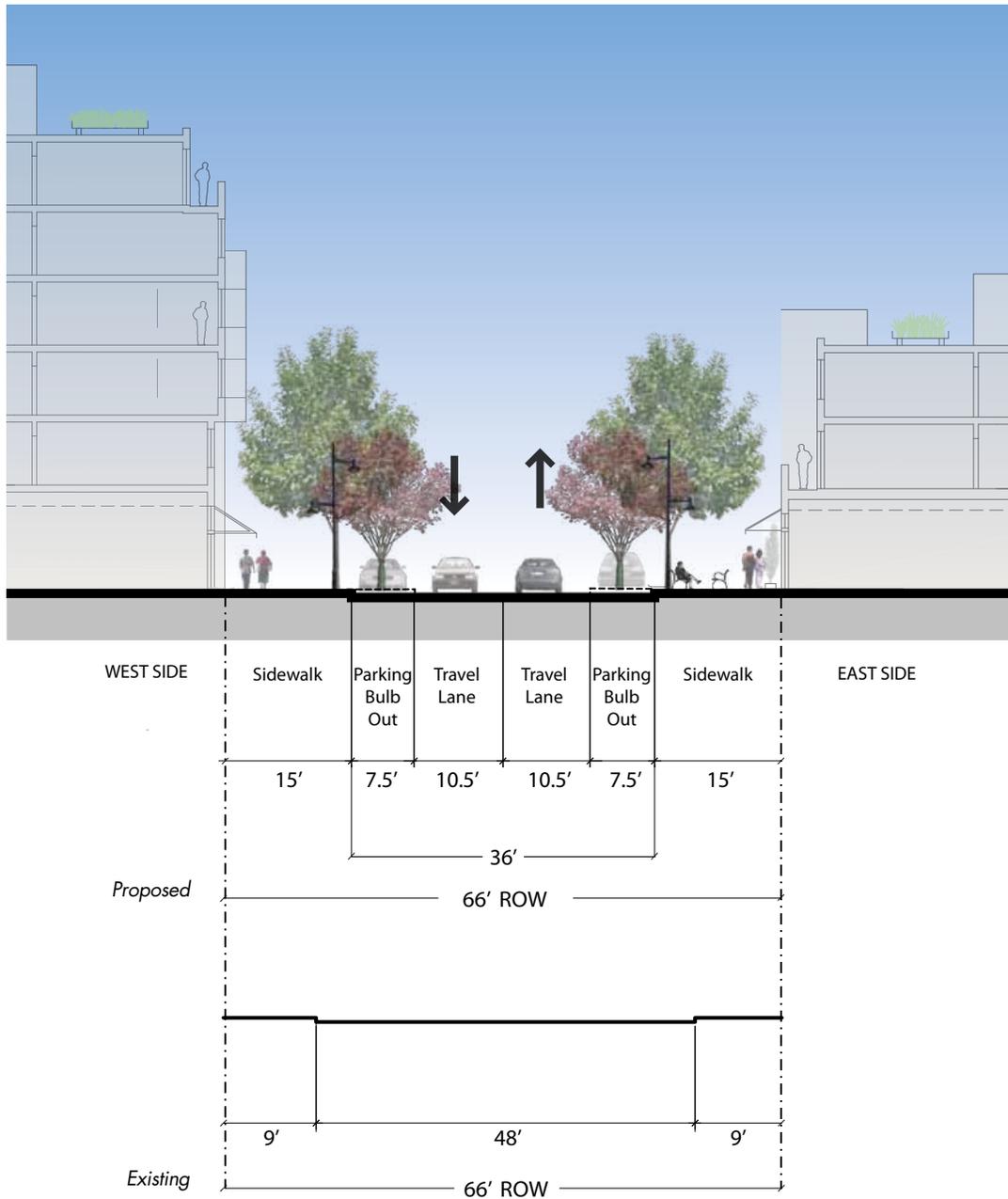


FIGURE 6.7: VALDEZ STREET CROSS-SECTION



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- Add bulb-outs at key intersections to calm traffic and facilitate pedestrian crossing. Bulb-out will include space for an additional row of trees which will further enhance pedestrian realm.
- Provide a consistent planting of large street trees
- Provide attractive pedestrian-scaled lighting

6.5.4 24TH STREET

24th Street (Figure 6.8) is an east-west local street through the Valdez Triangle. It provides one travel lane, parallel parking, and 10-foot sidewalks in each direction.

The Specific Plan identifies 24th Street as primary shopping street and includes the following improvements:

- Continue to provide one travel lane and parallel parking in each direction, but reduce the curb-to-curb street width from 45 feet to 37 feet in order to widen the sidewalks from 9 feet to 14.5 feet and better accommodate pedestrian flow, street trees, and other streetscape amenities
- Add bulb-outs at key intersections to calm traffic and facilitate pedestrian crossing
- Provide a consistent planting of large street trees
- Provide attractive pedestrian-scaled lighting
- Convert 24th Street between Valdez and Harrison Streets from one-way to two-way circulation

6.5.5 29TH STREET

29th Street (Figure 6.9) is an east-west collector in the North End. It provides one travel lane, parallel parking, and 12-foot sidewalks in each direction. The Specific Plan will maintain the current 40-foot curb-to-curb cross-section on 29th Street and includes the following improvements on 29th Street:

- Maintain existing 12-foot sidewalk widths to accommodate pedestrian flow and amenities

- Maintain existing curb-to-curb cross-section, but stripe to provide 8-foot parking and 12-foot travel lanes
- Add bulb-outs at key intersections to calm traffic, facilitate pedestrian crossing, and accommodate rain gardens and other landscape features to aid in storm-water management
- Provide a consistent planting of street trees
- Provide attractive pedestrian-scaled lighting

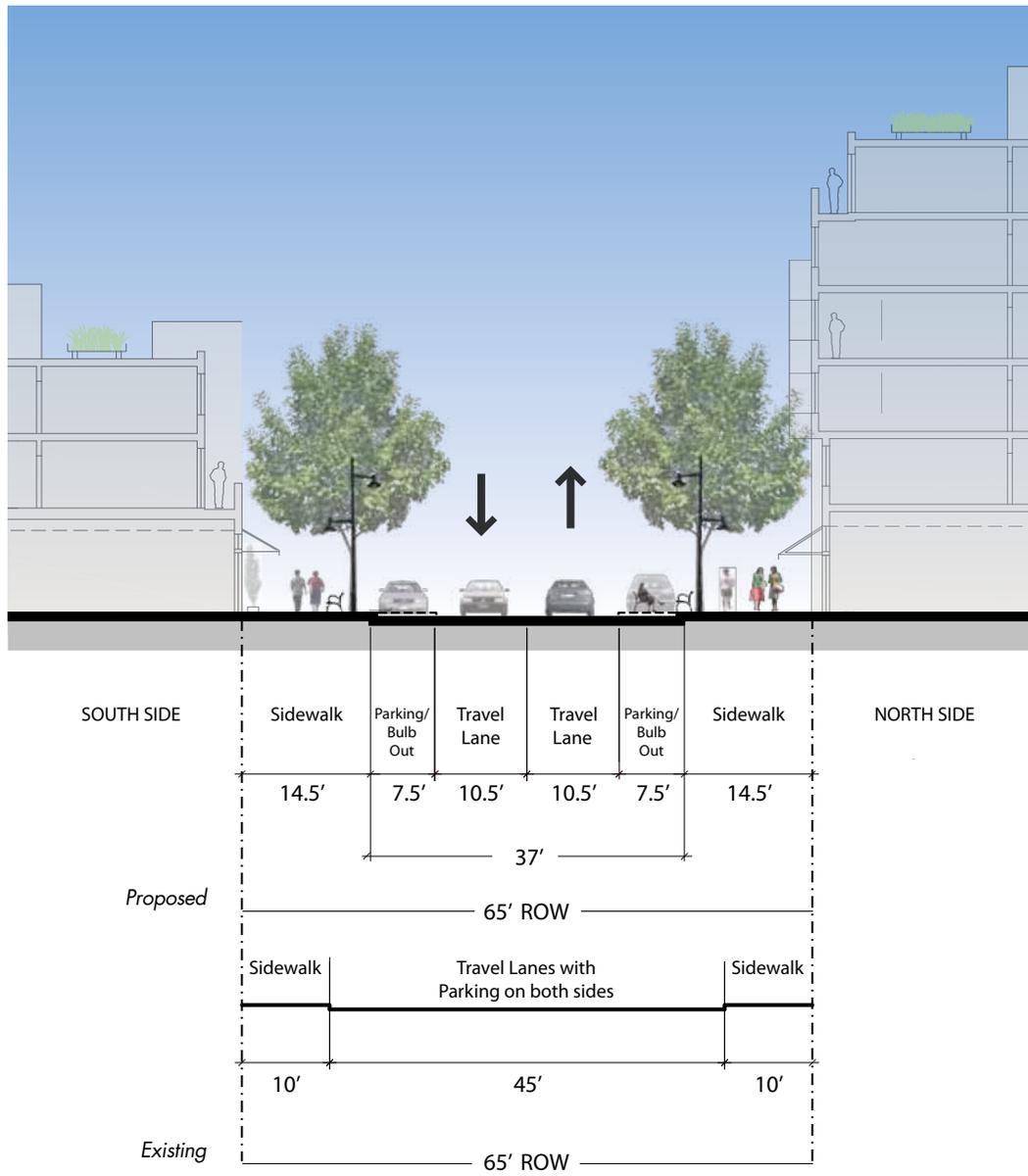
6.5.6 30TH STREET, HAWTHORNE AVENUE AND 34TH STREET

These streets are east-west local streets in the North End. Each street provides one travel lane, parallel parking, and minimum 8-foot sidewalks in each direction. (Figure 6.10)

The Specific Plan will maintain the current curb-to-curb cross-section on these streets which range between 32 to 40 feet. The Specific Plan includes the following improvements:

- Maintain existing sidewalk widths and existing curb-to-curb cross-section
- Add bulb-outs at key intersections to calm traffic, facilitate pedestrian crossing, and accommodate rain gardens and other landscape features to aid in storm-water management
- Provide a consistent planting of street trees
- Provide attractive pedestrian-scaled lighting

FIGURE 6.8: 24TH STREET CROSS-SECTION



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FIGURE 6.9: 29TH STREET CROSS-SECTION

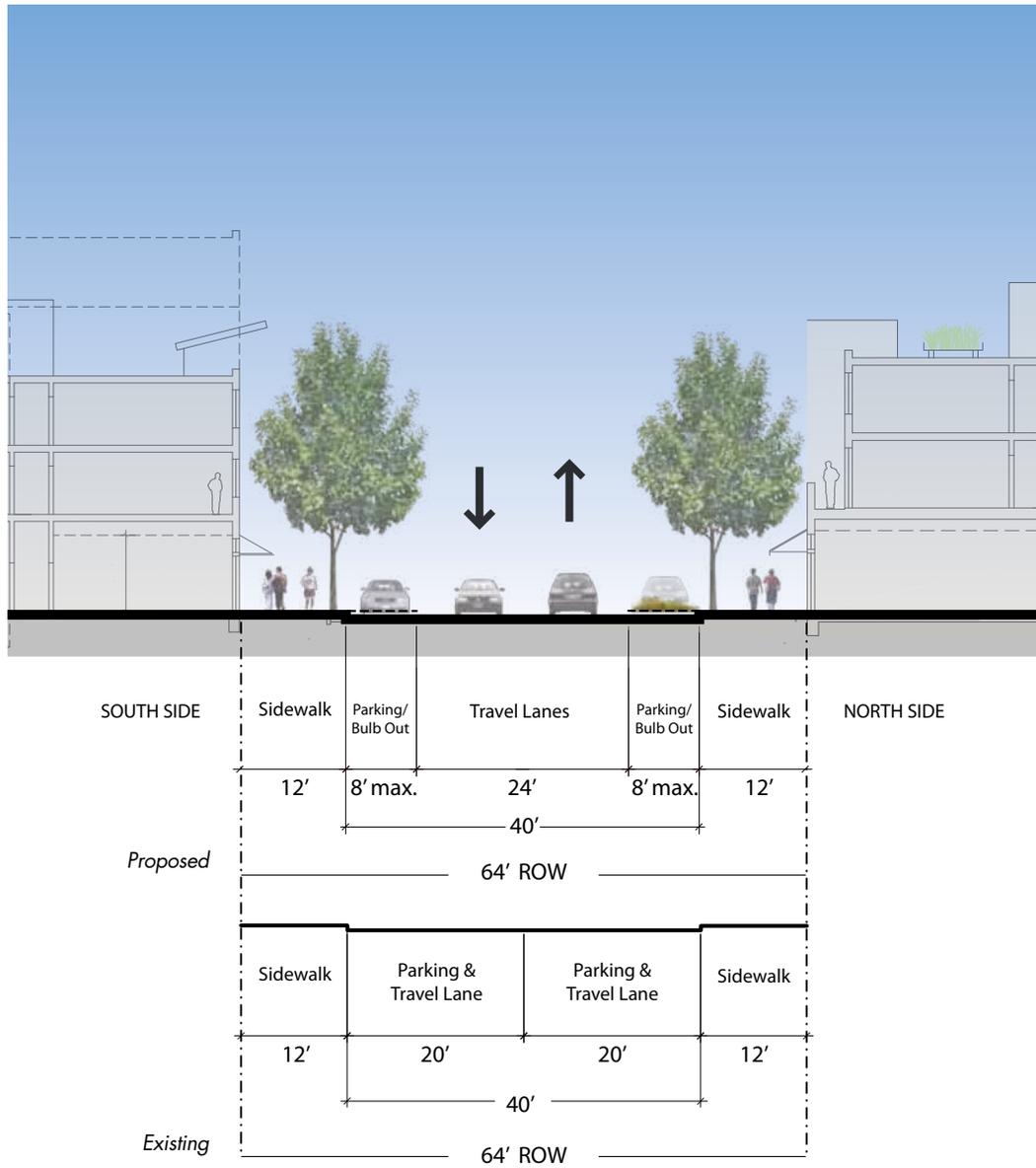
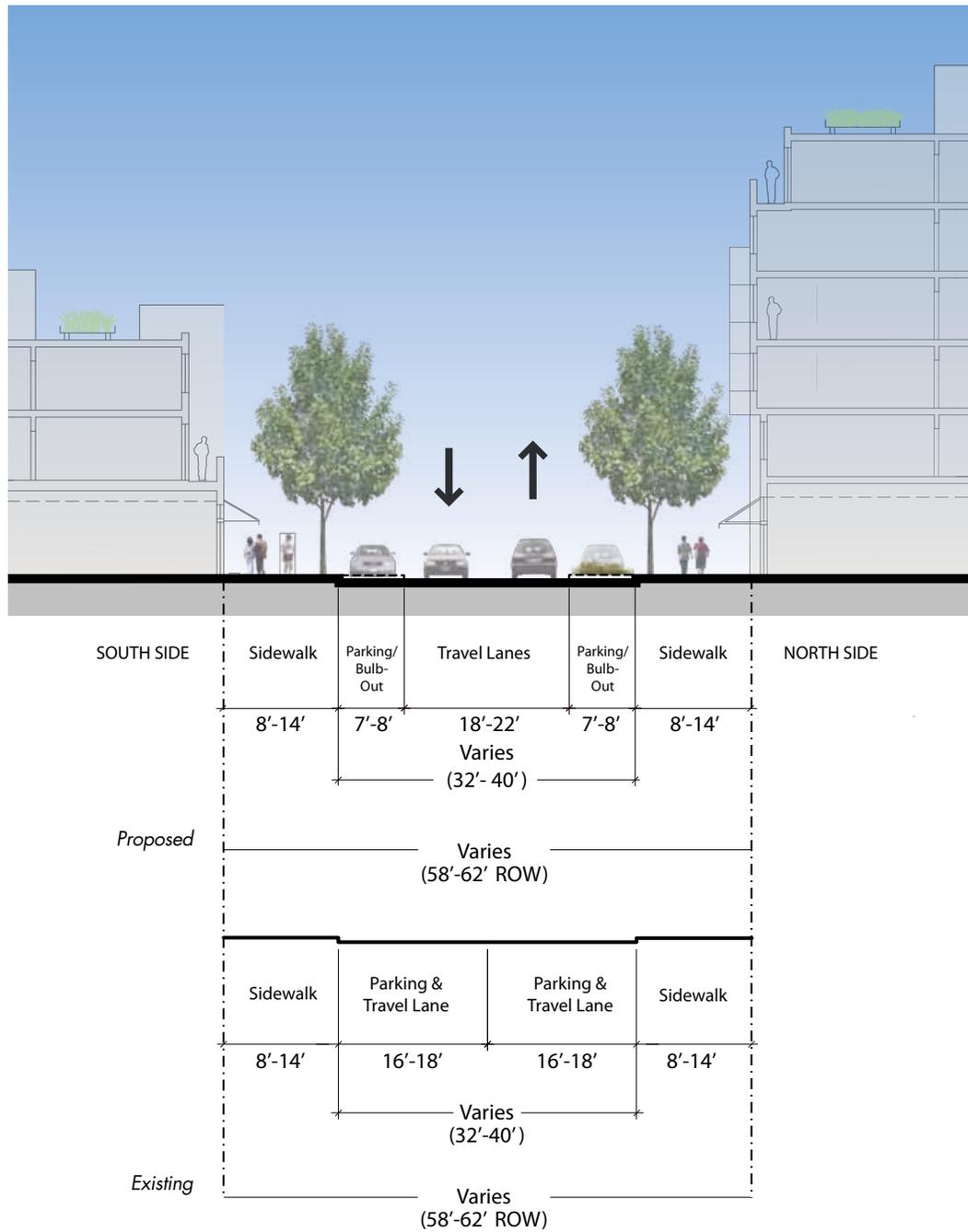


FIGURE 6.10: 30TH STREET, HAWTHORNE AVENUE, AND 34TH STREET CROSS-SECTION



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6.5.7 PIEDMONT AVENUE

Piedmont Avenue (Figure 6.11) is a minor north-south arterial in the North End. It provides one travel lane, parallel parking, and 8-foot sidewalks in each direction.

The Specific Plan will maintain the current 52-foot curb-to-curb cross-section on Piedmont Avenue and includes the following improvements:

- Re-stripe street cross-section to provide 8-foot parking lanes, 6-foot bike lanes, and 12-foot travel lanes in each direction, consistent with the City of Oakland 2007 Bicycle Master Plan.
- Provide a consistent planting of street trees
- Provide attractive pedestrian-scaled lighting
- Add bulb-outs at key intersections to calm traffic, facilitate pedestrian crossing, and accommodate rain gardens and other landscape features to aid in storm-water management

6.5.8 INTERSECTION CHANGES

Changes at specific intersections throughout the Plan Area are described below.

HARRISON STREET/ 27TH STREET/ 24TH STREET/ BAY PLACE INTERSECTION

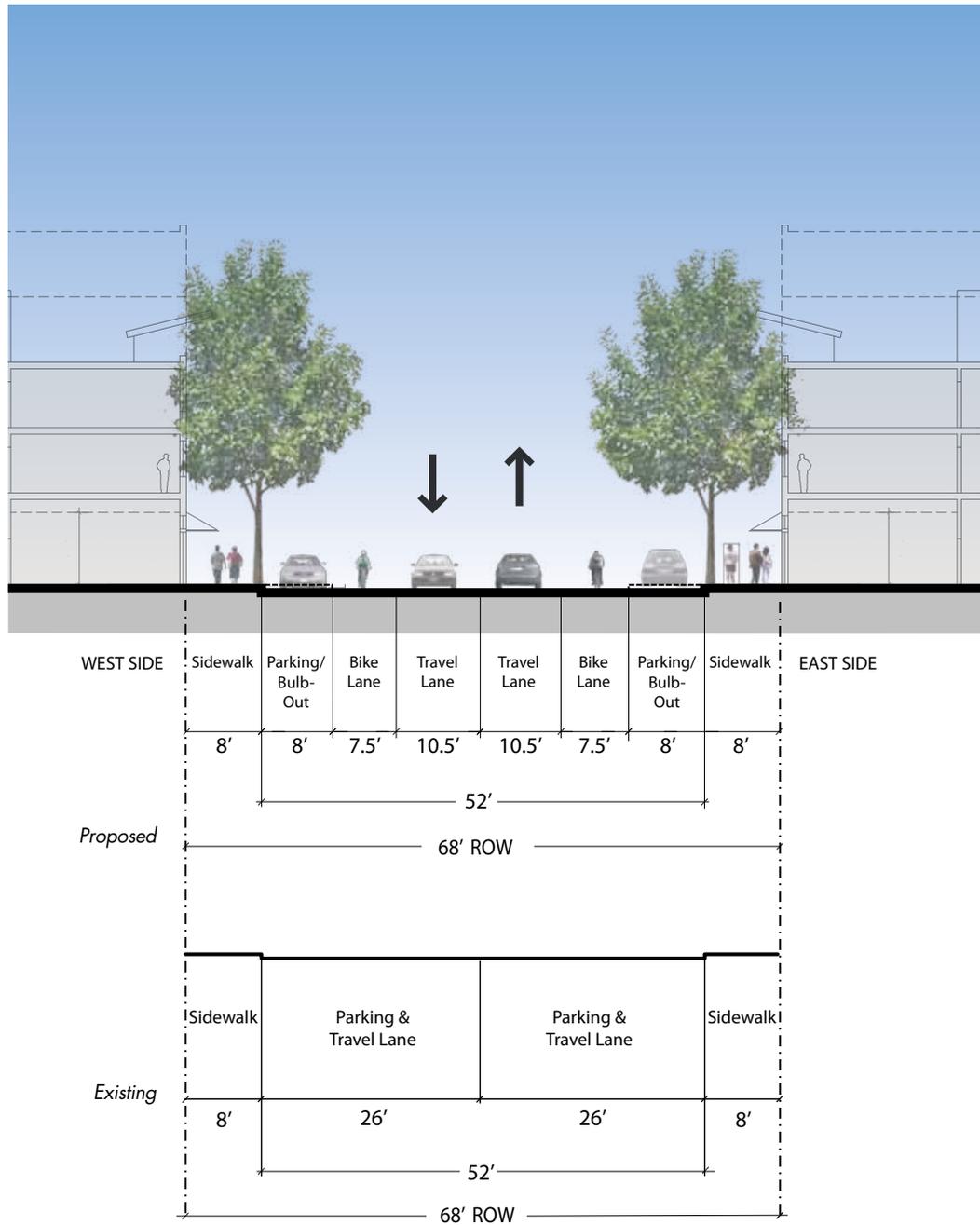
The five-legged Harrison Street/27th Street/24th Street/Bay Place intersection is one of the few congested locations in the Plan Area. The large size and configuration of the intersection requires long pedestrian crossings on several approaches which result in long signal cycle length and added delay for all users. The intersection serves as an important gateway for pedestrians, bicycles, and automobiles. Harrison Street provides freeway access between the Plan Area, Downtown Oakland and I-580. The intersection also connects the Plan Area to Lake Merritt and Adams Point neighborhood.

Figure 6.12 shows the proposed mitigation measure needed at the Harrison Street/27th Street/24th Street/Bay Place intersection in order to mitigate impacts generated by Plan Area traffic, as indicated in the Broadway Valdez District Specific Plan EIR:

- Reconfigure the 24th Street approach at the intersection to restrict access to 24th Street to right-turns only from 27th Street and create a pedestrian plaza at the intersection approach
- Replace channelized right-turn from southbound Harrison Street to 27th Street with a pedestrian plaza and right-turn lane (See Policy C-2.7)
- Based on the above modifications, realign pedestrian crosswalks to shorten pedestrian crossing distances
- Modify traffic signal equipment
- Convert 24th Street between Valdez and Harrison Streets to two-way circulation and allow right-turns from 24th Street to southbound Harrison Street south of the intersection, which will require acquisition of private property in the southwest corner of the intersection

These changes would reduce congestion and delay for all users by reducing the intersection's size and shortening the signal cycle length needed to serve all vehicular approaches and pedestrian crossings at the intersection. These changes would also improve safety by reducing potential conflicts and improving sight distances for all users, and are consistent with the Harrison Street/Oakland Avenue Community Transportation Plan (February 2010) Preferred Concept. These improvements can be implemented in two phases. Phase 1 would include the first four improvements listed above. They can be implemented without acquisition of private property; therefore their implementation can be prioritized. Phase 2 would consist of the last improvement listed above and can be implemented if and when the adjacent property is developed.

FIGURE 6.11: PIEDMONT AVENUE CROSS-SECTION



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BROADWAY/ 27TH STREET INTERSECTION

Figure 6.13 shows the proposed improvements at the Broadway/27th Street intersection:

- Remove the channelized right-turn from westbound 27th Street to northbound Broadway and provide a pedestrian plaza in the northeast corner of the intersection
- Widen sidewalk along southbound Broadway from just north of 28th Street to 27th Street to provide space for a bus shelter and other amenities at the existing bus stop.

BROADWAY/ WEBSTER STREET/ 25TH STREET INTERSECTION

Figure 6.14 shows the proposed improvements at the Broadway/Webster Street/ 25th Street intersection:

- Remove the channelized island on the Webster Street approach
- Extend the existing plaza on the northeast corner of the intersection further south to align the westbound Webster Street approach with 25th Street and allow the through movement from westbound Webster Street to 25th Street
- Extend the existing southbound left-turn lane on Broadway
- Provide a crosswalk on the north approach of Broadway
- Create bulb-outs on the northeast, southeast, and southwest corners of the intersection to ensure pedestrian safety
- Move bus stop to the north side of Webster Street on the east side of Broadway

BROADWAY/PIEDMONT AVENUE INTERSECTION

Figure 6.15 shows the proposed improvements at the Broadway/ Piedmont Avenue intersection.

- Consider converting the existing right-turn lane on northbound Broadway to a combined right-turn lane/ bus queue jump lane. (In this configuration, buses would stop at the existing bus stop between Brook Street and Piedmont Avenue and then use the right-turn lane to bypass the stopped through vehicles on the northbound approach of the intersection.) (See Section 6.3.1)
- Relocate bus stop serving the intersection of Piedmont Avenue on the west side of Broadway from north to south of Hawthorne Avenue. Add curb extension for the bus stop.

VALDEZ STREET/24TH STREET INTERSECTION

Figure 6.16 shows the proposed improvements at the Valdez Street/ 24th Street intersection:

- Add bulb-outs at all four corners of the intersection
- Provide crosswalks on all four approaches of the intersection

VALDEZ STREET/ 27TH STREET/ 26TH STREET INTERSECTION

Figure 6.17 shows the proposed improvements at the Valdez Street/ 24th Street intersection:

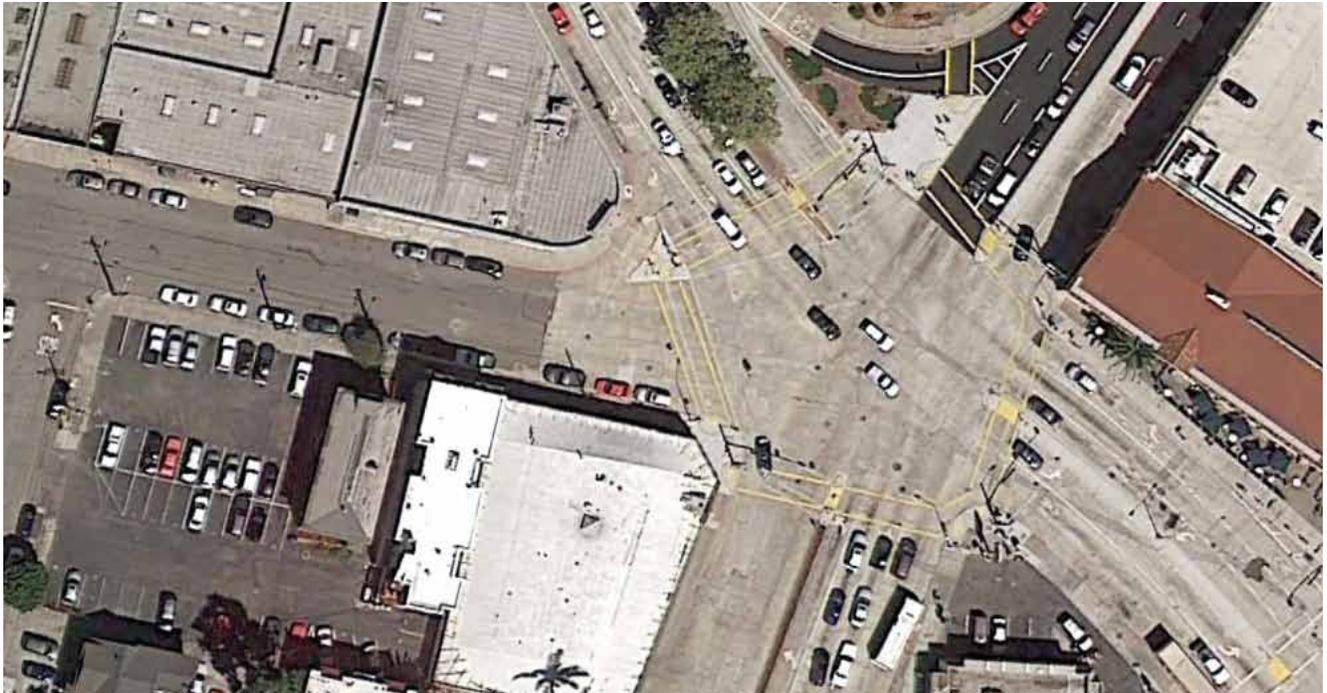
- Remove channelized right-turn from eastbound 27th Street to southbound Valdez Street and provide a pedestrian plaza/park
- Remove channelized right-turn from northbound Valdez Street to eastbound 27th Street and provide a pedestrian plaza/park
- Provide a crosswalk on the west approach of 27th Street
- Add bulb-outs to reduce pedestrian crossing distance on all intersection approaches with crosswalks

INTERSECTIONS ALONG BROADWAY

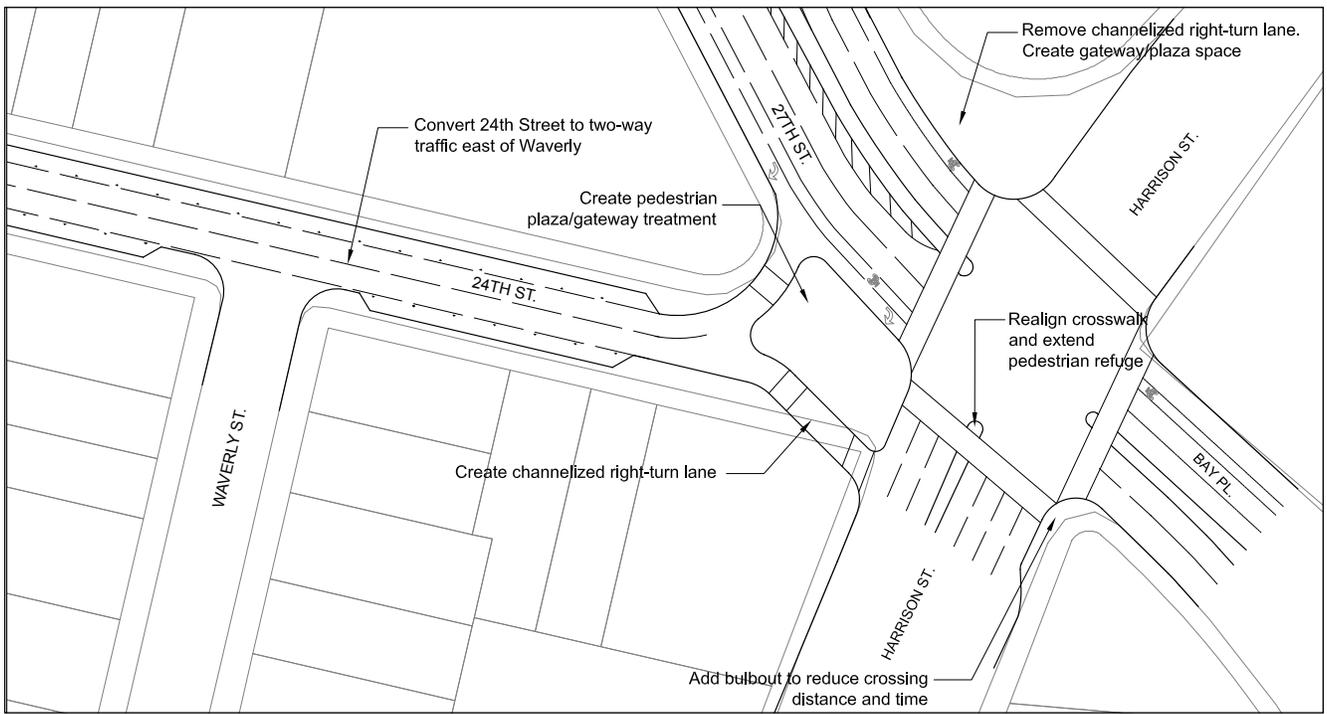
Figure 6.18 shows the proposed improvements at a typical intersection along Broadway:

- To the extent feasible, add bulb-outs at all four corners of each intersection along Broadway.

FIGURE 6.12: HARRISON, 27TH, 24TH & BAY PLACE INTERSECTION



Aerial View - Existing Configuration



Proposed Configuration

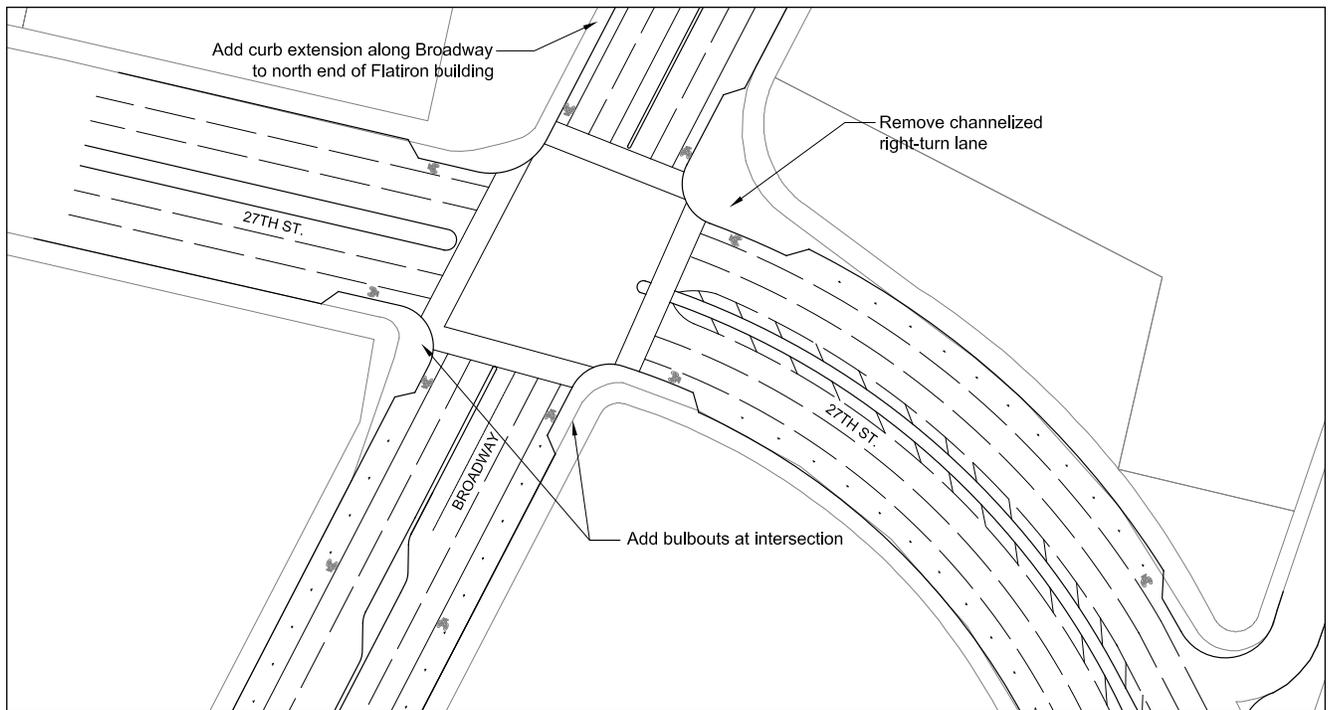


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FIGURE 6.13: BROADWAY & 27TH INTERSECTION



Aerial View - Existing Configuration



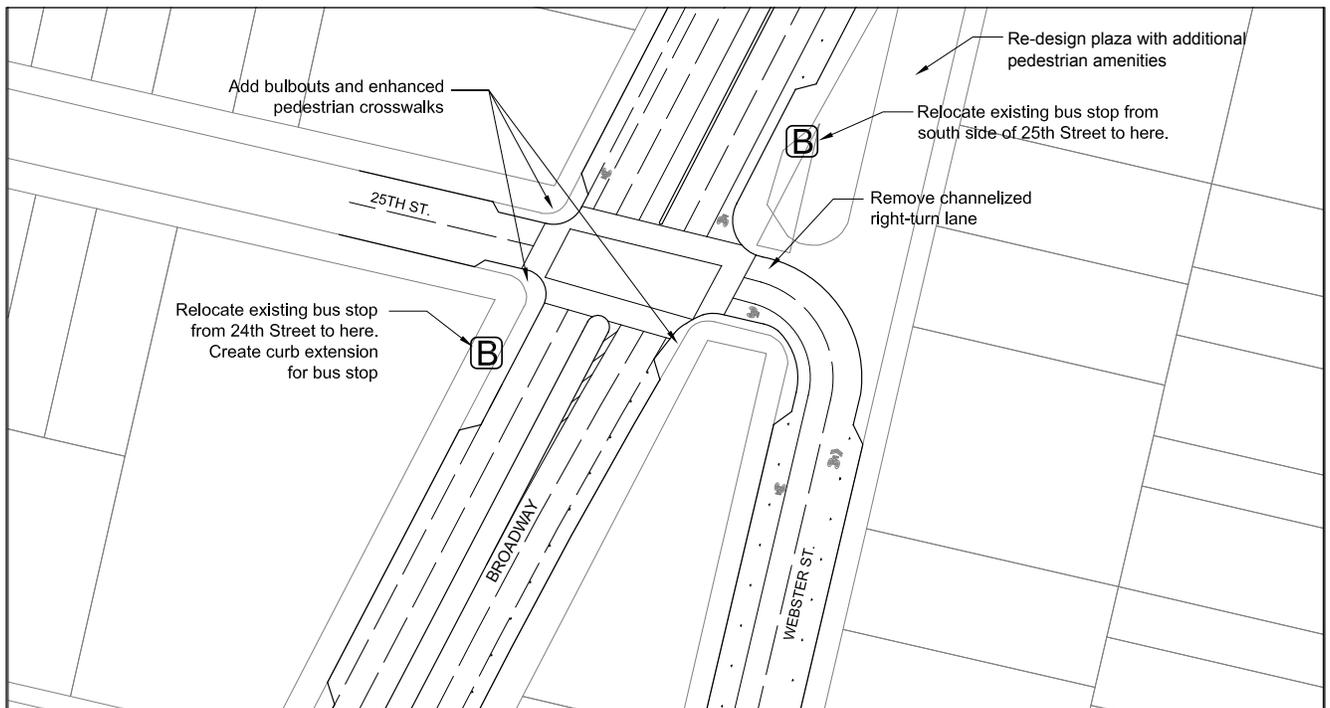
Proposed Configuration



FIGURE 6.14: BROADWAY, 25TH & WEBSTER INTERSECTION



Aerial View - Existing Configuration



Proposed Configuration

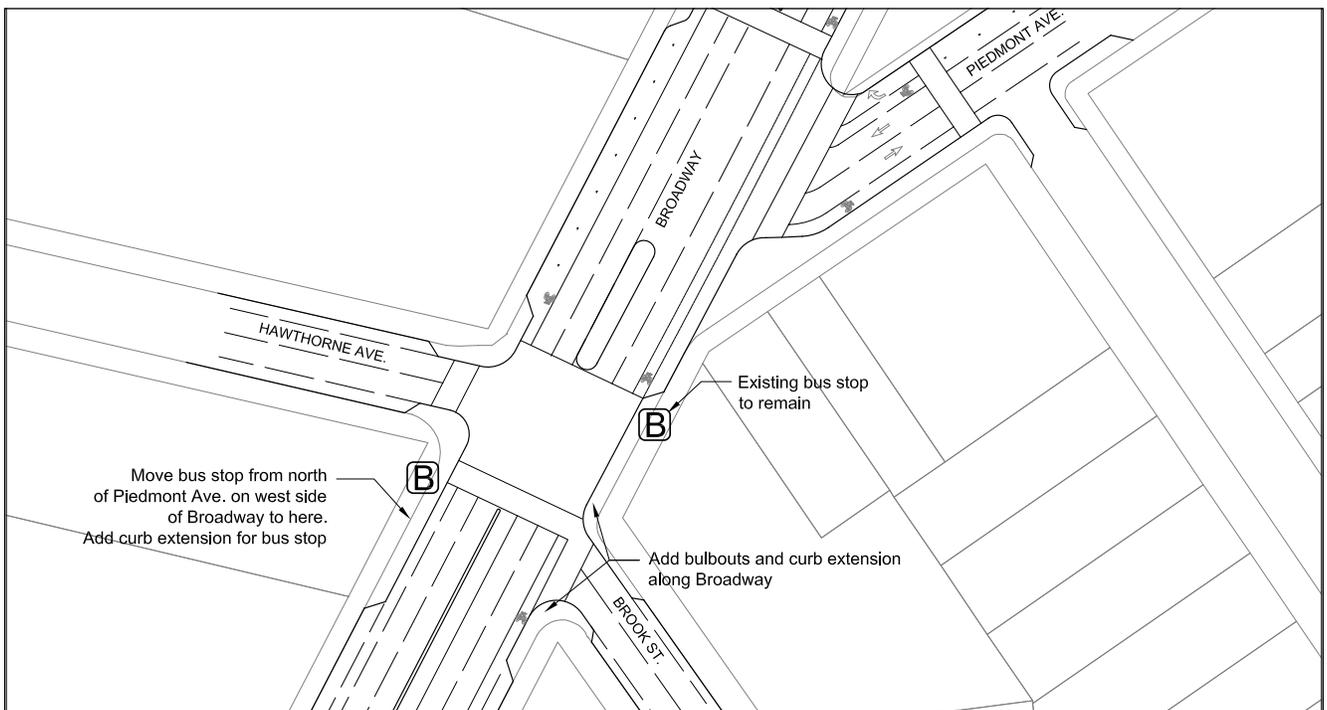


6. CIRCULATION

FIGURE 6.15: BROADWAY, PIEDMONT, HAWTHORNE & BROOK INTERSECTION



Aerial View - Existing Configuration



Proposed Configuration

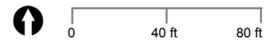
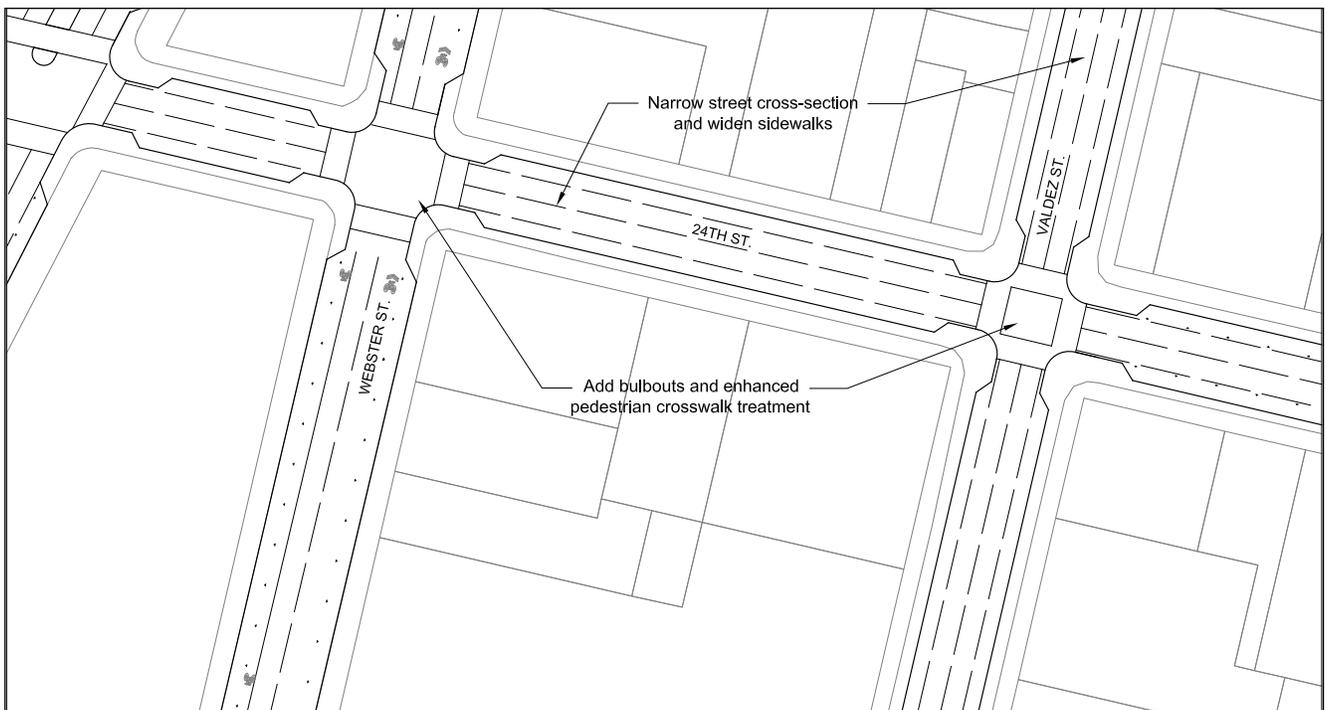


FIGURE 6.16: VALDEZ & 24TH INTERSECTION



Aerial View - Existing Configuration



Proposed Configuration

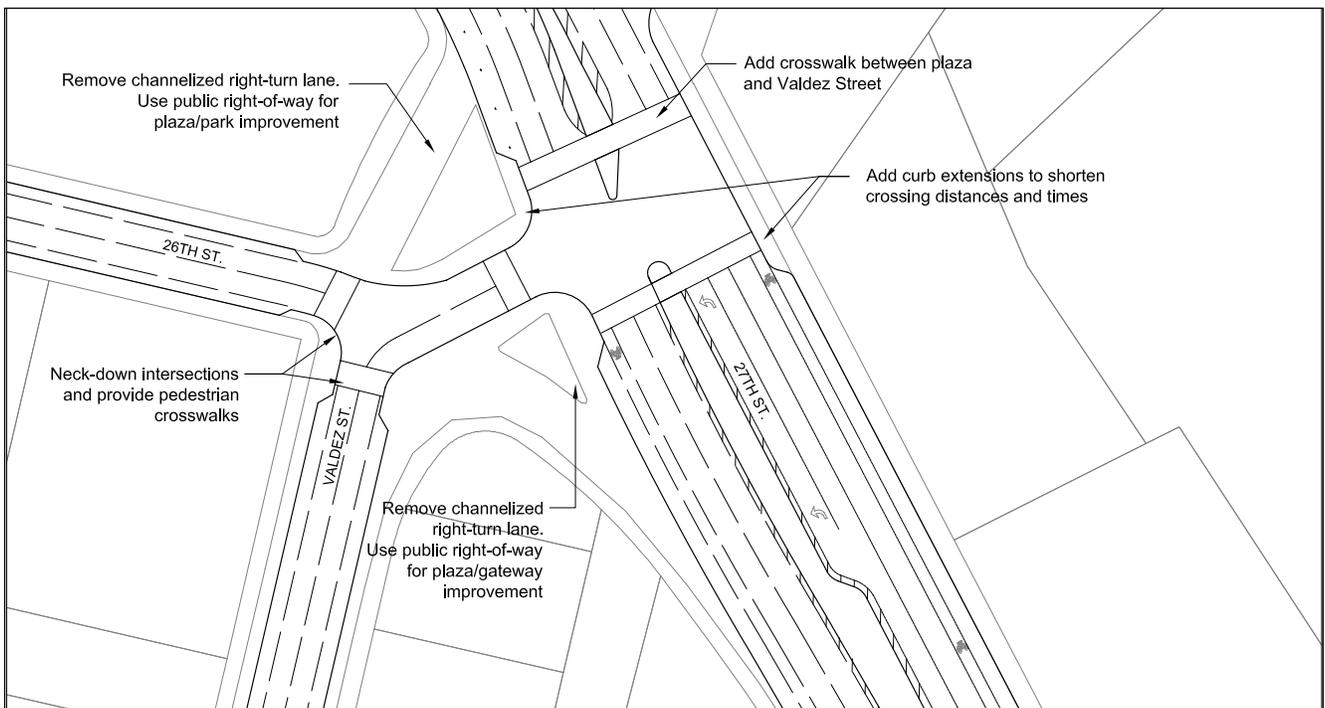


6. CIRCULATION

FIGURE 6.17: VALDEZ & 27TH INTERSECTION



Aerial View - Existing Configuration



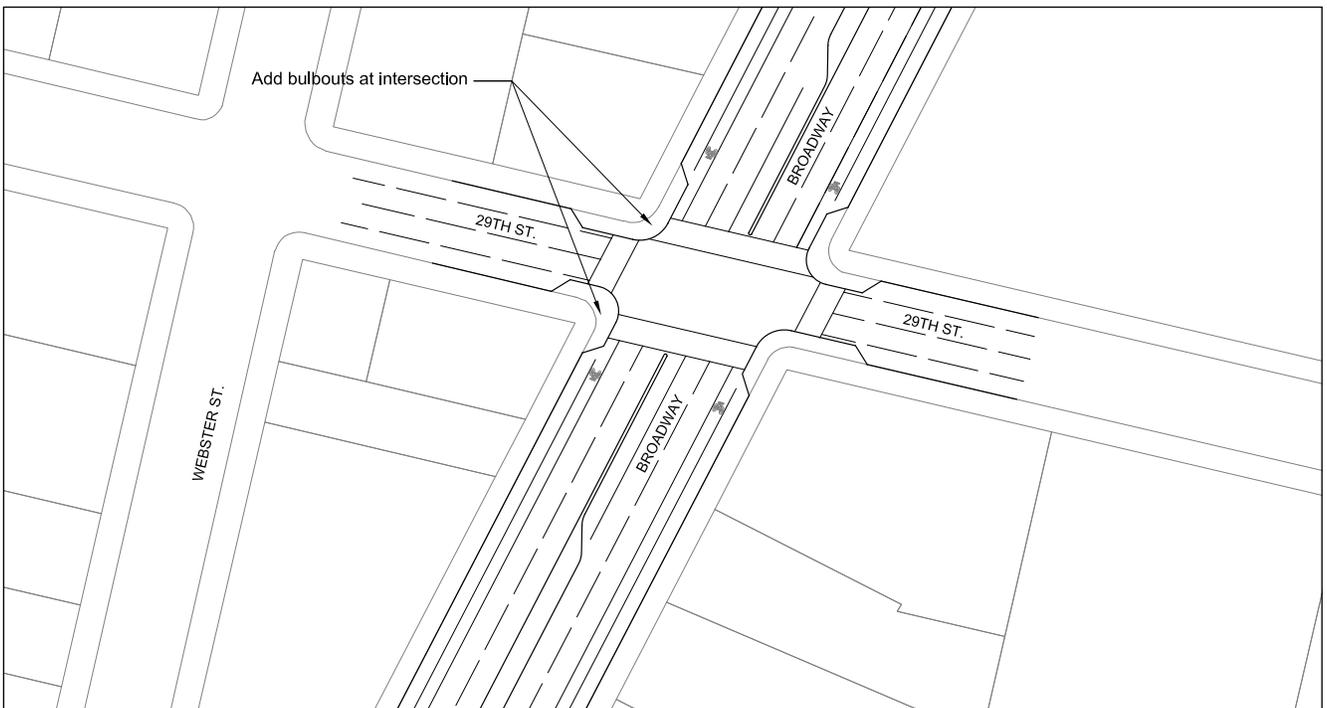
Proposed Configuration



FIGURE 6.18: TYPICAL INTERSECTION ALONG BROADWAY



Aerial View - Existing Configuration



Proposed Configuration

