BROADWAY/AUTO ROW DESIGN STUDIO

by

Cal Poly San Luis Obispo
College of Architecture and Environmental Design
Departments of Architecture,City and Regional Planning and Landscape Architecture

in collaboration with
East Bay Housing Organizations

hosted & directed by
Pyatok Architects

summer 2009 oakland,california

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INTRODUCTION

The Broadway Auto Row Interdisciplinary studio was sponsored by Cal Poly San Luis Obispo's College of Architecture and Environmental Design under the auspices of Professor Barry Williams. The eight week intensive studio was led by Mike Pyatok and Peter Waller, Principals with Pyatok Architects in Oakland, CA with assistance from Dean Tom Jones. The studio was taught in tandem with an introductory REVIT Seminar led by Caroline Nassif and Stephanie Osorio of Pyatok Architects. Participants included students from the departments of Architecture, City and Regional Planning, and Landscape Architecture, as well as students from the University of Oregon, Eugene. The studio was housed in a storefront retail space at Swans Market, a nationally recognized adaptive re-use project located in the Old Oakland district of Downtown Oakland.

A key participant and supporter of the studio was the Oakland based East Bay Housing Organizations (EBHO), a non-profit community advocate comprised of non-profit affordable housing developers, service providers, labor, city and county agencies. EBHO was instrumental in assisting the students and instructors in understanding local housing needs and framing the goals for community based infill development, and providing political and economic context for the student proposals.

PARTICIPANTS

Students

Sonia Aery	Cal Poly SLO
Michael Alvarado	Cal Poly SLO
Kareen Balogo	Cal Poly SLO
Michael Casalegno	Cal Poly SLO
William Dean	University of Oregon
Cyrus Dorosti	University of Oregon
Julie Epshteyn	Cal Poly SLO
Esmeralda Fajardo	Cal Poly SLO
Rachel Goldman	Cal Poly SLO
Rachel Larson	Cal Poly SLO
Christopher Mecham	Cal Poly SLO
Kevin Moy	Cal Poly SLO
Lorey Panetta	Cal Poly
Joanna Pong	Cal Poly
Sam Postel	University of Oregon
Katherine Stevenson	Cal Poly
Rebecca Vanni	Cal Poly
Colin Whaley	Cal Poly

Instructors

Mike Pyatok	Pyatok Architects
Peter Waller	Pyatok Architects
Stephanie Osorio	Pyatok Architects
Caroline Nassif	Pyatok Architects
Barry Williams	Professor of Architecture Cal Poly SLO
Tom Jones	Dean of the College of Architecture and Urban Design Cal Poly SLO

ACKNOWLEDGEMENTS

Professionals from many fields participated in seminar discussions and studio reviews, contributing their long experience and valuable insight to the discussion about how to balance competing interests in the Broadway District. Their participation enriched our understanding of the social and economic complexity underlying the urban form of the Broadway district and created a much richer context for the student design proposals. We deeply appreciate their time and interest.

David Baker	David Baker Associates
Dena Belzer	Strategic Economics
Marcial Chao	Pyatok Architects
Ryan Chao	Satellite Housing
Sandra Michael Coleman	Swans Market Cohousing
Susie Coliver	HCA
Elissa Dennis	Community Economics
Eric Engstad	City of Oakland
Omar Faraque	Cal Poly SLO
Aime Fishman	East Bay Housing Organization
Tom Ford	Tom Ford Architects
Susan Friedland	Affordable Housing Associates
Cathy Garrett	PGA Design
John Gibbs	WRT
Steve Hamond	WRT
Mary Hennessy	East Bay Asian Local Development Corporation
Bob Herman	HCA
Morten Jensen	JRDV Architects
Lynnette Lee	East Bay Asian Local Development Corporation
Jeff Levin	City of Oakland
Ed Mc Farland	JRDV Architects
Kimberly McKay	The Related Companies
Nancy Nadel	Oakland City Council
Patricia Osage	East Bay Asian Local Development Corporation
Stephanie Reyes	Greenbelt Alliance
Kerry Jo Rickets-Ferris	City of Oakland
David Rosen	Consultant
Shawn Rowland	East Bay Housing Organization
Josh Simon	Northern California Community Loan Fund
Samariya Smith	East Bay Housing Organization
Sylvia Tatman-Buruss	Cal Poly SLO
Umut Toker	Cal Poly SLO
Gregory Tung	Freedman Tung and Sasaki
James Vann	Architect
Ernie Vasquez	MVE Architects

First and foremost the studio was designed to provide students in the environmental design fields with an opportunity to work in interdisciplinary teams on complex real world problems and to learn directly from policy makers, community stakeholders and local practitioners about the challenges of urban revitalization. Secondly, the studio was intended to be a vehicle to generate creative design interventions that might influence the direction of downtown development, with a particular focus on promoting affordable workforce housing and related community serving amenities as a integral component of the larger urban economic revitalization strategy.

STUDY AREA

The Broadway Auto Row District is defined as the area bordering Broadway between West Grand and the 580 Freeway, bisected by 27th Street. The area south of 27th Avenue consists primarily of a triangular district know as the Valdez district. North of 27th Street, Broadway is bounded by the hilltop Summit-Alta Bates medical center to the west, and Glen Echo Creek and adjacent residential neighborhoods to the east. Auto related uses have predominated in much of the area since WW I, including a number of major dealerships fronting on Broadway. In the last five years many of these dealerships have relocated or closed their doors, leaving the remaining businesses struggling to survive in an district that no longer has the critical mass to consistently attract auto shoppers.

The Broadway Auto Row District is the subject of a Specific Plan currently being prepared by the City of Oakland and their consultant team led by WRT. The focus of that plan is to re-work the Broadway corridor as a destination retail center near the heart of downtown, close to BART and major freeway connections. Oakland suffers dramatic leakage of retail dollars to surrounding cities. A city wide analysis identified Broadway Auto Row as one of the few remaining opportunities for Oakland to re-establish a significant concentration of destination retail. As a representative of numerous community stakeholders, EBHO has expressed consistent support for the concept of destination retail in the Broadway Valdez District. However EBHO also supports the inclusion of mixed income housing and community serving amenities to ensure that the development of this revitalized district serves a full range of Oakland residents.

The entire notion of destination retail is evolving. Internalized shopping centers have faded in popularity. Consumers are shifting to new concentrations of retail in existing urban fabric, areas that have offer a rich urban experience and a level of authenticity that is not available in a purpose built suburban shopping center. Communities and policy makers now recognize that the inclusion of mixed income housing, and community serving amenities will support rather than detract from destination retail. Consumers will experience a unique downtown district that is active at all hours of the day. Nearby residents will support new retail, as well as the existing smaller scale community serving retail. Inclusion of mixed-income housing will allow the area to adapt to economic cycles, tempering the boom and bust cycle associated with single purpose districts. This goal of **integrated urban revitalization** formed the basic premise of the studio.

At the outset of the studio, students undertook an intensive ten day charrette to study the potential of the site. Four interdisciplinary teams each focused on a quadrant of the site to determine the overall potential for retail and residential development. In the first iteration, students were encouraged to explore the maximum retail opportunities. The outcome was a plan that produced over 1,000,000 SF of retail development, but sacrificed a significant portion of the existing building fabric. In the second iteration, students considered how to preserve more of the existing building fabric while introducing more housing to compliment the retail. This exercise produced over 2,000 new units of housing while still maintaining a significant retail component, as well as most of the existing structures.

DESIGN PROPOSALS AND MASTER PLAN SUMMARY

Based on the outcome of the initial studies, students selected specific sites to explore in greater depth, either individually or in small teams. Students gathered site information, developed a program and evolved a design solution in a six week period, playing the roles simultaneously of developer, financier and architect. These detailed design proposals were woven back into the Master Plan to create an overall vision that for the Broadway Valdez district that includes:

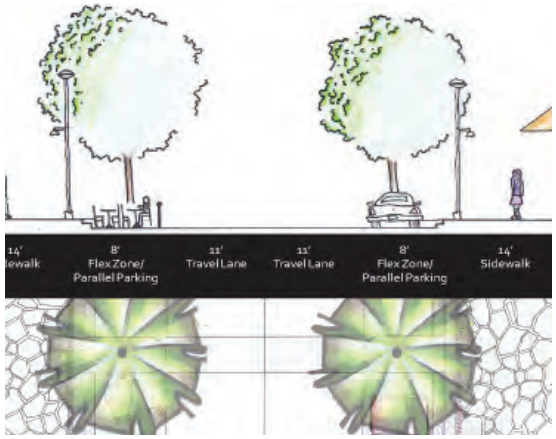
- **800,000 – 1,000,000 GSF** of new retail space, depending on what percentage of retail space is viable at two stories.
- **2400 new housing units, of which 38%** are proposed to be affordable to Low and Moderate Income Households. This is in addition to the approximately 600 – 700 existing dwelling units in the study area.
- Preservation of 70% of the existing building stock in the study area, including specific proposals for adaptive re-use of existing structures.
- Reliance on centralized parking reservoirs and shared use parking to significantly reduce expensive on-site structured parking.
- Re-configuration of major streets including Broadway and 27th to make the district more friendly to pedestrians and public transit, without sacrificing convenient auto access.
- New public open space amenities linking Glen Echo Creek, existing and new housing, new retail and Lake Merritt.
- Several iconic new projects that will create an identity for the project area, including new towers at YMCA site; at the prominent corner of Broadway and 27th Avenue, and a new hotel adjacent to the 580 freeway.

1. The Y-Tower - Willie Dean

A mixed income tower attached to the existing YMCA garage, designed to fill a key gap in the Broadway frontage and take advantage of under utilized athletic and parking facilities.

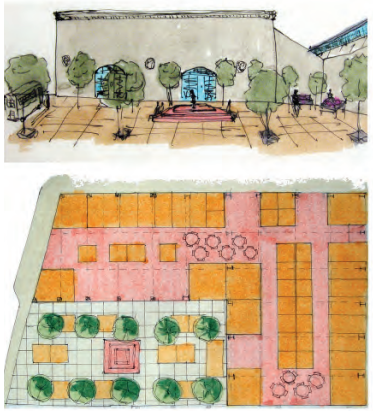
2. Waverly Infill Housing - Rachel Larson

Integration of new affordable housing within the fabric of an existing residential uses to create a pocket community adjacent to the major shopping district.



3. Valdez Streetscape - Katherine Stevenson

New pedestrian oriented flex streets to link the downtown retail district and encourage dining and other pedestrian related uses to “spill -out” into the public right-of-way.

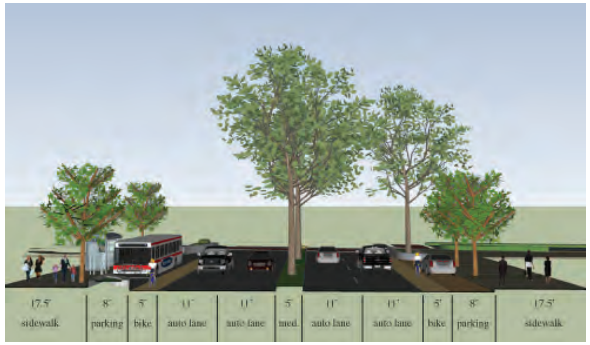


4. Mosaic of Art - Joanna Pong and Esmeralda Fajardo

A combination of adaptive re-use of an historic structure for a multi-cultural fresh produce market and new mixed use development accommodating affordable senior housing artist lofts and flats.

5. Biff’s Site - Colin Whaley

Destination retail/entertainment center at the corner of 27th and Broadway, incorporating the historic Biff’s Dinner, and innovative self park system to create a focal point at the heart of the Broadway district.



6. 27th Street Road Diet - Christopher Mecham

Re-work of 27th Street gateway to narrow traffic lanes, improve public open space and pedestrian environment, and develop a distinctive streetscape character for this primary crossroad.

7. Echo Park Neighborhood - Sam Postel
Mixed income development embracing new community park, includes market rate lofts in corner tower, low rise family housing and adaptive re-use of auto dealership as community center.

8. Echo Park - Kareen Lei Balogo
Conversion of existing parking lot into new community park that creates a shared central green space for existing senior residents and new families, with links to the Glenn Echo Creek Corridor.

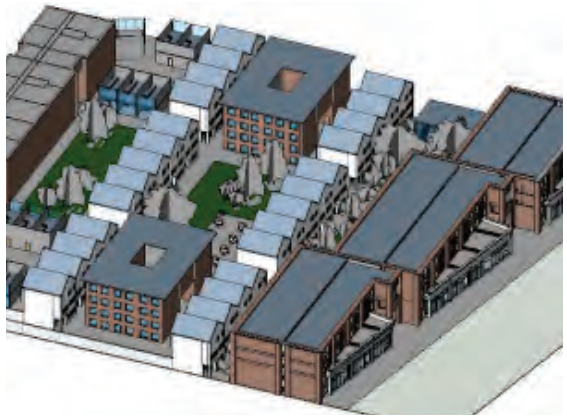
9. West Lake Merritt Corridor - Kareen Lei Balogo and Rebecca Vanni
Conversion of existing surface parking areas into new promenade and green space corridor linking Glenn Echo Creek with Lake Merritt.

10. Green Street Design - Rebecca Vanni
Program for new network of green street to manage stormwater run-off from Broadway district, with controlled discharge of Glenn Echo Creek.

11. Superblock - Michael Casalegno
Re-work of old safeway supermarket site to create new community serving grocery, affordable townhomes and new park on Glenn Echo Creek.

12. Glenn Echo Creek Enhancement - Michael Alvarado
Enhancement of Glenn Echo creek and introduction of creekside promenade linking to new creekside park, with careful attention to varying creekside conditions

13. Brooke Street Affordable Housing - Lorey Panetta
Insertion of new affordable housing development in the historic fabric of Broadway fronting auto services, with smaller scale residential development stepping down to Brook street



14. Park Place - Rachel Goldman
Hillside mixed income development with courtyard housing stepping down to street front retail on Broadway.

15. Northern Broadway Streetscape - Sonia Aery
New Broadway streetscape to support community serving retail, calm traffic and create distinct character for upper Broadway district.

16. Pillsberry Hill - Cyrus Dorosti and Kevin Moy
New mixed income housing including senior housing and medical offices, designed to take advantage of proximity to major medical centers.

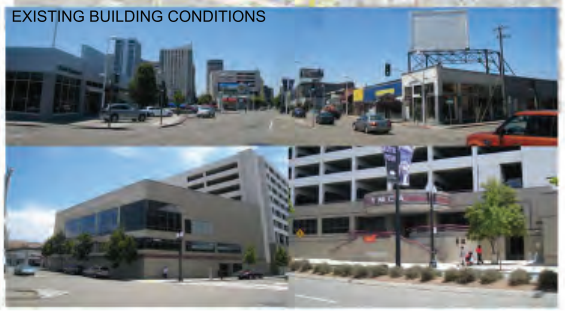
17. Pillsberry Hill Hotel - Cyrus Dorosti and Kevin Moy
Landmark hotel tower adjacent to 580 Freeway serving visitors to the medical centers, with market rate condominiums on the upper floors, and ground level restaurant overlooking Broadway.

18. Broadway Auto Row Urban Design Guidelines - Julie Epshteyn
Guidelines for new development on Broadway and adjacent neighborhoods.

THE Y-TOWER

DESIGNED BY-WILLIE DEAN

EXISTING BUILDING CONDITIONS



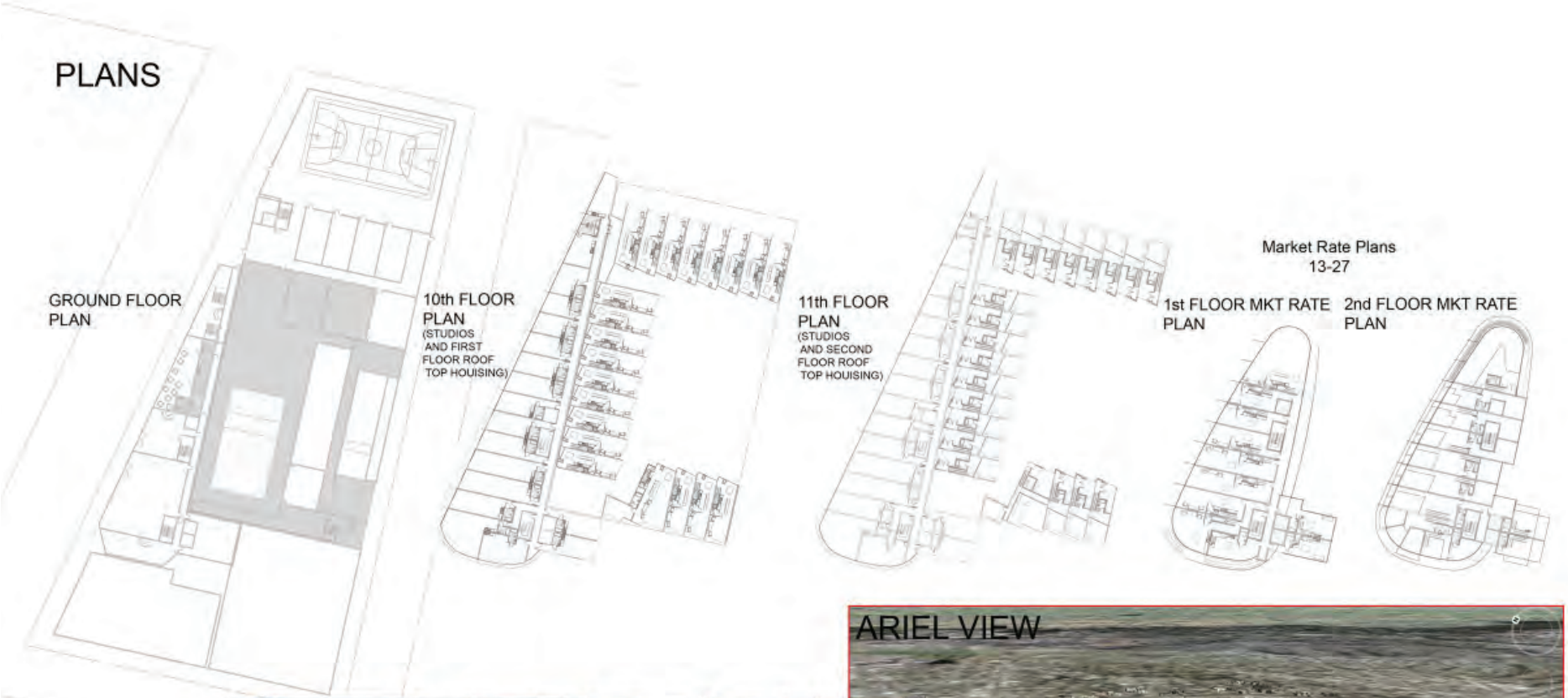
Through our analysis of the Valdez triangle and greater Broadway study area we determined that the Oakland Broadway YMCA was a key amenity of the area. The building also provides a massive parking reservoir (650 spots on 7 levels) which is very useful in our plan, to raise the retail and residential capacity of the area significantly. That said, the YMCA is an eyesore. It doesn't provide the architectural qualities that it should, given its prominent highly visible location on Broadway and in the greater city-scape. I decided to solve this problem with an addition/remodel of the building.

I wanted to "go big", building off the buildings positive aspects of scale, visible prominence, proximity to the downtown high-rise district and its new programmatic element of being the visible beacon and major advertisement component of the new adjacent Valdez retail district. My scheme involves the construction of a new building on a small wedge shaped plot on the west side of the block, putting a new 27 story mixed income residential building between Broadway and the parking structure.

The building is organized in 4 sections. The first section begins on the ground level and extends to the third floor. It consists of a new entry lobby for the YMCA that allows all visitors to enter through the main front entrance of the building and ascend into the Y through interior vertical circulation (currently the stairs and elevators are outside or in the parking structure). There are also two independent residential entry lobbies for the two different residential components, a small café, and a retail space. The next section is an affordable studio apartment building that faces Broadway and backs up to the parking garage. Where the building reaches the top of the parking garage I planned a lightweight steel construction roof top court yard housing area. This part of the design turns what is now a surface parking lot nine floors above the street into market-rate housing with great views of the city and a large out-door space. Above the roof top development is a market-rate tower that extends up from the 13th to the 27th floor. This section is designed with a skip stop elevator/corridor scheme that allows for all the units to be double height and for most to be double aspect. These qualities allow for plenty of natural light and through ventilation. The skin of the building is designed to provide a high degree of solar shading and integrates sections with LEDs (light emitting diodes) that allow for the exterior walls of the building to be illuminated with moving advertisements.

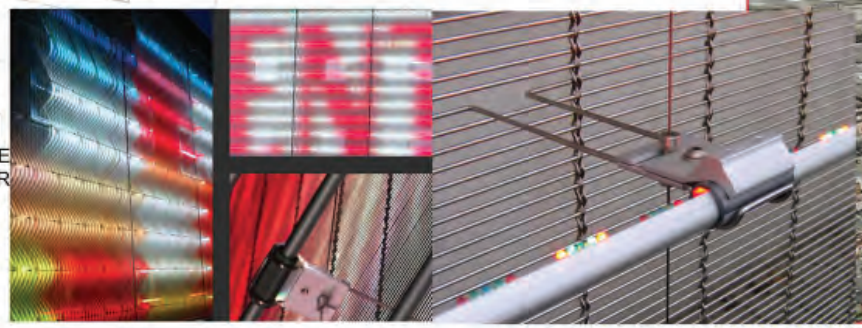
The Y –Tower would be a great addition to Oakland. Providing a large and diverse amount of housing including affordable housing in a central location. It also provides a dynamic advertising platform that will generate income for the building's owners and call out the adjacent retail district.

PLANS



ILLUMESH

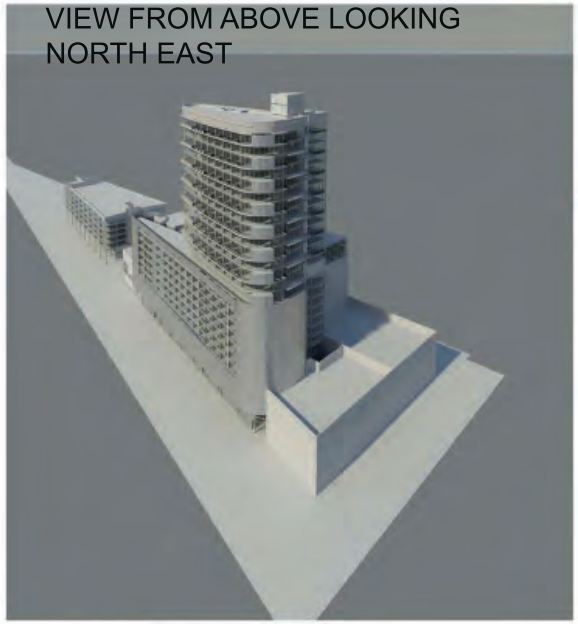
-SYSTEMS AVAILABLE ON THE MARKET FOR LIGHTING BUILDING SKIN WITH L.E.D.S




VIEW FROM INTERSTATE 580

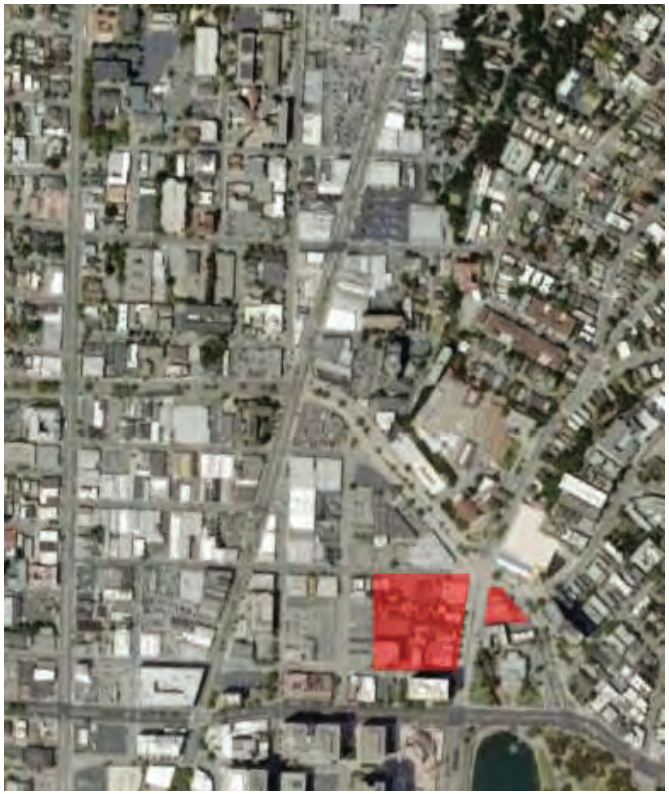

VIEW FROM
BROADWAY
LOOKING NORTH


VIEW FROM BROADWAY LOOKING SOUTH TWORDS DOWN TOWN
YMCA
STAR WARS


VIEW FROM ABOVE LOOKING
NORTH EAST


VIEW LOOKING NORTH
UP WEBSTER


VIEW LOOKING SOUTH DOWN BROADWAY (WITH OUT LED SCREEN LIT)



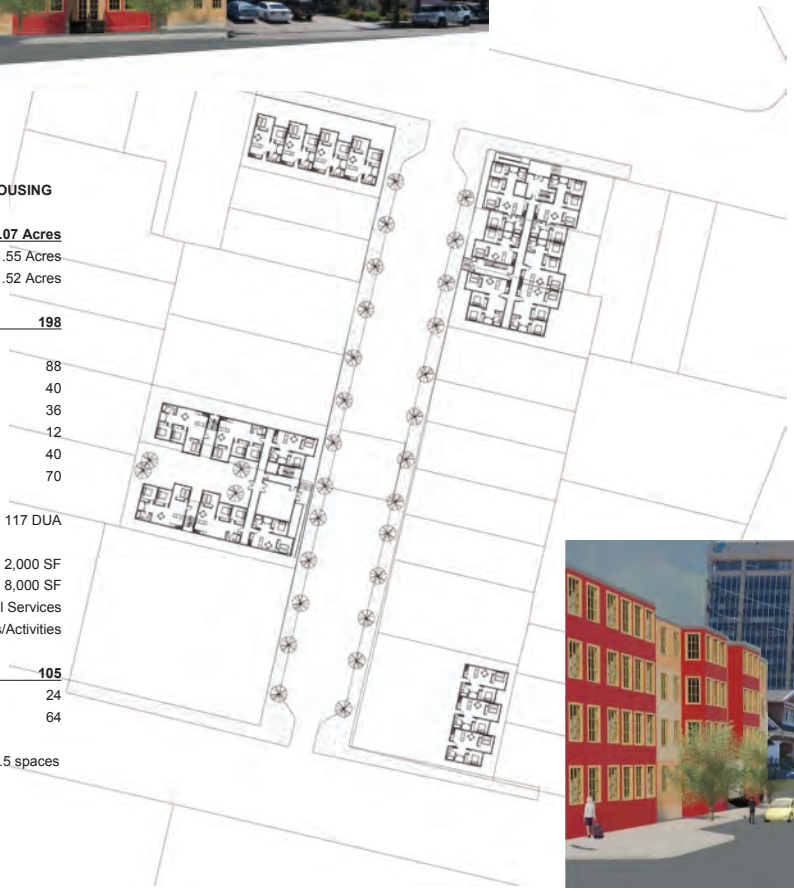
WAVERLY INFILL HOUSING

RACHEL LARSON

The affordable housing infill on Waverly street takes advantage of existing open parking lots on a relatively quiet residential street. The street is characterized by existing historical homes valuable to the diverse fabric of Oakland. These homes will be remodeled along with new construction to total an approximate of 128 affordable housing one bedroom, two bedroom, and three bedroom units. The site is an ideal site for residential property and is encouraged by larger sidewalks, street bulb outs at entry, and a vehicular slow down midway. In addition to affordable housing, space is also utilized on the corner of Broadway and 27th street for affordable senior living, utilizing similar unit types.

WAVERLY STREET AFFORDABLE HOUSING

DESIGNED BY:RACHEL LARSON



WAVERLY STREET AFFORDABLE HOUSING

Net Site Area:	**1.07 Acres**
Senior Housing Area	.55 Acres
Affordable Housing Area	.52 Acres
Total Number of Units	**198**
New Affordable Housing Units	88
One Bedroom	40
Two Bedroom	36
Three Bedroom	12
Remodel Affordable Housing Units	40
Senior Affordable Housing Units	70
Density	117 DUA
Total Community Space	2,000 SF
Total Senior Community Space	8,000 SF
Special Amenities	Childcare, Social Services
Special Amenities	Senior Services/Activities
Total Residential Parking	**105**
On site senior spaces	24
Off site spaces in existing garage	64
Additional Street Parking	
0.25 spaces for each senior unit. 0.5 spaces for each affordable unit	

WAVERLY STREET OVERVIEW

AFFORDABLE HOUSING BUILDING 1

TYPICAL UNIT PLANS

PROPOSED SIX STORY SENIOR HOUSING INCLUDING ONE FLOOR PARKING GARAGE/ COMMUNITY SPACE

AFFORDABLE HOUSING BUILDING 2

Valdez Shopping District

Typical Street Width - Right of Way

24th Street	66'
26th Street	50'
Valdez Street	66'
Webster Street	66'

Typical sidewalk Width	10'-14'
Typical Carriage Way (curb to curb)	22'-46'
Design Speed	25 mph

On Street Parking:

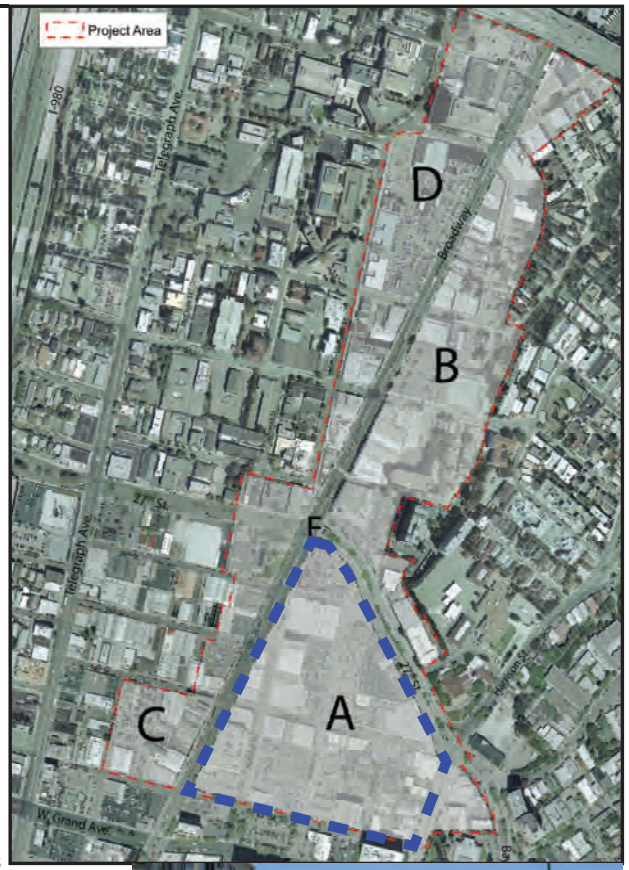
24th street	no on-street parking
26th street	no on-street parking
Valdez Street	parallel both sides 54 spots
Webster Street	parallel both sides 39 spots

Bike travel - Dedicated Class II lanes
23rd Street
24th Street
Webster Street

Landscaping
Street Trees: 26 feet on center
Other planting: Medians, corners, plazas, alleyways

Special Amenities
Concrete drive lanes
Brick Pavers or colored concrete flex zones
Flagstone Sidewalks
Engraved Bricks lining sidewalk

Maintenance	Public/Private
Tree Maintenance	Public
Flex Zones	Private



Valdez Street (North)

Valdez Street (South)

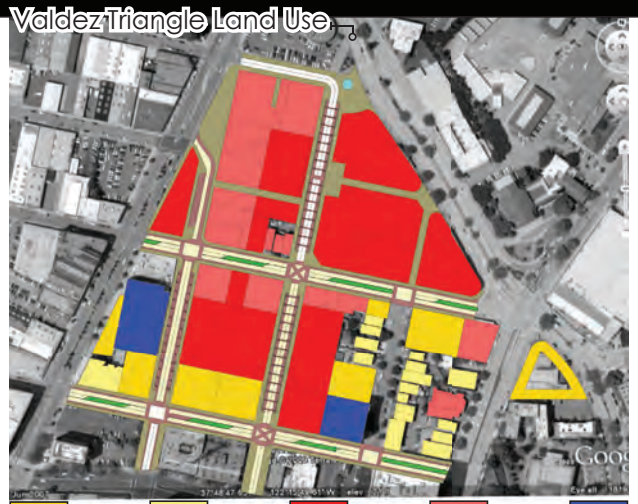
Valdez Streetscape

Katherine Stevenson

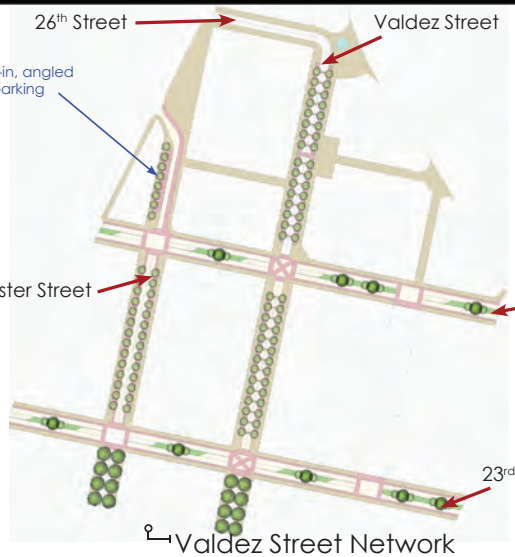
Valdez Street is located in the South portion of the project area. As outlined in the original RFP, Valdez Street will serve the area that is proposed to become filled by anchor commercial uses and continuous comparison retail. The retail will be at the ground level with the opportunity to extend into upper levels. The upper levels may also allow for residential or office uses above the ground level in some areas.

The street design for Valdez is crucial for the success of the district as a retail destination. The roads, sidewalks and other spaces are designated with use of different textures and materials to separate the different pedestrian and vehicular realms. The use of flex zones is also employed to allow more "spill-out" for the retail occupants, especially food related uses.

Valdez Triangle Land Use



Residential | Existing Residential | Retail | Existing Retail | Existing Parking



Valdez Street Network

Diagonal Crosswalk for 24th Street and Valdez Intersection

Picture from Oakland China Town on 9th Street & Franklin

Typical 24th Street Section

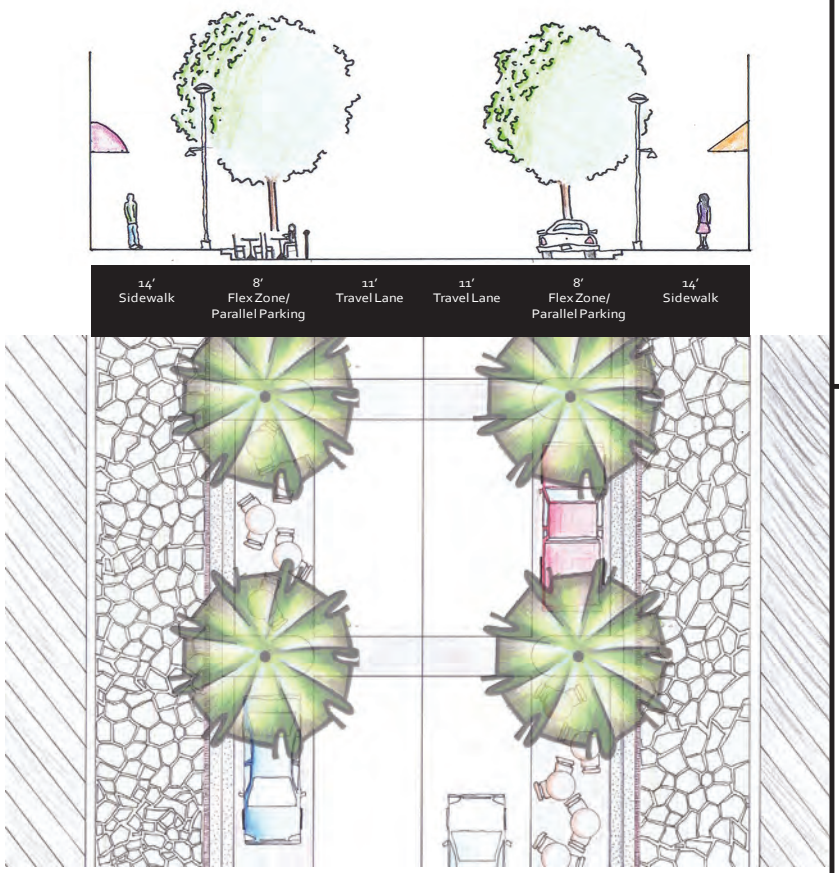
10′ Sidewalk	5′ Bike Lane	12′ Travel Lane	12′ Median/ Turn Lane	12′ Travel Lane	5′ Bike Lane	10′ Sidewalk

Valdez Alternatives

Alternative 1: No parking on either side with a large median that can be used by vendors or restaurants.
Issue: People might not drive down Valdez if there is no "teaser" parking to draw them in.

Alternative 2: Traditional parallel parking on both sides of the street.
Issue: No where for vendors or restaurants to "spill out."

Alternative 3: Flex Zone parking on both sides of the street to allow vendors or restaurants to lease space in order for them to "spill-out."
Issue: Convincing the city engineers and others non-believers that this is a good alternative.



Valdez Street - Final Proposal
-Parallel parking flex zones on each side of the street.
-Street trees within the flex zone every 26' on center to designate the parking spaces.
-14' wide sidewalks including two 15 inch wide and 4" high risers to make an accumulative 8" curb between sidewalks and flex zone.
-Different materials for the sidewalks, steps, flex zones, and travel lanes including banding on the travel lanes with material from flex zones to divide the road.

Concerns
1. ADA access to flex zones
2. Emergency vehicle access

Possible Solutions
1. City can decide to provide ADA accessible spots by:
   -taking away a tree and installing a ramp into the flex zones
   -keeping the sidewalk and flex zones at the same level and creating visual separation with material or texture changes and the use of bollards
2. Emergency vehicles accessibility can be solved through:
   -raising the street pavement and lowering the sidewalk curb to meet at the corners and provide a smooth corner that emergency vehicles could drive over.
   -extending the right of way to provide larger travel lanes to accommodate emergency vehicles, while maintaining the size of the sidewalks and flex zones.

The flex zone design was inspired by Freedman, Tung, & Sasaki Architects (www.ftscities.com) and their 1st Street, Livermore, CA project.

Materials

Flagstone for Sidewalks

Engraved Bricks* to Line Sidewalk

Exposed Aggregate for Steps

Brick Pavers or Stamped Concrete for Flex Zones/ Street

*Engraved bricks are an idea to pay for the street improvements. www.cutinstone.biz sells 4" x 8" bricks for $12 including engraving and 8" x 8" bricks for $!4 in a variety of colors. The city can decide the amount of profit they want to gain and set the brick prices accordingly.

MOSAIC OF ART

JOANNA PONG & ESMERALDA FAJARDO
PYATOK ARCHITECTS' BROADWAY AUTO ROW SUMMER 2009 STUDIO

District C's primary focus is two-fold -- it serves both as an entry into the historic Broadway Auto Row District and as a savory node at 27th Street and Broadway, regardless of one's direction of travel or mode of transportation. The land use in this area will be the fulcrum of equilibrium for the more intense retail proposed in the eastern area of the project site. The intent of District C is to gently bring people of Oakland and visitors further into the area so they can enjoy the retail aspect of Broadway. In addition, the residential factor will be an important feature in this area, since people are essential to sustaining life within a city. Finally, Distict C highlights the strength of Oakland's art community in the 25th Street Garage District and designs for the filtering artistic influence Oakland contributes to the Bay Area.

BACKGROUND

To achieve a successful proposal, it is necessary to take into account what has been and what is present. District C is already comprised of four historic buildings subject to CEQA guidelines:

2863-69 Broadway
(once vibrant showrooms)

Arnstein-Field & Lee Stair Showroom
(currently vacant)

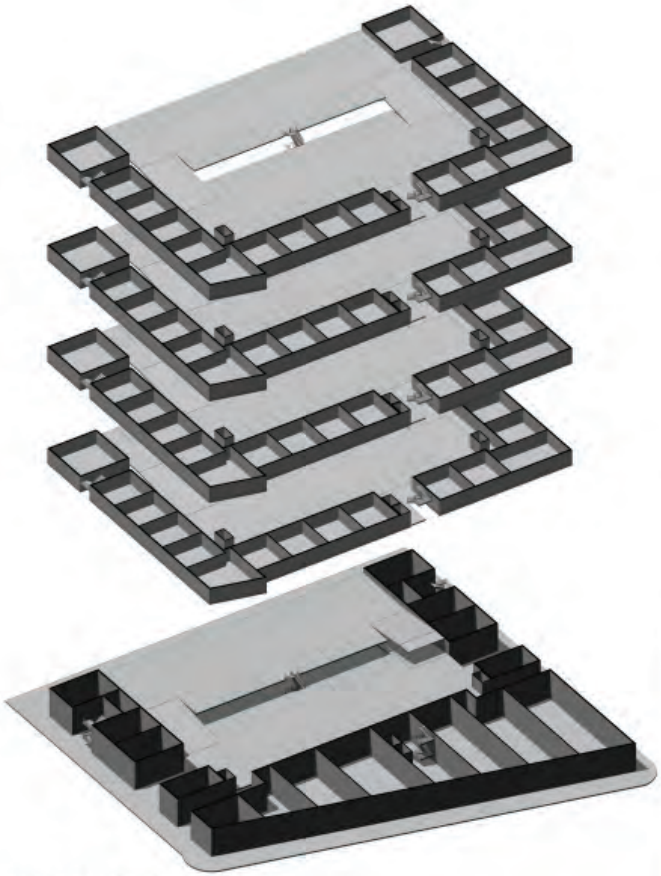
First Presbyterian Church
(area's tallest building - 150 feet)

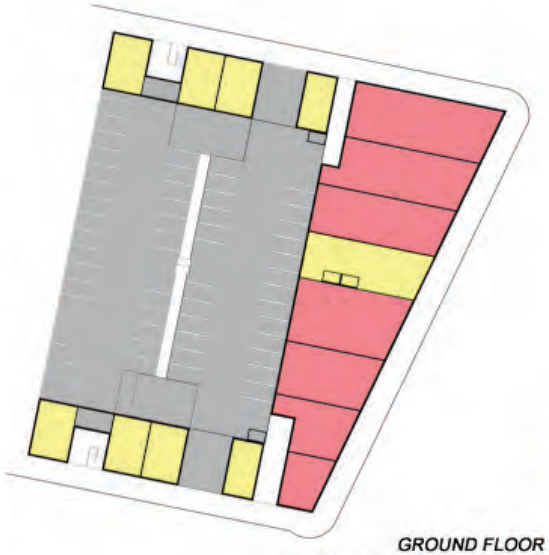
Packard & Maxwell Western Auto Building
(converted into mixed-use).

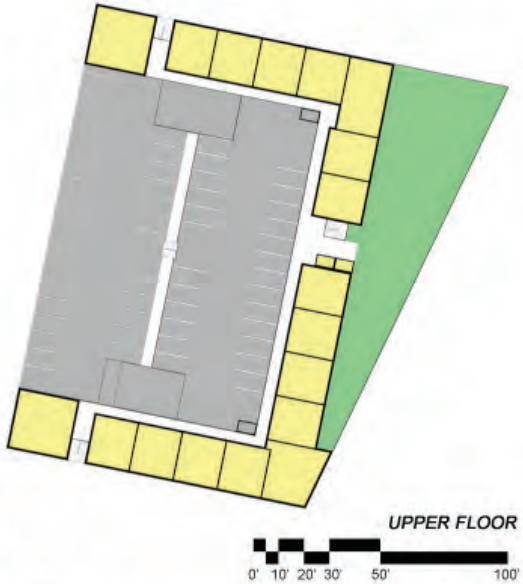
At this time, only the First Presbyterian Church is concurrent with the original land use designation. The other buildings offer the opportunity for adaptive re-use, such as Packard Lofts as a conversion into mixed-use residential over small- entertainment retail, which leads to the focus for District C. Small parcel models and especially vertical parcelization will be the vehicle of implementation for a successful part of Broadway.

IMPLEMENTATION

The proposal for District C also draws inspiration from the historic character of 25th Street Garage District. The various architectural styles and façades found along this corridor use the historic vernacular of brick and plaster and count with beautiful interior structure. To enhance this micro-district, two meandering Pedestrian Walkways are proposed in order to provide mid-block access from 24th and 26th Streets to both sides of 25th Street, greatly improving the walkability throughout the area. Also, the Pedestrian Walkways will encourage smaller vendors and people to enjoy a nice stroll through Broadway's full spectrum of neighborhoods, not to mention the great opportunity to provide an appealing, conveniently-located space for the auto repair workers to grab a satisfying lunch from 25th Street's Barbara Llewellyn Catering.

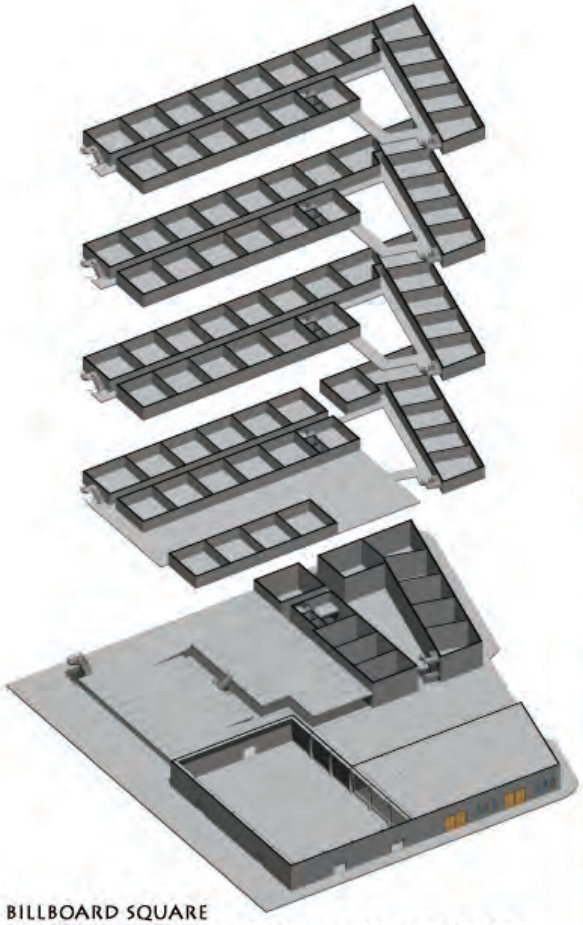






GOD'S GYM GALLERIES

Art Murmur, a popular event hosted monthly by Oakland's art community, attracts many locals from Oakland as well as Berkeley and San Francisco. God's Gym Galleries (between 25th Street and Broadway) will provide local artists with 8 live-work units and 54 mixed-income, one- and two-bedroom flats, built above a double-height level of retail tailored to the art community. By implementing the powerful component of organic and informal transition of land uses that accommodate the Arts & Crafts community, District C diversifies what Oakland can offer to the rest of the Bay Area, ultimately preserving the historic importance for the City of Oakland.



BILLBOARD SQUARE

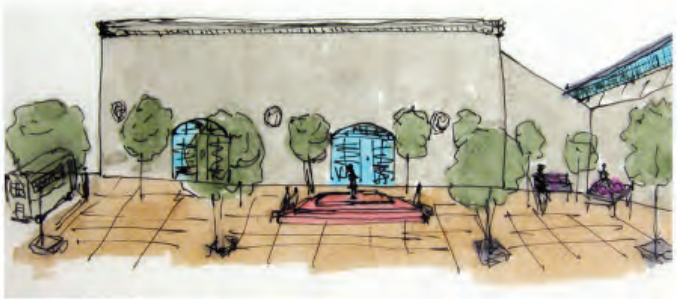
Affordable senior housing gives Oakland's elderly residents the opportunity to rejoice in the cultural diversity they could take advantage of everyday. Just south of God's Gym Galleries is Billboard Square with its 75 units of affordable senior housing. These valuable members of the community will benefit greatly from the sunny courtyard overlooking the lively entertainment from outdoor vendors by the market below.

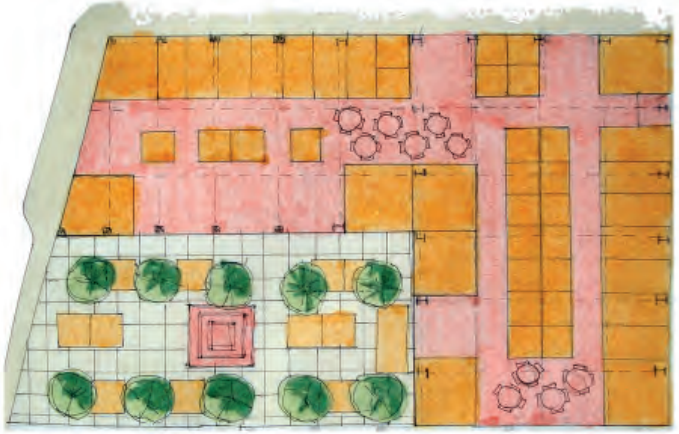
MULTI-CULTURAL MARKET (2401 BROADWAY)

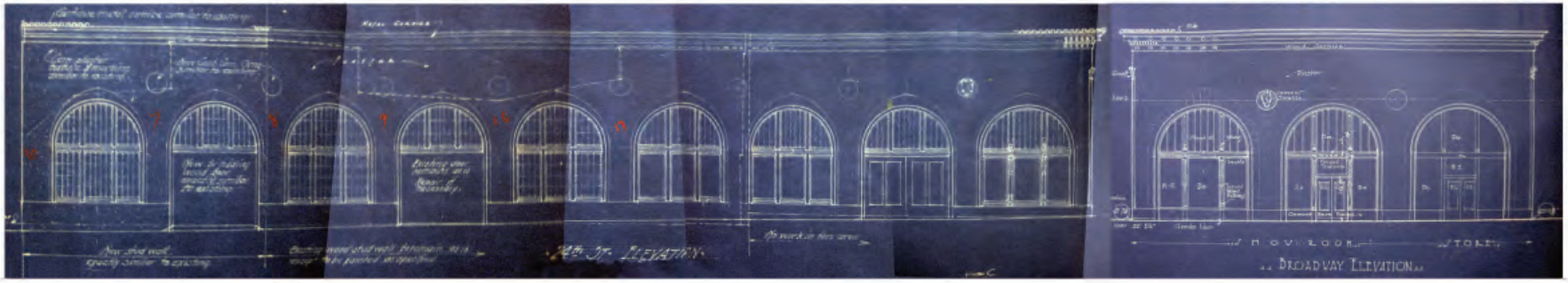
The final piece of District C is the Saturn Building (2401 Broadway), a building once denoted by the City of Oakland as having both poor integrity and but is an important anchor of continuity. 2401 Broadway has been transformed from the original Pacific Kissel Kar home in 1913 through 1914 into the Dean Lippi Ford Dealer Showroom in 1930, followed by a crude cover-up by the U.S. Home Savings Bank in 1977. The building has been recently used as a service port for Saturn automobiles.

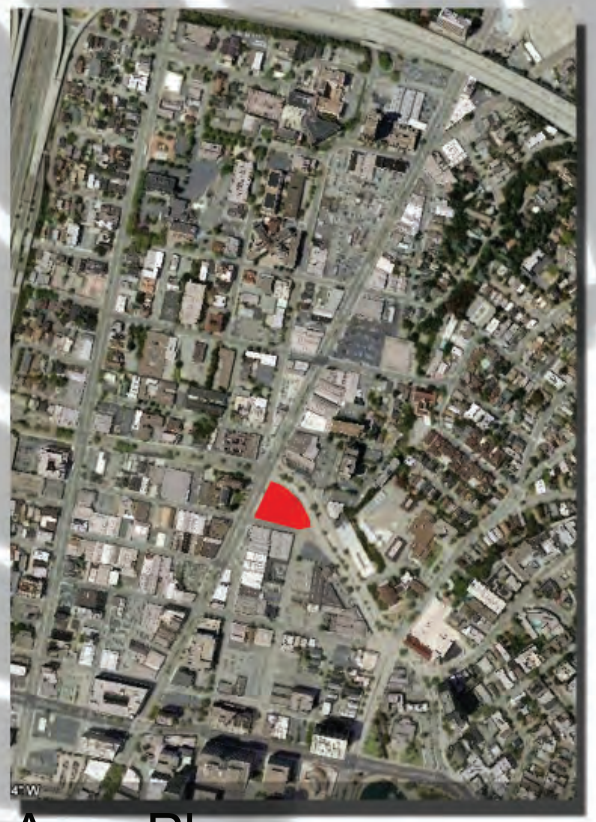
The Saturn Building is proposed to house a multi-cultural market for fresh produce and local eateries. Rather than demolishing the building, the beautiful medallions on its facade will be preserved, as well as its wonderful skylights flooding the 15,000 square-foot space with ambient daylight. Shoppers can browse through a huge variety of products at all the booth spaces as well as dine at the tables provided. The market will offer plenty of unique flavors representing the diversity of Oakland.

The fifty-foot wide outdoor space between this market and Billboard Square's affordable senior housing units will be filled with outdoor vendors, street artists, and performers. Not only will shoppers be drawn to this lively and welcoming space from the inside the market and from the parking lot, but seniors overlooking this open space will easily participate in the fun and entertainment. This market will thrive just as the Art Murmur influence and Chinatown have thrived in bringing local flavors into the city to balance the proposed higher-end commercial and retail. The Saturn Building, with its corner L-shaped lot on 24th Street and Broadway shall regain the respect and presence it has always had merit to.









Area Plan

27th/Broadway 'Biff's' Site

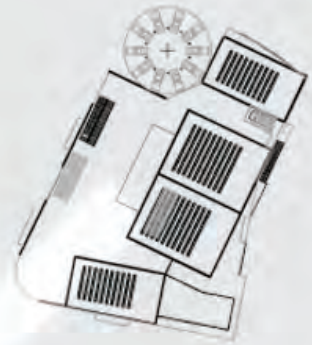
Colin Whaley

'Big Box' stores guide pedestrian traffic up and down Valdez and Webster streets. Prime exposure on Broadway and 27th makes this site perfect for 'anchor' retail development. Easy access and visual connection to public plazas, restaurants, and street amenities encourage activities beyond simply shopping, which will help establish a sense of place.

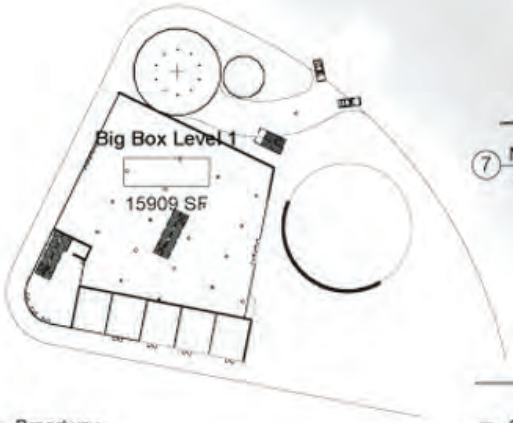
Small 'liner' retail activates the street. Multiple entries encourage circulation through the stores and to the rest of the retail district. Biff's restaurant, once restored will reinforce this area as a terminus and anchor to the retail core. This community landmark is an important place-making element which will bring life and activity to the public plaza at all hours.

2 Second Floor Retail
1" = 80'-0"

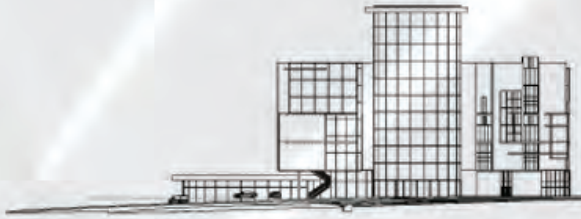
3 Third Floor Retail
1" = 80'-0"



4 Theaters
1" = 80'-0"



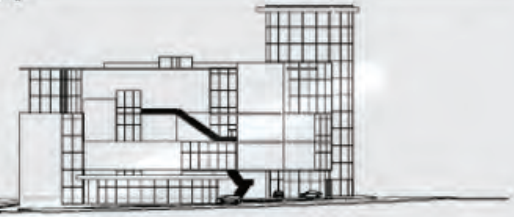
1 Broadway
1" = 80'-0"



7 North
1" = 80'-0"

6 West
1" = 80'-0"

5 South
1" = 80'-0"



8 East
1" = 80'-0"

27th Street "Road Diet"

Christopher Mecham, Student ASLA cmecham@calpoly.edu

Description:

With a 110-ft. right-of-way, 27th Street has 6 traffic lanes - far more than the current traffic volume warrants. I chose to focus my efforts on the major intersections in the district to maximize walkability and livability.

- Traffic calming techniques for pedestrian-friendly streets
- Maximize public open space with plazas
- Increase the urban forest to reduce heat-island effects from paved surfaces. Trees are the single-most valuable amenity in the urban environment.

Should we bring back streetcars (above) to Broadway? After all, Broadway was originally designed for the historic key line. A surface rail line connecting MacArthur BART to Jack London Square and points between could boost the economic viability of Oakland's retail goals.

Roundabout Option (left):

- Monument, clocktower, public art or other landmark ~30' tall.
- May not be conducive to pedestrian environment.

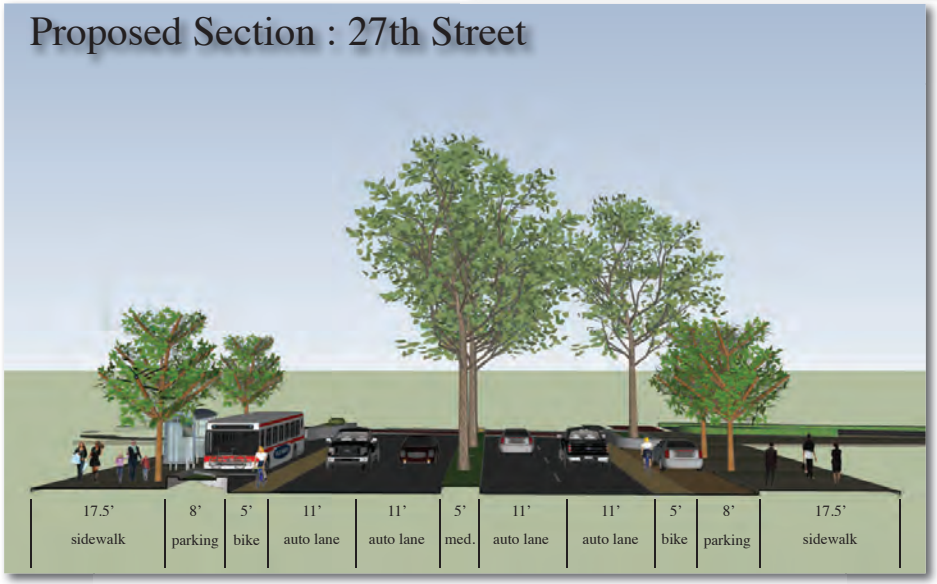
Christopher Mecham, Student ASLA cmecham@calpoly.edu

Streetscape Design Features

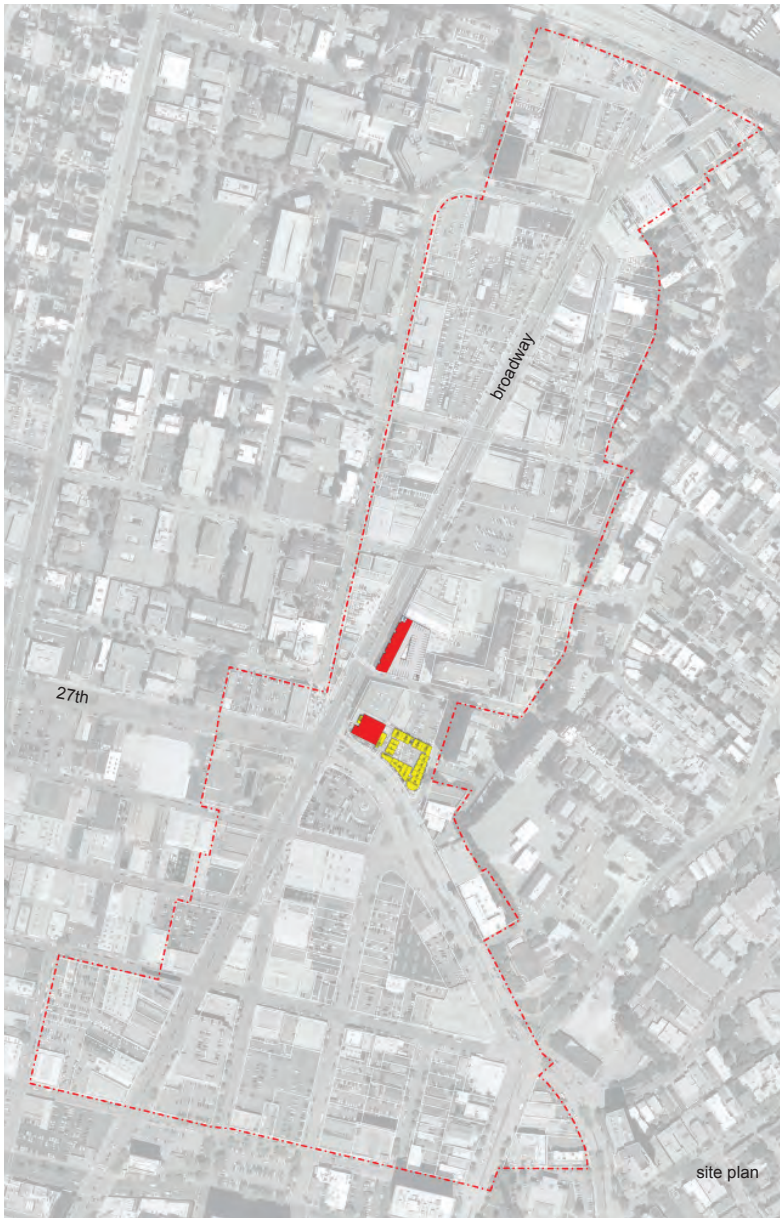
- Canopy trees in 5' raised & planted median, 40-50' o.c. with branches pruned to 14' clearance.
- Street trees along sidewalk area should have branches pruned to a minimum 7' clearance.
- Wide sidewalks allow for possible front porch/stoops and/or planting strips along buildings
- raised crosswalks for added driver awareness
- curb extensions & bulbouts to calm traffic

Broadway Bosque Plaza

- The grove of trees provides an overhead canopy for shade and creates an outdoor room.
- Dappled sunlight through the tree canopy plays on shade & shadow.
- The shaded plaza provides an opportunity for sidewalk cafes.
- Paving pattern would mimic existing or nod to the history of the current auto dealership.



Christopher Mecham, Student ASLA cmecham@calpoly.edu



site plan


existing bird's eye view from the southwest

Echo Park Neighborhood at 28th Street

Sam Postel August 2009

A new park nestled into the hill forms the center of a community.

Two apartment buildings, built decades ago, frame the new green space along its northern and eastern edges. From these apartment buildings nearly two hundred senior flats look onto the park.

A family oriented courtyard building forms the park's southern edge. Stacked two and three bedroom townhouses make this four storey courtyard block. Front doors face onto the park, Valdez, and 27th. With this lower form along its southern edge, the park gets sunshine.

At the park's southwest corner sits the entrance lobby of 16 storey apartment building. The tower is scaled and shaped to give the over-sized and inhospitable intersection of Broadway and 27th Street a sense of enclosure while not overwhelming the First Presbyterian Church that sits cattycorner across the intersection.

The tower shifts its slabs to shorten, illuminate, and clarify the hallways, making for dignified and sociable front doors to the apartments. The leading edges of the shifted slabs acknowledge the prominent corner at the intersection and at the entrance lobby's.


proposed bird's eye view from the southwest

The tower consists of small units to reduce cost per unit while maximizing density in this prime yet underutilized location.

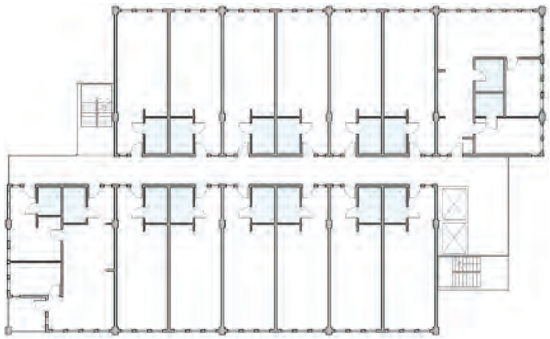
The Volkswagen dealership that forms the western edge of the park is well located to be converted to community use - a preschool, a roller skating rink, or an after school center – with visibility on Broadway and the potential for activities to spill out into the park.

Cars for the new apartments are parked in a six story reservoir parking structure on the northwest corner of the park. Retail space fills the lower levels of the garage along Broadway. The reservoir solution allows for flexibility of building shape in the housing buildings, freeing it from parking podium minimum dimensions. If cars become less prevalent in the future, the structured parking can be removed and replaced without damaging the apartments and townhouses.

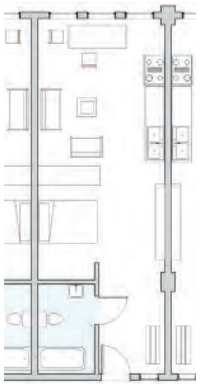
Echo Park Neihborhood in Numbers (new build only)

Net Site Area:	1.85 Acres (includes park)
Total Number of Units	217
Density	117 DUA
Total Number of Market Rate Units	217
Studios	144
One bedroom	0
Two Bedroom	24
Two Bedroom Townhouse	34
Three Bedroom	1
Three Bedroom Townhouse	14
Live/Work Flex Units	0
Total Community Space	(0.57 acres) 24,800 SF
Park	17,000 SF
Courtyard	5,500 SF
Patio	2,300 SF
Total Residential Parking	217 spaces
Total Commercial Space	14,400 SF
Neighborhood serving, street front, and restaurant	
Total Commercial Parking on Site	87 spaces

tower typical floor

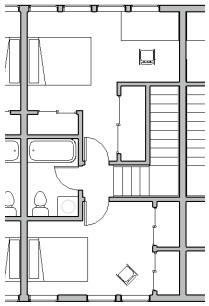


tower studio unit

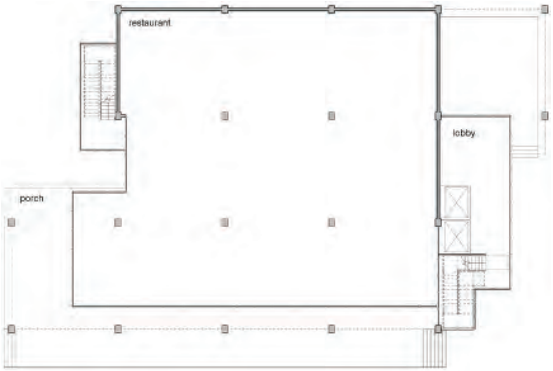


courtyard 3rd floor

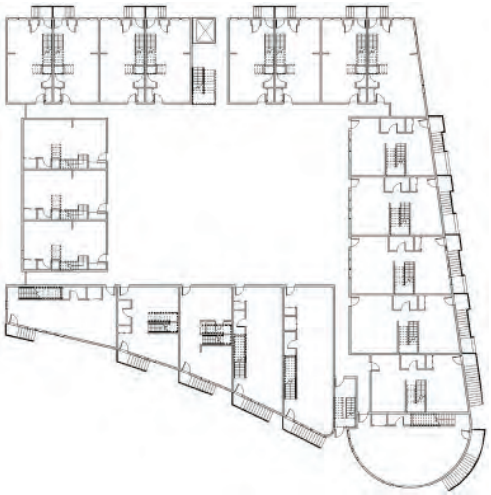
parkside townhouse
upper floor



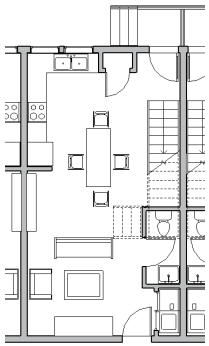
tower ground floor

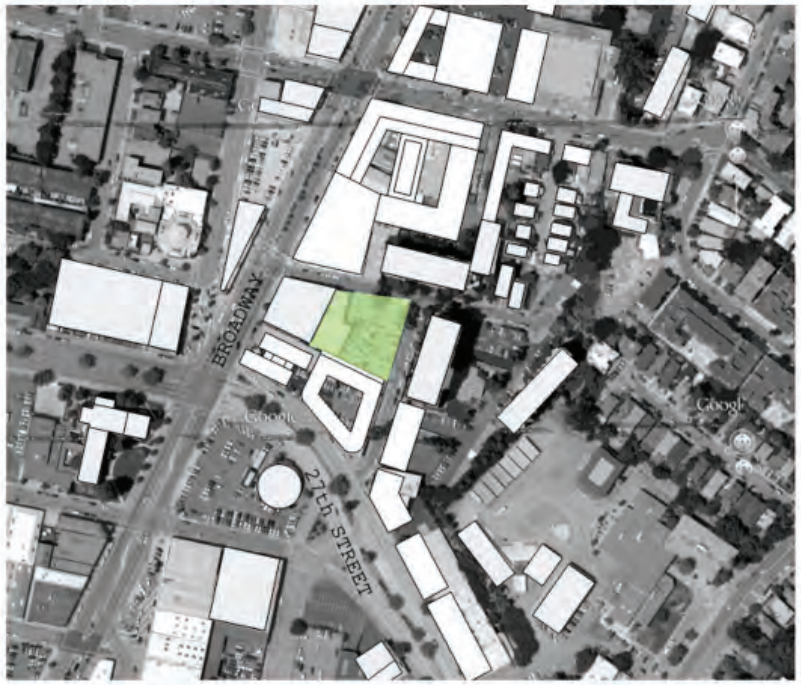


courtyard ground floor



parkside townhouse
ground floor





BROADWAY AUTO ROW

SITE CONTEXT | EXISTING CONDITIONS | ECHO PARK

OAKLAND, CALIFORNIA
Kareen Lei Balogo

This project converts a 17,000 sq. ft. parking lot into a radiant community park that is designed to accommodate the diverse residential complexes; both the existing senior towers and proposed affordable and market rate housing. Echo Park addresses the issues of safety and a sense of ownership in the neighborhood. The park also intends to showcase the rich creek background of the site.

LAFAYETTE SQUARE, OAKLAND, CA :
60,000 sq. ft.

ECHO PARK, OAKLAND, CA:
17,000 sq. ft.

LAFAYETTE SQUARE at 10th St. and Jefferson is a local neighborhood park in Old Oakland. The park, opened in 1999, includes tables for the chess and checker players, and benches where nearby office workers can enjoy. A large, gently-sloped mound marks the location where the first Chabot Observatory once stood, a mere three blocks from City Hall, before it relocated to the Oakland Hills. It is an example of how an eroding downtown can revitalize itself with the addition of a city park. Lafayette Square was used as a case study of scale and program for the creation of Echo Park at 28th St. and Valdez. Echo is only a quarter of the size of Lafayette but it accommodates the uses and activities of Lafayette Square.

BROADWAY AUTO ROW: ECHO PARK, OAKLAND, CA

KAREEN LEI BALOGO

ECHO PARK

KAREEN LEI D. BALOGO | OAKLAND SUMMER STUDIO '09 | BROADWAY-VALDEZ DISTRICT, OAKLAND, CA

A.Echo Community Plaza B.Children's Playground C. Outdoor Dining Plaza
D. Vegetable Garden E. Riparian Corridor Garden F. Edible Bosque

SCALE: 1" = 20'-0"

ECHO PARK

KAREEN LEI D. BALOGO | OAKLAND SUMMER STUDIO '09 | BROADWAY-VALDEZ DISTRICT, OAKLAND, CA

Broadway | Echo Park Courtyard (Family Housing) | Public Realm | Children's Playground | Riparian Corridor Garden | Edible Bosque | 28th Street

A-A South to North Section Through Echo Park

HORIZONTAL AND VERTICAL SCALE in feet: 0 20 50 100

ECHO PARK

KAREEN LEI D. BALOGO | OAKLAND SUMMER STUDIO '09 | BROADWAY-VALDEZ DISTRICT, OAKLAND, CA

B-B East to West Section Through the Park

HORIZONTAL AND VERTICAL SCALE in feet: 0 20 50 100

WESTLAKE MERRITT CORRIDOR

- DESCRIPTION

A Green Corridor design intended as a point of beginning for an environmental experiance and historical importance where the point of Lake Merritt once existed. This will set the stage for as an educational and social experience that models a positive way of considering the environment around us. Glen Echo Creek will be given homage to by exposing the green corridor where the path of the creek currently flows underground. The plan will create a linkage to surrounding homes, schools, parks, and businesses as a centralized area of interaction and intersection of paths. It will promote community pride, involvement, and outreach for different generations and interests. The green corridor provides spaces for activity, recreation, gardening, and education including a community terrace garden, park, seating areas, paths, and plaza that represents Lake Merritt and Glen Echo Creek as a historical and environmental symbol.

EXISTING SITE CONDITIONS

PROPOSED SITE DESIGN ELEMENTS

BROADWAY-AUTO ROW Oakland, CA

Kareen Lei Balogo & Rebecca Vanni

CORRIDOR
approx. 40,000 S.F.

PARKING
81 SPACES

WESTLAKE MERRITT CORRIDOR

BROADWAY-AUTO ROW OAKLAND, CA

KAREEN LEI BALOGO & REBECCA VANNI

GREEN STREET DESIGN

- DESCRIPTION

Green Streets manage stromwater runoff as a resource rather than a waste. These streets include landscaped planters or swales that capture stormwater runoff and allow it to soak into the ground as the soil and vegetation filter pollutants. This replenishes overflow groundwater supplies that feeds fresh, cool water to creeks and lakes. The plan intendes to provide storm-water remediation to adjacent streetscapes or water using elements with metered detention and discharge. This is achieved by using elments of green street design such as infiltration planters, swales, and cisterns to collect and recycle overflow stormwater runoff. Environmental factors of Glen Echo Creek and Lake Merritt may be influenced by stormwater managment design opportunities of Valdez, 28th, 29th, 30th, and Brook Street. Green streets also make attractive streetscapes that connect retail districts, neighborhoods, parks, and schools.

- PLANT PALETTE

INFILTRATION PLANTERS

- Juncus patens-Blue Rush
- Festuca californica-California Fescue
- Carex tumulicola-Berkeley Sedge
- Ceocarpus betuloides-Mountain Mahogony
- Cornus sericea-Western Dogwood

SWALES

- Melica californica-California Melic
- Festuca idahoensis-Idaho Fescue
- Carex praegracilus-Field Sedge
- Cercis occidentalis-Redbud
- Aesculus californica-California Buckeye

STREET TREES

- Acer macrophyllum-Big Leaf Maple
- Platanus racemosa-Sycamore

- MATERIALS

Pervious Pavement - drive lanes
Permeable Pavers - parking, crosswalks, & intersections

- PARKING SPACES

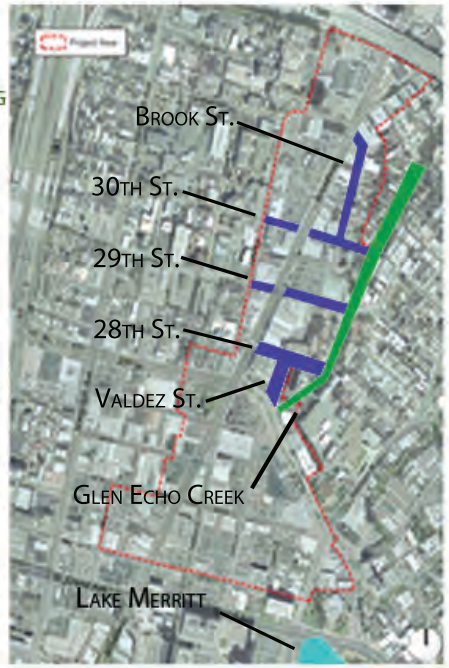
232 TOTAL-94 public-38 private*

Valdez - 21
29th- 32
Christian Terrace Homes* - 81
30th - 30
28th - 11
Brook* - 57

- RESULTS

Reduce Peak Water Run-off by 25%
Sustainable - Treats Runoff for Cistern Collection & Harvesting
Clean Run-off for Glen Echo Creek & Lake Merritt

Brook Street



Valdez Street

28th Street

29th Street

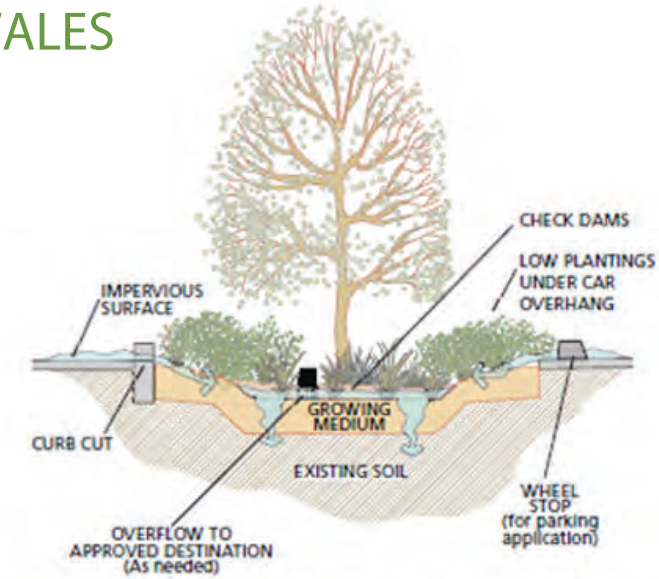
30th Street

BROADWAY-AUTO ROW Oakland, CA

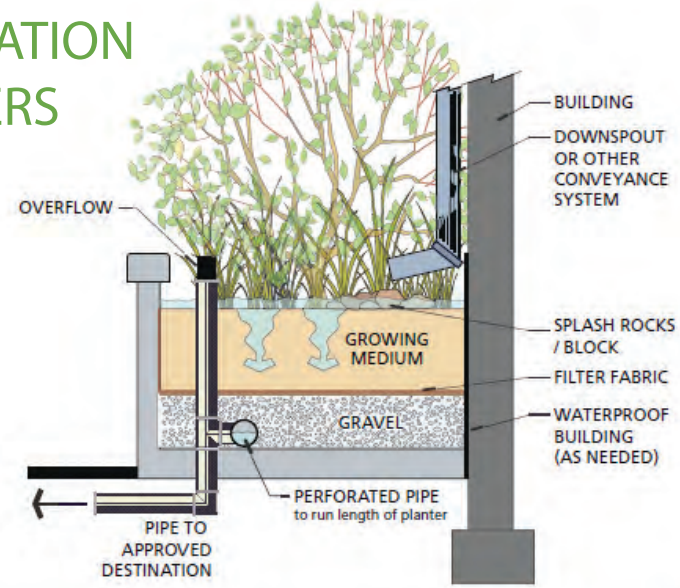
REBECCA VANNI

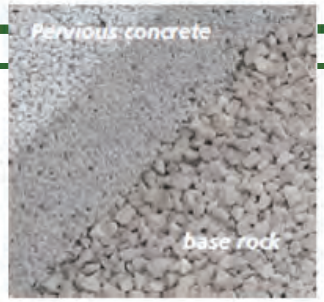
GREEN STREET DESIGN

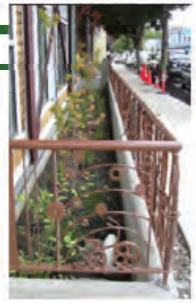
BIOSWALES



INFILTRATION PLANTERS



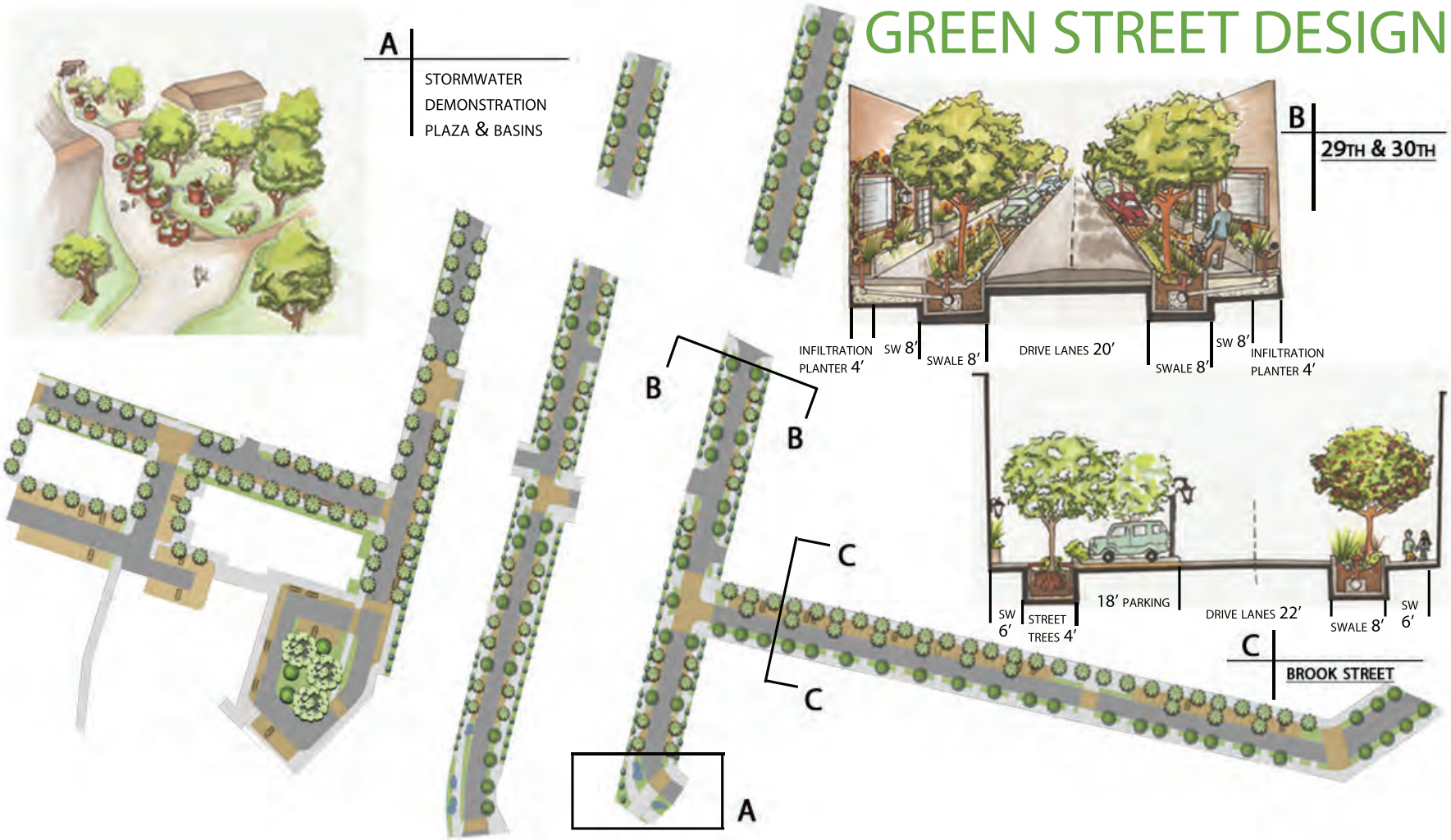




BROADWAY-AUTO ROW OAKLAND, CA

REBECCA VANNI

GREEN STREET DESIGN

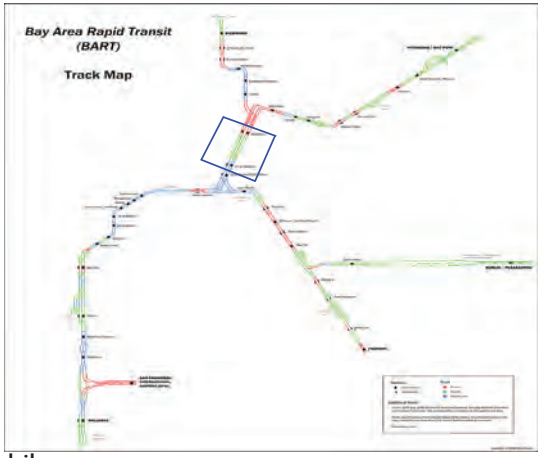


BROADWAY-AUTO ROW OAKLAND, CA

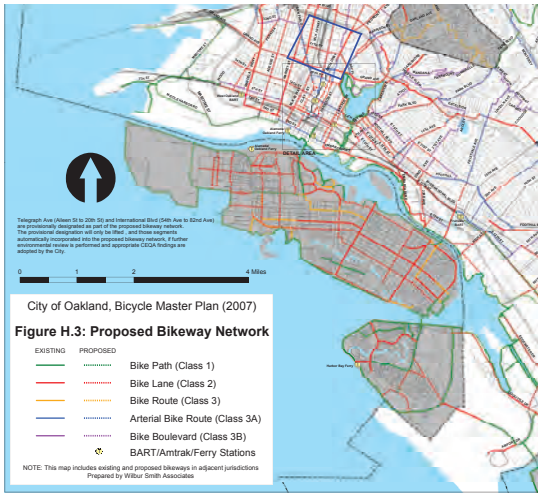
REBECCA VANNI

regional connections

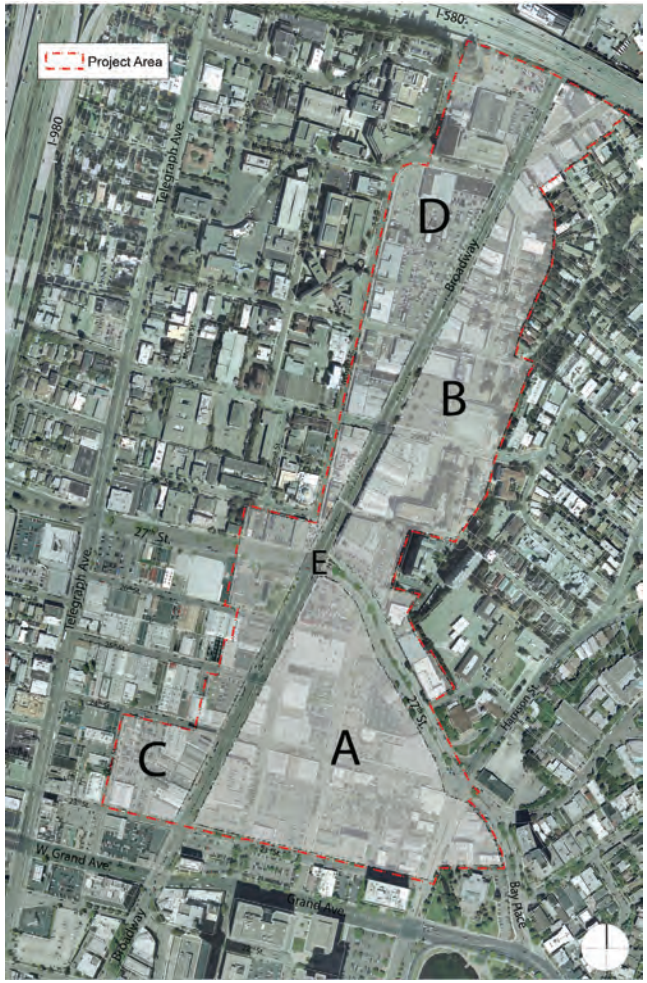
bart



bike



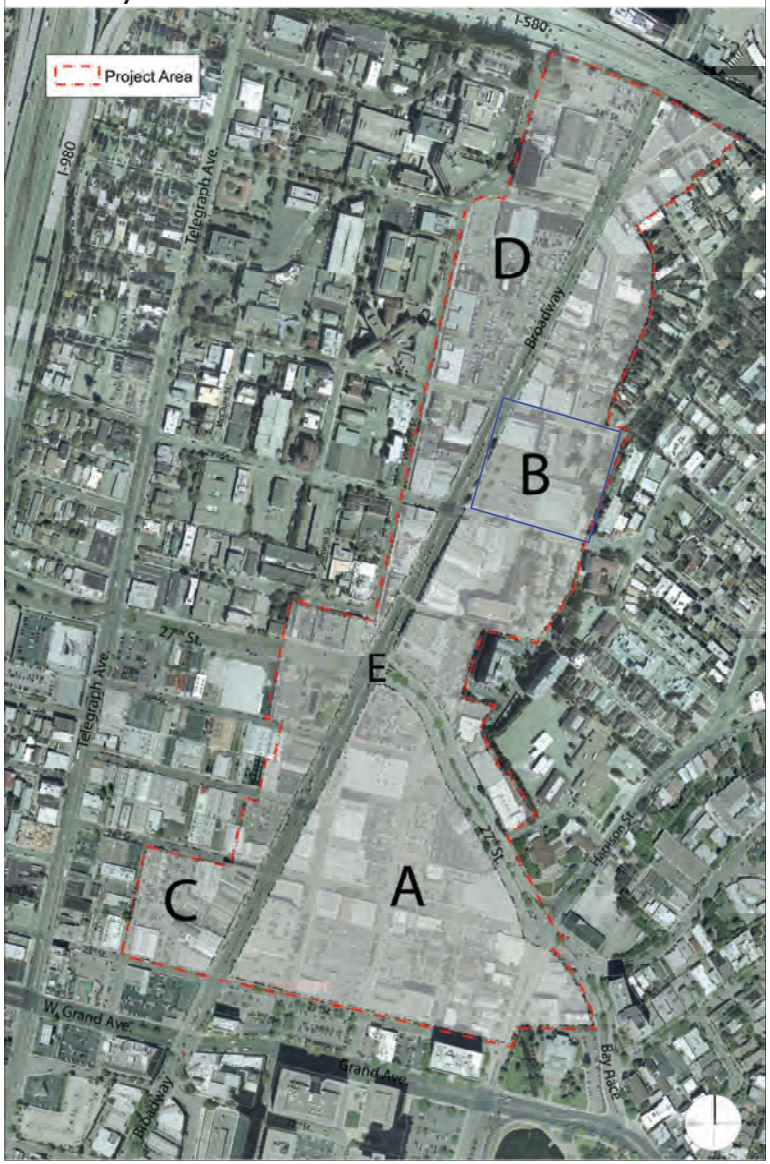
vehicular



design ideas

superblock

broadway auto row revitalization



superblock

michael casalegno
landscape architecture

preliminary study site plan

preliminary study section A
from retail to creek

superblock

definition:super ·block -noun

an urban area of several acres, usually closed to heavy vehicular traffic, having interrelated residences and industries along with commercial, social, and recreational facilities

ground floor site plan

Maintain pedestrian connection thru park and along the creekwalk.
~6' sidewalk
~"Park" style streets
~Pedestrian Scale

Using natives to stay sustainable.
~Create native list
~Stabilize by creek drop-off
~Create sun/shade areas

Create a sense of place for residents along the proposed continuation of Brook St.
~Less thru traffic from narrowing of streets
~No parking on street in front of housing
~Close proximity to jobs in surrounding area

Access for the whole Superblock to the amenities provided.
~Grocery store, park, retail shops, housing, green street

Promote Park usage as a resting/half-way point along creekwalk journey.
~Activate Greenbelt system towards Lake Merritt
~Provide plenty of rest areas in park to make a connection

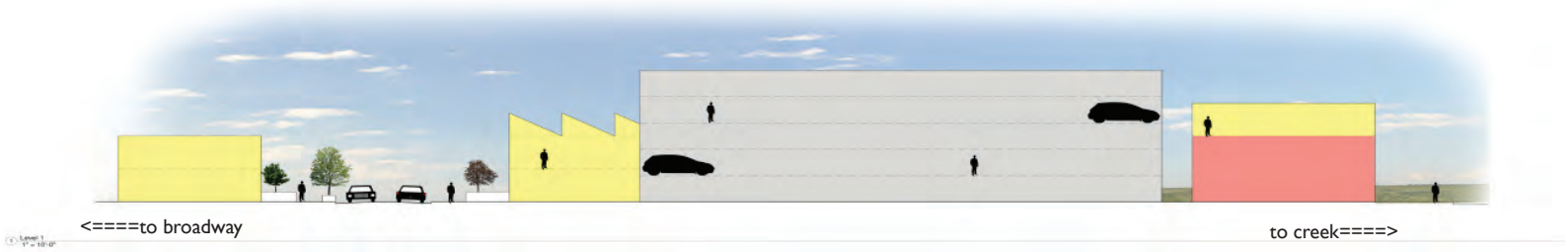
Tie in with existing community area.
~Local Church around corner
~Broadway to the West, Valdez Area to the South

upper floor site plan

Concept-

To create a community space where users and residents are able to interact in the area, as well as to promote the larger picture of the Broadway Auto Row Revitalization.

superblock



Net Site Area:	5.18 Acres
Total Number of Units	51
Density	11 DUA
Total number of affordable units	39
Flats	13
One Bedroom Townhouse	26
Three Bedroom	35
Total Number of Market Rate Units	22
Total Park Space	63,375 SF
	1.45 Acres
Special Amenities	Park/Open Space/Creek Area
Total Residential Parking	322
Garage spaces	294
Street spaces	28
Extra Spaces (for Lowey's Area)	189
Total Retail Space	32,180 SF
Neighborhood serving, street front	
Total Commercial Parking	80
All in Garage	

superblock

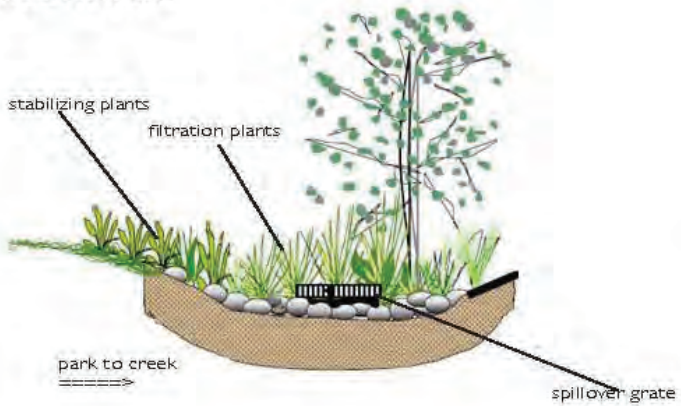
NATIVE PLANT SPECIES COMMON TO OAKLAND'S CREEKS

Common Name	Scientific Name	Plant at the Top of Bank	Plant in the Middle of Bank	Plant at the Bottom of Bank
TREES				
Big Leaf Maple	*Acer macrophyllum*	✓	✓	
California Buckeye	*Aesculus californica*	✓	✓	
Water Alder	*Alnus rhombifolia*			✓
Red Alder	*Alnus oregona*			✓
Oregon Ash	*Fraxinus latifolia*		✓	
Fremont Cottonwood	*Populus fremontii*		✓	✓
Coast Live Oak	*Quercus agrifolia*	✓		
Red Willow	*Salix laevigata*			✓
Yellow Tree Willow	*Salix lucidandra*			✓
Arroyo Willow	*Salix lasiolepis*			✓
Coast Redwood	*Sequoia sempervirens*	✓	✓	✓
California Bay	*Umbellularia californica*		✓	✓

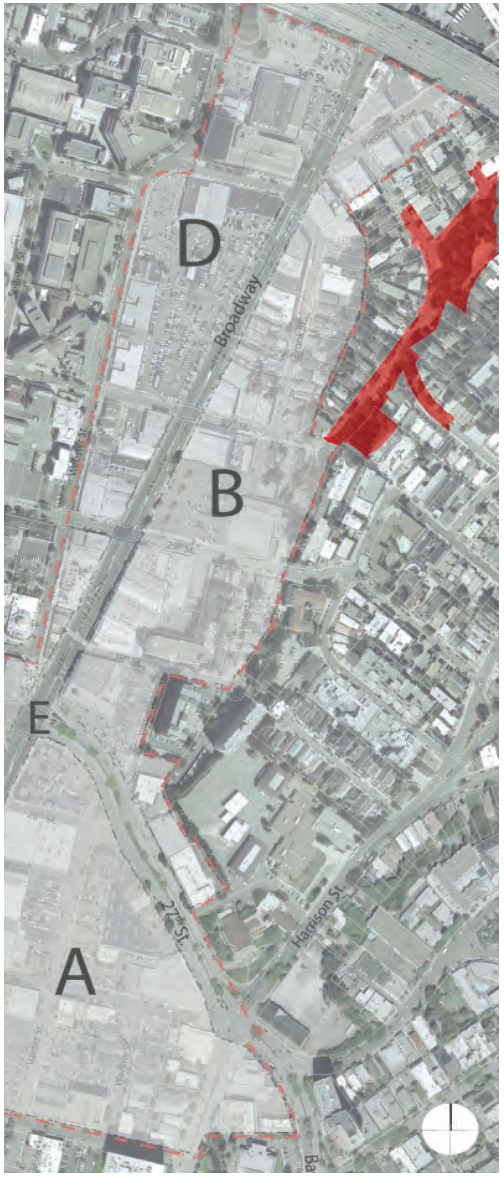
Park Maintenance task list

Task	Frequency
Safety inspection (glass, needles, etc.)	Each site visit
Site inspection tot lot	Each site visit
Site inspection graffiti/vandalism	Complaint driven (service requests)
Litter pickup	At least weekly
Litter container emptying	At least weekly
Weed abatement (mechanical)	Weekly (early spring)
Pathway clearing (mechanical)	Bi-weekly
Lawn mowing (small areas)	Bi-weekly
Lawn edging	Bi-weekly
Irrigation inspection	Bi-weekly
Irrigation testing/repair	As needed
Plant installation	Spring and or fall
Pruning shrubbery	Annually

creek basin section



more design ideas...



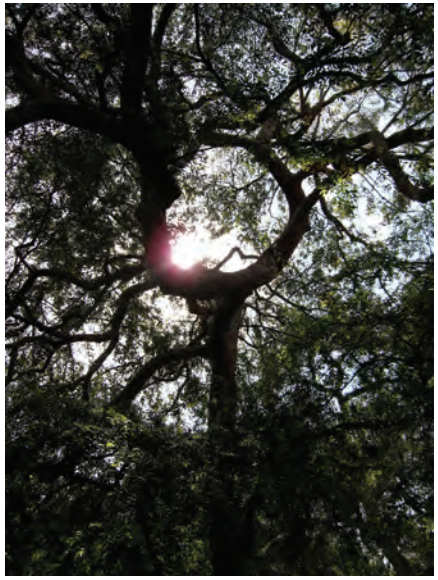
Creek Enhancement

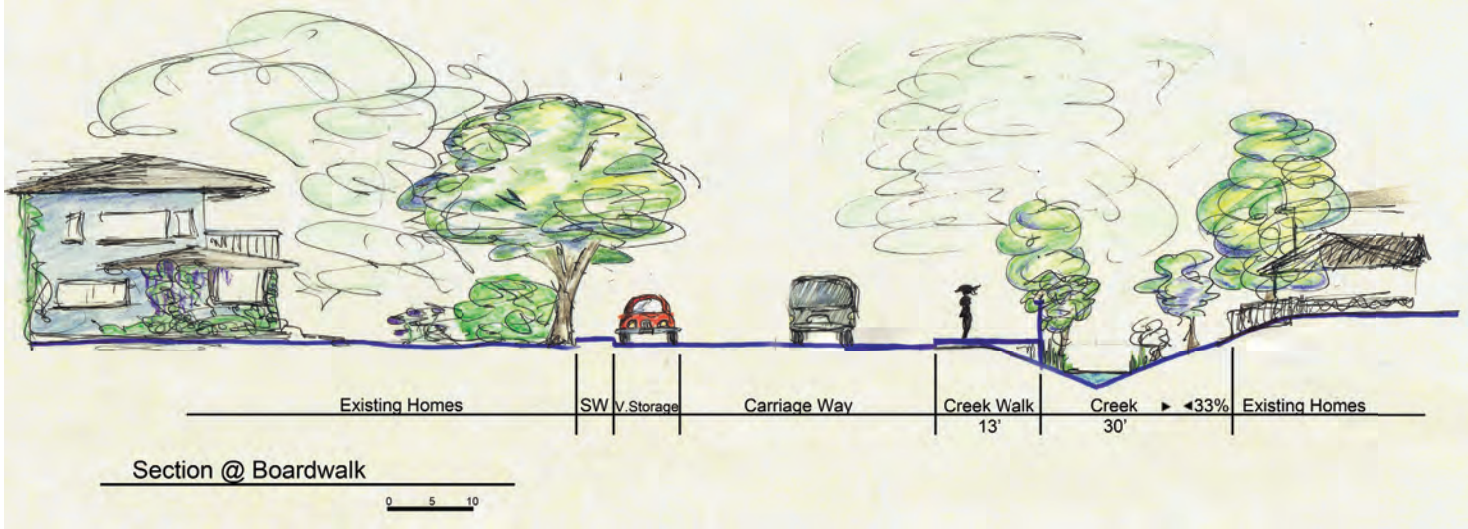
Michael Alvarado 2009

Glenn Echo Creek is a special characteristic of the west of Broadway district. Its presence in the community while appreciated, is under valued. It is currently daylit at Oak Glenn Park, and then diverted through colverts and channels to its final destination at the west tip of Lake Merritt. I have chosen to explore methods of restoration that will revive the creek as a prominent member of the community and restore some of it's ecological health, sustainability.


Picnic Area
Reception Structures
Play Area
"Boardwalk"
ascading Water
Community Garden
Creek Enhancement Design Layout
0 50 100


Croxton Ave.
Randwick St.
R. Blvd South
R.Blvd. North
Richmond Blvd
Frisbie St.
Creek Enhancement Design with Trees
0 50 100





Proposed Design

Street:	Type	Typ Width	Sidewalk Width	Chnge from Exist. Prkng
Richmond Blvd.	1-way North (Res)	40'	10'	-5
	1-way South (Res)	45'	10'	0
	Dual Direction (Res)	NA	10'	5
Randwick St.	Dual Direction (Res)	60'	10'	0
Croxton Ave.	Dual Direction (Res)	60'	10'	0
Frisbie St.	Dual Direction (Res)	50'	6'	-5
Creek Walk	Multi-use path	min: 10'	Max: 13'	
			Total on st. Prkg.	-5

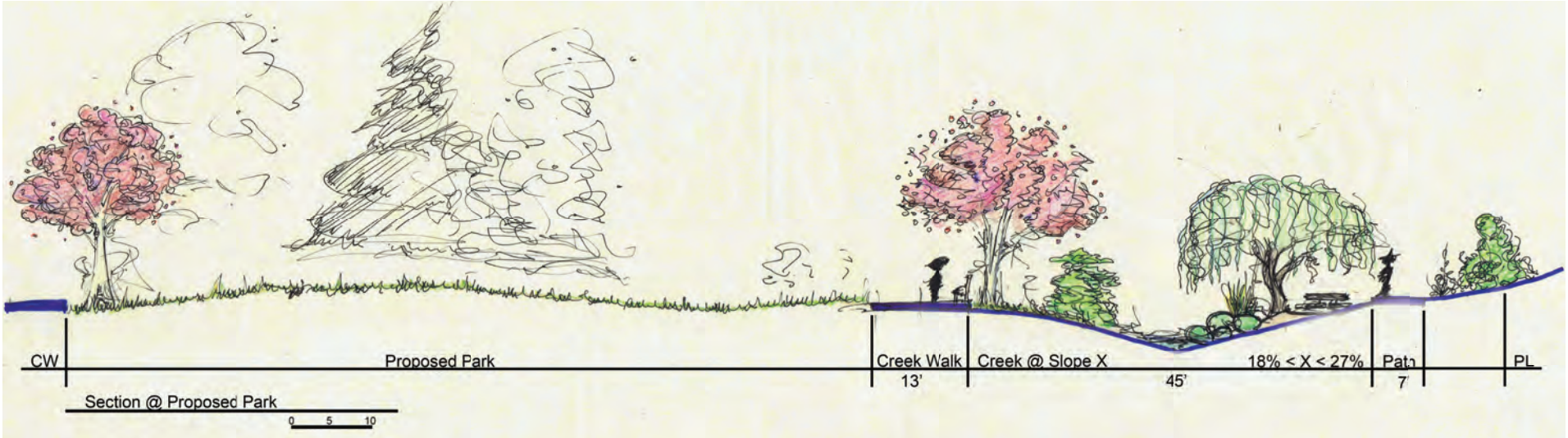
Mission

To create an enjoyable pedestrian and bicycle connection from Oak Glen Park to the proposed park west of Broadway, between 29th St. and 30th St. This single connection shall be a part of the larger West Lake Merritt Corridor.

Possible Financing Strategies

Community Involvement

School children often enjoy the hands on learning experience that comes from working with and for their community. This can also reduce installation costs.
Engaging the community leads to ownership and ultimately fewer maintenance costs.
An introduction of impact fees for new development.
Corporate sponsors and industries that currently sponsor community programs (ie. Valdez Senior Residences), might take interest in community enrichment programs.
Local residential and business sponsors.
Community Reinvestment Trusts and Grants.
Using locally, contracted plant growing facilities has reduced plant cost by 60% in similar restoration and enhancement projects.
A Benefiters' tax could help to offset costs.

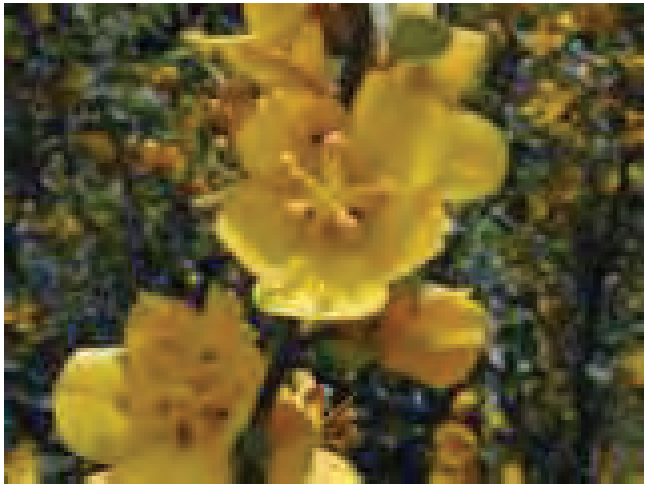


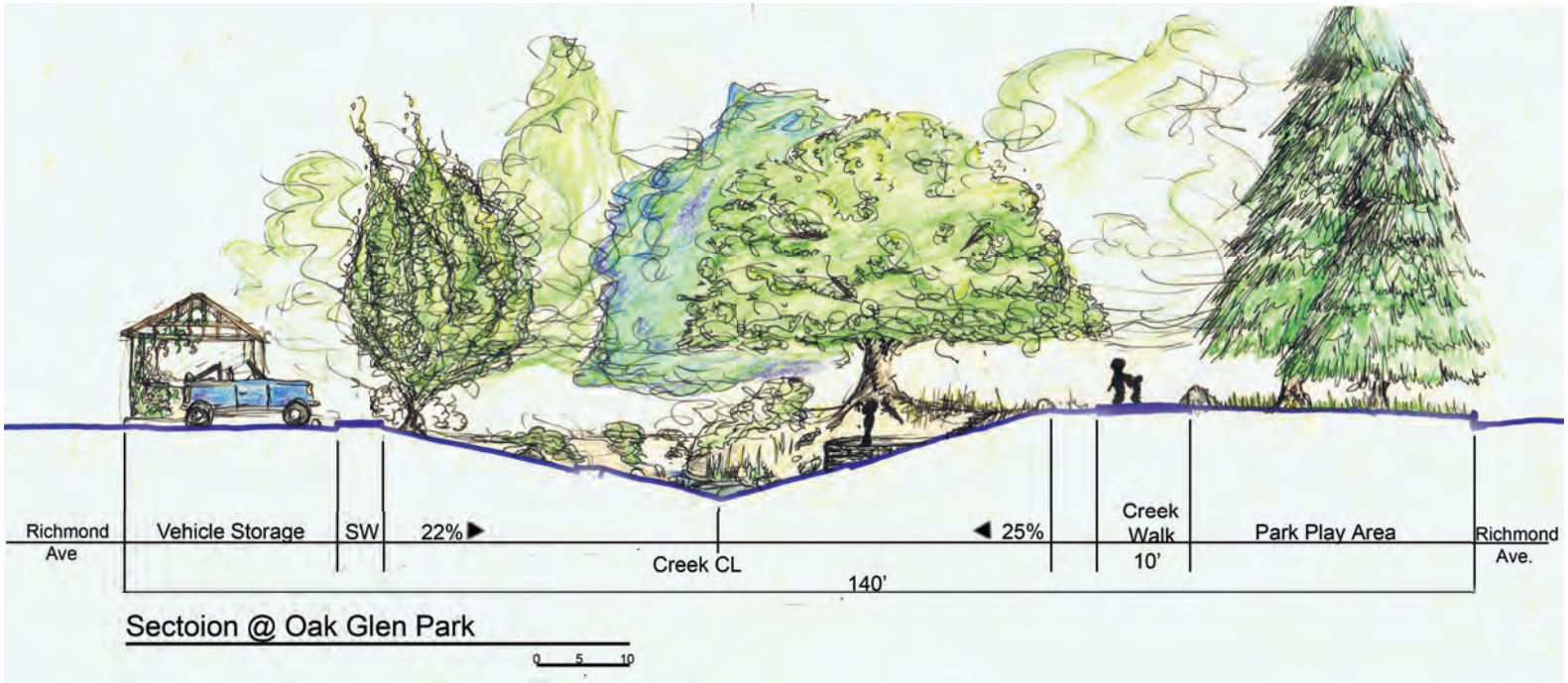
Concept

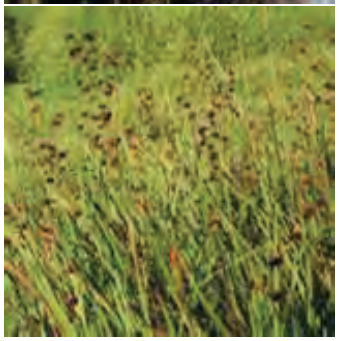
An exploration of the various relationships that we as humans and together as a society have with water.

Linear Slope of Proposed Creek

Location from North	Daylite?	Linear ft.	% Slope	Change in
Oak Glen Park to Colvert	YES	360	2	7.2
			3	10.8
Colvert to Boardwalk	NO	45	1	0.45
Boardwalk to Cascading water	YES	180	3	5.4
Cascading Water to Proposed Park	YES	200	4	8
(2' cascades 1:25')			5	10
Meandering to Colvert under First Christian Church	YES	560	3	16.8
			4	22.4
Colvert from First Christian to Terrace Garden	NO	280	1	2.8
			2	5.6
Total		1625	2.5	40.65
Total Proposed to be day lit		190		







Plant Palette

Type	Common Name	Scientific Name
Trees	Cal Buckeye	*Aesculus californica*
	Fremont Cottowood	*Populus fremontii*
	Coast Live Oak	*Quercus agrifolia*
	Red Willow	*Salix laevigata*
Shrubs	Ca Coffeeberry	*Rhamnus californica*
	Dogwood	*Cornus stolonifera*
	Toyon	*Heteromeles arbutifolia*
	Ca Blackberry	*Rubus ursinus*
	Ca Fremontia	*Fremontodendron californicum*
Ground Cover	Ca Poppy	*Eschscholzia californica*
	Wild Iris	*Iris douglasiana*
	Wire Grass	*Juncus patens*
	Ca Fescue	*Festuca californica*
	Ceanothus	*Ceanothus spp.*
	Palo Blanco	*Ornithostaphylos oppositifolia*

Vision

To take advantage of the existing, under utilized Glen Echo Creek, and apply ecologically responsible and restorative design to create a physical and metaphorical connection between nature, community, retail, art and amenities. The corridor will serve as a place to gather, play, learn, explore, work, exercise, navigate and recreate.

Michael Alvarado 2009

Brooke Street Affordable Housing

Panetta

Lorey

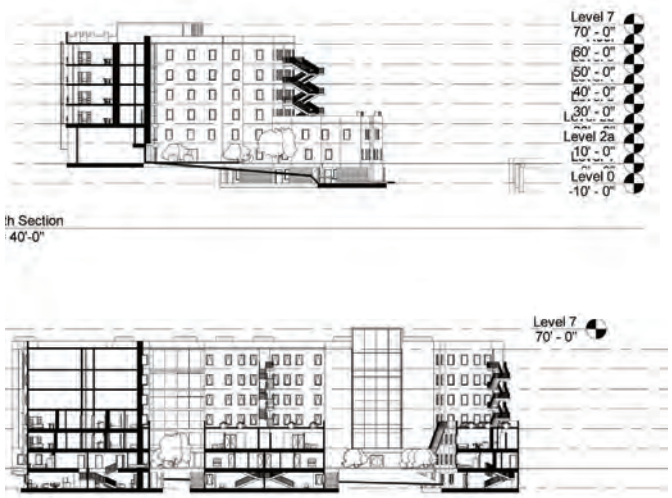
The site chosen is between Broadway and Brooke street. Most of the area consists of auto body repair shops, while others are currently empty and left to decay. This is a perfect location for low income family and senior housing. Two historic buildings anchor the site at each end, limiting the options for big box retail and the parking needed to sustain business. The neighborhood along Brook Street primes the area for housing more so than retail. The location also qualifies for tax cuts for low income housing.

GROUND FLOOR PLAN

1”= 80’-0”

SECOND FLOOR PLAN

1”= 80’-0”



GENERAL FLOOR PLAN

1”= 80’-0”

Brook Street Affordable Family Housing

Net Site Area:
2.20 Acres
Area of Site Being Built:
0.68 Acres

Total Number of Units	**113**
Density	166 DUA

Total number of affordable units	113
Studios	0
One Bedroom	66
One Bedroom Townhouse	2
Two Bedroom	22
Two Bedroom Townhouse	13
Three Bedroom	10
Three Bedroom Townhouse	0
Live/Work Flex Units	0

Total Number of Market Rate Units	0
Total Community Space	1,920 SF
Special Amenities	None

Total Residential Parking	57
On site spaces	0
Off site spaces	57

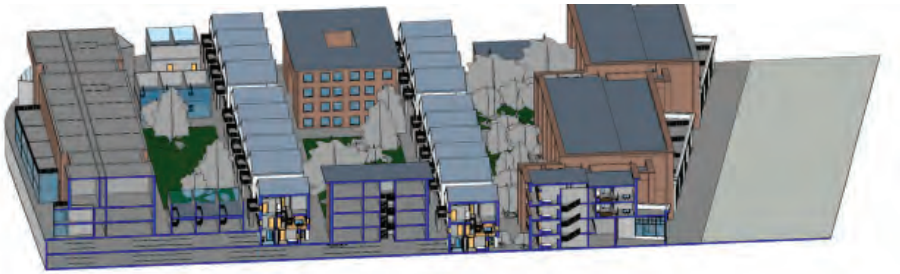
1 space for each market rate unit.
0.5 spaces for each affordable unit
1.0

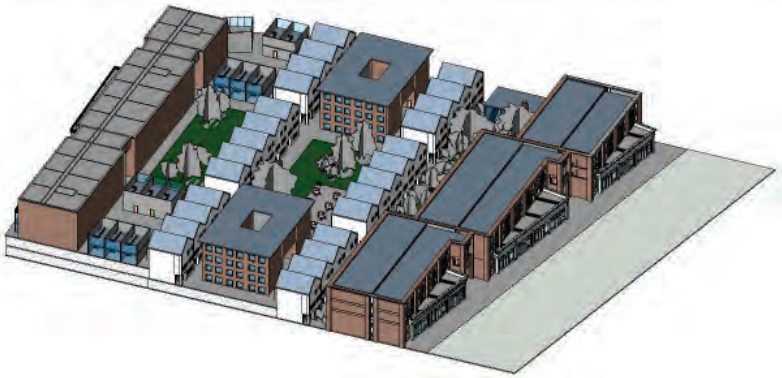
Total Commercial Space	49,555 SF

Neighborhood serving, street front

Existing Retail:	41,348 SF
New Retail :	8,207 SF

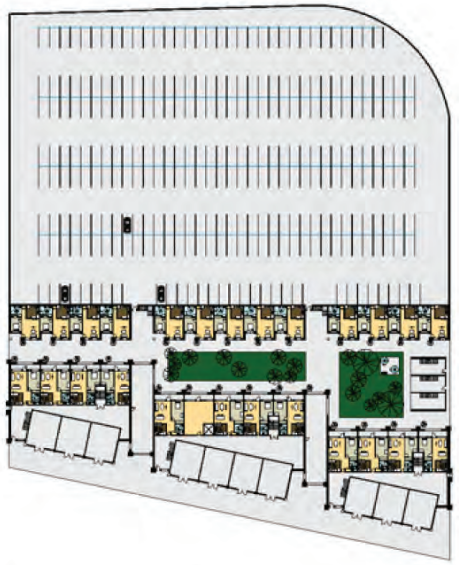
Total Commercial Parking	148
On site spaces	0
Off site spaces	148





Park Place Rachel Goldman

The purpose of Park Place is to create a walkable park experience within a mixed-income, mixed demographic community.There are free-standing townhomes as well as affordable townhomes over flats, and two double loaded apartment buildings. Private patios, entrances, courtyards and parks provide residents with multiple outdoor experiences. Because of the 20' grade change between Broadway and Webster, parking is tucked into the West side of the site, creating three distinct levels at 10' intervals. Each level contains a park. The grade change also gives the residents of the affordable townhomes the opportunity to have private entrances. They line the edges of the parking garages where the residents of the flats enter on the lower side, and the entrance to the townhouse is on the upper side. The building lining Broadway street is mixed use with a 20' retail space under flats on the East, and four stories of flats on the West. One goal was to keep the site wood-frame and cost effective, without sacrificing density and open space. The overall layout is meant to encourage community living without sacrificing personal space.

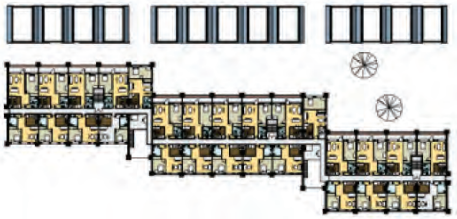


1 Level 1
1" = 100'-0"

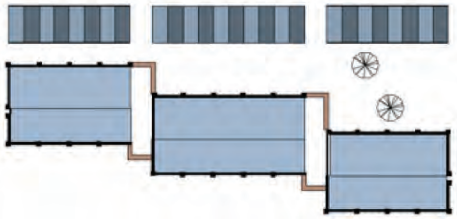
2 Level 2
1" = 100'-0"

3 Level 3
1" = 100'-0"

Plans

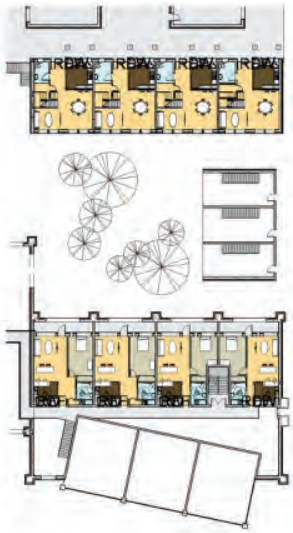


4 Level 4
1" = 100'-0"

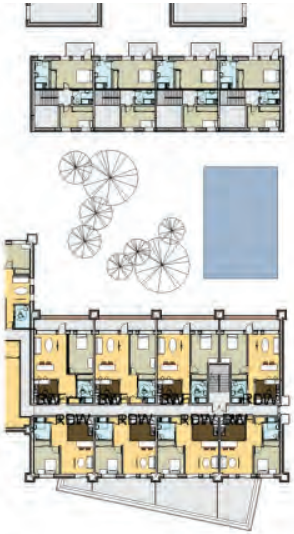


5 Level 5
1" = 100'-0"

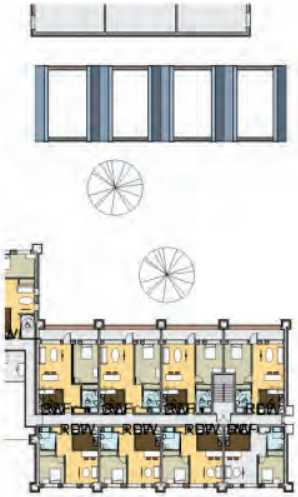
1 L1 Floor Plan
1" = 50'-0"



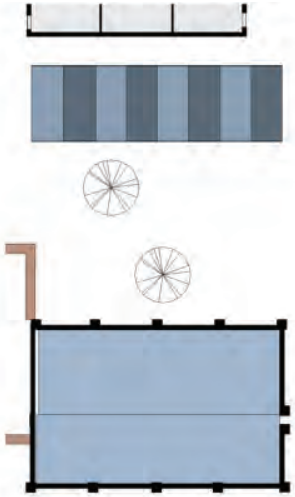
2 L2 Floor Plan
1" = 50'-0"



3 L3 Floor Plan
1" = 50'-0"



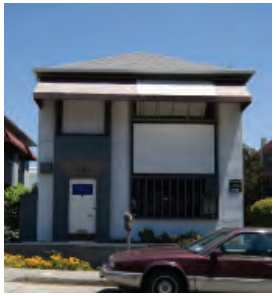
4 L4 Floor Plan
1" = 50'-0"



5 L5 Floor Plan
1" = 50'-0"

Floor Plans

Webster Street Photos



1 Elevation from Broadway
3" = 1'-0"

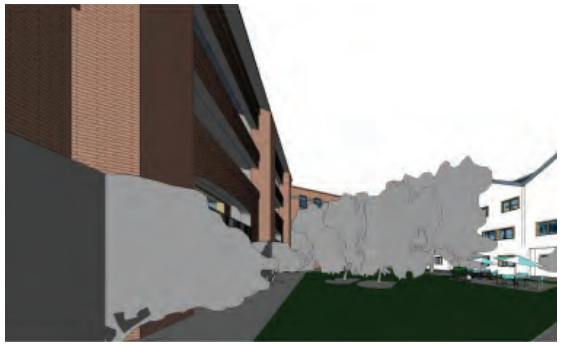
2 Elevation of Townhomes
3" = 1'-0"

Elevations

3 South Elevation
3" = 1'-0"

3 Perspective View from Broadway

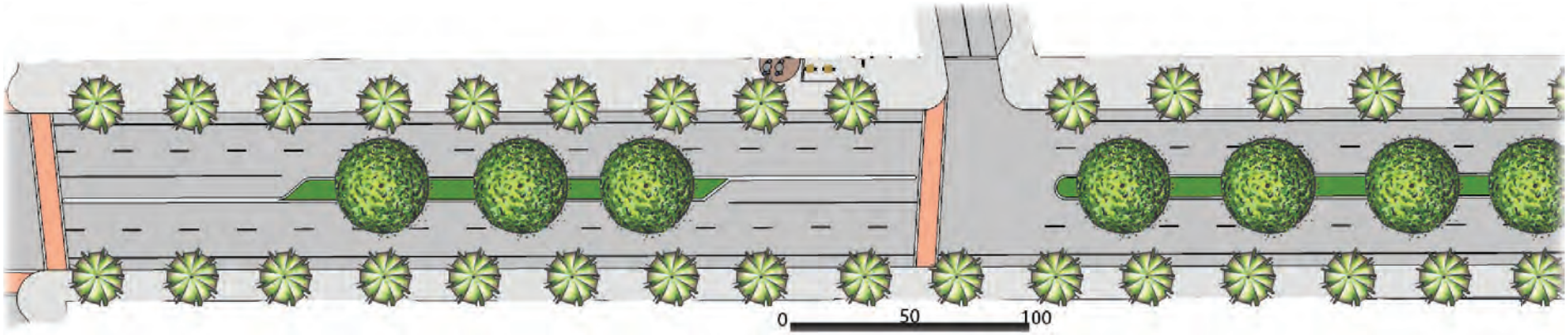

Level 6
50' - 0"
Level 5
40' - 0"
Level 4
30' - 0"
Level 3
20' - 0"
Level 2
10' - 0"
Level 1
0' - 0"
1
Broadway Level Section
1" = 20'-0"

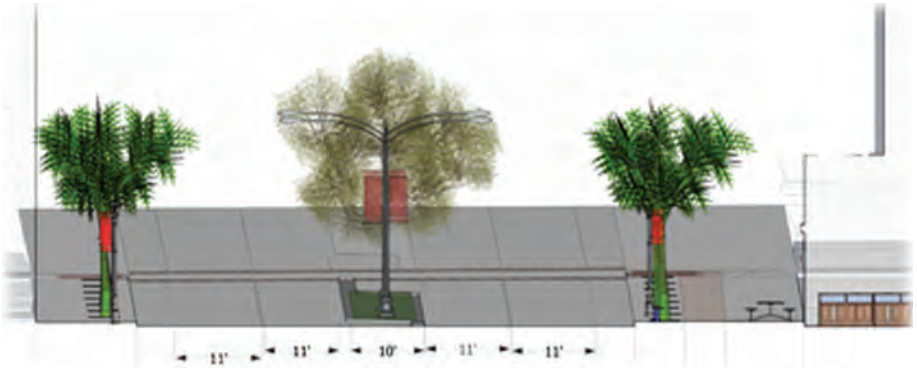


Northern Broadway Streetscape

Sonia Aery

The northern Broadway section of the plan currently serves as the main throughway to the proposed commercial sector of Auto Row. What I wanted to create here was a pedestrian friendly experience for those walking from north of the 580 freeway to the exciting southern sector. Because of the proposed increase in density in the area, my plan calls for a moderate level of commercial attraction because the purpose of the area is still easy mobility to the commercial sector.



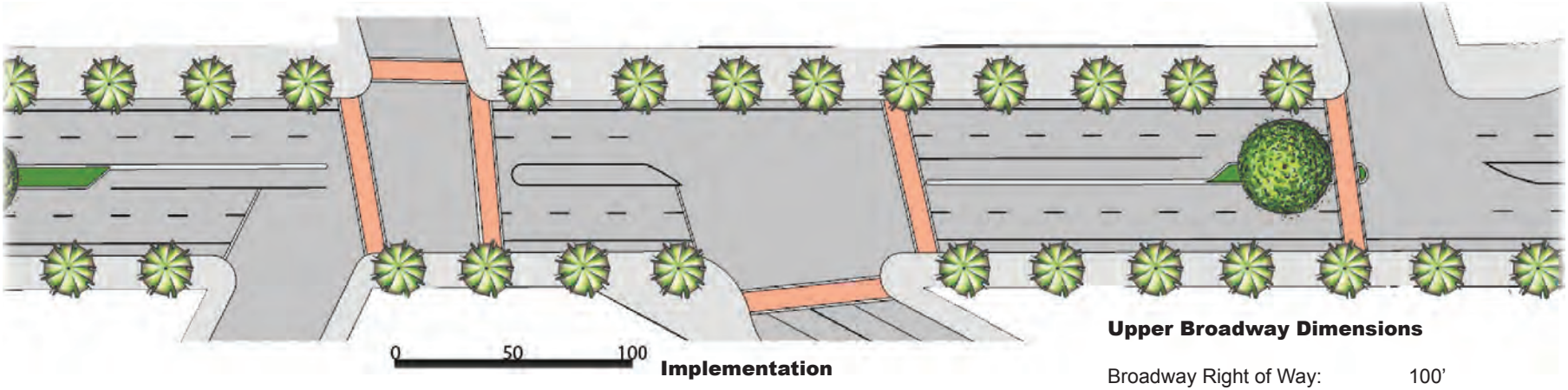


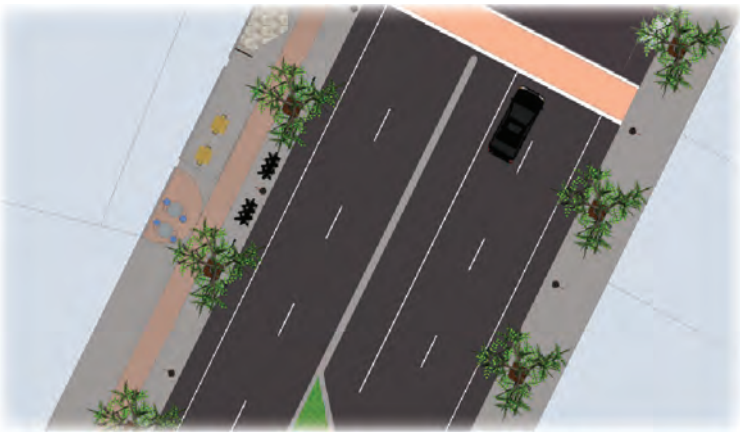
Background

One theory I contemplated during the design process was that of the seeming dichotomy between accessibility and mobility. Design strategies that emphasize mobility usually focus on getting quickly from point "A" to point "B;" the argument here is that what the trip accomplishes matters less than how fast you got there. On the other hand, design strategies emphasizing accessibility consider the ability to reach a variety of opportunities as beneficial, rather than movement itself. Mobility usually favors travel by automobile, while accessibility values multi-modal transportation such as walking and biking. One of my goals for this project was to merge the two strategies to create a truly enjoyable experience for a variety of travelers.

Northern Broadway Streetscape

Sonia Aery





Implementation

To create a vibrant, pedestrian friendly experience, the east side of Broadway will be 22 feet wide. This will allow restaurant to extend their dining patios so that the line between private activity (eating) and public activity (walking on the sidewalk) can be blurred. The street side of the sidewalk will be lined with benches, street lamps and trees; the canopy starting at 12 feet from the ground to ensure visibility of commercial signage. These elements combined will create a feeling of enclosure and safety for the pedestrian. The bike lanes on each side of Broadway will be five feet wide; anything less is unsafe because of the adjacency of two auto traffic lanes in each direction. Oncoming traffic will be separated by a 10-foot wide median which peters into left-turn lanes at each intersection. The western sidewalk will be 14 feet to encourage foot traffic toward the southern end of Broadway.

Upper Broadway Dimensions

Broadway Right of Way:	100’
Sidewalk width	
West:	22’
East:	14’
Carriage Way (curb to curb):	64’
Design Speed:	30 mph
On Street Parking	
West:	none
East:	none
“New Street:”	parallel one side
Bike travel	Dedicated Class II lanes
Landscaping	
Street Trees:	spaced 40’ on center
Other planting	
Special Amenities	Raised crosswalks
Maintenance:	Public

Northern Broadway Streetscape

Sonia Aery

Pillsberry Hill

Cyrus Dorosti - Architecture - University of Oregon
Kevin Moy - City and Regional Planning - Cal Poly

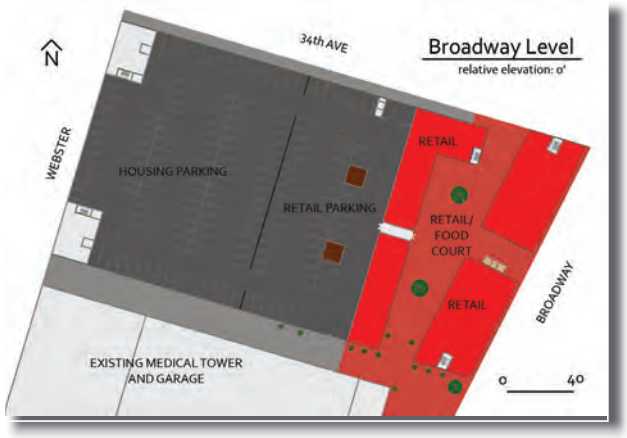
Project Description

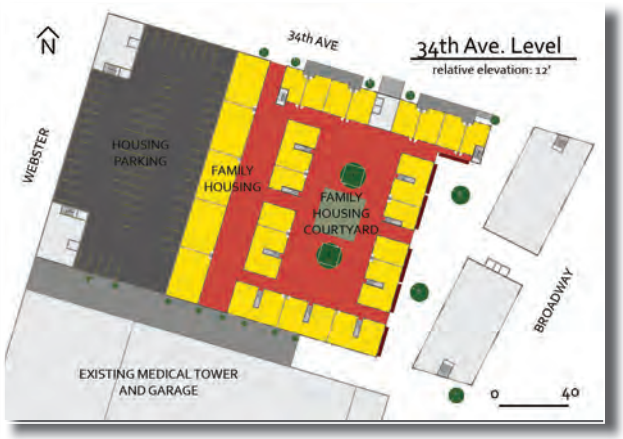
Pillsberry Hill is located on the north most section of the Auto Row District and is directly adjacent to Interstate 580. The project site is also bordered by 3 medical facilities including the Kaiser Medical center, Alta Bates Medical center, and Private Medical Offices and parking garage. The site is also located near 2 potential recreational areas Mosswood Park to the North and Glen Echo Creek to the East. An important feature of this site is the grade change from Webster Street to Broadway. Our site is separated into 2 sections by 34th street, the Northern section closest to I-580 is a prime location for a Hotel and Condo building. We found that the southern portion of our site is an Ideal location for affordable housing.

California Polytechnical State University - Summer 2009 Oakland Auto Row - Directed by Pyatok Architects - Support by EBHO

Pillsberry Hill Housing

Cyrus Dorosti - Architecture - University of Oregon
Kevin Moy - City and Regional Planning - Cal Poly





Project Description

The northern end of the Broadway Auto Row provides many challenges for future developers. While, the nearby freeway visibility could be a big supporting factor to develop big box retail, a closer look at the complicated and confusing freeway entrances and exits shows that retail may be difficult. It is for this reason, that the class chose to promote the major retail toward the southern parts of the Auto Row and focus more on residential at the North. Our site, had two major constraints, the 580 freeway on one side, and the large medical tower and parking garage on the other. However, after thorough analysis of the site, many opportunities also arose. A study of the affordable housing tax credit prerequisites showed that affordable housing was both a viable and practical option for the site, as the site was in easy walking distance to parks, schools, and transit. In addition, the 25' slope difference between Webster and Broadway provided an easy solution to the always blightful parking problem. Finally, the adjacency to Pill Hill and all the medical facilities provided opportunities to create housing for both seniors and workforce families. After weighing these opportunities and constraints, I developed a somewhat complex program that really could maximize the potential for the site. By terracing the site to three different levels, I was able to hide all parking while still providing room for three distance communities. By providing this mix of housing types and people, it was my goal to develop a platform for future retail development that may be coming to the area. At the Broadway level I developed market rate housing and retail to support the Pill Hill workforce. Along 34th street, I saw an opportunity for family housing that also contributed to the nearby workforce. And finally, at the Webster level, assisted living senior housing was developed to take advantage of the adjacency to the nearby medical facilities. Overall, the plan successfully provides distinct housing types on one site, while still having enough seclusion and privacy due to the terraced grade changes.

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2

Pillsberry Hill Housing

Cyrus Dorosti - Architecture - University of Oregon
Kevin Moy - City and Regional Planning - Cal Poly

Above- Retail Court Yard

Above - A view from Market Rate Balcony

Above - Inner Family Court yard
Below - Rendered Alley

Above - Section through the middle of the site

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3

Pillsberry Hill Housing

Cyrus Dorosti - Architecture - University of Oregon
Kevin Moy - City and Regional Planning - Cal Poly

Above - Senior Court Yard

Above - A view from the Seniior Terrace
Below - A Section throught the middle of the family housing

Net Site Area: 2.3 Acres

Total Number of Units 258
Density 112 DUA

Total Number of Affordable Units 210
One bedroom Flats 164
Three Bedroom Flats 12
Three Bedroom Town Homes 34

Total Number of Market Rate Units 48
One bedroom Lofts 24
Two Bedroom Flats 24

Total Retail Space 18,434 SF

Assisted Living Space for Seniors 13,511 SF

Total On-site Residential Parking 200
0.75 cars/unit affordable
1 car/unit market rate

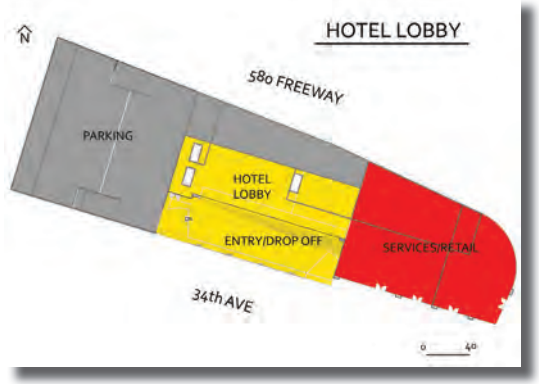
Total On-site Retail Parking 57
3 spaces per 1,000 sf. of retail

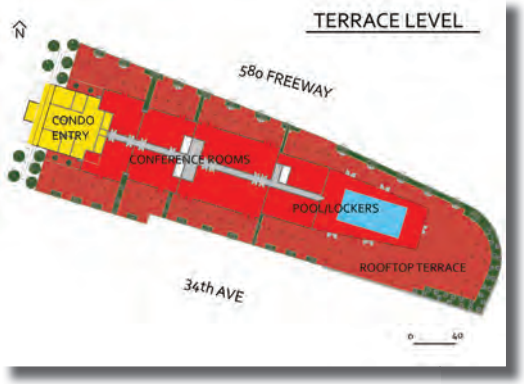
California Polytechnical State University - Summer 2009 Oakland Auto Row - Directed by Pyatok Architects - Support by EBHO

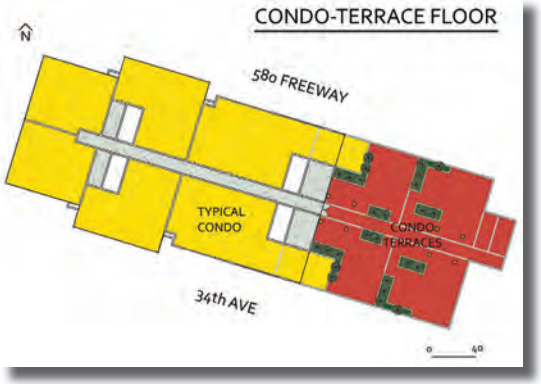
4

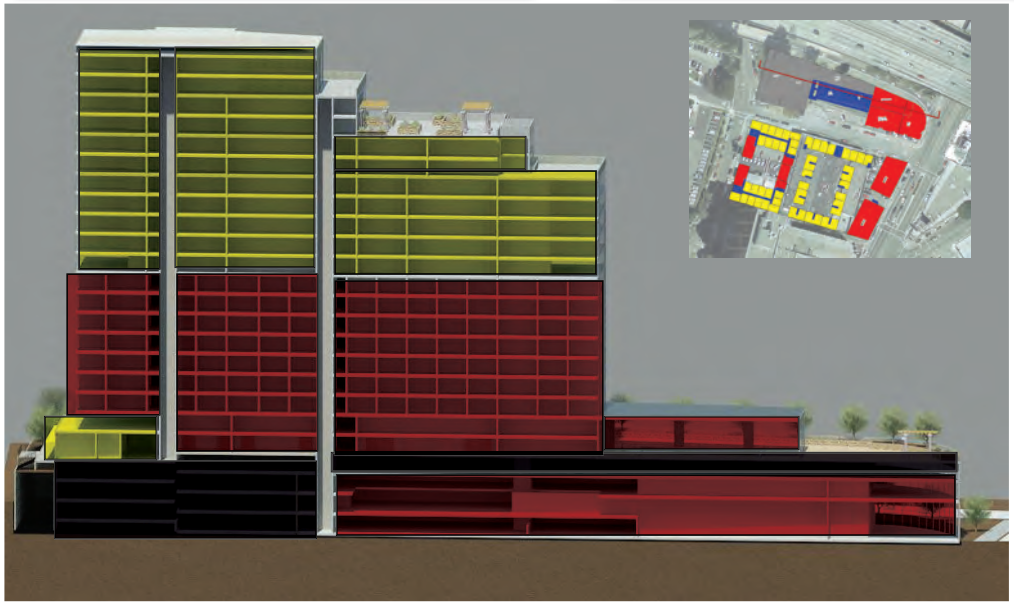
Pillsberry Hill Hotel

Cyrus Dorosti - Architecture - University of Oregon
Kevin Moy - City and Regional Planning - Cal Poly



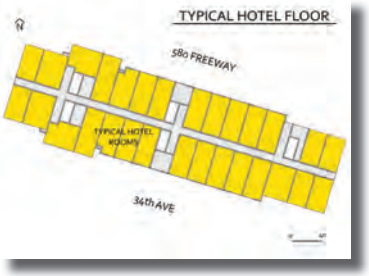


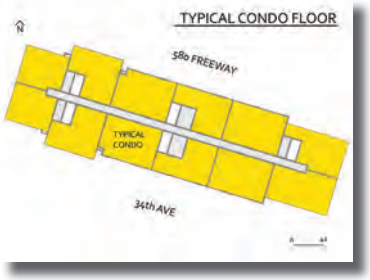




Section Key

- Residential Levels
- Hotel Levels
- Parking Levels





California Polytechnical State University - Summer 2009 Oakland Auto Row - Directed by Pyatok Architects - Support by EBHO

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Pillsberry Hill Hotel

Cyrus Dorosti - Architecture - University of Oregon
Kevin Moy - City and Regional Planning - Cal Poly

Above - The View from the Kaiser MSB Building with the proposed developed building

Above - An Elevation view from 34th street

Net Site Area:	1.3 Acres	One Bedroom	48
		Two Bedroom	32
Total Number of Units	287	3 Bedroom Luxury	4
Density	73 DUA		
		Total Retail Space	5700 SF
Total Number of Hotel Rooms	203	Total On-site Parking	273
Total Number of Market Rate Units	84	1 car/unit market rate	

Project Description

The Northern most section of the Broadway Auto Row area is situated between two built barriers I-580 to the North and existing medical uses to the South and West. The hotel is situated is a small 1.3 Acre site which is adjacent to I-580 the site has a 25 foot grade change between Webster and Broadway. While doing site analysis we found that the Pill Hill and Kaiser Medical Centers did not have a decent hotel within a mile, as such this location was ideal to locate a hotel for the main purpose to serve people visiting the hospitals. Another important aspect of the site is the views from the top of the Condo units you can see both downtown San Francisco and Oakland to the West and South, while also getting a view of the Oakland hills to the East.

The first 3 floors of the Hotel are separated into parking within the grade change, retail along Broadway, the condo lobby entrance along Webster and the Hotel Lobby along 34th. The hotel portion of the project has many amenities including a pool, 6 conference rooms with private terraces, Bar, and more. The Condo Entrance/Lobby along Webster is an important feature along with amenities like private terraces, community rooms, and work out spaces. This project was also able to fit almost 100% of its parking demand on site with a total of 273 parking spaces. While this site has no affordable housing this project could provide off site mitigation funding for affordable housing.

Pillsberry Hill Hotel

Cyrus Dorosti - Architecture - University of Oregon
Kevin Moy - City and Regional Planning - Cal Poly

Above - View looking down 34th street

Above - Condo Lobby entrance
Below - Hotel Pool Terrace

Above - View of the Hotel Lobby and Dropp off
Below - View from I-580

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Pillsberry Hill Renderings

Cyrus Dorosti - Architecture - University of Oregon
Kevin Moy - City and Regional Planning - Cal Poly

Above - Elevation from Broadway Below - Elevation from Webster Street

California Polytechnical State University - Summer 2009 Oakland Auto Row - Directed by Pyatok Architects - Support by EBHO

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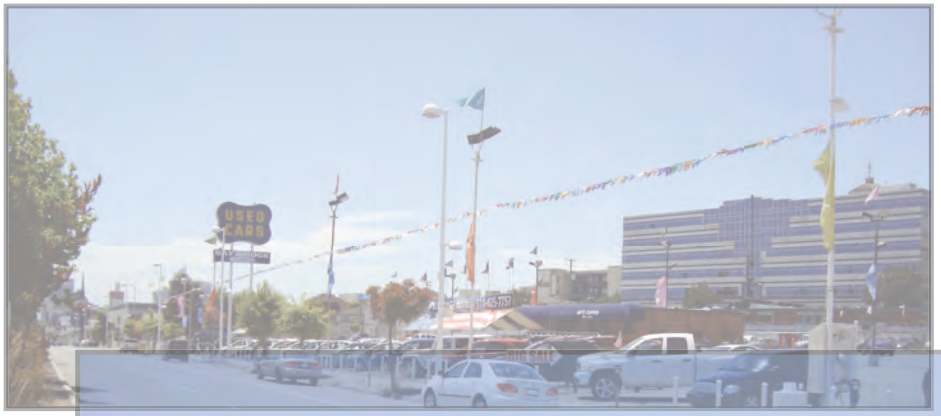
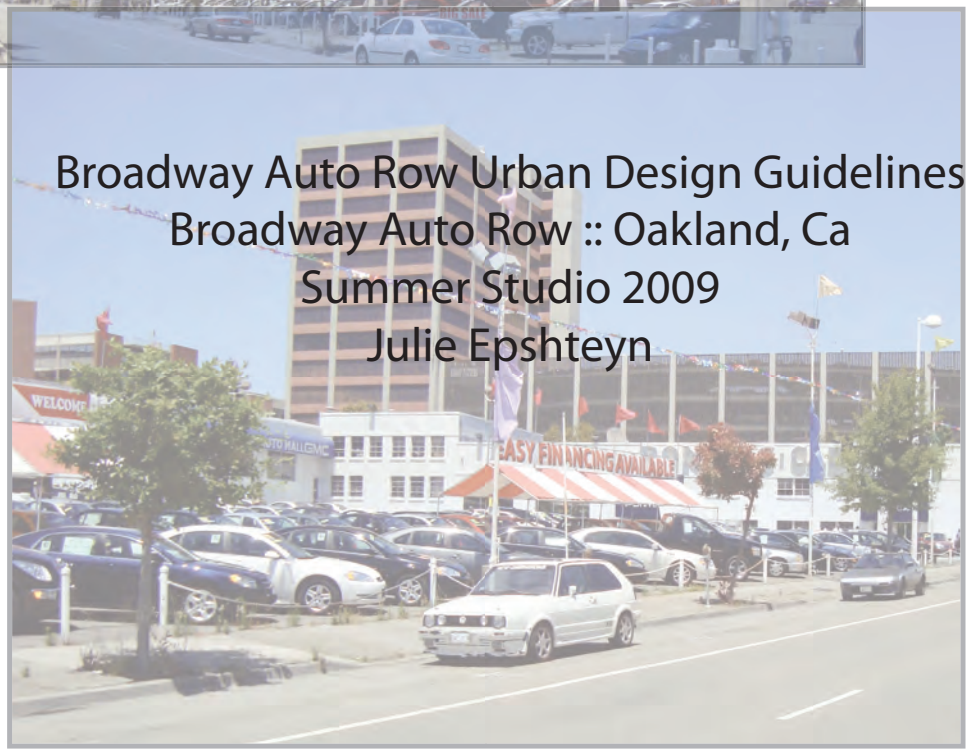
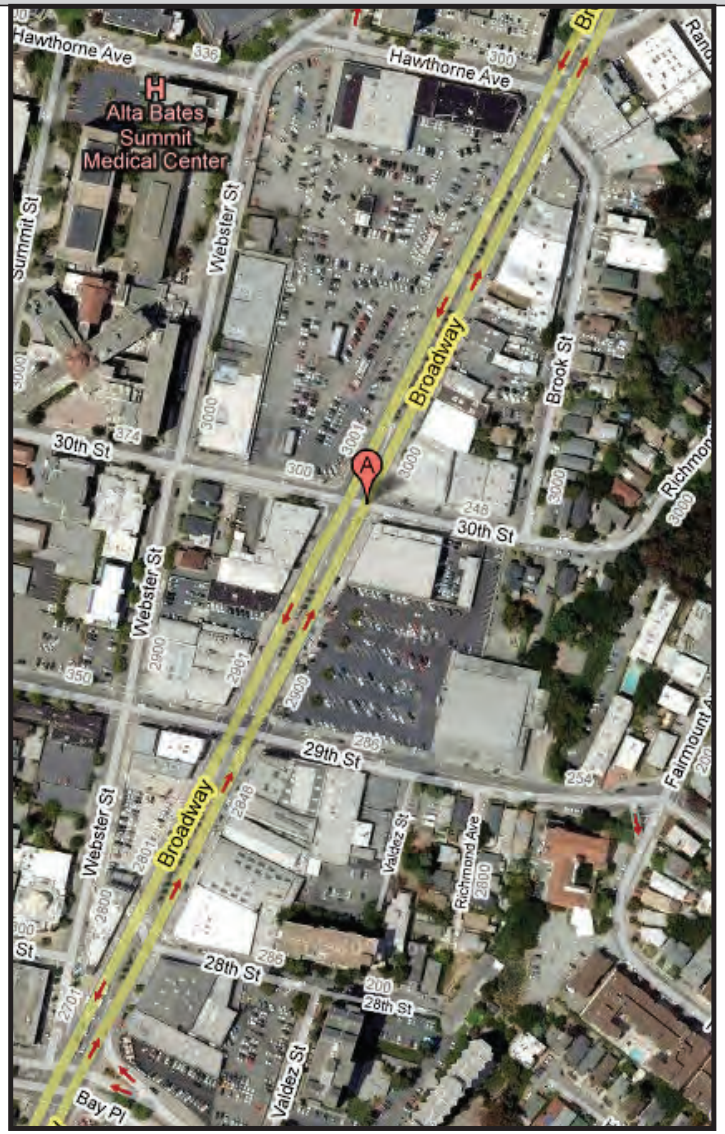
AREA D :: BROADWAY & WEBSTER inbetween HAWTHORNE AVE & 30TH STREET





Broadway Auto Row Urban Design Guidelines
Broadway Auto Row :: Oakland, Ca
Summer Studio 2009
Julie Epshteyn



LAND USE AND ECONOMIC DEVELOPMENT

General Description: Commerical & Medium Density Residential

Allowed Uses: Ground Floor- retail or office, Upper Floors- residential

Pedestrian access - Main entrance location: 1st floor entrances for commerical and rear courtyard entrances for residential

Pedestrian access - elevator access: ADA compliance

Ground Floor Frontages - rooms facing primary public spaces: living spaces or active spaces only

Vehicle access and parking - Required spaces: 1 spot per residential unit, 3 spots per 1,000 sqaure feet of commerical space

Vehicle access and parking: Parking may be reduced by 50% for affordable housing units

Vehicle access and parking - allowed parking types: parking garage and street parking

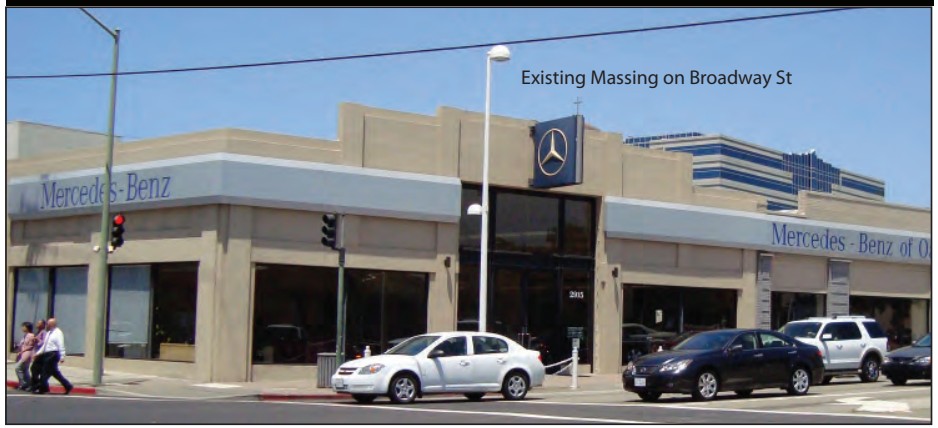
Landscape - minimum required street trees: one tree every 30 feet

Landscape: 4'x6' minimum for treewells with 18" high surronding fence

BROADWAY :: between Hawthorne & 30th St.

San Jose, California - Santana Row: 3-6 stories of residential over street front retail

URBAN FORM, VISUAL QUALITY AND MASSING



Building Placement - Build-to-line: 0' setback minimum

Building Placement: storefront setback at least 18" to inhance visual appeal of street

Building form - Maximum building height: 65' for wood frame

Building form - Minimum building height: 30'

Building form - Minimum ground floor ceiling height: 12' (preffered 14'-15')

Building form - Minimum ground floor Floor-to Floor height: 14' (preffered: 18'-20')

Building form - Minimum upper floor(s) ceiling height: 9'

Building size and massing - composition: No flat fronts more than one story- must have break in plane

Building form - Maximum building width: 100% property line

Parking - Required spaces and location: one spot per residential unit & three spots for every 1,000 square feet of retail space

BROADWAY

San Jose, California- Santana Row: double height ground floor retail with 18" setback

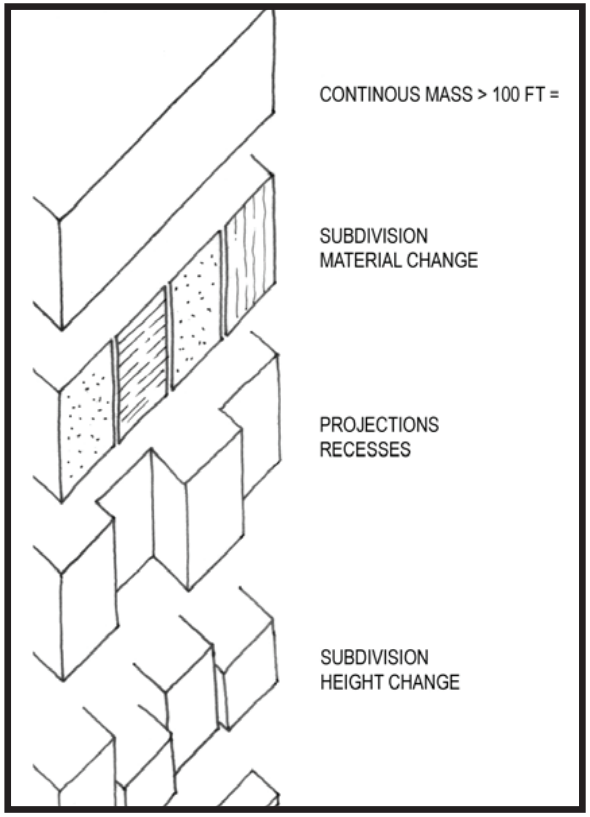
URBAN FORM, VISUAL QUALITY AND MASSING

Massing: All buildings should break down mass composition into human scale elements in both commerical and residential sections. Long, tall and large pieces of facade surfaces should be avoided

Facade composition: At the street level, facades should provide the maximum possible visibility into the buildings in order to maximum visual appeal for pedestrians. Opennings ranging from 50%-80% on building fronts are recommended for pedestrian exposure.

Elements and details: Ornamentation and detailing should be provided to avoid bland and visual un-appealing facades and building fronts. Elements should be unique to provide variety of architectual composition.

BROADWAY



Portland, Oregon - Pearl District: ornamentation and detailing used to enhance visual appeal

STANDARDS FOR STREET FURNITURE

Existing Street Furniture on Broadway

Bench Placement - setback from curb: Two feet from the curb
Bench Placement - setback from building: 13’
Special requirements: Benches must be five feet clear of any building opening
Bus Stop Placement - setback from curb: The passenger shelter area and bus stop pole should be located three feet away from the curb
Bus Stop Placement - setback from building: The passenger shelter should be five feet wide and located seven feet away from any building
Special requirements: Bus stops will consist of a sheltered bench ten feet long and five feet wide; each stop will have a pole marking the spot

BROADWAY | BENCHES & BUS STOPS

Top & Left: Benches oriented towards building enterances

Bottom: Sheltered bus stops

STANDARDS FOR STREET LIGHTING & LANDSCAPING

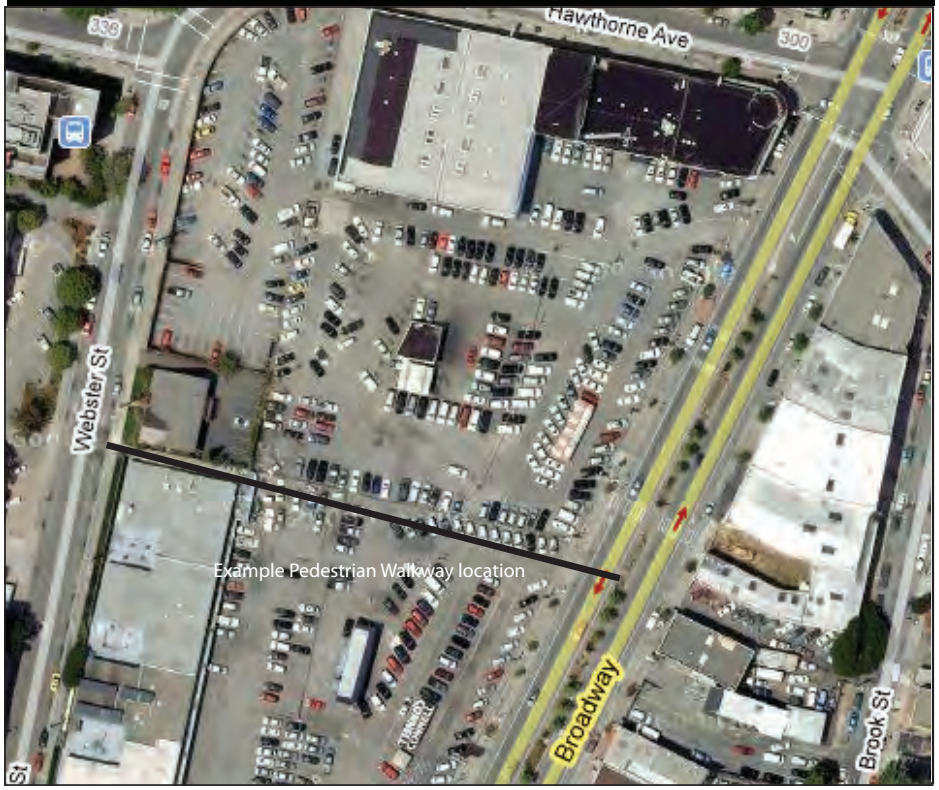
Existing Lighting & Landscaping on Broadway

Light Post Placement - setback from curb: 3-5 ft
Light Post Placement - setback from building: 3ft
Light Post Height and Purpose: 12-15ft high light fixtures will promote a safer neighborhood and pedestrian friendly environment
Landscape: one tree every 30' with 4'x6' minimum for treewells with 18" high surronding fence
Landscape: minimum 10' high hanging flower beds on buildings every 20'
Notes / special requirements: minimum of one light fixture every 20ft of pedestrian walkway is required

BROADWAY STREET

Light fixtures placed along sidewalk in between trees to enhance visibility and promote safety

STANDARDS FOR PEDESTRIAN WALKWAY LIGHTING



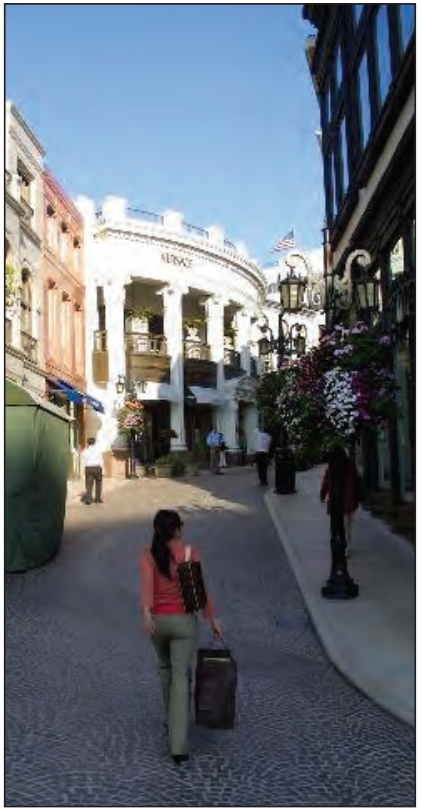
Pedestrian walkways will run parallel to Hawthorne Ave and will cut through from Broadway to Webster St

Lighting Fixture Placement - light fixtures attached to building or pole mounted 8-10ft in height

Lighting Fixture Purpose: light fixtures will promote a safer pedestrian friendly environment by providing illumination and encourage use of pedestrian walkways

Notes / special requirements: minimum of one light fixture for every 20ft of walkway is required

PEDESTRIAN WALKWAYS



Mounted light fixtures every 20ft promote safety in pedestrian walkways

STANDARDS FOR SIGNAGE

Existing Signage on Broadway

Parallel-to-street Signage Placement - standards: parallel signs may be placed against the store front windows and must be located 3-6ft above ground level and cannot exceed five ft length

Perpendicular-to-street Signage Placement - standards: perpendicular signs must be suspended over the sidewalk with a vertical clearance of eight feet and cannot exceed three ft length

Signage Audience: signs should be designed to advertise mainly to pedestrians walking adajacent to retail stores

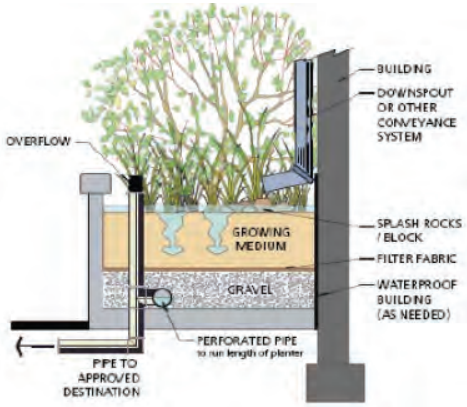
Notes / special requirements: perpendicular signs must be placed one foot away from the building

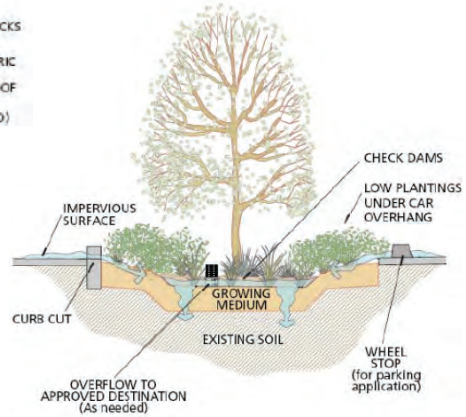
BROADWAY

Design signage appropriate for the scale and character of the project and immediate neighborhood. All signs should be oriented to pedestrians and/or persons in vehicles on streets within the immediate neighborhood. Signage should be designed

1. to facilitate rapid orientation
2. to add interest to the street level environment
3. to reduce visual clutter
4. to unify the project as a whole
5. to enhance the appearence and safety of the Broadway Auto Row area

STANDARDS FOR STORMWATER TREATMENT





Description: Stormwater treatment will be done using various forms of street edge alternatives to enhance infiltration and take advantage of annual precipitation. Flow-through planters will be implemented along building frontages to collect stormwater from rain gutters. The stormwater will then be used to water plants and any overflow will be directed to the city's stormwater system. Different pervious patterns in parking areas will be used to allow stormwater to percolate through and enter the compacted soil below. Vegetated swales will be placed whereever there are trees along the sidewalks, medians, etc. These swales will collect absorb, and filter rainwater from streets and buildings into the ground. These measures will reduce the amount of storm runoff by distributing stormwater to planted trees and vegeation.

ALL STREETS

Bioswales for stormwater treatment in Seattle, Washington

LAND USE AND ECONOMIC DEVELOPMENT

Existing View of Webster at 30th St.

General Description: Medium Density Residential

Pedestrian access - Main entrance location: ground floor lobbies

Pedestrian access - ground floor residents: entrance to residence from street level

Frontages - rooms facing primary public spaces: living spaces or active spaces only

Vehicle access and parking - Access to dwellings from parking: elevator to ground floor lobbies

Landscape - minimum required landscape: one tree every 30 ft of sidewalk

Lighting- minimum required lighting: 8-10ft tall fixture in between trees every 30 feet

Building Placement: no setback required if ground floor is raised at least 3' from street level (for Building Placement options see Urban Form, Visal Quality & Massing)

Building size and massing - composition: No flat fronts more than one story; must have a break in flat plane

Lobbies: Entries serving four or more residential units should be double height (minimum 20') and strongly expressed using canopies, lighting, landscaping and change in sidewalk texture

WEBSTER :: between Hawthorne & 30th St.


Brooklyn, New York City: medium density residental units with raised ground floor

URBAN FORM, VISUAL QUALITY AND MASSING

Building Placement - Build-to-line: 0'

Building Placement (Option 1): ground floor at street level; requires building setback of 8' minimum from sidewalk to create buffer using vegetation and a permanent fence

Building Placement (Option 2): ground floor is raised 18" ; requires building setback of 3' minimum to create a buffer using vegeation and fence

Building Placement (Option 3): ground floor is raised at least 3'; no setback required

Building form - Maximum building height: 65' for wooden frame building

Building form - Minimum building height: 30'

Building form - Minimum ground floor ceiling height: 10' (preffered 12'-14')

Building form - Minimum ground floor Floor-to- Floor height: 12' (preffered 16'-18')

Building form - Minimum upper floor(s) ceiling height: 10'

Building form - Maximum building width: 100% property line

Notes/ Requirements: Ground floor residences on Webster shall have their own porches and/or stoops

WEBSTER STREET

Brooklyn, New York City: brownstone apartments with stoops for ground floor entrances

STANDARDS FOR STREET LIGHTING & LANDSCAPING

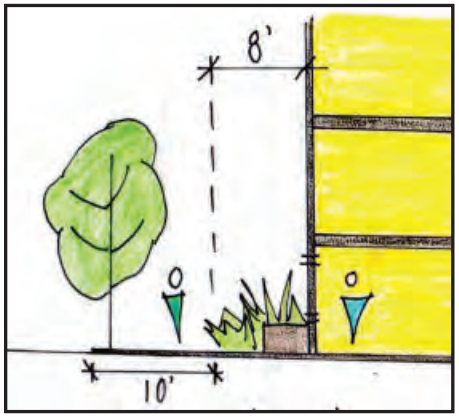
Light Post Placement - setback from curb: 3-5 ft
Light Post Placement - setback from building: 3ft
Light Post Height and Purpose: 8-10ft high light fixtures will promote a safer neighborhood and pedestrian friendly environment
Special requirements: minimum of one light fixture every 20ft of pedestrian walkway is required
Landscape - minimum tree requirement: one tree every 30 feet of sidewalk
Landscape - sidewalk buffer: minimum 3' vegetation buffer to seperate sidewalk from street and serve as a bioswale

WEBSTER STREET

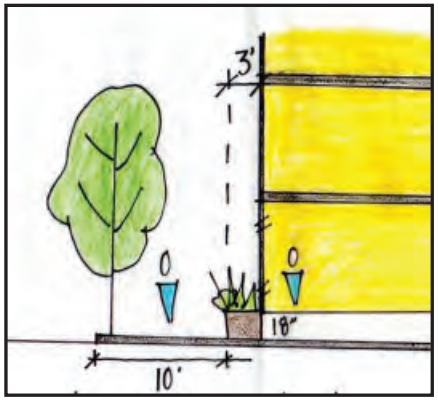
Top: Light fixtures promote safety and visibilty

Bottom: Large canopy trees residential character of neighborhood and slow traffic

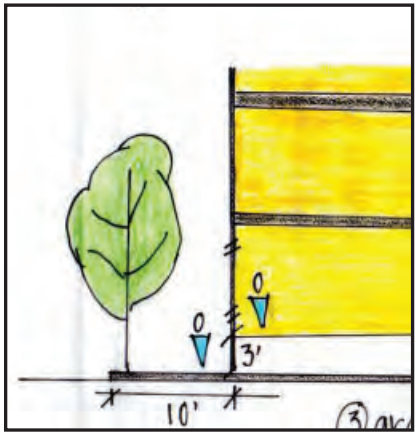
WEBSTER BUILDING PLACEMENT



Building Placement (Option 1): ground floor at street level; requires building setback of 8' minimum from sidewalk to create buffer using vegetation and a permanent fence



Building Placement (Option 2): ground floor is raised 18" ; requires building setback of 3' minimum to create a buffer using vegeation and fence



Building Placement (Option 3): ground floor is raised at least 3'; no setback required

BROADWAY MASSING & VISUAL QUALITY