

N3

Key Attributes

- Retail Core established between 29th St. & Hawthorne
- Single-level major retail anchors on key opportunity sites
- Limited vertical mixed use with residential over retail
- Small cluster of medical office near freeway
- Limited residential development

Key Actions

Open Space

- Enhance street design with wider sidewalks, bulb-outs, street trees, landscaping, and improved transit stops
- Locate an entry plaza on the west side of Broadway midway between 30th and Hawthorne
- Create an east/west pedestrian street that links Brook St., Broadway and Pill Hill
- Create a small entry plaza on the east side of Broadway between 29th and 30th Streets
- Improve existing plaza at 27th & Broadway to make it more appealing for people use

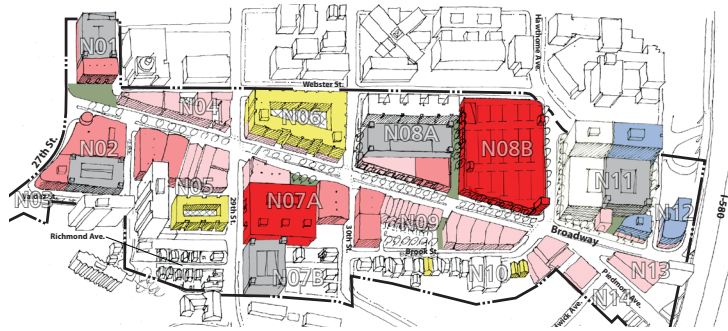
Historic Resources

- Preserve and reuse six (6) of eight (8) designated historic buildings
- Modify and reuse two (2) of eight (8) designated historic buildings (McConnell GMC Pontiac Cadillac and current Volkswagen building)
- Preserve fifty-three (53) of fifty-nine (59) contributing structures in designated Areas of Secondary Importance (ASI)
- Relocate the 2 Victorian residences on the west side of Brook Street north of 30th Street to fill in gaps on the east side of Brook Street

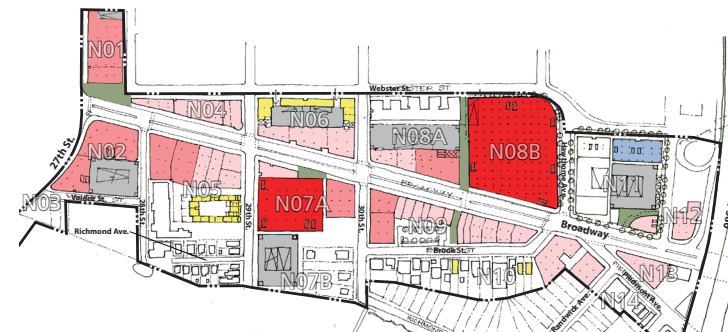
Circulation Changes

- Convert Valdez Street north of 27th Street to two-way traffic
- Create a mid-block pedestrian street between Brook and Broadway
- Create a mid-block pedestrian street between Webster and Broadway (Bay Bridge Motors site).

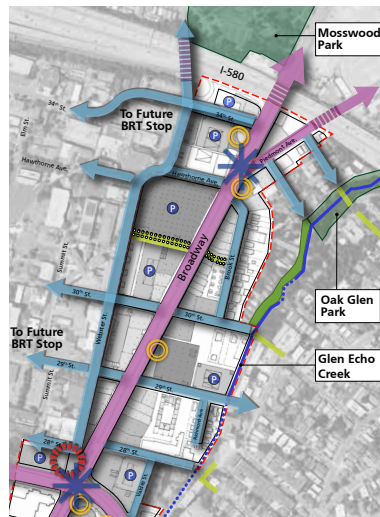
Axonometric - Alternative N3



Ground Floor Plan - Alternative N3



Public Realm Framework



Legend: Concept Plan

- Project Boundary
- Major Retail
- Minor Retail
- Other Retail
- Office
- Residential
- Parking
- Park / Greenway
- Plaza

Legend: Public Realm

- Project Boundary
- Existing Open Space
- Glen Echo Creek
- Glen Echo Creek Culverted
- Commercial Parking
- New Street / Access
- Street Closure
- District Gateway

Street Types

- Major Streets
- Connector Streets
- Pedestrian Streets

Project Open Space

- Major Plaza
- Entry Plaza
- New Open Space / Green Way
- Freeway Underpass Treatment

Legend: Status of Buildings

- North End
- Valdez Triangle
- Historic Building
- Buildings with NRHP Code of 5
- Retain Existing
- Preserve & Infill / New
- Reuse Existing
- New Development
- Block in Alternative

Status of Buildings



Broadway/Valdez District Specific Plan

Alternatives: North End

Project Goals

- A major comparison goods retail destination
- An economically and socially sustainable mixed use retail district
- A land use mix and intensity that:
 - supports redevelopment
 - responsive to market realities
 - enhances economic/retail vitality
 - Housing that complements and contributes to district vitality
- An attractive, pedestrian-oriented retail district
- A district well served by and supportive of transit
- Preservation and reuse of historic buildings
- New development that protects and enhances neighboring uses
- Development that minimizes environmental impacts

North End Alternatives - Objectives

The North End (i.e., the area north of 27th Street) provides an opportunity to develop retail and commercial uses that can complement and diversify the range of retail and services envisioned for the Valdez lifestyle retail district, create a strong second node of destination retail at the north end of Broadway, and combine re-use of historic garage and showroom buildings with selective infill to create a distinctive commercial district. The purpose of these alternatives is to explore development capacity & urban form, test economic feasibility, and assess transportation & infrastructure implications.

Development Considerations

The following observations about the North End played a role in the formulation of the conceptual development alternatives and will influence the selection of a preferred direction:

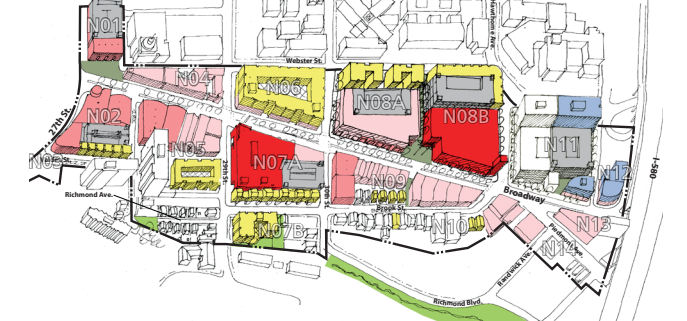
- The linear corridor presents challenges for creating a pedestrian-oriented district
- Only two sites are large enough to for major anchors: Bay Bridge Motors & Grocery Outlet
- There is an opportunity to create a centrally-located retail node between 29th and Hawthorne Streets
- The number of historic showrooms and garages suggests a strategy to preserve and re-use existing buildings
- Showrooms and garages are awkward size & shape to reuse
- Creative design & regulatory flexibility needed to preserve buildings
- Assume that some auto dealers will stay—but will ultimately adopt a more urban form of operation
- Adjacent residential areas require sensitivity to proposed adjacencies, transitions, circulation, and open space
- Brook Street and Richmond Avenue both provide opportunities to enhance multi-modal connectivity
- The adjoining medical campuses represent a potential client base for future commercial, office, and housing

Redevelopment Potential: North End					
	Retail (sf)	Office (sf)	Residential (du)	Hotel (sf)	Parking (spaces)
N1	480,000	310,000	515	0	3,150
N2	665,000	139,000	360	0	3,325
N3	619,000	139,000	197	0	2,970

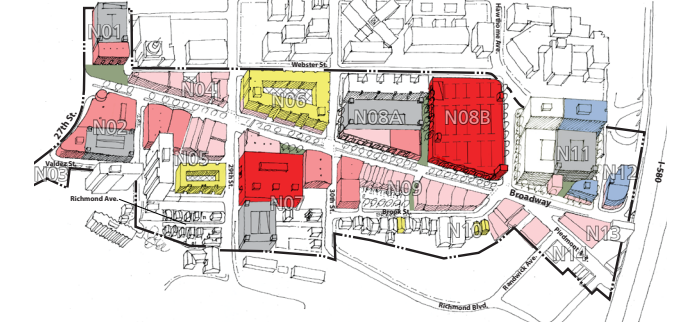
Axonometric - Alternative N1



Axonometric - Alternative N2



Axonometric - Alternative N3



Legend

- Project Boundary
- Major Retail
- Minor Retail
- Other Retail
- Office
- Residential
- Parking
- Park / Greenway
- Plaza



N1

Key Attributes

- Retail Core established between 29th St. & Hawthorne
- Focus on vertical mixed use with residential over retail
- Cluster of medical office adjacent to Pill Hill
- Residential development used as transitional use
- Greenway and two parks created along east side

Key Actions

Open Space

- Enhance street design with wider sidewalks, bulb-outs, street trees, landscaping, and improved transit stops
- Locate a major plaza on the west side of Broadway midway between 30th and Hawthorne
- Create an east/west pedestrian street that links Brook St., Broadway and Pill Hill
- Create a small entry plaza on the east side of Broadway between 29th and 30th Streets
- Improve existing plaza at 27th & Broadway to make it more appealing for people use
- Create a pedestrian greenway along west side of Glen Echo Creek from Oak Glen Park to 29th St.
- Create a small neighborhood park between 29th and 30th streets
- Create a pocket park on the vacant parcel at the east end of 28th Street.

Historic Resources

- Preserve and reuse seven (7) of eight (8) designated historic buildings
- Modify and reuse one (1) of eight (8) designated historic buildings (McConnell GMC Pontiac Cadillac)
- Preserve fifty-one (51)of fifty-nine (59) contributing structures in designated Areas of Secondary Importance (ASI)

Circulation Changes

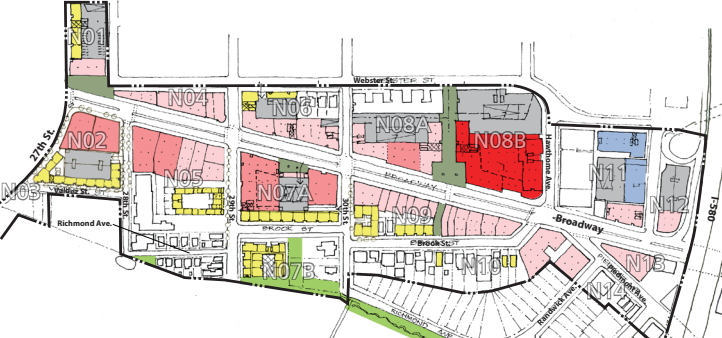
- Extend Brook Street south between 30th and 29th Streets (align to avoid existing residence)
- Extend Richmond Avenue south of 29th Street to provide a through connection with 28th Street
- Convert Valdez Street north of 27th Street to two-way traffic
- Create a mid-block pedestrian street between Brook and Broadway
- Create a mid-block pedestrian street between Webster and Broadway (Bay Bridge Motors site).

Redevelopment Potential: North End - N1				
Retail (sf)	Office (sf)	Residential (du)	Hotel (sf)	Parking (spaces)
480,000	310,000	515	0	3,150

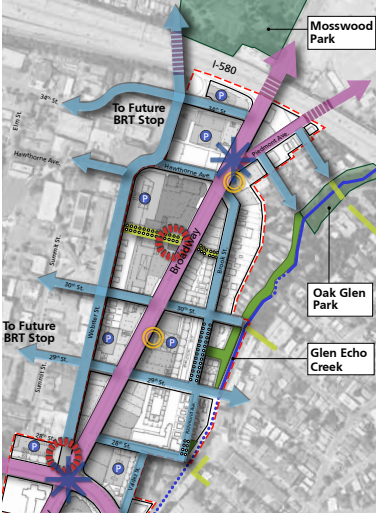
Axonometric - Alternative N1



Ground Floor Plan - Alternative N1



Public Realm Framework



Legend: Concept Plan

- Project Boundary
- Major Retail
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- Other Retail
- Office
- Residential
- Parking
- Park / Greenway
- Plaza

Legend: Public Realm

- Project Boundary
- Existing Open Space
- Glen Echo Creek
- Glen Echo Creek Culverted
- Commercial Parking
- New Street / Access
- Street Closure
- District Gateway

Street Types

- Major Streets
- Connector Streets
- Pedestrian Streets

Project Open Space

- Major Plaza
- Entry Plaza
- New Open Space / Green Way
- Freeway Underpass Treatment

Legend: Status of Buildings

- North End
- Valdez Triangle
- Historic Building
 - Buildings with NRHP Code of 5
- Retain Existing
- Preserve & Infill / New
- Reuse Existing
- New Development
- Block in Alternative

Status of Buildings



N2

Key Attributes

- Retail Core established between 29th St. & Hawthorne
- 2-level major retail anchors on key opportunity sites
- Limited vertical mixed use with residential over retail
- Small cluster of medical office near freeway
- Residential development used as transitional use
- Greenway and two parks created along east side

Key Actions

Open Space

- Enhance street design with wider sidewalks, bulb-outs, street trees, landscaping, and improved transit stops
- Locate a major plaza on the west side of Broadway midway between 30th and Hawthorne
- Create an east/west pedestrian street that links Brook St., Broadway and Pill Hill
- Create a small entry plaza on the east side of Broadway between 29th and 30th Streets
- Improve existing plaza at 27th & Broadway to make it more appealing for people use
- Create a pedestrian greenway along west side of Glen Echo Creek from Oak Glen Park to 30th St.
- Create a small neighborhood park between 29th and 30th streets
- Create a pocket park on the vacant parcel at the east end of 28th Street.

Historic Resources

- Preserve and reuse six (6) of eight (8) designated historic buildings
- Modify and reuse two (2) of eight (8) designated historic buildings (McConnell GMC Pontiac Cadillac and Firestone Tire & Rubber)
- Preserve fifty-two (52)of fifty-nine (59) contributing structures in designated Areas of Secondary Importance (ASI)

Circulation Changes

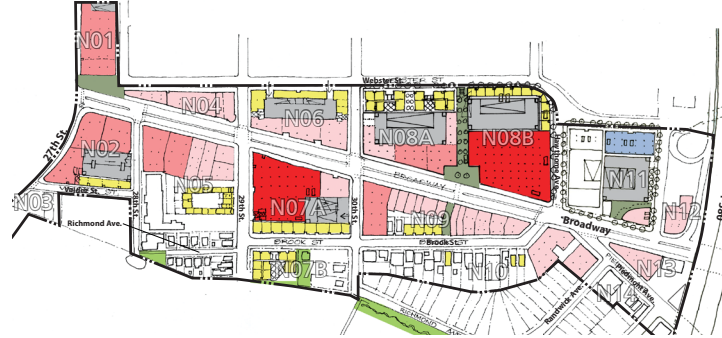
- Extend Brook Street south between 30th and 29th Streets (relocate existing residence)
- Add a pedestrian/bicycle trail connection between the south end of Richmond Avenue and 28th Street
- Convert Valdez Street north of 27th Street to two-way traffic
- Create a mid-block pedestrian street between Brook and Broadway
- Create a mid-block pedestrian street between Webster and Broadway (Bay Bridge Motors site).

Redevelopment Potential: North End - N2				
Retail (sf)	Office (sf)	Residential (du)	Hotel (sf)	Parking (spaces)
665,000	139,000	360	0	3,325

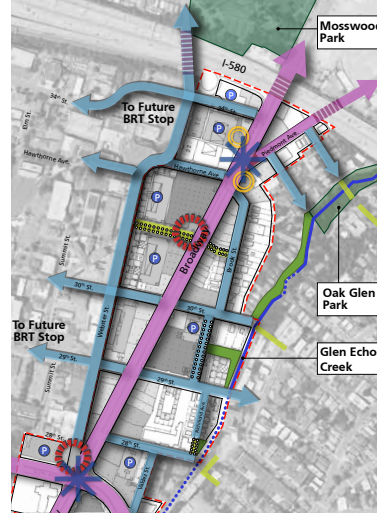
Axonometric - Alternative N2



Ground Floor Plan - Alternative N2



Public Realm Framework



Legend: Concept Plan

- Project Boundary
- Major Retail
- Minor Retail
- Other Retail
- Office
- Residential
- Parking
- Park / Greenway
- Plaza

Legend: Public Realm

- Project Boundary
- Existing Open Space
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- Glen Echo Creek Culverted
- Commercial Parking
- New Street / Access
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- District Gateway

Street Types

- Major Streets
- Connector Streets
- Pedestrian Streets

Project Open Space

- Major Plaza
- Entry Plaza
- New Open Space / Green Way
- Freeway Underpass Treatment

Legend: Status of Buildings

- North End
- Valdez Triangle
- Historic Building
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Status of Buildings

