

# Airport Gateway Area Urban Design Concept and Streetscapes

Oakland, CA and San Leandro, CA



For years, visitors traveling between I-880 and Oakland Airport asked themselves “Where am I?” as they passed through anonymous and unappealing strip corridors. The affected cities and agencies engaged FTB to improve corridor streetscapes to enhance district identity and encourage better private investment.

## BEFORE

- The three entry corridors - Hegenberger Drive, 98<sup>th</sup> Avenue, and Doolittle Drive - had a neglected “strip” character that reflected poorly on the Airport and the cities of Oakland and San Leandro.
- The cities and agencies were planning new grade-separated roadways, creating potential placemaking opportunities.

## ASSIGNMENT

- Work with the Cities of Oakland and San Leandro, Port of Oakland, and Alameda County Transportation Authority to jointly plan and design improved entry corridors to and from Oakland Airport.
- Conduct community workshops to take input and direction on project design.
- Develop cost-effective streetscape and bridge design concepts for the corridors to create an appealing and welcoming gateway experience and “raise the bar” for private development character.



AFTER: Hegenberger Drive's “grand boulevard” streetscape and sign towers improved settings for hotels and traveler services.



BEFORE: Hegenberger Drive was a placeless and anonymous commercial and industrial strip.

## OUTCOMES

- Urban Design Concept Adopted 1999; Construction Documents prepared by ICF Kaiser Engineers 1999-2001 with FTB as a subconsultant for bridge design & streetscape.
- Hegenberger Drive was rebuilt as a “Grand Boulevard” with date palm trees, decorative lighting, and landscaped medians with banner poles promoting Oakland. 98<sup>th</sup> Avenue was reconstructed as a tree-lined arterial with palm gateways. Project bridges were provided decorative railings and lighting to enhance the gateway experience.
- Doolittle Drive improvement concepts were reserved for future implementation.

**Client:** City of Oakland, City of San Leandro, Port of Oakland, and Alameda County Transportation Agency (Joint Project)

**In Collaboration with:** ICF Kaiser Engineers, Haygood & Associates

**FTB:** When this project was completed the firm name was Freedman Tung & Bottomley (FTB).

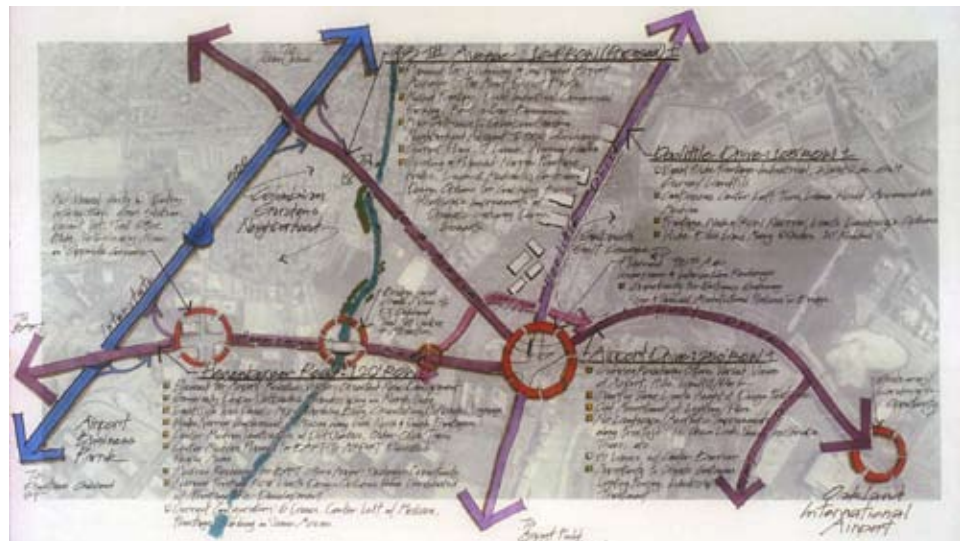


Diagram of project area.



Rendering of the streetscape design concept for the Hegenberger Drive airport gateway corridor.



An arched railing framed by light columns at a new overpass above 98th Avenue creates a gateway effect near the airport.