

About Us

Select Language | ▼

- [Mission and Goals](#)
- [Organization Chart](#)
- [FAQ](#)
- [Contact Us](#)

[Planning and Building](#) > Our Organization > [Planning and Zoning](#) > [Broadway-Webster Transformation Project](#)

Walk this Way: The Broadway/Webster Project

Walk this Way: The Broadway/Webster Project aims to transform the areas around, under and through the Broadway and Webster Street underpasses of the I-880 Freeway into a beautiful, safe, walkable, inviting, green and iconic passageway connecting Downtown Oakland and the Waterfront.

The City of Oakland seeks the best talent in urban design, architecture, landscape architecture, lighting design, engineering, transportation planning, acoustics, public art and community engagement to reimagine a new future for this key area of Downtown Oakland and to develop new tools to address the many underpasses that challenge our neighborhoods citywide.

Our Services

- [Application and Zoning Information](#)
- [Codes, Maps and Documents](#)
- [Development Services](#)
- [Green Building](#)
- [General Plan and Zoning Updates](#)
- [Historic Preservation](#)
- [Specific and Area Plans](#)

Our Organization

- [Commissions and Boards](#)
- [Zoning](#)
- [Citywide Planning](#)

Our Upcoming Events



Request for Proposals

The Design Team would undertake the following scope of work:

Phase I

- Develop an inspiring and implementable design for a set of beautiful, safe, walkable, inviting, green, and iconic passageways between Downtown Oakland and the Waterfront by reimagining the area surrounding and including the Broadway and Webster Street underpasses of the I-880 Freeway (including 1 block north, 1 block south, 1 block east and 1 block west from each of the underpasses);
- Develop a template of design elements that can be applied to other underpasses in the future;
- Conduct community engagement to garner public input;
- Develop construction drawings (35%) and a cost estimate for implementation;

Phase II

- Develop construction documents for bidding (100%);
- Support the City to secure approvals and permits;
- Provide construction management support.

Design Teams may be led or co-led by a firm specializing in urban design, architecture, landscape

architecture, or engineering. The City of Oakland encourages participation of local firms within the Design Team.

[Walk This Way: Broadway/Webster Project RFP](#)

[Addendum 1 - Pre-Bid Call in Number](#)

[Addendum 2 - Pre-Bid Presentation, Attendance Sheet Part 1, Other](#)

[Addendum 3 - Pre-Bid Attendance Sheet Part 2, Web Resources](#)

[Addendum 4 - Questions and Answers](#)

The deadline for submissions to the RFP is December 14, 2016 by 2:00pm PST.

It is recommended that interested firms register via [iSupplier](#) – the City’s contract management system. To be invited to the RFP (in order to receive notices and/or express an intent to participate in the RFP), or for general questions regarding iSupplier, please contact Paula Peav at ppeav@oaklandnet.com.

A Pre-Proposal Meeting was held on November 8, 2016. Design teams are invited to **submit questions** until 2:00pm PST on **November 18, 2016** to the following email address: cferracane@oaklandnet.com. Submitted questions will be posted with answers on the project website.

Background

Broadway is Downtown Oakland’s spine, threading together the area’s many assets. Broadway is a key connector on many levels: it is a major transit route in Downtown; it connects Downtown to its waterfront; and it serves as the primary pedestrian and vehicular corridor connecting three important neighborhoods: Old Oakland, Chinatown and Jack London District.

Running parallel to Broadway is Webster Street, a key street within Downtown Oakland and a primary pedestrian route between Chinatown and Jack London District. Webster Street also serves as a vehicular route between Oakland and the neighboring island city of Alameda. Together, Broadway and Webster Street serve as key pedestrian passageways in Downtown Oakland.

The elevated I-880 Freeway (“I-880”) cuts east-west across Downtown Oakland, breaking the continuum of walkability along Broadway and Webster Streets. Though an important transportation resource for the region, the elevated I-880 structure has a blighting and isolating effect on the larger area surrounding, under and through the Broadway and Webster Street underpasses. The presence of the structure has had the impact of reducing the vibrancy of Downtown Oakland and severing ties between the neighborhoods of Old Oakland, Chinatown and Jack London.



Project Goals

The Walk This Way: Broadway/Webster Project will:

- **Reknit** the Downtown communities and neighborhoods severed by I-880.
- **Reconnect** the City with its Downtown Waterfront.
- **Restore** the continuum of walkability of Downtown Oakland, and enable people of all ages and ability to walk and bike safely, easily, and enjoyably – day and night.
- **Transform** a series of blighted areas in and around the Broadway and Webster underpasses into a

safe, green, inviting place for the benefit of the public.

- **Strengthen** Downtown Oakland as the City's vibrant business, residential and cultural center.
- **Serve** as a model and a catalyst for the transformation of other underpasses across the City of Oakland.
- **Reinforce** Broadway as a walkable, green corridor and strengthen Webster Street as an attractive, community-oriented passageway for pedestrians and bicyclists traveling between Chinatown and Jack London District.
- **Support** local businesses and cultural institutions.
- **Reignite** investment and activity in the areas of Downtown adjacent to freeways.
- **Improve** health and quality of life for adjacent communities.

Community Involvement

The selected Design Team will conduct broad community engagement in order to address the needs of the communities impacted by the Broadway and Webster Street underpasses into the redesign of the area.

List of Resources for the Request for Proposal

Previous Workshops Focused on the I-880 Underpasses Near Broadway and Webster Street

- Jack London Improvement District - [Design Charette and Survey \(2015/2016\)](#)
- Jack London District Association - [Webster Green Design Charette \(2011\)](#)
- Transform - [Inventory of I-880 Airspace \(2013\)](#)

Existing Plans and Projects

- [Freeway Access Plan - Ongoing](#)
- [Downtown Oakland Specific Plan - Ongoing](#)
- [Lake Merritt Station Area Plan](#)
- [Revive Chinatown](#)
- [City of Oakland Bicycle Master Plan](#)
- [Estuary Policy Plan](#)

Contact Information

For more information or questions, please contact:

Christina Ferracane
Planning and Building Department
CFerracane@oaklandnet.com

