

# OAK TO 9TH BROOKLYN BASIN

## DESIGN GUIDELINES

NOVEMBER 2006



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## DESIGN GUIDELINES

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PREPARED BY ROMA DESIGN GROUP

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**ILLUSTRATIVE PLAN**

# THE VISION FOR BROOKLYN BASIN



Brooklyn Basin will establish a vibrant new mixed-use neighborhood on the Oakland Estuary, reinforcing the public role and destination appeal of the waterfront as a civic destination of regional importance. With its extensive “necklace” of parks, promenades, quays and plazas, the new community will significantly extend and enliven Oakland’s waterfront eastward from Jack London Square, reconnecting the City with a significant portion of its shoreline. In addition

to its open space network, a rich offering of cultural, commercial and recreational activities will give Brooklyn Basin importance to Oakland and the Bay Area community. A diverse mix of residents will further enliven this part of the City and establish it as a viable neighborhood with sufficient critical mass to overcome the significant transportation infrastructure that now separates the waterfront from the downtown and the remainder of the community.



# URBAN DESIGN PRINCIPLES

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The goal for Brooklyn Basin is to create a vibrant mixed-use neighborhood that furthers Oakland's efforts to promote urban living and to reconnect the city with its waterfront. The following urban design principles are intended to support this goal:

1. Establish a continuous and diverse network of public open spaces, including parks, promenades and plazas along the Estuary shoreline.
2. Configure and design the open space system to serve as a city-wide and regional resource.
3. Create walkable and lively public streets, open spaces and pedestrian ways that provide strong visual and pedestrian linkages between the waterfront and inland areas.
4. Provide a range of cultural, recreational and commercial activities that reinforce the public destination appeal and civic role of the waterfront.
5. Introduce a mix of housing that supports a diverse population of residents and that promotes a day and nighttime environment along the waterfront.
6. Maintain and enhance public views to the waterfront.
7. Configure and design buildings to spatially define and reinforce the public character of streets and open spaces.
8. Introduce ground level activities that enliven streets and public spaces.
9. Develop a dynamic composition of taller and shorter buildings that reinforce the spatial characteristics of the waterfront and open space system, and that dramatize this unique shoreline setting.
10. Allow for a diversity of architectural expressions within the strong public framework of streets and open spaces.



**CONTINUOUS WATERFRONT OPEN SPACE**



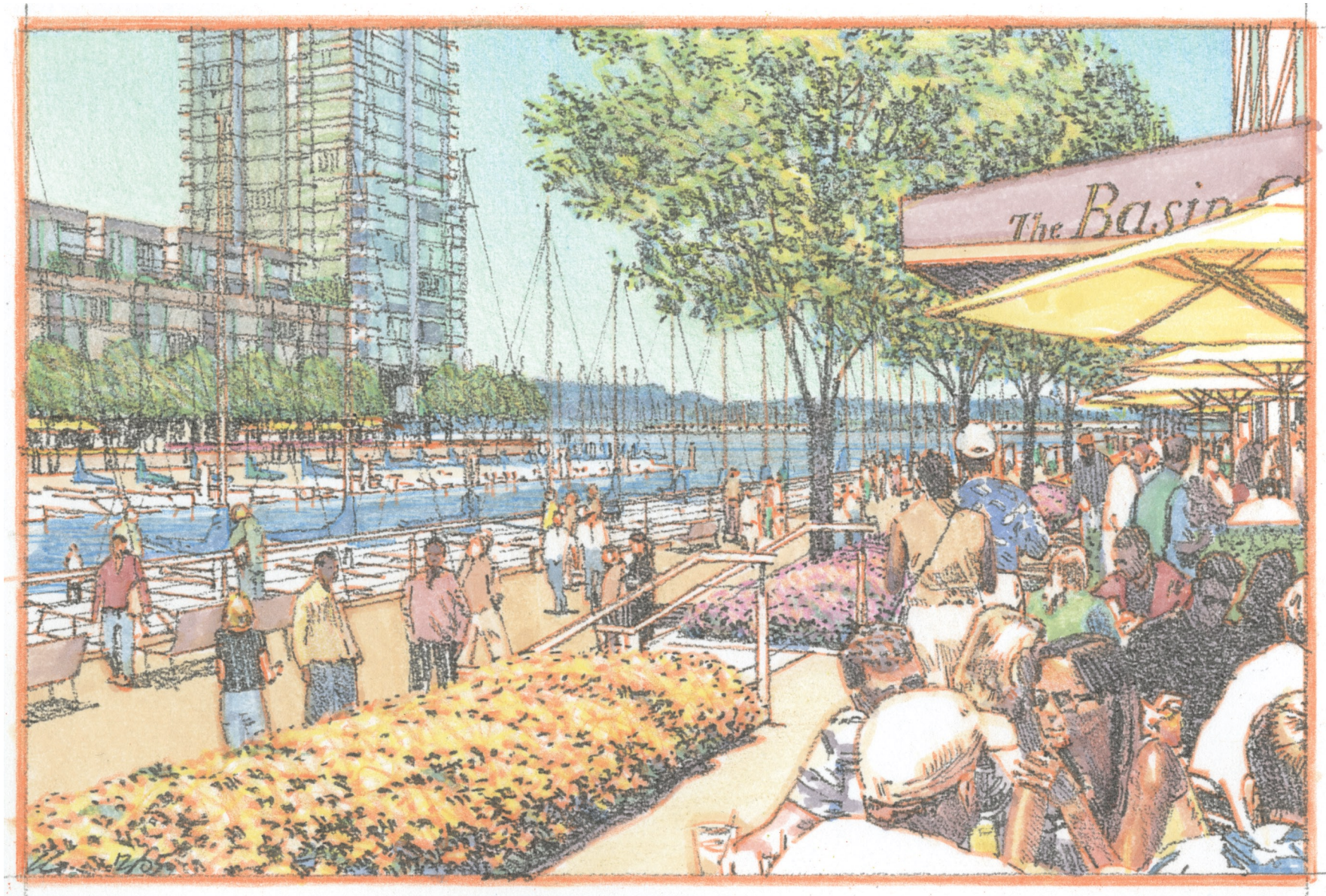
# URBAN DESIGN CONCEPT

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## A Continuous Necklace of Waterfront Open Space

Brooklyn Basin will provide approximately 32 acres of public open space along the Estuary, linked by a continuous pedestrian and bicycle trail system that connects Jack London Square with Oakland's eastern waterfront. The open space system will include a restored wetland, four new parks, an expanded Estuary Park, and a wide public promenade along the perimeter of Clinton Basin. More specifically:

- **Estuary Park** will be expanded by approximately 2 acres to the north and east, and more strongly integrated with the Aquatic Center at the mouth of Lake Merritt Channel; public parking will be provided along the western edge of the open space and the large field space will be enhanced. The park will open up panoramic views to the Estuary from The Embarcadero.
- **Channel Park** across Lake Merritt Channel from Estuary Park will be designed as a large waterfront meadow with a new vegetated edge, suitable for passive recreation, picnicking and sunbathing. Bocce ball courts are incorporated in the southeastern portion of the open space, adjacent to a small public parking lot. A dog park is planned immediately south of the Lake Merritt Channel bridge along the Embarcadero. The park will be designed to accommodate future connections to Lake Merritt along the Channel.
- **South Park** at the southern terminus of Fifth Avenue will provide panoramic views up and down the Estuary. The park also overlooks a reclaimed wetland at the mouth of Clinton Basin, and features a children's playground.
- **Clinton Basin** forms the heart of the new community. The 3.6-acre water space will be a unique urban destination animated by recreational vessels and surrounded by a public esplanade lined with overlooking cafes and restaurants. The 50-foot wide public quay is organized in two stepped tiers, a 15-foot wide promenade with outdoor cafes providing overlook onto a 35-foot wide promenade at the water's edge with public seating and landscaping.
- **Gateway Park** offers dramatic views of Clinton Basin and the Estuary from the Embarcadero and I-880, and a direct visual and pedestrian connection between Fifth Avenue and the shoreline. The park will provide a stage for civic events as well as commercial (e.g., farmers market, arts/crafts fairs, etc.) and recreational activities oriented to both Clinton Basin and Main Street.



*Clinton Basin forms the heart of the new community. It is defined by a public esplanade lined with overlooking cafés and restaurants.*

- **Shoreline Park** along the southern and western edges of the community provides a grand civic space oriented to the open water of Brooklyn Basin. The park is designed to accommodate large celebrations, concerts, water festivals, as well as day-to-day activities, such as informal play and passive recreation. Much of the park is built on the existing pile-supported pier structure of the 9th Avenue Terminal, the maritime history of which will be celebrated through interpretive elements and displays.

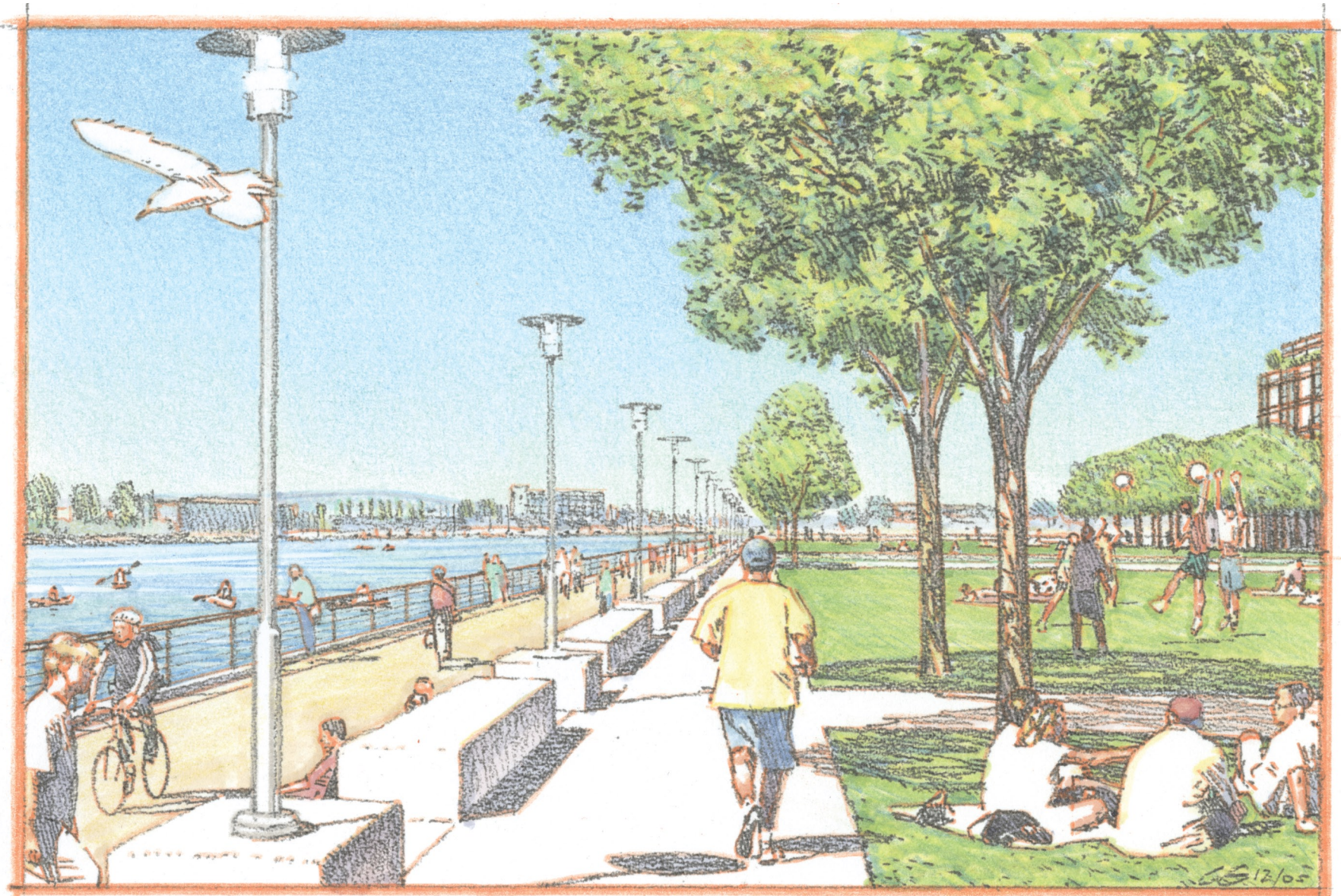
## A Rich Pattern of Public Streets and Pedestrian Ways

Streets in the Brooklyn Basin community are configured and designed as an integral extension of the open space system, providing direct pedestrian and visual linkages between the city and the waterfront. The streets are aligned to offer direct views to the Estuary from the Embarcadero and oriented to ensure maximum exposure to the sun throughout the day and year. Each street is designed to create a unique urban and pedestrian experience with generous sidewalks and adjoining buildings that provide activities, eyes on the street and strong spatial definition. The pattern of blocks, at intervals of 300 to 400-feet, extends the grid pattern of the city and offers multiple and diverse routes between the Embarcadero and the shoreline. More specifically:

- **Main Street** joins the Embarcadero at the foot of Clinton Basin, and terminates at Shoreline Park. The wide street serves as a

commercial mixed-use spine and gathering place for the community. Between the Embarcadero and 8th Avenue, it is lined with neighborhood-serving shops that will benefit from the intensity of activity, the high levels of visibility, and convenient on-street diagonal parking. Between 8th and 9th Avenues, workshops, galleries and work-live lofts will extend the commercial character and activity of the street to Shoreline Park.

- **Ninth Avenue** forms a strong public edge to Shoreline Park, and a direct and welcoming entrance to the community from the Embarcadero. A wide bicycle and pedestrian promenade along the park edge of the street accommodates the significant volumes of waterfront visitors that are expected, and the street offers generous on-street curbside parking as well as access to a public parking lot just north of the 9th Avenue Terminal.
- **Eighth Avenue** is an urban residential street connecting the Embarcadero with the waterfront at the southeastern tip of the Brooklyn Basin community. The street will have an urban village character, with tree-lined sidewalks defined by ground level lobbies, townhouse and loft units.
- **Fifth Avenue:** As a major north-south corridor through Oakland, Fifth Avenue will be maintained and enhanced as a critical linking and gateway street in the Brooklyn Basin community. The street provides the principal address and



*Shoreline Park provides a grand civic space oriented to the open water of Brooklyn Basin.*

access for the existing artists' community, which will remain. Provision will be made for continuous pedestrian access along the western edge of the street, and the relatively light volumes of vehicular traffic will make the street a comfortable route for recreational cyclists destined for the waterfront.

- **Fourth Avenue** will provide public pedestrian, vehicular and bicycle access along the western edge of Channel Park from the Embarcadero. The street will include on-street public parking and provide access to a small public parking lot for park visitors.
- **Pedestrian Mews:** Complementing and extending the public street network, a series of more intimately scaled pedestrian streets will offer additional access through the community and to the waterfront. These include a pedestrian and bicycle way along the eastern edge of the Fifth Avenue artists' community, which will be lined with workshops and lofts, and two residential mews between Eighth and Ninth Avenues that connect Clinton Basin with Shoreline Park.

## A Diverse Mix of Public-Oriented Activities

A program of cultural, recreational and commercial activities has been programmed to reinforce the public spiritedness of the Brooklyn Basin community and its appeal as a citywide resource and waterfront open space destination. More specifically:

- **Ninth Avenue Terminal:** A refurbished section of the Ninth Avenue Terminal will provide an opportunity for historical and interpretive exhibits that celebrate the maritime heritage of the site, a cultural center, community-gathering place, restaurant and retail opportunities.
- **Recreational Boating** will be further expanded in the area through the renovation of the Clinton Basin and Fifth Avenue Marina. The Aquatic Center at Estuary Park will be maintained and enhanced as an integral part of the new community.
- **Commercial Recreation:** Visitor-oriented shops and restaurants will further reinforce the public appeal of Clinton Basin, creating a vibrant urban place at the water's edge, and a waterfront destination unique in the region and indeed the country.



*Main Street is envisioned as a commercial mixed-use spine connecting the Embarcadero with Shoreline Park.*

- **Neighborhood Serving Commercial Use:** In addition, Main Street is planned with 75,000 square feet of ground level shops and a grocery store that will be attractive to both residents and visitors. The friendly pedestrian environment and the proximity to both Clinton Basin and Shoreline Park will make this a popular new activity center in Oakland.
- **Podium Units** in the mid-rise buildings of Brooklyn Basin will come in a full range of sizes and as such will serve a broad segment of the population including seniors, singles, and young couples. Many of these units will enjoy direct views to the waterfront and/or internal courtyard open spaces with resident serving amenities.

## A Wide Range of Housing Opportunities

Brooklyn Basin is planned and designed as a new Oakland neighborhood, focused on livability and diversity in the spirit of the broader community. As such, the neighborhood includes a wide range of housing types that can meet the needs of families, seniors, young couples and singles. More specifically:

- **Live-Work Loff Units** capable of accommodating artist workshops or galleries and other small businesses are envisioned in a variety of locations in the Brooklyn Basin community, including along Main Street between 8th and 9th Avenues and along other internal streets of the community where they will contribute to a lively and interesting pedestrian environment.
- **Townhouse Style Units** will also activate sidewalks along the pedestrian mews near Shoreline Park and along the other internal streets of the community. With their direct proximity to the open space and trail system, these units will be particularly suitable for young families.

- **High Rise Tower Units:** As an urban neighborhood, Brooklyn Basin also offers high rise living with units that will have broad panoramic views of the Estuary, Bay and Oakland hills.

## A Dynamic Composition of Building Forms and Expressions

Rather than a homogeneous or monolithic grouping of buildings, the Brooklyn Basin community is conceived as a diverse and varied skyline carefully composed to give form to the waterfront and to the public spaces and streets of the neighborhood. From a distance the community will appear as an extension of the city, with five distinctive towers spaced in a manner that maintains views to the water from the Oakland hills and upland areas. Along the Embarcadero and the I-880 freeway, the building wall will be varied in height and broken at regular intervals by streets and open spaces that provide views to the Estuary and shoreline parks. Within the community, the height and massing of buildings serve to dramatize the visual setting of the waterfront and open space, spatially define



*Eighth Avenue will have an urban village character with tree-lined sidewalks defined by ground level lobbies, townhouses and loft units.*



key public spaces, and lend diversity and interest to the public environment. The composition of buildings is predicated on the following principles:

- **Four-Sided Architecture:** Although Brooklyn Basin is a waterfront community with dramatic views up and down the Estuary, the waterfront edge is not given priority over any other edge. In order to ensure strong integration with the remainder of the city, a high quality of architectural treatment is planned on all sides, those facing the Embarcadero and I-880 freeway, internal streets and pedestrian ways, as well as the public open spaces and waterfront.
- **Multiplicity of Architectural Expressions:** Buildings within Brooklyn Basin are not restricted to any specific architectural style. Rather, a variety of architectural expressions are encouraged as a means of enhancing the diverse mixed-use, urban character of the community. Each development project will, by use of massing, articulation, materials and detail, contribute to a coherent form and structure within the new community.
- **Buildings that Provide Strong Spatial Definition:** Individual buildings are not conceived as isolated or stand-alone projects, but instrumental in shaping and defining the public spaces and streets of the community. Buildings will be generally built to

the property lines of streets and parks to provide such definition and overlook, but will be massed and articulated to avoid the creation of an undifferentiated and monolithic environment. Building walls will become lively and delightful edges to streets and open spaces through the variation of building materials and planes, and the introduction of architectural elements like balconies, loggias, moldings, setbacks, etc.

- **Towers that Punctuate the Urban Landscape:** The placement of tower buildings up to 240 feet in height has been carefully considered relative to the surrounding waterfront context and the overall skyline. Five towers are located where they will have minimal impact on the shading of public spaces, and where they will have a positive effect in creating gateways, defining major public places and in creating an exciting and dynamic urban environment. Three towers flanking Clinton Basin will accentuate the primary importance of this urban water space and create a dramatic gateway from both the water and the land. Two additional towers, one facing Channel Park and the other Shoreline Park provide a visual counterpoint to the horizontal plane of water and open space, and strong gateways along Embarcadero and I-880 Freeway. The spacing of the towers ensures that views from upland areas as well as from within the community are maintained.



 **TOWER ZONE**

# DESIGN GUIDELINES

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## Building Height, Massing and Treatment

### *Design Intent*

The massing of buildings should contribute to the overall form and structure of the community, to the spatial definition of public spaces and streets, and to the visual diversity and interest of the public realm. Taller buildings up to 240 feet in height should be designed and sited to accentuate the form and importance of Clinton Basin, and to mark the key gateways into the community. Mid-rise buildings up to 86 feet in height should be utilized to define internal streets, and building edges should step down to 55 feet along the remainder of the Clinton Basin and along more intimately-scaled residential mews. Portions of buildings should also be permitted to a height of 120 feet where such massing can be visually supported by the adjacent public open space. Within these overall massing envelopes, additional variation and articulation should be provided in both the horizontal plane and the vertical profile of buildings to break down their perceived mass and bulk, and to promote a finer increment of development. Building massing should provide additional variation and architectural interest that promotes a cohesive community scale and an attractive pedestrian environment.

- a. Building volumes should be articulated separately to break down the perceived scale and mass of the structure and to provide visual interest.
- b. Corner locations, visual termini, major entries and other visible building frontages should receive special emphasis and treatment.
- c. A varied building silhouette is encouraged through significant changes in massing at rooflines.

### *Tower Location and Massing*

Buildings above 120 feet and up to 240 feet in height are limited to particular tower zones (see diagram) located in areas that will have less shadow impact, and that will reinforce the overall form and structure of the community. Tower zones are established: at the edges of Clinton Basin and Gateway Park, along the Embarcadero at Channel and Shoreline Parks, and near the foot of Eighth Avenue. Within each of these zones, one tower will be permitted, subject to the following guidelines:

1. The tower should be sited and shaped in a manner that reinforces the spatial characteristics of the public space and/or street on which it is located.



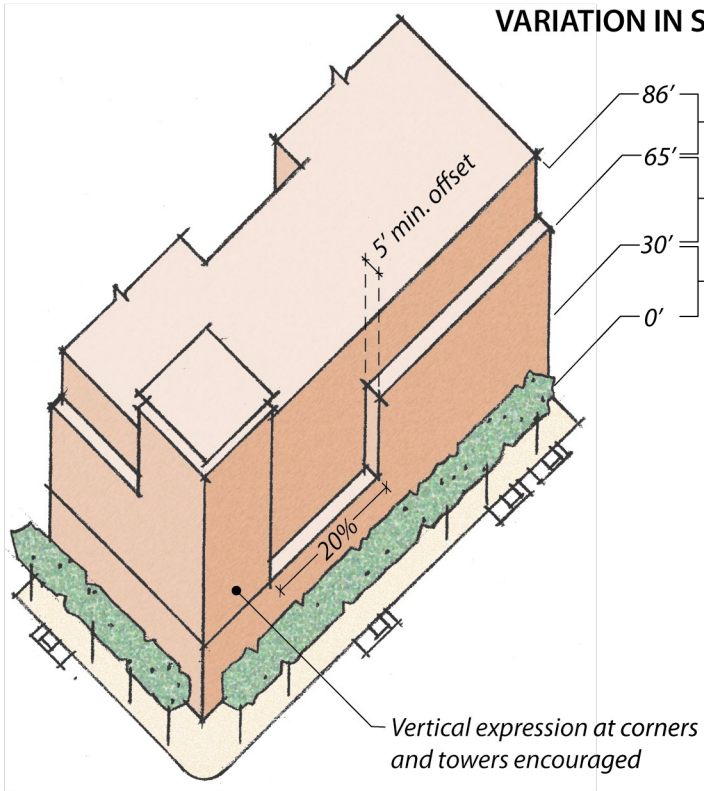
*Special treatments (e.g. shaping, fenestration, materials, etc.) like these examples in Vancouver should be employed to accentuate the vertical proportion of towers.*

2. The maximum floorplate of all towers should not exceed 15,000 square feet with the exception of the tower at the foot of 8th Avenue, which shall not exceed 12,000 square feet. Towers should have compact floorplates with no dimension exceeding 165 feet.
3. The tower should be spaced such that one tower is at least 200 feet away from another tower.
4. Architectural treatments should be employed to accentuate the vertical proportion of the towers through shaping, fenestration, materials, etc.
5. Special treatments should be introduced to vary and create interest across and enhance the skyline appeal and visual appearance of the structure (e.g., reduction of floorplate size and/or increase in floor-to-floor dimension on top floors, change in fenestration, spires, introduction of special materials or visual features, etc.).
6. The tower should be designed to provide an interesting silhouette, profile and volumetric form on the skyline through variation of building material, building shape, plane and setbacks.
7. The topmost floors of the building should be architecturally differentiated through the use of setbacks or changes in material and fenestration as appropriate to the overall architectural expression of the building.
8. The tower should be architecturally integrated with the perimeter block architecture at its base, differentiated by a change in plane, material and/or fenestration. While setbacks may be appropriate to create a building base, vertical expression of the tower is also encouraged; “wedding-cake” buildings are discouraged.
9. The use of mirrored or highly reflective glass is discouraged in favor of tower buildings that combine transparent curtain wall glazing with punctured wall treatments.
10. Placement and design of balconies should avoid repetitive egg-crate patterns, but rather be located and designed to reinforce the overall building form.



*The topmost floors of towers should be architecturally differentiated through the use of setbacks, changes in material, building shape, etc.*

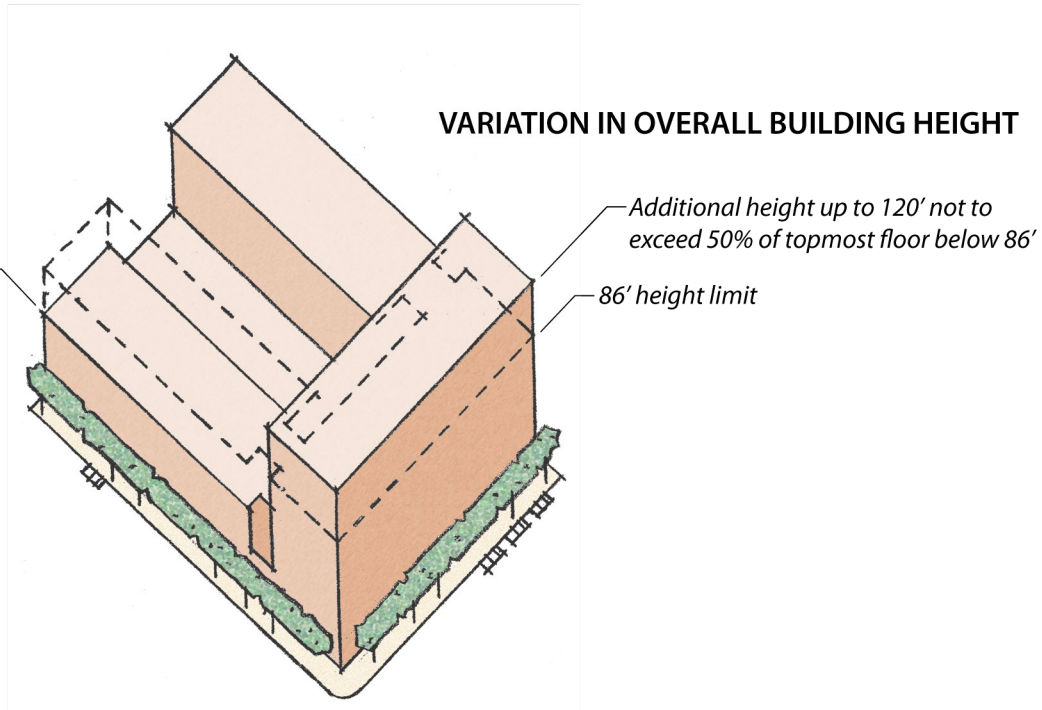
### VARIATION IN STREET WALL BUILDING VOLUME AND PLANE



- 86' Differentiated architectural expression and/or 5' stepback above 65', except as noted
  - 65' Minimum offset of 5' at specified intervals\* along 20% of building fronts
  - 30' Building base built to property or setback line
  - 0'
- \* • 150' along Main Street, Clinton Basin, Shoreline Park, Embarcadero, Channel Park  
 • 100' along all other streets  
 • 60' along pedestrian mews

Equivalent height reduction encouraged to increase solar access to streets and mews

### VARIATION IN OVERALL BUILDING HEIGHT



### ***Variation in Overall Building Height***

Apart from the tower zones, the predominant building height within the Brooklyn Basin community is 86 feet. To promote additional variation in building height and to avoid a “pancake” or benching effect on the skyline, buildings will be permitted additional height of up to 120 feet, subject to the following guidelines:

1. The additional height is located along edges that will not result in excessive shading of public and pedestrian-oriented spaces. Acceptable locations include the 9th Avenue/Shoreline Park edge, on Parcels B, C, D, and H of the Preliminary Development Package.
2. The additional height is employed in areas that articulate key intersections, gateways, and/or street and building geometries.
3. The additional height does not exceed 50% of the area of the topmost floor below the 86-foot height.
4. A reduction of building height is encouraged below 86 feet (equivalent to the total floor area of the additional height above 86 feet); these reduced height areas should be located in areas that will result in increased solar access to streets, mews, or other public spaces.

### ***Variation in Street Wall Building Volume and Plane***

Within a clear and coherent architectural composition, building facades should be articulated by means of recesses, changes in plane, bays, projecting elements, variations in exterior finishes or a combination thereof. Articulation strategies may include emphasis of groupings of dwelling units or occupied spaces, establishing vertical and horizontal rhythms, creating a varied building silhouette, adding visual accents and similar architectural strategies. Long unarticulated street walls should be avoided. The following guidelines apply to buildings of 86 feet in height or less:

1. Buildings should introduce a differentiated architectural expression and/or a step of at least 5 feet, above a height of 65 feet, to allow for the uppermost floors to be articulated, and to maintain a perceived street wall height roughly equivalent to, or less than, the building face-to-face dimension across the street. Along Clinton Basin, such expression should be provided above a height of 55 feet. (In order to encourage vertical expression, this stepback does not apply to tower buildings, corner elements, or to areas where additional height above 86 feet is permitted.)
2. Significant changes in building massing should be provided above a height of 30 feet. Such changes are defined as a building offset of not less than five (5) feet for 20% of the building frontage along a public street or open space, incorpo-



*Buildings should introduce a differentiated architectural expression and/or a setback of at least 5 feet above a height of 65 feet. Varied fenestration, balconies, bay windows, loggia etc., are encouraged to promote variation and articulation along streetfronts.*



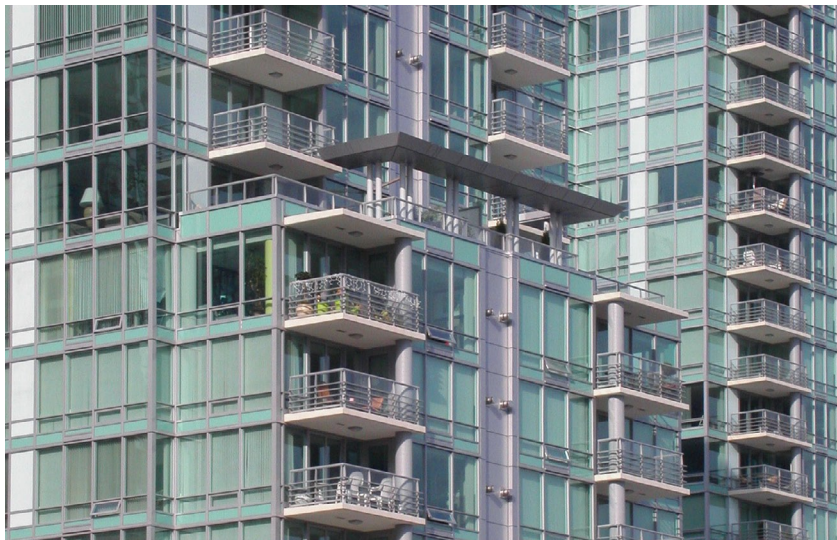
rated at particular intervals depending upon the frontage and the scale of the adjoining street or public space. These intervals are as follows:

- 150 feet along Main Street, Clinton Basin, Shoreline Park, the Embarcadero, and Channel Park;
  - 100 feet along all other internal streets; and
  - 60 feet along pedestrian mews.
3. To promote additional variation and articulation, changes in building materials are encouraged, consistent with a coherent volumetric approach to the overall massing and architectural expression. Varied fenestration, balconies, bay windows, loggia, etc. are also encouraged.

### **Parking Garage Facades**

While parking garages are encouraged to be encapsulated within buildings, it is anticipated that some frontages may have portions of garages exposed to public street fronts. In such cases, special architectural treatments should be implemented to reduce their visual dominance and to integrate them into the overall form and character of the primary building, without masking the function of the structure for parking. Exposed parking garage facades should comply with the following guidelines:

1. The parking garage façade should be architecturally integrated with the façade of the occupied space served by the garage.
2. Patterns of openings at garage facades should be similar in rhythm and scale to other openings within the building.
3. Building materials should be the same as those utilized in the occupied portion of the building.
4. Awnings, canopies, sunscreens, planters, ornamental railings, and other elements should be utilized to provide visual richness.
5. Transparent glazed or unglazed openings should not exceed 50% of the wall area visible from any public street front.
6. Interior lighting of garages should be designed to prevent direct view of the light source from streets or public access areas to the greatest degree practicable.
7. Exposed parking garages are not permitted along Clinton Basin, Shoreline Park or Channel Park.



*Roofs should be designed to be visually interesting, using non-reflective materials and colors.*

## Windows

The proportion and subdivision of typical windows should reflect the overall proportion and character of the building.

1. Window materials, trim (if any), and detailing should be of a good quality and consistent with the architectural character of the building.
2. Windows set flush with cement plaster (stucco) finish without provision of trim, projecting sills, or other perimeter detailing are discouraged unless it can be demonstrated that the detail is critical to the architectural expression of the building. A recess dimension of not less than 2.5 inches should be the applicable general rule with larger recess dimensions encouraged to provide shadow lines and visual interest.
3. Glazing should be transparent to the maximum extent practicable. Reflective glazing, except at special locations that are consistent with the overall architectural design, is discouraged.
4. Punctured windows inset within an opaque wall should predominate in the lower portions of the building, where they can help to give scale to the public realm. Curtain wall glazing should be primarily utilized on the upper portions of buildings where vertical expression is more desirable.

## ***Rooftop Treatment***

Since many roofs will be visible from surrounding structures, they should be designed to be visually interesting, using non-reflective materials and colors.

1. Terraces and open spaces for the use and enjoyment of residents are encouraged.
2. Appliance vents, exhaust fans, and similar roof penetrations should be located so as to not be visible from streets or open spaces. Exposed metal penetrations and roof accessories should be finished to match or blend with the roof color.
3. Any screening devices employed should be consistent with the architectural character and composition of the building.

## ***Exterior Wall Materials***

All exterior materials should be durable and of a high quality. Acceptable materials include: cement plaster (stucco), cement boards or pre-cast panels, concrete, metal panels, stone, brick and split face block. EIFS (Exterior Insulation and Finish Systems), unfinished concrete block, hardboard or plywood siding, vinyl or aluminum siding are not allowed.

## ***Roofing Materials for Sloped Roofs***

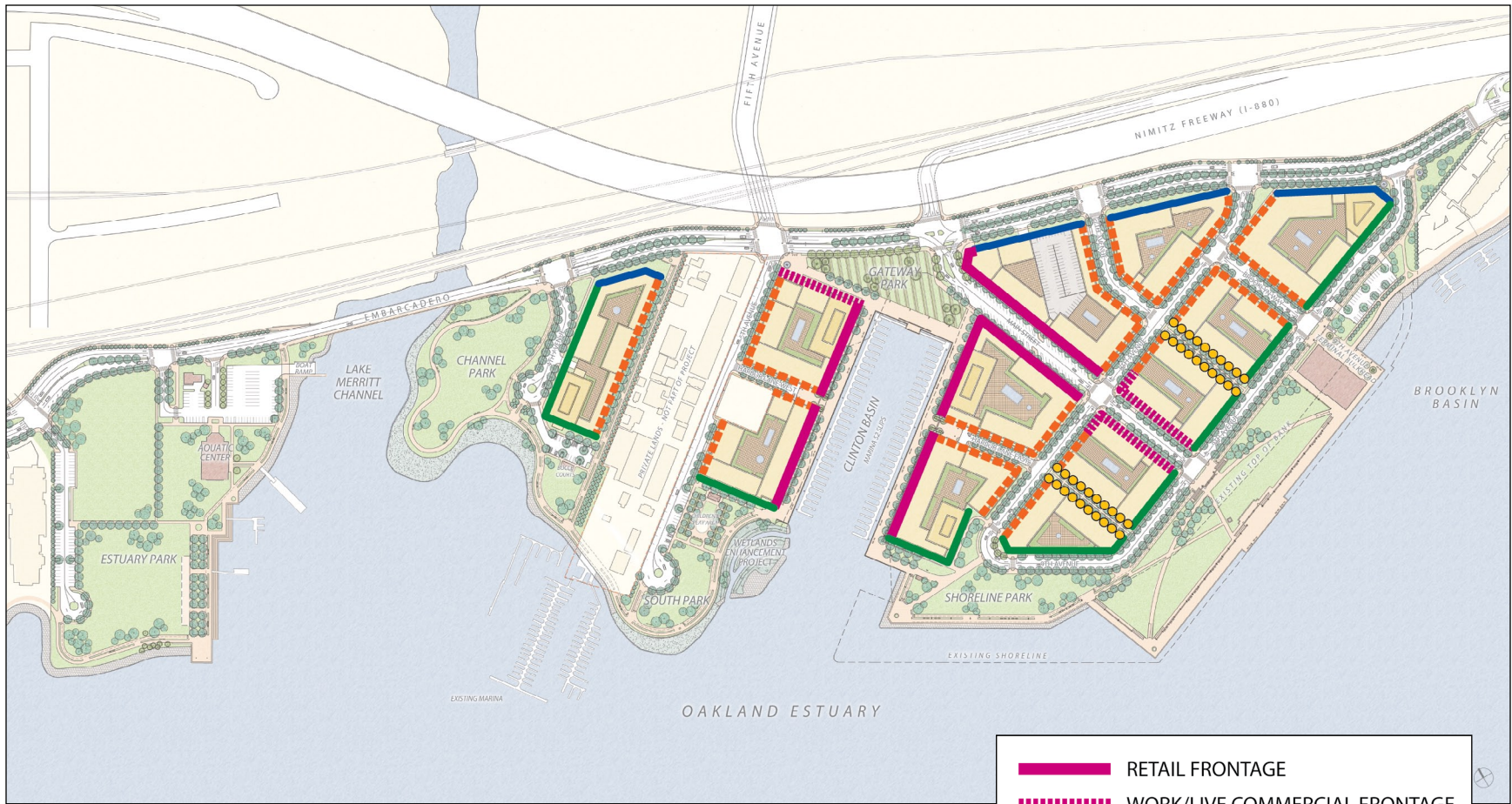
Concrete or clay tile, high quality composition shingles, slate, and standing seam metal roofing are permitted roof materials for slopes of 2:12 or greater. Sheet or roll roofing, synthetic shakes or shingles, high glaze tiles or glossy painted concrete tiles are discouraged.

## ***Exterior Color***

Each project should create a cohesive color palette that takes into consideration the finish of all exterior elements, and that complements the architectural character and composition of the building. Projects are encouraged to employ more than one body color to articulate the form, rhythm and scale of the building. Accent colors are encouraged where they enhance the architectural character of the development project.

## ***Mechanical Penetrations at Facades***

Mechanical penetrations at building facades, including kitchen and dryer vents, bath exhausts and other penetrations should be minimized to the maximum extent practicable. Where necessary they should be aligned horizontally and vertically with other penetrations, window openings and/or other architectural features to present an organized appearance, consistent with the architectural character and composition of the building.



**BUILDING FAÇADE AND STREET FRONTAGE LINKAGE**



## Building Orientation and the Public Realm

### Design Intent

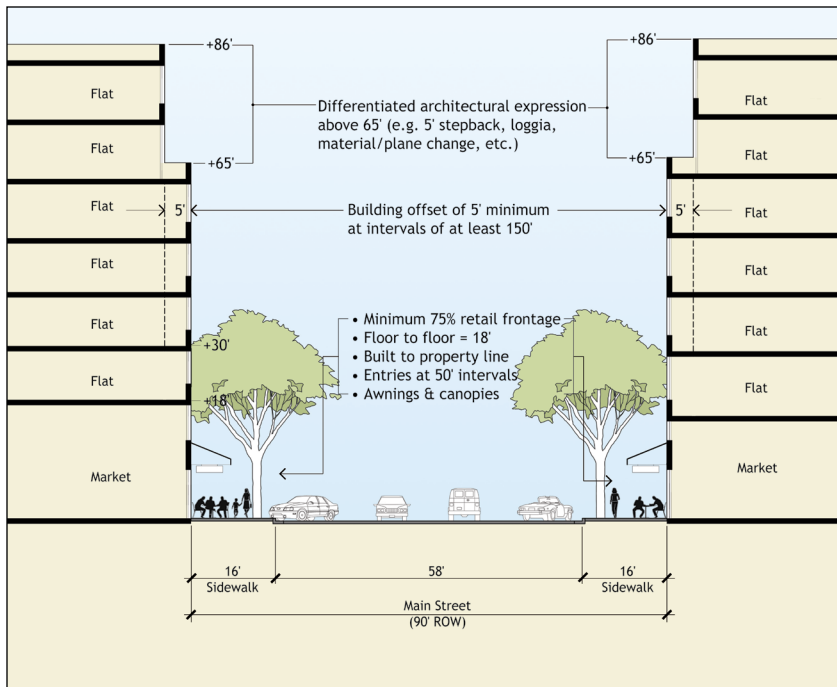
Buildings should contribute to the spatial definition and to the activation of public spaces and streets, through appropriate massing, orientation and treatment. A diversity of conditions should be established throughout the community, to create a rich pedestrian environment suitable to the particular location and to the spatial characteristics of the adjacent public space or street. Six predominant conditions are envisioned for the Brooklyn Basin community: retail edges, commercial and live/work edges, streets with a mixture of edge conditions; the mews edges; edges along the parks and waterfront; and the Embarcadero edges (see diagram). Treatment of blank walls, service areas, waste handling, etc. should also be carefully considered to minimize any negative effects on the public realm. More specifically:

### Retail Edges

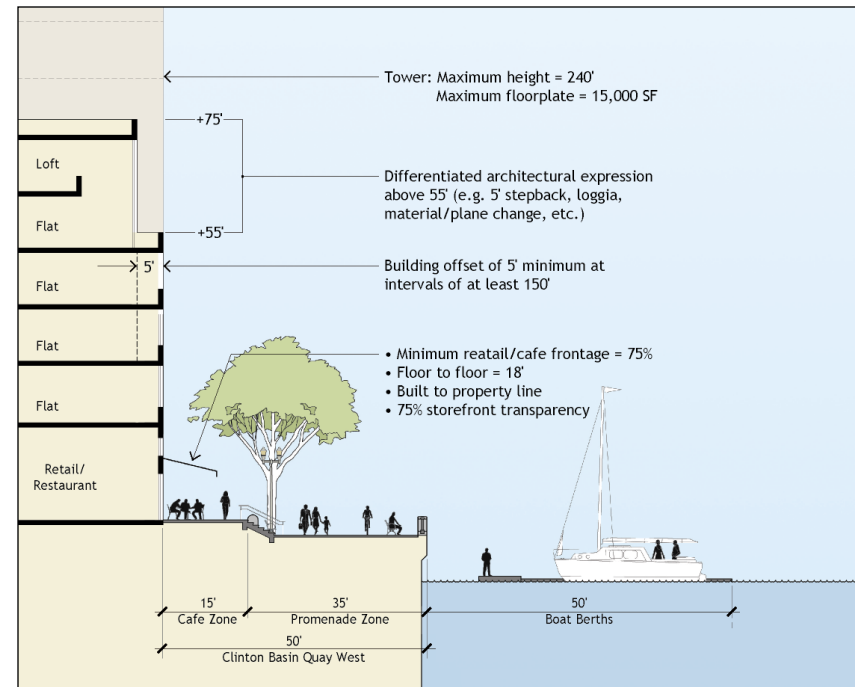
Along Main Street (between 8th Avenue and the Embarcadero), and along the Clinton Basin frontage, at least 75% of the building frontage should be in retail use including shops, restaurants, and cafes. These building frontages should adhere to the following guidelines:

1. The ground floor-to-floor dimension should promote viable retail uses that are welcoming and transparent in nature.
2. The minimum depth of retail space from storefront to rear should be at least 40 feet to promote viable uses.
3. The retail frontage should be built to the property line at the back of the sidewalk, except where an additional setback is required by zoning, or occupied by an outdoor café.





**TYPICAL BUILDING SECTION: MAIN STREET RETAIL**



**CLINTON BASIN PROMENADE SECTION**

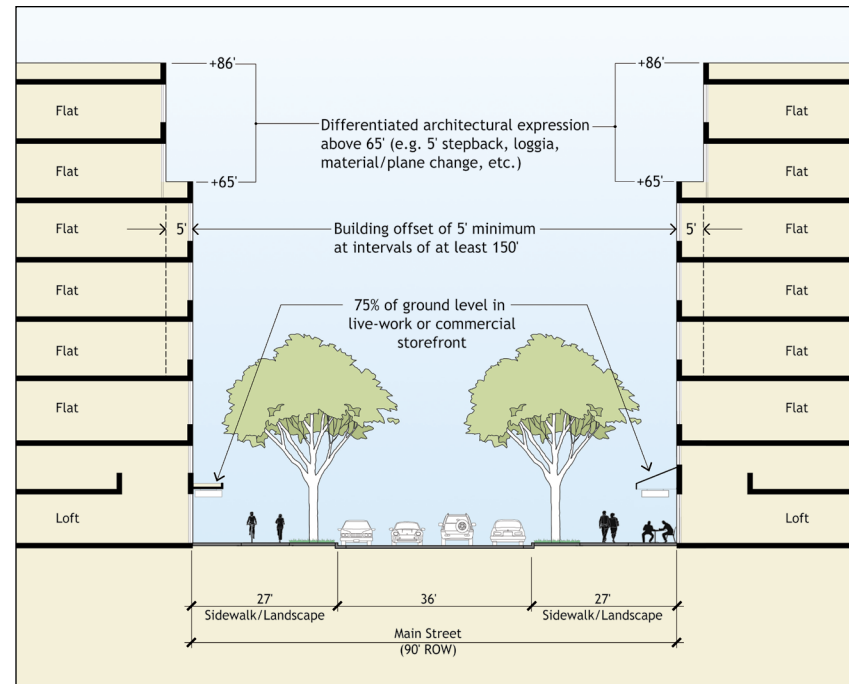
4. The interior finished floor elevation should be generally flush with the adjacent street or promenade frontage.
5. Building entries should be oriented to the street or promenade at intervals of approximately 50 feet, except for major anchor tenants such as grocery or drug stores, which could be a greater interval.

6. Shop fronts with a high level of transparency – at least 75% - should be established along these frontages.
7. The use of canvas awnings and metal canopies are encouraged to provide shelter and shade to the pedestrian, and color and life to the building façade (see awnings and canopies below).

## Commercial and Work/Live Frontages

Along Main Street (between 8th and 9th Avenues, and along Gateway Park (see diagram), at least 75% of the building frontages should be developed with a retail frontage as described above, and/or with a commercial work/live frontage that includes ground floor work spaces (e.g., workshops, studios, galleries, offices, etc.) with a direct orientation to the street or public space. These building frontages should adhere to the following guidelines:

1. Ground floor uses should have their primary access from the street or public space.
2. The ground level use should be accessible to the public, and as such generally flush with the elevation of the adjacent sidewalk or promenade.
3. The commercial frontage should be built to the front yard setback or build-to line, except where an additional setback is occupied by a publicly accessible entry court that is visible from the street or promenade.
4. Building entries to ground level work-live or commercial space should be oriented to the street or promenade at intervals of approximately 50 feet or less.



**TYPICAL BUILDING SECTION: MAIN STREET LIVE/WORK COMMERCIAL**

5. Building fronts should include a moderate to high level of transparency – at least 50% - to promote pedestrian interest and security.
6. The use of canvas awnings and metal canopies are encouraged to provide shelter and shade to the pedestrian, and color and life to the building façade.



## **Streets with a Mixture of Conditions**

Along 5th, 7th and 8th Avenues, and along Brooklyn Way and Harbor Lane East and West (see diagram), the ground level should be designed to provide an attractive building base, utilizing high quality materials (e.g., stone, precast masonry, etc.) detailing and treatments that complement the public environment. A variety of treatments are encouraged, including retail or commercial work/live frontages as described above, and/or frontages that comply with the following guidelines:

1. Frontages should include one or more of the following:

- Residential lobbies with articulated building entries that provide a welcoming gesture to the street;
- Common areas and/or sales or leasing offices generally flush with the elevation of the sidewalk;
- Ground level residential units that are elevated above the grade of the adjacent sidewalk and/or that include other devices that protect the privacy of the unit (e.g., screen walls or elevated patio areas) from the street.

2. Individual unit entries with stoops connecting to the public sidewalk are encouraged, provided that such entries function as a primary entrance to the unit, and that the stoop is not utilized as a rear balcony.



*Patio or street front gardens are permitted along residential street frontages provided that they include landscaped garden walls and frequent entries. Individual unit entries with stoops are encouraged along street fronts.*

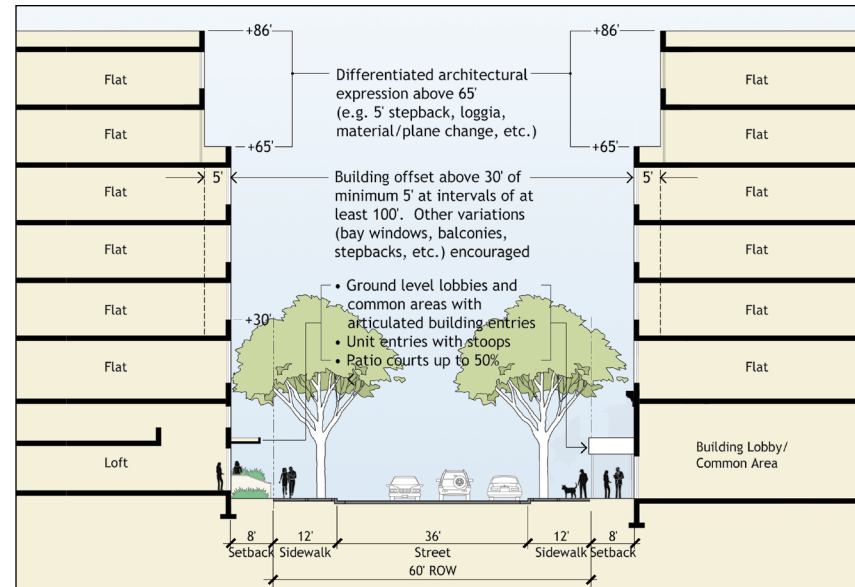


3. Residential street fronts should incorporate landscaping in the front yard setback including planting beds, hedges, planters, etc.
4. Ground level residential windows should generally be located at least 48 inches above the elevation of the sidewalk or include elements that protect privacy; bay windows are encouraged to encroach 24 inches into the setback area.
5. Patio or street front gardens are also permitted within the setback area along residential street frontages, provided that they include entries at intervals no less than 50 feet and garden walls to provide a level of privacy, landscaping (e.g., hedges, vine pockets) to soften the wall.

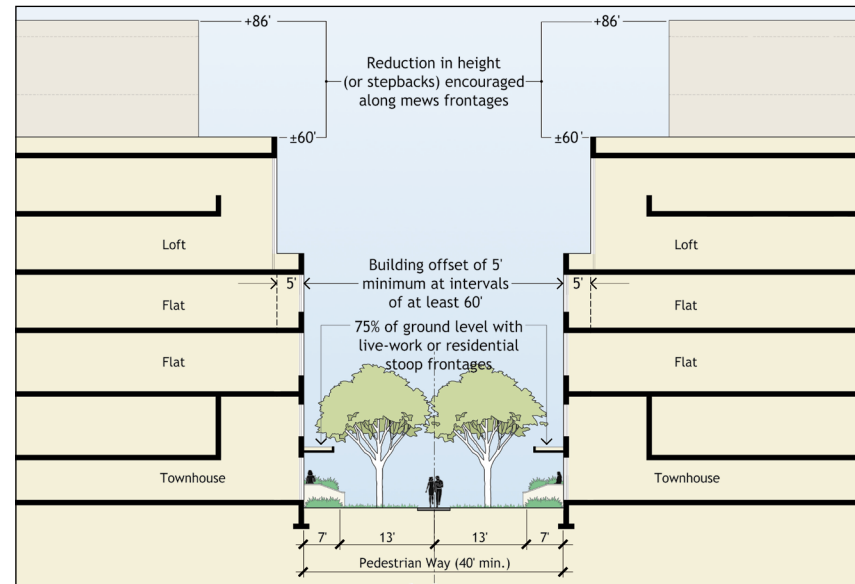
### Mews Edges

Two pedestrian streets providing public pedestrian and visual access between 8th Avenue and Shoreline Park should be designed as intimately scaled mews lined with residential stoops that provide primary access to individual units. The following guidelines should be followed for these frontages:

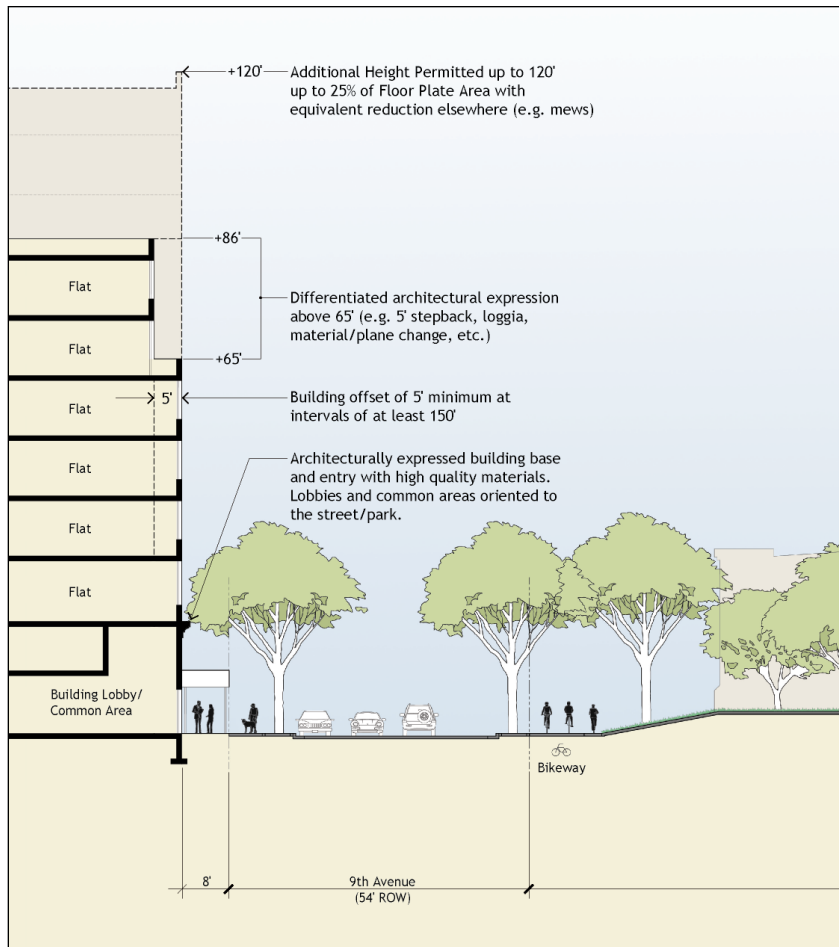
1. Ground level residential or live-work units should be located along at least 75% of these frontages.
2. If the ground level use is residential, it should be elevated above the grade of the adjacent sidewalk and/or incorporate other



**TYPICAL MIXED USE STREET SECTION**



**TYPICAL MEWS SECTION**



**TYPICAL BUILDING SECTION ADJACENT TO SHORELINE PARK**

devices that protect the privacy of the unit (e.g., screen walls, landscaping or elevated patios) from the street.

3. If the ground level use is live-work, it may be located generally flush with the sidewalk. However, provision should be made for appropriate privacy screening through low walls and landscaping.
4. Entries with stoops connecting to the public sidewalk should be provided as a primary entrance to the residential unit at intervals no less than 50 feet; the stoop should be designed as a public entry to the unit, and not as a private balcony or patio.
5. The mews should incorporate landscaping along the building fronts between entries, including planting beds, hedges, planters, etc.

### **Waterfront/Park Edge**

Ground level treatment of buildings facing waterfront open space including those along Shoreline Park (9th Avenue), South Park, Channel Park and Estuary Park should be designed to create a strong and visually attractive edge to the parks. While ground level activities are encouraged along these edges to the maximum extent practicable, it is particularly important for the buildings to introduce high quality architectural finishes and treatments that reinforce the public and civic nature of the open spaces. The following guidelines should be followed for these frontages:

1. Ground level common spaces such as courtyards or gardens that are accessible and visible from adjacent streets are encouraged.
2. Second level terraces and balconies that overlook the open space and provide a sense of security are also encouraged.
3. High quality materials (stone, masonry, terra cotta, architectural pre-cast, etc.), architectural and storefront detailing, and decorative elements, should be employed on the base of the building up to a height of at least 20 feet.
4. Articulated building entries should be provided wherever appropriate, at intervals of at least 200 feet or one per block face.
5. Entries should have a high level of architectural finish and detailing (e.g., moldings, canopies, etc.) that is in scale with the adjacent open space.
6. Landscaping (e.g., planting beds, hedges, etc.) should be incorporated in the setback area along public sidewalks and promenades.



*Along park edges, buildings should introduce high quality architectural finishes and treatments to reinforce the public and civic nature of the open space. Ground level common spaces and second level terraces that overlook the open space are encouraged.*

### **Embarcadero Frontage**

Ground level treatment of buildings along the Embarcadero should provide an attractive visual edge to this important street, while offering a buffer from the adjacent freeway. Because of noise issues and the lack of on-street parking, significant street-oriented ground level uses are not anticipated. A greater setback of 25 feet from the back of sidewalk is established along the street, with generous provision for landscaping to create a suitable buffer.

1. High quality materials (stone, masonry, terra cotta, architectural pre-cast, etc.), architectural detailing, and decorative elements, should be employed on the base of the building up to a height of at least 20 feet to create a distinctive appearance that is suitable to this important boulevard.

2. Parking and service facilities should be architecturally screened with finishes that are an integral part of the building design, and that render all parking and service facilities invisible from public view.
3. Ground level uses are encouraged along the Embarcadero frontage (e.g., lobbies, common areas, retail display windows, etc.) to the maximum extent practicable.



*Articulated building entries with a high level of architectural finish should be provided along each block face.*

### **Blank Walls**

Blank walls are discouraged along public streets and open spaces, but where they are unavoidable should be treated with high quality materials that are integral with the remainder of the building.

### **Awnings and Canopies**

Along ground level commercial street frontages, storefront awnings and/or canopies are encouraged to provide articulation and interest along the building façade, to avoid solar heat gain and glare within the buildings, and to provide sun and rain protection to pedestrians.

1. Awnings should be canvas or of a similar durable fabric designed for exterior use.
2. Retractable awnings are strongly encouraged and preferred over stretched framed awnings or awnings that are designed as signs.
3. Canopies should be of a lightweight material (e.g., metal) that is complementary with the overall design of the building.
4. Awnings and canopies should be divided into sections that relate to and emphasize the vertical elements and horizontal datum of the building façade.

## Service Areas

Along street fronts and public access ways, service doors and gates should be designed as an integral element of the building design, and screened from predominant public view.

1. The aggregate width of service doors should not exceed fifteen (15) feet within 60 (sixty) feet of any frontage.
2. Doors exceeding thirty (30) square feet in area should be recessed a minimum of six (6) inches from the primary building plane.
3. Service doors or gates should not allow any views into spaces served. Louvers required for venting or ventilation purposes are acceptable provided that they do not allow visibility into service areas.

## Equipment Screening

Mechanical equipment should be screened from predominant public view. All equipment within twenty (20) feet of a street front or setback line should be screened by one of the following means:

1. By enclosure entirely within the structure of the building with access provided by opaque service access doors, a portion of which may be exposed for meter reading;

2. By enclosure in a below grade vault or structure;
3. By provision of a fence or wall with a maximum average transparency of 50 percent. The top of the fence or wall should be at least equal in height to the equipment screened but not higher than eight (8) feet;
4. By combination of an open fence and adjoining planting that will reach a height sufficient to screen the equipment within three years.
5. Residential gas meters serving individual dwelling units in groups not exceeding four meters, individual commercial gas meters, and back flow preventers for irrigation systems not exceeding 2” nominal size, are excluded from the screening requirements.

## Waste Handling Areas

All waste handling areas should be either enclosed in the structure of the building or screened by a wall or fence consistent with the architectural character of the building and adequate to prevent view of trash or recycling containers from the street, public access areas, common circulation areas, or open spaces.

