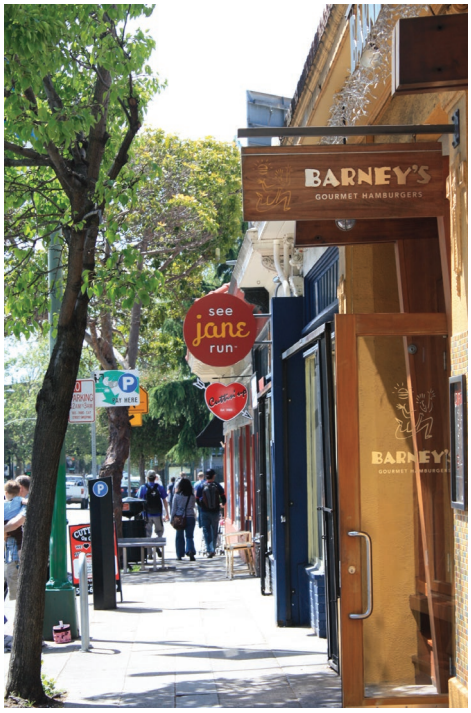

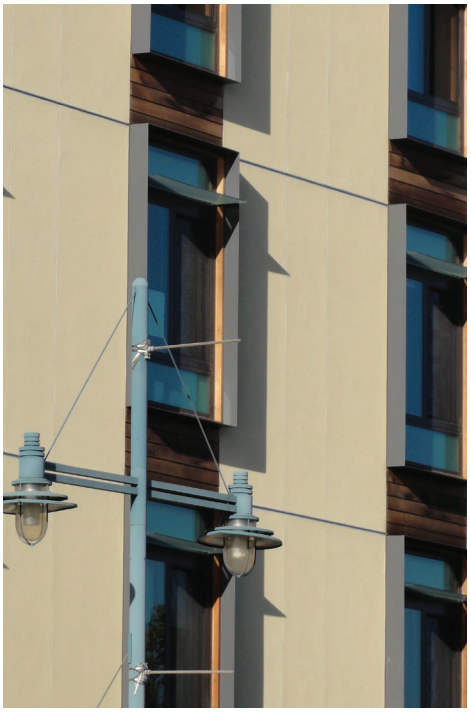

COMMERCIAL CORRIDOR DESIGN GUIDELINES

CITY OF OAKLAND

DESIGN GUIDELINES

FOR CORRIDORS AND COMMERCIAL AREAS

CITY OF OAKLAND

Adopted July 17, 2013

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Introduction

Overview

This document is part of a larger and ongoing effort to transform Oakland's major transit corridors into attractive, mixed-use activity centers. These corridors include major streets with heavy transit activity such as Telegraph, College, and San Pablo Avenues, Bancroft Avenue, and International Boulevard (see page I-5 for a map). Policies in the City's Land Use and Transportation Element of the General Plan (see Oakland's General Plan) direct development to be focused on the City's transportation corridors to encourage transit use and revitalize retail activity. The General Plan further envisions a development pattern that includes concentrations of commercial uses connected by stretches of multi-family housing. This vision is reflected in the General Plan Land Use map and Strategy Diagram. The City's Zoning Regulations implement the goals and objectives of the General Plan, through special corridor zones that provide development standards tailored for the corridors.

This document further builds upon the intent of the General Plan by providing a series of design guidelines that is more descriptive and illustrative than is suitable for a zoning code. The Guidelines will also make the Design Review Process more transparent and straightforward by clearly presenting the City's expectations to the public, applicants, staff, and decision makers.

The Guidelines have been written to be applied to the various contexts on the commercial corridors such as built-out storefronts and residential neighborhoods, underdeveloped areas, historic districts, and wide or narrow corridors. The Guidelines also apply to all types of construction: stand-alone residential, mixed-use (residential over commercial), stand-alone commercial buildings, and civic buildings. Special consideration is also provided for large developments (generally sites over 60,000 square feet) and corner lots.

Introduction

As noted in a 1990's report by the Oakland Cultural Heritage Survey Project:

"Most (large commercial corridors) are characterized by a mixture of styles and periods of buildings, and layers of alterations which are visually apparent and record the evolution of the neighborhood."

By the late 1990's, a vision of how the commercial corridors could serve the residents of Oakland was proposed with the adoption of the Land Use and Transportation Element of the Oakland General Plan (the LUTE, 1998) which stated:

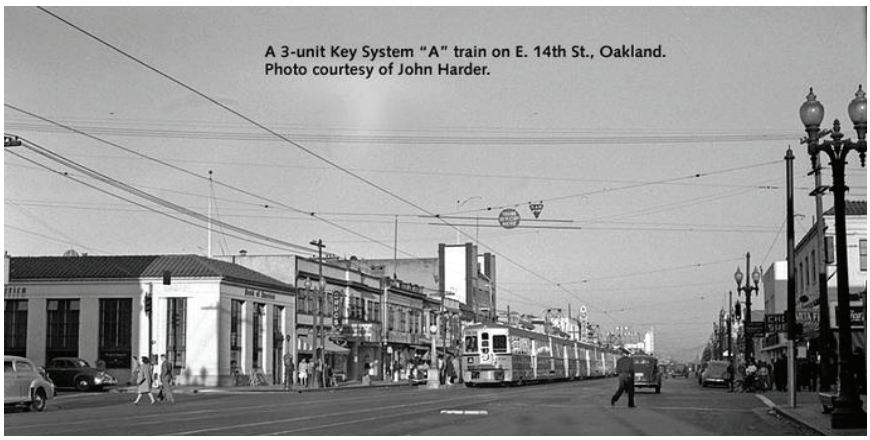
"While some of the City's corridors remain a vital mix of commercial, housing and transportation, others are characterized by struggling stores, vacant and dilapidated buildings, safety and image problems, and an absence of pedestrian traffic. These corridors are the target of strategies to concentrate commercial areas into viable "nodes" of activity, rather than lengthy struggling commercial corridors."

In other words, the General Plan envisions an updated version of the corridor development pattern established prior to the popularity of the automobile.

Oakland's Commercial Corridors: a 160 year legacy

Today's residents, business and property owners occupy commercial corridors whose streets and buildings were constructed in Oakland after the adoption of City's charter in 1852. Some corridors developed as commercial and civic hubs of separate small towns, like Elmhurst, Fruitvale and Temescal, which were later incorporated into the City of Oakland. These commercial nodes were located where major streetcar lines intersected. For instance, in the late 1920's, the crossroads of E. 14th Street (International Boulevard) and Fruitvale Avenue had four banks and several large businesses, and was described by the Oakland Tribune as being "exceeded in importance by only the downtown district itself." In general, the nodes were connected by sparsely populated residential areas. Commercial "villages" at Piedmont, College, and Lakeshore Avenues developed at major destinations along Key System streetcar stops. In 1916, a newspaper remarked on a (then) new commercial hub, that it was "a happy combination of the useful and the beautiful." Much of the same building stock that was originally hailed, is still in active use on the commercial corridors. During this period, Broadway Auto Row was developed as an East Bay center for automobile sales and service.

Many of the major corridors transformed again during the post World War II era, when they were converted from predominantly serving streetcars, to serving automobiles. Most new developments in this era were designed for the convenience of cars, with large parking lots in front of new buildings. Commercial development was spread throughout the corridors, which was practical for shopping by car, not on foot or transit.



A 3-unit Key System "A" train on E. 14th St., Oakland.
Photo courtesy of John Harder.

Introduction

Guiding Principles

This document identifies eight guiding principles to which each development project must conform to meet the intent of the Oakland Commercial/Corridor Guidelines. Each guideline fulfills, in combination with other guidelines, one or more of the principles described below.

1. **Build upon patterns of urban development that lend a special sense of place.**
   - Enhance existing neighborhoods that have a well-defined and vibrant urban design context.
   - Develop attractive urban neighborhoods in areas where they do not currently exist.

2. **Provide elements that define the street and the place for pedestrians.**
   - Locate buildings to spatially define the street.
   - Construct high quality storefronts and ground floor residential space.
   - Create a connection between the public right of way and ground floor activities.
   - Reduce the negative visual impact of on-site parking.
   - Enhance the pedestrian space by framing the sidewalk area with trees, awnings, and other features.

3. **Allow for a diversity of architectural expression to prevent monotony.**
   - Allow for street fronts with a variety of architectural expression that is appropriate in its context.
   - Respect the design vocabulary of historic and established neighborhoods while allowing for a variety of architectural styles.

4. **Encourage high quality design and construction.**
   - Add visual interest and distinction to the community.
   - Construct buildings with high quality materials and detailing that make a lasting contribution.
   - Develop buildings with pleasing compositions and forms.

5. **Design buildings that reinforce the urban character of the different corridor and place types.**
   - Design buildings on primary corridors with a more urban character than those on secondary corridors.
   - Develop storefronts that contribute to successful retail districts.
   - Create high quality multi-family developments adjacent to commercial districts.

6. **Create transitions in height, massing, and scale.**
   - Achieve a compatible transition between areas with different scale buildings.

7. **Use sustainable design techniques.**
   - Treat on-site stormwater.
   - Use green building techniques.

8. **Create a safe urban environment.**
   - Employ design features that discourage crime, while not sacrificing design excellence.
   - Include site design measures to improve safety for pedestrians.

Introduction

Applicability of Each Guideline

Each guideline in this document expands on the General Plan and Zoning Regulations by providing design direction that is not suited to objective standards in Oakland's Zoning Regulations. Instead, they descriptively and graphically express the City's expectations for new development on the corridors.

In general, each applicable guideline should be met to approve a development proposal. However, this document is not intended to restrict innovation, imagination and variety in design. Applicants may submit design proposals that deviate from these Guidelines, but must offer clear explanations that the proposed solutions are consistent with the Guiding Principles.

A method that achieves associated principals to the same extent as a guideline may be considered in lieu of that guideline.

Primary and Secondary Corridors

The guidelines often refer to "primary" and "secondary" corridors. In general, the primary corridors are wider and more urban in character, such as International Boulevard, San Pablo Avenue, Telegraph Avenue, and Broadway. The secondary corridors generally have a less dense character and include Foothill Boulevard, Bancroft Avenue, College Avenue, Shattuck Avenue, and MacArthur Boulevard. The corridors are mapped in Exhibit A.

Applicability of the Guidelines

The Guidelines apply any project, including additions and new construction, in the City's major corridor zones (**RU-4**, **RU-5**, **CN-1**, **CN-2**, **CN-3**, **CC-1**, **CC-2, and S-15**) that require Design Review under Chapter 17.136 of the Zoning Regulations.

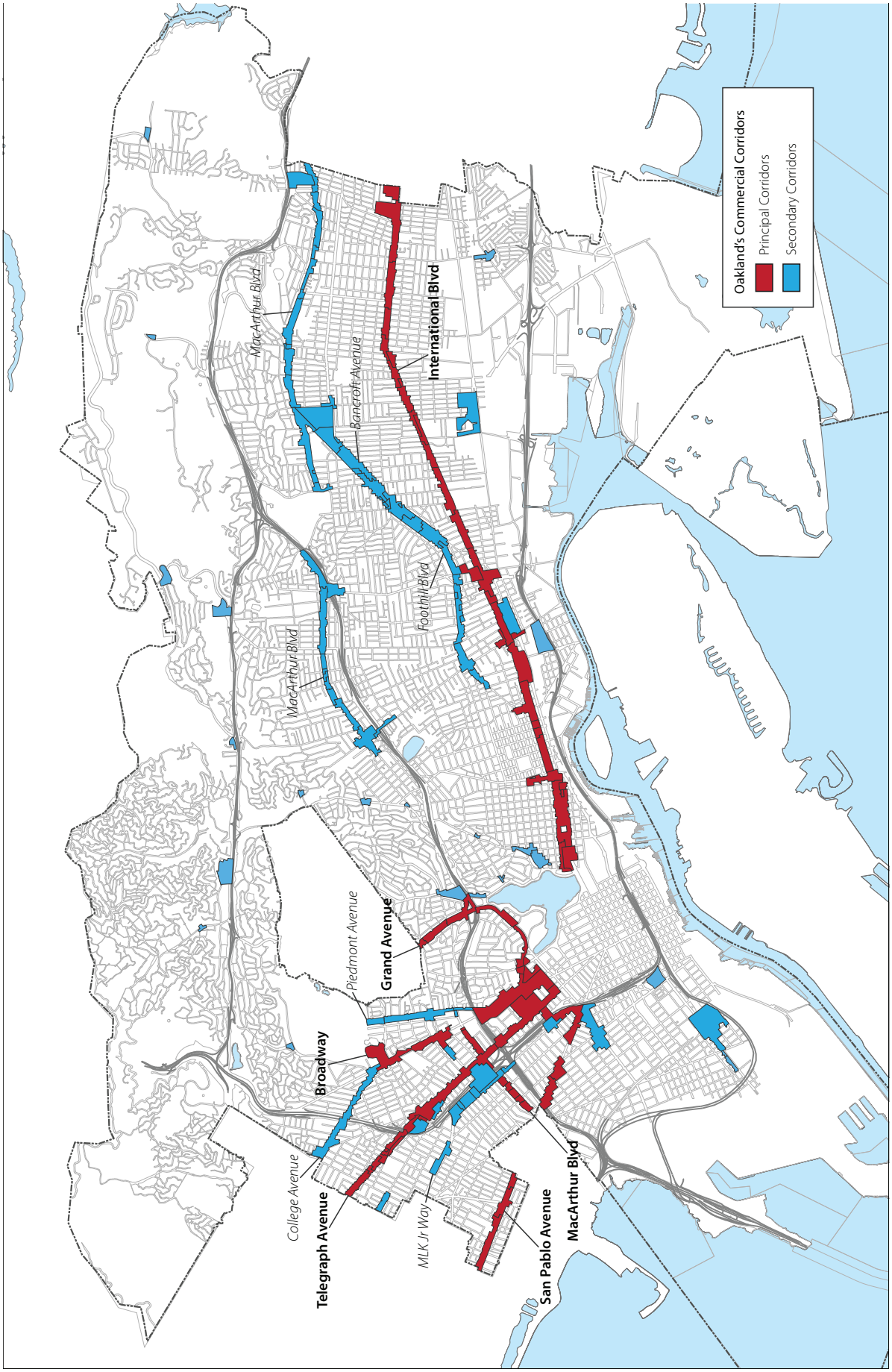
The Guidelines supplement the design review criteria contained in that Chapter, the City's "Small Project Design Guidelines, and any other requirements. This authority is specifically granted in subsections 17.136.050(A)(5), 17.136.050(B)(3), and 17.136.050(B)(3) of the Zoning Regulations.

Where there is a contradiction between design guidelines for a specific area and these guidelines, the guidelines for the specific area takes precedence.

Amendments to the Guidelines

Amendments to the Commercial/Corridor Design Guidelines must be approved by the City of Oakland Planning Commission. Minor, nonsubstantive amendments or interpretations that clarify the intent of a guideline may be made upon approval of the Planning Director.

Primary and Secondary Corridors



COMMERCIAL CORRIDOR DESIGN GUIDELINES

CHAPTER 1

Building Placement

1.1 Commercial Building Placement

1.2 Residential Building Placement

1.3 Institutional Building Placement

COMMERCIAL CORRIDOR DESIGN GUIDELINES

BUILDING PLACEMENT 1.0

BACKGROUND

Where to place the primary buildings of a development should be one of the first design considerations for an architect. The location of a building plays the crucial urban design role of defining the space and character of the street and creating a functional site plan.

GUIDELINES

1.1 Commercial Building Placement

1.1.1 Spatially define the street front by locating storefronts near the property lines facing the corridor and adjacent to one another.

1.2 Residential Building Placement

1.2.1 Respect a strong building placement context for developments with ground floor residential space.

1.2.2 Place residential buildings closer to the sidewalk on the primary corridors than on the secondary corridors.

1.3 Institutional Building Placement

1.3.1 Allow institutional and civic buildings to be set back from the front property lines.

1.1 Commercial Building Placement

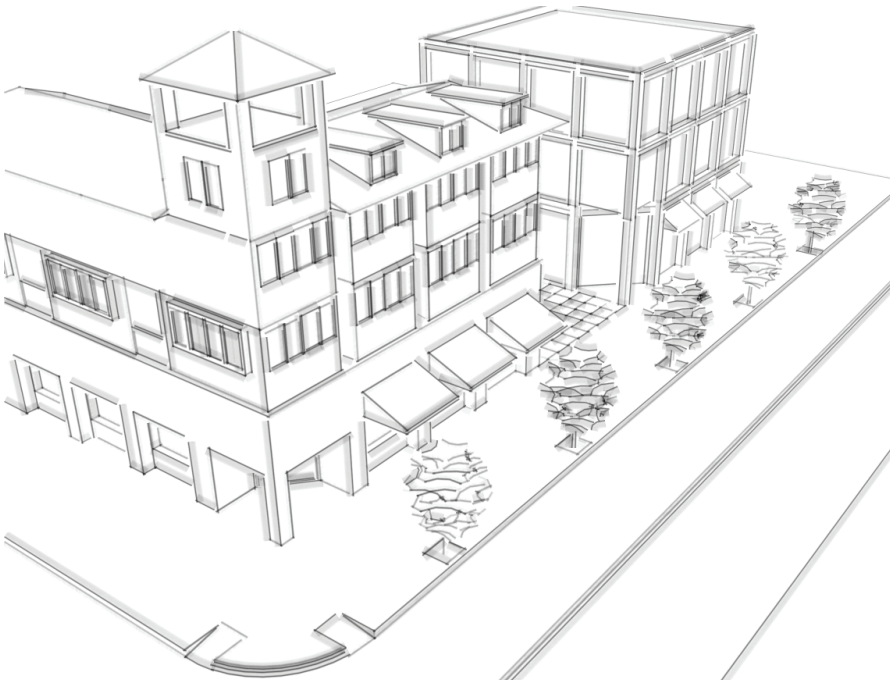
Guideline 1.1.1

Spatially define the streetfront by locating storefronts near the property lines facing the corridor and adjacent to one another.

- Build the ground level of commercial buildings near the sidewalks and close to side property lines. A consistent series of commercial buildings constructed at the sidewalk and adjacent to one another creates a street wall and a defined pedestrian space. The CN-1, CN-2, CN-3 and CC-2 zones each have maximum front setback limits to create or maintain this storefront pattern.

(!) Small ground level inset bays for entrances, outdoor seating, and special corner features are appropriate variations within the street wall to provide activity and variety to the streetscape.

(!) The Zoning Regulations allow an exception to the maximum front yard setback for plazas on a portion of the street front. Careful placement of plazas is required to preserve a coherent retail street. An occasional plaza (generally no more than one per block face) within a well-established commercial retail district or at an intersection may be appropriate.



Guideline 1.1.1: A pattern of setbacks with variety in the facade creates a visually interesting pedestrian experience. An occasional plaza can also create an inviting retail environment.

Commercial Building Placement

1.1

THIS

Guideline 1.1.1: Inset bays for dining provide variety to the storefront pattern.

THIS

Guideline 1.1.1: A consistent commercial streetfront defines the pedestrian space and creates a street wall.

NOT THIS

NOT THIS

Guideline 1.1.1: Parking lots in front of stores detract from the pedestrian experience and does not define the street area.

COMMERCIAL CORRIDOR DESIGN GUIDELINES

1.2 Residential Building Placement

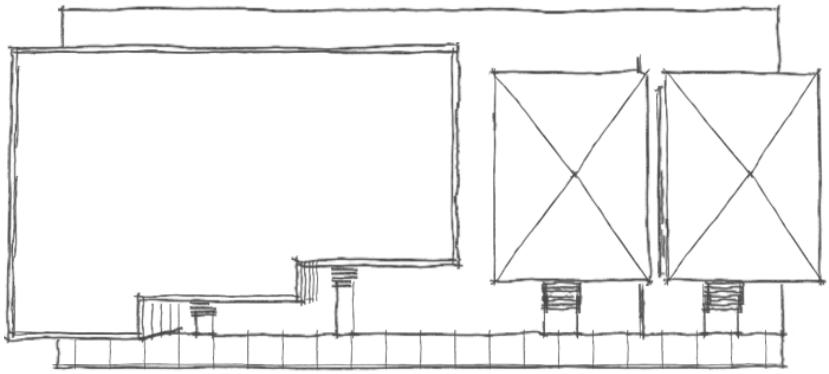
Guideline 1.2.1

Respect a strong building placement context for developments with ground floor residential space.

- Respect an existing strong (and desirable) pattern of front and side yard residential building location by either continuing the existing front setback pattern, or, for larger developments, carefully transitioning from the setback pattern. The City's historic areas generally contain these strong contexts.

  The following are two design techniques to consider that will achieve this transition:

  - Provide an equivalent front yard setback adjacent to context, then reduce it as the distance increases from the existing pattern; or
  - Provide open spaces such as landscaped areas and driveways adjacent to the neighboring context to mark an end to the setback pattern and establish a new pattern.



Guideline 1.2.1: Consider including a step back in a development to transition to an existing and desirable setback pattern.

Residential Building Placement

1.2

Guideline 1.2.1: The setback of new development should respect an existing historic context.

Guideline 1.2.1: This is a area without a desirable setback pattern. New development should follow these guidelines to establish a new context.

Residential Building Placement

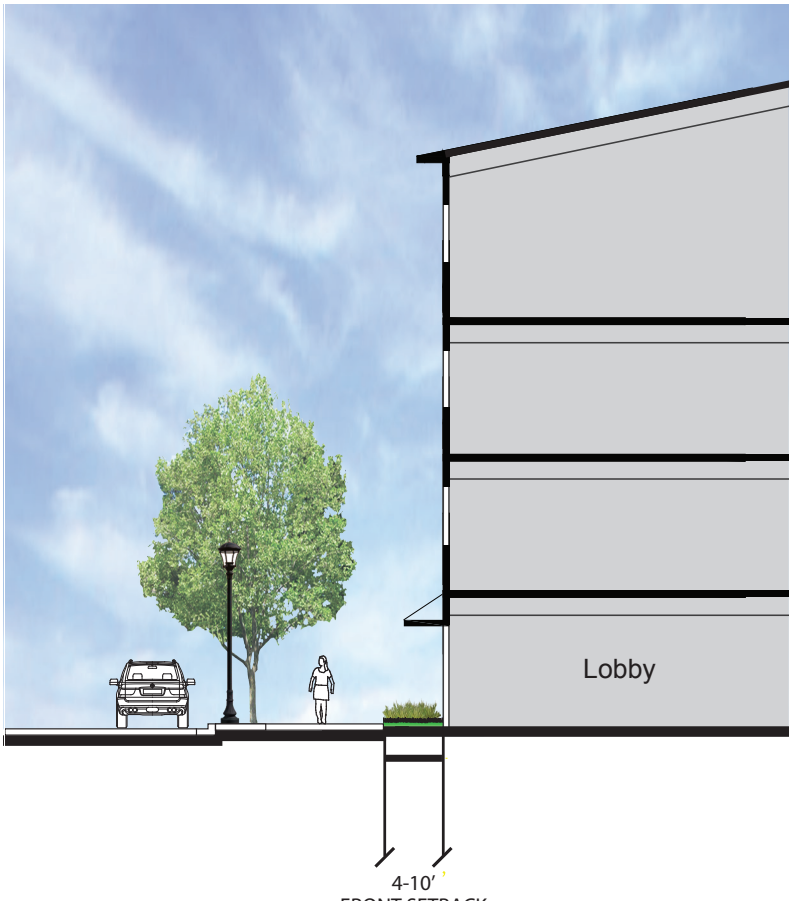
Guideline 1.2.3

Place residential buildings closer to the sidewalk on the primary corridors than on the secondary corridors.

See also: Guideline 4.1 regarding frontage design and Guideline 4.2 regarding grade separation for ground level residential units.

- ***Primary Corridors.*** Where there is no established and desirable residential front setback pattern on a primary corridor, generally place the front of a building no more than about four to ten feet from the sidewalk. This setback area should be used for planting to buffer and soften the frontage of the building. Part of the setback could be used to expand width of the sidewalk if the design is consistent with a context or an adopted infrastructure plan for the area.

  Part of a frontage may have a greater setback to accommodate a forecourt (see Guideline 4.1) to provide variation in the facade; however, do not make this setback feature the most prominent feature of the facade.

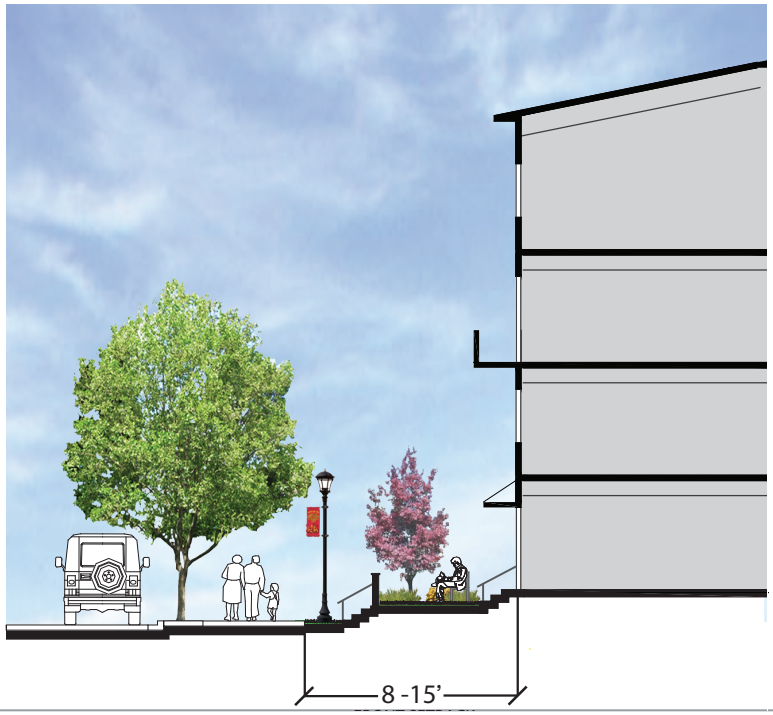


Guideline 1.2.3: Smaller residential setbacks (4 to 6 feet) are appropriate for the primary corridors such as International Boulevard

Residential Building Placement

1.2

- ***Secondary Corridors.*** In general residential buildings should have larger front yard setback area on the secondary corridors than a primary corridor. An approximate eight to fifteen-foot landscaped setback is appropriate unless there is another established setback pattern. This setback can be used to accommodate stoops, a forecourt entrance, or a terrace (see Guideline 4.1). The front yard setback area should not be used for parking. Like the primary corridors, part of the setback could be used to expand width of the sidewalk if the design is consistent with a context or an adopted infrastructure plan for the area.



Guideline 1.2.3: Larger landscaped residential setbacks are appropriate for the secondary corridors

1.3 Institutional Building Placement

Guideline 1.3.1

Allow institutional and civic buildings to be set back from the front property lines.

- Large institutional buildings such as schools, government buildings, hospitals, and places of worship may set back from the sidewalk even when not consistent with the existing context. This contrasting treatment recognizes the special function that major civic buildings have in a neighborhood. Place attractive landscaping (including planting) in the front of a civic building that is set back from the sidewalk. Do not place parking in front of the civic building.

  The design of smaller institutional facilities should meet Guideline 1.2.3 above.

Guideline 1.3.1: Larger front setbacks can be appropriate for large institutional or other public buildings such as a high school.

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CHAPTER 2

On-Site Open Space Placement

2.1 Site Planning for Open Space

COMMERCIAL CORRIDOR DESIGN GUIDELINES

ON-SITE OPEN SPACE PLACEMENT 2.0

BACKGROUND

The following provides guidelines to make on-site open space integral to the design of a development and enjoyable for residents and/or the public.

GUIDELINES

2.1 Site Planning for Open Space

2.1.1 Integrate open space into the site plan.

2.1.2 Site common open space to be easily accessible to residents and/or the public.

2.1.3 Wherever feasible, orient group open space to have solar exposure and toward living units or commercial space.

2.1 Site Planning for Open Space

Guideline 2.1.1
Integrate open space into the site plan.

- Open space should be an integral feature of a site plan that promotes social interaction and organizes the architecture of a development. This open space can either be for the exclusive use of residents and be designed to fulfill the usable open space requirements in Chapter 17.126 of the Zoning Regulations, or shared with the public.

Guideline 2.1.1: Centrally located open space is integral to the overall site plan of a development and is easily accessed from units.

Potential areas for required usable open space include:

- Inner courtyards that organize architectural elements and/or provide a common green area and gathering space;
- In mixed use projects, adjacent to commercial space to provide a public plaza for an outdoor café or restaurant seating. Careful placement of plazas is required to preserve a coherent retail street; generally, no more than one per block face within a well established commercial storefront area is appropriate (see Guideline 1.1.1 for issues relating to the location of plazas).
- In forecourts or terraces (see Guideline 4.1.3 for a discussion of residential frontage types);
- Landscaped setbacks in front of a building on a secondary corridor;
- Upper story step backs;
- The top of parking podiums;
- Rooftops (See the Zoning Regulations for the maximum amount of required open space allowed to be on a roof); Areas where there is a transition from corridor development to low density residential neighborhoods.

(!) Do not wall off open space located in front of a building from the street with dense planting or a tall fence.

Guideline 2.1.2

Site common open space to be easily accessible to residents and/or the public.

- Locate common open space that is for the exclusive use of residents to be directly accessible or a short distance from as many units as possible. In mixed-use or commercial developments, consider sharing group open space with the general public in a plaza adjacent to a restaurant or other active use.

See also: Guideline 8.2.1 regarding public plaza design and location in large developments.

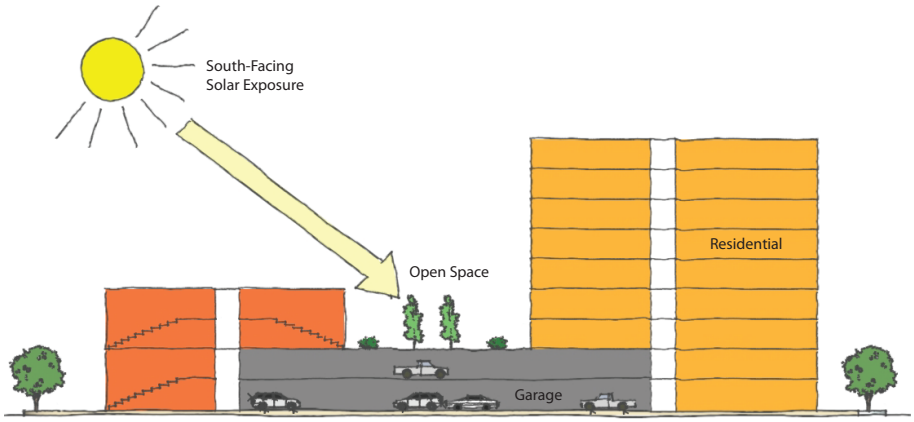
Guideline 2.1.2: Open space that is accessed by internal doorways. Units front directly onto the internal courtyard. This internal courtyard can be located on top of a parking podium.

Site Planning for Open Space

Guideline 2.2.1

Wherever feasible, orient group open space to have solar exposure and toward living units or commercial space.

- To the maximum extent feasible, orient group open space so that some portion has southern exposure and site the open space so it can be seen from living units or commercial space. These features increase the enjoyment and safety of the space.



Guideline 2.2.1: Orient open space towards the south, whenever feasible.

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CHAPTER 3

Parking and Service Elements Placement and Design

3.1 Parking and Driveway Placement

3.2 Surface Parking Lot Design

3.3 Service Elements Placement and Design

COMMERCIAL CORRIDOR DESIGN GUIDELINES

PARKING AND SERVICE ELEMENTS PLACEMENT AND DESIGN

3.0

BACKGROUND

The guidelines in this section provide direction regarding how to place and design parking and other service elements in a way that does not detract from the appearance of the building façade or the pedestrian experience.

GUIDELINES

3.1 Parking and Driveway Placement

3.1.1 Place parking areas and parking podiums behind active space or underground.

3.1.2 Limit driveways, garage doors, and curb cuts on the corridor.

3.2 Surface Parking Lot Design

3.2.1 Provide planting and a screening edge between the public right of way and surface parking lots and landscaping in the interior of surface parking lots.

3.2.2 Provide an architecturally coordinated lighting scheme in parking lots that shielded to prevent off-site glare.

3.2.3 Provide pedestrian circulation within a large parking lot and connect it to a sidewalk or other pedestrian system adjacent to the site.

3.2.4 Reduce stormwater runoff from parking lots.

3.3 Service Elements Placement and Design

3.3.1 Locate loading docks out of view from the corridor.

3.3.2 Locate service elements such as utility boxes, transformers, conduits, trash enclosures, loading docks, and mechanical equipment screened and out of view from the corridor.

3.3.2 Size, place, and screen rooftop mechanical equipment, elevator penthouses, antennas, and other equipment away from the public view.

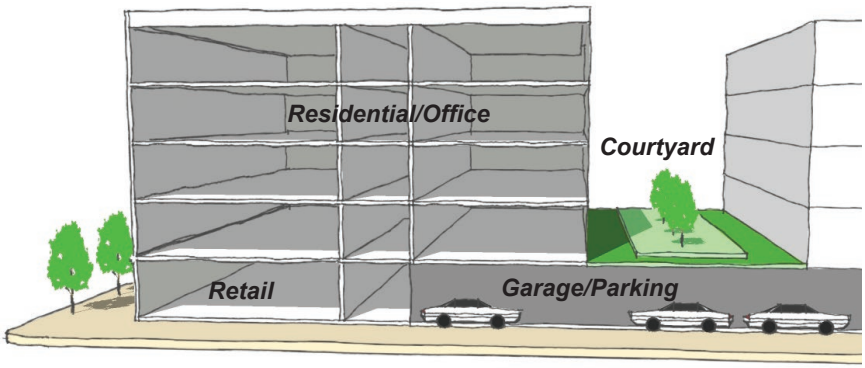
3.1 Parking & Driveway Placement

Guideline 3.1.1

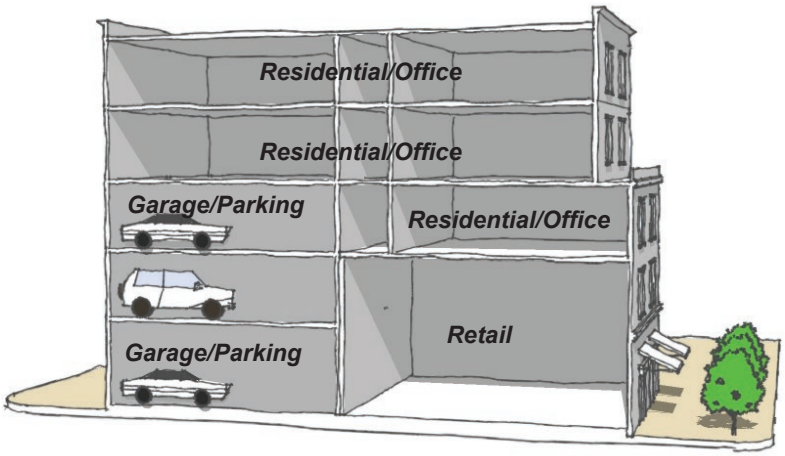
Place parking areas and parking podiums behind active space or underground.

- Open parking and parking podiums that face the street reduce the level of activity and interest for pedestrians. Therefore, ground level parking podiums should not face the primary street and should be placed either behind active space or underground. Upper story parking should be placed behind active space, wherever feasible. Site any open parking behind the main building.

See also: Chapter 5.4.3 regarding incorporating the façade of an upper story garage into the design of a building.



Guideline 3.1.1: Site ground level parking behind active space such as residential units or commercial space.



Guideline 3.1.1: Site upper level parking behind active space wherever feasible.

Guideline 3.1.2

Limit driveways, garage doors, and curb cuts on the corridor.

- Curb cuts on pedestrian and traffic corridors can create conflicts with pedestrians, traffic hazards, and street congestion. Further, garage doors do not contribute to an attractive streetscape. Therefore, minimize the number and size of driveways, garage doors, and curb cuts on the corridors.

  Driveways should be located on a side street instead of the corridor, wherever feasible. The following guidelines apply where developments on corner lots require a curb cut onto a corridor to accommodate circulation demands:

  - Site the driveway to minimize impact on the street frontage
  - Design driveways onto the corridor to be as infrequent and narrow as possible.
  - Design any necessary corridor-facing driveways to exit onto the corridor to avoid queuing into the right-of-way.
  - Create shared access opportunities with neighboring properties.

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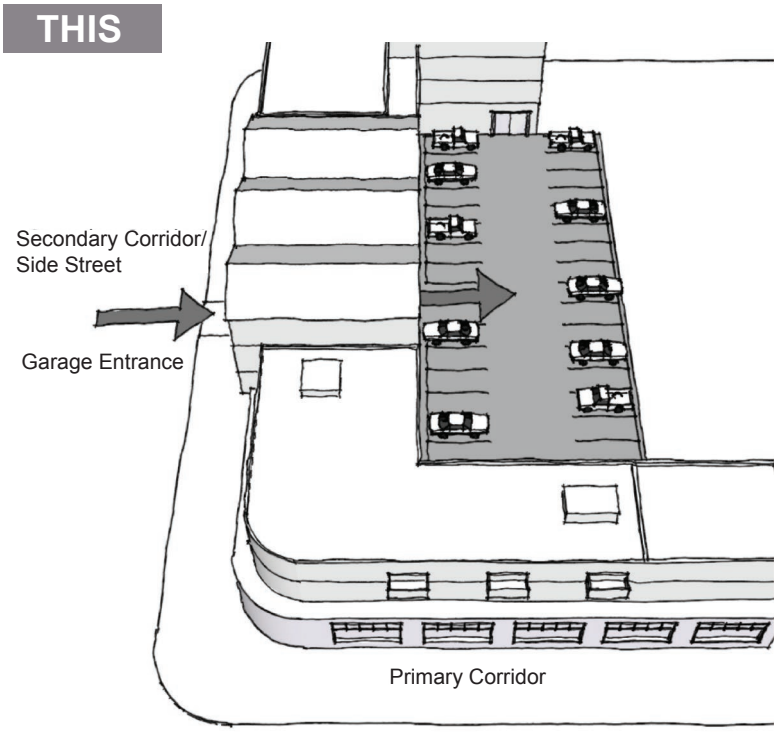

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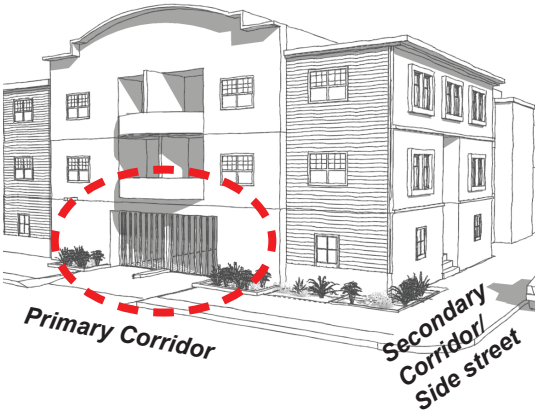


Guideline 3.1.2: Parking garage entrance should be located on the side street, not on the primary corridor.

3.2 Surface Parking Lot Design

Guideline 3.2.1: Art in a parking lot

NOT THIS

Guideline 3.2.1: The edges of these parking lots have no buffer or transition to the right-of-way and lack internal landscaping.

Guideline 3.2.1

Provide planting and a screening edge between the primary right-of-way and surface parking lots and landscaping in the interior of surface parking lots.

- An open parking lot should include significant landscaping (including planting) on both its perimeter and interior. The landscaping on the perimeter should provide a visual buffer and edge between the parking lot and the sidewalk.

  This landscaped area should usually be at least five feet wide for moderately sized parking lots (generally between 20 and 100 spaces) and ten feet wide for larger lots.

  Smaller lots (less than 20 spaces) can provide a narrower landscaped perimeter with a decorative fence, or other definition for the edge of the lot adjacent to the sidewalk. Any perimeter fence should be decorative and no higher than four feet to define the lot edge while also preserving visual surveillance into the lot.

  Generally, at least **five percent** of the interior of a parking lot should contain canopy trees and shrubs within landscape islands. Parking lots should have no fewer than one canopy trees per each six parking spaces. Other items to consider include the following:

  - All planting should be placed so that they will not be hit by a car or door. Landscaped islands should be protected by curbs, or, if necessary, wheel stops.
  - Provide additional planting to buffer residentially zoned lots from the more active commercial and high density residential lots.
  - Where feasible, incorporate art into the landscaped areas or other parts of the lot.
  - Use drought resistant planting in the lot.

THIS

Guideline 3.2.1: Planting provide a visual break between street and parking lot.

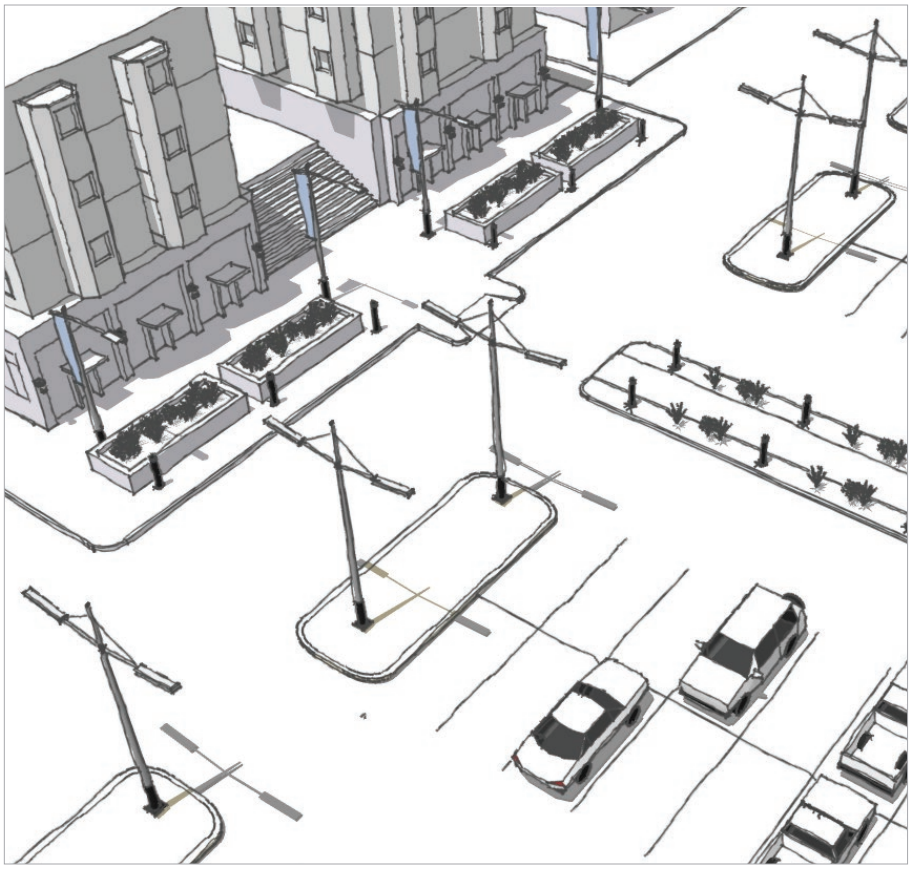
Guideline 3.2.1: Planted islands provide visual relief in parking lots.

Guideline 3.2.2

Provide an architecturally coordinated lighting scheme in parking lots that are shielded to prevent off-site glare.

- Select attractive light fixtures, light pole bases, and poles, that are consistent with each other, the architecture of buildings (if any), and/or nearby street lighting. Also, design the lighting so that light is not directed off the site and the light source is shielded from direct off-site viewing.

See also: Section 9.1 regarding appropriate lighting for security in a parking lot.



Guideline 3.2.2: Consistent style and materials are used for the lighting both in the parking lots and on the building facade.

Surface Parking Lot Design

Guideline 3.2.3

Provide pedestrian circulation within a large parking lot and connect it to a sidewalk or other pedestrian system adjacent to the site.

- For larger lots (typically lots with greater than 100 spaces), place pedestrian paths between parking aisles or other safe locations that provide direct access to the primary destination at the site. In general, pedestrians should not have to cross more than 60 linear feet of parking or driveway. Connect these paths to a sidewalk or other pedestrian system adjacent to the site. In general, a path should be at least four to five feet wide designed with a landscaped strip and/or line of trees on its sides that reinforce the design theme of the development. The paths should be between as many aisles as possible to encourage their use.

Guideline 3.2.3: Pedestrian walkways between parking aisles

Guideline 3.2.4

Reduce stormwater runoff from parking lots.

- Reduce stormwater runoff from parking lots using methods such as permeable paving, swales, or similar methods. Also, follow the City's stormwater guidelines for parking areas.

See also: Guideline 6.4 regarding sustainable development methods, including stormwater management.

Guideline 3.2.4: Examples of bioswales in parking lots

3.3

Service Elements Placement and Design

THIS

Guideline 3.3.2: Screened utility and trash areas behind a building

NOT THIS

3.3.2: Site trash locations that are screened from view..

Guideline 3.3.2: Do not place utilities within the pedestrian travel zone of sidewalks or other pedestrian routes.

Guideline 3.3.1

Locate loading docks out of view from the corridor.

- Whenever functionally feasible, locate loading docks out of view from the primary street. Provide access on side streets for any loading docks on corner lots. Design the entrance to the loading dock to reduce pedestrian hazards.

Guideline 3.3.2

Screen service elements such as utility boxes, transformers, conduits, trash enclosures, loading docks, and mechanical equipment and locate them out of view from the corridor.

- The location of service elements such as utility boxes, transformers, conduits, garbage areas, loading docks, and mechanical equipment should be determined early in the design process to reduce their visibility on the corridors. The following techniques should be employed to reduce the prominence of these features:
  - Locate service elements away from view from the corridors.
  - Where utility companies require utilities within view of the corridor, screen them from view with planting or fencing. Screening should be as unobtrusive as possible. Alternatively, decorate the utility as public art.
  - Wherever feasible, place transformers that are required to be installed on or adjacent to the street or sidewalk in below grade vaults or enclosed in the building.
  - Never place an above-ground transformer within the pedestrian zone of a sidewalk.
  - Enclose or otherwise obscure from view all trash receptacle areas from the primary corridor.

COMMERCIAL CORRIDOR DESIGN GUIDELINES

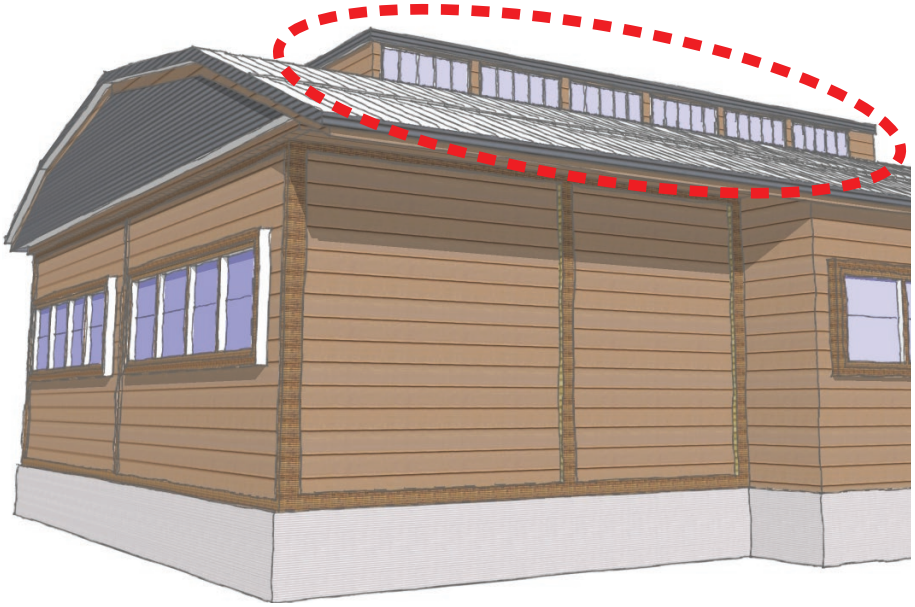
Guideline 3.3.3

Size, place, and screen rooftop mechanical equipment, elevator penthouses, antennas, and other equipment away from the public view.

- Design rooftop equipment to be as compact as possible and placed where it cannot be seen from the street. Where necessary, use parapets, trellises, or other architectural rooftop features to screen the equipment. Integrate the screening into the architecture of the building if it can be seen from the street.

See Chapter 17.128 of the Zoning Regulations for additional design requirements for telecommunications facilities.

Guideline 3.3.3: Incorporate art into existing utility boxes. Place new utility boxes underground if possible.



Guideline 3.3.3: This HVAC system is set back from the edge of the building and hidden from view with screening that is consistent with the architecture of the building.

CHAPTER 4

Ground Floor Design

3.1 Residential Ground Floor
3.2 Commercial Ground Floor
3.3 Entrance Features
3.4 Relationship to Sidewalk

COMMERCIAL CORRIDOR DESIGN GUIDELINES

GROUND FLOOR DESIGN 4.0

BACKGROUND

A well designed ground floor façade provides a comfortable scale for pedestrians and a visual transition between the public space and the building. A series of adjacent high quality commercial storefronts or residential entrances work together to create a center of pedestrian activity and promotes future investment.

GUIDELINES

4.1 Residential Ground Floor

4.1.1 Establish a prominent and differentiated ground floor in residential buildings.

4.1.2 Design ground floor residential space to have grade separation from the sidewalk.

4.1.3 Provide well designed ground floor residential frontages through the use of stoops, forecourts, front yards, and lobbies.

4.2 Commercial Ground Floor

4.2.1 Provide a high proportion of glazed surfaces versus solid wall areas in all storefronts.

4.2.2 Provide the elements of a successful storefront.

4.2.3 Consider operable storefront windows that open interior spaces to the sunlight and views of sidewalk activity.

4.2.4 Provide ground floor architectural detailing that provides visual interest to pedestrians and distinguishes the ground floor from upper floors.

4.2.5 Coordinate horizontal ground floor features with other commercial facades to create a unified composition at the street wall.

4.2.6 Do not set back the ground floor of commercial facades from upper stories.

4.2.7 Provide floor space dimensions and facilities that create an economically viable and flexible commercial space.

4.3 Entrance Features

4.3.1 Integrate garage doors into the building design and reduce their prominence on the street.

4.3.2 Establish prominent and frequent entrances on facades facing the corridor.

4.4 Relationship to Sidewalk

4.4.1 Install consistently spaced street trees, extend an existing positive street tree context, and install trees appropriate for the zoning district.

4.4.2 Place features that create a transition between the sidewalk and the development.

4.4.3 Include sidewalk seating that provides an unobstructed sidewalk area for pedestrians and attractive and durable fencing.

4.4.4 Provide convenient and secure bicycle parking facilities.

4.1 Residential Ground Floor

Guideline 4.1.1

Establish a prominent and differentiated ground floor in residential buildings.

- Design residential buildings with a ground floor taller (at least twelve feet from the grade to the finished ceiling) than other stories in the building to establish a strong corridor presence and a pedestrian scale. Maximum height and maximum number of story requirements in the corridor zones are designed to accommodate this extra ground floor height. Differentiate the ground floor from upper floors through the use of contrasting materials and windows, additional detailing, and/or a prominent cornice.

Guideline 4.1.1: Residential building with a prominent ground floor

Guideline 4.1.1: Height and differentiated materials create prominent ground floors in this residential building.

Residential Ground Floor

4.1

Guideline 4.1.2

Design ground floor residential space to have grade separation from the sidewalk.

- Provide at least a 2-1/2 to three-foot vertical separation between ground floor living space and the sidewalk grade to create a sense of privacy and buffer the residences from nearby traffic. The separation is particularly important for units near the right-of-way. Use this separation to place windows above the eye level of pedestrians on the adjacent sidewalk. The bottom of a window usually needs to be about 4 - 6 feet above grade, depending on the setback of the building, to prevent pedestrians from easily looking into interior living space.

(!) The Zoning Regulations support this guideline by requiring that bottom floor living space be separated above the sidewalk.

THIS

Guideline: 4.1.2: Residential buildings setback from the sidewalk with an adequate separation between the grade and ground floor living space.

NOT THIS

Guideline 4.1.2: These ground level residential units lack privacy and are impacted by street activity.

COMMERCIAL CORRIDOR DESIGN GUIDELINES

Residential Ground Floor

Guideline 4.1.3

Provide well designed ground floor residential frontages through the use of stoops, forecourts, front yards, and lobbies.

- This guideline discusses four recommended residential frontage and entrance features to face the primary street: ***stoops, forecourts, front yards, and lobbies***. The guideline also discusses the appropriate corridor location of each of these frontage types.

- ***Stoops*** are stairs that provide access to dwelling units from the front façade facing the corridor. Stoops are ideal for ground floor living space because they create a vertical separation from the street (see Guideline 4.4.2) and increase pedestrian interest by providing a connection and transition to the public area.

  Each stoop should lead to a unit that has a defined building volume and primary entrance door facing the primary or side street. Stoops should not lead to a secondary entrance or be used as a rear balcony.

  Low walls or fences at the front property line may be appropriate to define a garden and private space. In general, stoops should be perpendicular to the building because stoops that are parallel tend to create walls along the street. In general, stoops should reach at least three to five feet high.

  Stoops that recess into the facade are encouraged on the primary corridors because they do not require the building to be set back. Either recessed or projecting stoops for buildings that are set back from the sidewalk can be appropriate for the secondary corridors.

Residential Ground Floor

4.1

THIS

*Stoops that project from the facade such as shown above are most encouraged for the City's **secondary corridors** because they require the building to be set back.*

THIS

*Stoops that recess into the facade such as shown here are encouraged on the **primary corridors** to better define the street.*

NOT THIS

Guideline 4.1.3: These stairs have a negative impact on the pedestrian experience because they create a wall at the sidewalk. Therefore, place stairs perpendicular, not parallel, to the street.

COMMERCIAL CORRIDOR DESIGN GUIDELINES

Residential Ground Floor

- A ***forecourt*** is an open area adjacent to the sidewalk created by setting back a portion of the building façade from the front property line. A prominent entrance feature facing the corridor is often placed at the back of the open area.

  Treat the setback area as an open space amenity for residents with landscaping (including planting), outdoor furniture, fountains, or art. It should be visually open to the sidewalk to create a connection to the public space. Do not use the area for parking. Orient residential units toward the open area for increased security and to create an active space. Place a prominent pedestrian path (separated from any driveway), directly through the forecourt that leads from the corridor to the entrance of the building. This main entrance should be oriented toward the corridor.

(!) Guideline 4.1.3: Residential forecourts are appropriate in the Urban Residential zones (RU-4 and RU-5 zones) on either the primary or secondary corridors. A forecourt on a primary corridor should be less than half the building frontage to preserve an effective street wall for the wider right-of-ways.

Example of a forecourt

Residential Ground Floor

4.1

- ***Front yards*** are created when there is a significant setback from the sidewalk (ten to fifteen feet) across the length of a building. Front yards should have a well-defined pedestrian path from the sidewalk, separate from any driveway, that directly leads to a prominent front entrance that faces the corridor. Provide extensive landscaping, particularly planting, in the front yard area. This landscaping can create a clear delineation between the private and public space along with contrasting paving, a low wall, or a short terrace. A ***terrace*** is an elevated front yard that separates and sets back a building's facade from the sidewalk and the street. The grade separation created by a terrace buffers residential uses from urban sidewalks, preserves the privacy of ground floor residential space, and delineates private from public space. This terrace should be no higher than 3.5 feet so that the space is not walled off from the street.

Front yard with terrace

Guideline 4.1.3: Front yards are appropriate for the secondary, rather than the primary, corridors. Shallow terraces may be appropriate for a primary corridor, particularly construction on a grade crossing the front of the site.

4.1 Residential Ground Floor

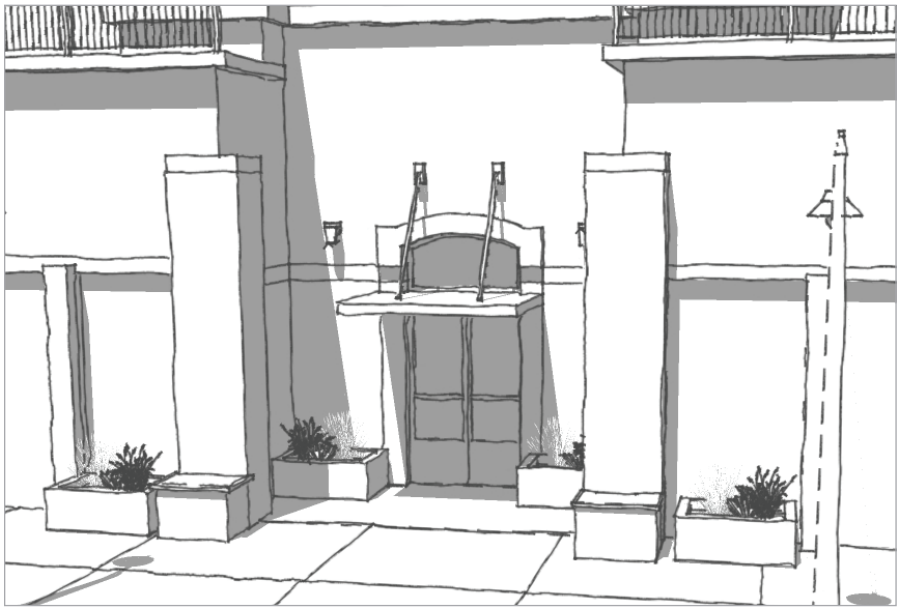
- ***Lobbies*** are a typical residential building façade element that can be combined with various frontage types. Include the following features for the lobby façade:

  - Design a tall lobby space. Consider a two story height for the lobby.
  - Emphasize the entrance to the lobby by surrounding it with prominent architectural details.
  - Provide visual prominence to the lobby by either recessing or projecting it from the rest of the façade.
  - The façade of the lobby should allow views inside the building.
  - The lobby entrance should directly face the corridor.
  - A clear and prominent pedestrian path, separated from any driveway, or contrasting paving or stairs should designate a lobby entrance that faces the corridor.

  Lobbies are particularly appropriate for the Urban Residential zones on the primary corridors, but can also be used on the secondary corridors with a well landscaped garden entrance or terrace.

See also: Guideline 4.3.2 for examples of prominent entrances and Guideline 4.2.4 for a discussion of ground floor details and materials.

Guideline 4.1.3: Examples of prominent lobbies in residential buildings.



Commercial Ground Floor

4.2

Commercial Ground Floor Treatment

The design of ground floor commercial space is essential to the success and enhancement of a commercial district. A series of adjacent high quality storefronts can work together to create a center of pedestrian activity that enhances the character of a district and promotes future investment. Each new commercial storefront is responsible for its part of a complete and integrated street front.

Guideline 4.2.1

Provide a high proportion of glazed surfaces versus solid wall areas in all storefronts.

- Storefronts should maximize unobstructed display windows so that pedestrians can see into the business. Regulations in the applicable corridor zones contain regulations regarding minimum transparency. This guideline recommends exceeding this minimum when feasible.

Guideline 4.2.1: Each well designed storefront contributes to a successful commercial district.

Guideline 4.2.1: This storefront has a significant window transparency area. Transparency benefits businesses and provides a visual connection to the sidewalk.

COMMERCIAL CORRIDOR DESIGN GUIDELINES

Commercial Ground Floor

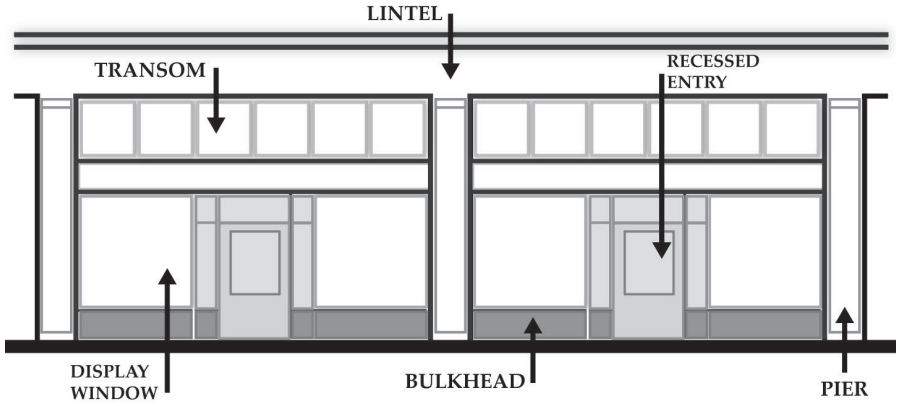
Guideline 4.2.2
Provide the elements of a successful storefront.

- This guideline contains a set of best practices for designing successful ground floor commercial storefronts. While many elements of this guideline are directed toward storefront development at the sidewalk edge, the basic façade design principles can be applied to other commercial frontages, including shopping centers and offices.

  Additional information on storefront treatments can be found in the City's Small Project Design Guidelines for Commercial Businesses.

  This guideline focuses on the elements of successful storefronts, regardless of building style. In general, each element discussed should be adapted to fit the design style of the proposed building. For instance, traditionally styled buildings should have a recessed, divided light transom with prominent trim whereas a transom window on a building with a more contemporary style may have less differentiation from the rest of the ground level façade. Exceptions can be also be made on a case-by-case basis for high quality and creative designs that fit into a building's overall design concept or for buildings that contain special uses, such as movie theaters, service stations, and gymnasiums.

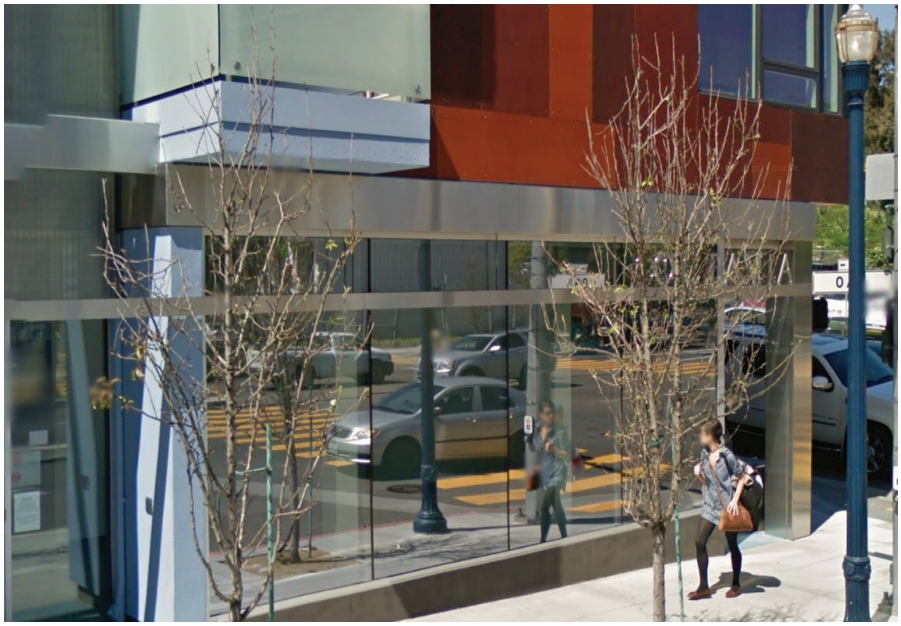
TRADITIONAL STOREFRONT ELEMENTS



Commercial Ground Floor

4.2

Guideline 4.2.2: These are examples of well designed storefronts in different style buildings. Both buildings provide the elements of a successful storefront (transoms, bulkheads, piers, and large window space) but the building on the bottom provides a more contemporary treatment than the building on the top.



Guideline 4.2.2: High quality frontages that fit into an overall design concept may not require all the elements of a traditional storefront. These evaluations can be made on a case-by-case basis.

COMMERCIAL CORRIDOR DESIGN GUIDELINES

4.2 Commercial Ground Floor

Guideline 4.2.2: Vertical piers and prominent seams provide a vertical break in this facade.

Guideline 4.2.2: Recessed entryway with distinctive paving.

- For developments with a large horizontal commercial frontage, provide a vertical break in the façade to separate commercial bays. This break can be made through vertical piers, prominent seams between windows, or other elements.
- Provide a durable bulkhead at the storefront base that is visually differentiated from the rest of the façade. A durable base, with such materials as granite, marble or ceramic tile, protects the area of the storefront that receives the most wear and creates a horizontal break in the façade.
- Storefronts should contain transom windows or tall display glazing to let natural light into the commercial space. Transom windows in traditionally styled buildings should have depth and contain divided light windows with a prominent trim. Transom windows on contemporary buildings can be more subtly defined. Reflective windows should not be used.
- Integrate sign areas into the storefront design. Provide signs and lighting for sign areas consistent with the City's "Small Project Design Guidelines for Commercial Businesses."
- Recessed entryways should be provided to clearly define a prominent entrance and a sheltered transition from the public realm. These entrance areas should have distinctive paving to transition to the public right-of-way. Always orient a main entrance toward the primary street, not just toward a parking lot.
- All commercial spaces should be at grade to allow easy access for patrons and increase visibility to the street.

Commercial Ground Floor

4.2

- Storefront awnings are an encouraged element that provide weather protection, define the ground floor and entrances, and frame the pedestrian area. See the City's Small Project Design Guidelines for a discussion of storefront design.

Guideline 4.2.2: These transom windows are not blocked by the awning.

Guideline 4.2.2: Place awnings over individual storefront bays.

Guideline 4.2.2: These awnings maximize storefront visibility and create an interesting architectural feature

COMMERCIAL CORRIDOR DESIGN GUIDELINES

Commercial Ground Floor

Guideline 4.2.3

Consider operable storefront windows that open interior spaces to the sunlight and views of sidewalk activity.

- Operable storefront windows create a connection between the public area and the activity in the ground floor of a building.

Guideline 4.2.3: Operable windows

Guideline 4.2.4

Provide ground floor architectural detailing that provides visual interest to pedestrians and distinguishes the ground floor from upper floors.

- Ground floor façades should be enhanced with architectural detailing that provides visual interest to pedestrians and distinguishes the ground floor from upper floors. Decorative details such as tile at the bulkhead, distinctive colors, columns, surface articulations, mosaics or other art, and distinctive materials should all be considered.

Guideline 4.2.4: Examples of ground floor architectural detailing

Commercial Ground Floor

Guideline 4.2.5

Coordinate horizontal ground floor features with other commercial facades to create a unified composition at the street wall.

- Awnings, canopies, cornices, and other horizontal architectural elements should be coordinated with existing and desirable storefront horizontal elements to create a unified composition at the street wall.

Guideline 4.2.5: The canopies of these buildings are lined up to define the street front.

Guideline 4.2.5: A consistent alignment of floor heights, awnings, and transom windows creates an attractive streetscape.

Guideline 4.2.6

Do not set back the ground floor of commercial facades from upper stories.

- Storefront façades that set back behind upper floors, including within colonnades, are not a recommended ground floor design because they tend to reduce the visibility of retail space, detract from the definition of the street, deaden the streetscape, and provide a dark place for criminal activity.

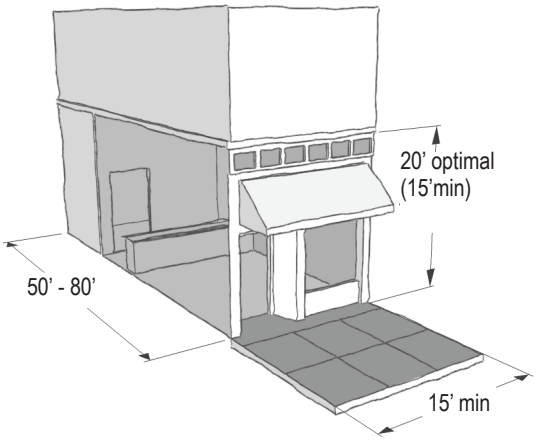
NOT THIS

NOT THIS

Guideline 4.2.6: Colonnades and recessing the ground floor tend to reduce the visibility of retail space, detract from street definition, remove activity from the streetscape and create security issues.

Commercial Ground Floor

Recommended Retail Dimensions



Guideline 4.2.7: The dimentions of a storefront should contribute to a strong street presence.

Guideline 4.2.7

Provide floor space dimensions and facilities that create an economically viable and flexible commercial space.

- Ground floor commercial (office and retail) spaces should be square or rectangular with as few pillars or posts as possible to maximize floor space and visibility into the space.

  Ground floor commercial space should also have relatively tall dimensions: *at least* 15 feet from the grade to the floor of the second story and 12 feet from the grade to the finished ceiling. *Optimally*, retail ground floors should have 20 feet of space between the grade and the floor of the second story and 18 feet from the grade to the finished ceiling of the ground floor. These dimensions enhance the viability of retail spaces and give the building a prominent street presence. Height limits in the Zoning Regulations accommodate a tall ground floor by allowing an extra building height along the corridors.

  As a rule of thumb, a viable retail space should be *at least* 15 feet wide and between 50 and 80 feet deep. A minimum width allows for adequate entry and street front display space; a minimum depth allows for adequate shopping space to attract customers, a "back room" operational area, and bathrooms. Some storefronts may not be able to accommodate these dimensions due to site and floor plan constraints.

  Wherever feasible, new construction should include the facilities required to easily convert its ground floor commercial space to a restaurant because retrofitting spaces after construction is extremely costly. This includes designing the space to accommodate the inexpensive installation of:
  - Fire-rated vent shafts to the roof;
  - Venting away from other tenants and the storefront;
  - Grease traps;
  - ADA bathrooms; and
  - Floor sinks.

Entrance Features

4.3

Guideline 4.3.1

Integrate garage doors into the building design and reduce their prominence on the street.

- Garage doors should face a side street, wherever feasible. In addition, the garage doors should not be a prominent feature of a street facing façade. The following are methods of reducing the visual prominence of garage doors:
  - Dimension the garage door as narrow as is functionally feasible, while still meeting Planning and Building Code requirements.
  - Place the garage door toward the end of the façade, not in the middle or toward the intersection.
  - Recess the garage door.
  - Provide other prominent architectural elements on the façade.
  - Design the garage door to be consistent with the architectural style of the building using elements such as the use of transom windows, trim, and detailing.

THIS

THIS

NOT THIS

Guideline 4.3.1: On corner lots, place garage doors on a side street, not facing the main corridor. On other lots, place the garage door toward the end of the facade and away from the intersection.

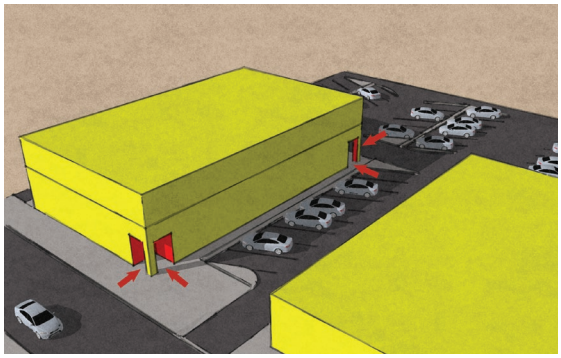
4.3 Entrance Features

Guideline 4.3.2

Establish prominent and frequent entrances on facades facing the corridor.

- Every principal building should have at least one prominent entrance facing the corridor and a street front should have at least one prominent pedestrian entrance per 100 feet of corridor street façade. Carefully design entrances to be a distinct and prominent feature of a building, particularly lobby entrances. Consider the following techniques:
  - The main entrance(s) should be larger than the other doors on the facade with prominent architectural features consistent with the style of the building such as a prominent lintel, distinctive architectural detailing, and an awning.
  - Residential entryways should recess or project from the building façade and/or contain a projecting overhead covering.
  - Commercial entryways should recess to provide visual emphasis to the entrance and a break in the facade and prevent doors from swinging into the sidewalk area.
  - Provide a clear and prominent path to the entry (or stairs for stoops to the entry). Always separate the pathway from any driveway.
  - Always orient a main entrance toward the primary street, not just toward a parking lot. Orientation of an entrance toward both the parking lot and the primary street at the corner of a building is an acceptable design solution.

See also: Guideline 7.1.1 for entrance features on corner lots.



Guideline 4.3.2: Orient a main entrance toward the primary street, not just toward the parking lot. Orienting an entrance toward both the parking lot and the street is an acceptable design.

Guideline 4.3.2: A regular rhythm of prominent entrances. The central residential entrance is distinguished from commercial doorways by a large overhanging projection.

Entrance Features

4.3

Guideline 4.3.2: Prominent entrances

4.4 Relationship to Sidewalk

Relationship of Sidewalk Area to Private Development

A new development can improve the pedestrian experience by framing the existing sidewalk area and providing a visual and active transition from the building facade to the sidewalk. These guidelines do not discuss appropriate sidewalk configuration on a corridor because they are generally pre-determined by the context in front of a development. Changes to existing sidewalk configurations should be part of a comprehensive streetscape improvement project to preserve a consistent right-of-way treatment.

Guideline 4.4.1

Install consistently spaced street trees, extend an existing positive street tree context, and install trees appropriate for the zoning district.

- The City frequently requires the installation of new street trees in front of a new development. The following are considerations for the installation of street trees:
  - Place trees in a continuous line with consistent spacing to establish a visual rhythm for the street. Choose
  - a shade (not ornamental) tree species and spacing pattern to create a canopy over both the street and sidewalk.
  - Plant trees a maximum 25 feet on center apart whenever site conditions allow.
  - Couple the tree canopy with projections from the building, such as an awning, to define the pedestrian space.
  - Continue any existing and desirable street tree context.
  - In commercial districts, (the CN and CC zones) plant trees that have a high enough canopy to allow views of business signs and storefronts. A species with a lower canopy can be planted in residential zones on the corridors (the RU-4 and RU-5 zones).
  - Plant trees with root systems that will not affect sidewalks, curbs, or utilities.
  - Plant trees that will not block street lighting.

  (!) Always install automatic irrigation systems to maintain any planting.

  (!) Trees with tall and narrow canopies may be necessary on frontages with narrow sidewalks and minimal building setbacks.

Guideline 4.4.1: These street trees are evenly spaced and do not block business signs.

Relationship to Sidewalk

4.4

Guideline 4.4.1: Street trees, sidewalk features, and awnings can create a canopy and frame the pedestrian space.

Relationship to Sidewalk

Guideline 4.4.2: Outdoor seating creates a connection between the street and businesses.

Guideline 4.4.2

Place features that create a transition between the sidewalk and the development.

- Use site design features to create a transition area and connection between a development and the sidewalk. For commercial districts, use small landscape features, contrasting paving at the entrance, gathering places, outdoor dining, and seating (such as benches) to develop the transition.

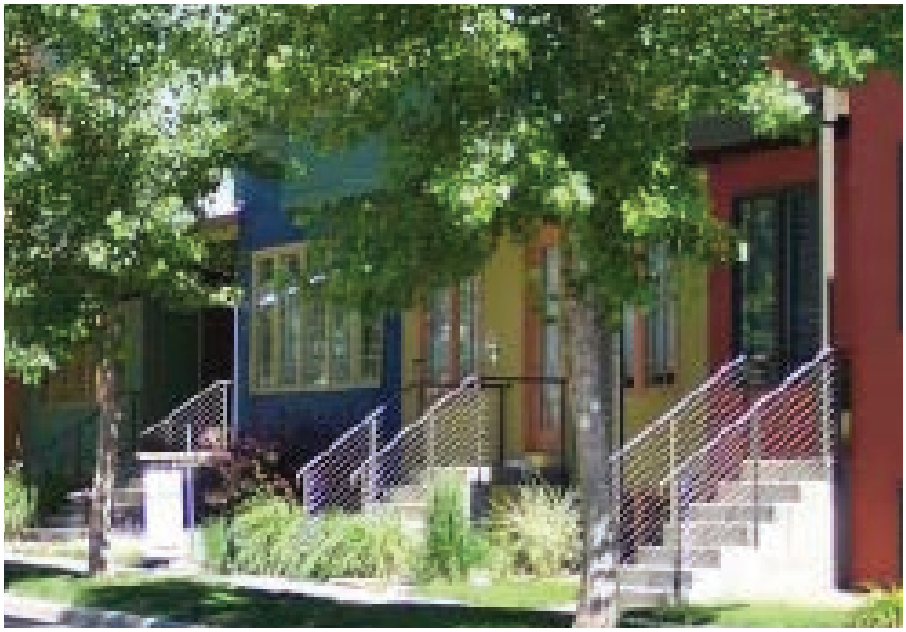
Guideline 4.4.2: Landscaping and canopies create a transition between this ground floor and the sidewalk.

Relationship to Sidewalk

4.4

- For residential developments, use stoops, prominent entrances, entrance paths, and distinctive landscape elements to transition to the right of way.

Guideline 4.4.2: Stairs, entrances, paths and planting connect and transition these buildings to the sidewalk.



Guideline 4.4.2: This landscape feature provides a visual transition to the sidewalk.

Relationship to Sidewalk

Guideline 4.4.3

Include attractive sidewalk seating that provides an unobstructed sidewalk area for pedestrians.

- Sidewalk seating creates a vibrant atmosphere and transitions the building to the public area. Language detailed in the Zoning Regulations contains specific sidewalk café standards, including a requirement that cafe furniture must leave a minimum area of unobstructed sidewalk available for pedestrians.

- Any fencing surrounding the seating should be fastened down in a manner that allows it to be easily removed or replaced. The fencing should generally be of a heavy, durable, solid metal. Wood pickets should be heavy and bolted together to ensure durability. All fencing should be relatively low, have significant transparency, and be consistent with the building design. Also, provide durable and attractive seats and tables.

Guideline 4.4.3: This outdoor seating has attractive metal fencing and furniture that is consistent with the style of the building.

Guideline 4.4.4

Provide convenient and secure bicycle parking facilities.

- The City of Oakland has adopted regulations regarding the location, number, and type of bicycle parking facilities. The Zoning Regulations require bicycle parking in certain types of development and major renovations. The regulations address how bicycle racks, lockers, cages and showers must be designed and sited in future development and major renovations, and include requirements for short-term bicycle parking (generally sidewalk racks) and long-term bicycle parking (lockers and cages).

(!) The City has also adopted "Oakland Bicycle Facility Design Guidelines", which provides direction on how bicycle parking should be installed, appropriate bike parking types, and where bike parking should be sited.

Please refer to these regulations and guidelines at www.oaklandnet.com.

Guideline 4.4.4: Bicycle parking facilities in Oakland.

CHAPTER 5

Building Design

5.1 Composition and Scale

5.2 Context

5.3 Visual Interest

5.4 Other Building Elements

5.5 Transition in Scale

COMMERCIAL CORRIDOR DESIGN GUIDELINES

Building Design 5.0

BACKGROUND

The quality of an urban environment depends on the design quality of individual buildings and how buildings relate to one another. A successful building is distinctive and contributes to the best qualities of the existing urban environment. This chapter provides guidelines regarding the elements of a good design: composition, high quality construction, and durable and visually interesting materials as well as relating to the existing context.

GUIDELINES

5.1 Composition, Proportion, and Scale

5.1.1 Integrate the various components of a building to achieve a coherent composition and style.

5.1.2 Reduce the visual scale of a large building frontage.

5.2 Context

5.2.1 Relate new buildings to the existing architecture in a neighborhood with a strong design vocabulary.

5.3 Visual Interest

5.3.1 Avoid large blank walls on the street facade of a building; provide visual interest when blank walls are unavoidable.

5.3.2 Integrate architectural details to provide visual interest to the façade of a building.

5.4 Other Building Elements

5.4.1 Where feasible, place stairwells in the interior of a building.

5.4.2 Provide a roofline that integrates with the building's overall design concept.

5.4.3 Design parking structure facades as an integral part of the project it serves, consistent in style and materials with the rest of the project.

5.4.4 Integrate balconies into the design of a building.

5.5 Transition in Scale

5.5.1 Transition a building to a desirable and consistent height context.

5.5.2 Create a transition from larger development on the corridors to lower-density residential homes behind the development.

5.1 Composition and Scale

Guideline 5.1.1

Integrate the various components of a building to achieve a coherent composition and style.

- A successful composition organizes a building's various components into a coherent and unified whole and creates pleasing proportions on a facade. Components of a building include, but are not limited to, the volumes and articulations on the façade, cornices, exterior materials, balconies, roofs, colors, entrances, as well as window, door, sign, and lighting systems. These components should be coordinated to establish a style for the building as a whole. These guidelines require a unified style in a building but not any style in particular.

- Consider the following techniques to create a cohesive composition:
  - Design a clear base, middle and top of a building.
  - Define different planes and masses to create pleasing proportions on the façade.
  - Define masses using a consistent use of colors, materials, windows, balconies, and other architectural elements for the different volumes and planes of a building. For instance, each plane of a façade may have its own defined color, window type, and/or material.
  - Use window and door size, shape, placement, orientation, and pattern to create a visually pleasing design on a façade.

Composition and Scale

5.1

Guideline 5.1.1: Each plane of these façades has a particular color, window pattern, and/or material to define volumes. Their composition is further enhanced by creating a defined bottom middle and top, pleasing proportions, and an effective window pattern.

Composition and Scale

Smaller buildings, generally less than 50 feet wide or tall, do not usually require the same volume definition as larger buildings. In these cases, high-quality building openings and construction detail, and horizontal belt courses and cornice lines provide an effective reduction in scale.

The techniques for reducing the visual scale of contemporary or modern styled buildings can be more subtle than in other styles of buildings. In these cases, the quality and creativity of materials and construction details become particularly important.

Reduction in scale is especially important on the secondary corridors where the streets are narrower.

Guideline 5.1.2: This building provides distinct volumes for each unit and arranges its design elements to create pleasing proportions and a unified whole. These volumes also reduce the perceived scale of the building.

Guideline 5.1.2

Reduce the visual scale of a large building frontage.

- Breaking down large frontages into smaller volumes creates variety in a façade and a more visually pleasing scale than bulky buildings. The following techniques mass a building into distinct volumes:
  - Establish different planes through surface articulation on a façade. Each of these planes can be further defined by its own group of coordinated façade elements such as balconies, window types, recesses, reveals, or color. With this technique, different articulations on the same plane, but on different parts of the façade, would have the same grouping of architectural elements.
  - Give different sections of the façade a distinct design.
  - Build two or more smaller buildings.
  - Create separate vertical volumes for each unit of a residential development that includes attached townhouses or stoops.
  - Break long frontages into shorter widths that maintain the rhythm of any existing and desirable context.

- Other techniques to reduce the visual scale of a large building frontage may include some combination of the following:
  - Provide roof variation and articulation. Varying roof heights and pitch can reduce the mass above the roof line, decreasing the prominence of the upper stories.
  - Use contrasting materials and colors.
  - Apply a progressively light color application on upper stories.
  - Include a strong horizontal element such as a prominent cornice line above the ground floor and below the top story of a building.

Composition and Scale

5.1

Guideline 5.1.2: The façades of these buildings are broken up into different styles to create distinct volumes.

Guideline 5.1.2: Buildings on narrow lots require high quality detailing and exterior materials and less scale reduction.

Guideline 5.1.2: The articulations of these façades give the appearance of separate buildings and provide light and air to units.

5.2 Context

Guideline 5.2.1

Relate new buildings to the existing architecture in a neighborhood with a strong design vocabulary.

- Certain areas on the corridors have a strong "design vocabulary," such as a particular building pattern, entrance location, building scale and proportion, or massing. Historic neighborhoods such as the Temescal and Fruitvale commercial districts tend to have the strongest design vocabulary. Generally, all areas identified as "Areas of Secondary Importance" (ASI's) and "Areas of Primary Importance (API's) by the Oakland Cultural Heritage Survey are considered to have a strong design vocabulary. Applicants should work with staff to determine if an area has a coherent enough design vocabulary and desirable context to be a major factor in new development.
- If so, use the methods below to relate to the design context of a neighborhood:
  - Do not necessarily replicate the neighborhood design vocabulary, instead provide elements that tie into the context. For instance, a contemporary building could use modern materials and clean lines but have a rhythm, massing, or fenestration pattern relating to a local context.
  - Where a designer chooses to directly reflect the architectural elements of existing buildings, the exterior materials, detailing, and construction quality must be true to the design vocabulary. Historically styled new construction can appear artificial if it does not have this design attention.
  - New construction should provide a rhythm and massing that reflects the strong existing street pattern, particularly those in ASI's and API's.
  - Carry through the horizontal lines from neighboring buildings in cornices, tops and bottoms of windows, storefronts and other horizontal elements.
  - Buildings on an interior of a block with a strong context should be less concerned with making an architectural "statement" than with fitting into an existing context. Buildings at intersections or focal points are freer to embellish upon the existing context.
  - Buildings with a civic use such as a school, theater, library, place of worship, or recreation center, may break from the built context to signify their unique function in a neighborhood.

Guideline 5.2.1: Civic buildings, particularly those at focal points, can vary from the existing context.

Context

5.2

THIS

Guideline 5.2.1: These developments reflect the design vocabulary of the neighborhood and carry horizontal lines from adjacent buildings.

Guideline 5.2.1: This industrial style development responds to the industrial history of the neighborhood.

THIS

NOT THIS

Guideline 5.2.1: The building on the right does not respond to the design vocabulary or building context of the street.

5.3 Visual Interest

THIS

THIS

Guideline 5.3.1

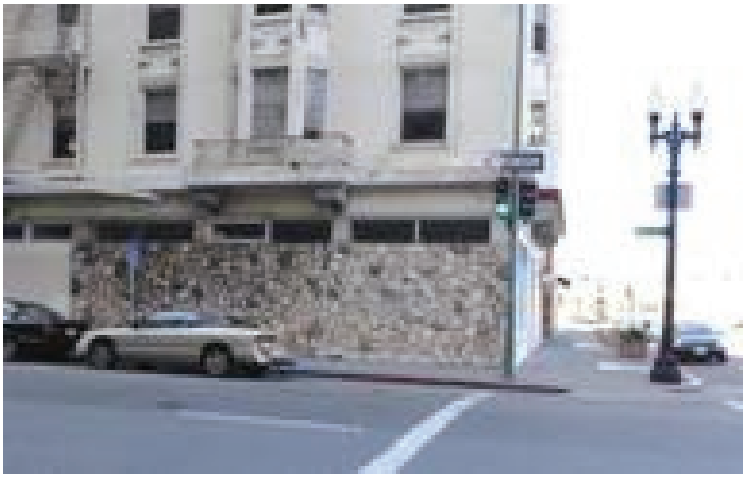
Avoid large blank walls on the street facade of a building.

- Design as few street facing non-fenestrated (i.e. walls without doors, windows, or balconies) walls as possible, particularly on the ground floor. Generally, no more than 15 to 20 feet of horizontal area should be without fenestration.

- When this type of wall is unavoidable, place it as out of view as possible from a street, particularly from a major corridor. Whenever facing a non-fenestrated wall toward a street is unavoidable, take measures to provide visual interest through contrasting textures, high-quality building materials, art, exterior detailing, or showcase windows. As much creativity should be given to these walls as to the rest of the façade of a building. Extensive use of green screens to break up a façade is not a recommended solution.

Guideline 5.3.1: Detailing on these facades provide visual interest for pedestrians.

NOT THIS



Guideline 5.3.2

Integrate architectural details to provide visual interest to the façade of a building.

- Always provide architectural detailing on the facade that contribute to the visual richness of a facade such as cornices, window surrounds or other window treatments, pediments, rooflines, ornamental railing, or other elements.
- If feasible, integrate visually interesting artistic features on the façade of a building. These features should be consistent with the building's design style.

Guideline 5.3.2: The detailing and artistic elements of these buildings provide visual interest on the façade.

5.4 Other Building Elements

Guideline 5.4.1

Where feasible, place stairwells in the interior of a building.

- Enclosed and unenclosed stairwells on the outside of a building tend to create blank walls and uninteresting facades. Therefore, place stairwells on the inside of the building, wherever feasible. When the building requires stairs to be located on the perimeter of a building, place them out of view from the primary street or incorporate them as an attractive architectural feature of the façade.

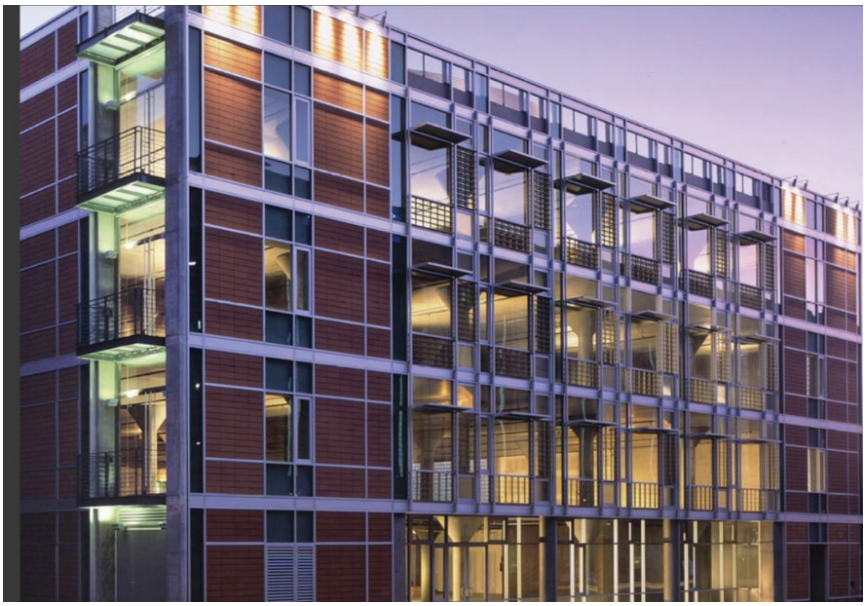
NOT THIS

Guideline 5.4.1: Place stairwells in the interior of a building.

Guideline 5.4.2

Provide a roofline that integrates with the building's overall design concept.

- Design a roof feature that contributes to a building's overall design concept. Traditionally styled buildings tend to have more elaborate roof-lines while modern or contemporary buildings may contain more subtle cornice elements. Roof-lines should have shapes, materials, and colors that relate to the rest of the building, while still being differentiated to achieve an upper terminus.



Guideline 5.4.2: This building has a subtle differentiation at the roof line, consistent with its contemporary style.

Guideline 5.4.2: This traditional building has elaborate rooflines, consistent with its style.

Other Building Elements

Guideline 5.4.3

Design parking structure facades as an integral part of the project it serves, consistent in style and materials with the rest of the project.

- Do not face parking facades toward the corridor at the ground level, wherever feasible. If a parking structure cannot be placed behind an active space in an upper level, then treat its façade with the same care as the rest of the building. The following techniques enhance the visual quality of a parking structure façade and incorporate the structure into the overall design of a development:
  - Provide at least the same architecture quality to the parking façade as the façade of the rest of the building.
  - Use the same pattern of openings and massing in the parking structure as the rest of the building.
  - Avoid continuous horizontal building openings.
  - Relate the materials of the parking façade to the rest of the building or, alternatively, creatively contrast the parking area from the rest of the façade to create an architectural feature.
  - Place accent planting on the parking façade that is compatible with the building design.

Guideline 5.4.3: Parking structures incorporated into building façades

Guideline 5.4.4.

Integrate balconies into the design of a building.

- Balconies should not appear tacked on as an afterthought or in a repetitive egg crate pattern on a building facade. Two ways better integrating balconies are to partly or fully inset the them into a building or incorporate the balconies with other design features. Balconies should contribute to the successful façade composition described in Guideline 5.1.1.

THIS

Guideline 5.4.4: These balconies are inset into the building and break up the mass of the building.

Guideline 5.4.4: These balconies are incorporated above the projecting bay windows.

NOT THIS

Guideline 5.4.4: These balconies appear "tacked on" and not integral to the design of the building.

5.5 Transitions in Scale

Guideline 5.5.1

Transition a building to a desirable and consistent height context.

- A building should transition to a desirable building height context on the same street. In general, a desirable context includes either adjacent highly rated structures (those rated "A" or "B" by the City's Office of Cultural Heritage Survey) or within a historically rated district that has a consistent height context. Historically rated neighborhoods are identified by the City's Office of Cultural Heritage Survey as an Area of Secondary Importance (ASI) or Area of Primary Importance (API). In an ASI or API with a height context, a new building should transition from the height context, regardless of the historic rating or height of the neighboring property.

  Transition can be achieved by lowering the height of a building and/or providing significant stepbacks adjacent to the height context. **In general, any construction that is more than a story above the existing height context requires some sort of visual transition.**

  Several areas of the corridors are outside of ASIs and APIs and have a consistent but low height context (usually one- to two-stories), with buildings that have a poor or undistinguished design. New construction does not need to transition to this type of context. In these cases, the General Plan's vision for growth on the corridors takes precedence over providing transitional features in new development.

Guideline 5.5.1: Transition from a height context in an historic district.

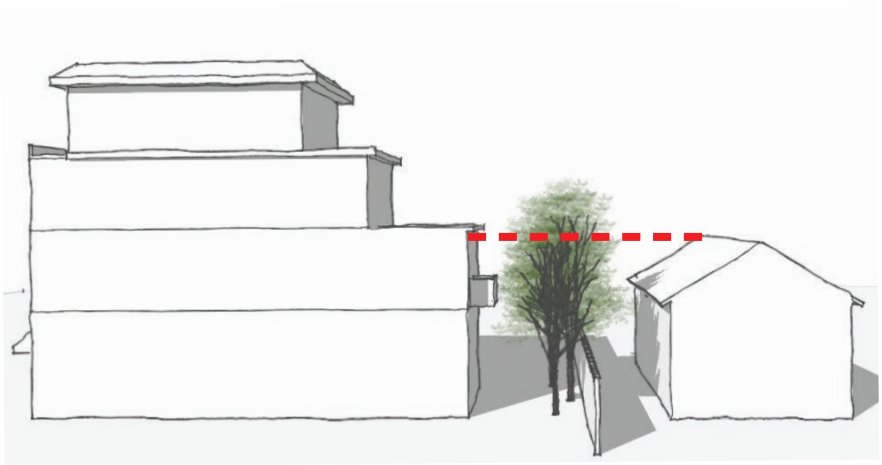
Guideline 5.5.1: Transition in height from mid-rise apartment buildings to townhouses

Guideline 5.5.2

Create a transition from larger new development on the corridors to lower-density residential homes behind the development.

- Create a graceful transition between larger development on the corridor and any lower-density residential buildings to the rear. Refer to the Zoning Regulations to determine setback requirements when constructing adjacent to lower-density residential zones. In addition to these setbacks, place a fence or wall and planting between the development and adjacent residential zones.

(!) See also: Guideline 7.2.2 for methods to transition a side façade on a corner to lower density neighborhoods behind a site.



Guideline 5.5.2: Corridor development that transitions to single family homes to the rear. The larger development steps down in the rear to match the approximate height of adjacent residential buildings.

CHAPTER 6

Quality of Construction

6.1 Ground Floor Materials

6.2 Windows

6.3 Upper Floor Materials

6.4 Sustainable Design

COMMERCIAL CORRIDOR DESIGN GUIDELINES

Quality of Construction 6.0

BACKGROUND

High-quality construction and materials are critically important to the appearance of a building. A proposal can have an excellent architectural design concept that is not translated into a desirable finished building, due to poor construction, or use of low quality materials. High-quality materials and construction provide longevity and a feeling of permanence to a building, and reduce its required maintenance.

The following guidelines discuss preferred exterior materials. Materials other than those mentioned in this section are acceptable if they meet the same standards for durability and visual quality. The City will evaluate these materials on a case-by-case basis.

GUIDELINES

6.1 Ground Floor Materials

6.1.1 Install durable and attractive materials on the ground floor façade of buildings.

6.2 Windows

6.2.1 Recess exterior street-facing windows.

6.3 Upper Floor Materials

6.3.1 Exterior materials on the upper levels of buildings should create a sense of permanence, provide an attractive visual quality, and be consistent with the design concept of the building.

6.4 Sustainable Design

6.4.1 Implement sustainable development methods.

6.1 Ground Floor Materials

Guideline 6.1.1

Install durable and attractive materials on the ground floor façade of buildings.

- Use durable materials that will not easily exhibit wear and tear on the ground floor of a building. This is especially important for buildings that have minimal or no front setbacks because pedestrians can easily make contact with the façade. The material on the ground floor should also be attractive and carefully detailed to set it apart from upper stories.

  Durable materials include masonry, tile, brick, metal, stone such as granite or marble, and architectural concrete. Wood may also be acceptable depending on its sturdiness and appearance. Stucco should be of smooth finish to not collect dirt. Do not use stucco at the bulkhead of a building because it will collect dirt and easily stain.

  Plain or simple concrete masonry units (CMUs) are generally not appropriate because they do not provide the appropriate visual quality. Avoid soft stones that easily chip.

  Use graffiti resistent materials on the ground floor of buildings wherever feasible.

NOT THIS

NOT THIS

Guideline 6.1: Ground floor stucco collects dirt and is easily stained.

THIS

Guideline 6.1: Durable materials and detailing at the ground floor

Windows

6.2

Guideline 6.2.1
Recess exterior street-facing windows.

- In general, provide windows with an adequate recess between the wall and window glass to create a shadow line, depth, and detail to a building façade. Recessed windows also provide a three-dimensional view of a building that makes it look more permanent and established. This recess is particularly necessary for buildings with stucco, wood, or masonry siding. Typically, a minimum of a two-inch recess between the wall face and the window frame is required to successfully create these design qualities. "Nail-on" windows should be self-recessed, not flush with the building.

- Flush windows may be acceptable if they are clearly consistent with a design concept and contribute to the lines and composition of the building. Some patterns of flush windows may also be appropriate as a highlight on a façade to break up building mass and emphasize the recessed windows.

- Generally, buildings with a historicist style (the explicit use of historical styles and elements) should contain windows with a prominent recess, window trim, and sill. The trim and sill should be integral to the construction of the window framing and installation. The trim should not be "tacked-on" as an afterthought. Exterior foam trim should not be used because it is not integral to the facade of a building and it is not durable.

Guideline 6.2: The metallic exterior framing of these windows provide depth to the façade.

Guideline 6.2: Flush windows on this facade are concistent with the metal siding and the contemporary style of the building.

THIS

Guideline 6.2: A stucco building with limited articulation uses recessed windows to provide depth and detail to the building façade. The flush windows on the right side provide variety to the façade.

NOT THIS

Guideline 6.2: This building contains all nail-on windows flush against the stucco exterior wall. This is not acceptable for a street facing elevation.

6.3 Upper Level Materials

Guideline 6.3.1

Exterior materials on the upper levels of buildings should create a sense of permanence, provide an attractive visual quality, and be consistent with the design concept of the building.

- High quality materials are expected on upper stories that provide a sense of permanence and pleasing appearance. Recommended exterior treatments include decorative brick, wood or high density wood composite, or cement panel siding that contain horizontal or vertical lines to provide visual interest. Panels with subtly different colors and/or textures on the same building plane can bring visual interest to the façade.

- Metal siding can be used if consistent with the design concept of the building. Use metal siding with a factory finish; avoid metal products with an unfinished appearance unless the proposed building is located in, or near, a neighborhood with industrial buildings.

- Consider long term maintenance of wood siding. Avoid stained wood because it easily weathers and runs. Instead, use durable woods such as cedar shingles, or ipe siding that are either painted or left in their natural state. Also, consider the use of high density, durable wood composites instead of wood. This type of material can provide the visual interest of traditional wood without the maintenance concerns.

- Use cement panels thick enough to resist warping when they are installed.

- Stucco is also an acceptable exterior finish if appropriate for the design concept of a building. Stucco should generally be of a smooth to medium finish so that dirt and grime do not easily accumulate on the building façade.

- Avoid non-durable materials such as T1-11 plywood.

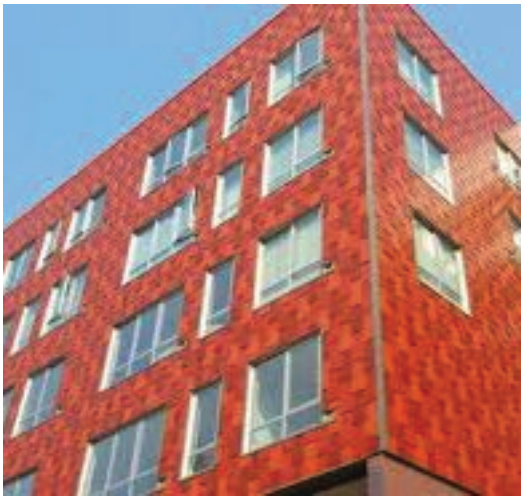
Guideline 6.3: These high density wood composite panels are more durable than traditional wood.

Upper Level Materials

6.3

Guideline 6.3.1: Brick and concrete give this building a sense of permanence.

Guideline 6.3.1: The dettailing of these panels provide visual interest to the facade.



Guideline 6.3: Panels with subtly different colors and/or textures on the same building plane bring visual interest to these façades.

6.4 Sustainable Design

Guideline 6.4.1

Implement sustainable development methods.

- The City requires that certain construction be LEED (Leadership in Energy and Environmental Design) certified and encourages construction to earn a silver, gold, or platinum rating. See www.oaklandgreenbuilding.com for more information regarding the City's green building requirements.

  The City also implements the requirements of the Regional Water Quality Control Board related to post-construction stormwater management for new development. Go to the Planning Department's page at the City's website (www.oaklandnet.com) for information regarding stormwater requirements.

Guideline 6.4: Green roofs filter stormwater

Guideline 6.4: LEED Gold construction in Oakland (Tassafaronga Village)

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CHAPTER 7

Corner Buildings

7.1 Visual Emphasis

7.2 Street Side Facade

COMMERCIAL CORRIDOR DESIGN GUIDELINES

Corner Buildings 7.0

BACKGROUND

Corner buildings set the character of a neighborhood and frame the streetscape. This role becomes particularly important at the intersection of larger and busier streets where the corner building serves as a gateway into a neighborhood. These intersections are often located where streetcar lines once crossed to create a neighborhood commercial district.

GUIDELINES

7.1 Visual Emphasis

7.1.1 Provide visual emphasis and activity to buildings at street corners.

7.1.2 Take advantage of acutely angled lots to create unique building forms at intersections.

7.2 Street Side Facade

7.2.1 Provide a unified design around all street sides of buildings.

7.2.1 Compose new construction on corner lots that creates a transition to the height, bulk, scale, and patterns on lower density side streets.

7.1 Visual Emphasis

Guideline 7.1.1

Provide visual emphasis and activity to buildings at street corners.

- Generally, limited street setbacks are appropriate near the intersection to emphasize the street corner. However, buildings that are set back from property lines at corner locations can create spaces for active outdoor uses such as café seating, sidewalk vending, or the provision of art or water features.

  Consider constructing buildings at or near the height limit at major intersections to create a gateway into neighborhoods.

NOT THIS

NOT THIS

Guideline 7.1.1: These buildings do not define the corner.

THIS

Guideline 7.1.1: Transparency and a roof feature emphasize the corner location.

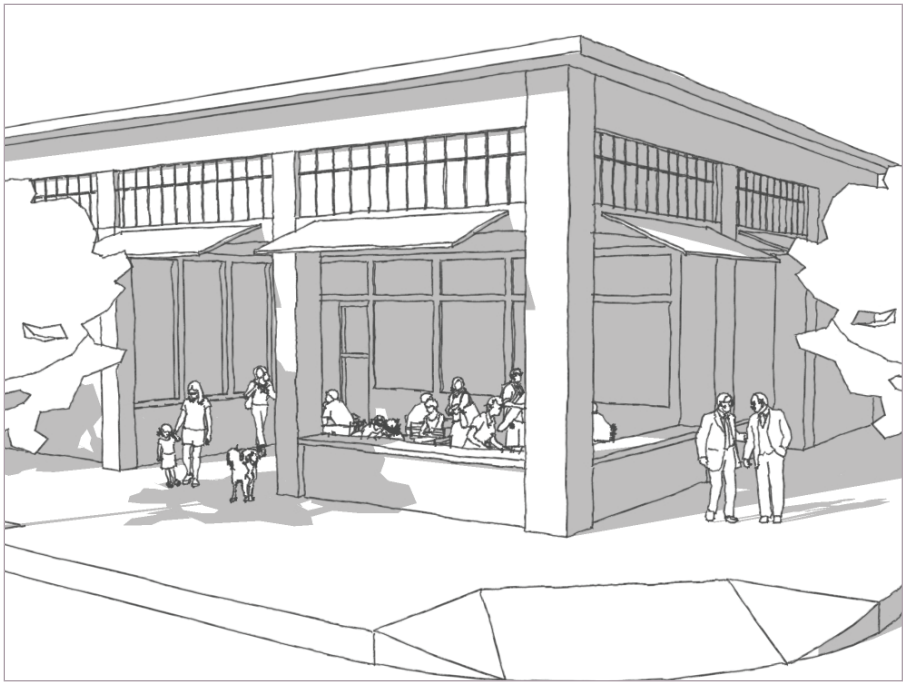
COMMERCIAL CORRIDOR DESIGN GUIDELINES

Visual Emphasis

7.1

Guideline 7.1.1: The tower feature and corner entrance of this building emphasize the corner location.

Guideline 7.1.1: Transparency emphasizes the intersection on this building.



Guideline 7.1.1: This open dining area provides activity and variety to the corner.

7.1 Visual Emphasis

Guideline 7.1.2: The forms of these buildings are influenced by the shape of their lots.

Guideline 7.1.2

Take advantage of acutely angled lots to create unique building forms at intersections.

- Unique building forms are encouraged where streets intersect at an acute (or less than 90 degree) angle. These types of intersections provide opportunities to create interesting building forms that reflect the physical conditions of a lot.

Street Side Facade

7.2

Guideline 7.2.1

Provide a unified design around all street sides of buildings.

- Like front facades, the façade at a side street should have architectural interest, high quality detailing (including window openings), and composition. Blank walls required for utilities and garages should be minimized and placed away from the intersection.

  Wrap storefront windows around the front to the side façade to unify street frontages.

(!) See Guideline 5.3.1 for the treatment of blank walls when they are necessary due to functional requirements.

Guideline 7.2.1: A mixed-use building with architectural interest on both front and side facades.

Guideline 7.2.1: These storefront windows continue around the corner.

7.2 Side Street Facade

Guideline 7.2.2

Compose new construction on corner lots that creates a transition to the height, bulk, scale, and patterns on lower density side streets.

- The City has many intersections where major corridors intersect with lower density residential streets. Corner buildings at these locations should provide a harmonious transition between newer construction on a corridor and the smaller scale side streets. In addition to requirements in the Zoning Regulations regarding setbacks and height, a street side façade should have an articulation, pattern, and massing that transition to homes on the rest of the side street.

Guideline 7.2.2: Buildings that relate and transition to the scale of the side street.

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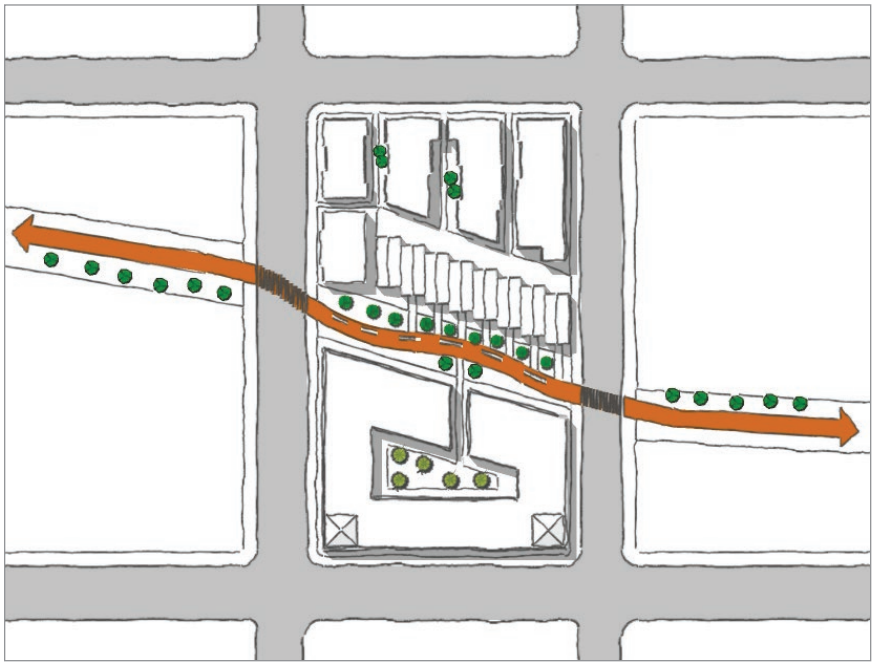
CHAPTER 8

Large Lot Development

8.1 Block Pattern

8.2 Bicycles and Pedestrians

8.3 Commercial Centers



COMMERCIAL CORRIDOR DESIGN GUIDELINES

LARGE LOT DEVELOPMENT 8.0

BACKGROUND

This section provides design considerations for the construction of development on large lots. For the purpose of these guidelines, large lots include lots greater than roughly 60,000 square feet, but may be applied to smaller lots, where appropriate.

ⓘ 60,000 square feet is the size threshold for a planned unit development; see Oakland Planning Code 17.142.030 (B)

GUIDELINES

8.1 Block Pattern

8.1.1 Incorporate large developments into the existing neighborhood.

8.1.2 Create an urban block pattern within the development.

8.1.3 Develop shortened block lengths in new developments.

8.2 Bicycles and Pedestrians

8.2.1 Locate pedestrian paths so they converge into active space.

8.2.2 Create a pedestrian and bike friendly environment.

8.3 Commercial Centers

8.3.1 Design pedestrian-oriented commercial streetscapes in shopping centers.

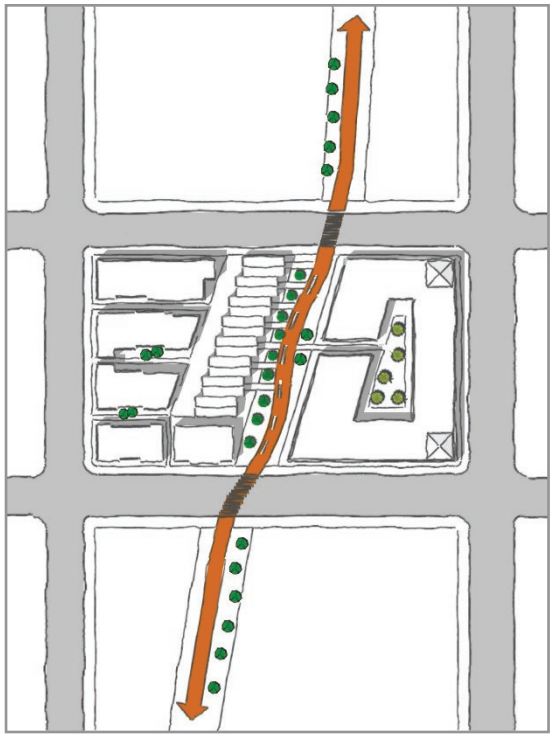
8.3.2 Design shopping centers to have a street presence.

8.1 Block Pattern

Guideline 8.1.1

Incorporate large developments into the existing neighborhood.

- Incorporate larger developments into the existing community using the following techniques:
  - Continue existing streets, pedestrian paths, and bike routes into the development. Buildings can be constructed that face the extended streets to create an urban block pattern similar to the community surrounding the development.
  - Orient perimeter buildings toward the existing neighborhood.
  - Site new parks so that they are shared with the residents of the existing neighborhood.



Guideline 8.1.1: An existing mid-block bicycle/pedestrian pathway is continued through new development.

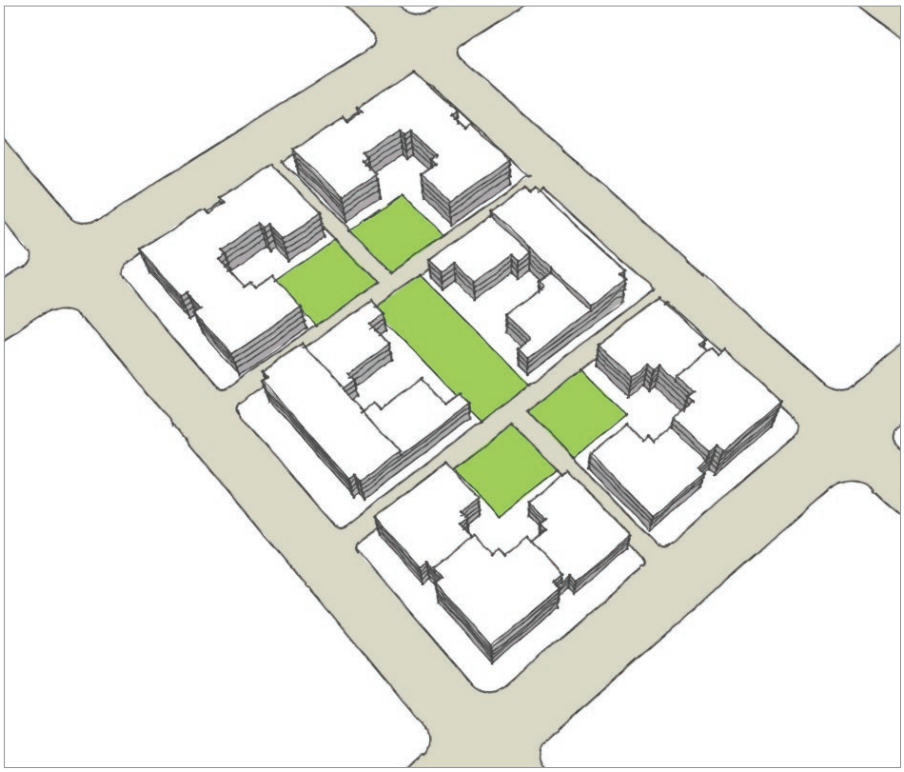
Block Pattern

8.1

Guideline 8.1.2

Create an urban block pattern within the development.

- Wherever feasible, create a rectangular or square block pattern in larger developments with as few dead end street stubs as possible. Use diagonal streets to directly connect important destinations within the development. This pattern:
  - Promotes a safer and interesting pedestrian environment;
  - Emphasizes important destinations within the
  - development
  - Is easily navigated by pedestrians and vehicles; and
  - Accommodates a traditional storefront atmosphere.



Guideline 8.1.2: A regular and fine-grained development pattern improves walkability and the street facade.

Guideline 8.1.2: Oakland's Uptown Development illustrates how new development can introduce a walkable street grid that breaks up a superblock.

Block Pattern

Guideline 8.1.3

Develop shortened block lengths in new developments.

- Large development sites should have breaks in the street wall every 200 to 300 feet. This block structure maximizes natural light to buildings and open spaces and reduces monotony for pedestrians.

- Breaks created by streets are the best way to create an urban block pattern, but wide pedestrian/bike routes and open spaces can also achieve a break in the street wall.

Guideline 8.1.3: Pedestrian paths break up long facades

Guideline 8.1.3: New large-scale developments should provide internal streets to break up the street wall and increase walkability.

Bicycles and Pedestrians

8.2

Guideline 8.2.1

Locate pedestrian paths so they converge into active space.

- Carefully map out pedestrian routes to and from major destinations such that they converge in active and attractive spaces such as plazas, retail nodes, or other similar areas. Large projects should always provide a map of pedestrian flow as part of their application package.

Guideline 8.2.1: Pedestrian plaza at the intersection of highly trafficked pedestrian routes

Bicycles and Pedestrians

Guideline 8.2.2

Create a pedestrian and bike friendly environment.

- The following techniques create a pedestrian- and bike-friendly environment.
  - Establish dedicated pedestrian and bicycle paths that create direct routes to major destinations.
  - Enhance paths with special design features such as planting, signage, towers, arcades, porticos, canopies, pedestrian light fixtures, and other elements that define circulation ways and outdoor spaces.
  - Design narrow streets and sidewalk bulb-outs at intersections.
  - Design pedestrian and bicycle paths to be a safe, clearly identified route from parking areas to the main destinations at the site.

(!) Refer to the City of Oakland Bicycle Plan on-line for further policies and standards.

(!) See Guideline 3.2.3 for additional discussion for pedestrian access through parking lots.

Guideline 8.2.2: Pedestrian paseo with commercial storefronts

Guideline 8.2.2: Mid-block bike/ped path which is separated from traffic and connects to existing path network

Commercial Centers

8.3

Guideline 8.3.1

Design shopping centers to have a street presence.

- Shopping centers should be integrated into the community by locating buildings adjacent the street, especially at corner locations. Orient satellite buildings and entrances towards both the street and the parking area.

See also: Guideline 3.2.4 regarding surface parking lot design and Guideline 4.3.2 regarding orienting entrance features toward the primary street, not just a parking lot.

Guideline 8.3.1: Shopping center oriented to existing street.

Commercial Centers

Guideline 8.3.2

Design pedestrian-oriented commercial streetscapes in shopping centers.

- Large sites should be designed so that the internal drives, walkways and buildings support the basic elements of a good pedestrian-oriented shopping street, described elsewhere in this document: site buildings close to walkways; create high-quality storefront design; provide prominent and frequent entrances; pedestrian-scaled lighting; and other similar enhancements.

Guideline 8.3.2: Shopping center with a pedestrian-scaled storefront design

Guideline 8.3.2: Commercial center with pedestrian interest and scale.

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CHAPTER 9

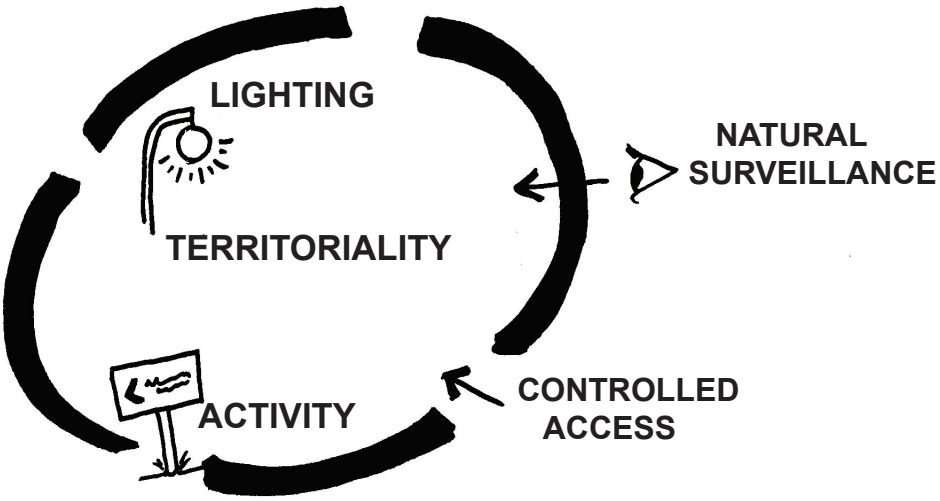
Crime Prevention

9.1 Natural Surveillance

9.2 Territoriality

9.3 Access Control

9.4 Activity



COMMERCIAL CORRIDOR DESIGN GUIDELINES

CRIME PREVENTION 9.0

BACKGROUND

This section provides guidelines regarding how to design a building that provides security for residents, customers, and pedestrians. The guidelines are based on "Crime Prevention through Environmental Design" (CPTED) principles. CPTED is the proper design, maintenance, and use of developments to reduce crime. CPTED involves the application of five principles: Natural Surveillance, Territoriality, Access Control, Activity, and Management and Maintenance. This Section provides descriptions and guidelines for each of these principles, except Management and Maintenance, because these principles are regulated through the City's blight control ordinance.

All proposals designed to reduce crime must also enhance the overall urban environment, through improved urban design and beautification. In fact, developments that are visually unattractive tend to foster criminal activity by creating blight, and fewer pedestrians patronize the site. Therefore, increased security should not be used as an excuse to compromise the design quality of a development.

These guidelines are a companion to the Planning Department checklists for CPTED compliance. These checklists, developed in conjunction with the Police Department, are applied to new residential and commercial developments.

GUIDELINES

9.1 Natural Surveillance

9.1.1 Design developments to maximize the natural surveillance of the streetscape and open space.

9.2 Territoriality

9.2.1 Establish "territoriality" at a development.

9.3 Access Control

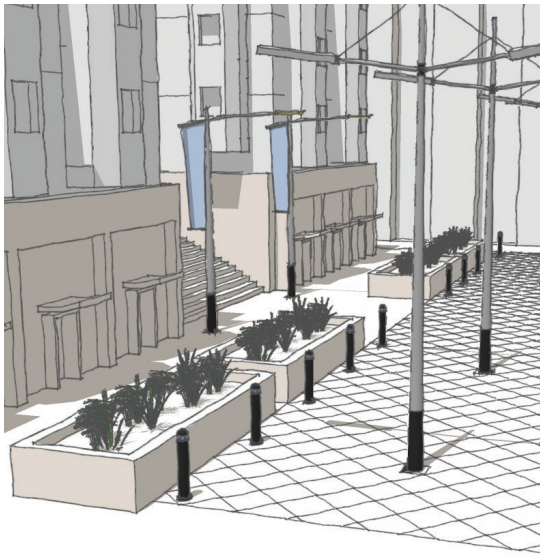
9.3.1 Control Access into a development.

9.4 Activity

9.4.1 Promote activity at a development.

9.1 Natural Surveillance

Guideline 9.1: Common open space is protected by consistent lighting, unobstructed ground floor windows, and visible street entrances.



Guideline 9.1.1

Design developments to maximize the natural surveillance of the streetscape and open space.

- Natural surveillance is achieved through the following methods:
  - Provide "eyes on the street" through ample opportunities for people watching, such as:
    - Outdoor and sidewalk seating;
    - Large unobstructed ground floor windows;
    - Common areas and kitchen windows that face open spaces or right of ways;
    - Property management offices and cashier stations oriented towards the entrance of a building or a development;
    - An ample number of windows on all sides of a building;
    - Windows that provide views of parking areas and building entrances;
    - Safe and appealing open space which is fronted by businesses or dwellings with active ground floors;
    - Active rooms, such as living and dining rooms, oriented towards the front;
    - Building facades with large transparent ground floor openings to view activity along the sidewalk;
    - Bay windows that provide views to the sidewalk and street below;
  - Provide lighting at all entrances, pathways, parking areas, and recessed areas;
  - Place entrances within visibility of the street;
  - Install lighting in a manner that ensures consistent levels of illumination. A consistent level of lighting prevents the presence of either pockets of deep shadow or glare-blindness. This type of lighting usually requires an increased number of pedestrian-scale light fixtures instead of fewer, tall light fixtures;
  - Provide low and transparent fencing or hedges;
  - Remove dark or enclosed areas that offer hiding places for criminals;
  - Trim and site planting to discourage concealment; and
  - Avoid solid balconies on the ground floor that can be accessed from the street or sidewalk.

Territoriality

9.2

Guideline 9.2.1

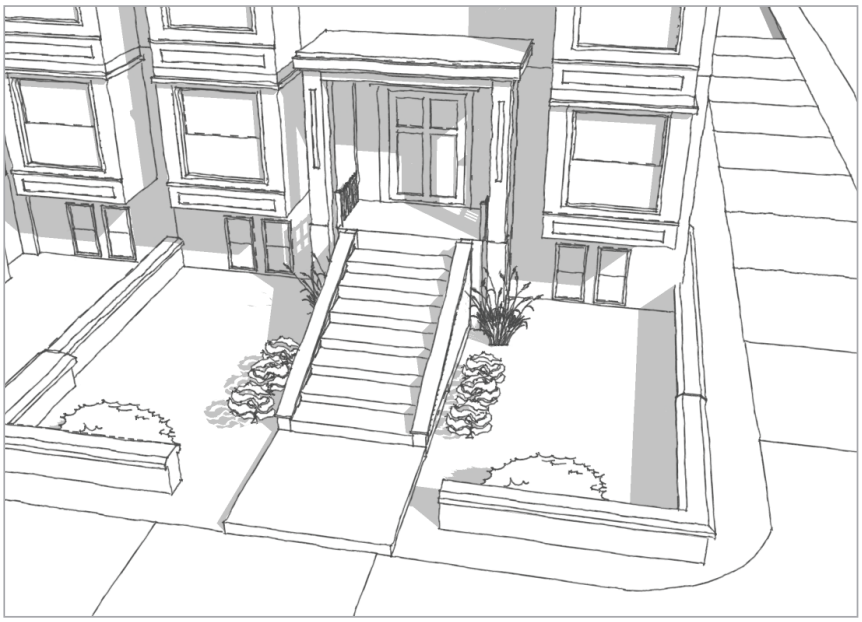
Establish "territoriality" at a development.

- Territoriality is the principle of providing clear delineation between public, private, and semi-private areas, to make it easier for pedestrians to understand the function of an area and participate in an it's appropriate use. This delineation also communicates a sense of active "ownership" of an area by its users.

  The following techniques can help to establish territoriality:

  - Provide transitions from public rights of way by having pedestrian access oriented toward the public sidewalk adjacent to the street. Where there is a front yard setback, the street access should be tiled, textured, or colored differently from the public sidewalk to indicate ownership and territoriality.

  - Indicate the boundary line between the property and the public sidewalk or other public rights of way, through the use of design or landscape elements. Lawn areas, border gardens, small changes in elevation, low fences, or other well-maintained visual markers are examples.



Guideline 9.2: A semi-private transition zone with a clear boundary line.

9.3 Access Control

Guideline 9.3.1

Control access into a development.

- Access control decreases criminal accessibility into a residential or commercial development. Examples of access control; appropriate use of door and window locks; eye viewers in doors and/or windows; outside doors; alarm systems; and centralized entry intercom systems. Access control into businesses can include orienting cashier stations toward entrances. Directing the flow of residents and customers naturally to their destination reduces opportunities for crime or loitering. Access control does not imply unsightly barbed wire or concrete block walls, but rather, can be achieved with more subtle design elements.

  Security experts can be utilized to tailor an access control system that fits the needs of a particular development.

Activity

9.4

Guideline 9.4.1

Promote activity at a development.

- Activity in front of a development promotes the presence of responsible users in a given area. This elevates the perceived community value of the area, while discouraging actions by would-be offenders who desire anonymity for their actions.

  One method of promoting activity is to create an atmosphere conducive to pedestrian travel. These guidelines and the City's Zoning Regulations provide several techniques to increase pedestrian activity, such as developing concentrated retail nodes, well- designed frontages, and a connection between private and public space. A direct method to encourage surveillance is to design buildings that contain urban meeting places, such as outdoor seating and plazas.

Guideline 9.4: Ground floor retail, cafes, and restaurants increase pedestrian foot traffic and discourage criminality.