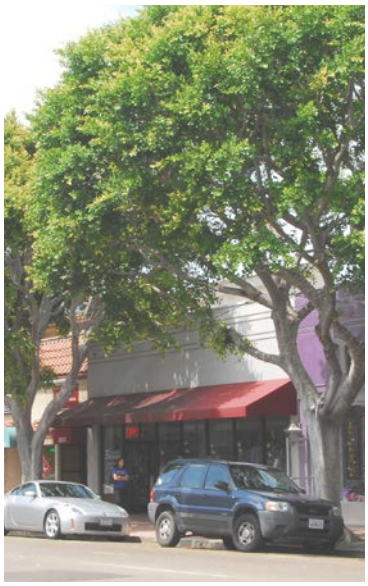

BROADWAY VALDEZ DISTRICT SPECIFIC PLAN

June 2014

DESIGN GUIDELINES

CITY OF OAKLAND

BROADWAY VALDEZ DISTRICT SPECIFIC PLAN

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Adopted June 17, 2014

1.0 INTRODUCTION

1.1 INTENT

The Design Guidelines for the Broadway Valdez Specific Plan Area complement existing zoning regulations and the design review procedures of the Oakland Planning Code. The Design Guidelines provide certainty and predictability in the design review process through establishment of uniform decision-making criteria for all projects in the Plan Area. The Guidelines serve as the basis for design review approval findings by City staff, and when necessary, the City Planning Commission and the City Council. It is intended to be specific enough to guide development, but also flexible and qualitative enough to encourage creative design solutions.

The Design Guidelines in this document, in combination with other City guidelines, land use designations, and circulation improvements outlined in the Broadway Valdez District Specific Plan, will together shape the future of the Plan Area and implement the Specific Plan vision and goals.

1.2 APPLICABILITY

The Design Guidelines are included in the Specific Plan for illustrative purposes only as a convenience to the reader, and are not being adopted as part of the Specific Plan, therefore the Design Guidelines can be amended by the City Planning Commission without amending the Specific Plan. The Design Guidelines apply to all new development projects and major rehabilitation projects located in the Broadway Valdez Plan Area. Chapter 17.136 of the Planning Code determines the type of design review required for different projects. These guidelines supplement the design review criteria contained in that Chapter and any other required criteria. In general, all applicable guidelines should be met to approve a proposal. However, this document is not intended to restrict innovation, imagination and variety in design. A method that achieves associated principals to the same extent as a guideline may be considered in lieu of that guideline.

FIGURE C.1: PUBLIC AND PRIVATE REALM

1.3 ORGANIZATION

The Design Guidelines are grouped into two sections: the Private Realm, which applies to buildings and areas within private property, and the Public Realm, the area beyond the edge of private areas, that includes the pedestrian realm and vehicular zone. Although oftentimes privately-owned areas may be used and viewed by the general public, the realms generally correspond to responsibility of design and subsequent ownership and maintenance. These distinct areas are shown in Figure C.1.

1.4 RELATED DESIGN GUIDELINES

In addition to the Specific Plan design guidelines, projects in the Plan Area should also consider the following:

- For small projects limited to minor changes to existing commercial, civic, or industrial facilities, and the non-residential portions of mixed use development projects, refer to the *City of Oakland Small Project Design Guidelines.*
- All projects should review the surveys included in the City of Oakland's *Crime Prevention through Environmental Design (CPTED) Security Handbook.* Several Specific Plan guidelines reflect the concepts of CPTED, but all projects should review the full survey to ensure design incorporates elements that promote public safety.
- For Residential Facilities with one or two primary dwelling units, or the residential portions of Mixed Use Development projects with one or two primary

dwelling units, refer to the *City of Oakland Small Project Design Review Checklist Criteria* for facilities with 1-2 Primary Dwelling Units, and the *City of Oakland Interim Design Review Manual for One- and Two-Unit Residences.*

2.0 PRIVATE REALM DESIGN GUIDELINES

2.1 SITE PLANNING AND BUILDING PLACEMENT

New development should contribute to the creation of a coherent, well-defined and active public realm that supports pedestrian activity and social interaction, and to the creation of a well-organized and functional private realm that supports the needs of tenant businesses. New development also should contribute to a visually and functionally integrated pattern of development that reads as a consistent and attractive whole. Thus, the general building forms and functions and how they are organized on the site and in relation to surrounding development have as much to do with the area's character and function as a building's aesthetic characteristics.

2.1.1 BUILDING PLACEMENT AND ORIENTATION

An important element in the creation of a dynamic, pedestrian-oriented retail district is establishing and supporting the civic life of the street. All buildings will directly address the public street (i.e., rather than having buildings oriented to parking lots). Siting buildings at the street's edge gives spatial definition to the public realm that is critical to supporting pedestrian activity. It also establishes a visual connection between businesses on opposite sides of the street that is an important ingredient of a successful shopping street. Having building entries and windows front onto the street creates a complementary and dynamic tension between the public and private realms that is essential to a successful retail district.

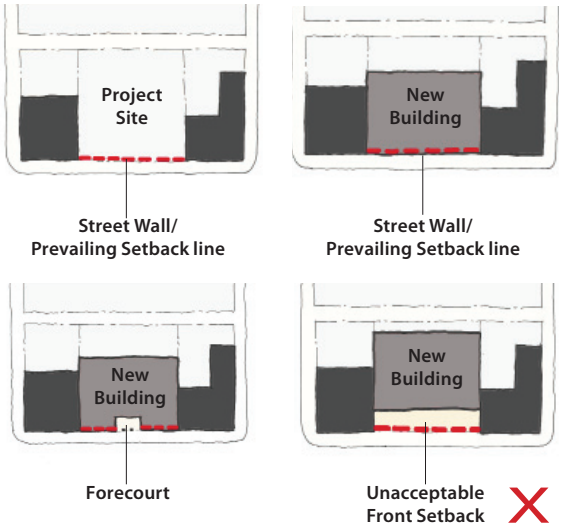
DG 1. **Building Location.** Buildings should be sited at property lines or designated frontage lines adjacent to public street frontages in order to establish consistent and continuous building street walls that give scale and definition to adjacent streets and civic spaces. Building frontages and entrances generally should be parallel to streets, and located within five feet of the property line, except where public parks, plazas, or outdoor dining are provided.

DG 2. **Building Setbacks.** Portions of the building street wall may be setback from the public right-of-way to accommodate key features such as a recessed storefront entrance, an entry forecourt, outdoor dining area, or a plaza, as long as such features do not substantially interrupt the continuity of the street wall. Examples of building setbacks are shown in Figure C.2.

Building frontages and entrances should be sited adjacent and parallel to the public street. (DG 1)

Building setbacks adjacent to the public realm create places for activity and interaction. (DG 2)

Examples of Building Setbacks



Diagrams illustrating the placement of a building in relation to the Build-to Line.

Design of the Setback Examples

Zero-foot setback.

Setback with outdoor seating.

Setback with seating within setback zone.

Forecourt within setback zone.

FIGURE C.2: SETBACK EXAMPLES (DG 2)

Buildings with frontages on both the street and open space should be designed with dual orientation. (DG 4)

DG 3. Street Wall Gaps. Gaps in the street wall (i.e., street frontage with no building) should be limited to those areas needed to accommodate pedestrian and, in limited instances, vehicular access (see guidelines for "Parking and Vehicular Access").

DG 4. Building Orientation. Buildings located adjacent to both open space amenities (e.g., plazas, parks, and pedestrian streets) and public streets should be designed with a dual orientation so that they provide access and a public face to both the primary street frontage and to the public or semi-public open space.

DG 5. Corner Building Design. On corner parcels, building design should be used to define and activate the intersection as an important node.

- Building entrances should be located at the corner to establish an orientation to both the primary and secondary street frontages and acknowledge the importance of the intersection.
- Corners should be highlighted by such methods as rounding or chamfering the building corner (i.e., recessed from front and side property lines on a diagonal). The articulation of the corner may occur just on the ground floor level, or extend to upper levels.

Buildings situated on corners should be designed to define the intersection. Entrances should be on the corner if possible and may be rounded or chamfered (lower photo) or include a change in material to further articulate the corner and add visual interest. (DG 5)

- Changes in height, massing, or materials (e.g., corner towers, roof features, distinctive windows, grand entries, etc.) can be used to accentuate and give scale to the intersection.

DG 6. Sites Adjacent to I-580. Development on sites located near I-580 should be sited and designed to minimize potential for noise, air quality, and visual impacts from the freeway on building occupants, especially sensitive uses such as housing. Site planning and building design should consider the following:

- To the degree feasible, orient habitable spaces away from the freeway
- To ensure healthy indoor air quality, habitable spaces adjacent to the freeway should have sealed windows and be mechanically ventilated
- Courtyards, balconies and operable windows should be located away from the freeway (i.e., so the building creates a buffer between the space and the freeway)
- Sufficient noise attenuation (e.g., double-paned windows) should be provided to maintain indoor noise levels that are consistent with City of Oakland standards
- Buildings that are visible from I-580 should take into account the Scenic Corridor designation for the interstate, and include aesthetic roof and facade elements.

2.1.2 CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN

In order for the Broadway Valdez Plan Area to be successful as a retail destination, the area needs to overcome the perception that Oakland is not a safe place to visit. While the factors that contribute to this problem are complex and difficult to remedy, there are steps that can be taken in the design of the district that will help deter such activities. *Crime Prevention through Environmental Design (CPTED)* is an approach that suggests that proper design and effective use of the built environment can reduce crime, reduce the fear of crime, and improve the quality of life. The CPTED approach seeks to discourage crime by designing the built

Retail and commercial areas should be well-lit and include on-street surveillance for utmost safety of the public realm. (DG 7, DG 8)

Buildings should be designed to enhance the natural surveillance of public areas by building occupants. (DG 8)

Areas that are attractive and well-lit provide a sense of safety and security. (DG 8)

Open spaces should be lined with doors, windows, and semi-public spaces in order to provide consistent surveillance of activity. (DG 8)

environment to make potential offenders more visible to the community and make the community more aware of those who are in places in which they do not belong.

DG 7. Crime Prevention through Environmental Design. Buildings and public spaces should be designed utilizing the five principles of *Crime Prevention through Environmental Design (CPTED)* to reduce crime and enhance public safety and security in the Plan Area: Natural Surveillance, Territoriality, Access Control, Activity, and Management and Maintenance.

DG 8. Natural Surveillance. New development should be designed to maximize the opportunity for people to see what is occurring in the space around them (i.e., "See and Be Seen")--employing good visibility of the spaces around a building as a deterrent to bad behavior and establishing a safe atmosphere for employees, tenants, and customers. Methods for achieving strong natural surveillance include:

- Providing a high degree of building transparency (windows) that allow for people inside the building to see what is going on outside (i.e., views of sidewalks, interior courtyards, plazas, parking areas, building entrances, pedestrian passages, etc.);
- Providing open space (plazas, courtyards, pedestrian passageways) that is fronted by businesses or dwellings with active ground floor uses;
- Populating and activating outdoor spaces (streetscape, plazas, courtyards, etc.) by providing places for people to sit;
- Locating entrances to buildings and interior open spaces so they are visible from the adjoining street;
- Providing lighting at all entrances, pathways, parking areas, and recessed areas to

eliminate dark or enclosed areas that offer hiding places for criminals;

- Avoiding walls, fences, hedges or other plantings that provide opportunities for concealment.

DG 9. Territorial Reinforcement. New development should be designed to clearly delineate between public, private, and semi-private areas, to make it easier for people to understand the function of an area and communicate a sense of active "ownership" that makes explicit who is and is not intended to use the space. Methods for achieving strong territorial reinforcement include:

- Delineate transitions from public right-of-way to building entrances and interior open spaces by using changes in paving (e.g., tiled, textured, or colored) that distinguish private property from the public sidewalk and indicate ownership and territoriality.
- Identifying the boundary line between the private and the public realms through the use of design or landscape elements, including small changes in elevation, porticos, low fences or walls, or other well-maintained visual markers.

DG 10. Access Control. New development should be designed to physically guide the way people move through an area through the placement of entrances, exits, fencing, plantings, locks, and other barriers, and thereby reducing opportunities for crime or loitering.

DG 11. Activity. New development should be designed to accommodate activity in and around it that will promote the presence of responsible users, while discouraging illicit activities by would-be offenders who desire anonymity for their actions. This can be accomplished by creating comfortable and attractive streetscapes, plazas and outdoor seating areas, and by developing concentrated retail nodes and active, well- designed commercial frontages.

DG 12. Maintenance. New development should be designed to be durable and facilitate ease of maintenance. Creating development that is well-maintained conveys pride and ownership that will discourage loitering and illicit behavior because it demonstrates that someone cares and is watching.

DG 13. Beautification. Security should not be used as an excuse to compromise the design quality of a development. New development should be designed to beautify the urban environment while also reducing the potential for crime. By enhancing the character and quality of the built environment, new development can communicate pride and ownership that will serve as a natural deterrent to illicit activity.

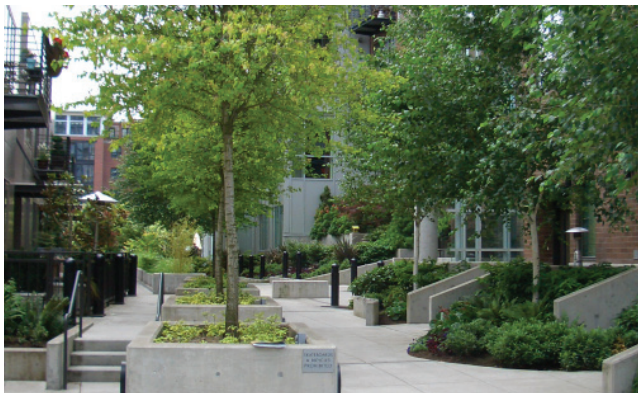
2.1.3 ON-SITE OPEN SPACE

The provision of private, on-site open space such as plazas, courtyards, and pedestrian streets/passageways is an integral component of a pedestrian-oriented, retail destination and mixed-use district that complements the Plan Area's public open space and streetscapes. These semi-public spaces provide a finer-grained, more intimate setting that encourages pedestrians to gather and linger, and can be designed specifically to complement and enhance the commercial function of adjoining private-sector uses.

The creation of publicly accessible open space within private developments is strongly encouraged. (DG 14)

DG 14. Semi-public Space. The creation of semi-public (i.e., privately owned, publicly accessible) outdoor spaces such as on-site plazas, patios, courtyards, pedestrian passages, terraces and gardens that support pedestrian activity and community interaction is strongly encouraged, particularly in larger projects.

DG 15. Open Space Function. On-site open space areas should be designed to complement and enhance the function and character of adjacent commercial uses by providing a transition from the public streetscape to the private business, and providing outdoor areas that can accommodate commercial activity (e.g., outdoor dining, display areas, etc.).



Orienting building entrances onto semi-public open spaces will help animate the space and enhance public safety. (DG 16)

DG 16. Adjacent Facades. Building frontages adjacent to semi-public outdoor spaces should include building entrances and storefront windows that face onto the open space and architectural and landscape features that activate the facades.

DG 17. Open Space Connections. Plazas and open space areas intended for public use should have clearly defined visual and physical connections that promote a comfortable transition from the public to the private realm.

DG 18. Pedestrian Streets. Pedestrian streets or passageways can play an important role in the district, and are strongly encouraged as connective elements and open space features. They promote pedestrian activity by creating spaces scaled to pedestrian use, reducing conflicts with automobile traffic, and providing more direct routes between off-street parking areas and primary street frontages. They also provide the benefit of increasing the amount of potential retail frontage.

Mid-block pedestrian passageways promote pedestrian activity and increase the potential for retail frontage. (DG 18)

Climate appropriate species should be used in on-site open space landscape treatments. (DG 20)

DG 19. User Comfort. To promote user comfort, plazas and courtyards should be well-defined by buildings and plantings, comfortably scaled, landscaped for shade and ornament, furnished with areas for sitting, and lighted for evening use.

DG 20. Planting. Plantings should be used to activate building facades, soften building contours, highlight important architectural features, screen less attractive elements, provide shade, and add color, texture, and visual interest. Landscape materials should be of high quality and suitable for the Bay Area climate. In order to reduce water consumption, naturalized and low-water-use plant species are preferred.

2.2 PARKING AND SERVICE ELEMENTS

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 facade or the pedestrian experience.

2.2.1 PARKING AND VEHICULAR ACCESS

Parking will be a critical factor in the successful redevelopment and revitalization of the Broadway Valdez Plan Area. In order to be successful, the Plan needs to not only ensure that adequate parking is provided to support proposed development, but that the amount, location and design of that parking also supports the City's "transit first" policy and the creation of an attractive, pedestrian-friendly retail and mixed-use district. The current prevalence of sites with surface parking lots, automobile sales lots and driveways crossing public sidewalks is functionally and aesthetically antithetical to the vision for the Plan Area. The Plan promotes a fundamental re-thinking of on-site parking that reduces its visual prominence and the potential for pedestrian/vehicle conflicts by placing it on the interior of blocks, in structures, or below ground. The Plan's parking management strategy (see Chapter 6, Circulation for a more detailed discussion) also promotes a "park once" environment that encourages individuals to walk to all destinations after they have parked their car.

DG 21. Surface Parking. In order to accommodate proposed development intensities and create an attractive pedestrian environment, surface parking is discouraged and should be kept to a minimum.

- Under no circumstances should parking be located in the setback between the building facade and the adjacent public right-of-way.
- A landscaped area at least three feet wide should be provided between any surface parking area and any property line adjacent to a public right-of-way.

DG 22. Parking Structures. Off-street parking should be located in above- and below-grade parking structures.

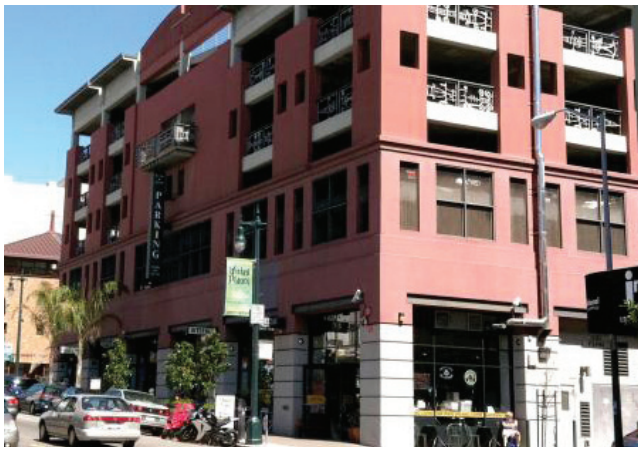
DG 23. Screened Parking. Whenever feasible, parking, whether surface or in above-grade structures, should be located behind buildings and on the interior of blocks where it is screened from public view.

Both surface and structured parking may be screened with architectural features, planting, and public art. (DG 23)

DG 24. Wrapped Parking. On sites that are half a block or greater (30,000 square feet or greater) in size, above-grade parking should be wrapped with, or located behind, buildings so that the parking area is not apparent from adjacent public right-of-ways.

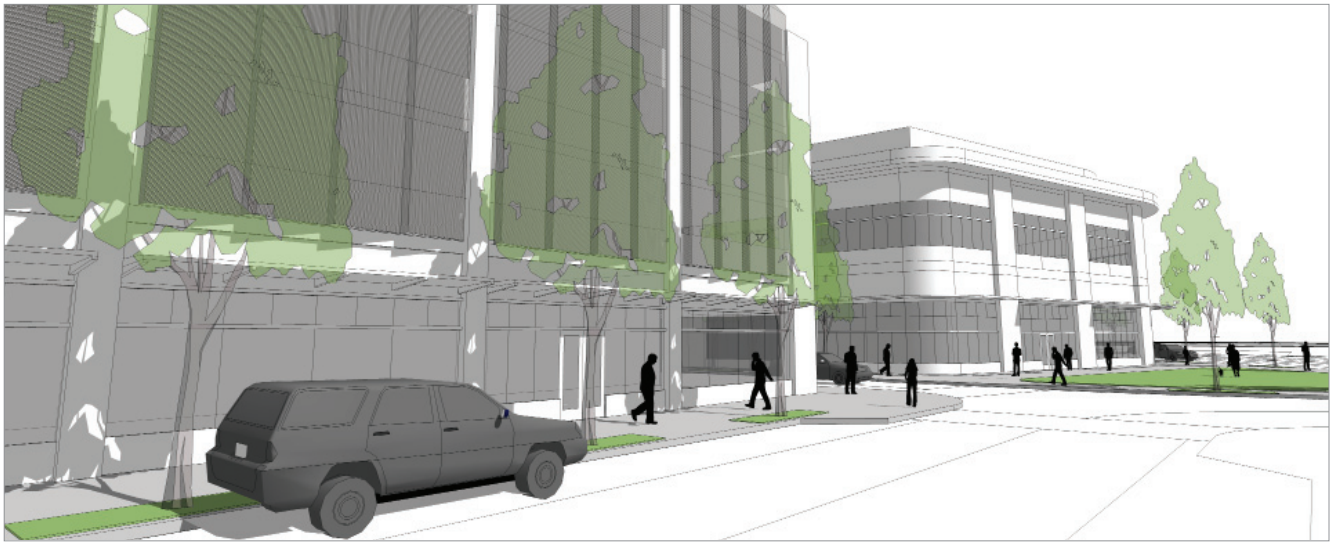
DG 25. Active Facades. Parking garages located adjacent to public streets should, whenever feasible, be lined with space for active uses (retail, commercial, residential, office, etc.) that screen parking and activate the street frontage. Ideally, the full height of the parking structure should be lined with functional space. However, if the entire height of the structure is not wrapped, at the very least, active uses should line the street-level facade of parking structures fronting on public streets.

DG 26. Parking Structure Design. Parking structure facades that are visible from the public right-of-way should be designed as an integral part of the projects they serve, consistent in style and materials, and avoiding both blank, unadorned walls and visible parked vehicles. Facades should have a similar level of articulation and detail to the adjacent buildings, incorporating



At a minimum, parking structures should line their ground-level frontages with street-oriented retail space. (DG 25)

Signage for parking areas should be attractive and integrated into the building. (DG 28)



At the very least, ground floor liner uses and upper floor screening should be used to hide structured parking from public view. (DG 22, DG 23)

features such as awnings, arcades, trellises, porticos, decorative screens, and planting to add interest to the building facade.

DG 27. Upper Level Treatment. Upper floors of parking structures that are visible from the street should be designed to screen views of cars and parking structure lighting, and to reflect a level of articulation and design character consistent with the rest of the building facade.

DG 28. Parking Signage. Provide clear signage to identify entrances to structured parking to facilitate ease of parking in mixed-use areas.

DG 29. Vehicular Access. Vehicular access to off-street parking should be provided primarily from side (i.e., secondary) streets to reduce conflicts with pedestrians and minimize interruptions to the continuity of the primary street facade. Driveways and curb cuts should not be allowed on the Plan Area's primary retail streets (i.e., Broadway, 24th Street, or Valdez Street), or if unavoidable, should be limited to a single curb cut per block face.

DG 30. Shared Access Driveways. In order to minimize curb cuts and impacts to the pedestrian environment, shared access drives to parking facilities should be provided wherever feasible.

DG 31. Existing Curb Cuts. Existing curb cuts and driveways with access off Broadway, 24th Street, and Valdez Street ultimately should be phased out as subject properties are redeveloped and alternative access can be provided.

DG 32. Pedestrian Access. Pedestrian entries to parking garages should be located adjacent to public streets and along major pedestrian connections where they are easily seen and conveniently accessed. They should be visually open and incorporate adequate lighting to promote a feeling of security and comfort. Architectural elements such as stair towers, entry treatments and lighting should be used to highlight pedestrian entrances.

DG 33. Bicycle Parking. Bicycle parking should be provided in easily accessible, secure, and weather-protected locations, and conform to specific regulations in Planning Code Chapter 17.117.

Parking entrances should be located on secondary streets and be coordinated with overall building design. (DG 29)

Attractive and easily accessible bicycle parking should be incorporated into future developments. (DG 33)

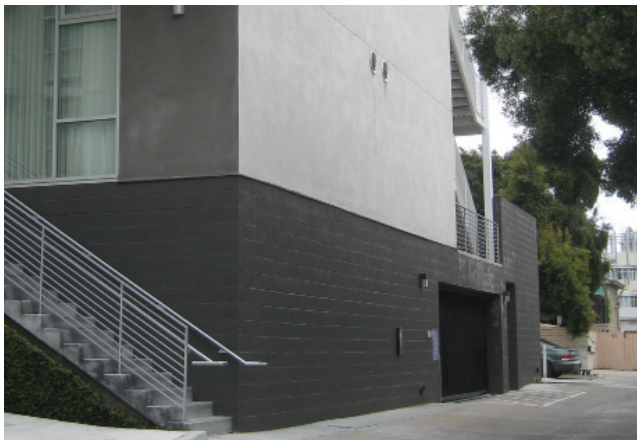
2.2.2 SERVICE AREAS, LOADING, AND BUILDING EQUIPMENT

As a functioning commercial area, it is essential that retailers and commercial tenants can efficiently obtain the supplies and services needed to operate. It is just as important, however, that these functions and their related facilities are carefully integrated into the design of new development so that they do not compromise the quality or character of the Plan Area.

DG 34. Service and Loading Areas. Service, loading and storage areas generally should be located to the rear of buildings and on the interior of blocks where they are out of public view, particularly from the primary street.

DG 35. Service Access. Wherever possible, service access should be provided via side (i.e., secondary) streets to reduce conflicts with pedestrians and minimize interruptions to the continuity of the primary street facade.

DG 36. Screening. Loading docks, storage areas, trash bins, and other service areas and facilities should be physically screened from public view in a manner that is consistent with the architectural style and character of the associated building.



Entrances to service, loading, and storage areas should be kept in the rear of development. (DG 34, DG 35)

DG 37. Siting of Building Equipment. Mechanical, electrical, and all other building equipment (e.g., back-flow devices, irrigation controls, etc.) should be concealed from all public right-of-ways, pedestrian paths and adjacent buildings, and not located along the primary street frontage.

2.3 ARCHITECTURAL DESIGN

2.3.1 BUILDING MASSING AND SCALE

It is important that future buildings are designed so that their scale and massing does not overwhelm the public realm and make it unattractive or inhospitable. Large buildings can be attractive and dramatic, yet still preserve a pedestrian scale at street level. They do not have to be monolithic or imposing. There are many design techniques for adding visual interest and mitigating a building's apparent bulk and scale. The following guidelines seek to ensure integration of new buildings into the existing character of the area, while allowing for more intense development and taller buildings. New buildings and additions should reinforce the historic pattern with setbacks and upper-level step-backs oriented to the many existing low to mid-rise buildings.

DG 38. Responsiveness to Context. While the higher development intensities projected in the Plan Area will result in larger buildings, their scale and massing should be sensitive to the scale of surrounding uses. In areas identified for transition to higher-intensity development, height transitions need to consider factors such as the quality of adjacent buildings, likelihood of change, and building heights allowed under zoning.

DG 39. Transitions in Building Height. Where the base height of new development exceeds the height of existing adjacent buildings, a combination of building setbacks, upper-story stepbacks, and articulated sub-volumes should be employed to sensitively transition to adjacent

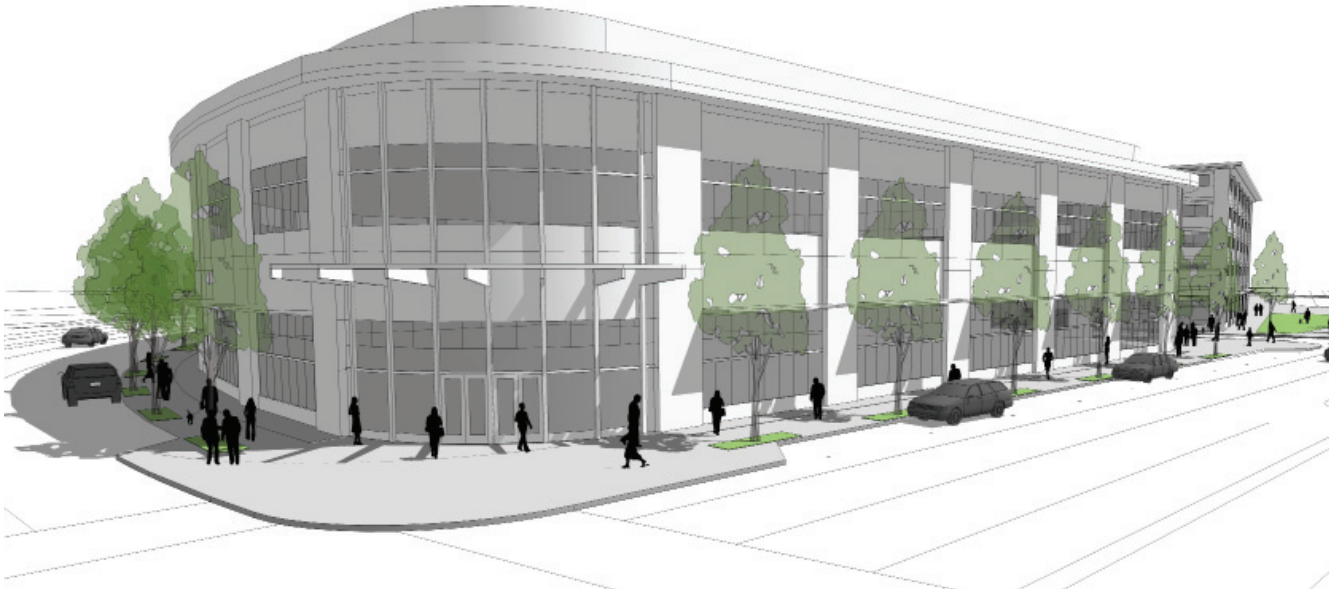
The scale and massing of new development should be sensitive to the scale of surrounding uses. (DG 38)

lower height buildings (to the side or rear). Refer to the Zoning Regulations to determine setback requirements when constructing adjacent to lower-density residential zones.

DG 40. Pedestrian Scale. In order to maintain a pedestrian scale to the Plan Area's streets, upper floors of buildings generally should be stepped back above their base height. Base heights vary throughout the Plan Area, relative to street widths and the surrounding neighborhood context (Refer to Figure B.2 in Appendix B).

DG 41. Three-dimensional Articulation. In order to reduce the apparent scale, building massing should be modulated and articulated in three dimensions. Strategies include:

- Segmenting the building into smaller masses that correspond to the internal function of the building;
- Varying the height of the building with variable roof lines;
- Employing variations in the building facades that provide more visual relief, such as streetwall indents and recessed building planes, deep entry and window openings, balconies, window bays, varied horizontal treatment (i.e. a roof, cornice or parapet), and piers, at corners and structural bays; and
- Introducing plazas, courtyards, walkways, and alleys that allow access through development and create visual breaks in the facade.



Large buildings can contribute to an attractive pedestrian environment with appropriate massing and articulation of building facades. (DG 40)

DG 42. Reinforce the Existing Patterns. Design buildings so their scale and massing reinforces the existing rhythm of buildings, storefronts, and parcelization. While there is significant variety in parcel sizes and building frontages within the Plan Area, this will vary by area, but the predominant pattern is of 30 to 60 foot parcel frontages. Where new building frontages are longer, they should incorporate vertical architectural features such as columns or piers to reflect the neighborhood rhythm.

DG 43. High-rise Towers. Although the potential for high-rise buildings in the Plan Area is limited, the following guidelines should apply to the design of new towers to limit their potential impact and ensure their integration into the neighborhood context. New high-rise towers should:

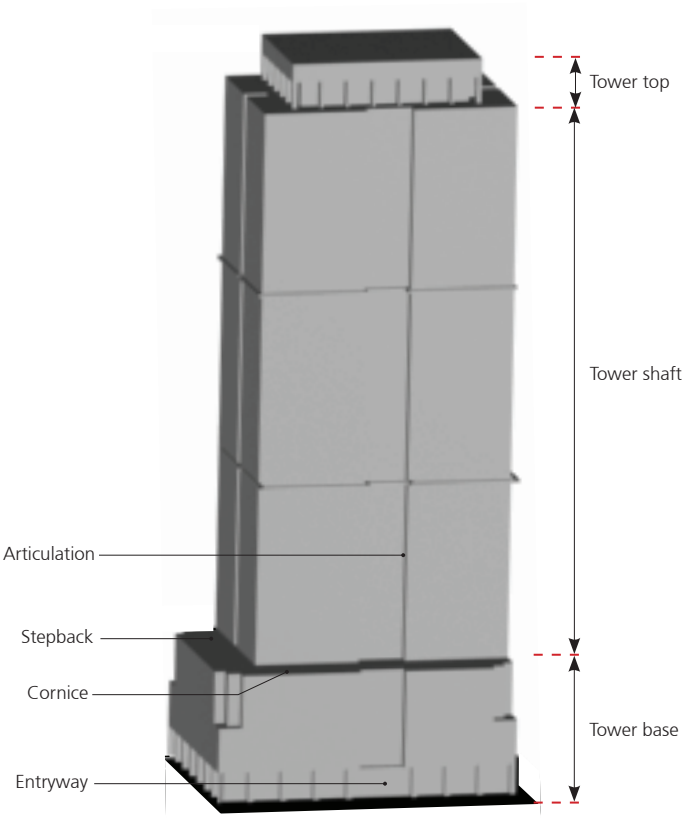
- Employ slender profiles (i.e., smaller floor plates) in order to reduce the building's apparent bulk and minimize impacts related to shading surrounding uses;
- Taper, step back, or otherwise employ a reduction in massing of the building's upper tower above the allowable base height;
- Be designed to allow solar access and air circulation, while maintaining views and privacy for building tenants and natural light at the street level;
- Employ additional step-backs and/or architectural detailing at the top of the building to create a distinguished profile that will enhance the City skyline, particularly from viewpoints along Lake Merritt, Adams Point, and the adjoining freeways.

2.3.2 BUILDING FACADES

Building facades are the "walls" that give definition to the public realm, and contribute significantly to the character of the Plan Area. The doors, windows, and detailing that animate these facades both activate the streetscape and establish a pleasing sense of order and proportion. It is important that they be neither too dull nor too busy, and that they present a perceptible unity without sacrificing variety. Various elements are conveyed in Figure C.3.

Towers shall be stepped back to reduce bulk, respect adjacent buildings, and include character-defining architectural features. (DG 43)

Facade and Building Form Elements



Building Articulation and Facade Rhythm

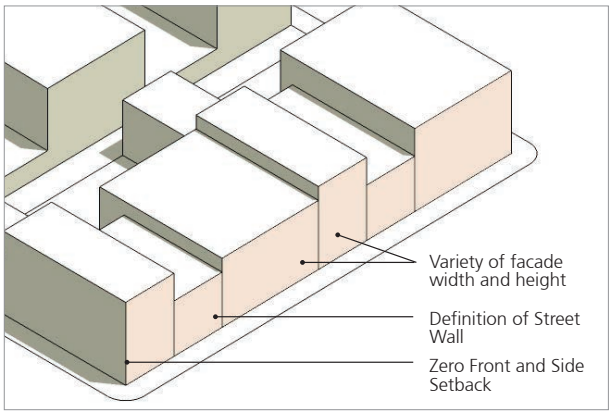


FIGURE C.3: BUILDING FACADE ELEMENTS (DG 45)

Building facades should create a unified and harmonious composition. (DG 44)

Building facades should reinforce pedestrian scale, create visual interest and help activate the public realm. (DG 45)

Building design should feature a clear hierarchy of horizontal and vertical planes and an organized articulation pattern. (DG 46)

DG 44. Organization of facade Elements. Building facades should be designed to create a unified and harmonious composition of architectural elements (e.g., building entrances, windows, balconies, detailing, signs, lighting) that establishes a pleasing sense of proportion and reflects changes in building form and function.

DG 45. Pedestrian Scale and Interest. Building facades that face public streets, sidewalks, open space areas and other pedestrian areas should incorporate articulation and detailing that create visual interest, reinforce the pedestrian scale, and contribute to the creation of an active and inviting public realm. Articulation and detailing will include features such as building entrances, display windows, awnings, canopies, balconies, bays, horizontal banding, sills, fenestration, alcoves, awnings, light fixtures, and other design features that add human scale and visual interest to the facades.

DG 46. Consistent Horizontal Lines. Building facades should be designed so that horizontal elements such as awnings, canopies, cornices, balconies, window heights, and other horizontal architectural elements are coordinated with desirable horizontal elements from neighboring buildings to create a unified composition at the street frontage.

Windows should be grouped to add visual interest and convey internal building organization and function. (DG 47)

DG 47. Fenestration Pattern. Use window design and proportions to add architectural interest to buildings and differentiate the various components of the building (e.g. ground floor retail spaces, stair towers, corners, office suites, or residential units). Use window frames, sills, and/or recesses to add visual interest.

Active storefronts help define and activate the public realm. (DG 45)

DG 48. Awnings. The use of awnings, canopies, and over-hangs is encouraged to highlight entrances and give definition building facades and to provide shelter and shade over building entrances and display windows along pedestrian-oriented retail streets. Awnings should:

- Be in scale with the building and designed to be complementary to the overall design of the building
- Avoid covering transom windows and other architectural elements
- Be of durable materials that can stand up to the weather
- Not interfere with the tree canopy or signage.
- Provide an 8-foot minimum clearance above the finished sidewalk.

DG 49. Design Strategies. Strategies for varying facades and defining distinct modules may include: articulation of building volumes, changes in rooflines and fenestration patterns, introduction of vertical architectural features such as columns and pilasters, the use of decorative detailing and architectural elements, and changes building materials and color.

Awnings highlight building entrances and contribute to pedestrian comfort. (DG 48)

DG 50. Changes in Character. Changes in architectural character, facade materials or color should be associated with a change in building plane or separated by a vertical feature (e.g., a column or pilaster).

Large buildings can contribute to an attractive pedestrian environment with appropriate massing and articulation of building facade. (DG 45)

DG 51. Consistent Treatment. Buildings should maintain a consistent quality and character in terms of the articulation, detailing, and finishes on all elevations visible from public streets and open spaces, not just the primary facade.

DG 52. Blank Walls. Avoid the creation of uninterrupted blank wall surfaces on all building facades—but particularly those adjacent to a public street or other areas of human activity. The maximum length of any continuous blank wall facing a street should generally not exceed 25 feet. When blank walls are unavoidable, measures should be taken to add visual interest through the use of contrasting textures, high-quality building materials, art, and exterior detailing.

DG 53. Subdividing Long Facades. Facades that face public streets and open space areas generally should be architecturally subdivided with some form of modulation or articulation every twenty-five (25) to fifty (50) feet to promote visual interest and a comfortable pedestrian scale that is reminiscent of traditional pedestrian-oriented shopping and residential districts.

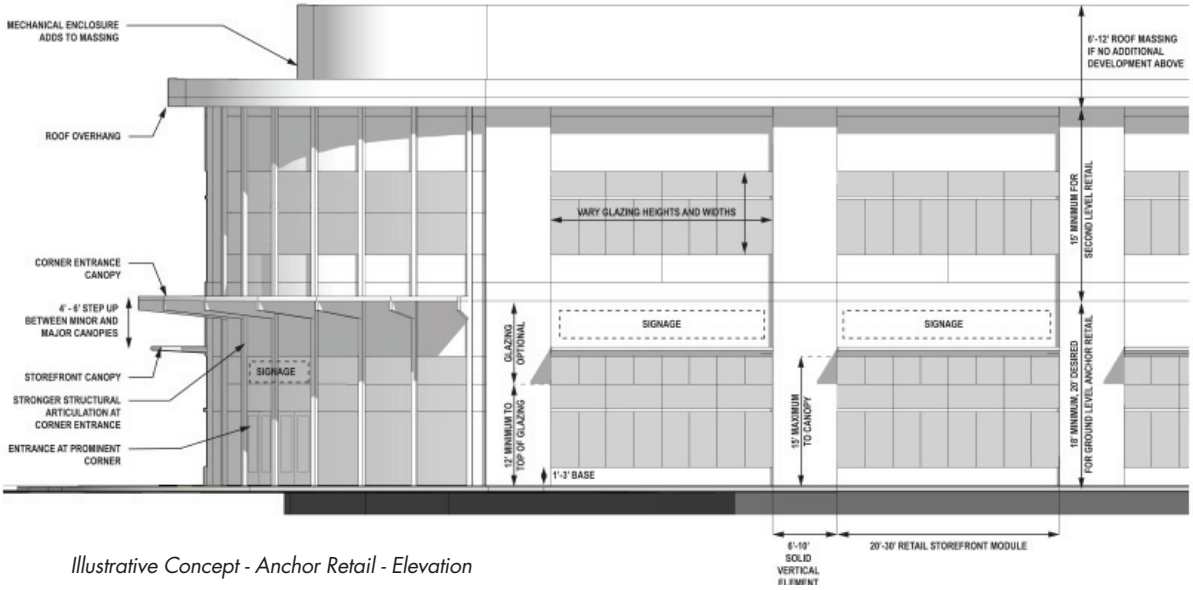
Changes in modules and building function may be reflected in rooflines. (DG 50)

2.3.3 GROUND LEVEL COMMERCIAL

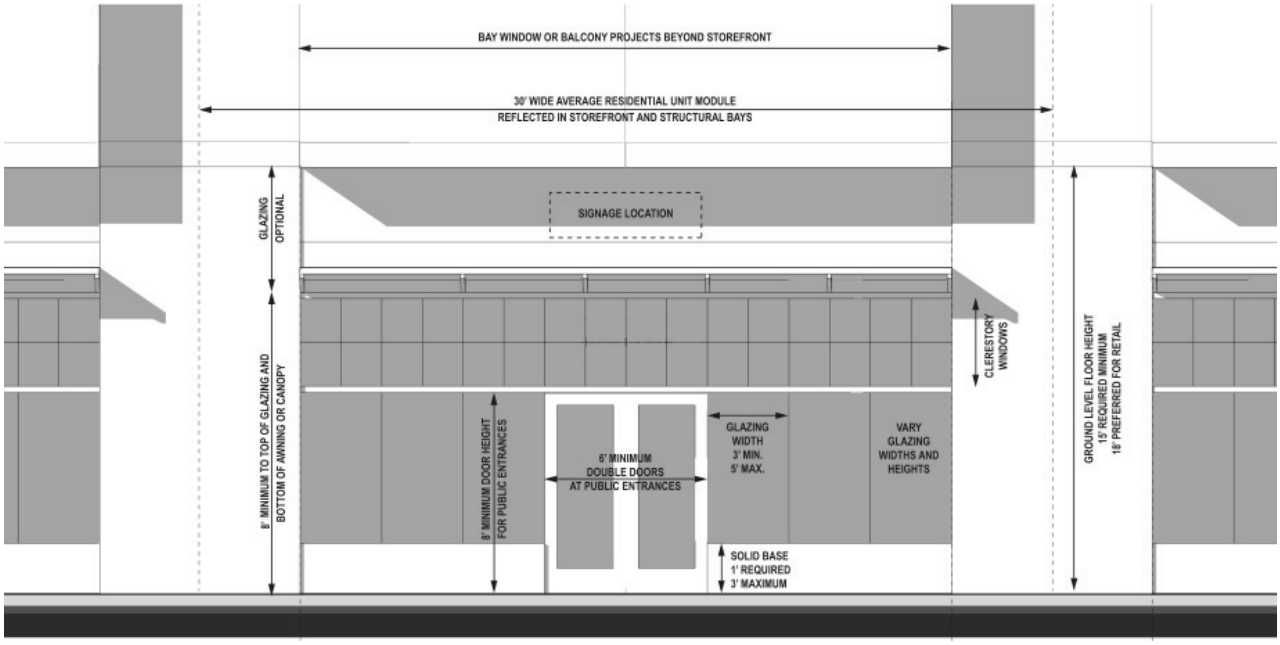
DG 54. Storefront Definition. Define individual storefronts with vertical architectural elements such as piers, prominent seams between windows, or changes in plane. Complete storefront facades should include well-defined entries, large display windows, bulkheads, signage areas, awnings, and frequently transom windows. Facade increments created at the ground level should be reflected in the facade design for the upper stories as well. These elements are shown in Figure C.4.

Long facades may be subdivided to create modules that reflect function and add visual interest. (DG 53)

Consistent streetwalls and storefront facades are important for creating retail character. (DG 54)



Illustrative Concept - Anchor Retail - Elevation



Illustrative Concept - Retail/ Residential - Elevation

FIGURE C.4: GROUND FLOOR COMMERCIAL ELEVATIONS (DG 54 - 57)

DG 55. Storefront Width. With large floor-plate tenants, it is desirable to wrap portions of the larger floor plate where possible with "liner" storefronts along the street frontage (i.e., the large retailer has the majority of their floor area located behind smaller footprint storefronts) to ensure an active street frontage.

DG 56. Commercial Space Requirements. Provide ground floor building spaces large enough to create a viable and flexible commercial space, including:

- Minimum storefront floor to ceiling heights of 15 feet, with 18 feet desired;
- Minimum storefront width of 15 feet; and
- Minimum storefront depth of 40 feet (25 feet where constrained).

DG 57. Requirements for Commercial Food Establishments. Ground-floor retail spaces should be large enough to accommodate spaces for commercial food establishments, including full-service and take-out restaurants, coffee shops, bakeries, and other eating and drinking establishments. Designs should demonstrate that a commercial kitchen and necessary exhaust systems can be accommodated into both new construction and renovated spaces according to zoning and mechanical code requirements.

DG 58. Storefront Base. Provide a durable bulkhead at the storefront base that is visually differentiated from the rest of the facade, creating solid visual base for the storefront that is generally not less than one foot tall and no more than 3 feet tall.

DG 59. Outdoor Dining. Encourage dining establishments to provide outdoor seating:

- Within the sidewalk right-of-way, provided a 5½-foot minimum clear zone is maintained for pedestrians;

Commercial entrances to mixed-use buildings shall be oriented to the sidewalk. (DG 55)

Dimensions of new commercial space should be adequate to provide flexibility and promote retail viability. (DG 56)

Adding outdoor dining areas generates street-level activity that helps to animate the public realm and support local businesses. (DG 59)

- By allowing an additional set-back of five to 20 feet from the street wall, if that space is regularly used for outdoor seating, and is maintained by the business; and
- Ensuring that dining areas are buffered from the street edge with plantings or low physical barriers such as bollards or planters.

2.3.4 GROUND LEVEL RESIDENTIAL

DG 60. Building Setbacks. Building setbacks from the street should be consistent with the predominant setback established on the block, or the adjacent two properties, whichever is more consistent. Variation should be provided through the use of front porches, entrance porticos, and other architectural features.

DG 61. Street Orientation. Residential buildings should have their primary entrance fronting onto the street. In multi-family projects, ground-floor units generally should front onto and take direct access from the street, rather than having a shared entry and access from interior corridors.

DG 62. Building Articulation. The massing of larger residential buildings should be vertically and horizontally modulated to mitigate the apparent scale of the building. Building massing should reflect the size of individual units or groups of units.

DG 63. Active Facades. Wherever possible, habitable space (rather than garage area) and active facades with windows, doors, and other architectural features (rather than expanses of blank wall), should face all streets, sidewalks and paths in order to maintain the vitality of the adjacent streetscape.

DG 64. Elevated Ground Floor Units. Ground-floor housing units should generally have finished floor elevations at least 2 to 3 feet above the grade of the public sidewalk to protect tenant privacy.

Residential buildings should incorporate active, street facades that orient to and engage the street. (DG 63)

Elevated ground-floor units help protect tenant privacy and provide a transition from the public street. (DG 64, DG 65)

DG 65. Building Entrances. Porches and stoops should be used to announce unit and building entrances, and provide a transition from the public street to the residential building/dwelling unit.

DG 66. Street Wall Openings. Multi-family developments may contain openings in the street wall to allow for the extension of interior courtyards to the public street. Any security gating or fencing across this area should be a minimum 75 percent transparent to provide views into the courtyard.

DG 67. Parking. Surface parking should not be allowed to be located between the building frontage and the public street right-of-way.

DG 68. Prominent Ground Floor. Establish a prominent ground floor in residential buildings. Design a tall ground floor to establish a street presence and human scale as shown in Figure C.4.

2.3.5 RESIDENTIAL LIVABILITY

DG 69. Privacy. Maintain a sense of privacy from within housing units, while allowing views onto streets and interior courtyards. For instance, in residential units with narrow side yards, place side elevation windows so that they are offset from those of the adjacent unit, position windows on upper floor balconies so as to minimize views into neighboring properties or use obscure glass as appropriate in order to ensure privacy.

DG 70. Family-Friendly Housing. Design family-friendly housing and units for a range of ages. Situate family-oriented units to maximize accessibility and visibility for parents watching children playing on the sidewalk or courtyard.

Prominent ground-floor entryways to multi-family buildings accent building character and enhance a sense of security. (DG 65)

DG 71. Range of Unit Sizes. Provide a variety of unit sizes, including studios units as well as larger units with three or more bedrooms.

DG 72. Orientation. Design units to allow sunlight for at least part of the day.

DG 73. Operable Windows. To the maximum extent possible, provide some operable windows in all housing units, to allow in light and fresh air, and also to potentially eliminate the need for mechanical ventilation, where mechanical ventilation is not required for air filtering purposes. Where ventilation systems are necessary, include a minimum of two operable windows where feasible and use energy-efficient and low emission heating, ventilation and air conditioning (HVAC) systems.

DG 74. Promote Safety. Incorporate CPTED principals in project design. Review the full survey in the City's CPTED Security Handbook.

DG 75. Shared Spaces. Provide communal open areas such as landscaped areas, walks, patios, barbeque areas, tot lots, recreational facilities, turf, or other such improvements as are appropriate to enhance the outdoor environment for tenants.

Shared open spaces within residential developments enhance the quality of life of the tenants. (DG 75)

- **Location:** Where community rooms are planned, locate them adjacent to either the private common open space or public open space.
- **Seating:** Provide ample seating, which can be comprised of benches, seating walls, and moveable seating. Arrange seating for gathering, conversing, and supervising children play areas. A majority of seating should have back support.
- **Orientation:** Design private common open spaces to maximize solar access while providing wind protection and shading.
- **Safety:** Ensure safety and visibility by designing at least a portion of units to overlook the common open space and allowing security cameras to monitor common spaces, if appropriate.

2.3.6 BUILDING ENTRANCES

DG 76. Entrance Hierarchy. A clear, hierarchical distinction should be made between primary entrances and secondary entrances. Primary entrances should be clearly expressed to impart a sense of prominence through scale, detailing and ornamentation that clearly denotes their stature as the main access to a building.

DG 77. Primary Entrances. Primary building entrances and lobbies shall be clearly visible and directly accessible from the primary street.

DG 78. Retail Entrances. In mixed-use buildings, retail storefront entrances should be clearly distinguishable in form and character from entrances to upper-floor office and residential uses or to a building's main lobby.

DG 79. Secondary Entrances. Secondary building entrances from pedestrian passageways, alleys, and parking structures are encouraged as long as they do not detract from the primacy of the

A hierarchy of entrances should be clearly expressed. (DG 76)

Secondary entrances may be appropriate from alleys and passageways as long as they relate clearly to the overall building design. (DG 79)

main building entrance and street frontage (i.e., buildings should not have primary orientation to parking lots or structures). The design of secondary entrances should be related to that of the primary entrance and the building as a whole.

DG 80. Entrance Definition. Building entrances should be well-defined and accentuated through use of facade articulation, architectural detail, and use of materials. Appropriate strategies for architecturally defining building entries include:

- creating a recessed entry bay;
- incorporating the entrance into a taller vertical mass (e.g., a small tower) that is differentiated from the rest of the building;
- sheltering the entrance with a canopy, awning, or overhang;
- employing architectural features such as columns, pilasters, clerestory windows and sidelights, decorative tiles and light fixtures; and
- enhancing the ground surface at the entry with decorative paving.

DG 81. Service Entrances. To the degree feasible, service entrances, loading docks, and storage areas should be located and screened so they are not visible from public streets and open spaces or interfere with pedestrian circulation. Ideally, service entrances and loading docks should be located to the rear or side of buildings, and preferably take access from the Plan Area's secondary streets, rather than the primary commercial streets (e.g., Broadway, 24th Street, Valdez Street).

2.3.7 ROOFS

DG 82. Rooflines. The roofs and rooflines of buildings should be designed to complement and complete the building design. Distinctive, sculpted roof forms that contribute to a visually interesting skyline and to the overall character of the Plan Area are encouraged.

DG 83. Flat Roofs. Flat roofed buildings should incorporate a strong, attractively detailed cornice or parapet that screens rooftop equipment and creates a distinctive silhouette.

DG 84. Rooftop Equipment. All rooftop mechanical equipment, appurtenances, and stair towers should be grouped and located so that they are not visible from streets and other public areas, architecturally integrated into the building and clad with materials consistent with the building's overall design character.

DG 85. Rooftop Open Space. Creation of accessible terraces and open space on rooftops , including on top of parking garages, is encouraged, particularly to take advantage of views of surrounding features such as Lake Merritt, the Oakland Hills, or the Valdez Triangle shopping district.

Rooflines should be designed to complement and complete the building design. (DG 84)

DG 86. Green Roofs. The incorporation of "green" roofs into building design to manage stormwater runoff and reduce energy consumption is strongly encouraged. All green roofs must be designed to permit routine maintenance and irrigation, as necessary.

2.3.8 BUILDING MATERIALS AND COLORS

Choice in building materials is an important contributor to the quality of the building and the public realm.

DG 87. High Quality Materials. Durable, high quality exterior building materials should be used to convey the sense of quality and permanence desired for the Plan Area, minimize maintenance concerns, and promote buildings that will last over time.

DG 88. Durability. The use of durable and attractive materials is especially important at the street level where they are more visible to the public. Examples of appropriate materials include: stone, tile, terra cotta, brick, metal, glass and architectural concrete. 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. 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.

DG 89. Design Context. Materials palette should be reflective of the character of the location and type of architecture and use of the building, and a unified palette of materials should be used on all sides of buildings.

DG 90. Integral Design. Architectural features should be designed to be integral to the building, and not just surface ornamentation that is artificially thin or simply tacked or painted onto the building's surface. Use of artificial materials such as "Dryvit" and other applied foam ornamentation (e.g. Exterior Insulation and Finish Systems, "EIFS") is generally discouraged, and should not be used at street level.

High quality exterior building materials should be used to convey a sense of quality, durability, and permanence. (DG 87)

Materials may draw from historical context and surrounding neighborhood character. (DG 89)

DG 91. Sustainable Materials. To minimize the overall environmental impact of development, use sustainable building materials to the maximum extent feasible. Such materials include those that are recycled, renewable, sustainably harvested, locally sourced, and non-toxic/low-VOC (volatile organic compound).

Attention should be given to the quality and detailing of materials at the ground level, adjacent to the pedestrian right-of-way. (DG 92)

A high level of transparency is desirable for ground-level storefronts to display goods and add visual interest to the street. (DG 95)

DG 92. Visual Interest and Identity. Building materials and colors should be used to unify and provide visual interest to building exteriors, and reinforce building identity. While greater attention should be given to the quality and detailing of materials at the ground level, there should be a consistent and unified use of materials on building facades. The number of materials and colors generally should be limited to promote a visual simplicity and harmony.

DG 93. Primary Colors. Generally, primary building colors should be more restrained and neutral in hue. Bright and highly saturated colors should be used sparingly, as accents or as part of a balanced and carefully executed color scheme.

DG 94. Complementary Colors. The use of color should complement changes in plane. Exterior trim and architectural detail, such as cornices and window and door trim, should be a contrasting color to distinguish them from wall surfaces. The use of subtly contrasting, but complementary colors is appropriate.

2.3.9 WINDOWS AND GLAZING

DG 95. Ground-level Transparency. Ground-level facades in commercial areas should incorporate generous windows and street-oriented glazing that create a high degree of transparency along the street, in order to establish a visual connection between activity within shops and restaurants and pedestrian activity on the Plan Area's sidewalks.

DG 96. Ground-level Transparency. Windows on retail and commercial storefronts should generally occupy a minimum of 55 percent of the street-level facade surface.

DG 97. Discrete Window Openings. Given the historic building fabric, windows generally should consist of discrete openings in the wall surface, rather than large, continuous walls of glass. Exceptions will be considered on a case-by-case basis.

DG 98. Recessed Windows. Window and door frames should generally not be flush with exterior wall surfaces. Building openings for doors and windows should employ deep insets that create visual relief and shadow lines on the facade, giving the building

Window and door recessions are encouraged to create visual relief and shadow lines in building facades. (DG 98)

a sense of solidity and substance. Typically, a minimum four-inch (4") recess between the wall face and the window frame is required to successfully create these design qualities.

DG 99. Glazing. Glazing should be clear and non-reflective. Tinted, reflective, or obscure glazing should not be used. Solar shade control should be accomplished using exterior shading devices such as awnings or sun shades.

DG 100. Window Height. Street-fronting, ground-floor glazing in commercial buildings should have a sill height not exceeding 30 inches as measured from the adjoining sidewalk surface.

DG 101. Display Windows. Enclosed display window areas should be provided on street-oriented facades where actual windows cannot be provided.

DG 102. Operable Windows. Operable storefront windows that open interior spaces of stores and restaurants to the sunlight and views of sidewalk activity, creating a connection between the public area and the activity in the ground floor of a building should be encouraged.

Lighting of buildings should be integrated into the building design and employ fixtures that reflect overall design approach. (DG 103)

2.3.10 BUILDING LIGHTING

DG 103. Lighting Function. Building lighting should be used to add drama and character to buildings, ensure public safety, and enhance nighttime activities within the Plan Area.

DG 104. Integral Design. Lighting should be designed as an integral part of the building that is consistent with its architectural character.

DG 105. Lighting Levels and Focus. Illumination of buildings should be focused on building entries, alcoves, signs, and distinctive architectural features. Overly bright and indiscriminate illumination of building facades should be avoided, because it tends to reduce the desired dramatic effect by visually flattening the building facade, in addition to wasting energy and contributing to night sky impacts.

DG 106. Building-mounted Lighting. Building-mounted lighting that illuminates the public realm is recommended as a complement to street lights in shopping areas and other high pedestrian activity areas.

Facade lighting should be an integral part of the building and consistent with the architectural style. (DG 104)

Lighting should enhance building features and materials and provide appropriate levels of illumination, while minimizing light trespass. (DG 105)

DG 107. Light Color and Intensity. Careful consideration should be given to aspects of lighting design such as the color of light, intensity of light and overall visual impact of night lighting.

DG 108. Crime Prevention. Lighting should support *Crime Prevention Through Environmental Design (CPTED)* objectives by facilitating visual surveillance of the building and its public areas, including passageways between building entries and parking areas.

2.3.11 SIGNAGE

The signage guidelines for the Broadway Valdez Plan Area are intended to promote a lively, interesting, and attractive pedestrian environment while also facilitating local commerce. Well-designed signage will contribute to the aesthetic character and identity of the Plan Area. The Plan Area is intended to be a place for walking and strolling, and the allowed types, sizes, and placements of signs are intended to reaffirm this character in a way that also allows for local businesses to effectively communicate with potential customers.

DG 109. Sign Standards. Signage should comply with the signage standards associated with the underlying land use and zoning requirements. Any new building development should submit a separate signage design concept as part of the overall design which may be subject to design review. These guidelines will additionally apply.

DG 110. Pedestrian Orientation. Signage should be scaled and oriented primarily to the pedestrian, consistent with the vision for a pedestrian-oriented district, rather than to automobile traffic.

DG 111. Sign Materials. Signage should be constructed of high-quality materials that enhance the Plan Area's character, such as wood, metal, stone, plexiglass, neon, and durable woven fabric (on awnings and canopies).

DG 112. Types of Signs. The types of signs encouraged within Broadway Valdez Plan Area include:

- Blade signs (oriented vertically or horizontally)
- Panel or plaque signs
- Printed signage on awnings or canopies
- Wall signs—particularly with individual lettering (individual channel)

Source: Downtown Crossing Signage Guidelines, Boston Redevelopment Authority, 2011

The size and type of sign should be appropriate to the uses, tenants and building size. (DG 112)

Multi-tenant signs can draw shoppers into retail areas. (DG 112)

Signage should complement overall building design. (DG 114)

Signs should be integrated with overall building design and convey a simple and clear message. (DG 113)

- Marquee signs (when associated with theaters and entertainment venues)

DG 113. Content and Legibility. Sign message should be simple, clear and easily legible. The sign should include the name of the business and logo, and minimal additional text. Signs that use logos only are especially encouraged. Signs should have enough contrast between content and background to optimize legibility while still maintaining compatibility with building colors.

DG 114. Integral Design. Signs should be designed as an integral design element of a building's architecture, consistent in its architectural style, scale, articulation, proportions, materials, and color.

DG 115. Sign Location. Signs should be located in areas of the facade specifically designed to serve this function and not cover architectural details or ornamental elements. Ideally signs should align horizontally, where possible, with major architectural features, and not obscure windows or other key parts of the building.

Sign illumination should be consistent with the character of the building and the use. (DG 118)

DG 116. Iconic Signs. The use of iconic or symbolic signs that employ icons, symbols or logos (e.g., a shoe for a shoe store, or a bicycle wheel for a bicycle shop) rather than words is encouraged—particularly when they are three dimensional.

DG 117. Sign Clearance. Signs should have a minimum clearance of eight (8) feet above the sidewalk, and not rise above the building cornice line or street wall height (exceptions can be made for marquee signs and other signs of high design quality).

DG 118. Illumination. Sign illumination should be consistent with the character of the building and sign. Generally, external illumination is preferred, but should always be shielded and/or directed downward so as not to produce off-site glare. The use of internally-illuminated acrylic box signs, internally-illuminated vinyl awnings, animated, and rotating signs are discouraged.

2.3.12 HISTORIC RESOURCES

The Plan Area's inventory of buildings that were developed in the late 19th and early 20th century is an important resource that contributes to the area's historic character and distinctiveness. The vision for the Plan Area is to preserve and integrate this inventory of historic buildings with new development to create an urban environment that addresses the needs of the present while maintaining a tangible link to the area's past. New buildings should be sensitive to the historic scale and character of the existing buildings.

DG 119. Complement to Historic Resources. New buildings developed within historic districts or adjacent to historic buildings should seek to complement the existing historic and architectural character of the area, while also seeking to be recognized as products of their own time. Consider how the style, massing, rhythm, setbacks and material of new development may affect the character of adjacent resources. Reinterpret character elements to complement historic resources, without replicating.

DG 120. Reinforce the Street Wall. Locate new buildings that are within historic districts or adjacent to historic buildings to complement the existing street wall. New buildings should be sited to reinforce the prevailing average setbacks of adjacent historic buildings. Generally, the Upper Broadway Auto Row ASI has zero setback from the front property line.

DG 121. Complement Existing Building Character. The design of new buildings in historic districts or adjacent to historic buildings should respond to key patterns and elements in existing adjacent buildings in order to contribute to a consistent rhythm and continuity of features along the street. For instance, the large showroom windows, transom windows and large garage door openings that are common to the garages and showrooms in the Upper Broadway Auto Row ASI would be key features to consider when designing new infill development.

New development should incorporate unique elements of Oakland's architectural and commercial heritage, when possible. (DG 121)

The architectural details of new buildings adjacent to historic buildings or districts should complement existing buildings. (DG 122)

DG 122. Complement and Reinforce Architectural Details. The architectural details of new buildings within historic districts or adjacent to historic buildings should relate to existing buildings. Such details may include lintels, cornices, arches, masonry patterns, and interior trusses. Since there is such a large variety of styles and details within the historic districts in the Plan Area, new development must specifically consider adjacent properties.

DG 123. Building Form. The form and shape of new buildings within historic districts or adjacent to historic buildings should be compatible with existing resources. The degree to which a new building is simple or complex in form and shape should be determined by the architectural character of the area. Given the prevalence of automobile-related garages and showrooms with fairly simple forms, new buildings should generally reflect that simplicity. However, even when adjacent to buildings with more complex forms (e.g. Queen Anne and other Victorian styles), the preferred design approach should be for new buildings to defer to existing structures rather than trying to compete in terms of formal complexity.

DG 124. Adaptive Reuse. Retain and integrate historic and architecturally significant structures into larger projects with adaptive reuse. The following guidelines address the distinguishing architectural characteristics that should be responded to in the Plan Area's Area of Primary Importance (API) and Areas of Secondary Importance (ASI).

When adapting or altering historic resources, the following is recommended:

- Working within the existing building envelope is recommended. Where additions are desired, they should generally be located on a secondary or rear facade. Or, if they are rooftop additions, they should be set back from the primary facade and should not interfere with the building's roofline.
- Follow the Secretary of the Interior's Standards for Rehabilitation when adapting and altering historic resources.
- Retain and repair historic materials or covering historic architectural details with cladding, awnings, or signage.
- Identify, retain, and preserve architectural materials and features that are important in identifying historic character.

Development in the Richmond Boulevard Residential District ASI should respond to the area's residential character and styles. (DG 126)

Development in the Waverly Street Residential ASI District should respond to the district's distinguishing features. (DG 128)

Development adjacent to the 25th Street Garage ASI District should respond to the district's distinguishing features. (DG 129)

- Use historic photos, when available, to inform rehabilitation.
- Use materials and colors that complement the historic character of the property.
- Consider consultation with a preservation architect to ensure renovations are compatible. Consult with City's historic preservation staff.

DG 125. Upper Broadway Auto Row ASI District.

The architectural character of new buildings in or adjacent to the Upper Broadway Auto Row ASI District should respond to the district's distinguishing features. The Upper Broadway Auto Row District is characterized by automobile related buildings, especially sales showrooms and auto servicing and repair garages, that were constructed in the early 20th-century. While the architectural styles and construction materials are varied, features that are common to most include: zero front setbacks, large storefront windows, transom windows, large 'portal' style openings for garage doors.

DG 126. Richmond Boulevard Residential ASI District.

The architectural character of new buildings in or adjacent to the Richmond Boulevard Residential ASI District should respond to the District's distinguishing features. The Richmond Boulevard Residential District is an architecturally distinguished turn-of-the-century residential District consisting primarily of single-family detached units in predominantly Craftsman and Colonial Revival styles dating from the 1900s to 1920s. The majority of the buildings are one- and two-story wood frame structures set back approximately 10 to 20 feet from the sidewalk line. Common architectural features include: an elevated stoop or porch frequently defined by columns, hip and gable roofs, and wood shingle or horizontal clapboard siding.

DG 127. Richmond Avenue Residential ASI District. The architectural character of new buildings in or adjacent to the Richmond Avenue Residential ASI District should respond to the District's distinguishing features. The Richmond Avenue Residential District is a small cluster of single-family detached Craftsman style cottages dating from the 1910s. The majority of the buildings are one-story wood frame structures. Common architectural features include: a front porch that extends forward from the main facade the edge of the public right-of-way, gable roofs, and stucco siding.

DG 128. Waverly Street Residential ASI District. The architectural character of new buildings in or adjacent to the Waverly Street Residential ASI District should respond to the district's distinguishing features. The Waverly Street Residential District is characterized by turn-of-the-century residential buildings, predominantly in the Colonial Revival and Craftsman styles. Common architectural features include: an elevated stoop or porch frequently defined by columns, hip roofs, and wood shingle or horizontal clapboard siding.

DG 129. 25th Street Garage API District. The architectural character of new buildings in or adjacent to the 25th Street Garage API District should respond to the District's distinguishing features (Although it should be noted that only two parcels are in both the Plan Area and the District. Of those two, the Packard Lofts building is a designated historic resource and the other is a non-contributing structure). The 25th Street Garage District is characterized by brick and truss-roofed automobile garages built between 1920 and 1929. Features that are common to most include: zero front setbacks, brick masonry facade, a single large 'portal' style garage door, mullioned windows.

2.3.13 SUSTAINABLE DESIGN

Throughout the planning process, sustainability was identified by the community as an important objective for future development. Clearly, providing local shopping opportunities will reduce the number and length of vehicle trips to other communities, and the creation of compact, transit- and pedestrian-oriented development will reduce energy and emissions associated with local vehicle trips. The design of the area's buildings will also be important to creating a more sustainable future.

DG 130. Compliance with Green Regulations. New construction and building additions and alterations over defined thresholds must conform to the requirements of the City of Oakland's Green Building Ordinance and the State of California's Green Building Code (CALGreen).

DG 131. Green Rating Systems. New development in the Plan Area should take a comprehensive and measurable approach to designing and constructing sustainable buildings by meeting at least the minimum standards for green building established by a recognized rating system, such as the U.S. Green Building Council's LEED (Leadership in Energy and Environmental Design) program, Build It Green's GreenPoint rating system, Enterprise Green Communities Criteria, the NAHB's National Green Building Standard (NGBS), etc.

DG 132. Green Design Strategies. The sustainable design of buildings is an evolving field in which the specific techniques and best practices are also likely to evolve with time. New development should explore design strategies that achieve the following:

- **Reduce Energy Consumption:** by designing buildings that take advantage of features such as better insulation (e.g., green roofs),

natural ventilation (e.g., operable windows, thermal chimneys), natural daylighting (e.g., light shelves, skylights), energy efficient light fixtures (e.g.,florescent rather than incandescent), and solar rather than gas water heaters;

- **Reduce Consumption of Energy and Resources:** by re-using, where feasible, existing structure; using materials and finishes that are durable and long-lasting; and incorporating energy-generating fixtures such as photovoltaic panels and new, smaller scale and lower impact wind turbines;
- **Reduce Water Consumption:** by incorporating features such as low-flow and waterless fixtures, and reusing stormwater (e.g., rainwater harvesting) and gray water for non-potable uses such as irrigation and toilet flushing;
- **Reduce the Consumption of Non-renewable Resources:** by using recycled, rapidly renewable, and locally-sourced materials, and incorporate facilities for recycling and, if possible, composting.

Permeable paving treatments are encouraged in both the public and private realms to reduce stormwater runoff. (DG 132)

Rain gardens and other public realm landscaping are encouraged to manage runoff and reduce urban heat island effect. (DG 132)

The use of local, renewable materials and design of buildings that have access to ample light and air are important sustainable building design strategies. (DG 132)

3.0 PUBLIC REALM DESIGN GUIDELINES

3.1 STREETSCAPE DESIGN—PEDESTRIAN ZONE

The Pedestrian Realm guidelines are intended to promote a more walkable district by improving pedestrian comfort, safety and convenience. The guidelines focus on improving the attractiveness and effectiveness of the pedestrian network in order to encourage pedestrian activity. As such, they recommend design strategies for enhancing the physical safety, comfort, and convenience of the pedestrian environment as well as the aesthetic character and quality of the pedestrian experience. The Pedestrian Realm is illustrated in Figure C.5.

3.1.1 GENERAL CONSIDERATIONS

DG 133. Accessibility. Public sidewalks should provide a direct and continuous pedestrian network that connects blocks and buildings to each other with a clear, unobstructed pedestrian travelway that is designed to accommodate the needs of a broad range of users, including the elderly, those with disabilities, and young children.

DG 134. Amenities. Sidewalks should be richly appointed with improvements and facilities that enhance the pedestrian experience, but should avoid clutter and congestion.

DG 135. Seating. In addition to accommodating pedestrian circulation, public sidewalks should provide spaces for more passive or sedentary activities, where people can linger to observe or participate in public outdoor activities. Seating can be either formal (e.g., chairs and benches, such as that found at a café or a transit stop) or informal (e.g., low walls, steps, fountain edges).

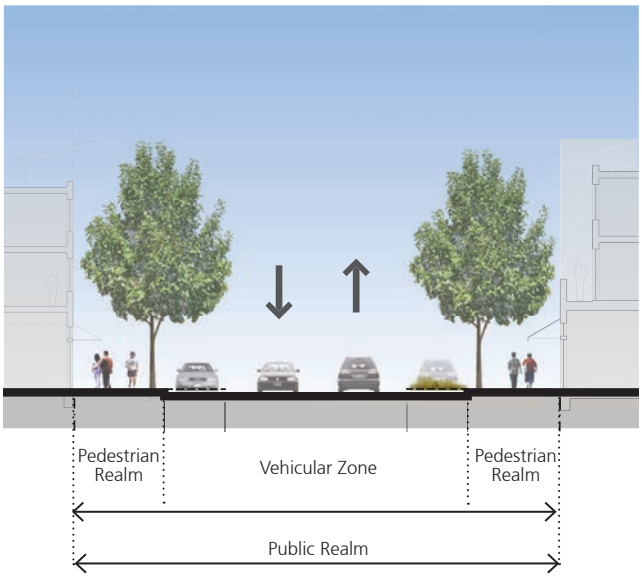


FIGURE C.5: PEDESTRIAN REALM

DG 136. Planting. Planting of the public sidewalk with street trees and other vegetation is encouraged as a means of adding color and visual interest, softening the urban edges, providing shade, and assisting with air quality and stormwater management. Plantings generally should be located in the amenity and frontage zones and should not obstruct through pedestrian traffic or access to the street.

Landscaping within the public realm contributes to pedestrian comfort and a sense of place. (DG 136)

DG 137. Sidewalk Widths. Sidewalk widths should be commensurate with the level of pedestrian activity desired for the specific street frontage. Whereas ten (10) feet is the typical sidewalk width in the Plan Area, high activity areas, such as Broadway, Valdez and 24th Street, should have sidewalk widths of at least 14 feet.

DG 138. Curb Extensions. Curb extensions at "necked-downed" intersections are encouraged as a means of expanding the pedestrian zone where pedestrians are likely to congregate while waiting for transit or to cross the street.

3.1.2 FUNCTIONAL ZONES

The pedestrian realm serves several functions—circulation facility, social space, and amenity zone—and must accommodate numerous features and facilities to support these functions. Conceptually, the pedestrian realm can be subdivided into three zones: the pedestrian zone, the amenity zone, and the frontage zone, or "shy zone" (see Figure C.6). Each zone plays a slightly different role in the pedestrian realm and has different design requirements.

The three zones generally occur on both sides of the street. The pedestrian zone is the middle zone and primarily accommodates pedestrian circulation. The amenity zone generally is adjacent to the street and accommodates public facilities and street furnishings. The frontage zone, or "shy zone" is adjacent to building frontages and serves as a transition area where pedestrians do not generally pass as it is directly adjacent to building features. These zones are conceptual, and while they may be clearly represented and delineated on some streets, on other streets they may be missing or weakly defined. Functional Zones are illustrated in Figure C.6.

DG 139. Functional Zone Priorities. The widths of the sidewalk functional zones should vary in response to context, but sidewalk width should be distributed amongst the three zones according to the following priorities: pedestrian (highest), amenity (middle), frontage (lowest). See guidelines for each zone for minimum allowable widths.

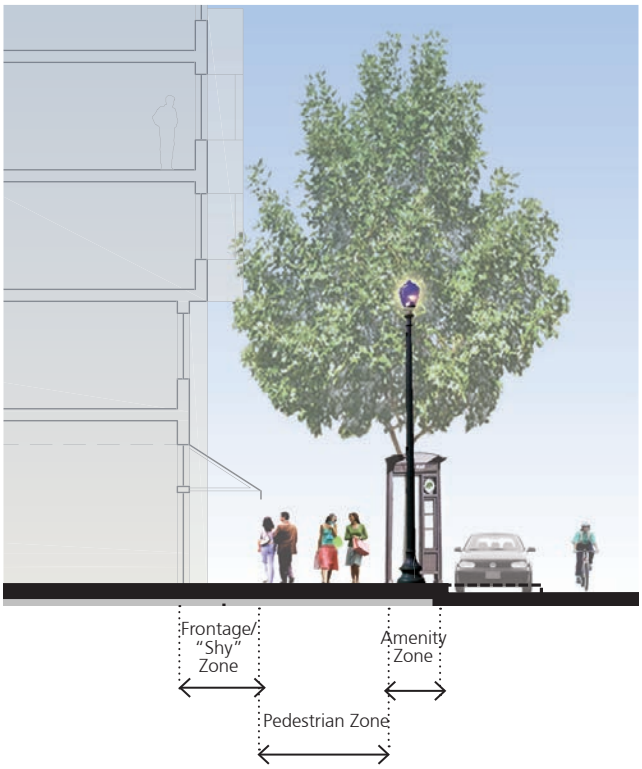


FIGURE C.6: PEDESTRIAN REALM FUNCTIONAL ZONES

Pedestrian Zone

DG 140. Clearance. Ensure that a minimum sidewalk width for pedestrian through-traffic is not obstructed with street furniture, utility poles, traffic signs, trees, etc. Streetscape amenities generally should be located in the Public Amenity Zone to maintain a clear walking zone.

DG 141. Width Proportions. The pedestrian zone should comprise at least 50 percent of the sidewalk width (i.e., 8 feet for the standard 16-foot sidewalk), but never be less than 5 1/2 feet, whichever is greater. This excludes a 1 ½ to 2-foot frontage/"shy" zone.

The functional zones of the public sidewalk include a building frontage zone, an amenity zone, and a pedestrian zone. (DG 139)

Wide sidewalks ensure that there is adequate room for public amenities without constraining pedestrian movement. (DG 140)

DG 142. Minimum Vertical Clearance. The pedestrian zone should maintain a minimum vertical height clearance of 96" (i.e., 8'0"), clear of overhanging tree limbs, protruding fixtures such as awnings, signs, or other horizontal obstruction.

DG 143. Transitions. To ensure pedestrian safety and smooth flow of traffic, transitions in the width of the pedestrian zone should not be abrupt and should be signaled by some sort of transitional element.

Frontage/ "Shy" Zone

DG 144. Private Furnishings. Private furnishings permitted in the frontage zone may include seating and tables, merchandise displays, planters, art, and portable signage (e.g., menu stand).

DG 145. Width Proportions. The frontage/ "shy" zone should be maintained at 1 ½ to 2 feet.

DG 146. Decorative Elements. On streets with commercial frontages, businesses are encouraged to provide decorative elements (e.g., plantings, potted plants, etc.) that activate the public streetscape, visually enhance the building frontage, identify building entrances, and generally engage the public realm, without constricting the flow of pedestrian traffic.

DG 147. Sidewalk Cafes. Sidewalk cafes are encouraged within the frontage zone as a use that activates and energizes the public realm.

DG 148. Extension into Amenity Zone. In certain situations sidewalk cafes and other commercial activities may be allowed to extend into the amenity zone rather than the frontage zone, or where extra wide sidewalks occur in both the frontage and amenity zones. Such use will require special findings to ensure such use and facilities enhance the overall quality of the public realm and do not impede pedestrian traffic or conflict with access to on-street parking.

DG 149. Vertical Clearance. Awnings, canopies, and umbrellas used within the frontage zone should provide adequate vertical clearance so they do not infringe upon the pedestrian travel zone.

The frontage/"shy" zone allows for design features and uses from private development to engage the public realm. (DG 144)

DG 150. Delineating Sidewalk Cafes. Sidewalk cafes that have more formal dining facilities (i.e., offer waiter service to their tables) or more than a single row of tables should provide a decorative element, such as a railing, rope divider, etc., that delineates the café from pedestrian travel zone (This is a state requirement for serving alcohol). Such delineation is not required for less formal eateries such as cafes, coffee shops, and sandwich shops that have a single row of chairs and tables.

Amenity Zone

DG 151. Location. Public utilities and street furniture generally should be consolidated in the amenity zone to keep them from becoming obstacles to pedestrian movement. This includes, but is not limited to street trees, planting strips, street furniture, bicycle parking, utility poles, signal poles, signal and electrical cabinets, signs, fire hydrants, etc.

DG 152. Width Proportions. Ideally, the public amenity zone should comprise at least 35 percent of the sidewalk width (i.e., 4.9 feet for the standard 14-foot sidewalk), but never be less than 30 percent, or 4 feet, whichever is greater.

DG 153. Distribution and Concentration. Whereas the function of features such as light standards, street trees, and parking meters requires an even distribution along the length of a street, street furniture should generally be located in high activity areas where people can be expected to congregate, such as transit stops, major building entrances, plazas, and retail and entertainment zones.

DG 154. Opportunities at Intersections. The amenity zones at intersections, particularly where they have been expanded by necked down intersections, are ideal locations for streetscape elements that serve high levels of pedestrian traffic, such as transit shelters, informational kiosks, and news racks. Benches and seating areas should typically be located in mid-block locations where there is less potential conflict with pedestrian traffic flow.

DG 155. Consolidate Parking Meters and News Racks. In order to reduce clutter within the amenity zone, facilitate on-street parking, and increase parking revenues, the City should continue to install multi-space and pay-and-display parking meters that require one meter for every 3 or more parking spaces. The consolidation of newspaper racks is discussed under Street Furnishings guidance.

DG 156. Setback from Curb. To the degree feasible, elements within the Amenity Zone generally should be setback at least 3 feet from the face of the street curb to avoid conflict with on-street parking (e.g. car doors, passenger loading, etc.), but no less than 1.5 feet.

DG 157. Location of Utilities. Where practical, handholes, vaults, and other utility access points should be located on private property, and not in the public sidewalk. Above ground

Utility hook-ups should be located out of the public realm and screened from public view. (DG 157)

utility boxes, control panels, etc. should be discouraged or located outside of the pedestrian realm of the sidewalk zone.

DG 158. Undergrounding of Utilities. In order to reduce conflict with pedestrian movement, increase space for tree planting, and improve the aesthetic character of the public realm, utilities should be undergrounded whenever feasible.

DG 159. Stormwater Management. The use of permeable or porous pavement and landscape designed to treat and attenuate stormwater flow in the amenity zone is encouraged whenever feasible as a means of reducing stormwater runoff rates and volumes.

DG 160. ADA Clearance at Bus Stops. Maintain a 5-foot by 8-foot clear zone at bus stops for boarding of wheelchair users.

3.1.3 STREET ELEMENTS & FURNISHINGS

In order to establish a vibrant and active pedestrian environment, it is important that the Plan Area's streetscapes be appropriately furnished. Streetscape amenities such as benches and seating areas, kiosks, newsstands, newspaper racks, drinking fountains, water features, bike racks, transit facilities, trash receptacles, and public art will all help to animate the pedestrian realm, support public use, and contribute to the social and economic vitality of the Broadway Valdez Plan Area.

Streetscape furnishings also will have much to do with establishing the character and identity of an area. Their quality, durability, and location will influence the perception and use of an area. Streetscape furniture also includes both public and private furnishings. The public furnishings are the elements that provide continuity and predictability from block to block, while private furnishings are generally contribute variety to the streetscape with their focus being on enriching and enlivening a particular building or use.

3.1.4 GENERAL GUIDELINES

DG 161. Unified Design Identity. Street furnishings should provide a continuity of streetscape features along the length of a street. At a district scale, coordinated design, type, color, quality, and material of street furniture contributes to a sense of community identity, and reflects and strengthens the local character of the Plan Area.

DG 162. Seating. As much formal (benches) and informal (seat walls, chairs, etc.) seating as possible should be provided to increase the number of opportunities for people to socialize and spend leisure time outdoors along public streets.

DG 163. Pedestrian Activity Areas. Street furniture and other amenities such as trash receptacles, kiosks, newsstands, should be located in conjunction with active pedestrian areas such as intersections, key building entries, parks and plazas, bus stops, important intersections and pedestrian streets.

Street furnishings should communicate a consistent overall style and aesthetic. (DG 161)

Moveable seating may be included in the public realm if it does not restrict pedestrian movement and is privately maintained. (DG 166)

Fixed seating may be incorporated in a variety of public and private development areas, often paired with landscaping. (DG 167)

3.1.5 BENCHES & OTHER SEATING

DG 164. Seating. High quality and durable benches and other forms of seating should be provided throughout the Plan Area, with more seating provided in areas with ground-level retail frontages and at entrances to major office buildings.

DG 165. Public Benches. Attractively designed City benches should be provided in sidewalks, plazas, parks and other high pedestrian use areas to promote pedestrian use. These benches should be fixed in place and constructed of durable and low-maintenance materials.

DG 166. Movable Chairs. Use of individual, high quality movable chairs in the public realm is encouraged where there is an organization which is willing to manage their use (e.g., secure the seats at night). Such seating provides appealing flexibility that can enhance public use.

DG 167. Seating Alternatives. The creation of seat walls, steps, and planters (designed with seat-like heights and widths) that can serve as informal seating areas is encouraged as a means of expanding the seating potential and providing diverse opportunities for social interaction.

DG 168. Café Furniture. Furniture for sidewalk cafes must leave a minimum of 5½ feet of unobstructed sidewalk available for pedestrian movement and be of high quality.

3.1.6 TRANSIT STOPS AND SHELTERS

DG 169. Transit Stop Facilities. Ideally, transit shelters should be provided at all transit stops, but particularly at those that are heavily used. At a minimum, all transit stops should provide seating, route signage, trash receptacles, and nighttime lighting.

DG 170. Shelter Design. Transit shelters should be designed to be transparent; provide protection from sun, wind, and rain; and should have distinctive architectural design that reflects the quality and character of the Plan Area.

DG 171. Sustainability. Transit shelters should be designed to be energy efficient by incorporating features such as solar panels, LED lights, etc.

DG 172. Schedule Information. Transit stops should include signage that provides all pertinent route and schedule information, including major connecting services and GPS-based real-time arrival information.

3.1.7 BICYCLE PARKING

DG 173. Secure Rack Design. Bike racks should be designed to allow the bicyclist to secure the bicycle frame to the device at two points. Sidewalk and in-street racks should be surface-flange mounted. Appropriate bicycle rack designs include the inverted U, circular rack or other approved designs. (Refer to the City of "Oakland Bicycle Facility Design Guidelines" (Guidelines) for more detail on the siting and installation of bike racks.)

DG 174. Location and Distribution. Bicycle parking should be distributed throughout the commercial areas of the Plan Area and placed conveniently near building entrances (but no further than the closest car parking space where possible). In areas of high pedestrian volumes, racks should be placed such that the minimum sidewalk clearance specified in the Guidelines are met.

DG 175. Sculptural Facilities. Uniquely designed bicycle racks can act as sculptural as well as functional landscape elements. Powder-coated racks are not acceptable because the material is insufficiently durable and hard to maintain. All rack designs must comply with the Design Specifications on page 5 of the Guidelines.

DG 176. In-street Parking. Additional bicycle parking areas may be created by converting one or more on-street car parking spaces to bicycle parking, particularly in locations where space in the public amenity/furnishings zone of the sidewalk is crowded or insufficient to meet demand. In-street bicycle parking areas (aka "bike corrals") should comply with the City's "In-Street Bicycle Parking Corral Program Guidelines."

Transit shelters should be designed to provide protection from the elements, and contribute to community character. (DG 170)

Bicycle racks should be durable and located outside of the pedestrian zone. (DG 174)

3.1.8 NEWSPAPER RACKS

DG 177. Consolidated Locations. Consolidated newspaper racks are encouraged to reduce the physical and visual clutter of individual newspaper boxes.

DG 178. Co-located with Transit. Newspaper racks should be collocated, when possible, with transit stops to provide an amenity to transit riders.

3.1.9 TRASH RECEPTACLES

DG 179. Location. Trash receptacles should be located regularly at intersections, near major building entrances, and adjacent to outdoor seating areas.

DG 180. Design. Each receptacle should accommodate recycling, prevent wind and rain from entering the container, facilitate side access to the liner, have the option of being anchored to the pavement, and be self-compacting where feasible.

3.1.10 STREET LIGHTS

DG 181. Unified Design Identity. Street lighting should be used to create a unifying scheme of illumination throughout the Broadway Valdez Plan Area to reinforce district identity and ensure that public safety and security criteria are met. A single consistent style and size of pole and fixture should be used along a given street. It is recommended that the same '20-foot Candelabra Pole' street light (center image below) that is currently employed south of 23rd Street and in the Uptown area be utilized along the rest of Broadway; and that the 'Washington Luminaire' street light (right image below) be utilized along shopping and neighborhood streets in the Plan Area.

DG 182. Height of Light Fixtures. The height of light fixtures generally should be kept low to promote a pedestrian scale to the public realm and to minimize light spill to adjoining properties. In active and more intimately scaled pedestrian zones (e.g., 24th Street, Valdez Street) pole-mounted fixtures should not exceed twelve (12) to fifteen (15) feet in height from grade to light source. On larger streets (e.g., Broadway, 27th Street), at major intersections, a mounting height of up to eighteen (18) feet may be acceptable.

DG 183. Limit Light Pollution. Illumination generally should be focused down toward the ground, avoiding unnecessary lighting of the night sky.

Trash receptacles should accommodate recycling, and be resistant to the elements and vandalism. (DG 180)

Street lighting should be used to create a unifying scheme of illumination for the Broadway Valdez District. (DG 181)

In addition to standard street light poles, light sources that are mounted closer to and focus illumination directly onto the ground plane, such as bollard-mounted lighting, stair lighting, and wall- and bench-mounted down-lighting, are desirable. Light fixtures should include internal reflector caps, refractors, or shields that provide an efficient and focused distribution of light and avoid glare or reflection into upper stories of adjacent buildings.

DG 184. Levels of Activity and Illumination. Levels of illumination should be responsive to the type and level of anticipated activity, without over-illuminating the area (i.e., bright, uniform lighting of all public right-of-ways is not desirable). Thus, commercial shopping streets, such as Broadway, 24th and 27th streets should have higher levels of illumination than side streets that are more residential in character and have lower levels of nighttime activity.

DG 185. Illumination of Pedestrian Realm. Street lighting should focus on illuminating the pedestrian zone (e.g., sidewalks, pedestrian passages, plazas, alleys, transit stops), rather than the vehicular zone (i.e., the street).

Street lighting should focus on illuminating pedestrian areas. (DG 185)

DG 186. Illumination of Conflict Areas. Higher lighting levels should be provided in areas where there is potential for conflict between pedestrians and vehicles, such as intersections and crosswalks.

DG 187. Color Balance. Color-balanced lamps that provide a warm white illumination and realistic color rendition are recommended.

DG 188. Energy Efficiency. In order to conserve energy and reduce long-term costs, energy-efficient, Energy Star-certified lamps should be used for all public realm lighting, and hours of operation should be monitored and limited to avoid waste.

3.1.11 STREET TREES

Street trees can contribute significantly to the character, identity, and comfort of the Plan Area's streets.

DG 189. Unified Planting Scheme. To optimize their aesthetic and functional benefits, a consistent and formal planting scheme that employs a single, regularly spaced dominant tree species should be established and maintained along each of the major corridors in the Plan Area. The London Plane tree is recommended along Broadway, Valdez Street, and 27th Street. The recommended street tree for Webster Street is the Saratoga bay laurel (sweet bay); and for 24th Street, the Crape Myrtle.

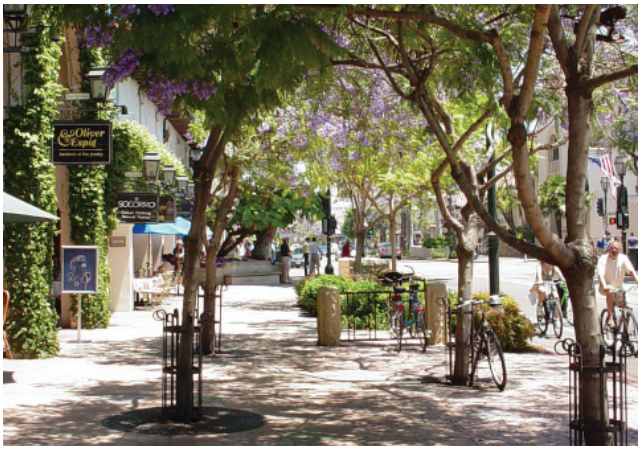
DG 190. Tree Spacing. In order to reduce the build-up of radiant heat in paved surfaces and create a comfortable pedestrian experience, the Plan Area's street trees should provide sufficient canopy cover to provide shading to the pedestrian zone. Spacing of trees will be dependent on species selected, but should be based on the ability to reasonably achieve shading of at least 35 percent of the public right-of-way within ten (10) years of planting.

DG 191. Tree Location. Wherever feasible, street trees should be planted a minimum distance of two-and-a-half feet (2.5') from the street curb edge, and a minimum distance of eight feet (8') from the adjacent building face.

DG 192. Tree Grates. Flush-mounted, tree grates should be used in all tree wells that are surrounded by paving, unless the wells are specifically designed for accent planting. Tree grates should be cast iron and placed in metal frames set into poured-in-place concrete, and allow for integrated tree guards, decorative up-lighting, or auxiliary power (for special events, holiday lighting, or maintenance) as appropriate. The existing or future Community Benefit Districts (CBDs) in the Plan Area can be directed to help maintain the trees within the grates.

DG 193. Tree Wells. To maintain their long-term health, street trees should be planted in tree wells that are not less than 24 square feet (e.g., 4' x 6') and provided with a minimum cubic feet of soil volume to be established by the City Tree Division. Ideally, even where tree grates are used, continuous planting trenches, such as Silva Cells, should be installed to provide maximum soil area for roots. The sections of trench between tree wells can be covered with metal grating, cantilevered concrete, or pavers to accommodate pedestrian movement and amenities while also allowing air and water to penetrate.

DG 194. Canopy Clearance. Street trees should be selected that have a high enough branching pattern and canopy—generally fourteen (14) feet or higher—so that trees do not obscure commercial signage and storefront windows or conflict with truck access.



Street trees should be consistently planted in order to create an appealing street environment. (DG 189)

The above style tree grate should be used in commercial and mixed-use areas to protect trees and contribute to neighborhood character. (DG 192)

Use of deciduous trees is encouraged to provide shade in the summer and solar access in the winter. (DG 196)

DG 195. Tree Roots. In order to avoid damage to pavement (e.g., heaving), any tree planted in a sidewalk or hardscape plaza should incorporate one or more methods to reduce soil compaction and the associated impacts to tree health, such as structural soil or the use of Silva Cell or similar brand.

DG 196. Deciduous Trees. Given temperate climate in Oakland, use of deciduous street trees is encouraged to allow for solar access to sidewalks, storefronts and public open space areas during the winter, while also providing shade during the summer.

3.1.12 PUBLIC ART

DG 197. Public Realm Improvement Projects. All public realm improvement projects, should explore the integration of public art into the design. Public art should not just be freestanding pieces, but should be integrated into the design of buildings and streetscape elements (e.g., plazas, paving, street furniture, transit shelters, lighting, bike racks, wall murals, etc.). Public art projects or gifts of art which are to be placed on City or Caltrans property, or funded by the City, must be reviewed by the City's Public Art Program and the Public Art Advisory Committee, and must comply with the City of Oakland Public Art Ordinance (11086 C.M.S.). Additionally, proposed modifications to any existing work of art should be vetted through the Public Art Program to ensure that the work is properly executed (legally and technically).

DG 198. Location. Public art should be located where it can be enjoyed by a large number of people, including sidewalks, intersections, plazas, and medians.

DG 199. Enhancing Pedestrian Connections. Public art should be used to animate potentially difficult pedestrian transition zones, such as the connections under the I-580 freeway, to facilitate pedestrian use by enhancing and animating these spaces.

DG 200. Interactive Art. Interactive art is encouraged; examples include pieces that either invite user participation or provide sensory stimulation through touch, movement, or sound.

DG 201. Local and Interpretive Art. Public art should be used as a means of enhancing community understanding of Oakland's and Auto Row's history. Local artists and themes should be highlighted to emphasize the City's unique cultural assets and build on the influence of the adjacent Art Murmur gallery district.

Incorporating public art into district design is encouraged as a way to create a distinctive identity and stimulating environment. (DG 197)

DG 202. Permanent and Temporary. Public art may consist of both permanent and temporary installations.

DG 203. Unified Design Identity. The design and placement of public art should enhance and be coordinated with other streetscape improvements to ensure a coherent character for the Plan Area.

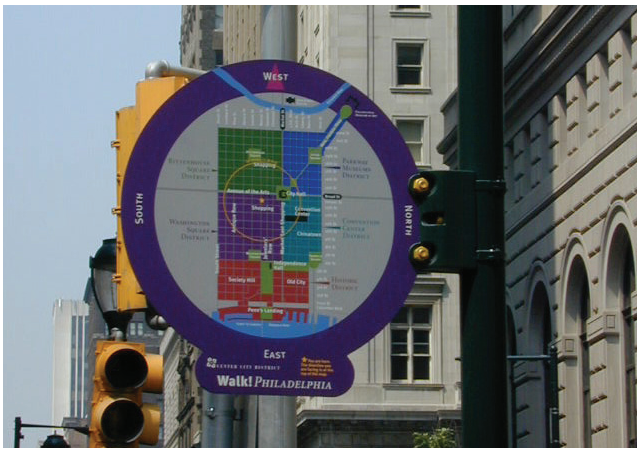
DG 204. Driver Safety. Placement of public art and monuments should not obstruct drivers' view of traffic control devices, be a distraction, or be located in a manner that could create a roadside hazard to motorists.

DG 205. Pedestrian Safety. No artwork, whether permanent or temporary, should obstruct the flow of pedestrian movement. In addition, all artwork must conform to the most current requirements of the Americans with Disabilities Act (ADA) and all other federal, state, and local codes and regulations regarding accessibility.

3.1.13 WAYFINDING SIGNAGE

DG 206. Wayfinding System. An attractive wayfinding signage system should be developed for the Plan Area to enhance visitors understanding of the area's resources and how to navigate efficiently within and from outside the area.

DG 207. Wayfinding Signs. As has been done in Chinatown and the Fruitvale Plan Areas, wayfinding signs should be designed as an attractive and coordinated system of maps and signs that are strategically located to enhance wayfinding, but which also serve as distinctive streetscape elements that contribute to the pedestrian scale and character of the Plan Area and enhance the efficient flow of traffic. In addition to pedestrian scaled signage, signs should also be included outside of the Plan Area to direct visitors arriving by car from entry points including freeways, Broadway, and Grand, Telegraph, and Harrison Avenue from downtown.



Wayfinding signage should provide information about destinations while communicating the district's design identity. (DG 206)

DG 208. Destinations. Wayfinding signage should identify key destinations and facilities, e.g., public parking structures, parks and open space areas, transit routes and stops, and major destinations and attractions. The wayfinding system should be used to integrate the district with surrounding areas and resources such as the Uptown Plan Area, the Art Murmur gallery Plan Area, Pill Hill, and Lake Merritt.

3.2 STREETSCAPE DESIGN—VEHICULAR ZONE

In order to create a comfortable and safe pedestrian environment, the locations at which pedestrians and vehicles come into potential conflict must be carefully designed to balance the flow of vehicular traffic with the protection of pedestrians. These locations are primarily intersections, but can also occur at mid-block locations. Traffic-calming devices such as curb extensions and enhanced crosswalks are recommended throughout the Plan Area (Also refer to Chapter 6: Circulation), especially along Broadway, 24th Street, and Valdez Street where balancing a free flow of pedestrian and vehicular traffic will work together to enhance the commercial environment. The vehicular zone is illustrated in Figure C.5.

Curb extensions should be incorporated at intersections to reduce crossing distances and improve pedestrian safety. (DG 209)

3.2.1 CURB EXTENSIONS

DG 209. Curb Extensions. Often called "bulb-outs" or "neckdowns", curb extensions should be designed into intersections in order to reduce the crossing distance for pedestrians and alert motorists to the presence of pedestrians.

DG 210. Mid-block Crossings. Curb extensions should also be installed wherever mid-block crosswalks are provided. This includes the existing mid-block crossing on Broadway between 30th Street and Hawthorn Avenue.

DG 211. Transit Stops. Wherever feasible, curb extensions should be provided at AC Transit stops along Broadway to provide additional sidewalk space to accommodate transit users and facilities without constraining pedestrian flow on the public sidewalk.

Crossing zones crossings should be well marked and highly visible, including lighting if necessary. (DG 213)

DG 212. Amenity Zone. Curb extensions increase the space available for pedestrian amenities by expanding the public sidewalk. They therefore can be ideal areas for locating streetscape elements that serve high levels of pedestrian traffic, such as transit shelters, informational kiosks, wayfinding signage, bike racks and news racks. They can also provide locations for plantings and stormwater management features such as rain gardens.

3.2.2 CROSSWALKS

DG 213. Crossing Zones. High visibility crosswalk markings should be provided at all controlled intersections and at intersections with significant pedestrian activity both to alert drivers of the potential presence of pedestrian and to guide pedestrians to use only designated crossing points.

DG 214. Crosswalk Markings. Crosswalks should employ a hierarchy of markings that responds to the level of pedestrian and vehicular traffic. At intersections where pedestrian crossing is anticipated to be highest, the City should explore the use of special paving materials, colors and/or patterns for the crosswalks to heighten visibility, contribute to district identity, and provide drivers with visual and tactile cues to pedestrian activity.

DG 215. ADA Compliance. All crosswalks should have ramps and warning strips that comply with Americans with Disabilities Act (ADA) standards.

DG 216. Crosswalk Lighting. Special lighting—either flashing pavement markings or overhead fixtures—should be considered at key intersections to further enhance pedestrian visibility during evening hours.

4.0 PUBLIC OPEN SPACE

A key component of a creating walkable retail district in an urban setting is having public spaces where people can stop to rest, people watch, meet with friends, or just enjoy a book or the weather. The Broadway Valdez Plan Area identifies a number of public plazas that will help establish the area as one whose design actively supports the public life of the street by providing attractive places where people can gather.

4.1 SITE PLANNING

DG 217. Functional Considerations. Plazas should be designed to balance their role as key activity nodes that can accommodate larger gatherings of people during special events and peak shopping hours with their function as public spaces where individuals feel comfortable to sit quietly by themselves and enjoy their surroundings. This means providing smaller, well-defined seating areas as well as larger, more flexible open areas.

DG 218. Visual Access. In order to activate the public realm and enhance public security, open space areas should be designed to be visually accessible from the adjacent sidewalks and streets, allowing passersby to see directly into the space. Walls, fences and dense planting

Crosswalks should be designed to highlight and enhance the pedestrian zone. (DG 214)

Open space should complement and support adjacent businesses and feature a variety of distinct gathering places. (DG 220)

that visually obscure the interior of the space from the sidewalk should be avoided.

DG 219. Physical Access. The Plan Area's public plazas should be seamlessly integrated with the public streetscape to optimize area available for pedestrian use and enhance accessibility and public use. Plazas shall be designed for universal accessibility to allow for use by the broadest cross-section of the community. Elements such as plantings, bollards, and low walls can be strategically employed to provide definition and direct the flow of pedestrian traffic without significantly restricting public access.

DG 220. Relation to Business. Plazas should be designed to complement and enhance the function and character of adjacent commercial uses by providing an attractive transition from the public streetscape to the private business. However, the primary function of public open space should be to accommodate people's relaxation and enjoyment, rather than private commerce. The practice of using public plazas as display areas for automobiles is not consistent with the vision for the Plan Area. Vendors can be permitted, with approval from the City, to use public open space as long as they are contributing to the vitality of the public realm. Vendors should generally not occupy more than 20 percent of the total area of the open space.

4.2 SITE DESIGN

DG 221. Seating. Public open space should provide as many seating opportunities as possible, in a variety of formats and configurations that provide flexibility of use. In addition to benches, low site walls such as those around planter beds and water features also provide excellent seating. Seating walls generally should be not more than 30 inches in height or less than 12 inches, and not less than 16 inches in depth. Moveable chairs are also encouraged, but require an entity that will be responsible for their management.

DG 222. Planting. Planting should be used to enhance the aesthetic and functional character of public open space by providing color and texture that softens and complements the hardscape, and by providing shade that enhances user comfort by mitigating solar exposure, glare and heat build-up. As a rule of thumb, plaza designs should include between 15 to 40 percent as landscaped area (i.e., planted materials).

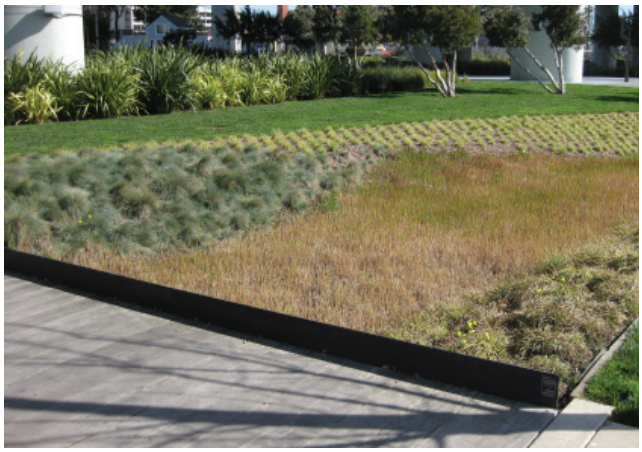
Seating areas can provide interesting opportunities for public art. (DG 221)

Open space areas should include a combination of hardscape, planting, and areas for seating and social interaction. (DG 222)

DG 223. Planting Materials. Planting materials generally should be low-maintenance, climate appropriate, drought-resistant, and require minimal irrigation. Refer to Alameda County's Bay-Friendly Landscaping guidelines for further direction.

DG 224. Lighting. Public plazas should have adequate lighting to promote evening use of public space and ensure user comfort and safety. Nighttime lighting of public spaces should:

- Provide continuity in light levels between streetscapes and adjoining open spaces in order to support nighttime use.
- Avoid general and uniform overhead lighting, and instead use a modulated lighting scheme that gives definition to the space by focusing greater emphasis on key areas such as entries, pedestrian paths and key use areas.
- Limit glare and light spillover into adjacent properties and minimize ambient lighting of the night sky.
- Add visual interest by varying the type and location of illumination and highlighting focal features (e.g., uplighting of street trees and public art, under-lighting of benches, wall washers, ground level bollard, step, and walkway lighting, etc.).
- Lighting along Glen Echo Creek should focus on ensuring public safety while not over-illuminating the natural area along the creek by using low mounted trail and stair lights and pole mounted lights with cut-off fixtures that focus the light toward the ground.



Stormwater management features can be integrated into open space design. (DG 229)

DG 225. Gateway Features. Plazas are located at key activity nodes and entry points in the Plan Area. Plazas should be designed to include prominent visual features (e.g., art, landscape, water feature, structure, etc.) that signify their function as public gathering places and key gateways to the Plan Area.

DG 226. Site Furnishings. Site furnishing such as seating, trash receptacles, drinking fountains, tables, bike racks, etc. will encourage people to use the Plan Area's public open space areas. Generally, such furnishings should:

- Be designed with high-quality, durable materials that are easy to maintain and cost-effective in the long-term, and
- Be part of a unified system of street and public area furnishings that unify and contribute to the identity of the area, while also facilitating City maintenance and replacement.

DG 227. Hardscape. The use of distinctive, high quality paving materials that convey the importance of the public realm to the life of the community and contribute to Plan Area identity is strongly encouraged. Such materials should:

- Be durable to stand up to heavy urban traffic, and easy to maintain, including materials such as colored concrete, brick, concrete unit pavers, and unpolished stone;
- Be safe, with surfaces suitable for use by all ages (i.e., neither too slick or too rough); and
- Provide a decorative quality and attention to detail that is compatible with, but distinct from the public streetscape.

DG 228. Public Art. The incorporation of public art into the design of public open space is strongly encouraged as a way to enhance Plan Area identity and community pride. Refer to public art guidelines in the Public Streetscape section for further guidelines.

DG 229. Sustainable Design. Public open space design should incorporate strategies to reduce energy use and consumption of resources to the degree feasible. Such strategies include incorporation of stormwater management features (bioswales, rain gardens, permeable paving), drip and moisture-sensitive irrigation systems, solar-powered features (lighting, transit facilities, trash compactors, etc.), recycling and composting compartments with trash receptacles, shading to reduce thermal gain, etc.