

### ***Attachment C - Summary of Stakeholder Comments***

This summary includes excerpts of stakeholder comments related to Design Guidelines:

1. Comments submitted on 3/20/2013 by Ener Chiu (on behalf of the Chinatown Coalition)
2. Excerpt - Comments submitted on 1/30/2013 by Naomi Schiff (on behalf of Oakland Heritage Alliance)
3. Excerpt - Comments submitted on 7/12/2012 by Ener Chiu (on behalf of the Chinatown Coalition)

## 1. Comments submitted on 3/20/2013 by Ener Chiu (on behalf of the Chinatown Coalition)

**Ferracane, Christina**

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**From:** Ener Chiu <echiu@ebalddc.org>  
**Sent:** Wednesday, March 20, 2013 12:12 PM  
**To:** Ferracane, Christina  
**Cc:** vivianh@apen4ej.org; jliou@ahschc.org; colland@aol.com; Steven Terusaki  
**Subject:** RE: Lake Merritt - Design REview Guidelines

Hi Christina,

Thanks for the quick conversation. Let me clarify something for the folks on this email chain because I don't think it's necessarily been clear as we've been writing comment letters and responding to drafts of the plan. This email reflects my understanding of what we have tried to communicate as a Coalition, but you should get in touch with Colland or Steve to confirm this.

The Design Review guidelines are "strong suggestions" to a prospective developer about what the Planning Commission would likely care about when reviewing a project where design review is required, but they are open to interpretation. The Coalition has commented on your guidelines in the letter that you had attached.

The Zoning standards have not been put out for public comment yet. These are standards that are not negotiable, except through variances, which require public process. Coalition has not commented on these.

I think that the Coalition (as far as design goes) is most concerned with three major design related things, and we'd like these items incorporated into zoning standards rather than as softer design review guidelines:

- Base heights should not be out of context to the existing neighborhood and create an environment that is not pedestrian friendly.
- Tower massing should not impede sunlight and fresh air coming into the neighborhood. The only place where we see some conflict on this point is the block between 7<sup>th</sup> street and 880, where we hope to be able to have buildings block particulates and noise from the freeway, but realize that there may be a cost in terms of shadows. This may take some imagination to reconcile.
- Pedestrian scale building lighting and safety are extraordinarily important to us, and we need to make sure that all new development enhances that safety, so as much as this can be put in the zoning, that would be great.
- Other comments in the letter are probably ok for incorporation more at the guideline level rather than as prescriptive zoning standards, but check with Colland or Steve on this.

From an economic and neighborhood livability perspective, we are obviously most concerned with making sure that density above the neighborhood context triggers community benefits, so this kind of language will likely appear over and over again in any communication that we have with the City, whether it is the standards or as guidelines.

Thanks,

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**2. EXCERPT - Comments submitted on 1/30/2013 by Naomi Schiff (on behalf of Oakland Heritage Alliance)**

**Design Guidelines.** We cannot find an updated version of the Guidelines in the existing package, so we are reiterating the 7-23-12 comments we submitted to staff based on the 7-12 draft. The **attached marked-up pages** include our most significant comments.

One of our major concerns is to improve the Guidelines' consistency and integration with the City of Oakland's existing Design Guidelines. The proposed Guidelines are not fully in synch with various provisions of the existing Guidelines, notably some provisions in the Small Project Design Guidelines (SPDG). See the attached mark-ups for specific examples. There are also provisions in the draft Commercial/Corridor Guidelines that should be meshed with the proposed Guidelines. In addition, there are important SPDG provisions that are hardly reflected at all, especially in the SPDG storefronts section. Please let us know if you would like us to provide a highlighted copy of the SPDG noting these provisions. The proposed Guidelines should seek to build upon the existing Guidelines rather than rewrite them. It may be best to just incorporate the existing Guidelines by reference, including the Commercial/Corridor guidelines upon their adoption (perhaps with a summary of their most important provisions and supplementing them with additional provisions where needed) and limiting the proposed Guidelines to topics that are not fully addressed in the other documents, such as new construction issues specific to the Plan Area, high rise design and historic buildings. Although we appreciate DG-61's provision for pitched roofs in the 7th Street API, we continue to believe that this requirement is better addressed through zoning standards, as is the case elsewhere in the City. In any case, DG-61 needs to be further fleshed out to address issues such as roof slope and portion of the overall 45' height envelope that consists of the roof envelope versus the remainder of the building envelope.

THIS SECTION SEEMS TO ASSUME THAT THE ENTIRE PLAN AREA HAS 0' FRONT YARD SETBACKS, WHICH IS NOT THE CASE. IN GENERAL, FRONT SETBACKS SHOULD MAINTAIN THE

## A.3 Building Design Guidelines

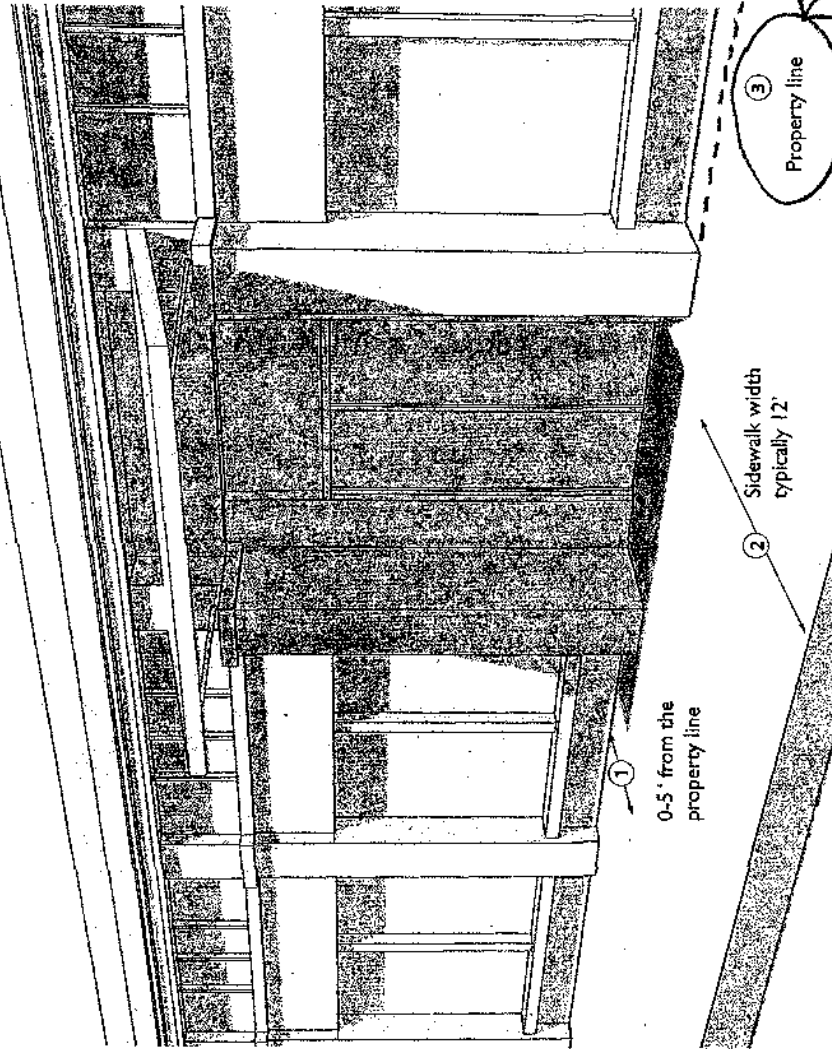
### Site Planning and Building Orientation

Site planning and building orientation have a significant impact on the urban environment, and can help shape a vibrant and pedestrian oriented neighborhood.

**DC-1 Public Perception.** Consider the three-dimensional quality of buildings: how they are perceived from the ground level, public streets, and public open spaces; and how they can contribute to or diminish neighborhood or district character, views, and/or overall quality of life.

**DC-2 Building Location.** Locate buildings at the sidewalk edge of the site to enhance public/private interface, improve pedestrian comfort and safety, and establish a street wall that defines the physical space of the street, as shown in Figure A.1. Building frontages and entrances should be parallel to streets, and located within five feet of the property line, except where public parks, plazas, or outdoor dining are provided, or for ground floor residential or institutional uses where greater setbacks, stoops, or other transitions may be appropriate.

Figure A.1: BUILDING LOCATION



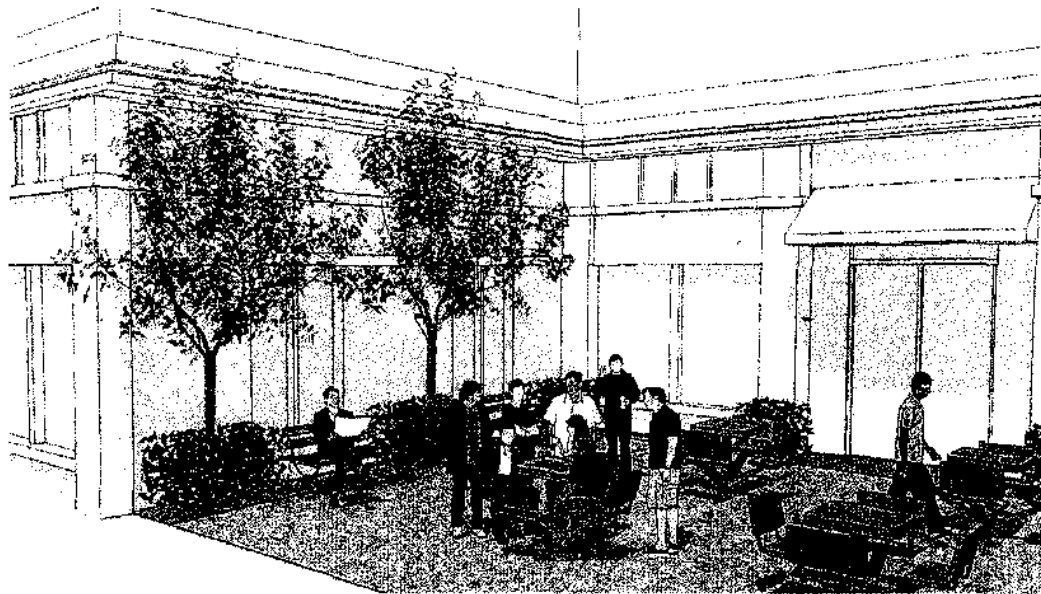
BE CAREFUL WITH THIS  
ENCOURAGE ADDITIONAL SETBACKS WHERE  
WHERE (E) SIDEWALKS ARE TOO  
NARROW (< 12'?)

LIMIT TO A CERTAIN % OF BLDG FRONTAGE, E.G. 30%

**DG-3 Setbacks.** Utilize building setbacks of up to five feet and arcaded spaces as an extension of the sidewalk to provide adequate space for pedestrian movement and activity. This space can be used for ground floor articulation, street furniture, landscaping, and public art that can enliven the streetscape. Allow an additional five to 20 feet for outdoor seating.

**DG-4 Define Open Spaces.** Site buildings and locate plazas, courtyards, seating, and visually interesting architectural features to encourage interaction among occupants and passersby. Configure buildings to define open spaces and provide visibility and accessibility from a public street, as shown in Figure A.2. Special building forms (i.e. towers) and site improvements should be incorporated to help organize and accent spaces by framing entrances, terminating views, and highlighting central focal points.

Figure A.2: DEFINE OPEN SPACES



Existing public open space in the Planning Area is well used.



Configure buildings to define open spaces and provide visibility and accessibility (DG-4).



Improvements should be incorporated to help organize and accent spaces (DG-4) such as in this open plaza adjacent to a market and restaurant.

**DG-5 Corner Building Design.** Emphasize and highlight architectural features at block corners to visually define and animate the intersection and facilitate pedestrian flow. Consider the following:

- Changes in height, massing, or materials, or by introducing public plazas, open eating areas, public art, and grand entries.
- Landmark features such as rounded or cut corners, increased transparency, chimneys, corner towers, roof features, and/or special shop windows or entries, or base designs.
- Design features should be well proportioned in relation to the average height of the building, other buildings at the intersection and the span of the intersection.
- If buildings do not come directly up to street corners, buildings must form a comfortable and interesting space for the public to use.

DELETE THE  
PROPOSED  
BLDG. HEIGHTS  
ARE TOO TALL  
IN MOST CASES.

**DG-6 Corner Building Height.** Consider constructing buildings at or near the height limit at major intersections to create a gateway into neighborhoods.

**DG-7 Primary Lot Frontage.** Locate the primary building façade and main entrance along the primary lot frontage. The primary frontage should further be maximized by active building walls and addressed by the most active, articulated and public façade of a building. Active uses, such as storefronts, dining areas, lobbies, offices should front onto the primary lot frontage. Primary and secondary frontages are defined as follows:

- Primary lot frontages address public spaces that will likely see the most pedestrian activity or serve as important gateways. The primary lot frontage is the most public frontage that is adjacent to the waterfront, public open spaces, and streets and sidewalks.
- Secondary lot frontages include those that front onto pedestrian passthroughs and secondary streets on corner lot conditions. Secondary frontages are less public spaces that see less activity than primary frontages. They may or may not be addressed by a building, and facades may not be as highly articulated.
- Corner lots or sites that encompass a block may have more than one primary frontage. Where primary and secondary frontages are unclear, applicants should work closely with the City to make a determination.

TOO COMPLICATED.

ALL STREET FRONTAGES  
SHOULD BE CONSIDERED  
PRIMARY LOT FRONTAGES.  
ALONG WITH ANY WATERFRONT  
AND PUBLIC OPEN SPACE  
FRONTAGES THAT ARE  
NOT STREET FRONTAGES

**DG-8 Location of Outdoor Seating.** Place outdoor seating and widened sidewalks near intersections to create pedestrian activity.

DON'T LIMIT TO JUST  
NEAR INTERSECTIONS

**DG-9 Energy Efficient Building Orientation.** Site and orient buildings to take advantage of passive heating and cooling methods. Roofs should be oriented and designed to allow for solar panel or film installation for renewable energy generation or centralized solar hot water heating.

**DG-10 Crime Prevention through Environmental Design.** All projects should review the surveys included in the City of Oakland's Crime Prevention through Environmental Design (CPTED) Security Handbook. Consistent with CPTED guidance, design buildings and public spaces such that they are defensible, meaning places are clearly identified and delineated, designed to prevent access of unauthorized persons, and provide good visibility. This can be accomplished through four overlapping strategies:

- **Natural Surveillance.** Natural Surveillance is the placement of physical features, activities, and people in ways that maximize the ability to see what is occurring in a given space. This strategy works because this exposure promotes good behavior.
- **Territorial Reinforcement.** Territorial Reinforcement is the use of buildings, fences, signs, pavement, or other objects to express ownership or to clearly delineate the transition from public space to private space. This strategy works because it suggests there is someone present who has responsibility for the space.
- **Access Control.** Access Control is the physical guidance of people coming and going from a space by the placement of entrances, exits, fencing, landscaping, locks, and other barriers. For example, walkway bollards may be placed near the entrance of a park to prevent vehicle entry but allow pedestrian entry. This strategy works because it creates a barrier against improper vehicle movement into the park.

- **Maintenance.** The upkeep of an area demonstrates that someone cares and is watching.

**DG-11 Screening of Building Equipment.** Mechanical, electrical, and all other building equipment should be concealed from all public right-of-ways, pedestrian paths and adjacent buildings. Mechanical equipment should not be located along the ground floor street frontage.

**DG-12 Screening of Refuse.** Screen refuse bins and other waste containers by placing indoors, locating them away from the street, and/or shielding with fencing and/or landscaping.

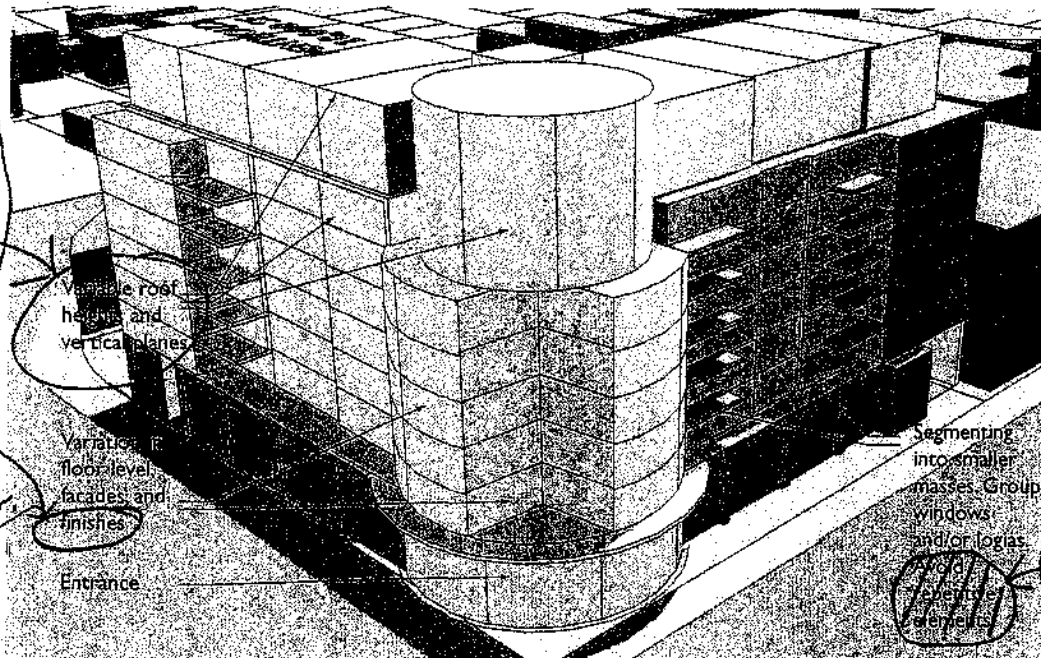
**DG-13 Sites Adjacent to I-880.** On sites located between 6th and 7th streets, through careful site planning and building design, minimize noise, air quality, and visual impacts of the freeway on the building, especially on any housing units. Buildings adjacent to I-880 should orient parking and office uses toward the highway, and any residential uses should be oriented away from the freeway. Site planning should consider the following, as shown in Figure A.3:

- Locate taller buildings to buffer the existing neighborhood from the I-880 Freeway.
- Set buildings back from the freeway and buffer with landscaping, open space, and/or off-street parking.
- Locate residential units at a minimum height above the street level.
- Orient units along 7th Street with primary operable windows and balconies in residential units along 7th Street (rather than 6th Street), such that they face away from the freeway.

PRIBARLY  
TOO  
LIMITING.  
ELIMINATES  
BAY VIEWS  
IN MANY  
CASES

WHAT IS  
THE  
HEIGHT?

Figure A.4: THREE-DIMENSIONAL ARTICULATION



## Building Massing and Scale

Building massing and scale have a great impact on neighborhood compatibility. 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 stepbacks oriented to the many existing low to mid-rise buildings.

GOOD!

## Massing and Scale

**DG-15 Three-dimensional Articulation.** Articulate building mass and surfaces with three-dimensional elements that create a visual play of light and shadow, as shown in Figure A.4:

No!  
CORNICES  
RECESSES  
AND OTHER  
HORIZONTAL  
ELEMENTS.  
INCLUDE  
GL STATING  
THIS.

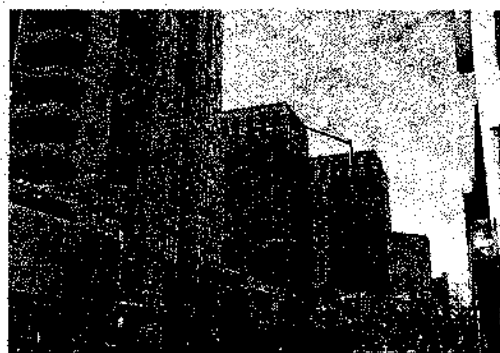
Inconsistent  
w/ OTHER  
GLs.

~~Incorporate variable roof heights and vertical planes to reduce the appearance of bulk and create interesting building silhouettes. Consider varying cornices and rooflines.~~

- Incorporate design features, such as balconies, recesses, windows, window frames, reveals, and brackets, bay windows, cornices at the roof and at the top of the ground floor, and piers at corners and structural bays.
- Employ variations in façades (such as shallow recesses at entries, arcades, roof styles, colonnades, architectural details), and finishes that break up the appearance of large buildings.
- Reduce the apparent building bulk by segmenting it into smaller masses corresponding to the internal function of the building. Consider grouping windows and/or adding loggias. Repetitive elements or monolithic treatments should be avoided.



Reduce the apparent bulk of a building by segmenting it into smaller masses that correspond to the internal function of the building (DG-15).



Incorporate design features, such as balconies, recesses, and windows (DG-15).

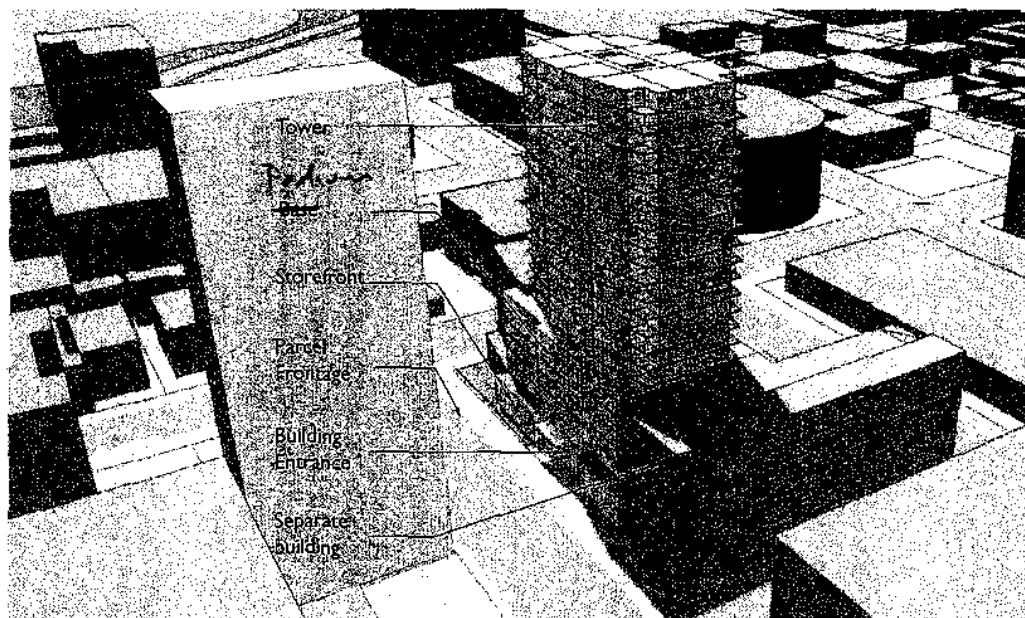
BETTER TO OMIT.  
TENDENCY IS OFTEN TO  
USE TOO MANY BALCONIES



**DG-16 Transitions in Building Height.** Where the base height of new development exceeds the height of existing adjacent buildings, smooth transitions can be achieved through various approaches depending on the specific location and context of development, including:

- Dividing high-rise massing to reduce overall bulk and/or step down towards lower adjacent structures, as shown in Figure A.5. *horizontality*
- Incorporating architectural elements, such as cornices, to add a consistent rhythm to the street wall.
- Where new development is built adjacent to existing lower-scale residential development, respect the scale and privacy of adjacent properties by varying the height of windows.

Figure A.5: TRANSITIONS IN BUILDING HEIGHT



**DG-17 Reinforce the Existing Rhythm.** Design buildings so the location, massing, and scale of new buildings reinforces the existing rhythm of buildings, storefronts, and the spaces between them. Since there is much variety within the Planning Area, this will vary by area, but the predominant pattern is of 20 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-18 Step Back Above the Base Height.** Step buildings back above the base height. Base heights vary throughout the Planning Area, relative to the surrounding neighborhood context, as shown in Figure A.6.



Reduce mass, step down, and incorporate architectural elements that establish a consistent rhythm to the street in order to transition to existing adjacent buildings (DG-16 left and middle).

NOT CUPAL  
IS A.5.  
REVISE DIAGRAM  
AND  
RELABEL.  
PHOTOS AT  
BOTTOM OF  
PAGE ARE  
BETTER.

HOW DOES  
VARIABLE  
WINDOW  
HEIGHT  
RESPECT  
SCAPE  
PRIORITY?

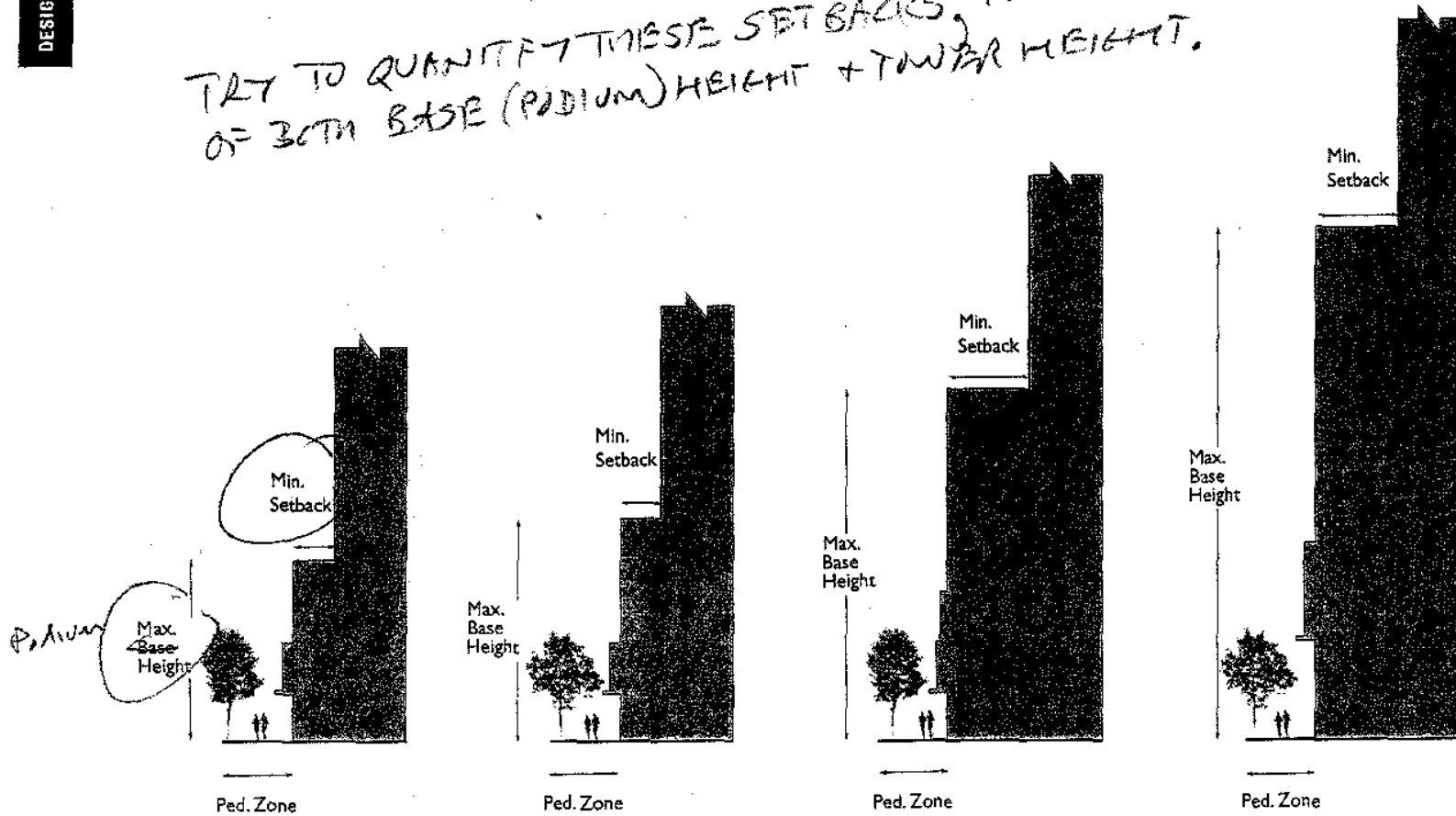
break up  
long facades  
into  
separate  
bays that  
maintain the  
rhythm of  
existing building  
widths.

'PEDIUM' HEIGHT  
WOULD BE CLEARER

BY HOW  
MUCH?

Figure A.6: STEP BACK ABOVE THE BASE HEIGHT

TRY TO QUANTIFY THESE SETBACKS, POSSIBLY AS A PROPORTION OF BOTH BASE (PEDIUM) HEIGHT + TOWER HEIGHT.



These provisions  
should be  
quantified  
in zoning  
standards

not  
GL's

THESE  
PROVISIONS  
SHOULD BE  
QUANTIFIED  
AS ZONING  
STANDARDS

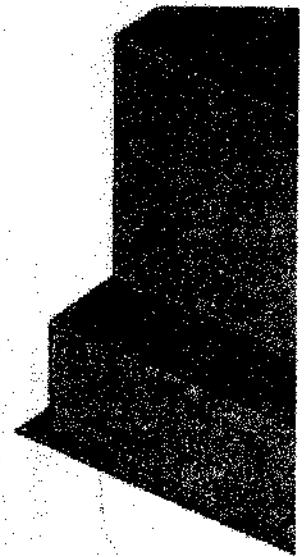
NOT  
GUIDELINES

der in order to minimize the casting of large shadows and reducing apparent bulk from the street level. Towers should taper, step back, or otherwise employ a reduction in massing above the allowable base height, as shown in Figure A.7.

**DG-22 Tower Spacing.** Towers should be spaced to allow sunlight, air, and privacy for tenants while maintaining views and natural light at the street level.

**DG-23 Distinguish Tower Design.** The base of the tower should be stepped back from the building base and the top of the tower should be further distinguished with a step back and/or architectural features.

**DG-24 Skyline.** Towers should be designed to enhance the City skyline without blocking significant views from other buildings. In particular, consider views from across Lake Merritt and from the San Francisco Bay.



NOTE:

IT WAS NOT  
POSSIBLE TO  
PRINT THIS

PAGE IN ITS  
ENTIRETY.

Fu

A-16  
How will  
THIS BE DONE? PROVIDE  
THE METHODOLOGY. SHOULD  
SHOW VIEW CORRIDORS ON ZONING  
MAP WHERE HEIGHTS ARE RESTRICTED TO  
PROTECT VIEWS

## Building Façade Articulation

These concepts focus on the first 20 feet of height from grade, and aim to ensure a high-quality pedestrian realm and vibrant and active streets, and to foster the mix of traditional and contemporary design in the Planning Area.

**DG-25 Pedestrian Scale.** Provide pedestrian-scaled façade articulation to create an active and inviting public realm, create visual interest and diversity, and reinforce the pedestrian scale and character of the street, as shown in Figure A.8. In particular, the first 20 feet and the first two stories of new development should relate to existing patterns, including fine grain scale, multiple entries, and flexible scales. Articulation may include bays, horizontal banding, sills, fenestration, alcoves, awnings/canopies, trellises, well defined entries, storefront design, and other pedestrian amenities.

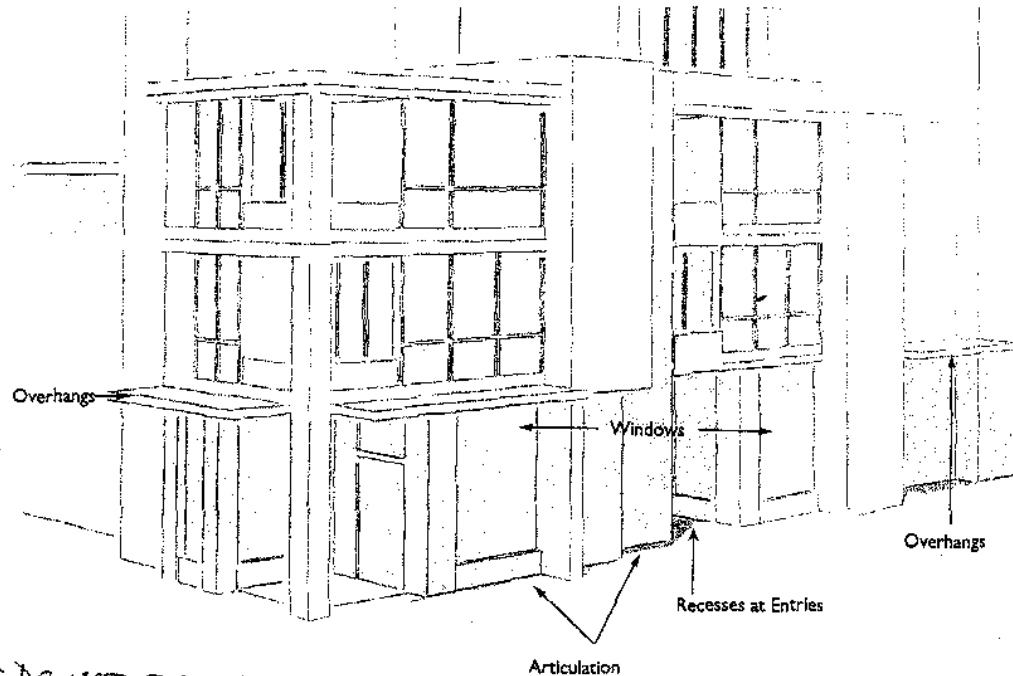
**DG-26 Active Upper-Stories.** Activate upper-story step-back areas with balconies or roof gardens.

**DG-27 Minimum Depth of Articulation.** Incorporate architectural articulation along the length of the façade, and recesses at building entrances, plazas, private open space, etc.

**DG-28 Ground Floor Entrances.** Carefully design entrances to be distinct and prominent features of a building, particularly lobby entrances. Consider the following techniques:

- The main entrance(s) should be larger than other doors on the façade with prominent architectural features consistent with the style of the building.

Figure A.8: PEDESTRIAN SCALE ARTICULATION



WHERE IS  
THE  
QUANTIFICATION?

DO NOT ENCOURAGE BALCONIES



Activate upper stories with balconies (DG-26 top). Main entrances should be larger than other doors on the facade and window design can be used to add architectural interest (DG-28 and DG-30 middle). Alcoves that allow outdoor eating and awnings establish the pedestrian scale (DG-28 bottom).

COULD BE PROBLEMATIC.  
PROVIDE ILLUSTRATIONS.

- Consider use of features such as a prominent lintel, distinctive architectural detailing, and awnings.
- Residential entryways should be recessed or project from the building facade.
- Always orient main entrances toward the principal street, not toward parking lots.
- Place at least one prominent pedestrian entrance facing the principal street. At least one prominent entrance should be provided for each building.
- A historic entrance patterns should be respected.

**DG-29 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-30 Window Design.** 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, as shown in Figure A.9.

**DG-31 Views of Indoor Space.** Street facing building facades containing non-residential uses, and street facing building facades containing retail uses, should provide transparency such that windows allow views of indoor space between two and 9 feet above the sidewalk.

**DG-32 Consistent Horizontal Lines.** Design horizontal lines of new buildings (such as cornice lines or the top or bottom of a row of windows or balconies), to generally be within three feet higher or lower than existing structures horizontal features (such as cornice line or total height), to establish continuity, as shown in Figure A.9.

**DG-33 Façade.** Ensure unified and harmonious building façades by integrating all architectural elements, including signs, artistic elements, balconies, building entrances, and lighting. Windows should have regular patterns and be coherent in shape and proportion.

FIGURE A.9 DOES NOT DO THIS ADEQUATELY

Views of indoor spaces are important to establish interaction between the street and business interiors (D-G-31 top). Rows of windows above the ground floor create consistency between adjacent buildings (D-G-32 middle). Integrate architectural elements, including balconies, entrances, and lighting (D-B-33 bottom).

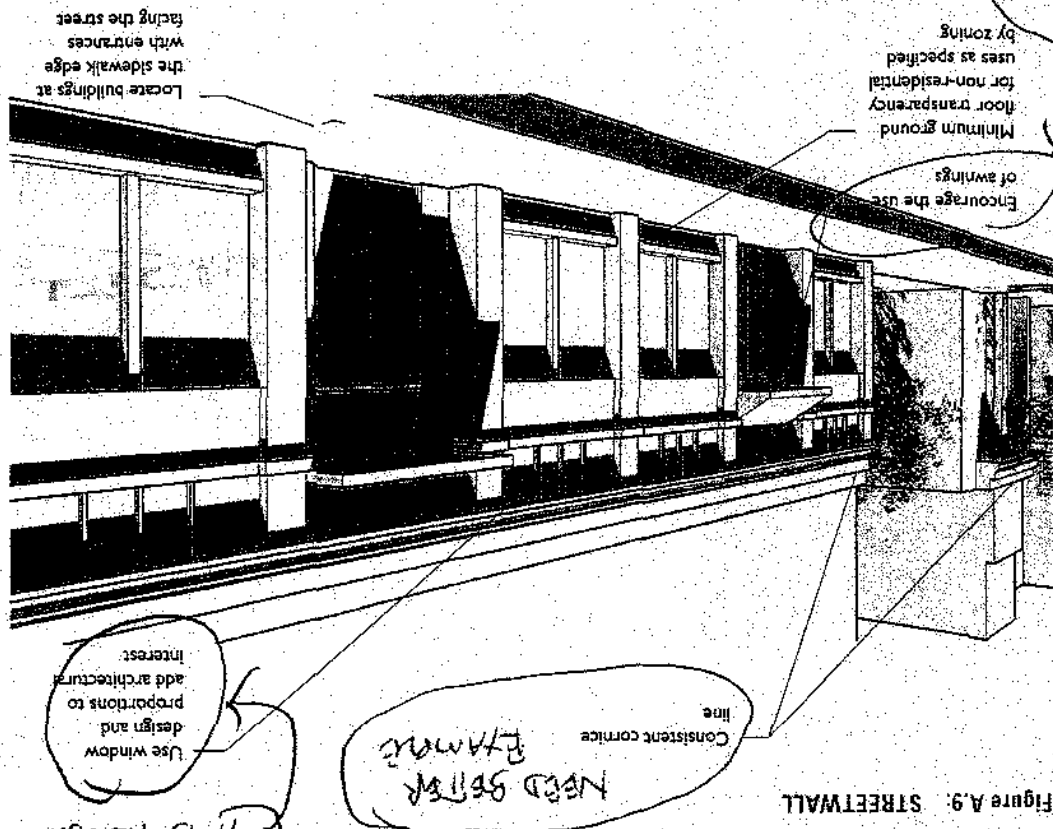


Figure A.9: STREETWALL



Awnings in the Chinatown Commercial core (top). Awnings should be decorative and complementary to the overall design and provide shelter and shade (DG-35 middle and bottom).

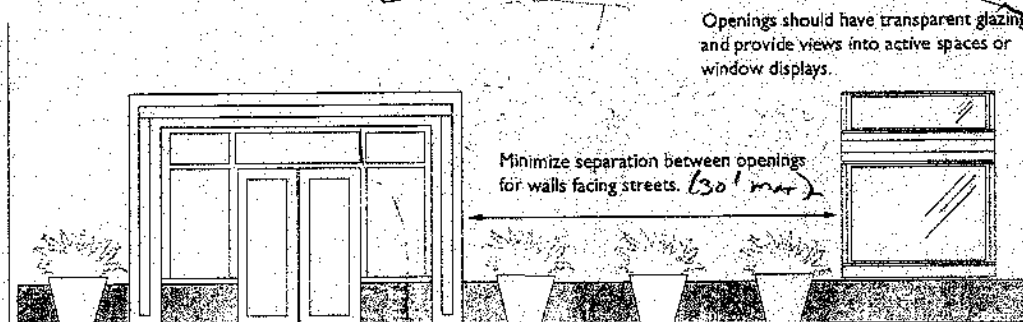
VERY

BAD

EXAMPLE.

AWNINGS SHOULD NOT COVER TRANSOM WINDOWS, SHOULD BE SAME STYLE AND IN SAME ALIGNMENT ON THE SAME BLOCK AND SHOULD NOT HAVE EXCESSIVE SLOPED OR VERTICAL SURFACES THAT CAN BE USED FOR EXCESSIVE

Figure A.10: BLANK WALL LIMITATION



Openings should have transparent glazing and provide views into active spaces or window displays.

Minimize separation between openings for walls facing streets. (30' max)

architectural treatments such as panels, interesting materials, or blind windows

**DG-34 Blank Wall Limitations.** Minimize the amount of the linear frontage of the first story street wall that may consist of blank walls, as shown in Figure A.10. The maximum length of any continuous blank wall is generally 30 feet. Blank walls may be interrupted by a window, primary entry, or design element. Where blank walls exist, reduce the impact by providing special landscape treatment, murals or other public art.

and no more than one-third of a street frontage

building, and effective for weather and sun protection.

Project awnings over doors and windows.

Design so as to not interfere with the tree canopy or signage.

### Ground Level Commercial

**DG-36 Storefronts.** Define individual storefronts with architectural elements such as piers or changes in plane. Complete storefront façades should include doors, large display windows, bulkheads, signage areas, and awnings. Frequent entries and windows with visible activity should occur on all publicly exposed façades of commercial buildings. Display windows should enliven the street and provide pedestrian views into the interior of the storefront.

**DG-37 Large Retail.** Where large retail establishments are provided, design buildings to support the pedestrian-oriented environment.

- Locate and orient buildings along primary street edges and public spaces,

SIGNAGE, SEE CITY'S SMALL PROJECT DESIGN GUIDELINES!

PROVIDE GRAPHIC

Transoms windows and



THIS IS A PANDORA'S BOX AND SHOULD NOT BE MANDATED.

NOTE: THE HPE STATES THAT ALTERNATIVES TO THE SECRETARY OF THE INTERIORS STANDARDS ARE ACCEPTABLE AS LONG AS THEY ARE COMPATIBLE WITH THE BLOCK OR DISTRICT. CONSIDERING "FALSE HISTORICISM" IS ALSO ACCEPTABLE, E.G. SEE NEW VICTORIAN AT SE CORNER OF 10th Av. + E. 21st IN 10th Av. DISTRICT.



Architectural details add special character of the Chinatown Commercial District API, which is characterized by small-scale, early 20th-century commercial buildings (DG-59 top, middle, and bottom); 800-33 Harrison Street is a successful example of adaptive reuse in this API (DG-62 bottom).

### Historic Resources

This section is complementary to the Lake Merritt Station Area Plan Chapter 7: Cultural Resources, and the Historic Preservation Element (HPE) of City of Oakland's General Plan, both of which address the wealth of historic resources in the Planning Area. Both historic preservation and adaptive re-use are encouraged in the Planning Area; the following guidelines build on other sections for guidance specific to historic resources, including new buildings in historic districts or adjacent to historic buildings. For additional guidance related to transitions between existing buildings and new development, including height, see the Massing and Scale section, page A-12.

**DG-53 Contribute to Historic Districts.** New buildings developed within historic districts or adjacent to historic buildings should seek to contribute to 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-54 Complement and Reinforce the Scale.** The massing and scale of new buildings within historic districts or adjacent to historic buildings should reinforce the existing rhythm of buildings and spaces between buildings. The predominant parcel pattern for the Chinatown API is 30- to 60-foot parcel frontages; the parcel pattern for the 7th Street API is 20- to 30-foot parcel frontages. The King Block

has typically larger parcel sizes, but frontage is typically broken into smaller increments.

**DG-55 Complement and Reinforce the Street wall.** Locate new buildings within historic districts or adjacent to historic buildings to complement the existing street wall. Site buildings such that the setback of a new building should reinforce the prevailing average setbacks of adjacent historic buildings.

**DG-56 Complement and Reinforce Building Articulation.** Entrances, stoops, porches, and other projections should be incorporated in new buildings within historic districts or adjacent to historic buildings which relate to the pattern of existing adjacent buildings and contribute to a consistent rhythm and continuity of features along the street. For instance, front stoops and porches occur on many historic buildings in the 7th Street API and could be a compatible feature on new buildings.

**DG-57 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, chimneys, and ironwork. Since there is such a large variety of styles and details within the historic districts in the Planning Area, new development must specifically consider adjacent properties.

**DG-58 Building form.** The complexity of the form and shape of new buildings within historic districts or adjacent to historic buildings should be compatible with existing adjacent buildings. The degree to which a new building is simple or complex in form and shape should be based

REPLICATING CAN BE OK.



upon the dominant characteristics of architecture of the area. New buildings in areas where simpler forms prevail should reflect that simplicity, while the existence of more complex forms (e.g. Queen Anne and other Victorian styles) allows for more richness and variation.

**DG-59 Chinatown Commercial District API.**

The architectural details of new buildings within or adjacent to the Chinatown Commercial District API should relate to existing distinguishing features of the district. The Chinatown Commercial District is characterized by small-scale, early 20th-century commercial buildings. Uses generally are retail and commercial on the ground floor, with residential or offices on upper floors. Similar architectural and facade features crop up in remodelings done in the 1960s and 1970s. The area is characterized by high density and lively sidewalk activity.

**DG-60 7th Street/Harrison Square Residential Historic District API.**

The architectural details of new buildings within or adjacent to the 7th Street/Harrison Square Residential Historic District API should relate to existing distinguishing features of the district. Most of the buildings in the 7th Street/Harrison Square Residential District are detached one- or two-story wood frame structures set back from the sidewalk line, including many Queen Anne and Colonial Revival cottages and houses. The district began as a residential area and continues largely so to this day. Except for the intrusions of some industrial buildings and apartment buildings, the district is unified in scale, apparent density, use, and relationship of buildings to lots.

*[Good!]*  
**DG-61 Pitched Roofs in the 7th Street API.** New development in the 7th Street Historic API should include a pitched roof (which is included in the total height of the building). Roof pitch should be consistent with or complementary to adjacent historic buildings.

**DG-62 Adaptive Reuse.** Retain and integrate historic and architecturally significant structures into larger projects with adaptive reuse. When adapting or altering historic resources, consider the following:

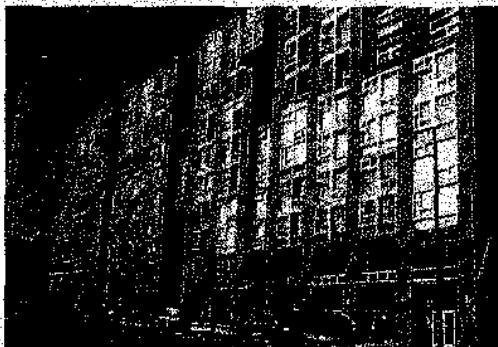
- Work within the existing building envelope is recommended; where additions are desired, they should generally be located on a secondary or rear facade.
- Follow the Secretary of the Interior's Standards for Rehabilitation when adapting and altering historic resources.
- Avoid removal of historic resources or covering historic architectural details with cladding, awnings, or signage.
- Use historic photos to inform rehabilitation, if available.
- 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-63 Preservation.** Avoid removal of historic resources.



Architectural details add special character of the 7th Street API, which is typified by detached one- or two-story wood frame structures set back from the sidewalk line, and pitched roofs (DG-60 and DG-61 top, middle, and bottom).

*SEE COMMENT ON PREVIOUS PAGE*



Use high-quality, durable architectural materials and finishes (DG-64 top and middle) and accent materials to add texture, color, and visual interest (DG-70 bottom).

### Building Materials, Color, and Lighting

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

**DG-64 High Quality Materials.** Use high-quality, durable architectural materials and finishes that provide a sense of permanence throughout the exterior and public interior spaces of the buildings. Exterior building materials should be brick, stucco, concrete, painted wood clapboard, painted metal clapboard or other quality, durable materials. 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-65 Sustainable Materials.** To minimize the overall environmental impact of development, use sustainable building materials to the maximum extent feasible which are recycled, renewable, sustainably harvested, locally sourced, and are non-toxic/ low-VOC (volatile organic compound).

**DG-66 Color.** Color palettes should reinforce building identity and should complement changes in plane.

**DG-67 Glazing.** Glazing should be clear or lightly tinted and non-reflective.

**DG-68 Reflective Materials.** For tower portions of buildings and buildings that front onto public open spaces, lighter exterior colors with high light reflectance (without producing glare) should be used to maximize daylight onto public open spaces, streets and sidewalks.

DON'T MIX USE STUCCO TO BRICK  
ESP. ON NON RESIDENTIAL  
GROUND FLOORS, ALTHOUGH GENERALLY OK ON  
MEDITERRANEAN STYLES.

BRICK, STUCCO + TILE ARE GENERALLY  
PREFERRED FOR STOREFRONTS  
SEE CITY'S  
SMALL  
PROJECT  
DESIGN  
GUIDELINES

**DG-69 Green Roofs.** Green roofs can be incorporated into building design to manage stormwater runoff and reduce energy consumption. All green roofs must be designed to permit routine maintenance and irrigation, as necessary.

**DG-70 Accent Materials.** Accent materials should be employed at the ground level to add texture, color, and visual interest at the pedestrian level.

**DG-71 Building Lighting.** Design exterior building lighting as an integral part of the façade:

- Lighting fixtures should be architecturally compatible with the building's style and should be placed to accent other architectural features.
- Building-mounted lighting is recommended for pedestrian-oriented and high-visibility areas.
- Design lighting standards and fixtures to be harmonious with the building design, and complement lighting in the public right-of-way.
- Provide lighting at all entryways, alcoves or other features of the building to ensure visual surveillance of the building and its public areas.
- Encourage display window lighting in storefronts and lighting under the awning, as security measures.
- Lighting should comply with CPTED strategies, including:
  - Use of energy efficient and break-resistant lighting to enable consistent use.

GIVE  
EXAMPLE

WHAT ARE  
THESE HIGH QUALITY?

- Ensure that building lighting illuminates building numbers, access, front and back areas, and corners.
- Ensure lighting provides a cone of light downward to walkways.
- Provide lighting between buildings to distinguish forms and movement.

### Signage

See the City of Oakland Small Project Design Guidelines for additional guidance on signage.

**DG-72 Illumination.** Provide sign illumination appropriate to the building design and location.

- Consider up-lit signage or use of accent lighting or other subtle illumination to improve visibility at night.
- Prohibit any sign that, because of brilliant interior or exterior lighting, interferes with the enjoyment of surrounding property or interferes with traffic.
- Externally lit signs should not illuminate upper stories; instead, illumination should focus on the sign itself or downward toward the sidewalk.

**DG-73 Visibility.** Place signs for easy visibility and ensure that projecting signs are strictly controlled to ensure that they do not obstruct each other.

**DG-74 Architectural Compatibility.** Ensure new signage is compatible with building architecture and character.

- Signs (including supporting structures, if any) should be designed as an integral design element of a building's

architecture and should be architecturally compatible, including color and scale, with the building.

- Avoid signs that cover a window or that spills over "natural" boundaries or architectural features and/or obscures parts of upper floors of buildings as it is detrimental to visual order.
- Signs above the first story should not obstruct views from inside or outside upper stories.
- High quality materials should be used, such as finished wood, metal, and durable woven fabric.

**DG-75 Consistency with Area Character.** Ensure new signage is compatible with the character of existing buildings.

- Signs should employ designs, features, materials, and colors that are consistent with the scale and character of the district in which they are located. Bilingual signage is encouraged in the Planning Area.
- New signage should complement or create an interesting and pleasing contrast to existing buildings and signage on the same block or adjacent blocks.

**DG-76 Legibility and Readability.** Ensure new signage is easily understood.

- The size and proportion of the elements of the sign's message, including logos, letters, icons, and other graphic images, should be selected based on the anticipated distance and travel speed of the viewer. Sign mes-

*BAD EXAMPLE!  
TOO LARGE + COVER  
TRANSOM WINDOWS*



*Existing bilingual signage in the Chinatown Commercial core (top). Signage should be visible and compatible with building architecture (DG-73 and DG-74 middle and bottom).*

**DG-87 Signage.** Provide clear signage for entrances to structured parking to facilitate ease of parking in mixed-use areas.

**DG-88 Bicycles.** Bicycle parking should be conveniently located, secure, weather protected, and conform to specific regulations in Planning Code Chapter 17.617.

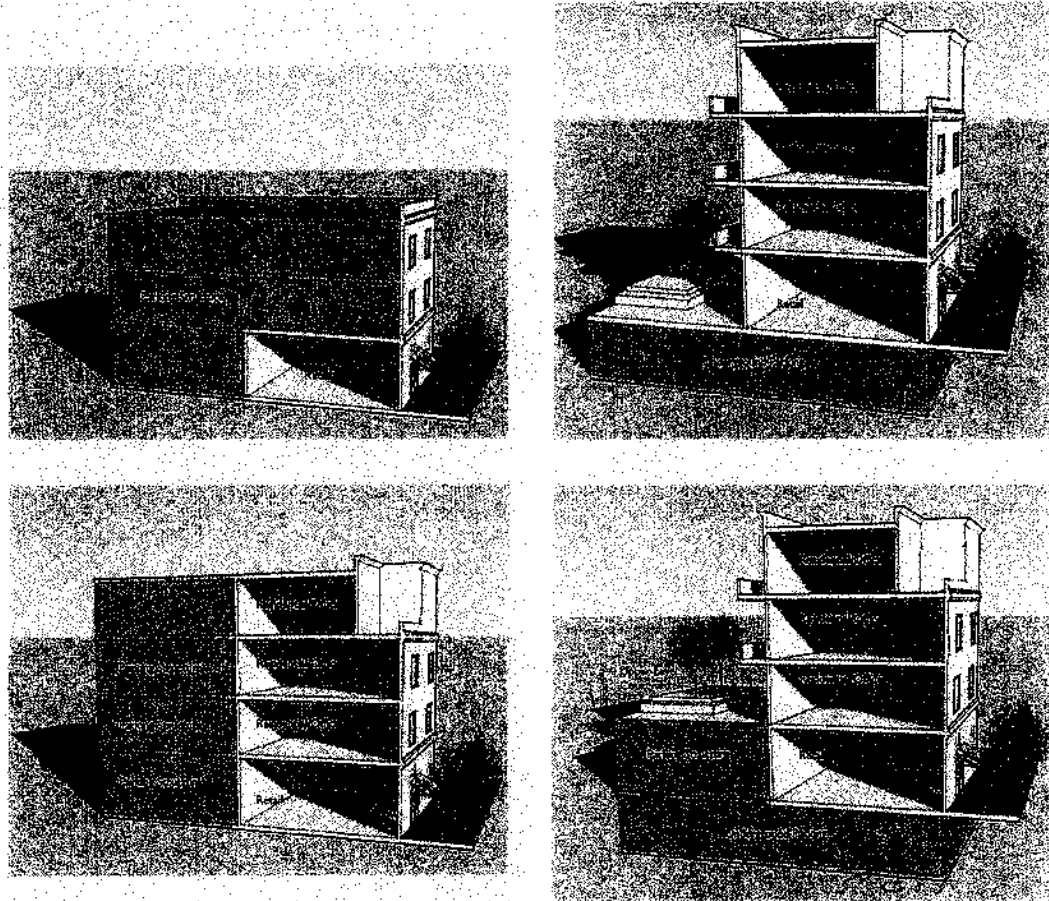
### Parking Structures

**DG-89 Parking Structures.** Ensure that structured parking does not create a void in the pedestrian environment, by incorporating the following elements:

- Structured design must maintain an interaction between building function and the streetscape through fenestration, entries, and outdoor extension of uses.
- Wrap the ground level of parking structures with active uses (commercial, residential, office, studios, etc.).
- Where active uses are not required or feasible at the ground floor, design parking structures that face the street such that façades are architectural and attractive; cars are screened; and sloped floors are not exposed.
- When entrance of parking structures face the street, the width of portions visible from the public right of way should generally not exceed 25 feet.

**DG-90 Encapsulation.** On sites that are half a block or greater (30,000 square feet or greater) in size, above grade parking should be encapsulated, or wrapped so that the parking area is not apparent from the public right-of-way, as shown in Figure A.12, according to the following:

Figure A.12: PARKING STRUCTURE ENCAPSULATION



Avoid expressing sloped floors in parking garages on the exterior elevations, eg. provide horizontally aligned opening even where the floors are sloped

### **3. EXCERPT - Comments submitted on 7/12/2012 by Ener Chiu (on behalf of the Chinatown Coalition)**

2. Jobs and Businesses. All these programs can be developer funded if the proposed project involves public subsidies.
3. Historical markers can be required of developers as a condition of approval if project involves historic site.
4. Bike lockers, electric vehicle support facilities, transit signing, etc can be required as part of a TSM program.
5. Street improvements can be required as ER mitigation measures

#### 10-4 Overview of Community Benefits

1. Community benefits could be accomplished through a Development Agreement process as set forth in Section 17.138 of the Planning Code. This option should be discussed as an interim action until a nexus study is completed. What is lacking from the plan is a discussion of what other cities have done to procure community benefits for affected communities. Have all these other cities completed nexus studies? The only way for the community to get some type of benefits from future development is for realistic thresholds to be adopted. The heights and FARs that are presently proposed in the Admin Plan are much too permissive. Please review the Coalition letter from June 11, 2012.
2. Anti- Displacement Strategy. The City could adopt a zero-net-loss affordable housing policy for the study area.

### **Appendix A – Lake Merritt Station Area Plan Design Guidelines**

#### Overall comments:

The text in general is very vague, ‘encouraging’ sensitivity to context, without defining what that means. There are good recommendations such as suggestions on storefront design; and specific recommendations for commercial wrap-around of parking in developments.

In light of this Administrative Draft being the Specific Plan for the Lake Merritt Station Area, the recommendations made in these Guidelines must be vetted to ensure that it accommodates the broad framework of future development in the area. Where development is defined and designated to be “prescriptive,” the guidelines do not go far enough to provide the standards and metrics to offer this prescriptive planning.

#### Specific Comments:

Figure A.6 Step Back Above Base Height - does not include any dimensions or levels! Is this outlined any more specifically elsewhere in the document?

DG-10 Crime Prevention through Environmental Design – Add:

*The Chinatown Coalition is comprised of the following organizations: Asian Health Services, Asian Pacific Environmental Network, East Bay Asian Local Development Corporation, Oakland Asian Cultural Center, Buddhist Church of Oakland, National Council on Crime and Delinquency, The Spot Chinatown Youth Center, Hotel Oakland Tenant Association, Colland Jang Architecture, Clad Architects, Business Owners and Residents of Chinatown*

### 3. EXCERPT - Comments submitted on 7/12/2012 by Ener Chiu (on behalf of the Chinatown Coalition)

- 1) Publicly-accessible side alleys, walkways and open space should have a minimum width dimension, should follow maximum blank-wall allowance dimensions and/or be required to have adequate lighting (and video surveillance?) throughout space.
- 2) Building lighting (solar, motion-sensor or otherwise) should be required at pedestrian level along all primary street fronts.

DG-19 Reduce Overall Massing – Creating alleyways through developments can lead to unsafe conditions. The alleyways can perhaps be designated as loading zones, or made safer through mandated visual surveillance (natural or digital) and lighting, otherwise not approvable. See above comment as well.

DG-21 – Slender Towers – No maximum dimensions given. We have made recommendations on this in our June 11, 2012 letter.

DG-22 – Tower Spacing – No minimum required dimension between towers given, but this is an area requiring specificity. We have made recommendations on this in our June 11, 2012 letter.

Figure A.7 Towers – The full-block site tower sizes seem, on the single tower, overly bulky, and on the two-tower-option, badly spaced apart.

DG-32 Views of Indoor Space – Should provide a minimum percentage transparency required for windows between 2 and 9 feet high. I happen to know Redwood City downtown requires 75%, but not sure elsewhere. What is Oakland's?

DG-34 Blank Wall Limitations – allow max. length of 30'

DF-35 Awnings - Consider requiring awnings for storefronts on south- and west-facing sides of streets?

DG-37 Ground Level Commercial Large Retail – Should mention that loading, storage and equipment areas should be on non-primary street frontages or alleyways. Restrict amount of ground-floor retail storefront one large retailer should be allowed, ensuring more streetfrontage availability for smaller businesses?

DG-64 Painted wood clapboard is not a high-quality or durable material. It is a lower-end façade material that actually requires high-maintenance, and will age badly if not maintained. Should be removed from list. Should add to list composite wood, fiber cement, and other composite materials that are truly durable and high-quality.

DG-71 Building lighting (solar, motion-sensor or otherwise) should be REQUIRED at pedestrian level along all primary street fronts.

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### 3. EXCERPT - Comments submitted on 7/12/2012 by Ener Chiu (on behalf of the Chinatown Coalition)

DG-72 Illumination – Why can't externally lit signs illuminate upper stories? Done in European cities all the time – enlivens the streetscape character at night.

DG-77/78 – Ensure landscaping does not create visually-obstructing and/or unsafe conditions, and also, that it does not trap wind-blown garbage/litter.

DG-84 / 85 : Parking and loading building facades should be required to follow 30' maximum blank-wall allowance. Overly large curb-cuts should be minimized.

DG-89 / 91 – Parking structures should be required to provide pedestrian lighting along all streetfronts.

DG90 – Discusses required encapsulation levels of parking for different size developments.

DG-92 – Pedestrian Access should be located close to commercial and/or active ground-floor use.

DG-96 – Parking podiums should not be allowed to run the full length of any one block.

DG-98 – Consider use of solar or motion-sensor lighting to reduce energy.

DG-109 – The document gives very specific requirements for pedestrian lighting – 2900 Kelvin warm-white metal halides. Not sure why so specific.

DG-116 – Street Furnishings – great ideas. Would further incorporate some permanent historical markers and public art elements as well.

A.5 Open Space Design Guidelines – Should incorporate shading as a priority, either through tree placement (with proper maintenance plan), coverings, or other strategy.

## **Appendix B – Lake Merritt Station Area Plan Development**

1. It is Important to remember that development “potential” is not necessarily equal to development outcomes, especially given the optimistic projections listed in this chapter.
2. Nearly all of the sites listed have assumed heights that are high-rise (9+ stories). The majority of the remaining sites are listed as mid-rise (6 to 8 stories). If one goal of the plan is to increase the number of families living in the neighborhood, then the plan should examine more closely whether or not families live in high-rise and mid-rise buildings. Our experience suggests that residents of high rise buildings tend to be young

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