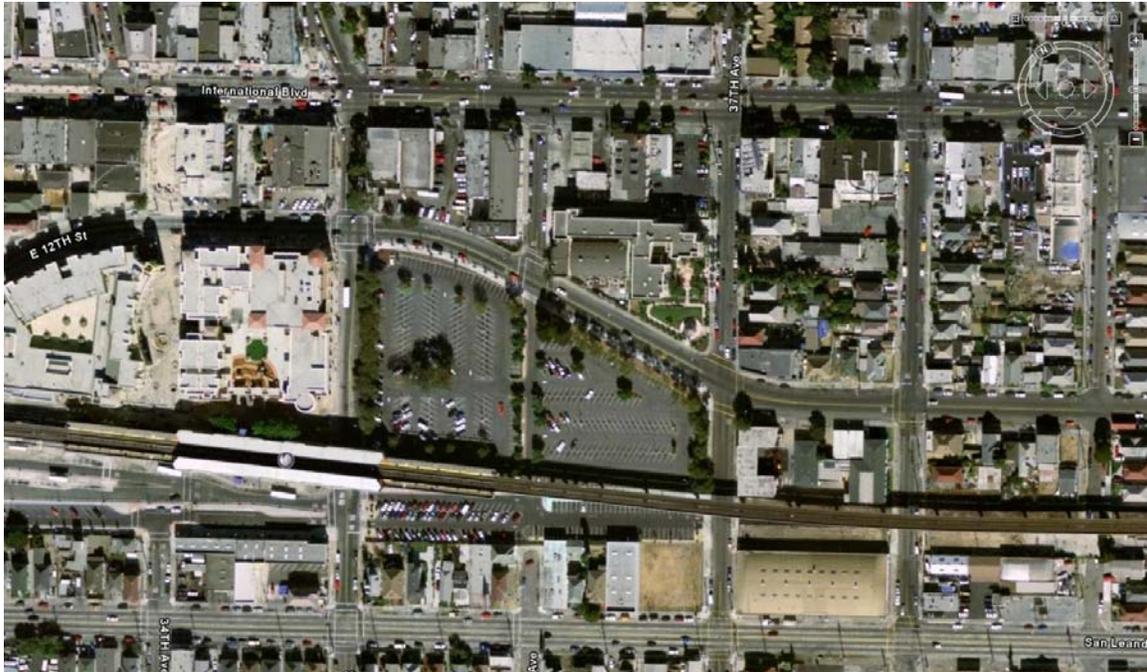


FRUITVALE TRANSIT VILLAGE (Phase 2) Residential Project

DESIGN GUIDELINES



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Fruitvale Transit Village (Phase 2)
DESIGN GUIDELINES



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VISION

The Fruitvale BART Housing development will create a vibrant residential neighborhood in close proximity to the Fruitvale BART station and the downtown shopping district. This development will serve to re-vitalize the neighborhood in the spirit of the adjacent Fruitvale Village by creating well-proportioned street spaces defined by quality architecture and public amenities compatible with surrounding areas. In addition, the development will improve the safety of the neighborhood by providing "eyes on the street" from the residential units. Finally, this dense residential development near a transit station will provide much-needed housing while reducing automobile trips to ease pollution and traffic congestion.

DESCRIPTION OF SITE

The Fruitvale shopping district is located along International Boulevard (formerly East 14th Street), from Fruitvale Avenue to 38th Avenue and is one of the major commercial areas of Oakland. The area is home to many Latino businesses and hosts several annual cultural events, including a Cinco de Mayo parade and a Dia De Los Muertos festival.

The development site is currently used for surface parking and is bounded by BART to the south, 35th Avenue and Fruitvale Village to the west, 12th Street to the north, and 37th Street and Ascend school to the east. The site is located in close proximity to the Fruitvale BART station, centrally located on the regional rail network. Also nearby are stops for AC bus transit.

The site is currently zoned S-15, defined as "Transit Oriented Development" or TOD. As such:

The S-15 zone is intended to create, preserve and enhance areas devoted primarily to serve multiple nodes of transportation and to feature high-density residential, commercial, and mixed-use developments to encourage a balance of pedestrian-oriented activities, transit opportunities, and concentrated development; and encourage a safe and pleasant pedestrian environment near transit stations by allowing a mixture of residential, civic, commercial, and light industrial activities, allowing for amenities such as benches, kiosks, lighting, and outdoor cafes; and by limiting conflicts between vehicles and pedestrians, and is typically appropriate around transit centers such as Bay Area Rapid Transit (BART) stations, AC Transit centers, and other transportation nodes.

The planned future uses for adjacent sites, particularly to the north of the site is towards more higher-density and mixed-use developments of a nature similar to the proposal for this site.

GUIDING CONCEPTS

1. Urban Design: Re-vitalize the neighborhood by continuing transformation of area started with development of Fruitvale Village development. Develop a composition of well-designed building masses that enhance and relate to the streetscapes and public spaces of adjacent neighborhoods. Create buildings that respond to and engage the public realm, are well-articulated, and provide visual openings into the project site.
2. Transit: Support principles of transit oriented development by creating a dense and thriving community adjacent to BART station and AC transit stops. Include amenities to encourage bicycle use, carpooling, and car sharing to minimize automobile trips.
3. Identity - Reinforce character of neighborhood with well composed buildings that are built of quality materials, appropriately scaled details, and balanced proportions that improve the urban context. Use frontage adjacent BART tracks to create a design "statement" that conveys unique character of neighborhood to region at large.
4. Community: Provide a mixture of market rate and affordable housing units for a diverse mix of residents. Integrate residential units with streetscape design to allow for "eyes on the street" to promote a safe day and nighttime environment.
5. Sustainability: Incorporate design and building strategies that protect the environment and contribute to the well-being of the residents and community alike.

DESIGN GUIDELINES

These design guidelines provide the specific strategies to implement the guiding concepts outlined in the previous section. The plan sheet annotations in these guidelines correspond to the Project Plan Set prepared by HKIT Architects dated April 23, 2010.

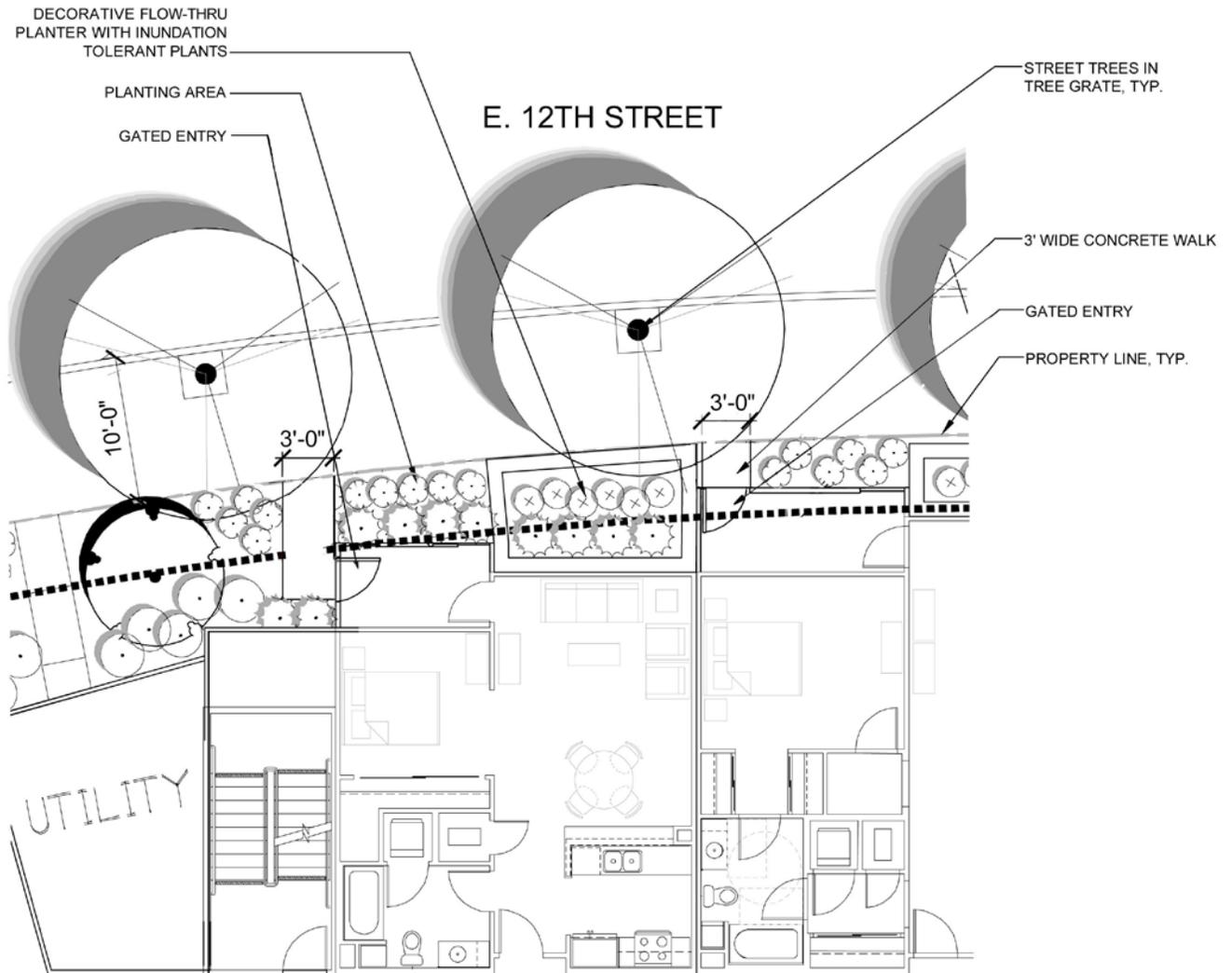
There are four primary parts to the design guidelines:

- 1) Site Planning
- 2) Architectural Design
- 3) Public Space Improvements
- 4) Sustainable Design

PART 1: SITE PLANNING

- Parking: Locate parking structure away from residential street frontages. Use parking structure to "buffer" noise from BART tracks.
- Setbacks: Set buildings along edge of sidewalk with 5' setback at building face and 3' setback at patios and balconies. This setback allows for a landscape buffer while maintaining a clear "street wall" defining the edge of the public realm.
- Open Space. Provide adequate open space areas within the project (both common open space and private open space) to meet the minimum standards of the Zoning District.
- Pedestrian access / lobbies: Locate building lobbies at prominent locations along pedestrian route including street corners and cross intersections. Pedestrian access from the project site across 35th Avenue to the BART station shall be enhanced for safe street crossing.
- Bicycle route connections: Two major bicycle routes are currently proposed by OPW, one along East 12th and one along the BART R.O.W. Bicycle access / storage to be located in a manner to allow easy connection to proposed bicycle routes.

- Public/private interface: Provide entries, patios, balconies, or "stoop" conditions along the 12th Street frontage to ensure that there is a connection between the street and the building(s) and an active street presence.



PART 2: ARCHITECTURAL DESIGN

Since the architectural design is intended to respond to the specific scale and character along each frontage, the guidelines of this section are arranged according to the four primary frontages: 35th Avenue, East 12th Street, 37th Avenue, and BART right of way.



35TH AVENUE

This street frontage faces the Fruitvale Village development to the west along a 60' R.O.W. with moderate local traffic. The facade of the Fruitvale Village development across the street is traditional in nature, and varies in height from approximately 30' to 40' with large storefront type windows facing the sidewalk. The development follows a zero lot line with a 10' sidewalk. At the southern end, there is a small parking area and pedestrian walkways with a direct connection to the BART station and shops at Fruitvale Village.

The mass of the new development along this frontage should complement the scale and character of the Fruitvale Village development across the street and create a cohesive street fabric. The connection to the BART / Fruitvale Village shops at the south end of this frontage should be emphasized with architectural gestures and pedestrian level improvements. The architectural character of this edge is illustrated on Project Plan sheets A1.0 and A3.0.

Height, Bulk, and Scale:

1. Proposed buildings along 35th Avenue should be four stories in height with some variation in roof heights to compliment the development across the street.
2. Residential uses should face this frontage. Avoid locating parking or utility uses along this frontage.
3. The setbacks of the new development should be narrow to compliment the zero lot line of the development across the street. At the same time, adequate space for a landscape buffer is desired to provide privacy to the ground floor residential units along this frontage. A setback of 5' (with 3' setback at patios / balconies) would allow for this.
4. Building design should provide an entrance at the south end of the 35th Avenue frontage to create pedestrian connection with BART station and Fruitvale village. A small plaza with special paving may be appropriate at this location.
5. Street trees adjacent the new development should match the species and spacing of trees along the east side of 35th Avenue.



Architectural Guidelines

6. The architectural character of the new development along 35th Avenue should complement the traditional nature of the Fruitvale Village development.
7. Architecture should employ traditional proportions of base, body, and cap lines along vertical face.
8. Facade along 35th Avenue should be articulated to break overall length of frontage into smaller portions to read as a series of adjacent elements, rather than one contiguous block. Some variation in the depth of setback, along with changes in material and architectural treatment, will emphasize this.

9. Use high quality materials, particularly at the base of the building, to ensure the long term durability of the project.
10. Use architectural details such as balconies, railings, lighting, canopies, and other elements that enliven the facade and reinforce the human scale of the development
11. Provide recessed windows along building elevations to ensure depth, shade, and shadow on the building facade.



EAST 12TH STREET

This street frontage faces a mixture of uses across a 60' ROW with moderate to high local traffic and on-street parking. The existing character of the urban fabric along this frontage is transitional in nature, with dense residential and mixed-use projects planned for future development. The western corner of the 12th street frontage faces a strong architectural corner element at the Fruitvale Village development across 35th Avenue. The eastern corner of the 12th street frontage faces a park across East 12th Street, and a playing field across 37th Avenue.

Given the width and character of the ROW, buildings that vary in height from 40'-50' would be appropriate. The extremely long frontage along this edge of the project should be broken with offsets and open spaces to mitigate the apparent length of the block. In particular, a significant visual break or similar gesture at the intersection of 36th Avenue would further divide the apparent length of the building while providing a visual termination to the end of the avenue. Architecturally significant elements at the corners of the block, particularly at the intersection with 35th Avenue, are appropriate as a means of creating "gateway" features to enhance the urban character of the

neighborhood. The architectural character of this edge is illustrated on Project Plan sheets A1.0 and A3.0.

Height, Bulk, and Scale:

1. Proposed buildings should be four stories in height with some variation in roof heights to interrupt the long horizontal scale of the roofline.
2. Residential uses should face this frontage. Avoid locating parking or utility uses along this frontage.
3. The setbacks of the new development should be narrow to create a distinct street wall. At the same time, adequate space for a landscape buffer is desired to provide privacy to the ground floor residential units along this frontage. A setback of 5' (with 3' setback at patios / balconies) would allow for this.
4. Building design should provide a main lobby at the intersection of East 12th Street and 35th Avenue with appropriate architectural emphasis. Scale and massing of corner element should relate to corner element across 35th street to create a "gateway" appearance.
5. A significant break in the mass and scale or similar gesture at the intersection of 36th Avenue should be provided to divide the apparent mass of the facade along the street and create a visual termination to the end of 36th street.
6. In addition to the break in building elevation at 36th Avenue, attention should be given to ensure that the width of the building masses are kept to a minimum. Variation in materials, architectural styles, building height, building symmetry, or introducing another entry into the courtyard are all tools that could be used to further break up a long building façade.
7. The corner of 12th and 37th should be emphasized as a building entrance with an appropriately scaled architectural feature to connect to the surrounding neighborhood.



Architectural Guidelines

8. The architectural character of the new development along the western end of East 12th Street should complement the traditional nature of the Fruitvale Village development. At this end, the architecture should employ traditional proportions of base, body, and cap lines along vertical face.
9. Facade along East 12th Street should be articulated to break overall length into smaller portions to read as a series of adjacent elements, rather than one contiguous block. Some variation in the depth of setback, along with changes in material and architectural treatment, will emphasize this.
10. At transition from market-rate to affordable housing developments, a change in architectural expression may be appropriate to create the appearance of separate buildings to further mitigate the long length of this facade (these portions will likely be built during different time frames as separate phases).
11. Use high-quality materials, particularly at the base of the building, to ensure the long-term durability of the project.
12. Use architectural details such as balconies, railings, lighting, canopies, and other elements that enliven the facade and reinforce the human scale of the development
13. Provide recessed windows along building elevations to ensure depth, shade, and shadow on the building facade.





37TH AVENUE

This street frontage faces the playing fields of the Ascend School to the east across a 56' ROW with moderate local traffic and on-street parking. Across East 12th street is an open space adjacent a small housing development. The southern end of this frontage is adjacent to the BART elevated tracks immediately south.

Because of the adjacent open spaces, this frontage has no immediate strong existing architectural context. The nearest significant architectural context is the Ascend school, which features a more contemporary architectural character with bold colors and massing. This may dictate a more unique and contemporary architectural approach to this frontage. The architectural character of this edge is illustrated on Project Plan sheets A1.0 and A3.1.

Height, Bulk, and Scale:

1. Proposed buildings along 37th Avenue should be four stories in height with some variation in roof heights.
2. Residential uses should face this frontage. Avoid locating parking or utility uses along this frontage.
3. The setbacks of the new development should be narrow to compliment the urban character of the street. At the same time, adequate space for a landscape buffer is desired to provide privacy to the ground floor residential units along this frontage. A setback of 5' (with 3' setback at patios / balconies) would allow for this.
4. Corner element at intersection of 12th and 37th Avenue -- see previous comment.
5. Street trees adjacent new development should match species and spacing of trees across street.



Architectural Guidelines

6. The architectural character of the new development along 37th Avenue should complement the contemporary nature of the Ascend school characterized by bold colors and forms. The materials for the new development, however should be more residential in character.
7. Facade along 37th Avenue should be horizontally articulated to break overall length into smaller portions to read as a series of adjacent elements, rather than one contiguous block. Some variation in the depth of setback, along with changes in material and architectural treatment, will achieve this effect.

8. Use high-quality materials, particularly at the base of the building, to ensure the long-term durability of the project.
9. Use architectural details such as balconies, railings, lighting, canopies, and other elements that enliven the facade and reinforce the human scale of the development.



BART RIGHT-OF-WAY

This frontage is distinct from the other frontages in that there is no significant adjacent urban context. The frontage is 30' from the drip line of the BART platform and tracks approximately 25' in height. The space between the building and BART drip line will principally be used as an access drive for the project and "back of house" uses. Beyond the BART R.O.W. are principally industrial uses. As a result, the public experience of this frontage is primarily limited to BART passengers riding trains and waiting on the platform. While not facing the immediate urban context, this is the most "public" of the frontages in terms of numbers of people that will be exposed to this frontage on a daily basis.

Noise is also a primary concern along this frontage, particularly as the site will be developed for residential uses. Unfortunately, this frontage also has prime views above the second story. These two factors must be considered in the design of the building along this frontage.

The very large scale of the BART platform and tracks, coupled with the fact that this facade will be primarily experienced by train passengers in motion, dictates a bold architectural approach. The "public" nature of this facade also allows an opportunity to convey the unique urban character of the Fruitvale district to the region as a whole. The architectural character of this edge is illustrated on Project Plan sheets A1.0 and A3.1.

Height, Bulk, and Scale:

1. Proposed buildings along this frontage can be four or more stories in height. Horizontal and vertical articulation may be used, but are not as crucial as along the other frontages.
2. Non-dwelling functions, such as parking, loading, and utility spaces should be located along this frontage. Minimize number and exposure of units facing this frontage.
3. Locate parking structure along this frontage to act as a "buffer".
4. Corner element / pedestrian connection at intersection of BART R.O.W. and 35th Avenue .



Architectural Guidelines

5. The architectural character of BART frontage should be bold to respond to the scale and use of the adjacent BART tracks. However, this building elevation shall include typical residential details as well.
6. Facade facing BART has the opportunity to convey a "statement" about the neighborhood to the public at large. Design should consider this potential.
7. Units along frontage should avoid facing bedrooms and living rooms towards BART, particularly on lower floors. Where rooms face tracks, high STC rated windows and acoustically rated ventilation systems must be used.
8. Use high-quality materials, particularly at the base of the building, to ensure the long-term durability of the project.
9. Provide lighting and other security measures as appropriate to create safe environment along R.O.W



PART 3: PUBLIC SPACE IMPROVEMENTS

The public space improvements of the project development include elements such as sidewalks, alleyways, landscaped areas, street trees, infrastructure, and other amenities to the public realm. A consistent and complimentary public space design will enhance the character of the new and existing developments as a whole. The following design guidelines apply to the development of the public spaces:

1. The public improvement design scheme shall employ an integrated approach including landscaping, street lights, signage, and street trees which will be of high-quality and fit the design identity of the new and existing developments.
2. Provide adequate lighting to provide a safe environment while conforming to current best practices to mitigate light pollution.
3. Dimension sidewalks to accommodate active pedestrian activity. Conform with accepted standards for accessibility along public R.O.W. Minimum widths of sidewalks should be as follows:
 - a. 8' wide along 37th Avenue.
 - b. 10' wide along East 12th Street and 35th Avenue.

4. Pedestrian "nodes". Consider construction of sidewalk bulb-outs at pedestrian crossings as appropriate. Also consider use of alternative paving at strategic locations to provide traffic calming and/or enhance the pedestrian experience. Possible locations include:
 - a. South end of 35th street frontage (to allow pedestrian connection to BART / Fruitvale Village).
 - b. Intersection of 35th Avenue and East 12th Street
 - c. Intersection of 36th Avenue and East 12th Street (at and between striped crosswalks).
 - d. Intersection of 37th Avenue and East 12th Street
5. Provide a public view into the project site at the intersection of 36th Ave. and 12th Street to break up the building façade as well as provide visual interest from the public realm.



PART 4: SUSTAINABLE DESIGN

By developing an urban infill site with a high density of residential use near a transit stop, this development is already inherently "green" in terms of land use. Further measures employed during the design and construction of the project can contribute additional environmental benefits. These measures, when taken as a whole, will promote occupant comfort and well being while conserving energy, water, and natural resources. A few general measures are as follows:

- **Site Design Measures:** The development shall employ architectural strategies that respond to the local climate including solar orientation, prevailing winds, and precipitation.
 - Orient units and / or provide architectural shading treatments to maximize winter solar exposure and minimize summer exposure.
 - Provide on-site storm water treatment as appropriate to the scale of the buildings and available open space.
 - Provide on-site secure bicycle parking
 - Reduce parking capacity to reasonable minimum.
 - Consider designated parking for carpool vans or car share vehicles.
 - Use native and drought-tolerant landscaping to minimize irrigation required.

- **Building Design:**
 - Use reflective roofing to minimize heat island effect.
 - Use water-conserving fixtures and irrigation systems.
 - Design building envelope, HVAC systems, lighting, and other systems to maximize energy efficiency. Consider fundamental commissioning of development systems.
 - Consider on-site electrical generation or purchase of off-site renewable energy.
 - Provide adequate facilities to allow for recycling by residents.
 - Where possible, use recycled, salvaged, sustainably harvested, or locally produced materials.
 - Use low or no-VOC materials in interior spaces.

- Recommend that the development be designed and constructed in accordance with the recommendations of a recognized "green" rating system such as:
 - GreenPoints
 - Enterprise Green Communities
 - USGBC LEED rating.