

BROADWAY VALDEZ DISTRICT SPECIFIC PLAN

Design Review Committee (DRC)
November 13, 2013



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OVERALL LAND USE CONCEPT

Overall Broadway Valdez District:

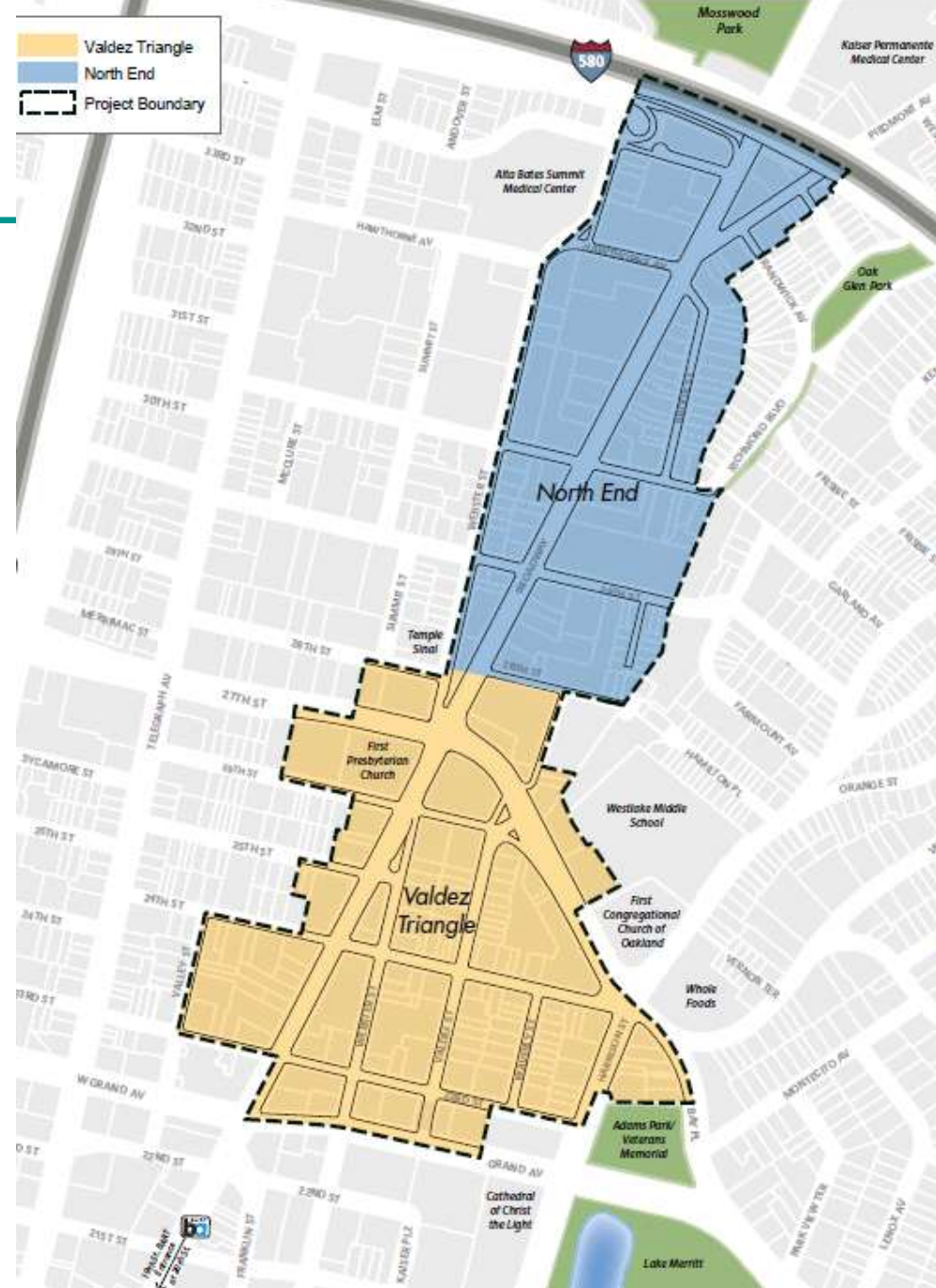
- 95.5 acres (35.1 acres right-of ways + 60.4 acres developable land)

Plan Subareas:

- North End - "*Mixed Use Boulevard*"
- Valdez Triangle - "*Destination Retail*"

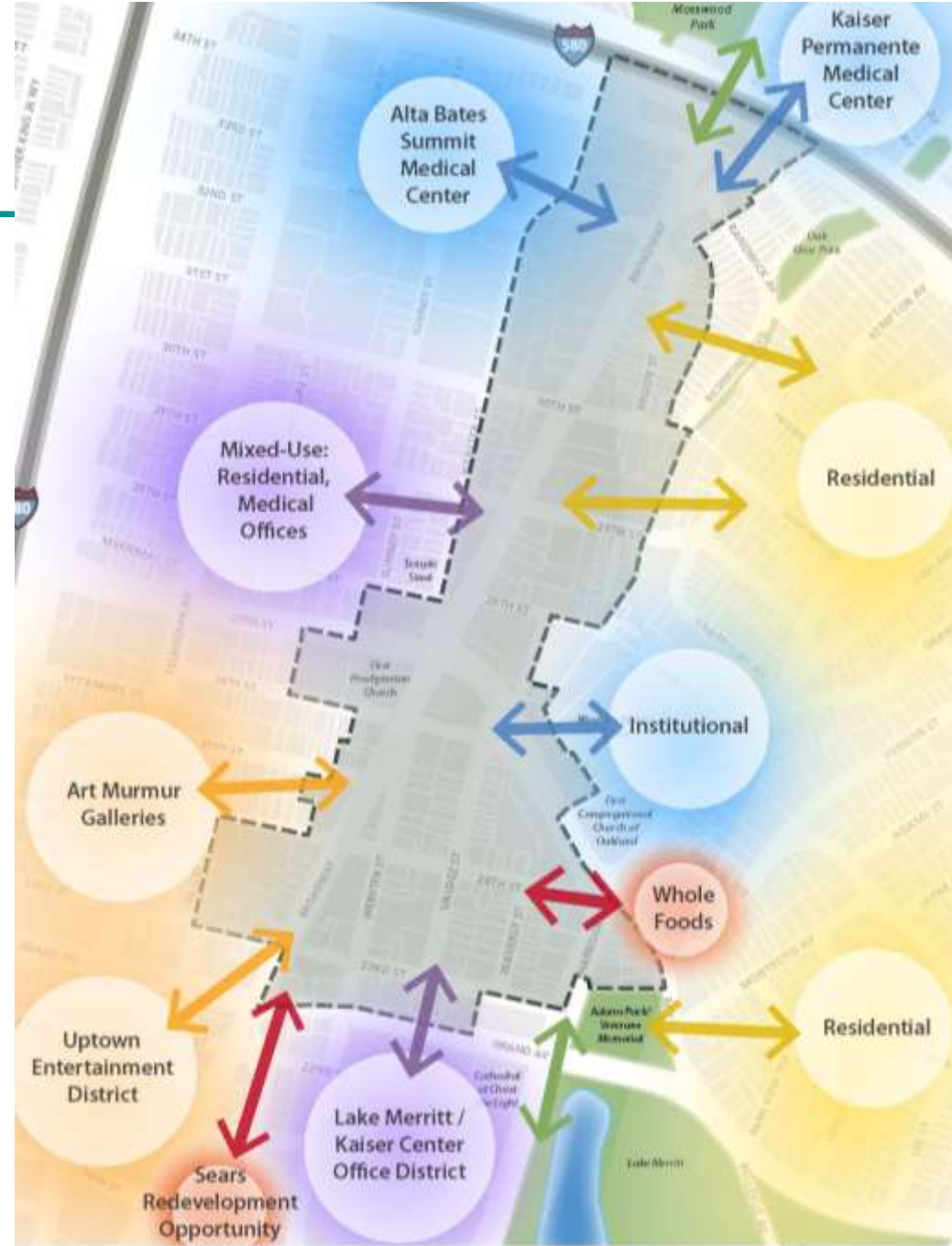
Development Program:

- 1.1 million sq. ft. retail
- 700,000 sq. ft. office
- 1,800 housing units



SURROUNDING LAND USE

- Residential neighborhoods
- Alta Bates Summit and Kaiser Oakland Medical Centers
- Uptown and Art Murmur/Garage District mixed-use areas
- Central Business District and Lake Merritt Office District



DESIGN GUIDELINES

1.0 Introduction

1.1 Intent

- To complement the zoning regulations & design review procedure
- Will serve as basis for design review findings by City Staff, Planning Commission, & City Council
- Specific enough to guide development, but flexible to encourage creative design

1.2 Applicability

- Will apply to all projects subject to design review in the Broadway Valdez District Specific Plan

1.3 Organization

- Two sections: Private Realm and Public Realm

1.4 Related Design Guidelines

- Other citywide design guidelines will also be considered: Small Project Design Guidelines, Crime Prevention through Environmental Design, and Design Review Manual for 1- and 2-Unit Residences



DESIGN GUIDELINES

2.0 Private Realm

- 2.1 Site Planning & Building Placement
 - Buildings should:
 - directly address the public street
 - be sited at the street edge to support pedestrian activity (portions may be setback to accommodate key features)
 - have entries and windows that front onto the street
 - define & activate the corners at intersections



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DESIGN GUIDELINES

2.0 Private Realm

2.1 Site Planning & Building Placement

- *Crime Prevention Through Environment Design (CPTED)*
 - Encourages the effective use of design in the built environment to reduce crime
 - Include: Natural Surveillance, Territorial Reinforcement, Access Control, Activity, & Maintenance



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DESIGN GUIDELINES

2.0 Private Realm

- 2.1 Site Planning & Building Placement
 - On-Site Open Space
 - Publicly accessible private open space will be an integral component of the District & complement the public open spaces & streetscapes



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DESIGN GUIDELINES

2.0 Private Realm

2.2 Parking & Service Elements

- *Parking should be located behind buildings whenever feasible*
- *Upper floors of parking that are visible from street should be screened with building design, art, etc.*
- *Parking should be accessed from secondary streets and be part of building design*
- *Attractive and accessible bicycle parking should be incorporated into future developments*



DESIGN GUIDELINES

2.0 Private Realm

2.3 Architectural Design

- **Building Massing & Scale** – large buildings should preserve the pedestrian scale at street level.
- **Building Facades** – should create a unified composition, give definition to and activate the public realm, reinforce pedestrian scale, and activate the streetscape with windows, doors, and detailing.



DESIGN GUIDELINES

2.0 Private Realm

2.3 Architectural Design

- **Ground Level Commercial** – large retail buildings should include “liner” street storefronts, minimum commercial space height, width, & depth, outdoor dining encouraged
- **Building Entrances** – well-defined, visible from street, retail entrance distinguished from residential, service entrances screened from public streets or open space



DESIGN GUIDELINES

2.0 Private Realm

2.3 Architectural Design

- **Residential Livability** – include active facades with windows and doors, prominent entryways, range of unit sizes, operable windows, and shared open spaces
- **Roofs** – complement and complete the building design, distinctive sculpted roof forms that contribute to a unique skyline, rooftop opens space and garden roofs encouraged



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DESIGN GUIDELINES

2.0 Private Realm

2.3 Architectural Design

- **Building Materials & Colors** – include high quality materials that are durable and attractive, integral part of design, bring visual interest, reflect type of architecture, sustainable materials
- **Windows & Glazing** – generous ground-level windows and street-oriented glazing, clear and non-reflective, operable storefront windows for restaurants



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DESIGN GUIDELINES

2.0 Private Realm

2.3 Architectural Design

- **Building Lighting** – should add drama and character to buildings, be integral part of design, illuminate entries, building mounted lighting to illuminate public realm is encouraged
- **Signage** – should enhance area's character, high quality materials, an integral design element, not obscure windows, iconic symbolic signs encouraged, illumination should be consistent with building character



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DESIGN GUIDELINES

2.0 Private Realm

2.3 Architectural Design

- **Historic Resources** – complement historic resources, reinforce street wall, complement existing building character, complement and reinforce architectural details, form should be compatible with existing buildings
 - Adaptive reuse: follow the Secretary of the Interior's Standard for Rehabilitation and avoid removal of historic materials, additions should be on secondary or rear façade, rooftop additions should be set back from primary facade

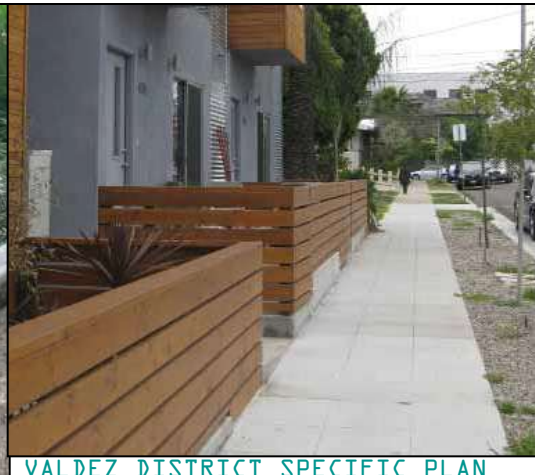


DESIGN GUIDELINES

2.0 Private Realm

2.3 Architectural Design

- **Sustainable Design** – should include: reduced energy consumption (e.g. green roofs, operable windows, thermal chimneys, light shelves, skylights, solar water heaters, & florescent lights), reduced water consumption

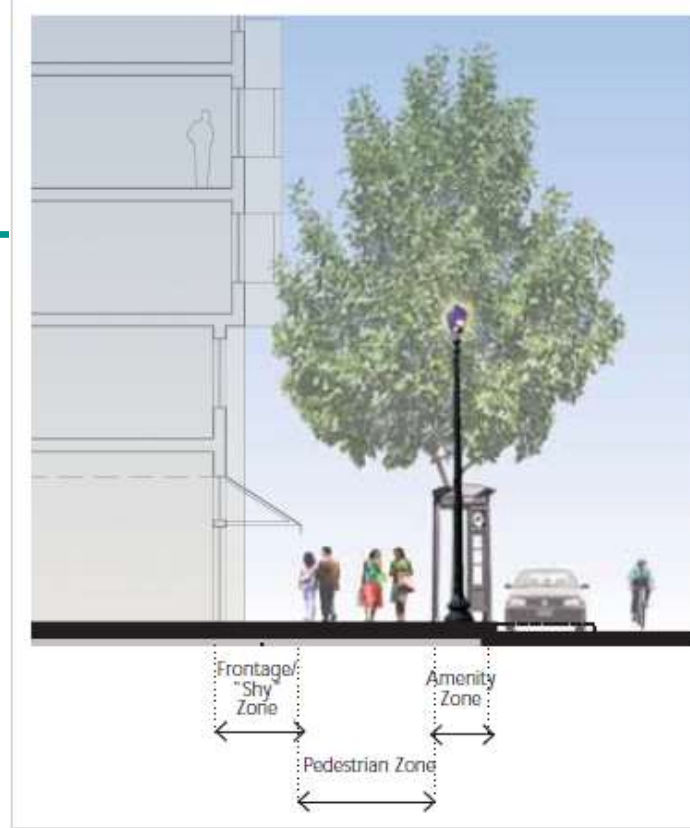


DESIGN GUIDELINES

3.0 Public Realm

3.1 Streetscape Design – Pedestrian Zone

- ***Functional Zones:***
 - pedestrian zone – in the middle, accommodates pedestrian circulation
 - amenity zone – next to street, accommodates public facilities and street furniture
 - frontage zone – adjacent to buildings, serves as transition area to buildings



DESIGN GUIDELINES

3.0 Public Realm

3.1 Streetscape Design – Pedestrian Zone

- **Benches & Other Seating** – provide throughout plan area, especially in areas with ground-level retail, attractively designed, include informal seating such as moveable chairs, seat walls, steps, & planters
- **Transit Stops & Shelters** – provide shelters at all stops or at least most heavily used stops; provide distinctive design, “real time” arrival information
- **Bicycle Parking** – provide racks designed for secure parking, distributed throughout commercial area, uniquely designed to act as sculpture, on-street parking as bicycle corrals



DESIGN GUIDELINES

3.0 Public Realm

3.1 Streetscape Design – Pedestrian Zone

- **Street Lights** – create unified identity, focus on pedestrian realm
- **Street Trees** – unified planting scheme, spaced to provide shade to pedestrian zone
- **Public Art** – integrated into design of buildings and streetscape projects
- **Wayfinding Signage** – identify key destinations, public parking, parks and plazas, transit routes, access to freeway and surrounding areas

3.2 Streetscape Design – Vehicular Zone

- **Crosswalks** – at highest pedestrian activity should use special paving



DESIGN GUIDELINES

4.0 Public Open Space

- 4.1 Site Planning
 - Plazas should serve as key activity nodes, have visual access to adjacent sidewalks, and be designed to complement and enhance adjacent commercial uses
- 4.2 Site Design
 - Public open space should provide seating, adequate lighting, public art, landscaping to soften hardscape, high quality and distinctive paving



NEXT STEPS

- **Nov. 21** - Bicycle Pedestrian Advisory Committee Meeting
- **Dec. 4** - Parks and Recreation Advisory Committee Meeting
- **Dec. 11** - Zoning Update Committee Meeting
- **Feb. 2014** – Landmarks Preservation Advisory Board, Final Specific Plan & EIR
- **Feb. 2014** – City Planning Commission, Final Specific Plan & EIR
- **March 2014** - City Council, Adoption of Final Specific Plan & EIR



CONTACT US

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