CITY OF OAKLAND
AGENDA REPORT

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TO: Office of the City Administrator
ATTN: Deborah Edgerly
FROM: Community and Economic Development Agency
DATE: June 19, 2008

RE: **A SUPPLEMENTAL REPORT FORWARDING THE PLANNING COMMISSION'S DESIGN REVIEW COMMITTEE'S RECOMMENDATIONS ON THE MACARTHUR TRANSIT VILLAGE PROJECT'S DESIGN GUIDELINES**

SUMMARY

At the Planning Commission hearing on June 4, 2008, the Commission deferred action on the design guidelines to the Design Review Committee. The Design Review Committee held a special hearing on June 18, 2008 to review and forward recommendations to the Community and Economic Development Committee and City Council.

Attached are the Design Review Committee's recommendations on the MacArthur Transit Village Design Guidelines, shown as redlined (strike-out/underscore format) revisions to the guidelines.

Respectfully submitted,

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APPROVED AND FORWARDED TO THE
COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE:

William Gerone

DEBORAH EDGERLY
OFFICE OF THE CITY ADMINISTRATOR

ATTACHMENT A: Recommendations from the Design Review Committee (shown in redline)

Item: _____
Community and Economic Development Committee
June 24, 2008

EXHIBIT C-3

DESIGN GUIDELINES FOR THE MACARTHUR TRANSIT VILLAGE PROJECT

Revised to include recommendations from Design Review Committee (DRC) Meeting on June 18, 2008 (Shown in Redline).

Introduction

Transit-oriented districts (TODs) are defined as compact, high-density, pedestrian-oriented, mixed-use developments near transit hubs that provide access to housing and jobs with an alternative to the car as the primary mode of transportation. Oakland's General Plan includes policies to create TODs in Oakland in the ***1998 General Plan Land Use and Transportation Element:***

"...ensure and build upon [Oakland's] significant investment in transportation and infrastructure. The new Plan urges us to address the issues through concurrent land use and transportation planning, coordination strategies between the service providing agencies, and realization of infrastructure improvements along major routes and corridors. The plan supports the creation of "transit-oriented districts" that offer a wide range of local services, housing, and retail shops, combined with immediate access to public transit such as BART or multiple AC Transit lines."[1]

And reiterated it again in the ***2004 Housing Element***:

"Land use strategies and policies are designed to promote residential and mixed-use development in pedestrian-oriented settings so as to take advantage of opportunities presented by Oakland's region-serving BART stations and multiple AC Transit lines...Increased height, increased density and reduced parking are proposed for mixed use projects in these locations."[2]

The S-15 transit-oriented development zone regulations contained in Chapter 17.97 of the Planning Code (the S-15 zone) establish the regulatory framework to implement the General Plan's vision for TODs. The S-15 zone regulations contain development standards regarding height, minimum and maximum density, floor area ratio, setbacks, and special parking requirements. The Planning Code also contains reduced parking requirements for TODs to encourage transit use and enhance pedestrian environments and S-15 zone regulations shall be subjected to the design guidelines contained herein this document.

Purpose

The Preliminary Development Plan for The MacArthur Transit Village (Transit Village) is intended to create a design and development framework that responds and fulfills the City's policies for Transit Oriented Development, as well as the basic intention of the City's Planned Unit Development Permits, which includes the promotion of a harmonious variety of uses, the economy of shared services and facilities, compatibility with surrounding areas, and the creation of attractive, healthful, efficient, and stable environments for living, shopping, or working. The Transit Village provides an exciting opportunity for Oakland to achieve regional and citywide goals of providing housing, "strengthening and expanding"[3] its economic base, increasing transit ridership, reducing automobile trips, easing congestion and sprawl, and reducing air pollution.

Supported by the S-15 regulatory framework, these Design Guidelines are intended to guide the Transit Village's implementation and ensure that the project achieves the vision created through years of public participation and detailed design studies including: the physical qualities of an urban environment with viable public spaces, improved access to BART and quality architecture.

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[1] Envision Oakland: City of Oakland General Plan. Land Use and Transportation Element, 1998, pg. 3.
[2] Ibid. Housing Element, 2006, pg. 7-7.
[3] Ibid. Land Use and Transportation Element, 1998. pg. 38.

Transit Village Guiding Principles

While the establishment of the MacArthur BART station and the Highway 24 created needed public transit and improved transportation access, the bifurcation of the original urban fabric within this district is evident in the existing urban conditions. The spirit and intent of the Transit Village Guiding Principles is to re-establish a vibrant transit oriented urban fabric surrounding the station area, and to enhance the multimodal transit uses at the MacArthur BART station. Most importantly, the presence of a well designed transit oriented development will be the catalyst for redevelopment for the Telegraph transit corridor and the surrounding neighborhoods.

1. Identity

1.1. Create a regional gateway to Downtown, North Oakland and West Oakland.
1.2. Revitalize a marginalized area as an economically vibrant mixed-use neighborhood.
1.3. Provide well designed public open spaces, plazas and retail nodes at prominent locations to promote attractive, safe and active uses.

2. Urban Design

2.1. Reconstruct the neighborhood scale urban fabric between 40th Street, Telegraph Avenue and West MacArthur Boulevard to seamlessly reconnect the BART area to surrounding neighborhoods.
2.2. Eliminate physical and perceived barriers between Martin Luther King Boulevard and Telegraph Avenue in order to improve connectivity and safety for neighbors residing in the vicinity of the Transit Village.
2.3. Reinforce Telegraph Avenue as a city-wide transit corridor and a neighborhood main street.
2.4. Create a sensitively scaled, pedestrian-friendly development that organizes massing in a way that responds to the surrounding neighborhood context.

3. Transit

3.1. Enhance and emphasize MacArthur BART as a major multi-modal transfer hub in the Bay Area with an identifiable, active and thriving community adjacent to the station.
3.2. Enhance pedestrian access by providing clear, safe and attractive access to BART from the surrounding neighborhoods and within the Transit Village.
3.3. Prioritize bicycle access through safe and clearly marked bike routes to and within the Transit Village. Where possible, bike access should link with existing or proposed city-wide bike routes.

4. Mixed-Use

4.1. Provide a diverse mix of land uses that create housing, employment and community-serving opportunities for Transit Village residents, visitors and employees.
4.2. Direct foot traffic through open spaces and commercial nodes within the development to enhance commercial retail viability.

5. Sense of Place

5.1. Reinforce urban design and character with well composed buildings that are built of quality materials, appropriately scaled details and thoughtful proportions that promote visual quality and prominence.
5.2. Create a series of blocks that allow for a greater diversity of architectural character and style as is inherent to an authentic urban fabric.
5.3. Coordinate landscape, lighting, signage and street amenities to promote a distinctive district identity and sense of place.
5.4. Create a signature statement at the corner of Telegraph Avenue and Village Drive that brands the identity of the Transit Village.

6. Sustainable Design

6.1 Incorporate site planning and building techniques that support a "green" development and include on-site water conservation and recharge; compact developments, walkable streets and transit access resulting in a reduction of automobile use.

6.2 Encourage the use of sustainable building materials and methods; and use of recycled construction materials.

6.3 Take part in the USGBC's LEED ND Pilot Program and work towards certifying the development for a Platinum or Gold Level certification.

Design Guidelines

These guidelines provide methods to achieve the Guiding Principles for the Transit Village previously highlighted. They are not intended to restrict innovation, imagination and variety in design. Alternative methods that respond to the Guiding Principles similarly, may be considered by planning commission and City Council together with the Final Development Plan.

Development of the MacArthur Transit Village Project shall be subject to the Design Guidelines detailed below. The Design Guidelines are intended to promote successful, integrated transit-oriented development at the MacArthur BART station. These guidelines are a Condition of Approval for the Planned Unit Development Permit (PUD)/Preliminary Development Plan (PDP). Final Development Plans that are submitted for the project shall be in substantial conformance with the PDP plans (dated April 30, 2008 including 32 plan sheets) the S-15 zone regulations and the design guidelines contained herein. The Design Guidelines are organized into the following sections:

I Site Planning
II Architectural Design
  a) Height, Bulk and Scale
  b) Architectural treatments
III Public Space Improvement
IV Transit Plaza Design
V Sustainable Design

I Site Planning

Traditionally streets and blocks create the physical structure or "framework" for an urban design plan. The MacArthur BART Project area's framework of streets and blocks was disrupted years ago and has resulted in the MacArthur BART Station and parking lot being an anonymous, disconnected place that is not integrated into the surrounding neighborhood.

The Preliminary Development Plan will introduce a new pattern of public and private streets, development blocks and open spaces within the Transit Village that will reconnect to the existing street network and surrounding context, creating a coherent framework for development and improved circulation. The layout for the new streets and blocks as shown on plan sheets A-1.01, L-02 and L-03 are the backbone of this framework with the character being defined by the elements that occur within this framework. Key elements include:

- walkable, interconnected streets that provide multi-modal access;
- buildings that define the edges of and create a sense of enclosure for streets;
- sidewalks and sidewalk amenities that buildings face and that create a safe and attractive pedestrian realm; and
- open spaces that become identifiable community "living rooms".

These elements must work together to create a successful transit-oriented development. In particular, a successful site plan integrates these elements to safely direct pedestrian traffic into nodes of activity,

clusters several modes of transportation, and assimilates new streets and buildings into the existing neighborhood. The project shall be consistent with the following site planning design guidelines.

Guideline S1	Integrate new streets and buildings into the surrounding neighborhood. As a regional gateway, the MacArthur Transit Village is a large transit-oriented development site that should provide visually appealing views from the surrounding neighborhoods, Highway 24, the BART train, platform, the station plaza, and other critical nodes of activity. These views should both provide visual interest and help identify the station entrance and Transit Village community nodes. (plan sheet T-02)
Guideline S2	Site convenient pedestrian routes that minimize pedestrian conflict with vehicles. Although bus and shuttle stops should be sited for convenience to transit users, the site and circulation plan must minimize conflicts between pedestrians and transit vehicles as well as private cars. (plan sheet A-0.01)
Guideline S3	Ensure the pedestrian circulation plan routes pedestrians through desired centers of activity in the development such as retail nodes and plazas. (plan sheet A-0.01)
Guideline S4	Clearly designate bicycle routes and make them free of obstructions. The bike lane should be sited to avoid conflicts with motor vehicles. (plan sheet A-0.01)
Guideline S5	Where possible, link bicycle routes to the existing or proposed bicycle network adjacent to the development. (plan sheet A-0.01)
Guideline S6	Locate BART parking structure away from core locations to encourage pedestrian movement through the site. Multiple access points should direct people through key areas that have an active street front such as stoops, plazas and commercial storefronts. (Exhibit A-1.01)
Guideline S7	Place commercial activities at prominent locations to create an active pedestrian realm. The pedestrian circulation plan should lead pedestrian routes through prominent locations such as plazas and intersections. This method creates a confluence of people at these key locations. Retail stores and restaurants should be sited at these critical locations to take advantage of this confluence. The development should provide ground floor "flex space" or live/work opportunities whose architecture recalls the scale and pattern of commercial frontage and that could be converted to businesses along probable pedestrian routes. (Exhibit A-1.01)
Guideline S8	Place pedestrian plazas at areas of activity in the development to serve as a hub for pedestrian routes. Like retail nodes, plazas require pedestrian traffic to be successful public spaces and should be located where there will be a confluence of people. Plazas can also serve as a portal into the development at a station or development entrance. (Exhibits A-1.01, A-3.05, A-6.01 and 6.02, L-02)
Guideline S9	Site building facades at or near the edge of the sidewalk or plaza, appropriate setbacks include 2-5 feet for balconies, awnings, stoops, landscaping or other sidewalk level displays at entries to create a street wall that clearly defines the edges of the public realm and creates a sense of enclosure along the street. Small plazas, inset bays for outdoor seating and dining, prominent entrances, and special corner features provide appropriate locations for interruptions of the street wall. (Exhibit A-1.01, A-1.02, A-3.02 to 3.03)

II Architectural Design

The Architectural Design Guidelines, while not intended to be prescriptive as to style and appearance, help to illustrate the design intention of the Preliminary Development Plan for the Transit Village. Buildings within the Transit Village should be diverse yet have some common elements that tie the development together to create a cohesive urban design and identity. Buildings should not have identical design elements, but they should have design elements and devices in common that create a coherent composition, rhythm, and urban design. The PDP plan establishes the basis of the urban design and architectural concepts envisioned for the MacArthur Transit Village.

Since the architectural design is closely integrated with the urban design, public spaces, street character and pedestrian experience in the Transit Village, these guidelines are organized according to the street that

buildings face. Each street – existing or new – has or will have a distinct identity that is enforced by architectural design, use or activity, and the streetscape design.

1. Telegraph Avenue
2. West MacArthur Boulevard
3. 40th Street
4. Frontage Road
5. Village Drive
6. Internal Residential Street
7. MacArthur BART Transit Plaza

The guidelines are then organized by "Height, Bulk, and Scale" and "Architectural Treatment" to set the stage for a comfortable and interesting pedestrian experience within the Transit Village and to provide distinct place characteristics within the Transit Village that are recognizable and unique.

1. Telegraph Avenue

Telegraph Avenue is a historically significant commercial mixed-use spine stretching from downtown Oakland to the UC Berkeley campus. The Transit Village will reinforce its traditional character with new buildings that create a strong frontage with an enhanced pedestrian scale. Strong building forms here will announce the special transit-oriented district along the Telegraph corridor, and intensive sidewalk activity will create new neighborhood-wide destinations. The architectural character of this edge is illustrated in the PDP plan sheets A-1.0H, A-3.01a, A-3.02, A-6.01

Height, Bulk and Scale:

Guideline A1.1 Proposed buildings along Telegraph Avenue shall be no more than four to six stories (approximately 50' to 75')with mix of building heights and rooflines and a signature gateway at Village Drive and Telegraph Avenue. (plan sheets A-1.0H, A-3.02)

Guideline A1.2 Architecture along Telegraph Avenue should acknowledge the traditional proportions of base, middle and top datum lines, to reinforce the urban street edge. (plan sheet A-3.02)

Guideline A1.3 Provide a retail corner plaza at the corner of Telegraph and Village Drive to enhance pedestrian activities, outdoor seating opportunities, and create a gateway feature to the Transit Village. (plan sheet A-6.01)

Guideline A1.4 Buildings should generally respect the zero lot line building edge along Telegraph Avenue, but provide some street wall articulation for visual interest.

Guideline A1.5 Building design should respect and acknowledge the existing building on the corner of Telegraph and 40th Street by stepping down building height to four stories and by generally aligning with the base height and articulation of the existing building façade. (plan sheet A-1.0H, A-3.02 and 3.03)

Architectural Treatments:

Guideline A1.6 Establish iconic building corners at the intersection of Telegraph and Village Drive to frame the primary "Front Door" and the view corridor to the BART station. (plan sheets A-6.01 – 6.02)

Guideline A1.7 Provide a well defined building base with quality materials to enhance the commercial/retail frontage and provide distinctive attractive signage and canopies for the commercial/retail tenants and building lobbies. (plan sheets A-6.01 – 6.02)

Guideline A1.8 The commercial/retail facades should have at least 60% transparency, with 75% preferred.

Guideline A1.9 The ground level of buildings fronting on Telegraph Ave must have predominantly commercial/retail frontage to promote an active public realm. Residential units above retail bays overlooking the street will promote safety through "eyes on the street".

Guideline A1.10 The height of commercial/retail space shall be a minimum of 13' floor to floor at Block C and 18' floor to floor at Block A with the intention of accommodating both in-line and major commercial/retail tenants.

Guideline A1.11 Provide a variety of architectural characters and styles along Telegraph Avenue that have an authentic urban feel and traditional neighborhood scale, without being historically stylized or sentimental.(plan sheets A 3.02 – 3.08 and A-6.01 – 6.02)

Guideline A1.12 Use high quality durable materials, especially at the base of the buildings, to create a strong connection for where ~~relationship~~ where the building meets the street, a strong connection to the pedestrian realm and to enhance the neighborhood commercial/retail frontage.

Guideline A1.13 Use architectural details such as decorative railings, pot shelves, canopies, and lighting that create visual complexity and interest and reinforce the human scale elements of the proposed mixed use development.

Guideline A1.14 Strong cornice treatments should be emphasized regardless of the architectural style or character.

Guideline A1.15 Provide a minimum window recess of ~~2~~ 3 inches for all windows at the groundfloor and upper levels, and consider other means for undulation on the ground floor, such as columns, to further provide interest to the ground level of commercial/retail frontages.

Guideline A1.16 Avoid white or beige window frames. Dark colors result in a more urban character that is appropriate to this location.

2. West MacArthur Boulevard

MacArthur Boulevard is a major city thoroughfare, extending from San Leandro to San Pablo Avenue where it transitions to the MacArthur Freeway – I-580. Its physical character varies along its length, as do its traffic patterns and intensities. At the Transit Village it carries traffic that is generally headed to or from the highway. The Transit Village will create a new building frontage along this street, and its vehicular connection into the Transit Village will serve to provide scale and activity to the street by creating a new intersection at Frontage Road. The architectural character of this edge is illustrated in the PDP plan sheets A-3.04 and 3.06

Height, Bulk and Scale:

Guideline A2.1 The ground level commercial base will activate the street and provide human scale and visual interest at the base of the parking structure.

Guideline A2.2 The proposed multi level parking structure's height and substantial bulk will be a distinctive visual cue to commuters arriving by car both regionally and locally, as it is visible not only from West MacArthur Boulevard and Telegraph Avenue, but from Highway 24 and the BART train platform above.

Architectural Treatments:

Guideline A2.3 Provide active, commercial or retail frontage at the ground floor to create a strong visual connection between the street and activities inside, and to enhance pedestrian activity on the street providing character and safety.

Guideline A2.4 Provide minimum of 13' floor to floor dimension for the ground level retail or commercial space.

Guideline A2.5 Artistic design elements or signage elements mounted on the exterior of the parking structure above the ground floor retail will provide visual interest and identity to freeway drivers and BART commuters passing by.

Guideline A2.6 Incorporate artistic sun shading devices and PV panels or other building specifications to further support sustainable development.

Guideline A2.7 Provide a substantial building base with quality materials and provide distinctive attractive signage and canopies along the street and at building lobbies.

Guideline A2.8 Use high quality durable materials, to create a strong relationship of the building to the pedestrian realm and to activate West MacArthur Boulevard.

3. 40th Street

40th Street is a major west-east corridor connecting Emeryville with North Oakland. Between Martin Luther King Jr. Boulevard and Telegraph Avenue, this street provides the main pedestrian access between adjacent neighborhoods and the BART station, and acts as one of the main district gateways to the

MacArthur BART station. The architectural character of this edge is illustrated in the PDP plan sheets A-1.0H, A-3.03, A-6.02

Height, Massing and Scale:

Guideline A3.1 The proposed architecture massing and scale must respect the transition from the existing, modest four story building on the corner of Telegraph Avenue to the grand scale of the freeway infrastructure overpass and BART station with a mix of building height and articulation. (plan sheets A-1.0H, A-3.03)

Guideline A3.2 The proposed buildings along 40th Street transition from five stories adjacent to Existing building at Telegraph Avenue to a six story maximum adjacent to the BART station (approximately 60' to 80'). (plan sheet A-1.0H)

Guideline A3.3 The architecture along the length of 40th Street should be modulated to create a diversity of architectural scales and characters. (plan sheet A-3.03)

Guideline A3.4 Consistent with Telegraph Avenue, the distinctive commercial/retail floor to floor ground level height of 18' should be carried along the 40th Street elevation. (plan sheet A-3.03)

Guideline A3.5 The placement and style of openings and windows should contribute to a coherent and appealing composition to a façade. Details such as mullions, grillwork, prominent sills and trim can also provide visual interest to openings.

Architectural Treatments:

Guideline A3.6 The proposed buildings fronting on 40th Street must have commercial/retail storefronts at the ground level, with commercial/retail uses fronting on the BART station plaza and flex space that supports potential future commercial/retail uses along the 40th Street frontage.

Guideline A3.8 Provide a substantial building base with quality materials to enhance the retail frontage and provide distinctive attractive signage and canopy opportunities for potential retail tenants and flex space tenants.

Guideline A3.7 Provide an architectural character and style along 40th Street that has an authentic contemporary urban feel.. (plan sheet A 3.02 – 3.08 and A-6.01 – 6.02)

Guideline A3.8 Creating an iconic corner at the BART Transit plaza will highlight the prominent public plaza, retail node and gateway into the BART station, both from the neighborhood and freeway/platform levels.

Guideline A3.9 Use a variety of architectural details such as decorative railings, pot shelves, canopies, and decorative lighting to reinforce the human scale elements of the proposed mixed use development.

Guideline A3.10 Use high quality durable materials, especially at the base of the buildings, to create a strong relationship of the building to the pedestrian realm and to enhance the neighborhood retain frontage along 40th Street.

Guideline A3.11 Strong cornice treatment should be emphasized regardless of the architectural style or character.

Guideline A3.12 Provide a minimum window recess of 2 inches for all windows at the groundfloor and upper levels, and consider other means for undulation on the ground floor, such as columns, to further provide interest to the ground level of commercial/retail frontages.

Guideline A3.13 Avoid white or beige window frames. Dark colors result in a more urban character that is appropriate to this location.

4. Frontage Road

The Frontage Road is an essential access drive for shuttle transit services, bike path and pedestrian linkage to the new BART replacement parking garage. In addition, it also serves as an emergency access and maintenance road for CalTrans. . The architectural character of this edge is illustrated in the PDP plan sheets A-1.0H, A-3.06, A-6.02, A-6.0 3and Hood Design's concept for the BART plaza design also included in the PDP submittal.

Height, Bulk and Scale:

Guideline A4.1 Blocks B, C, and D along the frontage road should have clearly defined, well-lit and visible frontage along the street level to promote security and safety.

Guideline A4.2 Due to visibility from the freeway and the BART platform, the architecture of each of the blocks along the frontage road (at street level and upper levels) shall be designed with an architectural gesture fitting with this location through bold fenestration patterns, roof forms and façade articulation.

Guideline A4.3 The buildings along this edge have the most flexibility in heights and variations (approximately 65' to 80') in form within the project. (plan sheet A-1.0H)

Architectural Treatments:

Guideline A4.4 Provide artistic metal grills and pedestrian scale lighting along the garage edge to provide maximum visibility to promote security. (Exhibit A-3.06)

Guideline A4.5 The architectural composition of the building areas visible to the freeway and BART platform should be designed with bold ~~as large scale, regional gateway, with a broader variations in~~ forms and building materials to promote a sense of arrival at this important civic place within the City. ~~magnify the contrast in architecture.~~

5. Village Drive

Village Drive is the primary public street within the Transit Village. The street is angled from Telegraph Avenue to the BART Plaza to provide a strong visual connection to the station, as well as the Beebe Memorial Church, a significant historic neighbor to the Transit Village. Parallel parking on Village Drive provides necessary convenience parking that will support the retail and live/work uses along the street and provide multiple drop-off locations for BART commuters. The architectural character of this edge is illustrated in the PDP plan sheets A-3.08b, A-6.01.

Height, Bulk and Scale:

Guideline A5.1 The scale of architecture along Village Drive should transition from the more contextual neighborhood scale along Telegraph Avenue building to the larger, more regional scale of the highway and BART station. (plan sheet A-1.0H)

Guideline A5.2 Building height shall transition from the more contextual neighborhood scale along Telegraph Avenue to more regional scale toward theHighway 24 and the MacArthur BART Station (approximately 60' to 85'). (plan sheet A-1.0H)

Guideline A5.3 Each of the corners of the buildings should respond architecturally to their unique position on the site.

Architectural Treatments:

Guideline A5.4 Any ground floor uses fronting on Village Drive must have commercial/retail storefronts at the ground level. Façade transparency of the groundfloor space should range from 50% to 75%.

Guideline A5.5 Provide a minimum window recess of 2 inches for all storefront and residential windows at the groundfloor and upper levels, and consider other means for undulation on the ground floor, such as columns, to further provide interest to the ground level of commercial/retail frontages.

Guideline A5.6 Avoid white or beige window frames. Dark colors result in a more urban character that is appropriate to this location.

Guideline A5.7 Provide a substantial building base with quality materials to enhance the retail frontage and provide distinctive attractive signage and canopies for the retail tenants, live/work units and building lobby locations.

Guideline A5.8 Use a variety of architectural details such as decorative railings, pot shelves, canopies, and decorative lighting to reinforce the human scale elements of the proposed mixed use development.

Guideline A5.9 Use high quality durable materials, especially at the base of the buildings, to create a strong connection for where ~~relationship~~ where the building meets the street, a strong

connection to the pedestrian realm and to enhance the neighborhood retail frontage along Village Drive.

Guideline A5.10 The retail space must be a minimum of 13' floor to floor at Block B and C to accommodate in-line retail tenants, and minimum of 18' floor to floor at Block A to accommodate a major retail tenant.

6. Internal Residential Street

The Dutch model of streets that are shared between active recreational, residential, public uses and vehicles – the Woonerf – provides inspiration for this street. It is a private neighborhood street that mainly provides parking access for residents with limited on-street parking for residents and guests. This street is more a plaza than a street, and should provide a semi-private gathering space for Transit Village residents that is away from the main traffic and activity of the commercial and transit areas. The architectural character of this edge is illustrated in the PDP plan sheets A-3.07b, A-6.04, L-03

Height, Bulk and Scale:

Guideline A6.1 Consistent with and in response to smaller residential blocks, the architecture of buildings facing the internal street (Block B, C and D) should address the internal street with a variety of massing, roof line and architecture.

Guideline A6.2 Building frontages should relate to one another through the use of residential scale elements and articulation such as bay windows, balconies, stoops, as well as narrow vertical modulations – similar to urban row houses.

Guideline A6.3 The proposed roof form should be more varied and articulated than the mixed use building along Telegraph Avenue and 40th Street to respond to the residential nature of this street.

Guideline A6.4 *The pattern of fenestration should also designed to reflect a more residential scale.*

Architectural Treatments:

Guideline A6.5 Provide generously sized stoops and balconies at the ground level units to create a transition from the public street to the private realm of the residence and to enhance the sense of pedestrian activity on the street, support residential character and safety. These stoops can be designed uniquely to suit each architectural variation along the frontage.

Guideline A6.6 Provide variety of color and materials to further reinforce the finer grain residential scale and articulations

Guideline A6.7 Provide clearly defined residential lobbies, entries into residential courtyards and public uses by providing special canopies, signage, lighting and graphics. When possible, group entrances together to create a community activity node.

Guideline A6.8 Provide quality durable material at all stoops, landscape walls and lobby entrances. *Ground floor units shall have swinging front doors or French doors with some* transparency rather than sliding patio doors.

Guideline A6.9 *Provide a minimum window recess of 2 inches for all windows at the groundfloor* and upper levels.

Guideline A6.10 Decorative lighting shall be incorporated seamlessly in the building design to enhance the architecture, promote pedestrian safety and support neighborhood security.

7. 40th Street Gateway at the BART Plaza

The BART plaza provides a public open space amenity to both transit patrons and the community. The *currently underutilized and nearly invisible transit plaza will be redesigned to extend from the* BART fare gates under the freeway and connect to the transit plaza at Building A. This location is the key regional gateway of the development and the buildings should be designed with this in mind. The architectural character of this edge is illustrated in the PDP plan sheets A-3.05, A-6.02, L-02, and Hood Design's concept for the BART fare gate plaza.

Height, Bulk and Scale:

Guideline A7.1 The massing and height of Building A adjacent to the BART Plaza will be the most prominent within the overall hierarchy of the site.

Guideline A7.2 The proposed architecture massing fronting the plaza should speak to its civic location with a strong façade, vibrant and transparent retail base.

Guideline A7.3 The architectural modulation, fenestration pattern and detailing of mixed-use Block A should be significantly different than that of the residential Block B to provide a rich variety of architecture fronting onto the plaza .

Architectural Treatments:

Guideline A7.4 The proposed buildings fronting the plaza must have retail frontage at the ground level with reasonable lease depth (40' to 60').

Guideline A7.5 Create an iconic corner at the transit plaza to highlight the prominent public plaza, retail node and gateway into the BART station, both from the neighborhood and to the fast moving traffic at the freeway level.

Guideline A7.6 Provide transparent glazing at the retail level to provide maximum visibility and contemporary details to complement the civic character of the transit plaza.

Guideline A7.7 All outdoor amenities, signage and fixtures shall be selected and designed as complementary public arts features.

III Public Space Improvements

The public space improvements of the project development include elements such as streets, sidewalks, infrastructure, and other amenities in the public realm. These elements are the glue that ties individual buildings together within the development to create a unique urban place. The architectural character of the space is illustrated in the PDP plan sheets L-01, L-06.

Guideline PS1 Provide an integrated scheme of street improvements. The streets within the development should have a consistent design theme and relate to the proposed architectural style of the buildings. All amenities should be durable and of high visual quality. (plan sheet L-03)

Guideline PS2 Dimension sidewalks wide enough to accommodate active pedestrian traffic activity. Sidewalks should be dimensioned to accommodate comfortable pedestrian activity and sidewalk elements such as street lights, trees, street furniture, and outdoor café seating areas. Sidewalk bulb-outs, a widening of a sidewalk at intersections and crosswalks, should be provided at major intersections along pedestrian routes. (plan sheets A-3.07a, 3.08a) Minimum sidewalk widths for new streets within the project area are as follows:

- Village Drive: 10 feet
- Internal Street: 7 feet on the west side and 5 feet on the east side
- Frontage Road: minimum 7 feet with increase to 12 feet.

Guideline PS3 For sidewalks improvements along West MacArthur Boulevard, 40th Street and Telegraph Avenue where there is an existing sidewalk system on an established street, the project should continue the existing sidewalk pattern.

Guideline PS4 Provide as narrow street widths as possible. The width of streets within the project depends heavily on issues relating to public safety, transit requirements, and vehicular access. Given these constraints, streets should be as narrow as possible to create an intimate, enclosed environment for pedestrians. Narrow street widths along with the small building setbacks help to define a comfortable pedestrian space. (plan sheets A 3.06 to 3.08)

Guideline PS5 Use alternative paving at strategic locations to enhance the pedestrian experience. Use of alternative paving materials such as stamped concrete, interlocking concrete pavement, and concrete with integrated colors at prominent locations to identify special locations and provide visual interest at the street level. (plan sheet L-02)

Guideline PS6 Design an integrated public improvement scheme including street trees, street lights, traffic signals, street signs, and street landscaping. These amenities should be of high visual quality, have a consistent design theme that fit the design style of buildings within the development, and be consistently provided throughout a site to provide the development an identity and enhance the visual experience of visitors. Provide trees that create an attractive canopy for pedestrians and lights that brightly illuminate pedestrian routes for nighttime security. (plan sheets L-01 to L-06)

IV Transit Plaza Design

The Transit Plaza is the key organizing and design feature of the MacArthur BART Transit Village Plan. Good design, activity and safety are necessary to attract people into the plaza to create an active community space. Therefore, a key to a successful plaza is to create activities that will attract people into a plaza. One method of attracting people is to have commercial opportunities within and adjacent to the plaza. Food vendors, retail storefronts, outdoor seating and public art invite people to come to and use the plaza as a community gathering space or "living room". The architectural character of the plaza is illustrated in the PDP plan sheets L-0, L-02, L-07, A-6.02.

A plaza should be a place where people can comfortably relax and socialize and the plaza should be sized to promote such activity. One of the most important elements of encouraging these activities is to provide adequate seating. Seating can be provided in many forms: benches, steps, ledges, planters, and walls are all opportunities for seating. Further, seating should be provided in various locations such as in the sun, in the shade, near focal points, facing prominent architectural features, and near commercial areas.

Guideline TP1 Seed activity in a plaza that provides approximately 6,200 sf of active open space.

Guideline TP2 Entrances to storefronts should be directed to the plaza and provide easy access for pedestrians.

Guideline TP3 Orient the plaza toward a major feature and use the plaza as a way finding feature for the community and development. The plaza should be oriented towards the BART station entrance.

Guideline TP4 Design buildings adjacent to the plaza to provide a comfortable pedestrian scale and limit setbacks between the façade and the plaza to provide well defined edges and to enclose the public space.

Guideline TP5 Install landscaping to soften the environment and provide shade. Ample landscaping is critical to soften the environment in a plaza. Also, trees should be used to provide shade at seating areas, block the wind, and cool areas that tend to attract heat. In general, at least 25 percent of a plaza should be covered with plant material.

V Sustainable Design

Incorporate site planning and building techniques that support a "green" development. Building at higher densities near transit is inherently energy efficient because it reduces the number of people who travel by private automobile. Green building techniques are typically most effective when they are incorporated early in the design process. Examples can include the following:

Guideline SD1 - ***Site Planning & Design***

- Building placement should be sensitive to site topography and should be integrated seamlessly with minimal impact.
- Through site and building design, consider the use of building roofs, parking lots, and other horizontal surfaces to convey water to either distribute it into the ground or collect it for reuse.
- The project site should be designed to maintain natural storm water flows by promoting infiltration. Techniques and materials such as vegetated roofs, pervious paving, and other measures to minimize impervious surfaces are encouraged.

- Impervious paving should be minimized, increasing on-site infiltration, and reducing or eliminating pollution from storm water runoff and contaminants.
- Constructed surfaces on the site should be shaded with landscape features and utilize high-reflectance materials and other materials to reduce heat absorption.

Guideline SD2 - ***Building Design***

- Identify opportunities to incorporate salvaged materials and rapidly renewable materials into building design and research potential material suppliers.
- Design buildings to maximize interior daylighting and provide for a connection between indoor spaces and the outdoors. Strategies to consider include building orientation, exterior and interior permanent shading devices, and high performance glazing.
- Consider use of materials and methods that will reduce heat island effect. This may include but is not limited to green roofs, roof gardens, use of reflective surfaces and/or photovoltaics.

Guideline SD3 – ***Streetscape/Landscape Design***

- Drought tolerant landscaping is encouraged. Plant selection should be based on the climate and environment of the area as well as site characteristics such as exposure, light intensity, soil analysis, site drainage, and irrigation. Proper plant selection based on site characteristics should enhance the plants' likelihood of becoming established on the site and reduce potential incidences of low vigor, excessive maintenance, disease, or death. Native species are preferred for natural landscapes.
- The site should be adequately landscaped to provide shade and protect surfaces including sidewalks, driveways, parking lots, and exterior walls. Where appropriate, plant deciduous trees on the south and west sides of buildings to provide protection from the summer sun. In the winter months, these trees lose their leaves and allow sunlight to provide passive heating and light.