



Design Review Committee

Chris Pattillo, Chair
Jim Moore

June 24, 2015

Regular Meeting

Notice – Staff reports are now available on-line. See web site download instructions below.

Revised 06-11-15

CONVENE

5:00 P.M.

Hearing Room 1, City Hall

One Frank Ogawa Plaza

ROLL CALL

DISCUSSION

1. The proposed project is a Final Development Permit application for Shoreline Park, part of the previously approved Planned Unit Development for Brooklyn Basin, along the Oakland waterfront (generally between the Lake Merritt Channel and 10th Avenue). The project was originally approved in 2006 (with final approval in 2009). This is the first Final Development Permit application for a park at Brooklyn Basin. The applicant requests consideration of the proposed park design. For further information contact **Catherine Payne** at **(510) 238-6168** or by e-mail at cpayne@oaklandnet.com.
2. Consider [providing guidance and advice on a recommended Wayfinding Design Guidelines Manual](#) for the Uptown Wayfinding Signage Pilot Project. Consider [providing guidance and advice on a recommended sign family](#) for the Uptown area and establish a unified design standard for a Citywide Wayfinding Signage System. For further information contact **George Durney, Economic Development – Project Implementation** at **510-238-6150** or by email at gcdurney@oaklandnet.com.

For further information on any case listed on this agenda, please contact the case planner indicated for that item. For further information on Historic Status, please contact the Oakland Cultural Heritage Survey at 510-238-6879. For other questions or general information on the Oakland City Planning Commission, please contact the Community and Economic Development Agency, Planning and Zoning Division, at 510-238-3941.

Staff reports are available on-line, generally one week prior to each meeting, at www.oaklandnet.com by searching “Frequently Visited Pages” located on the City of Oakland Homepage. Clicking on “Planning Commission Meetings” will open a menu of Planning Commission and Committee Agendas. Staff reports are available by clicking on the highlighted case file number. For further information, please call **510-238-3941**.

♿ This meeting is wheelchair accessible. To request materials in alternative formats, or to request an ASL interpreter, or assistive listening device, please call the Planning Department at 510-238-3941 or TDD 510-238-3254 at least three working days before the meeting. Please refrain from wearing scented products to this meeting so attendees who may experience chemical sensitivities may attend. Thank you.



OPEN FORUM

At this time members of the public may speak on any item of interest within the Committee's jurisdiction, generally subject to a two-minute time limit per speaker.

ADJOURNMENT By 7:30 p.m. unless a later time is agreed to by a quorum of the Committee.

NEXT REGULAR MEETING: To be determined

Case File Number: DA06011, PUD06010

June 24, 2015

Location:	Brooklyn Basin (formerly known as “Oak to Ninth Avenue”); specifically, Shoreline Park, located on the current site of the Ninth Avenue Terminal.
Proposal:	Final Development Permit (FDP) for Shoreline Park, including demolition and retention of portion of Ninth Avenue Terminal.
Applicant:	Zarsion-OHP 1, LLC (ZOHP), Patrick Van Ness (510) 251-9272.
Owner:	ZOHP, Port of Oakland, City of Oakland
Planning Permits Required:	FDP, compliance with CEQA.
General Plan:	EPP-Parks (Estuary Policy Plan-Parks).
Zoning:	OS-RSP (Open Space-Region-Serving Park)
Environmental Determination:	Final EIR certified on January 20, 2009
Historic Status:	Ninth Avenue Terminal, rated “A”
Service Delivery District:	3
City Council District:	2 – Abel Guillen
Action to be Taken:	Conduct design review, consider recommendation to Planning Commission for FDP application
Finality of Decision:	NA
For further information:	Contact case planner Catherine Payne at 510-238-6168 or by e-mail at cpayne@oaklandnet.com

SUMMARY

The purpose of this report is to provide design review analysis of the proposed Shoreline Park design. The Brooklyn Basin Project land use entitlements were originally approved in 2006. At this time, the applicant, Zarsion-OHP 1, LLC (ZOHP) is seeking additional approvals in response to or required under the terms of the original land use entitlements, in order to initiate delivery of City parks. Specifically, ZOHP is seeking approval of a Final Development Permit (FDP), consistent with the applicable zoning regulations, for Shoreline Park, which is required to be completed and operational prior to Certificate of Occupancy of the 550th dwelling unit (or five years after the first construction-related permit) for the project. The development of Shoreline Park includes the demolition of 80 percent of the existing Ninth Avenue Terminal, retention and historic preservation of the remaining portion of the building and the provision of a new 10-acre City park.

Site Map here.

PROJECT SITE AND SURROUNDING AREA

Brooklyn Basin encompasses a 64-acre site that adjoins the Oakland Estuary to the south, the Embarcadero and I-880 freeway to the north, 10th Avenue to the east, and Fallon Street to the west. The project includes 29.9 acres of City parks located along the Oakland Estuary edge of the Brooklyn Basin Site. Shoreline Park is the southeastern-most park in Brooklyn Basin and is located on the water side of 10th Avenue, generally where the Ninth Avenue Terminal is currently located.

The Shoreline Park site and surrounding area previously contained commercial and industrial uses (the Ninth Avenue Terminal, a retail furniture store, a metal recycling facility, and outdoor storage of shipping containers). As of this writing, construction of Phase 1 infrastructure improvements is underway adjacent to the Shoreline Park site.

PROJECT BACKGROUND

Project History

The planned Brooklyn Basin Project consists of a mix of residential, retail and commercial, civic, and parks and open space uses preliminarily approved by the Planning Commission on March 15, 2006, and for which a Development Agreement was executed on July 18, 2006 by the City Council. Following a legal challenge, final entitlements were granted in 2009. The project sponsors plan to construct up to 3,100 residential units, 200,000 square feet of ground-floor commercial space, a minimum of 3,950 parking spaces, 29.9 acres of parks and public open space, two renovated marinas (with a total of 170 boat slips), and an existing wetlands restoration area. The existing buildings on the site will be demolished with the exception of a portion of the Ninth Avenue Terminal shed building and the Jack London Aquatic Center. The project does not include approximately six acres of privately-held property along and east of 5th Avenue that contain a mix of commercial and industrial uses, as well as a small community of work/live facilities.

The Shoreline Park site is the current location of the Ninth Avenue Terminal. The Ninth Avenue Terminal is a historically significant facility, with an "A" rating on the Oakland Cultural Heritage Survey (OCHS). The facility is a break-bulk shipping facility, one of the last and largest on the West Coast. The approved PUD allows for demolition of approximately 80 percent of the building to make way for Shoreline Park. The remaining 20 percent of the building contains the head house, and the project includes historic restoration.

Over the past year, ZOHP has worked with the City of Oakland to comply with the terms of the zoning regulations, Development Agreement (DA), Planned Unit Development permit (PUD), Environmental Impact Report (EIR) and the adopted project Conditions of Approval

(CoAs) to prepare the Phase I site for parcel development activities. As of this writing, the project has met the following development milestones:

Summary of Brooklyn Basin Milestones Spring 2015

Milestone	Requirement	Status
Land Use Entitlements (DA, PUD/PDP, GPA, Rezone, EIR)	Oakland Municipal Code	Complies: Initial (challenged) approval 7/18/2006; Final approval 1/2009
Schematic Master Improvement Plan	CoA 33, Prior to issuance of site development grading permit	Complies: Submitted to the City of Oakland and revised based on City comments 3/2014; City Engineer approval 5/2014
Soil remediation (grading/surcharge permits)	EIR MM H, Prior to issuance of site development building permits	Complies: Activities initiated 6/2014
Sale of Parcels F, G and T to the City of Oakland	CoA 48 90 days after determination of Finished Lots or earlier	Complies: Close of escrow 8/2014 (prior to Finished Lot)
Phase I Infrastructure FDP	Zoning regulations	Planning Commission approved on November 25, 2014
Submittal of CC&Rs	CoA 30, Prior to submittal of First Final Map	Complies: 8/2014
Phase I Final Map	Subdivision Map Act	City Council approval on April 21, 2015
Transportation Demand Management Plan	EIR MM B and C, CoA 22, Prior to approval of FDP	City Council approval on April 21, 2015
Phase I Infrastructure permits	P-job permit	Issued May 2015
Embarcadero roadway construction permits	Public Work in Right-of-Way (P-job) permit	Issued June 2015
Community Facilities District	CoA 38, Prior to issuance of first Final Map	In process; Estoppel Certificate in lieu of CFD for first Final Map

Public Comments to Date

Staff previously brought the incomplete Shoreline Park FDP application before the Landmark Preservation Advisory Board (LPAB) and Parks and Recreation Advisory Commission (PRAC) to acquaint the public bodies to the project and its status, as well as to solicit early input into the design process. The LPAB and PRAC made the following comments:

Landmark Preservation Advisory Board

The LPAB reviewed the preliminary Shoreline Park FDP application at their regularly scheduled meeting on March 9, 2015, and held a public hearing on the information item. The following comments were received:

- LPAB:
 - Landmark application:
 - Prefer to process Landmark application sooner rather than later (prior to demolition)
 - Would like to receive an application to landmark entire building
 - *Staff note: CoA 25.b(5) states project requirement as: ...an application to nominate the remaining portion of the building and the site as a City of Oakland landmark*
 - Can 2004 landmark application be revived?
 - Would like applicant to work with community to submit application
 - LPAB might receive two separate applications at two different times
 - Design:
 - Park design should incorporate references to extent and footprint of historic building: carry evidence of building out into landscape (keep pedestals/columns)
 - Ensure long-term maintenance of unique park features
 - Need more public amenities: restrooms, seating and gathering areas
 - Park feels vast and empty:
 - Invigorate space with pop-up retail and activities;
 - Indicate immense scale of Ninth Avenue Terminal;
 - Express landscape that might have been there historically
 - Established a subcommittee:
 - Board Members Andrews and MacDonald volunteered to be on subcommittee
- Public Speakers:
 - Naomi Schiff:
 - Likes Michael Willis design for the remaining portion of the Ninth Avenue Terminal
 - Mark the original portion of the building to indicate the earlier (vs. the later) construction phase of the building
 - Park design is not adequately detailed
 - Does not support landmarking the building: this is a remnant of a facility and landmarking such would be an insult
 - Believes the wharf may be historic given its' age
 - No high-end restaurant
 - Integrate indoor/outdoor space
 - Joyce Roy:
 - How many building bays is the project required to preserve?
 - *Staff note: The required retention of twenty thousand square feet of the original building is accommodated by retention of four*

building bays; keeping an additional two bays as outdoor space is not part of the required building retention

- Designate entire building as a landmark, as the planned project may never happen

Parks and Recreation Advisory Commission

The PRAC reviewed the preliminary Shoreline Park FDP application at their regularly scheduled meeting on April 8, 2015, and held a public hearing on the information item. The following comments were received:

- The PRAC should request items from the demolition of the Ninth Avenue Terminal be reused in the project.
- Staff should verify that the project maximizes reuse of on-site materials in the design of Shoreline Park.
- The air quality near Interstate 880 is poor. How would this affect park use?
- Concern that the planned park will not provide a wind break as the terminal currently provides.
- The FDP should ensure provisions for maintenance of the new park.

PROJECT DESCRIPTION

Shoreline Park

The planned Shoreline Park is approximately 10 acres, much of which is located on an existing pile-supported wharf over the San Francisco Bay. The park was originally approved as part of the Preliminary Development Permit (PDP) in 2006. The approved design includes demolition of approximately 90 percent of the Ninth Avenue Terminal, and historic preservation of the southeastern portion of the building. The park is envisioned to host periodic special events. There are 30 off-street parking spaces and up to 60 on-street parking spaces (public spaces located on Ninth Avenue, adjacent to the park). The PDP included an open lawn area occupying up to four acres of the site; however, due to structural limitations of the wharf, the FDP application includes wood decking in lieu of lawn. The following discussion provides details about the design and use of park facilities:

- *Shoreline Park Design:*
 - *Layout:* The proposed park is a linear-oriented park along the edge of the San Francisco Bay (Bay). The park is generally oriented toward the Bay, with the San Francisco Bay Trail (Bay Trail) located along the water's edge, and axis oriented toward views across the Bay. Off-street parking is located on the southeastern end of the park, adjacent to the remaining portion of the Ninth Avenue Terminal (which is planned for commercial uses).
 - *Circulation:* The proposed park design accommodates a wide range of access features, including the following:

- *Vehicular Access:* The Shoreline Park design includes 90 parking spaces, including approximately 30 on-site parking spaces in a lot adjacent to the Ninth Avenue Terminal, and 90 on-street parking spaces located immediately adjacent to the park on Ninth Avenue and available to the public, including park visitors.
- *Bicycle Circulation:* Bicycle circulation is provided on a Class 1 dedicated bike path adjacent to Ninth Avenue, and on the shared use Bay Trail along the water's edge. The Class 1 dedicated path provides a regional linkage between East Oakland and downtown Oakland.
- *San Francisco Bay Trail:* Shoreline Park incorporates a new section of the Bay Trail. The Bay Trail will be a minimum of 30 feet wide, surfaced with concrete and include standard Bay Trail signage for identification purposes. The Bay Trail will provide leisure access for bicyclists and pedestrians.
- *Park Entries:* Shoreline Park is generally accessible along the length of Ninth Avenue. However, there are three main park entrances where Ninth Avenue meets 8th Avenue, where Main Street ends at Ninth Avenue and from the existing Bay Trail access (and Embarcadero) at the southeastern end of the park.
- *Parking:* As noted above, there will be 30 on-site parking spaces exclusive to park use, as well as 60 on-street public parking spaces located immediately adjacent to the park along Ninth Avenue.
- *Hardscape Materials:* Shoreline Park is predominantly a hard-surface park. The park will be constructed on top of existing pile-supported wharf in the Bay. The Bay Trail and Class 1 bike trail portions of the park will be concrete. The applicant proposes that the remaining hardscape be recycled wood plank from the roof of the Ninth Avenue Terminal.
- *Park Furnishings:* The applicant proposes site furnishings including seating, garbage receptacles, lighting and railings, planters, water fountains and signage.
- *Planting Materials:* Although the park will not include turf areas, there will be raised planting areas with a generally Mediterranean palate of drought-tolerant trees, shrubs and ground-covers and grasses.
- *Special Features:* Special features include:
 - *Interpretive Features:*
 - *Public Art:*
 - *Reuse of the Ninth Avenue Terminal:*
 - *Sustainable Design:*
- *Relationship to Brooklyn Basin Park Network:* Shoreline Park is the first of five parks to be developed as part of the larger Brooklyn Basin project, and includes one-third of the overall project park acreage. Shoreline Park is unique amongst the five parks in that it will exist almost entirely on a human-built structure (the wharf on which the Ninth Avenue Terminal currently sits). Whereas the other Brooklyn Basin parks are envisioned as places for more passive recreation, observation and experience of the natural world, and abundant softscape, Shoreline Park is intended to provide a more urban experience, including:

extensive hardscape, large gathering areas for organized events, and opportunities for more programmed and commercial uses (in the Ninth Avenue Terminal, as well as possible boat, skate and kite rentals).

- *Ninth Avenue Terminal Design:* The Ninth Avenue Terminal building will be reduced from 200,000 to 20,000 square feet, retaining the southeastern end of the building, including the harbor master's office. The changes to the building will retain four building bays, and an exposed roof section (no walls) continuing two bays to the northwest.
 - *Design Treatment:* The remaining portion of the building will be seismically engineered, and will include repair and preservation of historic exterior materials, inserting glazing into delivery bays and exposing and repairing existing clerestory windows. The renovation includes placing solar panels on the roof of the building, as well.
 - *Historic Preservation:* Historic preservation includes retaining 20,000 square feet of the building, revealing original siding materials and openings (to the degree feasible), as well as preserving and renovating details such as the decorative terra cotta medallions on the exterior of the building.
 - *Proposed Uses:* The project developer will be the building lessee and can use the building for commercial purposes. The project will retain the historic harbor master office (approximately 200 square feet) and provide a historic maritime interpretive experience for visitors. Primary building uses will be retail and restaurant space, as well as seating and restrooms for visitors.

GENERAL PLAN ANALYSIS

Existing General Plan Land Use Classifications

The Shoreline Park site is located in the Estuary Policy Plan-Parks (EPP-Parks) land use designation of the Estuary Policy Plan (the General Plan for the subject site). The Estuary Policy Plan states, "With ambitious plans to change land use, this area of the shoreline could be converted into a large-scale network of open spaces and economic development that extend for over 60 acres from Estuary Park to Ninth Avenue. The assemblage of parkland would create the major open space resource in Oakland and, at the same time, establish a recreation asset of regional significance." Shoreline Park would be the first of the planned parks to be developed in support of and consistent with this vision.

ZONING ANALYSIS

Zoning District Analysis

The Shoreline Park site is located entirely within the Open Space-Region-Serving Park (OS-RSP) zoning district. The OS zone is intended to “create, preserve, and enhance land for permanent open space to meet the active and passive recreational needs of Oakland residents and to promote park uses which are compatible with surrounding land uses and the city’s natural environment.” The OS-RSP zoning allows for regional-serving uses, such as athletic fields and courts, concessions, temporary uses (fairs and carnivals), public art and restrooms. Although Shoreline Park is in the OS-RSP zoning district, it is subject to an approved PUD and PDP. Whereas conditional use permits are typically required for park improvements, in this case Shoreline Park improvements shall be processed under the PUD regulations and are subject to a Final Development Permit (FDP). In essence, the OS-RSP zoning regulations control the allowable park uses, whereas the PUD regulations control the process for considering approval of such uses.

PDP Analysis

The PDP identifies an approximately 10-acre site, generally the current location of the Ninth Avenue Terminal, as the future site of Shoreline Park. In addition, the PDP shows a preliminary park layout that assumes non-exclusive uses and some softscape. The FDP is intended to be an evolution and refinement of the PDP. The FDP includes the same park square footage as in the PDP and does not include facilities for exclusive uses. In addition, the FDP is consistent with the approved PDP in terms of demolition of 90 percent of the Ninth Avenue Terminal building and historic preservation of the remaining portion of the building. The design, as evidenced from the attached plans, has evolved from conceptual to schematic design, consistent with the purpose of the FDP. The plans now include schematic design of the Ninth Avenue Terminal, plans and sections of the park, and include site furnishings, hardscape, planting, lighting and circulation plans.

Civic Center/Design Review Combining Zone (S-2/S-4) regulations

The requirement for design review under the S-2 and S-4 combining districts does not specifically apply to the FDP because the project is already subject to a valid PUD (that was the subject of design review) (Planning Code Section 17.76.200). However, the FDP review process does inherently include design review by the Planning Commission.

Vesting Tentative Tract Map No. 7621

The proposed FDP is entirely consistent with the Vesting Tentative Tract Map (TTM7621) and shows the location for Shoreline Park is unchanged.

Conditions of Approval and Mitigation Monitoring Reporting Program

The Conditions of Approval for the Brooklyn Basin Project include conditions that provide specific guidance regarding what should be included in each FDP, requirements for FDPs and other milestones for which specific FDPs might be required. The following conditions of approval are specific to all FDPs and/or the Shoreline Park FDP:

- CoA 22: CoA 22 requires each FDP to be responsive to the approved Transportation Demand Management Plan (TDM). The TDM was approved by the City Council in March 2015. Shoreline Park FDP would result in the addition of visitors to the area, resulting in parking demand, in particular. The TDM recommends metered parking, for which the applicant shall work with the City of Oakland to procure prior to delivery of the park. Delivery of Shoreline Park does not trigger shuttle requirements. However, consistent with the TDM, the applicant will demonstrate a good faith effort to provide car-share and bike-share opportunities serving Shoreline Park, and will provide adequate bicycle parking on-site.
- CoA 25: CoA 25 requires submittal of a development plan demonstrating that the proposes renovation and reuse of the remaining portion of the Ninth Avenue Terminal is consistent with the approved project plans and policies, as well as submittal of an application to nominate the remaining portion of the building and the site as a City of Oakland landmark. In compliance with this CoA, the FDP considered herein includes plans for the Ninth Avenue Terminal which are fully detailed in Attachment A to this report with regards to the reuse and renovation plans for the site. In addition, the City of Oakland has received and deemed complete an application to landmark the Ninth Avenue Terminal site. Staff recommends that the City not make a decision regarding the landmark application until after Shoreline Park has been developed to ensure an accurate representation of the site in its planned future condition in the application and any decision related to the application.
- CoA 26: CoA 26 requires the applicant to submit payment of \$500,000 prior to demolition of the Ninth Avenue Terminal building. The City will collect this payment following approval of the FDP (upon submittal of the demolition permit application).
- CoA 40: CoA 40 requires a Landscape, Open Space, Park and Trail Plan substantially consistent with the approved PDP. In compliance with this CoA, the FDP considered herein includes park plans which are fully detailed in Attachment A to this report with regards to site design. Materials to be more fully developed in the future in compliance with this CoA include:
 - CoA 40.a. Soils information;
 - CoA 40.b. Plans for each park shall include paving materials, tree and plant materials, street furniture, lighting, major recreational and landscaping features, public art installations, play equipment, courts, plazas, sculptural features, etc.
 - CoA 40.h. Plans for the historic and interpretive elements in and around the area of the preserved portion of the Ninth Avenue Terminal Building and Shoreline

Park, including the reinstallation of existing features honoring the history and use of the area as a break-bulk cargo terminal; with an overall physical theme and other unifying physical elements.

Development Agreement

DA Exhibit C requires Shoreline Park to be built prior to completion of the 550th unit or 5 years after first building permit. Submittal of this FDP application is intended to facilitate development of the park in a timely manner. Otherwise, the DA does not specifically dictate any requirements for FDPs or revisions to the PDP.

Oak to Ninth Design Guidelines

The Oak to Ninth Brooklyn Basin Design Guidelines (Design Guidelines) include the following guidelines with regards to public open space (with staff comments below each guideline in *italics*):

- Urban Design Principles:
 1. Establish a continuous and diverse network of public open spaces, including parks, promenades and plazas along the Estuary shoreline.

Shoreline Park represents the first of four new parks along the shoreline at Brooklyn Basin. Shoreline Park will be the most urban and active use park of the four, as it will have the most level, hardscape area (as opposed to more natural, planted areas).
 2. Configure and design the open space system to serve as a city-wide and regional resource.

The proposed design does not include any specific programming at this time that would preclude a broad audience. The large, level hardscaped areas of Shoreline Park are conducive to city-wide and regional events, as is the proximity to the waterfront.
 3. Create walkable and lively public streets, open spaces and pedestrian ways that provide strong visual and pedestrian linkages between the waterfront and inland areas.

Shoreline Park includes three major entrances to the park, which should be made visually prominent and emphasize the connection to the waterfront.
 4. Provide a range of cultural, recreational and commercial activities that reinforce the public destination appeal and civic role of the waterfront.

The proposed park design includes recreation and commercial opportunities, including restaurant and retail space within the Ninth Avenue Terminal building. Staff will request more information about recreational programming of the exterior park areas as part of the FDP review process.
 5. Not applicable.

6. Maintain and enhance public views to the waterfront.

The proposed park design includes ample waterfront access and includes landscaped axis and focal points designed to frame and accentuate views across the Estuary and Bay.

- Urban Design Concept: A Continuous Necklace of Waterfront Open Space:

Shoreline Park along the southern and western edges of the community provides a grand civic space oriented to the open water of Brooklyn Basin. The park is designed to accommodate large celebrations, concerts, water festivals, as well as day-to-day activities, such as informal play and passive recreation. Much of the park is built on the existing pile-supported pier structure of the Ninth Avenue Terminal, the maritime history of which will be celebrated through interpretive elements and displays.

Shoreline Park is designed to accommodate large events, although the frequency and programming of those events is not yet clear. Staff will request more information from the applicant as part of the FDP review process. Staff will also request more information regarding design details designed to provide visual linkages and unity between all of the Brooklyn Basin parks.

- Urban Design Concept: A Diverse Mix of Public-Oriented Activities

Ninth Avenue Terminal: A refurbished section of the Ninth Avenue Terminal will provide an opportunity for historical and interpretive exhibits that celebrate the maritime heritage of the site, a cultural center, community-gathering place, restaurant and retail opportunities.

The Ninth Avenue Terminal design includes 200 square feet of interpretive exhibits and historical information. In addition, the space is designed to provide restaurant and retail opportunities as well as unprogrammed interior space.

CALIFORNIA ENVIRONMENTAL QUALITY ACT

The City Council certified an EIR for the existing project approvals on January 20, 2009. Prior to consideration of the FDP application by the Planning Commission, staff will evaluate whether or not any circumstances could feasibly trigger the requirement for subsequent or supplemental environmental review under CEQA.

DESIGN AND RELATED ISSUES

Design

The applicant is working with staff to ensure that key decision-makers have adequate opportunity to opine regarding desirable elements of the park and design details. As such, the plans before the DRC at this time are not yet schematic drawings appropriate to a FDP application. The intent of the plans currently in front of the DRC is to elicit response to the conceptual design and allow the DRC to recommend direction for further design refinement. Staff recommends that refinement of the Shoreline Park plans include the following:

- Further design development and refinement of the following park areas:
 - Three main park entrance points;
 - Major axis points;
 - Park detail at edge of Bay; and
 - Planting plan.
- Surface treatment diagram with examples of proposed materials keyed to diagram;
- Conceptual signage diagram specific to Shoreline Park;
- Interpretive opportunity diagram with interpretive opportunities identified and examples keyed to diagram;
- Public art diagram with opportunity sites identified and examples keyed to diagram;
- Reuse opportunity diagram with reuse opportunities identified and images of materials/features to be reused keyed to diagram;
- Sustainable design concept diagram with sustainable design and interpretive features identified and images of examples keyed to diagram;
- Diagram of design details to provide visual linkages and unity between Brooklyn Basin parks;
- Circulation diagram showing main park entry points, pathways, connections and access to/views of Bay (and path widths/materials/classifications should be identified);
- Activity diagram showing ways in which different areas might be used (e.g., event area, water viewing area, bicycle path, etc.);
- A matrix of physical park features and types/frequency of events indicating whether they are permitted under current BCDC and State Lands regulations (both agencies have jurisdiction over the park); and
- Illustrative perspective drawings from three or more vantage points descriptive of visitors' experience of the park.

Regulatory Environment

In addition to City of Oakland regulations, development of Shoreline Park is also subject to BCDC and State Lands jurisdictions regarding allowable use of this waterfront property, as follows:

- *State Lands Jurisdiction:* The Public Trust Policy for the California State Lands Commission controls waterfront land uses generally (and Shoreline Park, specifically), as follows:

Uses of trust lands, whether granted to a local agency or administered by the State directly, are generally limited to those that are water dependent or related, and include commerce, fisheries, and navigation, environmental preservation and recreation. Public trust uses include, among others, ports, marinas, docks and wharves, buoys, hunting, commercial and sport fishing, bathing, swimming, and boating. Public trust lands may also be kept in their natural state for habitat, wildlife refuges, scientific study, or open space. Ancillary or incidental uses, that is, uses that directly promote trust uses, are directly supportive and necessary for trust uses, or that accommodate the public's enjoyment of trust lands, are also permitted. Examples include facilities to serve visitors, such as hotels and restaurants, shops, parking lots, and restrooms. Other examples are commercial facilities that must be located on or directly adjacent to the water, such as warehouses, container cargo storage, and facilities for the development and production of oil and gas. Uses that are generally not permitted on public trust lands are those that are not trust use related, do not serve a public purpose, and can be located on non-waterfront property, such as residential and nonmaritime related commercial and office uses.

In summary, applicable State Lands jurisdiction requires Shoreline Park uses to be waterfront-related and public in nature. For example, a designated playground area including fencing and standard playground equipment might not be permitted under State Lands jurisdiction; however, a public art or interpretive installation that is of maritime interest on which children can play would be permitted.

- *Bay Conservation and Development Commission*

With regards to the Shoreline Park project, The Bay Conservation and Development Commission (BCDC) has jurisdiction over the 100 feet of land inland from the San Francisco Bay shoreline and requires the provision of a minimum 10-foot wide section of the Bay Trail through all redeveloped bayfront parcels in their jurisdiction, as well as "maximum feasible public access" (Shoreline Spaces: Public Access Design Guidelines for the San Francisco Bay, BCDC). More specifically, Shoreline Park is subject to a BCDC Permit (No. 2006.007.01) that is generally consistent with the PDP (see Attachment B), and includes: 345,000 square feet of access, including a public fountain, 40 benches, pedestrian-scale lighting, wharf railings, one Bay Trail directional map, four interpretive/historic markers, a vertical trail marker; a 24,600 square-foot rain garden for stormwater detention, as well as public access improvements along the train trestle located to the northeast of the Ninth Avenue Terminal.

Issues

Staff has identified the following concerns for Design Review Committee consideration:

- What is the main vision or themes for Shoreline Park?

Shoreline Park will be a major new park for the City of Oakland and will be a regional draw because of its proximity to the Bay. In addition, it is the first of four new parks (and one expanded park) in Brooklyn Basin. The addition of 10 acres of park in the near future (and 30 acres when the Brooklyn Basin project is built out) is a very significant positive change for Oakland. Shoreline Park will have a distinct personality due its unique situation of being located on human-made structure (existing pile-supported wharf), and will set the tone for the entire park system at Brooklyn Basin. In addition, Shoreline has the unique distinction of being located at the site of a historic structure and use (the Ninth Avenue Terminal break-bulk shipping facility). In addition to providing recreation opportunities expected of municipal and regional parks, Shoreline Park should carry out a unified vision (or multiple themes) in the design, details, and planned use for the site. Examples of possible themes include sustainable design and reuse, public art garden, and historic interpretation. A vision or themes could be carried out in the design details of the park plan. For example, sustainable design materials used throughout the park could benefit from interpretive materials and public art/displays that demonstrate how sustainable materials are made. Staff believes the park plans should state and demonstrate development of a clear vision and/or themes that will engage the public in a meaningful way.
- Identify desirable park activities and recreational programming.

As noted above, staff believes it would be beneficial to identify all possible and desirable uses of Shoreline Park. This exercise would reveal what the community wants at this park, which would indicate how to further develop the park plans. In addition, because of the complex regulatory environment for Shoreline Park (including the limitations related to BCDC and State Lands jurisdiction noted above), this exercise would help clarify what can and cannot be included in the park in terms of facilities and programming.
- How much more detailed should plans be?

As noted above, the current Shoreline Park submittal is not yet complete. Staff has indicated the level of information required to ensure that the park is constructed consistent with Planning Commission approval. Does the DRC recommend delivery of additional materials beyond those identified by staff?
- Required Findings.

The Shoreline Park FDP application will be subject to required findings related to FDPs, design review and demolition of historic properties, as shown in Attachment E to this report. The DRC may want to consider whether they are

able to recommend approval of the project based on the required findings (see *Attachment E: Required Findings*).

- Fiscal Impact.

There will be no fiscal impact to the City of Oakland related to development and maintenance of Shoreline Park. The project is responsible for both development and maintenance of all Brooklyn Basin parks, including Shoreline Park.

Regarding development costs and responsibilities, the Development Agreement between City of Oakland, Redevelopment Agency of the City of Oakland, and Oakland Harbor Partners, LLC (Development Agreement) Section 4.4.2 states that:

“Developer, at it[s] sole cost, shall be responsible for the construction of the Public Open Space improvements for that portion of the Public Open Space located east of the Lake Merritt Channel pursuant to plans approved by the City, which plans shall be substantially similar to the conceptual plans included within the Project Approvals... Notwithstanding the foregoing to the contrary, Developer shall have the right to fund all or a portion of the costs associated with the construction of the Public Open Space improvements through the CFD {Community Facilities District}.”

In summary, the Development Agreement states that the developer, ZOHP, is responsible for construction and delivery of park improvements to the City of Oakland.

Regarding future ongoing park maintenance, the Development Agreement assumes maintenance to be undertaken by the project:

“The City and Developer shall work together to form the CSD {Community Services District} (Section 4.4.4)... The CSD would be responsible for day to day maintenance of the following public improvements pursuant to the Minimum Maintenance Standards attached hereto as Exhibit F: (i) the improvements within the Public Open Space (including, without limitation, the pile supported deck underlying Shoreline Park) (Section 4.4.4.2)... Regardless of whether or when the CSD is formed, (i) the CFD shall be formed, and (ii) full funding established and authorized as necessary to fulfill in perpetuity (A) the maintenance and service obligations specified in this Section 4.4 or otherwise specified for inclusion in the CSD or CFD budget...” (Section 4.4.4.4)

In summary, the DA states that a CSD and/or CFD or other separate financial tool, acceptable to the City will fund park maintenance and not the City of Oakland.

Staff is currently working with the developer, ZOHP, to establish a Community Facilities District and other financial tools to provide park maintenance that ensure no City of Oakland responsibility, consistent with the terms of the Development Agreement. In the meantime, Shoreline Park is subject to an

Estoppel Certificate recognizing the Applicant's responsibility to maintain Shoreline Park.

CONCLUSION

Staff requests the DRC to conduct design review of the proposal. Specifically, staff requests the DRC to:

- Review and comment on the completeness of the plans and further recommended design development and detail;
 - Which use areas should be shown enlarged with schematic design-level detail?
 - Which planting areas should be shown at schematic-design level detail?
 - Does the DRC agree that the staff-developed list of details and diagrams should be part of the FDP submittal?
- Comment on a vision and/or design themes for Shoreline Park, including the following:
 - Design elements to provide linkages between Brooklyn Basin parks;
 - Sustainable design;
 - Public art;
 - Historic use; and
 - Interpretive experience/information.
- Comment on the plans, as developed to date; and
- Comment on desirable uses/type and number of events for Shoreline Park.

Prepared by:



CATHERINE PAYNE
Planner III

Approved for forwarding to the
Design Review Committee:

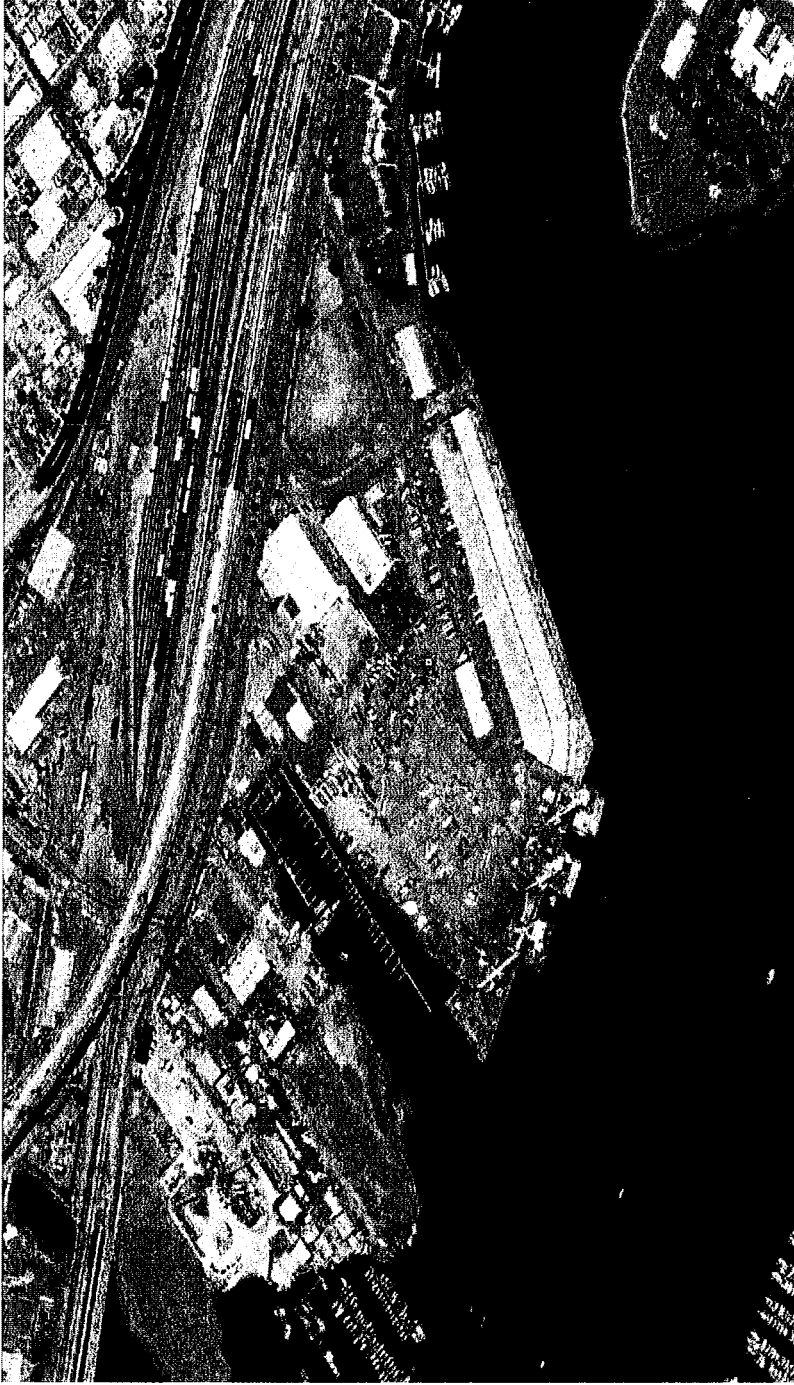


Robert D. Merkamp
Development Planning Manager

Attachments:

- A. Proposed Project Plans, dated June 8, 2015
- B. Adopted Brooklyn Basin PUD
- C. PRAC Staff Report, dated April 8, 2015
- D. LPAB Staff Report, dated March 9, 2015
- E. Required Findings
- F. Image Study

A. Proposed Project Plans, dated June 12, 2015



FINAL DEVELOPMENT PLAN: JUNE 12, 2015

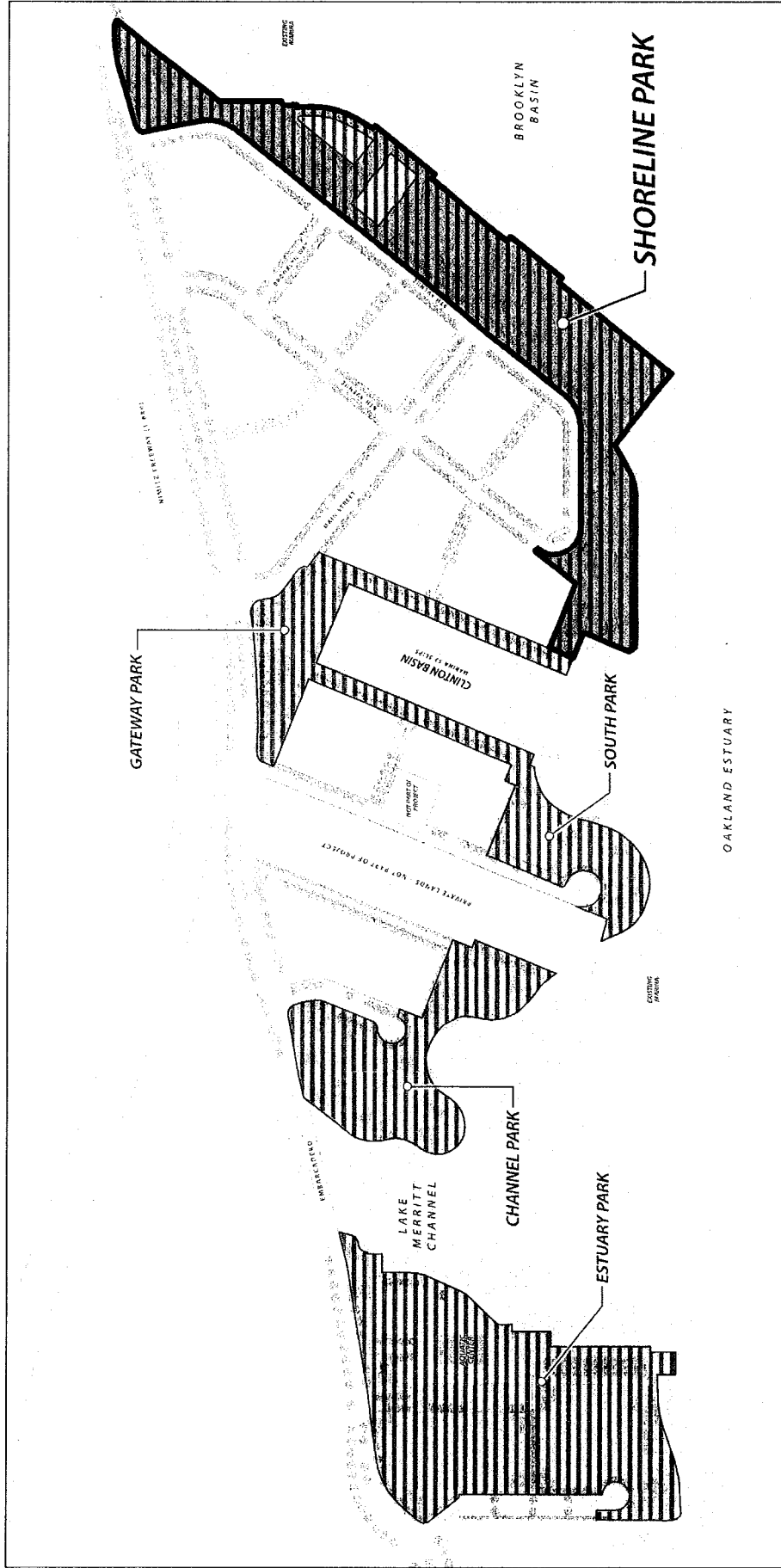
Shoreline Park Design Plan, Brooklyn Basin

Prepared for Signature Development / Larrison by ROMA Design Group



REGIONAL AND LOCAL CONTEXT

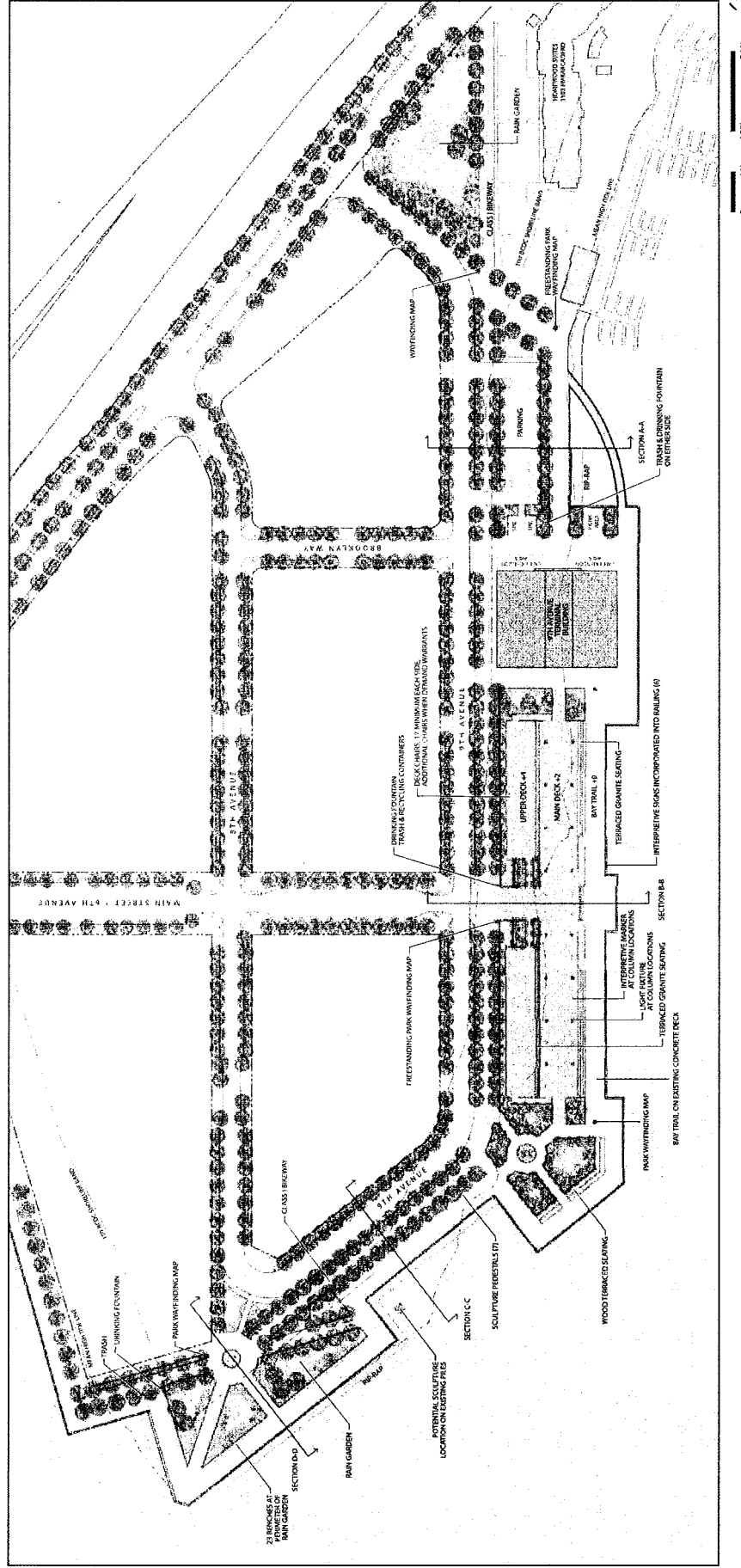
SHORELINE PARK DESIGN PLAN, BROOKLYN BASIN
FINAL DEVELOPMENT PLAN, JUNE 12, 2015 · PREPARED FOR SIGNATURE DEVELOPMENT / ZARSON BY ROMA DESIGN GROUP



OPEN SPACE CONTEXT

SHORELINE PARK DESIGN PLAN, BROOKLYN BASIN

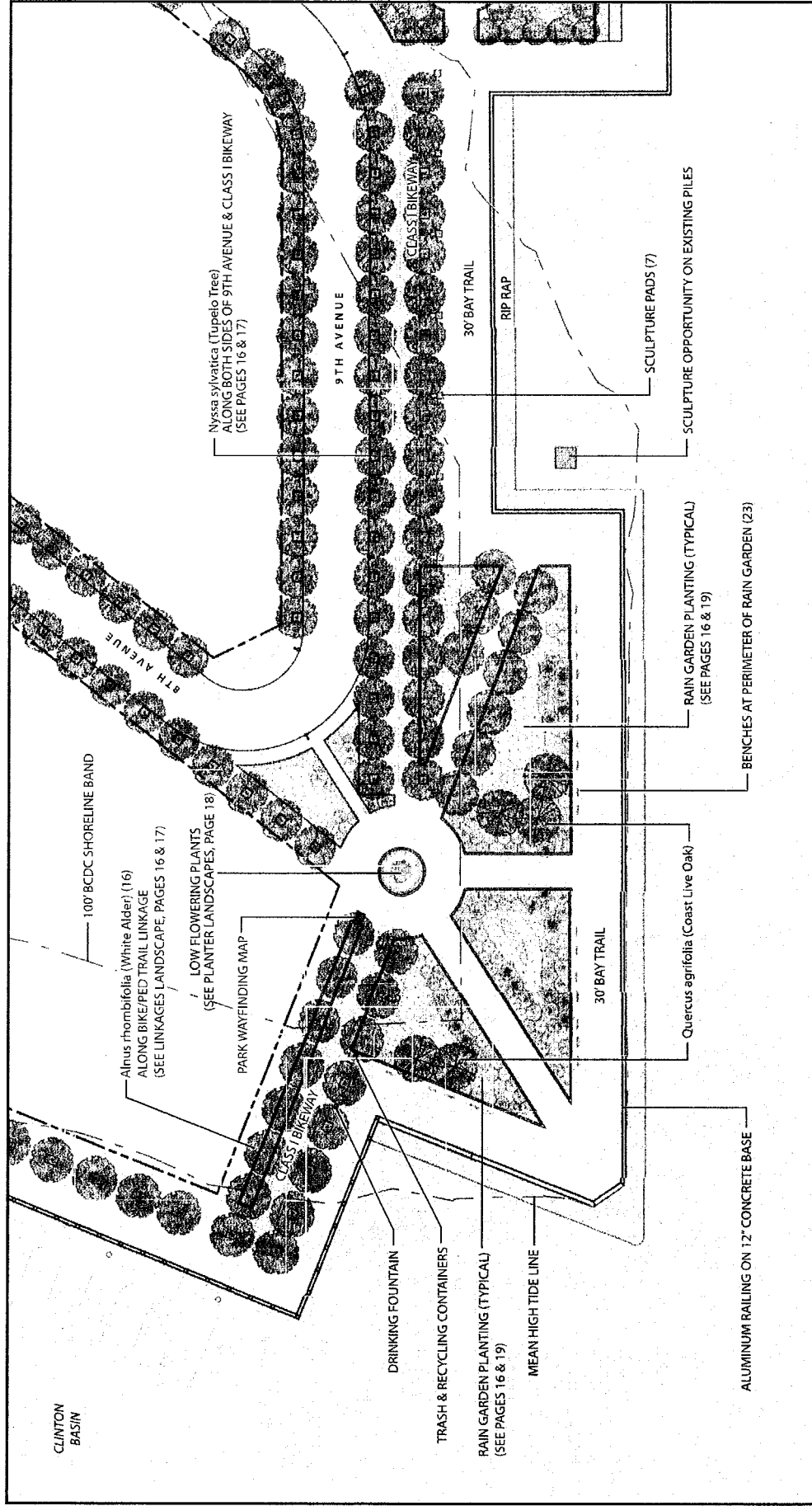
FINAL DEVELOPMENT PLAN, JUNE 12, 2015 • PREPARED FOR SIGNATURE DEVELOPMENT / ZARSON BY ROMA DESIGN GROUP



SHORELINE PARK DESIGN PLAN

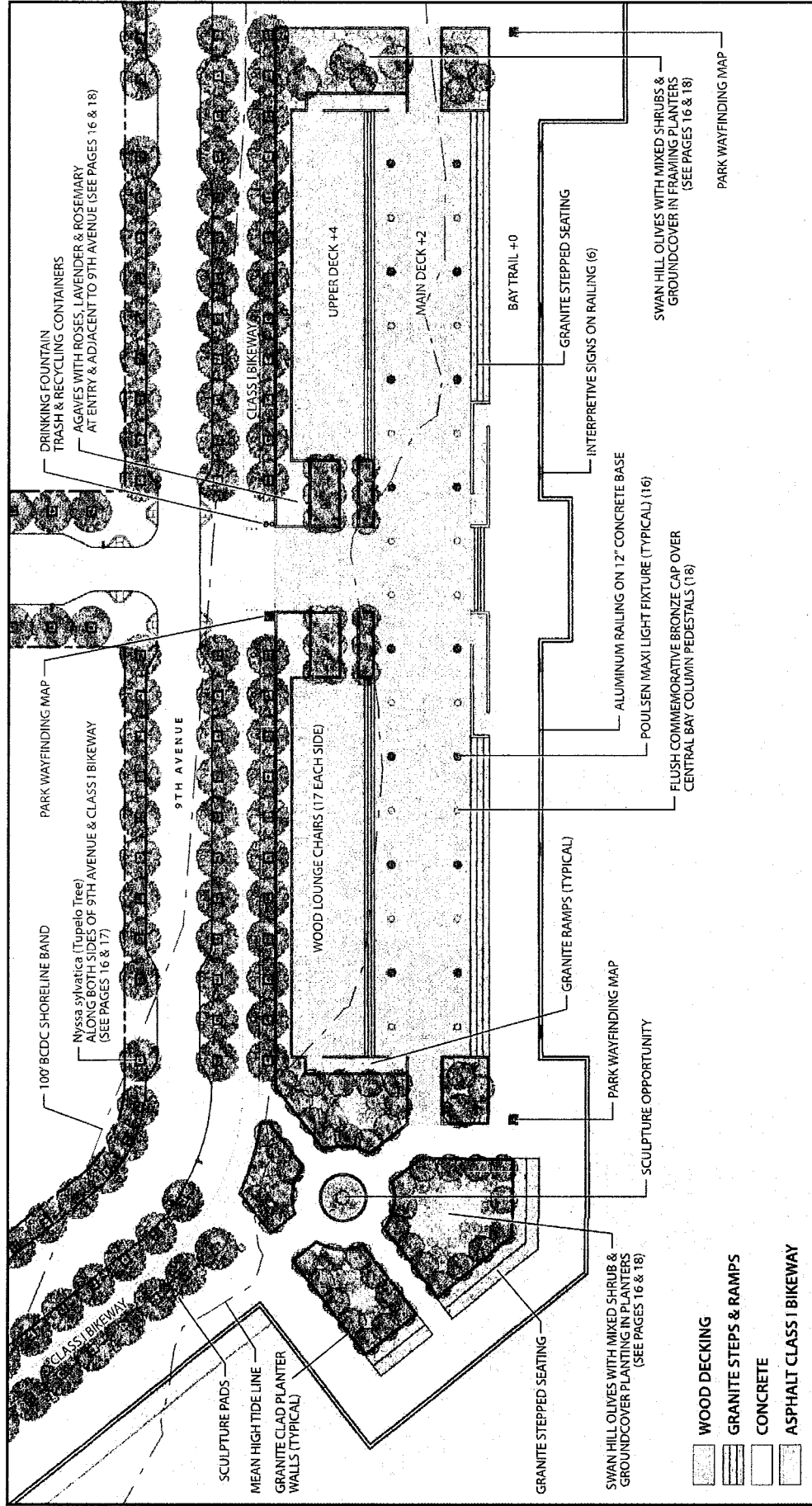
SHORELINE PARK DESIGN PLAN, BROOKLYN BASIN

FINAL DEVELOPMENT PLAN, JUNE 12, 2015 • PREPARED FOR SIGNATURE DEVELOPMENT / ZARSON BY ROMA DESIGN GROUP



WEST RAIN GARDEN LANDSCAPE PLAN

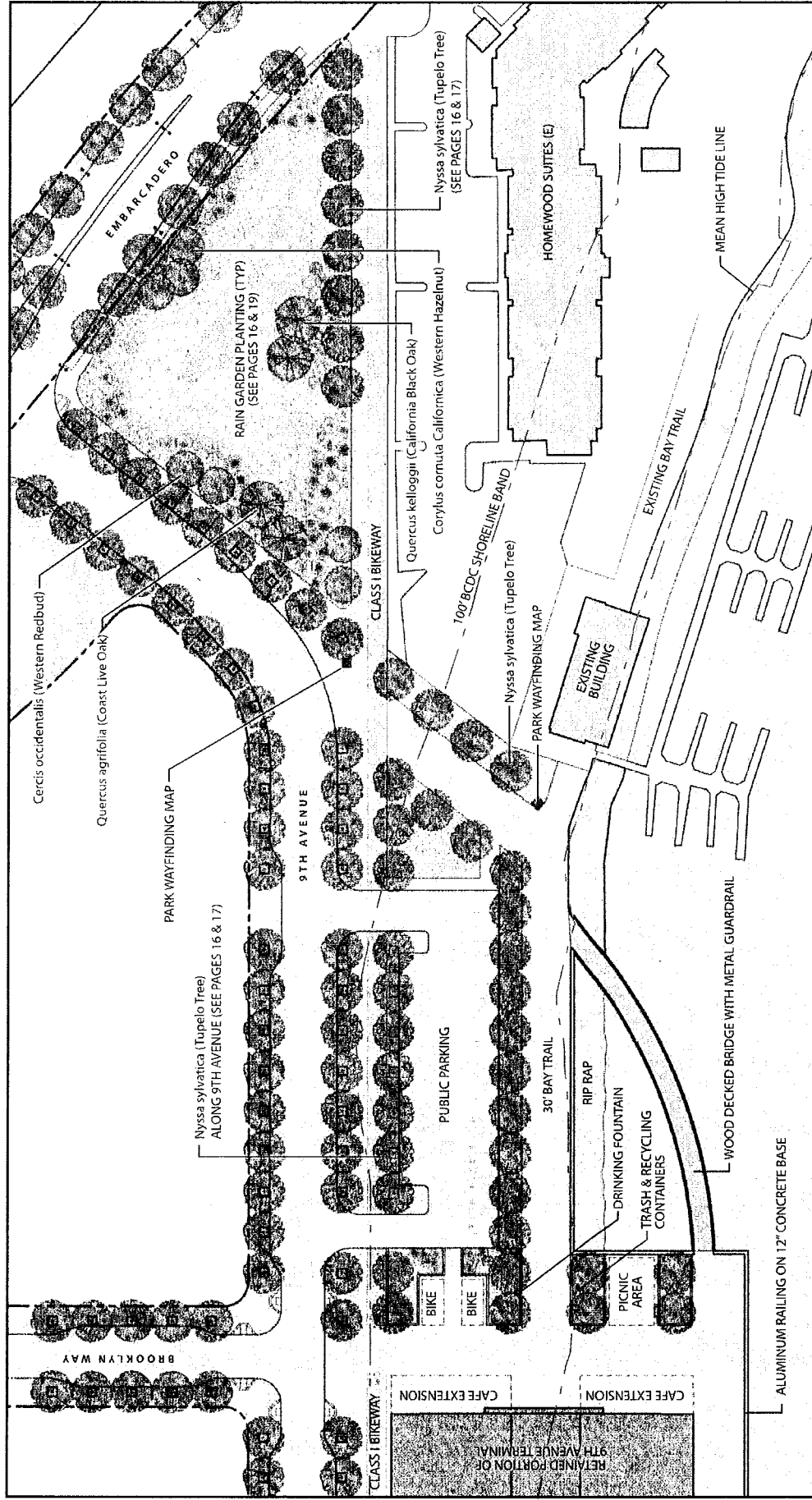
SHORELINE PARK DESIGN PLAN, BROOKLYN BASIN
FINAL DEVELOPMENT PLAN, JUNE 12, 2015 - PREPARED FOR SIGNATURE DEVELOPMENT / ZARSON BY ROMA DESIGN GROUP



CENTRAL PLAZA LANDSCAPE PLAN

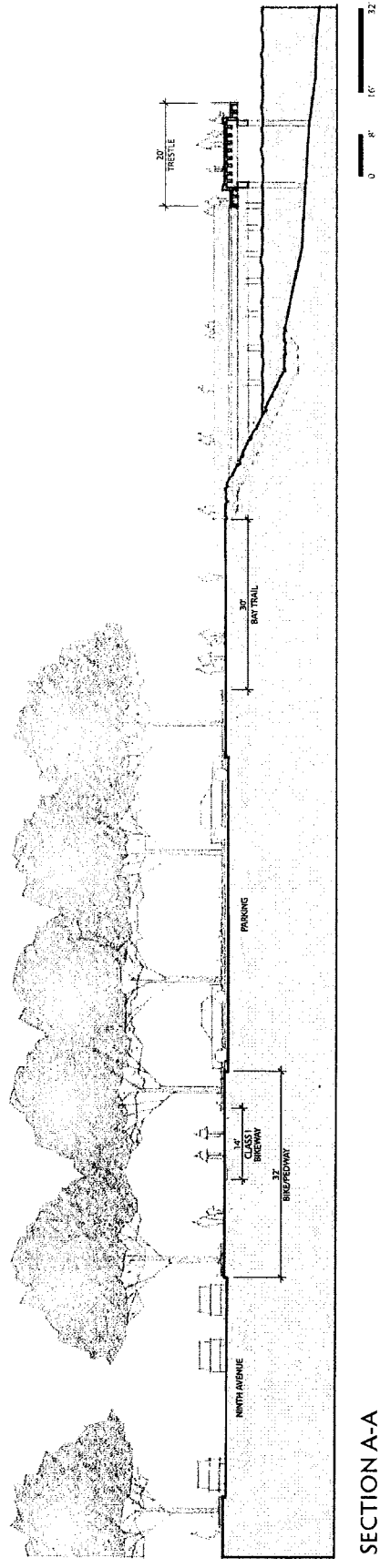
SHORELINE PARK DESIGN PLAN, BROOKLYN BASIN

FINAL DEVELOPMENT PLAN, JUNE 12, 2015 • PREPARED FOR SIGNATURE DEVELOPMENT / ZARSON BY ROMA DESIGN GROUP

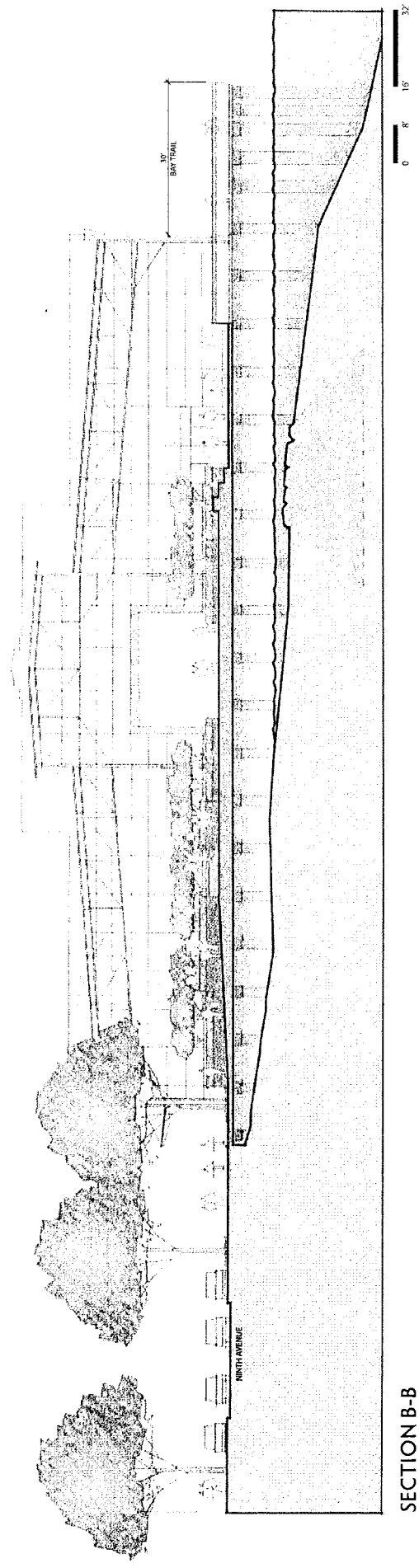


EASTSIDE LANDSCAPE PLAN

SHORELINE PARK DESIGN PLAN, BROOKLYN BASIN
 FINAL DEVELOPMENT PLAN, JUN 12, 2015 - PREPARED FOR SIGNATURE DEVELOPMENT / ZARSON BY ROMA DESIGN GROUP



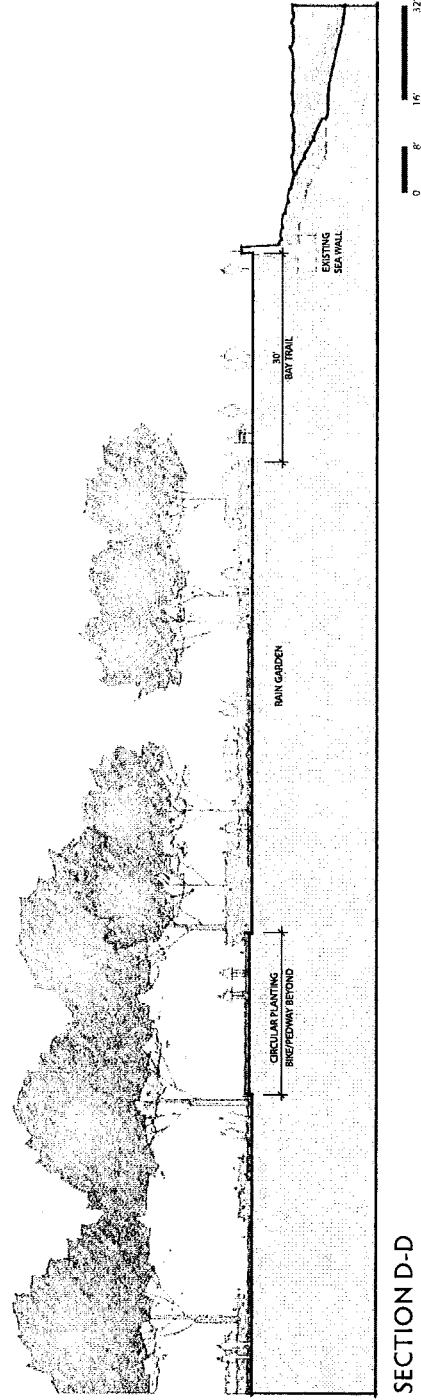
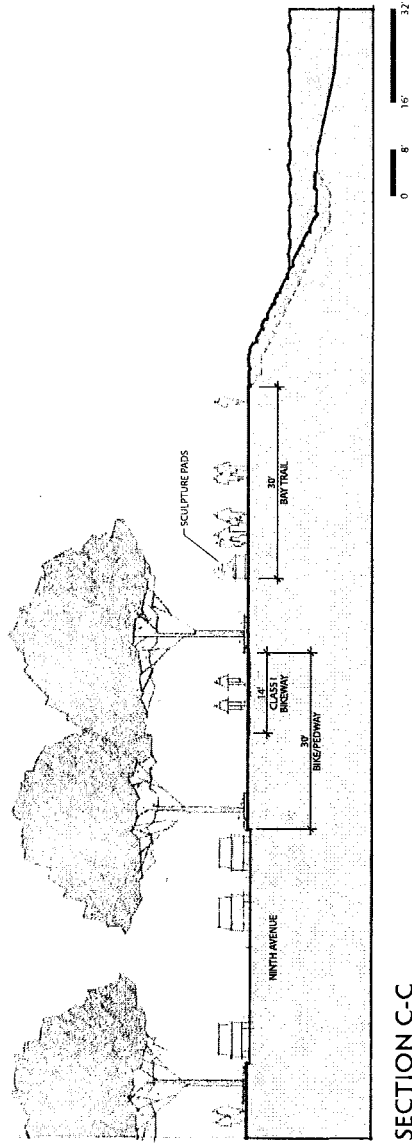
SECTION A-A



SECTION B-B

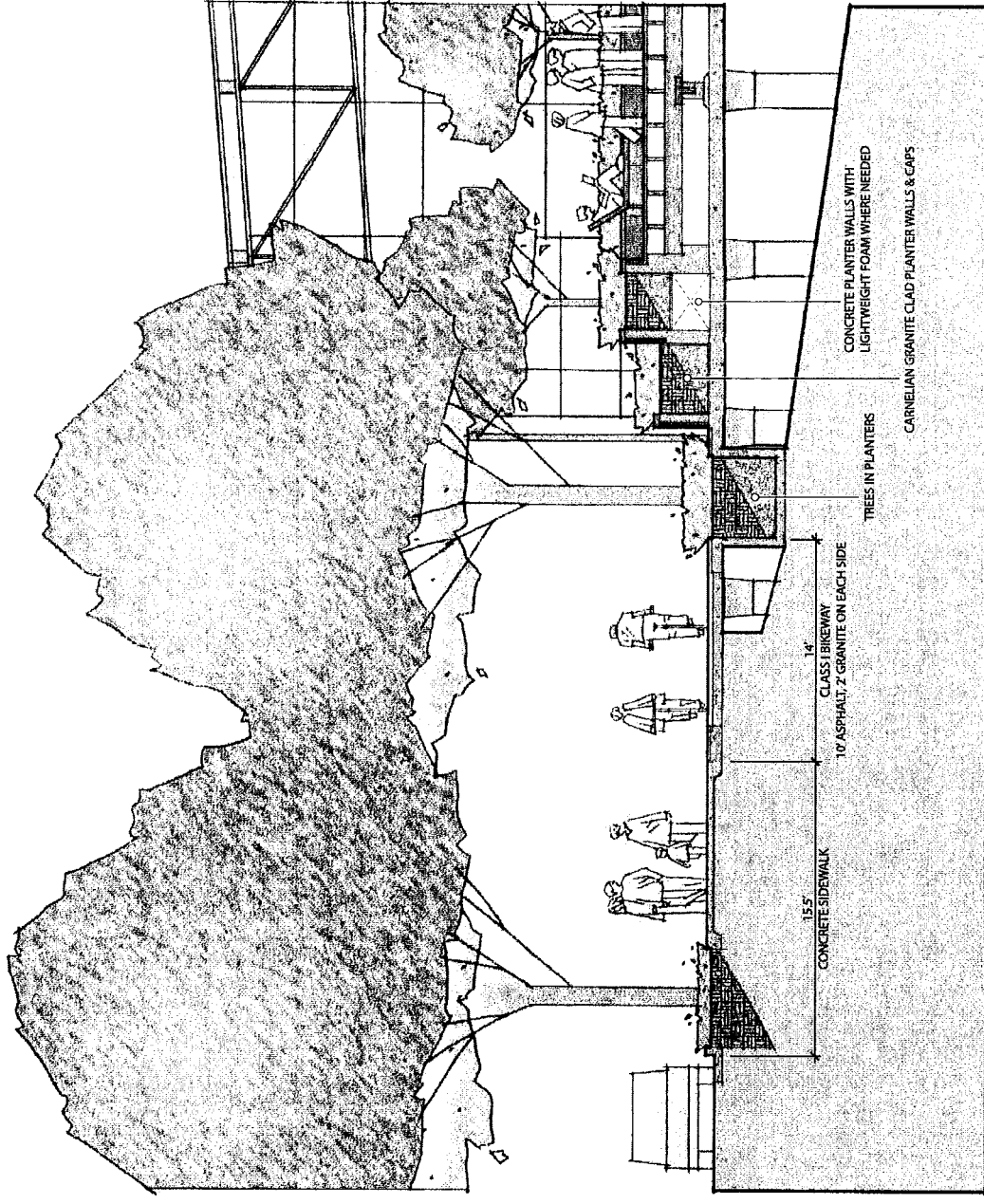
CROSS SECTIONS

SHORELINE PARK DESIGN PLAN, BROOKLYN BASIN
 FINAL DEVELOPMENT PLAN, JUNE 12, 2015 - PREPARED FOR SIGNATURE DEVELOPMENT / ZARSON BY ROMA DESIGN GROUP



CROSS SECTIONS

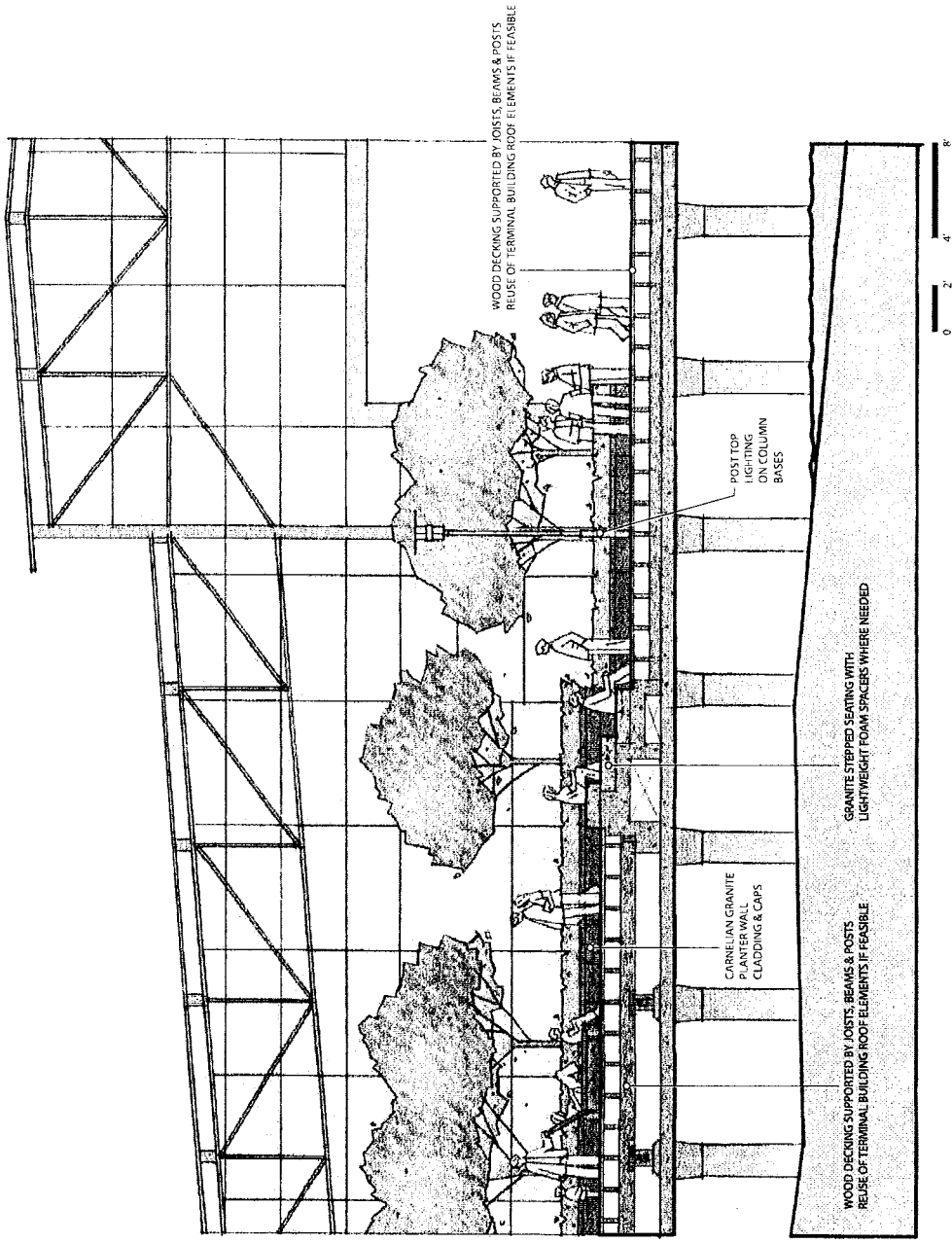
SHORELINE PARK DESIGN PLAN, BROOKLYN BASIN
 FINAL DEVELOPMENT PLAN, JUNE 12, 2015 - PREPARED FOR SIGNATURE DEVELOPMENT / ZARSON BY ROMA DESIGN GROUP



CROSS SECTION AT NINTH AVENUE EDGE OF CENTRAL SPACE

SHORELINE PARK DESIGN PLAN, BROOKLYN BASIN

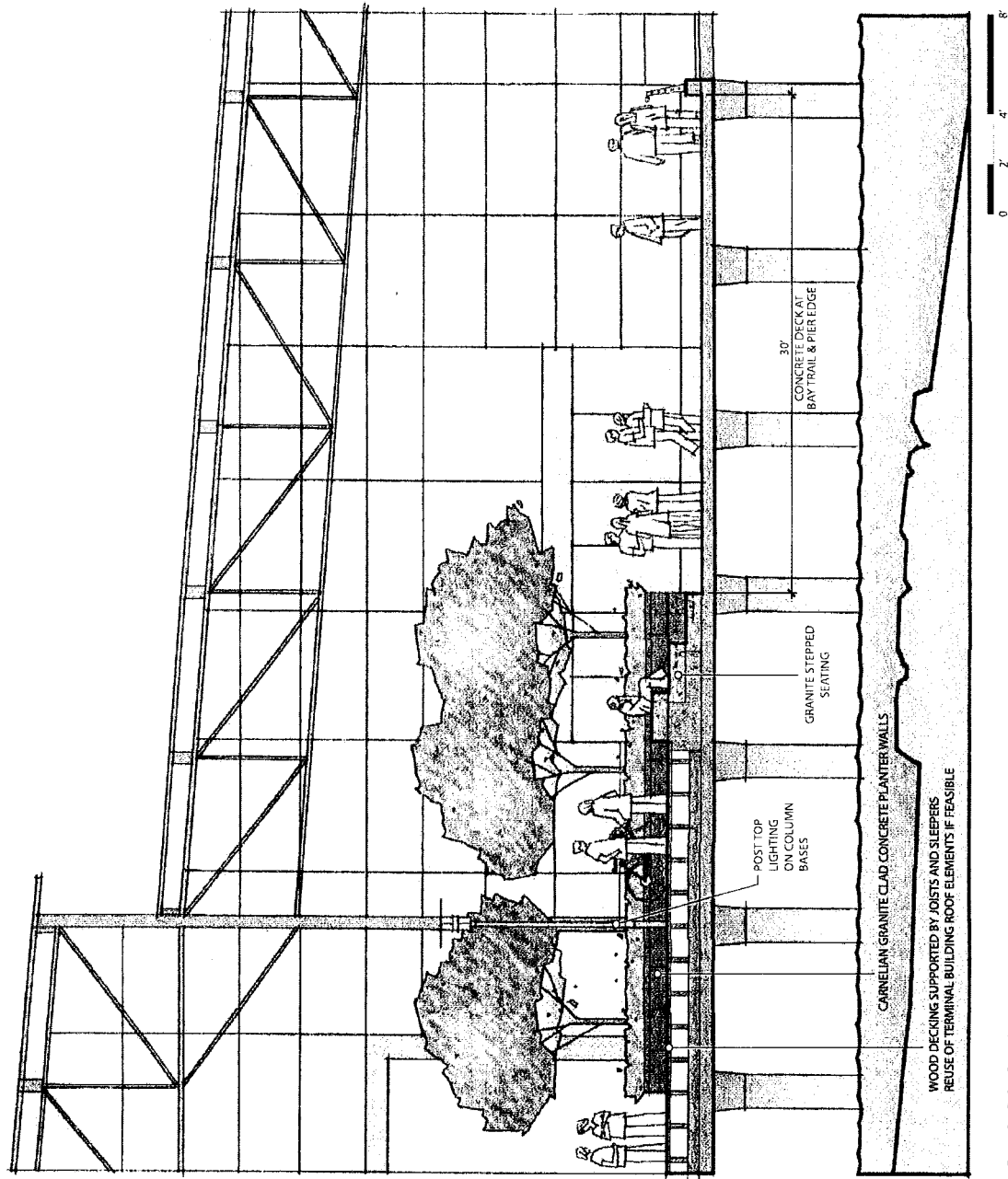
FINAL DEVELOPMENT PLAN, JUNE 12, 2015 • PREPARED FOR SIGNATURE DEVELOPMENT / ZARSON BY ROMA DESIGN GROUP



CROSS SECTION AT UPPER DECK EDGE OF CENTRAL SPACE

SHORELINE PARK DESIGN PLAN, BROOKLYN BASIN

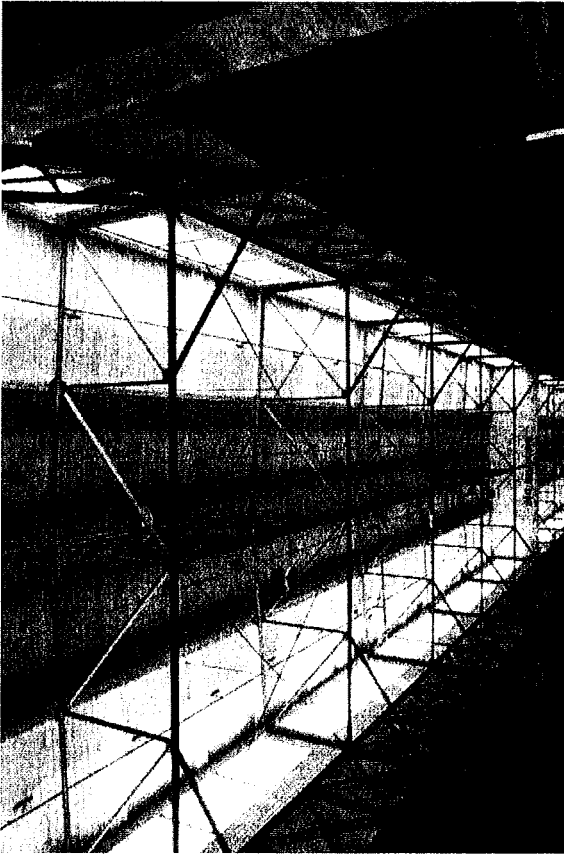
FINAL DEVELOPMENT PLAN, JUNE 12, 2015 - PREPARED FOR SIGNATURE DEVELOPMENT / ZARSON BY ROMA DESIGN GROUP



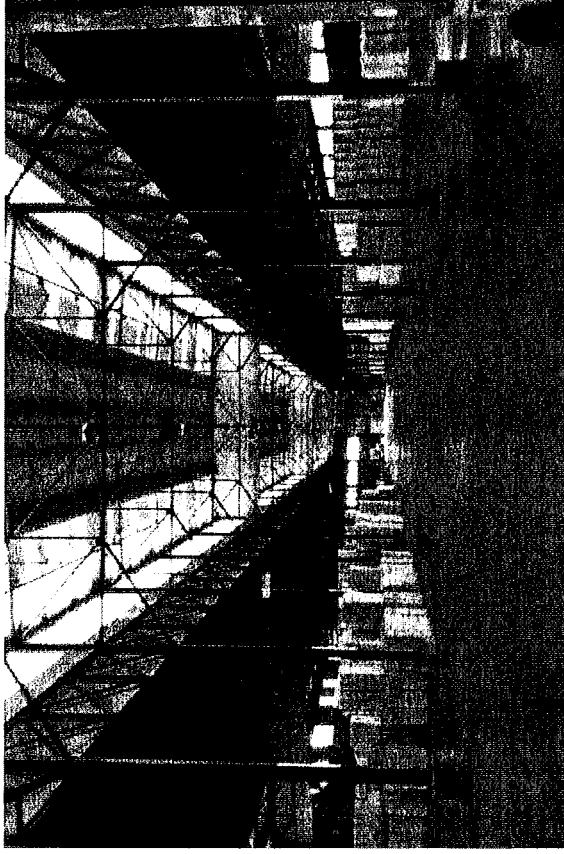
CROSS SECTION AT MAIN DECK EDGE OF CENTRAL SPACE

SHORELINE PARK DESIGN PLAN, BROOKLYN BASIN

FINAL DEVELOPMENT PLAN, JUNE 12, 2015 • PREPARED FOR SIGNATURE DEVELOPMENT / ZARSON BY ROMA DESIGN GROUP



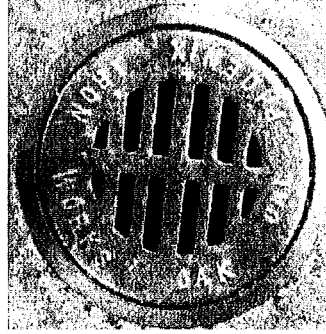
Wood decking and beams to be reused if feasible



Column bases to be retained in Main Deck area & capped or used for lighting



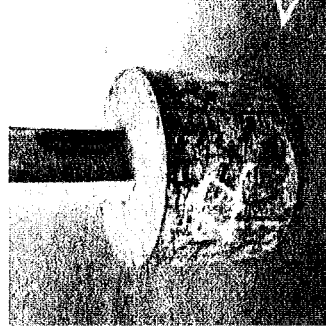
Rail Track



Cast drains retain in place where feasible



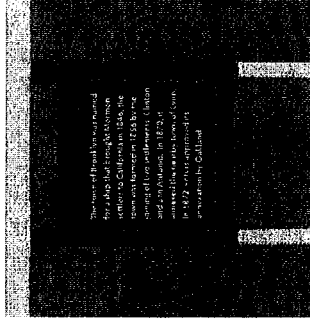
Mooring cleats relocate & reuse along shoreline where appropriate



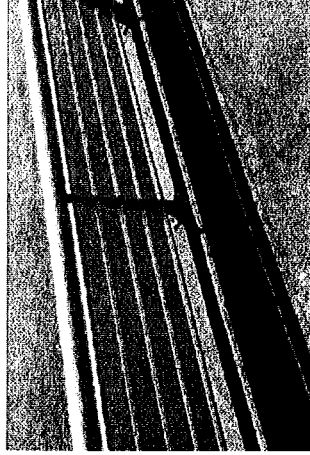
Retain column bases

POTENTIAL RECLAIMED AND SALVAGED ELEMENTS

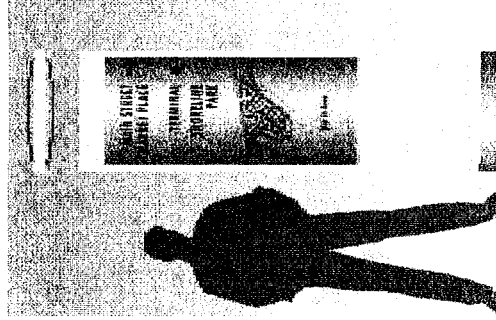
SHORELINE PARK DESIGN PLAN, BROOKLYN BASIN
FINAL DEVELOPMENT PLAN, JUNE 12, 2015 · PREPARED FOR SIGNATURE DEVELOPMENT / ZARSON BY ROMA DESIGN GROUP



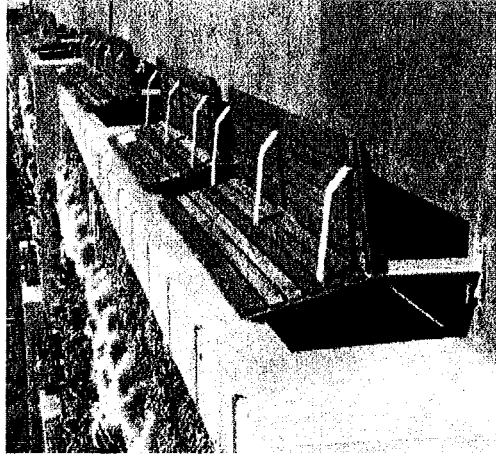
Interpretive Signage on Railing



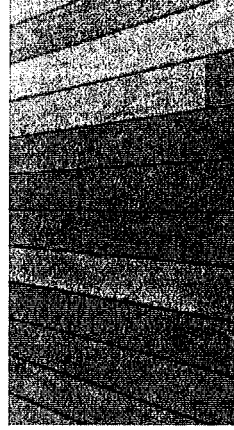
Custom built railing of aluminum tubes
on 12" high concrete curb



Custom Park Wayfinding Signage



Knight Bench, Forms+Surfaces (23)



Wood Decking



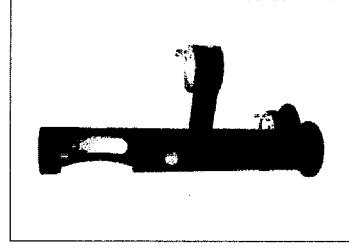
Granite Stepped Seating



Custom Lounge Chairs



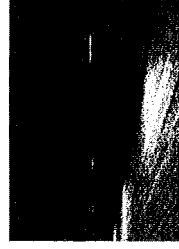
Selux Notch LED Bollard



Halsey Taylor Endura II
Bottle Filling Stations
with Pet Fountain (3)



BigBelly, Solar Powered
Waste & Recycling Stations (3)



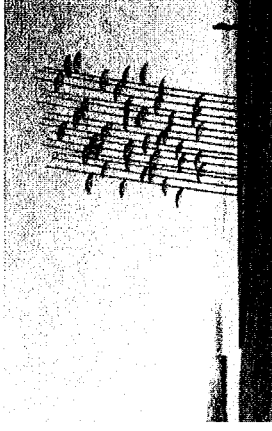
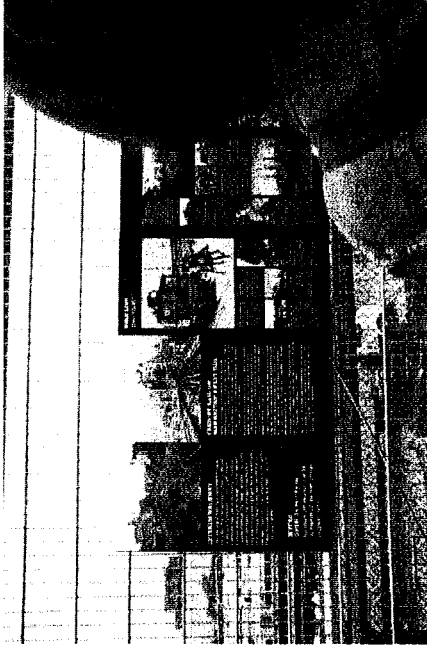
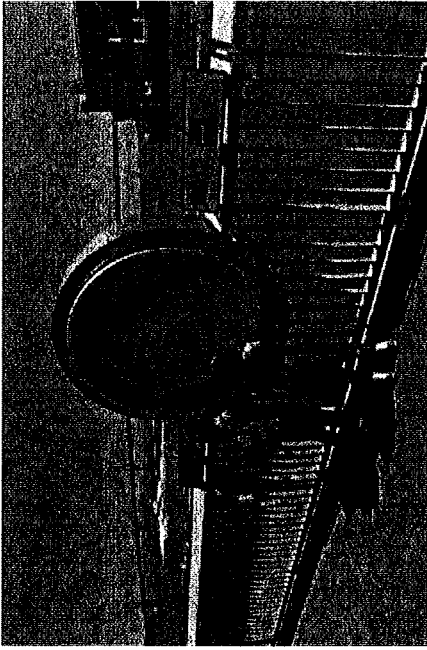
MP Lighting - Wall Mount L49



Poulsen Albertslund Maxi (14' tall)

MATERIALS AND FURNISHINGS PRECEDENTS

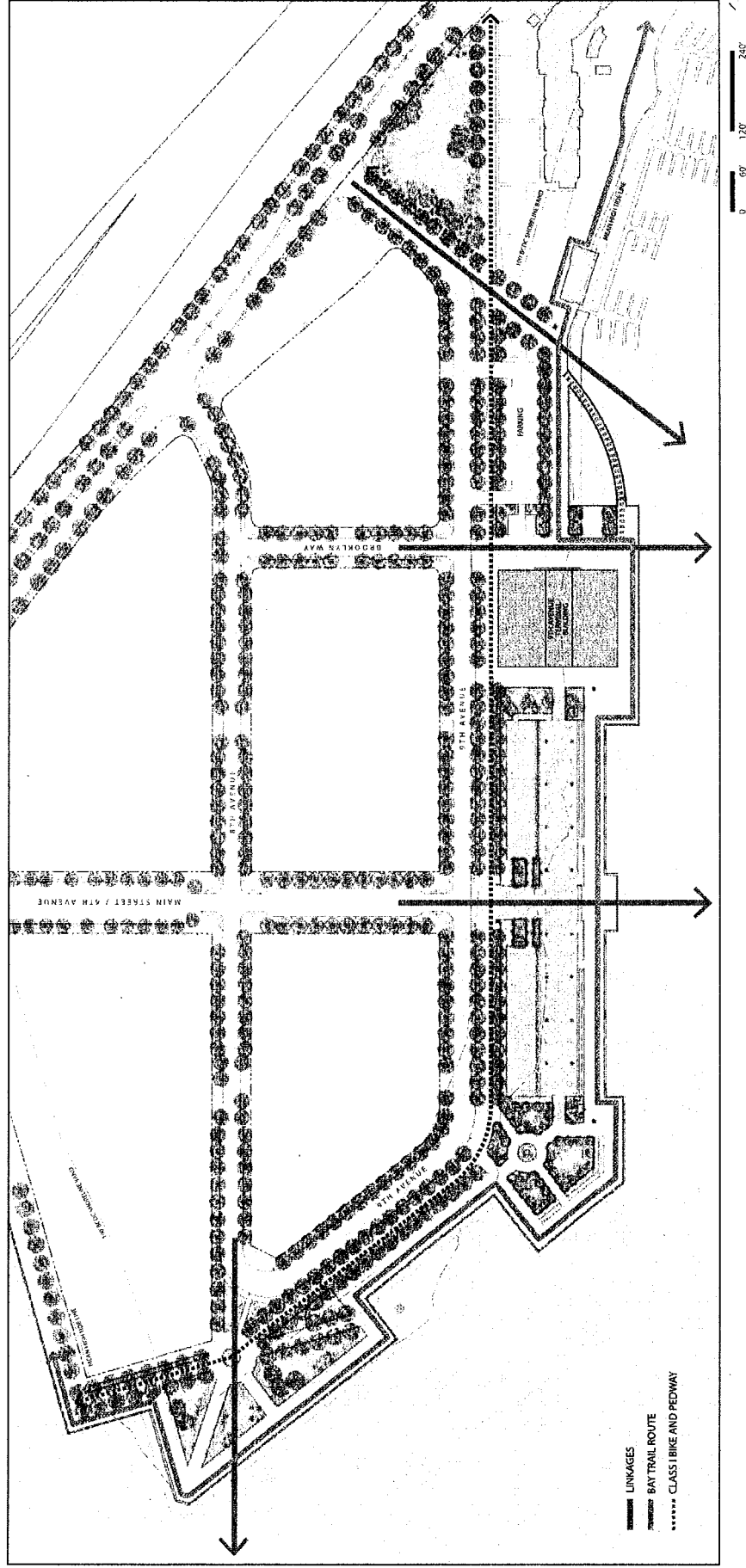
SHORELINE PARK DESIGN PLAN, BROOKLYN BASIN
FINAL DEVELOPMENT PLAN, JUNE 12, 2015 • PREPARED FOR SIGNATURE DEVELOPMENT / ZARSON BY ROMA DESIGN GROUP



DISCOVERY AND ENGAGEMENT PRECEDENTS

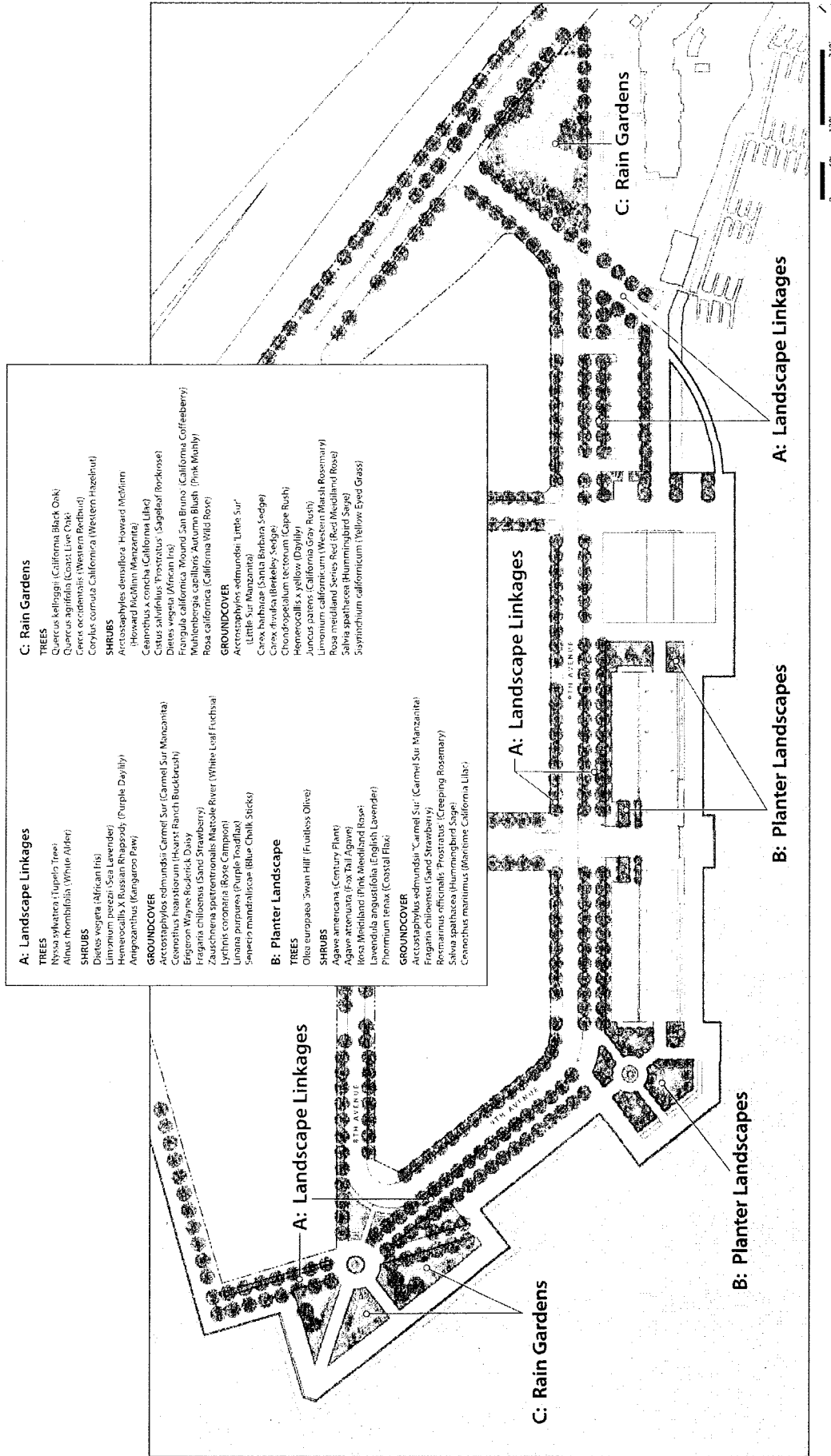
SHORELINE PARK DESIGN PLAN, BROOKLYN BASIN

FINAL DEVELOPMENT PLAN, JUNE 12, 2015 - PREPARED FOR SIGNATURE DEVELOPMENT / ZARSON BY ROMA DESIGN GROUP



CIRCULATION AND LINKAGES

SHORELINE PARK DESIGN PLAN, BROOKLYN BASIN
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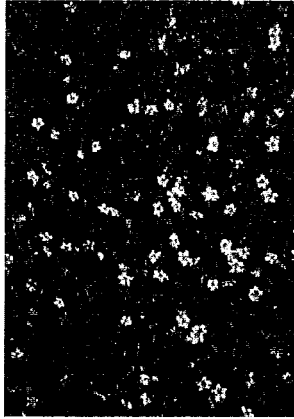


ILLUSTRATIVE PLANTING CONCEPT

SHORELINE PARK DESIGN PLAN, BROOKLYN BASIN
 FINAL DEVELOPMENT PLAN, JUNE 12, 2015 • PREPARED FOR SIGNATURE DEVELOPMENT / ZARSON BY ROMA DESIGN GROUP



Limonium perezii (Sea Lavender)



Fragaria chiloensis (Sand Strawberry)



Anigozanthus "Big Red" (Red Kangaroo Paw)



Anigozanthus (Gold Kangaroo Paw)



Nyssa sylvatica (Tupelo Tree)



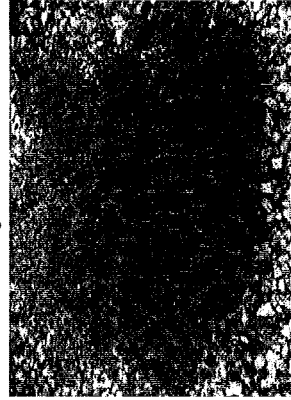
Alnus rhombifolia (White Alder)



Dietes vegeta (African Iris)



Ceanothus hearstiorum (Hearst Ranch Buckbrush)



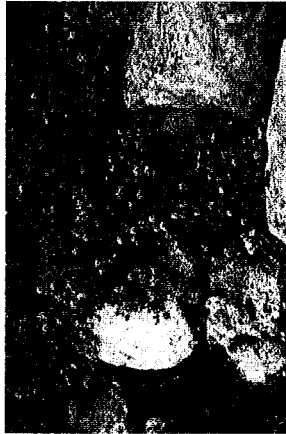
Zauschneria septentrionalis "Mattole River"



Erigeron glauca (Wayne Roderick Daisy)

PLANT PALETTE: LANDSCAPE LINKAGES

SHORELINE PARK DESIGN PLAN, BROOKLYN BASIN
FINAL DEVELOPMENT PLAN, JUNE 12, 2015 · PREPARED FOR SIGNATURE DEVELOPMENT / ZARSON BY ROMA DESIGN GROUP



Ceanothus maritimus (Maritime California Lilac)



Salvia spathacea (Hummingbird Sage)



Agave americana (Century Plant)



Rosmarinus officinalis 'Prostratus' (Creeping Rosemary)



Olea europaea (Swan Hill Olive)



Rosa "Pink Meidiland" (Pink Meidiland Rose)



Arctostaphylos edmundsii "Little Sur"



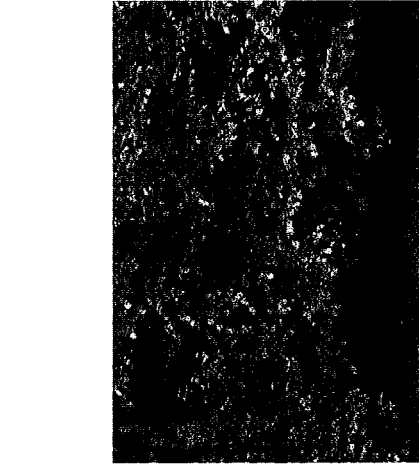
Agave attenuata (Foxtail Agave)



Lavendula angustifolia (Lavender)

PLANT PALETTE: PLANTER LANDSCAPE

SHORELINE PARK DESIGN PLAN, BROOKLYN BASIN
FINAL DEVELOPMENT PLAN, JUNE 12, 2015 - PREPARED FOR SIGNATURE DEVELOPMENT / ZARSON BY ROMA DESIGN GROUP



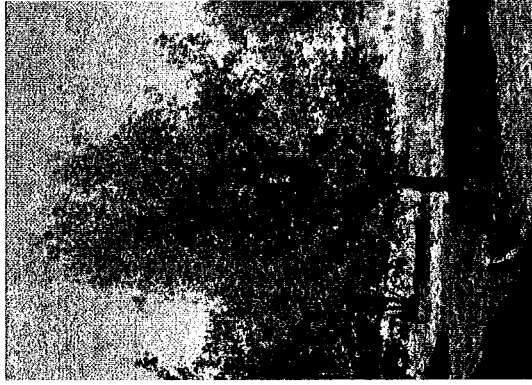
Corylus cornuta California (Western Hazelnut)



Cercis occidentalis (Western Redbud)



Rosa californica (California Wild Rose)



Quercus agrifolia (Coastal Live Oak)



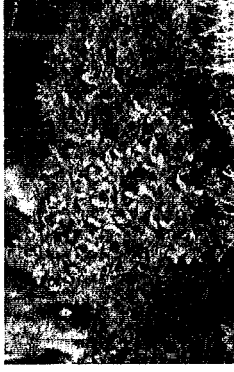
Chondropetalum tectorum (Thatching Reed)



Carex divulsa (Berkeley Sedge)



Cistus salvifolius, 'Prostratus' (Sageleaf Rockrose)



Frangula californica, 'Mound San Bruno'



Juncus patens, 'Elk Blue'



Muhlenbergia capillaris (Pink Muhly Grass)



Ceanothus x Concha



Sisyrinchium californicum (Yellow Eyed Grass)

RAIN GARDEN PLANT PALETTE

SHORELINE PARK DESIGN PLAN, BROOKLYN BASIN
FINAL DEVELOPMENT PLAN, JUNE 12, 2015 · PREPARED FOR SIGNATURE DEVELOPMENT / ZARSON BY ROMA DESIGN GROUP



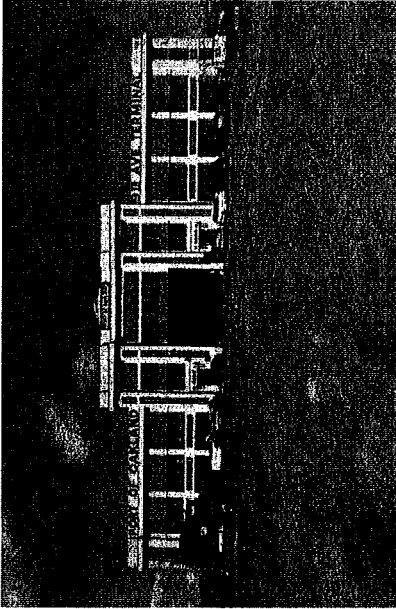
VIEW FROM BAY TRAIL (EAST)



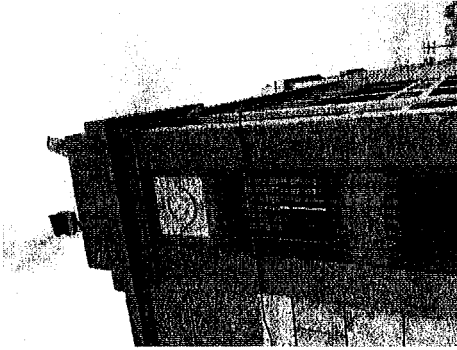
mua architects

Ninth Avenue Terminal
Oakland, California

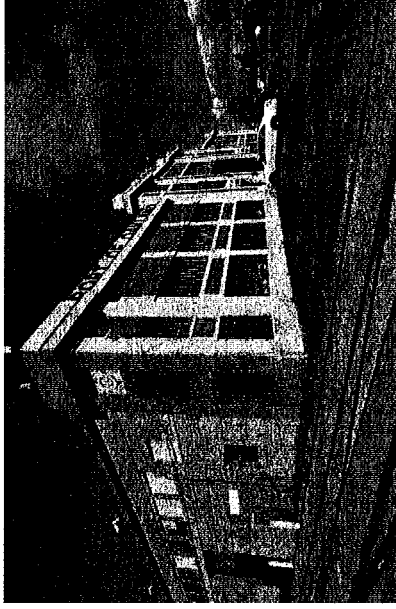
SIGNATURE
DEVELOPMENT
GROUP



FRONT OF BUILDING



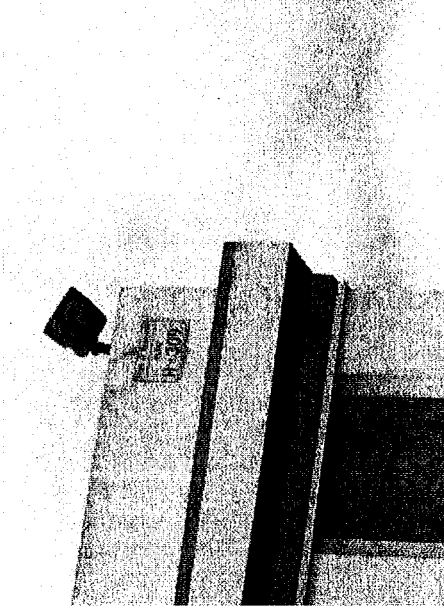
TERRACOTTA DETAIL ON SIDE FACADE



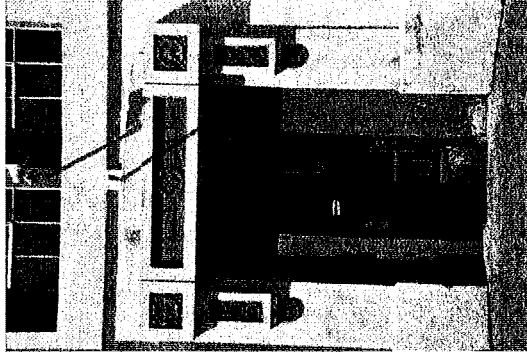
FRONT CORNER – WATER SIDE



LAND SIDE



TERRACOTTA DETAIL ON FRONT FACADE



FRONT DOOR DETAIL

EXISTING PHOTOS

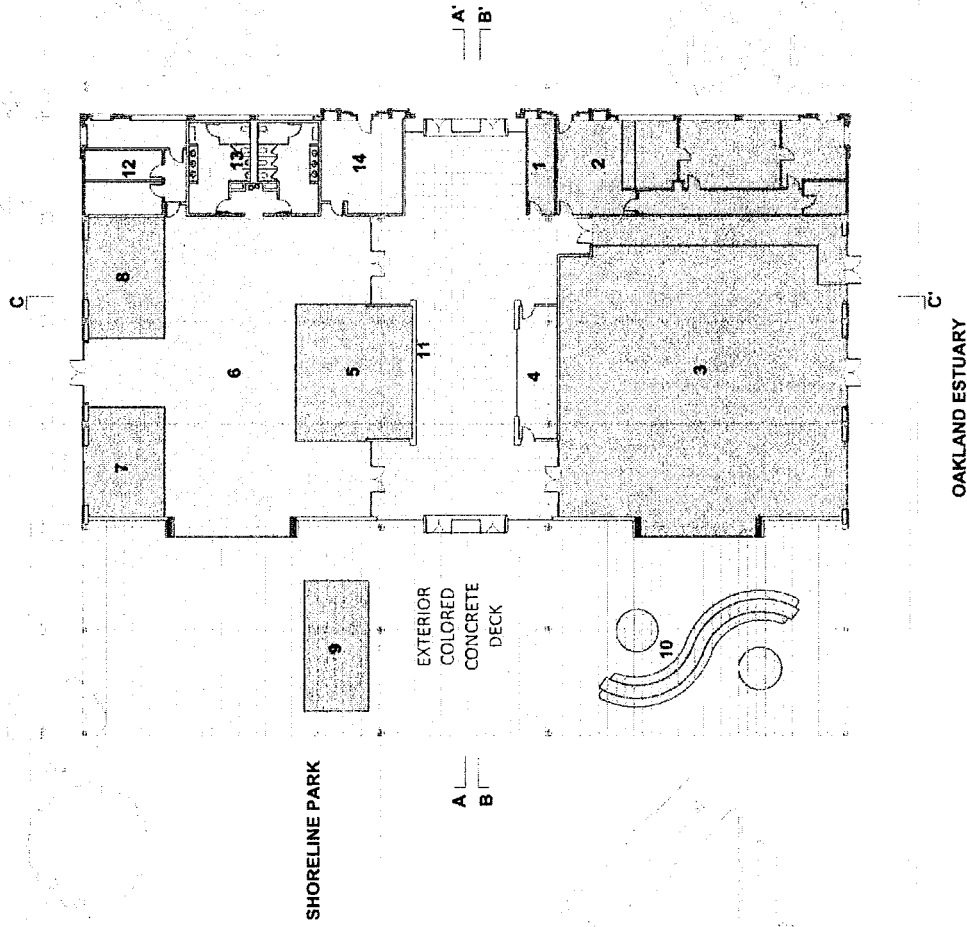


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Oakland, California

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10TH AVENUE



1. TICKET OFFICE
2. GRAB AND GO CAFE
3. RESTAURANT
4. MARITIME DISPLAY
5. RETAIL SPACE
6. SEATING AREA / RETAIL
7. RETAIL SPACE
8. RETAIL SPACE
9. PORTABLE RETAIL KIOSK
10. PORTABLE OUTDOOR SEATING
11. DISPLAY WALL
12. UTILITIES / SERVICE
13. TOILETS
14. OFFICE

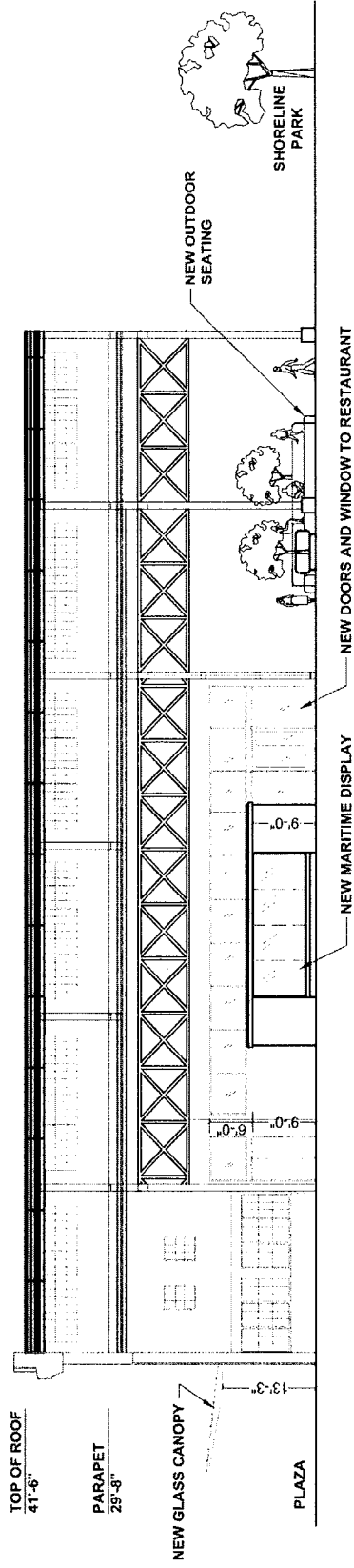
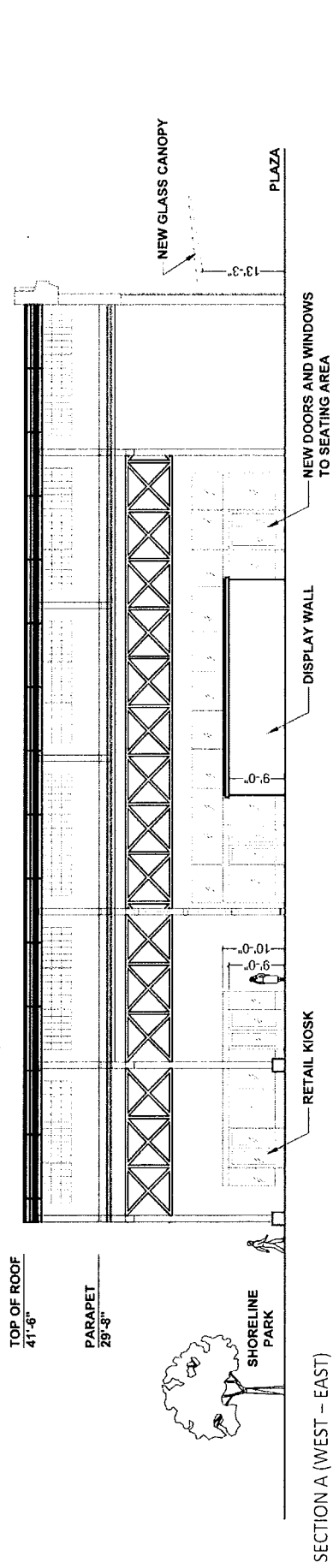
SITE PLAN



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SECTIONS A & B (EAST-WEST)



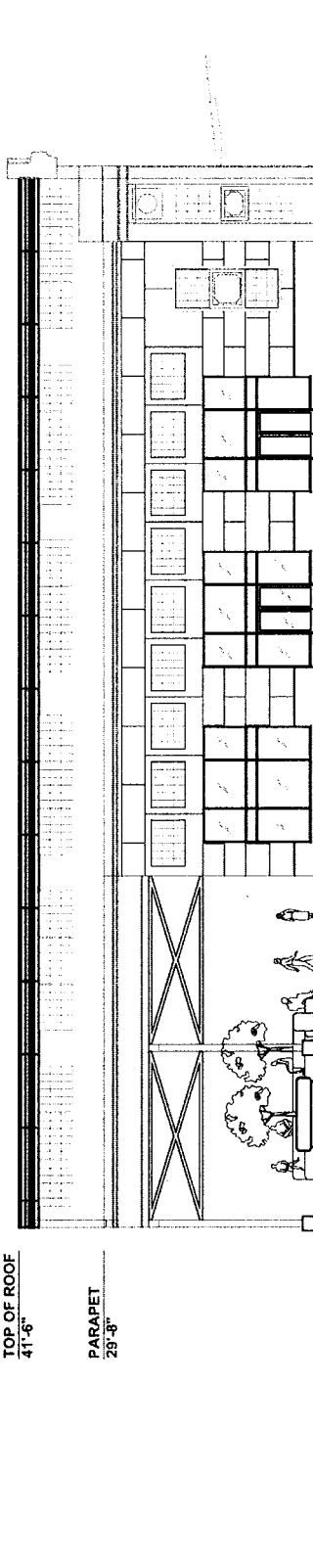
mw architects

Ninth Avenue Terminal
Oakland, California

SIGNATURE
DEVELOPMENT
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TOP OF ROOF
41'-6"

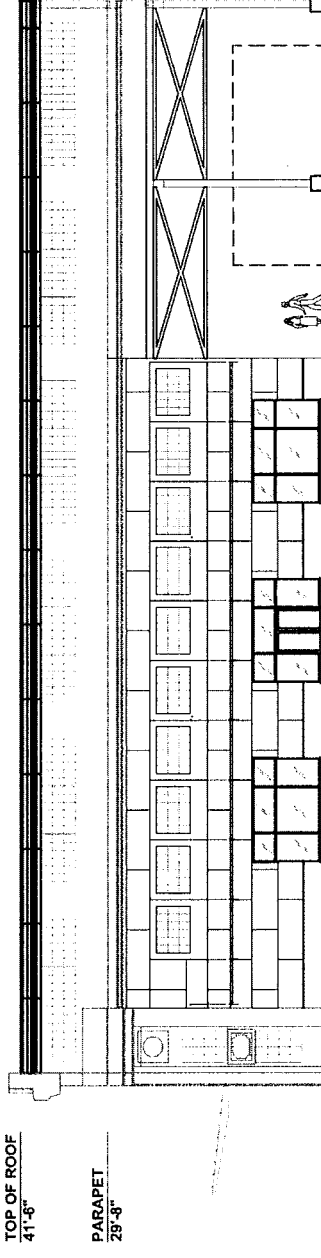
PARAPET
29'-8"



SOUTH ELEVATION - WATER SIDE

TOP OF ROOF
41'-6"

PARAPET
29'-8"



NORTH ELEVATION - LAND SIDE

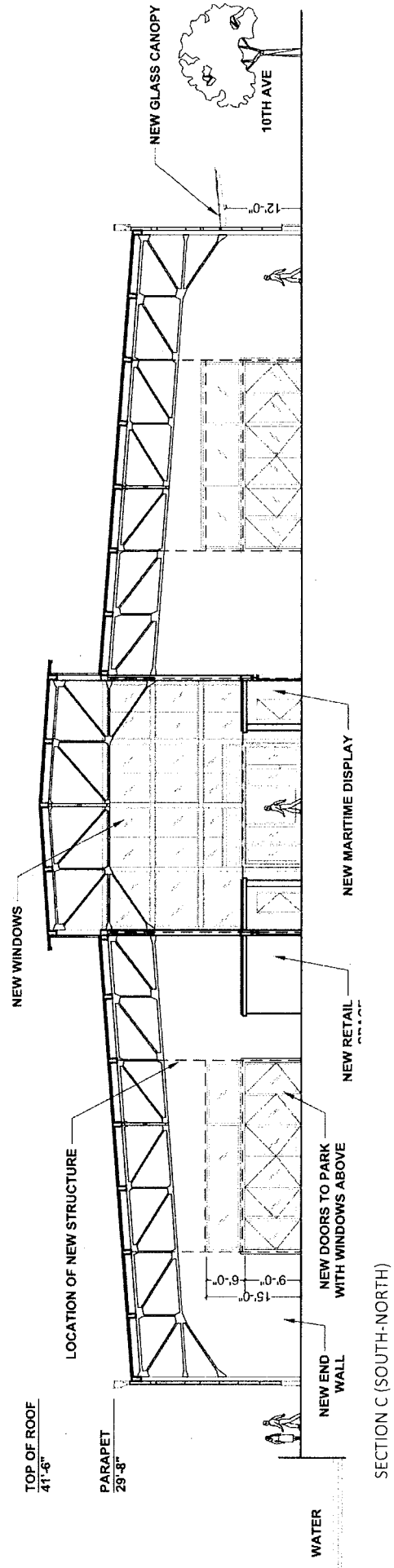
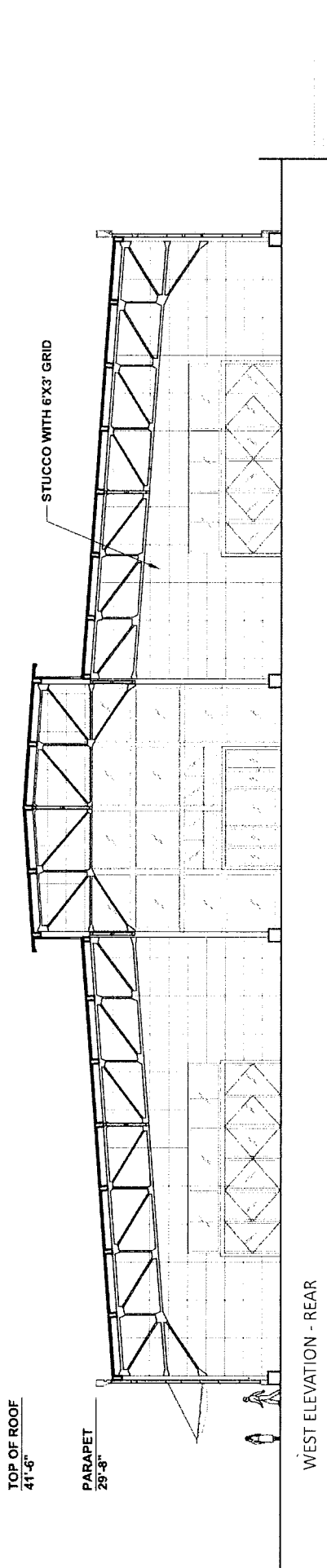
NORTH AND SOUTH ELEVATIONS



mw2 architects

Ninth Avenue Terminal
Oakland, California

SIGNATURE
DEVELOPMENT
GROUP



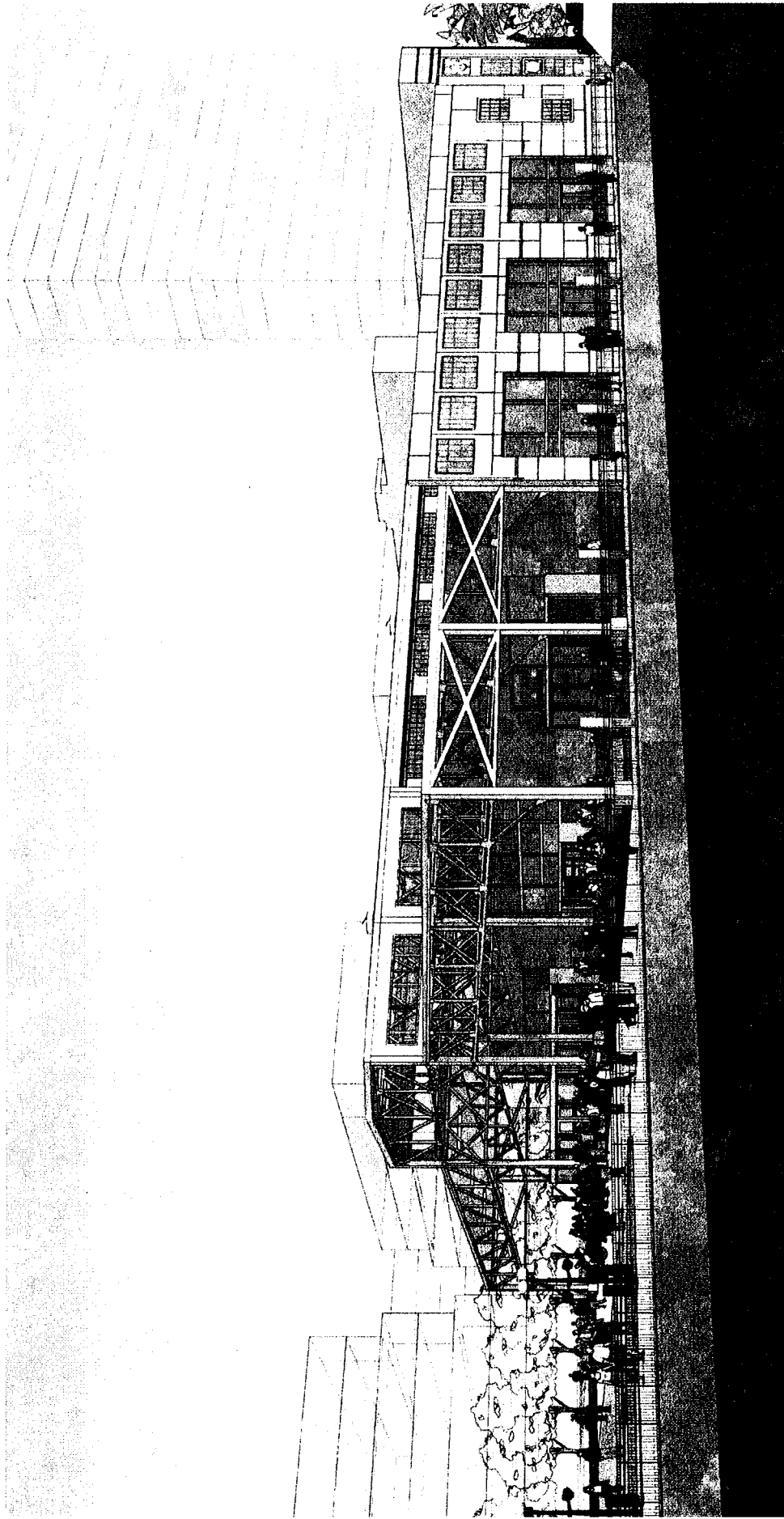
REAR ELEVATION & SECTION C (SOUTH-NORTH)



mwa architects

Ninth Avenue Terminal
Oakland, California

SIGNATURE
DEVELOPMENT
GROUP



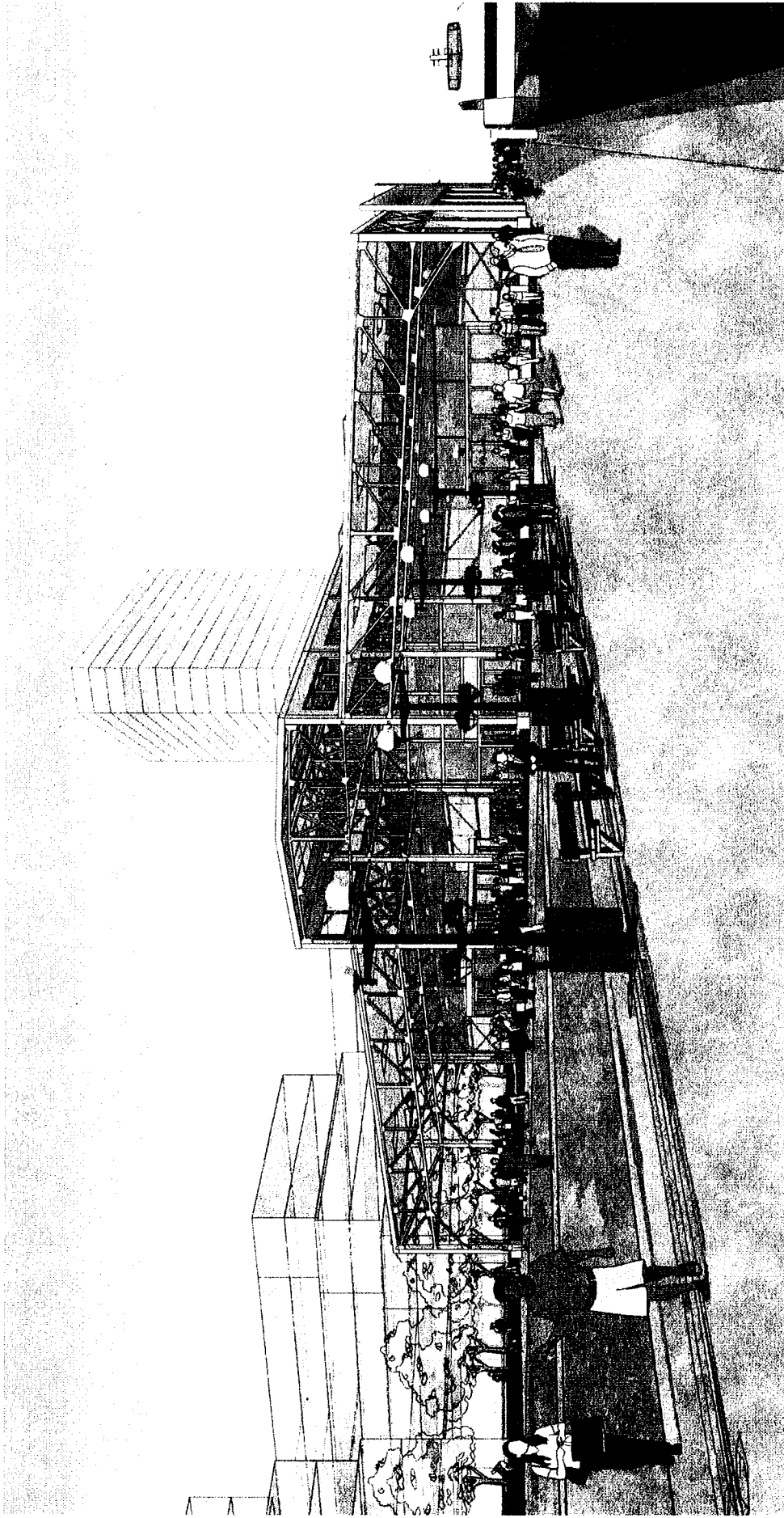
VIEW FROM OAKLAND ESTUARY (SOUTH)




mwa architects

Ninth Avenue Terminal
Oakland, California

SIGNATURE
DEVELOPMENT
GROUP

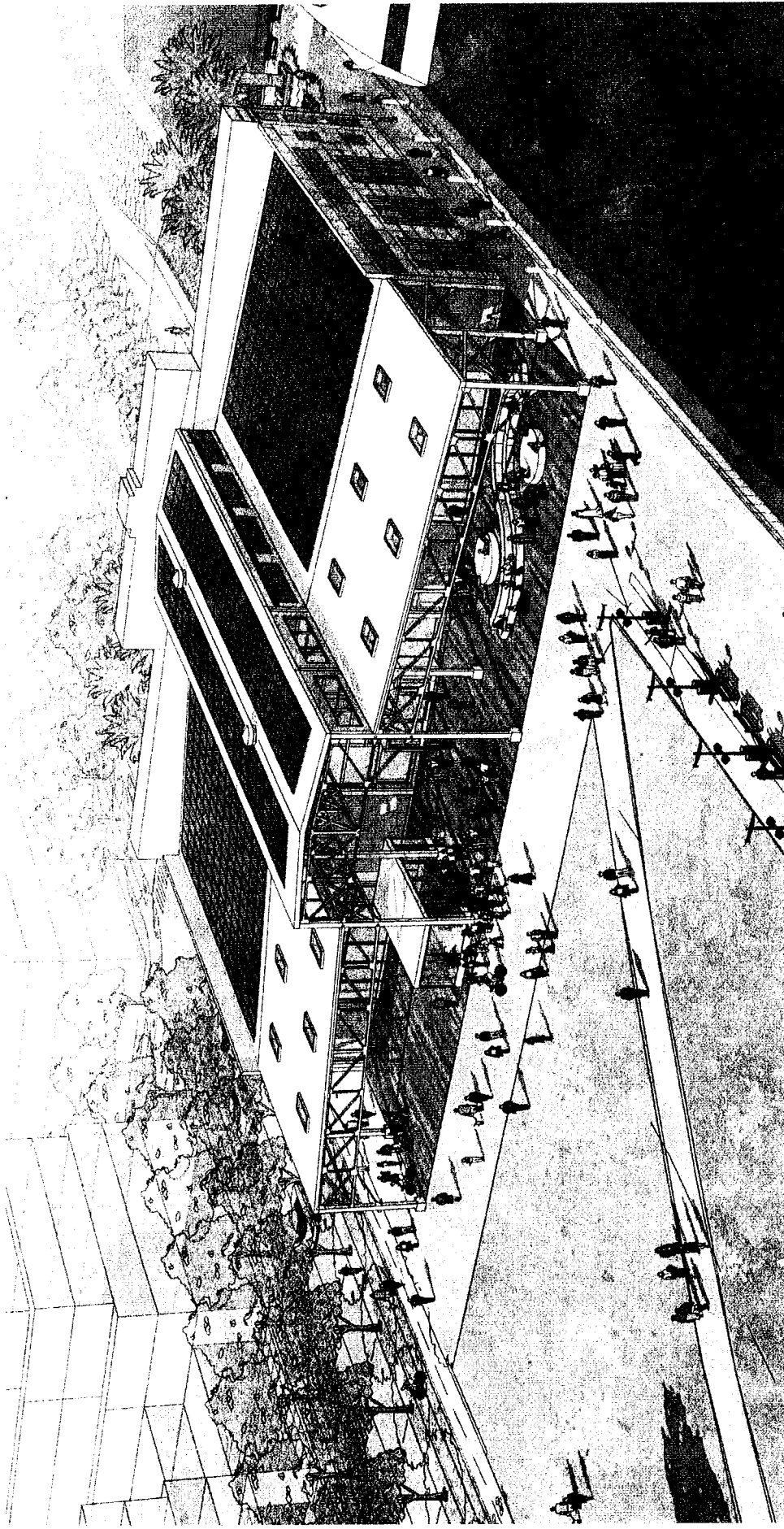


VIEW FROM SHORELINE PARK (WEST)

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Ninth Avenue Terminal
Oakland, California

SIGNATURE
DEVELOPMENT
GROUP



AERIAL VIEW FROM SOUTHWEST



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Ninth Avenue Terminal
Oakland, California

SIGNATURE
DEVELOPMENT
GROUP



VIEW FROM 10TH AVENUE (NORTH)

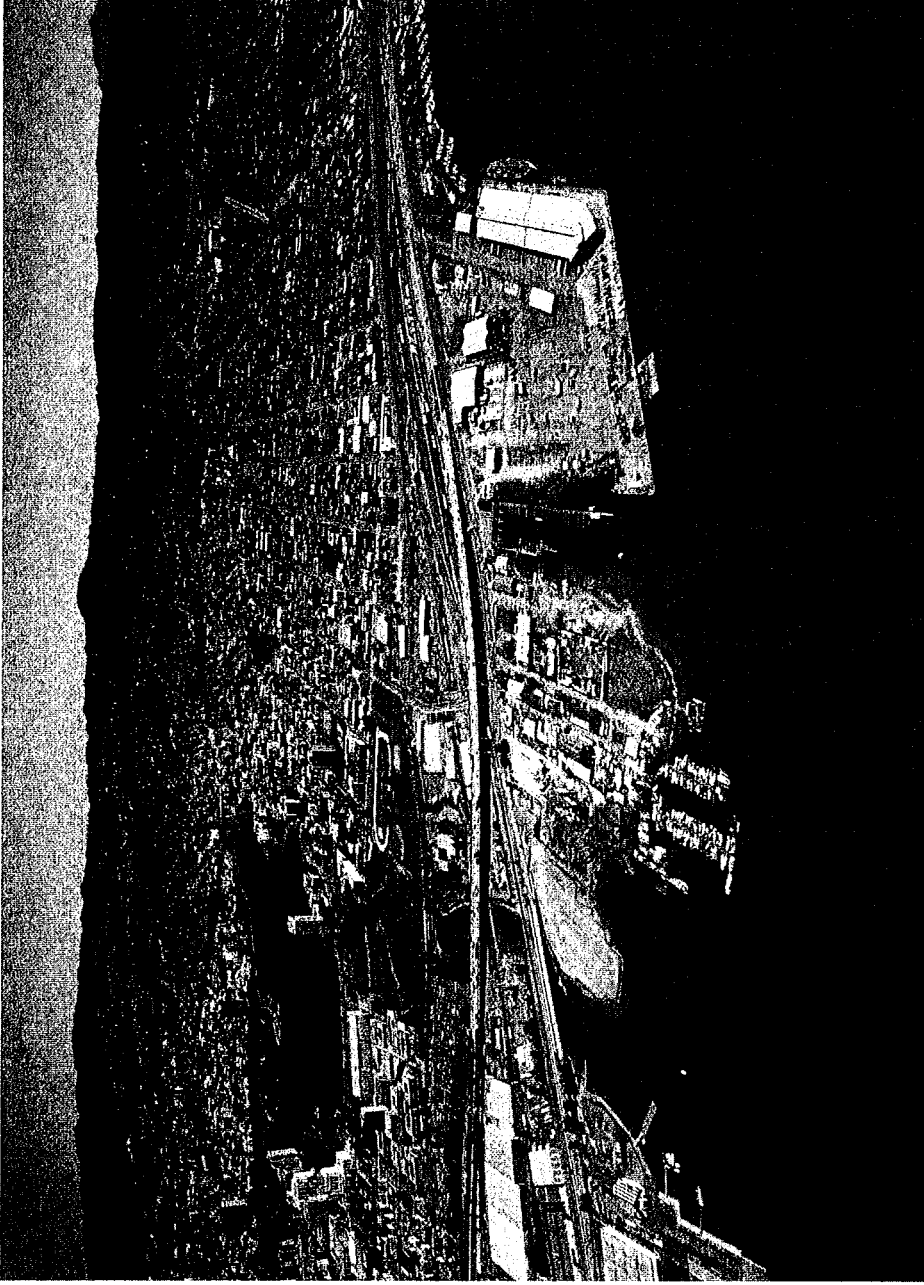


mwa architects

Ninth Avenue Terminal
Oakland, California

SIGNATURE
DEVELOPMENT
GROUP

B. Adopted Brooklyn Basin PUD



PRELIMINARY DEVELOPMENT PLAN SUBMITTAL

Brooklyn Basin ~ Oak to 9th Development Plan

Prepared for Oakland Harbor Partners by ROMA Design Group in association with MVE Architects, Moffatt & Nibel and BKF Engineers

OCTOBER 2006

Preliminary Development Plan Submittal

COMMUNITY AND ECONOMIC DEVELOPMENT AGENCY

City of Oakland, California

Permit No. _____

Developer

OAKLAND HARBOR PARTNERS

4670 Willow Road

Pleasanton, CA 94588

Phone: (925)463-1122

Fax: (925)463-0832

Consultants

Master Plan Architect:

ROMA Design Group

1527 Stockton Street

San Francisco, CA 94133

Phone: (415)616-9900

Fax: (415)788-8728

Civil Engineer:

BKF Engineers

255 Shoreline Drive, Suite 200

Redwood City, CA 94065

Phone: (650)482-6300

Fax: (650)482-6399

Associated Architects:

McLarand Vasquez & Partners

1900 Main Street

Irvine, CA 92614

Phone: (949)809-3300

Fax: (949)809-3350

Coastal Engineer:

Moffatt & Nichol Engineers

2001 North Main Street, Suite 360

Walnut Creek, CA 94596

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List of Drawings

Sheet # Description:
1. Overview - Master Development Plan

- 1.1 Axonometric View
- 1.2 Illustrations
- 1.3 Illustrative Development Plan
- 1.4 Development Program - Parcelization Plan
- 1.5 Phasing Plan

2. Shoreline

- 2.1 Shoreline Reconfiguration and Stabilization Plan
- 2.2 Shoreline Sections
- 2.2a Shoreline Sections
- 2.2b Shoreline Sections

3. Parks and Open Space

- 3.1 Parks and Open Space Plan
- 3.2 Pedestrian and Bike Circulation Diagram
- 3.3 Enlarged Illustrative Plan - West
- 3.4 Enlarged Illustrative Plan - East
- 3.5 Enlarged Plan - Park Grading Concept - West
- 3.6 Enlarged Plan - Park Grading Concept - East
- 3.7a Enlarged Plan - Clinton Basin Quays
- 3.7b Enlarged Plan - Gateway Plaza
- 3.8 Site Furnishings Diagram - West
- 3.9 Site Furnishings Diagram - East
- 3.10 Site Furnishings & Site Lighting Design Palette

4. Streets

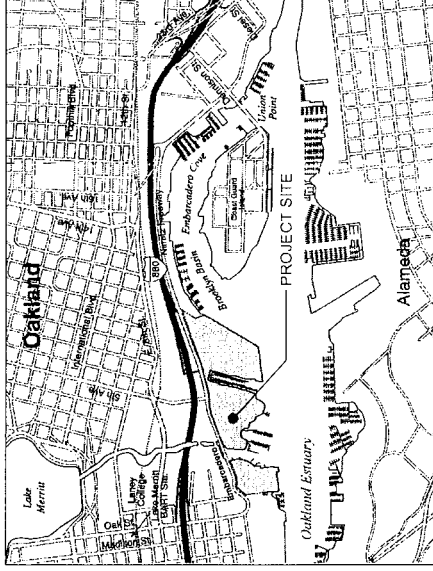
- 4.1 Streets and Pedestrian Ways
- 4.2 Landscape Concept Plan
- 4.3a Street Sections
- 4.3b Street Sections
- 4.4 Street Intersections
- 4.5 Streetscape Standards - 50' and 60' R.O.W.
- 4.6 Streetscape Standards - 90' R.O.W. Retail
- 4.7 Streetscape Standards - 90' R.O.W. Residential
- 4.8 Street Lighting Standards

5. Buildings

- 5.1 Illustrative Ground Level Building Plan
- 5.2 Illustrative Upper Level Building Plan
- 5.3 Illustrative Building Sections
- 5.4 Illustrative Building Sections
- 5.5 Illustrative Building Sections
- 5.6 Illustrative Building Sections

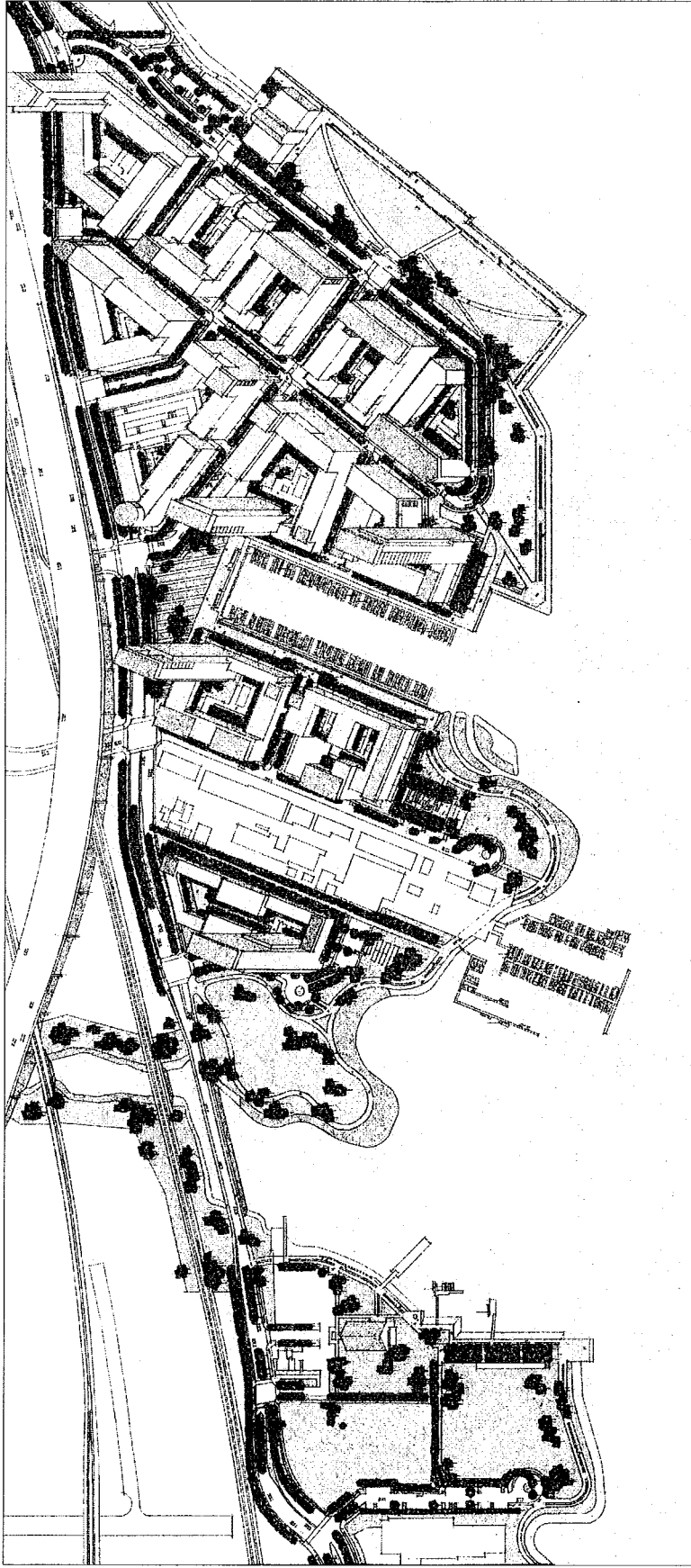
6. Civil Engineering

- C-1 Existing Topography
- C-2 Existing Utilities
- C-3 Preliminary Grading Concept Plan
- C-4 Preliminary Utility Concept Plan



Vicinity Map

N.T.S.

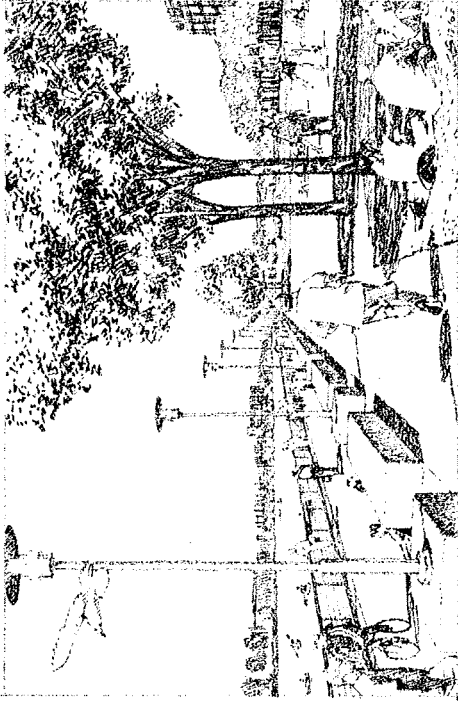


AXONOMETRIC VIEW

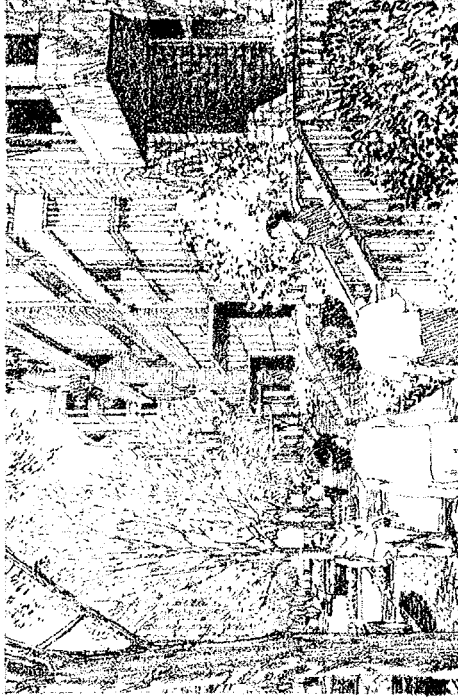
Brooklyn Basin - Oak to 9th Development Plan

Prepared for Oakland Harbor Partners by ROMA Design Group in association with MVE Architects, Moffatt & Nichol and BKF Engineers

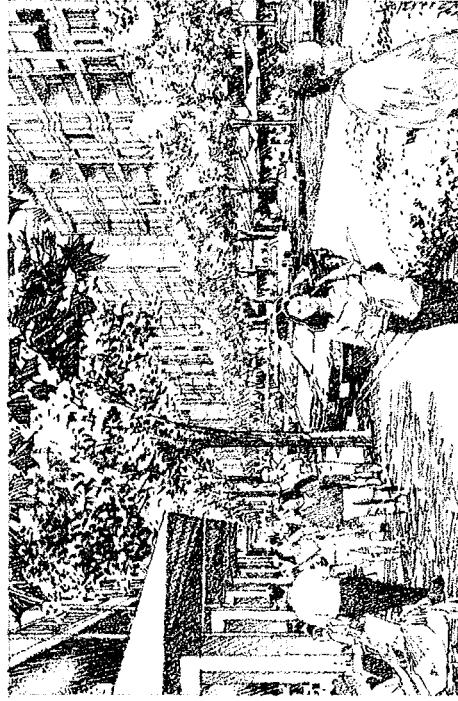
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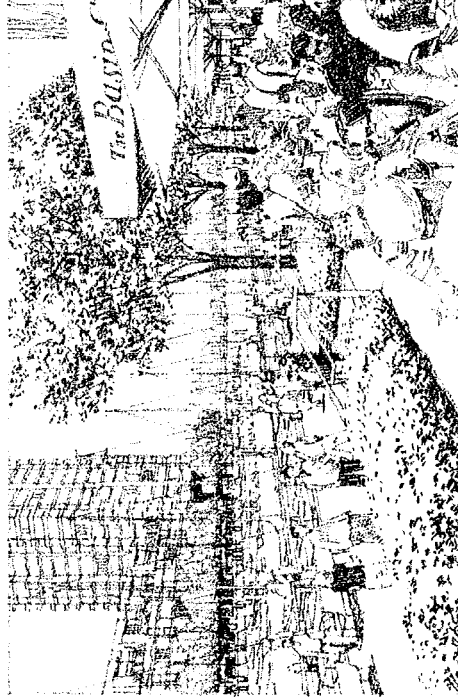
Shoreline Park Promenade



Residential Streetscape Character



Retail Streetscape Character



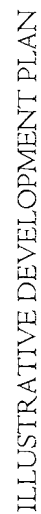
Clinton Basin Quay

ILLUSTRATIONS

Brooklyn Basin - Oak to 9th Development Plan

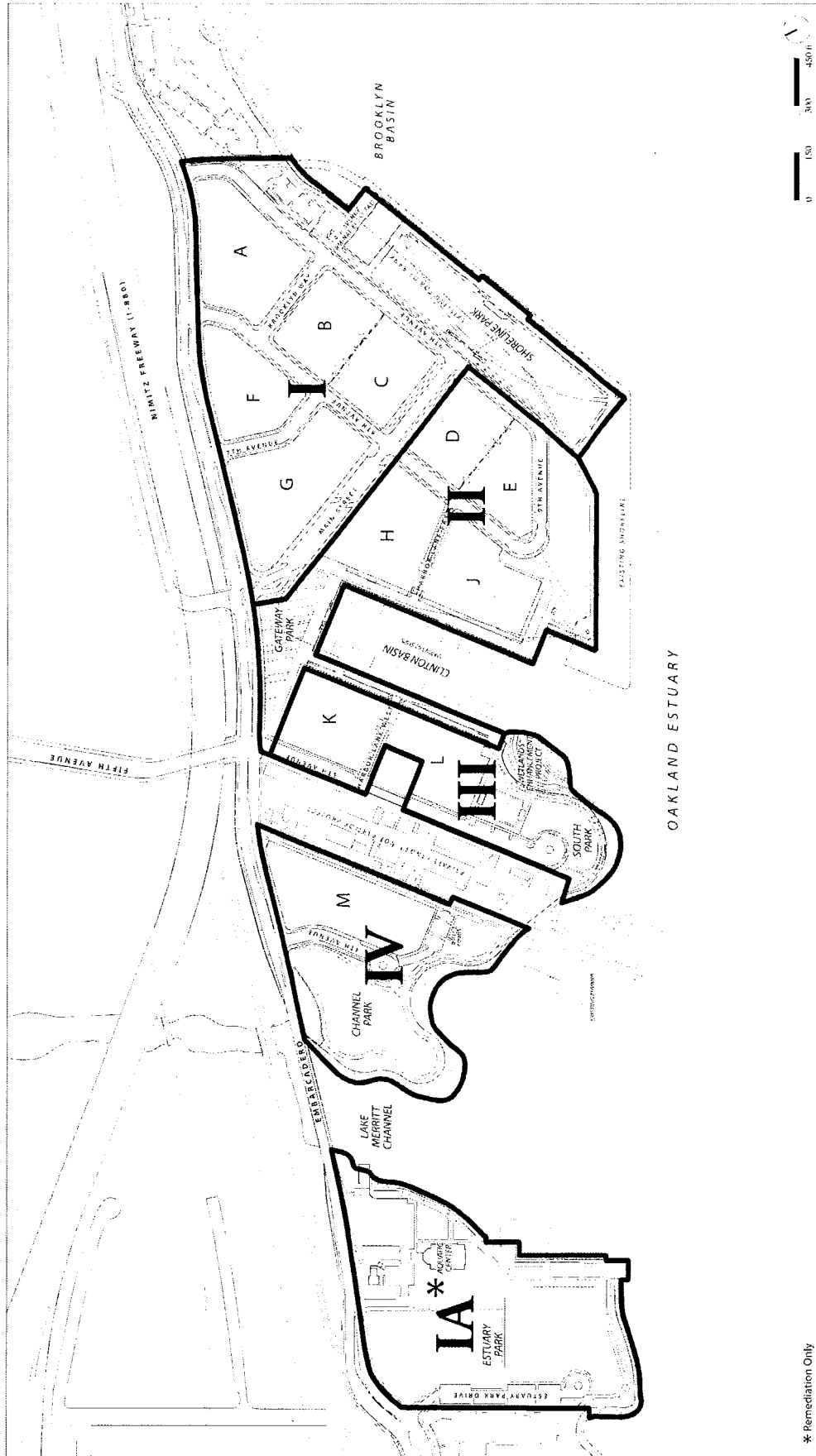
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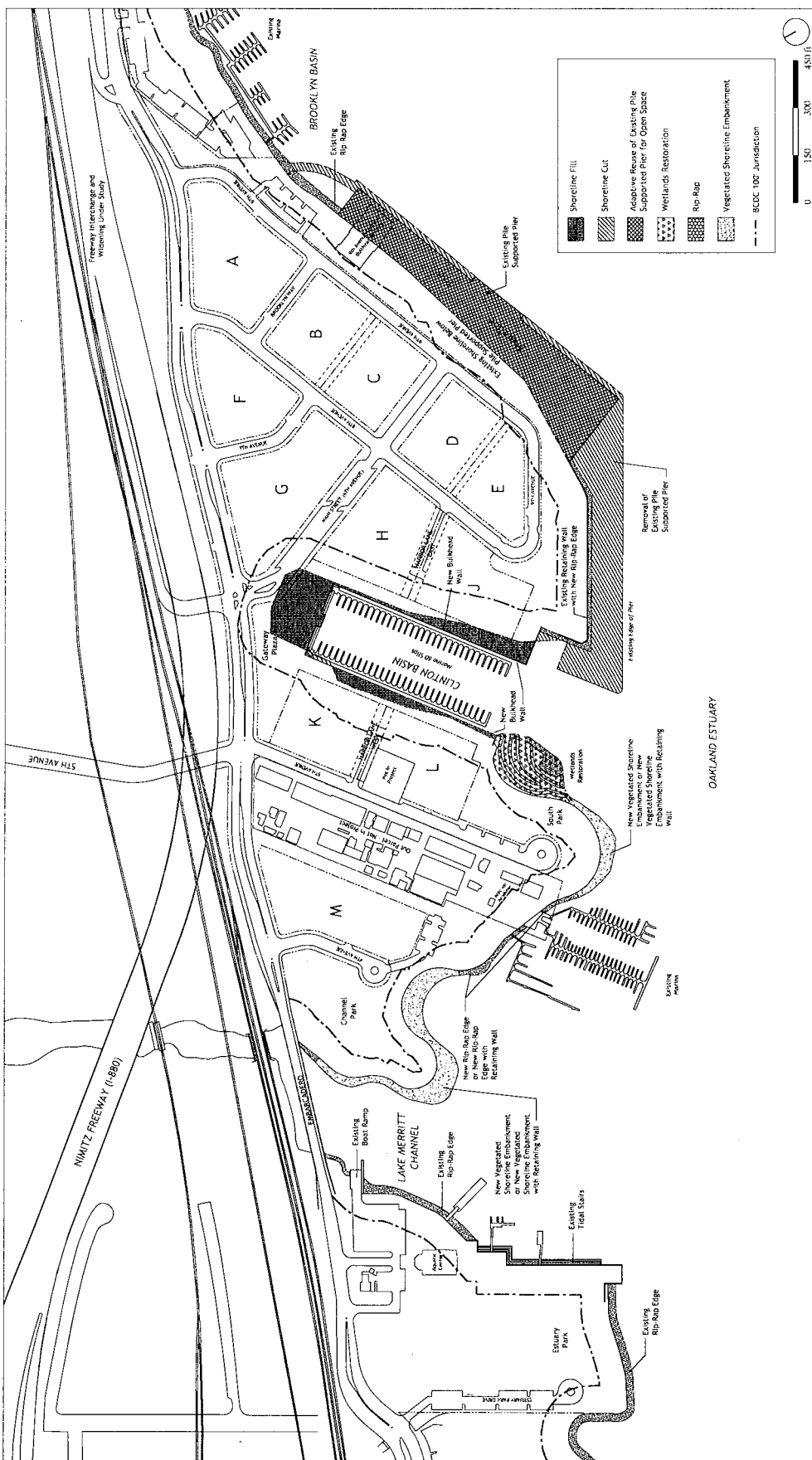


PHASING PLAN

Brooklyn Basin - Oak to 9th Development Plan

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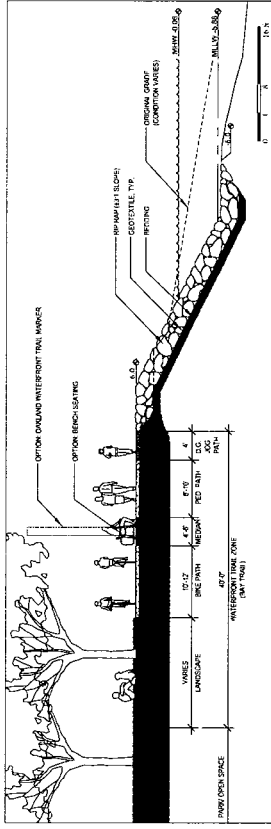


SHORELINE RECONFIGURATION AND STABILIZATION PLAN

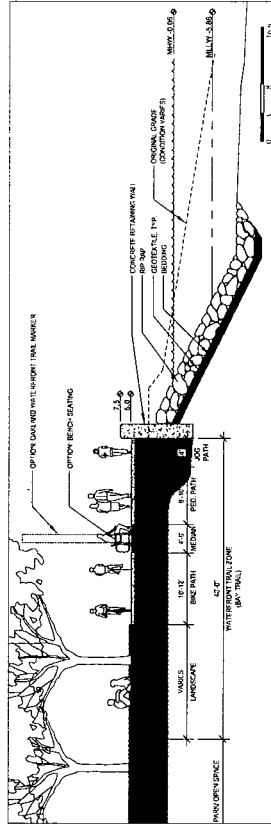
Brooklyn Basin - Oak to 9th Development Plan

Prepared for Oakland Harbor Partners by ROMA Design Group in association with MVE Architects, Moffatt & Nichol and BKF Engineers

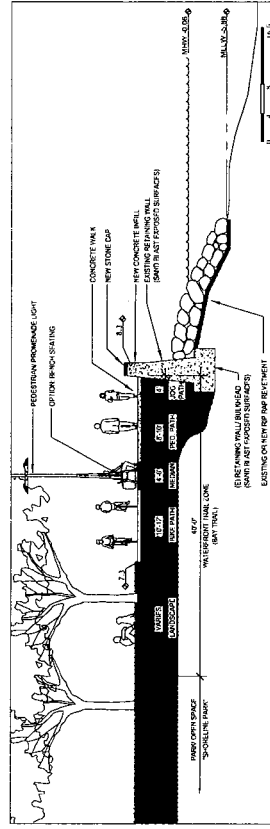
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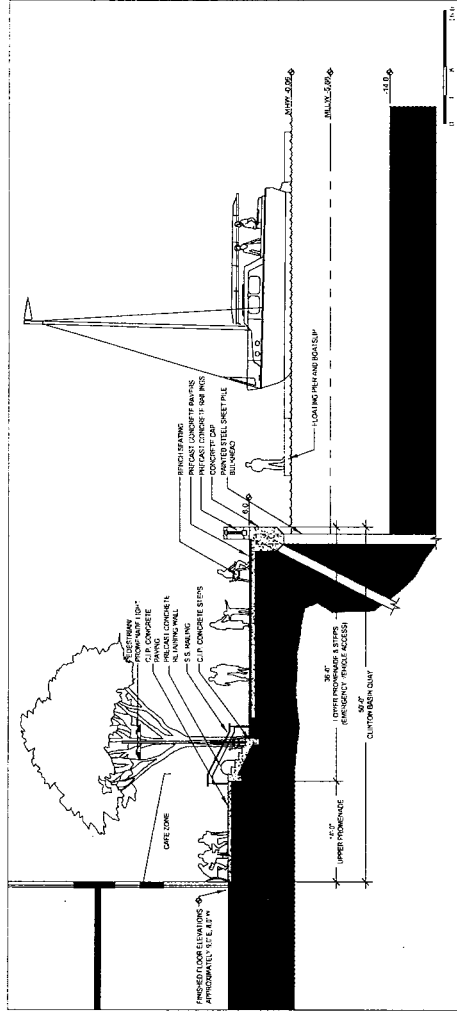
1 RIP-RAP SHORELINE EMBANKMENT WITH WATERFRONT / BAY TRAIL



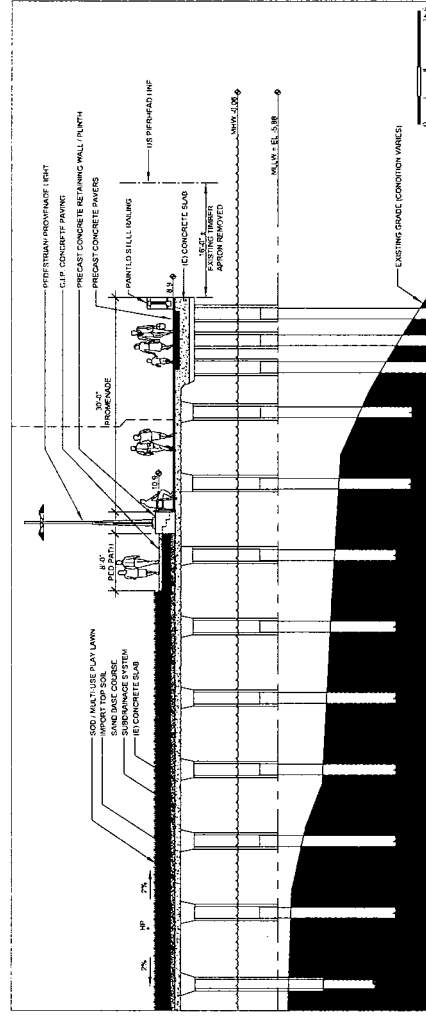
2 ALTERNATE RIP-RAP EDGE WITH RETAINING WALL



3 WATERFRONT TRAIL AT EXISTING RETAINING WALL



4 CLINTON BASIN QUAY (East Side)



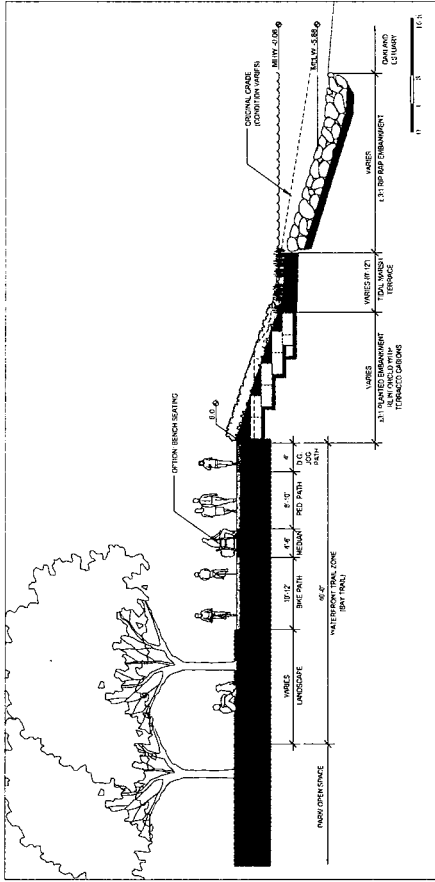
5 9TH AVENUE PIER RETROFIT - TYPICAL SECTION

SHORELINE SECTIONS

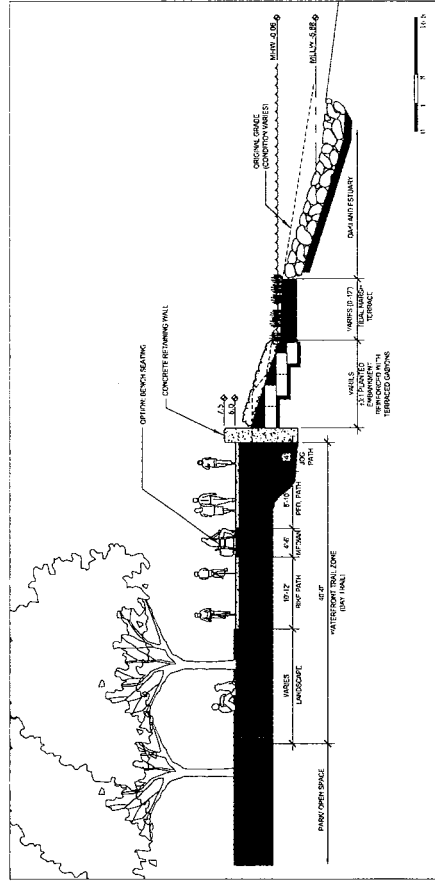
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6 VEGETATED SHORELINE EMBANKMENT WITH WATERFRONT / BAY TRAIL



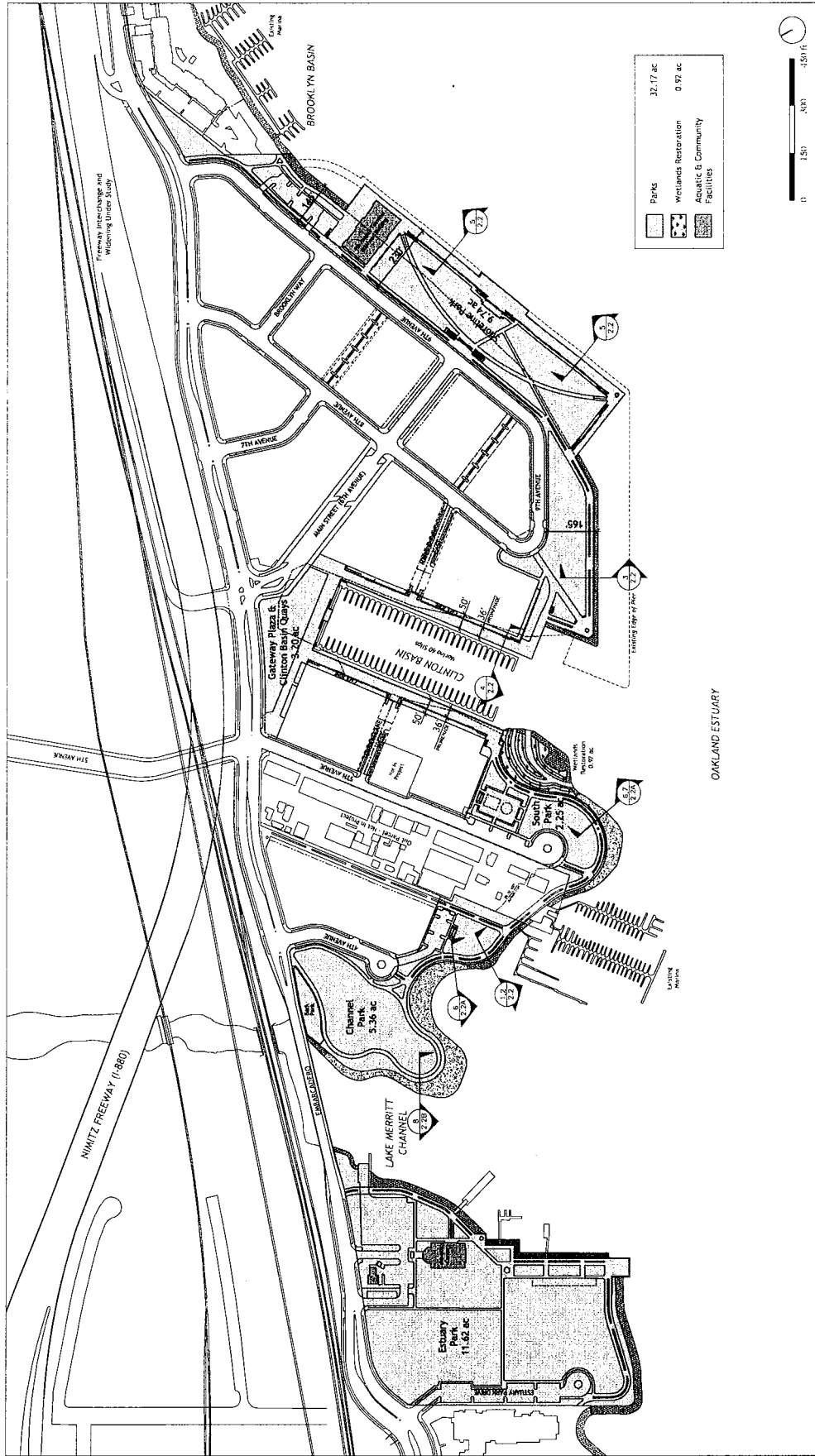
7 ALTERNATE VEGETATED SHORELINE WITH RETAINING WALL

SHORELINE SECTIONS

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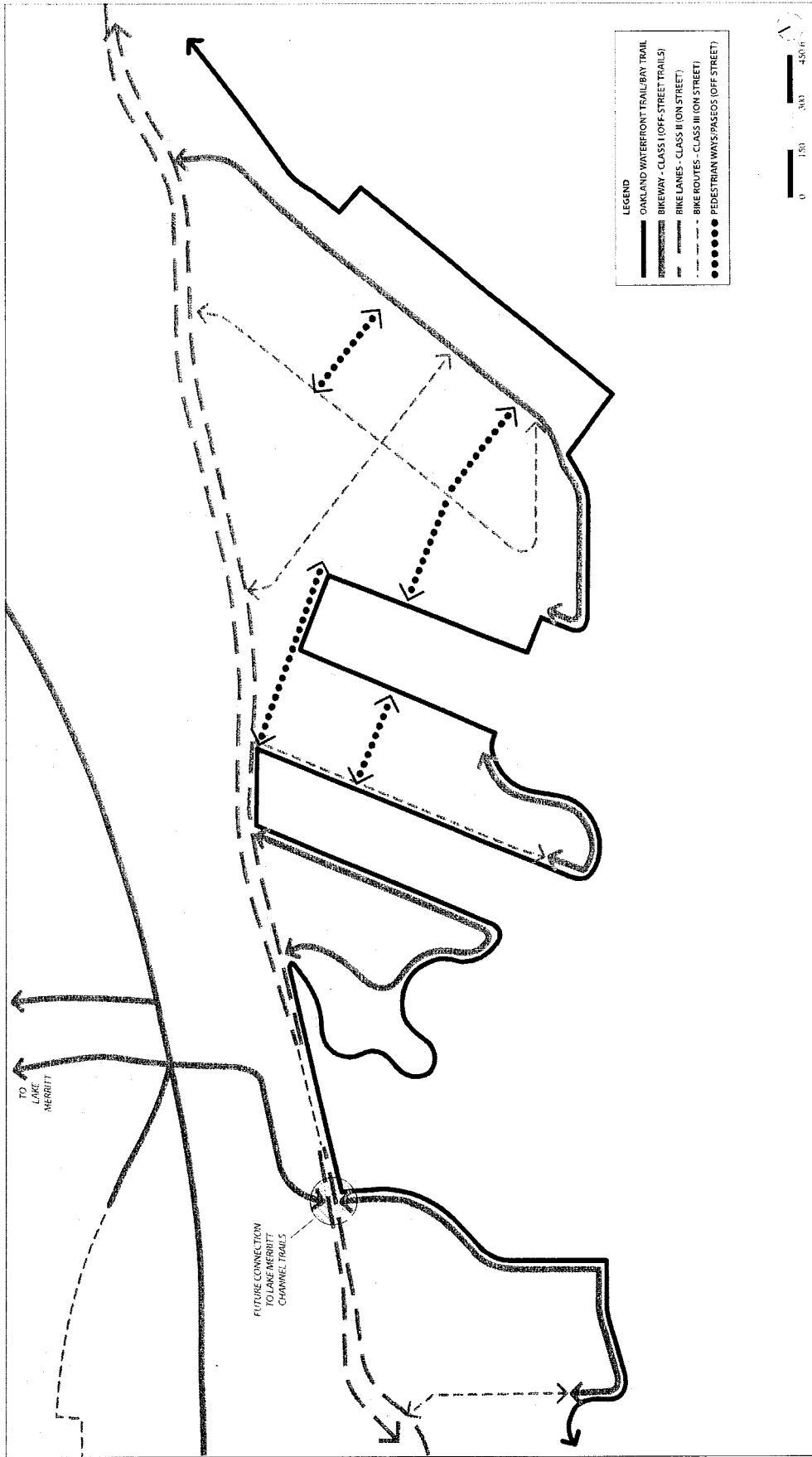
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PARKS AND OPEN SPACE PLAN

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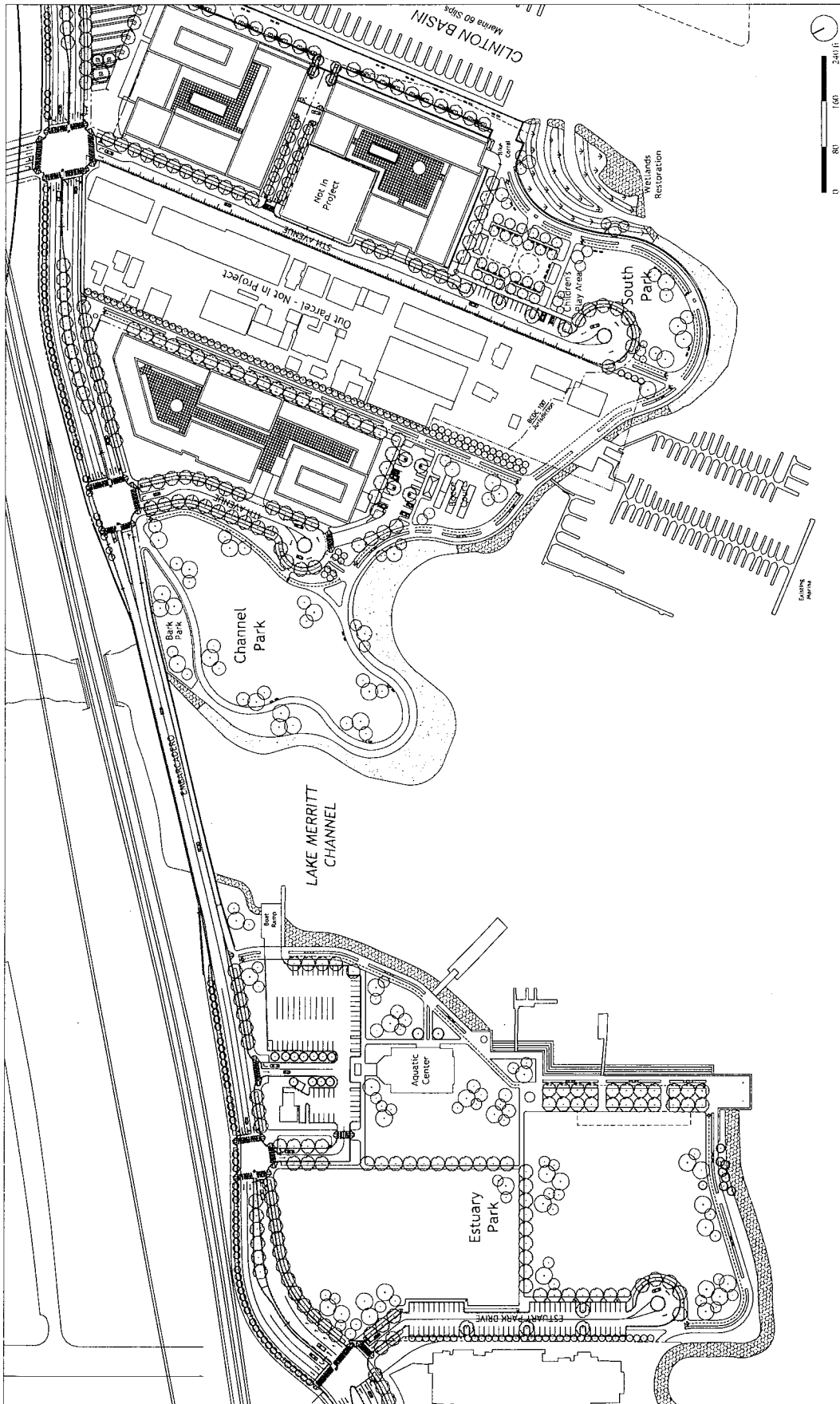


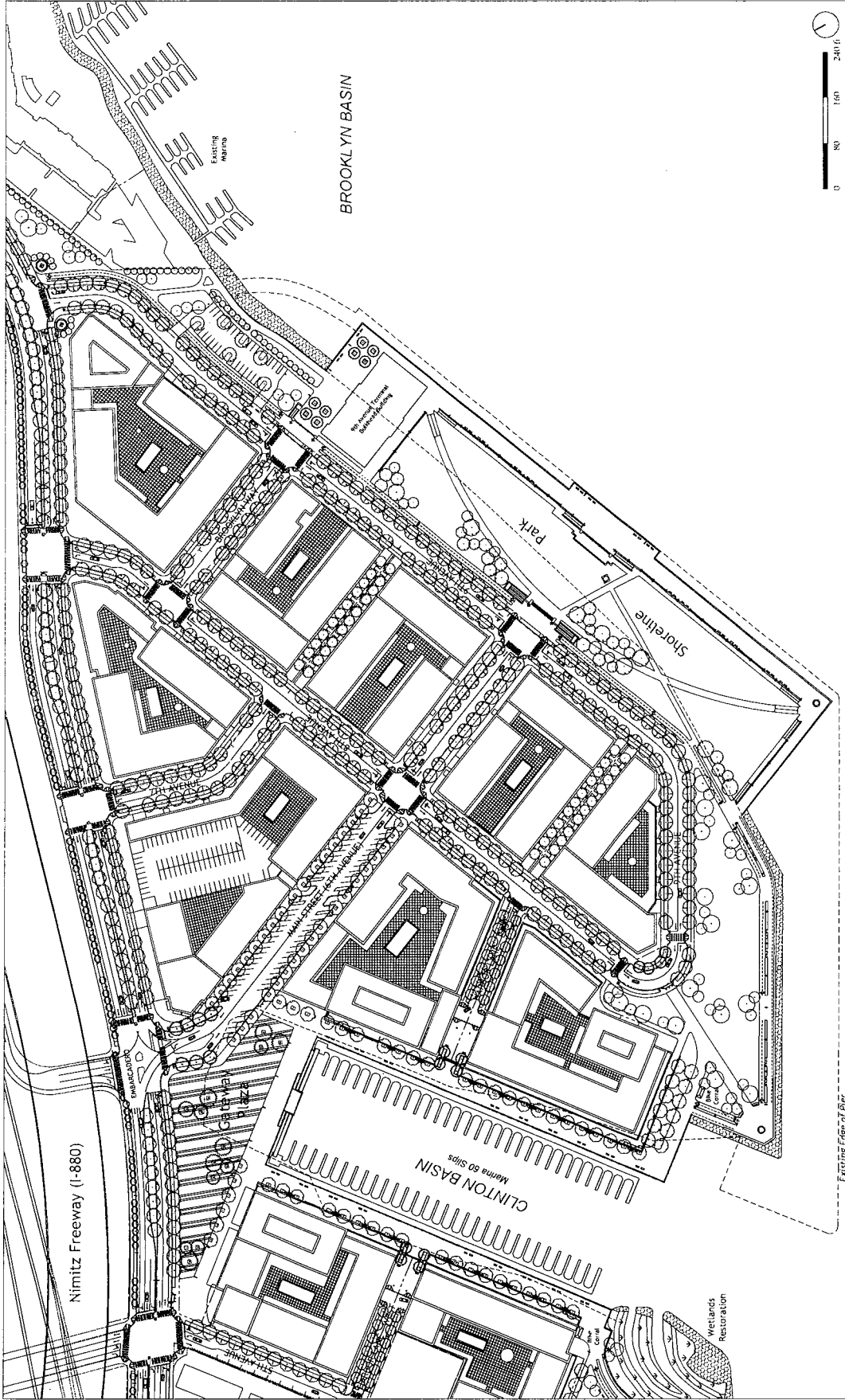
PEDESTRIAN & BICYCLE CIRCULATION DIAGRAM

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ENLARGED ILLUSTRATIVE PLAN - EAST

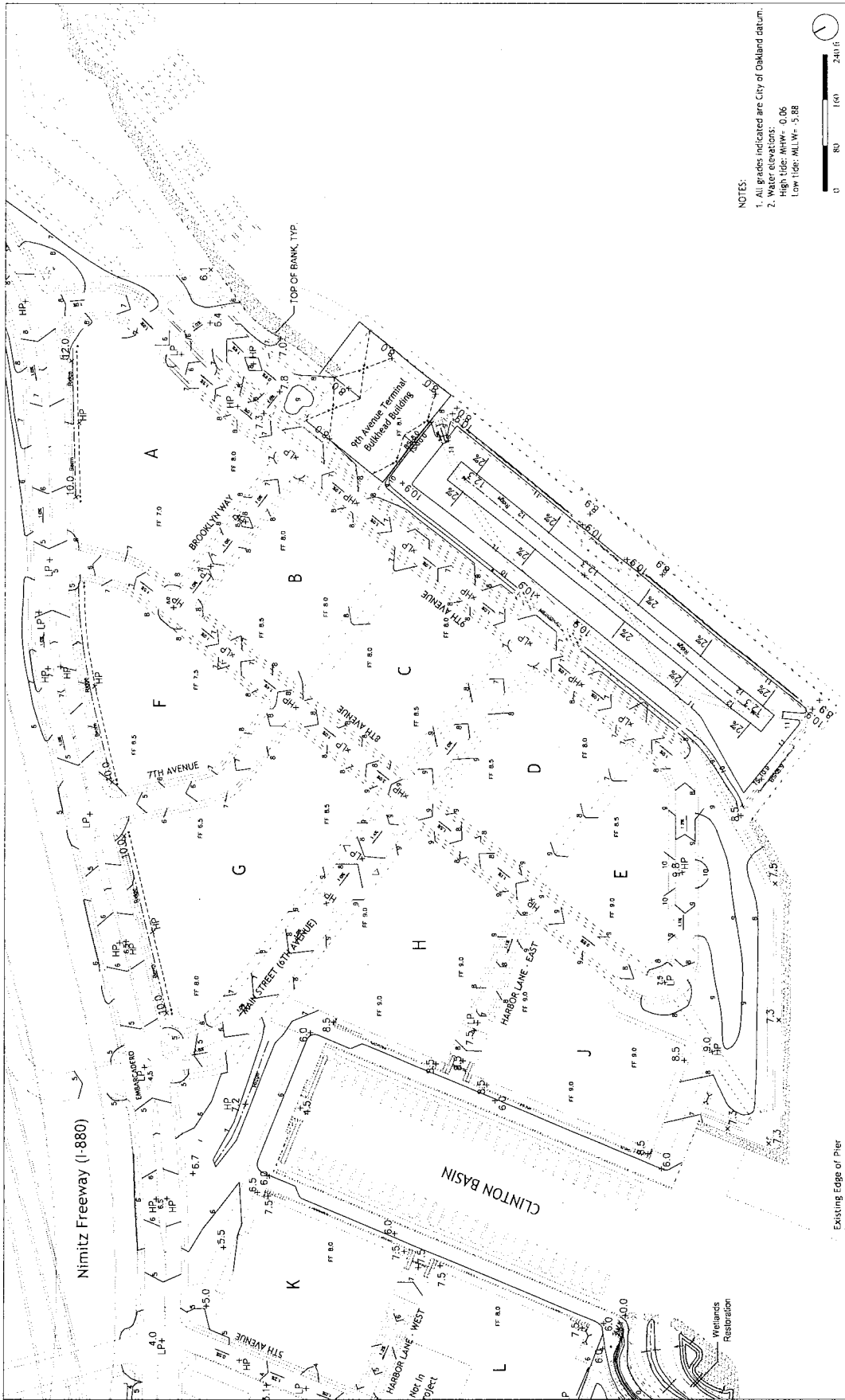
SHEET NO. 3.4

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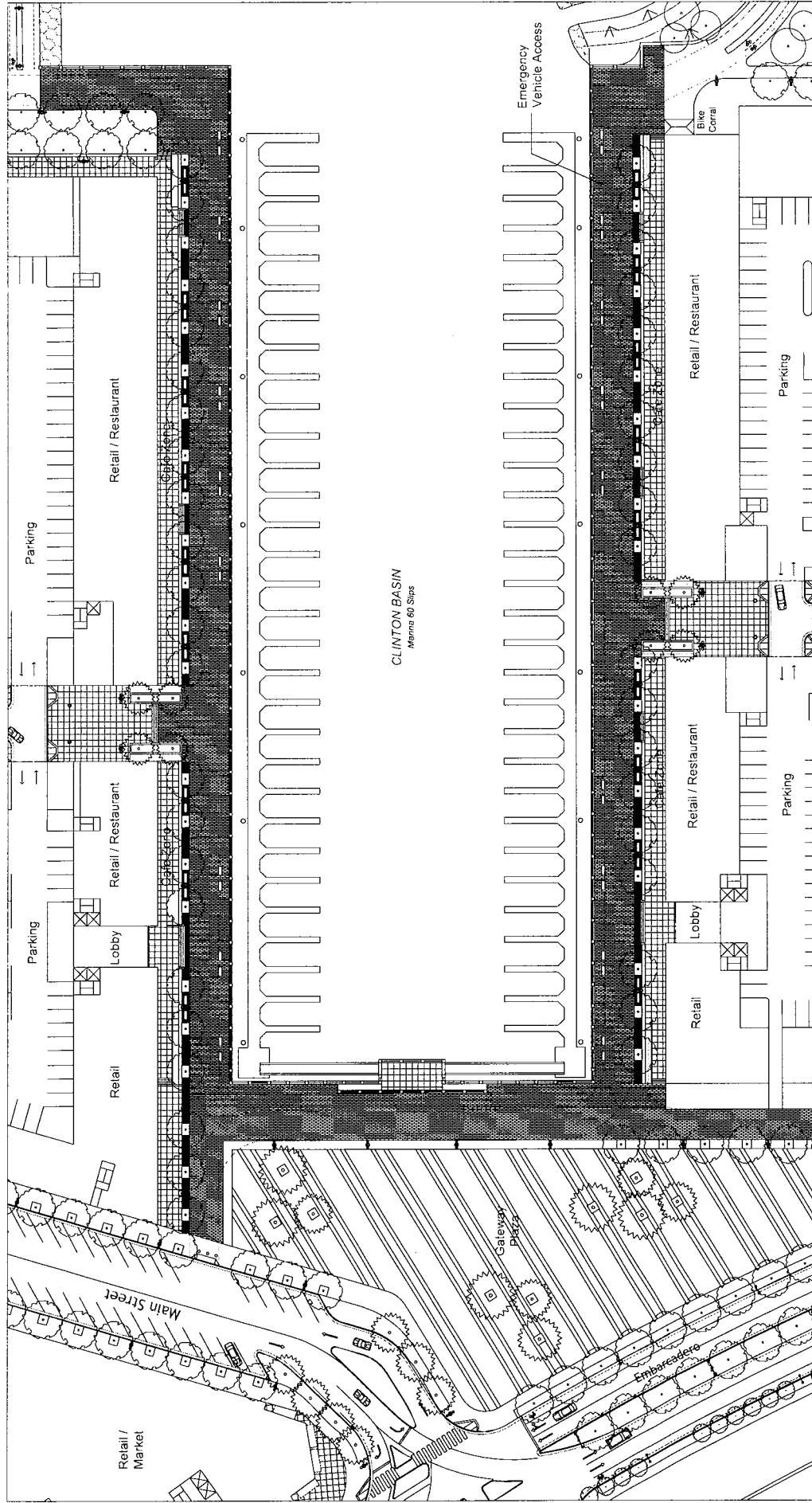


ENLARGED PLAN - PARK GRADING CONCEPT - EAST

SHEET NO
3.6

Brooklyn Basin - Oak to 9th Development Plan

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ENLARGED PLAN - CLINTON BASIN QUAYS

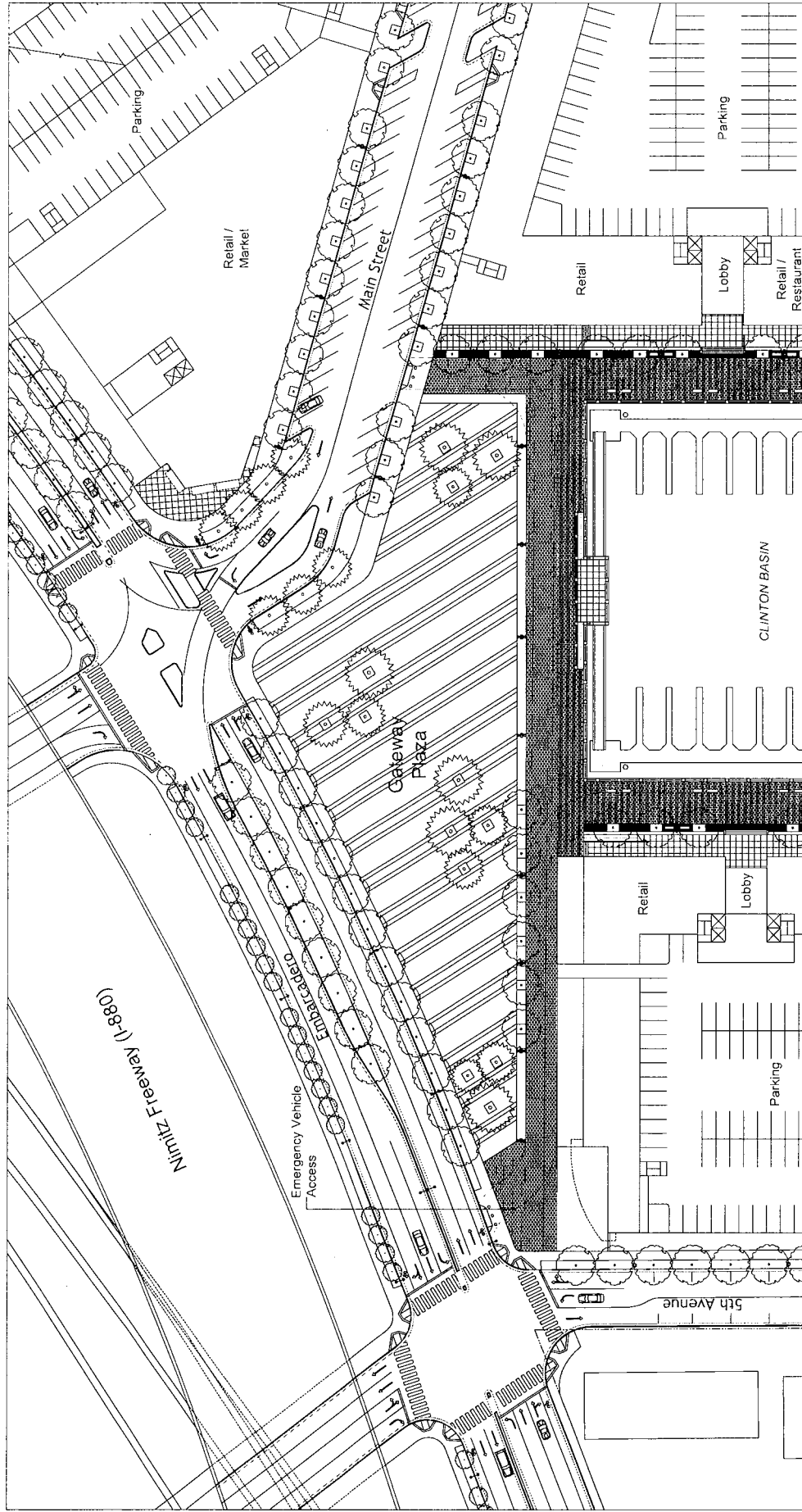
Brooklyn Basin - Oak to 9th Development Plan

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3.7a

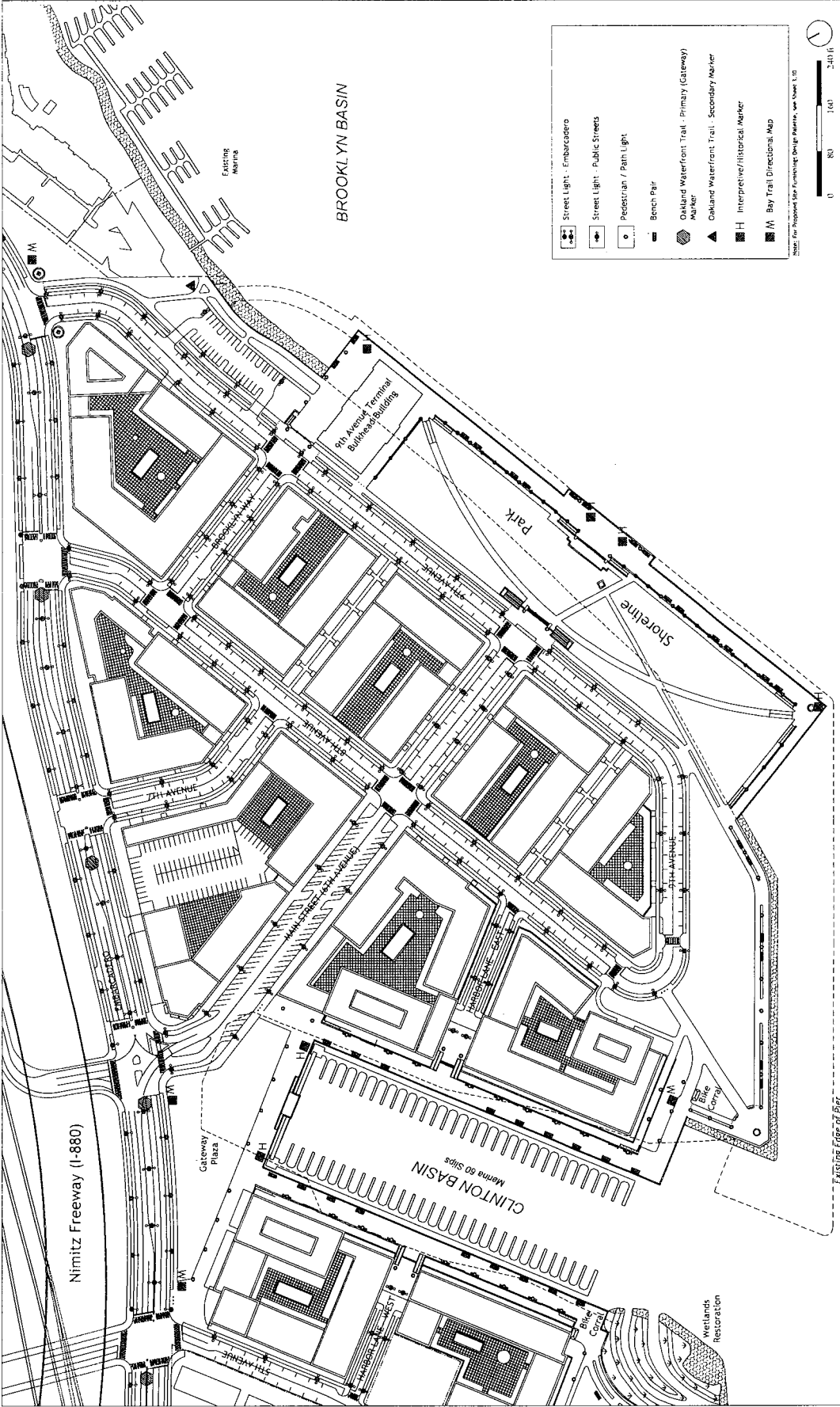


ENLARGED PLAN - GATEWAY PLAZA

Brooklyn Basin - Oak to 9th Development Plan

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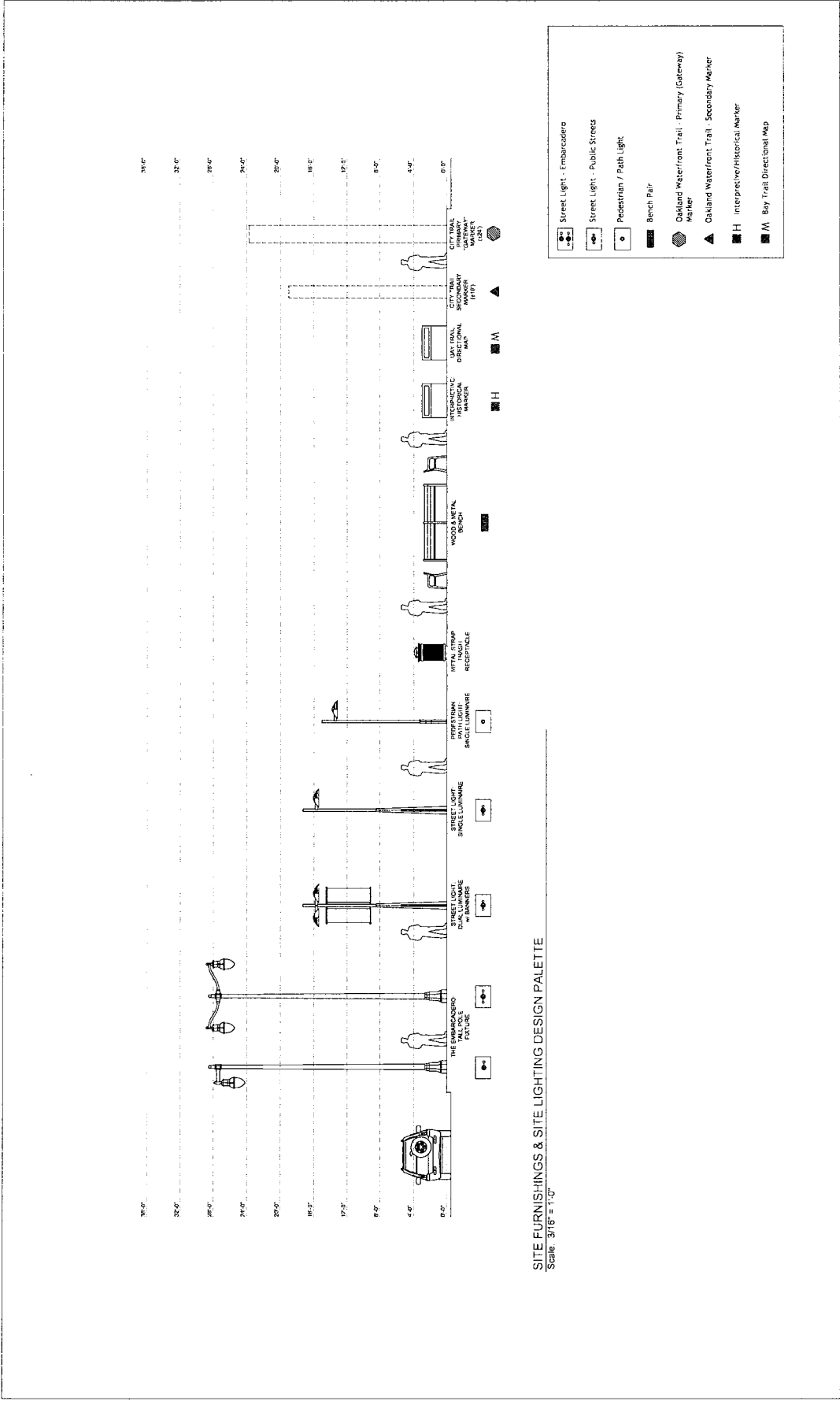
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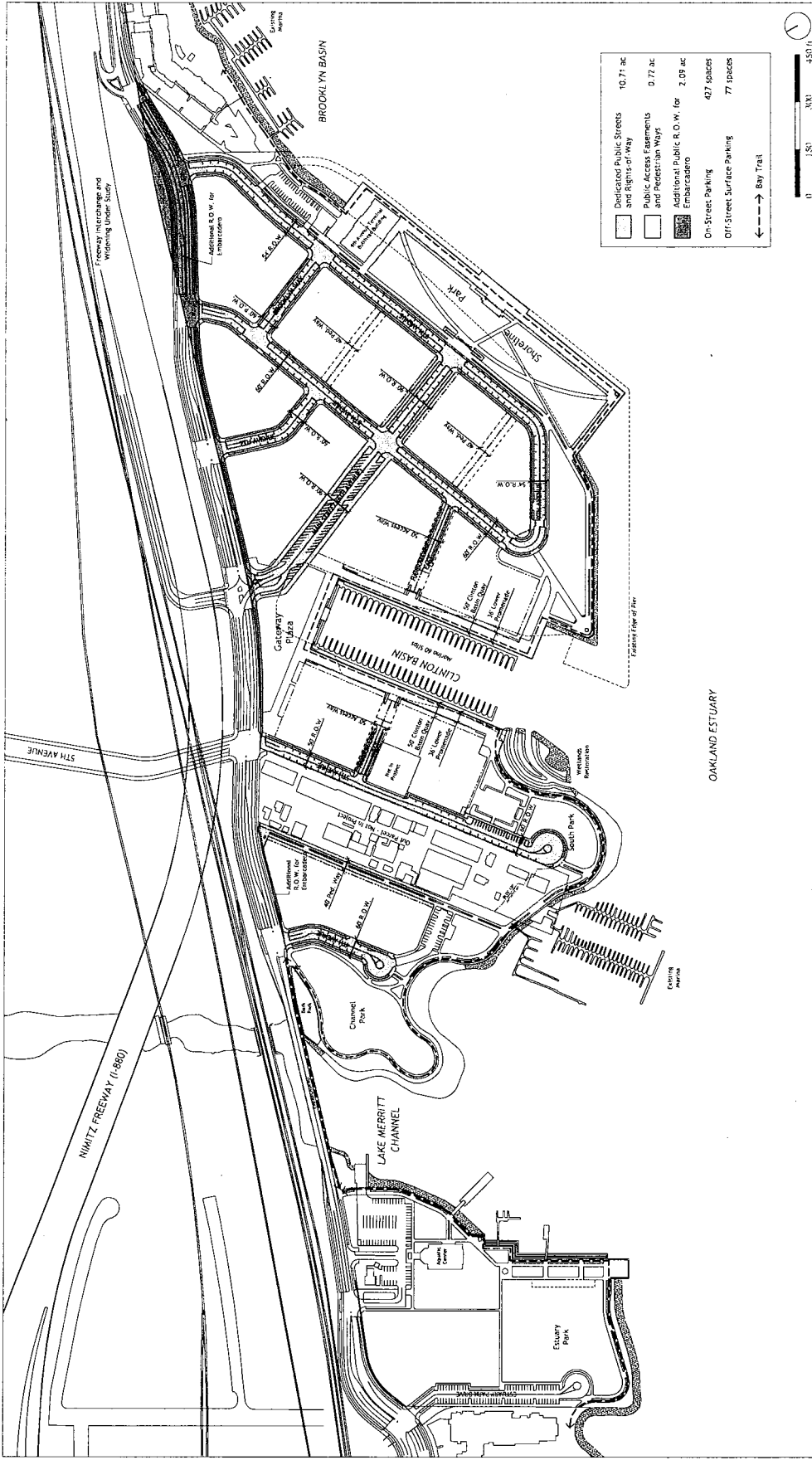


SITE FURNISHINGS DIAGRAM - EAST

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Prepared for Oakland Harbor Partners by ROMA Design Group in association with MVE Architects, Modhart & Nichol and BKF Engineers
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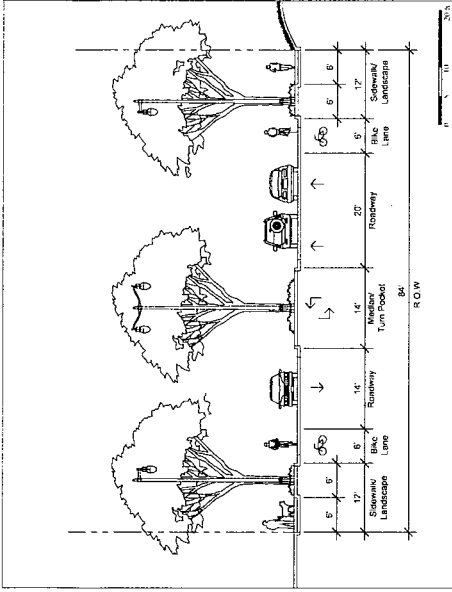




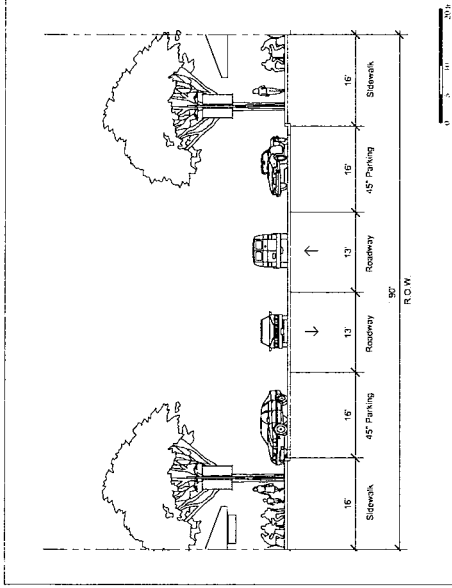
STREETS AND PEDESTRIAN WAYS

Brooklyn Basin - Oak to 9th Development Plan

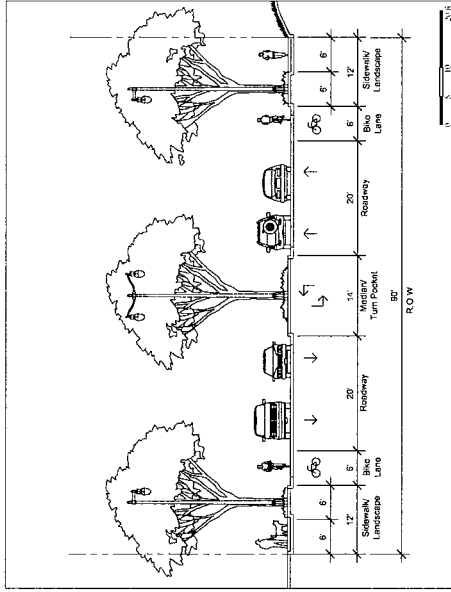
Prepared for Oakland Harbor Patterns by ROMA Design Group in association with MVE Architects, Mollatt & Nichol and BKF Engineers
OCTOBER 2006



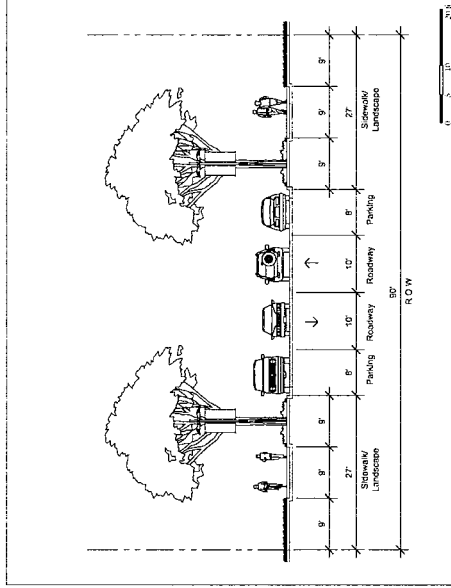
THE EMBARCADERO (East of 8th Avenue)



MAIN STREET - RETAIL



THE EMBARCADERO (East of Lake Merritt Channel to 8th Avenue)

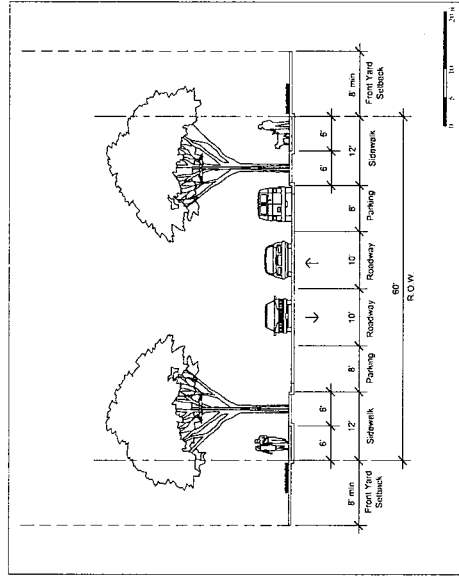


MAIN STREET - RESIDENTIAL

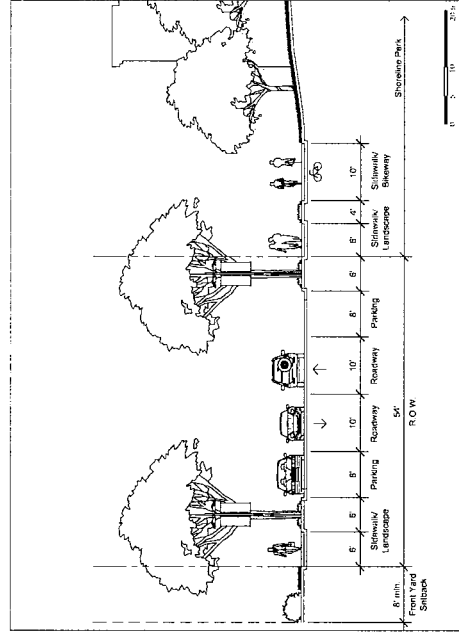
STREET SECTIONS

Brooklyn Basin - Oak to 9th Development Plan

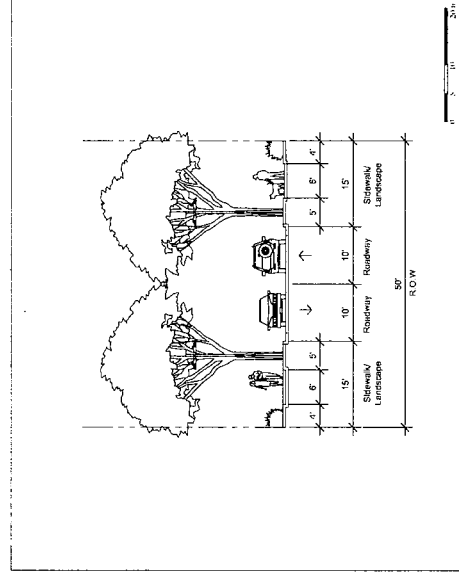
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TYPICAL 60FT R.O.W. STREET



9TH AVENUE - 54FT R.O.W. STREET W/ BIKEWAY

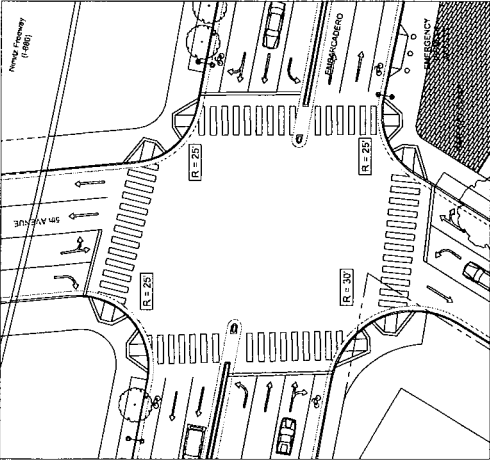


HARBOR LANE EAST & WEST

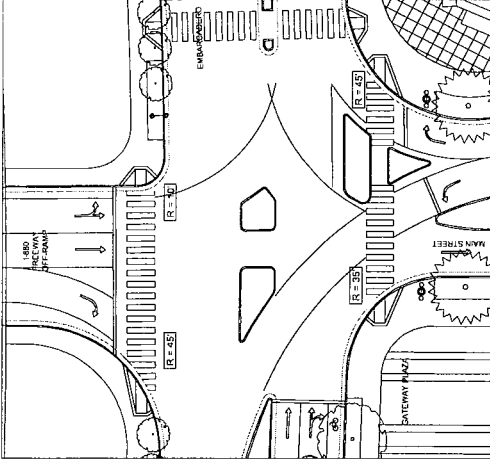
STREET SECTIONS

Brooklyn Basin - Oak to 9th Development Plan

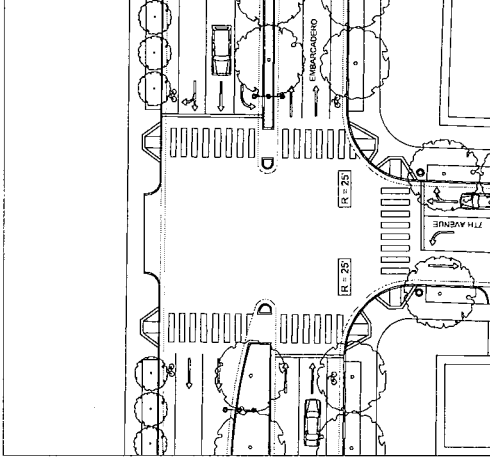
Prepared for Oakland Harbor Partners by ROMA Design Group in association with MVE Architects, Moffatt & Nichol and BKF Engineers
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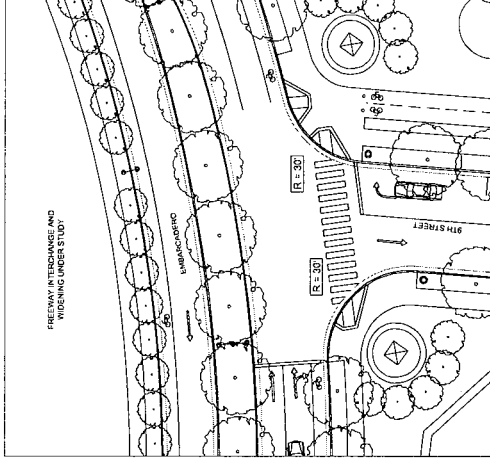
EMBARCADERO / 5TH AVENUE



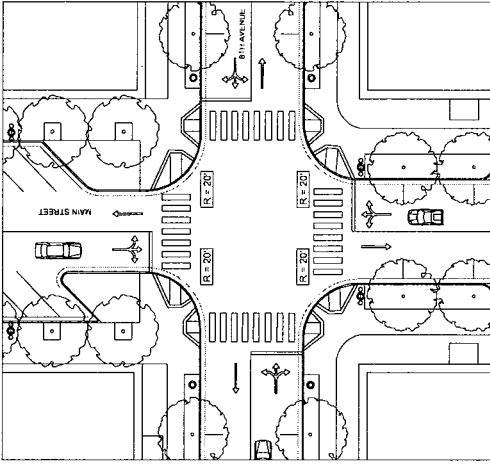
EMBARCADERO / MAIN STREET



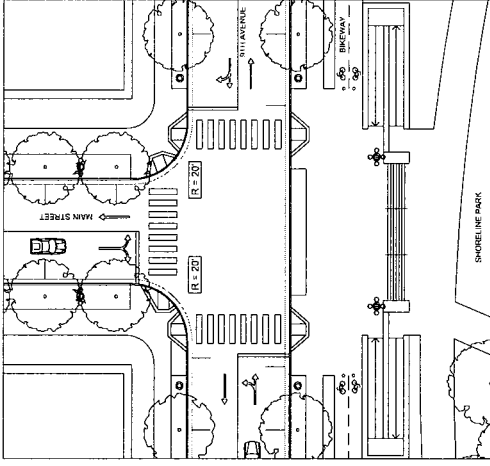
EMBARCADERO / 7TH AVENUE



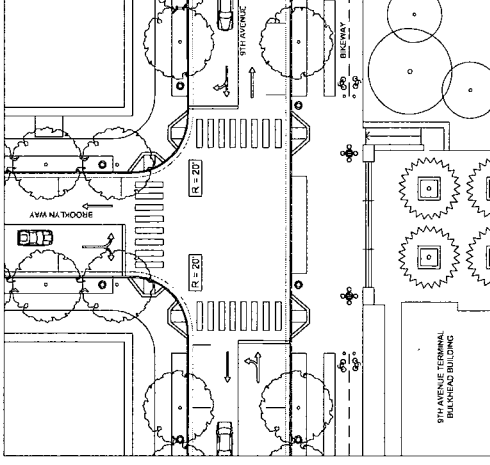
EMBARCADERO / 9TH AVENUE



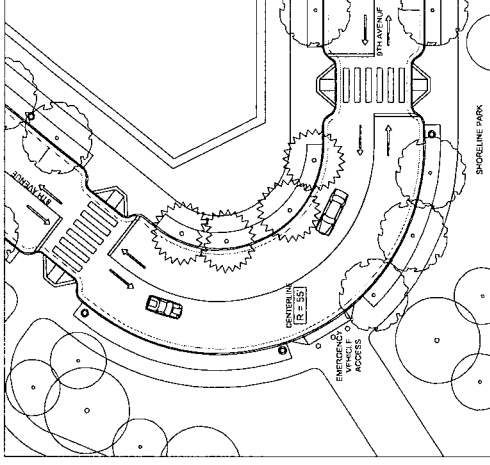
MAIN STREET / 8TH AVENUE



MAIN STREET / 9TH AVENUE



BROOKLYN WAY / 9TH AVENUE



8TH AVENUE / 9TH AVENUE

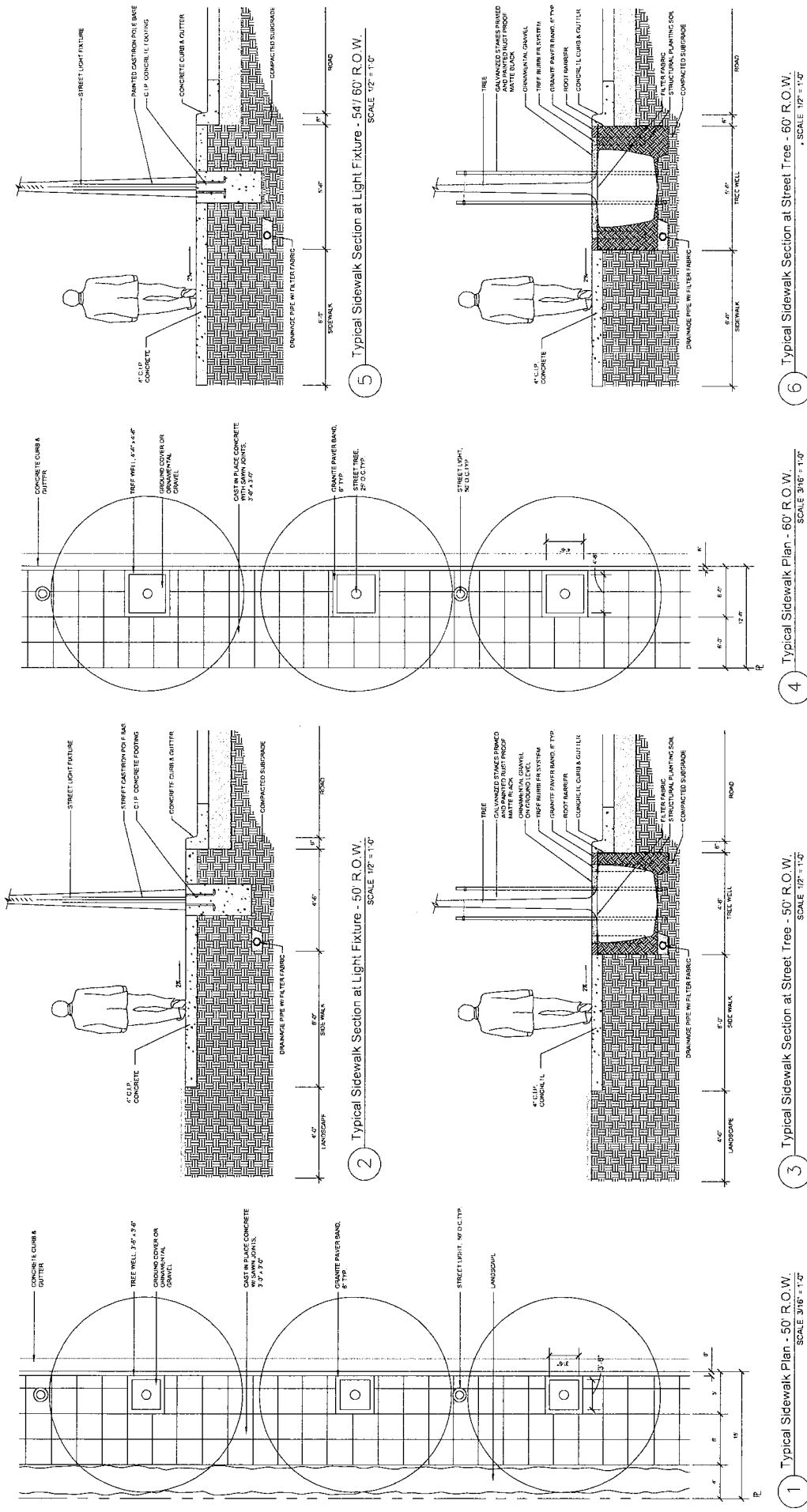


SHEET NO.
4.4

STREET INTERSECTIONS

Brooklyn Basin - Oak to 9th Development Plan

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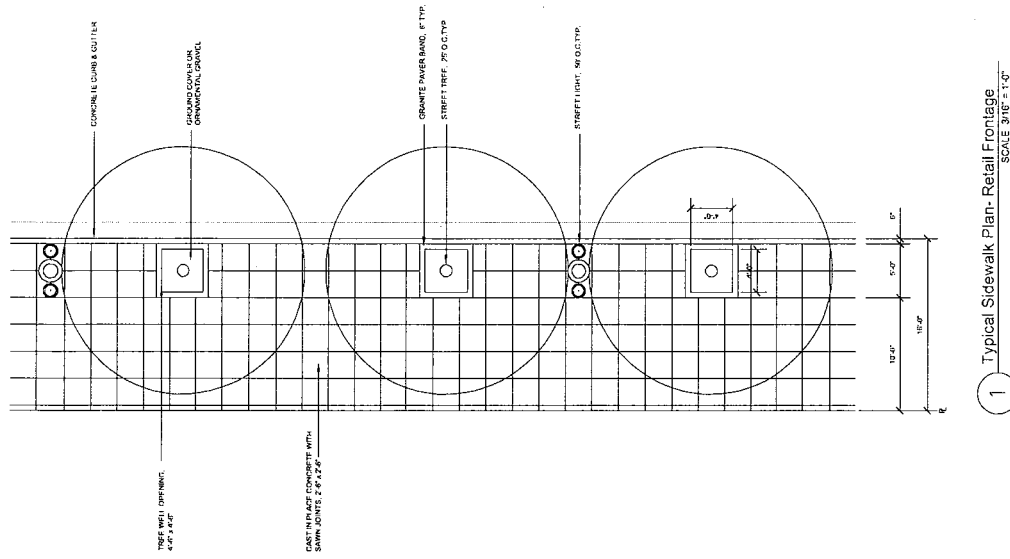


STREETSCAPE STANDARDS 50' AND 60' R.O.W.

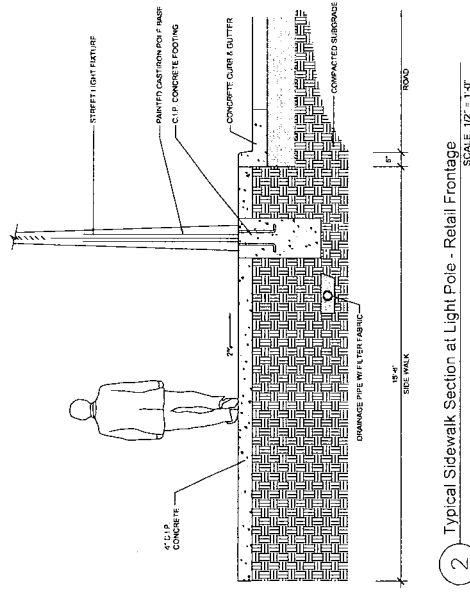
Brooklyn Basin - Oak to 9th Development Plan

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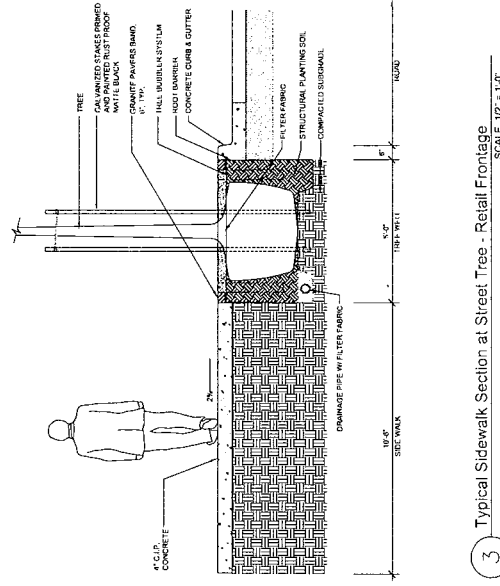
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1 Typical Sidewalk Plan- Retail Frontage
SCALE 3/16" = 1'-0"



2 Typical Sidewalk Section at Light Pole - Retail Frontage SCALE

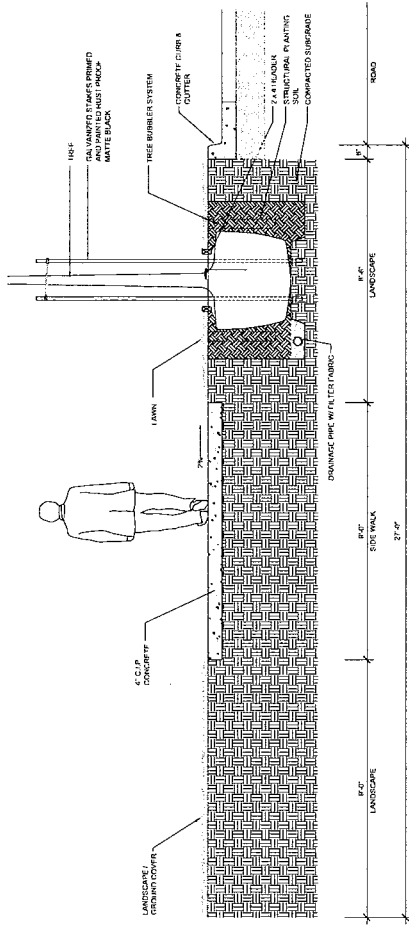


3 Typical Sidewalk Section at Street Tree - Retail Frontage SCALE

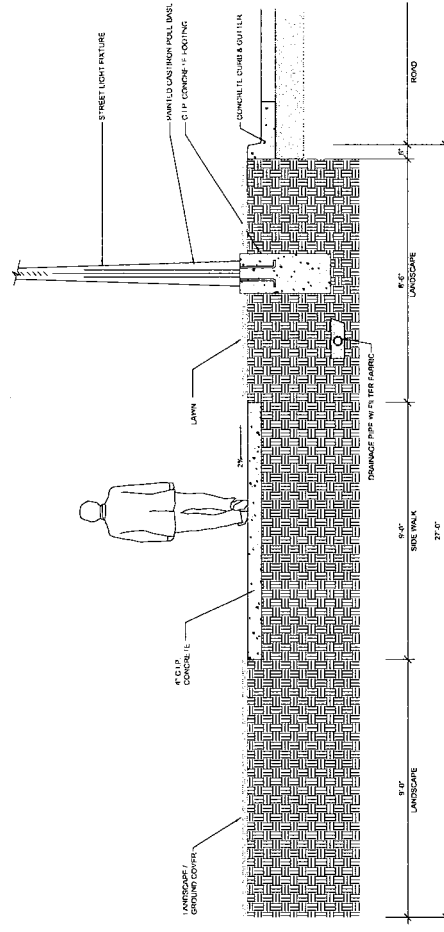
Brooklyn Basin - Oak to 9th Development Plan

Prepared for Oakland Harbor Partners by ROMA Design Group in association with MVE Architects, Moffatt & Nichol and BKF Engineers

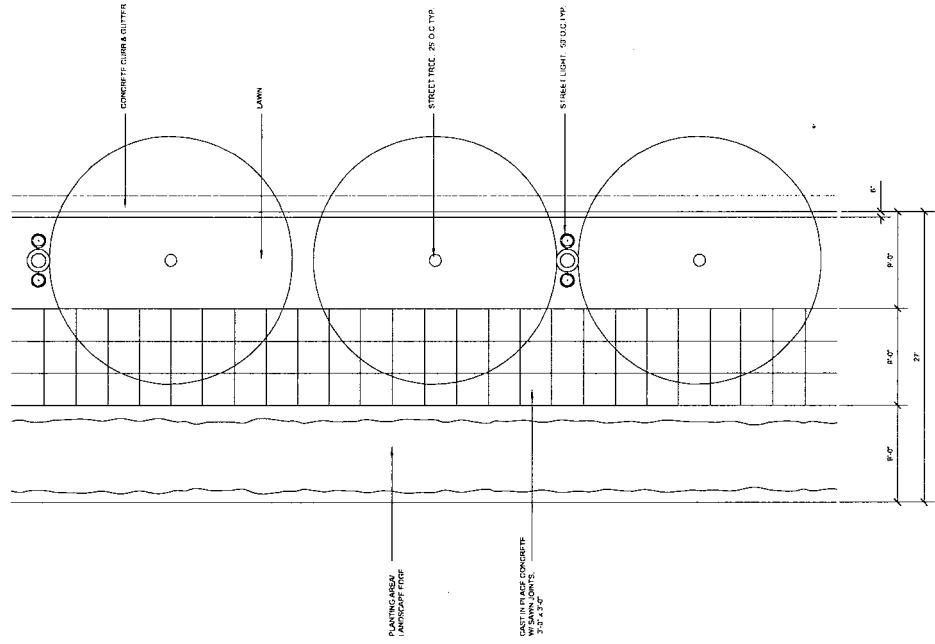
OCTOBER 2006



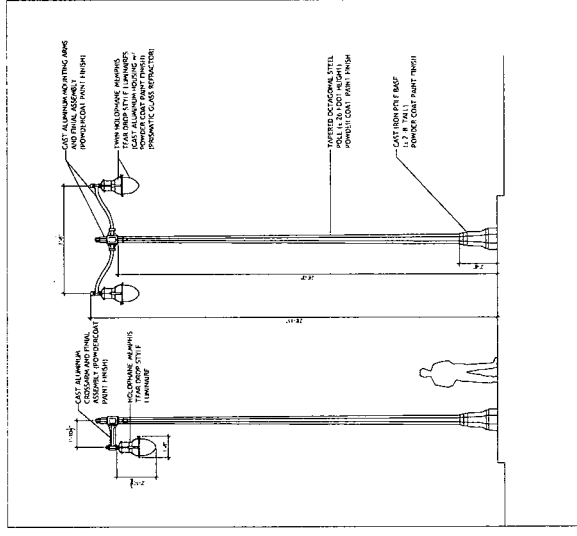
2 Typical Sidewalk Section at Street Tree - Residential Frontage



3 Typical Sidewalk Section at Light Pole - Residential Frontage

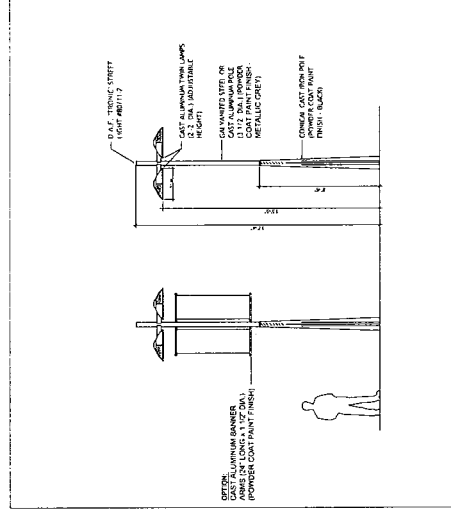


1 Typical Sidewalk Plan- Residential Frontage



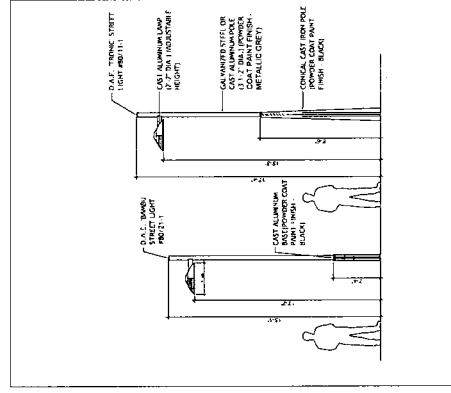
3B The Embarcadero - Tall Pole Fixture

SCALE 1/4"=1'-0"



2B Street Light Pole - Dual Luminaire

SCALE 1/4"=1'-0"



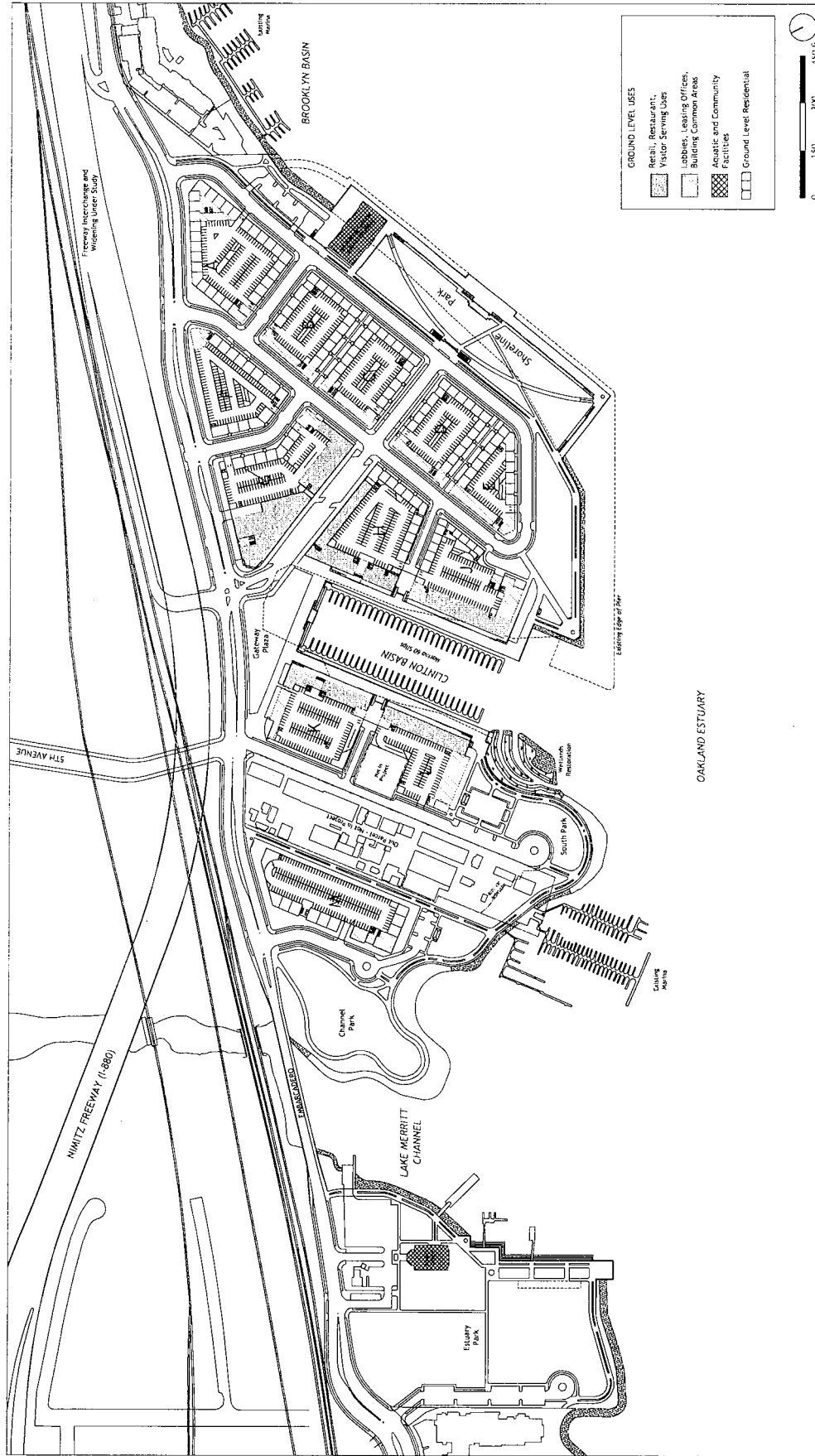
1B Pedestrian Light Pole & Street Light Pole - Single Luminaire

SCALE 1/4"=1'-0"

STREET LIGHTING STANDARDS

Brooklyn Basin - Oak to 9th Development Plan

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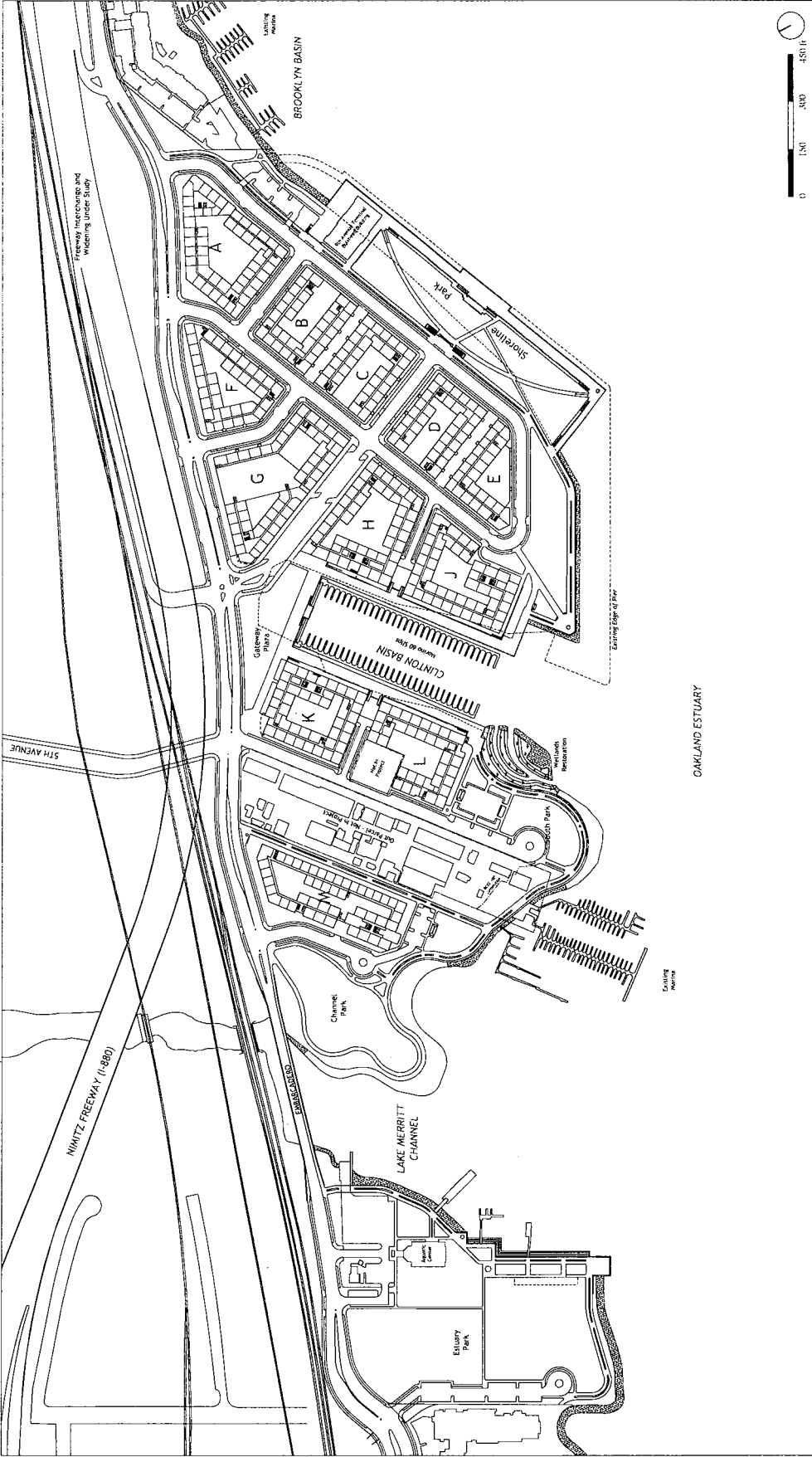


ILLUSTRATIVE GROUND LEVEL BUILDING PLAN

Brooklyn Basin - Oak to 9th Development Plan

Prepared for Oakland Harbor Partners by ROMA Design Group in association with MVE Architects, Moffatt & Nichol and BKF Engineers

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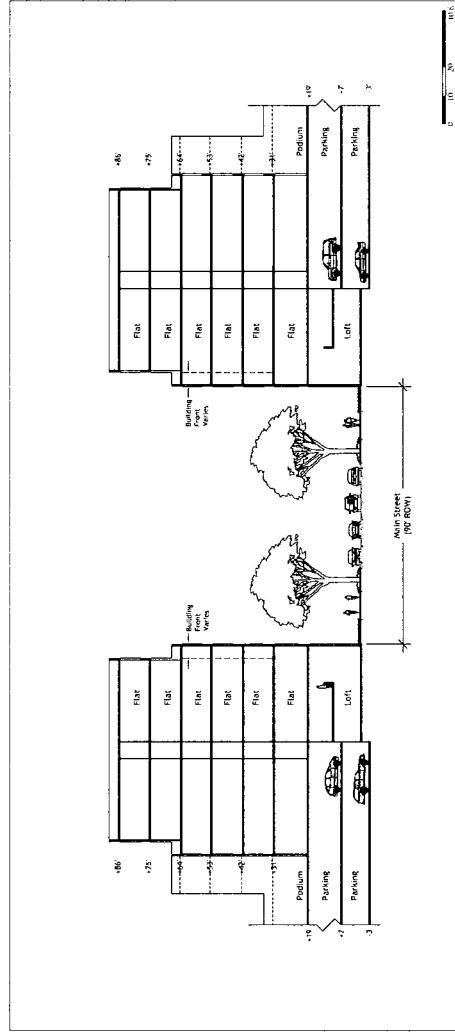
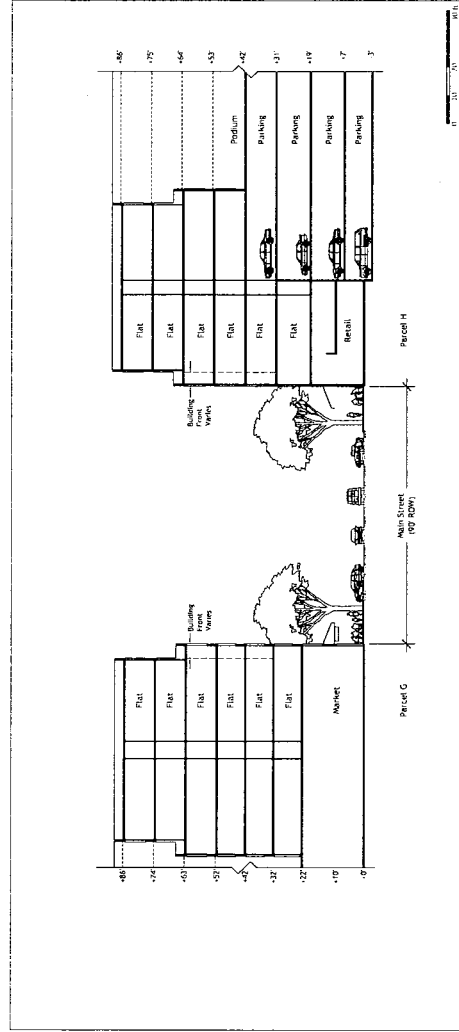
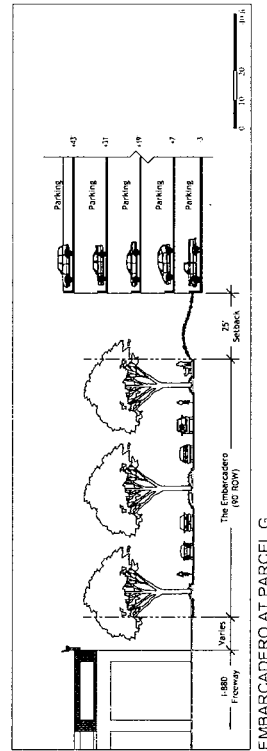
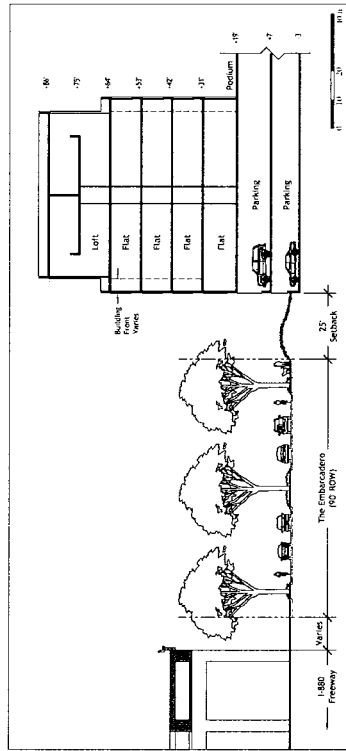
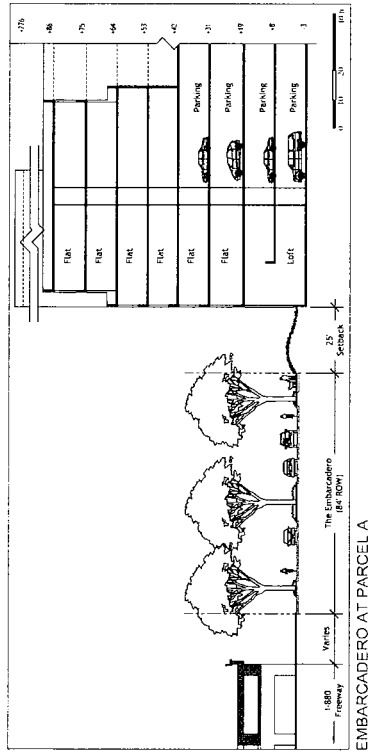


ILLUSTRATIVE UPPER LEVEL BUILDING PLAN

Brooklyn Basin - Oak to 9th Development Plan

Prepared for Oakland Harbor Partners by ROMA Design Group in association with MVE Architects, Moffatt & Nichol and BKF Engineers

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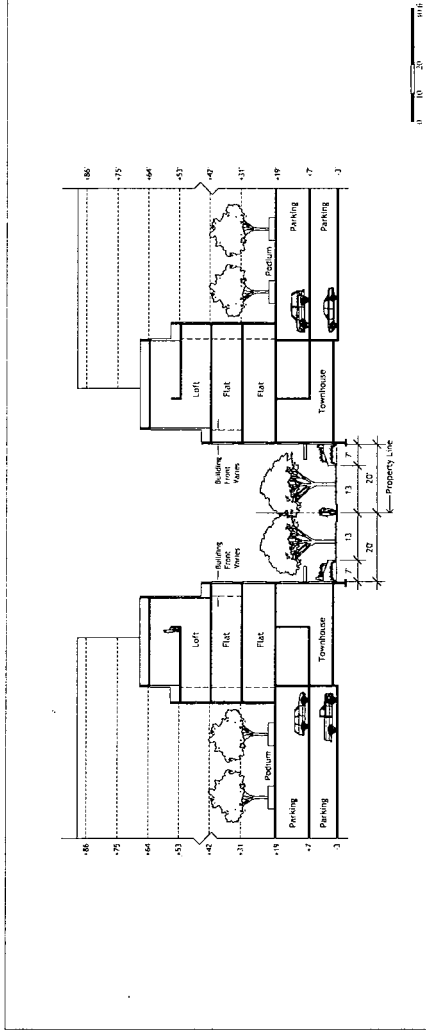


ILLUSTRATIVE BUILDING SECTIONS

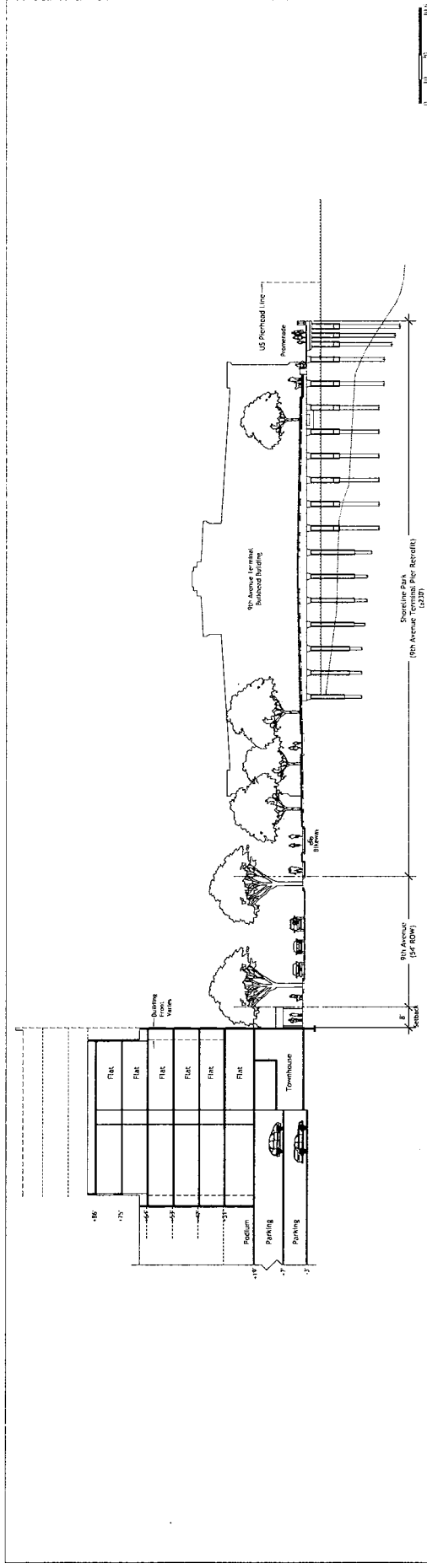
Brooklyn Basin - Oak to 9th Development Plan

Prepared for Oakland Harbor Partners by ROMA Design Group in association with MYE Architects, Moffatt & Nichol and BKF Engineers

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PEDESTRIAN WAYS BETWEEN PARCELS B, C, D & E



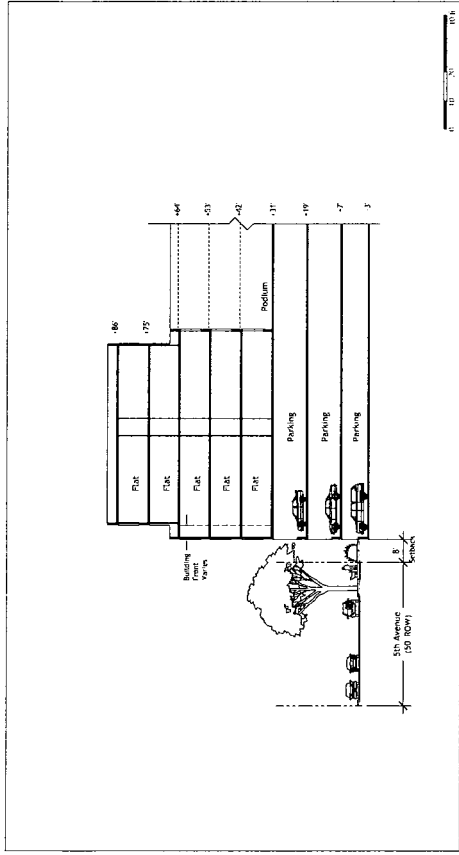
9th AVENUE AT PARCELS C, D, E & PIER RETROFIT

ILLUSTRATIVE BUILDING SECTIONS

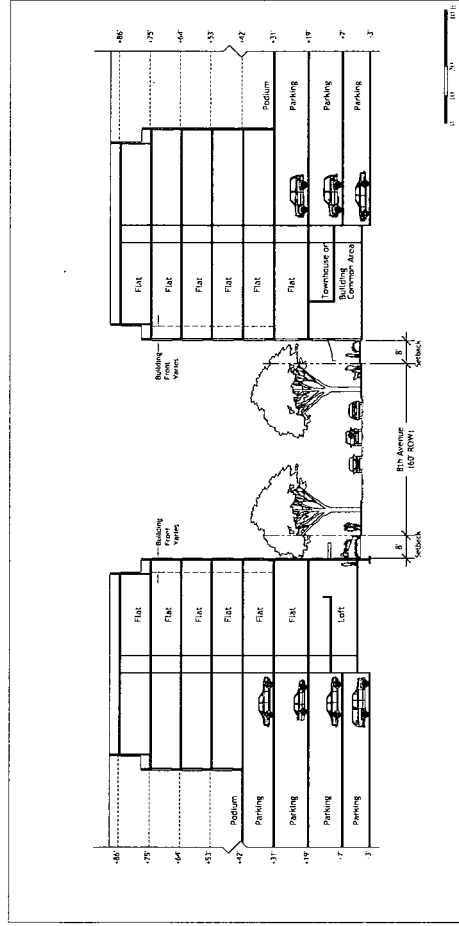
Brooklyn Basin - Oak to 9th Development Plan

Prepared for Oakland Harbor Partners by ROMA Design Group in association with MVE Architects, Moffatt & Nichol and BKF Engineers

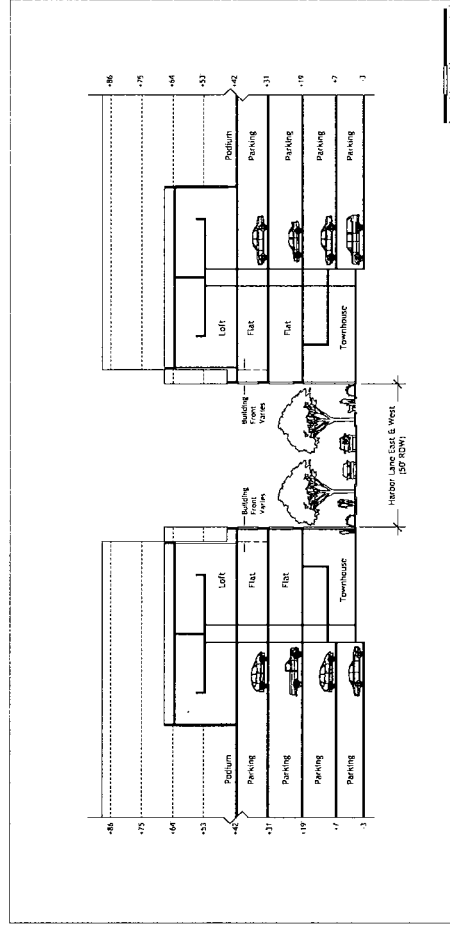
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5th AVENUE AT PARCELS K & L



8th AVENUE AT PARCELS B, F, C, G, D, H, E & J



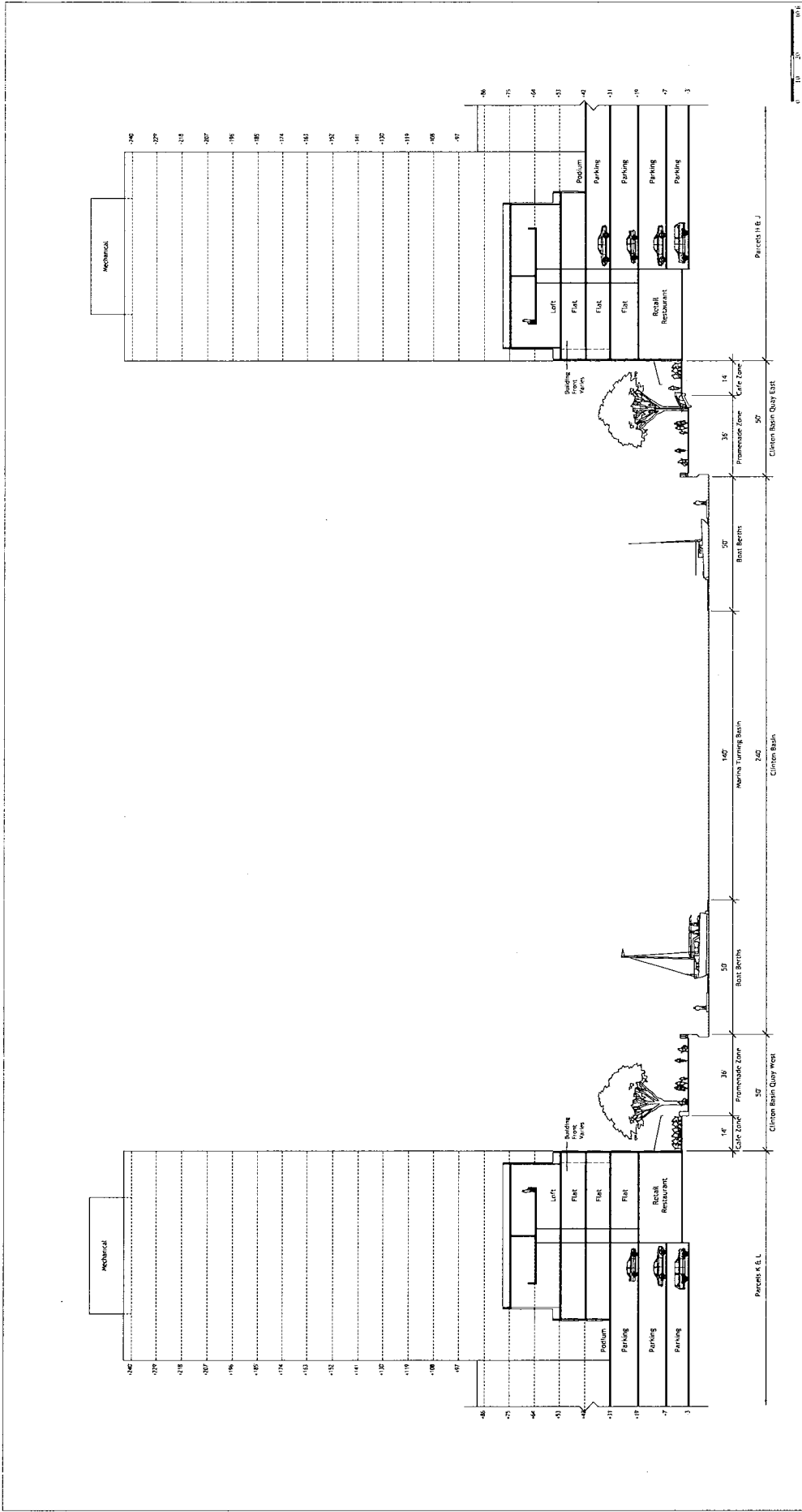
HARBOR LANE EAST & WEST AT PARCELS H, J, K & L

ILLUSTRATIVE BUILDING SECTIONS

Brooklyn Basin - Oak to 9th Development Plan

Prepared for Oakland Harbor Partners by ROMA Design Group in association with MVE Architects, Mollatt & Nichol and BKF Engineers

OCTOBER 2006



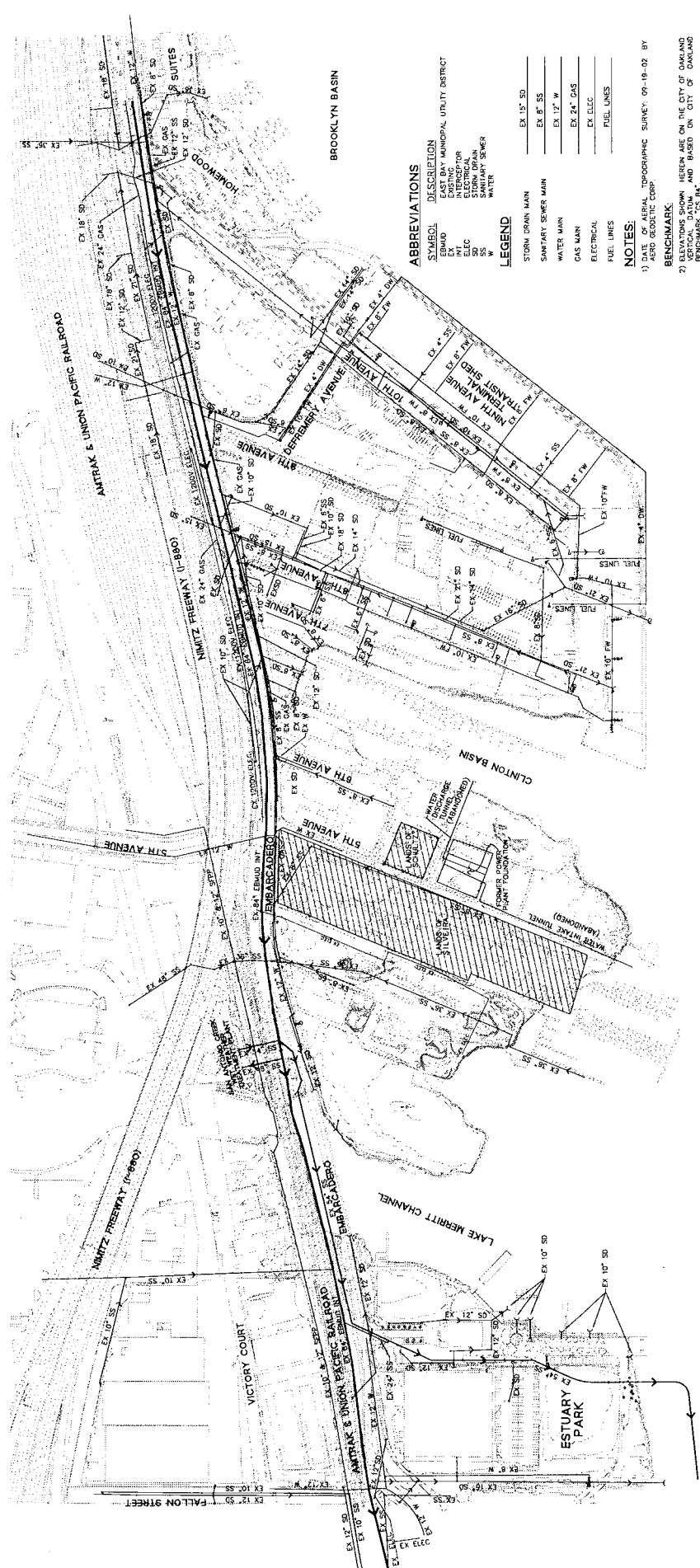
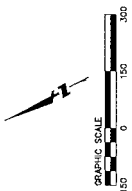
CLINTON BASIN AT PARCELS H, K, J & L

ILLUSTRATIVE BUILDING SECTIONS

Brooklyn Basin - Oak to 9th Development Plan

Prepared for Oakland Harbor Partners by ROMA Design Group in association with MVE Architects, Moffatt & Nichol and BKF Engineers

OCTOBER 2006



ABBREVIATIONS	
SYMBOL	DESCRIPTION
EBMUD	EAST BAY MUNICIPAL UTILITY DISTRICT
EXT	INTERCEPTOR
ELEC	ELECTRICAL
SD	STORM DRAIN
SS	SANITARY SEWER
W	WATER

LEGEND	
STORM DRAIN MAIN	_____
SANITARY SEWER MAIN	_____
WATER MAIN	_____
GAS MAIN	_____
ELECTRICAL	_____
FUEL LINES	_____

NOTES:
1) THE EXISTING TOPOGRAPHIC SURVEY, 09-16-02 BY
K&O GEOTECH CORP.

BENCHMARK:
2) ELEVATIONS SHOWN HEREIN ARE ON THE CITY OF OAKLAND
VERTICAL DATUM, AND BASED ON CITY OF OAKLAND
BENCHMARK 12+00.00, A C&G DISK AT THE CROSSING OF 5TH
AVENUE AND THE SOUTHERN PACIFIC RAILROAD, BENEATH
THE SOUTHERN PACIFIC RAILROAD, APPROXIMATELY 25' WEST
OF THE CENTERLINE OF 5TH AVENUE, APPROXIMATELY 25' WEST
OF THE CENTERLINE OF 5TH AVENUE, 4.4 FEET ABOVE
ELEVATION = 518.4 FT, CITY OF OAKLAND DATUM

UTILITIES:
3) UTILITIES SHOWN ON THIS PLAN ARE DERIVED FROM
RECORD DATA FOR SURFACE OBSERVATION AND ARE
APPROXIMATE ONLY. ACTUAL LOCATION AND SIZE, TOGETHER
WITH DEPTHS, SHALL BE VERIFIED IN THE FIELD BY
THE CONTRACTOR DURING CONSTRUCTION.

OAKLAND ESTUARY

BROOKLYN BASIN
Oak to 9th Development Plan
CITY OF OAKLAND, CALIFORNIA

**OAKLAND
HARBOR
PARTNERS**

ROMA
URBAN DESIGN, WATER PLANNING AND
LANDSCAPE ARCHITECTURE
2550 Shattuck Avenue, Suite 200
Berkeley, CA 94704
Tel: 415.841.1100 Fax: 415.841.1101

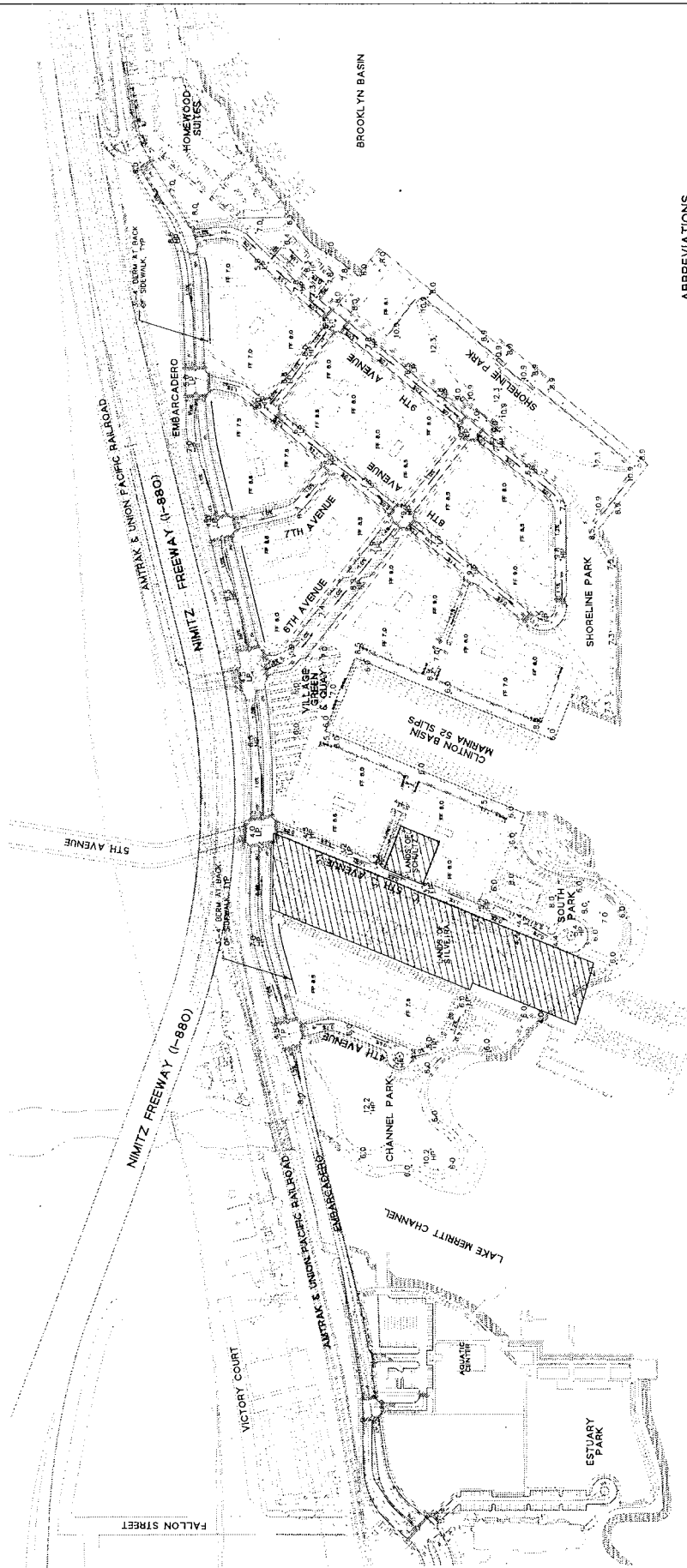
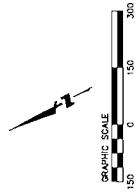
CONSULTANT
BKF
BUSINESS / SERVICES / PROJECTS
2550 Shattuck Avenue, Suite 200
Berkeley, CA 94704
Tel: 415.841.1100 Fax: 415.841.1101

REVISION	DATE	SCALE
PRELIMINARY DEVELOPMENT PLAN SUBMITTAL	07-01-05	1" = 150'
PRELIMINARY DEVELOPMENT PLAN SUBMITTAL	12-06-05	
PRELIMINARY DEVELOPMENT PLAN SUBMITTAL	07-29-06	
PRELIMINARY DEVELOPMENT PLAN SUBMITTAL	10-10-06	

DATE: October 18, 2006
NOTE: THIS DRAWING IS
SCALE 1" = 150' (SEE SHEET 5)
SMALLER THAN A 1/8"

SHEET TITLE: **EXISTING UTILITIES**

SHEET NO:	C-2
CASE	DRAWER
SET	



ABBREVIATIONS

SYMBOL	DESCRIPTION
PROPOSED FLOOR	
PROPOSED ELEVATION	
LOW POINT	
TYPICAL	

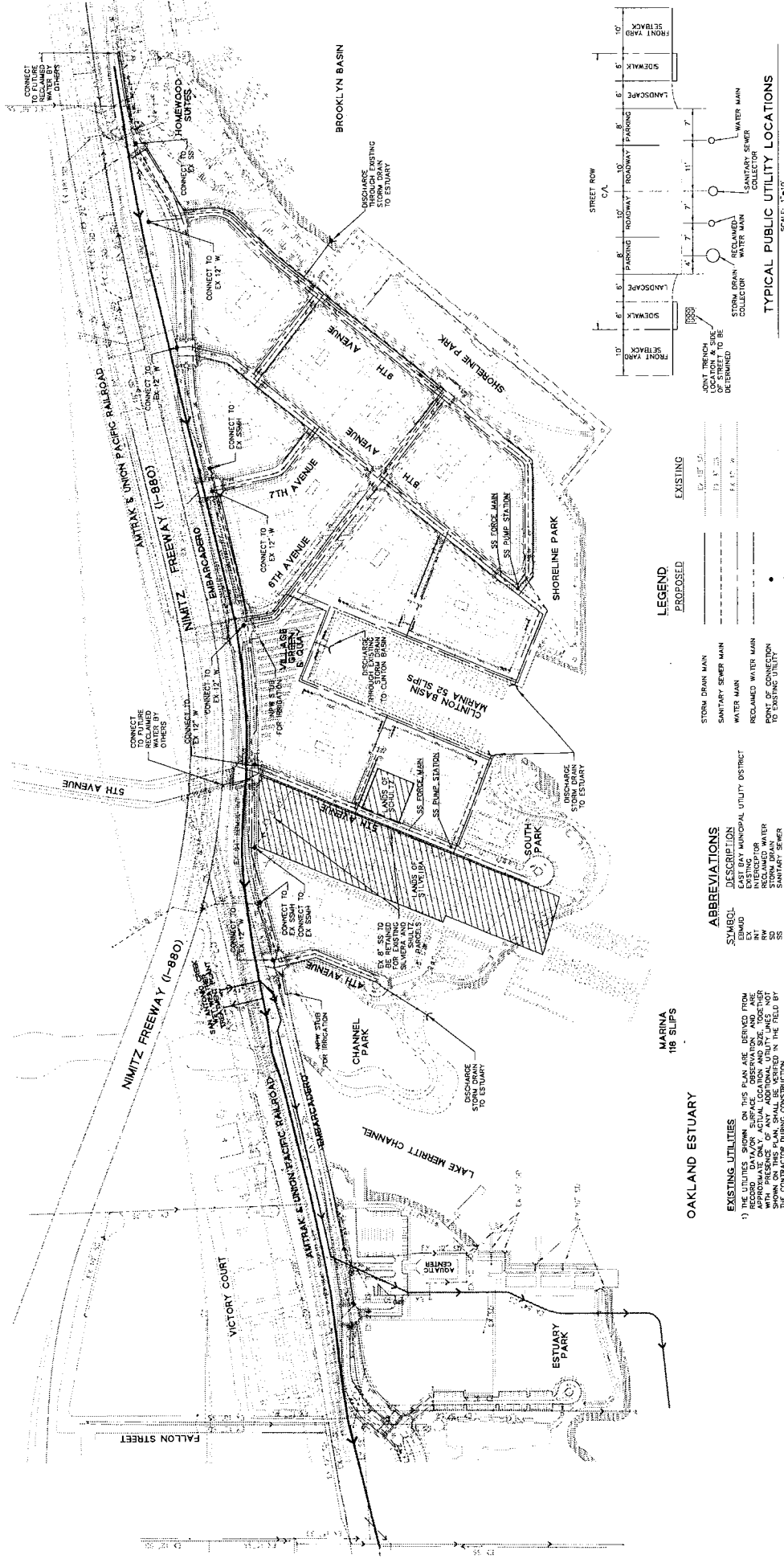
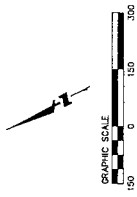
NOTES:
 1) NOT TO SCALE. GRADING CONCEPT PLAN. STREET SECTIONS AND SHORELINE SECTIONS FOR ADDITIONAL INFORMATION.

OAKLAND ESTUARY

MARINA 18 SLIPS

OAKLAND ESTUARY

BROOKLYN BASIN Oak to 9th Development Plan CITY OF OAKLAND, CALIFORNIA		OAKLAND HARBOR PARTNERS	ROMA LANDSCAPE ARCHITECTURE 1000 12th Street, Suite 200 Oakland, CA 94612 Tel: (415) 778-1000	CONSULTANT: BKF ENGINEERS / ARCHITECTS / PLANNERS 255 Chestnut Avenue, Suite 200 Richmond, CA 94805 Tel: (415) 778-1000	REVISION 1. PRELIMINARY DEVELOPMENT PLAN SUBMITTAL 2. PRELIMINARY DEVELOPMENT PLAN SUBMITTAL 3. PRELIMINARY DEVELOPMENT PLAN SUBMITTAL 4. PRELIMINARY DEVELOPMENT PLAN SUBMITTAL	DATE 02-08-04 03-01-05 07-20-06 10-19-06	SCALE: 1" = 50' 1" = 100' 1" = 200'	SHEET TITLE: PRELIMINARY GRADING CONCEPT PLAN	SHEET NO.: C-3
					CASE DRAWER SET				



OAKLAND ESTUARY

EXISTING UTILITIES

1) THE UTILITIES SHOWN ON THIS PLAN ARE DERIVED FROM RECORD DATA/ON SURFACE OBSERVATION AND ARE NOT GUARANTEED. THE LOCATION OF UTILITIES SHOWN ON THIS PLAN SHALL BE VERIFIED IN THE FIELD BY THE CONSULTOR DURING CONSTRUCTION.

ABBREVIATIONS

SYMBOL	DESCRIPTION
EM	EAST BAY MUNICIPAL UTILITY DISTRICT
EX	EXISTING
RE	RECLAIMED WATER
SS	SANITARY SEWER
W	WATER

LEGEND

PROPOSED	EXISTING
STORM DRAIN MAIN	12" 12' 0"
SANITARY SEWER MAIN	12" 12' 0"
WATER MAIN	12" 12' 0"
RECLAIMED WATER MAIN	12" 12' 0"
POINT OF CONNECTION TO EXISTING UTILITY	12" 12' 0"
STORM DRAIN DISCHARGE	12" 12' 0"

TYPICAL PUBLIC UTILITY LOCATIONS

SCALE: 1"=10'

BROOKLYN BASIN
Oak to 9th Development Plan
CITY OF OAKLAND, CALIFORNIA

OAKLAND HARBOR PARTNERS

ROMA
URBAN DESIGN MASTER PLANNING AND ARCHITECTURE
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Tel: 415.778.8800

BKF
BOUNDARY / SURVEY / PLANNING
2000 14th Street, Suite 200
Oakland, CA 94612
Tel: 415.778.8800

REVISION	DATE	SCALE
P.L.D. SUBMITTAL	07-01-04	1"=150'
PRELIMINARY DEVELOPMENT PLAN SUBMITTAL	07-01-05	
PRELIMINARY DEVELOPMENT PLAN SUBMITTAL	12-08-05	
PRELIMINARY DEVELOPMENT PLAN SUBMITTAL	07-20-06	
PRELIMINARY DEVELOPMENT PLAN SUBMITTAL	10-12-07	

PRELIMINARY UTILITY CONCEPT PLAN

C-4

CASE FORWARD SET

C. PRAC Staff Report, dated April 8, 2015

CITY OF OAKLAND
Interoffice Memorandum



Oakland Parks and Recreation

TO: Barry Miller, Chair, Parks and Recreation Advisory Commission
FROM: Catherine Payne, Planner III, Major Projects Division, Bureau of Planning
DATE: April 8, 2015
SUBJECT: **INFORMATION REPORT REGARDING FINAL DEVELOPMENT PERMIT APPLICATION FOR SHORELINE PARK (BROOKLYN BASIN)**

SUMMARY

The purpose of this report is to provide the PRAC with background and information related to implementation of the Brooklyn Basin Project (formerly known as "Oak Street to Ninth Avenue"). The Brooklyn Basin Project land use entitlements were originally approved in 2006 and 2009. At this time, the applicant, Zarsion-OHP 1, LLC (ZOHP) is initiating Phase I improvements. Specifically, the applicant is seeking a Final Development Permit to construct Shoreline Park, including the demolition of a large portion of the 9th Avenue Terminal, as approved under the Preliminary Development Permit. Later this year, staff will request the PRAC to consider FDP findings for Shoreline Park.

PROJECT SITE AND SURROUNDING AREA

Brooklyn Basin generally encompasses a 64-acre site that adjoins the Oakland Estuary to the south, the Embarcadero and I-880 freeway to the north, 10th Avenue to the east, and Fallon Street to the west. The Shoreline Park site is located in the eastern portion of Brooklyn Basin, generally between 9th Avenue and the Oakland Estuary. The Shoreline Park site previously hosted commercial and industrial uses (including the Ninth Avenue Terminal, a retail furniture store, a metal recycling facility, and outdoor storage of shipping containers).

FISCAL IMPACT

There will be no fiscal impact to the City of Oakland related to development and maintenance of Shoreline Park. The project is responsible for both development and maintenance of all Brooklyn Basin parks, including Shoreline Park.

Regarding development costs and responsibilities, the Development Agreement between City of Oakland, Redevelopment Agency of the City of Oakland, and Oakland Harbor Partners, LLC (Development Agreement) Section 4.4.2 states that:

"Developer, at it[s] sole cost, shall be responsible for the construction of the Public Open Space improvements for that portion of the Public Open Space located east of the Lake Merritt Channel pursuant to plans approved by the City, which plans shall be substantially similar to the conceptual plans included within the Project Approvals... Notwithstanding the foregoing to the contrary, Developer shall have the right to fund all or a portion of the costs associated with the construction of the Public Open Space improvements through the CFD {Community Facilities District}."

In summary, the Development Agreement states that the developer, ZOHP, is responsible for construction and delivery of park improvements to the City of Oakland.

Regarding future ongoing park maintenance, the Development Agreement assumes maintenance to be undertaken by the project:

"The City and Developer shall work together to form the CSD {Community Services District} (Section 4.4.4)... The CSD would be responsible for day to day maintenance of the following public improvements pursuant to the Minimum Maintenance Standards attached hereto as Exhibit F: (i) the improvements within the Public Open Space (including, without limitation, the pile supported deck underlying Shoreline Park) (Section 4.4.4.2)... Regardless of whether or when the CSD is formed, (i) the CFD shall be formed, and (ii) full funding established and authorized as necessary to fulfill in perpetuity (A) the maintenance and service obligations specified in this Section 4.4 or otherwise specified for inclusion in the CSD or CFD budget..." (Section 4.4.4.4)

In summary, the DA states that a CSD and/or CFD or other separate financial tool, acceptable to the City will fund park maintenance and not the City of Oakland.

Staff is currently working with the developer, ZOHP, to establish a Community Facilities District and other financial tools to provide park maintenance that ensure no City of Oakland responsibility, consistent with the terms of the Development Agreement.

PROJECT DESCRIPTION

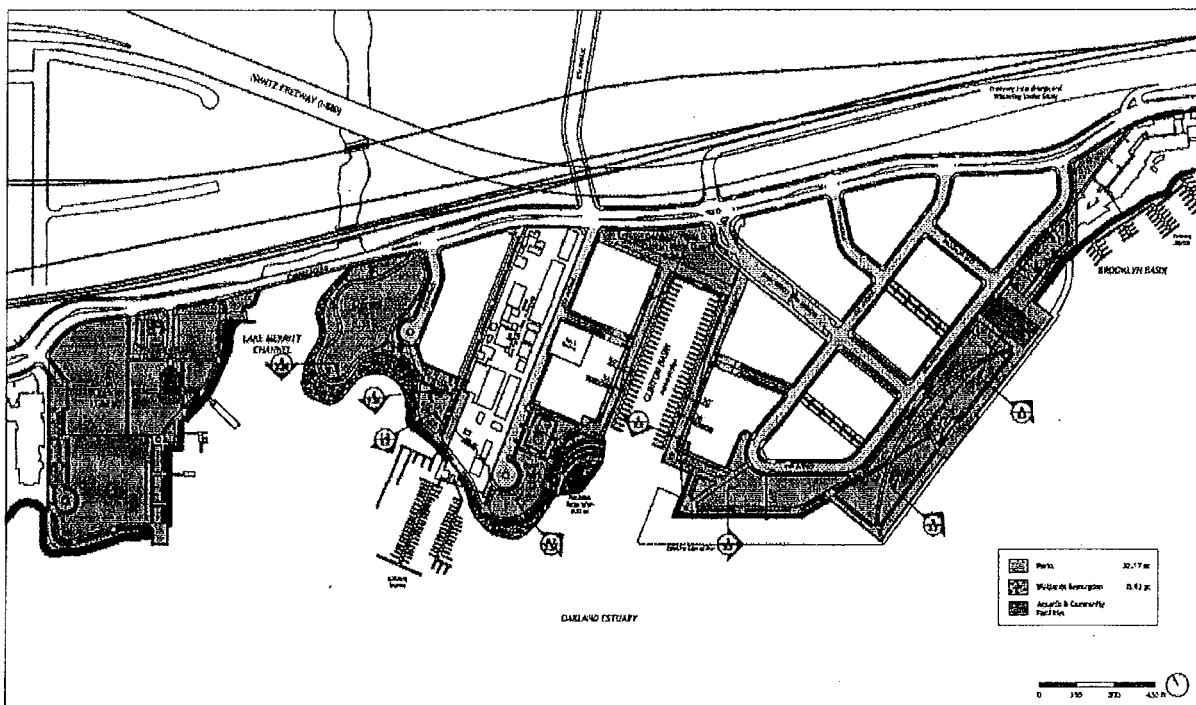


Figure 1: Brooklyn Basin Parks (Shoreline Park is the southeastern most park)

ZOHP is initiating final permit applications to develop Shoreline Park. Shoreline Park is the first of three new parks that are planned as part of the approved Brooklyn Basin project. Shoreline Park is the southeastern most park at the Brooklyn Basin site (immediately east of 9th Avenue), sited generally where the 9th Avenue Terminal is currently located. ZOHP received preliminary land use entitlements for the park and demolition of the 9th Avenue Terminal in 2009. At this time, the remaining City of Oakland requirements to allow issuance of construction-related permits for the park include:

- Demolition Findings for the 9th Avenue Terminal (Landmarks Preservation Advisory Committee—LPAB-- recommendation to Planning Commission--PC);
- Submittal of an application to designate the 9th Avenue Terminal as a City of Oakland Landmark (LPAB and PC recommendation to City Council); and
- Final Development Permit for Shoreline Park, including the remaining portion of the 9th Avenue Terminal (LPAB and Parks and Recreation Advisory Committee—PRAC-- recommendation to PC).

ZOHP has submitted a Final Development Permit (FDP) application for Shoreline Park, as well as a Landmark Application for the 9th Avenue Terminal. As of this writing, staff has not deemed either application complete. However, in the interest of seeking early public and City input, staff is providing information to and seeking guidance from the PRAC regarding the project status and proposed design.

The planned Shoreline Park is approximately 10 acres, much of which is located on an existing pile-supported wharf over the Bay. The approved design includes demolition of approximately 90 percent of the 9th Avenue Terminal, and historic preservation of the southeastern portion of the building. The park is envisioned to host periodic special events. There are 30 off-street parking spaces and up to 60 on-street parking spaces (public spaces located on 9th Avenue, adjacent to the park). The PDP included an open lawn area occupying up to four acres of the site; however, due to structural limitations of the wharf, the FDP application includes wood decking in lieu of lawn.

Attachment A provides the plans submitted by ZOHP to initiate the FDP application, and includes both conceptual park plans and the proposed 9th Avenue Terminal building design.

BACKGROUND

City of Oakland Land Use Entitlements

The planned Brooklyn Basin Project consists of a mix of residential, retail/commercial, civic, and parks and open space uses preliminarily approved by the Planning Commission on March 15, 2006, and for which a Development Agreement was executed on July 18, 2006 by the City Council. Following a legal challenge, final entitlements were granted in 2009. The project sponsors plan to construct up to 3,100 residential units, 200,000 square feet of ground-floor commercial space, a minimum of 3,950 parking spaces, 29.9 acres of parks and public open space, two renovated marinas (total of 170 boat slips), and an existing wetlands restoration area. The existing buildings on the site will be demolished with the exception of a portion of the Ninth Avenue Terminal shed building and the Jack London Aquatic Center. The project does not include approximately six acres of privately-

held property along and east of 5th Avenue that contains a mix of commercial and industrial uses, as well as a small community of work/live facilities.

Over the past year, ZOHP has worked with the City of Oakland to comply with the terms of the zoning regulations, Development Agreement (DA), Planned Unit Development permit (PUD), Environmental Impact Report (EIR) and the adopted project Conditions of Approval (CoAs) to prepare the Phase I site for parcel development activities. Parcel development cannot occur until a Final Map is issued, and specific CoAs must be met prior to issuance of the first Final Map. To this end, the applicant has worked to complete the following milestones toward issuance of the first Final Map (this matrix represents the highlights of the applicant's activities and is not exhaustive):

Summary of Brooklyn Basin Milestones March 2015

Milestone	Required by	Status
Land Use Entitlements (DA, PUD/PDP, GPA, Rezone, EIR)	Oakland Municipal Code	Complies: Initial (challenged) approval 7/18/2006; Final approval 1/2009
Schematic Master Improvement Plan	CoA 33, Prior to issuance of site development grading permit	Complies: Submitted to the City of Oakland and revised based on City comments 3/2014; City Engineer approval 5/2014
Soil remediation (grading/surcharge permits)	EIR MM H, Prior to issuance of site development building permits	Complies: Activities initiated 6/2014
Sale of Parcels F, G and T to the City of Oakland	CoA 48: 90 days after determination of Finished Lots or earlier	Complies: Close of escrow 8/2014 (prior to Finished Lot)
Phase I Infrastructure FDP	Zoning regulations	Approved by Planning Commission 11/14
CFD	CoA 38, Prior to issuance of first Final Map	In process as of this writing
Final TDM	EIR MM B and C, CoA 22, Prior to approval of FDP	Complies: Planning Commission recommendation 11/5/14; City Council consideration pending
Submittal of CC&Rs	CoA 30, Prior to submittal of First Final Map	Complies: 8/2014

The PUD includes two permitting phases: the Preliminary Development Permit (PDP) and the Final Development Permit (FDP). The PDP was approved as part of the PUD approval in 2006. The PDP represents schematic design of Shoreline Park (and is shown in Attachment B to this report). The FDP is intended to represent design development of the approved PDP—it should be consistent with and an evolution and refinement of the approved PDP. In considering approval of an FDP application, the Planning Commission is asked to make “written findings that the Final Development Plan is in substantial conformance with the Preliminary Development Plan...” (Planned Waterfront Zoning District Section PWD-4.060). The PRAC, in turn, will be asked to make a recommendation to the Planning Commission for all future Brooklyn Basin Park FDP applications based on the required findings.

State Lands Jurisdiction

The Public Trust Policy for the California State Lands Commission controls waterfront land uses generally (and Shoreline Park, specifically), as follows:

Uses of trust lands, whether granted to a local agency or administered by the State directly, are generally limited to those that are water dependent or related, and include commerce, fisheries, and navigation, environmental preservation and recreation. Public trust uses include, among others, ports, marinas, docks and wharves, buoys, hunting, commercial and sport fishing, bathing, swimming, and boating. Public trust lands may also be kept in their natural state for habitat, wildlife refuges, scientific study, or open space. Ancillary or incidental uses, that is, uses that directly promote trust uses, are directly supportive and necessary for trust uses, or that accommodate the public's enjoyment of trust lands, are also permitted. Examples include facilities to serve visitors, such as hotels and restaurants, shops, parking lots, and restrooms. Other examples are commercial facilities that must be located on or directly adjacent to the water, such as warehouses, container cargo storage, and facilities for the development and production of oil and gas. Uses that are generally not permitted on public trust lands are those that are not trust use related, do not serve a public purpose, and can be located on non-waterfront property, such as residential and nonmaritime related commercial and office uses.

In summary, applicable State Lands jurisdiction requires Shoreline Park uses to be waterfront-related and public in nature.

Bay Conservation and Development Commission

With regards to the Shoreline Park project, The Bay Conservation and Development Commission (BCDC) has jurisdiction over the 100 feet of land inland from the San Francisco Bay shoreline and requires the provision of a minimum 10-foot wide section of the Bay Trail through all redeveloped bayfront parcels in their jurisdiction, as well as “maximum feasible public access” (Shoreline Spaces: Public Access Design Guidelines for the San Francisco Bay, BCDC). More specifically, Shoreline Park is subject to a BCDC Permit (No. 2006.007.01) that is generally consistent with the PDP (see Attachment B), and includes: 345,000 square feet of access, including a public fountain, 40 benches, pedestrian-scale lighting, wharf railings, one Bay Trail directional map, four interpretive/historic markers, a vertical trail marker; a 24,600 square-foot rain garden for stormwater

detention, as well as public access improvements along the train trestle located to the northeast of the Ninth Avenue Terminal.

Public Comments to Date

The LPAB previously reviewed the Shoreline Park FDP application at their regularly scheduled meeting on March 9, 2015. In addition, the LPAB held a public hearing on the information item. The following comments were received:

- LPAB:
 - Landmark application:
 - Prefer to process Landmark application sooner rather than later (prior to demolition)
 - Would like to receive an application to landmark entire building
 - *Staff note: CoA 25.b(5) states project requirement as: ...an application to nominate the remaining portion of the building and the site as a City of Oakland landmark*
 - Can 2004 landmark application be revived?
 - Would like applicant to work with community to submit application
 - LPAB might receive two separate applications at two different times
 - Design:
 - Park design should incorporate references to extent and footprint of historic building: carry evidence of building out into landscape (keep pedestals/columns)
 - Ensure long-term maintenance of unique park features
 - Need more public amenities: restrooms, seating and gathering areas
 - Park feels vast and empty:
 - Invigorate space with pop-up retail and activities;
 - Indicate immense scale of 9th Avenue Terminal;
 - Express landscape that might have been there historically
 - Established a subcommittee:
 - Andrews and MacDonald volunteered to be on subcommittee
- Public Speakers:
 - Naomi Schiff:
 - Likes Michael Willis design for the remaining portion of the 9th Avenue Terminal
 - Mark the original portion of the building to indicate the earlier (vs. the later) construction phase of the building
 - Park design is not adequately detailed
 - Does not support landmarking the building: this is a remnant of a facility and landmarking such would be an insult
 - Believes the wharf may be historic given its' age
 - No high-end restaurant
 - Integrate indoor/outdoor space
 - Joyce Roy:
 - How many building bays is the project required to preserve?
 - *Staff note: The required retention of twenty thousand square feet of the original building is accommodated by retention of four building bays;*

keeping an additional two bays as outdoor space is not part of the required building retention

- Designate entire building as a landmark, as the planned project may never happen

NEXT STEPS

The purpose of this report is to provide background information regarding the Brooklyn Basin Shoreline Park PDP, provide the PRAC with the preliminary Shoreline Park FDP submittal, and provide clarity to and respond to questions from the PRAC and community members regarding the remaining decision-making process for development of the park.

In the future, the PRAC will be asked to conduct design review and make a recommendation regarding the required FDP findings. As noted above, the required Planning Commission findings are "that the Final Development Plan is in substantial conformance with the Preliminary Development Plan..." (Planned Waterfront Zoning District Section PWD-4.060).

RECOMMENDATION

Staff recommends the PRAC:

- A. Accept this informational report;
- B. Review the attached plans (Attachment A);
- C. Provide early comment on the FDP submittal and required findings; and
- D. Identify any outstanding information needs.

Respectfully submitted,



CATHERINE PAYNE, Planner III
Development Planning Division

Attachment A: Shoreline Park FDP Submittal (February 2015)

Attachment B: Brooklyn Basin Approved PDP (2006)

Attachment C: Development Agreement Exhibit F

D. LPAB Staff Report, dated March 9, 2015

Case File Number: DA06011, LM15002

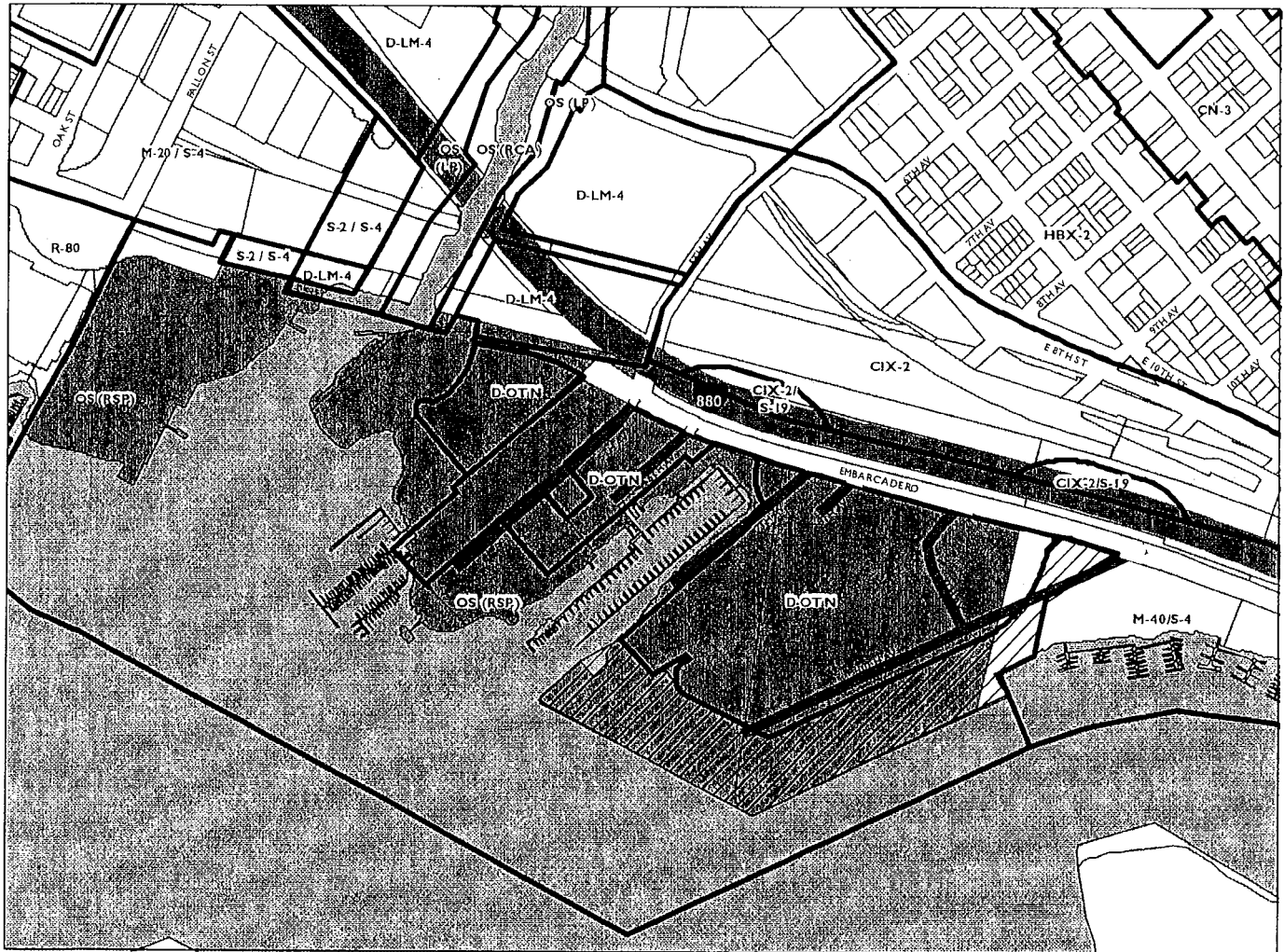
March 9, 2015

Location:	9th Avenue Terminal, Brooklyn Basin, 9th Avenue near Embarcadero
Proposal:	Provide background information about ongoing Brooklyn Basin Project and 9 th Avenue Terminal prior to consideration of demolition findings and application for City of Oakland Landmark.
Applicant:	ZOHP, Patrick Van Ness, (510) 251-9270
Owner:	ZOHP
Planning Permits Required:	Demolition Permit; Landmark Application.
General Plan:	Planned Waterfront Development-4
Zoning:	OS-RSP (as applied under PWD-4)
Environmental Determination:	Final EIR certified on January 20, 2009
Historic Status:	9 th Avenue Terminal: A
Service Delivery District:	3
City Council District:	2 – Abel J. Guillen
For further information:	Contact case planner Catherine Payne at 510-238-6168 or by e-mail at cpayne@oaklandnet.com

SUMMARY

The purpose of this report is to provide the LPAB with background and information related to implementation of the Brooklyn Basin Project (formerly known as “Oak Street to Ninth Avenue”). The Brooklyn Basin Project land use entitlements were originally approved in 2006 and 2009. At this time, the applicant, Zarsion-OHP 1, LLC (ZOHP) is initiating Phase I improvements. Specifically, the applicant is seeking a Final Development Permit to construct Shoreline Park, including the demolition of a large portion of the 9th Avenue Terminal, as approved under the Preliminary Development Permit. In the future, staff will request the LPAB to consider demolition findings for the 9th Avenue Terminal and an application to designate the 9th Avenue Terminal as a City of Oakland Landmark.

CITY OF OAKLAND PLANNING COMMISSION



0 250 500 1,000 1,500 2,000 Feet



Case File: DA06011, LMI5002

Applicant: Zarsion-OHP I, LLC (ZOHP), Patrick Van Ness

Address: Brooklyn Basin Phase I, Shoreline Park
generally located south of Embarcadero,
along 9th Avenue

Zone: OS-RSP

PROJECT SITE AND SURROUNDING AREA

Brooklyn Basin generally encompasses a 64-acre site that adjoins the Oakland Estuary to the south, the Embarcadero and I-880 freeway to the north, 10th Avenue to the east, and Fallon Street to the west. The Shoreline Park site is located in the eastern portion of Brooklyn Basin, generally between 9th Avenue and the Oakland Estuary (as shown on Page 2). The Shoreline Park site previously hosted commercial and industrial uses (including the Ninth Avenue Terminal, a retail furniture store, a metal recycling facility, and outdoor storage of shipping containers).

PROJECT DESCRIPTION

ZOHP is initiating final permit applications to develop Shoreline Park generally where the existing 9th Avenue Terminal is located. ZOHP received preliminary land use entitlements for the park and demolition of the 9th Avenue Terminal in 2009. At this time, the remaining City of Oakland requirements to allow issuance of construction-related permits for the park include:

- Demolition Findings for the 9th Avenue Terminal;
- Submittal of an application to designate the 9th Avenue Terminal as a City of Oakland Landmark; and
- Final Development Permit for Shoreline Park, including the remaining portion of the 9th Avenue Terminal.

ZOHP has submitted a Final Development Permit (FDP) application for Shoreline Park, as well as a Landmark Application for the 9th Avenue Terminal. As of this writing, staff has not deemed either application complete. However, in the interest of seeking early public and City input, staff is providing information to and seeking guidance from the Landmarks Board regarding the project status and proposed design.

Attachment A provides the plans submitted by ZOHP to initiate the FDP application, and includes both the conceptual park plans and the proposed 9th Avenue Terminal building design.

BACKGROUND

City of Oakland Land Use Entitlements

The planned Brooklyn Basin Project consists of a mix of residential, retail/commercial, civic, and parks and open space uses preliminarily approved by the Planning Commission on March 15, 2006, and for which a Development Agreement was executed on July 18, 2006 by the City Council. Following a legal challenge, final entitlements were granted in 2009. The project sponsors plan to construct up to 3,100 residential units, 200,000 square feet of ground-floor commercial space, a minimum of 3,950 parking spaces, 29.9 acres of parks and public open space, two renovated marinas (total of 170 boat slips), and an existing wetlands restoration area. The existing buildings on the site will be demolished with the exception of a portion of the Ninth Avenue Terminal shed building and the Jack London Aquatic Center. The project does not

include approximately six acres of privately-held property along and east of 5th Avenue that contains a mix of commercial and industrial uses, as well as a small community of work/live facilities.

Over the past year, ZOHP has worked with the City of Oakland to comply with the terms of the zoning regulations, Development Agreement (DA), Planned Unit Development permit (PUD), Environmental Impact Report (EIR) and the adopted project Conditions of Approval (CoAs) to prepare the Phase I site for parcel development activities. Parcel development cannot occur until a Final Map is issued, and specific CoAs must be met prior to issuance of the first Final Map. To this end, the applicant has worked to complete the following milestones toward issuance of the first Final Map (this matrix represents the highlights of the applicant's activities and is not exhaustive):

Summary of Brooklyn Basin Milestones March 2015

Milestone	Required by	Status
Land Use Entitlements (DA, PUD/PDP, GPA, Rezone, EIR)	Oakland Municipal Code	Complies: Initial (challenged) approval 7/18/2006; Final approval 1/2009
Schematic Master Improvement Plan	CoA 33, Prior to issuance of site development grading permit	Complies: Submitted to the City of Oakland and revised based on City comments 3/2014; City Engineer approval 5/2014
Soil remediation (grading/surcharge permits)	EIR MM H, Prior to issuance of site development building permits	Complies: Activities initiated 6/2014
Sale of Parcels F, G and T to the City of Oakland	CoA 48 90 days after determination of Finished Lots or earlier	Complies: Close of escrow 8/2014 (prior to Finished Lot)
Phase I Infrastructure FDP	Zoning regulations	Approved by Planning Commission 11/14
CFD	CoA 38, Prior to issuance of first Final Map	In process as of this writing
Final TDM	EIR MM B and C, CoA 22, Prior to approval of FDP	Complies: Staff review complete 9/14; In process as of [date]
Submittal of CC&Rs	CoA 30, Prior to submittal of First Final Map	Complies: 8/2014

City of Oakland Demolition Findings for Historic Properties

Demolition of the 9th Avenue Terminal would need to comply with Planning Code Section 17.136.075 Regulations for demolition or removal of designated historic properties and potentially designated historic properties. The LPAB will be asked to make the following findings for Category I Historic Properties:

B. Regular Design Review approval for the demolition or removal of any Landmark, Heritage Property, structure rated "A" or "B" by the Oakland Cultural Heritage Survey, and structure on the City's Preservation Study List that are not in an S-7 or S-20 zone or Area of Primary Importance (API) as determined by the Oakland Cultural Heritage Survey may be granted only if the proposal conforms to the regular design review criteria, all other applicable design review criteria, and the following additional criteria:

1. The applicant demonstrates that: a) the existing property has no reasonable use or cannot generate a reasonable economic return and that the development replacing it will provide such use or generate such return, or b) the applicant demonstrates that the structure constitutes a hazard and is economically infeasible to rehabilitate on its present site. For this finding, a hazard constitutes a threat to health and safety that is not immediate;

2. If a replacement facility is required by Subsection 17.136.075.A., the design quality of the replacement facility is equal or superior to that of the existing facility; and

3. It is economically, functionally architecturally, or structurally infeasible to incorporate the historic structure into the proposed development.

A Zoning handout provides detailed requirements for documenting these findings.

State Lands Jurisdiction

The Public Trust Policy for the California State Lands Commission controls waterfront land uses generally (and Shoreline Park, specifically), as follows:

Uses of trust lands, whether granted to a local agency or administered by the State directly, are generally limited to those that are water dependent or related, and include commerce, fisheries, and navigation, environmental preservation and recreation. Public trust uses include, among others, ports, marinas, docks and wharves, buoys, hunting, commercial and sport fishing, bathing, swimming, and boating. Public trust lands may also be kept in their natural state for habitat, wildlife refuges, scientific study, or open space. Ancillary or incidental uses, that is, uses that directly promote trust uses, are directly supportive and necessary for trust uses, or that accommodate the public's enjoyment of trust lands, are also permitted. Examples include facilities to serve visitors, such as hotels and restaurants, shops, parking lots, and restrooms. Other examples are commercial facilities that must be located on or directly adjacent to the water, such as warehouses, container cargo storage, and facilities for the development and

production of oil and gas. Uses that are generally not permitted on public trust lands are those that are not trust use related, do not serve a public purpose, and can be located on non-waterfront property, such as residential and nonmaritime Related commercial and office uses.

Bay Conservation and Development Commission

With regards to the Shoreline Park project, The Bay Conservation and Development Commission (BCDC) has jurisdiction over the 100 feet of land inland from the San Francisco Bay shoreline and requires the provision of a minimum 10-foot wide section of the Bay Trail through all redeveloped bayfront parcels in their jurisdiction, as well as public access.

DESIGN AND RELATED ISSUES

In the future, the LPAB will be asked to conduct Design Review of the Shoreline Park FDP application as well as to make demolition findings for the 9th Avenue Terminal. In addition, the LPAB will be asked to make a recommendation on the Landmark Application for the 9th Avenue Terminal. In advance of a future LPAB hearing to consider these requests, staff seeks preliminary comments and guidance from the LPAB regarding the preliminary Shoreline Park FDP submittal. Specifically, staff seeks guidance regarding the following questions:

- Does the LPAB have initial comments about the design of Shoreline Park?
- Does the LPAB have initial comments regarding the proposed 9th Avenue Terminal design?
- Does the LPAB wish to consider a Landmark Application for the existing structure at this time or following project completion?

CONCLUSION

Staff recommends the Landmarks Preservation Advisory Board:

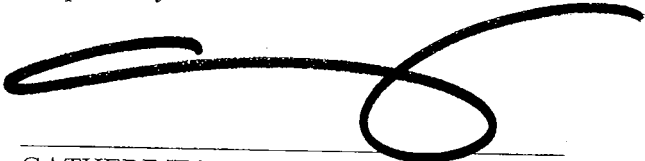
- A. Review the attached plans (Attachment A);
- B. Provide early comment on the FDP submittal and respond to the questions outlined in this staff report; and
- C. Identify any outstanding information needs.

Respectfully submitted:



ROBERT D. MERKAMP
Development Planning Manager

Prepared by:



CATHERINE PAYNE
Planner III

Attachments:

- A. Project Plans: Shoreline Park FDP Submittal (2/13/15)
- B. Preliminary Development Permit

E. Required Findings

**REQUIRED FINDINGS:
BROOLYN BASIN SHORELINE PARK
FINAL DEVELOPMENT PERMIT**

Required findings include:

- California Environmental Quality Act
- Planned Waterfront Zoning District-4(PWD-4)Findings for FDP
- Regular Design Review: Planning Code Section17.136.050
- City of Oakland Demolition Findings for Historic Properties: Planning Code Section 17.136.075

**Planned Waterfront Zoning District-4(PWD-4)
Findings for FDP**

“The Planning Commission shall approve the Final Development Plan if it makes written findings that the Final Development Plan is in substantial conformance with the Preliminary Development Plan; Oak to Ninth Design Guidelines, Planned Waterfront Zoning District-4 (PWD-4) Regulations, the Open Space-Region Serving Park (OS-RSP) zoning regulations, the Civic Center/Design Review Combining Zone (S-2/S4) regulations, Vesting Tentative Tract Map No. 7621, Conditions of Approval, Mitigation Monitoring Reporting Program, and the Development Agreement...”

Regular Design Review

17.136.050 - Regular design review criteria.

Regular design review approval may be granted only if the proposal conforms to all of the following general design review criteria, as well as to any and all other applicable design review criteria:

A. For Residential Facilities.

- 1. That the proposed design will create a building or set of buildings that are well related to the surrounding area in their setting, scale, bulk, height, materials, and textures:**
- 2. That the proposed design will protect, preserve, or enhance desirable neighborhood characteristics;**
- 3. That the proposed design will be sensitive to the topography and landscape.**
- 4. That, if situated on a hill, the design and massing of the proposed building relates to the grade of the hill;**
- 5. That the proposed design conforms in all significant respects with the Oakland General Plan and with any applicable design review guidelines or criteria, district plan, or development control map which have been adopted by the Planning Commission or City Council.**

City of Oakland Demolition Findings for Historic Properties

Demolition of the 9th Avenue Terminal would need to comply with Planning Code Section 17.136.075 Regulations for demolition or removal of designated historic properties and potentially designated historic properties. The LPAB will be asked to make the following findings for Category I Historic Properties:

B. Regular Design Review approval for the demolition or removal of any Landmark, Heritage Property, structure rated "A" or "B" by the Oakland Cultural Heritage Survey, and structure on the City's Preservation Study List that are not in an S-7 or S-20 zone or Area of Primary Importance (API) as determined by the Oakland Cultural Heritage Survey may be granted only if the proposal conforms to the regular design review criteria, all other applicable design review criteria, and the following additional criteria:

1. The applicant demonstrates that: a) the existing property has no reasonable use or cannot generate a reasonable economic return and that the development replacing it will provide such use or generate such return, or b) the applicant demonstrates that the structure constitutes a hazard and is economically infeasible to rehabilitate on its present site. For this finding, a hazard constitutes a threat to health and safety that is not immediate;

2. If a replacement facility is required by Subsection 17.136.075.A., the design quality of the replacement facility is equal or superior to that of the existing facility; and

3. It is economically, functionally architecturally, or structurally infeasible to incorporate the historic structure into the proposed development.

F.Image Study

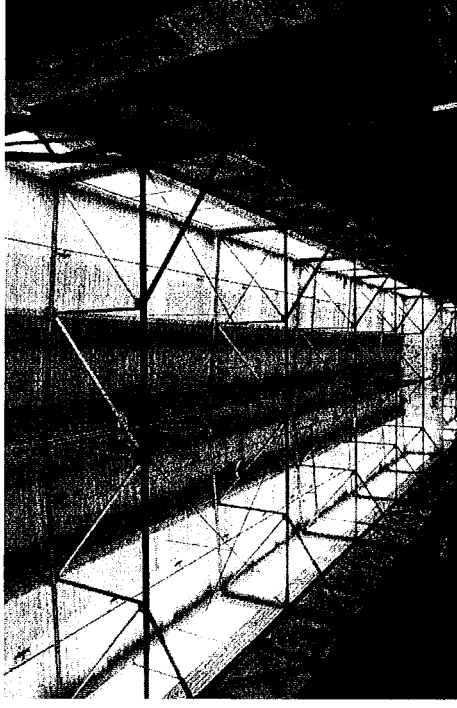
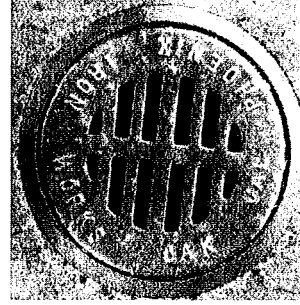
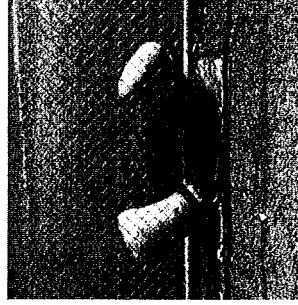
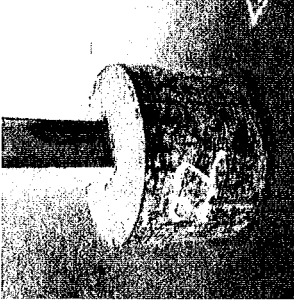
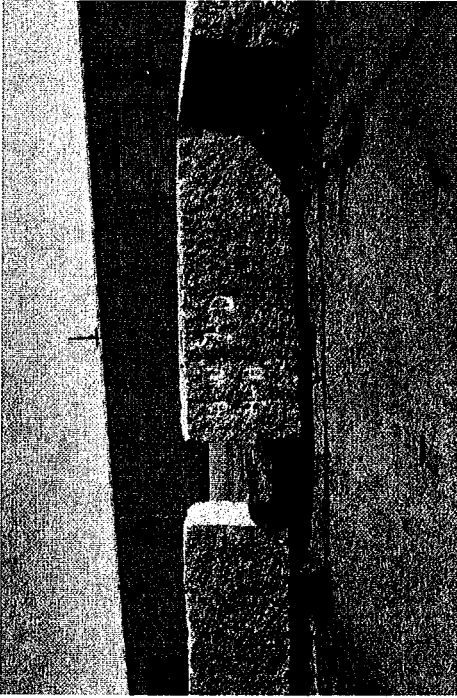


EXHIBIT 6: POTENTIAL RECLAIMED AND SALVAGED ELEMENTS

FINAL DEVELOPMENT PLAN: SHORELINE PARK DESIGN PLAN, BROOKLYN BASIN

FEBRUARY 11, 2015 • PREPARED FOR ZABS, ON OAKLAND HARBOR PARTNERS BY ROMA DESIGN GROUP

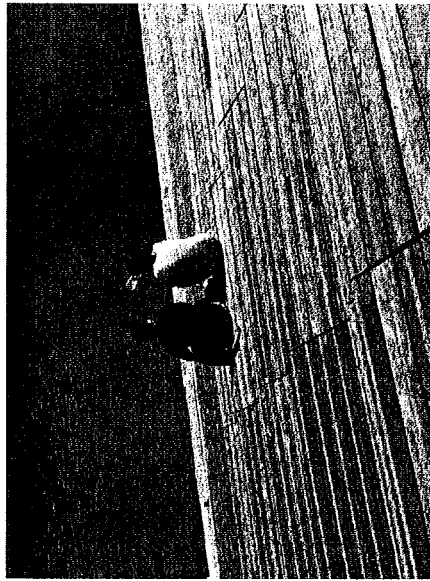
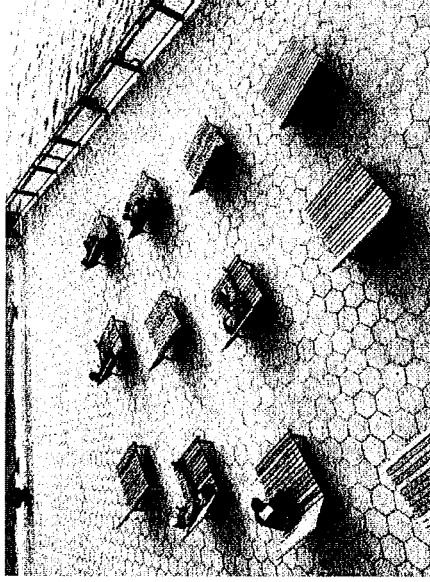
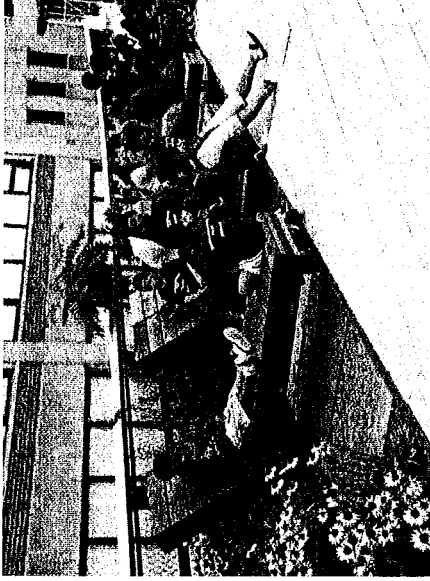


EXHIBIT 7: MATERIALS AND FURNISHINGS PRECEDENTS

FINAL DEVELOPMENT PLAN: SHORELINE PARK DESIGN PLAN, BROOKLYN BASIN
FEBRUARY 11, 2015 • PREPARED FOR ZARSON GAFELAUZ HARBOR PARTNERS BY ROMA DESIGN GROUP

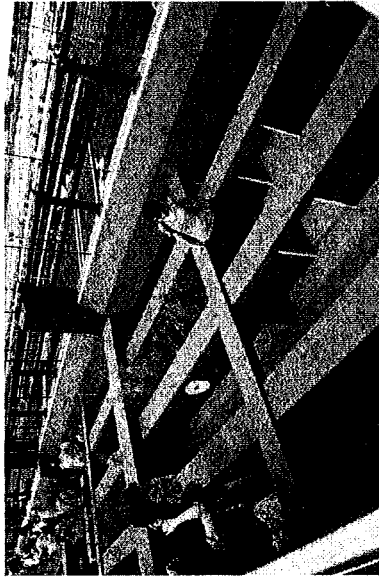
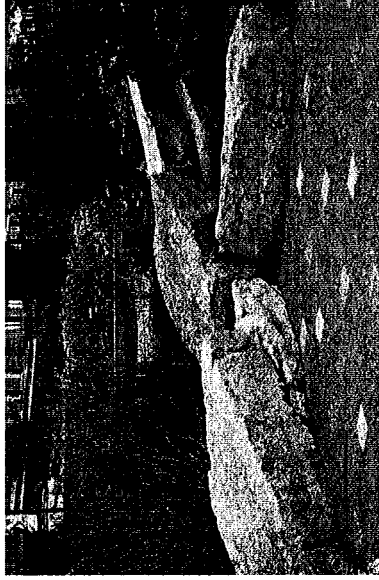
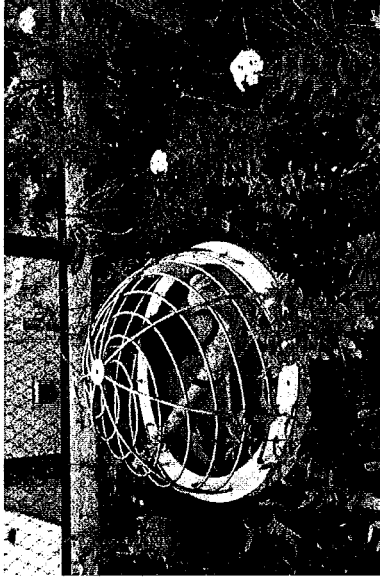
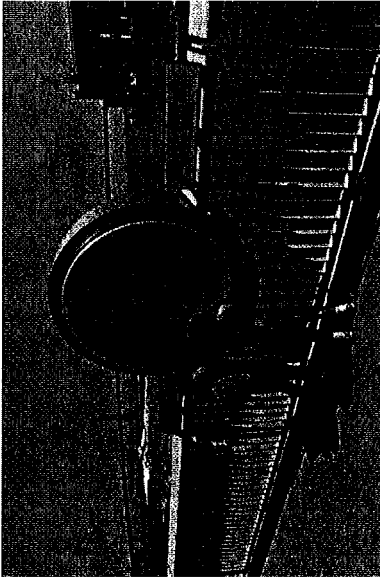


EXHIBIT 8: DISCOVERY AND ENGAGEMENT PRECEDENTS

FINAL DEVELOPMENT PLAN: SHORELINE PARK DESIGN PLAN, BROOKLYN BASIN
FEBRUARY 11, 2015 • PREPARED FOR ZARSON OAKLAND HARBOR PARTNERS BY ROMA DESIGN GROUP

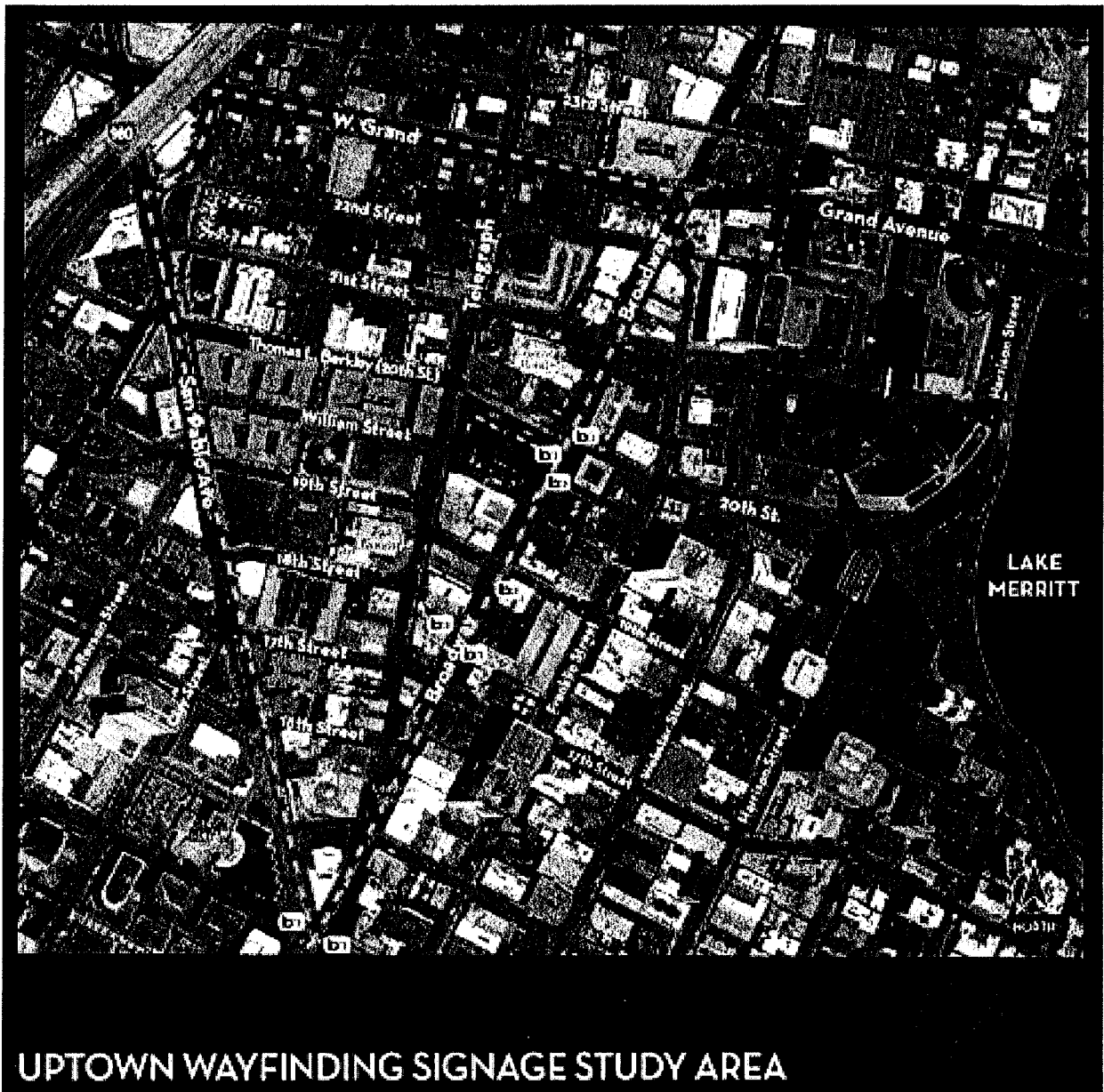
Uptown Wayfinding Design Guidelines

June 24, 2015

Location:	Uptown Area
Proposal:	The Uptown Wayfinding Pilot Projects' goal is to connect public spaces through better maps and signage. The Design Guidelines include recommendations for static wayfinding signage.
Applicant:	City of Oakland
Owner:	City of Oakland
Planning Permits Required:	None
General Plan:	Central Business District
Zoning:	CBD
Environmental Determination:	Exempt – CEQA Section 15303 and 15304
Service Delivery District:	Metro
City Council District:	2 – Lynette McElhaney
Action to be Taken:	Conduct design review and provide guidance
Finality of Decision:	NA
For further information:	Contact case planner George Durney at 510-238-6150 or by e-mail at gcdurney@oaklandnet.com

SUMMARY

The purpose of this report is to provide background on the proposed Uptown Wayfinding Pilot Project Design Guidelines, and to seek design analysis and comment on the guidelines. The purpose of the Design Guidelines, is to establish consistent standards that will govern the planning, design and implementation of the first phase, referred to as the Uptown Wayfinding Pilot Project. Once this first phase is complete, the Guidelines will serve as a framework to guide future phases in the greater downtown and ultimately city-wide. Implementation of the larger Wayfinding Program is planned in phases and is subject to financing constraints and sources identified in the Design Guidelines. The Pilot Projects goal is to connect public spaces through better maps and signage. The Uptown Wayfinding Pilot project is funded by a State of California Infill and Infrastructure Grant.



PROJECT SITE AND SURROUNDING AREA

The planning area for the Uptown Wayfinding Signage Pilot Project is limited to a concentrated triangle bounded by 14th St. to the south, West Grand Avenue to the north, San Pablo Avenue to the west and Broadway to the east. The Uptown area is in fact larger than the study area identified. The study area was restricted in size due to limited budget for planning and design of the Uptown Pilot project.

PROJECT BACKGROUND

The Uptown Wayfinding Signage Pilot Project was initiated by staff responsible for implementation of several streetscape and infrastructure projects in the Uptown area. Staff recognized a need to connect public spaces through improved pedestrian and auto directional signage in the Uptown District. Bicycle and Transit signage already exists in the study area and city-wide, and were not included in this Pilot Project study.

City Technical Advisory Committee (TAC)

Development of the Wayfinding Program began with the formation of a City Technical Advisory Committee (TAC) which includes representatives from stakeholder City Departments. Departments included the Office of Economic Development, Project Implementation Division, Cultural Arts and Marketing Division, Bureau of Planning and Zoning, Historic Preservation Division, and the Bureau of Public Works, Transportation Services Division, Infrastructure and Planning Division and ADA Programs Division. This group held meetings throughout the design process and was responsible for review and comment on the preliminary through the final conceptual designs.

Stakeholder Advisory Group (SAG)

The Stakeholder Advisory Group consists of individuals representing the following interests: Civic, economic development, business and tourism, Pedestrian and Bicycle Commission, and the Mayors Commission on Person with Disabilities. The steering committee was tasked with assisting the consultant in refining the projects goals. This group held meetings independently and with the TAC, throughout the design process and were responsible for review and comment on the preliminary through the final conceptual designs.

Public Comments to Date

City Website

In December 2014, staff created an online link to the latest information regarding the Uptown Wayfinding Pilot Project. The website link includes detailed information about the project, its background, history, goals and objectives, as well as its schedule. In addition, the City sought feedback via a survey on the pilot project. There were approximately 95 respondents that made comments on the proposed signage, which helped to further influence and shape the design.

The website can be found at

<http://www2.oaklandnet.com/Government/o/CityAdministration/d/NeighborhoodInvestment/s/Projects/UptownSignage/OAK050691>

Staff also made presentations to the City's Bicycle and Pedestrian Advisory Commission and the Mayor's Commission of Persons with Disabilities.

PROJECT DESCRIPTION

The City of Oakland, through a grant provided by the State of California Infill and Infrastructure Program, initiated the Uptown Wayfinding Signage Pilot project in the spring of 2014. The pilot project brought together key City staff and interested stakeholders including Visit Oakland, the Lake Merritt/Uptown Business Improvement District (BID), the Downtown BID, and the Jack London BID.

The project is based on the observation that existing pedestrian and vehicular signage in the Uptown area is generally non-existent and needs improvement. Well-designed signs add value, legibility and have a positive impact on the City. Bicycle and Transit signage already exists in the study area and city-wide, and were not included in this Pilot Project study.

Early in the process, it was acknowledged that the best wayfinding systems feature consistent standards that can be adapted and altered as required to locate existing destinations. The standards can also be modified to feature future development.

Creating a consistent and recognizable graphic and placement standard typically results in a system that responds to the goals and planning vision of the City, and ensures that the system is comprehensive and appears neither fragmented nor piecemeal. Disorganized and uncoordinated signs serve to detract from their environment, leading to sign clutter and potential confusion for visitors and residents.

One of the key recommendations of a 2013 study commissioned by Visit Oakland was to substantially improve on and create a wayfinding system.

The Uptown Wayfinding Signage Pilot Project is a vital tool of economic development. Incorporating a signage and wayfinding system as part of the planning process is critical to the effectiveness of the City's revitalization strategy for the Uptown District and the City as a whole.

GENERAL PLAN ANALYSIS

This study area is in the Central Business District. This district is intended to create high density neighborhoods of office, commercial, residential or other region serving activities. The Wayfinding signage will assist pedestrians and vehicles and connect users with their destinations in the Uptown area.

CALIFORNIA ENVIRONMENTAL QUALITY ACT

The installation of new signs in downtown Oakland is an activity that is subject to the requirements of the California Environmental Quality Act ("CEQA"). Staff has determined that the Wayfinding Pilot Project qualifies for an exemption from CEQA pursuant to CEQA Guidelines section 15303, *New Conversion of Small Structures*, and Section 15304, *Minor Alterations to Land*.

CEQA Guidelines Section 15303 exempts projects involving the construction of new, small facilities or structures, including accessory structures. The addition of pedestrian and Vehicle signs in the Uptown Oakland area is considered to be the equivalent of a small accessory structure.

CEQA Guidelines section 15304 exempts projects from environmental review that involve minor public or private alterations in the condition of the land, which do not involve the removal of healthy, mature or scenic trees. Installation of the Wayfinding program would involve at the most drilling of post holes, concrete repair and potentially extension of electric service for lighting. These activities are viewed as a minor disturbance of land that will not require any tree removal.

DESIGN AND RELATED ISSUES

City Transportation Services Division staff has reviewed the Draft Guidelines and determined them to be consistent with the MUTCD Guidelines.

The City ADA Program staff has reviewed the Draft Guidelines and determined that they conform with Accessibility Standards for Pedestrian Facilities in the Public Right of Way, Pedestrian Route signs that provide directions, and are subject to Rule 410.

The "Next Steps" identified in the Design Guidelines outline future phases of work that are currently unfunded. The Guidelines discuss some of the leading sources of system financing. It is recommended that staff and the stakeholder groups, work together to identify appropriate sources and continue to build a Wayfinding Program in the City of Oakland.

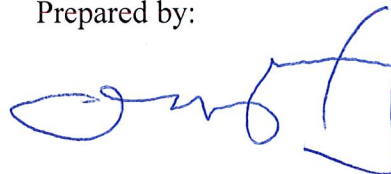
CONCLUSION

Staff requests the DRC to conduct an overall design review of the proposed Uptown Wayfinding Pilot Project Design Guidelines and provide advice and comment.

In addition, please review the "List of Destinations" – (pg.28) and comment whether additional destinations in the Uptown and Greater Downtown should be considered.

Does the design review committee think there should be a wayfinding system for the greater downtown as well as city-wide?

Prepared by:



George Durney
Urban Economic Analyst IV

Approved for forwarding to the
Design Review Committee:



Robert D. Merkamp
Development Planning Manager

Attachments:

- A. Proposed Uptown Wayfinding Pilot Project Design Guidelines Dated June 17, 2015

city of **OAKLAND**

CENTRAL BUSINESS DISTRICT wayfinding design guidelines
UPTOWN PILOT PROJECT

prepared for the
City of **OAKLAND**

17 June 2015

MmM Design
Urban Field Studio

TABLE OF CONTENTS

Program Description		Graphic Conventions	
Purpose	4	Typography	12
Study area	5	Font Colors	12
Signage Guidance Tree	5	ADA	12
Sign Matrix	5	Sign Colors	13
Family of signs	6	Arrows & Icons	13
Community Outreach		Maps	
Technical Advisory Committee	8	Greater Downtown Map	14
Stakeholder Advisory Committee	8	5-minute Map	15
City Website	8	Map Icons	15
Working with BID's/Visit Oakland	8	Signs	
Phasing & Financing		Auto Directional - Banner	16
Phasing	9	Auto Directional - Pole Mounted Slow Street	17
System Financing	9	Parking Directional	18
Sources of System Financing	9	Pedestrian Directional - Pole Mounted	19
Parking Garages		Pedestrian Orientation at BART	20
Parking Garages	10	Bus Shelter Totem	21
Construction, Fabrication & Maintenance		6"x10.5" Pedestrian Map	22
Sign Posts	11	8"x14" Pedestrian Map	23
Sign Panels	11	4-sided 11x17 Pedestrian Map/Kiosk	24
Replacement Procedure	11	Wall Sign	25
Cost Effective Maintenance	11	BART Pylon Sign	26
		Freestanding Sign	27
		List of Destinations	
		List of Destinations	28
		Proposed Locations of Key Signs	
		Proposed Locations of Key Signs	29
		Next Steps	
		Sign Removal	30
		Phase II Signage Types	30

PROGRAM DESCRIPTION



The triangular area of the map is the project study area. The larger boundary is the entire area where signs may be placed to provide automobile direction to the project area.

4.1 Uptown Wayfinding Design Guidelines

Purpose

The pilot project's goal is to connect public spaces through better maps and signage. The improvements are part of a commitment by the City to ensure that navigating Oakland is easy and enjoyable for pedestrians, citizens and visitors alike. Auto and pedestrian Wayfinding helps people orient themselves and makes it easier to connect between amenities and destinations. The pilot project is now its final design stage. Implementation is planned in phases, spread out over the coming years and is sensitive to the budget constraints and the grant limitations for the Uptown Wayfinding Signage Pilot Project. Construction is anticipated to begin in the fall/winter of 2015.

This project is funded by a State of California Infill and Infrastructure Program grant.

The new Wayfinding System for Oakland is designed to project a consistent image for the Uptown District and to serve as a Design Guideline for the entire City.

Project Objectives:

- Connect public spaces showcasing Oakland's diverse neighborhoods and unique character
- Develop vehicular and pedestrian Wayfinding systems for destinations in the Uptown Area
- Promote walking, bicycling and use of transit
- Promote the history of Oakland and its landmark architecture
- Project a consistent image for the Uptown and in turn all of the Greater Downtown
- Help define a sense of place and enhance Oakland's commercial brand
- Leverage resources and link sub-districts in phases over time
- Work with stakeholder groups such as Visit Oakland, Jack London and Uptown/Downtown CBD's in planning, design and implementation.

Study Area

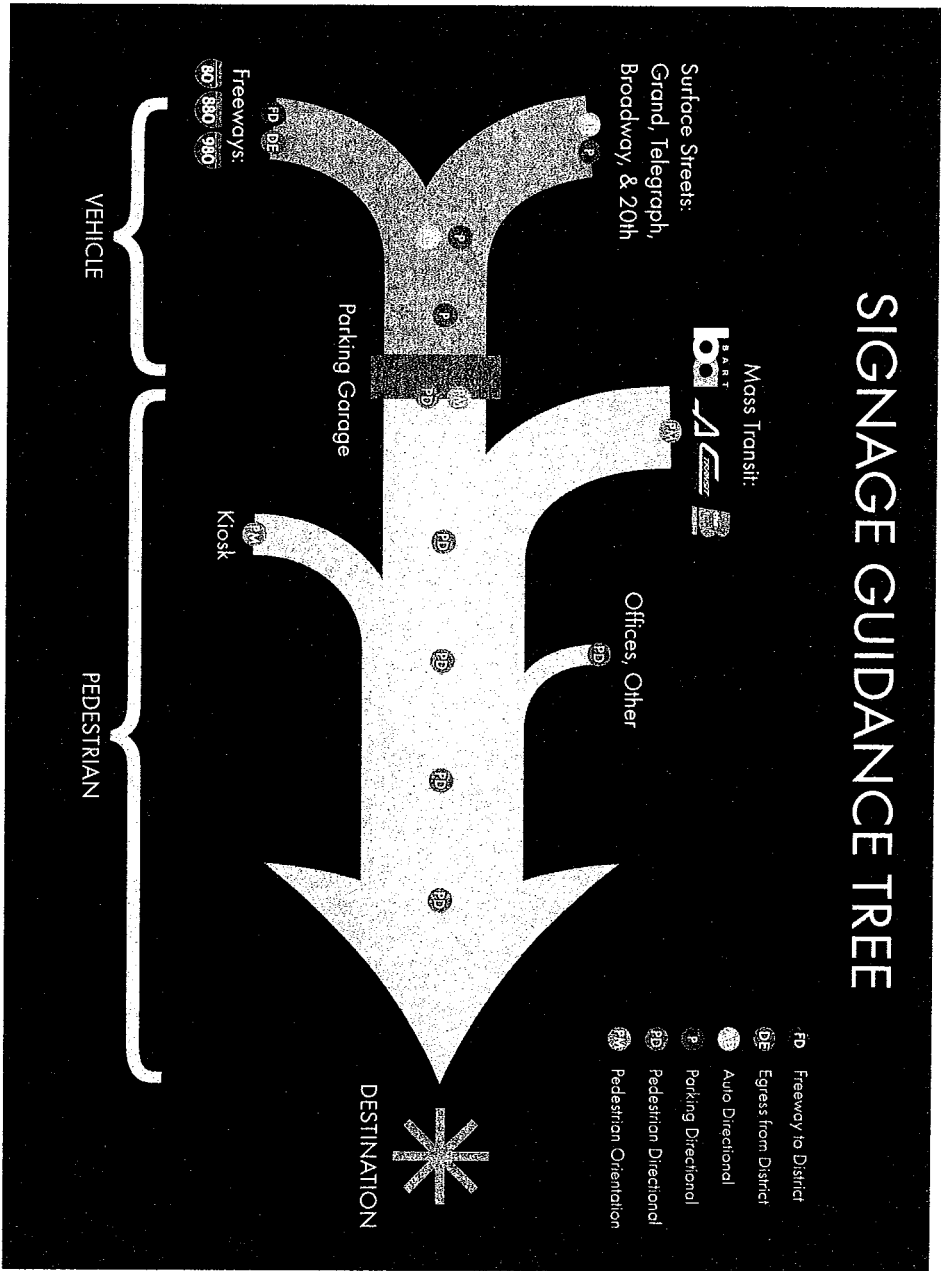
The planning area was limited to a concentrated triangle bounded by 14th St. to the south, West Grand Avenue to the north, San Pablo Avenue to the west and Broadway to the east. The Uptown area is actually larger than the study area identified. The study area was restricted in size due to limited budget for design of the Uptown Pilot project. Due to the nature of wayfinding, many signs in the pilot project fall outside the district to provide direction to and from the Uptown as well to other destinations throughout the Greater Downtown. Due to the close relation of the Uptown to the rest of the Downtown and Jack London it is strongly encouraged that the City consider expanding the planning, design and implementation of a second phase of signage for this area.

Signage Guidance Tree

The Signage Guidance Tree graphically depicts a visitor's journey using the various transportation modes, which include arrival by mass transit, automobile or walking. Labels on the graphic, highlight sign types a visitor would encounter and how signs will be used to help guide visitors from different types of transportation to their final destination. The Tree helps the designers and planners in determining where each specific sign type should be located.

Sign Matrix

The Sign Matrix is a technical addendum to the guidelines that details the location, type and message of every sign in the system. Adoption of the Design Guidelines is required before the Sign Matrix can be fully completed and the signage system implemented. The Sign Matrix will include a series of maps indicating sign locations as well as a spreadsheet indicating messages and type. The Appendix of these guidelines outline in map form many of the proposed locations for key signs in the pilot project.



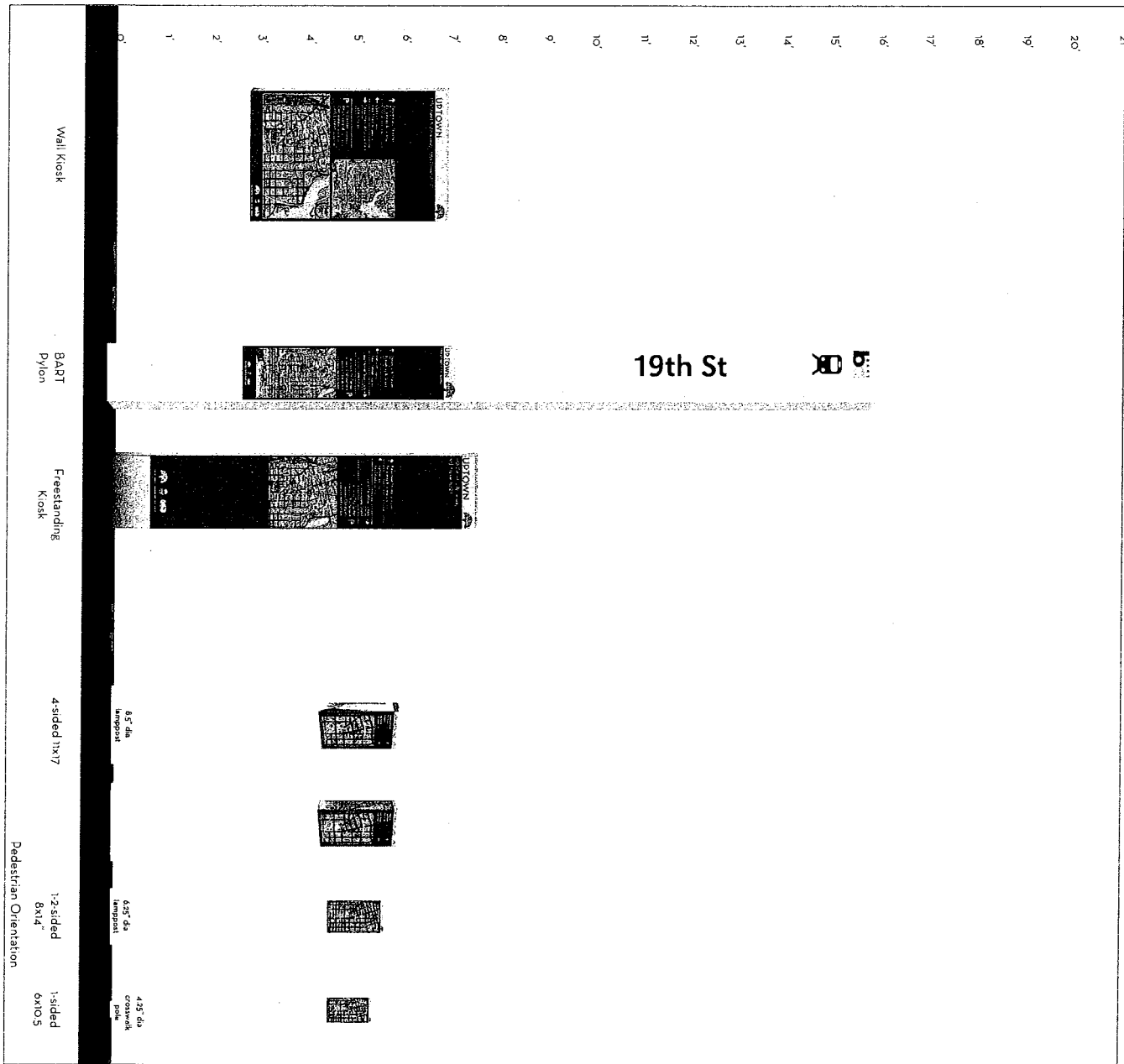
PROGRAM DESCRIPTION

Family of Signs

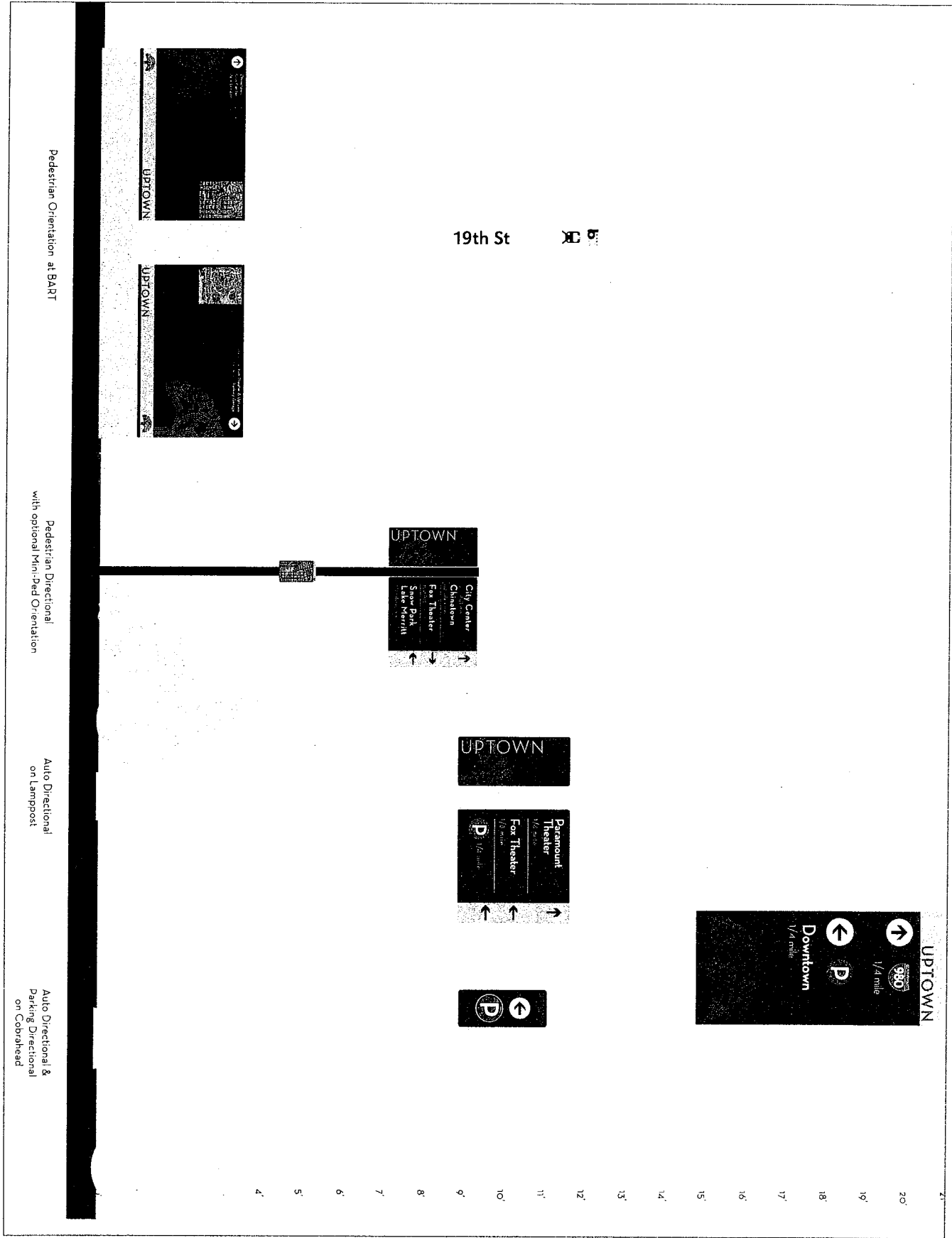
The components of the primary sign system were designed individually for optimal functionality and were intended to complement each other in form or finish to create a unified sign family.

While the family of signs was created with future expansion in mind, there remain additional sign types which the City should consider to complete the system, that were beyond the Uptown Pilot project's scope and budget. A list of additional recommended sign types for Phase Two can be found in the appendix.

Not all signs types in these signage design guidelines will necessarily be implemented in this first phase of wayfinding signage, but represent a family of options that can be incorporated as necessary throughout the Uptown and the Greater Downtown.



PROGRAM DESCRIPTION

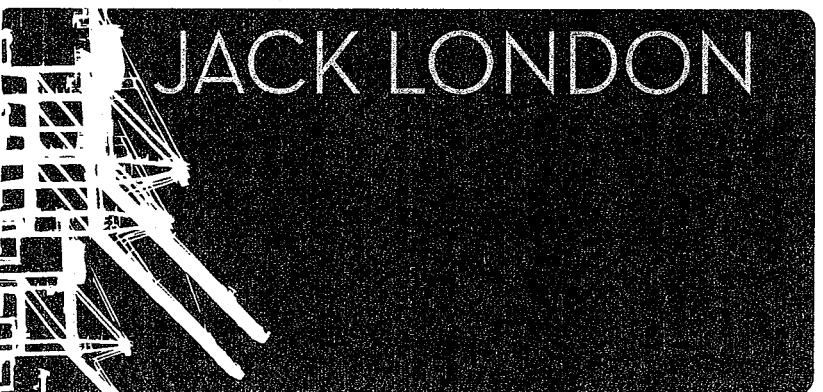


Technical Advisory Committee (TAC)
The City's Technical Advisory Committee (TAC) includes representatives from stakeholder City Departments. This group held meetings throughout the design process and were responsible for review and comment on the preliminary through the final conceptual designs. Departments included the Office of Economic Development, Bureaus of Planning and Zoning, Historic Preservation, and the Bureau of Public Works Transportation Service, and ADA Programs Division.

Stakeholder Advisory Group (SAG)
The Stakeholder Advisory Group consisted of individuals representing the following interests: Civic, economic development, business and tourism, Pedestrian and Bike Commission, and the Mayors Commission on Person with Disabilities.

City Website
In December 2014, staff created an online link to the latest information regarding the Uptown Wayfinding Pilot Project. The website link includes detailed information about the project, its background, history, goals and objectives, as well as its schedule. In addition the City sought feedback via a survey on the pilot project.

Working with BID's/Visit Oakland
The project has brought together City staff, consultants and key stakeholders including Visit Oakland, the Lake Merritt/Uptown Business Improvement District (BID), the Downtown BID and the Jack London BID. Visit Oakland has already begun to use the system by creating their own visitors maps, using the City's pedestrian wayfinding map as a base. The overall goal is to link and use common maps across various media and platforms. Creating a consistent and recognizable graphic and placement standard typically results in a system that responds to the goals and planning vision of the City, and ensures that the system is comprehensive and appears neither fragmented nor piecemeal. Disorganized and uncoordinated signs and maps serve to detract from their environment, leading to sign clutter and confusion for visitors and residents. The Uptown Wayfinding Signage Pilot Project is a vital tool of economic development. Incorporating a signage and wayfinding system as part of the planning process is critical to the effectiveness of the City's revitalization strategy for the Uptown District, the Greater Downtown and the City as a whole.



Within the framework of these design guidelines, signage systems for other districts can be created that help create a unique identity for each district while maintaining a level of consistency throughout the city.

Phasing
Implementation is planned in multiple phases, spread out over a number of years to accommodate budget constraints and economic development priorities.

System Financing *Planning, Design,*

Fabrication & Management Costs

Generally, the financing of wayfinding systems is divided into four major areas:

Phase 1 Uptown Pilot Project Area (Funded)

- 1.1 Design Guidelines Adopted
- 1.2 Bid, Award and Installation

Phase 2 Downtown Master Plan (Unfunded)

- 2.1 Planning and Design
- 2.2 Bid, Award and Installation

Phase 3 City Wide - (Unfunded)

- 3.1 Planning and Design
- 3.2 Bid, Award and Installation

Planning: The cost of the initial planning includes the design brief, planning scope and conceptual design of the system. Phase 1 is funded by a State of California Infill and Infrastructure Grant.

Design: The cost of designing the full program including design development, approvals, documentation and bidding. Design costs for Phase 1 is funded by a State of California Infill and Infrastructure Grant. Phases 2 and 3 are currently unfunded.

Fabrication and Installation: The final cost of shop drawings, fabrication and installation for Phase 1 is funded by a State of California Infill and Infrastructure Grant. Phase 2 and 3 are currently unfunded.

Ongoing Management: The cost of cleaning, replacing and expanding the system. Management is financed through a range of approaches including destination fees, business levies and internal budgeting. Phase 1 is funded by a State of California Infill and Infrastructure Grant. Phase 2 and 3 are currently unfunded.

Leading Sources of System Financing *Grants and Donations*

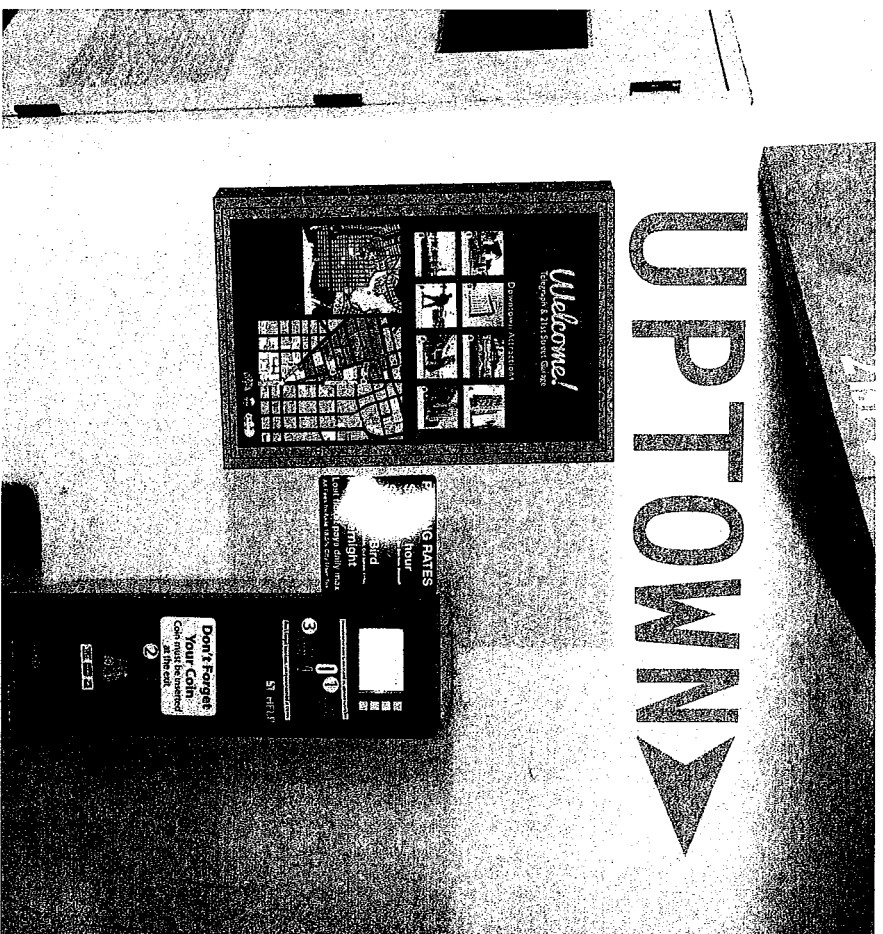
For initial planning and design stages the financing must be as flexible and unencumbered as possible. There are a number of county and state grant opportunities for sign programs.

Business Improvement Districts

The last 20 years have seen a marked increase in Business Improvement and Property-Based Improvement Districts (BID/PBID). The City of Oakland has 10 (BID/PBID's). A BID/PBID assesses a tax on properties within a specific geographic area. A Travel and Tourism BID is currently going through the formation and public hearing process.

Impact Fees

The City of Oakland has a Nexus Study underway to determine the feasibility of establishing impact fees to mitigate the additional traffic generated in the area. These fees can be used for funding streetscape or wayfinding projects.



Mock-up of what a simple signage board inside a parking garage could look like.

Parking Garages

The first and last touch point for visitors to Oakland is often a municipal parking garage or lot. As such, the City and its commercial districts have a real interest in maintaining public parking facilities that are clean, safe and welcoming. Moreover, the Uptown Wayfinding Project recognized that these same assets not only serve as a secure place for visitors to leave their vehicles but as a springboard into surrounding neighborhoods and communities. To this end, staff recommends that the City (1) adopt the graphic conventions of these guidelines to planned improvements of parking facility signage; (2) invest in kiosks and wall-mounted maps and wayfinding signs along walkways and at pedestrian exits; and (3) build on recent efforts by the City's new contractor, City of Oakland Parking Partners, to train parking staff to welcome visitors, distribute maps, and answer questions about the area and current events.

CONSTRUCTION, FABRICATION & MAINTENANCE

Upon completion of final Design Guidelines, an initial series of signs will be selected for construction. Final material selection will be chosen based on costs, durability, graffiti protection and appropriateness of design. Each sign type listed in the guidelines has a proposed material construction based on common signage standards.

Sign Posts

Pedestrian directional signs will be mounted on existing street light poles and utilize existing street furniture and existing infrastructure to the maximum extent possible. Where new poles are necessary the system calls for a set of custom sign poles made from readily available materials utilizing industry standard fabrication techniques and standard fasteners. This will allow for competitive bidding and use of multiple and/or local vendors. A stockpile of poles should be purchased and stored at a TSD facility for fast response.

Sign Panels

Custom Sign Panels have been designed to be made from readily available materials, using industry standard mill thicknesses, sheet size dimensions and finishes, fabrication techniques and fasteners. As with posts, the City should pre-fabricate and stockpile of pre-cut, prefinished and pre-painted blank sign panels that are likely to require replacement, change-out and repair.

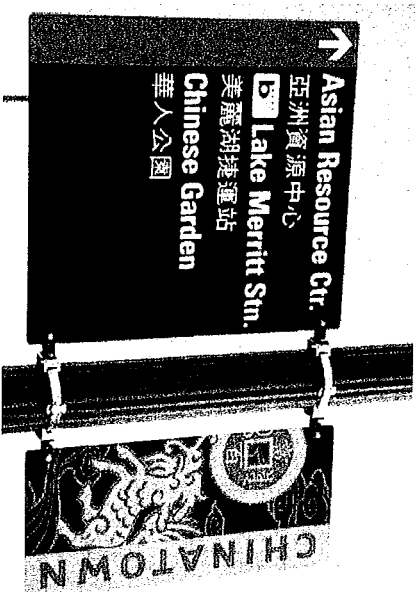
Replacement Procedure

Updates, replacement, or new sign orders will be implemented by the City or BID's on a small scale with stock on hand.

Cost Efficient Maintenance

System-Wide, the following maintenance related strategies have been pursued:

- With Traffic Services Division (TSD), identify items that can be stockpiled as pre-cut and pre-finished components.
- Use modular and shared components
- Avoid use of proprietary sign systems
- Keep the stockpiled components inexpensive and simple as possible
- Reduce the number of different components
- Use the most durable, vandal and graffiti resistant materials and coatings
- Use industry standard, readily available graphics and finishes
- Build in flexibility for alternative techniques and new technology
- Conform to all applicable regulatory agencies and accessibility guidelines
- Allow for TSD tracking and inventory markings.



Existing wayfinding signage in the city for which these guidelines expand upon are based follow many of the recommendations for cost efficient maintenance outlined above.

UPTOWN, City Center

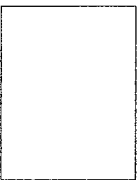
Neutraface Display Bold is used in signs that are observed at a distance.

Fox Theater, BART

Neutraface Text Book is to be used in situations where the sign is observed closer up (generally less than 6 feet away and less than 6 feet tall).

19th Street

Neutraface Display Alt fonts are always used for numbers. Avoid regular Neutraface fonts (Display or Book) as they display proportionally smaller numbers which are difficult to read.



White is the primary color for all signs



Secondary:
Meyer Yellow
cmyk=7,2,100,0



Header text:
Moongate
cmyk=62,0,0,64

~~19th Street~~

How numbers look in regular (non ALT) Neutraface font.

Typology

The typology of the wayfinding signs creates a consistent unified look for the system. System font is Neutraface and ties to the graphic conventions and font use of the Visit Oakland branding effort.

Important characteristics of the font include its easy readability and distinctive look. The font also contains a variety of font weights appropriate to the many typological needs that occur throughout the wayfinding system.

Font sizes are determined by appropriateness for each sign type and are detailed in technical drawings for signs.

Font Colors

Colors, as with the fonts are consistent with Visit Oakland's branding. Primary font color is white against dark blue/grey background. Secondary color is yellow (Meyer) for indicating mileage/minutes. Header text set against a yellow background is a dark blue green (Moongate).

ADA

Signs have been designed to conform with proposed ADA regulations for pedestrian signage. The proposed guidelines can be viewed at:

<http://www.access-board.gov/guidelines-and-standards/streets-sidewalks/public-rights-of-way/proposed-rights-of-way-guidelines/chapter-r2-scoping-requirements>

ADA guidelines do not apply to automobile signage.

Sign Colors

To maintain consistency the signage program uses only two primary sign colors. The base color for all signs is a Dark Blue (cmyk=79, 67, 53.5, 49). Secondary panels within the signs, including headers and side bars are Meyer Yellow (cmyk=7, 2, 100, 0). Other secondary and alternative colors are possible in other districts throughout the city to create neighborhood identity.

Arrows & Icons

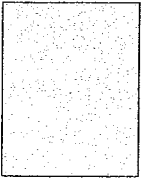
Four arrow directions are allowed for pedestrian maps (forward, left, right and behind) and three for auto directional (forward, left and right). On small scale maps (where viewers are within 2 feet of a sign) white arrows are generally used on the sign base color. On pedestrian directional signs and the smaller of the auto directional signs, dark blue arrows (base sign color) are set against a Meyer Yellow background. On Auto Directional Banner signs and on BART planter box signs arrows are set in a white circle against the base sign color for greater legibility.

Icons on main sign panels are limited to a parking icon and interstate highway icon. Note that directional maps on the signs do use an additional set of icons.

The Oakland Tree logo is used as a decorative motif in both full and half tree form.



Dark Blue is the primary sign color: cmyk=79, 67, 53.5, 49

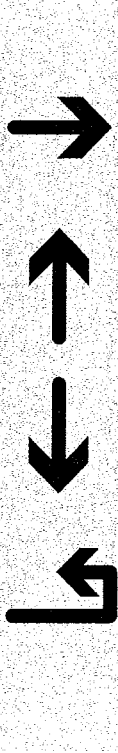


Secondary: Meyer Yellow cmyk=7, 2, 100, 0

Arrows for pedestrian signs where viewer is within 2 feet of sign such as a large Wall Sign.



Arrows for Pedestrian Directional and Auto Directional - Slow Street. Note that the behind arrow is not allowed for auto directional signs.



Auto Directional - Banner and Pedestrian Orientation of BART arrows are set only on the dark blue background.



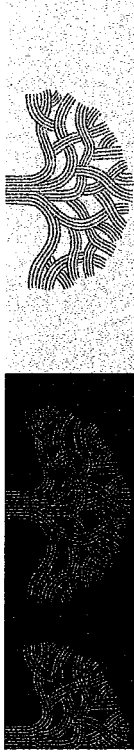
Parking and interstate highway icons used on auto directional signs



B-Shuttle, BART and AC Transit signs are used on pedestrian signs



Oakland's Tree logo is used as a decorative motif throughout the signage system.





Greater Downtown Map

The Greater Downtown Map, which will appear on larger signs in conjunction with a 5-Minute Map, feature all of Downtown Oakland and stretches well beyond the Uptown boundaries to incorporate the city south to the Estuary, east to Lake Merritt, west to I-980 and north to 27th Street.

The map highlights key neighborhoods, civic and landmark buildings, transportation, and attractions. Locations and attractions have been gathered in conjunction with city staff, Visit Oakland, and the Downtown/Uptown BID.

The colors of the map are designed to work well in outdoor and high glare situations. Base map files are all fully editable and are intended to be updated/revised as needed.

The Greater Downtown Maps will have 1/4 & 1/2 mile radius circles that are centered in the viewers location to provide an easy key to walking distances.

Finally the maps were created in conjunction with Visit Oakland and tie-in with their mapping and city identity efforts.

Larger signs in the system including BART Pylon signs, wall mounted signs, and freestanding signs have the option of including street indexes or in instances where such signs are financed and maintained by CBD's or BID's retail store indexes.

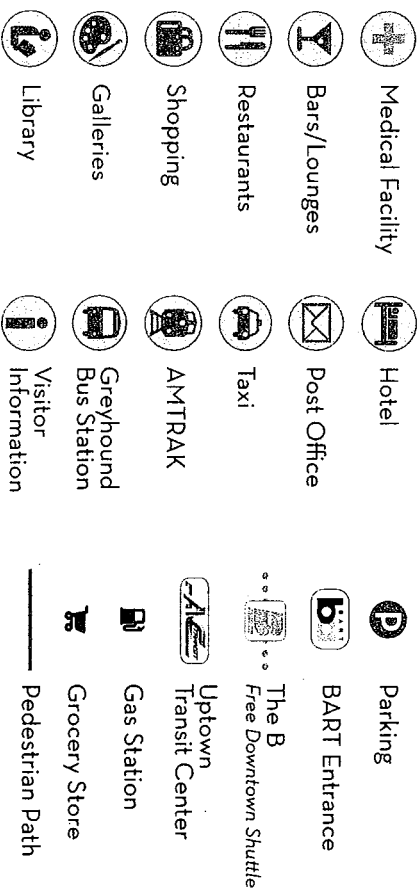
5-Minute Maps

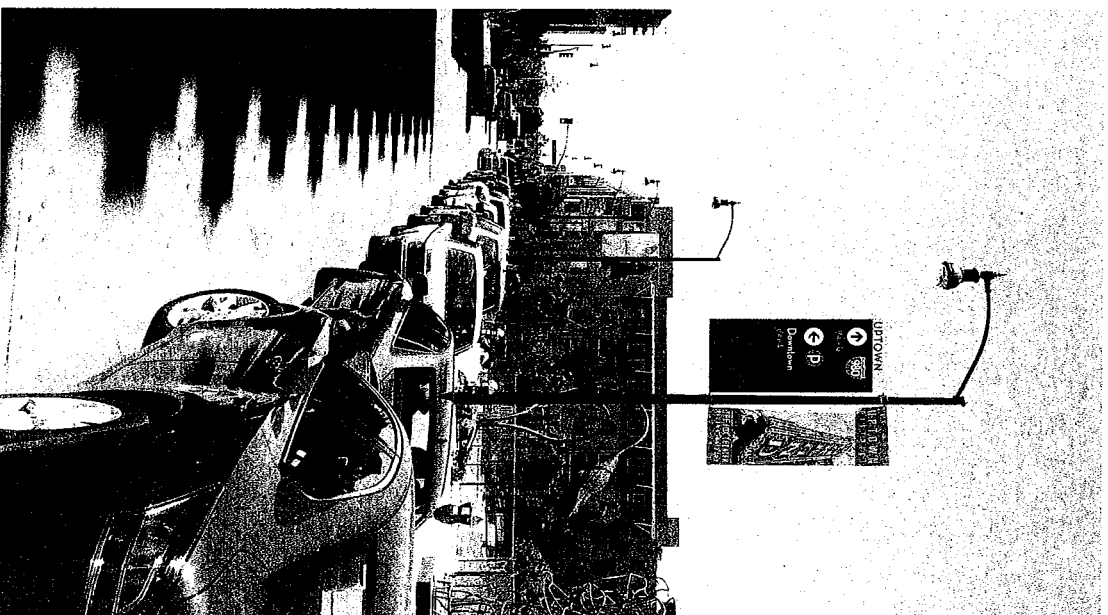
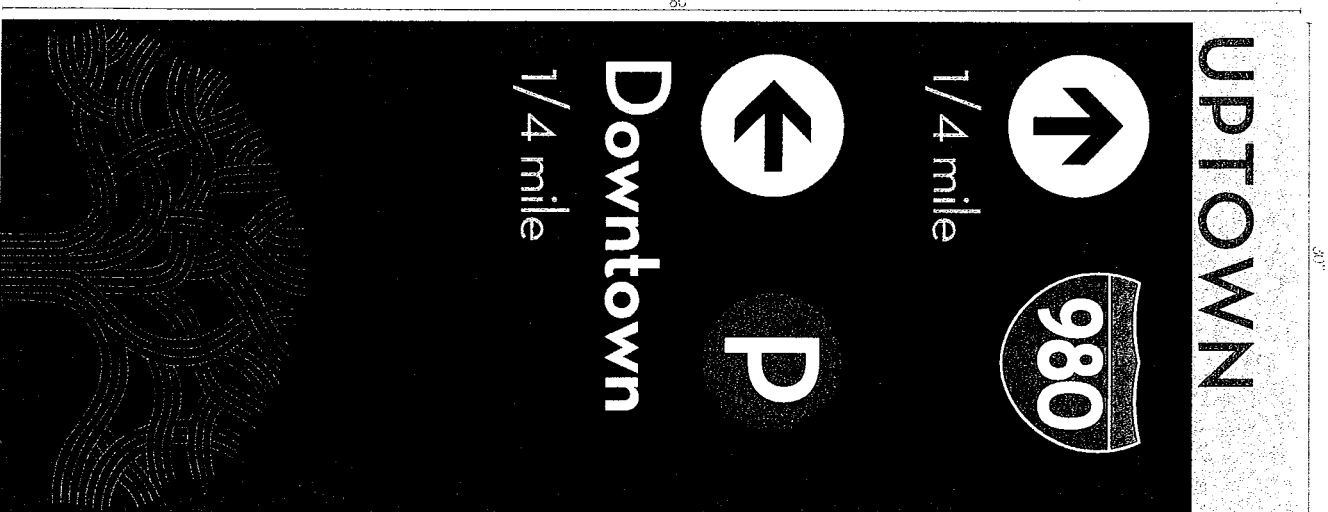
All signs with maps will feature a 5-minute/1/4 mile detail map centered on the sign's location and oriented in the direction the pedestrian is proceeding. As shown at right, these maps are of a head's up design that relieves the pedestrian from having to determine their orientation before proceeding. This type of mapping has been proven to be much easier for users, especially when they are in locations which are unfamiliar to them and orientation is difficult to determine.

The 5-minute maps are designed to highlight nearby destinations and offer a more intimate picture of the surrounding environment than the Greater Downtown Maps. Depending on space some 5-Minute maps may show a greater coverage area.

Map Icons

Both maps utilize a series of universal icons representing key destinations/attractions throughout the city. A legend of those icons is on the left and will appear on Greater Downtown Maps.





Rendering of sign along 19th Street out of the district.

Typical View: District name to always align away from pole towards street.

Purpose

- To provide clear directional information for automobiles coming into and out of the Uptown District.
- Provide directions to key city locations and parking facilities.

Location

- On higher speed arterials into the District.
- Mounted onto cobrahead style lamp posts and following existing City guidelines for banner placement (dimensions, height, etc.).
- Mounted at least 100' from decision point,

Dimensions

- 30" wide x 80" tall
- Destination letters have a minimum 3 1/2" height

Construction

- Powder coated painted aluminum with screen printed text and images. Anti graffiti coated.
- Optional: Digital printed 3M fade resistant vinyl on aluminum backing.

Technical Considerations

- Distances to be provided in miles (down to 1/8 mile).
- Signs limited to 4 messages.
- Sign to be on street side of the light pole.
- All elements to be aligned to street side (arrows, text, header text).

AUTO DIRECTIONAL - POLE MOUNTED

Purpose

- To provide clear directional information for automobiles coming into and out of the Uptown District.
- Provide directions to key city locations and parking facilities.
- Additional sign blade offers potential for district identity and identification giving users an increased understanding of where they are in the city.

Location

- On slower speed streets and streets where cobra head (or similar) lampposts are not available.
- Mounted at least 60' from decision points on two-lane streets, 40' on one-lane street.

Dimensions

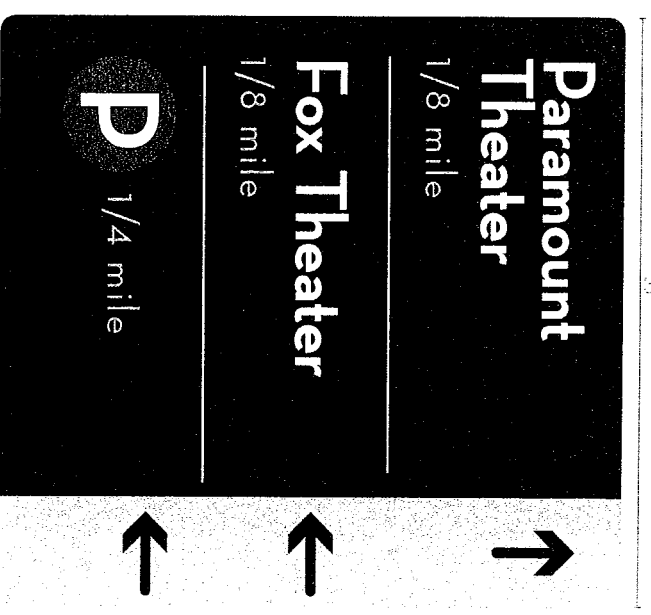
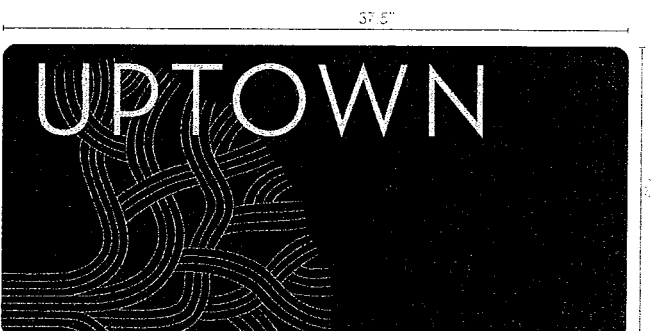
- Main sign: 35" wide x 37.5" tall
- Destination letters have minimum 3" height

Construction

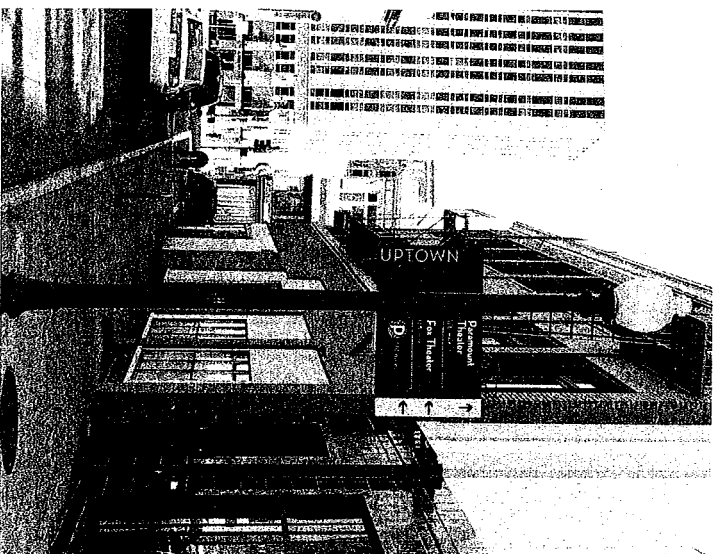
- Powder coated painted aluminum with screen printed text and images. Anti graffiti coated.
- Optional: Digital printed 3M fade resistant vinyl on aluminum backing.

Technical Considerations

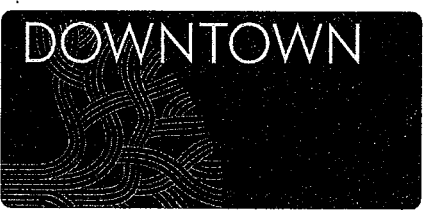
- Distances to be provided in miles (down to 1/8 mile).
- Signs limited to 4 messages.
- Main sign to be on sidewalk side of the light pole (to avoid interference with parked vehicles. District sign blade on street side.



Simple wording and limited number of messages are required for effective auto directional signage.

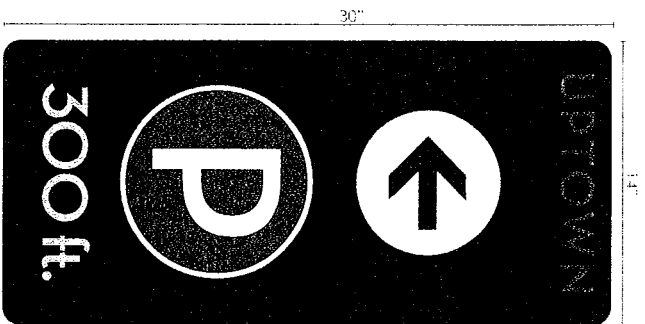


Downtown variation of sign blade.

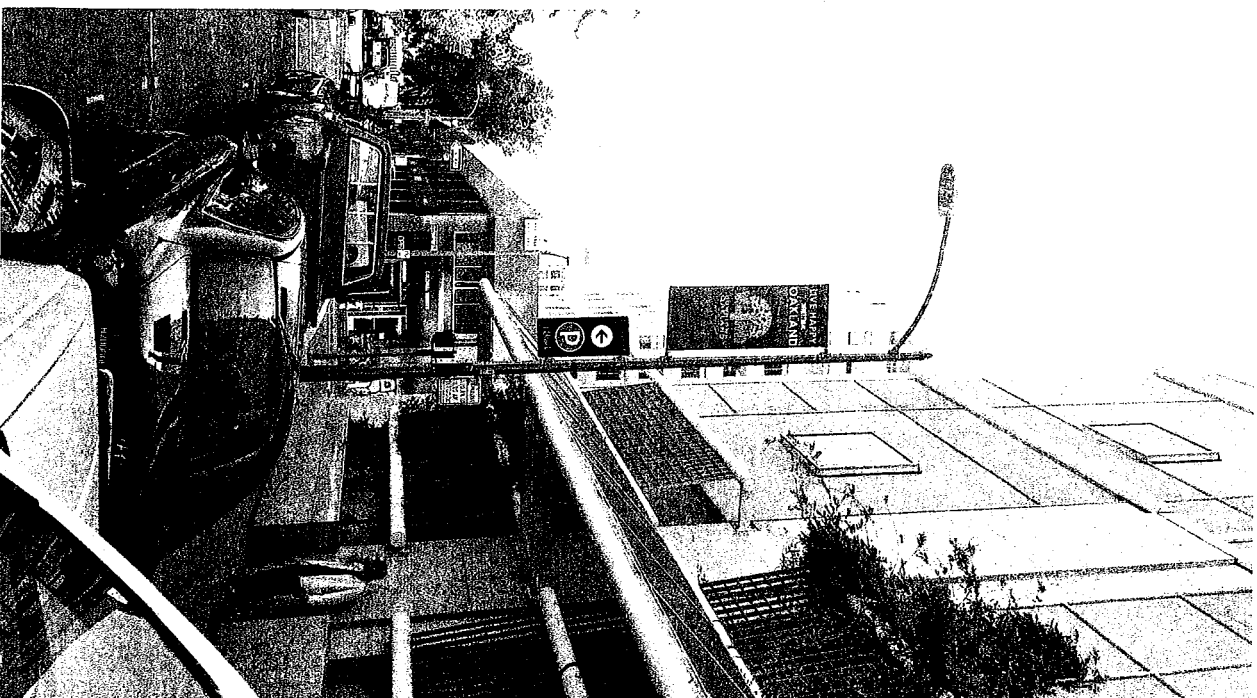


Pole mounted auto directional signs are apx. 25% larger than pole mounted pedestrian directionals and have simpler messages to allow effective use by automobiles. Rendered here at 17th Street.

PARKING DIRECTIONAL



Parking Directional signs are intended to provide "last block" directions to the nearest parking facility.



Purpose

- To provide "last block" auto directional information to the nearest Parking garage.
- Reinforces previous parking directional messages.

Location

- On lampposts spaced no less than 40' on one-lane streets, and 60' on two-lane streets within the greater downtown core.

Dimensions

- 14" wide x 30" tall

Construction

- Powder coated painted aluminum with screen printed text and images. Anti graffiti coated.
- Optional: Digital printed 3M fade resistant vinyl on aluminum backing.

Technical Considerations

- Distances to be provided in miles (down to 1/8 mile) or feet

PEDESTRIAN DIRECTIONAL - POLE MOUNTED

Purpose

- To provide clear directional information to the pedestrian of the major walkable destinations in the vicinity.
- Destinations listed are for locations within and beyond Uptown.
- Destinations are generally limited to less than one-mile walking
- To fit with the existing family of wayfinding signs found in Chinatown, the Fruitvale and the Dimond District.

Location

- Wherever possible signs are to be attached to existing lampposts (or similar).
- Where necessary they can be mounted on their own pole.
- Signs should be located towards ends of blocks

Dimensions

- Main sign: 28" wide x 30" tall, District blade sign 14" wide x 30" tall.

Construction

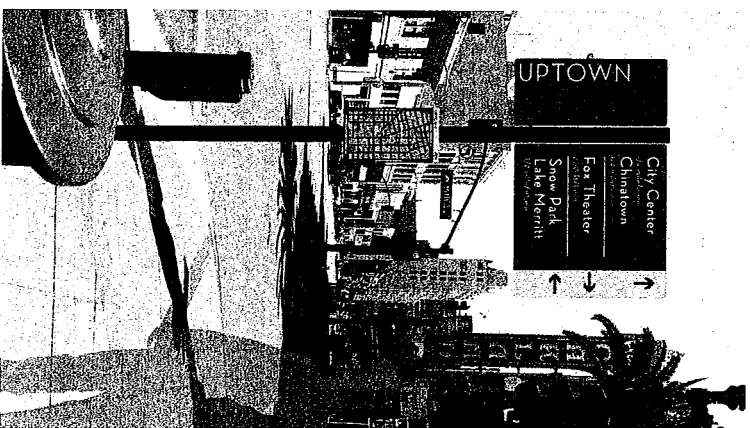
- Powder coated painted aluminum with screen printed text and images. Anti graffiti coated.
- Optional: Digital printed 3M fade resistant vinyl on aluminum backing.

Technical Considerations

- Location distances to be provided with both miles and minute designation.
- Directional text character height is a minimum of 2" to meet proposed ADA regulations for signs with a viewing distance greater than 6' or height of 5.8'.



These signs are meant to fit in with the existing wayfinding signs found in other districts and allow for distinct district or city branding.

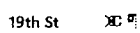


Pedestrian directional signs can be matched with small pedestrian maps and should be mounted on existing infrastructure wherever possible.

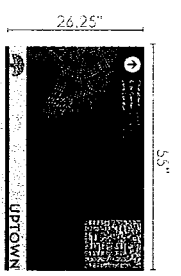
PEDESTRIAN ORIENTATION AT BART



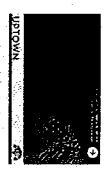
19th St



19th St

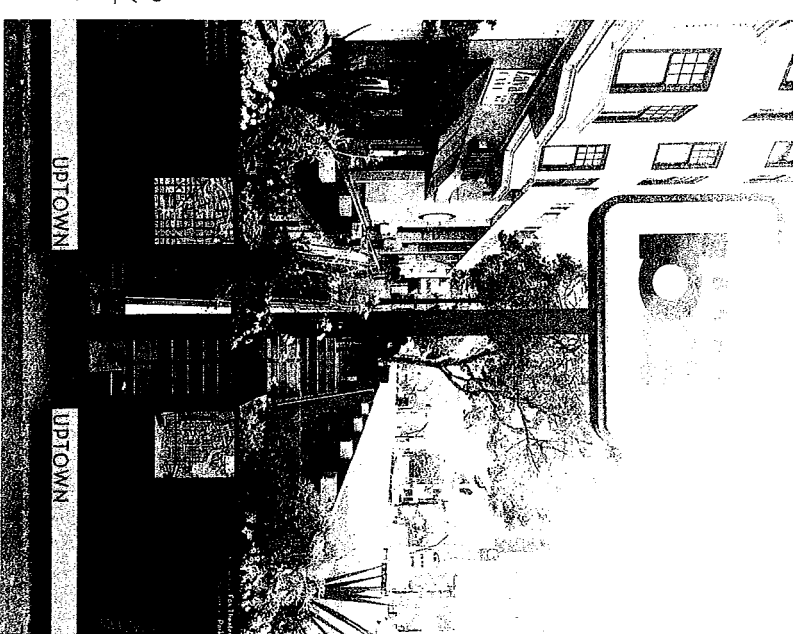


Existing planter boxes offer an inexpensive and easy sign location near BART entrances. As allowed by BART they can be matched with pedestrian maps on the new BART Pylon.



A variation of the sign without maps. Text is kept high on the planter box to meet ADA height guidelines.

While the planter boxes offer an easy location to signs, they will be unseen by those immediately leaving BART stations. Illustration shows current BART sign which is due to be replaced.



- Purpose**
- To provide directional information at all BART entrance/exits in a simple and inexpensive manner.

- Location**
- Main directional signs to be adhered to existing planter boxes at all BART entrances.

- Dimensions**
- 55" wide x 26.25" tall

- Construction**
- Directional sign digitally printed on 3M fade resistant vinyl affixed either directly onto face of existing planter beds or on aluminum backing that is affixed to planter boxes.

- Technical Considerations**
- Directional text kept above 3.25' proposed ADA minimum height.
 - Directional text character height is a minimum of 0.625" to meet proposed ADA regulations for signs with a viewing distance 6' or less.

BUS SHELTER TOTEM

1 / 16"

Purpose

- To take advantage of Bus Totem space for additional wayfinding signage and providing both map and directional information.

Location

- On exterior facing side of all bus shelters within the Uptown district in the two zones provided (as shown in the rendering at right).

Dimensions

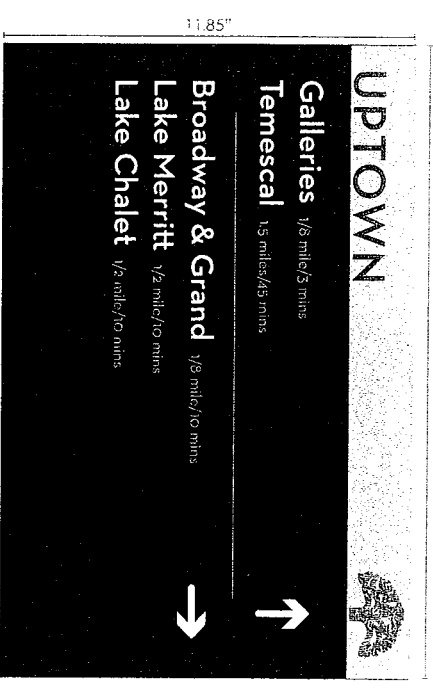
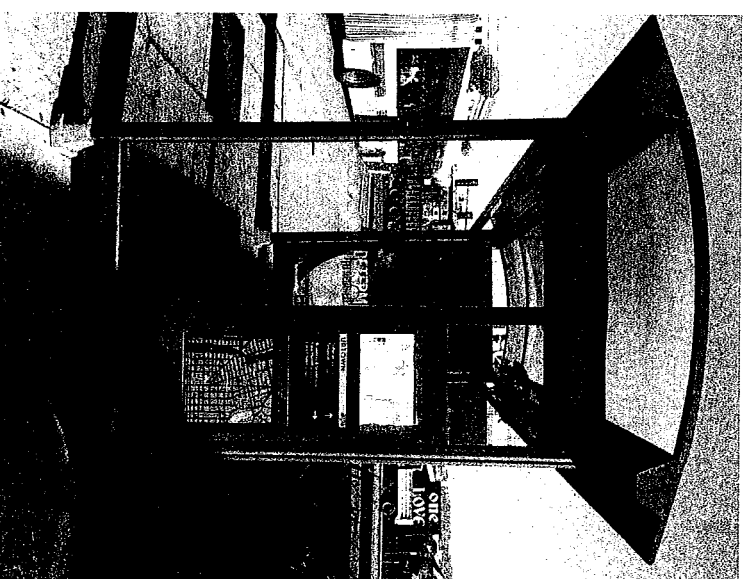
- Top directional sign: 17.85" wide x 11.85" tall, Bottom map sign 17.85" wide x 17.75" tall.

Construction

- Digital printed 3M fade resistant vinyl on aluminum backing.
- Optional, fade resistant printing onto a hard substrate.

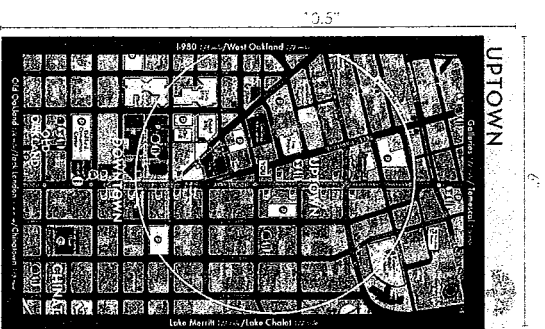
Technical Considerations

- Directional text kept above 3.25' proposed ADA minimum height.
- Directional text character height is a minimum of 0.625" to meet proposed ADA regulations for signs with a viewing distance 6' or less.

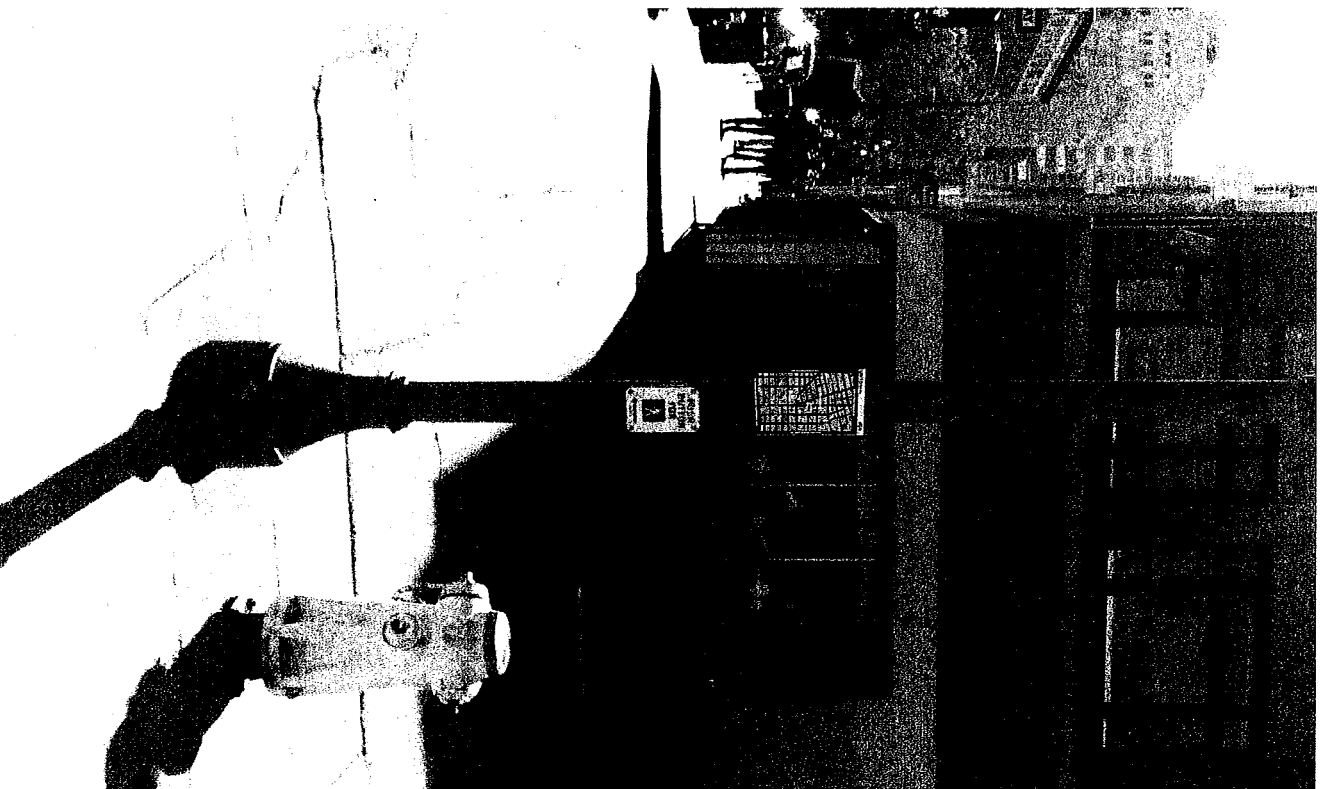


The bus shelters offer free space for wayfinding signage, but the sign location is not optimal and bus shelters are infrequently located throughout the district.

6 INCH PEDESTRIAN ORIENTATION



All pedestrian maps are "heads-up" in that the map is rotated at each sign to match the direction of the walker.



Purpose

- To provide easy to reference map and directional information at busy intersections throughout Uptown.

Location

- On smaller diameter lampposts/signal lights located at street corners

Dimensions

- Map sign: 6" wide x 10.5" tall

Construction

- Digital printed 3M fade resistant vinyl on aluminum backing with anti graffiti coating.
- Or powder coated painted aluminum with screen printed text and images. Anti graffiti coated.

Technical Considerations

- Distances to be provided in miles (down to 1/8 mile) and minutes.
- Map signs to be posted at pedestrian height level.

8 INCH PEDESTRIAN ORIENTATION

Purpose

- To provide easy to reference map and directional information at busy intersections throughout Uptown.

Location

- On larger diameter lampposts/signal lights located at street corners

Dimensions

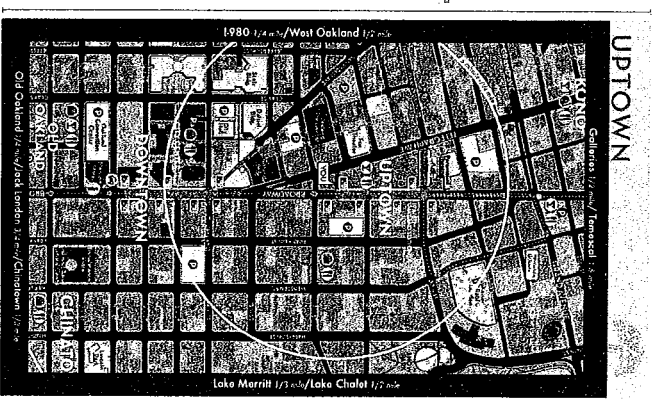
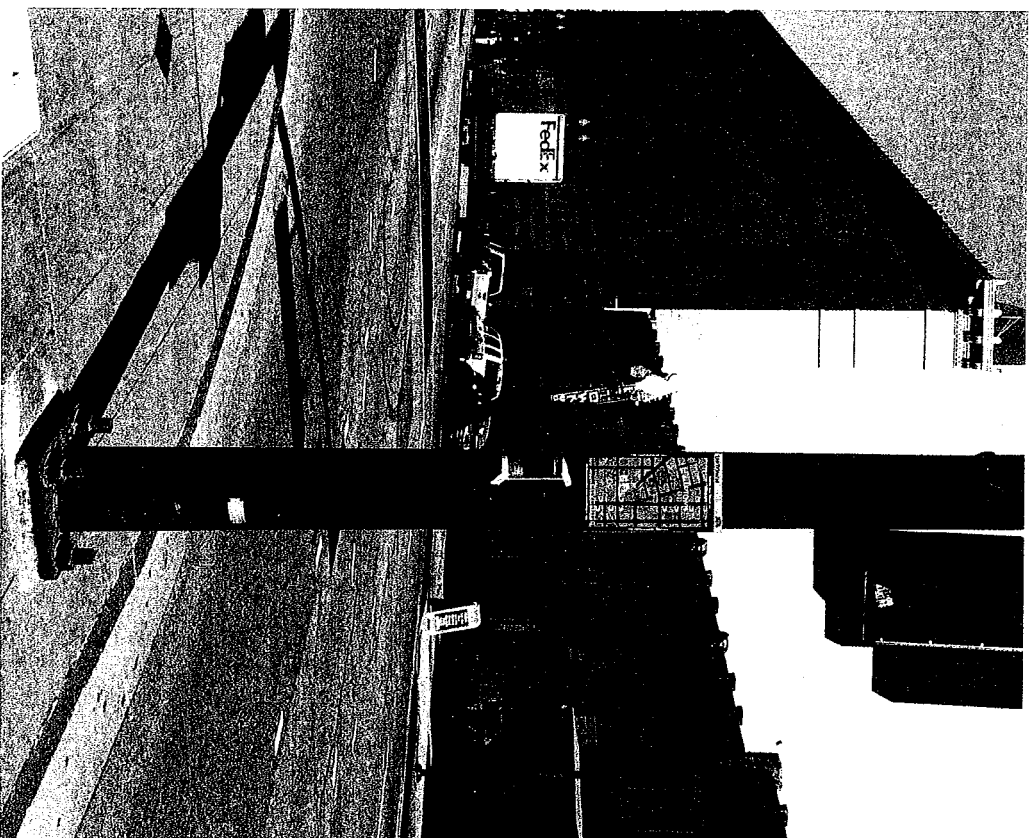
- Map sign: 8" wide x 14" tall

Construction

- Digital printed 3M fade resistant vinyl on aluminum backing with anti graffiti coating.
- Or powder coated painted aluminum with screen printed text and images. Anti graffiti coated.

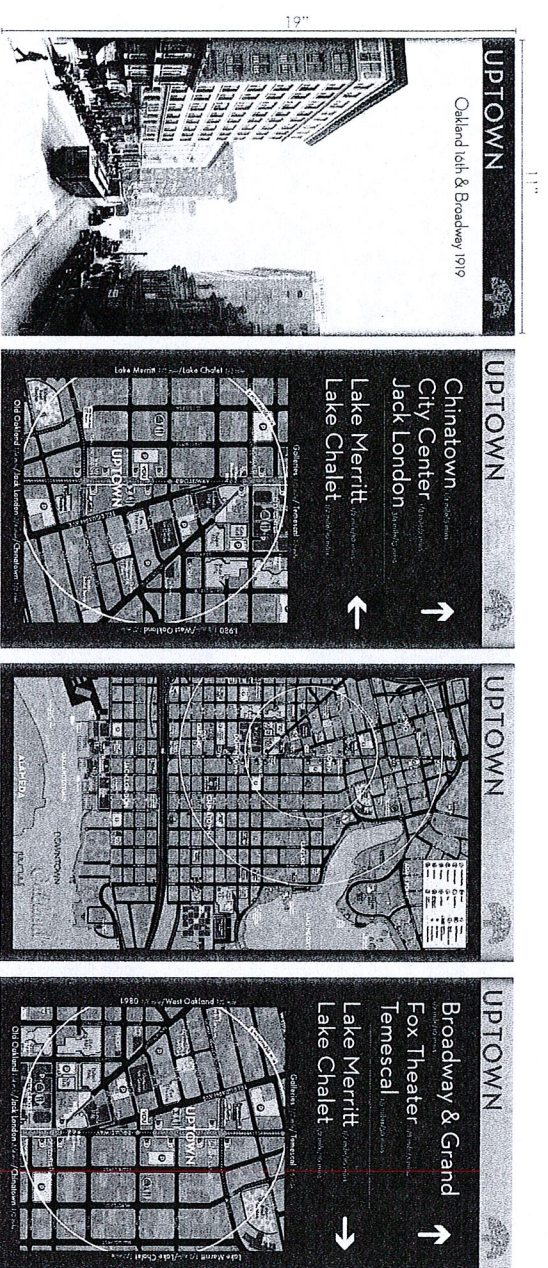
Technical Considerations

- Distances to be provided in miles (down to 1/8 mile) and minutes.
- Map signs to be posted at an average height level for men and women.

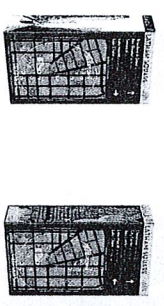


This smaller sign offer quick updates to the pedestrian about their location in the city and to where they are going.

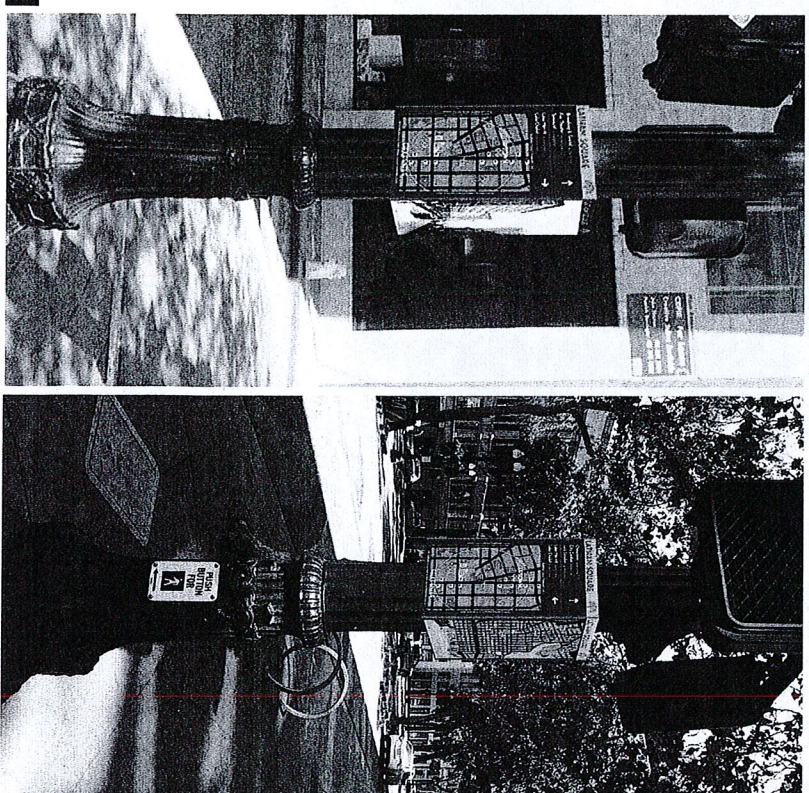
4-SIDED 11X19 SIGN



The 4-sided signs offer a richer wayfinding experience with detailed maps and an interpretive panel in a small design that fits onto existing decorative lampposts along the Broadway corridor.



8.5" dia
lamppost



Purpose

- To provide a richer level of wayfinding information along with information about the history of the city

Location

- On decorative lampposts at the busiest locations throughout the district. Primarily near BART entrance/exits along Broadway Avenue.

Dimensions

- 11" wide x 19" tall, four-sided.

Construction

- Digital printed 3M fade resistant vinyl on aluminum frame.

Technical Considerations

- Distances to be provided in miles (down to 1/8 mile) or feet as well as minutes.
- Directional text kept below 5.8' proposed ADA maximum height.
- Directional text character height is a minimum of 0.625" to meet proposed ADA regulations for signs with a viewing distance 6' or less.

WALL MOUNTED SIGN

Purpose

- To provide an extra level of visitor information at high traffic points throughout the downtown that have appropriate high visibility wall space.
- Reinforce District identity and locale through header label and color

Location

- May be used at 17th Street BART entrance if BART Pylon signs are unfeasible.
- Other locations in downtown to be determined.

Dimensions

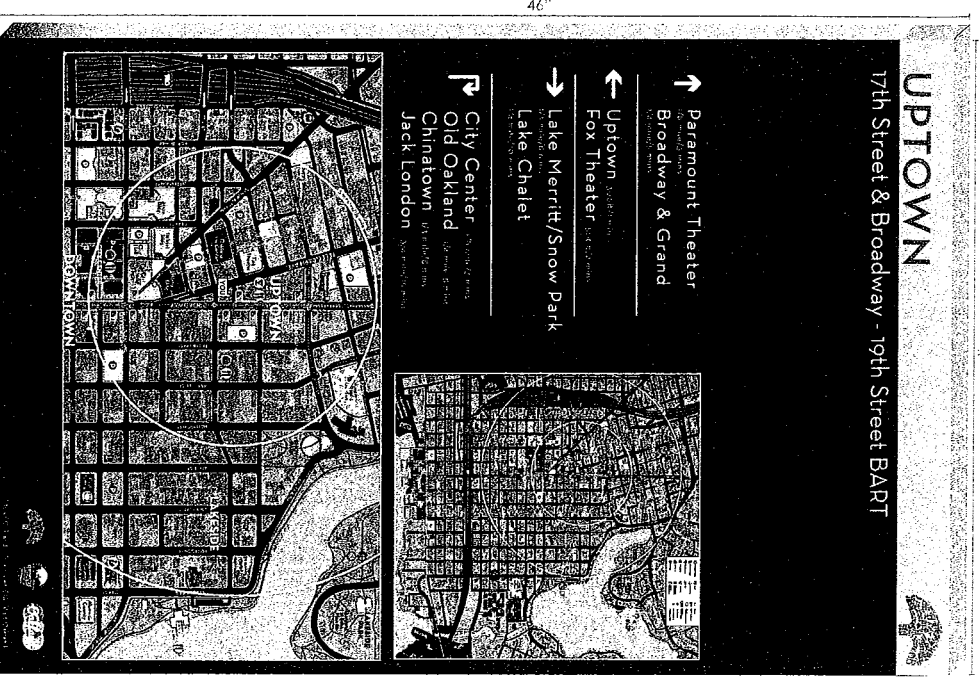
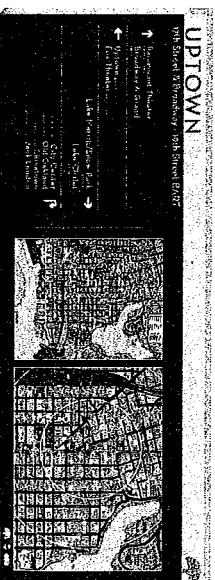
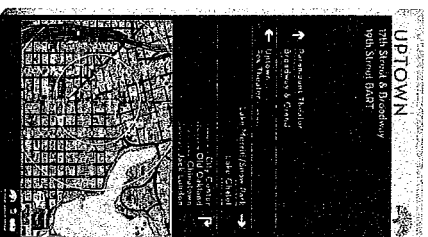
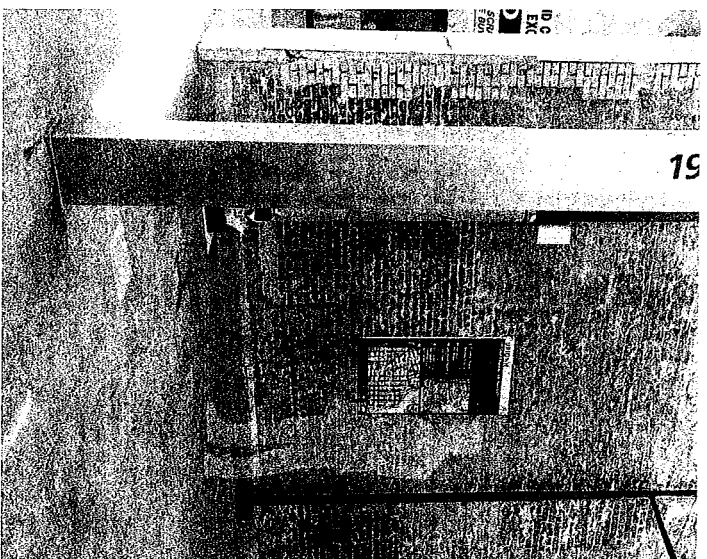
- 30" wide x 50" tall x 3" thick
- Top edge mounted at 7' to allow pedestrians to see sign top above those at sign.

Construction

- Powder coated painted aluminum sign with digital printed vinyl text and maps that can be easily updated. Vandal proof plexiglass or hardened glass cover, set in 3" thick steel frame blind mounted to wall. Anti-graffiti coated.

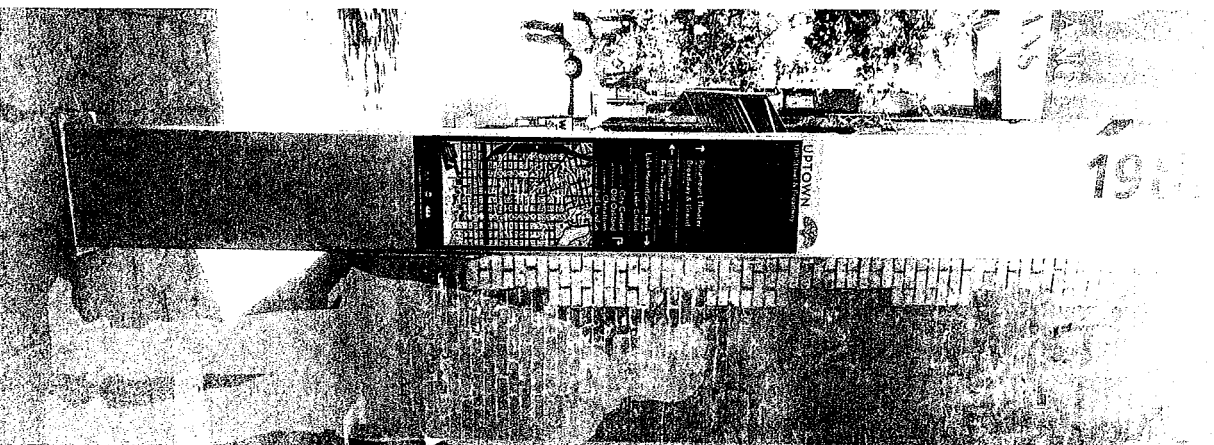
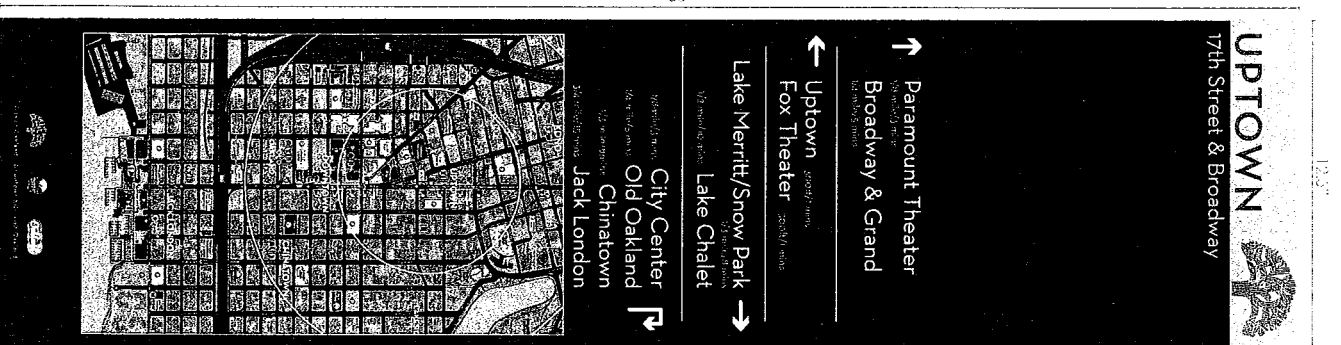
Technical Considerations

- Distances to be provided in miles (down to 1/8 mile) or feet as well as minutes.
- Sign panel elements can be segmented for easy removal/changing/updating of discrete elements.
- Signs can be varied to accommodate different locations and allow for the addition of a street index or in instances where the sign is financed and maintained by a CBD or BID as a retail index sign.
- Directional text kept below 5.8' proposed ADA maximum height, and Directional text character height is a minimum of 0.625" to meet proposed ADA regulations for signs with a viewing distance 6' or less.



Typical View: Map and destinations will be unique to each sign. 5-minute map will be larger with smaller inset Greater Downtown map.

A narrower single map variation of the signage board is shown above left, and a horizontal variation at left.



Typical View: Map and destinations will be unique to each sign

Purpose

- To provide an extra level of visitor information at the BART entrance/exits, including a heads up oriented map and extensive pedestrian directionals.
- Reinforce District identity and locale through header label and color

Location

- At all BART exits/entrances that incorporate new pylon style. Mounted on both sides in locations with freestanding pylons. City staff is coordinating with BART to determine if the proposed location is acceptable.
- Can be used as a wall mounted sign with modification.

Dimensions

- 12.5" wide x 50" tall
- Mounted 6" below bottom of lighted element on pylon

Construction

- Powder coated painted aluminum with screen printed text and images. Graffiti protection coated. Tamper proof screws.
- Optional: Vinyl sticker with vandal proof plexiglas cover. Graffiti Coated. Tamper proof screws.

Technical Considerations

- Distances to be provided in miles (down to 1/8 mile) or feet as well as minutes.
- Directional text kept below 5.8' proposed ADA maximum height and Directional text character height is a minimum of 0.625" to meet proposed ADA regulations for signs with a viewing distance 6' or less.

Purpose

- To provide the largest amount of directional, map, and if so chosen, historical information about the city and district

Location

- Only at the busiest locations in the district which

Dimensions

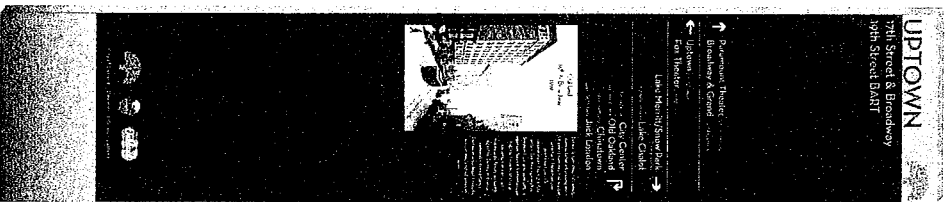
- 18" wide x 90" tall x 3-4" thick

Construction

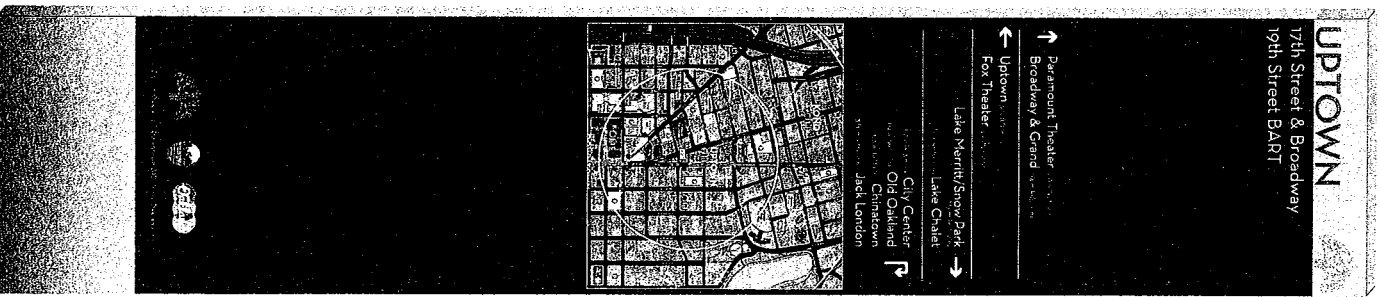
- Powder coated painted aluminum sign with digital printed vinyl text and maps that can be easily updated. Vandal proof plexiglas or hardened glass cover, set in 3" thick steel frame bolted into concrete footing. Anti-graffiti coated.

Technical Considerations

- Sign can either have maps on both sides or one sign can have interpretive panel.
- Sign panel elements can be segmented for easy removal/changing/updating of discrete elements.
- Signs as currently envisioned will need outside illumination. Signs can be modified to allow for internal illumination of some or all elements.
- Signs can be altered to allow for the addition of a street index or in instances where the sign is financed and maintained by a CBD or BID a retail index.
- Directional text kept below 5.8' proposed ADA maximum height and Directional text character height is a minimum of 0.625" to meet proposed ADA regulations for signs with a viewing distance 6' or less.



The freestanding sign can either have maps on both sides of the kiosk or serve as an interpretive panel.



LIST OF DESTINATIONS

In Uptown

Fox Theater & Entertainment District
Paramount Theater
Oakland Ice Center
Broadway/Grand Entertainment District
Galleries/KONO
BART Stations
AC Transit Uptown Transit Center

City Districts

Downtown
Old Oakland
Chinatown
Jack London
Lake Merritt
KONO
Temescal
Grand Lake/Lakeshore

Civic

City Hall
Oakland City Center
Convention Center
Alameda County Social Services
Federal Building
State Building

Plaza/Parks

Frank H. Ogawa Plaza
Henry J. Kaiser Memorial Park "Remember Them"/Fox Plaza
Latham Square
Snow Park/Lake Merritt

Museums/Other

Oakland Museum of California
MOCHA
Fairylane
African American Museum & Library
Pardee Home Museum
Lake Chalet/Lake Merritt
Parking Facilities

Sign Destinations

The list at left details the maximum number of destinations to be listed on the pedestrian and automotive directional signs. The list of primary destinations were identified by the consultant and (TAC) Technical Advisory Committee. The final selection was based on (TAC) recommendations, stakeholder meetings, and survey results.

Major destinations within Uptown are the primary focus of directional signs within the district. Coming into and out of the Uptown, directional signage will be focused on city wide attractions and districts. For directional signage to be useful signs must be concise in their information and not overwhelm the viewer with too much information. This is especially true with automotive directional signs which must be read within a second or two.

Map signs will have a much greater range of destinations listed and are meant to augment directional signage.

Proposed Location of Key Signs

The map at right details the preliminary location of key signs in the Uptown Pilot Project.

This map contains:

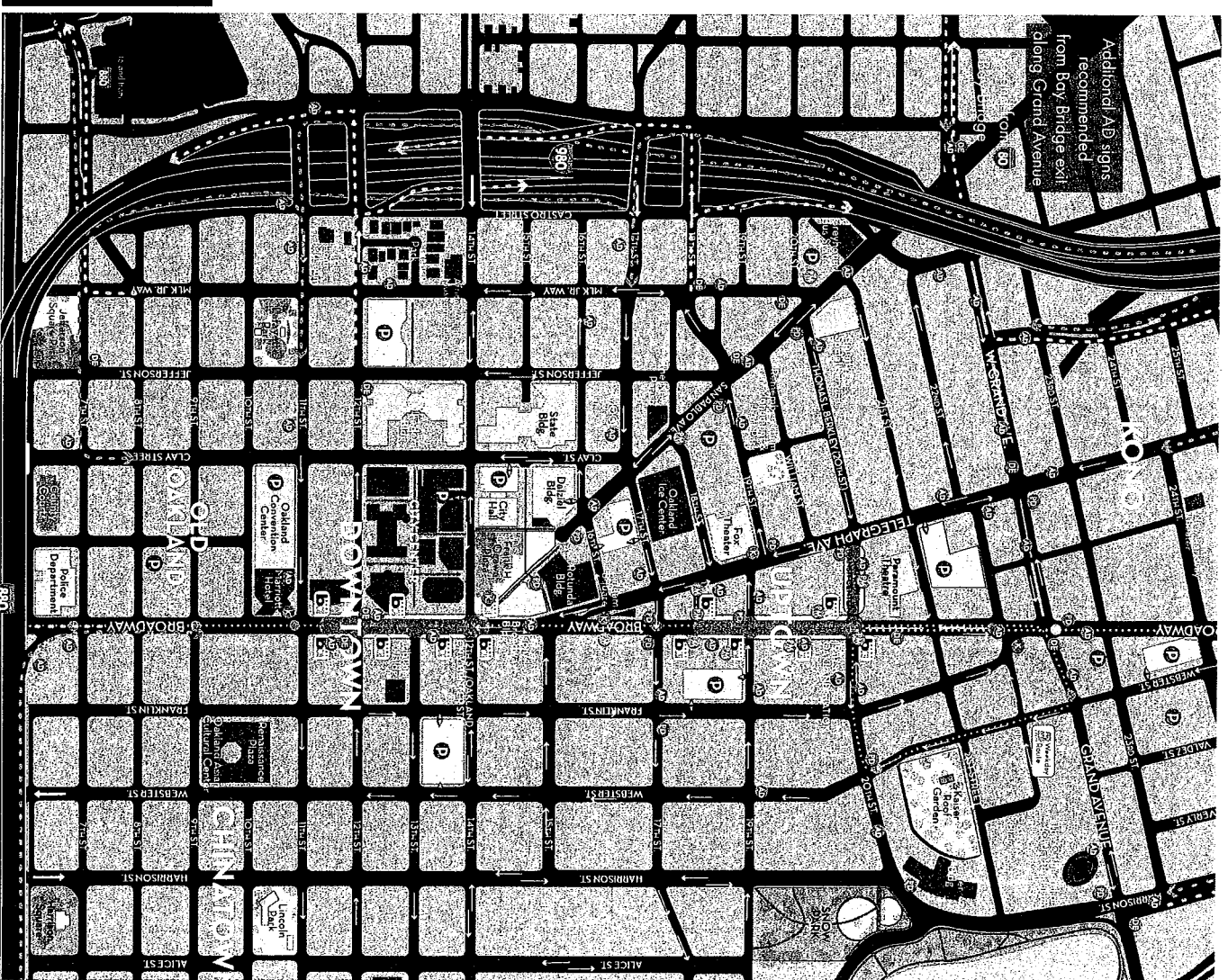
- Auto Directional Signs.....pp. 16-18
- Pedestrian Directional Signs.....pp. 19
- Freestanding Signs.....pp. 27
- Wall Mounted Signs.....pp. 25
- 11 X 17 inch 4-sided signs.....pp. 24
- BART Pylon/Orientation Signs.....pp. 20, 26

Note: The location of 6 & 8 inch Pedestrian Orientation Signs (pp. 22-23) are still to be determined and are not shown on this map.

Upon final analysis sign locations and numbers may change slightly. Note that sign locations are approximate, and that most signs will have messaging on both sides as appropriate.

LEGEND

- ➡ Inbound from Highways
- ➡ Outbound to Highways
- ⬆ Parking Garage Entrance
- ↔ Traffic Flow
- 🚗 Auto Directional Signage
- 🚗 Auto Egress Directional Signage
- 🚶 Pedestrian Directional Signage
- 🚶 Freestanding or Wall Mounted Sign
- 📏 11x17 4-sided Sign or BART Orientation Sign



NEXT STEPS

Existing Sign Inventory & Removal

Throughout the Downtown there are a great number of wayfinding and informational signs that have grown obsolete over time. Although not part of the scope of this pilot project, it is important to inventory and then remove all unnecessary, out-of-date, or worn out signs before erecting new signs. Removing old signs will reduce clutter and confusion and create a more pleasant streetscape.

Sign Types to Consider in Phase Two:

Informal Urban Street and Identity Signs:

Purpose: These support signs provide secondary and tertiary guidance, within districts or along streets and include pavement markers, street furniture, public art, specialty lighting, banners that help support and identify urban districts and highlight their unique character. These sign types can be more creative, playful and short term than a traditional wayfinding system and would work to supplement the primary system.

Location and Content: To be determined.

Broadway – “B” Shuttle Sign:

Purpose: To identify stop locations of the Shuttle and conform to graphic conventions of the Shuttle brand and the Design Guidelines of the Uptown Pilot Project. The free “B” shuttle is a welcome amenity providing free transportation to residents, workers and visitors to the Downtown and should have a dedicated unique character.

Location: At Shuttle stops.

Content: To be determined.

Highway Guide Signs:

Standard Department of Transportation (DOT) guide signs.

Purpose: Provide directional information in advance of key highway exits. Further research of CALTRANS standards is required for supplemental guide signs for cultural interest area destinations, that are off of Interstate Highways (I-880 and I-980). **Location and Content:** Location to be determined, always in advance of interstate exits, which are key for visitors arriving by motor vehicle. May include guidance to Greater Downtown Districts and specify a secondary message of “VISITOR INFORMATION” in a standard blue field, or contrasting color to standard green highway signs.

Destination Pointer Sign:

Purpose: Use of Destination guide signs along exit ramps for cultural interest area destinations.

Location: Exact physical locations to be determined

Content: Identifying cultural landmarks, downtown districts, areas of interest, where necessary to indicate a turn.

City Gateway Sign:

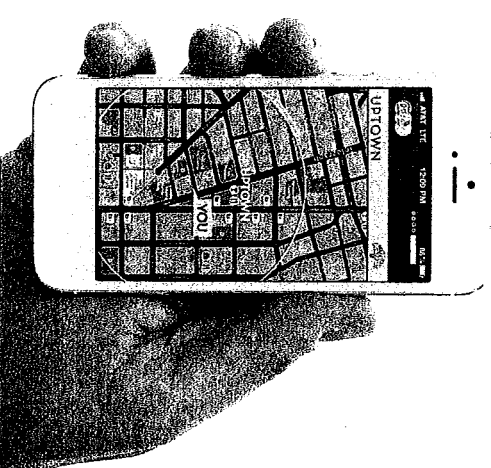
Purpose: Create a welcoming entry threshold to the City. City Gateways can be freestanding or attached to other landmarks, including bridges, buildings and parks.

Location and Content: To be determined

Smart-Phone App:

Purpose: Development of mobile friendly wayfinding app or component to complement static wayfinding signage.

Content: To Be Developed



Mock-up of what a smart-phone app could look like.