

# EMERYVILLE DESIGN GUIDELINES



CITY OF EMERYVILLE | Adopted December 7, 2010

Amended August 7, 2012

Amended May 19, 2015

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## **CITY OF EMERYVILLE**

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# 1 Introduction

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## PURPOSE

The Emeryville Design Guidelines provide guidance for achieving high quality design. While the Guidelines largely address private development and its relationship to the public realm, guidelines for street landscaping and sidewalk design are also outlined. The Guidelines are intended to assist project applicants during the project design phase and City staff and decision makers in the review and approval process to meet the spirit of urban design goals. They provide specific and broad recommendations to create high quality buildings and site plans that will result in more attractive, livable, and safe streets and districts. They aim to be prescriptive enough to create a framework for design and to carry out the community’s urban design vision—articulated in the General Plan Urban Design Element and applicable area plans—but flexible enough to allow for creativity and innovation in design and planning.

## HOW DO THE DESIGN GUIDELINES FIT IN TO THE REGULATORY PROCESS?

### Basis for Design Review

Conformance with the General Plan and Zoning Ordinance are requirements for project approval. These Design Guidelines provide supplementary and advisory recommendations for developers and architects as they are designing their projects. They also serve as the basis for design review by the City, assisting City staff and decision makers in evaluating projects. Details of the design review process can be found in the Zoning Ordinance.

## Relationship to Other Plans and Programs

### GENERAL PLAN

These Guidelines build on the guiding principles of the Emeryville General Plan, which express the community’s vision for Emeryville’s evolution from a center for commerce into a livable and diverse city for residents, workers, and visitors. The General Plan includes an Urban Design Element (chapter 5) which establishes the City’s design related goals and policies.

These Guidelines take implementation a step further by providing specific guidance for project design to meet the intent of General Plan goals, policies, and actions. For example, the Design Guidelines outline recommendations for site planning to improve pedestrian accessibility; for open space to maximize sunlight; and for landscaping to improve air quality, stormwater management, and visual beauty.

## PLANNING REGULATIONS

The Planning Regulations establish development standards for many elements of building and site planning, including massing, setbacks, open space, landscaping, parking, and site design. Collectively, these requirements shape the relationship of the building to the street and the look and feel of a community. The Guidelines supplement objective standards in the Planning Regulations with qualitative direction—providing a broader illustration and interpretation of the individual standards and examples for how project applicants can meet requirements and the intent of the City’s vision.

## SPECIFIC AND AREA PLANS

The City maintains plans for districts and neighborhoods and may prepare additional documents in the future that address design of streets, parks, and other public infrastructure. By law, these plans must be consistent with the General Plan.

Both these Design Guidelines and any relevant area plan should be consulted by the project applicant. As the area plans are tailored to the unique needs of different areas, provisions of these plans take precedence if there are conflicts. Currently, area plans include:

- North Hollis Area Urban Design Program
- San Pablo Avenue Urban Design Plan
- South Bayfront Design Guidelines
- Park Avenue District Plan
- Shellmound Design Guidelines

## ORGANIZATION

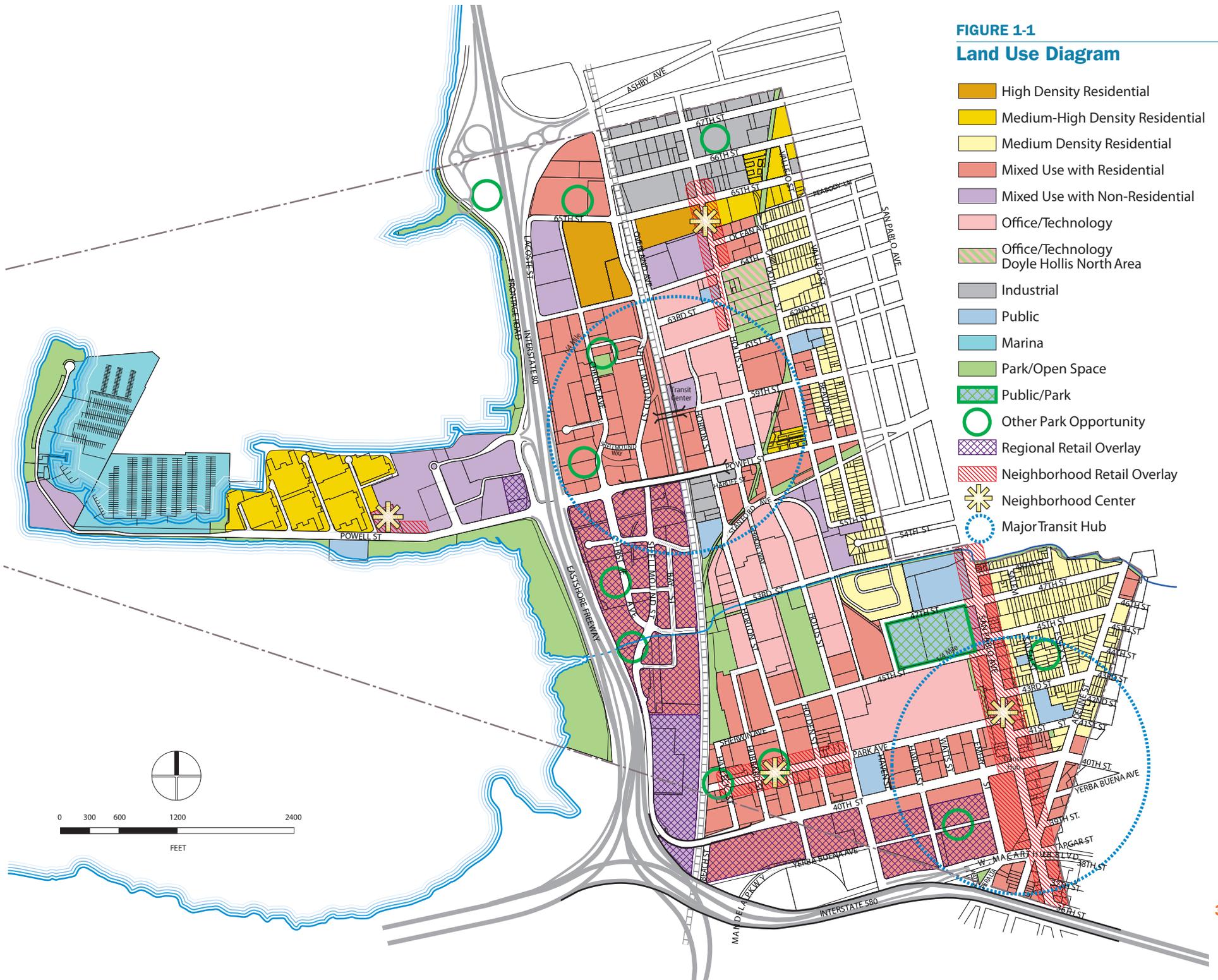
The document is organized into two chapters, following this introduction.

- **Chapter 2: General Guidelines:** This chapter provides general guidelines that are applicable to all projects regardless of site location or use. Topics include:
  - Sidewalks and Landscaping
  - Parking and Access
  - Site Planning
  - Building Massing
  - Building Form and Articulation
  - Architecture and Building Materials
  - Open Space
  - Signs
- **Chapter 3: Area Specific Guidelines and Building Type Guidelines:** This chapter supplements the General Guidelines, providing guidelines applicable to specific General Plan designations and/or building/use type. This chapter highlights guidelines that are unique to each category and do not reiterate general guidelines addressed in Chapter 2.

Property owners should refer to the figures on the following pages to determine relevant Area Specific Guidelines and Building Type Guidelines (also consult the General Plan for any amendments that have been made). Area Specific and Building Type categories include:

- Area Specific
  - › Regional Retail Overlay
  - › Neighborhood Retail Overlay and Neighborhood Centers
  - › Eastern Residential Neighborhoods
  - › Pedestrian Priority Zones
  - › Gateways
  - › Greenways and Green Streets
  - › Transit Hubs
  - › Freeway/Railway Adjacent
- Building and Use Types
  - › Mixed Use Developments
  - › Retail
  - › Industrial
  - › Civic and Public Buildings
  - › Office/Technology
  - › Residential
  - › Family-Friendly Residential
- Street Types
  - › Local Streets
  - › Connector Streets
  - › Auto Dominant Highways
  - › Bicycle Boulevards, Paths and Routes
  - › Transit Streets

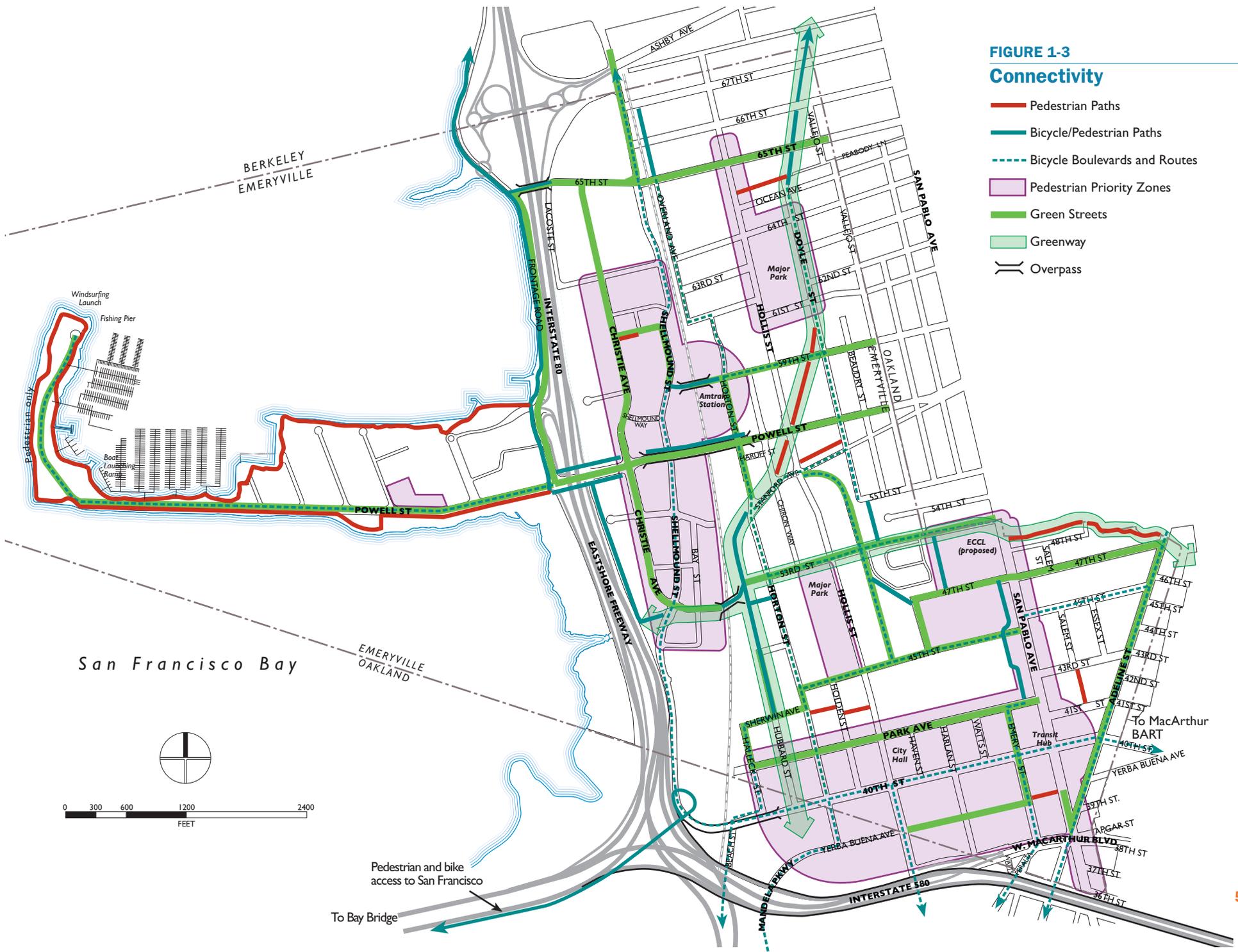
**FIGURE 1-1**  
**Land Use Diagram**



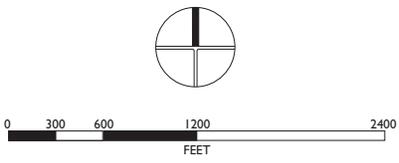


**FIGURE 1-3**  
**Connectivity**

- Pedestrian Paths
- Bicycle/Pedestrian Paths
- - - Bicycle Boulevards and Routes
- Pedestrian Priority Zones
- Green Streets
- Greenway
- Overpass



San Francisco Bay



Pedestrian and bike access to San Francisco  
To Bay Bridge

## 2 General Guidelines

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The guidelines in this chapter apply to all sites in Emeryville, regardless of building/land use type or location.

### A SIDEWALKS AND LANDSCAPING

How a building or series of buildings relate to the sidewalk and street affects the experience of the pedestrian, bicyclist, or driver passing by. The sidewalk serves multiple active and passive purposes. The following guidelines consider the interface between private development and the public realm in order to create a pedestrian-scaled experience. Sidewalk and curb standards, and the Urban Forestry Ordinance can be found in Title 7: Public Works of the Emeryville Municipal Code.

## SIDEWALKS

**A-1** Consider the following three components in the design of the sidewalk area:

- A. Building Entry/Public Space:** This area furthest from the curb represents the interface between the street and the building, providing accessibility and visibility between buildings and the street. Building entrances may be signified with architectural detailing, articulation, canopies, or signage. On active pedestrian streets, this area may include space for outdoor dining, displays (e.g. produce stands), and plazas. (See “Neighborhood Retail Overlay and Neighborhood Centers” and “Pedestrian Priority Zones” in Section I: Area Specific Guidelines)
- B. Pedestrian Pathway:** This middle area is the unobstructed path of travel for pedestrians.
- C. Landscaping/Street Furniture:** The area closest to the curb provides space for street trees, landscaping, street lights, bus stops, street signs, benches, trash/recycle bins, bicycle parking, and other street furniture. This area also represents the barrier between parking or driving/biking lanes and the pedestrian pathway.

## DESIRABLE

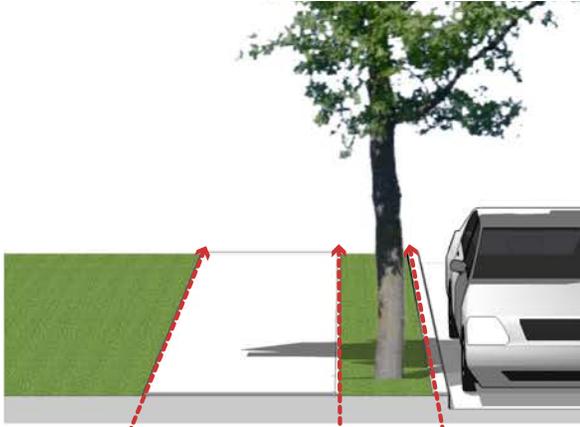


**A. Building Entry/  
Public Space**

**B. Pedestrian  
Pathway**

**C. Landscaping/  
Street Furniture**

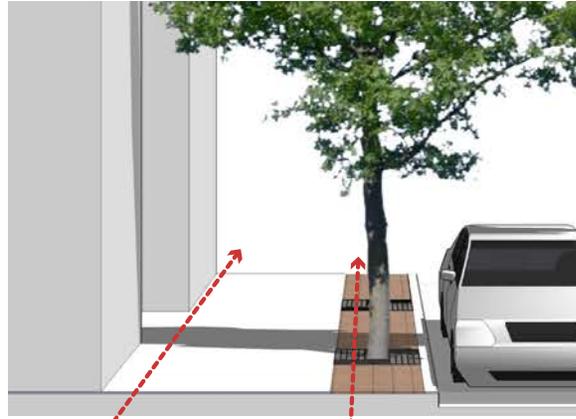
*This graphic shows the sidewalk as three distinct components. Area A shows the café entry and outdoor seating. Area B shows a clear travel lane for pedestrians. Area C shows street furniture and lush trees. The result is an active and vibrant sidewalk.*



Unobstructed Pedestrian Pathway -  
 Eastern Residential  
 Neighborhoods: 6 feet  
 Other Streets: 7.5 feet

Landscaping Area -  
 Eastern Residential  
 Neighborhoods: 3 feet  
 Other Streets: 4 feet

*Maintain an unobstructed pedestrian pathway and landscaping area.*



Unobstructed  
 Pedestrian Pathway -  
 Eastern Residential  
 Neighborhoods: 6 feet  
 Other Streets: 7.5 feet

*If vegetative strips are infeasible, tree grates may be constructed as a last resort to accommodate up to six inches of the pedestrian pathway minimum.*

**A-2** Maintain an unobstructed pedestrian pathway of a minimum of six feet in the Eastern Residential Neighborhoods (Triangle and Doyle Street neighborhoods) and 7.5 feet on all other streets in the city. For sites within a Regional Retail Overlay, Neighborhood Center/Neighborhood Retail Overlay, Greenway, Green Street, Pedestrian Priority Zone, or Eastern Residential Neighborhood area, additional sidewalk corridor guidelines are provided in Section I: Area Specific Guidelines.

**A-3** Maintain a landscaping area of a minimum of three feet in the Eastern Residential Neighborhood and four feet on all other streets in the city.

**A-4** Although vegetative strips are preferred (see “Street Landscaping” on page 11), if infeasible, tree grates may be constructed, as a last resort, to accommodate up to six inches of the pedestrian pathway minimum. Tree grates should be flush with the sidewalk, ensuring the safety of pedestrians, and designed to protect the health of the tree.

## DESIRABLE



*The redesigned Park Avenue enjoys wide sidewalks, with 9 to 11 foot pedestrian pathways, benches, brick pavers in the landscaped area, unique lampposts, creating an attractive streetscape that is safe and inviting for pedestrians.*

## UNDESIRABLE



*Utilities should be sited away from the pedestrian pathway.*

## DESIRABLE



*If tree grates are necessary to meet the minimum unobstructed pedestrian path guideline, they should be constructed flush with the sidewalk..*

## UNDESIRABLE



*On this Downtown San Francisco street, street trees are planted toward the center of the sidewalk, limiting the pedestrian pathway to only four feet. The 1.5-foot area between the street tree and the curb is essentially unusable.*

“Lowly, unpurposeful and random as they appear, sidewalk contacts are the small change from which a city’s wealth of public life must grow.”

- Jane Jacobs

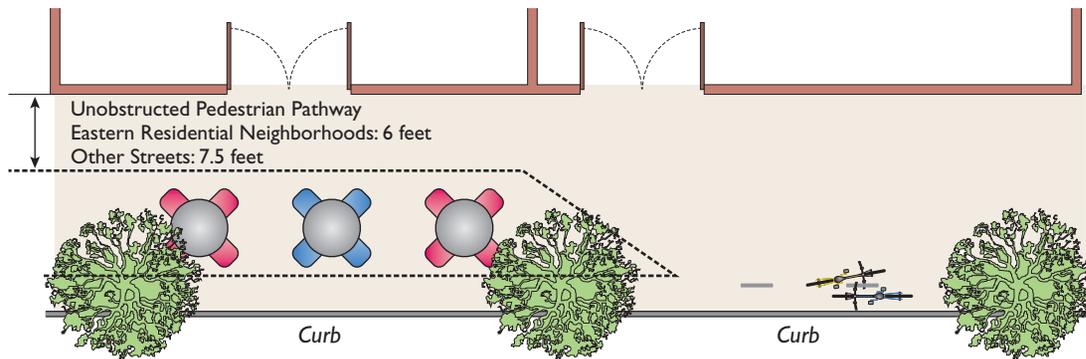
**DESIRABLE**



*In this Palo Alto example, a mid-block connection creates a finer street grid and a more pedestrian oriented character. The path receives nearly as much architectural and streetscape attention as a public street, providing opportunities for outdoor dining and landscaping.*

- A-5** Variation in pavers may be used to delineate the active use of pedestrian pathways and passive uses, including landscaping, street furniture, and public space areas.
- A-6** Where there are multiple street frontages prioritize streetscape improvements along the primary street frontage. Secondary streets should be well designed, but may not require the same level of investment.
- A-7** Adequate lighting should be provided on streets to ensure safety and usability at night. Direct lighting down, not up and out, with fully-shielded fixtures.
- A-8** Underground utility boxes, transformers, and lines, where possible, or locate these outside the pedestrian pathway in order to provide unobstructed walkways and views.
- A-9** Where desirable, wide sidewalks should be provided to allow outdoor dining or other retail uses, while maintaining an adequate continuous walkway for pedestrians.
- A-10** Encourage the multi-functionality and flexibility of streets, by supporting various modes of travel and pedestrian and bicycle amenities (e.g. street furniture and bicycle parking).

**DESIRABLE**



*This plan view illustrates how a clear pedestrian path can be maintained even with sidewalk seating and landscaping.*

## STREET LANDSCAPING

- A-11** Design streetscapes that provide distinction, identity, and unified cohesive appearance.
- A-12** Select tree species that enable sunlight to filter along most streets in the winter, while providing appropriate shade during summer. (The City will establish a unified planting palette to define corridors and promote continuity, distinction, and identity.)
- A-13** Design generous planting strips in the landscaping/street furniture area, where feasible. Support the development of large healthy trees and tree canopies by reducing concrete area and other barriers to root growth, using City standards for compost and mulch, and rootable soil volumes.
- A-14** Follow the City’s Stormwater Guidelines for Green, Dense Redevelopment, which includes measures such as bioretention basins, biofiltration swales, cisterns integrated into the architecture, and/or green roofs, to meet stormwater treatment thresholds.
- A-15** Follow Bay-Friendly Landscaping guidelines. These guidelines represent a whole systems approach to the design, construction and maintenance of the landscape in order to support the integrity of the San Francisco Bay watershed. Key components include:
  - Reducing waste and using materials that contain recycled content.
  - Nurturing healthy soils with mulch and compost while reducing fertilizer use.
  - Conserving water, energy and topsoil.
  - Using Integrated Pest Management to minimize chemical use and prevent pollution.
  - Reducing stormwater runoff.
  - Creating wildlife habitat.

## DESIRABLE



*Bay-Friendly landscaping along Doyle Hollis Park delineates the park edge, provides an attractive and safe sidewalk, and helps to manage stormwater through bioswales.*

## DESIRABLE



*These Portland, Oregon examples demonstrate how stormwater management can be integrated into the streetscape, through the use of vegetated swales, rain gardens, and native plants.*

## UNDESIRABLE



*At the north end of Hollis Street, narrow sidewalks and limited street trees create an uninviting street for pedestrians.*

“Street trees are a simple intervention that is almost universally of value to walkability.”

- Kevin Klinkenberg

## B PARKING AND ACCESS

These guidelines seek to provide adequate and convenient parking and loading areas while minimizing their visibility, to prevent conflicts between vehicles and pedestrians and cyclists, and to reduce paved areas which cause the urban heat island effect. Readers should also refer to the parking requirements in the City's Zoning Ordinance.

“The more parking space,  
the less sense of place.”

- Jane Holtz Kay

- B-1** Design parking below grade or encapsulated within buildings to reduce the visual impact. Prioritize active uses on the ground level.
- B-2** Limit the number of curb cuts and driveway entrances to reduce conflicts with pedestrians. Locate the entrance on a side street where feasible. If a driveway entrance is located on the primary street frontage, minimize the length of the curb cut and explore sharing driveways and/or loading areas with adjacent property owners.
- B-3** Where drop-off facilities are necessary, limit curb cuts, by providing curbside drop-off locations or co-locating with driveways or parking garage entrances.
- B-4** Loading should be designed to be off the public right-of-way. Service areas should be accessible for truck drivers, with appropriate access from docks into buildings. Avoid locating access to loading areas on major streets.
- B-5** Design structured parking as an integral part of the project it serves, consistent in style and

materials with the rest of the project. This will enhance the visual interest of the parking structure and reduce its apparent mass at the ground level. This can be achieved through some or all of the following means:

- Use the same cadence of windows and massing as in adjoining or adjacent buildings.
- Compose openings within the parking structure façade to appear similar to well-proportioned windows rather than continuous open strips.
- Use contrasting, high-quality materials that generate a multi-layered façade (for example glass, perforated metal, or decorative screens).
- Employ landscaping (such as green screen, vines, or landscaped trellis) as a screening, as long as it is compatible with building design.
- Emphasize stair towers and pedestrian entries as identifying architectural elements.

**B-6** In residential projects, cluster parking spaces on site to encourage interaction among occupants

**B-7** Orient pedestrian entries to be visually open and free of visual obstruction to ensure safety and minimize conflicts between pedestrians, bicycles, and vehicles. Entries may be located on the primary street frontage or on a side street (as long as there is sidewalk access and signage) near the intersection with the primary street.

**B-8** Ensure adequate lighting along garage façades to improve visibility and pedestrian safety, but shield the street from interior garage lighting. Consider motion-sensing lights and lights with timers to reduce unnecessary energy consumption, while maintaining safety and security.

**B-9** Use permeable paving, or similar materials that reduce runoff, as a surface material for driveways, pathways, and surface parking areas.

**B-10** Bicycle parking should be located near entrances and exits and secured and weather protected. (See the Zoning Ordinance for detailed standards for short- and long-term bicycle parking.)

**DESIRABLE**



*Although not well integrated with the main building, this public parking garage in Palo Alto is set back from the street edge and well-screened by wooden slats and planter boxes.*

**DESIRABLE**



*This loading area, located in a private alley in Emeryville, is well integrated into the building, and avoids conflicts with pedestrians and bicyclists.*

**DESIRABLE**



*This parking garage in Mountain View is screened from the street, by ground-floor retail and integrated architectural design.*

**UNDESIRABLE**



*Loading areas should be located on side streets to avoid conflicts with pedestrians and vehicles, like in this Powell Street Plaza example.*

## C SITE PLANNING

Careful site planning supports walkability at the street-level and quality of life for building occupants by facilitating sunlight, views, plazas and open spaces, and visual interest. These guidelines encourage sunlight, views, accessibility, beauty, and energy efficiency in the siting of buildings and projects.

- C-1** Consider the three-dimensionality of buildings: how they are perceived from the ground-level, public streets, and side streets; and how they can contribute to, or detract from, the views, neighborhood or district character, and overall quality of life.
- C-2** Site buildings and locate plazas, building entrances, seating, and visually interesting architectural features to encourage interaction among occupants and passersby.
- C-3** Incorporate climate appropriate design strategies to protect building entrances and open spaces from wind and to allow for passive solar access. Roofs should be oriented and designed to allow for active or passive solar gain.
- C-4** Consider edge conditions and transition areas during site design to ensure compatibility between existing and new development.
- C-5** Screen refuse bins and other waste containers by placing them indoors, locating them away from the street, and/or shielding them with fencing and/or landscaping. Prevent contamination of waste in stormwater runoff by maintaining covered bins and preventing empty bins from tipping during storms or due to wind.
- C-6** Conceal all mechanical, electrical, and other building equipment from the public right-of-way and from other existing buildings, where feasible. Use screening materials and other buffers to minimize noise and visual impacts. Mechanical equipment should not be located along the ground floor street frontage.
- C-7** As a temporary measure, unused or underdeveloped portions of a site should be planted with groundcover, at a minimum. Consult Bay-Friendly Landscape guidelines.

**DESIRABLE**



*The landscaped setback accommodates pedestrian traffic on Horton Street. Mechanical equipment is shielded from the street level (top), but visible from other buildings (bottom). It is mitigated by the matching paint color and generally fits with the industrial nature of the building and the use within.*

**DESIRABLE**



*These refuse bins near 40th Street are well-screened with landscaping, mitigating the impact of the trash bins.*

**DESIRABLE**



*Although the entrance to the Bridgecourt Apartments is on 40th Street, the back of the building is still treated as a major façade. This acknowledgement of three dimensionality of the building allows a more attractive building from the front and back.*

**UNDESIRABLE**



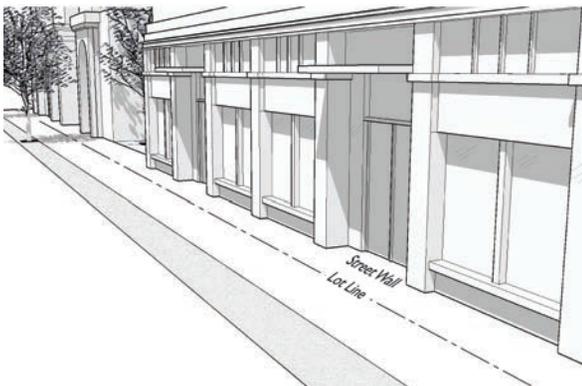
*Although there are many good elements to the massing and form of this building in San Diego, the design at ground-level is not successful. The garage entry and the refuse area and utility box disrupt the pedestrian experience.*

## DESIRABLE



*On this street in Santa Cruz, individual buildings line up at equal distances from the curb, creating a consistent street wall that is attractive for pedestrians and facilitates the visibility of businesses.*

## DESIRABLE



*A continuous street does not preclude building articulation. In fact, a consistent street wall and varying façade creates an attractive and accessible streetscape.*

## UNDESIRABLE



*Although the street wall is uninterrupted, long blank walls and lack of fenestration or architectural features prevent this Emeryville sidewalk from being comfortable and interesting for pedestrians.*

## STREET WALL

**C-8** The street wall should enclose the physical space of the street, producing a safe, attractive, and cohesive streetscape where pedestrians can see building entrances, signs, and businesses.

- At strategic locations—such as street corners or building entrances—plazas are permitted and encouraged as interruptions to the street wall. (See “Neighborhood Retail Overlay and Neighborhood Centers” and “Pedestrian Priority Zones” in Section I: Area Specific Guidelines)

**C-9** Design the street wall façade to create visual interest and diversity, and to reinforce the pedestrian scale and character of the street.

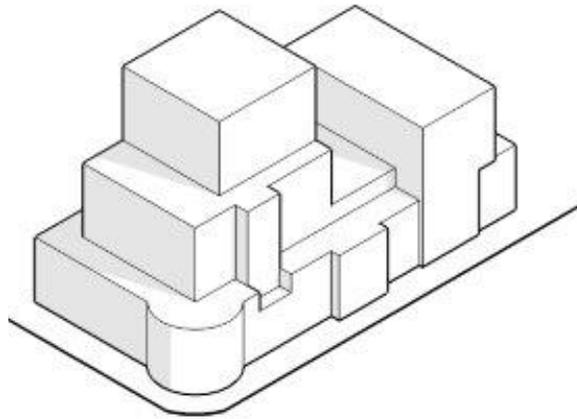
- Blank walls along the public right-of-way are strongly discouraged. (See Urban Design Element Policy UD-P65.)

## D BUILDING MASSING

Massing refers to the bulkiness of buildings. A building or a series of buildings that is slender, tiered, or varied in height and shape permits light and air to pass through; allows views; and creates visually interesting skylines. Bulky buildings, on the other hand, can cast large shadows and obstruct sunlight and views. Building massing guidelines seek to define a skyline that supports pleasant, safe, and sunlit streets and sidewalks.

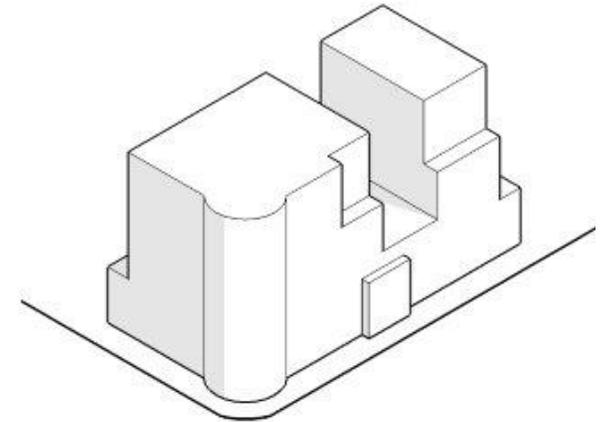
- D-1** In areas where building heights transition, step back upper levels of buildings to transition to adjacent lower building heights.
- D-2** Encourage variation and articulation through changes in height and massing.
- D-3** Create building openings that permit mid-block pedestrian connections, thereby breaking up “super blocks” and expanding the pedestrian network.
- D-4** Space towers to allow sunlight, air, breezes, and privacy for tenants, while maintaining views and natural light at the street-level.
- D-5** Towers should be slender in order to minimize the casting of large shadows. If large floorplates are necessary on lower floors, middle and upper floors should taper, step back or otherwise employ a reduction in massing.

### DESIRABLE



*Variation in massing and upper floor setbacks add visual interest to the building and more sunlight onto the street.*

### UNDESIRABLE



*Bulky buildings with long blank walls tend to appear oppressive and inhospitable to pedestrians at the ground level.*

## DESIRABLE



*With 338 units in three towers, this San Francisco building is made more human-scale through its careful massing. The base, middle and top of the building are discernible through the use of color, height, window type, and architectural features. The building steps down to meet the lower height of an adjacent historic building.*

## UNDESIRABLE



*Lacking step backs, tapering, and a more slender appearance, Pacific Park Plaza's blocky design looks bulky and massive.*

**D-6** Incorporate a distinguishable base, middle, and top for all buildings of five stories or more:

- Distinguish the base of the building through the use of materials, massing, or articulation of the façade. The base of a building should address the street through entries, fenestration, articulation and building orientation.
- Step the middle of a building back from the base. The middle should be more slender and less bulky than the base and also differentiated through architectural elements and materials.
- Design buildings with a solid top or other distinguishing features to signify the end of the building; this does not require an actual stepback, but articulation through use of materials or façade rhythm. Reserve a portion of the top habitable floor and penthouse for mechanical and other equipment. Alternatively, shield equipment from view, from taller adjacent buildings, with a parapet and appropriate screening.
- Reduce the apparent bulk of a building by breaking it into smaller masses that correspond to the internal function of the building (e.g. through changes in materials, colors, or fenestration) and through changes in roof heights and vertical planes.

**D-7** Design of new buildings should consider shadow impacts on surrounding areas. 3D modeling is recommended to test the effect of building heights and massing on sidewalks and streets, in terms of shadows.

## DESIRABLE



*This 595-unit building in San Francisco appears smaller through massing and design. The corner is accentuated, the ceiling heights of the grocery store are raised, and the change of colors and fenestration reduce the apparent building mass. The portion of the building on the right side of the photo employs a step-back, revealing a landscaped terrace. A mid-block pedestrian connection (far right in the photo) allows pedestrian circulation between public streets on this otherwise large block.*

## UNDESIRABLE



*All of the office buildings on Emeryville's peninsula have a blocky appearance, inhibit sunlight and the views from street level and other buildings.*

**General Plan Guiding Principle #10.** An imageable and memorable city. The City will foster high-quality new construction of exceptional design while preserving and enhancing the best of existing buildings and neighborhoods. The City will foster a dramatic skyline of slender and elegant high rise buildings stepping down to low-rise buildings in the older residential neighborhoods. Enhance the experience of entering Emeryville with attractive and appropriate streetscape improvements along major regional and city arterials. Collectively, these elements serve to foster Emeryville's character as a vibrant, connected, livable community, and a rising signature city from afar and within.

## E BUILDING FORM AND ARTICULATION

Building form and articulation further shape a building's identity. Façade composition can create unified and harmonious buildings, promote distinctive architecture, and visual diversity. These guidelines seek to respect Emeryville history and existing neighborhood character; maximize visual interest and visibility; balance privacy and safety; and ensure pedestrian orientation.

### BUILDING FORM

- E-1** Find opportunities for diversity, creativity, and innovation in building form.
- E-2** Incorporate neighborhood and district identity in the design of buildings, by considering the style and character of existing structures.
- E-3** Preserve and enhance the historic industrial-warehouse character found in many parts of Emeryville through the retention of architecturally significant structures and the addition of architecturally compatible new construction.
- E-4** Respect the form of adjacent or nearby historic structures through appropriate design of new developments.
- E-5** Incorporate green roofs into building design to manage stormwater runoff and reduce energy consumption through insulation.
  - “Intensive” roofs are appropriate when resident or tenant access is desired. Soil layers are typically deeper, eight to 15 inches, depending on the loading capacity of the roof and the architectural and plant features desired. These roofs must be relatively flat.
  - “Extensive” roofs are appropriate when human access is limited and the goal is for ecological roof cover. Layers may be thinner, two to six inches. Extensive greenroofs can be constructed on slightly sloped roofs.
  - All green roofs must be designed to permit routine maintenance and irrigation, as necessary.

**DESIRABLE**



*This store brings modern design and a functional and eco-friendly green roof to Bay Street while acknowledging the brick and industrial character in Emeryville.*

**DESIRABLE**



*Incorporating historic buildings and/or façades into new projects celebrates Emeryville's history and is an efficient use of resources. This helps preserve neighborhood and district character.*

**DESIRABLE**



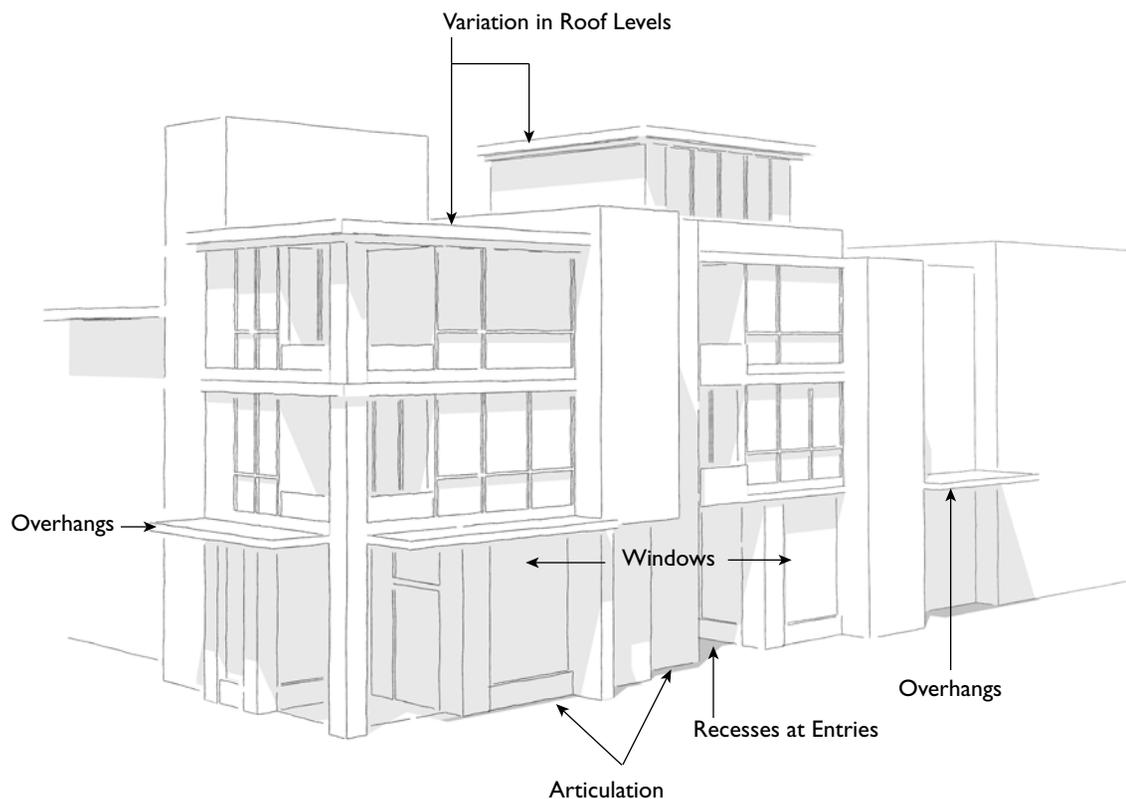
*Building form need not be regular and at right angles. This building in Denver has curvilinear elements and unexpected angles and forms.*

**DESIRABLE**



*This set of residential units in Emeryville provides a transition between industrial and residential uses. Its style is reminiscent of some of its industrial neighbors, while its massing and sloping roofs are compatible with its residential neighbors.*

## DESIRABLE



The graphic above illustrates ways to articulate buildings through variety in the wall plane and roof form.

## BUILDING ARTICULATION

**E-6** Articulate building mass and surfaces with three-dimensional elements that create a visual play of light and shadow:

- Incorporate design features such as balconies, recesses, windows, signage, reveals, brackets, cornices at the roof and at the top of the ground floor, and piers at corners and structural bays.
- Use awnings and overhangs to provide shelter and shade over the sidewalk along pedestrian-oriented retail streets and to enhance the pedestrian realm. Awnings should be made of durable, high quality materials and should not interfere with the tree canopy.
- Employ variations in floor level, façades (such as shallow recesses at entries, roof styles, architectural details), and finishes that break up the appearance of large buildings.
- Use horizontal articulation, such as recessions/projections, change in materials, and building transparency.

**E-7** Provide operable windows that allow natural ventilation and potentially eliminate the need for mechanical ventilation. If mechanical systems are necessary, use energy-efficient and low emission heating, ventilation and air conditioning (HVAC) systems.

**E-8** Layer structural and detail elements to provide visual variety and depth.

**E-9** Ensure unified and harmonious building façades, integrating all elements, including signs, balconies, and building entrances. Windows should have regular patterns or be coherent in their variety (e.g. in shapes and proportions).

**E-10** Utilize corner lots to highlight architecture features with changes in massing and building and soffit height and/or create defined building entrances or small plazas by increasing ground level setbacks

**E-11** Orient tenants spaces and windows toward the primary street to engage pedestrian interest and maximize interior light and exterior safety through ‘eyes on the street.’

**DESIRABLE**



*The large size of EmeryStation North is rendered more hospitable to pedestrians at the ground level by the use of recesses, varying materials, human-scaled lighting, and landscaping.*

**DESIRABLE**



*Recesses, overhangs, step backs, and varying roof heights articulate the form of the Icon apartments on Park Avenue, creating visual interest from the street and allowing more light into individual units.*

**UNDESIRABLE**



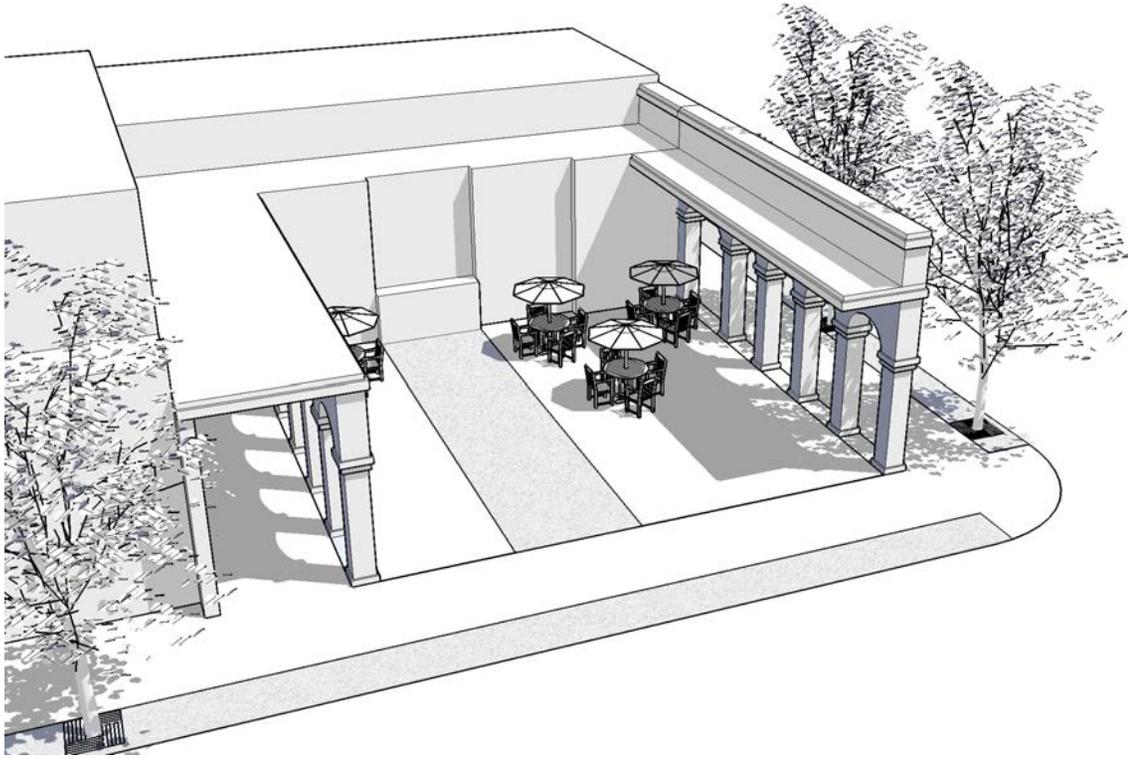
*On this Emeryville street, a blank flat wall at the ground level creates an unwelcoming streetscape for pedestrians.*

**UNDESIRABLE**



*Although this San Diego building is successful in breaking down a massive building into smaller components, the façade lacks articulation and the ground-floor is not pedestrian-oriented, resulting in a building that does not interface well with the street.*

## DESIRABLE



*Plazas on block corners or at building entries can create opportunities for open space. This arcade defines the building edge, while also providing sunlight access, shade, and inviting open space.*

## BUILDING ENTRANCES

- E-12** All public entrances should be visible and accessible. Building overhangs, canopies, and entryway landscaping should not obstruct views, the street tree canopy, or street signs.
- E-13** Create building entries with entry plazas, vertical massing, and architectural elements, such as awnings, or porticos. Design entries so that they are clearly defined and distinguishable as seen from the street.
- E-14** Orient the primary building entrance (defined as the entrance which provides the most direct access to a building's lobby and is unlocked during business hours) to face a public street. Secondary building entrances are encouraged to access side streets, parks, or plazas.

## DESIRABLE



*The main entrance to this building is strategically placed to be accessible from the parking lot and from Hollis Street. The staircase, use of color, and large overhang, create a clear prominent entrance.*

## DESIRABLE



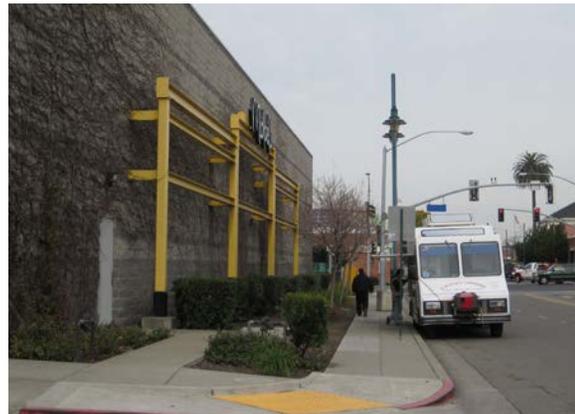
*Individual unit entrances face onto a park along the greenway, improving safety and access to the open space.*

## UNDESIRABLE



*The entrance to this store is highlighted by a canopy and architectural features, but their designs are not well-integrated into the building style. Moreover, this entrance is from the parking lot, not from a primary street (i.e. 40th or Hollis streets), resulting in primarily auto-oriented access.*

## UNDESIRABLE



*This façade along Hollis Street represents the linkage between the store and the public street. The blank wall and lack of entrance inhibit pedestrian access to the store.*

“...there must be eyes upon the street, eyes belonging to those we might call the natural proprietors of the street. The buildings on a street equipped to handle strangers and to insure the safety of both residents and strangers, must be oriented to the street. They cannot turn their back or blank sides on it and leave it blind.”

- Jane Jacobs

## F ARCHITECTURE AND BUILDING MATERIALS

Building details, materials and color are particularly effective tools in establishing continuity and variety in design and quality within a development or among adjacent buildings. The following guidelines seek to ensure high quality design and visual interest through durable and attractive building materials, color, and detailing.

### DESIRABLE



### DESIRABLE



### ARCHITECTURAL STYLE

No particular architectural style is mandated for any area in the city. Rather, these Guidelines encourage and are adaptable to a range of styles. All development should be sensitive to the context and the surroundings, without necessarily conforming to the architectural style of surrounding development.



*These guidelines support a range of architectural styles, as long as they are compatible with existing structures*

## ARCHITECTURAL DETAILS

### ARCHITECTURAL FEATURES

- F-1** Consider and respect the architectural features and styles of adjacent buildings and the neighborhood or district. Do so by reinforcing existing character or providing compatible features through architectural details, materials, colors, and lighting. In particular, draw on adjacent or nearby building features that are desirable to achieve compatibility.
- F-2** Find opportunities for creativity with architectural features, such as integrating art into doors and entrance areas, and through colors and details.
- F-3** Use window design and proportions to add architectural interest to the building. Window designs should help differentiate the various components of the building (e.g. ground floor lobbies, stair towers, corners, office suites, or residential units). Window frames, sills, and/or recesses should be used to add visual interest.

### SUSTAINABLE DESIGN INFRASTRUCTURE

- F-4** Install water saving appliances and systems such as gray water systems, moisture-sensitive irrigation rainwater cisterns, low-flow toilets and faucets. Any exterior systems should be integrated into building design.
- F-5** Install timed or motion sensor light fixtures that turn off or dim during daylight hours in interior hallways, foyers, and other spaces that are constantly used.

- F-6** Incorporate rain gutters and other drainage devices into the structure and design of the building.
- F-7** Use durable materials for fences, such as wood or cast-iron. Chain-link fencing, or razor wire that is visible from the street, is strongly discouraged.
- F-8** Building infrastructure, and energy and mechanical systems (including water towers, gutters, etc.) should be architecturally integrated into buildings.
- F-9** Design exterior building lighting as an integral part of the façade:
  - Design exposed standards and fixtures to be harmonious with the building design, and complement lighting in the public right-of-way.
  - Provide lighting at all entryways, alcoves or other features of the building to ensure visual surveillance of the building and its public areas and foster a sense of safety.
  - Provide display window lighting in storefronts and lighting under the awning, as security measures.
  - Use lighting to highlight architectural detailing and/or unique features.
  - Prevent light spillover into windows.
  - Discourage up lighting; require dark-sky compliant fixtures.
  - Provide no more lighting than is necessary to create a sense of security and ease of use.

**DESIRABLE**



*The windows and materials at this ground floor commercial space along San Pablo Avenue distinguish it from the upper levels and residential uses above.*

**DESIRABLE**



© Dyett & Bhatta

**DESIRABLE**



*Accent materials and colors, whimsical design, and public art add character at the pedestrian level in San Francisco (left) and the Glashaus on Hollis Street (right).*

## BUILDING MATERIALS

- F-10** Use high-quality, durable architectural materials and finishes that provide a sense of permanence throughout the exterior and public interior spaces of the buildings.
- Exterior building materials should be of high quality, durable materials approved by the City as part of the project review. Synthetic stucco is strongly discouraged.
- F-11** Minimize the overall environmental impact of development, by giving preference to sustainable building materials.
- Consider using recycled and/or locally obtained materials, sustainably harvested wood, bamboo, and non-toxic, low-VOC (volatile organic compound) glues and paints.
  - Divert waste from landfills by promoting reduction, reuse, recycling, and composting of materials during construction and through building materials selection.
  - Use sustainable surface materials for paving, such as reclaimed pavers, locally produced materials, or concrete and asphalt with fly ash content.
- F-12** Employ accent materials at the ground level to add texture, color, and visual interest at the pedestrian level. Façades should have coherent variety in colors and materials.

- F-13** Devise a color palette that reinforces building identity and complements changes in plane.
- Strong, bright colors should be used sparingly.
  - For buildings along narrow corridors such as Hollis Street, lighter exterior colors with high reflectance should be used to maximize daylight on streets and open spaces and to reduce heat-island build up.
  - Floors above fifth story should use lighter color to enable greater light reflectance, without causing glare.
- F-14** Use trellises and vines or other plantings on building exteriors to insulate and cool interiors.
- F-15** Glazing should be clear or lightly tinted and non-reflective.

## DESIRABLE



*Blue Star Corner was the State's first LEED for Homes certified project, using materials such as bamboo flooring, low-flow plumbing fixtures, Energy Star appliances, fly-ash concrete, and drought-tolerant landscaping.*

**General Plan Guiding Principle #9.** Sustainability and innovation, with respect for the past. The Emeryville community strives to live within means that do not compromise the ability of future generations in Emeryville to enjoy a livable, healthy, and vibrant city. The Plan encourages redevelopment of contaminated land as a healthy and cost-effective way of improving the local environment, use of “green” construction techniques, and a lifestyle with low ecological impacts upon energy consumption, climate, and the natural environment. The City will interweave the future and the past, while respecting the scale, character, and use of the historical Doyle and Triangle neighborhoods and other districts.

## DESIRABLE



*Brick is an appropriate building material in the Park Avenue district.*

## G OPEN SPACE

Functional outdoor space for gathering and for the extension of indoor activities supports walkability, livability, and pedestrian activity throughout the public realm. Given Emeryville's good weather, open space should be designed as part of developments for private and public use. Landscaping in any type of project can also serve to establish a boundary between public and private spaces, manage stormwater, support passive heating and cooling, improve air quality, and beautify the urban environment. These Guidelines address three types of open space.

### PRIVATE OPEN SPACE

- G-1** Provide open spaces that enhance the quality of life for residents. Areas may be small, but should be adequately sized to allow movement and usability. Such areas may include balconies, decks, patios, and fenced yards. For larger units, the areas should be designed with consideration for the needs of families with children.
- G-2** Balance privacy and safety with air and sunlight access, as well as wind protection. Prioritize south facing open space opportunities and designing balconies with slatted or otherwise partially transparent grating or railing.
- G-3** Where balconies are provided, allow room for small gardens for growing plants.
- G-4** Orient balcony railing bars vertically to prevent climbing and facilitate vining plants, where appropriate.
- G-5** Ensure privacy and sunlight access for open spaces that face the public street by providing partially transparent screening or landscaping, such as tall grasses and fences with openings.
- G-6** Separate private open space from common open space with low walls or fencing.

## DESIRABLE



*In this example from San Diego, balconies—large enough to be usable—are provided for each residential unit.*

## UNDESIRABLE



*In this San Diego example, balconies are too small to be usable and made of opaque materials, eliminating the connection between the tenant and the public street below.*

**General Plan Guiding Principle #3.** Enhanced and connected open space network and green streets. The General Plan outlines strategies for an expanded public realm, building on the strength and connectivity of the city's greenways, with a range of new parks, plazas, community commons, and recreational paths. Open space is strategically located to maximize accessibility and building forms are organized to ensure that sunlight reaches streets and parks. Many more trees along streets and enhanced landscaping will provide a greener city.

## DESIRABLE



*Even small common open spaces can be useful for seating areas and barbeques when they are accessible, landscaped, and have good sunlight access, like this one near 66th Street.*

## COMMON OPEN SPACE

- G-7** Provide common open space for the sole use of the project's residents or tenants, and design with consideration for families with children.
- G-8** Open spaces should be designed as an integrated element of the project (and the street or adjacent building, if applicable). Coordinate landscaping and amenities with the project's architecture and character.
- G-9** Design common open spaces, landscaping, and amenities to encourage interaction among occupants.
- G-10** If community rooms are planned with developments, they should be located adjacent to open space.
- G-11** Design open spaces to have sunlight during at least part of the day and offer wind protection, comfort and safety to residents and tenants.
- G-12** Consider safety and security in the design: define and enclose open spaces through building configuration. Ensure that some portion of units or commercial spaces overlook the common open space.
- G-13** Design open space to be accessible to all living units in the development, directly or indirectly, through appropriate design and signage.
- G-14** Install roof terraces as an efficient way to use the site and to maximize sunlight access. Green roofs can fulfill common open space requirements, as long as they are usable and accessible to all units.
- G-15** Provide surfaces that allow convenient use for outdoor enjoyment and/or recreation. Such surface may be any practical combination of lawn, garden, flagstone, wood planking, concrete, or other serviceable surfacing.
- G-16** Provide walks, patios, swimming pools, barbeque areas, playgrounds, recreational facilities, turf, or other such improvements as appropriate to enhance the outdoor environment of the residential development.
- G-17** Arrange seating for gathering, conversing, and supervising children's play areas.

## PUBLICLY ACCESSIBLE OPEN SPACE

- G-18** Locate open space along the east, west, or southern block or building face, where feasible, and design to maximize exposure to the sun, especially from the southwest, while protecting from wind (often westerly).
- G-19** Ensure that landscaping complements and extends the design of the adjoining public right-of-way.
- G-20** Design open space to be physically and visually accessible from the street and designed for public use, with signage, if appropriate.
- G-21** Design open space that fronts the sidewalk to be primarily open and free of walls or other obstructions (not including trees, lights, and steps). Use landscaping strategically to identify pedestrian entrances and articulate edges for plazas and courtyards.
- G-22** Use landscape materials that are climate appropriate, drought-resistant and that require minimal irrigation and maintenance. (See Bay-Friendly Landscaping guidelines described in Section A: Sidewalks and Landscaping.)
- G-23** Provide ample seating, which can be comprised of benches, seating walls, and moveable seating. A portion of seating should have back and arm support. Provide shaded seating areas, in addition to areas with full sun access.

- G-24** Encourage a variety of activities and events in open spaces to promote active uses, such as kiosks for private businesses or information and food vendors.
- G-25** Provide clear signage that acknowledges that open space is for public use.
- G-26** Indoor publicly accessible open spaces are permitted, but should be exceptionally well-designed. They should be adjacent to and visible from streets; have tall ceilings and glazing to allow natural light; provide public art display and seating; and be free of private logos, signs, or markings.

## DESIRABLE



*Doyle Hollis Park integrates well with the street and buildings around it. It is visible and accessible from the sidewalk, but also has a clear edge, fencing, and landscaped buffer that ensure the safety and security of pedestrians and park users.*

## DESIRABLE



*This park, constructed as part of the Novartis office/technology complex, provides ample seating, drought-tolerant plantings and design that reduce watering needs, and a mix of spaces for passive and active uses.*

## H SIGNS

These sign guidelines, together with the sign standards contained in the Zoning Ordinance, ensure that signage adds to the city's identity and does not overwhelm or detract from the public realm, particularly along pedestrian-oriented streets. Design guidelines for signs address the following principles.

### H-1 Architectural Compatibility

- Signs (including supporting structures, if any) should be designed as an integral design element of a building's architecture and should be architecturally compatible, including color and scale, with the building and surrounding structures.
- A sign that covers a window or that spills over "natural" boundaries or architectural features and obscures parts of upper floors of buildings is detrimental to visual order and should be avoided.
- Signs above the first story should not obstruct views from inside or outside upper stories. Lighted signs should not illuminate upper stories; instead, illumination should focus on the sign itself or downward toward the sidewalk.

### H-2 Consistency with Area Character

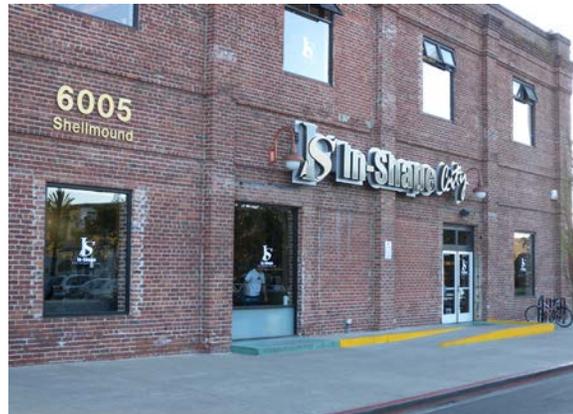
- Signs should employ designs, features, materials, and colors that are consistent with the scale and character of the district they are located within.
- Where a sign is located in close proximity to a residential area, the sign should be designed and located so it has little or no impact on adjacent residential neighborhoods.
- Freeway-oriented signs should be sited and spaced to avoid an overabundance of such signs and close proximity to residential neighborhoods.

## DESIRABLE



*These signs on Hollis Street are integrated with building design and business concept, compatible in color, scale, and playfulness.*

## UNDESIRABLE



*This sign on Shellmound Street conflicts with the building's visual order; the size, font, and style are not compatible with the historic architecture.*

## DESIRABLE



*This sign incorporates common design elements, materials, and themes of the North Hollis district.*

## UNDESIRABLE



*These signs break from theme and use patterns along San Pablo Avenue, reducing the quality of the experience of walking down this well-landscaped street.*

## DESIRABLE



*These sign elements are in proportion to viewer's distance and speed – in this case a pedestrian in the East Bay Bridge Center.*

## DESIRABLE



*Signs in Bay Street are easily recognizable, clear and precise.*

## UNDESIRABLE



*These signs outside Bay Street are out of scale to viewers, both pedestrians on the sidewalk and drivers.*

## UNDESIRABLE



*These signs on Powell Street appear cluttered. There is little hierarchy among the messages, creating confusion for the viewer.*

## H-3 Legibility and Readability

- The size and proportion of the elements of the sign's message, including logos, letters, icons, and other graphic images, should be selected based on the anticipated distance and travel speed of the viewer. Sign messages oriented towards pedestrians should be smaller than those oriented towards automobile drivers.
- Colors chosen for the sign text and/or graphics should have sufficient contrast with the sign background in order to be easily read during both day and night hours.
- High quality materials should be used, such as finished wood, metal, and woven fabric.
- Design signs to be readable, unambiguous, and concise, so that a viewer can understand or make sense of what appears on the sign. Excessive use of large areas of several colors can create competition for the eye and significantly reduce readability.

#### H-4 Visibility

- Ensure that signs are visible and readily distinguishable from their surroundings. Projecting signs should be regulated so that they do not obstruct each other.
- Provide sign illumination appropriate to the building design and location. Discourage any sign that, because of brilliant interior or exterior lighting, interferes with the enjoyment of surrounding property, residential units (in case of a mixed-use building) or traffic.

#### DESIRABLE



*The Pixar sign on Park Avenue is conspicuous and easily distinguishable to pedestrians and drivers.*

#### UNDESIRABLE

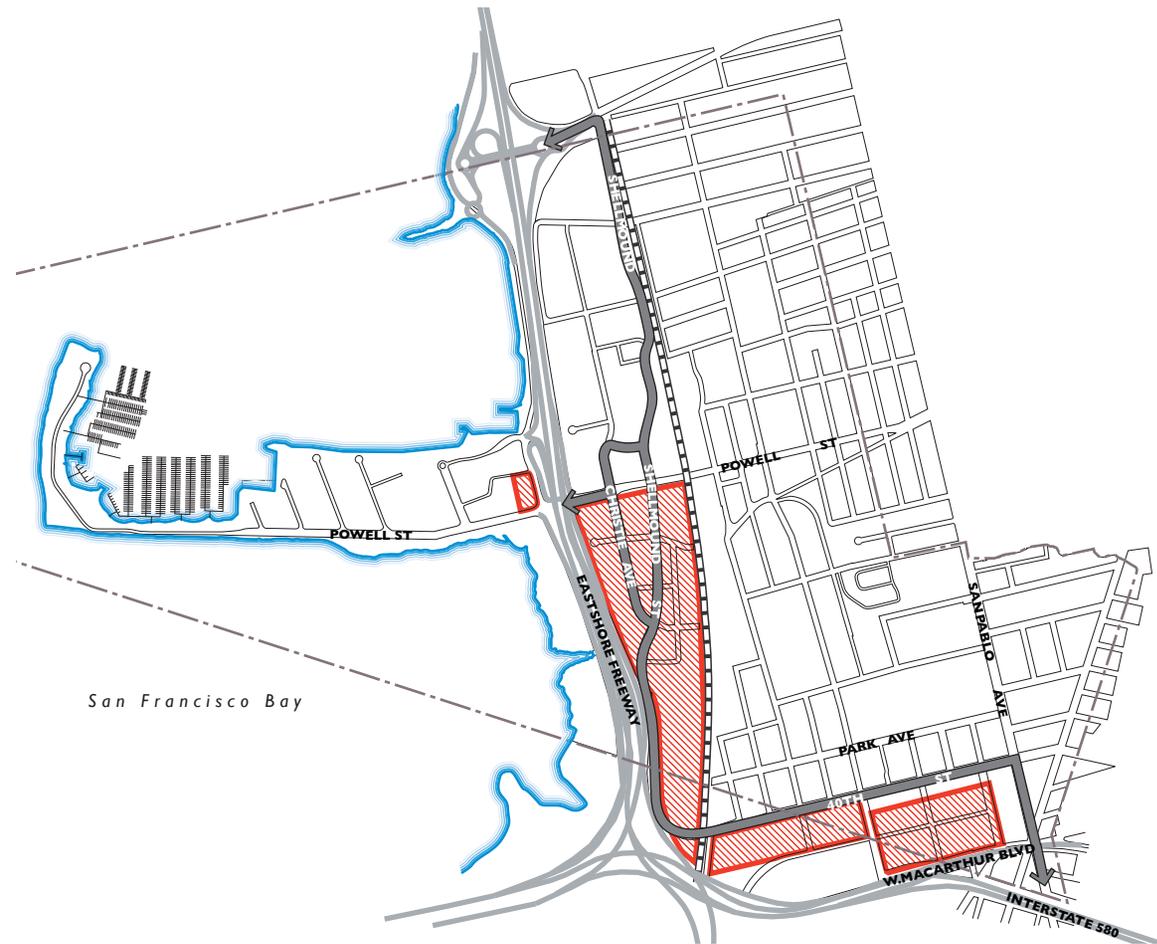


*The sign above the awning is poorly placed, obscured to pedestrians passing by on San Pablo Avenue.*

### 3 Area Specific, Building, and Street Type Guidelines

The following guidelines supplement the general guidelines described in Chapter 2. They pertain to sites within specific General Plan designations or which are affected by certain conditions, building types and land uses. Minimum sidewalk corridor dimensions (including dimensions for the building entry/public space, clear pedestrian path, and landscaping/street furniture segments) are illustrated for the following areas. Sites that lie within more than one area (e.g. a greenway within a Pedestrian Priority Zone), should meet the guidelines as prioritized here:

- Regional Retail Overlay
- Neighborhood Retail Overlay and Neighborhood Centers
- Greenways and Green Streets
- Pedestrian Priority Zones
- Eastern Residential Neighborhoods



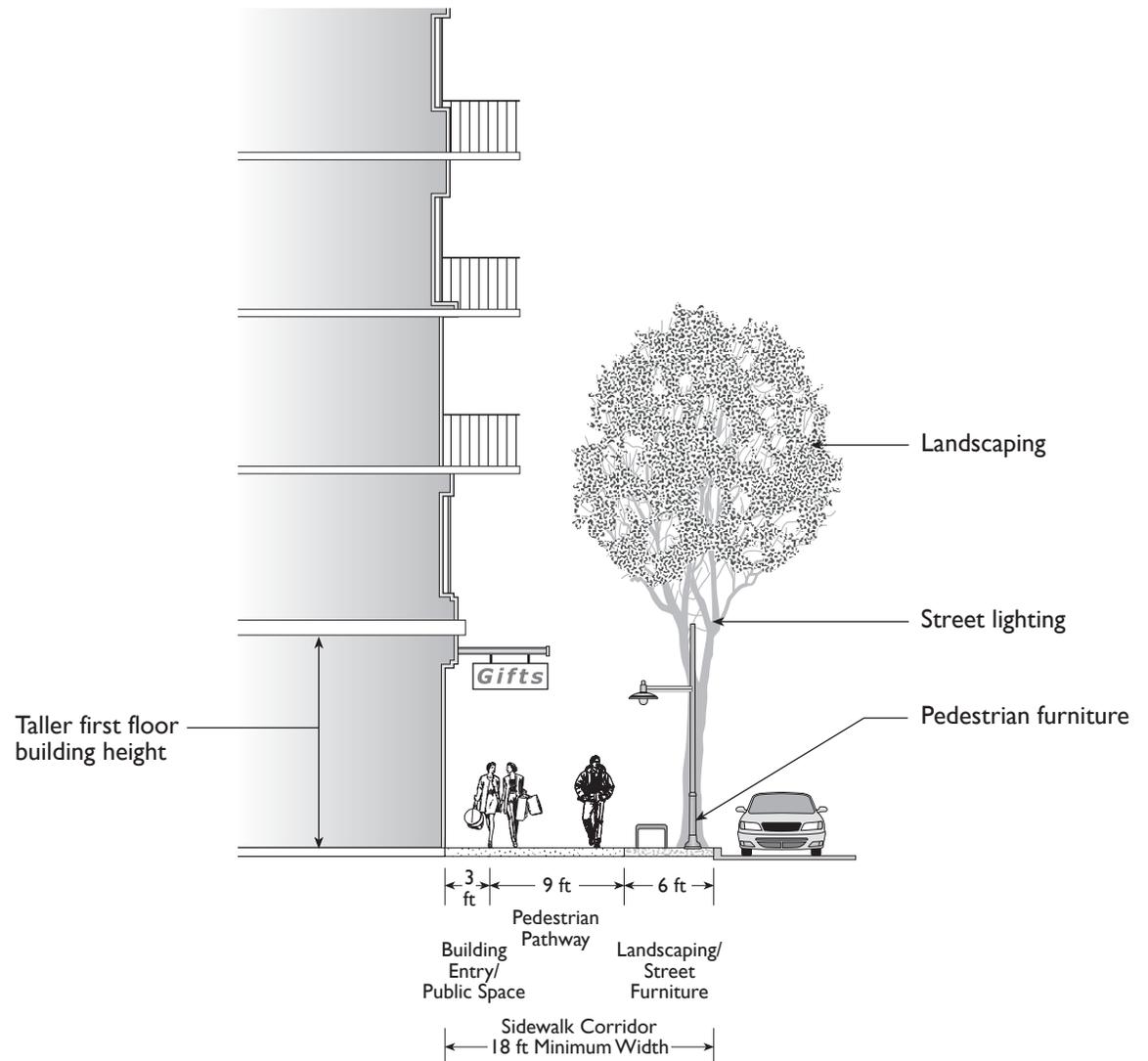
## I AREA SPECIFIC GUIDELINES

### REGIONAL RETAIL OVERLAY

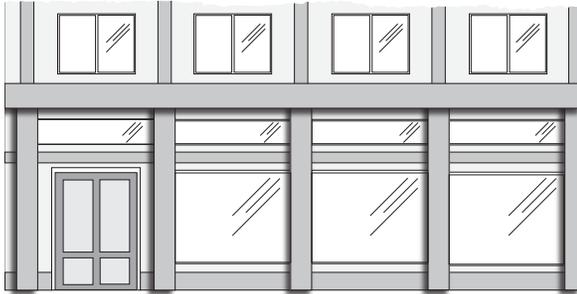
The Regional Retail Overlay is intended for sites that contain retail uses which have a regional draw. Guidelines ensure that large retail and mixed use sites support multi-modal access. Uses in this overlay should be easily accessible for vehicles, as well as by transit, bicycle, or on foot. These guidelines seek to create pedestrian-oriented projects that ensure the safety and comfort of all users.

- I-1** Design projects and buildings that support access and reduce conflicts between all travel modes.
- I-2** Design wide sidewalk corridors in conformance with the minimum widths specified in Figure 3-1.
- I-3** Locate active uses, such as retail, restaurants, hotel lobbies, offices, and flex space at the ground level, directly adjacent to and facing streets, as appropriate.
- I-4** Maximize transparency of retail and public space areas on public streets through architectural features, and large windows.

FIGURE 3-1: Regional Retail Overlay Sidewalk Dimensions



## DESIRABLE



*Taller ground-floor building heights and large windows allow for retail visibility while also creating an interesting streetscape for pedestrians.*

## DESIRABLE



*Bay Street accommodates vehicles, while also being pedestrian-friendly—with stores fronting the street, landscaping, clear signage, and varied, transparent façades.*

## UNDESIRABLE



*Powell Street Plaza employs variety in the storefronts and landscaping in the parking medians, but the design is auto-oriented. Pedestrians must cross parking areas to enter the shopping center since stores do not face a street.*

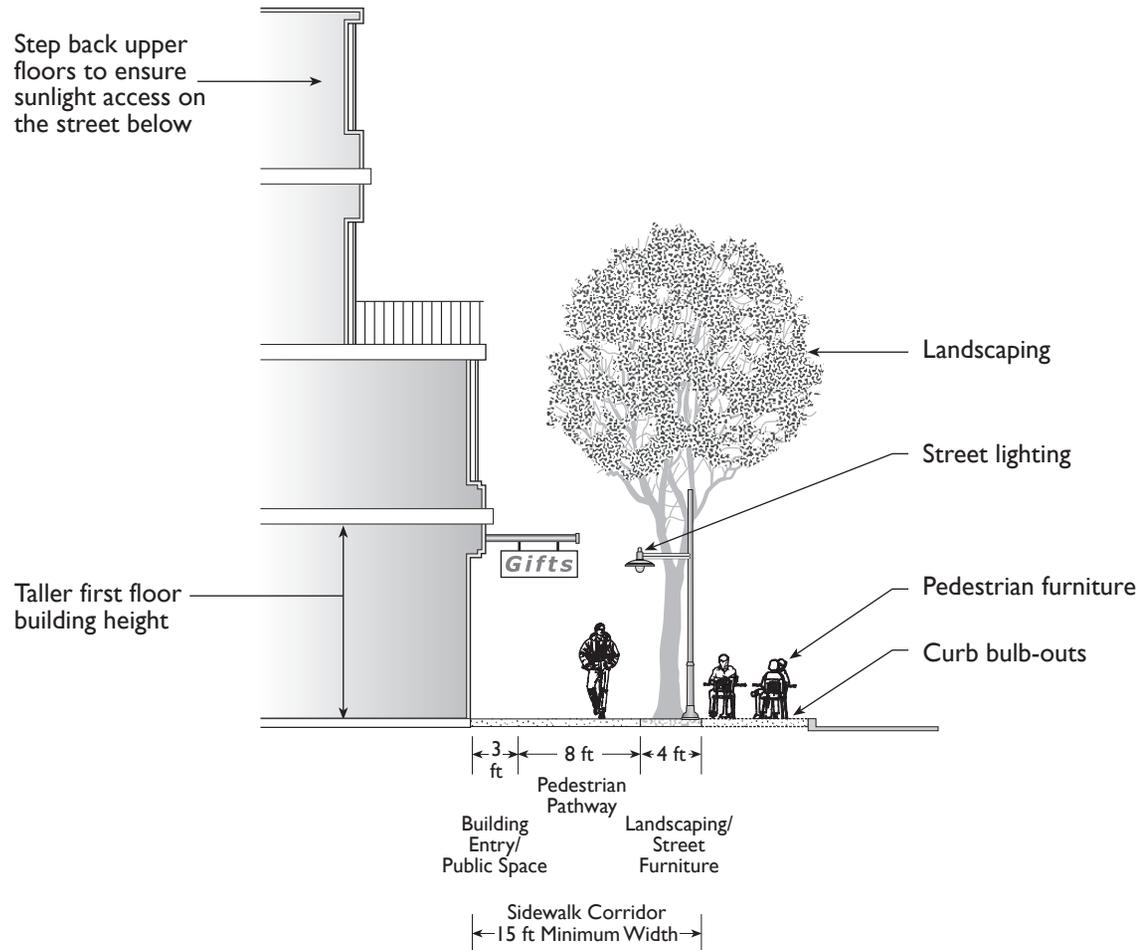
## NEIGHBORHOOD RETAIL OVERLAY AND NEIGHBORHOOD CENTERS

Neighborhood centers are the focal points for residential communities, hosting neighborhood-serving uses, including local shops and services. The Neighborhood Retail Overlay, which encompasses the neighborhood centers, supports pedestrian-oriented design and active streets through the following guidelines.

- I-5** Design projects and buildings to foster street vibrancy, create attractive and well-landscaped settings, and enhance the neighborhood quality of life.
- I-6** Design commercial establishments to complement the pedestrian oriented nature of the neighborhood centers and the scale of the neighborhood. While larger establishments (such as stores and supermarkets), that serve the community are also permitted, these should also be designed with a pedestrian orientation.
- I-7** Devote a majority of the ground floor use, and a substantial portion of the frontage along any public street to active commercial uses, including stores, offices, services, flex spaces, and restaurants/café's that serve the local community.
- I-8** Design wide sidewalk corridors in conformance with the minimum widths specified in Figure 3-2. Where desirable, create areas for outdoor dining or other retail uses, while maintaining an adequate continuous walkway for pedestrians.
- I-9** Where necessary, provide security screens on commercial spaces that are at least partially transparent. Opaque roll-down doors that cover storefronts are strongly discouraged.



**FIGURE 3-2: Neighborhood Retail Overlay and Neighborhood Center Sidewalk Dimensions**



**DESIRABLE**



*North Hollis is beginning to emerge as a neighborhood center, with residences, businesses, public parking, landscaping and outdoor seating. As people fill new housing and new business development, the neighborhood will become more vibrant and additional pedestrian amenities may be needed.*

**DESIRABLE**

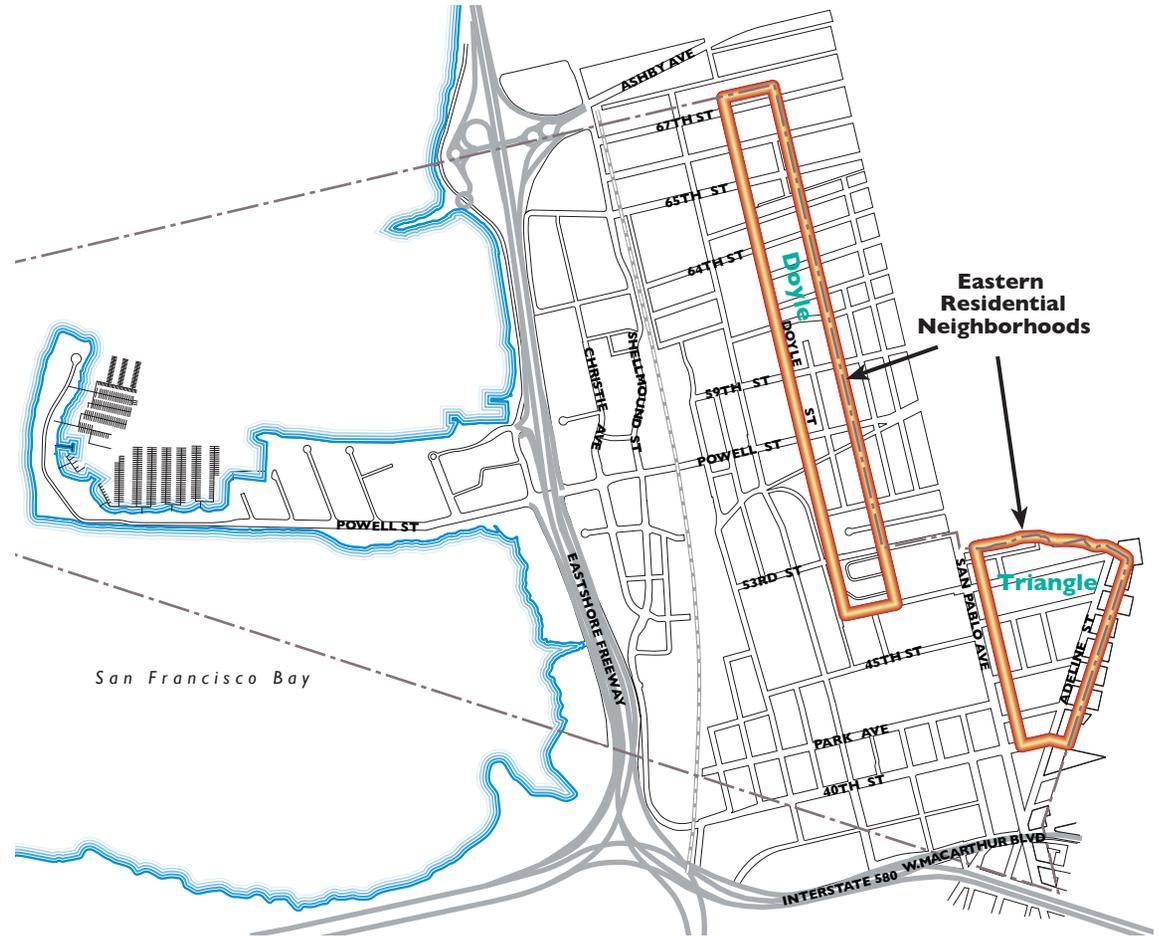


*This street in Santa Cruz exemplifies a good neighborhood center, with wide sidewalks, a verdant tree canopy, ground-floor retail in individual storefronts, a mix of business types, and opportunities for outdoor dining, creating a vibrant streetscape for shopping and gathering.*

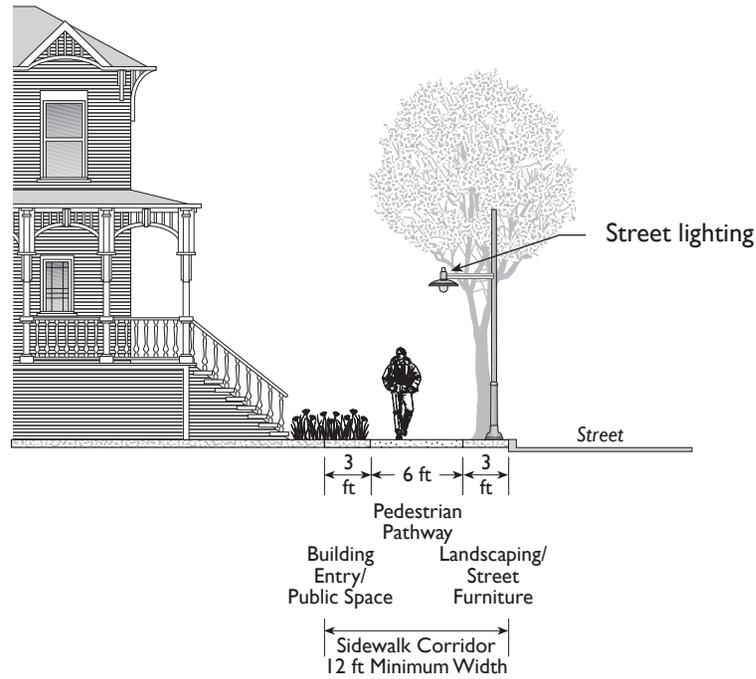
## EASTERN RESIDENTIAL NEIGHBORHOODS

The eastern area of the city is composed of well-established residential neighborhoods with a mix of single-family homes, townhomes and apartments. Although this area is not expected to change substantially in the coming years, new development should respect existing structures and character and find opportunities to enhance the neighborhood. Sidewalk widths are specified in Section A: Sidewalks and Landscaping and in Guideline I-11 below.

- I-10** Seek opportunities to improve landscaping, sidewalk condition, and overall streetscape during rehabilitation and new construction.
- I-11** Design wide sidewalk corridors in conformance with the minimum widths specified in Figure 3-3.
- I-12** Design infill residential development to be sensitive to the scale, character and identity of adjacent existing development.
  - Design homes to be generally the same height and massing of adjacent homes.
  - If higher heights are permitted, use sloped roofs to create a transition between lower and higher building heights.
  - Use commonly found architectural features, such as bay windows and dormers.



**FIGURE 3-3: Eastern Residential Neighborhood Sidewalk Dimensions**



**I-13** Parking should be located where it has the least visual and physical impact on the street.

- The predominant ground floor features of a home should be windows, doors, porches, stairs, or other architectural features.
- The lot frontage should provide a minimum of 70% active non-parking related uses, provided that a maximum ten-foot width driveway is attainable. (See Urban Design Element Policy UD-P-15.)
- Employ architectural features, such as bay window projections, over garages to reduce their appearance and provide visual interest.

**I-14** Utilize bushes, trees, and planting beds to define private areas in the front and rear yards.

## DESIRABLE



*The prominent features on this Emeryville unit are the landscaping and architecture, since the parking is located behind the building entrance. Although the building is new, the height, colors, windows, porch, and awnings, are compatible with other homes in the neighborhood.*

## DESIRABLE



*The parking garage is recessed from the entryway of this Emeryville home, which, along with the trellis above the garage door, serve to de-emphasize the prominence of the garage and create visual interest.*

## DESIRABLE

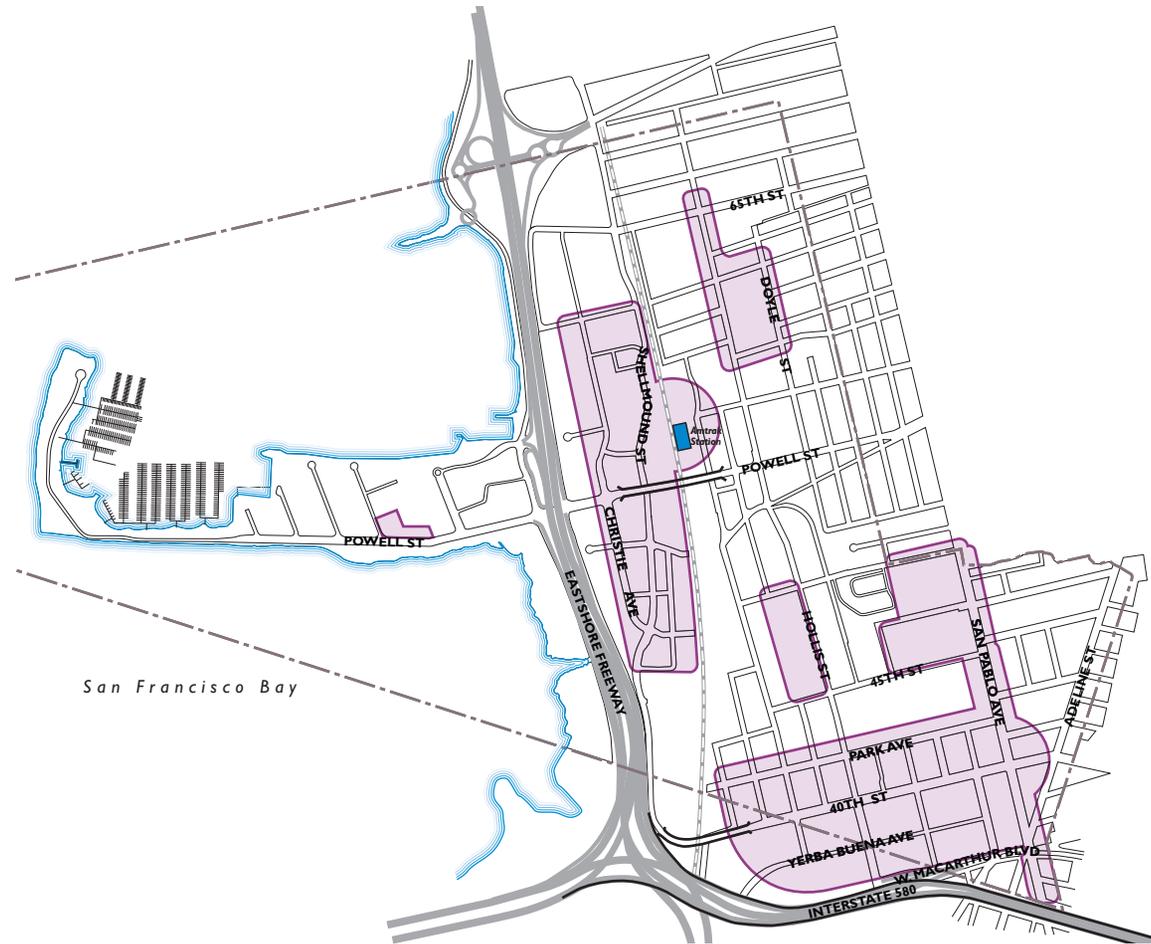


*Even though the Doyle Street Neighborhood home on the left is larger and higher than the home on the right, its sloped roof helps to transition between the heights.*

## UNDESIRABLE



*Two car or double wide garages, as the predominant ground-floor feature, should be avoided, as in this example in the Doyle Street Neighborhood.*



## PEDESTRIAN PRIORITY ZONES

Although the entire city should be amenable to and safe for pedestrians, the Pedestrian Priority Zones highlight areas where pedestrian safety and movement are the top priority. These zones include busy activity centers, such as transit stations, neighborhood centers, schools, and City Hall. (See Figure 1-3 on page 5.)

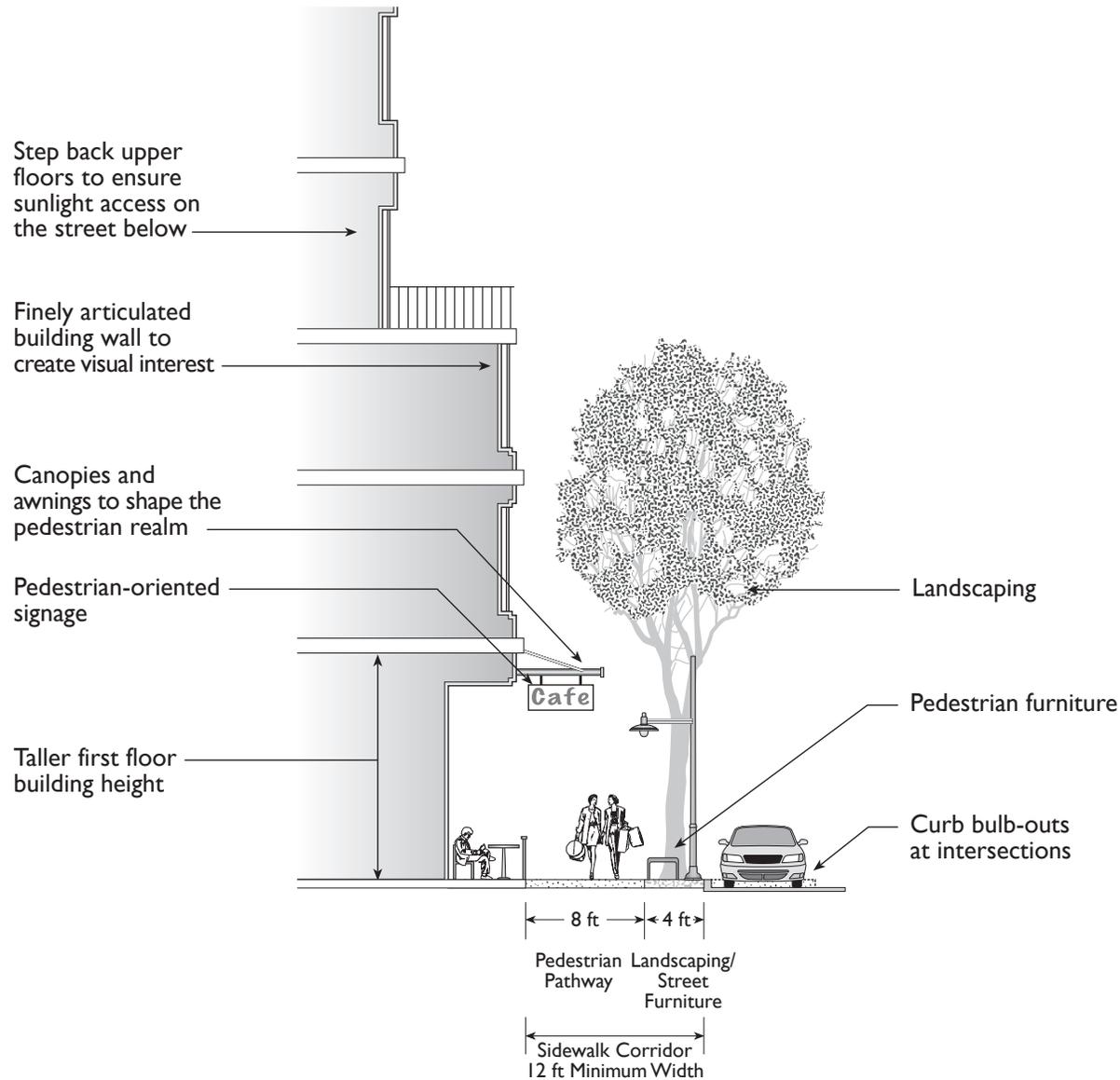
**I-15** Design Pedestrian Priority Zones to provide focus to the neighborhoods, and promote them as activity areas. These zones are characterized by:

- Wide sidewalk corridors in conformance with the minimum widths specified in Figure 3-4.
- Outdoor café and restaurant seating, where sidewalk width permits.
- Consistent street tree species, employing Bay-Friendly Landscaping practices, and that provide appropriate shade.
- Consistent street furnishings, lighting fixtures, and landscaping.
- Curb bulb-outs at intersections.
- Places for public art.

**I-16** Whenever possible, locate retail, restaurants, and other active uses at the ground level, to provide activity and pedestrian interest.

**I-17** In Pedestrian Priority Zones ground floor parking structures should not face the street.

**FIGURE 3-4: Pedestrian Priority Zone Sidewalk Dimensions**



**General Plan Guiding Principle #4:** A walkable, fine-grained city, emphasizing pedestrians. The General Plan establishes that all of Emeryville will be easily traversed on foot. A fine-grained pattern of blocks and streets is a fundamental prerequisite of a walkable and accessible city; the General Plan promotes walkability through encouragement of active uses, creation of smaller parcels/blocks and inter-connections as large sites are redeveloped, and improved sidewalks, pathways, and streetscapes. Where larger buildings may be appropriate, these shall be constructed with smaller footprints to preserve views and ensure pedestrian access. Where appropriate, in people-intensive places—such as retail, office, and residential districts—pedestrians will have priority over automobiles, and buildings shall be articulated and designed to visually engage and offer comfort to pedestrians.

**General Plan Guiding Principle #1.** A cohesive city of distinctive districts and livable neighborhoods. Emeryville's growth is shaped—through land use, urban form, and design—to create a tapestry of distinctive districts, and neighborhoods with a full complement of uses and easy access to parks, stores, and other amenities of everyday living. Development intensities are designed to maximize accessibility to amenities, and provide transition in scale and height to lower-density neighborhoods.

### DESIRABLE



*In this downtown San Francisco example, a ground-floor restaurant provides outdoor seating for office workers, creating a safe, attractive, and active sidewalk.*

### UNDESIRABLE



*Despite its location near Downtown Oakland, this street is not designed for pedestrians. It lacks wide sidewalks, street trees, and an interesting or varied street wall.*

### DESIRABLE



*Streets should be flexible and multi-functional, allowing space for bikes, pedestrians, cars and transit, as in this Santa Cruz example..*

### UNDESIRABLE

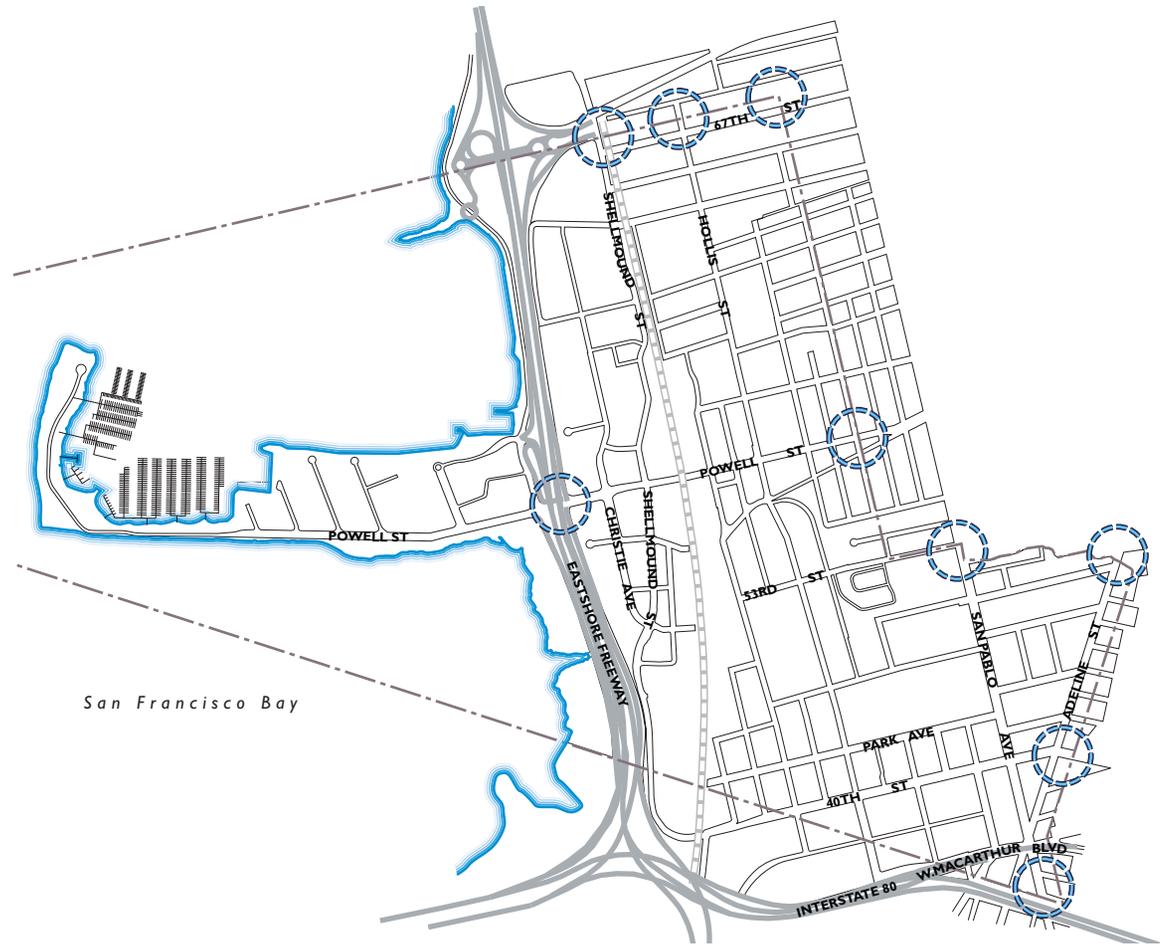


*Given its proximity to major shopping areas, this intersection at Powell Street and Christie Avenue is within a Pedestrian Priority Zone. However, with narrow sidewalks and limited pedestrian amenities, this area is not yet comfortable for pedestrians.*

## GATEWAYS

Gateways denote key entrances to the city where specially designed landmark elements should be focused. There are nine gateway entrances to the city.

1. Powell Street at the off-ramp from I-80
2. Shellmound Street near Ashby Avenue
3. Hollis Street north of 67th Street
4. Greenway north of 67th Street
5. Powell Street at Vallejo Street
6. San Pablo Avenue and 53rd Street
7. Adeline Street north of 47th Street
8. 40th Street east of Adeline Street
9. San Pablo Avenue and 36th Street



## DESIRABLE



*This entry arch creates a distinctive entrance to the city of San Diego's Gaslamp Quarter.*

## UNDESIRABLE



*This entrance to the city along Hollis Street does little to acknowledge arrival into Emeryville.*

## DESIRABLE



*This gateway entrance into Emeryville along the greenway provides an attractive entry way into the city, but does not successfully announce the arrival into Emeryville. Signs or art work can be used to better signify entries to the city.*

**I-18** Gateway features should be unique in design, visible to both motorists and pedestrians, and emblematic of the city's cultural and historic identity as well as its role within the region.

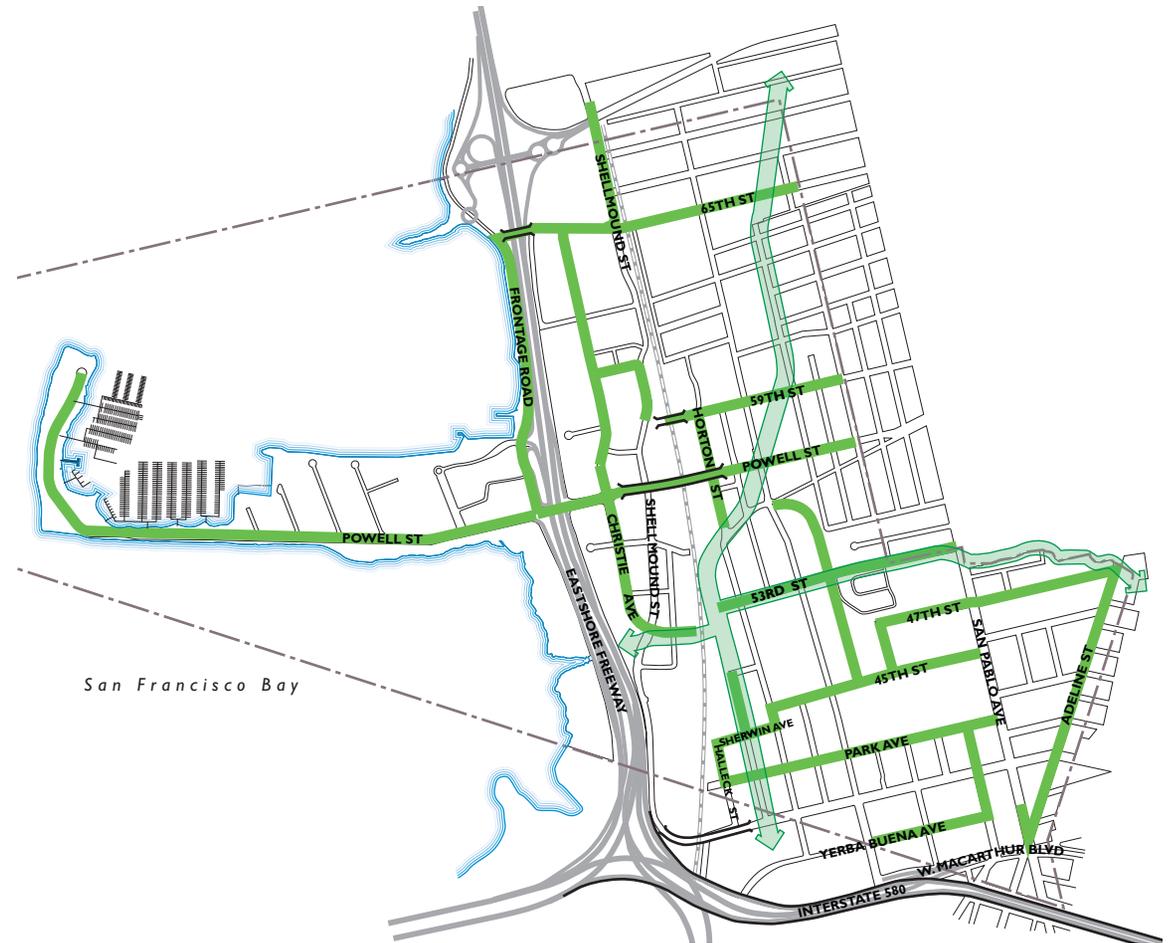
- Create visual gateways through streetscape design, public art, signage, landscaping, lighting, and pavers to create a sense of entry and city character.
- Complement street improvements with distinctive building massing and design.
- Emphasize building corners at site entries with vertical architectural elements and massing to create a balanced and well-defined physical gateway.

## GREENWAYS AND GREEN STREETS

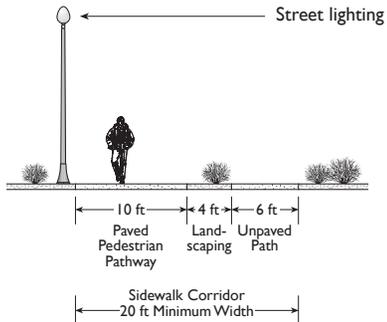
Greenways and green streets are envisioned as landscaped green oases, offering opportunities for strolling, lingering, sitting, and jogging, while providing environmental benefits such as stormwater treatment.

- Greenways are on- and off-street linear parks—intended for transportation, active recreation, and passive contemplation—containing pedestrian and bicycle paths, small gathering places, and recreational facilities. Two greenways will traverse the city, one north-south and the other east-west.
- Green Streets are designed to improve connectivity between neighborhoods, parks, employment and other activity centers, and to increase the provision of open spaces. This network builds on the greenways to improve connectivity along key streets while using pervious surfaces and vegetation for additional stormwater treatment.

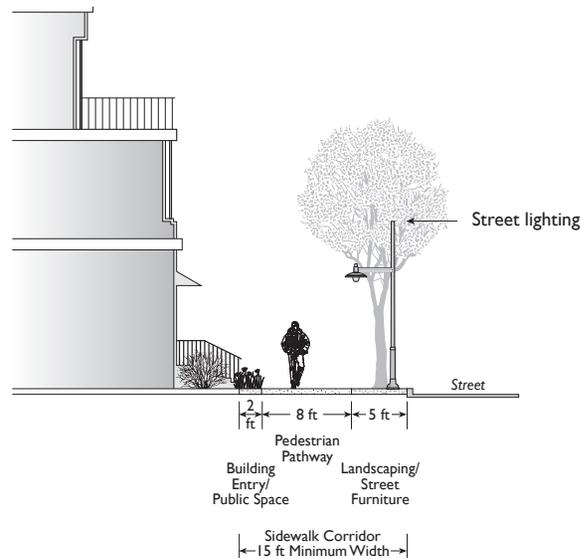
- I-19** Building and unit entrances (though not necessarily primary entrances) should front the public pathway.
- I-20** Public-oriented uses should be located at the ground level, (e.g. workshops, lobbies, and common areas).
- I-21** Street trees and landscaping designs should employ Bay-Friendly Landscaping practices.



**FIGURE 3-5: Greenway Sidewalk Dimensions**



**FIGURE 3-6: Green Street Sidewalk Dimensions**



“

Greenways are paths where the natural and human landscapes coincide.

- John Hessin Clarke

**I-22** Where residential developments are located on a greenway, stairs, stoops, or other architectural features which contribute to the pedestrian life of the street or path, are also encouraged.

**I-23** Design wide paths and sidewalks in conformance with the minimum widths specified in Figure 3-5 and 3-6, respectively.

**I-24** Parks or plazas should be located along greenways and/or green streets, as part of new or rehabilitation projects, to allow for places to linger, sit, and contemplate. Consider using special pavers and other markers to signify this unique amenity.

**I-25** Site buildings and design pathways to provide sunlight on greenways and green streets.

**I-26** Temescal Creek (flowing in a culvert under 53rd Street) should be represented with a creek feature at the surface.

**I-27** Public art should be located along greenways and green streets.

**I-28** Appropriate crossings should be provided for bikes and pedestrians.

**DESIRABLE**



*Planters and landscaping can help define the character of green streets while also serving as a buffer between pedestrians and vehicles. Mature trees and large canopies give this Emeryville street an inviting and comfortable feel.*

**DESIRABLE**



*Front yard setbacks for these residential units create additional green space along the Emeryville greenway. Lighting provides visibility and safety for nighttime users.*

**DESIRABLE**



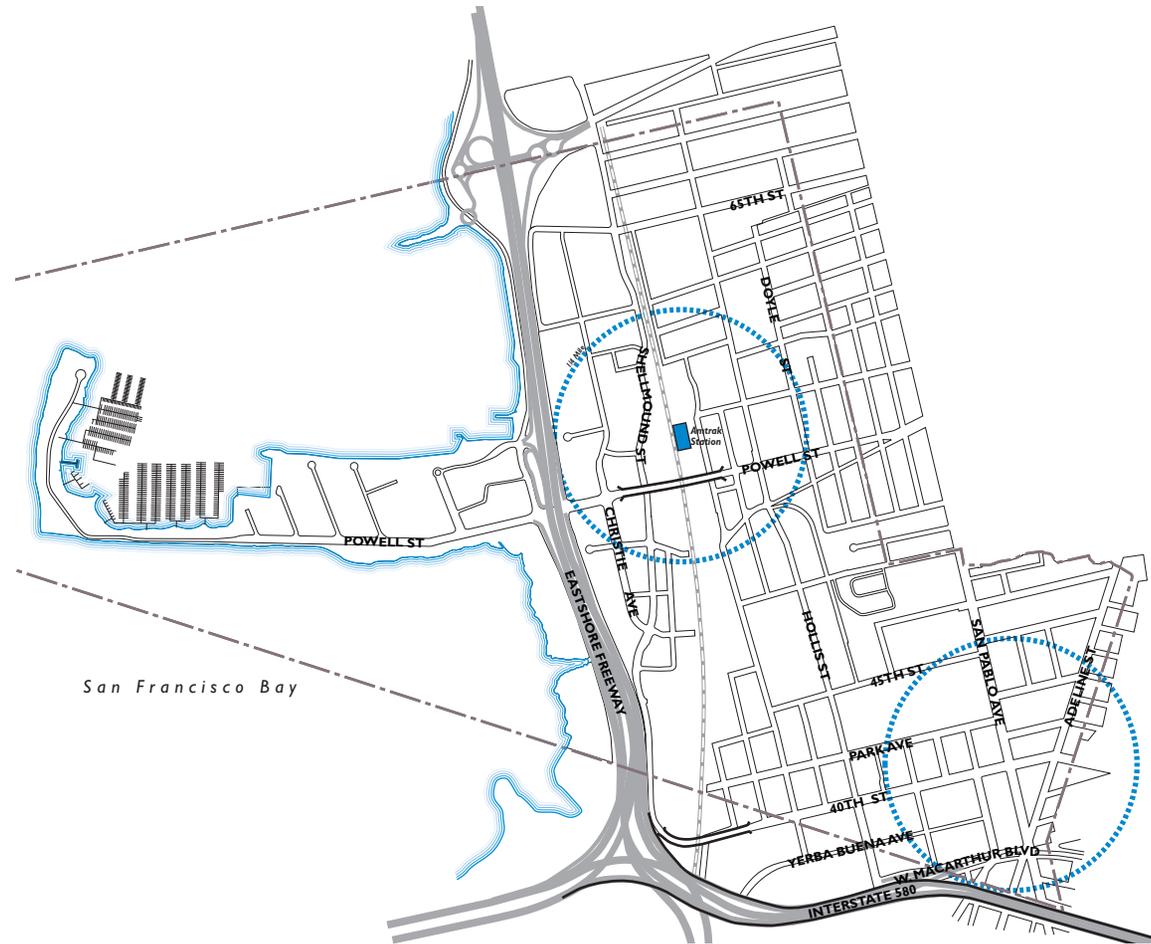
*The ground-floor café and residential units in this development off of Powell Street face the greenway, creating opportunities for interaction, recreation, and relaxation.*

**DESIRABLE**



*In this Bay Meadows example, a creek feature creates a soothing and attractive addition to a linear park.*

© Field Paoli



## TRANSIT HUBS

Transit hubs are transfer points where high volume transit lines intersect. Two 1/4-mile radius hubs have been identified in Emeryville: at the Amtrak station and at 40th Street and San Pablo Avenue, where several AC Transit buses and the Emery Go-Round intersect.

- I-29** Orient building entrances to provide convenient access to transit.
- I-30** Locate active uses, such as retail and restaurants, so that they are visibly accessible to transit users embarking or disembarking trains and buses, and accessing parking facilities.
- I-31** Take advantage of reduced parking allowances to construct more building area for residential and commercial uses. (See Zoning Ordinance.)

**DESIRABLE**



*San Pablo Avenue and 40th Street hosts the intersection of several AC Transit and Emery Go-Round lines, as well as restaurants, stores, and residential units.*

**DESIRABLE**



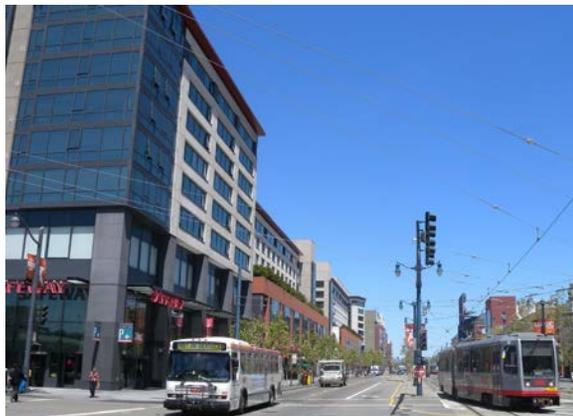
*The transit hub at the Amtrak Station has access to several nearby offices, retail establishments, and residences.*

**DESIRABLE**



*The Fruitvale BART Station includes a pedestrian-only plaza with retail and community services on the ground floor and residential units above.*

**DESIRABLE**



*In San Francisco, heavy rail (off screen left), two light rail lines, and several bus lines intersect in this major transit hub. High-density transit-oriented development has ensued in the form of apartment buildings, a supermarket, various retail stores, and a public library.*

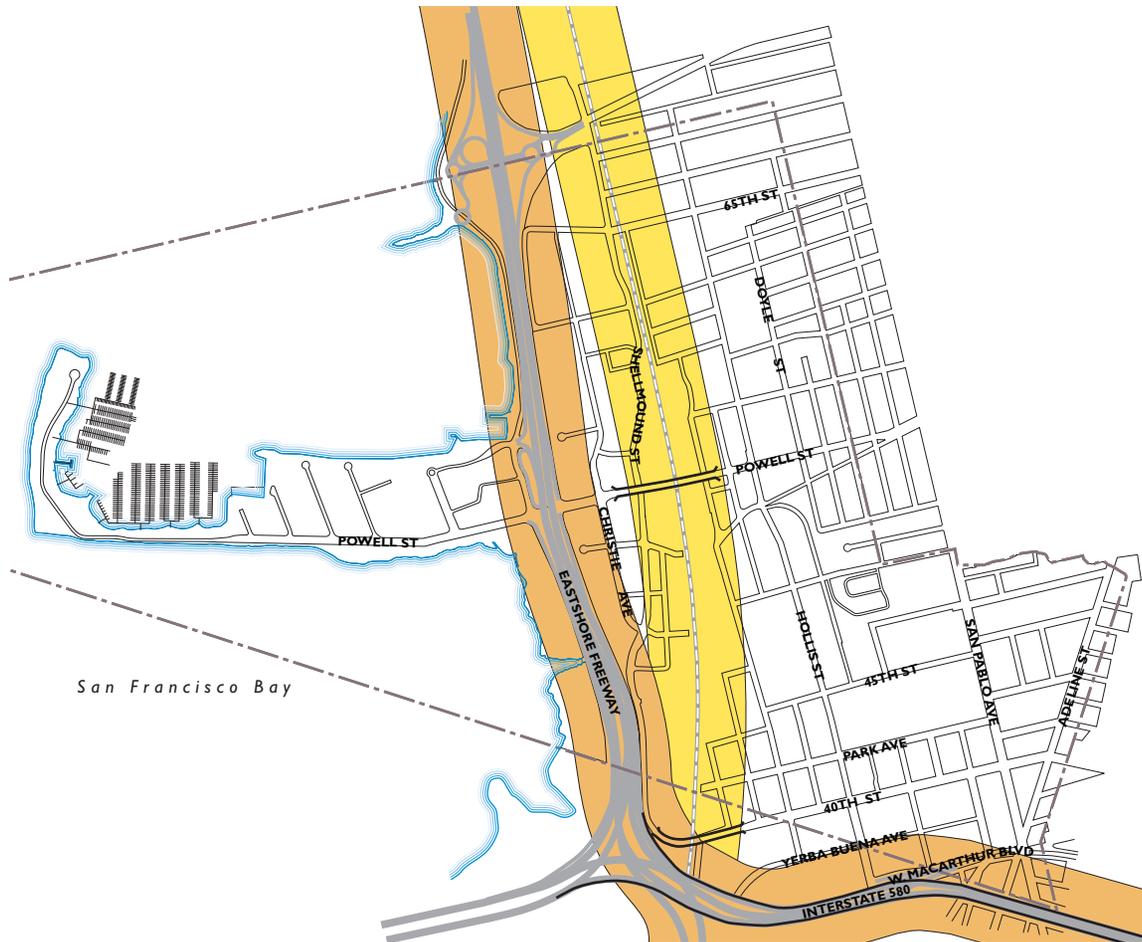
## FREEWAY/RAILWAY ADJACENT

With Emeryville's exceptional accessibility to freeways and the railway line come potential impacts, specifically: noise, air pollutants, obstructed views, and disruption to vehicle and pedestrian mobility. Careful site planning and building design can help reduce these impacts.

**I-32** Consider land use compatibility in developments near freeways or railroads.

**I-33** In general, buildings directly adjacent to a freeway or railway should not contain residential uses. Where such buildings do contain residential uses:

- Set back buildings from the freeway and buffer with landscaping, open space, and/or off-street parking to provide a visual barrier to the freeway or railway.
- Consider screening from the freeway in the selection and location of planting materials.
- Locate residential units higher than the freeway to avoid obstructed views and air pollutants.
- Offer appropriate level of sound/vibration insulation in windows and walls. Facades should be constructed with substantial weight and insulation. Construct exterior walls with soundboard underlayer or resilient layer.
- Use double doors and/or solid core doors with perimeter weather stripping and threshold seals.



- Limit glass in windows facing the noise source to reduce impacts. Windows should include screens to reduce dust and particulate from entering open windows.
- Mechanically ventilate units that directly face the freeway or provide comfortable temperatures and noise attenuation through some other means, so that residents can leave windows closed, maintain adequate heating and cooling, and ensure good air quality.

**DESIRABLE**



*These commercial and hotel uses in and around the Marketplace are better suited directly adjacent to noisy locations, such as the railroad.*

**DESIRABLE**



*Hotels are also an acceptable use adjacent to the freeway in Emeryville, permitting short-term stays and tall buildings that enjoy views of the bay.*

## J BUILDING AND USE TYPES

These guidelines articulate unique principles for specific building types and land uses.

### DESIRABLE



*These two Emeryville examples are successful at differentiating between retail spaces at the ground-level and residential uses above in both a neighborhood and regional retail setting, through colors, fenestration and signs.*

### MIXED-USE DEVELOPMENTS

For retail uses in Regional and Neighborhood Retail Overlay areas, see Section I: Area Specific Guidelines.

- J-1** Prioritize active uses on the ground-level.
- J-2** Maximize compatibility and mutual benefit in the mix of uses:
  - Retail uses should be generally limited to the ground-floor spaces along the street.
- J-3** Windows should be designed to highlight the uses within, such as storefront windows at the street level and smaller windows, to allow privacy, in residential areas on upper floors.
- J-4** The primary entrances for both first-floor establishments and upper level units should be within the primary façade and should be visible and accessible from the street.

## RETAIL

For retail uses in Regional and Neighborhood Retail Overlay areas, see Section I: Area Specific Guidelines.

- J-5** Articulate building façades with a combination of windows, entries and bays. Opaque roll-down doors that cover storefronts are strongly discouraged (also see I-8).
- J-6** In retail areas composed of several stores (e.g. shopping centers), define individual storefronts, in keeping with the desired pedestrian scale and character.
  - Variations in façades at the ground level, such as shallow recesses at entries, are encouraged, to create the appearance of several smaller buildings or shops, rather than a single, large and monotonous building.
- J-7** Protect store entrances from wind through site planning, screening, and entrance design.
- J-8** Where large retail establishments are constructed, ensure that they are of quality design and pedestrian-oriented:
  - Enclose large retail stores within multi-story buildings.
  - Provide fenestration (windows, glass storefronts and doors), cohesive signage, and multiple entries.
  - Consider a continuous arcade along the front façade and/or a small plaza to visually define store entries.
  - Provide variations in roof line to reduce the massive appearance of large buildings.

- Design an appropriate level of design detail on all visible façades, ensuring that loading, storage, and equipment areas are screened and well-integrated into the building.
- Accommodate pedestrian and bicycle traffic, bicycle parking, as well as vehicle traffic. Construct entries from the public street. Provide a plaza at the entry to each anchor tenant that provides for pedestrian circulation. Entry plazas and passenger loading areas should include distinctive paving materials, seating, shade from the summer sun, and attractive landscaping.

**General Plan Guiding Principle #8.** A balance of regional and local amenities. Given its location, Emeryville will remain a regional destination. However, the City will balance retail uses that draw visitors from throughout the region, with stores and amenities that serve neighborhood needs, while ensuring fiscal health and a sustainable economy. The General Plan emphasizes development of pedestrian-oriented and scaled (rather than auto-oriented) districts and policies to ensure that development provides benefit for the local community, and that small, often local, businesses are viable.

### DESIRABLE



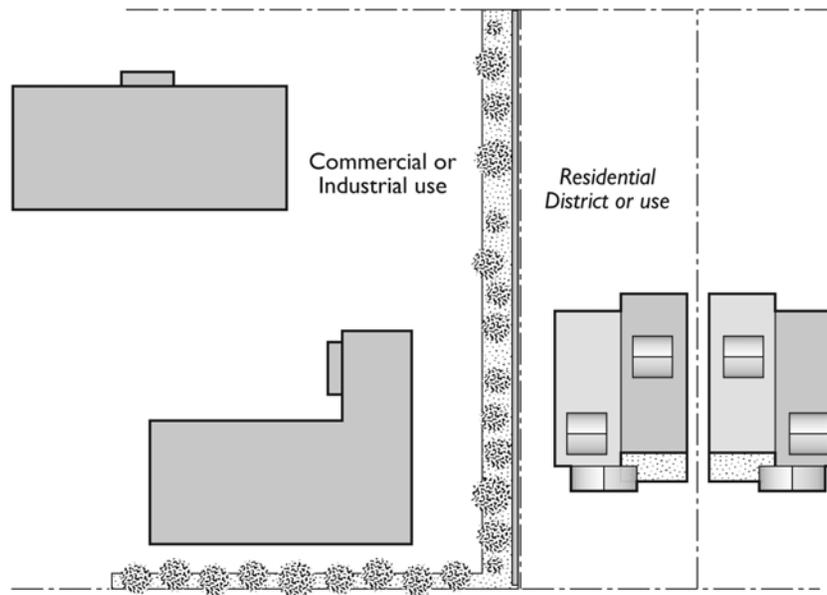
*This store in Alameda uses articulation, landscaped planters, high quality wood finishes and a clear entry and awning to create an attractive retail destination.*

### UNDESIRABLE



*This store has several good design features, including a defined corner, awning, plaza, and pedestrian entrance from sidewalk. However, the store's primary façade faces the parking lot, instead of the public street, detracting from the pedestrian experience along San Pablo Avenue.*

## DESIRABLE



*Fencing and landscaping between industrial and residential land uses can reduce noise and visual impacts.*

## INDUSTRIAL

**J-9** Adaptively reuse older industrial structures that contribute to Emeryville's character, where feasible; if reuse of entire structure is not feasible, incorporate features of older buildings to enhance visual richness and connections to the past.

**J-10** Use materials and architectural features that respect existing industrial style and character.

**J-11** Use landscaping to buffer visual impacts and changes in use, particularly in transition zones between commercial or industrial and residential uses. Window design and ground-floor entries should maximize pedestrian safety and visibility.

**J-12** Minimize noise impacts, especially on surrounding residential uses, through the following means:

- Control noises at the source through buffering, dampening, or active cancellation techniques. (This is the most desirable means of noise reduction.)
- Control noises at the receptor ends through setbacks, soundproof windows, screening, and berming. Avoid using sound walls which often restrict access and visibility.

The Zoning Ordinance also contains performance standards that minimize impacts between industrial and sensitive land uses.

## DESIRABLE



*This industrial use in Emeryville incorporates many of the design principles recommended in these guidelines, including a focused entry, landscaping, and architecturally compatible signage.*

## UNDESIRABLE



*Industrial uses are an essential component of Emeryville's history and its current economy. However, even these areas should include sidewalks for pedestrians.*

## DESIRABLE



*Industrial buildings no longer operating with industrial uses may be repurposed for new uses, such as this Park Avenue District example. Adaptive reuse can preserve the city's culture and respect its history, while also conserving natural resources.*

## DESIRABLE



*Emeryville's City Hall asserts a prominence in its form, while also projecting playfulness through its public art installation and openness in the transparency of the modern wing.*

## DESIRABLE



*The proposed Center of Community Life is expected to be one the City's most important civic project in the near future. It should be designed for a range of users, including children and seniors, and evoke a sense of civic pride.*

## CIVIC AND PUBLIC BUILDINGS

- J-13** Orient primary building entries toward the street, with attractive pedestrian walkways to the sidewalk.
- J-14** Line street- and plaza-facing façades with windows.
- J-15** Define public buildings with a prominent entrance, through architectural and landscape features, such as tower elements, canopies, columns, recesses, plazas, public art, and landscaped open space.

## OFFICE/TECHNOLOGY

- J-16** Design the floor-to-ceiling height of the first floor to be of adequate height (generally minimum 14 feet) to enable flexibility for non-office use.
- J-17** Use vertical building elements to break up what may otherwise be horizontal architectural composition.
- J-18** Incorporate elements such as awnings, porches, or porticos along the street-facing facades.
- J-19** Design the base of the building facing the public street to accommodate retail and other non-office uses, where feasible.
- J-20** Articulate the building base with a change in materials, color and finishes, fenestration pattern and size, and/or an emphasized building entrance. Additional accent materials such as tile insets or natural stone should be used at the base of the building to provide added texture, color and visual interest at the pedestrian level. Residential

## DESIRABLE



*The variety of color, materials, articulation, and window height, and the setback that creates an entry plaza, break up the massing of what is otherwise a large building in San Francisco.*

## UNDESIRABLE



*Although the streetscape, building materials, and signs are appropriate and well-designed on this Emeryville building, the lack of differentiation at the ground-level, window pattern, and overall lack of articulation perceptively elongate this already large block.*

## DESIRABLE



*Housing should meet the needs of various ages and groups. The Bayside Park development in Emeryville offers independent and assisted living for seniors, in an attractive design and transit accessible location.*

## DESIRABLE



*Landscaped walkways add charm to residential projects.*

## DESIRABLE



*High-rises are fronted by townhomes with entrances at the street level in this San Diego development, providing more access points and increasing safety and security, since residents can look directly onto the street.*

## DESIRABLE



*Balconies created through building setbacks, and windows create textured buildings for both the residents and passersby in this Emeryville example.*

## RESIDENTIAL

### SITE & BUILDING DESIGN

- J-21** Design housing to support a range of household types, incomes, and sizes.
- J-22** Landscape pedestrian walkways to provide attractive spaces, as well as privacy.
- J-23** Provide visual privacy between units. Where units face each other across a narrow distance, windows should be offset.
- J-24** Place the mailboxes on the path to units from the main pedestrian entrance.
- J-25** Arrange parking, pedestrian circulation, and building entrances so that residents and visitors are encouraged to access residential units from a street or greenway.
- J-26** Consider additional lighting, changes in plane, and other security measures to ensure safety and security. Avoid using bars or security grills on windows and doors.
- J-27** For all multifamily residential development, promote identity and street safety.
  - Design a portion of the ground level frontage of all multifamily residential developments (including high-rises) to be residential units or other active uses, with individual or paired entrances from the street edged with landscaping. Alternatively, articulate ground-floor residential building façades to differentiate individual residential units

from each other and from the overall massing of the building, in order to express a rhythm of individual units along the street.

- Design ground floor units to include windows that face onto the street. At the same time, ensure the privacy of residents by considering the interior floor height, window height and other design factors. Maximize views of the street from the interiors of units while minimizing views into units from the street.

**J-28** In projects with 30 or more units, provide a community multipurpose room with at least 500 square feet of space, internet access, kitchen facilities and a rest room, for parties, meetings, homework clubs, computer access, art, or other resident activities.

**J-29** In corridors serving six units or more, define entries and break up walls by using lighting and articulation of walls and ceiling.

**J-30** Provide efficient access from units to exterior common open space, and visual connections from interior hallways and stairs to exterior space.

### UNIT DESIGN

**J-31** Maximize ventilation and sunlight by providing multiple exposures and shallow unit depths as much as possible. Place living areas along exterior walls and place bath and storage areas along interior walls.

**J-32** Take advantage of views and natural light, particularly for living areas, by providing large areas of glazing looking onto streets, yards,

or other exterior spaces. Provide shading on south and west exposures.

**J-33** Maintain a sense of privacy from within housing units, while allowing views onto streets and interior courtyards.

**J-34** Provide visual interest and improve quality of life for inhabitants through the use of stoops, porches, recessed windows, bay windows, and balconies.

**J-35** Incorporate architectural features and materials that assure high-quality, human-scale, distinctive design that is comfortable and attractive to residents. Consider vaulted ceilings; arches; corner treatments; window, ceiling, and roof proportions; and the proportional relationship between the façade and the roof, where roof height is less than or equal to floor height, above the first floor.

**J-36** For units that are adjacent to common open space, provide access through transition spaces between the units and the common space.

**J-37** Kitchens should be well ventilated with windows providing cross ventilation or a quiet, powerful fan venting to the outside.

**J-38** In units with two or more bedrooms, include an entry coat closet, a pantry, and a linen closet or cabinet.

**J-39** In multi-level units, provide closed stair risers.

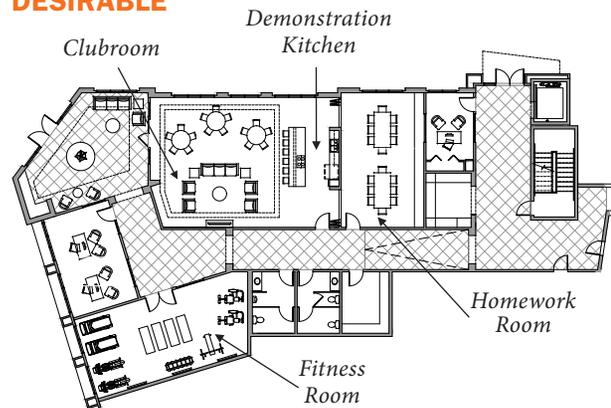
**J-40** Show furniture in unit plans submitted for planning approvals.

### DESIRABLE



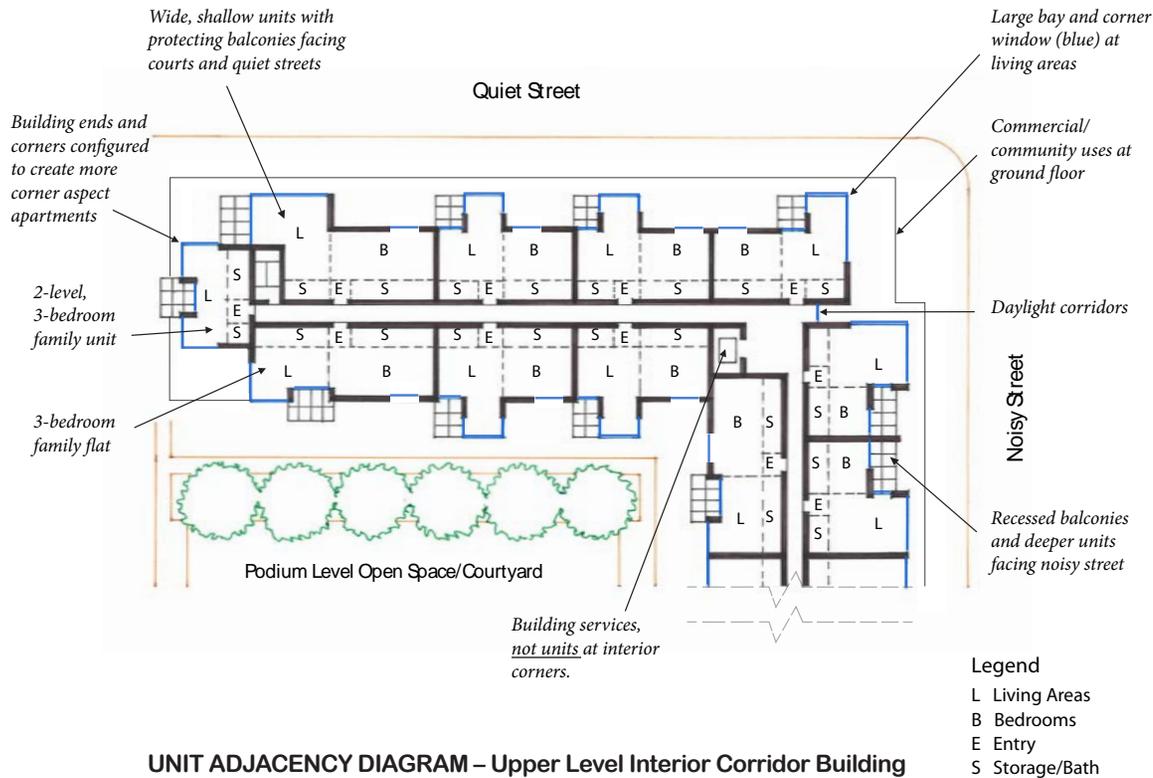
*This Emeryville affordable housing project at 3706 San Pablo features an interior courtyard with designated circulation paths and play areas for different age groups.*

### DESIRABLE



*The 3706 San Pablo project offers a variety of amenities to the residents, including a clubroom, a homework room, a demonstration kitchen and a fitness room.*

## DESIRABLE



**UNIT ADJACENCY DIAGRAM – Upper Level Interior Corridor Building**

*The relation of units to each other, the type of streets and open space is important for successful family-friendly design.*

## FAMILY-FRIENDLY RESIDENTIAL

### SITE & BUILDING DESIGN

- J-41** Provide units with two, three or more bedrooms.
- J-42** In high density housing, include a variety of unit types. Multi-story units can be included in a larger building with single-story units for greater diversity.
- J-43** Place and configure units to relate well to quiet and noisy streets, on-site open space and each other, as shown in the Unit Adjacency Diagram.
- J-44** Situate as many family-oriented units as possible adjacent to open spaces designed and landscaped to create active play areas and opportunities for gathering and quiet respite.
- J-45** Provide ample exterior play areas that are safe and visible from major spaces in homes, with a variety of age-appropriate equipment.
- J-46** Design visible places where pre-teens and teens will want to gather.
- J-47** In larger projects (e.g. over a hundred units), consider dividing the project into smaller communities centered around open space, where residents have exclusive access to their common and circulation areas.
- J-48** Designate parking for family-friendly units near hallways and elevators. If parking lifts are used for family units, they should not require backing one car out to get to another car.

**J-49** Provide more bicycle parking than the code requires, with space for longer family bicycles and trailers.

**J-50** Provide ample in-unit or common laundry areas. Common laundry areas should have convenient access, and be located on each floor, or near common gathering space. In-unit laundry facilities are preferred in units with three or more bedrooms.

### UNIT DESIGN

**J-51** Front doors should not enter directly into a room, but rather should enter into a transitional space, which could be an enclosed foyer.

**J-52** Provide indoor space near the entry for tricycles, strollers, outdoor toys, etc., where parked items will not obstruct circulation.

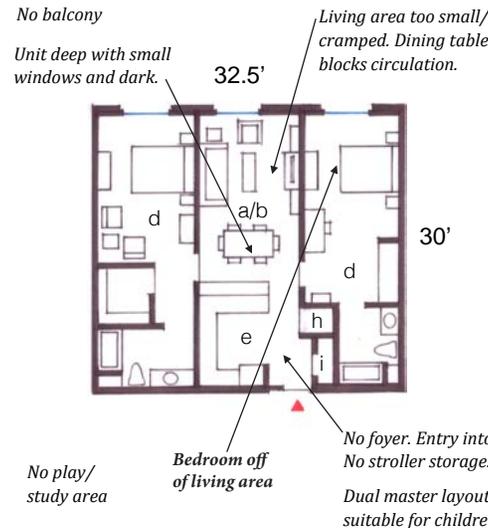
**J-53** Provide only one master suite. Other bedrooms should have access to a common bathroom. In three-bedroom units provide at least two full bathrooms.

**J-54** Separate sleeping areas from living areas. In two-level units, place bedrooms on a separate floor from living areas, except where a den or study on the living area floor could also function as a bedroom.

**J-55** Provide each bedroom with access to a full bathroom without going through the living room, dining room or kitchen. Provide a bathtub in the unit. In multi-level units, provide at least a half bath on the floor with the living room, dining room and kitchen.

### UNDESIRABLE

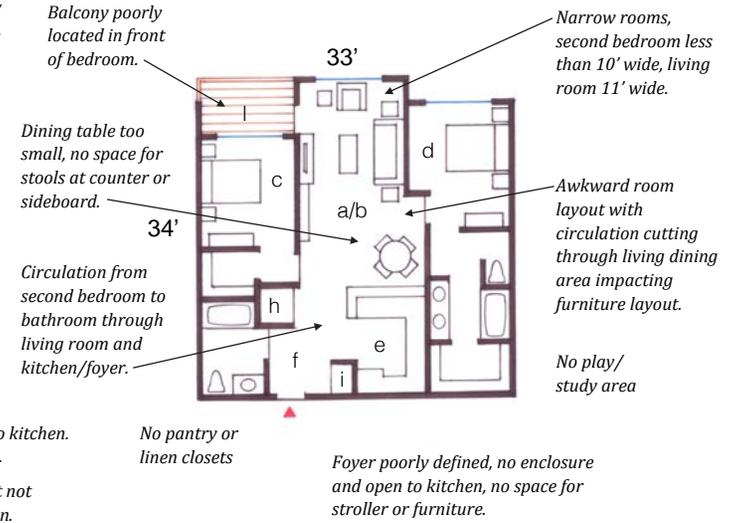
All rooms narrow, minimal space for circulation around furniture.



**2 Bedroom/2 Bath Dual Master FLAT – 975 SF**  
 (Interior access from corridor; single aspect)

### UNDESIRABLE

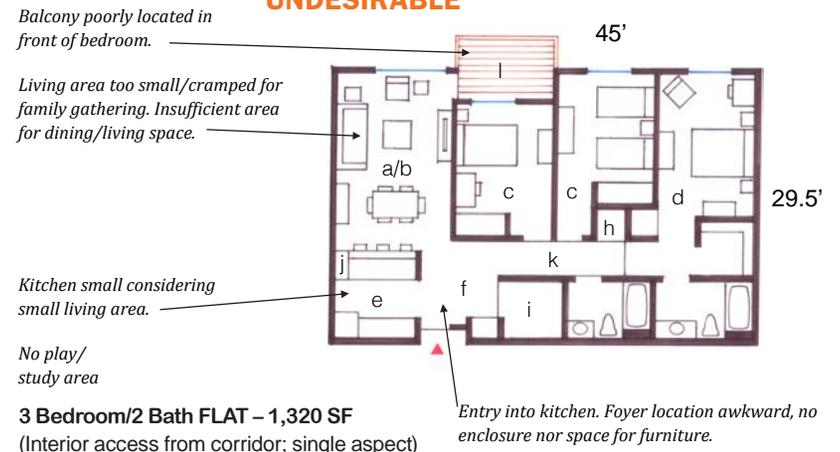
Deep unit requires more floor area than shallow unit to fit rooms, but is cramped and has poor daylight potential.



**2 Bedroom/2 Bath FLAT – 1,035 SF**  
 (Interior access from corridor; single aspect)

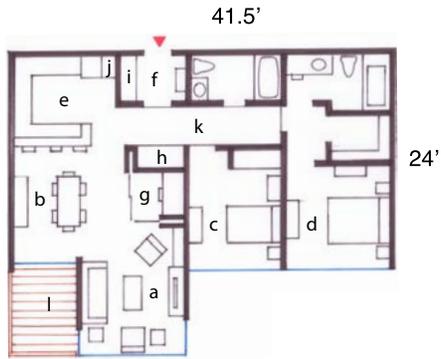
- Room Legend
- a. Living
  - b. Dining
  - c. Bedroom
  - d. Master Suite
  - e. Kitchen
  - f. Foyer
  - g. Study
  - h. Laundry
  - i. Closet/Stroller
  - j. Pantry/Storage
  - k. Wide Hallway
  - l. Patio/Balcony
  - ◀ Entrance

### UNDESIRABLE



**3 Bedroom/2 Bath FLAT – 1,320 SF**  
 (Interior access from corridor; single aspect)

**DESIRABLE**



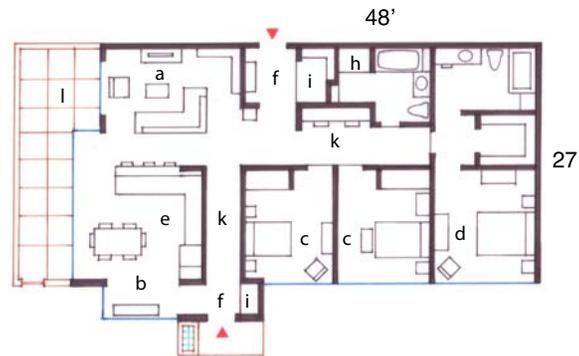
**EXAMPLE A**  
**2 Bedroom/2 Bath FLAT – 1,100 SF**  
 (Interior access from corridor; large bay form)



**EXAMPLE C**  
**3 Bedroom/2 Bath FLAT – 1,300 SF**  
 (Interior access from corridor; single aspect)



**EXAMPLE B**  
**2 Bedroom/2 Bath FLAT – 1,152 SF**  
 (Interior access from corridor; deep unit; adjacent unit set back or shallow to improve daylight)



**EXAMPLE D**  
**3 Bedroom/2 Bath FLAT – 1,419 SF**  
 (Exterior access from courtyard/mew; private patio; building corner/end location)

**J-56** The dining area should have enough room for a family-sized dining table with all household members seated around it, plus circulation. The living area should also have enough room for seating for all household members plus other furniture and circulation.

**J-57** In units near play areas, provide windows that allow for supervision of children outdoors.

**J-58** Hallways in units should be well lit and wide enough for children to play in.

**J-59** Provide space that can change use as children grow, such as from toddler play to homework to music making to gathering.

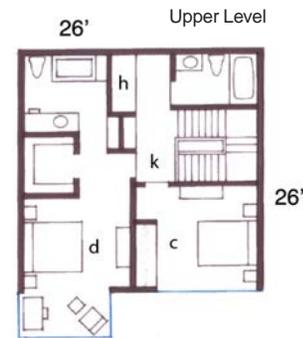
- Room Legend
- a. Living
  - b. Dining
  - c. Bedroom
  - d. Master Suite
  - e. Kitchen
  - f. Foyer
  - g. Study
  - h. Laundry
  - i. Closet/Stroller
  - j. Pantry/Storage
  - k. Wide Hallway
  - l. Patio/Balcony
  - ◀ Entrance

*The examples above illustrate ways to arrange one-story family friendly two- and three-bedroom units.*

**J-60** For units with other units below, provide soundproofing between ceilings and floors with an Impact Insulation Classification that is above the Building Code requirement, except under kitchens and bathrooms.

**J-61** Design units with infant and toddler safety in mind (e.g. stairs that easily accept toddler gates, no glass room dividers, and ability to add child safety devices or window locks to prevent toddlers from climbing out of windows).

**DESIRABLE**



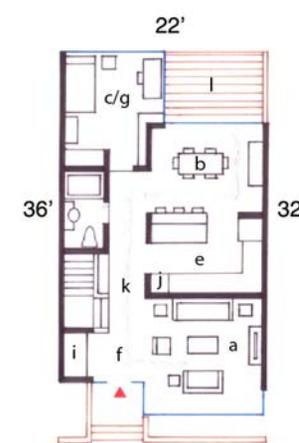
**EXAMPLE F**

**3 Bedroom/2.5 Bath with Study/Play Room 2-LEVEL – 1,437 SF**  
(Interior access from corridor; single aspect)



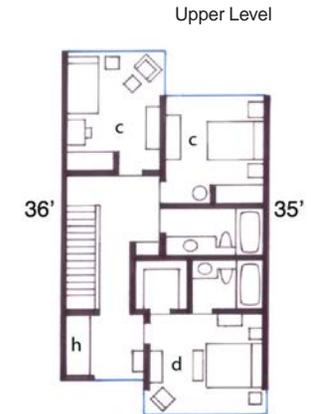
**EXAMPLE E**

**2 Bedroom/2.5 Bath 2-LEVEL – 1,263 SF**  
(Exterior access from courtyard/mew/street)



**EXAMPLE G**

**4 Bedroom/2.5 Bath 2-LEVEL – 1,548 SF**  
(Exterior access from courtyard/mew/street; note: stacked unit above with gallery access possible)



**Room Legend**

- a. Living
- b. Dining
- c. Bedroom
- d. Master Suite
- e. Kitchen
- f. Foyer
- g. Study
- h. Laundry
- i. Closet/Stroller
- j. Pantry/Storage
- k. Wide Hallway
- l. Patio/Balcony
- ◄ Entrance

*Note: Ten percent of two-story units must meet accessibility standards at entry level.*

*The examples above illustrate ways to layout two-story family friendly two-, three-, and four-bedroom units.*

“If we can develop and design streets so that they are wonderful, fulfilling places to be—community-building places, attractive for all people—then we will have successfully designed about one-third of the city directly, and will have had an immense impact on the rest.”

- Allan Jacobs

## K STREET TYPES

### LOCAL STREETS

Local Streets accommodate low volumes of local traffic and primarily provide access to property and from properties.

- K-1** Design ample sidewalks for pedestrians, on both sides of the street.
- K-2** Maintain safe streets for children and pedestrians by ensuring low vehicle speeds through traffic calming measures (e.g. chokers, textured pavement).

### CONNECTOR STREETS

Connector Streets accommodate moderate to high volumes of through-traffic within and beyond the city. In Emeryville, these streets typically have bike lanes or signed routes.

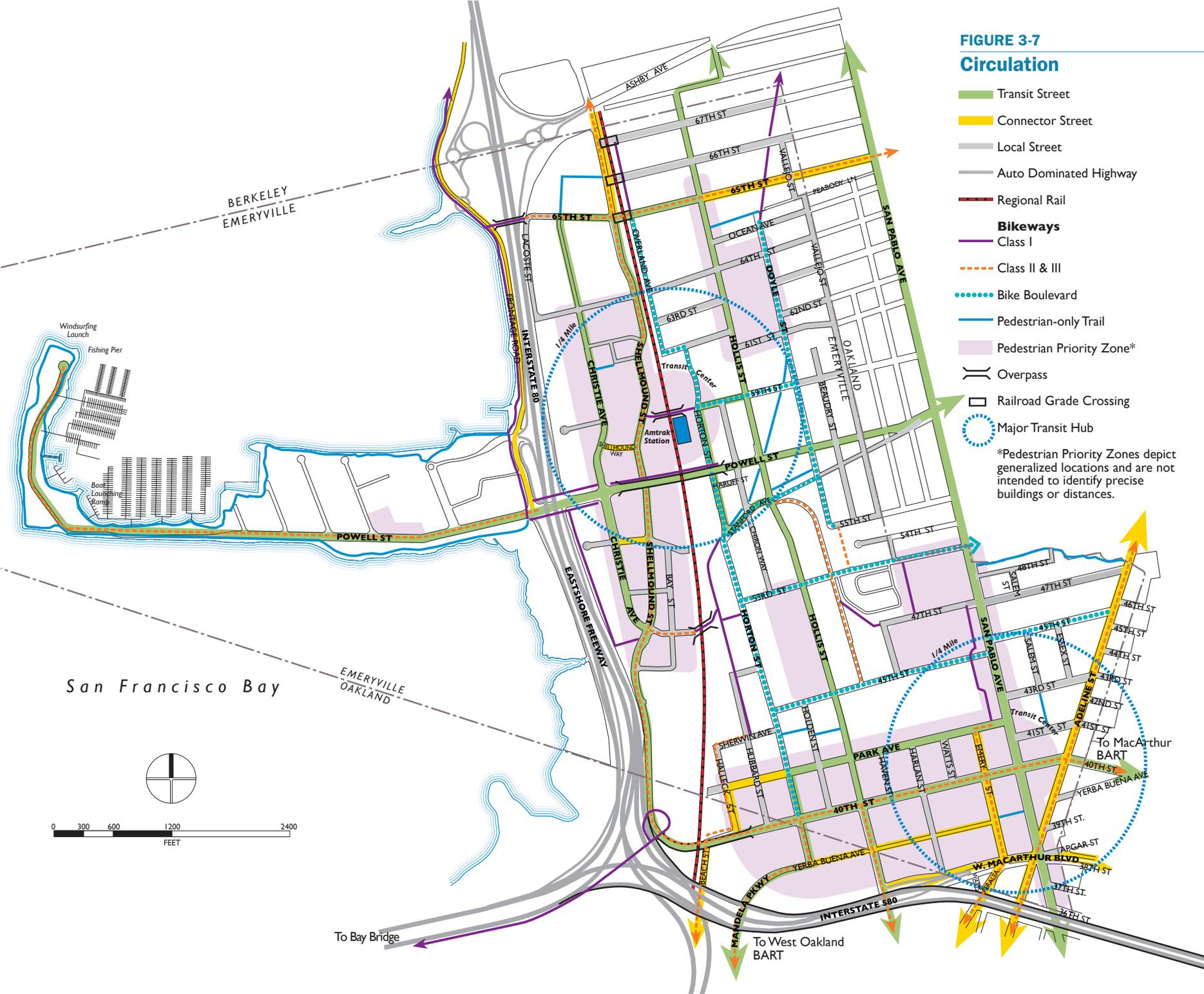
- K-3** Design ample sidewalks for pedestrians, on both sides of the street.
- K-4** Prioritize pedestrian crossings at intersections through design elements: bulbouts, textured pavers, raised intersections, and/or highly-visible paints.

## AUTO DOMINANT HIGHWAYS

Auto Dominant Highways serve high volumes of high speed regional motor vehicle traffic including automobiles and trucks, as well as AC Transit Transbay and other express buses. These include roadways, freeways (operated by the State and County), and approach roads, such as Ashby Avenue and the West MacArthur Boulevard underpass.

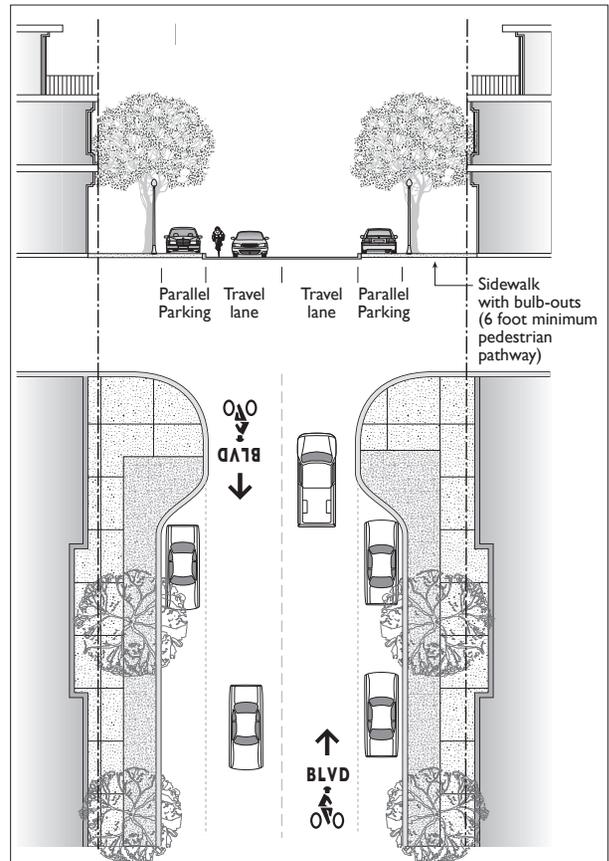
- K-5** Although pedestrians are prohibited on these streets, pedestrian safety should be maintained at the transition to City streets, such as at the West MacArthur Boulevard off-ramp, where a community garden is located.
- K-6** Highway off-ramps coincide with gateway entrances to the city at Powell Street and Ashby Avenue and should be designed consistent with gateway guidelines, as described in Section I: Area Specific Guidelines.

**FIGURE 3-7**  
**Circulation**



\*Pedestrian Priority Zones depict generalized locations and are not intended to identify precise buildings or distances.

**General Plan Guiding Principle #5.** A diversity of transportation modes and choices. The General Plan fosters and provides incentives for alternative transportation modes, including transit, car/vanpooling, bicycling, walking, and telecommuting. Residents will be able to access stores, offices, the waterfront, or regional transit networks without needing a car. Land uses capitalize on Amtrak, AC Transit, and Transbay bus lines, and proximity to BART, and are integrated with the Emery Go-Round that extends to within walking distance of most locations. Bicycle paths link housing, activity centers, and recreational amenities, and are buffered where feasible from automobiles to further safety.



*Bike Boulevard*

## BICYCLE BOULEVARDS, PATHS AND ROUTES

The General Plan defines three types of streets that accommodate and prioritize bicycles.

1. Bicycle Boulevards are through-routes for bicycles providing continuous access and connections to the local and regional bicycle route network; motor-vehicles are allowed, but discouraged by traffic calming devices.
2. Class I Bicycle Paths, as defined by Caltrans standards, accommodates both bicycles and pedestrians; motor vehicle traffic is prohibited.
3. Class II Bike Lanes and Class III Bike Signed Routes, as defined by Caltrans standards, are overlaid on transit, connector, and local streets. While bicycle use is always accommodated on local and connector streets, it is encouraged along designated bike routes, which provide continuous access and connections to the local and regional bicycle route network.

**K-7** Maintain a numbered bicycle route system that is integrated with the regional bike network and clearly signed.

**K-8** Use traffic calming techniques to slow and discourage through-automobile and truck traffic on Bicycle Boulevards. Incorporate islands, curbs, and bike-permeable street closures to block through-motor traffic.

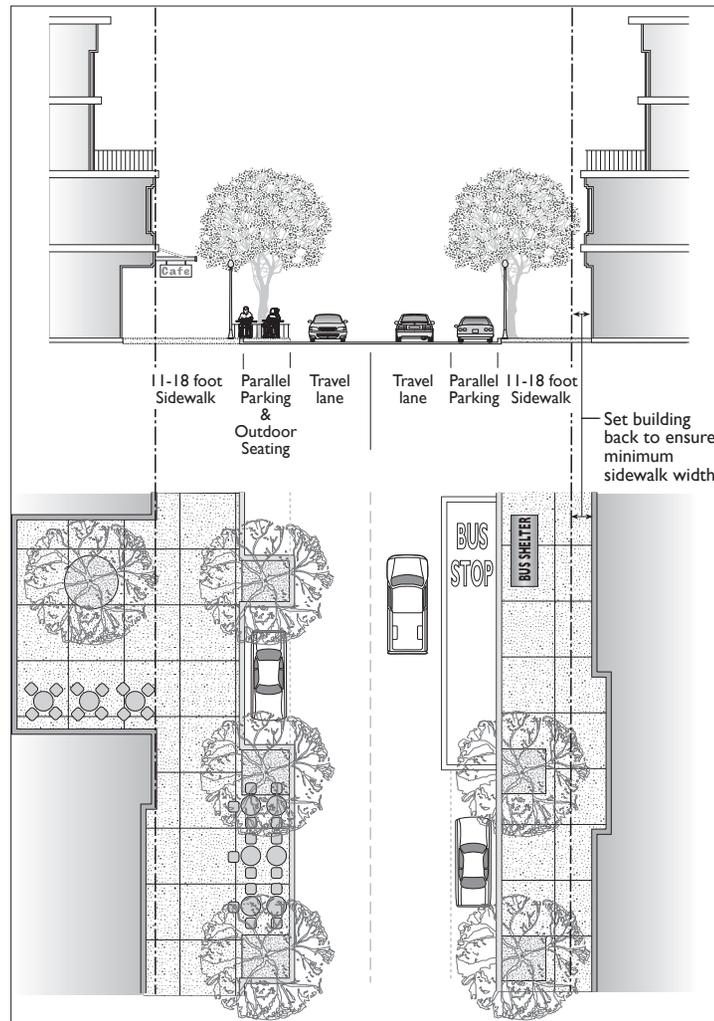
**K-9** Allow continuous flow of bicycle traffic along Bicycle Boulevards by removing stop signs, where feasible. Incorporate “Cross Traffic Does Not Stop” warnings below cross-street stop signs to avoid conflicts.

## TRANSIT STREETS

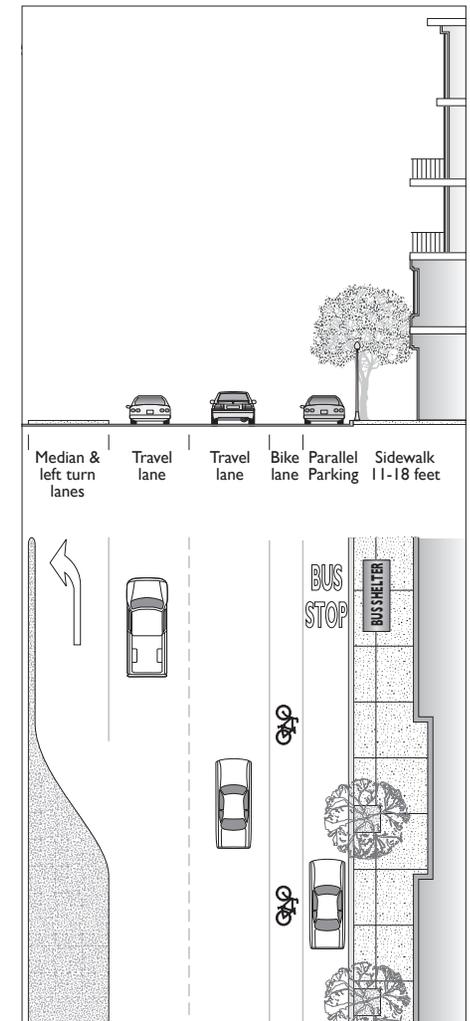
Transit Streets should be prioritized for transit service, but also accommodate pedestrians, with sidewalks and amenities, as well as automobiles, bicycles, and trucks. These streets represent the primary routes for public buses, including AC Transit, and Emery Go-Round.

**K-10** Provide signal preemption for transit vehicles, bus stops, and, where appropriate, bus lanes.

**K-11** Provide ample sidewalks on both sides of the street and amenities around bus stops, such as shelters, benches, and lighting.



*Transit Street (Hollis Street Example)*



*Transit Street (40th Street Example)*

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