



# OAKLAND ATHLETICS

OAKLAND WATERFRONT BALLPARK DISTRICT

## HOWARD TERMINAL DESIGN GUIDELINES

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**DESIGN GUIDELINES**

THE HOWARD TERMINAL MASTERPLAN DESIGN GUIDELINES PROVIDE THE VISION, INTENT, USE, CHARACTER, AND REQUIREMENTS FOR FUTURE DESIGNS OF BUILDINGS AND PUBLIC REALM WITHIN THE HOWARD TERMINAL PROJECT.

**RELATED DOCUMENTS**

THIS DESIGN GUIDELINES DOCUMENT IS TO BE REVIEWED AND APPLIED IN CONJUNCTION WITH THE OAKLAND A'S HOWARD TERMINAL MASTERPLAN PLANNED UNIT DEVELOPMENT, WHICH PROVIDES THE DRAWINGS ASSOCIATED WITH THE DESIGN GUIDELINES.



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# 1.0 MASTERPLAN FRAMEWORK

## THE VISION FOR HOWARD TERMINAL

The Oakland Athletics Howard Terminal Masterplan presents a vision to establish a thriving, sustainable, mixed-use waterfront district oriented around a state-of-the-art ballpark and event center that will activate the Oakland waterfront as a regional destination year-round.

The masterplan is envisioned as a continuation of Oakland's downtown and waterfront, extending the boardwalk at Jack London westward, and increasing waterfront access for communities previously cut off by industrial uses and infrastructure. The masterplan reflects the commitment of the A's to physically reconnect the waterfront with the rest of Oakland by improving pedestrian access through a network of open spaces, infrastructure improvements, public amenities, and experiences.

Beyond the physical improvements, the new district will be a neighborhood with local and regional amenities. The masterplan will support numerous businesses and commercial opportunities, as well as housing.

# 1.1 ORGANIZATION AND PROCESS

## DOCUMENT ORGANIZATION

This document is organized into **four** sections:

### 1.0 - MASTERPLAN FRAMEWORK

This section identifies the key features of the site and local context which inform the broader urban planning moves of the masterplan and ensuing land uses. These characteristics affect the treatment of urban design elements in Chapter 3.0.

### 2.0 - PUBLIC REALM

This section discusses the public realm and open space characters and describes each of the unique landscape areas, parks, and plazas throughout the masterplan. Their key features are identified to explain how they integrate and support the development areas and the ballpark.

### 3.0 - DEVELOPMENT GUIDELINES

This section discusses architectural and urban design issues and principles to which development projects shall conform, including building massing, ground level articulation, interaction with sidewalks and street frontages, facade design, and service provision.

### 4.0 - BALLPARK

This section describes the general ballpark design concept, circulation and access and its principal design features that makes the ballpark a central organizer of the masterplan.

## STEPS FOR USING THE GUIDELINES

### STEP 1. CHECK FRAMEWORK PLANS

First, consult the framework plans in Chapter 1 to find the location of the development parcel and identify which features and adjacencies will have an impact on building design. For instance, parcels with frontages along the Market Street Corridor must adhere to different streetwall conditions than those on Athletics Way.

### STEP 2. REVIEW GUIDELINES

Next, review the **development** guidelines to determine which architectural, urban design requirements and considerations are being applied to the site that the development project must incorporate.

## GUIDELINE STRUCTURE

### TITLE

Starts with a number and is typically limited to one subject or area.

### DESCRIPTION

A description is provided to clarify the design intent and give context to the guidelines in relation to the broader principles and vision.

### GUIDELINES

The guidelines provide requirements which are used to express and protect the district-wide design intent for architectural and urban design components.

Within this document, guidelines are expressed in three tiers:

- Quantitative guidelines that are mandatory requirements for project approval are expressed with "shall".

- Guidelines that are not mandatory but are strongly encouraged are preceded with the word "should". Guidelines expressed as "should" will be enforced unless there are unique circumstances about the site, building function, building design or conflicts with the requirements of any authority holding jurisdiction on the subject property that makes them prohibitive, impractical, or physically infeasible or results in a better design, consistent with the intent of these guidelines.
- Additional considerations which offer best practice recommendations, however, are not mandatory are posed as "encouragements".

Project alignment with all three tiers of guidelines will be considered during design review for project approval.

### BUILT REFERENCES

Built examples are provided in many cases to inspire positive outcomes through adherence to the guideline[s].

### FIGURES AND TABLES

Numbered according to their respective sections, the figures and tables describe the guidelines and considerations.

## MODIFICATIONS

**MINOR MODIFICATIONS.** The planning director may approve administratively: (i) any deviation of 15% or less from any dimensional or numerical standard in this document, and (ii) any deviation from any non-numerical standards in this document.

**MAJOR MODIFICATIONS.** Any deviation of more than 15% from any dimensional or numerical standard in this document shall, at the discretion of the planning director, require approval from the Planning Commission.

## AMENDMENTS

Amendments to this document can be made **subject to review of the Planning Director** provided that they are in keeping with the spirit of the guidelines and will not undermine the integrity and character of the neighborhood or create a safety hazard.

At the discretion of the Planning Director amendments to this document can be elevated to the DRC and/or CPC for discussion purposes only.

## INTERPRETATION

In the event of an ambiguity or of circumstances not specifically provided for in this Design for Development, the Planning Director shall interpret the intent of the standards and guidelines contained herein.

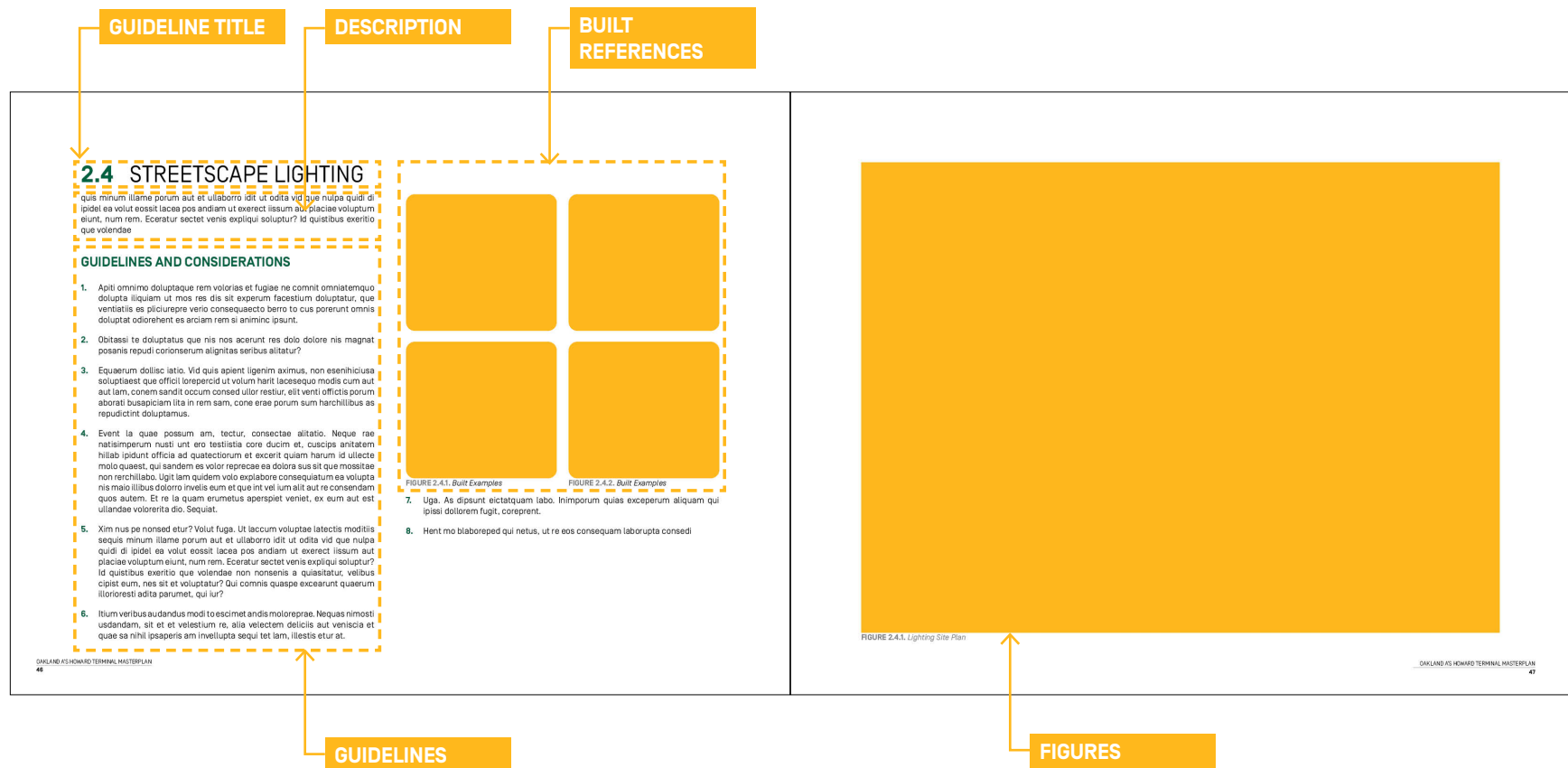


FIGURE 1.1.1. Guideline structure



## 1.2 NEIGHBORHOOD CONTEXT



FIGURE 1.2.1. Surrounding neighborhood reference images

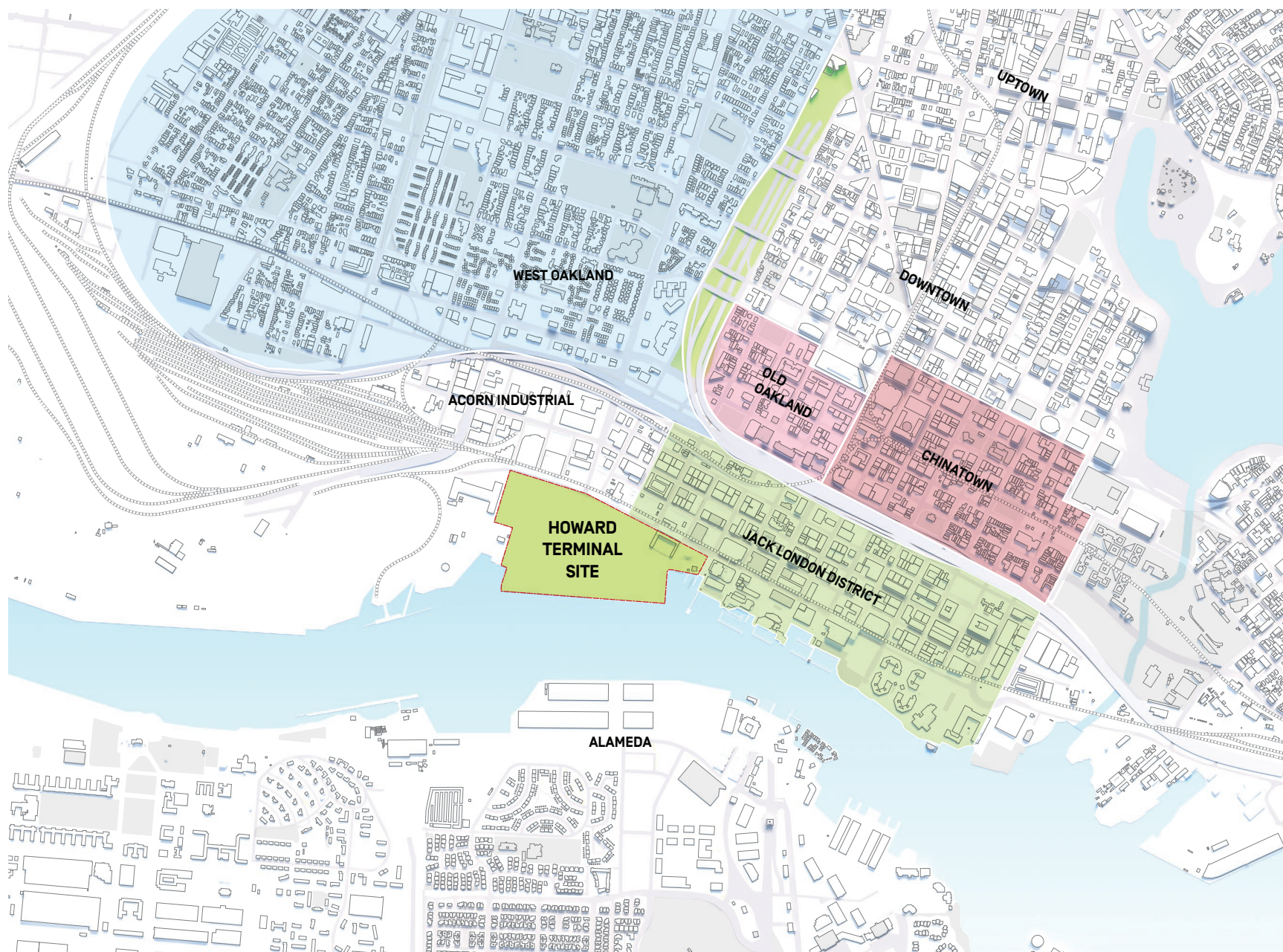
### SURROUNDING COMMUNITIES

The Howard Terminal site is located along the banks of the Oakland Inner Harbor and neighbors the Acorn Industrial neighborhood to the west, Jack London to the east, and West Oakland to the north. Within a fifteen-minute walk from the site one can reach a culturally rich and economically diverse array of neighborhoods offering numerous opportunities for the masterplan to connect and respond to the existing urban fabric.

As both a mixed-use residential community and a regional destination for the Bay Area, this new district will increase pedestrian foot traffic, visibility, and amplify the economic vibrance and viability of the surrounding communities.

By extending Oakland's active public waterfront westward from Jack London and improving the pedestrian infrastructure north of the site, the Howard Terminal masterplan will substantially increase access to the waterfront for the West Oakland community, Oakland as a whole and the region.





**FIGURE 1.2.2.** Surrounding neighborhood site plan

## 1.3 DESIGN PRINCIPLES

Derived from Oakland A's Principles, and collaborative discussions with various stakeholders and feedback from several community meetings, the Design Principles reflect both the wishes of Oakland residents and the commitment of the Oakland A's to the neighborhood. These principles form the framework for all the design priorities and collectively work to catalyze transformative economic and community benefits for the city:



### UNIQUELY OAKLAND

Reflect the unique spirit, culture, and history of the city while prioritizing the needs of the community.

- Reconnect to the bay.
- Reflect industrial heritage of the waterfront.
- Celebrate and enhance the identity of surrounding neighborhoods.
- Create opportunities for local artists, enterprises, and the community to enhance the sense of place.
- Foster the growth of a regional destination for Oakland culture and sports.



### GREEN LIVING

Foster a sustainable, green district with the Ballpark as its anchor, that enriches the built environment with ecology for community health and well-being.

- Create extensive open space network with connections to the regional Bay Trail.
- Foster learning opportunities through exposed sustainable green infrastructure.
- Encourage integrated landscape systems such as green roofs, vegetated facades, and communal green spaces to provide ecological, community and hydrological benefits.



### ECONOMIC DIVERSITY

Enable diverse opportunities, that encourage economic growth, inclusivity, and foster the growth of an authentic, functional neighborhood that can remain vibrant and active 365 days a year.

- Enable a mix of uses that will ensure an active streetscape, creating opportunities for job creation and businesses of all scales to thrive.
- Foster diversity in housing typologies to reflect the A's commitment to offering a range of housing choices.



### PEDESTRIAN FIRST

Foster an active and social district that prioritizes pedestrian oriented mobility, and encourages movement, health, and play in all facets of life.

- Prioritize pedestrian oriented mobility, streetscapes, and urban design.
- Activate building frontages to the extent feasible to create an engaging, walkable, and contextually rich pedestrian experience by focusing on uses, fine-grain detailing, and permeability at ground level.
- Foster sense of security through natural surveillance by preserving district sight lines, encouraging visibility of public spaces, and integrating elevated terraces and balconies.





**PEAKER POWER PLANT  
JACK LONDON DISTRICT**



**FRANK H. OGAWA PLAZA  
DOWNTOWN OAKLAND**



**SWAN'S MARKET  
OLD OAKLAND**



**BOARDWALK  
JACK LONDON DISTRICT**



## 1.4 OPEN SPACE NETWORK

### STREETS AND STREETSCAPE

The Masterplan depicts a framework of streets which prioritizes pedestrians, while responding to the unique needs of a world-class sports venue.

The streets collect and disperse the energy of the ballpark into the new neighborhood, while connecting the Waterfront park back into the city through a varied network of retail, pedestrian, and service corridors. The streets are designed to balance the safety and comfort of pedestrians and cyclists while accommodating visitor volumes and logistical servicing needs.

The Masterplan extends the existing Oakland street grid into the district. In the case of Market Street and Martin Luther King Jr. Way, these connections are physical connections for bikes, pedestrians, and vehicles. Other access considerations include: materially distinct sidewalks and pathways to ensure pedestrian safety and comfort; commuter and recreational bicycle routes to protect cyclists; an off-site mobility hub to centralize and facilitate multi-modal services while connecting the site to the greater regional transportation network.

The Bay Trail extends along the length of the waterfront, looping around the Waterfront Park along Street B and Market Street, connecting back to the city Bay Trail network through Martin Luther King Jr. Way. Additionally, a network of universally accessible paths extends throughout the Waterfront Park to create an alternate circulation network for pedestrians; allowing visitors opportunities to meander and discover various elements of the public realm.

### ATHLETICS WAY

Athletics Way functions both as a pedestrian street, activated by retail, and as an open space promenade which orients visitors around the Ballpark perimeter and provides various amenities, dining and retail opportunities and spill-out spaces during game-days.

### WATERFRONT PARK

Along the length of the Estuary, a continuous Waterfront Park, which includes the Bay Trail, will extend from Water Street and Jack London Square to the western edge of the existing wharf. The Waterfront Park will offer diverse settings for active and passive uses for both individuals and groups, with promenades, picnic areas, garden spaces, ample furnishings and small-scaled intimate moments.

### BALLPARK ROOFTOP PARK

The Rooftop Park atop the Ballpark is envisioned as a “park in the sky” – an extension of the spectator experience for fans on event days and a publicly accessible park for the remainder of the year. The park leverages the full 360° panorama and offers dramatic views of Oakland, the hills, and the Bay.

The Rooftop Park will be detailed in the building's Final Development Plan (FDP)



**FIGURE 1.4.1.** *Open Space Network Illustrative Site Plan*

## 1.5 CHARACTER STREETS

The richness of the Howard Terminal Masterplan is achieved through the relationships and interactions between several key character street corridors that accommodate diverse scales and forms of activation. Athletics Way, Market Street, and the Waterfront are relatively wider destination streets, whereas the Paseos and other neighborhood streets are more locally scaled and cater to residents, and small businesses. In addition, each character corridor is further organized into primary frontages where the main points of public interest should occur and service frontages that handle the logistic requirements for each parcel. *(Refer to Section 2.2. for more detailed requirements.)*



FIGURE 1.5.1. A's Way Rendering

### ATHLETICS WAY PROMENADE AND PASEOS

The Athletics Way Promenade is an active public destination street that orients visitors around the Ballpark perimeter. The Paseos connect the Promenade to Market Street and Martin Luther King Jr. Way while accommodating the Ballpark security thresholds and grade changes. Athletics Way provides various amenity and retail opportunities and spill out spaces.



FIGURE 1.5.2. Market Rendering

### MARKET STREET

Market Street is the primary destination retail corridor within the district for visitors and locals alike. This space is characterized by a strong retail street frontage which frames the iconic view of the crane at the waterfront and includes various adjoining public spaces.



FIGURE 1.5.3. Waterfront Rendering

### WATERFRONT EDGE

The Waterfront Edge corridor along Street B is a circulation street catering to both visitors as well as locals with adjacencies to several cultural nodes and district attractions such as the Performance Venue and Waterfront Park.



FIGURE 1.5.4. Neighborhood Rendering

### NEIGHBORHOOD STREETS

The **Neighborhood Streets** are located along Martin Luther King Jr. Way and Street A. They are smaller scaled neighborhood connections which prioritize local residents and the community experience. They offer diverse spaces for small businesses, shops, residential entries and amenities as well as provide service frontages along Myrtle Street. **The sidewalks are wider to accommodate large numbers of pedestrians on game days heading to and from the ballpark.**



FIGURE 1.5.5. Filbert Rendering

### FILBERT STREET

This street is the primary commercial and office corridor within the district. It is characterized by a variety of state of the artwork environments driving innovation.



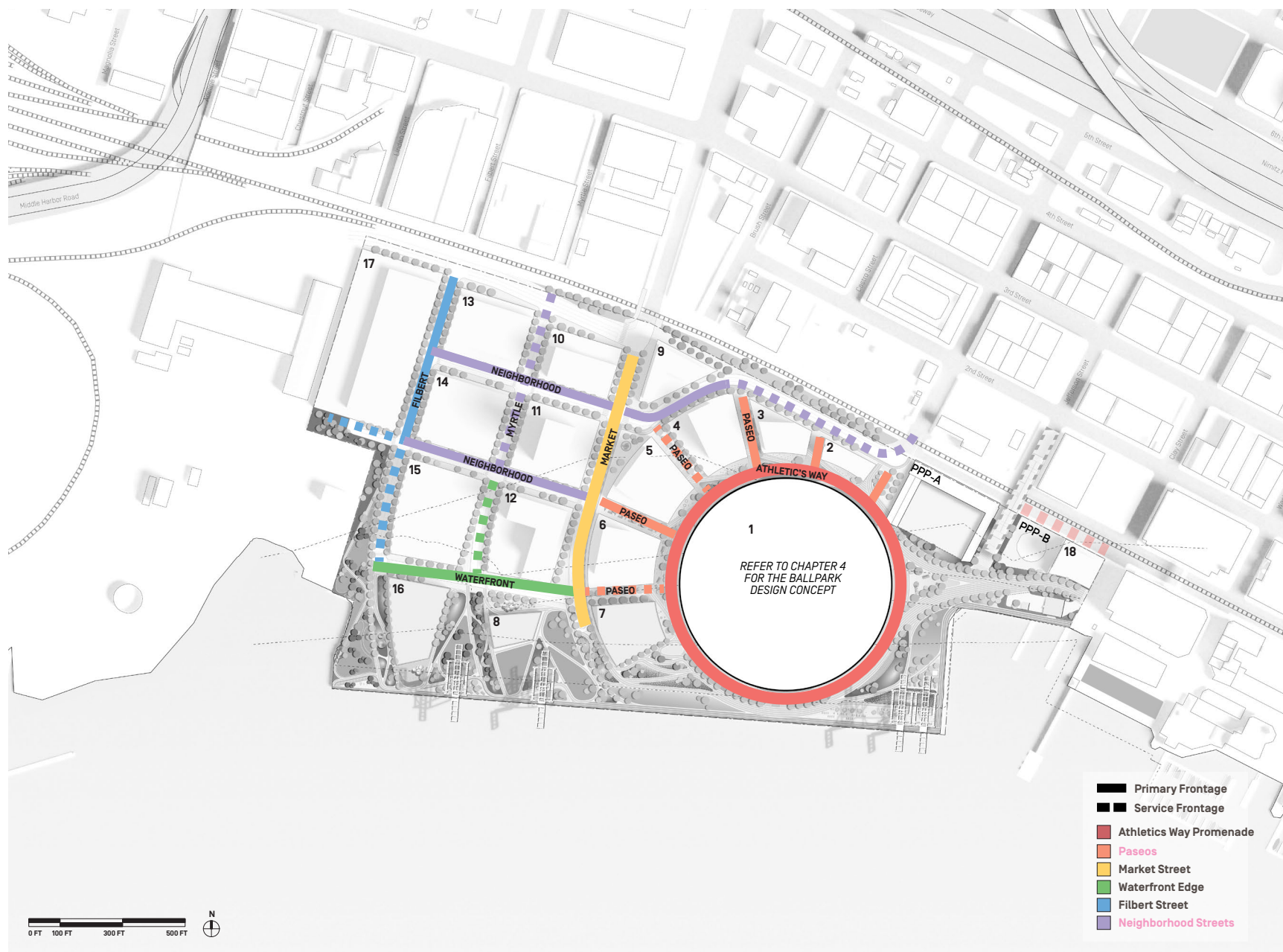


FIGURE 1.5.6. Character street hierarchy

## 1.6 LAND-USE DISTRIBUTION

### MIXED-USE WATERFRONT

Along with a new Major League Baseball ballpark, the Howard Terminal Site will include residential, office, retail, open space, arts, and cultural uses. At full build-out, the project will include up to:

- 3,000 units of housing
- 1.5 million square feet of office space.
- 270,000 square feet of retail space
- 3,500 seat performance venue
- Up to 400 hotel rooms.

The master plan prioritizes mixed-use development to accommodate a variety of lifestyles, income groups, and business opportunities within a highly walkable, environmentally friendly waterfront district. More importantly, the mixed-use character fosters the continuous activation of the streetscape throughout the day. Well illuminated and active street frontages will foster a safe pedestrian environment into the evening hours.

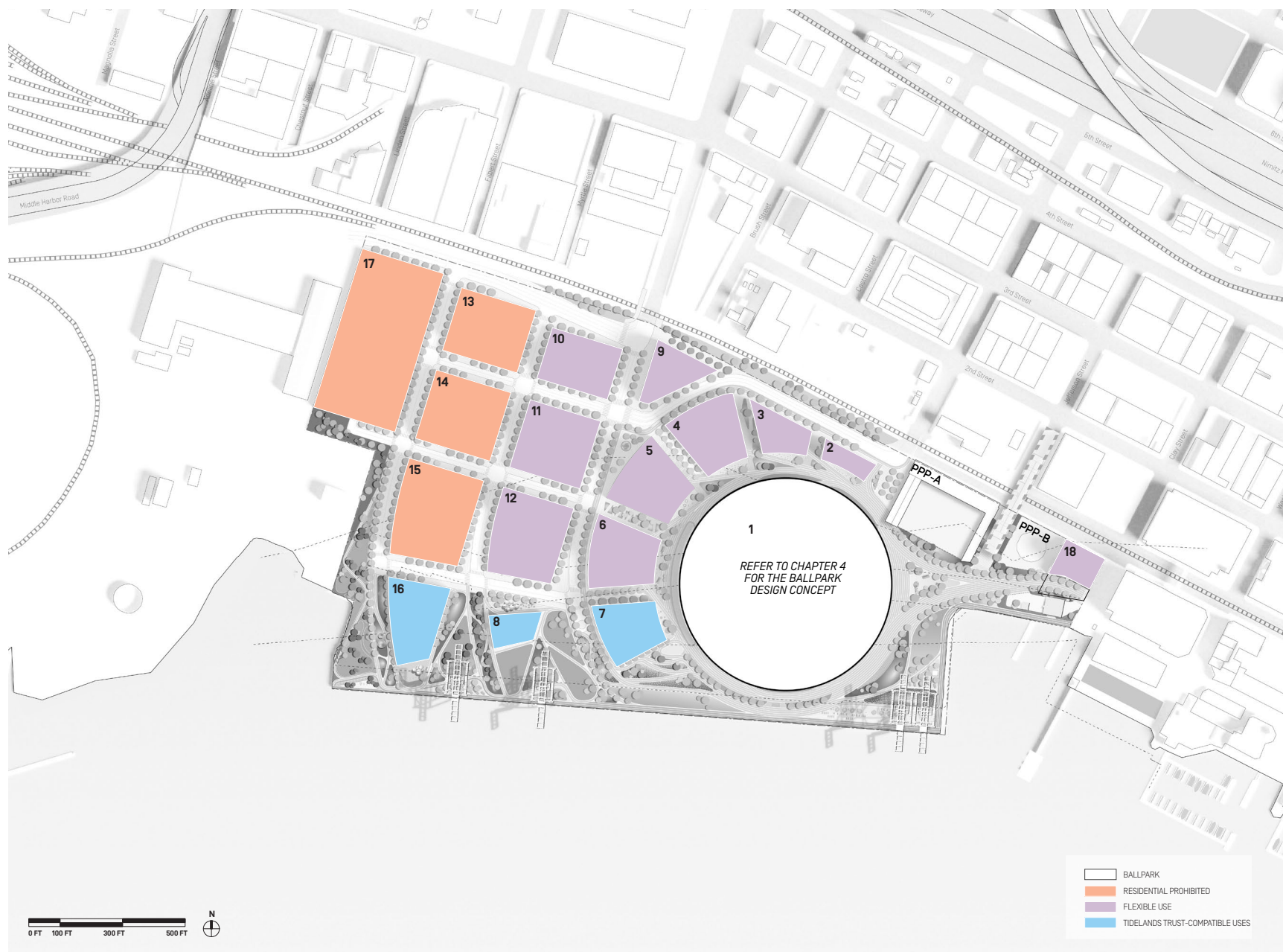
Non-residential typologies within the district are primarily located in the north-west corner of the site due to land use restrictions required by the City and Port of Oakland. The design guidelines allow larger floor plates for commercial land uses in order to meet the needs of modern office work environments, ranging from large established companies to small start-up ventures.

The master plan integrates several recreational amenities and cultural pavilions along the waterfront to enrich the public realm in accordance with the San Francisco Bay Conservation Development Commission's [BCDC] Public Trust Doctrine which allocates "all sovereign lands such as tide and submerged lands and the beds of navigable waterways to the enjoyment and use of the public."<sup>1</sup>

Potential program uses may include but are not limited to: temporary event venues, galleries, recreation and leisure spaces, outdoor community markets, etc.

1

Public Trust, San Francisco Bay Conservation and Development Commission, State of California. 2015.  
Retrieved from: <https://bcdcc.ca.gov/public-trust.html>



**FIGURE 1.6.1.** Public Trust Program Site Plan

## 1.7 MARITIME RESERVATION SCENARIO

### PURPOSE

As a condition of the land transaction, the Port of Oakland has reserved the right to up to 10 acres of the site for the case in which they require a larger turning basin at Howard Terminal. The Port has up to 10 years from May 20, 2019 to determine if this land is required to expand the Inner Harbor Turning Basin. The Maritime Reservation scenario is designed to adjust the development plan should the Port of Oakland elect to expand the inner harbor turning basin. *(See Figure 1.71.)*

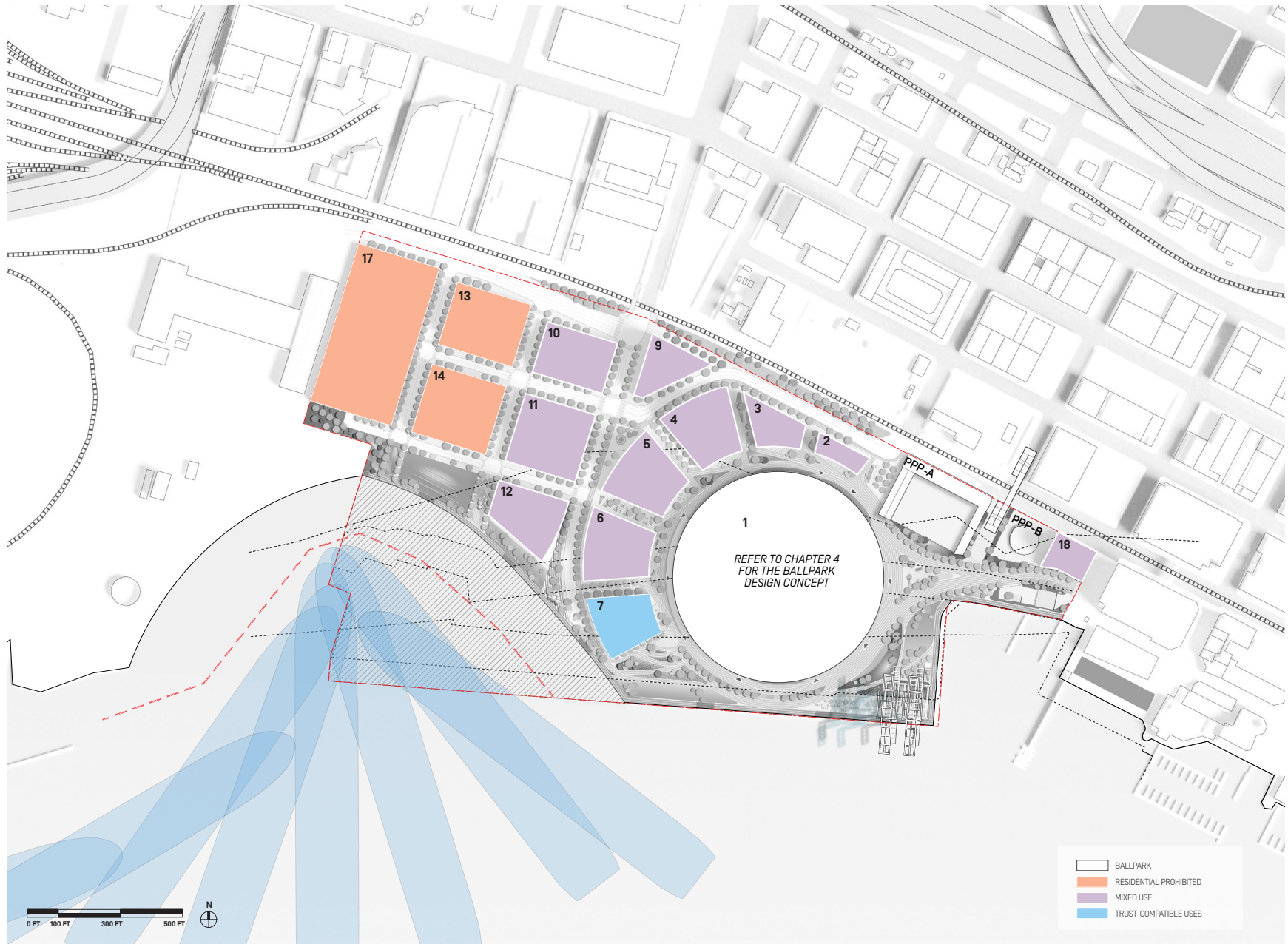
### PLAN IMPLICATIONS

Implications include maintaining the existing design for Phase 1 of the Development and reallocating the rest of the program in the remaining blocks. To limit the changes between the Baseline scenario and the Maritime Reservation scenario, both plans follow the same guidelines during the first phase of the development. The Maritime Reservation scenario aims to match the program of the Baseline Scenario at full build-out.

The main difference in Phase 2 of the Maritime Reservation Scenario affects the program distributions, however the general massing strategies remain the same as in the Baseline scenario.

The Maritime Reservation Scenario illustrates the maximum potential impact of the turning basin expansion if pursued by the Port of Oakland as a separate project. If a turning basin expansion occurs that is less than the maximum impact, site development will proceed in substantial conformance with the concepts illustrated herein.





**FIGURE 1.7.1.** Maritime Scenario Program Distribution





Port of Oakland

ATHLETICS PARK





## 2.0 PUBLIC REALM

The new Howard Terminal district includes significant public open space along Oakland's waterfront. This new landscaped environment is inspired by the history of the site as a working waterfront to create a new publicly accessible waterfront that speaks to this history by combining contemporary designs with more informal settings, while simultaneously ensuring the growth of a vibrant, diverse, and inclusive neighborhood oriented around the new Ballpark.

The network of open spaces complements other improvements beyond the site boundary by creating continuity with the neighboring Jack London Square and facilitating waterfront access from West Oakland.

The Oakland Athletics Howard Terminal Masterplan configuration creates a network of open spaces that are in physically and functionally diverse. Each space serves as a distinct "public room" for outdoor social activity, whether small or large-scale; active or passive; intimate or festive. In this way, the design simultaneously encourages specific uses and experiences while offering sufficient flexibility to accommodate changing preferences and diverse programming efforts over-time, related to its specific location and views.

The standards and guidelines for the open space at the Oakland Athletics Howard Terminal Masterplan are drawn from a few key objectives: to reconnect the adjacent neighborhood to the waterfront; to create a variety of vibrant public spaces for social interaction and respite; and to project an identity for the site that draws from the character of the adjacent neighborhood, the Port of Oakland, and the rich history of the Oakland community at large.





## 2.1 OPEN SPACE CHARACTER

The Project's open spaces are scaled to balance the need to accommodate the vibrancy of the Oakland A's games and events with the more low-key, day-to-day activities of the neighboring residential community. The result is a collection of spaces that leverage and celebrate the special location of the site, and spaces that are welcoming and comfortable for the broader community of neighbors, residents, and visitors.

To achieve this balance, the design intent is anchored by the following principles and concepts:

### GROUNDED

The character of the open space transitions from the vibrant urban character of Jack London Square and the ballpark, with flexible hardscape plazas, large-scale social seating arrangements, and open lawns, to **a more informal and rustic quality** at the western edge, characterized with more vigorous native plantings, **robust** details, and informal spaces.

### FLEXIBLE & URBAN

The waterfront will provide a collection of flexible open spaces that can accommodate a wide range of activities and uses, from the small and intimate 'every day' settings to the open and dramatic settings that come alive with ballgames and other events.

The Oakland Athletics Howard Terminal Masterplan will be designed for people. It will provide a diverse sequence of spaces to support a variety of uses, such as informal seating areas, picnic spaces, café terraces and beer gardens, family and children's play spaces. This varied programmatic mix will establish the project as a 'space for all' in Oakland – a new democratic center point for the neighborhood and a place that attracts people to the site year-round by providing activities for all seasons and times of day.

### INFORMAL & NATURAL

The Project encourages the creation of new ecological settings on the bay, a drastic evolution from the industrial site today. The open spaces will provide extensive areas for new plant communities, in the forms of gardens, green spaces, tree canopies and 'wild' landscape zones, all designed with consideration for climate responsiveness, resiliency, and resource conservation. Diverse planting palettes, multi-layered stormwater management strategies and robust materials and furnishings contribute to a design that is resilient and responsive to its proposed use and the ever-changing environmental context.

## 2.2 OPEN SPACE NETWORK

From the water's edge, the waterfront park extends towards the site's interior, linking the waterfront to the new neighborhood and surrounding Oakland community. Each open space "room" will reflect the vision of a diverse, inviting, and active community.

Flexibility in the material design and capacity of spaces throughout the park ensures that the diverse needs for recreational, community-oriented, and ecologically sustainable amenities are met.

Pedestrian connectivity and universal accessibility are maintained through the entire open space network.

As part of the Baseline Scenario, the Project will provide approximately 18 acres of public open space.

### VIEW CORRIDORS

Site lines at main street corridors within the district will be retained and kept free of any large structures within the pedestrian visual cone.

### PROGRAMMING

The Waterfront Park will provide opportunities for informal (impromptu) and formal (planned) activities and events, as well as passive and active forms of recreation.

### VARIETY OF USES

The Waterfront Park will accommodate and offer a wide range of activities and attractions, all designed to serve visitors from the broader region, as well as relate to the adjacent site condition. All uses are to be consistent with the Public Trust requirements.

Programs may include, but are not limited to:

- Markets, food and outdoor dining, picnics and barbecues;
- Seating, gathering, family spaces, and sunbathing;
- Viewing the Bay;
- Outdoor performances;
- Cinemas and events;
- Public art and artifacts;
- Gardens

The proposed Project will provide approximately 18 acres of publicly accessible open space comprised of the elements listed below. The intent for programming and character for each space is individually described in the following pages. The Public Open Space is organized through the following main areas:

1. Athletics Way (approx. 5.0-acre)
  - Athletics Way promenade
  - Athletics Way Terraces
  - Athletics Way Plaza
2. District Plazas (approx. 0.5-acre)
  - Martin Luther King Plaza
  - Stomper Plaza Athletics Way Terraces
3. Waterfront Park (approx. 10.3-acre)
  - Pier Park
  - Overlook Park
  - Market St. Gardens
  - Harbor Lawn
  - Harbor Amphitheater & Activation Zone
  - West-end Gardens & Harbor Meadows
  - West-end Park
  - Waterfront Promenade
4. Ballpark Roof Top (approx. 2.5 acres)



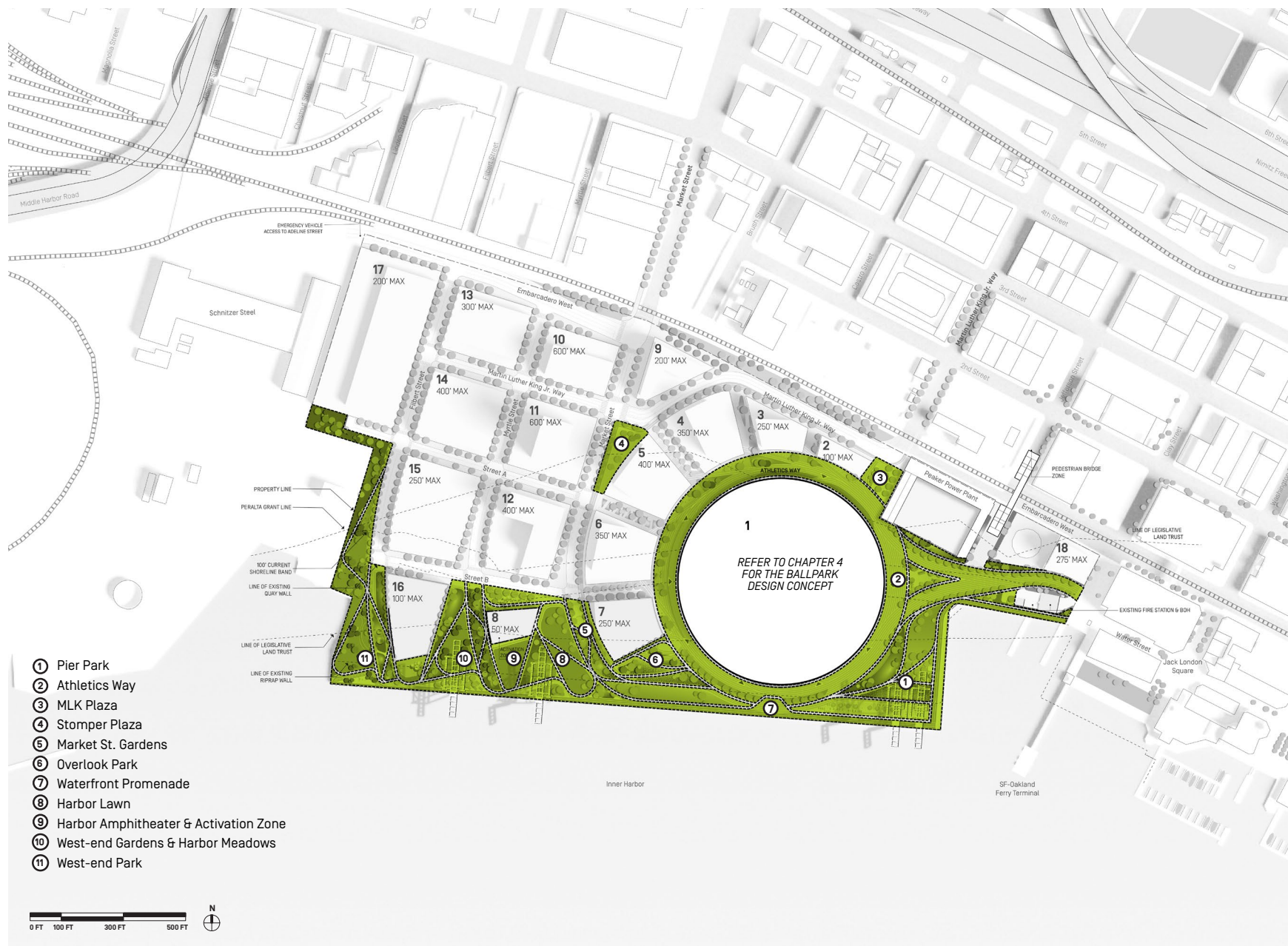


FIGURE 2.2.1. Waterfront Park Rooms

## 2.3 ATHLETICS WAY

Athletics Way is envisioned as the social centerpiece of the Oakland's Athletics Howard Terminal Masterplan. As an extension of Jack London's Water Street and as the main eastern point of arrival for Howard Terminal and the ballpark.

Athletics Way will be a defining feature of the Masterplan and new neighborhood. It is an everyday promenade, pathway and retail street inviting residents and visitors to the waterfront, and a social promenade and concourse for Athletics fans on game day. In this way, Athletics Way serves dual functions: it establishes the identity and character of the public realm for everyday experiences, while also managing a significant volume of users during games.

Within Athletics Way there are three distinctive components:

### THE PROMENADE

The 5-acre promenade will be designed to accommodate up to 35,000 Athletics fans and spectators on gameday, while also considering intimate, smaller scaled settings for everyday experiences. The social promenade is envisioned as a continuous pathway with a diverse mix of settings - including places to dine, stroll, play and lounge - that work for crowds of all sizes.

The paving material is distinguished by directional, textural patterns that create continuity and legibility of the primary pedestrian routes throughout the district. Warm, multi-toned unit pavers will be prioritized to both provide tactility and scale, while adapting as needed to the vehicular loads required for Emergency Vehicle Access.

Athletics Way promenade raises in elevation to provide full pedestrian access to all faces of the ballpark and district, while accommodating ballpark services below.

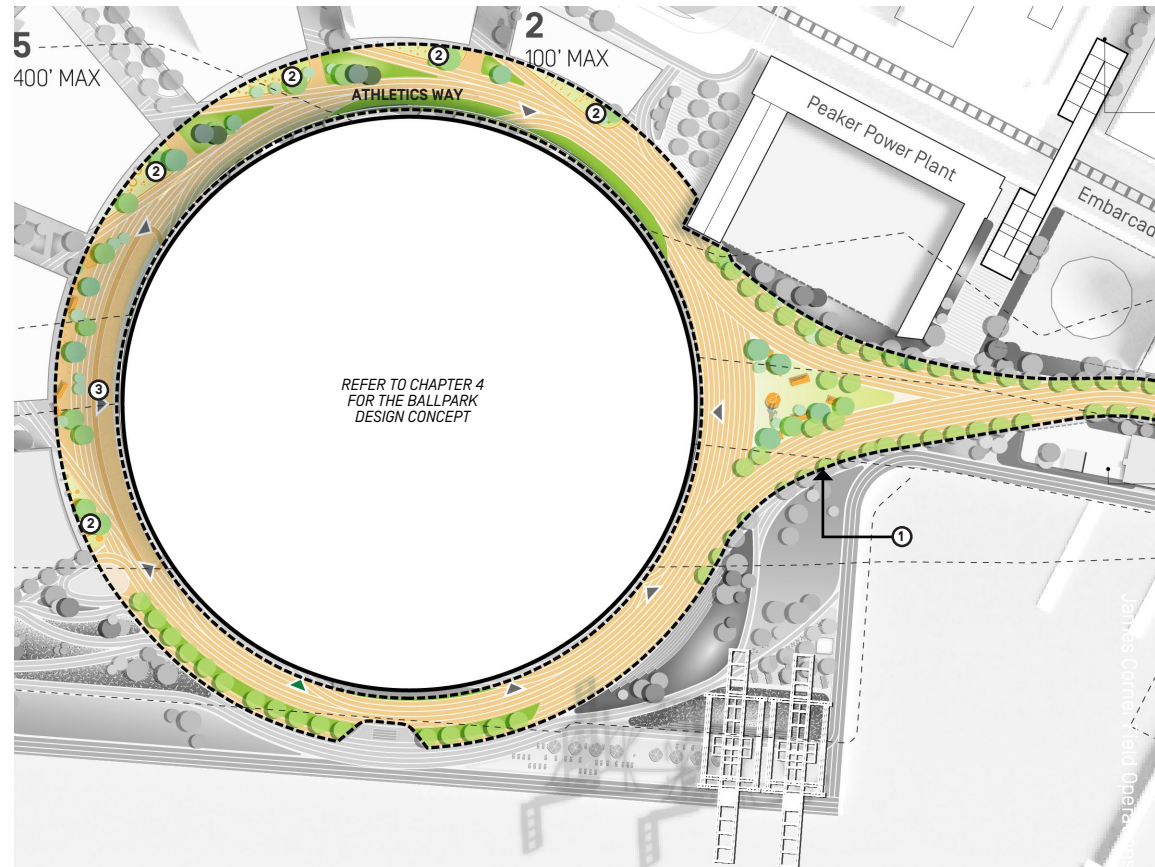


FIGURE 2.3.1. Athletics Way Illustrative Plan

It will be flanked with stormwater gardens, as well as drought tolerant planting beds, with a curated planting palette, that responds to the range of sun-exposure and micro-climates of the promenade, while celebrating the Oakland A's identity.

Within the promenade, a path of a minimum of 20 feet width will be provided, clear of any plantings, terraces, or furnishings.

1. The Promenade (per boundary above)
2. Athletics Way Terrace
3. Athletics Way Plaza





FIGURE 2.3.2. Illustrative Visualization of Athletics Way Promenade

## ATHLETICS WAY TERRACES

Along the northern edge of Athletics Way, each district block is graded with a level terrace to provide space to dine, gather and lounge. The terraces mitigate the grades between the sloping promenade and the district floor plates. Active and porous frontages for the adjacent buildings are **required**.

Where retaining walls are necessary, these will be designed as social features, improving access and use through stairs or seating terraces. Where seating is not desired, stepped planted will be provided.



FIGURE 2.3.3. Illustrative Visualization of Athletics Way Terraces



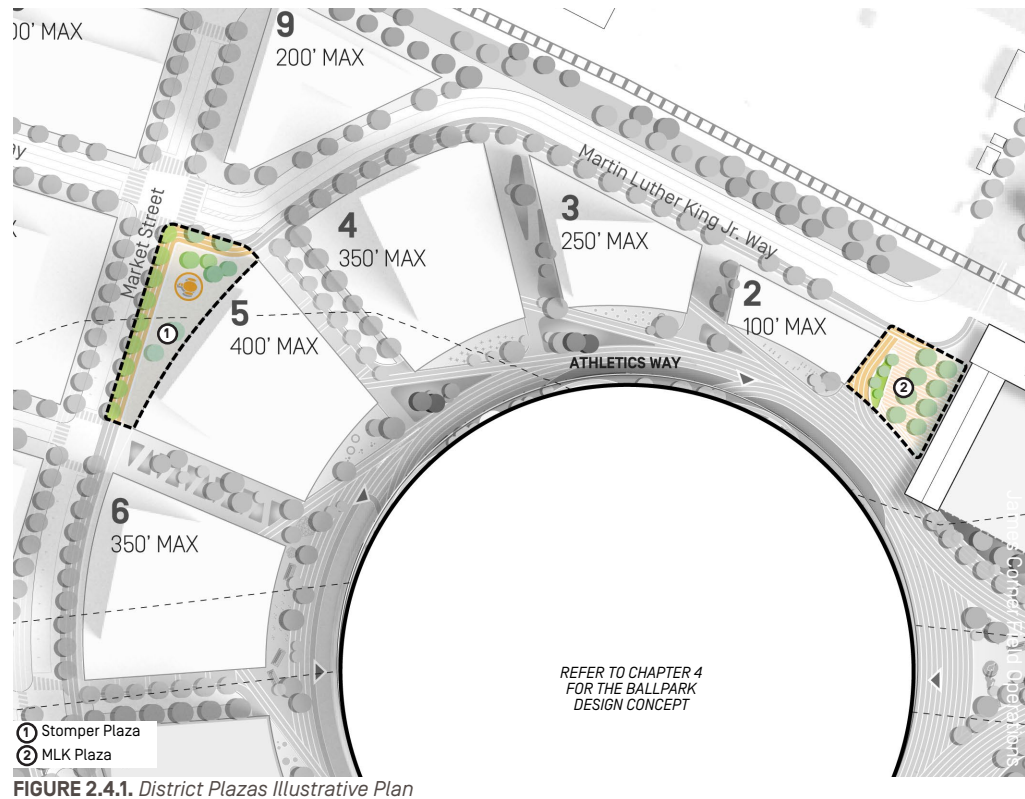
FIGURE 2.3.4. Illustrative Visualization of Athletics Way Plaza

## ATHLETICS WAY PLAZA

Athletics Way reaches its highpoint at the center of the Ballpark on axis with home plate. At this position, a level plaza will provide a 25,000 square-foot space to accommodate pre-game and game time activities for Athletics fans, including food trucks, performances, and other curated events. This area may overlap with or be shared with the promenade path.



## 2.4 DISTRICT PLAZAS



### STOMPER PLAZA

At the intersection of Market Street and Martin Luther King Jr. Way, Stomper Plaza provides a quarter [0.25] acre of open space within the district grid. The plaza provides a generous entryway to the district and serves as a connection between two links that connect up to Athletics Way. The plaza is framed by the Bay Trail along its west and northern edges, and Block 5 to the east.

The plaza may include seating, art or artifact displays, a café or outdoor dining component, and plantings. Café and outdoor seating may serve retail and restaurant facilities within Block 5 or be publicly accessible.



### MARTIN LUTHER KING PLAZA

Martin Luther King Plaza will be one of the primary **pedestrian** entrances into the new ballpark district. Flanked by the Peaker Power Plant building and new buildings, MLK Plaza offers a framed view towards the new Oakland Athletics ballpark.

A compact tree grove is the distinguishing feature to provide shaded seating and gathering while maintaining an open ground plane for game day crowds. MLK Plaza extends the material palette of Athletics Way with a simplified patterning to respond to the historic building facade.

## 2.5 WATERFRONT PARK

While the Ballpark may be the primary destination feature in the new waterfront district, the new waterfront park will be the reason that people return to visit throughout the year. As a continuous and fully public space that extends from Clay Street to the site's western edge on the estuary, the waterfront park intends to offer something for everyone. The Park spaces, features and settings that appeal to all visitors. Whether for hiking, bird watching, picnicking, fishing, cycling, jogging, strolling, eating, or playing, the waterfront offers a scenic setting that lays the grounds for creating one of the region's most distinguished urban parks, a unique gathering place for an equally rich, diverse, and vibrant urban community.

A park as large in scale as the waterfront park can add incredible value to the city and region. It can showcase the unique kinds of local landscape and culture that is specific to Oakland. Through the design and cultivation of this unique sense-of-place, the Park can become a real asset for the city, helping to provide yet another reason for people to choose to live in, work in, play in and visit Oakland and its many colorful neighborhoods. As much as the park is about providing green open space for leisure and amenity, it is also a powerful economic engine, a deeply enriching social environment and a place for human health, fitness, and renewal. A park of this size also offers exceptional regional opportunities for art, music, festivals, performances and other large-scale event.

The pages that follow describe the many spaces, features, settings, and discreet attractions that will make the waterfront park a great resource for the improvement of public health, fitness and well-being, enabling people of all backgrounds and cultures to come and experience this extraordinary waterfront setting.



FIGURE 2.5.1. Illustrative Visualization of the Waterfront Promenade

### WATERFRONT PROMENADE

A generous shoreline promenade lines the Project's waterfront and serves as a place of interaction and movement throughout the day. This continuous, linear pedestrian space includes the Bay Trail and provides opportunities to experience dramatic views of the estuary, boating activities, and the remarkable horizon. This open space will accommodate informal activities and gathering, as well as leisurely picnicking and enjoying the view.



## PIER PARK

Located in the south east corner of the waterfront park, Pier Park provides approximately 1.75 acres of flexible open space to be implemented during Phase 1. Adjacent to Athletics Way and the former Port Cranes, Pier Park will be one of the primary destination spaces along the Waterfront.

With water on two sides, the space offers extensive views to the Bay and the horizon. It has the capacity to support the overflow of game day activities, while also accommodating everyday park uses for the average visitor or resident.

Pier Park includes four primary components:

### PIER PARK LAWN

The Pier Park Lawn is primarily a softscape area, with minimal hardscape and paving elements in order to encourage people to sit, play, relax, and enjoy the panoramic views. To the north, it is framed by seating steps facing Athletics Way, providing both a sloped lawn with improved views to the Bay, and protection of the Pier Lawn from the game day activities. To the south, it provides a level, open lawn for increased program flexibility.

Recommended programs include informal recreation, group fitness, and casual leisure activities such as lawn games, sunbathing, and picnicking. If allowed, the lawn is recommended to be sufficiently lit for nighttime usage.

### PIER PARK PICNIC TERRACE

The picnic terrace is the main hardscape gathering space within Pier Park, envisioned with over-scaled picnic tables mixed with movable seating for people to gather, picnic and flexibly arrange. The picnic terrace will be designed for informal picnicking and a variety of seating will be included to accommodate all age groups.

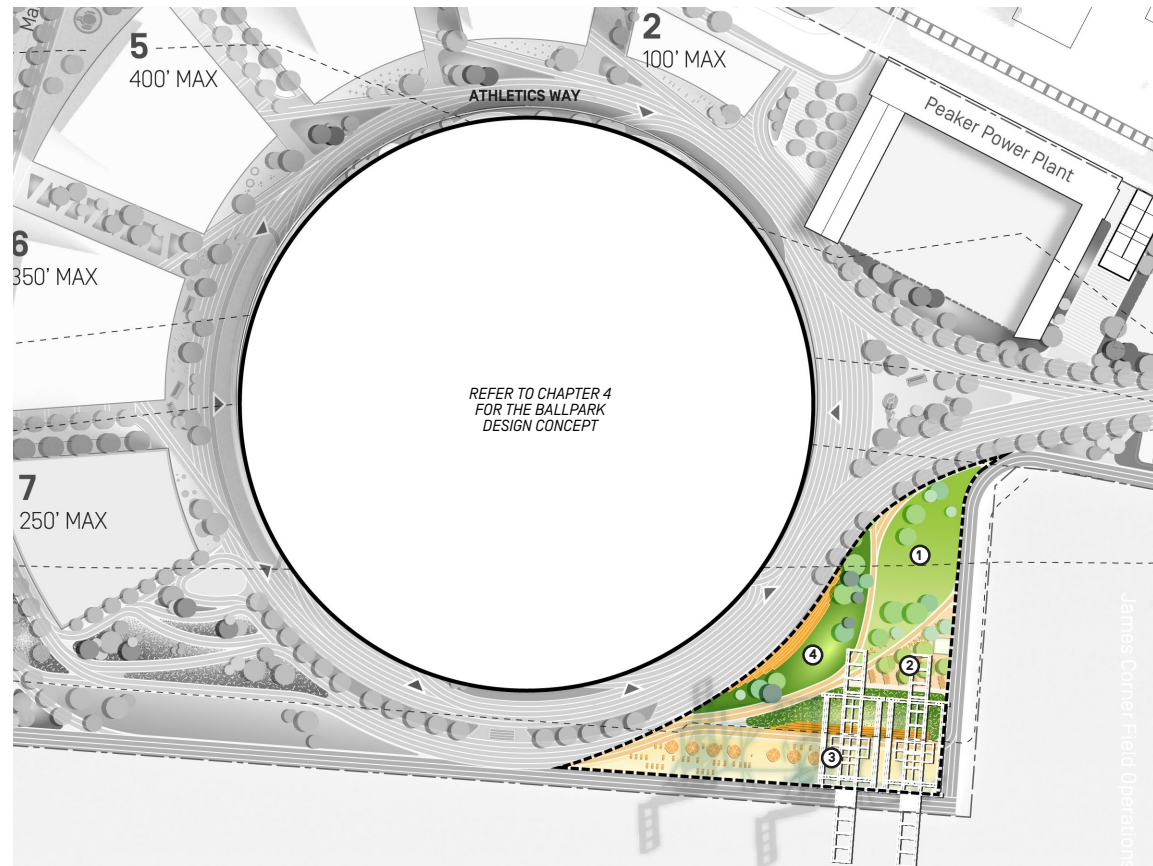
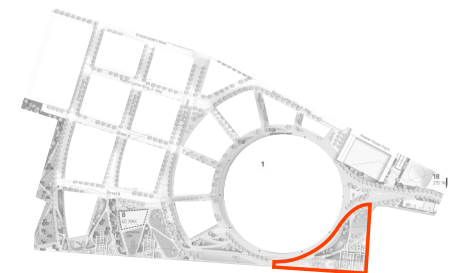


FIGURE 2.5.2. Pier Park Illustrative Plan

1. Pier Park Lawn
2. Pier Park Picnic Terrace
3. Harbor Beach
4. Public Viewing Hill



key map



FIGURE 2.5.3. Illustrative Visualization of Pier Park Lawn

## HARBOR BEACH\*\*

Below the former Port Cranes\* at the south-eastern corner of Pier Park, lies the approximately seventeen hundred (1,700) square foot Harbor Beach. This urban 'beach' sits atop the existing wharf and does not provide direct access to the harbor water. Rather, it is a sand-filled platform for all forms of beach activities, including sunbathing, pick-up volleyball, lounging, family play, and otherwise enjoying the sunny east bay climate.

A continuous band of seating bleachers anchor the north edge of the beach and provide a landing for the crane footings and a buffer from game-day activities.

\*pending further feasibility studies



FIGURE 2.5.4. Illustrative Visualization of Public Viewing Hill



FIGURE 2.5.5. Illustrative Visualization of Harbor Beach

## PUBLIC VIEWING HILL

Framing the western edge of Pier Park, adjacent to Athletics Way, is the Public Viewing hill. This sculpted earthwork provides terraced seating with views into the ballpark, while also buffering Pier Park from game day crowds and wind, thereby allowing the park to comfortably serve the average visitor throughout the year.

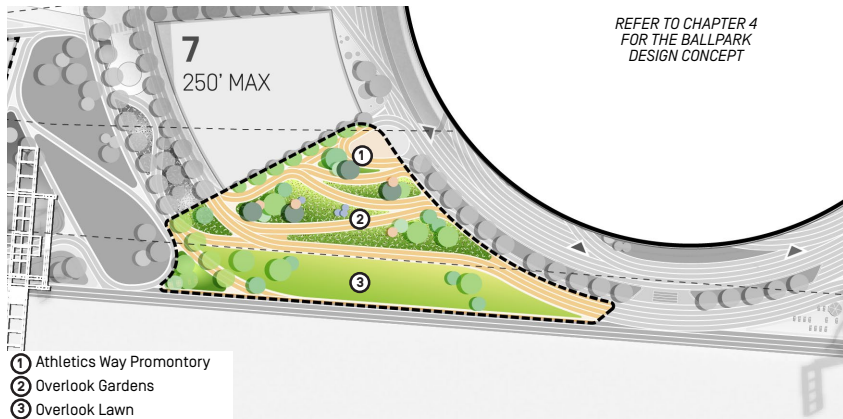
The Viewing Hill will have seating steps embedded in the topography. The eastern face of the hill will be planted with meadow grasses.

\*\* More research and feasibility testing is needed to confirm the viability. If a sandy beach is not viable, the material would change but the space's general function would remain.





**FIGURE 2.5.6.** Illustrative Visualization of Overlook Gardens & Lawn



**FIGURE 2.5.7.** Overlook Park Illustrative Plan

## OVERLOOK PARK

**LEVERAGING THE TOPOGRAPHIC CONDITIONS** created by the elevated Athletics Way, a series of cascading gardens provide stunning views to Alameda, the Harbor and Bay while meandering accessible ramps mitigate the grade change and link the Athletics Way promontory to the waterfront promenade.

## OVERLOOK GARDENS

The planting palette for the Overlook Gardens will include species that have proven their adaptability to the conditions along the Bay.

To achieve a sustainable and sensorially-rich garden, the palette will consist primarily of scented plants and specimens suited to the wind conditions of the site.





**FIGURE 2.5.8.** *Illustrative Visualization of Athletics Way promontory*

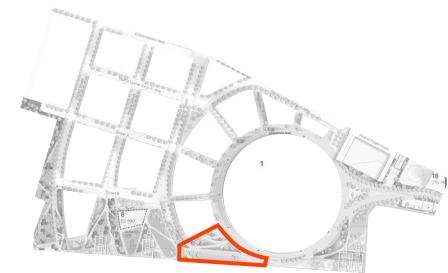
Trees will be selected and located in the lower tiers of the overlook gardens to ensure that the views from the overlook are not obstructed.

This palette will allow for the creation of a biodiverse and robust landscape, one that thrives on relatively low levels of water and flourishes with appropriate levels of maintenance.

A planting palette with intense color contrast, textures and scent is encouraged.

## OVERLOOK LAWN

At the base of the Overlook Gardens, a gently sloping lawn links the gardens to the water's edge and provides a flexible, social, and green edge to the Ballpark.



key map





**FIGURE 2.5.9.** Illustrative Visualization of Overlook Gardens & Lawn



**FIGURE 2.5.10.** Harbor Lawn and Crane Plaza Illustrative Plan

## HARBOR LAWN

The Harbor Lawn, along with Harbor Amphitheater and Activation Zone anchor the center of the waterfront park and serve as the primarily softscape area of the district. The green spaces are scaled for small and large activities, including informal sports, arts and performances, festivals, play, picnicking and leisure - all with dramatic views of the harbor.

Crane Plaza Seating Hill flanks the lawn and amphitheater to the west to provide wind protection to the flexible lawn and an enhanced viewpoint towards the Crane Plaza Stage.



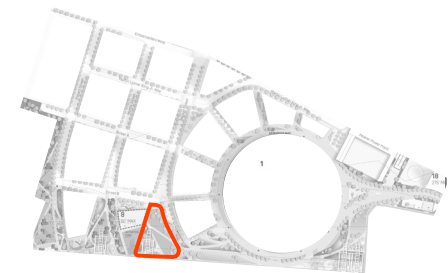


FIGURE 2.5.11. Illustrative Visualization of Crane Plaza

## CRANE PLAZA

The Crane Plaza is an intimate open space directly below the former Port Crane\* on axis with Market Street. It is envisioned as a space for small-scale impromptu community gatherings and events. A central, oversized stage is to be designed to provide seating on non-event days and serve as a performance platform with the harbor as backdrop and the impressive cranes above.

\*pending further feasibility studies.



key map

## HARBOR AMPHITHEATER

The central attraction of the waterfront park is the Harbor Amphitheater, a sculpted green park that offers elevated views of the estuary and horizon and the possibility of large spectator events and performances. Adjacent to the Amphitheater is the Activation Zone, a development parcel that could provide a regional attraction and support the cultural activities of the amphitheater.

Within the Harbor Amphitheater, there are three distinctive components:

### ACTIVATION ZONE PAVILION

Block 8 is envisioned as an anchor and activator within the waterfront park. The future pavilion may vary in shape, configuration and design; however, it could contribute to the activation of the adjacent streets and park and allow for roof access with enhanced views towards the estuary.

### ACTIVATION ZONE PLAZA

The Activation Zone Plaza animates the corner of Market St. and Street B and marks the entrance to the Waterfront Park from the district. The plaza will provide casual seating as an extension of the ground floor programming of the adjacent "Activation Zone" pavilion.

The plaza will be defined through distinct paving materials and/or use of arts and artifacts and will include way finding for the Waterfront Park.

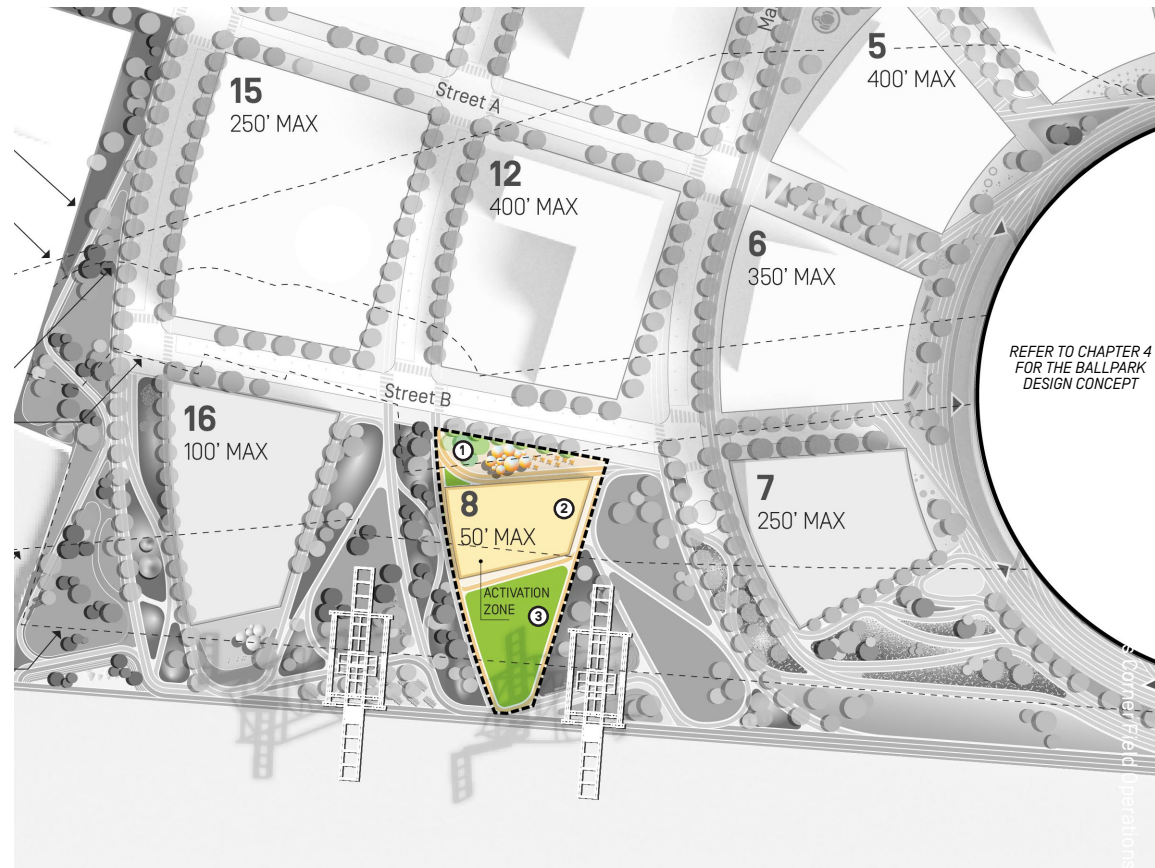
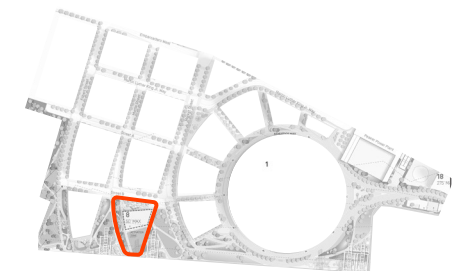


FIGURE 2.5.12. Harbor Amphitheater & Activation Zone Illustrative Plan

1. Activation Zone Plaza
2. Activation Zone Pavilion/ Harbor Amphitheater
3. Harbor Amphitheater Lawn



key map





**FIGURE 2.5.13.** *Illustrative Visualization of Harbor Amphitheater Lawn & Activation Zone*

## HARBOR AMPHITHEATER LAWN

With its location at the intersection of Market Street and the Waterfront Promenade, the Harbor Amphitheater Lawn is the center-point of activity for the waterfront park. This green, open clearing is the epitome of flexible park space for all visitors and uses, in that it can accommodate the large crowds coming to the ballpark or amphitheater performances as well as the families and small groups coming to the park for everyday leisure.

## WESTERN GARDENS

Open yet intimate the Western Gardens are imagined as the biodiverse centerpiece of the Waterfront Park. The west end marks the transition from a more urban, programmed park to a more naturalized 'wild' landscape, where the region's coastal ecotone can be expressed and experienced.

The Gardens will be curated with consideration of climate-readiness, resiliency, and resource conservation. Diverse, layered planting palettes, integrated stormwater management strategies, and robust materials and furnishings contribute to a design that responds to the sites character, while providing more intimate settings.

Within the Western Gardens there are four distinctive components:

## HARBOR MEADOWS

Open meadows of native perennials and wildflowers cover these fields within the waterfront park. Clusters of trees will provide wind protection and shade, while Coastal Live Oaks puncture the canvas with sculptural silhouettes – evoking the region's hillside landscapes and providing beauty to the western harbor meadows.

## WEST PLAZA

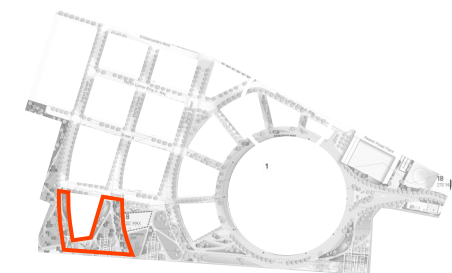
As the waterside frontage of Block 16, the West Plaza is envisioned as an extension of the regionally serving program of the future building. The design of the plaza will emphasize a strong indoor-outdoor relationship between the park and the interior program.

It will provide an elevated edge to accommodate Sea Level Rise and serve as seating edge towards the promenade.



FIGURE 2.5.14. Western Gardens, Filbert St. Picnic Terrace Plan & Harbor Meadows Illustrative Plan

1. West Plaza
2. Harbor Meadows
3. Gardens
4. Filbert Street Picnic Terrace



key map





FIGURE 2.5.15. Illustrative Visualization of Filbert St. Picnic Terrace

## GARDENS

A pair of rolling, topographically shaped gardens define the ends of both Filbert and Myrtle Streets. Shaped with low, rolling landforms, the gardens provide wind protection to the adjacent plazas and lawns and create a soft threshold for entering the Waterfront Park.

The Gardens will be distinguished by their topography and horticulturally rich plantings. An enhanced native palette will be utilized, focusing on plants with seasonal interest and sculptural qualities. The gardens may include interpretive narrative elements to communicate the natural history of the site and/or environmental processes. The gardens may also support the site's stormwater management.

## FILBERT STREET PICNIC TERRACE

The Filbert Street Picnic Terrace is envisioned as the active, social space within the Western Gardens. This terrace is designed as an informal space where people can enjoy the scenery and spectacle of the working port. A grove of trees [see planting section 3.8] sits below the western former Port Crane\*, creating a unique contrast between the dramatic scale of the site's industrial history and the intimacy of the tree canopy. The picnic terrace will be designed for informal gathering and enable food and beverage operations where feasible. The primary furnishings will be oversized picnic tables that can accommodate all age groups and abilities.

To ensure continuity, specific furnishings for the entire site will be specified in the first FDP. For furnishing concepts, see Section 3.6.

\*pending further feasibility studies



## WEST END PARK

Marking the far western edge of the Waterfront Park and District, West End Park is imagined as a more rustic, almost naturalized landscape of trails, dune-like landforms, and enhanced coastal plantings. Whereas the eastern and central areas of the Waterfront Park respond to the Ballpark (and as a result, are oriented around activities and use and larger crowds), the West End Park responds to the industrial context of this area of the site.

With the neighboring Schnitzer Steel Plant, the West End Park will act as a visual “buffer” in a way, softening the context, but also complimenting its character. The West End Park might also be suited as a venue for local artists, inspired by other rustic parks along the east bay waterfront, like César E. Chávez Park, McLaughlin Eastshore State Seashore and the Albany Bulb. In this way, the West End Park offers a different type of setting from other park spaces across the district. It is at once a buffer landscape, with earthworks and plantings to screen the industrial activity from nearby residential buildings, but also a place for quiet reflection contemplation as it is separate from the larger areas of activities and event.

At West End Park, the potential for incorporating art is especially welcome as well as for interpretation of the site's industrial and maritime history. Both art and interpretation will add richness to the experience of this place, and reward visitors for returning to encounter new details.

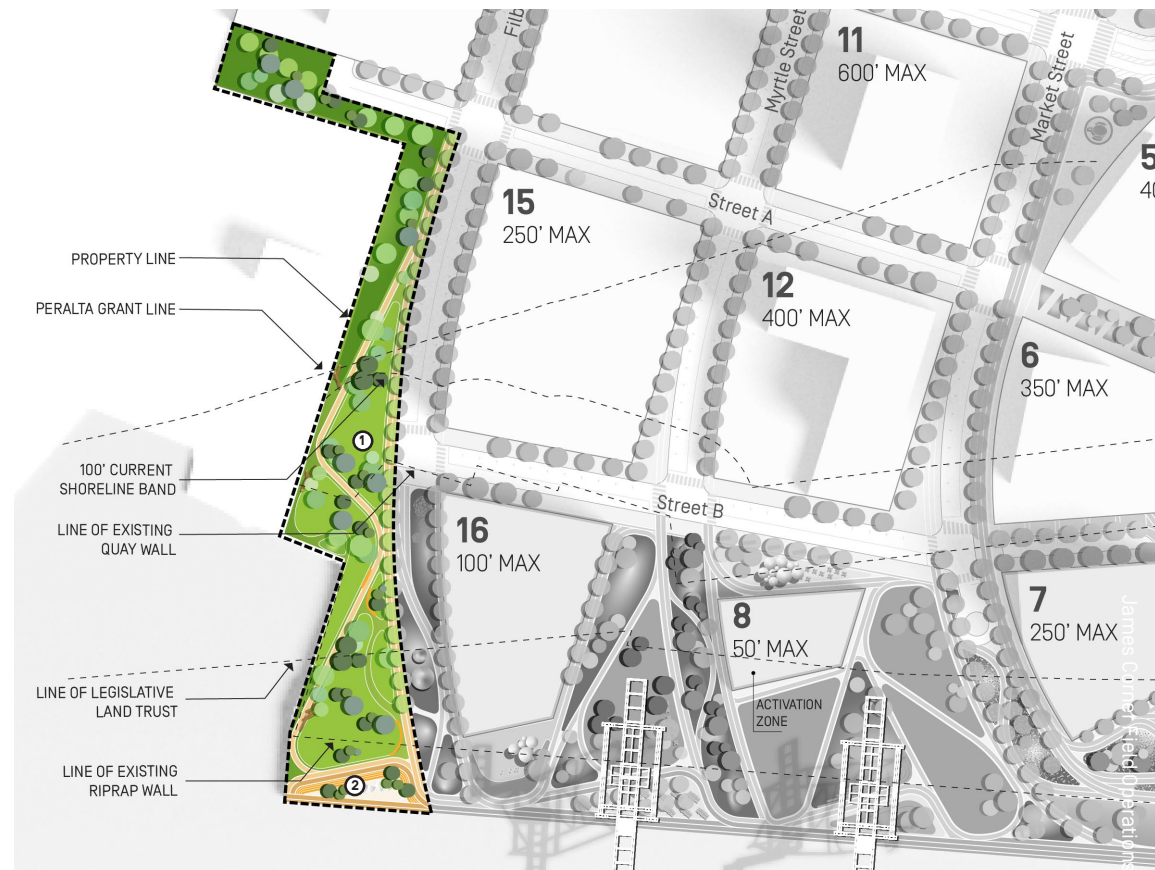
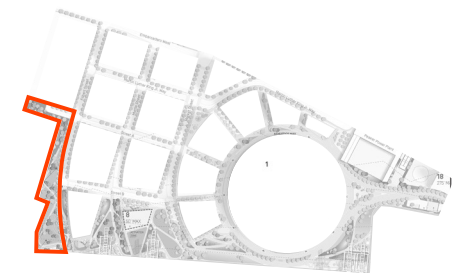


FIGURE 2.5.16. West End Park Illustrative Plan

1. West End Park
2. The Point



key map





**FIGURE 2.5.17.** *Illustrative Visualization of West End Park*

## THE POINT

At the intersection of West End Park and Street B is 'The Point', a sculpted earthwork that screens the industrial activity at eye-level while offering an elevated view of the estuary and surrounds from its peak. Park pathways meander around the point, which also provides a highly visible platform for site specific art.

## 2.6 M.R.S. OPEN SPACE NETWORK

In the Maritime Reservation Scenario (MRS), the full extent of the Masterplan east of Market Street is retained, inclusive of Pier Park, Athletics Way Promenade, and the Overlook Gardens. Where the Maritime Scenario differs is west of Market Street, where the potential expansion of the ports turning basin results in a narrower and, therefore, more urban waterfront that will celebrate the spectacle of the massive turning vessels.

In this scenario, the Bay Trail and Waterfront Promenade will continue to extend from Jack London Sq. to West End Park, looping back to Market St. and connecting into the city.

The Western Promenade is adjacent to a generous 'Social Lawn' and the 'Turning Basin Amphitheater', which are designed to accommodate gathering, small and medium scaled events, and, of course, elevated vistas towards the basin and estuary.



FIGURE 2.6.1. Maritime Reservation Scenario Open Space Character Illustrative Diagram



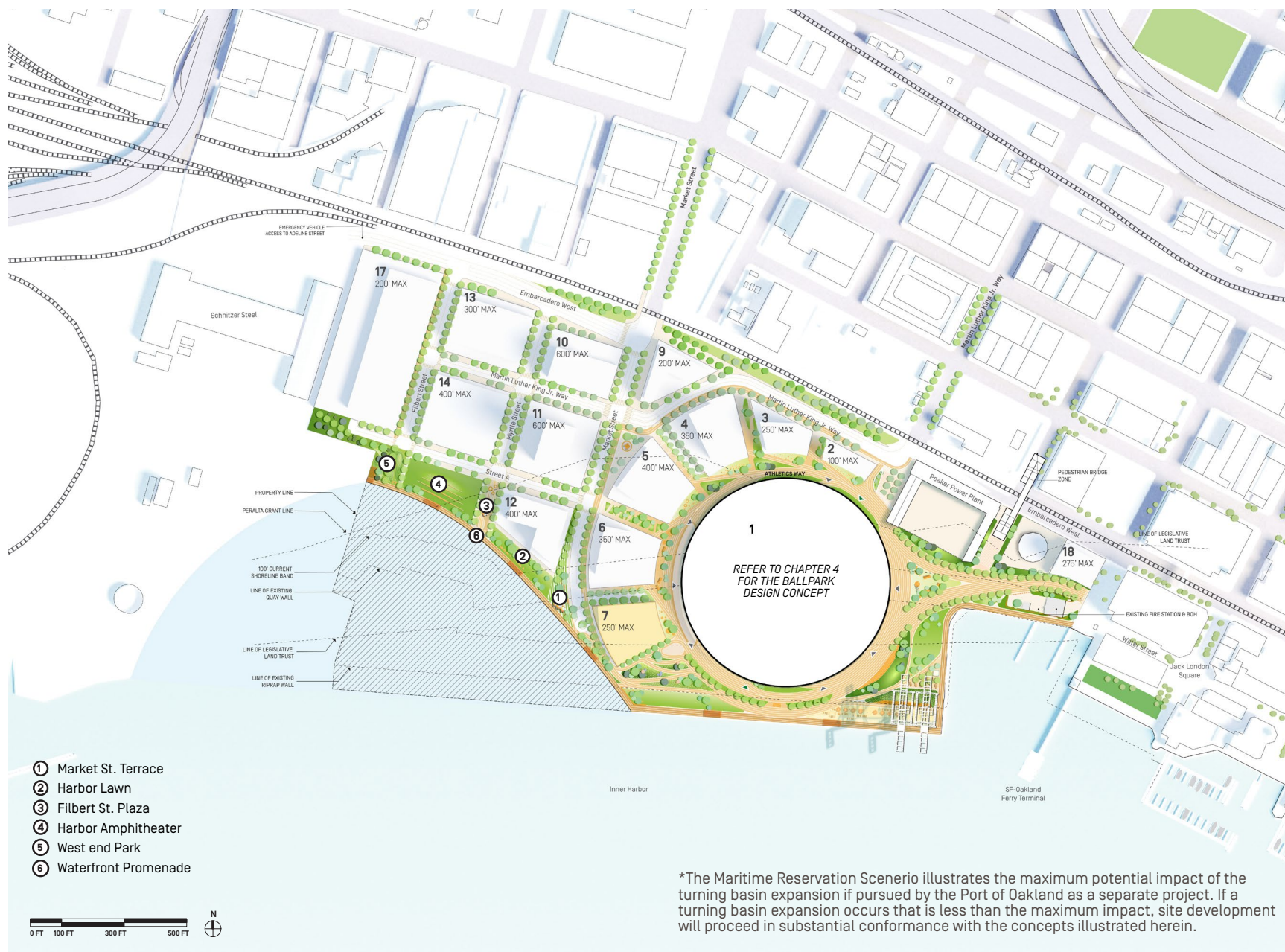


FIGURE 2.6.2. Maritime Reservation Scenario Open Space Network Illustrative Site Plan

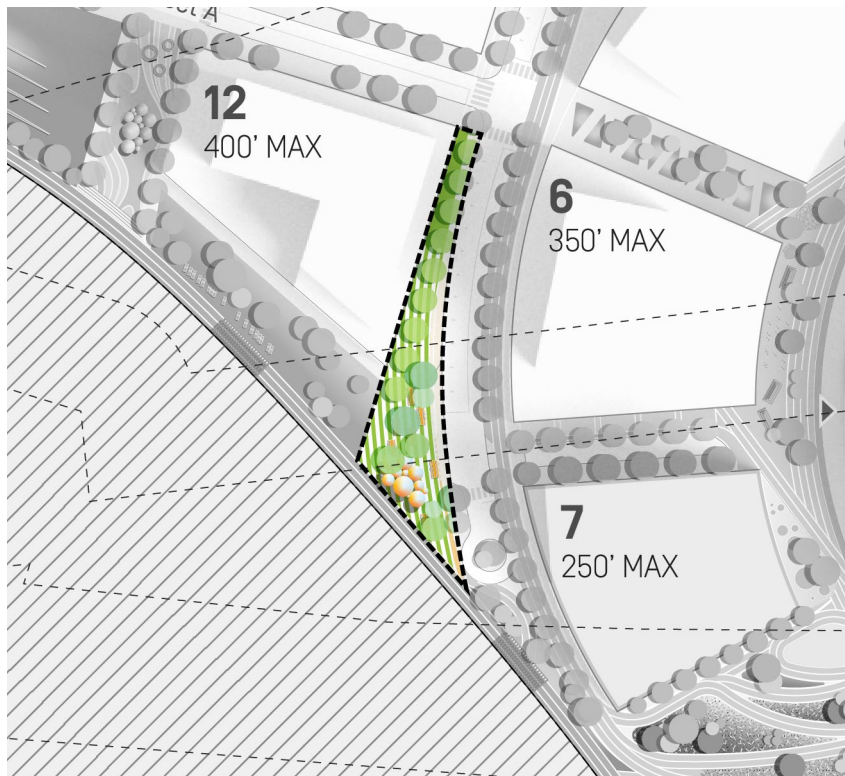


FIGURE 2.6.3. M.R.S Market St. Terrace Illustrative Plan

## M.R.S. MARKET STREET TERRACE

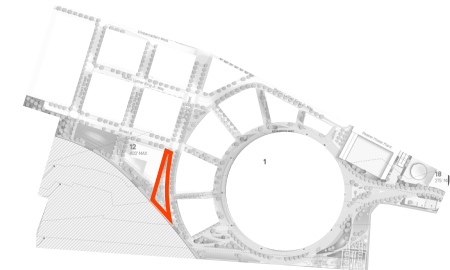
Anchoring the end of market street, the Market St. Terrace is a highly visible location that marks the entrance and provides a generous gateway into the waterfront park. It is an opportunity to orient and welcome visitors to the waterfront park.

The plaza is envisioned as a semi soft social space, where planting and hard scape are weaved to provide a soft yet flexible setting. Movable and fixed seating will be provided, where people can enjoy the scenery of the Harbor Turning Basin. The Terrace will include variety in seating to accommodate all age groups: chairs, benches, chaise lounges, and/or oversized seating.

For furnishing concepts, see Section 3.6 Site Furnishing.



FIGURE 2.6.4. Illustrative Visualization of M.R.S Market St. Terrace



key map

## PLANTED GARDEN

A softscape area within the plaza that enhances pedestrian comfort and may provide stormwater management. The garden will include a variety of native plant species and may include interpretive narrative elements to communicate the environmental processes.





FIGURE 2.6.5. M.R.S. Harbor Lawn Illustrative Plan

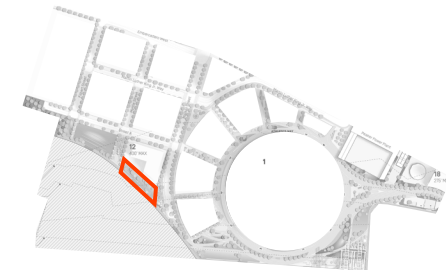
## M.R.S. HARBOR LAWN

The Harbor Lawn is designed as the social center of the Maritime Scenario Waterfront park. It is designed to encourage people to sit, play, relax, enjoy the panoramic views and spectacular bay sunsets. Recommended programs include temporary recreation, group fitness, and informal leisure activities such as lawn games, sunbathing, and picnicking. If permitted, the lawn will be sufficiently lit for continued usage at night.

Small clusters of trees provide wind protection and compliment the open lawn by providing shaded seating opportunities



FIGURE 2.6.6. Illustrative Visualization of M.R.S. Harbor Lawn



key map

A continuous seating edge, frames the southern edge of the Harbor Lawn, thus providing an elevated, level platform for the lawn. This provides a design that allows for maximum flexibility of use and programming.

The Harbor Lawn seating edge serves to accommodate Sea Level Rise, while also providing a social interface with the promenade. A linear plaza along the northern edge of the Maritime Scenario Harbor Lawn serves as the waterside frontage of Block 12. The Plaza is envisioned as an extension of the program of the future building, where café and outdoor seating may serve retail and/or restaurant facilities within Block 12.



FIGURE 2.6.7. M.R.S. Filbert Street Plaza Illustrative Plan

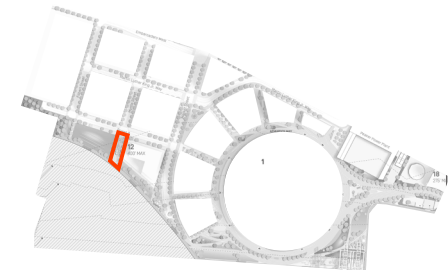
## M.R.S. FILBERT STREET PLAZA

The Filbert Street Plaza is the central connection between the district and the waterfront promenade. A flexible open space that can accommodate events, community gatherings, and passive uses with the backdrop of the Turning Basin.

The design of the plaza will support daytime and evening programming such as art, evening festivals, and impromptu performances. The plaza is encouraged to be defined through distinct paving materials and/or use of arts and artifacts adjacent to the plaza. Oversized furnishings are recommended.



FIGURE 2.6.8. Illustrative Visualization of Filbert Street Plaza



key map

The Plaza will provide an elevated edge to accommodate Sea Level Rise and serve as seating edge towards the promenade while also emphasize a strong indoor-outdoor relationship between the park and the interior program.

Social steps and ramps will be incorporated into the southern plaza edge, providing an accessible route into the plaza.





FIGURE 2.6.9. MRS Waterfront Promenade Illustrative Plan

## M.R.S. WATERFRONT PROMENADE

A key distinction of the Maritime Base Scenario is the alignment of its promenade. The arced geometry of the widened harbor creates a dramatic scenery of the potential Turning Basin, with what feels like more than 180-degree views of the Estuary.

The M.R.S Waterfront Promenade continues the vision of the Masterplan, while integrating a series of pavilions, providing a cadence along the waterfront, and shaded places to gather, relax and enjoy the scene.

The pavilions are envisioned as a place for small-scale impromptu community gatherings or events, providing social seating, shade, and a backdrop for performances.



FIGURE 2.6.10. Illustrative Visualization of Waterfront Promenade



Each pavilion will be designed as part of a family of features, while adjusting to the adjacent programming: A gathering place, and frame of the view at the Harbor Green, a Stage at the Harbor Amphitheater, and an anchor within the West End Park.

The Bay Trail threads through this series of pavilions, and connects the full length of the Waterfront Park, from Water Street to West End Park, looping back to Market Street, and Oakland at large.

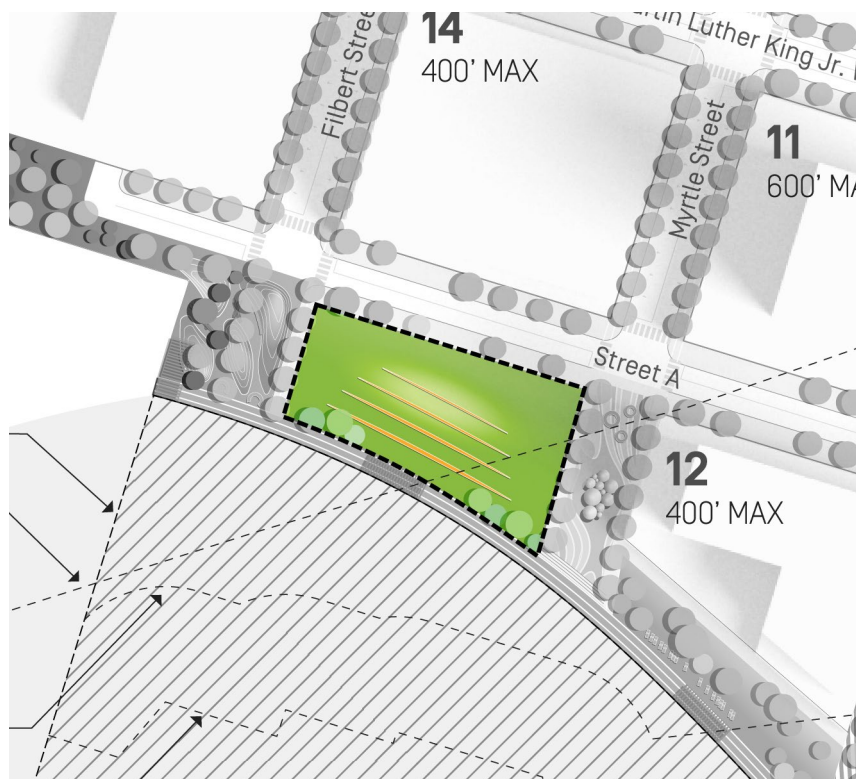


FIGURE 2.6.11. MRS Harbor Amphitheater Illustrative Plan

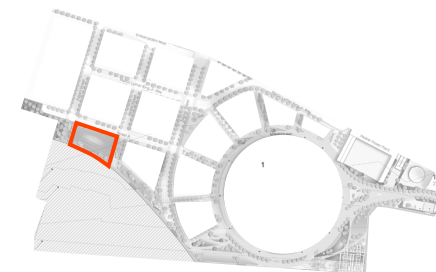
## M.R.S. HARBOR AMPHITHEATER

The Harbor Amphitheater is a sculpted green earthwork that provides terraced seating with elevated views into the Maritime Reservation Scenario harbor. The Amphitheater is envisioned as the main social space of this more urban waterfront park, a place to enjoy the spectacle of the working port, turning basin.

Small clusters of trees are strategically placed to buffer winds, while serving as a frame for the turning basin activities.



FIGURE 2.6.12. Illustrative Visualization of M.R.S. Harbor Amphitheater



key map

At the south edge of the Harbor Amphitheater, the west promenade is framed with a stage pavilion. This western pavilion serves as both a social anchor for the promenade, and as a performance stage for the Amphitheater.

If permitted, this area will receive supplemental lighting, to support impromptu small events.





**FIGURE 2.6.13.** *Illustrative Visualization of M.R.S. Turning Basin*









## 3.0 DEVELOPMENT GUIDELINES

The guidelines are informed by the broader masterplan principles and aim to inspire forward-thinking architecture that speaks to the culture, history, and climate of the location while fostering environmental stewardship and sustainability. The guidelines establish an aesthetic standard that sets precedent for future development, while enhancing the value of the property and protecting the investment anticipated at Howard Terminal. The guidelines allow buildings to be designed and executed with common and locally available materials that express the time and technology in which they're built. When fully developed, Howard Terminal should evoke variety, appearing like many buildings designed and built over time while still cohesively integrating with the surrounding urban fabric of Oakland and the Bay Area.



### UNIQUELY OAKLAND

The architecture and urban spaces are encouraged to be responsive towards the unique heritage of the context and waterfront, create a platform for local cultural identity, and reflect the unique streetscape experiences present throughout the neighborhood.



### GREEN LIVING

The architecture is encouraged to take advantage of the mild climate of the Bay Area and foster flexibility between indoor and outdoor spaces as a means of giving character to the district and enjoyment to both workers and residents. This will enrich the public realm, while aligning with leading sustainable building practices. Similarly, the architecture and urban spaces are encouraged to foster a sense of environmental stewardship and learning.



### ECONOMIC DIVERSITY

The architecture and public spaces **will** encourage flexibility in design and function to adapt to a rapidly evolving urban, cultural, and economic landscape. At the same time, they will be expressive of their use, their location and responsive to local conditions.



### PEDESTRIAN FIRST

The architecture and urban spaces must prioritize the pedestrian experience and foster ground level activation, safety, permeability, and mobility throughout the district.





\* Massing and **architecture** shown is illustrative only. Actual design and development proposals will vary in accordance with the Planned Unit Development permit, future FDP's, zoning, and design guidelines.

Massing shown does not illustrate maximum heights on all blocks.

Massing illustrates how the maximum development program might layout on site in accordance with the tower massing requirements in this document.



## 3.1 BUILDING MASSING, HEIGHTS, AND LOCATIONS

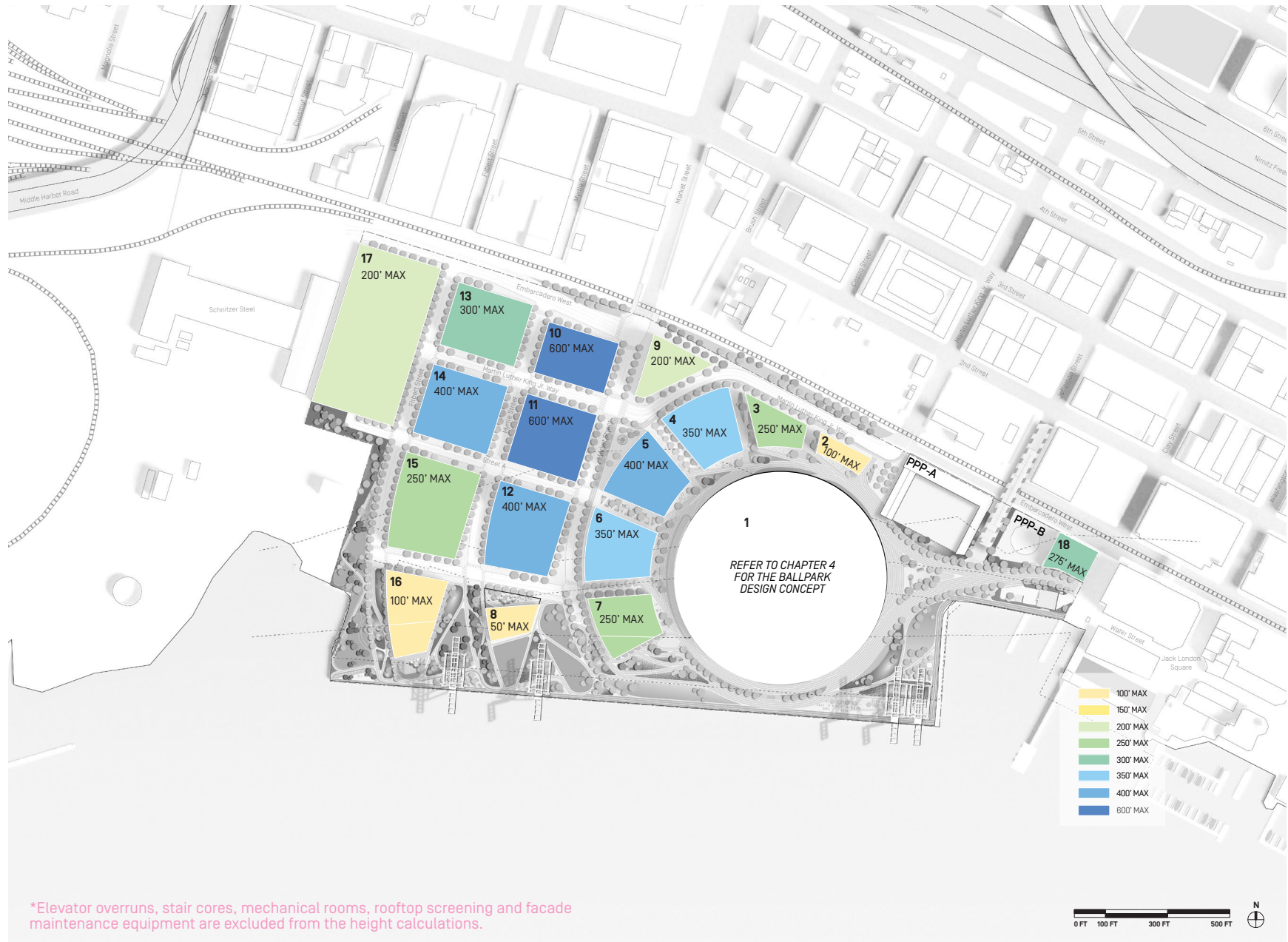
### BUILDING MASSING AND HEIGHT

Maximum building heights within the masterplan are organized to both create an iconic skyline for the district while respecting the surrounding context. Taller towers are concentrated near the center of the district to offer ample views for development parcels while minimizing their impact to the surrounding neighborhoods. Building envelopes closer to the district perimeter and waterfront are calibrated to gradually step down in height to foster cohesion with the existing and future anticipated urban fabric. The inclusion of 600-foot tall massing envelopes create greater flexibility for developers to create iconic architecture while reducing development pressure on the rest of the district. The diversity in building heights will enable the possibility of various typologies to coexist and increase the variety of spaces available to tenants and residents.

The massing of buildings should reinforce the qualities of each character street while ensuring the necessary daylighting, and ventilation.

**PROJECT DEVELOPERS SHALL PROVIDE A WRITTEN EXPLANATION DESCRIBING HOW THEIR PROJECTS ACHIEVE THE FOLLOWING MASSING GOALS TO THE EXTENT FEASIBLE.**

- 1. PODIUM BASE HEIGHT SHALL NOT EXCEED 85-FEET FROM THE ADJACENT SIDEWALK ELEVATION.** Tower massing is understood to be any occupiable floor plate located above 85-feet from the adjacent sidewalk elevation.
- 2. MASSING AND TOWER PLACEMENT SHOULD HELP EXPAND VIEWS TOWARDS THE WATERFRONT FROM THE PUBLIC REALM** at the ground plane (streets, parks) and incorporate setbacks as outlined in later chapters.
- 3. MASSING SHOULD CONSIDER PREVAILING WIND PATTERNS TO MAXIMIZE THERMAL COMFORT WHILE REDUCING GUSTS AND VORTICES IN PEDESTRIAN ZONES AND OPEN SPACES.** Buildings are required to comply with the wind analysis requirements as stated within the Environmental Impact Report [EIR].
- 4. MASSING NEAR THE PERIMETER OF THE DISTRICT SHOULD BE SENSITIVE TO THE NEIGHBORHOOD CONTEXT WHERE FEASIBLE.** Potential strategies may include but are not limited to: organizing lower height components closer to the perimeter of the site, terracing downwards towards the existing context or waterfront, etc.
- 5. TOWER AND PODIUM MASSING ON PARCELS ADJACENT TO THE BALLPARK SHOULD EXPRESS A MASSING RELATIONSHIP WITH THE BALLPARK DESIGN AS FEASIBLE.** Potential strategies include but are not limited to: terracing tower rooftops towards the ballpark, aligning the podium roof terraces with the ballpark rooftop, *orienting major design elements such as voids and open spaces which frame or enhance views from the ballpark towards the surrounding district*, etc.
- 6. VISUAL PERCEPTION OF BUILDING MASSING SHOULD BE REDUCED WHERE FEASIBLE.** Potential strategies may include but are not limited to: breaking up larger building volumes, introducing shifts of plane into the facade, integrating terraces, incorporating details which reduce the scale of continuous walls or surfaces, etc.
- 7. TOWER AND PODIUM MASSING SHOULD BE A COHERENT COMPOSITION** and access to tower entrances and program uses should be clearly articulated at the pedestrian level.
- 8. RESIDENTIAL TOWER FLOOR PLATE SIZES SHALL BE CONTROLLED FOR PORTIONS OF THE BUILDING AT SPECIFIED HEIGHTS** by *Table 3.1.1* to encourage more sculpted massing as the height of the building increases. *See Figure 3.1.5.*
- 9. COMMERCIAL TOWER FLOOR PLATE SIZES SHALL BE CONTROLLED FOR PORTIONS OF THE BUILDING AT SPECIFIED HEIGHTS** by *Table 3.1.2* to encourage more sculpted massing as the height of the building increases. *See Figure 3.1.6.*
- 10. TOWERS CONNECTED BY SKYBRIDGES** on the same block shall be treated as separate towers under the tower massing controls.



\*Elevator overruns, stair cores, mechanical rooms, rooftop screening and facade maintenance equipment are excluded from the height calculations.

**FIGURE 3.1.1.** Building heights in Baseline Scenario



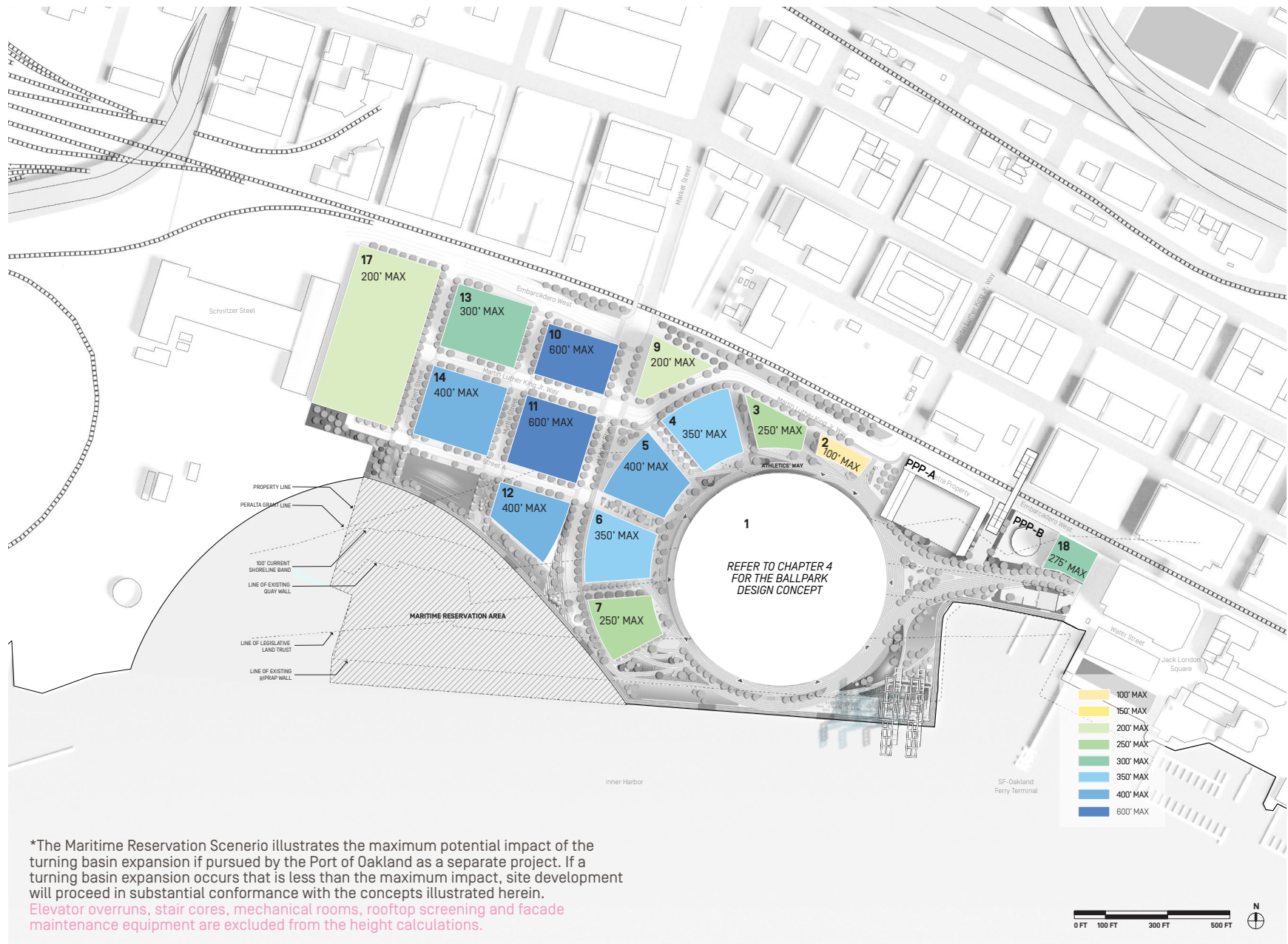


FIGURE 3.1.2. Building Heights in the Maritime Reservation Scenario



**FIGURE 3.1.3.** Illustrative Massing shown with max. building heights as extrusion of blocks



**FIGURE 3.1.4.** Illustrative Massing shown with max. building heights as extrusion of blocks

\* Massing and **architecture** shown is illustrative only. Actual design and development proposals will vary in accordance with the Planned Unit Development permit, future FDP's, zoning, and design guidelines.

Massing shown does not illustrate maximum heights on all blocks.

Massing illustrates how the maximum development program might layout on site in accordance with the tower massing requirements in this document.



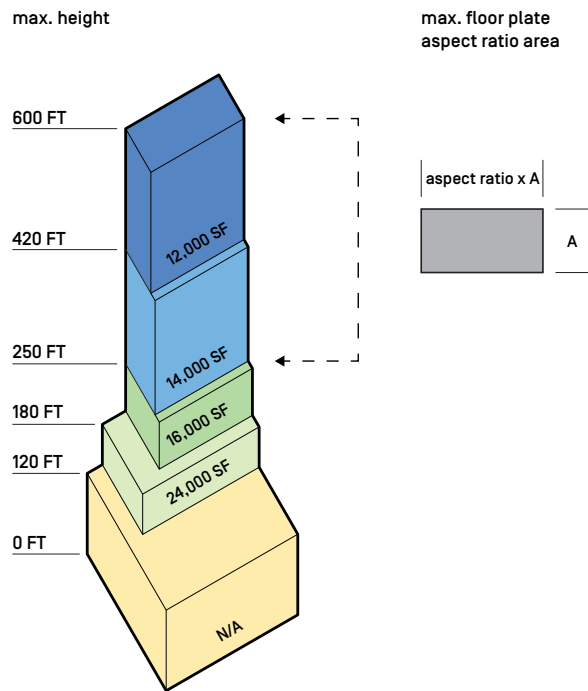


FIGURE 3.1.5. Residential maximum floor plate area at specified heights

## RESIDENTIAL MASSING FLOOR PLATE CONTROLS

Residential [height in feet*]	Max. Floor Plate [square feet]	Max. Floor Plate Aspect Ratio
0 - 120	N/A	N/A
>120 - 180	24,000	N/A
>180 - 250	16,000	N/A
>250 - 420	14,000	2.2
>420	12,000	1.8

\*Elevator overruns, mechanical rooms, rooftop screening and facade maintenance equipment are excluded from the height calculation.

TABLE 3.1.1. Residential maximum floor plate area at specified heights

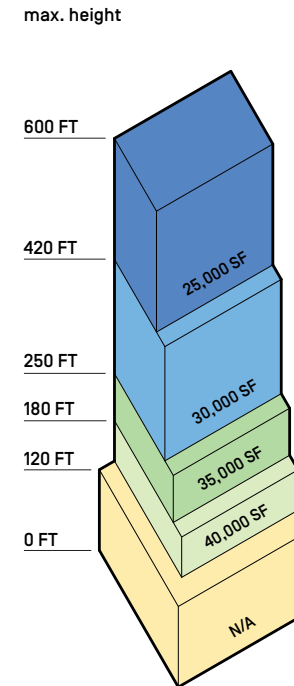


FIGURE 3.1.6. Commercial maximum floor plate area at specified heights

## COMMERCIAL MASSING FLOOR PLATE CONTROLS

Commercial [height in feet*]	Max. Floor Plate [square feet]
0 - 120	N/A
>120 - 180	40,000
>180 - 250	35,000
>250 - 420	30,000
>420	25,000

\*Elevator overruns, mechanical rooms, rooftop screening and facade maintenance equipment are excluded from the height calculation.

TABLE 3.1.2. Commercial maximum floor plate area at specified heights

## 3.2 STREET WALLS AND THE PUBLIC REALM

In keeping with the design principles of the ballpark as an anchor for the development, the masterplan prioritizes the pedestrian experience through permeability, transparency, articulation, and integration of public spaces to enliven the streetscape while promoting a sense of community as a cohesive green district.

### PERMEABILITY

1. **FACADES ARE ENCOURAGED TO FOSTER CONNECTIVITY AND SPILLOVER BETWEEN THE INTERIOR SPACES AND THE STREETScape THROUGH OPERABLE FACADES** to both promote an active, vibrant neighborhood, while allowing occupants to take advantage of Oakland's mild climate.
2. **FACADES ARE ENCOURAGED TO INTEGRATE VEGETATION WHERE FEASIBLE AT THE STREET LEVEL TO ENHANCE THE SENSE OF PLACE AS A GREEN DISTRICT AND EMPHASIZE THE INTEGRATION BETWEEN THE INDOOR AND OUTDOOR AREAS.** Potential strategies include but are not limited to vegetated facades, green screens, as well as permanent and temporary planters and furnishings to softly define spaces and edges, etc. without compromising transparency and visual connectivity to activation program and retail.



A. Integrating operable facades



B. Using planters to softly define spaces



C. Blurring indoor environments with the outdoors.



D. Creatively using porosity to engage streetscape.

FIGURE 3.2.1. Permeability Examples





A. Maintain visual connectivity through massing



B. Prioritizing ground level transparency



C. Reveal and feature interior programs



D. Maintaining transparent corners at street level

FIGURE 3.2.2. Visual Connectivity Examples

## VISUAL CONNECTIVITY

- 1. GROUND LEVEL STREET FRONTAGES SHOULD PRIORITIZE TRANSPARENCY** to foster visual interest, and natural surveillance in the district. Primary street frontages should integrate a significant amount of clear, non-reflective windows, and doors at the ground level to the extent feasible to create a pedestrian friendly and visually active streetscape. Similarly, service streets are encouraged to maintain a high degree of transparency and activation at ground level wherever feasible, unless intended uses require otherwise.
- 2. BUILDING CORNERS ARE ENCOURAGED TO BE ACTIVATED AND MAINTAIN A HIGH DEGREE OF VISUAL CONNECTIVITY** to enliven the pedestrian experience while encouraging natural surveillance in the district.
- 3. NON-ARTICULATED OPAQUE BLANK WALLS ARE DISCOURAGED ALONG BUILDING FRONTAGES TO MAINTAIN A VIBRANT STREETScape** and should not exceed 30-percent of the maximum parcel frontage length and minimize segments exceeding 15-feet. Service areas are exempted. Blank walls should be designed to be integral to the architectural treatment of the remainder of the building. Vegetated facades, or public artwork are not considered blank walls.
- 4. BUILDINGS INVOLVED IN MANUFACTURING OR THE PRODUCTION OF GOODS ARE ENCOURAGED TO REVEAL AND FEATURE THEIR INTERIOR PROGRAM AND FUNCTIONS** to create public interest at street level and foster the reputation of the district as a working waterfront rooted to its industrial heritage.



## ARTICULATION

- 1. ARCHITECTURAL EXPRESSION AND DETAILING SHOULD PRIORITIZE THE PEDESTRIAN EXPERIENCE AT THE STREETWALL.** Potential strategies include but are not limited to incorporating richness in materiality, quality in construction and detailing, enhanced facade depth, etc.
- 2. MATERIALITY AT THE STREET LEVEL SHOULD BE VARIED, DURABLE, AND EASILY MAINTAINABLE. SIMILARLY, STREET-LEVEL FACADES ARE ENCOURAGED TO PROMINENTLY FEATURE NATURAL MATERIALS** such as wood, stone, terra-cotta, cross-laminated timber, etc. This imbues a tactile quality to the streetscape while reinforcing the sustainable character of the district.
- 3. VISUALLY ACTIVE LOBBIES AND ENTRY WAYS ARE ENCOURAGED** to foster public interest and telegraph points of entry along the streetscape.



A. Enhanced materiality at street level



B. Emphasizing natural materials



C. Visually active entryways



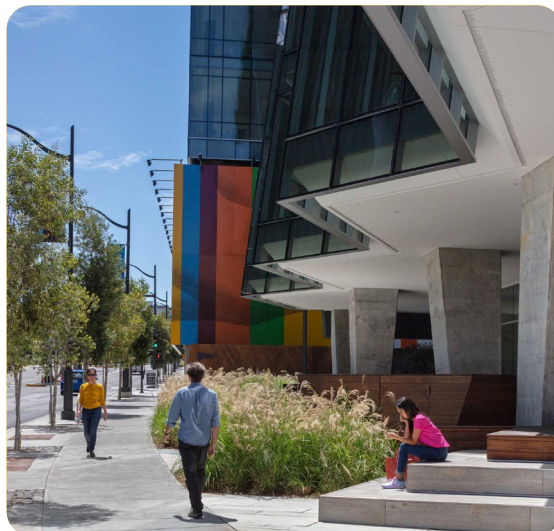
D. Integrating vegetated façades

FIGURE 3.2.3. Street Level Articulation Examples





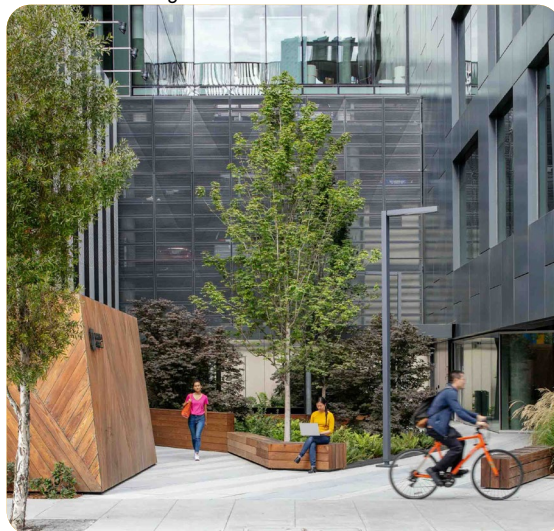
A. Integrate publicly accessible spaces at ground level



B. Erode urban edges at the base



C. Terminating Vistas should be treated as special moments.



D. Create passive recreation areas and nooks

FIGURE 3.2.4. Enriching the Public Realm

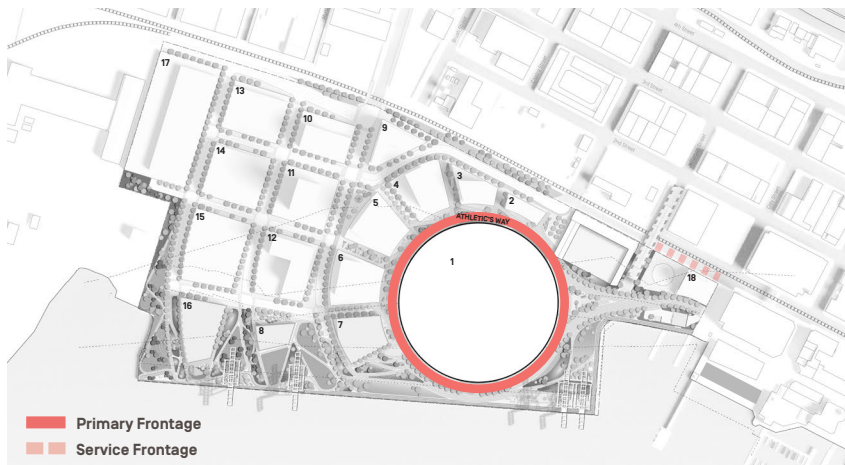
## ENRICHING THE PUBLIC REALM

- 1. WHERE STREETWALLS ARE ALLOWED BUILDING BASE MASSING THAT IDENTIFIES SPECIAL OPPORTUNITIES TO ENHANCE AND EXTEND THE PUBLIC REALM IS ENCOURAGED.** Potential strategies include but are not limited to: integrating pocket parks, landscaped areas, etc.
- 2. PERMANENT SURFACE PARKING IS NOT PERMITTED WITHIN THE DEVELOPMENT PARCELS** to prioritize the public realm and pedestrian experience.
- 3. PERMANENT PERIMETER FENCING IS NOT PERMITTED WITHIN THE DEVELOPMENT PARCELS** to prioritize the public realm and pedestrian experience. Ground floor residential uses are excluded from this requirement.
- 4. BUILDING FRONTAGES THAT OCCUR AT A TERMINATING VISTA SHOULD BE TREATED AS SPECIAL OPPORTUNITIES TO ADD CHARACTER TO THE PUBLIC REALM.** A terminating vista occurs when a building is placed at the end of a road such that when one looks up, the street view ends with the site such as at Block 17 at MLK Jr. way and Filbert Street. The Paseo corridors are exempt from this requirement. Potential strategies to add character may include but are not limited to: incorporating special articulation in the massing, facade expression and roof line, integrating public gathering spaces or other urban design features, etc.





**FIGURE 3.2.5.** Illustrative Athletics Way Promenade Concept Rendering



**FIGURE 3.2.6.** Athletics Way Activation Zones

## ATHLETICS WAY PROMENADE

Athletics Way is, first and foremost, an extension of Jack London Square's Water Street. It is an everyday promenade for locals and visitors to the waterfront, and a social concourse for Athletics' fans on game-days. In this way, Athletics Way serves dual functions: it establishes the identity and character of the public realm for everyday experiences, while also managing a significant volume of users during games.

The promenade will be designed to accommodate up to 35,000 Athletics fans and spectators on game-day, while also considering intimate, smaller scaled settings for everyday experiences. Athletics Way will be designed for flexibility, such that it can host a variety of activities and be as inviting on non-game-days or the offseason as it is on game-days.

Athletics Way will be designed to accommodate the functional needs of the site, such as emergency vehicle access, pedestrian connectivity, and universal accessibility,



A. Integrate space for event day spill-out



C. Integrate public amenities



B. Integrate social gathering spaces



D. Integrate passive recreation



FIGURE 3.2.7. Athletics Way Promenade References.

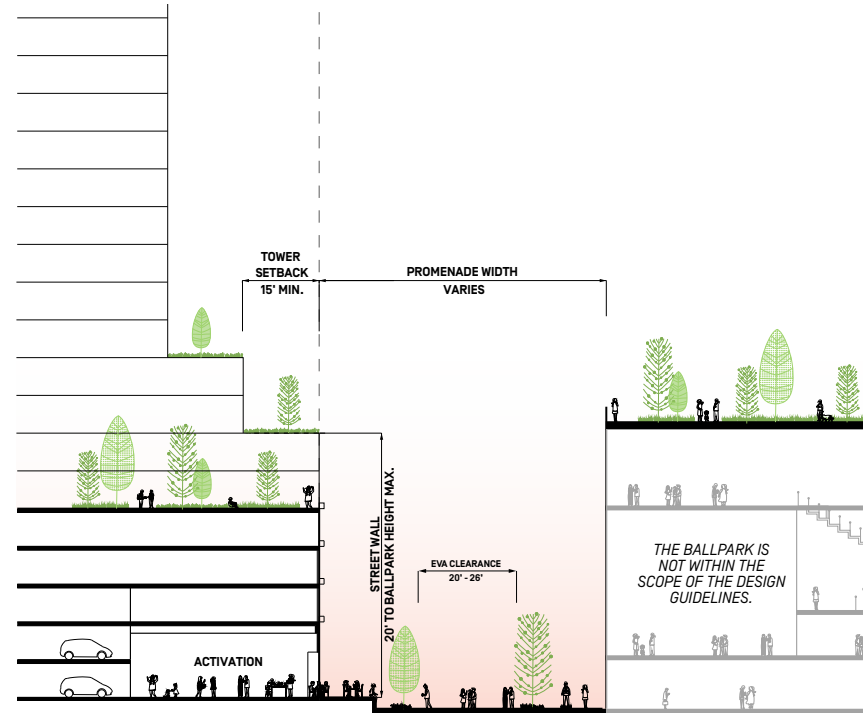


FIGURE 3.2.8. Athletics Way Frontages

while mediating the grade changes proposed between the Ballpark and the rest of the site.

- BUILDING FRONTAGES ALONG THE PROMENADE SHOULD REINFORCE THE STREET** by maintaining a strong street wall within 6-feet of the property line for at least 80-percent of the frontage length. This frontage length **shall** include the corners.
- BUILDING DESIGNS SHOULD RELATE WITH THE BALLPARK.** The streetwall height should range between at least 20-feet up to the height of the Ballpark measured perpendicularly to the parcel. Similarly, tower massing should be setback at least 15-feet from the property line in order to integrate elevated terraces and open spaces facing towards the Ballpark Rooftop Park. Blocks 2 and 3 are exempt from these requirements and may exceed the Ballpark height limit without setbacks.

- ATHLETICS WAY SHOULD ALLOW FOR DIVERSE FORMS OF ACTIVATION AT THE PROMENADE LEVEL TO ENSURE A VIBRANT PEDESTRIAN EXPERIENCE ON BOTH GAME DAYS AND DURING THE OFF-SEASON** for the zones identified in *Figure 3.2.6*. Potential activation may include but is not limited to: restaurants, cafes, galleries, retail, building lobbies and amenity spaces. Programming should encourage social interactions, activities, and events through a diverse range of active and passive uses. Projects are encouraged to ensure ground level activation at all corners and street intersections where feasible.
- PARKING GARAGE AND SERVICE ENTRIES SHOULD NOT BE LOCATED ALONG THIS FRONTAGE** to preserve the public character of the promenade.

A. Emphasize direction of travel



C. Respond to spaces' multi-use nature



B. Distinct urban scaled fixtures



D. Fixtures are not the focus



FIGURE 3.2.9. Athletics Way Promenade Lighting References.

## PROMENADE LIGHTING

- 1. POLE FIXTURES SHOULD BE URBAN IN FEEL AND APPROPRIATELY SCALED FOR THE INTENDED FUNCTION AND SPACE.** Details subject to change with administrative review.
- 2. FIXTURES SHOULD RESPOND TO THE MULTI-USE NATURE OF THE SPACE** providing way-finding and acting as an anchor for the pedestrian experience.
- 3. FIXTURES SHOULD NOT BE THE FOCUS,** instead the emphasis is placed on the ballpark itself and the fixtures should fall quiet against the backdrop of the park.

A. Wind tolerant species



C. Shade tolerant perennials



B. Light canopies for increased visibility



D. Biodiverse, robust planting



FIGURE 3.2.10. Athletics Way Promenade Landscape References.

## PROMENADE LANDSCAPE

- 1. TREES SHOULD RESPOND TO THE MICROCLIMATES OF THE PROMENADE.** Shade tolerant species shall be used along the north-west areas of promenade. Light-penetrating canopies shall be used along the waterfront promenade, to create visual connections to the ballpark, the development, and the Bay. The use of evergreen trees is encouraged throughout the promenade.
- 2. PLANTINGS SHALL BE HORTICULTURALLY DIVERSE.** Grasses, perennials, and a variety of shade tolerant plants shall be curated to create an enhanced native and climate-appropriate palette. Species that flower in shaded conditions are encouraged.





FIGURE 3.2.11. Illustrative Paseo Concept Rendering

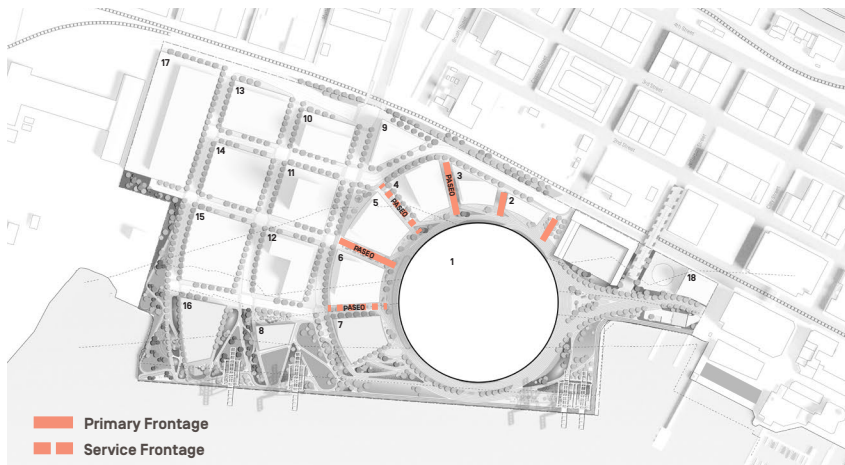


FIGURE 3.2.12. Paseo Activation Zones

## PASEO FRONTAGES

The Paseos radiate outward from Athletics Way Promenade and orient visitors towards the Ballpark. *See figure 3.2.12.* These corridors address the grade level change between street level and the Athletics Way Promenade through ramps and stairs. Paseos also serve as the primary service access for the ballpark and provide parking and service access for the adjacent buildings. Lastly, the Paseos create a security threshold for visitors approaching the ballpark during game-days. [Extents of security perimeter to be determined by the master developer.]

- 1. THE STREETWALL HEIGHT SHOULD MEDIATE THE TRANSITION BETWEEN THE STREETWALL FRONTAGE HEIGHT REQUIREMENTS FOR BOTH MARKET STREET AND THE ATHLETICS WAY PROMENADE.** *See figure 3.2.14B.*
- 2. TOWER MASSING SHOULD MAINTAIN A MINIMUM SETBACK OF 15-FEET FROM THE PROPERTY LINE** to widen the view corridor from the Ballpark to the rest of the district. *See figure 3.2.14A.*

A. Integrate social gathering spaces



C. Textured building façades



B. Integrate social gathering spaces



D. Community art walls



FIGURE 3.2.13. Paseo References.

3. **DEVELOPERS SHALL CONSULT WITH OAKLAND ATHLETICS' TO ENSURE PROJECT COMPLIES WITH GAME DAY NEEDS** and Major League Baseball [MLB] requirements.
4. **GROUND FLOOR BUILDING FRONTAGES SHOULD BE HELD AT THE PROPERTY LINE** to address and architecturally engage the proposed grade level differences between the Athletics Way Promenade and Market Street.
5. **THE PASEO SPACES ARE ENCOURAGED TO ACTIVATE THE GROUND LEVEL WHEREVER FEASIBLE.** Market Street and Athletics Way corners should be active subject to certain limitations such as building access and ballpark operating constraints.
6. **TO ENSURE A VIBRANT PEDESTRIAN EXPERIENCE, BUILDING FRONTAGES SHOULD ARTICULATE THE FACADES TO ADD VISUAL INTEREST AND FOSTER A MORE HUMAN SCALE TO THE SPACE.** Potential strategies may include but are not limited to: integrating artwork, textured facades, vegetation, etc.

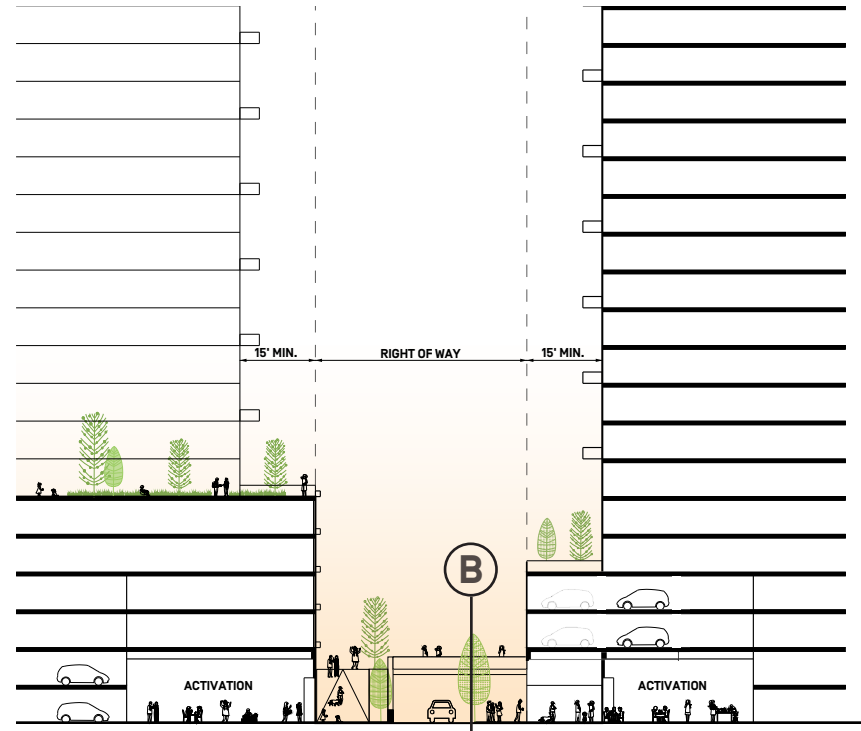


FIGURE 3.2.14.A Paseo Frontages

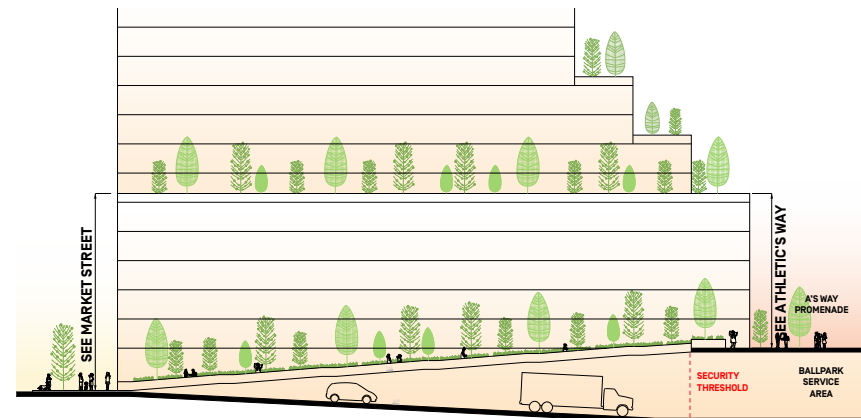


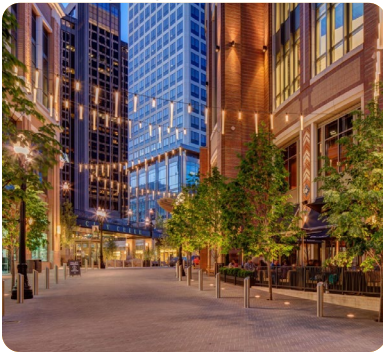
FIGURE 3.2.14.B Paseo Section [B]



A. Catenary lighting



C. Special lighting to define space



B. In-grade fixtures



D. Encourage lingering

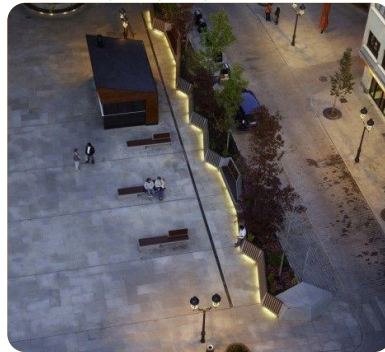


FIGURE 3.2.15. Paseo Lighting References.

## PASEO LIGHTING

Lighting design in the Paseos will be distinct and provide opportunities to differentiate between the promenade and smaller plaza spaces by varying the lighting approach and character. Layers of lighting will create texture and richness which differentiates the Paseo areas from the general circulation at the promenade.

1. **LIGHTING IN PASEO SPACES SHOULD BE SMALLER IN SCALE TO INDICATE THAT THESE SPACES ARE SPECIAL AND UNIQUE** to encourage pedestrians to "linger" instead of passing through. Potential fixtures include but are not limited to smaller poles, in-grade fixtures, catenary lights, etc.

A. Evergreen Trees



C. Furnishings integrated with grading



FIGURE 3.2.16. Paseo Landscape References.

B. Planting highlighting Oakland A's identity



D. Drought tolerant grasses



## PASEO LANDSCAPE

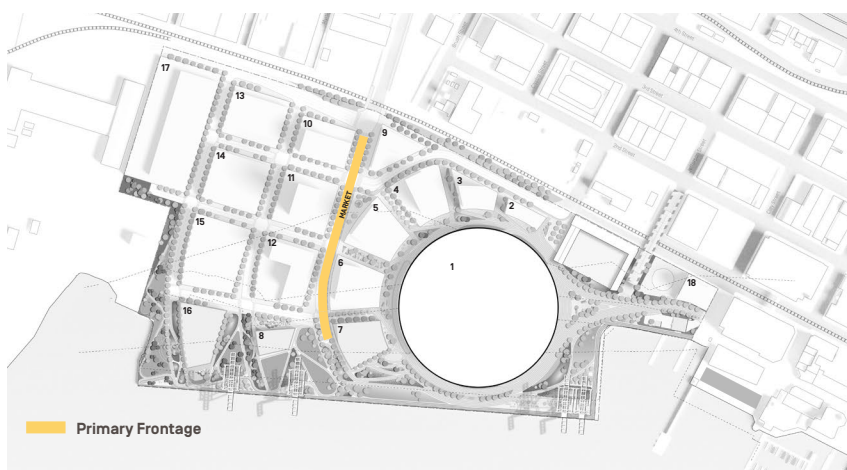
Landscape design in the Paseos should be distinct, reflective of the Oakland A's identity and serve to visually connect Athletics Way to the district, while responding to the particular microclimates of each Paseo.

1. **PLANTINGS SHALL BE RESPONSIVE TO WIND CONDITIONS AND THE HEAVY PEDESTRIAN TRAFFIC**, while providing visual interest, and prioritizing colors that complement the Oakland A's identity. Trees should be assembled to serve as wind mitigation along the Paseos.
2. **GRADING, LEVEL CHANGES AND SURFACES SHOULD BE DESIGNED TO CREATE SMOOTH TRANSITIONS.** Grade variations *should* be mediated through planting or furnishings, avoiding retaining walls through the pedestrian environment.
3. **FURNISHINGS SHOULD BE FLEXIBLE AND MOVABLE TO ACCOMMODATE BOTH DAY-TO-DAY USE AND GAME DAY ACTIVITIES.**





**FIGURE 3.2.17.** Illustrative Market Street Concept Rendering



**FIGURE 3.2.18.** Market Street Activation Zones

## MARKET STREET FRONTAGES

Market Street is the anticipated primary retail corridor within the neighborhood and will serve as a destination shopping and dining experience catering to both visitors as well as locals. See figure 3.2.18. As one of the main entry corridors into the site, the streetscape is defined by a consistent and vibrant street wall which frames the iconic view of the crane by the waterfront and becomes a defining feature of the district.

- 1. TO HEIGHTEN THE DESTINATION CHARACTER OF THE CORRIDOR AND FRAME THE VIEW OF THE WATERFRONT CRANE, THE STREET WALL SHOULD MAINTAIN A HEIGHT RANGE BETWEEN 40 TO 85-FEET** and should be held to the property line for at least 70-percent of the frontage length. See figure 3.2.20.
- 2. TOWER MASSING ON THE WEST SIDE OF MARKET STREET SHOULD MAINTAIN A MINIMUM SETBACK OF 15-FEET FROM THE PROPERTY LINE** to widen the view corridor from neighboring districts north of the site towards the waterfront and crane. See figure 3.2.20.



A. Attract cultural hotspots and venues



C. Integrate public amenities



B. Attract destination retail



D. Frame view of iconic infrastructure



FIGURE 3.2.19. Market Street References.

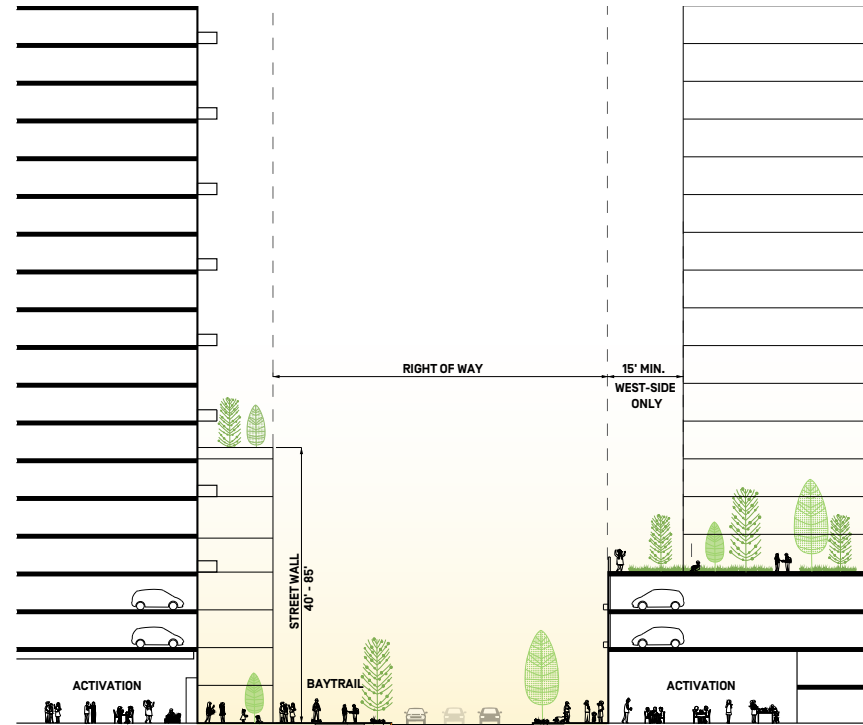


FIGURE 3.2.20. Market Street Frontages

3. **COMMERCIAL ENTRANCES ARE ENCOURAGED TO BE LOCATED FREQUENTLY** along this corridor to activate the streetscape and define a consistent identity for the street wall.
4. **AS THE PRIMARY DESTINATION RETAIL CORRIDOR IN THE DISTRICT, MARKET STREET SHOULD PRIORITIZE COMMERCIAL ACTIVATION AT GROUND LEVEL** for the zones identified in *Figure 3.2.18*. Potential activation may include but are not limited to: retail, lobbies, restaurants, cafes, high-traffic businesses, and assembly spaces, etc. Residential lobbies and amenity spaces **should be located on secondary streets** but are also permitted along Market Street provided they occupy a relatively minimal length of the total frontage. Projects are encouraged to include ground level activation at all corners and street intersections.

5. **TO ENSURE VIABLE GROUND FLOOR ACTIVATION FOR DIVERSE TENANTS, BUILDINGS SHALL MAINTAIN A GROUND FLOOR HEIGHT OF AT LEAST 17-FEET** measured floor to floor for all building frontages along Market Street. Similarly, storefronts **should** maintain a minimum depth of **30-feet**.
6. **UTILITY ROOMS ARE NOT PERMITTED ALONG MARKET STREET** unless required by the authority holding jurisdiction<sup>1</sup>. Similarly, service and loading entries are not permitted to have frontages opening on the west side of Market Street.

<sup>1</sup> Authority Holding Jurisdiction [AHJ]: An organization, office, or individual responsible for enforcing the requirements of a code or standard, or for approving equipment, materials, an installation, or a procedure.

A. Pedestrian focused fixtures



C. Lighting for both traffic and pedestrians



B. Special lighting in plazas



D. In-grade fixtures at plazas



FIGURE 3.2.21. Market Street Lighting References

## MARKET STREET LIGHTING

- 1. PEDESTRIAN SIDEWALKS AND PLAZA AREAS SHALL BE CLEARLY DELINEATED FROM THE STREETS**, creating a streetscape experience that is inviting and easy to navigate on foot.
- 2. LUMINAIRES SHALL BE SIZED AND SPACED APPROPRIATELY FOR PEDESTRIANS IN AREAS OF HIGH FOOT TRAFFIC.**
- 3. POLE FIXTURES SHOULD BE VISUALLY MINIMAL, URBAN IN FEEL AND APPROPRIATELY SCALED FOR THE SPACE.** Certain details subject to change with administrative review.
- 4. LIGHTING IN PLAZA SPACES SHOULD BE SPECIAL AND UNIQUE TO ENCOURAGE PEDESTRIANS TO "LINGER" INSTEAD OF PASSING THROUGH.** Potential fixtures include but are not limited to smaller scale fixtures, in-grade fixtures, catenary lights, etc.

A. Movable seating



C. Tall canopies



B. Continuous green network



D. Oversized furnishings at plazas



FIGURE 3.2.22. Market Street Landscape References

## MARKET STREET LANDSCAPE

- 1. TREE SELECTION SHOULD PRIORITIZE TALL CANOPY SPECIES** to ensure street level visibility of retail facades.
- 2. PLANTINGS SHOULD BE WIND, SALT AND DROUGHT TOLERANT SPECIES** that are appropriate for the challenging setting of an urban waterfront, while creating horticulturally diverse palettes with seasonal interest.
- 3. PAVERS AND/OR PAVEMENT SURFACE SHOULD HARMONIZE WITH THE ATHLETICS WAY PROMENADE AND DISTRICT** and be durable, robust, and low maintenance.
- 4. FURNISHINGS SHOULD RESPOND TO THE DAILY USE OF THE ADJACENT COMMERCIAL FRONTAGES** and **should** allow for temporary relocation to accommodate to game-day needs. In Plazas, furnishings should be oversized to incentivize people to socialize and gather.





FIGURE 3.2.23. Illustrative Neighborhood Street Concept Rendering

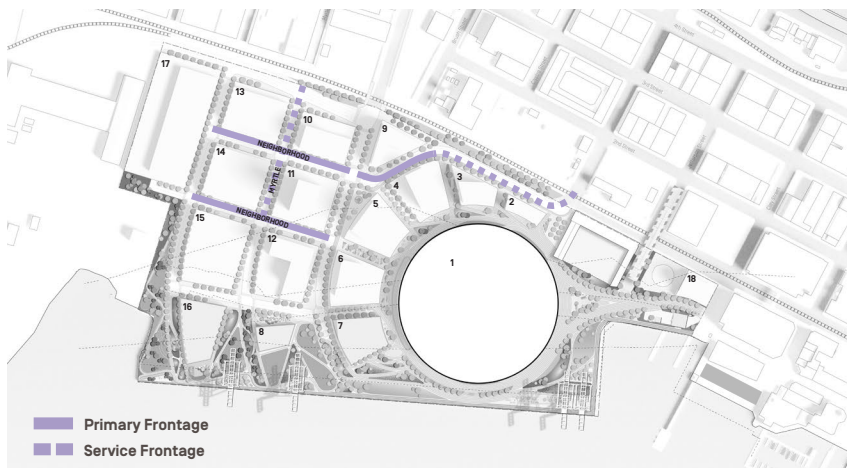


FIGURE 3.2.24. Neighborhood Street Activation Zones

## NEIGHBORHOOD STREET FRONTAGES

Neighborhood Streets are smaller scaled neighborhood connections which cater to the local community, prioritizing local businesses and amenities. Street A is a prominent pedestrian corridor connecting the Ballpark with the district.

1. **THE STREET WALL SHOULD MAINTAIN A MINIMUM HEIGHT OF 20-FEET AND BE HELD TO THE PROPERTY LINE FOR AT LEAST 70-PERCENT OF THE PARCEL FRONTAGE LENGTH** to ensure a consistent streetscape experience. Parcels with ground floor residential units are exempt from this requirement.
2. **THE STREET WALL MAY INCLUDE TOWER MASSING PROVIDED THE MAJORITY OF THE TOWER FRONTAGE IS SETBACK AT LEAST 15' TO REDUCE THE VISUAL DOMINANCE FROM STREET LEVEL FOR NON-SERVICE FRONTAGES.** Blocks 2, 3, 9, 10, 13 and Service Frontages are exempt from this requirement.

A. Community scaled activation



C. Engage streetscape creatively



B. Planted Residential Terraces



D. Elevated Residential Patios



FIGURE 3.2.25. Neighborhood Street References

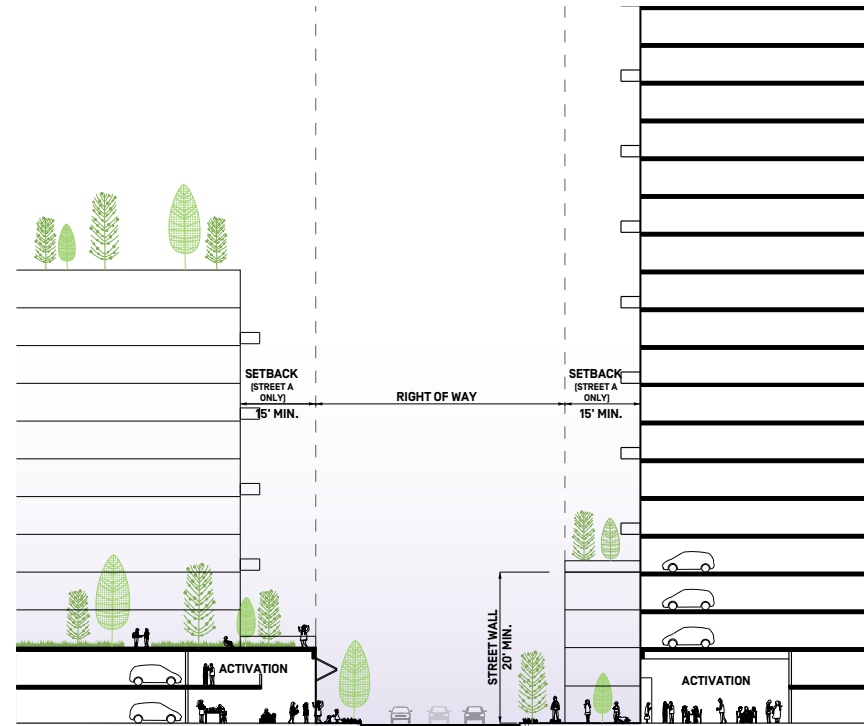


FIGURE 3.2.26. Neighborhood Street Frontages

3. **TOWER MASSING ON STREET A SHOULD BE SETBACK BY A MINIMUM OF 15-FEET** to preserve a wider view corridor from the Ballpark to the district. See figure 3.2.26.
4. **BUILDING FRONTAGES ALONG NEIGHBORHOOD STREETS ARE ENCOURAGED TO FOSTER DIVERSITY IN THE STREETScape EXPERIENCE** by including outdoor spaces and amenities for public use within the property line. See figure 3.2.25.
5. **TO FOSTER NATURAL SURVEILLANCE AND ENLIVEN THE PEDESTRIAN EXPERIENCE, MLK JR WAY & STREET A ARE ENCOURAGED TO ACTIVATE THE GROUND LEVEL FOR THE ZONES IDENTIFIED IN FIGURE 3.2.24. AND ARE ENCOURAGED TO INCLUDE ACTIVATION AT ALL CORNERS.** Potential activation may include but is not limited to: restaurants and cafes, bars, retail, groceries, galleries, small businesses, lobbies, residences, live-work lofts, libraries, gyms, light industry, etc.

6. **TO ENSURE VIABLE GROUND FLOOR ACTIVATION FOR DIVERSE TENANTS, BUILDINGS SHALL MAINTAIN A GROUND FLOOR HEIGHT** of at least 15-feet measured floor to floor for all building frontages along the paseos.
7. **GROUND LEVEL RESIDENTIAL UNITS SHOULD BE SETBACK TO PROVIDE A LANDSCAPE BUFFER OF A MAXIMUM 10-FEET FROM THE PROPERTY LINE AND ARE ENCOURAGED TO BE ELEVATED AT LEAST 3-FEET FROM THE STREET LEVEL** to create a sense of privacy and enhance livability.
8. **GROUND LEVEL RESIDENTIAL UNITS SHOULD PROVIDE LAYERS OF PLANTING** to improve privacy and defensible space while maintaining sightlines with the public realm. Screening elements and fencing should be low and integrated with the landscape.
9. **GROUND LEVEL RESIDENTIAL ENTRIES SHOULD BE WELL-LIT AND PROVIDE SHELTER FROM THE ELEMENTS.**



A. Pedestrian focused lighting zones



B. Lighting for both traffic and pedestrians



C. Lighting responding to built elements



FIGURE 3.2.27. Neighborhood Street Lighting References

## NEIGHBORHOOD STREET LIGHTING

1. **PEDESTRIAN "ZONES" SHOULD BE CLEARLY DELINEATED FROM THE STREETS**, creating a streetscape experience that is inviting and easy to navigate on foot.
2. **LUMINAIRES SHALL BE SIZED AND SPACED APPROPRIATELY FOR PEDESTRIANS IN AREAS OF HIGH FOOT TRAFFIC.**
3. **POLE FIXTURES SHOULD BE DISTINCT, URBAN IN FEEL AND APPROPRIATELY SCALED FOR THE SPACE.** Certain details subject to change with administrative review.

A. Intimate Spaces



C. Tree lined streets

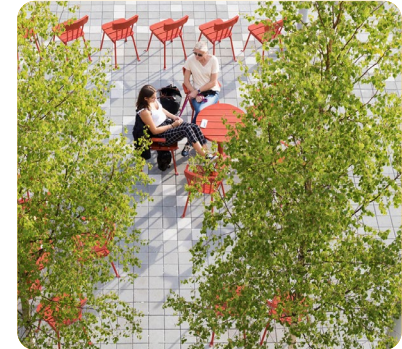


FIGURE 3.2.28. Neighborhood Landscape References

B. Lush storm water gardens



D. Textural, small scale detailing



## NEIGHBORHOOD STREET LANDSCAPE

Neighborhood Street landscape design shall evoke a smaller neighborhood character through its landscape, furnishings, and materials.

1. **TREE SPECIES AND PLANTINGS SELECTION SHOULD BE COMPATIBLE WITH STORM WATER MANAGEMENT STRATEGIES**, while emphasizing a strong green framework throughout the site. Integration of multi-stem species are encouraged.
2. **FURNISHINGS SHOULD BE CONSISTENT THROUGHOUT** while responding to building frontages, entrances and uses.
3. **PAVEMENT WITH TEXTURAL QUALITIES ARE ENCOURAGED**, providing character to the neighborhood. Subtle variation between paver and/or pavement color, texture and aggregates is encouraged.





FIGURE 3.2.29. Illustrative Waterfront Park Edge Concept Rendering

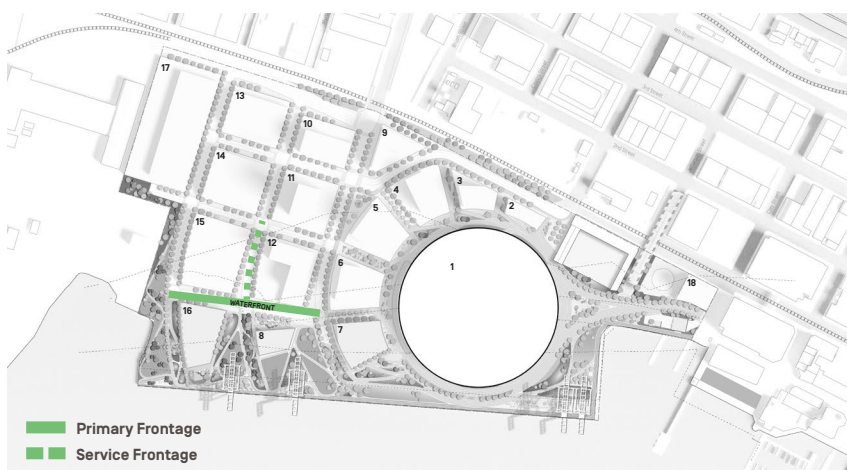


FIGURE 3.2.30. Waterfront Activation Zones

## WATERFRONT PARK EDGE FRONTAGES

Street B defines the urban edge of the district with the Waterfront Park and has adjacencies to several cultural nodes and district attractions such as the Performance Venue and Activation Zone. *See figure 3.2.30.* Building frontages along this corridor prioritize encouraging foot traffic between the various points of interest while creating cohesion between the district and the Waterfront Park.

- 1. THE STREET WALL SHOULD MAINTAIN A MINIMUM HEIGHT OF 20-FEET AND BE HELD TO THE PROPERTY LINE FOR THE MAJORITY OF THE PARCEL FRONTAGE LENGTH.** The streetwall may include tower massing provided it does not occupy the majority of the frontage length along non-service frontages. *See figure 3.2.32.*
- 2. BUILDING FRONTAGES ARE ENCOURAGED TO FOSTER COHESION WITH THE WATERFRONT PARK AND BRING VARIETY TO THE URBAN EDGE.** Potential



A. Publicly accessible bases



C. Social gathering spaces



B. Green urban edge



D. Integrated landscape



FIGURE 3.2.31. Waterfront Park Edge References

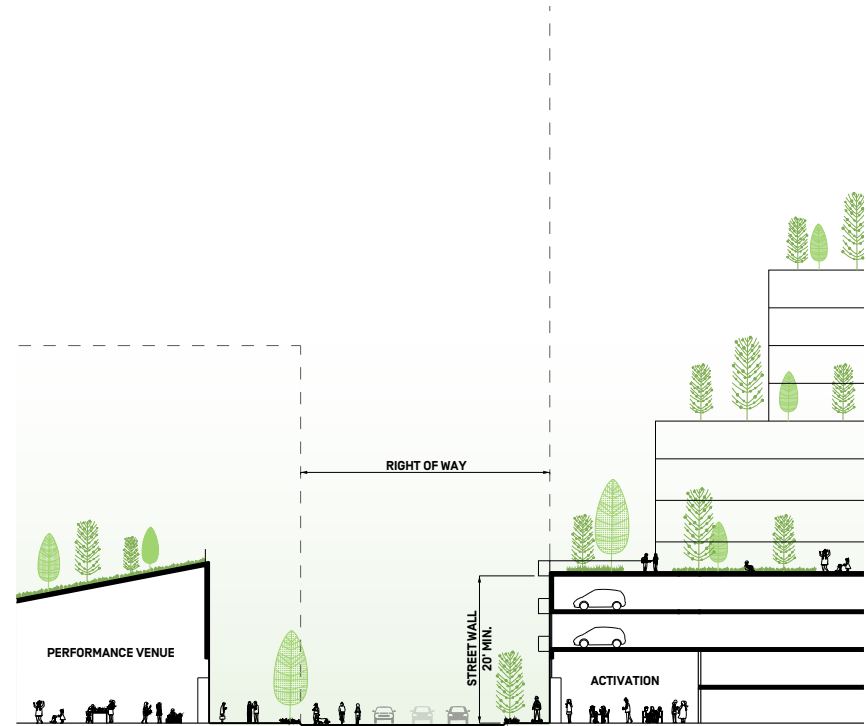


FIGURE 3.2.32. Waterfront Park Edge Frontages

strategies may include but are not limited to integrating public spaces, landscape, etc. Similarly, building massing on upper levels are encouraged to integrate terraces facing towards the Waterfront Park and other primary views of interest. See figure 3.2.31 and 3.2.32..

3. **BUILDING PARCELS WITHIN THE LEGISLATIVE LAND TRUST SHOULD BE DESIGNED TO RELATE AND INTEGRATE WITH THE WATERFRONT PARK LANDSCAPE DESIGN.** Potential strategies include but are not limited to: integrated landscape, green roofs, vegetated surfaces, terracing, etc.
4. **TO ENLIVEN THE PEDESTRIAN EXPERIENCE, FRONTAGES SHOULD ACTIVATE THE GROUND LEVEL FOR THE ZONES IDENTIFIED IN FIGURE 3.2.30.** Potential activation may include but is not limited to: restaurants, cafes, bars, galleries, libraries, civic programs, businesses, lobbies, amenity spaces, etc. Frontages are encouraged to include ground level activation at all corners.

5. **TO ENSURE VIABLE GROUND FLOOR ACTIVATION, BUILDINGS SHALL MAINTAIN A GROUND FLOOR HEIGHT OF AT LEAST 17-FEET** measured floor to floor for all building frontages along this corridor.

A. Pedestrian focused lighting zones



C. Integrate Lighting



B. Minimal fixture presence



D. Lighting responding to built elements



FIGURE 3.2.33. Waterfront Park Edge Lighting References

## WATERFRONT PARK EDGE LIGHTING

1. **PEDESTRIAN "ZONES"** SHALL BE CLEARLY DELINEATED FROM THE **STREETS**, creating a streetscape experience that is inviting and easy to navigate on foot.
2. **LUMINAIRES** SHALL BE SIZED AND SPACED APPROPRIATELY FOR **PEDESTRIANS** IN AREAS OF HIGH FOOT TRAFFIC.
3. **LIGHTING FIXTURES** SHOULD HAVE **MINIMAL VISUAL PRESENCE** IN **LANDSCAPED AREAS** allowing the landscape design to be open, free of fuss and embellishment.
4. **LIGHTING SHOULD RESPOND TO LANDSCAPE AND BUILT ELEMENTS** when applicable to accentuate features which are unique to each area.

A. Light urban canopies



C. Furnishings of industrial character



FIGURE 3.2.34. Landscape References

B. Accent trees



D. Textural, small scale detailing



## WATERFRONT PARK EDGE LANDSCAPE

1. **TREE SELECTION SHALL ACHIEVE A DISTINCTION BETWEEN THE NEIGHBORHOOD AND WATERFRONT PARK SPECIES.** District street trees should create a strong green network, while species with sculptural interest should highlight the bay trail, plazas and gathering spaces.
2. **PLANTINGS SHOULD BE WIND, SALT, AND DROUGHT TOLERANT SPECIES** appropriate for the challenging setting of an urban waterfront, while creating horticulturally diverse palettes with seasonal interest.
3. **FURNISHINGS SHOULD BE OVERSIZED, SPECIFICALLY AT PLAZAS AND GATHERING SPACES** to encourage gathering and sociability. The primary materials for furnishings are concrete, steel, and wood to evoke the industrial 'wharf' character of the site.
4. **PAVEMENT WITH ATTENTION TO TEXTURE AND TACTILITY ARE ENCOURAGED** providing character to the promenades and trails and celebrate this unique place on the Bay.





FIGURE 3.2.35. Illustrative Filbert Street Concept Rendering

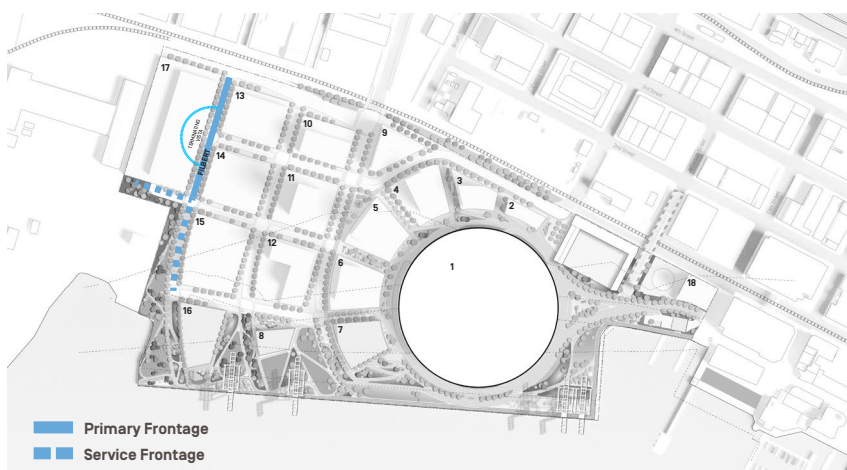


FIGURE 3.2.36. Filbert Street Activation Zones

## FILBERT STREET FRONTAGES

As Filbert Street is primarily fronted by commercial buildings, the street walls and massing articulations are used to ensure an engaging pedestrian experience by fostering activation on the street. *See figure 3.2.36.*

- 1. THE STREET WALL SHOULD MAINTAIN A MINIMUM HEIGHT OF 20-FEET AND BE HELD TO THE PROPERTY LINE FOR THE MAJORITY OF THE PARCEL FRONTAGE LENGTH. THE STREETWALL MAY INCLUDE TOWER MASSING.** *See figure 3.2.38.*
- 2. BUILDING FRONTAGES ARE ENCOURAGED TO ARTICULATE THE MASSING TO INTEGRATE GROUND LEVEL OPEN SPACES TO ENLIVEN THE STREETSCAPE EXPERIENCE.** This may include but is not limited to: pocket parks, green buffers, landscape, spill-out spaces, etc. *See figure 3.2.37.*
- 3. TO FOSTER NATURAL SURVEILLANCE AND ENLIVEN THE PEDESTRIAN EXPERIENCE, FRONTAGES ALONG THESE CORRIDORS SHOULD ACTIVATE THE**

**A. Publicly accessible open spaces**



**C. Social gathering spaces**

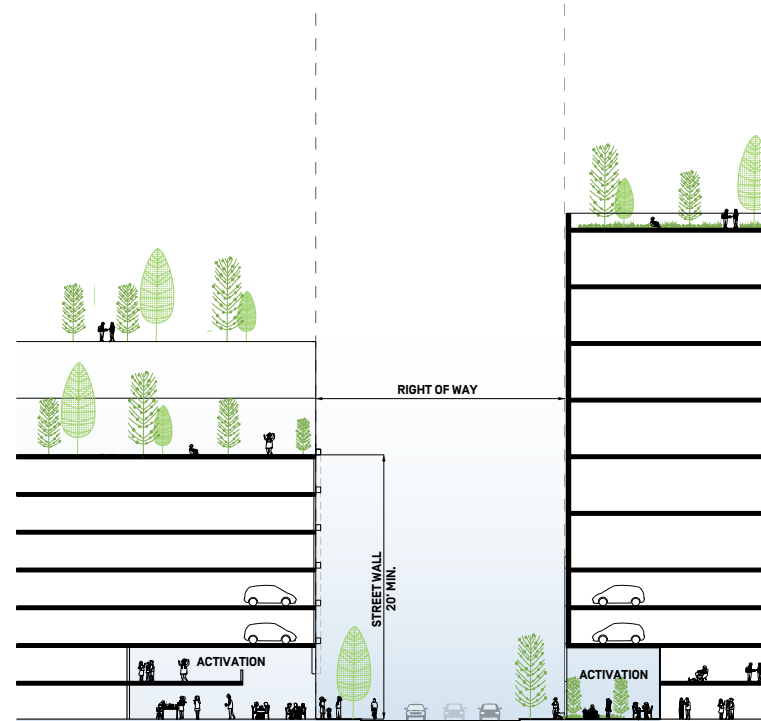


**FIGURE 3.2.37. Filbert Street References**

**B. Enhanced articulation at street level**



**D. Integrated landscape and green buffers**



**FIGURE 3.2.38. Filbert Street Frontages**

**GROUND LEVEL FOR THE ZONES IDENTIFIED IN FIGURE 3.2.36.** Potential activation may include but is not limited to makerspaces, offices, businesses, lobbies, cafes, retail, assembly spaces, etc. Projects are encouraged to include ground level activation at all corners.

- 4. TO ENSURE VIABLE GROUND FLOOR ACTIVATION, BUILDINGS SHALL MAINTAIN A GROUND FLOOR HEIGHT OF AT LEAST 17-FEET** measured floor to floor for all building frontages. Similarly, storefronts **should** maintain a minimum depth of **30-feet**.
- 5. BUILDING FRONTAGES THAT OCCUR AT A TERMINATING VISTA SHOULD BE TREATED AS SPECIAL OPPORTUNITIES TO ADD CHARACTER TO THE PUBLIC REALM.** A terminating vista occurs when a building is placed at the end of a road such that when one looks up, the street view ends with the site such as at Block 17 at MLK Jr. way and Filbert Street.

Potential strategies to add character may include but are not limited to: incorporating special articulation in the massing, facade expression and roof line, integrating public gathering spaces or other urban design features, etc.



A. Pedestrian zones



C. Lighting responding to built elements



B. Pedestrian focused lighting



FIGURE 3.2.39. Filbert Street Lighting References

## FILBERT STREET LIGHTING

1. **PEDESTRIAN "ZONES" SHALL BE CLEARLY DELINEATED FROM THE STREETS**, creating a streetscape experience that is inviting and easy to navigate on foot.
2. **LUMINAIRES SHALL BE SIZED AND SPACED APPROPRIATELY FOR PEDESTRIANS IN AREAS OF HIGH FOOT TRAFFIC.**
3. **POLE FIXTURES SHOULD BE DISTINCT, URBAN IN FEEL AND APPROPRIATELY SCALED FOR THE SPACE.** Certain details subject to change with administrative review.

## FILBERT STREET LANDSCAPE

1. **TREE SPECIES SHOULD REFLECT THE MORE RUSTIC, NATURALIZED**

A. Distinctive, robust species



C. Durable, low maintenance materials



B. Native diverse plantings



D. Sculptural species



FIGURE 3.2.40. Filbert Street Landscape References

**WEST END PARK** through the use of native, wind- and drought-tolerant, sculptural species.

2. **PLANTINGS SHOULD CREATE AN "ENHANCED" NATIVE PALETTE**, reflective of the naturalized concept for the West End and combining species native to the Bay Area along with non-native, non-invasive, and wind- and drought-tolerant species that are appropriate for the challenging setting of an urban waterfront.
3. **PAVEMENTS SHOULD REFLECT THE INDUSTRIAL CHARACTER OF THE SITE**, while responding to the service load requirements of the development through durable, robust, and low-maintenance materials.
4. **FURNISHINGS SHOULD RESPOND TO THE DAILY USE OF THE ADJACENT COMMERCIAL FRONTS.** The primary materials for furnishings are concrete, steel, and wood to evoke the industrial character of the site.

## DISTRICT GATEWAY FRONTAGES

There are four primary gateways into the new Howard Terminal district: Water Street, Market Street, Martin Luther King Jr. Way, and Jefferson Street. See Figure 3.2.42. Each gateway is unique with respect to their relationship with adjacent neighborhoods. Both buildings that flank these gateways as well as the adjacent urban design spaces have a shared responsibility to acknowledge the important threshold into the precinct.

1. Visitors approaching from Water Street experience continuity of the Jack London streetscape as they pass existing shops and restaurants with a constant view of the Ballpark in the distance. Water Street culminates at the Athletics Way Promenade where the path expands in both directions signifying arrival and allowing visitors to circulate around the ballpark and explore the rest of the district. This gateway also includes the Bay Trail continuing from the eastern waterfront.
2. Visitors approaching from the mobility hub north of the district will enter the site across the Jefferson Street Pedestrian Bridge joining the pathway from Jack London and Water Street onto the Athletics Way Promenade.
3. Visitors approaching from Martin Luther King Jr. Way and the Bay Trail view the Howard Terminal skyline and Ballpark from a distance as they pass the various streetscape improvements and underpass crossings. Upon arrival at Martin Luther King Jr. Plaza, the perspective widens as visitors pass the historic Peaker Power Plant and reach the Athletics Way Promenade where they have unobstructed views of the Ballpark.
4. Visitors approaching from Market Street have views of the Howard Terminal skyline from a distance as they pass the various streetscape improvements and underpass crossings. Upon arrival at Market Street Plaza, visitors have sight lines of all the major activation corridors and attractions in the neighborhood, whether the ballpark, the neighborhood paseos, or the Waterfront Park with an iconic view of the cranes.

## GATEWAY FRONTAGE GUIDELINES

1. **GATEWAY BUILDINGS SHOULD OPEN THEMSELVES TO ENGAGE THE ENTRY POINT** and avoid turning their back on the surrounding neighborhoods.
2. **GATEWAY BUILDINGS SHOULD BE CONTEXTUALLY SENSITIVE** and address the scale differences between the Howard Terminal district and the surrounding neighborhoods. *Potential strategies may include but are*

A. Public feature or space at corner



C. Special facade articulation



B. Public feature or space at corner



D. Contextually sensitive



FIGURE 3.2.41. Gateway Articulation References

*not limited to: strategically reducing height of massing, introducing unique pedestrian scale features, and special facade articulation, etc.*

3. **GATEWAY BUILDING CORNERS SHOULD BE DESIGNED TO ACKNOWLEDGE THE IMPORTANT THRESHOLD INTO THE PRECINCT.** Potential strategies may include but are not limited to: visually prominent entry ways, special facade articulation, integration of public space, etc.
4. **GATEWAY BUILDINGS ARE ENCOURAGED TO ACT AS LANDMARKS AND OFFER ACTIVE VISUAL CONNECTIONS FOR PEDESTRIANS AND VEHICLES** to enliven the streetscape as visitors approach the district from the surrounding neighborhoods.





## MYRTLE STREET & OTHER SERVICE FRONTAGES

Leveraging the needs of parking and service access on site while preserving an active and vibrant streetscape experience is critical to ensuring the success of the masterplan. Myrtle Street as well as several smaller side streets function to provide service access for the masterplan. [See figure 3.2.41.] These frontages must comply with the service guidelines listed below in addition to their respective corridors discussed in previous sections.

1. **BACK OF HOUSE AREAS SUCH AS PARKING ENTRIES, LOADING DOCKS, UTILITIES, ETC. SHOULD PRIORITIZE PLACEMENT ON SERVICE STREETS SUCH AS MYRTLE STREET** to avoid disruption of the primary frontages and intersections.
2. **BUILDING FRONTAGE ACTIVATION REQUIREMENTS VARY BY CORRIDOR. [SEE FIGURE 3.2.44.]** Primary pedestrian corridors require ground level activation. Service corridors such as Myrtle Street are encouraged to integrate ground level activation wherever feasible. Unique locations such as frontages along Athletics Way require multistory activation in which programmed uses [ie. residential, office, retail, etc.] are required to cover parking garages facades along that frontage.
3. **BUILDINGS SHOULD ARCHITECTURALLY INTEGRATE PARKING GARAGE FACADES, LOADING DOCKS, AND OPENINGS WITH THE FORM, CHARACTER, AND COMPOSITION OF THE REST OF THE BUILDING.** Garage doors should be set back from the property line to reduce visual presence from the streetscape. Similarly, garage circulation ramps should be internalized wherever feasible.
4. **WASTE HANDLING AND COLLECTION SHOULD OCCUR INTERNALLY WHEREVER FEASIBLE** and be integrated within the structure of the building.
5. **GARAGE FACADES SHALL BE SCREENED TO REDUCE VISUAL POROSITY.** Screening treatments should be compatible with the design and architectural aesthetic of the rest of building. Treatments may include but are not limited to decorative grilles, screens, landscape, public art, etc. [See figure 3.2.43.]
6. **BUILDINGS SHOULD MAINTAIN SEPARATION BETWEEN PARKING ENTRIES AND PRIMARY PEDESTRIAN ENTRIES BY AT LEAST 20-FEET.**

A. Vegetated screening



B. Architectural screening



C. Architectural screening



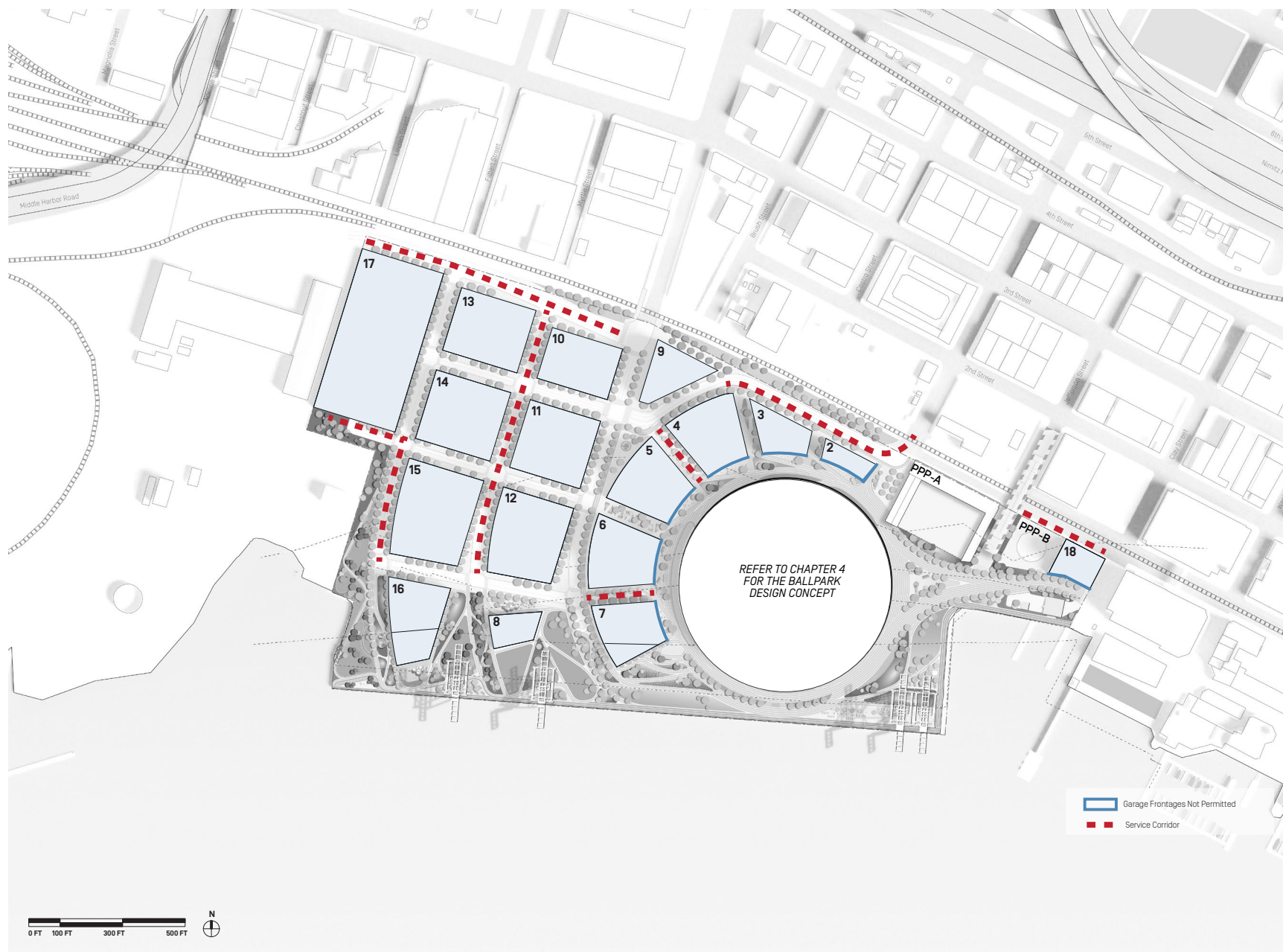
D. Integrated within architecture



FIGURE 3.2.43. Garage Examples

7. **HEADLIGHTS SHALL BE SCREENED FROM THE EXTERIOR. SIMILARLY, PARKING GARAGE INTERIOR LIGHTING SHALL BE INDIRECT, SHIELDED OR SCREENED** to minimize visibility from the street of exposed fixtures and to reduce night time light pollution.
8. **TRANSFORMERS SHOULD BE LOCATED UNDERGROUND, TO THE EXTENT FEASIBLE AND ALLOWED BY PGE.** If underground transformers are not feasible or are disallowed by PGE, then:
  - Transformers serving private uses should be located on the private parcel within the buildings adjacent to the service frontages
  - Transformers serving public uses may be pad mounted within the Right of Way or within a dedicated PUE





**FIGURE 3.2.44.** Service Access Corridors and Activation Requirements

## 3.3 FACADE ARTICULATION

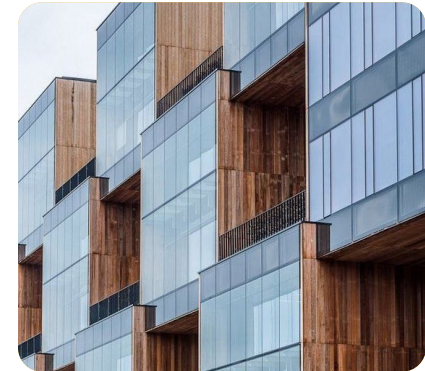
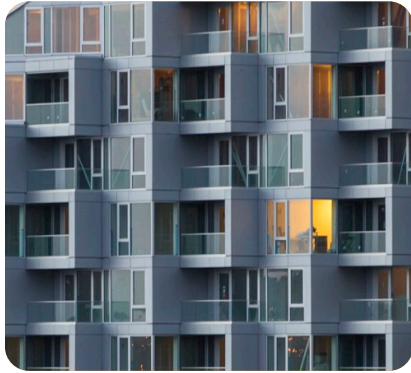


FIGURE 3.3.1. Human-scaled facade expression

FIGURE 3.3.2. Potential materiality examples

### FACADE EXPRESSION

Exterior facades should speak to the industrial heritage of the waterfront, while creating opportunities to improve quality of life in the district, and express best practices in sustainable construction. The following standards guide the design of architectural facades within the master plan district for any new construction project.

- 1. DIVERSITY IN FACADE DEVELOPMENT WILL CREATE A VISUALLY DISTINCT AND VIBRANT NEIGHBORHOOD AND STREETScape.** As such, new projects are encouraged to differentiate from the adjacent buildings through building massing, materiality, color, glazing pattern, proportion, and architectural detail.

- 2. BUILDING FACADES ARE ENCOURAGED TO BE AN EXPRESSION OF THE USES INSIDE.** For instance, residential facades may emphasize a more cellular, residential scale expression through fenestration and articulation as opposed to blending them into a singular surface. Such program specific expression will contribute to a rich diversity in the character of buildings in the district. [See figure 3.3.1.].

### FACADE MATERIALITY

- 1. MATERIALS WHICH FOSTER A CONNECTION WITH THE INDUSTRIAL HERITAGE OF THE SITE ARE ENCOURAGED.** Strategies may include but are not limited to accent materials which develop a patina or weather attractively over time, etc.



2. **FACADE MATERIALS ARE ENCOURAGED TO BE CHOSEN WITH RESPECT TO EMBODIED ENVIRONMENTAL IMPACT.** Preference for durable materials with low carbon footprints is encouraged.
3. **FACADE GLAZING SHOULD PRIORITIZE TRANSPARENCY TO ENCOURAGE NATURAL SURVEILLANCE AND VISUAL CONNECTIVITY BETWEEN INTERIOR USES AND THE STREETScape.** The use of translucent glass at ground level is discouraged. Highly reflective or mirrored glass is prohibited.

## FACADE PROJECTIONS

1. **ENHANCED FACADE DEPTH IS ENCOURAGED TO FOSTER THREE-DIMENSIONALITY AND CREATE SHADOW AND TEXTURE ACROSS THE SURFACE.** Potential strategies include but are not limited to recesses, window reveals, floor level differences, shading devices, etc.
2. **PROJECTIONS INTO THE RIGHT OF WAY UP TO 4-FEET IN DEPTH OCCUPYING A MAXIMUM OF 15-PERCENT OF THE FACADE ARE PERMITTED** provided they enhance the character of the street and comply with all applicable codes and clearances. Projections on residential buildings shall not exceed 15-feet in length in any one segment. Projections on commercial buildings shall not exceed 30-feet in length in any one segment.
3. **STOREFRONT AWNINGS AND PROJECTIONS ARE ENCOURAGED TO REINFORCE THE PEDESTRIAN SCALE AT THE STREETScaPES.** Awnings and shade structures should speak to the industrial character of the site with streamlined, minimal designs.

## RESPONSIVE FACADES

1. **AS DETAILED IN THE PROJECT'S ENVIRONMENTAL IMPACT REPORT, BUILDINGS SHALL COMPLY WITH BIRD SAFETY MEASURES** in their design and operation due to the waterfront site and substantial green open spaces throughout the district.
2. **VISIBILITY OF MECHANICAL EQUIPMENT AND PENETRATIONS SHOULD BE MINIMIZED OR SCREENED ALONG PRIMARY CORRIDORS.** When unavoidable, equipment should be aligned with other architectural features and openings to present an organized appearance.

## 3.4 ROOF LEVEL DESIGN

As the heart of this development is the “ballpark in a park” concept, wherever feasible the roofscapes are encouraged to be read as a contiguous activated landscape branching outward from the ballpark fostering a green identity for the district. At the same time, the roofscapes should be utilized to create opportunities for environmental stewardship, learning and activation.

### ROOFTOP ARTICULATION

- 1. BALLPARK ADJACENT BUILDING PARCELS SHOULD EXPRESS A RELATIONSHIP WITH THE BALLPARK DESIGN.** Potential strategies include but are not limited to: terracing the tower rooftops to increase views of the ballpark, visually extend the ballpark rooftop park into the podium roofs, etc. *[See figures 3.4.1 and 3.4.2]*
- 2. VEGETATED ROOFTOPS ARE ENCOURAGED** to foster a green skyline for the district while creating usable spaces for tenants.
- 3. PODIUM ROOFTOPS ARE ENCOURAGED TO BE PROGRAMMED WITH AMENITIES AND OPEN SPACES FOR BOTH RESIDENTIAL AND COMMERCIAL BUILDINGS.** Potential programs may include but are not limited to: lounges, gardens, recreation, fitness, etc. *[See figure 3.4.3.]*

### SUSTAINABILITY

- 1. SUSTAINABLE DESIGN STRATEGIES ARE ENCOURAGED THROUGHOUT THE DISTRICT TO REDUCE CARBON EMISSIONS AND MITIGATE THE URBAN HEAT ISLAND EFFECT.** Specific strategies may include but are not limited to: living roofs, rainwater harvesting, apiaries, urban farming, renewable energy capture, etc.
- 2. PODIUM ROOFTOPS ARE ENCOURAGED TO INTEGRATE VEGETATED LANDSCAPE, URBAN FARMING, AND PLANTERS** to establish a visual connection with the landscaped ballpark roof. *[See figure 3.4.2.]*

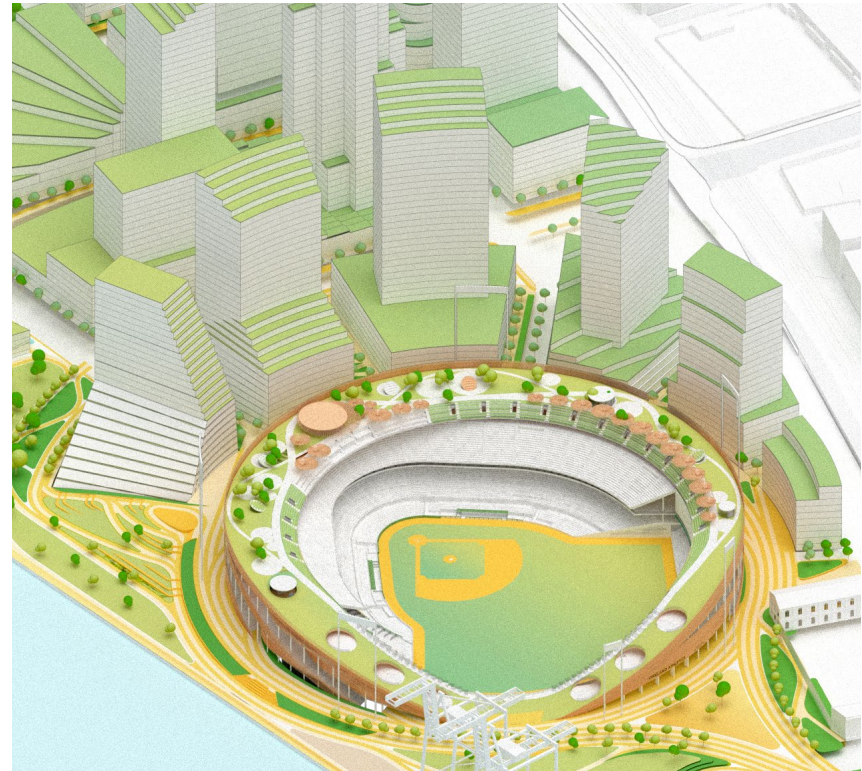


FIGURE 3.4.1. Rooftop terracing towards ballpark

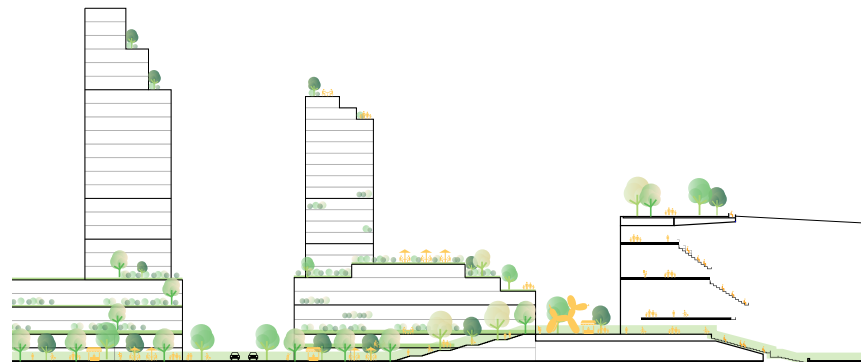


FIGURE 3.4.2. Vegetated terracing roofscapes



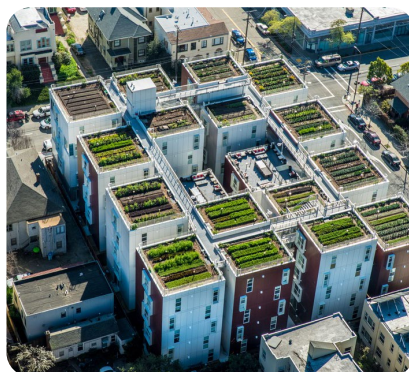
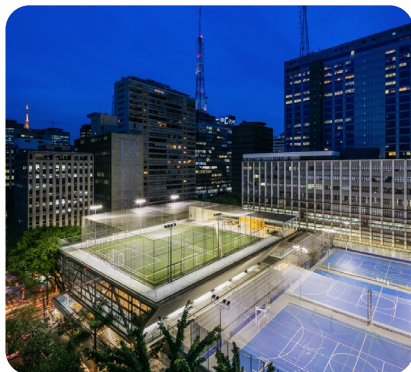


FIGURE 3.4.3. Examples of activated rooftops

FIGURE 3.4.4. Roof level examples

## ROOFTOP EQUIPMENT

- 1. TO REDUCE THEIR VISIBILITY, MECHANICAL FUNCTIONS AND EQUIPMENT SHOULD BE SCREENED** with architectural or landscape materials consistent with the character and composition of the building. The screen should be at least equal in height to the equipment it screens provided it does not impact the functioning of the equipment. Similarly, mechanical functions and equipment are encouraged to be located within the volume of the tower or podium massing to further reduce their presence.
- 2. BALLPARK ADJACENT PARCELS SHOULD ENSURE ROOFTOP EQUIPMENT ON THE PODIUM ROOFS AND TERRACES ARE NOT VISIBLE FROM THE BALLPARK ROOFTOP PARK WHENEVER FEASIBLE.**
- 3. MECHANICAL EQUIPMENT THAT SERVES AN UNDERSTOOD SUSTAINABILITY ORIENTED FUNCTION ARE PERMITTED TO BE VISIBLE FROM PUBLIC SPACES PROVIDED THAT THEY ARE PRESENTED AS A LEARNING OPPORTUNITY TO FOSTER ENVIRONMENTAL STEWARDSHIP IN THE DISTRICT.** Potential strategies include, but are not limited to: rainwater harvesting, irrigation, renewable energy capture, etc.

## 3.5 USABLE OPEN SPACE

This Section contains the usable open space standards and requirements for residential development in the Howard Terminal Ballpark District.

The following includes a list of available usable open space types eligible to fulfill the usable space requirements of this Chapter and the definitions of these types of open space:

1. **PRIVATE USABLE OPEN SPACE** is accessible from a single unit and may be provided in a combination of recessed and projecting exterior spaces.
2. **PUBLIC GROUND-FLOOR PLAZAS** are group usable open space located at street-level and adjacent to the building frontage. Plazas shall be publicly accessible during daylight hours and are maintained by the property owner. Plazas shall be landscaped and include pedestrian and other amenities, such as benches, fountains, and special paving.
3. **ROOFTOP OPEN SPACE**, a type of group usable open space, includes gardens, decks, swimming pools, spas and landscape located on the rooftop and accessible to all tenants.
4. **A COURTYARD** is a type of group usable open space that can be located anywhere within the subject property.
5. **INDOOR AMENITY SPACE** is any type of indoor area that is available for use by all members of said residential development (i.e. lounge, gym, library, conference rooms, office space etc.) and can be located anywhere on the subject property. Indoor Amenity Space may satisfy up to 50% of a buildings Usable Open Space requirement.
6. **OTHER** Open spaces other than those defined on this list may be proposed to satisfy the usable open standards for consideration and approval by City of Oakland **Bureau of Planning and at the discretion of the Director.**

**ALL REQUIRED USABLE OPEN SPACE** shall be permanently maintained and shall conform to the following standards.



FIGURE 3.5.1. Usable open space examples



## AREA

On each lot containing residential facilities with a total of two (2) or more living units, usable open space shall be provided for such facilities at the following rates in table 3.5.1:

Type of Living Unit	Min. Usable Open Space Required [square feet]
Senior Housing Unit	30
Affordable Housing Unit	30
Rooming Unit	30
Other Residential Unit	50

**TABLE 3.5.1.** *Required areas of usable open space*

## SIZE AND SHAPE

An area of contiguous space shall be of such size and shape that a rectangle inscribed within it shall have no dimension less than the dimensions shown in the following table 3.5.2:

Type of Usable Open Space	Min. Dimension or Size
Private*	10 feet for space on the ground floor, no dimensional requirement elsewhere
Public Ground-Floor Plaza	10 feet
Rooftop**	15 feet
Courtyard	15 feet
Indoor Amenity Space***	250 square feet

**TABLE 3.5.2.** *Required size and shape of usable open space*

Public accessible open space on site will not be reduced due to the provisions of open space.

\* Counts double toward the usable open space requirement.

\*\* Areas occupied by vents or other structures which do not enhance usability of the space shall not be counted toward this dimension.

\*\*\* Indoor Amenity Space may satisfy up to 50% of a buildings Usable Open Space requirement

## EXCEPTIONS

**IN-LIEU FEE:** The open space requirements of this Section may be reduced or waived upon payment of an in-lieu fee to the City of Oakland to be used to pay for new public open space/plaza(s) or existing public open space/plaza(s) improvements.

The open space in- lieu fee shall be as set forth in the Master Fee Schedule. Open space in-lieu fees shall be deposited with the City of Oakland prior to issuance of a building permit.

An open space in-lieu fee may be refunded, without interest, to the person who made such payment, or his assignee or designee, if additional open space is provided for such building so as to satisfy the open space requirement for which the in-lieu payment was made. To obtain a refund, the required open space must be in place prior to issuance of a certificate of occupancy and before funds are spent or committed by the City.

## 3.6 MATERIAL & PAVEMENTS

With attention to tactility and detail, the open space materials and design honor the site's past as a working waterfront and complement the site's textured and layered character. Pavements will serve as a site-wide system which provide continuity, connectivity, and character to the Masterplan.

Materials and treatment of public spaces and streets, including material grain, color, texture, and technique of assembly, shall be robust, durable, and low maintenance, while at the same time incorporate details that provide texture and tactility. Examples include coarse aggregate concrete, unit pavers with visible aggregate and varying color mixes and the incorporation of industrial artifacts. All paving surfaces shall use materials that can withstand extensive daily use and wear-and-tear and meet all code requirements of accessibility.

### ATHLETICS WAY

Athletics Way shall be distinguished by directional, textural patterns that create continuity and legibility of the primary pedestrian routes throughout the district, made with small pavers such as cobble, brick, or unit pavers to prioritize and enrich the pedestrian experience, in a cost-effective manner.

Proposed tactile floor materials include: stone paver, tumbled concrete paver, split-face granite cobble, brick, and smooth concrete paver.

1. **STAMPED CONCRETE AND ASPHALT SHALL NOT BE USED AS A TACTILE FLOOR MATERIAL** along Athletics Way.
2. **PROPOSED COLOR PALETTE IS WARM SAND TONES**, with yellow hues inspired by the Oakland Athletic colors.
3. **MIXING OF SEVERAL TONES WITHIN THE SAME COLOR FAMILY IS RECOMMENDED**, to reduce the appearance of wear and tear, and increase visual interest.

### OPEN SPACE NETWORK

Throughout the site, pavements shall be a combination of materials, delineating pedestrian pathways from bicycle priority zones. Tactile pavements should be used as accents, shoulders, and edges, to provide continuity and connection with Athletics Way.



FIGURE 3.6.1. Examples of pavements

Combination of textures and colors within larger plazas is encouraged to increase visual interest and scale. The materials shall provide level surfaces onto which furnishings, stages and elements can be placed.

1. **PERMEABLE PAVEMENT SYSTEMS MAY BE USED WHERE GEOTECHNICALLY FEASIBLE**, in high traffic areas, where open storm water gardens are not feasible.
2. **THE OVERALL CHARACTER OF SURFACE MATERIALS WITHIN THE PROJECT'S OPEN SPACES SHOULD USE A CONSISTENT PALETTE** but allow for shifts and variation in order to differentiate the use and character of smaller open spaces.
3. **USE OF HIGH ALBEDO PAVING IS ENCOURAGED** to reduce heat island effect.



## 3.7 FURNISHINGS



FIGURE 3.7.1. Examples of Furnishings

Site furnishings within the project will invite people to linger. The primary materials for furnishings are concrete, steel, and wood – to evoke the industrial character of the site.

Along the waterfront promenade and athletics way furnishings should be oversized, to evoke the industrial heritage of the site, and encourage gathering and sociability. Smaller movable furnishings are recommended within smaller plazas and gardens.

Furnishings shall provide a range of elements that support the programmatic needs of the Project—sitting, lounging, gathering, dining, viewing and performing.

To ensure continuity, specific furnishings for the entire site will be specified in the first FDP.

### A'S WAY PROMENADE

Movable tables and chairs, and supplemental furnishings will occur along the a's way promenade. These should celebrate the Oakland Athletics identity while increasing the sense of activation, through the incorporation of their signature colors.

### OPEN SPACE NETWORK

#### **DURABLE, ROBUST MATERIALS SHALL BE PRIORITIZED FOR DISTRICT FURNISHINGS.**

Wood, stone, and concrete materials are preferred for seating surfaces. Neutral color palettes are recommended for fixed furnishings. High contrasting colors are recommended for movable furnishings.

## 3.8 PLANTING, STORM WATER MANAGEMENT & URBAN CANOPY

The Project's planting palette aims to create a landscape that connects people to nature, is resilient, and appropriate for a public urban waterfront. Vegetation within the Project will create an "enhanced native" palette which combines native species native to Oakland and the Bay Area, along with non-native, non-invasive, and salt- and drought-tolerant species that are appropriate for the challenging setting of an urban waterfront.

Vegetation is to be distributed and varied. Whereas the eastern portion of the site utilizes planting to create soft, urban park settings, the western portion of the site utilizes planting to create a more rustic character. In this way, the planting helps to create a variety of character across the site, while also responding to the nearby context. The palette for the Project includes species that have proven their adaptability to the conditions along the Bay, either in planted areas or in designed public spaces, and are compatible with recycled water. This allows for the creation of a biodiverse robust landscape, one that thrives on relatively low levels of water and other inputs, and flourishes with appropriate levels of maintenance.

### WATERFRONT PARK

The waterfront is envisioned to provide the greatest horticultural variety within the site. Clusters of evergreens shall be strategically placed for wind mitigation.

Trees with seasonal interest, sculptural trunks and color should be prioritized within gardens and plazas.

California Live Oaks, Elms and similar grand tree specimens, should be placed within the social lawn areas, to provide visual interest, shade and comfort.

Shrubs should be arranged to provide additional wind mitigation while not impeding visibility to the scenic views.

### STREET TREES

Street trees within the site shall be selected for their quality of form (shape, size, and branching habits) and foliage (color and density) to be in keeping with the Project's vision of a place that is an extension of the neighboring city street.



**FIGURE 3.8.1.** Examples of Native and Non-Native Planting Palettes, Social Lawns & Drought Tolerant species.

Street trees shall be assumed to have medium wind tolerance; tolerant of part-shade conditions; healthy in paving, with minimal root disruption of paving.

### ATHLETICS WAY

Specifically, along the north edge of Athletics Way Promenade, species will be further vetted for shade tolerance. Shade flowering specimens will be combined with grasses and perennials that are tolerant to the additional stressors of the ballpark context.





**FIGURE 3.8.2.** *Examples of Native and Non-Native, Sculptural, Wind, Drought and Salt Tolerant Tree Specimens.*

**FIGURE 3.8.3.** *Examples of Integrated Storm Water Management Systems*

## STORM WATER MANAGEMENT

On-site storm water runoff and discharge from the site will be treated per Provision C.3 of the MRP and the Clean Water Program of Alameda County.

Storm water shall be managed through a combination of strategies, such as treatment planters along sidewalks, in larger storm water gardens within the Waterfront Park, **or mechanical equipment, if allowed by the relevant regulatory entities.**

Storm water gardens within high traffic areas, should be integrated to seating edges, to maximize the space. This typology is to be incorporated where geotechnically feasible and where open storm water gardens are not feasible.



### 3.9 GRADE SEPARATION DESIGN

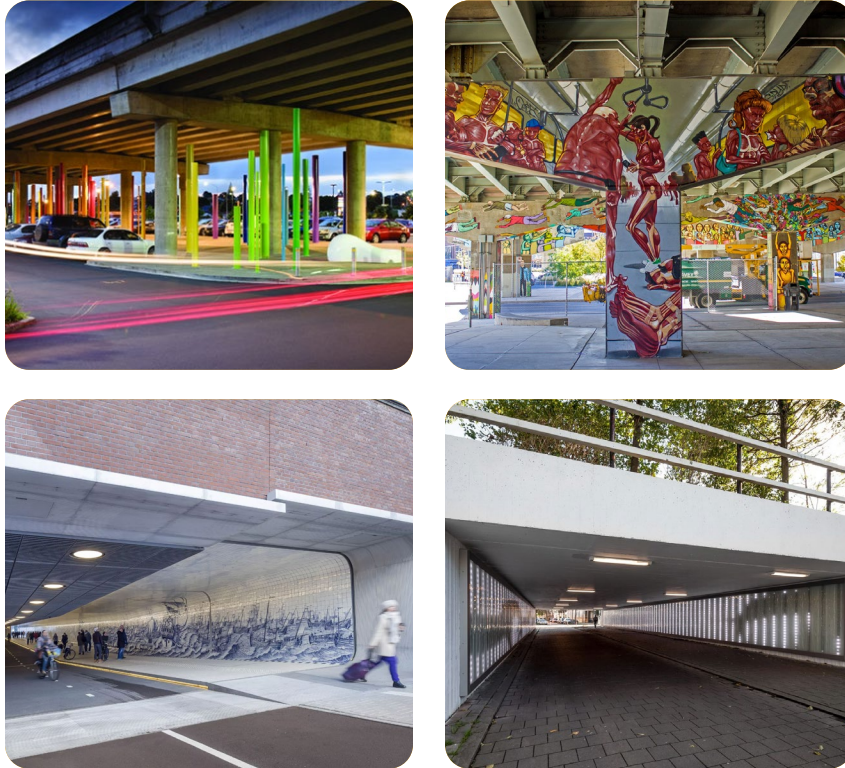


FIGURE 3.9.1. *Animating the Underpass*

In the event that grade separation is required at Brush Street to accommodate vehicular circulation in and out of the site, the following provisions will ensure the quality of the public realm is preserved and enhanced.

1. **PEDESTRIAN CIRCULATION ROUTES SHALL BE WELL-LIT AND MAINTAIN CLEAR SIGHT LINES** to preserve a sense of security and natural surveillance in the space.
2. **UNDERPASS AREAS ARE ENCOURAGED TO BE DESIGNED TO ENLIVEN AND ANIMATE THE SPACE.** Potential strategies may include but are not limited to integrating public activity spaces, art installations, and feature lighting.

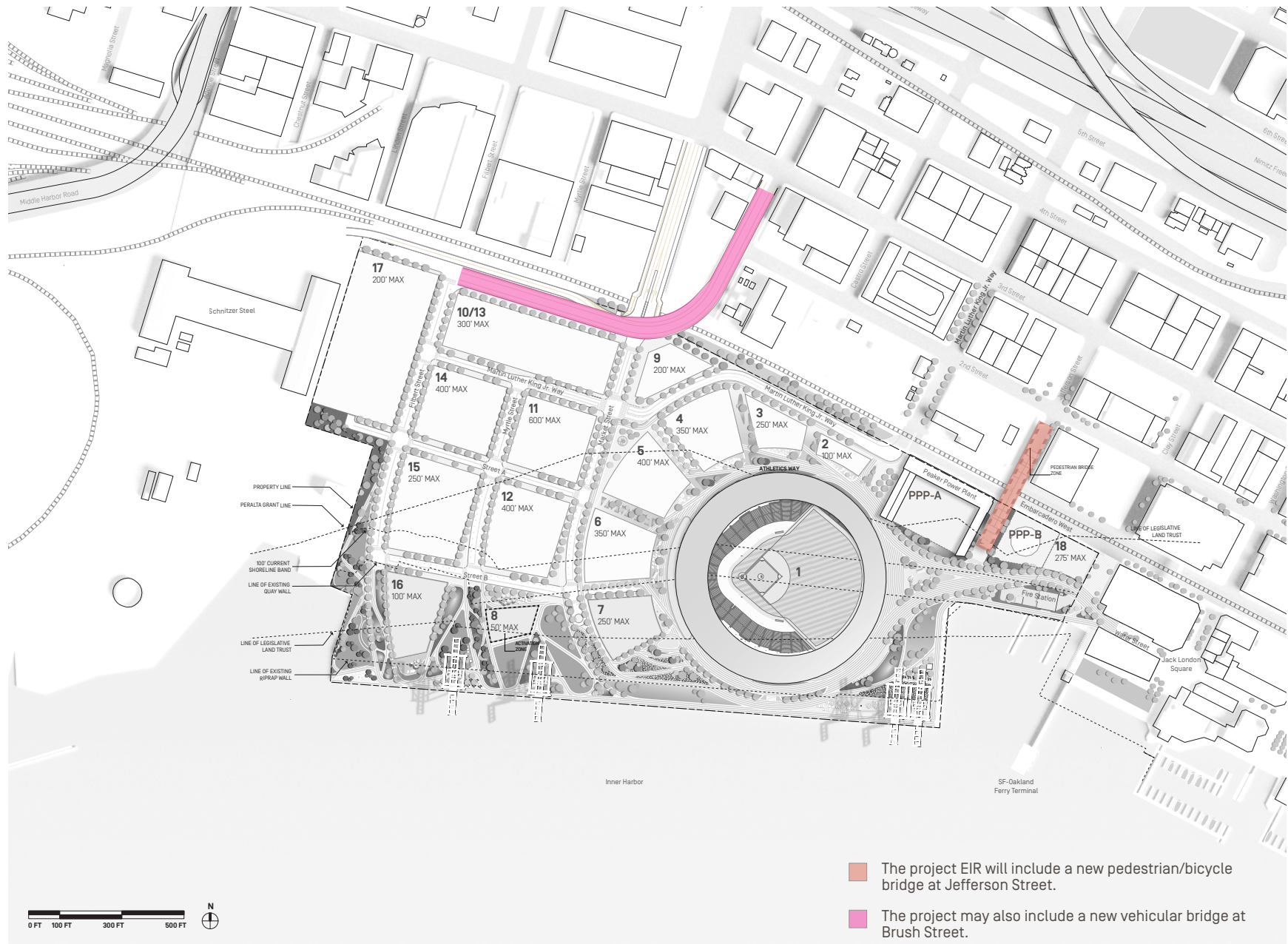


FIGURE 3.9.2. *Pedestrian and Bicycle Bridge examples*

A pedestrian and bicycle bridge is proposed at Jefferson Street to provide a grade separated access over Embarcadero West and the railway. To create a unique sense of arrival the design should encourage the following characteristics.

1. **THE BRIDGE SHOULD FEEL LIGHT AND OPEN** to encourage its use, create a sense of arrival, and minimize its bulk above the ground. **Minimize obstructed views towards the historic Peaker Power Plant.**
2. **PEDESTRIAN AND BICYCLE LANES** should be clearly demarcated and well-lit to create a safe environment while enhancing the use of materials, colors, and textures of the public realm.





**FIGURE 3.9.3.** *Grade Separations*









## 4.0 BALLPARK

Historically, ballparks have taken the form and shape of their neighbourhoods. Unlike other types of stadiums, ballparks have begun as an extension of their existing urban fabric and as an active participant in people's everyday life.

The design for the A's new home at the heart of Oakland's revitalized waterfront will return the game to its roots as the natural meeting place for the local community. An elevated tree lined promenade will frame the ballpark on all sides, dipping down to meet the public square and open the field to the water and city views. The perimeter park will connect a cascade of social spaces for the fans to enjoy the sport on game days and extends the urban fabric with a neighborhood park to be enjoyed all 365 days a year. In other words - we will be bringing the "park" back in "ballpark."







## 4.1 BALLPARK DESIGN CONCEPT

### INTEGRATED

The circular block of the ballpark will sit neatly within the extended urban fabric of Oakland, transforming concourse into street and concessions into restaurants. With diverse program around - cafes, shops, co-working, gyms, and residential - the ballpark, and the park that sits atop it, will remain active on non-game days. This is where the Athletics and Oakland can thrive together.

### INTIMATE

The new ballpark will bring fans as close to the on-field action as possible and have an ideal view of the pitcher's mound. The field will follow some of the smallest dimensions of the MLB guidelines. The foul territory will end shortly after the infield in order to optimize the view lines of the seats towards homeplate.

### UNIQUELY OAKLAND

The Rooftop Park atop the ballpark will appear as a "park in the sky" - an extension of the spectator experience for fans on game day and a publicly accessible park for the remainder of the year. The tree-lined promenade will leverage the full 360° panorama and dramatic views of Oakland and the Bay.

### SOCIAL

Social experiences will be distributed both along the outfield and towards home plate. Circulation distributed along the perimeter will pull people up from the street level. The concessions and amenities will follow the flow and create queuing pockets.

### 365

Athletics Way will become an extension of Jack London's Water Street and as a main point of arrival and entrance for pedestrians to Howard Terminal and the ballpark. It should serve both as an everyday promenade (the eastern portion of which is the Bay Trail), a pathway and a retail street for neighboring residents and visitors to the waterfront, an extension of the waterfront public realm around the ballpark, as well as a social promenade and concourse for Athletics' fans on game days.



FIGURE 4.1.1. *Ballpark in a park*

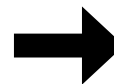


FIGURE 4.1.2. *Park in a ballpark*

## 4.2 CIRCULATION AND ACCESS

Arriving from Jack London Square, the facade of the new A's ballpark will welcome in the community back to the game. The rooftop park will dip down to the ground towards the waterfront allowing access to the rooftop park for ticketed fans on game days and the public on non-event days. On the exterior of the bowl, generous stairs will pull people up from Jack London Square to transform the concourses into continuations of Water Street and Athletics Way.

Services on the public concourses will be stacked in order to create unobstructed views from the street to the bowl. The services and vertical circulation cores will remain directly adjacent to the concourses for easy accessibility.

A VIP vehicular drop-off directly behind homeplate will provide a welcoming lobby and vertical connection to the suites and the different clubs within the ballpark. The field level VIP lobby is doubled by a VIP entrance directly on Athletics Way.

At the field level, a service tunnel will connect the clubhouses to the different ballpark operations and food services as well as to the loading and media trucks.



FIGURE 4.2.1. Illustrative overview of the access from Athletics Way

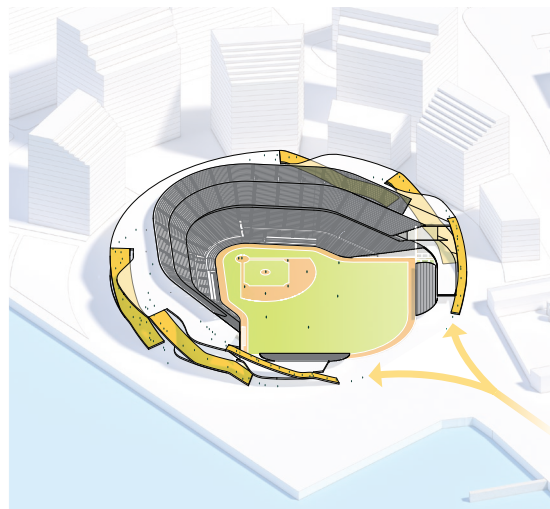


FIGURE 4.2.2. Illustrative view of the perimeter stairs

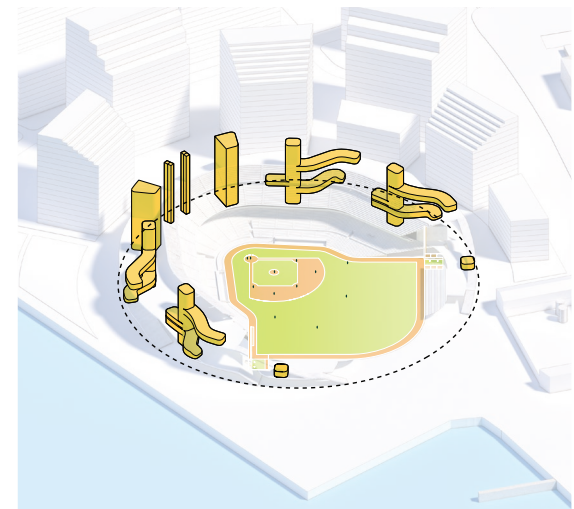


FIGURE 4.2.3. Illustrative view of cores and concourse services





FIGURE 4.2.4. Illustrative visualization of the entrance into the ballpark from Athletics Way

## 4.3 GAME DAY PERIMETER FENCES

The design of the game day security and ticketing perimeters should allow the ballpark to function safely and efficiently, while minimizing their impact on the site plan. The design of the ballpark's security perimeter should prioritize the following principles:

1. **PROVIDE A SAFE, SECURE, AND COMPLIANT ENTRY EXPERIENCE** for events at the ballpark.
2. **MINIMIZE THE AMOUNT OF INFRASTRUCTURE** required for set up and break down.
3. **INTEGRATE WITH THE LANDSCAPE.**

Security fencing for pedestrian control will be a minimum of 8 feet high unless otherwise directed by the MLB.

The Game Day Perimeter can be classified under two main categories:

### SECURITY PERIMETER

Along the perimeter of Athletics Way, a combination of security strategies are envisioned to meet the project goals of safe access, flexible and manageable security operations, efficient arrival experience, and safe egress for all users.

The security perimeter is designed based on the maximum capacity of fans. It is composed of two main components:

1. **ENTRY POINTS:** Specific zones have been identified as main points of Game Day access to Athletics Way. A combination of elements are arranged to allow for soft check of credentials with both Magnometers and bag check areas.
2. **PERIMETER FENCES:** An array of temporary panels are implemented for Game Day operations.

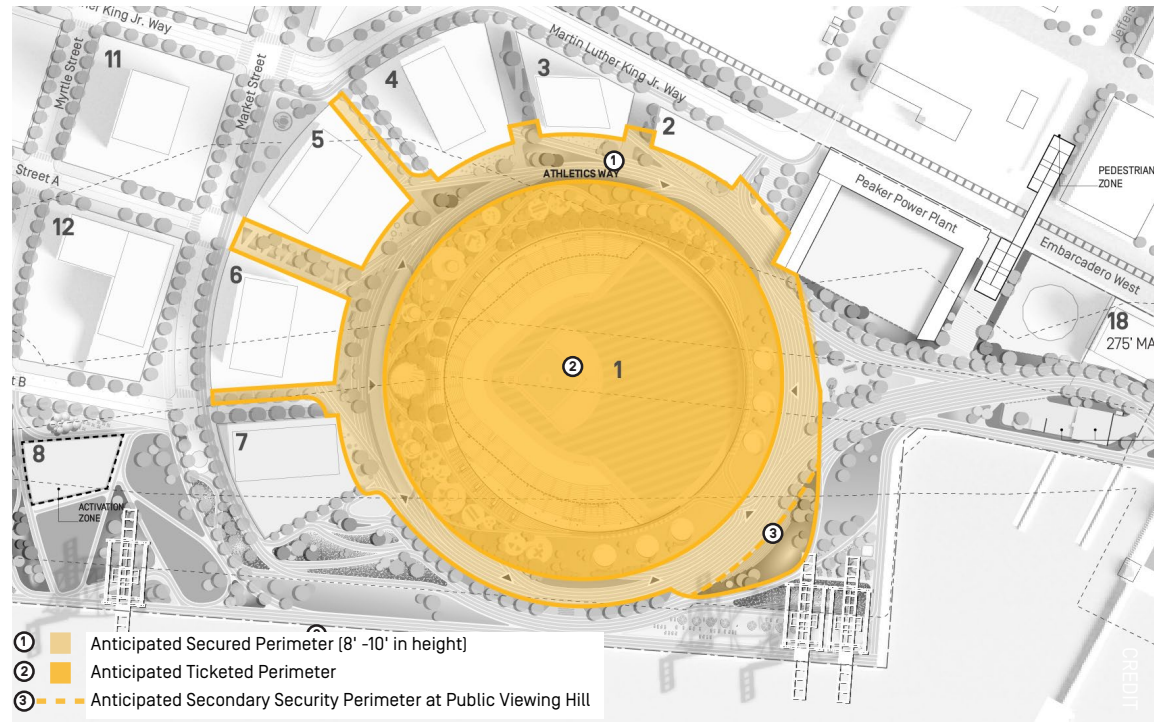


FIGURE 4.3.1. Game Day Perimeter Fences Illustrative Diagram

The panels could be modular, light weight panels, installed into permanent sleeves, embedded within the Athletics Way promenade pavement. Panels could also be integrated with landscaped areas.

However, at this early stage, the design of the security perimeter has not been fully vetted.

A secondary bag check may occur upon entering the ballpark. All security components are to be coordinated with MLB security guidelines and any other applicable requirements.

### TICKETING PERIMETER

The Ballpark structure defines the second layer of the perimeter. At multiple entry points, tickets will be scanned for access to each sector. A secondary bag check may occur upon entering the ballpark. All security components are to be coordinated with MLB security guidelines and any other applicable requirements.





**FIGURE 4.3.2.** *Example of Fixed Perimeter Fence*



**FIGURE 4.3.3.** *Example of Movable Perimeter Fence*



**FIGURE 4.3.4.** *Example of Ticket Verification*

## 4.4 FACADE

The facade of the ballpark should meet the basic requirement to protect against the Western winds on Howard Terminal. Protective yet open, the facade should outline the soft curves of the ballpark and allow for critical views towards San Francisco, the Bay, and the City of Oakland.

The facade will take the form of ribbons that follow the main circulation and slab lines, creating a dynamic expression both toward the water and toward the street. The geometry of the facade should enhance the flow of fans, connect the towards Athletics Way, the facade pulls in to open up retail and concessions towards the street, to welcome fans into the ballpark and to create transparency towards the bowl.



FIGURE 4.4.1. Illustrative view of the approach from MLK Plaza





**FIGURE 4.4.2.** *Illustrative Visualization of the approach from Jack London Square*



## 4.5 ROOFTOP PARK

The Rooftop Park atop the Ballpark is envisioned as a “park in the sky” – an extension of the spectator experience for fans on game day and a publicly accessible park for the remainder of the year. The park will leverage the full 360° panorama and dramatic views of Oakland and the Bay. Along the park's meandering walkways should be various overlooks, seating areas, planted garden areas, and gathering spaces designed for fan and public activities with protection from the wind and weather. The walkways, lookouts, features, and amenities will provide a dramatic sequence of unfolding experiences, attractions and spectacular vistas.

The design of Rooftop Park will strategically choreograph the best views and vantage points to the Ball Field and across the Bay. Promontory overlooks should focus views outward with 360° panoramas, including views towards the Oakland and San Francisco skylines, the Golden Gate, the Bay Bridge, the Oakland Hills, and other landmarks on the skyline. Importantly, the Rooftop Park will be designed to be especially visible from across the site and from Water Street below -- the green rooftop becoming a curious magnet and green destination “in the sky”.



FIGURE 4.5.1. Illustrative overview of the rooftop park





**FIGURE 4.5.2.** *Illustrative visualization of the picnic area on the rooftop park*



**FIGURE 4.5.3** *Illustrative visualization of the rooftop park*



**FIGURE 4.5.4** *Illustrative visualization of the rooftop park*









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