# OAKLAND ATHLETICS
## OAKLAND WATERFRONT BALLPARK DISTRICT

# HOWARD TERMINAL DESIGN GUIDELINES
**SEPTEMBER 8TH, 2021**

# TEAM

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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. THE BALLPARK DESIGN IS NOT WITHIN THE SCOPE OF THIS DOCUMENT.

**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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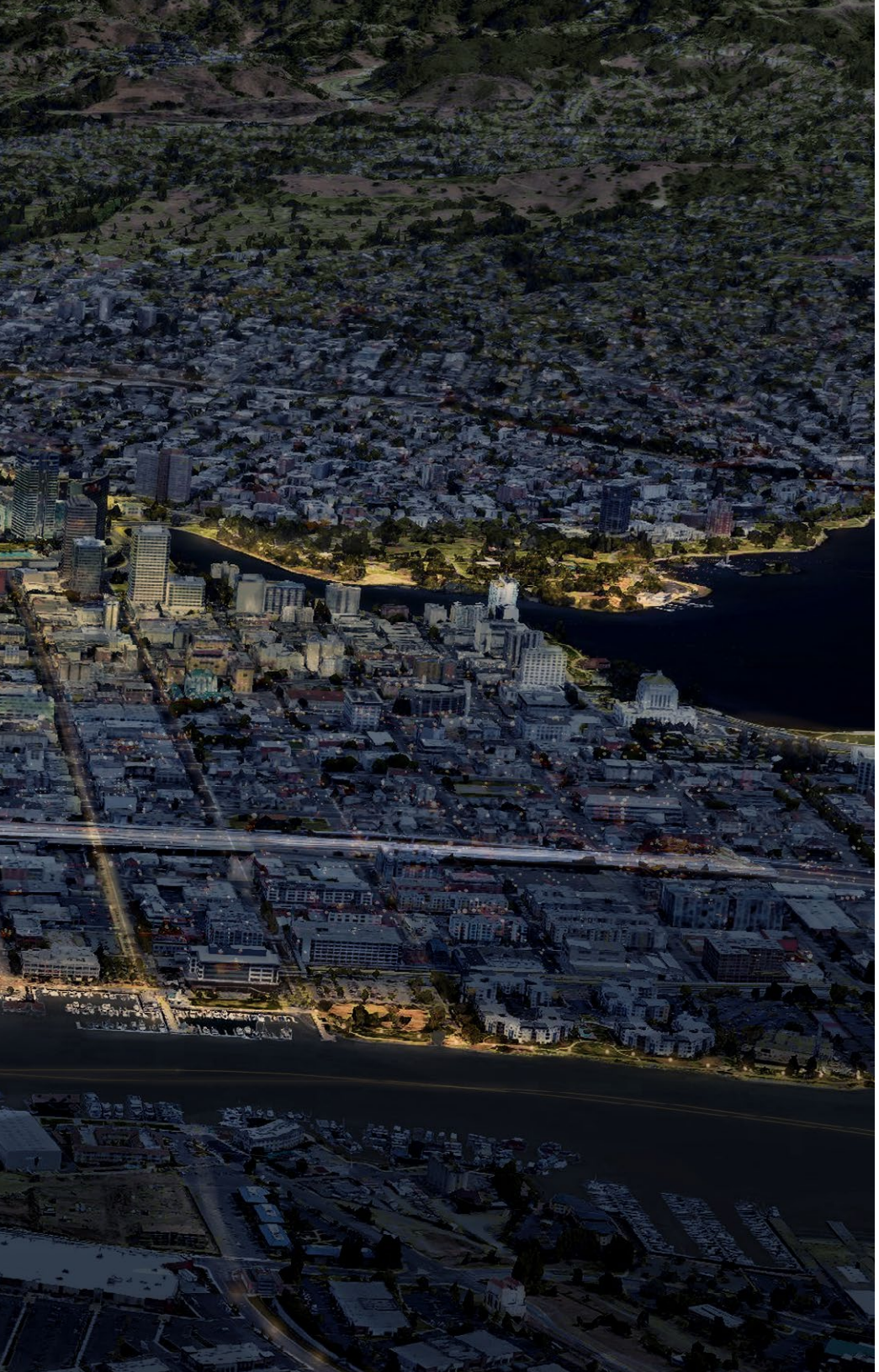


# 1.0 MASTERPLAN FRAMEWORK

## THE VISION FOR HOWARD TERMINAL

The Oakland Athletic's 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 two 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 2.0.

**2.0 - DESIGN 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.

## 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 Athletic's Way.

**STEP 2. REVIEW GUIDELINES**
Next, review the design 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:

- Guidelines which are mandatory requirements for project approval are expressed with "shall".
- Guidelines which are not mandatory however are strongly encouraged to align the project design with the vision for the district are expressed as "should".
- 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.

## EXCEPTION POLICY

Amendments to this document can be made at the discretion 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.

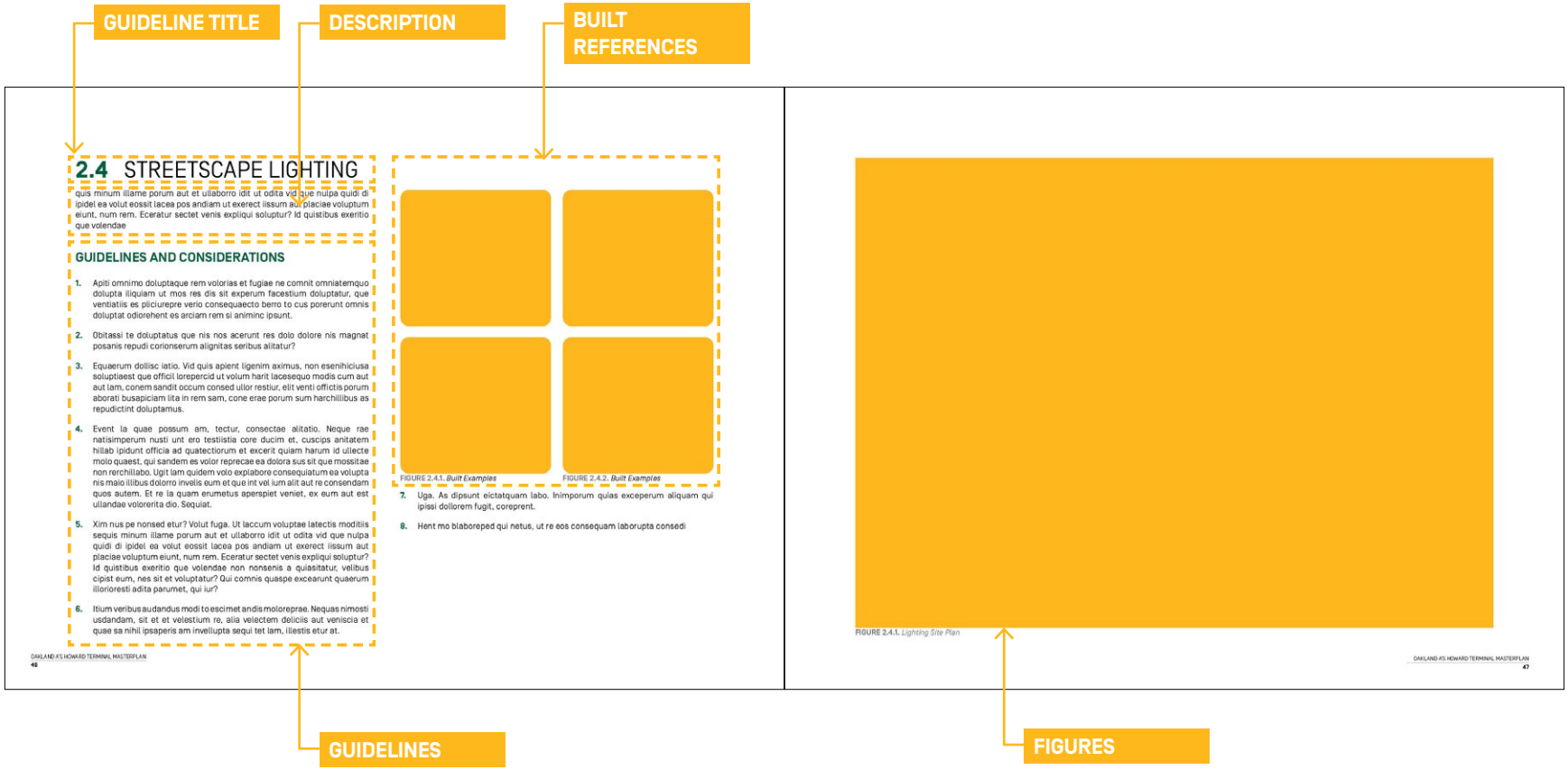



**FIGURE 1.1.1** Guideline structure

# 1.2 NEIGHBORHOOD CONTEXT





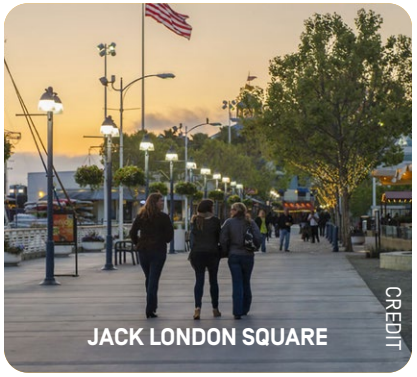






**FIGURE 1.2.1.** Surrounding *neighborhood reference images*

## 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.

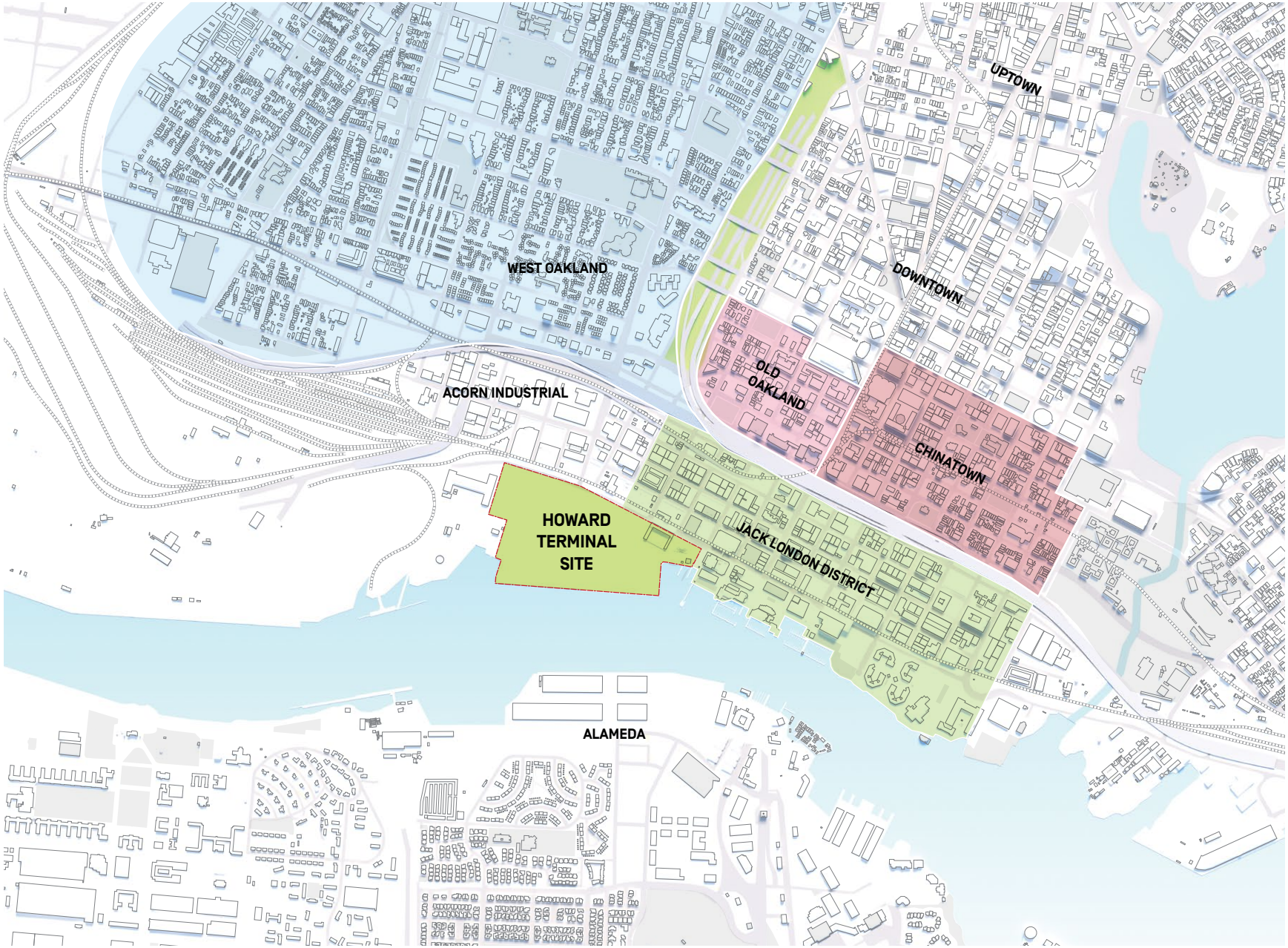



**FIGURE 1.2.2.** *Surrounding neighborhood site plan*

# 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 As 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

The new Howard Terminal district includes significant public open space along Oakland's waterfront. This new landscaped environment leverages the industrial heritage of the site to create a working waterfront while ensuring the growth of a vibrant, diverse and inclusive neighborhood oriented around the new Ballpark.

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

## 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 street network connects and disperses the energy of the ballpark into the new neighborhood, while connecting the Waterfront park back into the city though a varied matrix 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 services needs.

The masterplan extends the existing Oakland street grid into the district either visually in the case of Filbert and Myrtle Streets, or physically in the case Market Street and Martin Luther King Jr. Way. Distinct sidewalk throughways and a network of pathways ensure pedestrian safety and comfort; commuter and recreational bicycle routes protect cyclists; an off-site mobility hub centralizes multi-modal services, 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 paths extend 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.

## ATHLETIC'S WAY

Athletic's Way functions as both a street and open space promenade which orients visitors around the Ballpark perimeter and provides various amenities, retail opportunities and spill out space 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 opportunities for active and passive uses, for both individuals and groups, with promenades, picnic areas, wide vistas, and intimate moments.

## BALLPARK ROOFTOP PARK

*(Not governed by Design Guidelines)*

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.


**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*

**FIGURE 1.5.2.** *Market Rendering*

**FIGURE 1.5.3.** *Waterfront Rendering*

**FIGURE 1.5.4.** *Paseo Rendering*

**FIGURE 1.5.5.** *Filbert Rendering*

## ATHLETIC'S WAY PROMENADE AND LINKS

The Athletic's Way Promenade is an active public destination street that orients visitors around the Ballpark perimeter. The Athletic's Way Links connect the Promenade to Market Street while accommodating the Ballpark security thresholds and grade changes. Athletic's Way provides various amenity and retail opportunities and spill out spaces.

## 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.

## 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.

## THE PASEOS

The Paseos are located along Martin Luther King Jr. Way and Street A. They are smaller scaled neighborhood connections throughout the district which prioritize local residents and the community oriented experience. Paseos can offer diverse spaces for small businesses, shops, residential entries and amenities.

## FILBERT STREET

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

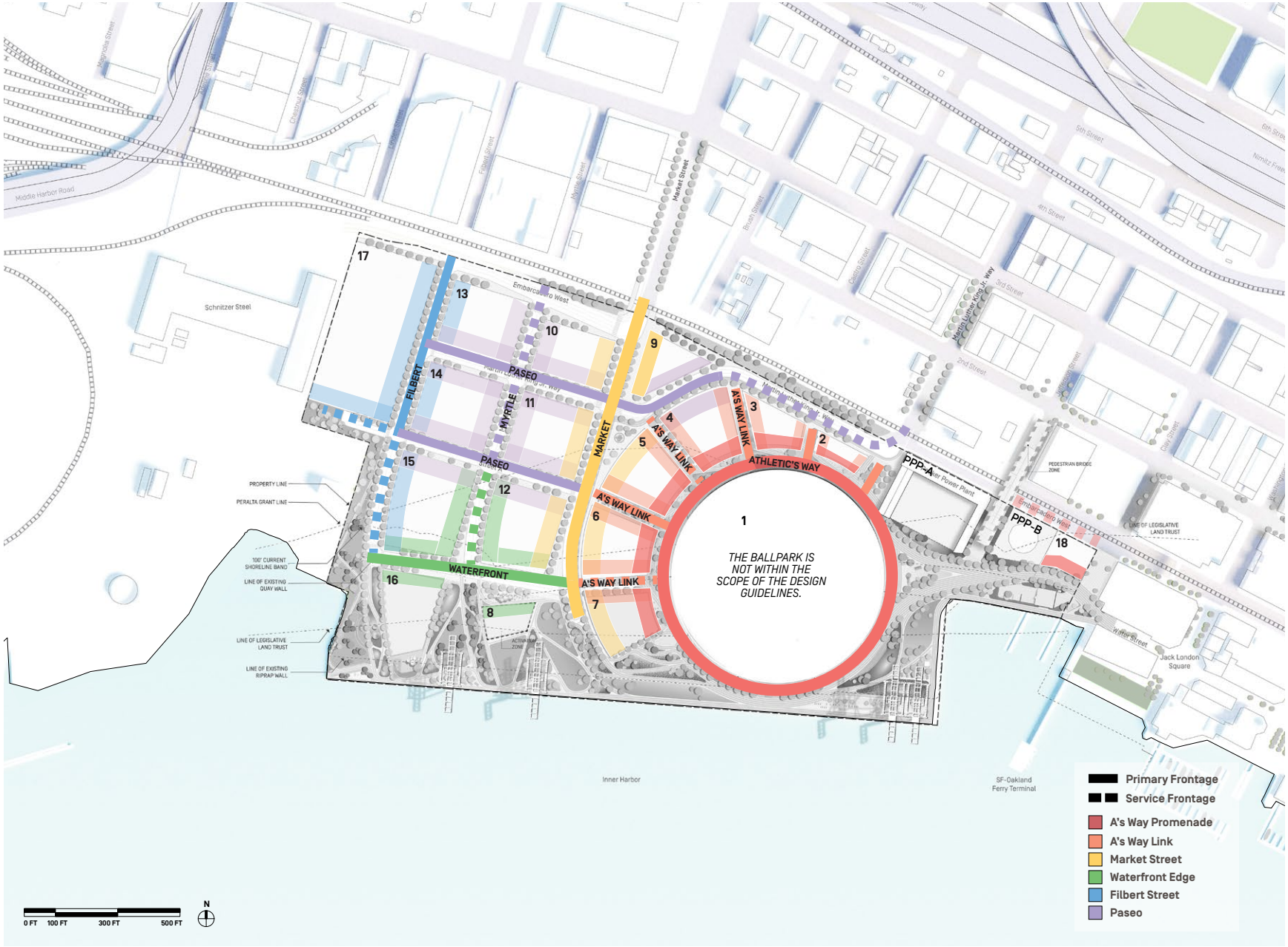



**FIGURE 1.5.6.** Character street hierarchy.

# 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 approximately:

- 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." [1]

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://bcdc.ca.gov/public-trust.html

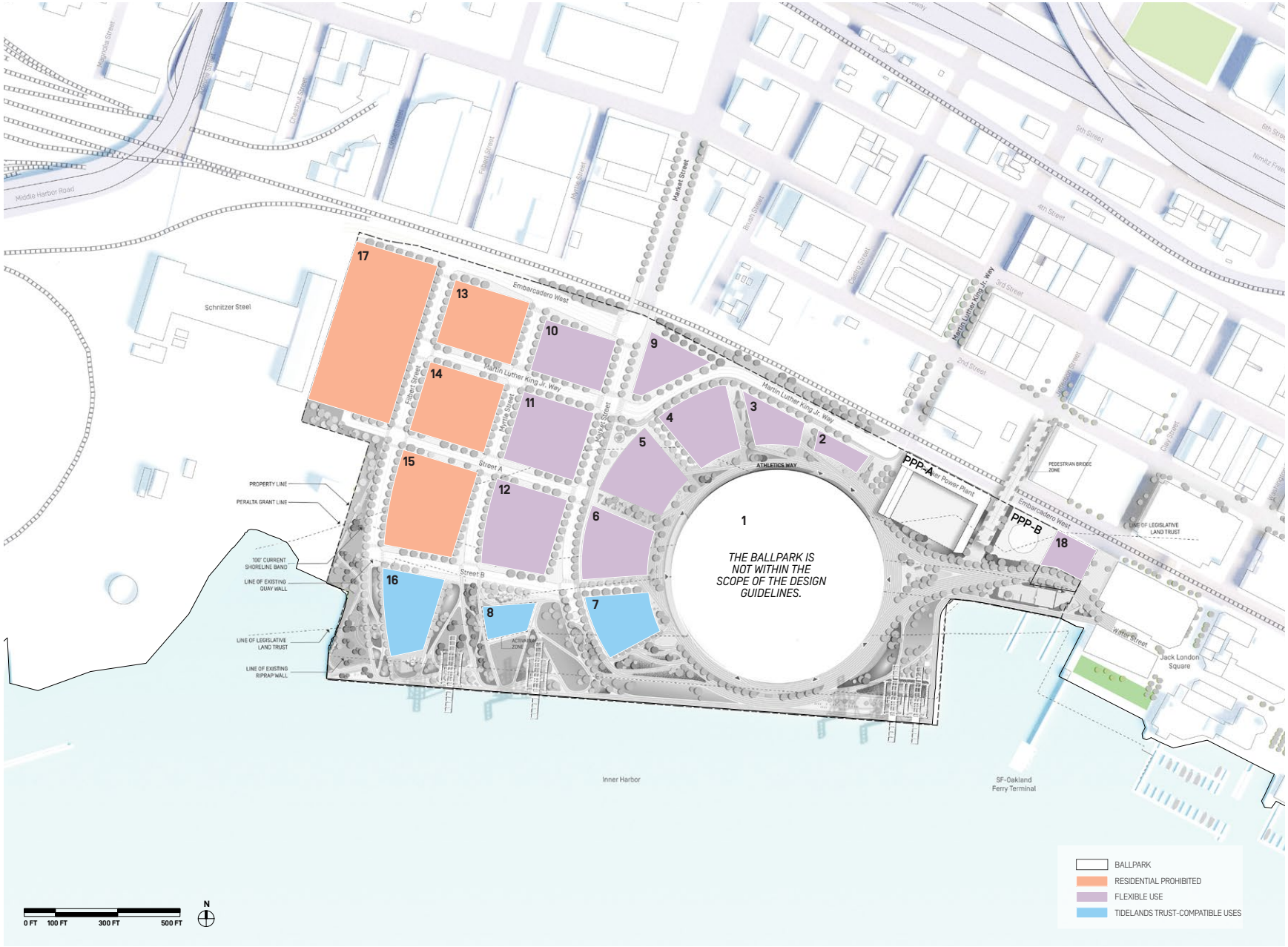



**FIGURE 1.6.1.** Public Trust Program Site Plan

# 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 plan to the Port's new turning basin. *(See Figure 1.7.1.)*

## 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.

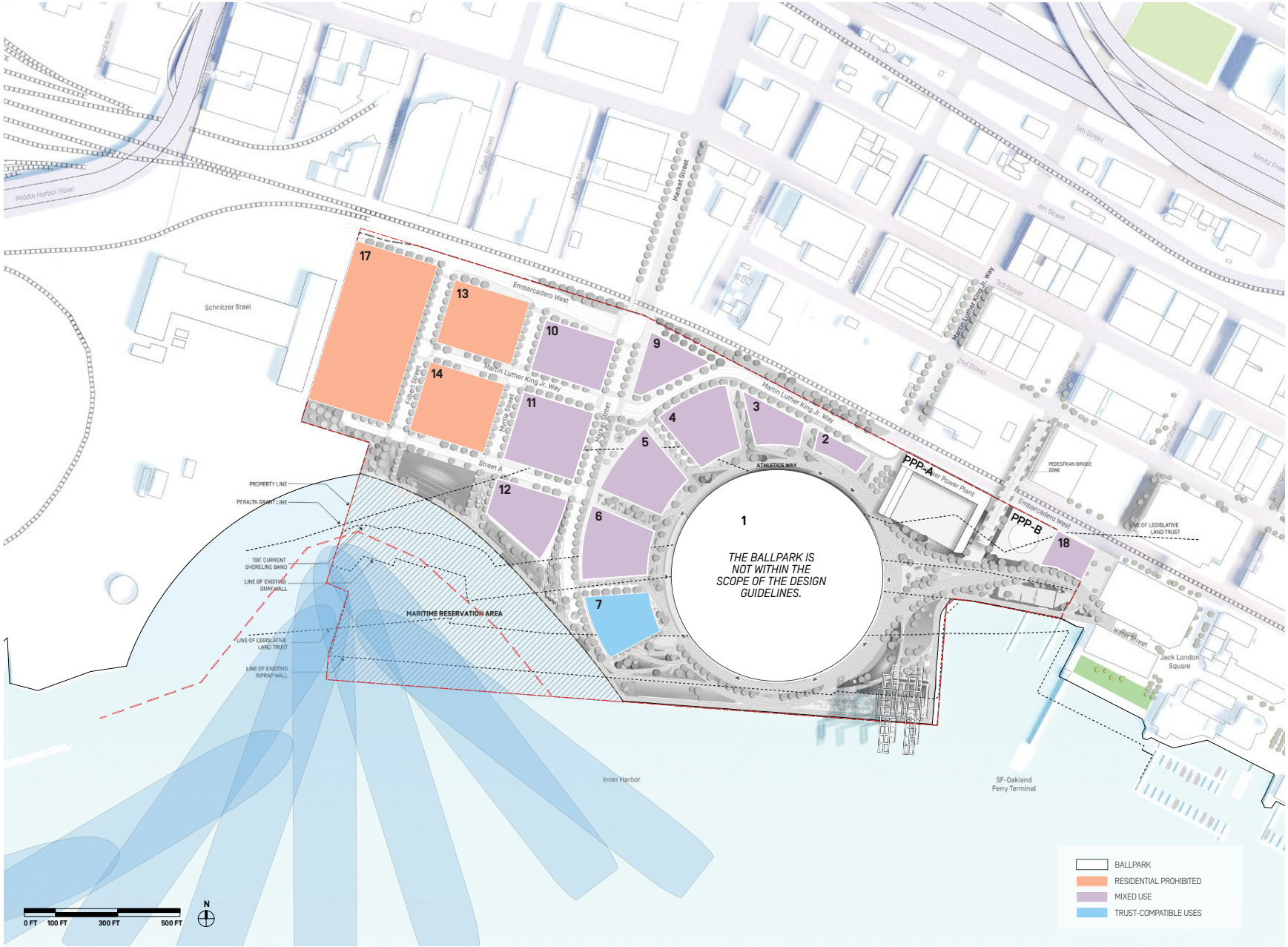



**FIGURE 1.7.1.** Maritime Scenario *Program Distribution*

# 2.0 DESIGN 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 shall 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 shown is illustrative only. Actual design and development proposals will vary in accordance with the Planned Unit Development permit, zoning, and design guidelines.

# 2.1 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 an iconic tower 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, ventilation, and views are preserved.

**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 WHERE FEASIBLE.** Potential strategies include but are not limited to: terracing the tower rooftops towards the ballpark, aligning the podium roof terraces with the ballpark rooftop, 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.

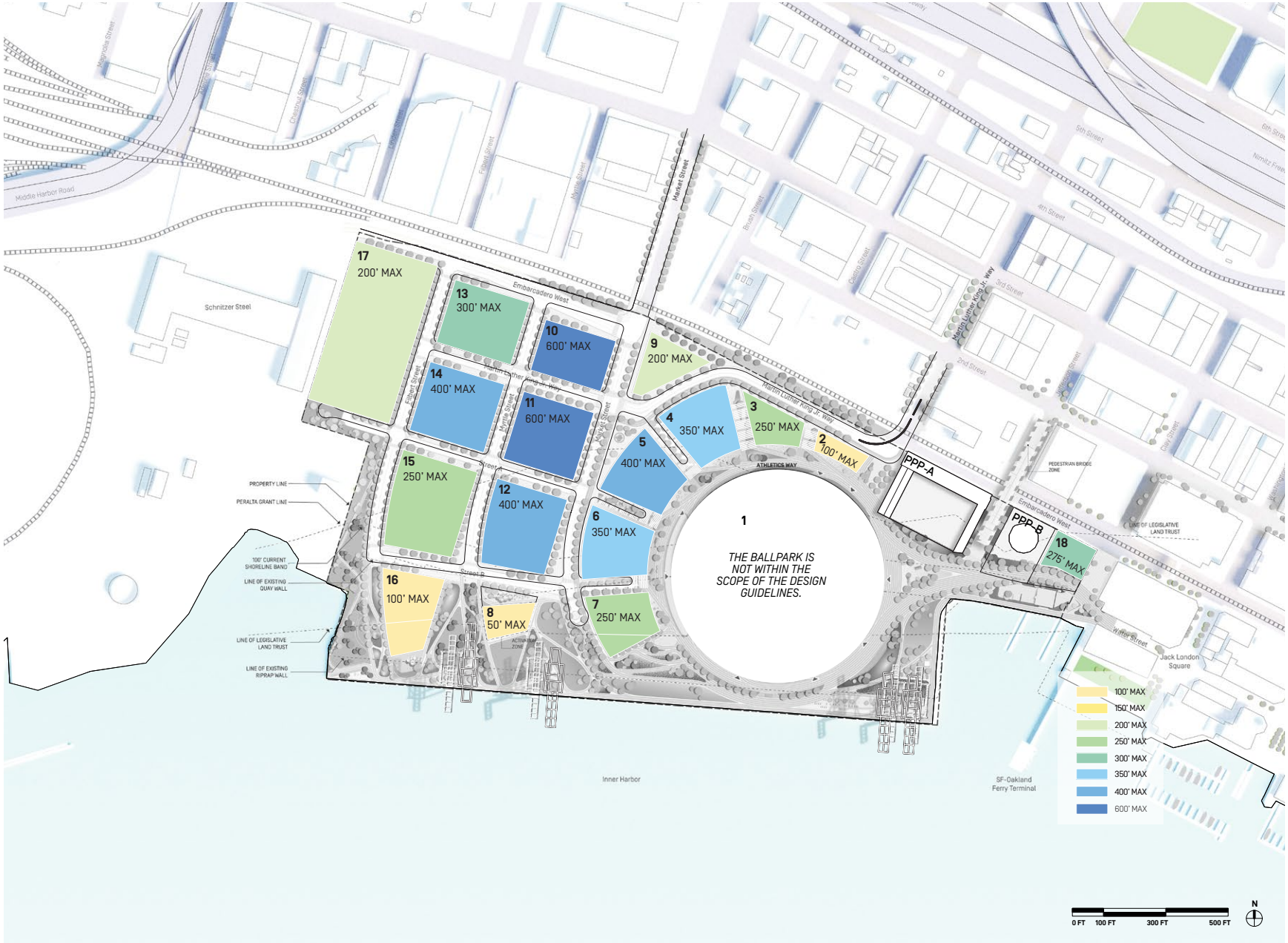



**FIGURE 2.1.1.** Building heights *in Baseline Scenario.*

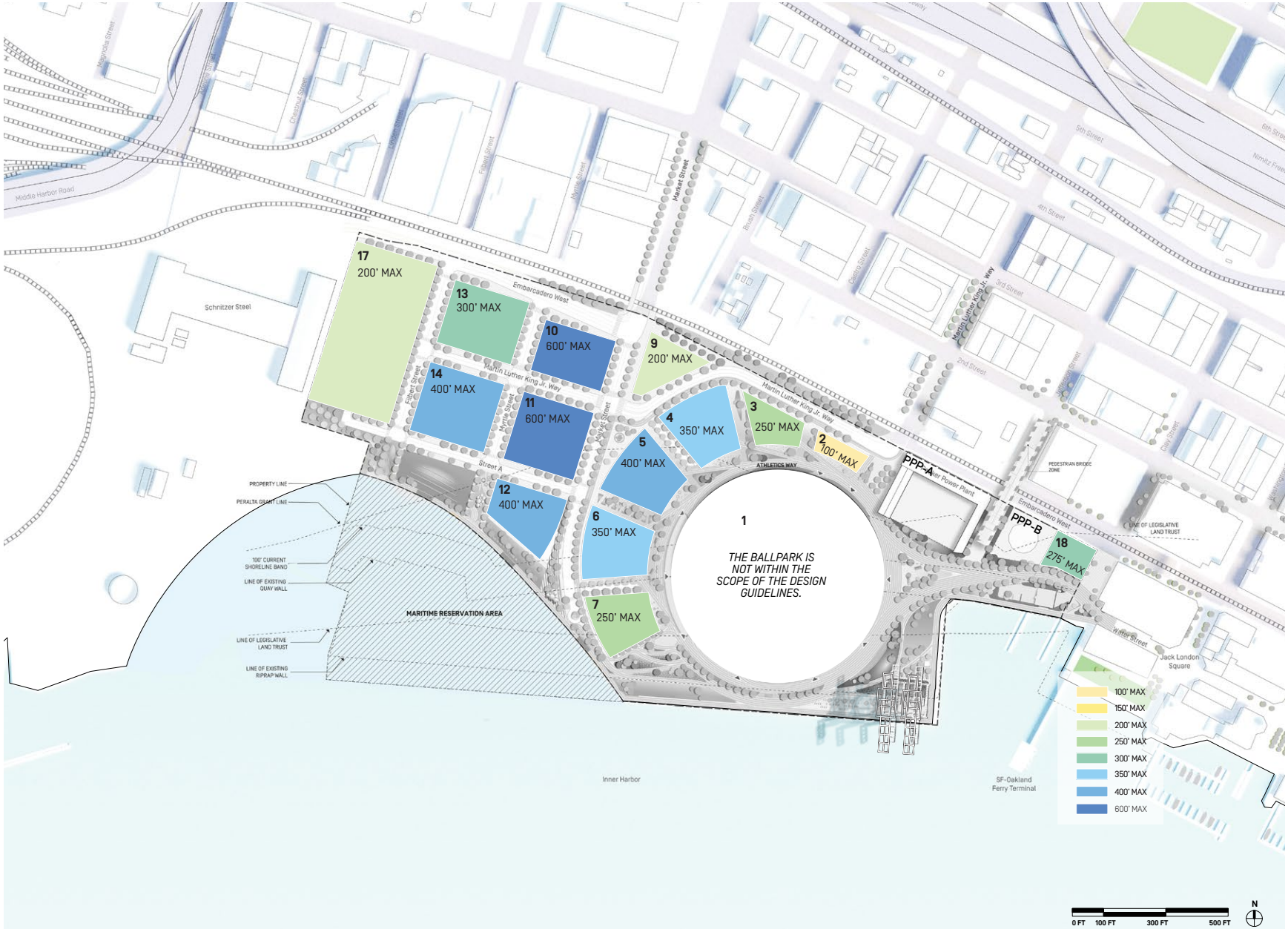



**FIGURE 2.1.2.** *Building Heights in the Maritime Reservation Scenario*

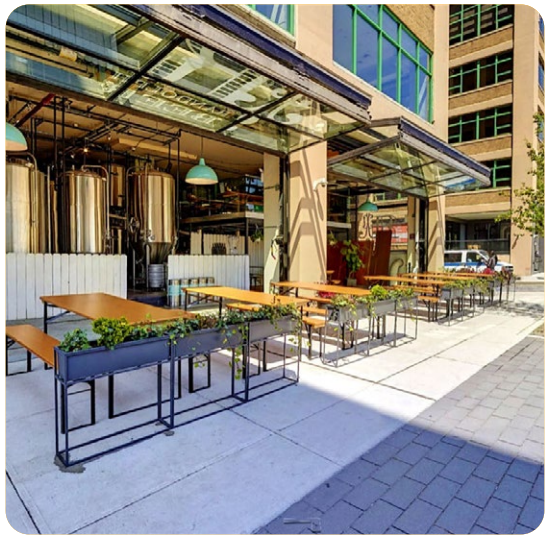
# 2.2 STREET WALLS AND THE PUBLIC REALM

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 SHOULD 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 façades*

**B.** *Using planters to softly define spaces*


**C.** *Blurring indoor environments with the outdoors.*

**D.** *Creatively using porosity to engage streetscape.*

**FIGURE 2.2.1.** *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 2.2.2.** *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 2.2.3.** *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 2.2.4.** *Enriching the public realm.*

## ENRICHING THE PUBLIC REALM

1. **BUILDING BASE DESIGNS SHOULD ENGAGE THE STREETWALL, HOWEVER ARE ENCOURAGED TO COMPOSE MASSING THAT IDENTIFIES SPECIAL OPPORTUNITIES TO ENHANCE AND EXTEND THE PUBLIC REALM.** 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 Athletics Way Link 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 2.2.5.** Illustrative Athletic's Way *Promenade Concept Rendering*

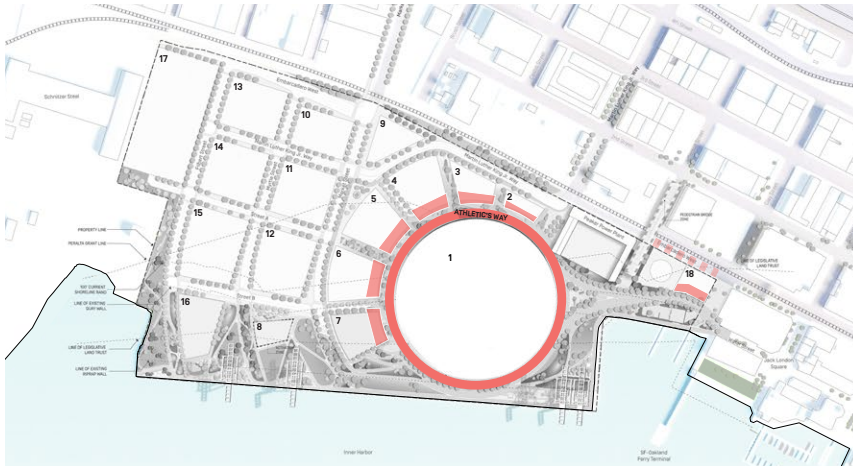



**FIGURE 2.2.6.** *Athletic's Way Activation Zones*

## ATHLETIC'S WAY PROMENADE

Athletic's 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, Athletic's 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 Athletic's fans and spectators on game-day, while also considering intimate, smaller scaled settings for everyday experiences. Athletic's 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.

Athletic's 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*

**B.** *Integrate social gathering spaces*

**C.** *Integrate public amenities*

**D.** *Integrate passive recreation*

**FIGURE 2.2.7.** *Athletic's Way Promenade References.*

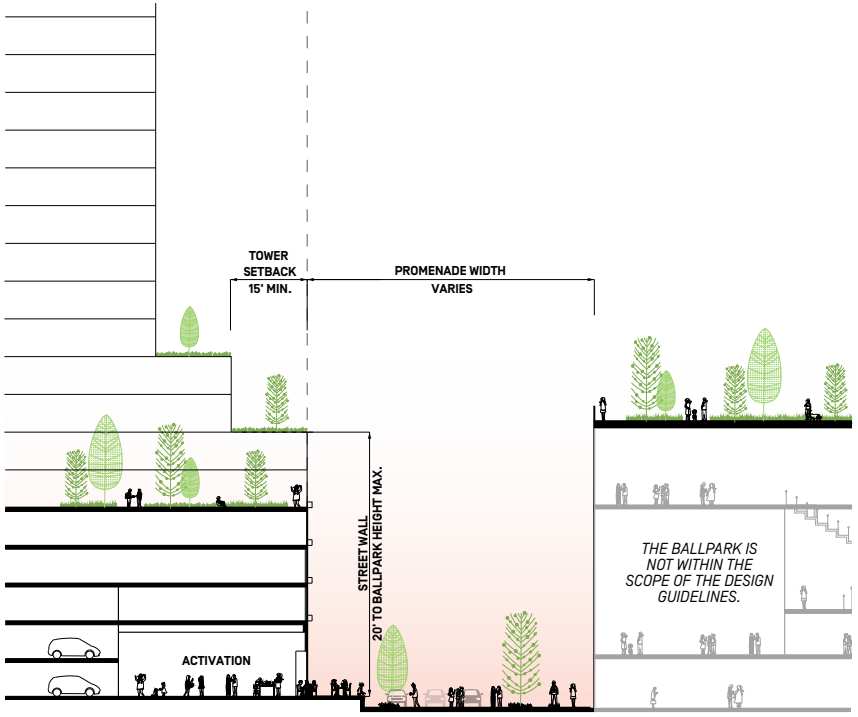



**FIGURE 2.2.8.** *Athletic's Way Frontages*

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

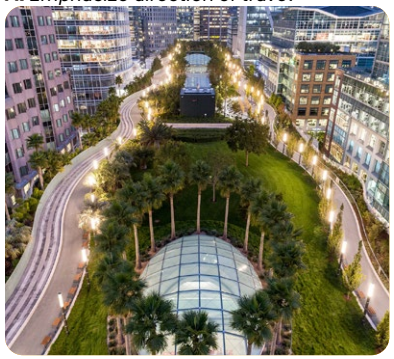
1. **BUILDING FRONTAGES ALONG THE PROMENADE SHOULD REINFORCE THE STREET** by maintaining a strong street wall within 6-feet of the property line for at least 80-percent of the frontage length. This frontage length must include the corners.

2. **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.

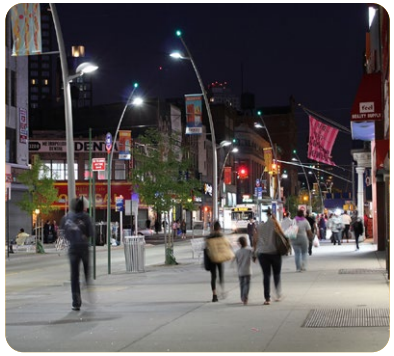
3. **ATHLETIC'S WAY SHOULD ALLOW FOR DIVERSE FORMS OF ACTIVATION AT THE PROMENADE LEVEL TO ENSURE A VIBRANT PEDESTRIAN EXPERIENCE ON BOTH GAME DAYS AND DURING THE OFF-SEASON** for the zones identified in *Figure 2.2.6*. Potential activation may include but is not limited to: restaurants, cafes, galleries, 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.

4. **PARKING GARAGE AND SERVICE ENTRIES SHOULD NOT BE LOCATED ALONG THIS FRONTAGE** to preserve the public character of the promenade.

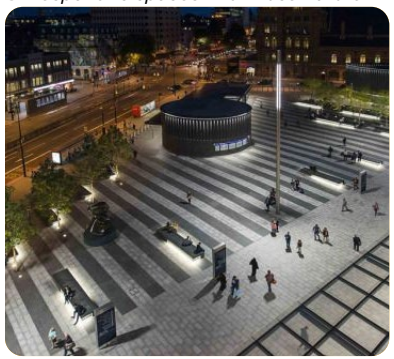
**A.** *Emphasize direction of travel*



**B.** *Distinct urban scaled fixtures*



**C.** *Respond to spaces' multi-use nature*

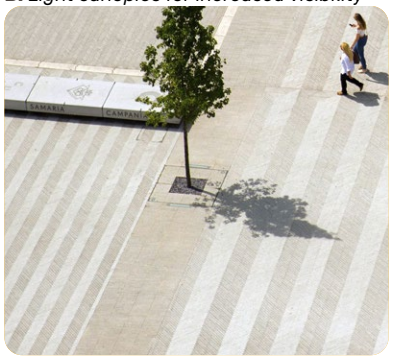


**D.** *Fixtures are not the focus*

**FIGURE 2.2.9.** *Athletic's Way Promenade Lighting References.*

**A.** *Wind tolerant species*

**B.** *Light canopies for increased visibility*



**C.** *Shade tolerant perennials*

**D.** *Biodiverse, robust planting*

**FIGURE 2.2.10.** *Athletic's Way Promenade Landscape 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.

## PROMENADE LANDSCAPING

1. **TREES SHOULD RESPOND TO THE MICRO CLIMATES 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 should be curated to create an enhanced native and climate-appropriate palette. Species that flower in shaded conditions are encouraged.

**FIGURE 2.2.11.** *Illustrative Athletic's Way Link Concept Rendering*

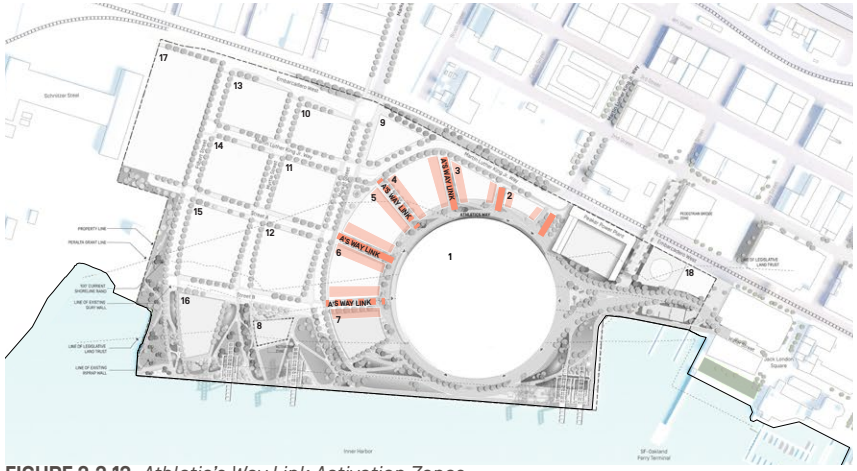



**FIGURE 2.2.12.** *Athletic's Way Link Activation Zones*

## ATHLETIC'S WAY LINK FRONTAGES

The Athletic's Way Link corridors radiate outward from the Promenade and orient visitors towards the Ballpark at the center of the district. *See figure 2.2.12.* These corridors address the grade level change between street level and the Athletic's Way Promenade through ramps and stairs. The links also serve as the primary service access for the ballpark and provide parking and service access for the adjacent buildings. Lastly, the links 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 ATHLETIC'S WAY PROMENADE.** *See figure 2.2.14B.*

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

**A.** *Integrate social gathering spaces*

**B.** *Integrate social gathering spaces*

**C.** *Textured building façades*

**D.** *Community art walls*

**FIGURE 2.2.13.** *Athletic's Way Link References.*

the district. *See figure 2.2.14A.*

3. **DEVELOPERS SHALL CONSULT WITH OAKLAND ATHLETICS' TO ENSURE PROJECT COMPLIES WITH GAME DAYS 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 Athletic's Way Promenade and Market Street.

5. **THE ATHLETIC'S WAY LINK SPACES ARE ENCOURAGED TO ACTIVATE THE GROUND LEVEL WHEREVER FEASIBLE.** Market Street corners should be active. A's way corners are encouraged to be active.

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.

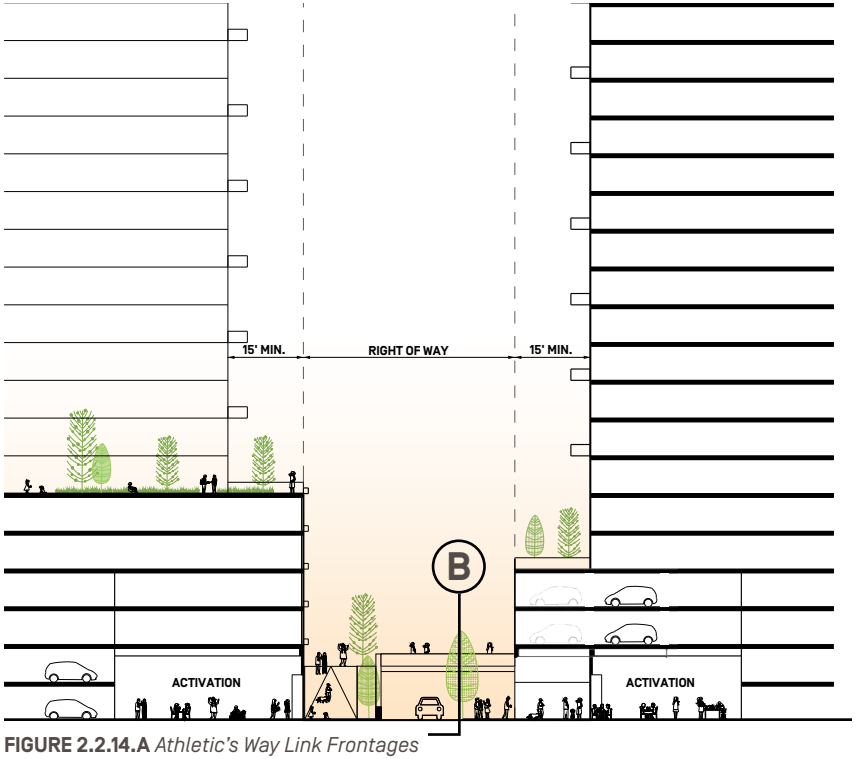



**FIGURE 2.2.14.A** *Athletic's Way Link Frontages*

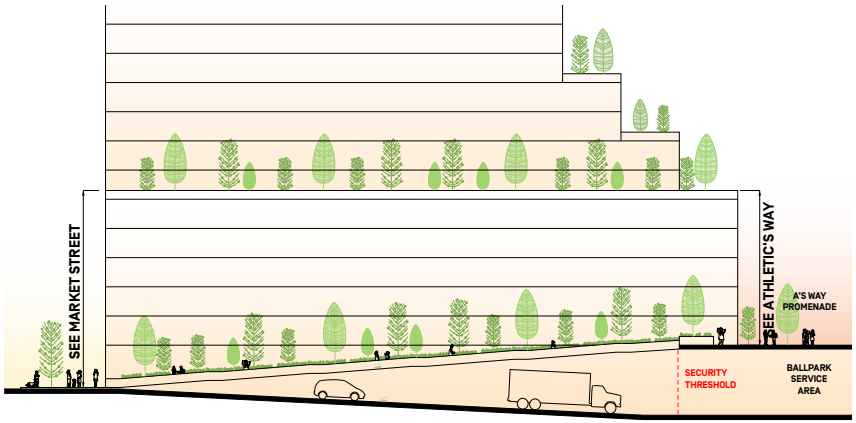



**FIGURE 2.2.14.B** *Athletic's Way Link Section (B)*

**A.** *Catenary lighting*

**B.** *In-grade fixtures*

**C.** *Special lighting to define space*

**D.** *Encourage lingering*

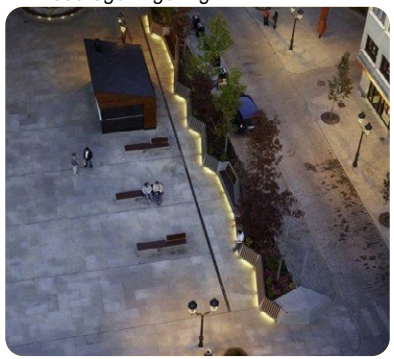
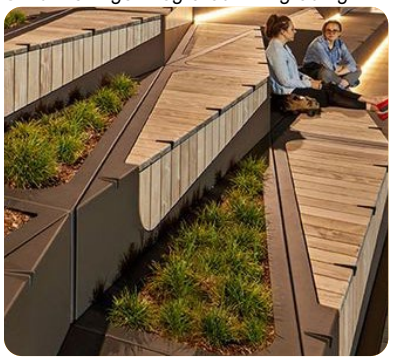


**FIGURE 2.2.15.** *Athletic's Way Link Lighting References.*

**A.** *Evergreen Trees*

**B.** *Planting highlighting Oakland As identity*

**C.** *Furnishings integrated with grading*



**D.** *Drought tolerant grasses*

**FIGURE 2.2.16.** *Athletic's Way Link Landscape References.*

## ATHLETIC'S WAY LINK LIGHTING

Lighting design in the Athletic's Way Links 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 link areas from the general circulation at the promenade.

1. **LIGHTING IN LINK 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.

## ATHLETIC'S WAY LINK LANDSCAPING

Landscape design in the Athletic's Way Links should be distinct, reflective of the Oakland A's identity and serve to visually connect Athletic's Way to the district, while responding to the particular micro-climates of each link.

1. **PLANTINGS SHALL BE RESPONSIVE TO WIND CONDITIONS AND THE HEAVY PEDESTRIAN TRAFFIC,** while providing visual interest, and prioritizing colors that compliment the Oakland A's identity. Trees should be assembled to serve as wind mitigation along athletic's way links.

2. **GRADING, LEVEL CHANGES AND SURFACES SHOULD BE DESIGNED TO CREATE SMOOTH TRANSITIONS.** Grade variations shall 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 2.2.17.** Illustrative Market Street *Concept Rendering*

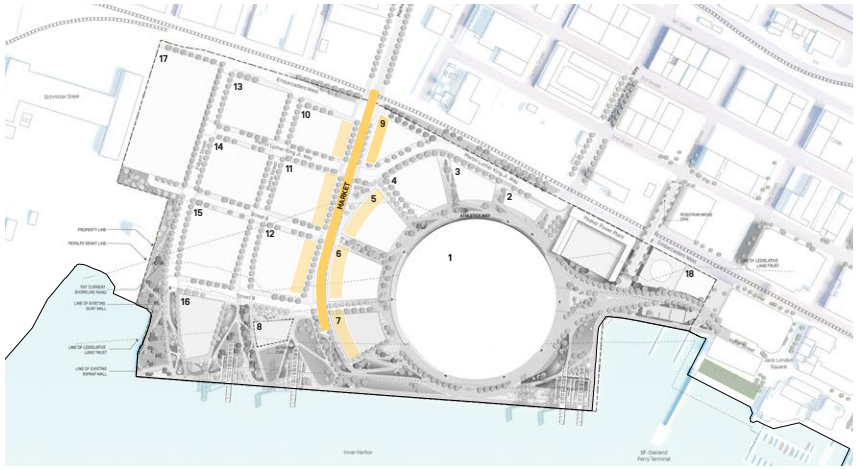



**FIGURE 2.2.18.** *Market Street Activation Zones*

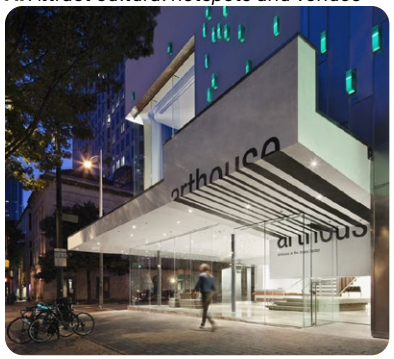
## MARKET STREET FRONTAGES

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 2.2.18*. 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 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 *2.2.20.*

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 *2.2.20.*

**A.** *Attract cultural hotspots and venues*



**B.** *Attract destination retail*

**C.** *Integrate public amenities*

**D.** *Frame view of iconic infrastructure*

**FIGURE 2.2.19.** *Market Street References.*

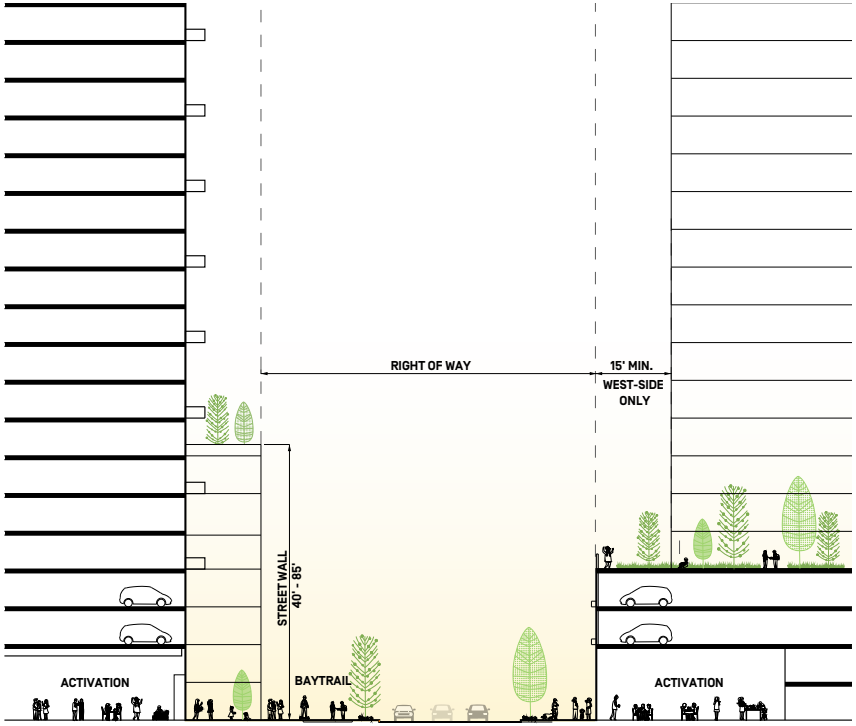



**FIGURE 2.2.20.** *Market Street Frontages.*

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.

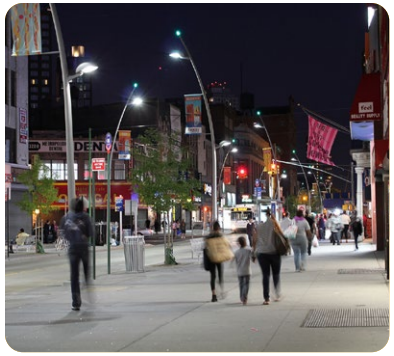
4. **AS THE PRIMARY DESTINATION RETAIL CORRIDOR IN THE DISTRICT, MARKET STREET SHOULD PRIORITIZE COMMERCIAL ACTIVATION AT GROUND LEVEL** for the zones identified in *Figure 2.2.18*. Potential activation may include but are not limited to: retail, lobbies, restaurants, cafes, high-traffic businesses, and assembly spaces, etc. Residential lobbies and amenity spaces 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 shall maintain a minimum depth of **30**-feet.

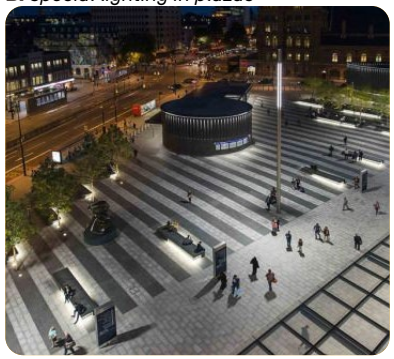
6. **UTILITY ROOMS ARE NOT PERMITTED ALONG MARKET STREET** unless required by the authority holding jurisdiction[1]. Similarly, service and loading entries are not permitted to have frontages opening on the west side of Market Street.

1 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.

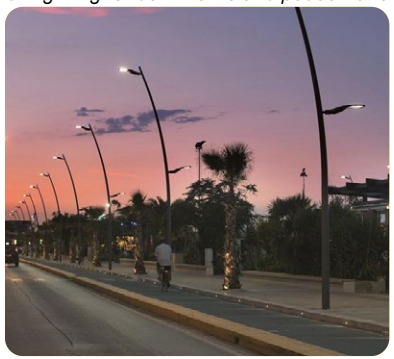
**A.** *Pedestrian focused fixtures*



**B.** *Special lighting in plazas*



**C.** *Lighting for both traffic and pedestrians*



**D.** *In-grade fixtures at plazas*

**FIGURE 2.2.21.** *Market Street Lighting References.*

**A.** *Movable seating*

**B.** *Continuous green network*

**C.** *Tall canopies*

**D.** *Oversized furnishings at plazas*

**FIGURE 2.2.22.** *Market Street Landscape 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.

## MARKET STREET LANDSCAPING

Landscape design along Market St. will emphasize the green framework proposed for the district and be compatible with the anticipated uses.

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 SHOULD HARMONIZE WITH THE ATHLETIC'S 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 shall allow for temporary relocation to accommodate to game-day needs. In Plazas, furnishings should be over-sized to incentivise people to socialize and gather.


**FIGURE 2.2.23.** Illustrative Paseo *Concept Rendering*

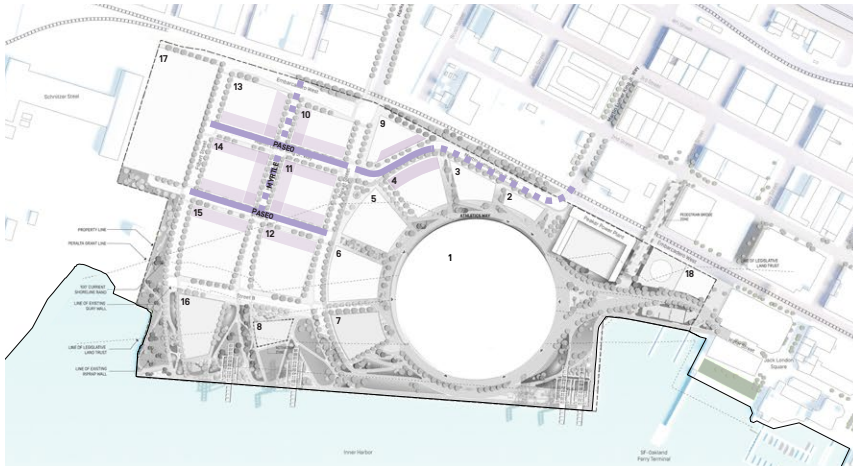



**FIGURE 2.2.24.** *Paseo Activation Zones*

## PASEO FRONTAGES (MLK & STREET A)

The paseos 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 PASEO STREETWALL MAY INCLUDE TOWER MASSING PROVIDED THE TOWERS DO NOT OCCUPY THE MAJORITY OF THE PARCEL FRONTAGE LENGTH FOR NON-SERVICE FRONTAGES.** This is to reduce the visual dominance of the towers from street level. Blocks 2, 3, 9, 10, and 13 are exempt from this requirement.

**A.** *Community scaled activation*


**B.** *Attract small businesses*

**C.** *Engage streetscape creatively*

**D.** *Live-work spaces*

**FIGURE 2.2.25.** *Paseo References.*

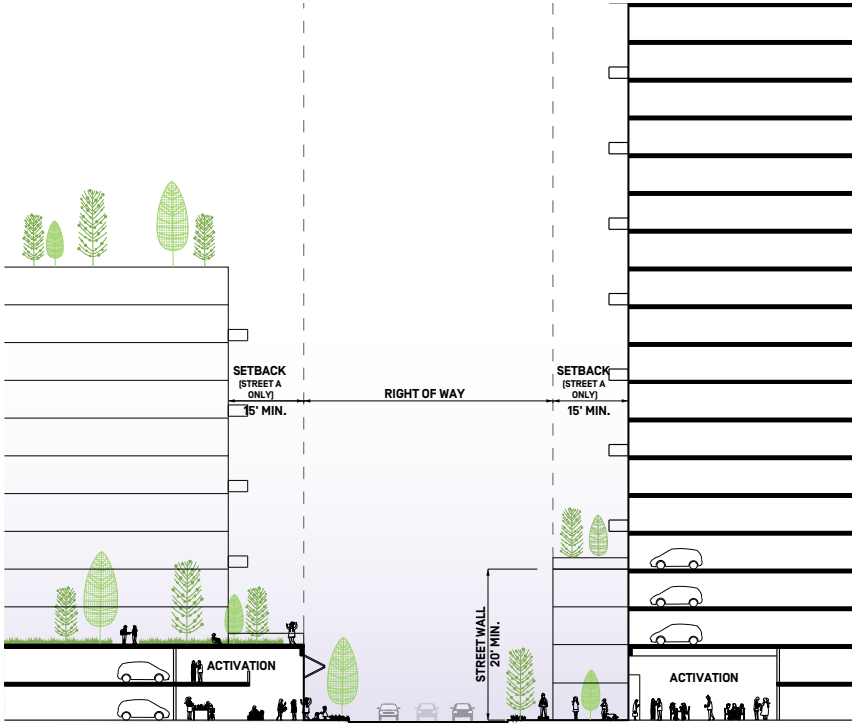



**FIGURE 2.2.26.** *Paseo Frontages*

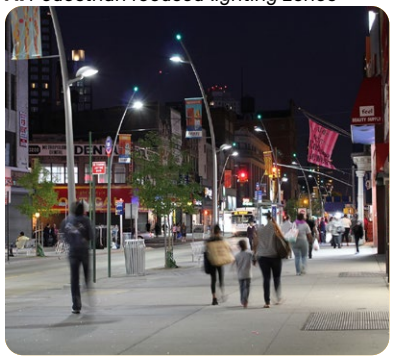
3. **TOWER MASSING ON STREET A SHOULD BE SETBACK BY A MINIMUM OF 15-FEET** to preserve a wider view corridor from the Ballpark to the district. *See figure 2.2.26.*

4. **BUILDING FRONTAGES ALONG THE PASEO ARE ENCOURAGED TO FOSTER DIVERSITY IN THE STREETSCAPE EXPERIENCE** by including outdoor spaces and amenities for public use within the property line. *See figure 2.2.25.*

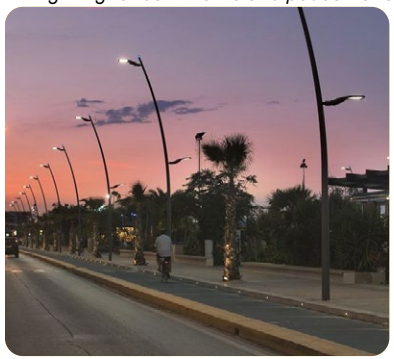
5. **TO FOSTER NATURAL SURVEILLANCE AND ENLIVEN THE PEDESTRIAN EXPERIENCE, THE PASEOS ARE ENCOURAGED TO ACTIVATE THE GROUND LEVEL FOR THE ZONES IDENTIFIED IN FIGURE 2.2.24. AND ARE ENCOURAGED TO INCLUDE ACTIVATION AT ALL CORNERS.** Potential activation may include but is not limited to: restaurants and cafes, bars, retail, groceries, galleries, small businesses, lobbies, residences, live-work lofts, day cares, libraries, gyms, light industry and manufacturing, 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.

A. *Pedestrian focused lighting zones*



B. *Lighting for both traffic and pedestrians*



C. *Lighting responding to built elements*

**FIGURE 2.2.27.** *Paseo Lighting References.*

A. *Intimate Spaces*

B. *Lush storm water gardes*

C. *Tree lined streets*

D. *Textural, small scale detailing*

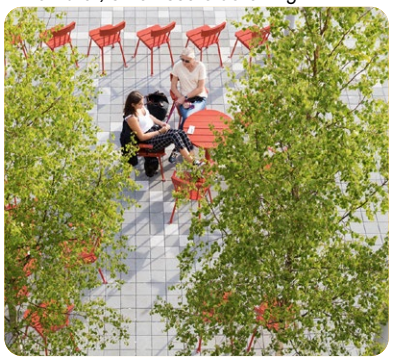


**FIGURE 2.2.28.** *Paseo Landscaping References.*

## PASEO 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.

## PASEO LANDSCAPING

The paseos 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 and reflecting the historic and industrial qualities of the immediate context. Subtle variation between paver color, texture and aggregates is encouraged.


**FIGURE 2.2.29.** *Illustrative Waterfront Edge Concept Rendering*

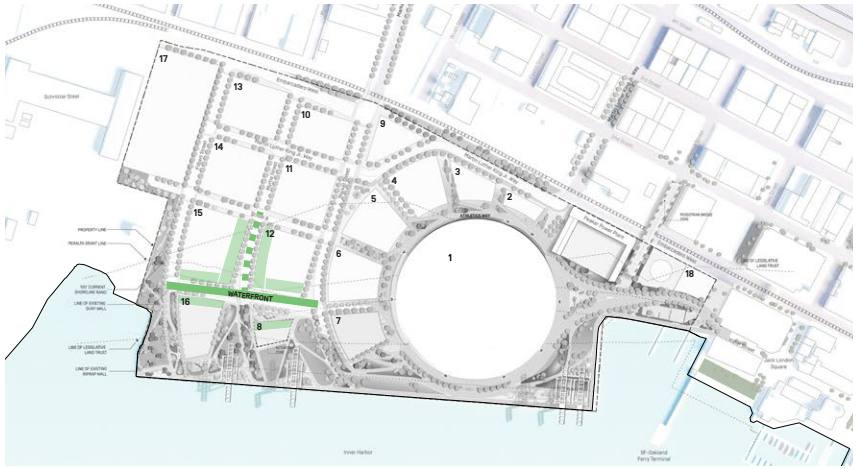



**FIGURE 2.2.30.** *Waterfront Activation Zones*

## 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 2.2.30.* 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 2.2.32.*

2. **BUILDING FRONTAGES ARE ENCOURAGED TO FOSTER COHESION WITH THE WATERFRONT PARK AND BRING VARIETY TO THE URBAN EDGE.** Potential

**A.** *Publicly accessible bases*

**B.** *Green urban edge*

**C.** *Social gathering spaces*

**D.** *Integrated landscape*

**FIGURE 2.2.31.** *Waterfront Park Edge References.*

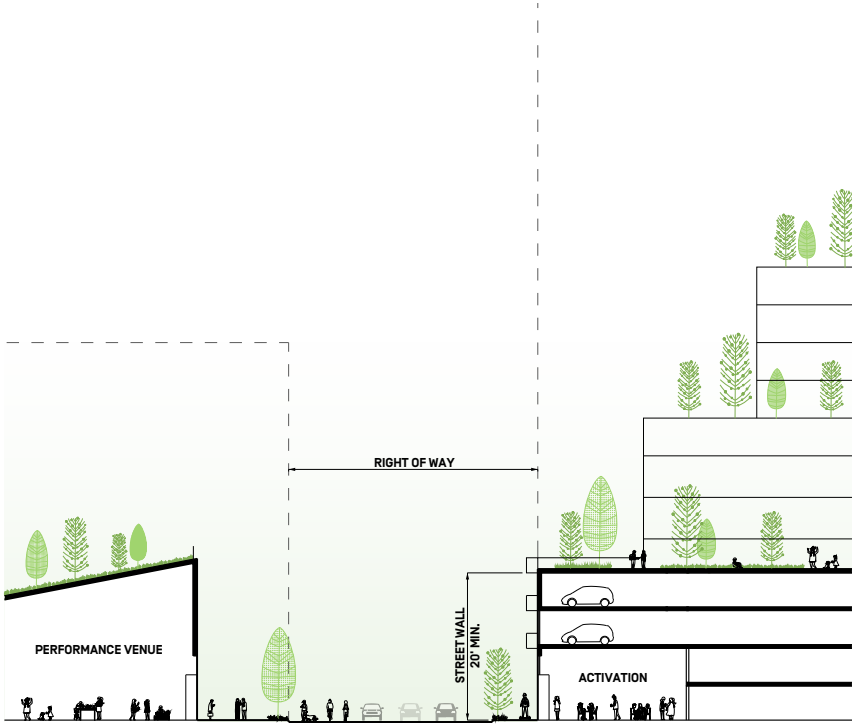



**FIGURE 2.2.32.** *Waterfront Park Edge Frontages.*

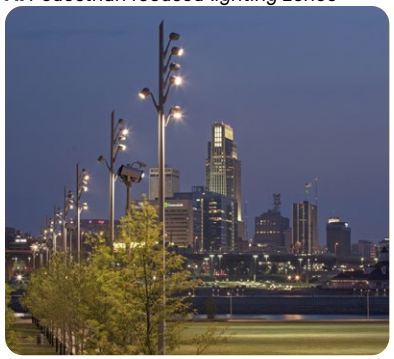
strategies may include but are not limited to integrating public spaces, landscaping, etc. Similarly, building massing on upper levels are encouraged to integrate terraces facing towards the Waterfront Park and other primary views of interest. *See figure 2.2.31 and 2.2.32..*

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 landscaping, green roofs, vegetated surfaces, terracing, etc.

4. **TO ENLIVEN THE PEDESTRIAN EXPERIENCE, FRONTAGES SHOULD ACTIVATE THE GROUND LEVEL FOR THE ZONES IDENTIFIED IN FIGURE 2.2.30.** 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*



**B.** *Minimal fixture presence*

**C.** *Integrate Lighting*

**D.** *Lighting responding to built elements*

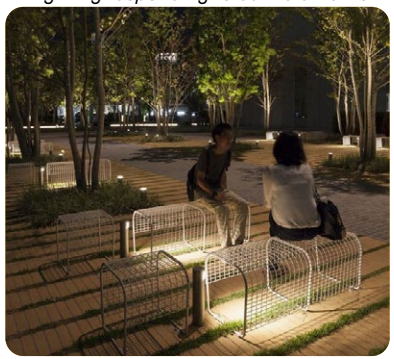


**FIGURE 2.2.33.** *Waterfront Park Edge Lighting References.*

**A.** *Light urban canopies*

**B.** *Accent trees*

**C.** *Furnishings of industrial character*

**D.** *Textural, small scale detailing*

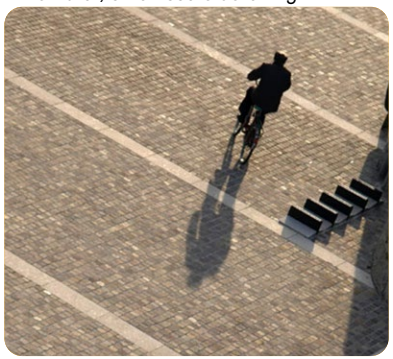


**FIGURE 2.2.34.** *Landscaping References.*

## 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 LANDSCAPING AND BUILT ELEMENTS** when applicable to accentuate features which are unique to each area.

## WATERFRONT PARK EDGE LANDSCAPING

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 2.2.35.** *Illustrative Filbert Street Concept Rendering*

**FIGURE 2.2.36.** Filbert Street Activation Zones.

## FILBERT STREET FRONTAGES

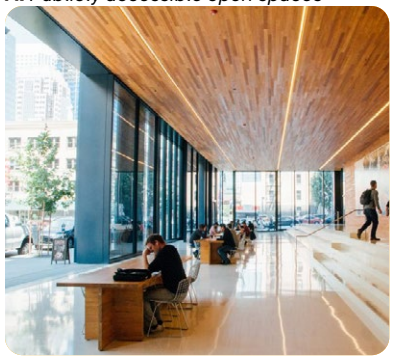
As Filbert Street is primarily fronted by commercial buildings, the street walls and massing articulations are used to ensure an engaging pedestrian experience by fostering activation on the street. *See figure 2.2.36.*

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 2.2.38.*

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, landscaping, spill-out spaces, etc. *See figure 2.2.37.*

3. **TO FOSTER NATURAL SURVEILLANCE AND ENLIVEN THE PEDESTRIAN EXPERIENCE, FRONTAGES ALONG THESE CORRIDORS SHOULD ACTIVATE THE**

**A.** *Publicly accessible open spaces*



**B.** *Enhanced articulation at street level*

**C.** *Social gathering spaces*

**D.** *Integrated landscape and green buffers*

**FIGURE 2.2.37.** Filbert *Street References.*

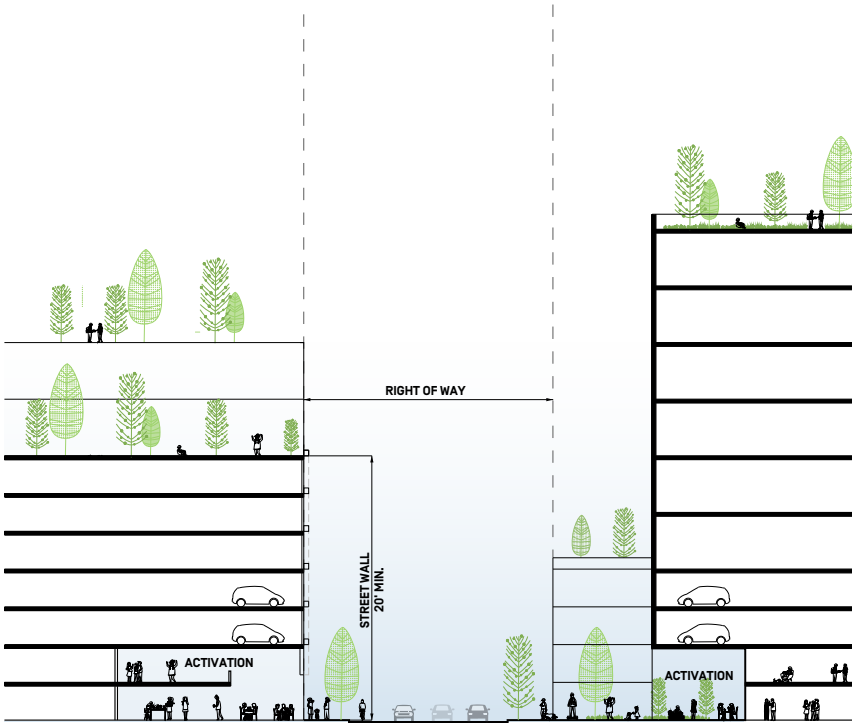


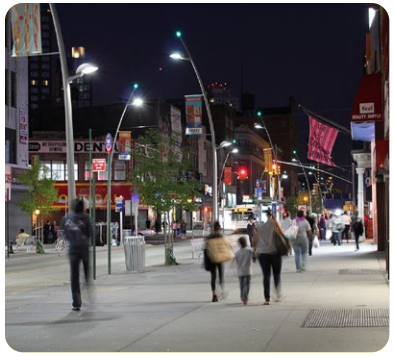

**FIGURE 2.2.38.** Street frontages.

**GROUND LEVEL FOR THE ZONES IDENTIFIED IN FIGURE 2.2.36.** 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 shall 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*



**B.** *Pedestrian focused lighting*

**C.** *Lighting responding to built elements*

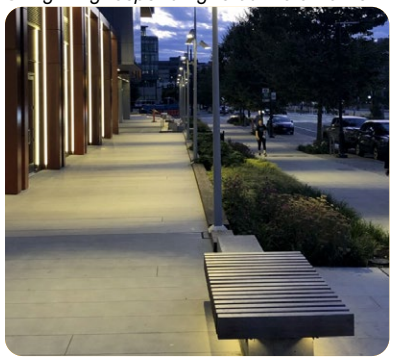
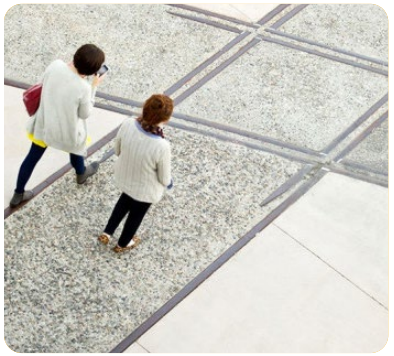


**FIGURE 2.2.39.** *Filbert Street Lighting References.*

**A.** *Distinctive, robust species*

**B.** *Native diverse plantings*

**C.** *Durable, low maintenance materials*



**D.** *Sculptural species*

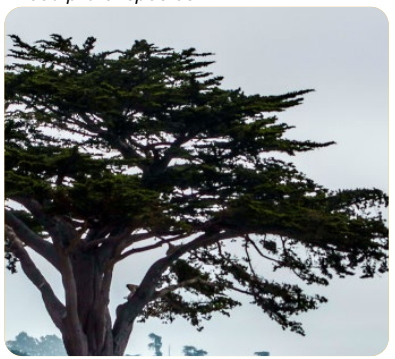


**FIGURE 2.2.40.** *Filbert Street Landscape References.*

## 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.**

## FILBERT STREET LANDSCAPING

4. **TREE SPECIES SHOULD REFLECT THE MORE RUSTIC, NATURALIZED WEST END PARK** through the use of native, wind- and drought-tolerant, sculptural species.

5. **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.

6. **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.

7. **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 2.2.42.* 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 Athletic's 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 Athletic's 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 Athletic's 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 SHALL OPEN THEMSELVES TO ENGAGE THE ENTRY POINT** and avoid turning their back on the surrounding neighborhoods.

2. **GATEWAY BUILDINGS SHALL BE CONTEXTUALLY SENSITIVE** and address the scale differences between the Howard Terminal district and the surrounding neighborhoods.

**A.** *Public feature or space at corner*


**B.** *Public feature or space at corner*

**C.** *Special facade articulation*

**D.** *Contextually sensitive*

**FIGURE 2.2.41.** *Gateway Articulation References*

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.

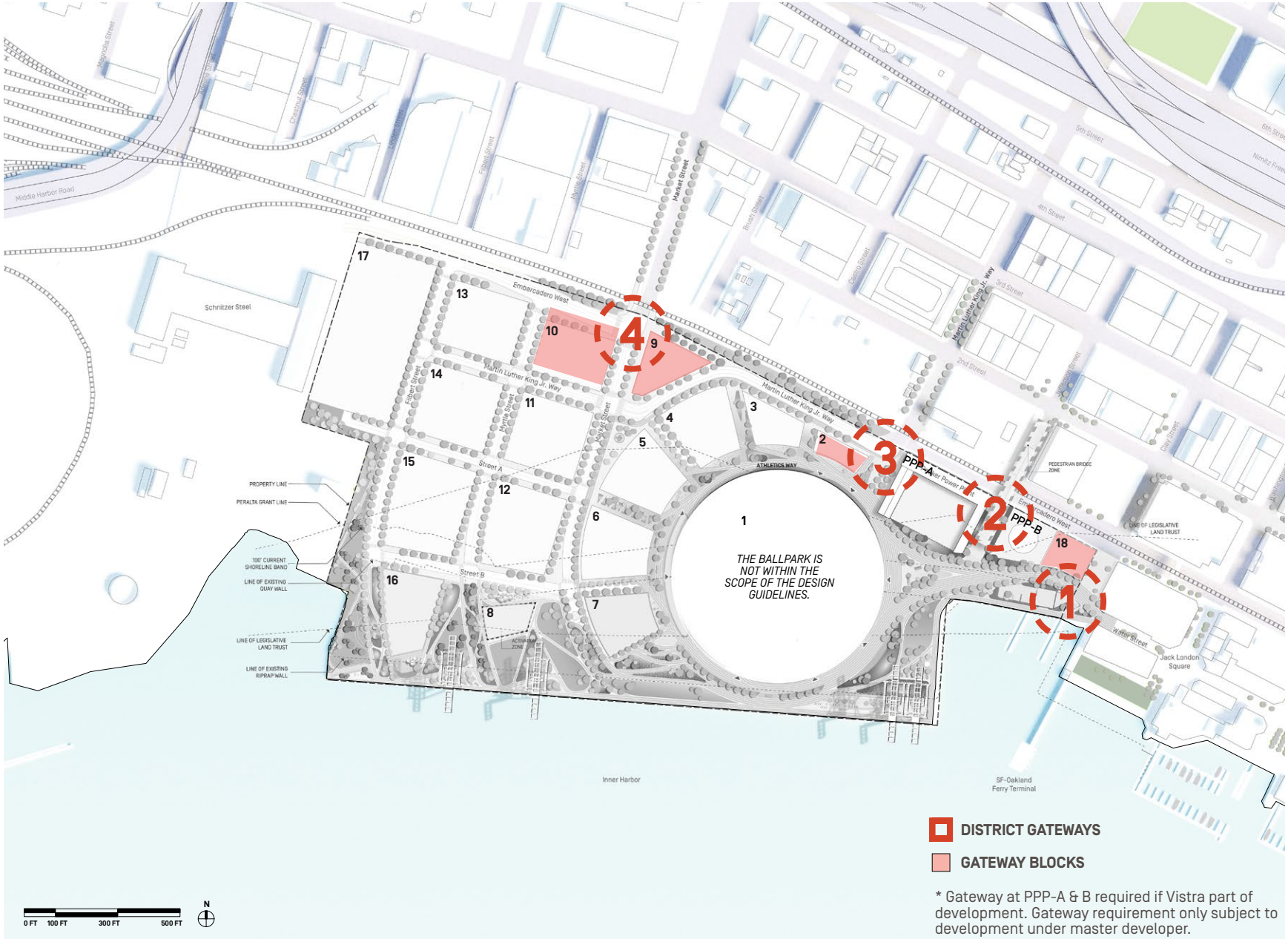



**FIGURE 2.2.42.** Masterplan Gateway Site Plan

## 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 2.2.41.)*. 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 2.2.44.)** 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 A's 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 TO REDUCE THEIR VISIBILITY FROM THE STREET.** 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.

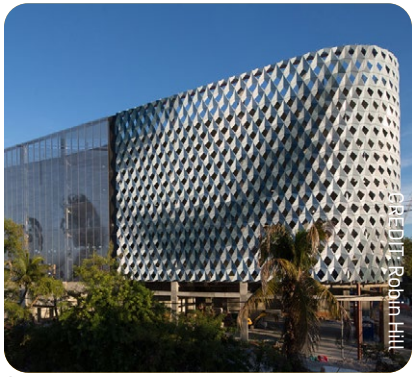
4. **WASTE HANDLING AND COLLECTION SHOULD OCCUR INTERNALLY WHEREVER FEASIBLE** and be integrated within the structure of the building.

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, landscaping, public art, etc. *(See figure 2.2.43.)*.

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 2.2.43.** *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.

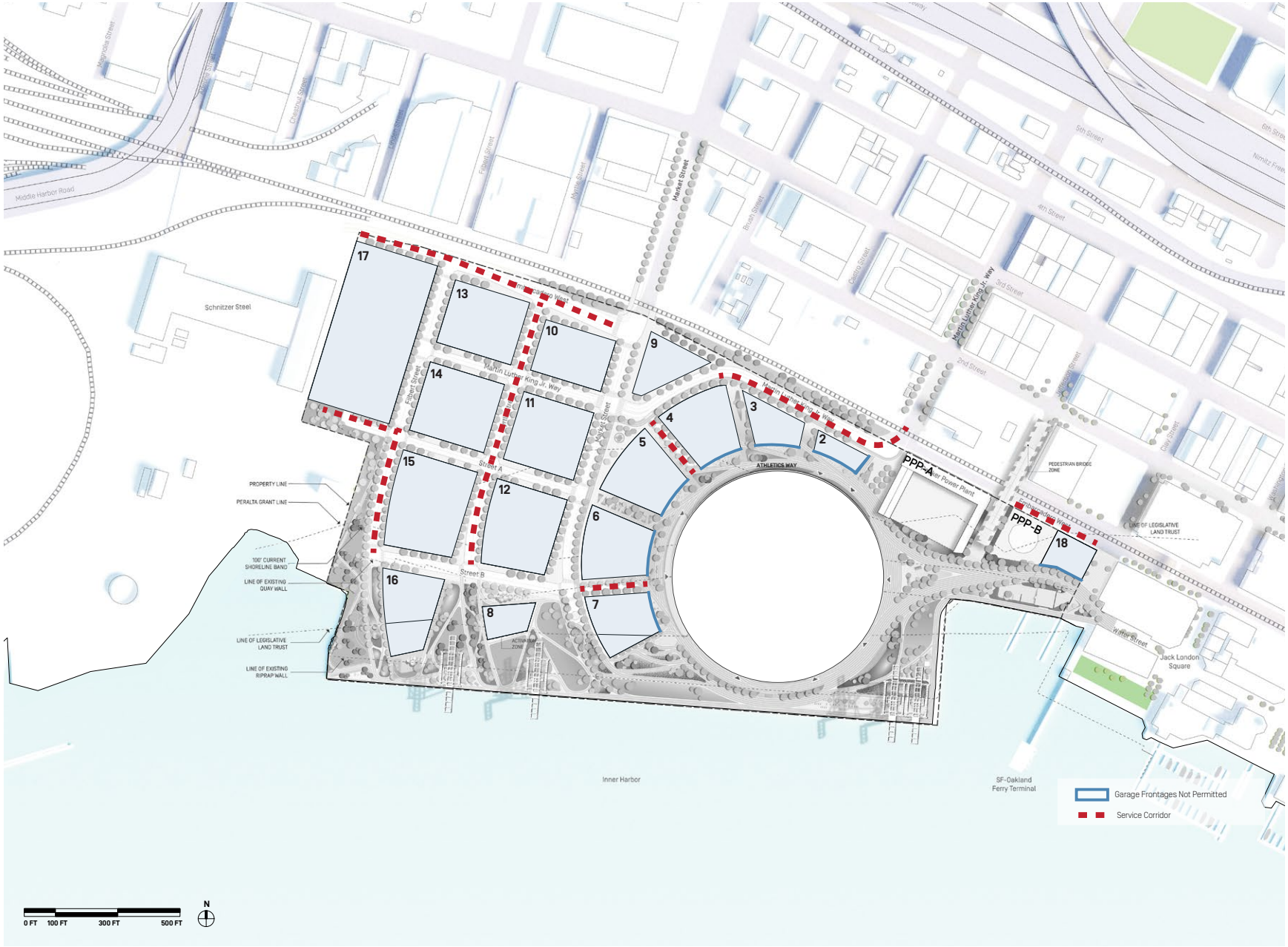



**FIGURE 2.2.44.** Service Access Corridors and Activation *Requirements*

# 2.3 FACADE ARTICULATION

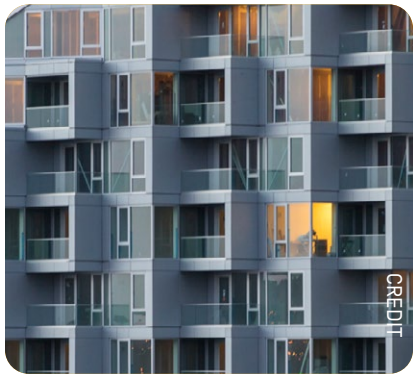
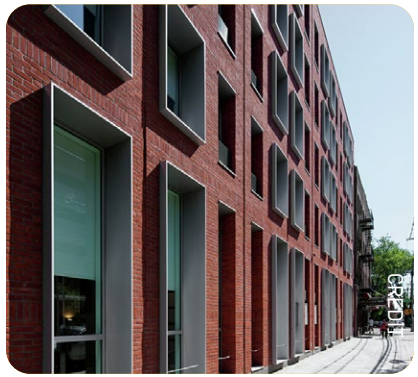






**FIGURE 2.3.1.** *Human-scaled facade expression.*





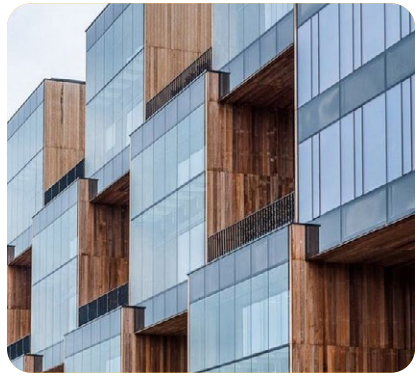


**FIGURE 2.3.2.** *Potential materiality examples.*

## 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 2.3.1.).*

## FACADE MATERIALITY

1. **EXTERIOR WALL MATERIALS AT STREET LEVEL SHOULD BE DURABLE AND GENERALLY INCORPORATE HIGHER QUALITY FINISHES.** Graffiti resistant materials should be used on the ground floor wherever feasible. *See Section*

*2.2 for additional guidelines.*

2. **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.

3. **FACADE MATERIALS ARE ENCOURAGED TO BE CHOSEN WITH RESPECT TO EMBODIED ENVIRONMENTAL IMPACT.** Preference for durable materials with low carbon footprints is encouraged.

4. **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 BEYOND 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.

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. Retractable awnings are strongly preferred over stretch framed awnings or awnings that are designed as signs.

## RESPONSIVE FACADES

1. **BUILDINGS SHOULD COMPLY WITH OAKLAND'S BIRD SAFETY MEASURES ORDINANCE** 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.

# 2.4 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 2.4.1 and 2.4.2)*

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 2.4.3.)*.

## 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 LANDSCAPING, URBAN FARMING, AND PLANTERS** to establish a visual connection with the landscaped ballpark roof. *(See figure 2.4.2.)*

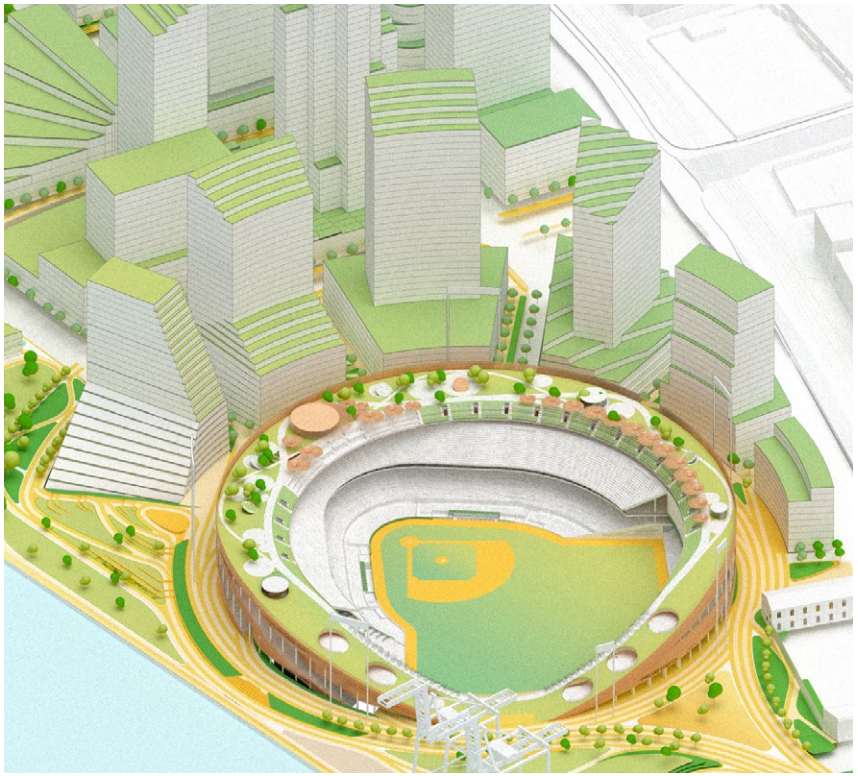


**FIGURE 2.4.1.** *Rooftop terracing towards ballpark.*

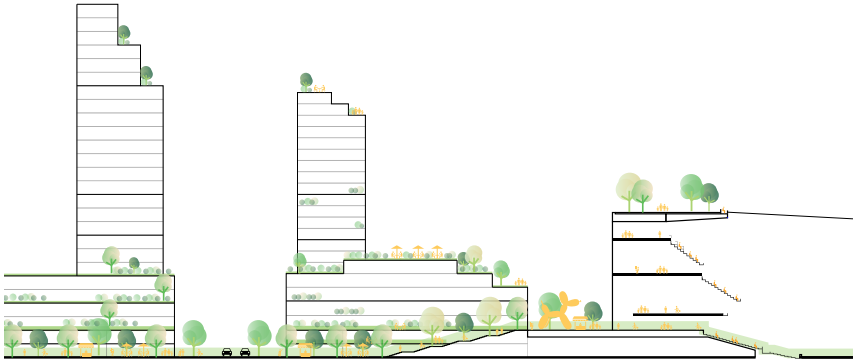


**FIGURE 2.4.2.** *Vegetated terracing roofscapes.*




**FIGURE 2.4.3.** *Examples of activated rooftops.*




**FIGURE 2.4.4.** *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 SERVE 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.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# A.0 APPENDIX

# A.1 BALLPARK OVERVIEW

**FIGURE A.1.1.** *Illustrative concept view from seating*

## BALLPARK CONCEPT

The design for the A's new home at the heart of Oakland's revitalized waterfront seeks to return the game to its roots as the natural meeting place for the local community.

**KEY FEATURES:**

- Rooftop Park
- Programmed amenities include: clubs, including specialty party and restaurant spaces, a family area, private suites, private theater boxes.