

# Exhibit C

## **EXHIBIT C**

### **DESIGN GUIDELINES**

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General Design Principals Applicable to the Entire Project

JLS Redevelopment Project

FINAL – Revised Dec '13

### GENERAL

#### *Buildings - General*

All buildings should reflect a high level of design quality through use of durable materials befitting of the large scale of the buildings, well-proportioned design elements and other substantial design features.

Individual architectural identity should be expressed and the landscape and hardscape features should unify the development by maintaining overall harmony and continuity.

Vary building heights within maximum limits to create visually-interesting architectural profiles.

Avoid long, continuous roof parapet lines unrelieved by vertical accent features.

Create a common set of physical features and thematic elements to link each building together and to Water Street and the plazas, to foster coherence and a sense of place.

#### *Facades*

Variations of wall planes, fenestration and materials are required to create strong visual interest and must be all integral part of building design, Complimentary or contrasting architectural details should provide relief and shadow to bring further richness and interest to facades.

Flat, monolithic facades must be avoided.

Offset accent elements from primary wall planes and utilize contrasting materials/textures for visual richness.

Building entries should be clearly visible, attractive and inviting.

Balance horizontal and vertical elements.

Facade exteriors should express floor levels.

Buildings exteriors should include patterns of fenestration which create rhythm and bring life to facades.

#### *Windows*

Use window treatments which create visual interest, rhythm and a sense of human scale on facades.

Avoid horizontal ribbon windows and glass curtain walls which lack interest and scale.

Utilize reveals and recessed windows, doors, and eaves to enhance visual interest and human scale.

Avoid thin-appearing curtain walls which are predominantly glass spandrel or metal panels.

Avoid continuous strip windows which lack interest or scale.

Windows should be well articulated.

#### Materials and Colors

All building facades should receive high-quality finishes and detailing throughout.

Avoid materials and finishes susceptible to weather damage, fading or corrosion.

Materials and colors should harmonize with the exteriors of neighboring structures and the surrounding natural environment.

A wide variety of accent materials should be used, including but not limited to cast concrete, ceramic tile, stone and painted metal.

The colors and textures of buildings should reflect the high-quality character intended for the project. Color, light and shadow must be used to create a sense of human scale and visual interest. Animate building facades, particularly at the ground floor levels of buildings, with “people-friendly” components such as canopies, portals, and decorative details.

Ground floor materials should be of durable, high quality materials such as stone, tile, cast-concrete or split face block. Use of EFPS material or stucco must be avoided.

Facades shall be designed to convey a sense of order and richness through the interplay of light, shadow, color, texture, and materials.

Articulate facades to create layered and/or relief effects for visual interest and depth.

Recess window and door openings into wall surfaces to create shadow lines and express differences in materials. Do not use bronze glass.

Avoid large unrelieved flat surfaces, flush windows and flush doors. Avoid monotony on buildings by establishing a rhythm that is not repetitious but serves to lend a sense of scale.

#### *Roofs, Mechanical Equipment and Other Functional Elements*

Individual building roof forms should be integral to the architecture and also contribute to the overall character of the development.

Design roofs and parapets to be visually attractive and integral with building architecture.

Roof forms should be appropriate to the waterfront setting and surrounding neighborhood.

Shape roof profiles to complement adjacent buildings and help create a distinctive skyline.

Gutters and downspouts should be concealed unless designed as integral architectural features.

Rooftop mechanical equipment should be attractively screened from public view.

Exterior stairs and ramps should be designed as extensions of building architecture and should complement building massing, materials, color and detailing.

### *Lighting*

Use lighting for aesthetics in addition to safety and security reasons wherever possible.

Provide visual drama through the use of accent lighting highlighting wall planes and architectural features.

## GUIDELINES APPLICABLE TO SPECIFIC DEVELOPMENT PARCELS

### **Site C:**

Maintain the elegant v-shaped roofline with either the two or three level version of the building. The degree of step back should be proportional to the base, so that the expansive views to the Estuary and openness to the West Green can be preserved. Therefore, step backs for the second level should be incorporated into the design.

### **Site D Non-Residential:**

- 1) The larger building mass option at this site provides an exciting opportunity to create a signature entertainment presence through color, lighting, signage and other design elements to create visibility and interest. In either option, the building marquee should be increased in height and width to provide a substantial visual anchor statement. The increased height and width of the marquee would add variety to the design of the building and surrounding structures, breaking up the mass of the building, while creating an exciting visual presentation.
- 2) The cinema entrance should be more strongly emphasized, in part through the comments already identified about a more prominent marquee. The use of different paving material or other entry features are also encouraged. The stronger entry would only add visual interest to the appearance of the building, and would also create an inviting draw and a stronger statement of arrival for the cinema.
- 3) Provide more detail in the final design development to assure the use of high quality exterior materials and a dramatic combination of exterior materials that will be used to

"decorate the box" in order to provide as much architectural interest and articulation as possible.

- 4) For the larger building option, provide a stronger top edge to the building, assure proportions in materials and variety in the elevations.

### **Pavilion 2:**

- 1) Limit this building to the lower profile as set forth in the FDP, and decrease the maximum size of the ground floor retail footprint to 10,000 square feet, thereby providing additional plaza space. The lower profile will serve as a visual relief to the taller building masses on either side of this site, and the larger ground floor site area will enable a more integrated, full use of the plaza and a connection to the historic Broadway terminus and provide the major gateway into the project from Broadway.
- 2) Provide a major art installation, interpretative elements and multi-level high design quality to this plaza area.
- 3) Pull back the automobile turnarounds and valet parking function toward Embarcadero, to assure a primarily pedestrian-friendly orientation for Water Street. There is a remaining point of conflict regarding valet access points. The developer believes it is not possible to eliminate one of them due to Kincaid's valet service. The DRC suggested one of these points be eliminated.
- 4) Further strengthen the relationship between the new building forms and existing important features in this location, such as the tile walls and the Broadway terminus to create a major focal point in this area.

### **66 Franklin:**

- 1) The varied building proportions should be maintained as the building increases in height, to avoid a large box-like structure with monolithic elevations.
- 2) With either option, strong building edges and cornice elements should be carried up to the roof.
- 3) The solid-void proposition of glass or open areas to solid building elements should be maintained as the building expands.
- 4) The mechanical equipment area along Embarcadero must be architecturally integrated to provide a strong visual screen for this area.
- 5) The large curtain wall on the east elevation must be further articulated and architectural interest added.
- 6) For the new building option, the ground floor of the east elevation must be further developed to provide a stronger, more pedestrian friendly quality.
- 7) The future design for this building, with either option, needs more considered review, given its scale. Window type, concrete finishes, vertical and horizontal elements are all important to consider further through the design development phases.

### **Site F-1:**

- 1) Create a stronger compilation of Jack London interpretative elements in the area around Heinold's and Jack London's cabin, and unify the existing art and sculpture elements in the area having to do with Jack London such as the wolf, wolf tracks, statue, etc.

- 2) Eliminate the round window element on the upper floor.
- 3) The v-shaped roof element should be removed.
- 4) The future design for this building, with either option, needs more considered review, given its scale and the historic resource issues. Window type, concrete finishes, vertical and horizontal elements are all important to consider further through the design development phases.

#### **Site F-2 Non-Residential:**

- 1) The over crossings must be commensurate in quality as the one that currently exists at the Amtrak station. The crossing should present civic imagery that builds on substantial and key physical features in this area.
- 2) The future design for this building, with either option, needs more considered review, given its scale. Window type, concrete finishes, vertical and horizontal elements are all important to develop further. Therefore, the Development Agreement provides that future design review is required prior to the issuance of a building permit if the building plans are substantially different than the approved FDP.

#### **Site F-3:**

- 1) The v-shaped roof along the lower portion of the building should be retained and strengthened to provide further interest.
- 2) Key building components, particularly along the bottom levels, should be substantially proportioned to provide a strong base to the building.

#### **Site G:**

- 1) Incorporate a large art installation such as a mural, frieze or other three-dimensional design element in the building facade facing the Amtrak station.
- 2) Include a more substantial architectural element along the top of the building, most importantly with a much substantial cornice or railing than presently designed. In addition, add stronger corner elements, such as a taller elevator, recessing the corners, providing pop-outs or other dimensional elements to create breaks in the plane of the building facade. A taller midsection to the building should also be considered, in order to create asymmetry.
- 3) The rooftop parking should also include screening, incorporated into the overall design, to obscure the cars and headlights.
- 4) Further refine and detail the essential box-like nature of the building through more finely grained patterns, recesses, and color and materials variations to produce more of a rhythm across the facades.
- 5) The draft Development Agreement provides that any future change in the building, if consistent with the PDP and the approved design guidelines, can be approved at staff level.

#### **Site Plan and Landscape Plan**

- 1) Incorporate works of art into public areas in a variety of ways, including sculptures, street furniture, murals, friezes on parts of buildings or parking structures, etc. As a part of initial project implementation, a public art historic interpretive plan should become part of the PDP. At a minimum, the preferred location, type and scale of public art should be schematically developed for the base of Broadway area, the plazas, the Jack London area

- around Heinold's, the Amtrak parking structure, and the theater building. Further develop the base of Broadway in a way that reflects it as the historic and current terminus of Broadway and as a primary gateway to the Jack London and Estuary area.
- 2) Severely restrict the Franklin Street valet service by pulling it toward Embarcadero as much as feasible to increase pedestrian flow along Water Street and the vicinity of the current valet.
  - 3) Create physical elements that help link the various segments of Water Street together along between the east and west greens, and also establish active and lively linkages from Water Street to the nine building sites.

### **Sites D & F2 Residential:**

The following design guidelines and accompanying images outline the design principles applicable to residential projects at Jack London Square. These guidelines explain what is to be encouraged or discouraged as part of the architectural designs and supplement the design principles in the GENERAL section above.

#### Example/Photo #1:



Vary wall planes and heights to create visual interest inherent to the massing of the building.

Provide changes in color or materials to emphasize masses (e.g. metal cladding at bay windows).

Create a strong sense of vertical, visual order through the strong definition of the Base, Middle, and Top of the building or by distinguishing the Base with characteristics varied from the rest of the building.



The provision of a strong sense of a Base, Middle and Top is a guideline and it is important to have an artful relationship between these parts to animate and articulate the massing of the building. Doing so helps to enliven the building's mass. The utilization of reveals and recessed windows and doors can be used to create deep shadows. Articulation of the facade creates layered and relief effects for visual interest and depth.

**Base:**

Provide detailing or height to create a sense of security and sensitivity to pedestrians and residents.

To emphasize the Base, either recess storefronts and bring exterior walls forward at bottom of building, or hold glazing proud to edge of building in a bold manner.

Create increased height storefronts at main entry to the building.

Example/Photo #2:



Animate the base of the building, particularly at storefronts and entrances with “people friendly” elements, such as awnings, canopies, signage, and refined material accents.

Consider awnings and canopies as protection from the elements as well as to lend human scale to the Base of the building

Plan for signage space.

**Middle:**

Utilize elements such as balconies to define the division between the Base and Middle of the building.

Banding, changes of material or color, window groupings, and spandrels can be used to distinguish the Middle or Middle/Top from the Base of the building.

**Top:**

Articulate the façade at the top edge to distinguishing the top of the building.

Consider modulating the parapet heights to enhance offsets in the façades.

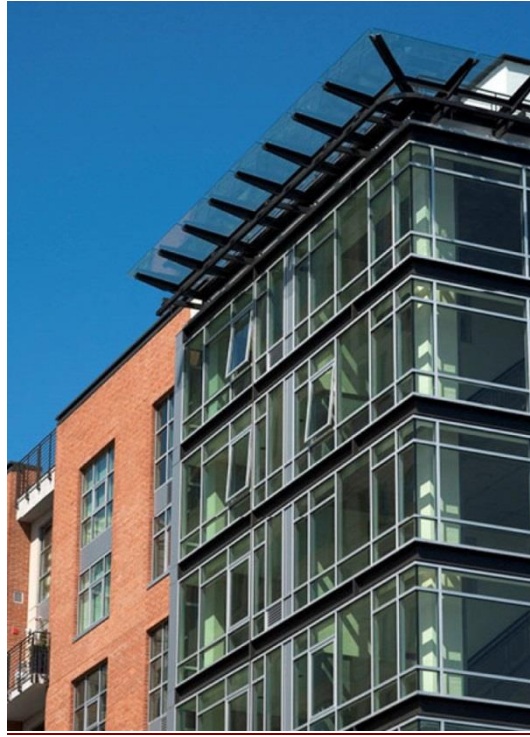
Use materials such as stone or brick or a more expansive amount of fenestration at the entrance to further distinguish this part of the building and promote it as a destination for building users.

**Example/Photo #3:**



Install balconies (recessed, flush, or protruding) to create depth, variety, and visual texture to the building. In this manner, the presence of balconies should support the building's design. Style of balconies should be consistent with the architectural theme and language of the underlying building.

Example/Photo #4:



When thin brick veneer systems are utilized, the thin brick must be detailed to approximate true brick construction as closely as possible. It is often necessary to use full brick, such as at sills or coping or where steps in the façade occur. “L” shaped thin brick profiles are required at corners. Butt-joints or any other vertical joints at the corners of the building are discouraged.

High performance coatings shall be used for painted metals.

Powder coating or anodizing is encouraged for aluminum mullions, panels, spandrels etc.

Laminated glass at glass canopies is encouraged both for structural properties, durability and appearance.

## Site Amenities, Landscape, and Hardscape:

### Examples/Photos 5, 6, & 7:



Install lighting, benches, planters, and trees consistent with the Jack London Master design themes and to integrate these sites with the existing buildings.

Replace hardscape at building perimeter when not in good condition or incongruent with building design or adjacent hardscape treatment.



Commission and install public art at or within the building entrance thereby encouraging the public to engage more fully with the building. (This art shall be consistent with the Development Agreement Exhibit K – Port Art in Public Spaces Ordinance).

**Site D Residential (additional site considerations):**

Given the site is located at the terminus of Broadway, one of Oakland’s major boulevards, the building design should be iconic.

The building corner at Broadway and Embarcadero shall be emphasized with a grand, inviting building entrance and shall include considerable glazing area. The building lobby shall be at least 15’ tall. Consider prominent building identification/signage at the entrance and visible upon one’s arrival from Broadway.

For taller buildings on this site, the pedestrian experience along Embarcadero should include an emphasis on the façade design at 15’ high or greater to anchor the building and create the beginning of the transition from the pedestrian level experience to that of the floors above.

The ground floor design should create a dialogue between the building and the passerby thereby further enticing the public’s active engagement with the building.

**Site F2 Residential (additional site considerations):**

The building corner at Harrison Street and Water Street shall be emphasized with a grand, inviting building entrance and shall include considerable glazing area. The building lobby shall be at least 15’ tall.

Photo/Example #8:



In regards to the Water Street façade:

- 1) The double row of trees that run along Water Street and specialty paving pattern at Site F1 shall be continued along the Water Street frontage of Site F2. This visual consistency will draw pedestrians from Alice Street towards the rest of the Jack London Square area and in return provide connectivity to the rest of the Jack London district at Alice Street.
- 2) The treatment of the Water Street façade shall create an attractive and inviting experience for the public including exploration of the use of awnings, glazing details, and enhanced transparency on the ground floor.
- 3) In order to create a sense of multiple, smaller massing units along the ground floor (as opposed to a single monotonous mass), the building design shall utilize insets and protrusions, a change in materials, or a variety of textures and colors.
- 4) The building entrance should pour onto Water Street without an intermediary buffer zone. In addition, the building entrance should proclaim itself with specialized paving, a change in tree spacing, or other feature that draws attention to the pedestrians on Water Street.