

Public Market - Parcel B

Planning Commission Study Session

DECEMBER 13, 2018

HART HOWERTON
NEW YORK • SAN FRANCISCO

Agenda

1. Team
2. Site History
3. Proposed Development
4. Art Concept
5. Questions



Project Design Team

Mark Stefan, City Center Realty Partners

Eron Ashley, Hart Howerton

Dorka Keehn, Keehn On Art





AMTRAK OVERPASS



EMERY WEST STATION



SHELLMOUND STREET RECONSTRUCTION



SHELLMOUND VIEW TO PARCEL C



CHRISTIE PARK

1. EXISTING CONTEXT



PUBLIC MARKET ENTRY



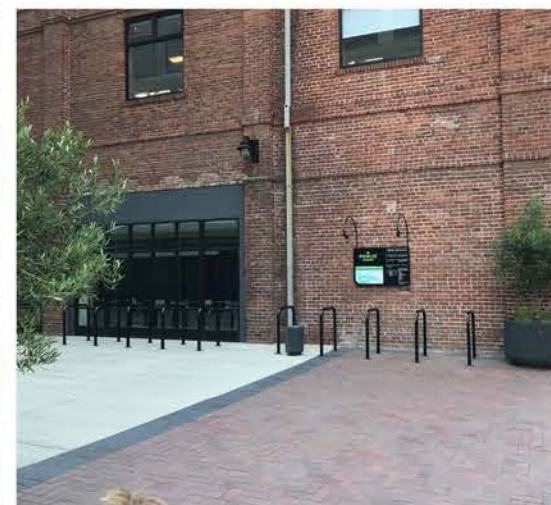
PUBLIC MARKET AND NEW WATERTANK



PUBLIC MARKET ALLEY



SHELLMOUND STREET



MARKET PLACE ALLEY



62ND PLAZA

2. EXISTING PUBLIC MARKET DISTRICT



EMME



PARCEL D



PARCEL C



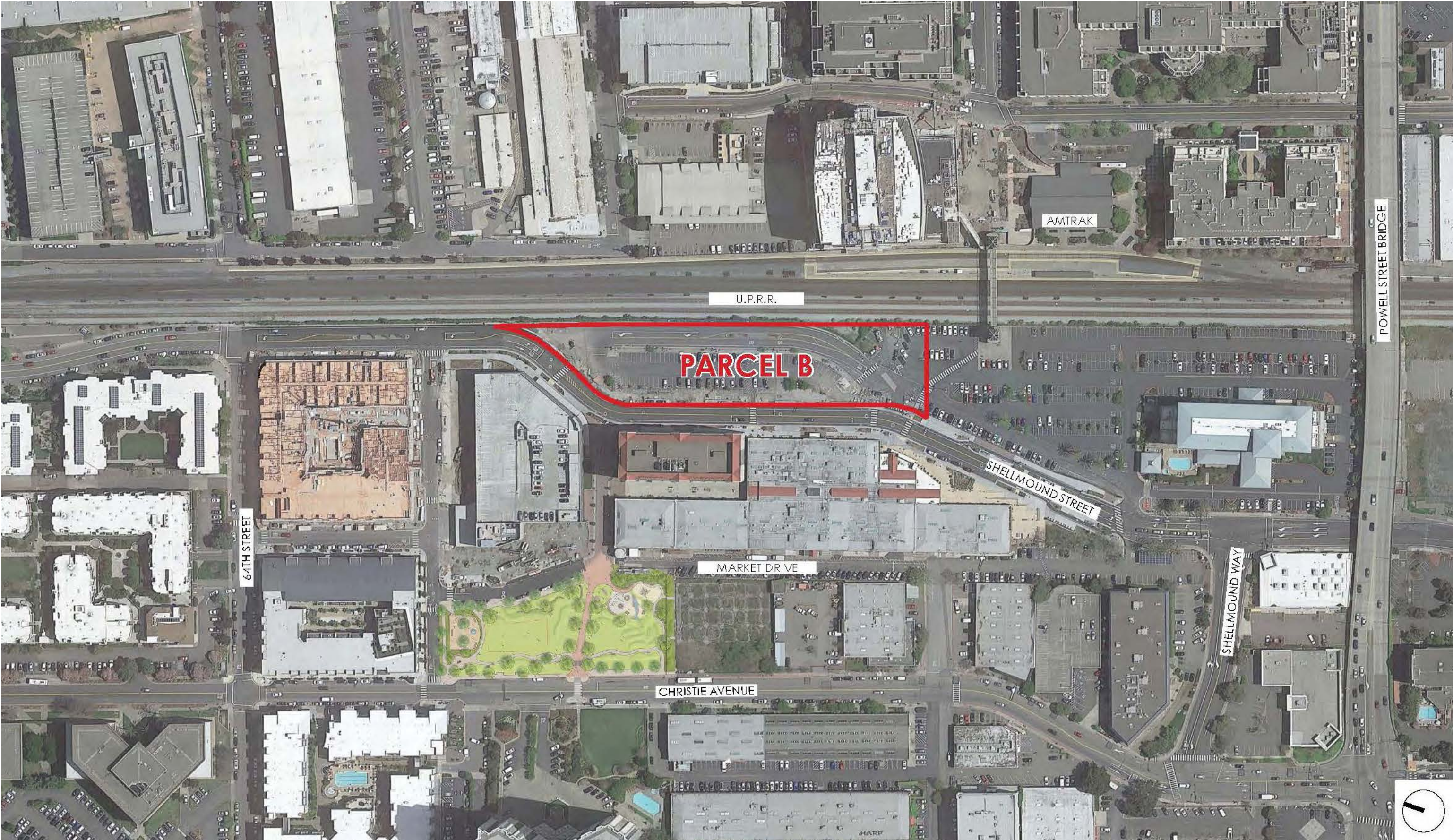
PARCEL A



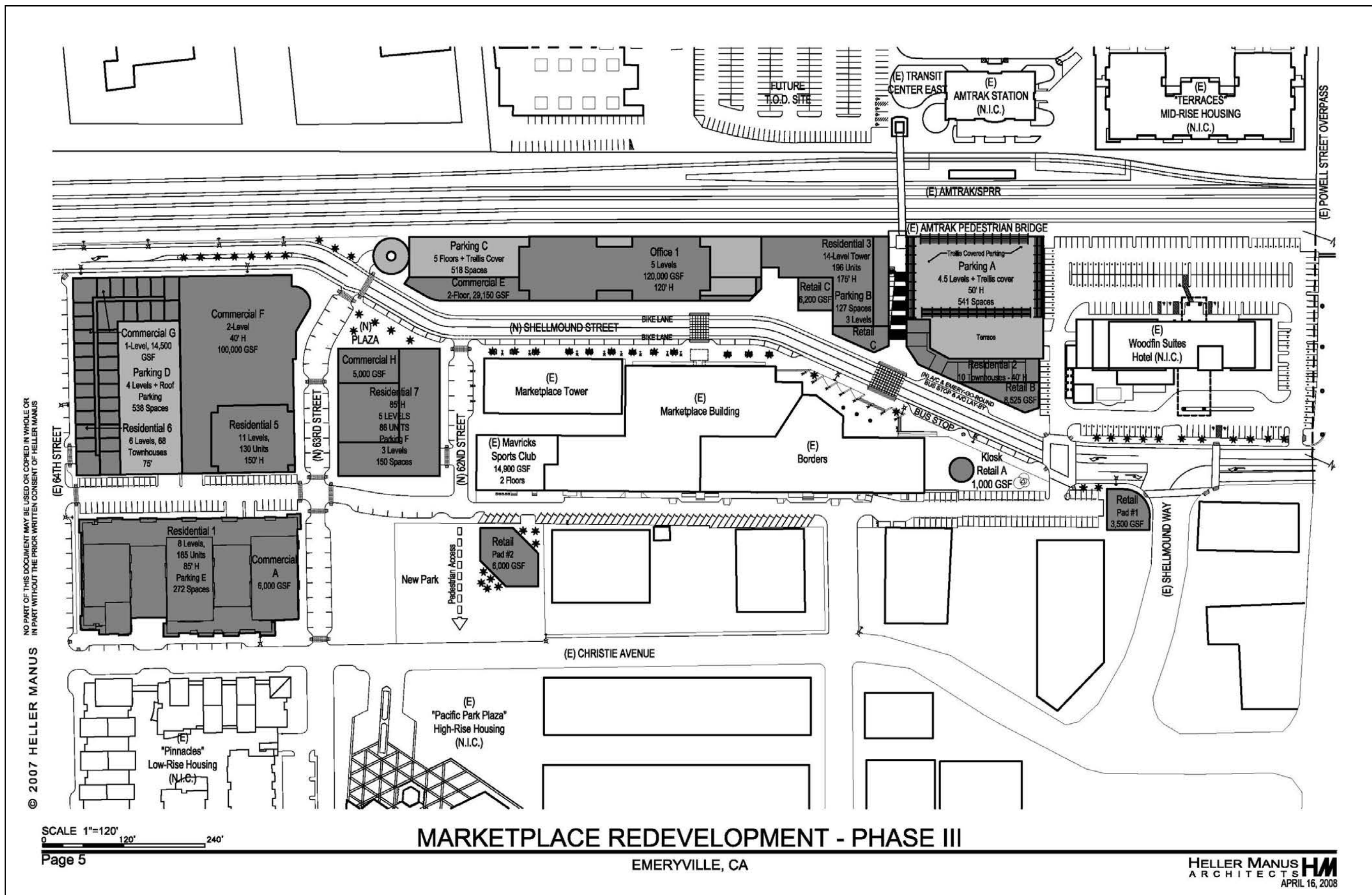
PARCEL F

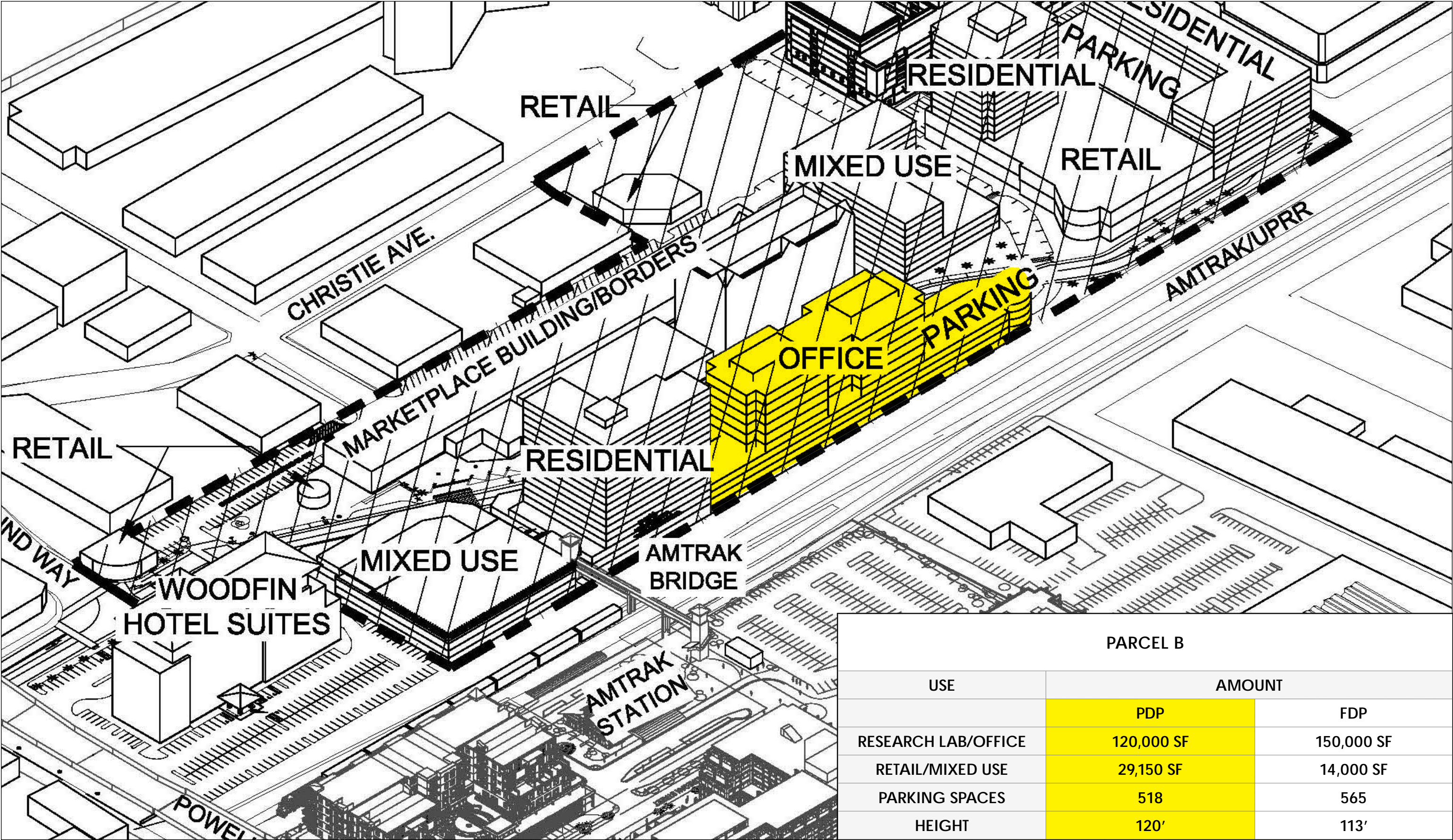
3. RECENT, APPROVED AND PIPELINE REDEVELOPMENT PROJECTS IN THE PUBLIC MARKET DISTRICT

Site Imagery | Context, Character, Interpretation

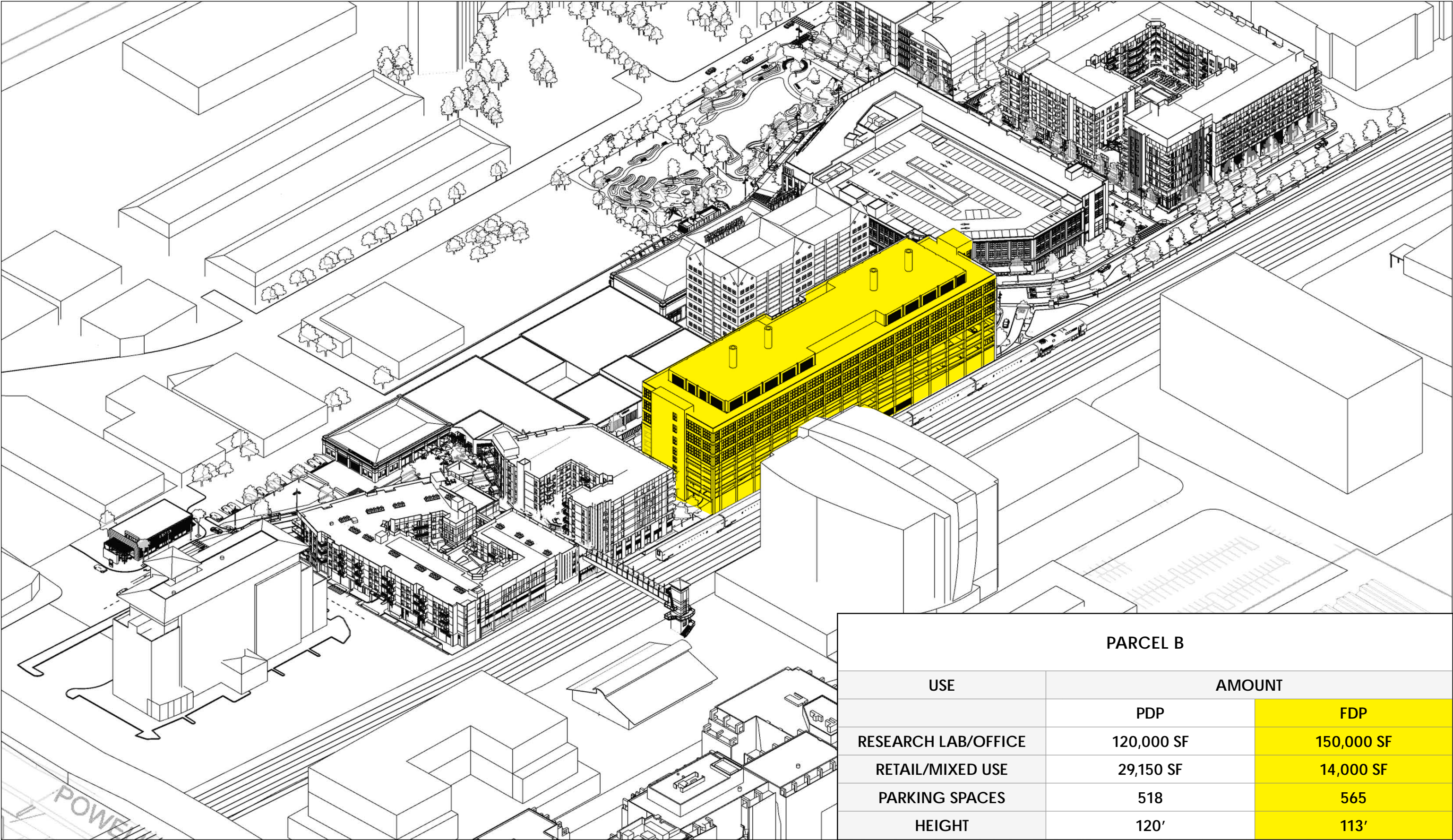


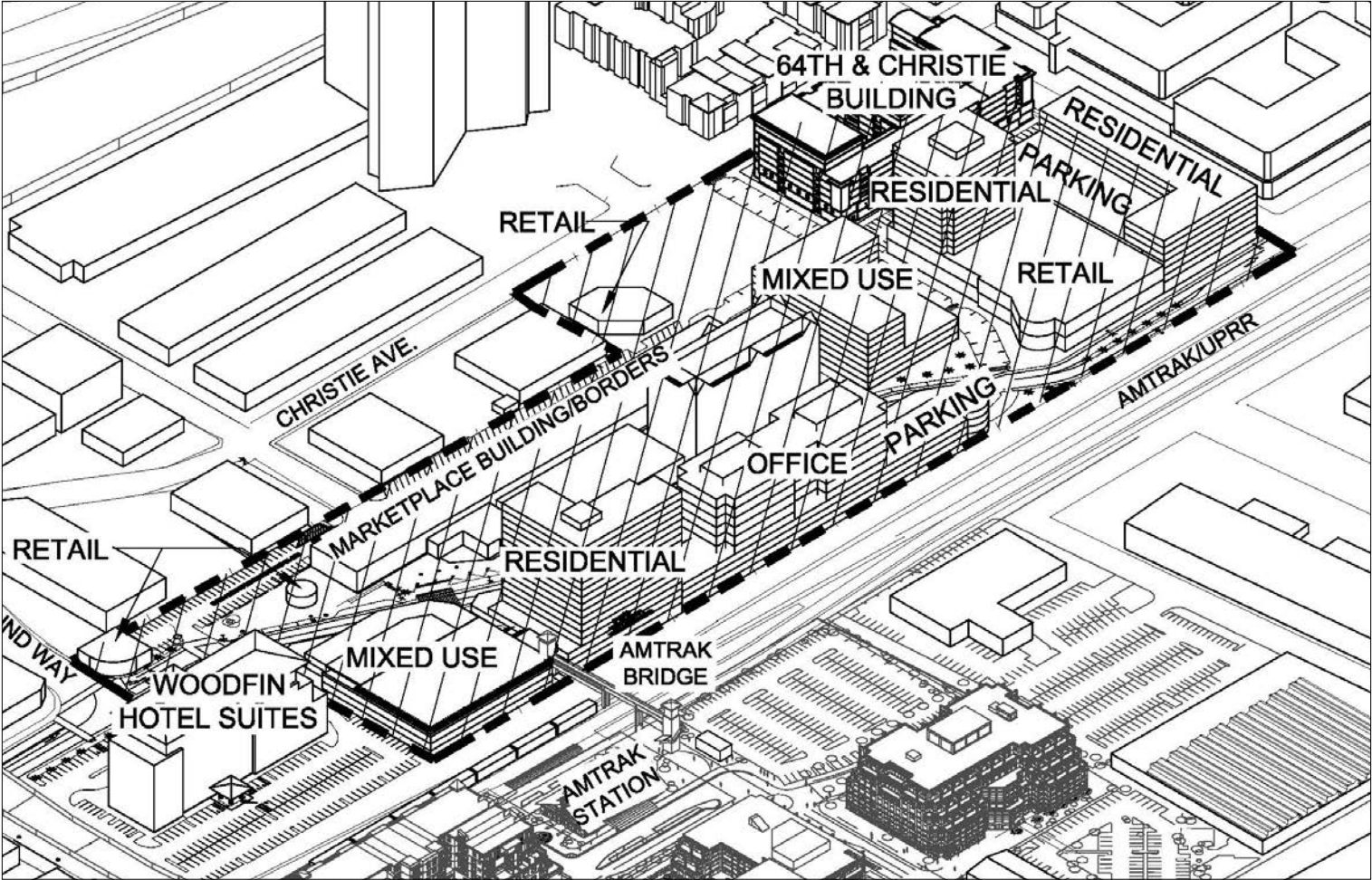
Existing Site Plan



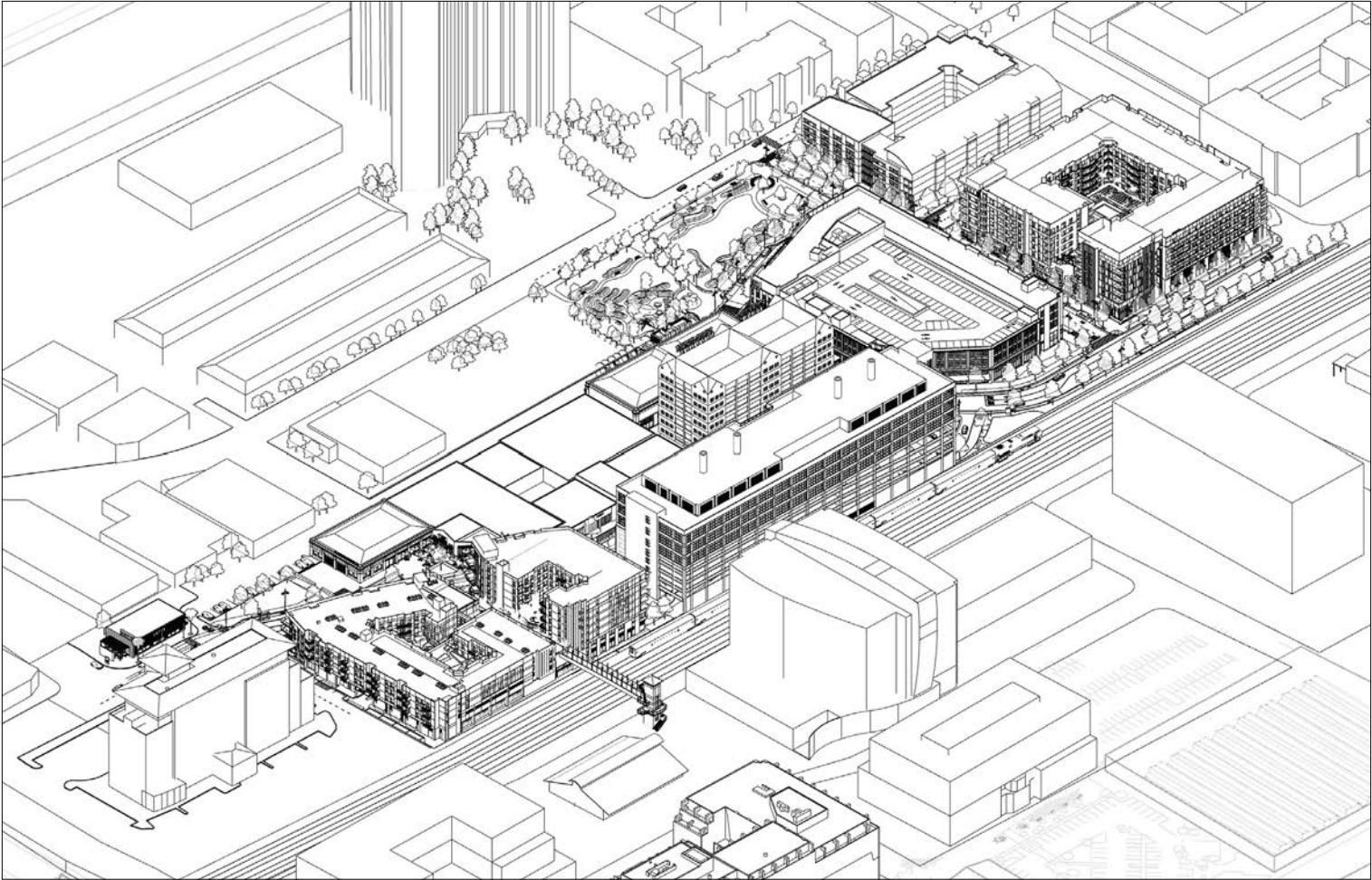


2008 PDP | 3D View





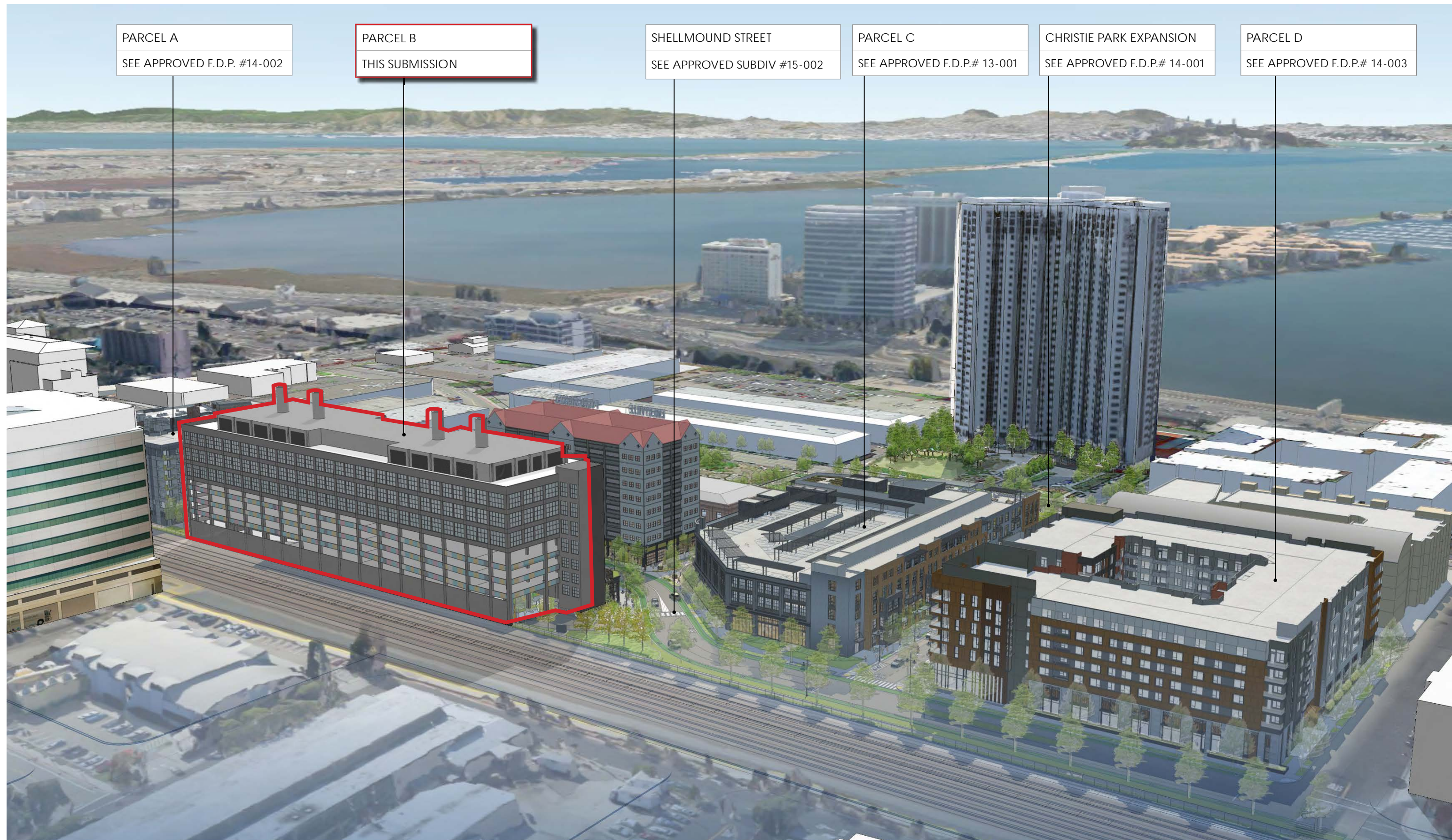
PDP



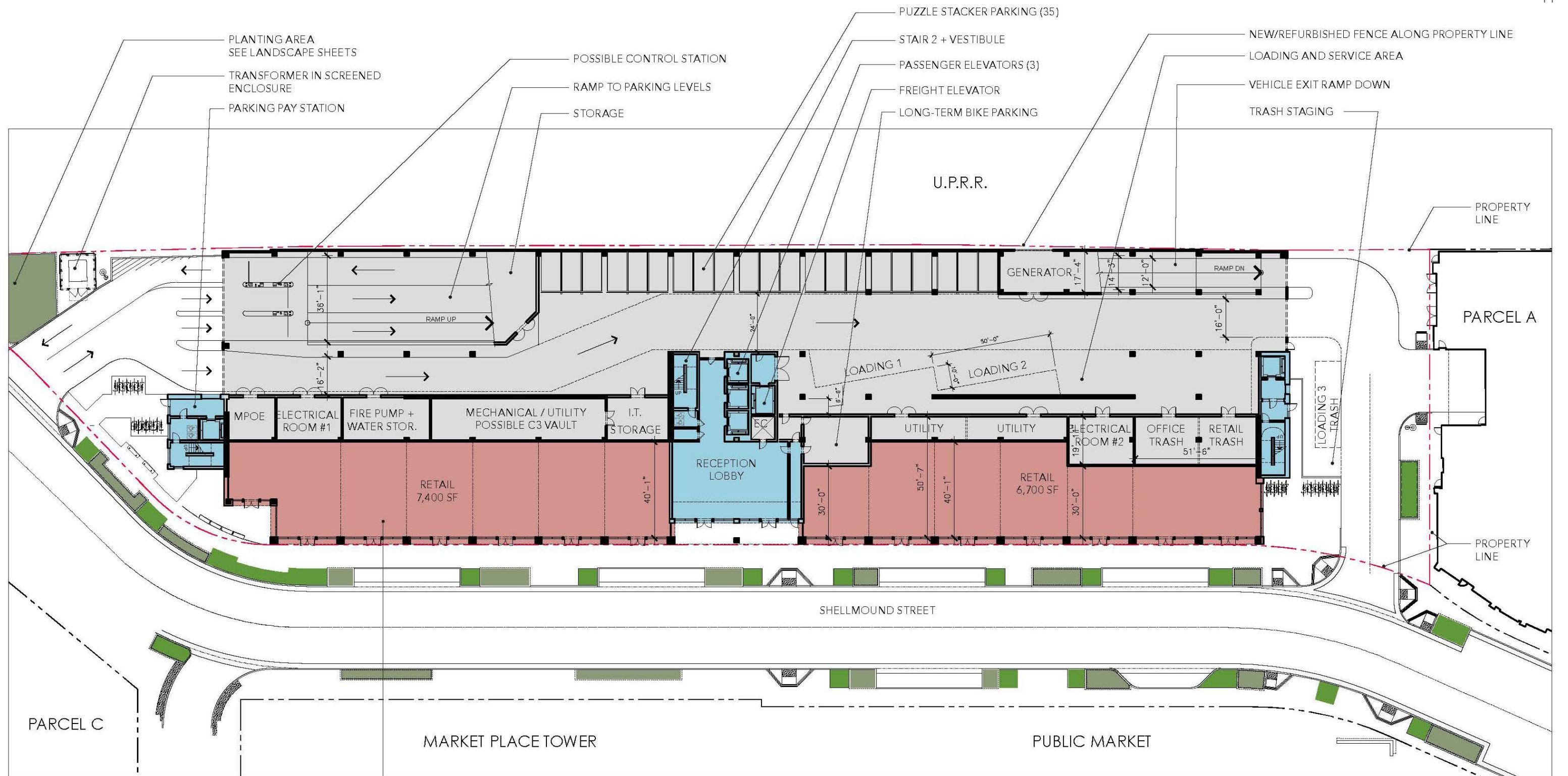
FDP

Use	PDP	FDPs	Difference
Residential	674 units	649 units	-25 units
Retail	180,000 sq. ft.	58,000 sq. ft.	-122,000 sq. ft.
Office	120,000 sq. ft.	150,000 sq. ft.	+30,000 sq. ft.
Parking	2,082 spaces	1,564 spaces	-518 spaces

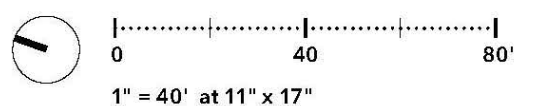
PUD Build-Out Intensity | PDP vs. FDP Comparison



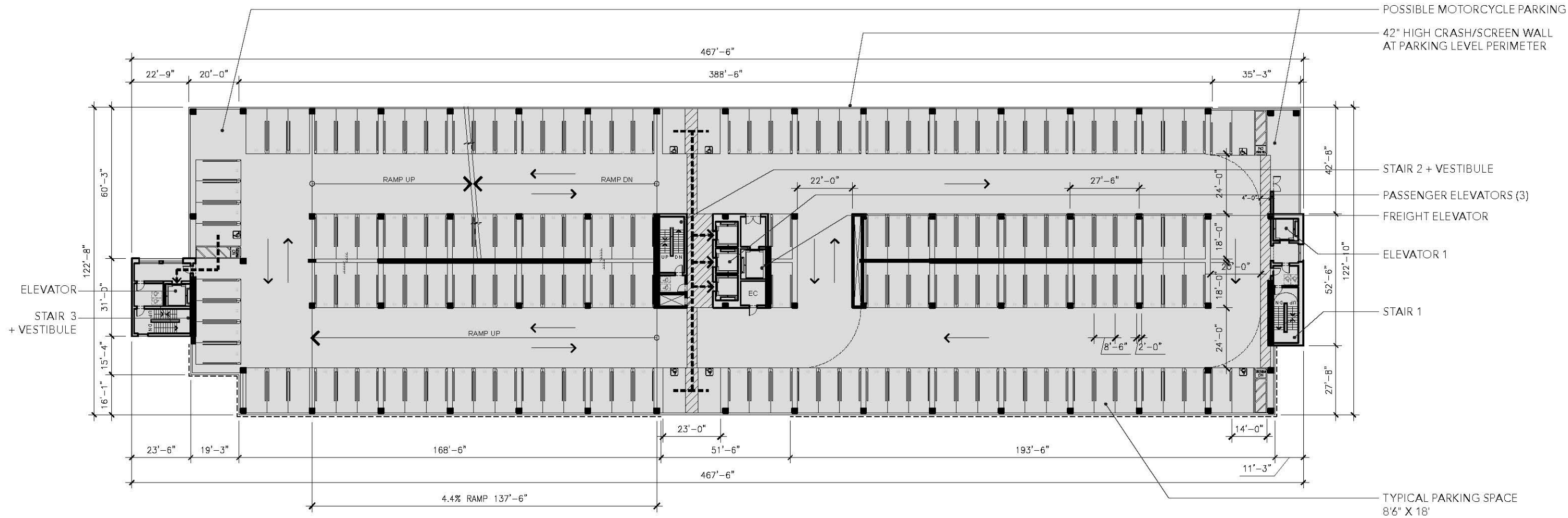
Aerial View | At Full Build Out



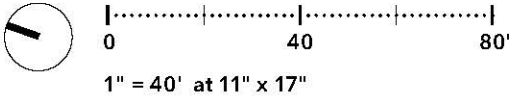
- Notes:
- See Landscape sheets for streetscape design.
- RETAIL
- STOREFRONT MODULES ARE 27'-6" ON CENTER. POSSIBLE STORE SIZES VARY.
 - TYPICAL RETAIL DEPTH 30'-40'. RETAIL AREA IS EXPECTED TO EVOLVE PER CITY REVIEW AND DETAIL DESIGN + PROGRAMMING.
 - TYPICAL SHOP COULD BE 1,060 SF @ 26'-6" X 40'.



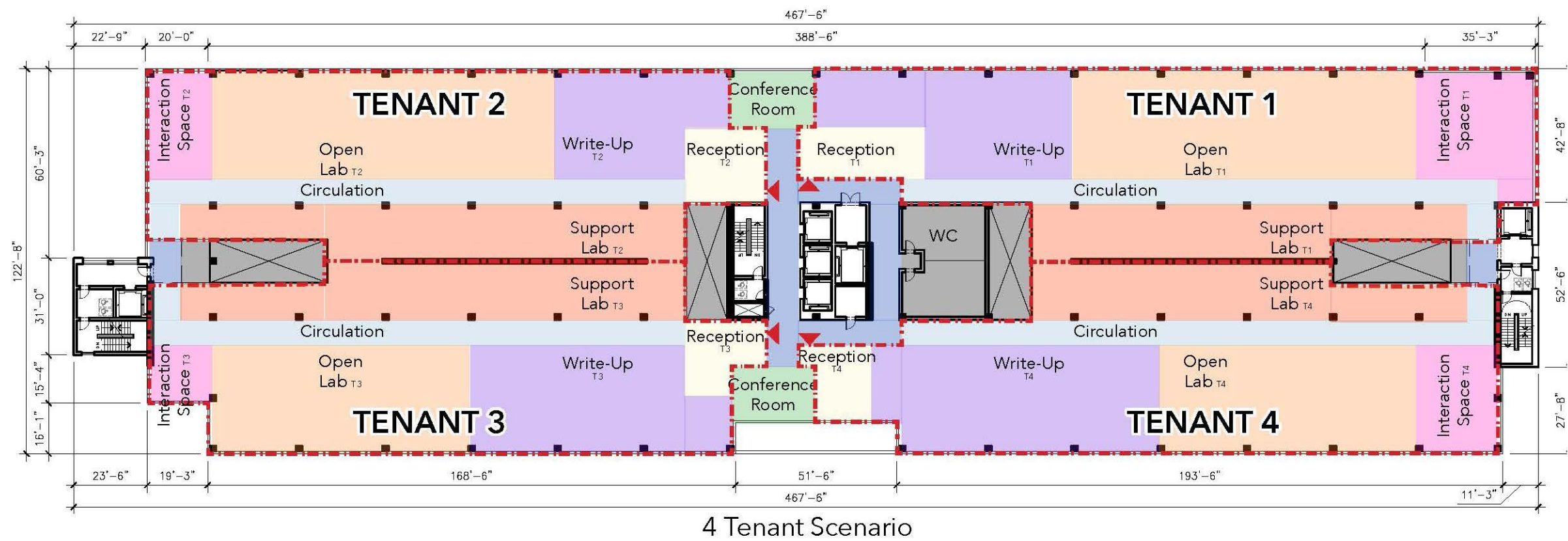
Ground Floor Plan | Uses



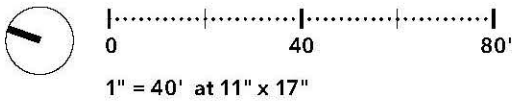
PARKING SUMMARY							
					Level	Parking Spaces	Parking Allocation
Rooftop Mechanical					R		
Research Lab					8		
Research Lab					7		
Research Lab					6		
Parking					5	82	Parcel B Lab (est.) 300
8	33		33	Parking	4	156	
8	33		33	Parking	3	156	Public Market District Uses (est.) 260
8	33		33	Parking	2	131	
8	33		33	Parking	1	35	
Retail						560	



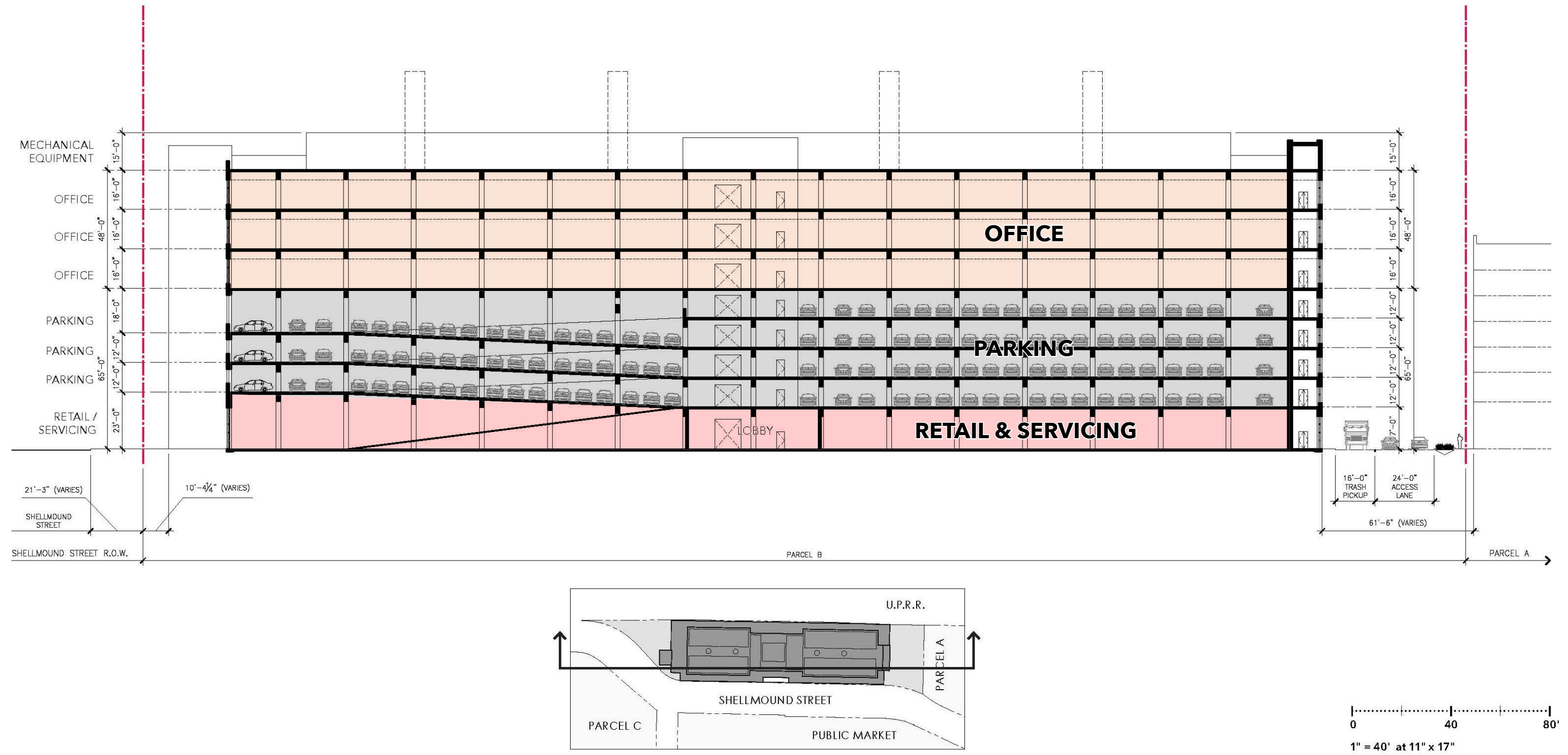
Typical Parking Level



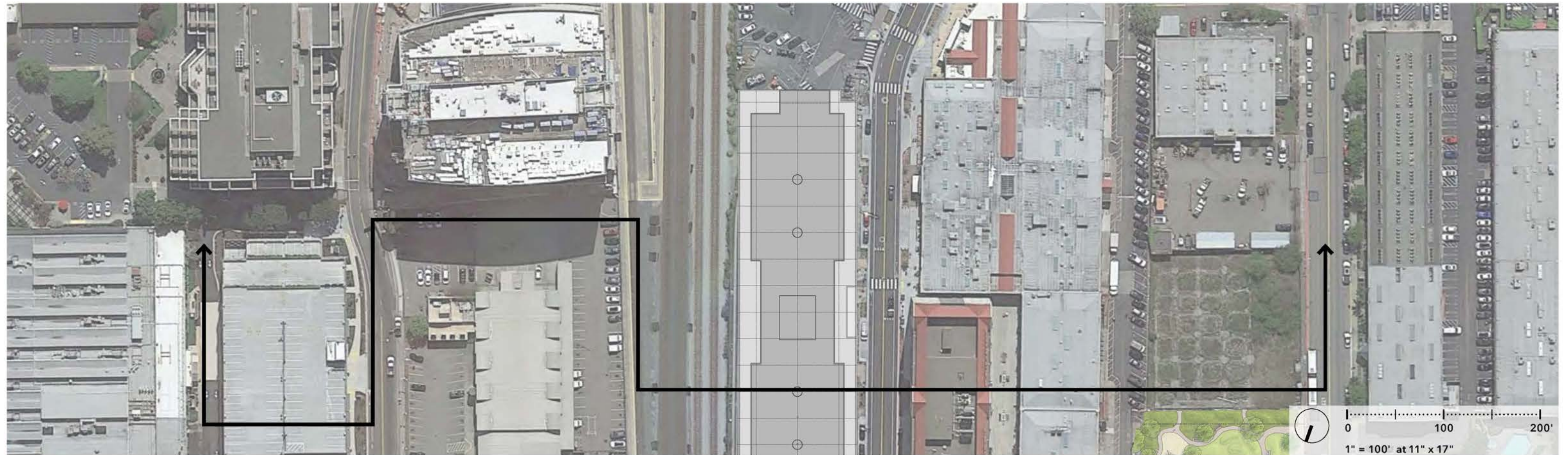
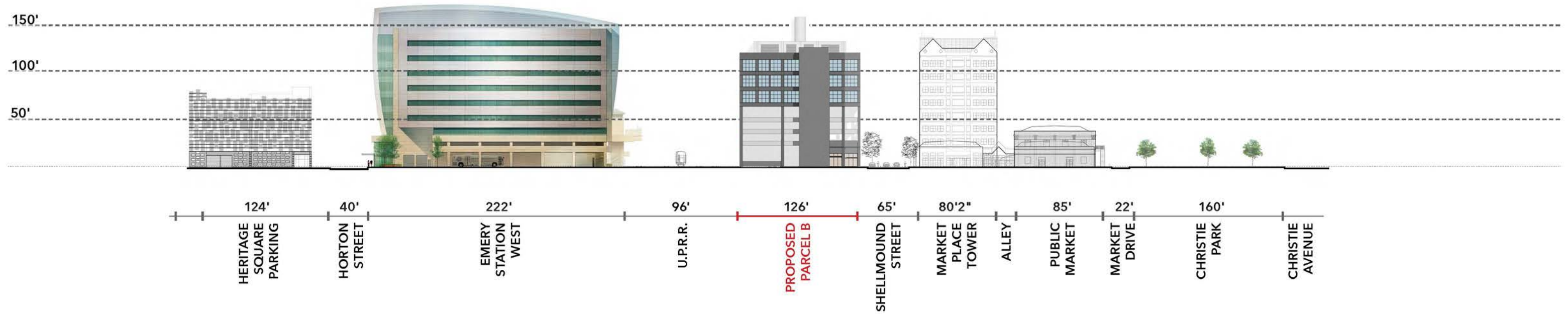
4 TENANTS	
TENANT 1	11,400 SF
TENANT 2	11,050 SF
TENANT 3	10,550 SF
TENANT 4	11,050 SF
TOTAL	44,090



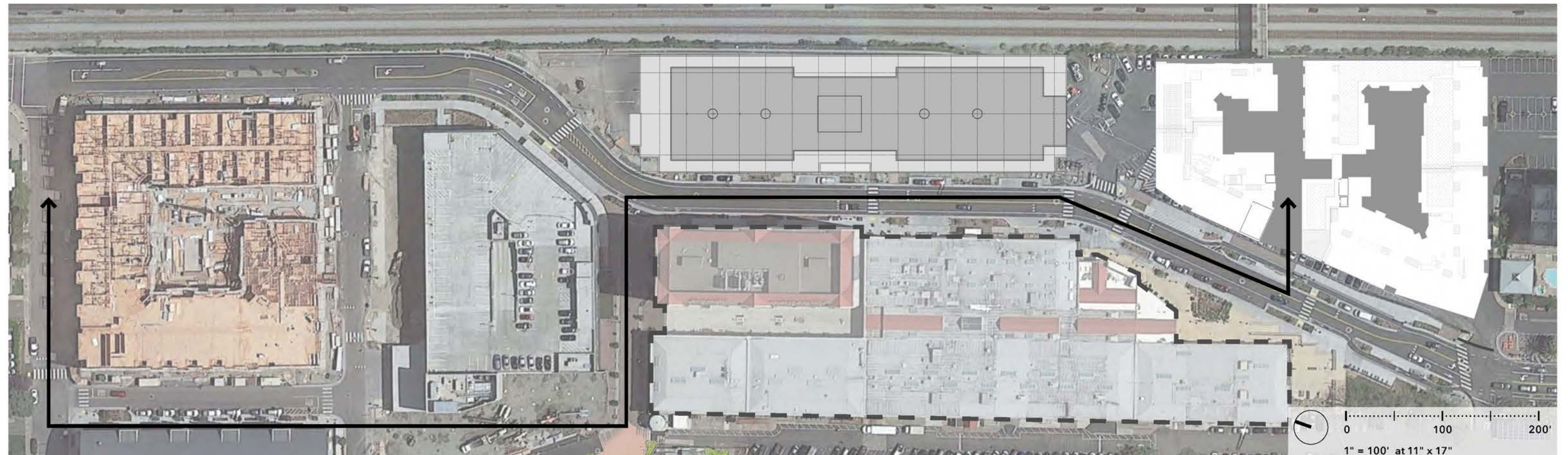
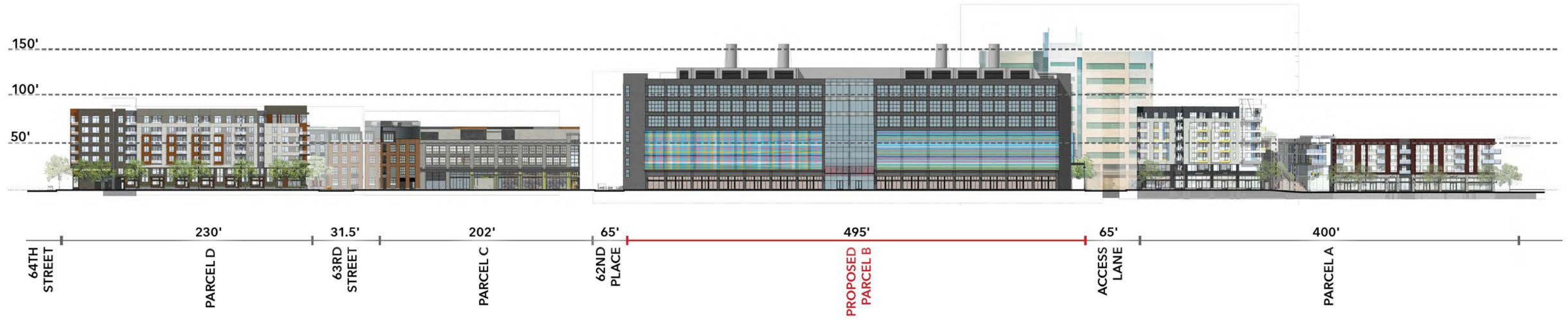
Typical Rsearch Lab | Floor Plan Diagram



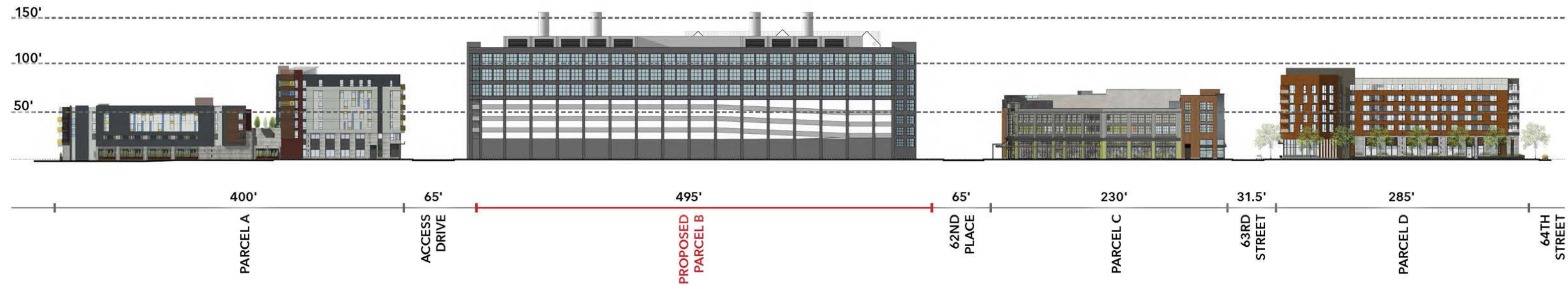
Section | Stackign of Program / Uses



Height & Massing: Site Section / Elevation | Facing North



Height & Massing: Site Section / Elevation | Facing West (Shellmound Street)



Height & Massing: Site Section / Elevation | Facing East (UPRR Tracks)

ART SHOWN IN A HYPOTHETICAL AND ILLUSTRATIVE MANNER. ARTIST WILL CONSIDER THIS AREA AS A CANVAS THOSE AREAS INDICATED ON THE ELEVATION SHEETS. PART OF PUBLIC MARKET DISTRICT ART PROGRAM UNDER PURVIEW OF EMERYVILLE PUBLIC ART COMMITTEE.

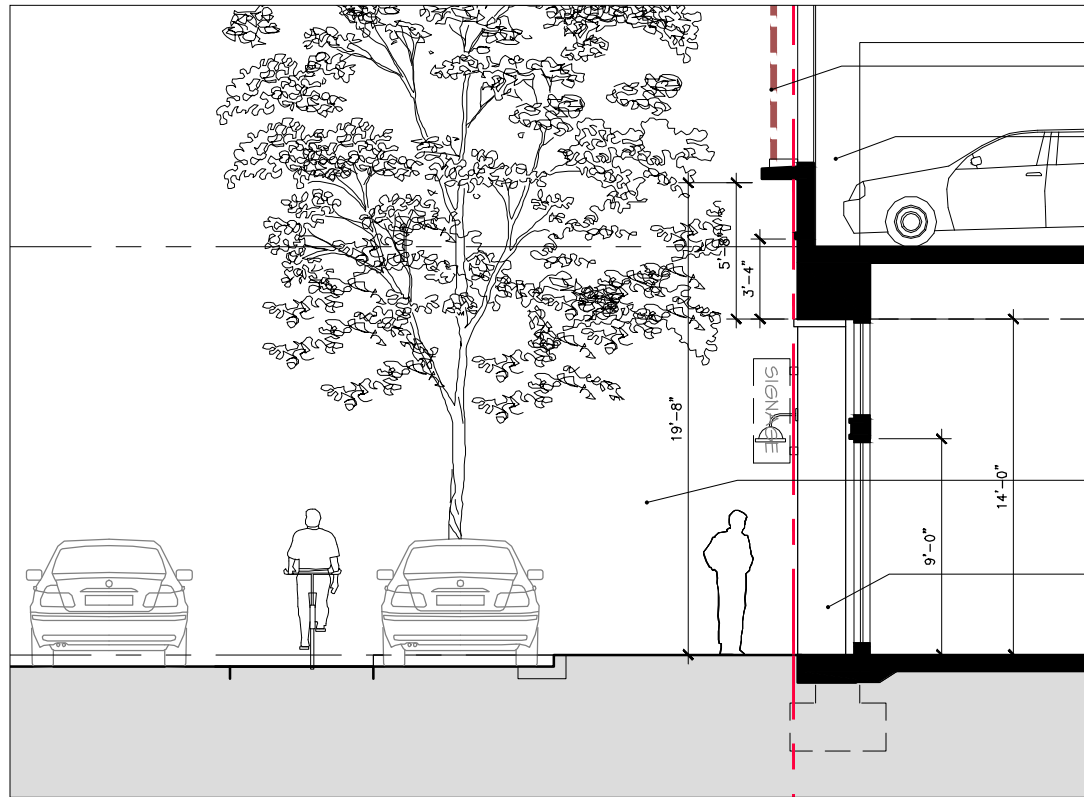


VIEW LOOKING NORTH UP SHELLMOUND STREET

View | Looking North up Shellmound Street



View | Shellmound Retail and Building Entrance



3. SECTION



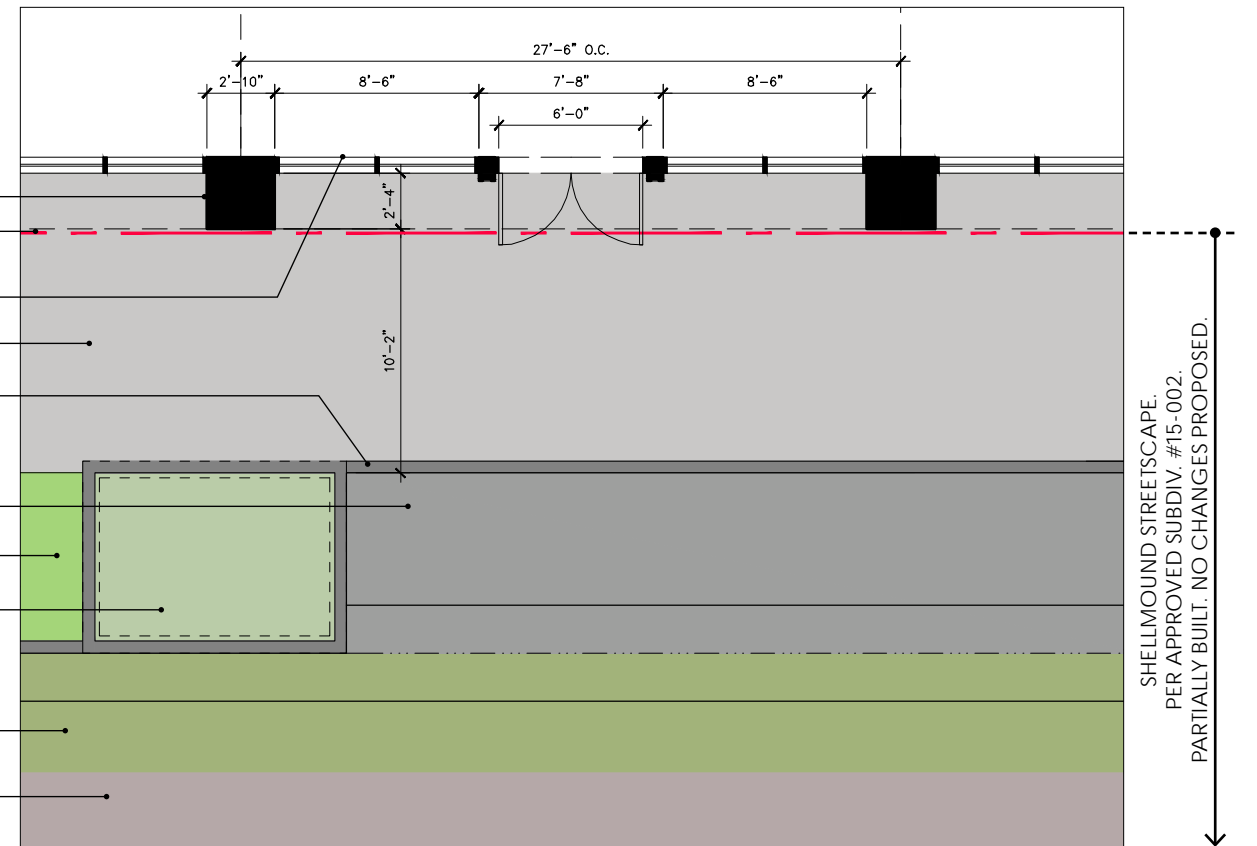
4. VIEW

- POTENTIAL ART SCREEN.
SEE ART CONCEPT SHEETS
- EXPOSED CONCRETE STRUCTURE
- PLASTER WALL SYSTEM
- POTENTIAL SIGNAGE ZONES
- STOREFRONT WINDOW SYSTEM
- COLUMN WITH STONE TILE
SURFACE

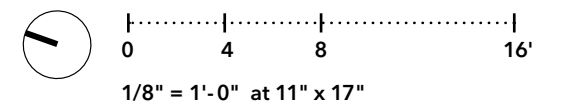


2. ELEVATION

- COLUMN
- PARCEL LINE
- STOREFRONT WINDOW SYSTEM
- PUBLIC SIDEWALK
- CURB
- PARKING ON STREET
- TREE PLANTER
- PLANTER
- BIKE LANE
- STREET



1. PLAN

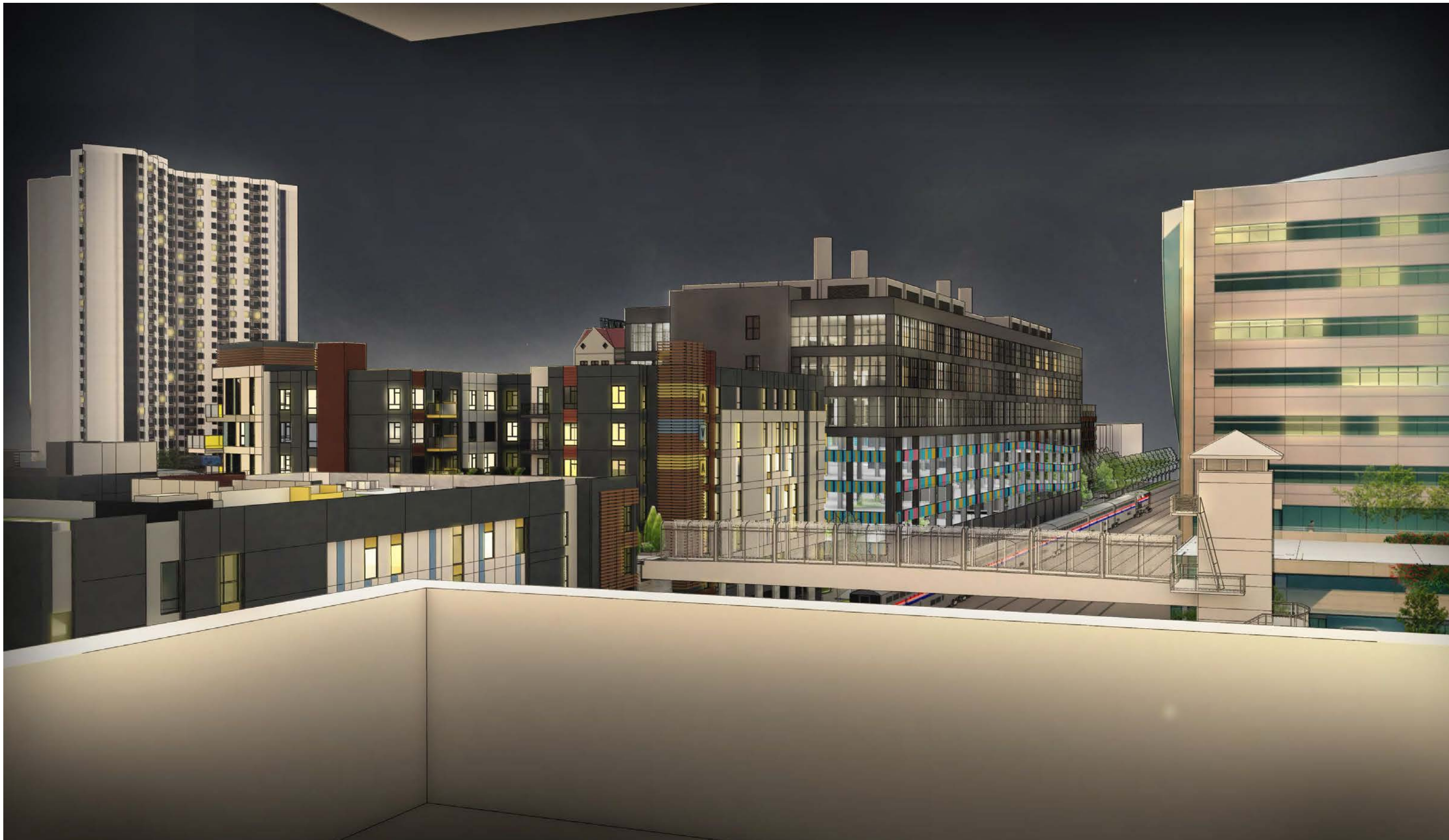




View | Shellmound Retail



View | Looking South on Shellmound at 64th Street



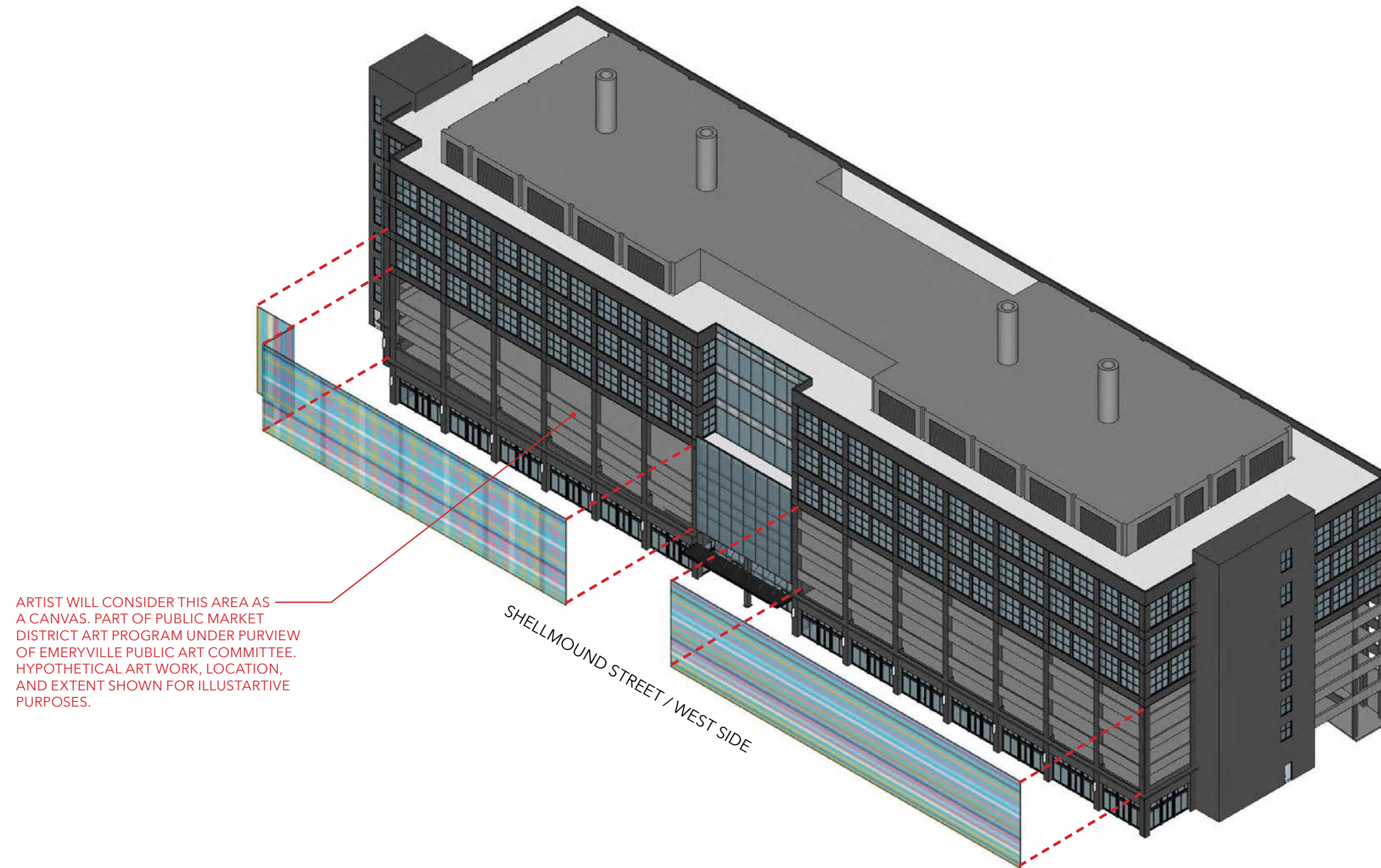
Potential Night View | From The Terraces, 5th Floor Balcony

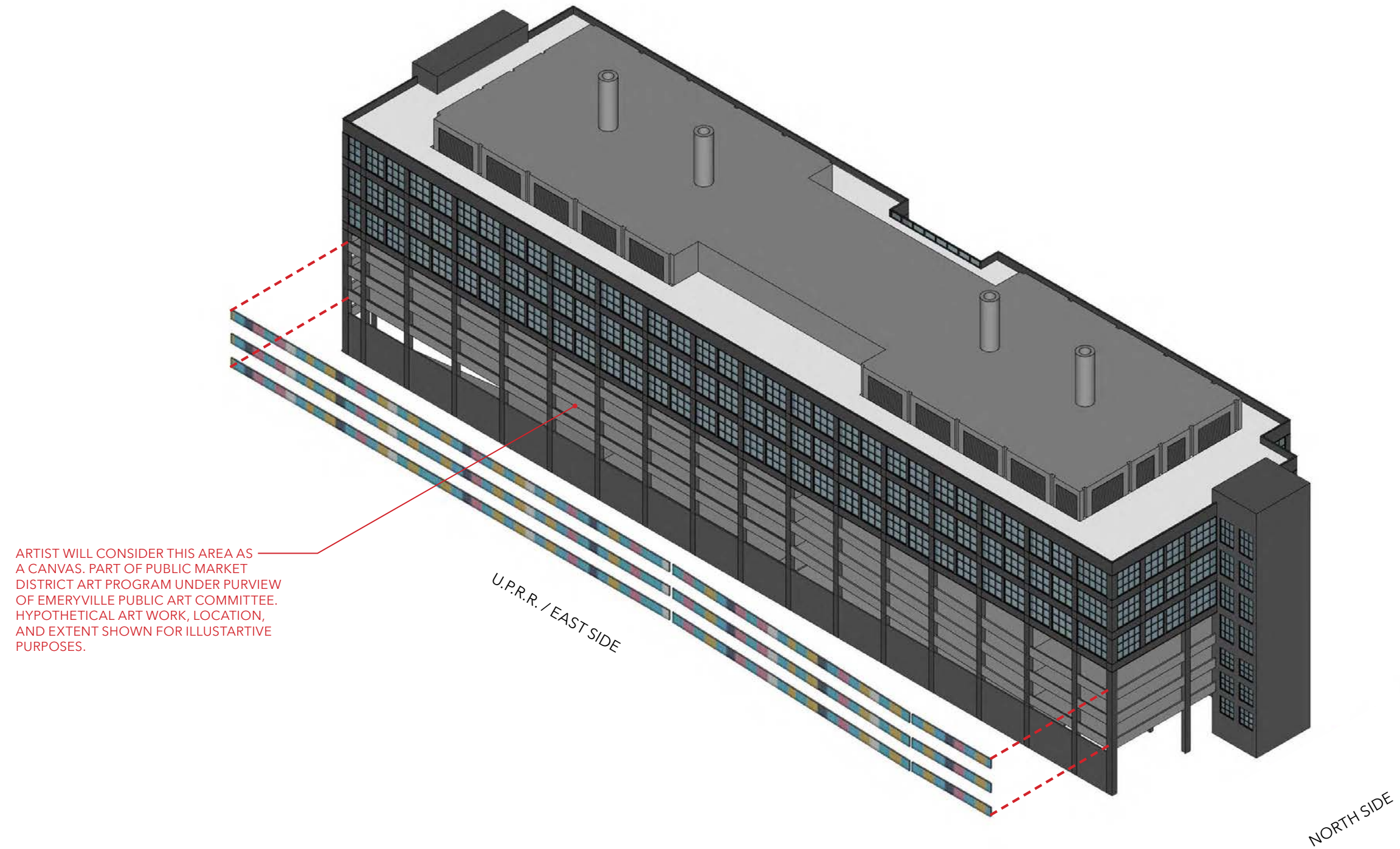


Potential Night View | From Parcel A, 5th Floor Balcony



Potential Night View | From Parcel D, 7th Floor Balcony





Art Concept





PROJECT GOALS

- To create a unique visual identity for the Market
- To enhance the distinctive identity of the Shellmound District and elevate it into a regional destination
- To serve as an attraction for all visitors including locals and tourists
- To commission permanent vibrant high-quality artwork with an enduring aesthetic
- To commission artwork that is relevant to a broad audience
- To improve and activate the street level experience, as well as to encourage pedestrian activity.

CURATORIAL VISION

To commission fun, colorful, and whimsical artworks that will draw visitors and locals to the site, as well as enhance their experience.

Christian Moller



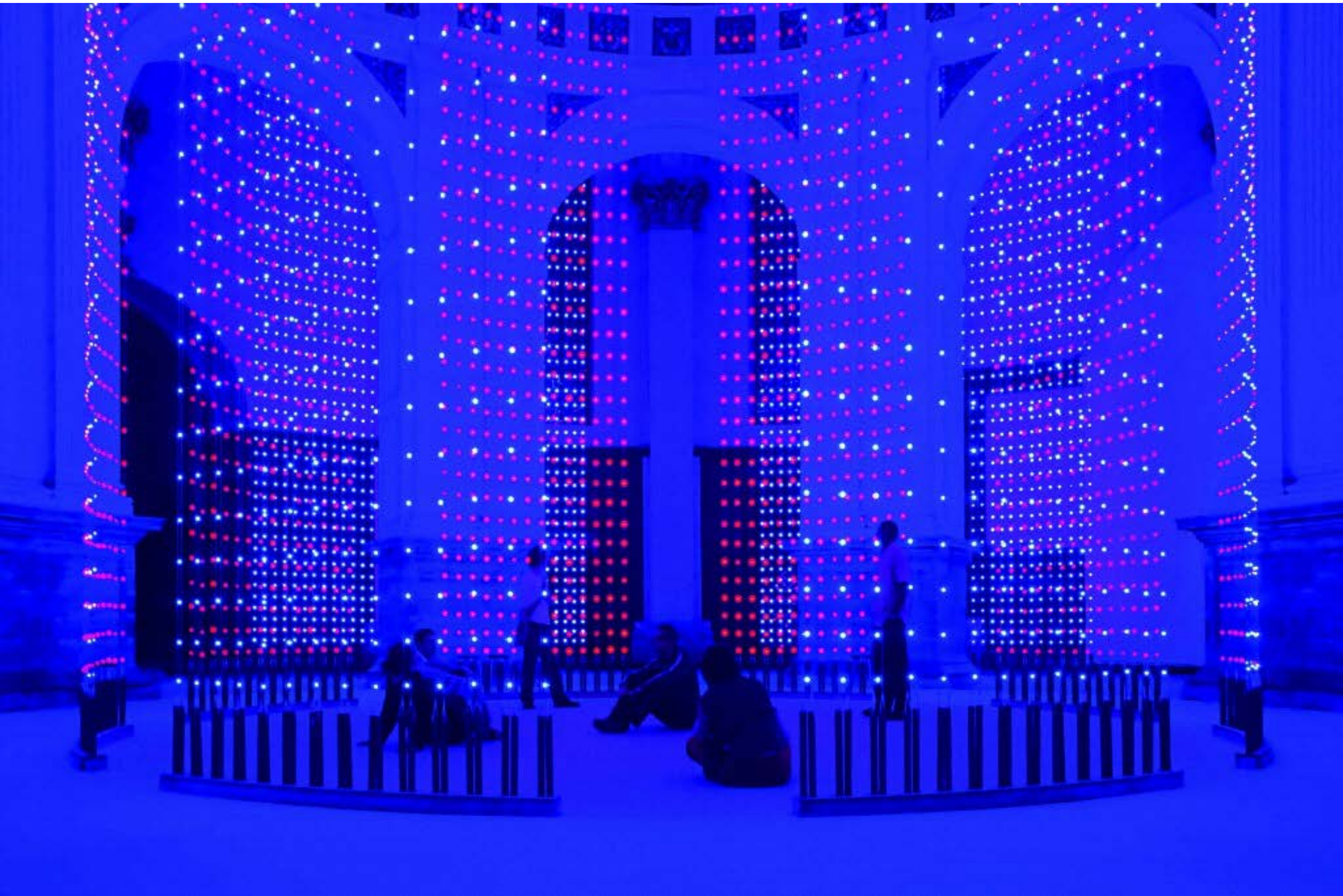




Erwin Redl









Jacob Hashimoto









Jim Isermann







Mark Regelman





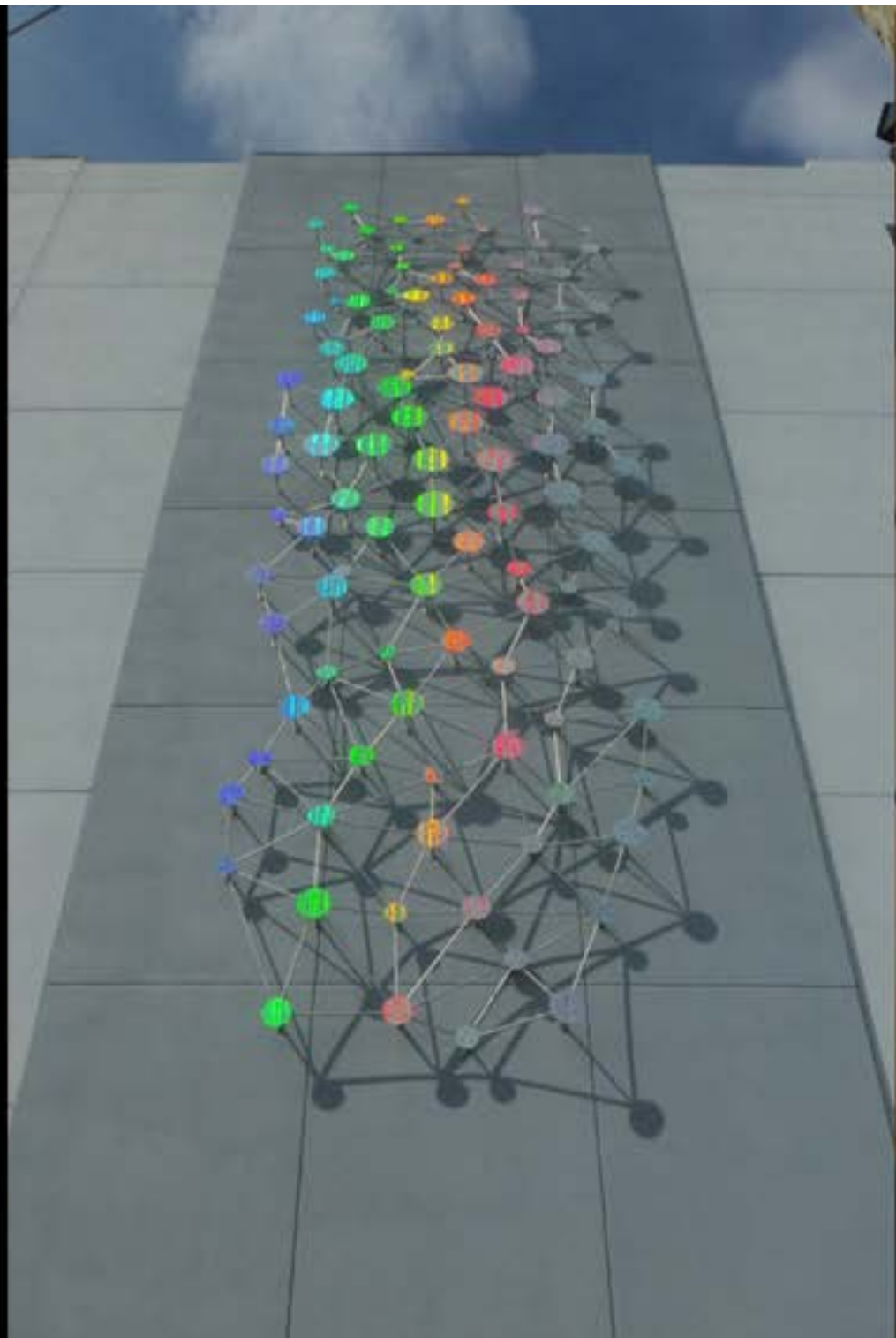
Ray King











Soo Sunny Park





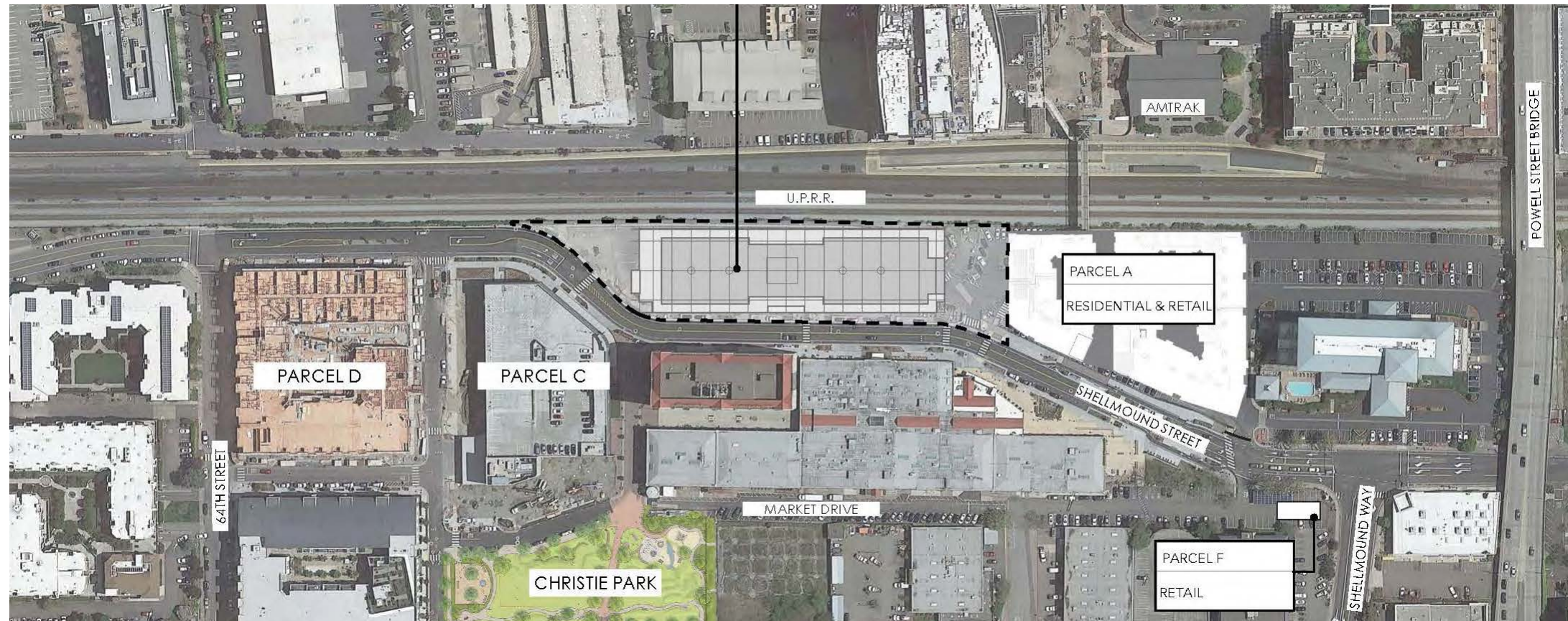


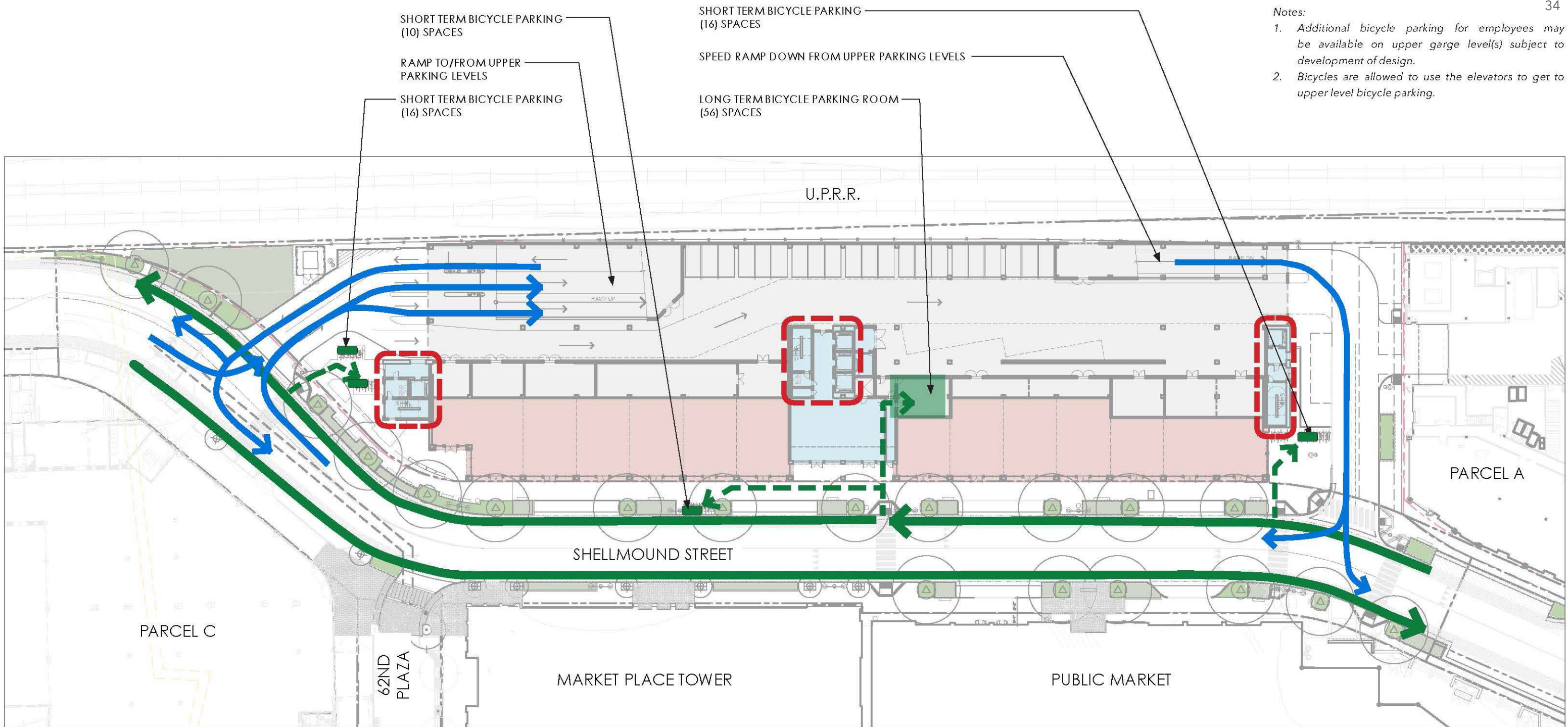


Discussion



Appendix: Site Diagrams





- Notes:
1. Additional bicycle parking for employees may be available on upper garage level(s) subject to development of design.
 2. Bicycles are allowed to use the elevators to get to upper level bicycle parking.

LEGEND:

← BIKE CIRCULATION

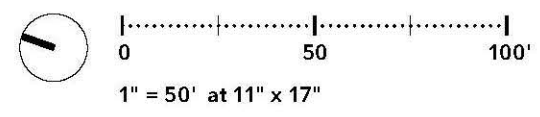
← RIDER-BESIDE-BIKE CIRCULATION

■ BIKE PARKING

■ SECURE EMPLOYEE BIKE PARKING

← VEHICLE CIRCULATION

▭ VERTICAL CIRCULATION TO/FROM PARKING LEVELS



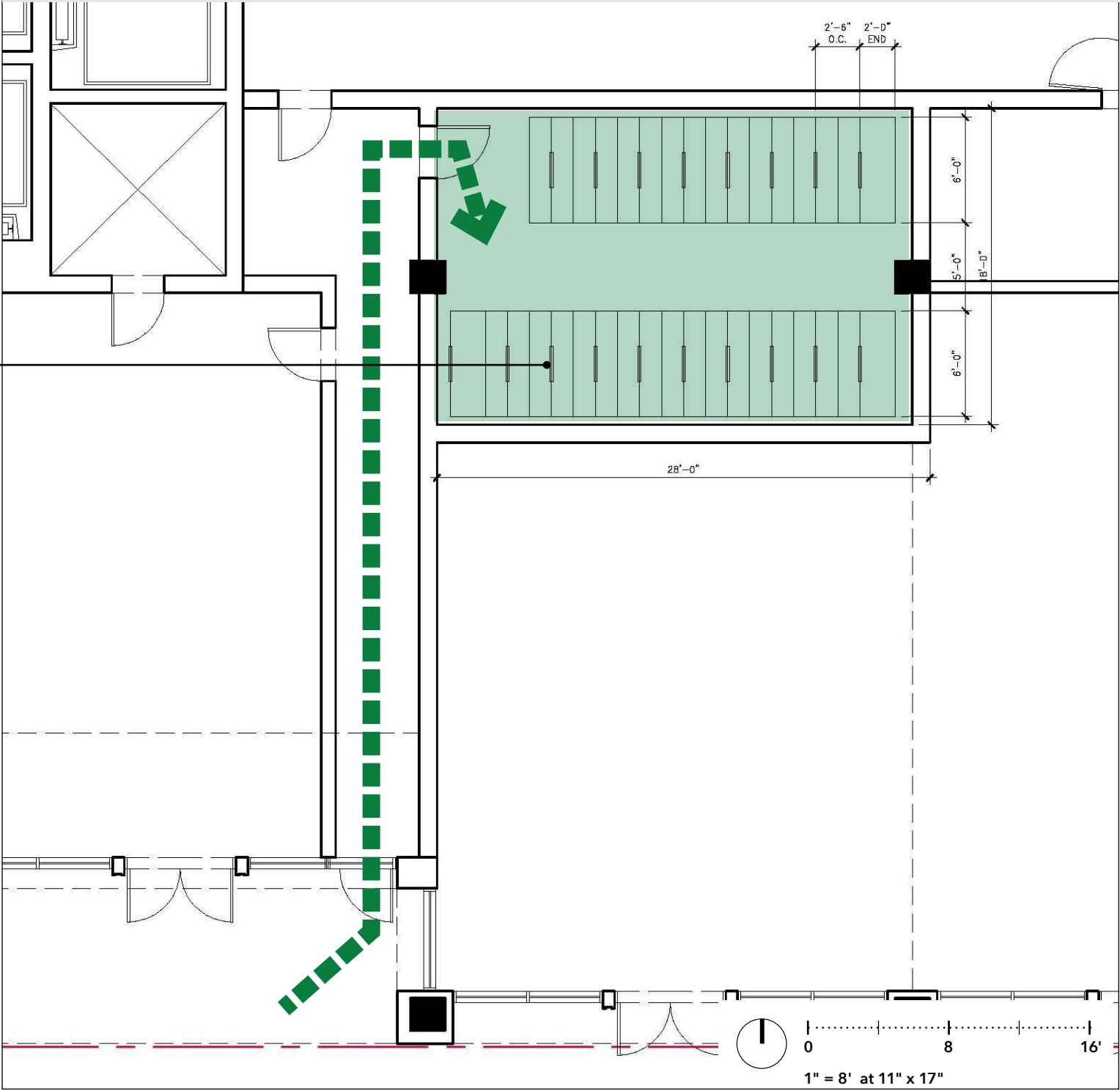
Bike Parking | Short & Long Term

LONG-TERM BICYCLE PARKING WITH FIXED FLORO-MOUNTED RACKS

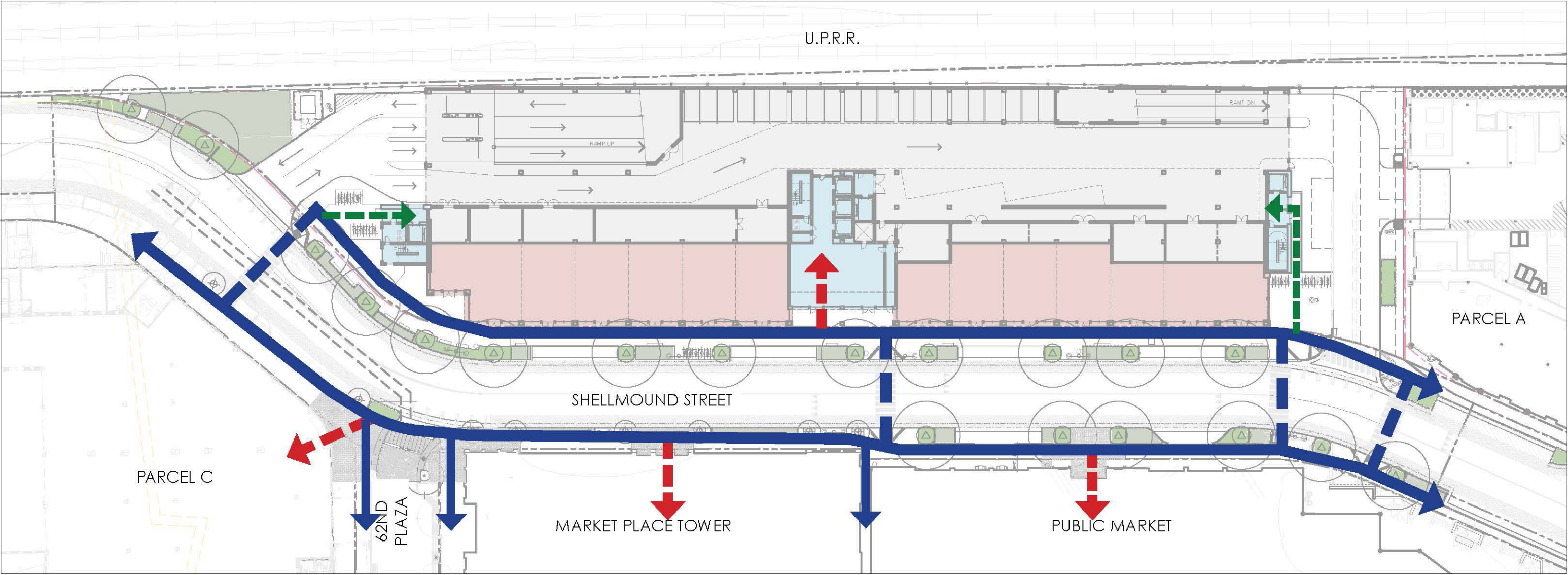
- 1. Dimesions Per 9-4.408 (d) (1) (a)
- 2. Bike Storage Room in 490 SF.
- 3. 29 spaces required. 29 spaces minimum provided.
- 4. Ceiling height exceeds 9 FT.



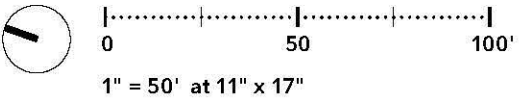
BIKE RACK, SURFACE MOUNT



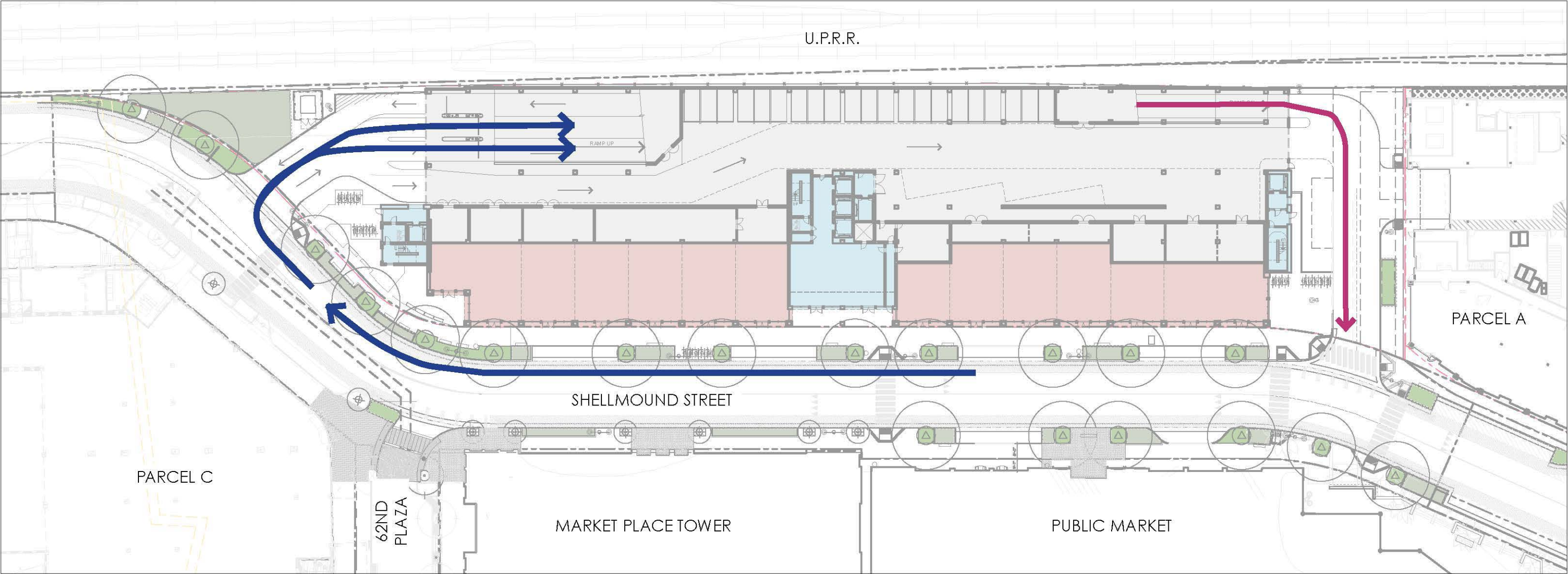
- Notes:
- 1. Pedestrian circulation and design of streetscape elements are consistent with Shellmound street tentative map, approved subdiv. #15-002.
 - 2. Shellmound Streetscape is existing.



- LEGEND:
- ← PEDESTRIAN CIRCULATION ROUTE
 - CROSSWALK
 - MAJOR BUILDING ACCESS POINT
 - SECONDARY ACCESS POINT



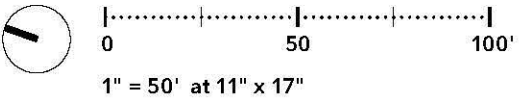
- Notes:
- 1. The valet parking concept is initially a "Valet assist" strategy where drivers drive up into the garage, to the lower 2 levels, and drop off their cars with an attendant, with some park-behind spaces employed as needed. For return, drivers return via elevators to their dropoff location or a possible in-garage valet stand.
 - 2. This is initially planned for the busy lunch hours.
 - 3. A management company will be contracted as needed to operate the valet service.



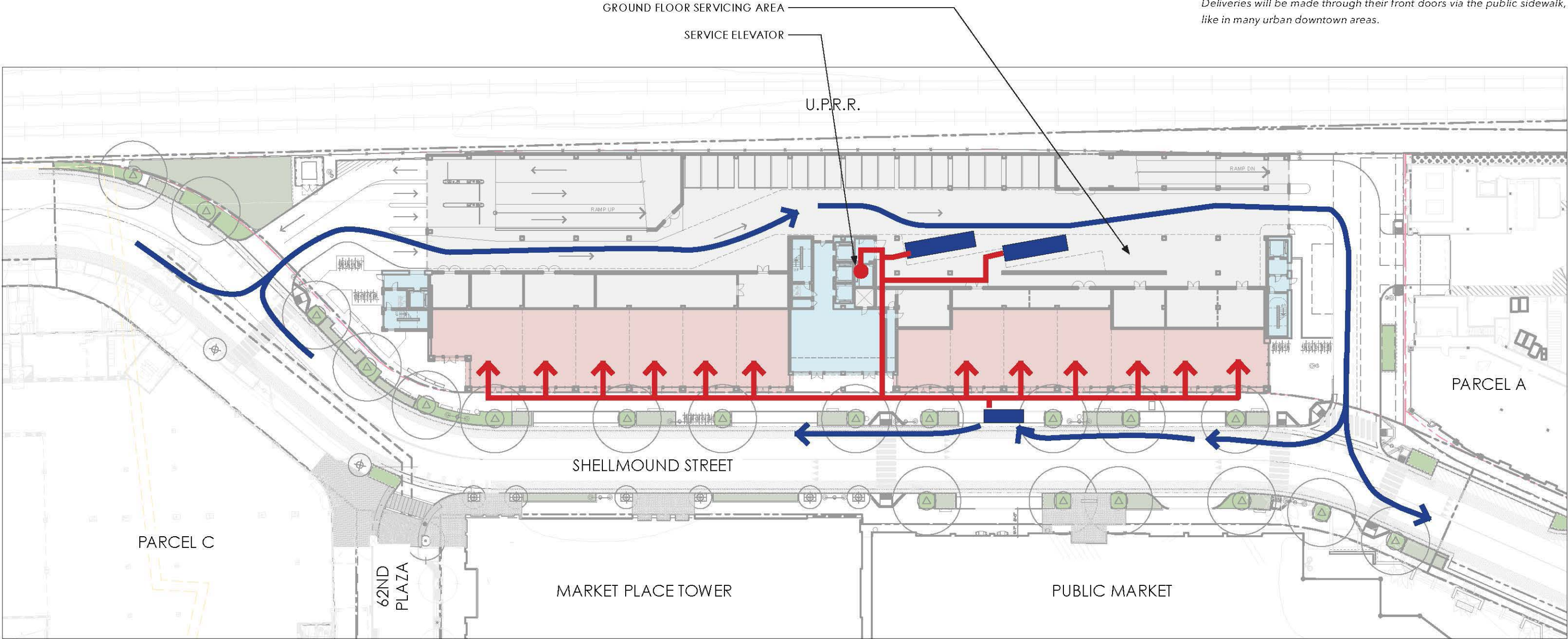
LEGEND:

 VEHICLE DROP-OFF ROUTE

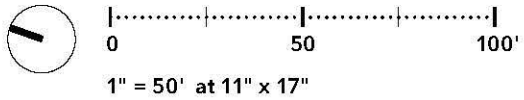
 VEHICLE RETURN ROUTE

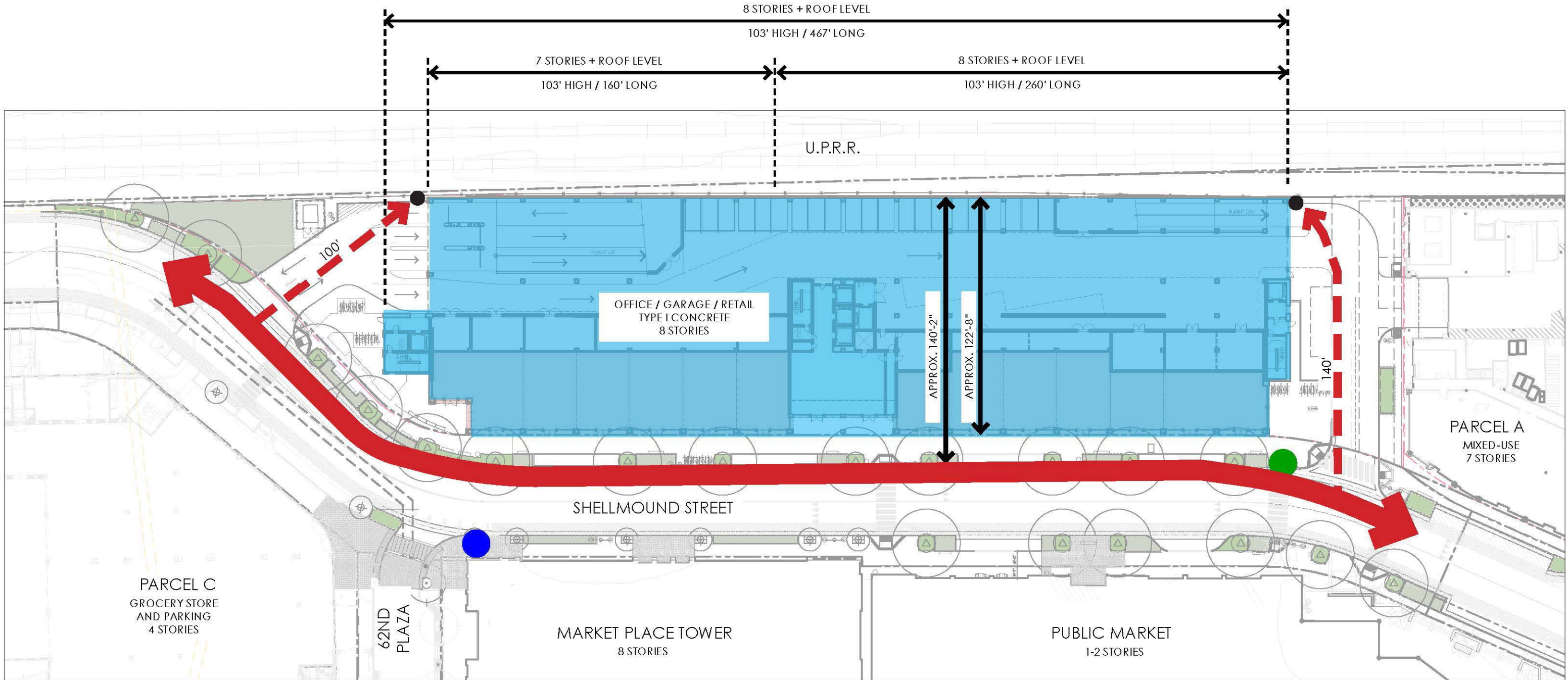







- Notes:
1. Deliveries to the upper floors: Delivery vehicles will park in the Ground Floor service area and deliver materials via the service elevator.
 2. Deliveries to the ground floor mixed uses will be made by service vehicles parked in the Ground Floor service area or in the on-street parking spaces. Deliveries will be made through their front doors via the public sidewalk, like in many urban downtown areas.

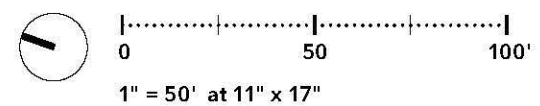


- LEGEND:
- DELIVERY VEHICLE SPACES
 - VEHICLE ROUTE
 - DELIVERY-PERSON ACCESSIBLE ROUTE INTO STORE

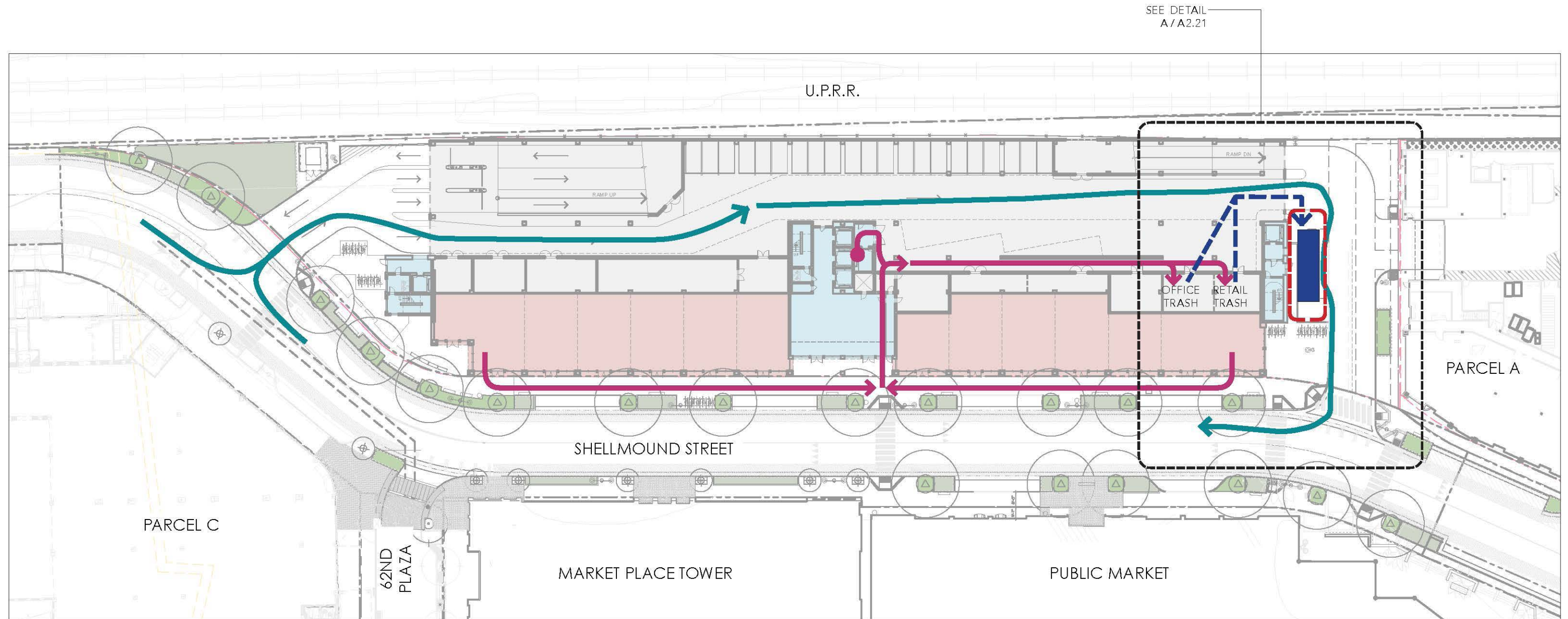




- LEGEND:**
-  EMERGENCY VEHICLE ACCESS ROUTE ALONG SHELLMOUND
 -  E.V.A. ROUTE
 -  PROPOSED PARCEL B BUILDING FOOTPRINT
 -  PROPOSED FIRE HYDRANT
 -  EXISTING FIRE HYDRANT TO REMAIN



- Notes:
1. See detail on next page.
 2. Discards from upper floor are via service elevator.
 3. Discards from ground floor follow the illustrated route.



LEGEND:

- TRASH VEHICLE ROUTE
- HAULER VEHICLE PARKING/STAGING LOCATION (36' X 11')
- PATH OF TRAVEL FOR ON-SITE PERSONNEL TO/FROM TRASH ROOM FOR TRASH STAGING
- ACCESSIBLE ROUTE TO TRASH ROOM
- OUTDOOR STAGING AREA

