

Public Market - Parcel B

Emeryville Planning Commission Hearing

JANUARY 24, 2019

HART HOWERTON
NEW YORK • SAN FRANCISCO

Agenda

1. Team
2. Proposed Development Summary
3. Design Revisions Following Study Session
4. Site Studies
5. Art Concept
6. Questions



Project Design Team

Mark Stefan, City Center Realty Partners

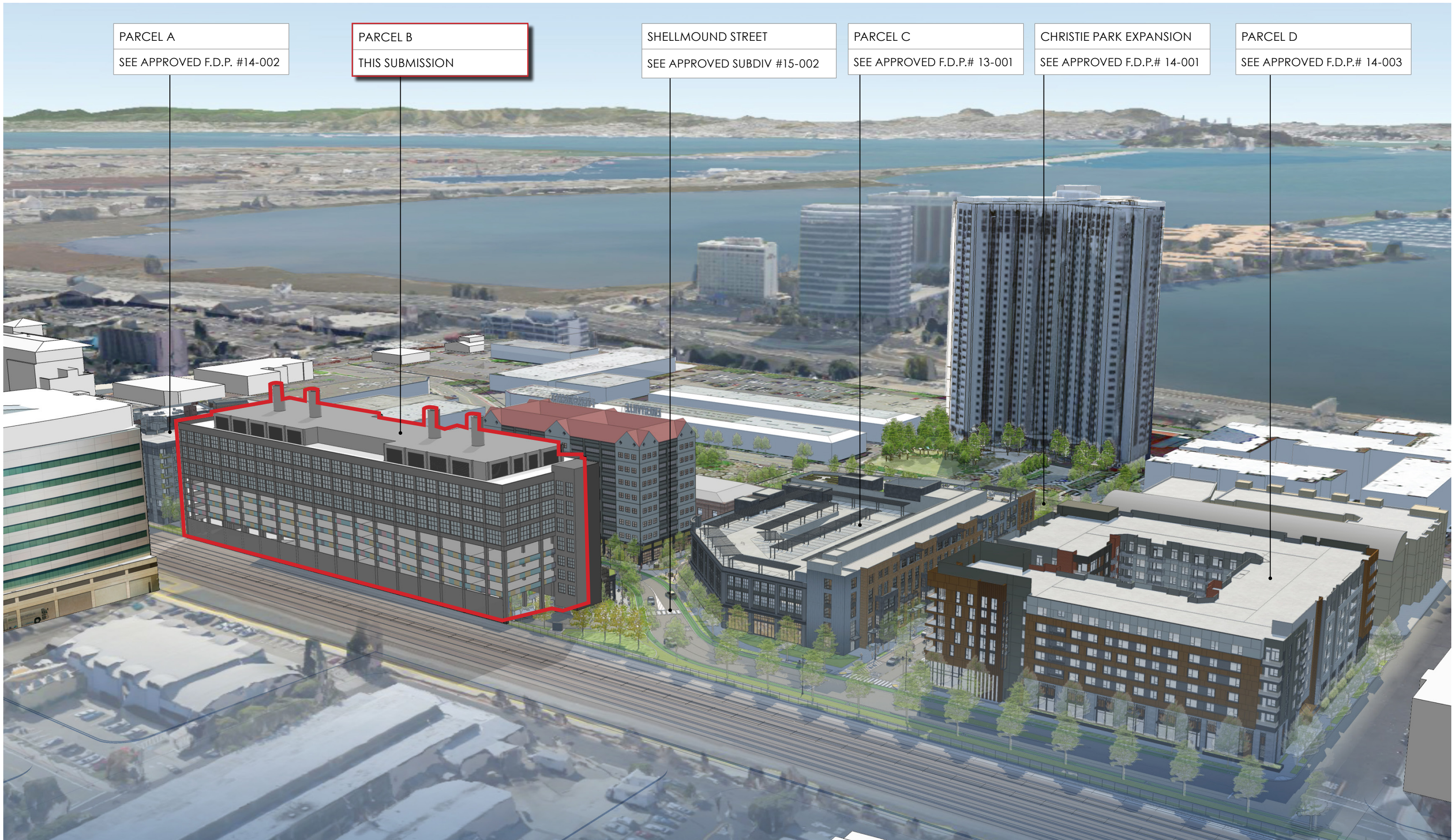
Christopher Pizzi, Hart Howerton

Dorka Keehn, Keehn On Art



Project Summary





Aerial View | At Full Build Out



View | Looking North up Shellmound Street



View | Shellmound Retail and Building Entrance



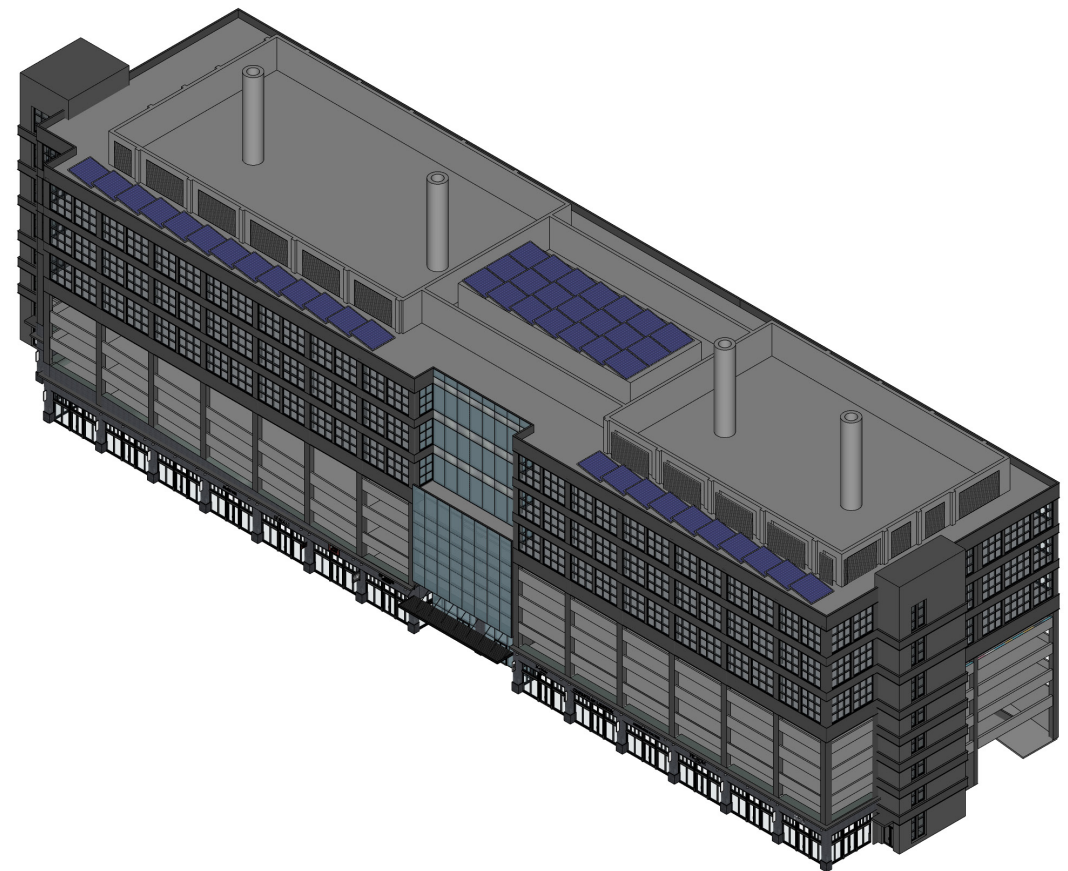
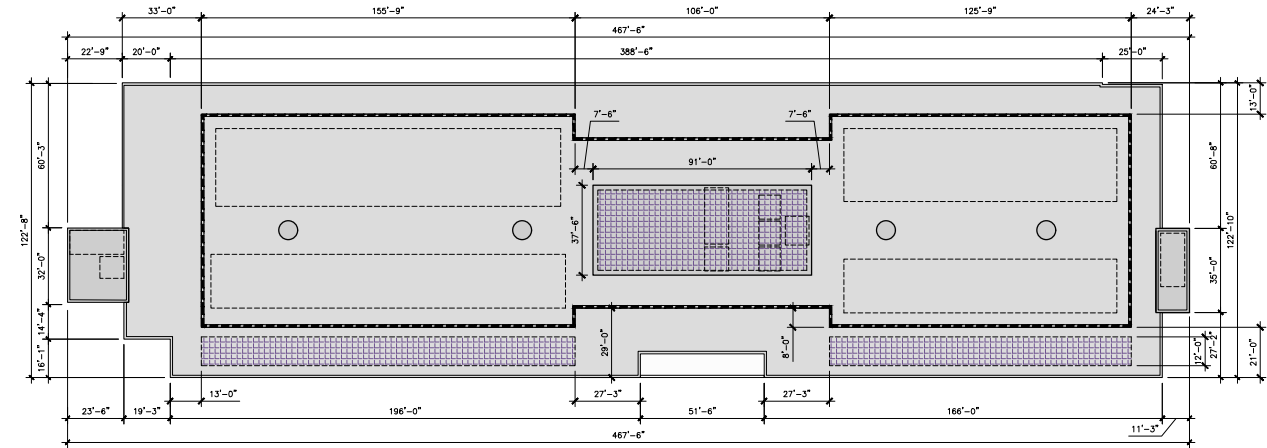
View | Looking South on Shellmound at 64th Street

Design Changes



What We Heard:

1. Consider adding solar/PV panels
2. Consider adding EV parking spaces
3. Provide servicing to retail areas from the back
4. Treat the West and East facades as equivalent fronts
5. Develop the Vertical circulation towers and add windows to the stairs
6. Develop the landscape design
7. Provide more detail on the retail storefronts

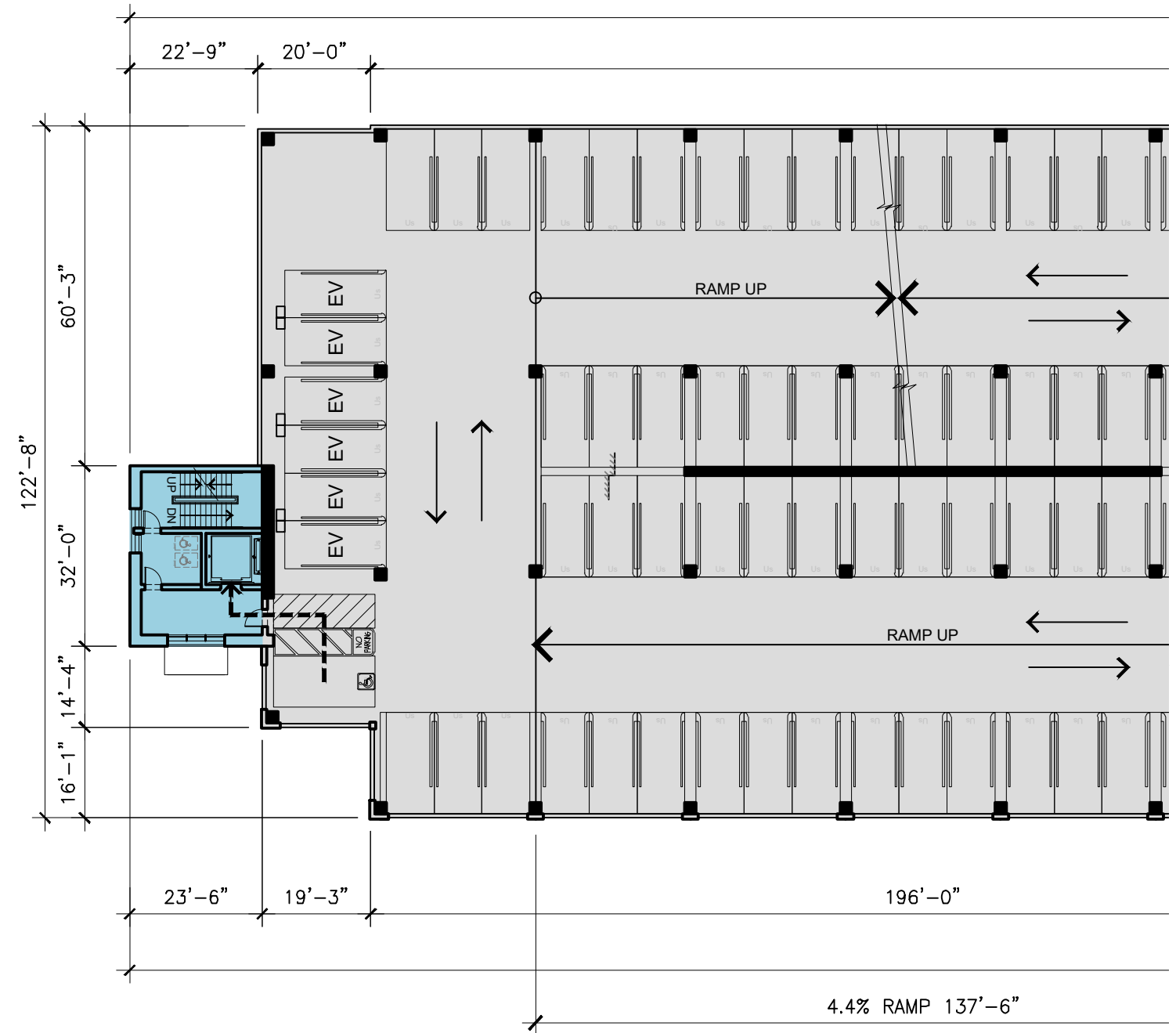


RESPONSE

1. PV / Solar panels added at roof level.

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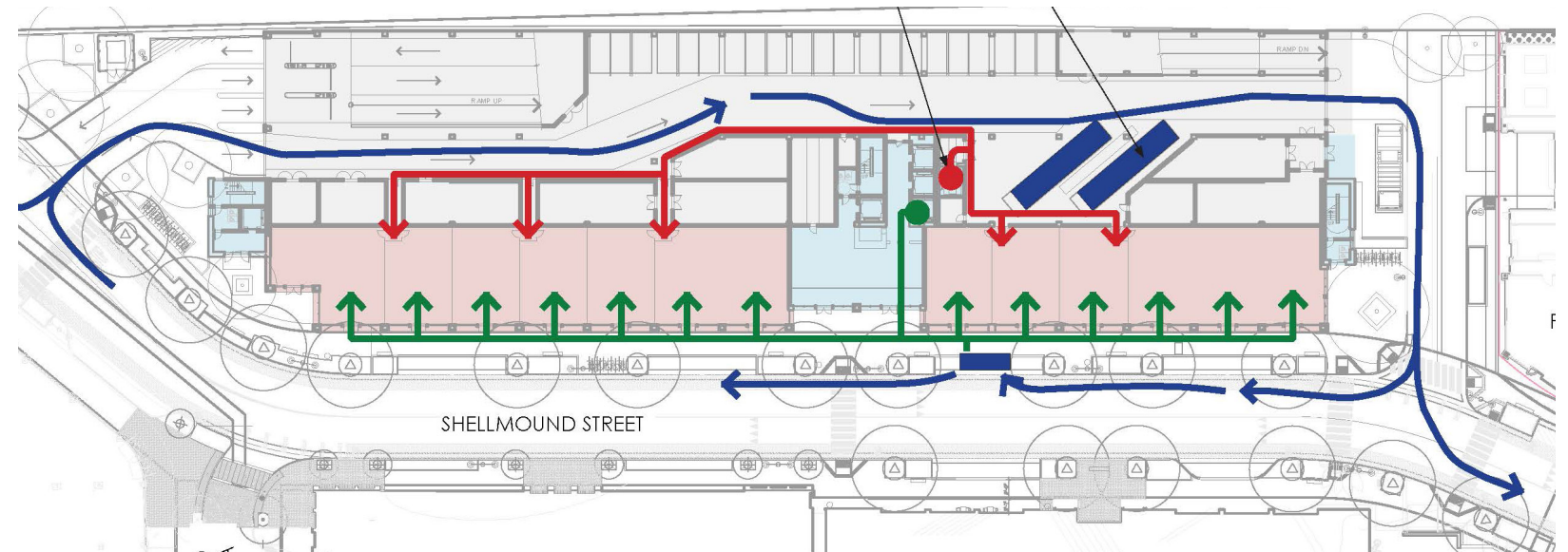


RESPONSE

1. Electric Vehicle (EV) spaces added / identified at Levels 2, 3 and 4.

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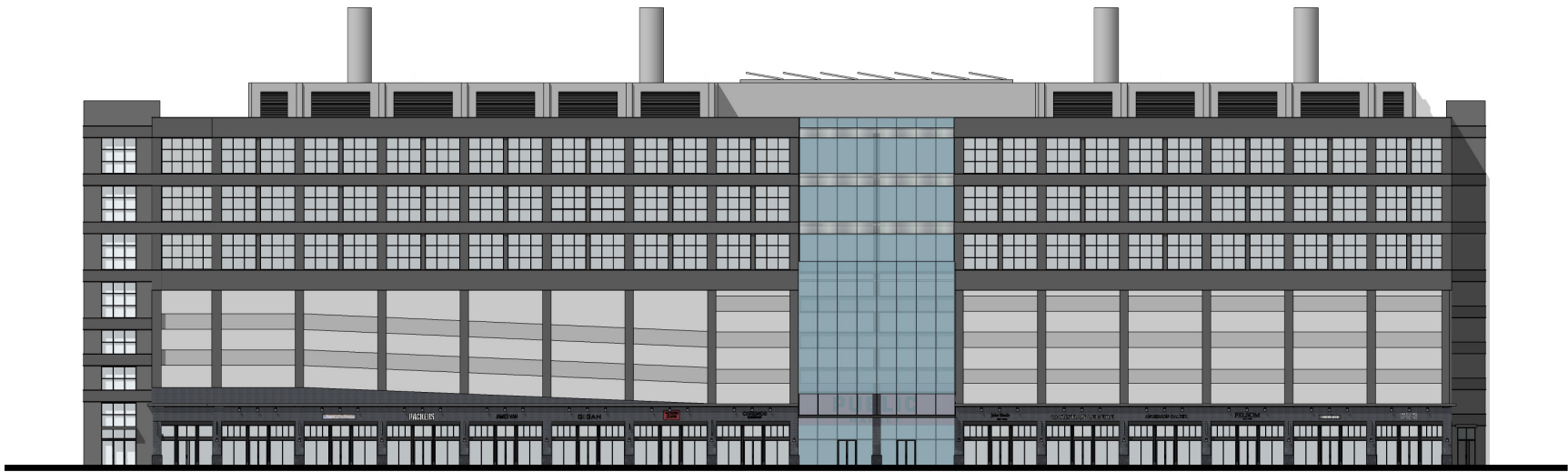


RESPONSE

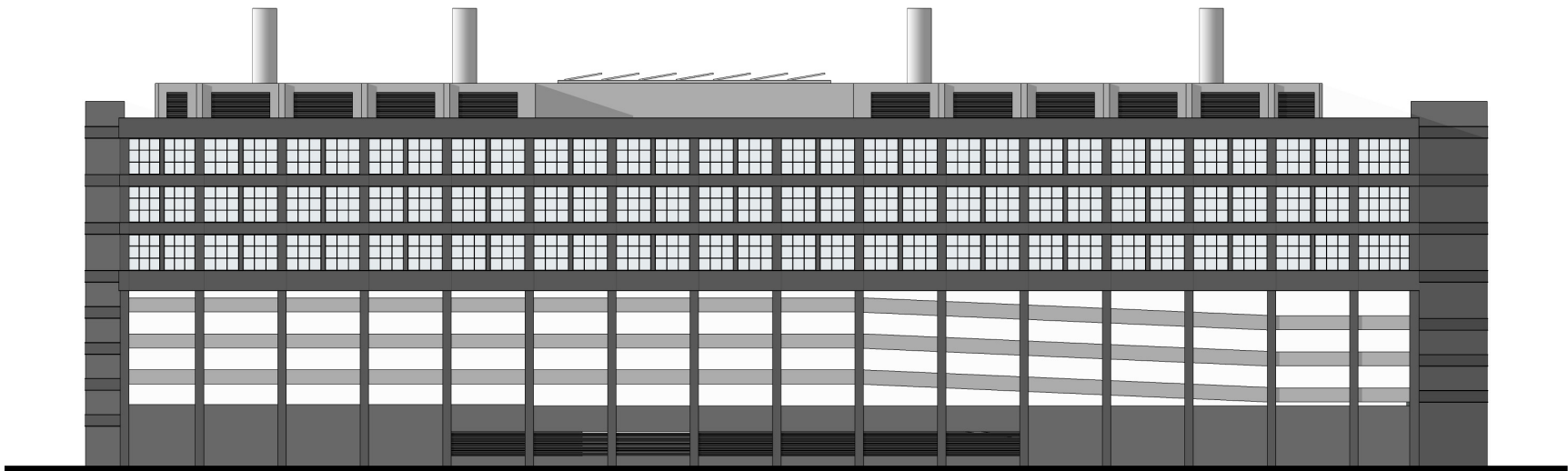
1. Primary servicing access provided from the back.
2. Limited secondary deliveries still expected from delivery trucks by the streetfront.

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West Facade



East Facade

RESPONSE

SIMILARITIES

- 1. Size, proportion, quality of windows and wall system at lab levels
- 2. Size and proportion of expressed frame system at all levels
- 3. Articulation of roofscape elements
- 4. Open parking level design and expression
- 5. Generally limited articulation in the massing.

SIMILARITIES

- 1. Glass wall notch at Main Entry
- 2. Storefronts facing Shellmound Street

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C. NORTH ELEVATION

D. SOUTH ELEVATION

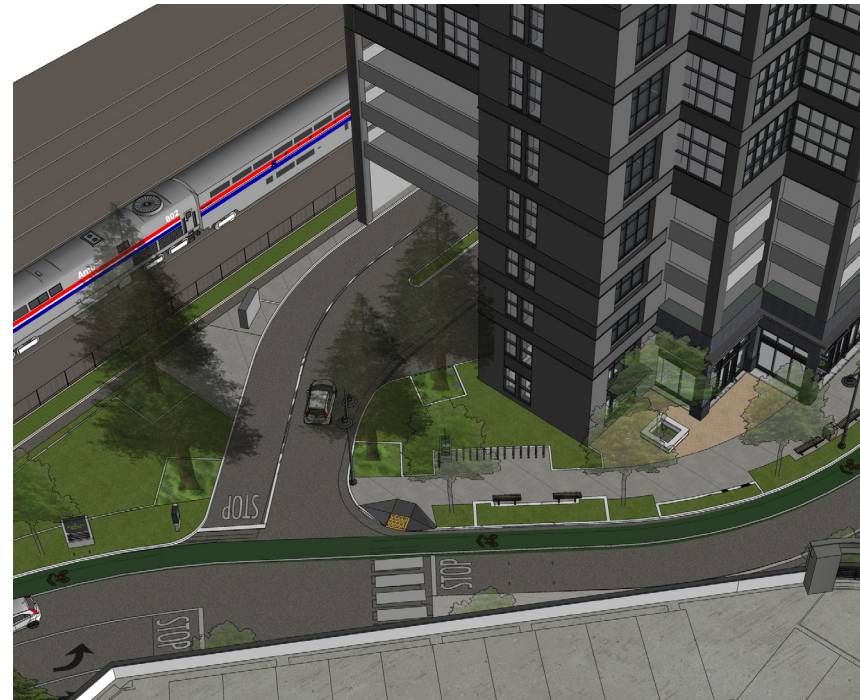


RESPONSE

1. Windows added to stairs
2. Horizontal articulation added similar to building facades
3. South tower consolidated and reduced in size

What We Heard:

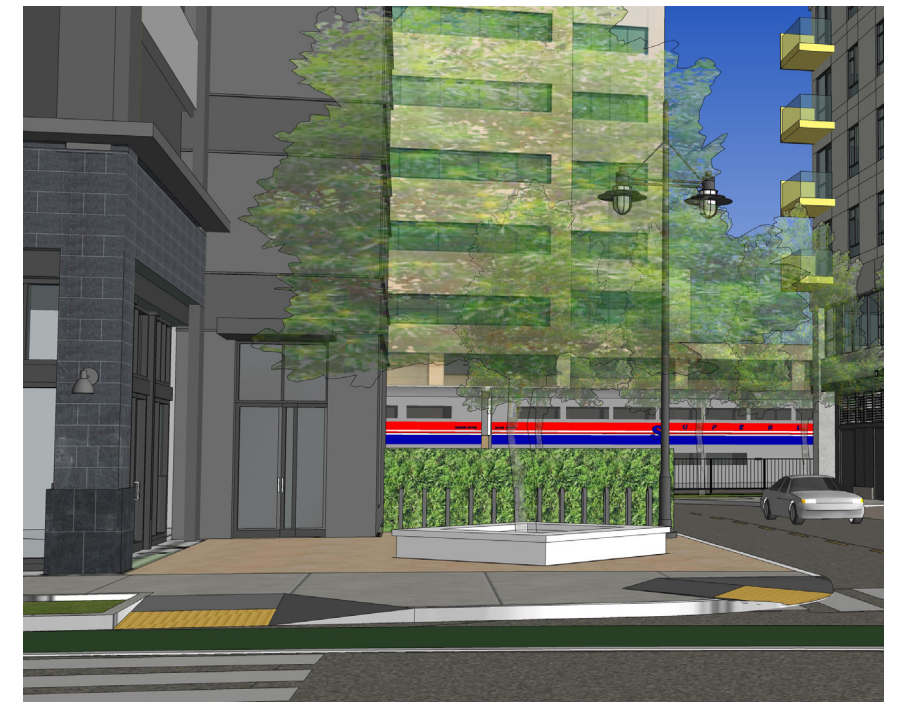
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NORTH OPEN AREA NEAR PARCEL C / CROSSWALK



SOUTH OPEN AREA AT PARCEL A / CROSSWALK



RESPONSE

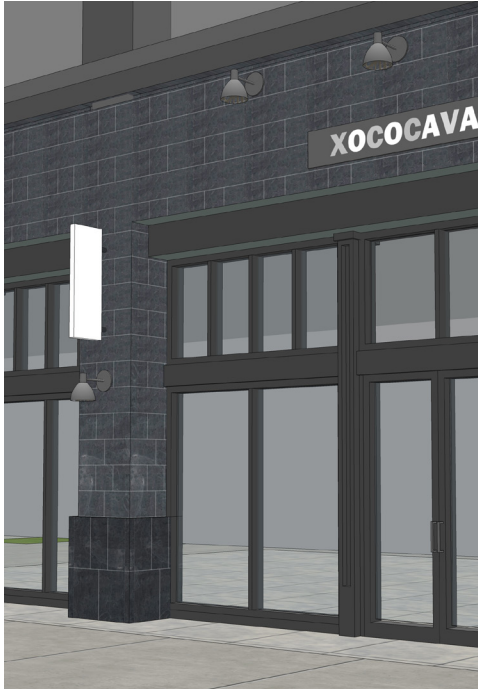
1. Open space design developed
2. Trees with seat walls added at building setbacks
3. Planting added to soften open space / transition at base of bulging / vertical circulation cores

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SOUTH STOREFREONTS



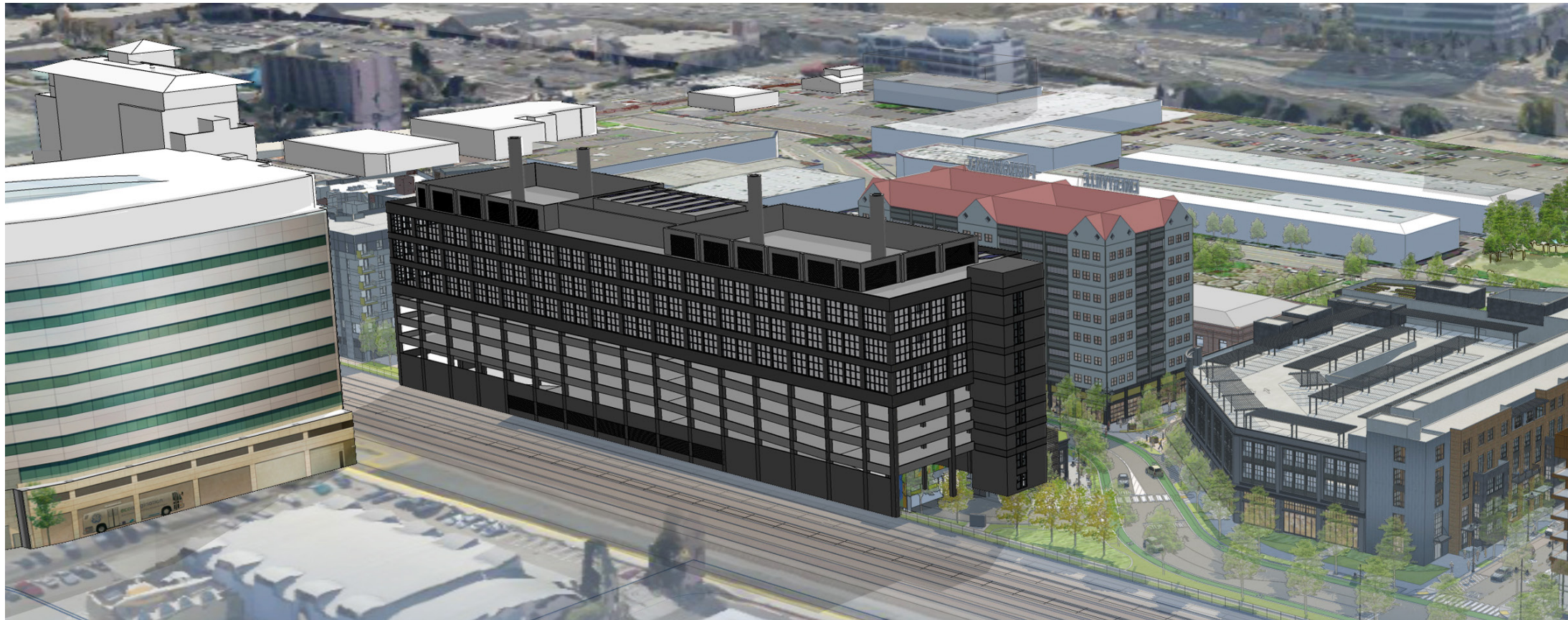
NORTH STOREFRONTS

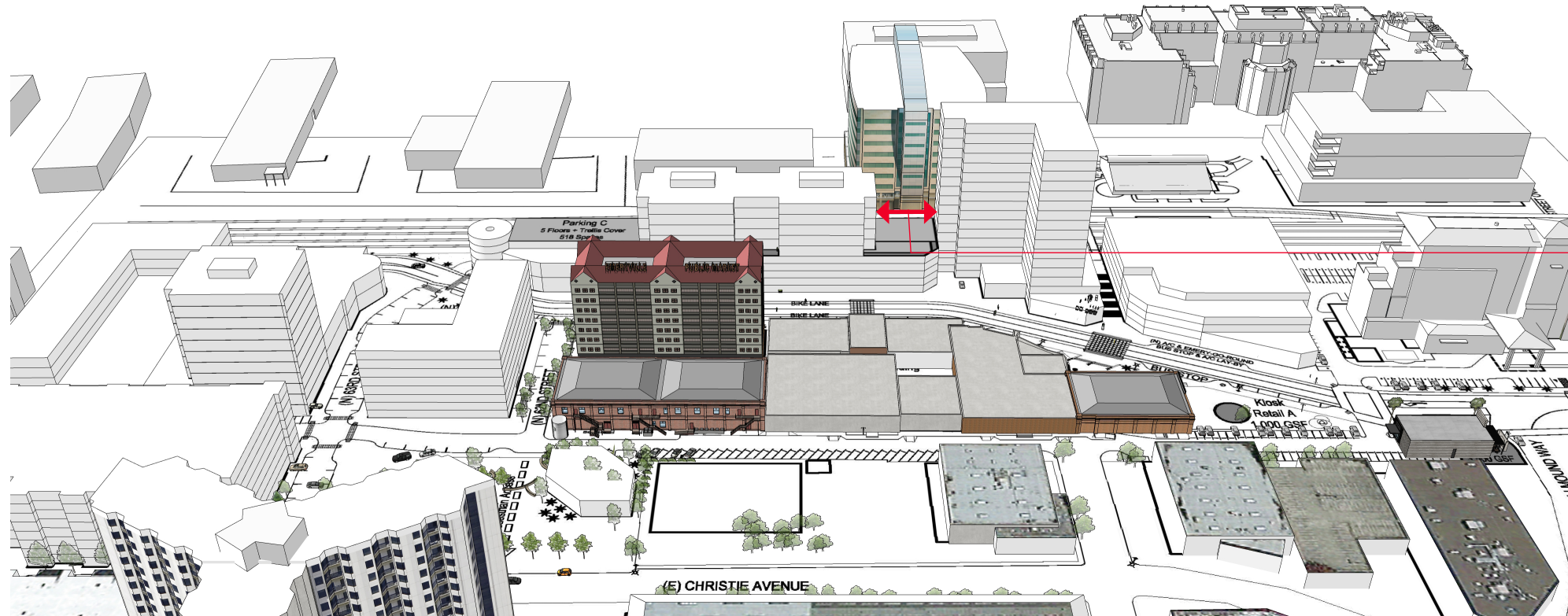


RESPONSE

- 1. Building base design revised, including cornice added at top of base
- 2. Storefront design revised
- 3. Horizontal and blade signage illustrated
- 4. Lighting added

Site Studies





APPROX. 76'

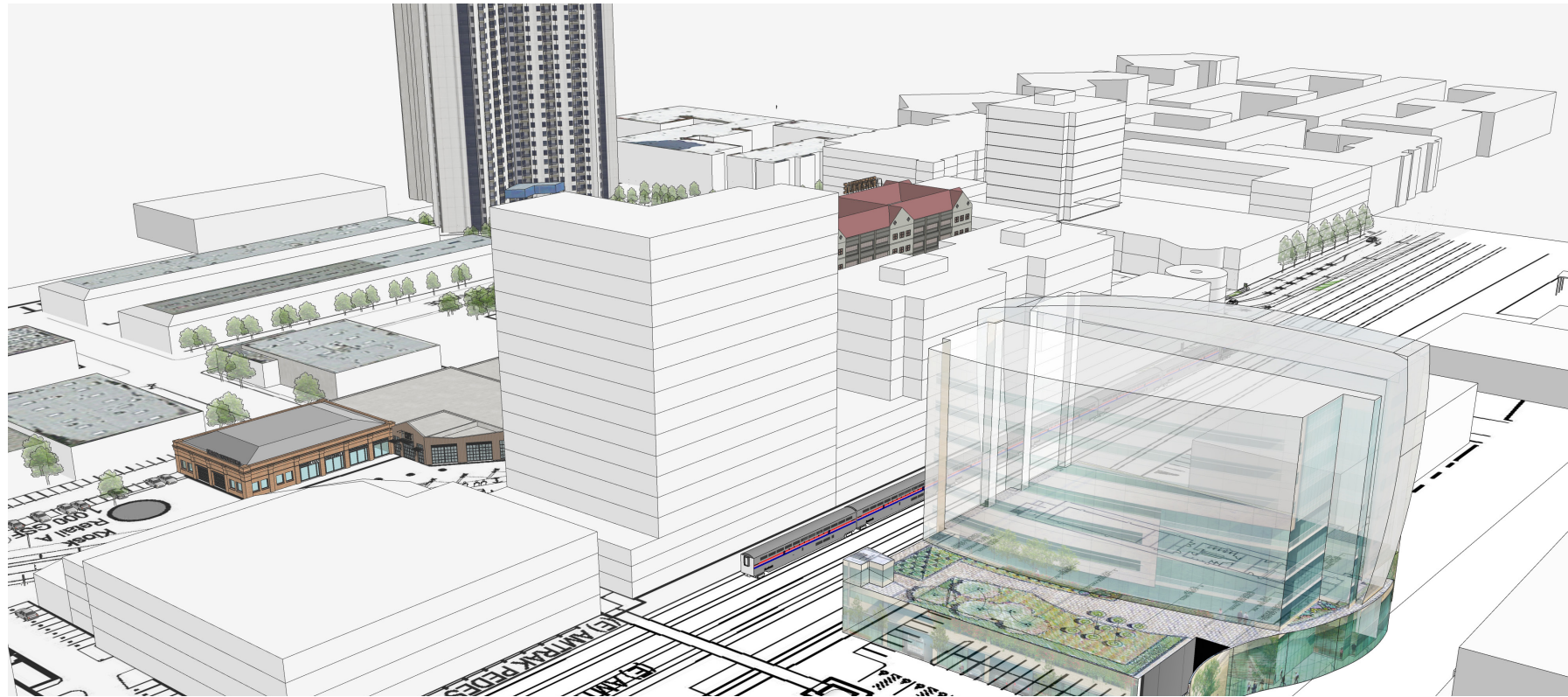
2008 PDP



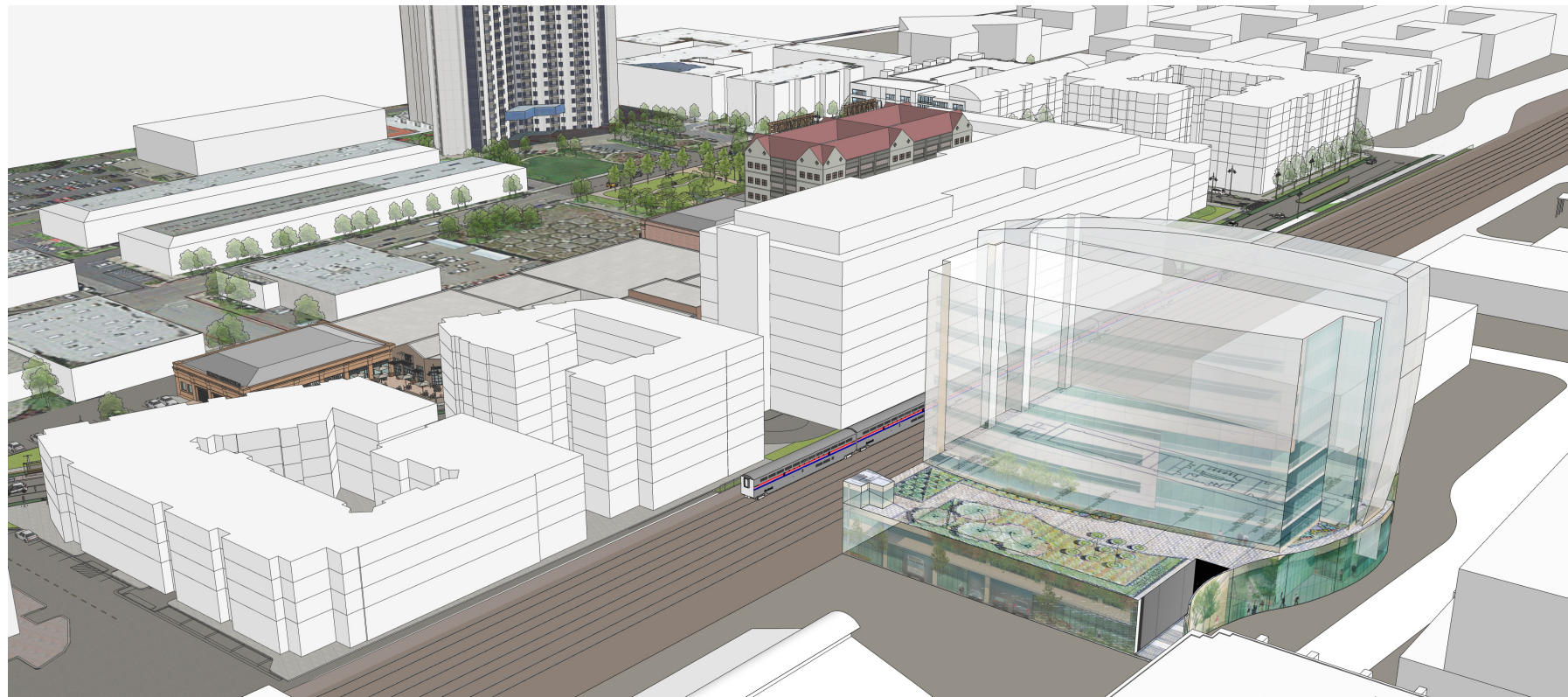
APPROX. 68'

2014-2019 FDP'S

Site: 2008 PDP vs. 2019 FDP | Comparison of Massing from West

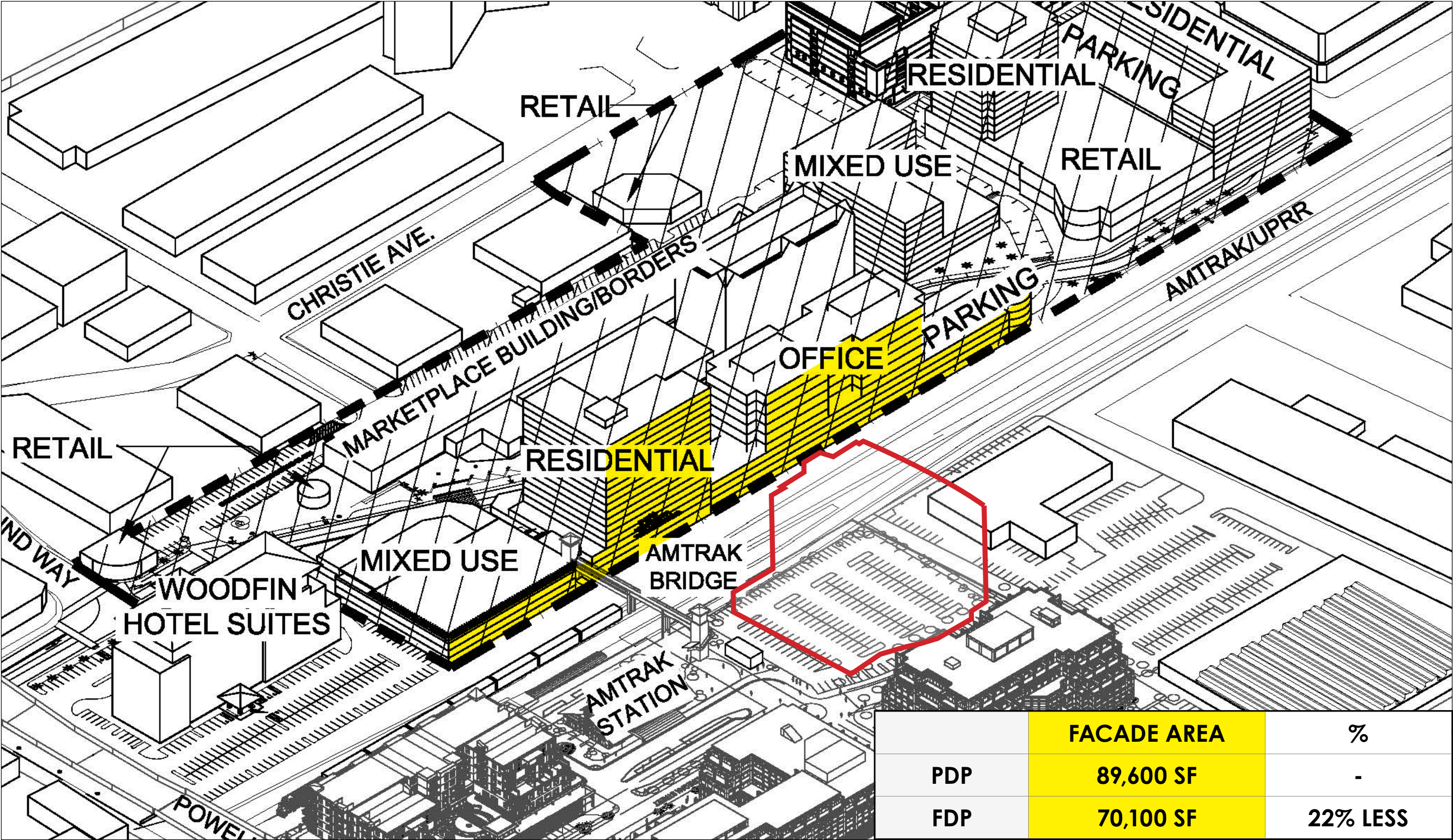


2008 PDP

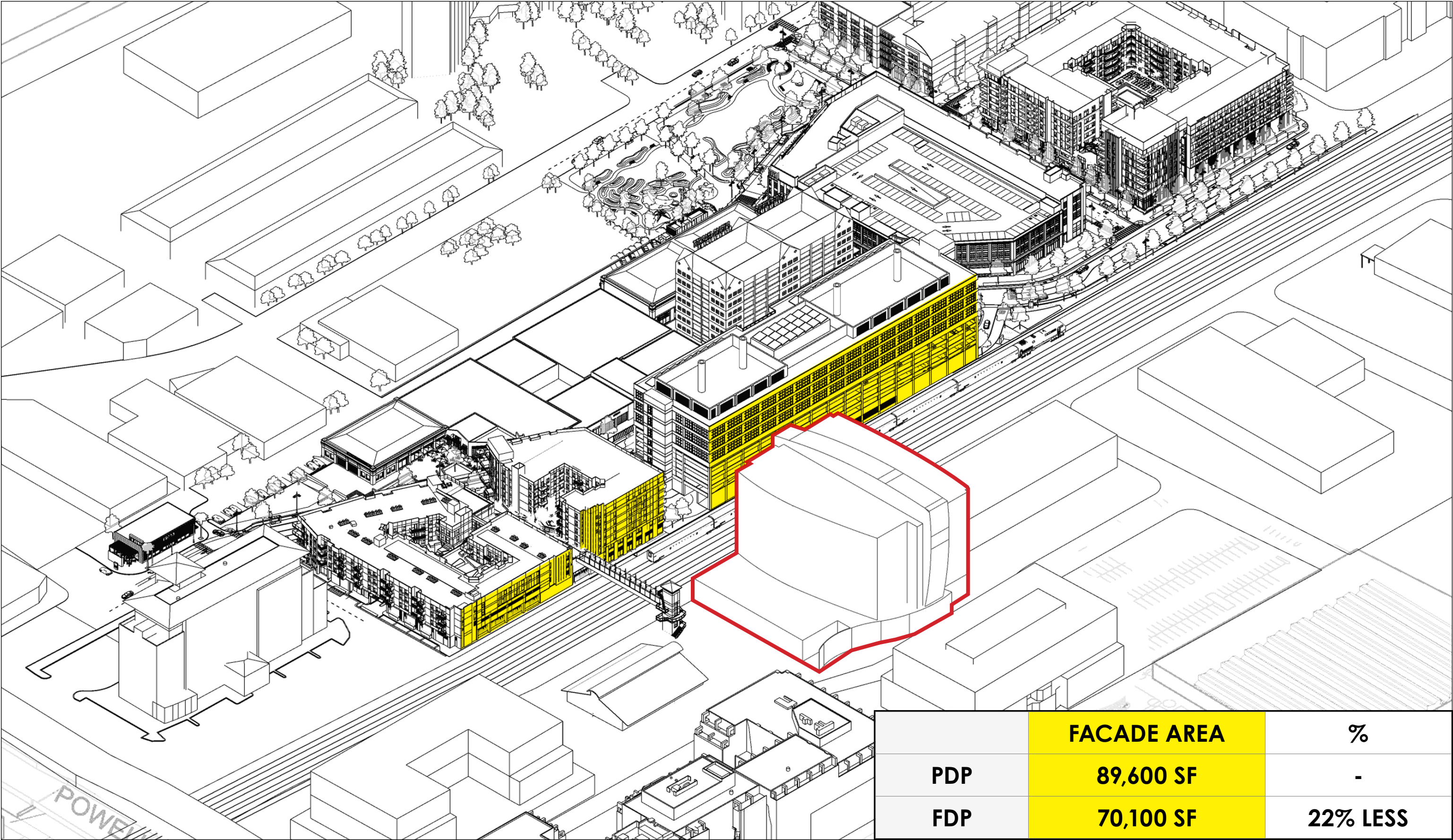


2014-2019 FDP'S

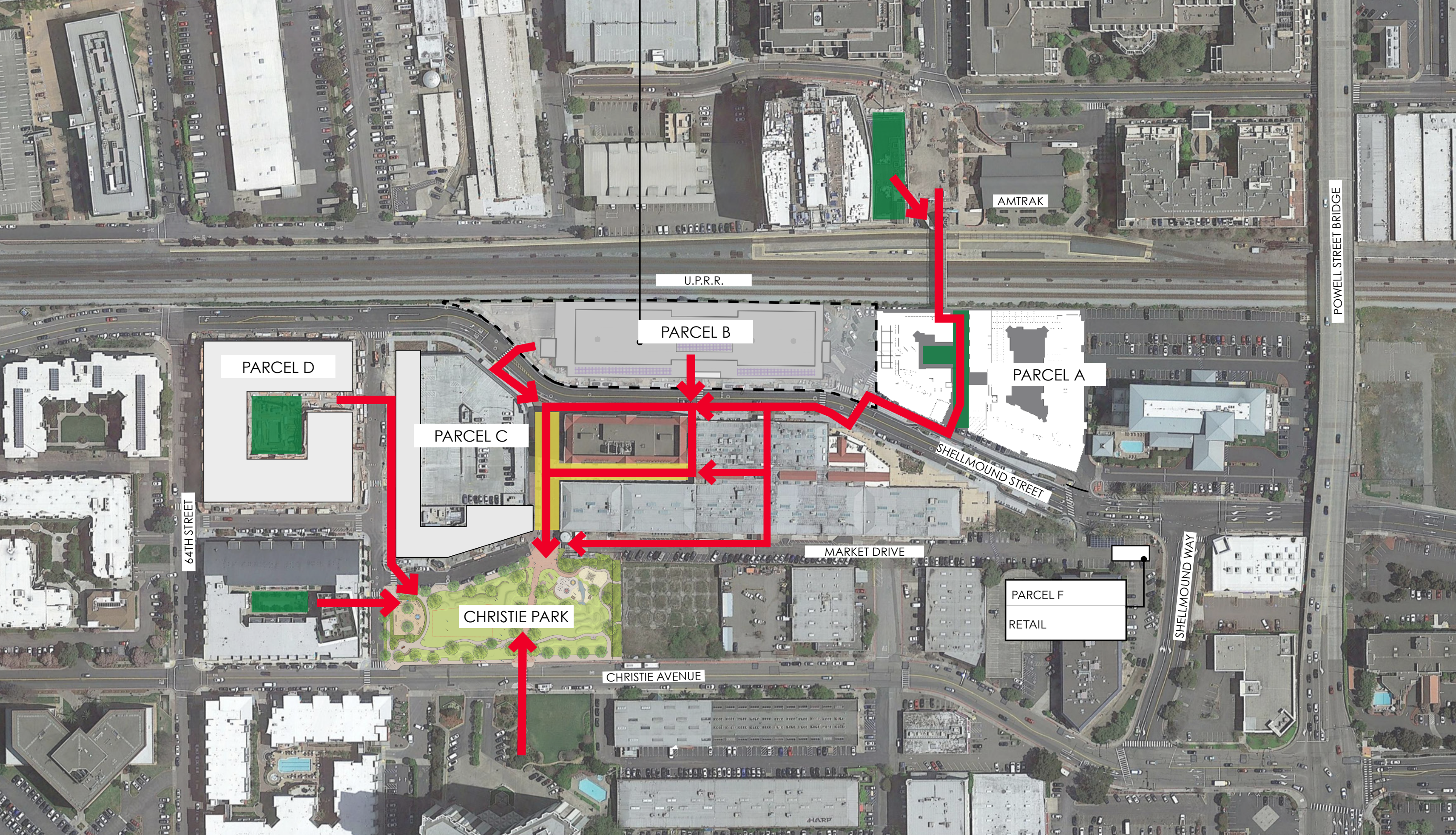
Site: 2008 PDP vs. 2019 FDP | Comparison of Massing from Southeast

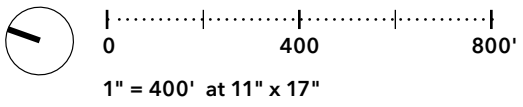
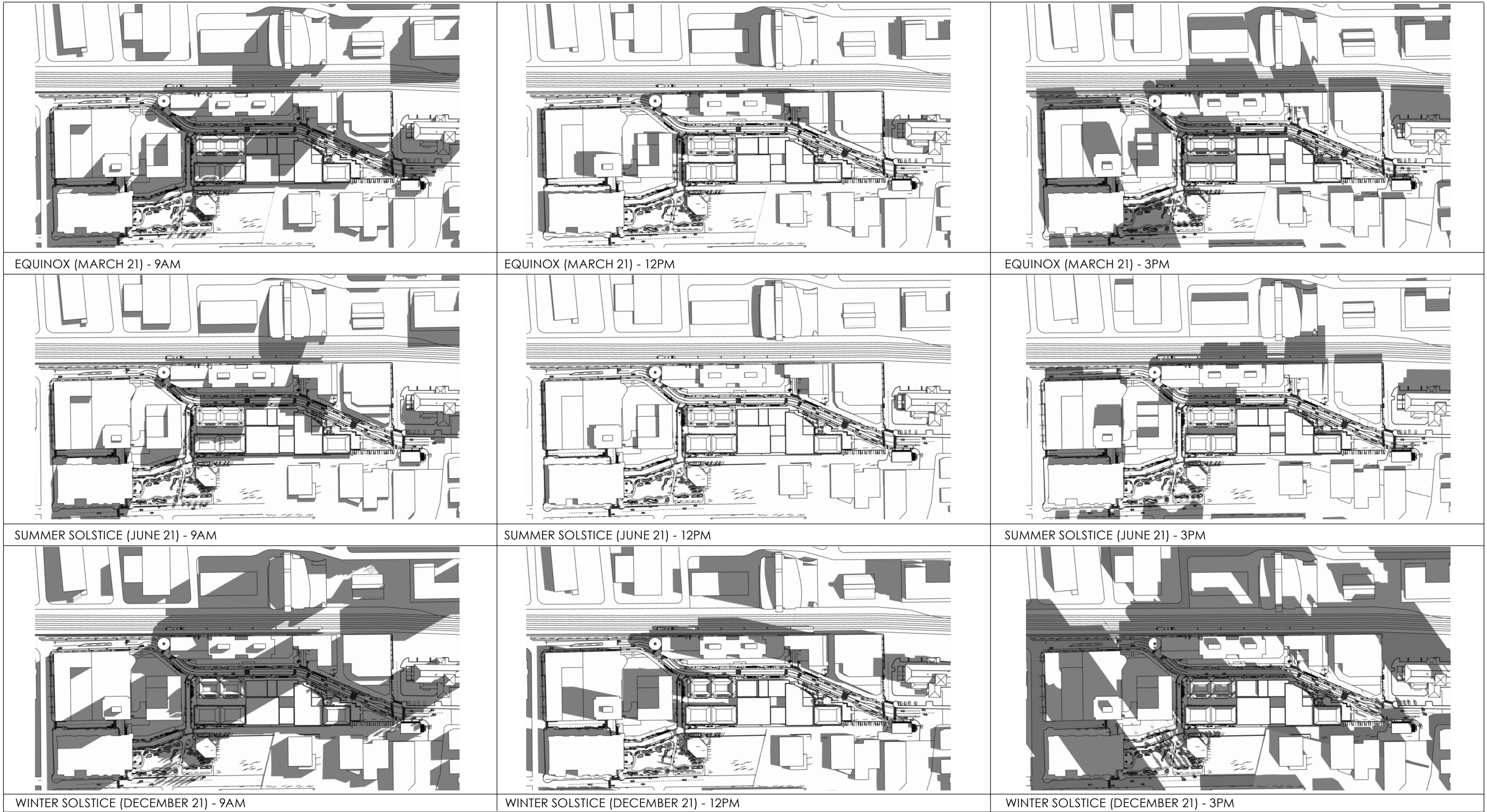


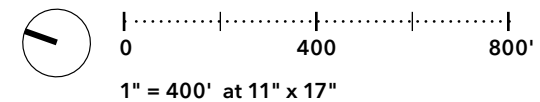
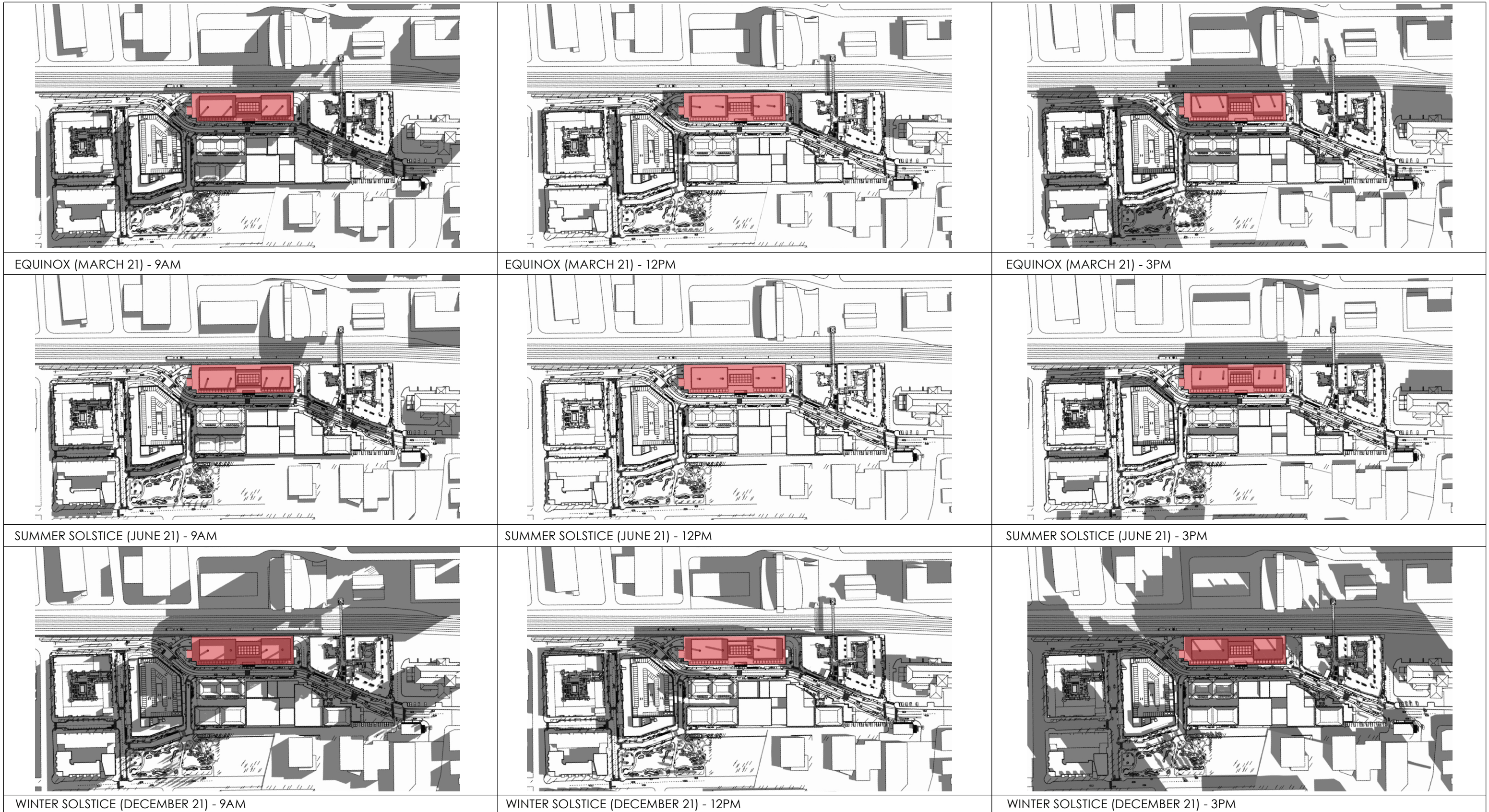
Site | PDP - 3D View with Parcels A & B Building Facades Facing East



Site | 2019 FDP - View with Parcels A & B Building Facades Facing East









SUMMER SOLSTICE (JUNE 21) - 11AM



SUMMER SOLSTICE (JUNE 21) - 5PM
Approx. 5 hours



EQUINOX (MARCH 21) - 11AM



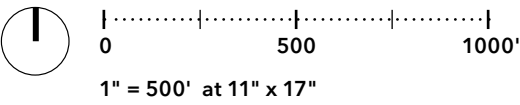
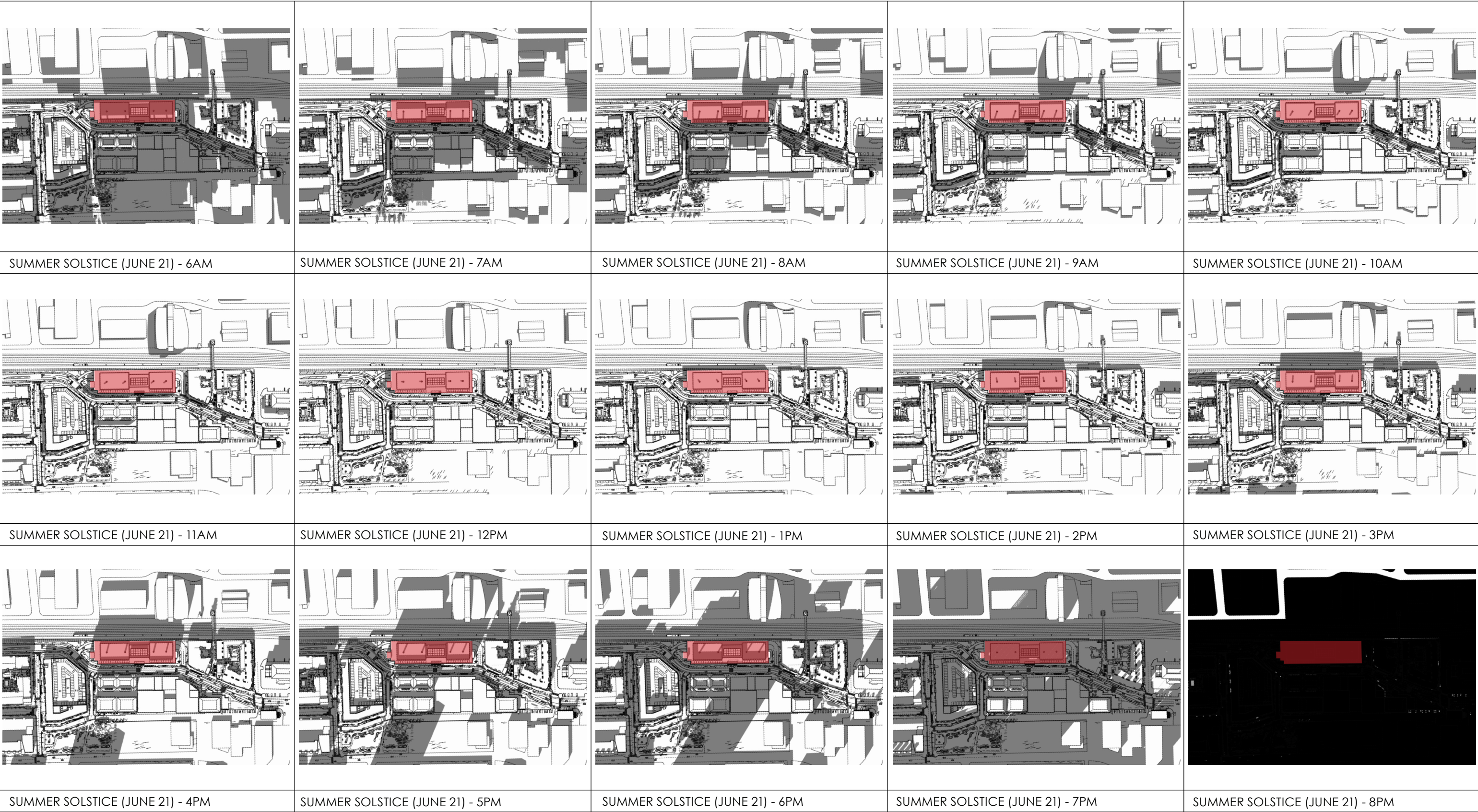
EQUINOX (MARCH 21) - 4PM
Approx. 4 hours

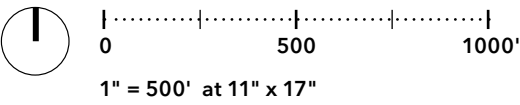
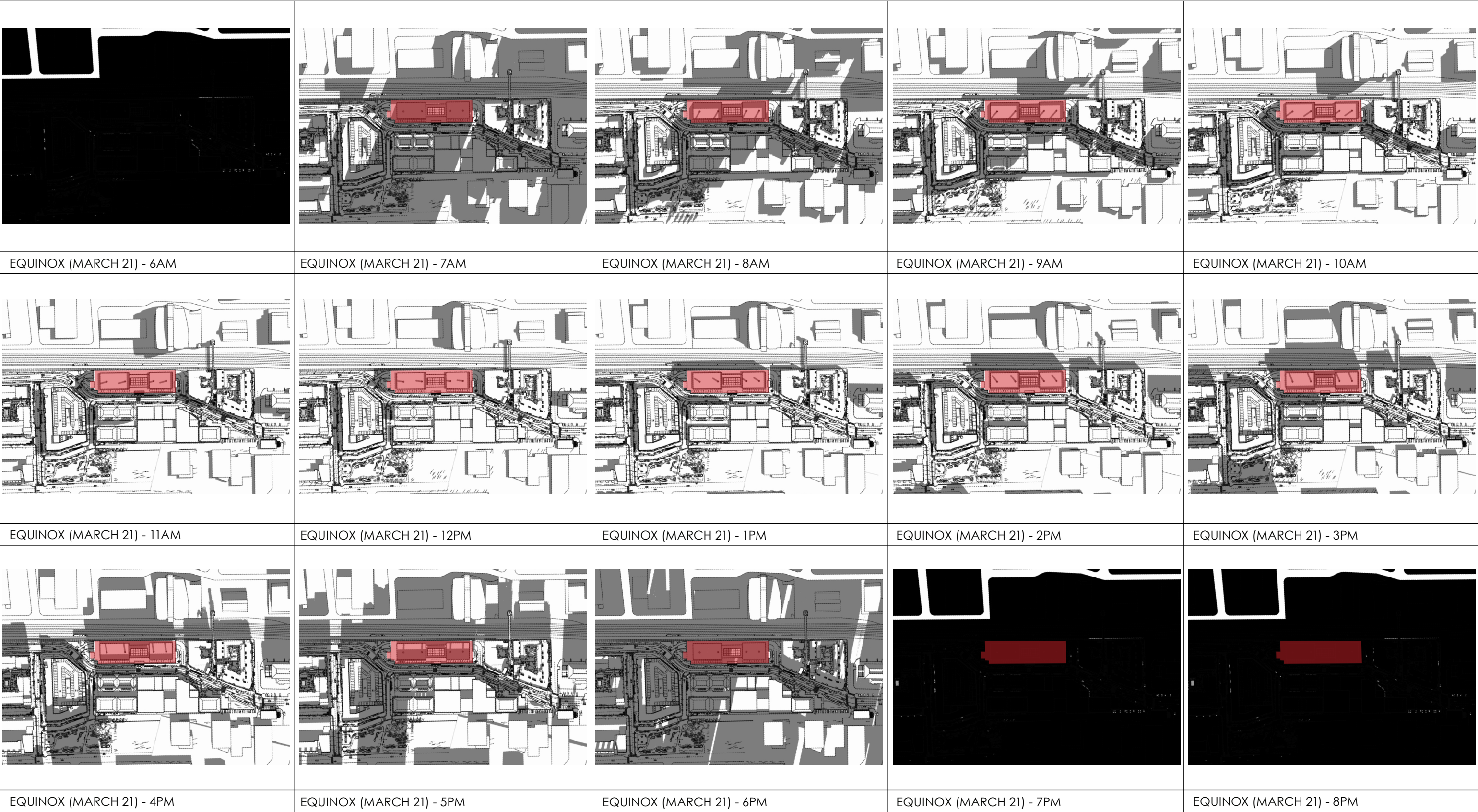


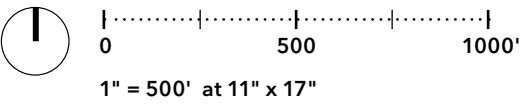
WINTER SOLSTICE (DECEMBER 21) - 12PM



WINTER SOLSTICE (DECEMBER 21) - 3PM
Approx. 3 hours







Art Concept



Discussion

