



## SHELLMOUND STREETSCAPE DESIGN GUIDELINES



## Acknowledgements

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## Chapter 1: Overview

### 1.1 Purpose and Vision

The Shellmound District is comprised of mixed-use centers poised for change during the next decade and beyond. The City's General Plan describes mixed-use centers as "...vibrant, multi-story, walkable mixed-use destinations with structured parking and open space." The Shellmound Streetscape Design Guidelines shape the design of future public and private improvements with the intent of transforming the area into a cohesive, vibrant commercial mixed-use neighborhood center and a unique retail destination. Overall, the design guidelines are intended to promote:

- An active, defined, retail-oriented, mixed-use neighborhood district
- A multi-modal street that encourages walking and transit use.
- Well-designed building facades and a mix of uses that help achieve a pedestrian-friendly environment.
- Appropriate transitions between public spaces such as sidewalks, and privately owned plazas, courtyards, and entries.

It is recognized that these objectives apply to both public as well as private property and may be implemented by both the City and private owners. It is the intent of these guidelines to be applied universally.

Given that the District is likely to build out over many years and under many different ownerships, the continued coordination of the design of the public realm is especially important. The elements used to unify the public street and district should be consistent.

The Shellmound streetscape vision:

- A well-defined, multi-purpose street corridor with ample pedestrian zones that facilitate convenient pedestrian and bicycle movement and provide — in conjunction with the area's green space, plazas, courtyards, and retail destinations — the social space to accommodate the district's public life.
- The pedestrian zone of the streetscape is designed to be visually inviting and comfortable, with places to spend time, meet friends, and peruse the shopping and entertainment options in a setting predominantly free of conflicts with vehicular traffic.

- The buildings facing onto the street reinforce the public realm through attention to scale, transparency, architectural articulation, and amenities.

The design concept for the public streetscape promotes a series of broad principles. Each are described with the intent and supporting guidelines in Chapter 3.

### 1.2 Coordination with Other Plans

The Shellmound Streetscape Design Guidelines illustrate design detail of the public realm described in the General Plan goals including the formation of a neighborhood center, multi-modal access to support transit, and complete streets circulation. The street furnishing style recommendations complement the furnishings shown in the 2010 Standard Street Furniture Catalog. To highlight the unique qualities of the Shellmound district, the catalog will be amended to include the special selection of furnishings. The 1993 Visual Design Standards (VDS) remain a guideline available to inform improvements and provide a basis for review. Since a majority of the design elements described in the VDS report have been already implemented, the new Shellmound Guidelines will inform the next period of investment. The Emeryville Design Guidelines, adopted in December 2010, provide guidance for achieving high quality design throughout the City. The Shellmound Streetscape Design Guidelines uphold that same objective, with a more tailored approach to the specific needs and conditions of the Shellmound District.

### 1.3 Project Area

The streetscape guidelines address the desired character of the Shellmound Street corridor between Christie Avenue at Bay Street, and 64th Street to the north. Currently defined private projects within the area include Bay Street Site B to the south and Public Market to the north. Building frontages on Shellmound Street are included as these are a major contributor to sense of place. It is anticipated these guidelines described herein may also be applicable to Shellmound Way and Christie Avenue as the district evolves and grows in the future.

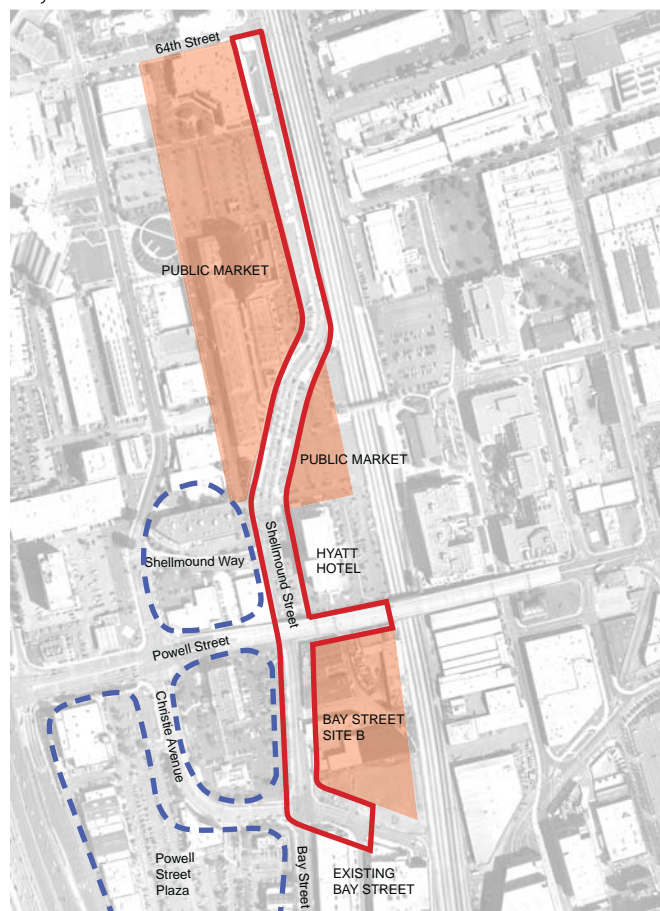


## Context Map

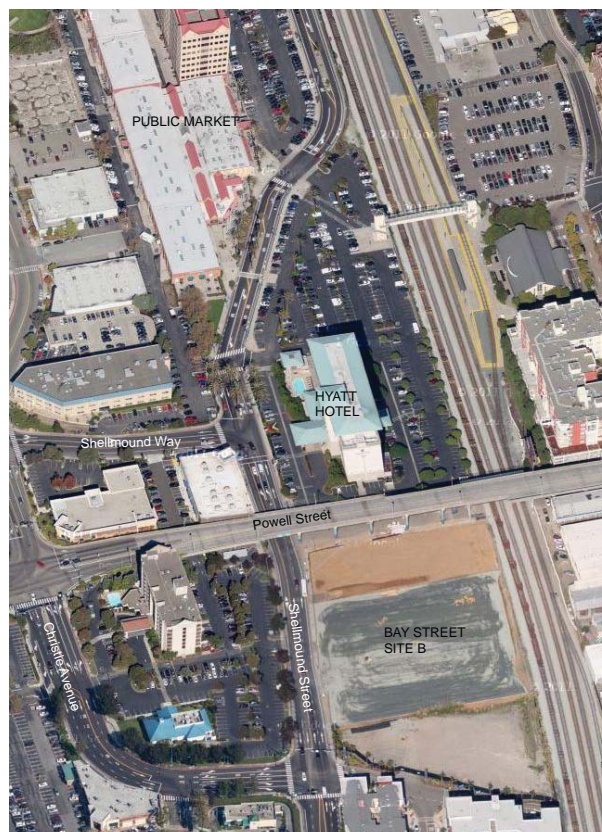


City context map: understanding Shellmound Street's role in the broader city context was an important factor in developing the design guidelines.

## Project Area



Aerial Photo



Project area and proposed major developments: two new developments will serve as important anchors on either end of the study area. Future development areas are highlighted with dash outlines.

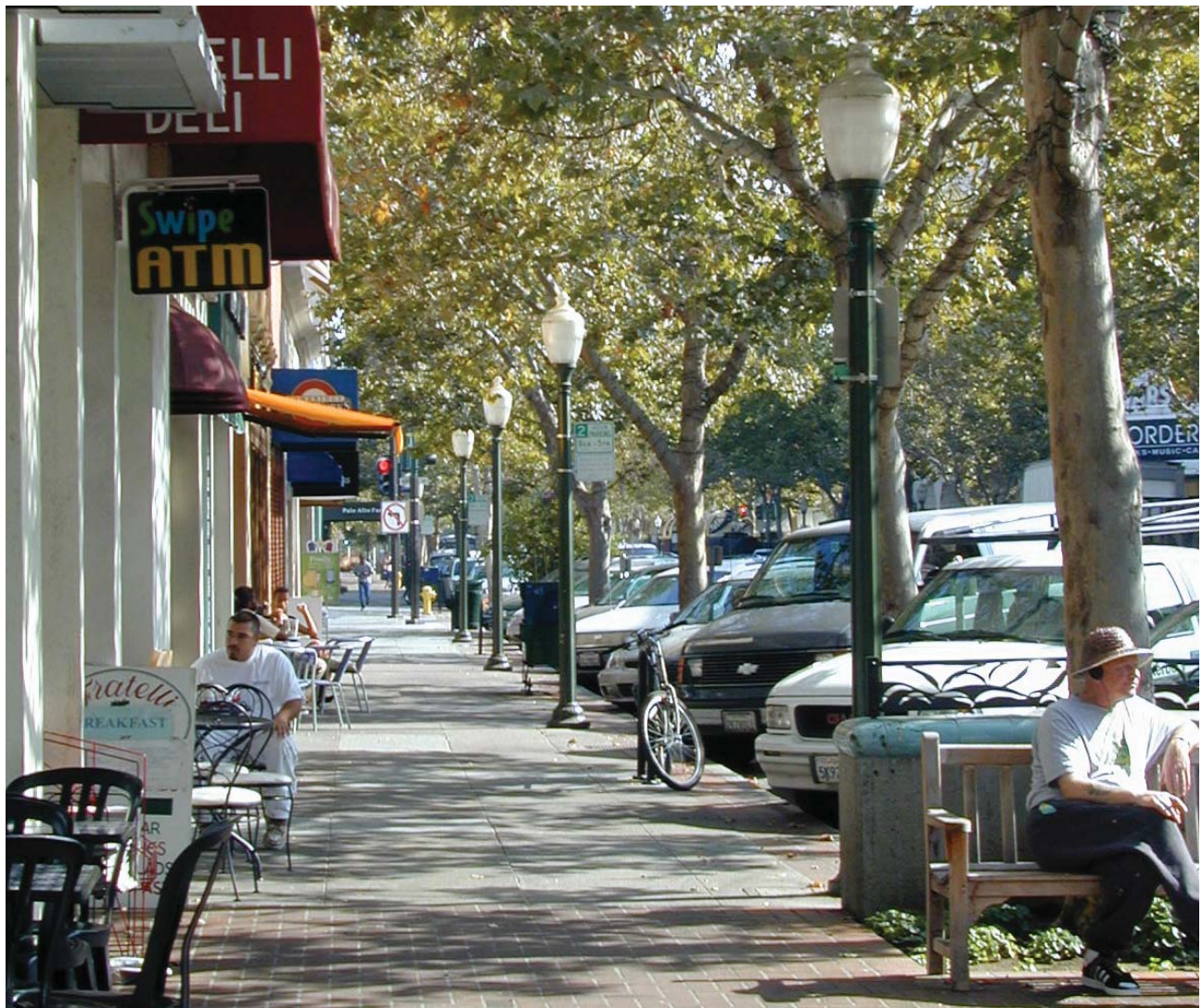
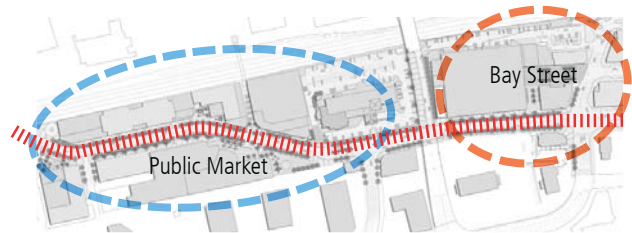


## 1.4 Balancing a Clear Public Realm and Private Development Influences

The guidelines influence the creation of a consistently treated public right of way to reinforce a single Shellmound District identity. Elements including sidewalk concrete color, street lights, benches, bollards, and street trees are recommended to draw from a consistent pallet along the corridor. The Plan recognizes the unique opportunity for privately developed spaces such as plazas, paseos, and setback areas to contribute essential vitality and character to the public realm. Specifically, the Bay Street and the Public Market properties will exhibit significant influence on the Shellmound District. The guidelines recognize private design elements currently in place from those properties that can positively influence the public realm and best compliment the District identity.

Private property owners are encouraged to improve the streetscape to a higher level if they agree to provide maintenance of those items.

Public District + Zones of Influence



Clearly defined public right of way (Palo Alto, CA)














Standard Elements				Flexible Elements	
Consistent features in Shellmound District Public R.O.W.				Private features compatible if placed in and adjacent to the Public R.O.W. in the Shellmound district	
					
Colored Paving	Bike Rack	City Standard Light	Tree Grate	Tables and Chairs	Signage
					
Bench	Bollard	Trash Receptacle	Decorative Graphic	Planted Pots	Art / Decoration
					
Street Tree					

Table 1: Standard and Flexible Elements addressed in the Plan

\*Examples shown are for illustrative purpose only. For further studies, see page 33.

Encouraged
Ample street level windows
Clear or semi-clear glazing on ground floor
Blade signs oriented towards the sidewalk
Compatible private pavement treatment at the property line
Sidewalk seating and adorned plazas
Window awnings, sills, canopies, and recessed frames
Consistency of primary treatments throughout the District public realm
Contribution of unique highlights such as pots, signs, architecture, and active seating for retail/entertainment destinations by each private owner
Unencumbered pedestrian access and safety
Active uses and buildings fronting onto the public realm
Concealed parking behind desirable, active buildings
Conceal service areas and equipment such as dumpsters, gas meters, backflow preventers

Table 2: Highlight of Encouraged Features



## 1.5 Implementation and Development Context

The City will review each proposed plan within the project area for conformance to these guidelines to the extent feasible.

Two major private developments will play a significant role in shaping this district and streetscape. The proposed Bay Street Site B is a mixed use retail development with a hotel and parking garage. It will complete and extend the existing Bay Street neighborhood north to Powell Street.

Public Market is also a large mixed-use expansion of an established development consisting of additional commercial and residential uses. When completed, this project will include a realignment of Shellmound Street through the existing parking lot and away from the railroad right-of-way. This affords the opportunity for buildings - new and existing - to line both sides of Shellmound and positively define the public realm. Two new streets (63rd Street and 64th Street) are proposed to further create an urban city context. Access to the Amtrak pedestrian crossing is directed through a plaza and up a grand central stair.

Bay Street and Public Market will each have their own unique design character and it is the goal of these guidelines to unify the corridor through consistent design of the streetscape as site conditions allow. Paving and furnishings along the Shellmound corridor should complement the treatments in the private developments.

The Powell Street Bridge underpass is a unique design opportunity in the Shellmound District to join two major development influences, enliven a challenging underpass environment, and tap the creative energy of Emeryville's art community. Proposals for its treatment include special lighting and painting in the underpass as well as a mural program for the sides of the bridge. Concerns related to pedestrian bridge access, adjacent private property security, and vehicular access to Bay Street is addressed.

It is the responsibility of each private development owner to comply with all local, state, and federal code for all aspects of their project including those elements influenced by these guidelines.

## 1.6 Organization of the Guidelines Document

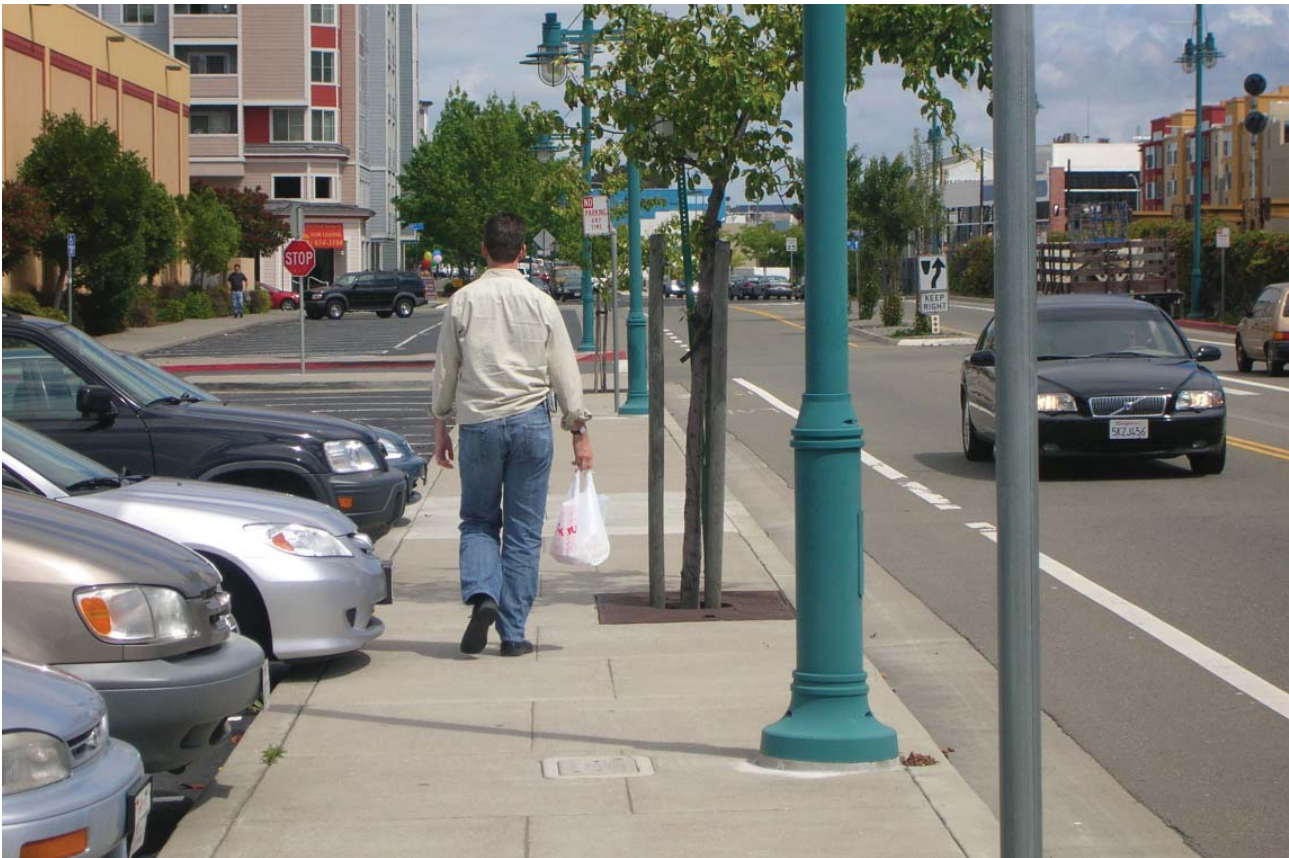
In addition to this overview introduction, the guidelines are divided into two primary sections:

**The Design Guidelines:** Written guidelines to help guide the physical form of public and private conditions that define the district streetscape. Elements in the public realm include sidewalks, paving, furnishings (i.e. benches, trash receptacles, tree grates), lighting, planting, and art in the public realm. Streetscape features associated with the private realm include building facades (transparency, articulation, ground floor animation).

**The Illustrative Plan (Appendix):** Graphic presentation of the project area and desired conditions in the public realm.



The Powell Street Bridge requires creative solutions to overcome pedestrian obstructions and an uninspired look.



The guidelines discourage this constrained and undesirable existing pedestrian condition, instead recommending ample sidewalks with zones for amenities and pedestrian travel defined between the curb and building face set at the back of walk.



Existing conditions such as narrow discontinuous sidewalks, inadequate transit facilities, and lack of street amenities are shown in this view on Shellmound looking north to the Powell Street bridge.



## Chapter 2: Design Guidelines

### 2.1 Introduction

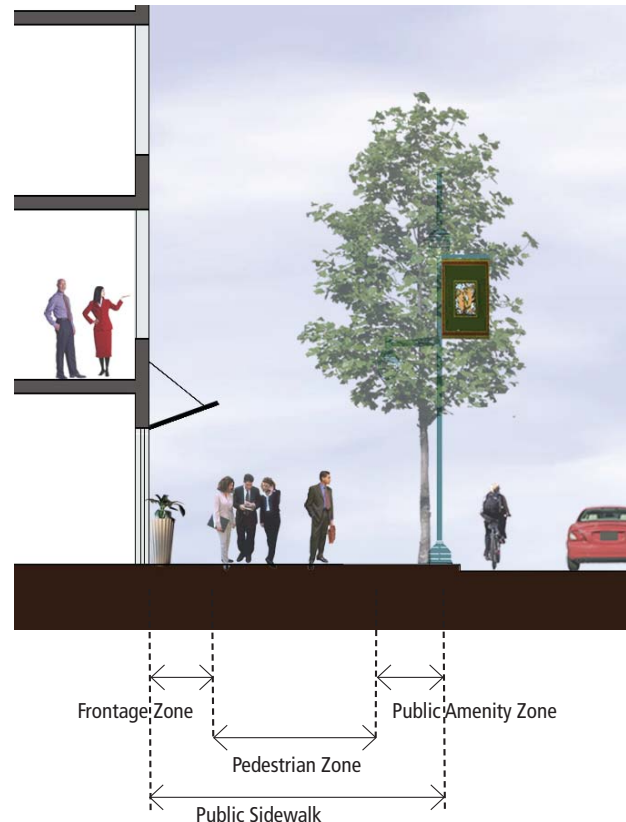
The Shellmound Streetscape Design Guidelines describe the physical form of public and private conditions that define the district streetscape. This chapter provides detailed recommendations and guidance in the following areas:

- Pedestrian Zone
- Public Amenity Zone
- Frontage Zone
- Paving
- Street Furnishings and Amenities
- Planting
- Multi-modal Facilities
- Public Art

The guidelines are intended to promote a walkable urban district by creating a highly crafted public realm and private frontage. The guidelines focus on improving the attractiveness and effectiveness of the pedestrian network in order to encourage walking as a realistic mode of transportation. A walkable district is defined by a high level of safety, a concentration of amenities, and active uses in buildings that reinforce and encourage pedestrian activity along the street corridor. As such, they recommend design strategies for enhancing the organization, materials, and amenities of the public realm as well as the private building frontage. While the guidelines do not specifically address the vehicular travel way and existing bicycle lanes, some in-street improvements are proposed and amenities for bicycles are specifically addressed.

The guidelines seek to reclaim City streets for pedestrians, creating true multi-modal transportation routes that safely and effectively balance the circulation needs of vehicular and pedestrian traffic, while also acknowledging the public streetscape's role as the "stage" on which the life of the community plays out.

The pedestrian realm serves several functions — circulation facility, social space, and amenity zone — and must accommodate numerous features and facilities to support these functions. For purposes of these guidelines, the pedestrian realm has been subdivided into three zones: the pedestrian zone, the amenity zone, and the frontage zone. Each zone plays a slightly different role in the pedestrian realm and has different design requirements. The following discussion further describes



Three functional zones of public sidewalks: Public Amenity Zone, Pedestrian Zone, and Frontage Zone (Walnut Creek, CA).

each zone and the guidelines have been organized by zone to clarify the differences.

As shown in the diagram, the three zones generally occur on both sides of the street. The pedestrian zone is the middle zone and primarily accommodates pedestrian circulation. The amenity zone generally is adjacent to the street and accommodates public facilities and street furnishings. The frontage zone is adjacent to building frontages and serves as a transition area. These zones are conceptual, and while they may be clearly represented and delineated in some areas, in others they may be missing or weakly defined.

### **Pedestrian Zone**

The pedestrian zone is the middle section of the sidewalk, and is flanked by the frontage zone and the public amenity zone. Its primary function is to accommodate the efficient movement of pedestrians. As such, it needs to provide an unobstructed, linear sidewalk space that is free of street furniture, street trees, planters, and other vertical elements such as light poles, fire hydrants and transit facilities, and be wide enough to accommodate projected volumes of pedestrian traffic. In the Emeryville Design Guidelines the Pedestrian Zone is referred to as Pedestrian Pathway.

### **Public Amenity Zone**

The public amenity zone is the section of sidewalk that adjoins the street and buffers pedestrians from the adjacent roadway. This zone is the appropriate location for the majority of the public facilities and streetscape amenities that enhance and serve the pedestrian zone, including features such as street trees, landscaping, street lights, transit stops, parking meters, fire hydrants, benches, news racks, and other street furniture and amenities. In the Emeryville Design Guidelines the Pedestrian Amenity Zone is referred to as Landscaping/ Street Furniture.

### **Frontage Zone**

The frontage zone forms the outer edge of the public right-of-way and typically is defined by a building façade, landscaping, fence, wall, plaza, or park (or, in less desirable, interim conditions, a surface parking lot). It functions as the interface between the public right-of-way and adjoining uses. As such, the design of this zone should be responsive to and support the adjoining use, which, depending on context, may mean providing a clear

zone for store entrances, a “slow” zone for retail displays and window shopping, or a furnished zone for outdoor dining. In the Emeryville Design Guidelines the Frontage Zone is referred to as Building Entry/Public Space.

### **Plazas**

In several locations, the Frontage Zone may include a public plaza on private property. These guidelines recommend such areas be addressed in a manner complimentary to the overall Shellmound streetscape character. In this way they should be well designed, active spaces for public gathering and outdoor retail use. They should provide the outdoor space for activities basic to our culture: gathering, eating, people watching. Materials and furnishings should be compatible with the streetscape, however it is not the intent of these guidelines to prescribe all aspects of their composition. Each plaza should be designed uniquely and artfully based on the opportunities presented and in support of these guidelines. To best express their importance to the district’s overall function, quality and level of craft should exceed that of the streetscape. Designs could include flexible seating, water features, retail kiosks, planting, shade trees, public art, and enhanced paving.

### **General Sidewalk Guidelines**

2.1.1 Public Sidewalk Widths. Sidewalk widths are established as a minimum of 12 feet and a typical width of 16 feet. Narrower sidewalk widths may be allowed in developments where parks, plazas, and other open spaces are proposed for public use.

2.1.2 Curb Extensions. Curb extensions at “necked-downed” (also called “bulb-outs) intersections are encouraged as a means of expanding the pedestrian zone where pedestrians are likely to congregate while waiting for transit or to cross the street. They are also an effective means of shortening crossing distances. Refer to illustrative plans in Appendix.

2.1.3 Functional Zone Priorities. The widths of the sidewalk functional zones should vary in response to context, but sidewalk width should be distributed amongst the 3 zones according to the following priorities: pedestrian (highest), amenity (middle), frontage (lowest). Refer to guidelines for each zone for detailed information on width.

2.1.4 Accessibility. Public sidewalks should provide a direct and continuous pedestrian network that connects blocks and buildings to each other with a clear, unobstructed



pedestrian travelway that is designed to accommodate the needs of a broad range of users, including the elderly, those with disabilities, and young children.

2.1.5 Amenities. Sidewalks should be amply appointed with improvements and facilities that enhance the pedestrian experience, but should avoid clutter and congestion. Their form and material should express craft and artfulness. (Refer to Section on Public Amenity Zone and Street and Site Furnishings)

2.1.6 Seating. In addition to accommodating pedestrian circulation, public sidewalks should provide spaces for more passive or sedentary activities, where people can linger to observe or participate in public outdoor activities. Seating can be either formal (e.g., chairs and benches, such as that found at a café or a transit stop) or informal (e.g., low walls, steps, fountain edges). (Refer to Section on Public Amenity Zone and Street and Site Furnishings)

2.1.7 Planting. Planting of the public sidewalk is encouraged as a means of adding color and visual interest, softening the urban edges, providing shade, and assisting with air quality and stormwater management. The City uses Bay Friendly Landscaping to increase the sustainability of the urban landscape. Landscaping generally should be located in the amenity and frontage zones and should not obstruct pedestrian through-traffic or access to the street or retail storefronts. (Refer to Section on Planting)

Note: These sections are for illustrative purposes only and do not necessarily depict accurate private property conditions.

## Section I - Typical Street Section



## Section II - Typical Street Section Adjacent to Plaza



## Section / Elevation III - Under Powell Street Bridge



Note: These sections are for illustrative purposes only and do not necessarily depict accurate private property conditions.

## Section IV - Shellmound Street at Shellmound Way



Note: These sections are for illustrative purposes only and do not necessarily depict accurate private property conditions.

# Section V - On-street Parking Option of Shellmound Street



Note: The exact configuration of on-street parking shown to the left and further illustrated in the Appendix should be evaluated for overall feasibility and include evaluation relative to the bike lane and public amenity zone. Such review is to be determined at the time of application review.



## 2.2 Pedestrian Zone

**PRINCIPLE:** Public sidewalks shall provide adequate horizontal and vertical clearance to accommodate convenient and comfortable pedestrian circulation, with sidewalk widths proportional to pedestrian traffic levels.

### Background & Intent

Sidewalks function as critical transportation routes within the retail district and are the one section of the public street right-of-way that is reserved for exclusively for pedestrian circulation. In addition to providing physical access to land uses and transit facilities along a corridor, the sidewalk also serves as an important social space, where people interact, stroll together, wait for transit, window shop, share a meal, grab a cup of coffee, and access adjoining uses.

As a rule, sidewalk widths should be proportional to the level of activity and pedestrian use along a street. Similarly, the width of the pedestrian zone should be proportional to the amount of pedestrian traffic it needs to accommodate. Sidewalks that are too narrow often become crowded with public utilities, transit facilities, street furnishings, and landscaping that can constrict pedestrian movement. High pedestrian activity locations should have wider sidewalks to ensure adequate walkway clearance and access and to allow for additional activities which support the intensity of land use.

### Guidelines

**2.2.1 Clearance.** Ensure that a minimum sidewalk width for pedestrian through-traffic is not obstructed with street furniture, utility poles, traffic signs, trees, etc. Streetscape amenities generally should be located in the Public Amenity Zone to maintain a clear walking zone. The pedestrian clear zone should generally remain straight, avoiding zig-zags around amenities placed along it.

**2.2.2 Width Proportions.** The Pedestrian Zone should comprise at least 50% of the sidewalk width (i.e., 8' for the 16' public realm), but, if feasible, should not be less than 8' at a specific constrained location such as a utility box. If the alternative on-street parking scenario is applied, the pedestrian clear zone should comprise at least 8' of the sidewalk width (i.e., 8' for the 10' public realm) and 8' parking lane as shown in the section on page 12 and in the plans and diagram on page 45 (Appendix). For an 8' parking lane, pedestrian zone plus frontage zone should be at least 10'.



A typical wide pedestrian zone (highlighted in orange) between frontage and public amenity zones. Minimum vertical clearance of 8' should be maintained in the pedestrian zone.



The pedestrian zone needs to be large enough to accommodate pedestrian circulation (Berkeley, CA).



Planted pots in the Frontage Zone create special use areas (San Jose, CA).

**2.2.3 Minimum Vertical Clearance.** The Pedestrian Zone should maintain a minimum vertical height clearance of 8 feet, clear of overhanging tree limbs, protruding fixtures such as awnings, signs, or other horizontal obstruction.

**2.2.4 Continuity.** Sidewalks should be continuous on both sides of the street in a finish described in 2.5.1. It is encouraged that private property paving treatments be compatible with those in the sidewalk.

**2.2.5 Intersections:** Intersections should maximize public access and safety. Street intersections where curbs transition to the side street should be provided with accessible ramps and continental striping or sidewalk paving in the crosswalk. Where vehicles enter private property parking lots and garages, standard driveway ramps should be used. The sloped portion of the ramp should not extend into the Pedestrian Zone but should be contained within the public amenity zone.

This need is especially acute at the Shellmound Street crossing of the Powell Street underpass and Hyatt parking lot entry.

Raised crosswalks may be implemented (such as north of Powell Street) where high pedestrian volumes may pose greater vehicular conflicts.

**2.2.6 Transitions.** To ensure pedestrian safety and smooth flow of traffic, transitions in the width of the Pedestrian Zone should not be abrupt and should be signaled by some sort of transitional element.



Ideally, the pedestrian zone will comprise at least 50% of the sidewalk width (Santa Barbara, CA).



Umbrellas, awnings and trees should maintain vertical clearance above the pedestrian zone (Berkeley, CA).



Continental striping defines pedestrian access at street intersections. (Honolulu, HI).



## 2.3 Public Amenity Zone

**PRINCIPLE: A public amenity zone shall be provided, where sidewalk widths allow, within the pedestrian realm of the public sidewalk that provides space and amenities contributing to pedestrian comfort, convenience, safety and interest, and supporting positive social interaction.**

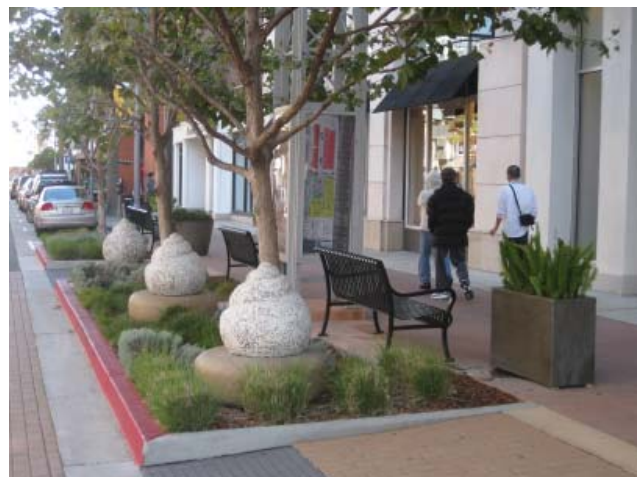
### Background & Intent

The Public Amenity Zone serves several important functions. As the section of the pedestrian realm that adjoins the street, it serves as both a transition area and buffer between pedestrian circulation and vehicular circulation. It provides both a physical and psychological buffer that contributes to pedestrian comfort and well-being, and allows those who have parked on-street to conveniently access adjoining businesses.

In addition to buffering pedestrians from vehicular traffic, amenities located in this zone provide comfort and interest for pedestrians, improve the visual appearance of the street, and add to its utility as a functional space. Streetscape amenities that enhance and serve the pedestrian zone include features such as street trees, landscaping, seating, news racks, and public art. Additional features such as streetlights with banners, informational signage, planters, etc. add color and festivity to the street and further enhance the pedestrian experience. The Public Amenity Zone is also the appropriate location for most utilities and service facilities, such as street lights, parking meters, fire hydrants, and transit facilities.

Design and placement of public amenities such as street furniture along a corridor should be well coordinated to ensure that all improvements contribute to a coherent design treatment for a given thoroughfare and avoid conflict with other streetscape elements.

If not appropriately sited, street furniture and above ground utilities can clutter the sidewalk, interfering with travel, and stifling, rather than supporting, active street life. Keeping street furniture orderly and compact helps to increase the amount of space for pedestrian movement, especially on narrower sidewalks. Utilities should be located below ground where ever possible. Lids and vaults should be placed out of the pedestrian zone and be of a similar color or material to the sidewalk.



The Amenity Zone accommodates a variety of functional and aesthetic amenities (Bay Street, Emeryville CA).

## Guidelines

**2.3.1 Location.** Public utilities and street furniture generally should be consolidated in the Public Amenities Zone to keep them from becoming obstacles in the Pedestrian Zone. This includes, but is not limited to street trees, planting strips, street furniture, bicycle parking, signal poles, signal and electrical cabinets, signs, fire hydrants, etc.

**2.3.2 Width Proportions.** An ideal Public Amenity Zone comprises 35% of the sidewalk width (e.g., 6.5 feet for the typical 16-foot sidewalk). If the alternative on-street parking scenario is applied, the public amenity zone serves as a hybrid area for parking and amenities as shown in the drawing on page 12 and in the plans and diagram on page 45 (Appendix).

**2.3.3 Distribution and Concentration.** Whereas the function of features such as light standards, street trees, and parking meters requires an even distribution along the length of a street, street furniture should generally be located in high activity areas where people can be expected to congregate, such as transit stops, major building entrances, plazas, and retail and entertainment zones.

**2.3.4 Opportunities at Intersections.** The Public Amenity Zones at intersections, particularly where they have been expanded by necked down intersections, are ideal locations for streetscape elements that serve high levels of pedestrian traffic, such as transit shelters, informational kiosks, and news racks. Examples include Shellmound Street at Christie Avenue, the mid-block crossing, and 63rd Street. Benches and seating areas should typically be located in mid-block locations where there is less potential conflict with pedestrian traffic flow. Examples include the Bay Street project Shellmound Street entry, and the Marketplace plaza, paseo and mid-block areas to the north.

**2.3.5 Consolidate Parking Meters and Signs.** In order to reduce clutter within the amenity zone and to facilitate a smooth parking operation where metered parking may be proposed, consider providing multi-space and pay-and-display parking meters that require one meter for every 3 to 4 parking spaces. Minimize the number of signs by keeping rules simple and mounting on street lights.

**2.3.6 Setback from Curb.** To the degree feasible, elements within the Public Amenity Zone generally should be set back at least 3 feet from the face of the street curb to

avoid conflict with on-street parking (e.g. car doors, passenger loading, etc.), but no less than 1.5 feet.

**2.3.7 Location of Utilities.** Where practical, manholes, vaults, and other utility access points should be located out of the sidewalk area. Underground utilities that are laid parallel to the street, should be located out of the Public Amenity Zone where they may conflict with street trees and furnishings foundations. Above ground utility boxes, control panels, etc. should be discouraged or located outside of the sidewalk zone.

**2.3.8 Unified Design Identity.** Provide a continuity of streetscape features along the length of a street. At a district scale, coordinated design, type, color and material of street furniture contribute to a sense of community identity, and reflect and strengthen the local character.

See Street Furnishings and Amenities section for additional information and guidance.

## Implementation Recommendations

Develop a detailed streetscape furnishings catalog that identifies a coordinated palette of municipal streetscape furnishings, including elements such as street lights and standards, kiosks, benches, trash receptacles, etc for the Shellmound district public right of way.

Each project should evaluate opportunities and constraints of providing on-street parking with specific review for traffic function, bicycle access, and an appropriate pedestrian sidewalk experience.

## 2.4 Frontage Zone: The Private Realm Interface

**PRINCIPLE: A frontage zone shall be provided, where sidewalk widths allow, within the pedestrian realm that supports adjoining commercial uses by accommodating private elements, features, and activities within the public right-of-way.**

### Background & Intent

The frontage zone represents the outer edge of the public right-of-way and is typically defined by a building façade, and less frequently by planting, a fence, wall, or a plaza. This zone provides the interface between the circulation on the public sidewalk and the interior of adjoining buildings. As such, businesses are allowed (and encouraged) to extend uses, displays, street furniture, and other elements into the frontage zone as a means of engaging passersby and activating the public streetscape if done so in accordance with all applicable rules and regulations.

In addition, pedestrians generally are less comfortable moving at a full pace directly along a building façade or wall, so the frontage zone provides some setback that allows for people to move out of the flow of traffic to window shop and to enter and exit buildings easily. Typically, the width of the frontage zone will vary with the nature of adjoining uses, with retail and entertainment districts having larger frontage zones than districts that have predominantly office and residential uses at the street level.

### Guidelines

**2.4.1 Private Furnishings.** Private furnishings permitted in the frontage zone may include seating and tables, planters, and art.

**2.4.2 Decorative Elements.** On streets with commercial frontages, businesses are encouraged to provide decorative elements (e.g., landscaping, potted plants, etc) that activate the public streetscape, visually enhance the building frontage, identify building entrances, and generally engage the public realm, without constricting the flow of pedestrian traffic.

**2.4.3 Sidewalk Cafes.** Sidewalk cafes are encouraged within the frontage zone as a use that activates and energizes the public realm. Such uses must comply with all applicable local, state, and federal regulations for permitting, accessibility, and health issues.

**2.4.4 Extension into Amenity Zone.** In certain situations sidewalk cafes and other commercial activities may be



Deeper frontage zones can accommodate planting and seating (Berkeley, CA).



A well-articulated building facade defines the edge of the public realm. (Walnut Creek, CA).



appropriate to extend into the amenity zone rather than the frontage zone, or where extra-wide sidewalks occur in both the frontage and amenity zones. Such uses should receive special study to ensure that they enhance the overall quality of the public realm and do not impede pedestrian traffic or conflict with access to on-street parking.

**2.4.5 Vertical Clearance.** Awnings, canopies, and umbrellas used within the frontage zone should provide adequate vertical clearance ( 8' minimum) so they do not infringe upon the pedestrian travel zone.

**2.4.6 Paseos.** Public access required to extend to the rear of a development, should be configured as a paseo or public plaza with active uses and building entries. Paseo is defined as a narrow lane that can accommodate light service traffic and pedestrian circulation but has the characteristics of a pedestrian walkway with regard to pavement, furnishings, lighting, and signage.

**2.4.7 Permitting.** All private users of the frontage zone should be required to obtain all necessary permits.

**2.4.8 Width.** An ideal minimum frontage zone width is 1.5 feet. A frontage zone is not needed if the sidewalk corridor is adjacent to a landscaped space or public plaza.

**2.4.9 Constrained Frontage Zones.** In the event there is insufficient right-of-way width, the frontage zone can be reduced to augment widths of the walkway and amenity zones. If there is insufficient frontage zone space to accommodate private uses such as cafes and sidewalk displays, additional area should be taken from the private realm rather than constrain the function or character of the walkway and amenity zones.

**2.4.10 Paving Treatments:** Paving within the private frontage should be compatible with that in the Pedestrian Zone. Variation may occur where permanent private retail amenities such as outdoor eating area perimeter railings occur. Large paved plaza areas on private property are not covered by these guidelines. Examples of areas appropriate for unique paving may include plazas, paseos, and deeply set back building entries.

**2.4.11 Building Treatments:** The success of the street and district character relies on the buildings that define the public realm. Massing, articulation, use, and materials all contribute to the level of sidewalk activation and comfort. The following guidelines are intended to guide the design of buildings as they relate to the sidewalk and street.



A less formal delineation of sidewalk cafe seating (Walnut Creek, CA).



Paseos should be recognized as civic spaces in addition to points of access (Santa Barbara, CA).

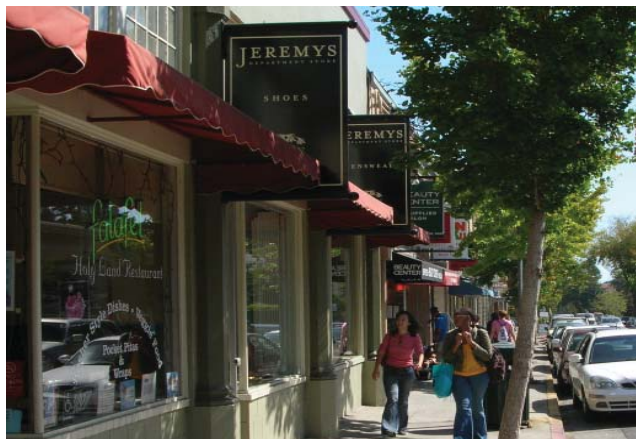
- Buildings should be sited at property lines or designated frontage lines adjacent to public street frontages in order to establish consistent and continuous building street walls give scale and definition to adjacent streets and civic spaces.
- Portions of the building wall may be setback from the public right-of-way or designated frontage lines only to accommodate key features such as a recessed doorway, an expanded sidewalk, an entry forecourt, or a public plaza. These features should not substantially interrupt the continuity of the street wall.
- Primary and public entries should orient to Shellmound Street to encourage access from the sidewalk rather than rear or hidden entries.
- Parking garages should be designed to appear in a manner consistent with other adjacent buildings. (Refer to precedent image). Activated ground floor frontages are encouraged for the first floor adjacent to the sidewalk. If ramping on visible outside edges is necessary, they should be covered with exterior cladding.
- The ground floor of building street frontages should be active with a high degree of transparency. “Active” refers to working amenities that engage pedestrians, and active uses put “eyes on the street.” Passersby can observe and experience the activity taking place within buildings, just as those inside can observe the outdoors and activity of the public realm. “Active” street frontages and amenities can be enhanced through “visually complex” building design, which could include color, art, architecturally distinctive doorways and porches, windows, signage, furnishings, planting, and visually-enticing interiors.
- Ground floor ceiling heights of greater than fifteen feet are encouraged.
- Façades within thirty feet above the sidewalk, should be highly articulated through use of glazing, columns, raised sills, entry canopies, doors, shading devices, and window display. Real materials such as stone, concrete and plaster are encouraged over other synthetic stucco systems or EIFS (exterior insulation finishing systems).
- Blade signs and hanging signs oriented toward the sidewalk are encouraged. Where applicable, a Master Sign Program previously approved by the Emeryville Planning Commission takes precedence over the Shellmound Design Guidelines.



Parking structures should be lined with groundfloor retail and be designed to support these guidelines (Walnut Creek, CA).



Groundfloor uses adorned with decorated storefronts, unique window displays, and pedestrian oriented signage support an active pedestrian environment (San Jose, CA).



Signs oriented to the sidewalk better serve pedestrians (Berkeley, CA).



- Private amenities such as café tables, umbrellas, potted plants, railings, sidewalk signs, and benches are encouraged. These elements however should not create obstructions.
- Large blank facades such as those typically associated with large floor-plate buildings are highly discouraged. For these building types, ample glazing, prominent window displays, façade articulation, dramatic doors, and entry canopies are encouraged. Public art may also be used to enliven such facades.
- Building corners facing important intersections or highly visible from sidewalk approaches should be designed to be prominent architectural features, with doors, canopies, glazing, parapet, towers, etc. Recessed corners may include just the ground floor, or ground floor and upper levels.
- A building's rear entry or service area should not face onto a public right of way. However, if these elements must face onto public areas, it should attempt to maintain the continuous building street wall with an attractive gate element.



Portions of the building wall may be setback from the public right-of-way to accommodate an expanded sidewalk (Healdsburg, CA).



These guidelines propose particular corners to have special architectural treatments (San Jose, CA).



This rendering depicts an appropriate loading dock treatment along the Shellmound corridor.



Bifold gates with custom grating at this loading dock allow for security while providing continuity of the building facade along the public sidewalk (Target Store, North Carolina).



## 2.5 Paving

**PRINCIPLE: The pedestrian environment and the quality of the pedestrian experience shall be further enhanced, defined and made legible through the use of coordinated, attractive, and high-quality paving surfaces.**

### Background & Intent

A coordinated, high quality paving scheme can introduce pedestrian-friendly qualities such as human scale, connectivity, and coherence to the public realm. A consistent use of paving material, color, pattern and finish, provides visual cues that help define the public realm and contribute to ease of pedestrian access and safety.

While paving can be a highly distinctive design element, the first priority should be on establishing a consistent design vocabulary that visually unifies the Shellmound district and establishes a pleasing and interconnected pedestrian realm. Only secondarily should paving be used to distinguish individual uses and sites, or establish a specific theme.

These guidelines make paving recommendations with consideration for cost of implementation as well as long term maintenance and repair. Both preferred and alternative treatments are proposed until a long term maintenance plan is determined.

### Guidelines

**2.5.1 Materials.** Sidewalks should be cast-in-place colored concrete. Textured, non-slip finishes may be achieved in concrete with a broom, or sand-blasting or chemical treatment to reveal the natural aggregates in the concrete. Combinations of these finishes can create an attractive pattern that remains easily reproduced and maintained. In this alternative scenario, crosswalks should be marked with continental striping. Concrete color should be a warm tone.

**2.5.2 Accessibility and Safety.** The design and composition of sidewalk paving must maintain smooth and level surfaces that meet universal accessibility requirements, and have a non-slippery surface when wet.

**2.5.3 Coordination with Public Facility Placement.** The placement and design of public facilities such as street lights, tree wells, utility vaults, etc. should be coordinated



Low cost color and texture treatments in cast concrete can help provide scale, visual interest, and continuity to the district (New York City, NY).



Sidewalk paving can be divided into a grid that fits the typical 16 foot wide sidewalk (Sacramento, CA).

with and responsive to the standard paving module, and not simply ignore the established ground plane pattern.

**2.5.4 Decorative Graphic Panels.** Engraved concrete panels enhance the pedestrian experience with imagery drawn from local history or ecology. Panels with pictures or text can be sand blasted or etched into the concrete, expressing a distinct theme to unify Shellmound District.

### Implementation Recommendations

Establish legal requirements and specifications for utility companies and property owners to replace all paving to match the existing condition including any decorative paving after making underground repair.

Coordinate implementation of these recommendations with the City's "Stormwater Guidelines for Green, Dense Redevelopment".



Sidewalk paving at Marketplace with custom engraved graphic panel (Emeryville, CA).



Sandblasted Custom Engaving (Vallejo, CA).

## 2.6 Street Furnishings and Amenities

**PRINCIPLE: Public street life shall be supported by providing quality facilities and amenities in the public streetscape that are an attractive and comfortable environment for people to congregate.**

### Background & Intent

As the “living room” for community life in this urban neighborhood, it is important that the pedestrian realm be appropriately furnished. In order to transform Shellmound from mere transportation facility to vibrant retail and residential neighborhood, it is important to add facilities and amenities that: allow people to stop and linger, provide services and information, and engage and delight the senses.

Streetscape amenities such as benches and seating areas, kiosks, news stands, news racks, drinking fountains, water features, bike racks, transit facilities, trash receptacles, and public art all help to animate the pedestrian realm, support public use, and contribute to the social and economic vitality of the District.

Streetscape furnishings also have much to do with establishing the character and identity of an area. Their quality, durability, and location all influence the perception and use of an area. Streetscape furniture also includes both public and private furnishings. The public furnishings are the elements that provide continuity and predictability from block to block, while private furnishings generally contribute variety to the streetscape with their focus being on enriching and enlivening a particular building or use. These guidelines only cover public furnishings.

### Guidelines

#### 2.6.1 General Guidelines

**2.6.1.1 Variety.** Public streetscape furnishings should include a variety of amenities made from durable materials.

**2.6.1.2 Unified Design Identity.** Street furnishings should provide a continuity of streetscape features along the length of a street. At a district scale, coordinated design, type, color and material of street furniture contributes to a sense of identity, and reflects and strengthens the character of the Shellmound district.

**2.6.1.3 Context.** Street furniture should strengthen sense of place by utilizing contemporary design or that which best complements the neighborhood context.

**2.6.1.4 Accessibility.** Street furniture needs to be designed for universal access and to facilitate use by those of all ages and abilities.

**2.6.1.5 Seating.** As much formal and informal seating as possible should be provided to increase the number of opportunities for people to socialize and spend leisure time outdoors in the district’s public areas.

Refer to Public Amenity Zone section for additional information.

#### 2.6.2 Location

**2.6.2.1 Pedestrian Activity Areas.** Street furniture and other amenities such as trash receptacles, kiosks, public telephones, newsstands, should be located in conjunction with active pedestrian areas such as intersections, key building entries, public parks and plazas, bus stops, important intersections and pedestrian streets.

**2.6.2.2 Public Amenity Zone.** Street furniture and other amenities will be located predominantly in the public amenity zone to unambiguously indicate public use and maintain a clear zone for walking.

**2.6.2.3** If public amenities are located in the frontage zone adjacent to private property, they should be designed in such a way that they support public use of the private open space or plaza.

#### 2.6.3 Seating

**2.6.3.1 Benches and other forms of seating** (e.g., low walls, planter edges, wide steps, etc.) should be provided throughout the district with more seating provided in areas with active ground floor uses and at key entrances.

**2.6.3.2 Benches** should have a contemporary authentic style that reflects the progressive nature of the district. Options for those with backs and without backs should be provided in sidewalks, plazas, and parks to promote pedestrian use. These benches should be fixed in place and constructed of durable and low-maintenance materials. Benches at bus stops should be incorporated into the design of the bus shelter. (Refer to the images for the appropriate style).

**2.6.3.3 Use of individual, movable chairs** is encouraged where there is an organization which is willing to manage



their use (e.g., secure the seats at night). Such seating provides appealing flexibility that can enhance public use.

2.6.3.4 The creation of seat walls, steps, and planters that can serve as informal seating areas is encouraged as a means of expanding the seating potential and providing diverse opportunities for social interaction.

2.6.3.5 Benches and seating designs should discourage sleeping whenever possible, such as handrails in the middle of the bench. Seat walls and planter seating should be designed to discourage skateboard “grinding” such as periodic cutouts.

#### 2.6.4 Trash and Recycling Receptacles

2.6.4.1 Two-stream combined trash and recycling receptacles should be located regularly at intersections, near major building entrances, and adjacent to outdoor seating areas. Products should be covered to prevent rain from entering, durable, locking, anchored, and able to be conveniently accessed from the side.

2.6.4.2 Three-stream containers, which accommodate composting in addition to trash and recycling, should be considered in the future, as composting grows increasingly commonplace.

2.6.4.3 The style and color of the Shellmound trash and recycling receptacles should be coordinated with the selected bench design. (Refer to the images for the appropriate style).

#### 2.6.5 Bollards

2.6.5.1 Where necessary, bollards should be used to prevent vehicles from entering pedestrian zones.

2.6.5.2 Bollards may also be used to mark pathway entries at public-private interfaces.

2.6.5.3 Bollard placement and design should be coordinated with emergency vehicle access; in certain locations, removable bollards may be appropriate to balance pedestrian protection with emergency access.

2.6.5.4 Bollard style and color should match the selected bench.

#### 2.6.6 Tree Grates

2.6.6.1 Tree grates should be used in areas with high pedestrian activity to protect trees and to create a clean, accessible ground plane. (Refer to the images for the appropriate style).



Benches with and without backs are recommended.



Loop form bike racks are recommended.



Existing Bike Rack at the Public Market

2.6.6.2 Tree grates with removable sections are encouraged to accommodate expanding tree trunks.

2.6.6.3 Tree grates should be used in all tree wells that are surrounded by paving, unless the wells are specifically designed for accent planting. On side streets with sidewalks over 14 feet in width and with lower levels of pedestrian activity, decomposed granite or gravel instead of tree grates may be permitted.

2.6.6.4 Grates that allow for integrated decorative lighting, staking, electrical fixtures and auxiliary power (for special events, holiday lighting, or maintenance) are encouraged.

2.6.6.5 Grates should conform to accessibility guidelines for openings and slip resistance and not be counted as part of the Pedestrian Zone clear area.

## 2.6.7 Bicycle Locking Mounts

2.6.7.1 Mounts or racks should be located along the street near each destination such as retail destinations and transit facilities. Multiple and frequent locations of one or two racks is preferred over a large cluster. The mount should be situated so that pedestrian access is not blocked by parked bicycles. Locations should be highly visible to promote security.

2.6.7.2 The rack should have an enclosed loop in round tube or flat bar and be secured to the pavement through embedment or bolts.

2.6.7.3 Minimum recommended occurrence is one per one hundred feet.

## 2.6.8 Lighting

2.6.8.1 Street light fixtures shall be City of Emeryville standard fixture and include a pedestrian (over sidewalk) luminaire.

2.6.8.2 The lighting guidelines should meet the safety guidelines set by the Illuminating Engineering Society guidelines for pedestrian safety (IES publication G-1-03 Guideline for Security Lighting for People, Property and Public Spaces). Illumination should be sufficient for pedestrians should be able to make “fight or flight” decisions from 30’ away. All lighting should be dark sky compliant.

2.6.8.2 Accent lighting should be used to create a dramatic night setting as well as to provide additional



Example of complimentary adaptation of city standard street light to private project (Bay Street, Emeryville, CA)



Tree grates should meet the functional and contemporary aesthetic intent.



Bollards used in series create pattern and highlight a particular place.

pedestrian light. Up-lighting should be avoided to reduce interference with pedestrians and to reduce light pollution. LED colored light, wall washes, light strings, and pendant lights are encouraged at plazas, entries, and gathering areas.

### Implementation Recommendations

Develop a detailed streetscape furnishings catalog that identifies a coordinated palette of municipal streetscape furnishing, including elements such as kiosks, benches, trash receptacles, and tree grates for the Shellmound district public right of way.



Trash and recycling receptacles should be an integral part of the street furniture family.



City Standard Street Light (Emeryville, CA).



## 2.7 Multi-modal Facilities

**PRINCIPLE:** The use of transit shall be supported by providing attractive, comfortable, and highly functional transit stops. Bicycle use should be encouraged by providing safe and efficient routes.

### Background & Intent

In order to encourage and support community use of transit, it is imperative that transit service and facilities reflect a care and quality that conveys its importance to the City's vision for transit and land use. People will only leave their cars for transit if the experience is a pleasant and rewarding one.

Transit riders are presently served by AC Transit and Emery-Go-Round. The Amtrak station is located directly across the railroad tracks from Shellmound Street and due to its high use, should be supported by the transit facilities.

### Guidelines

**2.7.1 Schedule Information.** All transit stops should be prominently signed and all pertinent route and schedule information, including major connecting services, should be posted.

**2.7.2 Shelters and Seating.** Transit shelters should be provided at heavily used transit stops such as those near Amtrak and major retail destinations; all stops should provide seating.

**2.7.3 Architectural Design.** Transit shelters should be designed to provide protection from sun, wind, and rain. Transit shelters and other amenities should be distinctive through strong architectural design that reflects the character of the district.

**2.7.4 Amenities.** Amenities such as Global Positioning System (GPS)-based real-time arrival information, ticket machines, nighttime lighting, and trash receptacles should be provided.

**2.7.5 Sustainability.** Transit shelters should be designed to promote transit and energy efficiency by incorporating features such as solar panels, LED lights, etc.

**2.7.6 Bike lanes** should be provided on Shellmound Street consistent with City bicycle route planning.



Attractive transit facilities, such as comfortable shelters with posted route information, encourage transit use. (Portland, OR)

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## 2.8 Planting

**PRINCIPLE: Trees and other plant materials shall be provided as a means of enriching the pedestrian experience, enhancing downtown aesthetics, and improving the ecological function of the urban environment.**

### Background & Intent

Consistent with the area's industrial heritage, limited available sidewalk space, high saline water table and contamination history, few street trees have been established along Shellmound Street. Lack of street tree planting in certain areas may also be the result of inconsistent soil quality and low water table. While acknowledging the potential difficulty of planting conditions, it is the intent of these guidelines to promote the planting of trees and ample landscaping. During the detailed design phase, new techniques and careful species selection should be explored as ways to mitigate the challenges of planting street trees on the site.

Trees and plants soften the city's hard surfaces and sharp edges, not just by screening but also by adding organic forms, colors, textures, and movement to the urban setting. They also add scale to the environment that people can readily relate to, and, as living organisms that grow and change with the seasons, introduce a dynamic quality that mitigates the largely inanimate character of the built environment. Of course, coordinated selection and spacing of tree species and other plantings also can help to establish a distinctive identity for a district.

While creating a more attractive environment is important, it is only one of the benefits gained from maintaining a well-planted district. Planting also contributes to creating a healthier and more sustainable city. The City of Emeryville has adopted the Bay Friendly Landscaping program for all public landscapes. A Bay Friendly urban forest provides many environmental benefits, including enhanced energy efficiency, carbon sequestration, stormwater management, air quality, and wildlife habitat.

The combination of foliage cover, pervious surfaces, and evapo-transpiration provided by trees and other vegetation contribute to improved stormwater management and water quality, and reduced demand on City infrastructure. The combination of foliage cover and pervious soil slows stormwater runoff.

The urban forest also helps battle climate change, by removing carbon, a major contributor to the "greenhouse effect", from the atmosphere. Through the process of photosynthesis, trees remove carbon dioxide (CO<sub>2</sub>) from the atmosphere and store it in their cellulose. Tree and other plant foliage also absorb other gaseous pollutants through their leaf surfaces and can remove up to 60% of the particulate matter from the atmosphere.

### Guidelines

#### 2.8.1 General Planting Guidelines

2.8.1.1 Utilize Bay Friendly Basics for all new public landscapes (<http://stopwaste.org>).

2.8.1.2 Comfort and Interest. Planting should be introduced to the public realm to contribute to the quality of the pedestrian experience by adding color, texture, and form that add visual interest, and providing scale, shade, and buffering that contribute to the sense of comfort.

2.8.1.3 Planters. In order to provide variety and visual interest, public realm landscaping may include permanent above-grade planters, movable pots and planters, and hanging planters, and bermed landscape "islands" to tree wells and planting strips.

2.8.1.4 Location. Typically, the Public Amenity Zone separating the sidewalk from the street will be the primary landscape zone, although landscaping can be introduced to the Frontage Zone as long as adequate clearance is maintained.

2.8.1.5 Urban Context. Plant materials should be in scale and compatible with the adjacent land uses and buildings. Plant materials and landscaped areas should be used to enhance the appearance of structures, define site functions and edges, and screen undesirable views, while also allowing visibility of retail frontages.

2.8.1.6 Water Reuse. To minimize water consumption associated with public realm landscaping, the use of rainwater harvesting and recycled water is encouraged.

2.8.1.7 Planting Conditions. When selecting trees and planting material, consideration should be given to their



compatibility with the physical conditions of the urban setting, such as limited space for roots and canopies, limited soil fertility, impervious coverage of the root zone, increased urban pollution, high water table, soil contaminants, salinity, and compatibility with adjacent uses.

2.8.1.8 Tree stakes should be painted steel, bolted to the grate or extending through. Provide a minimum of two stakes per tree to ensure stability in the windy conditions typical to the area.

2.8.1.9 Plant Selection. Plant species should be responsive to existing species and planting patterns, although planting diversity is encouraged where it complements and does not detract from a prevailing planting theme or pattern.

2.8.1.10 Tree Selection for District/Corridor Identity. Species selection should include one or two species that are repeated regularly over the length of a block(s) or throughout a district to provide visual continuity. (Refer to the images for the appropriate style).

2.8.1.11 Maintenance. Landscaped areas should be properly maintained, which includes watering, removing debris and litter, and pruning and replacing plants when necessary. Adjacent private property owners are required to maintain the grounds and trees within the Frontage Zone regardless if their improvements contribute to the public realm.

2.8.1.12 Vertical Clearance. To maintain proper clearance it is advised that:

Shrubs should be selected to reach to three (3) feet or less in height above the grade of the sidewalk

Tree canopies should be trimmed up to at least eight (8) feet over the sidewalk and fourteen (14) feet above the



Landscaping can be accommodated in a combination of planting strips and pots (Walnut Creek, CA).



Landscaping can contribute significantly to the identity of an area (Emeryville, CA).



Movable landscape elements provided by businesses (Berkeley, CA).

street. Care should be taken to maintain views of retail signage.

2.8.1.13 Seating. Permanent above-ground planters should be designed so that the height and width of planter walls create suitable opportunities to double as informal seating areas.

## 2.8.2 Street Tree Guidelines

2.8.2.1 Tree Protection. Maintain and protect existing mature trees wherever possible.

2.8.2.2 New Tree Plantings. Wherever possible, trees should be planted throughout the district on streets, in plazas, and on private property. Recommended minimum tree size is 24" box. In-ground plantings are preferred, however tree plantings in large pots can add visual interest where in-ground plantings are not feasible.

2.8.2.3 Tree Planting Scheme. To optimize the beneficial effects of street trees, both aesthetic and as green infrastructure, emphasis should be placed on establishing and maintaining a consistent and well-coordinated planting scheme within the district or along a specific corridor. Species selection should help unify the corridor while offering points of accent as well. Spacing should be appropriate to provide a feeling of continuous canopy while allowing views of retail signage and storefronts.

2.8.2.4 Tree Species. Identify successful tree species in the area as a starting point for tree selection. Some successful species in the area include London Plane, Arbutus, Washingtonia.

2.8.2.5 Vertical Tree Clearance. Street trees should be selected that have a branching pattern that will not obscure commercial signage and storefront windows or conflict with truck access.



When provided with good soil conditions, trees grow to a mature size and offer full environmental benefit (Seattle, WA).



Unified tree planting reinforces a consistent character (Berkeley, CA).

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## 2.9 Public Art

**PRINCIPLE:** Public art shall be incorporated into the public realm to add visual interest for pedestrians and foster a distinct identity for individual districts and corridors.

### Background & Intent

Public art elements that visually and intellectually engage the community can be an effective means of encouraging pedestrian activity and fostering community identity. On a large scale, public art has the ability to enhance a district's identity, contribute to the creation of a new identity, or reinforce a design theme. Public art may be either publicly or privately secured and managed. The intent of these guidelines is to encourage incorporation of public art through placement in publicly accessible areas. The City's Art in Public Places Program provides a program and important source of funding for installations on publicly-owned land. Appropriations for Public Art are made through the City's established Art in Public Places Program.

Consideration should be given to the integration of art into all aspects of the public and private realm. Public amenity zones, building entries, facades, and plazas are recommended placed for art. Given the competition for space in the pedestrian realm, it can be advantageous to move beyond the concept of public art as discrete elements such as statues or sculpture that occupy their own space. In this way, public art may be conceived of as something that is integral to the design of the many elements that occupy the public streetscape become special pavement treatments, street furniture, and transit shelters. Conversely, if well sited and conceived, single sculptures can be designed to be highly interactive. The images depict some successful instances of all types of art in public places. Appropriations for art are made through the City's established Art in Public Places Program.

### Guidelines

**2.9.1 Capital Improvements and Development Projects.** All capital improvement and development projects, should explore the integration of art into the design of streetscape elements (e.g., paving, street furniture, transit shelters, lighting, etc.), but not necessarily be limited to streetscape elements so long as the work enlivens the public realm.



Dynamic installations can activate a public space according to season or hour.



Public Art can encourage people to interact with their environment (Chicago, IL).



Art can be integrated into the functional streetscape as demonstrated by this Friedberg - Pinto collaboration (Syracuse, NY).

2.9.2 Location. Art should be located where it can be enjoyed by a large number of people, including sidewalks, greens, plazas, building facades, and medians.

2.9.3 Interactive Art. Interactive art is encouraged; examples include pieces that either invite user participation or provide sensory stimulation through touch, movement, or sound.

2.9.4 Permanent and Temporary. Art may consist of both permanent and temporary installations.

2.9.5 Unified Design Identity. The design and placement of art should enhance and be coordinated with streetscape improvements to ensure a coherent character for a given district or corridor.

2.9.6 Inclusion of art should be considered for specific site improvements in the public and private realm. Example projects include column wraps, underpass lighting, screen fences/railings, pavement patterns, and site furnishings such as benches.

2.9.7 Any lighting used in Art should be dark sky compliant

### Implementation Recommendations

Developers whose projects are subject to compliance with the City's Art in Public Places ordinance should also be required to install public art work that meets the intent of these guidelines.

City-sponsored public art projects in the plan area shall endeavor to meet these guidelines through the involvement of the Public Arts Committee.

Among many potential public art projects, the Powell Street bridge offers a unique opportunity for public art to transform the structure and its environs. The next section describes this in greater detail.



Freeway walls provide a canvas for mural artists (Miami, FL).



Typical street components such as standard concrete sidewalks can be given special treatments and elevated to public art. (unknown location).



Murals can create windows into local history (Richmond, CA).



## 2.10 Powell Street Bridge and Environs

**PRINCIPLE:** A special focus on public art and programming should be given to the areas under the bridge and the structure itself to overcome the challenging conditions.

### Background & Intent

The Powell Street bridge has the opportunity to serve as an effective linkage within the heart of the Shellmound District and become an iconic feature. The design intent merges a public art program with functions that give purpose to the space underneath. Presently however, the bridge acts as a formidable barrier by interrupting pedestrian access along Shellmound and across the railroad tracks and creating a shadowed, unpleasant zone underneath. The bridge appearance is unremarkable and lacks character.

The guidelines set principles for access and programming— encouraging a robust public art program to create a unique destination and anchor the identity of the Shellmound District.

### Guidelines

#### 2.10.1 Enhance Pedestrian Access

2.10.1.1 Shellmound sidewalks under the bridge should be raised and continuous without ramps and street crossings. A standard driveway apron is preferred to provide vehicle access across the sidewalk. Walkway width should be wide enough to encompass the bridge columns and allow uninterrupted movement past.

2.10.1.2 A clearly defined and visually appealing passage should be established from the Shellmound sidewalk to the pedestrian overpass touchdown. Treatments such as decorative lighting, enhanced paving, furnishings, and signage are encouraged to create a welcoming and safe feeling environment.

#### 2.10.2 Encourage Functions that Enliven the Area.

2.10.2.1 One of the most effective tools for enlivening an urban corridor is to program a variety of events and functions that occur at different times of the day, the week and in different seasons. These events and functions can range from open air markets to music and arts festivals. These functions can be accommodated in a variety of formats depending on the space available.



Video projection transforms the underside of the freeway into a kinetic piece of artwork (Toronto, Canada).



Painted text adds visual interest to an otherwise unremarkable bridge structure. Parking provides an important function that encourages use and a regular level of activity. (Berkeley, CA).



Lighting can be temporary, dynamic, and offer a dramatic effect. (Portugal).



2.10.2.2 The most straightforward means of creating an active, welcoming space is to allow public vehicle access from adjacent retail destinations in travelway between columns. This would provide animation and eyes on the public space. Exclusively delivery truck, maintenance, or valet type vehicles would conversely do little to animate the public areas and provide a sense of security. Vehicular access can and should be complimentary to an art program and pedestrian access.

2.10.2.2 The area under the bridge can also be enlivened through active programming of performances, food events, art shows, and temporary displays. Frequent occurrence such as weekly or at least monthly is important to impart positive placemaking.

2.10.3 A major public arts program should be considered for the bridge and underpass space to transform it and create an enlivened environment everyday. The plaza space may be suitable for sculpture, new inventive overhead structures, special furnishings, paving textures, light, and sound art. The bridge including concrete structure and columns may be explored as an opportunity to incorporate paint, dramatic colored lighting, etched stainless steel wraps, and other artistic treatments.

2.10.4 One public art strategy is to convene an arts base painting program for the bridge. Outcomes might include bold colors, patterns, super text, scene depiction etc. The treatments should be visible from up and down Shellmound as well as from underneath and on top. Special consideration should be given to the pedestrian bridge area.

2.10.5 Underpass lighting outside of the sidewalk area should provide general illumination while creating a unique public space environment. Lighting schemes may vary according to the anticipated level of public use. For example, a highly used parking area might be marked with whimsical and decorative lighting treatments to help overcome the less desirable environment of the underpass. Any lighting should be dark sky compliant.



Open air markets are an excellent way to bring activity into the area under the bridge (Borough Market, London).



Permanent or semi-permanent sport courts are an excellent way to encourage everyday use of the area under the bridge.



Programmed events including performing arts can help bring evening and weekend activity to the area under the bridge.



Underpass lighting should be used to provide illumination and aesthetic effect (Miami, FL).

## Implementation Recommendations

Further design of the public space should be initiated by the City in coordination with the development programs in the area. Construction can be advanced as a City Capital Improvement. Grant funding may be available to support improvement to pedestrian access. If private development plans for adjacent properties are not forthcoming, it may be feasible to immediately implement the Shellmound sidewalk improvements in a manner that allows future phases of work.

Public art programming overseen by the Public Arts Committee should commence in parallel and ideally as part of the functional design exploration.



Paving textures and treatments help enliven the underpass area and can unify vehicular and pedestrian zones (Fukuoka, Japan).



# Enlargement Plan





## Appendix: Illustrative Plans

These plans describes the Shellmound Streetscape vision in graphic form. Drawings show the proposed developments with general accuracy as they are proposed at the time of this writing. The actual plans will not be determined until final planning approvals.

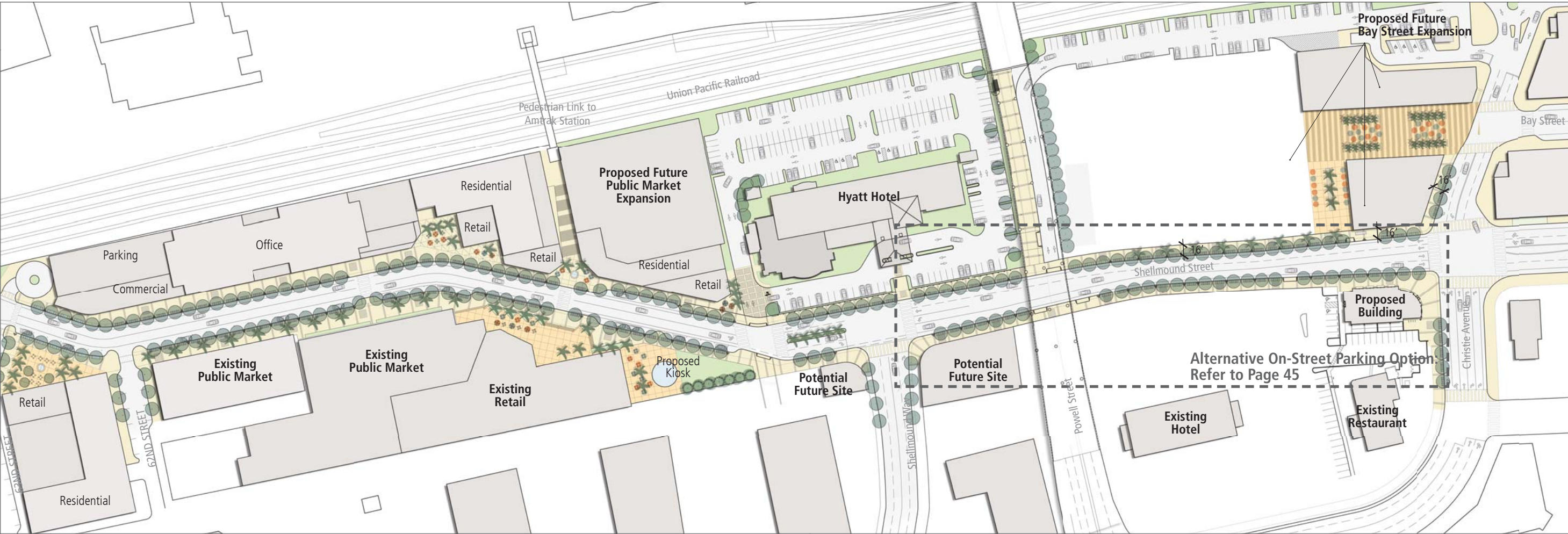
Plan view graphics show overall project conditions as well as enlargements at four sub-areas. Captions relate the graphics to the written design guidelines in the previous chapters. A vision diagram graphically explains the overall intent.

Illustrative Graphics include the following:

- Overall Illustrative Plan
- Vision Diagram
- Enlargement Plans

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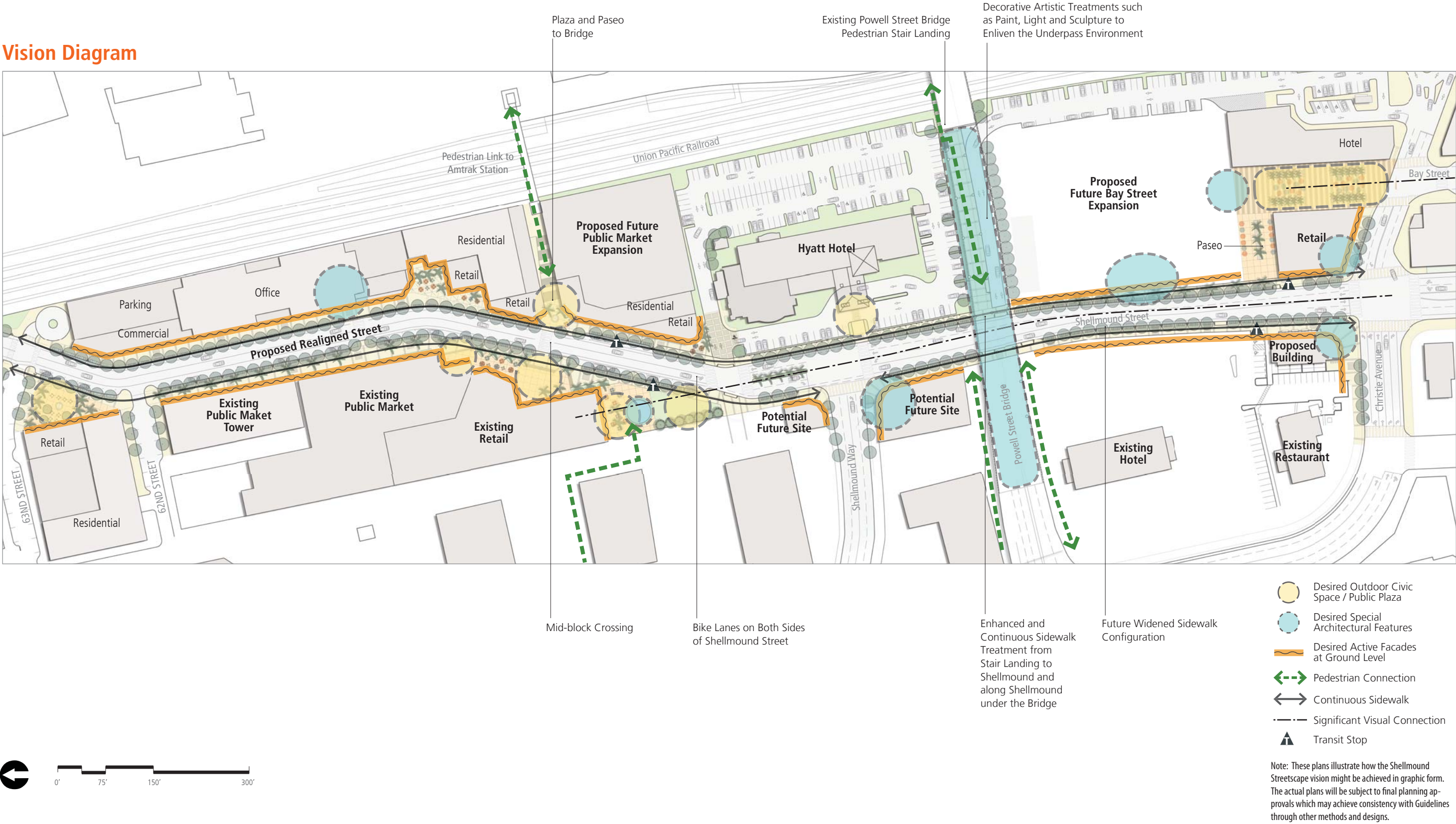
Overall Illustrative Plan



Note: These plans illustrate how the Shellmound Streetscape vision might be achieved in graphic form. The actual plans will be subject to final planning approvals which may achieve consistency with Guidelines through other methods and designs.



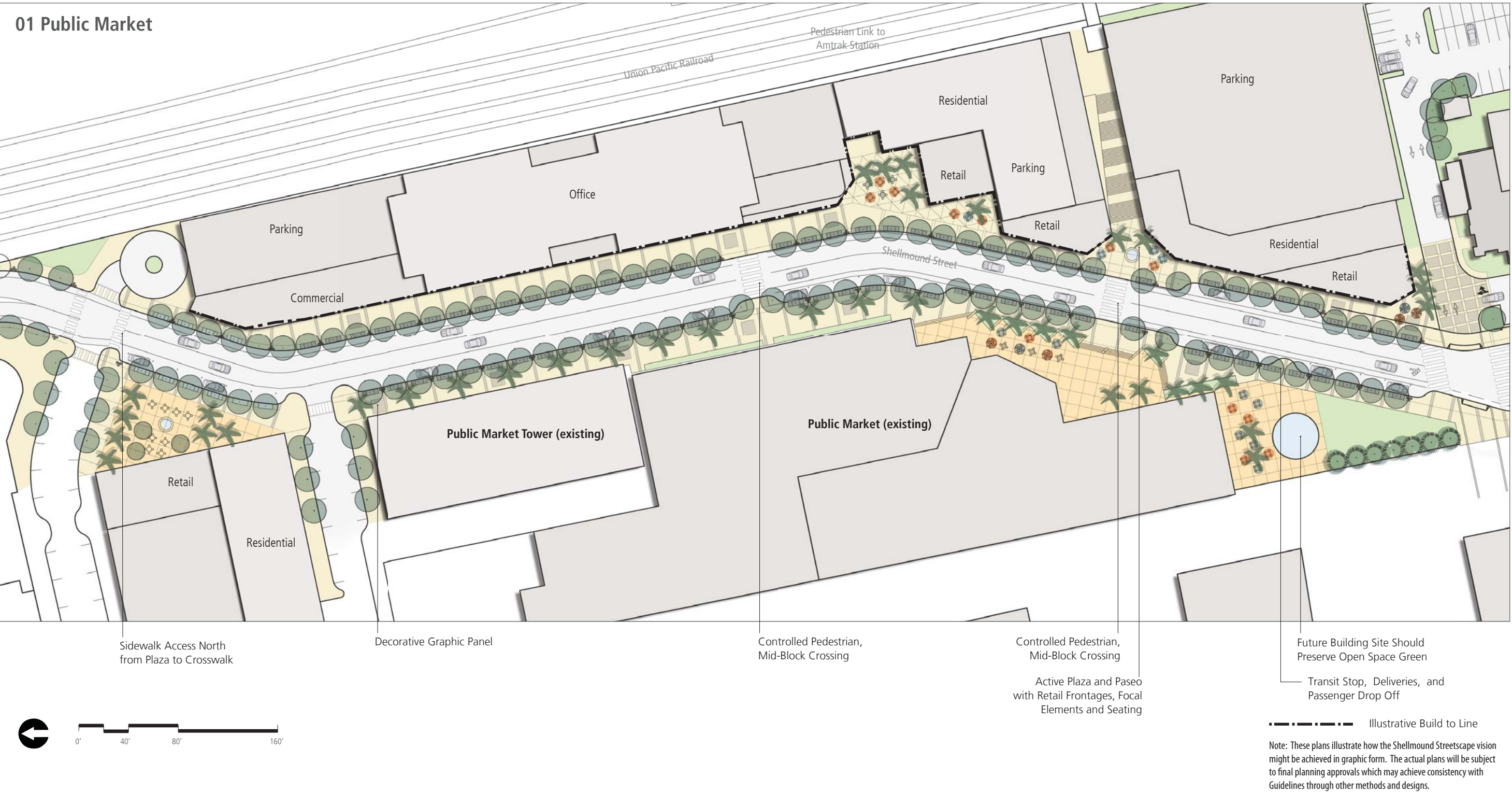
Vision Diagram





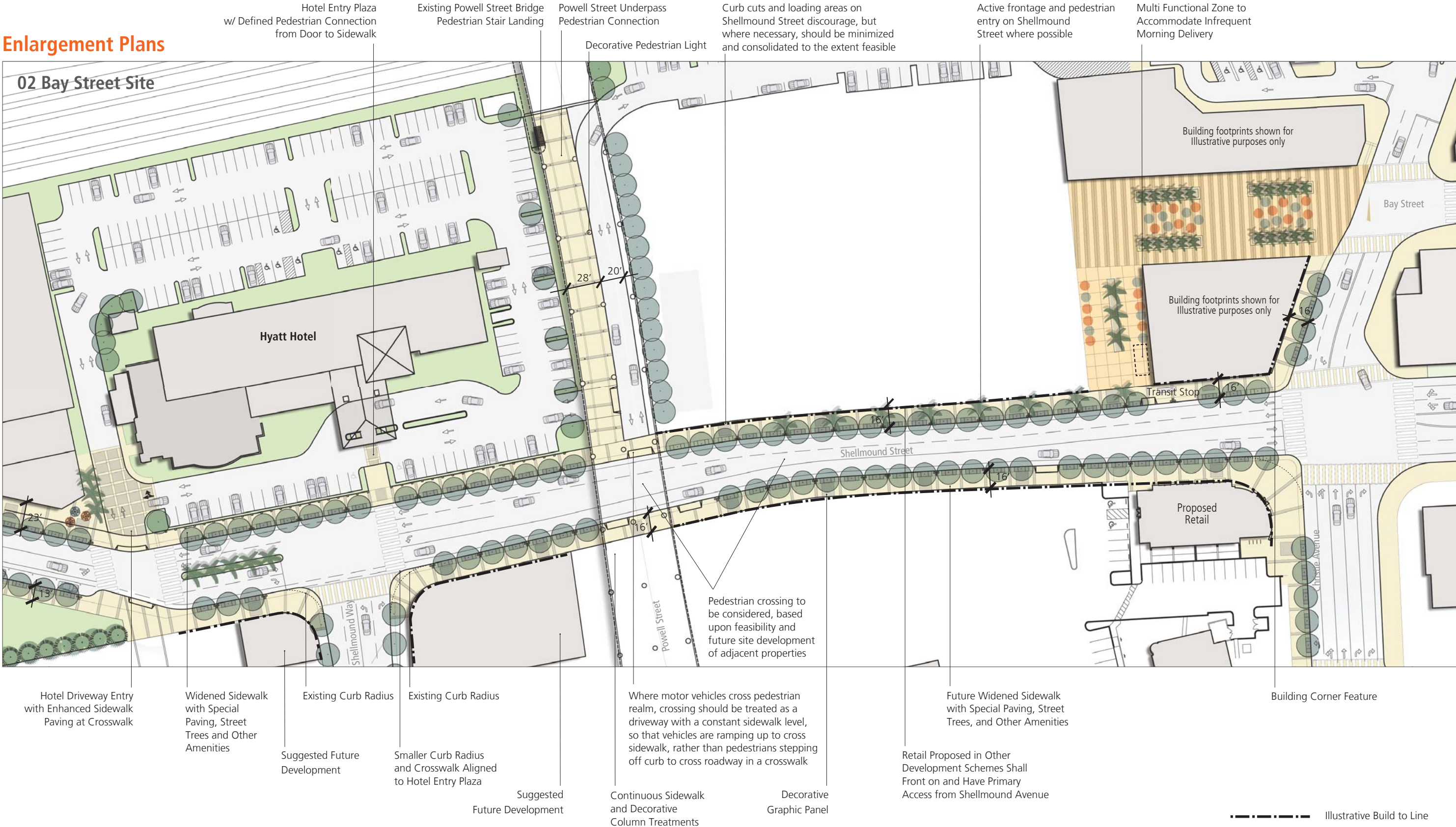


Enlargement Plans





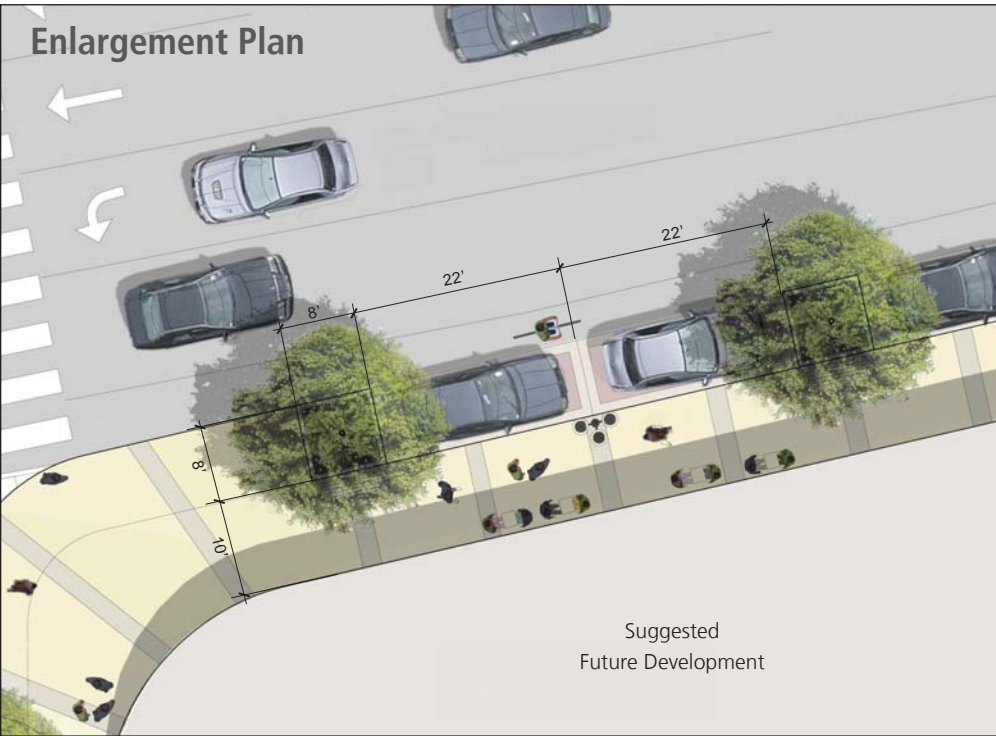
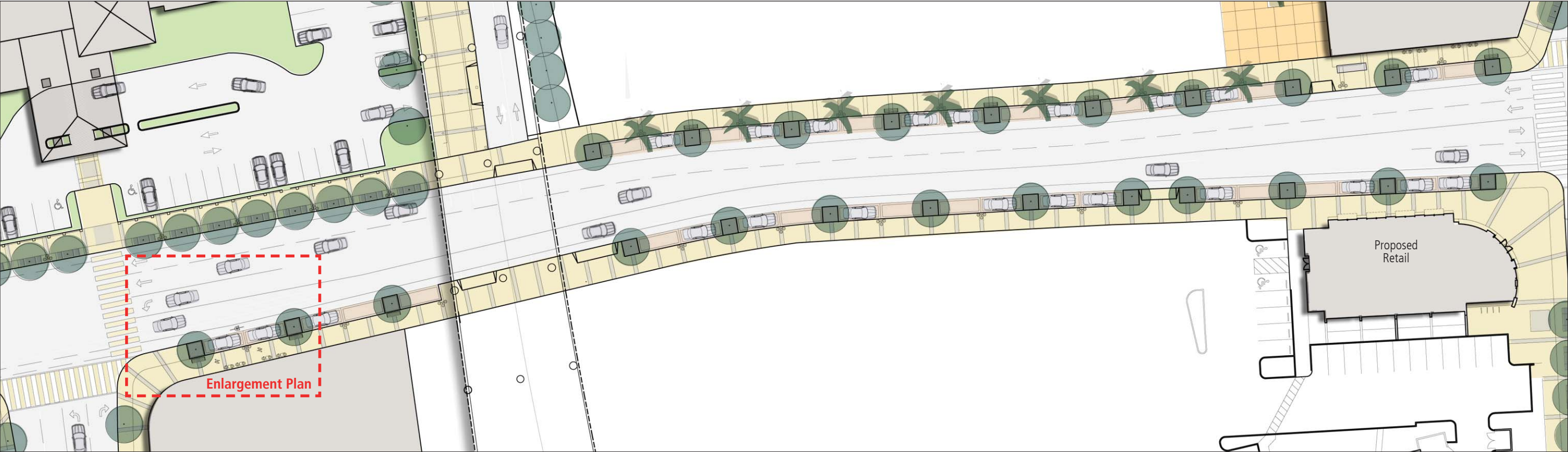
Enlargement Plans



Note: These plans illustrate how the Shellmound Streetscape vision might be achieved in graphic form. The actual plans will be subject to final planning approvals which may achieve consistency with Guidelines through other methods and designs.



Alternative On-Street Parking Option of Shellmound Street



Note: The exact configuration of on-street parking shown to the left and further illustrated in the Appendix should be evaluated for overall feasibility and include evaluation relative to the bike lane and public amenity zone. Such review is to be determined at the time of application review.







