Storefronts

1. Storefront design features and details should be repaired rather than replaced whenever possible.
2. If replacement of a portion of a historic storefront is necessary, design, details, materials, and color, should emulate the original storefront. Substitute materials should match the appearance and finishes of the original materials.
3. Total storefront replacement should be considered only if a substantial portion of the storefront is missing or deteriorated. New storefront designs should be in accordance with the scale, design, material and architectural style of the building.
4. Historic transom or clerestory windows should be preserved and should not be covered or painted.
5. Transom, clerestory, and display windows that have been covered, altered, or painted should be restored.
6. Historic bulkheads and recessed entries should be preserved.

Fossing Building. Charles H. Foster, designer and builder.

Franck's Music Store. Olin S. Grove, architect.

Bernardi Cleaners. Frank W. Dakin, architect.

Alameda Savings Bank Building. Meyers & Ward, architect.

Rowe Building. William Knowles, architect.

Konigshofer Building. Alexander A. Cantin, architect.

4.4.3 Commercial Façade Improvements

The continued maintenance and improvement of commercial buildings will ensure that districts and neighborhoods continue to embody Alameda's rich architectural heritage. Throughout the City, there are numerous opportunities for improvements to commercial façades that can enhance building quality and district character.

Many commercial buildings throughout the City have undergone significant modifications. In some cases, modifications have been carefully and effectively performed, with sensitivity to the building's original design. In other cases, modifications have not been in accordance with the building's historic character, and have removed, covered, or otherwise negatively impacted the building's historic design features.

The conceptual commercial façade improvements on the following pages illustrate two different approaches to renovating commercial buildings. In the first example, minor modifications are introduced to reveal original building details. In the second example, the commercial building façade is re-imagined as a new style. Modifications are intended to enhance overall visual appeal, support pedestrian activity, and support district and neighborhood character.

Pauline's Antiques on Park Street (before)

Pauline's Antiques on Park Street (after)

Encinal Place (before)

Encinal Court (after)

Providence Veterinary Clinic on Wester Street (before)

Providence Veterinary Clinic on Wester Street (after)

4.4.3.A Commercial Façade Improvements - Limited Modifications

Interpretation

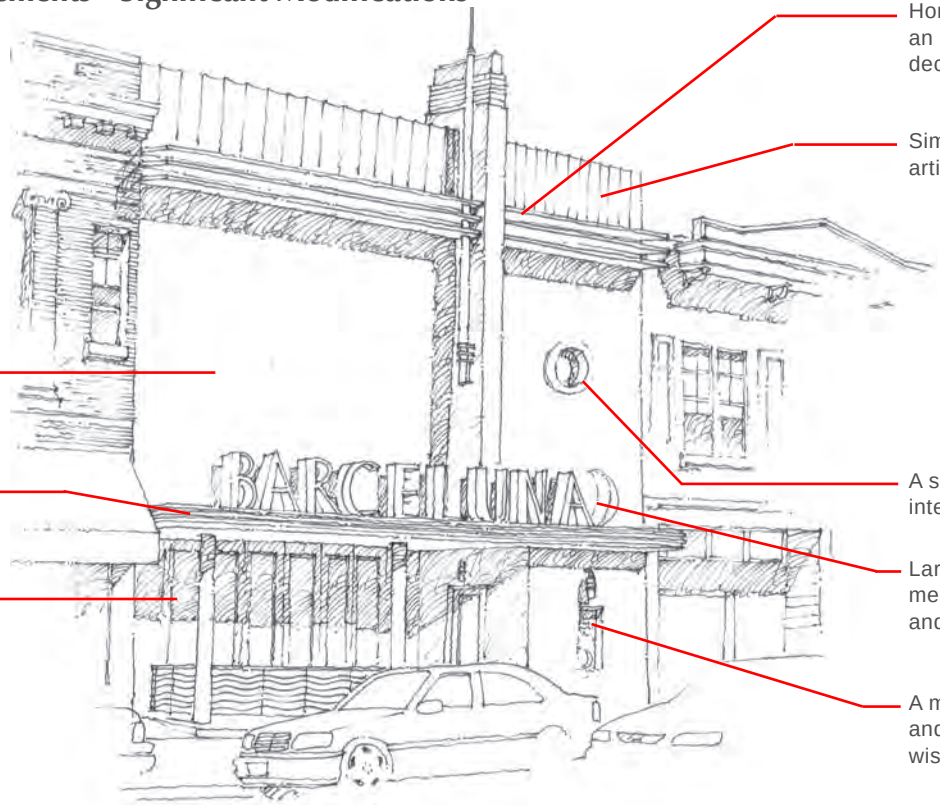
This modest Mediterranean Revival building has incurred modification to defining historic elements. The most notable alterations include the addition of the wood shingle mansard roof to the storefront, the removal of the original bulkhead, and the addition of second floor awnings. The style and material of the roof addition in particular are out of character with the building architecture, and compromise the presence and visibility of the retail establishments. By covering the original clerestory windows, the perception of the retail ground floor is reduced to the height of the storefront windows. The addition of awnings to the second floor, while not unattractive, emphasizes a horizontality that is at odds with the building style, and draws a disproportionate amount of attention to the second floor.

Recommendations

Improvements are designed to reveal original details, and to emphasize pedestrian scale treatments that draw attention to the retail ground floor.

Existing building

4.4.3.B Commercial Façade Improvements - Significant Modifications



Horizontal metal fins are interrupted by an asymmetrically placed marquee with decorative metal needle

Simple scalloped detailing at the roof line articulates the vertical wall surface

Wall color is lightened to visually complement adjacent building façades

Metal detailing is added to the existing overhang

Additional doors at the ground floor are essential for a restaurant at the street level

A single port hole window adds visual interest consistent with the style

Large neon signage provides an iconic element that draws customers to the building and adds visual appeal

A menu window is provided as a functional and attractive feature that occupies an otherwise blank wall

Interpretation

This restaurant building has been significantly modified and is void of original architectural detailing. It appears that it was originally part of the Neoclassical building to its left as indicated by the interrupted roof line and façade elements. Restoring this building to its original façade would be a significant and commendable undertaking, however the ability to match the original detailing and materials would likely present a significant and cost-prohibitive set of design and construction challenges.

Existing building

Recommendations

The above recommendations illustrate alterations to the façade in accordance with a Streamline Moderne style that builds on the façade's spare detailing and simple volumes. The Streamline Moderne style provides rich contrast to adjacent buildings, while building on and complementing the surrounding district's heritage and architectural character.

5. Landscape and Open Space

Overview

Purpose and Intent

This section contains guidelines to inform the development of parking areas, landscapes and open spaces as required by the Alameda Municipal Code.

Applicability

The guidelines herein are applicable to all Districts.

5.1 Parking Areas

Guidelines

1. Parking lots should be setback 4 feet minimum from public rights-of-way.
2. Setback areas should be planted with fast-growing deciduous trees at 24 feet on-center maximum spacing. Trees may be located in planting strips or in infiltration planters. Low lying ground cover is also appropriate but shall not obstruct visibility to and from the parking areas.
3. Setback areas adjacent to public sidewalks should include a low decorative wall designed in accordance with building architecture.
4. Stormwater should be collected on-site using flow-through stormwater infiltration planters (with curb inlets) and/or permeable paving.
5. Permeable paving materials should be used where possible to reduce stormwater run-off. Recommended paving materials include open-joint concrete unit pavers, porous asphalt, 'grass-crete', and similar structural grids specifically designed for automobile parking.
6. Paving materials should be light in color to reduce overall heat glare.
7. Planted areas should be designed to maximize detention, infiltration and on-site treatment of stormwater from adjacent paved areas. Sub-drains may be used to store, filter, and convey water to infiltration planters or similar on-site filtration areas, subject to ACCWP.
8. Permanent irrigation shall be provided to all trees.
9. Parking lots should include clearly defined pedestrian pathways no less than 4 feet wide along at least one edge of the parking field.
10. Parking lots should be illuminated using pedestrian scale decorative lights along pathways and where pedestrians cross vehicular travel ways.
11. There should be a minimum of 1 tree for every 4 parking spaces located internally and along the perimeter of the lot.

Parking lot with shade trees.

Pervious concrete pavers in alley can be used to decrease run-off.

Curbless bioswale water infiltration and detention system internal to parking lot.

5.2 Setback Areas

Guidelines

1. No parking space may be located in any required front setback area.
2. Where storefronts are present, front setback areas should be hardscaped and designed for pedestrian use including outdoor, dining, the display of goods, or similar uses.
3. Front setback areas in commercial, mixed-use, and other pedestrian areas should be composed of hardscaping, gardens, courts, and other landscape design that are welcoming and supportive of pedestrian activity.
4. In residential areas, front, side street, and sideyard setback areas, and the space between buildings must be landscaped.
5. Side setbacks, side yard setbacks, and the space between buildings may contain paseos leading to building entrances and parking areas.
6. For Courtyard Housing building types, landscape treatment should not be used along the side property line to separate one front setback area from another.
7. Small hardscaped courts and terraces are permitted in setback areas. Hardscaped courts should utilize decorative paving materials such as concrete pavers, bricks or colored concrete in support of a pedestrian-friendly environment.
8. Side yard setback areas adjacent to single family homes should enhance privacy.
9. Where new commercial or mixed-use development is adjacent to historic single family residences, setback areas should include sufficient landscape buffering to protect and enhance existing residences.

Setback area is hardscaped to encourage pedestrian use.

Landscaped front setback area adjacent to multiplex.

Hardscaped setback area at base of live-work building.

5.3 Plant Materials

Guidelines

1. Tree selections should be made from the palette of the region in accordance with the City's Master Tree Plan.
2. Trees in public environments should be selected to support pedestrian-friendly sidewalk conditions. Trees with excessive fruit droppings or shallow roots shall be avoided adjacent to public sidewalks.
3. For single family and multiplex building types, at least one large deciduous street tree should be planted. Mature, existing trees shall be preserved where possible.
4. Plant materials should be drought tolerant and low maintenance.
5. Root zones should contain high-quality soils and should be expanded beneath paved surfaces where appropriate to enhance tree growth.
6. Seasonal and year-round flowering shrubs and trees should be used where they can be most appreciated; adjacent to pathways and sidewalks, and positioned where they frame and accent unique building features and entries.
7. Evergreen shrubs may be used for screening along rear property lines and near trash and service areas.

Landscape buffer between residential and commercial use.

Trees should allow views to shops and signage.

Ornamental planting used to frame entry.

5.4 Fences, Walls and Screening

Guidelines

1. Where service commercial / manufacturing uses are adjacent to residential uses, service bays should be screened from view from adjacent property using landscaping and/or a decorative fence.
2. All fences and walls should be built with attractive, durable materials in accordance with building architectural style.
3. The solid portion of a fence or wall should not exceed 3 feet; 'open' design areas such as lattice work, wrought iron, or grille work may extend the total fence height to 5 feet.
4. Barbed wire and chain link fencing is prohibited.
5. All fences and walls must conform to City visibility requirements.
6. Preferred materials for fences and walls include wood, masonry, stone, and other durable and natural materials.
7. Fence and wall designs should include a base treatment and cap treatment or may be include a series of piers and ornate grille work to articulate the fence or wall as a segments.
8. Where visible from public areas, low walls should incorporate decorative elements.
9. Use of security fences should be minimized, and limited to locations where additional safety is needed such as adjacent to marina uses and the estuary. Security fences, where needed, should incorporate decorative grille work or artistic elements to enhance their overall appeal.
10. Fences along the estuary should not obstruct views of the water.
11. Roll-down security doors require a conditional use permit.

Low masonry wall with decorative wrought iron grille work.

Masonry piers, caps, and ironwork.

Low wall and planting complement building architecture and define outdoor dining area.

5.5 Lighting

Guidelines

1. Lighting fixtures should include cut-off and other 'dark-sky' technology to reduce light pollution.
2. Street lights should consist of a decorative base, and luminaire, and should be pedestrian-scale.
3. Streetlight light sources in pedestrian areas should be between 11 and 16 feet.
4. All streetlights should incorporate prismatic lenses, diffusers, or refractors to avoid glare.
5. LED and other energy efficient technologies should all be used for street lighting. The use of incandescent lighting is highly discouraged and requires approval by the Planning Board.
6. Area lights should not throw light onto upper stories or onto residential buildings.
7. Pedestrian areas including sidewalks, pathways, parking areas and courts should be illuminated to increase safety.
8. Low pressure sodium vapor or other lights casting an orange glow are prohibited.
9. Commercial buildings should be illuminated using up-lighting and decorative lighting. Lighting of building façades is strongly encouraged throughout commercial districts to enhance pedestrian activity and overall visual appeal.
10. Bollard-mounted lights and in-ground lights are encouraged for pedestrian areas.

Buildings in the Downtown Core should be indirectly illuminated and illuminated from within.

Low level interior lighting adds visual interest.

Pedestrian-scale street lights support small town character.

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Bank of America
Davis
BANK of AMERICA
Store
FIRST SAVINGS

6. Site Development

6.1 Citywide
6.2 District Specific Guidelines

6.1 Citywide Guidelines

Purpose and Intent

This section contains guidelines to direct the design of specific development types throughout the City.

Applicability

Guidelines for the following development types are applicable to all Zoning Districts:

A. Fuel Stations

6.1.A Fuel Stations

This Manual calls for a departure from typical site layout for fuelling stations in favor of supporting the community's vision for walkable streets and attractive neighborhood districts.

6.1.A.1 Site Composition

1. Fuel stations should include a primary building located near to the back-of-sidewalk where it supports pedestrian activity. The primary building may contain retail sales oriented to walk-in customers and fuel customers.
2. Accessory buildings may contain car-wash and/or auto repair services.
3. Fuel pumps should be located at site interior as depicted on the adjacent page
4. Pedestrian entry to primary building may be from public sidewalk and/or interior lot.

6.1.A.2 Site Development

Building Placement

1. Primary building (containing cashier and retail component) should be located no more than 10 feet from back of sidewalk.
2. Ancillary building(s) containing auto services may be located to rear or side of parcel where they least impact adjacent residential development.
3. All buildings should be setback at least 15 feet from adjacent parcels with mixed-use zoning.
4. All buildings should be setback at least 20 feet from rear parcels where residential uses are permitted.
5. A minimum of 5 feet alley setback is encouraged.
6. Buildings at corners should conform to City Visibility Requirements.

Building Height

1. Primary buildings should be a minimum of 16 feet in height.
2. Ancillary buildings should be a minimum of 12 feet in height.

6.1.A.3 Building Massing & Composition

1. Primary building façade along the primary street should be no less than 30 feet.
2. Architectural detail should be applied consistently to all façades visible from public streets.

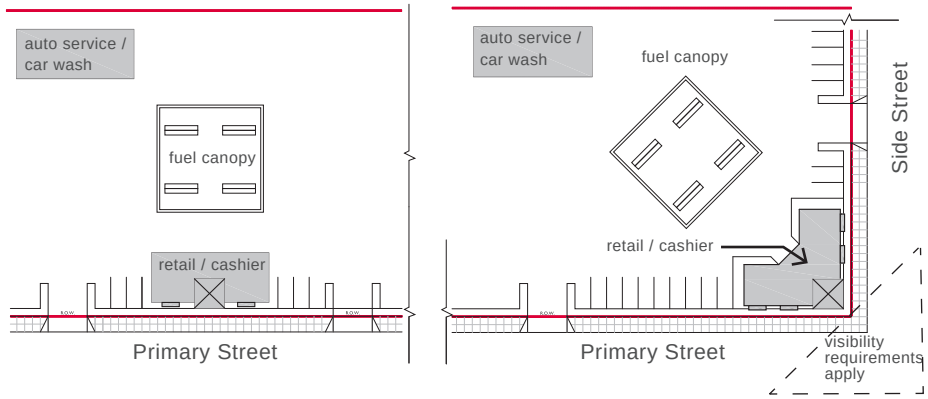
6.1.A.4 Building Articulation

Height

1. The primary building should have a distinctive base and roof treatment.
2. Vertically proportioned clerestory windows are recommended (especially in single-story buildings).
3. Base treatments should include a projected volume, change in color, or change in material.
4. Roof treatment may include a cornice, parapet, cap, or distinctive eave to increase visual interest.

Length

1. Buildings should provide articulation adjacent to the primary entry, and should employ vertical elements such as columns and pilasters in accordance with the building's architectural style.
2. Awnings are recommended to support of pedestrian comfort.



Mid-block location: Primary Building fronting onto primary street.

Corner location: Primary building located at the corner of primary street and secondary street.

Fuel pumps located behind multi-story commercial building.

Fuel station building at corner location, fuel canopy located on lot interior.

Canopy designed in harmony with building architecture.

Decorative fence within landscape setback.

6.1.A.5 Frontage Types

1. Storefronts are strongly encouraged on the primary building to provide access to ground floor retail tenants and/or cashier.
2. Recommended frontage types include Storefront and Formal Entry.

6.1.A.6 Landscape and Open Space

1. The maximum recommended width for a one-way curb cut is 20 feet, 36 feet for a two-way curb cut.
2. Parking stalls should be setback a minimum of 4 feet from sidewalks and property lines.
3. All Setback areas adjacent to a public sidewalk, not adjacent to the building, should incorporate a low decorative wall. Walls may be constructed of brick, stone, masonry, precast concrete and/or wood in accordance with building architectural style.
4. Fuel station parking areas and setback areas may include infiltration planters to detain and filter stormwater.

Retail building located at back-of-sidewalk. Fuel pumps located within lot interior.

6.2 District Specific Guidelines

Contents

This section contains guidelines applicable to specific city districts as follows:

A. The North Park Street Waterfront

6.2.A The North Park Street Waterfront

Plan Area

The North Park Street Waterfront includes all parcels north of Blanding Avenue between Oak Street and Tilden Way, and includes parcels within the Workplace and the Maritime Manufacturing Zoning Subdistricts.

6.2.A.1 Objectives

The following Objectives are provided to guide new investment in support of the community's vision for pedestrian-friendly site development and attractive outdoor spaces throughout the Waterfront.

Urban Form:

1. Establish a network of streets, blocks, and open spaces that enhance walkability and increase access to the estuary.
2. Create strong physical and visual connections between the estuary and adjacent streets and public rights-of-way.
3. Activate the estuary edge by locating uses such as restaurants, hotels, open spaces, job ceneters, and residences adjacent to the waterfront.
4. Encourage architectural designs that complement Alameda's historic architectural styles.
5. Locate parking where it is supportive of pedestrian-friendly site development. Encourage shared parking among district users.
6. Establish a continuous waterfront promenade along the estuary.

6.2.A.2 Site Development

Future development in the North Park Street Waterfront is likely to occur incrementally and over time. The following site development guidelines are provided to ensure that new buildings and open spaces contribute to a pedestrian-oriented environment.

District Organization

1. The Waterfront should be comprised of streets, blocks, and open spaces primarily organized parallel with or perpendicular to Blanding Avenue and the Estuary.
2. A publicly accessible pedestrian promenade along the estuary (Promenade) should be incorporated into all new development having estuary frontage.

Building Placement & Frontage

1. Buildings in the North Park Street Waterfront are permitted to front onto Blanding Avenue, Everett Street, Oak Street, and new Neighborhood Streets, or may front onto open spaces including plazas, paseos, or a Promenade. Buildings should not front directly onto parking lots.
2. For development fronting onto the Promenade, minimum and maximum front setback is organized according to land use category as follows:
   a. For residential uses, buildings should be setback a minimum of 15 feet and no more than 30 feet.
   b. For Main Street Retail, General Commercial, Destination Retail, and Workplace, buildings should be setback no more than 30 feet.
   d. Parking areas should be setback a minimum of 10 feet from the Promenade.
3. For new Neighborhood Streets, plazas, and open spaces, buildings should be located a minimum of 10 feet and not more than 20 feet from the back of sidewalk. Storefronts located on new Neighborhood Streets are permitted to encroach into the setback area.

Streets

1. New streets should be designed to enhance neighborhood character, support walkability, and increase pedestrian safety.
2. Everett Street should have a clear and direct automobile and pedestrian connection between Blanding Avenue and the estuary.
3. Oak Street should have a clear pedestrian connection between Blanding Avenue and the estuary.
4. Alleys should be used to provide access to parking, and services at the rear of buildings.

View of marina near Park Street Landing

Everett Street north of Blanding Avenue.

Pedestrian promenade adjacent to the estuary.

6.2.A.3 North Park Street Waterfront Streets

Applicability

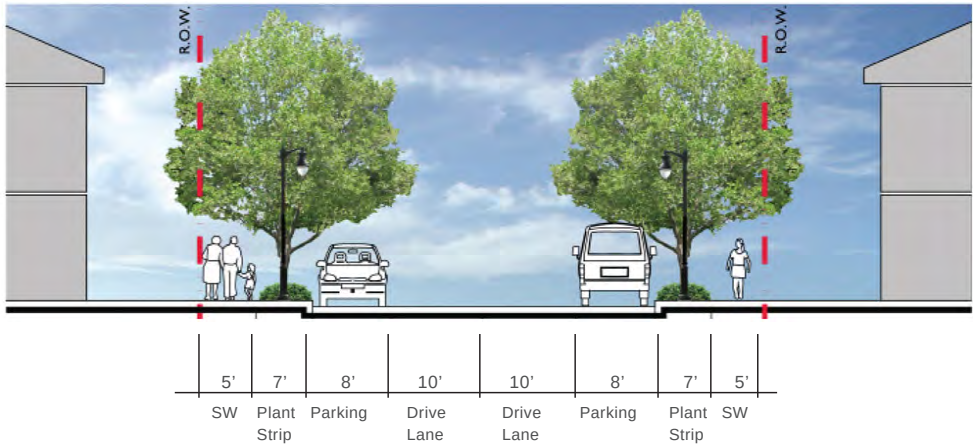
The following guidelines should be employed by applicants constructing new streets in the North Park Street Waterfront. If an applicant wishes to propose modifications to the street designs, they must demonstrate their design's ability to enhance the pedestrian character of the streetscape environment.

A. Neighborhood Street

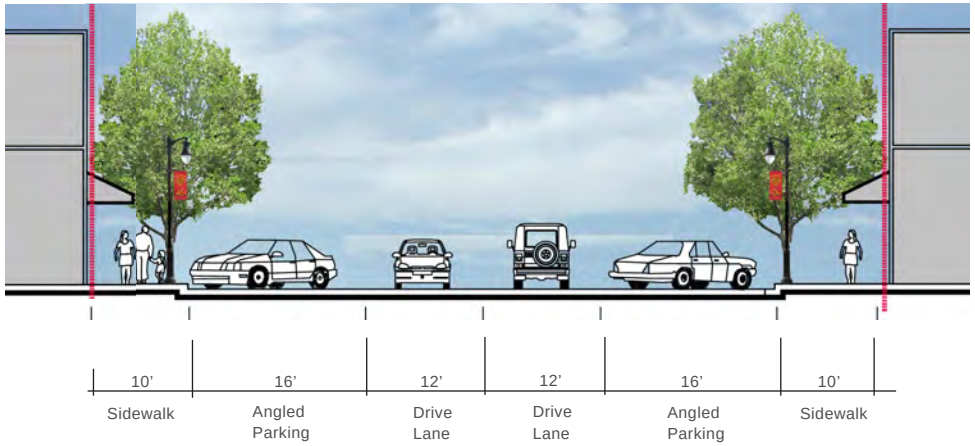
Neighborhood Streets in the North Park Street Waterfront should contain two travel lanes and on-street parallel parking to support a range of uses and pedestrian activity.

Guidelines

1. Sidewalks should be constructed of integrally-colored and scored concrete or unit pavers and should be a minimum of 5′ wide for residential frontage and 10′ wide for commercial or mixed-use frontage. Residential streets should include a plant strip.
2. New streets should intersect at right-angles where possible. Turning radii should be minimized to reduce vehicle speeds and auto-oriented character.
3. Street trees should be planted at 30′ on-center maximum spacing.
4. Travel lanes should be a maximum of 12′ wide.
5. Alleys should be no wider than 22′, and may contain decorative lighting.
6. Bulb-outs may be used to reduce crossing distances at intersections.
7. Street trees should be planted within a planting strip (for residential frontage) or at the back-of-curb within flush mounted tree grates (for commercial frontage). Trees may also be planted in tree grates within the parking lane (between on-street parking stalls) to reduce heat glare, provide more room for the canopy, and avoid sidewalk damage.
8. Benches, bicycle racks, and decorative plant materials are encouraged.
9. Decorative street lights should be located along all streets in accordance with District-Wide guidelines for lighting. The design of street poles and luminaires should complement adjacent architecture, and may embrace nautical elements and details.



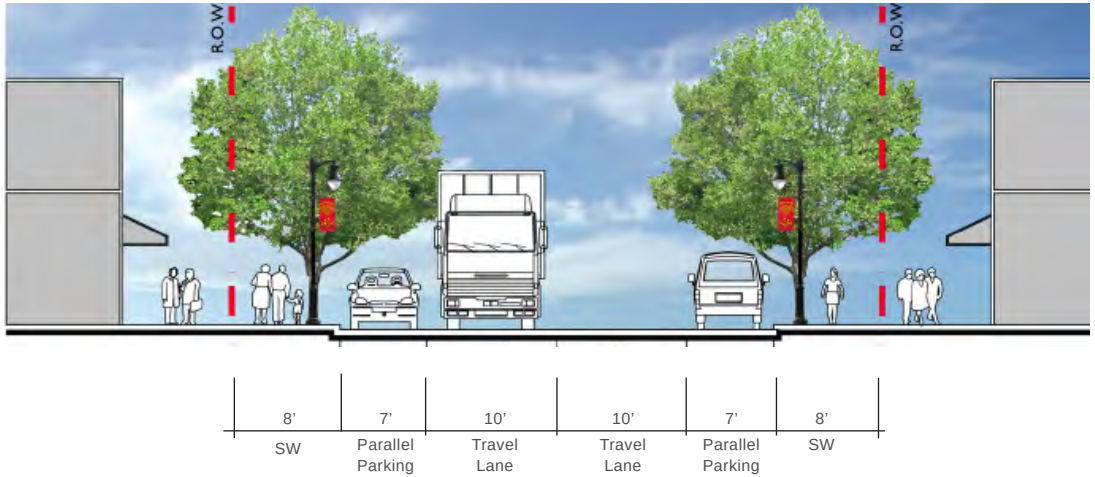
New Neighborhood Street Guidelines - Residential Frontage



New Neighborhood Street Guidelines - Mixed-use / retail frontage

B. Waterfront Access Streets

North of Blanding Avenue, streets should be extended toward the estuary where feasible to enhance public access to the water's edge.



Guidelines

1. See adjacent diagrams for recommended dimensions.
2. Two travel lanes should have on-street angled parking on the east side and parallel parking on the west side.
3. Trees should be planted 3 feet from the back-of-curb no more than 30 feet on-center.
4. Trees should be planted in tree wells or in flush-mounted grates.
5. Trees should be fast-growing and deciduous to achieve a high canopy and be maintained to provide shade while not obstructing views to the estuary.
6. Up-lighting of street trees within the plaza is encouraged to increase motorist and pedestrian safety.

6.2.A.4 Pedestrian Promenade

New public and private development throughout the North Park Street Waterfront should incorporate a pedestrian promenade to increase pedestrian access to the water's edge. The following guidelines are provided to guide promenade development.

Guidelines

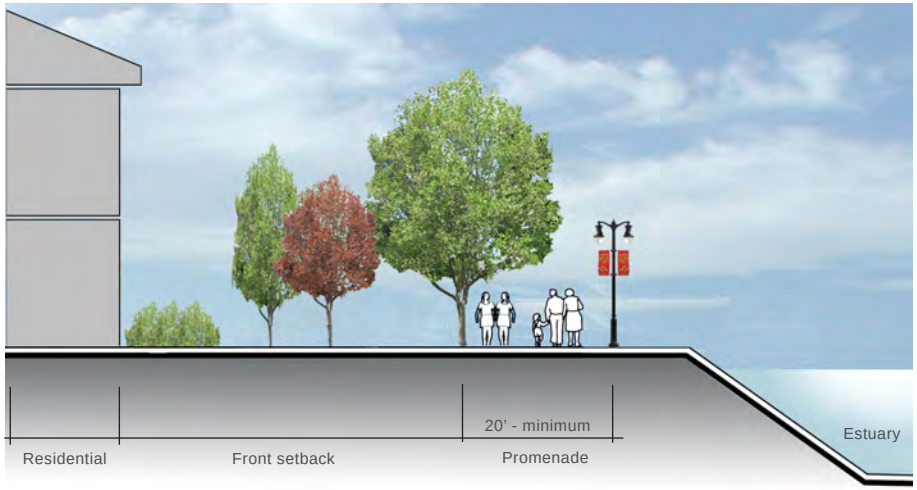
1. Minimum promenade width should be 20 feet.
2. The promenade should be accessible from adjacent public rights-of-way including sidewalks along Everett and Oak Streets.
3. The promenade should connect to nearby open spaces and to promenade segments on adjacent parcels.
4. Paving should consist of high quality decorative materials including scored and colored concrete, bricks, or concrete unit-pavers.
5. Pedestrian-scale decorative lighting should be incorporated to enhance safety and increase overall attractiveness to residents, employees and visitors.
6. Seating should be incorporated along the promenade using free-standing benches or custom seats integrated into wall elements.
7. Site furnishings that support pedestrian comfort such as water fountains and bicycle racks are encouraged.
8. Fast growing deciduous trees should be located along the pedestrian promenade at a maximum spacing of 40 feet on-center.

Promenade adjacent to live-work buildings. Decorative lights and palm trees create a dramatic edge to this mixed-use waterfront.

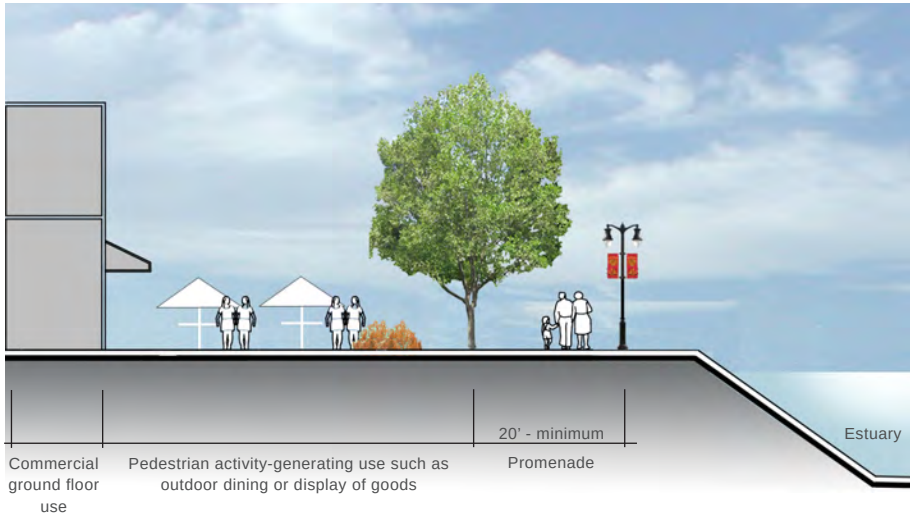
Decorative street lights, benches, and railing are designed in harmony.

Neighborhood street is shared among pedestrians and autos adjacent to the promenade.

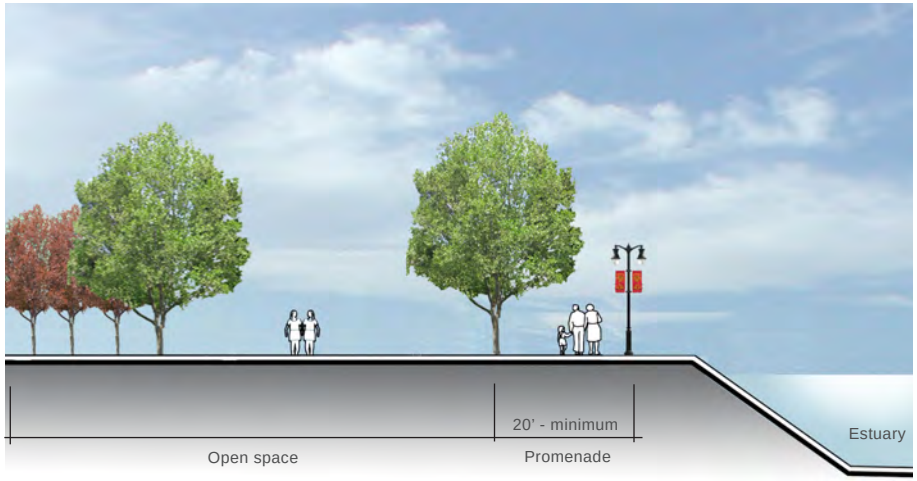
Commercial uses front onto a pedestrian promenade. A gangway provides access to an adjacent marina.



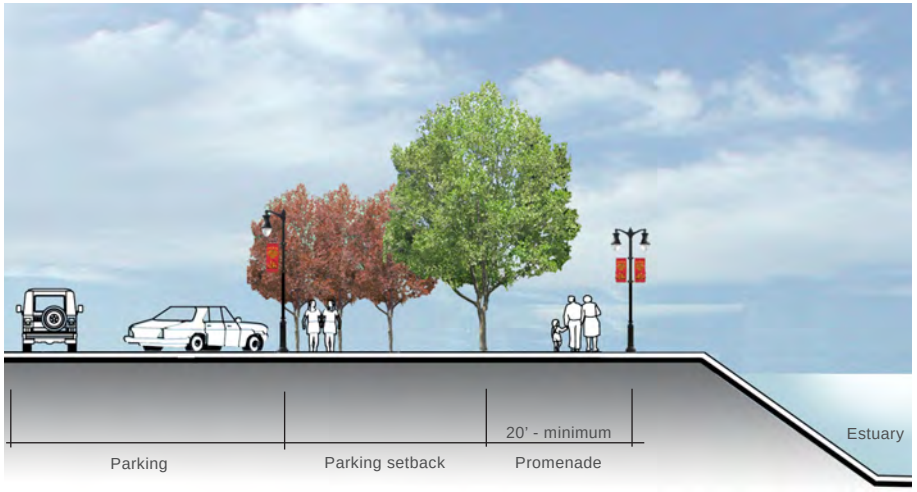
Promenade Concept - Residential or Workplace Frontage



Promenade Concept - Commercial Frontage



Promenade Concept - Open Space Frontage



Promenade Concept - Parking frontage

6.2.A.5 Waterfront Architecture

New building architecture in the North Park Street Waterfront shall be in accordance with Section 4.2 *Architectural Standards and Guidelines for All Buildings*. The following guidelines are provided to encourage building design to embrace elements of contemporary waterfront architecture and to celebrate the site's proximity to the estuary.

Guidelines

1. Building materials may incorporate wood siding.
2. Primary colors may include light hues of blue, grey, white, cream, slate, and tan. Trim colors should be white, or pale hues of beige, tan, grey or blue.
3. Roofs may be gabled and may contain dormers and hips.
4. A cupola or tower volume may have faceted walls forming a hexagon or octagon.
5. Towers may contain small 'look-out' windows and may have a pyramidal or domed roof.
6. Ground floor windows should be large and utilize light colored mullions between clear glass panes.
7. Upper story windows should be multi-paned.