

## DRAFT REVISED URBAN DESIGN POLICY LANGUAGE

The following are proposed edits to Chapter 3 of the existing North Bayshore Precise Plan Public Draft.

### Principles #7, #10, #11

**Principle #7: Use architectural details and building materials to create visual interest and high-quality buildings**  
**Distinguish North Bayshore as a unique, urban district through architecture and building design**

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#### **Guidelines:**

**7a. Use b**Building architecture and frontage design ~~should to~~ express a building's function, provide interior spaces with natural light and views, and project the image of North Bayshore as a unique, sustainable urban place.

**7b. Design b**Buildings ~~should include with~~ a variety of design details and materials to create distinctive architecture, such as changes in height, building shapes, window forms, color, location of entries, and projections to create visual interest and variety.

**7c. Compose** ~~The composition of~~ windows, bays, balconies and other architectural elements on building facades ~~should to~~ reinforce the identity of each building and its use.

**7d. Include h**High-quality materials, design details, and color ~~are encouraged~~ to enhance the building base and ground-floor space and entrances.

**7f. Differentiate** ~~When~~ multiple buildings ~~are developed~~ on a single block or parcel, ~~each building should be differentiated~~ through site design, building massing and design, and building materials and finishes.

**7e. Use b**Building materials and finishes ~~should to~~ express a sense of permanence and durability.

**7g. Encourage building variety within** ~~Within~~ a block, ~~building variety is encouraged~~ while maintaining a consistent streetwall and frontage.

**NEW 7h. Design all building facades considering the composition and architectural expression of the building as whole to support North Bayshore's urban vision.**

**NEW 7i. Employ iconic and memorable building designs, particularly on larger non-residential properties.**

**NEW 7j. Design building massing and architecture to reflect the simpler, more urban building forms of North Bayshore.**

**NEW 7k. Use building organization and construction to derive their scale and articulation rather than surface ornamentation.**

**NEW 7l. Render buildings in fine, permanent materials, such as masonry, concrete, steel, glass, and metals with elegant detailing that reinforces the architectural character and is sustainable over time.**

NEW 7m. Convey façade articulation through the strength, depth, and permanence of building materials. Thinner cladding materials, such as stucco, masonry veneers, and wood or simulated wood may be used when finished to appear as durable and authentic of the materials they simulate.

NEW 7n. Articulate residential building façades with smaller-scale increments than office building facades. Use windows, balconies, and bays for residential buildings to reflect the scale of residential rooms rather than open office floors. Taller residential buildings should have less building façade increments than mid-rise residential buildings.

NEW 7o. Integrate balconies with a building's massing to generate simple, urban facades. Balconies should employ high-quality materials, design and detailing, including on their underside.

NEW 7p. Use visual and physical design cues within a building's design and entries to emphasize pedestrian and bicycle connections to public and natural spaces such as parks, greenways, trails, and open space.

NEW 7q. Illuminate street frontages of buildings with a focus on pedestrian safety and comfort.

**NEW Principle #10:** Design sites and buildings adjacent to natural open areas to reflect the unique natural setting and ecosystem of North Bayshore.

**Guidelines:**

NEW 10a. Respect and enhance key natural areas such as creeks, plant and animal habitat, and open spaces when altering buildings or designing new buildings.

NEW 10b. Design site and buildings adjacent to natural areas with transparent design elements, including transitional landscapes.

NEW 10c. Design sites with pedestrian and visual connections to natural areas where appropriate.

NEW 10d. Use native plants in landscaped areas to support local plant and animal species.

NEW 10e. Design buildings with bird-safe strategies and design treatments to help reduce bird collisions.

**NEW Principle #11:** Integrate sustainable building design and technologies to generate highly sustainable urban neighborhoods.

**Guidelines:**

NEW 11a. Utilize building technologies and strategies such as solar roofs, green roofs, recycled water and wastewater systems, and transit, bicycle, and pedestrian facilities to help the district become highly sustainable over time.

## DRAFT REVISED URBAN DESIGN POLICY LANGUAGE

### Principles #1 – 6, #8, #9

#### **Principle #1: Develop a connected network of pedestrian-oriented blocks and streets**

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A new grid pattern should be overlaid onto existing streets and blocks to create a fine-grained network of human-scale streets that encourages walking and bicycling. This block structure places services, retail, and recreational activities within a short distance of new homes and jobs.

#### **Guidelines:**

**1a.** Existing large block pattern in North Bayshore with complete neighborhood boundary.

**1b.** Create ~~small blocks~~ ~~sizes should be small enough~~ to ~~create~~ allow frequent intersections and encourage walking and bicycling. ~~Space Typically~~ intersections ~~should be spaced, in general,~~ at least every 400 feet.

**1c.** ~~Enhance Mid-block paseos~~ ~~enhance~~ pedestrian connections to destinations with mid-block paseos.

**1d.** ~~Front paseos with active~~ ~~Active~~ ground floors. ~~should front paseos.~~

**1e.** ~~Adjust the~~ ~~The~~ layout and size of blocks ~~may be adjusted~~ to the size of proposed development and ~~should to~~ integrate with the surrounding block plan.

**1f.** ~~Align new~~ ~~New~~ streets and Greenways ~~should align~~ across existing rights-of-way with safe and convenient crossings.

## **Principle #2: Create high-quality public frontages**

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The public frontage is the area between the street curb and the back of the sidewalk or cycletrack, and is important to facilitate pedestrian activity and access to sites and buildings. It includes landscape planting strips, street lighting, street trees, and sidewalks, and off-street cycle tracks. The area serves as an important component of the mobility system where people gather and socialize.

### **Guidelines:**

2a. Place sStreet trees, ~~and~~ furniture, and sidewalks ~~design should to~~ help maintain and reinforce pedestrian scale.

2b. Landscape bBuilding setback areas ~~should be landscaped using design strategies that to~~ improve the pedestrian environment.

2c. Design pPublic frontages ~~should to~~ meet the street type standards in the Mobility Chapter (See Section 6.3) ‘

2d. Allow encroachments into public frontage areas for sSeating for active uses such as a restaurant or cafe area. ~~may encroach into the public frontage area.~~

### **Principle #3: ~~Front~~ Orient buildings toward streets and shared open spaces**

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New buildings should be located close to the street to create a vibrant and pedestrian-oriented street. Buildings should create a continuous streetwall that defines the edge of the public frontage (sidewalk, landscape area, and street) and helps to establish “outdoor rooms.” The streetwall should be predominately 45 feet to 65 feet in height.

#### **Guidelines:**

- 3a. Place ~~b~~Buildings ~~should be placed~~ close to the street within Complete Neighborhood areas to create a streetwall and define the edge of the public space.
- 3b. Allow ~~B~~buildings within the General and Edge Areas outside complete neighborhood areas ~~are permitted~~ greater setbacks to create a more landscaped, campus-like look and feel.
- 3c. Use ~~b~~Breaks in the streetwall for entry to courtyards, buildings, and mid-block pedestrian paseos and Green Ways ~~may be acceptable as long as the overall sense of an “outdoor room” is maintained~~. Some break locations may include larger setbacks to provide additional open space.

## **Principle #4: Vary building massing to shape space and enhance building and neighborhood character**

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Building massing breaks should articulate the building as a series of clear masses with a range of depth, width, and height. Massing changes may be used to ensure transitions between buildings and adjacent lots, accentuate neighborhood character, and help define public and private spaces. New buildings and building heights should vary across North Bayshore to create visual interest and break up the scale of development while contributing to an area's overall streetwall form.

### **Guidelines:**

**4a.** Use ~~B~~ buildings to help form open spaces and are compatible in scale with adjacent buildings.

**4b.** Express ~~R~~ residential building mass ~~should be typically expressed by~~ through unit-sized vertical increments. Office building mass should be typically expressed by clean horizontal massing.

**4c.** Accentuate vertical massing of ~~r~~ Residential buildings ~~may accentuate vertical massing~~ with smaller scale vertically-oriented elements, emphasizing their height and access to light and views while providing a clearly residential building scale and character.

**4d.** Vary building height ~~should vary~~ to create visual interest while maintaining the streetwall.

**4e.** Design ~~o~~ Office buildings ~~may have with~~ simpler massing, ~~including with~~ relatively large unbroken façades, horizontally-oriented proportions, and repetitive fenestration.

**4f.** Design ~~b~~ Building massing ~~may be used~~ to create private, semi-private, and semi-public spaces in residential and office ground-floor court yards, dining forecourts, paseos, and other public spaces.

**4g.** ~~Tall buildings should~~ ~~m~~ Mark prominent locations with tall buildings within the area, reinforcing key public open spaces, pedestrian and retail activity areas, and major intersections and transit routes.

**4h.** Integrate ~~h~~ High-rise residential building forms, above 95 feet, ~~should be integrated~~ into the design of the structure through massing, materials, and detailing to ensure the high-rise form is connected to the building base or podium.

**4i.** Design ~~u~~ Upper stories ~~should be designed~~ to be slender and graceful in form to reduce their visual appearance of bulk and mass. Upper-story building design strategies may include, but are not limited to, front stepbacks, horizontal and/or vertical articulation, building base or podium designs emphasizing human-scale features, and other design strategies. Stepbacks over the building base or podium should balance massing reduction objectives with creating a strong upper-story street presence.

**Principle #5: Integrate frontage design and ground floor uses to generate Active ground floor frontages.**

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Buildings should orient active frontages to public spaces. This helps define vibrant and human-scale public areas, which is critical to pedestrian activity, transit accessibility, and generating street life. Building frontage is the entire space between the public sidewalk and the building, including any low walls, stairs, ramps, building entries, landscaping, and the face of the building itself. The building frontage should be designed to clearly communicate the use of the ground floor, and whether it is open to the public or only to employees or residents.

**Guidelines:**

**Active Uses.** Locating active uses on the ground floor of buildings that face public spaces helps create attractive and interesting streetscapes.

5a. Orient visible entries on ~~g~~Ground-floor fl—residential units ~~are strongly encouraged~~ to orient visible entries so they face streets, sidewalks, open spaces, and/or greenways.

~~5b. Locate and orient~~ ~~Where ground floor dwelling units are not provided,~~ active non-residential uses ~~should be located and oriented~~ to public areas when ground floor dwelling units are not provided. Example of active non-residential uses include community spaces, common areas, cafes, restaurants, retail, personal services, salons, gyms, grocery stores, banks, and pharmacies. Transparent retail shopfronts should be used in areas where active, pedestrian-oriented frontages are encouraged or required.

5c. ~~To enliven public areas, o~~Outdoor dining areas are encouraged and may be permitted in the public right-of-way (i.e. sidewalk areas) ~~to enliven public areas~~. Outdoor dining areas should keep building entrances clear and unimpeded for building access.

**Setback areas.** Setback areas allow a comfortable transition ~~-space~~ between the ground-floor interior of ~~-a -building-~~ and the street. Setback areas should be— designed to be comfortable for people, and should include outdoor seating and dining areas, pedestrian access to front doors, and well-landscaped areas to allow for social interaction.

5d. Design ~~r~~Residential entries from the sidewalk may have with stoops, porches, dooryards, and landscaping to provide a transition space between the sidewalk and private units within the setback area.

~~5e. Create private areas while enhancing adjacent public areas for office and R&D uses may by using use~~ low walls and landscaping ~~to create areas of privacy while also enhancing adjacent public areas.~~

~~5f. Activate the street with outdoor dining areas, which may be permitted within the setback area. Outdoor dining areas may be permitted in the setback area to activate the street.~~



**Transparency and privacy.** Buildings should maintain a high degree of transparency to maximize the visual connection to the street by providing clear and unobstructed windows, doors, and other openings. Street-level glazing should be clear. Design techniques may be used to create an appropriate degree of privacy for ground floor residences and office spaces.

**5g. Design r** Retail shopfronts ~~should have with~~ relatively large, transparent first floor windows tall enough to provide adequate view into ground-floor spaces. Retail shopfront glass should be transparent.

**5h. In ground floor residential spaces, Front** common rooms ~~should front to~~ the street, and include ample openings (doors and windows) which face the street, in ground-floor residential spaces. Private frontages such as stoops, door yards, and terraces can increase the privacy of these spaces.

**Building entries.** Building entries reinforce building character, increase visual interest, break up massing, and provide inviting entrances into buildings and residential units. Primary building entrances should be spaced to encourage access by pedestrians and oriented towards primary or retail streets. Building access should be calibrated to land use and building activities. The primary entrance to each street or ground-level tenant space along a public street should be provided from that street.

**5i. Orient r** Retail shops and restaurants ~~should to~~ have direct access from the sidewalk. Shopfront entrances should be easily recognizable from office and residential entrances, using design techniques such as transparency, awnings, and changes in color. Primary entrances should meet the sidewalk at grade.

**5k. Orient** ~~Direct access to~~ residential units with direct access from to the sidewalk, ~~is strongly encouraged~~. Residential entries should be frequent with entry doors facing the street, and may include stoops, porches, and dooryards to create a fine-grained pedestrian-oriented street.

5j. Access to offices will typically be accessed through a circulation system of lobbies, hallways, stairs and elevators. Primary office entrances should meet the sidewalk at grade.

5l. **Shelter r** Residential entries ~~should be sheltered~~ from the rain and wind and include an entry light.

~~Residential buildings may p~~ **5m. Provide unit access** for residential buildings with shared entries, hallways, stairs, and elevators from prominent lobbies facing the street.

**Principle #6:** Articulate building facades to create human-scale buildings ~~that emphasize the uniqueness of North Bayshore~~

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**Guidelines:**

6a. Design buildings ~~should be designed~~ with a defined base; middle or body; and a top, cornice or parapet cap. Building ground floors should provide a solid base and strong frontage design, anchoring it to its lot. The middle floors should provide well-proportioned sets of windows and other elements framed within the building's top and bottom. The cornice or top of the building should provide a strong architectural termination and add visual interest, and in some cases include roof terraces or upper floor balconies.

6b. Design all building facades ~~should be designed~~ to a human-scale with well-defined ground floors on the building base (or podium) with pedestrian-scale details and design elements, such as shopfronts, stoops, entries, courtyards, and windows that add visual interest and comfort to pedestrians.

6c. Design the first three floors of buildings to engage the pedestrian and support and active street—upper floor balconies, bays, and windows overlooking the street are recommended.

6d. Articulate upper floors of tall buildings to project a strong profile. Where appropriate, include upper floor balconies, terraces, and roof gardens.

**Principle #8:** Design corner buildings to emphasize an entry, shape a public space, or provide a unique building image

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**Guidelines:**

~~8a. "Hold the building corner" by placing a building façade within the build-to area at the block corner for a distance of at least 50 feet from the corner, and by providing distinctive building elements or other treatments. Each corner building should hold the corner of the parcel by placing a building façade within the build-to area at the block corner for a distance of at least 50 feet from the corner, and by providing distinctive building elements or other treatments.~~

8b. ~~Building corners should~~ Include special design features on building corners, such as taller or shorter building elements, tower features or architectural details and materials, including unique shapes for entrances.

8c. ~~Buildings may be s~~ Setback or recess buildings ed at a corner~~s~~ to create a plaza. ~~should be designed~~ with equivalent architectural detail and material-s.

8d. Design a Adjoining façades

**Principle #9:** Create high-quality on-site open space

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On-site open space is a key element to reshape the character of North Bayshore. An appropriate amount of usable open space area should be provided within a site's open area based on the proposed building intensity, site design and expected number of residents, employees, and visitors. Open space should be visually integrated within the overall design and architectural character of the project. ~~Spaces should be centrally focused, including near building entrances and along pedestrian paths between buildings. Active open spaces are encouraged along portions of building frontages for outdoor gathering, working, shopping and dining, with amenities such as bicycle storage, seating, and other furnishings to support the outdoor area. Open space areas should also meet the following principles:~~

**Guidelines:**

9a. Provide both shaded and unshaded areas, adequate lighting for nighttime use and security. ~~Include, and~~ well-designed seating options, including seat walls, planter ledges, benches, moveable seating, fixed seating and seating steps.

9b. Integrate open space with the landscaping/open areas of the site. Include landscaping in ~~Open~~ open spaces on rooftops or upper-levels. ~~should include landscaping. Spaces should be landscaped according to Precise Plan standards and guidelines for landscaping and water use.~~

9c. Allow a clear distinction between public, semi-public, and private open space areas to preserve security and privacy.

Define ~~More~~ more private spaces ~~may be defined~~ using planting beds, trellises, arcades, seating areas, and low landscape walls, and where appropriate attractively designed security fencing and gates. ~~Public open space is strongly encouraged.~~

9d. Combine open spaces for multiple projects into a single open space area if the combined open spaces remain accessible to all residents, employees, and visitors.

9e. Design ~~o~~On-site open space for non-residential projects ~~should be designed~~ as plazas, courtyards, parks, forecourts, community gardens, and other open spaces for pedestrian and bicycle circulation and outdoor gatherings.

9f. Include ~~o~~On-site open space for residential projects ~~should with be~~ a combination of private balconies, enclosed common courtyards, rooftop and podium level grades, decks, terraces, plazas, pedestrian mews, larger publicly- accessible open spaces, or recreational facilities.

9g. Create ~~o~~On-site open space ~~that are should be~~ visible from adjacent streets and/or building and ~~should be~~ at the same level as the public sidewalk.

9h. Connect ~~B~~ buildings ~~should be connected with by~~ a well-landscaped network that complements surrounding public and private open space.

9i. Shape on-site open space areas with ~~B~~ buildings. ~~massing can be used to shape~~ on-site open space areas

9j. Locate open spaces in central areas of a site, including near building entrances and along pedestrian and bike paths between buildings.

9k. Design active open spaces along portions of building frontages for outdoor gathering, working, shopping, and dining.

9l. Include amenities in open space such as bicycle parking, seating, and other furnishings.

9m. Use landscaping to help define open space areas so they are comfortable and attractive for people

