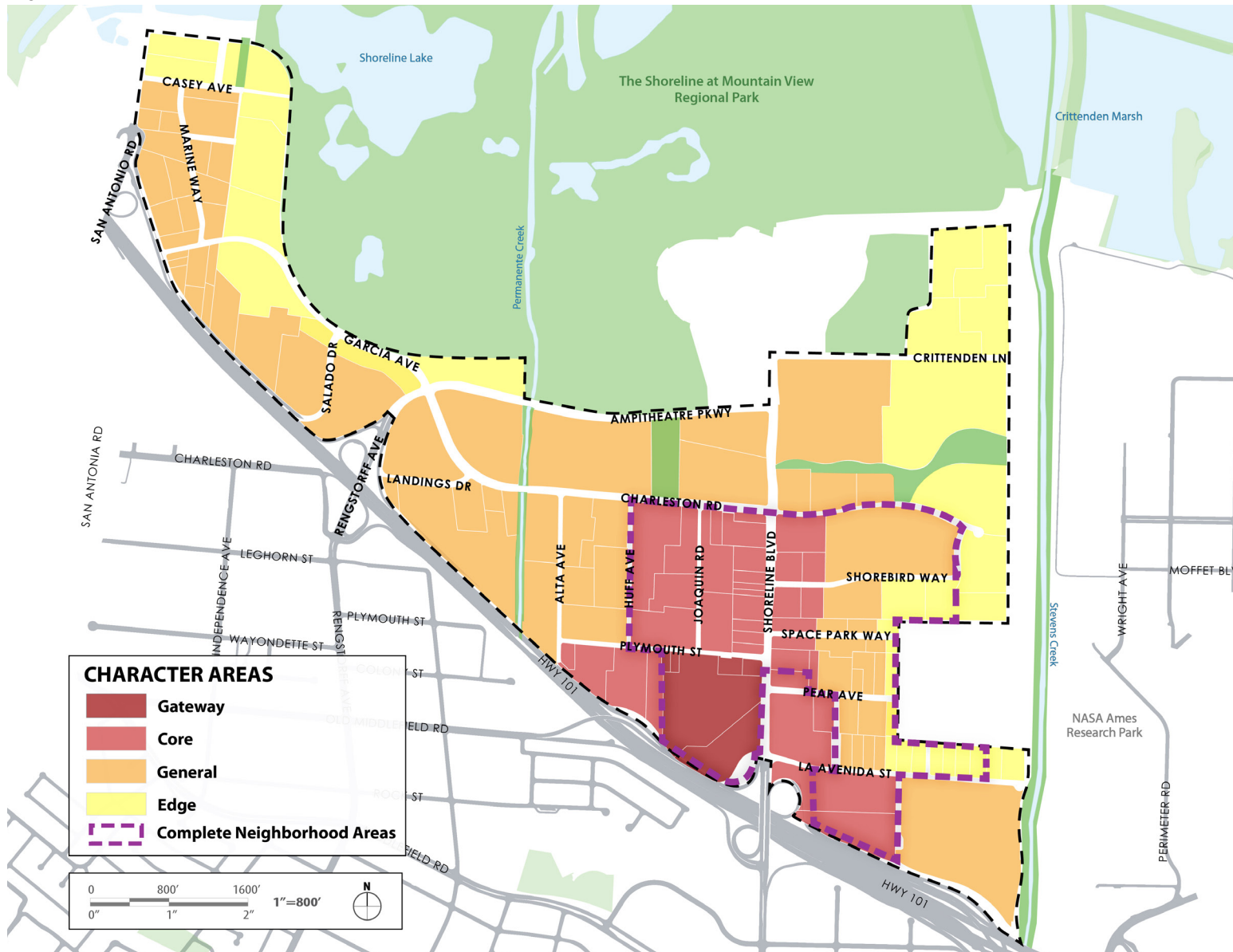


Figure 7: Character Areas





*Active ground floor retail uses.*



*High-quality pedestrian-oriented blocks.*



*Mixed-use buildings with ground-floor retail.*

## Gateway Character Area

The Gateway Character Area is envisioned as a mixed-use urban center, and is located within the Joaquin Neighborhood. The area supports a broad range of office, residential, entertainment, retail, restaurant, service, and hotel uses. The Gateway Character Area allows the highest intensities and greatest building heights in North Bayshore. It will become more walkable with inter-connected blocks and new pedestrian and bicycle connections to surrounding neighborhoods and Shoreline Boulevard. New buildings will include minimal setbacks, active ground floor retail uses, and human-scale, pedestrian-oriented frontages. Parking will be accommodated in structures that are well-screened from public view.



*A variety of different building types provide space for a range of uses.*

## Core Character Area

The Core Character Area is similar in character to the Gateway Area but lower in non-residential intensity. Development will be focused near high-frequency transit – both public and private – to support the Plan’s single-occupancy vehicle target. The Core Character Area is located within portions of all three complete neighborhood areas. New residential uses within the Core Area may include ground-floor services and retail. Sites will also include office and research and development (R&D) uses.

Over time, the Core’s finer-grained blocks with new Neighborhood Streets, Service Streets, and bicycle and pedestrian connections will result in a more pedestrian-oriented environment. Buildings will contribute to this transformed environment with smaller setbacks and active ground-floor frontages integrated with adjacent public streets. Massing is located towards the front of the site.



*Different building types and sizes are accommodated on smaller blocks.*



*Mixed-use buildings provide office and residential above ground floor commercial.*



*Wide sidewalks and active ground floor uses along Shoreline Boulevard and central open space.*



*High-intensity residential buildings mark prominent locations.*





*Housing with a common open space.*



*Green Ways connect office uses and break up larger blocks.*



*Landscaping with passive recreation areas.*

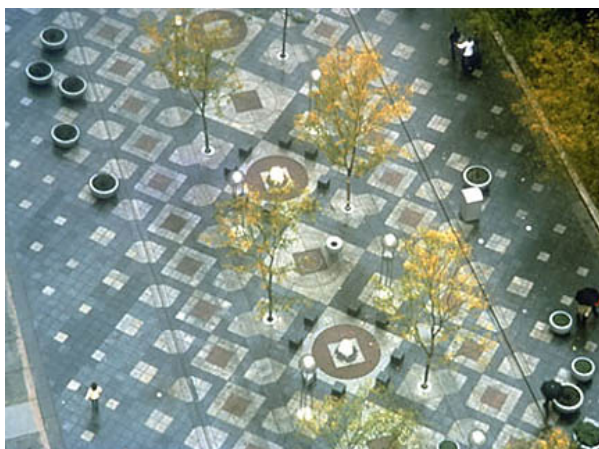
## General Character Area

Within the Complete Neighborhood areas, the General Character Area will accommodate mixed-used development with building forms and character similar to the Core Area. New development will include mixed-use buildings, office and R&D buildings, and residential-only buildings, along with new shared and public open spaces. Buildings will be organized within new smaller blocks, close to and oriented to walkable streets with active ground-floors. New Neighborhood Streets, Service Streets, and bicycle and pedestrian connections will help break up the large existing blocks, improve access, and connect to a fine-grained, multimodal transportation network. Parking will be well screened from public spaces and located in structures.



*Buildings are set within a campus-like environment.*

Outside of the Complete Neighborhood areas, the General Character Area is envisioned as an employment-focused area with a more campus-like environment than the Core and Gateway Areas. New public streets will be inserted in select locations to break up larger blocks, and create a finer-grained network of pedestrian and bicycle connections. Blocks and building footprints may be larger than in the Core Area, since the larger blocks will be more walkable and well-connected to transit by the network of internal campus quads and walkways. Building frontages will reinforce the area's human-scale environment, with varied setbacks and frontages activated by building entries and access to landscaped outdoor spaces for walking, working, socializing, and relaxing. Buildings have deeper setbacks than the Core Area, and buildings have a variety of office and landscape frontages. Parking will be well screened from public spaces, primarily located in structures but also in well-landscaped, sustainable surface parking lots.



*Example of well-landscaped outdoor space.*



*Examples of a parking structure lined with vertical landscaping.*



*Overhead solar panels provide covered parking and contribute to local sustainability efforts.*





*Generous landscaped areas.*



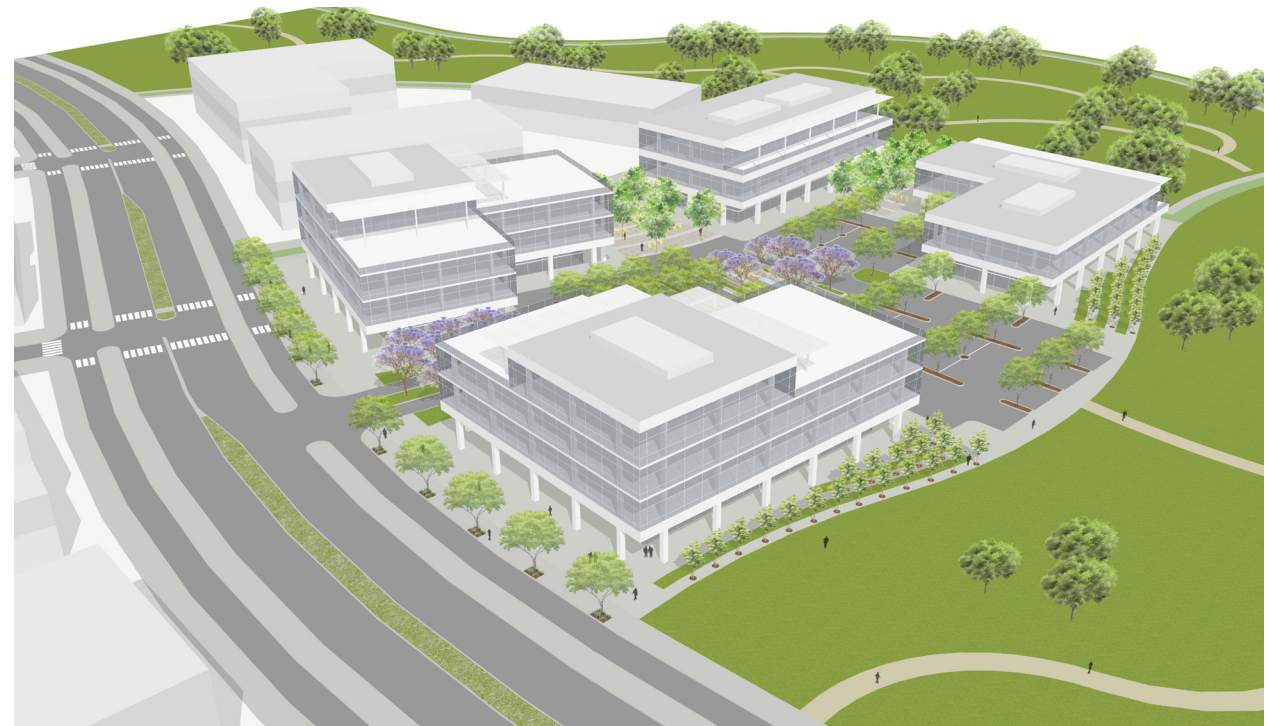
*Buildings designed around a common open space.*



*Well-landscaped office buildings.*

## Edge Character Area

The Edge Area will maintain a campus character compatible with adjacent natural open space areas and existing residential uses. Buildings will be set back from the area's edge to provide more landscaping adjacent to sensitive habitat areas. The Edge Area permits lower development intensities than the other character areas. Surface parking is allowed in the Edge Area but requires setbacks from natural areas adjacent to the Habitat Overlay Zone (see Chapter 5).



*Office buildings are compatible with adjacent natural areas.*