



## **North Hollis Area Urban Design Program**

APRIL 2002



# North Hollis Area Urban Design Program

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*Prepared for the City of Emeryville by ROMA Design Group*

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*Aerial view of Doyle Street and project area from the south.*



## INTRODUCTION

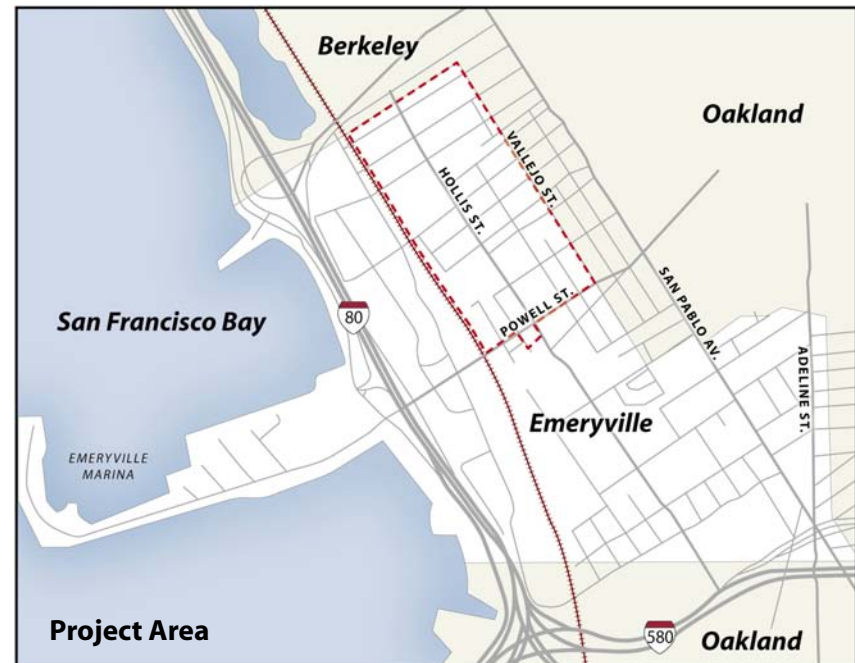
The North Hollis area within the City of Emeryville is a diverse and dynamic mixed-use neighborhood. The area, bounded by the City of Oakland on the east, the City of Berkeley on the north; the Union Pacific rail tracks on the west and Powell Street on the south, includes a complete spectrum of land uses from single family homes in the Doyle Street neighborhood, to light and general industrial businesses north of 65th Street along the rail tracks. Over the past few years, the area has experienced significant change, with many warehousing and industrial uses converting to office and residential use. The result has created exciting new opportunities for the area to resolve longstanding issues of incompatible land uses, to address key circulation issues, to create an enhanced pedestrian environment, and to establish new open spaces to serve residents and employees.

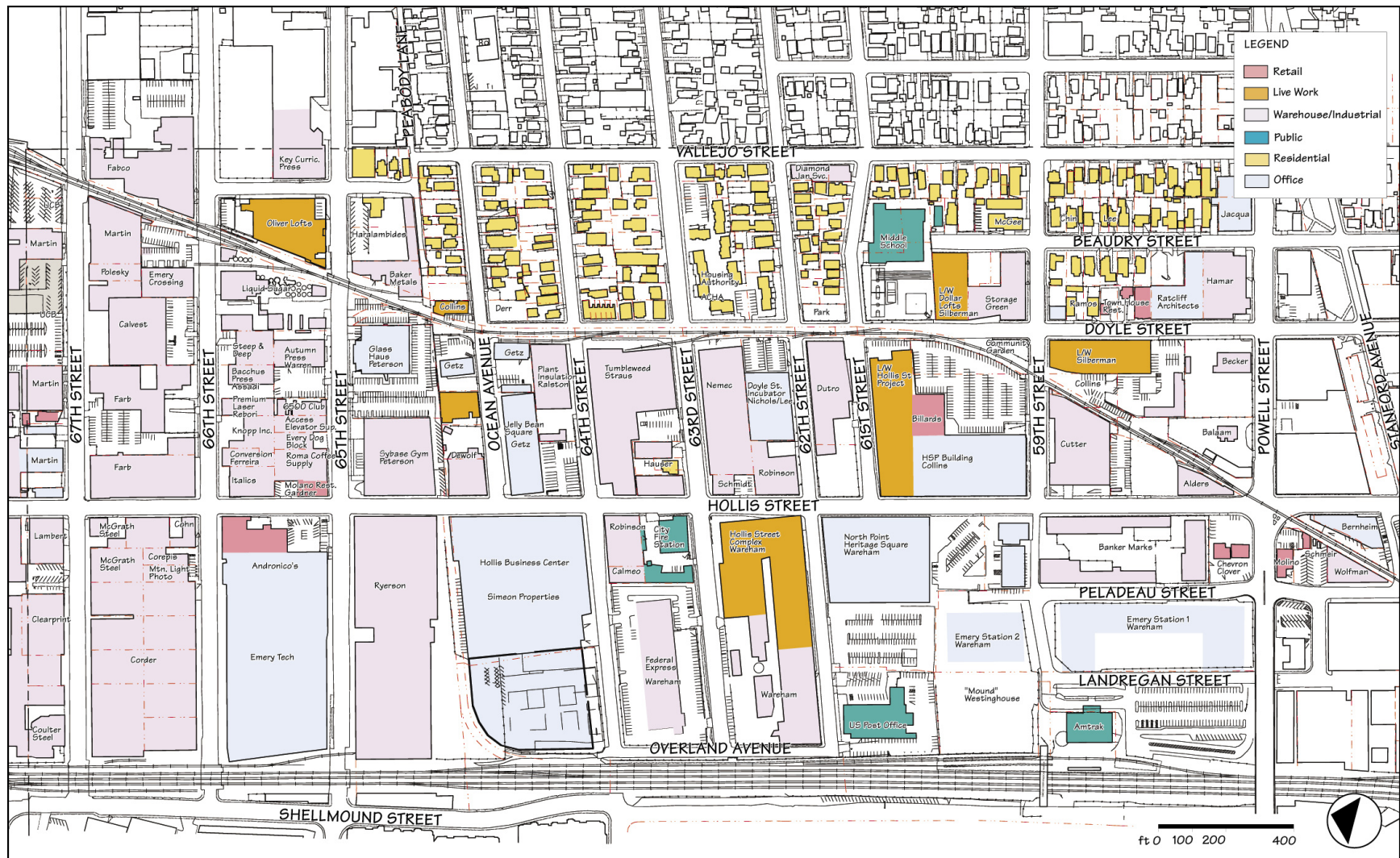
The closure of Liquid Sugars in 2001 and the abandonment of the associated freight rail tracks along Doyle Street and the area north of Ocean Avenue has provided a major impetus for the preparation of this Urban Design Program. The City Council in response to the Doyle Street neighborhood, recognized the significant potential for the rail corridor and for Doyle Street to be transformed into a “Greenway” that would provide a more amenable environment for the neighborhood, and an attractive corridor for pedestrians and bicyclists. For many years Doyle Street has represented a “dividing line” separating the industrial and commercial uses of the area from the residential neighborhood. With the transformation of many of the industrial uses to commercial and residential use, and with the abandonment of the rail tracks, the City of Emeryville wishes to

remove this barrier, and create a corridor that brings the district together, and in so doing enhance the livability and viability of the area as a vital part of the community.

The goals of the Urban Design Program are twofold:

- *Guide change within the area in a way that assures the creation of a vibrant mixed-use district with an enhanced quality of life for all.*
- *Create a pedestrian/bicycle friendly environment along Doyle Street, and an exclusive greenway along the abandoned rail right-of-way north of Ocean Avenue and south of 59th Street, that can serve as an amenity for both residents and employees of the area.*





**Existing Land Uses/Ownership**

The Urban Design Program has been developed over a period of eighteen months in close collaboration with the Doyle Street neighborhood, and with the principal stakeholders of the area including local businesses and property owners, and policy makers. A series of stakeholder interviews were conducted during the summer of 2000, followed by several community-wide workshops and focused work sessions with neighborhood representatives. A preliminary plan and alternative concepts were presented to the Planning Commission and to the City Council in the spring of 2001, where the overall goals and objectives for the area were confirmed, and where specific design direction for the Greenway was provided.

The Urban Design Program has incorporated this input, and has strived to reflect and balance the multiple objectives expressed by the stakeholder groups. The document is organized around the major objectives for the area as follows:

**Land Use:** Promote a mixture of uses that complement the existing residential neighborhood and that reduce conflicts.

**Circulation:** Discourage through-movement of traffic, and balance the need for vehicular access with other modes including improved pedestrian and bicycle circulation and transit service.

**Parking:** Provide sufficient parking for new and existing uses, ensuring that adequate public parking will continue to exist for residents.

**Doyle Street Greenway:** Improve the Doyle Street corridor and acquire the abandoned rail rights-of-way north of Ocean Avenue and

south of 59th Street to provide continuous pedestrian and bicycle circulation and a sequence of community-serving open spaces.

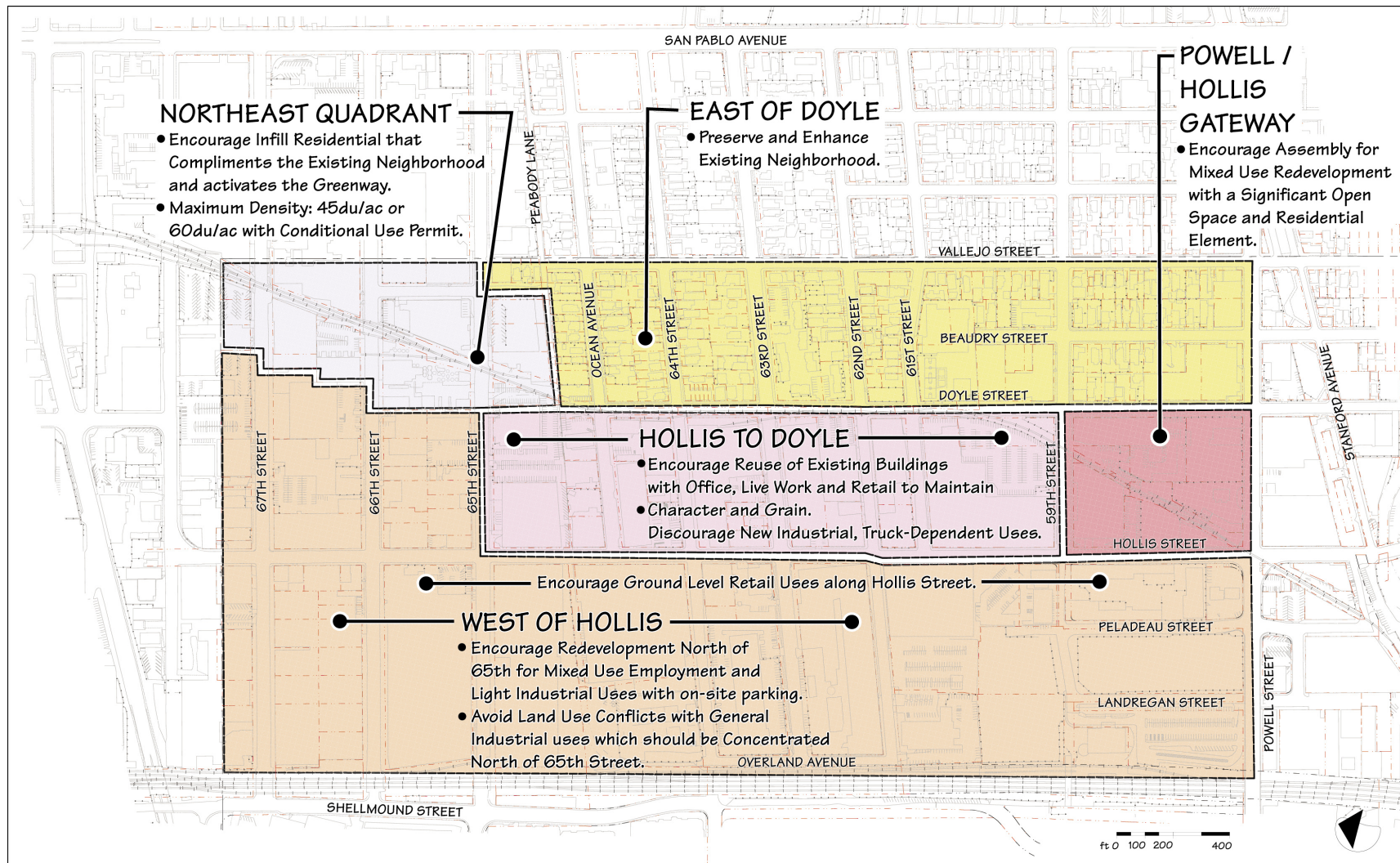
**Implementation:** Provide for the phased implementation of improvements along the Doyle Street corridor, and amend existing plans and policies to provide for implementation of the North Hollis Urban Design Program.

**Urban Design:** Guide private development in a way that reinforces and enhances the form and character of the North Hollis area, and which is complementary with the pedestrian improvements envisioned for the area.



*Community Workshop - Fall 2000*





## Land Use Plan



## LAND USE

***Promote a mixture of uses that complement the existing residential neighborhood and that reduce conflicts.***

Over the past few years the North Hollis area has undergone a significant transformation with many warehousing and industrial uses converting to residential, commercial, and live-work uses. These changes have created an exciting opportunity to promote a diverse mixed-use urban neighborhood, by reducing some of the serious land use conflicts that have undermined the livability and attractiveness of the area, while supporting the unique diversity of activity within the area. The following land use policies are recommended for the area:

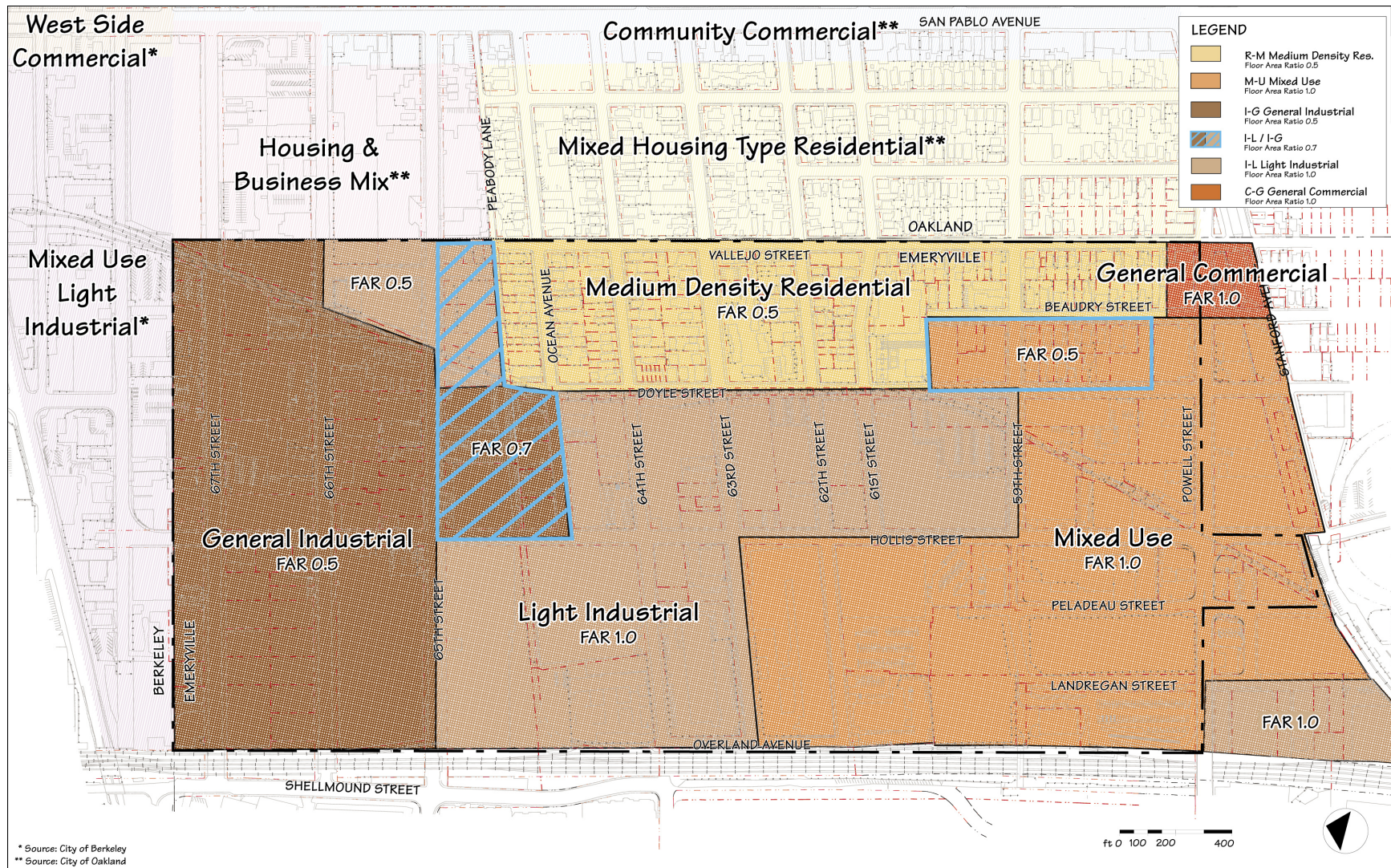
- ***East of Doyle Street:*** Preserve and enhance the livability of the existing neighborhood. Encourage sensitive infill development that respects the predominantly single-family/duplex character and scale of the neighborhood.
- ***Hollis to Doyle Street (59th to 66th Streets):*** Encourage reuse of existing buildings with office, live-work and commercial uses to maintain the fine-grained character of these blocks. Discourage new industrial uses that are truck-dependent in order to reduce conflicts with the adjacent neighborhood. For industrial uses that remain develop a program that mitigates ongoing conflicts. Create a public park on the block bounded by Doyle, 61st, Hollis and 62nd Streets that can serve the growing number of residents and employees and the adjacent Doyle Street neighborhood.

- ***Northeast Quadrant (Properties fronting the Greenway):*** Encourage infill residential uses that complement the existing Doyle Street neighborhood and that create an active edge to the Greenway.
- ***West of Hollis Street and North of 65th Street:*** Encourage redevelopment of large industrial and warehousing sites for employment and light industrial uses; allow general industrial uses north of 65th Street but discourage uses that create incompatibilities with residential or employment uses. Ensure that all uses provide adequate on-site parking. Encourage ground level retail uses along the Hollis Street frontage to promote an active pedestrian-friendly environment.



*New development in the Doyle Street neighborhood should maintain the scale and character of existing single-family homes and duplexes.*

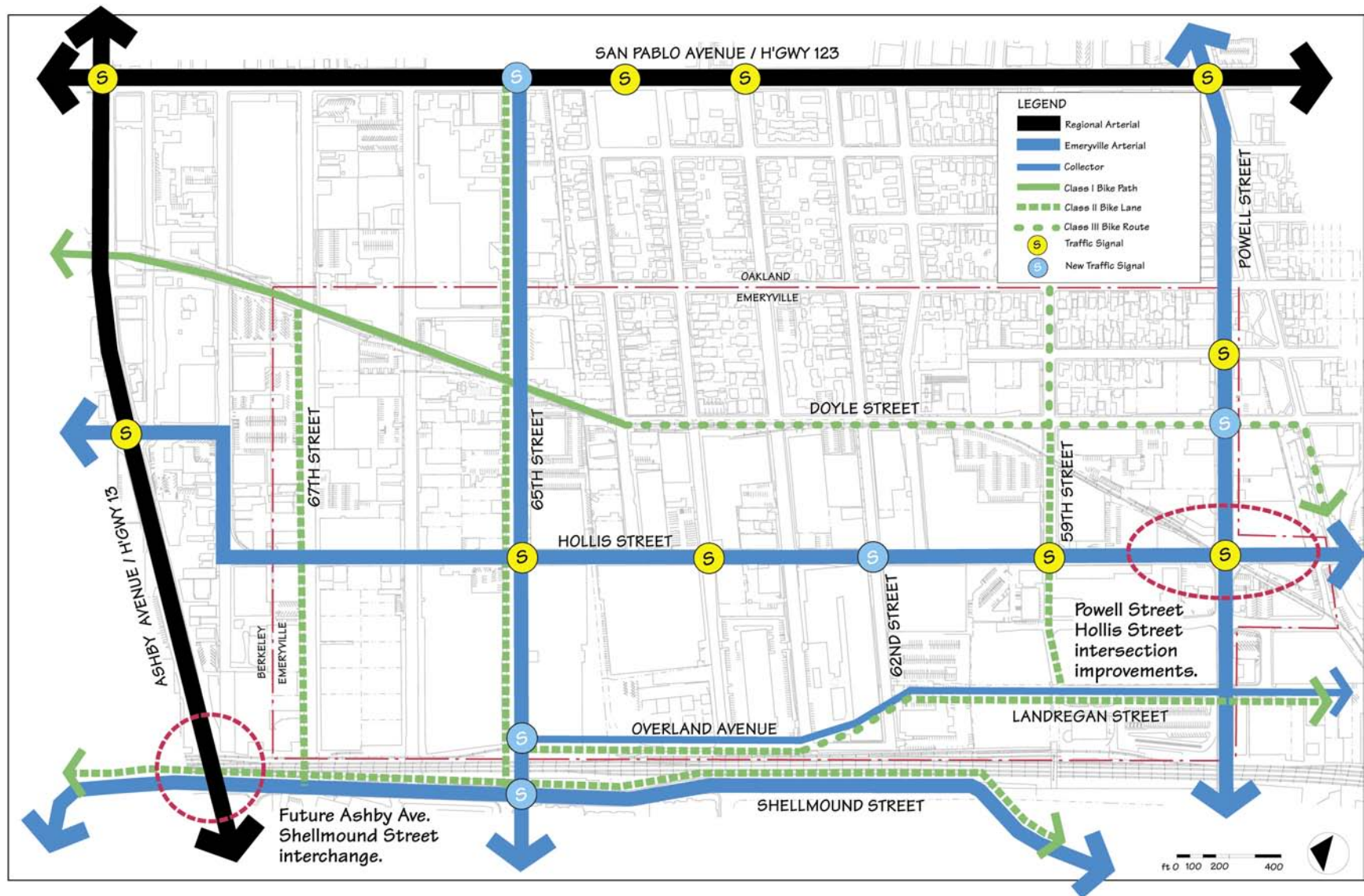




## Existing Land Use Regulations

- ***Powell-Hollis Gateway (Between Powell, Hollis, Doyle and 59th Streets):*** Coordinate redevelopment of these parcels in a manner that promotes the creation of a strong activity center, with a significant residential and employment emphasis, and an open space element that is integrated with the southern leg of the Greenway. Active ground level uses are encouraged along Powell Street and at the Hollis corner. The design of this block should establish a distinctive gateway to the City and the North Hollis area, with special architectural treatments that accentuate the important Powell/Hollis corner (e.g., tower feature, cupola, etc.). In order to accomplish a cohesive development with an open space component, property owners and developers within this block are encouraged to develop shared parking facilities that could reduce the overall supply required and the need for surface lots. Internal driveways and streets are recommended within the block to provide access to the various components of the development and to reduce the burden on existing perimeter streets.





## Circulation Plan



## CIRCULATION

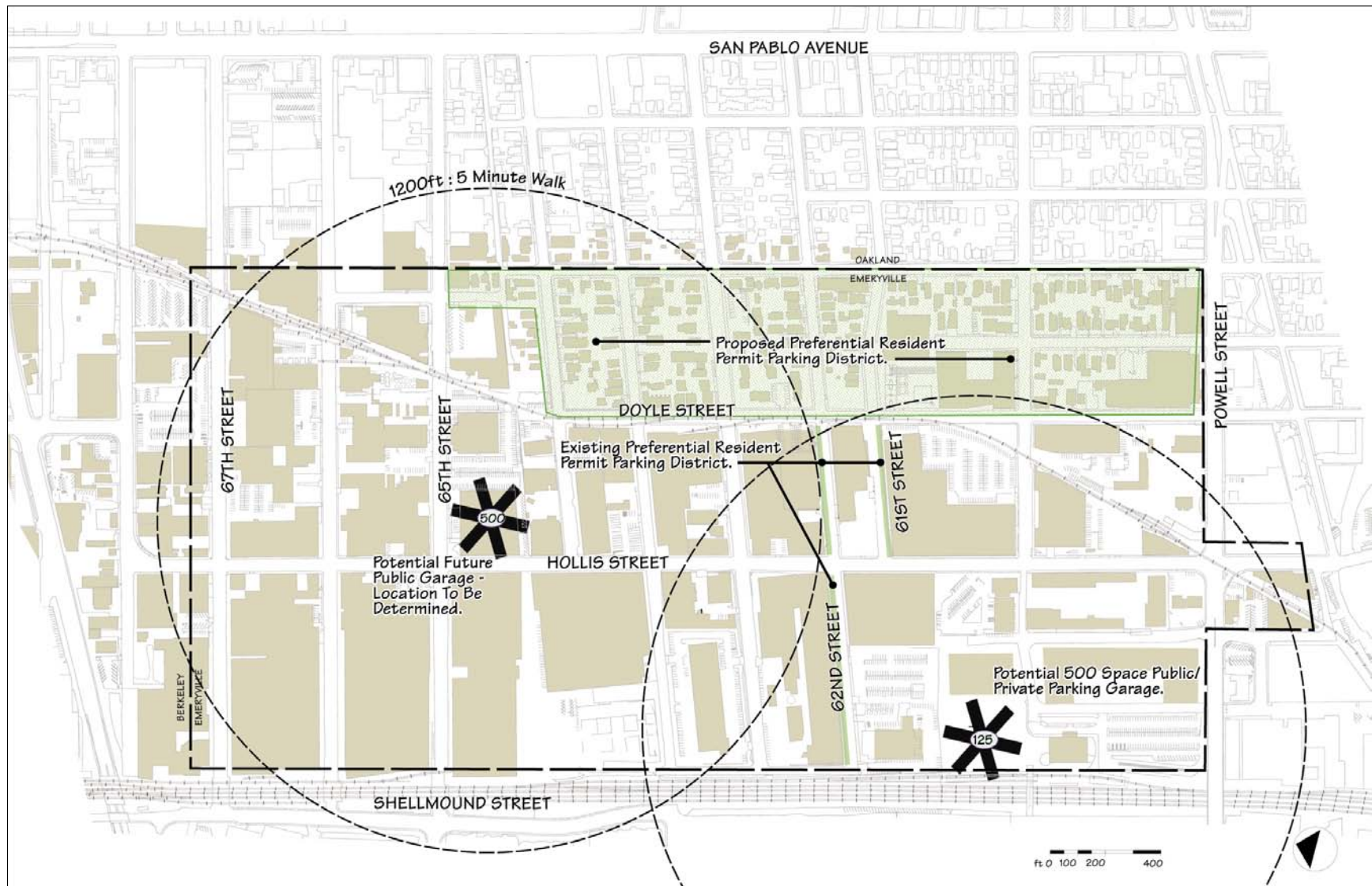
***Discourage through-movement of traffic, and balance the need for vehicular access with other modes including improved pedestrian and bicycle circulation and transit service.***

The North Hollis area is currently impacted by through-traffic diverted from the congested I-80 corridor, and destined for other parts of Emeryville, Berkeley and Oakland. The recommendations of the Urban Design Program are intended to discourage this through-movement with improvements to the regional system (e.g., the I-80/Ashby/Shellmound intersection), and with traffic-calming measures that will improve safety and comfort for pedestrians and cyclists. A key recommendation in this regard is to remove the current General Plan designation of Doyle Street as a north-south collector road in order to achieve the City's established Bicycle Plan and the vision of a Doyle Street Greenway. Specific circulation policies include the following:

- ***Doyle Street:*** Remove the collector street designation from Doyle Street and implement the Bicycle Plan and Greenway Concept. Establish a Class I exclusive bike route and pedestrian way north of Ocean Avenue and a Class III bikeway (shared with vehicles) along Doyle Street south of Ocean Avenue. Control intersections to promote safety and traffic calming. On the greenway north of Ocean Avenue, pedestrians and bicycles will stop for traffic at 65th, 66th and 67th Streets; traffic on the east-west streets south of 65th Street (i.e., Ocean, 64th, 63rd, 62nd, 61st, 59th) will stop for Doyle Street bicycle, pedestrian and vehicular circulation.
- ***Additional Local Streets:*** As redevelopment occurs on the blocks north of 65th Street, consider the creation of additional

north-south streets that reduce the size of the large superblocks, and that provide improved local access and traffic distribution.

- ***Improved Pedestrian Environment:*** All streets within the North Hollis area should be improved with continuous sidewalks and landscaping, and traffic calming devices (e.g., bulb-outs at intersections) as appropriate and feasible. Sidewalks should be added on 65th Street crossing the main railroad tracks.
- ***Intersection Improvements:*** Widening of the Powell-Hollis intersection is recommended to reduce congestion and to facilitate synchronized left turn movements from Hollis to Powell Street in the northbound and southbound directions. A new signal is recommended at the Doyle/Powell intersection to improve traffic flow and to promote pedestrian/bicycle crossing. Coordination between Emeryville and the City of Oakland is also recommended to establish a signal at San Pablo and 65th Street.
- ***I-80 Interchange Improvements:*** The Ashby/Shellmound/I-80 interchange should be improved to provide for full access between Shellmound Street and the freeway, thereby discouraging through-movement along Hollis Street.
- ***Transit:*** Emery-go-Round service should be enhanced to serve employees and residents and to coordinate with other regional transit providers including AC Transit and BART.
- ***Bicycle Circulation:*** In addition to the referenced bicycle circulation improvements along the Doyle Street Greenway, Class II bike lanes should be provided on 59th Street between Doyle and Hollis Streets.



## Parking Plan

## PARKING

***Provide sufficient parking for new and existing uses, ensuring that adequate street parking is maintained for residents.***

The North Hollis area is currently impacted by inadequate on-site parking for many existing uses. This has resulted in overflow parking within the Doyle Street neighborhood, and with parked vehicles across sidewalks obstructing pedestrian circulation. The following parking policies are recommended to address this issue:

***Removal of Parking Conflicts:*** Pursue removal of on-street perpendicular parking that crosses sidewalk areas, in conjunction with the redevelopment of adjacent properties and with the implementation of public parking facilities.

***Residential Permit Parking:*** The existing on-street parking permit program west of Doyle Street along 61st and 62nd Streets should be expanded to include the Doyle Street neighborhood (east of Doyle Street to the city limits) in order to discourage infiltration of employee parking in the neighborhood. The City should coordinate with the City of Oakland to encourage a similar program east of Vallejo Street.

***Doyle Street Parking:*** Some on-street parking should be maintained along portions of Doyle Street to serve existing residential and commercial uses.



*On portions of Doyle Street some on-street parking should be maintained to serve existing residential and commercial uses.*



*Perpendicular parking which crosses sidewalks should be removed in a phased manner.*





## Existing Parking Resources



**Public Parking Facilities:** Acquire strategic property(ies) for the construction of public parking facilities to:

- a) replace parking removed from the public right-of-way;
- b) relieve on-site parking requirements for smaller properties between Hollis and Doyle Street and in so doing to encourage rehabilitation and preservation of existing structures;
- c) serve local retail and restaurant businesses; and to
- d) promote more efficient shared use of parking throughout the day and week.

The City should consider partnering with property owners undertaking major redevelopment projects for the incorporation of shared public parking as appropriate (e.g., north of the existing Amtrak station, future redevelopment of the Sybase gym and adjacent properties).

Retail or other active uses should be placed at the ground floor street frontage of parking facilities, especially on Hollis Street and Doyle Street.



*Parking structures should include ground level uses to screen cars and create street activity.*



*Aerial view of project area and drill track from the north.*

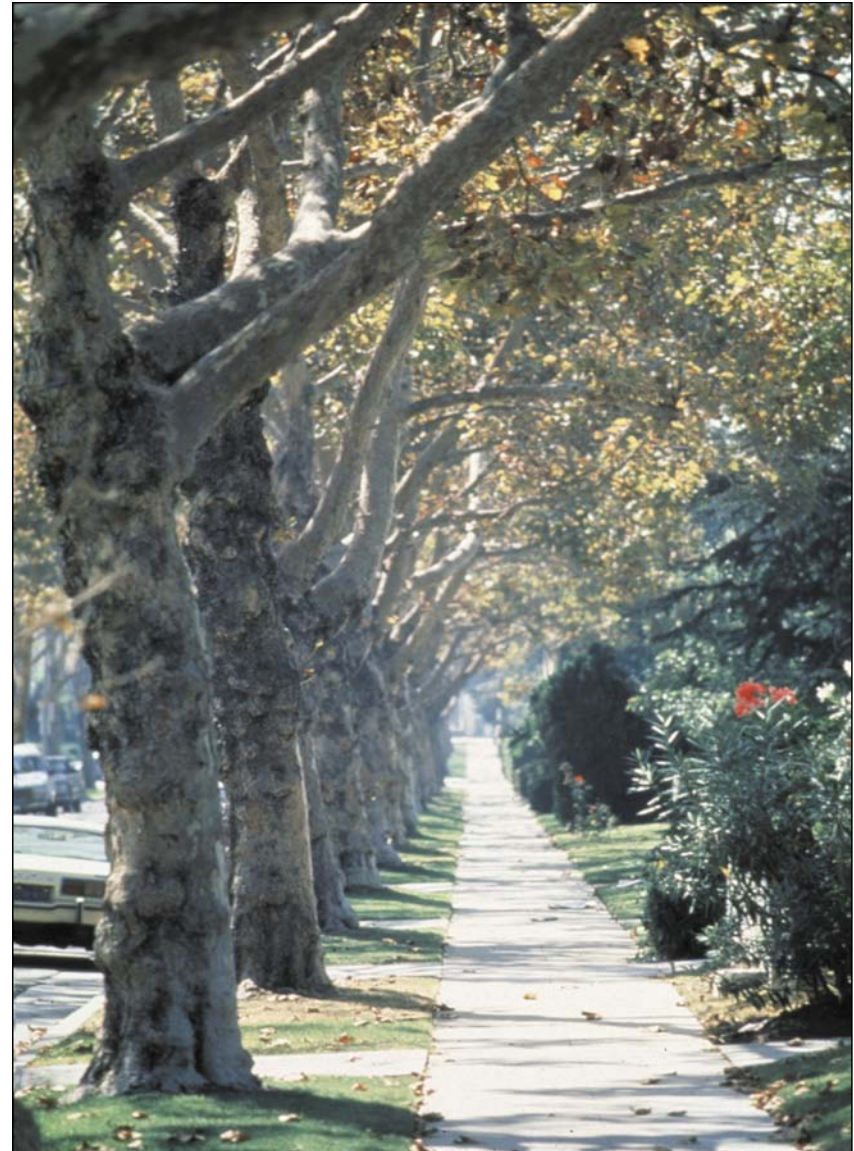


## DOYLE STREET GREENWAY

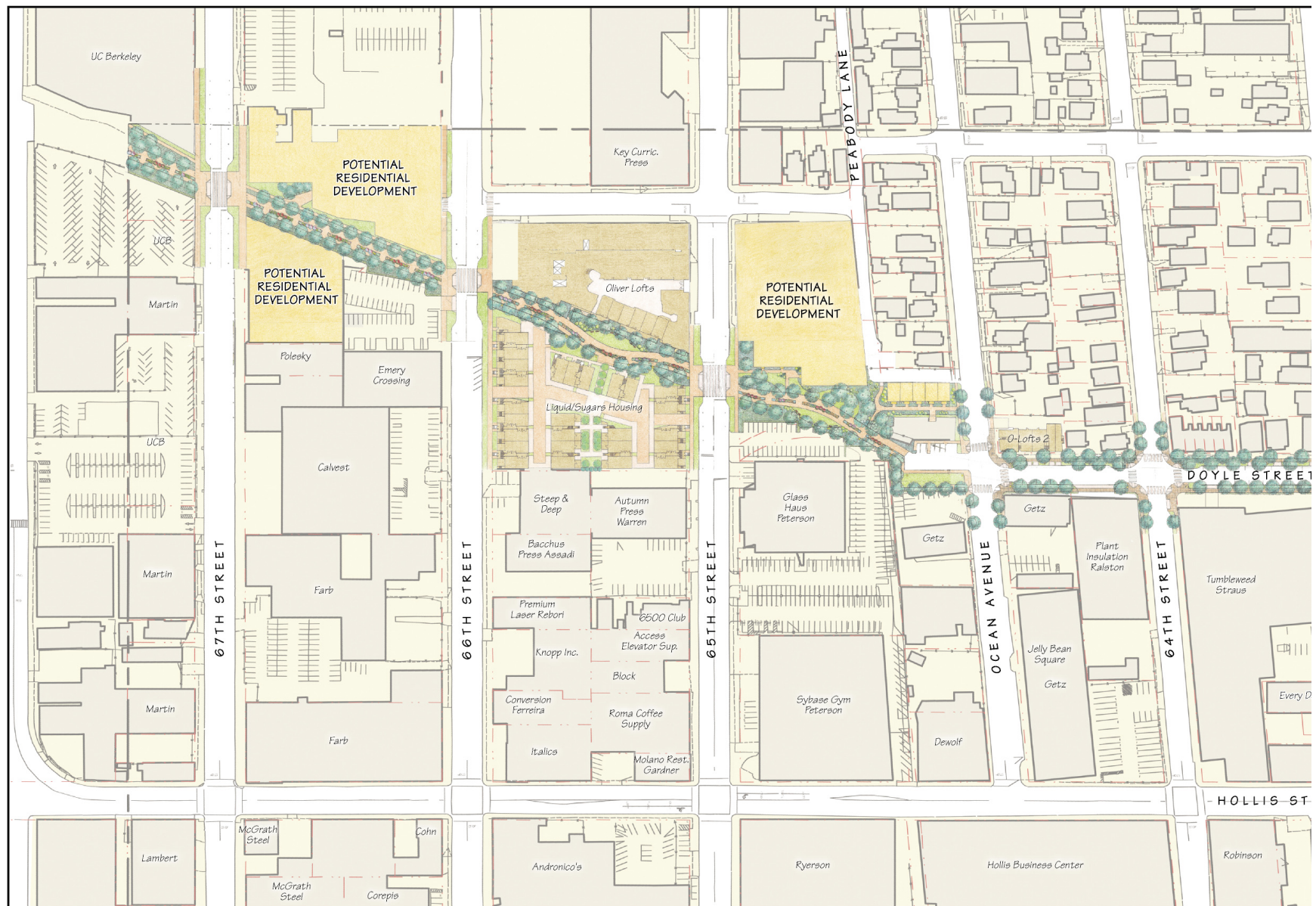
***Improve the Doyle Street corridor and acquire the abandoned rail rights-of-way north of Ocean Avenue and south of 59th Street to provide continuous pedestrian and bicycle circulation and a sequence of community-serving open spaces.***

The abandonment of the spur tracks along Doyle Street, and the drill track north of Ocean Avenue and south of 59th Street, creates exciting opportunities for the creation of the Doyle Street Greenway, which is envisioned as a community-oriented open space that will provide for enhanced pedestrian and bicycle circulation as well as some local vehicular access. The Greenway is designed to provide continuous bicycle circulation from the Berkeley city limits (where it connects to that city's planned bikeway), to Powell Street, and the southern parts of Emeryville. It is also designed as a continuous pedestrian way, providing open space opportunities along its length. Between Powell Street and Ocean Avenue, the street will continue to provide for local vehicular access in the form of a calm and "skinny" street. More specifically, the Greenway can be characterized by its three distinct segments:

***The Doyle Street Segment (Powell to Ocean Avenue):*** This segment of the Greenway is envisioned as a "skinny" street with parallel curbside parking, a generous sidewalk promenade and with a new park between 61st and 62nd Streets and an expanded Community Garden at 59th Street. Within the 60 foot right-of-way, a variety of conditions are incorporated:



*Along Doyle Street, street trees will provide a canopy and separate the pedestrian from vehicles and bikes.*

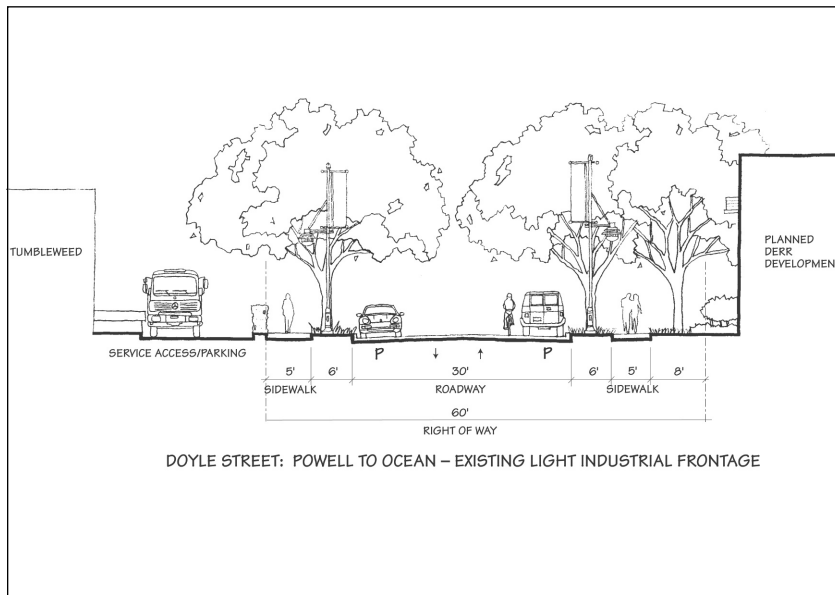
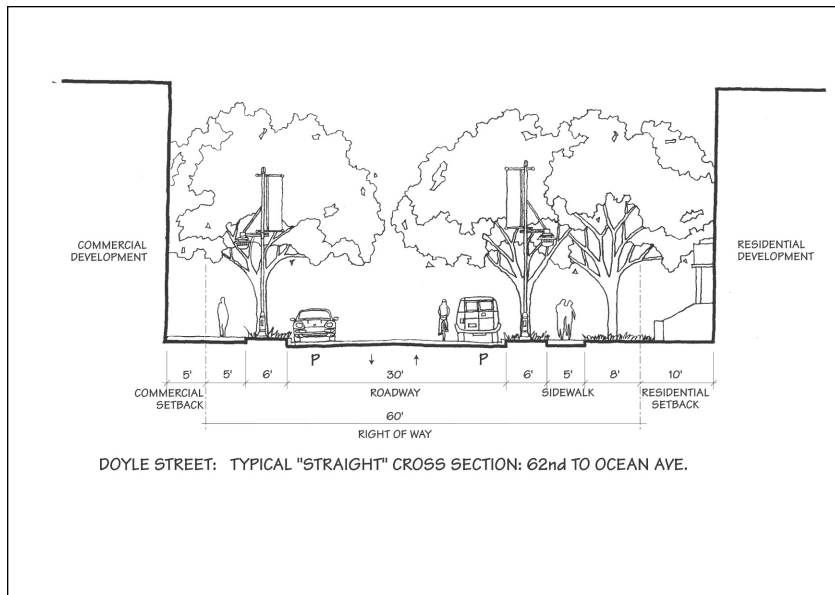


## Doyle Street Greenway

POTENTIAL MIXED-USE/  
RESIDENTIAL DEVELOPMENT
  APPROVED PROJECT

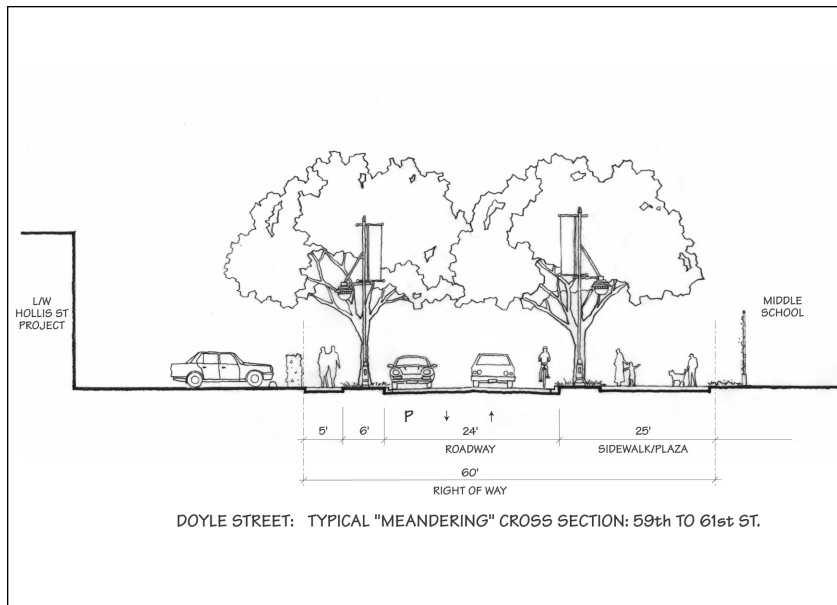






- Between Powell and 59th Streets and between 62nd Street and Ocean Avenue, a typical 30 foot curb-to-curb roadway dimension is established with curbside parking on either side, similar to the existing segment of Doyle Street south of Powell. South of 59th Street, the roadway will have 12 to 15 foot wide sidewalks on either side with a single row of trees in a parkway strip. North of 62nd Street, a 19-foot wide promenade zone is established along the residential east side of the street, with a double staggered row of canopy trees and landscaping on either side of a 5-foot wide sidewalk. On the more commercialized west side of the street, this zone is 11 feet with a single row of trees and a 5-foot sidewalk.
- Between 59th and 62nd Streets, the design calls for a 24-foot wide roadway that "meanders" slightly to break down the linearity of the street and to promote a parkway character. This narrower roadway will have curbside parking on one side of the street and incorporate small gardens and plaza areas along its frontage.
- Bulb-outs are proposed at each intersection to narrow the paved roadway surface to 22 feet, to create clear and safe crossings for pedestrians and cyclists, and to calm traffic.
- This design would result in approximately 72 on-street parallel parking spaces between Powell Street and Ocean Avenue to serve existing adjacent uses. Currently there are approximately 150 spaces along this length, many of which are perpendicular across the sidewalk zone.



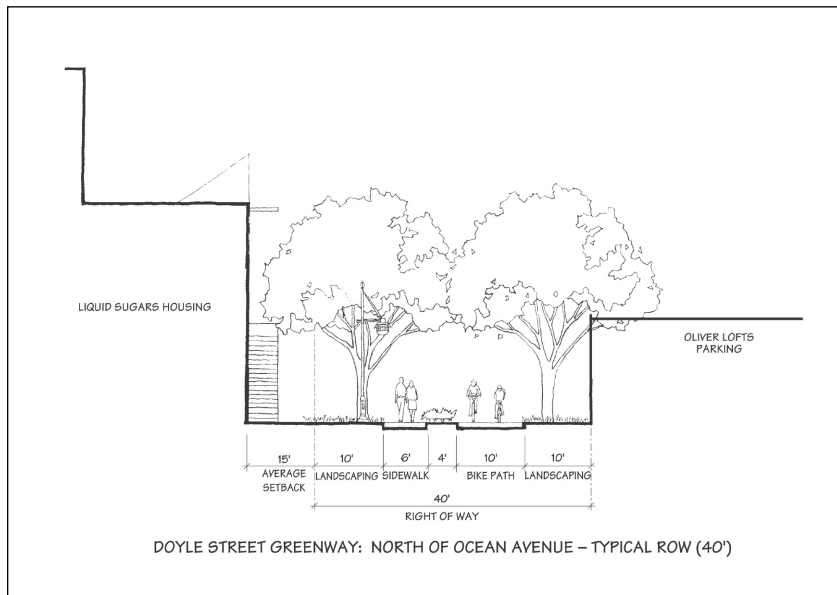
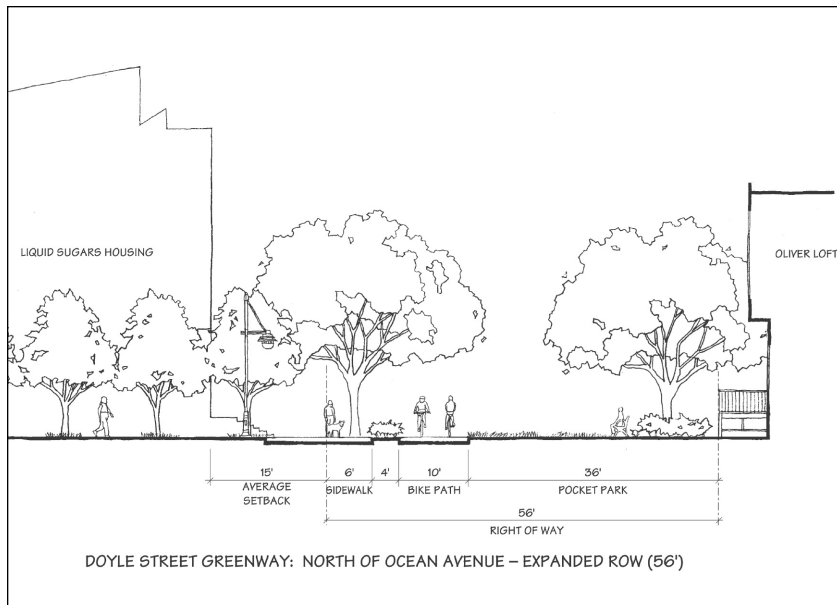


- e) New pedestrian-scaled street lighting is proposed along the length of the street.
- f) Streamlining and/or undergrounding of the overhead transmission lines is recommended as feasible to improve the aesthetic appearance of the corridor.
- g) A park is established on the block bounded by Doyle, 61st, Hollis and 62nd Streets. The park design will be based on community input.
- h) The Community Garden should be expanded and the remainder of the railroad right-of-way next to it should be developed with a path and landscaping.



*The Greenway is designed to provide continuous bicycle circulation from the Berkeley city limits.*





***The Northern Greenway Segment (North of Ocean Avenue):***

North of Ocean Avenue the existing rail right-of-way has a typical width of 40 feet, with portions widening out to as much as 60 feet in locations. The basic cross section of this segment assumes a continuous 10-foot bike path providing Class I bicycle circulation, and an adjacent pedestrian way of 6 feet separated from the bike path by a landscaped median of 4 feet. The alignment and design of the Greenway through this area will require close coordination with the redevelopment of adjacent properties. The proposed design is characterized as follows:

- a) A gently meandering serpentine alignment between Ocean Avenue and 66th Street, adjacent to Baker Metals, Oliver Lofts and Liquid Sugars.
- b) Small pockets of open space creating greens suitable for informal play, seating and planting beds and public art, adjacent to the planned residential development on the Liquid Sugars site; and west of the Baker Metals property.
- c) A continuous planting of canopy trees along both sides of the pathway including a straight line of trees counter-pointed with more informal clusters, both of which provide views from the intersecting streets.
- d) North of 66th Street, a narrower more linear alignment reflecting the more constrained conditions defined by the existing industrial buildings (i.e., Fabco) that the City encourages to be rehabilitated.

- e) New development and rehabilitation projects will be encouraged to “front” onto this segment of the Greenway to promote activities and “eyes” on the open space (see Urban Design Guidelines).
- f) Continuous pedestrian-scaled lighting is also proposed along the Greenway.

***The Southern Segment (Rail ROW from 61st to Powell Street):***

The rail right-of-way at the southern portion of the project area is currently fragmented and discontinuous. Along the western edge of the Community Garden, it is unimproved and used for parking; south of 59th Street, portions have been purchased by the adjacent property owner for parking. There is an opportunity to improve this segment of the greenway in conjunction with redevelopment, providing a continuous pedestrian linkage and open space to the intersection of Powell and Hollis Streets. More specifically:

- a) The segment immediately adjacent to the Community Gardens is envisioned as a pedestrian way and open space that can serve activities associated with the gardens, and with landscaping that screens the adjacent parking lot.
- b) The design of the Greenway from 59th Street to Powell Street should be coordinated with the redevelopment of the adjacent properties. The redevelopment concept shown here suggests the possibility of creating a mixture of residential, retail and office uses oriented to the Greenway with plazas at the Powell/Hollis corner and on 59th Street.



*Residential setbacks should provide front yard landscaping with units oriented to the street with porches and stoops.*

## DESIGN GUIDELINES

Guide private development in a way that reinforces and enhances the form and character of the North Hollis area, and which is complementary with the pedestrian improvements envisioned for the area.

The following design guidelines are intended to enhance the livability of the North Hollis area by promoting new development that contributes positively to the public environment, that complements planned streetscape and public space improvements, and that reinforces the unique characteristics of the existing neighborhood. Guidelines focus primarily on the interface between the public and private realms, including the relationship and orientation of buildings to public rights-of-way, ground level uses and treatments, and the architectural character and massing of buildings.

### Setbacks

Setbacks for buildings and parking areas are essential to create an appropriate transition between private development and the public realm of the sidewalk and street. The dimension and the treatment of the setback area varies depending upon the location:

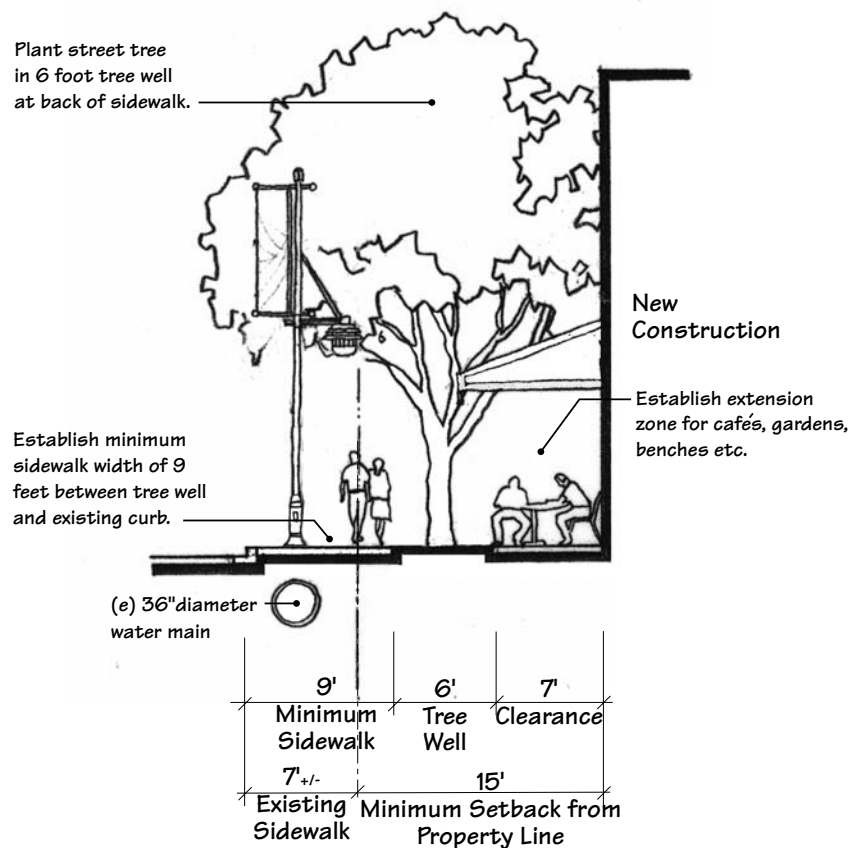
- **Doyle Street Greenway North of Ocean Avenue:** This segment of the Greenway along the former drill track is irregular with portions as little as 40 feet in width. New development shall be set back from the property line along the Greenway by an average of 15 feet along the frontage to create appropriate spacing of buildings across the public right-of-way, and an uninterrupted extension of the open space in the form of



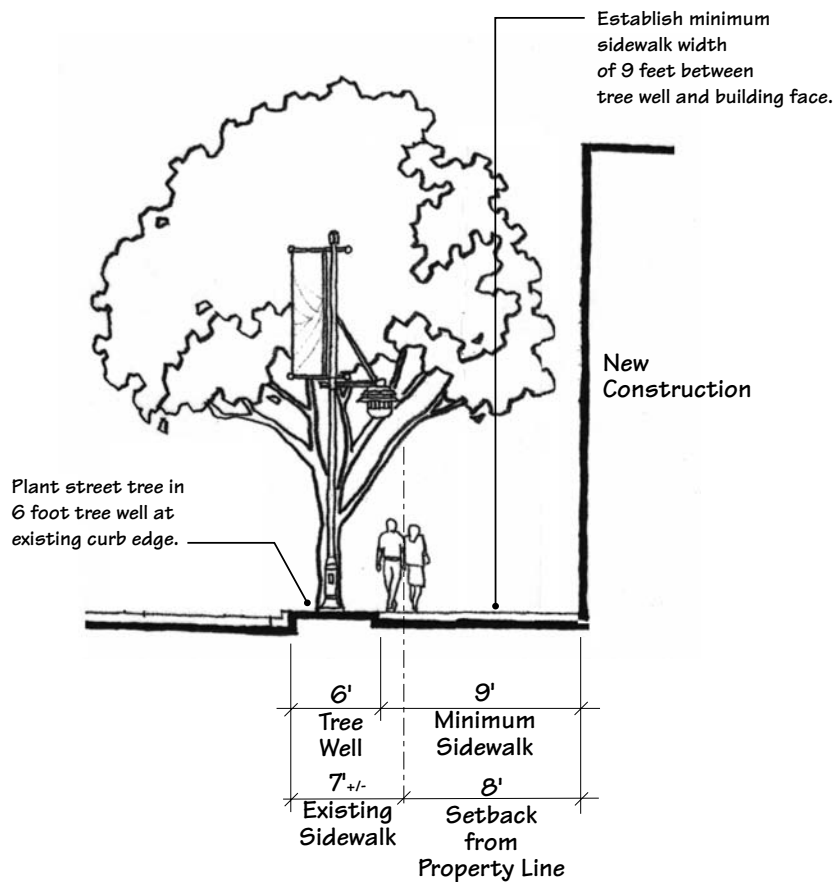
publicly accessible and visible planting and/or lawn areas. No fencing or parking will be permitted within the setback area.

- **Doyle Street South of Ocean Avenue:** The 60 foot right-of-way along this segment of Doyle Street provides a critical edge between the neighborhood to the east and commercial and industrial activities to the west. New residential development or parking along the street shall be set back from the property line by at least 10 feet to create a landscaped front yard along the public sidewalk. Steps, porches, stoops, bay windows and other architectural encroachments which contribute to the visual appearance of the buildings and to the pedestrian life of the street will be permitted within this setback area. Where ground floor commercial uses are proposed, the setback will be reduced to 5 feet with the setback area utilized as an extension of the public sidewalk zone.
- **East of Doyle Street Neighborhood:** The current zoning ordinance setback regulations for the R-M zone apply in this area.
- **Hollis Street:** All new construction shall be set back from the property line by at least 8 feet and no more than 25 feet to provide generous sidewalks and landscaping. There is a three-foot diameter water main under the existing sidewalk on the west side of Hollis Street south of 65th Street, and on the east side of Hollis Street between 65th and 66th Streets. See diagram this page.

On the side of the street where the water main is located, trees should be planted between the sidewalk and the buildings.



**HOLLIS STREET: SETBACKS FOR NEW CONSTRUCTION  
(WATER MAIN BENEATH SIDEWALK)**



**HOLLIS STREET: SETBACKS FOR NEW CONSTRUCTION  
(NO WATER MAIN BENEATH SIDEWALK)**

Where there is no water main beneath the sidewalk, trees should be planted between the sidewalk and the curb. In both cases, the sidewalk should be at least 9 feet wide and the tree wells should be at least 6 feet in width. See diagram this page.

- **Other Streets:** All new development shall be set back from the property line by at least 5 feet or a dimension that results in a sidewalk and landscaping zone of at least 15 feet from the roadway curb to the face of the building. The setback should be treated as an extension of the sidewalk area (where there are ground level commercial uses), or as front yards (where ground level residential uses are proposed).

### Height and Stepbacks

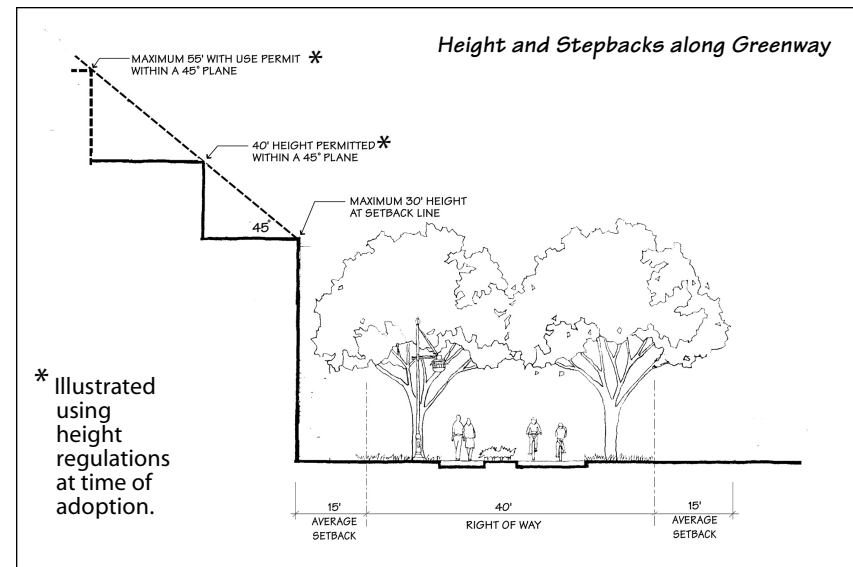
Height of development within the North Hollis area shall comply with City of Emeryville zoning regulations. In order to promote solar access to the Greenway, new development adjacent to the Greenway is subject to the following additional standards:

- An average setback of 15 feet as measured along the property's frontage on the original railroad right-of-way;
- A maximum height of 30 feet along the setback line, with additional height allowed within a 45 degree plane projected back from the 30 foot height at the setback line consistent with the city height map (currently 40 feet or 55 feet with a conditional use permit). See height and stepback diagram next page.

## Ground Level Uses and Treatments

The orientation and treatment of building frontages affects the quality and character of the public environment, and as such the following guidelines are intended to promote a visually appealing and public-spirited streetscape.

- **Building Orientation:** All development should be oriented to public streets and rights-of-way including the Doyle Street Greenway; primary entrances and windows to residential units, residential lobbies, commercial space, etc. shall be along these frontages.
- **Doyle Street and the Greenway:** A continuous building frontage that promotes activity and security is encouraged along Doyle Street and the Greenway. As such, new and rehabilitated buildings shall orient ground level uses and entries to the street and/or the Greenway; residential units should have their front entries along the street or Greenway with stoops and porches connecting to the public sidewalk; rear gardens or patios that are private in nature should not front onto the street or Greenway; other public-oriented ground level uses such as workshops, lobbies, and common areas are also encouraged. The ground floor elevation should be within five feet of the grade of the public sidewalk; it should include windows that provide views to the street, and pedestrian-scaled lighting that augments the public lighting envisioned for the street.
- **Hollis Street:** Active ground level uses are encouraged along the Hollis Street frontage including retail shops, restaurants, cafes,



*Along Hollis Street new construction should be set back to create a wider sidewalk with opportunities for landscaping and outdoor seating.*



and other public-oriented uses. Ground level office uses should be designed to include the most active functions along the street frontage, including common areas, lobbies, service counters, etc. In all cases the ground level frontage shall include significant storefront glazing that provides views and interest from the street. The ground floor should be within one foot of the grade of the public sidewalk.

- **Parking:** Parking should not be permitted within the required setback areas described above. To the maximum extent practicable, parking facilities should be oriented away from the public right-of-way behind, beside, or within building structures. Parking structures along the public right-of-way should, to the maximum



*Rehabilitation and reuse of historic warehouse and industrial structures for commercial and residential uses is encouraged.*

extent practicable, include ground level uses that screen the parking and create street activity. Where surface parking lots front onto streets or public rights-of-way, trees and hedges or vines should be provided along the perimeter to reduce the visual dominance of the parking area, to create a clear edge to the public right-of-way, and to maintain views to the parking facility.

- **Fences:** Fences facing public rights-of-way shall be transparent but not chain-link fences. The Zoning Ordinance regulates the height of fences in required front yards.
- **Service Areas:** Loading and service areas shall, to the maximum extent practicable, be located away from public streets and rights-of-way, and visually screened from public view with hedges or vines. No service area shall rely upon the public right-of-way for truck staging or maneuvering that impedes pedestrian or vehicular movement.

### **Building Massing and Treatment**

Buildings should be scaled and treated in a way that is compatible and complementary with adjacent existing structures:

- **East of Doyle Street/South of Ocean Avenue:** The predominant fabric of single family homes and duplexes should be respected; new development should provide for horizontal and vertical articulation with changes in roof and wall planes at intervals of no more than 25 feet. Sloping gabled and/or hip roofs, and projecting bays and porches, are encouraged to reinforce the historic residential character of the neighborhood.

Complementary and traditional building materials including wood and masonry are encouraged.

- **East of Hollis Street/North of 59th Street:** The area between Hollis and Doyle Streets within the project area is typified by older warehouse and commercial structures, many of which are of an intermediate scale in relation to the single family homes and duplexes east of Doyle Street and the larger structures west of Hollis Street. New development is encouraged to reinforce and extend the scale and grain of industrial and commercial buildings; variation in building height from two to five floors is encouraged to promote visual interest and complementary relationships with existing structures; the use of industrial treatments and materials is also encouraged, including metal finishes, glass, projecting canopies, etc. as appropriate.
- **Powell Street Gateway:** The block defined by Doyle, Powell, Hollis and 59th Streets offers the opportunity for intensification and reuse of existing industrial properties, to create a distinctive gateway to the area, and to establish a vibrant activity center within the district. New development within this block should: transition in scale to the Doyle Street neighborhood; establish a strong architectural landmark at the Powell-Hollis intersection; and provide ground floor commercial uses oriented to the Powell-Hollis Plaza. Treatments and materials should be complementary with the adjacent neighborhood and with the commercial buildings along the Powell Street corridor; masonry, plaster and wood, with metal accents are encouraged.

- **West of Hollis Street:** This area is characterized by larger warehouse and industrial buildings, many of which have been rehabilitated for office and commercial use. The area offers the opportunity for larger floor-plate structures including office, research and development and light industrial uses. The treatment of buildings should reflect the industrial character of the area through strong horizontal expression and roof forms (e.g., monitor roofs, skylights) and use of metal finishes, canopies, and large expanses of glass.

### **Preservation/Adaptive Re-use**

The existing industrial buildings within the North Hollis area that have architectural or historic value should be preserved and reused to the maximum extent practicable. Key elements of the structures that contribute to the industrial character (e.g., canopies, roof forms, fenestration, materials, etc.) should be retained and/or replicated. In order to encourage preservation and adaptive reuse of key contributing structures, the City will work with property owners to resolve any issues associated with off-street parking requirements, through shared parking provisions and the use of public facilities as appropriate and feasible.

### **Street Trees**

Large, consistent, colorful street trees help create great streets. Street trees shall be selected based on soil and groundwater tests and the table on the next page. Trees should be planted 20 to 30 feet on center, depending on the likely spread. The tree well sizes specified in the table will provide ample exposed soil areas so that tree roots can thrive.

## North Hollis Area Street Trees

Street Name	ROW Width	Common Name	Latin Name	Likely Height	Likely Spread	Fall Color	Flower Color	Tree Wells
Doyle Main	60	Honey Locust	Gleditsia triacanthos	35'-70'	20'-40'	Yellow	White	6' strip
Doyle Accent	60	Jacaranda	Jacaranda	40'-50'	25'-35'	Part decid.	Purple	
Doyle Accent	60	Sweetshade	Hymenosporum	30'-35'	15'-25'	Evergreen	Yellow	
Doyle Accent	60	Floss Silk Tree	Chorisia	50'-65'	35'-45'	Evergreen	Pink	
Hollis	60	Raywood Ash	Fraxinus oxycarpa	30'-40'	20'-30'	Purple		5'x6'
Vallejo N	60	Brisbane Box	Tristania conferta	30'-60'	20'-50'	Evergreen	White	5'x6'
Vallejo S	60	Raywood Ash	Fraxinus oxycarpa	30'-40'	20'-30'	Purple		5'x6'
67th	80	Regent Japanese Pagoda	Sophora japonica 'regent'	50'-65'	40'-60'	Gold	Yellow	6'x8'
66th	80	Schumard Oak	Quercus schumardi	60'-70'	30'-40'	Red		6'x8'
65th	80	Chinese Evergreen Elm	Ulmus parvifolia	40'-60'	50'-60'	Evergreen		6'x8'
63rd	80	Western Catalpa	Catalpa speciosa	40'-70'	40'-50'	Yellow	White	6'x8'
Overland	50	Golden Rain Tree	Koelreuteria paniculata	20'-35'	10'-40'	Bronze	Yellow	3' strip
Powell median	70	Chinese Pistache	Pistachia chinensis	50'-60'	50'-60'	Red,orange		9' strip
Powell sides	70	Flame Tree	Brachychiton acerifolius	40'-50'	25'-35'	Evergreen	Orange	6' strip
59th	70	Yarwood London Plane	Platanus acerifolia 'Yarwood'	40'-80'	30'-50'	Gold		6'x7'
62nd	65	European hackberry	Celtis australis	60'-65'	30'-35'	Gold		6'x6'
Ocean	60	O'Neill Red Horse Chestnut	Aesculus Carnea 'O'Neill'	30'-40'	30'-40'	Yellow	Red	5'x6'
64th *	60	American Sweetgum	Liquidambar styraciflua	50'-60'	25'-40'	Red		5'x6'
61st	60	Red Maple	Acer rubrum	30'-40'	20'-30'	Red	Red	5'x6'

*Note: Final selection and approval of trees should be subject to soil testing for agricultural suitability, ground water depth and salinity. Where salinity is high (900mg/l total dissolved solids within 10' depth), salinity-tolerant trees such as New Zealand Chaste Tree (Vitex lucens), a 50' tall evergreen with lavender flowers, should be planted.*

*\* Raywood Ash west of Hollis Street to match existing trees.*

*For photographs and other information see <http://selectree/calpoly.edu> - a website created at California Polytechnic Institute with funding from the California Department of Forestry.*



## IMPLEMENTATION

### ***Provide for the phased implementation of improvements along the Doyle Street corridor.***

The cost of implementing the Doyle Street Greenway is estimated to be up to \$6.6 million. The implementation of Greenway improvements will need to be phased in conjunction with available resources and opportunities. The following provides a preliminary budget estimate and phasing concept reflecting critical priorities related to the Greenway:

#### ***Acquisition and Relocation***<sup>1</sup>

North of Powell Street	1.4 million
South of Powell Street	0.5 million
Park Block	2.0 million
<i>Total Acquisition</i>	<i>3.9 million</i>

#### ***First Phase Greenway Improvements***

North of Ocean Avenue	1.3 million
Ocean Avenue to 59th Street	2.3 million
<i>Total First Phase Improvements</i>	<i>3.6 million</i>

#### ***Later Phase Greenway Improvements***

59th Street to Powell Street	1.0 million
Community Garden Greenway	0.1 million
Park	1.0 million
<i>Total Later Phase Improvements</i>	<i>2.1 million</i>

1. Except for the park block, total of approximately 130,000 square feet at an average of \$14.50 per square foot from the Union Pacific Railroad mainline to the northern city boundary. Estimate does not reflect cost to remove rails and ties within the railroad and public right-of-way or to remedy any environmental conditions. Additionally, estimate does not include any land acquisition that may be negotiated with adjacent property owners.

### ***Amend existing plans and policies to provide for implementation of the North Hollis Urban Design Program.***

In order to implement the recommendations of the North Hollis Urban Design Program, it will be necessary to:

- Adopt General Plan Amendments changing the railroad ROW north of Ocean Avenue from a collector street to a pedestrian-bicycle path and removing the collector street designation from Doyle Street and Spur Alley on the circulation map, and re-designating the path north of Ocean, the Doyle, 61st-Hollis-62nd block, and the Community Gardens and adjacent railroad right-of-way as parks.
- Adopt the North Hollis Area Urban Design Program.
- Rezone portions of the General Industrial (I-G) zoning district near the Greenway to Light Industrial (I-L), which allows residential uses.
- Set a residential density for the Light-Industrial (I-L) zone of 45 units per acre permitted, 60 units per acre with a use permit (thus allowing up to 75 units per acre with the 25% affordable housing density bonus).
- Adopt a North Hollis Area overlay district referring to the Urban Design program.

- In the next Capital Improvement Program update, add a park between 61st Street and 62nd Street and a parking facility to serve the northern half of the area.
- Develop detailed landscape plans for the Greenway and park.

## ACKNOWLEDGEMENTS

### ***City Council***

Ruth Atkin, Mayor  
Nora Davis, Vice Mayor  
Richard Kassis, Council Member  
Gary Caffey, Council Member  
Ken Bukowski, Council Member

### ***Planning Commission***

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Murray Kane, Vice Chair  
Sherman Koo, Commissioner  
Paul Germain, Commissioner  
Kris Owens, Commissioner  
Ed Treuting, Commissioner  
Jim Martin, Commissioner  
Dorothy Balangero, Former Commissioner  
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