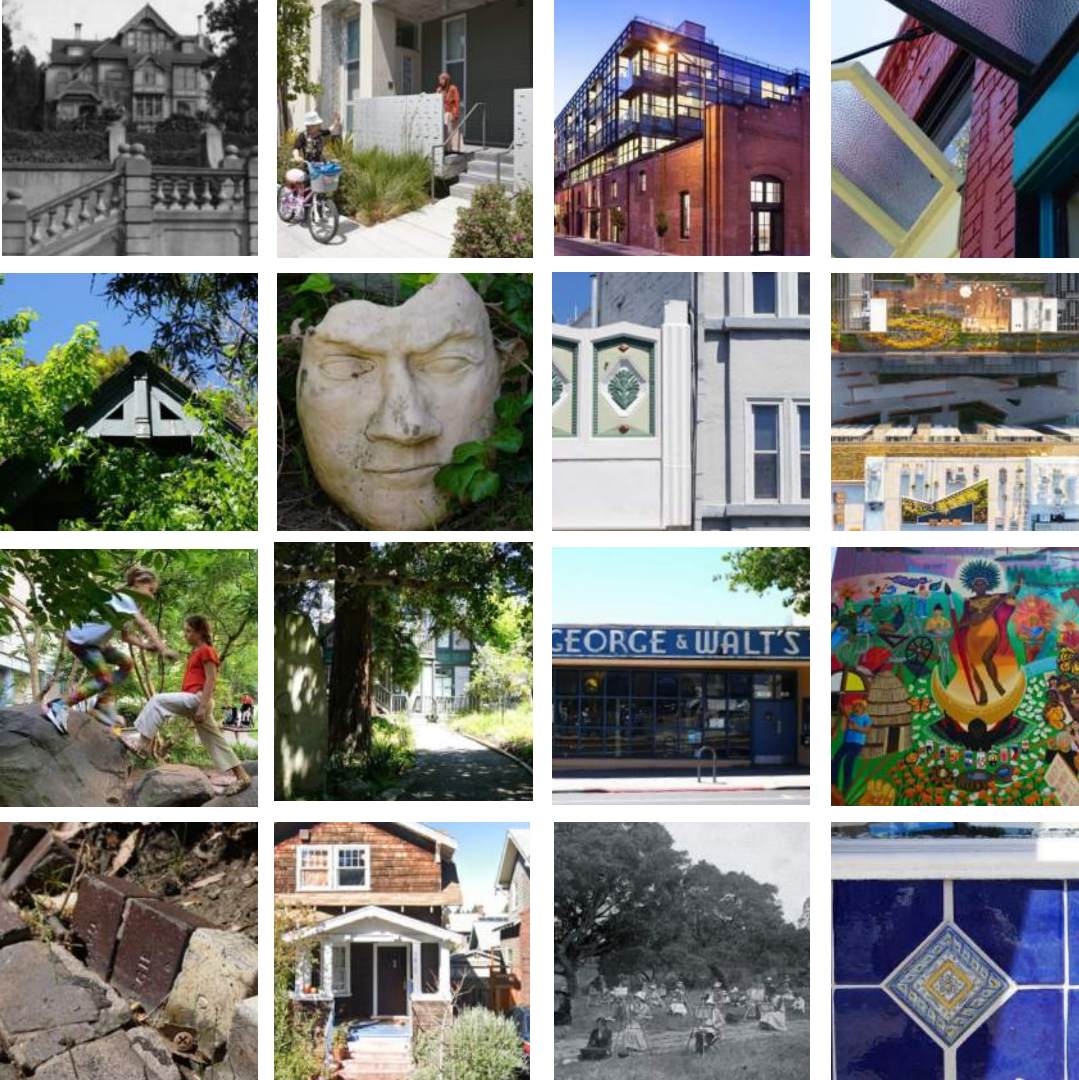




CCA Oakland Development Updates

April 29, 2022



**52
12**
BROADWAY

CALIFORNIA COLLEGE OF THE ARTS
OAKLAND CAMPUS SITE
...

DESIGN GUIDELINES

Rockridge Community Planning Council Meeting

May 2022



DESIGN GUIDELINES: A PART OF THE WHOLE

THE PROPERTY



* Stays with the property no matter the project sponsor or architect

A DEVELOPMENT



Draft Environmental Impact Report (DEIR)

Planned Unit Development (PUD)

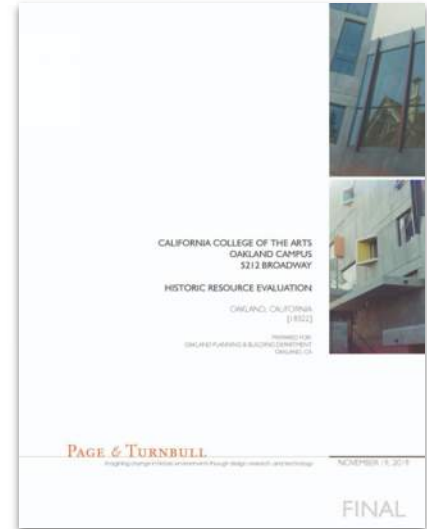
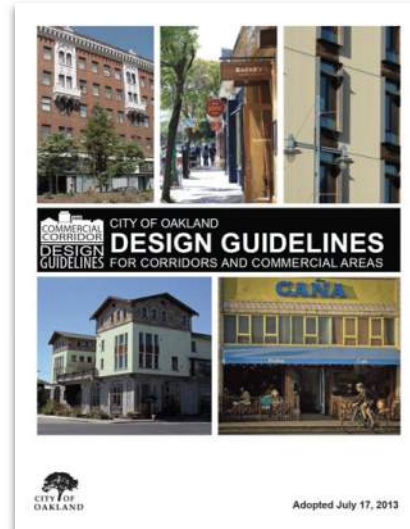
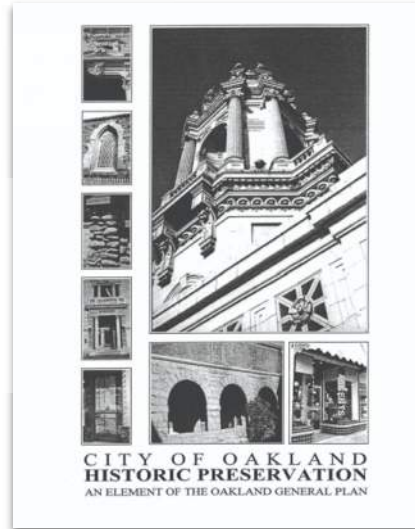
Preliminary Development Plan (PDP)

Final Development Plan (FDP)

* PUD, PDP, FDP to comply with the Design Guidelines

BUILDING ON:

- + City of Oakland General Plan
- + City of Oakland Municipal Code



LEARNING FROM STAKEHOLDERS

WHAT WE'VE HEARD

| | | | | | |
|--------------------------------------|------------------------|----------------------|------------------------|-----------------------|----------------------------|
| <i>OASIS</i> | <i>INVITING</i> | <i>NEON</i> | <i>PLANTING</i> | <i>MATURE TREES</i> | <i>SUBDIVIDING</i> |
| <i>CELEBRATE</i> | <i>WELCOMING</i> | <i>BRICK</i> | <i>TRELLIS</i> | <i>HISTORY</i> | <i>MULLIONS</i> |
| <i>CREATIVITY</i> | <i>WALKABILITY</i> | <i>TILE</i> | <i>WISTERIA</i> | <i>THE WALL</i> | <i>TRANSPARE</i> |
| <i>STATEMENT CORNERS</i> | <i>TREASURES</i> | <i>METAL</i> | <i>ROSE GARDEN</i> | <i>SUSTAINABILITY</i> | <i>ACCESS</i> |
| <i>BREAK LARGE SURFACES</i> | <i>STOOP PARTIES</i> | <i>GROUT LINES</i> | <i>STEPBACKS</i> | <i>SHADOW LINES</i> | <i>DETAILING</i> |
| <i>NO CURTAIN WALL</i> | <i>SOCIAL SETBACKS</i> | <i>AWNINGS</i> | <i>ACTIVE FRONTAGE</i> | <i>FACADE DEPTH</i> | <i>EXPOSED ST</i> |
| <i>MATERIALS FROM HARDWARE STORE</i> | <i>ECLECTIC</i> | <i>OVERHANGS</i> | <i>POPS OF COLOR</i> | <i>STREETWALL</i> | <i>PROMINENT</i> |
| <i>GRAIN</i> | <i>WHIMSY</i> | <i>INDIVIDUALITY</i> | <i>MURALS</i> | <i>PARKLETS</i> | <i>ROOFLINE ARTICULATI</i> |
| <i>SIGNAGE</i> | <i>CRAFT</i> | <i>RHYTHM</i> | <i>CREATIVITY</i> | <i>TRANSITION</i> | <i>FACADE MO</i> |
| <i>GLIMPSES</i> | <i>WOOD</i> | <i>DEFINED BASE</i> | <i>ARTIFACTS</i> | <i>SCALE</i> | <i>BAYS</i> |
| | <i>STUCCO</i> | <i>GATES</i> | <i>SCULPTURE</i> | <i>HEIGHT</i> | |

THEMES



**DISCOVER
THE OASIS**



**CELEBRATE
CREATIVITY**



**DETAILS
OVER STYLE**



**THOUGHTFUL
NEIGHBOR**



**EXPRESSIVE
INDIVIDUALITY**

5212 BROADWAY DESIGN GUIDELINES

1 OVERVIEW

- Design Intent
- Background (Location + Setting, Planning Context)
- Document Guide (Applicability, User Guide)

2 SITE PLANNING DESIGN GUIDELINES

- Buildable Areas
- Public / Private Open Space
- Streetscape Improvements

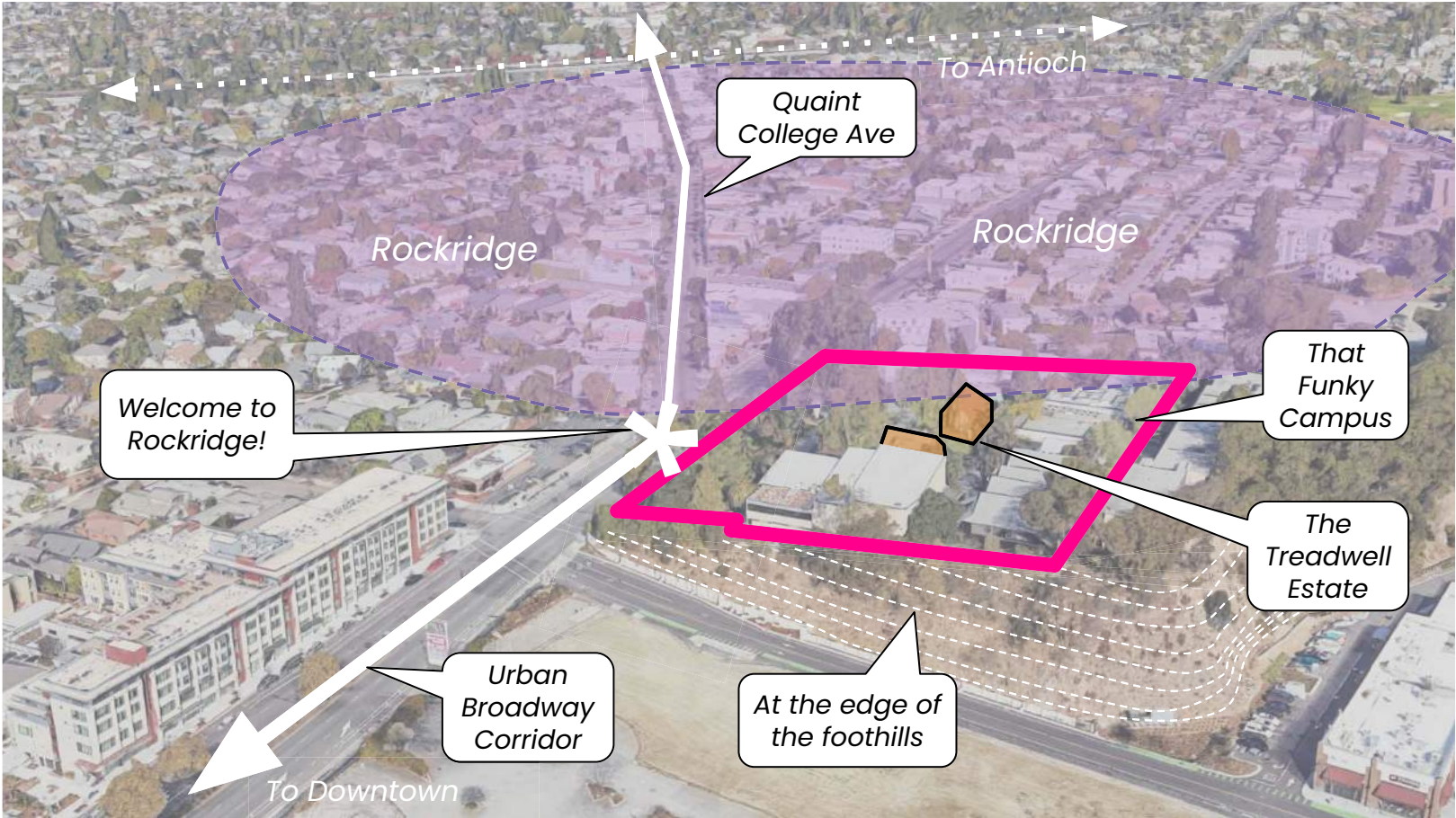
3 OPEN SPACE DESIGN GUIDELINES

- Contributing + Retained Landscape Features
- Open Space Features

4 BUILDINGS DESIGN GUIDELINES

- Rehabilitated Historic Buildings
- New Construction Buildings

SITE DRIVERS



Welcome to Rockridge!

Quaint College Ave

Rockridge

To Antioch

That Funky Campus

The Treadwell Estate

Urban Broadway Corridor

At the edge of the foothills

To Downtown

MESHING OF



MESHING OF



CONNECT + EVOLVE

1



COMMEMORATE + REIMAGINE
Celebrating + Framing Resources

2



FOOTHILLS OASIS + ACTIVE CORRIDOR:
Connecting Pedestrian Experiences +
Embracing Topography

3



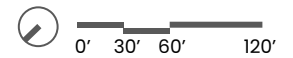
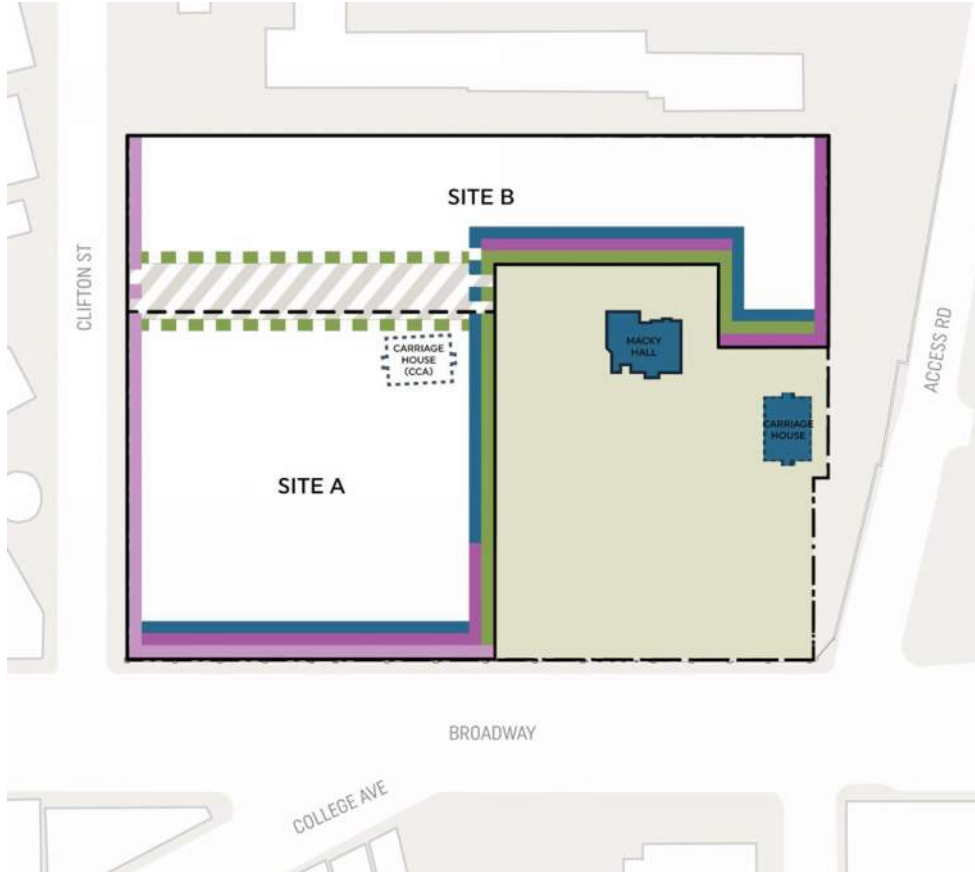
TRANSITIONAL + RELATABLE
to the Rockridge Neighborhood

4



ECCENTRIC + PART OF A COLLECTIVE:
Bringing Forward Characteristics of the
Campus + Rockridge

Adjacencies and Responses



- Street adjacent
- Open space adjacent
- Highly visible edges
- Historic adjacent
- Landmark buildings

1



COMMEMORATE + REIMAGINE
Celebrating + Framing Resources

Celebrate landmark buildings

Rehabilitated to Secretary of Interior's Standards



MACKY HALL



CARRIAGE HOUSE

Emphasize primary west facade and entrance

Relocation allowed if orientation aligned with Estate or Campus era and location emphasizes extant setting and relationship to Macky Hall

New larger opening allowed of similar size, design, and location of Estate Era carriage entrance

Retain relationship between landmark buildings with elevation differences and visual connections

Framing with new buildings and new landscapes

New construction setback zones adjacent to landmarks



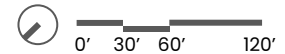
If relocated, a maintained subsidiary relationship with Macky Hall is required.


Orientation to be aligned to Estate or Campus Eras


A similar distance from Macky Hall must be maintained

FFE should be similar to or below Macky Hall dependent on location

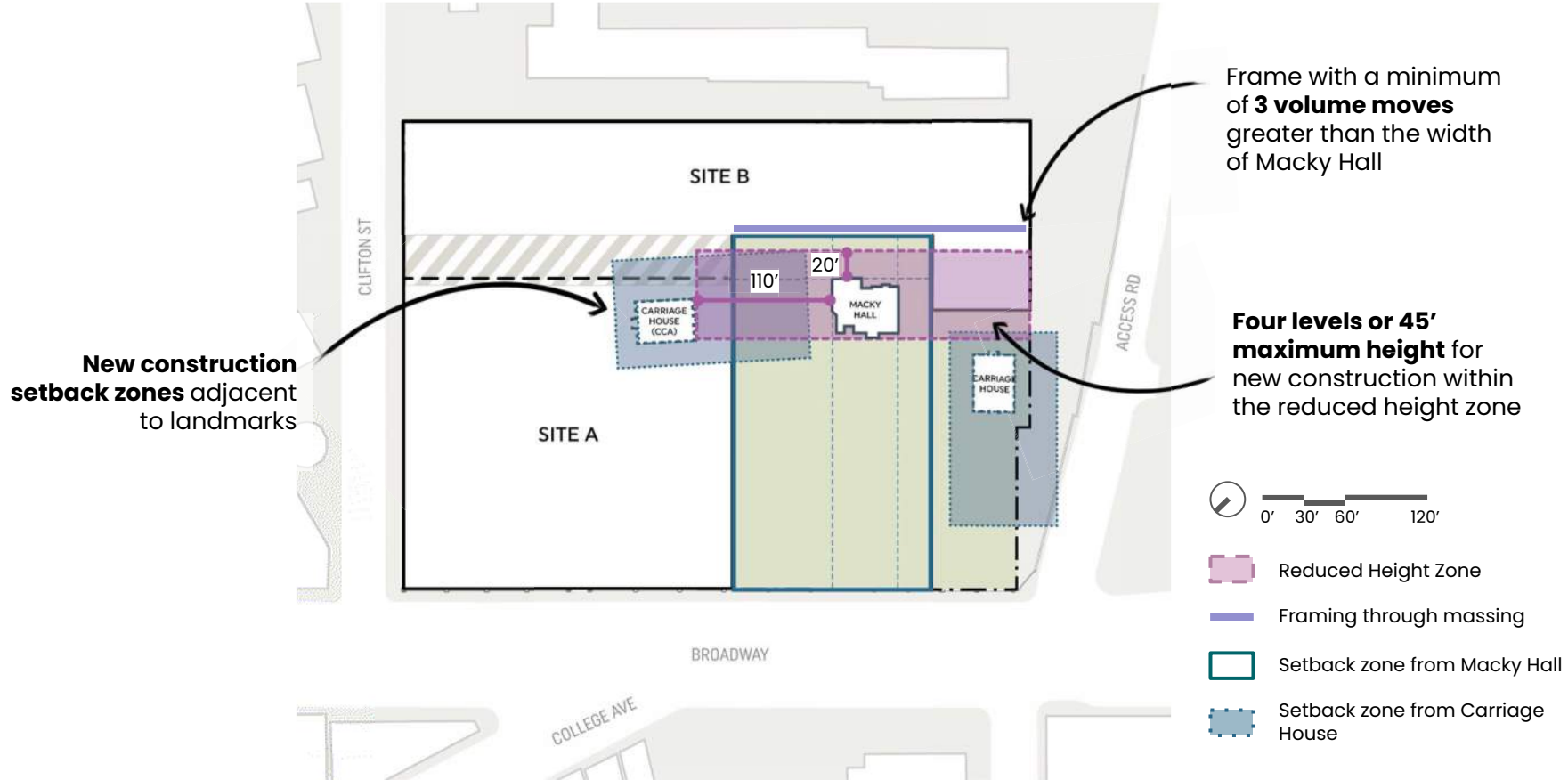
Setting must avoid false historic references



 Setback zone from Macky Hall

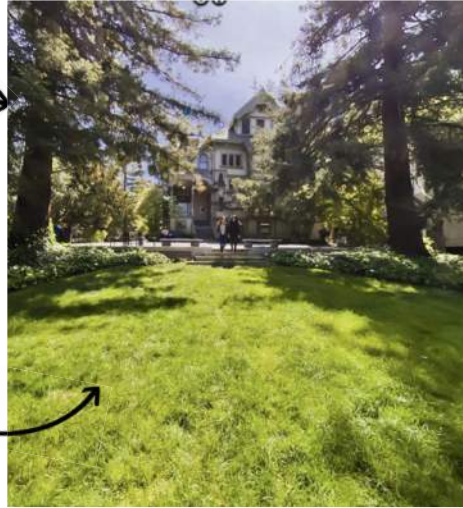
 Setback zone from Carriage House

Framing with new buildings and new landscapes

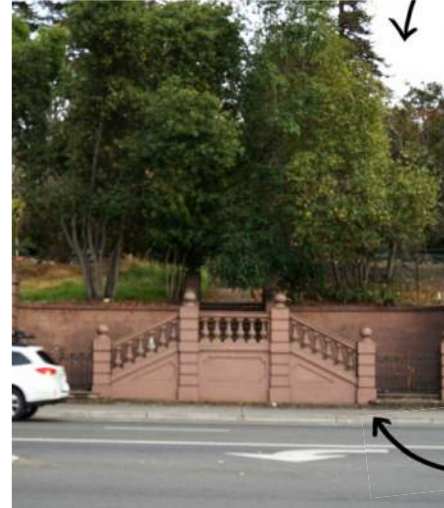


Celebrate associated landscape features

Remains as a
**un-programmed
gradually sloping lawn**



The **only open lawn**, as the
primary social commons

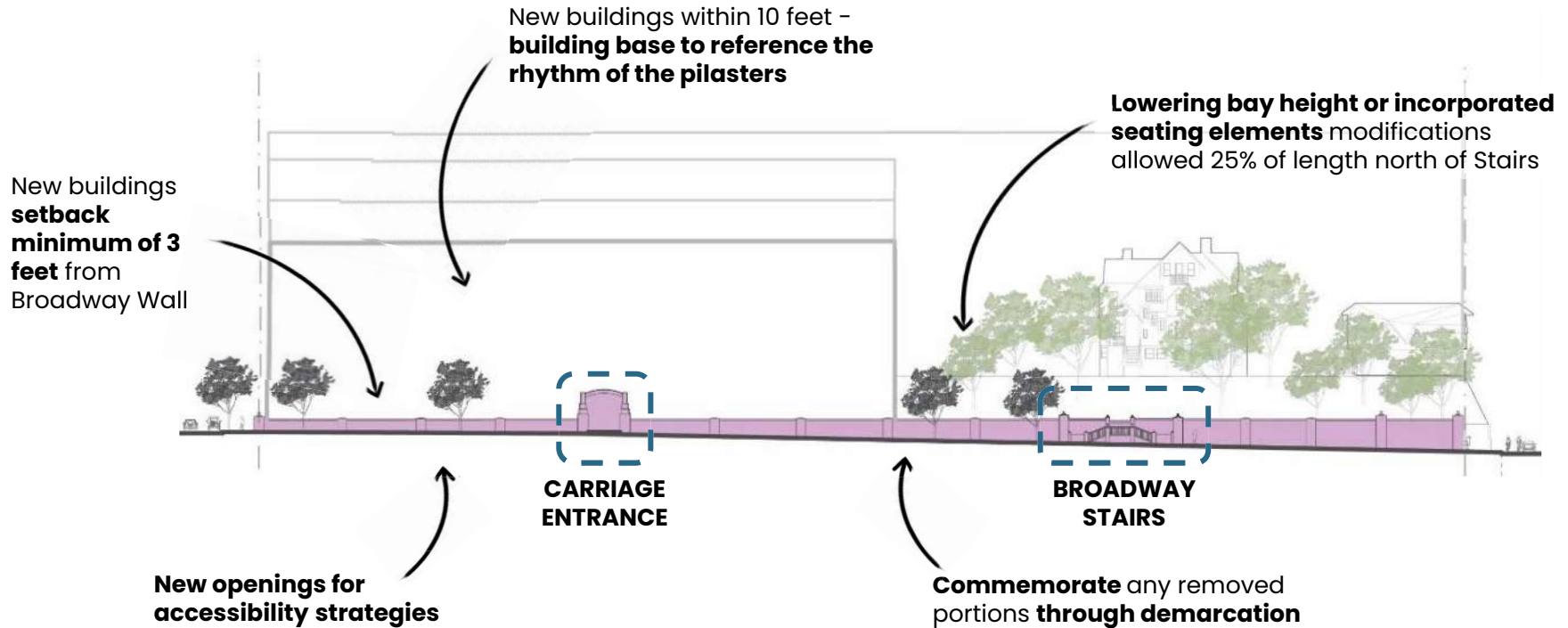


Maintained 80' wide
**Macky Hall View
Corridor** connecting
Macky Hall to
Broadway

Broadway Stairs
continues as the primary
entrance to site

ASSOCIATED LANDSCAPE FEATURES
(LAWN, VIEW CORRIDOR, WALL, STAIRS)

Embracing the Broadway Wall at the street and at the new buildings



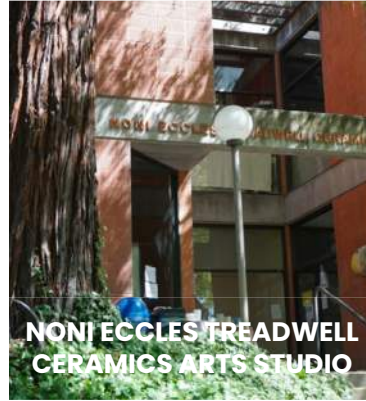
Campus Era resources

RETAIN STRATEGIES

Maintain **character-defining features** that convey historical significance

Encourage maintaining **educational or institutional use**

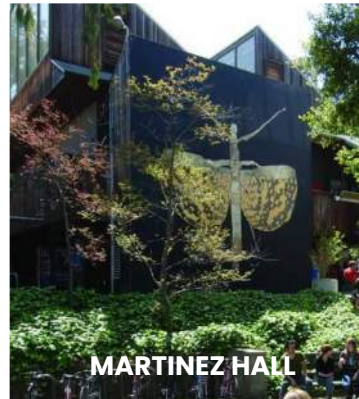
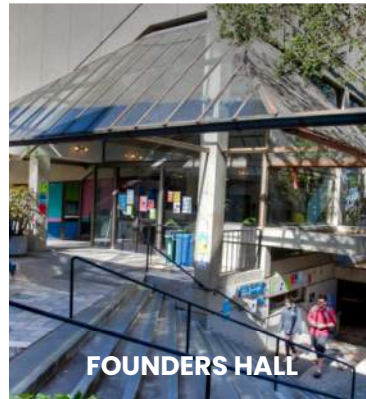
Any **relocation** to maintain historic orientation and avoid false historic relationships



COMMEMORATE STRATEGIES

Incorporate **remnants of removed buildings** in new buildings

Reference **materials and architectural style** in new construction



Memorialize the arts culture



Retain a minimum of **4 of the 6 historic landscape features** contributing to the API and Landmark designations



BELL TOWER



CELEBRATION POLE



CARNEGIE BRICKS



FAUN SCULPTURE

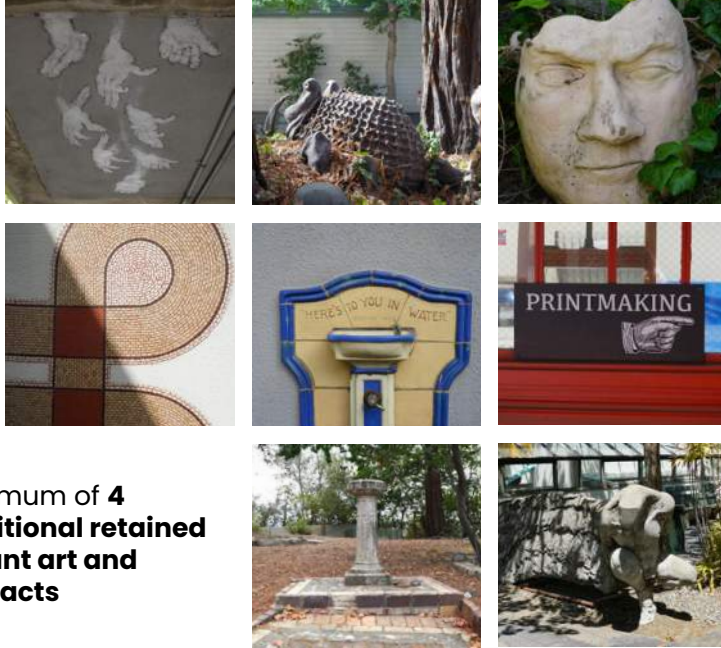


**STAIRS WITH
CERAMIC POTS***



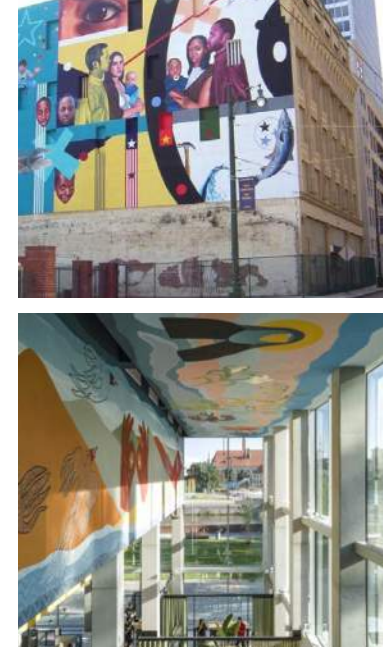
INFINITE FAITH

Memorialize the arts culture

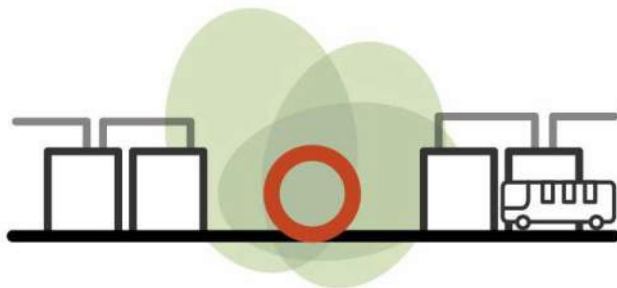


Minimum of **4 additional retained extant art and artifacts**

Art treatments encouraged on facades facing open spaces



2



FOOTHILLS OASIS + ACTIVE CORRIDOR

Connecting Pedestrian Experiences +
Embracing Topography

Access and visibility of publicly-accessible open space



Fortify oasis quality and visibility of open space with **priority planting zones at the southwest corner of 5212**

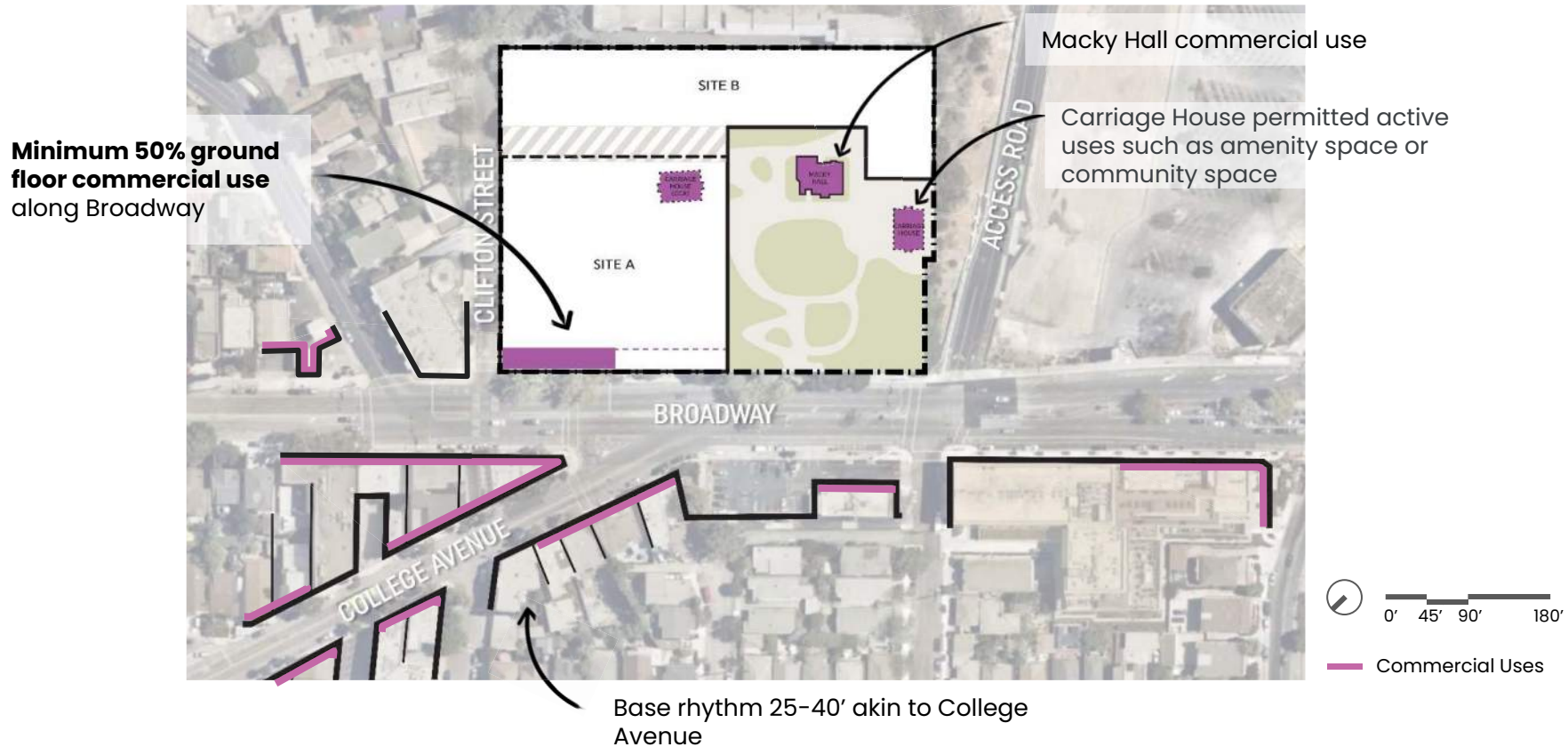


Green Terminus of College Ave.

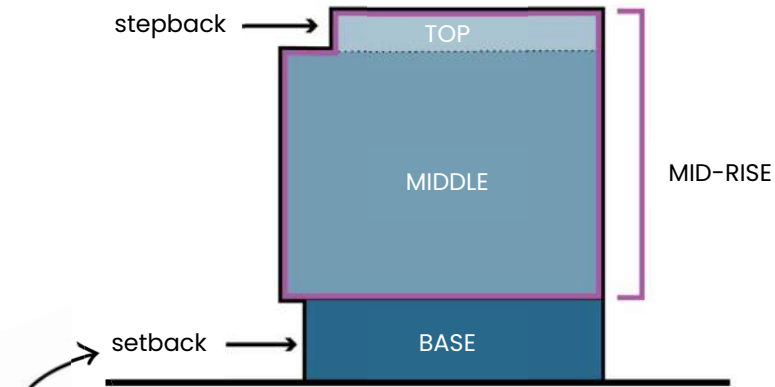


Green Hillside view from Broadway

Connecting pedestrian experiences of the adjacent corridors



Connecting pedestrian experiences of the adjacent corridors



Defined base from mid-rise levels
for **human-scaled experience**



Change in material

Horizontal element



Change in plane

3



TRANSITIONAL + RELATABLE
to the Rockridge Neighborhood

Thoughtful neighbor

Mid-rise facade rhythm along Clifton
akin to rhythm of adjacencies and
Broadway Terrace buildings (25-50')

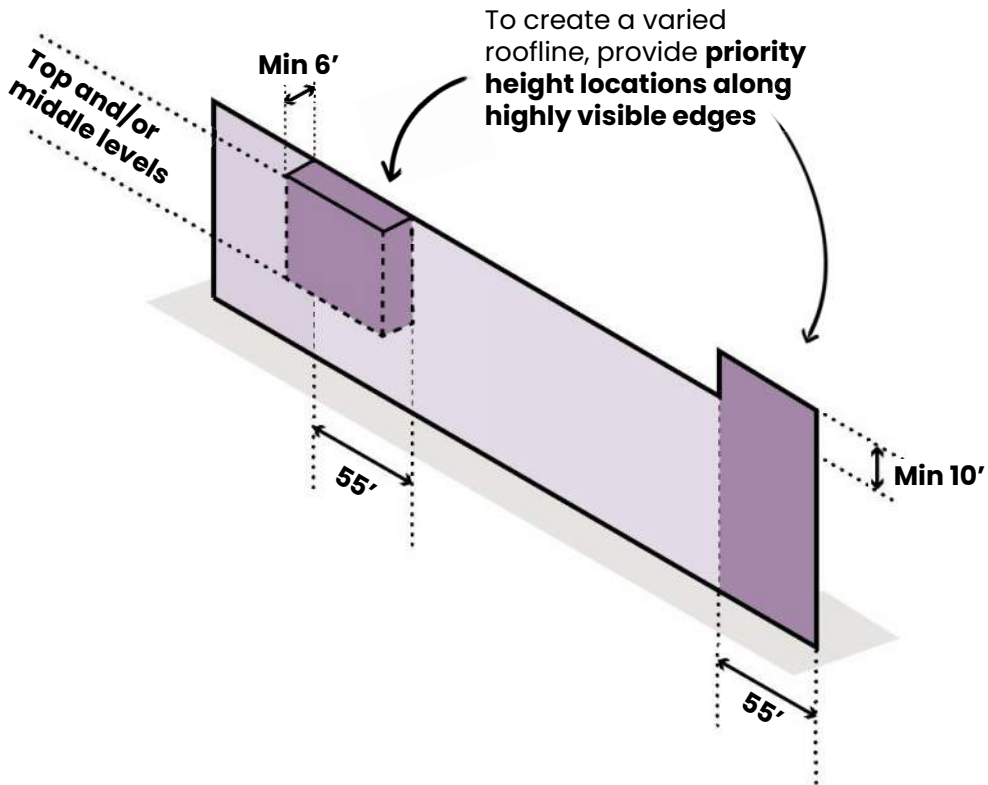


Clifton Street



**Broadway Terrace
Mid-rise**

Height and Roofline Strategies



Projecting horizontal element



Change in material



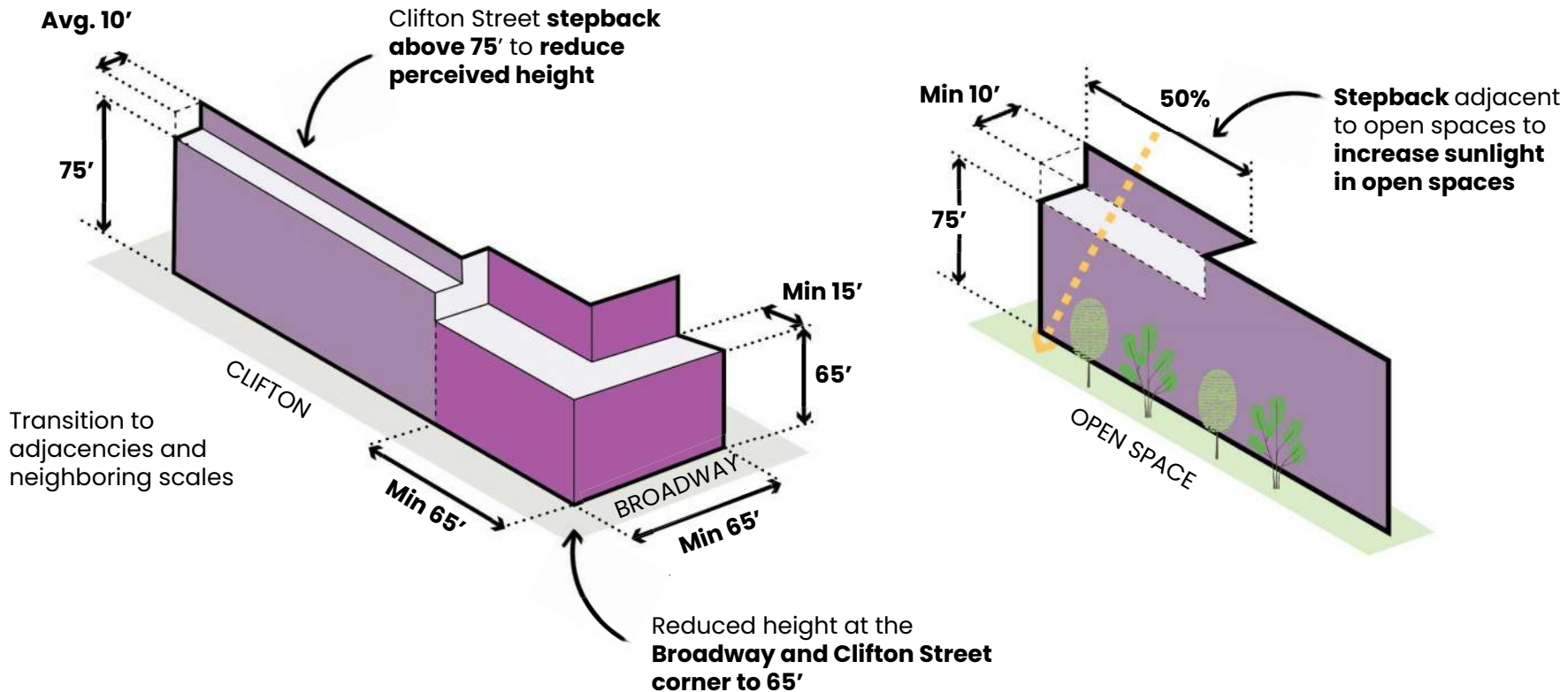
Stepbacks



Non-contiguous roofline

Use of various strategies to articulate roofline

Thoughtful neighbor



Neighborhood Qualities

Transition space of 4-8' where ground floor units meet public realm



STOOPS



TRELLISES



Horizontal elements must project a minimum of 2' at the base and span a minimum of 20% of linear frontage to **frame a finer grain pedestrian scale experience**

4



ECCENTRIC + PART OF A COLLECTIVE

Bringing forward Campus and Rockridge qualities

Sense of Discovery in the Landscape

Three potential **open space components**, unique to character areas, **maintain these qualities** in the DG



UPPER CHARACTER AREA
Varying widths defined by
edges of diverse architecture



LOWER CHARACTER AREA
Expansive and defined by
nature



FRAMED BY NATURE
Buildings and art framed by
nature throughout

Art encouraged **in natural settings** and
reimagined similar Campus Era settings

Maintain a Sense of Discovery in the Landscape



OUTDOOR ROOMS

Diverse moments to discover, vary in scale, and can highlight future **art and education** programming

Secondary circulation paths provide smaller scale, immersive connections



CIRCULATION PATHS

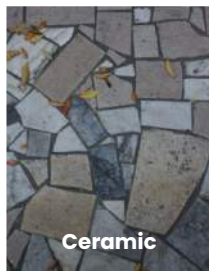
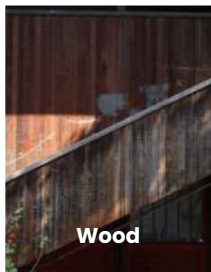


HERITAGE TREES

Retain **healthy and mature, non-invasive trees**, where feasible

Preferred materials applied to minimum of 20% of street or open space elevations

Sense of Craft



Expressed sense of assembly through 6" minimum depth at material transitions and openings

Enhanced opening depth of 12" at a minimum 35% of mid-rise level at priority height location openings

MESHING OF

2
FOOTHILLS OASIS
+ ACTIVE CORRIDOR



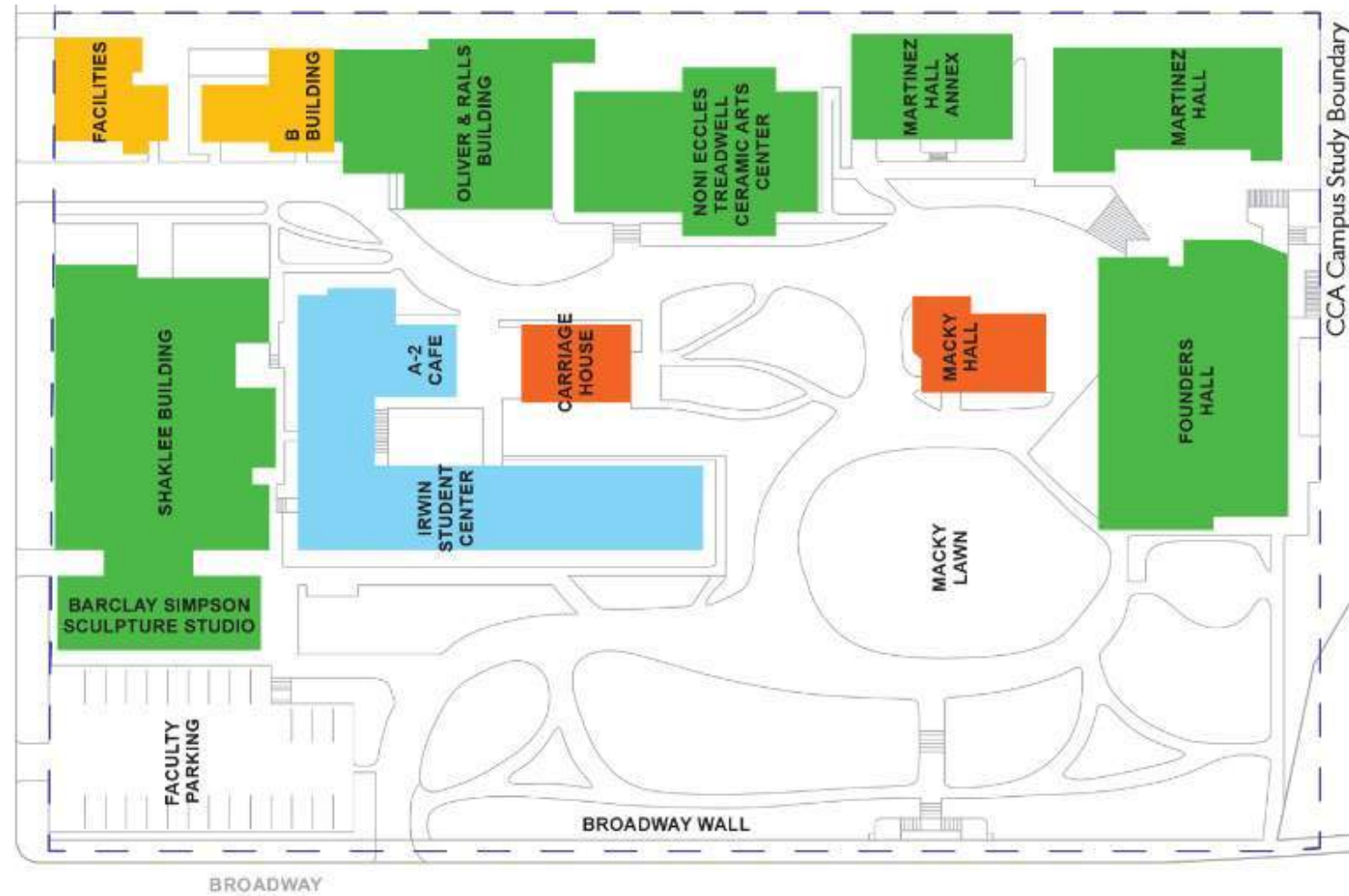
1
COMMEMORATE
+ REIMAGINE

3
TRANSITIONAL
+ RELATABLE

4
ECCENTRIC
+ PART OF A COLLECTIVE

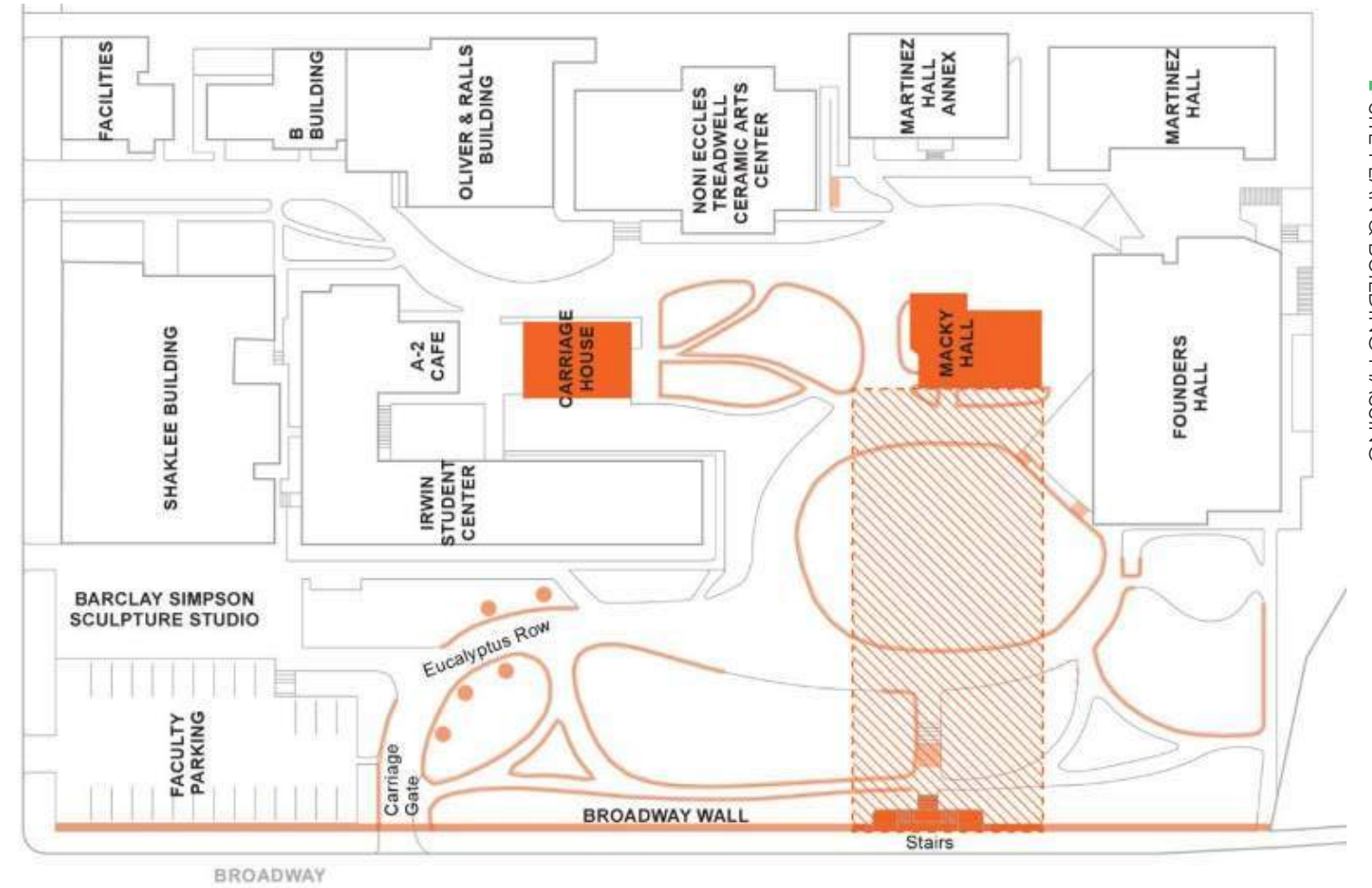
Site Design—

HISTORIC RESOURCE EVALUATION



LEGEND: CALIFORNIA OF THE ARTS CAMPUS ERAS OF BUILDING CONSTRUCTION

- EARLY ESTATE (1890-1921)
- EARLY CCAC ERA (1922-1944)
- POST-WWII CCAC ERA (1945-1964)
- CCAC CONTINUED DEVELOPMENT (1965-1992)



LEGEND: TREADWELL ESTATE: NATIONAL REGISTER / OAKLAND LANDMARK

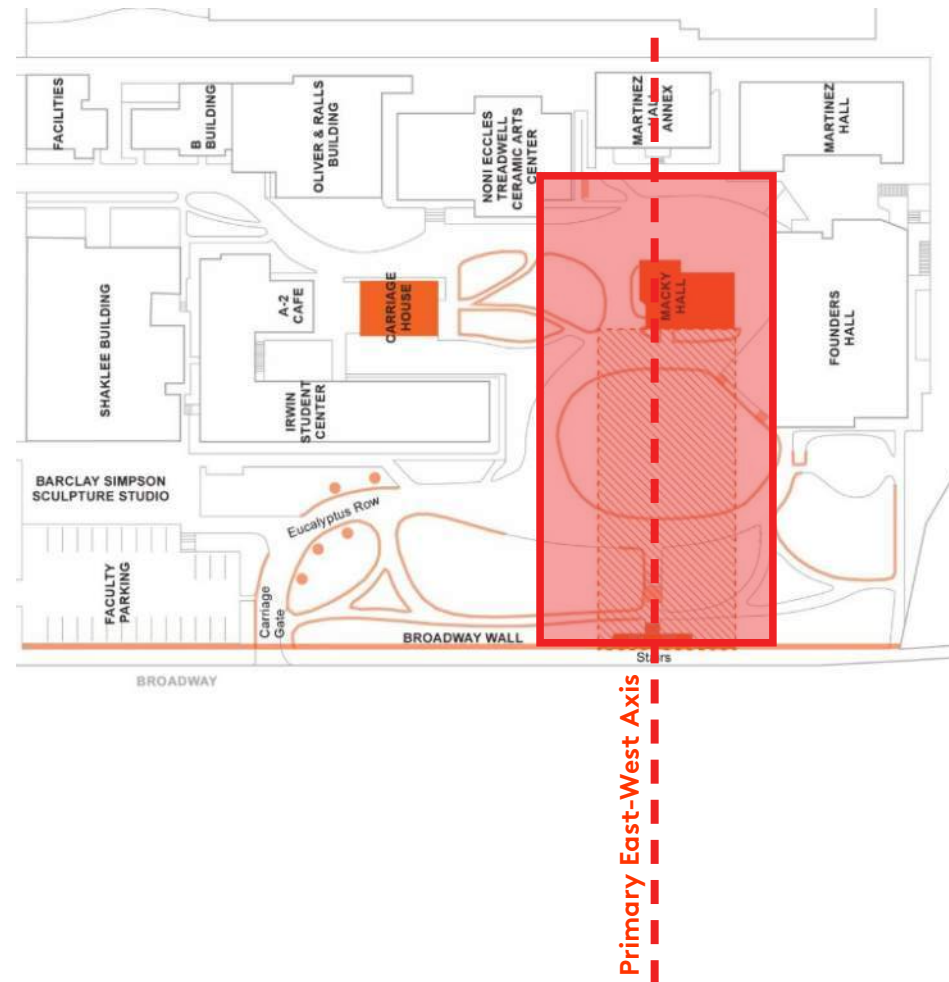
- TREADWELL ESTATE NATIONAL REGISTER BUILDINGS
- ▨ OAKLAND LANDMARK VIEW CORRIDOR

SITE PLAN & BUILDING MASSING

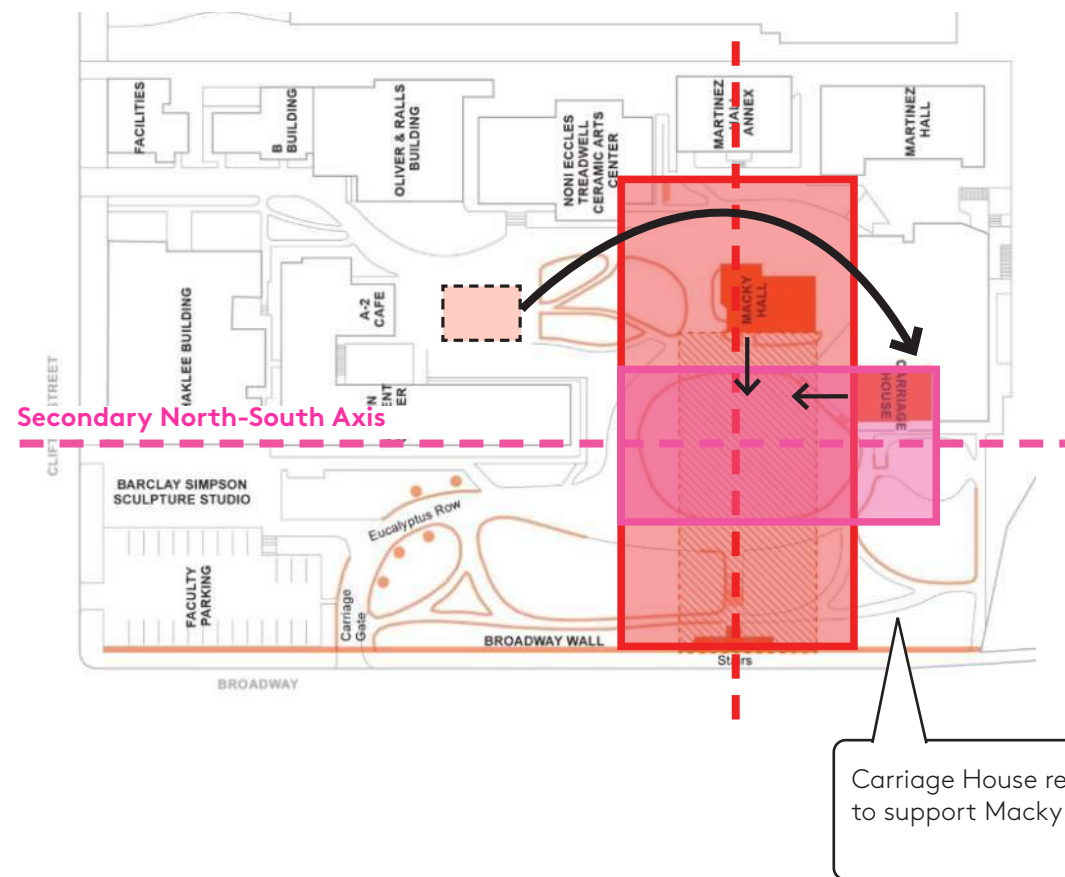


BUILDING DESIGN CONCEPT DIAGRAMS

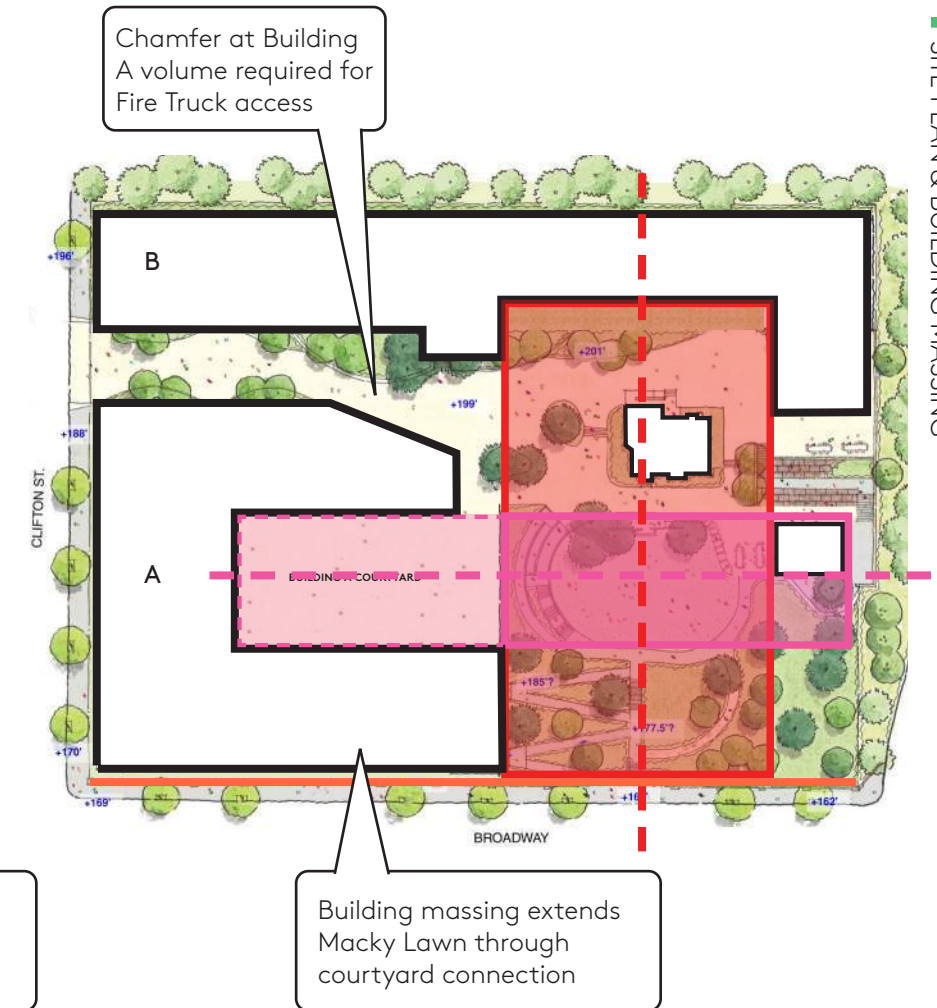
TREADWELL ESTATE / MACKY HALL VIEW CORRIDOR



MACKY LAWN & CARRIAGE HOUSE RELOCATION



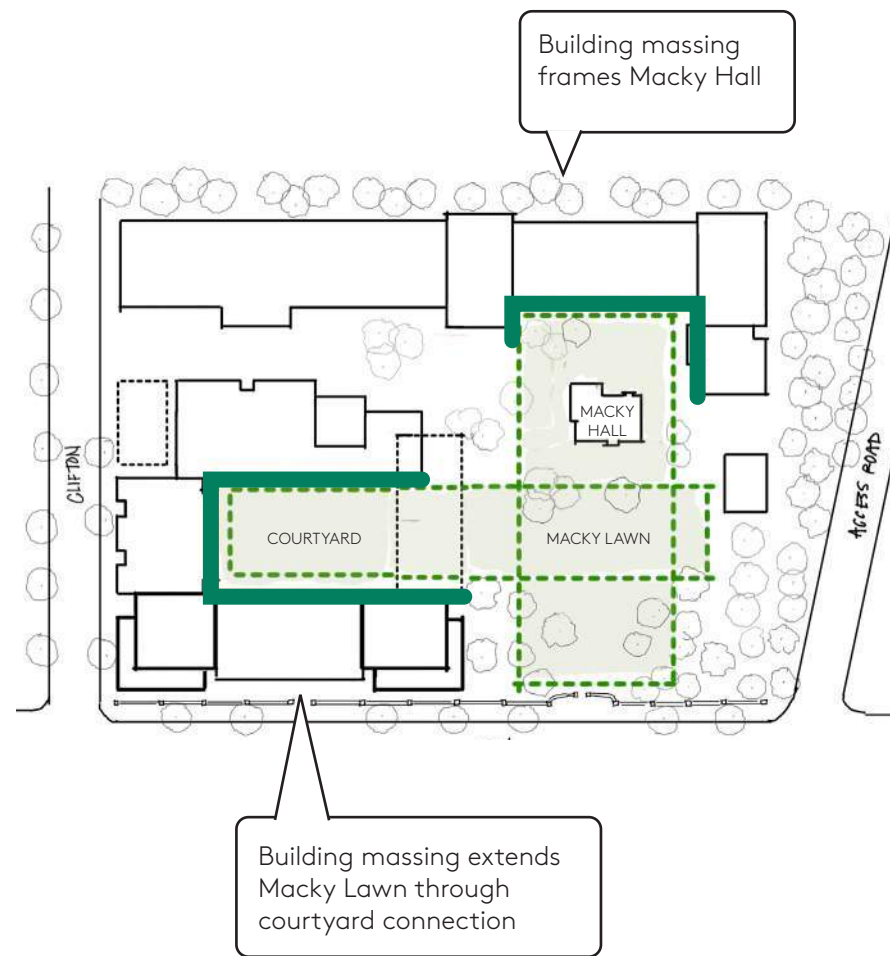
BASE SITE PLAN DIAGRAM



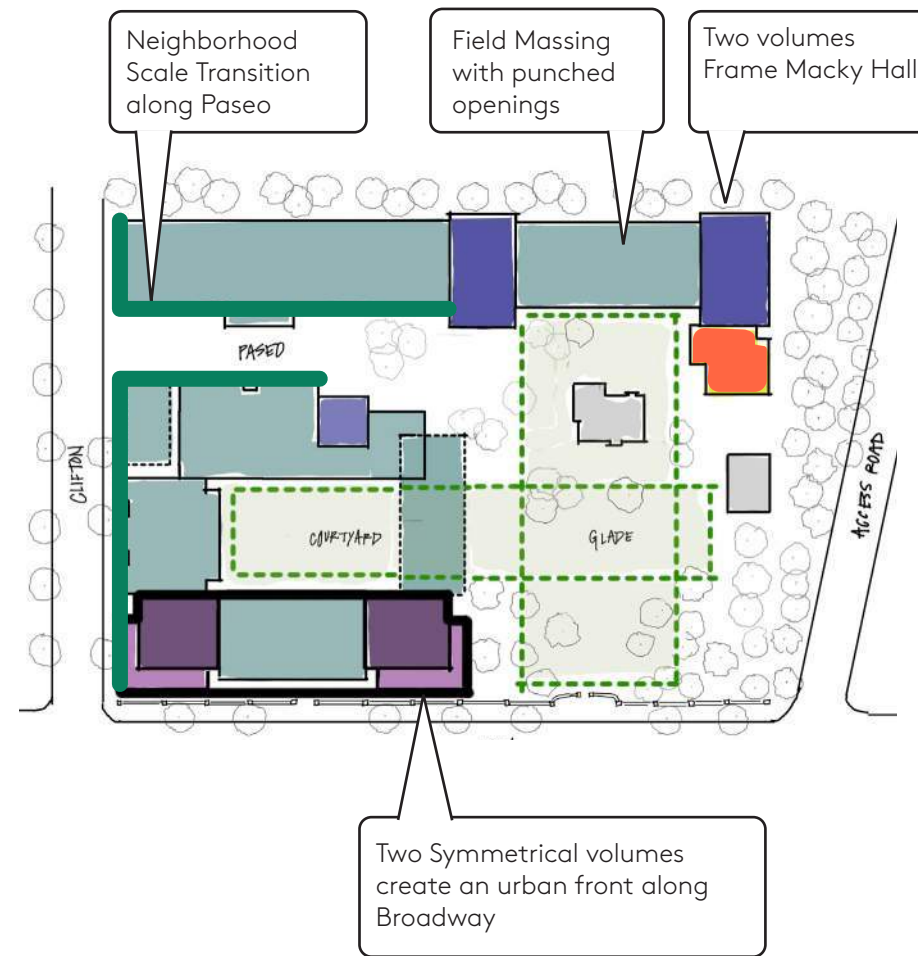
SITE PLAN & BUILDING MASSING

BUILDING DESIGN CONCEPT DIAGRAMS

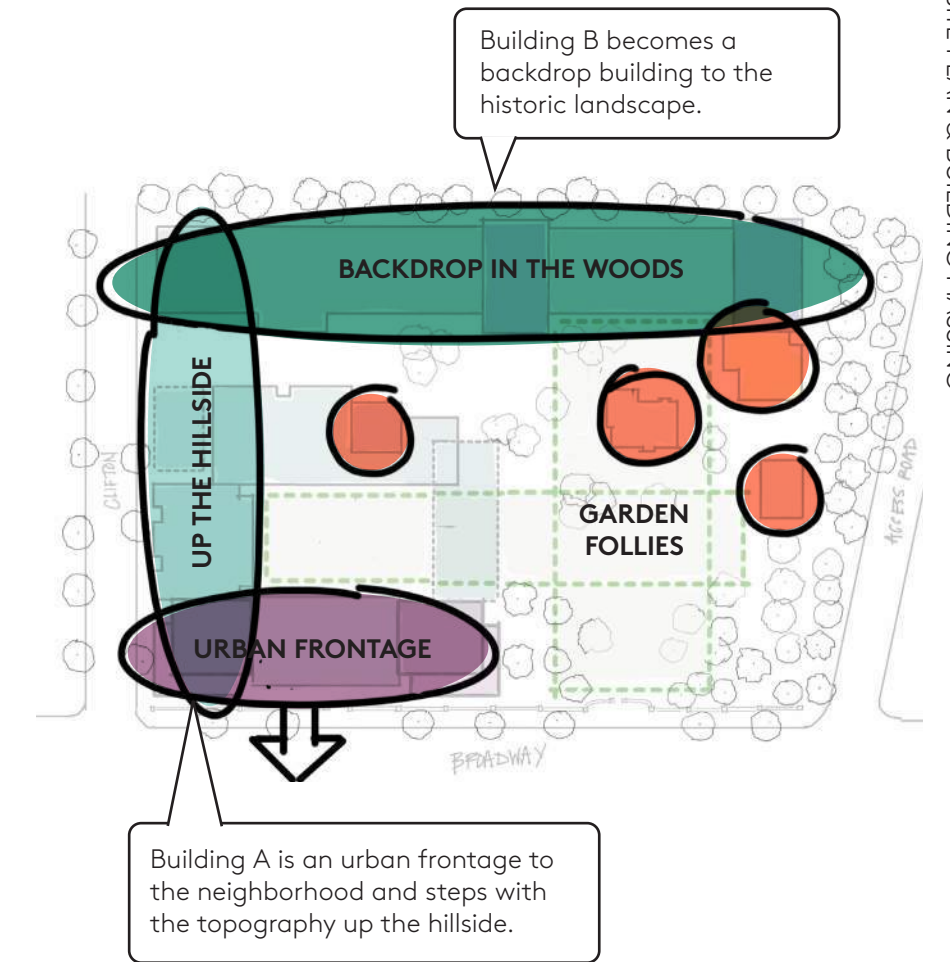
BUILDING PARTI: SITE RESPONSE



BUILDING MASSING STRATEGY

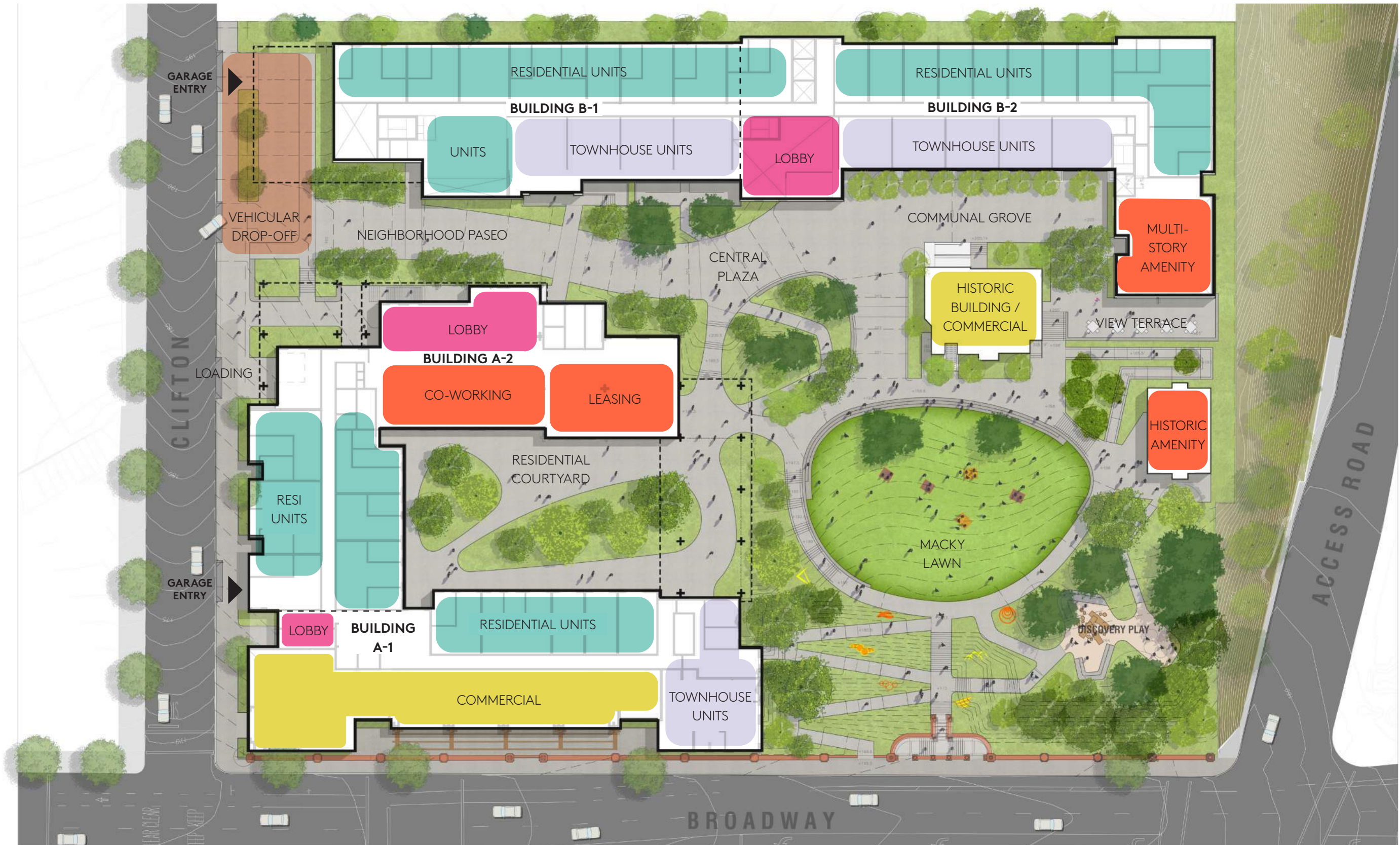


PLAN CONCEPT



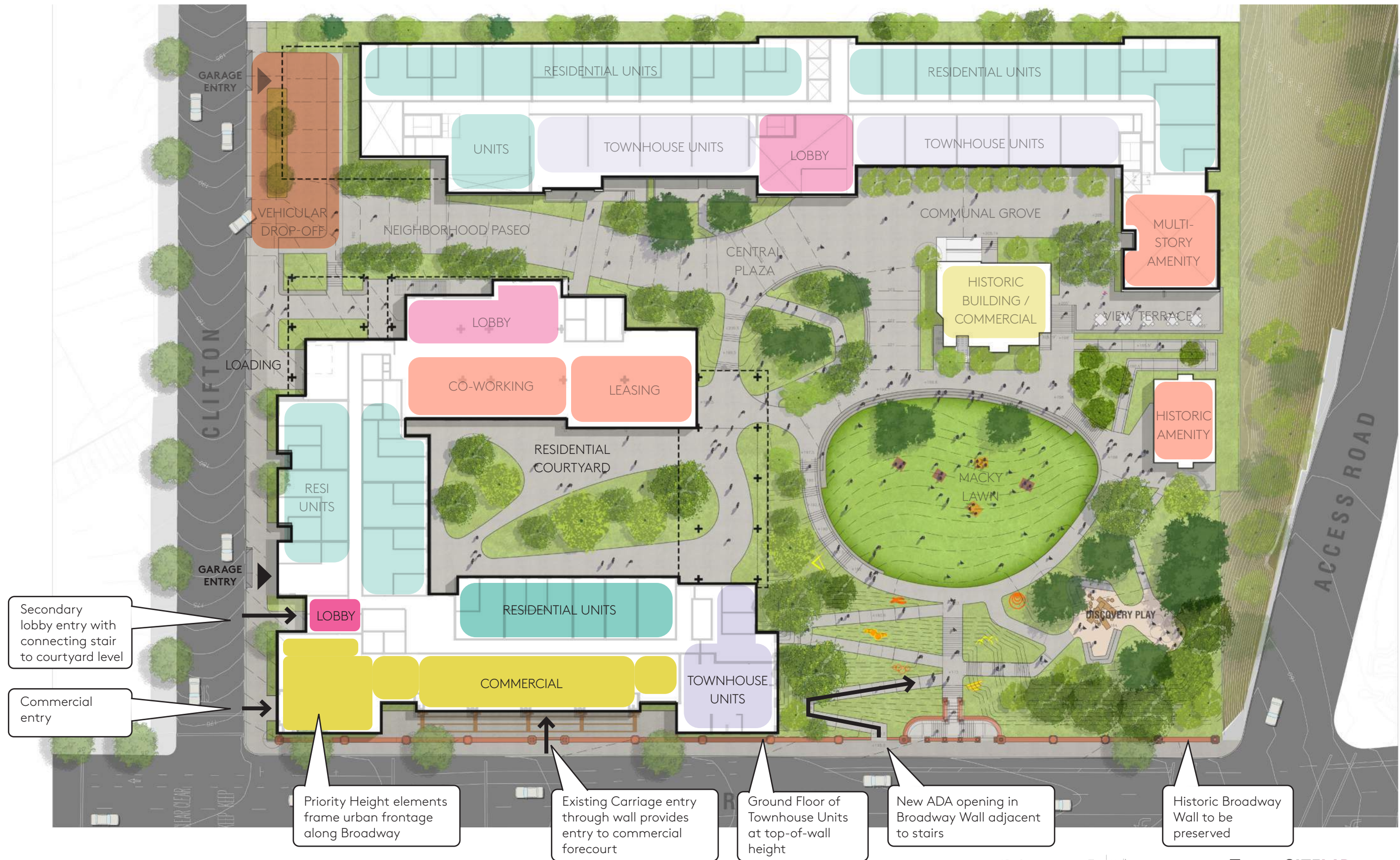
SITE PLAN & BUILDING MASSING

SITE PLAN | GROUND FLOOR PROGRAMMING



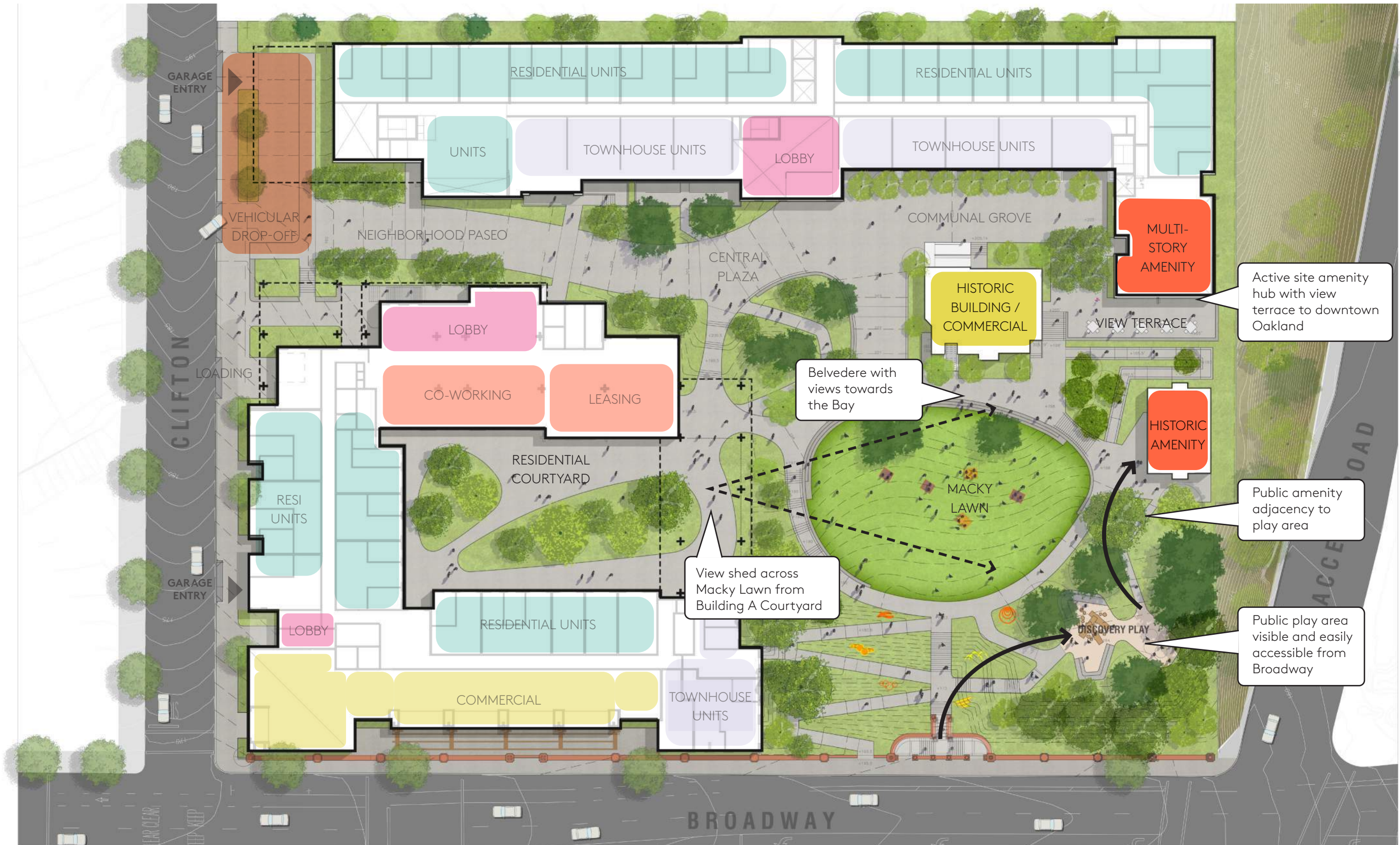
SITE PLAN & BUILDING MASSING

SITE PLAN | GROUND FLOOR PROGRAMMING



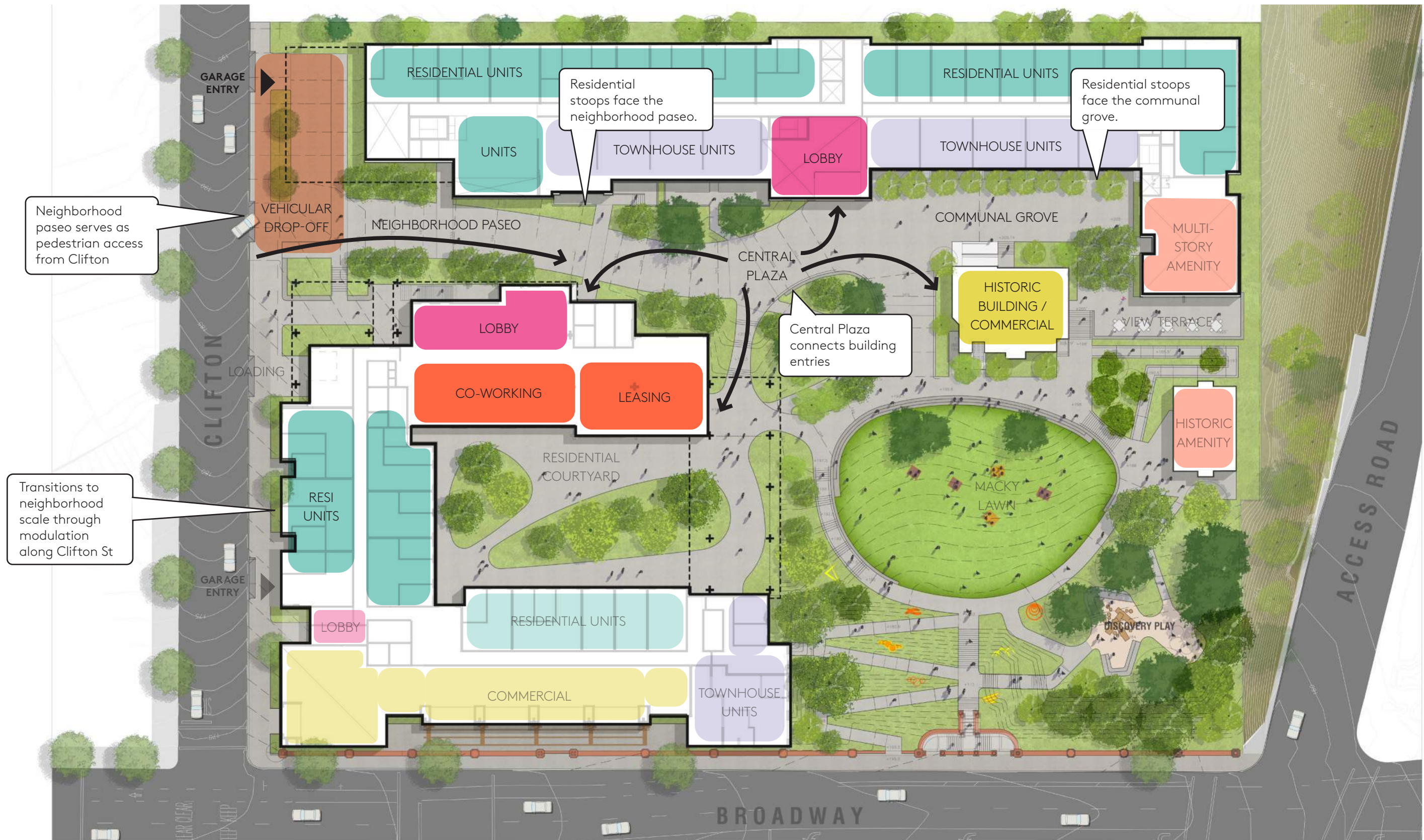
SITE PLAN & BUILDING MASSING

SITE PLAN | GROUND FLOOR PROGRAMMING



SITE PLAN & BUILDING MASSING

SITE PLAN | GROUND FLOOR PROGRAMMING

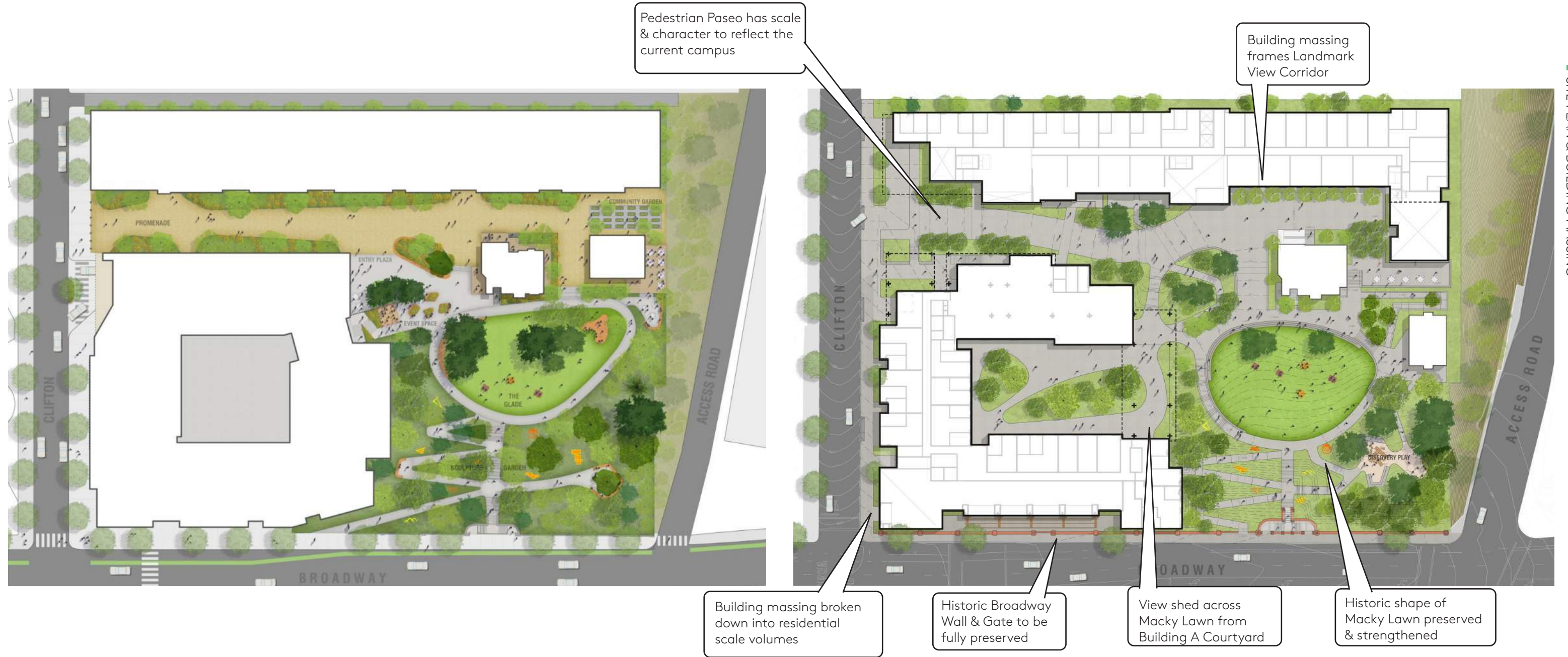


SITE PLAN & BUILDING MASSING

SITE PLAN COMPARISON

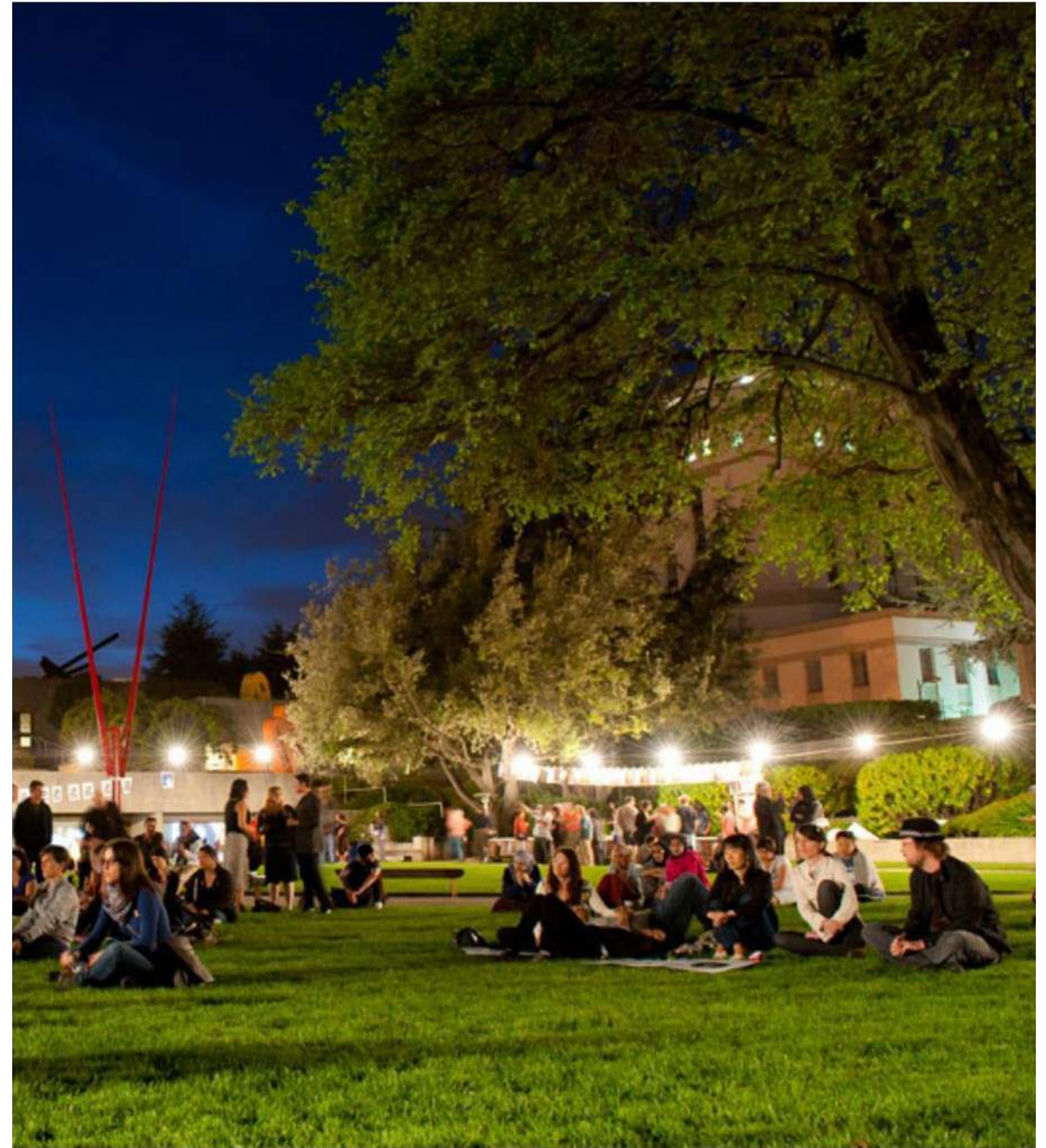
PREVIOUS 2020 SITE PLAN

PROPOSED 2022 SITE PLAN



SITE PLAN & BUILDING MASSING

SITE CONCEPT IMAGERY



LANDSCAPE DESIGN

Building Precedent & Design—

SITE INFLUENCES



BARCLAY SIMPSON SCULPTURE STUDIO, CCA CAMPUS



MACKY HALL AND FOUNDER'S HALL JUXTAPOSITION, CCA CAMPUS

KEY CHARACTERISTICS

- Building Massing steps with sloped topography
- Juxtaposition of old and new
- Attention to material and craft at the ground level / pedestrian scale
- Varied architectural styles important to site history
- Range of building materials with exposed tectonics and structure

PRECEDENT & DESIGN



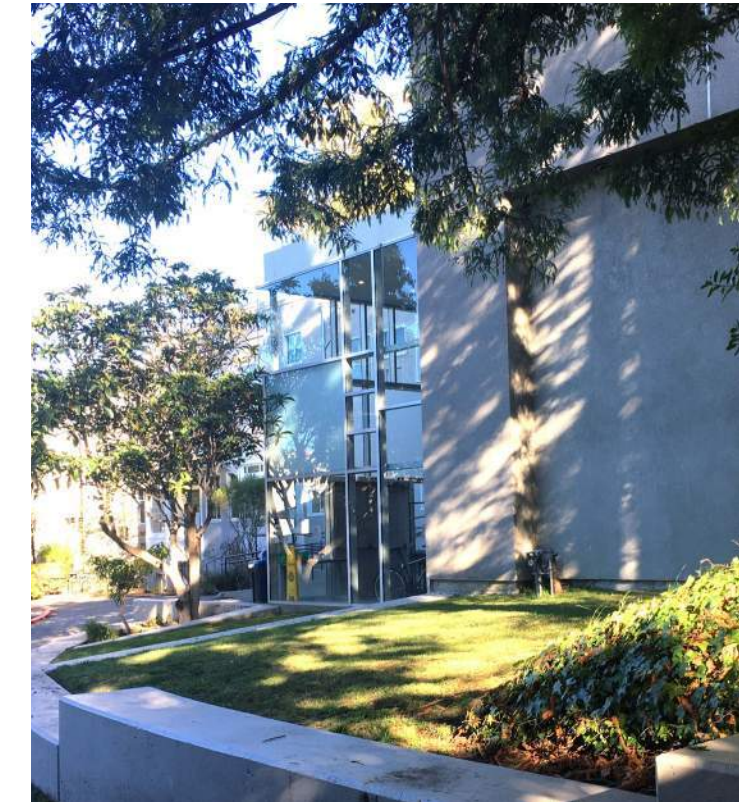
FOUNDER'S HALL, CCA CAMPUS



MARTINEZ HALL, CCA CAMPUS



NONI ECCLES



OLIVER AND RALLS BUILDING

NEIGHBORHOOD CONTEXT & CRAFTSMAN INFLUENCES



GUY HYDE CHICK HOUSE, OAKLAND 1914, BERNARD MAYBECK



ROCKRIDGE BRANCH LIBRARY, COLLEGE AVE, OAKLAND, CA



HOUSE IN ROCKRIDGE



ROCKRIDGE MARKET HALL, COLLEGE AVE



COLLEGE AVE



COLLEGE AVE

KEY CHARACTERISTICS

- Vine trellises used to integrate buildings and landscape
- Layered approach to street: building edge, entry, garden
- Individual unit entries are above the sidewalk grade with stairs and porches before front door
- Pedestrian scale at sidewalk edge with canopies, modulated openings, texture, and craft

CALIFORNIA ARTS & CRAFTS LARGE SCALE HISTORIC INSPIRATION



THE CLAIRMONT HOTEL, BERKELEY, 1915, DICKEY & REED



THE MARGARET BAYLOR INN, SANTA BARBARA, 1927, JULIA MORGAN



THE SHATTUCK HOTEL, BERKELEY



BERKELEY CITY WOMEN'S CLUB, 1930, JULIA MORGAN

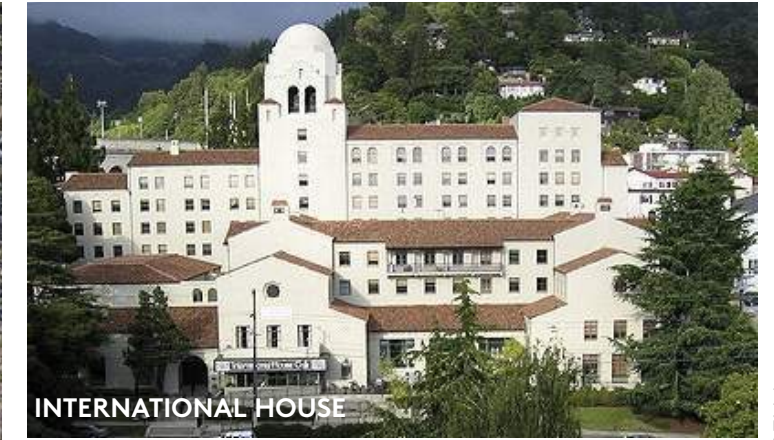
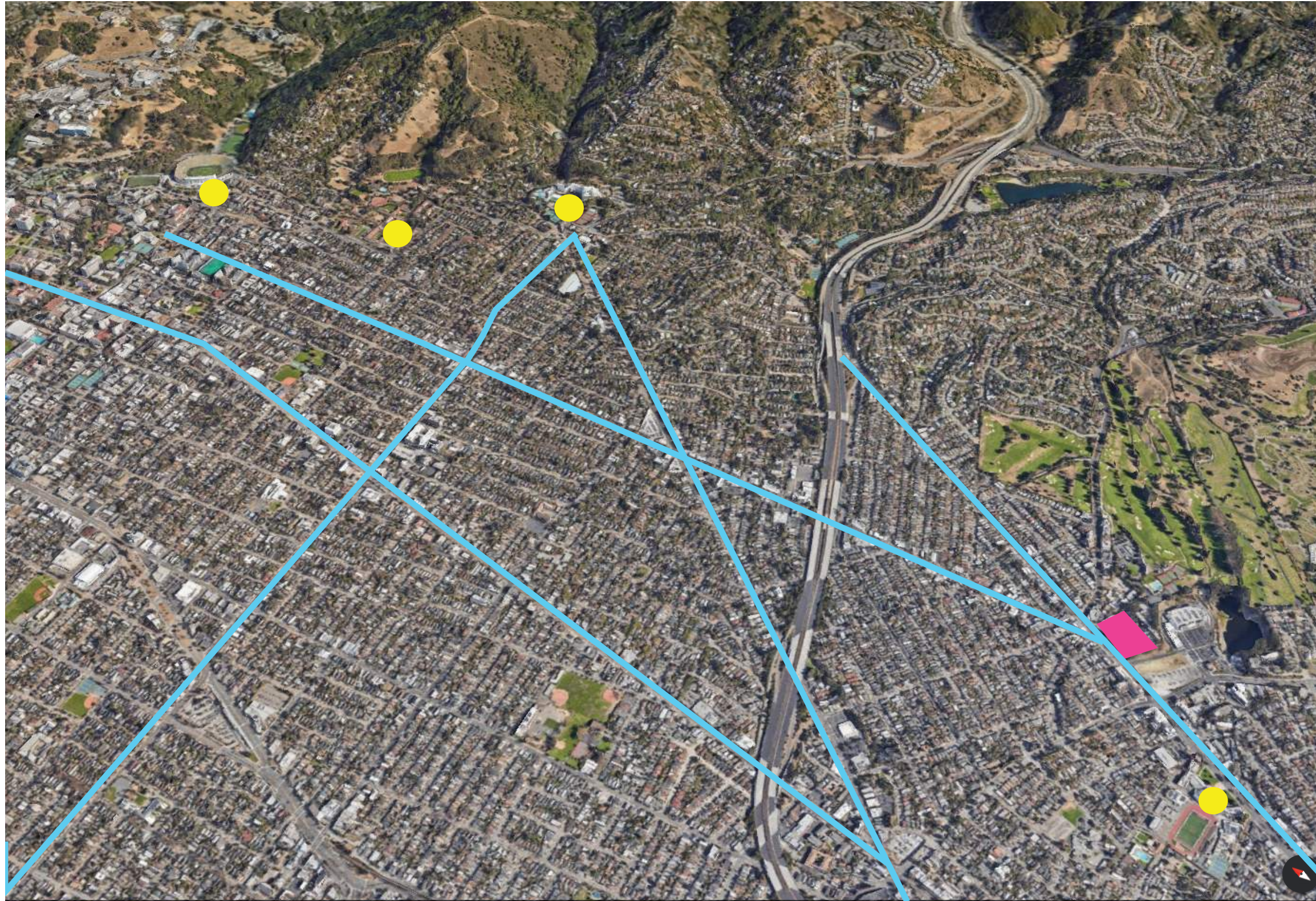


OAKLAND YWCA, 1915, JULIA MORGAN

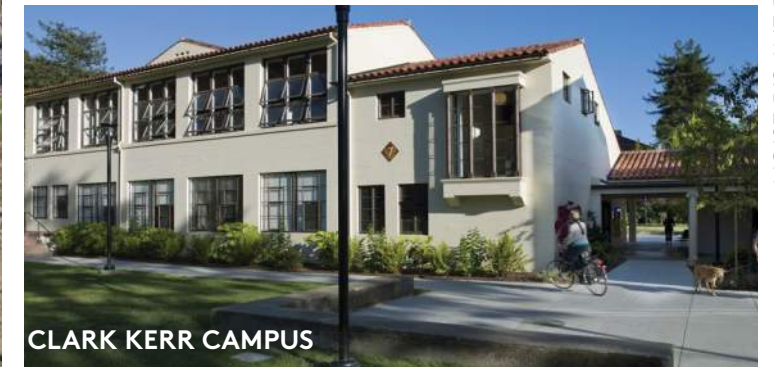
KEY CHARACTERISTICS

- Modulated by mass and volume
- Vertical tower elements define corners
- Primary facade are simple with regular rhythm of punched openings
- Light colored primary facade material
- Mix of masonry and cement plaster materials
- Building composition includes top - middle - base organization
- Top floor is set back with deep openings or recessed

NEIGHBORHOOD CONTEXT: URBAN/HILLSIDE LANDMARKS



INTERNATIONAL HOUSE



CLARK KERR CAMPUS



CLAREMONT HOTEL



OAKLAND TECH

PRECEDENT & DESIGN

CONTEMPORARY INSPIRATION



CARLSBERG APMTS, COPENHAGEN, DK, PETERSEN



KILLESBERGHÖHE STUTTART, GERMANY, 2012, KCA



10 BOND, NEW YORK, SELLDORF ARCHITECTS



11-19 JANE STREET, NY, 2021 DAVID CHIPPERFIELD



KENNEL CLUB, LONDON, SQUIRE & PARTNERS



WORKER HOUSING, NORTH WEST CAMBRIDGE, 2021, STANTON WILLIAMS

KEY CHARACTERISTICS

- Regular rhythm of punched openings and depth of fenestration
- Building composition includes top - middle - base organization
- Integration of trellis structure to define base and top
- Modulated by mass and volume
- Light colored primary facade material with secondary materials to integrate craftsman detailing
- Integrity of craft, materiality, and structural expression

SKETCH RENDERING: AERIAL FROM NORTHWEST



PRECEDENT & DESIGN

SKETCH RENDERING: BROADWAY & CLIFTON



SITE PLAN & BUILDING MASSING

SKETCH RENDERING: BROADWAY WALL AND GATE



SKETCH RENDERING: BROADWAY LOOKING NORTH



SITE PLAN & BUILDING MASSING

SKETCH RENDERING: MACKY LAWN & HALL



SITE PLAN & BUILDING MASSING

SKETCH RENDERING: BUILDING A FROM MACKY LAWN



SITE PLAN & BUILDING MASSING

SKETCH RENDERING: BUILDING A FROM THE PLAZA



SITE PLAN & BUILDING MASSING

SKETCH RENDERING: BUILDING B & MACKY HALL



SITE PLAN & BUILDING MASSING

SKETCH RENDERING: CLIFTON STREET



SITE PLAN & BUILDING MASSING

ELEVATIONS: BROADWAY & CLIFTON



SITE PLAN & BUILDING MASSING



ELEVATION: CLIFTON STREET (NORTH)



ELEVATION: BROADWAY (WEST)

PROGRAM

