

## Sherwin Williams – 5 Transformative Elements

When tested against Emeryville’s General Plan’s Guiding Principles, the currently proposed Sherwin Williams design misses the mark. Instead of a distinctive and connected neighborhood, the development is more of an isolated suburban apartment complex. There are five design changes that can transform this project to align it with the City’s goals;

1. Connect to the new South Bayfront Bridge
2. Incorporate transit
3. Provide ground floor flex space at transit stop
4. Provide additional housing at the southwest corner
5. Provide for sale housing in a concrete/steel construction midrise building at north end of site

Guiding Principle	Current Design	Proposed Design with Transformative Elements
A cohesive city of distinctive districts and livable neighborhoods	An isolated neighborhood poorly connected with the rest of Emeryville	A unique neighborhood that is seamlessly woven into the fabric of Emeryville
A connected place	Poorly connected to the South Bayfront Bridge and areas west of the railroad tracks	High quality transit, combined with direct, safe, and inviting bike and pedestrian corridors, connects this neighborhood with surrounding neighborhoods.
Enhanced and connected open space network and green streets	Misses the mark with connections to the existing greenway	Provides park space that expands our greenway network.
A walkable, fine-grained city, emphasizing pedestrians	Lacks direct pedestrian connections to vibrant areas west of the railroad tracks	Focused on connecting pedestrians by utilizing transit and the new South Bayfront Bridge.
A diversity of transportation modes and choices	Ignores the need to increase transit when density is increased	Truly transit oriented development centered on the Emery Go-Round now and the Emeryville Streetcar in the future.
A vibrant, urban community	A lifeless, suburban apartment complex	Transit and the pedestrian connection to Bay Street bring a critical mass of people to support a neighborhood center.
A diverse, balanced, and inclusive community	A homogenous rental community	A diverse mixed use neighborhood with diverse housing options ranging from affordable housing to midrise penthouses with world class views.
A balance of regional and local amenities	Amenities are focused on immediate neighbors, not greater community	An easily accessible neighborhood that is connected with a major regional center and the Emeryville community.
Sustainability and innovation, with respect for the past	Suburban design is 20 years behind the times and is too car-centric.	Designed around transit, bike and pedestrian connections, this neighborhood is conducive to ‘car-light’ living.
An imageable and memorable city	A bland suburban apartment complex	This urban village celebrates the beautiful South Bayfront Bridge and its connected open space to create a unique, small scale mixed use neighborhood.

## **Connect to the new South Bayfront Bridge**

Many area of Emeryville are poorly designed for pedestrians. “This city is designed by people who don’t walk.” and “We would never make cars take such a circuitous route.” are statements that, unfortunately, can be applied to Emeryville. Every project provides opportunity to remedy this. The Sherwin Williams project offers exceptional opportunity to significantly improve pedestrian connections while expanding our Greenway.

Provide a visually and physically direct connection from a transit stop in the center of the development to the deck level of the new bridge. The original concept of the bridge envisioned this type of ramp. This ramp should be considered open space and be consistent with the Emeryville Greenway design. This vital pedestrian connection will provide direct access from a transit stop east of the railroad tracks to Bay Street and the surrounding neighborhoods.

## **Incorporate transit**

Until we make transit easier to use than cars, we’ll continue to drive. The currently proposed project lacks *direct* transit access. This deficiency will give credence to the belief that density = traffic. However, we can turn this around. Density can provide ridership to support better transit. It is imperative that when we increase density, we increase transit options. One of the greatest challenges facing the Emery Go-Round is the inability to move through heavily trafficked streets. We can help relieve this problem by providing access to Bay Street from Sherwin Williams.

A short-term transit option can be a modification to an existing Emery Go-Round route that provides service to Sherwin Williams. A streetcar stop on future routes to MacArthur BART, West Oakland BART and the Emeryville Amtrak station is a long-term option. Street design methods employed in Portland, OR and other progressive cities can be used to harmoniously move buses and bikes along Horton Street.

## **Provide ground floor flex space at the transit stop**

The currently proposed site design lacks a diversity of uses. This ‘mixed use development’ is weak on retail / commercial space and will create a lifeless apartment complex. Incorporating retail / commercial spaces, *coupled with excellent transit*, will bring life to the area that can support businesses. The East Bay is filled with ‘neighborhood centers’ that were once streetcar stops.

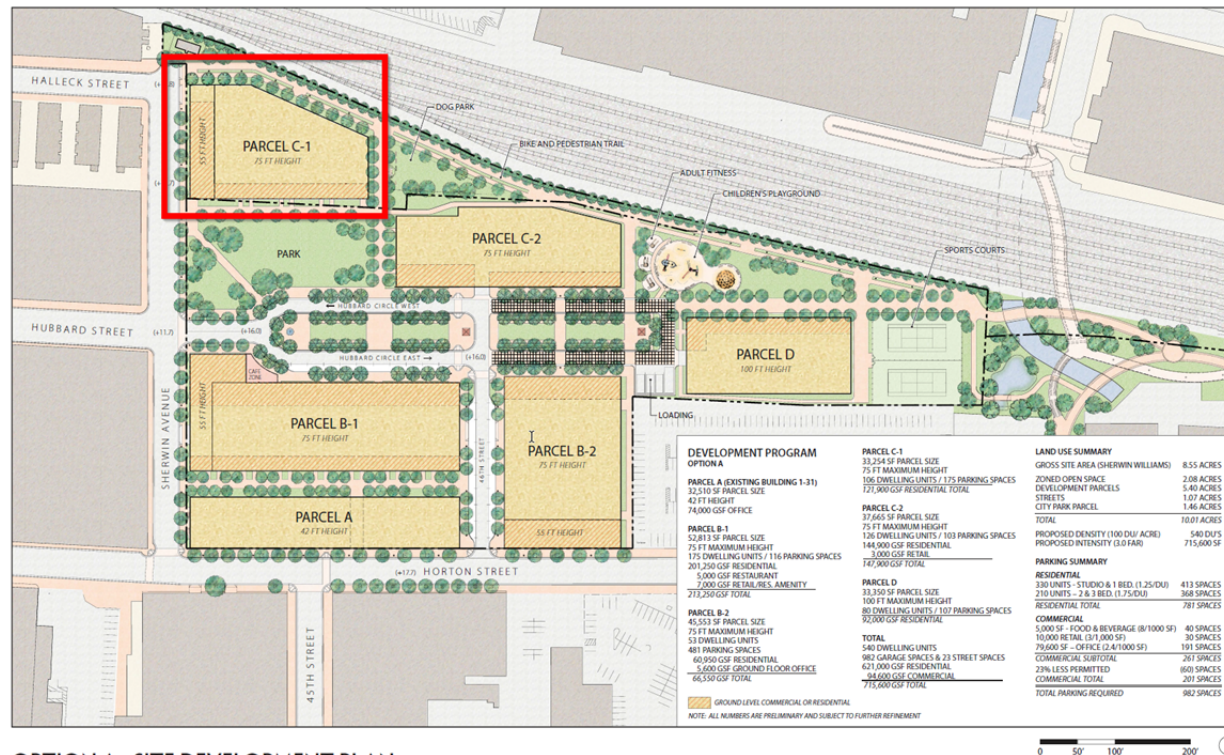
Provide ground floor flex space around the transit stop. As density and transit quality increases, spaces can transition in use. Consider providing gallery space at this location that has sufficient size to house the Emeryville Celebration of the Arts.

## Provide additional housing

We are facing a housing crisis in the Bay Area with demand outpacing supply. Increasing affordable housing stock, as well as market rate housing stock, will help make housing more affordable.

Provide housing on Parcel C-1, as shown below. Increase the number of affordable housing units within the project. Consider partnering with an affordable housing developer. Note that in the current design, some of the park space displaced by housing in this location is provided with the new pedestrian ramp to the bridge.

ATTACHMENT 1: OPTION A SITE PLAN



OPTION A: SITE DEVELOPMENT PLAN

SHERWIN WILLIAMS PRELIMINARY DEVELOPMENT PLAN SUBMITTAL

JANUARY 20, 2015 • PREPARED FOR LMC EMERYVILLE INVESTOR LLC BY ROMA DESIGN GROUP IN ASSOCIATION WITH LPAS AND BKF

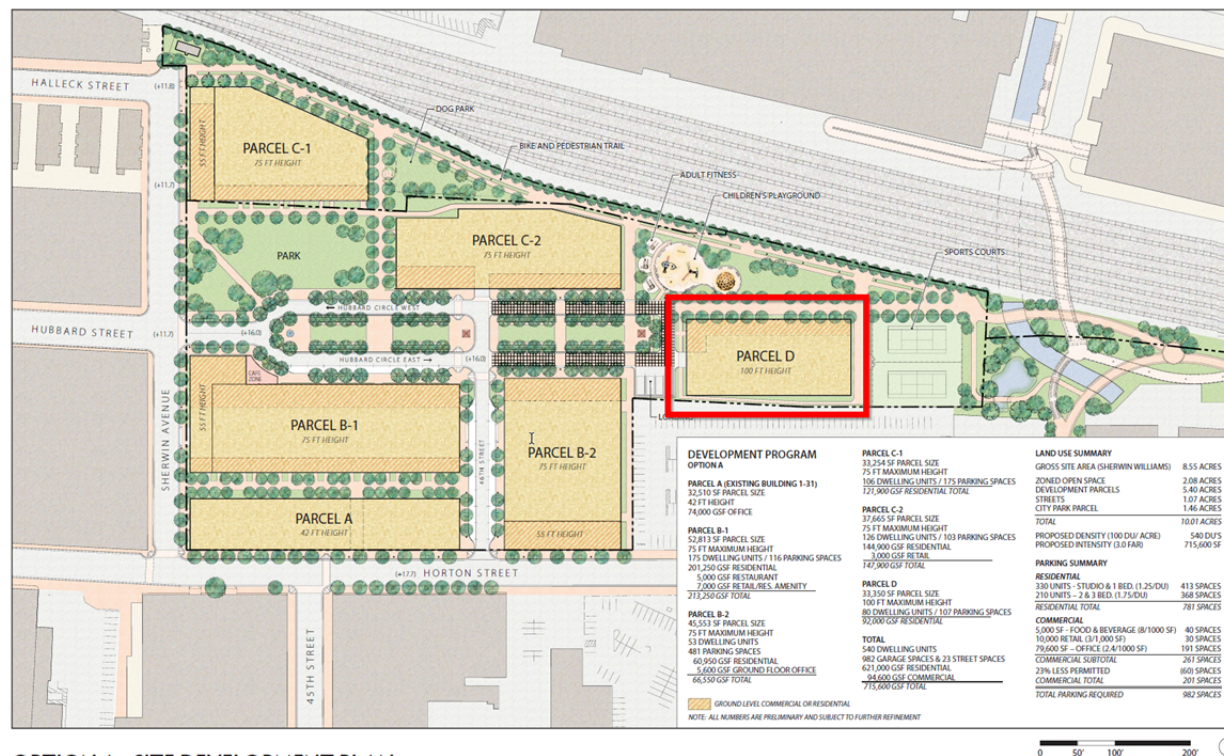
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## Provide for sale housing in a concrete/steel construction midrise building at north end of site

While our Planning Commissioners, City Staff, and developers diligently work to provide interesting architecture for residential buildings, most of what we see is similar in design and... well, meh. The limitations of wood framed construction may be the biggest contributing factor to creating more diverse and exciting architecture. We also lack diversity in housing types. Very few 'for sale' units have been built in Emeryville in recent years.

Provide 'for sale' housing in the form of a midrise concrete/steel structure at Parcel D. The premium cost of this type of construction can be offset by additional developer profits from increased density on Parcel C-1 and by passing additional construction costs on to the buyers. Don't put limits on the height. Building taller allows the building footprint to be smaller and valuable ground space can be used for park space and pedestrian connections. Premium prices for higher floors with Bay views can also offset construction costs.

ATTACHMENT I: OPTION A SITE PLAN



OPTION A: SITE DEVELOPMENT PLAN

SHERWIN WILLIAMS PRELIMINARY DEVELOPMENT PLAN SUBMITTAL

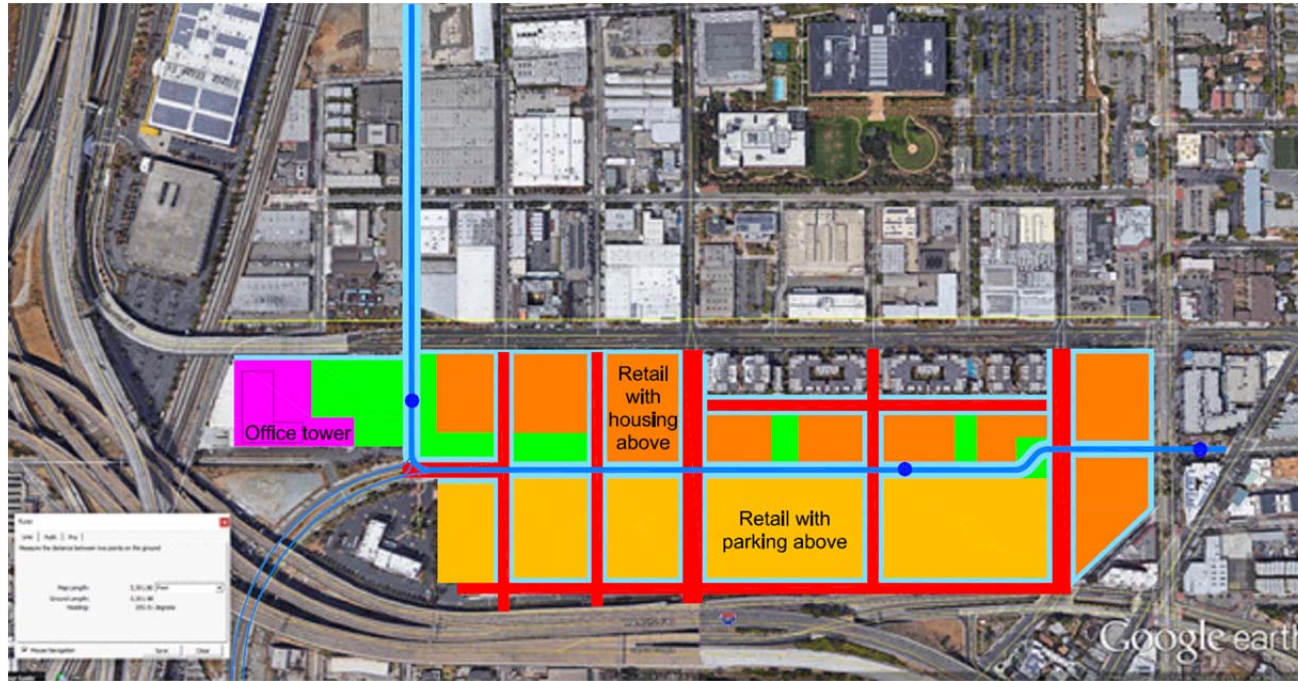
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Revising the current Sherwin Williams development plan to incorporate the five elements listed above can create a 'win-win'. The developer can see more profit and the City can get a much better project that meets the objectives of the Guiding Principles, as well as the Park Avenue District Plan.

We should also look at this project in the context of the greater neighborhood. A conceptual design for East Bay Bridge redevelopment and streetcar route is shown below. In addition to providing world class transit, this area provides opportunities for parks and open space.



Heavy dark blue line indicates Emeryville Streetcar route between MacArthur BART and Emeryville Amtrak.  
Thinner dark blue lines indicate streetcar route to West Oakland BART