

OAKLEY



CALIFORNIA



DOWNTOWN SPECIFIC PLAN

Adopted March 2010, Revised September 2017

Prepared by the City of Oakley
with assistance from
Bottomley Design & Planning

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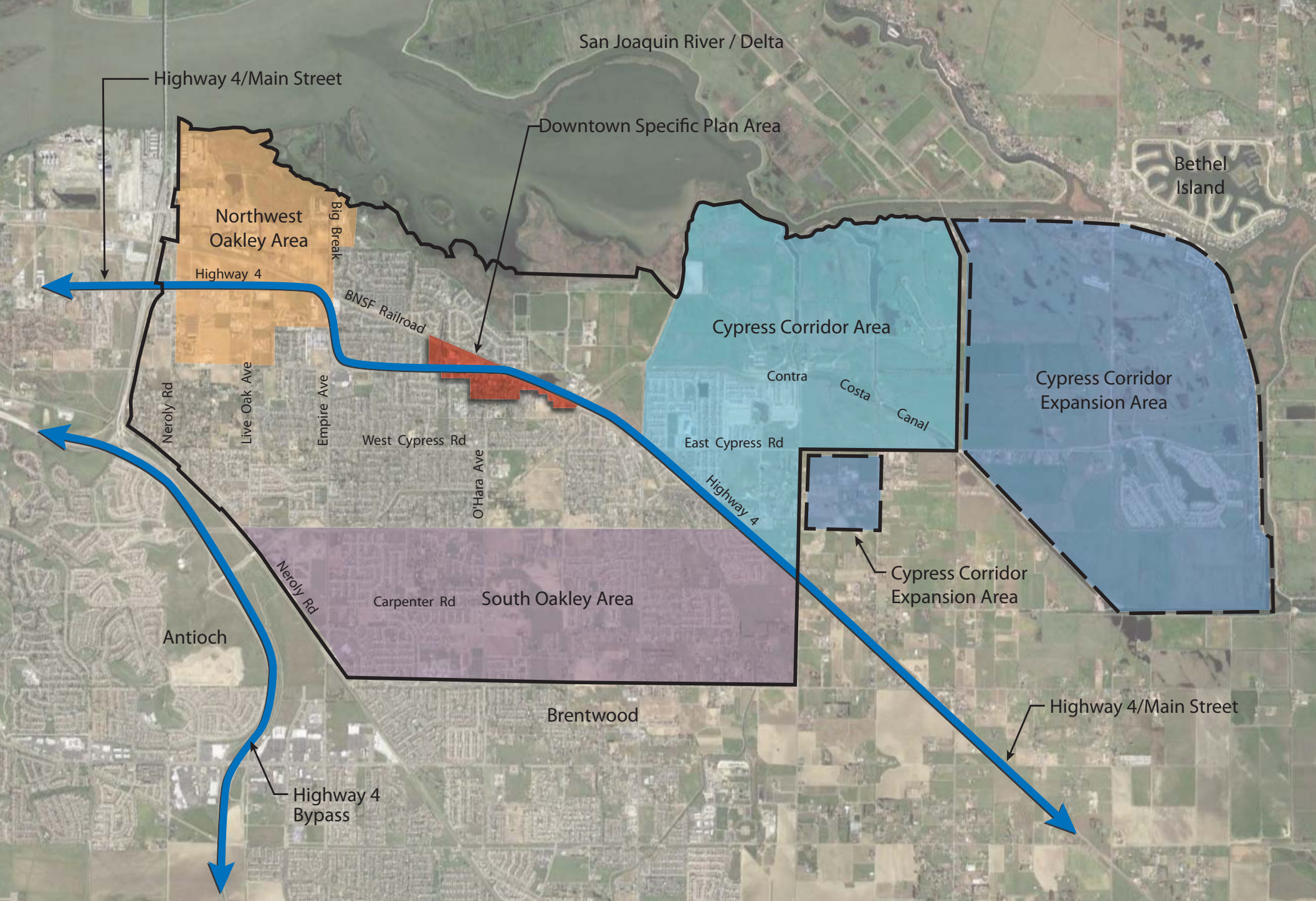
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PLAN BACKGROUND & OVERVIEW

1



Context Map

Figure 1.1

Context

Oakley was founded as an agricultural community and it remains crisscrossed by vineyards, rolling orchards, and country lanes. The San Joaquin Delta borders the community on the north, and small local marinas offer boating access to the Sacramento River and San Francisco Bay. Mount Diablo provides a dramatic backdrop on the west. These rural and natural features are key aspects of Oakley's community character and identity.

Over the last 20 years, however, Oakley has experienced dramatic growth, as housing prices in the inner Bay Area push those in search of affordable housing further from the region's population and employment centers. Oakley is located along State Highway 4, one of Contra Costa County's major east-west circulation routes and an urban growth corridor that includes the cities of Pittsburg, Antioch and Brentwood (refer to the Context Map for further detail). This corridor is one of the fastest growing areas in the Bay Area and in the State of California. Between 1990 and 2000, Oakley's population increased by approximately 40%, from 18,000 to 25,000. In response to the increasing population and the desire for local control of growth and development decisions, Oakley incorporated as a City in 1999. The Oakley 2020 General Plan (2002) estimates community buildout, including potential expansion areas, between 50,000 and 70,000.

Downtown Oakley straddles an older at-grade portion of Highway 4, which was relinquished to the City and is known locally as Main Street, and abuts the still-active Burlington Northern Santa Fe (BNSF) rail line. Historically, the highway and the railroad served local agriculture, and over the years both have had a strong impact on Downtown's businesses and patterns of development. In its heyday in the early 1900's, Downtown was a small yet bustling commercial center, with storefront shops, a local cinema, and a central role in the life of the surrounding community. However, Downtown's role diminished as farms were replaced by residential subdivisions and outlying suburban shopping centers. Commercial centers in competing locations have taken market share, and heavy truck-and through-traffic levels have made the district inhospitable to the pedestrian-oriented storefront businesses that characterize a thriving downtown commercial area.



Buildings and street frontages in Oakley do not create an attractive downtown today.



Narrow walks and heavy truck traffic deter pedestrian activity on Main Street in Oakley.

Regional growth projections for Oakley and adjacent communities indicated that Highway 4 would not adequately serve development anticipated in coming decades. As a result, a Highway 4 Bypass planned by Caltrans and local communities was constructed in 2008. The Bypass is a 4-lane limited access highway aligned along Oakley's westerly border with Antioch and Brentwood. It shifts highway access closer to growth areas in these three cities. However, significant new development is anticipated east of Downtown Oakley as well over the next 20 years, at Bethel Island and along the Cypress Road corridor, with accompanying auto and construction-related truck traffic on Main Street. In fact, even with the Highway 4 Bypass in place, Main Street through-traffic is projected to increase to levels requiring widening from two to four lanes through Downtown.

In response to the need for downtown reinvestment and the challenges posed by through-traffic, the community began downtown revitalization planning in the early 90's while an unincorporated part of Contra Costa County. The County adopted the Old Town Oakley Specific Plan in 1996. Following incorporation, the community revisited major recommendations from this earlier effort as part of the Oakley Downtown Design & Development Plan process.

The Vision for Downtown

As Oakley has grown away from Downtown, the community's desire for it to be the City's social and symbolic heart has increased. To become this kind of district once again, Downtown needs to benefit from Oakley's growth and development rather than suffer from it, as it has in the past. Through-traffic, construction-related trucks, and competition from local shopping centers and mini-malls have all taken a toll on the viability of Downtown businesses. A concerted revitalization effort is needed to effectively tap the City's growth, particularly Downtown's central location relative to future development areas and recreational destinations. Unwavering local desire for a vibrant downtown is an important indicator of the district's potential.

Oakley residents envision a downtown that has many of old Oakley's characteristics, but also provides a more innovative image for their community: Specialty shops, restaurants, cafes, civic facilities, and infill housing that make Downtown a lively place that is a destination throughout the day and into the evening. Safe street crossings, street



Wide sidewalks and slow traffic in downtown Santa Cruz encourage pedestrian activity.



Recent development in Walnut Creek is shaped to create a pedestrian oriented commercial district.



Street Improvements and New Development will create a Pedestrian-Oriented Downtown Commercial District.

View West along Main Street

Figure 1.2

trees, pedestrian-oriented street lights, and furnishings will encourage residents to make Downtown an important part of daily life. Thriving storefront businesses, a bustling sidewalk environment, and attractive new and renovated buildings will be signs of community prosperity and pride. These concepts are depicted by the Main Street Illustration (Figure 1.2).

As illustrated by the Downtown Development Concept Plan, redevelopment of existing properties and new development on vacant sites would create the critical mass of destinations needed to draw residents and visitors to the district. Continuous storefronts along Main Street could create a core of up to 150,000 square feet of first floor commercial space. Infill housing on upper floors, adjacent frontages, and the Vintage Parkway Site could provide up to 500 dwelling units. Attractive streets, public spaces, and civic facilities would encourage residents and visitors to leave their cars behind and walk to destinations throughout the district.

Downtown Conditions

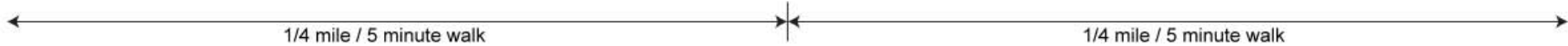
The Downtown Specific Plan area encompasses approximately 80 acres, formerly within the boundaries of the Oakley Redevelopment Area Planned Unit District (RDA PUD). The northern boundary is the BNSF railroad right-of-way, extending from just east of Miguel Drive/ Gardenia Avenue on the west to the Contra Costa Canal on the east. The southern boundary tracks Main Street-fronting properties in a saw tooth fashion, with a segment extending along Ruby Street between Norcross Lane on the west and Fourth Street on the east. These boundaries are depicted by the Downtown Conditions Map.

Downtown has the land and the location to support a substantial increase in development. However, it needs basic improvements to create the kind of environment that attracts new private sector investment. For example, curbs and sidewalks need to be installed along the northerly frontage of Main Street. Existing buildings and properties need maintenance or major renovation to reflect the increase in property values that has occurred throughout the City of Oakley as a whole. Vacant sites should be developed to consolidate Downtown as a viable commercial area.

The Downtown Specific Plan focuses on the properties along the Main Street frontage, which is approximately 4,800 feet in length. As indicated by the Downtown Conditions map on the following page, there are two basic subareas: the “Downtown Core,” located between Vintage Parkway and Fourth Street; and “East Main Street,” extending from Fourth to the Contra Costa Canal. Development in both areas range from traditional, older storefront commercial buildings to small-scale highway commercial developments; light industrial- and auto service-related structures are concentrated along East Main Street. Vestiges of the old Downtown district remain from Oakley’s heyday, most notably the Oakley Hotel and storefront commercial buildings along the southerly frontage of Main east of Third Street. In general, however, highway-oriented commercial development has replaced storefront buildings. There is little continuity in the current development pattern, with buildings and parking lots alternating from property to property along the frontage. There are a number of highly-visible vacant properties within the Downtown Specific Plan area as well, totaling approximately 30 acres, or almost 40% of the area. These vacant properties negatively reflect on the area, but provide “opportunity sites” for new development; these are described in more detail in Chapter 2.

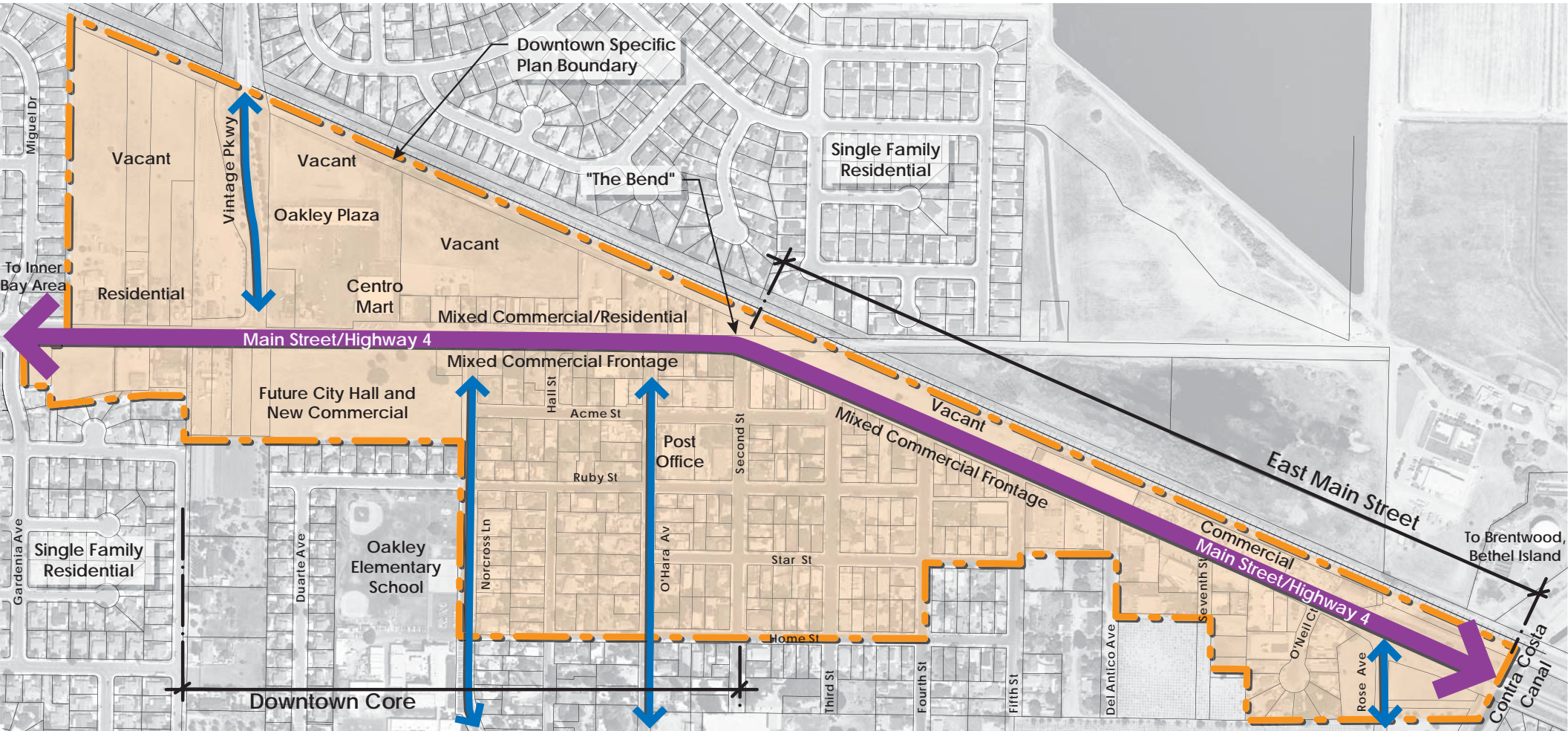
Vacant properties, buildings in poor condition, and long segments of window frontage without curbing, sidewalks or streetscape amenities of any kind present an image of disinvestment. There are a variety of reasons for these conditions, including a general lack of attention to the area by Contra Costa County in the decades prior to the City’s incorporation. However, the single most important factor cited is uncertainty over the ultimate configuration of a widened Highway 4. Property owners, business owners, and potential property buyers have been reluctant to invest without knowing which properties will be affected and to what extent.

In addition to Main Street, there are several other notable streets within the Downtown Specific Plan area. Acme and Ruby Streets run parallel to Main Street. Acme contains a mix of commercial and residential properties; on Main Street, a number of properties with frontage buildings have access and parking on Acme. Ruby is the boundary between Downtown and neighborhood areas to the south. It has a mix of owner-occupied and rental residential properties that is transitional in character.



Downtown Development Concept Plan

Figure 1.3



Downtown Conditions

Figure 1.4

The north-south cross streets between Norcross and Second provide secondary access to Main Street buildings, and primary access to the district from growing residential areas to the south. O'Hara is a major north-south connector street to the Downtown Core. Rose Avenue is a major connector to the East Main Street area.

Policy Background

Until 2002, Oakley relied on the land use and circulation policies of Contra Costa County, principally the Contra Costa County General Plan (1991), the County-prepared The Oakley Redevelopment Area Planned Unit District (RDA PUD; 1999), and The Oakley Old Town Specific Plan (1996).

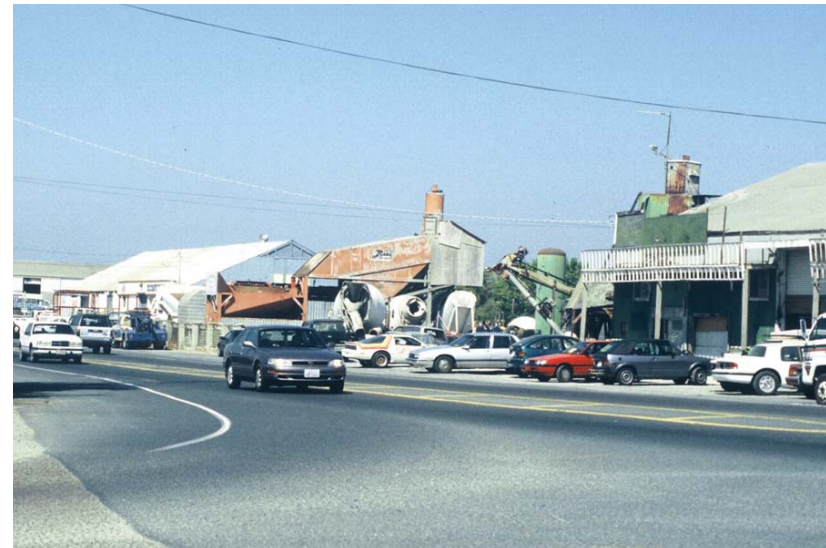
The Downtown Specific Plan builds on both the RDA PUD and the Oakley Old Town Specific Plan, incorporating a number of their recommendations for development, capital improvements, and most importantly the conceptual approach for widening Highway 4.

Oakley 2020 General Plan

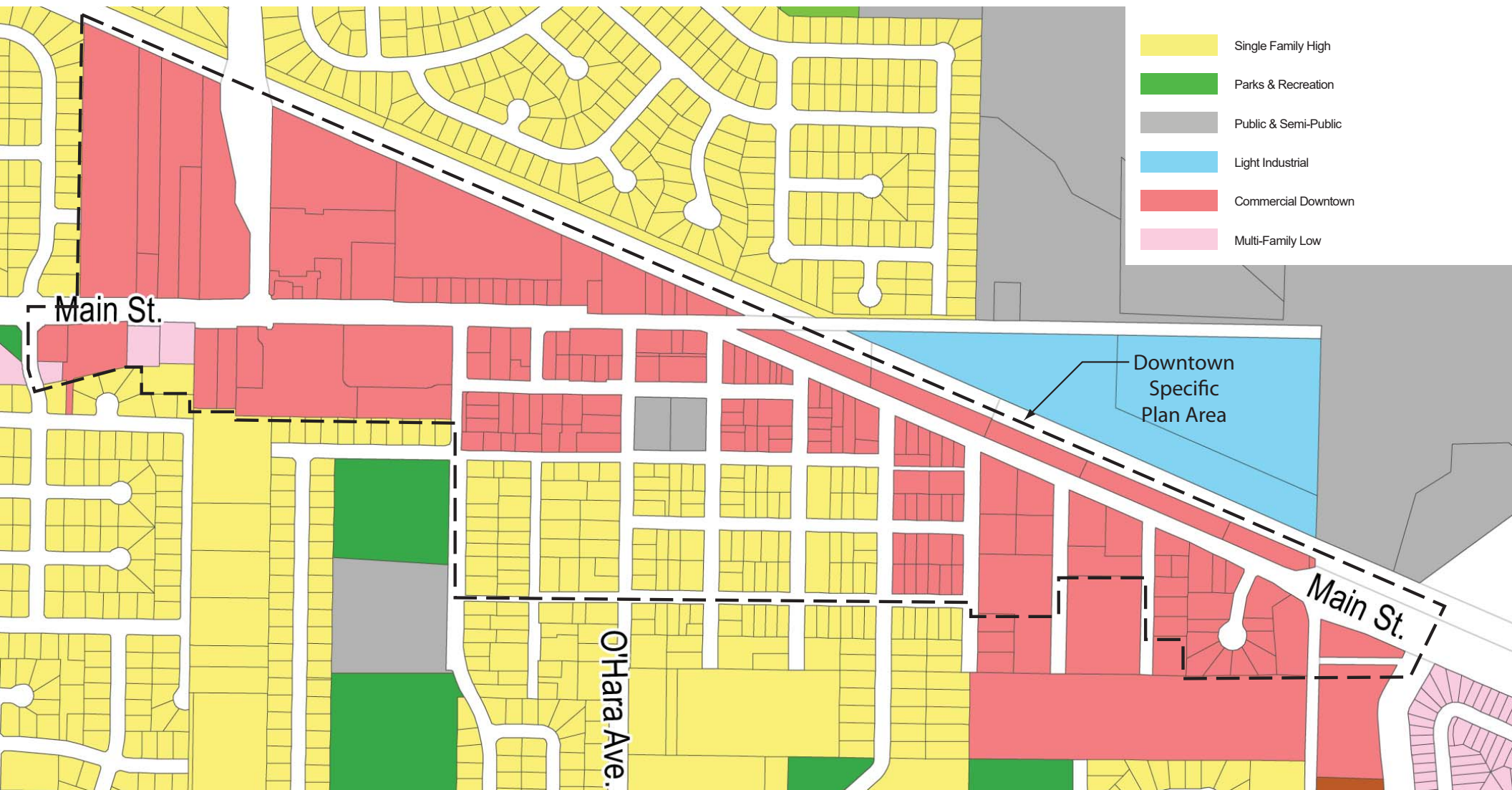
In 2002 the Oakley 2020 General Plan was adopted. It contains a number of policies focused directly on downtown improvement and revitalization. In fact, the first land use issue noted by the General Plan is: "A 'downtown theme' or Community Focal Point is needed to help develop a sense of place for the City." As the General Plan notes, "The Downtown is in need of rehabilitation before it can be the true heart of the community and this effort is already underway."

Downtown-related General Plan Land Use Element policies include:

- **Policy 2.8.1:** The City should place substantial emphasis on the improvement of the downtown area.
- **Policy 2.8.2:** The downtown area should be developed at a pedestrian scale, with adequate sidewalks, street crossings, and pedestrian resources.
- **Policy 2.8.3:** Street trees should be incorporated in the downtown area to shade the sidewalks and to provide a physical separation between the street and the pedestrian sidewalks.



Frontage conditions on the north side of Main Street in the Downtown Core (above) are similar to those in the East Main Street area (below). Curbs, gutters, sidewalks, lighting, and pedestrian amenities are needed in both areas.



Current General Plan Map

Figure 1.5

- **Policy 2.8.4:** In the downtown area, off-street parking should be discrete and in the rear setback where possible.
- **Implementation Program 2.8.C:** The City will develop a series of design guidelines, ordinances or regulations to describe architectural expectations, permissible signage, and appropriate land uses in the downtown area.

The Land Use Element also includes policies for a (CD) Commercial Downtown land use designation that encourages mixed use development. Initial development standards are a maximum site coverage of 70%; maximum building height of 50 feet; and a maximum floor area ratio (FAR) of 1.0

Specific downtown-related Economic Development Element policies include:

- **Implementation Program 5.1.L:** Downtown and Main Street Realignment Properties: The City of Oakley Downtown Specific Plan will guide development activities within the Oakley downtown. Properties in the downtown area along Highway 4/ Main Street are envisioned for on-going economic development purposes, including specialty retail and commercial uses. Underutilized properties are recognized as providing substantial opportunity for redevelopment and intensification of commercial operations where appropriate site development standards are met, and when the new or expanded uses can be shown to be compatible with adjoining residential uses.

Streetscape improvements can be used to help achieve a unique and desired character for downtown development. Development efforts in the downtown should individually and collectively reinforce the image of the downtown as a destination location for residents and visitors to the City.

Land use areas designated by the General Plan and illustrated on the Current General Plan Map include “Commercial Downtown” (CD) for the majority of the Downtown Core, “Light Industry” (LI) for the northerly frontage of East Main Street, and “Multiple Family Residential, Low Density” (ML) and “Single Family Residential-High Density” (SH) for adjacent areas to the south.

The Downtown Planning Process

The Downtown Specific Plan (and the preceding Downtown Revitalization Strategy) both were developed under the direction of the Downtown Task Force (DTF), comprised of local community members and City officials. Four DTF-hosted public workshop meetings were held in 2000 and 2001 to review downtown revitalization issues and initial recommendations. These were followed in 2002 and 2003 with review meetings and public hearings related to revitalization-related projects. A summary of the process is provided below:

- **Workshop #1** - January 18, 2000 - An initial background review addressed existing Strategy Area conditions, general Strategy goals, and the basic policies of the Old Town Oakley Specific Plan and its three Highway 4 widening/realignment alternatives. Group discussion revealed strong support for improving the appearance of the area, creating a “walking downtown,” encouraging new commercial development.
- **Workshop #2** - April 12, 2000 - Two revitalization strategy sketch plans, illustrating different Main Street development approaches for the Bypass and the Widen-in-Place Highway 4 alignment options, were presented and evaluated by participants. The bypass/realignment and strategy option was generally preferred, with concerns regarding the cost relative to the widen-in-place option.
- **Workshop #3** - July 26, 2000 - After initial review and background discussion, the Task Force agreed to recommend to the City Council that the Redevelopment Agency establish a facade improvement program, acquire a vacant 6.5 acre site, and fund additional engineering study of the alignment options.
- **Downtown Revitalization Tour** - November 18, 2000 - Task Force and City officials toured revitalizing downtowns in other cities. Participants observed conditions and discussed design and development efforts as they relate to downtown Oakley. Cities visited included Suisun, Pleasant Hill, and Pleasanton.
- **Workshop #4** - March 15, 2001 - Engineering and right-of-way studies and cost estimates for alignment alternatives were presented for review. A one-way couplet plan, with Acme one way



The Downtown Task Force during its tour of downtown commercial districts.

eastbound and Main one way westbound was also included for evaluation. Development economics issues for the alternatives were also reviewed and discussed. The Task Force and a strong majority of participants recommended that the City Council endorse the bypass/realignment and related revitalization strategy.

- **City Council Hearing/Review** - April 9, 2001 - Council reviewed the Highway 4 alignment alternatives and endorsed implementation of the bypass/realignment concept and revitalization strategy elements.
- **Task Force Review/Workshop** - August 23, 2001 - The Task Force reviewed the development concept and developer Request for Qualifications (RFQ) for the Civic Center site. Council subsequently authorized the RFQ and selected the site developer.
- **Council Hearing/Review** - March 24, 2003 - The Council reviewed initial options for street width and parking configuration on Main Street – i.e., angle parking, parallel parking – initial designs for City Gateway signs, and strategy for the Facade Improvement Program. Street and sign design revisions were recommended.
- **Downtown Property Owners Meeting** - August 20, 2003 - Property owners reviewed and endorsed the strategy and design recommendations for the Facade Improvement Program and for streetscape improvements.

- **Task Force Review Meeting** - November 4, 2003 - The Task Force reviewed and endorsed the strategy and design recommendations for the Facade Improvement Program, and recommended expansion of Main Street streetscape project area east to Fourth Street.
- **Workshop #6** - October 2, 2005 - Joint workshop with the City Council and Planning Commission to discuss the Draft Downtown Design & Development Plan and provide direction to staff and consultants.
- **Workshop #7** - June 16, 2008 - The Planning Commission reviewed the Design Guidelines and Uses sections of the Draft Downtown Design & Development Plan. Direction was given on several items for staff to review.
- **Downtown Public Forum** - June 30, 2008 - The public was invited to an outreach meeting regarding the Downtown Specific Plan. Over sixty people attended the meeting, which culminated into an exercise regarding potential uses for the Downtown's three proposed zoning areas.

Revitalization Goals

Oakley's citizens have yearned for a downtown that serves the needs of local residents, provides a focus for community events and activities, and symbolizes community aspirations. The rural character and natural features of Oakley are key elements of the community's identity that should also be expressed through Downtown development. However, the most important ingredient is a vibrant commercial district that attracts a broad cross section of local residents.

Achieving the community vision for Downtown requires that the City pursue several efforts simultaneously. There are three basic goals:

1. **Improve Main Street's Overall Appearance** - In order to create the downtown envisioned, the appearance of Main Street must be improved; these efforts are essential for attracting patrons and new investment. There are two basic elements, the building frontage and the streetscape. The City intends to work with local merchants and property owners to upgrade frontage buildings through Facade Improvement Program (FIP). The development

on the City Hall site and new development on other Main Street properties will create an attractive, consistent building frontage over time. The development standards and design guidelines contained in Chapter 6, are intended to raise the quality standard for new construction and building renovations.

Basic streetscape improvements will include consistent sidewalks, street trees, pedestrian-oriented lighting, and utility undergrounding; these efforts are described in more detail in Chapter 3.

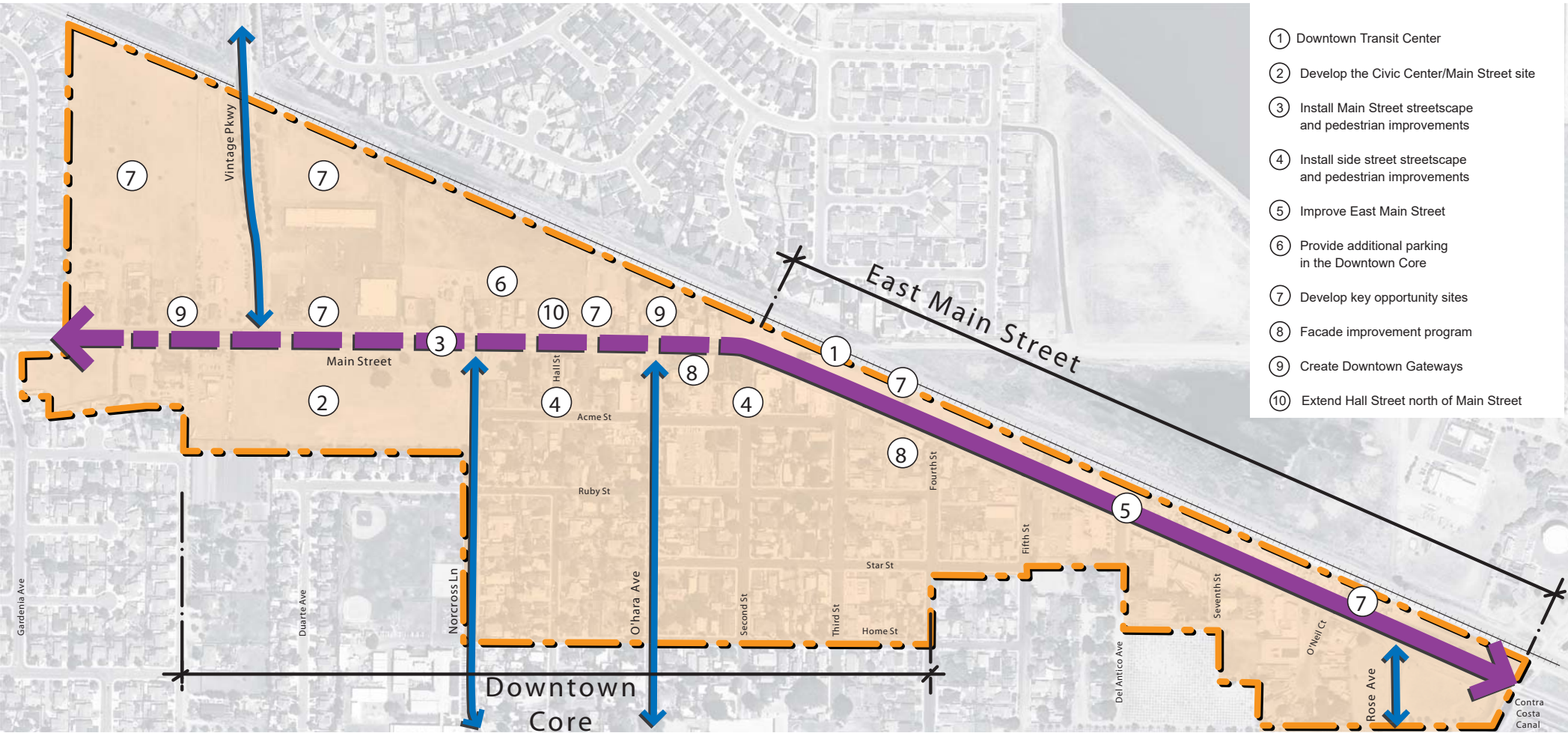
2. **Enhance the Pedestrian Environment** - The pedestrian environment consists of building frontages and the street space in between. Enhancing it requires improving pedestrian safety and pedestrian amenities, as well as aesthetic improvements to buildings and the streetscape in general. To support a pedestrian-oriented district, highly visible crosswalks, corner curb bulbouts, street furnishings, and sidewalk-directed lighting should be installed throughout Downtown.

Given Caltrans highway design standards, some of these improvements may have to wait until the Highway 4 is constructed, and Main Street is vacated by the State and released to the City of Oakley. However, a number may qualify for design exceptions and/or special consideration consistent with Caltrans' "context sensitive design" policies for urban highways. Chapter 3 describes a recommended street improvement plan and a program for implementation given Caltrans-and budget-related considerations.

3. **Promote Higher Density Infill Development** - Infill development will support Downtown's businesses and capitalize upon the pedestrian-oriented environment created. Multi-story development is strongly recommended. Within the Downtown Core area, this development would consist of storefront commercial with residential or office space above. Given housing costs, Downtown Oakley is a good location for multi-unit residential development, provided design and management standards are high. Depending upon the City's resources, it is recommended that residential-over-retail projects be promoted aggressively.



One story buildings and surface parking in Oakley



- ① Downtown Transit Center
- ② Develop the Civic Center/Main Street site
- ③ Install Main Street streetscape and pedestrian improvements
- ④ Install side street streetscape and pedestrian improvements
- ⑤ Improve East Main Street
- ⑥ Provide additional parking in the Downtown Core
- ⑦ Develop key opportunity sites
- ⑧ Facade improvement program
- ⑨ Create Downtown Gateways
- ⑩ Extend Hall Street north of Main Street

Revitalization Projects

Figure 1.6

Progress Since Specific Plan Adoption

The City of Oakley Downtown Specific Plan falls within a designated Priority Development Area (PDA) in Oakley and strongly supports the Plan Bay Area transportation objectives to promote and encourage pedestrian-friendly, attractive mixed-use and transit-oriented development. The City of Oakley has taken a proactive role in developing the Downtown PDA in a number of ways. In 2010, the City adopted the Downtown Specific Plan to further development activities in the Downtown PDA. In addition, the City purchased approximately 7 acres of prime commercial land, across from City Hall in the downtown, to facilitate the development of three new retail/commercial buildings, a public plaza, parking lot, and public improvements to Main Street.

Private investment has been made through the renovation of an existing retail strip mall by ACE Hardware and the construction of a new Grocery Outlet store. The City is extending these development efforts to the east by rebuilding infrastructure including Main Street improvements and the future Downtown Transit Center. All of these efforts align with the goals and objectives of Plan Bay Area. The development of a train platform and park and ride lot would further the goals of the City and the Downtown PDA by making available transportation choices that currently do not exist in eastern Contra Costa County, which will take cars off the road. Furthermore, the development of a train platform and a park and ride lot would align with the goals and objectives of SB 375 by encouraging development in the Downtown which is predicated on being walkable and bikeable, close to public transit, jobs, schools, shopping, parks, recreation and other amenities.

Downtown Projects Summary

Two kinds of projects are needed to create a vibrant and attractive downtown commercial district: 1) Streetscape and related capital improvement projects to project an attractive city image, enhance pedestrian activity, and separate local and through traffic, and; 2) new development on opportunity sites.



Two newer buildings in the Downtown area include 3330 Main Street across from the Civic Center (top), and 3631 Main Street, along East Main Street (bottom).



Residential over commercial development adjacent to sidewalks is recommended.

The “Revitalization Projects” diagram (Figure 1.6) indicates the major projects proposed and/or underway within the Downtown Specific Plan area. These projects are summarized below and described in more detail in subsequent chapters.

1. **Downtown Transit Center** - A new TriDelta Transit park-and-ride facility and San Joaquin Joint Powers Authority (SJJPA) railroad platform located between O’Hara Avenue and 2nd Street has been analyzed in a PDA Planning Study conducted by Perkins + Will. The facility consists of the construction of 300 surface parking spaces, to be distributed in two parking lots, to support multi-modal park, ride, and transit activities. The parking lots will also serve train riders through a train platform. The parking lots will be connected via a pedestrian greenway. The study indicated the economic benefits to the Downtown in both residential and commercial growth.
2. **Complete the Civic Center/Downtown “Catalyst” Project** – The formerly vacant 6.5 acre site located along Main Street adjacent to Norcross Avenue has been developed as the City’s Civic

Center, with a City Hall, outdoor amphitheater, and/park, and a mix of retail and office development. One potential development site to the west remains, and additional Main Street frontage improvements remain to be completed.

3. **Main Street Streetscape/Pedestrian Improvements** – Frontage curbs, gutter, and walks will be constructed where they do not exist. Street trees, pedestrian-oriented street lights, and enhanced pedestrian street crossings have been installed per the Downtown Oakley Streetscape Concept (2015) between Vintage Parkway and Norcross Avenue. Main Street improvements were also constructed from Norcross Avenue to Second Street (along the southerly frontage) and from Norcross Avenue to Fifth Street (on the northerly frontage) in 2017. Future improvements should be extended to the Downtown Core Area boundary west of Vintage Parkway, and east along the southerly frontage to Fourth Street.
4. **Downtown Side Street Improvements** - Install street trees, pedestrian-oriented street lights, and enhanced pedestrian street crossings between Main Street and Acme Street along Hall Street, O’Hara Avenue, 2nd Street, and 3rd Streets.
5. **East Main Street Streetscape** - Frontage street trees, street lights, and sidewalks will be installed as part of new development along the northerly frontage.
6. **Public Parking** - Develop additional parking within the Downtown core area, mixing on-street and off-street (surface lot parking) approaches as feasible.
7. **Develop Opportunity Sites** - Assist property owners and prospective developers to develop key opportunity sites within the Plan Area, consistent with the community’s vision. Vacant and underutilized land could accommodate over 150,000 square feet of new commercial development.
8. **Facade Improvement Program** - Assist property and business owners to upgrade the appearance of buildings along the Main Street frontage.

Specific Plan Requirements

The Downtown Specific Plan was developed to address future development patterns in the Plan Area. Under California Government Code Sections 65450 through 65457, a specific plan may be used to implement a general plan and its policies and programs.

Specific Plans must be consistent with the application elements of the jurisdiction's general plan.

California Government Code Section 65451(a) defines content requirements for Specific Plans, including text and diagrams. Specific Plans shall address:

1. The distribution, location, and extent of the land uses, including open space, within the area covered by the plan.
2. The proposed distribution, location, extent, and intensity of major components of public and private transportation, sewage, water, drainage, solid waste disposal, energy, and other essential facilities proposed to be located within the area covered by the plan and needed to support the land uses described in the plan.
3. Standards and criteria by which development will proceed, and standards for the conservation, development, and utilization of natural resources, where applicable.
4. A program of implementation measures including regulations, programs, public projects, and financing measures necessary to carry out paragraphs (1), (2), and (3).

California Government Code Section 65454 also states that no specific plan may be adopted or amended unless the proposed plan or amendment is consistent with the general plan. The Downtown Specific Plan was prepared pursuant to State Law and complies with all requirements.

Plan Purpose and Content

The Downtown Specific Plan implements Oakley 2020 General Plan policies for Downtown. It compiles Revitalization Strategy recommendations, clarifies revitalization objectives, and defines the programs

and capital improvements the City will pursue in coming years to realize the community's vision for Downtown. The Downtown Specific Plan contains six chapters:

- **Chapter 1 - Plan Background & Objectives** – summarizes the context, vision and major revitalization-related projects proposed.
- **Chapter 2 - Land Use & Revitalization Strategy** – describes the planned pattern of land use, development, and challenges and opportunities for promoting significant new private sector investment in downtown.
- **Chapter 3 - Capital Improvements** – describes physical improvements recommended for Downtown's streets and buildings, with schematic streetscape design illustrations.
- **Chapter 4 - Infrastructure & Public Services** – discusses the existing and proposed utilities and public services within the Downtown Specific Plan area.
- **Chapter 5 - Implementation** – lists proposed projects, costs, potential funding sources, and describes the administration application of the plan.
- **Chapter 6 - Development Standards & Design Guidelines** – are detailed policies for land use, building form, and site improvements that will be applied as part of the City's development application and review process.

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LAND USE & REVITALIZATION STRATEGY

2

Revitalization Objectives

Five basic objectives are recommended to pursue Downtown's revitalization, consistent with the goals listed in Chapter 1. The objectives are not listed in order of priority. However, Main Street improvements are strongly recommended as a catalyst to create an initial revitalization impact. These objectives are further described below.

- Implement a Main Street Improvement Project
- Promote Property Renovation and Redevelopment
- Oakley Downtown Transit Center
- Focus Pedestrian-Oriented Development Downtown
- Concentrate Storefront Retail within the Downtown Core

Implement a Main Street Improvement Project

The lack of curbs, sidewalks, street trees, street lights, and other basic amenities on Main Street detracts from Downtown's image and impairs its ability to attract investment. Streetscape improvements should be installed as soon as they can be funded.

As described in Chapter 3 - Capital Improvements, there are two common conditions that need to be addressed: 1) frontages without curbs, gutters, and sidewalks, and; 2) frontages that have curbs, gutters, and narrow sidewalks, but no streetscape amenities. The first condition is typical of the entire northerly frontage except for the section between O'Hara and Second Street; it also occurs along the southerly frontage west of Norcross Lane. The second condition exists primarily along the remaining southerly frontage.

In some instances – such as the Oakley Plaza site – street improvements have been coordinated with the development of adjacent properties. However, incremental, property-by-property installation will not be sufficient to provide the near term revitalization boost that Downtown needs. The City should commit to a significant portion of the needed streetscape improvements in order to support and “kick start” transformation of the district.

In addition to Main Street capital improvements, a consistent property line/ROW for East Main Street must be established to support renovation and re-development of properties there as well. This will help to create a cohesive and attractive corridor throughout the Downtown Specific Plan area.

Promote Property Renovation and Redevelopment

The run down appearance of buildings and properties along Main Street has been a community concern for years. To realize the vision for Downtown, changes in building types and building orientations will be required, implying substantial amounts of new investment. Some of these changes may be prompted by capital improvement projects. For example, parcels on the north side of Main Street would be affected by the proposed Main Street Improvement Project; existing frontage parking areas would be eliminated to construct curbs, gutters and sidewalks, and new driveways and on-site lots may need to be developed.

The City's facade improvement program will provide a welcome dose of new investment for some of Downtown's existing properties. However, even with facade and streetscape improvements, a number of properties are unlikely to contribute to the pedestrian-oriented downtown envisioned. In these cases, the City should aggressively pursue efforts to redevelop properties. The entire north frontage of Main Street should be a focus for redevelopment efforts, as noted in later sections of this chapter.

Oakley Downtown Transit Center

A new TriDelta Transit park-and-ride facility and San Joaquin Joint Powers Authority (JPA) railroad station platform will have a beneficial effect on the character and economy of Downtown. Convenient access to commuter rail services is likely to increase land values in the immediate vicinity, and support modest-scaled residential development with complementary ground floor commercial/retail uses. Reconfiguration of roadways and properties as needed for the facility will improve circulation and the developability of properties, further promoting economic development.

The Transit Center is a major capital improvement that will require years of effort in terms of grant applications and other funding mechanisms to supplement the City's financial resources. City staff will be

pursuing available avenues for funding and convincing the JPA that a new platform in Oakley is a sound proposition worthy of support and assistance. Because the project involves acquisition and/or coordination with privately-owned properties, it may be possible for the City to accomplish elements of the Transit Center through coordination with private sector development projects, and opportunities to pursue joint development must be explored.

Extension of Hall Street north across Main Street is an important element of implementing the Oakley Downtown Transit Center. As depicted in Figure 1.3, it would provide access to the proposed TriDelta Transit park-and-ride lot and complete a drop-off loop for the San Joaquin JPA railroad station platform, connecting along the railroad frontage to O'Hara Avenue. It would also help to define a new gateway development site between the two streets. The extension would be a "calm" two-lane roadway, with frontage walks and enhanced pedestrian crossings at Main Street.

Focus Pedestrian-Oriented Development Downtown

According to market assessments conducted in recent years, Downtown Oakley has the potential to successfully develop specialty retail, restaurants, and infill housing. It has access to existing and proposed business centers, direct proximity to one of the City's upscale residential areas, and a high degree of visibility along Main Street.

For Downtown to thrive, however, its pedestrian-oriented commercial niche must be encouraged. It is essential that Downtown be the first priority for higher density, pedestrian-oriented development and supporting services. Competing concentrations of storefront-type commercial development and amenity-oriented pedestrian environments should be limited elsewhere within the City, unless they are part of a pedestrian-oriented development proposal, coordinated with a major transit center or "new town" planned development.

Similarly, the specialty types of businesses appropriate for the area should be actively encouraged to locate within the Downtown Core, rather than in other commercially-zoned portions of the City. This effort may require modification to land use and zoning regulations for other portions of the City, as well as adherence to the downtown-oriented development standards and guidelines contained in Chapter 6- Development Standards & Design Guidelines.

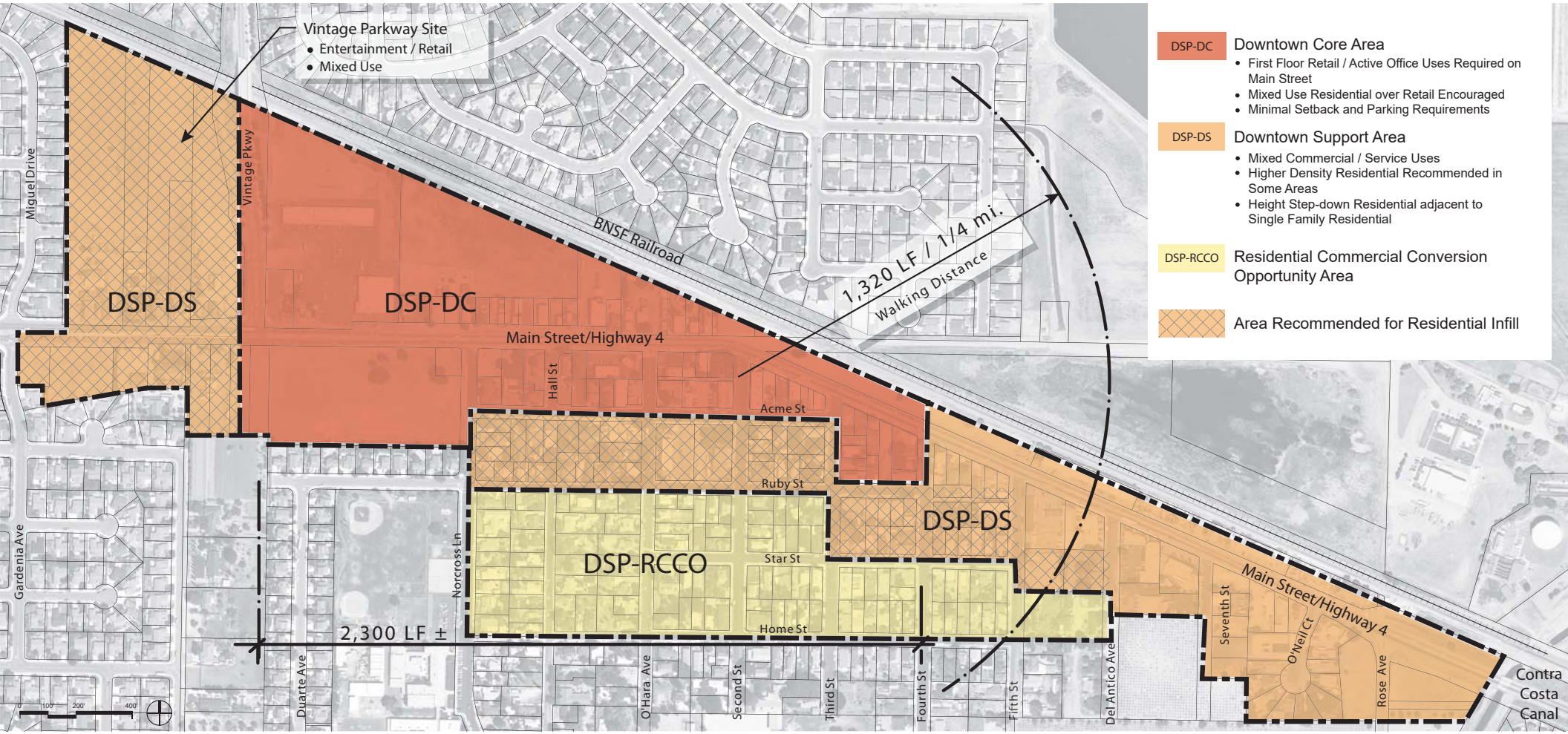


Storefront development should be concentrated in the Downtown Core.

In addition to new commercial development, new public facilities are recommended that support a pedestrian-oriented downtown and are appropriate for the heart of the City. An Amphitheater has already been developed as part of the Civic Center, but additional needed new facilities include a Community Center with special facilities for teens and a Community Library. These facilities should be considered for incorporation in various redevelopment opportunity sites located throughout the Downtown Specific Plan area. Public parking sites should be established for interim surface parking and long term parking structure if needed.

Concentrate Storefront Development within the Downtown Core

To create a pedestrian-oriented commercial district, contiguous storefront buildings should be concentrated within a walkable area, one that is small enough for a patron to park once and visit a variety of destinations. In the US, a five-minute walk, or approximately 1,300 linear feet, is often cited as the maximum walking distance. In Downtown Oakley, this core commercial area should be concentrated



Downtown Specific Plan Subarea Map

Figure 2.1

between Vintage Parkway on the west and Fourth Street on the east. This area is 2,200 linear feet from end to end, 1,100 feet from the ends to the center. As illustrated by the Development Concept Plan, storefront development should be concentrated along Main Street, with “support commercial” development and infill housing in adjacent areas.

East of Fourth Street, Main Street is essentially one-sided, with older storefront buildings along the southerly frontage and vacant property and light industrial businesses on the north. There is the potential for significant improvement in this area, and the Downtown Specific Plan contains related land use and capital improvement recommendations. Given the land constraints, however, it will be a challenge to shape it into a typical two-sided main street configuration. The standards and guidelines in Chapter 6 support a distinction between the two areas in terms of land use and site development.

Development Guidelines

The Oakley 2020 General Plan Land Use Element contains policies for a (CD) Commercial Downtown land use designation that encourages mixed use development. Initial general plan development standards are a maximum site coverage of 70%; maximum building height of 50 feet; and a maximum floor area ratio (FAR) of 1.0. These basic standards are incorporated in the Downtown Specific Plan, with qualifying policies for special conditions and areas as needed.

The type, distribution, and extent of land uses within the Downtown Specific Plan subarea reflect the goals and objectives listed in Chapters 1 and 2. The Downtown Specific Plan Subarea Map includes three basic land use subareas:

1. **The “Downtown Core Area (DCA),”** extending along the frontage of Main Street from Vintage Parkway to Second Street;
2. **The “Downtown Support Area (DSA),”** which borders the DCA on the north, south, east and west, and;
3. **The “Residential/Commercial Conversion Opportunity (R/CCO) Area,”** which extends south from the Downtown Support area to Home Street, between Del Antico Avenue on the east and Norcross on the west.

The Downtown Core is planned as a walkable, high amenity area with specialty-oriented first floor businesses. Downtown Support Areas will contain businesses that do not compete with the Core, and focus less on amenity-oriented forms of development. The Downtown Core Area requires pedestrian-oriented development; the Downtown Support Area encourages but does not require it. Both land use designations encourage mixed-use development. In addition, as noted by the Plan Areas map, the “Vintage Parkway Site” is a special case with its own land use and development policies. The R/CCO Area allows for renovation of existing residential structures and sites for commercial uses, provided the neighborhood scale and character of the area is preserved.

Historic Preservation

In 2004 the City of Oakley began the process of establishing a Historic Preservation Ordinance for the City. This effort grew out of the goals and policies set forth under the General Plan. Stated below are the relevant goals and policies from the Oakley General Plan:

- **Goal 6.5** - Encourage preservation and enhancement of selected historic structures and features within the community.
- **Policy 6.5.1** - Promote the compatibility of new development located adjacent to existing structures of historic significance with the architecture and site development of the historic structure.
- **Policy 6.5.2** - Respect the character of the building and its setting during the remodeling and renovation of facades of historic buildings.
- **Policy 6.5.3** - Encourage the use of the State Historic Building Code for historic buildings and other structures that contribute to the City’s historic character. Use flexibility when applying zoning regulations to historic sites and buildings.
- **Policy 6.5.4** - Recognize the value of Oakley’s historic resources as an economic development tool.
- **Policy 6.5.5** - Ensure that the integrity of historic structures and the parcels on which they are located are preserved through the implementation of applicable design, building and fire codes.

- **Policy 6.5.6** - Work with property owners to preserve historic features within the community.

Preservation of historic structures within the City provides a connection to the City's past and establishes a standard in which to enhance and develop new buildings, especially those within the Downtown Specific Plan area. Several buildings, listed below, have been identified through the Old Oakley Specific Plan EIR as either eligible for the California Register or the National Register of Historic Places.

Buildings eligible for the California Register include:

- 2920 Main Street
- 2974 Main Street
- 3385 Main Street

The building eligible for the National Register of Historic Places is:

- 3663-3687 Main Street

A potential historic district was also identified by the EIR and includes 21 historic resources, including 3663-3687 Main Street. This area would include historic resources along Main, O'Hara, Second, Third, and Acme Streets. This area has not yet been established.

Design standards and guidelines within the Downtown Specific Plan elicit the use of quality materials that will enhance the overall look and feel of area. They build upon the community's positive attributes and create a downtown destination for the City while helping to preserve existing structures.

The Downtown Specific Plan further addresses the historic resources identified within the area. Specifically it evaluates any impact the proposed changes contained in the Downtown Specific Plan may have on any of the area's historic resources and if necessary proposes mitigation measures.

Redevelopment Opportunity Sites

Most of Downtown's properties are likely or appropriate for re-development. Many are underutilized in terms of building space relative to land value. A number are developed in ways that are not consistent

with the vision for Downtown, with surface parking located along the street frontage. And substantial land areas within the Downtown core are vacant; up to 40%, as noted previously.

Vacant and underutilized properties are anticipated to be developed and/or redeveloped with new commercial space. Mixed-use is strongly encouraged, with residential or office space above first floor commercial businesses, where appropriate. Properties recommended for redevelopment within the Downtown Core Area total approximately 28 acres, and would catalyze revitalization of the entire Downtown area. At an average FAR of 0.35, they could accommodate approximately 426,000 square feet of new and or renovated building space. For example, the city-owned block bounded by O'Hara Avenue, 2nd Street, Acme Street and East Ruby Street could accommodate up to 100 net new residential units and/or 50,000-60,000 square feet of new commercial/retail development.

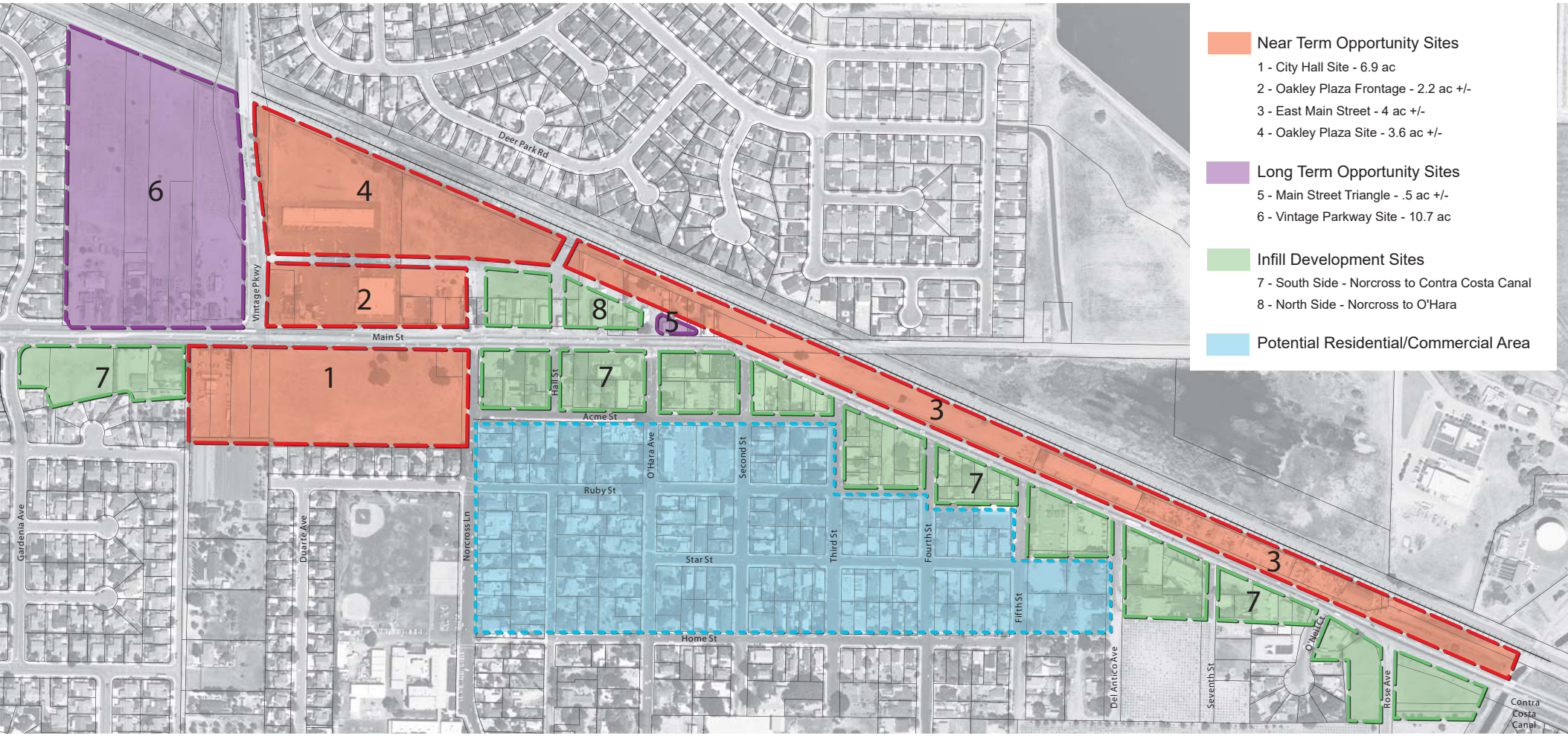
At the general plan maximum FAR of 1.0, these sites could actually accommodate approximately 1.2 million square feet of commercial/retail space. An FAR of 0.35 generally implies one story buildings with surface parking; an FAR of 1.0 implies buildings of two stories or minimal parking requirements. A realistic development goal is somewhere in between.

As the Redevelopment Opportunity Sites diagram illustrates, there are three types of opportunity sites, "Near Term," "Long Term," and "Infill." These are listed below and described in more detail in following sections.

Near Term Opportunity Sites

Near term opportunity sites include the Civic Center site, Oakley Plaza frontage, properties along "East Main Street" between Second Street and the Contra Costa Canal, and the Oakley Plaza site.

1. **City Hall Site** – This property is located at the southwest corner of Main Street and Norcross Lane. It totals approximately 6.9 acres, and accommodates a new City Hall, outdoor amphitheater/park, and commercial development. The first phase of the City Hall office development was completed in 2005; the remaining portion of City Hall was completed in 2007. The site adjacent to the west is also considered a development opportunity. It is currently occupied by a local car sales business. Ideally, the two



- Near Term Opportunity Sites**
 - 1 - City Hall Site - 6.9 ac
 - 2 - Oakley Plaza Frontage - 2.2 ac +/-
 - 3 - East Main Street - 4 ac +/-
 - 4 - Oakley Plaza Site - 3.6 ac +/-

- Long Term Opportunity Sites**
 - 5 - Main Street Triangle - .5 ac +/-
 - 6 - Vintage Parkway Site - 10.7 ac

- Infill Development Sites**
 - 7 - South Side - Norcross to Contra Costa Canal
 - 8 - North Side - Norcross to O'Hara

- Potential Residential/Commercial Area**

Redevelopment Opportunity Sites

Figure 2.2

sites would combine to create an attractive gateway to Downtown from the west.

2. **Oakley Plaza Frontage** – This highly-visible site is located directly across from the City Hall site adjacent to Vintage Parkway and totals approximately 2.2 acres. Previous development included the CentroMart grocery store, surface parking, a small open-air Mexican restaurant, and Round Table Pizza. This site has been redeveloped per the Specific Plan as an attractive Main Street commercial frontage, with outdoor dining spaces, a recirculating water fountain, public art, benches and other amenities, and a pedestrian-oriented mid-block crossing to City Hall.
3. **East Main Street** – The north frontage of Main Street from Second Street east consists of vacant parcels and buildings that need significant physical upgrades. This area totals approximately 4 acres, of which approximately 1.3 are owned by the BNSF railroad. The City should work with the railroad to encourage disposition of this property for commercial development consistent with the objectives of the Downtown Specific Plan. A storefront building is to include the transit facilities and retail with drop-off zones along the transit plaza.

Existing businesses in this area are an important part of the City's tax base and provide a range of commercial offerings. However, the appearance of buildings and sites have been a community concern for years. This is a highly-visible frontage for residents and travelers using Main Street en route to Brentwood and Bethel Island, and it currently detracts from the City's efforts to improve its image and attract investment. A key issue therefore is establishing a plan line that will accommodate future widening of the street consistent with Caltrans standards.

4. **Oakley Plaza** – Previous building space on the site totaled approximately 20,000 square feet. Redevelopment per the Specific Plan features an expansion in floor area and includes new tenants, including Ace Hardware as the center's anchor. Current parking and east-west through-access will likely need to be modified to accommodate the proposed Downtown Oakley Transit Center and roadway connections west to the Vintage Parkway Site, see below.

Long Term Opportunity Sites

These sites will be affected by the Main Street improvements and/or the Downtown Transit Center.

5. **Main Street Triangle** – The site will be created by the future development of the Transit Center. At approximately 0.5 acres, the site will be used as a public plaza/park and a turnaround for drop-off/pick-up by the transit center.
6. **Vintage Parkway Site** – Given its 10.7 acre size, this site has the potential for significant development that would support the downtown revitalization effort. Given market conditions, townhouse and/or multiunit residential is most likely, and would provide a built-in population to patronize downtown businesses and add the street activity that will help to attract other visitors. Existing building space on the site totals approximately 20,000 square feet, mostly residential cottages and outbuildings. At an average density of 20 units per acre the property could yield up to 214 dwelling units, perhaps including commercial space along Main Street as well.

Infill Development Sites

Infill sites are located along both sides of Main Street, in the center of the Downtown Core. Existing land use ranges from small offices, shops, and eateries to residential cottages. Properties on the south side of Main Street are generally larger, however a number are developed with surface parking lots along the frontage. However, parcels are relatively small in acreage, with depths around 100 feet. The variety of existing ownerships and parcel configurations are also a challenge.

These properties are all in need of significant renovation and/or re-development to create a storefront commercial district. The City should assist with assembly and redevelopment of these properties as opportunities arise. Improvement of the street frontage as part of Main Street improvement project will change the current relationship between buildings, parking, and site access; e.g., new curbs, gutters, and sidewalks will make head-in parking directly from the roadway impossible. New curb cuts, driveways, and parking areas will be needed. The new street improvements could help to facilitate new development.

As indicated by the Interim Revitalization Plan, a significant land area will be created between these properties and the Downtown Transit Center. This area could accommodate shared parking lots to serve frontage businesses, but City participation will likely be needed to facilitate this outcome. With a significant change in grade existing behind the frontage, this area lends itself to mixed use development, possibly with underground parking; i.e., excavation requirements would be significantly less.

Residential/Commercial Conversion Opportunity Area

As Oakley grows and commercial activity and investment is attracted to the downtown area, demand for small-scale, “non-Main Street” office and commercial space is likely to increase. Attorneys, mortgage brokers and designers, and some types of artisan crafts and other low-impact commercial ventures gravitate to downtown areas, but often find rents on prime commercial frontages prohibitive. Some could be home occupations. The City of Oakley would like to accommodate these types of businesses, and the Downtown Specific Plan recommends that the area south of the Downtown Core bounded by Acme and Home Streets, and Norcross Lane and Del Antico Avenue be considered a “Residential/Commercial Conversion Opportunity Area.”

This 15-block area currently contains a mix of bungalows and scattered commercial buildings, a number of which need improved maintenance or significant renovation. A benefit of allowing conversion would be supporting investment in existing properties and structures. The intent would not be to change the area’s character, but to preserve it while supporting growth of a vibrant downtown commercial district. The underlying architectural character of the area should be conserved; e.g., existing buildings should be renovated, not demolished; mature trees should be preserved, and; commercial activities should not create parking demand that impacts adjacent residents. Ideally, this area would remain primarily residential, with a mix of offices and commercial businesses in residential buildings.

Interim Revitalization Plan

There are four basic efforts that would make a significant improvement in Downtown and should be pursued in the meantime. These



Improving the sidewalk environment will encourage sidewalk-oriented businesses.

include capital improvements, property improvements, and some of the development projects noted previously.

1. **Incremental Streetscape and Building Improvements** – Incremental sidewalk and streetscape improvements should be installed in conjunction with major building renovations and/or new development as it occurs. Chapter 3 provides detailed recommendations for these improvements as part of the Downtown Specific Plan’s overall streetscape design concept. As shown on the Interim Revitalization Plan, as much of the street improvements should be constructed as feasible given funding opportunities. Chapter 3 also describes recommended phasing scenarios to provide consistency in the streetscape appearance.

The City’s facade improvement program should be funded and promoted aggressively. It is a relatively low cost way to improve the appearance of Downtown, and an excellent mechanism to encourage community involvement in the revitalization process. Chapter 3 describes priority buildings for the facade improvement program. In general, the City should focus its efforts on sites that are the most visible and need the most improvement.

As part of these interim improvements, the City should consider relocating the existing 60kv power lines that extend along Main Street's southerly frontage west of O'Hara Avenue. The poles that support these lines constrain the location of frontage buildings, sidewalks, parking and driveways, and the overhead lines limit the size of the street trees that can be planted. Generally, the best location for these lines would be along the rear of frontage properties where they have the least impact on buildings and streets.

2. **Redevelop East Main Street Sites** – Given their appearance and visibility, the properties along the northerly frontage of Main Street east of Second Street are the highest priority for redevelopment. As noted previously, the blighted appearance of these gateway properties is a negative for Downtown and the City as a whole. Consistent with recommendations of the Downtown Task Force, this frontage should be developed with “support commercial” uses that augment but do not compete with Downtown Core businesses. Establishing a curb line consistent with future widening requirements is a pre-requisite to development. Chapter 3 contains preliminary recommendations for curb line and frontage improvements in the area.
3. **Promote Parcel Assembly and Mixed Use Development in the Core** – Small properties and multiple ownerships along Main Street make mixed-use development difficult. The City should work with local land owners and developers to assemble properties for infill residential over commercial development. Given plans for street improvements and the Downtown Transit Center, the north frontage is a logical place to start. Many structures are older, small, and in poor condition. Existing cottages could be replaced by new, upper floor units.
4. **Adopt and Apply Development Standards and Design Guidelines** – The City's policies and standards for renovations and new development need to promote the types of buildings, site improvements, and parking configurations that support a pedestrian-oriented commercial district. Current conditions in many locations – parking lots in front of buildings and along sidewalks, entrances on the sides of buildings rather than on the front facade – deter the type of pedestrian movement that is essential for a successful storefront commercial district.

Buildings must be located adjacent to the frontage, with attractive display windows, entrances, awnings, and other architectural features abutting the sidewalk. In the Core area, buildings should form a contiguous streetwall with parking behind. In adjacent areas, parking areas and driveways should be unobtrusive and located between buildings rather than behind only when required by parcel conditions. Land use should be programmed so that pedestrian-oriented commercial space is concentrated in the Core. Chapter 6 contains development standards and guidelines that will be applied to new development as part of adoption of the Downtown Specific Plan.

CAPITAL IMPROVEMENTS

3

Background

Redevelopment efforts in Downtown Oakley center on Main Street (formerly Highway 4), a street that provides significant opportunities for reinvestment and plays a major role in the local transportation network. Main Street is the principal east-west arterial for the surrounding area and for the City, and it extends through the center of the Specific Plan Area. Within Downtown, Main Street is a two-lane roadway, with one lane in each direction and a shared center turn lane. East and west of Downtown the roadway is four-lanes in width.

Two intersections are signalized, Main Street/Vintage Parkway and Main Street/O'Hara Avenue, both 3-way intersections. Vintage Parkway is a collector street that extends north over the BNSF rail line to more recently developed residential areas. It is the only street in the immediate area of Downtown that provides access across the rail line. O'Hara Avenue is a collector street that extends south to newly developed residential areas and continues to the City of Brentwood. Norcross Lane is another important north-south local street, providing access south to residential areas and local schools.

As noted in the preceding chapters, most of the Downtown Specific Plan's proposed capital improvements are related to through-traffic and streetscape conditions. These projects are described in more detail in this chapter. Infrastructure and public services related projects are described in Chapter 4.

Proposed Projects

Capital and design-related improvement projects focus on improving the overall image of Downtown, enhancing it as a pedestrian-oriented commercial district, accommodating through and truck traffic, and improving pedestrian safety. Six discrete capital and/or design improvement projects are recommended:

1. Downtown Oakley Transit Center
2. Main Street Frontage and Streetscape
3. East Main Street Widening and Streetscape
4. Downtown Side Street Improvements

5. Building Facade Improvements
6. City Gateway Signs

These projects are listed in order of magnitude, though not necessarily in order of importance. Though they are interrelated, each could be undertaken separately. Some projects make sense to implement together, such as subsurface infrastructure and streetscape improvements along Main Street. These projects are described and illustrated in the sections that follow.

Downtown Oakley Transit Center

The Transit Center would be focused on new San Joaquin Joint Power Authorities (SJJPA) train station platform located north of Main Street between 2nd Street and O'Hara Avenue, as shown in the concept diagram on the following page. The facility would provide connecting TriDelta Transit bus service to the train station as well as Park & Ride lot. Routes in Oakley and surrounding communities would be adjusted to better serve on-going transportation infrastructure investments in the area, including the eBART extension to Hillcrest Avenue.

The station platform is strategically located near "the bend" on Main Street, adjacent to a new Main Street Plaza that could be used for civic events and markets. This location is highly visible and publicly accessible, and will serve as a catalyst for extending the character of Main Street eastward to 2nd Street and beyond. The location is within a 5 minute walking radius of City Hall, Civic Center Park and Main Street restaurants, and makes use of a number of vacant and underutilized properties north of Main Street between Norcross Lane and O'Hara Avenue. Approximately 300 surface parking spaces would be provided to support Park & Ride activities as well as future train riders, many of which could be used to support plaza activities held on the weekends and evenings.

New roadways and other related improvements likely needed to provide local access and circulation include:

- One-way transit/drop-off loop adjacent to the rail platform.
- Signalization of the Norcross Lane at Main Street intersection to facilitate peak traffic flows into and out of the Park & Ride lots



View of platform and new infill development (top) and view north across Main Street (bottom).

Source: City of Oakley

Downtown Transit Center Concept

Figure 3.1

and provide protected pedestrian crossings at 700 foot intervals along the corridor.

- Modification of the traffic signal at the O'Hara Avenue at Main Street to accommodate a southbound-only north intersection leg. The intersection design would need to accommodate the turning radius of transit vehicles.
- Provision of an eastbound left-turn only lane on Main Street at the one-way transit loop entrance opposite 2nd Street. 2nd Street is one-way southbound at this location, and signalization or other traffic control is not expected to be needed.
- Through-route west to Vintage Parkway.

In addition to physical changes, the following policy adjustments should be considered:

- Exempting downtown intersections from the peak hour LOS D policy for vehicles.
- Reducing parking requirements for new development.

It is expected that as station, Park & Ride, and development plans are finalized, additional transportation analysis may be necessary to determine turn pocket lengths, traffic signal adjustments, crosswalk placement, and other circulation elements.

Frontage street trees, lighting, and landscaped median islands will be incorporated, consistent with objectives to improve the overall appearance of Downtown. Cross streets will provide access to parking areas and pedestrian crossings and they should be treated as highly visible entrances to the Downtown Core. A frontage planting strip with street trees is recommended to buffer pedestrians on frontage sidewalks from through traffic. Bike lanes, downtown theme street lighting, and corner bulbouts where feasible are recommended. Consistent with the Downtown Specific Plan's development standards, frontage development will provide attractive low walls, fences, and shrub plantings to screen adjacent parking lots.

Main Street Frontage and Streetscape

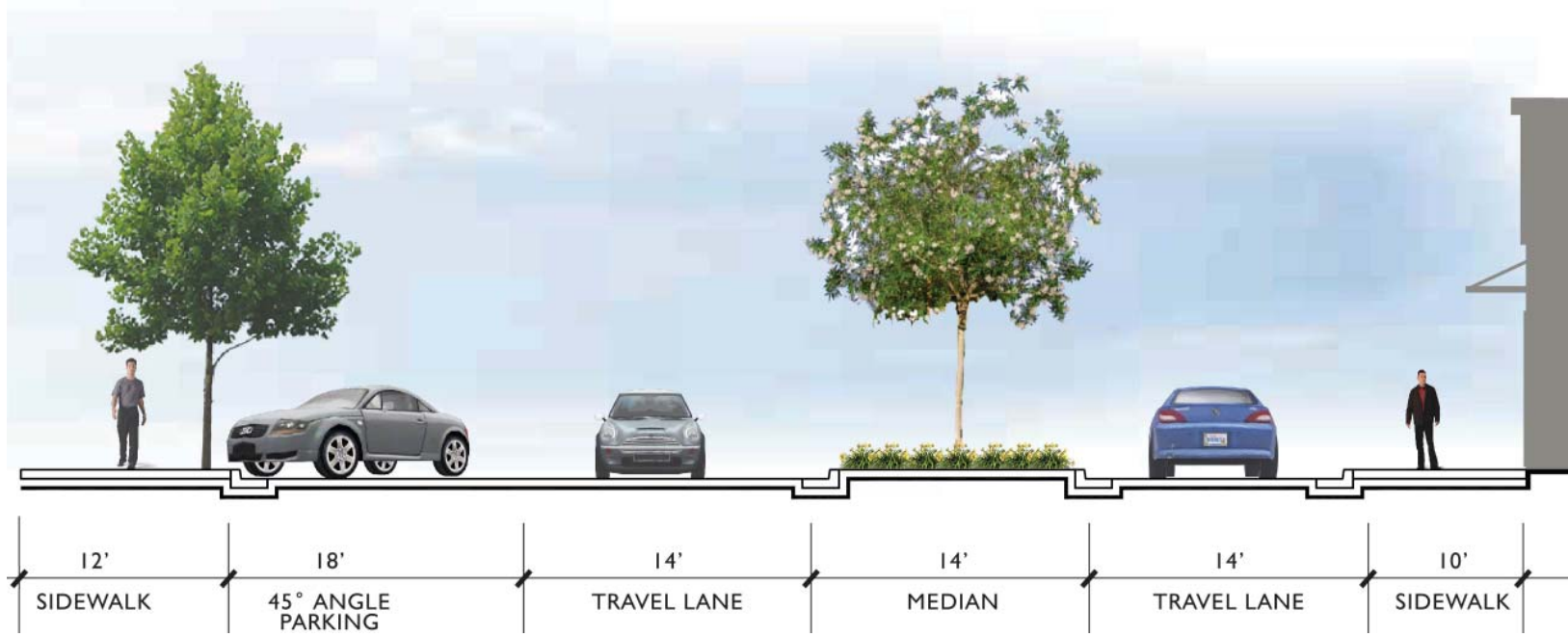
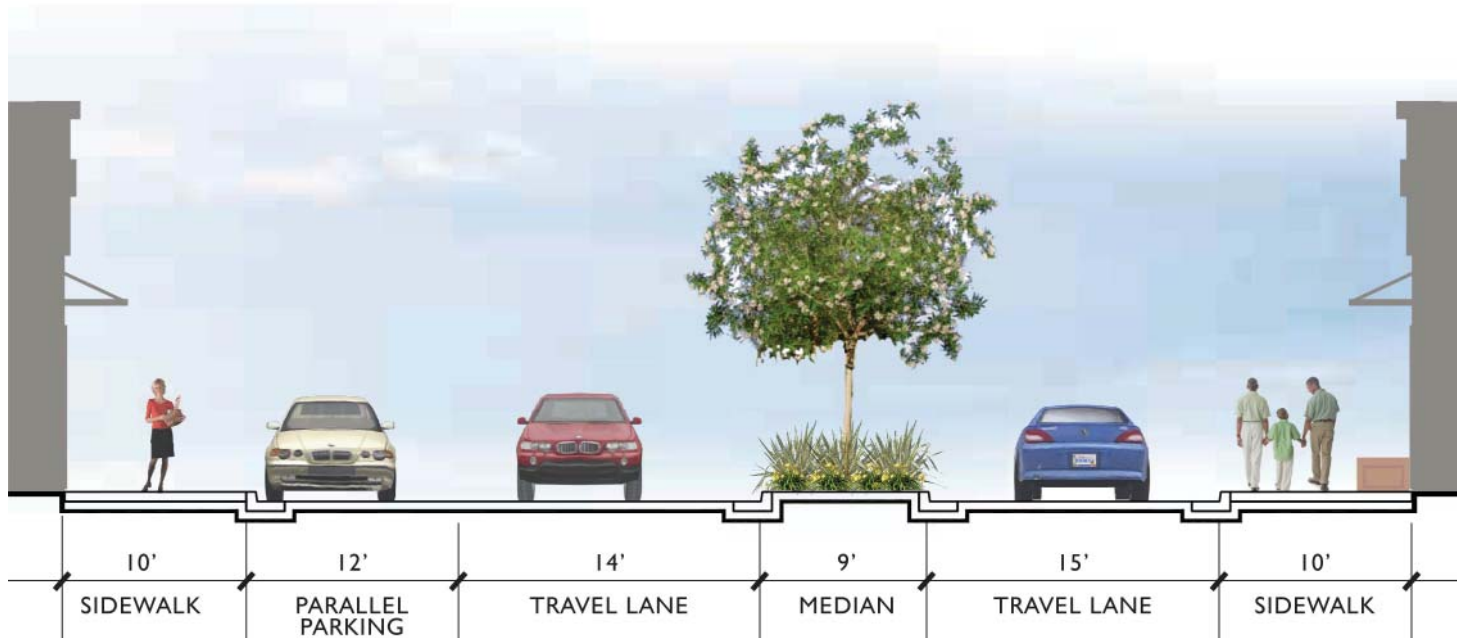
Curb, gutters and sidewalks are missing through much of Downtown, and there are no existing pedestrian amenities. Street lighting consists of standard "cobra-head" highway fixtures. Power lines run along both frontages, with a high voltage 60kv line on the south of the southern frontage. Building setbacks are inconsistent and create a haphazard appearance, with some buildings abutting sidewalks while others have off-street parking areas directly in front.

Right-of-way widths vary as well. For example, the ROW is approximately 90 feet between Vintage Parkway and Hall Street, and narrows to 60 feet between Hall and Second. Frontage improvements have been present on both sides of the wide portion of the street, but were only built in 2017 on the north side of the narrow portion of the street. Excess frontage paving along the north side is used for head-in parking. There are no curb cuts to control vehicular movements to and from the roadway, making the safety of access to north side properties less than optimal.

The ROW is also approximately 60 feet along East Main Street. The north side frontage lacks improvements, with direct access to properties, head-in parking, and conditions generally similar to those between Vintage and Hall.

Street improvements are intended to help establish an attractive and memorable Downtown character, and to support retail businesses, cafes, and restaurants that will create a vibrant street life. Consistent sidewalks will provide opportunities for pedestrian activity, outdoor seating, street furnishings and other amenities. Pedestrian-scale lighting will increase pedestrian safety and give the street a warmer, more inviting character. Street trees and benches will create a comfortable community shopping environment.

These frontage improvements will dramatically affect the appearance of Downtown Oakley and its ability to attract new investment. While some of the improvements will need to be installed. Interim and long-term design improvements are described below. Interim improvements focus on the pedestrian environment while long-term improvements address traffic, circulation and parking.



Illustrations by Gates & Associates

Main Street - Existing Conditions

Figure 3.2

Interim Streetscape Improvements

Curbs, gutters, and sidewalks should be constructed where they do not exist today, as illustrated by the Interim Revitalization Plan (located in Chapter 2). Where possible, easements and/or dedications should be established to allow existing sidewalks on the south side of Main Street to be widened from 8 feet to 12 feet. Some properties are vacant or have building setbacks that could allow for sidewalk widening. Other properties have frontage parking lots that could be modified slightly.

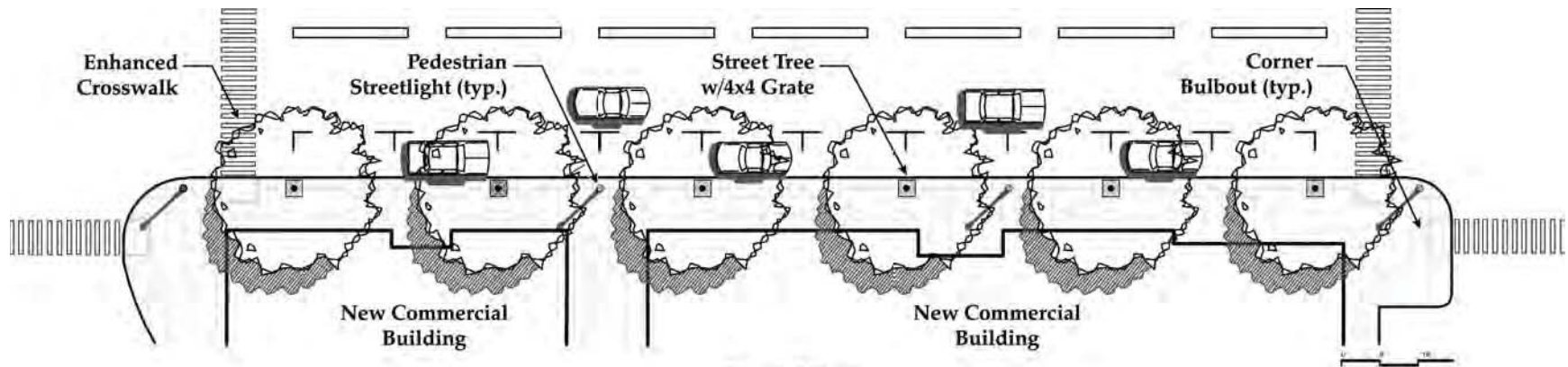
Low voltage power and other utility lines should be undergrounded, and street trees and pedestrian-oriented street lights should be installed along both frontages; high voltage power lines on the north side of the street will remain. Corner bulb-outs should be constructed at Hall Street, O'Hara Avenue, and Second Street.

The 2017 Main Street Downtown Improvements project addresses several of the recommended streetscape improvements, which are described in more detail below and illustrated by the Typical Streetscape Improvements figure on the following page.

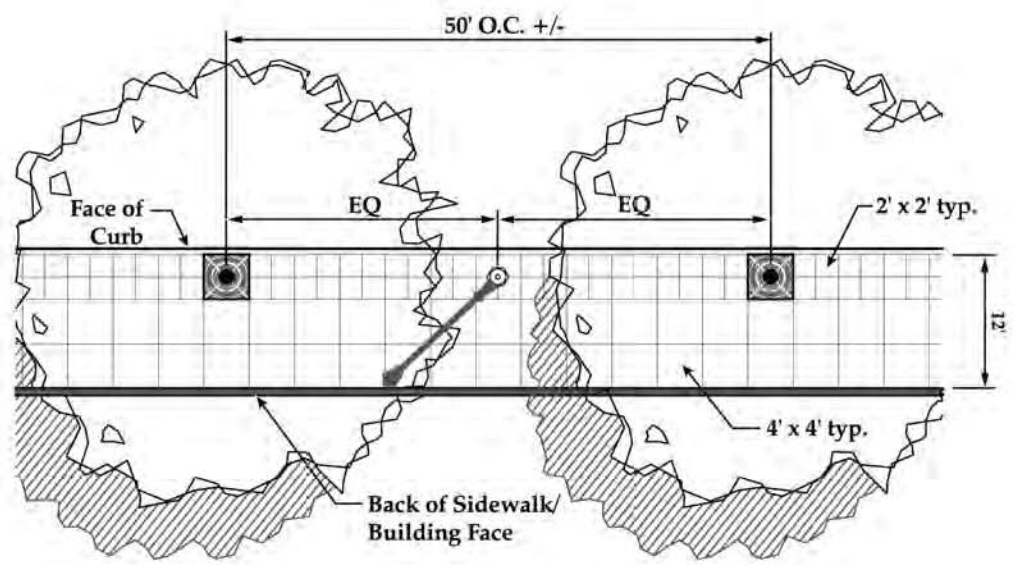
- **Consistent Road Width** - A street plan line should be established to create a consistent right-of-way widths of 70 and 82 feet, as depicted by the streetscape concept drawings on the following pages. This will allow for the construction of new curbs, gutters, sidewalks, curbside parking and sidewalk amenities. The roadway should be striped for 14- and 15-foot travel lanes, 9- to 14-foot median islands with left turn pockets, and parallel and angled parking on the south side of the street. The narrow portion of the street between Hall Street and 2nd Street contains buildings that encroach upon this area, and it should remain as it is until initiation of Transit Center-related improvements and development, when these buildings would have to be removed.
- **Consistent Curb, Gutters, and Sidewalks** - New curb, gutters, and sidewalks should be constructed along the entire north side of Main Street to reflect those now installed in front of the Civic Center Site frontage. New sidewalks should be a minimum width of 12 feet. Existing sidewalks on the south side of Main Street should be renovated and widened to 12 feet as possible. This will eliminate the patchwork of paving that currently exists, creating a clean and visually unified streetscape.

The 12 foot sidewalk should have two functional zones; a 4 foot furnishing/amenity zone, and an 8 foot clear pedestrian zone. The furnished zone buffers pedestrians from the adjacent roadway, and provides an area for street trees, signal poles, utility poles, street lights, hydrants, signs, parking meters, and driveway aprons. The pedestrian zone provides a walking space removed from vehicle traffic and free of obstructions. In some instances it may be appropriate to locate benches along the back of the sidewalk, however, provided a minimum 6 foot clear pedestrian corridor can be maintained.

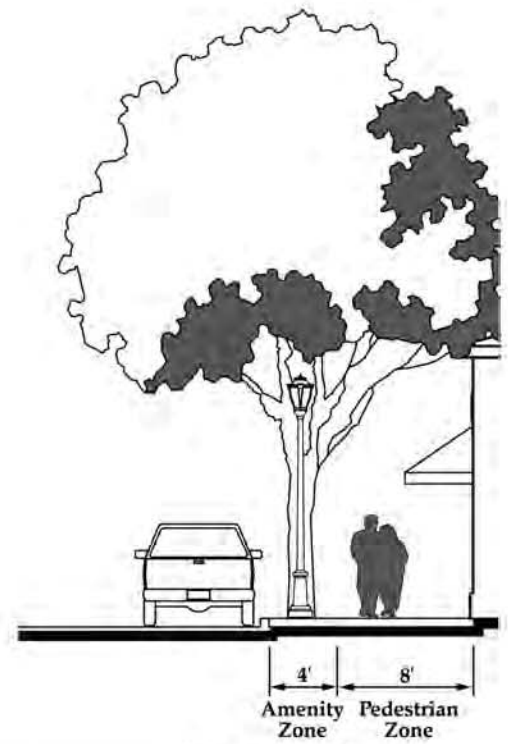
- **Corner Bulb-Outs** - Corner bulb-outs should be constructed at all intersections as traffic engineering determinations allow. This will shorten pedestrian crossing distances and create space for streetscape amenities. Bulb-outs should extend approximately 6 feet beyond the curb on parallel parking frontages. The final configuration of bulb-outs could vary according to the desired parking layout; i.e., angle parking could allow for larger corner bulb-outs.
- **Street Trees** - Street trees should be planted at approximately 50 feet on center along both sides of the street. Tree spacing should be adjusted as necessary to avoid existing utility poles and other fixed elements, and aligned with curbside parking stalls. Tree well cutouts should be a minimum 4 feet by 4 feet with uncoated cast iron grates. All grates within the sidewalk should be flush with the level of the surrounding sidewalk surface, and be located within the furnishings zone. The tree species should be deciduous to provide shade in summer and sun in winter, with a broad canopy and deep, non-invasive roots. Trees should be located a minimum of 20 feet from streetlights, and selected and located for adequate clearance from power lines to avoid unsightly "topping" and pruning.
- **Structural Soil** - It is strongly recommended that structural soil be used for all street tree plantings. (See the planting detail for recommended structural soil locations.) Structural soil is an air-entrained mixture of quality aggregate and "soil" formulated to support various pavement types, while allowing voids for air exchange, water movement, organic matter, and root growth. Structural soil installed under paving allows tree roots to grow out of the tree well and under adjacent sidewalk without causing the pavement to heave or buckle. This greatly increases the



Plan View



Sidewalk Condition



Typical Section

Typical Streetscape Improvements

Figure 3.3

long-term health of the tree while ensuring that sidewalk surfaces remain even.

- **Street Lights** - New pedestrian-scale lighting should be installed along both sides of Main Street. Fixtures should be located at approximately 100 feet on center to provide consistent illumination. Light location should be coordinated with street tree planting to ensure that fixture illumination is not blocked by trees; a 20 feet clearance is recommended. Pedestrian-oriented light fixtures should be mounted at approximately 12 feet above sidewalk grade; beneath the tree canopy.

Long Term Street Improvements

A number of streetscape features would be installed as part of the interim improvements for Main Street. These include a 62 foot curb-to-curb street width, new curbs and gutters, 12 foot sidewalks, corner bulb-outs, street trees, and pedestrian-scale street lights. Gateways at the east and west entrance to the Downtown Core will highlight the area as a unique alternative to outlying shopping centers.

Four long term street design alternatives for improving Main Street were evaluated : 1) angle street parking on both sides; 2) parallel parking with a broad median island; 3) parallel parking with bike lanes and a narrow median island, and; 4) angle parking and parallel parking alternating from block to block.

Option 2, “Parallel Parking with Median,” was selected by the City for implementation. The street will have one 14 foot travel lane in each direction, an 18 foot landscaped center median, and 11 foot left turn lanes. Curbside parallel parking stalls 8 feet in width will be located along both sides of the street. At intersection, the medians will accommodate pedestrian crosswalk refuges approximately 7 feet in width. Graphic illustrations depicting the Main Street improvements and proposed street design approach are provided in the following pages.

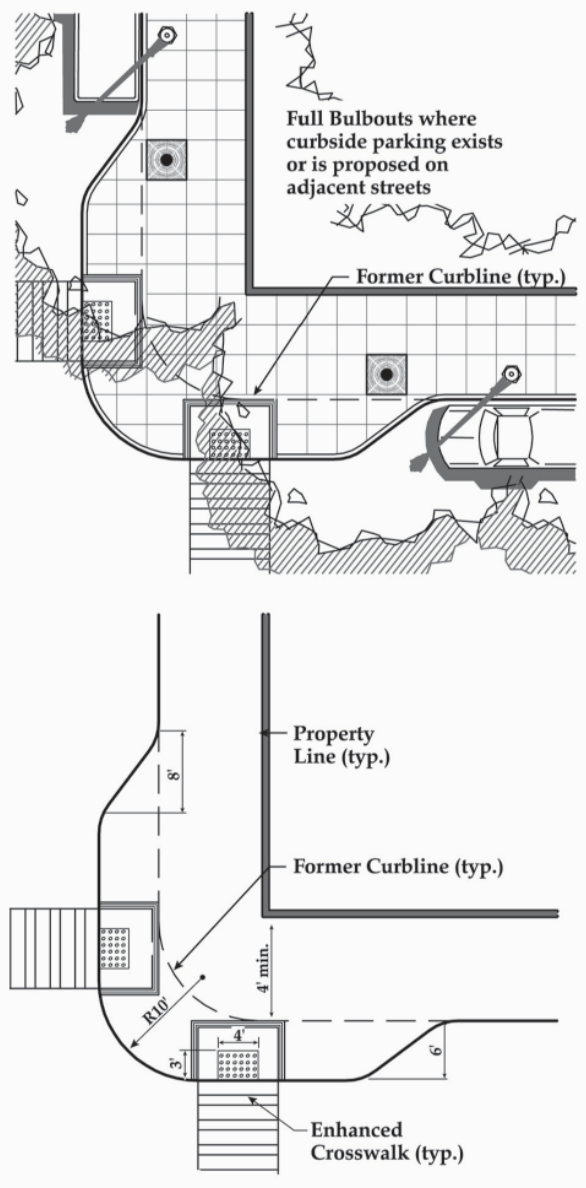
The City of Oakley Parks and Recreation Master Plan (2002) designates both Main Street and O’Hara Avenue as “Proposed Local Bike Routes”. As noted by the Master Plan, these would be Class II or Class III facilities, where bicyclists share the roadway with motorists.



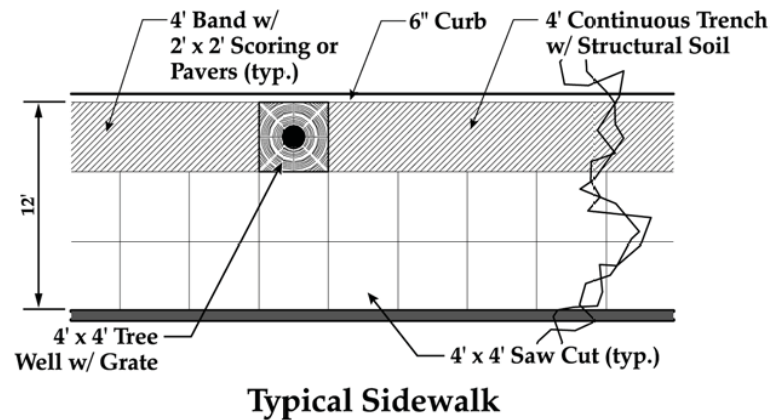
Illustration by Gates & Associates

Main Street Design Concept

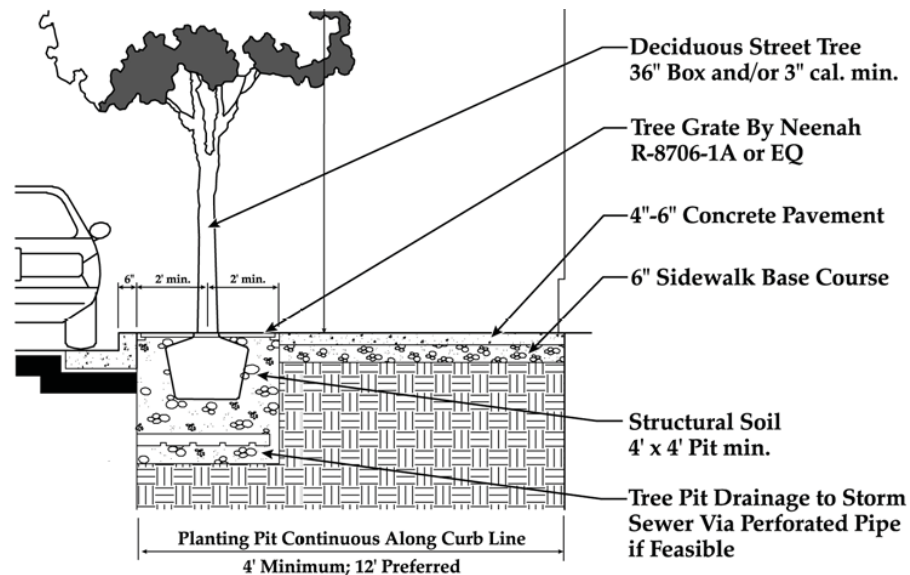
Figure 3.7



Typical Bulb-Out
Figure 3.4



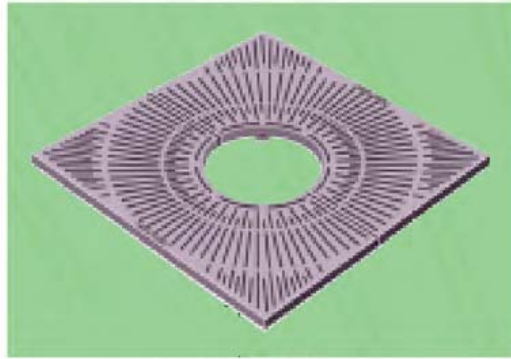
Typical Sidewalk



Structural Soil Details
Figure 3.5



**36 Gallon Trash Receptacle by
BRP Enterprises - Manchester Collection
MC-403-FT-MF**



**4' x 4' Tree Grate by
Neenah Foundary R-8706-1A**



**6" x 12" x 4" Paving Block by
Hanover - Traditional Prest Brick
(Color to Complement City Hall)**



**6' Bench by
BRP Enterprises - Manchester Collection
MC-101-72-PF**



**14' Pedestrian Light by
Lumec - Lantern Series
L80-PCCS-SE-SF80**

Note: The furnishings depicted above are examples only. Actual furnishings will be determined at a later date and reviewed and approved by the Planning Commission and City Council prior to installation.

Street Furnishing Examples

Figure 3.6



This broad median in Downtown Mountain View creates an attractive, memorable streetscape. It is similar in width to the recommended design for Main Street.

Class II routes have special bike lane striping. Class II routes have special signs, road markings, and a wider travel lane, with bicyclists sharing the lane with motorists. With 14 foot travel lanes in each direction, the recommended street design could accommodate a Class II bike route with a shared right-of-way, or “sharrow”, configuration that provides almost as much as cycling surface as a Class II bike lane.

East Main Street Widening and Streetscape

The viability of commercial property along the northerly frontage is an important objective, and access must not be overly restricted by the improvements. However, driveway entrances to properties should align with existing cross streets on the south. A frontage planting strip with street trees is recommended to buffer pedestrians from through traffic on the north side of the street. Corner curb bulbouts and downtown theme street lighting are also recommended. Consistent with the Downtown Specific Plan’s development standards, frontage

development will provide attractive low fencing and shrub plantings to screen adjacent parking lots.

If future studies indicate that four lanes are not required and that a three-lane cross section could be adequate, excess curb-to-curb area should be considered for bike lanes and/or a widened median with pedestrian crossing refuges.

Downtown Side Street Improvements

There are five side streets within the Downtown Core: Norcross Lane, Hall Street, O’Hara Avenue, Second Street, and Third Street. Each serves a somewhat different function, and improvements are recommended accordingly. In addition, Acme Street parallels Main Street between Norcross and Third Street, providing access to parking areas and additional commercial properties.

Norcross Lane and O’Hara Avenue both are planned to connect north through existing properties to access parking areas for new commercial development and the Downtown Transit Center. Hall Street and Second Street both will terminate at Main Street. Selected downtown theme streetscape improvements are recommended for all of these streets, including lighting at intersections, corner bulbouts, enhanced crosswalks and street trees.

Angle parking should be retained along the westerly frontage of Second Street between Main and Acme, and should be established along the westerly frontage of Hall Street as well. As illustrated by the Parking Courts sketch, large bulbouts, shade trees, and additional street lights and thematic signage should be installed to identify these streets as parking courts.

Building Facade Improvements

The City’s facade improvement program should be implemented to address three basic property conditions. As illustrated by the Facade Improvements Key Map, these are:

1. **Storefront Commercial Facades** - Facade improvements are recommended for existing storefront commercial-type buildings



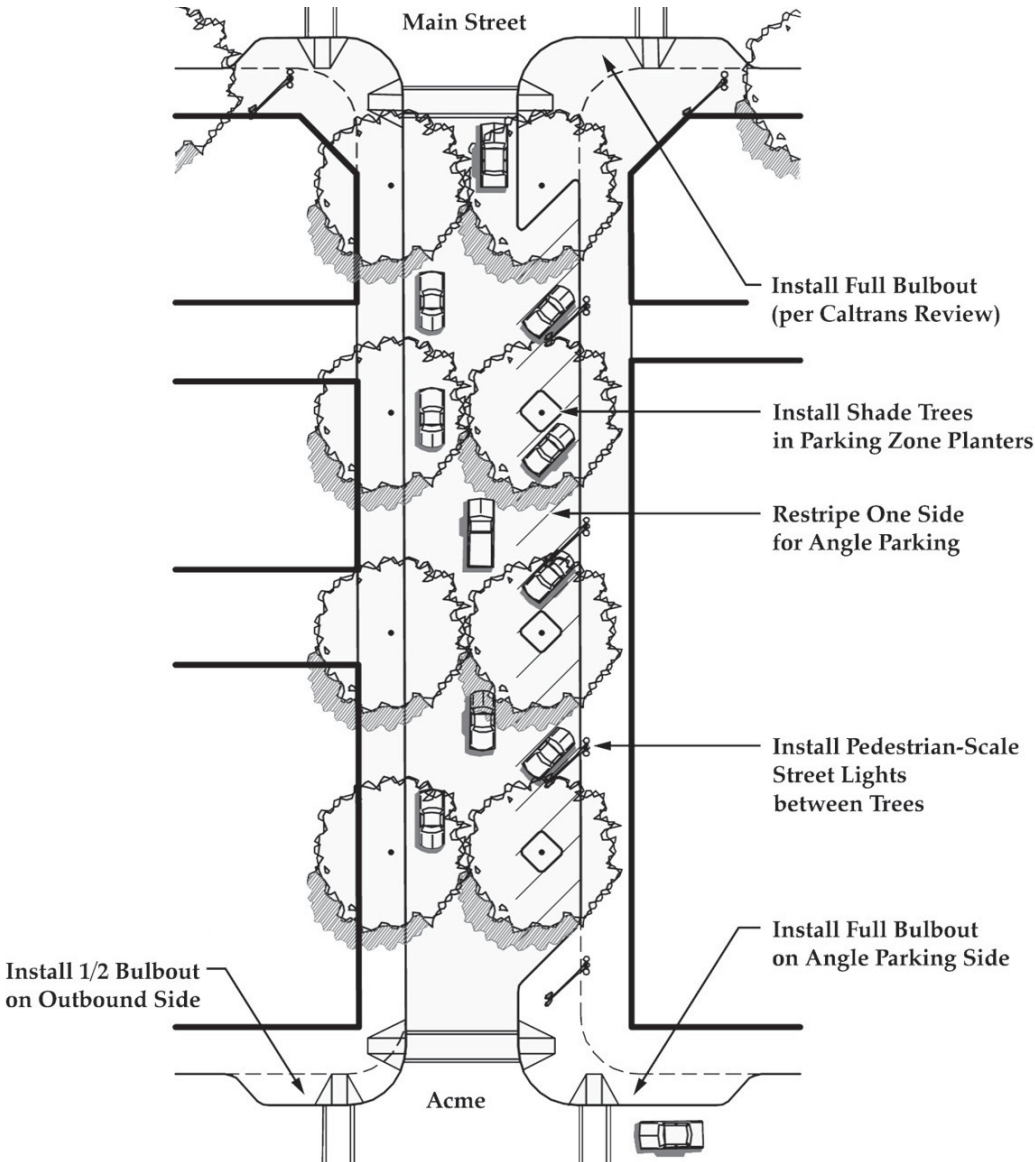
Curbs, gutters, sidewalks and medians are being added along East Main Street.



Illustrations by Gates & Associates

East Main Street Design Concept

Figure 3.8



Parking Courts

Figure 3.9

that have architectural characteristics that contribute to Oakley's traditional community character. Most of these buildings are located east of Second Street, outside the Downtown Core.

2. **Buildings to be Removed for the Main Street Improvements** - These buildings will eventually be removed and therefore should not be considered for major building renovation. The program should assist only with relatively minor surface improvements, as needed to maintain an attractive appearance for these buildings and downtown overall. This category includes the north frontage of Main Street between O'Hara Avenue and Main Street.
3. **Paint-Up/Fix-Up Only** - These buildings are not storefront buildings that contribute to pedestrian-oriented frontage. However, the facade improvement program should assist with relatively minor surface improvements as needed to maintain an attractive appearance for these buildings and downtown overall. Most of these buildings are located on "Infill" sites, with redevelopment recommended.

The properties indicated as Storefront Commercial Facades should be the focus of the City's facade improvement program. Renovation of these properties, combined with new development on Opportunity Sites, will dramatically improve the physical character and image of Downtown. The sketches on the following pages illustrate recommended facade improvements for these properties. The sketch for Building #10, 3300 Main Street is illustrated as part of the Interim Revitalization Plan in Chapter 2 on page, 29. Existing conditions and recommended improvements are described below.

According to the Historic Resources section of the Oakley Old Town Specific Plan Draft EIR (1996), building #2, the Oakley Hotel, appears eligible for the State of California Historic Register. Buildings #1, 4, 5, and 6 appear eligible as contributing to an historic district that appears eligible.

1. 3547 Main Street

Condition - Original storefront doors and windows removed. Glazing filled with wood panels. Brick facade attractive and intact.

Recommended Improvements - New casement/storefront windows; new/restored clerestory/transom window; new tile-clad base/bulkhead wall beneath storefront windows.

2. **3563-3587 Main Street**

Condition - Concrete plaster surface; upper floor windows dilapidated, panes filled with plywood; original storefront windows replaced with single

Recommended Improvements - New upper floor windows; restore storefront glazing, add tile base; install awnings with tenant signage; install new transom windows or add architectural detailing in panel above storefronts.

3. **3631 Main Street**

Condition - Concrete plaster surface; original deco windows intact.

Recommended Improvements - Add parapet to screen roof appurtenances; add decorative tile to parapet panel; add new awnings to accent building bays; consider downlights between bays.

4. **3639 Main Street**

Condition - Stucco facade worn; minimal surface detail; original doors and storefront windows removed.

Recommended Improvements - Re-stucco facade; add cornice and accent tile to existing parapet; re-construct storefront with center entrance, display windows, and tile bulkhead; add new awning with tenant signage.

5. **3641-47 Main Street**

Condition - Concrete plaster surface; original storefronts and transom windows removed;

Recommended Improvements - Restore storefront glazing, add tile base; install awnings with tenant signage; install new transom windows or add architectural detailing in panel above storefronts.

6. **3659 Main Street**

Condition - Western batten board parapet/false front; original wood storefront/windows replaced with brick surfacing; large projecting sign.

Recommended Improvements - Provide new parapet trim/cornice and frame; paint facade; install new storefront display windows, door, and wood or tile bulkhead/base. Restore neon projecting sign (paint, tubes, etc) or install building mounted sign on parapet.

7. **3671 Main Street**

Condition - Concrete plaster surface; storefront and main building entrance removed/filled.

Recommended Improvements - Re-stucco facade; add cornice and accent tile to existing parapet; re-construct storefront with center entrance, display windows, and tile bulkhead; add new awning with tenant signs.

8. **3683 Main Street**

Condition - Corrugated metal western false front parapet; small window and main entrance; projecting sign without ornamental bracket.

Recommended Improvements - Install new facade surfacing, corrugated metal or other; create storefront building base, masonry, metal or other; install new larger display windows, tenant sign(s); enhance/expand main entrance.

9. **3695 Main Street**

Condition - Stucco facade worn; minimal surface detail; original doors and storefront windows removed.

Recommended Improvements - Re-stucco facade; add cornice and accent tile to existing parapet; re-construct storefront with center entrance, display windows, and tile bulkhead; add new awning with tenant signage.

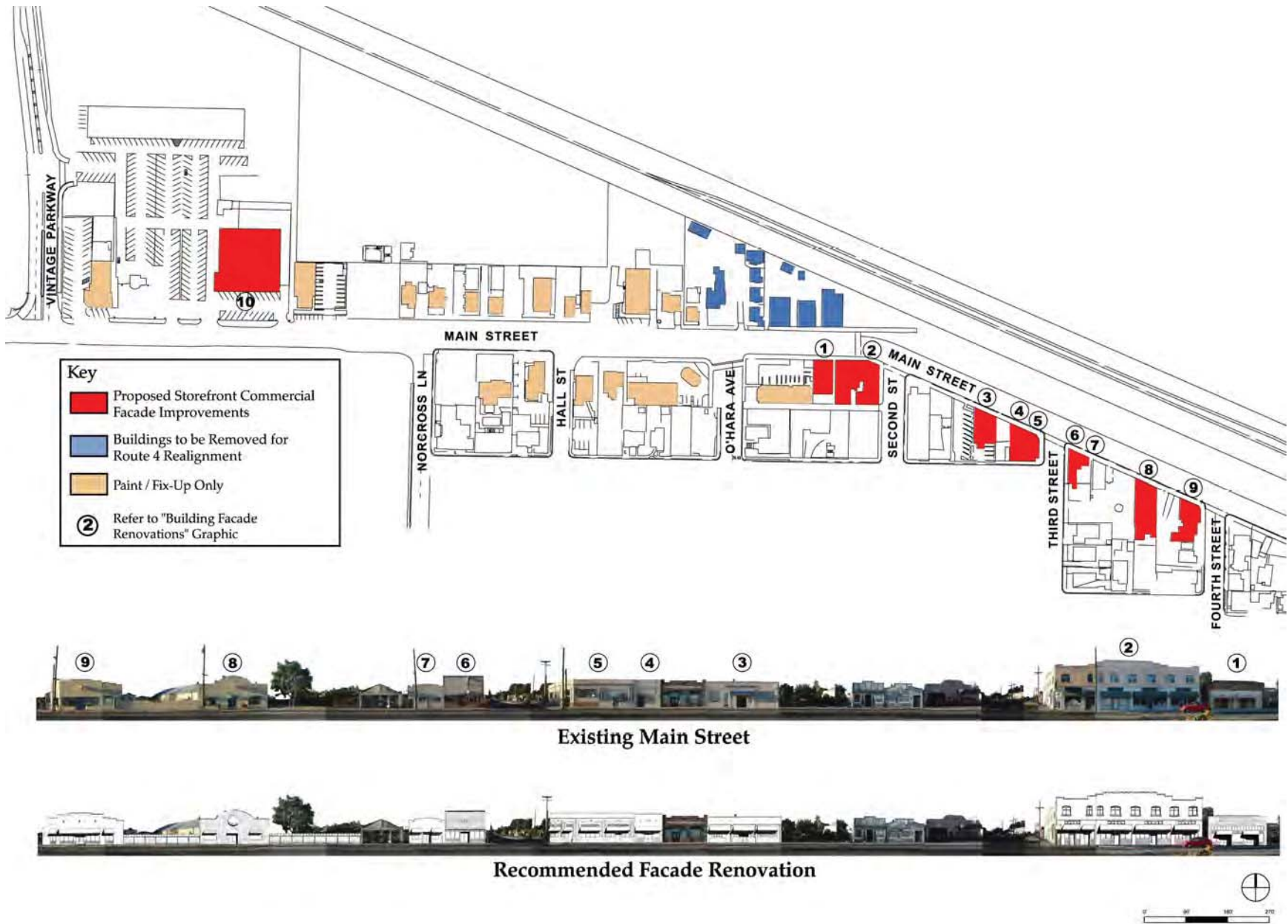
10. 3300 Main Street

Condition - Brick facade; metal canopy, display windows cluttered with signage; large building mounted sign panel; minimal sidewalk/pedestrian space at entrance.

Recommended Improvements - Upgrade canopy with architectural elements, consider sign mounting. Remove signs from display windows. Consider adding parapet/sign for visibility; expand frontage sidewalk/pedestrian area.

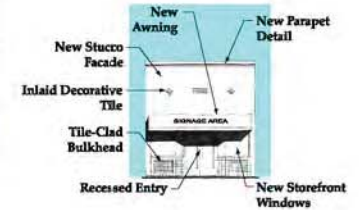
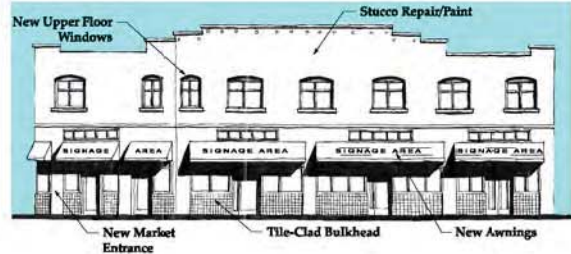
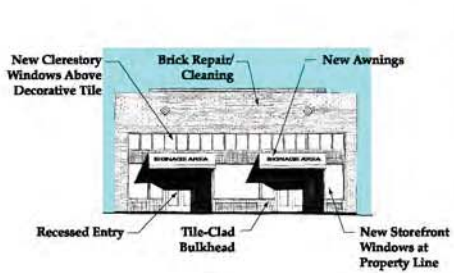
City Directional Signs

City directional signs are recommended to be located at major intersections and adjacent to the City line on City entrance streets. They should have a graphics theme that relates to the Civic Center landmark/information sign, and be easily differentiated from commercial, highway, recreational, and other signs in the area. Directional signs should have lettering and graphics style that relates to the informational signs and is easy to see from the adjacent roadways.



Facade Improvements Key Map

Figure 3.10

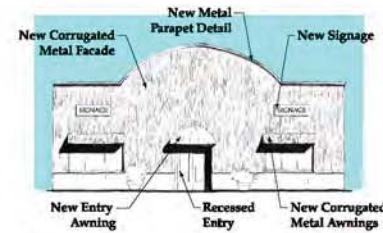
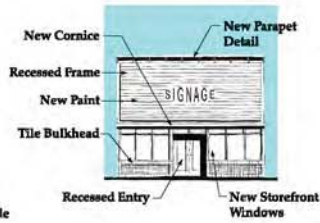
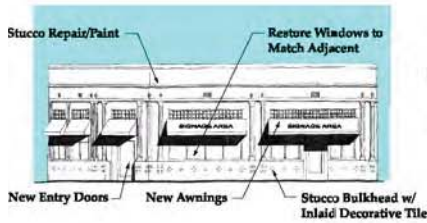


1 - 3547 Main Street

2 - 3563-87 Main Street

3 - 3631 Main Street

4 - 3639 Main Street



5 - 3641-47 Main Street

6 - 3659 Main Street

7 - 3671 Main Street

8 - 3683 Main Street

9 - 3695 Main Street

Facade Improvements

Figure 3.11

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INFRASTRUCTURE & PUBLIC SERVICES

4

The Downtown Specific Plan area is located within current City of Oakley boundaries and is supported by city infrastructure and public services. Changes to land uses and densities within the Downtown Specific Plan area may result in improvements to the existing infrastructure and public services systems for the City.

The Downtown Specific Plan area is generally bounded by the BNSF Railway to the north, Ruby Street to the south, Miguel Drive to the west, and the Contra Costa Canal to the east. Demand assumptions are based on the General Plan build-out scenario for the Downtown Specific Plan area. The findings of the analysis are summarized below.

Utilities and Infrastructure

Water Services - Diablo Water District (DWD) provides water service throughout the Specific Plan Area. The City of Oakley is within the Diablo Water District Sphere of Influence (DWDSOI), therefore all current and future water needs will be provided by DWD¹. Downtown Oakley receives its water from a reservoir along the Contra Costa Canal. The existing water supply is anticipated to support future development throughout the Downtown Specific Plan area, however minor improvements to the distribution system may be required.

Wastewater Services - Ironhouse Sanitary District (ISD) provides wastewater service to the Downtown Specific Plan area and throughout the City of Oakley. A treatment facility is located north of Highway 4 near Walnut Meadows Drive in Oakley. Major underground trunk lines run under Second Street and West Ruby Street. Auxiliary lines run beneath east/west streets within the Plan Area and feed into the major trunk lines².

A new sanitary sewer system is needed north of Main Street for those properties along the new Highway 4 alignment. Existing sewer systems throughout the Plan Area should be replaced with an upsized system to meet future demands in the Downtown Specific

Plan area. Sewer upgrades assume a building layout of four major developments per block with four service points per block.

Storm Drainage - Storm drainage facilities within City limits were developed and constructed by the City and the Contra Costa County Flood Control and Water Conservation District (CFCWCD). The City of Oakley is responsible for maintaining the storm drainage system within city boundaries. Downtown is within Drainage Area 29D, which encompasses approximately 237 acres. Runoff from this area is directed to and contained by the San Joaquin Delta at Big Break³.

Existing major lines are adequate to convey runoff water from the Downtown Specific Plan area. Surface drainage patterns must continue to be designed to funnel stormwater into existing catch basins. Supplemental inlets and minor drain lines necessary to convey local drainage to the major systems are assumed to be included in future new commercial development and associated parking areas.

Electricity, Natural Gas and Telecommunications - Dry utility services are provided throughout the City. Gas and electricity are provided by Pacific Gas & Electric (PG&E), while several local area companies provide telecommunication services. Existing natural gas and electricity systems are adequate and do not need to be upgraded to meet future demands as redevelopment occurs.

Developers and property owners will be required to coordinate with the appropriate service providers to provide electrical, natural gas and telecommunications services to their developments and properties.

Existing utility and overhead lines associated with electrical, telephone, and cable service should be removed and replaced with underground facilities. However, the existing 60kv lines located along the southerly frontage of Main Street are too costly to underground and are planned to remain. All new utility lines should be placed underground.

Street Improvements - Pavement conditions on Norcross Lane, Acme Street, Ruby Street, O'Hara Avenue, Home Street, Second Street, Third Street, and Forth Street are currently in fair condition.

¹ City of Oakley. *Oakley 2020 General Plan, 4.0 Growth Management Element*. 2002.

² City of Oakley. *Old Town Oakley Specific Plan, 4 Public Infrastructure*. 1996.

³ City of Oakley. *Old Town Oakley Specific Plan, 4 Public Infrastructure*. 1996.

However, once the streets are opened for sewer upgrades and undergrounding, paving on these streets should be rehabilitated.

Two options may be considered: a) replacing existing pavement with new pavement conforming to existing curb and gutter, or; b) a pavement overlay conforming to existing curb and gutter. Pavement overlays are recommended as a first phase improvement, with reconstruction recommended as needed over the long term. Existing curbs, gutters and sidewalks are in good condition and do not need to be upgraded.

Public Services

Fire Protection and Emergency Services - The City of Oakley, along with several other Contra Costa County communities and unincorporated areas are served by the East Contra Costa Fire Protection District. The District provides service to structural, wild land, vehicle, and miscellaneous exterior fires; vehicle accidents involving disentanglement and extrication; medical emergencies and hazardous materials incidents. Station 93, located at Acme Street and Second Street, provides fire protection services to the Downtown Specific Plan as well as the rest of Oakley.

Roadway configuration changes to Main Street shall accommodate fire and emergency vehicles. New traffic signals shall also have Opticom signal attachments in order for emergency response vehicles to control the signals at the intersections. All redeveloped and new buildings within the Downtown Specific Plan area will be equipped with automatic sprinklers pursuant to NFPA 13 requirements.

Police Services - In conjunction with the Oakley Police Department, the Contra Costa County Sheriffs Office provides police services within the City limits. The Oakley Police Department is located in the Downtown Specific Plan area at City Hall, 3231 Main Street. A sub-station for the Contra Costa Sheriff's Office is also located within the Downtown Specific Plan Area, at 210 O'Hara Avenue.

IMPLEMENTATION

5

This chapter describes the policy actions, capital improvement and program-related costs, and funding approaches needed to implement the Downtown Specific Plan. Policy-related actions include adopting the Downtown Specific Plan. Administrative procedures for guidelines-related review and approval of projects will also be required.

Capital improvements-related actions include establishing public/private financing mechanisms for streetscape and infrastructure-related improvements. The City will assume the lead role in terms of initiating capital improvement projects, pursuing the additional state and federal grant sources needed and facilitating new development through assistance with parcel assembly and other financial incentives.

Implementation of the Specific Plan

This section outlines key implementation steps that should be followed by the City of Oakley to execute the Downtown Specific Plan. These include:

- Certifying the Downtown Specific Plan Program Environmental Impact Report (EIR).
- Adopting Zoning Code Amendment to establish new zoning districts that implements the Downtown Specific Plan.
- Rezone Downtown Specific Plan area.
- Administering the Downtown Specific Plan, including review and approval of projects in accordance with the intent and provision of the Downtown Specific Plan, as described in the following sections.

Specific Plan Approval - Once this occurs, the Downtown Specific Plan will be the primary regulatory tool for the area, containing development regulations, design criteria, and use allowances. There are some discrepancies between the specific land uses and development standards of the Downtown Specific Plan and those of the RDA PUD. Implementation of the Downtown Specific Plan will supersede the RDA PUD. Current zoning for the area is illustrated on the Current Zoning and Land Use Designation graphic contained in this chapter.

EIR Certification - A Program EIR, as authorized by Section 15168 of the California Environmental Quality Act (CEQA) guidelines, to assess and address the environmental impacts of the Downtown Specific Plan, shall be prepared to meet CEQA requirements.

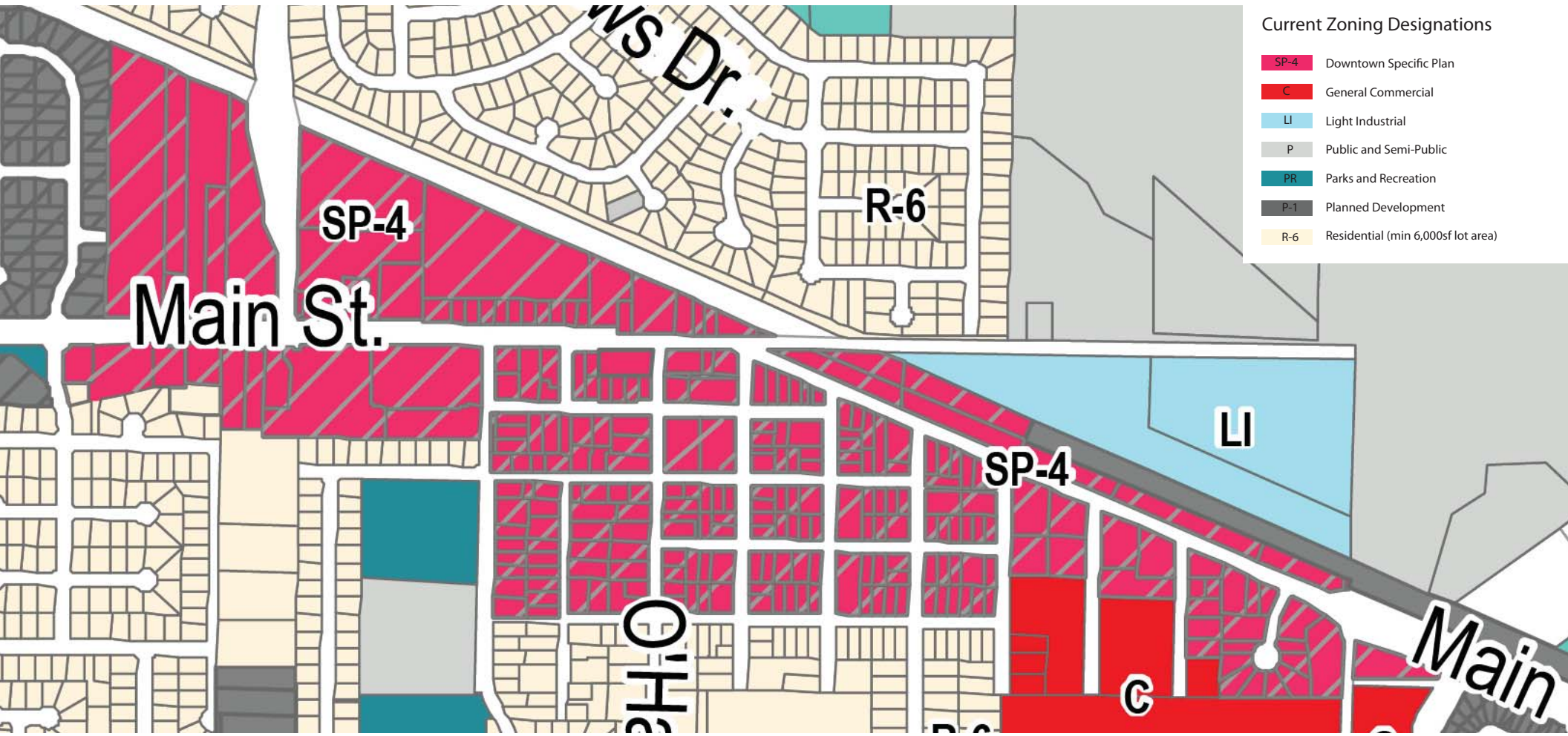
The following three zoning districts will be created and are illustrated on the Proposed Zoning graphic:

1. **Downtown Specific Plan-Downtown Core Area (DSP-DC)**
– The DSP-DC zoning district applies to the area that extends along the frontage of Main Street from Vintage Parkway to Second Street. The DSP-DC area is a walkable, high amenity area with specialty-oriented first floor businesses.
2. **Downtown Specific Plan-Downtown Support Area (DSP-DS)**– The DSP-DS zoning district borders the DSP-DC area to the north and south, east and west. Business within the DSP-DS area should complement with those businesses in the DSP-DC area. Development with the DSP-DC area will also encourage pedestrian-oriented businesses through mixed-use development.
3. **Downtown Specific Plan-Residential/Commercial Conversion Opportunity Area (DSP-R/CCO)** – The DSP-R/CCO area extends south from the DSP-DS area to Home Street, between Del Antico Avenue on the east and Norcross Lane on the west. This area allows for renovation of existing residential structures and sites for commercial uses, keeping with the existing scale and character of the current community. The proposed Downtown Zoning designations, along with the City's current Zoning designations, are illustrated on the following pages.

Street Plan Lines

The Downtown Specific Plan proposes the following right-of-way-related projects:

1. Establishing consistent right-of-way lines and street improvements along Main Street between Vintage Parkway and Second Street;
2. Constructing extensions of Norcross Avenue and O'Hara Avenue north of Main Street, and;



- Current Zoning Designations**
- SP-4 Downtown Specific Plan
 - C General Commercial
 - LI Light Industrial
 - P Public and Semi-Public
 - PR Parks and Recreation
 - P-1 Planned Development
 - R-6 Residential (min 6,000sf lot area)

Current Zoning Designations

Figure 5.1

3. Improving Main Street along the northerly frontage, between Second Street and the Contra Costa Canal.

Additionally, pedestrian crossings and reconfigured curb returns at intersections are proposed at specific locations on Main Street/the realigned Highway 4 to make pedestrian movement safer and more inviting.

In order to provide for coordinated capital improvements and development of the area, plan lines for these new and modified streets and intersections must be adopted.

Downtown Parking

Parking Facilities

Existing public parking within the Downtown Core Area consists of approximately 100 non-marked curbside parking spaces located along Norcross Lane, Hall Street, O'Hara Avenue, Second Street north of Acme Street, and the north frontage of Acme Street. There are no existing off-street public parking lots in the area. Private off-street parking is limited by small parcel sizes and relatively high building coverages, particularly in the blocks south of Main Street. Parcels north of Main Street have significant undeveloped, vacant areas along the BNSF railroad line. Though current levels of on- and off-street parking are relatively low, the lack of opportunities for accessible shared parking will be a deterrent to new development in the area.

Basic parameters for creation of new shared public parking facilities are:

1. Parking facilities should be located within a one block walk of Main Street;
2. Parking facilities should not detract from the pedestrian-oriented character desired for the area, and;
3. Parking facilities should be sited on lands that otherwise are likely to remain underutilized.

As described in the "Revitalization Projects" section of the specific plan, a principal focus for shared parking is the area between the

north frontage of Main Street and the proposed Downtown Transit Center. Shared parking in this location would allow new Main Street frontage development to proceed without the need for on-site parking and/or frontage driveways and curb cuts to be provided on a parcel-by-parcel basis. These parking areas could be established by reciprocal parking easements and/or acquisition and improvement by the City.

Another focus for new parking is the fire station site located along the west frontage of Second Street between Acme and Ruby Streets. This site is recommended for acquisition for public parking, with the fire station relocated to a site comparable in terms of access and emergency service requirements. Additional curbside parking will be provided along Main Street when it is reconfigured.

New on-street parking could include approximately 110 spaces along Main Street and 33 spaces along new connecting north-south street segments north of Main Street; see the "Downtown Parking Facilities" diagram. Surface lots north of Main Street would provide approximately 190 spaces. The current fire station site could provide approximately 65 surface parking spaces, or approximately 210 spaces in a 3-level structure. Although this site is not in the Downtown Core Area, it is immediately adjacent and would provide parking within a short walking distance of businesses in the Core's east end. Existing and proposed parking includes the following:

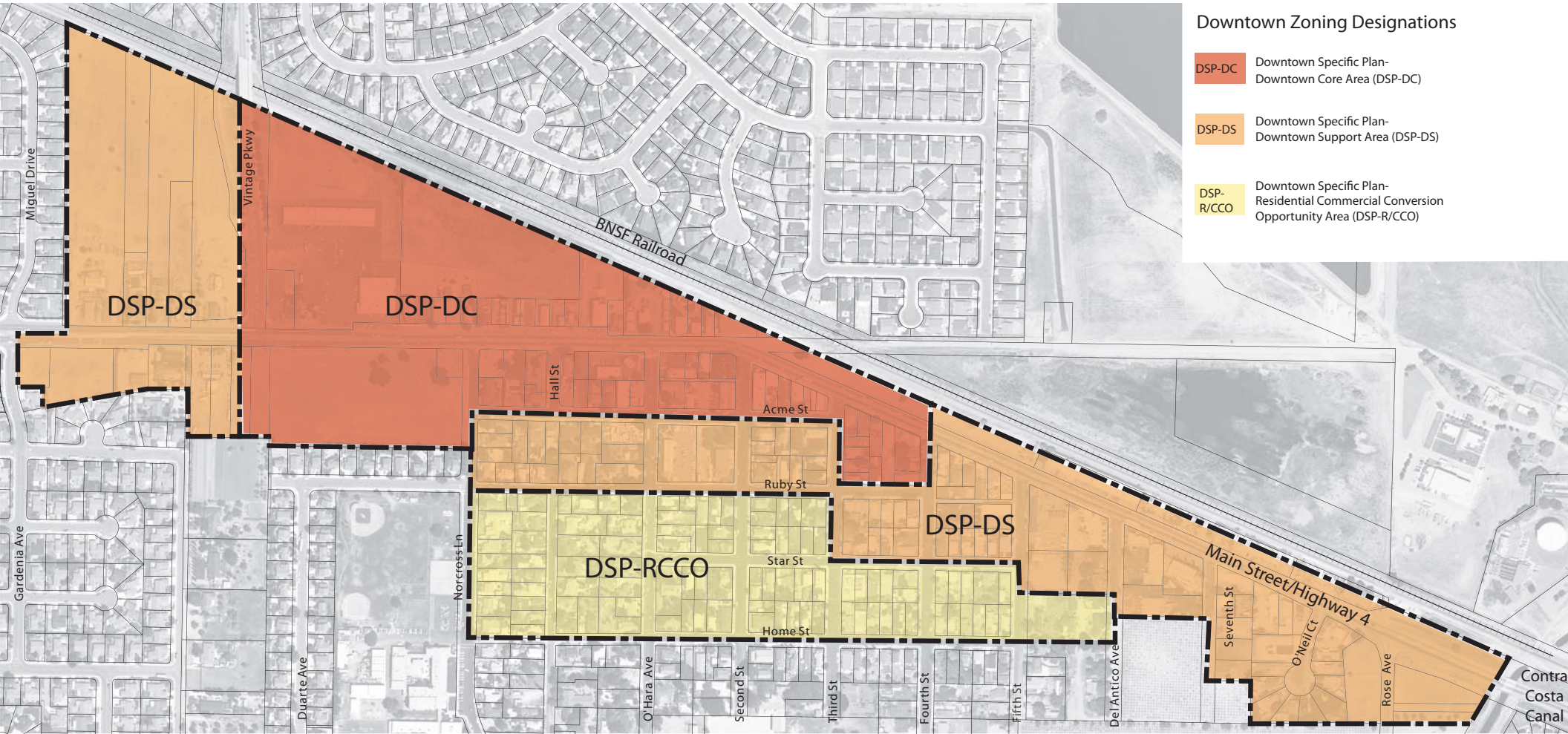
• Existing On-Street Public Parking Spaces	100
• Additional Planned Public Parking Spaces	525-670*
• Total Future Public Parking Spaces	625-770*

*Total with structure parking

At a shared parking ratio of 3 spaces per 1,000 square feet of commercial space, total planned surface parking could support a total of up to 208,000 square feet (626/3 x 1,000).

Parking In-Lieu Fee Program

The City should activate its parking in-lieu fee program, first established in conjunction with adoption of the Old Town Specific Plan in 1996. As part of the program, the City can waive on-site parking requirements for new retail commercial development and major building renovations or expansions. Instead, applicants pay an in-



Downtown Zoning Designations

- DSP-DC Downtown Specific Plan-
Downtown Core Area (DSP-DC)
- DSP-DS Downtown Specific Plan-
Downtown Support Area (DSP-DS)
- DSP-
R/CCO Downtown Specific Plan-
Residential Commercial Conversion
Opportunity Area (DSP-R/CCO)

Proposed Zoning

Figure 5.2

lieu fee for the required parking, with fees dedicated to acquisition, construction, and/or maintenance of shared public parking facilities. This program allows the City to work together with Downtown's many small property-owners to provide the parking needed to support new development.

Northern California cities that have similar in-lieu programs in place include Concord, Walnut Creek, Brentwood, Mill Valley, Mountain View, Palo Alto, and Berkeley. As part of adoption and implementation of this specific plan, the City of Oakley establishes a "Downtown Parking Overlay District," within which properties may elect to participate in the in-lieu fee program; see next section, Downtown Parking District Boundaries.

Parking in-lieu fees would be dedicated toward development of the shared off-street public parking facilities described above, and would be collected prior to or in conjunction with application for a building permit. Fees would be based on the real cost for providing required parking spaces, including land and construction, and would be updated by the City of Oakley on a regular basis to stay current. Costs would incorporate allowances for landscaping, lighting, ornamental fences and other amenities appropriate for a parking area in a pedestrian-oriented commercial district.

The cost for providing one surface parking space, excluding land, is currently estimated at \$5,000. The cost for providing one structure parking space, excluding land, is \$25,000. (The specific plan does not anticipate the need for structure parking in the near term, however, as noted above, most of the proposed surface parking areas could be redeveloped for structure parking in the future if justified by demand.)

At its discretion, the City of Oakley may waive or reduce the in-lieu fee parking requirements for an initial period of time to encourage new investment and development. As noted previously, there is not currently a parking shortage in Downtown, and new investment is a higher priority for the near term. Also at its discretion, the City may designate some properties as "parking exempt." This approach could be applied in cases in which, a) an applicant proposes to change an existing building use to a new use that has higher parking requirements, b) the existing site does not have land area available for parking or parking expansion, and/or, c) the existing building has

an architectural form or features that contribute to the "Main Street" character desired for Downtown.

Parking District Boundaries

The Downtown Parking District boundaries are the same as those established for the Downtown Core Area. As depicted by the "Downtown Parking District Boundaries" map, the northerly boundary is the proposed shared parking area for new commercial development and the Downtown Transit Center; the southerly boundary is formed by Main Street, Acme Street, and a portion of Ruby Street; the east boundary is Third Street, and; the west boundary is the extent of storefront commercial development along Main Street.

Capital Projects Funding

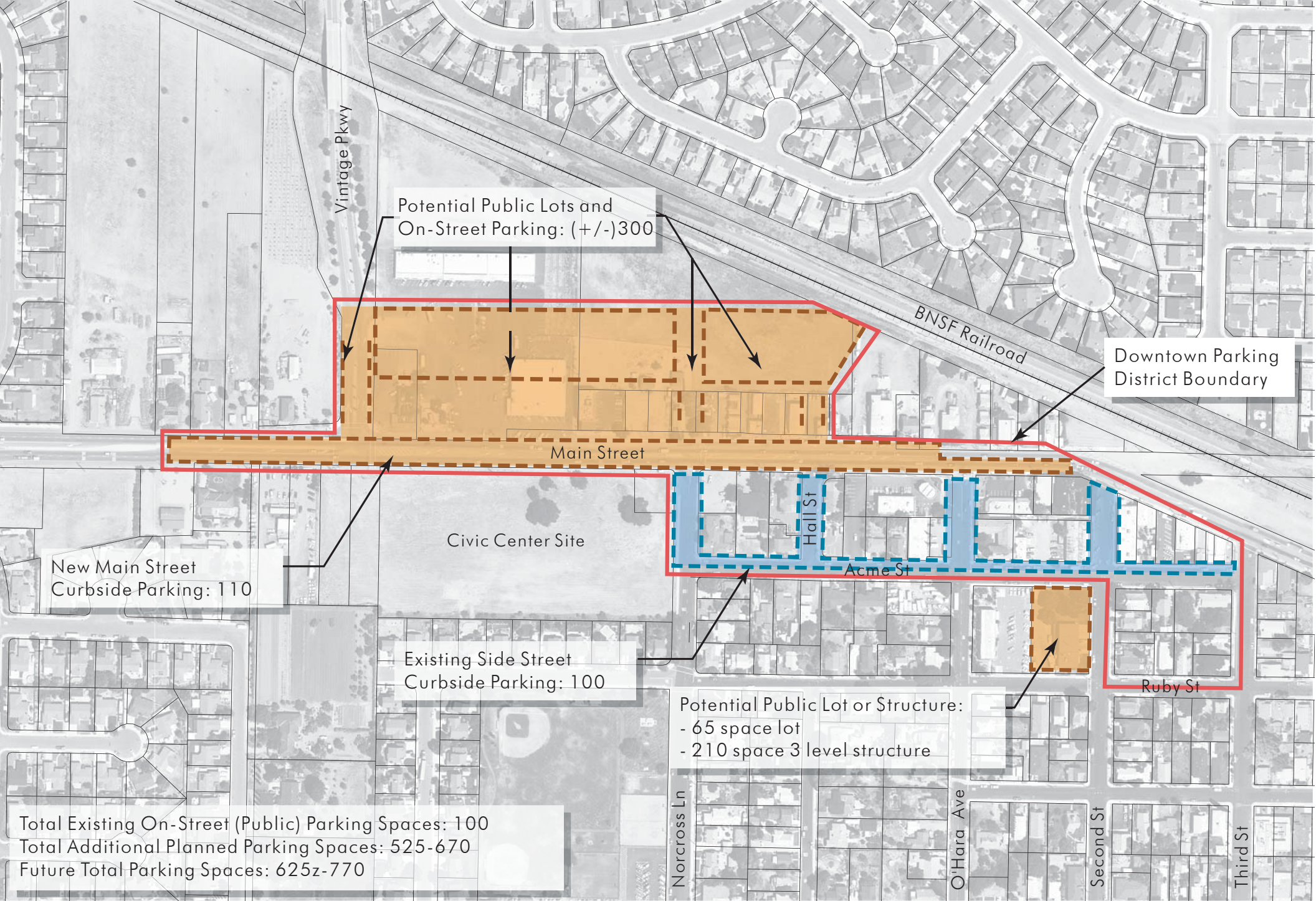
Though funding is planned to come from a variety of grant sources, Projects 1 through 4 will still need to be incorporated in the Oakley's five-year Capital Improvement Program (CIP) and managed by the City's Engineering Department.

Grant Funding

As noted above, the City alone will not be able to fund all proposed downtown projects. However, there are a range of grant programs available for the kinds of transportation and urban livability projects proposed by the Downtown Specific Plan. In the coming years the Community Development and Engineering departments will work together to apply for grant funds needed to implement the projects.

Potential grant program/funding sources include the following:

- **Metropolitan Transportation District (MTC) Transportation for Livable Communities Program (TLC):** This program provides funds for capital improvements, planning assistance, and community outreach.
- **Federal Transportation Enhancements Authorization (TEA-21):** This program typically funds bicycle and pedestrian transportation projects.



Downtown Parking Facilities

Figure 5.3

- **FTA Livable Communities/TEA-21 Earmark:** This program funds transit station area improvements that promote pedestrian access, public safety, and station area activity.
- **Transportation Development Act, Article 3:** This program funds alternative transportation projects, with an emphasis on bicycle and pedestrian circulation.
- **Transportation Fund for Clean Air (BAAQMD):** This program is administered by the Bay Area Air Quality Management District (BAAQMD), and focuses on bicycle circulation as an alternative to vehicular use; pedestrian improvements are not funded by this program.
- **Transportation Fund for Clean Air (CMA):** This program is administered by the Contra Costa Transportation Authority (CCTA). Unlike the BAAQMD program, however, the CCTA program does fund streetscape improvements that facilitate pedestrian access to transit.
- **Community Development Block Grant (CDBG) Program:** This US Department of Housing and Urban Development (HUD) program provides annual grants to States. States in turn award grants to local governments to carry out a range of development-related activities and efforts, based on State-defined priorities and criteria. CDBG-funded projects must benefit low- and moderate-income populations and/or prevent or eliminate blight, and must incorporate citizen participation.

Local Funding

A number of the grants require that improvements be coupled with transit planning efforts and/or a local funding “match.” Many, however, require a strong transit component, and links from Downtown Oakley to future BART and/or other fixed rail systems are speculative. Bus service provided by Delta Transit will be the only transit mode serving downtown for the foreseeable future.

Given match requirements and the uncertainties generally associated with grants, City-based funding approaches will need to be maximized. Options include development fees to fund improvements that benefit new development. For example, traffic impact fees could be used to assist the funding of traffic calming and pedestrian safety

improvements. Capital improvements could also piggy-back on basic road maintenance projects funded by the State Gas Tax. Exactions should be required from new development for directly-related capital improvements such as frontage curbs, walks, and streetscape amenities.

Priorities

Projects that have multiple benefits – such as traffic calming and enhanced pedestrian access – are generally the most likely to receive grant funding. Projects that have the biggest visual impact and do the most to encourage new investment are most effective for promoting downtown revitalization. Therefore, the top priorities are street-related projects that improve the appearance of Main Street, establish the perimeter for new development projects along the northerly frontage, and improve pedestrian safety and comfort. These are:

1. Main Street-Vintage to Second
2. East Main Street-Second to Fourth
3. East Main Street-Fourth to Rose

Second level priorities are those projects that require significant coordination with other entities, and/or are geared to longer term development and funding time frames. These are:

4. Train Station
5. Downtown Side Streets

Site Redevelopment Projects

In addition to participation in the funding of capital improvements, the City will facilitate new development in the Downtown Specific Plan area. Agency efforts are important in order to encourage developments that meet the City’s objectives but also ensure that it meets the objectives of the entities that provide grant funding is more likely if it is linked to complementary new development.

Similar to recommendations for capital improvement projects, there are two levels of priority for property redevelopment. The first priority is for those projects that are highly-visible and could proceed in the

near term because land is currently vacant. As noted in Chapter 2, these sites are:

1. City Hall Site (Phase I completed 2005; Phase 2 completed 2007; Phase 3 pending)
2. CentroMart Frontage (Now Grocery Outlet, completed)
3. East Main Street Sites
4. Infill Sites

With respect to Oakley Plaza, the City will work with the owners to explore early actions to develop the property consistent with the Downtown Specific Plan; e.g., redeveloping additional commercial space along the Main Street frontage adjacent to CentroMart. Similarly, the City will work with the BNSF Railroad to establish ROW and gain developable property along the northerly frontage of Main Street east of Second Street.

Administration of the Specific Plan

A major goal for this planning process is to revive Oakley's Downtown and once again establish this area as a destination for the community and its visitors. The following responsibilities, mechanisms, and procedures will be necessary to review, monitor, coordinate, and integrate the development with the Downtown Specific Plan area.

Development Application and Review Process

All development within the Downtown Specific Plan area requires a Development Plan Application (DPA). Compliance with the Downtown Specific Plan's policies, standards, and guidelines is a condition of approval of a DPA. Before project planning and design begins, applicants are urged to meet with Community Development staff to clarify how the Plan's design and development guidelines apply to the property and/or proposed project, and to review items that must be submitted for a complete Planned Development application.

An applicant should first identify which downtown subarea the property is located within, and refer to the applicable section in the Plan's Development Standards for information on preferred land uses and other development program-related guidelines. These address items

such as setbacks, height limits, and parking. Next, an applicant should review the Design Guidelines for information related to the specific type of building planned, as well as proposed landscaping, sign design, and lighting.

Once applicants are acquainted with the Guidelines, two steps are recommended:

1. The applicant should submit a Pre-Application (PA) City staff for review. The Concept Plan may consist of diagrammatic sketches and tracings sufficient to communicate the applicant's basic intentions. Concept Plans shall be to-scale and must be at a minimum indicate building heights, entrances, basic site layout, parking supply and configuration, access to on-site parking, and off-site building relationships. A Pre-Application does not constitute a formal application. City staff will review and comment on the PA prior to the applicant submitting a formal DPA, during which time the applicant shall meet and confer with City staff about refinements to the PA.
2. Depending upon results of the Pre-Application Review, applicants may elect to continue refining plans with City staff, or proceed to prepare and submit a DPA and start the formal application process. Plan refinement with City staff is strongly recommended as a means to work out inconsistencies with the Downtown Specific Plan prior to submitting a DPA.

Specific Plan Consistency

It is the intent of this document that any development application, use permit, or other use entitlement shall be consistent with the Downtown Specific Plan, as well as the applicable provisions of the Oakley General Plan and zoning regulations.

Any future Downtown Specific Plan changes (both minor and major amendments) found to be inconsistent with the Oakley General Plan would require the adoption of a General Plan Amendment. Any regulation, condition, or portion of the Downtown Specific Plan held invalid by a California or Federal court shall be deemed a separate, distinct, and independent provision; but shall not affect the validity of the remaining parts of the Downtown Specific Plan.

Specific Plan Amendment

During the Oakley City Council's review and approval of development applications, minor deviations from the Downtown Specific Plan that do not require an amendment to the plan may be allowed, provided that the project is consistent with the stated intent of the Downtown Specific Plan and the Oakley General Plan.

If a project applicant proposes a development that is not in line with the development standards or design guidelines contained in the Downtown Specific Plan, the City may approve a variance. A variance may only be approved if the required findings are met as provided for in the Zoning Code and does not substantively differ from the intent of the Downtown Specific Plan.

A developer, property owner, or the City may also request more substantive amendments to the Downtown Specific Plan. Any and all Downtown Specific Plan amendments shall be processed in accordance with City Ordinances, and presented in a public hearing prior to City Council action on the proposal. The Downtown Specific Plan amendment process is similar to the process to amend the General Plan. Therefore, major Amendments may require an accompanying General Plan Amendment and Zoning Code revision. All amendments are subject to CEQA and shall be reviewed for potential environmental effects. If it is determined that additional environmental impacts beyond those identified in the Downtown Specific Plan EIR will occur, additional environmental documentation may be required.

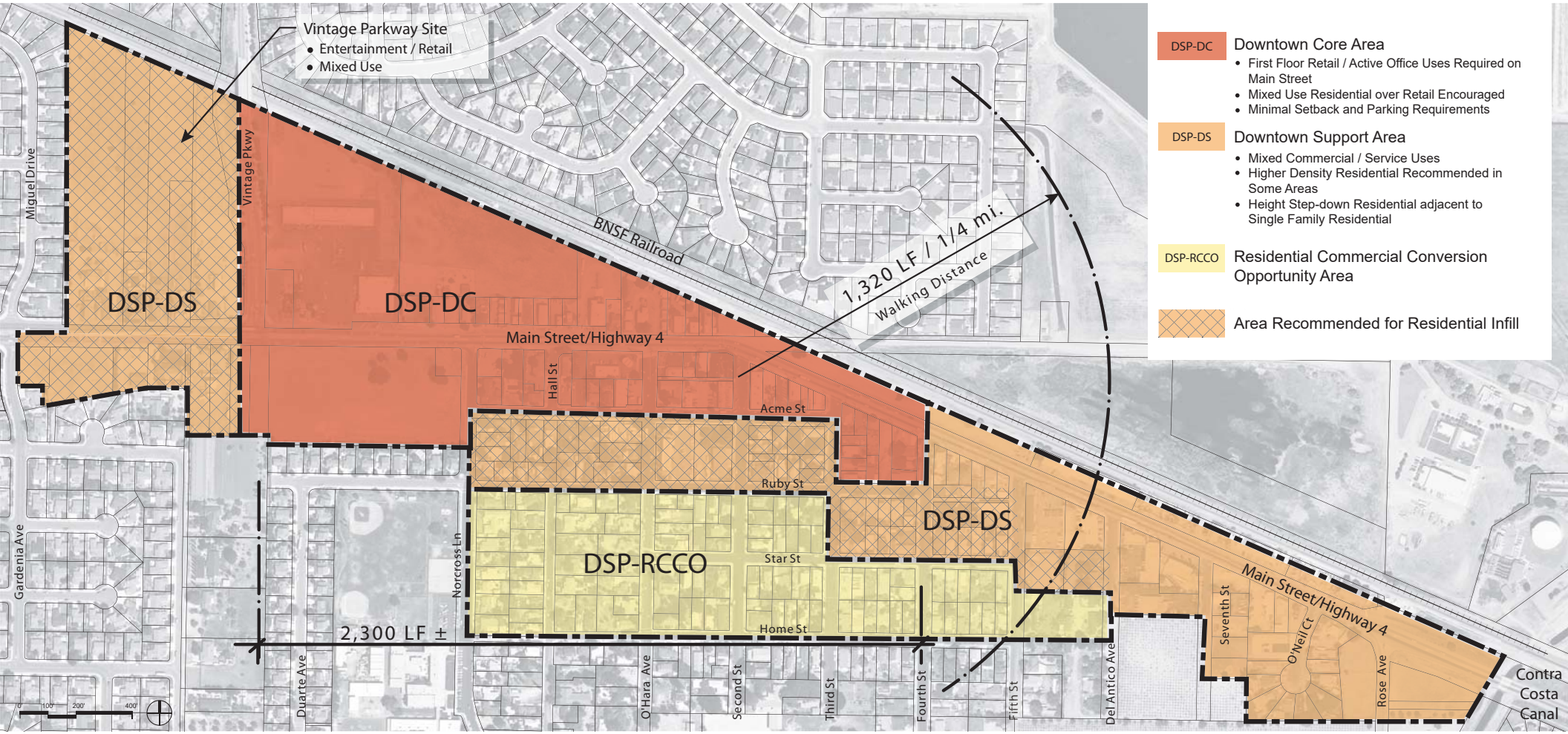
Vacant Sites and Buildings

Vacant, unimproved sites and buildings should not be permitted within the Downtown Specific Plan area for periods exceeding six months, unless such sites and/or buildings are actively for sale. Formal listing with a real estate broker, for-sale signs, and/or other similar criteria shall be met to indicate that property is for sale. Vacant sites should be improved with interim landscaping subject to approval by the Community Development Director. The applicant shall submit interim landscape and/or other improvement plans for lots that will remain vacant beyond a six month period for review and approval by the Community Development Department. A conditional

use permit is not required for such a change in use. Vacant buildings shall be demolished and sites cleared and improved as noted above, provided the building is not deemed a "contributing" building site under the Oakley Historic Preservation Ordinance.

DEVELOPMENT STANDARDS & DESIGN GUIDELINES

6



Downtown Specific Plan Subarea Map

Figure 6.1

Development standards and design guidelines shape new investment to fulfill Oakley's desire for an attractive, pedestrian-oriented downtown. Development guidelines address aspects of development that are essential for achieving the goals of the Downtown Specific Plan. They are detailed recommendations for land use, building height, setbacks, and parking. Development standards are organized according to the "Downtown Core", "Downtown Support", and Residential/Commercial Conversion Opportunity (R/CCO) area.

Design guidelines address more subjective aspects of development, such as building form, architectural detailing, and site landscaping. Guidelines are organized by type of development – e.g., commercial or residential. They are listed according to their level of detail; for example, design guidelines for building massing are first, design guidelines for paint colors are last.

The use of the words "shall" and "will" indicate mandatory items while "should" means that an action is required unless the intent is secured through other means. Words such as "encouraged" and "may" are advisory, but should be addressed and incorporated to the maximum extent possible.

To use the guidelines, applicants should:

1. Find the property in question on the Downtown Specific Plan subarea map on the facing page, and refer to the standards for the subarea in which the property is located.
2. Refer to the guidelines for the type of development planned, site landscaping, and signs.

Development Standards

The Oakley 2020 General Plan Land Use Element contains policies for a (CD) Commercial Downtown land use designation that encourages mixed use development. Initial general plan development standards are a maximum site coverage of 70%; maximum building height of 50 feet; and a maximum floor area ratio (FAR) of 1.0. These basic standards are incorporated in the Downtown Specific Plan, with qualifying policies for special conditions and areas as needed.

The type, distribution, and extent of land uses within the Downtown Specific Plan area reflect the goals and objectives listed in Chapters 1 and 2. The Downtown Plan Areas map is based on Chapter 2's Revitalization Strategy Map, with three basic land use subareas:

- 1) the "Downtown Core," extending along the frontage of Main Street from Vintage Parkway to Second Street;
- 2) "Downtown Support," which borders the Downtown Core on the north, south, east and west, and;
- 3) the "R/CCO Area," which extends south from the Downtown Support area to Home Street, between Del Antico Avenue on the east and Norcross on the west.

The Downtown Core is planned as a walkable, high amenity area with specialty-oriented first floor businesses. Downtown Support Areas contain businesses that do not compete with the Core, with somewhat less amenity-oriented forms of development. The Downtown Core Area requires pedestrian-oriented development; the Downtown Support Area encourages but does not require it. Both land use designations encourage mixed-use development. As noted by the Plan Areas map, the "Vintage Parkway Site" is a special case with its own land use and development policies. The R/CCO Area allows for renovation of existing residential structures and sites for commercial uses, provided the neighborhood scale and character of the area is preserved.

Downtown Core Area

- A. **LAND USE** - Multi-story buildings are encouraged and shall incorporate active first floor uses. If a use is not listed below, it may still be consistent with the Downtown Specific Plan objectives as

determined by the Community Development Director, given the site context and/or the specifics of the development proposal.

Preferred Ground Floor Uses

1. Retail sales - storefront-scale commercial space is strongly encouraged; at least 60% of the gross square footage should generate sales tax revenue.
2. Eating and drinking establishments
3. Nighttime entertainment uses
4. Performing arts theaters and cultural facilities
5. Public and quasi-public or institutional uses - that create high levels of pedestrian activity.
6. Hotels
7. Mixed use - is strongly encouraged, with office or residential above the Downtown Core uses listed above.
8. Personal services
9. Recreation, commercial/indoor
10. Parking Facilities
11. Emergency shelters - as defined by Senate Bill (SB) 2, located on the Civic Center property.

Upper Floor Uses

12. Office - administrative, business, medical, and professional
 13. Residential - at densities determined on a case by case basis, but a maximum density of 35 units/acre.
 14. Studios, photographers, and artists
 15. Instructional Schools
 16. Ground floor uses - as listed above and as appropriate
- B. **DEVELOPMENT INTENSITY** – Maximum FAR should be 1.0.
- C. **BUILDING HEIGHT** – as measured from adjacent sidewalk to base of parapet or eave line of pitched roof should be as follows:
1. Maximum building height - Four floors and/or 50 feet.
 2. Maximum height exceptions – subject to City review:



Special architectural features such as towers and turrets are recommended and will be considered for height exceptions.



Pitched roofs may exceed height limits if gable or other non-shed roof types are used.



New commercial buildings shall have street-facing main entrances. The building above was re-oriented from the adjacent parking lot to Main Street through the use of a raised porch entryway.

- a. Above subsurface parking – Building may exceed the maximum height by 5 feet; subsurface structures should extend no higher than 5 feet above finished grade. However, at-grade first floor commercial space should be provided along the Main Street frontage.
 - b. Pitched roofs – may exceed height limits provided they are gable or other non-shed roofs.
 - c. Special architectural features – such as towers, turrets, atriums, ornamental parapets may exceed height limits. However, these features may comprise no more than 1/3 of the overall length of the building façade(s).
 - d. Rooftop Structures - such as elevator and mechanical equipment enclosures or roof deck trellises and gazebos. These may exceed the height limit by 10 feet, provided they are screened by a parapet or a pitched roof.
3. Minimum building height – should be 20 feet to create well-defined street spaces.
- D. **BUILDING ORIENTATION** - All Downtown Core sites shall provide buildings that abut and parallel adjacent streets. Every such building and tenant space shall provide its main entrance directly on a public street.
- E. **FRONT SETBACKS** - Front setbacks shall be zero (0) feet. The first and second floors of all buildings shall be built-to and parallel with street front property lines. For corner sites and properties that extend through an entire block - i.e., from street to street - front setback requirements apply to all street frontages.
1. Corner buildings – The corner may be “cut back” up to 6 feet along side frontages to create a diagonal at the ground level and/or at upper levels.
 2. Special architectural features – bay windows, turrets, decorative roofs, and miscellaneous entry features not parallel to street frontages:
 - a. May occupy – up to 50% of street façade width;
 - b. May project – up to 3 feet over property lines, and must be no less than 12 feet above the highest point in the sidewalk over which they project.

F. SIDE SETBACKS

1. Minimum – shall be zero (0) feet. If a building is setback from a side property line, at least 4 feet should be provided for an access passage.
2. Maximum – shall be 15 feet; in general, side setbacks of up to 15 feet should only be used to accommodate access driveways to parking areas and EVA's.

G. REAR SETBACKS – as measured from abutting properties.

1. Minimum – shall be 10 feet.
2. Parcels adjacent to public parking lots and driveways – minimum shall be 5 feet.

H. SITE ACCESS

1. Pedestrian access - Every building and tenant space shall provide a main entrance directly to the adjacent frontage sidewalk.
2. Driveways/curb cuts - shall be minimized. Shared parking lots and driveways are encouraged to reduce the need for curb cuts along street frontages.
 - a. Maximum number - shall be 1 two-way curb cut or 2 one-way curb cuts per building.
 - b. Maximum width - shall be 12 feet for a one-way driveway and 24 feet for a two-way driveway.
 - c. Driveway setbacks - shall be a minimum of 5 feet from adjacent properties.
3. Service areas and access drives - will be centralized and shared wherever possible and accessed from side or rear parking areas. Service areas, including dumpsters and similar facilities, shall be screened by architectural walls, fencing, and/or planting as appropriate and per the recommendations of the City of Oakley Commercial Design Guidelines.

I. PARKING

1. Minimum requirements - Shared or “blended” parking standards are recommended to encourage higher density development in the Downtown Core.



Building corners may be cut back to accent a corner entrance.

- a. Non-residential - minimum 3 stalls per 1,000 square feet. Curbside on-street parking will be counted toward parking requirements.
 - b. Residential - minimum 1 stall per unit (1 or 2 bedroom); another .5 space for each additional bedroom above 2 bedrooms for multifamily projects; or an additional space for 3 bedrooms for any single units.
 - c. In-lieu fees - The City may consider waiving on-site parking requirements for new commercial development in the Downtown Core area for up to five years. After this initial period, instead of providing parking directly applicants may pay an in-lieu fee for the required parking, with fees dedicated to acquisition and construction of shared public parking facilities.
2. Location of surface lots - shall be to the side or rear of buildings, not in front. Broad expanses of parking are not consistent with the character desired for the Downtown Core, and width of parking areas between frontage buildings shall not exceed 80 feet.
 3. Parking lot frontages - shall be screened with an attractive low fence or wall that relates to the materials of the principal

building; walls or fences should be a minimum of 32 inches and a maximum of 42 inches in height.

4. Parking areas shall be planted - with shade trees at a minimum ratio of 1 tree for every 4 parking stalls; higher ratios are recommended. Trees should be evenly distributed in an "orchard" or other planting arrangement to provide even shade throughout the area.

J. LANDSCAPING AND SCREENING

1. Sidewalks and street trees - a sidewalk minimum width of 12 feet shall be provided along all street frontages. Shade trees shall be planted at curbside approximately 50 feet on center. Street lights shall be installed at approximately 100 feet on center
2. Trash and service equipment - including satellite receiving dishes shall be located away from street(s) and enclosed or screened by landscaping, fencing or other architectural means.

Downtown Support Area

- A. **LAND USE** - A mix of commercial and infill residential development is encouraged, consistent with the preferred distribution indicated on the Downtown Specific Plan Subarea map. If a use is not listed below, it may still be appropriate if consistent with the Downtown Specific Plan objectives as determined by the Community Development Director given the site context and/or the specifics of the development proposal.

1. Personal services
2. Printing and publishing
3. Recreation, commercial/indoor
4. Specialty food retail
5. Specialty goods retail
6. Offices - administrative, business, medical and professional
7. Eating and drinking establishments
8. Studios, photographers and artists



Parking lot frontages should be screened from adjacent streets with an attractive low wall or fence.



Parking areas shall be planted with shade trees at a minimum ratio of one tree per four parking stalls. The "orchard" arrangement shown above creates an even tree canopy.

- 9. Wholesale-certified recycler
- 10. Nighttime entertainment uses
- 11. Movie theatres
- 12. Parking facilities
- 13. Public and quasi-public or institutional uses
- 14. Quality goods and services
- 15. Residential - density shall be determined on a case-by-case basis as part of the Conditional Use Permit (CUP) process; the distribution shall be as indicated on the Subarea Map.
 - a. Railroad frontages: Due to noise and vibration associated with the adjacent BNSF railroad line, residential development should not be permitted along the north Main Street frontage east of Second Street.

- 16. Child care facilities
- 17. Instructional schools
- 18. Vibration sensitive uses - such as certain types of repair shops and computer-related technologies are not recommended for properties abutting the BNSF railroad.
- 19. Special condition: Vintage Parkway site – This is a special development opportunity site. Given the right land use mix and urban design approach, it has the potential to provide a major boost to Downtown’s revitalization.

Development scenarios for the site must have strong physical and economic relationships to the Core. Scenarios that would be considered include:

- a. Residential - Given noise and vibration issues, residential maybe considered only if located 150 feet or more from the BNSF rail line. Densities shall be considered on a case-by-case basis, but a maximum density of 16.7 units/acre.
- b. Entertainment retail - cinemas and associated shops and restaurants.
- c. Mixed use - horizontal or vertical, combining office with entertainment retail and/or other Downtown Support uses as appropriate.

B. DEVELOPMENT INTENSITY - Maximum FAR should be 1.0



The appearance of Downtown buildings and street frontages need to be significantly improved. Auto services will not remain part of Downtown Oakley’s land use mix.



Structured parking is provided on the second and third floors of this Walnut Creek commercial development.

C. **BUILDING HEIGHT** – shall be measured from sidewalk to base of parapet or leave line of pitched roof should be as follows:

1. Maximum building height - Four floors and/or 50 feet; building height should step down adjacent to existing residentially developed properties, as noted under 5, below.
2. Exceptions – subject to City review:
 - a. Above subsurface parking – Buildings may exceed the maximum height by 5 feet; subsurface structures should extend no higher than 5 feet above finished grade.
 - b. Pitched roofs – may exceed height limits provided they are gable or other non-shed roofs. Single pitch roofs may be excepted if architecturally designed.
 - c. Special architectural features – such as towers, turrets, building entry volumes, or ornamental portions or parapet walls. These portions should comprise no more than 1/3 of the overall length of the building façade(s).
 - d. Rooftop structures – such as elevator and mechanical equipment enclosures, or roof deck trellises and gazebos; these may exceed the height limit by 10 feet, provided they are screened by a parapet or a pitched roof.
3. Minimum building height – shall be 20 feet to create a well-defined street space.
4. Accessory buildings – shall be 12 feet in height if setback 12 feet or more from side and rear property lines; they shall be a maximum of 8 feet in height if located closer than 12 feet to side or rear property lines.
5. Adjacent to single family areas - Building height shall step down adjacent to existing single family residential development and/or properties designated by the City for single family residential development. Third and fourth floors shall be a minimum of 35 feet from single family properties.

D. **BUILDING ORIENTATION** - The main entrance to all buildings shall be located on the front building façade or a fronting building corner.

1. Minimum frontage - for all buildings shall be 1/3 the length of the parcel frontage.

2. Relationship to frontage - a minimum of 2/3 of the front building façade shall be parallel to the street right-of-way.
3. Garage doors and service bays - shall be located on the rear or side of buildings, not on the front.

E. **FRONT SETBACK**

1. Minimum - shall be zero (0) feet from the back of walk along Main Street.
2. Maximum - for landscaping related residential use shall be 10 feet along Main Street and 20 feet along side streets. Parking may be permitted between buildings and the street frontage.
3. Single family residential setback shall be 15 feet minimum on streets other than Main Street

F. **SIDE SETBACKS**

1. Minimum – shall be 10 feet, or 5 feet minimum for single family residential on streets other than Main Street

G. **REAR SETBACKS** – as measured from abutting properties.

1. North side Main Street – minimum shall be zero (0) feet.
2. South side Main Street – minimum shall be 15 feet for buildings up to two stories.
 - a. Third and fourth stories – shall be setback a minimum of 35 feet from the rear property line if abutting residentially-developed or planned properties.
3. Parcels adjacent to public parking lots and driveways – minimum should be 5 feet.
4. Single family residential setback shall be 10 feet minimum on streets other than Main Street

H. **SITE ACCESS**

1. Pedestrian access - in the form of a walkway shall be provided from the Main Street sidewalk directly to the main building entrance; i.e., pedestrian access to building entrances should not require walking across a parking lot.
2. Driveways/curb cuts

- a. Maximum number - shall be 1 two-way curb cut or 2 one-way curb cuts per building.
 - b. Maximum width - shall be 12 feet for a one-way driveway and 24 feet for a two-way driveway.
 - c. Driveway setbacks - shall be a minimum of 5 feet from adjacent properties.
3. Service access - shall be from side or rear parking areas.

I. PARKING

- 1. Minimum requirements - Reduced parking requirements are recommended to encourage higher density development adjacent to the Downtown Core.
 - a. Non-residential - 4 stalls per 1,000 square feet for first floor space; 3 stalls per 1,000 square feet for upper floor space.
 - b. Residential - minimum 1 stall per unit (1 or 2 bedroom); another .5 space for each additional bedroom above 2 bedrooms for multifamily projects; or an additional space for 3 bedrooms for any single units.
- 2. Location of surface lots - will be to the side or rear of buildings, not in front. Broad expanses of parking are not consistent with the character desired for Main Street, and width of parking areas/distance between frontage buildings shall not exceed 180 feet.
- 3. Parking lot frontages - shall be screened with an attractive low fence or wall that relates to the materials of the principal building; walls or fences should be a minimum of 32 inches and a maximum of 42 inches in height.
- 4. Parking areas should be planted - with shade trees at a minimum ratio of 1 tree for every 4 parking stalls. Trees should be evenly distributed in an “orchard” or other planting arrangement to provide even shade throughout the area.

J. LANDSCAPING AND SCREENING

- 1. Main Street - north side sidewalk/street trees - A front sidewalk/setback a minimum 12 feet wide should be provided. A curbside planting strip a minimum of 4 feet wide shall be established, with shade trees.



Building entrances shall be located on the front building façade or a fronting building corner.



Street trees shall be included along all street frontages.

2. Acme, Ruby, and other streets - Shade trees shall be installed curbside at approximately 30 feet on center. Street lights should be installed at approximately 120 feet on center. Parking pockets, with curbside tree planters located between parking stalls, are recommended for larger scale projects.
3. Trash and service equipment - Including satellite receiving dishes shall be located away from street(s) and enclosed or screened by landscaping, fencing or other architectural means.

Residential/Commercial Conversion Opportunity Area

A. **LAND USE** - Commercial uses occupy buildings according to the objectives of the R/CCO designation, subject to case-by-case City review. Ideally, the R/CCO subarea would remain primarily residential, with a mix of some offices and commercial businesses in renovated residential buildings. The underlying architectural character of the area should be conserved; i.e., existing buildings should be renovated, not demolished; mature trees should be preserved, and; commercial activities should not create parking demand that impact adjacent residents. Current height limits and other related development regulations shall apply. Possible businesses may include:

1. Small scale retail - gifts, crafts, and other materials consistent with RCCO objectives
2. Eating and drinking establishments
3. Offices - administrative, business, medical and professional
4. Residential - Single family and Multi-unit lots - a maximum density of 16.7 units/acre.
5. Studios: photographers and artists
6. Bed & Breakfast facilities

B. **BUILDING ADDITIONS** - Building additions and/or other renovations are anticipated in order to accommodate new commercial uses. The forms and materials e.g., siding, windows, roofs should match or complement those of the existing building.

Existing buildings should upgrade with fresh paint and material refurbishment as appropriate. Floors may need to be upgraded structurally to accommodate commercial equipment, and applicants should address this issue as part of the City review process.

C. SETBACKS

1. Front Setback shall be 15 feet minimum
2. Side Setback shall be 5 feet minimum
3. Corner Side Setback shall be 10 feet minimum
4. Rear Setback shall be 10 feet minimum

D. SITE ACCESS

1. Pedestrian access - Every building and tenant space should retain a main entrance directly to the adjacent frontage sidewalk. If access ramps are required they must meet ADA standards and should be located at side entrances to existing buildings so that existing front porches may be retained.
2. Driveways/curb cuts - should be minimized. Shared parking areas and driveways are encouraged to reduce the need for curb cuts along street frontages.
 - a. Maximum number - shall be 1 curb cut per building.
 - b. Maximum width - shall be 12 feet.
 - c. Driveway and parking area setbacks - Widened and/or new driveways shall be a minimum of 5 feet from adjacent properties. Rear or sideyard parking areas shall be a minimum of 8 feet from adjacent properties. No parking areas other than existing driveways shall be located closer to frontage streets than the existing building; i.e., front yards shall not be converted to parking areas.
3. Service areas - shall be accessed from existing driveways only. Service areas, including dumpsters and similar facilities, shall be screened by attractive architectural fencing, and/or planting as appropriate.

E. PARKING



Trash enclosures should reflect the materials of the principal building.

1. All commercial uses - minimum 3 stalls per 1,000 square feet. Curbside on-street parking should be counted toward parking requirements.
2. Location of surface parking areas - shall be to the side or rear of buildings, space permitting, not in front.

F. **LANDSCAPING AND SCREENING**

1. Sidewalks and street trees - A sidewalk with a minimum width of 8 feet shall be provided along all street frontages. Shade trees shall be planted at curbside approximately 30 feet on center; a minimum of 2 street trees shall be provided and/or retained per property.
2. Trash and service equipment - including satellite receiving dishes shall be located away from street(s) and adjacent properties, and enclosed or screened by landscaping, fencing or other architectural means.
3. Parking areas shall be planted - with shade trees at a minimum ratio of 1 tree for every 3 parking stalls. Trees should be evenly distributed in an "orchard" or other planting arrangement to provide even shade through out the area and to screen parking areas from adjacent properties.

Design Guidelines

Commercial Development

Description - Commercial buildings should abut street frontages. Building entrances shall be located on the front building façade or a fronting building corner. Buildings should incorporate breaks in building mass that reflect the parcel sizes typical of Downtown Oakley. Entrance drives and main building entrances should be highlighted by taller architectural forms that accommodate building-mounted signs. Windows should be located in recessed openings and/or window groupings or bays.

- A. **BUILDING MASSING** - The basic form of a building is created by its three-dimensional characteristics, or massing. Different combinations of building mass should be used to compose building form. For example, masses may be singular -- such as a tall or projecting mass in the center of a building to mark a main entrance -- or varied to reflect the forms of adjacent development. Attention to massing is particularly important for freestanding buildings anticipated in the Downtown Support Area; this is less important in the Downtown Core, where a consistent "streetwall" of buildings is desired.

To promote a traditional scale of building, building mass and/or façade composition should vary in modules of 50 feet or less for smaller-scale buildings, and 100 feet or less for larger-scale buildings (e.g., offices, big box retail). This module may be created in a number of ways: changes in roof line and window groupings, projecting or recessing wall surfaces, and/or the placement of piers and columns.

1. Ground-level façade - Façade building bays and/or storefronts should be approximately 25 feet in width. Buildings with a longer frontage should have a vertical architectural feature - column, pier, etc. - approximately every 25 to 30 feet to reflect the structural bay spacing. The smallest feasible spacing of doors, windows, piers, and other features is recommended.



Door and window openings should be aligned and composed vertically. In general, first floor windows should be larger than upper floor windows.

2. Special architectural features - such as gables, turrets, towers, and loggias should be used to accent buildings at major street corners, at the terminus of a street corridor, lane, or pedestrian way, at driveway entrances, and/or at other highly-visible building locations.

B. FAÇADE COMPOSITION - Every building should have a defined base, a clear pattern of openings and surface features, a recognizable entry, and an interesting roofline.

1. Building base - This may be as simple as a small projection of the wall surface and/or a different material or color, such as a tile panel for a storefront building. It may be created by a heavier or thicker design treatment of the entire ground floor for a building of two or more floors, or by a setback of the upper floors.
2. Pattern of windows, doors, and surface features - Windows, doors, wall panels, pilasters, building bays, and storefronts should be based on a module derived from the building's structural bay spacing. Features based on this module should be carried across windowless walls to relieve blank, uninteresting surfaces.

Door and window openings should be aligned and composed vertically to create an interesting and attractive façade. In general, first-floor window openings should be larger, with

upper-floor window openings smaller and somewhat different, yet complementary, in form.

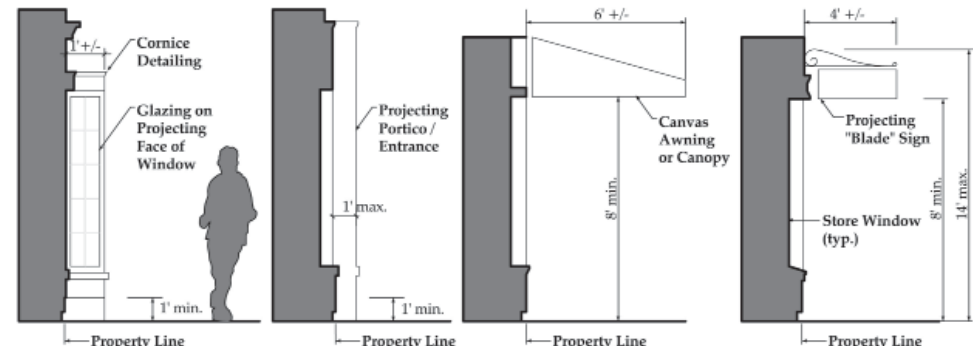
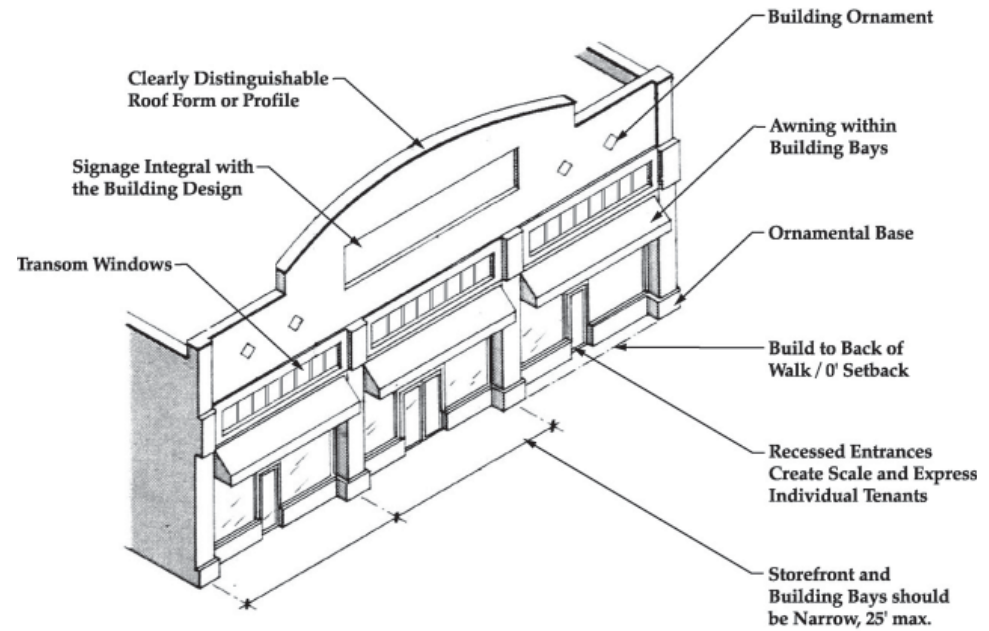
3. Side and rear building façades - should have a level of trim and finish compatible with the front façade, particularly if they are visible from streets, adjacent parking areas, or residential buildings.
4. Blank wall areas - Surface relief should be provided consistent with the ground-level façade, building massing, and façade composition guidelines. Decorative vines, trellises, architectural murals, and/or other surface enhancements should also be considered.
5. Building entrances - should be prominent and easy to identify:
 - a. Main building entrances - should be easily identifiable. At least one of the following treatments is recommended:
 - i. The entrance is marked by a taller mass above, such as a tower, and/or within a volume that protrudes or is recessed from the rest of the building surface;
 - ii. The entrance is located in the center of the façade, as part of a symmetrical overall composition;
 - iii. The entrance is accented by architectural elements, such as columns, overhanging roofs, awnings, and ornamental light fixtures;

iv. The entrance is marked or accented by a change in the roofline or change in the roof type.

b. Corner buildings - should provide prominent corner entrances for shops or lobbies and other activity-generating uses; this includes building corners adjacent to parking lot entrance drives.

C. **STOREFRONTS** - should be like small buildings with their own base, roofline, and pattern of window and door openings.

1. Base - a panel of tile or other special material is recommended below display windows. Materials other than wood recommended for walls in Section D, below, are generally suitable. Base materials should be the same or "heavier" materials visually than walls above. Ceramic tile is recommended as a storefront base. Dark tile with light stucco is an effective combination. Different colors and sizes of tile may be used for decorative effect.
2. Display windows - Large pane windows encompassing a minimum of 66% of the storefront surface area are required. Where privacy is desired for restaurants, professional services, etc., windows should be divided into smaller panes.
3. Transom windows - are horizontal panels of glass above the storefront and/or between the first and second floors. They are a common element of traditional "main street" buildings, and are recommended for all new and renovated storefronts. Transom windows can be good locations for neon, painted-window, and other relatively non-obtrusive types of signs.
4. Recessed entries - are recommended as another traditional element of the storefront. Recommended treatments include:
 - a. Special paving materials - such as ceramic tile;
 - b. Ornamental ceilings - such as coffering; and,
 - c. Decorative light fixtures.
5. Doors - are the part of a storefront that patrons invariably touch and feel. They should be attractive and match the materials, design and character of display window framing. "Narrow line" aluminum frame doors are not allowed.
6. Ornamental/architectural lighting - is recommended for all storefronts.



Storefront Design Elements

Figure 6.2

- D. **WALL SURFACE MATERIALS** - The palette of wall materials should be kept to a minimum, preferably a maximum of two materials (e.g., stucco and tile, brick and concrete). Using similar materials as attractive adjacent or nearby buildings helps strengthen district character. If the building mass and pattern of windows and doors is complex, simple wall surfaces are preferable (e.g., stucco); if the building volume and the pattern of wall openings are simple, additional wall texture and articulation should be employed (e.g., bricks or blocks, rusticated stucco, ornamental relief).

Pilasters, columns, and cornices should be used to add visual interest and pedestrian scale. Consistent with the traditional storefront environment desired for downtown Oakley, modernist glass and steel buildings are not recommended. However, such buildings and materials may be considered if they adhere to other guidelines as appropriate.

1. Wood shingles, clapboard, and batten board - All wood wall and trim surfaces should be painted. Natural and/or stained wood surfaces are appropriate for less developed, more rural areas, not Downtown.
2. Stucco - both stucco and/or painted stucco may be used in order to reduce maintenance; elastomeric type coatings should be used for painted surfaces. Stucco surfaces should be smooth to prevent the collection of dirt and surface pollutants, and the deterioration of painted surfaces.
3. Precast concrete - Options in form work, pigments, and aggregates should be explored to create rich surfaces. Ceramic tile, stone and other accent materials are recommended for decorative effect.
4. Ceramic tile -may be used as an accent material.
5. Note on parapet and cornice cap flashings: Sheet metal parapet cap flashings shall be painted to match wall or trim color. Select minimum gauge of 26 to avoid "oil canning" distortion in the metal.
6. Not appropriate:
 - a. Plywood siding - e.g., T-150



Highlighting building bays with pilasters adds interest to a simple building form.



Built-up cornices, sills, and other ornamental features should be used to add pedestrian scale and interest to simple wall surfaces.

- b. Concrete block - unless used for side or rear elevations not visible from adjacent streets or buildings. In such instances, decorative split-face block should be used.

E. **WINDOWS** - are an important element of building composition and an indicator of building quality.

1. Window-to-wall proportion - In general, upper stories should have a window-to-wall area proportion (typically 30 - 50%) that is smaller than that of ground-floor spaces and/or storefronts.
2. Window openings - should generally be vertical (i.e., higher than wide) in orientation, or square; if square, window panes should be square or vertical in shape. Strongly horizontal ribbon" or "wraparound" office windows are not consistent with the character desired for Downtown Oakley.
3. Window inset - Glass should be inset a minimum of 2 inches from the exterior wall or window frame surface to add relief to the wall surface; this is especially important for stucco buildings.
4. Shaped frames and sills - should be used to enhance openings and add additional relief. They should be proportional to the glass area framed; e.g., a larger window should have thicker framing members.
5. Mullions and muntins - are recommended to create subdivided window openings and multi-pane windows. "Snap-in" grilles or muntins shall not be used. Multi-pane windows are especially recommended for highly visible locations such as the main building entrance, first floor windows, and projecting building masses.
6. Glazing - Clear glazing is strongly recommended. Reflective glazing shall not be used. If tinted glazing is used, the tint should be kept as light as possible; green, grey, and blue are recommended.
7. Replacement/renovation - Wood windows shall be replaced with wood windows of the same operating type (e.g., double-hung, casement, etc.; vinyl-covered wood windows are available for lower maintenance). If aluminum replacement windows or doors are used, they should be:



Non-traditional building forms can be appropriate if guidelines are followed.



Corner buildings should provide prominent corner entrances.

- a. Same operating type and orientation - as the original windows (e.g., do not replace a double hung window with a horizontal sliding window).
- b. Factory painted - or fluorocoated to match the original; color anodized is also acceptable.
- c. Similar in size - and thickness to the original frame and mullions.

F. **ROOF DESIGN** - Roofs should match the principal building in terms of style, detailing and materials. They should contribute expressive and interesting forms that add to the overall character of the Downtown and are attractive when viewed from surrounding areas. Gable, hip, or other multi-slope roofs are generally recommended for freestanding buildings in the Support Commercial Subarea. Parapet roofs are generally recommended for contiguous storefront buildings in the Downtown Core. Combinations of slope and parapet roofs may also be appropriate. Experimental, severe, and/or other non-traditional rooflines generally should not be used.



Recessed entries are recommended for storefront commercial buildings.



This storefront entrance is highlighted by a canopy, transom windows, and recessed doorway.

1. Roofs and rooflines - should provide visual interest and should complement the overall façade composition. Peaked, gable-end roofs are generally recommended. However, flat roofs are acceptable, if a strong, attractively detailed cornice and/or parapet wall is provided.
 - a. Parapet walls - are recommended for the Downtown Core; they should have a distinct shape or profile, e.g., a peak, arc, or raised center.
 - b. “Commercial mansards” - i.e., wraparound roofing panels that do not enclose a habitable floor, should not be used.
 - c. Accent elements - such as cut-out openings, grilles and latticework, reliefs, or ornamental medallions are recommended.
 - d. Mechanical equipment - on rooftops shall be screened, preferably behind a section of pitched or parapet roof. Latticework, louvered panels, and other architectural treatments that are compatible with the building’s architecture may also be appropriate. Elevator cores visible on the building exterior should not appear added on and should be incorporated into the architectural composition of the façade.
2. Roof slopes - shall be between 30° and 60°.
3. Roofs coverage - roofs should extend across a minimum of 75% of office and residential building frontages to ensure the roof contributes significantly to the character of the building.
4. Roof ridges - should be aligned to be parallel and/or perpendicular to the street frontage.
5. Roof eaves and overhangs - are recommended for buildings in the Support Commercial Area. Overhangs should be a minimum of 2 feet, with additional articulation in the form of support struts, gutter fascia, and/or exposed beams/rafter ends.
6. Minimum depth - of sloped roofs should be 30 feet for two-slope roof segments, and 15 feet for one-slope false/screen roofs.
7. Fascia panels - should be substantial in dimension and generally proportional to roof size.
8. Materials:
 - a. Metal seam roofing - should be anodized, fluorocoated or painted. Copper and lead roofs should be natural or oxidized.
 - b. Clay, ceramic or concrete tile - is recommended for decorative roof shapes, such as parapets, domes, and turrets.
 - c. Tar and gravel, composition, or elastomeric roofs - should be screened by parapets or false-front sections of sloping roofs.
 - d. Asphalt or wood shingles - are recommended only for residential buildings. However, some small-scale retail or office buildings may have a residential appearance, and in such cases asphalt or wood shingles may be appropriate.

G. PORCHES, BALCONIES, LOGGIAS, AWNINGS, TRELLISES, CANOPIES, AND ACCESSORIES

1. Open porches and balconies - encourage outdoor activity and are recommended for residential development as well as offices and hotels. Porches and balconies should have attractively-designed bulkhead walls or balustrade/picket railings.
2. Loggias - Large and/or shared balcony areas should be designed as loggia/arcades, with attractive columns and other framing members.
3. Awnings - are recommended for retail buildings to protect pedestrians from summer heat and winter rain. Awnings located above display windows and below transom windows and/or building sign panel or parapet cornice. They should be a colorful fabric mounted over a metal structural frame that is attractive in design. Backlit awnings that function primarily as signs should not be used. Attractively-designed metal awnings are recommended as well.
4. Trellises and canopies - Materials, colors, and form should be derived from the building architecture. Canopies should provide brackets, structural struts, and/or other forms of detailing to reflect individual storefronts and/or building bays.
5. Height and projection - Balconies, trellises, canopies and awnings should be a minimum of 8 feet above the sidewalk,



Custom awnings, canopies, hanging flower baskets and other accessories add pedestrian scale and visual interest

and project no more than 7 feet out from the building wall. A minimum of 3 feet clearance should be maintained between awning/canopies and the curbline.

6. Location - of trellises, canopies and awnings should be above retail display windows and below the storefront cornice, sign panel, and transom window. Multiple awnings provide more visual interest than long continuous awnings, and individual awnings are recommended for each storefront or building bay. Awnings should not obscure piers, pilasters, transom windows or other notable architectural façade elements.
 7. Accessories - Ornamental brackets and poles add visual interest. Hanging flower or plant baskets suspended from ornamental brackets of metal or wood are recommended for storefronts.
- H. **COLOR** - There are no specific color requirements except that color should be appropriate for a particular building style. Color for trim, awnings, and other accessories should accent and contrast wall color; for example, neutral or light wall colors combined with darker, saturated hues for awnings and trim.
1. Bright colors - should be used sparingly and shall not be used as a building's main color. Typical applications are fabric awnings, banners, window frames, or special architectural details. A restrained use of bright colors allows display windows and merchandise to catch the eye and stand out in the visual field.

2. Related secondary color(s) - can be used to give additional emphasis to architectural features such as building bases, columns, cornices, capitals, and trim bands.
3. Earth tones - should generally not be used alone; e.g. tan or brown wall surfaces combined with tan or brown trim. In general, earth tone wall colors should be combined with white or color trim.

Multi-Unit Residential

- A. **GENERAL BUILDING DESIGN** - In general, multi-unit buildings should express the individual units within them. Architectural features such as peaked roofs, built-in decks, and porches and stoops are strongly encouraged to enhance residential character. Buildings should be compatible in form with single-family houses, yet have a high-quality, urban residential character. Building materials and design should be long-lasting in order to support a downtown environment that holds its value over time.
1. Architectural features - that add human scale, such as porches, balconies, trellises and bay windows, are recommended. Features that relieve flatness of façades, such as recessed windows with authentic muntins, architectural trim with substantial depth and detail, window boxes, dormers, entry porches, etc., are recommended.

2. Façade module - Building façades should be designed to express each vertical module of units. Long façades should be divided into shorter segments a maximum of 50 feet in width. In projects with frontages of over 100 feet, modules should be defined by features such as a deep notch between the modules; variation of architectural elements (e.g., window color, roof shape, window shape, stoop detail, railing type); and/or the color of individual modules.

B. BUILDING ENTRANCES

1. Stoops and/or open porches - should be provided at regular intervals. The stoops should be wide enough for people to sit on and to make entries inviting. Open porches should have attractive bulkheads or balustrade railings and a roof that complements the pitch and materials of the main roof.
2. Stairs - should be boxed and framed by attractive stepped bulkhead walls or balustrade railings. Bullnose treads are recommended. Open or “floating” exterior stairs should not be used.
3. Ornamental lighting - of porches and walks to highlight entrances and add security is encouraged.
4. Freestanding landscape elements - such as trellises, arbors, spaces and/or accent the entry sequence are encouraged.

C. COMMON OPEN SPACE - Recreation areas should contain both landscape/garden areas and hardscape areas that encourage social interaction.

D. BUILDING MATERIALS - Building materials shall be high-quality, long-lasting, and durable. Examples include stucco or clapboard for siding; tile or asphalt shingles for roofs.

E. WINDOWS - are an important element of façade composition and an indicator of overall building quality.

1. Composition - All windows within a building, large or small, should be related in operating type, proportions, or trim. Unifying architectural elements should be used, such as common sill or header lines.
2. Framing and window inset - Built-up sills and trim should be used to frame openings. Glass should be inset a minimum of



Multi-unit residential buildings should be designed to express individual units within them.



Architectural features that add human scale and provide usable outdoor space, such as balconies, loggias, and trellises, are recommended.



"Pocket Parking" may be permitted along residential streets.

Street trees and street lights are required along all frontages. Planting strips are recommended adjacent to single family frontages.

Maximum height of subsurface parking is 5'/3.5' average.

Open porches may extend into the front setback area.

Infill residential should be compatible in form with single family homes, yet create an urban residential environment.

3" from the exterior wall and/or frame surface to add relief to the wall surface; this is especially important for stucco buildings.

3. Special windows - such as bays or dormers should be used to add interest and a domestic character to the façade.

F. **OUTBUILDINGS**

1. General - Outbuildings should have architectural features -surface materials, trim, fenestration, roof materials, and color- derived from the main building.
2. Freestanding garages - should be unobtrusive, preferably located at the rear of properties to minimize visual impact.
 - a. Single-car garage doors - are strongly recommended, with windows, surface panels, and other forms of architectural detailing to reduce their impact and scale.
 - b. A maximum of five garage doors - may be lined up consecutively; a space of 5 feet should be provided between each garage or group of doors.



Non-typical planting approaches, such as the arbor shown above, should be used to landscape parking lots, especially where space for landscaping is scarce.

Parking

- A. **LOCATION** - The visual impact of parking areas and the space allotted to them should be minimized throughout the Downtown Specific Plan area.
 1. Commercial and other non-residential development - Parking areas shall be located to the rear or side of commercial buildings, not between buildings and the street frontage. Subsurface/below grade parking is strongly recommended where feasible.
 2. Multi-unit residential development - Subsurface/below grade parking is strongly recommended for all residential development in the Downtown Specific Plan area.
- B. **LANDSCAPING IN SURFACE PARKING LOTS** - should utilize a significant amount of site area and should be designed as an integral feature of the overall site development plan.



This combination of brick piers and open fencing complements the principal building and screens the adjacent parking lot.

1. Parking areas shall be planted - with shade trees at a minimum ratio of 1 tree for every 4 parking stalls; higher ratios of trees to parking stalls are desirable.
2. "Orchard" tree arrangement - In general, shade trees should be distributed evenly throughout parking lots to provide shade, enhance visual appearance, particularly as seen from adjacent streets, and screen views from nearby buildings. An "orchard" arrangement—i.e., regularly spaced grid—of trees is encouraged. Trees planted toward the rear of parking stalls create a grid rather than rows. This arrangement provides more even distribution of vegetation and shade throughout the parking area.
3. Other non-typical planting approaches - could utilize trellises, columns, walls, and/or arbors with vines, hedgerows, wind rows, or other elements that reduce the scale and visual impact of parking areas. These elements should be consistent in design and materials with principal building(s) and other site features, and complementary with parking area lighting.
4. The perimeter of parking areas – adjacent to streets and sidewalks shall be screened with an attractive low wall, fence, or line of piers a minimum of 32 inches and a maximum of 48 inches in height. (See "Site Improvements and Landscaping" for design of walls and fences.)
5. Along the BNSF railroad - "Wind row" plantings of poplars or other dense columnar trees are recommended along parking lots and rear property lines to define the Downtown area visually and screen the railroad.
6. Trash and service equipment – shall be located behind buildings and enclosed or screened by landscaping, fencing or other architectural means.

Site Improvements and Landscaping

- A. **PAVING MATERIALS** - recommended for pedestrian surfaces are listed following; all paving materials must meet ADA and State of California Title 24 requirements. In general, a maximum of two materials should be combined in a single application:

1. Stone - such as slate or granite.

2. Brick pavers.
3. Concrete unit pavers.
4. Poured-in-place concrete - with any of the following treatments: integral pigment color; special aggregate; special scoring pattern; ornamental insets, such as tile; pattern stamped. Concrete walks should be tinted to reduce glare.

- B. **WALLS, FENCES, AND PIERS** - should be used to define public and private boundaries and/or spaces and to screen parking areas.

1. Design - Walls, fences, and piers should be designed to reflect the architectural style and materials of the principal building(s).
 - a. Along commercial frontages - Where fences are used, fences should be low and/or open to maintain an open character and retain visibility. Fences should have rails or pickets to enhance visibility of commercial frontages and character desired for the Downtown Core area. Maximum height for wall and fence panels shall be 42 inches. Minimum height shall be 32 inches.
 - b. A combination of thick and thin structural elements - should be used, with thicker elements for supports and/or panel divisions. Fence posts and/or support columns may be built up with additional trim, cornices, and/or moldings for this purpose.
 - c. Walls and piers - should have a base and coping.
 - d. Piers - A row of freestanding piers can be effective as an open screen between parking areas and streets or walks. A continuous chain or open metal fence between piers can be an attractive device for creating a stronger separation.
2. Materials - should be the same as or compatible with those of the principal building(s). Support post or pier materials may differ from fence materials; e.g., metal fence panels combined with masonry piers.
 - a. Fences - Recommended materials are wrought iron, cast iron, and welded steel for commercial applications. Metal fences may be mounted on a low masonry wall, and/or span between masonry piers. Wood fences should be

substantial in design and painted, preferably a light color, to reflect the high level of visibility and finish appropriate for Downtown.

- b. Walls and piers - Recommended materials are stone, precast concrete, stucco-faced concrete or brick. Stone and masonry materials should be designed to have a structural appearance.
- c. Rustic wood fences - are recommended only along residential or designated residential property lines.
- d. Not recommended - Chain link fences and unfinished or unsurfaced concrete block walls. Block walls should be coated with cement stucco or similar surface. Split-face block walls may be appropriate along side or rear property.

- 3. Service areas and access drives - should be centralized and screened wherever possible. Service area facilities, including dumpsters and other refuse enclosures, should be screened by attractive architectural walls, fences, and/or planting as appropriate. Walls are recommended for areas in proximity to pedestrian activity.

C. **FOUNTAINS** - ornamental pools and other water features are recommended in hardscape open spaces to provide cooling in hot weather. The design and materials should be related to the principal building(s) and/or palette of on-site furnishings.

D. **PLANT MATERIALS**

- 1. Along Main Street - Deciduous shade trees should be the predominant large plant material used. They should be used as street trees and located adjacent to buildings and within parking areas to provide shade in summer and allow sun in winter. Species should be selected that have an open branching habit and minimal litter and/or other maintenance issues.
- 2. Parking lots - In addition to shade trees, parking lots should have a simple palette of plant species.
- 3. Flowering/seasonal color plants - are recommended to highlight special locations, such as main building entrances and entrance walks.



Fountains are recommended for hardscape open space areas.



Street trees may be installed between parking stalls if subsurface utility conditions permit. Above, University Avenue in Palo Alto

- a. Flowering shrubs and trees - should be used where they can be most appreciated, adjacent to walks and open space areas, or as a frame for building entrances, stairs, and walks.
 - b. Flowers with annual or seasonal color - are recommended to highlight special locations, such as courtyards, building entrances, or access drives.
4. Evergreen shrubs and trees - should be used as a screening device along rear property lines (not directly adjacent to residences), around mechanical appurtenances, and to obscure grillwork and fencing associated with subsurface parking garages.
- E. **SURFACE GRADING** - should be minimized to maintain a traditional character of development throughout Downtown. The following guidelines are strongly recommended:
- 1. Sheet drainage - is recommended from buildings to parking areas and perimeter roadways.
 - 2. Cross slopes should not exceed 2% - for walk areas. Slopes for paved areas should be minimized.
 - 3. Mounding earth - or “berming” is not recommended. Terracing should be used as an alternative to or in combination with sloped earth areas.
 - 4. Accessibility standards - New development should comply with rules and regulations associated with the federal ADA, and with the California State Accessibility Standards (Title 24).

Signs

- A. **DESIGN OBJECTIVES** - Signs should be more than a way to relay information. They should enhance and project the character of the Downtown Oakley’s buildings and businesses.
- 1. Building mounted signs - are strongly encouraged. Signs should be mounted on functional aspects of the building; e.g., a tower may be provided primarily for the purpose of raising signage for visibility, but it should enclose a useable

volume, like an atrium. Lower-level signs should be provided for pedestrians.

- 2. Proportional to building size - Signs should be clear and easy to read but visually subordinate to buildings. While Oakley’s sign ordinance standards may permit larger wall signs, it is recommended that the sum total of building mounted signs used to identify an individual use not exceed one square foot for each linear foot of business frontage.
- 3. Framed by architectural features - Windows are often good for small neon signs, but larger signs should be mounted on recessed wall areas and other architectural features. Wall-mounted signs should not crowd surrounding architectural details, such as windows, pilasters, or trim.
- 4. Illuminated signs - Internally-illuminated “can” signs look and often are mass-produced, creating a generic appearance; they are not allowed. By contrast, neon signs are usually custom made to suit an individual business land lend a sense of character and energy to a retail environment. Non-neon custom-lit signs are also recommended. Neon and other illuminated signs should be subject to additional design review.
- 5. Pole-mounted signs - should be removed and replaced by architectural signs. Pole-mounted signs typically include canned signs, often with designs based on a national marketing image. As described under B.4, below, these signs should be replaced by monument/architectural signs that reflect the form and materials of the principal building. This will help signs to communicate the City’s design goals and the character of local businesses. Architectural lighting should be provided at the base of signs as appropriate.

B. **RECOMMENDED SIGN TYPES**

- 1. Flush-mounted or painted wall signs.
- 2. Projecting signs - provided signs are no less than 8 feet above a pedestrian right of way.
- 3. Awning and canopy signs - Letters and graphics are limited to front-facing surfaces.
- 4. Free-standing signs - New pole-mounted signs, canned signs and/or other forms of freestanding signs except for

monument or architectural signs should not be permitted. Existing pole signs should be removed and replaced by architectural signs.

- a. Monument signs - are defined as having a structural base and cap which appears to be as much an architectural feature as a sign. Monument signs should have the same and/or complementary materials and details as the principal building.
- b. Architectural/landmark monument signs - may be considered for large, multiple tenant buildings or complexes, provided the sign contains identification for tenants and no additional freestanding signs are located along front-ages.

5. Window signs - to a maximum of 20% of each window area, provided the signs convey only the business name or logo, are understated and attractive in terms of graphic design and materials (e.g., gilded letters). Bold designs oriented to autos and bright, "day-glow" colors should not be used.

6. Other Sign Types

- a. Directory signs or kiosks - are recommended for private arcades or buildings and should be located in publicly accessible courts, access ways, or passages.
- b. Portable signs - such as menu boards for restaurants, are subject to City review for design and placement. Maximum one per business.

C. **ARCHITECTURAL COMPATIBILITY** - A building's architectural style and proportions should guide the design of signs. Building mounted signs should be located on wall areas or architectural features specifically designed for them; these may include recessed wall areas, towers, turrets, or parapets. Free-standing signs should be designed as architectural landmarks that express the design qualities of the building(s) they represent.

D. **DESIGN RECOMMENDATIONS:**

- 1. Flush-mounted and painted wall signs should align with major architectural elements, such as doors and windows. Ornamental elements, such as moldings, pilasters, arches, transom windows, roof eaves, and/or cornice lines should be used as a frame.



Signs should be located on prominent building forms. Pole-mounted signs are discouraged.



Sign panels should align with architectural features such as building entrances, pilasters, etc.



A variety of sign types are appropriate, including projecting “blade” signs (left), wall-mounted signs (center), and canopy-mounted signs (right).

2. Projecting signs

- a. Proportion - Projecting signs with vertically-oriented messages should be slender in appearance, with a proportion of at least 3:1, height to width. Projecting signs with horizontally-oriented messages may be rectangular or square in proportion. Signs located below an awning or canopy as a hanging “blade” sign should also be slender, proportioned roughly 3:1 width to height.
- b. Structural support - should be an attractive complement to the overall design of the sign and/or building. Ornamental metal is recommended. Wooden supports are appropriate if designed to complement the sign; undetailed, standard-size lumber should not be used.

3. Awning and canopy signs:

- a. Length - Awnings should reflect building bays/storefronts and should not extend more than 50 linear feet without a break.
- b. Color - combinations for awning or canopy signs should contrast for legibility. Bands of color are appropriate for awnings; more complex patterns or textures should generally not be used.
- c. Location of messages on awnings - Awnings are primarily for shade and secondarily a location for information. Lettering may appear on the sloped or curved portion,

but should not dominate; ancillary information may be located on the valance (front vertical portion).

- d. Location of message on canopies - Signs on canopies should be in the form of letters or signboards integrated with the canopy fascia.
4. Figurative signs - shaped to reflect a particular object (e.g., a key, a coffee cup) are encouraged. These may be wall-mounted or projecting, but should reflect guidelines for the specific type of sign as listed above.
5. Architectural signs - should generally reflect the form and materials of the principal building(s). However, unique sculptural signs may be considered provided they reflect the materials and/or architectural forms of Downtown.
6. Banner signs - Banner signs should be located above the ground floor, project a maximum of 4 feet, and be a minimum of 6 feet in length to appear as and/or be an extension of building pilasters. Ornamental mounting brackets should be provided at the top and bottom of banners; i.e., banners should not swing freely in the wind. Banner signs should have a high level of graphic design and be made of sturdy fabric (e.g., woven canvas or nylon) or metal. Plastic banners should not be used.
7. Not appropriate:
 - a. “Canned” signs - are internally illuminated plastic panels in a sheet metal box enclosure. Canned signs use a

limited range of colors and lettering types, and tend to have no relationship to the architectural character of the building.

- b. Illuminated “balloon” awning signs - are typical for commercial strip development and should not be used.

E. **SIGN MATERIALS** - Recommendations are:

1. Signboards - of wood or metal, with painted or engraved letters, or mounted letters of wood or metal.
2. Silhouette or figurative signs - three-dimensional letters, symbols, and/or ornamental figures made of wood or metal.
3. Custom neon - exterior-mounted on a sign panel or metal support frame, enclosure, or parapet, or interior-mounted behind transom or display windows.
4. Fabric awnings - such as canvas or nylon, with painted or applied lettering; plastic or metal awnings should not be used.
5. Not appropriate - highly-reflective materials or foils.

F. **SIGN LIGHTING** - Recommendations are:

1. Backlit - with lighting inside and behind freestanding lettering and/or figurative elements; this does not accommodate illuminated awning signs.
2. Top or bottom lit - with single or multiple spotlights.
3. See lighting guidelines - for recommendations on lamp color.

G. **SIGN MAINTENANCE** - Because signs are meant to be seen, maintenance is especially important.

1. Paint - Signs should be retained in good condition, with touch-up or repainting as needed. Peeling paint should be replaced promptly.
2. Repair - Damaged signs and poles should be repaired promptly.
3. Illumination - Bulbs and fixtures should be replaced promptly if they burn out or are broken.
4. Awnings - Awnings that are dirty, damaged, and/or faded should be repaired or replaced promptly.

5. Temporary signs - Temporary signs should be limited to painted-window signs or building-mounted banner signs, and should not be displayed for more than 30 days. Temporary signs should be attractive in appearance - e.g., should not employ “day-glow” colors or other visually aggressive materials or images - and should be limited to on-half the sign area permitted for permanent signs.

APPENDIX

A

Land Use Definitions

Assembly use – shall mean a land use that includes regular gatherings where fifty or more persons assemble as a group to participate in, listen to or view an event, such as a class, meeting, theatre performance or other cultural event, art activity, or worship service. An assembly use does not include a use where persons commonly arrive and leave at varying times, such as when shopping or dining.

Bed and Breakfast facilities – a bed and breakfast inn must meet the following criteria:

1. The building or structure is designed for residential occupancy.
2. No separate cooking facilities for guests are provided.
3. No more than one daily meal, breakfast, is served to guests.
4. No more than one (1) guest room has an external entryway.
5. No guest may occupy accommodations in the inn for more than fourteen (14) days in any three (3) month period.

Child care facility – shall mean any child care facility, including a preschool, other than a family day care home, which provides non-medical care to children under eighteen (18) years of age in need of personal services, supervision, or assistance essential for sustaining the activities of daily living or for the protection of the individual on less than a 24-hour basis.

Downtown Specific Plan – Downtown Core Area (DSP-DC) – the Downtown Core area is to develop the Oakley Old Core area as a, walkable, high amenity retail, commercial and restaurant district focused on Main Street and anchored by Civic Center Plaza. This area shall be developed to offer a variety of quality shops and restaurants that provide a range of specialty/discretionary retail and service goods. The intent of this district is to promote and encourage the efficient use and development of storefront activities through the preservation/restoration of existing structures whenever possible. Passive uses, such as residential and office, are also encouraged above the first floor.

Downtown Specific Plan – Downtown Support Area (DSP-DS) – to provide an area that through its uses supports and builds upon the existing development found in the DSP-DC area, but does not directly compete with those uses. Uses within the DSP-DS are intended to provide the surrounding community with uses needed for everyday activities. Residential and office uses are permitted along the ground floor within this area. The DSP-DS will surround the DSP-DC; therefore compatibility of design between the two areas will help strengthen the visual context of the Downtown District.

Downtown Specific Plan – Residential/Commercial Conversion Opportunity Area (DSP-RCCO) – to encourage the potential redevelopment and revitalization of the historic downtown residential neighborhood. Renovation of residential properties for passive retail (those uses that have minimal foot traffic and do not require large delivery of items) and professional office uses will be permitted, as long as certain restrictions are met and the neighborhood scale and character of the area is preserved.

Eating and drinking establishment – Business serving prepared or cooked meals or beverages.

1. **Food shop** – Establishment engaged in the sale of primarily ready-to-eat food and beverage items. Includes, but not limited to, cookie and candy store, ice cream/frozen yogurt, retail bakery, coffee/tea cafe, and donut or sandwich shop.
2. **Restaurant, full-service** – Establishment at which meals are cooked on the premises, and at which an employee takes menu orders from and serves meals to diners who are seated at a table, booth, or counter, either inside or outside a building. This classification includes cafeterias where food items are displayed and selected by diners from a counter or serving line from which they carry their meals to a table or booth for on-site consumption.
3. **Restaurant, self-service** – Establishment at which meals are cooked on the premises and at which customers place and receive menu orders at a window or counter either inside or outside a building and take the food for consumption on or off the site.

4. **Restaurant, Take-out** – Establishment at which meals are cooked on the premises and from which menu orders are picked up by customers for consumption primarily off the premises. An establishment at which over 20 percent of the gross floor area is devoted to on-site dining is classified as self-service restaurant.
5. **Restaurant with drive-in service** – Restaurant providing service to customers by an employee while the diner remains in the automobile.
6. **Restaurant with full alcoholic service** – Restaurant serving alcoholic beverages in addition to beer and wine.
7. **Restaurant with outdoor dining** – Establishment in which food and beverages are prepared within the restaurant building, but which offers patrons tables and seating immediately outside of the building for consumption of food or beverages.
8. **Restaurant or tavern with live entertainment** – Establishment offering live entertainment.
9. **Tavern** – Establishment such as a cocktail lounge or bar, at which alcoholic beverages, including beer and wine, are served for on-site consumption. Any sale of food is incidental to beverage service.
10. **Beer Tap Room** – Accessory to a brewery, such that: a) the brewery produces no more than 15,000 barrels of beer per year; b) the tap room does not exceed 50% of the gross square footage of the building or tenant space where the brewery is located. The tap room may provide restaurant service, sale of food is incidental to restaurant service.
11. **Wine Bar/Tasting Room** – Wine bar: establishment in which wine is the primary beverage served, for on-site consumption. Wine tasting room: establishment at which a wine producer offers their wine for tasting and/or purchase. This may be at the site of production or in a separate location. Sale of food at either a wine bar or wine tasting room is incidental to wine sales.
12. **Hazardous waste facility** – shall mean a site, including all contiguous land and structures, used for the treatment, trans-

fer, storage, resource recovery, or recycling of hazardous waste, as defined in California Health and Safety Code Section 25117.

Hotel – shall mean a building or part of it containing six (6) or more internally accessible guest rooms designed, intended to be used, or used by six (6) or more persons, to be occupied by transients.

Instructional schools – shall mean instruction received for personal and professional enrichment. Examples of private instruction include but are not limited to, academic tutoring, language instruction, music, dance, martial arts, computer training, and driver's training.

Motel – shall mean detached or attached dwelling units comprised of individual sleeping units, that are externally accessible, for the accommodation transient guests.

Movie theatre – shall mean a venue, usually a building, for viewing motion pictures, typically first run theatres.

Multi-family dwelling – means a detached building designed as two or more structurally joined dwelling units and occupied by two (2) or more families living independently of each other with separate entrances and including apartments, town-homes, and condominiums.

Multi-family residential districts – to provide a designated area for multi-family residential development varying in scale and density. Multi-family residential uses may be used as a transitional use between higher density residential and commercial uses and low density residential uses.

Nighttime entertainment uses – shall include dance halls, discothèques, nightclubs, private clubs, and other similar evening-oriented entertainment activities, which are not limited to non-amplified live entertainment, including restaurants and bars, which present such activities.

Office, general business – shall mean a space within which management level administrative services for firms and institutions is provided; or within which services to individuals, firms, or other entities is provided. Examples of a general business office use include but are not limited to offices within which the following services are provided: real estate, insurance, property management, title companies, investment, personnel, travel, and similar services, and including business

offices of public utilities or other activities when the service rendered is a service that is customarily associated with office services.

Office, medical – shall mean offices of doctors, dentists, chiropractors, physical therapists, acupuncturists, optometrists and other similar health related occupations, where patients visit on a daily basis.

Parking facilities – is a parking facility not designed and used to serve the parking needs of a use occupying the same lot or site as the parking facility.

Personal services – includes establishments, which provide non-medical services of a retail character to patrons, which may involve the sale of goods associated with the service being provided. These establishments include beauty or barber shops, shoe repair shops, self-service laundries, tanning salons, tailoring establishments, interior decorating, clothing rental, portrait photography and diet and weight reduction centers.

Printing and publishing – shall mean facilities, which assist in reproduction of materials for commercial and private uses, including for not limited to printing of architectural and engineering plans.

Recreation, commercial/indoor – includes such uses as a skating rink, bowling alley, paint ball, children’s playland, health club, fitness centers and other similar indoor uses.

Single-family dwelling – means detached building designated as one dwelling unit and/or occupied exclusively by one (1) family.

Single-family residential districts – to allow a designated area for single family residential strict development designed to provide as much compatibility as possible with nearby zoning and maintain the residential character of the district providing a suitable environment for family living on potentially smaller lots, which help maintain the affordability and still provide individual privacy, open space, and facilities. The City of Oakley Residential Design Guidelines (See Appendix A of the Zoning Ordinance) should also be referred to as they contain additional information regarding mandatory and suggestive guidelines for residentially zoned areas.

Small-scale retail – retail services that occupy less than 2,500 square feet (any use above 2,500 square feet would require a special use

permit), which provide low-volume foot traffic and include but are not limited to gifts, crafts, hobbies, and other similar materials.

Public and quasi-public or institutional uses – shall promote and encourage a suitable environment devoted to government buildings and facilities, community buildings and uses, libraries, museums, public, semi-public, and private elementary schools, high schools, public school districts facilities, fire houses, post offices, police stations, utility facilities, transit stations, parking lots and structures, and other such uses directly or indirectly serving the general public.

Quality goods and services – shall mean services that include the following, and similar uses: small crafts; specialty furniture; clothing/shoe stores; stereo/video or computers; cameras/photography; bicycle shops; outdoor/sports clothing/supplies/goods; toys/games; cards/gifts; jewelry; watches/clocks; beauty/cosmetics; plants/flowers; musical instruments; repair and maintenance of consumer products.

Specialty food retail – shall mean retail businesses whose primary activities include sales of confectionery, nuts (packaged), coffee and tea (packaged), dairy products, gourmet foods, and spices. Retailers who are also chocolate manufacturers, bread and bakery product manufacturers, meat markets and fruit are specifically excluded from this category.

Specialty goods retail – shall mean retail stores which have at least 60% of gross square footage generating sales tax and includes the following and similar specialty goods uses: cooking supplies/culinary; general house wares; decorator/arts and design centers including floor and wall coverings); specialty hardware; antique stores; party supplies; stationery/books/magazines.

Studios; photographers and artists – shall mean spaces where free-lance or independently owned photographers and artists may create and conduct work.

Use, temporary – shall mean the use of land or premises or a building thereon for a limited period of time, such as an outdoor sales event where merchandise is displayed entirely on site and lasts no longer than six (6) days every six (6) months, and does not change the character of the site, premises, or uses therein.

Wholesale-certified recycler – A collection facility is for the deposit or drop-off of recyclable materials. Such a facility does not do processing except limited baling, and sorting of materials other than glass.

1. **Small collection facility** – is a facility that occupies an area of no more than five hundred (500) square feet and that accepts by donation, redemption, or purchase beverage containers with California Redemption Value, metals, paper, and other recyclable materials, except for motor oil and other hazardous materials. Acceptable recyclable materials are delivered to the site by the general public; and, such a facility does not accept materials from commercial vehicles. A small collection facility performs minimal reparation of recyclable material prior to transfer to a processing facility. Preparation may include baling, can flattening, or like methods use to reduce the mass of recyclables to facilitate efficient transport of materials.

Downtown Core Area - Uses Permitted

Primary Use	
Assembly uses	CUP
Beer tap room	P
Dwelling units - multifamily, maximum density of 45 units/acre ¹	CUP
Dwelling units - single family replacement/reconstruction	P
Eating and drinking establishments	P
Food shop	P
Restaurant, full-service	P
Restaurant, self-service	P
Restaurant, take-out	P
Restaurant with full alcoholic service	CUP
Restaurant with outdoor dining	P
Restaurant or tavern with live entertainment	CUP
Tavern	CUP
Hotel	P
Instructional schools, including but not limited to: music; dance; martial arts; cosmetology	P
Nighttime entertainment uses	

Office, general ^{1,2}	P
Office, medical ^{1,2}	P
Parking facilities	CUP
Personal services	P
Public and quasi-public or institutional uses	P
Quality goods and services	P
Recreation, commercial/indoor	CUP
Sidewalk cafe/outdoor dining	P
Specialty food retail	P
Specialty goods retail	P
Studios; photographers and artists	P
Wine bar/tasting room	P
Similar uses and other retail businesses or service establishments determined by the Community Development Director to meet the spirit and intent of the goals and policies of the Specific Plan for the area.	P
Any land use that requires operating hours after midnight	CUP
Additional uses permitted with a conditional use permit which may be deemed by the decision making body approving the conditional use permit to meet the spirit and intent of the goals and policies of this Specific Plan.	CUP

1. Uses permitted on non-ground floor levels only.
2. Office use permitted on ground floor in buildings over 10,000 square feet that create at least 7 FTE (full time equivalent) jobs, with the approval of a CUP

(P) Permitted Use

(CUP) Conditionally Permitted Use

Downtown Support Area - Uses Permitted

Primary Use	
Assembly uses	CUP
Beer tap room	P
Child care facilities	CUP
Dwelling units* - multi-family up to 24 du/ac	CUP
Dwelling units - single-family replacement/reconstruction	P
Dwelling units* - new single-family on infill lot	CUP
Eating and drinking establishments	P
Food shop	P
Restaurant, full-service	P
Restaurant, self-service	P
Restaurant, take-out	P
Restaurant with drive-in service	CUP
Restaurant with full alcoholic service	CUP
Restaurant with outdoor dining	P
Restaurant or tavern with live entertainment	CUP
Tavern	CUP
Hotel - including Bed & Breakfast facilities	P
Instructional schools, including but not limited to: music; dance; martial arts; cosmetology.	P
Movie theatres	CUP
Nighttime entertainment uses	CUP
Office, general	P

Office, medical	P
Parking facilities	CUP
Personal services	P
Printing and publishing	P
Public and quasi-public or institutional uses	P
Quality goods and services	P
Recreation, commercial/indoor	CUP
Specialty food retail	P
Specialty goods retail	P
Studios; photographers and artists	P
Wholesale-certified recycler (where located inside a building or fully screened from public view by a solid wall or fence) - small collection facility	CUP
Wine bar/tasting room	P
Similar uses and other retail businesses or service establishments determined by the Community Development Director to meet the spirit and intent of the goals and policies of the Specific Plan for the area.	P
Any land use that requires operating hours after midnight	CUP
Additional uses permitted with a conditional use permit which may be deemed by the decision making body approving the conditional use permit to meet the spirit and intent of the goals and policies of this Specific Plan.	CUP

*No residential uses allowed north of Main Street east of Second Street due to railroad noise.

(P) Permitted Use

(CUP) Conditionally Permitted Use

Residential/Commercial Conversion Opportunity Area - Uses Permitted

Primary Use	
Bed & Breakfast facilities*	CUP
Dwelling units*- multi-family up to 16.7 du/ac	CUP
Dwelling units*- single family	P
Eating and drinking establishments	CUP
Food shop	CUP
Restaurant, self-service	CUP
Restaurant, take-out	CUP
Restaurant with outdoor dining	CUP
Office, general	P
Office, medical	P
Parking facilities	CUP
Small scale retail	P
Studios; photographers and artists	P
Similar uses and other retail businesses or service establishments determined by the Community Development Director to meet the spirit and intent of the goals and policies of the Specific Plan for the area.	P
Additional uses permitted with a conditional use permit which may be deemed by the decision making body approving the conditional use permit to meet the spirit and intent of the goals and policies of this Specific Plan.	CUP

*No residential uses allowed north of Main Street east of Second Street due to railroad noise.

(P) Permitted Use

(CUP) Conditionally Permitted Use

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Claire Alaura, Councilmember
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