

APPENDIX B

Wharf Master Plan Design Guidelines

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DESIGN STANDARDS

The design standards establish a framework to guide future development and renovation of commercial uses as they evolve and intensify over time. However, it is recognized that there may be a project that, by design or use, is of significant merit and warrants special consideration and discretion so long as the intended design quality and Master Plan objectives are not compromised.

Building Form: For in-line commercial establishments along the western edge of the Wharf, buildings are encouraged to balance individual identity within a collective form that is simple, straightforward and appropriate to the maritime setting.

Building Height: Second floor uses and rooftop dining are encouraged within a maximum height of 35 feet for commercial in-line buildings. For the three landmark buildings, the maximum height shall be 45 feet, not including special appurtenances such as flagpoles and architectural projections.

Ground Floor Height: High bay spaces with transom windows to bring in light from above are encouraged for single story buildings. In two story buildings, the minimum ground floor height shall be 16 feet floor to floor.

Windows and Glazed Openings: The minimum below canopy glazed storefront shall be 12 feet in height. The solid base of the storefront shall be no more than 36 inches in height. No dark or mirrored glass is permitted anywhere. All glazing shall be tempered or safety glass on the western façade of buildings.

Finished Floor Grade: The finished floor of all buildings shall be at sidewalk grade and any change in elevation shall be accommodated internally within the premises. Where possible, incorporate floor drains throughout all areas of buildings to facilitate recovery from internal or exterior flooding events.

Build-To Line: All storefronts shall be built to a consistent line from the face of curb of the sidewalk.

Building Transparency: Blank walls shall be strongly discouraged and the maximum length of blank walls within a storefront shall not exceed 5 feet. For each premise, 40% of the ground floor façade along the sidewalk shall be open or glazed and visually accessible to the interior of the restaurant or storefront. For large restaurants, 100 feet of frontage or more, a minimum of 50% of the frontage shall provide for visual access through the premises

to the west side views. Reasonable interruption of the visual plane for such elements as hoods, cooking lines, structural columns, etc. is allowed so long as visual access is maintained.

Liner Uses: Back of the house functions shall be encapsulated with liner uses that are either operated by the same tenant or a sub-tenant. These liner uses may include small vendors, such as take-out food, ice cream, oyster bar, coffee bar and gift shops. A minimum 15-foot depth, 30-foot width and 450 square feet size is recommended.

Roof: Flat roofs are discouraged, except when used for rooftop dining. A sloped standing seam roof of no less than 4 in 12 pitch is encouraged with a light reflective color and corrosion-resistant material. Mechanical equipment shall be enclosed to prevent creating an attractive nuisance for bird nesting and hidden from view within a clerestory portion of the roof.

Sidewalk Canopy: A sidewalk canopy or roof overhang of a 12-foot depth and 12 to 15 foot height is required over the entire sidewalk adjacent to and the length of each of the premises to provide continuous weather protection for pedestrians. The canopy shall be structured to be a permanent part of the façade. Awnings or fabric extensions are not an acceptable alternative. Lighting must be incorporated in the overhang to improve the uniformity ratio of parking area lighting, and provide for sidewalk illumination.

Second Floor Use: Second floor uses are encouraged where an accessible elevator and two means of egress can be provided. Any second floor use that is separate from the ground floor must have a storefront entrance at sidewalk grade.

Mezzanines: To open up the ground floor for publicly-oriented dining and shopping activities in large restaurants, mezzanine level spaces, comprising up to 1/3 of the ground floor over the back-of-the-house functions are encouraged to provide additional storage, office and mechanical space. These areas shall be served by stairs and a 2,000 pound lift for accessibility.

Signage: Pedestrian scale signage is encouraged. The principal identity signage shall be below canopy blade type heraldic signage that is no more than 7 square feet in size, located perpendicular to the path of movement, and providing for at least 8 feet of vertical clearance from the sidewalk. Identity signage on the front edge of the canopy is permitted but shall be limited to two feet in height and no more than half of the frontage length.

Major identity signage is only permitted for large restaurants and only one sign per establishment with 100 feet or more of frontage including liner uses. Major identity signage shall be fabricated in metal and of high quality materials and limited in size to 1.5 square feet for each linear foot of frontage. These signs shall be no more than 7 feet in height and 20 feet in width and located 15 feet above grade.

No advertising signs can be placed on the storefront. Identity signs placed within the window area of the storefront shall be no more than 10% of the glazed area with individual letters or an identity logo that permits visibility to the interior and that creates an appropriate juxtaposition between the activity within the storefront, the identity on the glass and the outside area. In addition, menu displays on the storefront shall be limited to 24 inches by 17 inches in size. No backlit, flashing or canned signage is permitted. No rooftop signs or any sign that is silhouetted against the sky is permitted.

Storefront Displays: In retail shops, displays must be undertaken in a way that allows for adequate visibility into forty percent of the shop. Any temporary signage related to sales or events must be coordinated with the City before they are displayed and only for a limited period of time.

Restrooms: Restrooms will not be required for small establishments less than 600 square feet in size; all restrooms shall be ADA accessible. Public restrooms will serve the smaller establishment requirements. In establishments where liner uses are integrated with the restaurant, a single set of restrooms can serve both the liner uses and the restaurant.

Active Storefronts: Exhibition kitchens and other making of products sold on premises is encouraged to be directly visible through the storefront. Large operable windows are encouraged to create an engaging environment between indoors and outdoors.

Building Materials and Color: High quality building materials shall be utilized that are capable of withstanding the marine environment. Standing seam silver metallic roofs are encouraged in an industrial vocabulary. Buildings are encouraged to be light in color, however the storefront below the canopy can be distinctively painted for individual identity.

Garbage Collection: All garbage shall be stored on site until it is collected. In food and beverage establishments, garbage storage areas shall be enclosed and mechanically ventilated.

Green Building Design: All buildings shall be designed to green building standards at minimum equivalent to a LEED silver rating.

