



8

IMPLEMENTATION PROGRAM

The General Plan provides specific policy guidance for implementation of plan concepts in each of the Plan elements and establishes a basis for action. The policies in each element of the Plan provide details that will guide program development. This chapter describes, in general terms, the responsibilities for implementation.

8.1 OVERVIEW

The implementation plan outlines specific implementation actions that will be initiated after adoption. The major implementation process for the land use proposals will be administration of the Zoning Ordinance through the Zoning Map. The Zoning Ordinance and Zoning Map will need to be amended to be consistent with the General Plan's policies, and work on these efforts is already underway. In addition, Design Guidelines, adopted concurrently with the General Plan, guide physical planning and building design, as well as landscape treatment in private projects and streetscape design.

With nearly the entire City encompassed within one of two redevelopment project areas, the Redevelopment Agency will play a key role in the financing of capital improvements and implementing the land use program, consistent with redevelopment project area plans and State law. In addition, the City's five-year Capital Improvement Program will continue to be the primary means of scheduling and estimating costs of infrastructure improvements.

In many areas, General Plan implementation will depend on actions of other public agencies and of the private sector that will fund a large portion of the development expected to occur. The General Plan will serve a coordinating function for private-sector decisions. It provides a basis for action on individual development applications, which must be found to be consistent with the General Plan if they are to be approved. The General Plan and the Zoning Ordinance also include criteria for granting Floor Area Ratio and height bonuses, which must be satisfied for the bonuses to be availed.

8.2 RESPONSIBILITIES

Implementing the General Plan will involve the City Council, the Planning Commission, other City boards and commissions, and City departments. The City also will need to consult with Alameda County departments, adjacent cities, and other public agencies about implementation proposals that affect their respective areas of jurisdiction. The principal responsibilities that City officials and staff have for Plan implementation are briefly summarized below; details on their powers and duties are documented in the Emeryville Municipal Code.

City of Emeryville

City Council (CC)

The City Council is responsible for the overall management of municipal affairs; it acts as the legislative body and is responsible for adoption of the General Plan and any amendments to it. The City Council also appoints the Planning Commission and other boards and commissions established under the Municipal Code.

The City Council's role in implementing the General Plan will be to set implementation priorities and approve Zoning Map and the Updated Zoning Ordinance, consistent with the General Plan, and a Capital Improvement Program and budget to carry out the Plan. The City Council also acts as the Redevelopment Agency and, in this capacity, will help finance public facilities and improvements needed to implement the Plan. The Council also approves certain development projects consistent with the General Plan.

City Manager (CM)

The City Council appoints the City Manager who is their key staff advisor and has overall responsibility for the day-to-day implementation of the Plan and preparation of the recommended budget for City Council approval. The City Manager also serves as the Executive Director of the Emeryville Redevelopment Agency.

Planning Commission (PC)

The Planning Commission is responsible for preparing and recommending adoption or amendment of the General Plan, zoning and subdivision ordinances and other regulations, resource conservation plans, and programs and legislation needed to implement the General Plan. The Planning Commission may also prepare and recommend adoption of specific plans, neighborhood plans or special plans, as needed for Plan implementation. The Planning Commission also approves most major development projects requiring use permits and design review.

Planning and Building Department (PB)

The Planning and Building Department has primary responsibility for administering the laws, regulations and requirements that pertain to the physical development of the City. Tasks include administering planning and building permit procedures, providing public information, performing building and code enforcement inspections, maintaining complete public records on planning and building projects and issuing necessary permits, certificates, approvals and enforcement citations.

Specific duties related to General Plan implementation include preparing zoning and subdivision ordinance amendments, design guidelines, reviewing development applications, conducting investigations and making reports and recommendations on

planning and land use, zoning, subdivisions, design review, development plans and environmental controls. The Planning and Building Department will have a lead role in implementing the policies of the Land Use and Parks, Open Space, and Public Facilities elements. Finally, the Department will have the primary responsibility for preparing the annual report on the General Plan. (These reporting requirements are described in Chapter 1 of the General Plan.) The Planning and Building Department also approves minor development projects.

City Attorney (CAO)

The City Attorney is retained by the City Council and Redevelopment Agency to act as the legal advisor and administrator of the legal affairs of the City and Agency.

The City Attorney renders legal advice to the Council, Redevelopment Agency, City Manager, Department Heads, and all City officials on matters of law pertaining to official activities. The City Attorney represents the City and Agency in litigation and reviews all legal documents, including ordinances, resolutions, leases, contracts, and deeds, and approves each as to form. The City Attorney's Office also negotiates development agreements with private parties on behalf of the City Council and Redevelopment Agency.

Finance Department (F)

The Finance Department is responsible for managing all financial aspects of City and Redevelopment Agency operations. The Department handles all accounting; oversees the annual audit; tracks and accounts for all revenues received by the City and Redevelopment Agency; bills regularly for Business License accounts; and processes purchasing, accounts payable, and payroll. The Department is responsible for preparation and management of the Annual

Budget and Annual Financial Report. The Department also complies with a host of State and Federal requirements involving filing of reports and information regarding City/Agency finances. The Department manages all of the City/Agency cash, handles investments under the investment policy adopted by the City, and handles bond financing and assessment district financial management.

Economic Development and Housing Department (EDH)

The Economic Development and Housing Department coordinates programs and projects of the Emeryville Redevelopment Agency. These responsibilities include redevelopment-financed projects, brownfields remediation programs, business development, and infrastructure improvements. Housing programs include assistance to local businesses and a full service housing rehabilitation program to maintain and improve the housing stock available to low to moderate income residents. This department also has substantial implementation responsibilities for the Housing Element of the General Plan, in addition to the Land Use Element.

Public Works Department (PW)

The Public Works Department consists of four divisions: Administration, Engineering, Environmental, and Maintenance. The Department is responsible for designing, inspecting, and managing City's Capital Improvement Projects, including City's parks, sidewalk and street reconstructions/constructions, street lights, traffic signals, storm drains and sanitary sewer. The Department will take the lead in the implementation of many of the General Plan's sustainability initiatives. It will also have specific implementation responsibilities for portions of the Land Use, Circulation, and Conservation and Natural Environment

elements, as well as redesign of streets in accordance with the Design Guidelines.

Community Services Department (CS)

The Community Services Department is responsible for managing the City's parks and recreation programs as well as senior services and child care. The Community Services Department will have responsibility over the programming of parks and open spaces, and coordinate with the Emery Unified School District and School Board to develop and oversee delivery of service in the Emeryville Center of Community Life.

Police and Fire Departments (PD, FD)

Within the City, responsibility for public safety is assigned to the Police and Fire departments. The Police Department is responsible for preventing crime and maintaining law and order. The Emeryville Fire Department aims to educate the public, prevent fires, and respond to all emergencies in the city. These departments are responsible for implementing public safety policies described in the Conservation and Natural Environment and Parks, Open Space, and Public Facilities elements.

Emery Unified School District (EUSD)

The Emery Unified School District, led by the School Board, manages the public schools in the city. Together, the District and the City are pursuing the development of the Center of Community Life, which will consolidate the public schools in addition to a range of community services and facilities.

Emeryville Transit Management Association (ETMA)

The Emeryville Transit Management Association operates the Emery Go-Round free shuttle service. The Emery Go-Round provides service within Emeryville and between the MacArthur BART Station and the

city. The shuttle system is funded through property taxes on local businesses. The Transit Management Association will continue to be responsible for operating the Emery-Go-Round as its mission expands to serve residents in addition to employees, as called for in the General Plan. The TMA also coordinates the car share program and other transportation services.

Other Boards and Committees

The City has established a number of other boards and committees, some of which will be involved in Plan implementation in their respective areas of expertise. These may include the AC Transit/Emeryville Liaison Committee, Bicycle/Pedestrian Advisory Committee, City/Schools Committee, Housing Committee, Marina Committee, Public Safety Committee, Public Works Committee, and Emeryville Education and Youth Services Advisory Committee. The General Plan does not envision any substantive change in the responsibilities assigned to these boards and commissions. They will be administering new or amended regulations adopted pursuant to Plan policies, and their actions will need to be consistent with the General Plan.

Regional, State, Federal, and Private

Association of Bay Area Governments (ABAG)

The Association of Bay Area Governments is the regional council of governments that includes Emeryville and others in the nine-county Bay Area. ABAG does not have authority over land use in Emeryville, but it does provide overarching land use goals for the region. In particular, ABAG supports growth in the inner urban ring of the Bay Area—which includes Emeryville—as opposed to building in the remaining greenfield portions of the region. To that end, ABAG, along with three other regional agencies, has started the FOCUS initiative, prioritizing funds for “Priority Development

Areas” (PDA) that have high level of transit accessibility and potential for redevelopment. The City of Emeryville has submitted to ABAG an application for designation of all of Emeryville, with the exception of the lower density neighborhoods and the area west of Interstate 80, as a PDA.

Metropolitan Transportation Commission (MTC)

The Metropolitan Transportation Commission serves as both the regional transportation planning agency (a State designation) and as the region’s metropolitan planning organization (a federal designation). MTC is responsible for the Regional Transportation Plan, a comprehensive plan covering transit, roads, airports, ports, rail, bicycle and pedestrian facilities. It also administers funds to local jurisdictions and transit agencies based on this Plan. MTC has several grant programs including:

- Transportation for Livable Communities (TLC): supports projects that enhance community vitality and promote walking, bicycling and transit use.
- Housing Incentive Program (HIP): assists housing construction near transit hubs.
- Low Income Flexible Transportation (LIFT): funds services that assist low-income residents travel to and from work, school and other essential destinations.

East Bay Regional Parks (EBRPD)

Serving Alameda and Contra Costa counties, the East Bay Regional Park District manages 98,000 acres of parkland in the East Bay. It operates the Eastshore State Park along Emeryville’s waterfront and the funds from the District’s Measure CC, approved by voters in 2004, which created a 15-year special excise tax to improve public access, wildfire protection, pub-

lic safety and environmental maintenance of District parks and trails.

Alameda County (ACo)

Alameda County encompasses 14 cities, including Emeryville, and unincorporated land. Its Board of Supervisors has jurisdiction only in the unincorporated portions of the County. However, Alameda County has pursued several initiatives, particularly around sustainability measures (e.g. Bay-Friendly Landscaping, StopWaste.Org, that have been integrated into City policy. Alameda County is also the umbrella for the Alameda County Congestion Management Agency (CMA), which was created in 1991 by a joint-powers agreement between Alameda County and all its cities. The CMA's goals, duties and composition make it easier for local governments to tackle the increasingly complex problem of traffic congestion. The CMA helps local governments meet the requirements of federal, state and local transportation laws by providing technical assistance. The CMA also coordinates with county and regional transportation organizations. Over the past six years, the CMA has built a framework to plan and obtain funding for Alameda County transportation services and projects.

AC Transit (AC)

The Alameda-Contra Costa Transit District (AC Transit) is the transit authority for Alameda and Contra Costa counties. AC Transit provides bus service to Emeryville along nine routes, in addition to school routes. An AC Transit bus yard is located on 45th Street at San Palo Avenue.

Union Pacific Railroad (UP)

Union Pacific owns the right-of-way along the north-south railroad tracks, operating freight trains on a line-haul vehicles. Although UP is not a public agency, the City must coordinate with UP about crossings and

noise mitigations that the City pursues as part of the General Plan. With the anticipated expansion of the Port of Oakland, freight rail traffic through Emeryville is anticipated to increase dramatically.

Amtrak (AMTK)

Amtrak provides national passenger rail service and serves Emeryville with a station located on Horton Street. Four Amtrak routes serve this station, including the Capitol Corridor and San Joaquin commuter service routes. In 2008, these four routes had 44 trains per day serving Emeryville.

Bay Conservation and Development Commission (BCDC)

The Bay Conservation and Development Commission regulates new development within the first 100 feet of the San Francisco Bay shoreline. Its purpose is to protect the Bay and ensure public access to the Bay. The agency has authority over land use, construction, and subdivisions of property. In Emeryville, BCDC's power of review mainly affects any changes to land uses or structures along the Peninsula and at the Interstate-80 Ashby Avenue interchange. By agreement, Watergate and Trader Vic's are regulated only to mean high tide, not 100 feet. On the other hand, the entire marina is included in BCDC's jurisdiction, even beyond 100 feet inland.

California Department of Transportation (DOT)

The Department of Transportation, or "Caltrans", is the State agency that owns and operates freeways and state routes that provide access to and through the city, including Interstates 80, 580, and 880, and State Route 123 (San Pablo Avenue). Particularly along San Pablo Avenue and interchanges, where changes have been identified in the General Plan, coordination between the City and the Caltrans is critical.

California Environmental Protection Agency (CEPA)

The California Environmental Protection Agency is charged with developing, implementing and enforcing the state's environmental protection laws that ensure clean air, clean water, clean soil, safe pesticides and waste recycling and reduction. It includes several sub agencies that have jurisdiction over environmental elements in Emeryville, including:

- Department of Toxic Substance Control (DTSC)
- Regional Water Quality Control Board (RWQCB)
- The Air Resources Board (ARB)

East Bay Municipal Utility District (EBMUD)

The East Bay Municipal Utility District is a publicly owned utility that supplies water and provides wastewater treatment for parts of Alameda and Contra Costa counties on the eastern side of San Francisco Bay in northern California.

8.3 THE PLAN AND THE REGULATORY SYSTEM

The City will use a variety of regulatory mechanisms and administrative procedures to implement the General Plan. Under California law, Emeryville is required to have the Zoning Ordinance be consistent with the General Plan. In fact, the consistency requirement is the keystone of Plan implementation. Without a consistency requirement, there is no assurance that Plan policies will be implemented and that environmental resources earmarked for protection in the Plan will be preserved. Nevertheless, minor and routine maintenance and repair of existing buildings or alteration of addition to existing buildings that do not add significant floor areas nor facilitate a change in use are not intended to trigger an evaluation of whether such activity is consistent with the General Plan. Other regulatory mechanisms, including subdivision approvals, building and housing codes, capital improvement programs, and environmental review procedures also will be used to implement Plan policies. All project approvals must be found to be consistent with the General Plan.

Zoning Regulations

The City's Zoning Ordinance translates plan policies into specific use regulations, development standards and performance criteria that govern development on individual properties. The General Plan establishes the policy framework, while the Zoning Ordinance prescribes standards, rules and procedures for development. The Zoning Map provides more detail than the General Plan Diagram.

Regulations for zoning districts will be established as part of the comprehensive zoning update being undertaken concurrently with the General Plan update. The

use regulations and development standards for existing zoning districts will need to be amended to conform to Plan policies. The City will bring both the Zoning Ordinance and the Zoning Map into conformance with the General Plan. When the General Plan is amended in the future, the Zoning Ordinance and Zoning Map also may need to be amended to maintain consistency between the Plan and zoning.

Subdivision Regulations

No subdivision of land may be approved under California law and the City's Subdivision Regulations unless its design and proposed improvements are found to be consistent with the General Plan. Update of the City's Subdivision Regulations (contained in Title 9 of the Municipal Code) to conform to the updated General Plan policies is underway.

Building and Housing Codes

No building permit may be issued under California law (*Gov. Code Section 65567*) unless the proposed development is consistent with the City's open space plan and conforms to General Plan policies.

8.4 CAPITAL IMPROVEMENTS PROGRAMMING

The Five-Year Capital Improvements Program (CIP) is the infrastructure funding plan for the city. It includes a list of public works projects that the City intends to design and construct in coming years. As a capital plan, the CIP represents one-time expenditures, as opposed to ongoing funding for operations expenses. The current CIP covers fiscal years 2006-2007 through 2011-2012. Redevelopment funds comprise 69 percent of total CIP funding with \$147 million. Private and State/Federal sources each contribute an additional \$18 million. Future funds are expected to make up the remaining funding needs with \$26 million.

The General Plan has identified a range of capital outlays that will be implemented and funded through the CIP:

- Parks (specifically two new large parks);
- Street and intersection improvements;
- Bike boulevards and bikeways;
- Bridges and underpasses;
- Pedestrian Priority Zone improvements;
- Streetscape design; and
- Facility plan updates (e.g. water, wastewater, stormwater).

City Council reviews and adjusts the CIP every two years to reflect changes in priority, funding availability and need, and the general economy. With input from other departments the Finance Department and City Manager prepare and update the CIP. The Public Works Department has the lead role in carrying out the capital improvements.

8.5 IMPLEMENTATION ACTIONS FOR PLAN POLICIES

The tables on the following pages summarize implementation actions that the City will undertake to carry out the policies proposed in each element of the General Plan. (Note that the Housing Element contains its own implementation program.) Each action item implements one or more policies (the policy number is given in the table below, the actual policy is listed in the individual elements). The code listed first in the “Responsibility” column, represents the lead agency or department. In the final columns, an implementation schedule specifies the short- or long-term nature of implementation actions: ongoing, 0-5 years, 6-10 years, or 11-20 years.

Annual Report

As discussed in Chapter 1: Introduction, the City is required to prepare an annual report on progress in implementation of the General Plan. The action items that follow provide a template to monitor this progress. The annual report will be prepared by the Planning Department and submitted to the City Council, and to the Governor’s Office of Planning and Research.

| IMPLEMENTATION RESPONSIBILITY CODES | |
|--|--|
| Code | Department/Agency |
| CITY OF EMERYVILLE | |
| CC | City Council |
| CM | City Manager |
| PC | Planning Commission |
| PB | Planning and Building Department |
| EDH | Economic Development and Housing Department |
| PW | Public Works Department |
| CS | Community Services Department |
| ETMA | Emeryville Transit Management Association |
| F | Finance Department |
| CAO | City Attorney’s Office |
| FD | Fire Department |
| EUSD | Emery Unified School District |
| ETMA | Emeryville Transit Management Association |
| REGIONAL, STATE, FEDERAL, AND PRIVATE | |
| ABAG | Association of Bay Area Governments |
| MTC | Metropolitan Transportation Commission |
| EBRPD | East Bay Regional Parks |
| ACo | Alameda County |
| AC | AC Transit |
| UP | Union Pacific Railroad |
| AMTK | Amtrak |
| BCDC | Bay Conservation and Development Commission |
| DOT | California Department of Transportation (Caltrans) |
| EMBUD | East Bay Municipal Utility District |
| CEPA | California Environmental Protection Agency |

TABLE 8-1: Implementation Actions for Land Use

| Action Number | Implementation Actions | Policy Numbers | Responsibility | IMPLEMENTATION SCHEDULE | | | |
|---------------|--|--|----------------|-------------------------|----------|----------|-----------|
| | | | | Ongoing | 0-5 Yrs | 6-10 Yrs | 11-20 Yrs |
| LU-A-1 | Update the Zoning Ordinance: › Base zoning districts › Overlay and special districts › FAR bonus criteria › Use regulations and classifications › Supplemental standards › Subdivisions › Administrative Procedures | LU-P-1, LU-P-2, LU-P-4, LU-P-5, LU-P-6, LU-P-7, LU-P-8, LU-P-9, LU-P-10, LU-P-11, LU-P-12, LU-P-13, LU-P-14, LU-P-15, LU-P-16, LU-P-17, LU-P-18, LU-P-19, LU-P-21, LU-P-23, LU-P-24 | PB, PW, CAO | | X | | |
| LU-A-2 | Project review and approval process. | LU-P-2, LU-P-3, LU-P-4, LU-P-5, LU-P-6, LU-P-17, LU-P-18, LU-P-21, LU-P-23, LU-P-24, LU-P-25 | PC, CC | X | | | |
| LU-A-3 | Prepare, update, and implement specific or area plans. | LU-P-17, LU-P-18, LU-P-21, LU-P-23, LU-P-24 | PB, CAO | X | | | |
| LU-A-4 | Prepare and update Design Guidelines. | LU-P-3, LU-P-12, LU-P-13, LU-P-14, LU-P-15, LU-P-20 | PB | | | X | |
| LU-A-5 | Update the Capital Improvements Program. | LU-P-3, LU-P-6, LU-P-19, LU-P-22 | F, PW, EDH | X | | | |
| LU-A-6 | Utilize economic development tools and resources to attract businesses and address the needs of existing businesses and customers. | LU-P-26, LU-P-27, LU-P-28, LU-P-29, LU-P-30, LU-P-31, LU-P-32 | EDH | X | | | |
| LU-A-7 | Identify sites and available space suitable for new business growth and expansion. | LU-P-28, LU-P-29 | EDH, PB | X | | | |
| LU-A-8 | Coordinate and establish partnerships with other public agencies, education institutions, and non-government organizations to attract and support a diverse range of businesses. | LU-P-27, LU-P-29, LU-P-30 | EDH | X | | | |

TABLE 8-2: Implementation Actions for Transportation

| Action Number | Implementation Actions | Policy Numbers | Responsibility | IMPLEMENTATION SCHEDULE | | | |
|---------------|---|---|------------------|-------------------------|----------|----------|-----------|
| | | | | Ongoing | 0-5 Yrs | 6-10 Yrs | 11-20 Yrs |
| T-A-1 | Prepare Quality of Service (QOS) standards for all transportation modes using current state-of-the-practice research in transportation engineering. The techniques shall focus on the actual trip itself, which transportation professionals can directly affect, and not the overall quality of the trip experience. The QOS standards shall also be measurable and based on the physical characteristics of the street and the modal demands. | T-P-2, T-P-3, T-P-5 | PB, PW | | X | | |
| T-A-2 | Coordinate with emergency service providers to ensure continued emergency vehicle access, operations and response levels. | T-P-4 | PW, FD, DOT | X | | | |
| T-A-3 | Maintain the City’s Traffic Impact Fee to insure that development (to the extent allowed by law) pays its fair share toward a circulation system that optimizes travel by all modes. | T-P-1, T-P-2, T-P-6, T-P-7, T-P-8, T-P-10, T-P-11, T-P-13, T-P-14, T-P-16, T-P-17, T-P-21, T-P-24, T-P-25, T-P-27, T-P-31, T-P-45, T-P-46, T-P-49 | PW, CAO, F | X | | | |
| T-A-4 | Actively participate in the Alameda County Congestion Management Agency (ACCMA) regional transportation planning efforts to coordinate transportation priorities with neighboring jurisdictions. | T-P-9, T-P-19, T-P-20, T-P-22, T-P-29, T-P-64 | PW, PB | X | | | |
| T-A-5 | Actively work with the California Department of Transportation to promote pedestrian and bicycle accessibility at the Powell Street and Ashby Avenue freeway interchanges and along San Pablo Avenue. | T-P-8, T-P-9, T-P-20, T-P-44, T-P-63 | PW, PB, DOT, EDH | | X | | |
| T-A-6 | Work with regional and state agencies, as well as the railroad, to provide an additional grade-separated road crossing in Emeryville to serve as an alternative to one or more of the existing at-grade railroad crossings and quiet zones. | T-P-7, T-P-8, T-P-44 | PW, EDH | | | | X |
| T-A-7 | Consider the transportation needs of seniors and disabled persons. Refer to <i>Senior and Disabled Transportation Needs Assessment</i> , October, 2006 | T-P-2, T-P-31, T-P-32, T-P-35, T-P-47 | CS, PW, ACo | X | | | |

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| | | | | IMPLEMENTATION SCHEDULE | | | |
|---------------|---|---|-----------------|-------------------------|---------|----------|-----------|
| Action Number | Implementation Actions | Policy Numbers | Responsibility | Ongoing | 0-5 Yrs | 6-10 Yrs | 11-20 Yrs |
| T-A-8 | <p>Maintain and update every ten years a Pedestrian and Bicycle Plan that defines a cohesive pedestrian network of public sidewalks, paths, and street crossings that make walking convenient, safe to travel, and are universally accessible. Within the Pedestrian and Bicycle Plan provide:</p> <ul style="list-style-type: none"> › Guidelines for sidewalk functional elements (e.g., pedestrian zone, planter/furniture zone, curb zone, and building frontage zone), amenities (e.g., landscaping, benches, trash receptacles, news racks, pedestrian-scale lighting, directional/information signing, and public art), street crossings; description and schedule for public improvements; and developer responsibilities. › Establish a Pedestrian Safety Program that provides pedestrian educational materials and a regularly updated pedestrian safety report. › Designate and support a Citywide Pedestrian Coordinator. | T-P-2, T-P-10, T-P-11, T-P-12, T-P-13, T-P-14, T-P-15, T-P-16, T-P-17, T-P-18, T-P-19, T-P-20, T-P-31 | EDH, PB | | X | X | |
| T-A-9 | <p>Maintain and update every ten years a Pedestrian and Bicycle Plan that defines a cohesive bikeway network of paths, lanes, routes and boulevards that make biking convenient, safe to travel, and accessible. Within the Pedestrian and Bicycle Plan provide:</p> <ul style="list-style-type: none"> › Bikeway facilities that are appropriate to the street typology, traffic volume, traffic speed, surrounding land uses, and accounting for the constrained urban environment. › Designate and support a Citywide Bicycle Coordinator › Evaluate the feasibility of implementing a bicycle sharing program for Emeryville residents and workers | T-P-2, T-P-18, T-P-19, T-P-21, T-P-22, T-P-23, T-P-24, T-P-25, T-P-26, T-P-48 | PB, PW, EDH, PD | | X | X | |

| Action Number | Implementation Actions | Policy Numbers | Responsibility | IMPLEMENTATION SCHEDULE | | | |
|---------------|---|---|----------------------------|-------------------------|---------|----------|-----------|
| | | | | Ongoing | 0-5 Yrs | 6-10 Yrs | 11-20 Yrs |
| T-A-10 | Participate with the Emery Unified School District to identify measures to enhance pedestrian circulation to and from the local public school sites, parks, the Center of Community Life, and other local community service locations. Participate in and support recommendations of the Safe Routes to Schools program. | T-P-11, T-P-13, T-P-14, T-P-15, T-P-16 | PB, PW, ETMA, EUSD, CS, PD | | X | | |
| T-A-11 | Install and maintain detection loops at signalized intersections that are sensitive to bicycles, including those with aluminum frames. | T-P-2, T-P-25 | PW | | X | | |
| T-A-12 | Urge public transit vehicles to carry bicycles | T-P-2 | PW, ETMA, AC | | X | | |
| T-A-13 | Actively work with transit providers for free and/or subsidized transit for both local travel within the city and travel to the regional hubs located at the Amtrak Station, the MacArthur BART station, and San Pablo Avenue at 40th Street. | T-P-34, T-P-35, T-P-36 | PW, ETMA | | X | | |
| T-A-14 | Work with transit providers to expand hours of operation, reduce travel time, and increase frequencies/headways. | T-P-28, T-P-29, T-P-30, T-P-33, T-P-35, T-P-37, T-P-38, T-P-39, T-P-41, T-P-43 | PW, AC, AMTK, BART, ETMA | X | | | |
| T-A-15 | Refer to AC Transit's handbook <i>Designing with Transit</i> for integrating transit into the community. | T-P-2, T-P-16, T-P-31, T-P-32, T-P-33, T-P-36, T-P-39, T-P-42 | PB | X | | | |
| T-A-16 | Monitor as appropriate the transit system to assess the system's effectiveness in serving Emeryville residents and those working in Emeryville. Make changes to the transit system, as appropriate, to provide an efficient rider-friendly environment that meets the needs of all users including children, seniors, the disable, and transit-dependent persons. | T-P-2, T-P-16, T-P-28, T-P-29, T-P-30, T-P-31, T-P-32, T-P-33, T-P-34, T-P-35, T-P-37, T-P-38, T-P-39, T-P-40, T-P-41, T-P-42, T-P-43, T-P-44, T-P-47 | PB, PW, ETMA, CS, CAO, AC | X | | | |

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| Action Number | Implementation Actions | Policy Numbers | Responsibility | IMPLEMENTATION SCHEDULE | | | |
|---------------|--|--|---------------------------------|-------------------------|---------|----------|-----------|
| | | | | Ongoing | 0-5 Yrs | 6-10 Yrs | 11-20 Yrs |
| T-A-17 | Require all new development (residential and non-residential) to contribute to the Emeryville Transportation Management Association to ensure that Emeryville residents are well served by transit. | T-P-34, T-P-35 T-P-46 | PB, ETMA | X | | | |
| T-A-18 | Monitor, as appropriate, public parking supply and utilization to identify deficiencies and optimize efficiency to 85 percent. Adjust pricing and supply as appropriate and apply other parking management strategies such as Residential Permit Parking (RPP) to ensure adequate parking availability in residential areas, recognizing the need for adequate parking to support neighborhood businesses. | T-P-49, T-P-50, T-P-51, T-P-52, T-P-53, T-P-54, T-P-55, T-P-56, T-P-57, T-P-58, T-P-59 | PW, PB | X | | | |
| T-A-19 | Study and implement a citywide Transportation Demand Management Program and explore funding mechanisms. | T-P-53, T-P-64, T-P-65, T-P-66, T-P-67 | PB, PW, ETMA, CAO, F | | | X | |
| T-A-20 | Coordinate with stakeholders and interested agencies and parties to explore the feasibility of a bicycle and pedestrian trail adjacent to the Emeryville Crescent. | T-P-18, T-P-20, T-P-22 | PB, CAO, PW, EBRPD, State Parks | | | X | |
| T-A-21 | Maintain designated truck routes to dictate appropriate routes for truck traffic. | T-P-60, T-P-61, T-P-62 | PW | X | | | |

TABLE 8-3: Implementation Actions for Parks, Open Space, Public Facilities and Services

| Action Number | Implementation Actions | Policy Numbers | Responsibility | IMPLEMENTATION SCHEDULE | | | |
|---------------|--|---|--|-------------------------|----------|----------|-----------|
| | | | | Ongoing | 0-5 Yrs | 6-10 Yrs | 11-20 Yrs |
| PP-A-1 | Prepare a strategic parks master plan. Plan should identify needs, prioritize acquisition, and facilitate a significant reduction in the current deficit in parks and open space acreage. The plan shall also identify options for park financing and implementation, recognizing the challenges of providing new parks in a built-out city. | PP-P-1, PP-P-2, PP-P-3, PP-P-4, PP-P-5, PP-P-6, PP-P-7, PP-P-8, PP-P-10, PP-P-12, PP-P-13 | CS, PB, PW, F | | X | | |
| PP-A-2 | Develop a park-programming plan based on assessment of user needs. Plan should maximize open space use and balance active and passive recreational needs for all segments of the community. | PP-P-1, PP-P-2, PP-P-3, PP-P-4, PP-P-8, PP-P-10 | CS | | X | | |
| PP-A-3 | Explore additional joint park facilities and use agreements with surrounding communities and agencies. | PP-P-4, PP-P-10, PP-P-14, PP-P-15, PP-P-16, PP-P-17 | CS, EUSD | X | | | |
| PP-A-4 | Coordinate east-west greenway creek improvements and water features with community members and design professionals. | PP-P-7 | PB, PW, CS, EUSD, EDH, CAO | | | | X |
| PP-A-5 | Update and implement Five-Year Capital Improvement Program. | PP-P-1, PP-P-2, PP-P-3, PP-P-4, PP-P-5, PP-P-6, PP-P-7, PP-P-8, PP-P-13, PP-P-17, PP-P-21 | F (updates), PW (implementations), EDH | | X | | |
| PP-A-6 | Update zoning and subdivision regulations and the zoning map. | PP-P-9, PP-P-10, PP-P-11, PP-P-14, PP-P-22 | CAO | | | | X |
| PP-A-7 | Continue to negotiate with landowners on the acquisition of land to supplement the Center of Community Life. Identify funding opportunities and implement the entire concept. | PP-P-2, PP-P-15, PP-P-16, PP-P-17 | CS, EUSD, F | X | | | |
| PP-A-8 | Work with other public agencies, including PG&E, AC Transit, Amtrak, the Post Office and the School District and local neighborhoods on appropriate land uses for sites no longer needed by the respective public agency. | PP-P-2, PP-P-3, PP-P-4, PP-P-15, PP-P-16, PP-P-17 | PB, CS, EUSD | X | | | |

Continues on next page

| Action Number | Implementation Actions | Policy Numbers | Responsibility | IMPLEMENTATION SCHEDULE | | | |
|----------------|--|---------------------------|----------------|-------------------------|---------|----------|-----------|
| | | | | Ongoing | 0-5 Yrs | 6-10 Yrs | 11-20 Yrs |
| PP-A-9 | Continue to provide ongoing and one-time cultural and recreation events for all members of the community—youth, adults, and seniors. Promote programs through City newsletter and website. | PP-P-18, PP-P-19, PP-P-20 | CS | X | | | |
| PP-A-10 | Prepare a strategic plan and design documents for an Arts and Cultural Center. | PP-P-21 | EDH | | X | | |
| PP-A-11 | Conduct a feasibility study for a new location and building for Police Administration facilities. | PP-P-22, PP-P-23 | PD, PW | | | | X |
| PP-A-12 | Continue to operate the Community Emergency Response Team (CERT) Program. | PP-P-24 | FD | X | | | |
| PP-A-13 | Continue to coordinate with utilities service providers as necessary (i.e. PG&E, EBMUD) | PP-P-25, PP-P-26, PP-P-27 | PW | X | | | |
| PP-A-14 | Continue to require development projects to replace or upgrade sanitary sewer systems. | PP-P-27, PP-P-28 | PW, PB | X | | | |

TABLE 8-4: Implementation Actions for Urban Design

| Action Number | Implementation Actions | Policy Numbers | Responsibility | IMPLEMENTATION SCHEDULE | | | |
|---------------|--|--|----------------|-------------------------|----------|----------|-----------|
| | | | | Ongoing | 0-5 Yrs | 6-10 Yrs | 11-20 Yrs |
| UD-A-1 | Prepare Design Guidelines for the following design elements: <ul style="list-style-type: none"> › Site planning › Building orientation and entries › Open space › Parking and service areas › Building height and mass › Building form and articulation › Façade composition › Building materials, detailing, and color › Residential livability › Streets › Sustainability objectives › Landscaping › Signage › Gateways | UD-P-1, UD-P-3, UD-P-10, UD-P-15, UD-P-19, UD-P-20, UD-P-21, UD-P-22, UD-P-23, UD-P-24, UD-P-25, UD-P-26, UD-P-27, UD-P-28, UD-P-29, UD-P-30, UD-P-31, UD-P-32, UD-P-33, UD-P-34, UD-P-35, UD-P-36, UD-P-38, UD-P-39, UD-P-40, UD-P-43, UD-P-45, UD-P-46, UD-P-47, UD-P-51, UD-P-53, UD-P-54, UD-P-55, UD-P-59, UD-P-60, UD-P-61, UD-P-62, UD-P-63, UD-P-64, UD-P-65, UD-P-66, UD-P-67, UD-P-68, UD-P-70, UD-P-71, UD-P-72 | PW | | X | | |
| UD-A-2 | Prepare, update, and implement neighborhood and area plans. | UD-P-5, UD-P-6, UD-P-7, UD-P-8, UD-P-9, UD-P-10, UD-P-11, UD-P-12, UD-P-13, UD-P-14, UD-P-15, UD-P-16, UD-P-17, UD-P-18, UD-P-37, UD-P-48, UD-P-68 | PB, PW, EDH | X | | | |
| UD-A-3 | Update the Zoning Ordinance: <ul style="list-style-type: none"> › Parking › Building mass › Signage › Districts › Development standards › Streets | UD-P-5, UD-P-9, UD-P-10, UD-P-15, UD-P-19, UD-P-26, UD-P-31, UD-P-34, UD-P-35, UD-P-36, UD-P-38, UD-P-54, UD-P-55, UD-P-56, UD-P-58, UD-P-59 | PB, CAO | X | | | |
| UD-A-4 | Prepare citywide streetscape plan. | UD-P-1, UD-P-8, UD-P-16, UD-P-17, UD-P-18, UD-P-41, UD-P-42, UD-P-43, UD-P-44, UD-P-45, UD-P-46, UD-P-47, UD-P-48, UD-P-49, UD-P-50, UD-P-51, UD-P-69 | PB, PW, EDH | | | X | |

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| Action Number | Implementation Actions | Policy Numbers | Responsibility | IMPLEMENTATION SCHEDULE | | | |
|----------------|--|---|----------------|-------------------------|---------|----------|-----------|
| | | | | Ongoing | 0-5 Yrs | 6-10 Yrs | 11-20 Yrs |
| UD-A-5 | Update Capital Improvements Program. | UD-P-2, UD-P-20, UD-P-48, UD-P-52 | F, PW, EDH | X | | | |
| UD-A-6 | Utilize Site Plan Review <ul style="list-style-type: none"> › Identify options for pedestrian circulation › Extend street grid wherever possible › Require buildings within identified gateway areas to emphasize entry into the city through architectural elements. | UD-P-4, UD-P-5, UD-P-7, UD-P-8, UD-P-11, UD-P-12, UD-P-13, UD-P-14, UD-P-20, UD-P-37, UD-P-57, UD-P-58, UD-P-69 | PB | X | | | |
| UD-A-7 | Invest in signage, public art, and streetscape improvements at identified city gateways. | UD-P-1, UD-P-73, UD-P-74, UD-P-75 | EDH, PW | X | | | |
| UD-A-8 | Improve the city’s physical appearance through maintenance and façade renovations of older residential and industrial building stock. Support community-driven neighborhood beautification programs by emphasizing rehabilitation grants and low-interest loans. | UD-P-9, UD-P-10, UD-P-13, UD-P-15, UD-P-19 | EDH, PB, PW | X | | | |
| UD-A-9 | Utilize the City’s Public Art Fund to expand public art within the city along key pedestrian streets and at major gateways like Hollis Street, San Pablo Avenue, and Powell Street. Continue support for developer and city contributions to the Emeryville Arts in Public Places Program, with special emphasis on locating art in new parks and greenways. | UD-P-73, UD-P-74 | EDH | X | | | |
| UD-A-10 | Develop and implement new sign regulations. | UD-P-73, UD-P-75 | CAO | X | | | |

TABLE 8-5: Implementation Actions for Conservation, Safety, and Noise

| Action Number | Implementation Actions | Policy Numbers | Responsibility | IMPLEMENTATION SCHEDULE | | | |
|----------------|--|--|------------------------|-------------------------|---------|----------|-----------|
| | | | | Ongoing | 0-5 Yrs | 6-10 Yrs | 11-20 Yrs |
| CSN-A-1 | Plant new trees and other plantings, and maintain existing healthy trees to improve air quality and reduce the urban heat island effect. | CSN-P-19, CSN-P-20 | PW | X | | | |
| CSN-A-2 | Continue working with the San Francisco Regional Water Quality Control Board in the implementation of the National Pollutant Discharge Elimination System permit process for the protection of surface and groundwater quality. | CSN-P-7, CSN-P-8, CSN-P-10, CSN-P-44 | PW | X | | | |
| CSN-A-3 | Implement EBMUD Water efficiency requirements for new and rehabilitation projects. | CSN-P-12, CSN-P-13, CSN-P-14, CSN-P-15, CSN-P-16, CSN-P-17 | PW | | X | | |
| CSN-A-4 | Disseminate information about the potentially harmful effects of toxic chemical substances and safe alternative measures, for home and garden use. | CSN-P-9 | ACo, PW | X | | | |
| CSN-A-5 | Support the East Bay Regional Parks District in the maintenance and protection of the biological resources in the Emeryville Crescent portion of the Eastshore State Park, while studying the feasibility of a bicycle and pedestrian trail adjacent to the Emeryville Crescent. | CSN-P-18, CSN-P-19, CSN-P-22, CSN-P-23, CSN-P-24, CSN-P-25 | PW, EBRPD, State Parks | X | | | |
| CSN-A-6 | Identify historic and cultural resources within Emeryville and continue to refine and implement ordinances pertaining to architecturally significant structures, to ensure adequate recognition and incentives for reuse. | CSN-P-26, CSN-P-28, CSN-P-32 | PB | | X | | |
| CSN-A-7 | Offer funding through the Redevelopment Agency for façade preservation projects. | CSN-P-26, CSN-P-31 | EDH | X | | | |
| CSN-A-8 | Cooperate with appropriate government agencies and public and private organizations to address seismic hazards and flooding risks due to dam inundation, tsunamis, sea level rise, or major flood events. | CSN-P-34, CSN-P-35, CSN-P-44, CSN-P-46 | PB | X | | | |
| CSN-A-9 | Implement and update emergency management operations plan, including evacuation routes, cache of supplies, training of City staff, as necessary, as the city continues to develop. | CSN-P-48, CSN-P-49 | FD | X | | | |

Continues on next page

| Action Number | Implementation Actions | Policy Numbers | Responsibility | IMPLEMENTATION SCHEDULE | | | |
|-----------------|--|---|----------------|-------------------------|----------|----------|-----------|
| | | | | Ongoing | 0-5 Yrs | 6-10 Yrs | 11-20 Yrs |
| CSN-A-10 | Continue participation in regional disaster planning initiatives and maintain and update the City's Local Hazard Mitigation Plan every five years to maintain a current and accurate plan consistent with FEMA Guidelines. The updated LHMP shall be reviewed by the Planning Commission and adopted by City Council but shall not require a subsequent amendment to the General Plan when required updates occur. | CSN-P-34, CSN-P-37, CSN-P-38, CSN-P-39, CSN-P-40, CSN-P-41, CSN-P-43, CSN-P-48, CSN-P-49 | FD, PD, PW, PB | X | | | |
| CSN-A-11 | Continue to work with the Alameda County Waste Management Authority & Recycling Board (StopWaste.Org) regarding disposal of hazardous materials. | CSN-P-9, CSN-P-38, CSN-P-39, CSN-P-40, CSN-P-41, CSN-P-42, CSN-P-43 | PW, ACo, FD | X | | | |
| CSN-A-12 | Continue working with the Alameda County Flood Control and Water Conservation District. | CSN-P-44, CSN-P-45, CSN-P-46 | PW, ACo | X | | | |
| CSN-A-13 | Utilize Site Plan Review process to ensure public health and safety, and the protection of natural and cultural resources. | CSN-P-1, CSN-P-19, CSN-P-25, CSN-P-27, CSN-P-29, CSN-P-30, CSN-P-33, CSN-P-34, CSN-P-35, CSN-P-41, CSN-P-43, CSN-P-48, CSN-P-50, CSN-P-58, CSN-P-59 | PB | X | | | |
| CSN-A-14 | Update Zoning Ordinance. | CSN-P-4, CSN-P-5, CSN-P-6, CSN-P-11, CSN-P-12, CSN-P-13, CSN-P-14, CSN-P-15, CSN-P-16, CSN-P-33, CSN-P-34, CSN-P-35, CSN-P-36, CSN-P-39, CSN-P-50, CSN-P-57, CSN-P-58 | PB, CAO | X | | | |
| CSN-A-15 | Update Capital Improvements Program. | CSN-P-2, CSN-P-20, CSN-P-22, CSN-P-23, CSN-P-24, CSN-P-45 | F, PW, EDH | X | | | |
| CSN-A-16 | Implement Climate Action Plan in coordination with all City departments. | CSN-P-2, CSN-P-3, CSN-P-11, CSN-P-12, CSN-P-13, CSN-P-14, CSN-P-15, CSN-P-16, CSN-P-20, CSN-P-21 | PW | | X | | |
| CSN-A-17 | Establish conditions of approval for mechanical equipment with potential noise impacts. | CSN-P-51, CSN-P-53, CSN-P-55, CSN-P-57, CSN-P-58 | PB | X | | | |

Continues on next page

| Action Number | Implementation Actions | Policy Numbers | Responsibility | IMPLEMENTATION SCHEDULE | | | |
|-----------------|--|------------------------------|----------------|-------------------------|---------|----------|-----------|
| | | | | Ongoing | 0-5 Yrs | 6-10 Yrs | 11-20 Yrs |
| CSN-A-18 | As part of development review, ensure that all development located within future noise exposure (as shown on Figure 6-10) levels greater than “Normally Acceptable” must complete a noise study and implement appropriate mitigation measures to bring interior noise levels to “Acceptable” levels. | CSN-P-52, CSN-P-53, CSN-P-54 | PB | X | | | |
| CSN-A-19 | Coordinate with the Public Utilities Commission and other public agencies to develop railroad quiet zones. | CSN-P-56 | PB | X | | | |

TABLE 8-6: Implementation Actions for Sustainability

| | | | | IMPLEMENTATION SCHEDULE | | | |
|---------------|---|--|----------------|-------------------------|---------|----------|-----------|
| Action Number | Implementation Actions | Policy Numbers | Responsibility | Ongoing | 0-5 Yrs | 6-10 Yrs | 11-20 Yrs |
| ST-A-1 | Implement Climate Action Plan in coordination with all City departments. | ST-P-1, ST-P-2, ST-P-3, ST-P-4, ST-P-9 | PW | | X | | |
| ST-A-2 | Adopt the United Nations Environmental Accords by Resolution with a plan for implementing 14 of the 21 actions by 2012. | ST-P-1, ST-P-2 | PW | | X | | |
| ST-A-3 | Incorporate site-appropriate standards described by Build-It-Green GreenPoint rating system and/or Leadership in Energy and Environmental Design (LEED™), and Bay-Friendly Landscape Scorecard into all new construction and rehabilitation projects. | ST-P-5, ST-P-6, ST-P-7, ST-P-8 | PW | | X | | |
| ST-A-4 | Implement civic green building resolution requiring City projects to follow green building and Bay-Friendly Landscaping requirements. | ST-P-5, ST-P-6, ST-P-7, ST-P-8 | PW | X | | | |
| ST-A-5 | Implement green building ordinance requiring Public-Private Partnership projects to be follow green building and Bay-Friendly Landscaping requirements. (pending) | ST-P-5, ST-P-6, ST-P-7, ST-P-8 | PW | X | | | |
| ST-A-6 | Develop and implement an environmentally preferable municipal purchasing program. | ST-P-10, ST-P-11, ST-P-13 | PB, EDH | X | | | |
| ST-A-7 | Identify sites for developers to provide sites for farmers' markets. | ST-P-12 | PB, EDH | X | | | |