

GUIDING PRINCIPLES

1. A cohesive city of distinctive districts and livable neighborhoods

Emeryville's growth is shaped—through land use, urban form, and design—to create a tapestry of distinctive districts, and neighborhoods with a full complement of uses and easy access to parks, stores, and other amenities of everyday living. Development intensities are designed to maximize accessibility to amenities, and provide transition in scale and height to lower-density neighborhoods.

2. A connected place

The General Plan fosters new connections—for automobiles, pedestrians, and bicyclists—between the western and eastern halves of the city; better connections to the Peninsula; and new and safe pedestrian and bicycle linkages to the San Francisco Bay. The Plan also seeks to provide more transportation choices. Protecting vistas of the San Francisco Bay and the East Bay Hills will visually connect the city with the surrounding region.

3. Enhanced and connected open space network and green streets

The General Plan outlines strategies for an expanded public realm, building on the strength and connectivity of the city's greenways, with a range of new parks, plazas, community commons, and recreational paths.¹ Open space is strategically located to maximize accessibility and building forms are organized to

¹ Greenways are linear parks with pedestrian and bicycle paths, small gathering places, and recreational facilities, either on their own right-of-way or along a street. See Chapter 4: Parks, Open Space, and Public Facilities for more detail.

ensure that sunlight reaches streets and parks. Many more trees along streets and enhanced landscaping will provide a greener city.

4. A walkable, fine-grained city, emphasizing pedestrians

The General Plan establishes that all of Emeryville will be easily traversed on foot. A fine-grained pattern of blocks and streets is a fundamental prerequisite of a walkable and accessible city; the General Plan promotes walkability through encouragement of active uses, creation of smaller parcels/blocks and inter-connections as large sites are redeveloped, and improved sidewalks, pathways, and streetscapes. Where larger buildings may be appropriate, these shall be constructed with smaller footprints to preserve views and ensure pedestrian access. Where appropriate, in people-intensive places—such as retail, office, and residential districts—pedestrians will have priority over automobiles, and buildings shall be articulated and designed to visually engage and offer comfort to pedestrians.

5. A diversity of transportation modes and choices

The General Plan fosters and provides incentives for alternative transportation modes, including transit, car/vanpooling, bicycling, walking, and telecommuting. Residents will be able to access stores, offices, the waterfront, or regional transit networks without needing a car. Land uses capitalize on Amtrak, AC Transit, and Transbay bus lines, and proximity to BART, and are integrated with the Emery Go-Round that extends to within walking distance of most locations. Bicycle paths link housing, activity centers, and recreational amenities, and are buffered where feasible from automobiles to further safety.



The Guiding Principles express a vision for a high-quality of life for residents, businesses, and visitors in Emeryville.



The General Plan seeks to provide a balance of regional and local amenities. Enhancing livability for the growing population is a key General Plan tenet.

6. A vibrant, urban community

Reflecting its strategic location in the heart of the Bay Area, Emeryville will continue as a vibrant community, with cultural offerings, and urban amenities. Active gathering spaces will be encouraged, and streets designed for pedestrian comfort, walking, and enjoyment. Higher intensities will support a range of amenities while furthering regional goals of promoting infill development, supporting transit, and curtailing sprawl. Emeryville will maintain its small-town ambiance through civic engagement, accessible government, and amenities and services for appropriate future residential and worker populations.

7. A diverse, balanced, and inclusive community

The General Plan embraces physical, social, and economic diversity, and strengthens the community with facilities and programs such as the Center of Community Life and a cultural center in the Park Avenue District. The Plan supports increased residential development to provide a more balanced use mix, sufficient concentration of residents/office workers, increased support for local-serving amenities, and opportunities for more workers to live in the city and enjoy shorter commutes, while recognizing that the City's employment primacy is likely to remain, given its history as an employment center. The Plan furthers a variety of housing types and emphasizes family-friendly housing, and linkages to Emeryville's school system to promote the success of its youth and to encourage new residents to actively contribute to the community.

8. A balance of regional and local amenities

Given its location, Emeryville will remain a regional destination. However, the City will balance retail

uses that draw visitors from throughout the region, with stores and amenities that serve neighborhood needs, while ensuring fiscal health and a sustainable economy. The General Plan emphasizes development of pedestrian-oriented and scaled (rather than auto-oriented) districts and policies to ensure that development provides benefit for the local community, and that small, often local, businesses are viable.

9. Sustainability and innovation, with respect for the past

The Emeryville community strives to live within means that do not compromise the ability of future generations in Emeryville to enjoy a livable, healthy, and vibrant city. The Plan encourages redevelopment of contaminated land as a healthy and cost-effective way of improving the local environment, use of "green" construction techniques, and a lifestyle with low ecological impacts upon energy consumption, climate, and the natural environment. The City will interweave the future and the past, while respecting the scale, character, and use of the historical Doyle and Triangle neighborhoods and other districts.

10. An imageable and memorable city

The City will foster high-quality new construction of exceptional design while preserving and enhancing the best of existing buildings and neighborhoods. The City will foster a dramatic skyline of slender and elegant high rise buildings stepping down to low-rise buildings in the older residential neighborhoods. Enhance the experience of entering Emeryville with attractive and appropriate streetscape improvements along major regional and city arterials. Collectively, these elements serve to foster Emeryville's character as a vibrant, connected, livable community, and a rising signature city from afar and within.

CITYWIDE LAND USE GOALS AND POLICIES

GOALS

LAND USE

- LU-G-1 An overall balance of uses**—Employment, residential, cultural, destination and local retail—as well as a full range of amenities and services necessary to support a vibrant community.
- LU-G-2 A mixed use city**—Mixed-use development in various parts of the city, with the range of permitted and required uses varying to meet the needs of specific districts and neighborhoods.
- LU-G-3 Community activity centers**—Centers that combine residential, retail, office, and public uses to create areas of identity and activity for residents and visitors.
- LU-G-4 A mix of housing types**—A diversity of housing types to accommodate a variety of household sizes and incomes.
- LU-G-5 Preservation of residential neighborhoods**—Residential use, structures, low-rise scale, and character of the Triangle, Doyle Street, and Watergate neighborhoods preserved, and the scale of other areas of stability maintained.
- LU-G-6 Vibrant new mixed-use centers**—Intensification of existing underutilized commercial centers with surface parking (such as Powell Street Plaza and East Bay Bridge Center) as vibrant, multi-

story, walkable mixed-use destinations with structured parking and open space.

HEIGHT AND INTENSITY

- LU-G-7 A varied skyline**—with the highest intensities/heights grouped in the Powell Street/Christie Avenue area, with heights stepping down from this urban core.
- LU-G-8 Uninterrupted sunlight in key areas**—during designated periods on all major parks. Adequate sunlight on sidewalks and streets, especially in Neighborhood Centers and other key public gathering areas.
- LU-G-9 Appropriately scaled buildings**—heights and massing that do not appear monolithic.
- LU-G-10 Maximum sky exposure**—for streets and public spaces, and minimal view disruptions.

ECONOMIC DEVELOPMENT

- LU-G-11 A wide range of economic activity**—An economy that capitalizes on Emeryville's central location, strengthens the City's tax base, and ensures that Emeryville has adequate fiscal resources to fund high quality public services for its residents and businesses.

LU-G-12 Successful businesses—retain and foster the growth of Emeryville businesses.

LU-G-13 Local employment opportunities—encourage establishment of businesses that will employ and serve Emeryville residents.

POLICIES

Implementing actions supporting each policy are described in Chapter 8: Implementation Program.

LAND USE

LU-P-1 Land uses will be consistent with the Land Use Classifications in section 2.4 and the Land Use Diagram, Figure 2-2.

LU-P-2 The Powell/Christie/Shellmound/I-80 core area will be developed into a compact but high-intensity regional transit hub. This hub will include a retail core, with stores, restaurants, and hotels; a financial and commercial center, creating a daytime work population; and a residential neighborhood, providing vitality during non-work hours.

LU-P-3 The northern (north of Powell) and southern halves of the Powell/Christie core area shall be integrated and connected, and the district shall be walkable, with small blocks, pedestrian-oriented streets, and connections to surroundings.

LU-P-4 Park Avenue (west of Hollis Street), Hollis Street (between 61st and midblock between 65th and 66th streets), Powell Street/Captain Drive, and San Pablo Avenue (between 36th and 47th streets) will be developed as walkable, mixed-use neighborhood centers, with an array of amenities and services—including stores, restaurants and cafes, galleries,

and office uses—to serve neighborhood needs, with community-serving uses and active building frontages that engage pedestrians at the ground level.

LU-P-5 Retail uses will be concentrated in areas with Neighborhood or Regional Retail overlays, near neighborhood centers, and in the Emeryville Marketplace.

LU-P-6 The current deficiency of park and open space will be addressed by making parkland acquisition a high priority by the City, and working with private land owners to secure these areas through development incentives, land swaps, and other mechanisms.

LU-P-7 Existing uses on sites designated for large community parks along Hollis Street shall remain as conforming uses, until such time as these sites are acquired by or dedicated to the City.

LU-P-8 Live/work uses will be permitted in all land use designations except Public, Parks/Open Space, and Marina. In the Industrial district west of Hollis Street, only “heavy” live/work—involving, for example, manufacturing, welding, or assembly—will be permitted.

LU-P-9 Zoning performance measures will ensure health and safety compatibility for industrial uses bordering residential uses.

HEIGHT AND INTENSITY

LU-P-10 Maximum building height will be defined by the Maximum Building Heights diagram, Figure 2-4.

LU-P-11 Maximum floor area ratios (FARs) and residential densities for sub-areas of the city, will be defined by Figure 2-3 and 2-6, respectively.

LU-P-12 Bulk standards will be defined in the Zoning Ordinance, with particular emphasis on zones where taller buildings are permitted.

LU-P-13 Building heights will step down to the east and west from the Powell/Christie core; buildings taller than 55 feet are not permitted east of Hollis Street. The height and scale of existing development (30 feet maximum) in the Doyle Street and Triangle neighborhoods will be maintained.

LU-P-14 Heights greater than 100 feet are only permitted for buildings that meet specific criteria, such as minimal impacts on public views, sky exposure, wind, and shadows, adequate separation from other tall buildings, and exemplary design, and/or provide public amenities, through a discretionary review and approval process.

LU-P-15 Buildings in all districts shall be required to step down to meet permitted heights in adjacent lower-rise districts.

LU-P-16 A point-based system will be established for intensity, height and density bonus, as well as review and approval process.

POLICIES FOR SPECIFIC AREAS

LU-P-17 The area around the Amtrak station shall be developed with pedestrian and bicycle amenities, and transit-supportive uses, through measures such as reduced parking requirement, incorporation of public parking in developments, and accounting for transit proximity when considering height and FAR bonuses.

LU-P-18 The reuse of the Sherwin Williams site shall include a mix of residential and nonresidential uses with ample open space, centered on an extension of the Emeryville Greenway connecting Horton Landing Park and the Park Avenue District.

LU-P-19 The relocation of the AC Transit facility will be pursued. Alternative community uses if/when the facility relocates will be studied.

LU-P-20 Along San Pablo Avenue neighborhood-oriented retail establishments—that may serve a regional clientele as well—with housing above will be promoted. Development adjacent to residential uses in the Triangle neighborhood shall

be in keeping with the scale and character of the residential uses.

LU-P-21 The East Bay Bridge, Powell Street Plaza, and Marketplace shopping centers shall be intensified by consolidating parking into structures and converting surface parking lots into residential and mixed-use development—including retail, hotels, and offices; expanding the city street grid through the sites; and developing new parks and public open space. Future redevelopment of these shopping centers should include at least as much retail space as existed when this General Plan was adopted.

LU-P-22 In the short term, landscaping and façades in the East Bay Bridge Shopping Center should be upgraded.

LU-P-23 The Powell Street Plaza site shall be encouraged to redevelop as a high-intensity, high-rise, mixed-use development that complements the Powell Street entrance to the city from the freeway.

LU-P-24 The Marketplace and adjacent parcels shall be encouraged to redevelop with a mix of uses, and iconic mid to high-rise development.

LU-P-25 If new residential buildings are proposed adjacent to freeways and railroad tracks impacts of these corridors, including noise, vibration, and air pollution, should be considered during site planning.

Noise, vibration, and air pollution shall be mitigated to the extent possible.

ECONOMIC DEVELOPMENT

LU-P-26 A mix of retail that draws local customers as well as patrons from the greater Bay Area shall be encouraged.

LU-P-27 A diversity of commercial uses to insulate the City's fiscal base from downturns in particular markets shall be maintained.

LU-P-28 The City will pursue retail uses that will serve the need of Emeryville residents, and encourage these uses to locate in the Neighborhood Centers.

LU-P-29 The City will encourage the development and retention of small business, start-up firms, partnership incentives, and buildings that accommodate these businesses.

LU-P-30 The City will encourage development of dynamic, leading edge industries, based in high technology, medical/bio engineering, bio technology, and media that provide good quality jobs with the potential for career advancement.

LU-P-31 The City will encourage development of existing Emeryville businesses with the objective of retaining and expanding employment opportunities and strengthening the tax base. Provide assistance

GOALS AND POLICIES

GOALS

OVERALL CIRCULATION SYSTEM

T-G-1 A comprehensive transportation system— A transportation system that is efficient, safe, removes barriers (e.g. accessibility near freeways and rail lines), and optimizes travel by all modes.

T-G-2 Universally accessible— A transportation system that meets the needs of all segments of the population, including youth, seniors, persons with disabilities, and low-income households.

T-G-3 Multi-modal— A transportation system that eliminates the necessity of owning and/or driving personal vehicles because of the availability of convenient and accessible alternative modes of transportation.

WALKING

T-G-4 A walkable city— A universally accessible, safe, pleasant, convenient, and integrated pedestrian system that provides links within the city and to surrounding communities, and reduces vehicular conflicts.

BICYCLING

T-G-5 A safe, comprehensive, and integrated bicycle system— A system and support facilities throughout the city that encourage accessible bicycling for all community members.

PUBLIC TRANSIT

T-G-6 A safe, efficient, comprehensive, and integrated transit system— A public transit system that allows for a reduction in automobile dependence for residents, employees, and visitors.

STREET SYSTEM

T-G-7 A multi-functional street system— A system that will ensure the safe and efficient movement of people, goods, and services and support a high quality of life and economic vitality.

PARKING

T-G-8 A balanced parking supply system— Parking supply that balances economic development, livable neighborhoods, environmental and energy sustainability, and public safety, while reducing dependence on the automobile.

GOODS MOVEMENT

T-G-9 Safe and efficient movement of goods— Goods movement that supports commerce and industry while maintaining a high quality of life.

MARINA

T-G-10 An accessible functional harbor— A harbor and marinas that are accessible to the rest of Emeryville and accommodate the needs of users.

TRANSPORTATION DEMAND MANAGEMENT

T-G-11 Transportation demand management strategies— TDM strategies that decrease single-occupant automobile demand and reduce vehicle miles traveled.

POLICIES

Implementing actions supporting each policy are described in Chapter 8: Implementation Program.

OVERALL CIRCULATION SYSTEM

- T-P-1** The City's circulation plan shall be as set forth in Figures 3-1 through 3-8 and based on the typologies described in this chapter.
- T-P-2** The design, construction, operation, and maintenance of city streets shall be based on a "complete streets" concept that enables safe, comfortable, and attractive access and travel for pedestrians, bicyclists, motorists, and transit users of all ages and abilities.
- T-P-3** A "Quality of Service" standard that seeks to optimize travel by all transportation modes shall be developed and used to measure transportation performance. The City does not recognize "Level of Service" (LOS) as a valid measure of overall transportation operations, and sets no maximum or minimum acceptable LOS levels, with the exception of streets that are part of the regional Congestion Management Agency network. (These streets may change, but as of 2008 include San Pablo Avenue, Frontage Road, and Powell and Adeline streets). LOS shall not be used to measure transportation performance in environmental review documents or for any other purpose unless it is mandated by another agency over which the City has

no jurisdiction (such as Caltrans, Berkeley, Oakland, and the Congestion Management Agency), and then it shall only be used for the purposes mandated by that agency.

- T-P-4** Transportation planning shall be coordinated with emergency service providers to ensure continued emergency service operation and service levels.
- T-P-5** The City encourages development that minimizes Vehicle Miles Traveled (VMT).
- T-P-6** To the extent allowed by law, the City's Traffic Impact Fee shall include bicycle, pedestrian, transit, and road improvements so that development pays its fair share toward a circulation system that optimizes travel by all modes.
- T-P-7** The City shall continue to study and evaluate appropriate traffic and transportation improvements.
- T-P-8** Connections across the railroad and freeway shall be provided as noted in Figures 3-1 through 3-6. In addition the City will study, in collaboration with stakeholders and interested agencies and parties, additional pedestrian and bicycle connections across the freeway between the peninsula on the west and high density areas on the east.
- T-P-9** The City will work with Caltrans and the City of Berkeley to develop improvements to the Ashby Interchange.

WALKING

- T-P-10** The pedestrian circulation system shall be as set forth in Figure 3-4 and based on the typologies described in this chapter.
- T-P-11** Sidewalks shall be provided on both sides of all streets; pedestrian connections between new and existing development is required.
- T-P-12** The City will plan, upgrade, and maintain pedestrian crossings at intersections and mid-block locations by providing safe, well-marked crosswalks with audio/visual warnings, bulb-outs, and median refuges that reduce crossing widths.
- T-P-13** Pedestrian routes will be provided across large blocks, pursuing creative options if necessary such as purchasing private alleys, designating pathways through buildings, and acquiring public access easements.
- T-P-14** Establish Pedestrian Priority Zones in Neighborhood Centers, around schools, and in other locations as indicated in Figure 3-4, where wider sidewalks, street lighting, crosswalks, and other pedestrian amenities are emphasized. Link these zones to adjacent land uses to ensure that building frontages respect pedestrians and truck loading takes place on adjacent streets wherever possible.

T-P-15 Walking will be encouraged through building design and ensure that automobile parking facilities are designed to facilitate convenient pedestrian access within the parking area and between nearby buildings and adjacent sidewalks. Primary pedestrian entries to nonresidential buildings should be from the sidewalk, not from parking facilities.

T-P-16 Safe pedestrian walkways that link to streets and adjacent bus stops will be required of new development.

T-P-17 The City will require new development to minimize the number and width of curbscuts for vehicle traffic to reduce vehicle conflicts with pedestrians.

T-P-18 The City will study, in collaboration with stakeholders and interested agencies and parties, the feasibility of a pedestrian/bicycle trail along the west side of I-80, east of the Emeryville Crescent, to provide access from the Bay Trail to the eastern span of the Bay Bridge.

T-P-19 Following completion of the new east span of the Bay Bridge, the west span should be retrofitted with a pathway to provide continuous pedestrian and bicycle access between San Francisco and the East Bay.

T-P-20 Safe and direct pedestrian access to Aquatic Park and the peninsula will be provided and maintained.

BICYCLING

T-P-21 The City will develop the bicycle circulation system set forth in Figure 3-6 and based on the typologies described in this chapter.

T-P-22 The City's preferred Bay Trail route through Emeryville is set forth in Figure 3-5, including the main trail between Frontage Road in Berkeley and Mandela Parkway in Oakland, and spur trails to the Marina along Powell Street and to the Bay Bridge along the east side of Interstate 80.

T-P-23 On-street bike routes in the City's Bicycle and Pedestrian Plan shall be designated as either Class II (bike lanes) or Class III (signed routes without lanes), as appropriate. These designations are not part of the General Plan and may be changed as circumstances dictate.

T-P-24 Safe, secure, and convenient short- and long-term bicycle parking shall be provided near destinations for all users, including commuters, residents, shoppers, students, and other bicycle travelers. Retail businesses in regional retail areas are encouraged to provide valet bicycle parking.

T-P-25 A numbered bike route system with destination signs, consistent with the regional bike route numbering system

shall be developed and implemented with clear signage to bicycle boulevards.

T-P-26 Bicycling will be promoted through public education, including the publication of literature concerning bicycle safety and the travel, health and environmental benefits of bicycling.

PUBLIC TRANSIT

T-P-27 The public transit system will be as set forth in Figure 3-7 and based on the typologies described in this chapter.

T-P-28 Existing public transit to BART, Amtrak, and regional destinations will be supported, and transit within Emeryville for residents, workers, and visitors will be promoted.

T-P-29 The City supports transit service on all Transit Streets, as shown in Figure 3-7. This includes Powell Street to the Marina and east of Hollis Street to the Ashby BART station and downtown Berkeley; Park Avenue west of Hollis Street; and Adeline Street.

T-P-30 The City will undertake a study to enhance transit mobility, including feasibility of transit-only lanes (dedicated, peak-hours only/shared with automobiles at other times, or converted from parking lanes to transit-only during peak hours), especially along congested tran-

sit streets, to provide walking access from most of the city, and connect major destinations within Emeryville and to BART.

T-P-31 The City will develop and implement transit stop amenities such as pedestrian pathways approaching stops, benches, traveler information systems, shelters, and bike racks to facilitate transit stops as place-making destinations and further the perception of transit as an attractive alternative to driving.

T-P-32 Transit stops will be sited at safe, efficient, and convenient locations, and located appropriately within the right of way.

T-P-33 The City supports transit priority on Transit Streets through features such as traffic signal priority, bus queue jump lanes at intersections, exclusive transit lanes, and other techniques as appropriate, with adjustments to technology as conditions change.

T-P-34 The City will continue to support 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-35 The City will support the expansion of the Emery Go-Round to accommodate workers, residents, and visitors.

T-P-36 The City supports Transit-Oriented Development with reduced parking requirements, and amenities to encourage transit use and increase pedestrian comfort around the Major Transit Hubs at the Amtrak station and the 40th Street/San Pablo Avenue intersection.

T-P-37 The City will advocate for frequent, direct transit service to all points in Emeryville, especially between the east and west sides of town.

T-P-38 The City encourages Amtrak to allow local travel on Amtrak buses that provide service from Downtown San Francisco to the Emeryville Station.

T-P-39 The City will advocate for AC Transit to provide frequent, direct, two-way service between downtown San Francisco and various points within Emeryville.

T-P-40 The City will investigate and implement, if appropriate, fixed guideway transit systems, such as streetcars or personal rapid transit (PRT).

T-P-41 The City supports a new BART line in the East Bay that includes service to Emeryville along the existing regional rail corridor with a stop at Powell Street.

T-P-42 The City will advocate (in the short term) for BART to rename the MacArthur BART station to “North Oakland/Emeryville” to more accurately reflect the station’s

market area and to help promote awareness of transit service to Emeryville.

T-P-43 The City supports an additional transbay tube that provides for direct commuter rail service between Sacramento and San Francisco via Emeryville.

T-P-44 The City supports grade-separated crossings and other appropriate measures to mitigate the impacts of increased rail traffic on Emeryville, including noise, air pollution, and traffic disruption.

STREET SYSTEM

T-P-45 The street system will be created as set forth in Figure 3-2, and based on the typologies described in this chapter.

T-P-46 Private developments and major public infrastructure projects will provide adequate rights-of-way for all modes of transportation.

T-P-47 The City supports “traffic calming” and other neighborhood traffic management techniques to enhance the quality of life within existing neighborhoods and to discourage through-traffic on bicycle boulevards and local streets.

T-P-48 The City will establish equal priority to bicycles and public transit (and discourage through-traffic by other modes) on streets in the vicinity of the Amtrak sta-

tion that are designated as both Transit Streets and Bicycle Boulevards.

PARKING

T-P-49 Quality of life and business viability will be promoted by maintaining an adequate supply of parking to serve growing needs, while avoiding excessive supplies that discourage transit ridership and disrupt the urban fabric.

T-P-50 Public garages will be provided strategically, in locations convenient and proximate to eventual destinations.

T-P-51 The City supports parking supply and pricing as a strategy to encourage use of transit, carpools, bicycles, and walking.

T-P-52 Flexible parking standards are encouraged that reflect calculated parking demand for proposed land uses and that allow for appropriate offsets to reduce parking demand and encourage walking, bicycling, carpooling, and transit use.

T-P-53 Employers are encouraged to offer “parking cash out”, whereby employees who choose not to drive are offered the cash value of any employee parking subsidy, to be used towards commuting to work by other means.

T-P-54 The City supports public parking strategies, such as variable pricing for on-street and off-street public parking and

public use of private garages, to maintain a parking space utilization goal of 85 percent.

T-P-55 The City supports the use of parking revenues within “parking benefit districts” to consolidate public parking, enhance non-motorized connections between parking and land uses, and improve security and the physical environment of the districts.

T-P-56 The City supports shared parking between multiple uses to the extent possible, and will encourage private property owners to share their underutilized off-street parking resources with the general public.

T-P-57 The land area devoted to parking shall be reduced by supporting innovative technologies such as parking lifts and automated parking.

T-P-58 The City supports the expansion of the Residential Permit Parking (RPP) program to ensure adequate parking availability in residential areas, recognizing the need for adequate parking to support neighborhood businesses.

T-P-59 Development will be required to “unbundle” parking spaces from lease payments and condominium purchases, so that property lessees and buyers can choose whether to pay for parking spaces.

GOODS MOVEMENT

T-P-60 Truck freight movement will be accommodated between the freeway system and Emeryville’s regional shopping destinations along 40th Street and Shellmound Street, consistent with the typologies described in this chapter.

T-P-61 Truck freight movement will be accommodated to and from local businesses, consistent with the typologies described in this chapter. Through truck traffic is discouraged.


T-P-62 Provide adequate off-street loading areas in large commercial, industrial, and residential developments that do not conflict with pedestrian, bicycle, transit, or automobile movements.

MARINA

T-P-63 The City supports marina and harbor operations and connections to these uses.

TRANSPORTATION DEMAND MANAGEMENT

T-P-64 The City will work with local, regional and state agencies, the Chamber of Commerce, and the Transportation Management Association, as well as employers and residents, to encourage and support programs that reduce vehicle miles traveled, such as preferential carpool parking, parking pricing, flexible work schedules, and ridesharing.



T-P-65 Employers in large new developments will be required to implement comprehensive TDM programs for their employees and customers.

T-P-66 The City supports and encourages the expansion of car-sharing programs in Emeryville.

T-P-67 The City supports and encourages conveniently located child care services with flexible hours.

GOALS AND POLICIES

GOALS

PARK AND OPEN SPACE SYSTEM

PP-G-1 A comprehensive open space system— A system that provides a diverse range of active and passive recreation and open space opportunities for residents, workers, and visitors.

PP-G-2 New public spaces—A public realm and new public parks and plazas that serve as focal points of the community.

PP-G-3 Integration of parks and open space— Parks that are coordinated with surrounding developments to form unified urban compositions and that are integrated into the redevelopment of underutilized areas.

PP-G-4 Sunlit parks—Public parks, plazas, and other open spaces that enjoy maximum sunlight access.

PP-G-5 Sustainable design—Park designs that are consistent with sustainable design principles and practices, and efficient use of open space.

PP-G-6 Locally accessible parks—At least one park located within a five-minute walk of all residences.

PP-G-7 An accessible waterfront—Connections from the waterfront to the rest of Emeryville east of the freeway.

SCHOOLS AND EDUCATION

PP-G-8 A safe, nurturing and enriching environment—An environment in which children and youth can flourish and become contributing members of society. The foundation of this vision is a strong and active partnership among the City, School District, and all segments of the community, so that powerful learning from the earliest years is a citywide experience and responsibility.

PP-G-9 Accessible childcare—An adequate and diverse supply of childcare facilities that are affordable and accessible for families, and provide safe, educational, and high-quality services for children.

PP-G-10 Vibrancy and diversity—Expanded arts, cultural and recreation programs that celebrate a vibrant diverse community.

PUBLIC SERVICES AND FACILITIES

PP-G-11 Public safety—Police and fire services that are responsive to the citizens' needs to ensure a safe and secure environment for people and property in the community.

PP-G-12 Adequate public facilities—Utilities and infrastructure systems that provide safe, reliable, and adequate services.

POLICIES

Implementing actions supporting each policy are described in Chapter 8: Implementation Program.

PARK AND OPEN SPACE SYSTEM

PP-P-1 Increase park acreage to serve the needs of the growing population and address current deficiencies in park and open space standards. Maintain a standard of three new acres of parkland per 1,000 new residents, and 0.25 acres per 1,000 new employees.

PP-P-2 Two new large parks (five acres or larger), one each north and south of Powell Street, shall be provided. Active recreation uses will be a component of these parks. The northern park site is bounded by 61st, 64th, Hollis, and Doyle streets. There are two potential southern park sites:

- One potential southern park site is shown on the PG&E site on Hollis Street, between 45th and 53rd Streets. On this site, consideration shall be given as to how to incorporate the existing buildings, which are rated Tier 1 and Tier 2 in the Park Avenue District Plan, into future park uses.
- The second potential southern park site is located at the AC Transit bus yard between 45th and 47th streets,

adjacent to the proposed Center of Community Life. Should this site become available, the City shall explore the possibility of a public park—along with other public uses. If a large park at this site is feasible and is considered desirable, all or part of the PG&E site may no longer be needed for a public park.

PP-P-3 New smaller open spaces—including public plazas and places, community gardens, and pocket parks—will provide local focus points and diversify the built environment. These should be developed through the identification of underutilized and strategically located parcels, and the redevelopment of larger sites.

PP-P-4 Locate “other park opportunities” (whose locations are generalized on Figure 4-1) to maximize accessibility for residents, such that every resident in the City has access to a park within a five-minute walk from their residence. Parks shall be located outside the 65 dbl noise contour (Figure 6-10).

PP-P-5 A system of greenways and Green Streets, as tree-lined open spaces will be developed as continuous recreational paths for bicyclists, joggers, and pedestrians, linking parks and activity centers.

PP-P-6 The north-south Emeryville Greenway will be expanded, enhancing its role as

an open space corridor and connector across the City, and a source of inspiration and community pride. The City will support the expansion of a park at the Sherwin Williams site, in coordination with the development of Horton Landing Park and the Greenway.

PP-P-7 An east-west greenway located generally along the path of Temescal Creek will be created. This will include water features to celebrate the creek and improvements to the riparian corridor, where feasible, while maintaining existing drainage capabilities.

PP-P-8 Locate a series of small parks and plazas along Christie Avenue to create a continuous open space network throughout the district.

PP-P-9 Shading of parks and green streets by buildings will be minimized.

PP-P-10 Efficient use of open space will be achieved through techniques such as rooftop play courts and gardens, joint use of sports and recreation facilities at schools, co-location of parks with child care facilities, and possible use of underground parking below new plazas and parks.

PP-P-11 All large new residential developments shall include a combination of private and common open space.

PP-P-12 Design, landscaping, lighting, and traffic calming measures will be employed to create safe parks and open spaces.

PP-P-13 Open spaces that have deteriorated, have design features that limit access and use opportunities, and/or are in need of activity shall be revitalized.

SCHOOLS AND EDUCATION

PP-P-14 Efforts by Emery Unified School District and childcare service providers to establish, maintain, and improve educational facilities and services will be supported. Encourage a range of child care facilities, including family day care homes, public and private centers, preschool programs, and before and after school programs.

PP-P-15 A strong relationship and communication between City and Emery Unified School District will be maintained.

PP-P-16 The City will continue to partner with Emery Unified School District to optimize the joint-use of school facilities for community use.

PP-P-17 The City will support the development of the Emeryville Center of Community Life.

PP-P-18 Student engagement and learning will be facilitated through expanded programs and activities.

COMMUNITY

PP-P-19 A diversity of lifestyles, ages, and income-levels will be accommodated through zoning and community facilities and programming.

PP-P-20 The growing senior citizen community will be supported by providing appropriate cultural, recreational and assistance programs and services.

PP-P-21 A community cultural arts center will be developed.

PUBLIC SERVICES AND FACILITIES

PP-P-22 Crime will be deterred through physical planning and community design.

PP-P-23 There will be adequate police and fire staff to provide timely response to all emergencies and maintain the capability to have minimum average response times.

PP-P-24 The City will support community involvement in disaster preparation and response through the Fire Department's Community Emergency Response Training program.

PP-P-25 The City will continue to coordinate with Pacific Gas & Electric to ensure gas and electricity access to new development and high quality service to all customers.

PP-P-26 The City will continue to operate and maintain the City-owned wastewater collection conveyance system and coordinate with EBMUD on the transfer and treatment of wastewater.

PP-P-27 The City will continue to cooperate with EBMUD, the Regional Water Quality Control Board, and other relevant agencies to adopt and implement programs and policies to further reduce inflow and infiltration (I&I) of storm water in the City's wastewater collection system and private sewer laterals during wet weather events.

PP-P-28 The City will continue to require development projects to replace or upgrade as needed, sanitary sewer systems serving the development site to reduce inflow and infiltration (I&I) of stormwater in the City's wastewater collection system and private sewer laterals during wet weather events.

GOALS AND POLICIES

GOALS

CITY STRUCTURE

UD-G-1 An identifiable city structure— A city structure comprised of a vibrant, intense, and pedestrian-oriented core, and distinctive neighborhood centers and districts augmented with parks and connected by greenways and green streets.

UD-G-2 A diversity of building types and scales— Variation to reinforce the identity of individual districts and foster a variety of options for living and working, with continuity in development scale and character and careful transitions between densities and design typologies.

UD-G-3 A walkable and pedestrian-scaled environment—A network of streets and connections that expands circulation opportunities for pedestrians and bicyclists.

UD-G-4 New parks—Strategically located new parks and outdoor open spaces to enhance Emeryville's livability and pedestrian orientation.

UD-G-5 Neighborhood Preservation—Preservation of the existing small-scale residential quality of older neighborhoods.

UD-G-6 Unique districts throughout the city.

STREET GRID, CONNECTIONS, AND VIEWS

UD-G-7 Expanded street grid—A pedestrian and bicycle path system with extensions that improve connectivity throughout the city.

UD-G-8 A safe, attractive, and connected pedestrian environment—Throughout the city, but particularly in areas with high volumes of pedestrian activity.

UD-G-9 An appealing and functional system of bridges and crossings—Crossings at major barriers (e.g. freeways and rail lines). Protected public views of the San Francisco Bay and the East Bay Hills.

SKYLINE AND BUILDING BULK

UD-G-10 A skyline with the tallest buildings concentrated in the central core—The tallest buildings at the Powell Street/Christie Avenue area, with a gradual transition to lower building heights to the mid- to lower-scale development to the east and west.

UD-G-11 Sky Exposure—Building form and massing that furthers sky exposure for adjacent sidewalks and public spaces, especially in gathering places such as the core and neighborhood centers.

UD-G-12 Uninterrupted sunlight—During designated periods on all major parks.

STREETSCAPES AND BUILDING-TO-STREET INTERFACE

UD-G-13 Streets that support multiple functions—Streets designed for all types of users, including pedestrians, bicyclists, public transit, and automobiles.

UD-G-14 Streets as an extension of Emeryville's open space network—Opportunities to linger, stroll, and gather.

UD-G-15 Development along streets that offers a rich visual experience—Development that is engaging to pedestrians, is unobstructed by parking facilities, and contributes to street life, vitality, and safety.

NEIGHBORHOOD CENTERS

UD-G-16 Focal nodes throughout the city—Neighborhood Centers that act as centers for local services and amenities, and build upon the character and identity of surrounding districts.

UD-G-17 A walkable and connected city—Neighborhood centers and other amenities in proximity to employees and residents throughout the city.

IDENTITY AND GATEWAYS

UD-G-18 A city identity—An identity that distinguishes Emeryville for the community and its visitors.

UD-G-19 High-quality—Design and construction that respects existing architecture, but creates new signature places.

POLICIES

Implementing actions supporting each policy are described in Chapter 8: Implementation Program.

CITY STRUCTURE

Citywide

UD-P-1 The City shall strive to accentuate activity and presence at the street level, particularly along pedestrian-oriented corridors and in residential areas.

UD-P-2 Parks and open space is required with new development, consistent with Figure 4-1 in the Parks, Open Space, Public Facilities and Services chapter.

UD-P-3 Parks and open space shall be accessible and available to the public through site design standards for minimum size/dimensions, visibility, and location along public rights-of-way, particularly Green Streets (Figure 5-3).

UD-P-4 New development will be required to extend the street grid or pedestrian connections wherever possible.

AREAS AND DISTRICTS

Bayfront and Peninsula

UD-P-5 The tallest buildings and highest development intensities in the city shall be located within the Powell Street/Christie

Avenue core, with the exception of the northwest and southwest corners of the city.

UD-P-6 A new neighborhood center around the intersection of Powell Street and Captain Drive will be oriented to support views of the Bay

UD-P-7 A high-intensity mixed-use core will be located near Powell Street and Christie Avenue, and built to the street edge to maintain a vibrant pedestrian-oriented district.

UD-P-8 Improve streetscape treatments, open space connections, and extension of the street grid through Powell Street Plaza.

Central Emeryville

UD-P-9 The overall scale and uses of the industrial district shall be preserved.

UD-P-10 In the Industrial district, transitions will be designed between industrial and residential uses, creating visual continuity through building materials and design, while allowing landscaping or other buffers between uses. Increased fenestration and ground-floor entries will be required to maximize pedestrian safety and visibility.

UD-P-11 A pedestrian and bicycle-friendly mixed-use district will be developed in North Hollis, consistent with the policies and guidelines defined in the North Hollis Area Urban Design Program.



Regardless of land use or development type, new development must interface with the public realm of streets and open space to create a safe, connected, and vibrant Emeryville.



Emeryville's pattern of large blocks and wide streets will be improved through an expanded street grid and additional connections.



Mid-block connections can accommodate a range of users, including drivers, pedestrians, and bicyclists.

UD-P-12 In South Hollis, new development shall provide rights-of-way and greater setbacks where open space and pedestrian connections are planned. Building façades and entries should be oriented toward the Greenway, new open spaces, and the proposed Center of Community Life.

UD-P-13 The Park Avenue District Plan will continue to guide development in the Park Avenue district, honoring its unique civic, arts, and cultural amenities.

UD-P-14 A more urban character will be established for the East Bay Bridge district, by developing taller buildings, a more continuous street façade with pedestrian activity at the ground level, and increased development intensity.

Eastern Residential Neighborhoods

UD-P-15 Infill residential development should incorporate the scale, character and identity of adjacent existing development. To avoid a continuous row of garages along the street, the lot frontage should provide a minimum of 70% active non-parking related uses, provided that a driveway of maximum ten-foot width shall be permitted.

UD-P-16 Streetscape improvements and greater intensity of development will be emphasized to improve the connection between the southwestern portion of the San

Pablo Corridor district and the rest of Emeryville to the north.

UD-P-17 Pedestrian character and safety will be enhanced through landscaping and streetscape improvements in the Triangle and Doyle Street Districts.

UD-P-18 The San Pablo Avenue Urban Design Plan will continue to be used to improve landscaping, and streetscape design and guide development in the San Pablo Corridor district.

UD-P-19 Infill development shall provide activation at the lot frontage and minimize visible off-street parking.

STREET GRID, CONNECTIONS, AND VIEWS

UD-P-20 The street grid shall be extended as redevelopment on larger sites occurs.

UD-P-21 Full or partial public street closures by private development shall be prohibited. Where a street closure to vehicular traffic is necessary for public projects, as called for in this General Plan, access for pedestrians and bicycles should still be maintained.

UD-P-22 The City shall maintain and enhance an integrated pattern of streets, pedestrian paths, and bike routes through a fine-grain street grid that enables efficient movement throughout the city.

UD-P-23 Opportunities to extend the street grid through internal connections in large-parcel developments should be considered. Single-point access to new development should be avoided.

UD-P-24 The City shall establish Pedestrian Priority Zones in Regional and neighborhood centers, around schools, parks, and in other locations as indicated in Figure 5-3. While wider sidewalks, street lighting, bulbed crosswalks, and other pedestrian amenities should be employed throughout the city, they are prioritized in these locations.

UD-P-25 Pedestrian Priority Zones shall be linked to adjacent land uses to ensure that building frontages respect pedestrians and truck loading takes place on adjacent streets wherever possible.

UD-P-26 Commercial uses, such as retail, restaurants, hotel lobbies, offices, and flex space shall be required at the ground level in neighborhood centers and regional retail overlay districts.

UD-P-27 All ground-level street frontages should be activated. Driveways, loading zones, and curb cuts shall be provided but minimized.

UD-P-28 Visual distinction and safety shall be prioritized in the design of bridges and undercrossings.

UD-P-29 Public views of the San Francisco Bay and the East Bay hills shall be maintained.

UD-P-30 Streetscape features should not block public views.

SKYLINE AND BUILDING BULK

UD-P-31 In the neighborhood centers and city parks flexibility should be provided in building massing so that sunlight is not blocked.

UD-P-32 Buildings with light-colored finishes shall be encouraged, especially on upper floors and along narrow corridors such as Hollis Street. Standards for building reflectivity shall be maintained to maximize day-light on sidewalks and streets without causing glare.

UD-P-33 Bulky and monolithic buildings shall be prevented through:

- Vertical articulation, such as step backs at higher floors, and less floor area as heights increase to reduce the apparent bulk of buildings.
- Horizontal articulation, such as varied setbacks, recessions/projections, change in materials, and building transparency, especially in Pedestrian Priority Zones.

UD-P-34 Volumetric building development standards shall be maintained to:

- Establish bulk standards based on a variety of considerations, including building height, intensity, and location; and
- Allow bulkier buildings in employment-emphasis areas while striving for less bulk in residential and mixed-use areas.

UD-P-35 Tower separation shall be required to increase sky exposure for developments with multiple towers, and maintain separation standards for buildings taller than 100 feet.

UD-P-36 Where large floorplates are permitted, buildings shall be required to adhere to height, setback, and stepback standards, as required for view and sun access, but less stringent bulk standards shall be permitted.

UD-P-37 Development of a finer-grain scale and texture shall be promoted citywide and required in portions of the North Hollis, Park Avenue, and San Pablo Avenue districts, and around neighborhood centers.

UD-P-38 New developments should employ changes in height, massing, and/or design character to create careful transitions in scale and density.

UD-P-39 New development should not cast significant shadow over existing development.

STREETSCAPES AND BUILDING-TO-STREET INTERFACE

UD-P-40 Neighborhood structure and pedestrian scale development should be prioritized. The scale and character of existing neighborhoods should be maintained to ensure connectivity and continuity of street design within each district.

UD-P-41 Minimize pavement widths (curb to curb) to the minimum necessary to ensure traffic flow and safety, to discourage speeding through neighborhood centers and residential areas, and to prioritize pedestrian and bicycle movement.

UD-P-42 Sidewalks shall be safe, comfortable, and accessible for pedestrians.

UD-P-43 Continuous and consistent street tree planting shall be provided along Green Streets and in Neighborhood Centers.

UD-P-44 Curb cuts shall be minimized to emphasize continuous, unbroken curb lengths.

UD-P-45 Long blocks shall be minimized to allow for ease of pedestrian connectivity.

UD-P-46 Street trees shall be provided on City streets where feasible. Street trees shall be planted in a row along the curb, between the vehicle roadway and sidewalk, unless this is physically impossible due to constraints such as underground water or sewer lines.

UD-P-47 Streetscape landscaping shall follow Bay-Friendly Landscaping guidelines and serve the dual purpose of treating stormwater runoff and providing shade and beauty to the urban realm.

UD-P-48 A design framework for streetscapes shall be established by district and/or citywide.

UD-P-49 City identity shall be enhanced by distinctive streetscapes through the use of street trees and unified landscape treatments

UD-P-50 Cohesive streetscape improvements to streets in neighborhood centers, and designated Green Streets are a priority.

UD-P-51 Impediments to sidewalk safety and movement shall be removed, and utilities and transformers undergrounded where possible. Large new developments shall be required to underground any adjacent existing overhead utility lines.

UD-P-52 Funding and programs to underground utilities and overhead wires shall be continued.

UD-P-53 Use of the greenways shall be reinforced by fronting entrances to both commercial and residential development to the public pathway.

- Encourage open spaces and plazas adjacent to the greenways.



Building articulation and appropriate massing ensure sun access and creates visual interest.

- Encourage other public-oriented ground level uses such as workshops, lobbies, and common areas.

UD-P-54 Generous sidewalks, and bikeways or bike lanes along greenways shall be required. Curbside parking and local vehicular access when greenways share right-of-ways with streets shall be permitted.

UD-P-55 Pedestrian-scaled street lighting, street furniture, and undergrounded utilities along greenways shall be required.

UD-P-56 Setbacks averaging 15 feet for new residential developments shall be required along greenways to create a landscaped front yard. Stairs, stoops, or other architectural encroachments, which contribute to the pedestrian life of the street, are also permitted.

UD-P-57 The Emeryville Center of Community Life building program shall be oriented along 53rd Street to complement and provide access to the greenway and Temescal Creek.

Parking

UD-P-58 Large surface parking lots shall be replaced with structured parking and incorporated into high density mixed-use developments. New or expanded large surface parking lots are not allowed.

UD-P-59 Parking should be screened or concealed. Pedestrian entrances to non-residential buildings should be located on the sidewalk; any entrances from parking areas should be incidental or emergency only.

UD-P-60 Parking should be located below-grade where possible.

UD-P-61 Above-grade parking structures should be wrapped with active uses in Pedestrian Priority Zones (see Figure 5-3).

UD-P-62 If active uses are not feasible on the ground floor of parking garages, frontages should be architecturally attractive. This may include unique designs and materials, such as glass, articulated masonry, murals or landscaping setbacks.

UD-P-63 Motor vehicles and interior lighting should not be visible from the exterior of parking garages.

Building to Street Interface

UD-P-64 Ground floor uses should be emphasized to facilitate pedestrian use, with standards for building frontage, fenestration, and entries.

UD-P-65 Buildings should be designed with ground level windows and building entries along the street.

UD-P-66 For all multifamily residential development, including high-rise, and along pedestrian-oriented streets, townhomes or other units with direct street access should be provided to promote individualization, family-friendly development, identity, and street safety.

UD-P-67 An open relationship between buildings and street edge should be maintained. Fencing and significant landscape barriers should be avoided, except to enclose individual yards.

NEIGHBORHOOD CENTERS

UD-P-68 The City shall foster development of neighborhood centers as identified in Figure 5-10 and described in Section 5.6.

UD-P-69 The pedestrian environment shall be enhanced with multiple neighborhood access points, through-streets, and pedestrian pathways.

UD-P-70 Street-level uses should reinforce neighborhood center streets and allow a vertical mix of a diverse range of land uses including offices, hotels and residential uses compatible with neighborhood center functions.

UD-P-71 Developments adjacent to neighborhood centers, parks or plazas should create an integrated and memorable relationship of architecture and open space. Orient primary building facades and entries to these spaces and maximize visual interest.

UD-P-72 Public space and plazas for gathering and expanded ground-floor retail activities are encouraged. These elements enhance the pedestrian realm and provide opportunities for social interaction.

IDENTITY AND GATEWAYS

UD-P-73 The City will create visual gateways through streetscape design, signage, and building massing to establish identity at key entry points to the city.

UD-P-74 The City will continue to invest in a citywide public art program that contributes to an awareness of the city's history and culture.

UD-P-75 The City will institute sign regulations that create an identity without dominating city and district appearance.

San Pablo Avenue features a Neighborhood Center around the Park Avenue intersection.



GOALS AND POLICIES

GOALS

CSN-G-1 Public health—A high level of public health and safety.

CONSERVATION

CSN-G-2 Improved air quality—Local ambient air quality levels that help meet regional attainment status and contain low levels of air pollutants.

CSN-G-3 Water quality and conservation—High-quality groundwater and surface water resources. Improved water conservation, increased use of recycled water, and reduced per capita water consumption.

CSN-G-4 Reduced per capita water consumption—By 2030, per capita water consumption will be reduced by 30 percent over 2008 levels.

CSN-G-5 Preservation and protection of natural resources—Preservation and enhancement of natural habitat, and protection of biological resources, particularly around the Emeryville Crescent.

CSN-G-6 Respect for the past—A community that respects and preserves the cultural resources of its past and integrates that history into future development.

CSN-G-7 Protection of cultural resources—Protection of historic, cultural, and archeological resources for the educational, aesthetic, environmental, and economic contribution that they make to Emeryville's identity and quality of life.

SAFETY

CSN-G-8 Protection from natural and man-made hazards—Protection of life, natural environment, and property from natural and manmade hazards due to seismic activity, hazardous material exposure or flood damage.

NOISE

CSN-G-9 Protection from noise—Protection of life, natural environment, and property from manmade hazards due to excessive noise exposure.

CSN-G-10 Ambient noise reduction—Strive to minimize increases in ambient noise levels.

POLICIES

Implementing actions supporting each policy are described in Chapter 8: Implementation Program.

CONSERVATION

Air Quality

(Note that policies within the Land Use, Transportation, and Sustainability chapters also reduce air pollutants, by encouraging walkability and alternative transportation measures, green buildings, and other energy efficiency improvements.)

CSN-P-1 Air quality will be maintained and improved by requiring project mitigation, such as Transportation Demand Management (TDM) techniques, where significant air quality impacts are identified.

CSN-P-2 The City will budget for clean fuels and vehicles in the City's long-range capital expenditure plans, to replace and improve the existing fleet of gasoline and diesel powered vehicles.

CSN-P-3 The City will coordinate air quality planning efforts with local, regional, and state agencies and support the Bay Area Air Quality Management District's efforts to monitor and control air pollutants from stationary sources.

CSN-P-4 Dust abatement actions are required for all new construction and redevelopment projects.

CSN-P-5 All large construction projects are required to reduce diesel exhaust emissions through use of alternate fuels and/or control devices.

CSN-P-6 Adequate buffer distances shall be provided between offensive odor sources and sensitive receptors, such as schools, hospitals, and community centers.

Water Quality and Conservation

CSN-P-7 New commercial and industrial activities, as well as construction and demolition practices, shall be regulated to minimize discharge of pollutant and sediment concentrations into San Francisco Bay.

CSN-P-8 The City will continue to support regional watershed conservation through local land use planning, open space policies, and water quality conservation efforts.

CSN-P-9 The City will continue programs to inform residents of the environmental effects of dumping household waste, such as motor oil, into storm drains that eventually discharge into San Francisco Bay.

CSN-P-10 New development is required to incorporate source control, site design, and storm water treatment to reduce pollutants in stormwater runoff.

CSN-P-11 Exterior uses of water for landscaping and other purposes shall be reduced to minimize or eliminate runoff and water waste.

CSN-P-12 The City promotes use of recycled water on landscaping and other non-food source plantings.

CSN-P-13 The City promotes construction and incorporation of cisterns, green roofs and other rainwater harvesting methods in existing, new and rehabilitation projects.

CSN-P-14 The City will allow homeowners to divert untreated rainwater for non-potable uses, such as outdoor irrigation and toilet flushing, through use of rainwater barrels or similar methods.

CSN-P-15 The City shall consider revising plumbing and building code requirements, as necessary, to allow for graywater and rainwater harvesting systems.

CSN-P-16 The City will continue to support the use of recycled water in new and rehabilitation projects, through the development process.

CSN-P-17 The City supports public education initiatives to encourage conservation of potable water.

Habitat

CSN-P-18 The City will encourage protection of essential habitat for special status species and support habitat protection and enhancement within Emeryville that are within the City's control.

CSN-P-19 The natural environment, including mature trees and landscaping, shall be protected from destruction during new construction and redevelopment. Adequate replacement shall be provided where protection is impossible.

CSN-P-20 The City encourages incorporation of native plants into landscape plans for new developments and City projects and parks and preservation of mature trees on new developments and City projects.

CSN-P-21 The City discourages use of non-native invasive species in any landscaped or natural areas.

CSN-P-22 Provide visual access to the Emeryville Crescent in a manner consistent with the protection of this fragile ecological system.

CSN-P-23 Where new trails or other improvements are proposed in the vicinity of the baylands and essential habitat for special-status species, require adequate avoidance and mitigation necessary to protect sensitive resources.

CSN-P-24 The City shall explore opportunities for habitat restoration and enhancement, particularly in larger parks and open space areas.

CSN-P-25 Appropriate avoidance measures will be implemented to minimize the loss of special status species nesting birds during new construction. This can be accomplished through timing of vegetation removal and building demolition during the non-nesting season or through preconstruction surveys where a potential for nesting remains on proposed development sites.

Cultural Resources

CSN-P-26 The City encourages developers to reuse existing historic or architecturally significant structures.

CSN-P-27 Development that proposes to demolish identified historic resources shall be reviewed on a case by case basis to determine if the benefit of preserving the resource is outweighed by benefit of the new development.

CSN-P-28 The City shall continue to implement ordinances pertaining to architecturally significant structures, and as necessary refine and update these to ensure adequate recognition and incentives for reuse.

CSN-P-29 New development adjacent to historic and architecturally significant structures shall be reviewed for compatibility with the character of the structure and the surrounding neighborhood.

CSN-P-30 Archaeological sites and resources shall be protected from damage. Areas found to contain significant indigenous artifacts shall be examined by a qualified archaeologist for recommendations concerning protection and preservation.

CSN-P-31 If demolition of a historical or architecturally significant building is necessary for safety reasons, attempt to preserve the building façade for adaptive reuse during reconstruction.

CSN-P-32 The City encourages municipal and community awareness and support for Emeryville's historic, cultural, and archeological resources.

CSN-P-33 In order to reduce light pollution and use less energy, lighting (including on streets, recreational facilities, and in parking areas) should be designed to prevent artificial lighting from illumi-

nating natural resources or adjacent residential neighborhoods.

SAFETY

The Fire Department manages an emergency operations plan for the city and a set of evacuation routes in the event of an emergency. Policies are described in Chapter 4: Parks, Open Space, and Public Facilities.

Geologic, Soils, and Seismic Hazards

CSN-P-34 The City will continue to regulate development, including remodeling or structural rehabilitation, to ensure adequate mitigation of safety hazards on sites having a history or threat of seismic dangers, erosion, subsidence, or flooding.

CSN-P-35 The City will require geotechnical investigation of all sites proposed for development in areas where geologic conditions or soil types are susceptible to liquefaction (see “very high” and high” level areas on Figure 6-4). The City also requires submission of geotechnical investigation and demonstration that project conforms to all recommended mitigation measures prior to city approval (as required by State law).

CSN-P-36 The City will continue to require soil erosion control measures during construction.

CSN-P-37 The City will enforce regulation of potentially hazardous structures to be retrofitted and made safe and encourage property owners to abate or remove structural hazards that create unaccepted levels of risk.

Hazardous Materials

CSN-P-38 Prior to reuse, development sites will be remediated, according to relevant State and federal regulations.

CSN-P-39 The City will enforce regulation of local and State laws regarding the production, use, storage, and transportation of hazardous materials and waste.

CSN-P-40 The City requires abatement of lead-based paint and asbestos prior to structural renovation or demolition, and compliance with all State, Federal, Occupational Safety and Health Administration, Bay Area Air Quality Management District, Alameda County, and local rules and regulations.

CSN-P-41 Development on sites with known contamination of soil and groundwater shall be regulated to ensure that construction workers, future occupants, and the environment as a whole, are adequately protected from hazards associated with contamination.

CSN-P-42 The City supports public awareness and participation in household waste management, control, and recycling.

CSN-P-43 Siting of businesses that use, store, process, or dispose of substantial quantities of hazardous materials shall be carefully restricted in areas subject to very strong levels of ground shaking (Figure 6-2)

Flooding and Drainage

CSN-P-44 The City will continue to require development projects to implement on-site stormwater management measures through the City’s development permit process.

CSN-P-45 Storm drains shall be maintained, and replaced or upgraded as needed to reduce potential flooding.

CSN-P-46 The City will cooperate with State and federal agencies to address flooding risks due to dam inundation, tsunamis, sea level rise, or major flood events.

Fire Hazards

CSN-P-47 The City will continue to specify minimum water pressure flows to ensure adequate flow in the event of a fire.

Evacuation Routes and Safety Standards

CSN-P-48 San Pablo Avenue, Hollis Street, and Interstate-80 will continue to serve as evacuation routes in case of emergency.

CSN-P-49 The City will continue to require minimum roadway widths to ensure access for emergency vehicles.

NOISE

Chapter 2: Land Use also contains policies regarding how to avoid noise impacts through and use program and siting.

CSN-P-50 The community noise compatibility standards (Figure 6-11) shall be used as review criteria for new land uses.

CSN-P-51 Noise impacts should be controlled at the noise source where feasible, as opposed to at receptor end. This includes measures to buffer, dampen or actively cancel noise sources.

CSN-P-52 Occupants of existing and new buildings should be protected from exposure to excessive noise, particularly adjacent to Interstate-80 and the railroad.

CSN-P-53 A noise study and mitigation measures shall be required for all projects that have noise exposure levels greater than “normally acceptable” levels.

CSN-P-54 Developers shall reduce the noise impacts on new development through appropriate means (e.g. double-paned or soundproof windows, setbacks, berming, and screening). This noise attenuation method should avoid the use of visible sound walls.

CSN-P-55 Site design, building design, hours of operation, and other techniques, for new developments deemed to be noise generators shall be used to control noise sources.

CSN-P-56 The City will work with the California Public Utilities Commission, other pertinent agencies and stakeholders to determine the feasibility of developing a railroad quiet zone in Emeryville.

CSN-P-57 The City shall require noise buffering, dampening, or active cancellation, on roof-top or other outdoor mechanical equipment located near residences, parks, and other noise sensitive land uses.

CSN-P-58 The City shall limit the potential noise impacts of construction activities on surrounding land uses through Noise Ordinance regulations that address allowed days and hours of construction, types of work, construction equipment, notification of neighbors, and sound attenuation devices.

GOALS AND POLICIES

GOALS

OVERALL SUSTAINABILITY

ST-G-1 A balance among the three E's of sustainability—A healthy environment; equity in access to and distribution of goods, services and resources; and a vibrant economy for local businesses and the municipality.

ST-G-2 Continuous environmental improvement—Sustainable development through implementation of existing policies and programs.

ST-G-3 Salient and current—A municipality and citizenry informed of evolving technology and new approaches to sustainability.

ST-G-4 Collaboration in sustainability initiatives—Coordination and collaboration with efforts outside the City to improve local conditions.

ST-G-5 An advocate for sustainability—The City will serve as an advocate for sustainability for the municipality and the community.

ENERGY

ST-G-6 Energy conservation—Fifty percent reduction in energy consumption for all sectors—transportation, industrial/com-

mercial, residential, and waste, over 2008 levels, by 2017.

The Climate Action Plan describes additional energy goals. This document should be referenced for details.

WASTE

ST-G-7 Waste reduction—Fifty percent reduction in waste to landfill, over 2004 levels, by 2020.

The Climate Action Plan describes waste reduction goals. This document should be referenced for details.

LAND USE AND URBAN DESIGN

The Climate Action Plan and Land Use Element of the General Plan sufficiently describe land use goals. The Urban Design Element of the General Plan describes urban design goals. These documents should be referenced for details.

GREEN BUILDING

ST-G-8 Environmentally-friendly and energy-efficient buildings and landscaping—Green building and Bay-Friendly Landscaping practices throughout Emeryville in new construction, redevelopment and retrofit projects.

TRANSPORTATION

The Climate Action Plan and Transportation Element of the General Plan describe transportation goals. These documents should be referenced for details.

ENVIRONMENTAL HEALTH

ST-G-9 Purchasing and consumption to improve public health—Increased purchasing of Environmentally Preferable products such as those that are biodegradable, recycled-content, reused less-toxic and other low-carbon materials in municipal and community purchasing.

ST-G-10 Access to healthy foods—A food system where all residents have financial and physical access to culturally appropriate, affordable, nutritious foods that were grown and transported in an environmentally preferable system.

WATER

The Conservation, Safety, and Noise Element of the General Plan describes water quality, supply, and conservation goals. This chapter should be referenced for details.

POLICIES

Implementing actions supporting each policy are described in Chapter 8: Implementation Program.

ENERGY

ST-P-1 The City shall maintain Climate Action Plan to achieve energy efficiency and conservation goals.

WASTE

ST-P-2 The City shall maintain a Climate Action Plan to achieve waste reduction goals.

ST-P-3 The City shall adopt a Zero Waste Plan and actions for the year 2030, by 2010.

ST-P-4 The City shall negotiate a new Zero Waste Franchise Agreement with a hauling company that uses waste reduction programs and the disposal rate structure to monetarily incentivize recycling and composting which will result in zero tons of methane-producing materials going to landfill by 2030.

LAND USE AND URBAN DESIGN

The Climate Action Plan and Land Use Element of the General Plan describe policies to achieve land use goals. The Urban Design Element of the General Plan describes policies to achieve urban design goals. These documents should be referenced for details.

Green Building

ST-P-5 The City shall encourage, promote, practice, and where feasible, require Bay-Friendly landscaping practices as defined in the Bay-Friendly Landscape Guidelines, Sustainable Practices for Landscape Professionals.

ST-P-6 The City shall collaborate with residents, businesses, and other members of the community, including architects, builders and contractors, to encourage private development within the City to use green building methods and practices and to achieve standards set by LEED™ for commercial buildings and the Alameda County Residential Green Building Guidelines for residential projects.

ST-P-7 The City shall adopt a construction and demolition waste recycling ordinance which will require that, except in unusual circumstances, all construction, demolition and renovation projects meeting a certain size or dollar value, to divert from the waste stream, 100% of all portland cement concrete and asphalt concrete and an average of at least fifty (50) percent of all remaining debris from

construction, demolition, and renovation projects.

ST-P-8 The City shall establish incentives for energy retrofits to support implementation of photovoltaic and other renewable energy technologies that result in an energy savings of at least 20 percent when compared to consumption that would occur with traditional energy sources.

ST-P-9 The City shall support companies working in the sustainability sector (such as materials recycling or green building) to locate in Emeryville.

TRANSPORTATION

The Climate Action Plan and Transportation Element of the General Plan describe policies to achieve transportation goals. These documents should be referenced for details.

ENVIRONMENTAL HEALTH

ST-P-10 The City shall develop and implement an Environmentally Preferable Product Purchasing program for municipal purchases that targets products and services, which minimize environmental impacts, toxics, pollution, and hazards to worker and community safety to the greatest extent possible.

ST-P-11 The City shall support education initiatives that encourage private companies and residences to purchase Environmentally Preferable products and services

ST-P-12 The City shall support community outreach and education to improve organic and local food systems in the city.

ST-P-13 The City shall incorporate local and organic food as part of the proposed municipal purchasing program.

WATER

The Conservation, Safety, and Noise Element of the General Plan describes policies to achieve water quality, supply, and conservation goals. This chapter should be referenced for details.