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INTRODUCTION & OVERVIEW

Emeryville, one of the smallest cities in California, covers an area of 1.2 square miles. It is located between Berkeley to the north, Oakland to the south, and the San Francisco Bay to the west. At the eastern end of the San Francisco Bay Bridge, Emeryville is the gateway to the East Bay.



Emeryville was incorporated in 1896 as a city of industry and business at transportation cross-roads. After several decades of decline as major industries closed and relocated, Emeryville has remade itself into a dynamic mixed-use community, home to global leaders in film-making, biotechnology, software, and other high-tech industries; an incubator for entrepreneurs and innovation; a retail and entertainment destination, with flourishing arts, food, and culture; and a growing residential community.

This General Plan is designed to guide growth and development. The Plan focuses on enhancing livability and quality of life for the city's expanding population; fostering responsible sustainable development; increasing connectivity; and enhancing the public realm. The General Plan articulates a vision for the City focusing on broad objectives such as "quality of life" and "community character." It also sets forth actions to be undertaken by the City to achieve those goals. It is clear that such broad objectives can only be attained if they are translated into actions that are tangible and that can be implemented. At the same time, it is also recognized that this General Plan is indeed general in nature, allowing for flexibility and evolution. It can thus be anticipated that changing times, challenges, opportunities, market conditions, and fiscal realities may necessitate amendments to this General Plan. Nonetheless, amendments should be undertaken thoughtfully and without losing sight of the overall vision expressed in this document.

1.1 GUIDING PRINCIPLES

The Guiding Principles are at the heart of the General Plan. Collectively, they express a community vision for Emeryville's evolution from a center of commerce into a livable and diverse city. These Principles provide the platform for the goals, policies, and actions of the Plan. They have been crafted with input from the community, and respond to specific opportunities and challenges.

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.

1.2 PUBLIC PARTICIPATION IN PREPARING THE PLAN

The Guiding Principles and this General Plan are the product of a four-year relationship among community members and stakeholders to develop a Plan that reflects the goals and desires of the community. Public participation was structured for each phase of the planning process: issue identification, vision and goal setting, alternatives analysis, and synthesis of ideas and policies. During each phase, participants were asked for ideas and input through: public workshops and meetings; targeted outreach to youth; General Plan Steering Committee meetings; workshops with the City Council and Planning Commission; a project website; newsletters and media coverage; and a citywide survey. Interim products were disseminated through the project website and study sessions with City Council and Planning Commission.

Central to the process was the 16-member Steering Committee that shepherded the process and shaped the Plan. The Steering Committee's charge to consider input from the broader public was accomplished by a series of public workshops where residents and other stakeholders weighed in on issues and recommendations. The Planning Commission and the City Council were involved at all key stages in the process. Community members also had opportunities to comment during these public meetings. Because of the participation of hundreds of people, the General Plan comprehensively responds to the needs of the wide variety of stakeholders and the vision of urban culture articulated by the Guiding Principles.

1.3 SCOPE AND PURPOSE OF THE GENERAL PLAN

General Plan Purpose

The General Plan governs all City actions relating to Emeryville's physical development. The General Plan is mandated by and derives its authority from California Government Code Section 65300, which requires each city and county in California to adopt a General Plan, for the physical development of the county or city, and any land outside its boundaries which bears relation to its planning. The Emeryville General Plan is a document adopted by the City Council that serves several purposes:

- To outline a vision for Emeryville's long-term physical and economic development and community enhancement;
- To provide strategies and specific implementing actions that will allow this vision to be accomplished;
- To establish a basis for judging whether specific development proposals and public projects are in harmony with Plan policies and standards;
- To allow City departments, other public agencies, and private developers to design projects that will enhance the character of the community, preserve and enhance critical environmental resources, and minimize hazards; and
- To provide the basis for establishing and setting priorities for detailed plans and implementing programs, such as the Zoning Ordinance, Design Guidelines, the Capital Improvements Program, facilities plans, and redevelopment and area plans.



Community workshops for the general public (top) and targeted to youth (middle) provided opportunities for input that shaped the Plan. The General Plan and Zoning Update Steering Committee on a city tour (bottom).

State law requires that a variety of City actions be consistent with the General Plan so regular ongoing use of the Plan is essential. The Plan is both general and long-range and there will be circumstances and instances when detailed studies are necessary before Plan policies can be implemented.

General Plan Requirements

A city's general plan has been described as its constitution for development – the framework within which decisions must be made on how to grow, provide public services and facilities, and protect and enhance the environment. California's tradition of allowing local control over land use decisions means that the state's cities have considerable flexibility in preparing their general plans.

While they allow considerable flexibility, state planning laws do establish basic requirements about the issues that general plans must address. The California Government Code establishes both the content of general plans and rules for their adoption and subsequent amendment. Together, State law and judicial decisions establish three overall guidelines for general plans.

- *The General Plan Must Be Comprehensive.* This requirement has two aspects. First, the general plan must be geographically comprehensive. That is, it must apply throughout the entire incorporated area and it should include other areas that the City determines are relevant to its planning. Second, the general plan must address the full range of issues that affects the City's physical development.
- *The General Plan Must Be Internally Consistent.* This requirement means that the General Plan must fully integrate its separate parts and relate

them to each other without conflict. "Horizontal" consistency applies as much to figures and diagrams as to the general plan text. It also applies to data and analysis as well as policies. All adopted portions of the general plan, whether required by State law or not, have equal legal weight. None may supersede another, so the General Plan must resolve conflicts among the provisions of each element.

- *The General Plan Must Be Long-Range.* Because anticipated development will affect the City and the people who live or work there for years to come, State law requires every general plan to take a long-term perspective. The time horizon for this general plan is approximately 20 years.

1.4 REGIONAL LOCATION AND PLANNING BOUNDARIES

Emeryville is located on the east shore of the San Francisco Bay in Alameda County, bordered by the City of Berkeley to its north and the City of Oakland to the east and south. Interstate 80/580 passes through Emeryville towards Sacramento, running north from the Bay Bridge, while Interstate 580 towards Hayward passes just to its south. Figure 1-1 illustrates the city's regional location.

The city is compact, occupying only 1.2 square miles. Emeryville is largely flat and is distinguished by a peninsula created in the 1960s that extends just over a mile into the Bay.

The planning boundaries for the new General Plan coincide with the city limits, with the exception of a small area to the south of the city that is under a Joint Planning Authority between Oakland and Emeryville. The Eastshore State Park is regulated by the State. Coordination with the surrounding communities will also be required in several areas that affect Emeryville, such as greenway connections to Mandela Parkway, bicycle routes, and Ashby Avenue interchange improvements. Also, the Tom Bates Regional Sports Complex in northwest Berkeley is administered through a Joint Powers Agreement of several cities, including Emeryville.

1.5 EMERYVILLE EVOLUTION

Early Settlement

Before the colonization of the area by Spain in 1776, the Emeryville area was the site of extensive Native American settlements. Mudflats rich with clams and rocky areas with oysters, plus fishing, hunting, and acorns from the local oak trees, provided a rich and easily exploited food source for the residents. They would dispose of their clam and oyster shells in a single place, over time creating a huge mound—the Emeryville Shellmound.

After settlement by Europeans, Emeryville became a city in its own right, largely through the efforts of businessman Joseph S. Emery. Emery came to California in 1850 looking for gold, but eventually started a stonework contracting business in San Francisco. In 1859, Emery purchased a 185-acre tract of land north of Oakland and began to develop projects in the area. A community began to develop around the Emery Tract, and the town of Emeryville was officially incorporated in 1896, taking the name of its founder. The Emeryville town hall was completed in 1903, and still stands as the center for local government today. (For an expanded understanding of Emeryville's history and historical and cultural resources, see Chapter 6.)



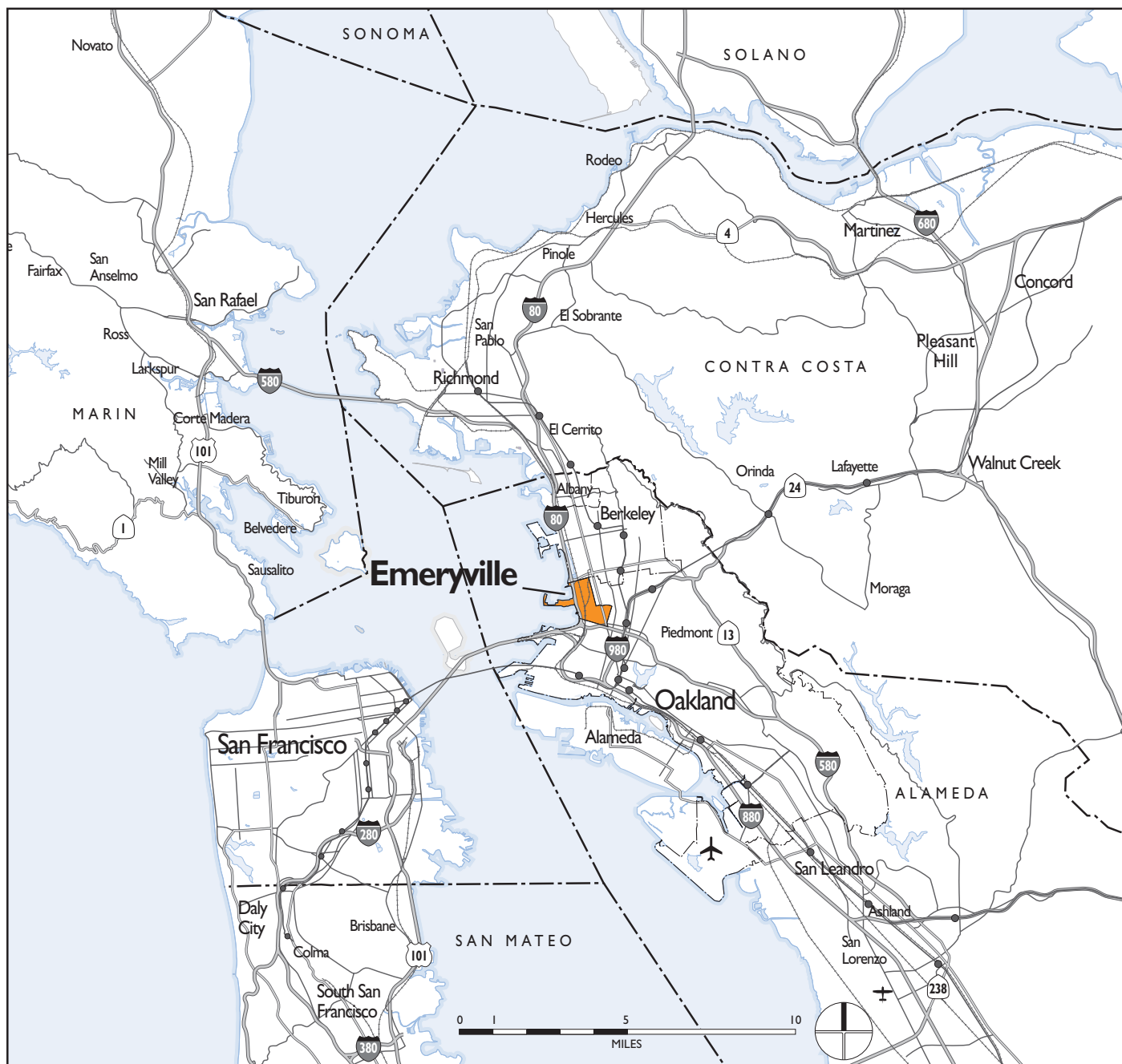
The historic Park Avenue District.



Developing on fill between the Eastshore Highway and the railroad, circa 1944.

© City of Emeryville

FIGURE 1-1
Regional Context



Industrialization

In 1871 Emery financed the construction of the San Pablo Avenue Horse Cart Railroad, which connected Oakland to Emeryville. He was also one of the primary builders of the California-Nevada Railroad, which began in Oakland, crossed the burgeoning Emery Tract, and terminated in Orinda. Emeryville soon became a city of big industrial enterprises and rail terminals. The 1870s also saw the construction of a large horse racing track on the north side of Park Avenue, which operated until 1915, and the amusement center of Shellmound Park, which stood until 1924. Successive years saw further consolidation of industry, including the paint factory of Sherwin-Williams and Shell Development, the research arm of Shell Oil Company. Residential areas remained confined to small portions at the city's eastern edge, bordering Oakland. As the city built out, bay fill was considered viable for creating new land. The Emeryville Peninsula was created in the 1960s by filling shallow water areas with demolition debris.²

1970s to Today: A Growing Community

In the 1970s Emeryville's landscape began to change once again as some of the city's older industries had already begun to move to the suburbs or close up shop altogether. The city's first major residential development—the 1,249-unit Watergate Apartments—was completed in 1974. In the mid 1970s Emeryville created parks and a 500-berth marina by filling in 7.8 additional acres of the San Francisco Bay to create a small boat harbor. Multi-story office buildings rose between the Eastshore Freeway and San Francisco

Bay. In 1980, the 112-unit Emery Bay Village residential development was added.

With vacant warehouse and industrial space becoming available, Emeryville began to see the development of a community of artists who converted several of the buildings into live/work space. In 1984, a 583-unit housing development—the high-rise Pacific Park Plaza—was completed. Between them, Watergate, Emery Bay Village, and Pacific Park Plaza doubled the city's population to nearly 5,000 residents.

Almost all of the area to the west of the railroad tracks was developed between 1975 and 2005. Retail and office uses in large-scale redevelopment projects, such as Bay Street, IKEA, the Marketplace, and Powell Street Plaza, occupy much of this area. Development to the east of the railroad is more diverse in use, scale, and age. Here, industrial, office, and residential uses are geographically closer to one another. Two large corporate campuses—Novartis and Pixar—occupy much of the area between Park Avenue and Powell Street, along with a Pacific Gas & Electric facility. City Hall and the City's Civic Center are situated nearby, in the historic Park Avenue District, while Emery Secondary School is located East of Hollis. “Big box” retail, including the East Bay Bridge Center, fills the southern end of the city.



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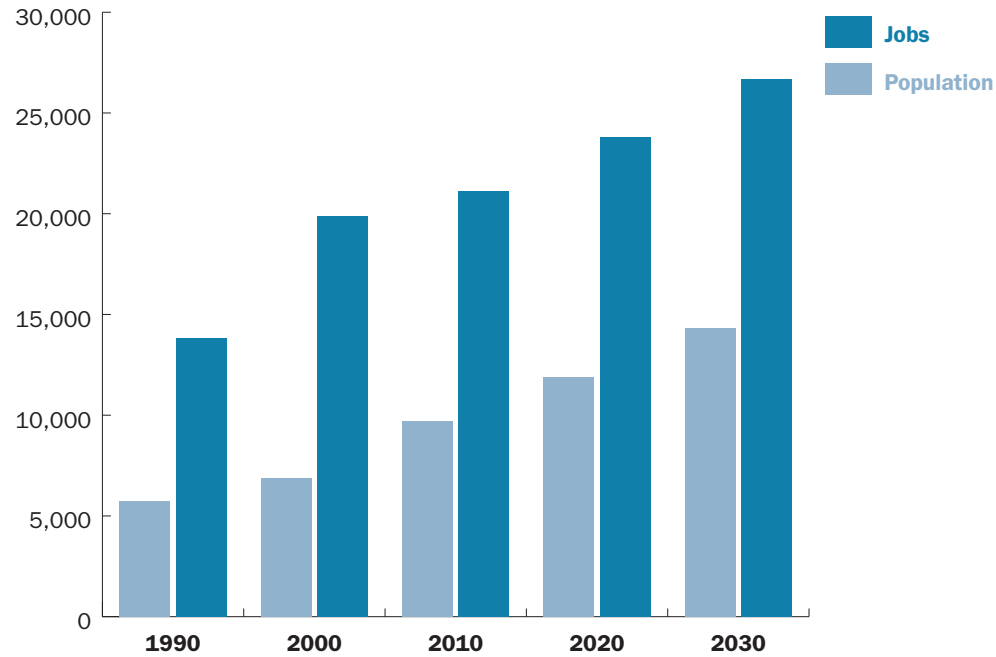


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The Key System streetcar lines contributed to the urban form we see today.

² Background history adapted from *Images of America: Emeryville*. Emeryville Historical Society. San Francisco, CA: 2005.

CHART 1-1: Historical and Projected Population and Job Trends



Source: US Census and ABAG Projections 2007.

Population and Job Trends

As large tracts of industrial land—originally built at low intensities and supporting many fewer workers per acre of land than contemporary businesses—have continued to be redeveloped, Emeryville’s transformation over the past two decades has been dramatic, with substantial increases in employment and population. In one year alone (Jan. 1, 2007 to Jan. 1, 2008), the City’s population grew by 6.5 percent—the second highest growth rate in the Bay Area. Chart 1-1 illustrates population and growth since 1990, and projected to 2030, according to the Association of Bay Area Governments. These projections represent a tremendous 150 percent increase in population over the 40-year period. Although employment levels in the City are higher overall, the growth rate is projected to be relatively lower: a still-impressive 93 percent between 1990 and 2030.

1.6 GENERAL PLAN BUILDOUT AND FISCAL SUSTAINABILITY

General Plan Buildout

Full development under the General Plan is referred to as “buildout.” The Plan is not intended to specify or anticipate when buildout will actually occur nor does the designation of a site for a certain use necessarily mean that the site will be redeveloped with that use during the planning period. The buildout does give an indication of potential population and employment trends and allows the City to plan for growth accordingly. Table 1-1 describes population, housing unit and job projections according to analyses undertaken for this General Plan. These results project higher levels of population and employment growth compared with the regional government’s projections for 2030, described above. In this case, population is projected to grow by 71 percent over the General Plan period to 16,600 residents; housing units are projected to grow to over 9,600 units—a 64 percent increase; and employment growth expected at 46 percent to approximately 30,000 jobs. Refer to Chapter 2: Land Use for a more detailed analysis of the General Plan buildout.

Fiscal Sustainability

Maintaining the fiscal health of the City is essential to ensuring that amenities envisioned in the General Plan can be implemented and sustained. As virtually all of Emeryville falls within a Redevelopment Area, the City is able to raise revenue through tax increment financing and fund major capital improvement projects. However, the 1976 Project Area will expire in 2019, and the Shellmound Project Area will expire in 2028, both during the General Plan period. In addition to redevelopment funds, the mixed-use land use pattern proposed in the Land Use Element creates a

TABLE 1-1: General Plan Development Buildout Potential

	Existing (2008)	Buildout (2030)	Percent Change
Population	9,727	16,600	71%
Housing Units	5,988	9,800	64%
Jobs ¹	20,552	30,000	46%

¹ Existing 2008 jobs calculated from annual growth rate assumed by ABAG for 2005-2010: 1.5%

Source: Department of Finance 2008, ABAG Projections 2007, City of Emeryville, Dyett and Bhatia 2008.

The General Plan seeks to maintain the City’s fiscal health as Emeryville continues to grow.



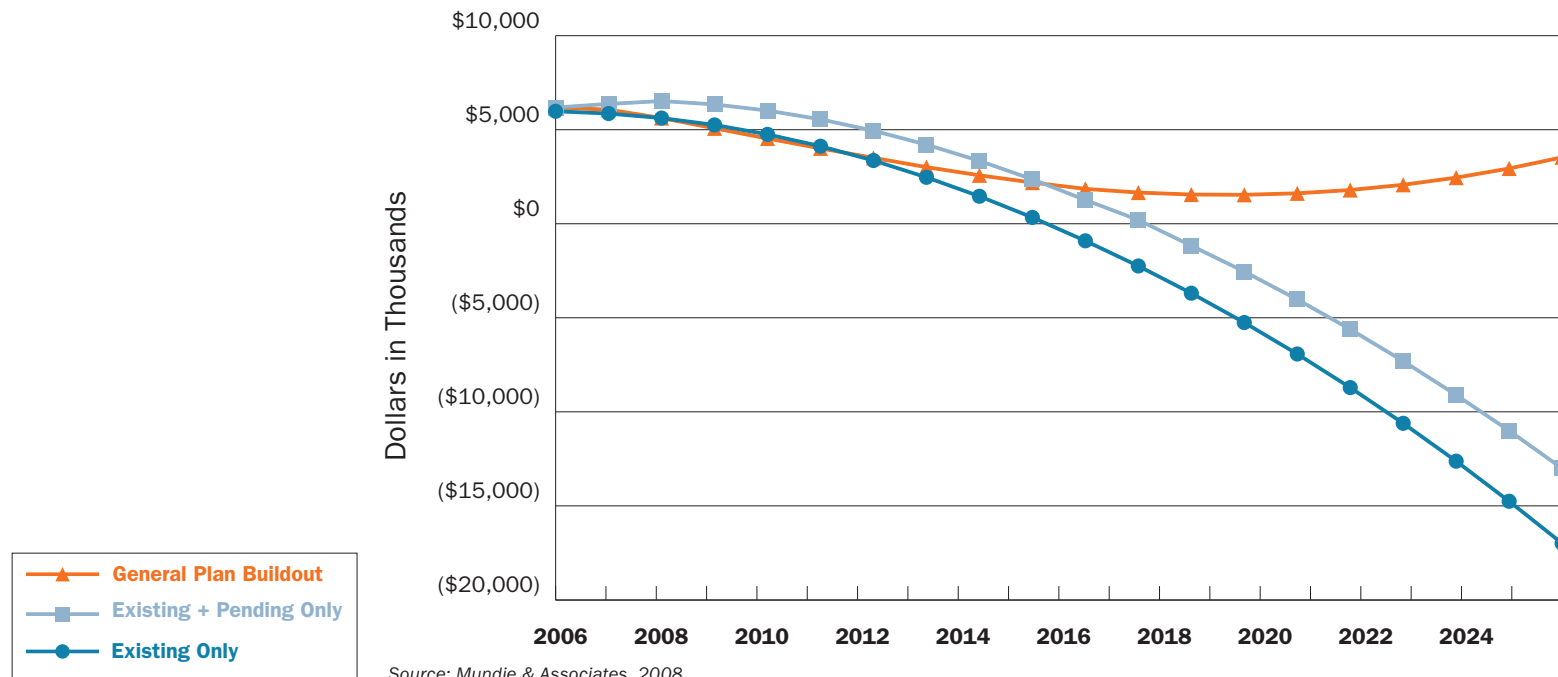
diverse revenue stream (from sales, transient-occupancy, and other taxes) that will allow for the City to fund community amenities, sustainability initiatives, and other new programming. This multi-faceted land use approach will allow the city to be flexible and resilient as market conditions change. An analysis of projected General Fund revenues illustrates the benefit of this mix of uses.

Chart 1-2 compares the balance in the General Fund Reserves under the General Plan buildout scenario to “existing” development and “existing and pending” (which includes projects that have been approved or are under construction). The “existing” and “existing

and pending” projections show a negative balance in the General Fund beginning in 2015 and 2017, respectively. On the other hand, the General Plan buildout scenario projects a continuous positive balance through the life of the Plan. This scenario represents a much better outcome for the fiscal health of the City.

While changing broader economic circumstances may result in changes to the absolute dollars shown in Chart 1-2, the relationship between these three scenarios is the most important aspect. This General Plan represents the best option regardless of economic conditions.

CHART 1-2: Balance in General Fund Reserves at Buildout



1.7 PLAN ORGANIZATION

General Plan Structure

State law mandates that general plans include seven elements: Land Use, Circulation, Open Space, Conservation, Noise, Safety and Housing. Elements for other topics of local concern may also be included. This General Plan includes two optional elements: Urban Design and Sustainability. Table 1-2 illustrates how the nine elements are arranged.

Following Chapter 7, an Implementation Program describes the implementing actions and responsible City departments that will carry out the policies in order to achieve General Plan goals. This structure is described further in the section below.

Organization of the Elements and Policy Structure

Each chapter of this General Plan includes brief background information to establish the context for the goals and policies in the chapter. This background material is not a comprehensive statement of existing conditions nor does it contain any adopted information. (Readers interested in a comprehensive understanding of issues related to a particular topic should refer to *Emeryville General Plan Update: Opportunities and Challenges Report; January 2006*.) This background information is followed by goals and policies. Actions are housed in the Implementation Program.

- **Goals** are the City's statements of broad direction, philosophy, or standards to be achieved.
- **Policies** are specific statements that guide decision making. They may refer to existing programs or

development standards or call for establishment of new ones.

- **Actions** are implementation measures to carry out general plan policies. Each policy has at least one implementing action. Actions and the relevant City department or agency that will be implementing the actions, are described in a matrix within the Implementation Program.

Together, the goals and policies articulate a vision for Emeryville that the General Plan seeks to achieve. They also provide protection for the city's resources by establishing planning requirements, programs, standards, and criteria for project review.

Explanatory material accompanies some policies. This explanatory material provides background information or is intended to guide Plan implementation. The use of "should" or "would" indicates that a statement is advisory, not binding; details will need

TABLE 1-2: Correspondence Between Required General Plan Elements and the Emeryville General Plan

Element	Where included in the General Plan
Land Use	Chapter 2: Land Use
Circulation	Chapter 3: Transportation
Conservation	Chapter 6: Conservation, Safety and Noise
Open Space	Chapter 6: Conservation, Safety and Noise; and Chapter 4: Parks, Open Space, and Public Facilities
Safety	Chapter 6: Conservation, Safety and Noise
Noise	Chapter 6: Conservation, Safety and Noise
Urban Design (optional)	Chapter 5: Urban Design
Sustainability (optional)	Chapter 7: Sustainability and Chapters 2-6
Housing	Separate Document

to be resolved in Plan implementation. Where the same topic is addressed in more than one chapter, sections and policies are cross-referred.

Numbering System

Goals, policies, and actions in the General Plan are organized using a two-part numbering system. The first part refers to the element and the second represents the order in which the goal, policy, or action appear, with a letter designation to distinguish goals (G), policies (P), and actions (A). For example, the first goal in the Land Use Element is numbered LU-G-1 and the first policy is LU-P-1. Thus, each goal and policy in the Plan has a discrete number for easy reference.



Interim reports based on technical analysis and community outreach efforts helped to form the General Plan.

1.8 RELATED STUDIES

As part of the General Plan preparation, several technical studies were conducted to document environmental conditions, and analyze prospects for economic development, community character and growth, and development alternatives. In addition, summaries of community outreach activities were prepared to document findings from community workshops, stakeholder interviews and a community survey. Studies and reports prepared include:

- Report on Stakeholder Interviews; June 2005.
- Report on Community Workshop #1; June 2005.
- General Plan Update Survey Report; November 2005.
- Emeryville General Plan Update: Opportunities and Challenges Report; October 2005 (updated January 2006)
- Report on Youth Workshop; May 2006.
- Alternative Plans Workbook; October 2006;
- Report on Community Workshop #2; February 2007.
- Fiscal and Financial Impacts of Future Development Scenarios; March 2007
- Draft Plan Framework; March 2008.
- Draft Environmental Impact Report; 2009
- Final Environmental Impact Report; 2009

While these background studies and environmental documents have guided Plan preparation, they do not represent adopted City policy.

1.9 THE PLANNING PROCESS

The City's planning process includes monitoring and updating the General Plan and preparing of area plans for various parts of the city. An Annual General Plan Report will provide an overview of the status of the General Plan and its implementation programs.

Amendments to the General Plan

As the City's constitution for development, the General Plan is the heart of the planning process. It is intended to be a living document and, as such, will be subject to site-specific and comprehensive amendments over time. Amendments also may be needed from time to time to conform to State or federal law passed since adoption, and to eliminate or modify policies that may become obsolete or unrealistic due to changed conditions (such as completion of a task or project, development on a site, or adoption of an ordinance or area plan).

State law limits how frequently a city can amend its general plan. Generally, no jurisdiction can amend any mandatory element of its general plan more than four times in one year, although each amendment may include more than one change to the general plan. This restriction, however, does not apply to amendments to:

- Update optional elements (such as the Urban Design and Sustainability elements);
- Allow development of affordable housing;
- Comply with a court decision; or
- Comply with an applicable airport land use plan.

Area, Neighborhood, and Redevelopment Plans

Emeryville maintains plans for some areas within the City to tailor appropriate development standards and policies to the individual character of neighborhoods. Figure 1-2 shows the general location of the city's districts. Figures 1-3 and 1-4 show the planning areas for existing area and neighborhood plans, and redevelopment plans, respectively. Although these plans do not necessarily address all of the topics required by State law for general or specific plans, they must be consistent with the General Plan.

Area and Neighborhood Plans

North Hollis Area Urban Design Program

The North Hollis Area Urban Design Program was implemented through the North Hollis Overlay Zone. The plan covers the northeast corner of the city. This plan calls for infill residential uses that complement the existing neighborhood and stimulate use of the Greenway; the discouragement of through-traffic; a balance of automobile access with other transportation modes; sufficient public parking; and private development that enhances the character and pedestrian improvements of the area.

San Pablo Avenue Urban Design Plan

The San Pablo Avenue Urban Design Plan outlines a phased strategy for the development of San Pablo Avenue into an active, attractive, neighborhood retail center. The document targets land uses for three phases of catalyst projects, establishes goals for public circulation and streetscape improvements, and design guidelines for new development along and near the avenue. Much of the plan, which was written around 1990, has already been implemented.



Area plans will continue to guide development in their respective areas, such as North Hollis and the Park Avenue District.

FIGURE 1-2
City Districts

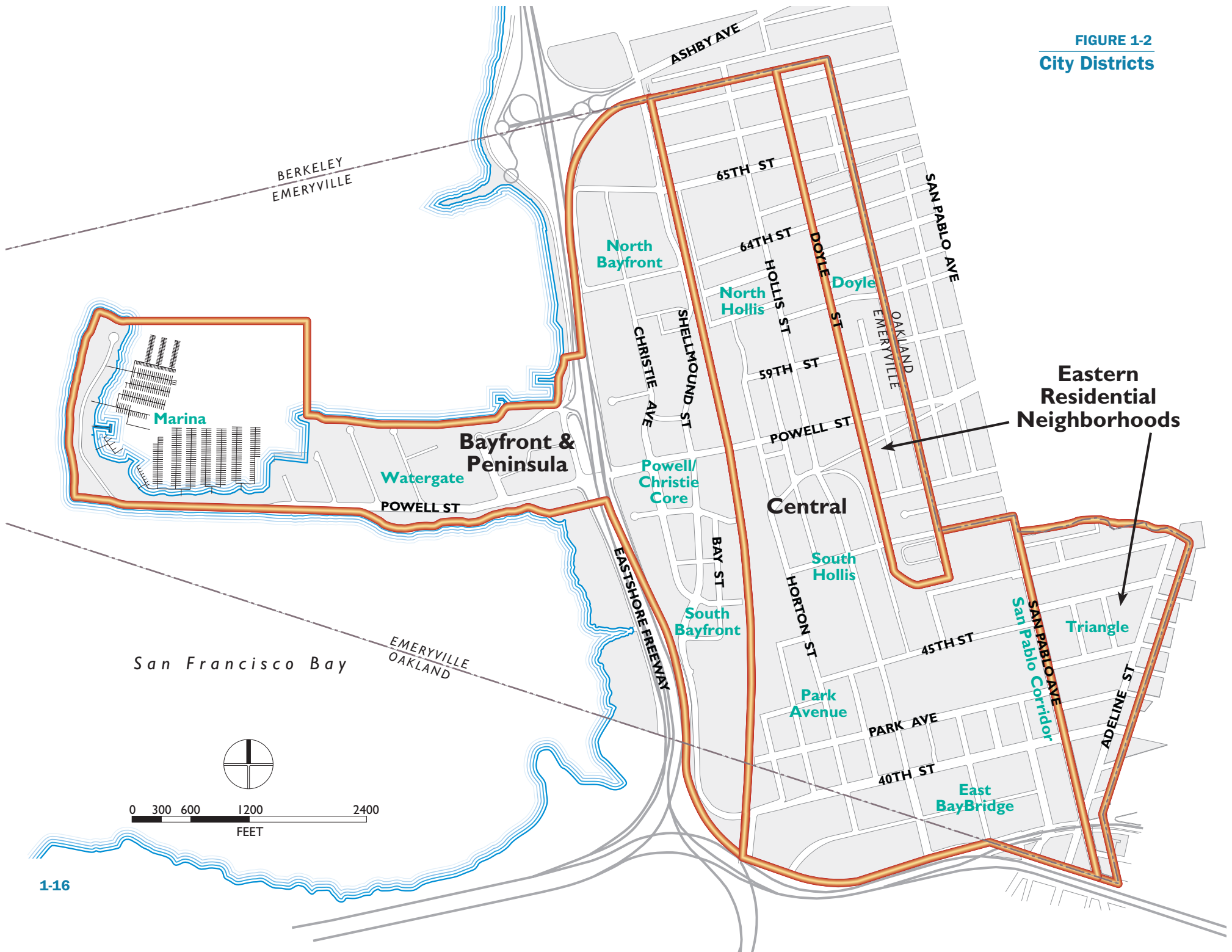
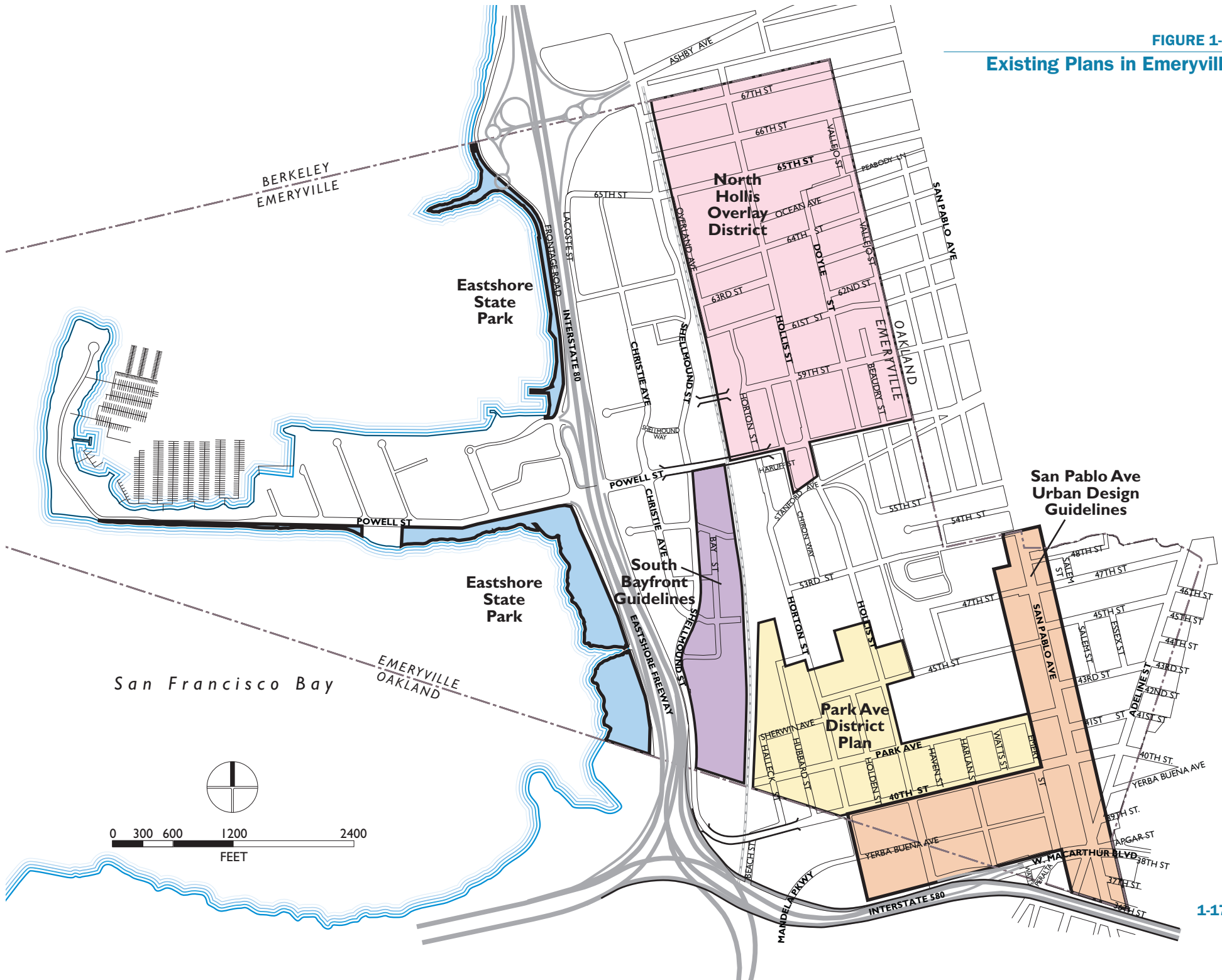


FIGURE 1-3

Existing Plans in Emeryville





Redevelopment funding has played a key role in Emeryville's retail and business development.

South Bayfront Design Guidelines

The South Bayfront Design Guidelines cover the South Bayfront district and the area south of Powell Street between the railroad and I-80. The plan lays out eight high-level site design principles for the development of the district and presents three development concepts which follow these guidelines. Each concept includes a set of possible land uses, building configurations, and circulation patterns. Much of the South Bayfront has already been developed according to these guidelines, which were established in 1997.

Park Avenue District Plan

The Park Avenue District Plan establishes incentives and development guidelines toward the creation of a vibrant, mixed-use neighborhood. It seeks to preserve the area's small parcels and historic buildings and encourage private development of live/work housing, small-scale businesses, pedestrian and bicycle accessibility, and 24-hour community uses. These uses will be supplemented with public investments, which may include an arts center, public parking facilities, community open space, and improved sidewalks.

Redevelopment Plans

The objectives of the Redevelopment Agency are to eliminate blight, provide for economic revitalization, preserve and improve existing residential areas, establish a more beneficial mix of land uses, and restore the public infrastructure. California redevelopment law provides tax increment financing as a source of revenue to redevelopment agencies to fund redevelopment activities. Over the past 30 years, the City's Redevelopment Agency has been responsible in large part for the City's tremendous growth in the retail and office sectors, and revenue generation that has allowed for citywide capital improvements. The City contains two redevelopment project areas, covering nearly the entire city, as shown in Figure 1-4. The older of the two, the

503-acre 1976 Project Area, will be operational until 2019, the 270-acre Shellmound Project Area until 2028. These projects areas will play an integral part in the implementing the General Plan land use policies and developing the capital improvement projects—such as streetscapes, green streets, and community public facilities—described in this Plan.

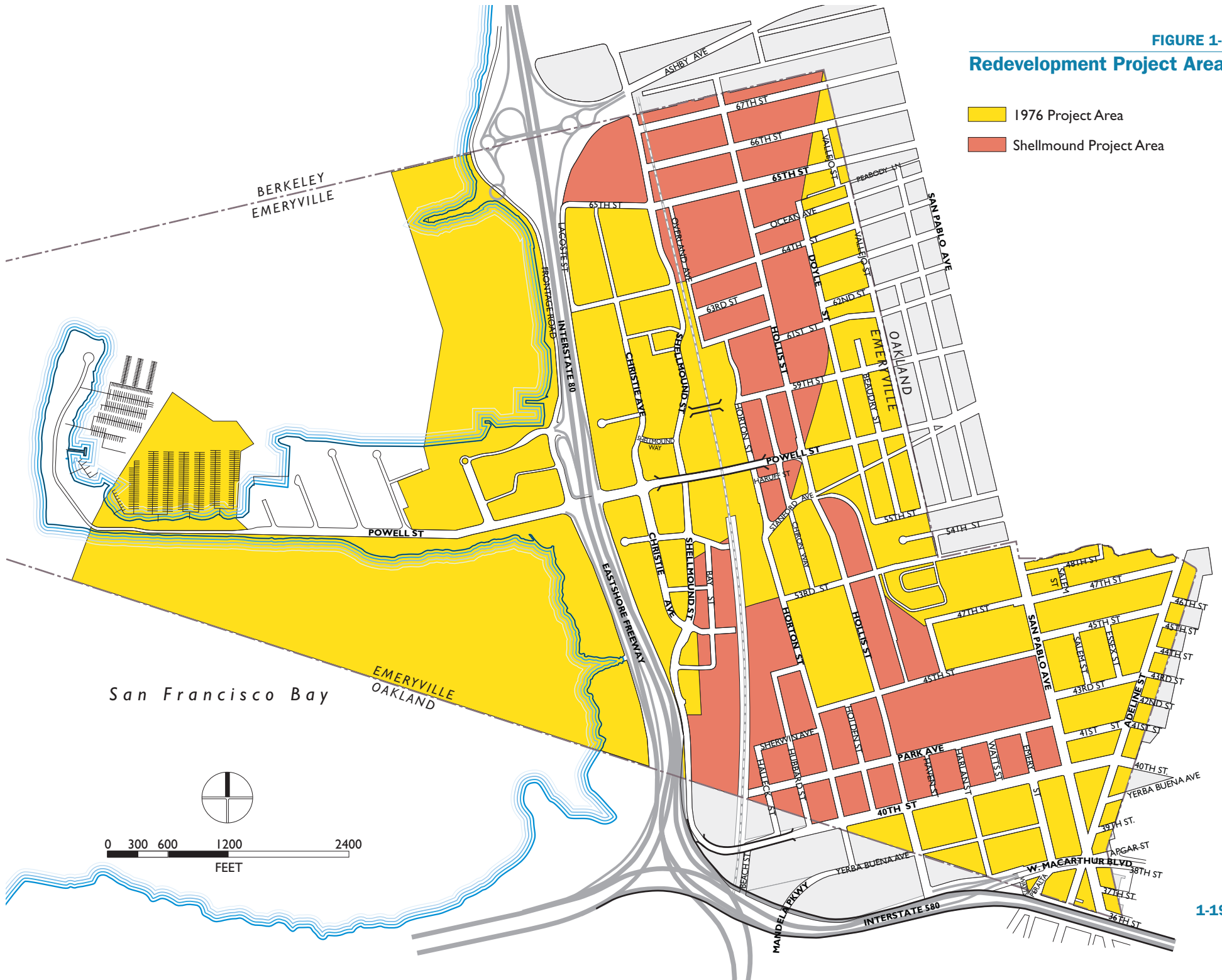
Annual General Plan Report

The California Government Code requires that an annual report be submitted to the City Council on the status of the General Plan and progress in its implementation. This report also is to be submitted to the Governor's Office of Planning and Research and the Department of Housing and Community Development. It must include an analysis of the progress in meeting the City's share of regional housing needs and local efforts to remove governmental constraints to maintenance, improvement, and development of affordable housing. In addition, mitigation monitoring and reporting requirements prescribed by the California Environmental Quality Act (CEQA) should be addressed in the Annual Report because they are closely tied to Plan implementation. Finally, the Annual Report should include a summary of all General Plan amendments adopted during the preceding year and upcoming projects and General Plan issues to be addressed in the coming year.

FIGURE 1-4

Redevelopment Project Areas

- 1976 Project Area
- Shellmound Project Area



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