



FUTURE PARKS AND RECREATION SYSTEM

The 2009 Emeryville General Plan identified a series of ten guiding principles that collectively express a vision of how Emeryville will evolve from a commercial center to a livable and diverse city.

GUIDING PRINCIPLES:

- A cohesive city of distinctive districts and livable neighborhoods;
- A connected place;
- Enhance and connected open space network and green streets;
- A walkable, fine-grained city, emphasizing pedestrians;
- A diversity of transportation modes and choices;
- A vibrant, urban community;
- A diverse, balanced and inclusive community;
- A balance of regional and local amenities;
- Sustainability and innovation, with respect for the past; and
- An imageable and memorable city.

The guiding principles provide the platform for the goals, policies and actions of the General Plan across all of the major systems of the city. Within these principles, the parks and recreation system has a key role to play. Each of these guiding principles and the resulting Parks, Open Space, Public Facilities and Services goals and policies were carefully considered in the development of this Parks and Recreation Strategic Plan.



PARK SYSTEM CONCEPT

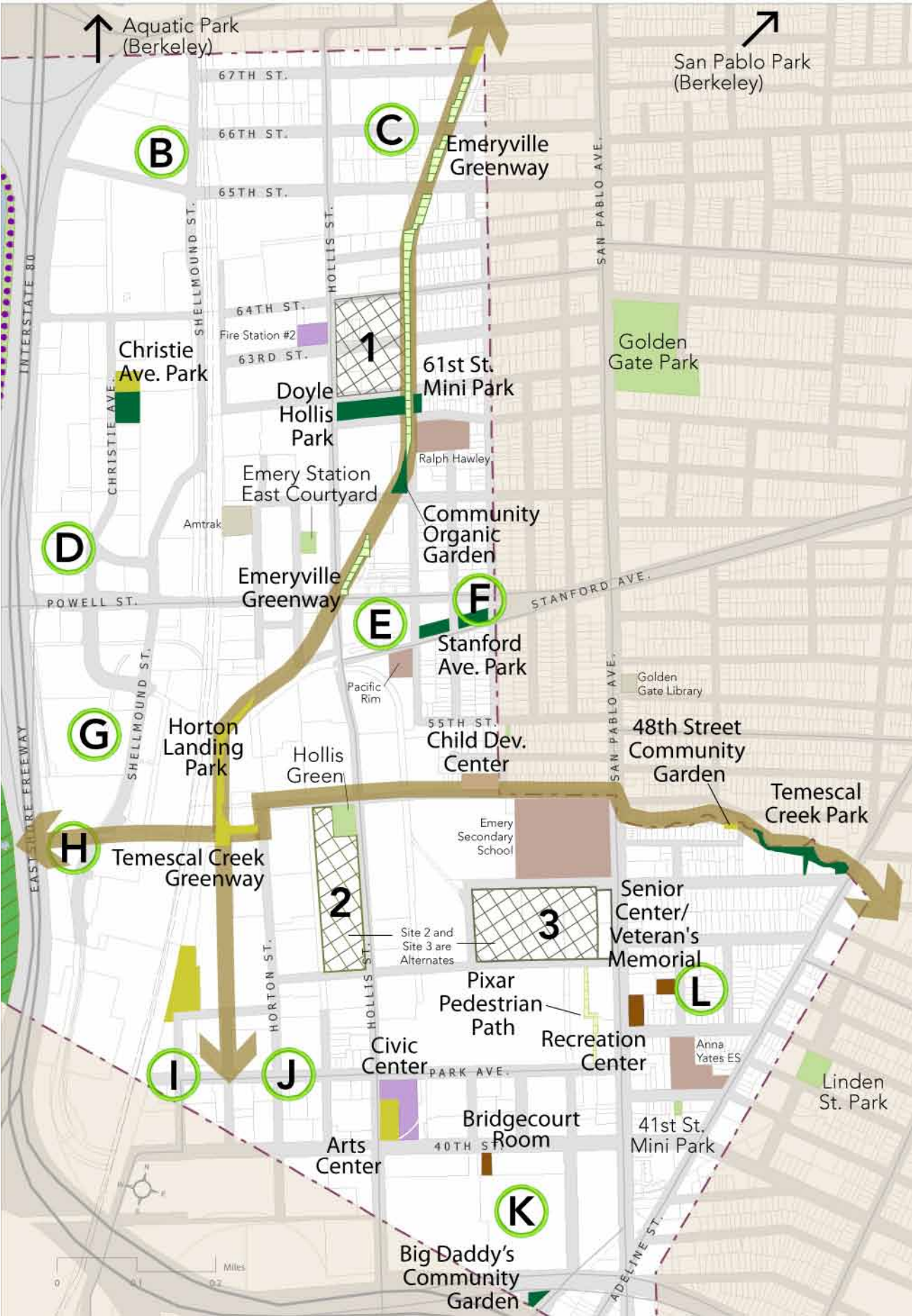
The concept present here adds detail to the General Plan discussion of site location and objectives. The addition of recommended activities adds another layer of direction which is further reinforced by site specific recommendations.

ADDITIONAL, DISTRIBUTED PARK LAND

The physical layout of the park system in Emeryville is the result of opportunity-based property acquisition, re-purposing rights-of-way and existing buildings, as well as the creation of land by past filling and covering waterways. The resulting system is somewhat randomly distributed across the city with much of the park land isolated at the very western edge. The General Plan goals for the park system focus on the physical locations of future parks and setting standards for park system development based on 3 acres of land per 1,000 new residents and 0.25 acres per 1,000 new employees. Based on current projections of population and employment growth, these standards result in 22 acres of additional park land to be located in Emeryville, as identified in the General Plan.

In addition to the definition of the quantity of land, the General Plan sets goals for the distribution of parks across the city. Details of these goals include providing at least one park located within a five-minute walk of each resident's home, acquiring sites that enjoy maximum sunlight access and locating parks away from excessive noise. Further, these sites are anticipated to be connected by a network of greenways and green streets that will also add access to park-like spaces incorporated into the network. The distribution of major park sites, other park opportunities and greenways is illustrated in Map 2: General Plan Park Concept.







To accomplish this distribution of parks, the General Plan identifies a series of major city parks (Sites 1, 2 and 3) and other park opportunities (Sites A-K) throughout the city. Due to Emeryville's small size, the major park sites were roughly identified in locations that best serve the majority of residents and seem to have the highest potential to be realized. These locations represent the long-term objective of the community and are not intended to limit the current uses of the properties indicated. Two new major city parks are envisioned to provide the largest scale activities such as field sports. A third identified major park site (Site 3) is intended as an alternate for Site 2. The locations of other park opportunities are generalized based on the five-minute walk goal and are intended to indicate general areas, rather than individual properties. These are not indicative of the size of the planned parks. The General Plan also notes the need for plazas, community gardens, paths and other open spaces in addition to access to a park or open space.

PARKS SUPPORTING DIVERSE ACTIVITIES

In order to achieve the vision of the General Plan, a wide variety of activities will need to be supported in a relatively limited amount of space. This will be accomplished by recognizing that each existing and proposed park in the system will provide some mix of the total desired activities. Further, each activity allows for flexibility, in terms of scale and intensity, to create considerable diversity in the recreation options across the city.

Each existing and proposed park site has a recommended site program, which is a listing of the activities intended to be supported. Across the system, these site programs fit together to provide the comprehensive parks and recreation system envisioned in the General Plan. Even within the individual activities recommended, it will be important to note the wide potential for variety and flexibility, responding to the residents' needs at the time of construction and providing multi-use spaces that can be used for many different activities wherever possible.

Other activities also present a wide range of implementations. Sports will include large facilities such as full size fields in the largest City parks and compact courts, in singles, pairs and multiples in other park sites.

SITE SPECIFIC RECOMMENDATIONS

The following pages include recommendations for the future development of each of Emeryville's park sites. Within this section, parks are individually discussed and are organized alphabetically by park classification. For each park a description provides a vision for the role the site plays in the park system. Also included is a recommended park program, listing the activities the site should support, as well as specific recommendations pertaining to the site. An illustrative concept plan or an air photo is included for each site, illustrating in plan view how the recommendations could fit onto the site. The concept plans show the relative amount of space potential park features would occupy and one possible arrangement of the facilities. However these drawings are intended to be a starting point rather than a developed design. The specific design and program of each park will be determined in the context of the surroundings and the overall framework of the plan. This plan will require flexibility, and these illustrations may vary considerably from what is eventually built. In some cases, the future expansions of the park system, as identified in the General Plan, represent expansions to existing park sites. These sites are included with the existing park in this section. The remaining Major City Park sites and Other Park Opportunity Sites are addressed in the next section of this chapter, "Additional Park Recommendations."

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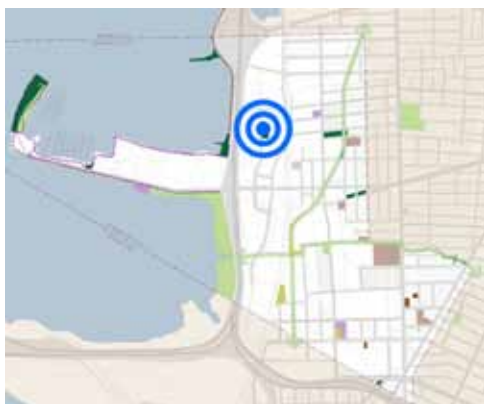
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CHRISTIE AVENUE PARK

CITY PARKS



DESCRIPTION

This site is planned for redevelopment as part of the Marketplace project. The park will provide a safe and peaceful oasis for play, relaxing and socializing that will serve local park needs as well as serve visitors who are patronizing nearby businesses. This oasis will be bordered by a plaza supporting small special events and additional smaller scale community activities.

SITE RECOMMENDATIONS

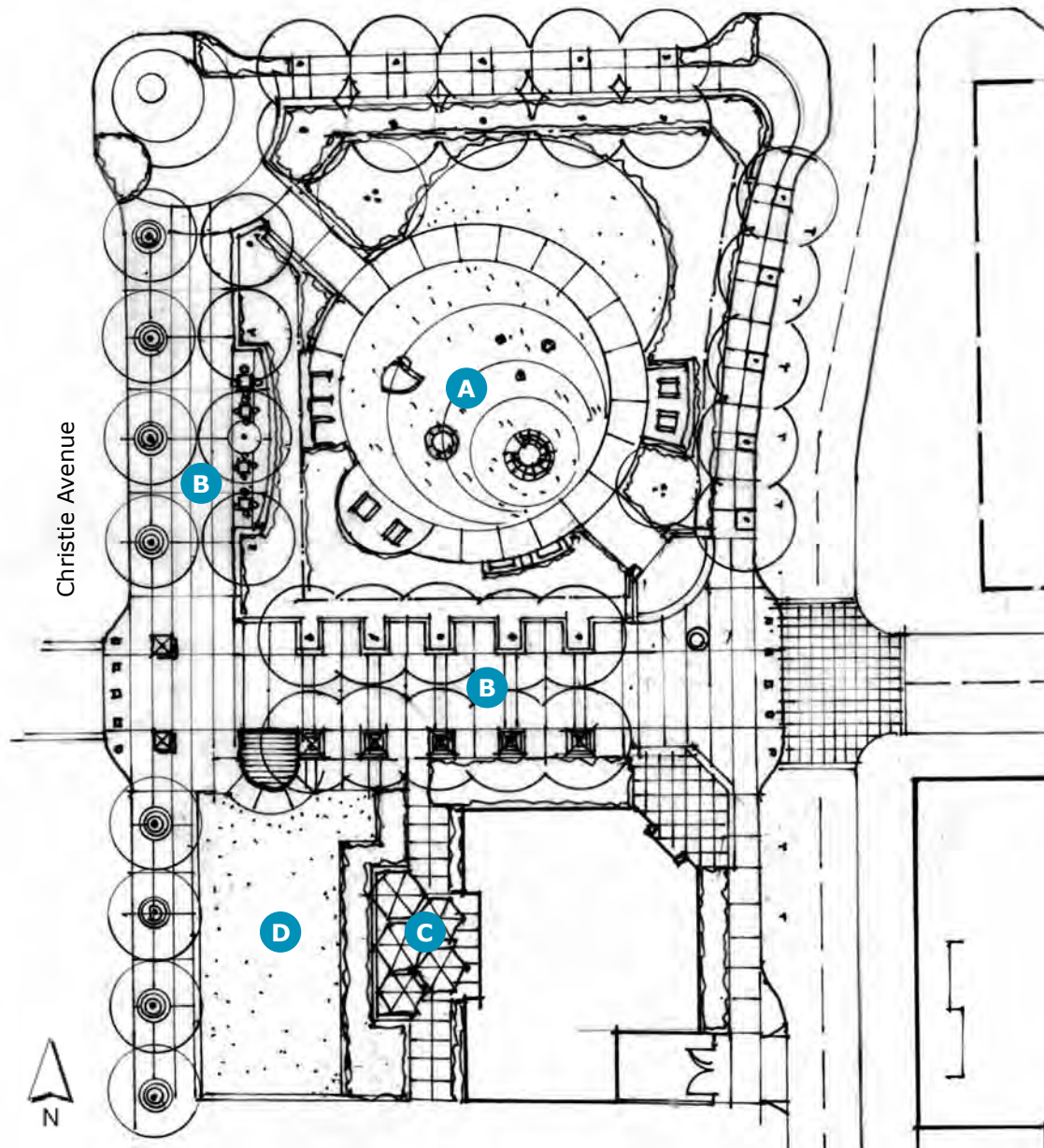
Recommended Park Program

Play For Children
Socializing, Relaxing
Picnicking/Lunch
Respite and Solitude
Special Events
Participatory Arts and
Cultural Activities

Potential Program Elements

Recreation with Dogs
Games

- Integrate art to create play features at this site, and enclose this in a “sanctuary space” (a) with seating and a small turf area surrounded by plantings or low decorative fencing.
- Develop the park portion of 62nd street and the frontage on Christie Avenue as plaza space (b) with seating and facilities for special events such as an art festival or farmer’s market.
- Orient the restaurant/retail site within the park to the west and north and possibly include an outdoor dining space or patio (c) overlooking festival area and multi-purpose turf area.
- To provide parking, negotiate with the Public Market for use of its parking. In exchange, the City can offer outdoor seating for customers of the Market’s food vendors, and program the park with events that will draw customers.
- Consider programming the multi-use turf area (d) for small-dog off-leash play during low use hours. This can be accomplished by signage stating off-leash hours.



Christie Avenue Park Concept, Illustrative Only



DOYLE HOLLIS PARK

CITY PARKS



DESCRIPTION

This park is the first phase of what will eventually become one of Emeryville's Major City Parks, including the site designated as Site 1. In addition to serving the neighborhood's basic needs, the expanded park will be a place for active pursuits as well as family and community gatherings. It includes a three-block section of the Emeryville Greenway and is an important destination along the greenway route.

SITE RECOMMENDATIONS

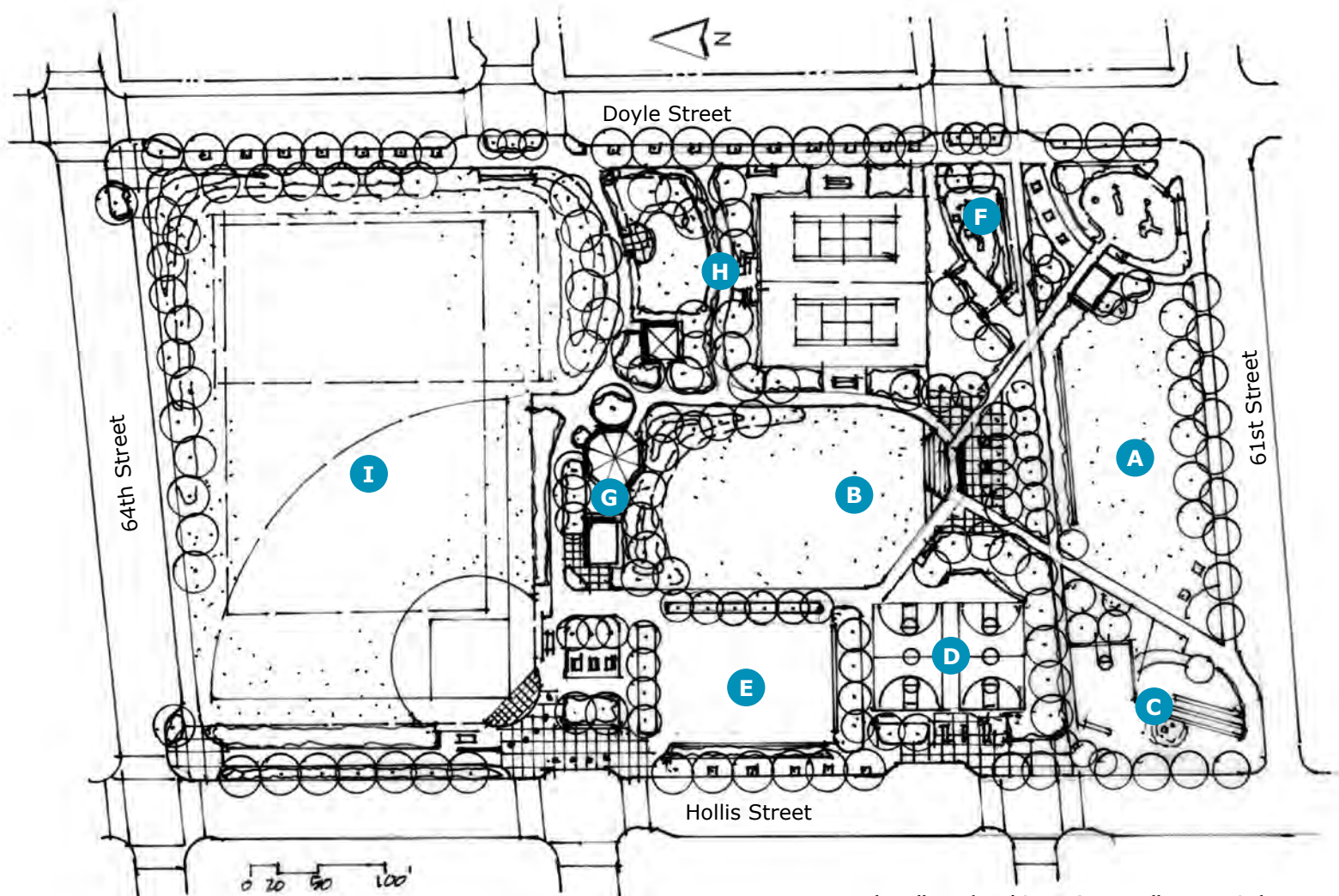
Recommended Park Program

Play for Children
Socializing, Relaxing
Picnicking/Lunch
Respite and Solitude
Sports
Games
Challenge Activities
Family/Group Celebrations
Special Events
Programs/Classes
Exercise and Fitness
Viewing Art
Participatory Arts and
Cultural Activities
Walking, Jogging, Bicycling

Potential Program Elements

Recreation with Dogs

- Expand this site to include the block enclosed by 64th Street, Hollis, Doyle and the existing park, identified as a major city park in the General Plan.
- A future expansion could include facilities between the existing park and 63rd Street. This phase would enlarge the existing multi-use area of the park (a) to include a central focus feature such as a stage (designed to orient both north and south) and an additional turf area in the center of the site (b).
- A cluster of facilities extending north from the existing plaza should take advantage of the high visibility along Hollis Street to provide activities of interest to teens and young adults. The existing plaza (c), sports courts (d) and an area for challenge activities such as skateboarding or climbing features (e), would create an active edge and defined entrance to the park.



Doyle Hollis Park and Site 1 Concept, Illustrative Only

- The residential side of the park should feature additional play features (f), group picnic areas with an additional restroom to support group and field use (g), and an area that could include an off-leash area or additional sports courts (h).
- A third phase (depending on land availability) would include a multi-use sports field (i) occupying the area between vacated 63rd Street and 64th Street. This field should be designed to accommodate as many different field configurations as possible.
- Parking for this site should be largely off-site in the Amtrak parking lot (and future garage) and the public garage at Hollis and 65th. Parallel parking will be possible along 61st and 64th streets. Additional on-site parking may still be necessary.
- The fully expanded site will be a showpiece for the community and should include prominent art installations that complement the existing fountain and integrated art benches along the greenway.
- The City should also consider accommodating a limited number of food vendors at this site (along Hollis) either for special events or regularly as demand allows. Providing food on-site can reinforce the role of this park as a place to gather for meals and can benefit nearby food businesses by attracting potential customers into the area.



STANFORD AVENUE PARK

CITY PARKS



Recommended Park Program

Play for Children
Socializing, Relaxing
Picnicking/Lunch
Respite and Solitude
Sports
Games
Challenge Activities
Family/Group Celebrations
Viewing Art

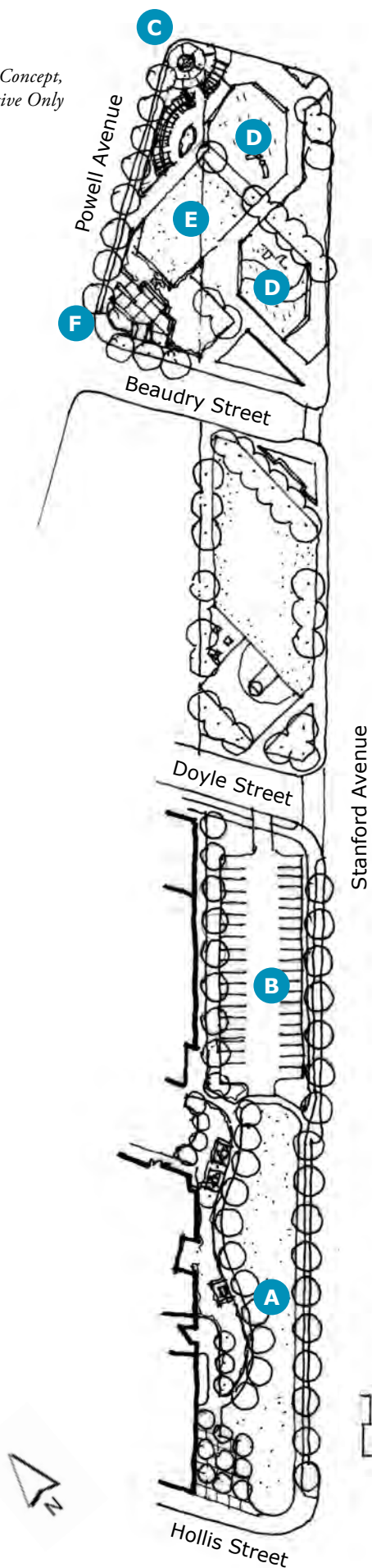
DESCRIPTION

This site is currently made up of a portion of two blocks along Stanford Avenue between Vallejo Street and Doyle Street at the east edge of the city. Two park opportunity sites were identified in the General Plan that would expand this park to fill the eastern block and extend further west down Stanford Avenue. These sites (E and F) are discussed as part of the Stanford Avenue Park recommendations below. This park serves an especially densely developed commercial and residential area of the city, and should become a hub of activity for the surrounding community.

SITE RECOMMENDATIONS

- Develop Site E according to the approved concept adding a path, turf and seating area (a). Include game tables in the seating options.
- The parking lot (b) is a pre-existing use within the expanded site and is reserved for business use.
- Monitor the north half of the block bounded by Powell, Vallejo, Beaudry and Stanford Avenue for an opportunity to purchase the property adjacent to the existing park.

*Stanford Avenue Park Concept,
Illustrative Only*



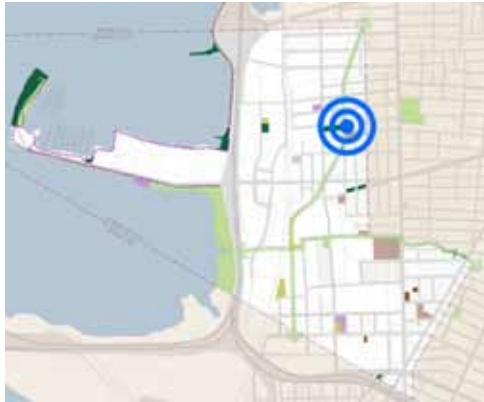
SITE RECOMMENDATIONS CONTINUED

- Once land is acquired, redevelop the east block of the park to include a gateway plaza marking the entrance to Emeryville (c), updated play features (d), an expanded turf area (e) and a plaza with skate features (f).
- Include all three blocks of the park in the officially designated Stanford Avenue Park and make decisions based on the entire site.



61ST STREET MINI-PARK

CITY PARKS



DESCRIPTION

This locally oriented site provides a basic level of local activities, focused on play for very young children (including games), along with some adjacent art. The site functions as an extension of Doyle Hollis Park but is separated by Doyle Street. Residents value the intimate play setting. This site has history as Emeryville's first park.

SITE RECOMMENDATIONS

Recommended Park Program

Play for Children
Socializing, Relaxing
Picnicking/Lunch
Games
Viewing Art

- If a similar contained young children's play area can be included in the expanded Doyle Hollis Park, consider whether this site should be repurposed to support other activities. The decision should be made when equipment at the existing site reaches replacement age.
- If retained in current form, replacement play equipment could be themed to Emeryville's history, recognizing this as the City's first park, and seating could be redesigned to accommodate groups for reserved use.
- An alternate use that could be easily accommodated at this site is an off-leash dog park.



WATERFRONT PARKS

DAVENPORT MINI-PARK

DESCRIPTION

A small site along the Bay Trail and adjacent to the harbor, Davenport has limited function but does provide highly desirable access to the water's edge. The pedestrian loop of the Bay Trail passes through this site.

SITE RECOMMENDATIONS

- Replace aging seating and site amenities, maintaining the steps to the water's edge. Play for Children at this site should be focused on the water's edge.
- Eliminate some or all of the turf area (a) in favor of other ground cover such as decomposed granite and native plantings to reduce maintenance demands.
- Enhance shore plantings with native species to soften the edge (b) and improve habitat value.
- Provide a seating wall or other social seating features.
- Provide interpretive signage explaining the fill that created the peninsula or other waterfront issues and subsequent history of protecting the bay.



Recommended Park Program

Play for Children
 Socializing, Relaxing
 Picnicking/Lunch
 Respite and Solitude
 Water/Shore Recreation
 Education/Learning
 Exercise and Fitness
 Enjoying Nature, Views and Scenery
 Walking, Jogging, Bicycling



EMERYVILLE MARINA PARK

WATERFRONT PARKS



Recommended Park Program

Play for Children
 Socializing, Relaxing
 Picnicking/Lunch
 Respite and Solitude
 Games
 Recreation with Dogs
 Challenge Activities
 Water/Shore Recreation
 Family/Group Celebrations
 Special Events
 Education/Learning
 Exercise and Fitness
 Viewing Art
 Participatory Arts and Cultural Activities
 Enjoying Nature, Views and Scenery
 Walking, Jogging, Bicycling

Potential Program Elements

Programs/Classes

DESCRIPTION

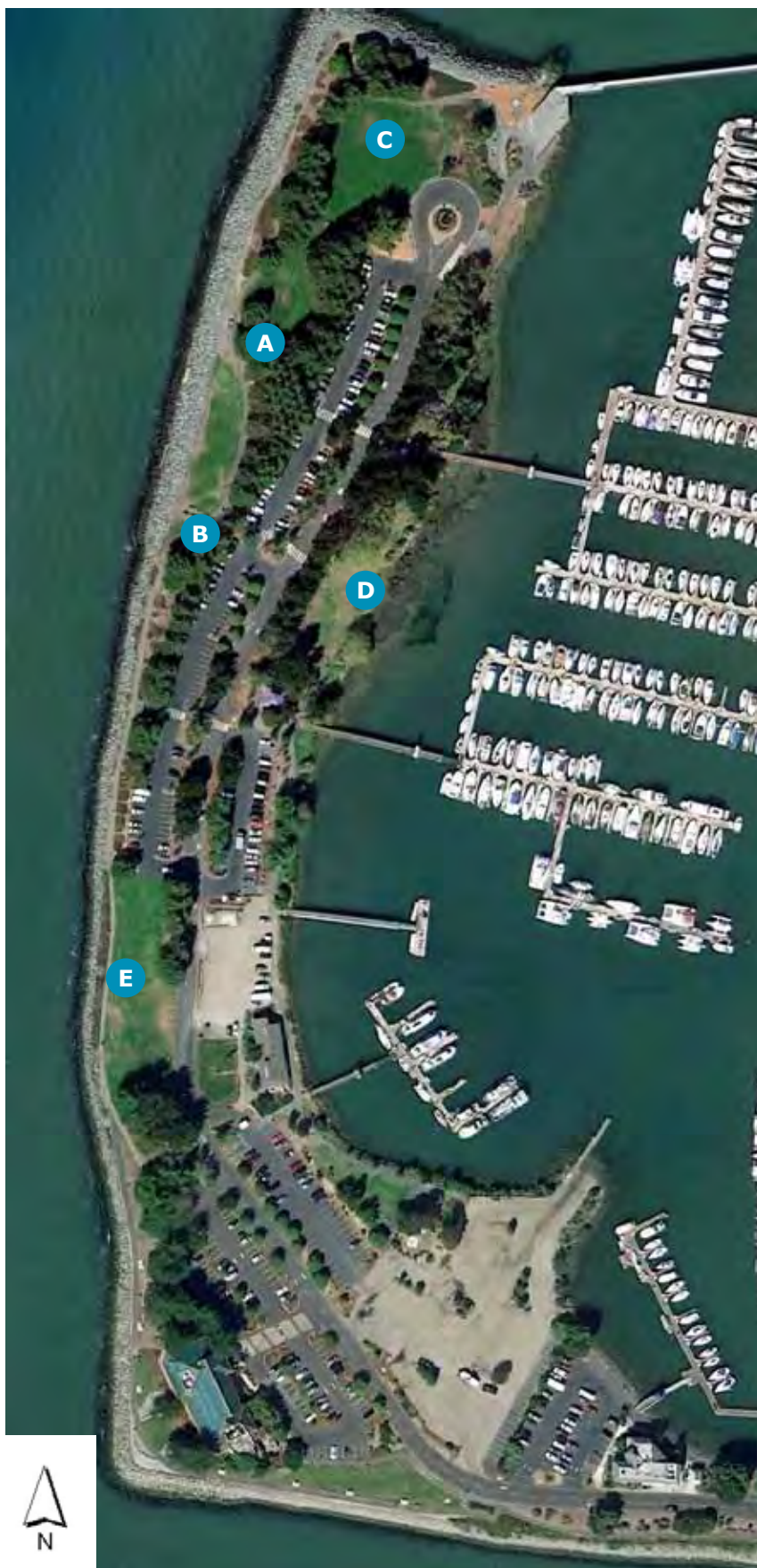
The City's largest park is situated on the west side of Powell on the curved peninsula's end. This site is a signature facility and a favorite for many activities. The large lawn areas, fishing pier, boat ramp and hand-carry board and boat launch are unique features that draw people to this site. However, the distance from most residents makes this a destination rather than a casual use site and prompts a high need for parking. With several reservable areas, this park is also a favorite destination for Family/Group Celebrations, from family picnics to weddings and corporate events.

SITE RECOMMENDATIONS

- Add a group picnic facility with food preparation space, with a sink and grills on two sides, to serve two separate areas (a). An additional food prep area could be included at (b) to make a total of three reservable areas with kitchen facilities.
- Add an interactive art installation to north lawn (c), providing opportunity for play and potential climbing.
- The north lawn area (c) could be scheduled for off-leash dog exercising during low use hours.
- Work with the Emeryville Marina concessionaire in site redesign to improve the harbor's interior water edge for habitat restoration and interpretation (d). Consider incorporating a softened edge or native shoreline plantings to naturalize the water edge treatment.

SITE RECOMMENDATIONS CONTINUED

- Enhance the south lawn (e) for events by providing an arbor or other simple structure that highlights the view without obstructing it. This structure could include transparent walls to provide a wind-break. Such a structure will provide a focus for ceremonies and gatherings and increase the rental value of this location. This structure should be located to avoid obstructing the lawn for other uses.
- Electricity should be supplied to the south lawn (e) for amplification or lights.
- Seating should be upgraded throughout the site, providing a mix of fixed seating that takes advantage of views and movable tables with seating that can be relocated to where it is needed and cleared away to create more open space.
- Assess tree health across the site and establish a tree replacement program to preserve the important wind break the mature trees provide.
- Revisit the reservation fee structure to reflect additional amenities within the pricing.
- ADA/Universal Access improvements to barriers to users.





POINT EMERY

WATERFRONT PARKS



Recommended Park Program

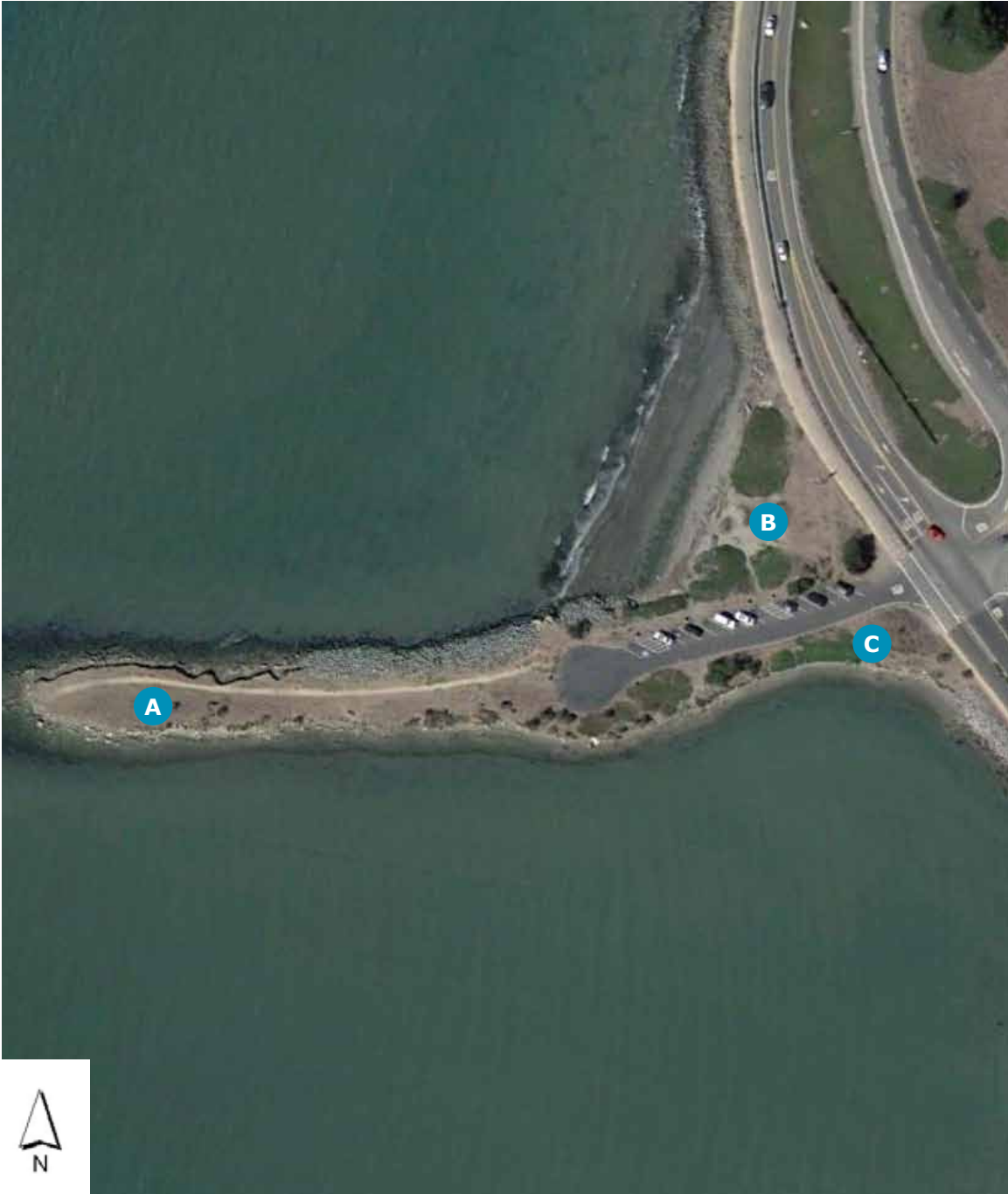
Play for Children
 Socializing, Relaxing
 Picnicking/Lunch
 Respite and Solitude
 Recreation with Dogs
 Water/Shore Recreation
 Enjoying Nature, Views and Scenery
 Walking, Jogging, Bicycling

DESCRIPTION

This is a highly used yet largely undeveloped site that provides for a wide range of activities due to its natural features and position on the Bay. This site includes a beach that provides an excellent natural play opportunity, a place to exercise dogs and a launching point for small boats or boards. The point provides fishing access and a beautiful view of San Francisco and the Bay that is also enjoyed by Bay Trail users as they pass through the site.

SITE RECOMMENDATIONS

- Minimize developed features at this site, and design any included features to reflect the natural quality of the site.
- Maintaining this shoreline access is required by an agreement between the San Francisco Bay Conservation and Development Commission. Preserving the point (a), will likely require engineered solutions or rip rap. Native plantings might also cut down erosion from the top of the bank.
- Institute and enforce a parking policy that allows for extended use of the park but limits commuter parking.
- Enhance the access pathway to the beach (b) to accommodate wheelchairs to the edge of the sand.
- Add seating (c) to provide a resting point on the Bay Trail and the opportunity to take advantage of the views.
- Art installations could be used to visually connect this site to Site A.

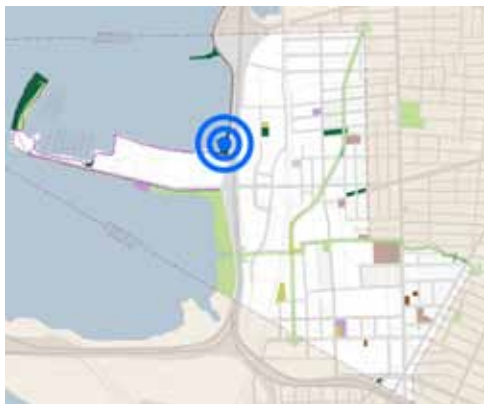


Point Emery



SHOREBIRD PARK

WATERFRONT PARKS



DESCRIPTION

This heavily designed waterfront site provides access to the water's edge and a boardwalk/pier extending into the San Francisco Bay. Features also include a short segment of the Bay Trail and a view of an art installation extending out into the Bay on pilings from the former pier. This site is relatively remote from most Emeryville residents. Visitors tend to be passing through on the Bay Trail. The small amount of parking limits the potential of this site as a destination.

Recommended Park Program

Play for Children
Socializing, Relaxing
Picnicking/Lunch
Respite and Solitude
Water/Shore Recreation
Viewing Art
Enjoying Nature, Views and Scenery
Walking, Jogging, Bicycling

Potential Program Elements

Education/Learning
Exercise/Fitness

SITE RECOMMENDATIONS

- Link this site more deliberately with Point Emery, emphasizing that it is part of Emeryville's public waterfront. This can be accomplished through physical solutions such as signage or design treatments and through programming by utilizing the site for environmental or field trip programs.
- Identify fitness activities that can utilize the built environment of Shorebird Park and make this site a stop on a fitness circuit of Emeryville Parks.
- Maintain existing trail surface and trees to act as trail traffic calming for those entering the complex intersection and pedestrian-only segments of the trail at the south end of the park. Provide signage that clearly indicates the continuation of the Bay Trail and the route under I-80.
- Consider eventually removing, rather than replacing walkway (a) to improve access to the beach. A ramp could be added enhancing access for those with mobility devices.



Shorebird Park



EMERYVILLE GREENWAY

GREENWAYS AND LINEAR PARKS



DESCRIPTION

This major multi-purpose pathway follows an abandoned rail route for much of its north-south transect of the community. The Emeryville Greenway has significant landscaping and park-like nodes and is connected to other parks and facilities all along route. In several segments this greenway is completely off-street, while other segments are made up of wide sidewalks and shared streets.

CORRIDOR RECOMMENDATIONS

Recommended Park Program

Play for Children
Socializing, Relaxing
Picnicking/Lunch
Respite and Solitude
Games
Recreation with Dogs
Exercise and Fitness
Viewing Art
Walking, Jogging, Bicycling

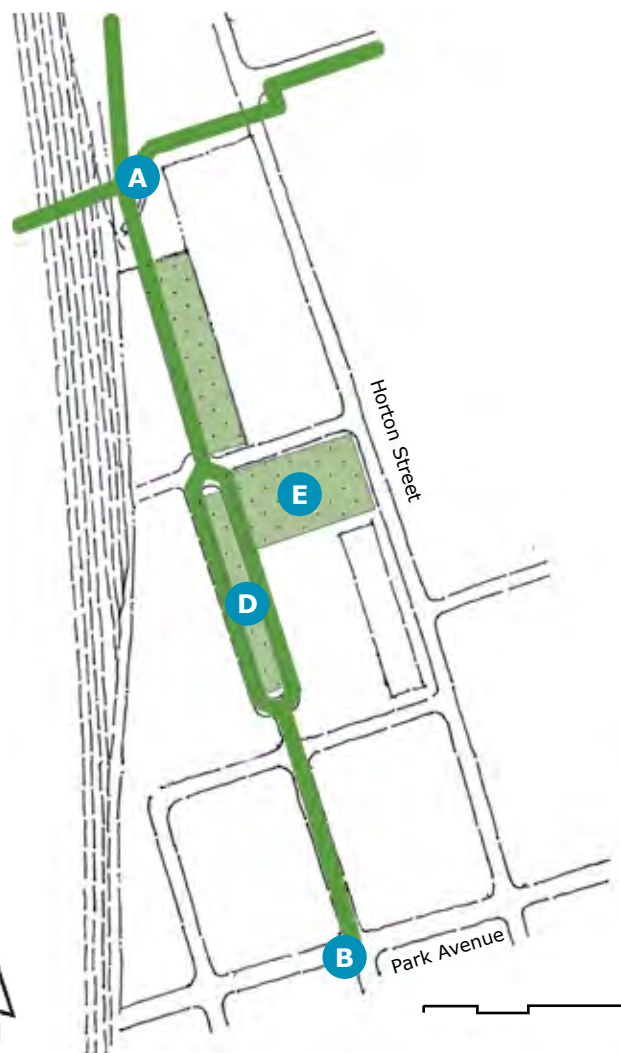
Potential Program Elements

Education/Learning
Special Events

- The primary purpose of the greenway should be to support active transportation such as Walking, Jogging and Bicycling, with additional facilities interspersed but providing minimal interference with the primary pathway use.
- The entire length of the Greenway should support Recreation with Dogs, but this activity should be on-leash only at all times. Landscaping should be designed to recognize the high use of the greenway by residents with dogs.
- At the north end of the Greenway, property has been acquired to connect to pedestrian and bicycle routes in Berkeley. The City should pursue this connection as the through route will add to the value of Emeryville's system.
- Extend the southern most segment of the Emeryville Greenway and connect Horton Landing Park to Park Avenue, through the former Sherwin Williams site.



*Emeryville Greenway Horton Landing - Park Avenue:
Concept A*



*Emeryville Greenway Horton Landing - Park Avenue:
Concept B*

CORRIDOR RECOMMENDATIONS CONTINUED

- Based on the General Plan, create a new street connecting Horton to an extension of Hubbard Street. From the connection of these two streets the Greenway will follow Hubbard to Park Avenue.
- The open spaces in this area should support basic activities for nearby residents and maximize visibility within surrounding development. This area has great potential to attract families and the park spaces along the greenway should be programmed accordingly.
- The greenway should connect park nodes within and around the Sherwin Williams site, including Horton Landing Park (a) and the Park Avenue streetscape improvements (b).
- Concept A illustrates the land currently designated open space in the General Plan, including an existing City-owned parcel adjacent to the railroad line (c).
- Open space land, particularly (c) could be traded to a developer in exchange for land along the greenway route with better visibility. Concept B and C illustrate two possibilities.
- Based on Concept B, extend a central green through the center of Hubbard (d) and a park site connecting the greenway to Horton Street (e).



*Emeryville Greenway Horton Landing - Park Avenue:
Concept C*

CORRIDOR RECOMMENDATIONS CONTINUED

- Alternately, as shown in Concept C, the greenway could occupy an enlarged sidewalk on the east side of Hubbard (f), connecting two park nodes along its route.
- Future segments and renovated landscaping should be designed to withstand the high level of recreation with dogs.
- Work with nearby businesses (such as coffee shops and cafés) along the entire route of the greenway to encourage them to provide game equipment, such as bocce balls and table games, to be checked out by customers and park users. The City should explore small funding sources to periodically assist in providing and replacing equipment.
- The south end of the site could include plaza space (g) to complement a restaurant or cafe in the new mixed-use buildings.
- From the south end of the greenway pedestrian and bike connections extend east-west and south to the Bay Trail where it continues south and eventually west across the Bay Bridge.



GREENWAYS AND LINEAR PARKS

TEMESCAL CREEK GREENWAY

DESCRIPTION

Temescal Creek Park is located on the ground above the culvert containing its namesake creek. The site faces many challenges due to its limited access and visibility, resulting in relatively low use and concerns about safety. While this site is an important segment of the envisioned Temescal Creek Greenway, it does not connect directly out to the east to Adeline Street, relying instead on a narrow link to 47th Street for access. Additional greenway segments include the continuation of the underground creek between 48th Street and San Pablo Avenue and on-street connections to Horton Landing Park, over the railroad and on to the mouth of Temescal Creek at Site H.

CORRIDOR RECOMMENDATIONS

- All enhancements and additions to the Temescal Creek Greenway east of San Pablo should emphasize visibility from the street and high frequency activities.
- Create a formal plaza entrance to the Greenway from Adeline Street (a) during expansion of the greenway and after development of the apartments/cafe project on the east side of Adeline. The design should position site as a segment of the greenway by emphasizing the trail. This plaza could include skate or BMX friendly features as well, based on further public input.
- The one open area within Temescal Creek Park (b) should be programmed with an activity that draws regular visitors to increase the passive observation of the site.

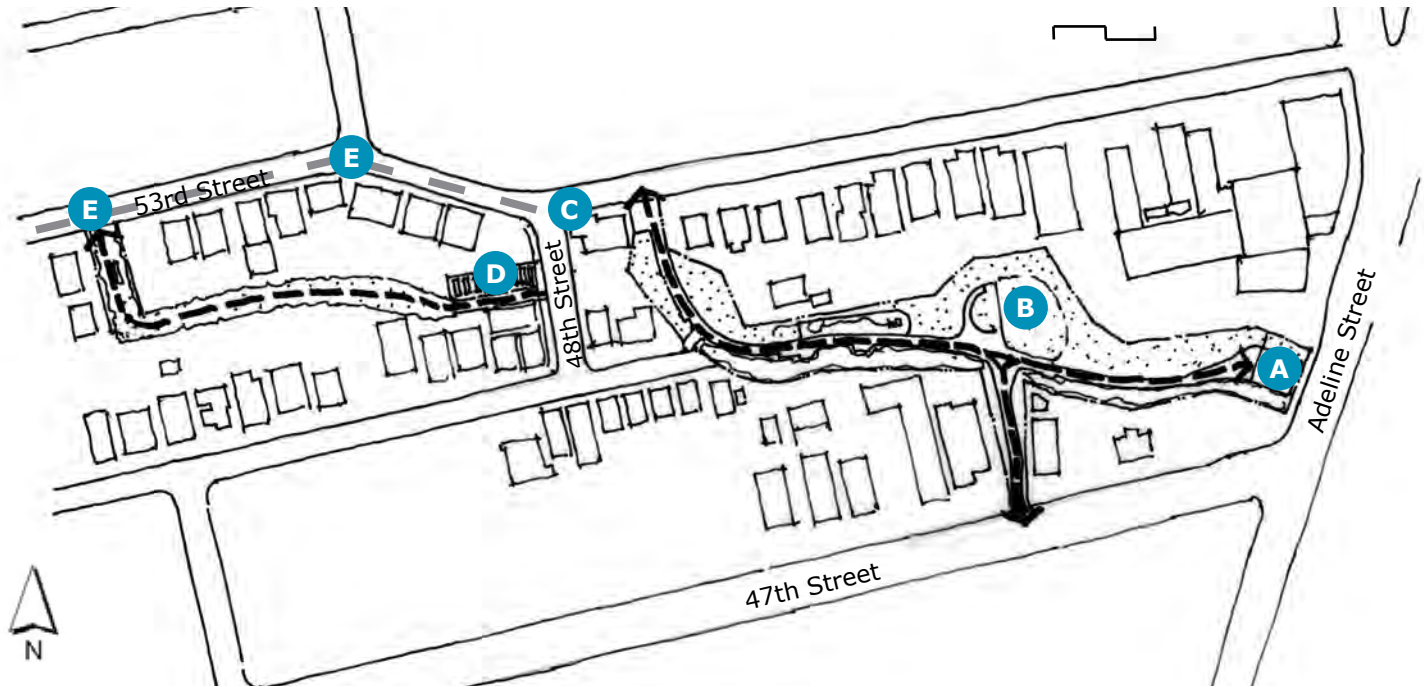


Recommended Park Program

Play for Children
Socializing, Relaxing
Picnicking/Lunch
Respite and Solitude
Special Events
Programs/Classes
Education/Learning
Viewing Art
Enjoying Nature, Views and Scenery
Walking, Jogging, Bicycling

Potential Program Elements

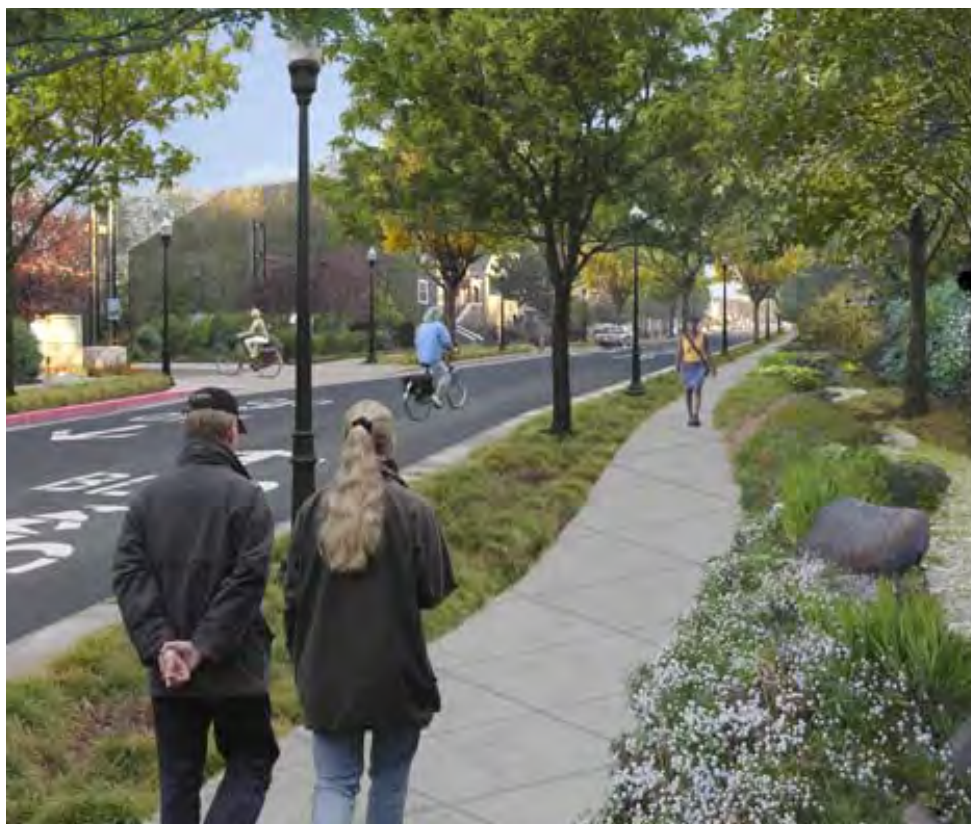
Recreation with Dogs
Gardening
Challenge Activities



*Temescal Creek Greenway: Adeline - 53rd Street
Illustrative Only*

CORRIDOR RECOMMENDATIONS CONTINUED

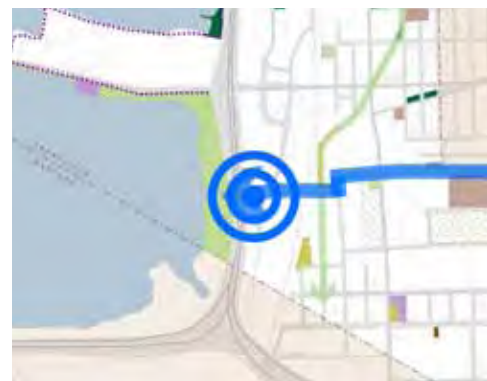
- While shady now, the existing trees are problematic and may need to be replaced. Opening up sun exposure makes this an appealing site for community gardening, if the 48th Street site needs additional space.
- An alternative activity that would serve the frequent activity need is Recreation with Dogs. Because this site is already partially enclosed, making a small off-leash area would be a simple matter.
- The connection around the corner of 48th Street (c) should include enhanced sidewalks and crossings.
- The addition of the 48th Street Community Garden (d) to the Temescal Creek Greenway should accommodate a wide path leading into the site to provide an off-street link to 53rd Street through the flood control district property over the culverted Temescal Creek.
- The expansion of the greenway through the flood control property will face many challenges of visibility and the design of the entrances will be important to improve visibility and encourage regular use.
- 53rd Street entrance (e) to the Greenway should emphasize unobstructed views into the site.
- Alternately the Greenway could be extended on-street along 53rd Street (e).
- Provide new pedestrian scale lighting, especially within the west end of the site to enhance safety. New lighting should be shielded to reduce glare to surrounding residents.



*Visualization of Temescal Creek Greenway along 53rd Street
Emeryville General Plan*



Bridge over Temescal Creek at Site H



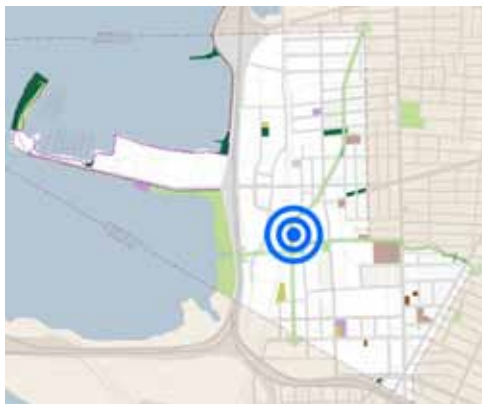
Site H Location

- West of San Pablo, the Greenway will be adjacent to or part of the sidewalk in most areas, passing through the School District/City Facility site, Major City Park Site 2, Horton Landing and Site H. The design of this segment should visually emphasize the continuation of the route.
- Site H forms the western end of the Temescal Creek Greenway and is only the second time the creek is actually visible. This site should focus on Education/Learning in the form of interpretive signage and art continuing all along the greenway. This small linear site could also include seating and possibly a small climbing feature such as a boulder for Play for Children/Challenge Activities.



HORTON LANDING PARK

GREENWAYS AND LINEAR PARKS



Recommended Park Program

Walking, Jogging, Bicycling
Respite and Solitude
Socializing, Relaxing

Potential Program Elements

Enjoying Nature, Views and Scenery
Education/Learning

DESCRIPTION

This site is the crossroads for the two greenway routes and the east side of a proposed pedestrian connection across the railroad. The approved concept design calls for an interwoven path and treatment of daylighted Temescal Creek.

SITE RECOMMENDATIONS

- This site should be developed according to the approved concept, including the pedestrian bridge across the Union Pacific rail line (a) and a connection south through the Sherwin Williams site as an extension of the Emeryville Greenway (b). The connection south is part of a second phase of work.
- Preserve lines of sight into the park (c) wherever possible to enhance safety and awareness.
- Monitor properties to the south of this site (d) for redevelopment potential that could include expanding or improving visibility to the southern entrance to the park.
- The story of confining Temescal Creek to a culvert should be interpreted through art or signage at this site where the creek first resurfaces in Emeryville. This should be a continuation of interpretation all along the Temescal Creek Greenway.
- The site also offers opportunities for scenic overlook from the landing at the east end of the proposed pedestrian bridge (a).



Horton Landing Park Concept plan, Calandar Associates, April 2010



COMMUNITY GARDEN SITES

SPECIAL USE FACILITIES

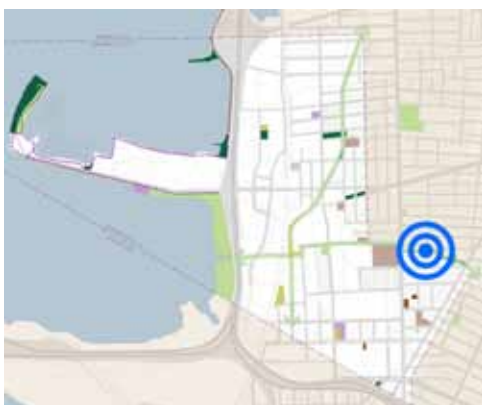
Recommended Park Program

Socializing, Relaxing
Picnicking/Lunch
Respite and Solitude
Gardening
Education/Learning
Viewing Art
Enjoying Nature, Views and Scenery
Walking, Jogging, Bicycling

Potential Program Elements

Programs/Classes

Community gardening has become a popular activity within the park system in Emeryville. Existing garden sites have established waiting lists for plots and new sites are still being added. This activity can be supported as a feature within a larger park or as stand-alone facilities such as the three sites profiled here. The recommended site program is essentially the same for each site, with small exceptions noted where necessary.



48TH STREET COMMUNITY GARDEN

This garden is within a segment of the Temescal Creek Greenway where it extends over the creek between 48th and 53rd Streets. This garden is an incomplete project when this plan went to print.

SITE RECOMMENDATIONS

- Develop garden plots at this site to increase supply for use by Emeryville residents.
- Extend the Temescal Creek Greenway either through or around this site to connect toward San Pablo Avenue.



COMMUNITY GARDEN SITES

EMERYVILLE COMMUNITY ORGANIC GARDEN

This garden forms a segment of the Emeryville Greenway and includes the trail route as well as an enclosed, but open to the public, garden facility with a seating area alongside. The garden includes raised beds and has art features including an bench-arch memorial and pieces included in the adjacent Emeryville Greenway.

SITE RECOMMENDATIONS

- Preserve and maintain this special facility, through regular maintenance and capital replacement.
- Facilitate gardening and art classes to allow more users to enjoy this site.

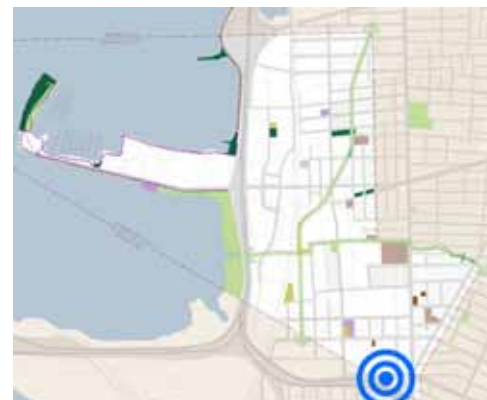


BIG DADDY'S COMMUNITY GARDEN

A second community garden is located on a triangular block in the far south of the city. This garden includes the display and performance of art as part of its mission and is accessible only to registered gardeners except for special events. Gardening at this site also occurs in raised beds.

SITE RECOMMENDATIONS

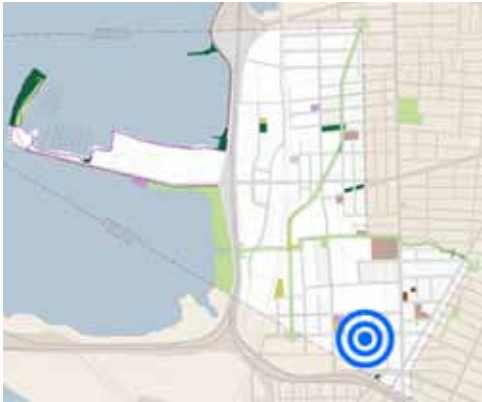
- Preserve and maintain this special facility, through regular maintenance and capital replacement.
- Due to its relative isolation, many of the recommended activities may not be appropriate at this site.





BRIDGECOURT ROOM

SPECIAL USE FACILITIES



DESCRIPTION

This relatively small community room is provided for public use within a private residential development. The facility is available for rent and is used for classes and small gatherings.

SITE RECOMMENDATIONS

- Maximize programming of this space, potentially including drop-in activities such as games or art.

Recommended Park Program

Socializing, Relaxing
Family/Group Celebrations
Programs/Classes

Potential Program Elements

Games
Viewing Art
Participatory Arts and
Cultural Activities



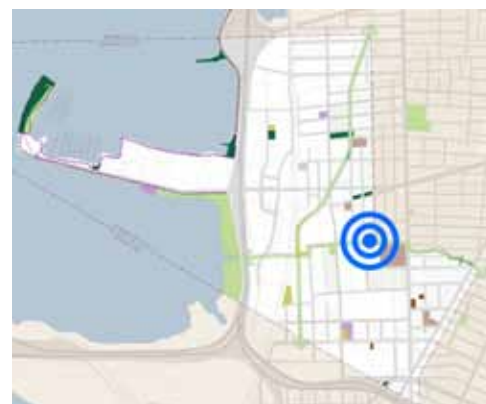
CHILD DEVELOPMENT CENTER

DESCRIPTION

This facility is specialized for early childhood education and includes classrooms as well as a cafeteria/meeting room and an outdoor play area.

SITE RECOMMENDATIONS

- Identify after hours uses that could be marketed to for rental of this facility.
- Consider creating a public access to use the play area as a park during non-program hours.



Recommended Park Program

Play for Children
Family/Group Celebrations

Potential Program Elements

Games
Programs/Classes
Viewing Art
Participatory Arts and
Cultural Activities



CIVIC CENTER

SPECIAL USE FACILITIES



DESCRIPTION

The Civic Center, in addition to the meeting spaces and offices of City government, has three unique public spaces. The front plaza and steps offers a big open space along Park Avenue setting the civic buildings back for a better view and creating a programmable space. A courtyard in the back of the complex and a shaded grove of trees provide two separate types of restful spaces.

SITE RECOMMENDATIONS

Recommended Park Program

Socializing, Relaxing
Picnicking/Lunch
Games
Special Events
Education/Learning
Viewing Art
Participatory Arts and
Cultural Activities

Potential Program Elements

Challenge Activities

- The City may wish to redesign the back courtyard in conjunction with the design of the new Emeryville Center for the Arts.
- Special Events and art programming should be used to activate and enliven this public space. The plaza has the potential to host special events.
- Skateboarding has been a popular activity on the front plaza and the seat wall at the back of the facility. The current construction was not designed with this use in mind but could be reinforced as repairs are needed.



RECREATION CENTER

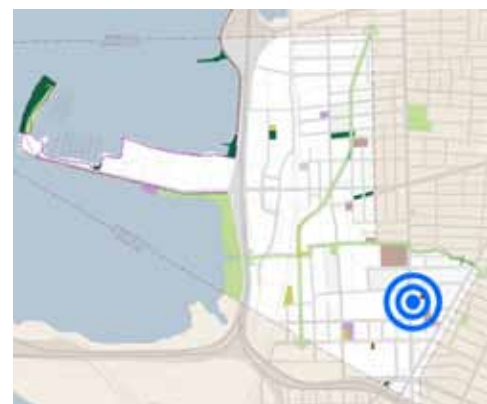
DESCRIPTION

The Recreation Center is an assembly of modular buildings on a temporary site (purchased with Housing Authority funds). This structure has proven an important and functional, but not ideal, base of operations for much of the afterschool programming and classes for all ages offered by Community Services. The facility also provides space for rent that can accommodate meetings or family gatherings. The long-term home for recreation programming and community services is envisioned to be a combination of the Senior Center/Veterans Memorial and the Joint School District/City Community Services Facility.

SITE RECOMMENDATIONS

The site of the current recreation center was purchased by the Housing Authority. If this site is to be retained permanently as a recreation facility, the City will have to replace the site for housing.

- Following the completion of the School District/City Facility, programs currently housed in the Recreation Center should be relocated to the new facility or the Senior Center.
- The City should explore the possibility of a rentable community room and parking to serve the senior center as a feature of any future housing project on this site.



Recommended Park Program

Play for Children
Socializing, Relaxing
Games
Family/Group Celebrations
Programs/Classes
Viewing Art
Participatory Arts and
Cultural Activities

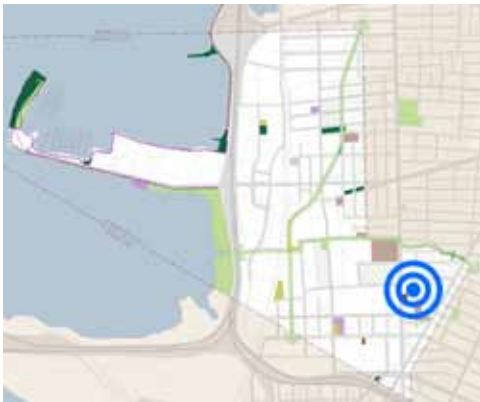
Potential Program Elements

Exercise and Fitness
Challenge Activities



SENIOR CENTER/VETERAN'S MEMORIAL

SPECIAL USE FACILITIES



Recommended Park Program

Play for Children
 Socializing, Relaxing
 Picnicking/Lunch
 Respite and Solitude
 Games
 Family/Group Celebrations
 Special Events
 Programs/Classes
 Education/Learning
 Exercise and Fitness
 Viewing Art
 Participatory Arts and
 Cultural Activities

DESCRIPTION

This facility provides a variety of indoor spaces that allow year-round programming and have a unique historic feel in comparison to other recreation facilities in Emeryville.

SITE RECOMMENDATIONS

- The main spaces in this facility are premium sites for performance, gatherings and private rentals.
- Following the completion of the Joint School District/City Community Services Facility, the City should take a critical look at what programming makes the most sense in which facility. Programs that are constrained/not feasible because of the types of spaces available in the Senior Center could be better suited to athletic and classrooms spaces at the School District/City Facility. At the same time, the unique spaces such as the billiards room and main hall are better suited for social and special event programs.



ADDITIONAL PARK SITES

SITE 2 - SITE 3

DESCRIPTION

Sites 2 and 3 are the two remaining major city parks identified in the General Plan. These sites are considered to be alternates depending on land and resource availability. Along with Doyle Hollis/Site 1, the park located on one of these two sites will be a major resource for the immediate neighbors and the community as a whole. The site will include large-scale spaces for sports as well as major play features and space for special events. The combination of these features will make this one of the premier community gathering places.

Site 2 is currently a PG&E facility, with extensive maintenance yards and parking. The building facing Hollis is a last remnant of an early industrial park and has more recently had public art elements added to the exterior walls. The site also includes the privately owned public space, Hollis Green, owned by Novartis. The site is bounded by 45th and 53rd on the west side of Hollis Street. Holden Street on this superblock is not a public street and is currently used for parking.

Site 3 is entirely occupied by an Alameda Contra Costa County Transit authority (AC Transit) bus storage and maintenance facility. The site is immediately adjacent to Emery Secondary School site that is planned for redevelopment into the Joint School District/City Community Services Facility. Site 3 is bounded by 45th and 47th streets and San Pablo and Doyle.

Recommended Park Program

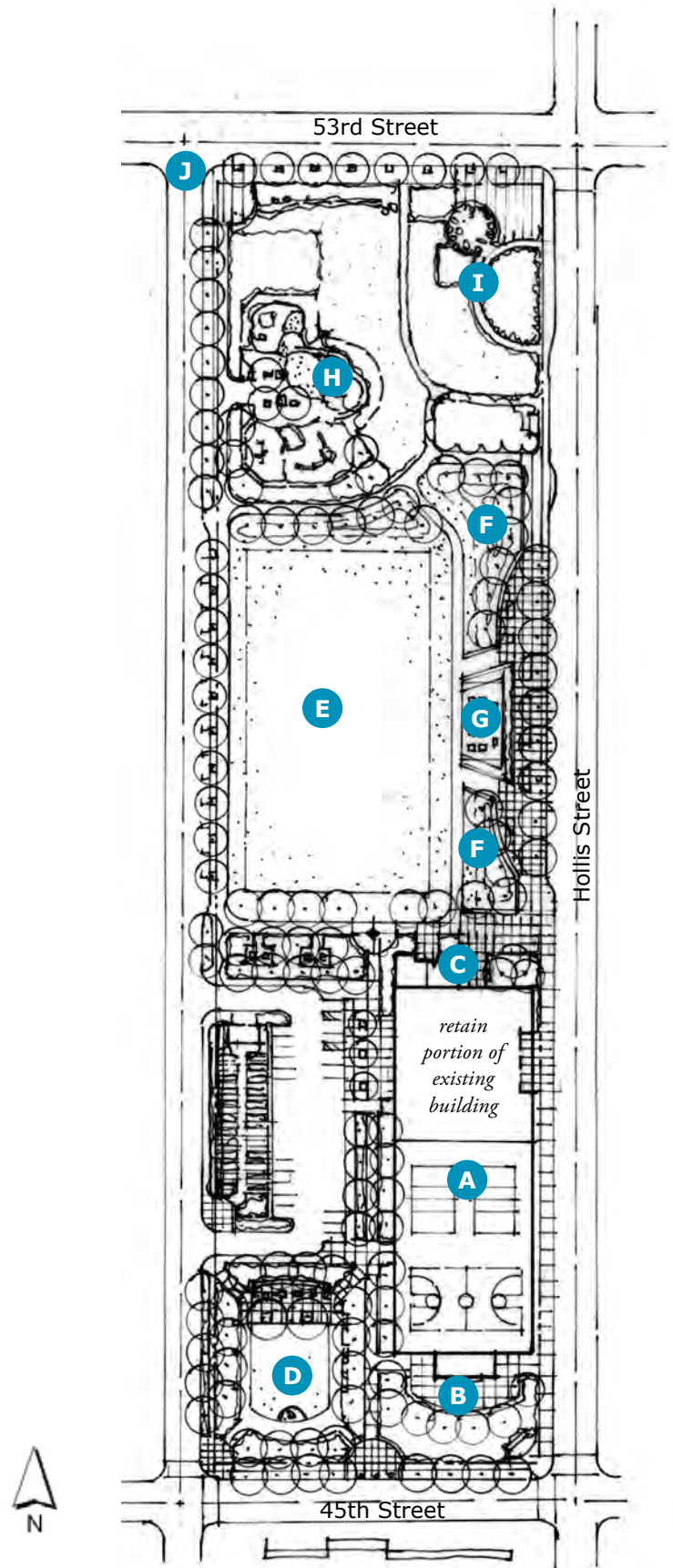
- Play for Children
- Socializing, Relaxing
- Picnicking/Lunch
- Respite and Solitude
- Sports
- Special Events
- Programs/Classes
- Exercise and Fitness
- Viewing Art
- Recreation with Dogs
- Gardening
- Challenge Activities

SITE RECOMMENDATIONS

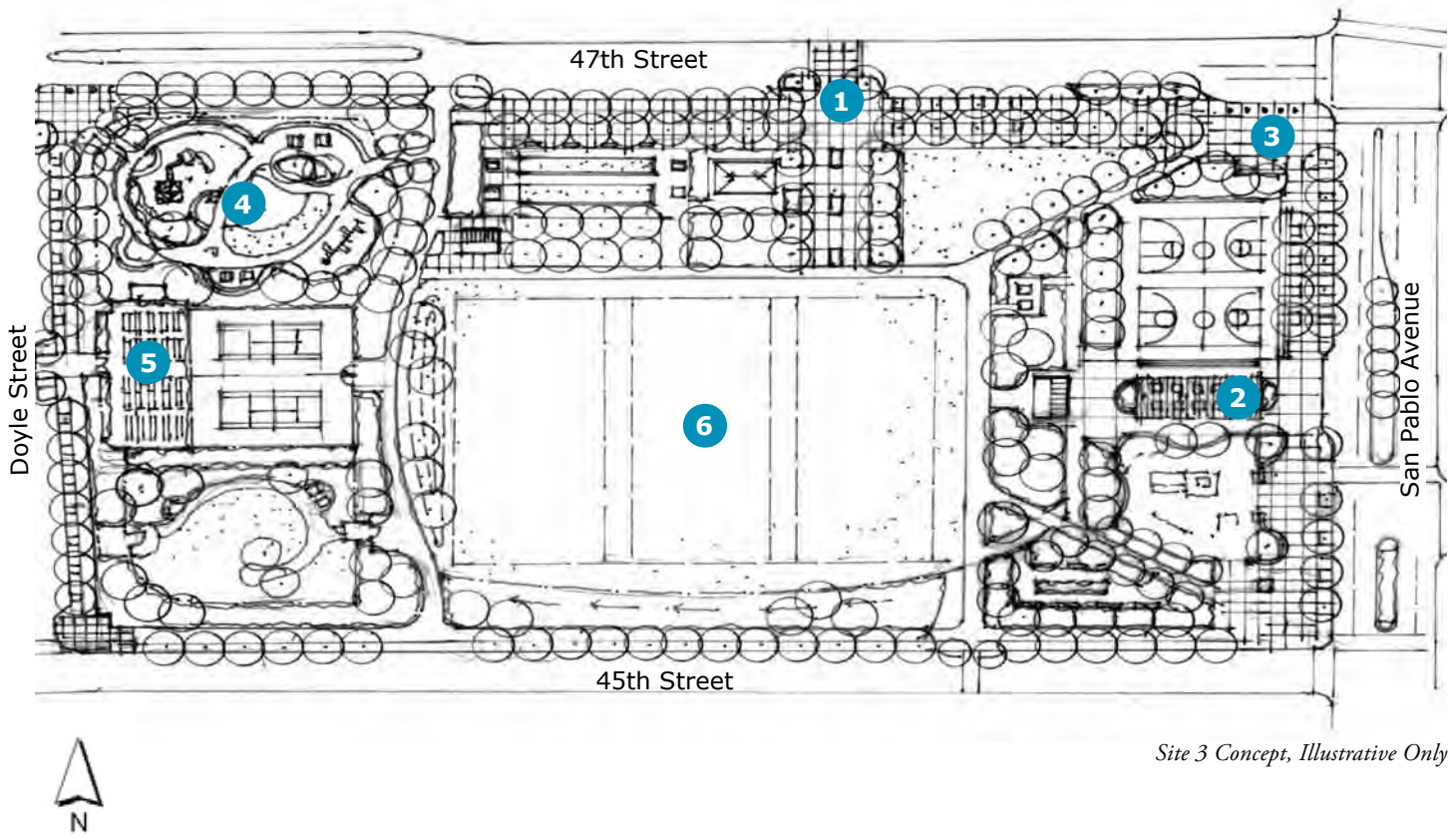
- Both sites offer adequate space to develop the kind of large-scale facilities that will not fit in most of the park sites in Emeryville and are centrally located and have ample major street frontage. Site 3 presents additional opportunity due to its adjacency to the Joint School District/City Community Services Facility site, potentially adding flexibility and efficiency to both sites.
- If the opportunity and resources to acquire one site were identified, this should not completely rule out acquiring and developing at least a portion of the other for park uses.

Site 2

- Examine reuse of PG&E building shell (a) for covered courts, maintenance facility, classroom or fitness studio. If building does not have enough clear span area for courts, consider retaining part of the Hollis Street façade, potentially relocating the art pieces to fit within a smaller stretch of the block face.
- Utilizing the southern end of the structure, or a freestanding building or cart, consider a concessionaire providing food and drink at this site. A patio area (b) with flexible seating would fit best near the corner of 45th and Hollis.
- Include restrooms (c) that are accessible inside of and outside of court building for all park users.
- Reserve programming of 45th and Holden corner of park (d) for when site is designed. Potential program elements would indicate the possibility of an off-leash dog park, community garden, skate/bmx features or climbing features.



Site 2 Concept, Illustrative Only



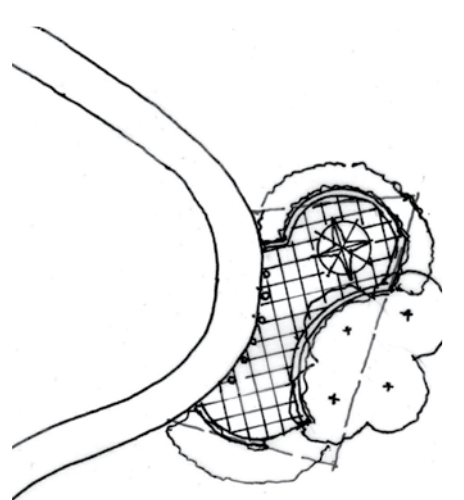
Site 3 Concept, Illustrative Only

- Central to the park is a multi-purpose field (e) with sunning and viewing slopes (f) and a large group picnic area (g) with a shelter.
- At the north end of the site, a portion of the existing Hollis Green plaza (i) should be retained, but should be reduced in size to accommodate a large-scale signature play area (h).
- Extend Temescal Creek Greenway through north end of site integrating design for interpretation of the underground creek (j) with the adjacent site to the west.

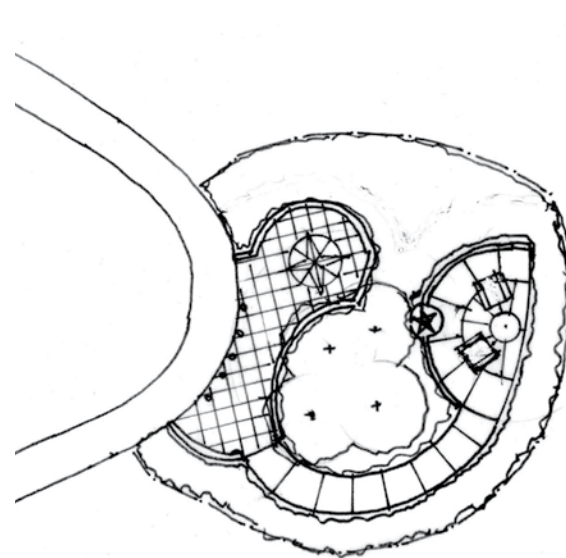
Site 3

- Final design should include facilities that complement rather than replicate what will be offered at School District/City Facility.
- A gateway to the park should be located in the northeast area of the site with a plaza linking the entrance to School District/City Facility (1).

- Activities that provide the opportunity to see and be seen, such as basketball, skateboarding and other challenge activities should be located along San Pablo (2) along with a park gateway oriented toward the northeast corner of the site (3). This frontage offers an opportunity to add highly visible art on San Pablo Avenue.
- Children's play should be located in the western portion of the site (4) along with a community garden (5).
- The central area (6) should include multi-use field space and group picnic areas with supporting features such as shelters and food prep areas.
- Further design could also explore retaining the existing parking structure to serve park and school needs.



Concept A: Within Constraints



Illustrative Only

Concept B: Expanded Site

SITE A

ADDITIONAL PARK SITES



Recommended Park Program

Respite and Solitude
Participatory Arts and
Cultural Activities
Enjoying Nature, Views and Scenery

Potential Program Elements

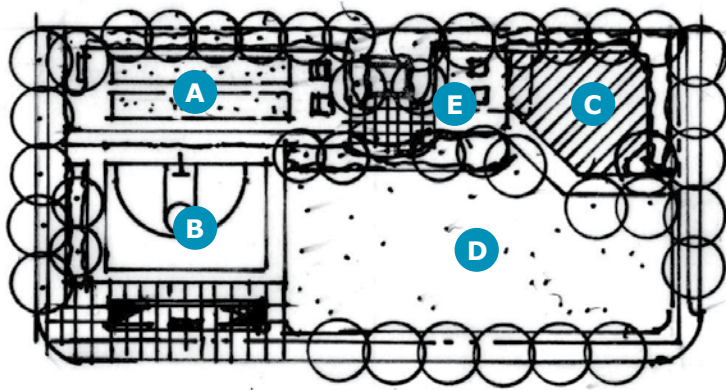
Play for Children
Picnicking/Lunch

DESCRIPTION

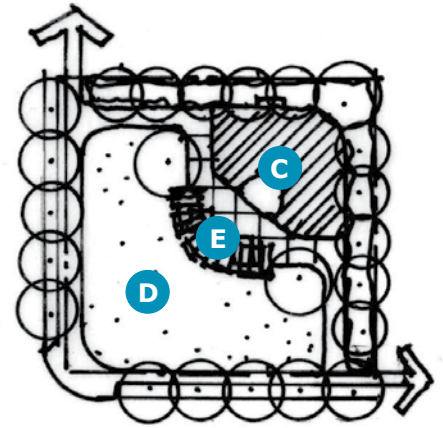
This site is connected to the proposed pedestrian overpass of I-80 through the Ashby interchange. The site constraints, including the existing freeway ramps and contaminated soils and slopes, limit the space available currently to a small landing. However, in the future, the Ashby interchange will be redesigned, presenting an opportunity to expand the landing to a more extensive site that can provide for additional activities. The value of this site is as part of a critical connection from north Emeryville to the Bay Trail and the waterfront parks. However, the rise on which the landing will sit provides a sweeping view of the peninsula and across the Bay to San Francisco.

SITE RECOMMENDATIONS

- Based on a preliminary engineering study of the pedestrian crossing, the initial site will be limited to an area to stop and enjoy the view with little space for additional amenities.
- Several activities can be accommodated within even limited space. The site should focus on maximizing the view and interpreting both the waterfront and the impact of the freeway. Coordinated art installations could strengthen the connection of this site to Point Emery.
- Concept A provides a potential design completely within the area identified in the initial engineering study. Concept B illustrates how this could be expanded to include seating and space for some additional activities. Concept B or any expansion of the site is unlikely to be feasible prior to the realignment of the interchange.



Prototype: one-acre park



Prototype: half acre park

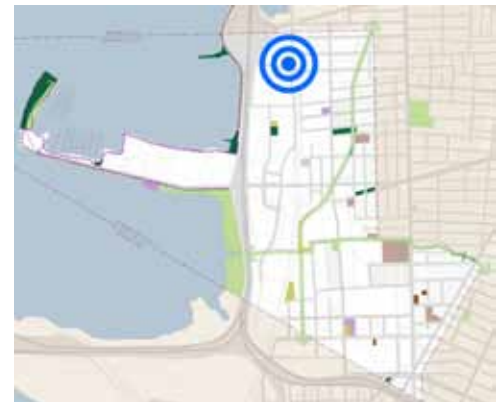
SITE B

DESCRIPTION

This other park opportunity is identified in the General Plan to provide access to basic park activities for those living, working and going to school in the northwest corner of the city. This area is also relatively close to Aquatic Park, located across the city limit in Berkeley.

SITE RECOMMENDATIONS

- The focus of this site should be basics that are not served by Aquatic Park.
- With no specific site identified, it is unclear how much property may be available when the opportunity arises. To accommodate the basic recommended park program, approximately one half acre of land should be a minimum. To add in two or three of the potential program elements an additional half acre would be ideal.
- Gardening could be supported on this small site by designing in landscape plantings (a) that can be adopted by volunteer gardeners. These plantings could include edible landscape plants such as berry bushes. Alternately, this area could be used for game courts.
- Sports on this size of a site should be provided in the form of courts such as half basketball courts (b).
- A children's play area (c) should include nature play, manufactured play equipment or interactive art and be flanked by multi-use turf or other surface (d) and seating areas (e).
- The facilities provided on this site should be selected based on what has been provided nearby at Site C.

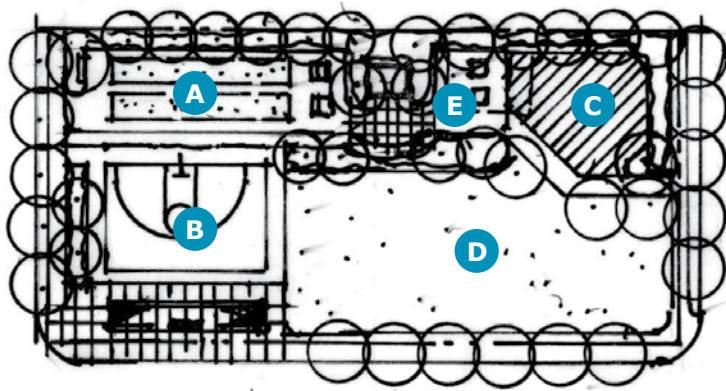


Recommended Park Program

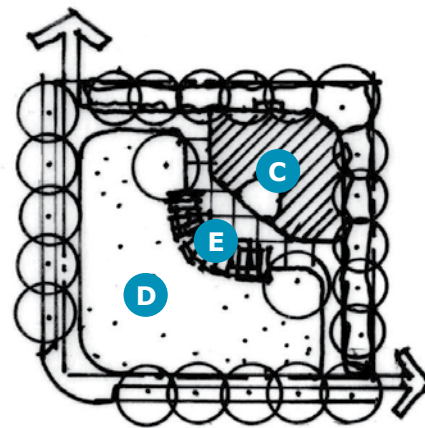
Play for Children
Socializing, Relaxing
Picnicking/Lunch
Respite and Solitude
Games

Potential Program Elements

Sports
Gardening
Exercise and Fitness
Viewing Art



Prototype: one-acre park



Prototype: half acre park

SITE C

ADDITIONAL PARK SITES



DESCRIPTION

This proposed other park opportunity is to serve workers and residents of the northern portion of Emeryville. This site is relatively close to Aquatic Park in Berkeley as well as to proposed site B, but is located near an area that has become increasingly residential with little available park land.

SITE RECOMMENDATIONS

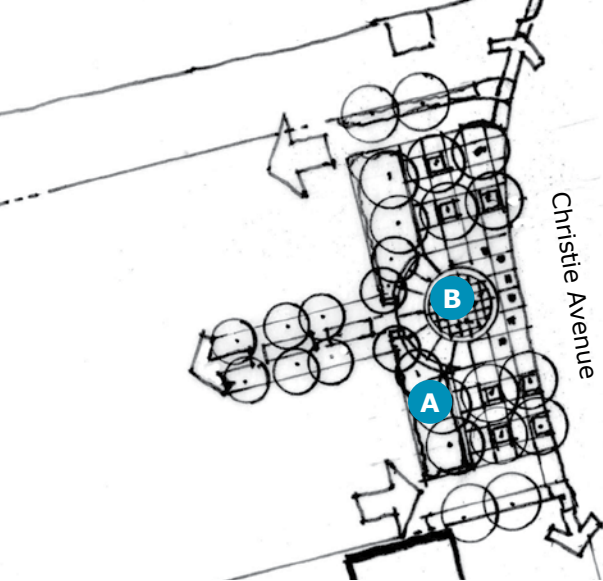
- With no specific site identified, it is unclear how much property may be available when the opportunity arises. To accommodate the basic recommended park program, approximately one half acre of land should be a minimum. To add in two or three of the potential program elements an additional half acre would be ideal.
- A portion of this site could be dedicated to community gardening. On a one acre site this could be a dedicated community garden (a) and on a smaller site edible plantings, such as berry bushes, could be adopted by volunteers.
- Sports on this size of a site should be provided in the form of courts such as half basketball courts (b).
- A children's play area (c) should include nature play, manufactured play equipment or interactive art and be flanked by multi-use turf or other surface (d) and seating areas (e).
- The facilities provided on this site should be selected based on what has been provided nearby at Site B.

Recommended Park Program

Play for Children
Socializing, Relaxing
Picnicking/Lunch
Respite and Solitude

Potential Program Elements

Sports
Gardening



Site D Concept, Illustrative Only



Example: Interactive plaza fountain

SITE D

DESCRIPTION

This site is envisioned to serve a redeveloped area near the intersection of Christie Avenue and Powell. The existing commercial buildings and parking are anticipated to redevelop as a mix of commercial and residential properties.

SITE RECOMMENDATIONS

- This site is suited for a slightly different type of park setting to serve most of the basic needs of future residents. The higher traffic area and the strong potential for employee, visitor and local resident use creates a site suited for a plaza park with a central fun and beautifying feature.
- The plaza should be located in a high visibility area. The concept design places it squarely in at the intersection of Shellmound Way and Christie Avenue.
- Seating walls or features (a) should be included at the edges of the site with flexible seating and tables available to move where park users want them.
- The central feature (b) could be an art feature or a decorative and interactive fountain.
- A zero depth fountain creates the opportunity to clear the central space by turning off the water and use the entire plaza for special events.

Note: Site E & F are included in the Stanford Avenue Park Profile.

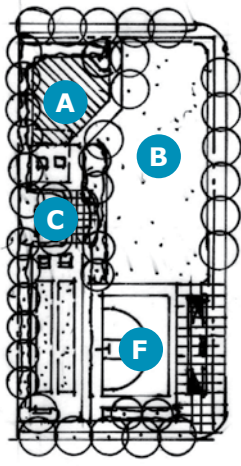


Recommended Park Program

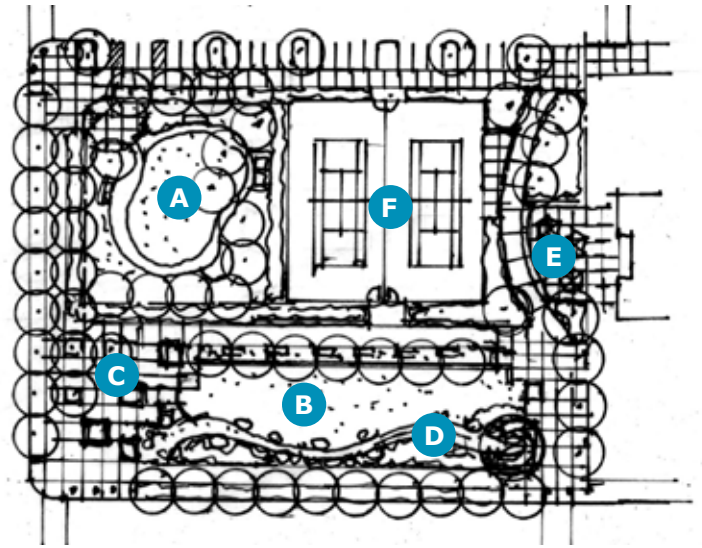
Play for Children
Socializing, Relaxing
Picnicking/Lunch

Potential Program Elements

Special Events
Viewing Art



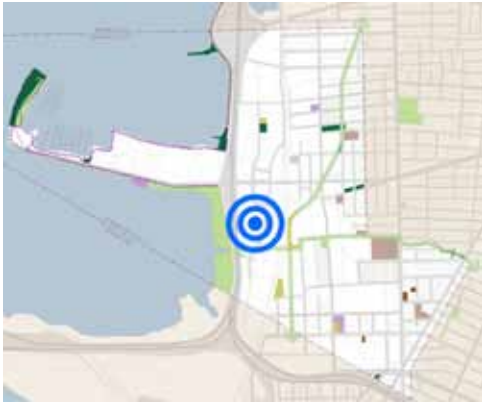
Prototype: one-acre park



Prototype: two-acre park

SITE G

ADDITIONAL PARK SITES



Recommended Park Program

Play for Children
Socializing, Relaxing
Picnicking/Lunch
Respite and Solitude

Potential Program Elements

Sports
Viewing Art

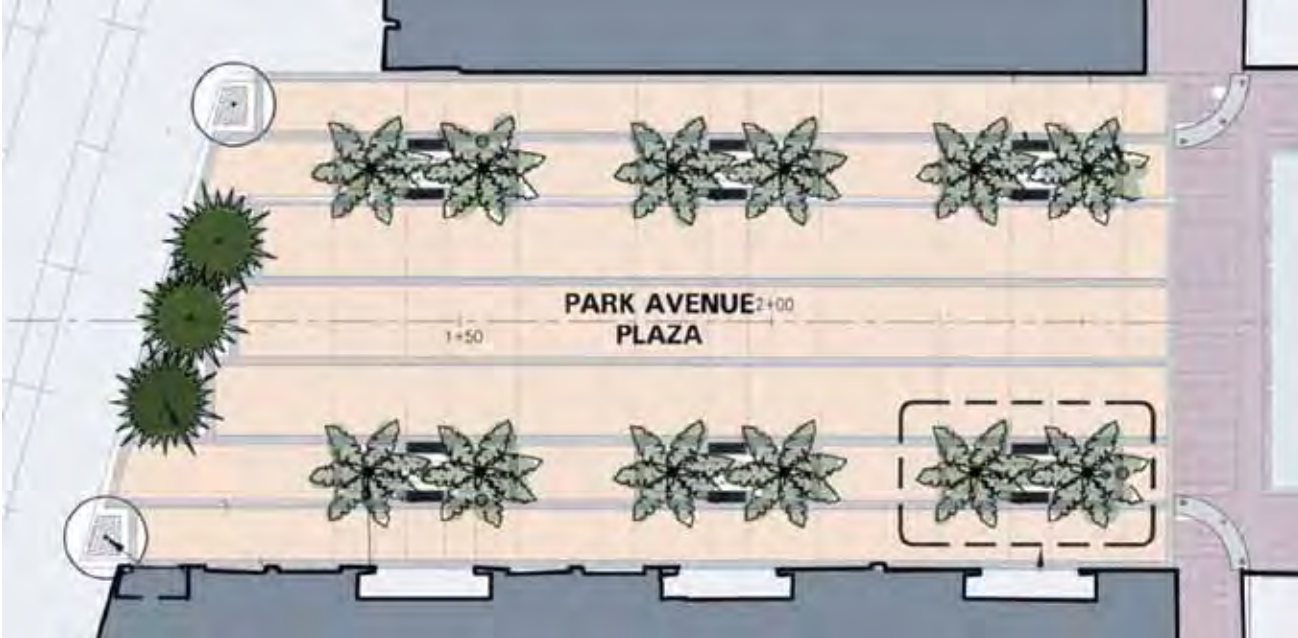
DESCRIPTION

This site is located based on the anticipation of redevelopment of this commercial center into a mix of uses that will include residences.

SITE RECOMMENDATIONS

- With no specific site identified, it is unclear how much property may be available when the opportunity arises. To accommodate the basic recommended park program, one acre of land should be considered a minimum.
- A children's play area (a) should include nature play, manufactured play equipment or interactive art and be flanked by multi-use turf or other surface (b) and seating areas (c).
- A larger site could accommodate features that would be appealing to shoppers and employees as well as residents, such as interactive art (d) or a plaza extending from a restaurant or café (e).
- This site should be adequate to support sports in the form of a single or pair of courts (f).

Site H is included in the Temescal Creek Greenway Profile.



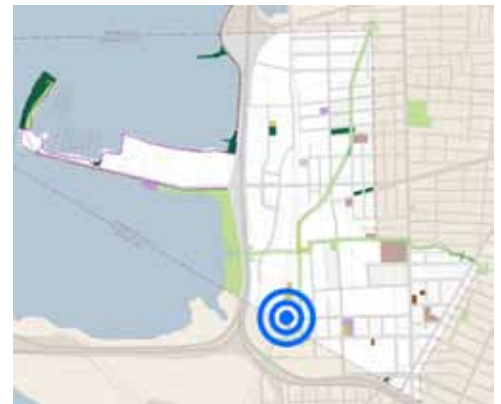
PARK AVENUE PLAZA (SITE 1)

DESCRIPTION

This site is under construction at the time this plan is being completed. The plaza is a part of the Park Avenue streetscape project that will improve the pedestrian environment throughout the Park Avenue District. The plaza provides an anchor at Halleck Street and Park Avenue with enhanced plantings, sidewalks and street treatments.

SITE RECOMMENDATIONS

- Special event programming for this site should be coordinated with other public spaces, including sidewalks and the Civic Center Plaza, to generate foot traffic through the Park Avenue District.
- Consider removable canopy that covers plaza for special events.



Recommended Park Program

Special Events
Viewing Art



SITE J

ADDITIONAL PARK SITES



DESCRIPTION

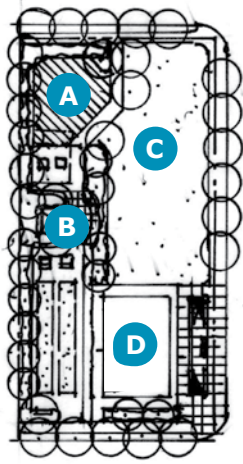
This proposed other park opportunity is further up Park Avenue from the Park Avenue Plaza at Site I and will contribute to the pedestrian environment envisioned for the entire Park Avenue District. This site will complement the other open spaces on Park Avenue, including the Civic Center, by adding basic activities.

SITE RECOMMENDATIONS

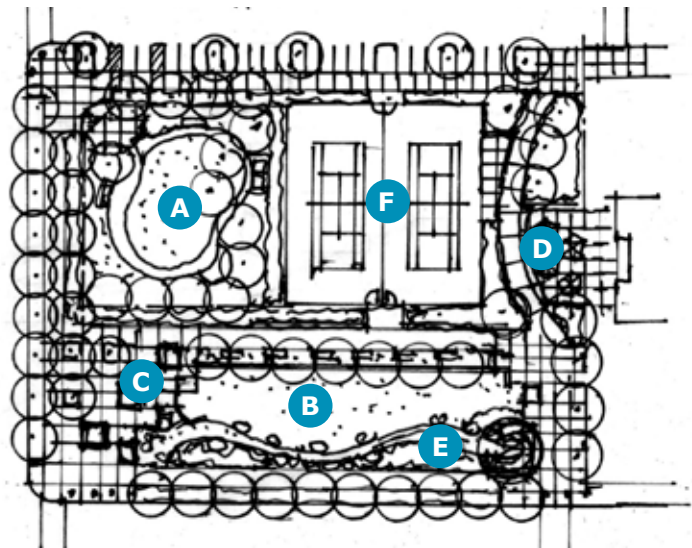
Recommended Park Program

Play for Children
Socializing, Relaxing
Picnicking/Lunch
Respite and Solitude
Special Events

- Interactive art, rather than a play structure, should be included at this site to support Play for Children and add to the visual interest of the area.
- Site I (Park Avenue Plaza) and the Civic Center are coordinated so that between them they provide the basic park activities scaled and distributed to serve the entire Park Avenue District.
- The site should be oriented to Park Avenue and designed to support Special Events that extend along the street between the Civic Center and the Park Avenue Plaza (Site I).
- In addition, the site should extend into the block, with clear sightlines, to provide some set-back from traffic.



Prototype: one-acre park



Prototype: two-acre park

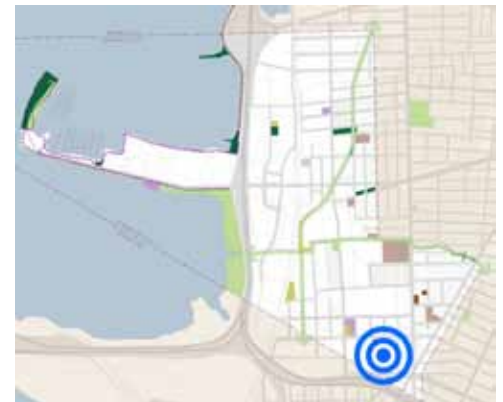
SITE K

DESCRIPTION

This other park opportunity, located in the southern edge of Emeryville in an area that is dominated by big-box retail, primarily the East Bay Bridge Shopping Area, has also seen residential development. The General Plan identifies this site due to the dense residential developments that are already occupied along 40th street and in anticipation of the redevelopment of the substantial surface parking lots as the city gets more dense.

SITE RECOMMENDATIONS

- A total of approximately three acres is needed for the mix of facilities programmed for this site. Depending on the density and distribution of uses, two sites may be preferable to one larger one. With a large area potentially redeveloping at one time larger park sites could be identified. A children's play area (a) should include nature play, manufactured play equipment or interactive art and be flanked by multi-use turf or other surface (b) and seating areas (c).
- A larger site could accommodate more features. The potential for a building facing the park creates an opportunity for a plaza extending from a restaurant or café (d).
- Interactive art (e) should also be included in the final design of a larger site.
- Sports on this site should be provided as courts (f). With additional space, a pair of tennis courts is a possibility here.



Recommended Park Program

Play for Children
Socializing, Relaxing
Picnicking/Lunch
Respite and Solitude
Sports
Viewing Art

Potential Program Elements

Recreation with Dogs



SITE L

ADDITIONAL PARK SITES



Recommended Park Program

Play for Children
Socializing, Relaxing
Picnicking/Lunch
Respite and Solitude
Games

Potential Program Elements

Recreation with Dogs
Gardening
Enjoying Nature, Views and Scenery
Exercise and Fitness
Sports

DESCRIPTION

This other park opportunity recognizes the barrier formed by San Pablo Avenue and the limited open space within the Triangle Neighborhood. No site has been identified but a central location in the Triangle would best serve residents.

SITE RECOMMENDATIONS

- The focus should be on providing basics within a neighborhood setting.
- The City should remain connected to discussions about the future of the Anna Yates Elementary School site's future. Following consolidation into the Joint School District/City Community Services Facility, there may be an opportunity to purchase at least a portion of this site, which is well located for park purposes. Maintaining the sports facilities already present on the site would be an efficient use of the property.
- Alternately, if the site is redeveloped, a portion of this site may be the only available land of any size for the foreseeable future and should be pursued for a park site if possible.
- Depending on the activities added to Temescal Creek Park, Recreation with Dogs or additional Gardening space could be considered for this site.
- With the neighborhood closely packed, adding open space with a natural presence to the neighborhood would have a substantial impact on quality of life.
- Games should be coordinated with audience and programming at Senior Center.

TOM BATES SPORTS COMPLEX

This site is located in Berkeley along the Bay Trail and includes competitive sports fields available on a reservation only, fee-for-use basis. The site is focused exclusively on sport fields, with plans to expand to include additional types of fields in the works. The sports complex is managed by a non-profit entity on behalf of the five East Bay cities who contributed to funding its development (including Emeryville).

Site Recommendations

- The cooperative approach to providing this sports complex is a good solution to limited space within Emeryville. It will be important to make sure that Emeryville residents are aware of and able to use the field space in which their community has invested.
- From information collected through reservations, the City should identify and evaluate the usage by teams and leagues with the participation of Emeryville residents.
- If Emeryville residents are not currently taking advantage of the field facilities, Community Services should provide information about how sport groups can get involved and utilize this resource in the Activity Guide.



JOINT SCHOOL DISTRICT/CITY COMMUNITY SERVICES FACILITY

The Emery Unified School District and the City of Emeryville have been cooperatively designing a joint facility that is envisioned as a combination of community center and multi-grade-level school that supports life-long learning and healthy lifestyles. This project will be a significant community investment tied to the successful November of 2010 bond vote. If developed as currently designed, the facility will feature a comprehensive K-12 school, sport fields a playground, a pool and a gym.

Site Recommendations

- This facility should be the focus of indoor recreation efforts for Community Services. The School District is in the lead on the development of this facility and cost implications are not included in this plan.
- In addition to the school functions, this site will be key to many recreation activities including Programs/Classes, Special Events, Sports and Games.
- If the joint facility concept does not move forward, Emeryville will require an alternate community center site, potentially at Site 2 or Site 3.



EMERYVILLE CENTER FOR THE ARTS

The City has acquired a building south of the Civic Center for future use by the Emeryville Center for the Arts, an independent non-profit organization. This facility will play a role in the overall opportunities for art-related activities including Viewing Art and Participatory Arts and Cultural Activities. The integration of this facility into a larger civic campus may require some redesign of the plaza space behind City Hall.



EASTSHORE STATE PARK

Eastshore State Park makes up the southern half of the waterfront within the city limits. This is a major natural feature but does not currently have any direct access to allow residents to experience the area.

Recommended Site Program

- Respite and Solitude
- Water/Shore Recreation
- Education/Learning
- Enjoying Nature, Views and Scenery

Site Recommendations

- Consistent with the intent and spirit of the park, as described in the Eastshore State Park General Plan, Emeryville should work with the East Bay Regional Park District to provide some appropriate access to the park from the trail along Powell Street.
- Water/Shore recreation will likely be limited to enjoying the water's edge environments from a distance.



GATEWAY PARK AT BAY BRIDGE TOUCHDOWN

The nine agency Gateway Park working group is designing a park at the east touchdown of the new Bay Bridge west span. The park will extend from the touchdown in Oakland east to areas under the I-80 maze, north to the Emeryville border. A line of trees to be planted on the east side of I-80 could extend into Emeryville.

PIXAR PEDESTRIAN CONNECTION

As part of the pedestrian routes identified in the General Plan, a connecting corridor is planned for the eastern edge of the Pixar campus to connect Park Avenue and 45th Street without forcing pedestrians to travel further to reach the sidewalk on San Pablo Avenue. This corridor will provide a more enjoyable pedestrian experience with seating and historic signage, but may have areas with limited visibility from the street.

Site Recommendations

- Adding regular activity to this corridor will provide additional observation of the site, which has been shown to improve safety.
- Two activities that work well in linear settings are Exercise and Fitness and Challenge Activities (particularly skateboarding). Skateboarding is likely to drive the most regular activity.
- Adding features to the corridor such as ledges and low rails would help this connection achieve multiple purposes.



RECREATION PROGRAM RECOMMENDATIONS

The Community Services Department has done an excellent job of building a diverse recreation program to serve Emeryville residents, employees and visitors. As the park system expands, and improved facilities become available, Community Services will face a community desire to expand services provided that is constrained by the resources available. Making decisions about where to follow the creative ideas into new services and when to stay focused will be a key challenge.

FOCUS AREAS

The analysis of current operations, desired activities and the planned sites and facilities during the planning process can be organized into a series of recommendations for future program administration, development and adaptations to the existing program. These recommendations are focused on four key areas that reflect cost centers and purposes for Community Services in providing programs. The intent is that organizing the discussion of programming in this way will clarify roles for Community Services and provide a framework for prioritizing and evaluating efforts.

Joint School District/City Community Services Facility

The completion of the Joint School District/City Community Services Facility will provide a whole new set of indoor and outdoor spaces with corresponding opportunities for recreation programming. This facility should be one of two center-based programs and cost centers for the department, with the other being the Senior Center/Veterans Memorial. In order to avoid stretching resources too thinly, the existing Recreation Center should be closed and folded into the programs at School District/City Facility. With the widest range of available facilities, the School District/City Facility should be the home of most of the Programs/Classes and Aquatics, as well as some of the Participatory Arts and Cultural Activities and Special Events programmed by Community Services. This will include the after school programs as well as recreation programs for all ages.

Specialized indoor spaces and the focus of community attention will allow for a relatively high level of cost recovery for some programs offered at the School District/City Facility. As with existing programs, the level of individual benefit as compared to community benefit should guide pricing and program cost recovery goals. Operating the Community Services-run programs at the School District/City Facility as a cost center, accounted for separately from other programs, allows the City to clearly track the utilization of this facility and the associated costs.

Senior Center/Veterans Memorial

The Senior Center/Veterans Memorial facility should be the second center-based program and cost center for the Department. The use of the building should be optimized for the unique spaces contained in this building. This facility should focus on Programs/Classes, particularly the existing senior programming. Special Events and the facility should continue to be actively promoted for private rental events and community gatherings.

The Senior Center will be an independent cost center for the Department, therefore the staff should be empowered to be creative about how to balance subsidized and revenue generating programming. The objective is not necessarily to make money from the facility but to stretch the community's investment in the physical structure and programming staff as far as possible. This could be accomplished by leveraging user fees, rental incomes and other resources to maximize the use of this facility.

Enlivening Public Spaces

An additional role that Community Services could expand is programming that is targeted to encouraging the use of the public spaces in the city. This function could take many forms from special events to developing self-guided programs like the art walks, to providing equipment to encourage park users to get out and play in parks. Finding the best specific activities will require some experimentation and reevaluation. The budget for this set of activities should be set in such a way that at least one new idea, big or small, can be tried out each year. This set of activities, even more than center-based programs, will need to be regularly reevaluated based on stated goals, to ensure that the community does not continue to use resources on an event simply because "we did it last year."

Ideas that could be explored for enlivening public spaces include:

- *Purchasing equipment for businesses near parks, such as coffee shops and cafes, to check out for park use, for example, a bocce set that could be checked out for the court on the Emeryville Greenway;*
- *Music on the street or in parks, ranging from regulated busking to formal concerts in the park that could elicit sponsorships;*
- *Walking or bicycle environmental or history tours;*
- *Movies in the park; and*
- *Performance or temporary installation of art.*

When making decisions about moving forward with an idea and determining how to fund it, it will be important to consider who has the most to gain from a more interesting streetscape or the attraction of additional visitors. Examples of businesses that will benefit are local and regional scale retail businesses and all food businesses. This will help focus in on the community partnerships that may be able to make these programs happen.

This focus area should also include the marketing and facilitating of reservations in the park system for large and small events. Encouraging these gatherings and events does a great deal to enhance the activity in the primary public spaces, the city parks.

Supporting Active, Healthy Lifestyles

The nation's attention is currently focused on health and well-being, and Community Services is the primary enabler of healthy lifestyles in Emeryville. While this focus area will have some overlap with center-based programs, senior programs and enlivening public spaces, explicitly stating the focus on active and healthy lifestyles will catch public and partner awareness in a different way. To differentiate these programs and services from the other focus areas, it is useful to think about how residents, employees and visitors can make use of the public investment in outdoor facilities to add healthy levels of activity into their day. This too will require some experimentation and will rely on the availability of instructors with ideas for programs.

Some ideas that make use of the existing infrastructure include:

- *Stroller fitness: a program designed to accommodate parents with children in strollers that can take place within a specific park, rotate to different parks or make use of linear parks such as the Emeryville Greenway;*
- *Fitness tours: creating a map of stops or stations where users can, at their own pace, use the built environment to complete an exercise routine;*
- *Walking loops: identify walking routes of various lengths for people to work into their schedules; and*
- *Outdoor Tai Chi: potentially a free, drop-in group rather than a registration-based class.*

SYSTEMWIDE RECOMMENDATIONS

In addition to the site specific and recreation program recommendations, there are a number of issues identified during the planning process that require system-wide policies or solutions. The following section includes a description of each identified issue and recommendations for addressing them.

TRANSLATING ACTIVITIES TO FACILITIES

The activity focused approach is intended to provide a balance of direction and flexibility to serve the community over a long implementation timeline. Many of the activities discussed in this document can be supported by the park system with basic features such as open turf areas and comfortable seating. However, to ensure variety of some activities, different types of facilities will need to be added to parks across the system. Two examples that illustrate the challenge of translating the programmed activities into specific facilities are Play for Children and Sports. Decisions about how to support these activities will be faced in many of the park sites.

Play for Children is carefully defined to ensure that a common mistake, the assumption that this activity requires manufactured play equipment, is not replicated in the implementation of this plan. Other options, some of which are specifically called out in site recommendations, include interactive art, turf areas large enough that children can run or play catch, or water features that allow children to cool off or interact with the water's flow.

As an activity, Sports presents a more obvious range of options that are largely based on the amount of space that can be committed to the activity. For example, on the major city park sites, multi-use fields are included to support sports such as soccer and softball that require large areas. However, participants can be just as active in Sports with a half or full basketball court or a tennis court, any of which will fit in relatively small park sites.

This variety is intended to create options that will allow each park in Emeryville to provide for the basic and the additional recommended program activities even where park sizes need to be small. It is not intended to limit variety, which will be the feature that makes Emeryville's park system interesting. Providing the same

small turf area and half basketball court in each park will not meet the needs of park users.

RESERVATION AND USE POLICIES

The City has an established practice and set of policies related to renting park sites, or parts of park sites for public and private events. These policies and practices establish the City's ability to collect a user fee in exchange for the reserved use of a site and provide the process to follow depending on the size of the event and the presence of alcohol.

Reservable Areas

In the City's largest park, Marina Park, there are several identified reservable areas, defined by the pathways and natural separations. Doyle Hollis Park also includes much smaller reservable areas (individual or pairs of picnic tables). In the rest of the City's parks there are no such obvious distinctions made and the public information is unclear about what exclusivity is included in the rental of a park. For example, does reserving 61st Avenue Park for a birthday party mean that other neighborhood children cannot enter to use the play equipment? Or just that the reserving group gets priority use of the tables?

In existing parks, the City should be clear in the agreements what exactly is included in the reserved area. For new parks, clearly identifiable group picnic areas or shelters should be designated by name or number to be clear about the extent of the reserved area. This also provides facilities that can be reserved at a premium rate but are also available in unreserved times for informal gatherings and outdoor cooking.

Maximizing Premium Sites

Emeryville contains and has planned for a number of high quality and desirable park spaces that can accommodate medium and large-sized gatherings. Marina Park is a premium location for gatherings and celebrations, particularly weddings. The view of the San Francisco Bay makes this a highly desirable location that is easy to access from the East Bay and beyond. The Senior Center/Veterans Memorial facility is also an excellent event venue that has retained a historic appeal. In addition, the major city parks planned for central Emeryville

will include reservable areas that will have seating, food preparation and cooking facilities and in some cases, shelter and shade. These new facilities will be within the region's most beautiful new urban parks and will attract interest from users beyond the City of Emeryville.

The City should provide additional amenities that add value to existing reservable sites at Marina Park. However, it is important that reservable spaces do not prevent the enjoyment of the park by other users. Leaving key areas such as the north lawn, fishing pier and the entire trail available at all times would balance the impact with the revenue and utility of reservable spaces.

The Senior Center/Veterans Memorial also serves as a premium rentable site in the parks and recreation system. The value of this site for event rentals is limited somewhat by the lack of available parking in the area. The City should monitor nearby properties, for opportunities to provide additional parking. An opportunity may include an acquisition of property or a lease of an existing parking lot. Both the Anna Yates Elementary site and the current Recreation Center site offer opportunities for shared parking development.

User Fee Adjustments

As time passes and the park system is improved, the user fee structure should be revisited on a regular basis to ensure that the fees charged are in line with market rates for comparable facilities. The City has a precedent for variable rates based on the size and amenities of a site and should continue this practice.

STANDARDIZATION AND UNIQUE LOCAL IDENTITY

The small system and the need for creativity in site design to accommodate multiple activities in limited space will drive each park in Emeryville towards uniqueness. In planning and designing parks and recreation facilities, the City should embrace this uniqueness where it can add interest and utility to the site. However, there are significant maintenance efficiencies to be had from standardizing certain elements. One place to achieve the efficiencies without sacrificing much in uniqueness is by consistently using standardized park amenities such as benches, tables and chairs, trash cans and other fixtures. A standardized set of features allows maintenance staff to be quick and efficient at repairs while minimizing the variety of replacement parts and specialized tools or equipment. The City should establish standards for park features and even surfaces that will be cost effective to maintain in the long-term. Varying from these standards should still be an option but it should be associated with an additional maintenance requirement.

EFFICIENT TECHNOLOGY

Emeryville has a track record of operating with a lean public works crew capable of maintaining the park system along with other systems for which they are responsible. The City should continue to operate lean on staff but at the same time support that staff with the labor saving devices and systems to reduce the necessary frequency of staff on site in parks. Systems such as timed or remotely controlled facility locks reduce the need to send out staff to manage restrooms and

other park facilities. Where irrigation is necessary, computer controlled systems can not only relieve the maintenance crew from manually activating sprinklers or drip systems, but they can be controlled by moisture sensors that reduce the use of water as well. Other systems should be explored to reduce the necessary frequency of trash collection at park sites, such as solar powered trash compactors.

CENTRALIZED OR DISTRIBUTED FACILITIES

The site specific recommendations identify locations where skateboard or BMX facilities could be added at both small and larger scales. Similarly, off-leash dog areas are recommended that could be either multi-use spaces available for off-leash use at certain times, or larger, dedicated facilities that are fenced-in and would likely be limited to one or two sites. The decision to centralize or localize is one that should be made at the system-wide level so that moving forward, the decision does not have to be made at each site. Overall, with these two types of facilities, distributed sites achieve more of the objectives of the General Plan and increase regular activity at a wider array of sites. Rather than developing larger centralized facilities, Emeryville should find ways to integrate this use along side other compatible uses. Skateboarding and BMX features are included as recommended or potential site features at the following sites:

- *Doyle-Hollis Park/Site 1*
- *Stanford Avenue Park/Site F*
- *Pixar Pedestrian Connection*
- *Temescal Creek Park/Greenway*
- *Site 2/Site 3*

RECREATION WITH DOGS

Throughout the public input process one issue that consistently arose was the prevalence of dogs in Emeryville and the need to accommodate their owners' needs to exercise these four-legged residents as well as the desire to bring dogs along while traveling in the city. Most of the park system is able to accommodate recreation with dogs while those dogs are on-leash and several sites have the potential to share turf areas or other spaces at certain times of the day to allow for off-leash exercise.

The City should revise its policy to allow dogs on-leash by default, making special

exceptions where parks are simply too small or ill-suited to allow residents to be accompanied by their pets. In addition, off-leash hours and locations should be tested to find a balance of use that recognizes the importance of dogs to many residents without creating excessive wear and tear to park sites, thereby limiting their use at other times. Preliminarily, sites that could be used to pilot off-leash times could include:

- *Christie Avenue Park*
- *Point Emery*
- *Temescal Creek Park*
- *Marina Park*

Areas to be used for this purpose should be clearly designated and signage and public information should be posted and distributed prior to the beginning of the test. Park sites 1, 2 or 3 could include larger dedicated off-leash areas or additional turf areas designed to double as off-leash areas.

CONCESSIONS AND FOOD VENDING

Emeryville has a large number of restaurants and cafes that are supported by residents, employees and visitors to Emeryville, who are together a significant population in a small area. Some of the City's parks and private open spaces are located in close proximity to existing food service businesses and some of these have become destinations for take-out food to be enjoyed on a sunny day or warm evening. The availability of food and drink can also change park use habits, allowing users to extend their enjoyment of the park without having to relocate for something cold to drink or a snack or meal. Proximity to a park, particularly if the vendor is adjacent to or even within a park site, can be a significant draw for a business.

The City should explore the possibility of food carts within or at the edge of parks as an option for locations where there is limited availability of food or the demand is sufficient that both fixed restaurants and carts could thrive. Both concessions and food carts have potential to bring small income from the park while providing a valuable service to users.