



PARKS AND RECREATION STRATEGIC PLAN



City of Emeryville

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The planning team would like to thank the many members of the community who helped shape this plan.

This City is what it is because our citizens are what they are.

- Plato



EXECUTIVE SUMMARY

In the summer of 2009, the City of Emeryville launched its first Parks and Recreation Strategic Plan process. Building on the momentum and vision of the adopted Emeryville General Plan, this Strategic Plan establishes a course of action to create a sustainable and interconnected system of parks, recreation facilities, programs and services that promote recreation, health and environmental conservation as integral elements of the community.

The unique history and distinctive urban form of Emeryville frames an interesting challenge for the community in expanding and maximizing the value of parks, recreation facilities and open spaces. The ongoing and deliberate shift in Emeryville from employment center to thriving mixed-use urban community necessitates flexibility in the park spaces. The ideal system will be able to serve the needs of current residents without jeopardizing opportunities for new residents to help shape the community. This document, built on the strong foundation of the General Plan, is the community's strategy for how to meet these challenges and create an enjoyable, environmentally conscious and financially sustainable parks and recreation system.

This plan document describes the existing parks and recreation system, recommends projects and program enhancements for the future system and presents a plan of action. The plan of action includes prioritization criteria, capital and operations costs and funding strategies.

PLANNING PROCESS

The planning process for this Strategic Plan was designed to determine the specific actions, capital improvements and initiatives necessary to move from the current system to the vision described



in the General Plan. The four phases of the planning process, as well as the general timeline, are illustrated below.



Throughout this process, the development of the plan was guided by community input. The multi-layered public input process was designed to ensure a diverse cross section of residents, employees and visitors to Emeryville. By providing multiple opportunities and ways for citizens to engage, the planning process has achieved a balance of strong quantitative data and rich qualitative detail. Over 350 Emeryville residents, employees and visitors have participated in the planning process between June 2009 and July 2010. The plan was also formed through the dedicated work of the Ad-Hoc Committee formed by the City Council to oversee the work at key points in the process. This committee added additional perspectives to ensure that the plan was aligned with community and political realities.

RECOMMENDATIONS

This plan provides recommendations for each of eighteen existing park sites and special use facilities and twenty additional sites either proposed in the General Plan or owned by other agencies with a special relationship to Emeryville. In addition, the plan addresses the intersection of Emeryville Community Services' recreation programming and the sites and facilities within the system.

PARK RECOMMENDATIONS

The recommendations profiled in detail within the body of the Parks and Recreation Strategic Plan are the results of site specific needs analysis. This analysis identified twenty categories of activities desired in the park system. The variety of ways that Emeryville will support these activities will enhance the enjoyment of the park system as a whole and support distinct neighborhood identities around each site. The needs analysis evaluated the suitability of existing and proposed sites for facilities and spaces to support the activity categories.

Based on community input, four activities—Play for Children, Socializing and Relaxing, Picnicking/Lunch and Respite and Solitude—were selected as key activities that should be included in one form or another at each Emeryville park site. Many parks already accommodate these basic activities, and new sites should first be focused on how to creatively include all four. The additional potential activities identified in the needs analysis—including space for physical activity such as sports fields and courts—were recommended for inclusion at a site based on the size of the site, neighboring land uses and the distribution of the activity across other sites in the system.

The plan recommendations address a series of system wide issues, including how to translate activities in the site program into necessary facilities on the ground. As the system develops, providing multiple, smaller and shared features within parks, rather than larger, dedicated facilities, will add more flexibility in limited park space. These could include off-leash areas for play and exercise with dogs or small skate spots that provide

features designed for skaters to practice on. The City should also clarify what public use is allowed when a park facility is reserved for gatherings and events. A final system wide recommendation is the integration of concessions or vending within the City's larger parks as a way to attract additional visitors and provide additional amenities within key park sites.

RECREATION RECOMMENDATIONS

The Joint School District/City Community Services Facility at the Emery Secondary School site will drive changes within the City's recreation programs. This new shared facility will offer major new recreation opportunities for all residents by providing new and expanded facilities. This facility will replace the existing Recreation Center and be the home of after-school, aquatics and athletics programs and classes. The Joint Facility will also be important to participatory arts, cultural activities and special events programmed by Community Services.

The Senior Center/Veterans Memorial will continue to offer programs that are well suited for the unique spaces, including the existing senior programming, special events and community programs.

Two additional areas of programming are recommended for expansion—enlivening public spaces and supporting active healthy lifestyles. Both are focused on making more and better use of the existing park facilities by supporting play, special events and other activities at park facilities and introducing new ways to use the parks and greenways.

PLAN OF ACTION

Each of the existing and proposed sites in Emeryville has an important role to play in creating the complete parks and recreation system envisioned by the community and documented in the General Plan. The keys to achieving this vision are preparation and flexibility. This plan represents the first step in preparing for the twenty-year implementation of this Strategic Plan. Recognizing the inevitability of change, the plan also includes a series of tools to allow the City to be flexible in responding to opportunities as they emerge.

CHALLENGES AND DIRECTIONS

Public input and analysis identified a number of challenges to completion of individual projects as well as general direction about where the community would like to see action. The primary challenge the City faces is the financial balance of moving projects forward and committing operations and maintenance resources to sustain them once they are built. There is strong community support for completing projects the City is currently engaged in, particularly expansion of greenways and the joint facility with the School District. At the same time the recognition of limited operating resources challenges the City to find new partnerships and commit additional operating resources prior to initiating new projects.

Another challenge that the community indicated strong interest in is how to increase access to and use of parks in the Triangle neighborhood. Safety and increased use of Temescal Creek Park and addition of a proposed park more central to the neighborhood are important.

TOOLS FOR IMPLEMENTATION

In order to provide the flexibility needed to address challenges and opportunities as they arise, this Strategic Plan includes a variety of tools to assist the community, elected officials and staff in determining how a new project fits within the community vision and available resources.

Decision Making Criteria

This plan identifies the projects that are needed to move Emeryville toward the community envisioned in the General Plan. A set of decision making criteria





keep the challenges and opportunities faced in implementing these projects in focus as individual decisions are made. These criteria can be used to compare projects or to evaluate an individual idea by raising the essential questions.

These criteria consist of:

- *Capital and Maintenance Resource Availability*
- *Property Availability*
- *Serving Identified Activity and Location Needs*
- *Completing Greenways*
- *Availability of Partnerships*
- *Enhancing/Maintaining Existing Resources*

Capital Project and Operating Cost Model

To inform the decision-making process, the plan includes a model of both capital and annual operations costs generalized for the types of improvements anticipated across the system. This model includes all identified costs, from property acquisition to development of facilities to match the recommended site program. The total cost of projects identified in existing parks is \$7 million, with an additional \$160 million in projects for proposed park sites. In many cases, developers, donations, grants and other resources will reduce the final project cost paid by the City. This is especially true of proposed parks; the capital cost of many parks could largely be provided by property development projects through fees and exactions to off-set the impacts of new residents. In addition to providing this snapshot of the planning-level cost of projects, the model has been provided as a flexible tool for staff to adjust as costs and anticipated projects change.

Funding Strategies and Sources

Three broad strategies are suggested for funding this plan.

Partnering for Success:

The City's major partners for developing and maintaining the parks and recreation system include the School District, the real estate development community, major employers, local businesses, community organizations and the East Bay Regional Park District. For some of these partners, the benefits of parks and

recreation as well as collaboration in projects will be obvious. For others, the City will need to develop relationships and build the case for how parks and recreation activities benefit these partners directly.

Maximizing Capital Dollars:

The community has made effective use of redevelopment funding for capital projects in the park system. However, no one source of funding will be adequate for building the park system. The City should pursue some mix of Impact Fees and Quimby Act fees to help off-set the impacts of increased population as new residential properties are developed. The final category of capital funding to consider is State, Federal and private grant programs. To make the most of this opportunity, staff resources will be needed to track and apply for specific grants where existing capital dollars can be leveraged to maximum effect.

Building Community Support:

While capital funding may appear as the major obstacle to creation of the community's envisioned park system, the larger issue is ongoing operation and maintenance of the system into the future. The most sustainable source of funding for both operations and maintenance is strong community support. This support will need to be reinforced and converted into the necessary political and financial support (including fees and taxes) to implement this plan.

The specifics of how these strategies will be applied and the value the City sees from each will depend greatly on the projects selected. The appendices to this Strategic Plan include a listing and matrix of funding opportunities that matches individual funding

sources to the types of projects that are eligible.

Design Guidelines

This plan includes a set of design guidelines that are intended to provide a reference to City staff, developers and other partners in implementing General Plan policies and Strategic Plan recommendations. These guidelines are posed as a series of questions to focus the design process on key directions provided by the community in both the General Plan and Strategic Plan processes.

APPLYING TOOLS

Most of Emeryville's proposed park sites, along with most of the land in the city, are currently developed for other uses. The General Plan concept relies on ongoing changes in development and use of land in the city to reshape community access to open space and to take advantage of the benefits parks offer to residents, business owners, visitors and employees. Preparing for these projects will involve a careful balance of recognition and support of existing land uses along with an eye to the future as plans begin to form for redevelopment in key locations.

Project opportunities will come and pass quickly. Whether or not to move forward will be one of the key decision points that the City will face. At these key points, the City Council will have the complete set of questions and tools to evaluate the merits of a particular project based on the community input into this planning process. This Parks and Recreation Strategic Plan will serve as the City's tool box as it moves forward in implementing the General Plan vision.

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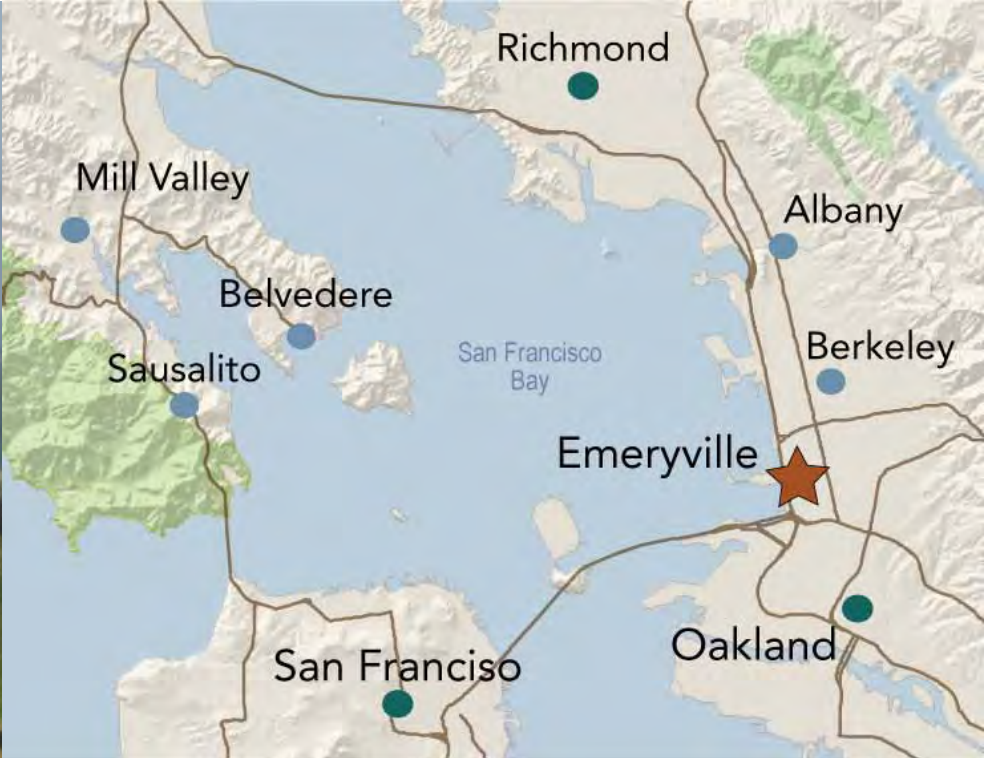
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INTRODUCTION

In the summer of 2009, the City of Emeryville launched its first Parks and Recreation Strategic Plan. Building on the momentum and vision of the adopted Emeryville General Plan, this Strategic Plan establishes a course of action to create a sustainable and interconnected system of parks, recreation facilities, programs and services that promote recreation, health and environmental conservation as integral elements of the community.

The unique history and distinctive development and redevelopment pattern of Emeryville frame an interesting challenge for the community in expanding and maximizing the value of parks, recreation facilities and open spaces. The ongoing and deliberate shift in Emeryville from employment center to thriving mixed-use urban community necessitates flexibility in the park spaces, to serve the needs of current residents without jeopardizing the ability of new residents to help shape the community as well. This document, built on the strong foundation of the General Plan, is the community's plan for how to meet these challenges and create a beautiful, environmentally conscious and financially sustainable parks and recreation system.



CONTEXT

Emeryville is a compact city of just 1.2 square miles that occupies a unique location in the East Bay, between the cities of Berkeley to the north and Oakland to the south and east. The community is tightly integrated with its neighbors, sharing resources such as parks and libraries around its borders. Emeryville even jointly plans its border with Oakland. With its location on the San Francisco Bay, portions of the city enjoy views of San Francisco, the Golden Gate and Bay Bridges and the hills of Marin County to the west.

HISTORY

Emeryville's name came from early landowner Joseph Emery, who purchased a 185-acre tract in 1859. Emery set the tone of development that would dominate the area for nearly 100 years by financing multiple rail lines in the region. By the time Emeryville incorporated as a city in 1896, the area was already emerging as an industrial and rail terminal city.

Emeryville continued to grow during the early 1900s, until the city eventually began to expand into the bay on fill, creating the Emeryville Peninsula in the 1960s. A decade later, nation-wide shifts in the economy caused many urban areas to lose industry as businesses failed or moved elsewhere for cheaper land. In Emeryville, the city's industrial base also began to weaken, leaving behind vacant warehouses, factory and office buildings.

HUMANS HAVE LIVED IN THE VICINITY OF EMERYVILLE FOR THOUSANDS OF YEARS. SOME OF THE EARLIEST INHABITANTS CREATED LARGE MOUNDS FROM DISCARDED SHELLS AND OTHER MATERIALS OVER TIME. ONE OF THESE MOUNDS, LOCATED AT THE MOUTH OF TEMESCAL CREEK, WHICH NOW FLOWS IN UNDERGROUND CULVERTS THROUGH THE CENTER OF EMERYVILLE, SURVIVED UNTIL THE EARLY 20TH CENTURY WHEN IT WAS DEMOLISHED FOR INDUSTRIAL DEVELOPMENT. THIS SITE, LOCATED AT THE ENTRANCE TO THE BAY STREET SHOPPING CENTER, HAS BEEN MEMORIALIZED AND INTERPRETED FOR THE PUBLIC.



The City built its first park—61st Street Mini Park—in 1976. This was soon followed by the Marina Park on the peninsula. Over the last 20 years, Emeryville has reemerged as one of the high-tech and regional retail centers of the Bay Area. Much of the City’s formerly underused and vacant industrial areas have been redeveloped as offices and retail markets.

DEMOGRAPHICS

The City’s current (2009 California Department of Finance estimate) population is 10,087. By 2030, Emeryville’s population is projected to reach 16,600 (July 2009 Draft Environmental Impact Report for the General Plan). Demographic analysis indicates that most of the population that will likely be in the 20 – 65 year age groups with an increasing number of seniors age 65 and up.



With approximately 20,000 jobs, Emeryville has almost twice as many employees as residents. The driving forces for projected employment growth are the expected office, hotel and retail developments and redevelopments. Overall, the more intensive land use pattern and the shift away from industrial uses will result in a net gain of 2.5 million square feet of non-residential building space and nearly 10,000 additional jobs.

LAND USE

Emeryville has developed distinct neighborhoods within its compact limits. Major streets and the I-80/I-580 freeway fragment the city. The freeway isolates the bayfront and peninsula with only one existing connection at Powell Street. Central Emeryville includes reused industrial sites and redeveloped areas with a dense mix of housing and commercial activity. On the eastern side of Emeryville, neighborhoods of single family homes begin at Doyle Street and continue into the Triangle Neighborhood, relatively cut off by busy San Pablo Avenue.

The city is almost entirely built-out, with only about 20 vacant acres, or four percent of the total land area. The General Plan also notes that parks and open spaces currently total seven percent of the City's land area. Emeryville will grow through redevelopment of existing underused sites, adding density and variety. The General Plan also calls for neighborhood centers and parks spaced for walking access, as well as expanded arts and cultural facilities, and designates park and open space land. The city's zoning ordinance provides greater detail about permitted uses.

TRANSPORTATION AND ACCESS

Transportation has defined the history and the transformation of Emeryville. From early rail connections, which continue to carry freight and passengers through the city, to the easy on-off access to the I-80 interstate bringing employees and shoppers from throughout the region. Commuters and residents take advantage of nearby Bay Area Rapid Transit (BART) access, Alameda and Contra Costa County (AC) Transit and local Emery Go-Round shuttle services.

Compared to the average Bay Area resident, Emeryville residents rely on more alternative methods of commuting and rely less on driving alone. Walking and bicycling rates are particularly high amongst residents, likely due to the small size of the city and the level terrain. Major bike and pedestrian routes, such as the San Francisco Bay Trail and the Emeryville Greenway also make active transportation an attractive option. However, workers coming to Emeryville from other parts of the region tend to rely on driving, usually alone, to reach the city.





PUBLIC ART

Emeryville is well known for its promotion of the arts and is home to a lively community of artists. With help from the Emeryville Redevelopment Agency, a group of artists purchased two former industrial areas for artist space and, in 1987, artists formed the Emeryville Celebration of the Arts. Since then, there has been an annual art studio open house, as well as the Emeryville Art Exhibition. Since 1990, the City has been requiring a portion of all new private and public construction expenditures be used for art in the community. These public art funds have been applied, under the guidance of the Public Art Committee, to public art installations throughout the city.

GREEN DESIGN AND DEVELOPMENT

Emeryville is dedicated to improving the environment through planning and development of best practices for green design and development. Along with green building guidelines and energy conservation requirements, the City also encourages use of native landscaping, and salvaged, recycled and sustainably-harvested materials for new development. According to the City's climate action plan, by 2020 the City plans on reducing its greenhouse gas emissions by 25% from 2004 levels.



EMERYVILLE GENERAL PLAN

The City of Emeryville completed a General Plan process in the year that this Strategic Plan was begun, adopting the plan in October of 2009. The General Plan is designed to guide the growth and development of the City. 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. Recognizing that each of these focus areas is strongly connected to parks and recreation, the City followed up the General Plan process with this planning effort to set a clear implementation path for the vision the community had established. The future parks and recreation system, described in Chapter 3 of this Strategic Plan, is based on the guiding principles of the General Plan.

PLANNING PROCESS

The planning process for this Strategic Plan was designed to determine the specific actions, capital improvements and initiatives necessary to move from the current system to the vision described in the General Plan. Figure 1 below illustrates the four phases of the Plan as well as the general timeline.



Figure 1: Planning Phases

Phase 1: Where Are We Now?

Phase 1 included an inventory of the current parks and recreation resources in Emeryville, focusing on park land, park facilities and recreation programming. Tasks in this phase included an analysis of the planning context, including a review of the geographic, historical and cultural context, local government and park providers, demographics and anticipated population growth, land use and development. Available under separate cover, the Existing Conditions Report includes a complete inventory of Emeryville's parks and recreation resources.

Phase 2: Where Do We Want To Be?

The second phase identified and refined the community's vision for parks and recreation, building on the guiding principles of the General Plan. During Phase 2, public involvement activities including community events and workshops, focus groups and a recreation questionnaire, helped identify public preferences and community needs for parks and recreation.

Phase 3: How Do We Get There?

In Phase 3, the planning team developed specific strategies and actions for improving the parks and recreation system. This phase generated conceptual park designs, a capital improvement plan and operational plan, resulting in the Administrative Draft Plan.

Phase 4: Adoption

In Phase 4, the Parks and Recreation Strategic Plan was available for public review, and was presented to staff, the Ad-Hoc Committee, the Planning Commission and the City Council for refinement and adoption.

MOVING TOWARD THE VISION

In the end, this process has validated and built on the vision of the Emeryville General Plan and has pointed implementation in three general directions.

COMPLETING ACTIVE PROJECTS

The community has started a number of projects that take advantage of one-time opportunities or fill a long-standing demand for connections and additional facilities. Strong support for expanding the greenways and moving forward with the City and School District partnership for a new joint facility was shown throughout the planning process.

COMMIT TO OPERATING RESOURCES

With many new facilities opening and nearing completion as the economic depression constrains the public resources available from the City's general fund, the challenge of how to sustain funding for the operation and maintenance of parks and recreation sites and facilities stands out. Initial attempts to fund this need with a special district were rejected by Emeryville property owners, leaving the question unresolved. Emeryville will need to build and strengthen partnerships with residents, property owners and employers. These partnerships need to be built on a shared understanding of the full range of benefits that well maintained parks provide. Further, in order to avoid making the situation worse, the City needs to carefully consider the availability of operating resources prior to moving forward with new projects.

SERVING THE TRIANGLE NEIGHBORHOOD

The Triangle neighborhood, with closely developed single family homes, creates a different challenge than much of the rest of Emeryville. With large scale redevelopment not intended for this area, making the most of the limited park land and adding an additional park site are particularly important. Enhancing the safety and use (often referenced as two sides of the same issue) of Temescal Creek Park and identifying an additional park site are the major recommendations.

The final priority setting is the purvue of the City Council, and the purpose of this document is to provide the projects and the decision making tools to assist them in that process.

DOCUMENT ORGANIZATION

Following the phasing of the planning process, this plan is organized into the following four chapters and three appendices:

Chapter 1: Introduction provides an overview of the planning and public involvement process, and describes the planning area and key demographic characteristics of Emeryville;

Chapter 2: Existing Park System describes parks and recreation activities and summarizes the city's park and facility inventory, recreation programming and facility operations and maintenance;

Chapter 3: Future Parks and Recreation System presents the park system concept and supporting activities, as well recommendations to achieve the envisioned parks and recreation system;

Chapter 4: Plan of Action addresses the critical decisions the City will need to make to implement Plan recommendations, including capital projects and parks and recreation operations. This chapter also provides strategies to fund the future park system.

Appendices include the following:

Appendix A: Summary of Public Input

Appendix B: Design Guidelines

Appendix C: Capital and Operations Cost Model

Appendix D: Funding Opportunities

Other documents created during the planning process are also available under separate cover, including:

- *Planning Context Summary*
- *Existing Conditions Summary*
- *Community Needs Assessment and Preliminary Site Programming*



EXISTING PARKS AND RECREATION SYSTEM

From creating new land features in the Bay to reusing abandoned rail right-of-way, the City of Emeryville has a history of creativity in creating its park system from a limited supply of land. The park system consists of compact urban spaces such as 61st Street Mini Park, as well as open spaces that provide access to the bay such as Point Emery. Emeryville also has a number of privately managed and nearby recreation resources such as Hollis Green Park and Eastshore State Park.

PARKS AND RECREATION ACTIVITIES

Emeryville faces a set of distinct challenges in determining the type of facilities that should be included in new and existing park land. With limited space, the community is forced to make difficult choices about what will be included and which needs will have to be fulfilled elsewhere or in other ways. In addition, much of the population that will enjoy this park system has not yet arrived as the city is still pursuing its residential development strategy.

The approach of this planning effort was to identify the types of activities most important to Emeryville's desired quality of life, then to identify the types and location of facilities needed in the parks and recreation system. From the analysis of the existing parks and recreation system, the planning team developed a comprehensive list of activities supported within the existing park system. Through the public involvement process, community members generated additional ideas, and the planning team analyzed the list to identify those activities that are feasible given Emeryville's land constraints and that provide opportunities for residents, employees and visitors.



This effort led to the list of the activities Emeryville will support within the park system, which are discussed below. Some of these activities require specific facilities to make the use possible, while others rely more on setting and overall design of the site. By focusing the analysis of the community's needs on the activities desired, Emeryville will have greater flexibility in meeting those needs and providing creative parks offering a wide range of experiences within limited park land. To clarify the connection between the facilities and the activities, park sites that currently support each activity are summarized in Table 1 following the description of each activity.

For each activity discussed below, there is a definition and general description of what types of facilities can be used for the activities. This is followed by a summary of the relevant facilities and amenities that currently exist in Emeryville.

PLAY FOR CHILDREN

Places and facilities in which children play vary as widely as the imaginations of the children using them. Play areas at most parks focus on manufactured playground equipment. These structures, swings, slides and other elements come in many shapes and sizes, and may contain multiple design components. Playgrounds can also be designed to incorporate thematic areas with interpretive and educational elements. Playgrounds can be constructed using a variety of materials, but must include safety surfacing and a separation between preschool and school age areas and keep children safe from traffic and conflicting uses. Playgrounds should also be designed to be accessible for all users.

All parks offer places for children to play. Most of Emeryville's parks have open turf areas. Additionally, four parks include formal playgrounds: 61st Street Mini Park, Stanford Avenue Park, Temescal Creek Park and Doyle Hollis Park. The play equipment at Doyle Hollis Park is new and the City installed the equipment at Stanford Avenue Park within the past few years. The facilities at 61st Street Mini Park and Temescal Creek Park are older and show signs of wear.

While playgrounds offer many activities within a smaller area, all of Emeryville's parks offer opportunities for unstructured play. Open turf areas are popular for playing catch, informal games of soccer, Frisbee and other unstructured activities.

There are water features included in the play features in three Emeryville Parks (Doyle Hollis Park, Stanford Avenue Park and Temescal Creek Park) and a decorative water feature at the Civic Center. Beaches or water access also provide opportunities to play in the water.

SOCIALIZING AND RELAXING

Parks and recreation facilities provide an important place for Emeryville residents to interact with their friends and neighbors or to simply relax in a comfortable setting. Many different features can and do support these informal activities including seating, open lawn areas, picnic tables and venues for events and programs. Nearly all of Emeryville's parks and facilities support socializing and relaxing with seating areas and casual or drop-in activities that encourage residents to interact on their own schedules.

PICNICKING/LUNCH

Whether with small or large groups, alone or with co-workers, picnicking and eating lunch are common activities in parks. While most picnic areas require amenities such as tables and trash and recycling containers, spaces to eat lunch are often more informal.

Picnic areas are groupings of one or more picnic tables within a park setting. Often, barbecue pits or grills are provided. Drinking water and restrooms should be located within easy walking distance. Picnic areas may be situated under shade structures or in permanent pavilions. In large groupings with the appropriate



support facilities, picnic areas can be referred to as group picnic areas. Usually, group picnic areas can be reserved for a fee by groups for family or business events, weddings and other gatherings.

Lunch areas vary in the type of seating arrangements provided and can include benches, low seating walls and planters and picnic tables. Lunch areas should be provided in a number of different settings including places that provide views, observation of street activity and sheltered natural areas.

All of Emeryville's City Parks and Waterfront Parks provide seating and all but three (Christie Avenue Park, Point Emery Park and Shorebird Park) have picnic tables.

RESPIRE AND SOLITUDE

Living in relatively compact communities without private yard space or extensive traditional parks requires spaces that support being alone or engaging in solitary pursuits as a way of "getting away from it all". A variety of facilities can support respite and solitude, from a bench in any park where a resident can sit alone with their thoughts to a trail or the end of a pier with the city sitting far in the distance.

Very small parks can provide for this type of activity but the smallest parks with playgrounds are not designed specifically for respite or solitude, and may not support this activity.

SPORTS

High-energy team or individual sports activities can require specialized facilities such as fields and courts. This activity includes the playing of games (competitive or casual), team practice and classes or programs that develop skills.

Places to play sports are an important resource for both organized and informal play. In order to support these high-energy activities an appropriate amount of space must be provided. Popular sport facilities include diamond and rectangular fields for baseball, football, soccer and more; as well as courts for basketball or racquet sports such as tennis.



While most parks have open turf areas, there are no formal sport fields in Emeryville parks, nor are there tennis courts. Stanford Avenue Park, Doyle Hollis Park and Temescal Creek Park each have one half-court basketball court. The developed sport fields available for use by the community are at the Tom Bates complex in Berkeley and at the Emery Secondary School site. Nearby San Pablo Park also has several sport fields.



GAMES

Games can be played on table-top boards, special purpose tables and small courts. Most game tables and courts are specialized for particular games, although some allow for variations and alternate games.

One of the most popular table top games in a park setting is chess. Game boards for chess and checkers can be included as part of the surface of a table requiring only pieces for play. There are a wide variety of games that require only the proper equipment: playing cards, dominoes or other table top games, as well as a suitable surface for players to gather around. Other games use courts that are drawn/painted on or built into a park surface. Hopscotch requires very little space and is a game that generations of children have enjoyed. Playground games such as foursquare are seeing a revival amongst young adults in many cities. Other court games include bocce, shuffleboard and horseshoes, all of which can be fit into relatively small areas. Indoor games include pool or billiards, as well as any of the games that can be played outdoors.

Emeryville has a bocce court on the Greenway and a pool table at the Senior Center. The 62nd Street Mini-Park also has a hopscotch and 4-square markings.

RECREATION WITH DOGS

Dog owners enjoy the opportunity to run, play, relax and socialize with their dogs and other dog owners in park settings. Because of Emeryville's compact and dense housing, space for dog owners to exercise their pets is in high demand. Due to the need to regularly exercise dogs, dog owners often become one of the most regular users of parks and trail corridors. However, in a constrained space, dogs can create significant additional wear and tear and routine maintenance needs. In addition, there can be conflicts between dog owners and other park users who



may not wish to encounter dogs. Also, domestic and wild animals are not always compatible on one site. For some activities, particularly where dogs are off-leash, enclosed areas may be necessary.

Officially, walking dogs on a leash is permitted only in Temescal Creek Park and Marina Park. However, people bring dogs to all of the parks. There are often people with dogs walking and playing off-leash in Marina Park and Point Emery Park, walking on the Bay Trail and the Emeryville Greenway, and playing in Christie Avenue Park. There are no off-leash dog parks in Emeryville.

GARDENING

Gardening in public spaces includes raising plants for food, decoration or simply for the joy of watching something grow. Gardening provides the opportunity to have a direct connection to having food on the table and can help users to reduce their food costs.

The most common form of this activity within a park system is the self-directed gardening of a small plot rented at a community garden. Other ways that this activity can be integrated into the parks and recreation system is through programs teaching everything from the basics of balcony herb gardens to master gardener courses. There is also an opportunity to harness residents' desire to garden to assist in the ongoing upkeep of the City's parks, greenways and green streets. Gardening sites can be integrated into the design of parks, potentially using edible landscaping to replace decorative plantings. Volunteer opportunities to plant annuals or maintain an element of a local park landscape can also be facilitated.

There are two community gardens in Emeryville (Big Daddy's Community Garden and the Community Organic Garden), that provide space for gardening to those who do not have adequate space at home or who prefer the community setting.

CHALLENGE ACTIVITIES

This group of activities is focused on individuals challenging themselves, although many choose to participate in informal groups. These activities can require a specific type of facility but also often take advantage of the built and natural environment.



Growing areas of interest in park systems across the country are the personal challenge, training and extreme sport activities such as skateboarding and climbing. At the smallest, simplest level, many challenge activities are included in Play for Children. Climbing, in particular, can happen on play structures and natural features such as rocks or built park features, including sculpture or even retaining walls. As difficulty and technicality increase, specialized facilities may be required or in some cases opportunities may simply need to be indicated.

While Emeryville's industrial past has left a legacy of surfaces that are suitable for skateboarding, the only facility developed with a Challenge Activity in mind was the plaza at Doyle Hollis Park. Features there were designed to accommodate skaters as well as other users.

WATER/SHORE RECREATION

This set of activities covers shoreline or water-based recreation. In Emeryville, the opportunity for these activities is created by the proximity of San Francisco Bay and the location of parks and facilities along its shore.

These activities share a common element in their connection to the waterfront and include fishing, paddling, sailing, wind and kite surfing and simply enjoying the water's edge. Several of these require some type of direct access to the water such as a beach or boat ramp, while others can use an overlook, rocky shore or pier.

Access to water for boating, fishing and other water activities is an important amenity to this San Francisco Bay community. These activities bring users into direct contact with the Bay in a variety of ways.

There are four Emeryville parks that offer access to the bay for fishing: Point Emery Park, Shorebird Park, Marina Park and Davenport Park.

AQUATICS

Aquatics is the programmed use of swimming pools. This includes structured activities such as aquatic fitness classes and learn-to-swim programs as well as competitive events such as swim meets and aquatic sports such as water polo. Aquatics also includes unstructured activity programmed for pools such as recreational or open swim.



This activity is driven by the availability of pool space, which is a large investment for a community. The renovated pool envisioned for the Joint School District/City Community Services Facility will continue to be the focus of aquatics in the city.

FAMILY/GROUP CELEBRATIONS

This activity includes medium and large-sized gatherings, both indoors and out, that are pre-arranged. Parks with large open lawns and group picnic areas are great places to hold group events such as a family reunion or group celebration. Indoor facilities can also be provided to create space for such events. Facilities to support these kinds of celebrations can be provided at several scales, and should be reservable to allow pre-planning and prevent scheduling and use conflicts.

Marina Park and Doyle Hollis Park can adequately accommodate family or group celebrations. Because these parks each have a large open lawn, parking and a restroom, they are well-equipped to handle large group events. Three of the City's indoor facilities (the Senior Center, Recreation Center and Bridgecourt Room) also support gatherings to a greater or lesser scale.



SPECIAL EVENTS

This activity includes the attendance at and participation in events that are not part of regularly programmed uses of a site or facility but are put on by the City or an affiliated organization. These events typically use the entire park site and may require the closure of the park or adjacent streets.

A wide range of potential special events could be hosted at park sites and indoor facilities, including fairs or festivals, concerts, art events and more. The type of event determines the scale and amount of supporting park amenities required. While some events are directed for certain groups or a neighborhood, others can have a community-wide or even regional draw. Access, parking and restrooms should all be proportional to the type of events held at the park facility.

There are several parks that can accommodate different scales of special events. Marina Park is the city's largest park and includes open lawns, vehicle and boat parking, as well as a restroom. Doyle Hollis Park has potential for more locally focused events, although on-street parking is limited and shared with other land



uses. In addition, the nearest public parking garage is ¼-mile away, the outside distance considered comfortable for convenient walking access. Christie Avenue Park is smaller and features a stage, open lawn, good access and parking. While the park lacks restrooms, temporary facilities can be added for smaller-scale events. The Civic Center, especially the plaza space, and the Senior Center also create opportunities for special events.

PROGRAMS/CLASSES

Programs and classes are a set of activities organized for educational or recreational purposes and led by an instructor or coach. These are arranged in advance and advertised in the activity guide or through other means; or may be offered as part of an ongoing educational program. A wide variety of classes can be offered utilizing both indoor and outdoor facilities. These classes include learning a new skill, continuing education or participating in structured play and learning opportunities. These programs can support a wide variety of other activities including Exercise and Fitness, Education and Learning and Viewing and Participatory Arts by providing basic instruction and skill building.

The current range of recreation programming is described later in this chapter. While recreation programming is currently focused on the indoor facilities, most of Emeryville's parks could also support formal classes or programs outdoors.

EDUCATION/LEARNING

This activity includes the wide range of learning and teaching that goes on outside of a program, event or classroom. This differs from Programs or Classes because of the informal nature of the activity.

In addition to being a venue for organized classes or programs, parks and recreation facilities can be a destination for self-guided learning about the natural environment, local history and more. The existence of parks in Emeryville is part of a local story that could be interpreted through signage and other materials to allow visitors to understand their community better. The urban habitats and natural features in parks can also be a tool for the education of children and adults. Parents, teachers and enthusiasts can all use parks as a place to help inform the community about the importance of its history and natural systems.



Each of Emeryville's parks provides the opportunity for learning by creating a unique space shared by people, animals and plantings. However, no facilities exist that are specifically targeted at this activity.

EXERCISE AND FITNESS

This activity includes supporting the health routines of residents and employees by creating opportunities to practice or train in their own ways. Both parks and indoor facilities can be a key part of residents' and employees' regular fitness routines. Practicing yoga or tai chi, using cardiovascular fitness equipment or working out on outdoor fitness equipment are all possible activities that the parks and recreation system can support.

Currently, physical spaces, such as the turf area in Doyle Hollis Park or multi-use indoor spaces such as in the Senior Center, exist in the park system that can support these activities. Expanding on this might include public information or programming that explains how to exercise outdoors (beyond running or cycling) or features in parks that can be used to augment workouts.



VIEWING ART

This activity involves interacting with art through viewing, listening, feeling and potentially learning about the artist and the media through supporting signage or materials.

Emeryville has already earned a reputation for public art installations on private buildings and in public spaces such as parks and sidewalks. There is further opportunity to integrate art into the parks and recreation system by creating interactive installations that add to the artistic interest and promote play throughout the city. Indoor and outdoor venues can also be used for enjoying performance arts such as theater, music and dance.

Art can be integrated into many park experiences and as the variety of art installations reaches a critical mass, viewing art can become a reason for visiting a park or touring several sites. No special amenities are required for this activity.

Emeryville has included permanent art installations in many of the public spaces in the city. Currently, Big Daddy's Community Garden, Doyle Hollis Park, 61st



Street Mini-Park, the Emeryville Greenway, the Community Organic Garden, the Civic Center and Anna Yates Elementary have integrated art installations. The City has also encouraged art on private property. In addition to permanent or long-term installations, community facilities such as the Senior Center, Recreation Center, Bridgecourt Room and Civic Center have spaces that can host art events.

PARTICIPATORY ARTS AND CULTURAL ACTIVITIES

Rather than the enjoying or viewing of art, this activity focuses on the creation or performance of music, drama, photography or any other art. Acting in a play or creating a painting or drawing is addressed as a separate activity from the enjoyment or appreciation of art. This activity could include any performance or cultural art form, some of which require a formal stage and others that can use a classroom, studio or an outdoor space. The wide variety of arts that could be included makes this a broad category of potential facilities and spaces. In some cases, a unique space that is not specifically designed for performance is just the inspiration needed. This activity can take place both indoors and outdoors.

Emeryville has three outdoor stages, in Christie Avenue Park, Doyle Hollis Park and Temescal Creek Park, and one indoor stage in the main hall in the Senior Center. Virtually any other indoor or outdoor space has the potential to support some participatory arts and cultural activities.

ENJOYING NATURE, VIEWS AND SCENERY

Parks provide users with direct and indirect connections with nature and the beauty of their natural and urban environment. In some cases, users are enjoying nature or a view from afar, such as viewing the skyline over the Bay shore from Point Emery. In others, users are hands-on with nature planting trees at a park.

The Emeryville parks that most directly support the enjoyment of nature, views and scenery are the waterfront parks and the community gardens. Other parks provide green space and plantings that add to the city's scenery and nature, but are not known for these features.



WALKING, JOGGING, OR BICYCLING

This activity includes all of the ways residents, visitors and employees get around Emeryville via their own power. Combining active transportation and one of the most popular ways to maintain fitness and enjoy the park system, the category of Walking, Jogging and Bicycling is a key activity in Emeryville. The range of facilities that support this activity includes perimeter pathways around a park, sidewalks, greenways, the street network and regional trail routes.

Nationally and regionally, walking, jogging, or bicycling are popular activities in parks and greenways, a trend confirmed by the park use data collected in Emeryville. While these activities can take place on streets, sidewalks and trails, pathways and trails that are separated from the street are more inviting and can be safer for users. Within parks and greenways, trail design requires consideration of users, adjacent properties and land uses, as well as environmental considerations. As with greenways, trails often follow existing rights-of-way, including railways, utility corridors and waterways, and can be hard or soft-surfaced. Trail amenities can include seating and may have associated trailheads, parking and interpretive signage.

The major trail corridors in the city are the Emeryville Greenway and the San Francisco Bay Trail, which includes a loop to the end of Marina Park. Both of these corridors link multiple Emeryville parks with on and off-street connections.

OTHER ACTIVITIES

Residents and visitors in Emeryville are creative about making the most of existing parks. Other activities, beyond those identified here, are possible within the parks and indoor spaces in the city. Further, new activities emerge over time as populations and interests change. An important part of the development of the park system will be the flexibility to respond to changing needs and conditions.





SUMMARY OF ACTIVITIES AT EXISTING PARKS

A summary chart matching existing City of Emeryville, private, nearby and school facilities to the activities they support is provided on the next page. These activities will also form the basis of the needs analysis to assist the community in identifying and prioritizing the activities that should be included in the parks and recreation system and within individual park sites. The activities will also help to determine the appropriate division of roles in providing facilities for these activities between various providers. Four activities were specifically called out during the needs analysis process (results of which are available under separate cover) that represent the basic elements of a park in Emeryville. These include Play for Children, Socializing and Relaxing, Picnicking/Lunch and seeking Respite and Solitude. This mix of activities is similar to the basic elements provided in most of the City’s existing parks. The almost endless variability in ways to provide this set of activities provides the opportunity to balance the needs of residents, employees and visitors as appropriate for a given site. Play features can range from manufactured play equipment to interactive sculpture to a fountain.

EMERYVILLE’S PARK SYSTEM

Emeryville’s General Plan classifies existing park land into two simple categories. The “City Parks” category includes mini-parks as small as 0.14 acre to the City’s signature Marina Park which is over 7.5 acres. “Other Open Spaces and Recreation Facilities” captures the linear Emeryville Greenway sites, City indoor facilities and land and facilities owned by other public agencies such as the Emeryville Unified School District.

In order to accommodate the new additions to the park system, and recognize the different activities supported by parks and recreation sites in Emeryville, this Strategic Plan includes a classification system that organizes City-owned facilities by their function. This classification will assist in the detailed site programming necessary to translate the goals of the General Plan into a diverse set of recreation opportunities for Emeryville residents, employees and visitors.

The park system is broken down into four park types:

- City Parks
- Waterfront Parks
- Greenways/Linear Parks
- Special Use Facilities

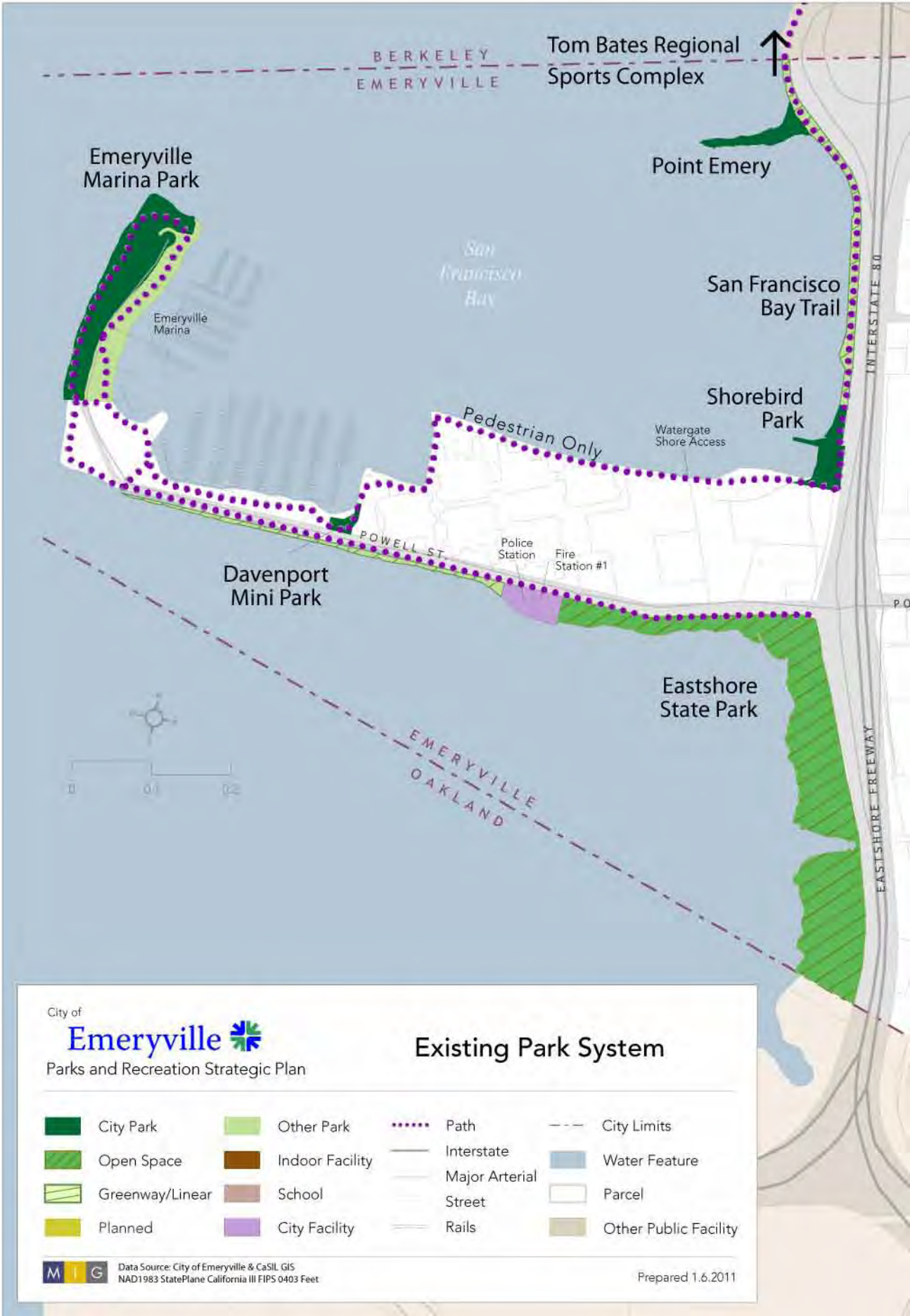
	CITY PARKS				WATERFRONT PARKS				GREENWAYS/LINEAR			SPECIAL USE						
	61st St. Mini-Park	Christie Avenue Park	Doyle Hollis Park	Stanford Avenue Park	Davenport Mini-Park	Emeryville Marina Park	Point Emery	Shorebird Park	Emeryville Greenway	Temescal Creek Park	San Francisco Bay Trail	Bridgecourt Room	Child Development Center	Civic Center	Big Daddy's Community Garden	Organic Community Garden	Recreation Center	Senior Center/Veteran's Memorial
Play for Children	●		●	●		●												
Socializing, Relaxing	●	●	●	●	●	●	●	●	●	●						●		
Picnicking/Lunch	●	●	●	●	●	●		●	●	●				●		●		
Respite and Solitude		●	●	●	●	●	●	●	●	●	●				●	●		
Sports			●															
Games	●								●									●
Recreation with Dogs		●			●	●	●	●	●		●							
Gardening															●			
Challenge Activities			●											●				
Water/Shore Recreation					●	●	●	●										
Aquatics																		
Family/Group Celebrations		●	●	●	●							●						●
Special Events		●	●		●									●				●
Programs/Classes												●			●	●		●
Education/Learning														●	●			●
Exercise and Fitness		●	●	●	●	●			●		●							●
Viewing Art			●				●		●					●		●		●
Participatory Arts and Cultural Activities		●	●							●								●
Enjoying Nature, Views and Scenery					●	●	●	●			●				●			
Walking, Jogging, Bicycling					●	●	●	●	●		●							

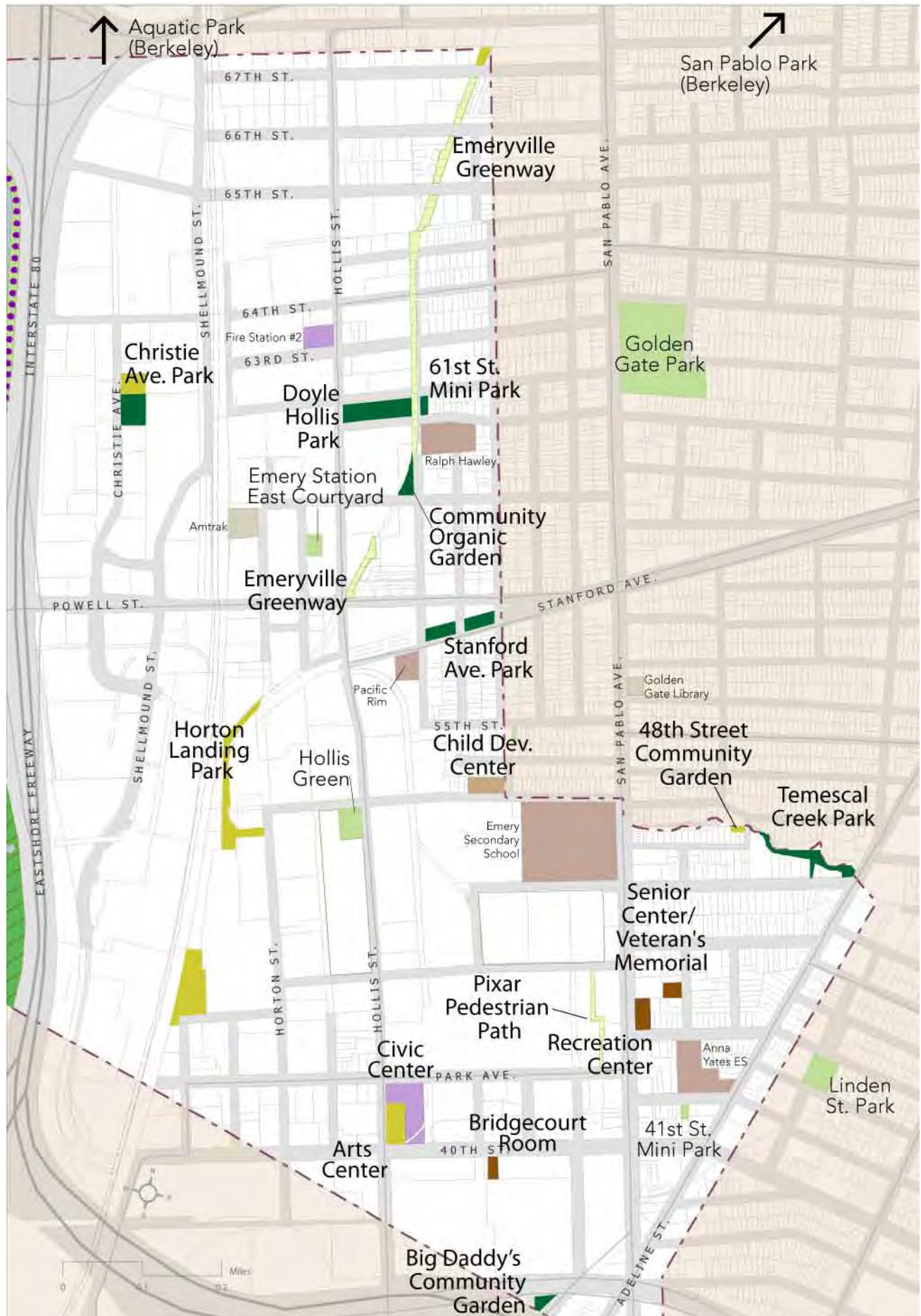
	PRIVATELY OWNED			NEARBY					SCHOOLS			
	41st St. Park	Emeryville Marina	Hollis Green Park	Watergate Shore Access	Aquatic Park	Eastshore State Park	Linden Street Park	San Pablo Park	Tom Bates Sports Complex	Anna Yates Elementary	Emery Secondary School	Ralph Hawley School Site
Play for Children	●				●		●	●		●		
Socializing, Relaxing		●	●	●	●		●	●				
Picnicking/Lunch		●	●	●	●		●	●				
Respite and Solitude		●	●	●	●	●	●	●				
Sports					●		●	●	●	●	●	●
Games												
Recreation with Dogs												
Gardening												
Challenge Activities												
Water/Shore Recreation		●		●							●	
Aquatics												
Family/Group Celebrations							●					
Special Events							●					
Programs/Classes							●		●	●		●
Education/Learning							●		●	●		●
Exercise and Fitness		●					●	●		●		
Viewing Art									●			
Participatory Arts and Cultural Activities										●		
Enjoying Nature, Views and Scenery		●		●		●						
Walking, Jogging, Bicycling		●		●	●							

According to current data, Emeryville has 26.27 acres of City-owned open spaces and developed (or under development) park land, comprising eight park sites, four greenway/linear park corridors and nine special use facilities. Most of the parks are less than two acres in size. In addition to these developed parks and facilities, Emeryville also owns one undeveloped site, a 1.95-acre area between the former Sherwin Williams site and the railroad. Based on the 2009 population estimate, this equates to 2.6 acres of open space land per 1,000 residents. Table 1 lists all City-owned parks categorized by type. This table is followed by Map 1: Existing Park System and a description of each park type.

TABLE 1: PARK/RECREATION SITES	ACREAGE
CITY PARKS	
61ST STREET MINI-PARK	0.14
CHRISTIE AVENUE PARK	0.79
DOYLE HOLLIS PARK	1.25
STANFORD AVENUE PARK	1.74
SUBTOTAL	3.92
WATERFRONT PARKS	
DAVENPORT MINI-PARK	0.44
EMERYVILLE MARINA PARK	7.56
POINT EMERY	1.37
SHOREBIRD PARK	1.97
SUBTOTAL	11.34
GREENWAYS/LINEAR PARKS	
EMERYVILLE GREENWAY	1.50
HORTON LANDING PARK	1.40
PIXAR PEDESTRIAN PATH	0.65
SAN FRANCISCO BAY TRAIL	3.31
TEMESCAL CREEK PARK	0.70
SUBTOTAL	7.56
SPECIAL USE FACILITIES	
48TH STREET COMMUNITY GARDEN	0.09
BRIDGECOURT ROOM	0.0
BIG DADDY'S COMMUNITY GARDEN*	0.20
CHILD DEVELOPMENT CENTER	0.6
CIVIC CENTER	1.44
COMMUNITY ORGANIC GARDEN	0.29
PARK AVENUE PLAZA	0.30
RECREATION CENTER	0.24
SENIOR CENTER/VETERAN'S MEMORIAL	0.29
SUBTOTAL	3.45
TOTAL ACREAGE	26.27

*Used as a short form for Big Daddy's Complete Rejuvenating Community Garden





CITY PARKS



City parks are the primary unit of the Emeryville park system, spread across the city to provide local access to the outdoors and activities. City parks vary in size based on the land opportunities and activities they are intended to support. As such, an individual city park has a role in the system that is determined by its size and location. The facilities developed in city parks vary based on the specific role assigned to the site, and the specific activities the site will support. In addition, the site will include supporting amenities as appropriate for the desired level of use.

WATERFRONT PARKS



Waterfront parks are defined by their relationship to water features such as the San Francisco Bay waterfront parks which may provide water access for activities such as wind surfing and boating. These sites also provide for on-shore recreation including fishing, trail-related activities, bird and wildlife viewing, interpretation and education and photography. Waterfront parks can also include city park roles such as children's play, community gathering or playing sports.

GREENWAYS/LINEAR PARKS



Greenways and linear parks provide recreation opportunities along natural or built corridors that link parks and neighborhoods together and provide green buffers between neighborhoods or around the city. Linear parks support trail-oriented activities, including walking, jogging, biking and skating. These parks may also incorporate play and picnic areas or connect to parks of other types. Emeryville's existing greenways and linear parks are aligned along abandoned railroad lines, over culverted streams and at the edge of the San Francisco Bay.

SPECIAL USE FACILITIES

Special use facilities include stand-alone recreation facilities not located within larger parks, and sites that serve unique purposes. These include single-purpose sites, such as community gardens, senior centers, aquatic centers and urban plazas. Special use areas promote a variety of personal, social, recreational and economic benefits, depending on the facility type and location. These sites include the existing indoor recreation facilities in Emeryville. The Senior Center, Recreation Center and schools can also provide classroom space for instruction, as well as spaces that can be reserved for special events or group meetings.



OTHER RECREATION ASSETS

In addition to the park sites and facilities owned by the City of Emeryville, other facilities contribute to the activities available for residents, employees and visitors to the city. While the City has a greater or lesser ability to influence the design and use of these sites, as compared to City-owned sites, it plays a role in serving the Emeryville community and was an important consideration in the planning process.

SCHOOLS

Public schools are a key resource for recreation facilities such as sports fields, playgrounds, classrooms and gymnasiums. The Emery Unified School District currently operates two schools and has one additional property in the city. Emeryville schools provide the only developed sport fields in the city limits, a running track, open turf areas, playgrounds and a pool. In total, there are 11.77 acres of play areas open to the public on Emeryville school property. The City has a 40-year agreement with the District that includes operation of the seasonal pool, as well as access to gym and field space when school is not in session.



The school district is also working with the City toward redeveloping the Emery Secondary School site as the future Joint School District/City Community Services Facility. The proposed facility will replace the Secondary School and Anna Yates Elementary School as one consolidated K-12 school. The future facility will be a combined community center and multi-grade-level school that supports life-



41st Street Park



Emeryville Marina



Emery Station East Courtyard



Hollis Green

long learning and healthy lifestyles. When complete, the facility will feature sport and recreation fields, a playground, a pool and a gym, in addition to classrooms.

PRIVATELY OWNED PUBLIC OPEN SPACES

Emeryville has three privately managed sites that provide park-like services. Most of these sites are open to the public, but others have limited access. The total area of the identified facilities is approximately 5.55 acres. In addition, there are a number of plaza spaces, green features and art installations at private sites that add character and available activity space in the city.

41st St. Park

This small private play area is available for public use.

Emeryville Marina

Emeryville Marina is a privately managed facility located on public property that offers moorage and boat launch along with supporting facilities. The private Marina is separated from the City's Marina Park by Powell Street. The waterfront pathway that connects Davenport Park to Emeryville Marina Park passes through Emery Cove Yacht Harbor and the Emeryville Marina, but is accessible by the public. Separate restrooms, with shower facilities, are provided for marina customers. The picnic and turf areas are open to the public but are not managed or rented out by the City.

Emery Station East Courtyard

The second-level courtyard in Emery Station East, on Hollis Street at 59th Street, is open to the public. It provides a place for contemplation, eating lunch and relaxing.

Hollis Green Park (Novartis)

Located at the intersection of Hollis and 53rd Streets, Hollis Green Park is owned and maintained by Novartis, a large medical corporation with an adjacent research facility. The park has a landscaped lawn with young trees, a paved courtyard that fronts the street corner, lighting and several benches and seat walls.

Watergate Shore Access

A small shore turf area with several picnic tables and trash receptacles is located on the north side of the Watergate office towers. This site also provides very basic shore access.



Watergate Shore Access

NEARBY RECREATION SITES

There are five parks and recreation sites located near Emeryville that are owned and/or operated by other jurisdictions.

Aquatic Park

Located less than ¼-mile north of Emeryville on the east side of the freeway, Aquatic Park is a Berkeley park that also serves Emeryville residents. Built in the mid-1930s by the Works Progress Administration, Aquatic Park is built around a tidal lake. The water level is controlled by tide gates, and the lake also provides wildlife habitat. The site features a play area, multi-use field, picnic and barbeque facilities, Frisbee golf, a fitness course and hiking and biking trails around the lake.



Aquatic Park

Eastshore State Park

Eastshore State Park extends 8.5 miles along the East Bay shoreline from the Bay Bridge to Richmond. It includes 1,854 acres of uplands and tidelands along the waterfronts of Oakland, Emeryville, Berkeley, Albany and Richmond. The East Bay Regional Park District operates the park. The shoreline reflects the influences of both natural systems and human intervention, with natural features such as tidal marshes and beaches intermingled with man-made elements such as former municipal landfills. The San Francisco Bay Trail runs almost the entire length of the park, providing a panoramic view of the Bay. The Emeryville segment of Eastshore State Park makes up the southern bay frontage and includes a portion of the Bay Trail running along the south side of Powell Street from the freeway to Marina Park.



Eastshore State Park

Golden Gate Park

Located at the intersection of 63rd Street and San Pablo Avenue, three blocks east of the Emeryville city limit, Golden Gate Park is made up of two softball



Golden Gate Park



Linden Street Park



San Pablo Park



Tom Bates Regional Sports Complex

fields, two basketball courts, play equipment and community center adjacent to Golden Gate Elementary School.

Linden Street Park

Linden Street Park is located south of Temescal Creek Park on 42nd Street in Oakland, one block from the Emeryville city limit. The park is adjacent to the North Oakland Community Charter School and has an informal field and a children's play area with lighting.

San Pablo Park

San Pablo Park, owned by the City of Berkeley, provides several sport field and court facilities ½-mile north of Emeryville. The park has two ball fields, a multi-use field, three basketball courts, six lighted tennis courts and a children's play area. The site also has picnic areas and a recreation building used for programs.

Tom Bates Regional Sports Complex

Located at the intersection of I-80 and Gilman Street in northwest Berkeley, two miles north of Emeryville along I-80 or the Bay Trail, this regional sports complex includes two synthetic turf fields and three natural turf fields built to accommodate soccer, rugby, lacrosse and other field sports. Five East Bay cities (Albany, Berkeley, El Cerrito, Emeryville and Richmond) entered into a joint powers agreement to develop the regional sports complex. The facility is managed and operated by a non-profit organization, through a fee-based, reservation-only system. The fields are located in, and leased by, the City of Berkeley, but are available for use by all partner agencies. Future plans call for development of two softball fields, one baseball field and additional site amenities. The site also incorporates landscaped stormwater features.

Non-Profit Indoor Recreation Facilities

YMCA East Bay and YMCA of Berkeley-Albany each operate facilities within ½-mile of Emeryville. In addition, the Boys and Girls Club of Oakland operates a facility approximately a mile south of Emeryville.

Membership Facilities

There are also several private gyms in and around Emeryville offering fitness activities and facilities available on a membership basis.

RECREATION PROGRAMMING IN EMERYVILLE

The programs offered by the City's Department of Community Services are an important service. Recreation programming provides residents with interesting and engaging pursuits, promoting community health, education and social interaction. In addition to programming provided by the City, private gyms add to recreational activities and programming.

PROGRAM AREAS

The Emeryville Department of Community Services provides city-wide recreation programming, as well as specialty programs for infants, youth and seniors. The department is also responsible for overseeing rentals and use of city parks and facilities. The basic division of programming below reflects the categories of programs defined in the Emeryville News and Activity Guide. The guide provides details on all classes, programs and services and is published three times per year and available on the City's website. The recreation activities (defined above) Programs/Classes, Sports, Aquatics and Special Events are directly connected to the program areas currently offered by Community Services. Offering instruction and managing these programs completes the opportunity for these activities that is partially created by the physical facilities. Aquatics and Sports are a major focus of Community Services Programming, along with programs that support individuals pursuing Exercise and Fitness.

Aquatics

The Community Services Department provides programming for the Emeryville Pool, located at Emery Secondary School. Classes and activities include open lap swim, senior and adult aerobics, competitive swim programs and swim lessons. Community Services is the primary provider of Aquatics in the City of Emeryville.

Pre-School

The Emeryville Child Development Center provides educational day care for infants and toddlers for residents and families that work in Emeryville.

The Kinder Gym, located at the Emery Secondary School gym, offers kickball, basketball and soccer for ages 3-5.

Youth

Youth programming includes lessons, educational workshops, team sports and camps. The City offers soccer camps for ages 3 to 16, youth basketball for ages 8-12 and a youth basketball league for ages 10-12. Children ages 5-7 can participate in Pee Wee Flag Football or T-Ball.

The Anna Yates Adventure Works and Kids In Motion before and after school programs are coordinated by the City of Emeryville and offered in conjunction with the Emery Unified School District. The Adventure Works summer camps provide three different camps for different age groups: ages 5-6, 7-9 and 10-12.



Adult Health, Wellness and Skill Building

Emeryville has several course offerings for adults. Courses are held at the Senior Center and the Bridgecourt Room. Courses include health and nutrition, Pilates, fitness classes, Qigong, dance and retirement planning. There are classes on singing, jewelry making, environmental landscape and design and basic dog obedience. The City also offers training for emergency response with the Community Emergency Response Team (CERT), and CPR/AED and Basic First Aid.

Seniors



Emeryville offers a range of classes and programs for its seniors. Almost all classes are free for community members over 50. Classes are held at the Senior Center and include computer training, physical fitness, art, dance and health services. In addition to classes, there are also a variety of special events oriented towards seniors, ranging from fishing trips to fashion shows. The Bay Area Travel Club provides trips throughout the region for casual day and overnight trips. Travel programs require participants to cover additional costs. Other social events geared for seniors include eating out at the monthly “dine around”, as well as fun and games with the Friday Club.

Family Activities and Special Events

The annual Summer Sounds Concert Series is held at various park sites in Emeryville during the summer. Emeryville also has family friendly special events throughout the year. Community Services’ special events programs are one of several providers of Special Events as an activity in Emeryville.

Volunteer Programs

The Community Services Department offers volunteer opportunities through the Senior Center including Meals-on-Wheels delivery. In the summer, additional volunteer activities are also available for youth 14-17 years old.

PARKS AND RECREATION SERVICES

The City of Emeryville has taken on an increasing responsibility to provide recreation programming and to maintain the expanding inventory of sites and facilities that make up the parks and recreation system.

OPERATIONS

The operation of the parks and recreation system involves the programming, reservation and publicizing of park spaces and recreation activities as well as the administration of these tasks. Programming parks and recreation spaces involves ongoing programs, recurring classes and one-off or annual special events. Some of these special events require reserving large portions or entire park sites. Other smaller activities also benefit from reservations. Since Emeryville has a constrained park system, the reservation system is even more important than in other communities.

A final and important service is the public information about the opportunities provided in the park system and the benefits that the community receives from supporting it. The major precondition of making full use of a parks and recreation system is to know what is available in terms of sites, facilities and programs.

MAINTENANCE

Maintenance and general upkeep of the existing parks involves a variety of tasks including, but not limited to:

- *Landscaping;*
- *Restroom cleaning and maintenance;*
- *Trash removal and litter pickup;*
- *Irrigation maintenance;*
- *Tree maintenance and pruning;*

- *Weed abatement;*
- *Playground repair;*
- *Building systems upkeep;*
- *Turf management; and*
- *Shrub pruning.*

The upkeep of Emeryville's parks includes regular maintenance tasks on many different schedules, including replacing landscape materials and plantings and graffiti removal. While the total number of acres being maintained is not large, the cost per unit is substantial due to the high traffic and intensively used spaces in the system.

CAPITAL IMPROVEMENTS

Both because the system is growing and as a part of periodic renewal of facilities, capital projects are an important part of ensuring the quality of recreation opportunities in Emeryville. Capital projects are the addition, replacement or renovation of features or sites. In the case of replacements, City policy indicates a project moves from a maintenance task to a capital project if the cost is over \$500. Capital projects can be as extensive as the creation of entire new parks, such as the recent completion of Doyle Hollis Park.

EXISTING ROLES AND RESOURCES

Community Services

The Community Services Department has most of the responsibility for operational services at City parks and recreation facilities. Community Services creates and manages child development, recreation and senior programs. This responsibility includes the

reservation of community facilities for program and private use. To enhance awareness of the parks and recreation opportunities, market specific programs and provide updates on current events and city information, Community Services produces the Emeryville City News and Activity Guide three times per year. Nearly all of the Community Services budget is allocated from the General Fund. One exception is the Child Development Center and its programs, which is funded through a combination of a State Department of Education grant, program fees and a General Fund subsidy. Unlike fees generated from recreation programs, user fees paid to the Child Development Center are designated for use within this specific program.

In FY 2009-10, the budget for the Community Services is \$3.8 million. Of that amount, \$2.6 million is from the General Fund and \$1.2 million is from the Child Development Fund.

Of the General Fund revenue, about \$328,200 is dedicated (including an anticipated \$261,800 in recreation fees, two County of Alameda Grants and some rental income) to Community Services and the remaining \$2.3 million is from general revenue sources.

Of the Child Development Fund revenue, \$750,000 is expected to come from child enrollment fees ("parent fees") in FY 2008-09.

Public Works

The Public Works Department is responsible for city maintenance and capital projects, not only for Parks

and Recreation but for all City services. In addition to providing maintenance services for all of the City's parks and recreation facilities, Public Works also maintains sidewalks, streets, street lights, storm drains, sewer, traffic signals and the city's water infrastructure. While specialized workers and crews exist for some services, much of the general maintenance of parks, streets and other systems is carried out by a single crew that balances time between multiple priorities. This organizational strategy has served Emeryville well as a small city with relatively small and simple parks, but has strained existing resources as the park system has expanded.

Of the total 2009-2010 budget of \$3.7 million for Public Works, \$2.9 million is from the General Fund. Other funds in this department are designated for specific purposes outside of parks, such as sewer funds. The remaining General Funds are allocated across all of the Department's responsibilities. Because of the overlap of services provided by Public Works maintenance staff, it is difficult to identify exactly how much of the Department's budget is expended on parks and recreation facility maintenance.

Public Works also manages the construction of all of the City's capital projects. The sources of funding for these projects depend on the purpose and type of project. The acquisition and development of parks and recreation facilities are covered primarily by the Redevelopment Agency, with some support from the General Fund, Alameda County Measure B, grants and contributions from private development projects.

Planning and Building

The Planning and Building Department administers the laws, regulations and requirements that guide the physical development of the city. In the process of development review, Planning and Building is the contact point between the City and developers who may be required or desire to include parks, recreation facilities and open spaces in their projects. It is at this stage, prior to approval and construction, that decisions determining the amount and quality of space that will be added to the parks and recreation system are made. Planning and Building is also responsible for efforts such as the General Plan and this Strategic Plan that help the community provide guidance to City staff.

The resources of Planning and Building are the staff reviewing individual development proposals and managing planning projects that will direct public investment.

Community Groups

Emeryville has a small but engaged community that has been actively involved in planning processes. In addition to the local population, regional advocacy and service groups have the potential to utilize and improve Emeryville's park system. In addition to volunteer time, the cooperation of community groups can add support for funding measures and applications.

Private Entities

The employer base and real estate developers in Emeryville have contributed to the park system in a variety of ways, from organizing events to contributing and maintaining developed park space. Hollis Green Park and the numerous public art installations on private property are good examples. These private entities often recognize the value of parks and recreation facilities and can be key partners in developing and maintaining new and existing sites.





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

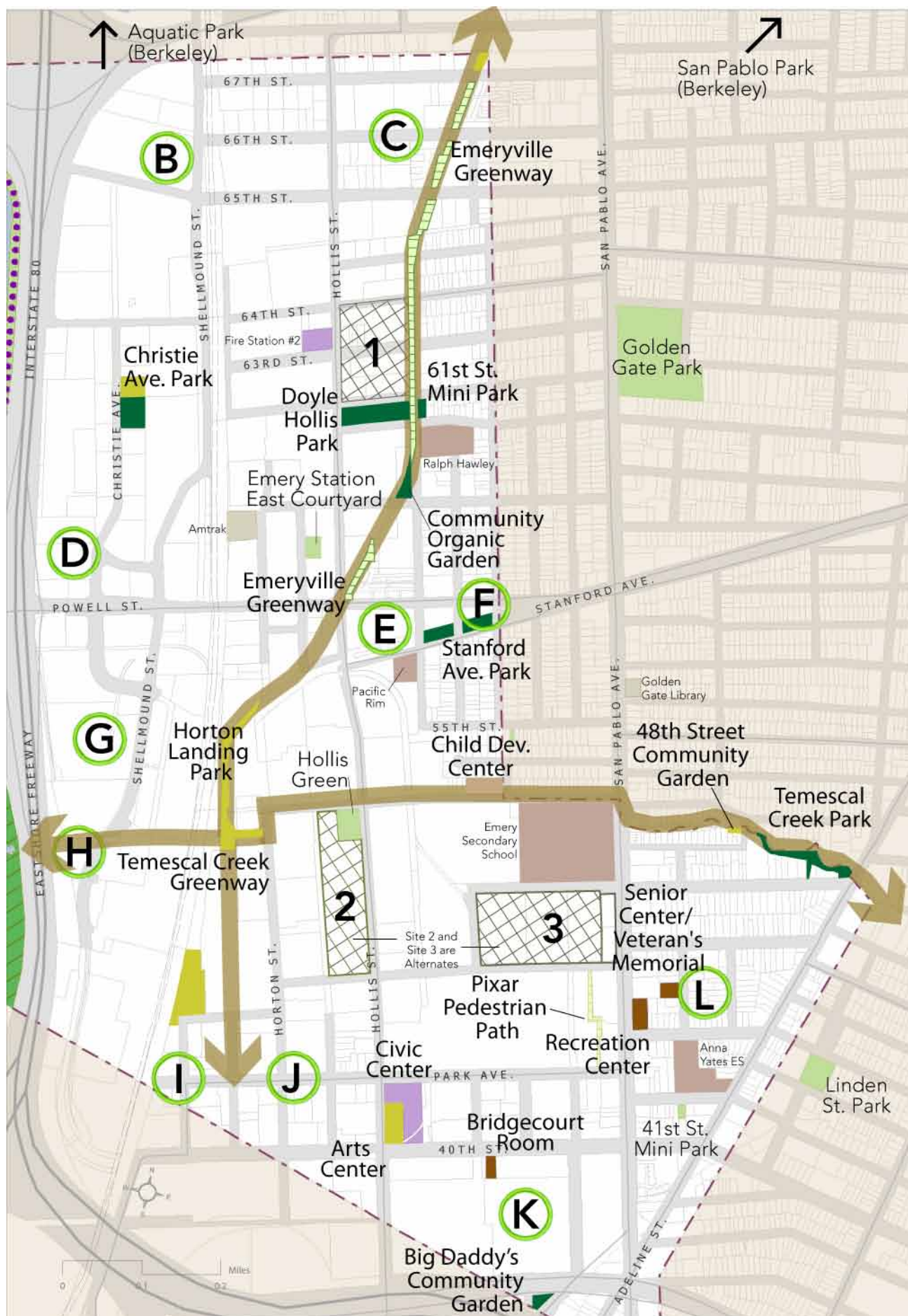
The concept present here adds detail to the General Plan discussion of site location and objectives. The addition of recommended activities adds another layer of direction which is further reinforced by site specific recommendations.

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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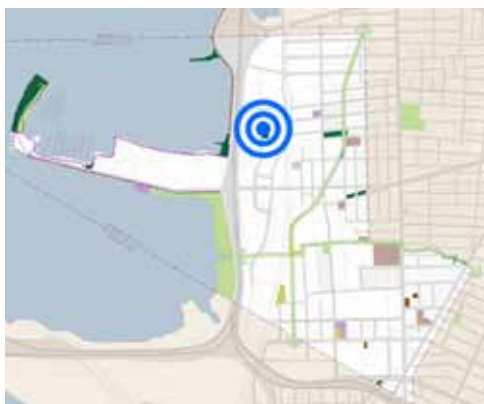
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CHRISTIE AVENUE PARK

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

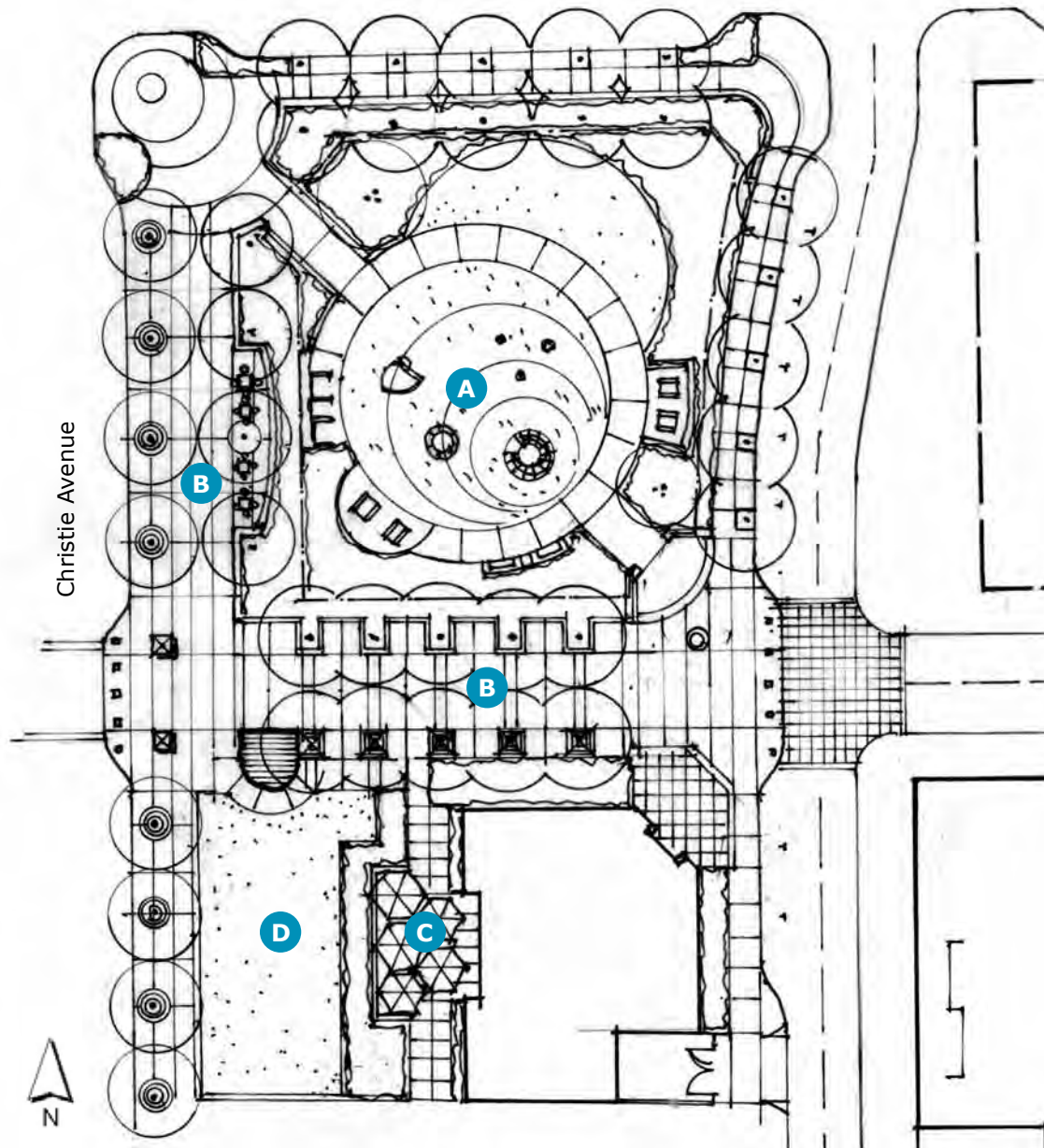
Recommended Park Program

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.

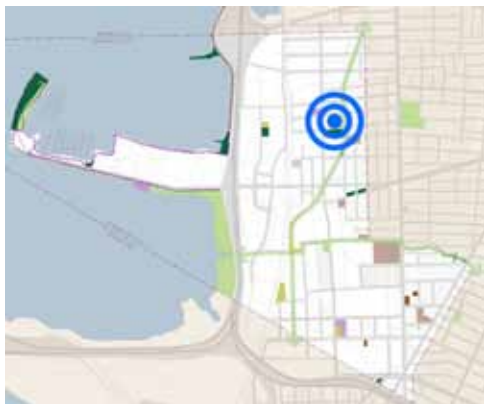


Christie Avenue Park Concept, Illustrative Only



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

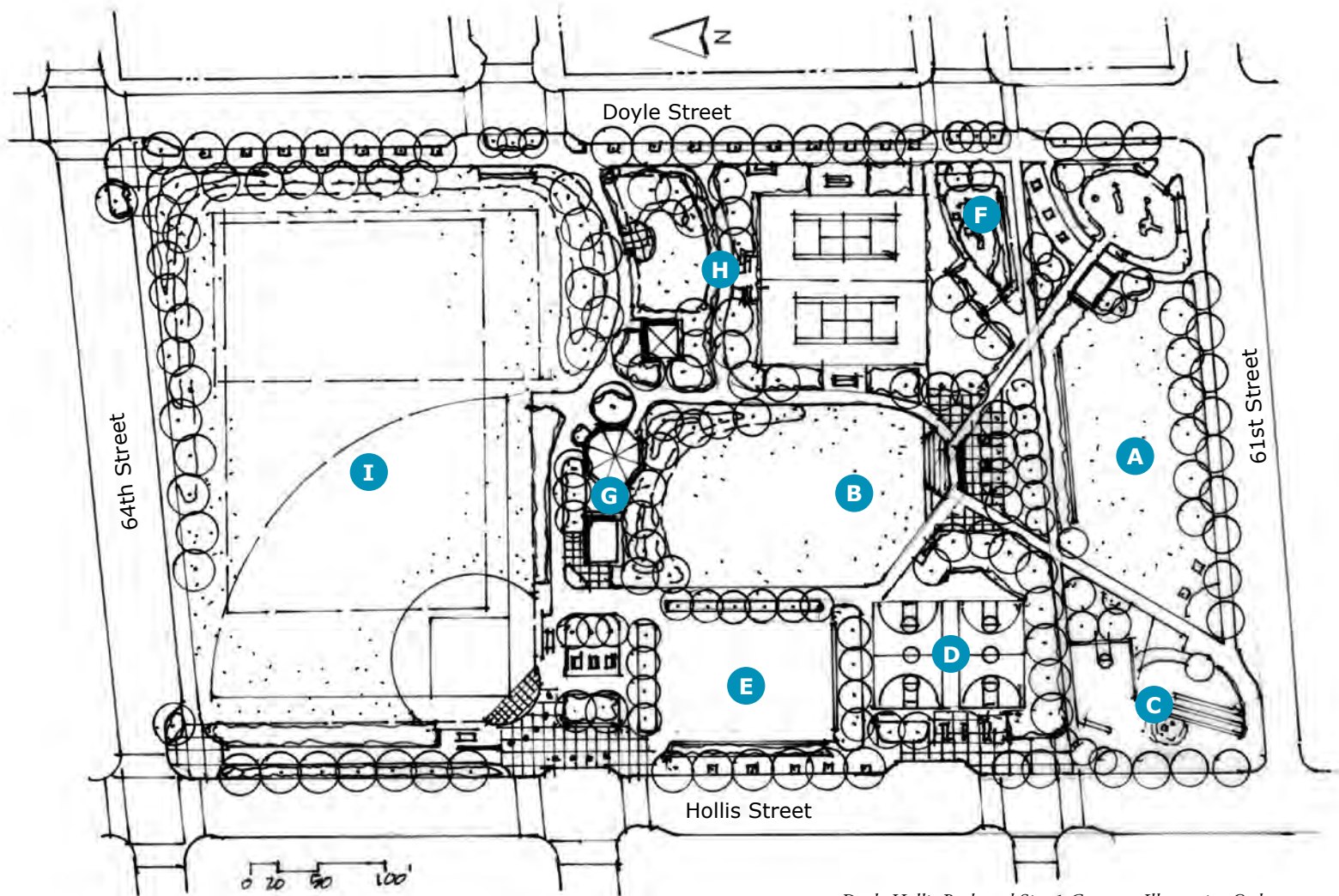
Recommended Park Program

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.



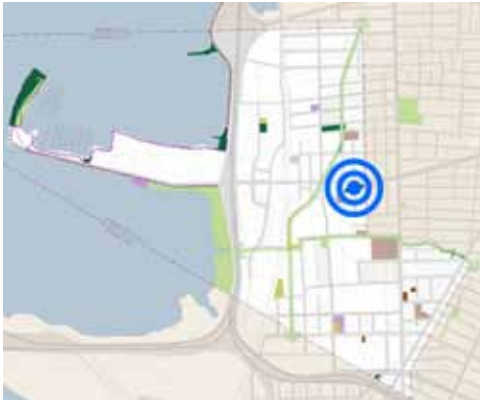
Doyle Hollis Park and Site 1 Concept, Illustrative Only

- 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

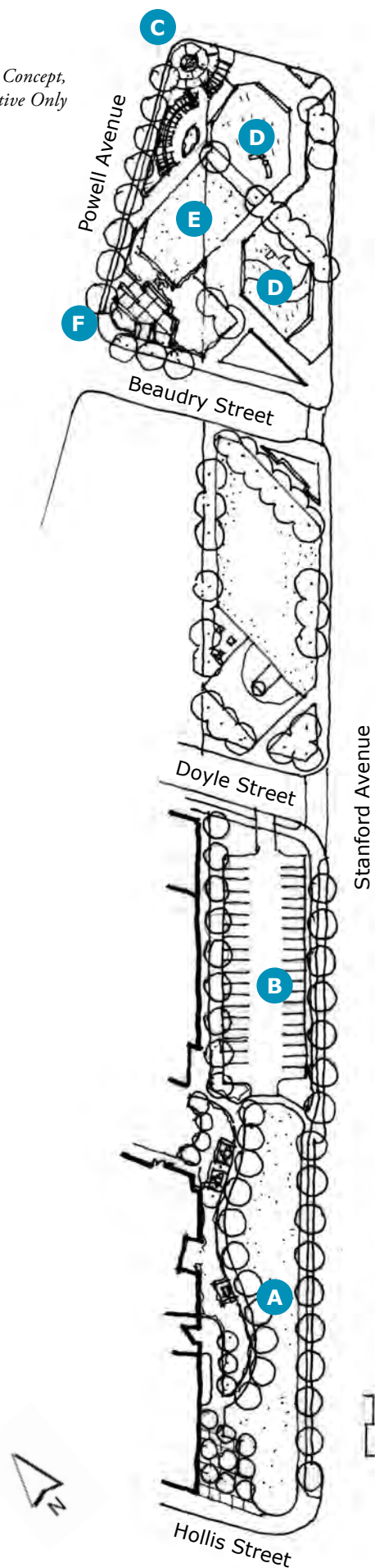
DESCRIPTION

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*



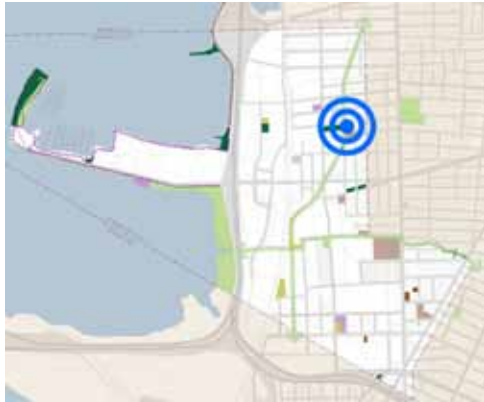
SITE RECOMMENDATIONS CONTINUED

- 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

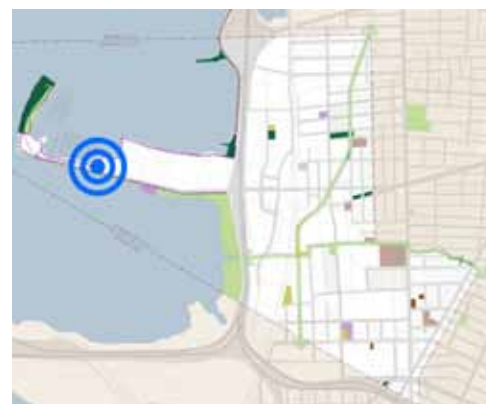
DAVENPORT MINI-PARK

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

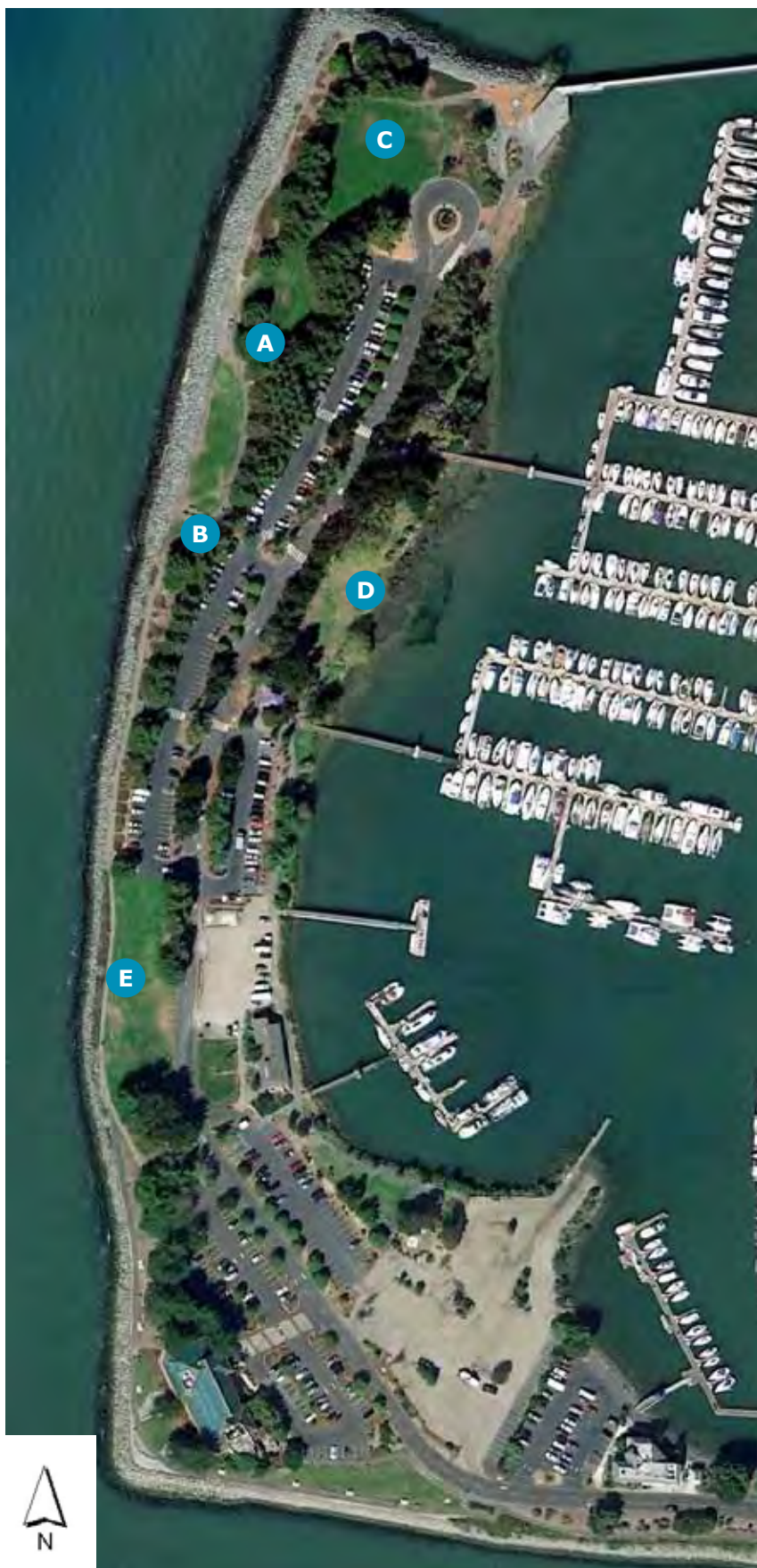
The City's largest park is situated on the west side of Powell on the curved peninsula's end. This site is a signature facility and a favorite for many activities. The large lawn areas, fishing pier, boat ramp and hand-carry board and boat launch are unique features that draw people to this site. However, 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

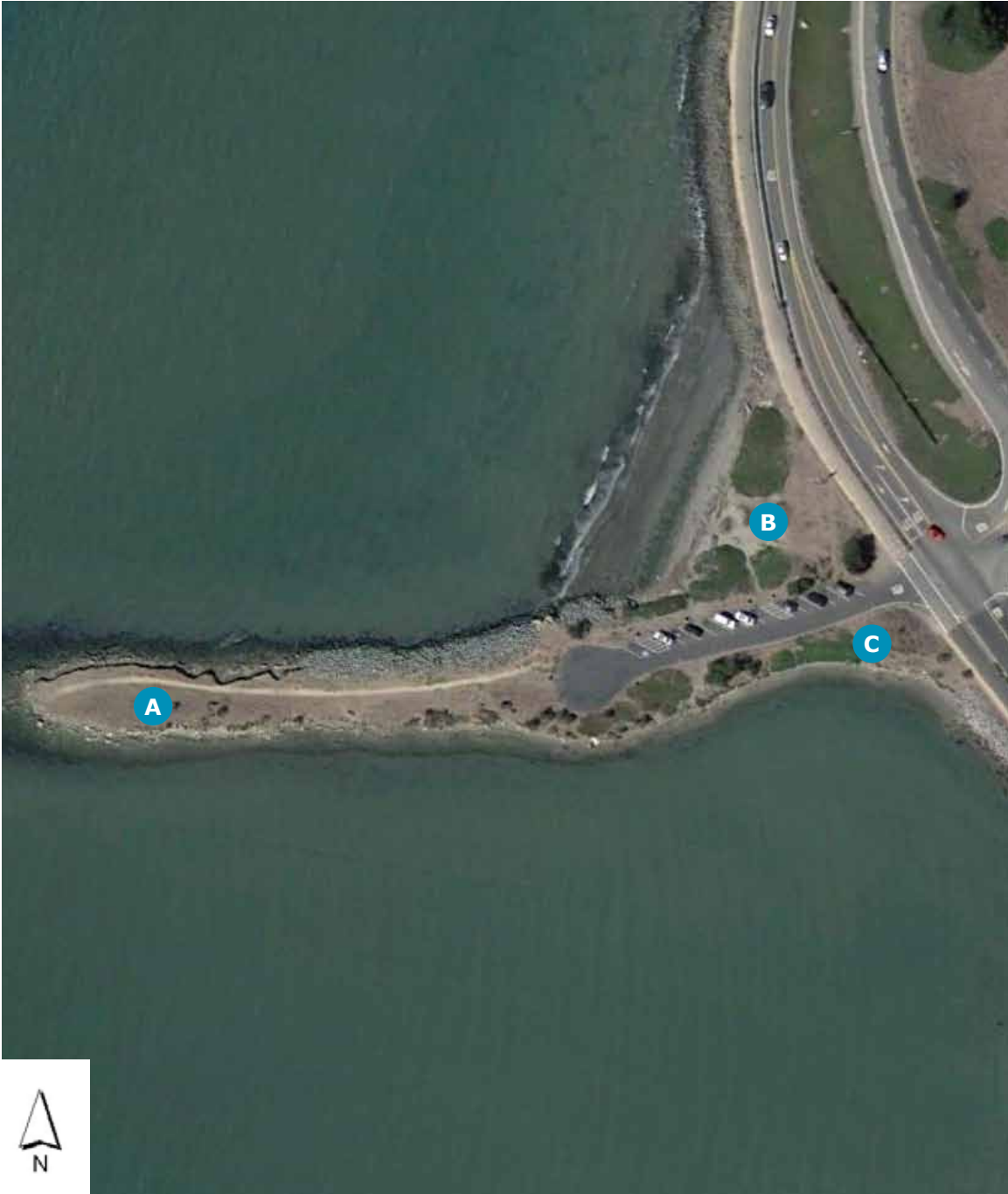
Play for Children
 Socializing, Relaxing
 Picnicking/Lunch
 Respite and Solitude
 Recreation with Dogs
 Water/Shore Recreation
 Enjoying Nature, Views and Scenery
 Walking, Jogging, Bicycling

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.

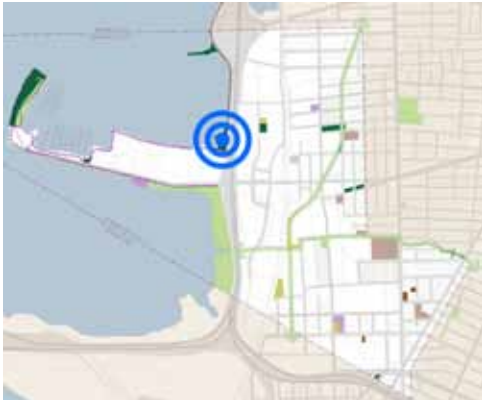


Point Emery



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

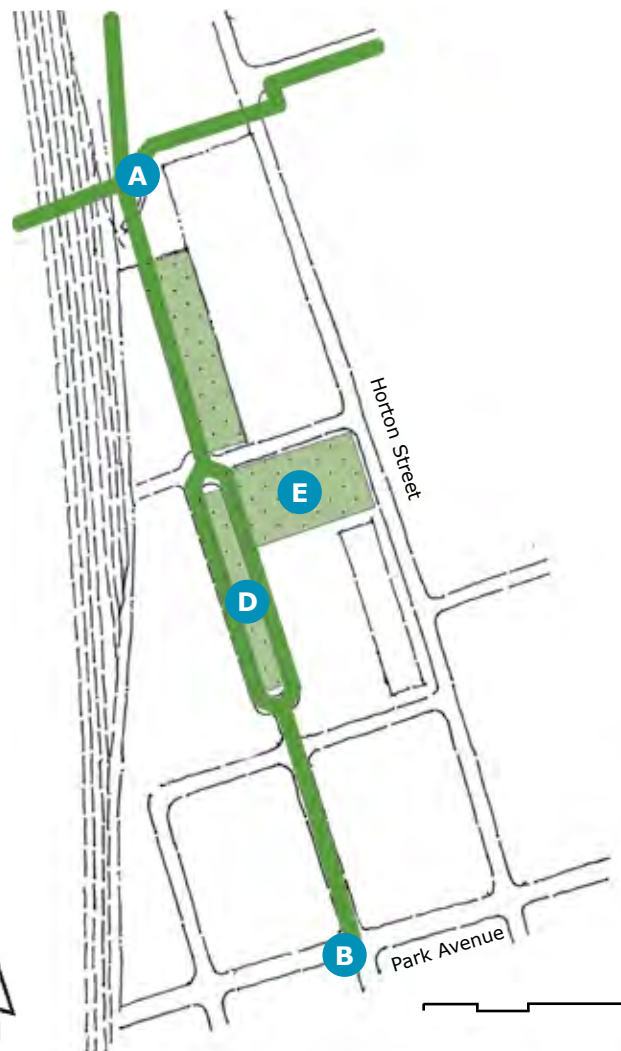
Potential Program Elements

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.

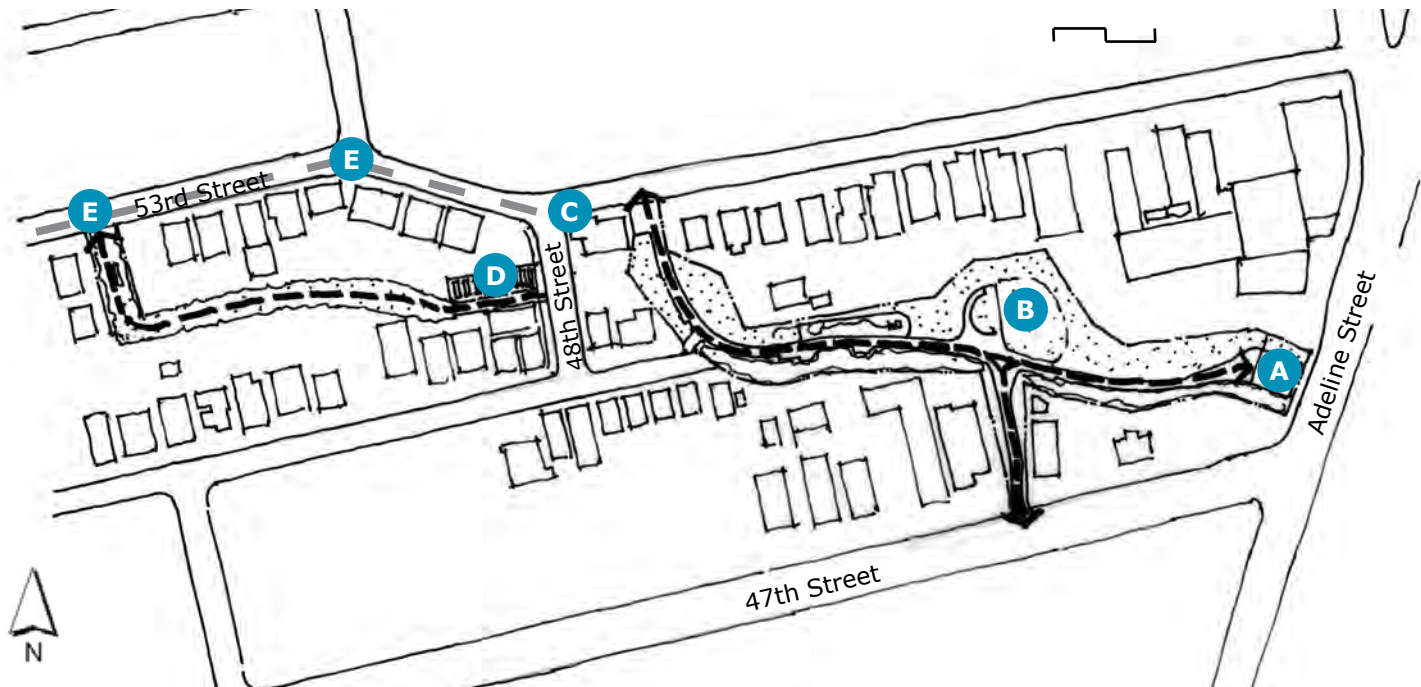


Recommended Park Program

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

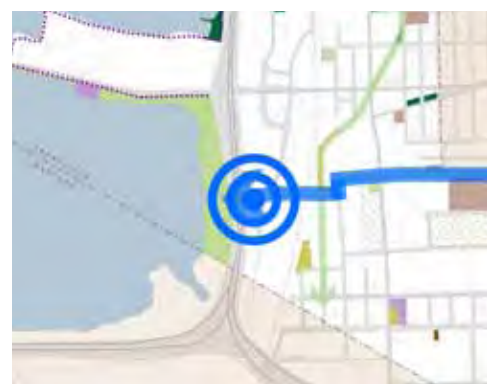
- While shady now, the existing trees are problematic and may need to be replaced. Opening up sun exposure makes this an appealing site for community gardening, if the 48th Street site needs additional space.
- An alternative activity that would serve the frequent activity need is Recreation with Dogs. 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



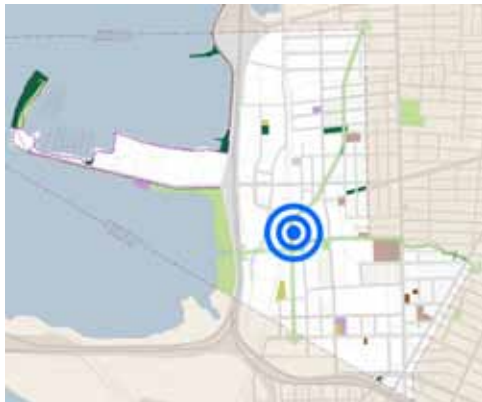
Site H Location

- 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

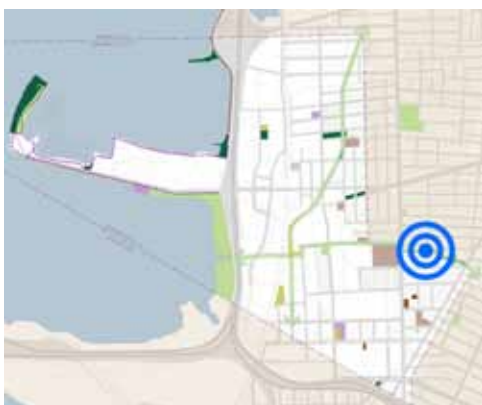
Recommended Park Program

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.

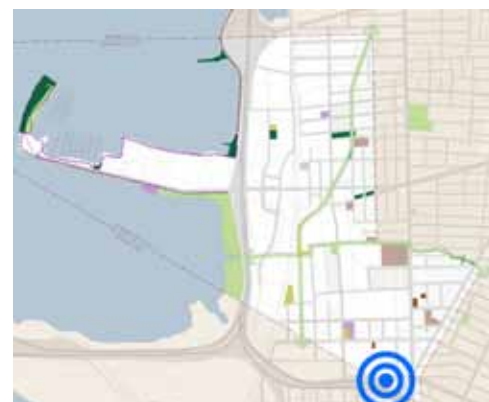


BIG DADDY'S COMMUNITY GARDEN

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

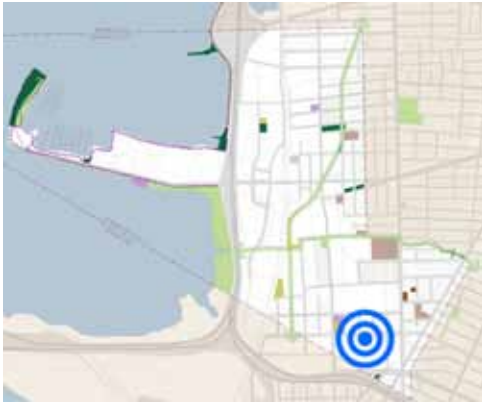
- Preserve and maintain this special facility, through regular maintenance and capital replacement.
- Due to its relative isolation, many of the recommended activities may not be appropriate at this site.





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



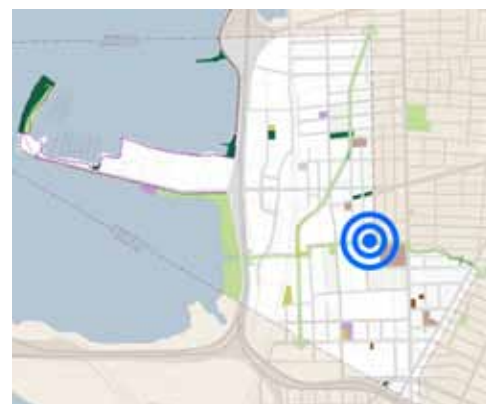
CHILD DEVELOPMENT CENTER

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

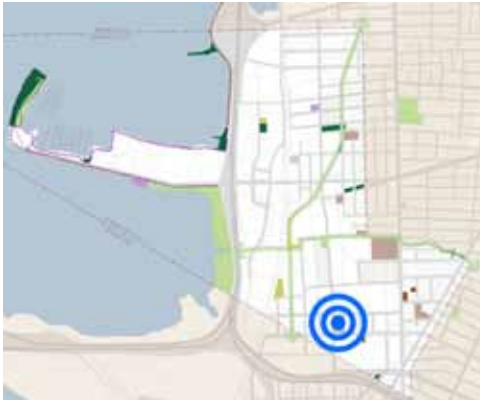
Potential Program Elements

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

- 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.

Recommended Park Program

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

Potential Program Elements

Challenge Activities



RECREATION CENTER

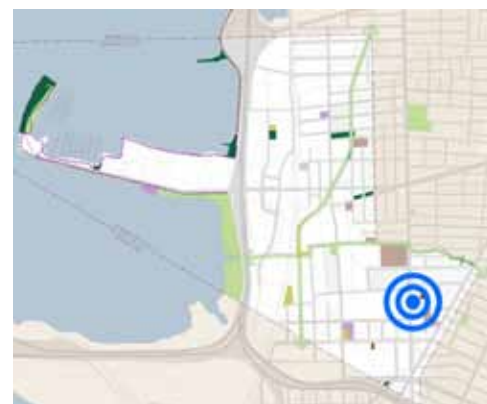
DESCRIPTION

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

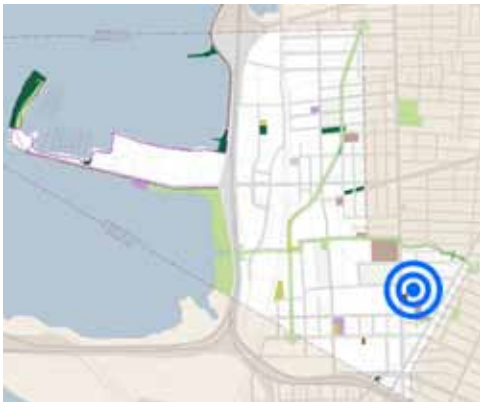
Potential Program Elements

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

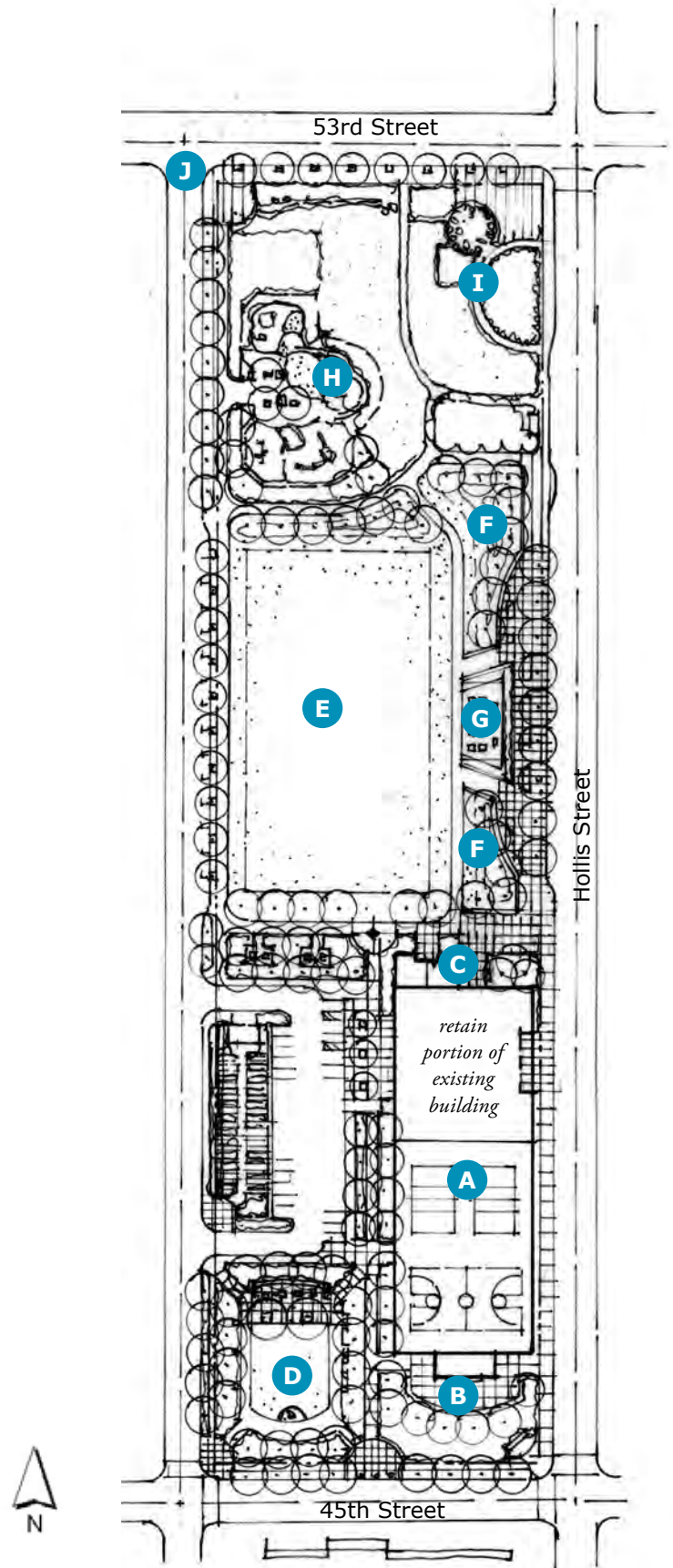
- Play for Children
- Socializing, Relaxing
- Picnicking/Lunch
- Respite and Solitude
- Sports
- Special Events
- Programs/Classes
- Exercise and Fitness
- Viewing Art
- Recreation with Dogs
- Gardening
- Challenge Activities

SITE RECOMMENDATIONS

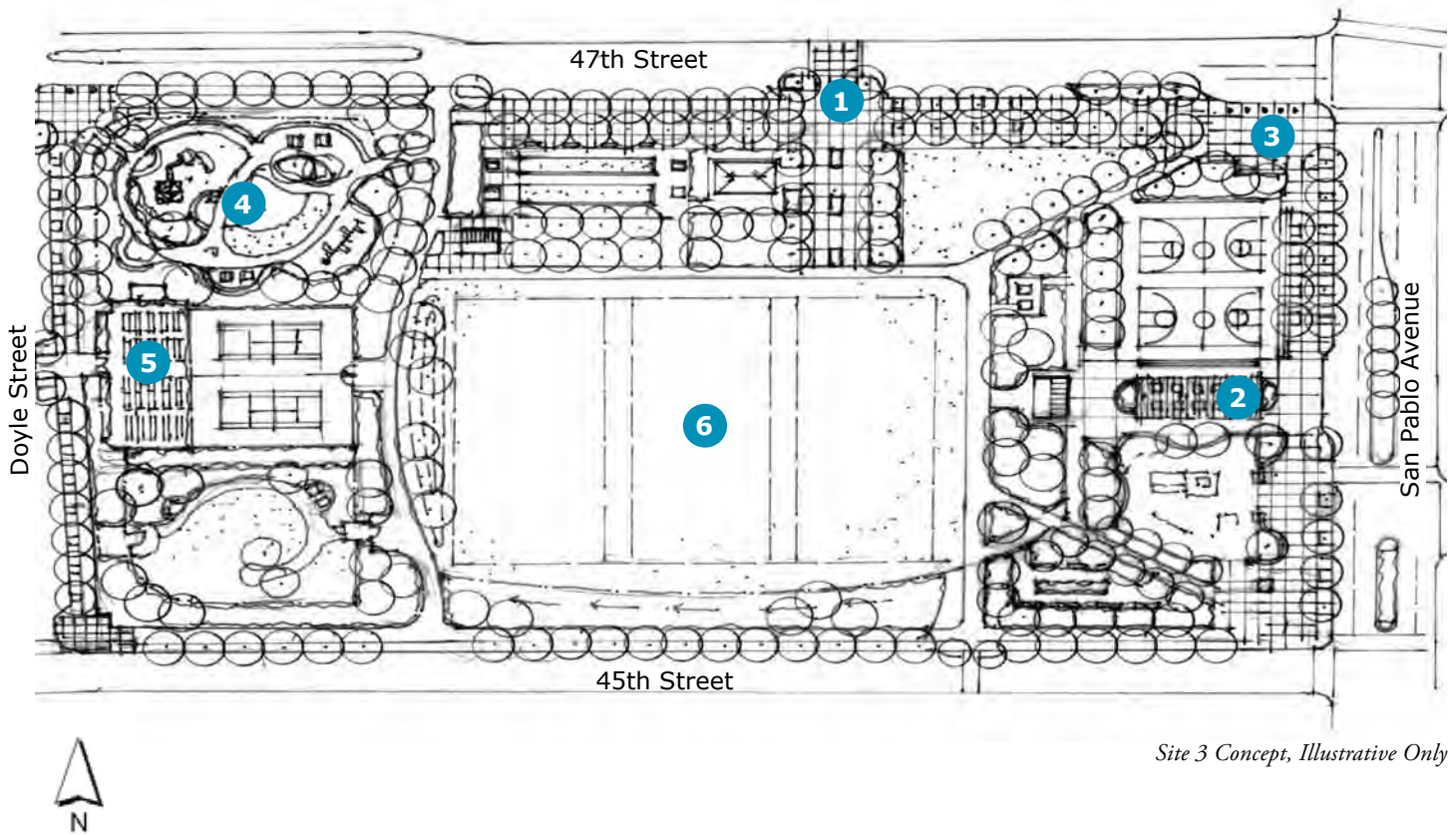
- Both sites offer adequate space to develop the kind of large-scale facilities that will not fit in most of the park sites in Emeryville and are centrally located and have ample major street frontage. Site 3 presents additional opportunity due to its adjacency to the Joint School District/City Community 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



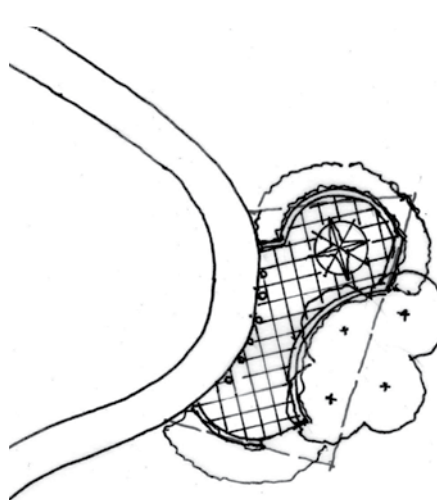
Site 3 Concept, Illustrative Only

- 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.

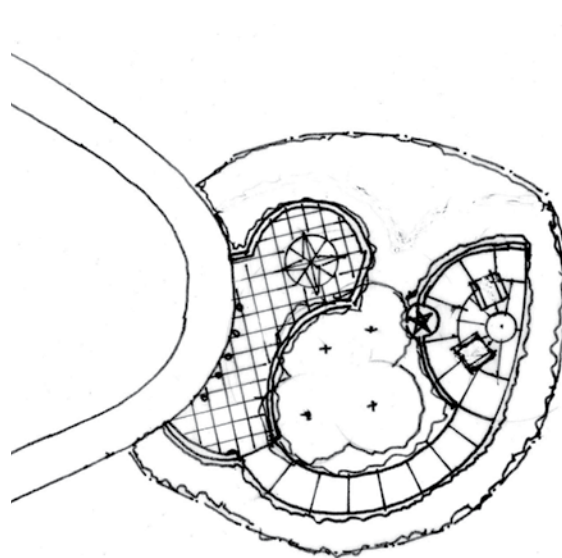
Site 3

- 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

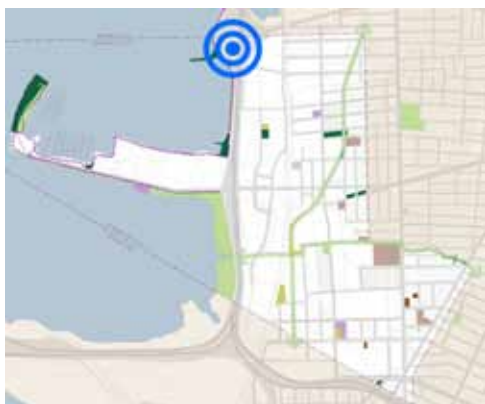


Illustrative Only

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

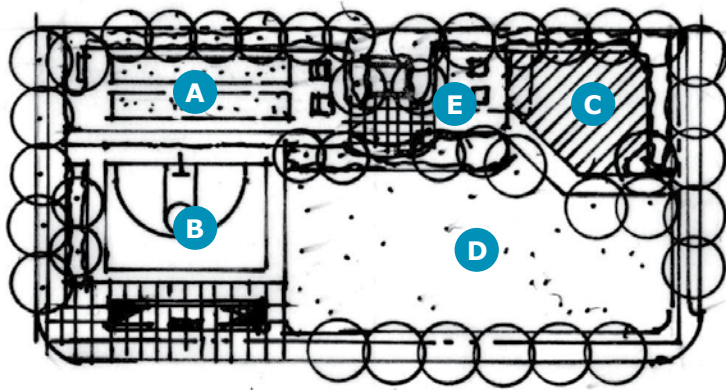
Play for Children
Picnicking/Lunch

DESCRIPTION

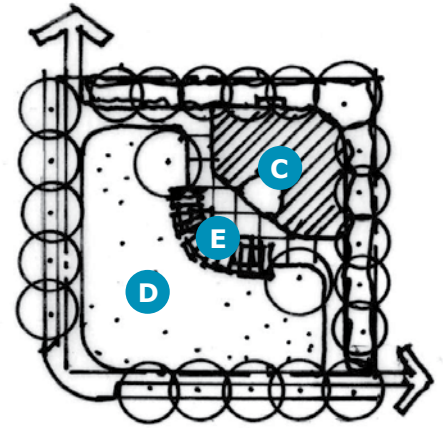
This site is connected to the proposed pedestrian overpass of I-80 through the Ashby interchange. The site constraints, including the existing freeway ramps and contaminated soils and slopes, limit the space available currently to a small landing. However, in the future, the Ashby interchange will be 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

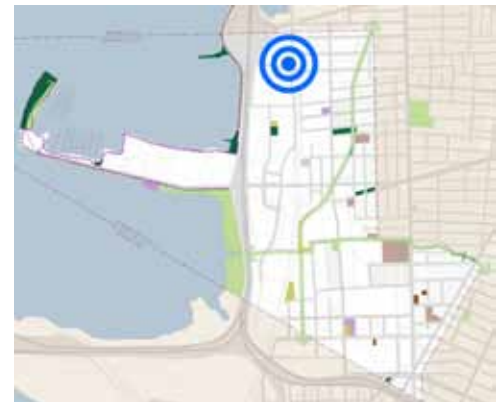
SITE B

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.

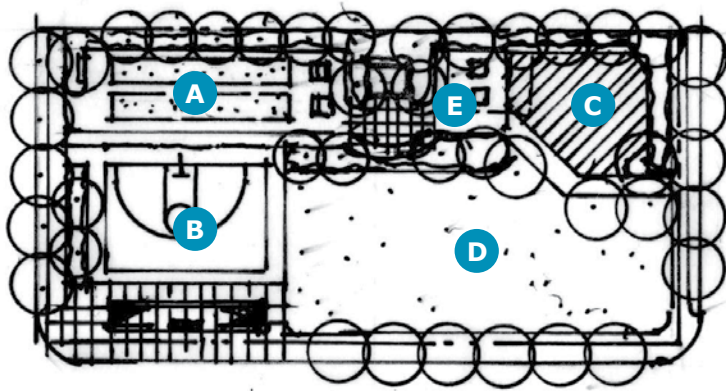


Recommended Park Program

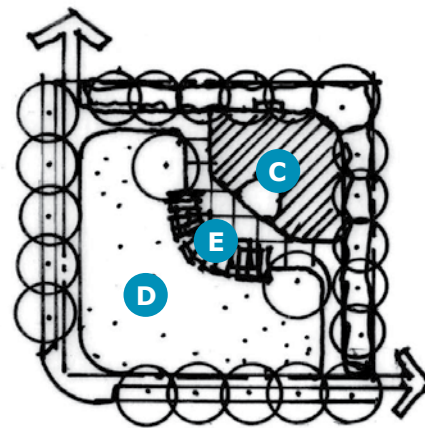
Play for Children
Socializing, Relaxing
Picnicking/Lunch
Respite and Solitude
Games

Potential Program Elements

Sports
Gardening
Exercise and Fitness
Viewing Art



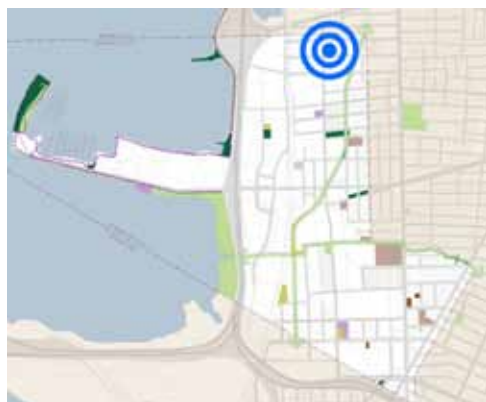
Prototype: one-acre park



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

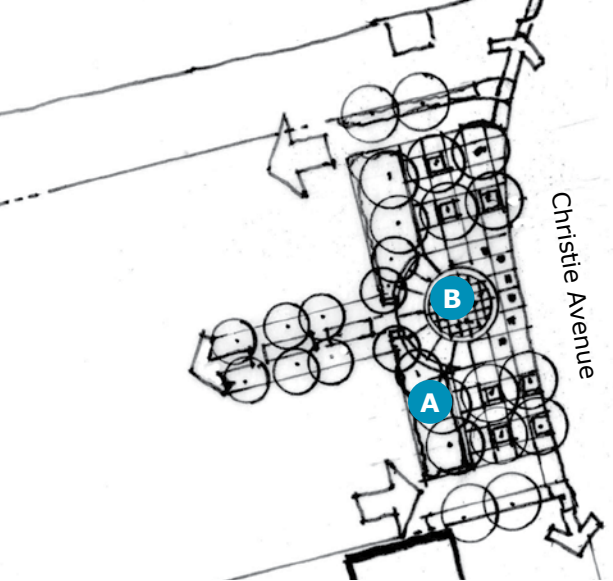
- With no specific site identified, it is unclear how much property may be available when the opportunity arises. To accommodate the basic recommended park program, approximately one half acre of land should be a minimum. To add in two or three of the potential program elements an additional half acre 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.

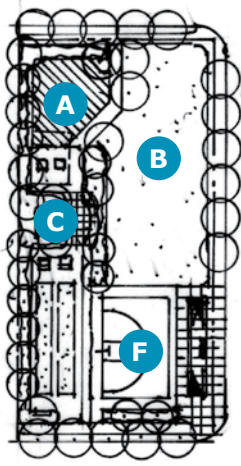


Recommended Park Program

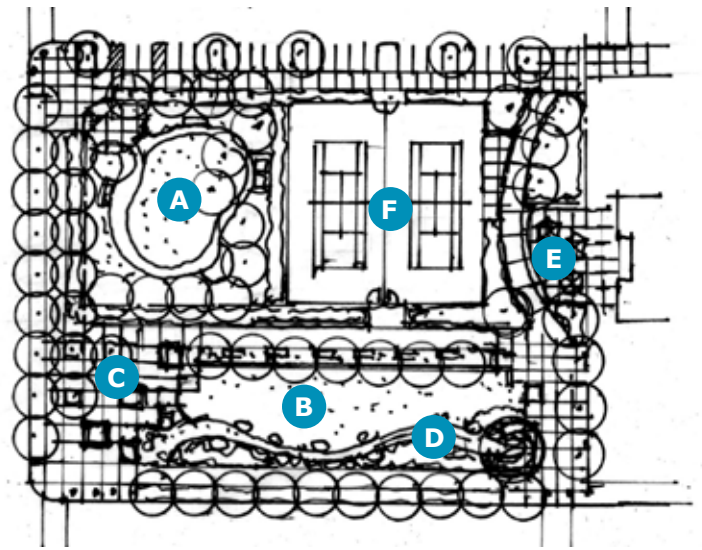
Play for Children
Socializing, Relaxing
Picnicking/Lunch

Potential Program Elements

Special Events
Viewing Art



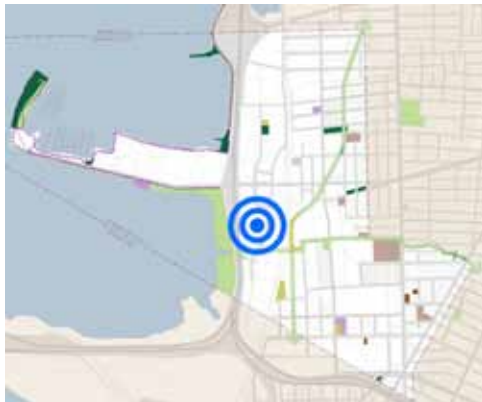
Prototype: one-acre park



Prototype: two-acre park

SITE G

ADDITIONAL PARK SITES



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).

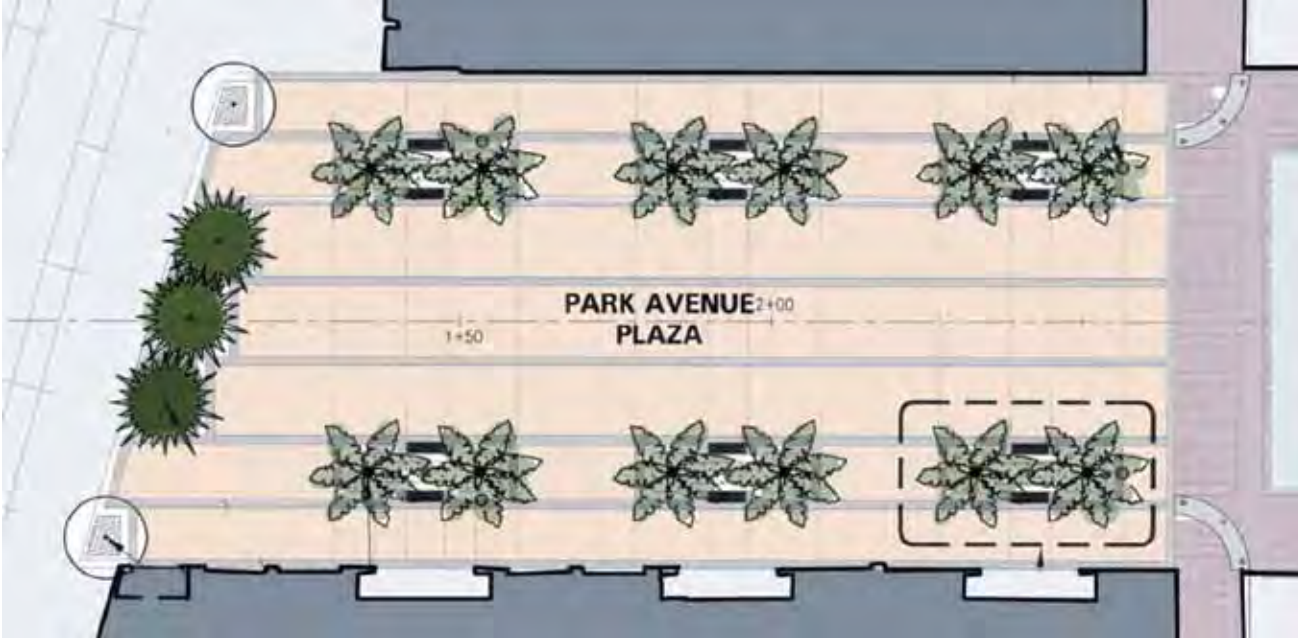
Recommended Park Program

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

Potential Program Elements

Sports
Viewing Art

Site H is included in the Temescal Creek Greenway Profile.



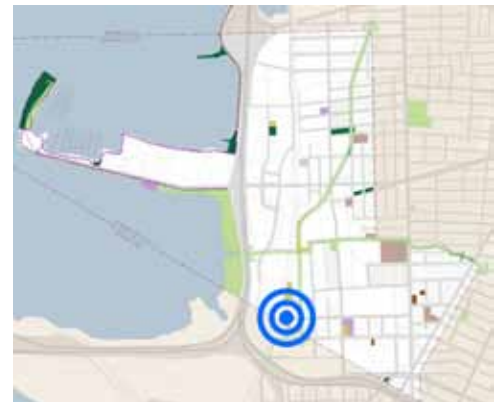
PARK AVENUE PLAZA (SITE 1)

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

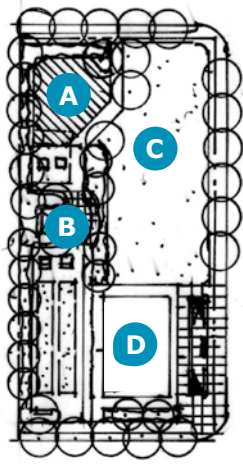
This proposed other park opportunity is further up Park Avenue from the Park Avenue Plaza at Site I and will contribute to the pedestrian environment envisioned for the entire Park Avenue District. This site will complement the other open spaces on Park Avenue, including the Civic Center, by adding basic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

SITE RECOMMENDATIONS

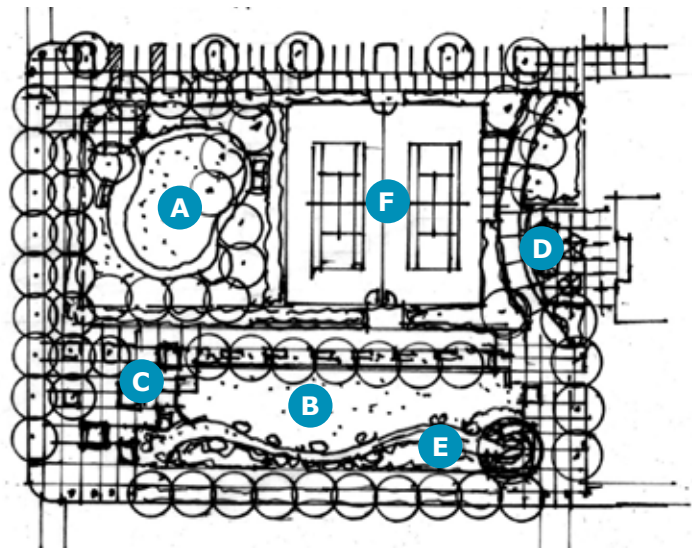
Recommended Park Program

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

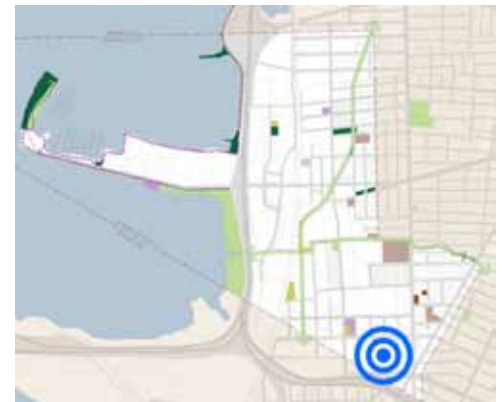
SITE K

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



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.

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

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.



PLAN OF ACTION

Each of the existing and proposed sites in Emeryville has an important role to play in creating the complete parks and recreation system envisioned by the community and documented in the General Plan. The keys to achieving this vision are preparation and flexibility. This chapter outlines how Emeryville can use these two strategies to make decisions that, while they do not necessarily follow a straight line, will make the best use of the opportunities presented over the long-term implementation of this Strategic Plan. Most of Emeryville's proposed park sites, along with most of the land in the city, are currently developed for other uses. The General Plan concept relies on the ongoing changes in the development and use of land in the city to reshape the community's access to open space and to take advantage of the benefits parks offer to residents, business owners, visitors and employees. Preparing for these projects will involve a careful balance of recognition and support of existing land uses along with an eye to the future as plans begin to form for redevelopment in key locations.

The decision to redevelop property rests primarily with the land owners. Therefore, the timing of some projects will be out of the City's control. An opportunity to advance the community's vision through an improvement at an existing park or the acquisition of an entirely new site may arise in a relatively short period of time and may pass just as quickly. In order to provide the flexibility needed to address these opportunities as they arise, this Strategic Plan includes a variety of tools to assist the community, elected officials and staff in determining how a new project fits within the community vision and available resources.



PRIORITIZING PROJECTS

The recommendations presented in this plan are intended to represent 20 years of development of the parks and recreation system in Emeryville. During this period, both time and financial resources will limit how much can be pursued at once. A key step in preparation is a clear understanding of the projects that the City is already actively pursuing, those that are held up by a key condition and the set of projects that are pending a decision by the City to move forward. Separating projects into these three basic categories focuses attention on where resources are currently tied up, emphasizes the projects that make up the next set to move forward, and provides a place to recognize the projects that are being monitored for future action. The three categories of projects and the current list of sites in each category are detailed in the following pages. This is not intended to be a static list, but rather a framework the City can use to keep track of the full spectrum of projects over the next 20 years. Projects can move between these lists and almost certainly, during the life of this plan, new projects will be added.

For the purposes of this breakdown, the improvements to each site are grouped together. In reality, the projects at a site will probably be broken down into phases taken one step at a time. The resources needed to move projects forward include capital and operating dollars along with project management capacity within Emeryville's City staff.

ACTIVE PROJECTS

Active projects are those currently somewhere between design and construction. These projects require community investment in staff time, consulting fees or capital resources. The current list of active projects is presented here along with a brief description of the status as of January 2011.

Joint School District-City Facility

- *In preliminary design by EUSD*
- *Major part of the successful November 2010 bond measure*

Horton Landing Park

- *Designed and ready for construction*

Park Avenue Plaza/Site I

- *Under construction*

Pixar Pedestrian Connection

- *Designed, under construction*

Emeryville Greenway North of 67th

- *In design by City of Berkeley*

Emeryville Greenway South of 59th

- *Under construction*

Emeryville Greenway

Stanford Avenue to Powell

- *In property negotiations*

Eastshore State Park

- *Finalizing agreement with East Bay Regional Park District for design south of Powell*

48th Street Community Garden

- *Grant application in review*

PENDING PROJECTS

Projects in the “Pending” category are ready to move forward to a next step but require a commitment of capital dollars and staff time to make this happen. The Pending projects are often identified projects that have not yet begun or projects that have completed some level of design and are awaiting resources for construction or implementation. The current identified list of Pending projects is presented along with a brief description of the anticipated next step.

Emeryville Marina Park

- *Add group picnic areas, improve pathway*

Davenport Park

- *Design-build renovation*

Doyle Hollis Expansion/Site I

- *Acquire properties as possible*

Temescal Creek Park

- *Improvements, opening up to Adeline*

Temescal Creek Greenway

East of San Pablo

- *Extend greenway from park west to San Pablo*

Temescal Creek Greenway/Site H

- *Design/develop*

Temescal Creek Greenway

San Pablo to Hollis along 53rd Street

- *Improve streetscape*

Stanford Avenue Park/Site F

- *Acquire Site*

Christie Avenue Park

- *Design/Redevelop*

Site A

- *Funding of pedestrian/bike bridge*

CONDITIONAL PROJECTS

Conditional projects are important to the long-term vision of the parks and recreation system but require a major trigger event that is outside of the City's control before they can move forward. These project sites require monitoring to allow for quick action when a trigger event occurs. Examples of triggers would be the relocation of a large existing use or redevelopment proposal in an area identified for a future park site. For each Conditional project listed, a brief description of the critical trigger event is provided.

Stanford Avenue Park/Site E

- *Approved design, awaiting developer action*

Emeryville Greenway

Horton Landing to Park Avenue

- *Redevelopment proposal*

Site 2

- *Relocation of existing use*

Site 3

- *Relocation of existing use*

Site B

- *Redevelopment in area*

Site C

- *Redevelopment in area*

Site D

- *Redevelopment proposal*

Site G

- *Redevelopment proposal*

Site J

- *Redevelopment in area*

Site K

- *Redevelopment proposal*

Site L

- *Relocation of Anna Yates Elementary or Recreation Center*





DECISION MAKING CRITERIA

When a project is considered for moving from either the Conditional or Pending categories to Active, the details of the project should be evaluated against a set of criteria via discussions about how this project contributes to the community's parks and recreation system. These criteria are also intended to be used as a discussion starter for each project that emerges following the completion of this Strategic Plan. The recommended criteria described below have been developed from the community input with Ad Hoc Committee input after this group's review of the planning analysis. The following criteria, presented in no particular order, are briefly described with a hypothetical example of how each might be applied.

CAPITAL AND MAINTENANCE RESOURCES AVAILABILITY

Before moving forward with a project, Emeryville should identify resources, not only to build the facility, but also to establish a commitment of additional maintenance resources in line with the type of facilities added. These resources could include a mix of city and other resources such as developer contributions, sponsorships, volunteer labor or private ownership.

A project would rise on the list if a developer is prepared to build the park at no cost to the City; however, the maintenance resources should also be identified prior to moving forward.

PROPERTY AVAILABILITY

The availability or relative difficulty of acquiring an appropriate park site adds complexity to the decision and is closely related to having adequate resources. In some situations, the land will be available because it is a condition of approval of a redevelopment. In others, the City may need to purchase the land on the open market, a process that can introduce additional cost. While all land is scarce in Emeryville, large parcels are especially rare. The City should seize opportunities to acquire spaces for large parks. An additional factor in land availability is the condition of a site once it is acquired. Because of Emeryville's industrial past, reused land may need remediation before it is available for park use.



SERVING IDENTIFIED ACTIVITY AND LOCATION NEEDS

Projects should include facilities that serve the community's needs as identified in the Strategic Plan needs analysis. Potential new park locations have been identified in the General Plan to provide local access to all residents. In addition, each park and potential park site has been identified for a set of uses not only to serve the immediate area but to fill gaps in the opportunities offered across the system. Projects that add new park locations, particularly the major park sites, and those that add to the recreation activities offered in the community should have priority.

COMPLETING GREENWAYS

The Emeryville Greenway is one of the most valued resources in the parks and recreation system. Along with the proposed Temescal Creek Greenway these corridors form critical community links and connect multiple parks and recreation sites to each other. Sites that make up a part of these corridors and projects to develop or contribute to them should be higher priority.

AVAILABILITY OF PARTNERSHIPS

Corporate and community partnerships will be critical to the further development of Emeryville's park system. Projects with one (or more) identified community partners who will assist in the development or maintenance (or both) should take precedence.

ENHANCING/MAINTAINING EXISTING RESOURCES

Emeryville has built up an investment in park sites and facilities that should be protected through scheduled capital replacement and improvements as recommended. Projects that address issues or enhance capacity on existing sites should move up the priority list.



CAPITAL PROJECT COSTS

The cost of design, construction, renovation and the addition of features within a park or across an entire system can play a major role in decisions about how and when to initiate a project. The final cost of a project is only known at completion, as changes and unexpected costs are a reality of taking a project from the conceptual level of this Strategic Plan to a built park or feature. At this level, the costs described are “planning level” costs meant to provide a reasonable approximation of what a project would cost from start to finish if it were completed today. In order to generate a cost for each park site and the improvement of the system as a whole, this Strategic Plan includes a cost model that is based on a series of assumptions. These assumptions build up a project cost from a cost of land acquisition, design and site development. Where specific features are identified in the site program beyond basic site development, an additional cost is added into the project based on recent construction bidding.

SUMMARY OF CAPITAL COST MODEL



The capital cost model is divided into two sections, existing and proposed parks. For each site, the recommendations of this Strategic Plan are translated into categories of improvement projects, indicated with an “x” or a number of facilities. While all of the existing and proposed sites addressed in the recommendations are listed in the cost model, the cost of improvements to the Child Development Center, Site 3 and the City’s commitment of redevelopment funds to the joint School District/City facility are removed from the totals discussed below. The Child Development Center improvements are related to the educational facility more than the parks and recreation uses, Site 3 is considered an alternate with Site 2 with somewhat less likelihood of moving forward before Site 2, and the commitment to the joint School District/City facility is moving independently of this process. The snapshot of the model in Appendix C does include these projects for reference.

In the case of new sites or sites that are recommended for redevelopment, two levels of design are indicated. The first is a site design, indicated as SD in the model, which is the lesser level of design effort for small sites or redesigns and that requires less public input and review. For the largest of the sites, especially

the major city parks (sites 1-3), a larger master plan effort will be required to address the wider variety of program elements and issues for these key parks.

Two other categories of improvements needing additional explanation are site acquisition and site development. Site acquisition is the largest single item in the cost model, a cost which may or may not be a direct project cost to the City as developers may contribute the land as part of a redevelopment project. It is important to consider acquisition cost but also to be aware of where this cost is likely to be necessary. Site development is the cost of building a park's basic features and is applied as a per acre cost. This amount includes the landscaping, paving, utility installation and lighting and trees, making up a large part of the development of any park. The remaining features are the improvements recommended for addition to existing parks or as features of new parks. New improvements are assumed to be fully compliant with regulations and guidelines of the Americans with Disabilities Act (ADA) and will address shortcomings of existing sites wherever possible.

The total planning level cost of the recommendations (less the Child Development Center, Site 3 and the joint School District/City facility) are broken down in Table 2, below.

TABLE 2: TOTAL PLANNING LEVEL COST BREAKDOWN			
	EXISTING PARKS	PROPOSED PARKS	TOTAL
SITE ACQUISITION	\$0	\$121,513,172	\$121,513,172
PLANNING AND SITE DEVELOPMENT	\$1,234,858	\$7,109,855	\$8,344,713
IMPROVEMENTS	\$4,776,829	\$10,202,624	\$14,979,453
% FOR ART AND CONTINGENCY*	\$987,428	\$21,056,535	\$22,043,963
TOTAL PLANNING LEVEL COST	\$6,999,116	\$159,882,185	\$166,881,301

*Note: Percent for Art and Contingency are calculated as a percentage of the total project cost, including land acquisition.

There are many ways to consider this overall total. First, most of the proposed park sites are contingent on actions outside of the total planning level cost, \$121.5 million dollars is tied to site acquisition, with an additional \$22 million in % for Art and contingency resulting, in part from these acquisitions. In addition, the long time horizon of this plan will spread the cost over 20 years or more as the City takes advantage of opportunities that arise. If all \$167 million in projects were

completed over 20 years, and the City had to pay for all of the new park land, the average year would require 8.35 million dollars in combined investment in the parks and recreation system. For comparison the City spent just over \$10 million on acquiring and building Doyle Hollis Park.

The figures presented here represent the best planning level estimate as of the completion of this plan and allow preparation based on reasonable cost figures. The model as a tool also provides flexibility. A key feature of this model is the ability to adjust the assumptions as conditions change to maintain the relevancy and accuracy of the project and system construction costs. The model can also be used to break down the costs of improvements within a subset of the park system. The model has been provided in spreadsheet form for future use, in addition to a snapshot of the model provided in Appendix C.

OPERATIONS COSTS

The ability to sustain maintenance and operations of the park system is a critical issue in Emeryville and will continue to be a key consideration throughout the implementation of this plan. The criteria described previously focus decision making about new park sites around the ability to add resources to cover the increase in operating costs as the park system expands to meet the needs of Emeryville's residents, employees and visitors. To assist in this discussion, the cost model also includes a planning level estimate of the additional operations costs involved in adding parks and features to the system.

SUMMARY OF OPERATIONS COST MODEL

As with the capital costs, the operations model is built from a series of assumptions about the basic level of maintenance with additional resources added for special facilities or especially intensive use. The operations model is also divided into existing and proposed parks. The basic level of maintenance was derived from actual data including the City's CIP tracking system (the best available source for City staff and materials costs figures), contract maintenance expenditures and utilities. The basic level of service represents all of the maintenance practices currently performed by City staff, including trash collection, mowing, landscape maintenance, tree and shrub pruning, weeding, sweeping surfaces, graffiti removal and routine repairs to furnishings and equipment as well as the supplies and utilities necessary for these tasks. The cost figures developed for this model are intended to apply to either City staff or contracted services (including the supervision time required for contract maintenance work). In addition to these basic maintenance tasks, certain park facilities require additional attention and resources to ensure that they function properly and are attractive assets. Within the existing system, the primary example of this type of feature is a restroom which requires regular cleaning and additional maintenance attention. The model builds in budget bonuses for each of the following facilities to recognize the added maintenance needs:

- *Restroom*
- *Multi-use sports field*
- *Group picnic area*
- *Dog park*
- *Interactive water feature*

In addition to specific facilities, two bonuses are included to recognize special significance of some sites from a maintenance perspective. The first of these is called safety emphasis and is intended to recognize that some sites, due to their location and lack of visibility, are more susceptible to vandalism and other illicit activities. While good site selection and design would ideally reduce these concerns, some sites will still require additional monitoring and maintenance. The second situation-based bonus is called intensive use and is meant to capture the additional maintenance time resulting from the extremely heavy use of the City's most popular sites.

For each existing site, the appropriate selection has been made to reflect where the City is responsible for basic maintenance and the facilities present that require budget bonuses. The total maintenance requirement for existing parks based on the current assumptions of the model equals \$998,624 annually. This captures new sites such as Horton Landing and the Pixar Pedestrian Connection as well as the cost of maintaining hardscape park areas (such as courts and trails) not currently accounted separately in the City's labor tracking system.

The proposed site operations costs represent the amount that should be allocated to maintenance as a result of new projects. These numbers vary widely by site depending on the size and complexity of the program. Based on current operating assumptions, the cost to maintain the park system when fully developed will total just under \$2.2 million annually, excluding Site 3 and with no cost associated with the joint School District/City facility. This total is just over twice the current requirement. However, even more than capital costs, the operating cost assumptions will need updating regularly to maintain their relevancy over the life of the plan.

FUNDING STRATEGIES

There is no one way that the Emeryville parks and recreation system will be funded. Each project will bring a series of opportunities and challenges that will impact the timing and methods of funding. Many, if not most, of the projects will benefit from the types of resources that have built the system thus far, including direct purchases and development using the City's general funds, redevelopment





funding, and contributions of land and facility space or funding from property developments. The community has taken a large step in the right direction by clearly identifying its vision for the parks and recreation system in the General Plan. However, the most difficult challenge is still ahead. As the City implements the vision laid out in the General Plan, maintenance and operations of the parks and recreation system will increase with the system expansion. Addressing the maintenance and operations needs of the park system will be critical to moving forward in a responsible way. Four over-arching funding strategies are presented below with examples of specific measures that will address both the capital and operating needs of Emeryville's parks and recreation system. The strategies are not mutually exclusive and are designed to be flexible and responsive to the needs of the City as opportunities arise. Ultimately decisions about the application of these recommended strategies will be the responsibility of the City Council and the implementation will rely on staff as well as community partners.

PARTNERING FOR SUCCESS

The improvements planned for Emeryville's parks and recreation system will have a powerful effect on quality of life for existing and future residents. However, there are a wide variety of other audiences and organizations that will benefit from improved access to open space and a more attractive city. Some examples of how the benefits of parks and recreation impact the community include:

- *The draw of a high quality park will bring residents and visitors, increasing foot traffic for established and new businesses.*
- *Access to nearby plazas, parks and trails will attract companies who recognize the value of these amenities to their employees.*
- *Parks with historic, artistic and educational points of interest will benefit local public and private educational institutions by providing outdoor classrooms and inspiration.*
- *Access to safe and interesting places to play and quality recreation programming reduces juvenile crime.*
- *Well-maintained parks increase nearby property values and make housing units easier to sell.*

Communities that understand these benefits and how they accrue are places full of potential partnerships to help build and maintain a high quality park system.

Property developers, property owners, homeowners' associations, neighborhood associations, local businesses, major employers, employee groups, schools, neighboring cities and public safety organizations are all strong potential partners for the enhancement of the park system.

It is important to note that while effective partnerships can bring considerable resources, the City must commit some staff time and possibly other resources to establish and maintain partnerships in the community. With each project, the City should identify and actively pursue long-term partnerships that include contributions to the ongoing upkeep of a new park or facility.

MAXIMIZING CAPITAL DOLLARS

This strategy is about not only finding additional capital resources beyond those drawn from the General Fund, but also making the most of each dollar applied to capital projects across City services. The combination of new dollars and finding ways to leverage additional parks and recreation improvements from other City projects and through matching funds will help the City move through the project list. Appendix D provides a listing of potential funding sources including tax measures, fees and grant programs. The majority of funding options are limited to capital projects only and many are tied to specific types of projects. In addition to the summary in Appendix D, several opportunities are discussed in more detail here due to their potential and local significance. Grants are considered separately as an independent strategy.

Redevelopment Funds

With the exception of Marina Park, all existing and proposed park sites are covered by two redevelopment

project areas: the 1976 Project Area and the Shellmound Project Area. Prior to 2007, a large portion of the capital improvements in parks, including much of the greenway, was purchased with bond funds to be repaid through property value increases in these districts. All of the projects recommended in this plan have the potential to increase property values and be a net gain to the tax rolls over time, but the major city park projects are likely to have the most potential to fulfill redevelopment objectives. Parks and recreation projects are only one of a variety of competing uses for redevelopment funding. Positioning of park projects as serving multiple benefits will be helpful in securing redevelopment funding in the future.

Impact Fees

Prior to this Strategic Plan, the City hired a consultant to conduct a General Government and Park Facilities Fee Study (Muni Financial 2008). The purpose of this study was to establish the maximum allowable fee based on AB 1600, the authorizing legislation. The result of this study was a potential fee of \$20,330 per single family unit and \$18,711 per multi-family unit with an additional non-residential fee ranging from \$11.25 per square foot to \$4.32 per square foot. This fee was calculated based on an estimate of \$131 million dollars in total improvements needed to the park system, almost identical to the total developed independently in the cost model for this plan. Of this total, the fee study identifies \$91.7 million dollars of land acquisition and development that is attributable to new population growth, and therefore can be the basis of an impact fee. A comparison of fees charged by cities in Alameda and Contra Costa County shows this potential fee to be much higher than adopted

fees in nearby communities, the highest of which were \$14,500 per single family unit and \$12,430 per multi-family unit. Similarly in the few communities charging for nonresidential impact where the highest rates were \$2.73 and \$1.54 per square foot. Currently, neither of Emeryville's neighbor cities charge an impact fee for park facilities.

Emeryville's small size, high land value and impressive ratio of jobs to residents make the impact of further growth large on a per-unit cost basis. However, charging the full impact directly to a developer, and by extension new homeowners, can be seen as prohibitively expensive. With the high fee justified by the 2008 study, the City can decide, as many cities do, to adopt a lower fee to cover some of the attributed impact. With the large number of housing units expected to be built in Emeryville, even a more modest contribution per unit would go a long way toward overcoming the high cost of park land to expand the system.

Quimby Fees

A second avenue for addressing the impact of new development is the fee allowed by the Quimby Act, which is collected in lieu of park land dedication at the time of property subdivision. While Emeryville does not have large tracts of land to be subdivided, the Quimby Act fees would apply to subdivision for redevelopment projects such as condominium housing. Many California communities use one or both of impact fees and Quimby fees. Quimby Act fees are a popular option because of their lower standard of documentation (no nexus study is required) and

the ability to set a minimum standard of 3.0 acres per thousand population even if the existing level of service is lower. Emeryville could establish a Quimby Act fee up to the value of 3 acres of land per 1,000 people with minimal process.

The City Council may, by ordinance, require the dedication of land or impose a requirement of the payment of fees (or a combination of both). The ordinance must provide definite standards for determining the dedication amount, based on an adopted plan and in direct proportion to the new development.

Maximizing Other Capital Projects

In addition to the improvements to the parks and recreation system, Emeryville has also identified a wide variety of transportation, utility and public facility projects that will require large investments during the same time period as the implementation of this plan. The City should be actively considering the potential of non-park projects to contribute to the goals of the General Plan in regards to parks. For example, utility work at or around an existing park site could be considered part of a matching contribution for a grant project (if it would have to happen for the granted project to move forward). Utility or transportation projects in the vicinity of either greenway should be examined for opportunities to make improvements or complete connections.

Targeting Grant Applications

Grant programs are a popular method for raising capital dollars for parks and recreation projects. The perception is often that this is money that is simply

given away to help communities make improvements to their park systems. Most grant programs have become extremely competitive and require significant local investment in the project to match funding by the granting agency. In order to make the best use of limited staff resources, Emeryville should be very strategic about the grant applications it pursues. Managing a grant application should be considered along with how many other projects a particular staff person is handling before the City commits to the pursuit. Further, a grant opportunity by itself is not necessarily enough to justify moving forward on a project. The City must identify not only the matching capital resources and staff to manage the project, but also the ongoing operational support and maintenance for the project after it is completed.



BUILDING COMMUNITY SUPPORT

The best, long-term funding source for parks and recreation in Emeryville, and one that has the potential for both capital and operating funds, is the strong support of the community. This support will take more than just residents: business and land owners in the city will also need to contribute. To build this kind of support Emeryville must continue to actively involve its citizens and take every opportunity to communicate the many and varied benefits that the community enjoys as a result of the parks and open spaces in which they have invested. This community support can manifest in several ways, including community partnerships (as described above), political support, financial support and stronger ownership and stewardship of the park system.

Political Support

There will be many occasions in the future where a park project will be the subject of a difficult City Council decision about directing limited resources in one direction or another. A strong constituency of park users empowered by the adopted vision of the City for the parks and recreation system will be able and willing to speak to not only the importance but also the benefit of investing in and maintaining the park system.

Financial Support

Ultimately, the solutions to the need for ongoing operations funding for parks



require the consent of the citizens or property owners to agree that the issue is important enough to tax themselves. Taxing measures are usually unpopular even in the best of times and require clear communication about the advantages offered as a result of the additional funding. With multiple needs for major projects in many areas, the City of Emeryville faces a significant challenge in presenting a clear case for why a specific funding source is needed and how it fits into the big picture of City services.

The City's most recent request failed to sell property owners in the city on a Landscape and Lighting Assessment District (LLAD) to increase the dedicated resources for upkeep of existing and new parks in the system. This funding mechanism is specific to California and provides the unique opportunity to fund both operations and capital perpetually. While this assessment did not pass, the City should continue to consider this mechanism for the long-term and target property owners for outreach about the benefits the park system offers them.

Other funding measures will require the broad support of voters within Emeryville. Building support with voters is often focused on identifying the key features of the existing or future park system that capture the public's attention. Some of the key messages that were gathered during this process include an interest in an increase in the variety of features and the assurance that projects can be maintained once they are built.

Additional financial support can come in the form of donations, volunteer labor and in-kind contributions of services. These resources are very valuable in construction and renovation projects, but for long term stewardship, these resources may not be available for on-going maintenance and repairs at all park sites and facilities. In addition, these sources are not guaranteed. However, even when the coordination of volunteers may seem more expensive or difficult than simply hiring the work out, the City should also factor in the value of building ownership in the park system through hands-on work in a park or giving directly to a project goal.

CONCLUSION

This document will serve as an implementation companion to the important ideas of the Emeryville General Plan for the entire 20-year planning horizon. As stated previously, this is not intended to be a fixed road map, but rather a guide to provide information to the active citizen, to provide guidance for City staff, to generate ideas within the development community and to build support for parks and recreation amongst the decision makers in Emeryville. The tools within, and provided alongside this plan document will help the community make timely decisions about an ever-changing landscape of opportunities while staying true to the vision of a fully featured park system.





The **Parks and Recreation Strategic Plan** is your chance to help determine how the City will implement the park recommendations of the new General Plan. Come and share your ideas for places to play, relax, gather and socialize throughout Emeryville.

Shape the future of parks and recreation in Emeryville!



APPENDIX A: PUBLIC INVOLVEMENT

OVERVIEW

The City of Emeryville Parks and Recreation strategic planning process was informed by a variety of public involvement activities that generated input from Emeryville residents as well as employees of local businesses and visitors. The activities served to generate usable information that affirms Emeryville residents' enthusiasm for their community and a number of tangible concepts for improving the park system.

METHODS

Community input forms the foundation of the Parks and Recreation Strategic Plan. Public involvement activities were designed to ensure the participation of a diverse cross-section of the City's population. By providing multiple opportunities and ways for citizens to engage, the results reflect a balance of strong quantitative data and rich qualitative detail.

ACTIVITY	PARTICIPANTS
FOCUS GROUPS	37
LUNCH INTERCEPT EVENTS	88
QUESTIONNAIRE	131
COMMUNITY WORKSHOP	30
CHILDREN'S WORKSHOP	50
TEEN DESIGN WORKSHOP	10
AD-HOC COMMITTEE	6
TOTAL	352

Over 350 Emeryville residents, employees and visitors have participated in the planning process. These activities took place from July 2009 through June 2010, and included a wide variety of opportunities to participate. The table above breaks down the participation by activity, but does not necessarily reflect the impact of individuals such as the Ad-Hoc Committee members who worked on the project at several key times or those participants who may have participated in more than one activity.



The collected information has been reviewed for common themes. Using these key themes to guide the plan tempers the influence of individuals or interest groups and produces a direction that represents the largest group of Emeryville residents.

PUBLIC INVOLVEMENT THEMES

Across all of the public involvement activities that Emeryville residents, visitors and employees engaged in, the following themes surfaced:

Need for additional park sites

Desire for more activities within parks

Excitement about Doyle Hollis Park

Importance of comfortable places to relax, play and enjoy a meal outdoors

A need for flexibility so that parks can serve many purposes

Recreation with dogs and gardening are important to residents

Low awareness of what is available, especially amongst visitors and employees

Importance of security and maintenance

PUBLIC INVOLVEMENT ACTIVITIES AND FINDINGS

FOCUS GROUPS

In September 2009, MIG conducted a series of eight focus groups to identify attitudes and trends and gather key information related to the Emeryville Parks and Recreation Strategic Planning process.

The focus groups were conducted with a variety of Emeryville residents and organizations representing civic, environmental, educational, development and business interests.

Participants—37 people in total—were selected based on input from the Emeryville Planning and Building Department staff based on their respected position in the community and ability to provide project-relevant information to the team.

These groups were focused on identifying Key Opportunities, Issues and Concerns facing the park system. Additionally, participants were encouraged to describe the additional park amenities and recreational facilities that they would like to see incorporated into the future of the park system.

Key Opportunities

- *Connectivity;*
- *Distinctly Emeryville;*
- *Social Gathering Areas: Urban Design and Streetscape;*
- *Engaged Residents;*
- *Improved Administrative Capacity and Oversight; and*
- *Dynamic Planning.*

Issues and Concerns

- *Population and Demographics;*
- *Safety and Security;*
- *Funding; and*
- *Development Standards.*

Desired Additional Park Amenities and Recreational Facilities

Participants noted a variety of park amenities and recreational facilities that would be welcome additions to the existing system, including:

- *Places to picnic, gather, mingle and linger;*
- *Dog parks;*
- *Skate parks;*
- *Additional community gardens;*
- *Rentable facilities;*
- *Rooftop sports facilities;*
- *Additional greenways amenities, such as a par course or shuffleboard;*
- *Parks that create externalities, increase traffic at local businesses (i.e., rentable bocce balls at Aquarius restaurant);*
- *A visible hangout spot for youth;*
- *Additional park facilities in the triangle neighborhood; and*
- *Bandstands and amphitheaters for music and performance.*

LUNCH INTERCEPT EVENTS

Over the course of two lunch hours in September 2009, MIG and City of Emeryville staff completed 88 Intercept Surveys. Intercept surveys are designed to quickly generate usable information about how people use the park system today and what ideas they have for improving the system in the future.

The survey was conducted at multiple locations during

the weekday lunch hour to capture information from Emeryville residents, employees who work in Emeryville and visitors to the city.

Survey results indicate that Emeryville is not a recreational destination and that the park experience people are looking for is a casual place to relax or an enjoyable place to walk and bike.

The majority of survey respondents do not live in Emeryville. Most respondents work in Emeryville, some were there to shop or eat.

Many of those respondents who were visiting Emeryville to shop or eat did not know that Emeryville has parks.

Emeryville residents and people who work in Emeryville reported very similar current activities for parks. The most popular responses were:

- *Picnicking/Eating lunch;*
- *Socializing, relaxing;*
- *Walking or jogging for exercise; and*
- *Dog walking.*

Other park uses reported include:

- *Watching fireworks and the Blue Angels at the Marina;*
- *Taking photos; and*
- *Fishing.*

Suggested additions to improve the park system from all respondents included:

- *Places for socializing, relaxing, picnicking and eating lunch (including tables); and*
- *Places for special events.*

Residents suggested the following improvements:

- *Play areas for younger and older children; and*
- *Swimming/Aquatic fitness.*

Survey respondents provided additional suggestions for improving the park system, including:

- *Developing a Disc Golf Course; and*
- *Increasing the use of native/edible landscaping.*

In addition to answering questions, survey respondents had the opportunity to offer specific feedback on a park system map, and to share additional thoughts with the project team.

Surveys were completed at the following locations:

Bay Place

Emeryville Promenade (65th and Hollis)

Emeryville Public Market

QUESTIONNAIRE

A planning process questionnaire was available online at the City website and in a paper form distributed through community facilities. The access to this questionnaire was not controlled or randomly distributed. The questionnaire was open to any resident, employee or visitor of Emeryville to complete and was designed to identify current and desired activities that should be supported by the parks and recreation system. Over the course of two months, 131 responses were collected.

The questionnaire findings were distilled into a series of key themes identified below. The many write-in responses were categorized and are listed as well.

The questionnaire findings indicate that people who live and work in Emeryville:

- *Place a high value on parks and recreation;*
- *Perceive a need for additional park sites;*
- *Are currently utilizing parks for general enjoyment of the outdoors;*
- *Participate heavily in trail-related activities (jogging, walking, etc.) and are very interested in the Emeryville Greenway; and*
- *View Marina Park as integral to the future of the Emeryville park system.*

Additional park site and facility concepts identified in the questionnaire include:

- *Skateboard or BMX park;*
- *Tennis courts;*
- *Additional community gardens;*
- *Game tables and courts;*
- *Off-leash dog areas; and*
- *Trails/greenway.*

Additional programming and facility space concepts include developing flexible spaces for:

- *Outdoor Tai Chi and Yoga;*
- *Special events, such as music or theater; and*
- *Indoor and outdoor spaces to hold a party or gathering.*

Most popular additional class suggestions included:

- *Yoga;*
- *Tai Chi;*
- *Pilates;*
- *Participatory arts (painting, photography, drawing, etc.);*
- *Lifelong learning and retraining;*
- *Historical/nature walks;*
- *Technology education;*
- *Health education; and*
- *Connecting neighbors through social activities or volunteering.*

COMMUNITY WORKSHOP

One community workshop was held in November 2009 at Ralph Hawley Middle School. The three-hour, Saturday morning workshop was attended by 30 community members who had an opportunity to learn about the planning process and provide general and specific input about the current park system and ways to improve it. Community workshop meeting announcements were sent to every Emeryville household.

Working in small groups, workshop participants discussed potential park system improvements and desired additions to the park system. Using a City of Emeryville Park System map as a reference, participants were encouraged to make suggestions related to both the existing and potential future park system. System-wide, future existing park suggestions include:

System-Wide Suggestions

- Provide additional green space in south Emeryville and the Triangle neighborhood;
- Maintain and enhance existing facilities and amenities;
- Develop social gathering areas, such as farmers' market and performance locations;
- Develop additional facilities such as themed mini parks, dog parks, skate parks and community gardens; and
- Improve bicycle and pedestrian connections.

Ideas for Future Parks

During the interactive exercise, workshop participants generated a series of ideas specific to proposed site locations. These ideas included:

- A variety of activities that are not currently supported in the Emeryville park system; and
- Expansion or formalization of additional activities such as gardening and recreation with dogs.



Children's Design Workshop

“Grown-ups play, too!”
—workshop participant



Teen Design Workshop

CHILDREN'S WORKSHOP

Three children's workshops were held in March 2010. The workshops were conducted in collaboration with the Anna Yates 'Adventure Works' and 'Kids In Motion' after-school programs at the Emeryville Recreation Center. Approximately 50 K-6 students participated in each one-hour workshop. During the workshop, each group read a picture book about green space in cities and then talked about which parks in Emeryville they used/liked and why, and what kinds of things they thought were missing from parks in Emeryville.

Common park features that participants wanted for the park system included:

- *Multi-age spaces (for babies, kids, teens and adults);*
- *Spaces for dogs;*
- *Water features;*
- *Sand play areas;*
- *Zip lines and other "adventure" spaces;*
- *Swings and slides (traditional and water);*
- *Places to bike and skateboard; and*
- *More flower gardens.*

Some of the older kids brought up safety and the fact that their parents wouldn't let them go to parks alone, so they don't get to go as often as they would like.

Most of the kids knew and liked Doyle Hollis Park and the older kids knew the basketball courts on Stanford, but they were less familiar with other parks in the city, especially the Marina and waterfront areas.

They also liked vegetable gardens a lot but have a garden at their school so they didn't see a particular need for more.

TEEN DESIGN WORKSHOP

A two-part Teen Design Workshop was held in May with ten teens in after school programming offered by Community Services. During the first one-hour session, students discussed park programming concepts and the kinds of things they like to do in parks. The students were then given a chance to design a potential park site. At the follow-up session, the youth presented their preliminary concepts to each other for review and discussion.

Teens identified a variety of potential features to include in their parks. The features that participants were most interested to include in future parks were:

- *Interactive Features;*
- *Sports Facilities; and*
- *Water Play features.*

Participants were least interested in the addition of Nature Play features.

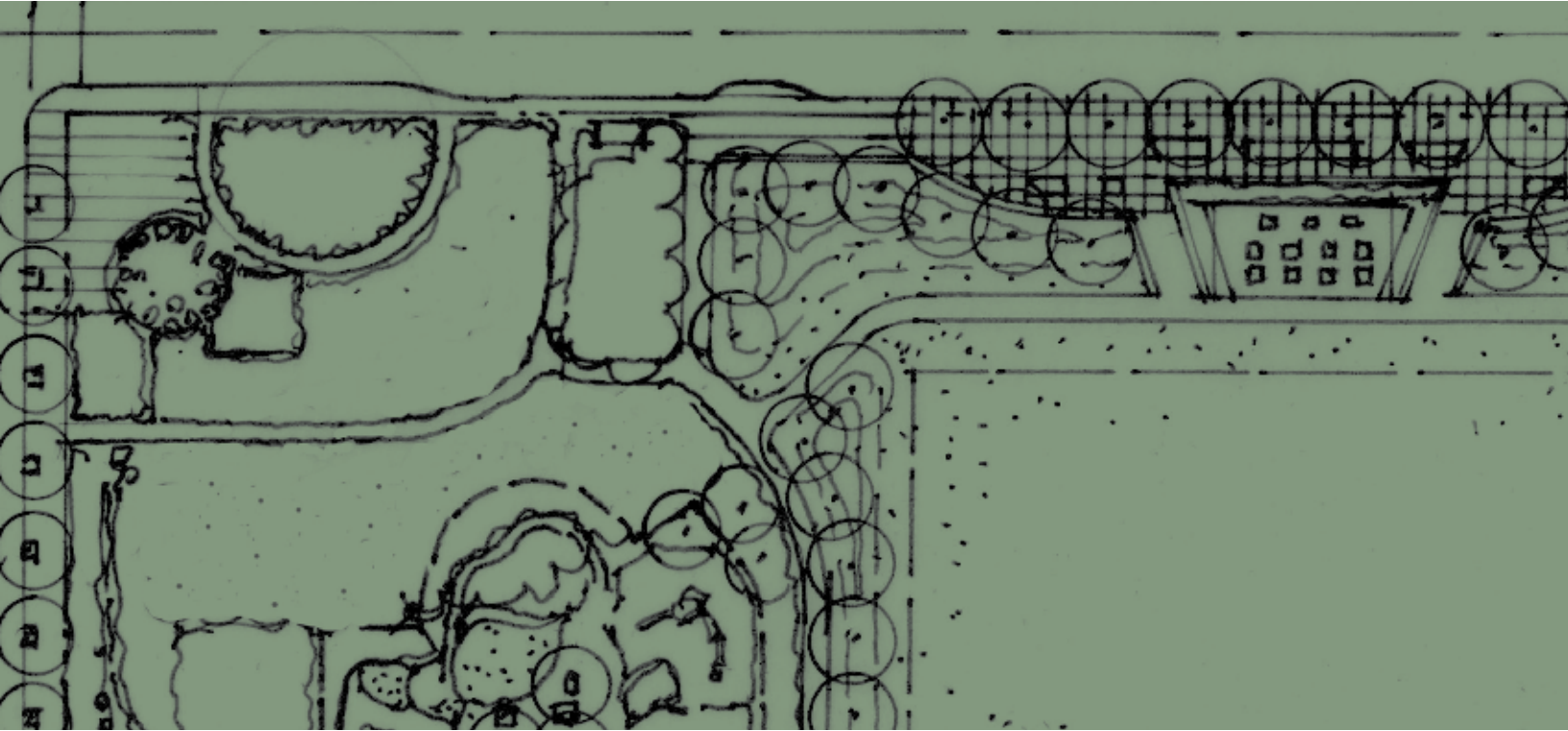
PARKS AND RECREATION STRATEGIC PLAN

AD-HOC COMMITTEE

The Parks and Recreation Strategic Plan Ad-Hoc Committee—comprised of City Council members, Planning Commissioners, and a School Board member—met four times during the planning process to review plan concepts and provide strategic direction and input on the planning activities. The Committee participated in the process at key points, reviewing interim planning reports and providing guidance on community input activities. Each committee meeting addressed the key points of the current stage of the planning effort and set direction for the next steps. Early in the process, the committee identified a number of key issues for the project to address, including:

- *Safety at park sites and how design can improve security;*
- *Providing realistic funding options; and*
- *Creating a flexible plan that guides development and serves staff needs.*

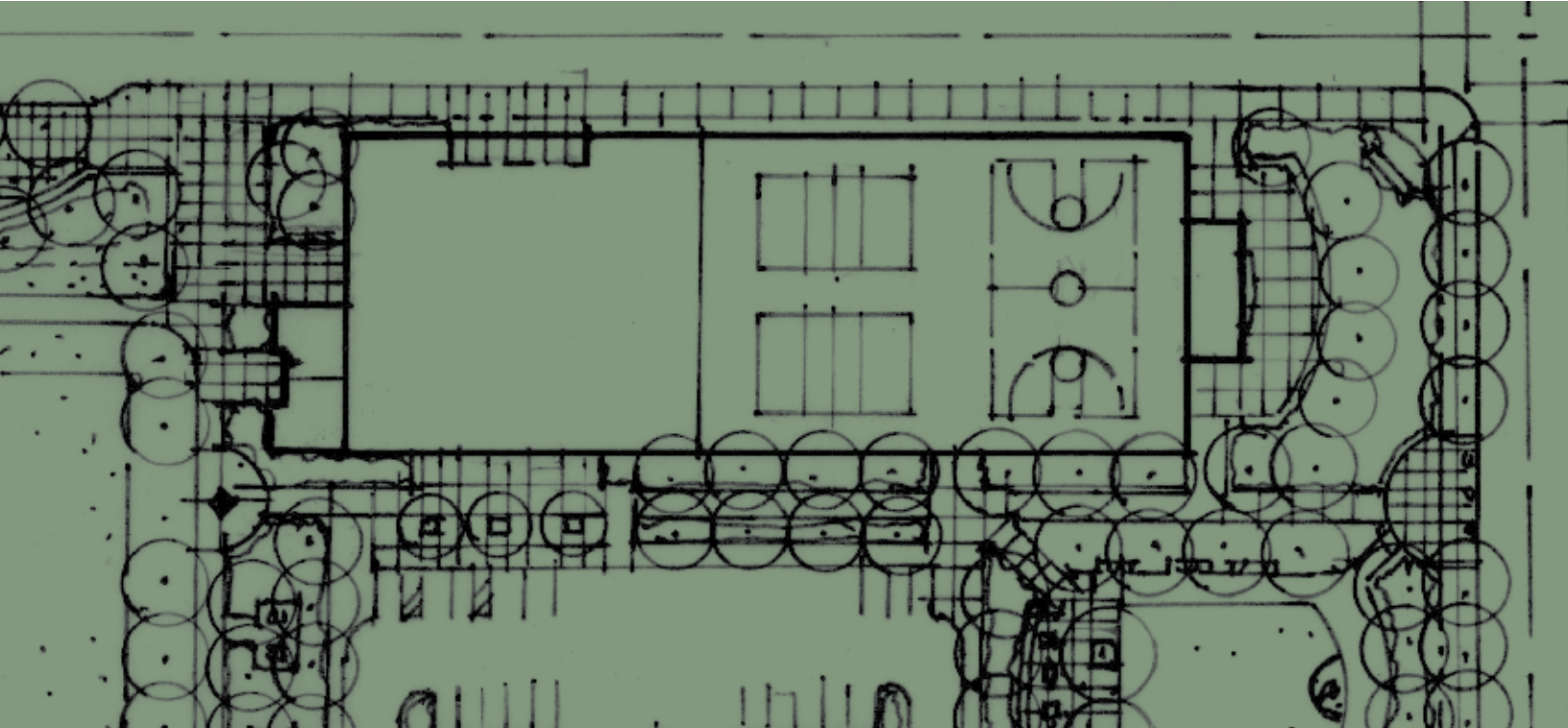
As the project developed, the committee considered the results of the public input and helped develop the activities approach for assessing needs and opportunities within the existing and proposed park system. The final stages of the process involved critical review of the needs analysis, site program and specific recommendations developed by the project team.



APPENDIX B: DESIGN GUIDELINES

As Emeryville grows and develops its park system, these guidelines will assist in identifying and designing park and open space sites. This is especially important when considering privately developed parks, where the City has less direct influence over park design. Building on the direction of the General Plan, the Design Guidelines provide clear and objective criteria to guide the acquisition, development and redevelopment of Emeryville's parks and open spaces. The purpose of the Design Guidelines is to:

- *Encourage thoughtful and well-designed spaces that are representative of community needs and values, and that respond to the unique characteristics of individual park sites; and*
- *Serve as park design objectives, promoting design flexibility, while allowing planners, the community and decision makers to communicate design parameters that are clear and consistent.*



USE OF THE DESIGN GUIDELINES

The Design Guidelines should be applied towards the planning, design and approval of all new and redeveloped park projects, including both public and privately developed projects. The guidelines should be used at each stage of the development process, helping to guide the application, preliminary design and later revisions, and facilitate discussion and ultimate decision during the review process.

The Design Guidelines are organized within the following seven Park and Open Space System goals of the General Plan. Each section begins with an intent statement, followed by a series of guidelines arranged in the form of a question. Each section also lists resources that help fulfill the guidelines.

The General Plan goals for the park and open space system are:

- *A comprehensive open space system*
- *Sustainable design*
- *New public spaces*
- *Locally accessible parks*
- *Integration of parks & open space*
- *An accessible waterfront*
- *Sunlit parks*

The design of future parks and related amenities will depend on site specific characteristics and the envisioned use of the site. Some guidelines may be impracticable or inapplicable for a specific site or project. In addition, some designs or sites may be desirable by the community but may not conform to the guidelines or there may be conflict with other regulations. In any of these instances, the design should follow the intent statement described at the beginning of each applicable section.

A COMPREHENSIVE OPEN SPACE SYSTEM

INTENT:

Provide a diverse range of active and passive recreation and open space opportunities for residents, workers, and visitors.

GUIDELINES:

Does the site or project:

- A. Provide opportunities for play for children, socializing and relaxing, picnicking and lunch and seeking respite and solitude?
- B. Integrate other site program elements as recommended in the Parks and Recreation Strategic Plan?
- C. Incorporate flexible space which responds to potential change in community needs?
- D. Offer unique features that emphasize cultural, historical or natural resources and interpretation?
- E. Provide safe, comfortable places where people can stop, view, socialize and rest, while ensuring that these places do not conflict with other users?

RESOURCES:

- City of Emeryville Parks and Recreation Strategic Plan
- City of Emeryville Park Avenue District Plan
- Eastshore Park Project General Plan

NEW PUBLIC SPACES

INTENT:

Provide a public realm and new public parks and plazas that serve as focal points of the community.

GUIDELINES:

Does the site or project:

- A. Provide new public spaces where there is high visibility from adjacent uses and streets to allow surveillance over the entirety of the site as much as practicable?
- B. Locate amenities such as playground equipment, skate parks and basketball courts proximate to adjacent streets in order to improve visibility, promote use and enhance user safety?
- C. Incorporate universal design principles to facilitate use by people of all ages and abilities?
- D. Consider impact of surrounding streets, traffic and safety as well as availability of parking?
- E. Provide lighting as a means of increasing safety?
- F. Locate permanent restrooms in highly visible areas with high visitation in order to reduce the risk of vandalism?
- G. Incorporate public art work, especially pieces that emphasize Emeryville's commitment to a healthy environment?
- H. Provide directional and informational signage with a consistent design theme?
- I. Account for maintenance requirements in the design of parks and the selection of amenities or develop a maintenance management plan as part of the design process?
- J. Identify maintenance costs and funding sources as an integral component of the park design process?

RESOURCES:

- City of Emeryville Park Avenue District Plan
- City of Emeryville Parks and Recreation Strategic Plan
- Crime Prevention Through Environmental Design (CPTED) Principles
- Shoreline Signs: Public Access Signage Guidelines

INTEGRATION OF PARKS & OPEN SPACE

INTENT:

Coordinate parks with surrounding developments to form unified urban compositions that are integrated into the redevelopment of underutilized areas.

GUIDELINES:

Does the site or project:

- A. Incorporate natural areas to provide green space and enhance environmental awareness?
- B. Reflect specific uses and activities that help define the park and create an identity?
- C. Integrate “placemaking” elements into parks, including water features, art or special facilities which reflect local culture and history?
- D. Use imaginative designs for necessary building features, functions and utilities, of uses that abut or are located within parks and plazas?
- E. Promote creative use of strategically located or underused open spaces?
- F. Address onsite parking needs and allow for underground parking below new plazas and parks without significantly compromising park functions?
- G. Locate park amenities which will generate noise or light in context-sensitive locations? (ie. locate fields and courts away from neighboring homes)
- H. Use gathering areas and/or landscaping to define transitions between private development and public open space?
- I. Create landscaped buffers between pedestrian paths and parking lots to decrease negative visual impacts?
- J. Improve existing open space areas by identifying resources to improve habitat and eliminate invasive species through partnerships, volunteer coordination, financial support and maintenance staff time?

RESOURCES:

- City of Emeryville Parks and Recreation Strategic Plan
- City of Emeryville Park Avenue District Plan
- Eastshore Park Project General Plan

SUNLIT PARKS

INTENT:

Design public parks, plazas and other open spaces to enjoy maximum sunlight access.

GUIDELINES:

Does the site or project:

- A. Orient parks and open spaces east-west or slightly northwest to maximize natural sunlight?
- B. Consider shade from adjacent buildings and structures?
- C. Use trees and landscaping with consideration of impacts of long term growth, such as shade, on adjacent areas?

RESOURCES:

- City of Emeryville Park Avenue District Plan
- Emeryville General Plan, Chapter 4: Parks, Open Space, Public Facilities and Services

SUSTAINABLE DESIGN

INTENT:

Create park designs that are consistent with sustainable design principles and practices, with efficient use of open space.

GUIDELINES:

Does the site or project:

- A. Balance the needs of nature and humans by designing and planning activity areas to minimize environmental impacts and allow regeneration of natural resources?
- B. Incorporate surface storm water management such as bioswales, storm water planters, rain gardens, permeable pavers and porous concrete and asphalt for all parking lots and trails?
- C. Use water conservation in irrigation systems, drinking fountains, water features and restrooms, and consider water features with rainwater harvesting for reuse when appropriate?
- D. Restore and enhance shorelines and creeks as important places for wildlife habitat and water quality protection?
- E. Preserve and enhance the park's characteristic landscape by emphasizing native tree and plant species?
- F. Enhance or preserve the urban tree canopy, with trees that provide canopy connectivity between street trees, trails and open spaces?
- G. Limit turf only where it contributes to recreation opportunities?
- H. Preserve and enhance important viewscales?
- I. Conform to Bay Friendly design guidelines?
- J. Integrate recycling opportunities and on-site composting areas where appropriate?
- K. Include lighting systems and fixtures to minimize light pollution?
- L. Use design and interpretive signage to capitalize on existing environmental conditions, and re-create past environmental features?
- M. Incorporate labor-saving design elements, such as mow strips and standardized amenities and materials?

RESOURCES:

- Bay Friendly Design Guidelines
- Shoreline Plants: A Landscape Guide for the San Francisco Bay
- Stormwater Guidelines for Green, Dense Redevelopment: Stormwater Quality Solutions for the City of Emeryville

LOCALLY ACCESSIBLE PARKS

INTENT:

Provide at least one accessible park located within a five-minute walk of all residences.

GUIDELINES:

Does the site or project:

- A. Serve one of the park opportunity areas identified in the General Plan?
- B. Provide connections to adjacent neighborhoods and parks with a variety trails, streets and bikeways?
- C. Integrate barrier free design, with ADA access throughout all areas of the park?
- D. Minimize physical and visual barriers and allow easy and convenient access to adjoining buildings, paths and other open spaces?

RESOURCES:

- Americans with Disabilities Act (ADA) and Access Board guidelines
- Emeryville Bicycle and Pedestrian Plan
- Emeryville General Plan, Chapter 4: Parks, Open Space, Public Facilities and Services

AN ACCESSIBLE WATERFRONT

INTENT:

Provide appropriate opportunities to view and reach the water's edge at waterfront parks and provide connections from the waterfront to the rest of Emeryville east of the freeway.

GUIDELINES:

Does the site or project:

- A. Provide environmentally sensitive public access to view shorelines and access the water using boardwalks, viewpoints, walkways and other context sensitive design methods?
- B. Foster stewardship of shorelines and creeks with interpretive signage, and educate the public on the importance of these areas for fish and wildlife habitat, natural systems and flood alleviation?

RESOURCES:

- Eastshore Park Project General Plan
- South Bayfront Design Guidelines
- San Francisco Bay Plan
- Shoreline Spaces: Public Access Design Guidelines for the San Francisco Bay



APPENDIX C: CAPITAL AND OPERATIONS COST MODEL

This appendix includes the complete capital and operations model as of the completion of the Parks and Recreation Strategic Plan. This should be considered a snapshot in time of a tool that is intended to change based on current conditions. The source spreadsheet has been provided to City staff so that the assumptions can be updated as needed to provide a current planning level estimate of a project, a set of projects or the improvements to the entire system.

ASSUMPTIONS

A series of cost assumptions were generated for each capital improvement and element of maintenance cost and are provided at the end of this appendix. The costs included are a combination of actual Emeryville costs, the consultant team's experience with recent Bay Area construction and operation costs for similar projects and the input of local experts. These costs are not detailed cost estimates; each assumption is intended to be applied system-wide and therefore lacks detail that will apply to specific sites or projects.

A summary of the basis for each cost is provided alongside the number that serves as the input to the formulas. In some cases the cost is a per unit cost (with the unit indicated) and in others it is an allowance per site. Allowances are scaled to cover a moderate level of development/effort.



USE OF THIS MODEL

The snapshot provided here is intended to provide a reasonable understanding of the costs involved in implementing specific projects and the entire system. This understanding will help the community and the City Council prioritize projects. Going forward the costs provided as assumptions at this time will become dated, due to changes in the real estate and labor markets and other costs of construction and operations. The model is designed so that the assumptions can be modified as needed by replacing the current values in the assumptions tab of the spreadsheet. In each of the sections of the model (capital and operations), selections have been made to indicate the facilities recommended for inclusion. These selections trigger the application of the cost assumptions and are rolled up to a total cost. The site size is also an important factor in the calculations and is provided in both acres and square feet. All of the calculations that create the total planning level capital and operations costs are linked to these assumptions, the site size and the site program selections.

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Table C1: Capital and Operations Cost Model												
Inventory			Operations Cost Model									
	Existing Acres	Proposed Acres	Basic Maintenance	Restroom	Multi-Use Sports Field	Group Picnic Area (Large)	Dog Park	Interactive Water Feature	Safety Emphasis	Intensive Use	Basic Annual Maintenance	Total Annual Maintenance Allocation
EXISTING PARKS												
City Parks												
61st St. Mini-Park	0.14	0.14	x								\$ 4,269	\$ 4,269
Christie Avenue Park	0.79	1.00	x							x	\$ 30,492	\$ 50,492
Doyle Hollis Park	1.25	1.25	x	1				1		x	\$ 38,115	\$ 118,115
Stanford Avenue Park	1.74	1.74	x								\$ 53,056	\$ 53,056
Greenways/Linear Parks												
Emeryville Greenway	1.50	1.50	x							x	\$ 45,738	\$ 65,738
Horton Landing Park	1.40	1.40	x								\$ 42,689	\$ 42,689
Pixar Pedestrian Connection	0.65	0.65	x								\$ 19,740	\$ 19,740
Temescal Creek Park	0.70	0.70	x						x		\$ 21,344	\$ 41,344
San Francisco Bay Trail	3.31	3.31	x								\$ 100,929	\$ 100,929
Waterfront Parks												
Davenport Mini-Park	0.44	0.44	x								\$ 13,416	\$ 13,416
Emeryville Marina Park	7.56	7.56	x	1		2				x	\$ 230,520	\$ 310,520
Point Emery	1.37	1.37	x								\$ 41,774	\$ 41,774
Shorebird Park	1.97	1.97	x								\$ 60,069	\$ 60,069
Special Use Facilities												
Community Organic Garden	0.29	0.29	x								\$ 8,843	\$ 8,843
48th Street Community Garden	0.09	0.09	x								\$ 2,744	\$ 2,744
Big Daddy's Community Garden	0.20	0.20	x								\$ 6,098	\$ 6,098
Bridgecourt Room	-	-									\$ -	\$ -
Civic Center	1.44	1.44	x					1			\$ 43,908	\$ 53,908
Park Avenue Plaza (Site I)	0.30	0.30	x								\$ 9,148	\$ 9,148
Recreation Center	0.24	0.24									\$ -	\$ -
Senior Center/Veteran's Memorial	0.29	0.29									\$ -	\$ -
SUBTOTAL EXISTING PARKS	25.67	25.88									\$ 772,892	\$ 1,002,892
PROPOSED PARKS												
Site 1 Doyle Hollis Park Expansion north to 64th		6.75	x	1	1	1	1			x	\$ 205,821	\$ 323,321
Site 2 PG&E site west of Hollis between 45th and 53rd		6.24	x	1	1	1				x	\$ 190,270	\$ 300,270
Site A I-80 ped-bike bridge touchdown in Ashby interchange		0.25	x								\$ 7,623	\$ 7,623
Site B west of Shellmound north of 65th		0.50	x								\$ 15,246	\$ 15,246
Site C north of 65th east of railroad tracks		1.00	x								\$ 30,492	\$ 30,492
Site D north of Powell between Christie and I-80		0.50	x					1			\$ 15,246	\$ 25,246
Site E Stanford Ave. Park expansion west to Hollis		0.80	x								\$ 24,394	\$ 24,394
Site F Stanford Ave. Park expansion north to Powell		0.55	x								\$ 16,771	\$ 16,771
Site G Powell St. Plaza west of Shellmound south of Powell		1.00	x								\$ 30,492	\$ 30,492
Site H Temescal Creek Park and Tesmescal Creek Greenway		0.08	x								\$ 2,520	\$ 2,520
Site J on Park Ave west of Hollis		0.50	x								\$ 15,246	\$ 15,246
Site K East Baybridge Center south of 40th west of San Pablo		3.00	x	1						x	\$ 91,476	\$ 161,476
Site L Triangle neighborhood east of San Pablo north of 40th		0.50	x								\$ 15,246	\$ 15,246
Emeryville Greenway Expansions		4.71	x							x	\$ 143,584	\$ 163,584
Temescal Creek Greenway Expansions		1.32	x						x		\$ 40,180	\$ 60,180
SUBTOTAL PROPOSED PARKS	-	27.70									\$ 844,606	\$ 1,192,106
TOTAL SYSTEM	25.67	53.58									\$ 1,617,499	\$ 2,194,999
ADDITIONAL SITES (REMOVED FROM TOTALS)												
Child Development Center	0.60	0.60									\$ -	\$ -
Joint School District/City Facility		-									\$ -	\$ -
Site 3 AC Transit site west of San Pablo north of 45h (Alternate to Site 2)		10.05	x	1	1	1	1			x	\$ 306,445	\$ 423,945

Table C2: Capital Cost Model Assumptions

Cost per Acre		Cost/Allowance for Each	Notes
Site Acquisition	\$ 4,400,000		estate agents. Actual value of land will vary based on site condition, existing improvements and market conditions. Range (\$75-150/square foot). This cost does not include site clean-up, which will vary greatly depending on prior uses. Full site soil removal could cost an additional \$250,000 or more per acre.
SD - Site Design		\$ 100,000	\$100k Basic site design (including construction documents) for small sites
MP - Master Planning		\$ 400,000	Full site master plan with (construction documents) for larger more critical sites
Site Development	\$ 200,000	\$ 200,000	\$200k minimum with additional \$200k per acre after first acre of size Paving, landscape and irrigation, trees, lighting, site utilities
% Site Development			Modifier to adjust development and furnishings for previously developed or undeveloped site areas.
Site Furnishings	\$ 30,000	\$ 30,000	\$30,000 minimum with additional \$30,000 per acre after first acre of size Covers seating, trash receptacles, signage.
Small Turf Area		\$ 40,000	Irrigated turf approximately 12,000 sq ft
Small Turf Alternative Area		\$ 80,000	Decomposed Granite or enhanced paving as a lower maintenance/water efficient option 8-12,000 sq ft depending on surfacing chosen
Multi-Use Sport Field		\$ 600,000	Large sand based turf field with multiple potential configurations. Assumes no field lights
Children's Play Area (Small)		\$ 350,000	Small, separated age areas with either manufactured equipment or integrated interactive art or natural elements for play
Children's Play Area (Large)		\$ 600,000	Additional equipment and customized features.
Group Picnic Area (Basic)		\$ 50,000	grouping of tables with shade or shelter
Group Picnic Area (Large)		\$ 400,000	Tables, shelter, food preparation area with sink
Interactive Water Feature		\$ 175,000	Zero depth interactive fountain or small water playground
Public Art			Assume that 5% of each project is either accommodated on site or added to fund
Restroom		\$ 350,000	4 unit single occupancy restroom building
Large Sport Court		\$ 80,000	Adequate for a tennis court with lights or a nicely surfaced full basketball court
Small Sport Court		\$ 35,000	Based on a half basket ball court
Game Court/Area		\$ 35,000	Bocce, horseshoes, other game related area.
Dog Park with Fencing		\$ 75,000	Fenced area with turf or harder surface. Assumes this is a feature within a larger park taking advantage of other seating and existing utilities for water.
Challenge Area		\$ 150,000	Allowance for climbing, skating or other challenge features.
Community Garden		\$ 100,000	Based on estimate from San Francisco Rec and Parks 4300 sq ft, 14 plots, 20/sq ft + fencing and misc costs
Interpretive Signage		\$ 5,000	For basic design, text development, fabrication and installation of each sign
Other			Other identified projects
Other: Cost			Planning Level cost for "Other" project or cost identified from existing source
Percent for Art	1.5%		City ordinance requires 1.5% of construction cost for public projects to be dedicated to art.
Contingency	15%		Percent of total project cost

Table C3: Operating Cost Model Assumptions

Annual Amount			Unit	Annual Amount	
Basic Maintenance	Per SqFt	\$	0.70		Based on labor-day estimates for all landscape and park maintenance categories along with landscape contracts and water costs. Divided by area of entire park system (plus estimate of the medians because this labor cannot be separated out)
	Per Acre	\$	30,492		Calculated from per square foot cost.
Bonuses					
Restroom	Each	\$	50,000		Reduced slightly from labor expended on Marina Park restroom maintenance, difference made up in the "Intensive Use" bonus.
Multi-Use Sports Field	Each	\$	35,000		Annual cost for the additional maintenance required for a sport field, assuming heavy use and set of skills not yet present.
Group Picnic Area (Large)	Each	\$	5,000		Additional maintenance driven by new facilities such as food prep areas (including sinks) and preparation and clean up around reserved use.
Dog Park	Each	\$	7,500		Additional site management including clean up, additional trash collection
Interactive Water Feature	Each	\$	10,000		Based on additional labor, water and materials attributed to water features in similar California park systems.
Safety Emphasis	Allowance	\$	20,000		Bonus for sites that have reduced visibility and require additional monitoring, graffiti removal and maintenance
Intensive Use	Allowance	\$	20,000		Bonus for sites that are amongst the most intensively used in the park system. Recognizing the increase maintenance following events, additional trash collection, restroom maintenance etc.

*Staffing costs assume fully loaded hourly rate of \$50, in line with Public Works estimates, and should cover City or contracted costs

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APPENDIX D: FUNDING OPPORTUNITIES

There are a number of possible funding sources for parks and facilities acquisition, development and maintenance. This appendix lists potential funding sources for operations and capital projects, including a brief summary of each source. Most sources are limited in scope and can only be used to fund specific types of projects. Because of these limitations, Emeryville will have to carefully consider all funding options to determine the best strategy for implementing system improvements, especially those that increase the need for maintenance or operations funding.

OPERATIONS

Securing funds for maintenance and operations is a challenge for many cities. The following funding sources may be used for ongoing maintenance and operations, as well as some sources that may also be used for capital projects.

TAXES

The business license tax is currently capped at \$115,542.94, which means that businesses with gross receipts (or expenses) of more than \$144,428,675 per year do not pay the tax on amounts above that level. If the City were to eliminate the cap, these businesses would pay more. At present, the business license tax is equal to the greater of \$25 or 0.08 percent of gross receipts. Thus, any business with gross receipts greater than \$31,250 would pay more than \$25. Businesses with no gross receipts within the City of Emeryville pay the business license tax based on the total cost of all expenses incurred in the manufacturing process at the business location or administrative office within the City of Emeryville for payroll, utilities, depreciation and/or rent.



Other potential tax sources include:

- Increasing the transient occupancy tax (tax on hotel/motel stays). The tax is currently set at 12 percent of the room charge. For comparison, Alameda charges 10%, Oakland 11% and Berkeley charges 12%.
- Imposing a tax on off-street parking.

FEES AND CHARGES

There are several fees and charges that may be used to fund park maintenance and operations.

- **Facility-Use Charges:** Facility charges generate revenue for parks by charging for the use of City facilities (e.g., sport fields, picnic shelters, meeting rooms, community garden plots). These charges may cover direct costs generated by facility use, such as field lighting or trash removal. Rates may also be set higher to subsidize parks maintenance and address the long-term impacts of facility use. Emeryville can increase revenue for park services by expanding rental facilities (picnic shelters, meeting rooms, etc.) or by increasing rental fees and other facility-use charges.
- **Programming Fees:** User fees for recreation programming generate revenue by charging users for some or all of the costs of providing services and materials. Charges for programming are often based on a cost-recovery strategy determined by the City. Some program areas, such as youth and senior programs, may be partially subsidized, while programs for adults may be more suitable for higher fees and charges. Some programming fees also include built-in

charges for facility use and maintenance.

- **Entry Fees:** Park entry fees, day-use fees, or parking fees are used by some larger jurisdictions to generate revenue for parks. These are not typically recommended for City park sites and can be difficult to enforce. However, entry fees can be charged for some special events, where appropriate. The decision to charge entry fees at community events and festivals is often based on cost recovery goals for this type of recreation opportunity.
- **Concessions (Earned Income):** Food, beverage and merchandise vendors or concessionaires that operate restaurants, coffee-kiosks or other revenue-generating facilities in parks can also generate excess revenues to support the park system. The City can set up specific arrangements with vendors and concessionaires for these services. Vendors are also required to obtain a license from the City.
- **Park Sponsorships:** The City may solicit sponsors who are willing to pay for advertising, signage, facility naming rights, etc., generating funds to support operations. In addition, sponsors are often sought to support a particular event or program.
- **Miscellaneous Rentals:** Many cities are evaluating a variety of opportunities to generate revenue in parks. The City could rent space for cellular phone towers in parks or for vendor pads with hookups, where carts can be parked. (This rental space is different from taking a portion of proceeds from vendor sales.)

PUBLIC/PRIVATE COLLABORATION

Many cities are recognizing the need to collaborate with volunteers, businesses, public and private agencies and others to support parks and recreation. These collaborative efforts can bring in significant revenue, labor and other resources for projects. Depending on the nature of the partnership, these efforts also can increase City expenditures to support park land owned by other parks and recreation jurisdictions.

- **Volunteers:** Volunteers can increase the quality and quantity of public services at a minimal cost, and provide an opportunity for citizens to contribute to the betterment of their community. Studies suggest that for every \$1 invested in volunteers, a city can realize as much as \$10 in benefits. With tight fiscal conditions, more local governments are expanding volunteer programs. Volunteer programs include individuals or groups who agree to take on specific tasks or perform certain services, such as maintenance, restoration, programming, capital development, and special event support. Volunteers may provide direct and indirect support to the park system. For example, a volunteer clean-up crew directly saves on paid maintenance tasks. Volunteer safety patrols (community groups) may indirectly reduce facility damage and vandalism, protecting City assets.
- **Partnerships (Businesses and Non-Profits):** Partnership agreements allow the City to work with a private business or non-profit entity to help fund, build and/or operate a public facility.

Generally, the three primary incentives the City can offer potential partners are free land to place a facility (usually a park or other piece of public land), certain tax advantages and access to the facility. For example, some cities have partnered with the YMCA or private health clubs to build multi-purpose recreation centers/aquatic facilities at city parks. These facilities are larger or more comprehensive than the city could have developed alone. In other cases, a business or non-profit may be contracted to manage and operate a city-owned facility.

- **Partnerships with Neighborhood Associations:** The City may craft agreements with various neighborhood associations for park operations and maintenance. Neighborhood groups may also volunteer to take on basic maintenance tasks, such as mowing and litter removal.

INTEREST EARNINGS

Interest earnings refer to the amount of interest earned on reserved or fund balances during the fiscal year. Interest is collected on temporarily idle funds in accordance with the investment policy adopted by Council. These funds are made available when the income is received before it needs to be dispersed. Interest earned in specific park funds, such as dedicated capital funds, is available for the same purposes as the principal being invested.

CAPITAL PROJECTS

The following funding sources may be used for capital expenses only. Emeryville should be cautious in pursuing capital development unless funds are available to maintain new assets.

PARKS AND RECREATION IMPACT FEES

This is a fee paid by developers for the impact of their residential project on the existing park system. Under AB1600, fees can be charged for all types of residential development, and in some cases, non-residential development. The fee is applied at the time of acquiring the building permit. Park Impact Mitigation Fees must be based on a clear connection (or nexus) between the development and the need that will be created to ensure that new development does not pay for any existing deficiencies in park development. AB1600 requires certain procedures for calculating and administering the fee. Many California cities use a combination of Impact Fees to develop land acquired during subdivision under the Quimby Act.

QUIMBY ACT

A City may require the dedication of land or payment of fees in lieu thereof (or a combination of both) when residential land is subdivided. Dedicated land or fees charged under the Quimby Act are calculated based on a State standard not exceeding 3 acres per 1,000 population, unless the amount of existing parkland exceeds that limit up to a maximum of 5 acres/1,000 population. This ratio is based on the amount of developed park acreage (such as neighborhood and community parks) in relation to the city's population as

shown in the most recent available federal census.

The land and/or fees are to be used for developing new parks or rehabilitating existing developed parks or recreational facilities to serve the subdivided areas. These fees cannot be used for maintenance and operations. Any fees collected must be committed within five years after payment or the issuance of building permits on one-half of the lots created, whichever occurs later.

PARKLAND IN-LIEU FEES

Parkland-In-Lieu fees are collected from subdividers for the purpose of acquiring necessary land, developing new parks or rehabilitating existing parks and recreational facilities reasonably related to serving the subdivision. These fees are authorized through the Quimby Act (see above).

DHCD HOUSING-RELATED PARKS PROGRAM

The State Department of Housing and Community Development program is designed to encourage cities and counties to develop incentives for affordable housing in compliance with State housing element law. The program awards funds on a per-bedroom basis for each residential unit affordable to very low- and low income households with documented housing starts during the program year. The program provides funds for parks and recreation projects that benefit the community and add to the quality of life. Grant funds are available for the costs of new parks and recreation facilities and development or rehabilitation, including the acquisition of land. This includes costs to construct, rehabilitate or acquire capital assets and incidental costs related to construction and acquisition.

MELLO-ROOS COMMUNITY FACILITIES DISTRICT

The Mello-Roos Community Facilities Act of 1982 allows any county, city, special district, school district or joint powers authority to establish a Mello-Roos Community Facilities District (a "CFD") to finance public improvements and services. The services and improvements that Mello-Roos CFDs can finance include streets, sewer systems and other basic infrastructure, police protection, fire protection, ambulance services, schools, parks, libraries, museums and other cultural facilities. Formation of a CFD requires a two thirds vote of residents living within the proposed boundaries. If there are fewer than 12 residents then the vote is instead conducted of current landowners. The assessment cannot be based on property value; instead it is based on the size of the property or square footage of structures. By law, the CFD is also entitled to recover expenses needed to form the CFD and administer the annual special taxes and bonded debt. The special assessment continues until bonds are paid off and then is typically reduced to a level to maintain the investments.

CITY REDEVELOPMENT FUNDS

Redevelopment projects often capitalize on the benefits of a new park or recreation facility to catalyze a revitalization project. Redevelopment funds, often Tax Increment Financing (TIF) dollars, should be considered for projects within existing or proposed redevelopment areas.

GENERAL OBLIGATION BOND

These are voter-approved bonds with the assessment placed on real property. The money can only be used for capital improvements and not for maintenance. This property tax is levied for a specified period of time (usually 15-20 years). Passage requires a two-thirds majority approval by the voters. Major disadvantages of this funding option are the high approval requirement and the interest costs.

REVENUE BONDS

These bonds are sold to finance revenue generating facilities, such as community centers, performing arts centers and in some cases sports complexes. The interest and capital are paid from the revenue produced from the operation of such a facility. Typically, the City will have to guarantee the repayment, meaning that if revenue does not cover the necessary payments, the City will be required to pay in some other way.

EXCHANGE OR SALE OF PROPERTY

If the City has an excess piece of property with some development value, it could be traded for a private piece of property more suitable for park use.

INFRASTRUCTURE PROJECTS

Park and open space projects can often be vital parts of other infrastructure projects or funded using sources originally designed for transportation, stormwater, flood protection and other engineered infrastructure projects.

JOINT PUBLIC/PRIVATE PARTNERSHIP

This concept has become increasingly popular for parks and recreation agencies. The basic approach is for a public agency to enter into a working agreement with a private corporation to help fund, build and/or operate a public facility. Generally, the three primary incentives that a public agency can offer is free land to place a facility (usually a park or other piece of public land), certain tax advantages and access to the facility. While the public agency may have to give up certain responsibilities or control, it is one way of obtaining public facilities at a lower cost.

DONATIONS

The donations of labor, land or cash by service agencies, private groups or individuals are a popular way to raise small amounts of money for specific projects. Such service agencies as Lions and Rotary often fund small projects such as playground improvements.

GRANTS

There are many agencies and foundations that are potential funding sources. They are sometimes difficult to find and equally difficult to secure because of the open competition.

- Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU): Originally called The Intermodal Surface Transportation Efficiency Act (ISTEA) and modified in 1998 to become the Transportation Efficiency Act for the 21st Century (TEA-21), this legislation was reauthorized through 2005. The latest iteration expired in 2009 and has been extended through October 2010 with new legislation underway. Under the existing legislation, federal funding is passed through the states to a wide variety of transportation-related projects. The Alameda County Transportation Commission distributes Federal and State transportation funding in accordance with the Metropolitan Transportation Commission's Regional Transportation Improvement Program. In terms of recreation, the program primarily funds landscape and amenity improvements related to trail and transportation projects. The money can be used for both maintenance and capital construction, and is focused primarily on regional systems. SAFTEA-LU includes a pilot program for Safe Routes to School that aims to encourage and enable primary and secondary school children to walk and bicycle to school.

- Community Development Block Grant (CDBG) Funds: Grants from the Federal Department of Housing and Urban Development (HUD) are available for a wide variety of projects. These funds are aimed at projects primarily benefiting low and moderate income individuals (defined as household income that is less than 80% of the regional median). In addition to low household income, several groups including the elderly, homeless and abused children or spouses are presumed to be lower income and are also eligible.
- Land and Water Conservation Funds: This grant program is funded by the National Park Service and administered by California State Parks. In the past this was one of the major sources of grant money for local agencies. In the 1990s, funding at the federal level was severely cut and has never been funded to the level it once had. The funds can be used for acquisition and development of outdoor facilities (including developed facilities) and requires a 50% match.
- Urban Forestry Grants: There are several grant programs that provide money for urban forestry projects. One is funded by the U.S. Small Business Administration and provides grants to purchase and plant trees. This program sometimes funds urban street tree planting programs.
- US Fish and Wildlife Service (USFW): USFW may provide technical assistance and administer funding for projects that enhance water quality, including debris removal, flood mitigation and enhancements to other environmentally sensitive areas.

- California Department of Fish and Game (CDFG): CDFG may provide technical assistance and administer funding for projects that enhance water quality, including debris removal, flood mitigation and enhancements to water crossings and wetland and habitat area improvements.
- Bicycle Transportation Account: This is revenue from state gas taxes that is distributed to California cities for the development of bicycle facilities. This can be a good funding source for developing bicycle lanes, off-street bicycle trails and other supporting facilities.
- Recreation Trails Program: This is a grant program funded through the California Parks and Recreation Department. Projects eligible under this program include 1) maintenance and restoration of existing trails, 2) development and rehabilitation of trailhead facilities, 3) construction of new recreation trails and 4) acquisition of easements and fee simple title to property. Grants are distributed on an annual basis and require a 20% match.
- Statewide Park Programs (Proposition 12, 40, and 84): California has passed two statewide bond measures for funding parks and open space projects. In addition, voters have approved a \$368 million grant program as part of the Sustainable Communities and Climate Change Reduction. Proposition 12 and 40 per capita money has been allocated and the guidelines for the Proposition 84 program have recently been approved. This program will fund projects that result in a new recreation opportunity. Therefore, property acquisition must be accompanied by development.

Grants from private foundations are also sometimes obtainable for park acquisition and development. Table C1 provides a listing of funding resources, indicating the types of projects that apply to each.

Table D1: Grant and Foundation Funding Sources

Grant and Foundation Sources	Land Acquisition	Planning	Capital Improvements	Natural Resource Management	Education	Volunteerism	Trails	Arts	Historic Preservation	Cultural Resources
Federal Sources										
Army Corps of Engineers		X	X	X						
Department of Education					X					
Department of Housing and Urban Development			X						X	
Environmental Protection Agency	X	X	X	X	X	X				
Federal Highway Administration	X		X		X		X		X	X
Fish and Wildlife Service	X	X	X	X	X					
Forest Service		X		X	X					
National Endowment for the Arts					X			X		X
National Endowment for the Humanities		X			X				X	X
National Oceanic and Atmospheric Administration	X		X	X	X		X			
National Center for Cultural Resource Stewardship and Partnerships	X	X	X		X				X	X
National Center for Recreation and Conservation	X	X	X	X	X		X		X	X
Natural Resources Conservation Service	X	X	X	X	X					
State of California Sources										
CalFED Bay-Delta Program		X	X	X	X					X
California Air Resources Board			X		X		X			
California Arts Council					X			X		X
California Council for the Humanities								X		X
California Conservation Corps			X	X	X		X			
California Department of Boating and Waterways		X	X	X	X					
Conservation, Division of Land Resource Protection	X								X	
Conservation, Division of Recycling			X	X	X					
Education					X			X		
Fish and Game		X	X	X						
Forestry and Fire Protection	X	X	X	X	X					
Housing and Community Development			X						X	
Parks and Recreation, Office of Grants and Local Services	X		X	X	X		X			
Transportation	X	X	X		X		X			
Water Resources		X	X	X	X					
California Integrated Waste Management Board			X	X	X					
California Resources Agency	X		X	X			X		X	X
California State Library					X				X	X
California Wildlife Conservation Board	X		X	X	X					

Table D1: Grant and Foundation Funding Sources

Grant and Foundation Sources	Land Acquisition	Planning	Capital Improvements	Natural Resource Management	Education	Volunteerism	Trails	Arts	Historic Preservation	Cultural Resources
Selected Foundations										
Aquatic Outreach Institute				X	X	X				
Annenberg Foundation					X	X				
Bikes Belong Coalition, Ltd.		X			X		X			
California State Parks Foundation	X		X	X	X	X	X		X	X
California Wildlife Foundation				X	X					
Candle Foundation				X	X	X				
Comerica Charitable Foundation			X					X	X	X
Conservation Fund	X	X	X	X			X		X	X
Doris Duke Charitable Foundation	X	X		X	X	X		X		
Ducks Unlimited	X		X	X	X	X		X		X
East Bay Community Foundation				X	X	X		X		X
James Marston Fitch Charitable Foundation, Inc.									X	
Ford Foundation	X	X	X	X	X			X		X
Fred Gellert Family Foundation				X	X			X		
Wallace Alexander Gerbode Foundation				X				X		X
J. Paul Getty Trust		X			X	X				X
Great Valley Center		X							X	X
Walter and Elise Haas Fund			X		X			X		
William and Flora Hewlett Foundation	X	X		X	X					
Home Depot Foundation			X	X	X	X			X	
James Irvine Foundation	X	X		X	X					X
Robert Wood Johnson Foundation			X		X	X	X			
W. M. Keck Foundation		X			X	X		X		X
W. K. Kellogg Foundation		X			X	X				
Henry Luce Foundation, Inc.		X		X	X	X		X		
Louis R. Lurie, Foundation					X					X
John D. and Catherine T. Macarthur Foundation	X								X	
Robert R. McCormick Tribune Foundation					X	X				
Andrew W. Mellon Foundation	X	X		X	X			X		X
National Gardening Association				X	X	X				
National Geographic Society Education Foundation				X	X					X
National Tree Trust		X		X	X	X				
National Trust for Historic Preservation		X	X		X				X	
Orton Family Foundation		X								
David and Lucile Packard Foundation				X	X					
Partners for Sacred Places					X				X	X
Peninsula Community Foundation		X	X			X		X		
Pew Charitable Trusts		X		X	X	X		X		X
Recreational Equipment, Inc.			X	X	X	X	X			
Starbucks Foundation					X	X				
Starr Foundation				X	X					X
Surdna Foundation		X		X	X			X		
Tides Foundation		X		X	X	X				

Source: California Department of Parks and Recreation, Planning Division, Parks and Recreation and Recreation Technical Services