

PARK AVENUE DISTRICT PLAN

CITY OF EMERYVILLE

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This plan seeks to revise, improve upon and implement the Park Avenue District Plan that was prepared in 1995. Both plans are a result of a City initiative to preserve and enhance Emeryville's historic center.

This plan establishes incentives and guidelines to encourage the creation of a vibrant neighborhood—where people can create and enjoy the arts, socialize, find and produce local goods and services, live, play and work—while preserving the district's identity and diversity.

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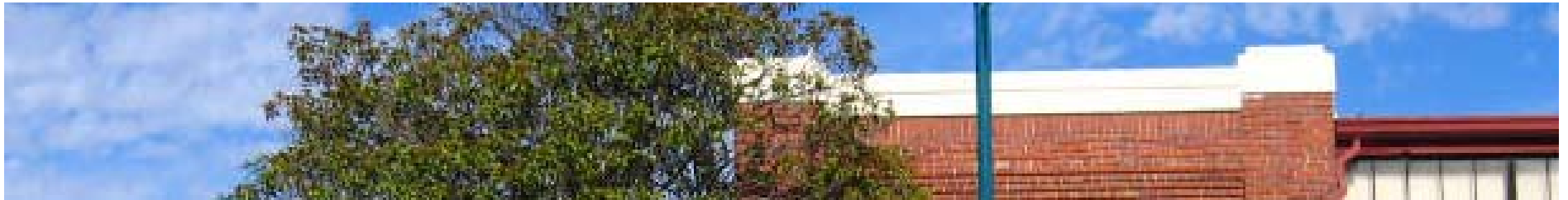
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I. INTRODUCTION

THIS SECTION WILL DESCRIBE THE PLAN'S INTENT, THE DISTRICT AND ITS BOUNDARY, AND A BRIEF HISTORY OF THE DISTRICT.





Rendering of the Emeryville Town Hall, built in 1903



Town Hall as it stands today with a new civic center by its side.

A. STATEMENT OF INTENT

The Park Avenue District is in the historic center of Emeryville. It constituted a major population center in the 19th century, and the city's Town Hall (built in 1903 and renovated in 2000) is at the heart of the district. The area has once again come into focus as a civic and artistic resource for the City. The purpose of this document is to establish clear guidelines recognizing inevitable change as an opportunity, not only to establish a distinct public identity for the District, but also to guide private investment as part of a larger civic enterprise.

To this end, the plan delineates a series of public improvements to be realized in phases which will enhance the quality of the Park Avenue District. The plan also establishes a framework for the improvement of private property so that new and renovated buildings can accommodate new uses that will contribute positively to the District as a whole.

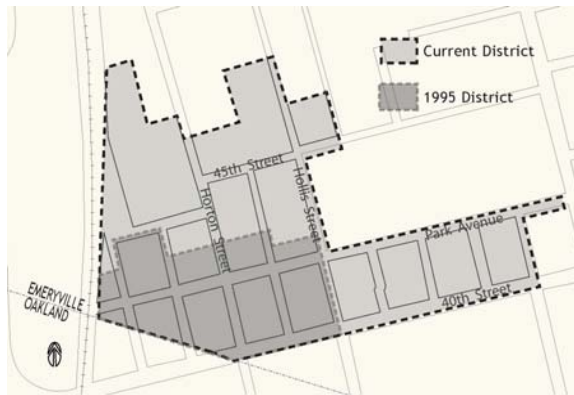
This plan seeks to preserve the district's existing fabric of small parcels and historic buildings. Reuse and renovation of existing buildings and development of smaller land parcels will promote a diversity of land uses and attract a wider pool of smaller investors who might otherwise be shut out of the building and development process. Additionally, the district's finely grained, diverse urban texture is ideal for live/work housing, small-scaled commercial and industrial establishments, pedestrian and bicycle access and most importantly the possibility of 24-hour community uses.

The public improvements envisioned by the City are the framework for the community. They consist of an arts center, public parking facilities, a public gathering space at the west end of Park Avenue, other public open space, and a system of wide sidewalks with trees, to be used by the inhabitants of the District as a flexible public outdoor space.

The Park Avenue District Plan is meant to guide enhancement of Emeryville's historic center into a pedestrian scaled urban environment.



Park Avenue District within the city of Emeryville



Current and 1995 Park Avenue District borders. Notice also the smaller blocks within the district, compared with larger blocks outside the district.

B. DISTRICT BOUNDARY AND DESCRIPTION OF AREA

The current Park Avenue District is an expansion of the original district area included in the 1995 Park Avenue District Plan. The district has been expanded to incorporate adjacent areas that share the original district's industrial character, which combines historic brick and concrete factory buildings with light industrial, residential, office and commercial uses.

The district includes the entire length of Park Avenue, from its western terminus at the edge of the Union Pacific railroad tracks to where it runs into the commercial corridor of San Pablo Avenue to the east.

Also included in the district are the small blocks on both sides of Park Avenue west of Hollis Street, and on the south side of Park Avenue east of Hollis Street. (The block between Emery Street and San Pablo Avenue is not included as it falls under the jurisdiction of the San Pablo Avenue Design Guidelines). These fine-grained blocks contain the majority of the district's historic brick and concrete buildings.

The district extends beyond 45th Street to include parcels that contain additional historic buildings, such as the PG&E building. The district also extends north of Sherwin Avenue to include the large Sherwin Williams property, which will likely be redeveloped in the near future. Beyond these blocks, the district's historic industrial character is bounded by several large commercial and office developments: East Baybridge Center to the south, Chiron offices and labs to the north and Pixar studios to the northeast.

PARK AVENUE DISTRICT BORDER





Streetcar running down Park Avenue, connecting San Pablo Avenue with the Southern Pacific Railway.



Pelco building, typified the brick industrial buildings that lined the district by the 1930s. This building still stands today, on the corner of Park Avenue and Halleck Street.



The Oakland Oaks baseball park before it closed in the 1950s and the current site of a Pixar parking lot.

C. HISTORY OF THE DISTRICT

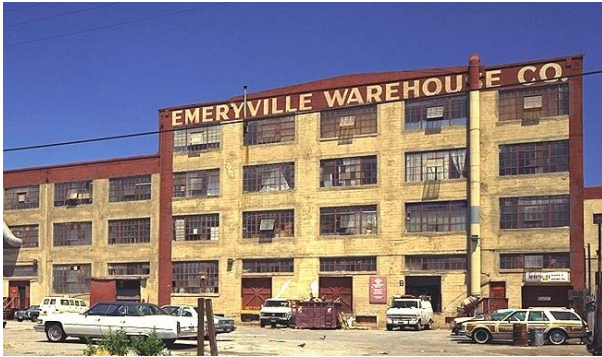
In 1859 businessman Joseph Emery purchased a 185-acre tract of land, along what is now Park Avenue. The tract was fortuitously located along San Pablo Avenue, which served to connect the district to downtown Oakland and all points to the north.

Park Avenue itself extended from San Pablo Avenue to the Northern Railway (now Union Pacific). By the 1880s, Park Avenue had become a major thoroughfare and the spine of a mixed use, residential and industrial neighborhood. In 1903, seven years after the city was incorporated, Town Hall was constructed on Park Avenue at Hollis Street, where it remains to this day. Emery Station, a railroad transfer point between the San Pablo Avenue Horse Car Railway and the Southern Pacific Railway, occupied the western terminus of Park Avenue, as did Emeryville's first post office and a hotel that housed city offices from 1896 to 1903. Alameda County's first large industry, the Judson Iron Works, was west of the railroad. Many of the residents and businesses that it attracted were on Park Avenue.

At the turn of the 19th century, the Judson Iron Works, along with the Oakland Trotting Track (one block north of Park Avenue), stimulated a period of growth in Emeryville. Houses, shops and hotels (of wood frame construction) were built for the Judson workers and gamers.

After 1907 the character of the district began to change. The 1906 earthquake caused significant damage to buildings. Additionally, legislation preventing betting was passed in 1910 and the Prohibition Amendment was passed in 1919, which led the neighborhood's traditional uses into decline. Brick and concrete factories began to replace the wood buildings. By 1930 the neighborhood had changed to primarily industrial and manufacturing uses, including the Peck and Hill Furniture Co., Fisher Body Services, the California Cracker Co., People's Baking Co., Tecumseh Products Plant, the large Western Canning Co., and the Westinghouse Pacific Brake Co.

After the 1930s the district experienced a further decline in the number of people and public activities. The streetcar ceased operation, the baseball park on Park and San Pablo Avenues, where the Oakland Oaks had played, closed down in the 1950s. During



Emeryville Warehouse (a view from Halleck Street) in the 1970s

the 1970s and 1980s this decline continued. In 1971 the civic center moved away from its historical location at Town Hall. Many factories closed down and were either demolished or abandoned. However, some buildings were replaced with tilt-up or concrete block warehouses, some buildings acquired industrial uses, and some buildings were colonized and taken care of by artists.

In the early 1990s, Emeryville was working to turn its fortunes around. In 1995 a plan for the Park Avenue District (which at the time included only the area on Park Avenue west of Hollis Street) was completed. The plan was to revitalize the district, while protecting its remaining building stock of early 20th century concrete and brick factory buildings.

Since 1995, Emeryville has undergone much rapid change and growth. There has been a great deal of investment in the Park Avenue district and its surroundings. New offices for Chiron and Pixar moved in, along with a host of new light industrial uses, with micro-niches in food production and furniture sales. In 2000 the Civic Center moved back to its location on Park Avenue and Hollis Street, with a modern glass administrative building now sitting next to the neoclassical Town Hall. Together with these businesses, more people have been moving into the district. In addition to the artist's co-op at 45th and Horton Streets, the Emeryville Warehouse has been converted into residential lofts, and live-work buildings have been moved onto the Electrocoatings site. The East Bay Bridge Shopping Center and Bridgecourt Apartments have been developed on former rail yards to the south. In the midst of this development boom, the people of Emeryville wanted to preserve the human-scaled, funky industrial character of Park Avenue. There was therefore a need to direct the new development and growth that would surely occur within the district.

The Park Avenue district can have a unique role within Emeryville and within the Bay Area. Park Avenue has the possibility to once again be the heart of civic life in Emeryville. The area's strategic location, off of San Pablo Avenue and 40th Street, means that people from all over the Bay Area will be able to access the district for cultural arts, dining and work. For these reasons, this plan was prepared.



Emeryville Warehouse lofts today as viewed from Park Avenue.

II. OVERVIEW, VISION AND GOALS

THIS SECTION WILL DESCRIBE THE HISTORY OF THE PLAN, PUBLIC PARTICIAPTION IN THE PLAN PROCESS, PURPOSE OF THE PLAN, THE VISION FOR THE DISTRICT AND GOALS THAT WILL HELP CREATE THE VISION.





The Park Avenue District Advisory Committee tours the district.



The Park Avenue District Advisory Committee discusses alternatives for the design of Park Avenue.

A. HISTORY OF THE PLAN

The Park Avenue District Plan process began in 1993 as an effort to revitalize the city's historic center. The plan was completed in 1995, and in 2000, a recommended set of design guidelines were adopted to accompany the plan. However, other implementation measures, such as street improvements, did not occur. The 1995 plan did not directly address land use questions.

In the years after the plan's initial conception the district, along with the city as a whole, underwent rapid change. By 2002, new circumstances called for a re-assessment of goals and policies for the district. That year a process was initiated to formulate a new Park Avenue District Plan, with a strengthened focus on preservation and a more fine-tuned vision for development in the district.

B. PUBLIC PARTICIPATION EFFORTS

In 2002, the City Council established the Park Avenue District Advisory Committee, composed of residents and business representatives of the district and surrounding areas.

The committee held monthly meetings to discuss a vision for the Park Avenue District, the means by which it could be achieved, and the implications of this vision for current development in the district. The members, the public and the developers who gave presentations to the committee, provided invaluable input in the conception of the plan and its final creation.

C. PURPOSE OF THE PLAN

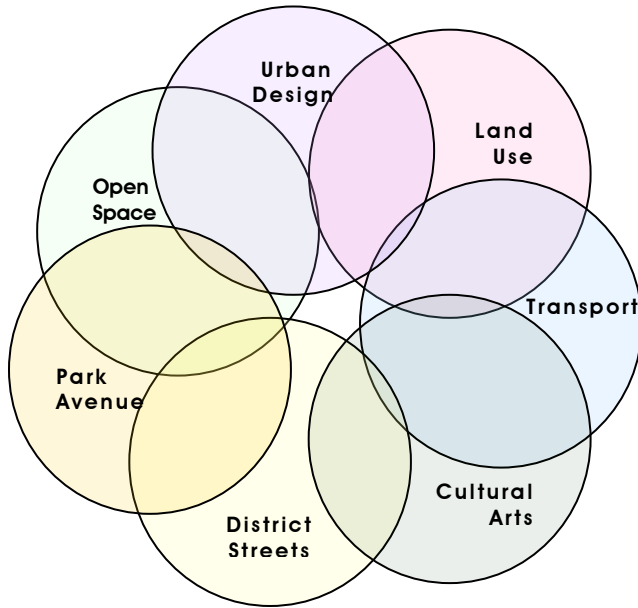
This Plan seeks to revise, improve upon, and implement the Park Avenue District Plan that was prepared in 1995. Both plans are a result of a City initiative to preserve and enhance Emeryville's historic center.

D. VISION FOR THE DISTRICT

The vision for the district is of a lively community with rich layers of diversity. New construction will be nestled between old historic brick buildings. People will sit on benches and have street fairs alongside loading docks. And the mix of residential, light industrial, cultural and business uses will create unique synergies to further catalyze investment and creativity in the district.



An area adjacent to the district on the east side of Hollis Street between Park Avenue and 45th Street.



The goals of the district are elements of the vision for the district.

E. GOALS FOR THE DISTRICT

The goals for the district are as follows:

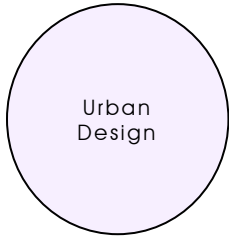
1. Preserve the district's unique, historic, diverse, brick-industrial and funky physical character.
2. Encourage a vibrant and compatible mix of small-scale art, local business, light industrial and mixed-income residential land uses.
3. Create a cultural arts center in the district.
4. Improve district streets to provide a pedestrian friendly environment and a unified, distinct district.
5. Make Park Avenue a special civic and cultural street, with ample pedestrian space and amenities.
6. Provide beautiful open space for recreation, gathering, walking and cycling.
7. Design a circulation and transportation system that accommodates a variety of users and links to the city-wide circulation systems.

III. POLICIES

THIS SECTION WILL DESCRIBE THE POLICIES THAT WILL HELP ACHIEVE THE DISTRICT GOALS. FOR EACH GOAL THERE IS A CORRESPONDING POLICY SECTION: URBAN DESIGN, LAND USE, CULTURAL ARTS, DISTRICT STREETS, PARK AVENUE, OPEN SPACE AND TRANSPORTATION. THE POLICIES ARE ACCOMPANIED BY A DESCRIPTION OF EXISTING CONDITIONS AND OPPORTUNITIES.



A. URBAN DESIGN



Policies

The urban design policies for the district are as follows:

1. Preserve buildings of moderate architectural significance (Tier 2) and especially buildings of high architectural significance (Tier 1).
2. Maintain the existing height limits, except at the northern edge of the Sherwin Williams site, where taller buildings may be appropriate.
3. Maintain the existing pattern of small land parcels and encourage the breaking up of larger blocks.
4. Design the intersections of Park Avenue with Hollis Street and San Pablo Avenue as special places within the district.
5. Create visual landmarks at the termini of Park Avenue at San Pablo Avenue to the east and at the railroad to the west.
6. Ensure that new buildings are compatible with the architectural patterns of the older brick and concrete industrial buildings.
7. Encourage building design that promotes the creation of highly walkable and attractive places.



A renovated Tier 2 building displays characteristic large windows and doorways that open it up to the street. This flexible space once housed industrial uses and now is used as an art gallery, a showroom for fancy cars, a meeting space for groups of varying sizes, and a gathering place.

Existing Conditions

Architecturally Significant Buildings

The Park Avenue district contains many exemplary 19th and early 20th century industrial buildings. As part of the 1995 Plan, Solomon Architecture and Urban Design classified the buildings of the district according to their architectural value. Tier 1 buildings, of the highest value, are mostly turn of the century brick and concrete factory buildings. Tier 2 buildings, of moderate value, are mostly newer concrete structures. The remaining buildings were designated as not being architecturally valuable and include tilt-ups, warehouses, and other buildings constructed within the past 15 years.

The architectural value of the Tier 1 and 2 buildings lies in their distinctive style: they are made of brick or concrete building materials; they have a high level of symmetry demonstrated in repetitive bays, gables, windows and doors; and they are highly articulated in horizontal as well as vertical elements. The functional value of the Tier 1 and 2 buildings derives from their articulated, yet flexible form. The articulation of facades into smaller parts gives these large buildings a more human scale. Front entrances and ample window areas open the buildings onto the street. The open floor plans have proven to be valuable as a flexible space allowing for factory buildings to be renovated and converted into many different uses: offices, live-work units and artist studios. The original design of these old industrial buildings generally allows for good natural light and ventilation, perhaps making them more easily adaptable than modern-day warehouses or office buildings that have complicated systems to condition the air and provide interior lighting.

In July 2003, recognizing that architecturally significant buildings are a valuable asset and an integral part of the district's character, the Emeryville City Council, at the impetus of the Park Avenue District Advisory Committee, adopted an ordinance requiring Planning Commission approval to move, remove or demolish any designated Tier 1 or Tier 2 building.

BUILDINGS OF ARCHITECTURAL SIGNIFICANCE



DEFINITION OF TIER 1 AND 2 ARCHITECTURALLY SIGNIFICANT BUILDINGS

Architectural Element	Tier 1 (typically late 19 th to early 20 th Century)	Tier 2 (typically early to mid 20 th Century)	Other (typically mid to late 20 th Century)
Materials	brick, poured concrete or wood	stucco, concrete masonry unit, concrete block, or brick but building lacks other Tier 1 qualities	concrete block or concrete tilt-up, or wood but building lacks other Tier 1 and Tier 2 qualities
Symmetry	high, and one axis or symmetry in multiple stories	none, minimal, or high but building lacks other Tier 1 qualities	not on one axis nor multi-story
Gables or Articulation	gables, medium or high articulation, or both	none, minimal, or high but building lacks other Tier 1 qualities	no gables and minimal articulation
Windows and Doors	45-75% of facades on streets	30-50%, or 0-25% but has other Tier 2 qualities	0-30% of facades on streets
Repetitive Window Pattern	yes, intact, and two of: sills, small or varying panes, symmetry	yes, or could be restored	no, or partial or altered
Horizontal Element	yes - window arrangement, horizontal elements emphasized over vertical, or both	yes, or has other Tier 2 qualities	no



Tier 1 - Early 20th century factory building in use as light industry.



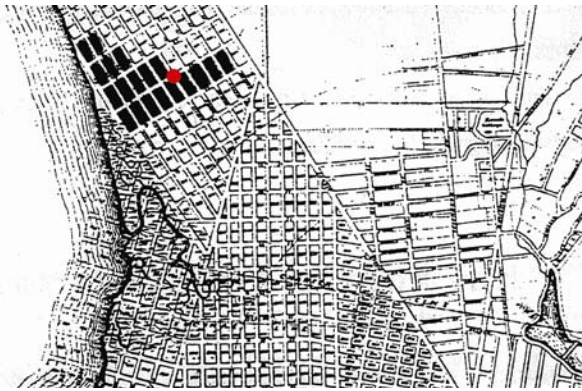
Tier 2 - Brick building and potential site for a cultural center.



Other - Concrete building with blank façade.



Park Avenue district (yellow area within dotted line) has small blocks and major north-south and east-west streets



This 19th century map shows the original city blocks set down by Joseph Emery in 1863. The Park Avenue District's fine-grained development is partly a result of the preservation of these original blocks. The red dot indicates the intersection of Park Avenue and Hollis Street.

Urban Form

The district distinguishes itself from surrounding areas because of its relatively small parcel and block sizes which help, along with detailed building facades, to create a fine-grained character. The district's preserved set of small blocks sits in contrast with the larger and sometimes fractured grid elsewhere in the city.

Also contributing to the fine-grained character of the district are the current building height limits. The district's height limit south of 45th Street and Sherwin Avenue is 40 feet (55 feet with a conditional use permit), and the height limit steps up north of 45th Street and east of Horton Street to 55 feet (80 feet with conditional use permit). Most of the district's buildings are one to two stories (15 to 30 feet) high. Some of the newer concrete buildings are 4 to 5 stories high, including the Emeryville Warehouse Lofts at 1500 Park Avenue whose penthouse rises to about 73 feet. The proposed new condominium building at 1401 Park Avenue, which incorporates an existing Tier 1 façade, has been approved to a height of 66 feet.

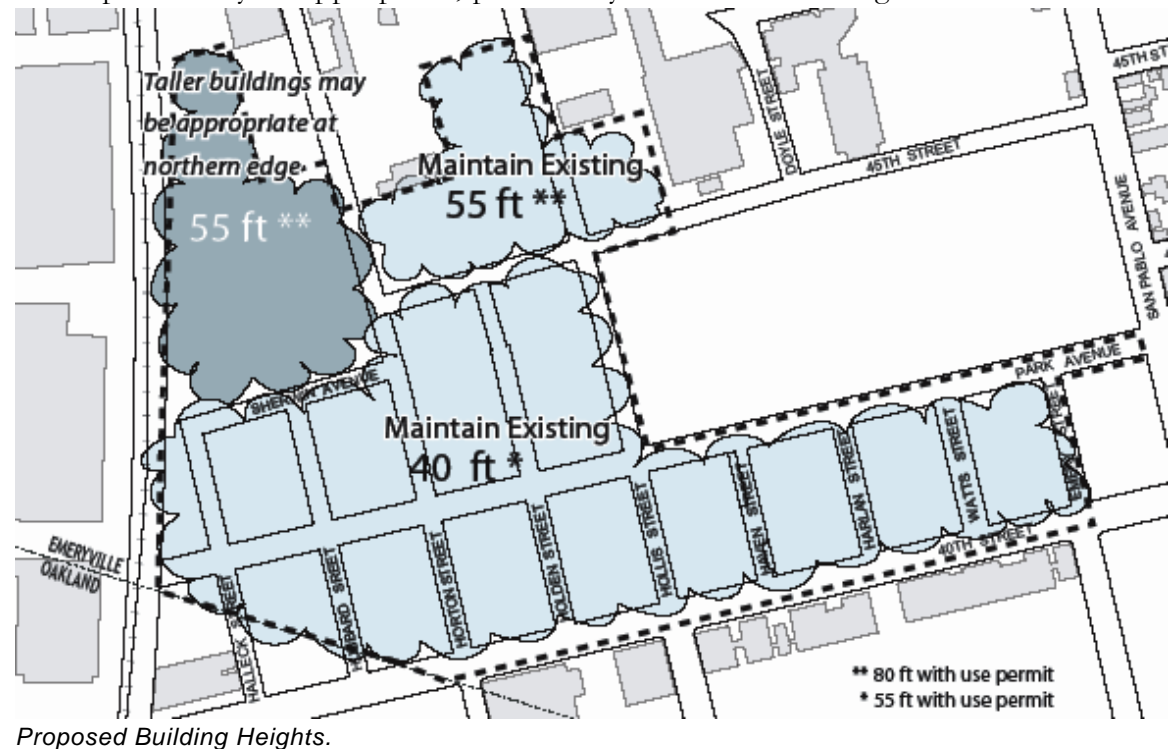
Park Avenue is the district's main street, serving as the district's east west connection. Its major intersections are with Hollis Street, the city's main north-south connection, and Horton Street, another north-south connection and a bicycle boulevard. Park Avenue terminates at San Pablo Avenue to the east and at Halleck Street (and the railroad tracks) to the West.



Opportunities

Development in the district has the opportunity to intensify now that heavy industrial uses are no longer in existence and land values are rising. However, this development should maintain the fine-grained character of the district.

In most of the district, the desired increase in intensity will occur as buildings redevelop to the existing height limits allowed with a conditional use permit (55 feet south of 45th Avenue and 80 feet north of that). Therefore these height limits should remain. However, North of Sherwin Avenue and west of Horton Street (the large Sherwin Williams site, which will likely be redeveloped soon) some taller and more intense development may be appropriate, particularly at the northern edge.





Emeryville Warehouse Lofts includes an added penthouse which is set back from the street and is so integrated into the design of the building that it is barely noticeable from the street level that it is the highest structure in the district.

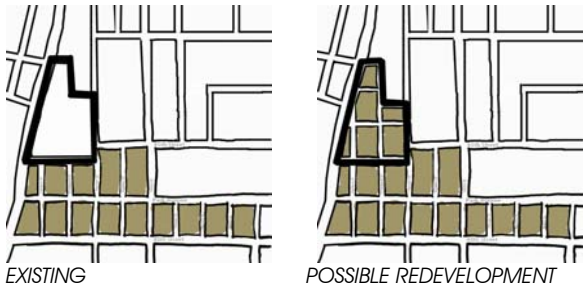


On the left, a building in Vancouver demonstrates how design of the street wall façade, including windows, canopies, and setbacks of the higher floors, can create a more appropriate scale at the street level.

On the right, this development in Santa Monica provides 101 housing units, 176 parking spaces and 2,300 square feet of retail on a half-acre of land. The building is only six stories high, yet its residential density is 195 units per acre.

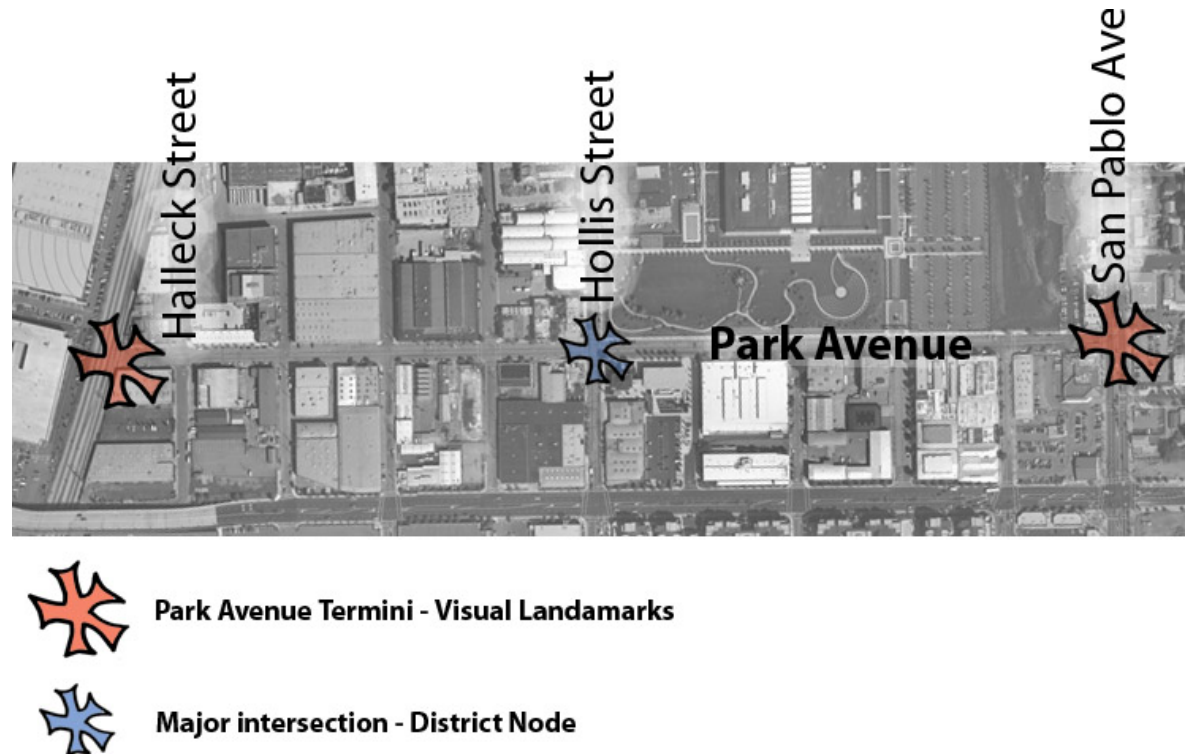
Additions and intensifications should be designed to complement existing buildings. The district's 73-foot Emeryville Warehouse Lofts, based on an older building with a penthouse added, is an example of development to this height that is generally accepted as appropriate. Buildings will be most successful if their scale is compatible with the rest of the district. This can be done through articulation of the façade with windows and doorways (the Design Guidelines in the Implementation section should be referenced) with particular attention to the building edge that runs along the street. The street edge of taller buildings can more appropriately fit into the district by setting back higher floors to effectively create smaller scaled buildings at the street level (see below).

The increasing development intensity is a potential threat to the district's architecturally significant buildings. It will be important to use the demolition approval ordinance to retain the Tier 1 and 2 buildings. Incentives should also be put in place to make restoration of these buildings more desirable. The city's façade improvement grants and toxics cleanup programs can be used to encourage adaptive reuse. Federal tax credits are also available for renovation of buildings deemed eligible for listing on the National Registrar of Historic Places. Zoning incentives such as parking credits should encourage rehabilitation of these buildings.

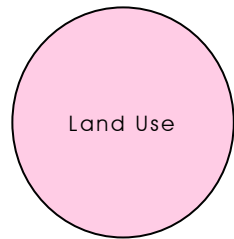


Currently the Sherwin Williams site (outlined) is part of a large block. If the whole site is redeveloped there is an opportunity to extend the district's finer-grained block structure (blocks are highlighted).

Improvements in the public realm should also strengthen the district's existing patterns and fine-grained character. Redevelopment of large non-architecturally significant building sites in the long blocks between Park Avenue and 45th Street, as well as redevelopment of the Sherwin Williams site, will present an opportunity to add streets and restore blocks to the more articulated scale found elsewhere in the district. Special treatment of the streets and sidewalks at the major intersection of Park Avenue with Hollis Street could create a strong node along this axis. Visual landmarks at Park Avenue's termini (at Halleck Street and the railroad tracks to the west and at San Pablo Avenue to the east) could strengthen the district's form and distinctly mark the district's edges.



B. LAND USE



Policies

The land use policies for the district are as follows:

1. Preserve and encourage the operation of light industrial uses.
2. Encourage light industrial uses to incorporate a retail component as part of their street facade.
3. Encourage night-time uses such as galleries, restaurants, local shops, services, and residences, and work and learning spaces to support them.
4. Ensure compatible land uses for new development within the district.
5. Encourage varied residential development for a mix of household types, sizes and income levels.
6. Encourage active uses along the ground floor of Park Avenue and on the street frontage of other buildings in the district.
7. Encourage residential uses as part of development of non-architecturally significant building sites.
8. Allow for more intensive use of buildings and lots to promote desired land uses.

LIGHT INDUSTRIAL USES IN THE DISTRICT

- Woodworking
- Cabinet-making
- Furniture sales and warehouse
- Puppet-making
- Coffee and tea production and distribution
- Copier machine repair
- Refrigerator repair
- Baked goods production and distribution
- Specialty auto body shop
- Catering



Rudy's Can't Fail Café, the district's only restaurant and the district's main nighttime draw.



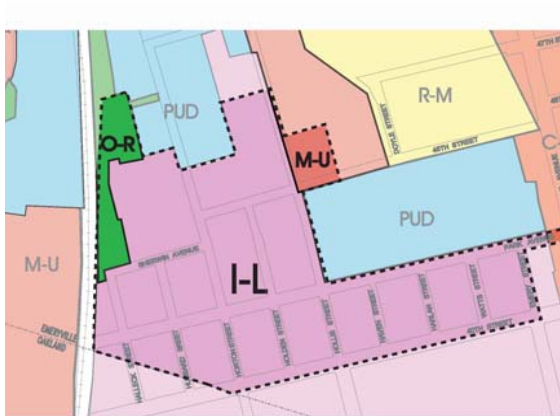
A closer look at the living space of a converted industrial building (the green door also functions as a delivery door for the studios inside).

Existing Conditions

The district has long been a center of industry. Heavy industry like Del Monte Canning and Judson Ironworks moved out long ago, but since then a variety of light industrial uses has moved in. The new uses take advantage of the city's strategic location within the Bay Area, the district's accessibility to the freeway and the railway, and the flexible large spaces that the district's old industrial buildings provide. Artists and designers moved in as early as the 1970s, living and producing art in the district. By the 1980s many of the district's existing light industrial and custom manufacturing uses, such as bakeries and puppet makers, had moved in and were flourishing. Today these uses are a critical part of the city's economy and the district's identity.

The district and its adjacent areas constitute a major employment center. Civic Center, Pixar Animation Studios, Chiron Laboratories, and East Baybridge Shopping Center bring over 3,000 employees to the vicinity of the Park Avenue district. The majority of employees work during the day, but several of the light industrial uses contain night shifts and Pixar employees work late hours, which means that people are in the district at night as well. However, the neighborhood is currently most active during the daytime. People who work in the district during the day do not linger after the day's work is done. Most activity begins to disappear as the working day ends. Rudy's Can't Fail Café on Park Avenue and Hollis Street provides the district's main nighttime use, along with the Oaks Club restaurant and card room just outside the district at Park and San Pablo Avenues which is open 24 hours a day.

The district has a growing residential population. There are currently 265 residential units in the district, most of which are live/work. Conversions of industrial buildings into live/work units began with the Artists' Co-op on 45th Street in the 1970s and has continued with the Besler Building in the 1980s and Emeryville Warehouse Lofts in the late 1990s. This trend is expected to continue. New residential units are also being built in areas adjacent to the district, on San Pablo Avenue and as part of the Bay Street development (soon to be connected to the district by a bridge over the railroad tracks).



The district is mostly zoned Light Industrial (I-L).

FLOOR AREA RATIO

Floor area ratio (FAR) is the ratio of building floor area to lot area. Parking and residential uses are not included in the calculation of the building floor area.

The district is also Emeryville's civic center. Citizens who want to open a new business, renovate their property or attend a City Council meeting go to the Civic Center on the southeast corner of Park Avenue and Hollis Street.

The district is bounded by big box retail and mixed use housing to the south. San Pablo Avenue to the east is a finer-grained retail district with restaurants, coffee shops and smaller specialty stores. Planned unit developments border the northern portion of the district, Pixar studios' campus-like office development borders the district to the northeast, Chiron borders the district's northwest end, and the proposed Planned Unit Development on the Sherwin Williams site is within the district.

The district is mostly zoned as Light Industrial, which allows for the uses described in the table on the following page. The district's allowed floor area ratio is 0.7, with the exception of one lot on the corner of Park Avenue and Holden Street whose FAR is 2.15. In fact, many lots are more intensely developed than the current 0.7 floor area ratio limit would allow.

EXISTING LAND USE





Here is an example, adjacent to the district, of the mix of light industry (bakery production and distribution) with a retail café.

ACTIVE USES ALONG GROUND FLOOR

Active uses on the ground floor increase the number of people on the street and create a livelier public life.



Examples include:

- Galleries
- Restaurants
- Schools
- Corner stores
- Coffee shops

Opportunities

The district's character is closely tied to its vibrant mix of light industry, office, commercial, civic and residential uses. This plan seeks to preserve and encourage light industrial uses, which are the base of the district, while encouraging more people to live, work and shop in the district.

A cultural arts center, street improvements, parks, and programmed events – along with the district's unique historic and industrial character – could be used to attract more people to the district and encourage them to spend more time there. Residential uses are critical to enlivening the district. District buildings of high and moderate architectural and historical value (Tier 1 and 2 buildings) may be developed for primarily office and/or light industry, as residential uses may not be as economically feasible (due to the higher cost of meeting the residential uses' earthquake standards). However, non-architecturally significant building sites offer more economically feasible opportunities for residential development. Residential units, particularly those that include a mix of affordability and size in units (to allow a mix of people to live in the neighborhood) should be part of the redevelopment of non-architecturally significant building sites.

Active ground floor uses (see sidebar) in all the district buildings, particularly those along Park Avenue and Hollis Street, in conjunction with the residential, office or light industrial use, would also help to make the district more attractive to people.

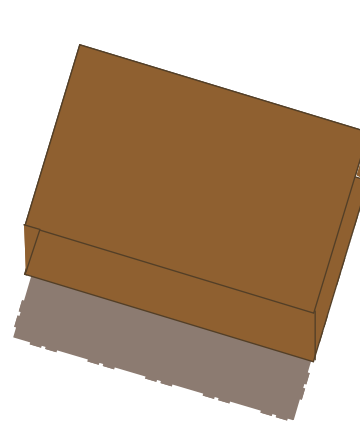
The next evolution of light industry will continue to thrive under more intense development. Light industry can capitalize on the greater number of people living, working and visiting the district by creating retail that is associated with a production processes. For example, a catering company that produces and distributes fine dining may include a café on its premises, a woodworking studio by day may convert into a gallery displaying finished products by night, a coffee-roaster may offers tours of its factory. This would make the industries more a part of the neighborhood, potentially create more nighttime and street-side activity and give the industries a chance to showcase their products.

DESIRED USES

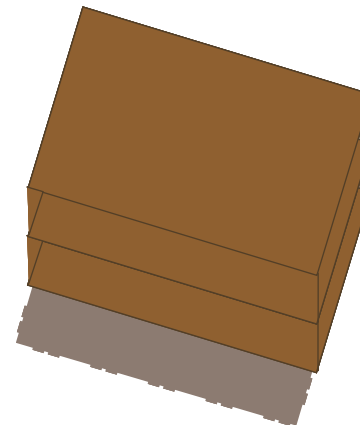
The following table shows examples of desired uses and their zoning ordinance classification.

Examples	Zoning Classification
<i>arts center</i>	Cultural/Library Services
<i>park</i>	Park and Recreation
<i>public parking</i>	Public Parking Services
<i>arts-related retail</i>	Retail-General
<i>dry cleaning</i>	Personal Service
<i>wine Shop</i>	Food and Bev. Retail Sales
<i>café</i>	Eat and Drink Est. Full Serv.
<i>coffee shop</i>	Eat and Drink Est. Conven.
<i>admin. office</i>	Admin./Business Offices
<i>prof. office</i>	Professional Services
<i>medical office</i>	Medical Services
<i>studio</i>	Custom Manufacturing
<i>condos/apts.</i>	Multi-family Residential
<i>live/Work</i>	Live/Work

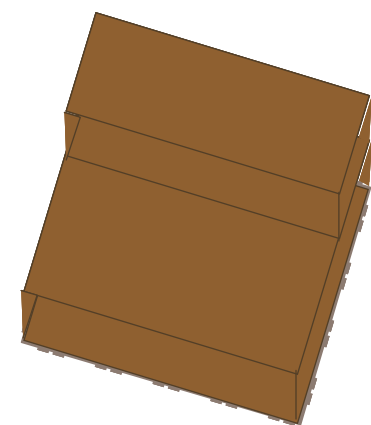
The district's zoning should promote the new land use vision. An increase in the district's allowable floor area ratio would not only better reflect existing conditions; it would also permit the desired increase in building intensity. Desired land uses can be encouraged by streamlining the permit process for uses and through zoning incentives, such as bonus floor area ratio.



0.7 FAR
(Existing)

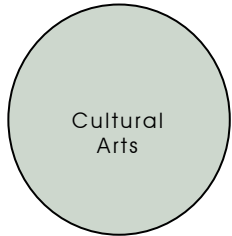


1.4 FAR



1.4 FAR

C. CULTURAL ARTS



Policies

The cultural arts policies for the district are as follows:

1. Create a cultural arts center.
2. Strengthen the art community and the role of cultural institutions in the district.
3. Encourage development of art programs in the district.
4. Provide a permanent home for the Emeryville Art Exhibition.



Art in the Emeryville Civic Center for all to view.



Some of the district's light industry is related to arts and crafts, such as this puppet making workshop on Park Avenue.

Existing Conditions

The district itself is an arts center. It is currently home to many artists, live-work spaces and small art studios. Many old factory buildings in the district are a working display of architecture and craft.

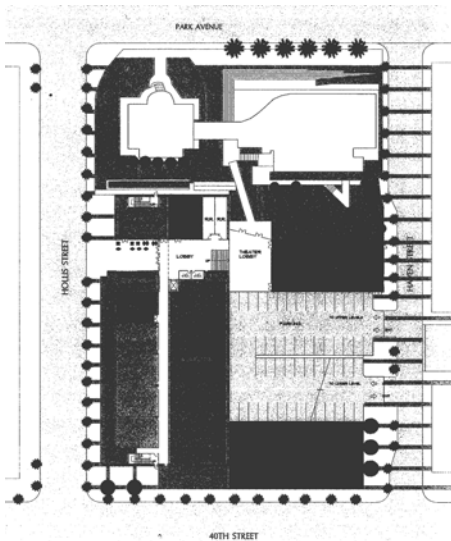
The City of Emeryville is committed to the arts. The City's Art in Public Places fee is 1% of construction valuation for non-residential projects. An amendment was recently adopted that added a fee of 0.5% of construction valuation in residential projects for Art in Public Spaces. The City also supports the annual Emeryville Art Exhibition. A cultural arts center has been part of the city's capital improvements program for many years, yet the city still does not have a gallery or performance space to serve its citizens. The City has shown interest in creating a cultural arts center in the Park Avenue District.



Emeryville students perform on the steps of the Civic Center.



*The 2005 Emeryville Art Exhibition
(Credit:www.artbusiness.com)*



A scheme for a cultural center which incorporates part of a Tier 2 building behind the Civic Center

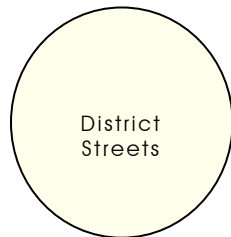
Opportunities

The Artists' Co-op, the Besler Building live/work building and manufacturers of crafts such as puppets and stationary provide an arts presence to build on. A cultural arts center located here would reinforce the district's character as a civic center.

The cultural arts center would ideally be located on Park Avenue (to further emphasize the importance of Park Avenue in the district and in the city as the center for civic and cultural institutions) and/or next to the Civic Center (to complement the existing civic use). As there are no vacant lots, it would either replace a non-architecturally significant (tilt-up) building or be located within a Tier 1 or Tier 2 building. Locating the Cultural Arts Center in of the Tier 1 or 2 buildings would provide the City with an excellent opportunity to restore and renovate one of the district's architecturally significant buildings. This would serve as a model for the redevelopment of the district's other Tier 1 and 2 buildings and would also provide a place to publicly display and describe the characteristics and value of the district's architecturally significant buildings.

D. DISTRICT STREETS

This section discusses conditions, opportunities and policies for district streets in general. Park Avenue, as the district's focal point, is discussed separately in the next section.



Policies

The policies for streets in the district are as follows:

1. Provide sidewalks on all district streets.
2. Place utilities, transformers and other boxes underground wherever possible. Where this is not possible, boxes should be sited out of pedestrian paths and be compatible with building designs.
3. Design lighting for pedestrian comfort and safety.
4. Plant trees to improve the pedestrian environment.
5. Provide a unified family of street furniture.
6. Provide amenities, such as bike parking, benches and bus stops with shelters.
7. Ensure that any encroachments help make the street attractive, functional and social while leaving ample space for walking.
8. Design drainage in the district to clean storm water on its way to the Bay as much as feasible, in compliance with the city's storm water treatment measures.
9. Create gateway features such as arches, columns and/or directories welcoming people to the district at the special intersections (at Park Avenue and Hollis Street and San Pablo Avenue).
10. Include art in design of district infrastructure (such as sidewalks, building walls, benches, bus shelters).
11. Include design features and amenities on a street near the proposed Cultural Arts Center or the Greenway so that it can be closed off to vehicular traffic and host occasional events.



East side of Horton Street with loading docks and no sidewalk and a blank building façade.



The more pedestrian-friendly sidewalks and streets east of Hollis Street with trees, landscaping, building windows and entrances facing onto the street.

Existing Conditions

The district's streets and sidewalks are considered public open space, and people use this space when they wait for a bus, drop a letter in the mailbox, or walk to get some lunch. However, the current street design, particularly west of Hollis Street, does not provide a pleasant walking experience.

Conditions within the right of way vary from block to block, but in many locations heavy industry left little pedestrian space in the streets' right of way. Many side streets west of Hollis Street do not have sidewalks and force pedestrians to squeeze between a wall and parked cars or to walk on the street behind parked cars. In some locations where there is a sidewalk, it is interrupted by large curb cuts for loading docks and bays. To the east of Hollis Street most of the side streets have ample 10, 12 or even 16 foot sidewalks.



The eastern portion of the district has more pedestrian improvements than the western portion.



This pedestrian waits for a bus on Hollis Street. No shade, no bench, no trees, make this an inhospitable place for pedestrians.

The two major streets (besides Park Avenue) in the district – Hollis and 40th Streets – both have fairly narrow sidewalks, 8 feet and 5 feet, respectively. Both of these streets also have some setbacks – Hollis on the east side and 40th on the north and south sides. Some of the setback on the west side of Hollis Street is open space associated with private development but meant for public use. The setbacks on the north side of 40th Street vary in width and are mostly undeveloped and treated as back lots.

There are few amenities that would make the space friendlier to pedestrians. There are pedestrian-scaled, blue-green Emeryville style lamp posts on some streets, including Park Avenue east of Hollis Street, 40th Street, Hollis Street and Haven Street. Elsewhere, light comes from cobra heads high on power poles. Transit stops on Hollis Street, Park Avenue and 40th Street do not usually include amenities; when they do (such as on 40th Street) they provide benches, but no shelters. Park Avenue east of Hollis Street contains some large, mature trees on the south side and well-planted, maturing Yarwood London Plane trees on the north side, while west of Hollis many blocks have no trees or have mostly small trees, while the eastern portion of the district has more regular tree plantings.

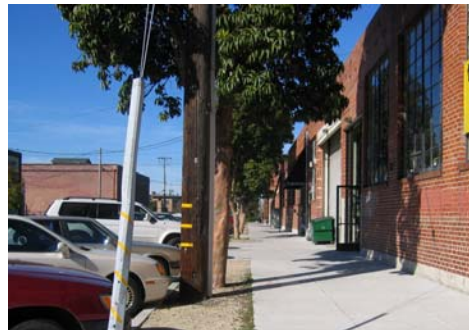
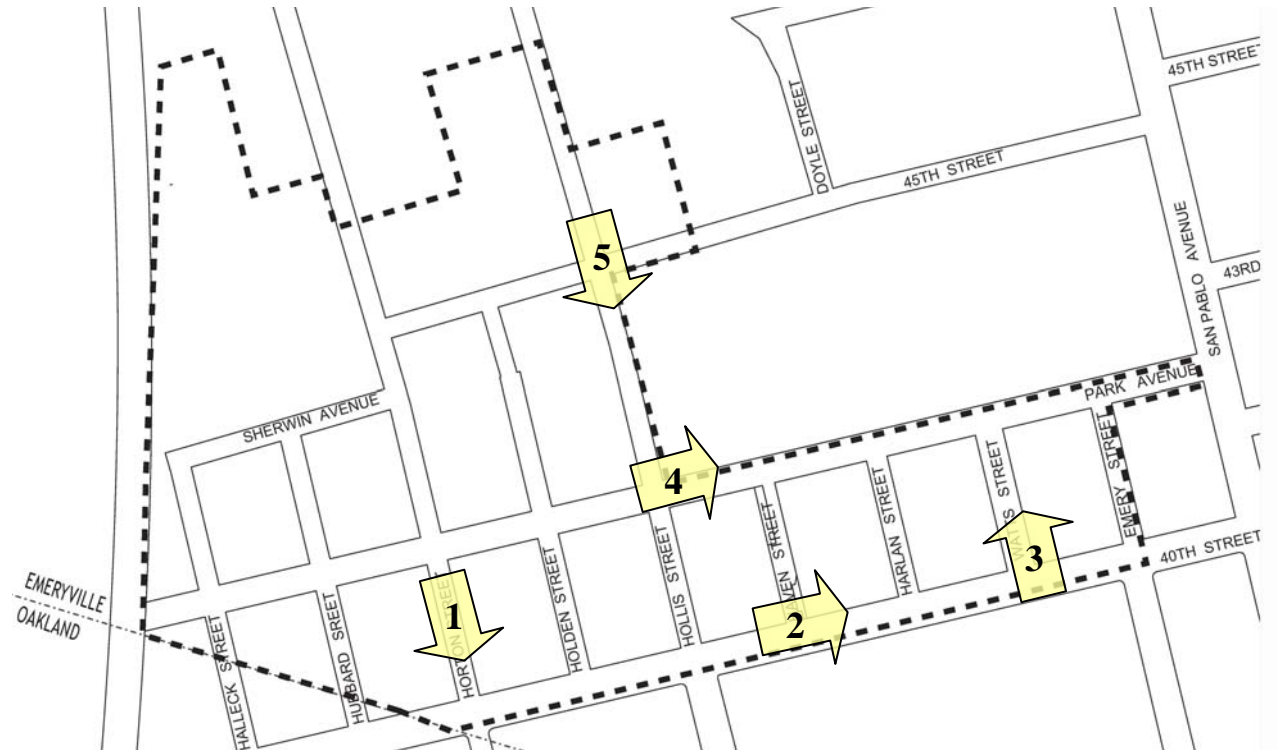
VIEWS OF DISTRICT STREETS AND SIDEWALKS



1 - Horton Street with no sidewalks or trees.



2 - 40th Street with old railroad right of way as possible open space connecting building to the sidewalk.



3 - Angled parking on west side of Watts Street, mature trees, doors and entrances onto the street



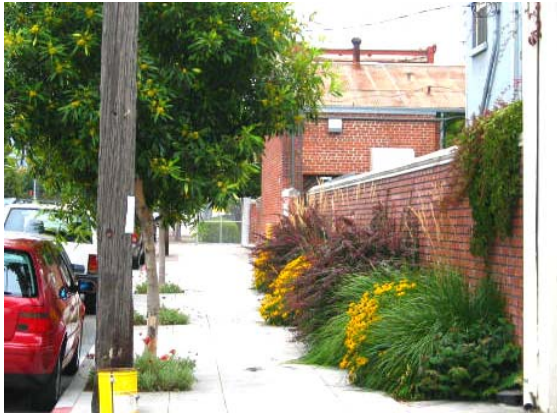
4 - North side of Park Avenue with mature trees on the right and lovely, yet faceless fence (no windows or entrances) on the left.



5 - Hollis Street, east side, north of Park Avenue, narrow yet fits seating.

EXISTING STREETScape





Sidewalk plantings already existing in the district.



A sidewalk in Berkeley, designed at a pedestrian scale with amenities such as trees and seating areas. The building itself has windows, a door that connects it to the street and awnings that help define the space in front of it.

Opportunities

To create a more pedestrian friendly environment, sidewalks can be built and widened to a continuous width, overhead wires placed underground, and wide-canopy street trees planted. Sidewalks can be enhanced with plantings and street furniture. These improvements would be noticed the most on side streets west of Hollis Street (with no or very narrow sidewalks). They would gain a more pedestrian friendly character similar to the side streets east of Hollis Street.

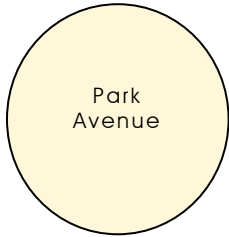
Park Avenue has potential to become a great street, and opportunities for its design will be discussed in further detail in the following policy section. 40th Street (because of its status as a major transit route) also has the potential to be a great pedestrian street. The swath of old railroad right of way along the north side of 40th Street (12-20 feet) which created the existing building setbacks could become a lively space as new users open and expand their buildings into it.

Hubbard Street, with no driveways between Park and Sherwin Avenues, could be used for occasional outdoor events, particularly if the proposed cultural arts center is built in that block.

Pedestrian-scaled street signage and lamp posts could be consistent with the city standards, while gateway features and unique informational or building signage could lend identity to the district. Art could be integrated into the design of street furniture, placed in the strip between trees, and possibly used at special places such as the plaza at the west end of Park Avenue.

Flooding is a problem in the western part of the district. Street improvements will provide an opportunity to resolve these problems and address new storm water treatment regulations in coordination with the larger city efforts to deal with run-off water in a more sustainable way.

E. PARK AVENUE



Policies

The policies for Park Avenue are as follows:

1. Provide more space for pedestrians with corner bulb-outs and generous sidewalks.
2. Encourage a continuous building façade and an uninterrupted pedestrian path by minimizing curb cuts on Park Avenue
3. Give special treatment to the termini of Park Avenue at San Pablo Avenue to the east and the railroad right of way to the west.
4. Emphasize the entrances to Park Avenue at Hollis Street and San Pablo Avenue.
5. Create a pleasant space for pedestrians by including street trees and street furniture in the design of Park Avenue.



An east-ward looking view of Park Avenue as it exists today



A vision for Park Avenue

Existing Conditions

Park Avenue is the main promenade within the district. It is noticeably different from the other district streets. It is wider, contains a more continuous line of street trees and features more public-facing buildings, than the rest of the district streets. Park Avenue also contains the more detailed front facades of the historic brick buildings. The continuous row of London Plane trees on the north side of Park Avenue, east of Hollis Street, further alludes to the street's potential for pedestrian-scaled design.

The intersection of Park Avenue and Hollis Street is a landmark in the city. It is near the entry point to the city from the south, is the location of the civic center, and is near the southern edge of the district.

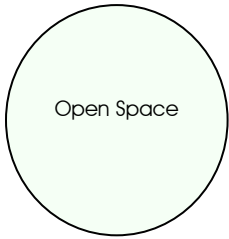
Opportunities

Park Avenue, the focal street of the district, has low traffic volume and existing civic and office spaces, which make it ideal for a pedestrian-oriented street. Improvements to Park Avenue are an essential part of making the district a strong civic and cultural space. Changing the vertical profile by removing utility poles, planting trees closer to the center of the street and installing pedestrian-scale lighting, will create a pleasant place for people to stop and linger.

The street design can be punctuated with special design for the intersections with San Pablo Avenue and Hollis Street as entrances to the district and as location of the city's civic center. Any new buildings and open spaces should be designed to reinforce the civic (public) and cultural character of the street. Buildings and open spaces should open up to the street and could contain landscaping or street furniture that would add to the public environment.

The design of improvements to Park Avenue must strike a balance with all the needs of the district, including light industrial uses' need for truck access and loading space and the employment center's demand for parking.

F. OPEN SPACE



Policies

The open space policies for the district are as follows:

1. Create a plaza at the west end of Park Avenue that acts as visual landmark and gathering space.
2. Provide a park or parks north of Sherwin Avenue and west of Horton Street.
3. Create a central park on Park Avenue, ideally in conjunction with a cultural center.
4. Include open space as part of a future cultural center in the district.
5. Encourage inclusion of open space as part of public and private development.
6. Design parks and plazas to serve visitors, employees and residents including children.
7. Provide spaces in parks and plazas for resting, playing and gathering.



The plaza behind Town Hall in the Civic Center provides a pleasant place to sit.

Existing Conditions

The district has little public space that marks and helps give identity to the district. There are two public plazas, accessible from Hollis Street and Haven Street, located behind the Civic Center. Although people do occasionally use the plazas during lunch hours, the spaces are not very prominent and not very frequently used.

A landscaped seating area near the PG&E Building and the outdoor seating area for Can't Fail Café on Hollis Street function as transitional open space: they are associated with private development, but meant for public use.

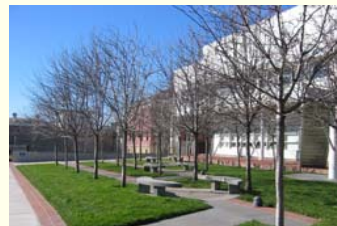
The district's streets and sidewalks are also considered public open space. However, the quality of most of the district's streets and sidewalks does not invite people to linger. The district's streets and sidewalks, including their quality as public spaces, are further discussed in the District Streets policy section.

Private open space in the form of a small patio, such as one on the Besler Building at 40th Street; a communal garden, like the one in the artist co-op off of 45th Street; or a landscaped courtyard, such as the one that leads into the Emeryville Warehouse Lofts (pictured below), enhances the district's living and working spaces.



The outdoor seating area at Can't Fail Café on Hollis Street creates a transitional space between the sidewalk and the building. This space, associated with private development, is meant for public use.

Public Open Space



The plaza behind the Civic Center also acts as a buffer between the building and the public parking lot.

Public property meant for public use.

Transitional Open Space



This landscaped setback on Hollis Street is open space associated with private development.

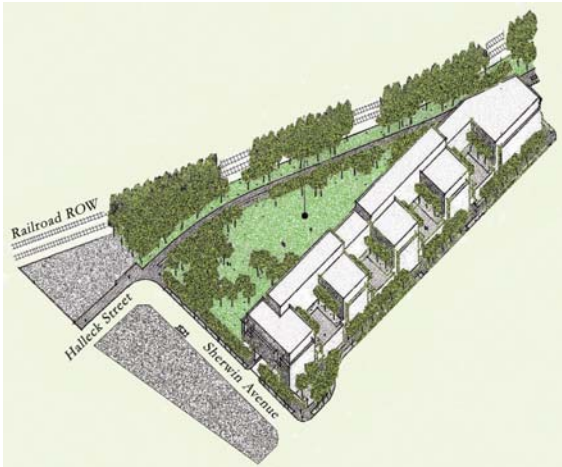
Private property designed to invite public use.

Private Open Space



The courtyard in Emeryville Warehouse Lofts provides open space for its residents.

Privately owned space meant for private use.



A conceptual illustration of the Greenway and Linear Park running through the area north of Sherwin Avenue and west of Horton Street



A seating wall in front of several stores on Fourth Street in Berkeley creates an inviting transitional open space.

Opportunities

The district's civic character and quality of life can be heightened through the creation of more open space. Public open space in particular would create everyday gathering places for the citizens of Emeryville and a place where they could peacefully gravitate to in times of collective celebration, protest, and sorrow.

This plan proposes several public open spaces. The re-design of Park Avenue includes a plaza to mark the western terminus of the district. Plans for a future cultural arts center include public open space, and re-use of buildings along Park Avenue could create the opportunity to have a central park on the district's main street. Two areas between Horton Street and the main railroad tracks are currently zoned Open Space: the northern portion of the Sherwin Williams site and a triangle near the railroad tracks that the City intends to acquire. The amount of open space in these areas could be rearranged through rezoning and land swapping creating parks, including a linear park that will act as an extension of the city's greenway, in the most appropriate locations.

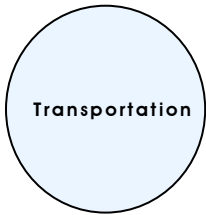
Open space meant for public use, whether it is a public plaza or an office building's front steps, should feel inviting. It is most valued and successful in areas near active ground floor uses with high foot traffic, at building entrances, and in places where people are likely to stop, such as a bus stop or a café. Private development is encouraged to include open space meant for public use to further activate ground floor uses.

This space does not have to be large or heavily designed; it can be small, informal and even part of a building's structure. It may be a park bench on the sidewalk next to a building, the outdoor staircase of a building which makes a good place to sit, a building ledge that serves as a seating wall, or the chairs put outside by a café. A mixture of sun and shade, food, water, and a good view of the passing scene are essentials.

The district policies also encourage private development to include private open space, such as roof top gardens, courtyards and patios that will make the building a more desirable place to work, live and shop and create a place for the building residents to meet and spend time.



G. TRANSPORTATION



Policies

The transportation policies for the district are as follows:

1. Accommodate existing truck traffic with minimal disturbance to residents and businesses.
2. Accommodate traffic associated with future development with minimal disruption to pedestrian flow and residential peace and quiet.
3. Provide parking for more intensive development in the district, especially for cultural and neighborhood-serving business uses.
4. Incorporate public parking into new development on the district's large non-architecturally significant building sites.
5. Provide spaces for car pooling and car sharing.
6. Consider expanding Emery Go-Round to serve the area west of Hollis Street and providing a route to the West Oakland BART Station.
7. Make Horton Street a bicycle boulevard and consider making 45th Street a bicycle boulevard.
8. Provide bicycle parking.
9. Link the district into citywide pedestrian and bicycle systems.
10. Extend the Emeryville Greenway through a linear park in the area north of Sherwin Avenue and west of Horton Street, then along Halleck Street and Beach Street towards Mandela Parkway.



A truck loading on the sidewalk, part of the daily circulation.



A bicyclist travels down Hollis Street.

Existing Conditions

The streets of the Park Avenue District were originally designed to accommodate traffic associated with industrial uses. As some of those uses move out, the streets change. On the east side of the district, where more office uses exist, the streets are friendlier to pedestrians. A stronger presence of industrial uses on the west side of the district creates a stronger presence of trucks. Truck idling sometimes disturbs residents and pollutes the air. Trucks may sometimes occupy the entire roadway by double-parking for loading or by their need for special maneuvering to accommodate their wide turning radii, but these characteristics of truck traffic also serve as traffic calming devices in the district by slowing down automobile traffic. In fact, pedestrians, bicyclist, cars and trucks share the street easily as there is not much traffic and it is generally slow-moving. However, to accommodate the amenities, such as sidewalks, benches, bus shelters and plantings, that would create a more pedestrian friendly environment, the City Council has adopted an ordinance to limit the locations of truck turns (and the wide turning radii they require). The City Council's policy states that trucks can only turn onto Park Avenue at Hollis and Halleck Streets and can cross at other streets, but not turn.

Office, industrial and residential uses have brought in more people and more cars. As development continues, there will be an increase in the number of motor vehicles on the streets of the district. Associated with the high number of cars, there is a high demand for parking within the district. Most district streets are parked to capacity. Many of the streets, including Horton Street and Park Avenue, have angle parking which maximizes the number of on-street parking spaces, but reduces or eliminates pedestrian space. However, there are pockets within the district (beyond the major employment centers) where on-street parking spaces remain unoccupied.

The district is linked to city and regional bike systems through the Horton Street Boulevard, the bike lanes on 40th Street, the Emeryville Greenway, and the Spur Alley-45th-Emery bike way. The Greenway is set to go through the district. The Spur Alley-45th-Emery bike way travels adjacent to the district along an easement between Hollis and Doyle Streets and around Pixar on 45h Street and a future path to Emery Street, where it finally links up with the 40th Street bike lanes.

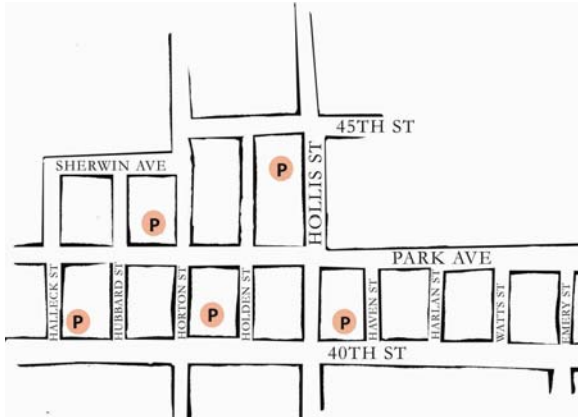


Emery Go-Round shuttle at Park Avenue and Watts Street.

AC Transit and the Emery Go-Round (a free local bus shuttle), with routes along Hollis and 40th Streets, link the district to other parts of the city and to regional transit nodes, such as the MacArthur Bart Station and the San Pablo Avenue Rapid Bus Service. Transit conveniently connects the portion of the district east of Hollis Street, but the western portion of the district is less accessible as there are no Emery Go-Round or AC Transit stops there.

The district's small blocks create an interconnected street pattern that provides multiple routes for all users of the street, diffuses automobile traffic and shortens walking distances. This pattern moves cars and trucks efficiently, yet also keeps volumes and speeds low.





Development of non-architecturally significant buildings at these sites should include public parking facilities to accommodate the increased demand for parking as Tier 1 and 2 buildings convert to more intense uses.

PARKING

Parking will be lost due to street improvements (mostly creating or widening sidewalks). These spaces are concentrated mainly on Park Avenue, Horton and Holden Streets, and result in 78 spaces being removed from the district.

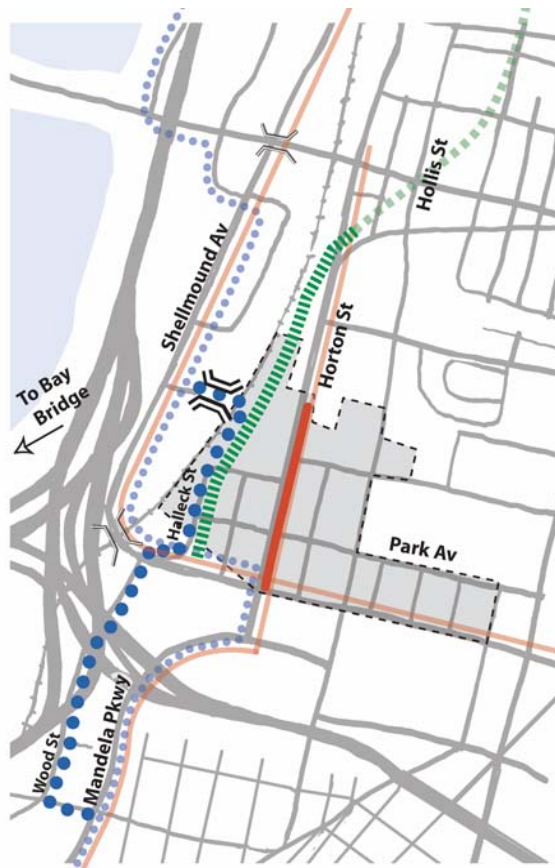
In a parking survey approximately 82 empty parking spaces were observed within the district, including the off street parking lot behind the Civic Center (20 spaces). This number balances the number of on-street parking spaces that will be removed due to street improvements.

Opportunities

As the area develops and Tier 1 and 2 buildings convert to more intense uses, the amount of vehicular traffic is likely to rise. Increased vehicular traffic translates into increased demand for parking. Simultaneously, building streets with wider sidewalks and replacing existing angled parking with parallel parking to increase space for pedestrians will reduce the existing parking supply. Parking surveys indicate that the district is not parked to capacity at the moment and the number of average empty spaces in the district balances out the number of parking spaces removed because of street improvements. However, the City's parking study reveals that approximately 500 new parking spaces would need to be created to accommodate intensified development in Tier 1 and 2 buildings that currently have industrial uses. Owners who re-use these buildings could pay in-lieu parking fees rather than provide parking on site.

These new parking spaces could be accommodated through the creation of parking structures and through long term time-sharing agreements with existing parking facilities. The City has identified several non-architecturally significant building sites which, when redeveloped, could include public parking facilities. These are: the Banker Marks building that occupies the block of Horton-Park-Hubbard-Sherwin, the Hollis Realty Group's building on Hollis-40th-Holden, the city's parking lot on the northwest corner of Haven-40th (it would become a parking structure) and the building on Hubbard-40th-Halleck north (in Oakland) properties. Time-sharing could exist among these parking facilities, as they could accommodate weekday office demand and weekend shoppers or nighttime visitors. Additionally, directly south of the district the East Baybridge Mall and the Expo Center have several large parking lots with hundreds of empty parking spaces that lie within easy walking distance of the district. These sites could also include parking structures that would accommodate some Park Avenue District parking demand if they were to redevelop in the future.

Parking demand itself can also be reduced by creating greater incentives for alternative modes of travel, such as walking, bicycling, transit and carpool. The street improvements included in this plan will promote these modes. The city could also




Pedestrian and Bike Linkages

Existing

-  Bike Lanes
-  Greenway
-  Bay Trail
-  Crossovers

Proposed

- 
- 
- 
- 

encourage employers to provide incentives, such as transit passes, commuter checks, and secure bike parking.

Increased development will also mean more people on bike, foot and transit. Ample sidewalks and corner bulbouts create more space for pedestrians. Extension of bicycle lanes on Horton Street, designated as a bicycle boulevard, would better accommodate cyclists. The Greenway and the planned bicycle and pedestrian overpass to Bay Street Center would further link the district into pedestrian ways and bikeways. Mandela Parkway, south of the district, in Oakland, presents an opportunity for a regional bike connection. The Greenway could connect to Mandela Parkway via Halleck, Beach and Wood Streets and pass underneath the 40th Street overpass.

Mandela Parkway could also serve as a new transit connection to Oakland and to the Bay Bridge. A new Emery Go-Round route could stop in the western portion of the district and carry people to different locations within the city and to the MacArthur BART station, and create a new connection down Mandela Parkway to the West Oakland BART Station.

IV. IMPLEMENTATION

THE GOALS AND POLICIES WILL BE IMPLEMENTED THROUGH PROGRAMS, CAPITAL IMPROVEMENTS, REGULATIONS, STREET DESIGN STANDARDS AND DEVELOPMENT DESIGN GUIDELINES.





A on-street farmer's market in Connecticut.

EXAMPLE OF DESIRED USES

- Arts center
- Parks
- Public Parking
- Studio
- Condos or Apartments
- Live/Work
- Offices
- Restaurants
- Corner stores
- Coffee shops
- High-volume walk-in services
- Arts-related/ local retail

A. PROGRAMS

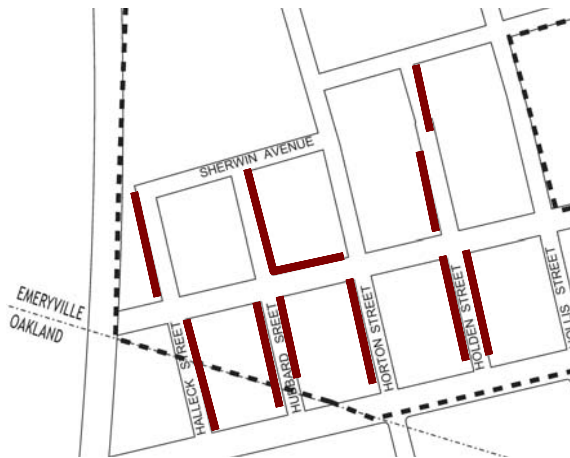
The programs listed below are intended to implement the City's urban design, land use, cultural arts, and transportation policies for the district.

1. Consider improvement grants and toxics cleanup loans to assist property owners in re-using existing buildings.
2. Inform owners about federal tax credits available for adaptive re-use. To obtain the tax credits, owners will need to nominate their buildings for listing in the National Register of Historic Places and have building plans approved by the State Historic Preservation Officer.
3. Encourage establishment of a space for selling products made in the district.
4. Recruit active uses, such as eateries, schools, art spaces, high-volume walk-in services, and arts-related and local-serving retail, especially on Park Avenue and Hollis Street between Park Avenue and 40th Street.
5. Encourage the production and publicizing of events such as markets, festivals and outdoor performances in public spaces in the district.
6. Encourage the provision of arts programs in conjunction with the Cultural Arts Center.
7. Enforce "no truck idling" signage as needed.
8. Encourage car share stations in the district.
9. Encourage Emery Go-Round to consider establishing a stop in the district on Park Avenue west of Hollis Street.

B. CAPITAL IMPROVEMENTS

POSSIBLE OUTDOOR FEATURES FOR CULTURAL ARTS CENTER

- Greenery
- Amphitheater
- Rooftop garden



Streets in the western portion of the district that have no sidewalks.

The capital improvements described below will help to achieve the district's policies for a cultural arts center, street improvements, public spaces and transportation.

1. Cultural Arts Center

- Create a cultural arts center to accommodate visual and performing arts. The Center should include a concert hall, a theater, studios, class rooms, a large exhibition hall, a library, artists' offices, an art or museum store, a historical society space, and catering facilities. The center could be located on the north side of Park Avenue between Horton and Hubbard Streets, on the east side of Hollis Street between 40th Street and Old Town Hall, or at another location within the district.

2. District Streets

- Place utility wires underground in conjunction with other street improvements, such as sidewalk widening. This should occur first on Park Avenue, then on other streets of the district.
- Improve the north-south side streets and Sherwin Avenue west of Hollis Street by adding sidewalk area and trees.
- On the west side of Watts Street, eliminate the perpendicular parking notch near Park Avenue, to make that portion of the sidewalk consistent with the rest of the block face.
- Plant trees on the north-south cross streets east of Hollis Street.
- Design a street next to the Cultural Arts Center or greenway with amenities (such as power outlets, space for tent poles, and special street paving) to accommodate occasional street events.
- Provide benches and shelters at bus stops.
- Remove the left-turn pocket on south-bound Hollis Street at Park Avenue and restore parking if space allows.



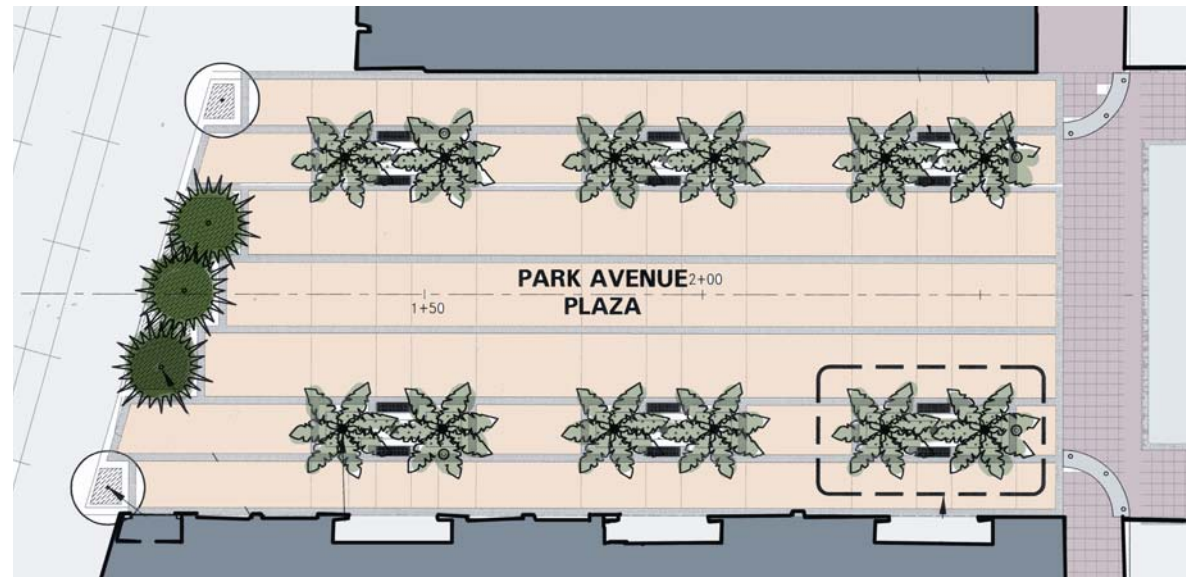
A park in Barcelona with green areas, hardscape and programmed spaces.

3. Park Avenue

- Improve Park Avenue west of Hollis Street, including corner bulbouts on Park Avenue at Hubbard, Horton and Holden Streets.
- Add corner bulb-outs to Haven, Harlan, Watts and Emery Streets.
- On Park Avenue west of Hollis Street, plant trees to match the size, shape, and layout of the existing trees east of Hollis Street.

4. Public Open Spaces

- Work with developer(s) to create a park or parks north of Sherwin Avenue and west of Horton Street with ample green space.
- Create a public space on Park Avenue west of Halleck Street that can serve weekday industrial activity and weekend pedestrian activity.
- Work with developer(s) to create a central park within the district, preferably on the north side of Park Avenue midway between Hollis Street and the railroad.



Proposed plaza at the western terminus of Park Avenue (west of Halleck Street)

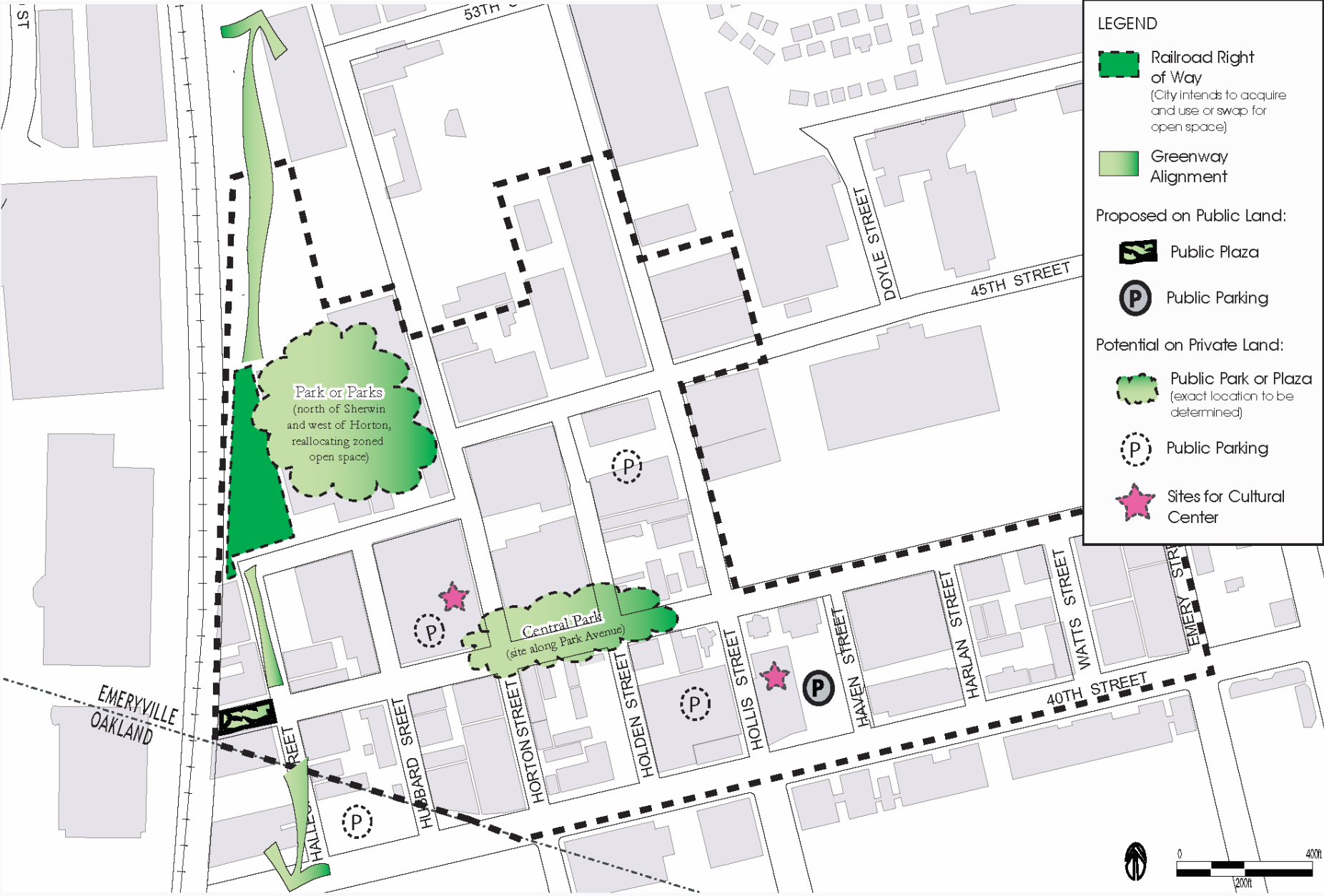


Bike Boulevard on Horton Street

5. Transportation

- a. Work with developers to provide public parking on the Horton-Park-Hubbard-Sherwin (Banker-Marks), Hollis-40th-Holden (Hollis Realty Group), Haven-40th NW (City), Hollis-45th-Horton south (PG&E) and Hubbard-40th-Halleck north (in Oakland) properties. Public parking could be combined and time-shared with a Cultural Arts Center on one site, and with private uses on other sites, and funded in part by in-lieu fees.
- b. Make Horton Street a bike boulevard (as described in the City of Berkeley's Bicycle Boulevard Design Guidelines and Tools).
- c. Post "No truck idling" signs as needed.
- d. Place signs on Hollis and 40th Streets directing trucks to side streets and onto Park Avenue via Hollis and Halleck Streets, and on Park Avenue informing truck traffic of permitted and prohibited turns.
- e. Place directories of businesses and residential buildings on Park Avenue at the Hollis/Park intersection, possibly as part of a gateway.
- f. Connect the Greenway south to the Bay Trail on Mandela Parkway via Halleck, Beach, Wood and 32nd Streets in Oakland or via a new bike path between Beach and Mandela running under the freeway in Oakland.

PROPOSED AND POTENTIAL SITES FOR PUBLIC FACILITIES



C. REGULATIONS

PARKING CREDIT FOR TIER 1 AND 2 BUILDINGS

Converting Tier 1 and 2 buildings into more intensive uses usually requires a substantial investment in retrofitting for earthquake safety. To create an incentive for the reuse of these buildings (many of which do not conform to existing parking requirements) credit for the unmet parking spaces can be applied to the parking requirement for the new use.

Example:

Old Use

Warehouse (20,000 sq ft)

Parking Requirements – 20 (1 per 1,000 sq ft)

Existing Spaces – 12

Unmet Spaces – 8

New Use

Office (20,000 sq ft)

Parking Requirements – 60 (3 per 1,000 sq ft)

Parking Credit – 8

NEW Parking Requirement – 52 (60-8 spaces)

FLOOR AREA RATIO

Existing	District Change	Bonus
0.7	1.4	2.4

FAR bonus to projects that involve substantial cleanup of contaminants, contain desired land uses, incorporate Tier 1 and 2 buildings, provide structured parking or provide public open space on ten percent of their land.

The General Plan and Zoning Ordinance amendments described below tie the plan to the zoning ordinance and help implement the urban design, land use, opens space, and transportation goals for the district.

1. Amend the Zoning Ordinance to add a Park Avenue Overlay District Zone referring to this plan.
2. Amend the Zoning Ordinance to give any Tier 1 or 2 architecturally significant building credit for any legal nonconforming parking deficiency when the building is converted to a more intensive desired use (see following page). Update sections regarding off-site parking and in-lieu fees.
3. Amend the Zoning Ordinance to change approval levels for selected desired uses in the district: General Retail Sales, Food and Beverage Retail Sales, and Personal Services to Planning Director approval (minor conditional use permit), and Administrative and Medical offices to permitted (by right).
4. Amend the Zoning Ordinance to prohibit Gasoline Sales, Hazardous Waste Facilities and Personal Storage in the District.
5. Amend the General Plan and Zoning Ordinance to double the allowed floor area ratio to 1.4 and allow a density bonus of 1.0 (for a total of 2.4) for projects in the district that include desired uses, involve cleanup of contaminants as required by a regulatory agency, incorporate Tier 1 or 2 significant buildings, provide publicly accessible structured parking equal to ten percent of their parking requirement without city funding, or provide publicly accessible open space on ten percent of their land. Any new construction using the density bonus must include energy conservation measures reducing energy use 15% beyond current building code requirements. In order for a site with a Tier 1 building to receive a density bonus, a significant and publicly visible part of the building must be preserved.
6. Amend the Zoning Ordinance to require development projects to include guest bicycle parking near entrances and secure bicycle parking for workers and residents.

7. Amend the Zoning Ordinance to require large parking facilities to include preferential car pool spaces.

LAND USE CHANGES

The following table shows proposed desired and prohibited use types (as they are classified in the zoning ordinance), examples of these uses, and the changes from most of the district's previous zoning. Note that **all** desired uses receive a 1.0 FAR density bonus.

Desired Uses	Examples	Previous Status	District Change
CIVIC			
Cultural/Library Services	<i>arts center</i>	By Right	
Park and Recreation	<i>park</i>	Use Permit	
Public Parking Services	<i>public parking</i>	Use Permit	
COMMERCIAL			
Retail-General	<i>arts-related retail</i>	Use Permit	Minor Use Permit
Personal Service	<i>dry cleaning</i>	Use Permit	Minor Use Permit
Food and Bev. Retail Sales	<i>wine Shop</i>	Use Permit	Minor Use Permit
Eat and Drink Est. Full Serv.	<i>café</i>	By Right	
Eat and Drink Est. Conv.	<i>coffee shop</i>	By Right	
Admin./Business Offices	<i>admin. office</i>	Use Permit	By Right
Professional Services	<i>prof. office</i>	By Right	
Medical Services	<i>medical office</i>	Use Permit	By Right
INDUSTRIAL			
Custom Manufacturing	<i>artist studio</i>	By Right	
RESIDENTIAL			
Multi-family Residential	<i>condos/apts.</i>	Use Permit	
LIVE-WORK	<i>live-work</i>	Use Permit	
Undesired Uses			
INDUSTRIAL			
Sm. Scale Haz. Waste Facility	<i>Hazardous Waste</i>	Use Permit	Not Allowed
Personal Storage	<i>Storage</i>	Use Permit	Not Allowed
Gasoline Sales	<i>Gas station</i>	Use Permit	Not Allowed

D. STREET STANDARDS

Plantings next to the Artists Co-op building in the district create a beautiful and green edge.

These standards are intended to help make the district a pedestrian-friendly space. They apply to Capital Improvement Projects and to private projects that require public improvements.

1. District-wide**a. Sidewalks**

- i.* Maintain or establish 12-foot sidewalk-and-planting areas between curb and buildings on the north-south streets, Sherwin, 45th and new streets in the district (except 11 feet on Horton Street south of Park Avenue).
- ii.* Main walkway paving should embody a simple approach using a universal material, such as concrete, with interesting score patterns based on tree grates.
- iii.* Minimize the use of utility boxes by installing underground vaults wherever possible, placing vaults at score lines to prevent cracking of sidewalks.
- iv.* Encroachments may include landscaping (bunch grasses, flowers, bushes, small trees) and furniture (tables, chairs, benches).
- v.* Encroachments must leave at least 6 feet of walk width way on the sidewalk.
- vi.* Planting and maintenance of landscaping by property owners is encouraged next to buildings.



Design of a plaza at the western terminus of Park Avenue that is similar to the one in front of the Civic Center (pictured here) will help tie the two parts of Park Avenue together.

b. Tree Plantings

- i.* All new street tree plantings should be ginkgo biloba trees, unless another tree is specified, such as in the proposed design for the Landmark Plaza, the Greenway and Park Avenue, and London plane trees on 40th Street.
- ii.* Wide-canopy trees should be planted in 4 to 6 foot tree wells.
- iii.* Trees should have ample permeable, well drained soil.
- iv.* Where tree roots are largely under concrete, structural soil should be used.
- v.* Canary Island palm trees should be placed in the plaza on the western terminus of Park Avenue to function as a landmark and to tie them into the palm trees in front of the Civic Center.
- vi.* Redwood trees should be planted at the Western end of Landmark Plaza as a terminus for Park Avenue.



Palm trees and redwood trees (left and right) are proposed for the Park Avenue Plaza at the western terminus of Park Avenue, while ginkgos should be planted along the side streets.



The district calls for a unified family of street furniture with classic lines and large clean curves.



Example of art integrated into bus shelter in Portland (left) and into a street light in Emeryville (right).

c. Street Furniture and Lighting

- i. Benches, trash cans and other street furniture should be made of metal and could include artistic motifs.
- ii. Classic lines with large clean curves should be used for street furniture.
- iii. Bike racks should be installed securely, following the manufacturer's recommendations.
- iv. Lighting should be at pedestrian height and be composed of warm light, for example with a color rendering index of at least 90 and a temperature of 3,000 degrees Kelvin.
- v. The standard Emeryville light post should be used except on the Emeryville Greenway, where the light post designed for the northern sections of the Greenway should be used.
- vi. Gateway features such as arches, columns and/or directories should be placed on Park Avenue at Hollis Street and San Pablo Avenue.



Gateway feature in San Jose.



The sign indicates the building's old use as Fisher Body Building.



Special sidewalk treatment highlights the importance of a location and the presence of pedestrians (53rd and Hollis in Emeryville).

d. Signs

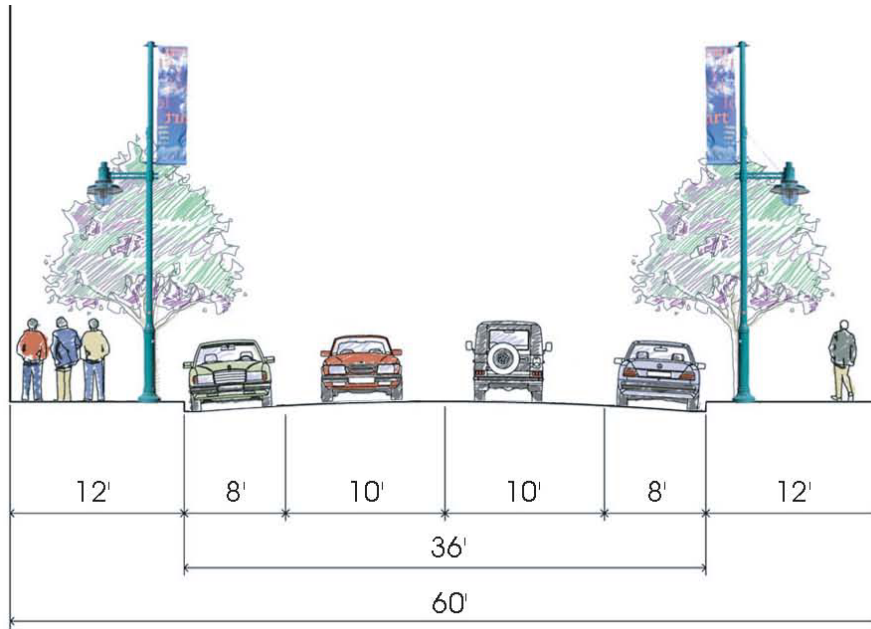
- i.* When buildings are renovated, developers should install commemorative signs on their buildings to highlight the history of the older buildings.
- ii.* Truck route signs should be placed around the district to implement the truck route plan.

e. Greenway

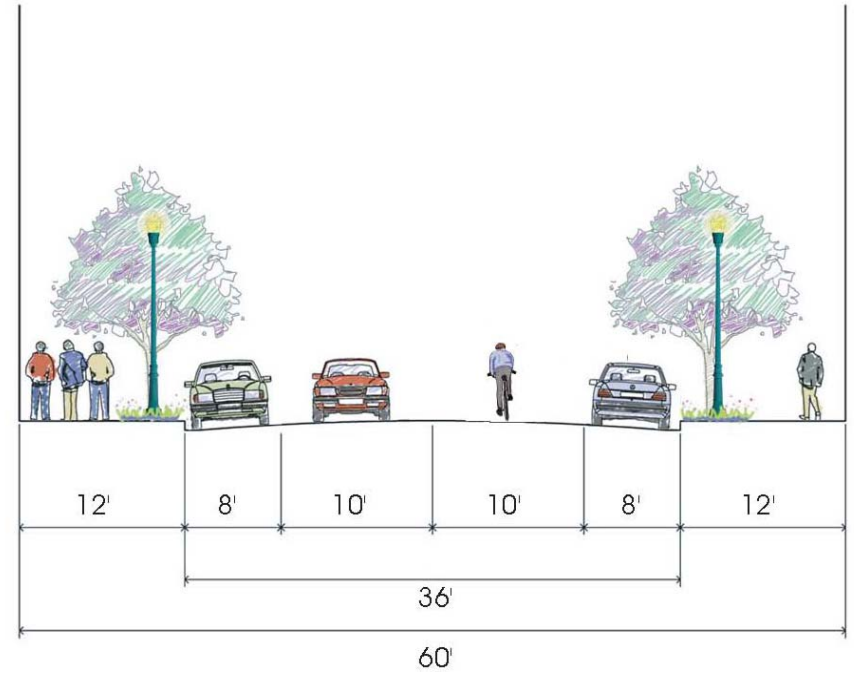
- i.* The design of the Greenway along Halleck Street should reflect the design of existing Greenway segments north of the district (Doyle Street).

f. Street

- i.* Differentiate the intersections of Park Avenue with Hollis and Halleck Streets and San Pablo Avenue from the rest of Park Avenue.
- ii.* Mark crosswalks at every corner.
- iii.* Give crosswalks at Hollis and Halleck Streets and San Pablo Avenue an appealing, visually distinct treatment.
- iv.* Eliminate angle and perpendicular parking where necessary to accommodate widened sidewalk.
- v.* Stencil bike boulevard symbols on Horton Street.
- vi.* Install pedestrian countdown signals at signalized intersections.



PROPOSED DESIGN FOR TYPICAL SIDE STREET



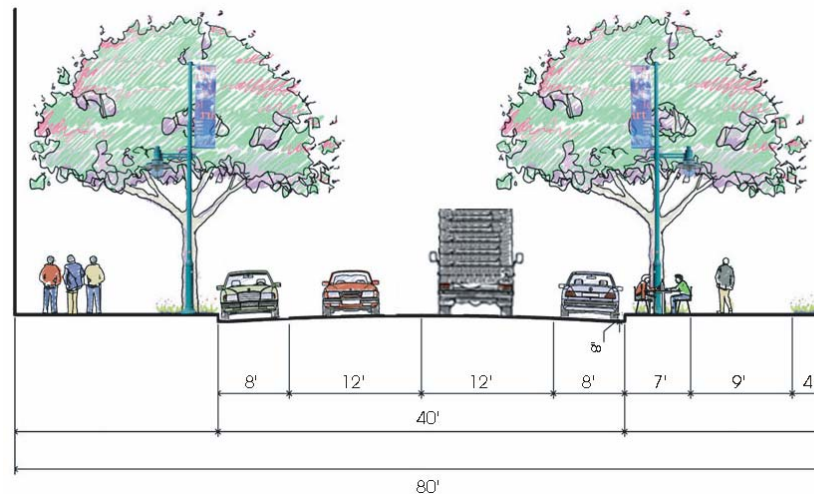
PROPOSED DESIGN FOR HALLECK STREET (GREENWAY)



Yarwood London Plane trees on the north side of Park Avenue (west of Hollis Street)

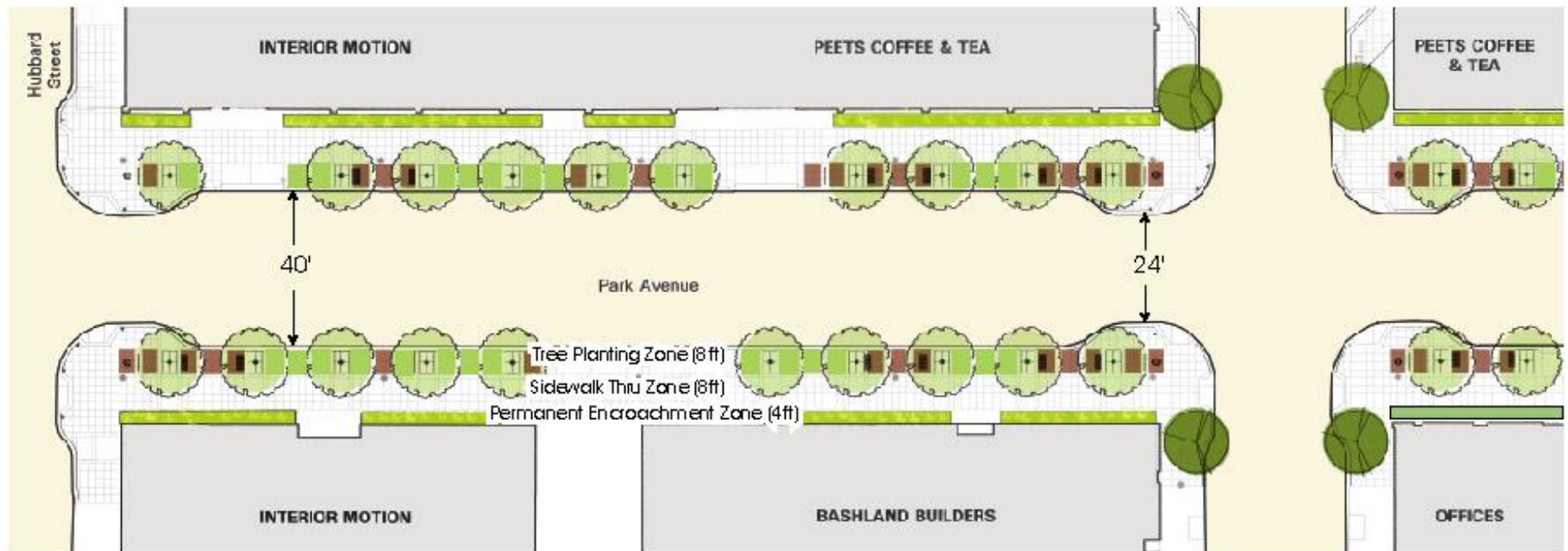
2. Park Avenue

- a. Widen Park Avenue sidewalks west of Hollis Street to 20 feet (except where they need to be 17-18 feet wide for truck turning at Hollis and Halleck Streets).
- b. Maintain 12-foot sidewalks on Park Avenue east of Hollis Street.
- c. Permeable and walkable surfaces should be placed between tree wells, allowing for planting, art and places for street furniture.
- d. Plant 'Yarwood' London Plane trees on Park Avenue, and Canary Island palms on the western terminus.
- e. Limit truck turning on to Park Avenue west of Hollis Street to Hollis and Halleck Streets, pursuant to adopted City Council policy.
- f. Place corner bulbouts at the intersections of Park Avenue with Holden, Horton and Hubbard Streets.
- g. Place bike racks on every block face of Park Avenue.



PROPOSED DESIGN FOR PARK AVENUE (west of Hollis Street)

PARK AVENUE – TYPICAL BLOCK



Tree Planting Zone

- tree wells 6ft x 4ft
 - + tree grate frame
 - + planting
- modular panels 6ft x 4ft
 - + benches, trash receptacles, bike racks, lighting
 - + structural soil
 - + about half bricks, half landscaping

Sidewalk Thru Zone

scored concrete in 2ft x 2ft squares

Permanent Encroachment Zone

building entry ramps, steps, plantings, outdoor seating

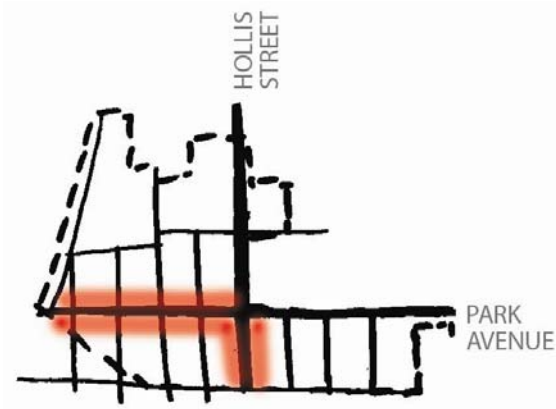
if no existing encroachment, install planting and irrigation

E. GUIDELINES

The guidelines presented below are intended to help meet the urban design, land use, open space, street design, and transportation policies for the district.

1. Development Guidelines

- a. When a building is constructed on the east side of San Pablo Avenue at the end of Park Avenue, it should include a distinctive landmark that provides a visual terminus for Park Avenue, possibly including palm trees.
- b. Encourage new development on each of the identified parking sites to include 100 public parking spaces, paid for by the City and funded in part by in-lieu fees from owners who intensify use of significant buildings:
 - Horton-Park-Hubbard-Sherwin (Banker-Marks)
 - Hollis-40th-Holden (Hollis Realty Group)
 - Haven-40th-NW (City)
 - Hollis-45th-Horton (PG&E)
 - Hubbard-40th-Halleck (in Oakland)
- c. Encourage property owners and businesses in the district to work with surrounding property owners and businesses to time-share parking.
- d. Residential projects should include units with multiple bedrooms that could accommodate families.
- e. As properties redevelop, retail, studio, or other active space should be provided in ground floor spaces fronting on Hollis Street between 40th Street and Park Avenue and on Park Avenue west of Hollis Street.
- f. Development of large sites (1 acre or greater) and non-architecturally significant building sites should include residential or live/work units.



New retail, studio and other active spaces should be concentrated along Park Avenue and Hollis Streets.



Setbacks on Hollis and Holden Streets will allow more public uses to be accommodated on the sidewalk.

- g. Public access easements should be dedicated across large blocks as they redevelop. This is especially desirable across the long blocks between Park Avenue and 45th Street.
- h. As properties redevelop along Hollis and Holden Streets, new development should be set back to create a 12-foot-wide sidewalk-and-landscaping area.
- i. Encourage new development north of Sherwin Avenue and west of Horton Street to include a public park or parks with ample green space.
- j. Encourage new development on the north side of Park Avenue midway between Hollis Street and the railroad to include a public park.



Arcade in front of building in the district.



The PG&E building on Hollis Street takes advantage of its setback to create an inviting open space.



Doorways in the district.



2. Design Guidelines

a. Build to the right-of-way edge.

Buildings should extend all the way to the property lines that adjoin public rights-of-way, except that a setback of up to 10 feet for up to 1/3 of the building frontage is allowed. A building may be further set back if a continuous, lighted arcade with columns is in place at the property line. This guideline does not apply to development along the north side of 40th Street where part of existing setbacks should be retained and used as transitional open space.

b. Design setbacks as inviting spaces.

Set back portions of buildings can be used to create a transition from the sidewalk to the building. The setback area can include building stairs or ledges that lead to the sidewalk. Elevation from street level, planting material or building columns can emphasize the transitional character of this space and distinguish it from the sidewalk and building areas. These spaces should be lighted and remain visible from the sidewalk. They can incorporate pedestrian amenities, such as benches, tables, and landscaping.

c. Place main pedestrian entries on the street.

Locate principal entrances on the main street edge of the building. Multiple entrances on the street are encouraged. Doors facing Park Avenue should be larger than residential scale to relate to the larger scale of the street. De-emphasize service and parking entrances, and place them at the rear of the building or on a side not fronting on Park Avenue.



*On the left, a building with a blank wall in the district.
On the right, an articulated façade in the district.*



A district building displays symmetry and repetitive window and doorway patterns.



Utilities concealed behind landscaping.

d. Avoid large blank walls.

No expanse of blank wall longer than 25 feet is allowed on the ground floor. On the ground floor, there should be at least one window every 25 feet with a sill no higher than 4 1/2 feet above the sidewalk or 3 feet from a raised loading dock or interior floor. Each window opening should be at least 3 feet by 3 feet. In addition, architectural details (such as scoring, tiles, color and texture contrasts, wall lamps, pillars, arches, belt courses or molding), awnings, art work and murals, landscaping, and other elements should be used to enliven or soften walls.

e. Use industrial building patterns and massing.

Use building design and construction methods that are sympathetic with the district's existing industrial aesthetic. Buildings should exhibit exposed repetitive structural bays, symmetry and/or repetitive window patterns. Windows and doors should make up at least a third of the elevations facing the streets. Buildings with a retail component should contain display windows with unobstructed views into interior spaces. Facades should also include horizontal elements such as wide window arrangements, gables, articulation, relief, recessed, multi-paned windows and different heights across the block face.

f. Conceal or integrate utilities.

Dumpsters, utility meters, and mechanical equipment should be concealed from view or placed on a side of the building not fronting on a street. As an alternative, this equipment may be designed into the building, plantings or street furniture as an integral part of the architecture.



Ironwork, brick, wooden door, and glass windows on buildings in the district.



Awning on a renovated building within the district.



Signage within the district.

g. Use industrial building materials.

High quality materials that will age well and contribute to the District's existing industrial aesthetic should be used in construction. Historical materials such as brick and poured concrete are preferred. Masonry, stone, low-texture stucco, and concrete and steel frames with infill are also acceptable. When wood frame buildings are proposed, they should incorporate industrial materials. Particle board and plywood are prohibited, along with simulated materials such as imitation stone or wood and indoor/outdoor carpeting. Concrete-fiber board and corrugated metal are allowed if fasteners are covered. Window panes should be made of clear or translucent glass, and may not be painted. Door and window frames should consist of wood, dark anodized aluminum, steel, or coated metal. Fencing should be consistent with the high quality industrial aesthetic. Wrought-iron fencing is encouraged, and untreated chain-link fencing is prohibited.

h. Design awnings as part of the building.

Canopies and awnings are encouraged and should be designed as an integral part of the architecture. These elements should visually reinforce architectural bays and details. Awnings of metal and glass are encouraged.

i. Design signs to reinforce the character of the district.

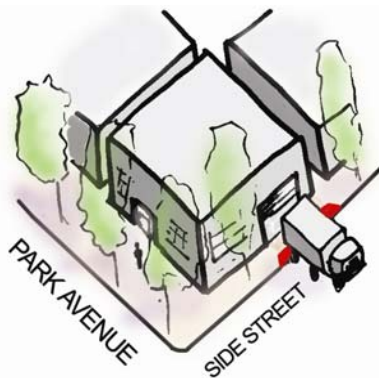
Signs should be mounted on buildings below roof level or suspended in an arcade, not placed above buildings. Signs should be located on a building in a place that is designed for them, so that they do not look tacked on. Signs should be composed of high-quality materials that reflect the architecture and exterior materials of the building. Illumination, if any, should be indirect, except for internally illuminated individual letters. Internally illuminated cabinet signs ("can signs") are prohibited.



Pedestrian-scaled lighting in a city in England.



Open space associated with private residential development within the district.



Driveways should be located on side streets rather than on Park Avenue

j. Lighting of buildings should be at a pedestrian scale.

The lighting of buildings and landscaping should be designed to foster interest and a sense of pedestrian scale. Large areas of high wattage lighting are discouraged.

k. Provide open space within development projects.

A rooftop garden, atrium, balconies and/or other open space should be included in each new or substantially renovated building.

l. Do not increase the number of curb cuts on Park Avenue.

To create a more pedestrian friendly environment on Park Avenue it is best to reduce the number of potential conflicts with motor vehicles crossing the sidewalk while entering or exiting driveways. This can be done by minimizing the number of driveways in a development and by placing necessary driveways on side streets.



Parking garage in Staunton, Virginia with façades that look like office or residential uses.

m. Design parking structures as architectural amenities.

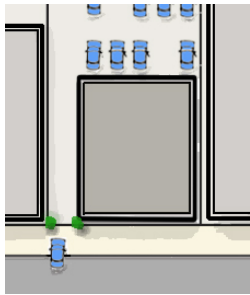
Parking structures should be designed to look like inhabited buildings, such as residential or office buildings. The structure should be designed so that parked cars and interior lighting are not visible from the outside.



Parking garage in Walnut Creek with retail on ground floor and a second floor parking area disguised as office or residential space.

n. Create active street fronts for parking structures.

Parking structures should create street front activity by having commercial, studio or civic space, with a visual connection (through doors and windows) to the street, along at least 50 percent of the Park Avenue frontage, and along at least 30 percent of the total street frontage. Parking entrance and exit widths should be no wider than 20 feet, and preferably no more than 10 feet.



Parking in the rear of a building, out of highly visible area, allows people to walk alongside a building rather than a parking lot.



Parking lots should be shaded with trees as required by the Zoning Ordinance.

o. Place surface parking out of highly visible areas.

Off-street parking that fronts on district streets (including parking placed between a building and its street frontage) is strongly discouraged. This is particularly true for Park Avenue and district street corners, and will be allowed only after other options have been demonstrated to be infeasible. New parking lot entrances or garage doors should be at least 25 feet from other garage or parking lot entrances. Each parking entrance and exit should occupy less than 20 feet of width along the sidewalk (preferably no more than 10 feet), and should be framed by buildings, walls, fencing, or planting at least 6 feet high. If parking is accessible to the public, there should be views in from the sidewalk for safety.

p. Illuminate and shade parking lots.

Parking lots must be lighted. Site lighting should reinforce architectural character and not cast glare upon adjacent properties or right of way. Lamp posts must not be higher than 15 feet. In some cases, toxic contamination of soil or groundwater constrains tree planting methods. If soil must be inaccessible to people, use grates, pervious paving (such as bricks or stones) or other covering. If soil must be capped, precluding planting in the ground, use above-ground containers; in this case trellises may be used to form part or the entire required canopy over the contaminated soils. Lots should at least have the number of trees required by Zoning Ordinance – one tree for every 7.5 parking spaces.

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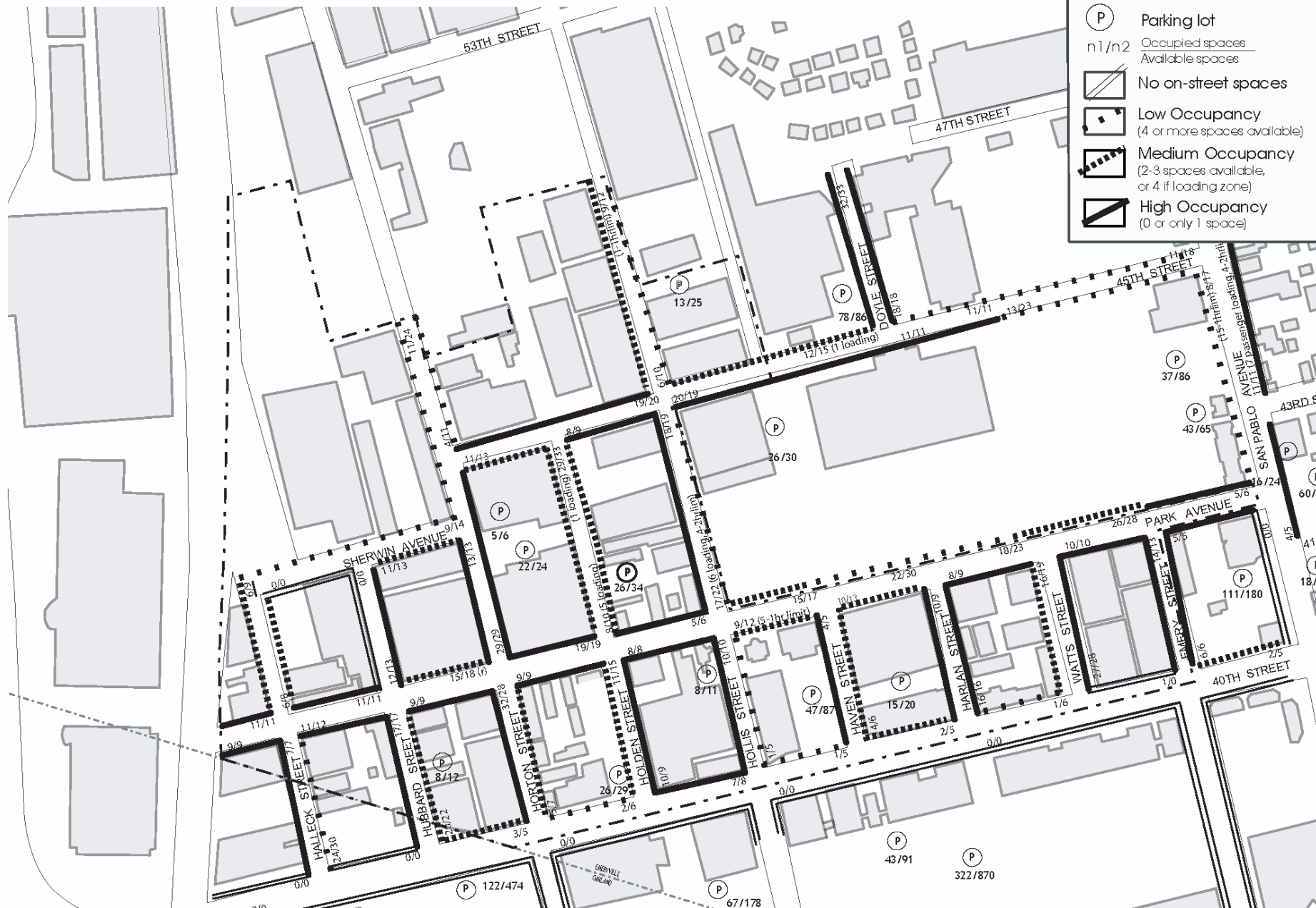
V. APPENDICES

THIS SECTION INCLUDES INFORMATION USED IN THE CREATION OF THE PLAN AS WELL AS DETAILS THAT WILL HELP IN THE IMPLEMENTATION OF THE PLAN'S POLICIES. SPECIFICALLY, THE APPENDICES INCLUDE A PARKING ANALYSIS, COST ESTIMATES, IDEAS FROM A DESIGN COMPETITION, A LIST OF PARCEL INFORMATION, AND DEVELOPMENT CONDITIONS OF APPROVAL.



V. Appendices

A. Parking Analysis

PARKING SURVEY TUESDAY JUNE 8 and 15, 2004 mid-day 10am-2pm

The required number of parking spaces in the district is likely to increase as industrial uses convert to more intensive uses. This will be particularly relevant for the conversion of Tier 1 and 2 buildings, as they will receive some parking credits and the remaining portion of parking spaces will probably not be located on site either (existing buildings, which are to be preserved, usually occupy the entire lot).

PARKING DEMAND ESTIMATE

(for Re-Use of Architecturally Significant Buildings in the Park Avenue District) *

Building Name	Tier	APN	Address	Bldg. Sq. Ft.	Ind. Park. Req.	Comm. Park. Req.	Existing Parking	Diff.	Park. Credit	NEW Park. Spaces
Pelco	1	1036-3	1550 Park	16950	17	51	0	51	17	34
Trader Vic	1	617-5-6	1545 Park	25250	25	76	20	56	5	51
Buttner	1	617-5-7	1501 Park	10200	10	31	15	16	0	16
Bishoff	1	1032-12	4224 Holden	5080	5	15	1	14	4	10
Santner	1	1032-9		2575	3	8	0	8	3	5
Pitzer	2	1032-7-1	1368 Park	18000	18	54	6	48	12	36
Peet's	2	1033-2	4210 Holden	65000	65	195	40	155	25	130
Industrial Safety	2	617-23	4041 Hollis	8400	8	25	0	25	8	17
American Stamping	2	618-4	4062 Hollis	31000	31	93	7	86	24	62
Easy Auto	2	618-7-2	4060 Harlan	8000	8	24	0	24	8	16
TOTAL								482	106	376

* Does not include the Sherwin Williams and PG&E sites, as the Tier 1 and 2 buildings here are part of larger development and it is assumed they will be able to park themselves.

B. COST ESTIMATES FOR CAPITAL IMPROVEMENTS

Capital improvement costs include street improvements, the purchase and redevelopment of a site to house a cultural arts center, the purchase of the railroad parcel for a park, and construction of public parking structures.

COST ESTIMATES FOR CAPITAL IMPROVEMENTS IN THE PARK AVENUE DISTRICT PLAN

Improvement Type	Potential Funding	Project	Cost \$Millions
Street Improvements	Developers, Redevelopment	Park Av West & Horton South	5.4
		Cross Streets & Park Av East	3.4
		Sherwin-Williams	1.9
		Banker-Marks	1.1
		PG&E	1.6
Cultural Arts Center	Brownfield Grant, Park Bond Measure, Redevelopment	Purchase & Exhibition	4
		Rooms & Additions	6
Railroad Right of Way	Quimby Developer Fees, Park Bond, Redevelopment	Land Purchase	1.9
		Park Improvements	1.7
Structured Public Parking	In-lieu Parking Fees, Assessment District, Redevelopment	Civic Center	3
		Banker Marks site	3
		Hollis Realty Group site	3
		PG&E site	3
		Oakland site	3

Street improvements in the district, such as placing utilities underground, improving sidewalks, planting trees and installing lights, will occur in several phases and will be funded by different entities. The City of Emeryville will fund the two initial phases. Street improvements to the areas around Sherwin Williams, the Banker-Marks building (non-architecturally significant) and PG&E will occur in conjunction with the re-development of these sites.

TYPES OF STREET IMPROVEMENTS IN THE PARK AVENUE DISTRICT PLAN

Phase	Streets	Under-grounding	Sidewalks	Trees	Lights
City Phase I	Park Av west of Hollis St	•	•	•	•
	Horton St south of Park Av	•	•	•	•
City Phase II	Halleck St	•	•	•	•
	Hubbard St south of Park Av	•	•	•	•
	Holden St south of PG&E	•	•	•	•
	Hollis St south of PG&E		○	•	
	Haven St			•	•
	Harlan St	•		•	•
	Watts St	•	○	•	•
	Emery St	•		•	•
	45th St east of Hollis St				•
	Park Av east of Hollis St			○	
Sherwin-Williams*	Sherwin Av	•	•	•	•
	Horton St north of Sherwin Av	•		•	•
Banker-Marks*	Hubbard St north of Park Av	•	•	•	•
	Horton St north of Park Av	•	•	•	•
PG&E*	Hollis St alongside PG&E	•			
	Holden St alongside PG&E	•	•	•	•
	45th St alongside PG&E	•			•

• entire length ○ spot improvements

* Nothing has yet been proposed for these sites.

PHASING LENGTH, AND ESTIMATED COST OF STREET IMPROVEMENTS IN PARK AVENUE DISTRICT PLAN

Phase	Streets	Length	Underground Utilities	Sidewalks	Trees	Lights	Other	Subtotal	Soft Costs	Street total	Notes
		feet	\$650/foot	\$175/foot ea side	\$1000ea 25' on ctr ea side	\$7,000 ea 50' on ctr alternating	(described in Notes)		(15%)		
City											
Phase I	Park Av west of Hollis St	1,481	962,650	518,350	120,480	214,340	2,000,000	3,815,820	572,373	4,388,193	pave street
	Horton St south of Park Av	400	260,000	140,000	34,000	63,000		497,000	74,550	571,550	
	<i>Phase total</i>	<i>1,881</i>	<i>1,222,650</i>	<i>658,350</i>	<i>154,480</i>	<i>277,340</i>	<i>2,000,000</i>	<i>4,312,820</i>	<i>646,923</i>	<i>4,959,743</i>	
City											
Phase II	Halleck St	485	315,250	84,700	40,800	74,900		515,650	77,348	592,998	
	Hubbard St south of Park Av	400	260,000	140,000	34,000	63,000		497,000	74,550	571,550	
	Holden St south of PG&E	675	438,750	140,000	56,000	101,500		736,250	110,438	846,688	
	Hollis St south of PG&E	675	0	48,125	17,000	0		65,125	9,769	74,894	sidew s of town hall, trees s of Park
	Haven St	400	260,000	0	15,000	63,000		338,000	50,700	388,700	trees east side
	Harlan St	400	0	0	17,000	63,000		80,000	12,000	92,000	
	Watts St	400	260,000	22,750	17,000	63,000		362,750	54,413	417,163	notch, trees west
	Emery St	400	260,000	0	34,000	63,000		357,000	53,550	410,550	
	45th St east of Hollis St	256	0	0	0	21,420					
	Park Av east of Hollis St		0	0	9,000	0	3,200	12,200	1,830	14,030	infill trees, bulbouts
	<i>Phase total</i>	<i>4,091</i>	<i>1,794,000</i>	<i>435,575</i>	<i>239,800</i>	<i>512,820</i>	<i>3,200</i>	<i>2,963,975</i>	<i>444,596</i>	<i>3,408,571</i>	
Sherwin-	Sherwin Av	652	423,800	46,550	277,640	98,280		846,270	126,941	973,211	sidewalk north west
Williams	Horton St north of Sherwin Av	1058	687,700	0	5,000	155,120		847,820	127,173	974,993	
	<i>Phase total</i>	<i>1,710</i>	<i>1,111,500</i>	<i>46,550</i>	<i>282,640</i>	<i>253,400</i>		<i>1,694,090</i>	<i>254,114</i>	<i>1,948,204</i>	
Banker-	Hubbard St north of Park Av	400	260,000	140,000	34,000	63,000		497,000	74,550	571,550	
Marks	Horton St north of Park Av	400	260,000	140,000	34,000	63,000		497,000	74,550	571,550	
	<i>Phase total</i>	<i>800</i>	<i>520,000</i>	<i>280,000</i>	<i>68,000</i>	<i>126,000</i>		<i>994,000</i>	<i>149,100</i>	<i>1,143,100</i>	
PG&E	Hollis St alongside PG&E	930	0	0	0	0		0	0	0	lights done, no room for trees + dedication north of 45th
	Holden St alongside PG&E	916	595,400	320,600	75,280	135,240		1,126,520	168,978	1,295,498	sidewalks, trees OK as they are
	45th St alongside PG&E	275	178,750	0	0	45,500		224,250	33,638	257,888	
	<i>Phase total</i>	<i>2,121</i>	<i>774,150</i>	<i>320,600</i>	<i>75,280</i>	<i>180,740</i>		<i>1,350,770</i>	<i>202,616</i>	<i>1,553,386</i>	

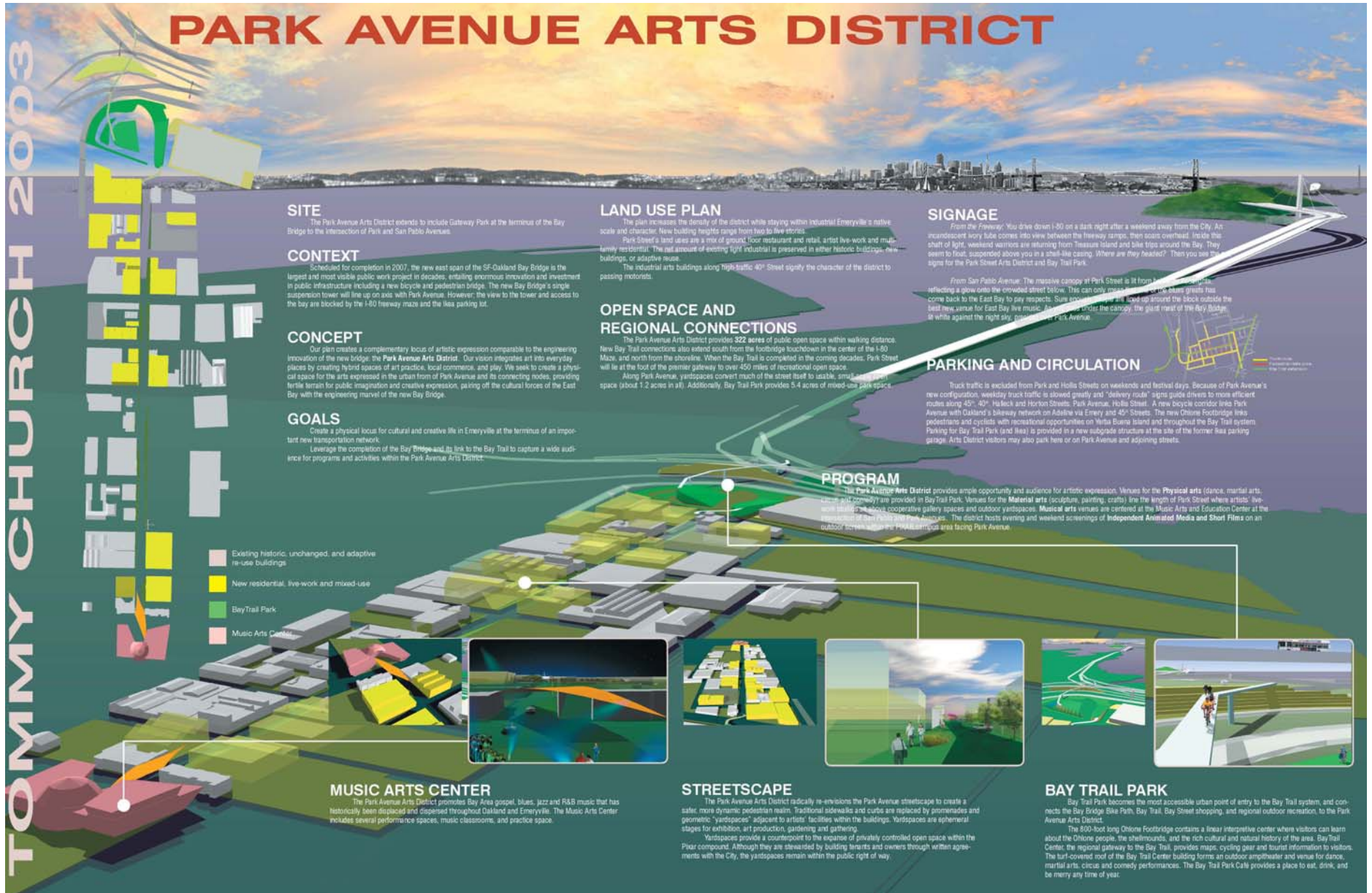
C. PARK AVENUE DESIGN COMPETITION

The University of California at Berkeley's Landscape Architecture and Environmental Design Department's *Thomas Church Memorial Design Competition 2003* chose as its topic the possibility of an arts district in Emeryville, centered on Park Avenue. The designs were meant to "explore the potential of historic Park Avenue to become a diverse, thriving, and vivid multi-use destination for creative artists, craftspeople, local residents and visitors of Emeryville".

UC Berkeley Assistant Professor Jennifer Brooke (former Park Avenue District Committee member and current Planning Commission member) conceptualized and organized the competition. Student winners were: John Bela and Blaine Merker (first place), Wan-Chi Yin and Crystal Gaudio (second place) and Andrea Urbiel Goldner and Caitlin Pope-Daum (third place).

All three designs are included in this appendix. These designs provided inspiration for the Park Avenue District Committee members and represent possible future visions for the district.

FIRST place – John Bela and Blaine Merker



Site – The Park Avenue District extends to include Gateway Park at the terminus of the Bay Bridge to the intersection of Park and San Pablo Avenues.

Context – Scheduled for completion in 2007, the new east span of the San Francisco-Oakland Bay Bridge is the largest and most visible public works project in decades, entailing enormous innovation and investment in public infrastructures including a new bicycle and pedestrian bridge. The new Bay Bridge's single suspension tower will line up on axis with Park Avenue. However, the view to the tower and access to the water are blocked by the I-80 freeway maze and the IKEA parking lot.

Concept – Our plan creates a complementary locus of artistic expression comparable to the engineering innovation of the Bridge: Park Avenue Arts District. Our vision integrates art into everyday places by creating hybrid spaces of art practice, local commerce, and play. We seek to create physical space for the arts expressed in the urban form of Park Avenue and its connecting nodes, providing fertile terrain for public imagination and creative expression, pairing off the cultural forces of the East Bay with the engineering marvel of the new Bay Bridge.

Goals – Create a physical locus for creative and cultural life in Emeryville at the terminus of an important new transportation network. Leverage the completion of the Bay Bridge and its link to the Bay Trail to capture a wide audience for programs and activities within the Park Avenue Arts District.

Land Use Plan – The plan increases the density of the district, while staying within industrial Emeryville's native scale and character. New building heights range from two to five stories. Park Avenue's uses are a mix of ground floor restaurants and retail, live-work and multi-family residential. The net amount of existing light industrial is preserved in historic buildings, new building or adaptive re-use. The industrial arts buildings along high-traffic 40th Street signal the character of the district to passing motorists.

Open Space and Regional Connections – The Park Avenue Arts district provides 322 acres of open space within walking distance. New Bay Trail connections also extend south from the footbridge touchdown in the center of the I-80 maze, and north from the shoreline. When the Bay Trail is completed in the coming decades, Park Avenue will lie at the foot of the premier gateway to 450 miles of recreational open space. Along Park Avenue, yard spaces convert much of the street itself into usable, small-scale open space (1.2 acres in all). Additionally, Bay Trail Park provides 5.4 acres of mixed-use park space.

Signage – From the Freeway:

From the Freeway: You drive down I-80 on a dark night after a weekend away from the City. An incandescent ivory tube comes into view between the freeway ramps, then soars overhead. Inside this shaft of light, weekend warriors are returning from Treasure Island and bike trips around the Bay. They seem to float, suspended above you in a shell-like casing. *Where are they headed?* Then you see the exit signs for the Park Avenue Arts District.

Bay Trail Park. - Bay Trail Park becomes the most accessible urban point of entry to the Bay Trail system, and connects the Bay Bridge Bike Path, Bay Trail, Bay Street shopping, and regional outdoor recreation, to the Park Avenue Arts District. The 800-foot long Ohlone Footbridge contains a linear interpretive center where visitors can learn about the Ohlone people, the shellmounds, and the rich cultural and natural history of the area. Bay Trail Center, the regional gateway to the Bay Trail, provides maps, cycling gear and tourist information to visitors. The turf-covered roof of the Bay Trail Center building forms an outdoor amphitheater and venue for dance, martial arts, circus and comedy performances. The Bay Trail Park Café provides a place to eat, drink, and be merry any time of year.

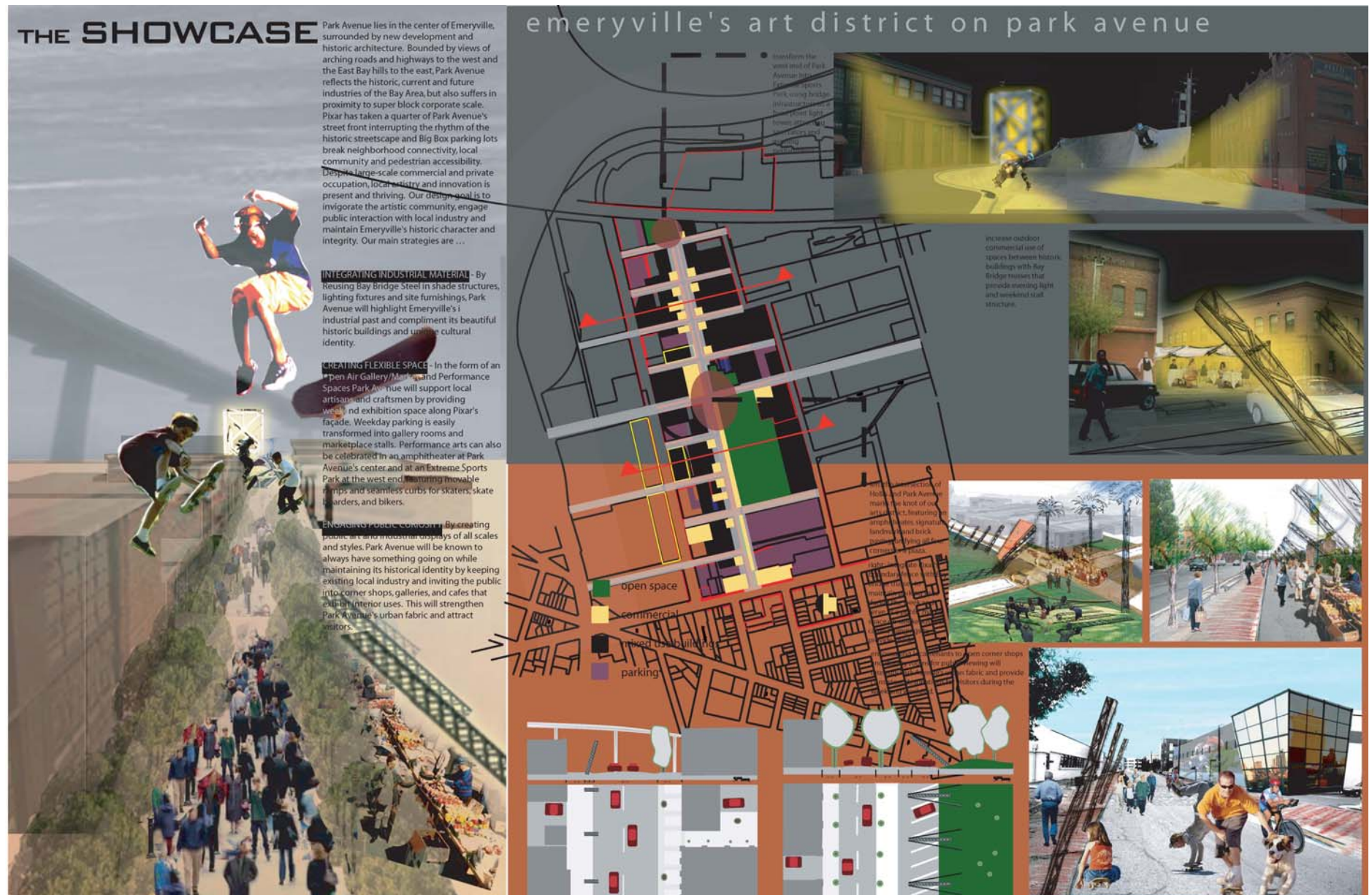
Parking and Circulation – Truck traffic is excluded from Park and Hollis Streets on weekends and festival days. Because of Park Avenue’s new configuration, weekday truck traffic is slowed greatly and “delivery route” signs guide drivers to more efficient routes along 45th, 40th, Halleck, Horton and Hollis Streets and Park Avenue. A new bicycle corridor links Park Avenue with Oakland’s bikeway network on Adeline via Emery and 45th Streets. The new Ohlone Footbridge links pedestrians and cyclists with recreational opportunities on Yerba Buena Island and throughout the Bay Trail system. Parking for Bay Trail Park (and Ikea) is provided in a new sub-grade structure at the site of the former Ikea parking garage. Arts District visitors may also park here or on Park Avenue and adjoining streets.

Program – The Park Avenue Arts District provides ample opportunity and audience for artistic expression. Venues for the Physical arts (dance, martial arts, circus and comedy) are provided in Bay Trail Park. Venues for the Material arts (sculpture, painting, crafts) line the length of Park Avenue where artists’ live/work studios sit above cooperative gallery spaces and outdoor yard spaces. Musical arts venues are centered at the Music Arts and Education Center at the intersection of San Pablo and Park Avenues. The district hosts evening and weekend screenings of Independent Animated Media and Short Films on an outdoor screen within the PIXAR campus area facing Park Avenue.

Music Arts Center – The Park Avenue Arts District promotes Bay Area gospel, blues, jazz and R&B music that has historically been displaced and dispersed throughout Oakland and Emeryville. The Music Arts Center includes several performance spaces, music classrooms, and practice space.

Streetscape – The Park Avenue Arts District radically re-envision the Park Avenue streetscape to create a safer, more dynamic pedestrian realm. Traditional sidewalks and curbs are replaced by promenades and geometric “yardspaces” adjacent to artists’ facilities within the buildings. Yardspaces are ephemeral stages for exhibition, art production, gardening and gathering. Yardspaces provide a counterpoint to the expanse of privately controlled open space within the Pixar compound. Although they are stewarded by building tenants and owners through written agreements with the City, the yardspaces remain within the public right of way.

SECOND place – Wan-Chi Yin and Crystal Gaudio



Park Avenue lies in the center of Emeryville, surrounded by new development and historic architecture. Bounded by views of arching roads and highways to the west and the East Bay hills to the east, Park Avenue reflects the historic, current and future industries of the Bay Area, but also suffers in proximity to super block corporate scale. Pixar has taken a quarter of Park Avenue's street front, interrupting the rhythm of the historic streetscape, and Big Box parking lots break neighborhood connectivity, local community and pedestrian accessibility. Despite large-scale commercial and private occupation, local artistry and innovation is present and thriving. Our design goal is to invigorate the artistic community, engage public interaction with local industry and maintain Emeryville's historic character and integrity.

Our main strategies are:

Integrating Industrial Material – By Reusing Bay Bridge Steel in shade structures, lighting fixtures and site furnishings, Park Avenue will highlight Emeryville's industrial past and compliment its beautiful historic buildings and unique cultural identity.

Creating Flexible Space – In the form of an Open Air Gallery/Market and Performance Spaces, Park Avenue will support local artisans and craftsmen by providing weekend exhibition space along Pixar's façade. Weekday parking is easily transformed into gallery rooms and marketplace stalls. Performance arts can also be celebrated in an amphitheater at Park Avenue's center and at an Extreme Sports Park at the west end, featuring movable ramps and seamless curbs for skaters, skate boarders, and bikers.

Engaging Public Curiosity – By creating public art and industrial displays of all scales and styles, Park Avenue will be known to always have something going on while maintaining its historical identity by keeping existing local industry and inviting the public into corner shops, galleries, and cafes that exhibit interior uses. This will strengthen Park Avenue's urban fabric and attract visitors.

Image and Map Captions:

- transform the west end of Park Avenue into an Extreme Sports Park, using bridge infrastructure as a focal point light tower, attracting spectators and evening performance. increase outdoor commercial use of spaces between historic buildings with Bay Bridge trusses that provide evening light and weekend stall structure.
- the intersection of Hollis Street and Park Avenue marks the knot of our arts district, featuring an amphitheater, signature landmark and brick paving, unifying all four corners in a plaza.
- integrate Pixar's boundary fence with Bay Bridge trusses to maintain parking uses during the week and serve as a public market space on weekends with canvas hangings to provide shade. encouraging local tenants to open corner shops and display rooms for public viewing will intensify Park Avenue's urban fabric and provide consistent destinations for visitors.

THIRD Place – Andrea Urbiel Goldner and Caitlin Pope-Daum



In order to create a substantive and meaningful cultural arts district, Emeryville and Park Avenue should be considered in terms of volumes. Emeryville is a city full of closed yet pregnant volumes. The historic Shellmound, Temescal Creek, and Pixar are all present but inaccessible visually and physically. For this reinvigoration of Park Avenue, we propose a cultural arts district that makes art and industry visible and physically accessible by avoiding façade or surface treatments. We are engaging the entirety of the volumes on Park Avenue which already enclose the arts, crafts, culture, and industry, by pulling streetscape elements behind, through and adjacent to active spaces on the street, and by creating educational, civic and revelatory spaces on and off the street. Not only have we considered treating singular volumes on Park Avenue, like spaces behind buildings or particular warehouse, we have also considered the street to be volume in itself, something that can be reconnected to the fabric of the city and its existing cultural centers by its intersecting streets. The volumes of the cultural arts district should be multi-dimensional in space and time, used throughout the day, night, and year. Physical design interventions and strategic choice of land use support a substantive cultural arts district that is intrinsically connected to the city fabric.

Emeryville's cultural arts district should be explicitly accessible to all residents. The new cultural arts district should complement existing activities and make explicit connections to Emeryville's cultural anchors (such as Kimball's East Jazz and Supper Club, the Broken Rack Billiards and the Public Market). This plan proposes: restaurants and clubs under 40th Street; palm bosque at train plaza; book carts on the southern blocks of Hubbard and Horton Streets as a typical treatment between buildings (could also include coffee carts, beer gardens, outdoor cafes, and exhibition spaces); seasonal trees on Hollis and Horton Streets that connect Park Avenue to the existing Amtrak station, Kimball's, the Broken Rack and Public Market; that Pixar include outdoor movie space for kiosks with free movies and gallery space for digital animation; the heart of the cultural district be closed to auto traffic for special events; educational space for studios, apprenticeships and instruction for school-time learning opportunities as well as afternoon activities.

In 1999, builders of Emeryville's Bay Street development of shops and movie theaters encountered and excavated one of the area's most sacred volumes, the Emeryville shellmound. Development on the Shellmound (a collection of everyday Ohlone objects and importantly, a burial ground) prompted protest. Today shops and theaters stand in its place and the city lacks space for education, dialogue and reflection on what was lost. This block provides space for much needed reflection for the community. Some volumes remain completely closed (the Apollo crematorium, for example) while others are opened to provide an outdoor chapel for grieving families, Ohlone descendants, and interested residents. Exhibit space for the Emeryville Historical Society and other organizations is provided as well.

Vanity Fair recently featured Pixar among its notables of 2003. We have converted a corner of the Pixar lot into a public plaza and outdoor movie space, bringing the Studios' cutting edge art and industry into the civic heart of the city. Opening this closed volume confirms Pixar's role in the culture of Emeryville. The Oaks Card Club provides a cultural anchor to the Park Avenue Arts District. Outdoor game spaces (such as card and chess tables) reinforce the anchor. Emeryville is terminus for San Francisco-bound rail lines; an additional weekend stop at Park Avenue will connect the Arts District to the rest of the region.

D. DISTRICT PARCEL INFORMATION

The following pages contain a table with district parcel information, including parcel address, property owner, building and lot size, existing building material and number of stories, building's architectural significance, and existing land use. Following the table is a map that show parcel numbers.

EXISTING PARCELS IN THE PARK AVENUE DISTRICT

Parcel Number	Street Address	Owner June 2005	Lot Sq Feet	Building Sq Feet	Material & Stories	Architectural Significance	Existing Land Use
49-1033-2	1400 Holden	Geisler Lewerenz	63,800	63,800	brick 1 + M	2	coffee roasting
49-1032-3-1	4240 Holden	Bash	11,970	11,970	brick 2	2	orthopedics whs, video live/work
49-1032-4	4213 Hollis	Bash	13,300	9,310	tiltup 2	0	caterer
49-1032-5	1350 Park	LeDuc	7,875	7,955	tiltup 2	0	caterer
49-1032-6	1364 Park	Yee	6,250	4,827	stucco, wood 2	0	residential
49-1032-7-1	1368 Park	Shaolian	8,613	12,500	brick 2	2	copier warehouse, repair
49-1032-8-3,4	1392 Park	Gould Varinsky	5,363	5,100	wood 2, asphalt 0	1	offices, parking lot
49-1032-9	4210 Holden	Santner	2,575	2,575	brick 1	2	warehouse
49-1032-10	4214 Holden	Bash	6,565	0	asphalt 0	0	parking
49-1032-11	4220 Holden	Bash	5,320	0	asphalt 0	0	parking
49-1032-12	4224 Holden	Bischoff	5,320	4,747	brick 1	2	vacant building
49-1032-13	4246 Holden	PG&E S South	34,085	28,170	metal , stucco 1	2	product testing
49-1032-14	4245 Hollis	PG&E South	53,451	15,000	poured conc 1	0	storage
49-1033-4	4333 Holden	Artists' Co-op S	36,588	25,414	brick 1	1	live/work
49-1033-20	4300 Horton	45th St Lofts	26,076	22,204	brick, conc stucco 1	1	residential and office
49-1034-1-3,4	1490 Park, 1451 Sherwin	Banker Marks	103,142	100,000	tiltup 1	0	warehouse, furniture sales
49-1035-4	4226 Halleck	Holliday	18,700	0	gravel 0	0	res. under construction
49-1035-7	1518 Halleck	Em Whs Lofts	9,959	0	conc 6	0	parking for lofts
49-1035-5	1500 Park	Em Whs Lofts	64,033	165,835	poured conc 6	1	residential and live/work
49-1035-6	1510 Park	Em Whs Lofts	14,770	12,141	stucco, conc 2	0	live/work condos
49-1036-2	4245 Halleck	Pelligrini/Trs	15,266	15,00	stucco 1	0	toxic waste transfer
49-1036-3	1550 Park	Refrigeration	21,255	16,959	brick 2	1	refrigerator repair and sales
49-1041-6, 26-2	1500 Sherwin	Sherwin-Williams	216,000	349,000	brick 3	1, 2 and 0	paint factory
49-1041-12-2	4512-4514 Hollis	Robinson	51,214	51,298	brick 1	1	office
49-1041-13	1280 45th	Eagle	30,639	29,160	stucco 1	2	industrial tenants
49-1041-29-2	4525 Hollis	PG&E North	160,000	117,000	poured conc 1 and 2	2	transformer repair
49-1041-56	1420 45th	Artists' Co-op N	80,455	40,000	brick, conc, block 2	1 and 0	live/work

Existing Parcels in the Park Avenue District, continued

Parcel Number	Street Address	Property Owner	Lot Sq Feet	Building Sq Feet	Material & Stories	Architectural Significance	Existing Land Use
49-1041-61	45 th Street	Bgr. Associates	45,957	0	asphalt 0	0	parking
49-617-1,3,4	1555 Park	Gerow	22,313	20,000	tiltup 1	0	contractor, baker, printing
49-617-5-5, 7-617-2-4	4076 Halleck	Com Ind Supply	47,215	2,380	wood, metal 1	0	pottery sales
49-617-5-6	1545 Park	Trader Vic	15,480	25,250	brick 2	1	printing
49-617-5-7	1501 Park	Buttner	15,141	10,183	brick 2	1	computer warehouse
49-617-7-1	1485 Park	Hallenbeck	26,275	31,000	conc block 2	2	offices
49-617-8-1	1461 Park	Bash	16,625	16,600	conc block 1	2	contractor
49-617-16-2	4050 Horton	TDSC	30,000	15,620	stucco 1	2	vacant
49-617-9	4045 Horton	Bon Motif	36,575	36,186	tiltup 1	0	carpet warehouse
49-617-10	4056 Hubbard	Bon Motif	23,275	19,285	brick 1	2	carpet sales
49-617-11	4070 Hubbard	Peet's whs	6,650	6,600	conc block 1	2	coffee warehouse
49-617-13	1447 Park	Davis Vinther	8,000	9,100	stucco 1	2	contractor
49-617-13	1447 Park	Davis Vinther	4,500	5,736	metal 1	0	crematorium
49-617-14-1	1421 Park	Silberman	20,000	6,000	brick, conc 1	2 and 0	industrial
49-617-14-1	1421 Park	Silberman	9,000	13,500	metal 3	0	live/work
49-617-15-1	1401 Park	Levin-Menzies	13,988	100	brick 2	1	vacant, res. Approved
49-617-17-2	4065 Holden	HRG	9,900	0	asphalt 0	0	parking for intercom
49-617-18	4049 Holden	Bash	16,625	7,500	stucco 1	2	gallery, event space
49-617-19	1355 Park	Jordan	9,125	7,146	conc block 1	0	body shop
49-617-20	4081 Hollis	Euby Inc.	7,500	2,163	conc block 1	0	restaurant
49-617-22-2, 24	4065 Hollis	HRG	62,712	61,164	tiltup 1	0	industrial (intercoms)
49-617-23	4041 Hollis	Woods Miller	10,878	8,400	brick 1	2	safety
49-618-1	1333 Park	City	15,625	10,000	stucco 3	1	Old Town Hall
49-618-2-1,2	1333 Park	City	40,033	35,073	asphalt 0, glass 2	0	City parking, administration
49-618-3	Haven/40th NW	Besler Bldg	5,677	0	asphalt 0	0	parking for live/work
49-618-4	4062 Hollis	Carlevero	33,850	21,594	brick 1	2	vacant
49-618-5	1255 Park	Emeryville Prop.	68,389	59,400	brick 1, 2	1	offices
49-618-7-1	1219 Park	Folkmanis	21,250	21,250	brick 2	1	making, importing puppets
49-618-7-2	4060 Harlan	Landstra	13,650	13,650	wood 1	2	auto repair
49-618-8	1201 Park	Silberman	14,500	20,000	brick 2	1	offices
49-618-9	4051 Watts	Ewer	10,400	10,400	conc 1	0	warehouse
49-618-10	4067 Watts	Schmier	44,200	26,335	brick 1	2	offices and retail
49-618-34-44	1155-1195 Park	condos	38,358	25,000	brick 2	1	offices

Existing Parcels in the Park Avenue District, continued

Parcel Number	Street Address	Property Owner	Lot Sq Feet	Building Sq Feet	Material & Stories	Architectural Significance	Existing Land Use
49-618-45-52	4053-4089 Emery	condos	39,697	40,000	conc 1	0	industrial
49-618-53,54	4052 & 4062 Watts	condos	24,286	26,130	brick 1	2	retail
49-618-55,58	4072 & 4080 Watts	condos	10,840	10,840	brick 1	2	laboratories
49-618-109	4053 Harlan	Besler Bldg	59,041	39,717	brick, conc 3	1	live/work
Total existing area			1,970,114	1,758,267			

[illegible]

E. CONDITIONS OF APPROVAL

The following conditions of approval will be added to planning approvals for projects in the district to implement some of the mitigation measures recommended as part of the Park Avenue District Plan Initial Study and Mitigated Negative Declaration. These conditions are often applied to projects elsewhere in the city on a case-by-case basis.

Air Quality

Prior to issuance of building permit, the Planning Director shall verify that the building permit drawings include the following air quality measures:

1. Provide outdoor electrical outlets for landscape maintenance.
2. If fire places or wood stoves are included, they must be of low-emission design, such as natural gas, electric or pellet fuel, complete-combustion baffles or catalytic converters.

Dust Control Measures

Dust control measures to minimize air quality impacts shall be implemented including:

1. Water all construction areas where soil is exposed at least twice daily and more often as needed to prevent wind-blown dust. Active areas adjacent to residences should be kept damp at all times.
2. Cover stockpiles of debris, soil, sand or other materials that can be blown by the wind.
3. Cover all trucks hauling soil, sand, and other loose materials or require all trucks to maintain at least two feet of freeboard. Use dust-proof chutes as appropriate to load debris into trucks.
4. Pave, apply water three times daily, or apply (non-toxic) soil stabilizers on all unpaved access roads, parking areas and staging areas.
5. Limit traffic speeds on unpaved roads to 15 mph.
6. Install, maintain and replace sandbags or other erosion control measures to prevent silt runoff to public roadways.
7. Minimize removal and replant vegetation in disturbed areas as quickly as possible.

8. Do not grade between October 1st and April 15th unless the Public Works Director has approved an erosion and sedimentation control plan.
9. Sweep weekly (with water sweepers) all paved access roads, parking areas, and staging areas.
10. Hydroseed or apply non-toxic soil stabilizers to inactive unpaved construction areas (previously graded areas that are inactive for 30 days or more.)
11. Suspend construction activities that cause visible dust plumes to extend beyond the construction site.

Lead and Asbestos

Prior to the issuance of a demolition or building permit for buildings constructed before 1979, the Building Official shall confirm that a survey of lead-based paint (LBP) and asbestos-containing materials (ACMs) shall be completed and all identified ACMs and any loose or peeling LBP must be abated. If intact LBP is present on the site and not abated, demolition and construction activities must comply with the State's construction lead standard (Title 8, California Code of Regulations, Section 1532.1) and Bay Area Air Quality Management District rules and regulations.

Approval of Hazardous Material Regulatory Agencies

Prior to issuance of a building or grading permit, Applicant shall complete a Phase I Environmental Site Assessment, submit to the Planning Director confirmation that the proposed use of the site is acceptable to the appropriate regulatory agency (e.g. Regional Water Quality Control Board, Alameda County Department of Health or California Department of Toxic Substances Control) and that any conditions prior to such use have been met. If a Risk Management Plan, Health and Safety Plan or similar document is required, then Applicant shall have such plan approved by the regulatory agency; shall submit copies to the Planning Director and Public Works Director; and shall comply with all provisions of such plan.

Hazardous Materials Remediation

If remediation is required, it shall be carried out according to Occupational Safety and Health Administration regulations, and contaminated materials shall be transported and disposed of according to U.S. Environmental Protection Agency, Caltrans, County and City regulations.

Archeological Resources

If archeological resources are encountered during construction, then Applicant shall: cease all construction activity in the vicinity of the find; notify the Planning Director; have the significance of the items determined by a qualified archeologist or cultural consultant; and

take any further appropriate measures including data recovery, archival research and interpretation with the Planning Director's approval. If human remains are encountered, state law requires that the County Coroner be called immediately. All work must be halted in the vicinity of the discovery until the Coroner's approval to continue has been received.

Equipment

All heavy construction equipment used on the project shall be maintained in good operating condition, with all internal combustion engine-driven equipment equipped with intake and exhaust mufflers that are in good condition. All non-impact tools shall meet a maximum noise level of no more than 85 dB when measured at a distance of 50 feet. All stationary noise-generating equipment shall be located as far away as possible from neighboring property lines especially residential uses, and shall be as quiet as possible. Barriers and shielding shall be used where appropriate to reduce noise exposure.

Construction Sign

Prior to the issuance of a building permit, Applicant shall submit a construction sign for approval by the Planning Director in accordance with the prototype provided. The sign shall be made of a permanent material with professional lettering. The sign shall be at least 3 feet by 4 feet with a minimum letter size of 3 inches. The sign shall include this information: the project name; name of the owner/developer; the name and phone number of a contact person, available at all times to address complaints and with the authority to control construction activity on the site; name and phone number of the contractor; and the approved hours of construction.

The sign shall be posted at the time of placing temporary fencing and start of construction activity. At least one sign shall be placed along each public street frontage of the site in a location facing the street where the information can be easily read. Street frontages exceeding 300 feet in length shall have one sign per each 300-foot segment or fraction thereof.

F. MITIGATION MEASURES

This appendix contains a summary of the mitigation measures identified in the Park Avenue District Initial Study. They are all related to Traffic and Transportation Issues:

1. Install a traffic signal at the 40th Street/ Harlan Street intersection, as planned. With this mitigation, the intersection would operate at LOS B operations, reducing the impact to less-than-significant levels. New traffic signals shall incorporate countdown pedestrian signal operations, bicycle detection, emergency preemption and crosswalks to facilitate bicycle, pedestrian and transit users crossing at 40th Street.
2. When warranted, the City shall install a traffic signal at the Park Avenue/ Horton Street intersection. With mitigation, the intersection would operate at LOS B, reducing the impact to a less-than-significant level.
3. The City of Emeryville traffic impact fee program includes the installation of a southbound left-turn lane approaching the 40th Street/ Horton Street intersection. The left-turn lane would require the removal of on-street parking on both sides of Horton Street, north of 40th Street, for 100 to 150 feet (about 10 spaces). With this improvement, the 40th Street/ Horton Street intersection would continue to operate at LOS F; however, implementing this improvement would reduce the average control delay at the intersection by 36 seconds, reducing the impact to a less-than-significant level.
4. When warranted, the City shall install a southbound left-turn lane at the 40th Street/ Emery Street intersection. The striped lane would require removal of four on-street parking spaces. Operations with signalization would continue to be LOS F; however, implementing this improvement would reduce the average intersection control delay by 16 seconds, reducing the impact to a less-than-significant level.
5. Working with the City of Oakland, Caltrans and AC Transit, the City shall retime the San Pablo Avenue corridor traffic signals. With this mitigation, the average control delay at the 40th Street/ San Pablo Avenue intersection would be reduced to the same level as Cumulative No Project conditions, reducing the potential impact to a less-than-significant level. Monitor the Stanford Avenue/ Horton Street intersection and install a traffic signal at this location when warranted, improving intersection operations to LOS D and reducing the potential impact to a less-than-significant level.
6. The City shall install signs on Park Avenue to inform truck traffic of prohibited and permitted turns. Prohibit on-street parking for 50 feet approaching the intersections on Park Avenue where trucks are permitted to turn, and provide sufficient corner setbacks free of landscaping, street furniture and fire hydrants at these locations. Alternatively, at the Park Avenue/Hollis Street intersection, the left-turn pocket on southbound Hollis Street approaching Park Avenue may be eliminated without adversely impacting traffic capacity

and intersection LOS. On Hollis Street and on Holden Street immediately south of 45th Street, widen sidewalks by expanding them into adjacent properties as they develop, rather than by moving the curbs toward the centers of the streets. Loading zones shall be provided where necessary to facilitate loading and unloading activities off-street where possible.



Mitigation Measures.