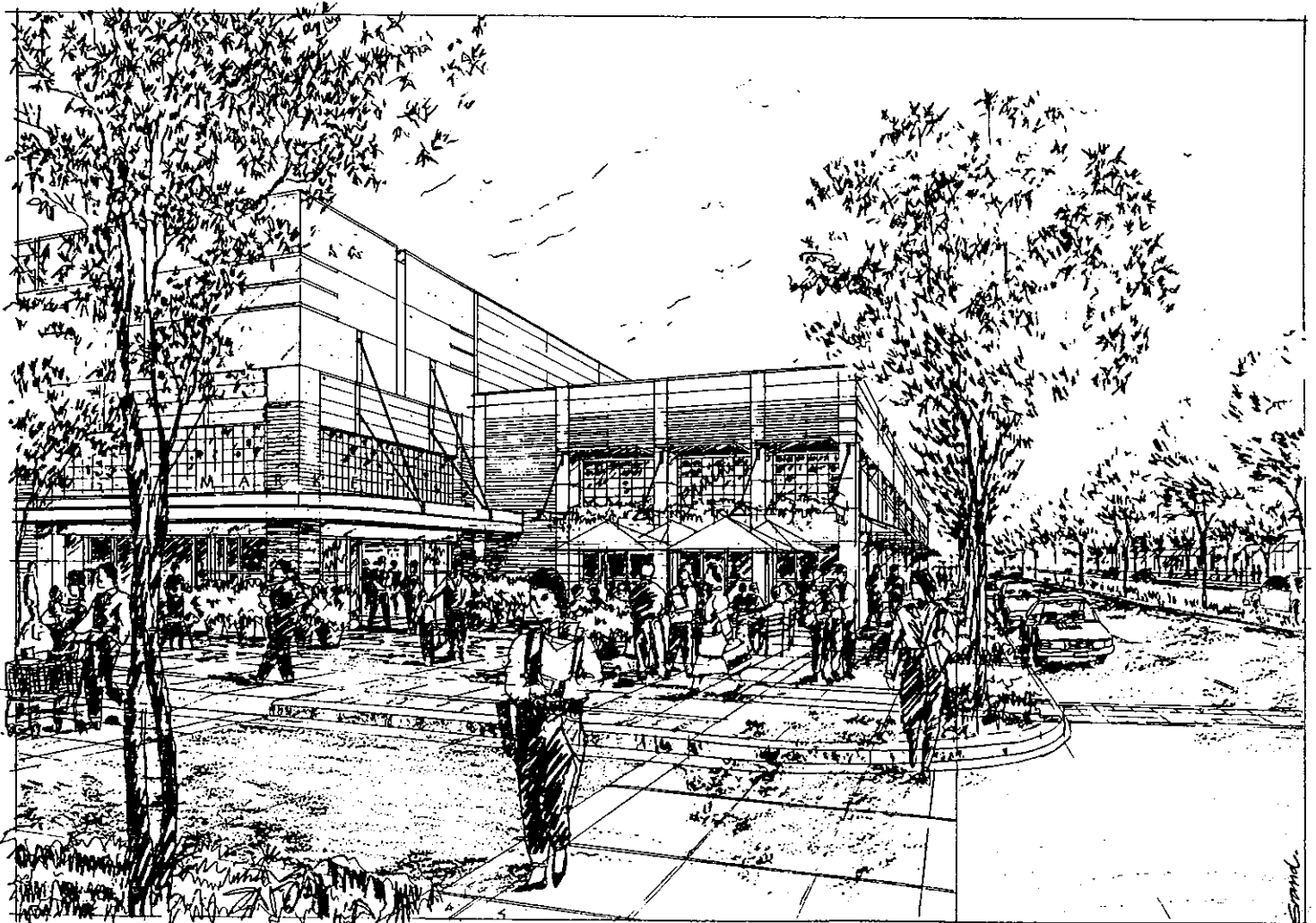


E L S
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URBAN DESIGN PLAN

SAN PABLO AVENUE REVITALIZATION
EMERYVILLE REDEVELOPMENT AGENCY



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- B: Implementation Strategy for Public Parking
- C: Improvements to the Star Intersection
- D: Streetscape: Preliminary Opinion of Probable Costs

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This Urban Design Plan outlines a phased strategy to transform San Pablo Avenue into an active, attractive retail center, focused on the day-to-day needs of local residents and workers. This new retail center will be anchored by a new supermarket and drug/variety store; complemented by a wide variety of shops and restaurants; and enhanced with new landscaping, sidewalk paving and lighting.

A dynamic mixed-use community has already begun to take shape in the blocks surrounding San Pablo Avenue. The elegant old brick industrial buildings are being renovated to house firms engaged in biotechnology; computer software and hardware; custom fabrication; and arts and crafts production. The large, vacant sites formerly occupied by the Santa Fe railyards and the Del Monte cannery are being planned as mixed-use developments with over 1000 new residential units.

A revitalized San Pablo Avenue will become the heart of this new community. The measures described in this Urban Design Plan will preserve its diversity; improve its visual image; create a pleasant, secure environment for shoppers; and enhance the quality of life for residents and workers.



While the Urban Design Plan includes some public improvements, it relies primarily on private investment to revitalize San Pablo Avenue. The potential the area presents to prospective developers is enormous, for several reasons:

- **Land-use intensity along San Pablo Avenue is very low.** Much of the land is vacant; and many of the buildings are small and in poor condition. In general, the lower the value of the buildings compared to the value of the underlying land, the more feasible it is to clear the land and redevelop it more intensively.
- **The trade area for basic retail sales and services is seriously underserved.** A recent feasibility study of a new supermarket on San Pablo Avenue found the store would draw upon a customer base of nearly 95,000 residents.*
- **Demand is very strong for housing and live/work space.** A recent study of the residential market found both apartment rents and condominium resale prices to be at or above those for similar developments in the northern eastbay.** Moreover, demand will remain strong, because local employment is growing 2.5 times as fast as the housing stock.
- **Freeway access is excellent from the east, south and west.** The Project Area is directly visible from the elevated westbound lanes of I-580, the primary route to San Francisco from the eastbay.
- **Two very large, vacant parcels lie just west of San Pablo Avenue:** the 40-acre site of the former Santa Fe railyards, and the 13-acre site of the closed Del Monte cannery. Both parcels are under single ownership, and alternative mixed-use development schemes are being explored for both sites. The redevelopment of both these sites with high-quality projects will have a dramatic positive impact on the area, and encourage further investment in new construction and renovation.

* Thompson Associates, 1990

** Sedway Associates, 1990

DEVELOPMENT OPPORTUNITIES

This figure shows roads and buildings as they exist in 1990 on San Pablo Avenue and its vicinity. The most striking characteristic is the low intensity of development; many parcels fronting on the Avenue consist largely of surface parking. Retail sales and services presently occupy less than 20% of the San Pablo Avenue frontages.

A: 4.5 acres* consist primarily of vacant land owned by Catellus Corp. Best site for new 50-60,000 sf supermarket.

B: Vacant 21 acres* owned by Catellus Corp; could accommodate up to 1200 residential units, or mix of residential and destination retail.

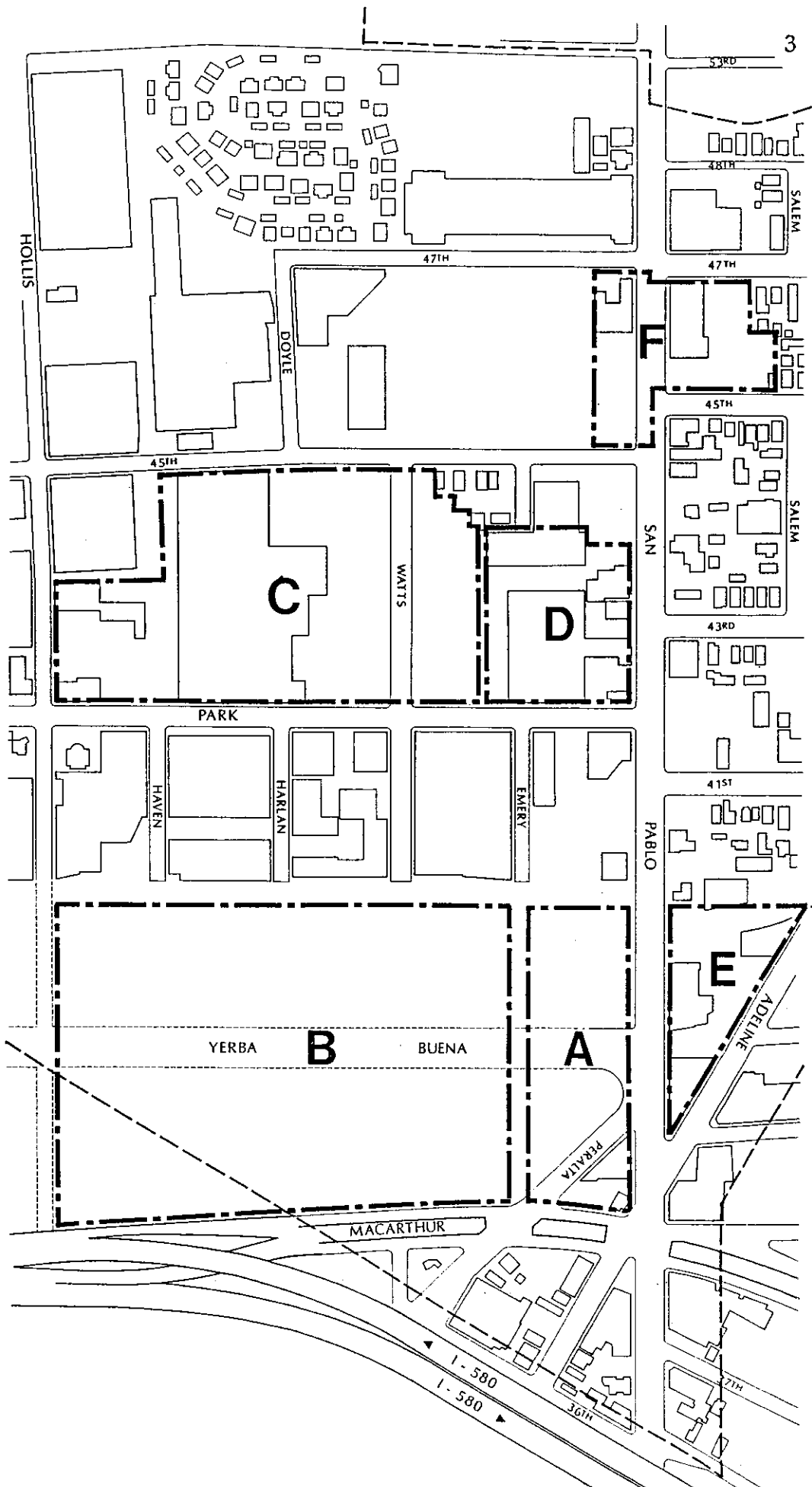
C: 13 acre former cannery owned by Del Monte Corp; could accommodate up to 400 residential units, with cafes and convenience retail along Park Avenue.

D: 3.5 acres owned primarily by Pepsico; Pepsico intends to relocate plant within 2-3 years. Could be combined with site C for mixed-use development.

E: Multiple-owner 3-acre* site; several buildings vacant or in marginal condition.

F: 3 acres owned by Berkeley Farms Inc; Berkeley Farms intends to relocate plant within 2-3 years.

* Sites A, B and E exclude right-of-way for proposed extension of 40th St.



However, while San Pablo Avenue has enormous potential, it also presents several obstacles which must be overcome for substantial private investment to occur:

- San Pablo Avenue has a longstanding image as a 'bad' or 'wild' part of town, an image reinforced by its present condition. The numerous vacant and underutilized parcels, blank facades, and empty storefronts create a desolate environment which seems uninviting and often threatening.

The Urban Design Plan recommends a program of improvements to the paving, lighting, and landscaping along San Pablo Avenue, designed to create a distinctive visual image; improve the perception of security; and resolve a number of circulation problems.

The Design Guidelines in the Plan also include provisions to intensify land use along the avenue; make building frontages more continuous; and encourage windows which face and observe the Avenue.

- The area is perceived to lack a customer base for retail sales and services. Most successful urban shopping streets, while they may draw casual customers from a wide area, also depend on a base of nearby residents for day-to-day support. In fact, until the street becomes established, those nearby residents may be its only customers. The resident population of the area today is perceived as being limited in both size and disposable income. Moreover, the numerous residents of live/work space tend to be invisible to the outside observer.

The Plan recommends at least 1000 new market-rate residential units be developed in the area, primarily on the Catellus and Del Monte sites, in order to expand the customer base for retail sales and services on San Pablo Avenue. The Plan also recommends improvements to Park Avenue and the proposed extension of 40th St, to create a visual 'link' to San Pablo Avenue and reinforce the idea of the area as a single, cohesive community.

- There are no 'anchor' stores or services which generate a steady flow of activity on San Pablo Avenue. A supermarket is the area's most critical need, and a prerequisite for the emergence of more specialized stores and services.

The Plan includes conceptual schemes for several 'catalyst' projects along San Pablo Avenue, the first being a supermarket-anchored retail center at the east end of the Catellus site. The actual proposals by developers for these sites may, of course, vary considerably from these schemes; the purpose of the schemes is merely to show what could be done within the Guidelines.

- The small size of most parcels on San Pablo Avenue is a strong disincentive to developers, particularly residential developers. In such unproven markets, developers consider on-site amenities to be crucial; and only large projects can support on-site amenities of any significance. Large projects can also achieve significant economies of scale in construction, promotion, and operation.

While small infill projects will create visual variety on the Avenue, and should certainly be encouraged, the market for such projects will be much stronger, and their quality much better, after 2 or 3 large 'catalyst' projects have improved the Avenue's image.

In order to overcome the obstacles posed by San Pablo Avenue in its present condition, and realize its development potential, this Urban Design Plan outlines a proactive revitalization strategy, consisting of 3 related elements:

DEVELOPMENT STRATEGY

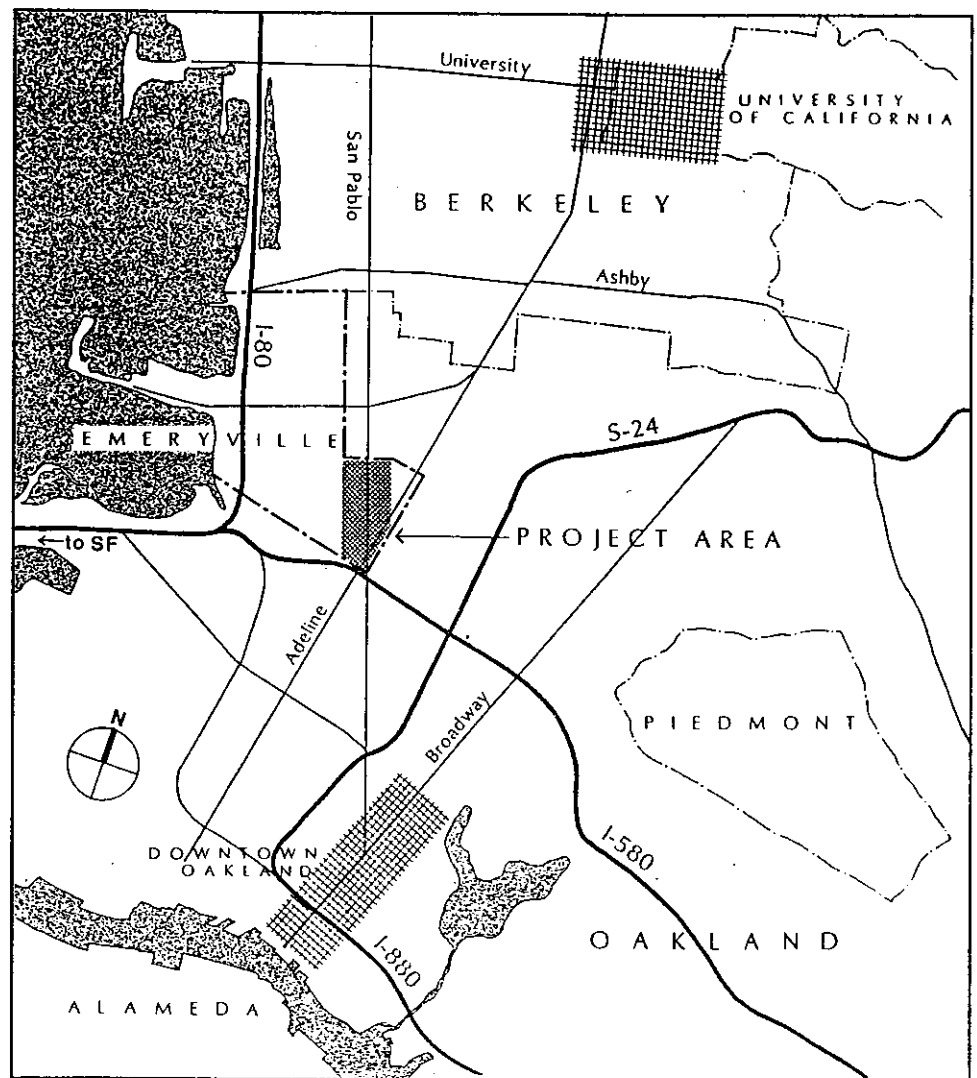
The Plan recommends several 'Catalyst' Projects on key sites along San Pablo Avenue. The purposes of the Catalyst Projects are to establish the Avenue's identity as a community retail center, anchored by a new supermarket and drug/variety store; improve the Avenue's image to prospective developers and investors; and set a standard of quality for future developments.

PUBLIC IMPROVEMENTS

The Plan includes consistent standards for new landscaping, paving and lighting improvements along San Pablo, Park and Yerba Buena Avenues, and along the proposed extension of 40th St. These improvements also incorporate a number of measures to improve circulation. They may be undertaken as public projects and/or as part of large-scale private developments.

DESIGN GUIDELINES

The Guidelines apply to all new construction and renovation on San Pablo Avenue and in its vicinity. They are meant to guide developers toward design solutions which improve the visual quality of the area, and enhance its image as a place to live, work, shop, and invest.



REGIONAL CONTEXT

The area as a whole should retain its mixed-use character: it should be a place where people live, work, and shop. Where feasible, new buildings should be designed to accommodate a range of potential uses: for example, the same space, properly designed, could house a residence, small office, or art gallery.

COMMUNITY RETAIL

A primary objective of the Plan is to establish San Pablo Avenue as a center for community retail sales and services - those types of stores which are visited frequently by local residents and workers. The most important element of this center is a new supermarket. The supermarket would bring a steady flow of customers to the Avenue, and would 'anchor' one end of the retail center; the other end should be anchored by a large drug/variety store. In order to encourage pedestrian traffic along the Avenue, the distance from one co-anchor to the other should be no greater than 1/4 mile. The frontages between the co-anchors should be redeveloped with more specialized retail sales and services.

RESIDENTIAL

Another primary objective of the Plan is to increase the number of housing and live/work units in the area, not only to improve the city's jobs/housing balance, but also to provide a local customer base for retailers on the Avenue. Most successful urban shopping streets, while they may draw casual customers from a wide area, also depend on a base of nearby residents for day-to-day support. The existing low-density residential areas east of San Pablo Avenue should be retained and conserved; new medium- to high-density housing should be encouraged on the Del Monte, Catellus and Berkeley Farms sites, and on upper floors along San Pablo Avenue.

OFFICE

The day-to-day needs of area residents and workers also include financial, medical/dental, legal and other services which require flexible, divisible office space. This type of space should be encouraged on upper floors along the Avenue.

GAMING

The Oaks Club is an important source of both tax revenues and potential retail customers, and should be retained. However, the number of gaming clubs should be limited to a maximum of 3, and should be confined to San Pablo Avenue. Because the impact of such clubs depends to a great extent on their operational characteristics, the Redevelopment Agency should collaborate with the Police Department to define strict criteria for any new club proposed as part of a redevelopment project.

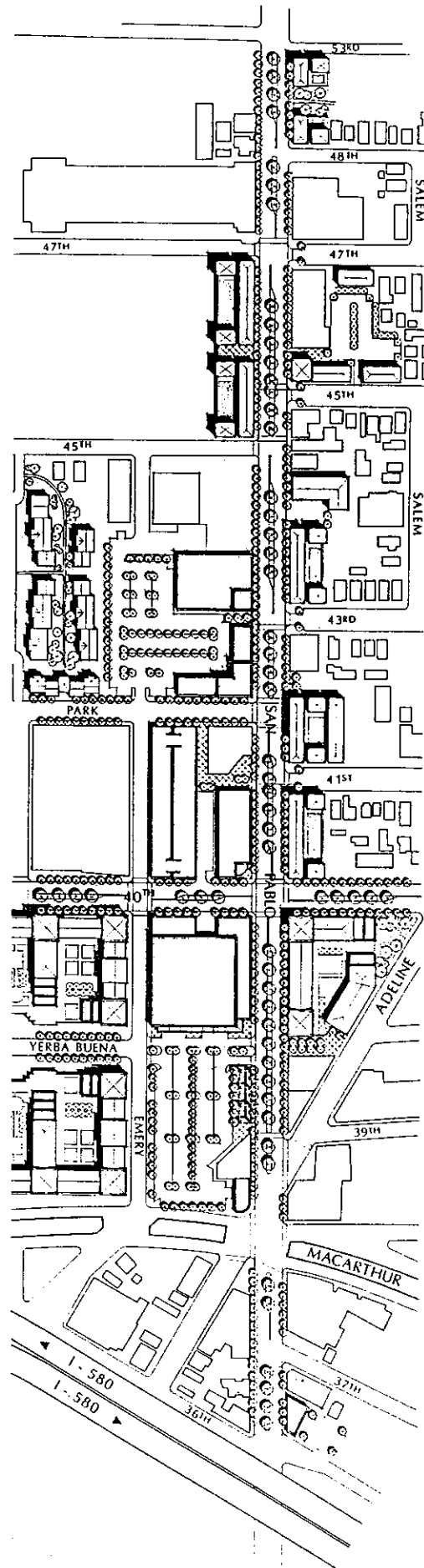
DESTINATION RETAIL

Because of its visibility and accessibility from I-580, the Catellus site is a desirable location for destination retail - those types of stores which draw customers from a very large market area. However, such stores tend to generate large volumes of traffic, and would differ markedly in form and scale from the balance of the area. For these reasons, they should be confined to the blocks adjacent to the freeway and west of Emery St, where their circulation and visual impacts would be minimized. Given the large parking requirements for destination retailers, structured parking should be strongly encouraged.

URBAN DESIGN CONCEPT

The concept shown represents one potential future for San Pablo Avenue. The actual proposals by developers may, of course, vary from the conceptual schemes shown; the purpose of the concept is merely to show what could be done under the Urban Design Plan and its Design Guidelines.

New projects are shadowed to distinguish them from existing buildings. Each of the new projects is described in more detail under the Development Strategy section of this Plan.



CATALYST PROJECTS

CATALYST PROJECTS

There are several key 'catalyst' projects which should occur in a specific sequence, on specific sites, in order to improve the image of the Avenue and establish a framework for further investment and development.

- Projects 1.1, 1.2, and 1.3 would generate a regular flow of customers on San Pablo Avenue, by establishing a retail core with a supermarket and drug/variety store as co-anchors, as well as a new post office. Projects 1.4 and 1.5 would, along with the public improvements described on pages 21-28, enhance and activate the north and south entrances to the city.

Residential projects on the Catellus and Del Monte sites should occur in the same timeframe as the Phase 1 projects. They would not only upgrade the visual image of the area; they would also help establish a customer base for more specialized stores and services.

- Phase 2 Projects would expand and diversify the range of retail sales and services on San Pablo Avenue; consolidate parking for the Oaks Club and smaller retail shops; and add more housing units on upper floors along San Pablo Avenue.
- Phase 3 projects would continue to expand and diversify retail sales and services along San Pablo Avenue, and add more housing on upper floors. The Phase 3 Projects may or may not require proactive measures by the Agency; however, because of their key locations, the Agency must ensure they are compatible with the objectives of the Plan and with the Design Guidelines.

The Catalyst Projects are described in more specific terms on pages 11-20, along with the specific proactive Redevelopment Agency measures required for each.

PRESERVATION AND RENOVATION

While the Project Area does not contain any truly outstanding works of architecture, there are a number of older buildings which provide texture and interest to the area, and should be preserved if feasible. Such buildings can often provide flexible, inexpensive space for new and growing firms in scientific and technical research, custom fabrication, and arts and crafts production.

The Plan designates several older buildings which may have renovation potential. Proposals to demolish these buildings should only be considered after renovation has been investigated and determined to be infeasible.

FACADE IMPROVEMENTS

The revitalization of San Pablo Avenue should begin with a strong, active retail center anchored by the supermarket and drug/variety store, and grow outward toward both ends. As land values rise, many of the smaller buildings near the ends, with little renovation potential, may be replaced with more intensive developments. In the interim, cosmetic upgrades of these buildings - modeled upon the Design Guidelines in this Plan - should be encouraged by the Redevelopment Agency through a facade improvement program.

PHASE 1

PROJECT 1.1

Supermarket 50-60,000 sf
Retail shops 10-15,000 sf*

PROJECT 1.2

Drug/variety 25-30,000 sf
Retail shops 15-20,000 sf*

PROJECT 1.3

75 senior housing units
New post office

PROJECT 1.4

New building for existing
restaurant

PROJECT 1.5

Cooperate with Oakland to
redevelop entire frontage

PHASE 2

PROJECT 2.1

150-200 housing units
Retail shops on San Pablo*
Renovate Ritz & Flatiron
buildings

PROJECT 2.2

15-20,000 sf retail shops*
New public parking structure

PHASE 3

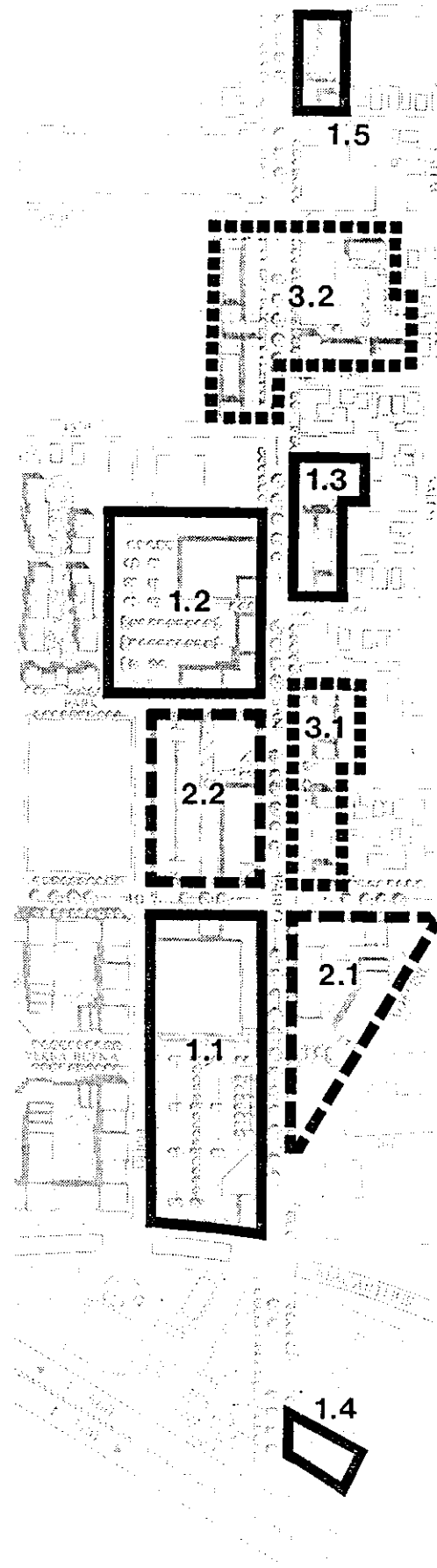
PROJECT 3.1

80-100 housing units
Retail shops on San Pablo*

PROJECT 3.2

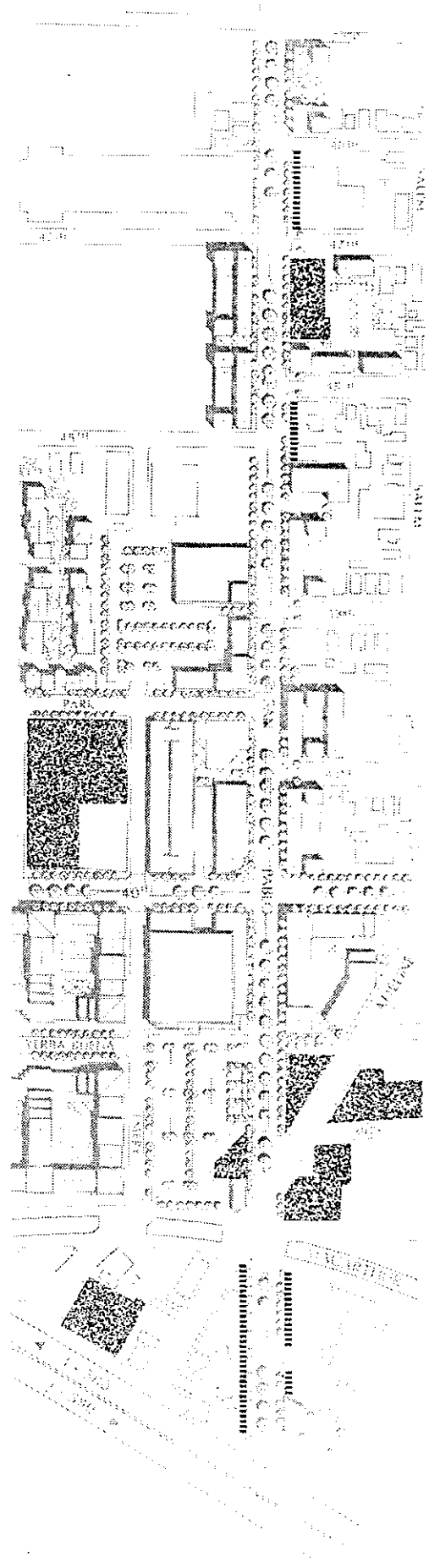
Renovate Berkeley Farms
bldg for live/work space
100-120 new live/work
and/or housing units

* Divisible into storefronts as
small as 1500-2000 sf.



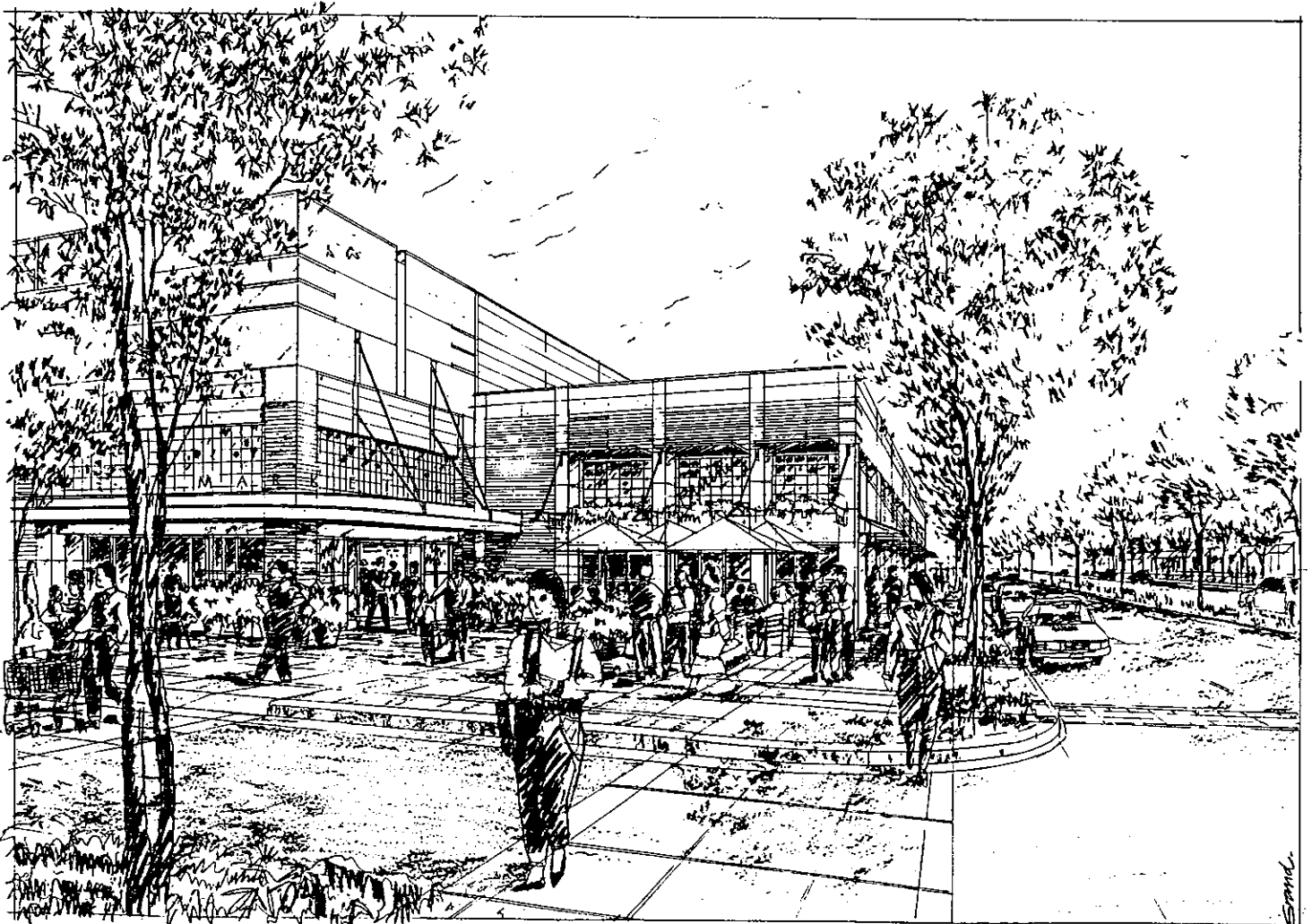
RENOVATION POTENTIAL





CATALYST PROJECTS

The development schemes shown on the following pages are conceptual only. Actual development proposals for these sites may differ considerably from those shown. The purpose of the conceptual schemes is merely to convey a general idea of the form and scale of the Catalyst Projects, and to point out certain design features which should be incorporated into the Projects.



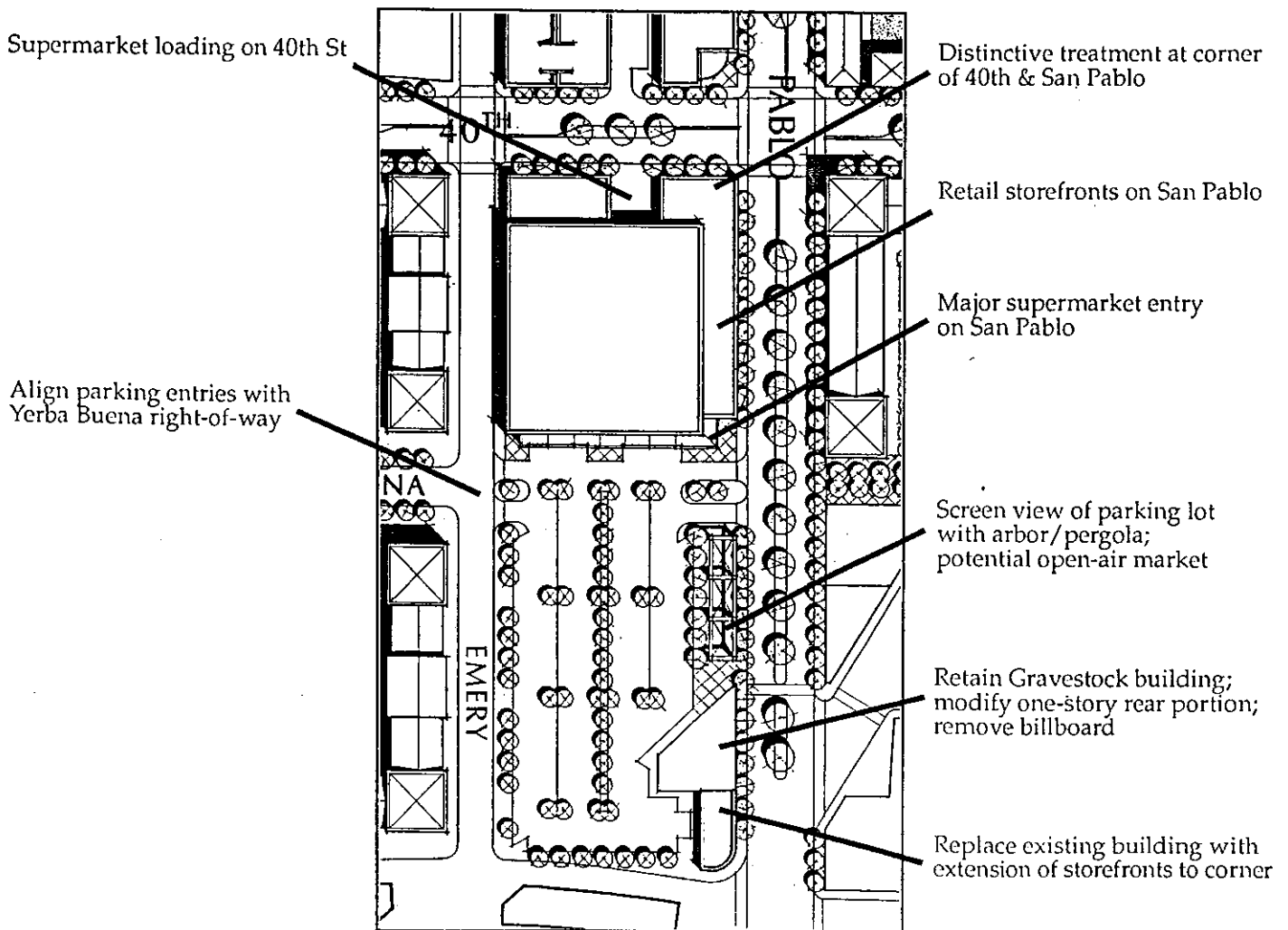
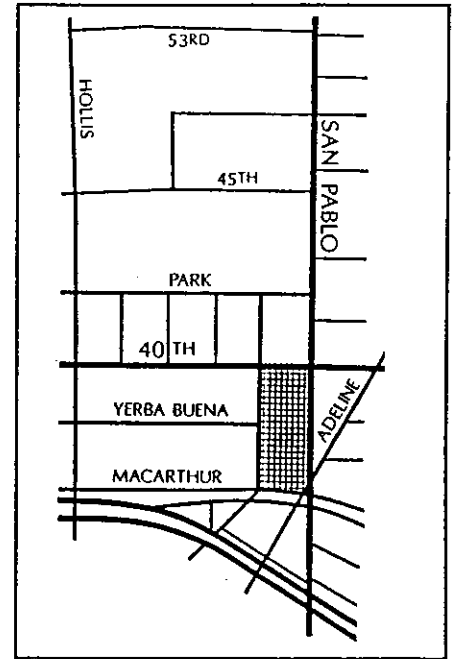
PROJECT 1.1

PROGRAM

- 50-60,000 sf full-service supermarket
- 10-15,000 sf of new retail storefronts
- Retain existing Gravestock building

AGENCY ROLE

Incorporate the parcel at San Pablo & MacArthur into project, either by working with the present owner or acquiring for Catellus; vacate Peralta St and incorporate into project; facilitate modifications to the Gravestock building; continue to monitor project for conformance to Urban Design Plan.



PROJECT 1.2

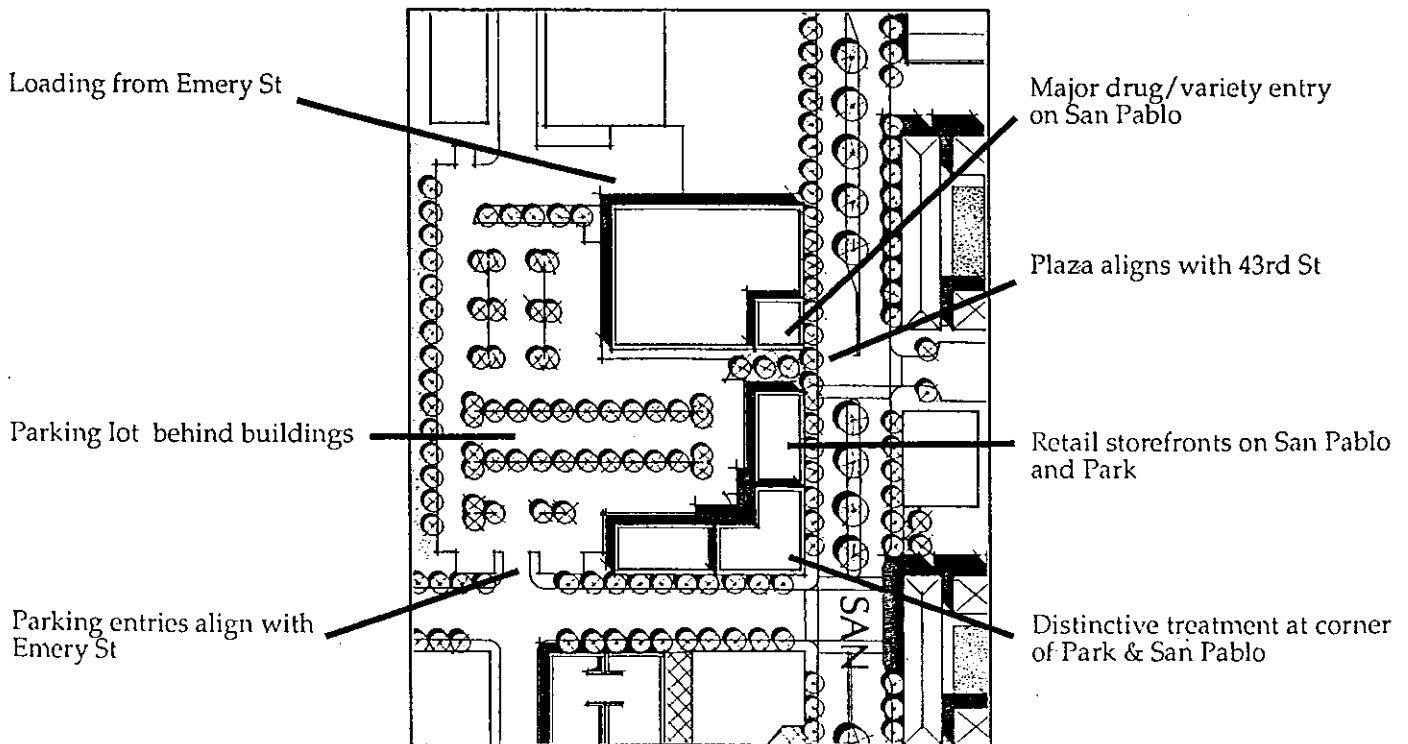
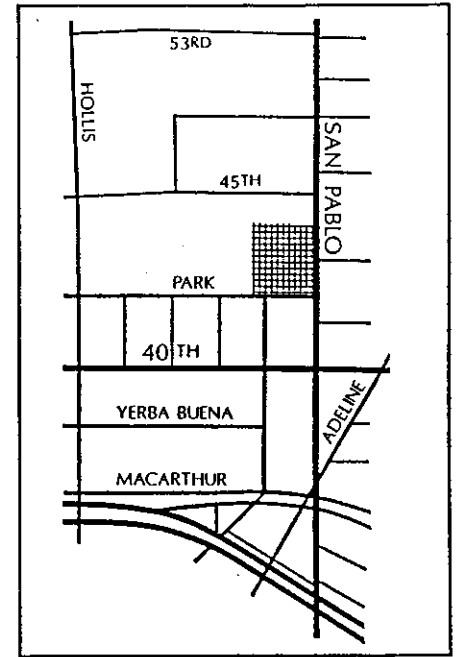
PROGRAM

- 25-30,000 sf drug/variety store
- 15-20,000 sf of new retail storefronts

Alternatively, this site could be developed with the Del Monte site as a single, large mixed-use project. However, while some convenience retail shops and cafes/restaurants may be located on Park Avenue, larger retail stores should be confined to the San Pablo Avenue frontage.

AGENCY ROLE

Confirm development objectives; notify owners; solicit & select developer; execute DDA; facilitate site assembly as required; monitor design for conformance to Urban Design Plan.



PROJECT 1.3

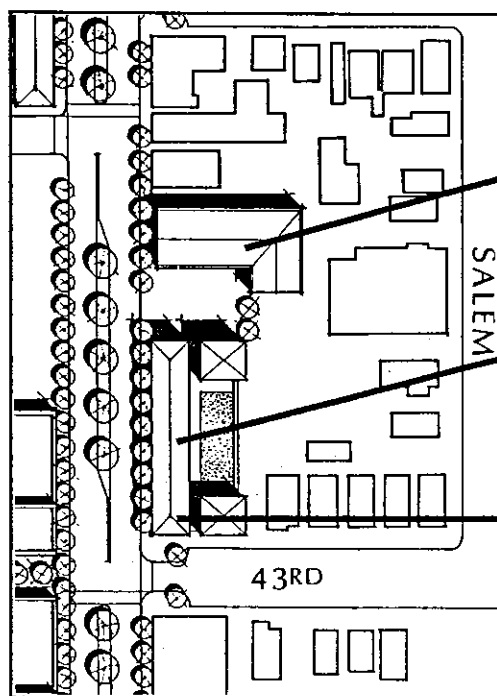
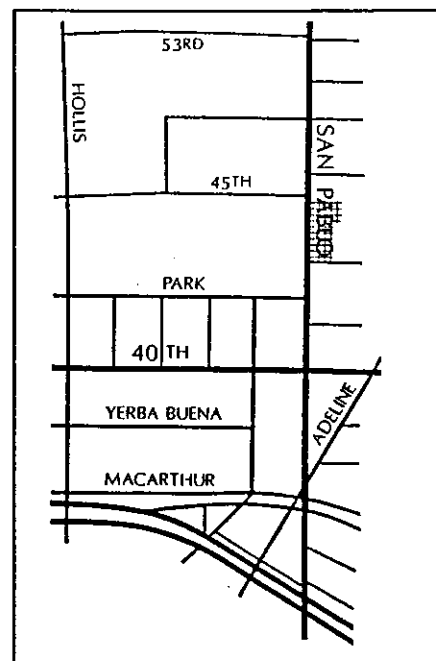
PROGRAM

- 75 senior housing units, in 2 stages
- New post office to occupy ground floor of stage 2

Stage 1 has already been designed, and awaits HUD funding. Stage 2, now being designed, would retain the post office as an active ground-floor use at the corner of San Pablo and 43rd.

AGENCY ROLE

Monitor stage 2 design for conformance to Urban Design Plan.



Stage 1 already designed, awaits HUD funding

Stage 2 has continuous frontage on San Pablo

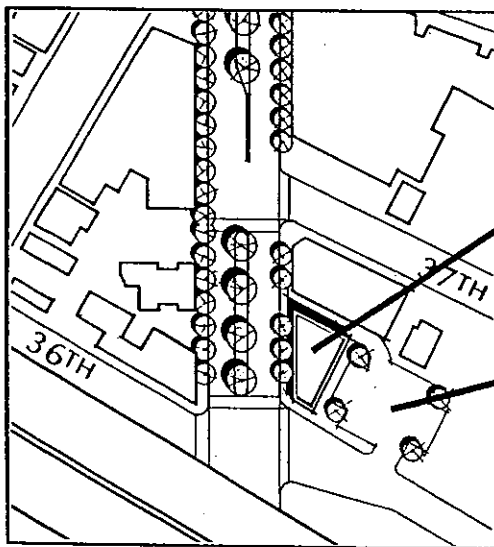
Post office on ground floor at corner of 43rd & San Pablo

PROJECT 1.4

PROGRAM

- New building for existing restaurant
- New parking lot on vacant parcels on 36th

This established restaurant could become a 'gateway' use which enlivens the south end of the Avenue. The new facility could be built while the present one remains in operation.

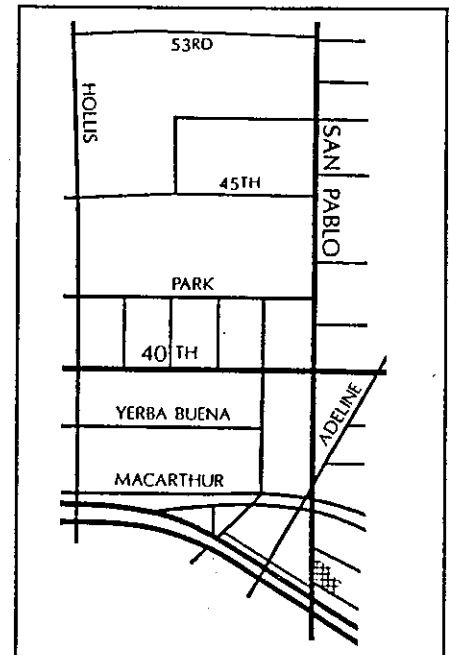


New restaurant building at corner of 36th & San Pablo

Parking lot behind new building

AGENCY ROLE

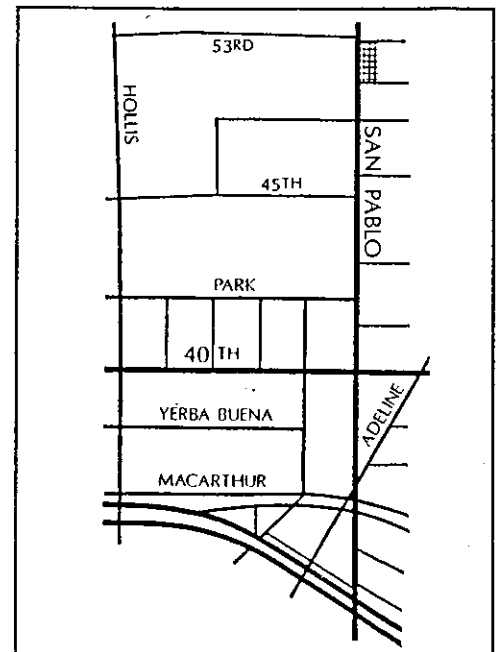
Work with present owner to create workable design which also conforms to Urban Design Plan; execute OPA.



PROJECT 1.5

This site is composed of 2 parcels - one in Oakland, one in Emeryville - divided by the Temescal Creek floodway. The Oakland parcel is occupied by a liquor store, which is a frequent source of disruptive behavior; the Emeryville parcel is occupied by an unsightly storage yard.

It would be unproductive to pursue redevelopment of the Emeryville parcel alone. What is required is a comprehensive solution for the entire block front. The Oakland Business Development Corporation and the North Oakland District Council have indicated a strong interest in such an effort, and the Agency should pursue it. While residential development would seem the most feasible use for the site, this should be determined and acted upon jointly.

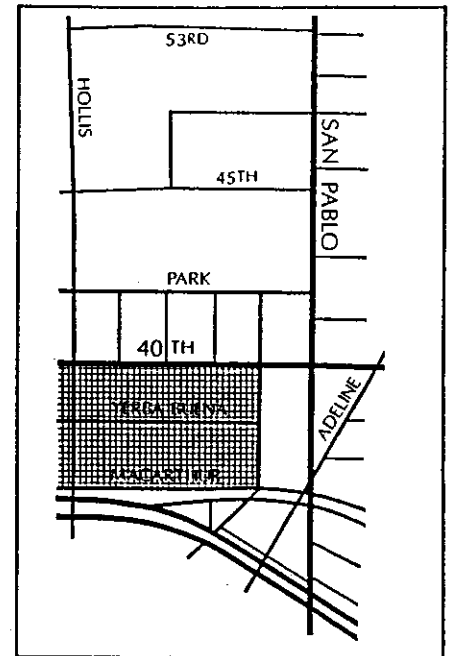


CATELLUS

While it does not front on San Pablo Avenue, the balance of the Catellus site is important to the future of the Avenue. Medium- to high-density residential development should be encouraged on the portion of the Catellus site east of Hollis St. The site could accommodate up to 1200 units, in 3-4 residential floors over enclosed parking. The first residential phase, on the blocks north of Yerba Buena Avenue, should be timed to coincide with the Phase 1 Catalyst projects, and the second phase with the Phase 2 Catalyst Projects.

Live/work space should be encouraged on lower floors along the 40th St frontage, to help the project blend with similar uses to the north, and to help conceal enclosed parking.

Convenience retail should be encouraged on the Yerba Buena frontages, but non-restaurant retail space should not exceed a total of 30,000 sf (15,000 sf per phase).

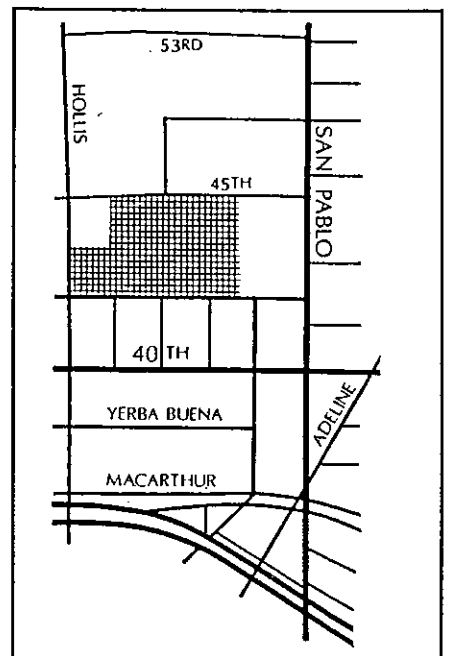


DEL MONTE

The Del Monte site is also extremely important to the future of San Pablo Avenue. Medium- to high-density residential development should be strongly encouraged on the site. The site could accommodate 400 or more units, which should be timed to coincide with the Phase 1 Catalyst Projects.

Alternatively, the Del Monte site could be combined with Catalyst Project 1.2 and developed as a single mixed-use project. In either case, however, while some convenience retail and cafes/restaurants may be located on Park Avenue, larger retail stores should be confined to the San Pablo Avenue frontage.

Live/work space should be encouraged on the Park and 45th St frontages, as a transition from the street to the residential interior.



PROJECT 2.1

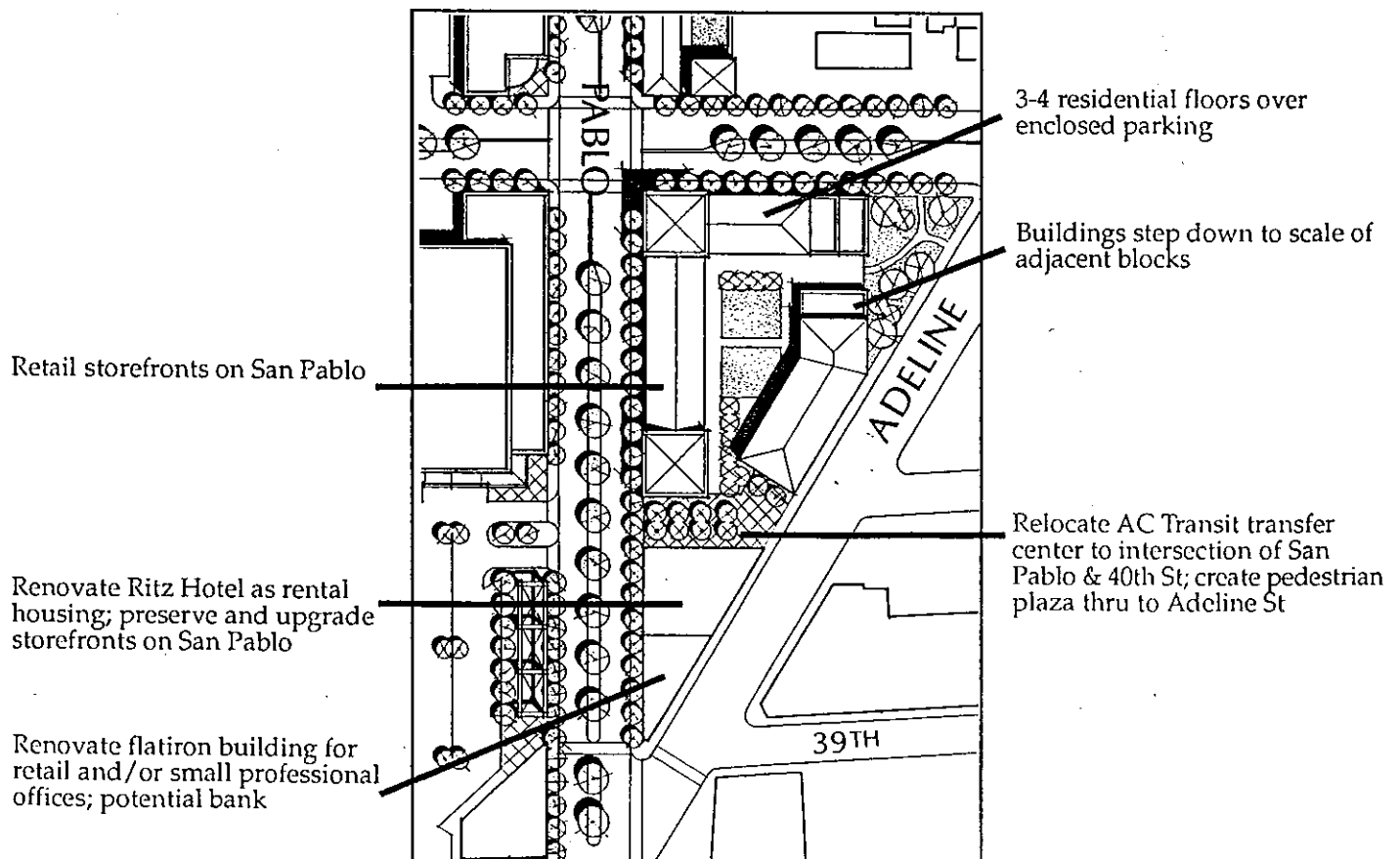
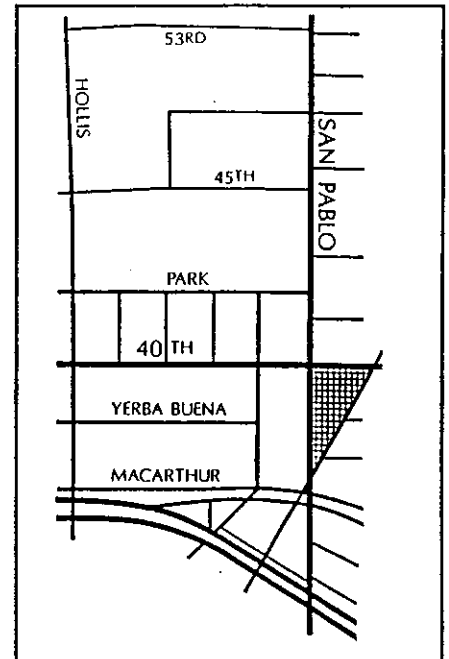
PROGRAM

- Up to 200 housing units
- New retail storefronts on San Pablo Avenue
- Renovate Ritz Hotel as rental housing
- Renovate Flatiron building as shops and small offices

While this program could be achieved with a renovated AC Transit terminal in its present location, the project would be significantly improved by relocating the terminal to the intersection of San Pablo & 40th. This relocation would also improve circulation on the Avenue.

AGENCY ROLE

Confirm development objectives; determine fate of transfer center with AC Transit; notify owners; solicit & select developer; execute DDA; facilitate site assembly as required; relocate transfer center; monitor design for conformance to Urban Design Plan.



PROJECT 2.2

PROGRAM

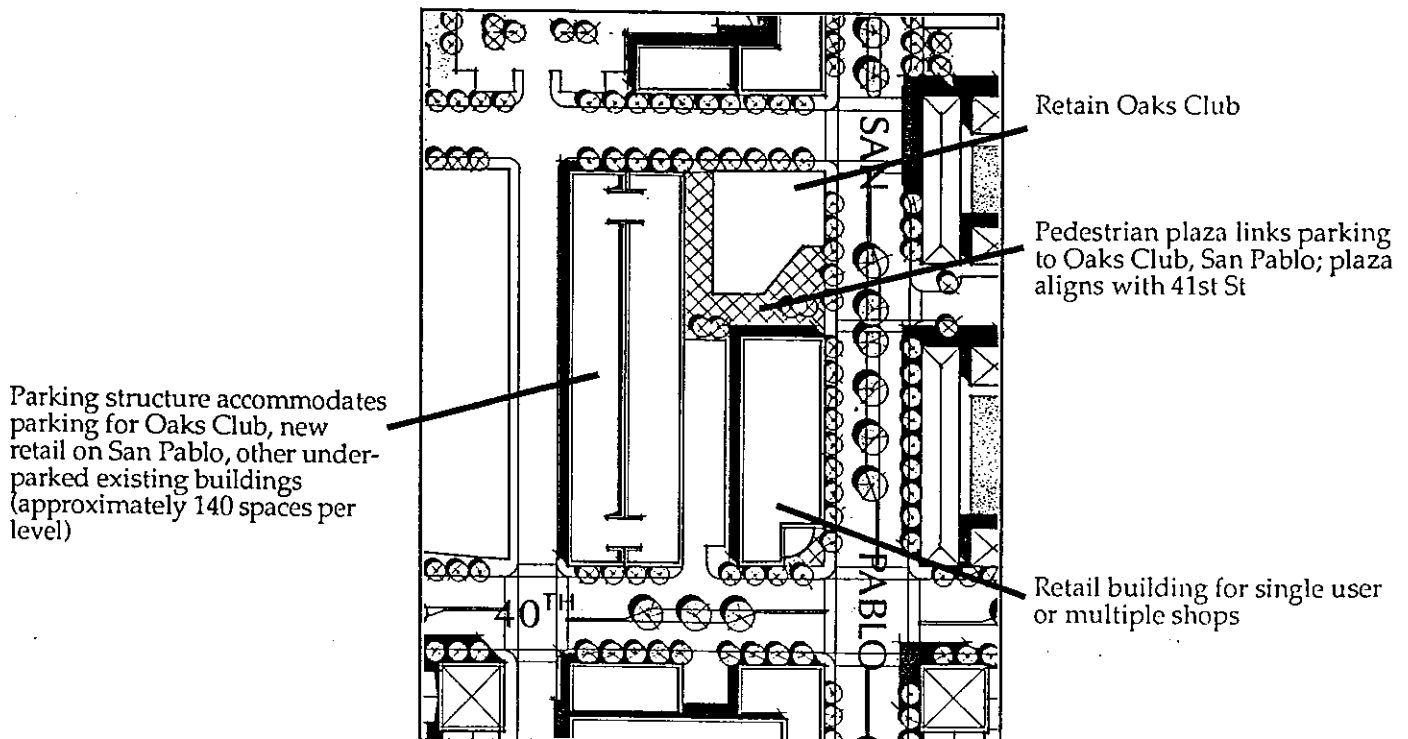
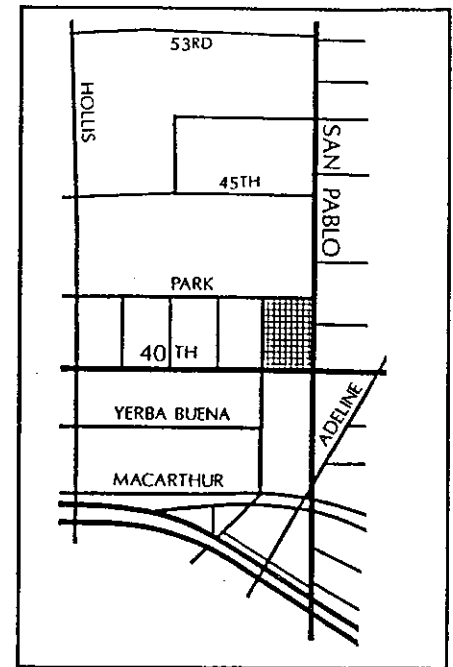
- 15-20,000 sf retail building for single user or shops
- New parking structure for Oaks Club and smaller retail developments on San Pablo Avenue

The parking structure would accommodate parking for the Oaks Club and the retail building. It could also accommodate parking for other retailers on San Pablo Avenue, to permit retail development on parcels otherwise too shallow to provide adequate on-site parking (such as Project 3.1); and it could provide longterm employee parking for large retailers, to free their surface lots for customer use.

Alternatively, a retail building of up to 10,000 sf at the corner of San Pablo & 40th, with surface parking at the rear, could be developed in advance of the parking structure.

AGENCY ROLE

See Appendix B.



PROJECT 3.1

PROGRAM

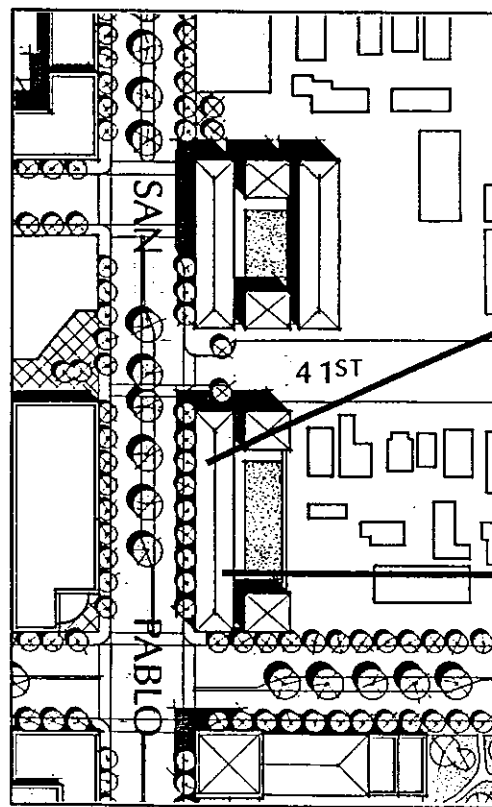
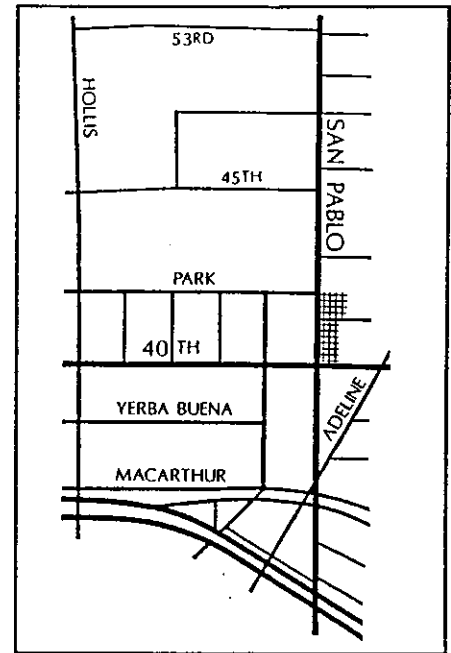
- Retail storefronts on San Pablo Avenue
- 80-100 housing units or small professional offices

These parcels are presently surface parking for the Oaks Club. The residences (or offices) would have parking on site, behind the retail frontage; the retail storefronts would be served by the public parking structure.

Alternatively, these parcels could be developed with one-story retail buildings, totaling up to 20,000 sf, with parking partly at the rear and partly in the parking structure.

AGENCY ROLE

Confirm development objectives; notify owners; solicit & select developer; execute DDA; facilitate site assembly as required; monitor design for conformance to Urban Design Plan.



Retail storefronts on San Pablo

3 residential or 2 office floors
over enclosed parking

PROJECT 3.2

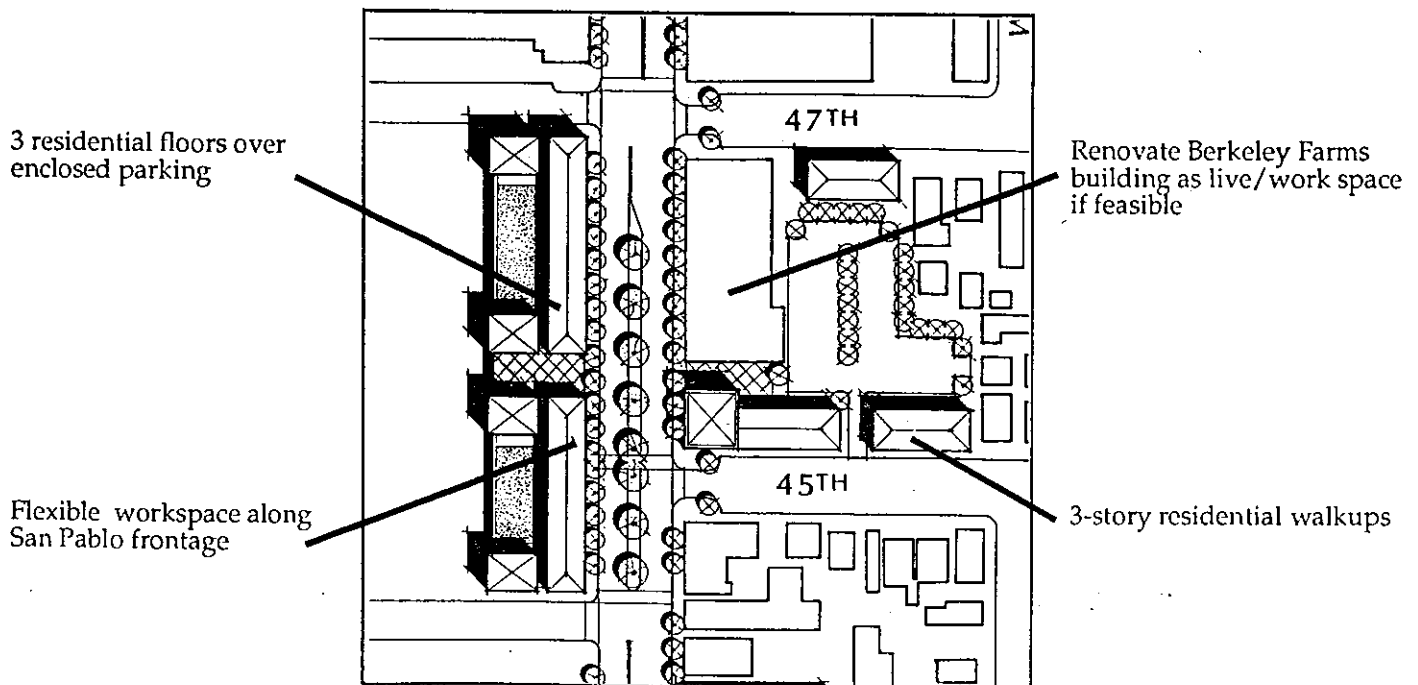
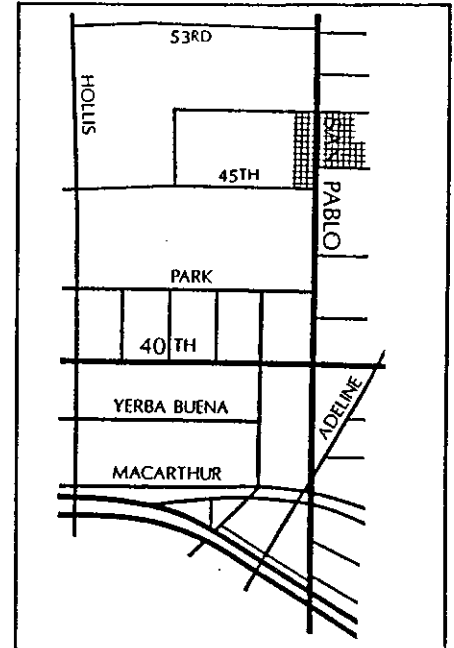
PROGRAM

- Renovate Berkeley Farms main building for live/work space (if feasible)
- 100-120 live/work or residential units.

Given their distance from the retail center, the ground-floor frontages on San Pablo Avenue should be adaptable to a broader range of uses than strictly retail sales and services: offices and galleries, for example.

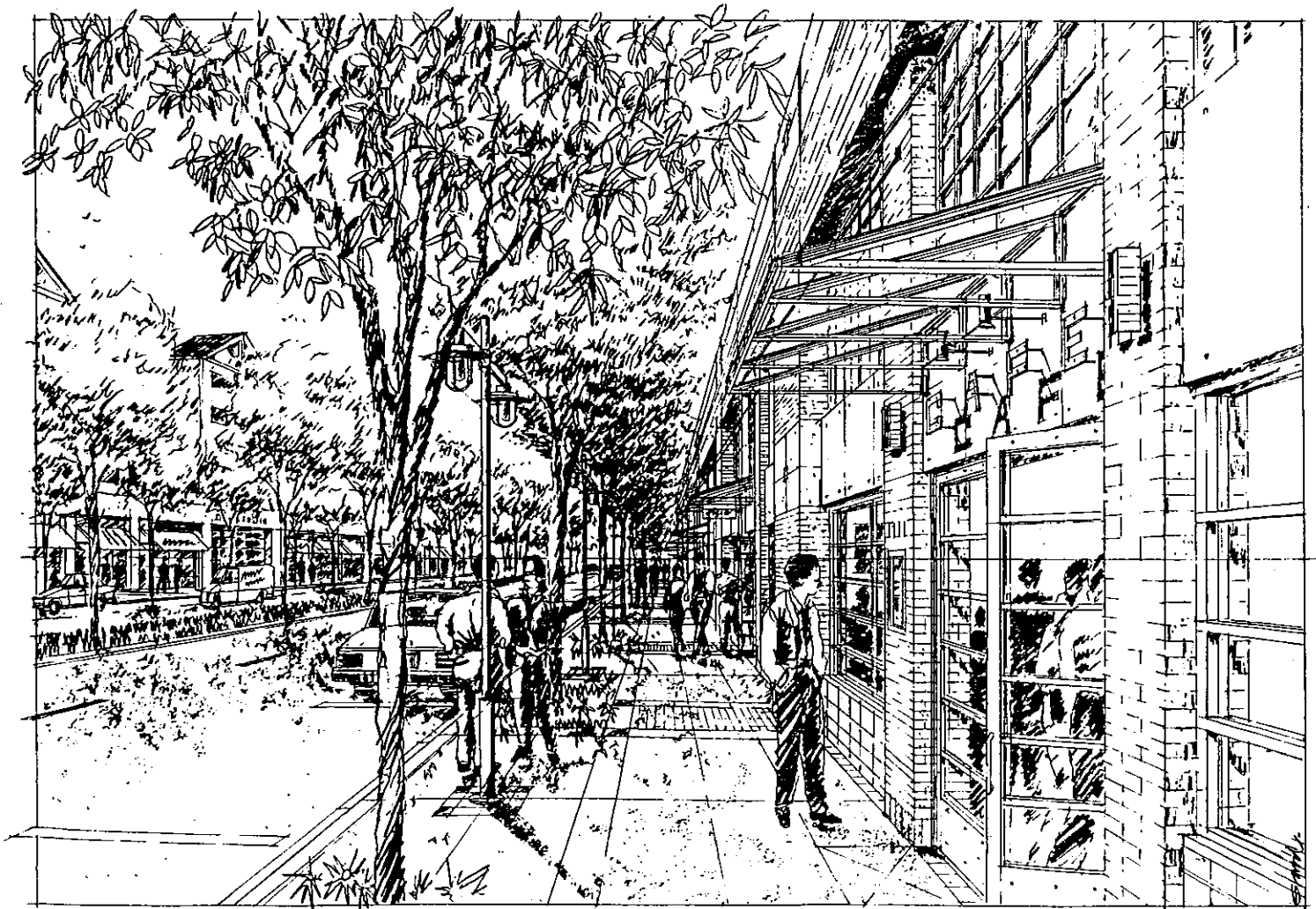
AGENCY ROLE

Confirm development objectives; notify owners; solicit & select developer; execute DDA; facilitate site assembly as required; monitor design for conformance to Urban Design Plan.



While the revitalization of San Pablo Avenue should occur primarily through private investment and development, improvements to public space play a key role, for several reasons:

- In order for San Pablo Avenue to become a successful community retail center, the public environment must be perceived as both pleasant and secure.
- In order for the Emeryville segment of the Avenue to establish its own distinct identity to prospective investors, developers, customers, and residents, it should have a distinctive visual image.
- In order for the area to become a desirable place to live, work, and shop, regional traffic must be managed so it does not intrude upon community life.



SAN PABLO

San Pablo Avenue should remain as a major north-south arterial. However, medians should be constructed along its entire length to eliminate some left turns and improve traffic flow. Curbside parking should be retained to buffer pedestrians from traffic - and provide future expansion capacity - but new curb cuts on San Pablo should be prohibited.

40TH ST EXTENSION

40th St should be extended from Adeline to Hollis, and ultimately to the proposed Bay-Shellmound extension. This would achieve the citywide objective of a second east-west arterial to ease the traffic pressure on Powell St. It would also reduce the use of local residential streets by through traffic, and would create a direct link from San Pablo Avenue to the MacArthur BART station. The width of this new arterial should be determined based on the traffic analysis performed for the Catellus project EIR.

WEST MACARTHUR

Caltrans does not intend to reopen the closed I-580 onramp at MacArthur. Its interim plan is to extend the westbound MacArthur viaduct as a surface road to Hollis; freeway-bound traffic would then turn under the freeway and head south to onramps at 32nd, 28th, or West Grand. The MacArthur/San Pablo offramp would remain in the interim plan; however, traffic from the San Pablo offramp should be routed to 35th via Peralta, to keep it out of the Star intersection.

Caltrans' longterm plan is to extend West MacArthur to a new onramp within the distribution structure. The West MacArthur offramp would be relocated to the south side of I-580, and would terminate at Hollis. Details of the proposed changes are described in Appendix C.

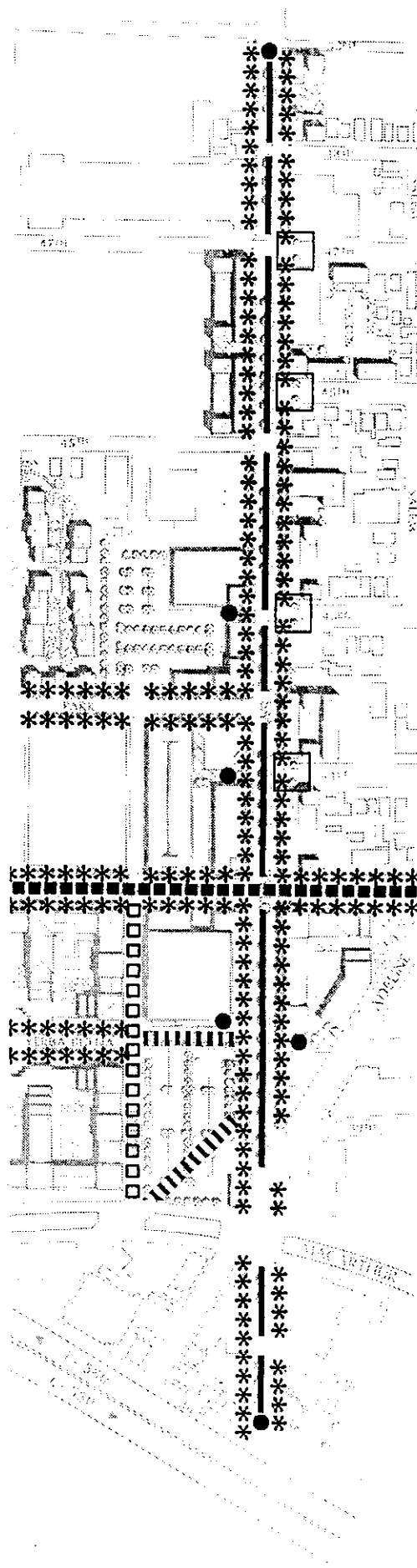
STAR INTERSECTION

In the long term, the 'Star' intersection (San Pablo/MacArthur/Adeline) will be improved by the aforementioned relocation of the MacArthur/San Pablo offramp. In the interim, eastbound surface traffic on MacArthur should be redirected to 35th via Peralta. This, plus making westbound surface traffic on MacArthur turn right on Adeline, would reduce the Star intersection signal from four to two phases, greatly reducing delays. Details of the proposed changes are described in Appendix C.

STREET CLOSURES

The section of Yerba Buena from San Pablo to Emery should be closed, and the AC Transit bus stops moved to the intersection of San Pablo and 40th St. These two actions would, in turn, allow the elimination of the intersection at Yerba Buena and San Pablo. Left turn movements at this point would be prevented by a continuous median. Peralta should also be closed, and the property incorporated into Catalyst Project 1.1.

POTENTIAL PUBLIC ART SITES



RESIDENTIAL STREETS

The curb-to-curb widths of residential streets east of San Pablo Avenue - 41st thru 47th - should be narrowed at the San Pablo intersections to discourage commercial traffic and divert it to 40th St.

AC TRANSIT TRANSFER CENTER

The transfer center should be moved from its present location to the intersection of 40th and San Pablo. This would have several benefits:

- Improved traffic operations at the Star intersection, by creating more stacking distance in the southbound lanes.
- Better fit of AC Transit operations with local arterials and the BART station.
- Incorporation of the present transfer center site into redevelopment of the entire block.

AC Transit has taken no official position on the relocation of the transfer center. It is assumed any relocation would be conditioned on negotiated compensation for the present terminal site, and replacement of the transfer center with no loss of convenience for AC Transit patrons.

PARKING

All large-scale new developments should be required to provide their own short- and long-term parking on site. Within these sites, shared parking principles should be utilized wherever possible to minimize the number of spaces built.

Existing curbside parking should be preserved, and meters enforced. Curbside parking represents the most convenient source of short-term parking for retail customers on San Pablo, and also provides a buffer which separates pedestrians from moving traffic.

A central public parking facility may also be desirable:

- To consolidate parking for the Oaks Club, and free its surface lots for redevelopment with retail and other revenue-productive uses.
- To provide employee and other long-term parking for large retailers, in order to free their surface lots for customers.
- To compensate for existing uses which do not provide sufficient parking.

This facility should be located on the west half of the Oaks Club block, midway between the supermarket and drug/variety store, and should be linked by a landscaped plaza to San Pablo Avenue.

Such a parking facility is included in Phase 2 of the Development Strategy. However, public parking requirements may increase before then, if the supermarket and drug/variety store bring in large numbers of new customers and, in response, several of the vacant and underutilized buildings along San Pablo are renovated and leased for retail sales and services. If so, the Agency may wish to establish an interim surface public lot, on a site to be selected. An implementation strategy for both the surface lot and the structure is described in Appendix B.

BICYCLES

Park Avenue and 41st St provide a safe east-west bicycle route through the Project Area. Because San Pablo and Hollis are both too busy to provide a safe north-south bicycle route, the abandoned railway just east of Hollis should be considered for conversion to either a dedicated bike path or a 'slow street'.

The streetscape improvements incorporate new landscaping, lighting and paving on San Pablo, Park, and the 40th St extension. The segment of 40th west of San Pablo Avenue is expected to be constructed as part of the Catellus project, and should have a treatment similar to San Pablo Avenue. Yerba Buena Avenue, to be reconstructed as part of the Catellus project, should have a treatment similar to Park.

LANDSCAPING

Both San Pablo Avenue and the proposed 40th St extension are wide thoroughfares - too wide to be improved with sidewalk landscaping alone. Medians should be constructed along the entire length of both streets, and both medians and sidewalks should be landscaped with formal rows of large trees. This treatment would define them as major arterials and distinguish them from local streets.

Park and Yerba Buena should be landscaped with smaller, flowering sidewalk trees, emphasizing their quieter, more informal character; the same variety of flowering tree should be encouraged in other public spaces, such as plazas and parking lots.

LIGHTING

The existing tall roadway lamps on San Pablo Avenue should be supplemented by lower, pedestrian-scale lamps to light the sidewalks. These pedestrian-scale lamps should be located - and existing roadway lamps relocated - to fit within the intervals defined by the landscaping and paving treatment. The same type of lamp should be used on San Pablo, 40th St, Park and Yerba Buena.

PAVING

Page 27 shows a paving concept for San Pablo, 40th, Park and Yerba Buena, which would accommodate the new landscaping and lighting elements. Corners and crosswalks should be emphasized, to convey to drivers the presence and importance of pedestrians. The dimensions of the intervals should be adjusted to fit the varying block lengths along San Pablo Avenue and the other streets.

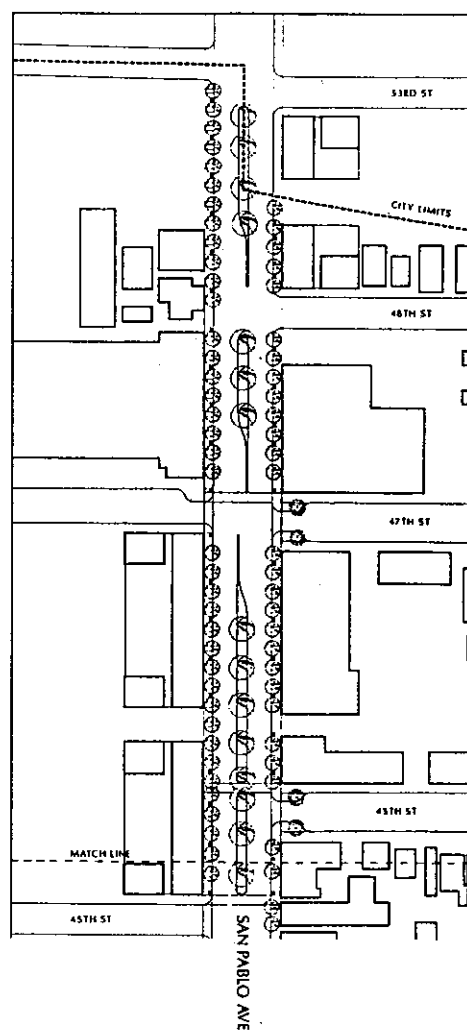
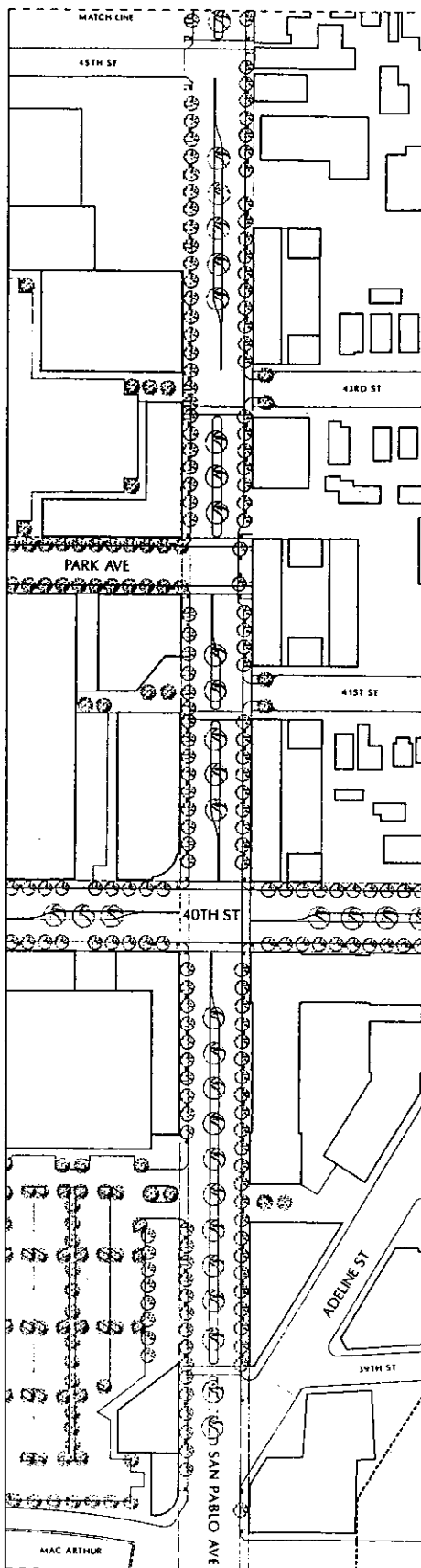
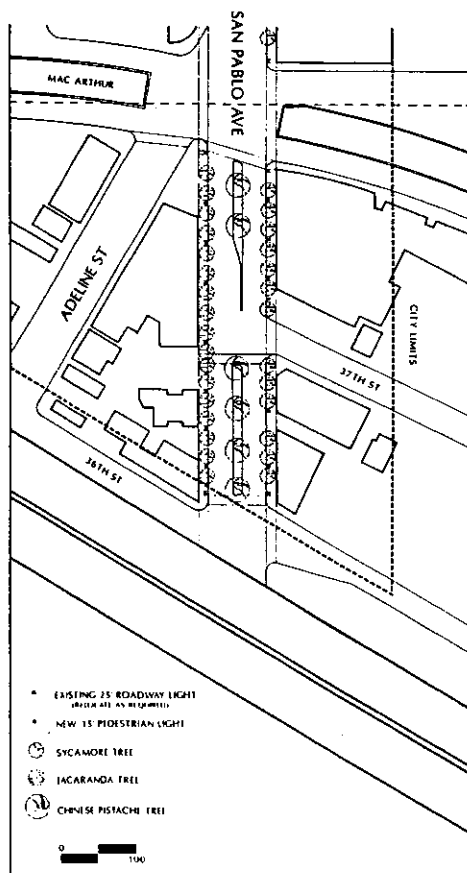
PUBLIC ART

A large percentage of the city's residents are artists, and art should be an integral part of the public environment. The revitalization of San Pablo Avenue would be enhanced by the incorporation of public art works at key locations: for example, the plazas incorporated into the Catalyst Projects, and the San Pablo Avenue medians at the north and south city limits. However, they should be timed to coincide with development; art works in areas with few pedestrians quickly become targets of vandalism.

Proposed Article 9-4.91-5 of the Municipal Code would require 1% of the cost of all private developments - and 1.5% of City projects - to be set aside for public art works. Developers of projects on San Pablo Avenue should be strongly encouraged to place art works in public open spaces adjacent to and visible from the public sidewalks.

STREETSCAPE CONCEPT: SAN PABLO AVENUE

This plan shows the improvements proposed for San Pablo Avenue. The major physical change is the introduction of continuous landscaped medians along its entire length. Sidewalks would remain the same width, but would be landscaped, repaved, and furnished with pedestrian-scale lamps to supplement the roadway lamps.



TYPICAL DETAIL: SAN PABLO AVENUE

27

The landscaping, paving and lighting system for San Pablo Avenue is based on a 24 ft module: sidewalk trees are spaced every 24 ft, median trees every 48 ft, and pedestrian and roadway lamps every 96 ft. However, these intervals should be adjusted to fit the varying dimensions of the blocks. Sidewalk and median trees should be pruned to a height of at least 15 ft from the sidewalk. This same modular system should also be used on 40th St, Park and Yerba Buena Avenues.

MATERIALS

Concrete pavers:

Calpave - Holland Stone (brick red) or equivalent

Accent Pavers:

Hastings - Asphalt Block (black) or equivalent

Tree Grates:

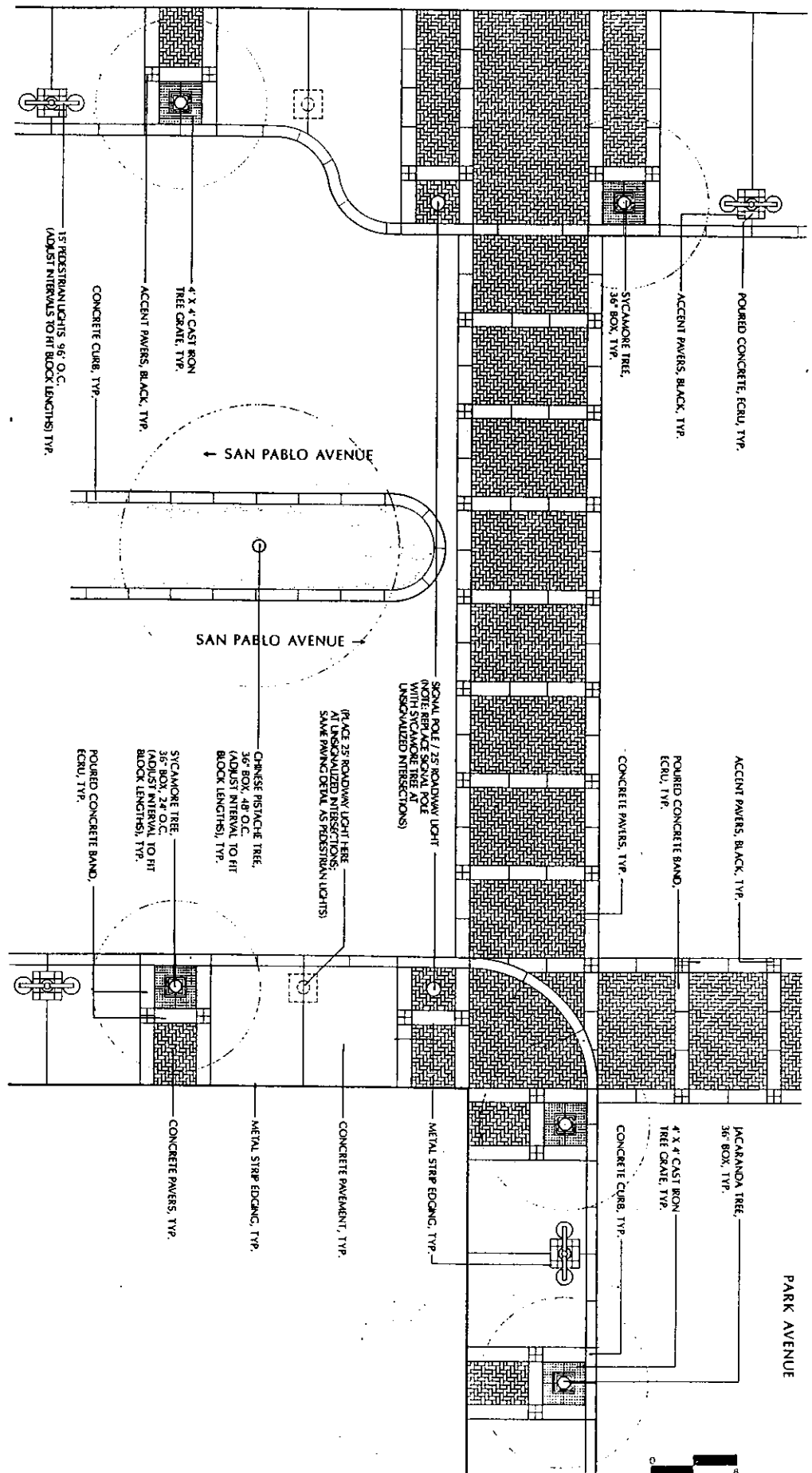
Canterbury International - Downtowner (black) or equivalent

Pedestrian Lamps:

Beacon - Nautilus Double (black) or equivalent

Roadway Lamps:

Relocate existing as required, paint black



IMPLEMENTATION

Because San Pablo Avenue is a State highway, Caltrans has final authority over circulation and parking within the San Pablo Avenue right-of-way. The typical process the City would follow in proposing improvements is:

- Concept plans and proposed funding are presented to Caltrans for approval.
- Once the concept is approved, a project report, which should include required environmental documentation, must be presented to Caltrans for approval.
- Once the project report is approved, construction documents may be prepared and submitted to Caltrans for approval.
- With approved contract plans, the City may apply for an encroachment permit to begin construction of the project.

In addition to the proposed public improvements, negotiations with Caltrans should also include some improvement of the storage area under the I-580 overpass. While this area is outside the Emeryville city limits, it has a direct, and very negative, impact on Emeryville's image. Possible remedies include murals; improved lighting; and more durable and attractive fencing around the storage area.

The public improvements outlined in this Plan should be timed to coincide with private development, and to the greatest extent possible should be constructed as off-site improvements in new development projects. The various elements of the public improvements program may also be phased to correspond to the availability of funds. For example, the streetscape improvements might be undertaken in the following sequence:

- **Landscaped medians on San Pablo Avenue.** This relatively modest expenditure would have a profound impact on the visual image of the Avenue, and would also improve traffic flow. 'Gateway' public art works could be incorporated into the medians at the north and south city limits.
- **Sidewalk landscaping, paving, and lighting on frontages of Catalyst Projects 1.1 and 1.2.** These improvements could be undertaken as part of these developments, but should conform to the standard landscape concept for San Pablo Avenue as a whole. Because it occupies an entire block frontage, Project 1.1 would also provide a useful 'test' of the streetscape concept, and would permit the concept to be evaluated in place before its application to the entire length of the Avenue.
- **Sidewalk landscaping, paving and lighting on other San Pablo Avenue frontages from Adeline to Emery Villa (Project 1.3).** This would complete the sidewalk improvements to the retail 'core' of the Avenue. This stage may be timed to coincide with Projects 2.1 and 2.2.
- **Sidewalk landscaping, paving, and lighting on balance of San Pablo Avenue frontages.**

The streetscape improvements on the 40th St extension should coincide with the construction of the street itself. Improvements to Park Avenue should coincide with development of the Del Monte site, and those to Yerba Buena with development of the Catellus site.

These Guidelines should evolve over time, as experience validates certain solutions over others, and presents new concerns not anticipated in the original Guidelines.

The Design Guidelines may be adopted and enforced pursuant to Article 9-4.84 of the Municipal Code. However, for key redevelopment projects the Agency may wish to incorporate more site-specific guidelines into the OPA/DDA; if so, the Agency and the Planning Commission should collaborate to ensure those site-specific guidelines have the full support of both entities. For such projects, the Agency and Planning Commission should also collaborate to ensure the selected development teams include design professionals with a demonstrated capacity for excellence.



FLEXIBILITY

The area around San Pablo Avenue is a true mixed-use environment, and its diversity should be preserved as new development occurs. Developers should be encouraged to build buildings which are suitable for more than one use: for example, a residential unit with high ceilings, minimal interior partitions, and large windows might also be suitable for a professional office, design studio, or art gallery.

Such flexible, live/work space should be particularly encouraged for ground-floor frontages of multistory residential projects, on streets where retail space is not a viable ground-floor use (figure 1).

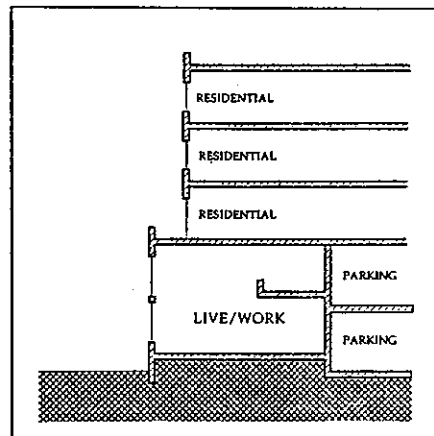


Figure 1. Live/work space should be encouraged for ground-floor frontages in residential projects.

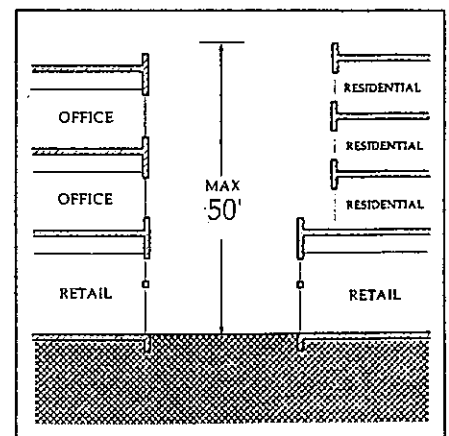


Figure 2. At least 75% of each building should be no greater than 50' in height.

HEIGHT

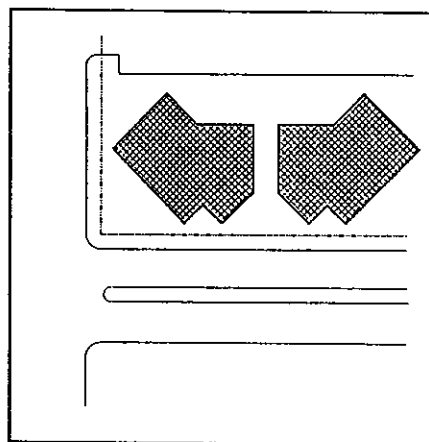
While land-use intensity in the area should increase, in general this should be achieved with low- and mid-rise buildings, which preserve the scale and fabric of the existing community and keep most habitable spaces close to the streets.

Buildings 50 ft or less in height should predominate. This would, for example, permit up to 2 stories of office space or 3 stories of housing over retail or live/work space (figure 2). Portions of buildings may extend above this height, in order to produce more interesting roof shapes or create interior loft spaces; however, no more than 25% of each building should be over 50 ft in height.

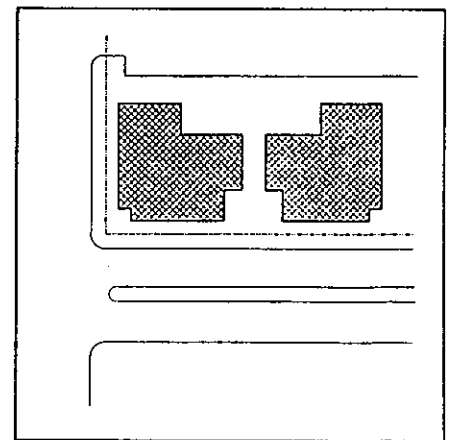
RELATIONSHIP TO STREETS

The existing street grid should be preserved and reinforced, and buildings should be sited so their major facade planes align with the grid (figure 3). Circulation routes within and through large projects should align with the grid, to emphasize the projects' link to the community. Buildings should also be sited to enhance the numerous 'T' intersections in the area, by aligning major entries and plazas with those intersections (figure 4).

Major entries and lobbies should be visible and accessible from public streets, and inhabited spaces should be oriented so windows face and observe the street. In residential projects, the lowest residential floor facing the street should be no more than 5 ft above grade, except when located above other habitable space (figure 5). Entries and porches facing the street should be strongly encouraged.



UNDESIRABLE



DESIRABLE

Figure 3. Buildings should be sited so their major facade planes align with the street grid.

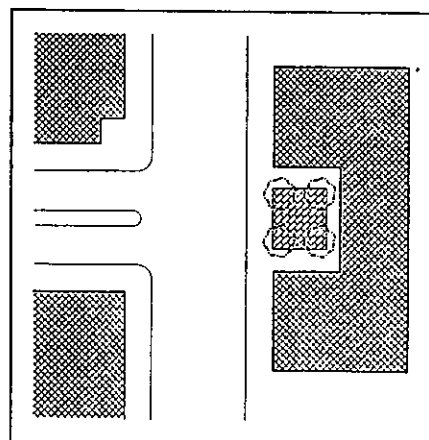


Figure 4. 'T' intersections should terminate at major entries, plazas, or other prominent features.

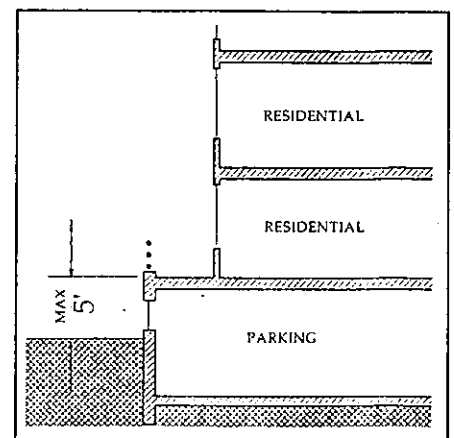


Figure 5. The lowest residential floor should be no more than 5' above grade, except when located above other habitable space.

FRONTAGES

Large variations and gaps in street frontages should be discouraged, and buildings should be kept close to the sidewalk, to create a sense of intimacy and security (figure 6).

Buildings should occupy at least 67% of the lot frontage on San Pablo Avenue (figure 7), and at least 75% of each ground-floor facade on San Pablo Avenue should lie on or within 2 ft of the front property line (figure 8).

Buildings should occupy at least 67% of the lot frontage on Park, Yerba Buena, Hollis and 40th, and at least 75% of each ground-floor facade on those streets should lie on or within 10 ft of the front property line (figure 8).

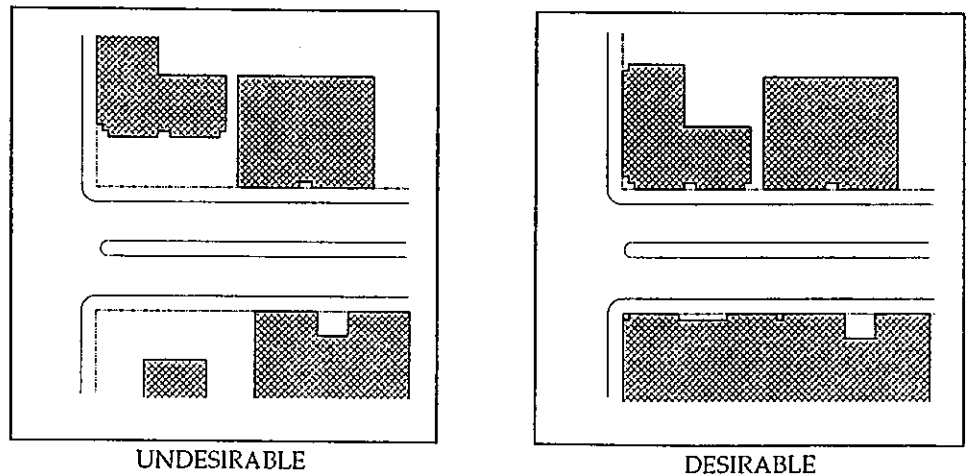


Figure 6. Large variations and gaps in building frontages should be discouraged.

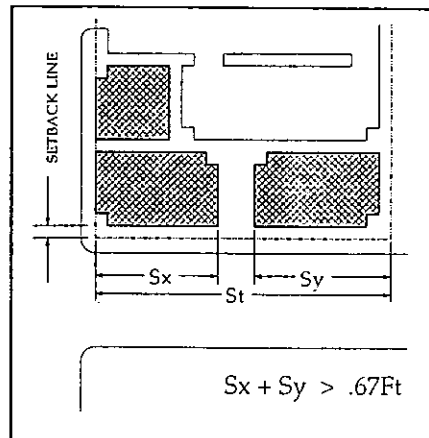


Figure 7. Buildings should occupy at least 67% of the lot frontage.

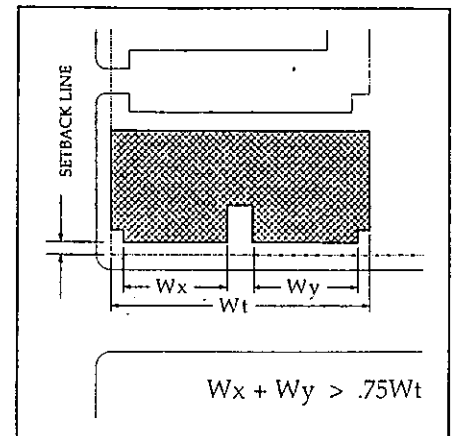


Figure 8. At least 75% of each ground-floor facade should lie on or within the maximum setback line.

OPEN SPACES

Plazas and courtyards require strong edges, not only to protect users from wind and other elements, but also to demarcate the space itself. The most successful open spaces are those defined by facades, walls, arcades, and/or landscaping.

Buildings should be located on the perimeter of the site, and configured to enclose and define the open spaces used by tenants and the public (figure 9). Public open spaces should be visible and accessible from a public street.

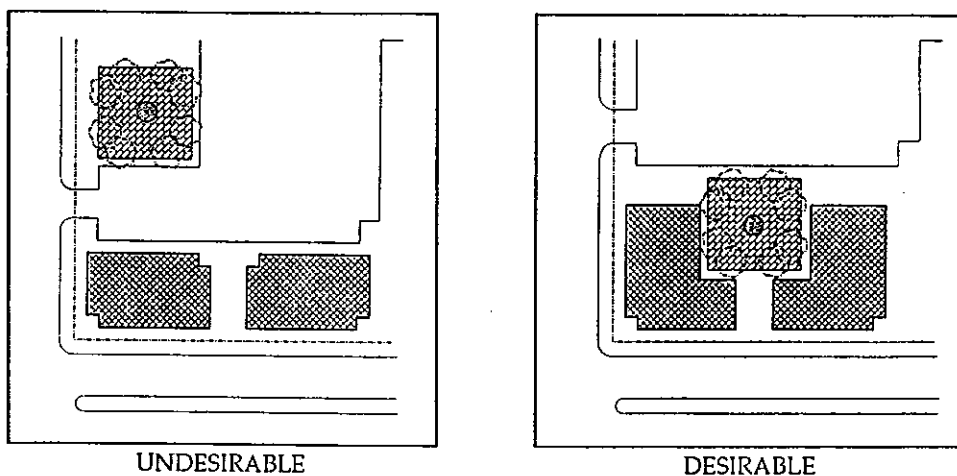


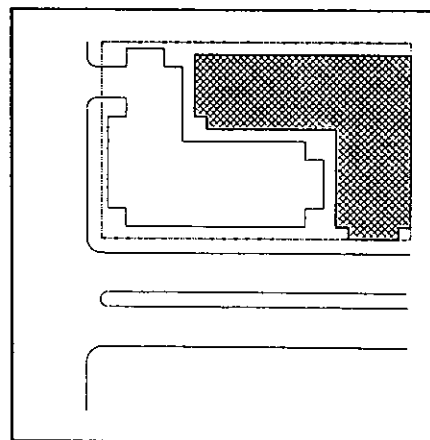
Figure 9. Buildings should be sited and configured to define and enclose open spaces.

PARKING AND SERVICE

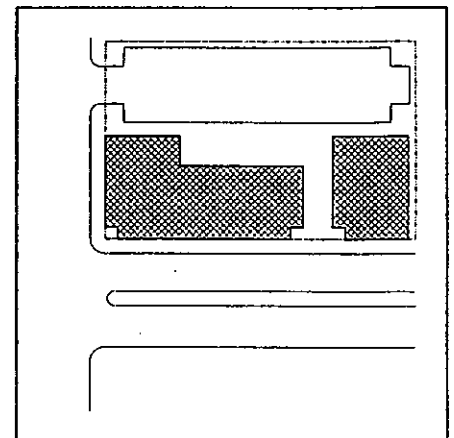
In general, inactive ground-floor frontages such as parking lots, open parking garages, and blank walls produce dull and dangerous places, and should be discouraged.

Surface parking should be located at the rear of buildings, and buildings and landscaping should be configured to conceal the view of parking from the street (figure 10). Service areas should be located at the rear of buildings, and should not be visible from the street.

Structured parking should front on San Pablo Avenue only if retail sales and services occupy at least 75% of the ground-floor frontage. On other streets, structured parking should either be located behind inhabited ground-floor spaces, or placed partly or entirely below grade.



UNDESIRABLE



DESIRABLE

Figure 10. Parking and loading should be located at the rear of buildings, and buildings should be configured to conceal the view of parking from the street.

FACADES

Style and details should be consistent on all building facades. All visible structured parking should be designed as an integral part of the project it serves, and should be consistent in style and materials with the balance of the project.

Facades should incorporate 3-dimensional elements which break up large surfaces, and create a visual play of light and shadow. Such elements include cornices at the roof and at the top of the ground-floor; piers at corners and structural bays; and windows set into the wall surface.

The numerous older brick industrial buildings on the blocks west of San Pablo Avenue comprise an architectural vernacular characteristic to Emeryville. The use of such elements as brick, terra cotta, paned windows and industrial-style fixtures and canopies would help create a distinct visual identity for the area, and should be encouraged.

MATERIALS

The dominant surface materials in the older industrial buildings are natural brick, clear glass in paned steel frames, and details of terra cotta or concrete. The limited color range gives streets such as Park Avenue a visual coherence, while the fine texture and subtle variations convey warmth and a 'human' scale. Durable materials such as brick, stone, tile, and architectural-grade concrete also convey an image of substance and permanence.

Natural brick should be strongly encouraged on major building surfaces. Stucco or concrete on major building surfaces may be painted or pigmented with warm, muted earth tones, and should be finely textured. All glass should be clear or lightly tinted, and nonreflective. Strong, bright colors tend to become dated far more quickly than subtler tones, and should be used sparingly.

EQUIPMENT

All mechanical, electrical, and other building equipment should be enclosed, buried, or otherwise concealed from view, including the views from other buildings.

LIGHTING

Exterior building lighting should be designed as an integral part of the facades, in order to highlight their composition and details. Exposed standards and fixtures should be harmonious with the building design, and should complement lighting in the public right-of-way.

BUILDING DESIGN



RETAIL FRONTAGES

Stores separated by large gaps in the frontage not only require more walking; they also discourage browsing and impulse buying. On San Pablo Avenue, storefronts should be as continuous as possible, in order to maximize visual interest and convenience for the pedestrian shopper. Space suitable for retail sales and services should occupy at least 75% of ground-floor frontages on San Pablo, and should consist of modules adaptable to large or small tenants.

DISPLAY WINDOWS

Display windows are a key element in creating a successful shopping street. They create visual interest and advertise the contents of the storefronts; they also improve the perception of security on the street. At least 75% of the horizontal dimension of individual storefronts on San Pablo Avenue should consist of windows; glass should be clear or lightly tinted, and nonreflective. Sliding and folding doors, and sidewalk displays, enliven the street and should be encouraged.

AWNINGS AND CANOPIES

Storefront awnings and canopies are encouraged; they provide sun and rain protection to pedestrians, and shield window displays from glare. However, they should respect the architectural integrity of the building facade. Awnings and canopies should be placed below the ground-floor cornice line (or below the sills of second floor windows if no cornice exists), and should be divided into sections to reflect major vertical divisions of the facade. Awnings of glass and metal are more durable than fabric, and should be encouraged.

SIGNS

Article 9-4.61 of the Municipal Code exempts certain types of signs from major design review, if they fall within a set of prescribed standards. The following guidelines apply to signs which exceed those standards, and require major design review.

SIGNS - GENERAL

Signs are often the dominant visual elements along major arterials such as San Pablo. However, except when a sign must be viewed from a great distance, there is no reason for it to be large. What is important is that it be visible and legible in the context of the signs which surround it.

Signs should respect the architecture of the buildings they identify, and should be designed as architectural elements in their own right. Signs composed of symbols and individual characters should be strongly encouraged. Internally lit 'box' signs should be strongly discouraged; neon and backlit characters should be encouraged.

The maximum total surface area of wall and projecting building signs for each building should be no greater than 1 sq ft per linear ft of site frontage. Site frontage is defined as the frontage which contains the principal address of the building. This maximum may be increased by up to 50% for buildings with two or more street frontages.

PROJECTING SIGNS

Projecting signs can be easier for pedestrians and motorists to read than flush-mounted signs, but only if they are strictly controlled so they do not obscure each other. Symbols should be strongly encouraged over alphabetic characters for projecting signs.

No business should have more than one projecting sign per frontage, and the sum of the surface areas of each projecting sign should be no greater than 8 ft. Projecting signs should project no more than 6 ft, or 1/2 the width of the sidewalk, and should provide a vertical clearance of at least 9 ft from the sidewalk. Projecting signs should not extend above the ground floor of the building.

FREESTANDING SIGNS

In general, billboards and freestanding signs - those detached from the buildings they identify - have the most adverse impact on visual quality, and should be prohibited. The only justifiable use of such signs in an urban area might be to identify stores or services which are located within a shopping complex, and are not themselves visible from the street. The height of such signs, however, should be limited to 6 ft, and the sum of the surface areas should be no greater than 40 sq ft, with no single surface greater than 20 sq ft.

On-site landscaping is particularly important in mitigating the visual impact of blank facades and surface parking lots. While ground-floor frontages should house active, inhabited spaces wherever possible, blank sections which are unavoidable should be concealed with trees, shrubs, vines, and/or planted berms.

In surface parking lots larger than 35 spaces, at least one tree should be planted for each 7.5 spaces (exclusive of the perimeter); trees should be selected and located so that at least 25% of the paved area of the lot is covered by tree canopy within 10 years (figure 11).

Developments which front on San Pablo, 40th, Park or Yerba Buena should be landscaped in a style consistent with the improvements planned for the public rights-of-way. On San Pablo, sidewalk and median trees should be trimmed so their foliage is at least 15 ft above grade, in order not to obstruct the view of storefronts from the street (figure 12).

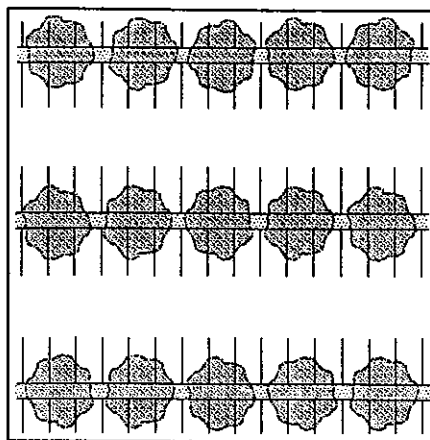


Figure 11. At least 25% of the paved area of surface parking lots should be covered by tree canopy within 10 years.

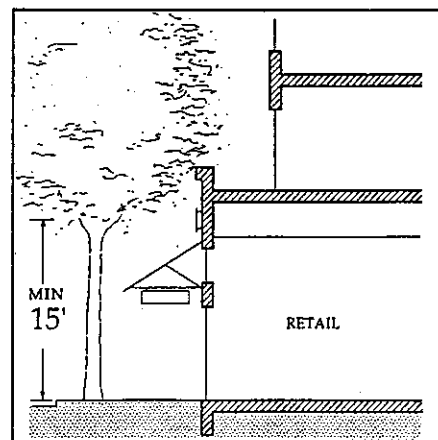
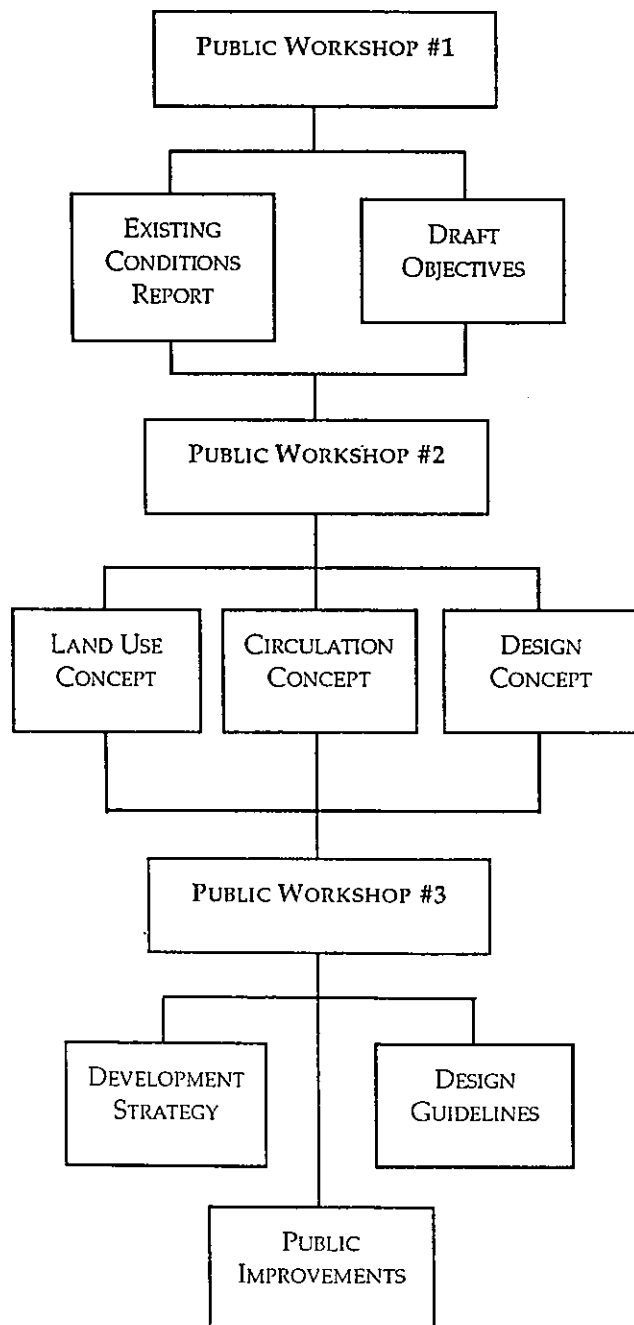


Figure 12. Sidewalk trees should be trimmed so their foliage is at least 15' above sidewalk grade.

APPENDICES

- A: COMMUNITY WORKSHOPS
- B: IMPLEMENTATION STRATEGY FOR
PUBLIC PARKING
- C: IMPROVEMENTS TO STAR INTERSECTION
- D: STREETScape: PRELIMINARY OPINION
OF PROBABLE COSTS



The Urban Design Plan was prepared under the auspices of the Redevelopment Agency and the San Pablo Avenue Project Area Committee. It reflects the results of 3 public workshops with the Committee, community residents, merchants, property owners, and political leaders, held at the Emeryville Veterans' Building.

- At the first workshop, held on April 30 1990, participants were asked to identify the problems and unmet needs posed by the area in its present form and condition; their comments were recorded without evaluation.
- At the second workshop, held on June 25 1990, the consultants presented the findings of their survey of existing conditions in the project area, and proposed a list of draft objectives for the Plan, based on those findings and on the results of the first workshop.
- At the third workshop, held on August 27 1990, the consultants presented a preliminary version of the Urban Design Plan, in the form of land use, circulation, and design concepts based on the draft objectives.

Following the third workshop, the consultants refined these concepts based on the participants' critique and on subsequent discussions with the Committee and Agency staff.

LAND USE OBJECTIVES

- San Pablo Avenue should become a center for retail sales and services oriented primarily to local residents, anchored by a new supermarket.
- New developments on San Pablo should have retail sales and services on the ground floor, with housing, live/work, studio and professional office space on the upper floors.
- Live/work space should be particularly encouraged as a means of creating both new housing and new economic activity in the project area.
- The diverse mix of activities in the project area should be maintained and enhanced by new developments; where feasible, buildings should be designed to accommodate a range of potential uses.
- New development should not deplete the supply of buildings suitable as 'incubator' space for new enterprises.
- The project area should accommodate the greatest number of housing and live/work units consistent with a revenue-positive condition for the area as a whole.
- Town Hall should remain in active public use.
- The Post Office should remain on San Pablo.
- The number of gaming licenses should remain no more than 3.
- The Agency should contract with developers for 3 'catalyst' projects on San Pablo within the next 3 years; each catalyst project should be at least 2 acres in size.

CIRCULATION OBJECTIVES

- Signals on San Pablo should be coordinated to improve through vehicle movements, without creating excessive delays for cross traffic.
- The medians should be retained and extended along the entire length of San Pablo Avenue.
- 40th St should be extended from Adeline to Bay/Shellmound.
- The AC Transit terminal should be relocated to 40th St.
- Traffic management measures and street improvements should discourage commercial and other through traffic on 48th, 47th, 45th, 43rd, and 41st.
- The West MacArthur freeway access should be replaced in a way which does not worsen conditions at the Star intersection.
- The Star intersection should be redesigned to reduce traffic accidents and improve traffic operations.
- Pedestrian crossings of San Pablo should be made safer, and delays should be reduced.
- The pedestrian experience along San Pablo should be improved by new landscaping, paving, and lighting.
- All new developments should provide adequate short- and long-term parking on-site.
- Parking and loading should be placed behind buildings; curb cuts on San Pablo should be minimized.
- Bicycle use should be encouraged; a new north-south bikeway should be built along the railroad right-of-way from Yerba Buena to Powell.
- The Agency should cooperate with ongoing planning and evaluation of light rail on San Pablo.

URBAN DESIGN OBJECTIVES

- High-quality design and materials should be required in all new developments.
- New developments should be compatible in style and materials, and should reflect the historic architectural vernacular of the project area.
- New development should be designed to preserve and enhance the 'human scale' of the project area, and improve the pedestrian experience.
- New developments should not create abrupt changes in scale, and should relate positively to the street and community.
- The public landscape along major arterials and at gateway points should create a distinct, elegant visual image for the project area.
- San Pablo Avenue should be redesigned as a tree-lined boulevard which comfortably accommodates both cars and pedestrians; the medians should extend along its entire length.
- The redesign of San Pablo should emphasize storefronts - signs, canopies, display windows - as integral visual elements of the avenue, and should ensure they are visible, legible, and compatible in design.
- Security should be enhanced through careful design of lighting and landscaping, and by requiring new developments to have inhabited, windowed spaces face the street.
- Parking and loading should be placed behind buildings, and be concealed by buildings and landscaping.
- The City/Agency should implement design guidelines for the project area as part of the urban design plan.

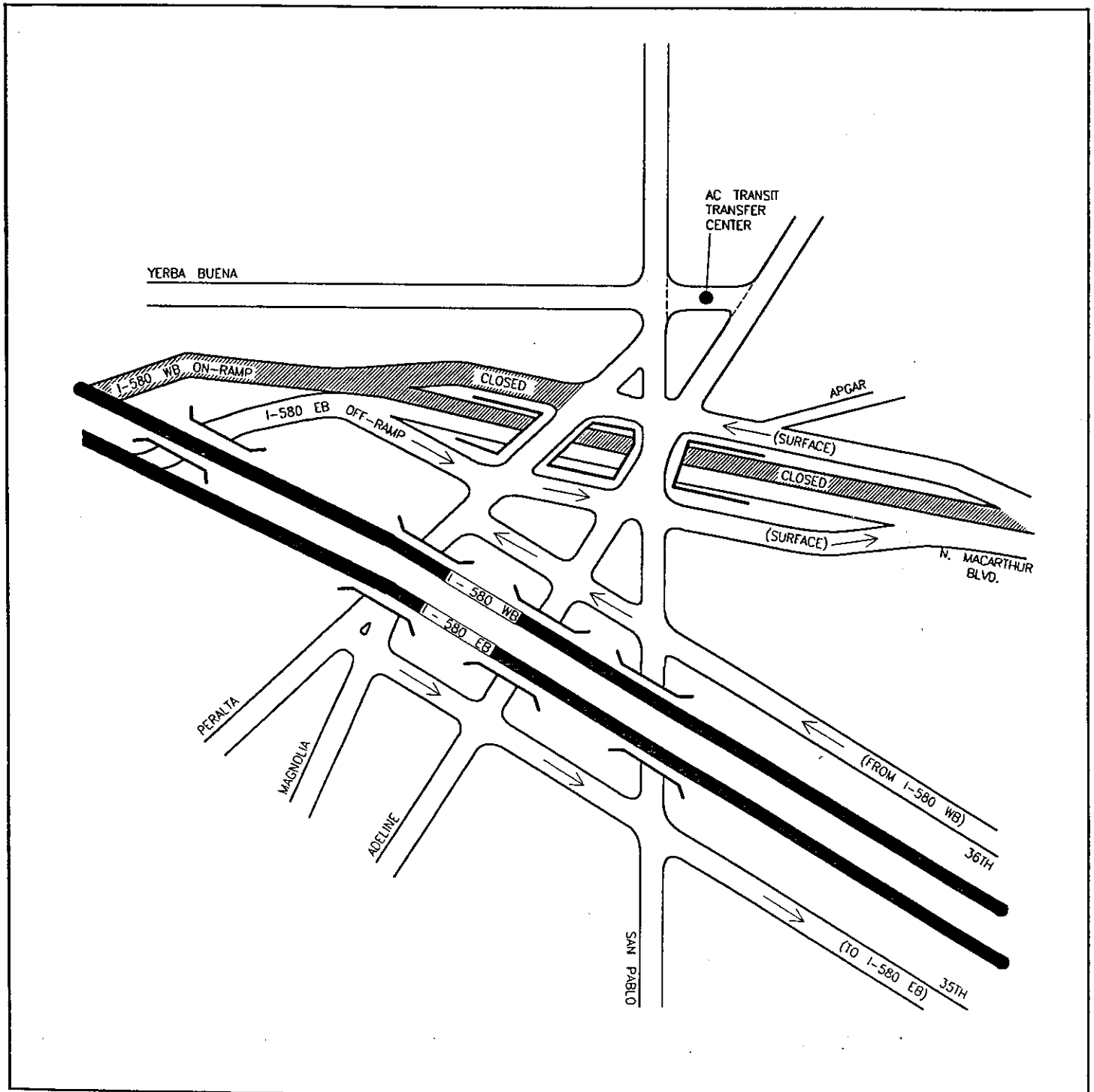
While a public parking structure on the west portion of the Oaks Club would be desirable, it should not be built until there is a substantial unmet need for parking on San Pablo Avenue, and/or the Agency determines the Oaks Club surface lots should be redeveloped.

In the interim, however, there may develop a smaller, but significant unmet parking need if the supermarket and drug/variety store draw large numbers of new customers, and in response several of the vacant and underutilized buildings on San Pablo - few of which have adequate on-site parking - are renovated and retenanted with retail sales and services.

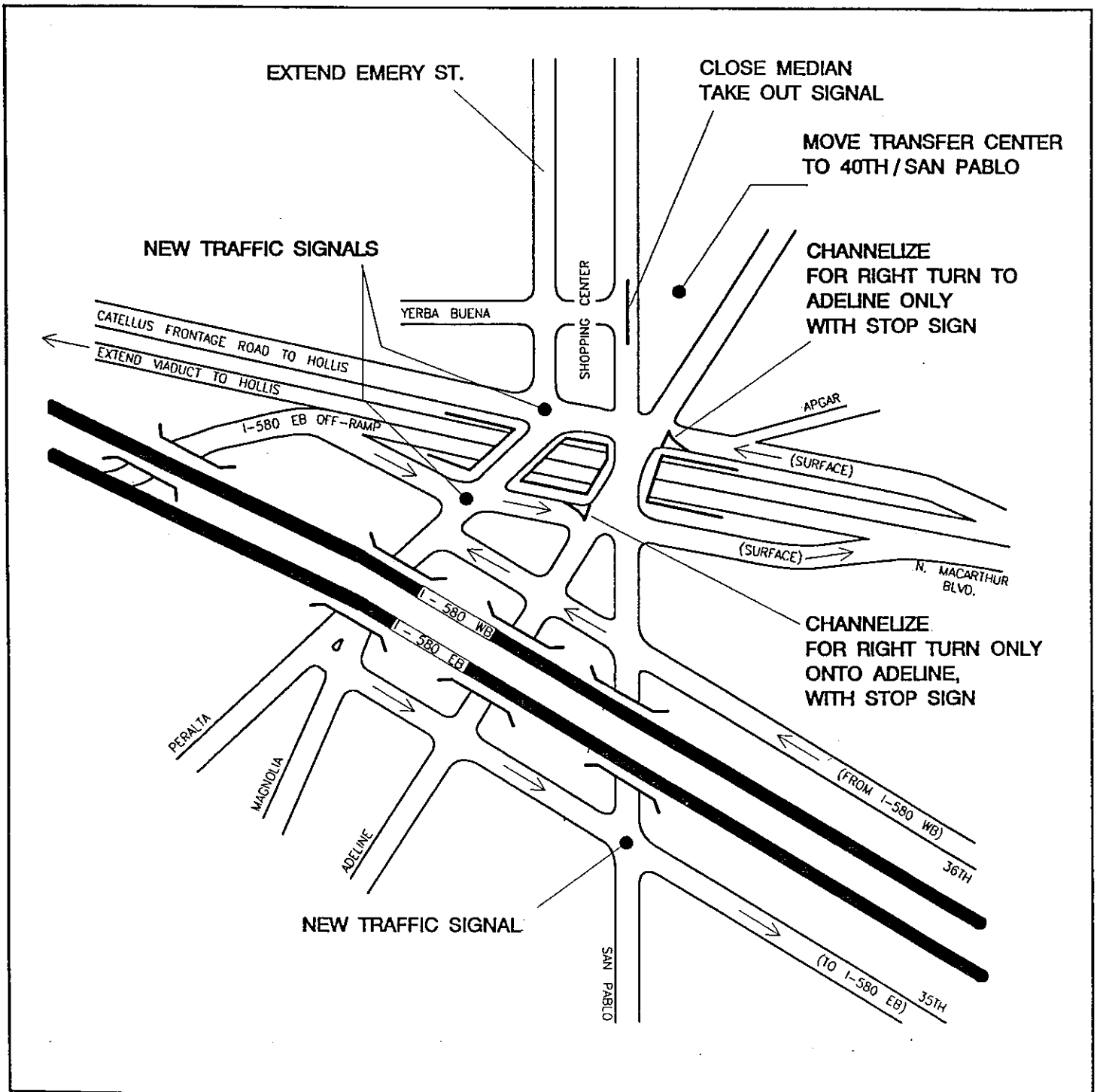
In this event, the City should establish a parking improvement district, which would include at least the parcels on San Pablo and Park Avenues (except Catellus, Del Monte, and possibly other large parcels). The parking improvement district would finance the maintenance of a surface lot or lots, to be acquired and developed by the Agency or City. The district could be funded by an additional business license tax levied on businesses within the district. In return, on-site parking requirements could be relaxed for businesses within the district.

This type of district differs from a traditional parking assessment district. First, it is easier to implement, because it can be formed by ordinance. Second, its financial obligation is limited to the maintenance of a surface lot. Its major disadvantage is that it requires the Agency to purchase and develop the parking lot site; however, the site could ultimately be resold for development once the parking structure is built.

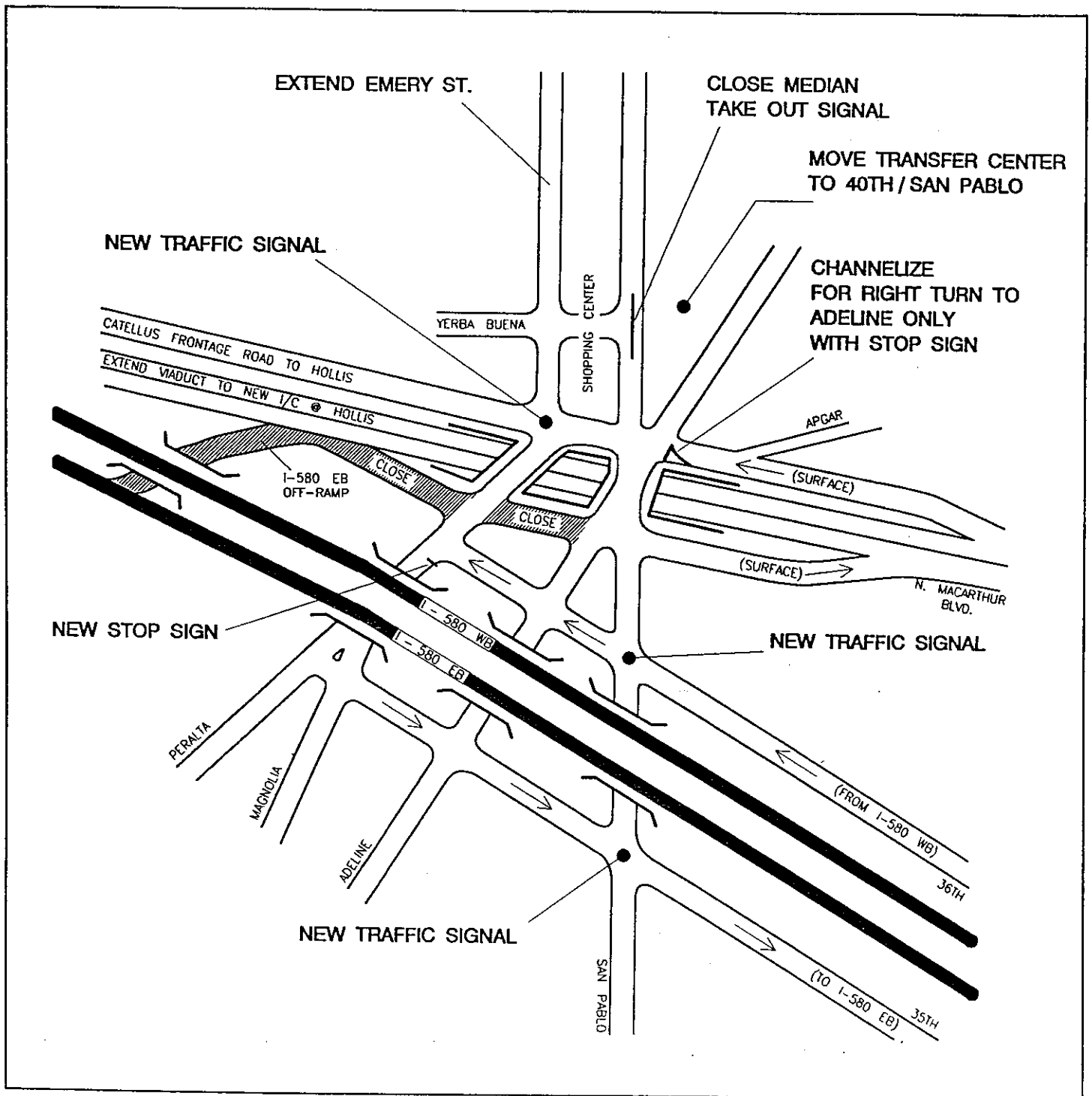
Once development reaches the point where a parking structure is justified, a traditional parking assessment district may be formed. Or, alternatively, the structure could be built under one or more development agreements, with the condition that it include a specified number of public parking spaces.



STAR INTERSECTION: EXISTING CONDITIONS



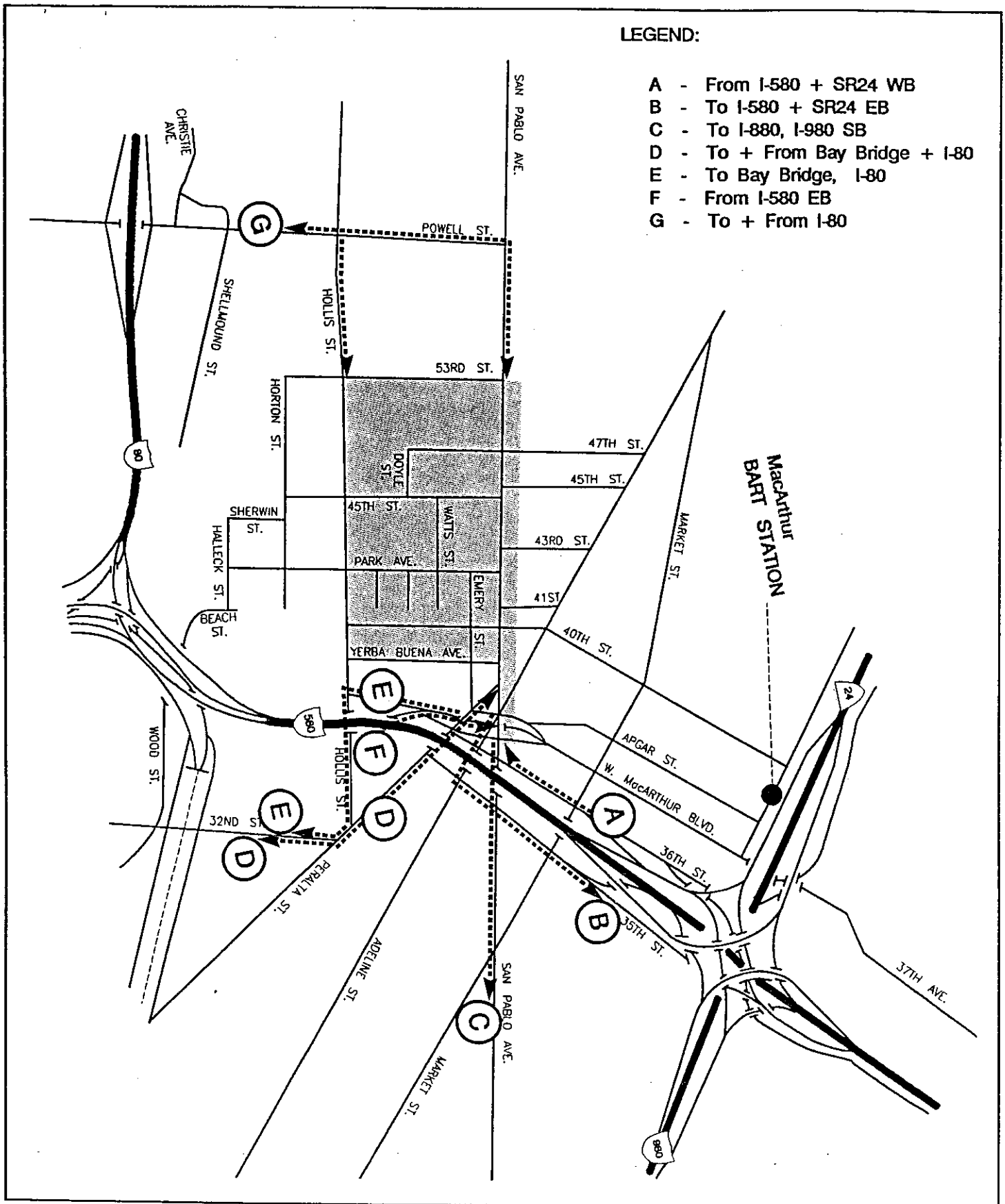
STAR INTERSECTION: INTERIM CHANGES



STAR INTERSECTION: LONG-TERM CHANGES

LEGEND:

- A - From I-580 + SR24 WB
- B - To I-580 + SR24 EB
- C - To I-880, I-980 SB
- D - To + From Bay Bridge + I-80
- E - To Bay Bridge, I-80
- F - From I-580 EB
- G - To + From I-80



STAR INTERSECTION: FREEWAY ACCESS

The following opinions of probable cost represent three alternatives for implementing the streetscape and circulation improvements in the project area.

Alternative 1 includes the full scope of improvements to San Pablo, Park, and 40th St from Adeline to San Pablo only. It is assumed the balance of 40th St would be constructed by Catellus as part of its site development, and these costs are not included. Yerba Buena is also assumed to be reconstructed as part of Catellus' development, and these costs are also not included; however, the streetscape treatment for Yerba Buena should be similar to the treatment of Park, reflecting their similar functional roles. Finally, the probable costs for the section of 40th from Adeline to San Pablo do not include any costs of property acquisition.

These opinions of probable costs should be used for planning and discussion purposes only, inasmuch as they are not based on detailed construction documents.

STREETSCAPE IMPROVEMENTS: PRELIMINARY OPINION OF PROBABLE COST

Item	Quantity	Unit	\$ Cost	
A. Sidewalks				
1. Remove existing sidewalks, curbs and gutters				
• San Pablo	73,500 sf	1.50	110,300	
• Park	35,500 sf	1.50	53,300	
				163,600
2. Construct new sidewalks				
a. Brushed concrete, natural color				
• San Pablo	48,000 sf	3.00	144,000	
• Park	21,400 sf	3.00	64,200	
• New 40th	6,000 sf	3.00	18,000	
				226,200
b. Sidewalk pattern @ treewells				
• San Pablo	17,000 sf	5.00	85,000	
• Park	6,500 sf	5.00	32,500	
• New 40th	1,900 sf	5.00	9,500	
				127,000
c. Sidewalk pattern @ corners				
• San Pablo	5,600 sf	5.00	28,000	
• Park	2,600 sf	5.00	13,000	
• New 40th	600 sf	5.00	3,000	
				44,000
d. Corner bulbs @ residential streets				
	2,400 sf	5.00	20,500	12,000
f. Curbs and gutters				
• San Pablo	6,500 lf	10.00	65,000	
• Park	2,800 lf	10.00	28,000	
• New 40th	800 lf	10.00	8,000	
				101,000
Subtotal (before add-ons)				673,800
B. Crosswalks				
1. Remove existing AC pavement				
• San Pablo	27,500 sf	1.00	27,500	
• Park	6,500 sf	1.00	6,500	
				34,000
2. New crosswalks				
• San Pablo	27,500 sf	5.00	137,500	
• Park	6,500 sf	5.00	32,500	
• New 40th	1,000 sf	5.00	5,000	
				175,000
Subtotal (before add-ons)				209,000

Item	Quantity	Unit	Amount	
C. Medians				
1. Remove existing AC pavement				
• San Pablo	19,300 sf	1.00	19,300	19,300
2. New curbs and gutters				
• San Pablo	5,700 lf	12.00	68,400	
• New 40th	800 lf	12.00	9,600	
				78,000
Subtotal (before add-ons)				97,300
D. Lighting				
1. New 15' pedestrian lights @ sidewalks (typ. 96' o.c.)				
• San Pablo	61	3000.00	183,000	
• Park	30	3000.00	90,000	
• New 40th	8	3000.00	24,000	
				297,000
2. New 25' roadway lights				
• New 40th	8	1500.00	12,000	12,000
3. Remount existing roadway lights				
• San Pablo	70	1000.00	70,000	70,000
Subtotal (before add-ons)				379,000
E. Trees and landscaping				
1. Sidewalk trees - Sycamores (24' o.c.)				
• San Pablo	225	1000.00	225,000	
• New 40th	29	1000.00	29,000	
Irrigation		75.00	19,000	
				270,000
2. Median trees - Chinese Pistache (48' o.c.)				
• San Pablo	45	1000.00	45,000	
• New 40th	5	1000.00	5,000	
Irrigation		75.00	3,000	
				53,000
3. Sidewalk trees - Jacaranda (24' o.c.)				
• Park	152	1000.00	152,000	
• Corner bulbs	12	1000.00	12,000	
Irrigation		75.00	12,300	
				175,300
4. Tree grates				
• San Pablo	225	600.00	135,000	
• Park	152	600.00	91,200	
• New 40th	29	600.00	17,400	
				243,600
5. Ground cover in medians, corner bulbs	33,900 sf	.50	16,900	16,900
Subtotal (before add-ons)				785,200

ALTERNATIVE 1: SAN PABLO, PARK, & 40TH (SAN PABLO TO ADELINE ONLY)

Total - Demolition & Construction	2,144,300
General conditions @ 15%	321,600
Bonds, permits, insurance @ 3%	74,000
Contractor's fee @ 10%	254,000
Contingencies @ 10%	254,000
Grand Total	3,047,900

ALTERNATIVE 2: SAN PABLO ONLY

Total - Demolition & Construction	1,332,400
General conditions @ 15%	199,900
Bonds, permits, insurance @ 3%	46,000
Contractor's fee @ 10%	157,800
Contingencies @ 10%	157,800
Grand Total	1,893,900

ALTERNATIVE 3: SAN PABLO AVENUE ONLY: MEDIANS, LANDSCAPING AND LIGHTING ONLY

Total - Demolition & Construction	792,500
General conditions @ 15%	118,900
Bonds, permits, insurance @ 3%	27,300
Contractor's fee @ 10%	93,900
Contingencies @ 10%	93,900
Grand Total	1,126,500

NOTE: The public cost of any of the alternatives could be further reduced by having developers pay for all or part of the costs of improving their frontages.