

2. Vision, Goals and Policies

The vision, goals and policies presented in this Plan are drawn largely from the *Emeryville General Plan*, which contains numerous policy statements that are supportive of walking and bicycling. The *General Plan's* Guiding Principles articulate a vision of a livable and diverse city. Four of these principles directly relate to the encouragement of walking and bicycling as everyday activities.

General Plan Guiding Principles related to pedestrian and bicycle connectivity are paraphrased as follows:

- **A connected place:** New and safe bicycle and pedestrian linkages to the San Francisco Bay
- **Enhanced and connected open space network and green streets:** Building on the strength and connectivity of the city's greenways
- **A walkable, fine-grained city, emphasizing pedestrians:** Through improved sidewalks, pathways and streetscapes
- **A diversity of transportation modes and choices:** Fosters and provides incentives for alternative transportation modes.

2.1. Vision Statement

The vision statement expresses what walking and bicycling will be like in Emeryville in the future if the City successfully implements this *Pedestrian and Bicycle Plan*. The vision statement is:

Emeryville is a livable city, with a connected network of green streets and a fine-grained transportation network that emphasizes and supports an active and healthy lifestyle. There are new, safe, and enticing pedestrian and bicycle linkages within the City and to the San Francisco Bay and surrounding communities. Community members have a diversity of transportation choices. Walking and bicycling are integral to daily life.

2.2. Goals and Policies

Goals expand on the vision with more detail, while policies provide more specific direction to implement the goals. Most of the goals and policies identified here are from the *General Plan's* Transportation Element and are noted with the specific *General Plan* Goal and Policy numbers. New goals and policies that supplement the *General Plan* policies are underlined. All projects and programs recommended by this Plan flow from these vision, goals and policies. An action plan to implement these goals and policies is provided in Chapter 8: Funding and Implementation.

Goal 1: Multi-modal

A transportation system that eliminates the necessity of owning and/or driving personal vehicles because of the availability of convenient and accessible alternative modes of transportation. (*General Plan T-G-3*)

Policies:

- PI.1 The design, construction, operation, and maintenance of city streets shall be based on a “complete streets” concept that enables safe, comfortable, and attractive access and travel for pedestrians, bicyclists, motorists, and transit users of all ages and abilities. (*General Plan T-P-2*)
- PI.2 To the extent allowed by law, the City’s Traffic Impact Fee shall include bicycle, pedestrian, transit, and road improvements so that development pays its fair share toward a circulation system that optimizes travel by all modes. (*General Plan T-P-6*)
- PI.3 The City will strive for most trips within Emeryville to occur on foot, on bike, or on transit by providing enticing, safe, and direct pedestrian and bicycle connections to all major destinations and transit, and by making bicycling and walking the easiest and least expensive way to travel within the city.
- PI.4 The City will strive to balance the needs of pedestrians, bicyclists, and motorists in all roadway and reconstruction projects.
- PI.5 The City will consider health issues in the community design process and in promoting walking and biking as a form of transportation and recreation.
- PI.6 The City will implement strategies that manage traffic speed in order to improve safety for pedestrians, bicyclists, and motorists.
- PI.7 The City will evaluate the suitability of providing a citywide bicycle sharing system and if feasible, work with local employers, transit agencies, and neighboring communities to plan, fund, and implement a bicycle sharing system.
- PI.8 Emeryville will remain up to date on new laws and practice pertaining to pedestrian and bicycle transportation.
- PI.9 The City will seek to develop San Pablo Avenue as a green, multi-modal corridor.

Goal 2: A walkable city

A universally accessible, safe, pleasant, convenient, and integrated pedestrian system that provides links within the city and to surrounding communities, and reduces vehicular conflicts. (*General Plan T-G-4*)

Policies:

- P2.1 The pedestrian circulation system shall be as set forth in this Plan and the *General Plan* and based on the typologies described in the *General Plan*. (*General Plan T-P-10*)



Crosswalks with good pedestrian access are critical to the pedestrian environment.

- P2.2 Sidewalks shall be provided on both sides of all streets; pedestrian connections between new and existing development is required. (*General Plan T-P-11*)
- P2.3 Sidewalks shall be safe, comfortable, and accessible for pedestrians. (*General Plan UD-P-42*)
- P2.4 The City will plan, upgrade, and maintain pedestrian crossings at intersections and mid-block locations by providing safe, well-marked crosswalks with audio/visual warnings, bulb-outs, and median refuges that reduce crossing widths. (*General Plan T-P-12*)
- P2.5 Pedestrian routes will be provided across large blocks, pursuing creative options if necessary such as purchasing private alleys, designating pathways through buildings, and acquiring public access easements. (*General Plan T-P-13*)
- P2.6 Establish Pedestrian Priority Zones in Neighborhood Centers, around schools, and in other locations as indicated in the *General Plan*, where wider sidewalks, street lighting, crosswalks, and other pedestrian amenities are emphasized. Link these zones to adjacent land uses to ensure that building frontages respect pedestrians and truck loading takes place on adjacent streets wherever possible. (*General Plan T-P-14*)
- P2.7 Walking will be encouraged through building design and ensuring that automobile parking facilities are designed to facilitate convenient pedestrian access within the parking area and between nearby buildings and adjacent sidewalks. Primary pedestrian entries to nonresidential buildings should be from the sidewalk, not from parking facilities. (*General Plan T-P-15*)
- P2.8 Safe and direct pedestrian access to Aquatic Park and the peninsula will be provided and maintained. (*General Plan T-P-20*)
- P2.9 Safe pedestrian walkways that link to streets and adjacent bus stops will be required of new development. (*General Plan T-P-16*)
- P2.10 The City will require new development to minimize the number and width of curb cuts for vehicles to reduce vehicle conflicts with pedestrians. (*General Plan T-P-17*)
- P2.11 The City will use the best possible technology as feasible to create the shortest possible wait time for pedestrians at signalized intersections. Particularly, where pedestrian volumes are high, automatic pedestrian walk signals will be provided, where timing allows. Where activation is needed to get a walk signal, a mechanism will be provided to show activation and pedestrian countdown.
- P2.12 Where feasible, the City will provide drinking fountains, public toilets, benches, and other pedestrian amenities on public property.
- P2.13 The City will evaluate and improve existing and proposed uncontrolled marked crosswalks with the purpose of improving pedestrian safety and, in doing so, enhance pedestrian accessibility and mobility.
- P2.14 The City will provide pedestrian-oriented destination signs and walking maps, especially at the transit hubs.

Goal 3: A safe, comprehensive, and integrated bicycle system

Develop a safe, comprehensive, and integrated bicycle system— A system and support facilities throughout the city that encourage accessible bicycling for all community members. (*General Plan T-G-5*)

Policies:

P3.1 The City will develop the bicycle circulation system set forth in the *General Plan* and based on the typologies described in the *General Plan*. (*General Plan T-P-21*)

P3.2 On-street bike routes in the City's *Bicycle and Pedestrian Plan* shall be designated as either Class II (bike lanes) or Class III (signed routes without lanes), as appropriate. (*General Plan T-P-23*)

P3.3 The City will construct the network of bicycle boulevards and monitor them for performance goals, as indicated in Chapter 6 of this Plan.

P3.4 Safe, secure, and convenient short- and long-term bicycle parking shall be provided near destinations for all users, including commuters, residents, shoppers, students, and other bicycle travelers. Retail businesses in regional retail areas are encouraged to provide valet bicycle parking. (*General Plan T-P-24*)

P3.5 The City will provide showers and changing facilities in civic buildings for employees and, where practical, support the development of such facilities in commercial buildings.

P3.6 A numbered bike route system with destination signs, consistent with the regional bike route numbering system, shall be developed and implemented with clear signage to bicycle boulevards. (*General Plan T-P-25*)

P3.7 The City will seek to attract a bicycle store, community bicycle shop, bicycle station, and/or other gathering/retail/shop space for bicyclists.

P3.8 The City will improve intersection crossings of bikeways and busy streets and ensure bicycle paths, lanes and routes have good accommodations for crossing high-volume or high-speed roadways.

P3.9 All signals shall have functioning bicycle detection and signal timing should be long enough to allow bicyclists to clear the intersection. The City will use the best technology as feasible to create the shortest possible delay for bicyclists.



Pedestrian and bicycle facilities can be integrated to improve awareness and visibility of all modes.

Goal 4: A regional bicycle and pedestrian network

Collaborate with countywide regional agencies to coordinate planning and development of County bikeways and trails to support a regional bicycle and pedestrian network.

Policies:

P4.1 The City's preferred Bay Trail route through Emeryville is set forth in the *General Plan*, including the main trail between Frontage Road in Berkeley and Mandela Parkway in Oakland, and spur trails to the Marina along Powell Street and to the Bay Bridge along the east side of Interstate 80. (*General Plan T-P-22*)

P4.2 The City will provide bikeways, bike parking, and pedestrian walkways to support connections with transit, including Amtrak, Emery Go Round, AC Transit, and MacArthur, West Oakland, and Ashby BART Stations.

P4.3 The City, in collaboration with stakeholders and interested agencies and parties, will study the feasibility of a pedestrian/bicycle trail along the west side of I-80, east of the Emeryville Crescent, to provide access from the Bay Trail to the eastern span of the Bay Bridge. (*General Plan T-P-18*)

P4.4 Following completion of the new east span of the Bay Bridge, the west span should be retrofitted with a pathway to provide continuous pedestrian and bicycle access between San Francisco and the East Bay. (*General Plan T-P-19*)



The Emeryville Greenway is a north-south linear park and pedestrian and bicycle path woven through commercial and residential areas utilizing an abandoned railroad.

Goal 5: Education, encouragement and enforcement to support walking and bicycling

Increase the safety of bicyclists and pedestrians and the health of the community through education, encouragement and enforcement to promote walking and bicycling.

Policies:

P5.1 Bicycling will be promoted through public education, including the publication of literature concerning bicycle safety and the travel, health and environmental benefits of bicycling. (*General Plan T-P-26*)

P5.2 The City will promote programs that teach people good walking and bicycling habits to last a lifetime. Examples include “Safe Routes to School,” children’s bicycle safety rodeos, adult bicycle education courses, and traffic citation diversion programs.

P5.3 The City will continue to develop materials that increase public awareness of available facilities for safe walking and bicycling, such as a walking/biking map, walking tours/bike tours of the city, street

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fairs, and pedestrian/bicyclist safety pamphlets, and promote these materials on the City website and at special events.

- P5.4 The City will support special events that encourage people to bike or walk instead of drive, such as Bike to Work Day, International Walk and Bike to School Day, and the Bike Commute Challenge.
- P5.5 The City will establish a bicycle/pedestrian route around the city, which highlights locations relevant to Emeryville's history and art.

Goal 6: Funding for pedestrian and bicycle projects and programs

Fund pedestrian and bicycle projects and programs through existing and new sources of local, regional, state, and federal funding programs

Policies:

- P6.1 The City will continue to apply for county, regional, state and federal funding opportunities, continue to collect Transportation Improvement Fees, include pedestrian and bicycling facilities as conditions of development, and include pedestrian and bicycle projects and programs in the City *Capital Improvement Program*.
- P6.2 The City will update its *Pedestrian and Bicycle Plan* at least every ten years, or as changing conditions warrant, to maintain eligibility for Caltrans funding.