POWELL STREET URBAN DESIGN PLAN

FRONTAGE ROAD TO CHRISTIE AVENUE

April 5, 2011

City of Emeryville

Wallace Roberts & Todd, LLC

EXHIBIT A

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Acknowledgements

City of Emeryville

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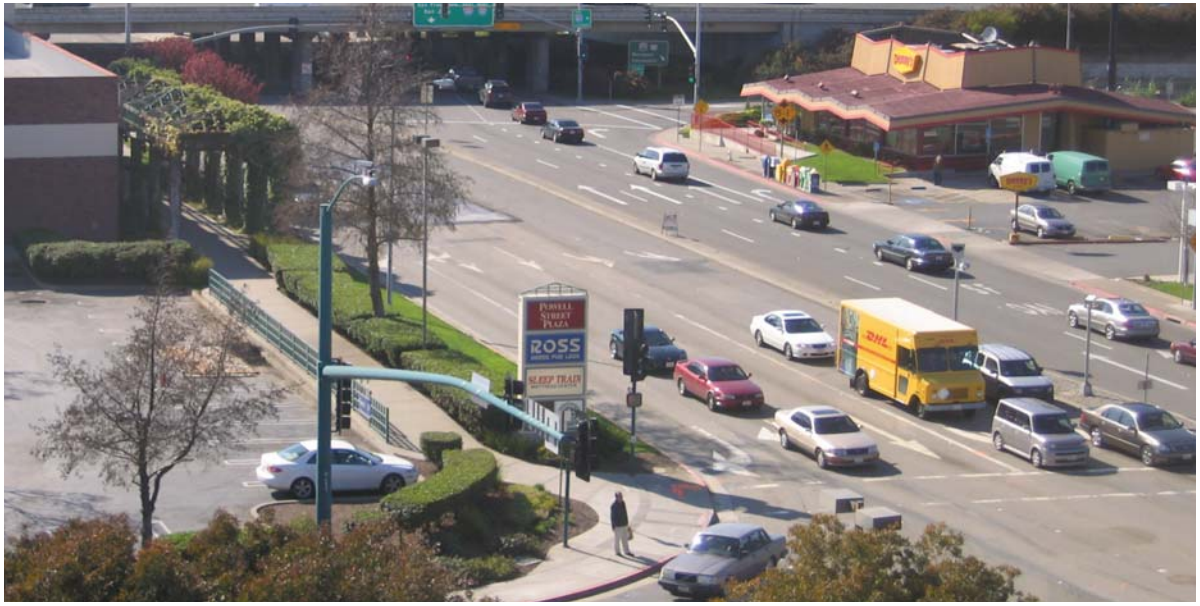
Adopted _____2011, by vote of the Emeryville City Council



Powell Street as it currently exists- a vast auto-oriented corridor leading into the city

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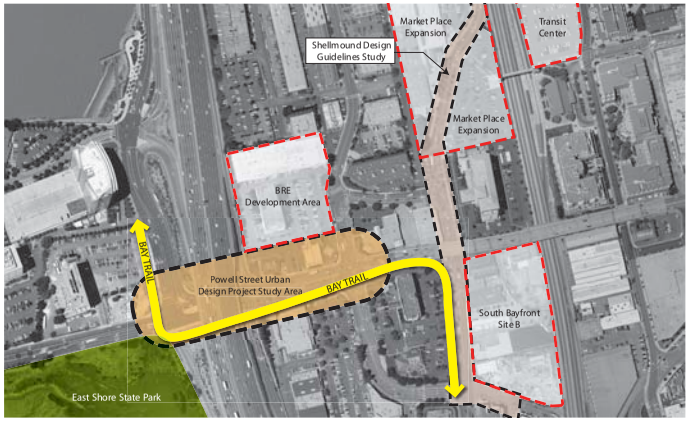
Conceptual Design Narrative

Project Guiding Principles

- The General Plan offers street designations and level of service criteria that balance if not favor pedestrian, bicycle, and transit mobility. The plan further articulates a vision for connectivity, revitalization, and sustainability.
- The corridor has been extensively studied. Project designers should incorporate the recommendations of previous authors including the UC Berkeley Traffic Safety Study. The design should embody the objectives of a "complete street".
- The corridor serves as a significant point of welcome to the City for residents, freeway pass byes, and regional shoppers. As a gateway, it should effectively announce and characterize Emeryville's quality of life.
- In order to provide optimal pedestrian/bicycle/transit circulation and civic beautification without reducing vehicle travel lanes, the corridor can be widened into the adjacent parcels when redesign of those uses is appropriate. Number of travel lanes on Powell will not change.
- Regional and City residents should gain improved pedestrian and bicycle access to waterfront open space resources via the Bay Trail and other conenctions.
- The project should promote the revitalization of private properties and stimulate reinvestment/redevelopment.
- The Powell / Shellmound district is an emerging, mixed-use urban neighborhood. A finer grain mix of green space, neighborhood serving retail, and pedestrian access is increasingly appropriate.



Project area and nearby development projects

Overall Design Objectives

- Identify clear project phases that address near term multi-modal improvements (0-5 years) and a long term vision (8-15 years). Each phase should maximize improvement to pedestrian, bicycle, and transit functions.
- Create a distinctive sense of place that makes legible the design principles and builds a positive civic gateway.
- Connect the city's inland neighborhoods to the Bay and extensive waterfront open space via substantial sidewalk/multi-use path connectors.
- Prescribe a street geometry where curbs, gutters, and crosswalks each contribute to a clear and regularized aesthetic. Compress vehicle oriented layout such as curb radii, lane width, and speed to acceptable minimums to maintain function while improving pedestrian safety and access.
- Add crosswalks and configure with center median pedestrian refuges.
- Treat stormwater runoff to remove pollutants before discharge to Bay.
- Configure new building edges and massing to best address issues of height, transparency, animation, and entry.
- Promote safe sidwalk conditions through the use of paving and signage which clearly delineates access zones for cyclist and pedestrians.
- Provide a connection point from Powell Street to East Shore State Park.

Sequential walk on the SOUTH side of Powell St from Frontage Rd. Walking east towards Shellmound St.

Sequential walk on the NORTH side of Powell Street from Frontage Rd. walking east towards Christie Ave.

EXISTING CONDITIONS PHOTOS

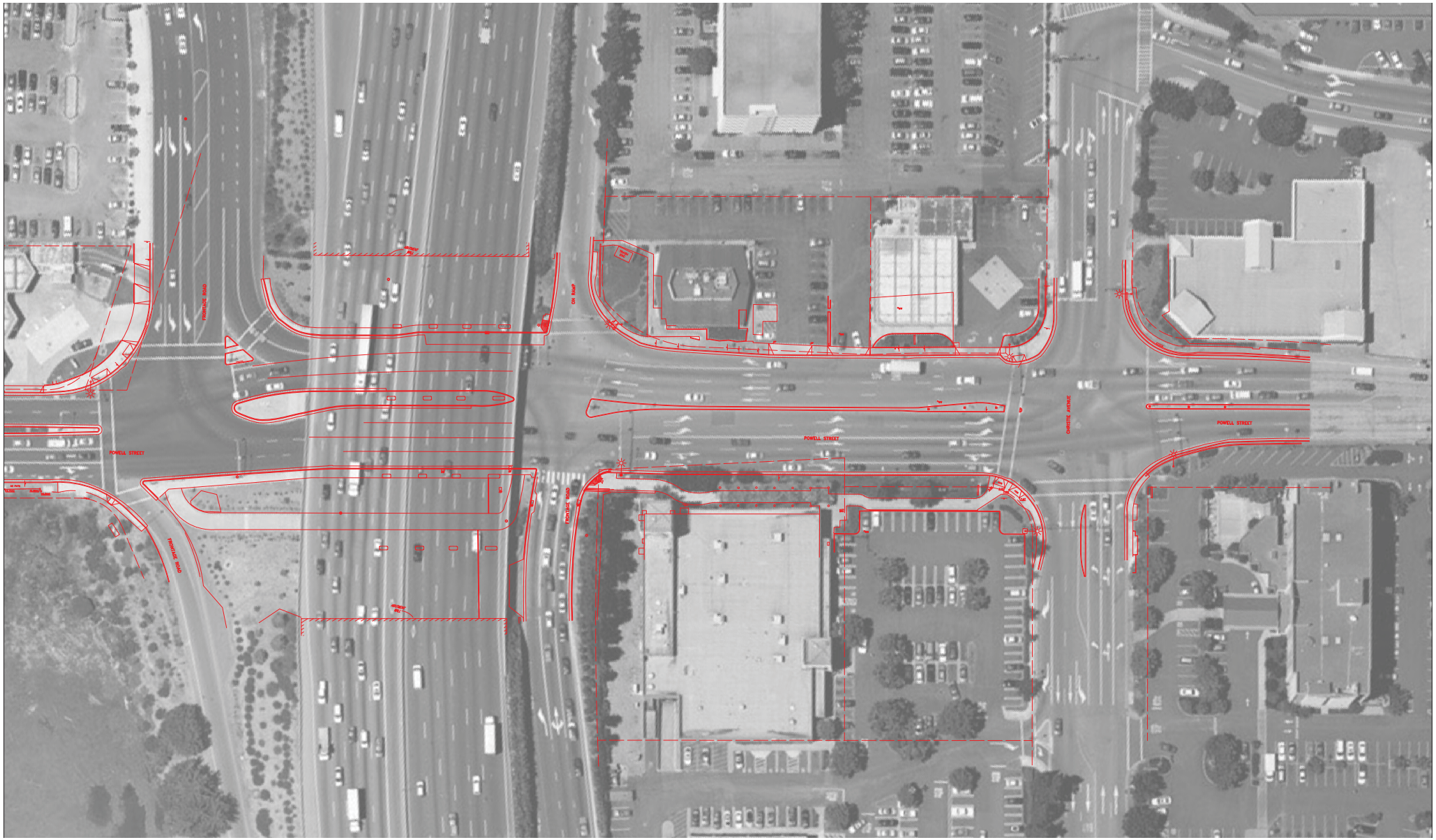
View of Powell St and Christie Ave. looking west

View of historic map describing irregular and unique pattern of the city grid that formed over time.

Ground level view of Powell St

Emeryville Crescent at Powell St. and Frontage Rd.

EXISTING CONDITIONS PHOTOS



EXISTING CONDITIONS AERIAL AND SURVEY

0 40′ 80′ 160′

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Phase 1:

Multi-Modal Improvements

- Reconfigure south side Powell Bay Trail/sidewalk and landscape to improve pedestrian/bicycle access from Shellmound to Frontage Road. Greenway is public in character and beautifies the private retail frontage.
- Provide new Transbay bus stops for San Francisco/Emeryville communting, also available for use by Emery-Go-Round.
- Provide various pedestrian and bicycle improvements including those identified by UC Berkeley Traffic Safety Study.

Phase 2:

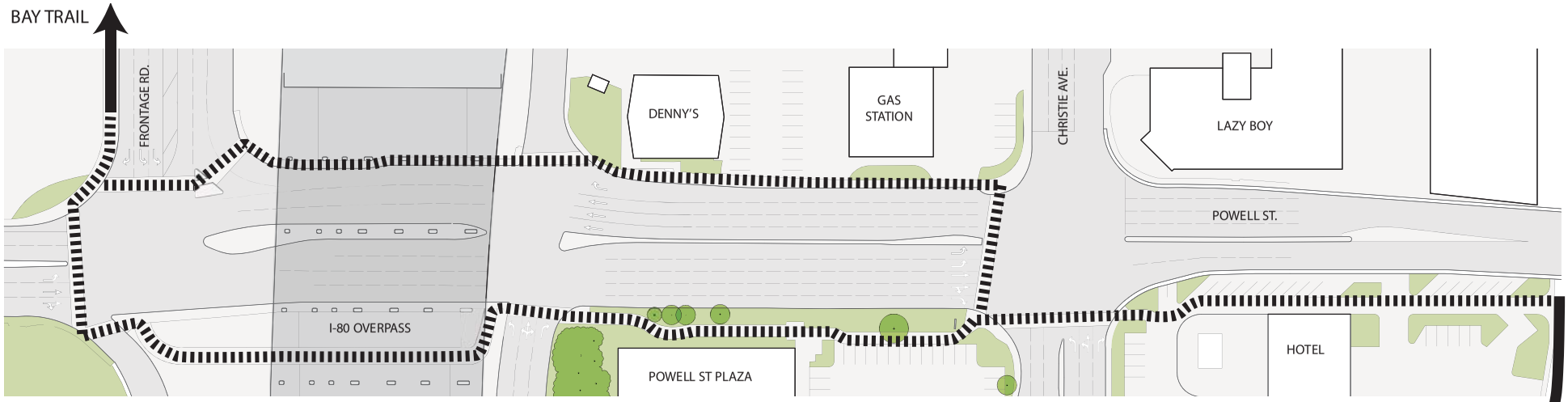
Civic Identity

- Create an enhanced pedestrian and bicycle path and landscape corridor on the north side of Powell connecting Christie to the Frontage Road.
- Provide a center median of a sufficient size to include large trees, mounded soil above the water table, and other design features that create a positive civic gateway feature.
- Provide new crosswalk at Powell and Christie intersection.
- Create overlook to Emeryville Crescent and gateway to Eastshore State Park.

Phase 3:

Transit Vision

- Provide dedicated transit access from the freeway offramp through the Powell Christie intersection (remove stops at ramp locations).
- Provide new crosswalk at Powell and freeway ramp intersection.
- Configure Powell Frontage intersection to allow bus only left turn access to bridge. Prevent illegal vehicle access through use of hydraulic bollard, signage, and raised, mountable curb.
- Create an enhanced pedestrian and bicycle path and landscape corridor on the south side of Powell to mirror the north side.



EXISTING CONDITIONS

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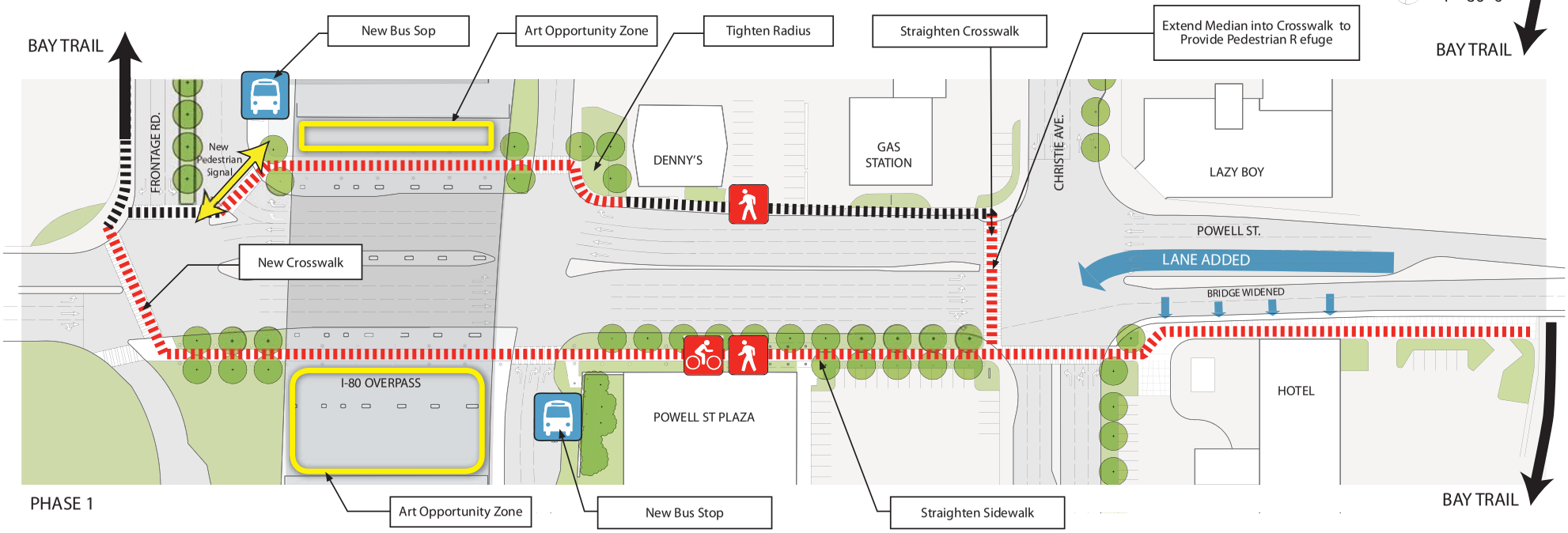

EXISTING AND PHASE 1 DIAGRAM

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Phase 1: Multi-Modal Improvements

Pedestrian and Bicycle	Transit	Vehicle	Image and Atmosphere
• Straighten class 1 path on south side at Powell Plaza and 80 underpass from Frontage to Shellmound • Improve visibility of Bay Trail on south side as important connection to the waterfront. • Improve visibility and crossing safety at ramp crossings on south side (80 EB and WB). ○ Improve safety at 80 on ramp near Denny's by tightening radius and planting the area. ○ Improve pedestrian crossing of Frontage Road on north side by installing pedestrian signal phase on right turn lanes. ○ Improve Bay Trail connection to Shellmound at Hotel parking lot. • Extend median into crosswalk to provide pedestrian refuge • Provide striping, special paving and signage to clearly seperate bike and pedestrian traffic appropriate to path width	• Provide interim stops for AC Transit Transbay busses. Inbound bus stop is at off ramp location. Bus would pull out of traffic per Caltrans. Outbound is off Frontage Road. • Highlight shelters with contemporary design, lighting, and proximity to sidewalk connection. • Consider sponsorship of interim shelters by businesses and arts groups.	Powell-Frontage: • Add new approach (one-way NB left and thru) for traffic from EB I-80 off-ramp left-turns. • Add new phase to signal timing at intersection. Powell-80 ramps: • Signal operation/phasing to remain the same, but adjust timings parameters. Powell-Christie: • Change existing WB bridge approach by adding left-turn lane. • Modify EB bridge to accommodate Bay Street garage entry. • Adjust timings parameters of signal operation/phasing	• Create new landscape treatment for south side Powell Street that compliments both civic and retail improvement goals. • Provide lighting and or art features to convey Bay Tail connection from Christie to Frontage Road on south side.

○ Indicates Project Recommended by UC Berkeley Pedestrian and Bicycle Safety Evaluation for the the City of Emeryville at Four Intersections. These Projects are the Current Subject of The Bike and Pedestrian Safety Improvement Project by the City of Emeryville Department of Public Works

PHASE 1 SUMMARY OF CHANGES

Southeast Corner of Powell St and Christie Ave existing condition

Southeast Corner of Powell St and Christie Ave phase 1 condition

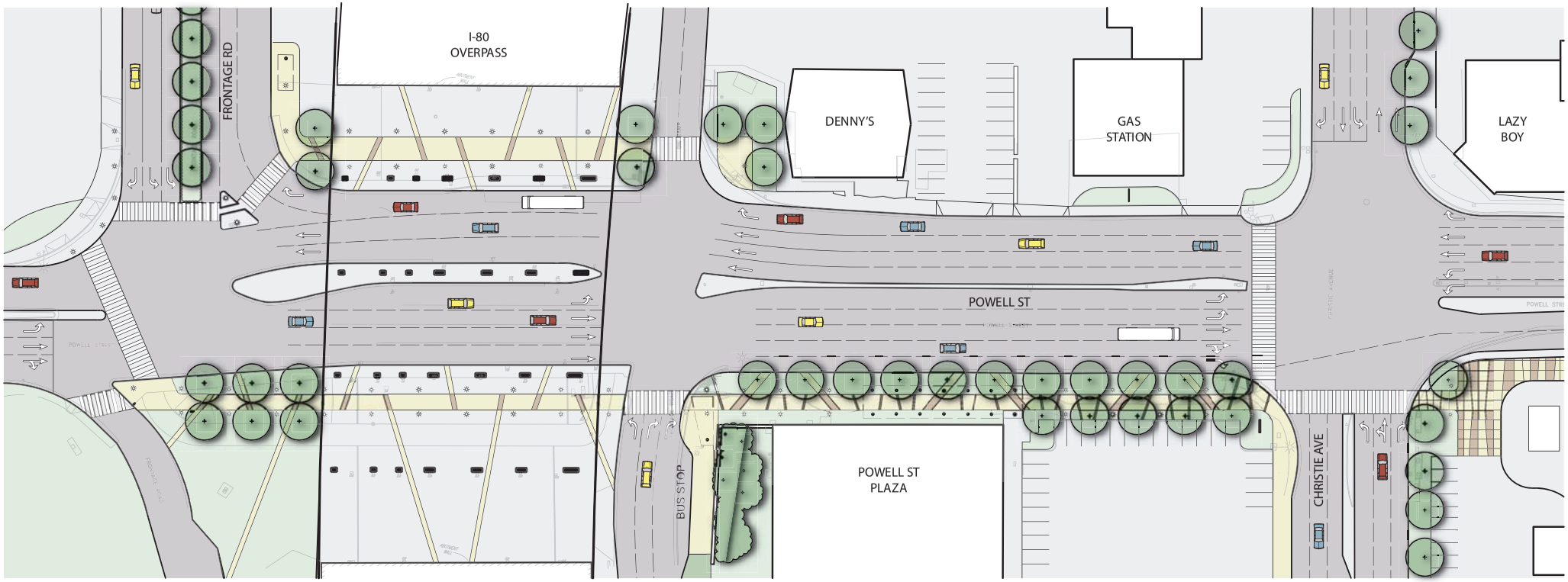
View of lighted path under Interstate 80

PHASE 1: MULTI-MODAL IMPROVEMENTS

PHASE 1: MULTI-MODAL IMPROVEMENTS

View of proposed bus stop at corner of Powell St and I-80 off ramp

PHASE 1: MULTI-MODAL IMPROVEMENTS



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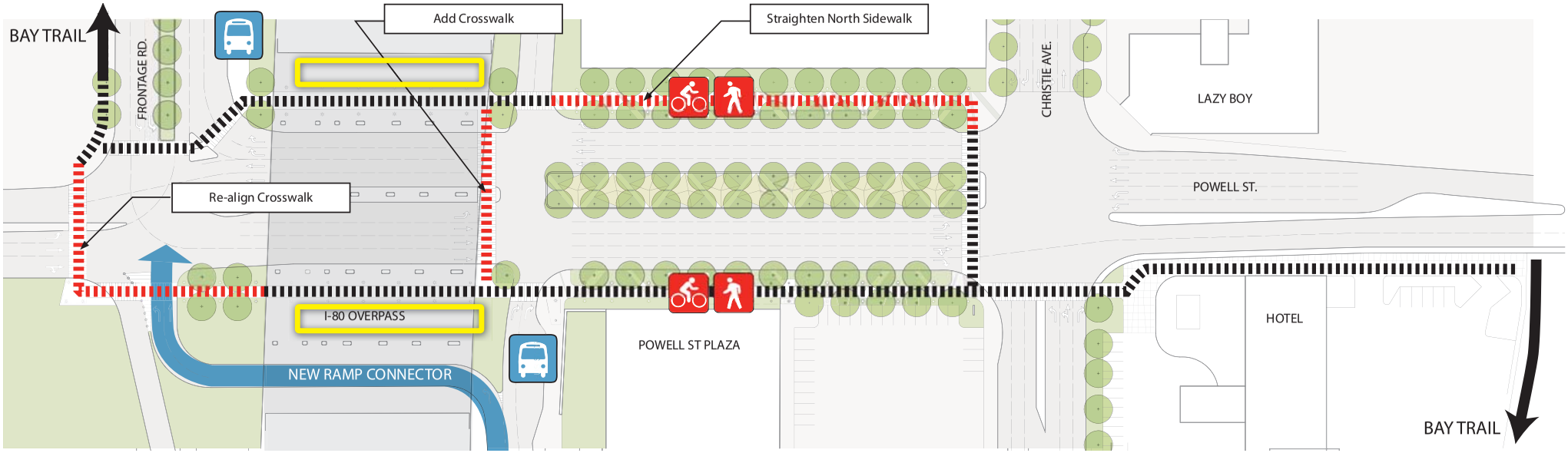
PHASE 1: MULTI-MODAL IMPROVEMENTS



PHASE 2

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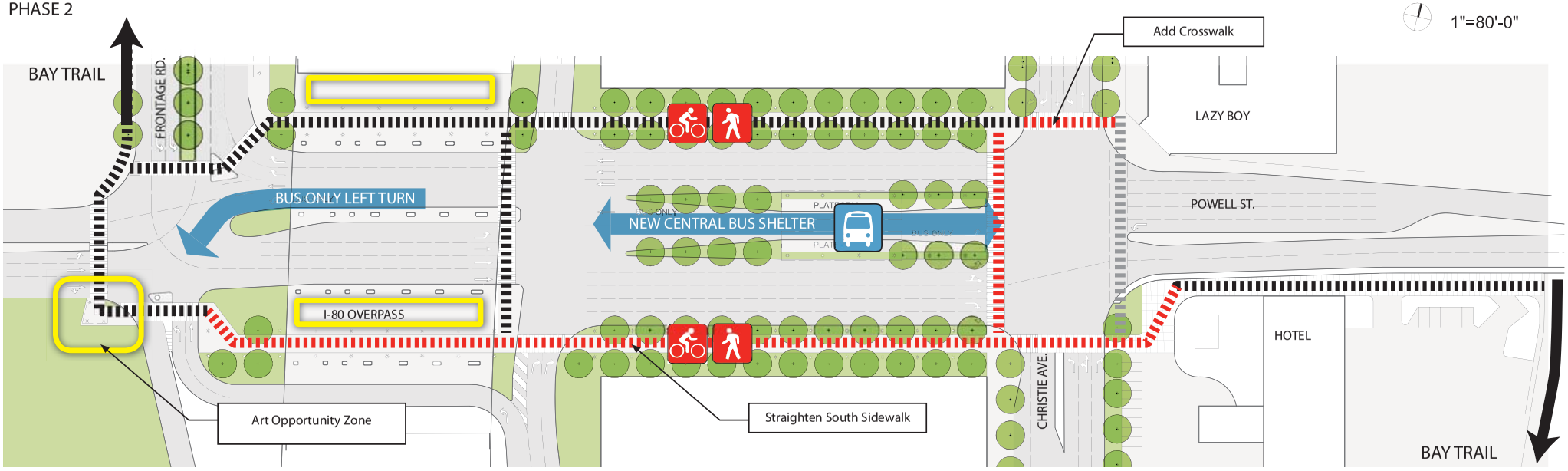

PHASE 3

PHASE 2 AND 3 DIAGRAM

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Phase 2: Civic Identity

Pedestrian and Bicycle	Transit	Vehicle	Image and Atmosphere
• Create new multi-use path and class 1 bicycle facility on north side of Powell. • Create new center median with pedestrian refuge to improve crossing of Powell at Christie. • Add new crosswalk on Powell Street at 80 ramps. • Modify curb and radius on northeast corner to provide new crosswalk at Powell/ Christie intersection. • Provide striping, special paving and signage to clearly seperate bicycle and pedestrian traffic appropriate to path width.	• Provide on-going improvement to existing operations.	• Improve EB 80 off ramp and Powell intersection. Redirect left-turn traffic away under overpass and to Powell-Frontage intersection. • Restripe WB lanes on Powell from Christie to Frontage Road.	• Create major new civic identity from landscape treatments on north side and center median. • Add new decorative light fixtures to north and south side of Powell. • Create opportunities for more public art on new paths to celebrate and interpret the unique culture of Emeryville. • Create overlook at Emeryville Crescent to reconnect city to Bay and serve as gateway to Eastshore Park.

Phase 3: Transit Vision

Pedestrian and Bicycle	Transit	Vehicle	Image and Atmosphere
• Create new Bay Trail/ multi-use path on newly landscaped south side of Powell connecting Shellmound St. to Bay. • Create new center median with pedestrian refuge to improve crossing of Powell at Christie. • Provide striping, special paving and signage to clearly seperate bicycle and pedestrian traffic appropriate to path width.	• Provide dedicated transit only lanes and center median station as civic marker and signature gateway feature. • Modify signal timing at Powell and Christie to prioritize bus movements over private vehicles. • Provide bus only lane for WB 80 onramp from Powell.	• Restripe EB lanes on Powell from Frontage Road to Christie. • Prevent illegal WB 80 onramp access with flexible posts and a hydraulic bollard.	• Integrate public art into new transit shelter design through dynamic graphic media, lighting, color, and or form. • Complete civic identity through landscape treatments on south side to match north. Reinstall decorative lights from phase 2.

PHASE 2 AND 3 SUMMARY OF CHANGES

Southeast corner of Powell St and Christie Ave phase 1 condition

Southeast corner of Powell St and Christie Ave phase 2 condition

Existing condition

View illustraing the landforms proposed for the the phase 2 median

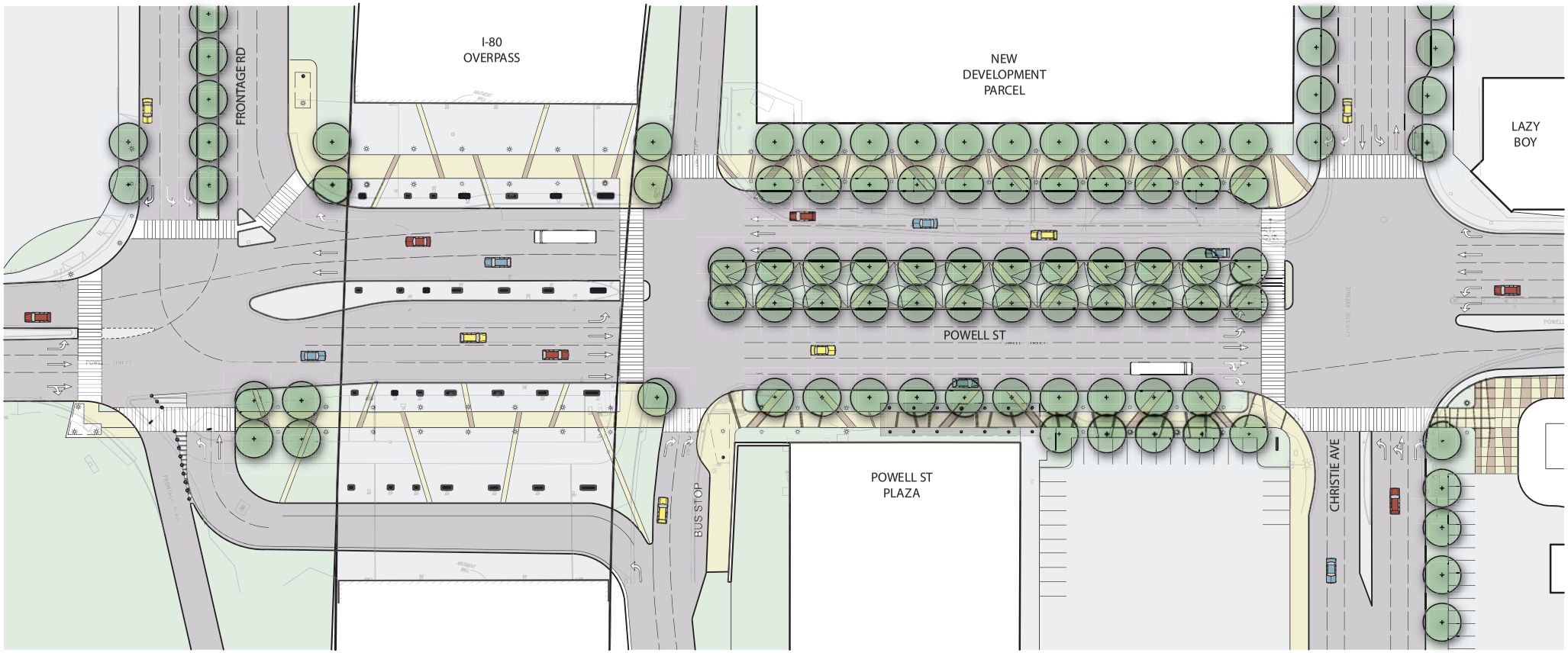
PHASE 2: CIVIC IDENTITY

PHASE 2: CIVIC IDENTITY

View of existing Location

View of proposed Bay Trail Overlook At Emeryville Crescent (Powell Street And Frontage Road)

PHASE 2: CIVIC IDENTITY



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PHASE 2: CIVIC IDENTITY

Southeast corner of Powell St and Christie Ave phase 2 Condition

Southeast corner of Powell St and Christie Ave phase 3 condition

Existing condition

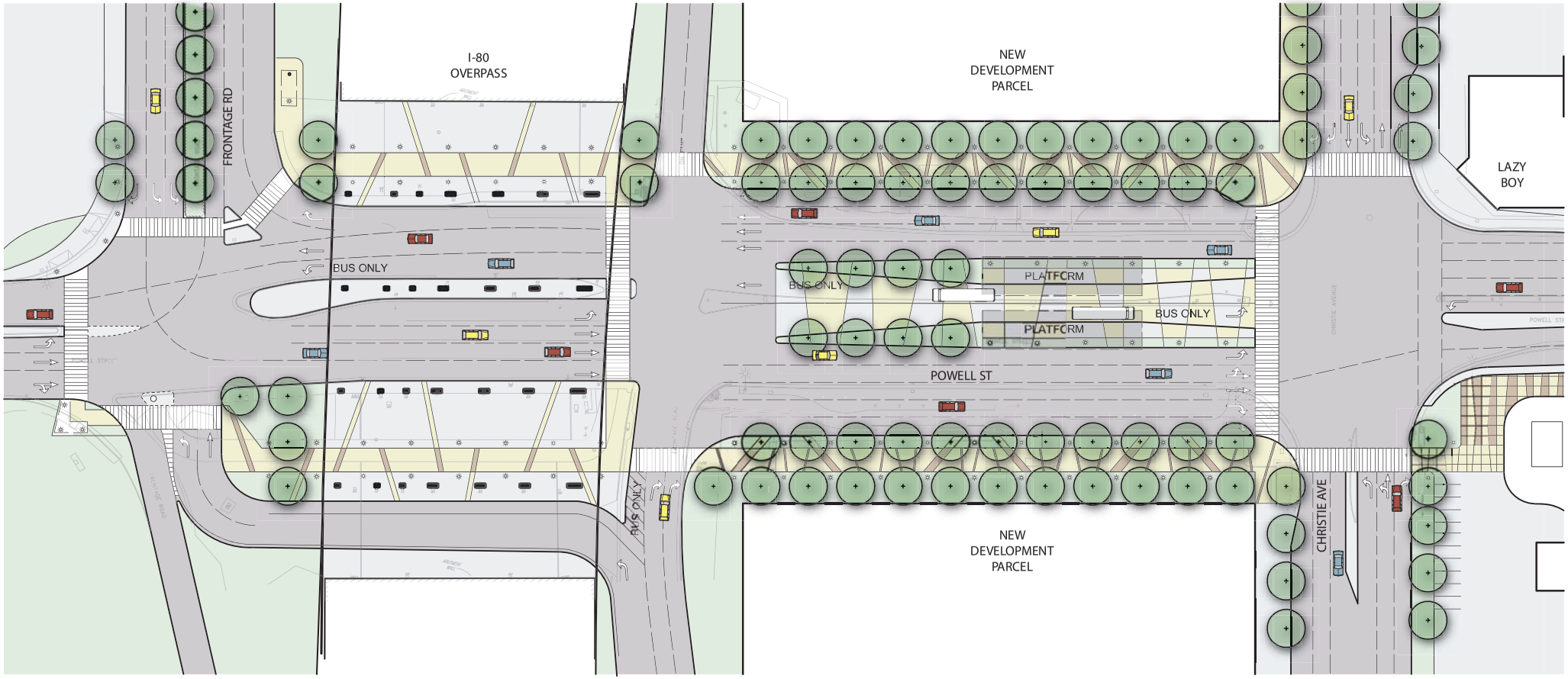
Northeast corner of Powell St and Christie Ave phase 3 condition

PHASE 2: CIVIC IDENTITY

PHASE 3: TRANSIT IDENTITY

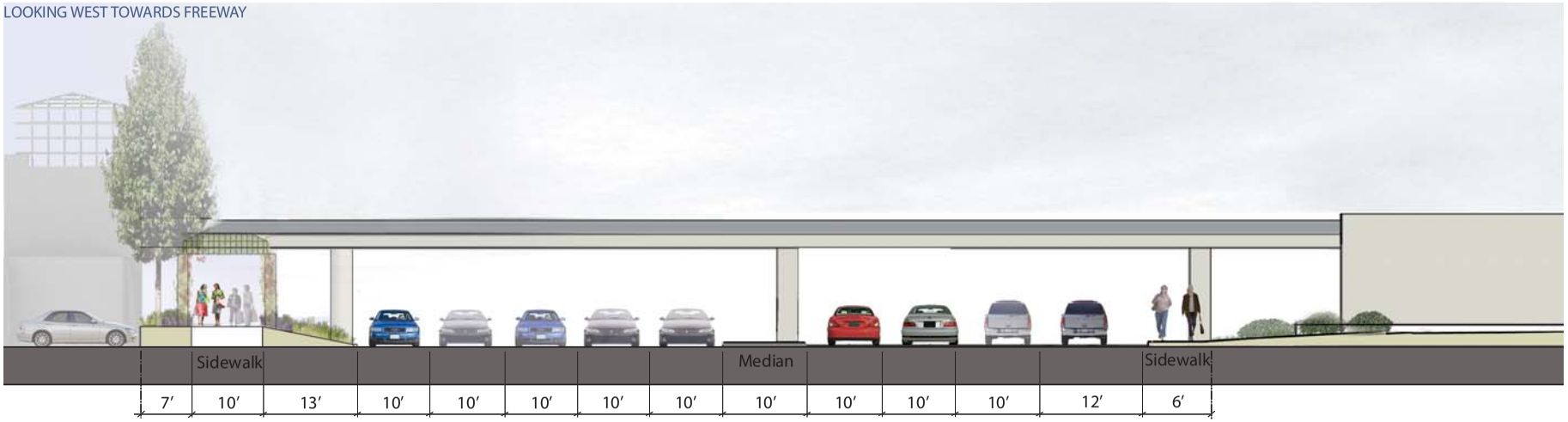
View of reconfigured BayTrail connection to crescent overlook and special bus only ramp access

PHASE 3: TRANSIT IDENTITY

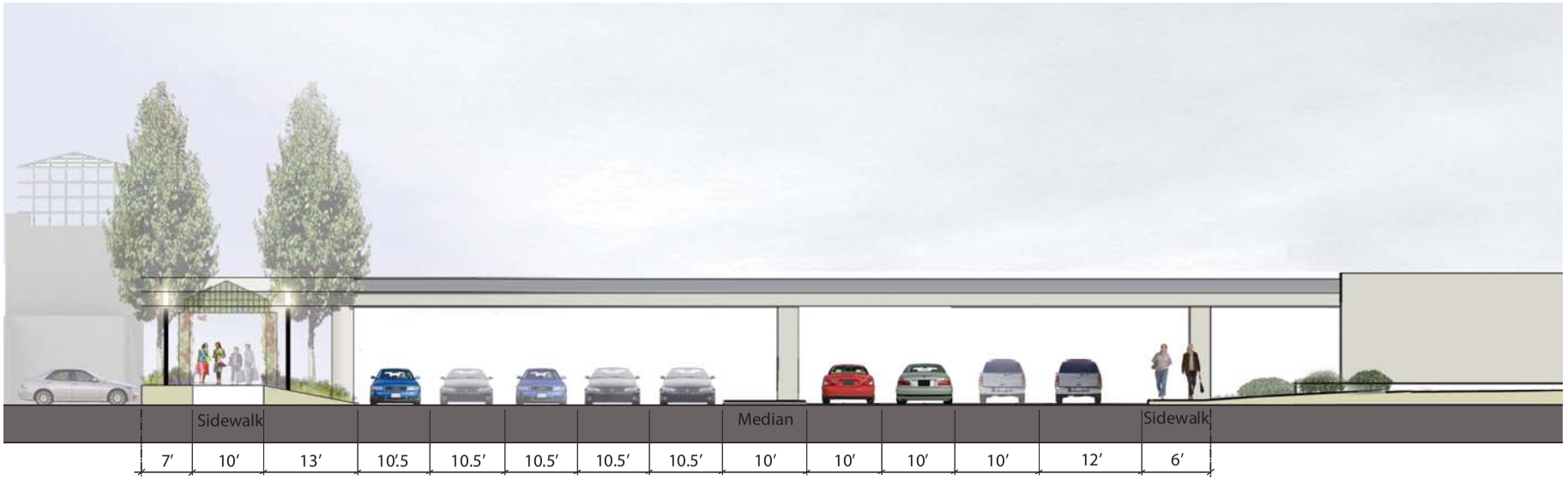


PHASE 3: TRANSIT IDENTITY

LOOKING WEST TOWARDS FREEWAY

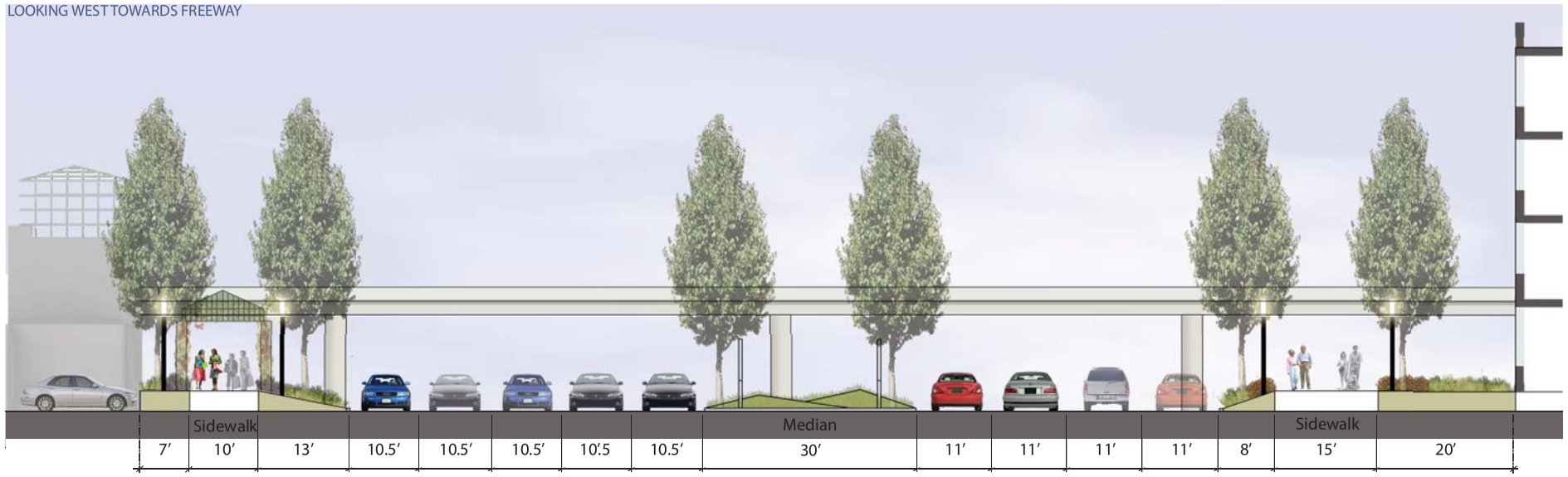


Existing Condition Powell St Section

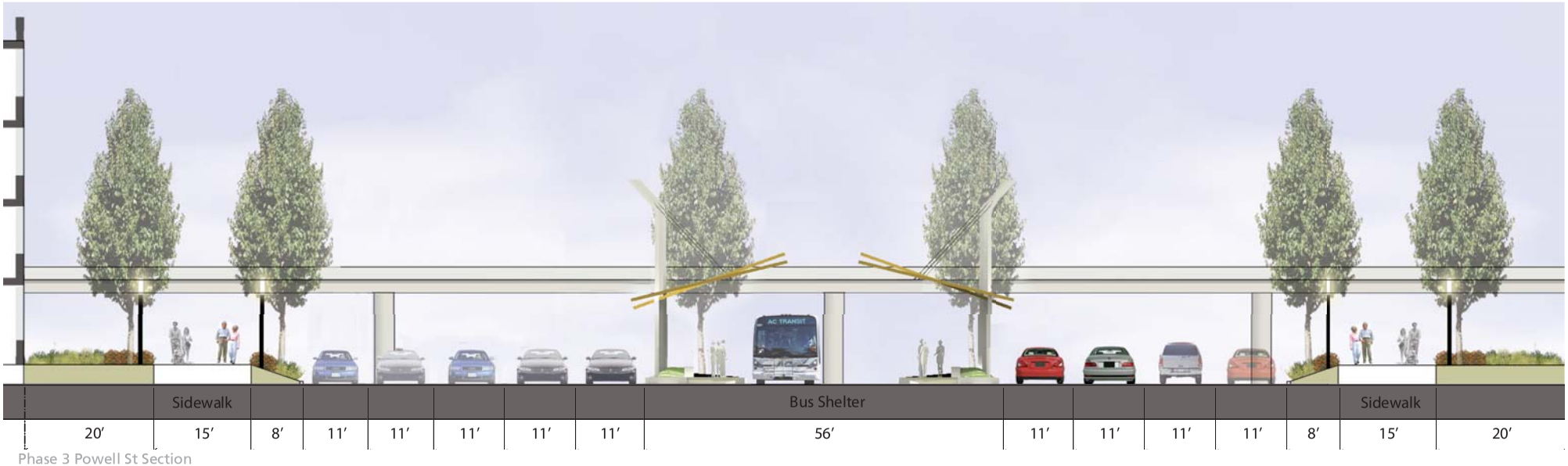


Phase 1 Powell St Section

POWELL STREET CROSS SECTIONS



Phase 2 Powell St Section



Phase 3 Powell St Section

POWELL STREET CROSS SECTIONS

Grand civic boulevard, Champs Elysees, France

Civic station design, Belgium

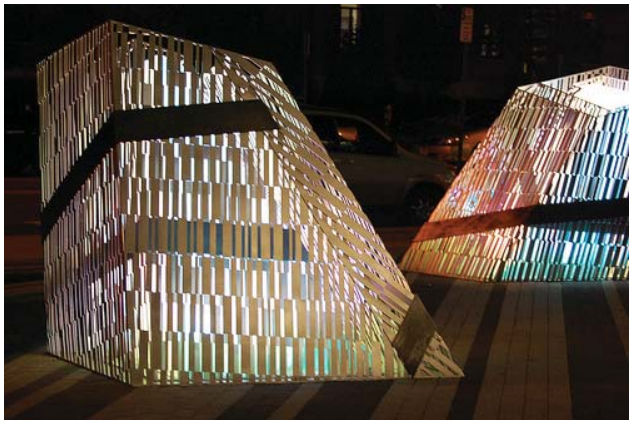
BRT station, Eugene, Oregon

Station canopy, Lyon, France

Transit boulevard, San Francisco, CA

PROJECT CONCEPT PRECEDENTS

SUPPLEMENTAL INFORMATION

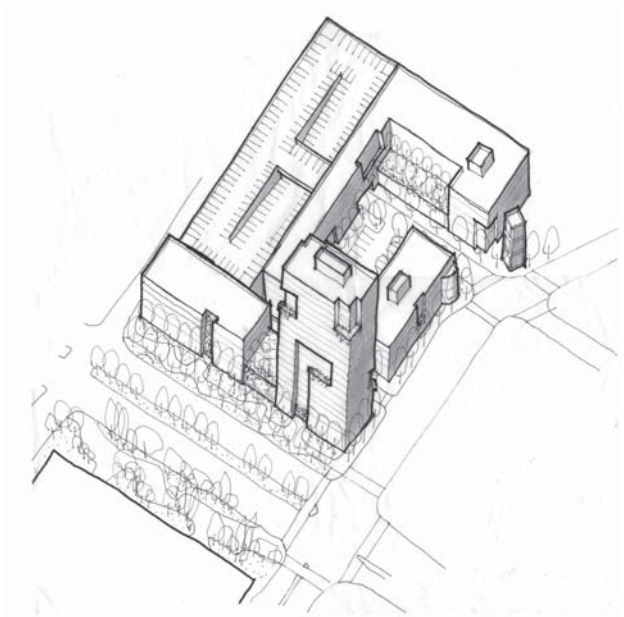


The Powell Street corridor provides opportunities for art installations and lighting elements that can function as a gateway to the city and an expression of the unique character of Emeryville. This page shows interesting examples from other cities.

ART ELEMENTS
SUPPLEMENTAL INFORMATION

Signage and striping can clearly direct the flow of traffic and prevent conflict between cylists and pedestrians, as seen in these examples.

BICYCLE AND PEDESTRIAN SAFETY
SUPPLEMENTAL INFORMATION

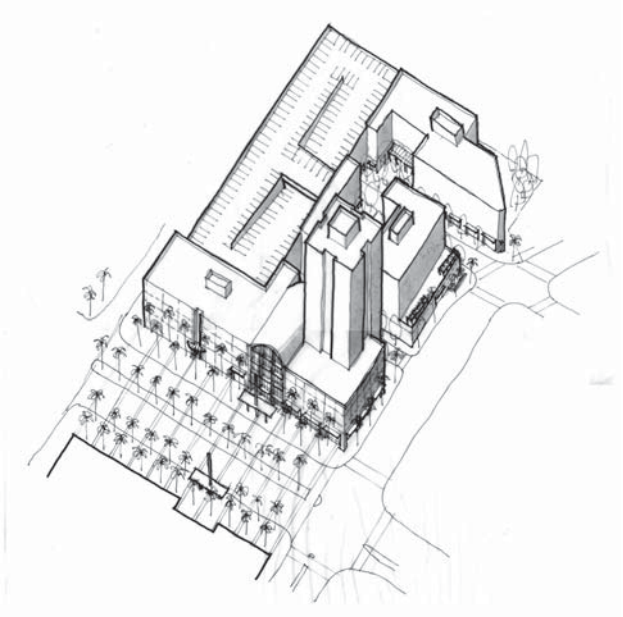


Massing and Form Description

- Building Form/Edges: Flexible frontage massing with potential entries and varying degrees of transparency. (i.e. de Young Museum)
- FAR shown above 3.5 - 5.0

Potential Programming

- Mixed use with residential, office/commercial, cultural venue
- Ground floor retail facing Christie Ave
- Assumes realigned Christie Way

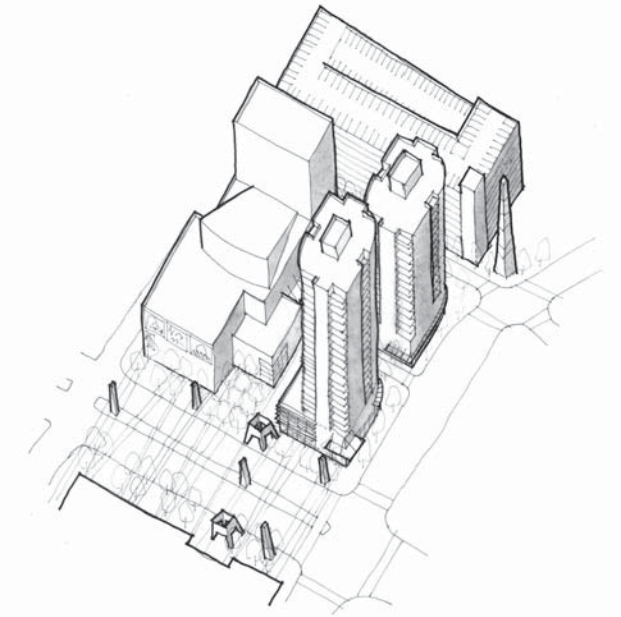


Massing and Form Description

- Building Form/Edges: Consistent frontage massing and architecture with entry positioned at corner and Christie. Towers are symentrical to the North and South of Powell.
- FAR shown above 3.5-5.0

Potential Programming

- Mixed use with residential, office/commercial
- Ground floor retail facing Christie Ave
- Assumes realigned Christie Way



Massing and Form Description

- Building Form/Edges: Two separate masses are appropriate on Powell, shown as a tower and 5 story building, with a plaza between and accessed from Powell Street and the site interior. Each building should engage the street with high transparency. Event venue type uses would contribute to the theme of commerce.
- Scheme shows a second tower to test mass and FAR
- FAR shown above 4.5-6.0

Potential Programming

- Mixed use with residential, office/commercial, cultural/event venue
- Exhibition space, conference center may be appropriate
- Ground floor retail facing Christie Ave
- Assumes realigned Christie Way

GATEWAY PARCEL MASSING STUDY

SUPPLEMENTAL INFORMATION

AC TRANSIT ROUTE MAP

SUPPLEMENTAL INFORMATION

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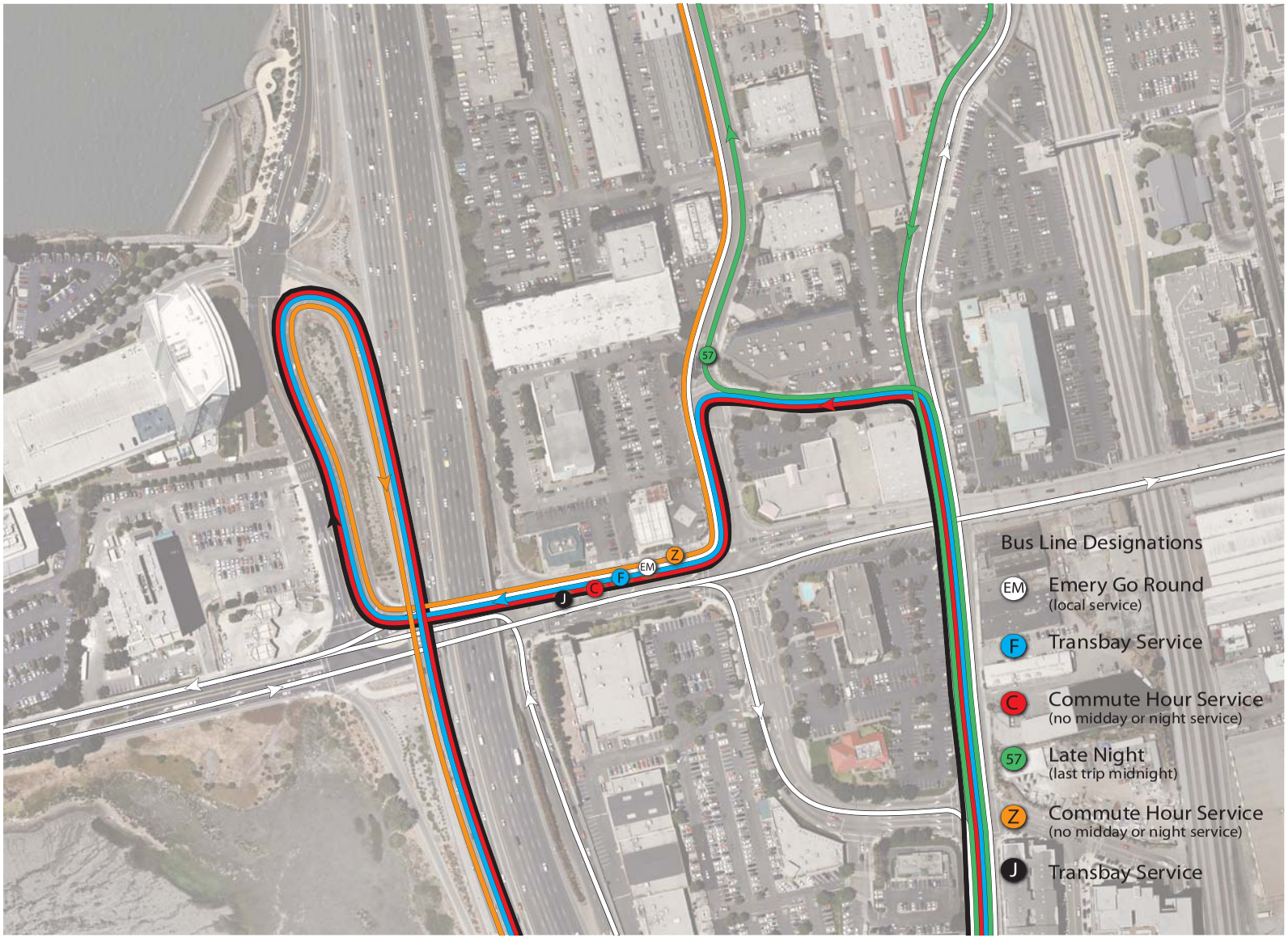
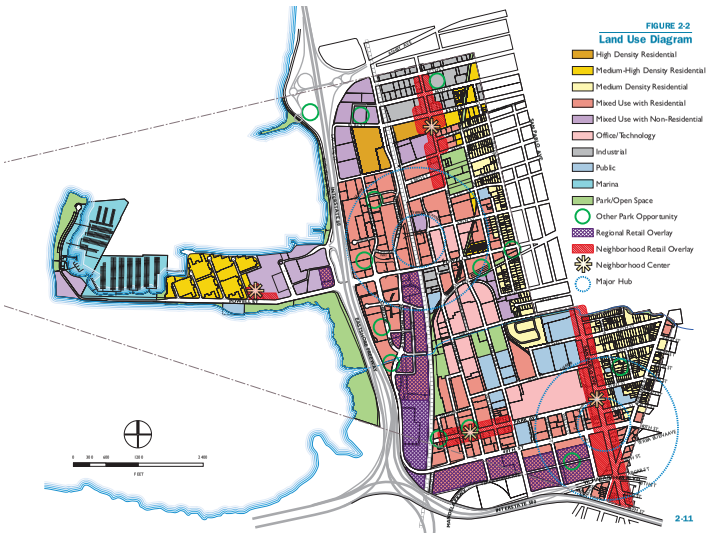
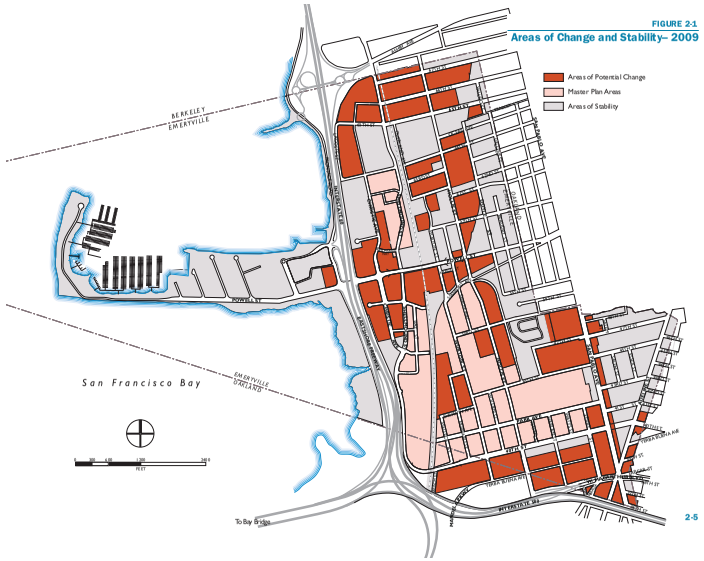
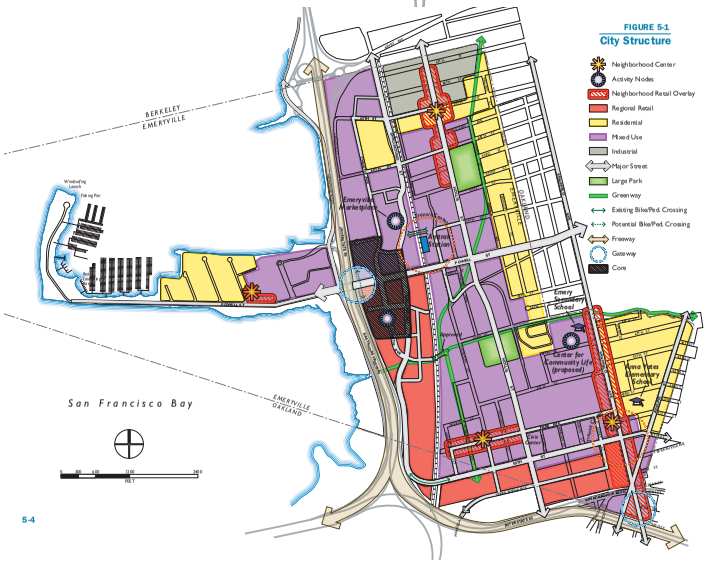


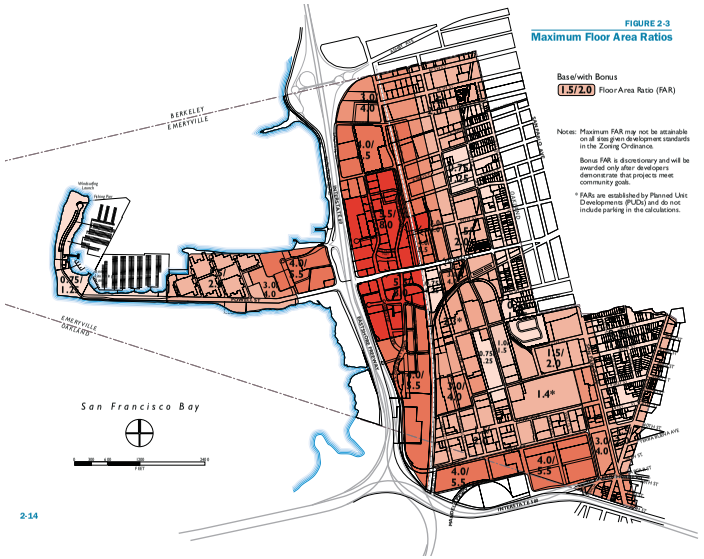
TRANSIT NETWORK SUMMARY

SUPPLEMENTAL INFORMATION



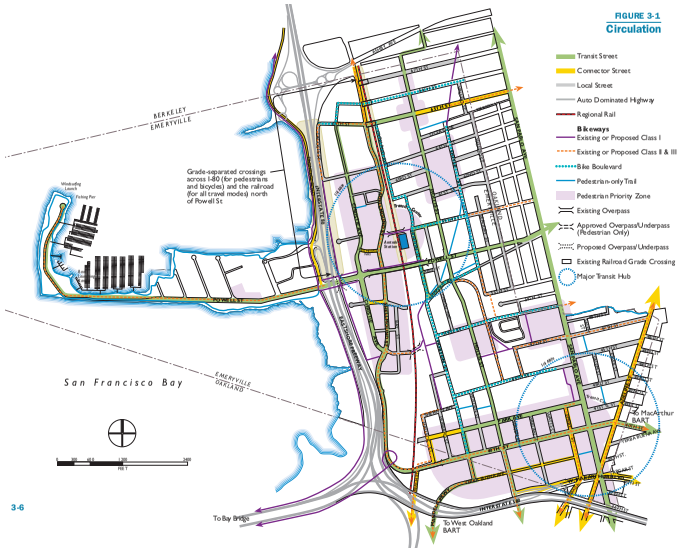


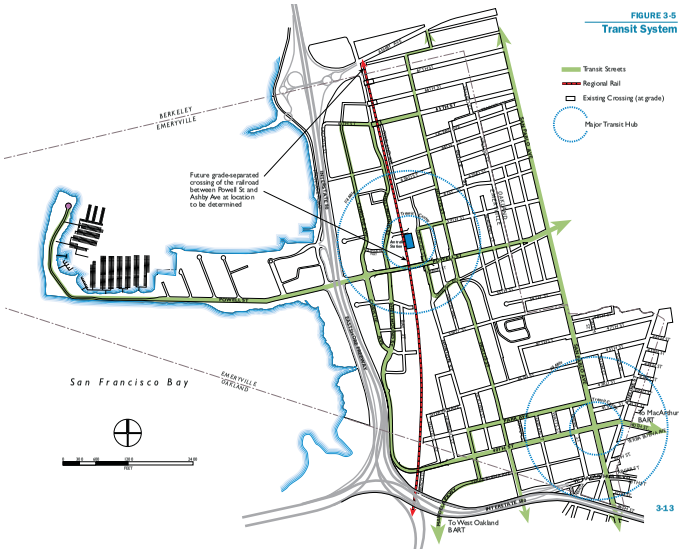


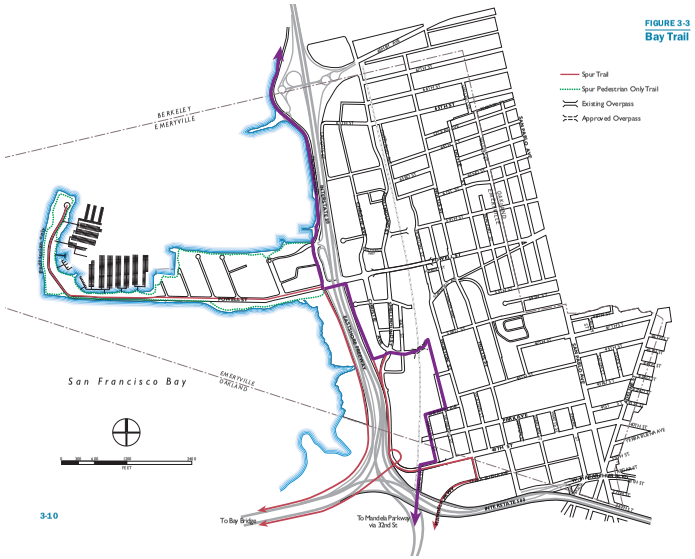


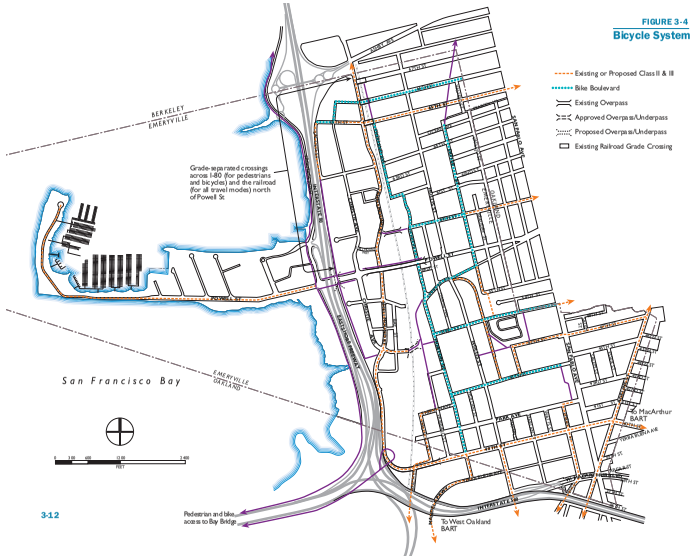
GENERAL PLAN DIAGRAMS

SUPPLEMENTAL INFORMATION









GENERAL PLAN DIAGRAMS

SUPPLEMENTAL INFORMATION