

2 VISION FOR EDEN AREA 2025

This General Plan is guided by the vision that Eden Area residents expressed in the General Plan update process for how they would like to see the Eden Area evolve. The policy framework presented in this document is designed to steer growth toward the future anticipated by Eden Area residents in their vision statement. (Please note that Vision for Eden Area 2025 is newly added to this version of the General Plan to include an expanded vision section. In previous versions of this document, the vision statement was included in the Introduction.)

A. *Vision Statement*

Through the year 2025, the Eden Area of Alameda County should emerge as one of the most livable communities in the greater San Francisco Bay Area and become a great place to live, work and do business. Drawing on its rich history, the Eden Area will provide a bright future of opportunities for growth and advancement. The Eden Area will be an attractive and vibrant place, enhanced by the creation of lively districts where residents can live, shop, walk, eat, gather and play. The Eden Area will provide renewed residential areas, affordable neighborhoods with housing choices that fit the needs of all residents, and investment in the economic development of the community to revitalize selected underutilized transportation corridors and create new districts of concentrated economic activity. Eden Area residents will enjoy safe streets with a comprehensive network of bicycle lanes and enhance bus transportation along corridors that is convenient and frequent. Expanded parks and recreation opportunities will serve the needs of all residents.

Growth should be managed to bring in needed benefits while preserving the important qualities of the Eden Area. New development should be pedestrian- and transit-oriented; properties and streets should be repaired and enhanced. New projects should pay their fair share of the costs to create and maintain the quality of life desired for the Eden Area. All stakeholders will continue to have the opportunity to participate in the land use decision-making process to balance community needs and values with the rights of individuals. Additionally, the Eden Area will provide expanded employment opportunities for its residents.



View of the Eden Area



Residential street in the Eden Area

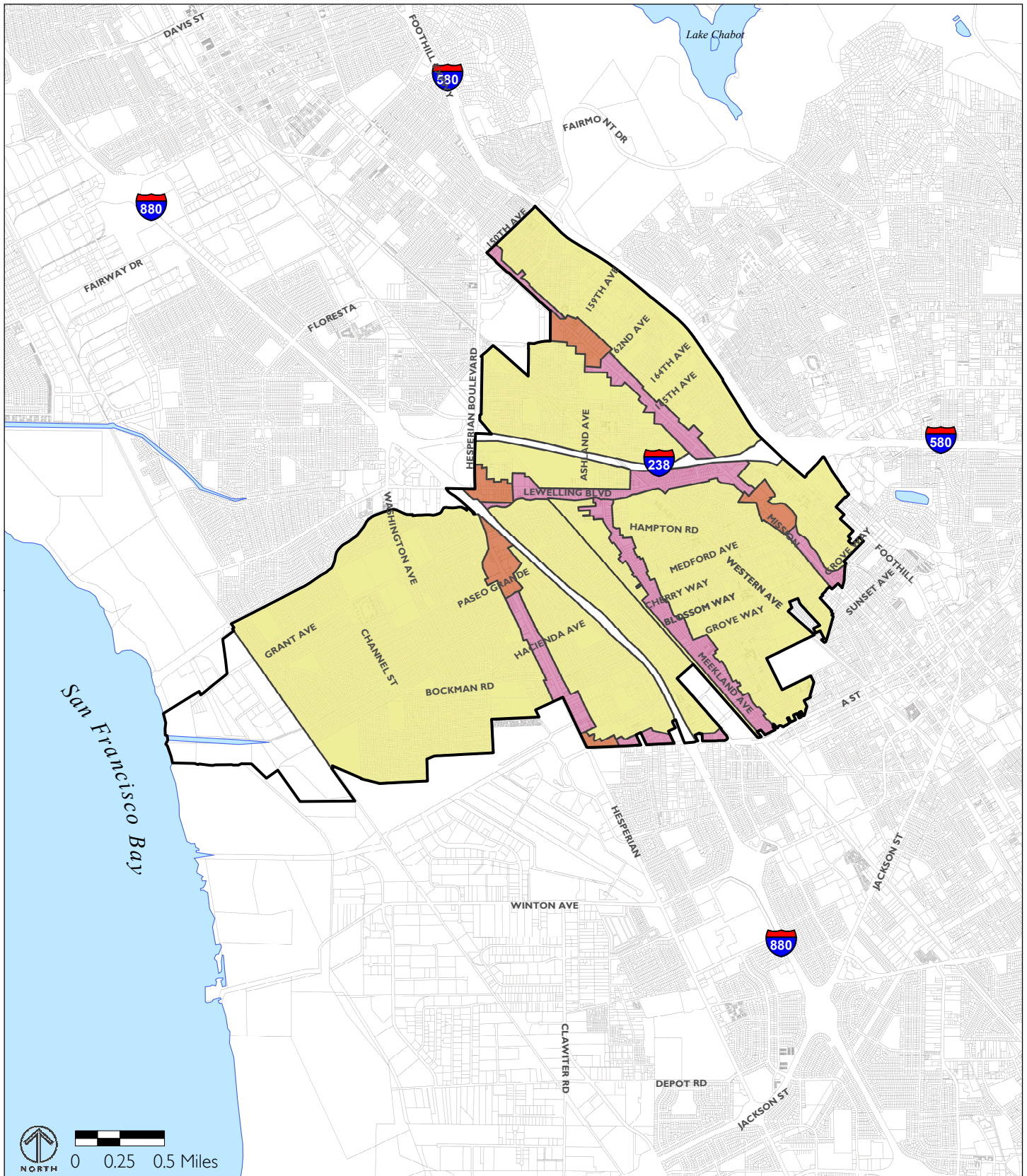


Residential street in Cherryland

The Eden Area is a part of a greater regional community, and will have to work with its neighbors to seek solutions to the wider issues that cross its borders. Eden Area residents are proud of their community and welcome the opportunity to be in control of their destiny. The vision for the Eden Area is to ensure that residents will live in a dynamic, aesthetically pleasing and livable community for many generations to come.

Overall, the Eden Area will become a balanced community of residential neighborhoods, revitalized corridors and thriving centers, as described below and shown in Figure 2-1.

- ◆ **Neighborhood Preservation.** Eden Area residents value their neighborhoods, and this General Plan seeks to preserve and enhance them. Any new development within the neighborhoods will be regulated so that it does not erode neighborhood quality and character. Moreover, the General Plan includes policies and actions to increase neighborhood livability.
- ◆ **Commercial Revitalization.** Commercial corridors have the potential to be thriving centers for economic development, but are currently an underutilized resource. This General Plan seeks to transform these corridors from features that divide the community into areas that bring people together, featuring shops, housing and offices. Corridors are a key to revitalizing the entire Eden Area and enhancing future economic development.
- ◆ **Activity Centers.** The Eden Area's future growth should result in the development of districts and central activity centers where people can live, work, shop and gather. These districts will provide a sense of community identity and spur economic development. The San Lorenzo Village Center Specific Plan provides an example of this type of district development. This General Plan identifies four other locations for the development of similar new activity centers: East 14th Street at Ashland Avenue, Mission Boulevard at Mattox Road, the Four Corners area at the intersection of Hesperian Boulevard and Lewelling Boulevard, and the intersection of Hesperian Boulevard and 'A' Street.



Source: Alameda County Community Development Agency

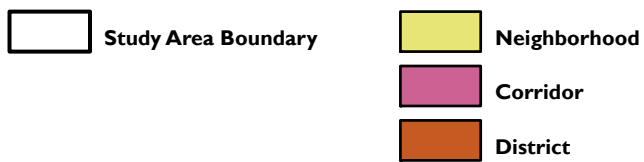


FIGURE 2-1

NEIGHBORHOODS, CORRIDORS AND DISTRICTS

B. Top Ten Priorities for the Eden Area

To achieve the vision for the Eden Area in 2025, the following ten policies and actions from the General Plan should be the top priorities during the lifetime of the Plan:

1. Amend the Zoning Ordinance Map for overall consistency with this General Plan. (Land Use Element, Goal LU-1, Action A1)
2. Develop design guidelines to maintain the desirable qualities and character of existing neighborhoods. (Land Use Element, Goal LU-4, Action A1)
3. Implement a planning process for existing streetscape plans for East 14th Street/Mission Boulevard, Lewelling Boulevard and Hesperian Boulevard. (Land Use Element, Goal LU-7, Action A5)
4. Implement new development in the following areas to create vibrant districts:
 - ◆ San Lorenzo Village Center
 - ◆ East 14th Street at Ashland Avenue
 - ◆ Mission Boulevard at Mattox Road
 - ◆ The Four Corners Area at the intersection of Hesperian Boulevard and Lewelling Boulevard
 - ◆ The intersection of Hesperian Boulevard and 'A' Street (Land Use Element, Goal LU-8, Policy P2)
5. Initiate a program of street tree planting for all residential public streets. This program should include an assessment of where street trees are most needed. (Land Use Element, Goal LU-12, Action A3)
6. Encourage new research and development and office uses in the Grant Avenue Industrial Area of San Lorenzo. (Land Use Element, Goal LU-15, Policy P2)



Commercial street in the Eden Area

7. Actively assist potential developers and the Redevelopment Agency to assemble parcels in districts to allow for larger development projects. (Land Use Element, Goal LU-8, Action A2)
8. Develop incentive programs for property owners who voluntarily terminate general advertising leases and agree to phase out existing billboards. (Land Use Element, Goal LU-12, Action A1)
9. Review and revise capital improvement programs to prioritize multi-modal projects over roadway improvements. (Circulation Element, Goal CIR-1, Action A5)
10. Adopt and implement the *Pedestrian Master Plan*, and update the *Bicycle Master Plan for the Western Unincorporated Areas* upon adoption of the Eden Area General Plan. (Circulation Element, Goal CIR-6, Action A2 and Goal CIR-7, Action A1)



Residential street in Ashland

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