

# Goals and Objectives

- A **goal** is a general purpose or aim for park improvements at the Gateway Park site.
- An **objective** is a desired future condition that will help the Community meet a broader goal. An objective should be achievable and, where possible, should be measurable and time-specific.

Goals	 Place a dot next to the <b>goal(s)</b> you think are most important.	Objectives	 Place a dot next to the <b>objective(s)</b> you think are most important.	Comments? 
 <p><b>World Class Waterfront</b> Create a stunning new gateway to the East Bay that celebrates the new Bay Bridge East Span.</p>		<ul style="list-style-type: none"> <li>• Create a park design appropriate to the scale and grandeur of the Bay Bridge East Span.</li> <li>• Provide visibility to the site from 360 degrees -- for motorists, pedestrians and bicyclists.</li> <li>• Take advantage of the site's setting, views and history.</li> <li>• Offer wide-ranging programs for many types of park visitors.</li> <li>• Reuse historic structures.</li> <li>• Incorporate a museum into the park design.</li> <li>• Integrate "artifacts" into the park design that tell of the site's history.</li> </ul>		
 <p><b>Park Access</b> Maximize access and promote a safe and seamless experience for visitors.</p>		<ul style="list-style-type: none"> <li>• Invite visitors from the Bay Area and around the world.</li> <li>• Create attractive, safe and welcoming connections to the site.</li> <li>• Provide connections that significantly reduce the physical, visual and operational barriers that now exist.</li> <li>• Integrate transit, including bus and ferry service.</li> <li>• Create bicycle, pedestrian and vehicular linkages.</li> <li>• Integrate the park into the East Bay Regional Park system.</li> <li>• Connect the park to the Bay Trail and the Bay Water Trail.</li> <li>• Provide access to the water.</li> </ul>		
 <p><b>Community Benefits</b> Provide improvements that enhance the health and welfare of all visitors, including local residents.</p>		<ul style="list-style-type: none"> <li>• Involve the community as substantive participants in park planning.</li> <li>• Provide employment opportunities for building, maintaining and operating the park.</li> <li>• Support economic development on adjacent lands and in West Oakland by creating an attractive setting for such improvements.</li> <li>• Provide opportunities for relaxation, recreation and a unique park experience.</li> <li>• Provide opportunities for learning about sustainability, natural resources, history and innovations in technology, transportation and industry.</li> <li>• Provide educational opportunities for students through outreach to local and regional schools.</li> </ul>		
 <p><b>Sustainability</b> Make sustainable practices a foundation of the park design and operations.</p>		<ul style="list-style-type: none"> <li>• Bring awareness of sustainability practices into the visitor experience</li> <li>• Exercise sound stewardship of the site's natural and cultural resources.</li> <li>• Use resources, such as wind and water, in ways that maximize benefits while minimizing waste.</li> <li>• Maximize the synergy between the park and adjacent development.</li> <li>• Minimize maintenance and operational costs, address safety and design for versatility.</li> </ul>		
 <p><b>Site and Environment</b> Create a park that is harmonious with adjacent land uses and its natural setting.</p>		<ul style="list-style-type: none"> <li>• Redevelop, redesign or relocate the Caltrans maintenance complex to be compatible with the park and with adjacent redevelopment areas.</li> <li>• Design public access to be compatible with the natural resources and wildlife at the site.</li> </ul>		