SAN PABLO AVENUE SPECIFIC PLAN
ADVISORY COMMITTEE MEETING #2

August 30, 2007 ♦ 6 - 9 p.m.
El Cerrito Community Senior Center
6500 Stockton Ave, El Cerrito

SUMMARY

Attendees
San Pablo Avenue Advisory Committee Members Present:
Andrew Butt
Michael Woldemar
Ann Cheng*
John Rudolph
Jay Ifshin

San Pablo Avenue Advisory Committee Members Absent:
Nagaraja Rao
Tracy Giles
Rock Brown
Kate Sibley
Lisa Hammon
Jovanka Beckles
* - Alternate

City Staff:
City of El Cerrito:
Mitch Oshinsky, Community Development Director
Jennifer Carman, Planning Manager
Dwayne Dalman, Economic Development Program Specialist
Lori Trevino, Economic Development Director
Noel Ibalio, Planner
Jerry Bradshaw, Public Works Director

City of Richmond:
Lori Reese-Brown, Principal Planner

Consulting Team:
Chris Beynon, Principal, MIG Inc.
Eric Phillips, Project Manager, MIG Inc.
I. Welcome and Introductions
On August 30, 2007 the second San Pablo Avenue Advisory Committee Meeting (SPAAC) was held at the El Cerrito Senior Center. Richmond’s Mayor, Gayle McLaughlin, gave opening remarks and welcomed participants. Chris Beynon of MIG asked meeting participants to give brief introductions.

II. Review of Community and Stakeholder Input
Mr. Beynon gave a presentation reviewing the first SPAAC Meeting, as well as community and stakeholder input received through recent outreach efforts to date. To begin the presentation, Mr. Beynon described key themes identified during the first SPAAC meeting, including connectivity, sustainability and safety.

Mr. Beynon also described results from the community workshop held on August 18, 2007. The presentation highlighted key themes that emerged during the meeting and results from the Community Character Preference Survey. A summary of the community workshop was also distributed to SPAAC members.

III. Update on Latest Project Analysis
During this part of the meeting, the presentation focused on current projects and the existing conditions analysis. Dwyane Dalman of the City of El Cerrito continued the presentation to discuss economic strategy and investment within the City of El Cerrito. This portion of the presentation focused on opportunities, constraints and recent investments within the Planning Area. Jerry Bradshaw also described the City of El Cerrito’s Streetscape improvement program along the San Pablo Avenue corridor.

For the final portion of the presentation Mr. Beynon of MIG gave an overview of the existing conditions analysis prepared by the Specific Plan Team. This portion of the presentation described key findings and opportunities related to Land Use, Urban Design, Transportation, and Economics. A summary of key findings from the existing conditions report was distributed to SPAAC members

IV. Identification of Strategy Areas and Potential Improvements
Mr. Beynon led SPAAC members in a discussion about the plan area, identifying strategy areas and potential improvements.

Committee comments included the following:

Programs
- Public art or history murals on blank walls that could be integrated along the corridor.
- Make San Pablo Avenue Clean and Safe. This could be accomplished better lighting and visibility, as well as consultation with public safety officers.
- The area needs enhanced community amenities.
- Ensure enforcement of the existing noise ordinance.
- Create ongoing planning/implementation committees at the policy and technical level.
- Create park dedication fees.

Questions
- How does Richmond economic development fit in?
- What is the demand for mixed-use?
- How will streetscape be integrated? Will there be façade improvements?
• How do we balance street entries and parking lot entries?
• Can we add AC Transit or BART representative to SPAAC?

Project Needs
• Incorporate pedestrian and transit-friendly elements.
• Ensure safety is a high priority.
• Ensure universal access.
• Plans for existing buildings.
• Set criteria for new development.
• Incorporate street/infrastructure improvements.
• Accommodate transit users.
• Create public open space.
• Phasing plan needed for land use and transportation.

The consultant team recorded real-time meeting proceedings of the discussion on a “wallgraphic.” An image of the wallgraphic is included in Appendix A.

Following discussion, SPAAC members took action and voted to add BART/AC Transit to the committee.

V. Public Comment
The meeting was opened to public comment. Public comments included the following:

• Plan should not force walkability or too much density.
• Look for an opportunity for another community workshop.
• Plan should consider that traffic comes from the entire region.
• A transit shuttle is desirable, but is there funding?
• Parking on the outside of retail areas may be better.
• Design guidelines and façade improvements are important.
• Safe routes to school along Sacramento Avenue.
• Connections should be enhanced to accommodate seniors.

After the meeting, a follow up email was received by Pamela Coville of the Richmond Annex San Pablo Avenue Committee. Ms. Coville’s comments included the following:

• We are in favor of low density housing on San Pablo with no buildings higher than 35 feet with a set back from the street for landscape. New buildings need to have adequate parking and not just street parking for businesses. A daylight plane for tall buildings is necessary so that houses behind the buildings have sunlight. We don’t want a canyon-like effect for San Pablo Avenue. Bayview doesn’t need to have high density development for the neighborhood.
• The summary seems to favor developers and architects at the expense of current homeowners in the Annex.
• The north end of San Pablo Avenue beyond Macdonald isn’t included on the Specific Plan. Why not? I’ve heard complaints that they want more development. Aren’t they part of the city?
• The strip mall on Potero and San Pablo is a better candidate for high density mixed use than Bayview especially with adequate parking.
VI. Summary and Next Steps
A brief recap of the meeting was given by Mr. Beynon. SPAAC members suggested highlighting comparable examples for the specific plan from other cities that show mixed-use, transit and safety in a future presentation.
APPENDIX A

WALLGRAPHIC
SAN PABLO AVENUE SPECIFIC PLAN
San Pablo Avenue Advisory Committee #2 Wallgraphic
August 30, 2007  6 p.m. – 9 p.m.