Today’s Agenda

• Welcome and Agenda Overview
• Presentation: San Pablo Avenue Today
• Large Group Discussion
• Visual Preference Survey
• Breakout Group Discussions
• Report Back!
• Summary and Next Steps

What is a Specific Plan?

A General Plan . . .

• Provides overarching land use vision and policies for the physical development of an entire city

A Specific Plan . . .

• Provides detailed development policies and regulations for a defined area

A Specific Plan . . .

• Defines land uses;
• Describes the major components of public and private transportation;
• Addresses sewage, water, drainage, solid waste disposal, energy, and other essential facilities;
• Creates development standards and criteria;
• Sets standards for the conservation, development, and utilization of natural resources; and
• Defines a program of implementation measures, including financing measures.
A Collaborative Effort!

El Cerrito and Richmond collaboration will:
• Make implementation easier and success more likely
• Create a clear road map for future development that unifies both sides of the Avenue via shared standards
• Build synergies with regional agencies (WCCTAC, BART, etc.)

Recent and Ongoing Plans

• Defined economic opportunities and constraints
• Refined market opportunities and development vision
• Led to creation of marketing opportunities and tools
• Identified opportunities to create a more appealing environment for stronger retail

Richmond Macdonald Ave Improvements (ongoing)
• Identified new development opportunities
• Defined streetscape improvements

Recent and Ongoing Plans

New Projects!
• **City Hall** (to be completed by spring 2008)
• **Village at Town Center** (152-unit mixed-use project)
• **Cerrito Theater** (renovation in partnership with the El Cerrito Redevelopment Agency)
• **Mayfair Walk** (approved 51-unit mixed-use project near Del Norte BART station)
• **Creekside** (approved 128-unit residential project at El Cerrito Plaza)
• **New Businesses** (Peet’s Coffee, musical instrument shop, etc.)

Recent and Ongoing Plans

• **Streetscape and Gateway Identity Program**

Process and Schedule
Specific Plan Process

Existing Conditions and Context

Regional Context

Regional Context . . . In 1899!

1899

1915
Existing Land Use

Parking Lots and Vacant Parcels

Block Pattern

Block Pattern

Figure Ground

Figure Ground
A Walk Down the Avenue . . .

North San Pablo Avenue/
Macdonald Avenue
Links Between Nodes