

# Plan Framework: Emerging Principles and Policy Directions

## San Pablo Avenue Specific Plan

November 8, 2007

### Primary Improvement Areas

#### A. Land Use, Design and Character

- A1. Enforce land use and design standards that respond to context and scale.
- A2. Maximize development potential near transit hubs.
- A3. Minimize undesirable business types and uses.
- A4. Promote mixed-use development.
- A5. Promote public art, landscaping and a street environment that is both attractive and reflective of local heritage.
- A6. Identify opportunities for "Main Street"-style, intimately-scaled experiences in the area.

#### B. Transportation and Circulation

- B1. Prioritize the pedestrian and promote walkability.
- B2. Promote public transportation.
- B3. Balance multiple modes of transportation, including bicycles, buses, BART and private automobiles.
- B4. Improve bus circulation and operations.
- B5. Improve access between San Pablo Avenue and Interstate 80.

#### C. Economic Development

- C1. Promote balanced growth that focuses on job creation and a positive revenue stream for both cities.
- C2. Attract and support local and neighborhood-serving retail, dining and entertainment uses in key nodes.
- C3. Focus on residential uses along San Pablo Avenue in between nodes to meet the market demand for housing and strengthen the customer base for local commercial uses.
- C4. Adopt a phasing plan that identifies implementable short-term and long-term land use and transportation improvements.

### Secondary Improvement Areas

#### D. Sustainability

- D1. Encourage green development that incorporates energy-saving techniques and technologies.
- D2. Explore opportunities for local energy generation, using technologies such as solar panels.
- D3. Promote transportation and mobility options that are energy-efficient and conserve resources.
- D4. Utilize environmentally-friendly storm water and runoff management techniques, such as on-site drainage filtration.
- D5. Promote environmental stewardship by protecting and enhancing local creeks.

#### E. Community Facilities

- E1. Promote programs and activities that are family-oriented.
- E2. Provide youth-serving programs and facilities.
- E3. Identify opportunities for plazas, community gathering points and other social infrastructure.
- E4. Maintain and develop high quality, accessible local education options.

#### F. Parks and Recreation

- F1. Improve and activate existing parks, greenways and open spaces.
- F2. Identify opportunities to add to the network of neighborhood-serving parks, plazas and open spaces.
- F3. Connect to regional open space amenities, such as the Richmond Greenway and the Bay Trail.

#### G. Public Safety

- G1. Address perceptions and realities of criminal activity.
- G2. Maintain and enhance safe pedestrian connections for people of all ages and abilities.
- G3. Limit and mitigate nuisances such as noise pollution from local traffic, freeways and transit operations.