OVERVIEW OF TONIGHT’S AGENDA

• Background
• Current Status
  • Complete Streets
  • Approved Projects
• Plan Update
  • EIR
  • Focus Areas
• Next Steps
• Questions & Comments
PRIORITY DEVELOPMENT AREA (PDA)

- Designated areas within existing communities that have been identified and approved for future growth
- Generally accessible by transit services
- Often located near job centers, shopping districts and other services
- SF Bay Area is comprised of 9 counties and 101 cities
- 170 locations in the Bay Area have PDAs

Source: Metropolitan Transportation Commission
EL CERRITO, PDA PLANNING GRANT

• $308,000 Award from Metropolitan Transportation Commission/Association of Bay Area Government
• Local match 12% (includes City staff time)
• Project must be completed within 30 months
• Identify goals and policies to achieve:
  • Housing at all income levels
  • Increase economic development
  • Enhance community amenities
  • Climate resilience
  • Improve infrastructure
EL CERRITO, PDA PLANNING GRANT
COMMUNITY INPUT

- **Community Workshops**
  - Spring 2019
  - Summer 2019

- **Stakeholder Meetings**
  - Spring 2019
  - Summer 2019

- **Public Hearings**
  - City Council
  - Design Review Board
  - Planning Commission

- **City Website**
  - Online Comment Cards – [www.el-cerrito.org/SPASP](http://www.el-cerrito.org/SPASP)
Imagine San Pablo Avenue as a grand boulevard stretching from Oakland to Hercules, with jewels of pedestrian-friendly and family-friendly mixed-use urban and distinctive neighborhoods along the way. The San Pablo Avenue of the future will include a diverse range of housing, business, service, recreational, educational, transportation and civic opportunities with distinct nodes of activity in each city connected by an attractive, multi-modal world class boulevard.

- Loni Hancock
Former State Assemblymember/State Senator
BACKGROUND/ANTECEDENTS

• 2006: Economic Development Studies
  • Retail will experience heavy competition from surrounding cities
  • Pursue higher quality, more dynamic urban lifestyle development to attract more unique (upscale) retail and restaurants
  • Need Vision and Readiness
  • Improve the Physical Environment
BACKGROUND/ANTECEDENTS

• Improve the Physical Environment
  • Baxter Creek Gateway Park
  • Streetscape Improvements
  • City Hall
  • Cerrito Theater
  • Del Norte BART Gateway Station
### BACKGROUND

<table>
<thead>
<tr>
<th>San Pablo Avenue Specific Plan I</th>
<th>San Pablo Avenue Specific Plan II</th>
</tr>
</thead>
<tbody>
<tr>
<td>• I: With Richmond, 2008-2012</td>
<td>• City Council Adoption: 2014</td>
</tr>
<tr>
<td>• 2011: City Council Study Session</td>
<td>• Increased height</td>
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<tr>
<td>• 2012: Development Feasibility Studies</td>
<td>• Reduced commercial ground floor requirements</td>
</tr>
<tr>
<td>• Increase height limits (65 feet)</td>
<td>• Allow ground floor residential</td>
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<tr>
<td>• Reduce parking requirements</td>
<td>• Reduced parking requirements</td>
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<tr>
<td>• Allow ground floor residential</td>
<td>• Streamlined Review</td>
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<td>• Complete Streets</td>
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<td>• Program EIR</td>
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Since 2014 Adoption:

- Inclusionary Zoning (effective June 2018)
- Stege Sanitary Fee (2018)
- Parking Study (2019)
- Transportation Impact Fee (2019)
- 16 approved/under review projects with 1,600 new housing units and 9 new commercial spaces
CURRENT STATUS: BY THE NUMBERS

• ~1,600 new housing units
  • 690 approved; 910 proposed
• Below Market Rate
  • 67 approved
  • 658 proposed
• 9 new commercial spaces
  • ~28,000 square feet
  • 7 live work spaces
  • Plus 2 hotels (proposed)
CURRENT STATUS: BY THE NUMBERS
CURRENT STATUS: BY THE NUMBERS

- **Amenities (selected)**
  - 36,870 feet of new public open space
    - $704,000 In Lieu Fees
  - 11 new onsite public art
    - $600,000: In Lieu Fees
  - Rooftop common open spaces
  - Street activation (groundfloor & street facing balconies)
  - Frontage improvements
  - Transportation Impact Fees: ~$1.6M (approved residential projects)
COMPLETE STREETS - VISION

- Encourage mode shift
- Improve connectivity
- Build on recent investments
- Enhance and catalyze economic development
- Design a balanced and comfortable streetscape
- Welcome and accommodate all users
COMPLETE STREETS - DESIGN CONCEPT

- Maintain the current number of travel lanes and reduce width
- Minimize the loss of on-street parking
- Widen sidewalk for clear pedestrian path
- Add more and safer crosswalks
- Provide far-side bus islands
- Add various types of bikeways
COMPLETE STREETS - IMPLEMENTATION

- Identify and Secure Funding
  - Various Grants ($7.7 mil secured)
  - Developer Contributions
  - West County Subregional Transportation Mitigation Program
  - El Cerrito Transportation Impact Fee
- Additional Evaluation
- Public Outreach & Agency Stakeholder Engagement
- Design Development
COMPLETE STREETS - MIDTOWN

[Diagram showing proposed changes including relocating bus stops, adding curb ramps, and improving pedestrian crossings.]
COMPLETE STREETS - UPTOWN
CURRENT PROJECTS

32 Units (including 2 Live-Work units)
32 Parking Spaces
Tier IV Design Review
El Cerrito San Pablo Avenue
Corridor, Major Projects:
Proposed, Approved, Under Construction, and Completed (as of 1/29/2019)

For more information on these development projects, visit www.el-cerrito.org/CommDev/MajorProjects or contact the Community Development Department at (510) 215-4362. For a copy of the San Pablo Avenue Specific Plan/Complete Streets Plan, visit www.el-cerrito.org/SPASP.
CURRENT PROJECTS

50 Units
34 Parking Spaces
Tier II Design Review
El Cerrito San Pablo Avenue Corridor, Major Projects:
Proposed, Approved, Under Construction, and Completed (as of 1/29/2019)

D 10192 San Pablo Ave  R  26  -  -  Approved
CURRENT PROJECTS

26 Units
22 Parking Spaces
Tier II Design Review
CURRENT PROJECTS

- 40 Units
- 32 Parking Spaces
- Tier IV Design Review
CURRENT PROJECTS

62 Units
31 Parking Spaces
Tier II Design Review
CURRENT PROJECTS

72 Units / 4,435 s.f. Commercial
41 Parking Spaces
Tier IV Design Review
El Cerrito San Pablo Avenue Corridor, Major Projects:
Proposed, Approved, Under Construction, and Completed (as of 1/29/2019)

Project: 921 Kearney Street
Status: Proposed

For more information on these development projects, visit www.el-cerrito.org/CommDev/MajorProjects or contact the Community Development Department at (510) 215-4362. For a copy of the San Pablo Avenue Specific Plan/Complete Streets Plan, visit www.el-cerrito.org/SPLSP.
CURRENT PROJECTS

69 Units
51 Parking Spaces
Tier II Design Review
CURRENT PROJECTS

85 Units
78 Parking Spaces
Tier IV Design Review
CURRENT PROJECTS

144 Units
75 Parking Spaces
Tier II Design Review
CURRENT PROJECTS

628 Units
0 Parking Spaces
Tier II Design Review
<table>
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<tr>
<th>Key</th>
<th>Project</th>
<th>RMU</th>
<th>GM</th>
<th>Completion Status</th>
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<td>11795 San Pablo Ave</td>
<td>RMU</td>
<td>117</td>
<td>13***</td>
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For more information on these development projects, visit [www.al-cerrito.org/CommDev/MajorProjects](http://www.al-cerrito.org/CommDev/MajorProjects) or contact the Community Development Department at (510) 215-4362. For a copy of the San Pablo Avenue Specific Plan/Complete Streets Plan, visit [www.al-cerrito.org/SPASP](http://www.al-cerrito.org/SPASP).
CURRENT PROJECTS

130 Units
92 Parking Spaces
Tier II Design Review
CURRENT PROJECTS

173 Units
185 Parking Spaces
Tier II Design Review
El Cerrito, California
San Pablo Ave, Uptown
Existing conditions
El Cerrito, California
San Pablo Ave, Uptown
Public ROW improvements
El Cerrito, California
San Pablo Ave, Uptown

Apt bldgs_11600, 11690 San Pablo Ave
APPROVED
El Cerrito, California
San Pablo Ave, Uptown
Hotel_11615, 11645 San Pablo Ave
UNDER CONSIDERATION
El Cerrito, California
San Pablo Ave, Uptown

Conceptual future development following
San Pablo Ave Specific Plan standards
El Cerrito, California
San Pablo Ave, Downtown

Apt bldgs_10135, 10192 San Pablo Ave
APPROVED
El Cerrito, California
San Pablo Ave, Downtown

Apt bldg_16017 San Pablo Ave
APPROVED
El Cerrito, California
San Pablo Ave, Downtown

Maturing trees
El Cerrito, California
San Pablo Ave, Midtown
Existing conditions
El Cerrito, California
San Pablo Ave, Uptown

Apt bldg_10963 San Pablo Ave
APPROVED
El Cerrito, California
San Pablo Ave, Uptown

Apt bldgs_11048, 11060 San Pablo Ave
UNDER CONSIDERATION
El Cerrito, California
San Pablo Ave, Uptown

Maturing trees
PLAN UPDATE

• What?
  • Form Based Code updates
  • New environmental analysis based on anticipated development

• Why?
  • Maintain momentum towards SPA Vision
  • Still many underutilized sites on the Avenue

• When?
  • Approximately one year

• How?
  • MTC PDA Implementation grant (partial funding)
Figure 3-3: San Pablo Avenue Specific Plan
Street Types Plan

- City Limit
- Uptown District
- Uptown District
- MIDTOWN
- Downtown District
- Park
- Creek
- Engineered Channel
- Underground Storm Drain
- 1/2 Mile BART Pedestrian Service Area

Street Types
- SPA Commercial Street
- Major Commercial Street
- SPA Community Street
- Gateway Street
- Neighborhood Street
- Chihuahua Greenway
- Midblock Connection
- Plaza Connection
Create More Commercial Spaces

- Expand SPA Commercial StreetType
  - Connect Downtown/Stockton Node
- Expand Moeser & Uptown Commercial Nodes
- Create Commercial Overlay
  - Freeway Visibility/Access
  - Provide a range of commercial types
- Support existing and new residential
PLAN UPDATES

• Street Standards
  • Standards that better reflect desired improvements and existing conditions of areas like Fairmount Avenue
  • Standards in addition to PROW zones to ensure context-sensitive building frontages.
PLAN UPDATES

• Neighborhood Street Standards
  • Revise standards to reflect building form desired on neighborhood streets (predominantly residential areas)
  • Revise set back requirements and/or frontage types?
  • Examine applicability of daylight plane standards on Neighborhood streets and add clarity to standards.
PLAN UPDATES

• Refine Design Review Processes
  • Submittal Requirements
  • Review of Public Benefits
  • Preliminary Review of Projects by Public and Decision-makers
PLAN UPDATES

• Submittal requirements
  • Modify requirements to achieve better quality submittals.
  • Enhanced technical review of projects.

• Land Use Regulations
  • Evaluate permitted land uses in each zone.

• Incorporate other City policies into Specific Plan
  • Inclusionary Housing
  • Green Infrastructure
PLAN UPDATES

- Parking
  - Refine On-Street Parking Permit Requirements
  - Clarify/Strengthen Measures to Reduce Parking Demand
  - Allow Adequate Parking for Commercial Uses
PLAN UPDATES

• Open Space Standards
  • Ensure public open space is encouraged in areas where it is consistent with City plans and has most impact and value.
PLAN UPDATES

• Maximize light and air to new units.
  • Modifications to setback requirements from interior property lines.
  • Minimum dwelling unit window/light exposure.
  • Modifications to courtyard/common open space requirements.
COMMUNITY INPUT

• Community Workshops
  • Spring 2019
  • Summer 2019

• Stakeholder Meetings
  • Spring 2019
  • Summer 2019

• Public Hearings
  • City Council
  • Design Review Board
  • Planning Commission

• City Website
  • Online Comment Cards – www.el-cerrito.org/SPASP
PUBLIC OUTREACH

• Visit the San Pablo Avenue Specific Plan Website
  • [www.el-cerrito.org/SPASP](http://www.el-cerrito.org/SPASP)

• Subscribe to the Community Development E-News
  • [www.el-cerrito.org/CommDev](http://www.el-cerrito.org/CommDev)

• *News/Views Newsletter*

• City Manager Update

• Social Media: Nextdoor, Facebook, Twitter

• Community Venue Postings: City Hall, Recycling Center, Library, Midtown Activity Center, Community Center

• Environmental Impact Review (EIR): Public Notice Postings
COMMENT CARDS

• Please share your feedback with us:
  • Transit-Oriented Development (TOD)
  • Housing
  • Economic Development
  • Public & Private Open Space
  • Parking
  • Complete Streets, San Pablo Avenue

A copy of this presentation will be available online at:
www.el-cerrito.org/SPASP
QUESTIONS AND COMMENTS
THANK YOU!
WWW.EL-CERRITO.ORG/SPASP