OVERVIEW OF TODAY’S PRESENTATION

• Background
• New Development
  • Proposed/Approved Projects
• Complete Streets
• Next Steps
  • Plan Update
  • Implementation
• Discussion
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 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.

BACKGROUND/ECONOMIC DEVELOPMENT

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
Improve the Physical Environment

- Baxter Creek Gateway Park
- Streetscape Improvements
  - Signage, LED Lighting, Crosswalks, Tree Planting, Benches/Recycling
- City Hall
- Cerrito Theater
  - Sidewalks relinquished from State
- Del Norte BART Gateway Station
- Centennial Park
- Public/Private Plazas & Mews
City of El Cerrito STRATEGIC PLAN

• Long Term Financial Sustainability
• Maximize opportunities for new/expanding businesses
• Deepen Sense of Place & Community Identity
• Reimagine underdeveloped/underutilized properties
• Encourage use of alternative modes of transportation
• Foster Environmental Sustainability
• Reduce vehicle miles traveled through transit-oriented form
BACKGROUND

San Pablo Avenue Specific Plan I
- I: With Richmond, 2008-2012
- 2011: City Council Study Session
- 2012: Development Feasibility Studies
- Increase height limits (65 feet)
- Reduce parking requirements
- Allow ground floor residential

San Pablo Avenue Specific Plan II
- City Council Adoption: 2014
- Increased height
- Reduced commercial ground floor requirements
  - Allow ground floor residential
- Reduced parking requirements
- Streamlined Review
- Complete Streets
- Program EIR
SAN PABLO AVENUE SPECIFIC PLAN

Plan Goals and Policies
A. Strengthen Sense of Place
B. Ensure Return on Investment
C. Encourage Practical and Market Friendly Development
D. Enhance and Humanize the Public Realm
E. Catalyze Mode Shift
Since 2014 Adoption: Implementation

• Inclusionary Zoning (effective June 2018)
  • 10% Affordable Housing On-Site or In-Lieu Fee for Rental Projects
  • 12% for Ownership projects
• Stege Sanitary Fee (2018)
  • Removing Key Constraint
• Parking Study (2019)
• Transportation Impact Fee (2019)
  • All projects pay “fair share”
• 17 approved/under review projects with ~1,600 new housing units and 10 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 (one approved; one proposed)
CURRENT STATUS: BY THE NUMBERS
CURRENT STATUS: BY THE NUMBERS

- **Amenities (approximate)**
  - 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 (ground floor & street facing balconies)
  - Frontage improvements
  - Transportation Impact Fees: ~$1.6M (approved residential projects)
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
CURRENT PROJECTS
SAN PABLO AVENUE SPECIFIC PLAN
CURRENT PROJECTS
CURRENT PROJECTS
CURRENT PROJECTS
CURRENT PROJECTS
CURRENT PROJECTS
CURRENT PROJECTS
CURRENT PROJECTS
<table>
<thead>
<tr>
<th></th>
<th>Project</th>
<th>Code</th>
<th>R</th>
<th>136</th>
<th>10</th>
<th>-</th>
<th>Proposed*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>11965 San Pablo Ave (Former Taco Bell)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
CURRENT PROJECTS
CURRENT PROJECTS
CURRENT PROJECTS

130 Units
CURRENT PROJECTS
11645 San Pablo Avenue (@ Cutting Blvd.)
PLAN UPDATE

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

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

When?
• Approximately one year

Upcoming Meetings
Developers, Prospective Businesses, Public Workshops, Public Hearings
PARALLEL EFFORTS

- Gathering information
  - Retail Market Condition & Trends
    - Commercial Overlay?
  - Financial Feasibility of Ground Floor Retail
    - How much can be sustained?
- Retention/Expansion of existing businesses
- Placemaking
  - Events, community facilities, parks, library, ReStreets, PopUp
- On-Street Parking Management/Off-Street Modifications?
QUESTIONS, IDEAS & COMMENTS

www.el-cerrito.org/SPASP
www.el-cerrito.org/MajorProjects

Melanie Mintz
Community Development Director
510-215-4339
mmintz@ci.el-cerrito.ca.us