San Pablo Avenue Specific Plan Update
July 27, 2019
SAN PABLO AVENUE UPDATE

What is all the new activity on San Pablo Avenue?

• When is Mayfair going to start being constructed?
• Did you know over 1,000 new residential units and 9 new commercial spaces are coming soon?
• What about traffic/parking?

Why is nothing happening on San Pablo Avenue?

What is the San Pablo Avenue Specific Plan? What’s next?
OVERVIEW OF TODAY’S AGENDA

Part I: Presentation & Discussion (50 min)

- **Specific Plan** Introduction/Background
- Complementary/Parallel Efforts
- **Plan Progress**
- **Plan Update**
  - Process
  - Areas of Focus
- BART Transit Oriented Development @ EC Plaza Station
- **Plan Update Q & A**

Break: 5 min
OVERVIEW OF TODAY’S AGENDA

Part II: Break Out Tables/Focus Areas
(2x15 min sessions; 1 “open house”)

• Public Open Space requirements
• Neighborhood Street Types (Kearney, Lexington, Liberty in the Plan Area)
• Parking (Off Street, On Street, Curbside Management)
• Other (Affordable Housing, Commercial Spaces, Complete Streets)
• BART TOD

Part III: Wrap Up (15 minutes)
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 Legislator

INTRODUCTION/BACKGROUND

STRATEGIC PLAN

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

CLIMATE ACTION PLAN

- Compact, higher density development
- Increase local economic base
- Reduce overall VMT
INTRODUCTION/BACKGROUND

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
CURRENT STATUS: BY THE NUMBERS

• ~1,700 new housing units
  • 930 approved (13 sites)
  • 854 proposed (4 sites)
• Below Market Rate
  • 77 approved
  • 648 proposed
• ~31,220 new sf commercial
  • 8-12 new commercial spaces
  • 7 live work spaces
  • + 1-2 new hotels (1-124 room approved; 1 application anticipated)
CURRENT STATUS: BY THE NUMBERS

Amenities (selected)

- 21,000 sf feet of new public open space (8 sites)
  - $440,000 In Lieu Fees
- 9 new public art installations
  - ~$500,000: In Lieu Fees
- Rooftop common open spaces
- Street activation/ “Eyes on the Street” (ground floor & street facing balconies)
- Frontage/Aesthetic improvements
COMPLEMENTARY EFFORTS

Impact Fees

- City Transportation Impact Fees
  - $2,325/multifamily unit

- Subregional Transportation Mitigation Program (STMP) Fees
  - $2,679/multifamily unit

- WCCUSD Developer Fees
  - $5.02/sf residential; 0.56/sf commercial

- Stege Sanitary Capacity Improvement/Impact Fees
  - $241.84 per equivalent fixture unit
COMPLEMENTARY EFFORTS

• Complete Streets/El Cerrito
• Complete Streets/ Alameda/CoCo Counties
• Urban Greening/Parks & Facilities Master Plan
• BART Transit Oriented Development
• On-Street Parking Management
• Affordable Housing: Inclusionary Zoning; Non Profit Partners
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
CURRENT STATUS

www.el-cerrito.org/MajorProjects
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

• How?
  • MTC PDA Implementation grant (partial funding)
UPDATE PROCESS

Planning Commission/DRB Study Session (Dec 18)

Stakeholder Workshops (July-Nov 2019)

Planning Commission/DRB Consideration (Early 2020)

City Council Study Session (February 5, 2019)

Joint PC/DRB Meeting (Nov 2019)

City Council Consideration (Early 2020)
UPDATE AREAS

- Create more commercial spaces
- Street standards
- Design Review processes
- Parking
- Open space
- Land use policies
- Integrate other City plans
- Unit mix
- Maximize light and air to units
FOCUS AREAS

• Public Open Space
  • Clarify where new public open space is prioritized versus in lieu fees
  • Clarify standards for new public open space
FOCUS AREAS

- Neighborhood Streets
  - Address unique context of Neighborhood Streets within Specific Plan area
  - Revise standards to reflect building form desired on neighborhood streets (predominantly residential areas)
  - Revise set back requirements and/or permitted frontage types?
FOCUS AREAS

• Parking
  • Evaluate processes for permitting parking over and under approved ranges
  • Clarify Transportation Demand Management requirements
  • Identify strategies for limiting parking impacts to surrounding areas
  • Restrict on-street parking passes to new development in certain circumstances
FOCUS AREAS

- Other
  - Affordable housing
  - Architectural design
  - Complete Streets
  - Other topic areas