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, 9 new commercial spaces and a 124-room hotel 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 (40 min)
• **Specific Plan** Introduction/Background
• Complementary/Parallel Efforts
• **Plan Progress**
• **Plan Update**
  • Process
  • Areas of Focus
• BART Transit Oriented Development @ EC Plaza Station

Part II: Discussion (30 min)
OVERVIEW OF TODAY’S AGENDA

Part III: Open House (20 min)

• 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 IV: Wrap Up (10 min)
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
*Destination: San Pablo Avenue/SR 123 Vision (2004)*
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
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
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)
Figure 3-3: San Pablo Avenue Specific Plan Street Types Plan

- City Limit
- Uptown District
- Midtown District
- 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
- Otline Greenway
- Midblock Connection
- Plaza Connection

- UPTOWN
- MIDTOWN
- DOWNTOWN

Albany
El Cerrito
Richmond
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
• Public art required for all large projects
• Onsite or in-lieu fee
• New public open spaces
• Improved public transit times
• Emphasis on multi-modal mobility
• Diversity of unit types provide opportunities to age in place within community
CRIME PREVENTION COMMITTEE

- Increased ‘eyes on street’
- Activation of street and public realm
- Early review of projects by Police Department
ECONOMIC DEVELOPMENT COMMITTEE

- New commercial spaces
- Increased street activity
- Expanded customer base
ENVIRONMENTAL QUALITY COMMITTEE

- Transit-oriented development
- Asbestos & PCB abatement
- Modern energy & water efficient buildings
- Reduced per capita Vehicle Miles Traveled (VMT)
- Reduction of impervious surface and treatment of runoff
FINANCIAL ADVISORY BOARD

- New development pays for impacts and improvements
- New Impact Fees
- Real Property Transfer Tax
- Increased property values
HUMAN RELATIONS COMMISSION

• New affordable housing
• Diversity of housing types
• Public open space required for large projects
• Onsite or in-lieu fee
• Required private and common open spaces
• New street trees
• Preservation of existing healthy street trees
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
QUESTIONS AND DISCUSSION

THANK YOU!