Economic Development Workshop March 9, 2020
OVERVIEW OF TODAY’S AGENDA

Part I (6:30-7:30)
Welcome/Introductions
San Pablo Avenue Specific Plan
  Background
  Activity
  What’s Next
Q&A
OVERVIEW OF TODAY’S AGENDA

Part II (7:30-8:30)

• Break Out Sessions
  - Complete Streets
  - Idea Hub
  - Current Projects
  - SPA Specific Plan Update

• Please sign up for CommDev eNews
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

SAN PABLO AVENUE SPECIFIC PLAN: 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
BACKGROUND/ANTECEDENTS

• Improve the Physical Environment
  • Baxter Creek Gateway Park
  • Streetscape Improvements
    ✓ Banners, Medians, Crosswalks, Lighting etc.
  • City Hall
  • Cerrito Theater
  • Del Norte BART Gateway Station
SAN PABLO AVENUE SPECIFIC PLAN: BACKGROUND

STRATEGIC PLAN (2013 and 2015)

- 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

CLIMATE ACTION PLAN (2013)

- Compact, higher density development
- Increase local economic base
- Reduce overall VMT
SAN PABLO AVENUE SPECIFIC PLAN: BACKGROUND

Version I
- With Richmond: 2008-2012
- 2011/2012: City Council Study Sessions & Development Feasibility Studies
- Recommendations
  - Increase height limits
  - Reduce parking requirements
  - Allow ground floor residential

Version II
- City Council Adoption: 2014
- Increased height
- Allow ground floor residential
- Reduced parking requirements
- Form Based Code
- Complete Streets
- Program EIR
SAN PABLO AVENUE SPECIFIC PLAN: BACKGROUND

- Form Based Code: Design Focused
- Tier II and Tier IV Design Review
- Program EIR
- Requires commercial in Downtown, Midtown and Uptown Commercial “Nodes”
- Pedestrian Focused Relationship to Street/Sidewalks
- Common/Public Open Space
- Art
SAN PABLO AVENUE SPECIFIC PLAN/SAN PABLO AVENUE ACTIVITY (RESULTS)

New (Implementation) Policies

- Inclusionary Zoning (Affordable Housing)
- Stege Sanitary Fee (with Stege-2018)
- Parking Study (2019)
- Transportation Impact Fee (2019)
- BART Plaza TOD (RFQ)

Results

- 17 Approved Projects: 1,199 Housing Units
  - 20 projects & 1,447-2,288 with proposed and recently built
- 14 New Commercial Spaces (52,707 square feet)
- 124 New Hotel Rooms (approved); 84 Proposed
- Plus Additional Projects Under Review
CURRENT STATUS: BY THE NUMBERS

الف: Amenities (selected)

✓ 32,590 square feet of new public open space (9 sites)
  ✓ $1,023,000 In Lieu Fees

✓ 11 new public art installations
  ✓ $600,000: In Lieu Fees

✓ $2,250,000 in public benefit contributions for Tier IV projects

✓ Rooftop common open spaces

✓ Street activation (ground floor & street facing balconies)

✓ Frontage improvements
COMPLEMENTARY EFFORTS

- Impact Fees
  - City Transportation Impact Fees
  - Subregional Transportation Mitigation Program (STMP) Fees
  - WCCUSD Fees
  - Stege Sanitary Fees
CURRENT STATUS: APPROVED PROJECTS WITH COMMERCIAL SPACE

10919 San Pablo Avenue
2,998 sf
CURRENT STATUS: APPROVED PROJECTS WITH COMMERCIAL SPACE

11795 San Pablo Avenue
3,695 sf
CURRENT STATUS: APPROVED PROJECTS WITH COMMERCIAL SPACE

11600 San Pablo Avenue
8,894 sf
124 Hotel Rooms + 3,431 sf commercial
CURRENT STATUS: APPROVED PROJECTS WITH COMMERCIAL SPACE

10300 San Pablo Avenue
32 condominiums plus 2 ground floor live work spaces
CURRENT STATUS: APPROVED PROJECTS WITH COMMERCIAL SPACE

10290 San Pablo Avenue
7-Groundfloor Live-Work Units
CURRENT STATUS: APPROVED PROJECTS WITH COMMERCIAL SPACE

10135 San Pablo Avenue       4,435 sf
CURRENT STATUS: APPROVED PROJECTS WITH COMMERCIAL SPACE
COMPLETE STREETS

- State Highway (123)
- Enhance & catalyze economic development
- Encourage Mode Shift
- Improve access and connectivity
- Welcoming and comfortable for all users
COMPLETE STREETS – EL CERRITO 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 bus islands
- Add various types of bikeways
COMPLETE STREETS - UPTOWN
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, 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

Buffered bike lane
El Cerrito, California
San Pablo Ave, Uptown
Maturing trees
CURRENT STATUS

www.el-cerrito.org/MajorProjects
Thank you, El Mono!

Current Location: 10264 San Pablo Avenue
New Location: 11720 San Pablo Avenue (At the former Strings Italian)
QUESTIONS, COMMENTS & DISCUSSION

THANK YOU!