

GROWTH MANAGEMENT

A. Introduction

The Growth Management Element establishes a comprehensive, long-range program that matches demand for public facilities generated by new development with policies and standards for traffic level of service (LOS) and performance criteria for fire, police, parks, sanitary facilities, water supplies, and flood control. The Growth Management Element is concerned with maintaining defined urban service levels; it is not intended to limit growth or to direct growth into certain areas of the community on a priority basis. Most importantly, the Element's policies ensure that new development impacts that threaten to degrade established traffic performance or public service thresholds are mitigated through project modification, capital improvement programming, or contributions to improvements.

This element satisfies the obligations established under Contra Costa County's 2004 Growth Management Program (referred to as Measure J). Measure J (2004) is a 25-year extension of the previous Measure C Contra Costa Transportation Improvement and Growth management Program approved by the voters in 1998.

In addition to the public facilities and services identified within this Growth Management Element, Chapter 3: Circulation Element, establishes goals, policies, and programs for traffic services, and roadway improvements, bicycle and pedestrian movement, and Transportation Demand Management (TDM) programs. Chapter 10: Housing Element, includes an expanded list of policies and programs that describe the City's efforts to foster access to safe, quality housing for people of all income levels.

Measure J

In November 2004, the voters of Contra Costa County approved Measure J, thereby approving both Transportation Improvement and Growth Management Programs and authorizing a 0.5% sales tax to fund associated improvement projects. In order to receive local street maintenance and improvement funds under Measure J, the County and each city in the county is required to develop a Growth Management Element as part of their General Plan. The overall intent of the Measure J program is:

- To establish a long-range program matching the demand for multi-modal transportation facilities to serve new development with plans, capital improvement programs, and development impact mitigation programs; and,
- To ensure that growth takes place in a manner that will ensure protection of health, safety and welfare of both existing and future residents of Contra Costa County; and,

- The Urban Limit Line is intended to promote compact urban development patterns and restrict the extension of infrastructure into areas where urban development is not planned.

In order to receive funding under Measure J, each land use agency within Contra Costa County must adopt and implement a Growth Management Element that substantially complies with the Contra Costa County Transportation Authority Model Growth Management Element. The previous requirements of Measure C to receive funding required each land use agency within Contra Costa County to establish policies and standards for traffic levels of service (LOS) and set performance standards for fire, police, parks, sanitary facilities, water, and flood control to generally ensure that adopted standards for public facilities are maintained as the community grows. Although Measure J does not require these policies and standards, they remain adopted.

El Cerrito Growth Management

While this element satisfies obligations established under Measure J, the City has clearly established its commitment to managing new development in a manner that not only ensures adequate public facilities, but also protects the quality of life enjoyed by residents. Growth management issues are discussed in detail in various other elements of this General Plan, including Land Use, Transportation and Circulation, and the Public Facilities and Services and Resources and Hazards chapters. Policies in those other Elements/Chapters are noted in the Goal and Policy tables.

Organization of the Element

The Growth Management Element is organized into three main sections. This Introduction provides an overview of growth management topics, a description of the organization of the element, and requirements for the element as specified under State law. A Goals and Policies section provides specific policy guidance for growth management topics.

Consistency with State Law

Authorization for Growth Management Element

California Government Code Section 65302 does not require a Growth Management Element to be included in a General Plan. However, Section 65303 states the following:

"The general plan may include any other elements or address any other subjects which, in the judgment of the legislative body, relate to the physical development of the City."

This element has been prepared in conformance with all mandatory requirements of State law and also satisfies the planning obligations established under Contra Costa County's Measure J.

Relationship to Other Elements of the General Plan

This Growth Management Element is closely related to the Land Use and Transportation & Circulation Elements. This Growth Management Element is intended to incorporate the requirements set forth in Measure J. It is also related to the Public Facilities and Services and Resources and Hazards chapters of the General Plan.

The Growth Management Element is not intended to supersede the goals or policies of the other elements of the General Plan. When other elements of the General Plan are updated, it may be appropriate to amend the Growth Management Element to ensure an internally consistent and comprehensive set of City goals, policies and actions.

Urban Limit Line

As part of the 1996 Contra Costa County General Plan, the County delineated an Urban Limit Line (ULL) to identify areas appropriate for urban expansion. The Measure J (2004) Transportation Expenditure Plan included a Growth Management Plan (GMP) which contained an urban limit line component mandating that local jurisdictions adopt and continuously comply with a voter approved ULL. Measure L (2006) the Contra Costa County Board of Supervisor ULL was passed by a majority of voters in Contra Costa at the November 7, 2006 election. The Measure L ULL was also approved by a majority of voters in the City at the November 7, 2006 election. The City adopted the Measure L ULL by resolution on October 16, 2006. The adoption of the Measure L ULL specifically complies with the purposes of Measure J as follows:

- Ensure the preservation and protection of identified non-urban land, including agricultural, open space, parkland, and other areas, by establishing a line beyond which urban development is prohibited; and
- Link land use decisions with the transportation investments in Measure J by channeling future growth to locations more suitable for urban development; and
- Ensure that land use policies within the voter Approved Urban Limit Line effectively promote appropriate development that accommodates the area's projects housing and job needs in the future.

Housing Options

Consistent with the requirements of Measure J and state Law, the City's Housing Element establishes a range of goals, policies and programs that outline the City's efforts to support balanced housing development in the City. Measure J expands upon the program requirements identified in the Prior Measure C, and requires ongoing reporting to CCTA of the City's progress in implementing the goals and objectives listed in the Housing Element.

California Government Code Sec. 65400(b) requires the preparation of the annual report summarizing the City's progress implementing the Housing Element of the General Plan, and submitting copies of the report to the Contra Costa Transportation Authority biennially as part of the Authority's Growth Management Plan Compliance Checklist.

Measure J requires that the annual report on the implementation of the Housing element of the General Plan be submitted to CCTA every other year. The report must include the specified housing reporting period and must be submitted to CCTA in one of the following formats:

- The number of housing units approved, constructed or occupied in the City since the beginning of the reporting period, compared to the average number of units needed annually to meet the fair share regional housing need;
- A description of how the City's adopted land use, housing, and regulatory plans and programs have provided sufficient opportunities for and removed undue constraints to the achievement of the City's fair share regional housing need; or
- A description of how the plans and policies of the General Plan and the land use regulations of the Zoning Ordinance facilitate the improvement and development of the City's fair share regional housing need.

B. Traffic Service Standards

Projected increases in travel have the capacity to influence disproportionately the shape and character of El Cerrito, if traffic congestion and improvements to the travel network are not managed through local and cooperative regional policy implementation. The Land Use Element (Community Development and Design chapter) establishes the timing and density of future growth within the city. The Transportation Element (Transportation and Circulation chapter), supplemented by the Growth Management Element's defined levels of intersection performance and policies for mitigation of traffic impacts, are useful sources of options and strategies to influence regional growth patterns that extend their influence beyond El Cerrito's borders.

Routes of Regional Significance

Measure "C" required that all freeways and selected arterials in the county be designated as Routes of Regional Significance, or "regional routes." These roadways experience extreme levels of congestion, and carry significant levels of through-traffic to other parts of the Bay Area. There are many obstacles to improving conditions on these regional routes, including the high cost of expanding physical capacity and the uncertain role of outside agencies' funding decisions. Within El Cerrito, these regional routes include Interstate Freeway 80, San Pablo Avenue, and Cutting Boulevard.

Characteristics of El Cerrito's Regional Routes

Interstate Freeway 80

The freeway consists of three lanes in each direction through West County. Interchanges serving El Cerrito include Central Avenue, Carlson Boulevard, Potrero Avenue, and Cutting Boulevard. Interstate 80 is the most congested of all regional routes. Congestion extends from Pinole Valley Road south to Central Avenue during the AM peak period and from Central to the Carquinez Bridge tollbooth during the PM peak period. Congestion on I-80 causes high traffic volumes and consequent delays on San Pablo Avenue, the primary parallel route.

I-80 has one of the highest percentages of through traffic in the West County corridor, with 52% of AM peak hour direction travel, measured at the Carquinez Bridge. Ninety-two percent of that traffic originates in Napa and Solano counties. Truck traffic, which contributes to travel delay, makes up 9% of total AM Eastbound (non-peak direction) volume, much of which enters or leaves the freeway on the San Pablo Avenue corridor.

The West Contra Costa County Action Plan identifies a number of improvements to the I-80 corridor needed to alleviate the expected breakdown of capacity. Those improvements of most significance to El Cerrito include:

- HOV interchange at Cutting Boulevard to serve the El Cerrito Del Norte BART station (constructed)
- Parallel route improvements on San Pablo Avenue including signal upgrades (on-going)
- Transportation Management Plan to include transit, ride sharing, public information/marketing and vehicle monitoring.

San Pablo Avenue

In El Cerrito, San Pablo Avenue is an urbanized thoroughfare between the southern City limits at Cerrito Creek near Carlson Boulevard to the northern city limits just south of McDonald Avenue with two lanes in each direction. At most intersections there are left turns operating with left-turn signal phasing. The speed limit is 30 MPH. Average daily traffic volumes on San Pablo Avenue are greatest at its southerly extreme in the County. Near Cutting Boulevard, the highest average daily volume is 29,900 vehicles. During the AM peak period, the highest volumes occur near Potrero Avenue at 2,275 vehicles per hour. The highest PM peak hour period volumes occur near Barrett Avenue in Richmond, and frequently cause traffic backup into El Cerrito.

The San Pablo Avenue Corridor has been studied on a regional and local basis to determine the improvements necessary to maintain the routes as a parallel to I-80 and to serve locally approved uses. Coordination of improvements is difficult given the number of jurisdictions through which the street passes, and variety of volumes and functions that it serves. Alameda and Contra Costa counties are currently installing various improvements along San Pablo Avenue to improve inter-jurisdictional and intra-jurisdictional signal coordination.

Cutting Boulevard

The portion of Cutting Boulevard in El Cerrito designated as a regional route extends from Key Boulevard to the westerly city limit. It links San Pablo Avenue and the Del Norte BART station to I-80. The road encompasses two lanes in each direction with improved medians and left-turn pockets, except for a segment which is one-way westbound between the BART station and San Pablo Avenue. Most significant congestion occurs at the intersection of San Pablo Avenue and Cutting Boulevard in El Cerrito.

Regional Action Plans

Local jurisdictions participated in the development of programs to control regional traffic impacts on these routes through a series of Action Plans approved by one of the Regional Transportation Planning Committees created under Measure C. El Cerrito has been working closely with the WCCTAC (West Contra Costa County Traffic Advisory Committee) to work on an update of the 2000 and 2009 action plans for the west county area. Once approved, the updated Action Plan will be combined by CCTA with other regionally recommended Action Plans to create a countywide comprehensive transportation plan. The City recognizes that the success of attaining Action Plan objectives depends upon participation of other jurisdictions in both planning and funding of necessary improvements.

Basic Routes

All roads not indicated on the map of Routes of Regional Significance are Basic Routes. The Growth Management Element is required to assess the operating capacity of signalized intersections on Basic Routes, estimate future service impacts resulting from significant, foreseeable increases in home building and job-formation, according to the city's General Plan land use and housing policies.

Level of Service – General

The Transportation Element of the El Cerrito General Plan classifies vehicle routes according to the character of surrounding development and their linkage to sources of traffic congestion from other jurisdictions. Table 4-4 describes the city's Basic Route signal controlled intersections and the minimum service level at which the intersection is expected to operate based on future development activity:

Table 4-4: Signalized Intersection Service Standards

Location	Land Use	Intersection Characteristics	LOS Standard
Fairmount/Liberty	CBD	Minor Arterial/Principal Arterial	'E' to 0.94 v/c
Fairmount/Ashbury	Suburban	Collector/Minor Art'l/Principal Art'l	'D' to 0.84 v/c
Fairmount/Colusa	Suburban	Collector/Principal Arterial	'D' to 0.84 v/c
Central/Carlson	CBD	Principal Arterial/Principal Arterial	'E' to 0.94 v/c
Potrero/Eastshore	Urban	Local Street/Principal Arterial	'D' to 0.89 v/c
Richmond/Stockton	Suburban	Minor Arterial/Collector	'D' to 0.84 v/c
Richmond/Moeser	Urban	Minor Arterial/Minor Arterial	'D' to 0.89 v/c
Richmond/Potrero	Urban	Minor Arterial/Minor Arterial	'D' to 0.89 v/c

Elm/Hill/Key Mooser/Navellier	Urban Suburban	Principal Arterial/Minor Arterial Minor Arterial/Collector	'D' to 0.89 v/c 'D' to 0.84 v/c
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Level of Service and Future Land Use

Nearly all significant new increments of housing and employment will occur on parcels located within the San Pablo Avenue corridor, or in joint use with BART station facilities. Expanding jobs and housing opportunity inside El Cerrito's borders will not necessarily eliminate commute travel to and from the region. However, it will offer an alternative to the commuter lifestyle and enhance options for El Cerrito's economic development that do not burden the regional roadway network.

While most of the direct traffic impact of local land use intensification will fall upon Regional Routes such as San Pablo Avenue and Cutting Boulevard, it is equally important that such activity not burden the basic route system and degrade the minimum service levels for signalized intersections described above.

The city is committed, as part of the region-wide effort to reduce traffic congestion and improve the efficiency and safety of its local street system for all users including pedestrians and bicyclists, to monitor traffic conditions on a systematic basis and develop programs to maintain established service standards. El Cerrito is a "mature" city with only limited growth potential. However, even the relatively small increment of growth potential described in this Element can burden local and regional transportation facilities without a prescribed means of measurement and defined mitigation programs.

C. Urban Service Performance Standards

Park and Recreation Facilities

Service Function

The City of El Cerrito provides a rich diversity of parks and recreational opportunities. Parklands include approximately 32 acres of City-owned parks, 100 acres of City-owned open space used for recreation and conservation purposes, 23 acres of other City-maintained recreation facilities, and 27 acres of School District-owned and maintained recreation areas. More details are provided in Chapter 6.

Service Standard

Five (5) acres of publicly owned parkland for each 1,000 residents.

Fire Suppression and Related Emergency Services

Service Function

The El Cerrito Fire Department provides first response to structural, vehicular and wildland fires, medical emergencies, hazardous materials incidents and natural disasters. The Department's ability to meet these needs is facilitated through active

participation with Richmond, Kensington, and the West County fire departments in an automatic response agreement that uses the combined resources of all four agencies to serve these needs irrespective of jurisdictional lines. The departments share the costs of dispatch and training services and have established common standards for staffing, apparatus and equipment.

Service Standard

The interagency agreement specifies the following response protocol for all emergency service requests:

- Maximum response time for first engine arrival of six (6) minutes including one (1) minute dispatch time and three (3) minute-travel time from responding station.
- Three (3) person engine company is minimum response.
- Minimum training level of responders shall be Firefighter 1 and Emergency Medical Technician 1.

Police Emergency Services

Service Function

The El Cerrito Police Department’s mission is to respond to requests for law enforcement emergency services, deter criminal activity, investigate crimes against persons and property and undertake proactive programs to reduce the opportunity for criminal activity. The department also acts proactively to reduce dangerous motor vehicle operating practices and offers community education outreach programs about personal and neighborhood security.

Service Standard

The Police Department is committed to maintaining a level of personnel and capital equipment for first-unit response in three (3) minutes to requests for emergency service. The City's resources alone are insufficient to meet the multiplicity of demands upon a modern police agency. Hence, the Department contracts with the City of Richmond for emergency dispatching, and with various state and county agencies for specialized investigative support services.

Sanitary Sewer and Treatment Services

Service Function

Two agencies work together to serve El Cerrito’s sanitary sewer needs. Stege Sanitary District provides the underground lines leading from customer discharge sites to the regional treatment plant. That plant, operated by the East Bay Municipal Utility District at Point Isabel, provides tertiary level treatment to RWQCB standards for discharge to the Bay.

Service Standard

Service capacity planning is based on a 130-gallon daily increment per person.

Domestic Water Services

Service Function

East Bay Municipal Utility District provides domestic water service to residential and institutional customers in the city. Past droughts, which curtailed water service in some areas, have reminded people of the need to conserve water whenever possible.

Service Standard

250 gallons/day for each residential household to 4 (four) persons +62 gallons for each additional person in the household. 90% of 1986 use for commercial connections and 95% of 1986 use for institutional uses, to be reevaluated upon improvement in prevailing drought conditions.

Flood Control

Service Function

Flood hazards arise from natural rainstorms, failure of water storage facilities, and from the secondary effects of landslides. Because the watersheds in El Cerrito's foothills are relatively small, risk of flood damage through the sudden release of accumulated water behind a collapsed mass of landslide debris is also small. The greatest flood hazard risk is posed by the current condition of the storm drain system that is under study for long term and comprehensive remediation.

Only a small portion of Cerrito Creek is subject to inundation in the 1% (100 year event). Property damage from such an event is predictable, but would be confined to isolated locations in the flood path. The Contra Costa County Flood Control District establishes maintenance and development standards in the floodway. The City has also established restrictive development policies in its Municipal Code as a condition of continued eligibility for participation in the National Flood Insurance Program.

Service Standard

Containment of the 100-year flood event according to the federal Flood Insurance Rate Maps. Continued restriction on construction within flood hazard zones through establishment of minimum floor level elevations above the projected 100-year flood event level, as established by the Flood Control District.

D. Goals and Policies

The Implementation Measures associated with each policy are described in the following section of this chapter. A policy located in another chapter with more detail is noted by the original policy number at the end of the paragraph.

Goal GM1: A coordinated regional and sub-regional planning system that provides better service and less congestion for residents of El Cerrito through cooperative transportation and land use planning in Contra Costa County.

Policies	Implementation Measures
<p>GM1.1 Cooperative Transportation Planning. Participation in an ongoing multi-jurisdictional planning process with other jurisdictions and agencies, the RTPC, and the Contra Costa Transportation Authority to create a balanced, safe, and efficient transportation system and to manage the impacts of growth.</p>	<ul style="list-style-type: none"> • Intergovernmental Coordination
<p>GM1.2 Coordination with adjacent jurisdictions. Cooperate in remediation of intersections in other jurisdictions operating at a level of service below the desired minimum threshold when it is demonstrated that El Cerrito's actions contribute substantially to adverse operating conditions at such intersections. Such cooperative action shall only be considered in the context of an application by the other jurisdiction for a Finding of Special Circumstances in accordance with application procedures established by the Contra Costa Transportation Authority.</p>	<ul style="list-style-type: none"> • Intergovernmental Coordination
<p>GM1.3 Implementation of Action Plans. Implement in a timely manner specific local actions of updated Regional Route Action Plan following its adoption by the West Contra Costa Transportation Advisory Committee and the Contra Costa Transportation Authority.</p>	<ul style="list-style-type: none"> • Intergovernmental Coordination

- GM1.4 Urban Limit Line (ULL).** Maintain the ULL adopted by the El Cerrito City Council on October 16, 2006 until March 31, 2034.

 - Intergovernmental Coordination

- GM1.5 Conflict Resolution Services.** Seek the services of the Contra Costa Transportation authority's conflict resolution process when needed to resolve disputes with other jurisdictions related to the development and implementation of Actions Plans and other programs described in the Growth Management Element.

 - Intergovernmental Coordination

- GM1.6 Housing Opportunities.** Demonstrate reasonable progress in providing housing opportunities for all income levels and demonstrate reasonable progress in meeting housing goals.

 - Housing Program

Goal GM2: Compliance with applicable level of service standards.

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- GM2.1 Application of Standards.** Strive to maintain the minimum V/C performance standard for each signalized intersection as described in Table 4-4. Level of Service Standards are considered to be met if measurement of actual conditions at the intersection indicates that operations are equal to or better than the specified minimum performance standard, or if El Cerrito's Capital Improvement Program includes projects which, when constructed, will result in performance better than or equal to the specified minimum standard.

 - Capital Improvements Program
 - Development Regulations (zoning)

GM2.2 Achieving Level of Service Standards.

Consider amendments to the General Plan Land Use Element or Map, Zoning Ordinance, or other relevant plans and policies to alter land use intensity or vehicle trip activity so that any Basic Route signalized intersection which does not meet the minimum service level standard in Policy GM2.2 can be brought into compliance with said standard.

Alternately, consider amendments to the Capital Improvement Program or other relevant programs and policies which will improve the capacity or efficiency of intersections not meeting the service standards through physical construction and improvements.

- Development Regulations (zoning)
- Capital Improvements Program

GM2.3 Findings of Special Circumstances.

Consider requesting from the Contra Costa Transportation Authority a Finding of Special Circumstances for any Basic Route signalized intersection that may not meet level of service standards as described in Policy GM2.1 when it can be demonstrated that the amendments described in Policy GM2.2 are infeasible under the Authority's prescribed criteria. Prior to initiating the request, the City will evaluate policy options and changes, alternative standards, and proposed mitigation measures to achieve the minimum service levels and describe the findings upon which these alternatives were deemed infeasible.

- Intergovernmental Coordination

Goal GM3: Timely review of projects that are heavy traffic generators.

GM3.1 Traffic Impact Study. Conduct a traffic impact study consistent with CCTA Technical Guidelines as part of the application review process for development proposals estimated to generate over 100 peak-hour vehicle trips.

- Development Regulations (zoning)

GM3.2 Finding of Consistency with Standards. Demonstrate that development proposals that generate over 100 peak-hour vehicle trips in the peak direction are consistent with the Level of Service Standards stated in Policy GM2.2, and the West Contra Costa Action Plan for Regional Routes prior to approval. Findings of Consistency may be made if a traffic impact analysis demonstrates that the project will not erode the minimum service standards at any Basic Route signalized intersection unless:

- (1). Projects included in the City's Capital Improvement Program or Street Improvement Program will result in attainment of the desired standard and fully or partially offset the traffic impacts of the project; or
- (2). Findings of Special Circumstances, including appropriate mitigation measures, have been adopted by the City of El Cerrito and the CCTA.

GM3.3 Transportation Demand Management Ordinance. Adopt and implement a Transportation Demand Management (TDM) Ordinance.

- Transportation Demand Management

Goal GM4: Effective community-wide programs to reduce traffic impacts of new projects and to assure that new residential, business and commercial growth pays for the facilities required to meet the demands resulting from that growth.

GM4.1	Local Development Mitigation Program – Transportation. Adopt and maintain in place a development mitigation program to ensure that new growth is paying its share of the costs associated with that growth.	<ul style="list-style-type: none"> • Traffic Impact Fee
GM4.2	Local Street Maintenance and Improvement Funds. Support projects intended to meet or maintain Level of Service standards, to implement Action Plans for Regional Routes, and to provide mitigation for intersections Subject to Findings of Special Circumstances through Local Street Improvement and Maintenance Funds allocated by the Contra Costa Transportation Authority. Revenue from this source shall not replace private developer exactions pursuant to Policy GM4.1 for transportation projects necessary to meet or maintain minimum service standards challenged by new growth.	<ul style="list-style-type: none"> • Intergovernmental Coordination • Capital Improvements Program
GM4.3	Capital Improvement Program. Identify in the City's Capital Improvement Program funding sources, as well as intended phasing, for projects necessary to maintain and improve traffic operations.	<ul style="list-style-type: none"> • Capital Improvements Program
GM4.4	Compliance Reporting. Complete and submit the required compliance checklist materials required periodically by the Contra Costa Transportation Authority.	<ul style="list-style-type: none"> • Intergovernmental Coordination
GM4.5	Regional Efforts. Recognize El Cerrito's role in the region and lead in regional efforts to increase transit and reduce congestion. (T1.7)	<ul style="list-style-type: none"> • Intergovernmental Coordination

Goal GM5: An effective system of providing urban services to support infill and redevelopment in existing urban and brownfield areas.

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- GM5.1 Local Development Mitigation Program – Services.** Adopt and implement a development mitigation program requiring developers to pay the costs necessary to offset impacts of their projects on the local police, fire and park service system. Ensure that the local development review process includes consultation with contact agencies supplying domestic water, sanitary sewage and flood control service so that cost impacts are identified and appropriate mitigations included on a cooperative basis.
- Public Facilities Fee
- GM5.2 Performance Standard Review.** As part of the City's development review process, or through the local CEQA review procedure for defined projects, evaluate the impact of the project upon public services and make findings appropriate to project approval under the following circumstances
- (1) Performance standards will be maintained following project occupancy;
 - (2) Mitigation measures have been incorporated in project approval documents sufficient to maintain designated service standards; or
 - (3) Capital improvements sponsored by El Cerrito or the affected special purpose agency will ensure that designated service standards are maintained.
- Development Review
 - CEQA Review

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| <p>GM5.3 Capital Improvement Program.
Identify in the City's Capital Improvement Program funding sources, as well as intended phasing, for projects necessary to maintain police, fire and park service standards. Encourage outside agencies providing vital services to El Cerrito to maintain adequate funding and long-range facility planning activity to adequately anticipate future demands of growth and the life-cycle/replacement of equipment and infrastructure.</p> | <ul style="list-style-type: none"> ● Capital Improvements Program ● Intergovernmental Coordination |
| <p>GM5.4 Contributions to Improvement.
Require new development to contribute to or participate in the improvement of public services according to the demand generated by the project occupants and users.</p> | <ul style="list-style-type: none"> ● Public Facilities Fee ● CEQA Review |

Goal GM6: Support land use patterns that make more efficient use of the transportation system

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| <p>GM6.1 Land Use Patterns. Recognize the link between land use and transportation. Promote land use and development patterns that encourage walking, bicycling, and transit use. Emphasize high-density and mixed land use patterns that promote transit and pedestrian travel. Where feasible, emphasize the following land use measures:</p> <ol style="list-style-type: none"> 1. Promote conveniently located neighborhood complexes that provide housing and commercial services near employment centers and within transit corridors. 2. Promote land use patterns that maximize trip-linking opportunities by assembling uses that allow people to take care of a variety of daily needs. 3. Encourage pedestrian-oriented land use and urban design that can have a | <ul style="list-style-type: none"> ● Development Regulations (zoning) |
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demonstrable effect on transportation choices.

4. Direct growth to occur along transit corridors.
5. Encourage retail, commercial, and office uses in ground floor space in combination with upper-floor housing along San Pablo Avenue.
(T2.1)

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| <p>GM6.2 Mixed-Use Centers. Encourage mixed-use centers along San Pablo Avenue – including development along Fairmount Avenue, Stockton Avenue and Moeser Lane, between San Pablo Avenue and the Ohlone Greenway – that provide the opportunity for people to walk among businesses, employment, and residences.
(LU5.2)</p> | <ul style="list-style-type: none"> • Development Regulations (zoning) |
| <p>GM6.3 Pedestrians, Bicycles, and Access. Ensure that business areas have adequate pedestrian and bicycle facilities and accessibility for persons with disabilities, and that easy connections to transit are available wherever possible.
(LU5.5)</p> | <ul style="list-style-type: none"> • Capital Improvements Program |
| <p>GM6.4 Circulation Alternatives. To the extent possible, encourage alternatives to the use of private automobiles. Encourage a full range of transportation options – driving, transit, walking and biking – without allowing any one to preclude the others.
(LU6.2)</p> | <ul style="list-style-type: none"> • Transportation Demand Management |
| <p>GM6.5 Multi-Modal Transportation Network. Ensure that streets, paths, and bikeways contribute to the system of a fully connected transportation network to all major destinations in the City. The design of these streets and pathways should encourage pedestrian and bicycle uses by being spatially defined by buildings, trees, lighting, and street furniture. Pedestrian and bicycle pathways and auto routes should be</p> | <ul style="list-style-type: none"> • Capital Improvements Program |

compatible.
(CD2.4)

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| GM6.6 | Balanced Transportation System.
Create and maintain a balanced transportation system with choice of transit, bicycle, pedestrian, and private automobile modes.
(T1.1) | <ul style="list-style-type: none"> • Capital Improvements Program |
| GM6.7 | Transit System. Encourage transit providers to improve and increase existing transit routes, frequency, and level of service. Encourage a public transit system that provides convenient transfers between transit services and other modes of travel.
(T1.2) | <ul style="list-style-type: none"> • Capital Improvements Program • Intergovernmental Coordination |
| GM6.8 | Bicycle Circulation. Create a complete, interconnected bicycle circulation system. Provide a bicycle system that serves commuter as well as recreational travel. Improve bicycle routes and access to and between major destinations.
(T1.3) | <ul style="list-style-type: none"> • Capital Improvements Program |
| GM6.9 | Pedestrian Circulation. Provide a safe, convenient, continuous and interconnected pedestrian circulation system throughout the City. Ensure safe pedestrian access to local schools.
(T1.4) | <ul style="list-style-type: none"> • Capital Improvements Program |

IMPLEMENTATION MEASURES

The following is a summary of the major tools available to the City for implementation of the policies in this chapter, Community Development and Design.

1. *Beautification Program*

A city beautification program is excellent way to increase public awareness and participation in creating good design and quality spaces. City beautification programs can take many forms and involve both the public and private sectors. They can include; design awards for building design and landscaping, yard maintenance; landscape planting programs such as flower planting, street tree planting; and, public art projects or other civic improvement programs. They may also include the development of public scenic turnouts, rest stops, and overlooks to take advantage of views and vistas from the hillsides. Many city beautification programs are sponsored jointly by the city government and local civic organizations to promote civic pride while enhancing the physical appearance.

2. *Building Code*

El Cerrito should consider adopting amendments to the Building Code that promote energy efficiency and better uses of natural resources. This could be the part of the charge to a citizen task force that looks into possible ways of encouraging El Cerrito to agree upon and adhere to applicable principles of sustainable development.

3. *Capital Improvement Program*

The Capital Improvement Program (CIP) is a compilation of the capital improvements planned for construction over the next five years in El Cerrito. It includes cost estimates, the phasing of specific improvements and associated costs and methods with which specific improvements will be financed. The City should continue to conduct annual reviews of the CIP and add money for transportation, infrastructure, and public facility improvements as funding sources are identified. The CIP also provides the basis for planning for and funding of new community buildings and facilities.

4. *CEQA Review*

The City should ensure that the CEQA review process identifies impacts of new development upon the transportation system, utilities, and public facilities.

5. *City Entry Design Program*

The City can sponsor the design and construction of entry monuments and other landscape improvement projects to improve the appearance of city streets. These landscape improvement projects can also be developed in cooperation with civic organizations or sponsored by local business to create new entry signs, monuments, and landmarks at major entry points to El Cerrito.

6. Creek Restoration

The City may contribute through its storm drainage improvement program, or seek funding from other agencies or private sources, to restore various segments to creeks or other streets (on surface or through removal of pipes) and restoration of riparian habitats.

7. Design Guidelines

Design guidelines are a tool for ensuring that development is compatible with the surrounding area and that it functions well for the community. To the extent possible, the guidelines should be specific: guidelines that are quantifiable should be considered for incorporation into the development regulations.

8. Development Incentives

Providing development incentives to developers and property owners can influence good community design. Development incentives can be in the form of density and development intensity bonuses, reduced development standards (i.e., reductions in parking requirements, height restrictions, setbacks, etc.). Incentives may be granted where they promote closer adherence to City objectives by providing desirable features, such as exceptional design, creative design of off-street parking, enhancements to public amenities, environmental benefits, such as creek restoration, and similar benefits to the community.

9. Development Regulations (zoning)

The development regulations, primarily the zoning regulations and the subdivision ordinance, provide the standards for development, prescribe allowable uses, contain specific incentive provisions, and include other standards and procedures related to approval of development projects.

10. Development Review

The development review process includes discretionary review by the Planning Commission and the Design Review Board, based on consideration of General Plan objectives and policies, and criteria established by the zoning and subdivision ordinances and other city regulations and adopted guidelines. Most discretionary actions are subject to the requirements of the California Environmental Quality Act (CEQA). The development review process also includes administrative review of projects to verify compliance with Planning Commission and Design Review Board requirements, as well as standards set by the City through adoption of building and fire codes, engineering standards, and other regulations and ordinances. Development review should be used to assess the impact of new development on the demand for transportation and public facility improvements and to implement mitigation measures and other mechanisms to help finance needed improvements.

11. Economic Development Strategy

The city should maintain a strategy to retain and attract businesses. This strategy should be reviewed frequently to ensure that it reflects current economic and business trends and makes use of the city's advantages as a business location. The

city staff, elected officials, and business organizations should then actively market the city as a location for desirable types of businesses.

12. Fiscal Impact Assessment

The City should consider development of a fiscal impact assessment process that would identify the economic and fiscal impacts of new development projects. The process should establish size thresholds that trigger the assessment, integrate the assessment with CEQA review, and ensure that the fiscal impact assessment is not an undue burden on economic development of the City. Also see Implementation Measures in Chapter 6 on a Public Facilities Fee and Traffic Impact Fee.

13. General Plan Consistency Review

Review all public projects for consistency with the General Plan as early as possible in order to minimize wasted effort on projects deemed not to be in conformance.

14. Grant Funds

The City should determine whether grant funds are available from federal or state sources for restoring creeks, preparing design guidelines to reduce crime, and developing guidelines for pedestrian friendly areas near either or both BART stations.

15. Historical Inventory and Designation

The City should initiate, or work with a local civic group to initiate, an inventory of structures or sites that may have architectural, historical, archeological, or cultural significance to the community. The City should then consider action to list the most significant structures or sites on the California Register of Historical Resources and the National Register of Historic Places.

16. Housing Program

The city's housing program consists of those actions necessary to achieve the policies of the General Plan and the goals of the Housing Element. The housing program should monitor progress toward achieving goals to ensure that suitable land and incentives are available. The housing program also includes the responsibilities of the Housing Functions Successor Agency to support affordable housing goals.

17. Intergovernmental Coordination

The City should coordinate with adjacent jurisdictions, the Metropolitan Transportation Commission, Contra Costa County, AC Transit, BART, Caltrans, and other applicable agencies. The Contra Costa County Transportation Authority (CCTA) West County Action Plan for Routes of Regional Significance defines a regional vision for Hercules, Pinole, San Pablo, Richmond, and El Cerrito. This document defines many of the City's positions with respect to regional transportation improvements.

In addition to, and in support of, these regional key items, the following are City of El Cerrito interagency coordination positions:

- a. As opportunities present themselves, improve freeway access to El Cerrito, particularly around the Del Norte area and at the Central Avenue interchange.
- b. Oppose transportation projects that would diminish access to Interstate 80 from El Cerrito.
- c. Oppose capacity enhancements to San Pablo Avenue except when the improvements serve local traffic and do not compromise bus, pedestrian and bicycle travel.
- d. Support physical enhancements to San Pablo Avenue to make it a transit and pedestrian friendly multi-modal street.

In addition to the above, the City should work with Caltrans to install adequate highway landscaping improvements along I-80.

18. Joint Watershed Goals

In 1995 the cities of El Cerrito, Albany, Berkeley and Richmond, the East Bay Regional Park district, and the University of California at Berkeley, endorsed a goals statement expressing mutual intentions to restore creeks to natural conditions, to make use of creek corridors for pedestrian and bicycle transportation purposes, to assure adequate flow of freshwater for nourishment of creeks, and to promote public awareness of the value of healthy watersheds. The statement includes a mutual agreement to seek opportunities for grants and other cooperative efforts.

19. Parking Districts

Parking districts can be formed by local property owners to help finance needed parking in impacted commercial areas. Parking districts provide for centralized parking lots and parking structures that allow participants to build and rehabilitate existing buildings at a higher intensity of development.

20. Public Facilities Fee

The City should consider adopting a citywide public facilities impact fee ordinance, under the requirements of the applicable laws, to fund new community and public facilities, including public safety facilities, required to serve new residents and employees in the City.

21. Redevelopment Program

In support of its economic development strategy, the City may choose to pursue post-Redevelopment Dissolution tools that may become available to attract and retain desirable commercial and residential development, and provide supportive public improvements.

22. Sign Ordinance

The sign ordinance is a tool to regulate the appearance, size, and location of signs in the City of El Cerrito. Well-designed signs contribute to the overall visual quality of the built environment by reducing clutter as well as helping in way-finding and locating business and other activities.

23. Special Districts

Special districts can be formed by local property owner to help finance desired neighborhood improvements including street lighting, streetscape enhancements, and landscaping improvements.

24. Specific Plans

Certain areas of the city need to be planned comprehensively, but in more detail than can be done in a general plan. A specific plan can integrate land use, design, transportation, utilities and other issues into an action strategy.

The Draft San Pablo Avenue Specific Plan is currently being developed to address planning needs in the San Pablo Avenue corridor. As conditions change and as development proposals come forward, additional areas of the City may also need more-detailed planning efforts.

25. Street Tree Program

A citywide street tree planting program can dramatically enhance neighborhood streets, increase property values, and improve the overall appearance of the city. The city should continue its street tree planting program by offering free street trees to any resident or business in the City.

26. Streetscape Improvement Program

Many of the commercial streets in El Cerrito can be improved with a concerted effort to provide new improvements to make the right-of-way more attractive and pedestrian friendly environments. The City should continue efforts to make streetscape improvements on San Pablo Avenue and other major arterial streets in the City.

27. Traffic Impact Fee

To help avoid public costs of traffic impacts, the City should consider collecting a traffic impact fee from developers of projects, citywide. Fee payments would fund transportation improvements to mitigate the traffic impacts of new development. The traffic impact fee would be in-lieu of the off-site mitigation requirements, but would not replace the developer's responsibility for frontage improvements. The traffic impact fee may be used to fund roadway extensions, intersection improvements, safety improvements, or improvements and amenities to pedestrian, bicycle or transit facilities.

28. Travel Demand Management (TDM)

Support and promote TDM measures to reduce the percentage of person trips made by automobile and to reduce the annual vehicle miles of travel. Reduce the percentage of trips made by automobile and provide the opportunity and facilities to divert trips from automobiles to other modes. Encourage small businesses in areas of employment concentration to form cooperatives that can collectively provide effective TDM options to employees.

29. Underground Utility Districts

Creating underground utility districts is a way of financing undergrounding of overhead utility lines. This process can speed up the process of removing overhead utility lines along selected streets.