



AGENDA BILL

Agenda Item No. 7(A)

Date: March 7, 2011

To: El Cerrito City Council

From: Mitch Oshinsky, Economic Development Director
Scott Hanin, City Manager

Subject: Status Update and Council Direction on the Draft San Pablo Avenue Specific Plan

ACTION REQUESTED

Receive status update on the Draft San Pablo Avenue Specific Plan, discuss options, and provide direction to staff on how to proceed with the Draft Plan.

BACKGROUND

Beginning with substantial investments in the Cerrito Theater, City Hall, and the San Pablo Avenue Signage and Streetscape Program, the City of El Cerrito has made major improvements to the quality of life, aesthetics, environment, entertainment and business climate along the Avenue. Both the El Cerrito General Plan and Economic Development Strategy mention specific plans as a means to plan for and provide standards for future development on San Pablo Avenue. As a further effort in this regard, the Cities of El Cerrito and Richmond have been collaborating on the preparation of the Draft San Pablo Avenue Specific Plan, with involvement from citizens and outside agencies. The original goal of this planning effort was to enable both sides of San Pablo Avenue to improve, with consistent transit oriented land use and design standards.

ANALYSIS

The Draft Plan has undergone a lengthy public participation and preparation process, as it affects many properties in both cities along El Cerrito's major commercial corridor. During Plan preparation, several major events and factors have transpired. There has been a significant change to the global economy drastically affecting development, financing, and economic factors. Also, the City Council has changed with three new members since initiation of the Plan. As staff and the consultant reviewed and revised the latest draft of the Plan to respond to the hundreds of comments received on it during the public comment period, staff identified several areas of concern. Before returning to the Council for adoption, staff believed that this check-in provides an additional opportunity to review the process to date, identify current areas of concern, and options for completion and get direction on the final steps for completion of the Plan from the Council.

The attached Power Point presentation goes into more depth about the items discussed above, and provides a list of options with pros and cons for Council to consider.

FINANCIAL CONSIDERATIONS

Estimates of costs for the various options are outlined in the attached Power Point presentation.

Attachment:

Power Point Presentation