Agenda

6:30pm Welcome

6:35pm Planning Context

6:55pm Opportunity Areas
  – Urban Green
  – Pedestrian & Bicycle Connectivity

8:05pm Opportunity Areas Report Back

8:25pm Next Steps

8:30pm Close
Project & Process Overview
Community Engagement Process

- Website: [www.ElCerritoUrbanGreening.org](http://www.ElCerritoUrbanGreening.org)
- Survey (online and intercept)
- Community Workshops
- Focus Groups

![Diagram of community engagement process]

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Community Engagement Process
Related Planning Efforts
Integration With City-Wide Initiatives!

- Climate Action Plan
- San Pablo Ave Specific Plan
- Ohlone Greenway Plan
- Pedestrian & Bike Plan Update
- Urban Greening Plan
- General Plan Update
- El Cerrito Strategic Plan
Strategic Action Plan

- Deepen a sense of place and community identity
- Foster environmental sustainability citywide
Climate Action Plan

– Increase economic base to create more jobs, encourage greater vitality and more pedestrian friendly economic activity

– Continue to invest in infrastructure that invites people to walk, bike and take transit in El Cerrito

– Increase and enhance urban green open space to protect biodiversity, conserve natural resources & water, foster walking and bicycling, and improve health & quality of life

– Develop alternative transportation outreach & incentive campaigns tailored to El Cerrito

...driving 19 miles less per week per household member!
San Pablo Ave Specific Plan (2010 Draft)

• Balanced Transportation
• Appropriate Mix of Land Uses
• Context-Sensitive & Ecologically-Friendly Design
• Appropriate Transitions Between Existing Neighborhoods & New Development
• Intensification of Uses on Strategic Sites/Maximize Proximity to Transit

“A vibrant, cohesive and community-strengthening corridor”
San Pablo Ave Specific Plan – Going Forward

– Respond to key community and City Council desires
– More implementation focused
  • EIR (new)
  • Form-Based Code (new)
    – Unique, pedestrian & transit-oriented character/sense of place
    – Public-realm and private-realm standards
  • Integrate San Pablo Avenue Complete Streets element
Active Transportation Plan (Underway)

- Updating 2007 *Circulation Plan for Bicyclists & Pedestrians*
- Updates bicycle and pedestrian networks to include innovative facilities
- Emphasis on development of priority projects
- Schedule coordinated with Urban Greening Plan
- Will include updated recommendations for San Pablo Avenue per Complete Streets/Specific Plan
What is Urban Greening?

Funded through a Prop 84 grant, the El Cerrito Urban Greening project aims to identify projects, policies & strategies to create an interconnected network of green spaces, accommodate infill growth and improve quality of life and environment for existing and future El Cerrito residents...
Overarching Urban Greening Framework

- Community Identity
- Economic Development
- Environmental Stewardship
- Environmental Sustainability
- Active Living/Transportation

Urban Greening
Community Identity / Urban Form
Community Identity / Urban Form
Community Identity / Sense of Place
Economic Development
Environmental Sustainability
Environmental Stewardship
Active Living / Active Transportation
Overarching Strategies

- Open Space Activities
  - Urban Agriculture
  - Green School Yards
  - Higher Density Areas
  - Enhance/Expand Parks
  - Commercial Corridors
  - Ohlone Greenway
  - Well Connected
  - Greener Gateways
  - Partnerships
  - Creeks
  - Green Infrastructure
1. Greener Gateways

- Reinforce community identity and sense of place
1. Greener Gateways

- Improve and highlight natural elements such as creeks and urban forests, at City gateways/major entrances to City
2. Enhance Creeks

- Celebrate creeks/riparian areas in public areas through enhanced landscaping, art, signage, etc.

- Explore acquisition of parcels to daylight enhance access.
2. Enhance Creeks

- Create design guidelines for private projects that celebrate creeks as development amenities
- Foster continued environmental stewardship
3. Improve Connectivity

- Connect Green Belt to Blue Belt by creating strong ped-bike access to regional amenities & destinations

- Provide improved ped/bike access throughout City with on-street & mid-block paths such as mews, pedestrian/bike alleys, etc

- Improve & build upon trail and pathway network
3. Improve Connectivity

– Enhance access to Hillside Natural Area through improved staging areas, key entry points and signage
4. Strengthen Ohlone Greenway

- Implement Master Plan.
- Focus on connectivity to San Pablo Av, BART stations & commercial and residential areas
- Develop nodes of activity along and adjacent to Greenway to enhance its use, character and safety
4. Strengthen Ohlone Greeway

- Enhance overall ecological features (e.g. native landscaping, bird and pollinator friendly plantings) and connections to creeks

- Develop specific projects and Greenway improvements that implement Urban Greening goals
5. Create Active Commercial Corridors

- Create active social gathering spaces and streetscape amenities to increase walkability & attract high quality private development

- Ensure new development enhances ped & bike connectivity and adequate open spaces
5. Create Active Commercial Corridors

- Complement streetscape improvements with variety of green multi-purpose open spaces (pocket parks & plazas)

- Program existing & proposed open spaces with various reStreet opportunities eg. Commerce, play, gathering, etc
5. Create Active Commercial Corridors

- Landscape underutilized public ROW such as wide sidewalks to mitigate traffic & uncomfortable sidewalk edges such as parking lots
6. Enhance/Expand Existing Parks

- Enhance existing amenities and where possible add new facilities
- Integrate environmental benefits through restorative, resource-conserving landscaping
- Explore opportunities to diversify use & make parks more multipurpose.
6. Enhance/Expand Existing Parks

- Pursue use of former Portola Middle School site to expand Cerrito Vista Park & develop premier community recreational complex (incorporating organized sport facilities & other activities)

- Complete funded Huber Park retrofit
7. Address Higher Density Neighborhoods

- Enhance existing parks in higher density areas to be more multipurpose and higher quality (such as Central Park, Fairmont Park)
7. Address Higher Density Neighborhoods

- Consider the need for new parks, plazas and open space in multi-family and higher density neighborhoods
8. Implement Green Schoolyards
   - Create urban wilderness classrooms at elementary schools
   - Create greener schoolyards by planting trees, reducing pervious surfaces, etc
8. Implement Green Schoolyards

- Work with WCCUSD on design guidelines & policies that encourage school-design and programming to better integrate facilities into neighborhoods, i.e. access connectivity, neighborhood cohesion and multipurpose/public use.
9. Foster Urban Agriculture

- Encourage small-scale food production through adoption of new policies and design guidelines
- Create edible landscaping such as community orchards within street right-of-way or parks
- Encourage community gardens with new multifamily dwellings
9. Foster Urban Agriculture

- Build upon pilot community garden at Fairmont Park and other strategic sites
10. Integrate Green Infrastructure

- Clean stormwater: identify locations for stormwater retrofits
- Identify locations where trees & landscaping could improve livability and provide environmental benefits, such as clean air, biodiversity, birds/pollinator food supply etc.
10. Integrate Green Infrastructure

- Retrofit resource intensive landscapes to be more resource conserving where appropriate
- Explore energy generation
- Foster environmental stewardship
11. Foster Partnerships

- Work with Trail Trekkers, Friends of Five Creeks and others to steward creeks and Hillside Natural Area

- Work with Green Team, Friends of Five Creeks and others to reduce trash and litter
11. Foster Partnerships

- Work with Community Garden Network, Garden Club to expand native plant & edible landscaping in neighborhoods

- Identify & cultivate other partnerships with NGOs, private property owners, business owners etc. to address urban greening needs
Community Workshop #1
July 23, 2013