



## SAN PABLO AVENUE SPECIFIC PLAN ADVISORY COMMITTEE MEETING #2

August 30, 2007 ♦ 6 - 9 p.m.  
El Cerrito Community Senior Center  
6500 Stockton Ave, El Cerrito

### SUMMARY

#### **Attendees**

##### **San Pablo Avenue Advisory Committee Members Present:**

Andrew Butt	Gayle McLaughlin
Michael Woldemar	David White
Ann Cheng*	Dale Power
John Rudolph	Bill Jones
Jay Ifshin	Janet Abelson

##### **San Pablo Avenue Advisory Committee Members Absent:**

Nagaraja Rao	Marty Kaliski*
Tracy Giles	Tony Thurmond
Rock Brown	Che Soto-Vigil
Kate Sibley	John Baer
Lisa Hammon	Gary Hill*

Jovanka Beckles

\* - Alternate

#### **City Staff:**

City of El Cerrito:

Mitch Oshinsky, Community Development Director  
Jennifer Carman, Planning Manager  
Dwayne Dalman, Economic Development Program Specialist  
Lori Trevino, Economic Development Director  
Noel Ibalio, Planner  
Jerry Bradshaw, Public Works Director

City of Richmond:

Lori Reese-Brown, Principal Planner

#### **Consulting Team:**

Chris Beynon, Principal, MIG Inc.  
Eric Phillips, Project Manager, MIG Inc.

## **I. Welcome and Introductions**

On August 30, 2007 the second San Pablo Avenue Advisory Committee Meeting (SPAAC) was held at the El Cerrito Senior Center. Richmond's Mayor, Gayle McLaughlin, gave opening remarks and welcomed participants. Chris Beynon of MIG asked meeting participants to give brief introductions.

## **II. Review of Community and Stakeholder Input**

Mr. Beynon gave a presentation reviewing the first SPAAC Meeting, as well as community and stakeholder input received through recent outreach efforts to date. To begin the presentation, Mr. Beynon described key themes identified during the first SPAAC meeting, including connectivity, sustainability and safety.

Mr. Beynon also described results from the community workshop held on August 18, 2007. The presentation highlighted key themes that emerged during the meeting and results from the Community Character Preference Survey. A summary of the community workshop was also distributed to SPAAC members.

## **III. Update on Latest Project Analysis**

During this part of the meeting, the presentation focused on current projects and the existing conditions analysis. Dwyane Dalman of the City of El Cerrito continued the presentation to discuss economic strategy and investment within the City of El Cerrito. This portion of the presentation focused on opportunities, constraints and recent investments within the Planning Area. Jerry Bradshaw also described the City of El Cerrito's Streetscape improvement program along the San Pablo Avenue corridor.

For the final portion of the presentation Mr. Beynon of MIG gave an overview of the existing conditions analysis prepared by the Specific Plan Team. This portion of the presentation described key findings and opportunities related to Land Use, Urban Design, Transportation, and Economics. A summary of key findings from the existing conditions report was distributed to SPAAC members.

## **IV. Identification of Strategy Areas and Potential Improvements**

Mr. Beynon led SPAAC members in a discussion about the plan area, identifying strategy areas and potential improvements.

Committee comments included the following:

### **Programs**

- Public art or history murals on blank walls that could be integrated along the corridor.
- Make San Pablo Avenue Clean and Safe. This could be accomplished better lighting and visibility, as well as consultation with public safety officers.
- The area needs enhanced community amenities.
- Ensure enforcement of the existing noise ordinance.
- Create ongoing planning/implementation committees at the policy and technical level.
- Create park dedication fees.

### **Questions**

- How does Richmond economic development fit in?
- What is the demand for mixed-use?
- How will streetscape be integrated? Will there be façade improvements?

- How do we balance street entries and parking lot entries?
- Can we add AC Transit or BART representative to SPAAC?

### Project Needs

- Incorporate pedestrian and transit-friendly elements.
- Ensure safety is a high priority.
- Ensure universal access.
- Plans for existing buildings.
- Set criteria for new development.
- Incorporate street/infrastructure improvements.
- Accommodate transit users.
- Create public open space.
- Phasing plan needed for land use and transportation.

The consultant team recorded real-time meeting proceedings of the discussion on a “wallgraphic.” An image of the wallgraphic is included in Appendix A.

Following discussion, SPAAC members took action and voted to add BART/AC Transit to the committee.

## V. Public Comment

The meeting was opened to public comment. Public comments included the following:

- Plan should not force walkability or too much density.
- Look for an opportunity for another community workshop.
- Plan should consider that traffic comes from the entire region.
- A transit shuttle is desirable, but is there funding?
- Parking on the outside of retail areas may be better.
- Design guidelines and façade improvements are important.
- Safe routes to school along Sacramento Avenue.
- Connections should be enhanced to accommodate seniors.

After the meeting, a follow up email was received by Pamela Coville of the Richmond Annex San Pablo Avenue Committee. Ms. Coville’s comments included the following:

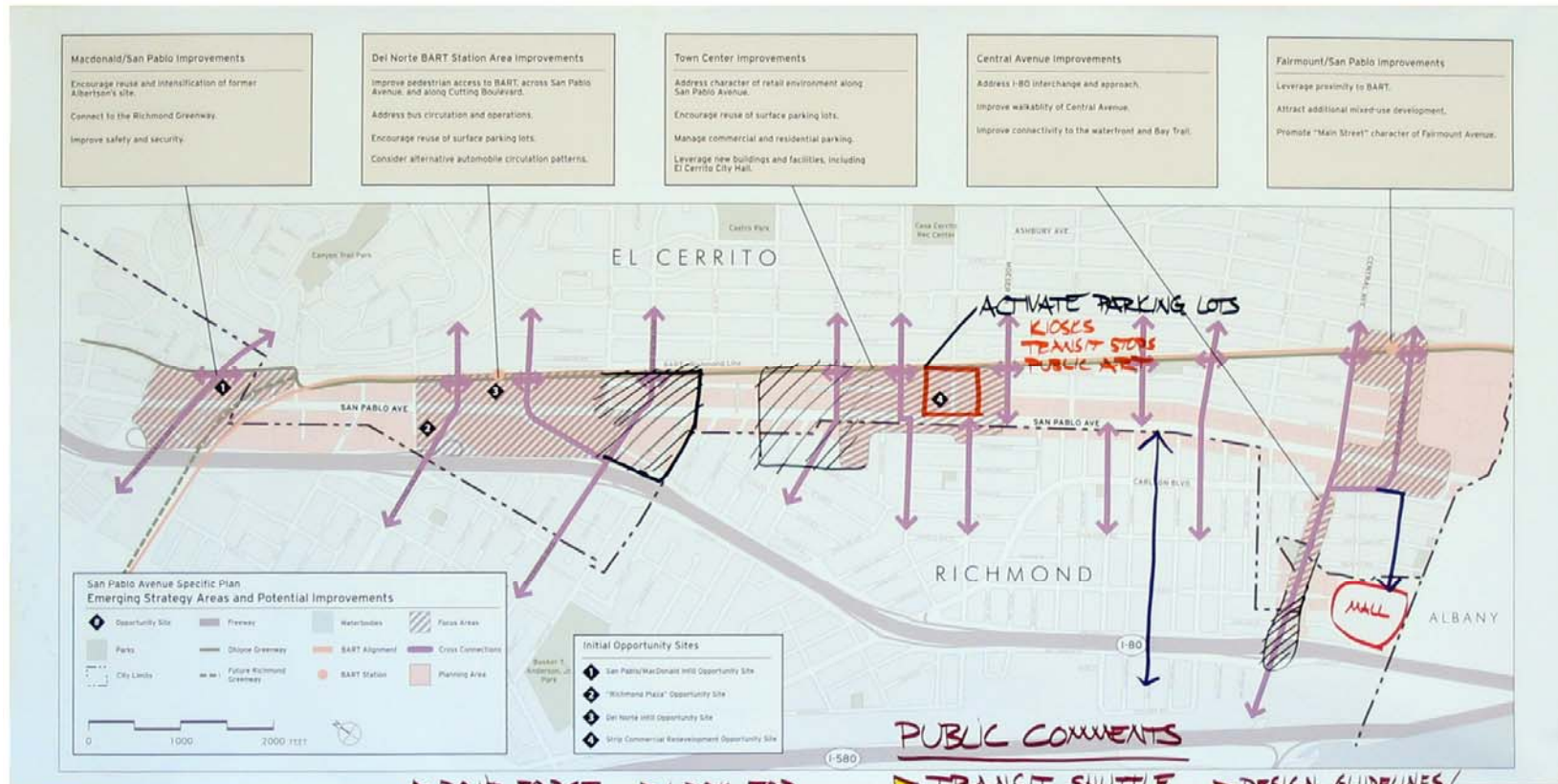
- We are in favor of low density housing on San Pablo with no buildings higher than 35 feet with a set back from the street for landscape. New buildings need to have adequate parking and not just street parking for businesses. A daylight plane for tall buildings is necessary so that houses behind the buildings have sunlight. We don't want a canyon-like effect for San Pablo Avenue. Bayview doesn't need to have high density development for the neighborhood.
- The summary seems to favor developers and architects at the expense of current homeowners in the Annex.
- The north end of San Pablo Avenue beyond Macdonald isn't included on the Specific Plan. Why not? I've heard complaints that they want more development. Aren't they part of the city?
- The strip mall on Potero and San Pablo is a better candidate for high density mixed use than Bayview especially with adequate parking.

## **VI. Summary and Next Steps**

A brief recap of the meeting was given by Mr. Beynon. SPAAC members suggested highlighting comparable examples for the specific plan from other cities that show mixed-use, transit and safety in a future presentation.

**APPENDIX A**  
**WALLGRAPHIC**

SAN PABLO AVENUE SPECIFIC PLAN  
 San Pablo Avenue Advisory Committee #2 Wallgraphic  
 August 30, 2007 ♦ 6 p.m. – 9 p.m.



**PROGRAMS**

- ▶ **PARK DEDICATION FEES**
- ▶ PUBLIC ART/HISTORY MURALS ON BANK WALLS  
↳ INTEGRATE ALONG THE AVE.
- ▶ CLEAN AND SAFE **LIGHTING VISIBILITY**  
↳ CONSULT W/PUBLIC SAFETY OFFICERS
- ▶ COMMUNITY AMENITIES
- ▶ ENFORCE NOISE ORDINANCE
- ▶ ONGOING PLANNING/IMPLEMENTATION COMMITTEES  
↳ POLICY-LEVEL  
↳ TECH. STAFF-LEVEL

- BRING FORTH COMPARABLES/EXAMPLES FROM OTHER CITIES!**
- MIXED-USE - FOURTH ST.
  - TRANSIT
  - SAFETY/POLIZING
- TRANSPORTATION INFORMATION**
- STREET NARROWING
  - PED. BRIDGE

**QUESTIONS**

- ▶ HOW DOES RICHMOND E.D. FIT IN? ON-GOING CO-ORD W/E.C.
- ▶ WHAT IS THE DEMAND FOR MIXED-USE?
- ▶ HOW WILL STREETScape BE INTEGRATED?  
↳ WILL THERE BE FACADE IMPROVEMENTS? YES?

- ▶ HOW DO WE BALANCE STREET ENTRIES AND PARKING LOT ENTRIES?
- ▶ CAN WE ADD ACT TRANSIT/BART TO SPAAC? DONE?

**PROJECT NEEDS... GOALS & PRINCIPLES**

- PEDESTRIAN, TRANSIT FRIENDLY
- SAFE
- UNIVERSALLY ACCESSIBLE
- STRUCTURE?  
↳ PLANS FOR EXISTING BUILDING!  
↳ CRITERIA FOR NEW DEVELOPMENT  
↳ STREET/INFRASTRUCTURE IMPROVEMENTS?
- PRIORITIZE TRANSIT USERS  
↳ MAKE CENTERS WORK FOR USERS
- PUBLIC OPEN SPACE  
↳ POCKET PARKS, RESTRIES
- PHASING PLAN **LAND USE**

- PUBLIC COMMENTS**
- ▶ DON'T FORCE WALKABILITY OR TOO MUCH DENSITY
  - ▶ LOOK FOR OPPORTUNITY FOR ANOTHER WORKSHOP
  - ▶ TRAFFIC COMES FROM ENTIRE REGION
  - ▶ TRANSIT SHUTTLE  
↳ DESIRABLE?  
↳ FUNDING?
  - ▶ PARKING ON OUTSIDE OF RETAIL AREA MAY BE BETTER
  - ▶ DESIGN GUIDELINES/FACADE IMPROVEMENTS ARE IMPORTANT
  - ▶ SAFE ROUTE TO SCHOOL ALONG SACRAMENTO AVE.
  - ▶ CONNECTIONS FOR SENIORS