

# San Pablo Avenue Specific Plan

Community Workshop  
Fall 2024

# Meeting Agenda

1. Evening Structure
2. What is the Specific Plan?
3. Progress Update
4. Presentation for Group Activities
5. Group Activities
6. Report Out

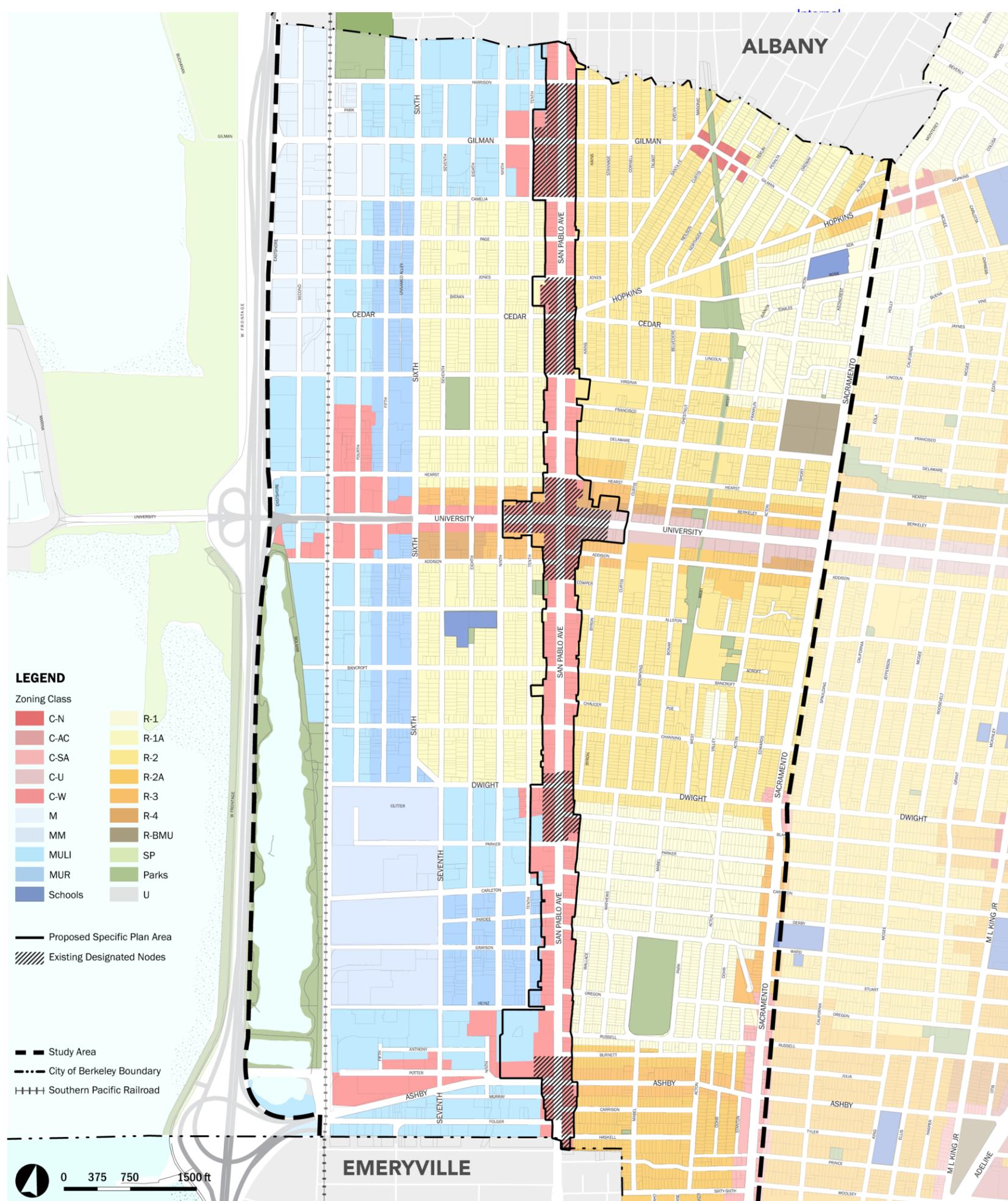
# Why this Specific Plan?

1. 2015 City Council Referral –  
“Develop a Plan to guide development on San Pablo Ave”
2. Priority Development Areas (PDA)  
Association of Bay Area Governments (ABAG) and Metropolitan Transportation Commission (MTC) designation
  - a) ABAG/MTC Grant 2021
3. Housing Element 2023-2031: Program 27 - Priority Development Areas (PDA), Commercial and Transit Corridors –  
“increase new housing opportunities...on commercial and transit corridors”

*Develop a San Pablo Avenue Corridor PDA Specific Plan, which will increase allowed densities and/or development capacity, and study design standards, public improvements, and mechanisms to incentivize affordable housing.*

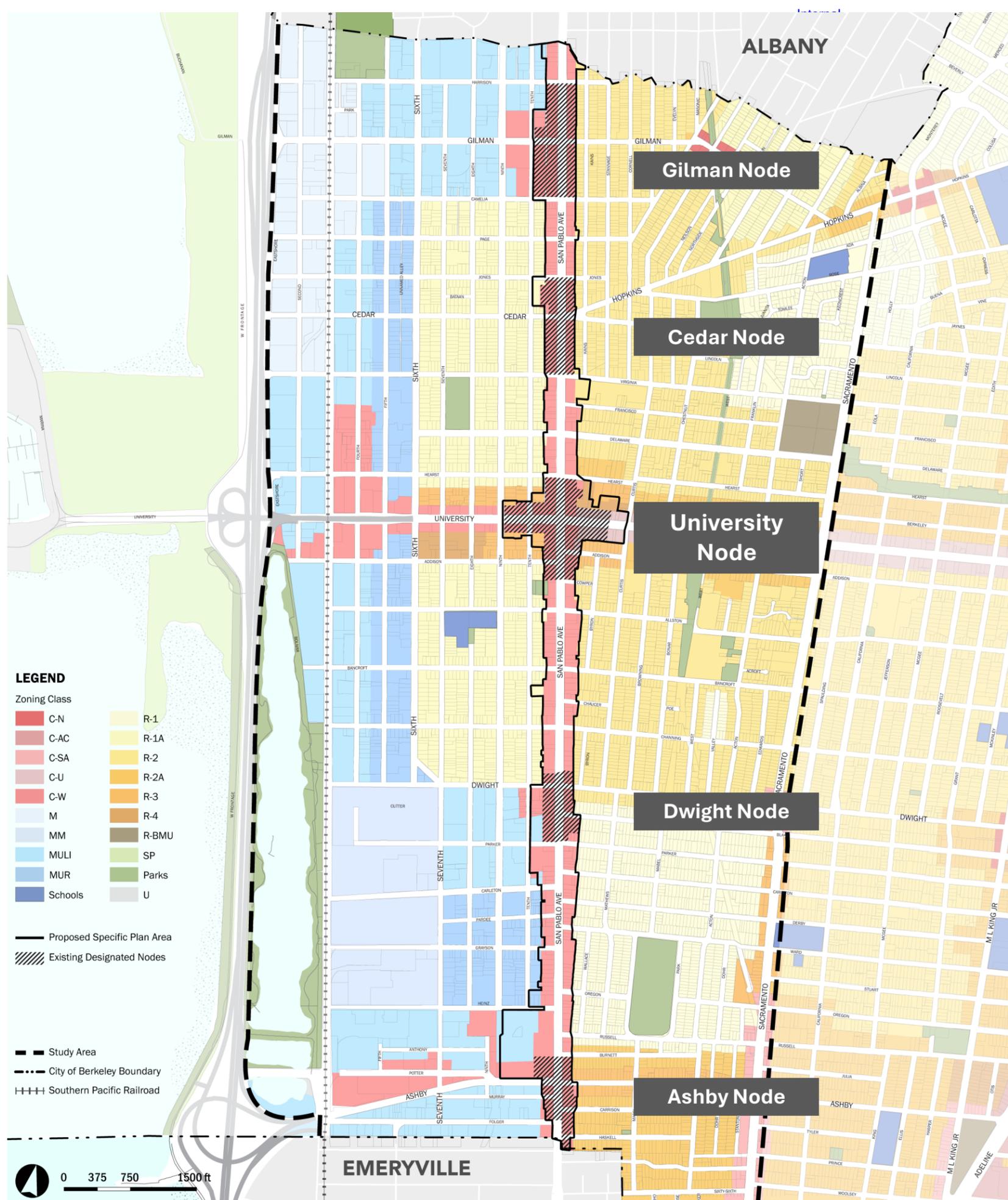
# Specific Plan: Boundaries and Study Area

- **Specific Plan Boundary:** Most of the parcels are part of existing West Berkeley Commercial district (C-W)
- **Study Area:** Adjacent neighborhoods with strong relationship to San Pablo Ave area, and part of community engagement process



# Specific Plan: Nodes

- **C-W Nodes:** There are five existing nodes in the Specific Plan Area.
- Nodes policies attempt to focus on retail and ground floor activity
- Located at major cross streets
- Rapid-bus stops along San Pablo Avenue
- East-west transit connections



# Progress Update

## 2023

## 2024

## 2025

Existing Conditions & Community Assessment

Policy Development

Specific Plan Preparation

Community Pop-Up



Community Survey



Public Workshop



Site Tour



Public Hearings



We Are Here!



Completed

Future Efforts

# Progress Update

*Visit our website to read the latest publications*

## Community Assessment Report

Overview of planning process to date and summary of –

- Existing condition analysis
- Community input

## Policy Options Memorandum

Provides a range of policy options and development scenarios for public review and comment

## Take our survey!

We need your feedback on potential policy options. Your input will help shape the future of our community.

Use the QR-code below to visit the survey.



SurveyMonkey LINK

# Meeting Goals

**Receive feedback** on select policy options and the development framework and understand community priorities for the area

**Collaboration among community members** to develop new ideas

**Share future and on-going opportunities** to provide feedback



# Policy Options

1. What the Policy Options address
2. What policies frame the Specific Plan Options
  1. City's Housing Element
  2. Other citywide policies and regulations
  3. State housing laws
3. Today's Policy Focus
  1. Plan Area Improvements and Resources
  2. Open Space and Community Gathering Places

# What do Policy Options address?

*The community assessment phase identified five key themes + issues for the Specific Plan to address.*

- 1) Increase Housing Supply and Diversity**
- 2) Increase Business and Community Activity**
- 3) Improve and Increase Interaction between Private and Public Spaces**
- 4) Improve the Public Realm**
- 5) Improve Local Access**



# Policy Framework

## State Laws



Housing Accountability Act – No net loss of housing capacity



Senate Bill (SB) 330 - Streamlining



Senate Bill (SB) 35 - Ministerial Approvals for affordable housing projects



Density Bonus Law – waive or reduce development standards

## Local Policies



2023-2031 Housing Element – Housing sites inventory



Alameda CTC Corridor Plan – Planning the right-of-way

## Berkeley

## Regulations



Existing Zoning – Development standards in all areas



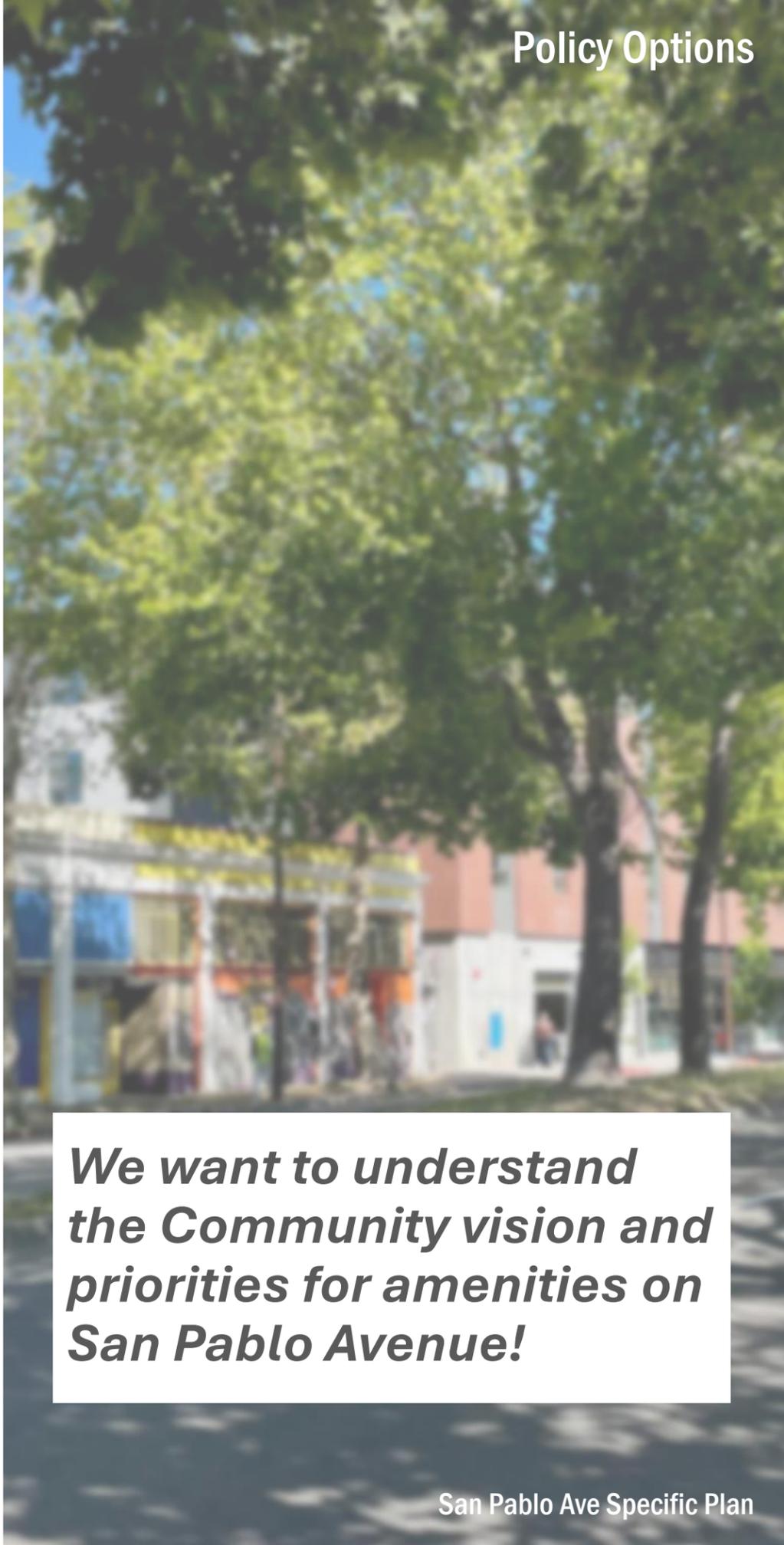
Middle Housing – Up-zoning & housing typologies in residential areas



Commercial Corridors in High Resource Neighborhoods – Objective development standards for N. Shattuck, Solano, and College

# Policy Focus #1: Potential Improvements and Resources

- A range of investments in improvements and services the Community / City have identified to ensure that new development contributes positively to the corridor
- Potential improvements and resources identified to date will target:
  - Encourage Diverse Housing Types
  - Create Neighborhood Amenities
  - Provide Small Business Supports
  - Make Public Space Improvements
  - Make Streetscape Improvements



***We want to understand the Community vision and priorities for amenities on San Pablo Avenue!***

# Policy Focus #1: Potential Plan Area Improvements and Resources

## Multiple Paths to Implementation

A range of tools can be considered as the Specific Plan is developed –

- City could use a range of funding sources and programs
  - City revenues and service programs
  - Compete for grant funding
  - Study Enhanced Infrastructure Financing District
  - Pursue public / private partnerships
- Study implementation of Community or Business Improvement District(s)
- Development approval incentives
- Support for shared private development amenities and services

***We want to understand the Community vision and priorities for amenities on San Pablo Avenue!***

# Policy Focus #2: Open Spaces and Community Gathering Spaces

*We want to hear your ideas and priorities to create new Public Open Space and Community Gathering Spaces!*

Given the limited availability of public space in the Specific Plan Area, the policy options focus on:

**Sidewalk Space**



Existing 13 ft. wide sidewalk

**Side Streets**



Existing Oregon St intersection

**Privately owned public space in new developments**



Indoor community room at Elegance Assisted Living

# Activity 1

**1. Discussion: Potential Plan Area Improvement and Resource Options (10 min)** 00 : 10 : 00

*Goal: Understand which Improvements and Resources are most important to you*

- a. What Improvements and Resources would you like to see implemented?
- b. What Improvements and Resources would you prioritize?

**2. Discussion: Public Open Space and Community Gathering Places (10 min)** 00 : 10 : 00

*Goal: Provide ideas to increase public open spaces and community gathering places, and where these should be located*

- a. Review and expand on current ideas
- b. Where along the corridor would you like to see these spaces?
- c. Which spaces would you prioritize?

**3. Prepare for Report Out (5 min)** 00 : 05 : 00

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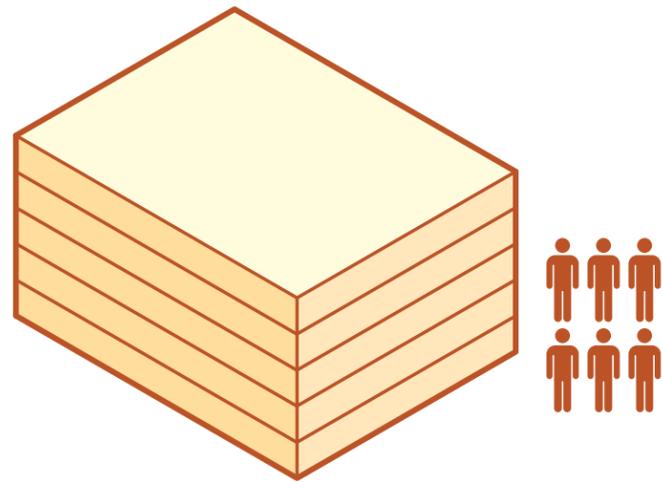
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# Development Framework

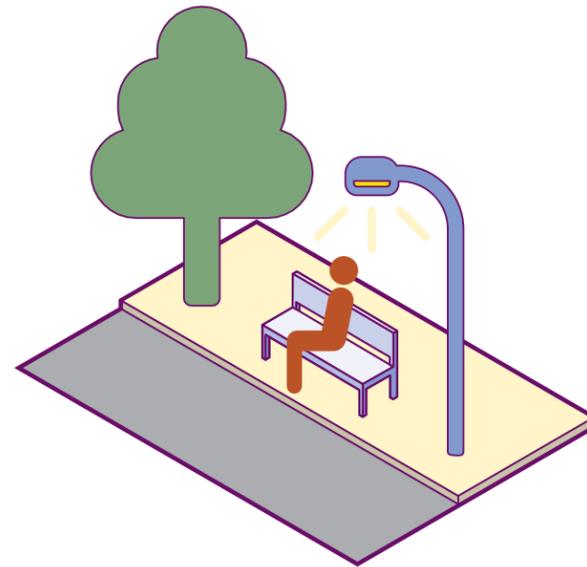
1. What is the Development Framework
2. Existing Challenges
3. Ground Floor Activation
4. Development Intensity
5. Group Activity explanation

# Development Framework

*The development framework identifies three policy levers that the Specific Plan can use to shape development*

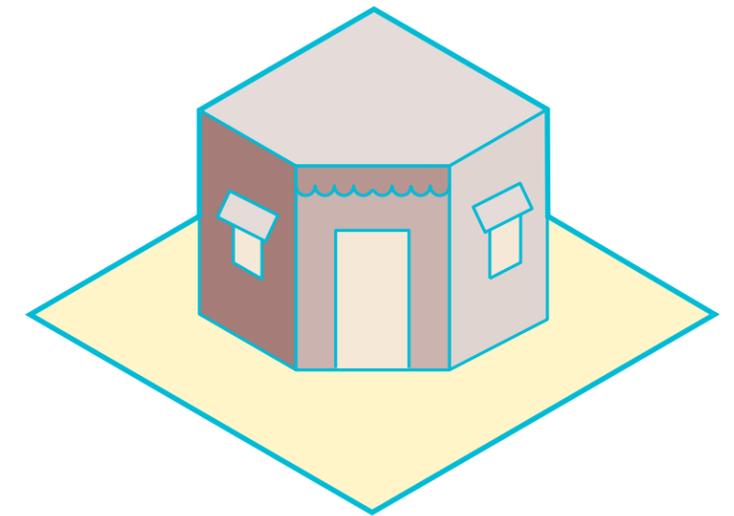


**Permitted Height and Intensity**



**Development Approval Process\***

\*Requirements and/or incentives like added height, reduced fees, streamlining that can help implement improvements



**Ground Floor Use and Design**

# Existing Challenges

*The community assessment phase identified several existing challenges including the following*

## **Oversupply of commercial space –**

- Existing development is mainly commercial
- Commercial space in new development is encouraged
  - In nodes: Ground floor commercial is required
  - Outside nodes: Ground floor commercial allows taller buildings

## **High costs of business start-up –**

- Tenant improvements
- Length and direct cost of permitting process

*What are other ways beyond retail to have active and engaging ground floor uses along the street?*

# Development Policy Focus #1: Ground Floor Uses

*We've heard the community's desire to increase and support business activity along San Pablo Avenue*

Ways to create active ground floor uses –

- Expand allowed uses – pop-ups, maker-uses, galleries and art, office uses
- Incentivize or require specific uses in selected locations
- Establish Design Standards for site frontages and range of uses
- Standards and supports to improve commercial space viability

*We want to hear where you want activity focused and what activities you'd like to see.*

# Development Policy Focus #2: Development Intensity

*We've heard the community's desire to increase housing supply and diversity.*

- Existing development standard –
  - 3 stories single use
  - 4 stories mixed use
- With Density Bonus: 6-8 stories  
*Specific Plan cannot reduce State Density Bonus, but can encourage more height at specific locations with incentives*

*Where would activation through more housing be most valuable?*



# Activity #2

## 1. Discussion: Ground Floor Uses (13 min)

*Goal: Where should specific uses and public spaces be concentrated*

00 : 13 : 00

- a. Where do you want to see concentration of active commercial storefronts and flexible-use storefronts?
- b. Where are community spaces / open spaces most desired?

## 2. Discussion: Development Intensity (12 min)

00 : 12 : 00

*Goal: How much building height and where*

- a. Where are taller buildings appropriate?
- b. What plan area improvements and resources are need to support increased building heights?

## 3. Prepare for Report Out (10 min)

00 : 10 : 00

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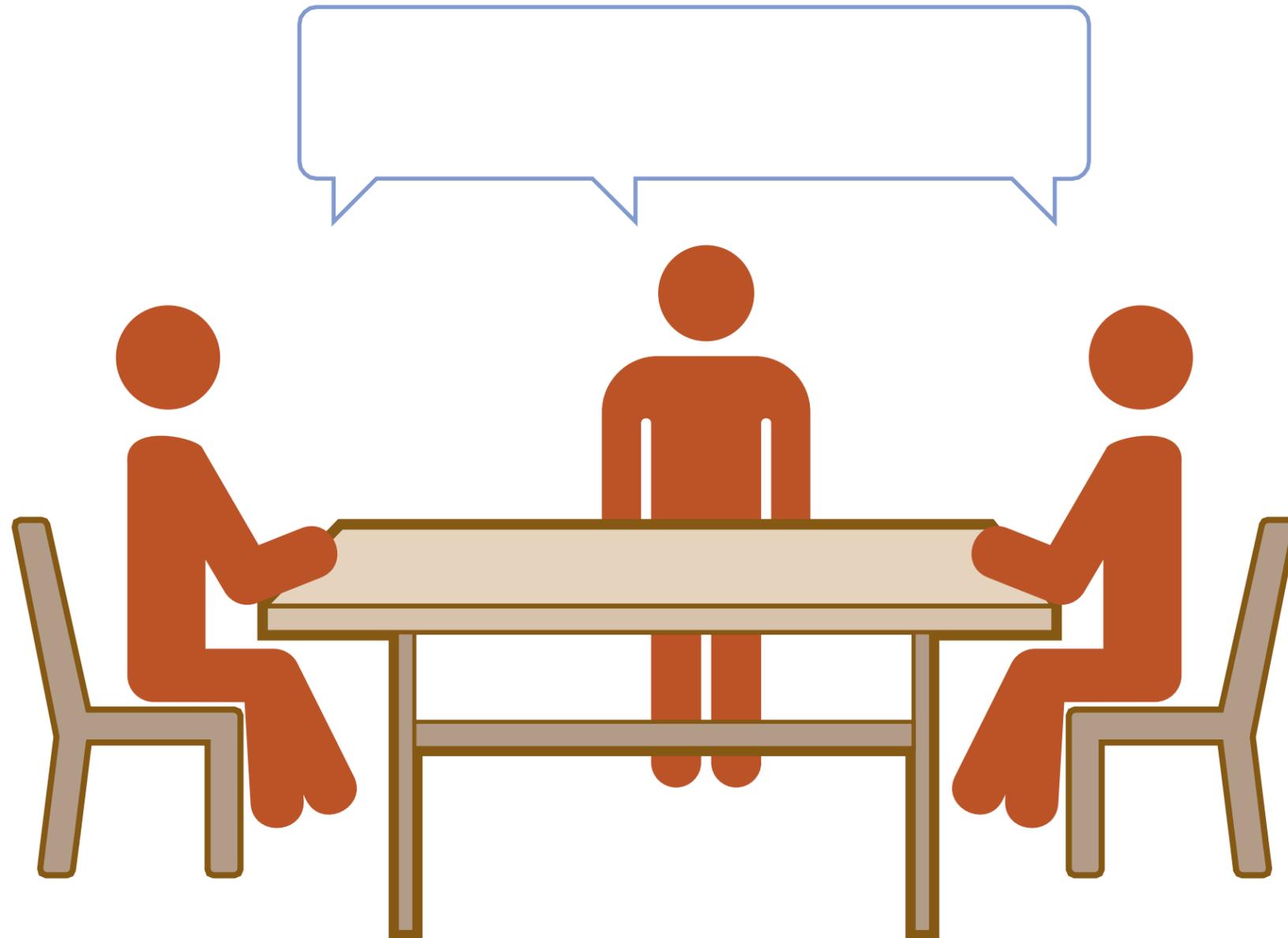
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10 00

# Group Report Out (20 min)

Each small group shares their findings with the whole workshop



00 : 04 : 00

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# Don't forget to take the survey!

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## Thank you for participating today.

# Project Team and Technical Advisory Group



- Public Works, Transportation Division
- Parks, Recreation and Waterfront
- Economic Development
- Alameda County Transportation Commission
- AC Transit
- City of Albany
- City of Emeryville
- City of Oakland