

El Cerrito Plaza Transit-Oriented Development

Next Steps and Site Map



COMMUNITY OUTREACH

- July 27 and 29 - San Pablo Avenue Workshops
- August 14, 5-7PM – Plaza TOD Open House at El Cerrito Plaza BART Station
- October 3 (tentative) – Community Open House location TBD

NEXT STEPS FOR TOD

- Summer 2019 - Community Outreach
- Fall 2019 - Develop Request for Qualifications (RFQ) in coordination with City of El Cerrito
- Spring 2020 - Enter into Exclusive Negotiating Agreement (ENA) with Developer
- 2020 and onward - Community outreach and design

SITE MAP



El Cerrito Plaza Transit-Oriented Development

Draft Goals and Objectives



GOAL 1: COMPLETE COMMUNITIES

Partner with City to ensure BART contributes to neighborhood/commercial district vitality, creating places offering a mix of uses and incomes.

San Pablo Specific Plan Objectives

- Reinforce distinguishing sense of place by responding to existing assets such as the Ohlone Greenway and key views.
- Attract pedestrian activity to key nodes to foster community and identify places of interest.
- City Strategic Plan: Develop a vision for underdeveloped and underutilized properties through advanced planning efforts that encourage investment and/or new development.
- City Economic Development Action Plan: Adopt agreements with BART for cooperative development of the BART sites. Identify steps to initiate and coordinate development and release of an RFQ/RFP for mixed-use development at the Plaza BART station parking lot.

BART Objectives

- Work with the community to activate the area and seek uses that will address community needs, such as a library, child care center and/or other civic uses.
- Aim for mix of dense residential units and community-serving facilities.

GOAL 1 COMMENTS:

GOAL 3: RIDERSHIP

Increase BART ridership, particularly in locations and times when the system has capacity to grow.

San Pablo Specific Plan Objectives

- Reduce parking requirements to encourage transit use and reduce reliance on the private automobile.

BART Objectives

- Development must result in a net gain in riders for BART. Strive for a dense development that will catalyze TOD in surrounding area with a mix of community-serving uses that generate ridership.

GOAL 3 COMMENTS:

GOAL 2: SUSTAINABLE COMMUNITIES STRATEGY

Lead in the delivery of the region's land use and transportation vision to achieve quality of life, economic, and greenhouse gas reduction goals.

San Pablo Specific Plan Objectives

- Design streets for living instead of just driving through reStreet placemaking principles.
- Make large blocks human scale through midblock connections.
- Create new gathering places to serve the needs of existing and new users.
- Promote environmental sustainability.
- Maximize TOD potential (BART and AC Transit).
- Promote infill development through increased land use intensity close to existing transit infrastructure.
- City Strategic Plan: Reduce vehicle miles traveled (by creating a well-connected, pedestrian, bicycle and transit-oriented urban form that will make it easier for residents and visitors to leave their car behind.)

BART Objectives

- Aim for mix of dense residential and community-serving facilities to increase density at a well-connected station with minimal need to drive to goods and services.
- Strive to replace little to no BART patron parking to maximize the benefits associated with future TOD at the station. Implement access improvements to shift people who currently drive and park at the station to sustainable access modes. Collaborate with the City on parking management strategies to enable those who need to drive to BART to continue to do so.
- Minimize parking ratios for residential and commercial uses while still ensuring a market-feasible project. Employ demand-management strategies to ensure that residents can meet their transportation needs without owning a car.

GOAL 2 COMMENTS:

El Cerrito Plaza Transit-Oriented Development

Draft Goals and Objectives



GOAL 4: VALUE CREATION & VALUE CAPTURE

Enhance the stability of BART's financial base by capturing the value of transit and reinvesting in the program to achieve TOD goals.

San Pablo Specific Plan Objectives

- Stimulate investment in vacant/ underutilized sites at key focus areas.
- Build on recent and planned private and public investments.
- Help the City achieve long-term financial sustainability.
- Incorporate flexible development codes that respond to constrained parcels, surrounding context and the market.

BART Objectives

- Generate long-term ground lease revenue to support BART operations.
- Capture value of development in area to support community investment. Work with the City to explore value-capture mechanisms such as parking benefits districts, transportation management associations (TMAs), development impact fees, and tax increment financing tools.

GOAL 4 COMMENTS:

GOAL 5: AFFORDABILITY

Serve households of all income levels by linking housing affordability with access to opportunity

San Pablo Specific Plan Objectives

- Increase the supply, diversity, and affordability of housing in proximity to existing or planned transportation investments.
- Celebrate the City's diversity by welcoming residents of all ages and cultures.

BART Objectives

- Evaluate proposals based on depth and quantity of affordable units.
- To support BART's 35% systemwide affordability goal, the Developer will be required to build a minimum of 20% of units as affordable housing.

GOAL 5 COMMENTS:

GOAL 6: TRANSPORTATION CHOICE

Leverage land use and urban design to encourage non-auto transportation choices both on and off BART property through enhanced walkability, bikeability, and seamless transit connectivity .

San Pablo Specific Plan Objectives

- Reduce parking requirements to encourage transit use and reduce reliance on the private automobile.
- Strengthen pedestrian and bicycle connectivity through existing and new connections that provide more alternatives to single-occupancy vehicles.
- Integrate opportunities to create Complete Streets, multimodal travel ways that balance all users.
- Improve walkability through more intensive and varied development that provides additional services and locates more future residents in service-rich nodes.

BART Objectives

- Strive to replace little to no BART patron parking. Implement access improvements to shift people who currently drive and park at the station to sustainable access modes. Work with the City of El Cerrito, AC Transit, micro-mobility providers and others to encourage alternative transportation.
- Ensure station infrastructure needs are taken into account to ensure quality access to and from the station. Address long-term transit needs, including station entrances, wayfinding, lighting, vertical circulation, AC Transit bus operations, and other infrastructure requirements.

GOAL 6 COMMENTS:

Contact Information:

Charlie Ream
BART Station Planning
Charlie.Ream@bart.gov

Rachel Factor
BART Station Planning
RFactor@bart.gov

Yvette McCoy
BART Real Estate
YMccoy@bart.gov

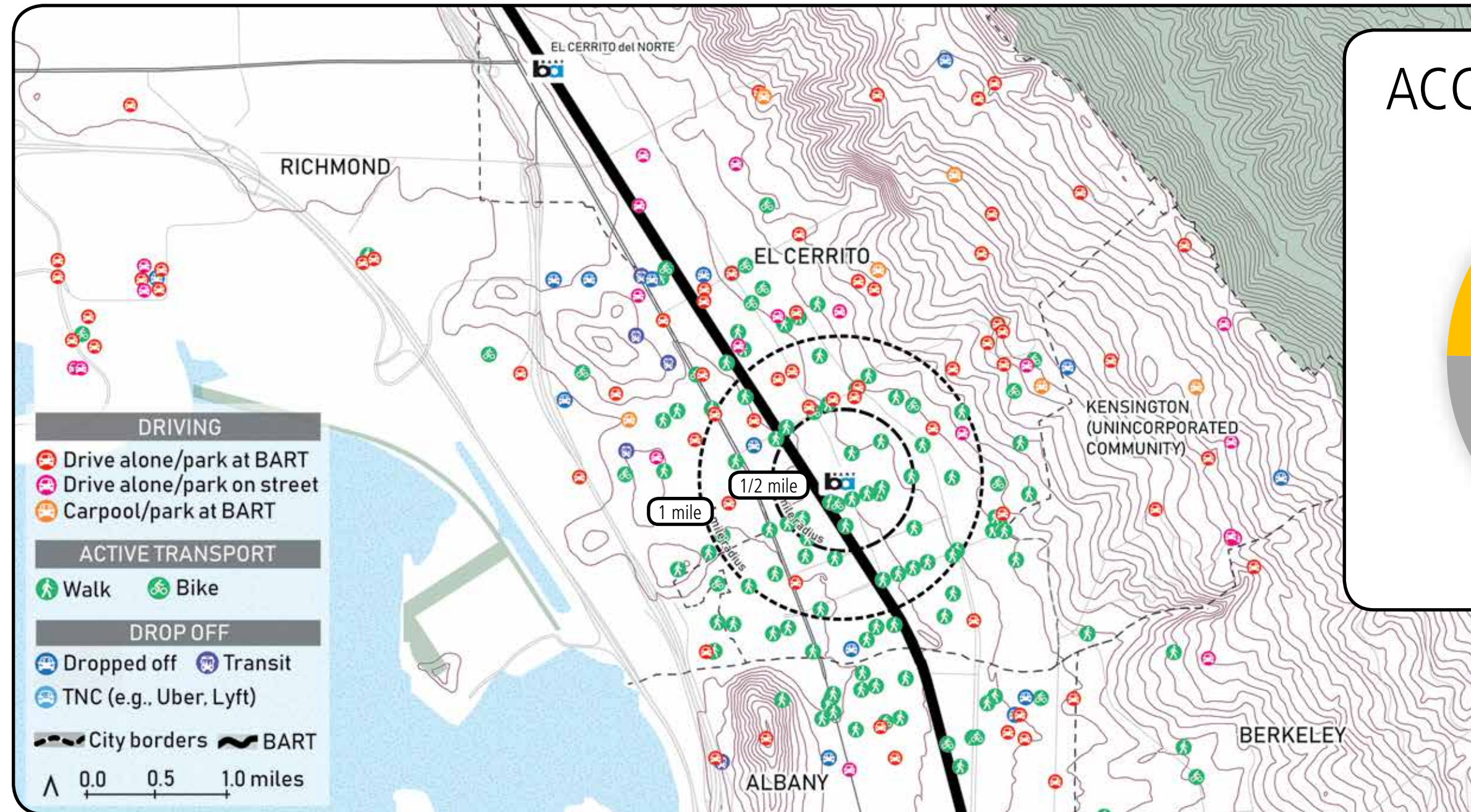
El Cerrito Plaza Transit-Oriented Development

Parking and Access



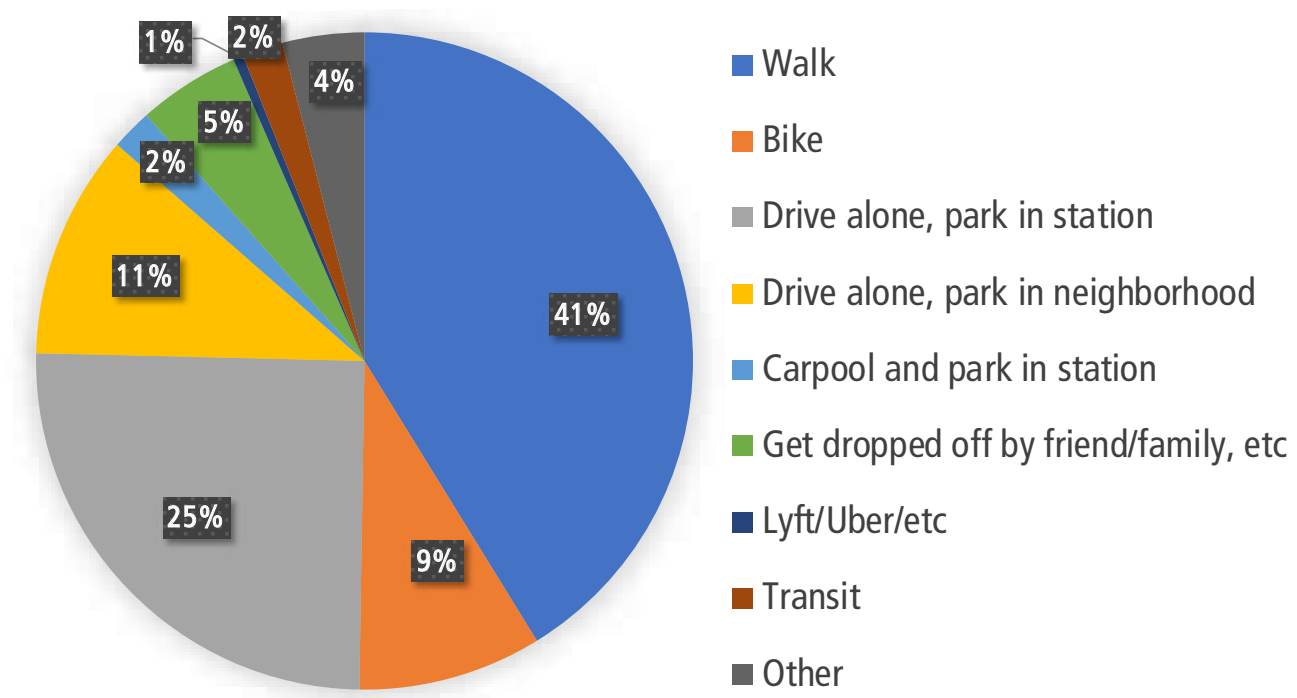
STATION ACCESS

HOW PEOPLE TRAVEL TO EL CERRITO PLAZA STATION, BY HOME LOCATION



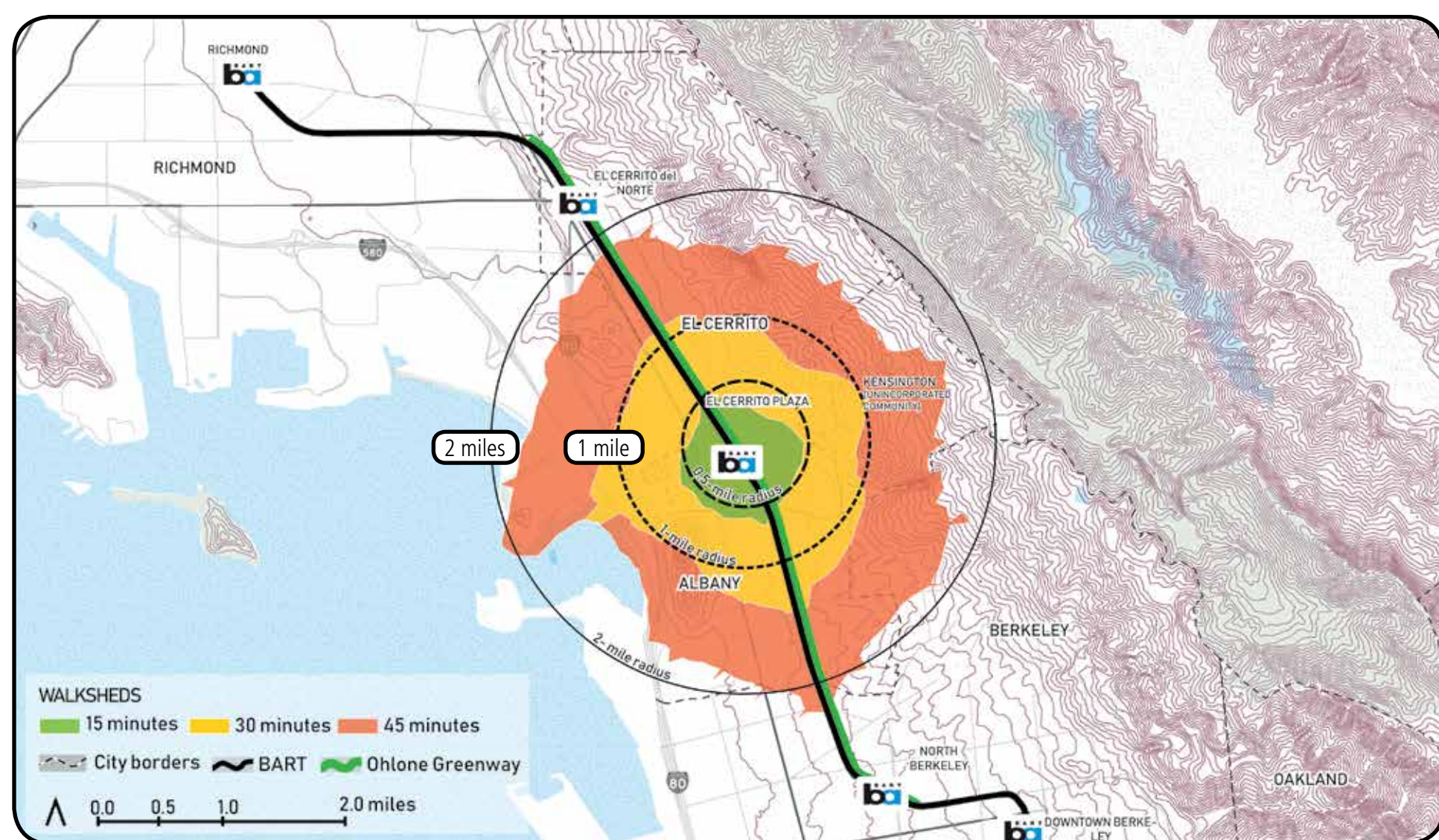
Source: El Cerrito Plaza Station Access Survey, January 2019

ACCESS MODE SHARE TO PLAZA STATION



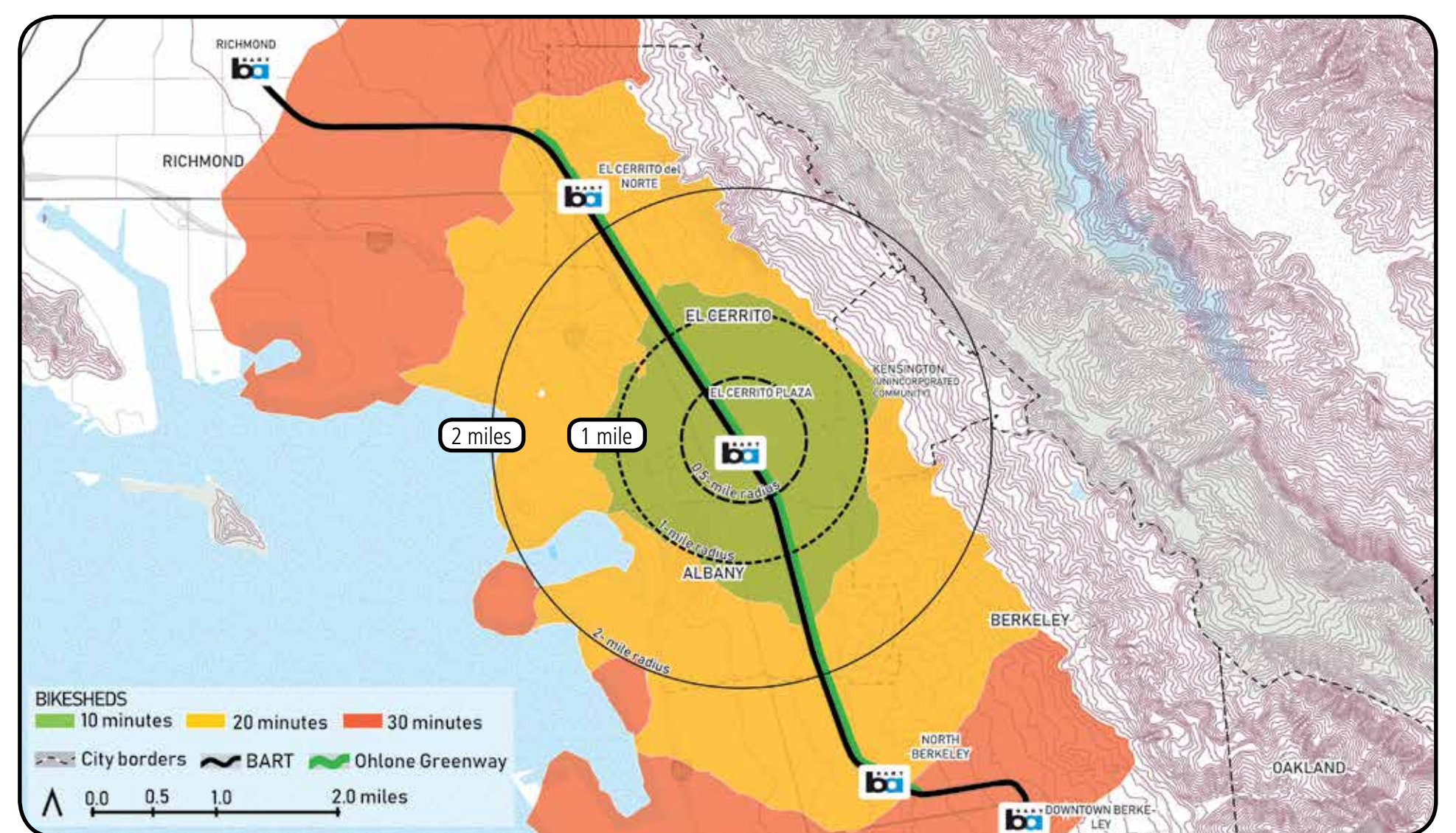
- More people travel to El Cerrito Plaza BART by walking than any other mode (41%).
- 36% of people coming to BART drive alone, many from within a 1-mile radius.
- A significant number of BART riders (11%) drive and park in the surrounding neighborhoods.

WALK TRAVEL TIMES FROM EL CERRITO PLAZA BART



Source: Transportation Travel Time Analysis, Arup 2019

BIKE TRAVEL TIMES FROM EL CERRITO PLAZA BART



Source: Transportation Travel Time Analysis, Arup 2019

Parking Replacement



It costs \$60K-\$80K PER SPACE to build a parking garage.

EVERY DOLLAR SPENT ON BUILDING A PARKING GARAGE MEANS LESS MONEY FOR:

- Affordable housing
- Residential density (important for activation/retail)
- Community-serving uses (child care, etc)
- Open space and landscaping/urban design elements
- Transportation infrastructure improvements
- Other community benefits

BART'S TOD POLICY

- Adopted by the BART Board in June 2016
- States that BART will strive for **no or limited parking replacement** at "Urban with Parking" Stations (like El Cerrito Plaza)



Urban Advantage

Credit: Steve Price, Urban Advantage