

# El Cerrito BART Station TOD

MAY 25, 2021

PROJECT INTRODUCTION &  
COMMUNITY MEETING

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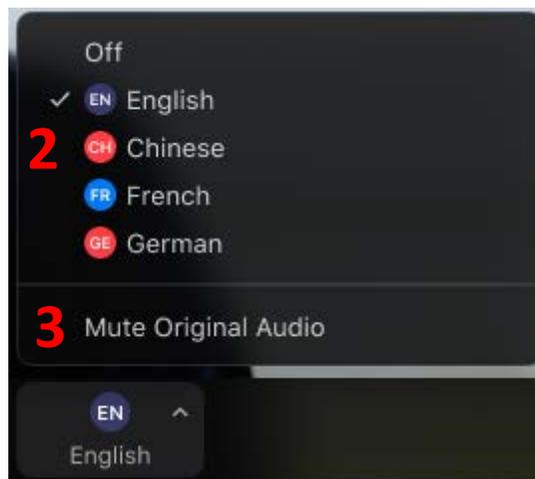
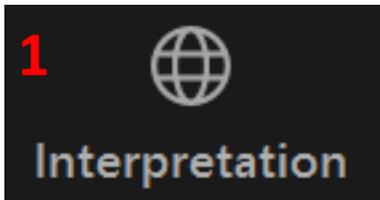
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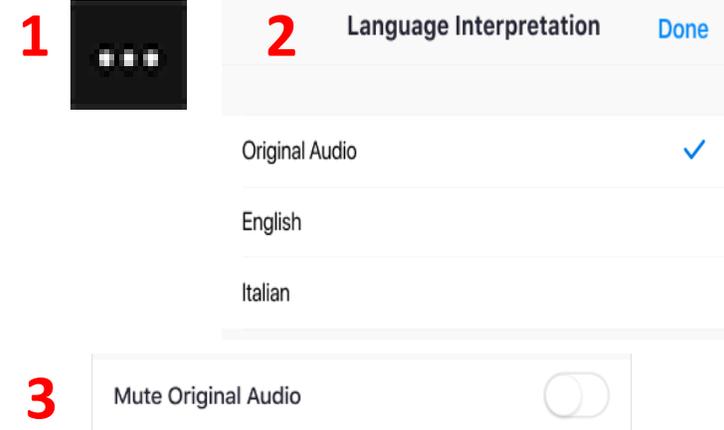
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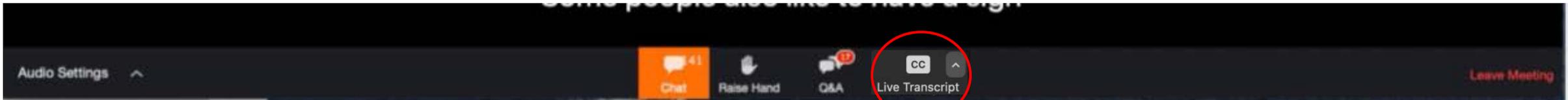
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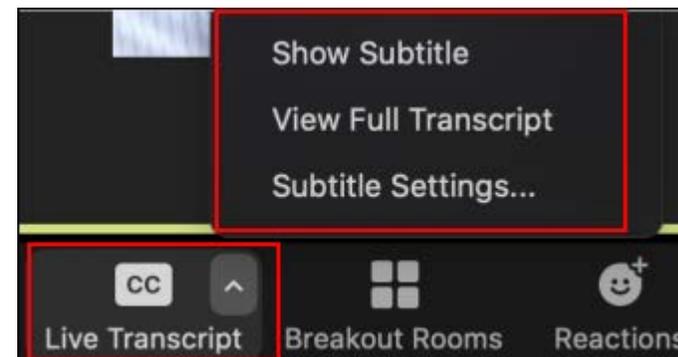
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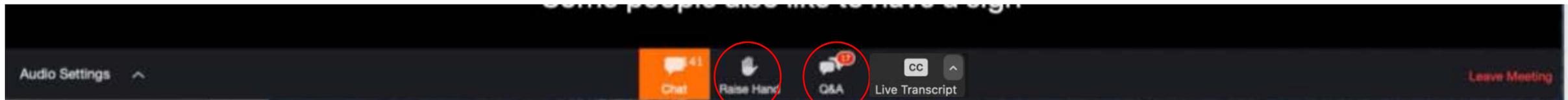


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- To ask a question or make a comment:
  - You can type your question into the Q&A function in Zoom and we will answer during the Q&A portion; or
  - When the time comes, you can raise your hand to ask a verbal comment



The webinar will be recorded and available to view after the event

Respond to our poll through zoom (button at the bottom of your zoom window) to tell us who's in the audience tonight



WELCOME

**Tonight is informational:** background and context for the project planning process

- **BART – TOD Planning & Prior Outreach**
- **BART – Station Access**
- **Developer Team– Project Vision**
- **Q&A**

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# OUTCOMES

1

We have met (albeit virtually), **listened**, and **learned** from each other

2

Community has **knowledge and understanding** about the goals and process, the station access planning, and the initial project concept

3

We have your contact information to develop a **project mailing list**

Respond to our poll through zoom (button at the bottom of your zoom window) to tell us who's in the audience tonight

# WHO'S INVOLVED

- BART
- City of El Cerrito
- Development Team
  - Holliday Development
  - Related California
  - Satellite Affordable Housing Associates (SAHA)
- Design Team
  - PYATOK
  - VMWP
  - Einwiller Kuehl

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# Who's Here Tonight



**Jamie Hiteshew**

DIRECTOR OF DEVELOPMENT  
Holliday Development



**Ann Silverberg**

CHIEF EXECUTIVE OFFICER  
Related California



**Sarah Kuehl**

PARTNER  
Einwiller Kuehl



**Peter Waller**

PRINCIPAL  
PYATOK



**Andrew Schorfhaar**

SENIOR PROJECT MANAGER  
Holliday Development



**Rachel Factor**

PRINCIPAL PLANNER  
BART



**Shannon Dodge**

PRINCIPAL PROPERTY  
DEVELOPMENT OFFICER  
BART



**Lynette Dias**

PRESIDENT  
Urban Planning Partners, Inc.

# Tonight's Program

6:10

BART Transit Oriented Development

6:20

BART Station Access

6:35

Developer Team

6:50

Q&A

7:30

Closing

Who's here in the  
audience tonight?

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UP NEXT

# Transit Oriented Development

## BART

Shannon Dodge

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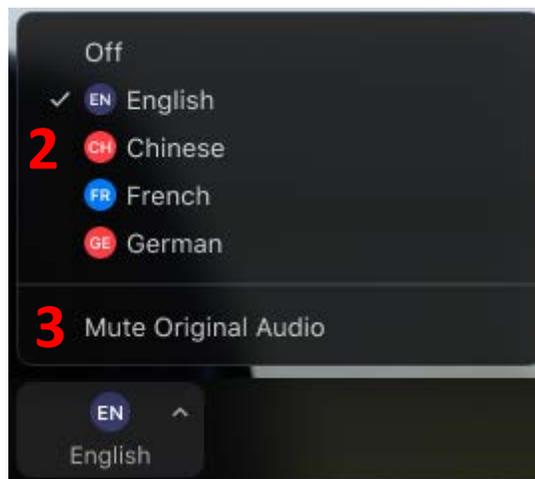
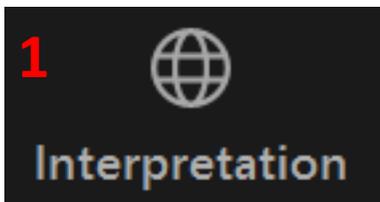
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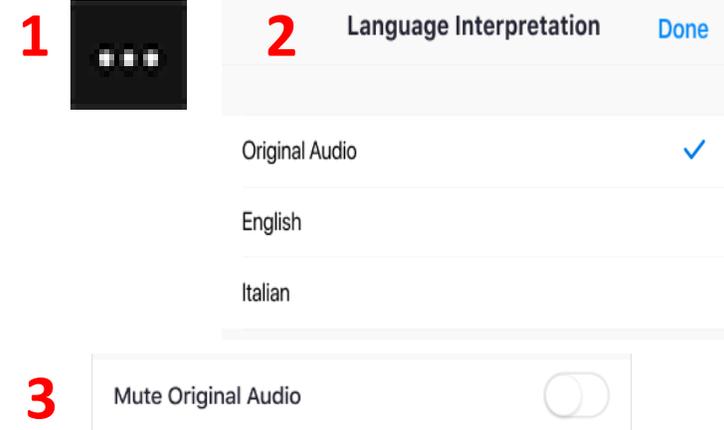
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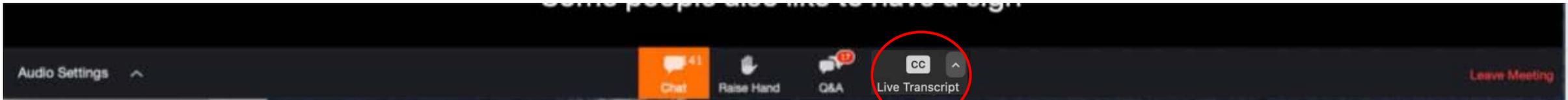
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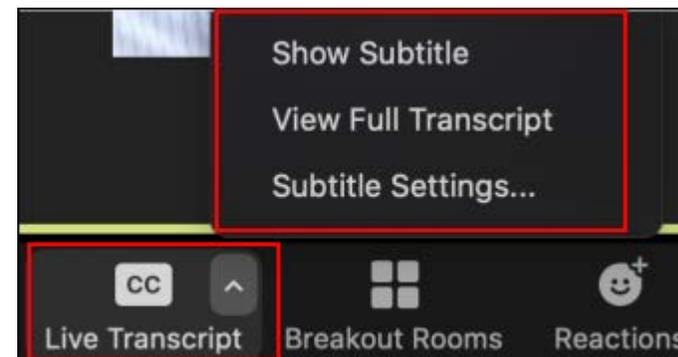
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# Transit-Oriented Development (TOD) at El Cerrito Plaza

El Cerrito Community Meeting

May 25, 2021

# What is Transit-Oriented Development (TOD)?

- Development offering a compact mix of uses, civic amenities, and incomes, featuring better pedestrian and bicycle connections to transit stops.



*Fruitvale Transit Village Phase I  
Fruitvale BART Station  
Spanish Speaking Unity Council*



*Marea Alta Family Housing  
San Leandro BART Station  
BRIDGE Housing*



*Public Square  
Pleasant Hill BART Station  
AvalonBay*

# Why Transit-Oriented Development (TOD)?

**Increase Transit Ridership:** TOD residents are twice as likely to commute on BART vs non-TOD residents (43% vs. 22%)

**Reduce Greenhouse Gas (GHG) Emissions:** TOD can offset up to 30% of household GHG relative to conventional development

**Enhance Neighborhoods, Improve Safety:** Provide civic amenities and blend the boundaries between BART property and the surrounding community

**Support Affordable Living:** Household transportation costs are 24% lower near BART, and low-income households are more likely to live without a car



Credit: Maria J. Avila

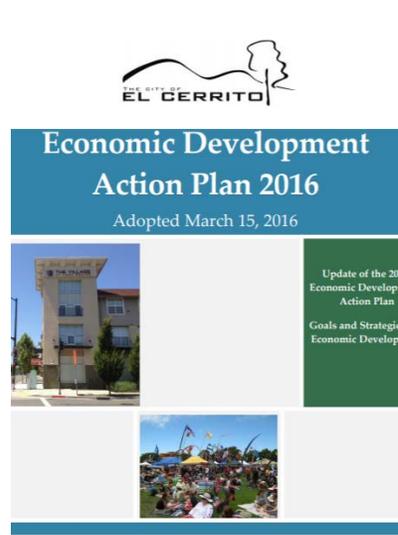
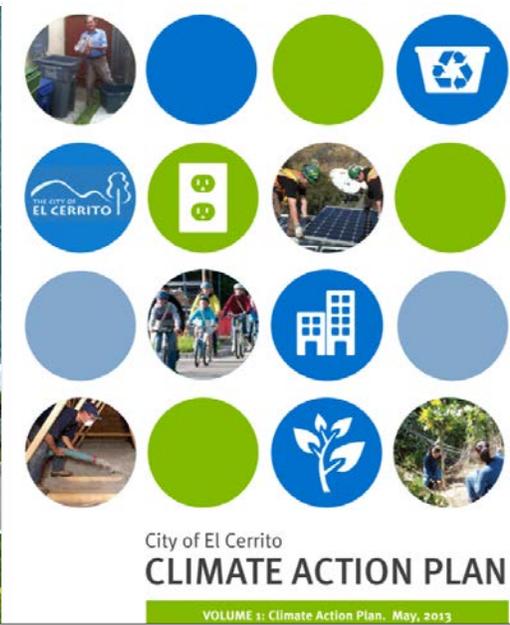
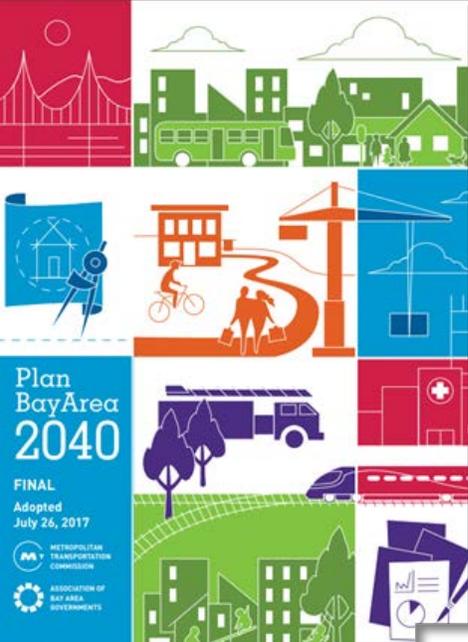
# Growing Ridership via the Right Mix of Housing & Parking



**Fruitvale BART Paseo - *Before***



**Fruitvale BART Paseo - *After***



# Regional and City Policies support TOD



# 2019 Outreach: Laying the Ground for TOD

- Community helped shape the “Goals & Objectives” to guide TOD
  - Using local plans & BART Board-adopted goals as starting point
- Public input opportunities:
  - Rider survey (early 2019)
  - 2 Station open houses (mid-2019)
  - 2 City meetings for San Pablo Ave Specific Plan Update (late summer 2019)
  - Community workshop (Fall 2019)
  - City Council (Nov 2019 & BART Board (Jan 2020)



# 2019 El Cerrito Plaza Community Workshop



- 250+ participants
- Covered all aspects of development
- Special focus on how passengers get to El Cerrito Plaza station, or “station access”
- Informed Goals & Objectives for TOD



# Goals & Objectives – Selected highlights

A2. Enhance Ohlone Greenway's role in increasing connectivity & placemaking

A4. Create an active ground floor on Fairmount Avenue

A6. Explore options for integrating public library, in partnership with City

B3. Incorporate sustainable design to minimize vehicle & building emissions

F1. A minimum of 20% of housing will be affordable to low and very-low income households



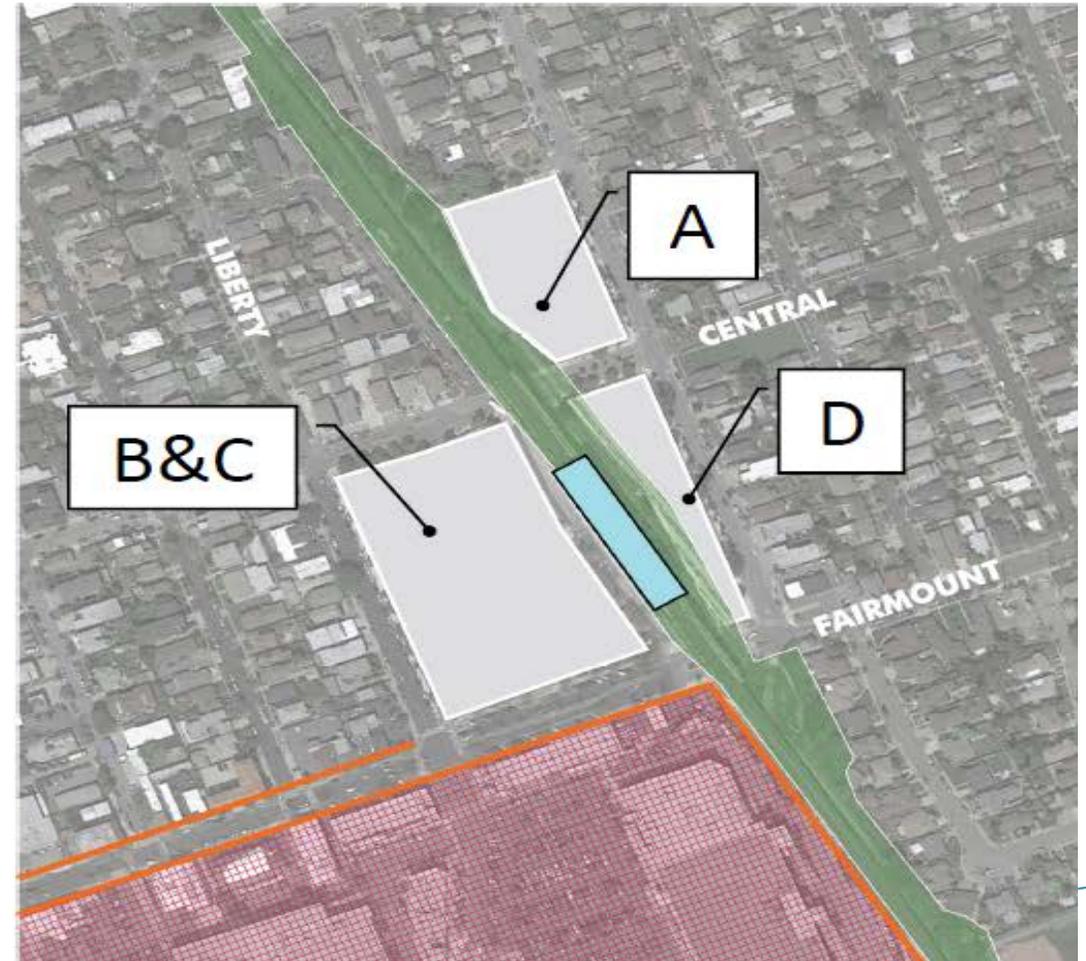
# El Cerrito Plaza TOD: Developer Selection Process

- Sought developer (or team of developers) for the 4 parcels currently used as parking
- Selection criteria informed by Goals & Objectives
- Request for Qualifications (RFQ) released July 2020
- Selection panel comprised of 4 BART staff + 3 City of El Cerrito staff

## Selected team:

Holliday Development, Related California, & Satellite Affordable Housing Associates (SAHA)

- Approved by BART Board November 2020



# Holliday/Related/SAHA Qualifications Highlights

- Team success with similar projects, including master-planned developments near transit
- Preliminary development concept aligned with BART's Goals & Objectives and City's San Pablo Avenue Specific Plan
- Affordable housing concept envisions 37% affordable housing for those with incomes up to 80% of Area Median Income (AMI), plus 12% "missing middle" housing up to 120% of AMI
- This team successfully involved the community on prior projects, including in West Oakland, Coliseum, and El Cerrito, and has deep knowledge of the surrounding area

*Mayfair Apartments  
El Cerrito del Norte BART  
Holliday Development*





How do you get to  
the station?

Respond to our poll through zoom (button at the bottom of your  
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UP NEXT

Station Access

**BART**

Rachel Factor

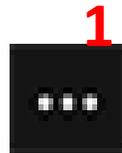
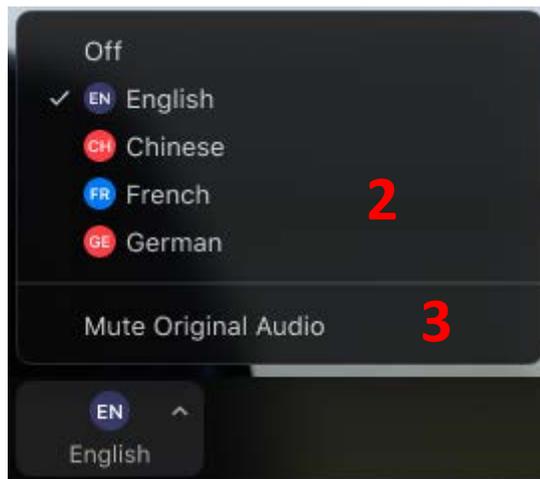
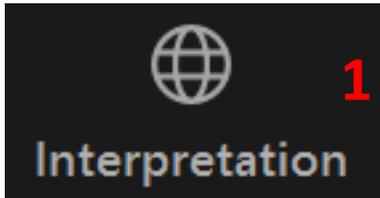
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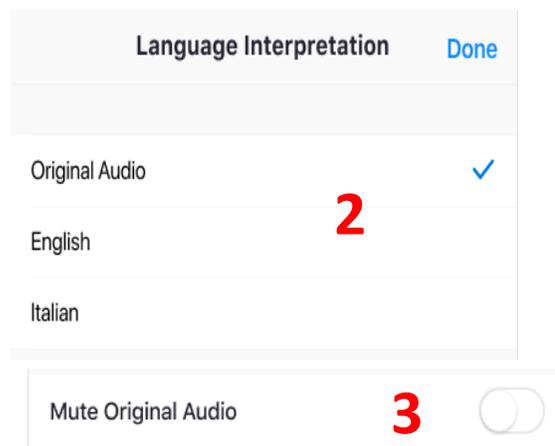
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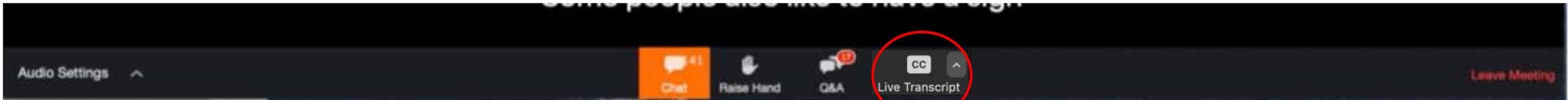
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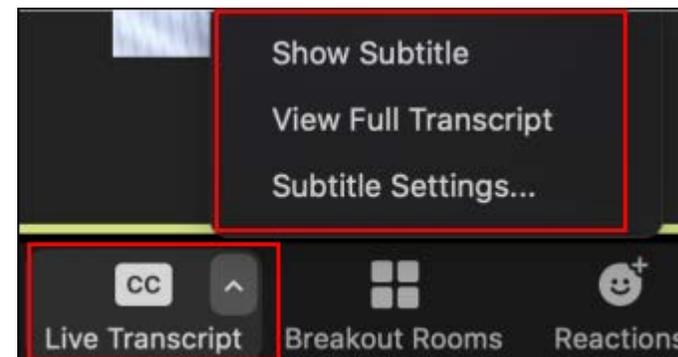
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# Station Access

El Cerrito Plaza BART Station

May 25, 2021

Community Meeting



# What does "station access" mean?



## How people get to and from BART

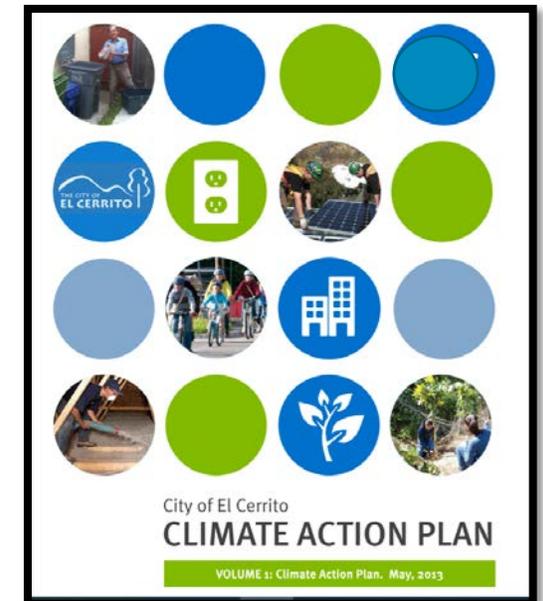
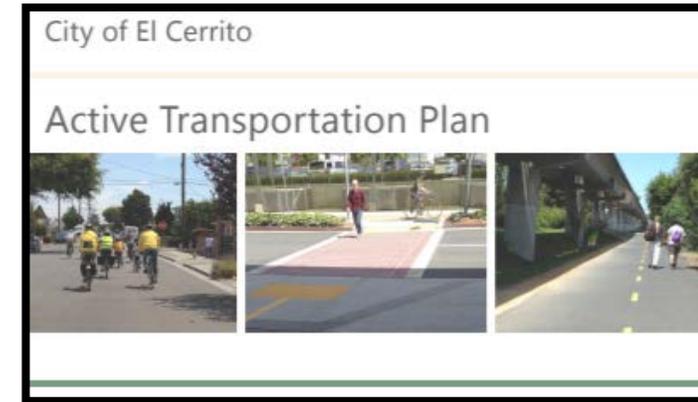
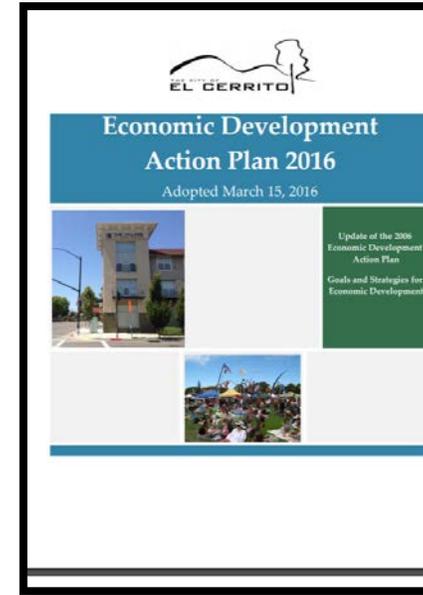
The *act of travel* between BART and home, work, school, or other activities.

and the *infrastructure and services* that allow people of all ages and abilities to travel by:

- walking
- rolling
- biking
- riding transit
- carpooling
- driving alone & parking
- etc.

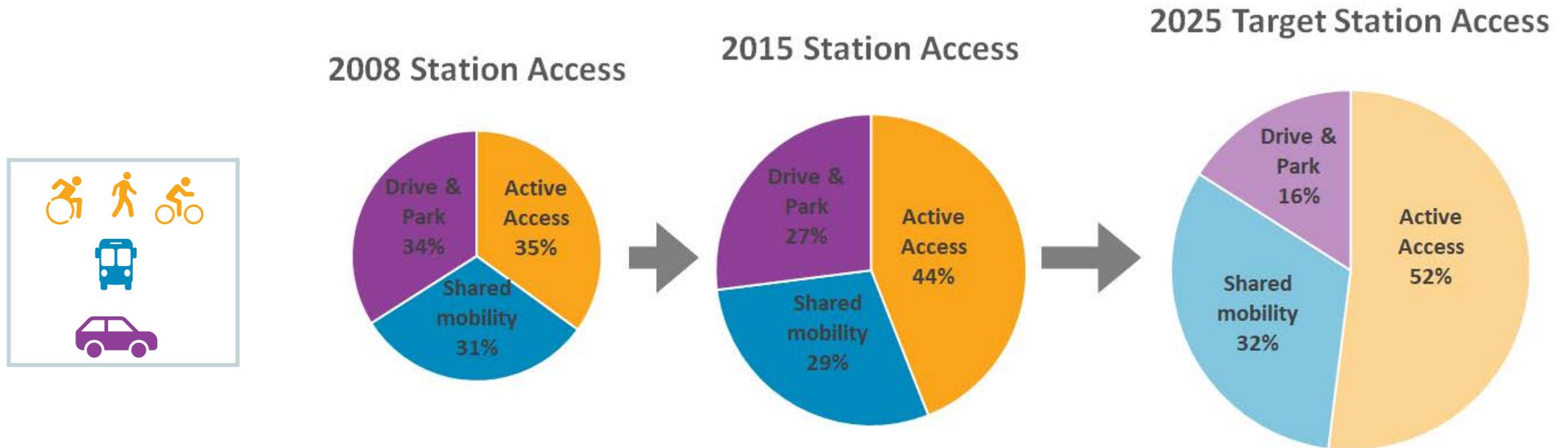
# Goals & Objectives for El Cerrito Plaza BART Development – Access-Related

- Increase % of people who walk, bike and take transit
- Minimize need for BART rider parking replacement in an on-site garage
- Expand the pedestrian & bicycle network – especially Ohlone Greenway
- Embrace evolution of mobility with new technologies



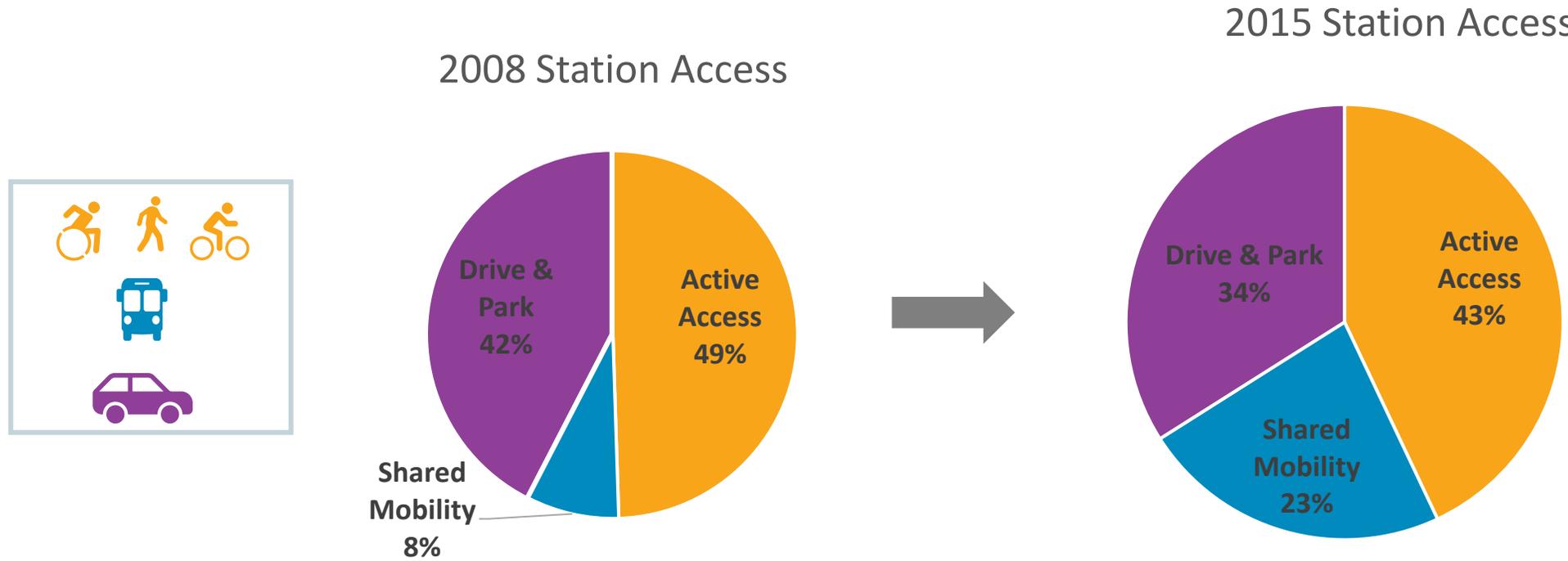
# BART's Station Access Policy

## Systemwide Performance Targets



Sources: [www.bart.gov/about/planning/station-access/policy](http://www.bart.gov/about/planning/station-access/policy)  
2008 and 2015 Station Profile Survey Data (home-based trips)

# 2/3 of El Cerrito Plaza riders access the station by walking/biking/transit or are dropped off (pre-pandemic)



Sources: [www.bart.gov/about/planning/station-access/policy](http://www.bart.gov/about/planning/station-access/policy)

2008 and 2015 Station Profile Survey Data (home-based trips)

# People don't travel far to get to El Cerrito Plaza Station, including those who drive & park

## What the data tells us about BART parkers

58% live within a 15-minute walk, bus, or bike trip

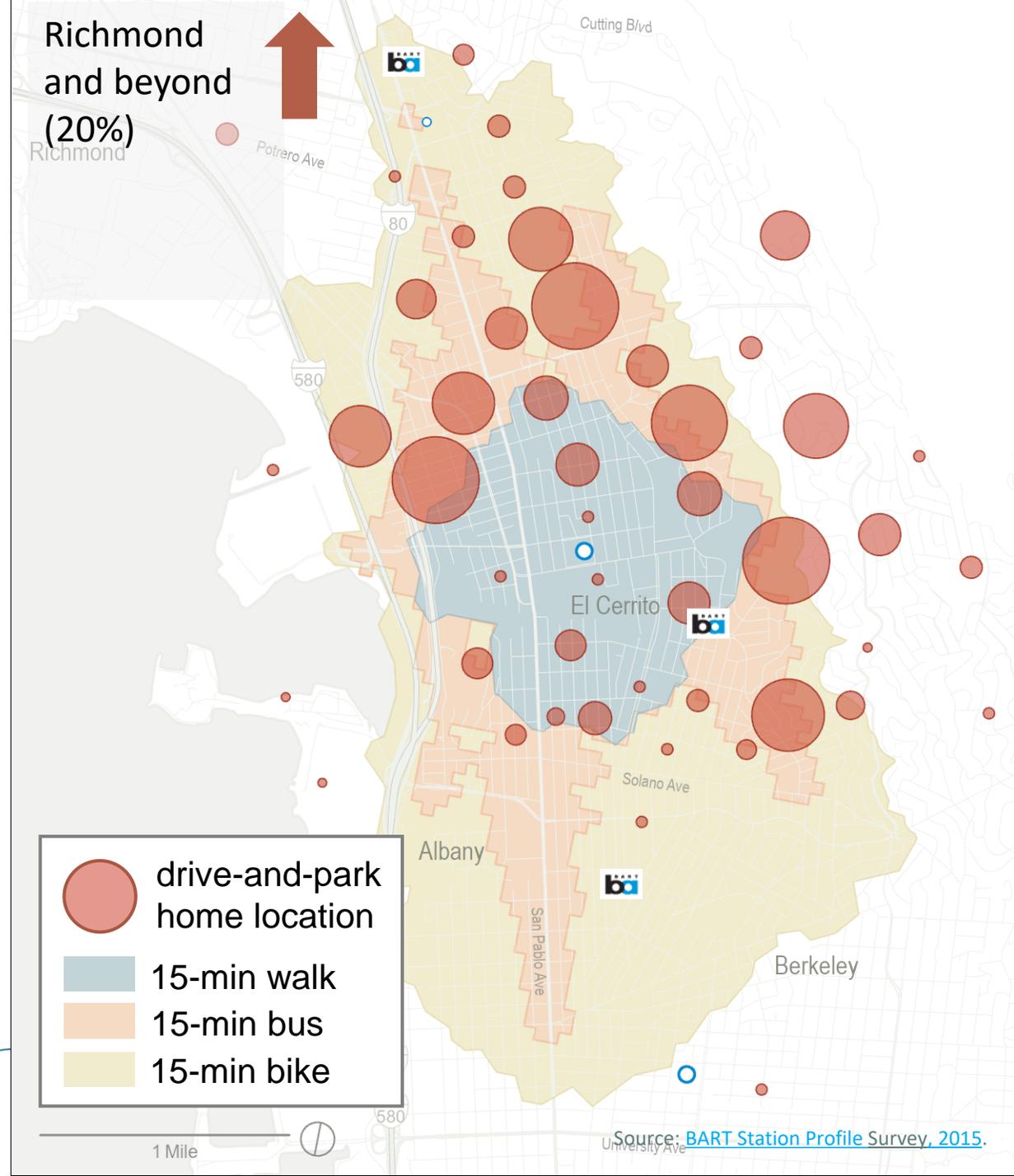
42% live outside of the 15-minute trip

Source: BART Station Profile Study, 2015

## What we heard from BART parkers

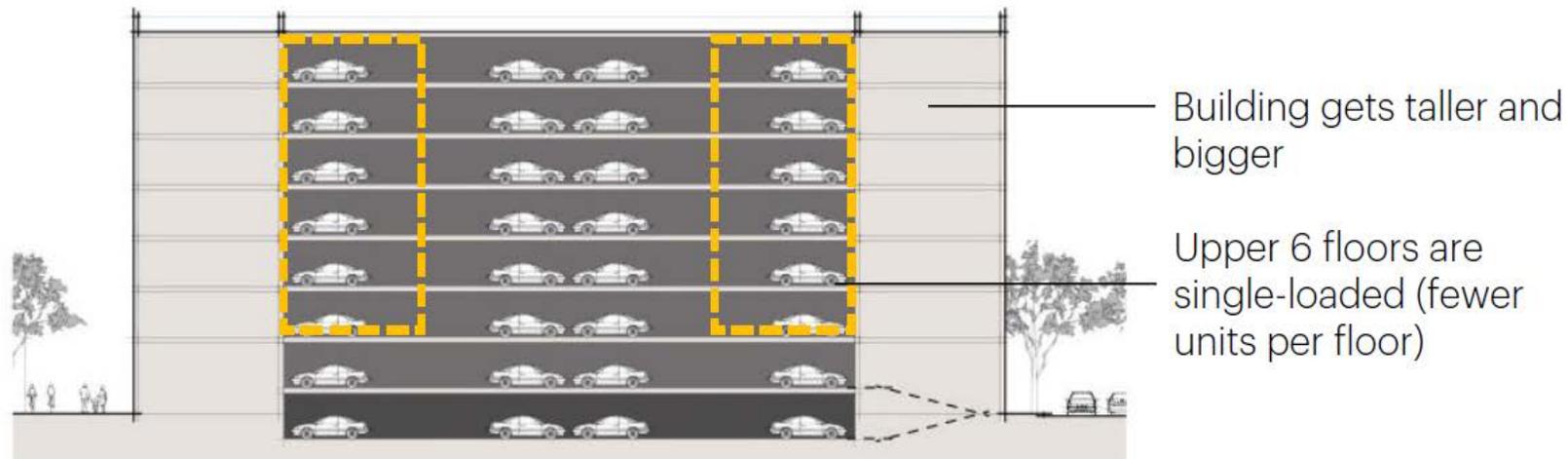
27% of them said they have no other access options (mobility challenges, pick up duties, etc.)

Source: BART El Cerrito Plaza Rider Survey, 2019



# Why is BART considering reducing BART rider parking?

- Climate policy calls for focusing housing/job growth near transit
- Data for El Cerrito Plaza suggests walking, biking may be viable options
- Parking is expensive to build, and not necessarily most cost effective nor adaptable approach to bring riders to BART
- Large on-site parking garages will affect the building scale, and community feel of the development



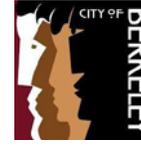
**Podium building with ~620 parking spaces**

Source: Opticos "Guiding Design Principles + Massing Scenarios" (Berkeley City Council meeting May 9, 2019)

If we reduce parking, how are people going to get to the station?

# Possible strategies

## PARTNER AGENCIES



Investments and programs that improve walking, biking, taking transit & new mobility services (shared scooters, shared electric-bikes, etc.)



# Possible strategies – Parking



## PARTNER AGENCIES

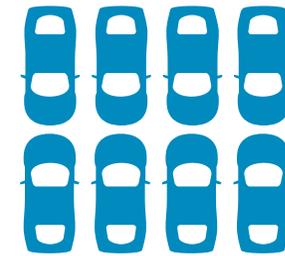


## Parking on BART property

- Dedicated BART rider parking
- Parking for persons with disabilities
- Better manage demand (pricing, carpool)
- Shared parking with TOD
- Parking at other BART stations (ex: El Cerrito del Norte)

## Parking beyond BART property

- City-led on-street managed parking near the station
- Off-site shared parking opportunities (ex: churches, banks)



[This Photo](#) by Unknown Author is licensed under [CC BY-NC](#)

# Strategies that address a time of shifting trends & need for equitable public investment

- Transportation infrastructure improvements that benefit the majority
- Needs of those who depend on transit
- Post-COVID evolution of urban area & travel patterns
- An unknown future of mobility options



## BART Riders During the Pandemic (Systemwide):

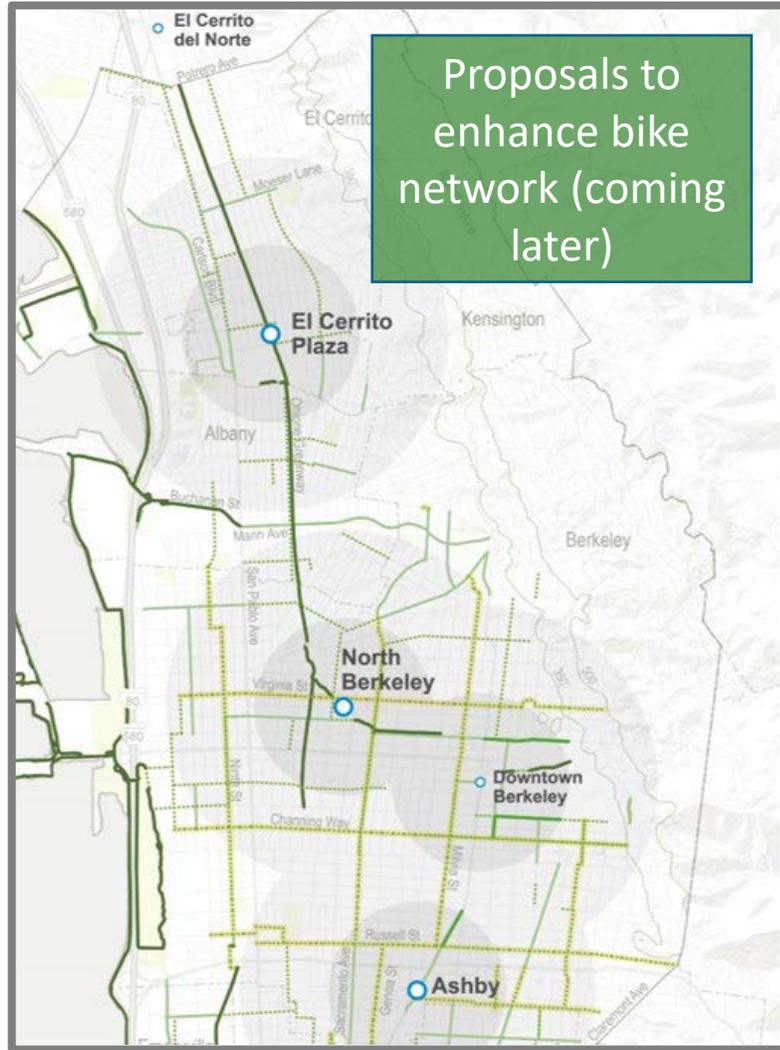
17% drove to the stations (↓ from 29% in 2018)

51% don't have access to car in household (↑ from 31% in 2018)

53% have household income below \$50,000 (↑ from 26% in 2018)



# Improve Transportation Network: Berkeley/El Cerrito Corridor Access Plan



- Federal/State Grant to look at interagency transportation improvements & new mobility options
  - City streets
  - San Pablo Ave (State Highway)
  - AC Transit options
  - Electric-bike share, electric scooters, on-demand microtransit, etc.
- Also addresses possible development of BART land at North Berkeley/Ashby
- Larger scale than just one station

# Create Well-Designed Access at the Station: El Cerrito Station Access Plan



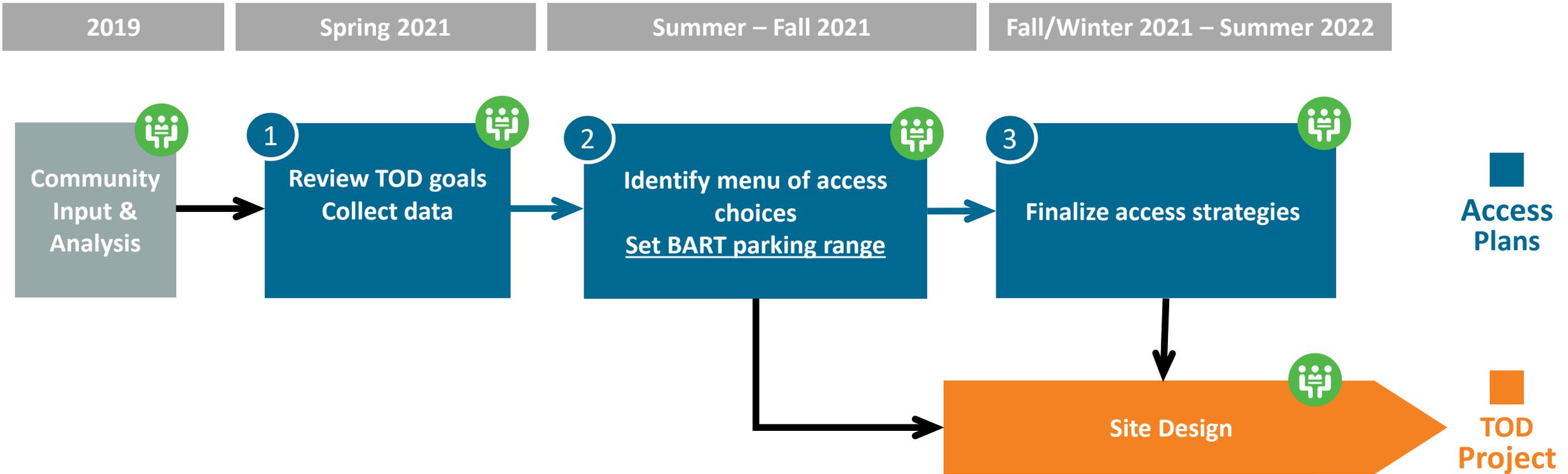
Figure 35: 8th Street Frontage

Block 1 ——— 9TH ST

- Developer sponsored plan to look at access / circulation needs at station
- Will identify development-related improvements, and site design needs such as:
  - Bus transfer facility
  - Passenger drop off/pick up
  - Ohlone Greenway
  - Bike parking
  - Design of BART patron parking
  - Street designs around station

Lake Merritt TOD. Images courtesy of EBALDC, Strada Investment Group. May 2021

# Station Access: Where are we going and how can you stay involved?



**Community Participation**

Community Meetings, Virtual Open Houses, Office Hours, Boards & Commissions, Stakeholder Engagement, BART Board & City Council

\*Illustrative Timeline – Subject to Change

# Station Access: How to Stay Involved?

## More Information about Station Access Planning

- More information about Station Access Planning: [www.bart.gov/beccap](http://www.bart.gov/beccap)
- Station Access Comments/Questions and Sign-Up for emails: [www.bart.gov/beccap/comment](http://www.bart.gov/beccap/comment)

## Venues (dates and times to be determined)

- Virtual Open Houses (first event planned for early summer)
- Office Hours
- Boards & Commissions
- Small Community/Stakeholder meetings
- El Cerrito City Council
- BART Board



UP NEXT

## Developer/Design Team

Holliday Development, Related California, SAHA,  
PYATOK, Einwiller Kuehl

**Ann Silverberg**

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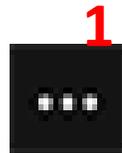
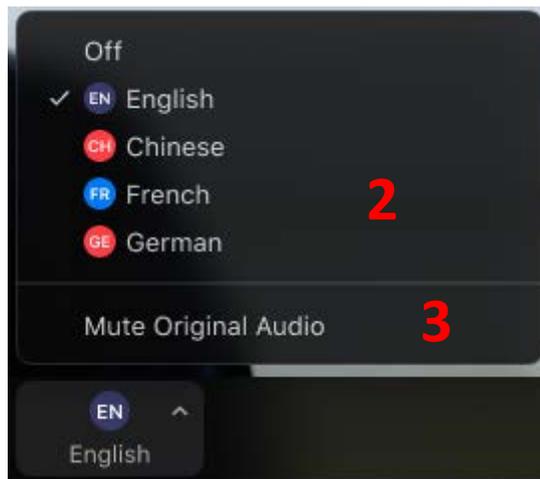
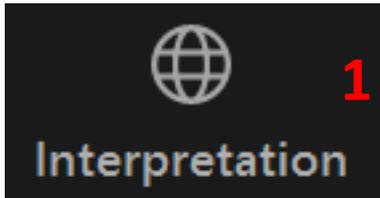
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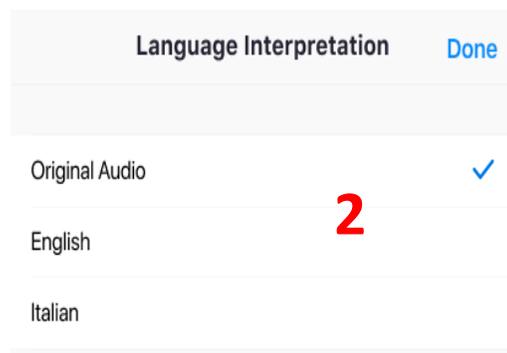
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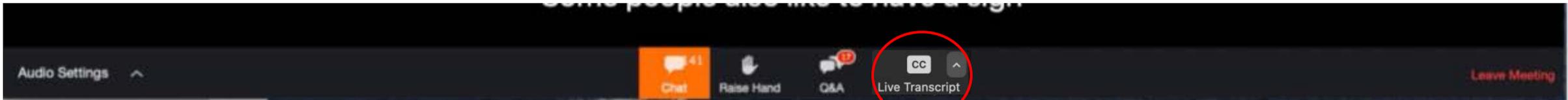
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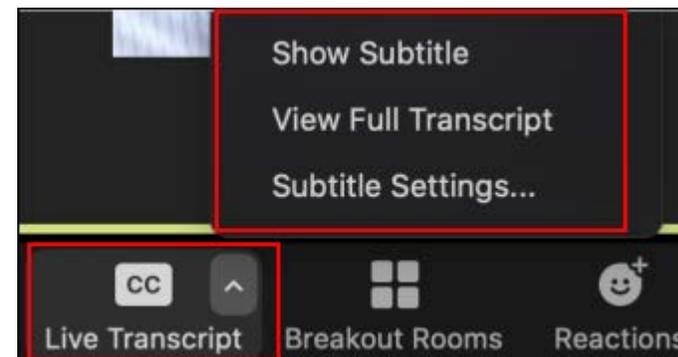
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# El Cerrito Plaza BART Station Development Team Introduction

*prepared by*

Holliday Development

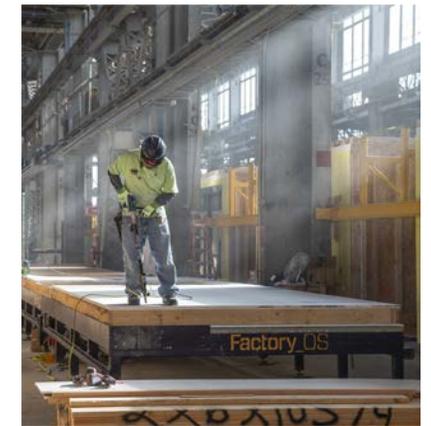
Related California

Satellite Affordable  
Housing Associates

## Development



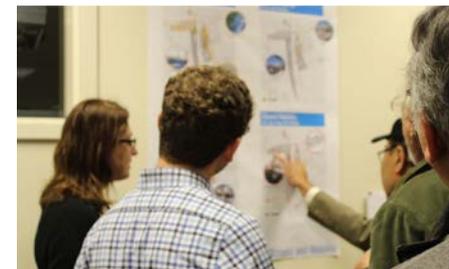
## Off-Site Construction



## Design



## Community Engagement



MONICA WILSON  
Community & Real Estate  
Development

# Affordable Development Team



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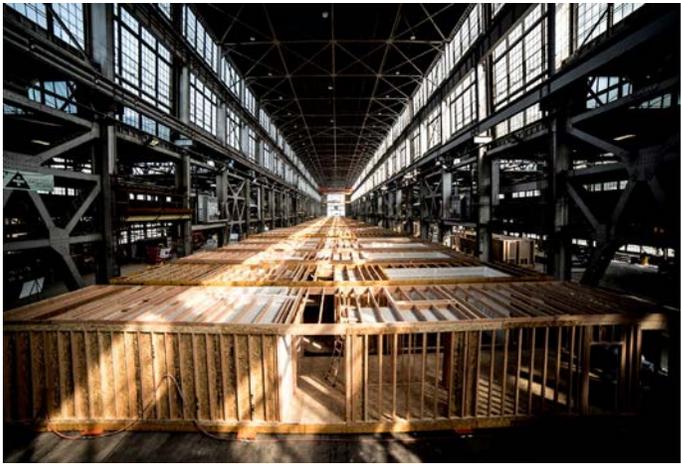
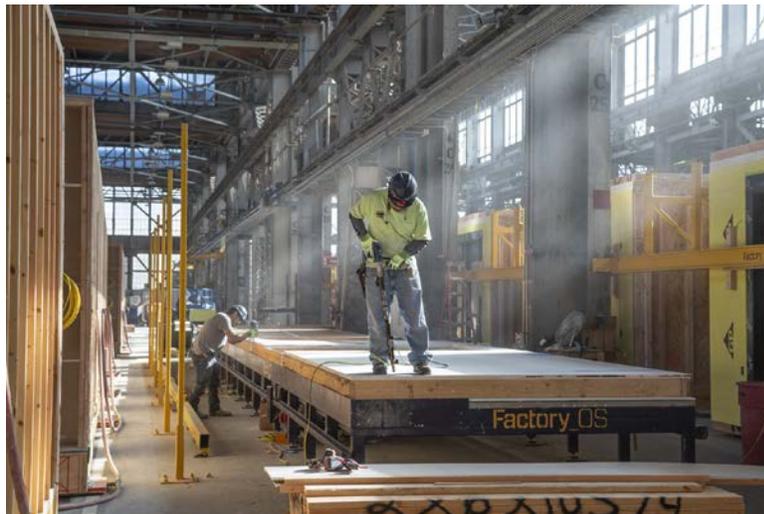
# Market-Rate Development



**HOLLIDAY  
DEVELOPMENT**



# Off-Site Housing Producer

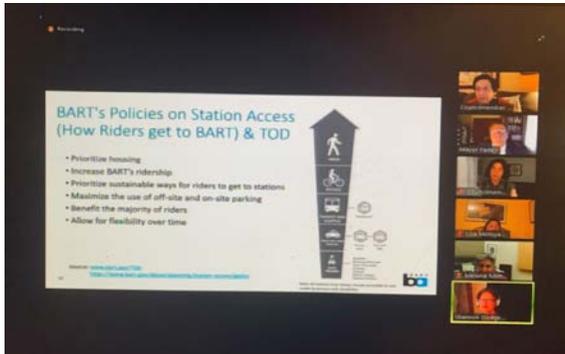


# Winning Design for RFP



# City Council Meeting

May 4, 2021



### Access Study

- Parking
- Transit
- Bike Access
- Pedestrian Access

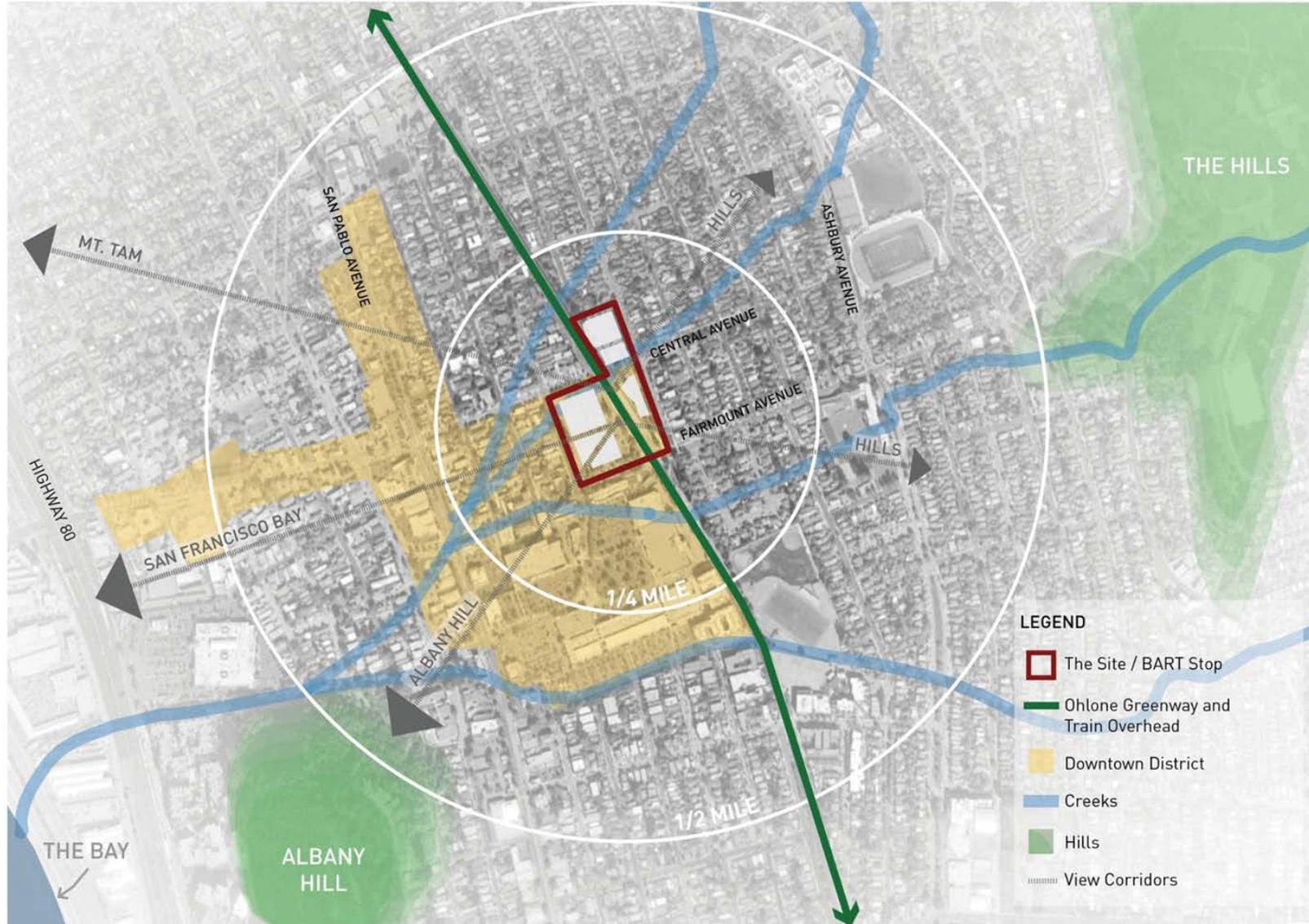
### Urban Design

- Circulation --particularly the diagonal
- Ohlone Greenway uses and integration with the station
- Activation of plaza and open spaces
- Relationship to larger landscape--views, creeks, etc.
- Retail and other ground floor uses that complement open spaces
- Sustainability at all levels

# Connecting to Community



# Connecting to Landscape



# Connecting to Topography and Identity



# Connecting to Trails and Greenways



# Connecting to Transit and Retail



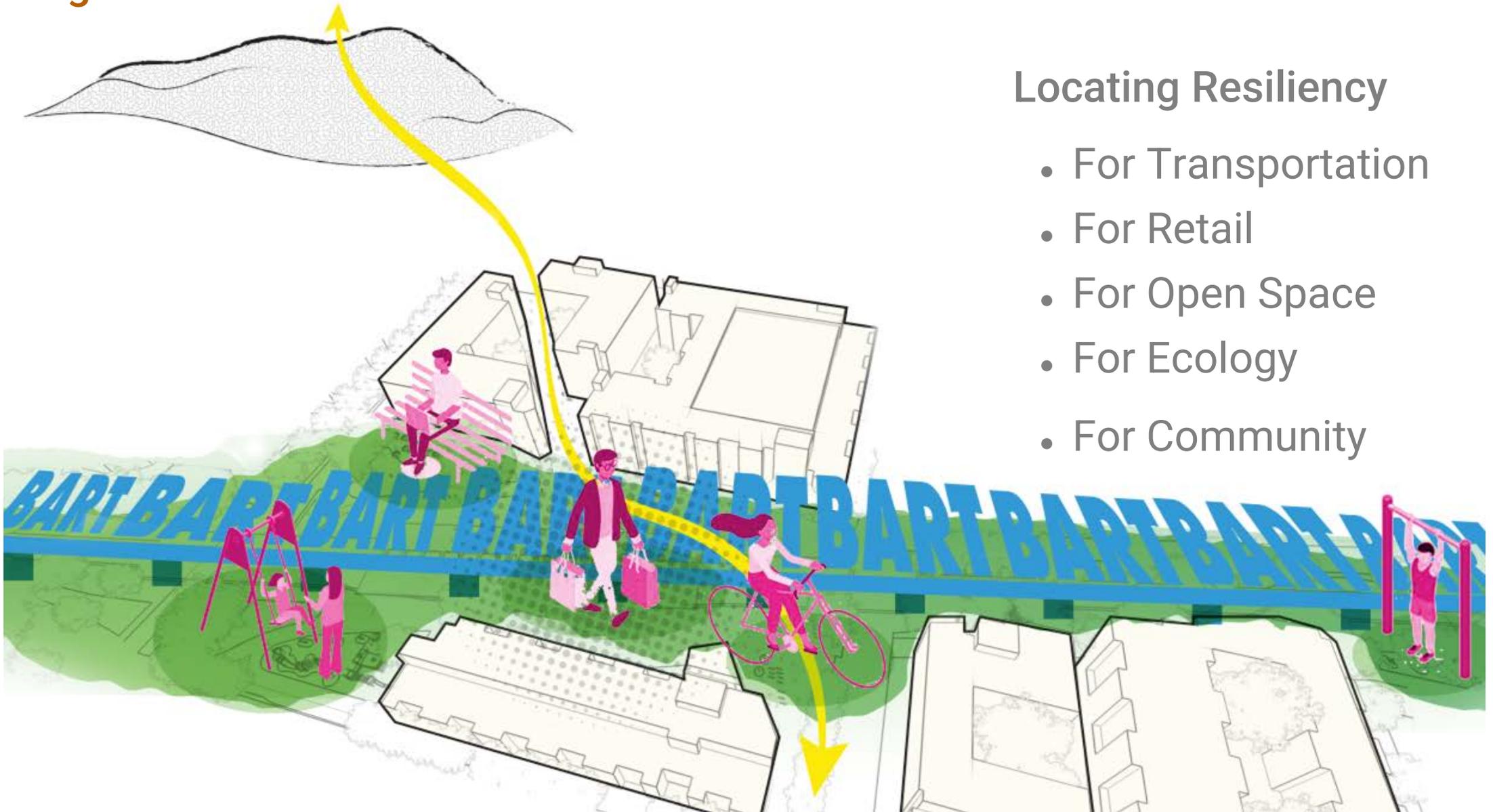
# Infrastructure Creates Geography and Identity



# Strategic

## Locating Resiliency

- For Transportation
- For Retail
- For Open Space
- For Ecology
- For Community



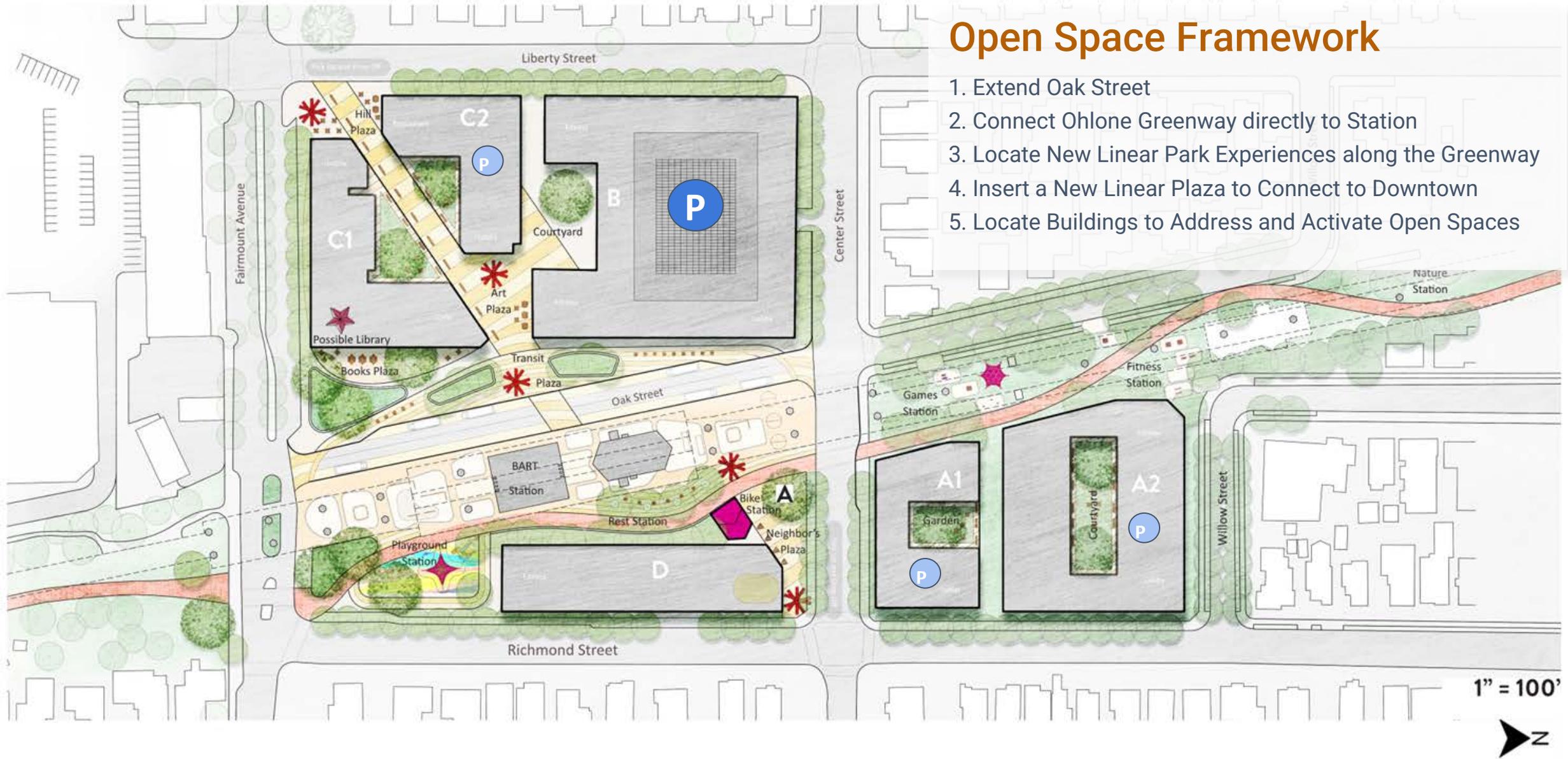
# Emerging Design Principles

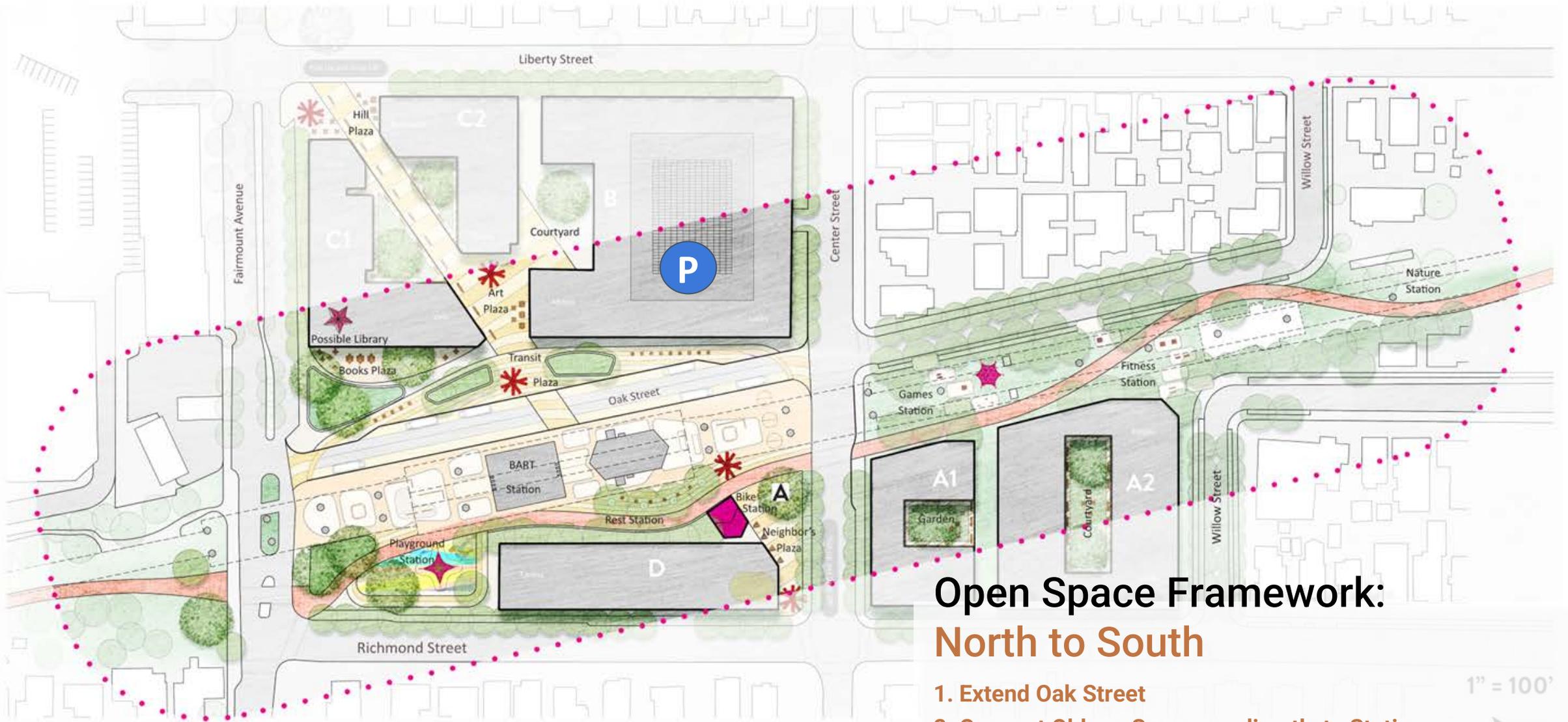


- Consolidating Open Space at the Station
- Enhancing Flow East and West from Hills to Bay
- Variety in Building Scale
- Transition from Neighborhood to Downtown
- Sustainable at Every Scale

# Open Space Framework

1. Extend Oak Street
2. Connect Ohlone Greenway directly to Station
3. Locate New Linear Park Experiences along the Greenway
4. Insert a New Linear Plaza to Connect to Downtown
5. Locate Buildings to Address and Activate Open Spaces



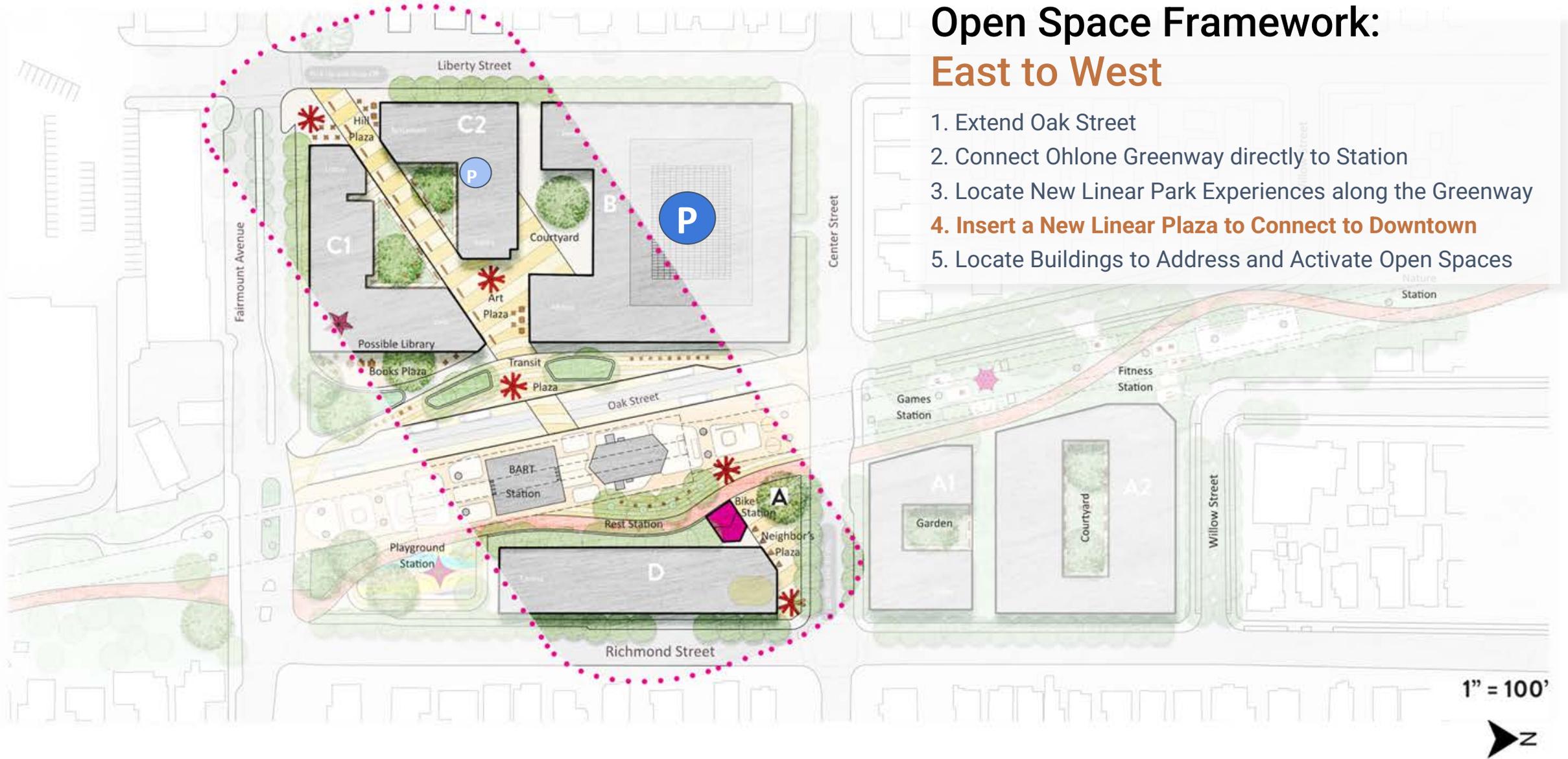


## Open Space Framework: North to South

1. Extend Oak Street
2. Connect Ohlone Greenway directly to Station
3. Locate New Linear Park Experiences along the Greenway
4. Insert a New Linear Plaza to Connect to Downtown
5. Locate Buildings to Address and Activate Open Spaces

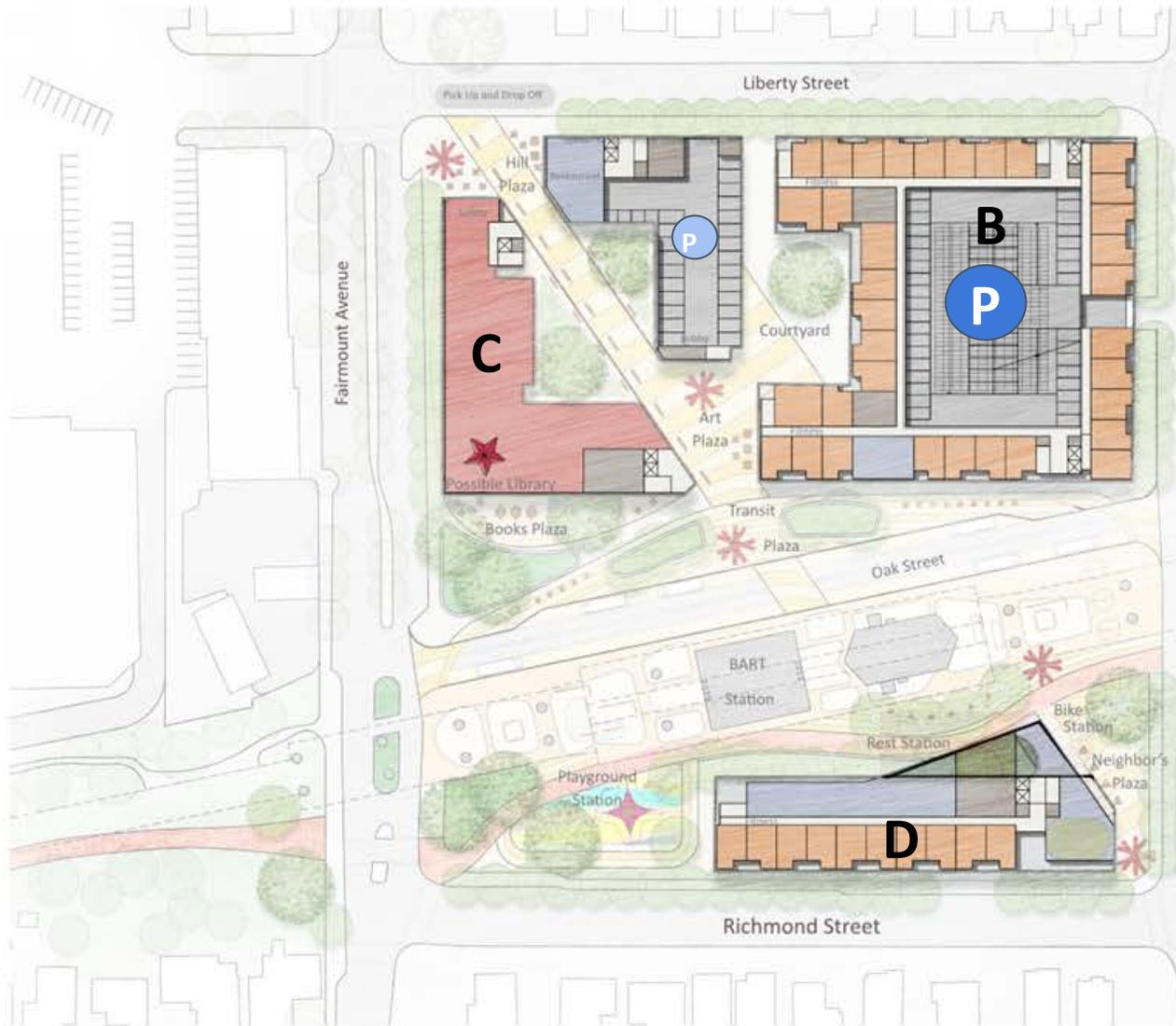
# Open Space Framework: East to West

1. Extend Oak Street
2. Connect Ohlone Greenway directly to Station
3. Locate New Linear Park Experiences along the Greenway
- 4. Insert a New Linear Plaza to Connect to Downtown**
5. Locate Buildings to Address and Activate Open Spaces



# Open Space Framework: Architecture

1. Extend Oak Street
2. Connect Ohlone Greenway directly to Station
3. Locate New Linear Park Experiences along the Greenway
4. Insert a New Linear Plaza to Connect to Downtown
5. **Locate Buildings to Address and Activate Open Spaces**



1" = 100'



# Preliminary Schedule

	2021	2022	2023	2024
Access Study / Replacement Parking Count	Active			
Master Plan Design / Community Outreach	Active	Active		
BART Approvals / Execution of Development Agreement	Active		Active	
Schematic Design of First Building Phase(s)	Active		Active	
Entitlements Approval for First Building Phase(s)	Active		Active	
Building Permit Drawings & Approval for First Building Phase(s)	Active		Active	Active
Start of Construction for First Building Phase(s)	Active		Active	Active

# Vision



A project that contributes to a positive future

Time for Questions

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# SELECT LANGUAGE CHANNEL



## ENGLISH

1. In your meeting/webinar controls, click **Interpretation**.
2. **Select the language** that you would like to hear: **English**.

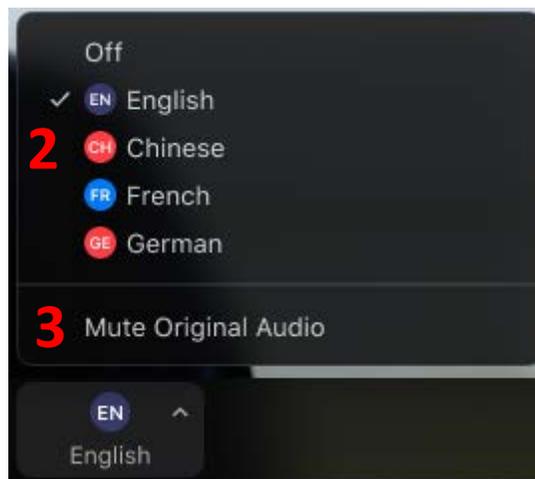
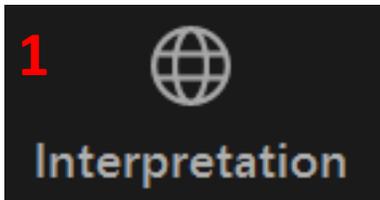
## SPANISH

1. En los controles de la reunión o el seminario web, haga clic en **Interpretación**.
2. Haga clic en el **idioma** que desee escuchar: **español** (Spanish).
3. (Opcional) Para escuchar solo el idioma interpretado, haga clic en **Silenciar audio original**.

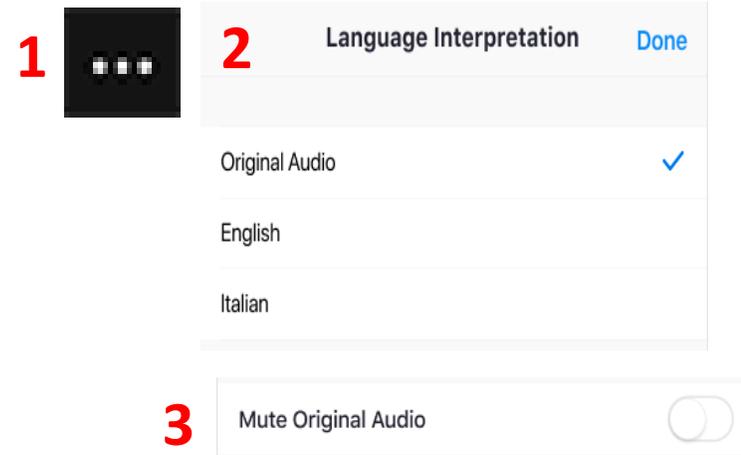
## CHINESE

1. 在會議/網路研討會控制項中，按一下**口譯**
2. 按一下您想要聽的語言：**中文** (Chinese)
3. (非必要步驟) 若只想聽口譯內容，請按一下**關閉原始音頻**

### Windows | macOS



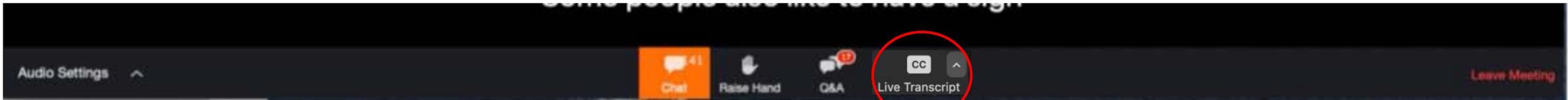
### Android | iOS



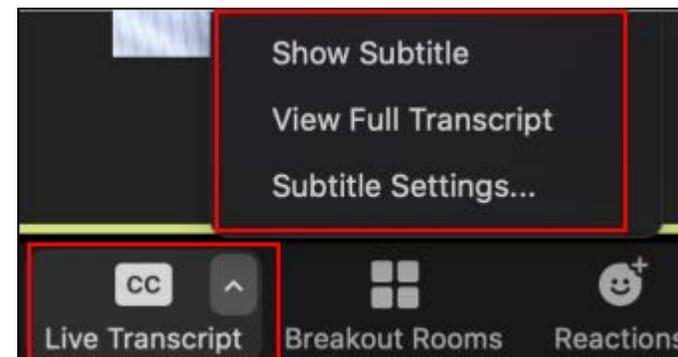
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Click “Show Subtitle” to view captions and click “View Full Transcript” to see transcripts in real time as a side bar.

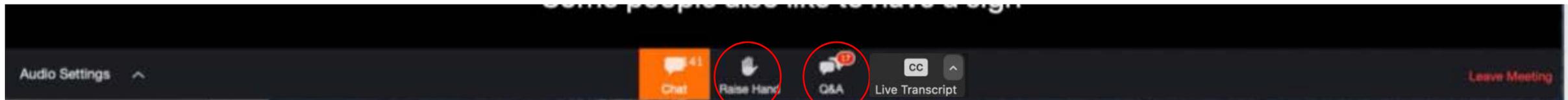


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- To ask a question or make a comment:
  - You can type your question into the Q&A function in Zoom and we will answer during the Q&A portion; or
  - When the time comes, you can raise your hand to ask a verbal comment



The webinar will be recorded and available to view after the event

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# Thank you!

Please fill out the exit survey once you leave the meeting.