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

Respond to our poll through zoom (button at the bottom of your zoom window) to tell us who’s in the audience tonight.
We have met (albeit virtually), listened, and learned from each other.

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

We have your contact information to develop a project mailing list.
WHO’S INVOLVED

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

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 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?

Respond to our poll through zoom (button at the bottom of your zoom window) to tell us who’s in the audience tonight.
Transit Oriented Development
BART
Shannon Dodge
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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.

(Please see the images below for examples of TOD developments.)

- 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

(Photo Credit: MTC)
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
How do you get to the station?

Respond to our poll through zoom (button at the bottom of your zoom window) to tell us how you get to the station.
Station Access

BART

Rachel Factor
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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

2008 Station Access
- Drive & Park: 34%
- Active Access: 35%
- Shared mobility: 31%

2015 Station Access
- Drive & Park: 27%
- Active Access: 44%
- Shared mobility: 29%

2025 Target Station Access
- Drive & Park: 16%
- Active Access: 52%
- Shared mobility: 32%

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)

2008 Station Access

- Drive & Park: 42%
- Active Access: 49%
- Shared Mobility: 8%

2015 Station Access

- Drive & Park: 34%
- Active Access: 43%
- Shared Mobility: 23%

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

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

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

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)
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

- 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 Input & Analysis**
- **Review TOD goals**
  - Collect data
- **Identify menu of access choices**
  - Set BART parking range
- **Finalize access strategies**

**Access Plans**

**TOD Project**

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

- 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
Developer/Design Team

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

Ann Silverberg
Jamie Hiteshew
Andrew Schorfhaar
Peter Waller
Sarah Kuehl
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El Cerrito Plaza
BART Station
Development
Team Introduction

prepared by

Holliday Development
Related California
Satellite Affordable Housing Associates
Affordable Development Team
Market-Rate Development
Off-Site Housing Producer
Winning Design for RFP
City Council Meeting
May 4, 2021

How can this project be an example for sustainability?

What about retail? Should we strengthen Fairmount instead of the diagonal?

Diagonal is a natural path to the station

Driving to the station is necessary for some folks. Could there be a shuttle?

Concerned about parking—analysis methods, numbers, and impact on neighborhood

Is this playground in the right place? Maybe it should be near the library

Really supportive of additional housing—we would be great to have variety of sizes

I like the connection to the Greenway and how it strengthens the bike access
Emerging Themes

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
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
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A project that contributes to a positive future
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