

# 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 (TODAY) – Community Open House

### 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

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### 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 safe, 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:

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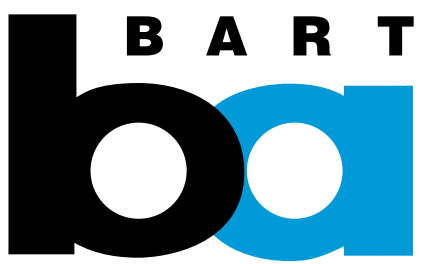
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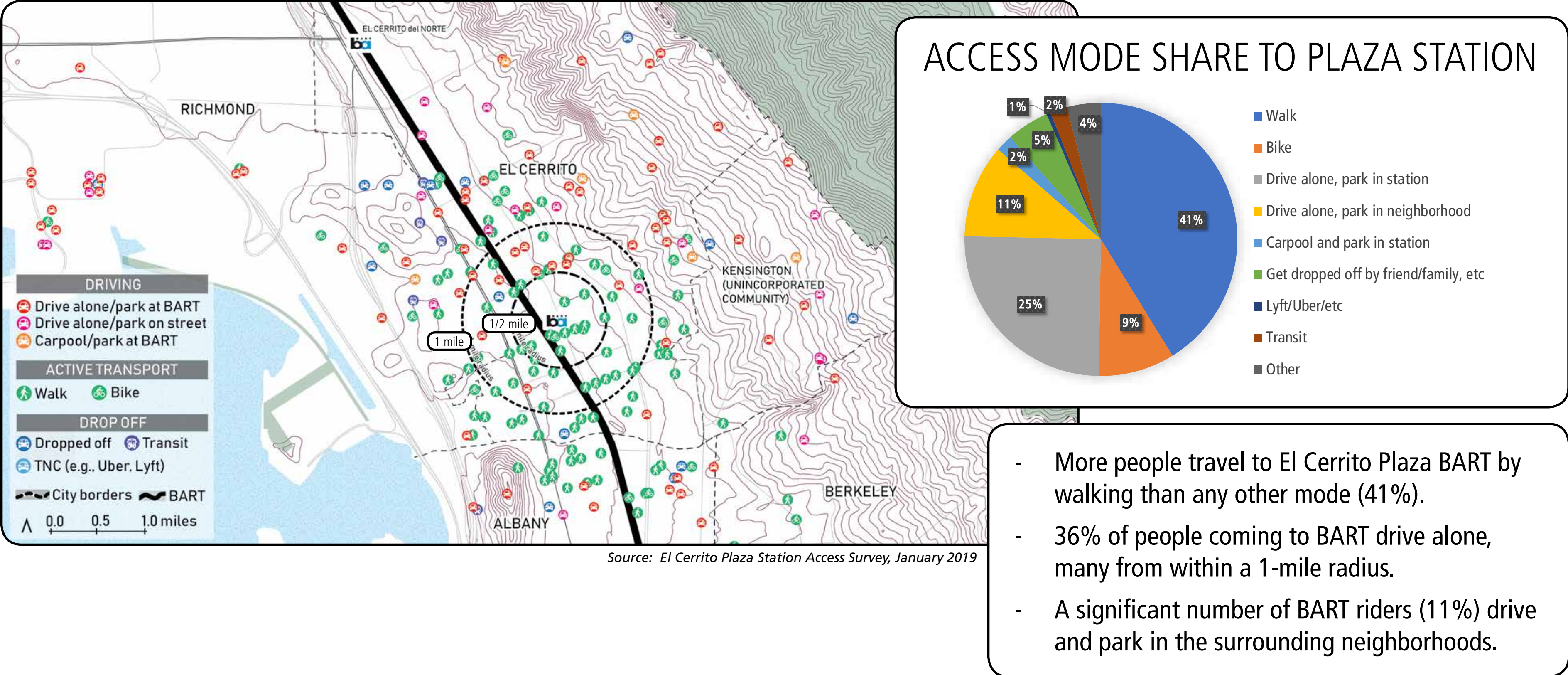
# El Cerrito Plaza Transit-Oriented Development

## Parking and Access

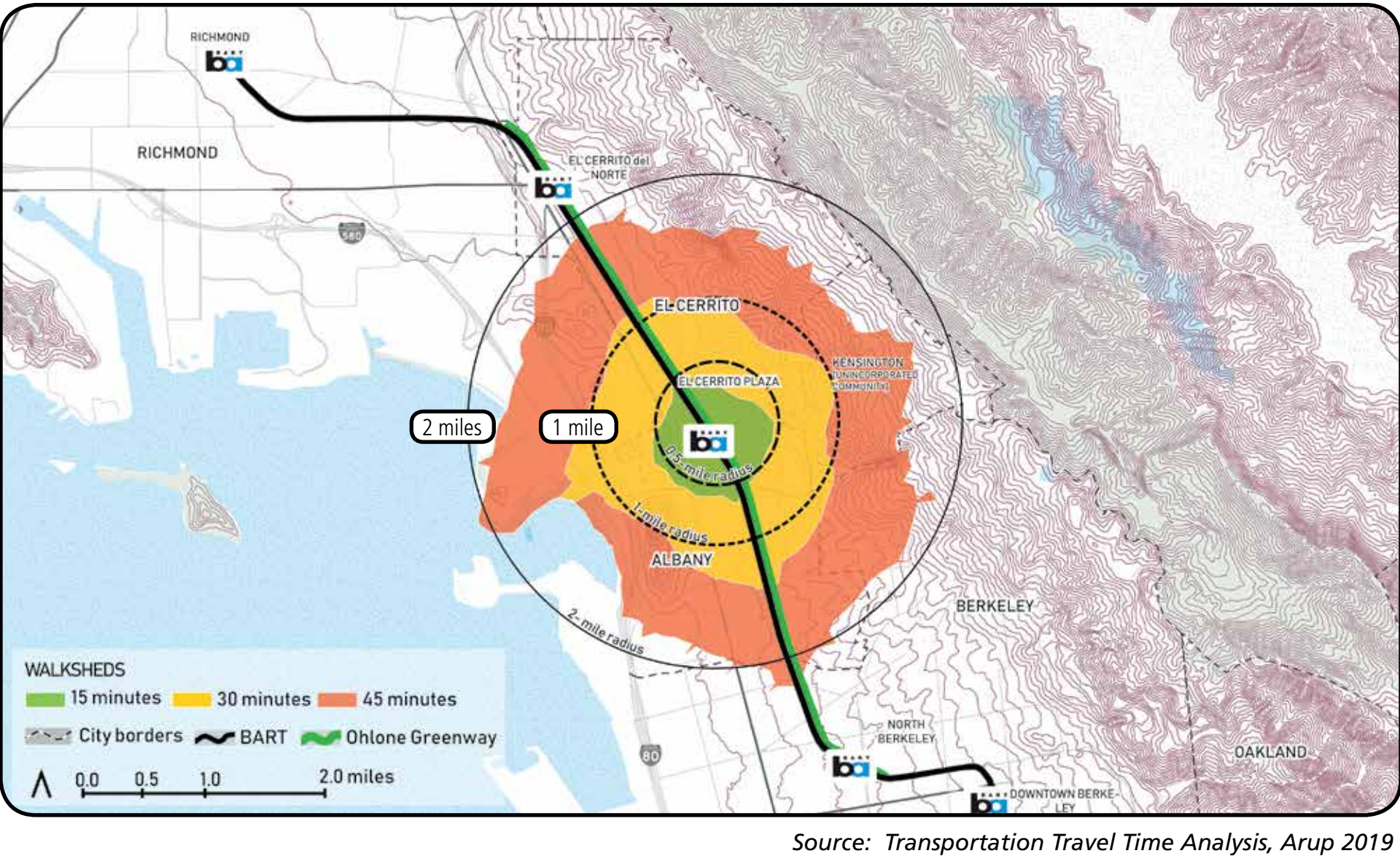


### STATION ACCESS

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

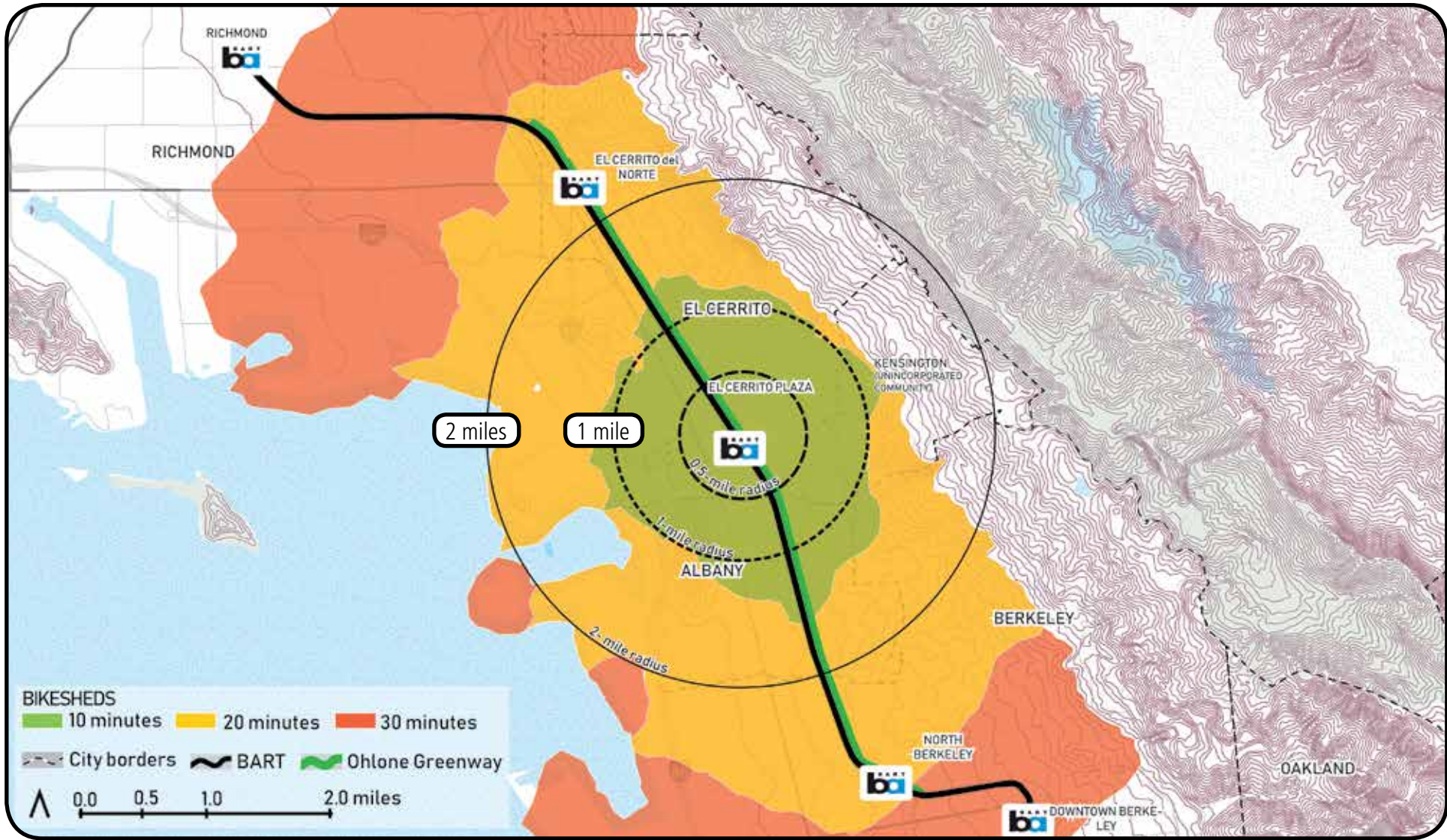


#### WALK TRAVEL TIMES FROM EL CERRITO PLAZA BART



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 STRUCTURED PARKING 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)



Credit: Steve Price, Urban Advantage



# El Cerrito Plaza Transit-Oriented Development

## Access and Transportation Improvements

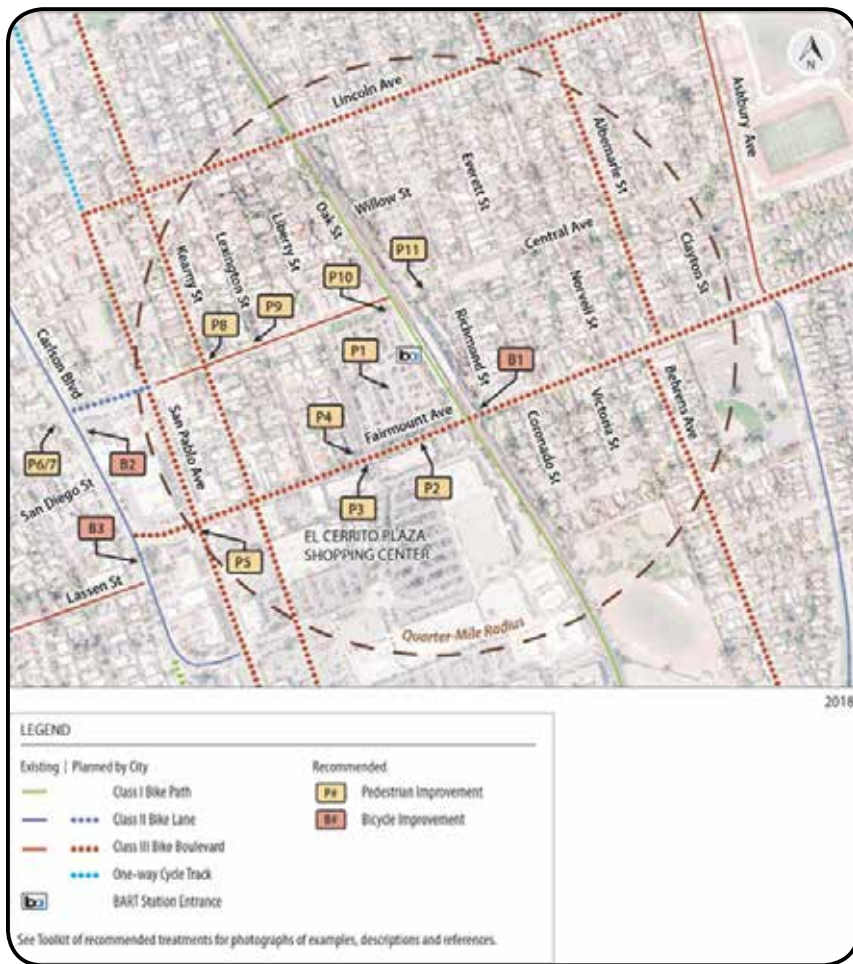


### STATION ACCESS IMPROVEMENTS

Goal: Make it easier, more convenient, and safer to travel to El Cerrito Plaza by modes other than driving and parking a Single-Occupancy-Vehicle.

#### PEDESTRIAN AND BICYCLE NETWORK IMPROVEMENTS

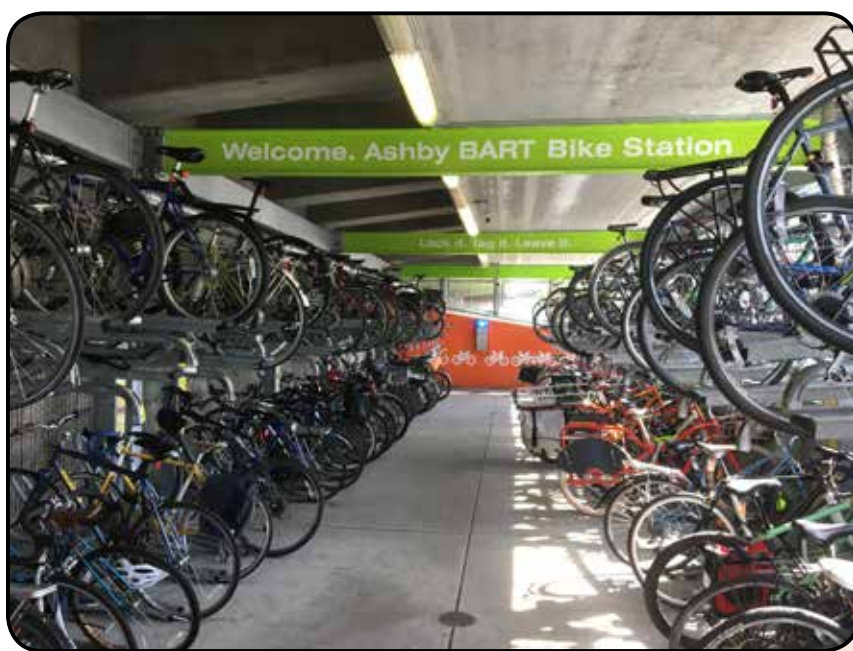
- Design and construct infrastructure improvements to the pedestrian and bicycle networks connecting people to El Cerrito Plaza
- Designed to make it safer, easier, and faster to walk, bike, or take other forms of non-auto transportation to the Station
- Examples include Rapid Rectangular Flashing Beacons (RRFBs), upgraded crosswalks, new or upgraded traffic signals, bike lanes or other bike separation treatments, new curb ramps, better street and bikeway lighting etc.



Source: Walk and Bicycle Network Gap Study, BART 2019. Ongoing effort to identify gaps and opportunities for improvement in the pedestrian and bicycle networks in the 1/2 mile around all BART Stations. (Study will be released in Fall 2019).

#### MORE SECURE BIKE PARKING

- Install more secure bike lockers
- Work with TOD developer to investigate possibilities for a secure bike station that could include bike retail, repair, and other amenities



Source: BART



#### TRANSIT ROUTE IMPROVEMENTS (IN PARTNERSHIP WITH AC TRANSIT)

- Work with AC Transit to identify transit infrastructure to improve transit frequency and reliability on routes serving El Cerrito Plaza
- Investigate possibilities for funding a circulator shuttle, and/or new transit route



Source: AC Transit

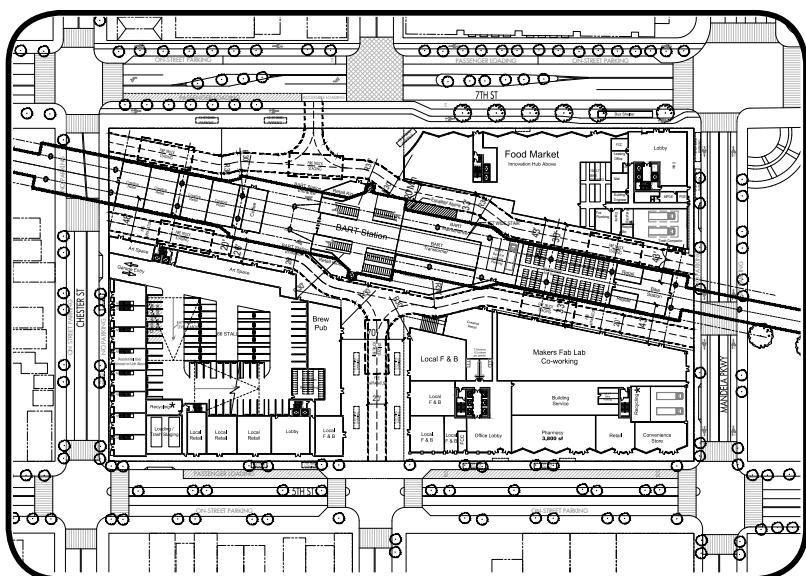
#### INCENTIVIZE CARPOOLS/SHARED VEHICLE AND "MICRO-MOBILITY"

- Prioritize parking for carpools and other shared vehicle like ZipCar/Car2Go
- Employ app-based carpool solutions to make carpooling easier and more efficient.
- Work with City and other stakeholders on policies aimed at micro- or shared-mobility services, like electric shared scooters and dockless bike share systems

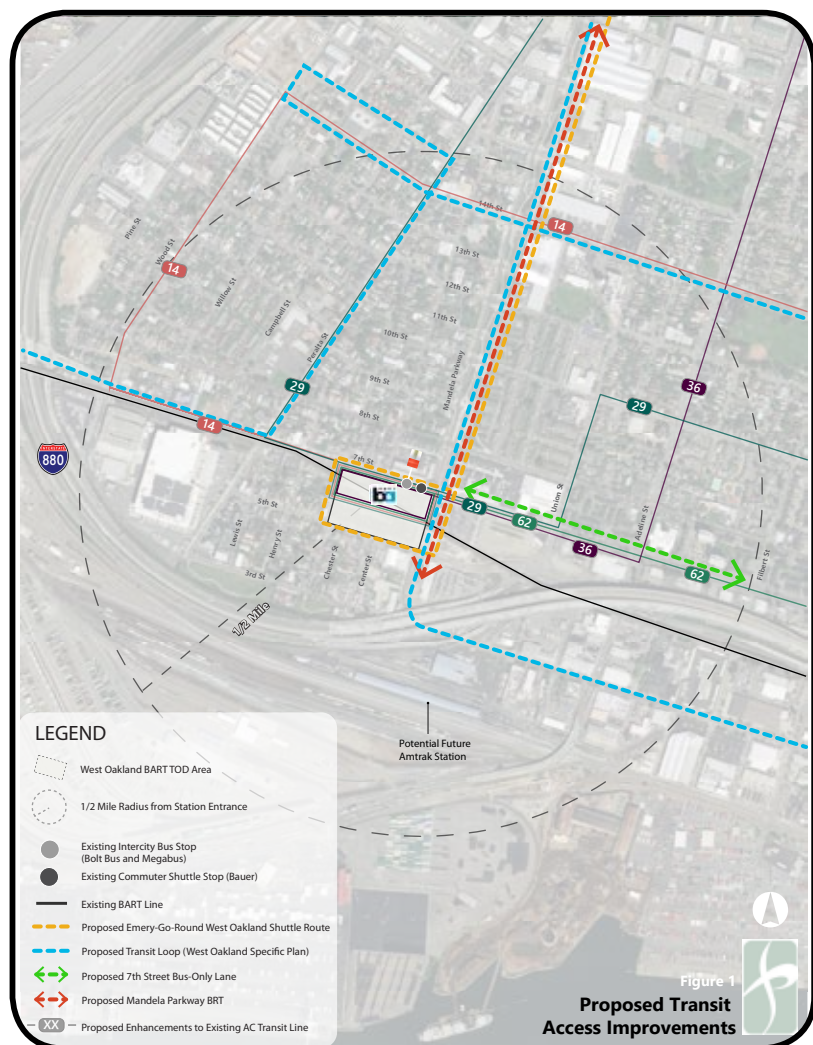
### ACCESS STUDY

BART requires all TOD Developers to complete an Access Study to analyze, design, and prioritize transportation network improvements around a proposed TOD in order to maintain and enhance station access.

- Involves stakeholder meetings with City, transit agencies, local community groups.
- Goal 1: Design the optimal site plan for a TOD to incentivize access to BART by sustainable modes (bike/walk/transit).
- Goal 2: Identify off-site improvements to ensure efficient and safe station access and circulation for all modes.



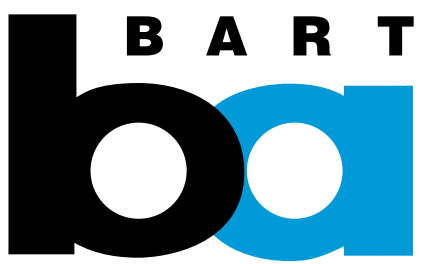
Source: West Oakland TOD Access Study. The Access Study team worked with the City of Oakland, ACTC, AC Transit, the local West Oakland Community, BART, and local advocacy groups to design a site plan (below) and a series of area studies (transit study at right) to support the West Oakland TOD.





# El Cerrito Plaza Transit-Oriented Development

## Parking Conditions and Public Feedback



### Existing Conditions - Street Parking around BART

People are already parking on El Cerrito City streets to access BART

THURS 12PM



SAT 12PM



Source: On-Street Parking Studies, Nelson Nygaard, 2019

Data shows more intense (red) parking utilization adjacent to BART on weekdays compared to weekends.

Figure 46 Blocks with Highest Average Occupancy

Block face	Street name, block boundaries, side of street	Parking type(s)	Street description	Average occupancy
Block 12	Richmond Street between Central and Fairmount (west side)	23 unlimited parking spaces	Residential street with convenient access to BART station	90%
Block 11	Richmond Street between Central and Fairmount (east side)	15 4-hour parking spaces	Residential street with convenient access to BART station	84%
Block 8	San Pablo Avenue between Fairmount and El Cerrito Plaza (west side)	17 1-hour parking spaces	Commercial block with retail and restaurants	78%

Source: On-Street Parking Studies, Nelson Nygaard, January 2019

The two block faces adjacent to Plaza BART station have the highest occupancy rates in the City (at right)

There is parking available around the Station during the day

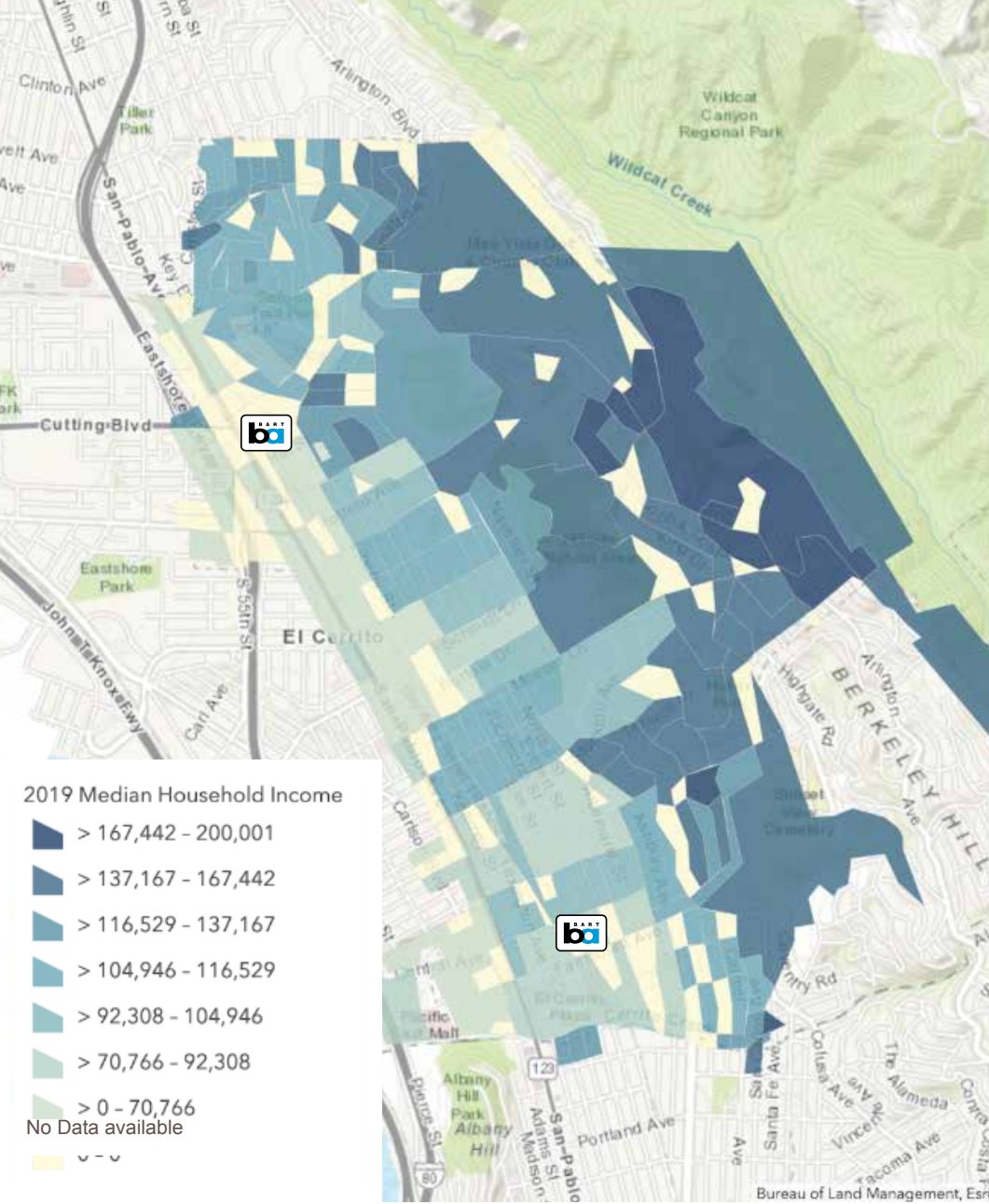
Total estimated existing parking capacity on-street	
Within 1/4 mile	1400
Within 1/2 mile	4100
Approximate on-street parking occupancy rate (mid-day Tuesday)	
Within 1/4 mile	50%
Within 1/2 mile	45%
Total available on-street parking with current mid-day utilization	
Within 1/4 mile	700
Within 1/2 mile	1900

There are approximately 700 spaces available during the mid-day weekday period on the residential streets immediately surrounding Plaza BART.

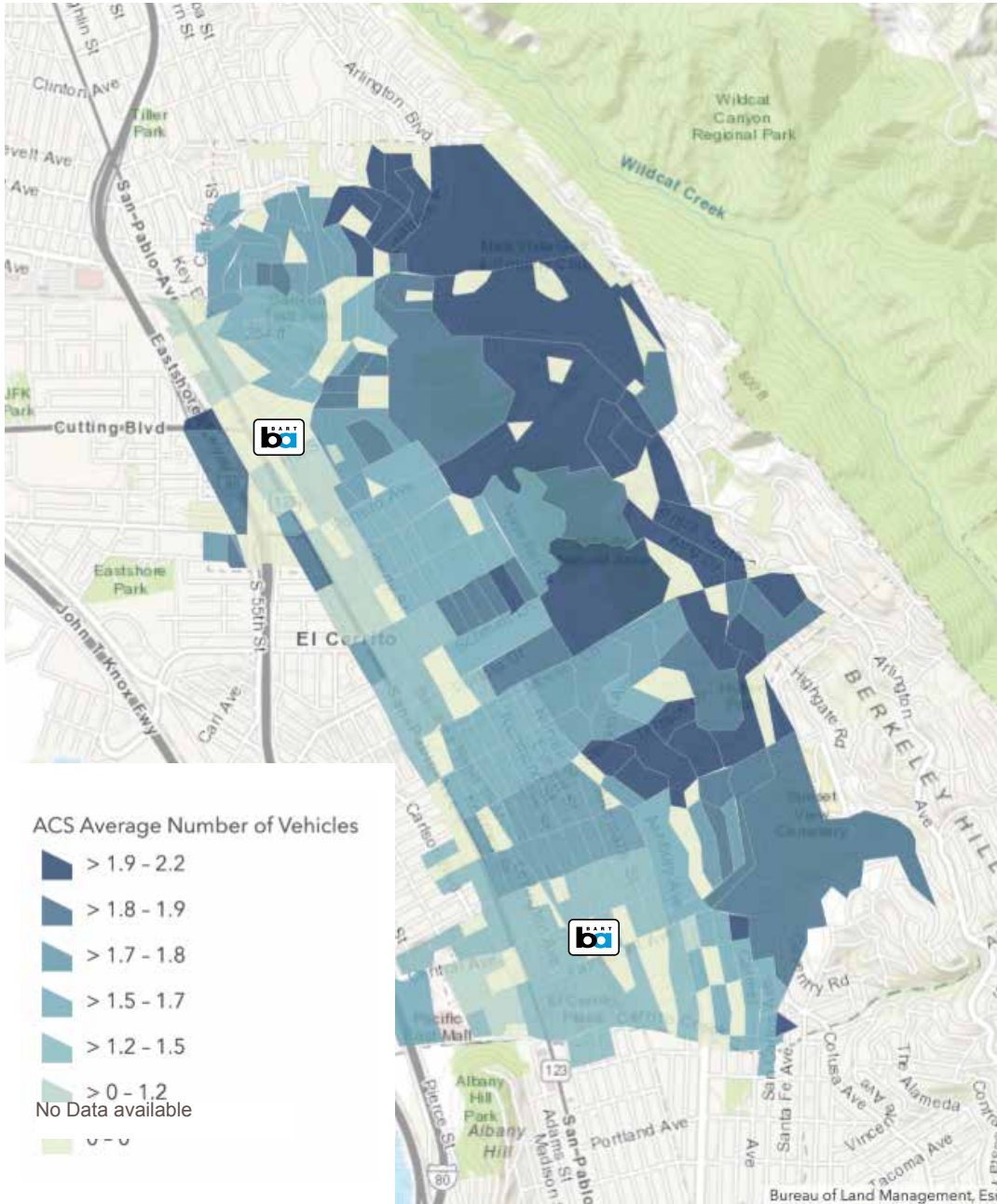
Source: On-street parking utilization assessment, ARUP, May 2019

People who live close to El Cerrito Plaza own fewer cars, earn less on average

Median Household Income



Vehicle Ownership



BART is working with the City to ensure that there will be parking available in close proximity to the Station for those who need to drive.

### Some Input That We've Heard

- "Build more and denser housing next to BART! The more people that live near BART, the less people reliant on driving"
- "If you have people coming to park in the neighborhood, there will be more cars on residential streets"
- "Housing affordability is a priority for the Bay Area, please incorporate as many affordable units as possible"
- "Along with housing, please incorporate community-serving facilities like a park, daycare center, or library"
- "I don't have parking on my street today - people park there to walk to BART"
- "This is a great opportunity to make Farimount an active downtown street"
- "AC Transit is not a good solution for people coming from the hills"
- "We need better first- and last-mile connections, bring BayWheels to El Cerrito and Albany"



# El Cerrito Plaza Transit-Oriented Development

## MANAGED PARKING DISTRICTS



Cities around the country are creating “Parking Benefits Districts” (PBDs) to manage parking availability through priced parking. To ensure higher density infill development improves access and minimizes traffic, cities are more actively managing parking to balance the diverse needs of visitors, businesses, commuters, and residents. With a PBD, a portion of the revenue collected from managed parking is returned to the blocks where it was collected. PBDs are often created with associated parking policies that ensure convenience and availability for drivers, through “demand responsive parking,” or “performance based pricing,” which allows periodical meter adjustments to match demand.


PBDs are defined as a geographic area, a district, where a portion of the parking revenue earned in that area is returned to that specific

area to finance local improvements. Revenues can be collected by meters or through a parking permits program. Examples of improvements are:

- Wayfinding and signage
- Landscaping and streetscape gardening
- Transit, pedestrian, and bicycle infrastructure improvements
- Additional parking enforcement
- Safety Ambassadors
- Community or business district events

PBDs could help the upcoming TOD by managing parking on city streets around the Station, ensuring residents have a place to park

### CASE STUDIES

	WALNUT CREEK	PASADENA	AUSTIN	WEST HOLLYWOOD
Downtown meter and/or garage revenue:	<div>\$8.5 million a year (in 2019)</div> <div></div>	<div>\$1.64 million a year (in 2016)</div> <div>As a result of these parking policy improvements, the city’s sales tax revenues for the district exceeded that of the neighboring suburban mall with lots of free parking, within 5 years of installing meters and rolling out significant business district and pedestrian safety improvements.</div> <div>Neighborhood expansions of PBD: Southlake, Civic Center/City Hall, Playhouse District</div>	<div>\$300,000 a year (in 2019)</div> <div>West Campus is a student area with older single family homes. In 2006, Austin established a density bonus program to create high rise student housing, which added demand to the parking supply. A PBD pilot program was established that neighborhoods could opt in to. The PBDs were temporary. Austin is now developing a permanent Parking and Transportation Management District.</div>	<div>\$450,000 a year (2019)</div> <div>West Hollywood’s two parking credit districts cover an area with old buildings and little land to build parking. The program allows businesses to purchase parking from the City to meet the requirements of the parking code</div>
Funded Projects:	<div>- downtown street beautification</div> <div>- free trolley connecting BART to downtown with 2 routes running 7 days a week, every 12 minutes on weekdays and 20 minutes on weekends</div> <div>- street lights</div> <div>- police officers</div> <div>- downtown events to promote local business</div>	<div>- monthly maintenance</div> <div>- tree grates</div> <div>- pedestrian alleys</div> <div>- lighting improvements</div> <div>- crosswalks</div> <div>- street furniture</div> <div>- pedestrian and bicyclist safety and improvements</div> <div>- safety</div>	<div>- improved sidewalks</div> <div>- crosswalks</div> <div>- transit shelters</div> <div>- bike lanes</div> <div>- curb ramps</div> <div>- street trees</div>	<div>- parking improvement fund</div> <div>- garages and lots,</div> <div>- maintenance,</div> <div>- all administrative costs, employee salaries</div>
Total number of spaces:	<div>3,000</div>	<div>Boundary: 22 blocks – mostly restaurants, some retail</div> <div>Meters operate from 11 am to 2 am, with 1 to 2 hour time limits. The first 90 minutes are free at 3 Park &amp; Walk garages</div>	<div>96 in pilot; adding 200 in permanent</div>	<div>2,500</div>

