

2.0 VISION

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2.1 COMMUNITY OUTREACH PROCESS

Public participation has shaped the Specific Plan for the three project corridors. The following describes community participation and input.

WALKING TOUR

The consultant team and City staff conducted a walking tour to:

- Identify key land use issues;
- Identify underutilized sites and vacant properties that provided opportunities for revitalizing land use and improving the character of the three corridors; and
- Discuss ways to improve the three project corridors.

The opportunity and constraints discussion is a snapshot of the conditions and initial analysis of potential improvements (See Chapter 3: Existing Conditions) that resulted from this site walk.

PUBLIC WORKSHOP #1 – NOVEMBER 29, 2007

The first community workshop was attended by approximately 20 community members who identified values, visions, challenges, and opportunities that would be used to steer land use consideration for the Specific Plan Areas. These included:

- Desire for more entertainment and dining options,
- A preference for a blend of single-family housing and mixed-use development.
- Interest in strengthening San Pablo Avenue as “the City’s cultural, civic, and historic core;”
- Enhancing Pinole Valley Road as the “gateway” into Pinole;
- Desire for an improved pedestrian experience in commercial areas with more landscaping and façade improvements along individual properties; and
- Interest in strong and consistent public improvements (e.g. street lighting and street trees).



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PRESENTATION TO PLANNING COMMISSION/STEERING COMMITTEE AND PUBLIC – MARCH 10, 2008

After reviewing background information, opportunities and constraints analysis, initial vision statements, and urban design goals, the Planning Commission/Steering Committee and public provided input that was incorporated into the alternatives.



PUBLIC WORKSHOP #2 – JUNE 5, 2008

Economic analysis and two vision alternatives for each Specific Plan corridor were presented to participants who also participated in land use exercises related to community goals. While the concepts and visions were strongly supported, participants emphasized the need for activities targeting youth and families.

WORKING SESSION WITH CITY STAFF, PLANNING COMMISSION/STEERING COMMITTEE, AND PUBLIC – JUNE 25, 2008

The Planning Commission/Steering Committee and members of the public reviewed community feedback from the June 5 workshop and discussed/refined alternatives and selected a preferred land use alternative for each study corridor. The preferred land use maps for the three Specific Plan Areas are shown in sections 6.5, 6.6, and 6.7.

SPECIFIC PLAN INITIATION – NOVEMBER 29, 2007

Nineteen people attended a public workshop to initiate the Specific Plan preparation. At the workshop, the community was able to:

- Confirm the desired project boundaries;
- Describe their vision for the project area;
- Identify desirable and undesirable land uses; and
- Discuss opportunities and challenges for the Specific Plan to address.

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PRESENTATIONS TO PLANNING COMMISSION/STEERING COMMITTEE, AND PUBLIC – JULY 14 AND AUGUST 11, 2008

Refined land use alternatives were presented to the Planning Commission/Steering Committee in response to comments on the following topics:

- Potential parking solutions
- Specific Plan Area development procedures and administration
- Confirmation of the preferred land use alternatives

Presentation to the Planning Commission/Steering Committee, and Public – December 11, 2008

Between 40 and 50 people attended this community meeting to discuss the major demographic and economic trends for Pinole as identified by BAE. This meeting also provided a forum for discussing potential changes in land use and circulation that could advantageously position the City to respond to changing market conditions. Specifically, this meeting provided an opportunity for the community to consider increasing residential densities and narrowing San Pablo Avenue in Old Town. Based on Steering Committee input, the Specific Plan includes sites where development densities of 40 – 50 units per acre may be appropriate, and includes plans to narrow San Pablo Avenue to two lanes.

PRESENTATIONS TO PLANNING COMMISSION/STEERING COMMITTEE, AND PUBLIC – JANUARY 26, THROUGH MAY 11, 2009

After Circulating the Public Draft Specific Plan, the Steering Committee conducted a series of meetings to solicit and provide input and direction on the Specific Plan. At these meetings, the Steering Committee had an opportunity to refine Specific Plan chapters in response to community issues and provide direction on land use, circulation and development standards as follows:

- **January 26, 2009** – Specific Plan overview
- **February 23, 2009** – Review Chapters 1 – 4
- **March 9, 2009** – Review Chapters 5 & 6
- **March 23, 2009** – Review Chapters 7 – 11

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- **April 27, 2009** – Review stakeholder (e.g. EDHAC, TAPS, DPW) input
- **May 11, 2009** – Review land use and parking standards

2.2 VISION

The community identified a separate vision for each of the three Specific Plan Areas, and the Specific Plan proposes urban design principles, plans, standards, and guidelines to implement these visions.

VISION FOR SAN PABLO AVENUE

- *Old Town has a strong sense of place as the City's cultural, civic, and historic core that could transition from a small-scale network of specialty retail and services, to a mixed-use district with diverse residential and employment opportunities, to local and regional service uses.*
- *High-quality streetscape improvements and clearly defined walkways could be used to identify Old Town as a special destination rather than a bypass to the next jurisdiction.*
- *San Pablo Avenue provides vital economic development opportunities that can support diverse uses that serve the needs of local residents and visitors.*
- *San Pablo Avenue provides opportunities to enhance streets, sidewalks, walking paths, and bicycle lanes that connect with the San Pablo Bay, public transportation, surrounding neighborhoods, and other area parks, landmarks, and attractions.*
- *Streets should be made attractive by utilizing landscaping and street furniture.*
- *San Pablo Avenue can support several pedestrian "nodes" where visitors can park once and walk to several destinations.*
- *San Pablo Avenue should include gateway entry statements into both the City and Old Town.*
- *Development standards should support pedestrian-scale buildings and promote coordinated street furnishings and enhanced landscaping.*
- *Streetscape improvements should incorporate gateway features that let travelers know that they are entering Pinole and Old Town.*

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VISION FOR PINOLE VALLEY ROAD

- *Maintain the “Charming” scale and character of existing residential neighborhoods;*
- *Landscaping and streetscape improvements should be used to create a sense of security for pedestrians.*
- *A wide range of uses should be encouraged and accommodated along Pinole Valley Road to ensure that needed goods and services are available and to provide opportunity for new and unique businesses.*
- *The circulation system should encourage pedestrian activity and efficiently move automobile traffic. Pedestrian and bicycle access to Old Town should be added north and south of Interstate 80 along Pinole Valley Road with links to the Pinole Valley Creek trail.*
- *Pinole Valley Road will serve as a gateway into Pinole with widened sidewalks and landscaped plazas that can accommodate various outdoor activities.*
- *Streetscape improvements should convey a clear community identity to people visiting from outside Pinole.*
- *Pinole Valley Road should include gateway entry statements into both the City and Old Town.*

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VISION FOR APPIAN WAY

- *Appian Way is a thriving retail and service hub for the community and region with new open space and gathering places and well-integrated circulation for pedestrians, bicyclists, and vehicles.*
- *Appian Way will provide opportunity for new and unique businesses and catalyst projects.*
- *The Appian Way corridor will continue to function as the primary north/south automobile route in the City while also providing more opportunities for pedestrians and cyclists.*
- *Improvements will be made along the corridor to enhance pedestrian and cycling opportunities and safety along the busy corridor. The existing 1-80 Class III Bike Route along Appian Way from San Pablo Avenue to the south city limits will undergo upgrades to create designated bike lanes and improve cyclist safety. Additionally, pedestrian safety will be improved along Appian Way from the junior high school, across the I-80 interchange, and within and around the Appian Way shopping centers.*
- *Commercial parking lots will provide convenient and attractive locations to leave the car while walking to several destinations connected by well-landscaped sidewalks and pedestrian corridors.*
- *Appian Way will serve as a regional gateway into Pinole at the I-80 interchange and at the city limits boundary with El Sobrante. These areas would benefit from improved landscaping and streetscaping including street trees, landscaped medians, street furniture, unique gateway monuments, innovative directional signage, and attractive street lighting.*

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2.3 URBAN DESIGN PRINCIPLES

Input from the public outreach process identified the urban design principles discussed below for all Specific Plan areas as well as for the individual Specific Plan areas.

URBAN DESIGN PRINCIPLES APPLICABLE TO ALL SPECIFIC PLAN AREAS

1. Land Use and Economic Development

- Support the development of local-oriented services and encourage and support the local economy.
- Encourage a mix of uses that complement and support one another and attract local consumers and regional shoppers.
- Reduce the potential for conflict between residential and non-residential land uses.
- Develop standards and guidelines should support the vision of the Specific Plan and attract investment.
- Encourage and provide incentives for target uses such as movie theaters, sit-down restaurants, and civic theaters.

San Pablo Avenue

- Encourage a mix of uses that complement and support one another and attract both local consumers and regional shoppers.
- Support diverse land use by targeting mixed-use development that can attract additional residential, live-work, office, and employment uses along with retail, restaurant, and entertainment uses.
- Preserve the historic character and resources of Old Town.

Pinole Valley Road

- Identify opportunity sites near Interstate 80 and maximize the potential for those areas to develop/redevelop over time.
- Encourage business diversity to attract office workers during the day and provide a destination for individuals and families at night and on the weekend.

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- Develop standards and guidelines that support the vision of the Pinole Valley Road Specific Plan and attract investment.
- Support redevelopment of existing retail centers by allowing higher densities and considering reductions in on-site parking requirements.

Appian Way

- Support a mix of uses that complement and support one another and attract local consumers and regional shoppers.
- Specifically encourage the redevelopment of the Doctors Medical Center complex.
- Improve and renovate the outdated Appian 80 Shopping Center so that it can attract and keep desirable tenants, and also improve the layout and aesthetics of the Appian/Fitzgerald Shopping Center.
- Encourage the redevelopment of the residential properties fronting Appian Way south of I-80 into commercial sites.
- Create active use open space parkland on the hill including nature trails and pathways.
- Concentrate regional-serving commercial development along the I-80 corridor.

2. Circulation

- Enhance pedestrian circulation and improve safety at appropriate pedestrian crossings to improve the walkability of the corridors.
- Enhance auto circulation and reduce congestion at appropriate locations and crossings.
- Improve public transportation connections to BART and the WestCAT J line and maximize safety through shelter, lighting, signage, and visibility.
- Enhance connections between neighborhoods, the Bay, and other recreational opportunities.

San Pablo Avenue

- Strengthen bicycle connections along the San Pablo Avenue corridor between Old Town and Appian Way.

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- Strengthen pedestrian connections between Tennent Avenue by widening and making existing sidewalks continuous within the corridor, adding bike routes and paths along the corridor.
- Narrow San Pablo Avenue in Old Town to improve walkability.

Pinole Valley Road

- Strengthen pedestrian connections between Pinole Valley Shopping Center and the Valley (south of Interstate 80) by widening and making existing sidewalks continuous within the corridor, adding bike routes and paths along the corridor.
- Improve public transportation connections between the Valley (south of I-80) and the Pinole Valley Shopping Center and maximize safety through shelter, lighting, signage, and visibility.
- Improve and create visual and physical linkages to Pinole Valley Creek via bike paths, pedestrian walkways, and amenities and by orienting commercial uses toward the creek and to the edge of Pinole Valley Road.

Appian Way

- Strengthen bicycle connections along the Appian Way corridor between Old Town and the Appian Way shopping centers.
- Strengthen pedestrian connections between the junior high school and the Appian Way shopping centers.

3. Parking

- Establish on-site parking requirements for non-residential uses and discourage off-site parking that may impact nearby residential areas.
- To the maximum extent feasible, provide parking that is available, convenient, and unobtrusive.
- Ensure adequate pedestrian and vehicular connections between parking lots in commercial areas to encourage shared parking.

San Pablo Avenue

- Encourage on-street parking and support additional parking by building a parking garage.

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Pinole Valley Road

- Encourage additional retail development at the shopping center by reducing the number of existing excess parking spaces and enhancing pedestrian connection.

4. Focal Point, Aesthetics, Landscaping, Lighting, and Signage

- Streetscape and landscape improvements should include attractive gateways and signage, green spaces, public art, and distinctive décor that contribute to a clean, safe, and entertaining small town atmosphere.
- Establish consistency in street lighting, streetscape furnishings and fixtures, and landscape improvements.
- Encourage business reinvestment to (1) increase the density and optimize development potential of the corridors, (2) improve landscaping throughout the site, and (3) update signage programs.