

Pinole Specific Plan

Chapters 1 - 4



City of Pinole

Steering Committee Meeting
February 23, 2009



Overview

- Chapter 1 – Introduction
- Chapter 2 – Vision
- Chapter 3 – Existing Conditions
- Chapter 4 – Economic Development Strategy
- Next Steps

Chapter 1 - Introduction



Purpose and Intent
Relationship to Other Plans
Define the Project Area



Specific Plan Purpose

- The Specific Plan was identified as the best tool to link the General Plan Vision, Redevelopment objectives, zoning requirements and design guidelines.
- A Specific Plan is a regulatory and economic development tool that local governments use to implement their General Plan and to guide development in a well-defined sub-area of the community.



Corridor Visions

- San Pablo Avenue – A major thoroughfare in the East Bay, San Pablo Avenue is central to supporting community aims of attracting new retail and service industry, while achieving more diverse residential development that can be served by transit.
- Pinole Valley Road – Functioning as a shopping and service corridor, Pinole Valley Road has attracted new retail and medical facilities, while providing opportunities for higher-density residential development, improved open space access, enhancements to Pinole Creek, and improve automobile flow and pedestrian and bicycle circulation.
- Appian Way – Home to large-scale shopping and medical care facilities, this service corridor has the potential to attract new retail and higher-density residential development, while simultaneously improving open space access, automobile flow, and pedestrian and bicycle circulation.



Objectives

- Preserve the character of Pinole, while:
 - Supporting commercial and residential developments that can function as the catalyst for economic revitalization;
 - Enhancing Old Town Pinole as a vibrant, pedestrian-oriented commercial destination with a strong civic identity;
 - Encouraging Transit Oriented Development (TOD) within the Priority Development Areas (PDA) on San Pablo Avenue and Pinole Valley Road;
 - Supporting economic development that will bring more housing, retail, and employment opportunities to the community.

Specific Plan Organization

- 1.0 Introduction & Background
- 2.0 Vision
- 3.0 Existing Conditions
- 4.0 Economic Development Strategy
- 5.0 Circulation
- 6.0 Land Use Standards
- 7.0 Private Realm Standards and Design Guidelines
- 8.0 Public Realm Standards and Design Guidelines
- 9.0 Infrastructure and Public Facilities
- 10.0 Implementation (Will Follow)

- Appendix:



Relationship to Other Plans

- **The City of Pinole General Plan**
 - The Specific Plan must be consistent with, and is intended to implement the City's General Plan vision, goals, and policies and implementation actions as they apply to the three corridors.

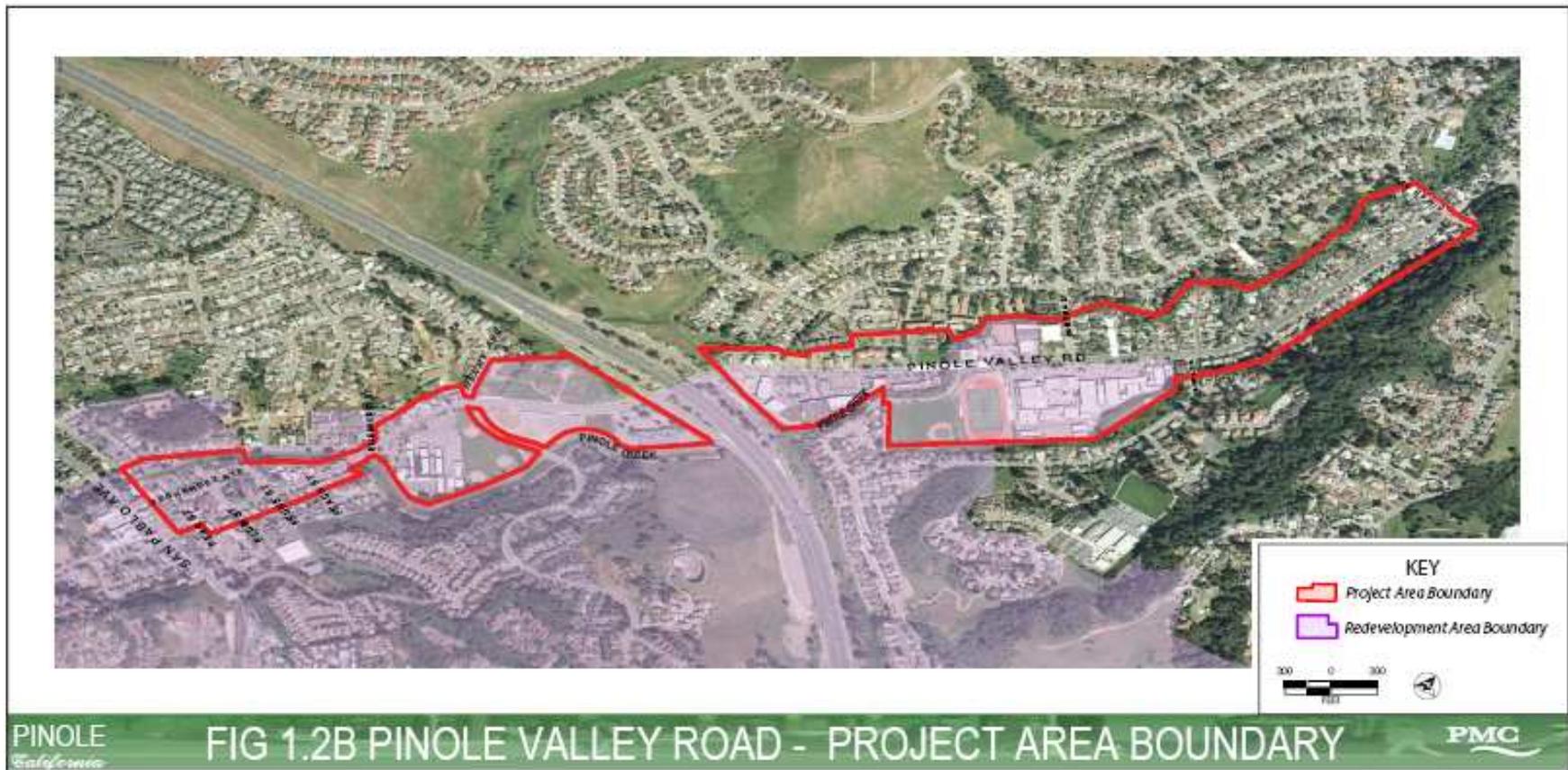
- **The City of Pinole Zoning Ordinance (PMC Title 17)**
 - This Specific Plan document customizes many of the standards and regulations found in the City Zoning Ordinance to help achieve the vision for the three corridors.
 - ◆ Where the Specific Plan conflicts with the requirements of the City of Pinole's Zoning Ordinance, the Specific Plan provisions will take precedence.
 - ◆ Where the Specific Plan is silent on a topic, the Pinole Municipal Code requirements remain in force (e.g., allowable sign area).

- **City of Pinole Residential Design Guidelines**
 - The Citywide Residential Design Guidelines supplement the Zoning Code development standards with more detailed provisions that govern the site and architectural character of residential development.

San Pablo Avenue



Pinole Valley Road



Appian Way



Chapter 2 - Vision



Vision Urban Design Principles



Vision for San Pablo Avenue

- Old Town has a strong sense of place as the City's cultural, civic, and historic core and home 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 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, parks, landmarks, and attractions.
- San Pablo Avenue can support several pedestrian "nodes" where visitors can park once and walk to several destinations.
- San Pablo Avenue should include "gateways" at the City limits and in Old Town.
- Development standards should support pedestrian-scale buildings and promote coordinated street furnishings and enhanced landscaping.



Vision for Pinole Valley Road

- Maintain the “Charming” scale and character of 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 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.



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 pedestrian, bicycle, and vehicle circulation.
- Appian Way provides opportunity for new and unique businesses and catalyst projects.
- The corridor will continue to function as the primary north/south automobile route in the City while providing more opportunities for pedestrians and cyclists.
- Pedestrian and cycling opportunities and safety should be enhanced. The existing Class III Bike Route from San Pablo Avenue to the City limits should include designated bike lanes. Pedestrian safety should be improved between the junior high school, across I-80 and within and around the Appian Way shopping centers.
- Commercial parking lots could provide convenient and attractive locations to leave the car while walking to several destinations that are connected by well-landscaped sidewalks and pedestrian corridors.
- “Gateways” into Pinole at the I-80 interchange and at the City limits could be better defined with landscape and streetscape, street furniture, gateway monuments, innovative directional signage, and attractive lighting.



Urban Design Principles

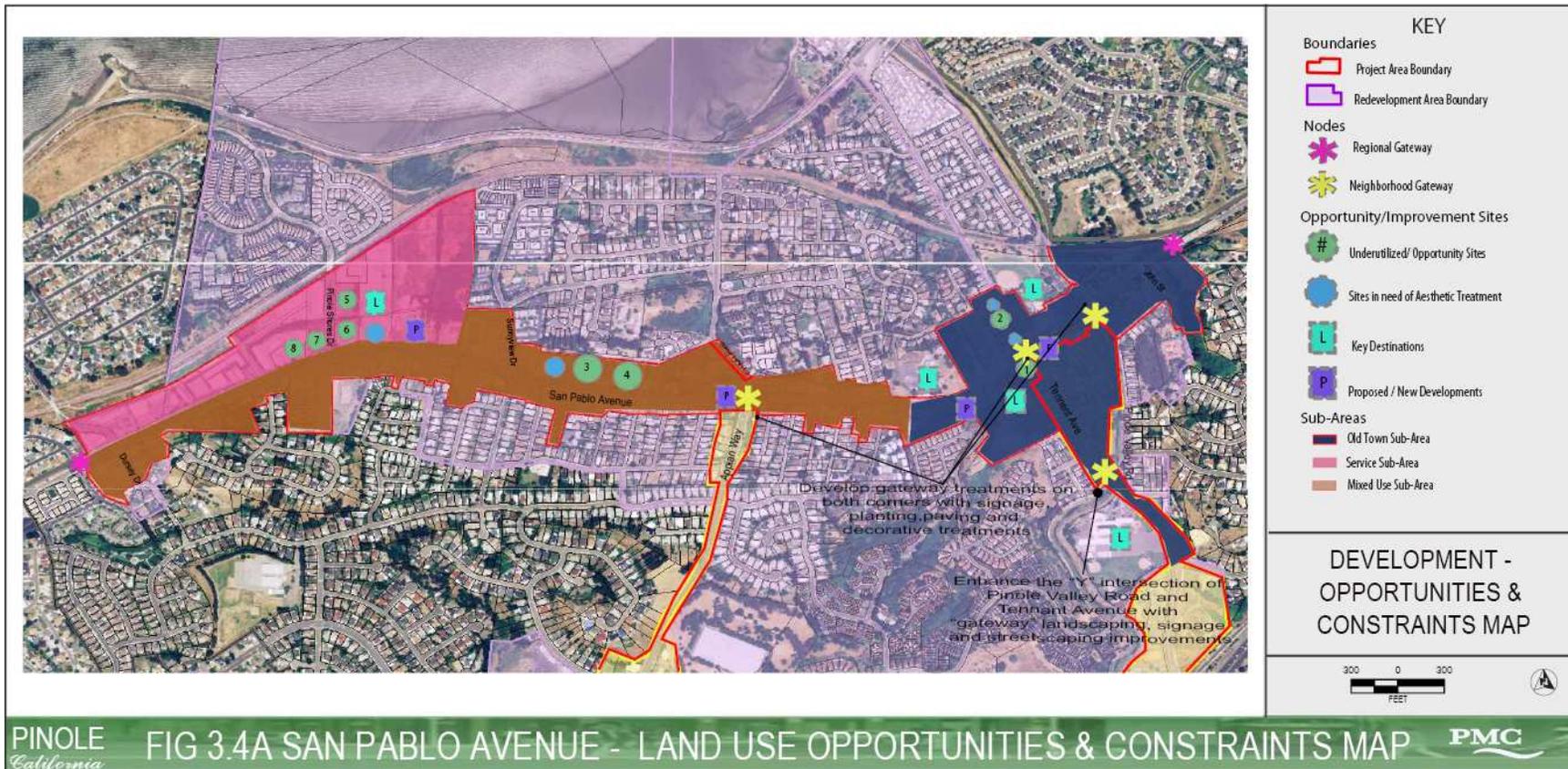
- **1. Land Use and Economic Development**
 - Support the development of local-oriented services and encourage and support the local economy.
 - Encourage a mix of uses that complement and support one another and attract local consumers and regional shoppers.
 - Reduce the potential for conflict between 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.
 - Support, retention and expansion of existing local businesses.
- **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.
- **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.
- **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.

Chapter 3 – Existing Conditions



Existing Conditions Opportunities and Constraints

Land Use Opportunities/Constraints San Pablo Ave.



Land Use Opportunities/Constraints Pinole Valley Rd.



KEY	
Boundaries	
	Project Area Boundary
	Redevelopment Area Boundary
Nodes	
	Regional Gateway
	Neighborhood Gateway
Opportunity/Improvement Sites	
	Underutilized/ Opportunity Sites
	Sites in need of Aesthetic Treatment
	Key Destinations
	Proposed / New Developments
Sub-Areas	
	Old Town Sub-Area
	Service Sub-Area
	Residential Sub-Area

DEVELOPMENT - OPPORTUNITIES & CONSTRAINTS MAP



Circulation Opportunities/Constraints Pinole Valley Rd.

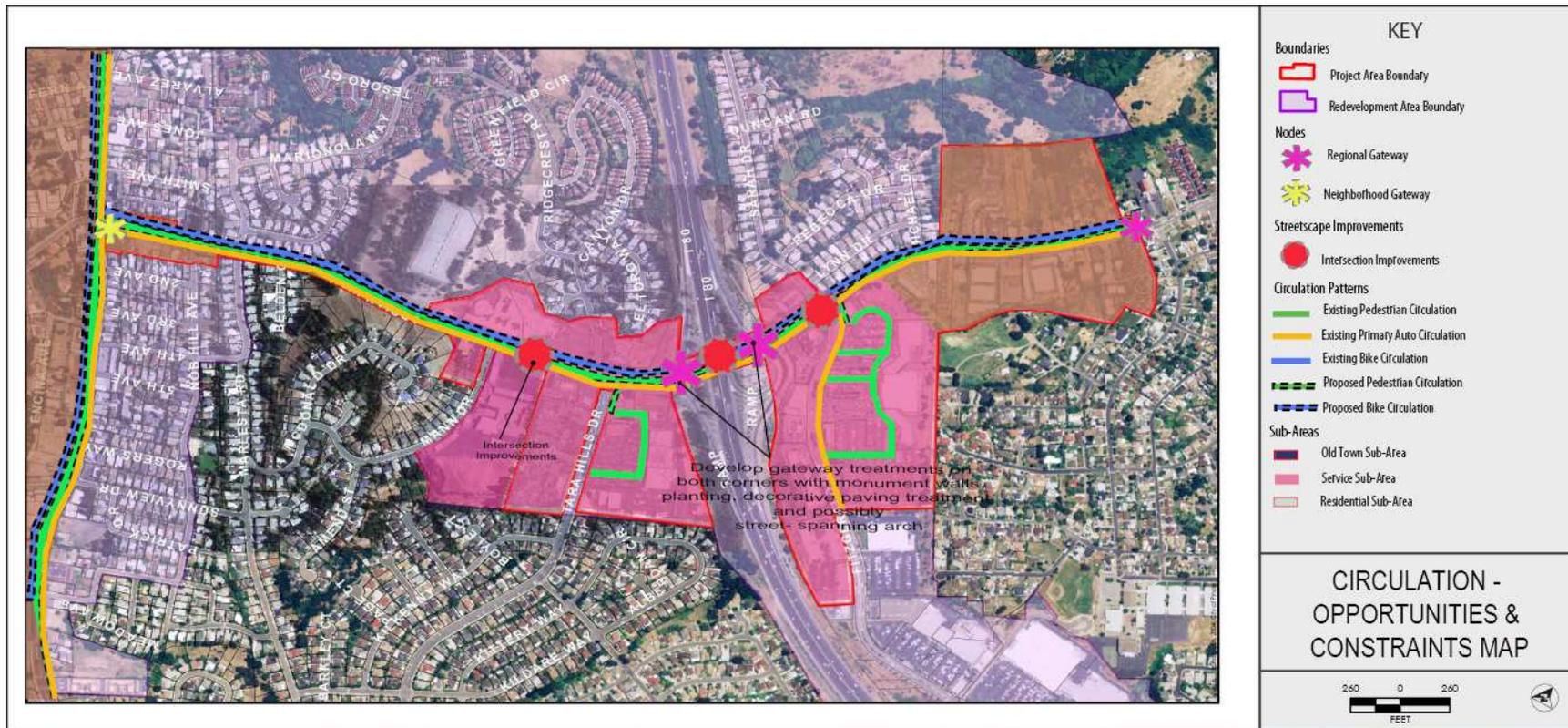


KEY	
Boundaries	
	Project Area Boundary
	Redevelopment Area Boundary
Nodes	
	Regional Gateway
	Neighborhood Gateway
Streetscape Improvements	
	Intersection Improvements
Circulation Patterns	
	Existing Pedestrian Circulation
	Existing Primary Auto Circulation
	Existing Bike Circulation
	Proposed Pedestrian Circulation
	Proposed Bike Circulation
Sub-Areas	
	Old Town Sub-Area
	Service Sub-Area
	Residential Sub-Area
CIRCULATION - OPPORTUNITIES & CONSTRAINTS MAP	

Land Use Opportunities/Constraints Appian Way



Circulation Opportunities/Constraints Appian Way



Chapter 4 – Economic Development



Economic Development Strategy Opportunity Sites



Economic Development Goals

- Support commercial and residential developments that can function as the catalyst for economic revitalization and further the City's goals and objectives;
- Enhance Old Town Pinole as a vibrant, pedestrian-oriented commercial destination with a strong civic identity;
- Encourage Transit Oriented Development (TOD) within the Priority Development Areas (PDA) on San Pablo Avenue and Pinole Valley Road;
- Promote ecological, social, and business sustainability in Pinole by maintaining ecological functions and productivity into the future while meeting the present and future needs of Pinole without compromising the ability of future generations to meet their needs;
- Support economic development that will bring more housing, retail, and employment to the community; and
- Identify opportunity sites and priority projects for the City.



Priority Projects

- **Are economically viable;**
- **Have the potential to develop in the near term;**
- **Have the potential to stimulate other development;**
- **Provide diverse housing opportunities;**
- **Strengthen Old Town as a vibrant commercial center;**
- **Take advantage of high traffic areas; and**
- **Enhance the Priority Development Area objectives of supporting transit, pedestrian, and bicycle travel.**

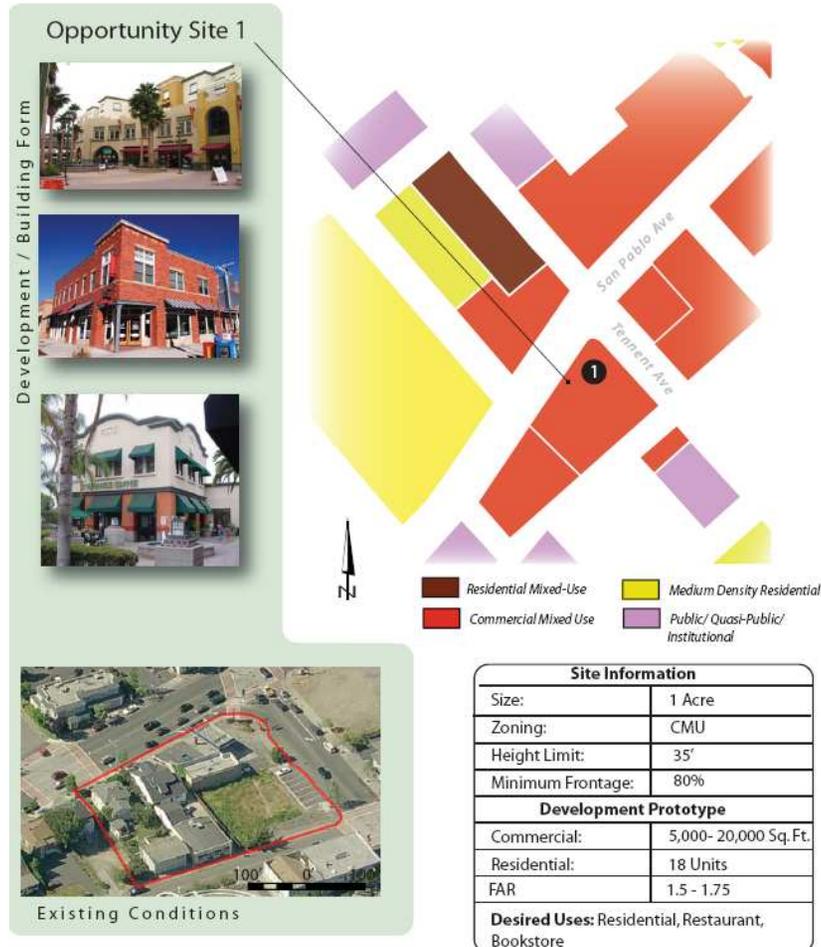


San Pablo Objectives and Opportunities

- Attract higher-density residential development to key locations that support local-serving and specialty business,
- Grow community and civic uses to anchor Old Town,
- Support industrial use at the south end of the avenue that can serve the local and regional demand for green industries.

San Pablo Avenue – Site 1

Fig4.7 San Pablo Avenue - Old Town District:
Opportunity Site 1



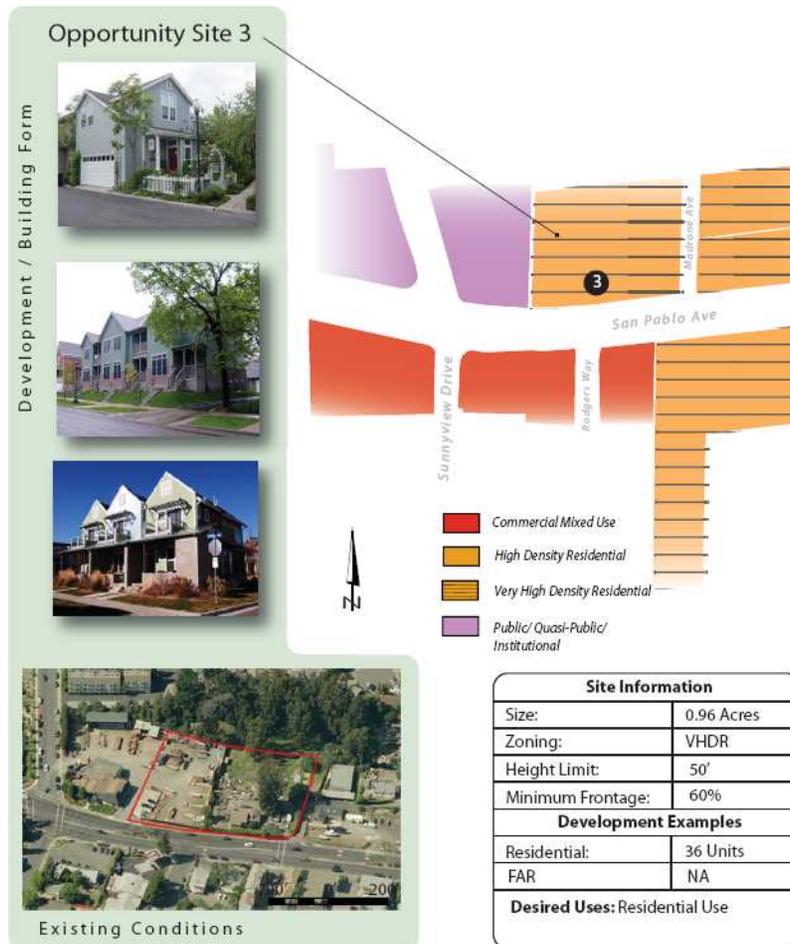
San Pablo Avenue – Site 2

Fig 4.8 San Pablo Avenue - Old Town District
Opportunity Site 2



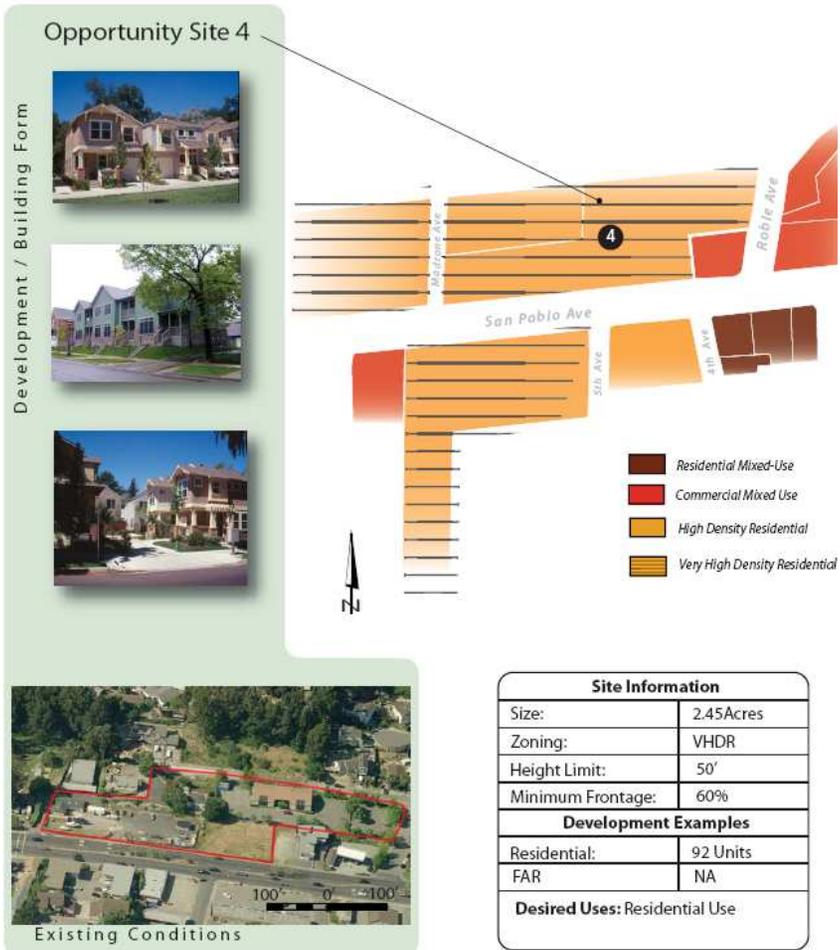
San Pablo Avenue – Site 3

Fig 4.9 San Pablo Avenue - Mixed Use District
Opportunity Site 3



San Pablo Avenue – Site 4

Fig 4.10 San Pablo Avenue - Mixed Use District:
Opportunity Site 4



San Pablo Avenue – Site 5

Fig 4.11 San Pablo Avenue - Service District:
Opportunity Site 5



San Pablo Avenue – Site 6

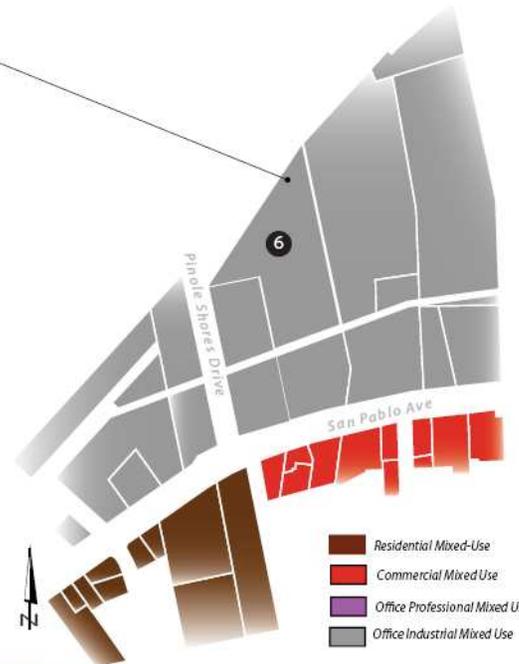
Fig 4.12 San Pablo Avenue - Service District:
Opportunity Site 6

Opportunity Site 6

Development / Building Form



Existing Conditions



Site Information

Size:	2.34 Acres
Zoning:	OIMU
Height Limit:	50'
Minimum Frontage:	30%

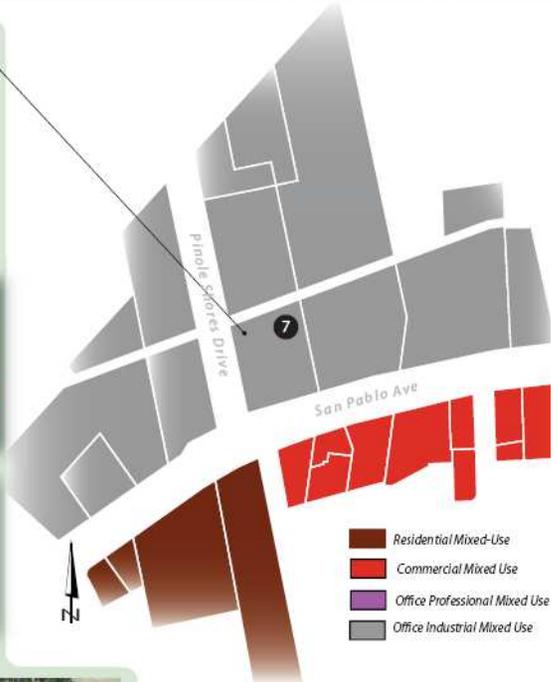
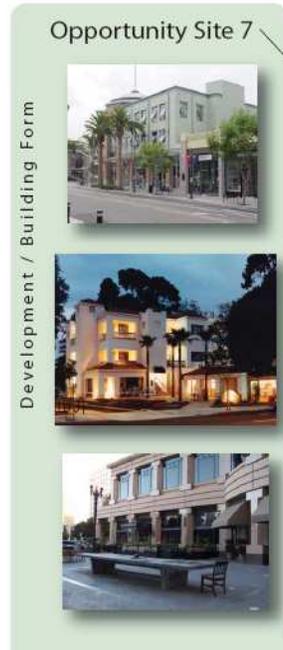
Development Examples

Industrial:	26,000 Sq. Ft.
FAR	25%

Desired Uses: Green Industry

San Pablo Avenue – Site 7

Fig 4.13 San Pablo Avenue - Service District:
Opportunity Site 7



Site Information	
Size:	1.28 Acres
Zoning:	OIMU
Height Limit:	50'
Minimum Frontage:	30%
Development Examples	
Industrial:	11,000 Sq. Ft.
FAR	25%
Desired Uses: Office / Flex	

San Pablo Avenue – Site 8

Fig 4.14 San Pablo Avenue - Service District:
Opportunity Site 8





Pinole Valley Objectives and Opportunities

- Capitalize on revitalized retail centers south of Interstate 80,
- Encourage new medical office use north of Interstate 80,
- Revitalize Pinole Creek as a natural amenity with a trail system connecting the commercial uses adjacent to Interstate 80 via downtown to San Pablo Bay and the Bay Trail.

Pinole Valley Road – Site 1

Opportunity Sites: Potential Development Diagram

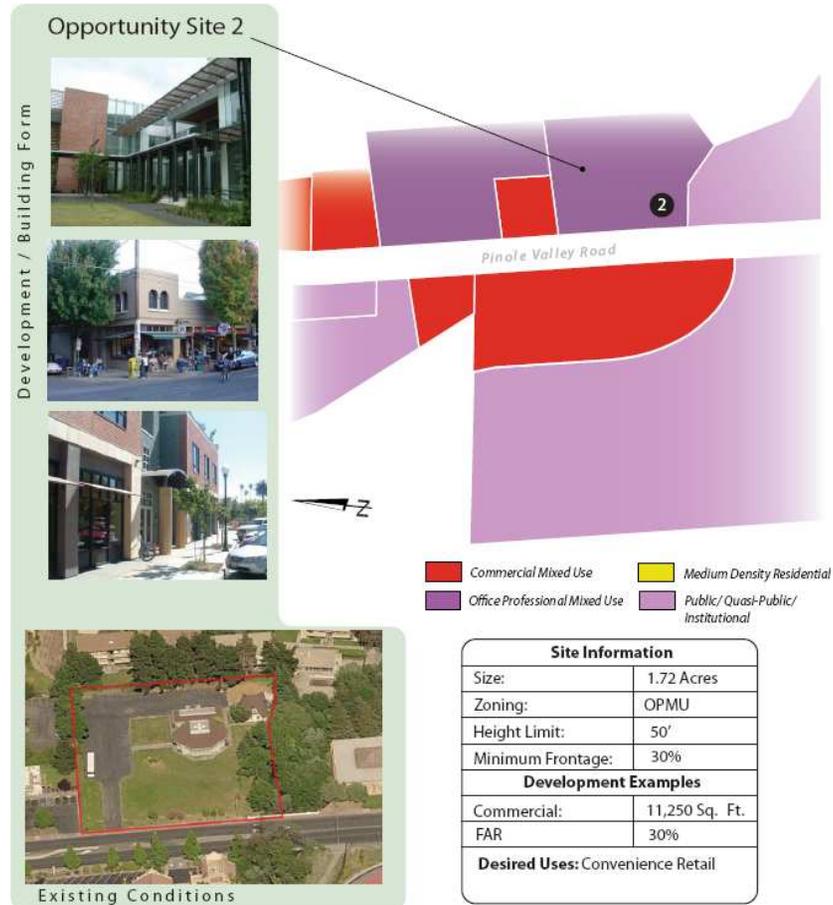
Fig 4.20 Pinole Valley Road - Service District:
Opportunity Site 1



Pinole Valley Road – Site 2

Opportunity Sites: Potential Development Diagram

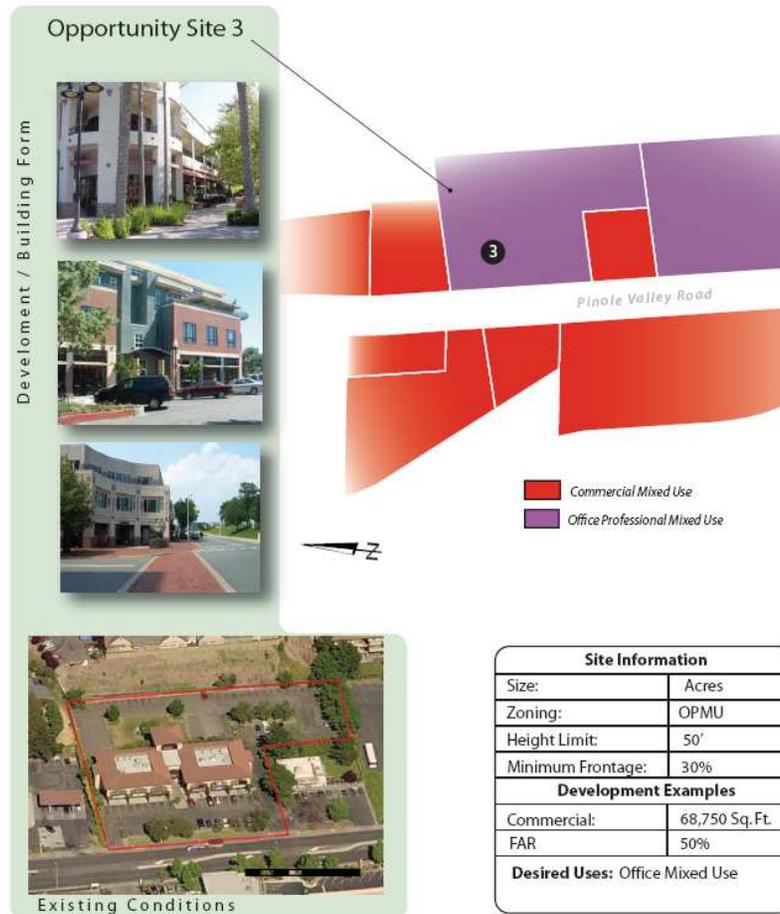
Fig 4.19 Pinole Valley Road - Service District:
Opportunity Site 2



Pinole Valley Road – Site 3

Opportunity Sites: Potential Development Diagram

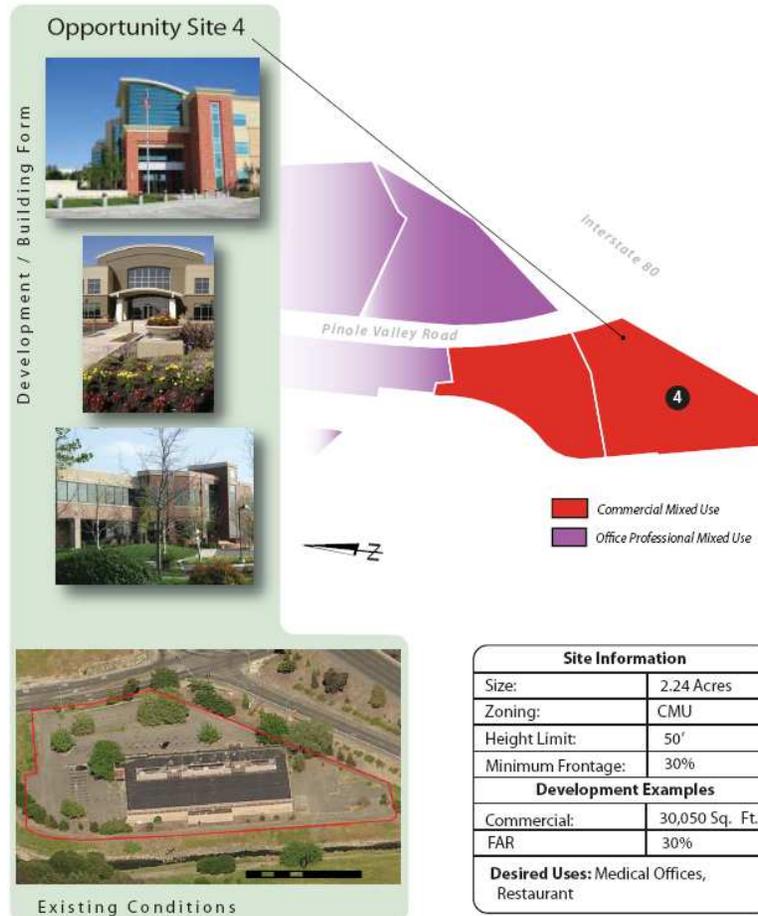
Fig 4.18 Pinole Valley Road - Service District:
Opportunity Site 3



Pinole Valley Road – Site 4

Opportunity Sites: Potential Development Diagram

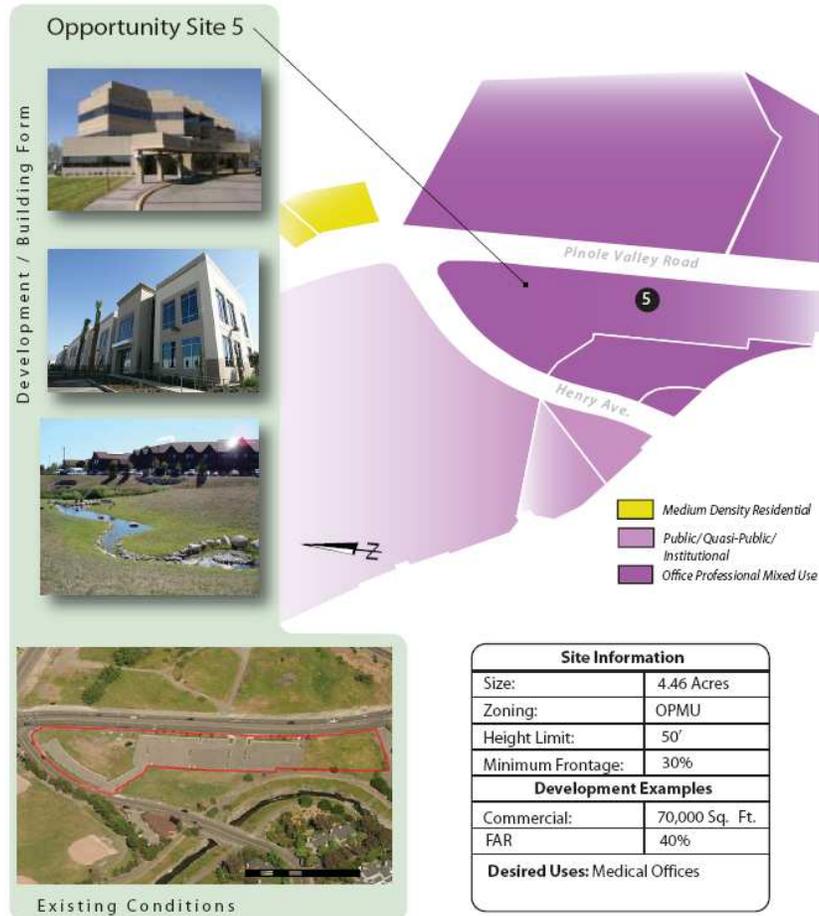
Fig 4.16 Pinole Valley Road - Service District
Opportunity Site



Pinole Valley Road – Site 5

Opportunity Sites: Potential Development Diagram

Fig 4.17 Pinole Valley Road - Service District:
Opportunity Site 5





Appian Objectives and Opportunities

- Support development that provides jobs, primarily by reusing the Doctors Medical Center site, and
- Revitalize the existing retail areas at Appian 80 and to the south of Interstate 80.

Appian Way – Site 1



Appian Way – Site 2

Opportunity Sites: Potential Development Diagram

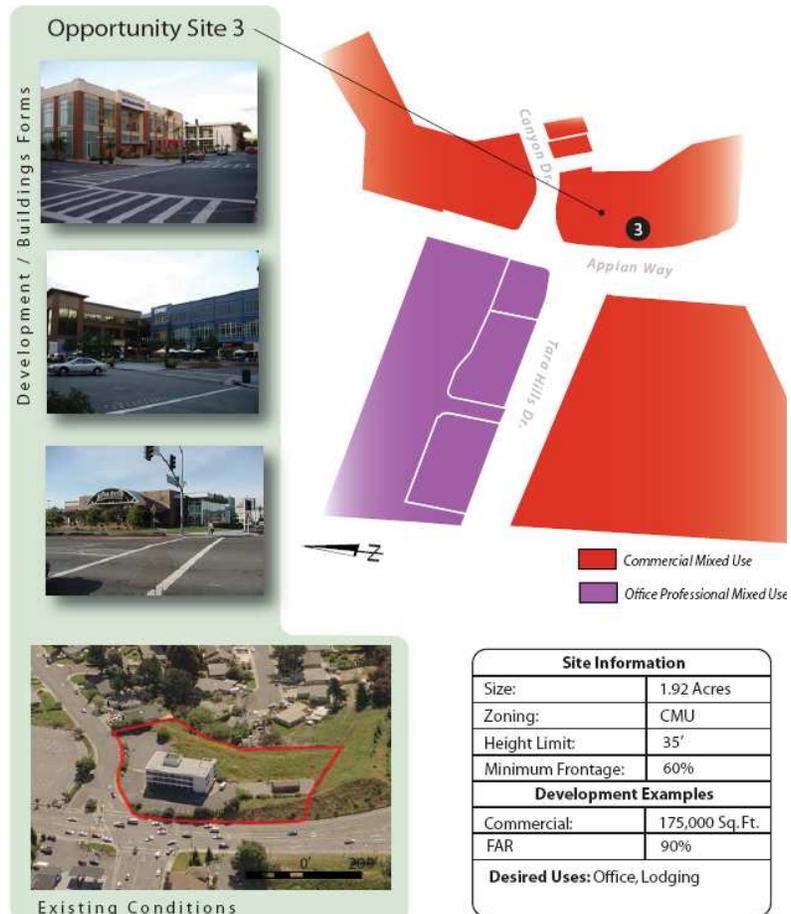
Fig 4.23 Appian Way - Service District
Opportunity Site 2



Appian Way – Site 3

Opportunity Sites: Potential Development Diagram

Fig 4.24 Appian Way - Service District
Opportunity Site





Next Steps

- March 9, 2009
 - Public Scoping Session (CEQA)
 - Specific Plan Chapters 5 & 6
- March 23, 2009
 - Specific Plan Chapters 7 – 11
- April 13 and 27, 2009
 - General Plan Update Review
 - ◆ General Plan Introduction
 - ◆ Background Report,
 - ◆ Natural Resources and Open Space Element
 - ◆ Community Character Element



Participation Opportunities

- Attend workshops
- Check cable station for meetings
- Check website for documents, information on the process and upcoming workshops.
 - www.pinolegeneralplan.com
- Contact the Pinole Planning Manager
 - Winston Rhodes, AICP 510-724-9832
 - E-mail: wrhodes@ci.pinole.ca.us
 - Or send a letter:
 - ◆ 2131 Pear Street Pinole, CA 94564