

# **Specific Plans - San Pablo Ave, Pinole Valley Road & Appian Way**



## **City of Pinole**

**Public Workshop #1  
November 29, 2007**



# Presentation Outline

- Welcome & Introductions
- Workshop Purpose
- General Plan Recap
- Specific Plan Purpose
- Project Background
- Specific Plan Project Areas
- Visioning Exercise
- Next steps



# Workshop Purpose



## Workshop Purpose

- To transition from General Plan Update to prepare three Corridor Specific Plans
- To kick off a detailed planning effort for 3 of Pinole's major corridors and City gateways:
  - San Pablo Avenue,
  - Pinole Valley Road, and
  - Appian Way
- To explain the Specific Plan process
- To answer questions about the project
- To extract the community's vision for the corridors' future



# Project Background

# General Plan Recap

- Update to the existing General Plan began in Fall 2006.
- Previous workshops focused on Community Character, Natural Resources & Open Space, Health & Safety, Circulation, Land Use.
- **Overarching themes**
  1. Promote & improve connections between uses
  2. Preserve the 'small town' feel of Pinole
  3. Support & encourage local businesses
  4. Promote cultural diversity
  5. Conserve and maintain open space & natural resources
  6. Ensure high quality urban design
  7. Convenient Transportation Choices
  8. Encourage sustainable growth
  9. Promote a vibrant economy
  10. Ensure a healthy environment



## Why Specific Plan Efforts now?

- Inform and augment the General Plan Update - primarily the relevant policies in the City's General Plan Land Use and Circulation Elements
- Develop an understanding of how these corridors can be developed

# What is a Specific Plan?

- A tool for informing the General Plan which:
  - Effectively establishes a link between the General Plan policies and individual development proposals in a defined area.
  - A Specific Plan may set forth broad policy concepts, or provide detailed direction to every facet of development
- *Source: The Planner's Guide to Specific Plans, January 2001 Edition*

## Why three Specific Plan Efforts?



- Enhance and provide a Strategic Focus of the Redevelopment Agency's effort
- Undertake a more Detailed Planning Process around the Three Primary Corridors:
  - San Pablo Avenue,
  - Pinole Valley Road, and
  - Appian Way



## Why three Specific Plan Efforts?



- Revitalize and Improve Old Town Pinole
  - Historic, Cultural, Social, Economic and Civic Vitality
- Create a Destination Place
  - Mix of Commercial, Retail, Dining, Entertainment, Residential & Transit Uses
- Create a Pedestrian Friendly Environment
- Create Tools to Implement Community Goals for Pinole

## Specific Plan Objectives

- Prepare a community-based plan that revitalizes the Pinole economy and sense of place through:
  - A clearly stated vision for the future
  - Design concepts and illustrations depicting the desired future
  - Appropriate design guidelines and land use regulations
  - Strategies to encourage desired redevelopment/business
  - Implementation program identifying action steps, organizations, and resources/funding sources



# Specific Plan Process

## PHASE 1:

### Research and Site Reconnaissance

- Public Input
- Parcel by parcel context inventory
- Development Strategy

## PHASE 2:

### Design Plan, Land Use and Circulation

- Data Evaluation and Analysis
- Land Use Design Plan
- Market & Economic Analysis

## PHASE 3:

### Specific Plan Preparation

- Zoning Code Changes
- Design Guidelines
- Implementation Action Plan
- Vision Poster

## PHASE 4:

### Adoption and Implementation

- Active Environments
- New Development Potential
- Improved Aesthetics
- New Funding Opportunities

PHASE 1

PHASE 2

PHASE 3

PHASE 4



# Project Areas

# SAN PABLO AVENUE



**General Plan Land Use and Zoning** within San Pablo Avenue consists of just about any use other than Regional Commercial, with a wide range of residential densities, commercial and industrial opportunities.

## Existing Conditions

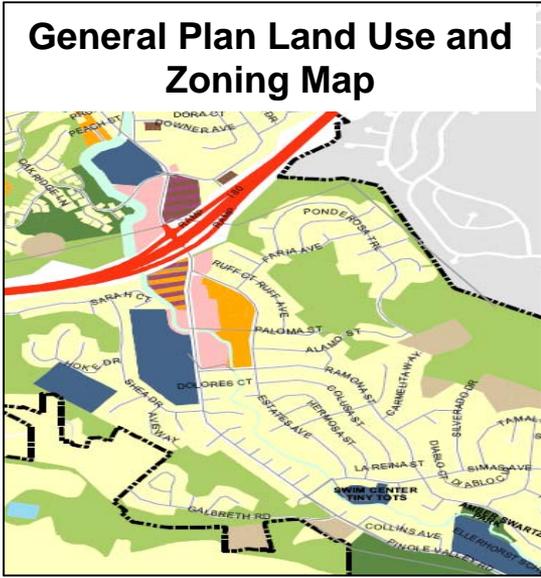
- 'Gateway' to City
- Wide range of uses
- Transition in character
- Complimentary mix of uses
- Preserves the 'small town' feel of Pinole along Old Town
- Pedestrian-scaled Old Town
- New & re-investment
- Proximate to a mix of civic, retail and rec. uses = A community draw!



# SAN PABLO AVENUE PROJECT AREA



# PINOLE VALLEY ROAD



**General Plan Land Use and Zoning** within Pinole Valley Road consists mainly of neighborhood commercial, public facilities, low-density residential, light industrial and mixed use residential for both medium and high density

## Existing Conditions

- Mish-mash of uses
- Commercially viable strip with a lot of development potential
- Acts as 'Gateway' to City
- Abrupt transition from medical and office uses to residential
- Less availability of land for new development



Existing Streetscape

## Mural – Gateway to the City



- Underutilized sites provide new opportunities for recreation, e.g. Bowling Alley
- Pinole Valley Shopping Center reconstruction – A BIG PLUS!

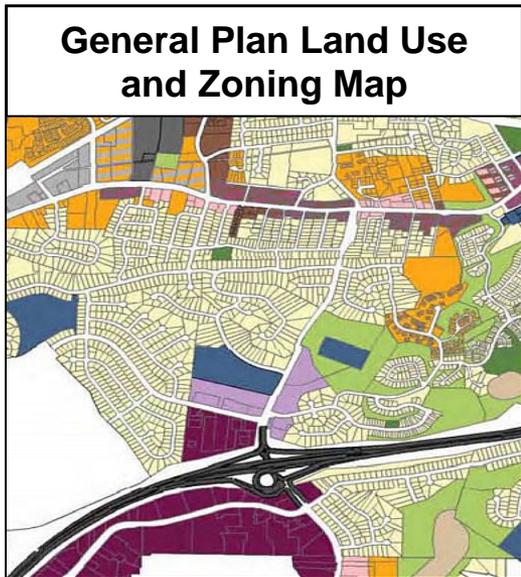


Underutilized site

# PINOLE VALLEY ROAD PROJECT AREA



# APPIAN WAY



**General Plan Land Use and Zoning** within Appian Way consists of regional commercial, public facilities, low-density residential, major institutional/medical, and open space.

## Existing Conditions

- Mish-mash of uses
- Commercially viable strip with a lot of development potential
- Acts as ‘Gateway’ to City at I-80, and to Old Town at San Pablo Ave.
- Appian Way conveniently located on WestCAT route



Existing Streetscape

## Doctors Medical Building

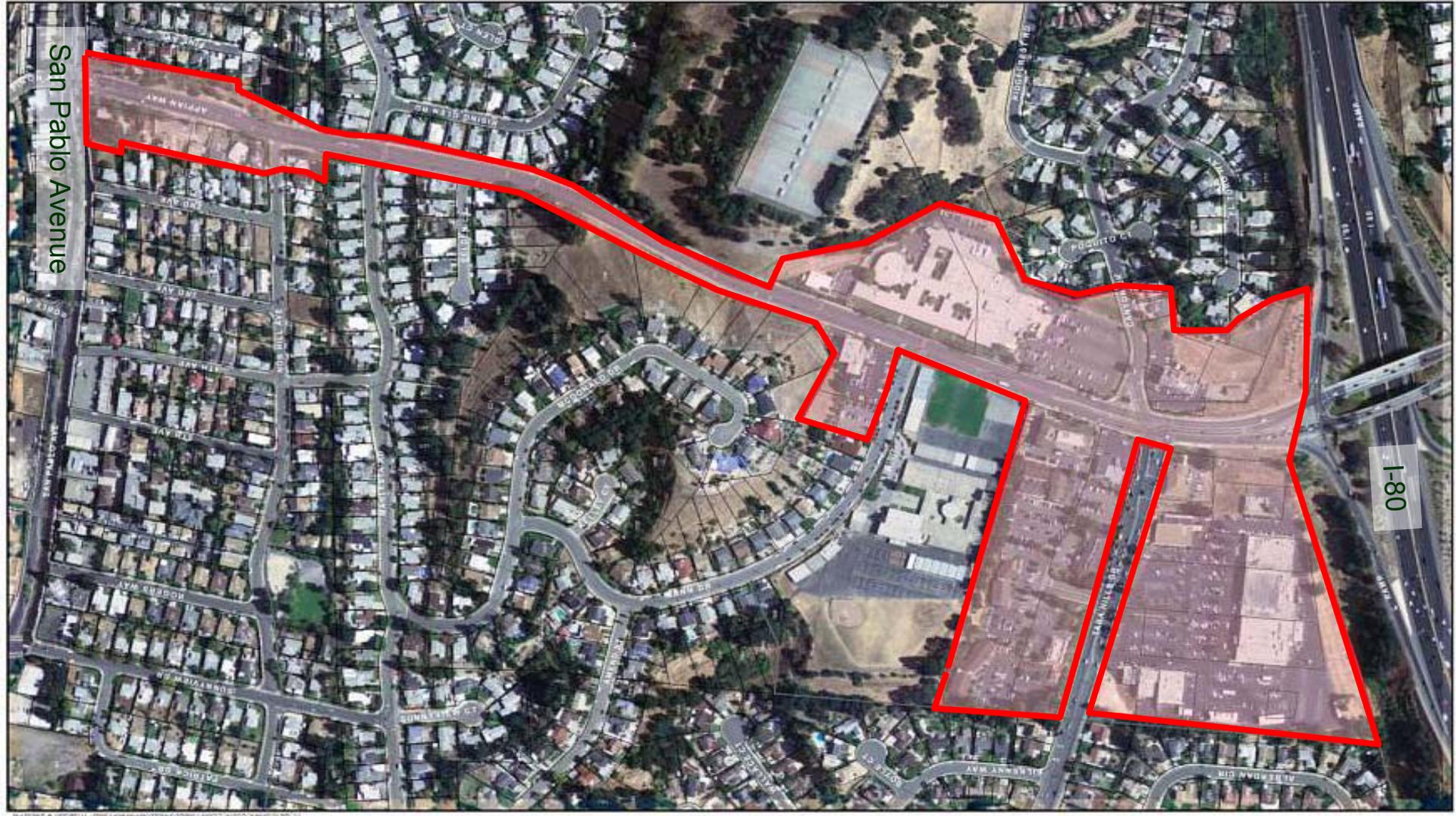


- Opportunities to develop underutilized sites such as the “Doctors Medical” building, and the Safeway (Tara Hills) shopping center
- Challenging hillside topography



Safeway shopping center

# APPIAN WAY PROJECT AREA





# Visioning Exercise

**Each community boasts a unique combination of assets upon which to build its future.**

*- Building Communities from the Inside Out*





# PURPOSE

- Understand the project areas
- Refine Project Area Boundaries
- Create a vision for the three Project Areas that culminate into an overall vision for Pinole
- Identify
  - Values
  - Vision
  - Challenges
  - Uses
- Key findings



# Next Steps

## NEXT STEPS.....

- Please share your thoughts, written or verbally, at the Project Area Stations.
- Share general comments on the project area, including what should stay, what should go, and what is needed.
- Your comments will be used to refine the vision and policies for the project areas.
- Following tonight's workshop, the project team will work on the land use analysis and will be back with preferred development plans to request your feedback.

## NEXT STEPS.....

- Give us your ideas.
- Focus on the BIG picture
- Complete and mail comment Card
- Contact Elizabeth Dunn, Community Development Director at (510) 724-9038 or Lakshmi Rajagopalan, PMC at (510) 272-4491 x 222





PINOLE  
*California*

**THANK YOU!**