COMMUNITY CHARACTER

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VISION STATEMENT

Pinole has set a major goal to preserve, enhance and strengthen community identity.

The City will preserve its small-town feel; create itself as a memorable destination with a full range of entertainment and recreation opportunities; promote connections between neighborhood and commercial districts.

Pinole will maintain and celebrate its rich cultural heritage and diversity through cultural art and preservation of locally significant sites, buildings and history.

INTRODUCTION

A community is defined as an entity that exhibits similar behavior patterns among groups of individuals. These patterns create interaction within local organizations and social activities that meet the social and economic requirement of a population. Concepts such as "quality of life," "small-town character," "neighborhood" and "community" take on a psychological definition consisting of shared norms or attitudes expressed through individuals' identification with a specific area or interest such as religion, ethnicity or income.

Physical characteristics such as "landmarks," "gateways," "entryways," "streets," "buildings," and "parks and open space" are expressions of physical and natural features that also shape the community's character. The image of a community is not static — it will change as the community grows or changes.

The built environment, the surrounding natural environment, and the perceptions and experiences of residents and visitors increase the relevance of a community's character. Individual neighborhood settings also hold an important image that when grouped together produce a unified identity for the community as a whole. Careful planning can provide direction and guidance for development, the results of which will preserve community identity while planning for growth.

PURPOSE

The Community Character Element addresses the preferred character of Pinole with respect to the natural and built environment.

The Community Character Element of the General Plan is best defined as an element that will preserve, enhance and strengthen Pinole's feel of "sense of place" and unique identity. This element intends to incorporate that feel in existing facilities, buildings and features as well as in new growth and development in Pinole, to influence the future physical form of the community by guiding the quality and character of future development, and to protect the existing natural and built environment that define Pinole's character. It also expresses a vision for the future where "sustainable development"[1] and land use practices provide for the needs of existing residents and businesses while preserving choices for future generations.

[1] Sustainable development practices refer to the use of architectural and planning methods that address the needs of the present without compromising the ability of future generations to meet their own needs. Specific examples include the use of solar panels for energy conservation, placing jobs near housing to reduce vehicle trips, and infill development in urban areas to reduce the consumption of agricultural land. Policies related to sustainability are identified with a symbol.

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The Community Character Element seeks to identify and protect locally important sites, buildings and memorabilia that reflect the history of the community. It also seeks to honor the people of Pinole by promoting the inclusion of cultural arts into the fabric of the community as a component that contributes to the overall quality of life for residents, workers and visitors. The element provides goals, policies and implementation actions designed to recognize and preserve the history of the area and celebrate the diversity of the city's population.

Finally, developers should take advantage of Pinole's primary circulation corridors when looking to locate future projects. While maintaining Pinole's established building massing and scale, this element will also attempt to focus future development in certain priority development areas. Future development in Pinole should be guided toward transit- and pedestrian-oriented designs that are more compact.

While it is the Community Character Element that primarily addresses issues of community identity, several other elements, particularly the Land Use and Economic Development, Circulation, Housing, and Natural Resources and Open Space elements, are also concerned with some of the important aspects that contribute to Pinole's unique sense of place.

RELATIONSHIP TO OTHER GENERAL PLAN ELEMENTS

The goals, policies and implementation actions in the Community Character Element highlight and complement those in other elements of this General Plan, including Growth Management (Chapter 4), Land Use and Economic Development (Chapter 5), Housing (Chapter 6), Circulation (Chapter 7), Natural Resources and Open Space (Chapter 10) and Sustainability (Chapter 11).

The Community Character Element is an optional element that is not required by state law within a general plan. The City of Pinole has included the Community Character Element in order to address the wide range of aspects, including design and green building concepts, that contribute to local character in a more unified and coherent manner than would be possible if these topics were only scattered throughout the General Plan.

This element also addresses some State-mandated topics, including preservation of historic and cultural resources of the community. Where the overlap can be identified, cross-references are provided to alert the reader to specific sections of the related elements.

RELATED PLANS AND PROGRAMS

The Community Character Element relates to several other local, regional and state plans and programs, which are listed in detail in the **Appendix**.

ISSUES AND CONSIDERATIONS

Pinole is defined by its natural and man-made features. The natural setting includes the Bay shoreline, open spaces, Pinole Creek and other watersheds, and a hillside topography. The physical setting is primarily defined by the transportation and circulation corridors that divide the city into zones, a cohesive "Old Town," and other commercial and residential development in the community. These natural and physical features are described in greater detail below.

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NATURAL SETTING

In many respects, Pinole is a city of visual contrasts. Pinole's varied geography includes marshlands along San Pablo Bay, Pinole Creek running through the city, and valleys separated by small ridgelines within the city boundaries. The marshlands along the Bayshore and steep ridgelines have placed certain limitations on development.

Bayshore

The Pinole shoreline is developed with a sewage treatment plant, Union Pacific Railroad's "Cal-P" main line (with more than 30 Amtrak trains a day) and Burlington Northern Santa Fe's (BNSF) line. Pinole is located in an area that transitions naturally from San Pablo Bay, through lowlands, and then to hillsides that increase in slope to the Briones Hills. Consequently, the city has an abundance of open space and preserved areas that provide both recreational and environmental benefits and challenges to potential development. Pinole's many residential neighborhoods are nestled among the hillside topography.

The Pinole shoreline presents a complex land use challenge due to the existence of significant infrastructure (e.g., sewage disposal facility and railroads) in an area that has played a vital role in the history of Pinole and that contains high natural resource value. As the City makes plans to preserve and/or expand necessary infrastructure, enhance recreation opportunities, preserve natural resources and honor Pinole's heritage, there is a tremendous opportunity for the City to create a cohesive image for the waterfront.

An example of Pinole open space

Open Space

Open space provides a critical visual and physical connection to the natural environment and habitat for a rich diversity of plant and animal species and is an integral part of Pinole's landscape and community character. A great deal of Pinole's open space is found along the San Pablo Bay shoreline and along the steep ridgelines throughout the city.

Issues of open space are further addressed in the Natural Resources and Open Space Element (Chapter 10), which defines, describes and maps a variety of types of open space in Pinole.

Pinole Creek

Pinole Creek has greatly influenced development in the City of Pinole. Issues regarding Pinole Creek are addressed in the Land Use and Economic Development Element (Chapter 5), Health and Safety Element (Chapter 9), Natural Resources and Open Space Element (Chapter 10), and Sustainability Element (Chapter 11).

The Pinole Creek Vision Plan and Pinole Creek Greenway Master Plan set forth more information about the creek and its future. The Pinole Creek Restoration Project outlines development plans to restore high-quality riparian habitat, provide additional flood protection and improve water quality in Pinole Creek. This project will also enhance recreation by connecting Old Town Pinole to the Bay Trail by means of a multipurpose path and will provide a launch for non-motorized boats at the mouth of the creek as part of the San Francisco Bay Area Water Trail backbone.

Pinole Creek

Watersheds

The Pinole Creek watershed covers approximately 15 square miles of west Contra Costa County, extending from the headwaters in the Briones Hills to the outfall at San Pablo Bay north of Point Pinole. Approximately 30 percent of the watershed is owned and managed by the East Bay Municipal Utilities District (EBMUD). Though these holdings are located outside of the City of Pinole, their use and management are crucial to the City's water quality, resource enhancement and flood protection objectives. Recent discussions have included the possible use of the EBMUD property for possible mitigation land banking and floodwater diversion basins.

Topography

Physical development in the City of Pinole is substantially influenced by topographic conditions that include a fairly steep shoreline, distinct valleys that are separated by small ridgelines, and a comparatively level alluvial plane at the mouth of Pinole Creek. Originally, development occurred primarily in Pinole's valleys and commercial activity was most prevalent in Old Town, adjacent to San Pablo Bay and Pinole Creek. Beginning in the late 1950s, residential and commercial development expanded into surrounding uplands.

PHYSICAL SETTING

The City of Pinole is located in the San Francisco Bay Area, on the shores of San Pablo Bay in west Contra Costa County. Interstate 80, which traverses the city, connects the San Francisco and Oakland metropolitan areas with Sacramento and other communities to the east. Pinole is linked to central Contra Costa County and the cities of Martinez, Concord and Pleasant Hill by State Route 4, which begins just north of Pinole and connects with Interstate 680. San Pablo Avenue serves as one of the main arterials through Pinole and intersects with Tennent Avenue and Appian Way.

Pinole development

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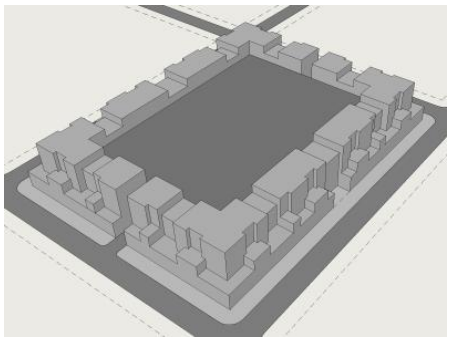
Pinole's physical character is largely influenced and characterized by the city's topographical diversity and the major arterial roads that extend throughout the city.

The City of Pinole is defined in large part by its physical development. The general layout and extent of Pinole began to emerge almost 100 years ago. Residential development through the late 1950s further defined this development pattern, and with commercial center development in the 1960s and more recently with Pinole Vista Shopping Center, the city now stands largely built out.

Downtown Pinole

Old Town Pinole still maintains its historic and small-town feel and is characterized by older buildings with unique architecture and commercial and residential uses. Old Town Pinole hosts the majority of historic buildings in the city. Today, Old Town Pinole still serves as the downtown area of the city and includes the Senior Center, Fire and Police Department offices/station, Fernandez Park, City Hall and the Bank of Pinole building, as well as several other community services and facilities.

The pedestrian experience in Old Town Pinole is enhanced by shops, restaurants and retail fronting onto the street, thereby providing a street façade. By increasing landscaping, shade trees and pedestrian facilities (for example, benches, gathering places and fountains) and promoting physical connections between activities and uses that bring activity to the street, Pinole can ensure that Old Town remains a vibrant pedestrian center. San Pablo Avenue, a highly traveled arterial, extends through Old Town and carries a high volume of traffic. Until automobile circulation is modified to slow vehicles through Old Town, San Pablo Avenue will hinder pedestrian movement.



Example of terraced mixed-use building type with varied rooflines and common space or parking on the interior

In contrast, other commercial development, including major regional shopping centers Pinole Vista, Pinole Vista Crossing, Pinole Valley, and Appian 80, was developed relatively recently and is located near the Interstate 80/Appian Way interchange.

The community has expressed a great deal of interest in preserving and augmenting Old Town Pinole. As further examined below in the Goals, Policies and Implementation Actions section and in the Three Corridors Specific Plan, Old Town Pinole can be enhanced by adding:

- Enhanced design guidelines to guide new development and reuse of existing buildings that provide:
  - Incorporated principles of Crime Prevention Through Environmental Design (CPTED) and sustainability (also see Chapter 11, Sustainability Element);

  - Varied rooflines, building forms, and overall massing and scale of buildings with visually engaging designs.

- Circulation systems that are designed to avoid conflicts between vehicular, bicycle and pedestrian traffic.

- Enhanced pedestrian systems that provide:

  - Visual elements to draw attention to the presence and safety of pedestrians;

  - Buffering landscape areas.

- Site amenities that complement retail and cultural activities.

- Coordinated design around transit options.

- Gateway elements at key roadways.

Diversity in natural and built environments helps define the character of Pinole.

Residential and Commercial Development

The wide range of residential development in the city includes low-density residential neighborhoods in the southern and western portions of the city, as well as a mix of single- and multi-family residential units in the more central portions.

The City of Pinole has loosely defined neighborhoods to reflect their diversity in terms of size, density, characteristics and land use mix. These neighborhoods are located south of San Pablo Avenue and west of Appian Way, between the Bayshore and San Pablo Avenue, and south of Interstate 80 in Pinole Valley. These residential neighborhoods are characteristically more rural and lower in density.

Pinole offers residential development that in one location is suburban and rural in its feel, with landscaped hillsides and low-density residential neighborhoods, while other areas are characterized by modern homes and a distinctly more urbanized feel. The city also varies in its scale and types of commercial development, with the large, modern appearance of the major shopping districts as well as the commercial district with a historic feel in the Old Town. In many respects, it is this diversity in the built and natural environments that helps define the character of Pinole.

Victorian style home

The Residential Design Criteria and Guidelines were adopted by the City of Pinole in 2007 to implement the goals and policies of the existing General Plan. Specifically, these guidelines implement the City's existing General Plan land use policies relevant to urban design, pedestrian circulation, neighborhood and community identity, and residential, mixed-use and commercial project design. The Design Criteria and

Guidelines supplement the Zoning Code development standards and are used by the City to evaluate design review applications for qualifying residential and residential mixed-use projects.

In the future, as described in the Three Corridors Specific Plan and utilizing sustainable (Chapter 11) practices, Pinole will further explore mixed-use development.

Light Pollution

Light pollution refers to all forms of unwanted light in the night sky caused by unnecessary use of artificial light. Specific categories of light pollution include light trespass, glare, clutter, over-illumination and sky glow. Excessive light and glare can be visually disruptive to humans and nocturnal animal species and are also indicative of a high level of energy consumption. Light pollution becomes an issue of increasing concern as new development creates additional outdoor lighting installed for safety and other reasons.

Architectural Styles

Architectural styles help create a distinct identity for a single development, a neighborhood or an entire community. Old Town Pinole, along San Pablo Avenue, contains a variety of architectural styles that mirror the community's historical development and development pattern. Land uses in this district consist of a mixture of commercial, residential, public/institutional and open space. The distinct architectural styles present within Old Town Pinole are described in detail below.

Commercial buildings with historic designs that characterize Old Town Pinole are located on San Pablo Avenue between Tennent Avenue and Valley Avenue. Built in the early twentieth century, they include two-story masonry structures, false front-type wood frame structures, and stucco or plaster structures. Newer buildings (1960–1990) are more modern masonry, wood-sided or stucco structures and do not add to the character and quality demonstrated by the older buildings.

Main historical residential design themes in the city include Queen Anne Cottages, Hip Roof Cottages and Bungalows.

Colonial Revival style home

Queen Anne style home

The Bank of Pinole building along San Pablo Avenue depicts a neoclassical architectural style. The limestone building façade consists of two grand Ionic columns, a grand portico and an arched glass entrance.

Residential buildings represent a diverse mix of architectural styles, spanning several decades. The main historical residential design themes can be characterized as follows:

- Queen Anne Cottages (1880–1905): Queen Anne Cottage homes along San Pablo Avenue illustrate a unique evolution of the style from a rural farmhouse with earlier Italianate Cottage features (tall narrow windows and hip roof) to the Queen Anne Cottages of the 1890s. Scaled-down classical columns characterize later versions of these homes as porch supports.

- Hip Roof Cottages (1870–1910): The Italianate Hip Roof Cottages have subtle stylistic details (tall narrow windows and a small flat area at the roof peak) that establish the age of these buildings. Porch design and detail features varied according to what was available for decoration at the local lumberyard when the cottages were built.

- Bungalows (1915–1930): The Bungalow or Craftsman Bungalow was the predominant housing style between 1915 and 1930. These narrow rectangular houses have low-pitched gable or hipped roofs and small front porches enclosed by screens.

Other residential styles include Classical Revivals, Farmhouse/Ranch Style homes, Prairie Style Bungalows and Second Empire French.

Craftsman Bungalow style homes

View from Oak Ridge development

Post-War Era

After World War II (WWII), several factors — the lack of new housing, continued population growth, and six million returning veterans eager to start families — combined to produce the largest building boom in the nation's history, almost all of it concentrated in the suburbs. From 1944 to 1946, single-family housing starts increased eight-fold from 114,000 to 937,000. The greatest periods of growth in Pinole occurred after WWII, during a period of time when mortgages backed by the Federal Housing Administration supported more and more new residential development on the edges of American cities. During this time, the curvilinear subdivision layout became institutionalized as the building industry came to support national regulations that would standardize local building practices and reduce unexpected development costs. This form of development, in seamless repetition, would create the post-WWII suburban landscape.

View of Silver Creek development

Architects of this period adapted the traditional housing of southwest ranches and *haciendas* and Spanish Colonial revival styles to a suburban house type suited for middle-income families. This ranch-style house was typically built of natural materials such as adobe or redwood and was oriented to an outdoor patio and gardens that ensured privacy and intimacy with nature. The Ranch house in various configurations continued as the dominant suburban house well into the 1960s.

Though comparatively new, the buildings constructed during this era contribute a great deal to the character of Pinole. Though many of the buildings that were constructed in the 1950s, '60s and '70s have been largely dismissed as architecturally insignificant, when considered as a whole they best define the character and context of Pinole outside of the Old Town area. When examined more closely, these developments also provide good examples of post-war tract development. As these subdivisions age, their significance within the historic context of Pinole will only increase, particularly in "The Valley."

Ranch style house in Silver Creek development

The Oak Ridge development located at the end of Henry Drive and the Silver Creek development provide good examples of hillside quality 1970s architecture.

The residential design guidelines adopted for Pinole were intended to protect the character of these and similar developments from new development that could otherwise detract from the established character of the post-war communities. Specifically, development patterns were resulting in proposals to construct homes that had a height, mass and bulk that was substantially larger than the traditional post-war tract homes.

760 San Pablo Avenue

It is worth noting that more recent developments have provided good examples of how modern architecture and site planning could result in projects that respect and enhance the character of Pinole. Beginning in the late 1990s, commercial and residential projects that provide good examples of development the City would like to encourage include the Senior Center and Youth Center, the Del Monte shopping center, and buildings at the Pinole Shores Drive and San Pablo Avenue intersection and Meadow and San Pablo avenues intersection.

815 San Pablo Avenue

2503 & 2529 San Pablo Avenue

910–940 San Pablo Avenue

The **Appendix**, in Table 1, presents further details about the distinct architectural styles present within Pinole.

Circulation Systems

Major arterials that extend through the city boundaries include San Pablo Avenue and Interstate 80 (running east-west) and Tennent Avenue, Pinole Valley Road and Appian Way (running north-south). These arterial roads and the freeway direct much of Pinole's physical form and design.

Interstate 80 (I-80) bisects Pinole east to west, providing regional access to San Francisco City and County, Alameda County, Contra Costa County, Solano County and points beyond to the east. It serves as the "front door" to the city and acts as a dividing force in Pinole, separating the northern half of the city from the southern half.

Major arterials in Pinole include San Pablo Avenue, Interstate 80, Tennent Avenue, Pinole Valley Road and Appian Way.

San Pablo Avenue is located north of Interstate 80 and extends east-west through the City of Pinole. It serves as Pinole's downtown "Main Street" and is characterized by a diverse mixture of land uses. San Pablo Avenue in downtown Pinole lacks adequate landscaping but has pedestrian-friendly features like curb cuts, adequate pedestrian crossings and other traffic calming methods. But the heavy traffic along San Pablo Avenue makes pedestrian movement difficult.

Pinole Valley Road and Tennent Avenue are major arterials in the city and serve as one of the main linkages that connect Old Town Pinole, residential and commercial uses, and the highway commercial strip.

Architectural styles help identify a neighborhood character.

These major corridors are of significant concern, particularly in the areas of safety, access, walkability and more efficient traffic movement. The Community Character, Land Use and Economic Development (Chapter 5), Circulation (Chapter 7), and Sustainability (Chapter 11) elements of the General Plan, along with the Three Corridors Specific Plan, all highlight policies that prioritize and promote:

View of a Pinole street

- Efficient circulation;
- Walkability and connectivity through design control;
- Balanced mix of uses;
- Pedestrian improvements; and
- Bikeways and trail corridors in the above-mentioned areas.

HISTORIC AND CULTURAL RESOURCES SETTING

Much of Pinole's charm and character is derived from its rich architectural heritage. Its historic resources are irreplaceable assets that contribute to the special and unique character of the city and are a source of identity and pride for its residents. In recognition of the importance of these resources to its community image, Pinole has made a major commitment to preserve these cultural and historic resources, in both the public and private sector.

Fernandez Mansion

Pinole comprises a diverse mix of people from all walks of life. Pinole is more racially diverse than both Contra Costa County and the rest of the San Francisco Bay Area. Non-white races constitute 34.5 percent of the population in Contra Costa County and 41.9 percent of the population in the San Francisco Bay Area, whereas they made up 45.6 percent of the population of Pinole as of 2008. These diverse populations enhance the city by sharing their traditions and customs with the rest of the community.

Adequately serving a diverse population is a key goal of the General Plan. It includes providing the services and information necessary to having an informed and engaged public, including reaching out to different segments of the population. The City is actively engaged in providing information that facilitates continued public involvement in civic activities.

The culture of the community is also established in the visual and performing arts. The Pinole Playhouse serves as the community theatre and is used by the City of Pinole School of Performing Arts and the Pinole Community Players. Providing opportunities for the enjoyment of the visual and performing arts is a vital component of building a city and helps to establish the quality of life in the community.

Pinole has a wealth of cultural and historic resources, including Native American sites, historic period sites and buildings, artifacts, and memorabilia, associated with locally historic events like incorporation. While there are only a few sites and buildings in the city that meet the criteria for designation as a State Historic Resource or State Historic Landmark, many other buildings are of a significant historic value to the community. The following list includes some of the structures that are important to the community. It is intended that this list will be updated with additional sites as the community identifies them.

- **Bank of Pinole (2361 San Pablo Avenue)** is listed on the National Register of Historic Places. The building was purchased by the Redevelopment Agency in 1995 and seismically upgraded for new commercial uses.

- **Bernardo Fernandez House (100 Tennent Avenue)** is listed on the Contra Costa Inventory of Historic Places and the National Register of Historic Places.

- **The Downer Home (2711 San Pablo Avenue)** has been determined as eligible but is not yet listed.

- **Pinole Waterfront at the base of Tennent Avenue** played an important role in the development of Pinole and contains structures of historic significance.

When these individual properties are viewed from an elevated vantage point on San Pablo Avenue as it approaches Old Town from either direction, they convey a strong sense of character. From this perspective, Old Town can be viewed as a unique, cohesive center for community activity, commerce and recreation. The Old Town area provides a visible, tangible heart to the City of Pinole with its many historic and cultural resources.

ISSUES THIS ELEMENT ADDRESSES

The Community Character Element establishes the framework for how the City will look, feel and function that applies to the type, location and character of both private and public development projects for new and existing areas of Pinole. The element also provides goals, policies and implementation actions designed to recognize and preserve the history of the area and celebrate the diversity of the city's population.

View of Pinole from Hercules

The primary issues that this element attempts to solve are listed below and were identified during the preparation of this General Plan and the Three Corridors Specific Plan.

- Defining Pinole as a unique place with an identity that distinguishes it from surrounding communities and makes it a distinctive place in the region.

- Ensuring that new development and redevelopment contribute to a sense of place and identity for Pinole.

- Focusing future development in priority development areas.

- Establishing a balanced mix of uses that improves connections and facilitates walking or cycling.

- Establishing more livable and sustainable transit- and pedestrian-oriented neighborhoods where residents can walk to commercial services and recreational amenities.

- Maintaining and developing Old Town Pinole to become a vibrant, historic downtown area with a mix of uses and central gathering places for daytime and nighttime activities.

- Preserving and integrating into development proposals the natural resources that are an important feature of the community.
- Developing a public art program that contributes to the quality of life in the community and enhances the built environment.
- Establishing a place to display and appreciate historical memorabilia of the city, with an emphasis on educating the public about Pinole's rich history.
- Formulating ways in which the public can be involved in the identification, preservation and celebration of cultural and historic resources in and around the city.
- Establishing resource protection policies for Pinole's natural resources such as ridgelines and wetlands.

GOALS, POLICIES AND IMPLEMENTATION ACTIONS

The goals of this element are as follows and are listed subsequently with corresponding policies and implementation actions.

- Goal CC.1: Maintain Pinole's unique qualities and sense of place to preserve the established historic and small-town character of the city.
- Goal CC.2: Emphasize and enhance the visual and physical connection between Pinole's natural environment and the community's quality of life.
- Goal CC.3: Support the development and retention of local-oriented services in Old Town Pinole and other commercial areas, and encourage and support the local economy.
- Goal CC.4: Promote a greater awareness of and sensitivity toward Pinole's historical heritage.
- Goal CC.5: Enhance the quality of life in Pinole by acknowledging the cultural diversity and by promoting, preserving and sustaining the cultural and performing arts.

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GOAL CC.1 Maintain Pinole's unique qualities and sense of place to preserve the established historic and small-town character of the city.

Figure CC.1.1a:
Ground-floor retail with an active façade facing the street enhances pedestrian experience

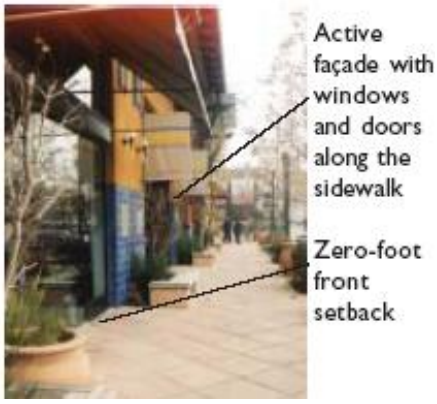
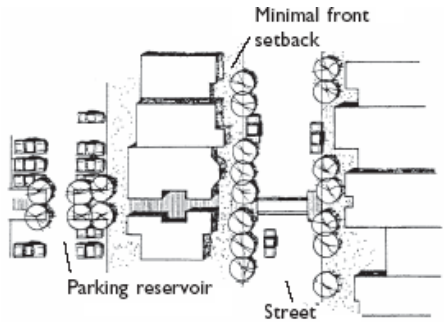


Figure CC1.1b:
Buildings are placed at the perimeter of the block with parking behind



POLICY CC.1.1 All new development and redevelopment shall adhere to the basic principles of high-quality urban design and architecture including, but not limited to, human-scaled design, pedestrian orientation, and interconnectivity of street layout, siting buildings to highlight important intersections, entryways, focal points and landmarks.

Action CC.1.1.1 Enforce Pinole's Residential Design Criteria and Guidelines to ensure that quality design is required as a condition of approval. Ensure new development is compatible with the scale and character of the neighborhoods and the architectural styles in Pinole's community. Continue to use Design Review Guidelines to review residential and mixed-use projects for consistency with Pinole's design goals.

Action CC.1.1.2 Adopt and enforce the design guidelines to guide improvements, renovations and future development in the San Pablo Avenue, Pinole Valley Road and Appian Way Three Corridors Specific Plan areas to be consistent with the vision and urban design principles developed for the areas in the Specific Plan document.

Action CC.1.1.3 Establish and enforce Commercial and Industrial Design Criteria and Guidelines to ensure that quality design is required as a condition of approval. Ensure new development is compatible with the scale and character of the neighborhoods and the architectural styles in Pinole, and embrace concepts of transit- and pedestrian-oriented development and sustainability.

Action CC.1.1.4 To preserve opportunities for comprehensive planning, design and coordinated development of larger commercial and industrial properties, the City discourages subdivision of large commercial and industrial properties until a long-range master plan is approved for the long-term use of the property.

POLICY CC.1.2 Require all new development to incorporate high-quality site design, architecture and planning to enhance the overall quality of the built environment in Pinole and create a visually interesting and aesthetically pleasing town environment.

Action CC.1.2.1 The City should establish an enhanced, expedited design review process at staff level for new development projects (both public and private), regardless of project size within the primary circulation corridors. As part of the design review process, require development projects to use quality materials that are long-lasting to ensure a sense of permanence for each project. New development projects should be approved only if they meet detailed design guidelines approved by the City Council.

Action CC.1.2.2 Regulate signs through a planned sign program. Require master sign plans for all new commercial centers. Establish, implement and enforce sign design guidelines for all types of development.

POLICY CC.1.3 To enhance a sense of arrival and create a strong appealing image that promotes community identity, the City shall develop community entry features at key gateways or city entries along Interstate 80. Entryways shall incorporate landscaping, trees, structural architectural elements, signage and public art.

Action CC.1.3.1 Review improvement plans for inclusion of design elements. Make sure street lamps, signs, etc. are consistent with the theme of the neighborhood and the design guidelines in order to visually integrate the community.

Action CC.1.3.2 Establish a gateway program to create a sense of entry at key locations (such as at the intersection of San Pablo Avenue and Tennent Avenue in Old Town Pinole and at Appian Way near I-80) throughout the city and promote wayfinding throughout the community. Use creative designs that respond to the character and history of the city to establish a sense of place, including gateway signage, streetscape design, site landscaping and other features. Incorporate community landmarks and focal points (including public art and other design features such as fountains and monuments) into community and neighborhood parks, linear pathway intersections and commercial areas in the existing downtown core and neighborhoods. Users should feel a sense of arrival and be welcomed to the city.

POLICY CC.1.4 The historic and urban character of Old Town Pinole shall be revitalized through the density and intensity of new construction, as well as through the use of building materials, architecture and other design elements that reflect the city's past.

Action CC.1.4.1 Adopt the Three Corridors Specific Plan or other design controls for Old Town Pinole that require the use of building materials, architectural features and other design elements for new construction and building renovations that reflect the historic buildings in Old Town Pinole.

Action CC.1.4.2 Create incentives for mixed-use development projects that reflect the city's past, with commercial, retail and restaurant uses on the ground floor and residential and office uses on upper levels in Old Town Pinole. Encourage minimal building setbacks and parking on streets and in the rear of buildings. Continue the encouragement of shared parking for mixed-use buildings as described in the Zoning Ordinance.

Figure CC.1.4.2a:
Façade Articulation

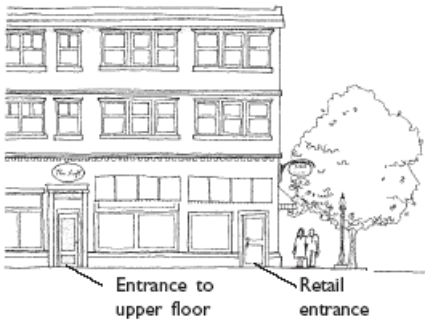
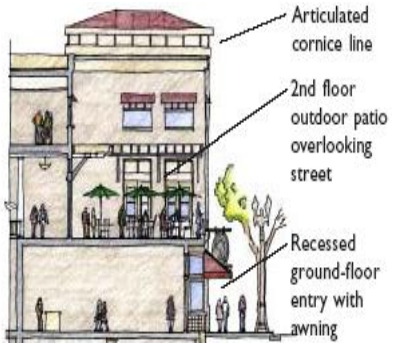


Figure CC.1.4.2b:
The entrances to different uses are clearly demarcated



Action CC.1.4.3 Ensure development of "opportunity sites" with high-quality mixed-use or high-density housing.

Action CC.1.4.4 Enhance Pinole's image and quality of life through investment in the Old Town, neighborhoods, commercial districts, parks, open spaces, community facilities and services, and create a high level of perceived safety and a business-friendly government.

POLICY CC.1.5 Encourage project compatibility, interdependence and support with neighboring uses, especially between commercial and mixed-use centers and the surrounding residential neighborhoods. Uses should relate to one another with pedestrian connections, transit options, shared parking, landscaping, public spaces, and the orientation and design of buildings.

Action CC.1.5.1 Through the design review process, ensure that development in Pinole is oriented toward the maintenance and upkeep of the city's unique character.

Action CC.1.5.2 Continue to support the code enforcement program to ensure private properties are maintained in accordance with community standards.

Action CC.1.5.3 Utilize the Zoning Code provisions to identify appropriate solutions to create compatibility between existing neighborhoods and new developments.

GOAL CC.2 Emphasize and enhance the visual and physical connection between the city's natural environment and the community's quality of life.

POLICY CC.2.1 Provide visual and physical connections between the natural environment and the built environment through careful site design, building placement, architectural features that allow views of Pinole's unique environment such as ridgelines or the San Pablo Bay shoreline, public access to open space such as via the Bay Trail, and the use of native vegetation in the urban environment such as for landscape buffers for sidewalk areas and street trees.

Action CC.2.1.1 Create a connected network of open spaces in Pinole that are accessible to the community for outdoor recreation and other use and enjoyment as a key aspect of local community character.

Action CC.2.1.2 Promote and provide an integrated pedestrian and bicycle network that links open spaces and other destination points within Pinole.

Action CC.2.1.3 Enhance existing priority development areas, commercial corridors, trails and significantly sized public spaces that preserve and take advantage of vistas. Many of Pinole's existing open space areas are on or near existing ridgelines with scenic views. Ensuring that trails connect these spaces enhances scenic opportunities.

Action CC.2.1.4 Determine new connections, public spaces and improvements needed along pedestrian and bike paths, and add new trails. Prioritize completion and connection of the Bay Trail through Pinole.

Note: *Please see the Community Services and Facilities Element (Chapter 8) for more information on trails in Pinole.*

Action CC.2.1.5 Review improvement plans and construction drawings for consistency with Policy CC.2.1 related to the use of native vegetation and design features that highlight natural features and views.

POLICY CC.2.2 Preserve natural resources within the built environment, including trees, marshes, creeks and hillsides.

Action CC.2.2.1 Require public and private improvement plans to be reviewed by a qualified biologist/arborist if a project site contains biological resources or trees.

Action CC.2.2.2 Require mitigation for removal of important trees that function as habitat for protected raptors and protected tree species in Pinole.

Action CC.2.2.3 Consider a tree planting and preservation program that will encourage sensitive site planning, the retention of existing trees, the planting of new trees (especially native species) and the replacement of trees that are removed.

Action CC.2.2.4 Consider offering density bonuses and other incentives to developers that preserve native resources within new development projects.

Action CC.2.2.5 Continue implementation of the Pinole Creek Vision Plan, Pinole Creek Greenway Master Plan and Pinole Creek Restoration Plan.

Action CC.2.2.6 Establish required setbacks for development located in or near sensitive areas such as wetlands, Pinole Creek or along Pinole's many ridgelines.

POLICY CC.2.3 Provide rules and regulations for lighting within Pinole in order to promote a safe and pleasant nighttime environment, to protect and improve safe travel, to prevent nuisances caused by unnecessary light, to protect the ability to view the night sky and to promote energy conservation.

Action CC.2.3.1 Adopt light and glare zoning code regulations for residential development that incorporate best practices and the California Energy Commission updated lighting standards.

Action CC.2.3.2 Adopt light and glare code regulations for commercial development that incorporate best practices and encourage energy conservation.

Action CC.2.3.3 The Illuminating Engineering Society Publication, RR-89, indicating the illumination intensity and uniformity requirements should be utilized for lighting located within Pinole.

Activity	Average Maintained Foot-Candles
Roadways, residential	0.2
Roadways, commercial	0.9
Parking lots, residential	0.9
Vehicular traffic	0.5
Pedestrian safety and security	0.8
Parking lots, commercial	
1. Medium activity lots	
Vehicular traffic	1.0
Pedestrian safety and security	2.4
2. High activity lots	
Vehicular traffic	2.0
Pedestrian safety and security	3.6
Walkways and bikeways	0.5
Building entrances and exits	5.0
Material storage areas	
Active	20.0
Inactive	1.0

Action CC.2.3.4 All outdoor lighting fixtures shall be designed, shielded, aimed, located and maintained to shield adjacent properties and to not produce glare onto adjacent properties or roadways.

Note: *Please see the Natural Resources and Open Space Element (Chapter 10) for more information on preserving natural resources and open space in Pinole.*

GOAL CC.3 Support the development and retention of local-oriented services in Old Town Pinole and other commercial areas, and encourage and support the local economy.

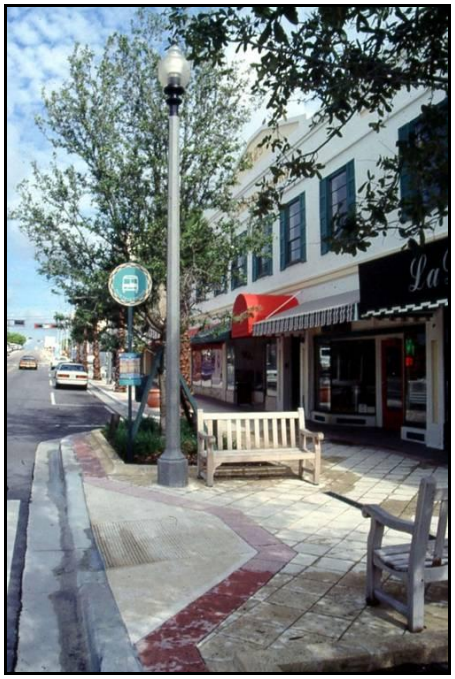
POLICY CC.3.1 The City shall encourage a combination of retail, office, public spaces and entertainment uses in Old Town Pinole that serve the daily and occasional needs of residents and employees and make Old Town Pinole economically diverse and financially successful.

Action CC.3.1.1 As set out in the Three Corridors Specific Plan, foster mixed-use development with multi-family residential and commercial uses in Old Town Pinole to provide a range of housing opportunities for the community.

Action CC.3.1.2 Work with project proponents to locate retail uses within residential projects in appropriate locations and at the appropriate scale to serve local and community retail needs.

Action CC.3.1.3 Implement the Three Corridors Specific Plan that identifies appropriate land uses, incentives, development standards and design provisions.

Action CC.3.1.4 Support the development of specialty food stores and restaurants in Old Town Pinole to meet the needs of the region's diverse population, be a catalyst for future development and meet the needs of the growing number of visitors to the area.



An example of a mixed-use downtown area with zero required setbacks, pedestrian amenities, on-street parking and transit options

Action CC.3.1.5 Implement the Three Corridors Specific Plan to establish a program to provide pedestrian amenities such as wider sidewalks, seating options, highly visible crosswalks, landscape buffers and curb bulbouts.

Action CC.3.1.6 Provide more transit options in the Old Town area.

Action CC.3.1.7 Consider implementing suggestions in the Three Corridors Specific Plan to narrow travel lanes and narrow San Pablo Avenue from four lanes to two through Old Town Pinole to be more pedestrian-friendly and to improve safety and visibility for the community.

Note: *Please see the Circulation Element (Chapter 7) for more discussion of ways to improve circulation and walkability through Old Town Pinole.*

POLICY CC.3.2 Support locally owned businesses with the goals of promoting a strong business base, encouraging joint marketing and improving the City's business climate. Encourage residents and employees to obtain their goods and services locally.

Action CC.3.2.1 Work with the Pinole Redevelopment Agency to establish programs and incentives that can be used to attract desirable new businesses and develop performance criteria to ensure that the benefits generated are in line with the incentives provided. Offer incentives to business owners and property owners for improving the appearance of aging shopping centers and retail space.

Action CC.3.2.2 Continue to utilize the City of Pinole website to attract attention to Pinole's redevelopment and economic development efforts. Create and maintain an economic development Web page on the City's website with pertinent economic and demographic information as well as profiles of key development sites and vacant buildings available for new businesses.

Action CC.3.2.3 Promote and support specialty businesses and ethnically diverse enterprises throughout the city.

Action CC.3.2.4 Improve and expand the shopping opportunities in Pinole by expanding efforts and continuing to assist store owners and smaller merchants with rehabilitation and marketing through Pinole's Commercial Rehabilitation Program.

Action CC.3.2.5 Re-examine existing and ongoing redevelopment efforts in Pinole. Take advantage of existing redevelopment projects that are not fully leased to determine whether new uses should be established.

GOAL CC.4 Promote a greater awareness of and sensitivity toward Pinole's historical heritage.

POLICY CC.4.1 Establish, support and fund programs that enhance Pinole's sense of community and identity, such as the collection of oral histories, genealogical research, and the acquisition of collections of historic artifacts, photographs, memorabilia or other information relevant to the history of the city.

POLICY CC.4.2 Establish and promote programs that identify, maintain and protect buildings, sites or other features of the landscape possessing historic or cultural significance.

Action CC.4.2.1 Pursue recognition of eligible historic properties by the National Register of Historic Places and California Register of Historical Resources, and consider a variety of ways to identify and document historic buildings and properties throughout the city.

Action CC.4.2.2 Maintain an up-to-date inventory of existing historic resources, including artifacts, structures, sites, areas and natural phenomena. Map the location of historic districts and historic and natural resources.

Action CC.4.2.3 Establish a program to identify historical structures, places and events in recognition of their status. This program may include the use of signs, monuments, public art and interpretive exhibits.

POLICY CC.4.3 The City shall take all possible precautions to ensure that no action by the City results in the loss of the irreplaceable archaeological record present in Pinole's planning jurisdiction and shall work with the County toward that end.

Action CC.4.3.1 Establish review procedures for development projects that recognize the history of the area in conjunction with state and federal laws.

Action CC.4.3.2 Establish a Historic Preservation Ordinance to provide for the appropriate development and maintenance of historic resources and their environment.

POLICY CC.4.4 Establish programs to display historical information and take advantage of opportunities to educate the public about Pinole's history.

Action CC.4.4.1 Consider establishing a historic center (e.g., museum or cultural center) to collect, display, maintain and share information about Pinole's heritage.

GOAL CC.5 Enhance the quality of life in Pinole by acknowledging the cultural diversity and by promoting, preserving and sustaining the cultural and performing arts.

POLICY CC.5.1 Celebrate the city's cultural diversity through public art, cultural centers and community events for the benefit and enjoyment of all residents.

Action CC.5.1.1 Support and encourage organizations that are responsible for coordinating cultural events, parades and festivals, coordinating and communicating with cultural and ethnic communities and other activities as determined by the City Council.

Action CC.5.1.2 Ensure that design guidelines provide adequate flexibility to accommodate development projects that include design features and cultural identity to celebrate the different cultures that make up Pinole.

Action CC.5.1.3 Encourage and invite cultural groups and organizations to participate/plan/operate citywide events and to showcase the city's cultural diversity at these events.

POLICY CC.5.2 Develop programs and facilities that promote the cultural and performing arts in Pinole.

Action CC.5.2.1 Showcase artwork in public venues such as City Hall, public libraries and other places throughout the community.

The Pinole Public Library with existing public mural

POLICY CC.5.3 Encourage the provision of art in public places as a way to increase the quality of life in Pinole.

Action CC.5.3.1 Consider utilizing the Community Services Commission or establishing another organization that is responsible for establishing a public art program, directing the use of public funds for art in public places, encouraging the use of art in private development projects, and administering other cultural and artistic programs for the city as deemed appropriate by the City Council.

Action CC.5.3.2 Promote the incorporation of monuments, plaques, signs or artwork identifying Pinole's diverse history into development projects, at existing community facilities such as the Senior Center, and on pedestrian and bicycle trails.