ECONOMIC DEVELOPMENT STRATEGY

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ECONOMIC DEVELOPMENT STRATEGY

The City of Pinole seeks to attract new development, and retain existing businesses, that serve the community and contributes to the fiscal and economic health of Pinole. In pursuit of this objective, the City of Pinole has prepared this Economic Development Strategy to take advantage of flexible land use standards for the Specific Plan Area and to identify opportunity sites for catalytic development. Central to accomplishing these objectives, the City of Pinole seeks to identify new opportunities for the reuse of or revitalization in the following areas:

- Doctors Hospital;
- Downtown/Old Town by:
  - Supporting mixed-use development at the intersection of San Pablo and Tennant avenues; and
  - Modifying Old Town circulation to enhance the pedestrian environment;
- Appian 80 Shopping Center, possibly including residential development;
- Preserve Sugar City; and
- Provide greater development certainty and streamline the development review for, opportunity sites as identified in this Specific Plan.

The following discussion provides information about how these and other economic development objectives can be attained.

4.1 INTRODUCTION

Economic development involves efforts to improve the economic well-being and quality of life of a community by creating and/or retaining jobs and supporting or growing incomes and the tax base. In practice, economic development requires a multifaceted approach to community health and vitality that includes the following.

- Business Climate: A good business climate is one that supports business growth and development.

- Workforce and Education: A highly skilled workforce must be available to support the regional economy and possess the knowledge desired by potential employers.

- Land and Infrastructure: Communities must have an available supply of development-ready land that has zoning, infrastructure, and services to accommodate the needs of business and industry.

- Transportation and Infrastructure: To stay competitive, cities must have a modern and efficient transportation system, providing connections and physical infrastructure for all modes of transportation.

- Quality of Life: Community assets (e.g., natural resources, community facilities, architectural character) must be enhanced to make a community a unique, attractive place to live, work, and play.

- Marketing: A City needs a strategic, dynamic, and consistent marketing message in order to attract private investment.

ECONOMIC DEVELOPMENT GOALS

The Pinole Specific Plan focuses on the land use, transportation, and infrastructure needs for the City by providing land use direction for a 20- to 30-year implementation period. To have value, the Specific Plan must establish realistic land use goals, objectives and standards that reflect and respond to economic conditions. In combination with the

Guiding Principles for Economic Development

- Market forces are the dominant drivers of a regional economy.

- Public-sector economic development efforts must focus on factors internal to the workings of the regional economy and under the influence of public policy at any given level of government, be that local, regional, state, or federal.

- Sensible economic development policy must build upon the strengths of the regional economy.

- Economic development should yield real net impacts on growth or, in the short term, the potential for growth.

- The public sector should pursue economic development policies that result in broad benefits for residents and businesses, especially benefits that will continue to have a positive impact even if specific businesses close or move.

- Public-sector economic development efforts should pay attention to the needs of lagging or distressed areas and of groups at the lowest rungs of the economic ladder.

- Public policy should recognize the regional nature of economic development and advance strategies that address challenges and opportunities throughout the regional economy.

- Economic development efforts should address the development potential of places, as well as the needs of people in that place.

land use and design aspects of the Specific Plan, the Economic Development Strategy seeks to implement the following 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, Pinole Valley Road, and Appian Way;
- 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.

To be a successful economic development tool, the Specific Plan must provide necessary flexibility to respond to economic conditions while ensuring that new development satisfies the community's jobs, housing, character, circulation, and economic development objectives.

4.2 DEMOGRAPHIC TRENDS AND MARKET CONDITIONS

In order to evaluate economic and demographic conditions and trends that will influence economic viability, the City retained the services of Bay Area Economics (BAE) to provide an overview of existing conditions and to identify land uses that would be supported by anticipated trends. The following are the major conclusions from the BAE Economic Background and Opportunities Report.

DEMOGRAPHICS AND EMPLOYMENT

- Pinole has seen little change in population in recent years and is expected to experience slow population growth in coming decades.

- Job growth is expected to outpace household growth in coming years, leading to an improved balance between commercial and residential uses.
- Future job growth in Pinole is expected to be concentrated in service sectors, consistent with a need for additional development of office and retail space.

REAL ESTATE MARKET

- Economic conditions in the for-sale residential market are expected to hamper development of new units in the near term.
- Long-term prospects for the for-sale residential market remain strong in Pinole.
- Prospects for rental residential development remain modest in Pinole.
- Current development activity and long-term job forecasts point to opportunities for measured growth in Pinole's office supply in coming years.
- Competitive pressures suggest a need to focus on the redevelopment potential for aging retail centers.
- Current industrial/flex space development in Pinole provides an adequate supply in the short-term.
- Additional planned development of industrial/flex space is likely to be sufficient to meet future demand based on long-term employment forecasts.

4.3 ECONOMIC DEVELOPMENT STRATEGY

The Specific Plan establishes a land use framework, design and development standards, and implementation actions that will guide development along the San Pablo Avenue, Pinole Valley Road, and Appian Way corridors for the next 20 to 30 years. The economic development objectives are:

- To retain and support existing businesses;
- To bring more and higher-density housing and commercial uses to the Priority Development Areas;

- To make Old Town a more vibrant commercial center;
- To create attractive, accessible streets and sidewalks; and
- To preserve existing industrial uses and attract "green" industry.

This Economic Development Strategy supports these goals by identifying the economic role played by PDAs and various sub-areas within the City, as well as highlighting particular opportunity sites for new development.

Throughout the Specific Plan corridors, but particularly on identified opportunity sites, the City wants to promote projects that:

- Are economically viable (e.g., generate benefits that are adequate to offset costs);
- 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;
- Enhance both regional and livable community objectives of supporting transit, pedestrian, and bicycle travel to destinations within the City and connecting to regional alternative transportation options; and
- Take advantage of preferred commercial locations that are near, and have convenient access to, the highway, are located on arterial roads that experience high traffic volumes, and that benefit from other factors that will support successful commercial (both office and retail) development.

The City intends to facilitate projects that meet the above-identified objectives by establishing a land use framework that can direct future development proposals and simplify the land use approval process.

ECONOMIC DEVELOPMENT STRATEGY

ECONOMIC DEVELOPMENT HIERARCHY

The City of Pinole recognizes the need to focus available economic development tools in the locations where they will create the greatest returns. For this reason, the Specific Plan focuses on the three primary circulation corridors within the City. Along these corridors, there are a number of opportunity sites that, due to their size, visibility, and/or nature of their use, have particular value as economic development catalysts. There are also opportunity areas that are not site-specific but that are important to the City's future. These opportunity areas include the Priority Development Areas and Old Town Pinole. Accordingly, this analysis is organized to identify implementation tools for Pinole and the Specific Plan corridors as follows:

- Citywide: Market forces will continue to drive the regional economy. Pinole seeks to influence public policy at the local level in a way that builds on the strengths of the region while optimizing benefits for residents and businesses in Pinole.

- Specific Plan Area: This planning sub-area creates opportunities for greater clarity related to land use and development to improve the City's readiness and responsiveness to priority project proposals.

- Priority Development Areas: Priority Development Areas are locations where a community is committed to developing more housing, services, and civic amenities to meet the needs of residents in a pedestrian-friendly environment served by transit. Financial assistance is available for PDA projects that further these objectives.

- Old Town Pinole: By virtue of its historic significance in Pinole, a rich architectural character, and its location at the junction of two primary travel corridors through Pinole, Old Town is a significant community resource that has the potential to be a vibrant, pedestrian-oriented destination.

- Opportunity Sites: Opportunity sites within the three corridors are locations where the City would like to see priority projects develop in the near term.

CITYWIDE STRATEGIES

Most of the region's economic health is influenced by factors the City of Pinole has little power to influence. Consequently, the City should continue its efforts to remain flexible in order to efficiently participate in the regional economy. The Specific Plan focuses on addressing land use and

infrastructure needs of the City, but addressing the following additional factors can improve local economic health.

- Business Climate: The Pinole Redevelopment Agency has actively acquired properties, facilitated redevelopment, and provided necessary infrastructure to support business. While highly beneficial to business, this activity has also resulted in artificially inflated land values and altered market conditions, making strong private sector leadership difficult, particularly for smaller businesses that have less ability to respond to regulatory burdens and fees. The City should strive to:
  - Support a business climate that is understandable and predictable;
  - Account for small business needs in the formulation of City policies;
  - Maintain the City's focus as customer-driven government; and
  - Support the infrastructure and operational needs of the business community.
- Quality of Life: Quality of life is determined by a variety of components, some essential, others important. These often intangible assets should be factored into the City's land use and economic decision making.

Table 4.1
Quality of Life Factors

• Jobs
• Economic Stability
• High Quality, Affordable Housing
• Mobility (between work, home, school, etc.)
• Dependable Public Services
• Healthy Air and Water Quality
• High-Quality Schools
	• Parks and Open Space
	• Access to Nature
	  – San Pablo Bay
	  – Pinole Creek
	  – Point Pinole
	• Cultural, Recreational Amenities

- Marketing: With a gentle climate, an accessible waterfront, thriving youth and senior centers, a historic Old Town, active recreational facilities, and a thriving business community located in close proximity to San Francisco, Pinole is an attractive place to live, work, and play but lacks an identity in the region. Pinole would benefit from a dynamic marketing message that identifies the City's amenities for business attraction.

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.

SPECIFIC PLAN AREA STRATEGIES

CEQA

The Specific Plan provides the City with an opportunity to comprehensively evaluate the environmental impacts of changed land use policies and programs at a level of detail that will ensure that future development, provided it is consistent with the Specific Plan, will not result in unanticipated negative environmental impacts. To ensure that this environmental protection remains in place, the City will review future projects that implement, and are consistent with, the Specific Plan, and where possible, exempt them from further environmental review or conduct environmental review to supplement the Specific Plan Environmental Impact Report (EIR).

Streamlined Administration

To encourage public benefit projects and to ensure successful development of opportunity sites, the City will develop a facilitated review process for priority projects. The facilitated review is intended to provide development certainty for proposals that are deemed desirable to the City and that further the objectives of this Specific Plan.

Economic Development Incentives

The City of Pinole already has attributes that are strategically important to business: character, climate, and convenience, easy access to Interstate 80 and the Richmond Parkway, and proximity to employment centers in the East Bay as well as in San Francisco and Marin. Valuable natural resources (e.g., San Pablo Bay, open space, Pinole Creek, and trails) and a well-run recreation

program contribute to an amenity package that needs to be better communicated to the business community. The City would also benefit from cultivating local businesses and providing development assistance to green industry and mixed-use developers.

Old Town Strategies

The activities and amenities of Old Town are essential to supporting a transit-oriented lifestyle. Diverse land uses place office, retail, civic, residential, cultural, and recreational uses within walking distance of each other and transit services. To be successful, residential and commercial densities will have to generate adequate daytime and evening populations to support commerce and transit. Public spaces within Old Town also need to be reconsidered in order to change San Pablo Avenue through Old Town from a through-traffic bypass to a main street and to maximize pedestrian activity to revitalize commercial activity. Important to revitalizing the Old Town are anchor activities or uses that draw people to the area and mesh with the unique character of the downtown.

Currently, civic uses are the economic engine in Old Town, with City Hall, the Public Safety Building, the Post Office, Youth Center and Senior Center, Fernandez Park, and the Town Hall Community Theater all located within walking distance of one another. Planned future development within Old Town includes a retail project at the corner of Tennent and San Pablo avenues. Other development opportunities include housing along Tennent Avenue across from the Youth Center. Going forward, small-scale residential, office, and retail mixed-use projects will continue to complement existing development in Old Town. Potential commercial tenants in the Old Town area include sit-down restaurants, specialty retailers (e.g., used bookstores, locksmiths, pet shops), and personal and professional services, including salons and tax preparation services. Redefining the major downtown intersection of San Pablo Avenue and Tennent Avenue with commercial buildings at each corner will provide a visual anchor and sense of place currently lacking in the City's core.

Any effort to revitalize Old Town must be accompanied by a parking plan and strategy that adequately accommodates new parking demand while not over-parking the downtown. Opportunities for shared parking and recognition that pedestrian travel between well-located parking facilities and the commercial destination is what makes for a walkable downtown are important to downtown's resurgence. In addition to modifying circulation and establishing a parking strategy, the City also needs to:

- Make the economic vitality of Old Town a priority by attracting anchor uses and activities to the downtown and growing clusters of anchor uses in the downtown such as cultural and civic facilities, specialty restaurants, and retail;
- Support the economic health of Old Town by encouraging more, and higher-density, housing within walking distance of Old Town;
- Enhance multi-modal, pedestrian-friendly access to Old Town by providing bicycle lanes, wider sidewalks with amenities, bus stops and shelters; and
- Establish the identity of Old Town as a vital area for commerce through wayfinding graphics, public art, and thematic streetscape elements.

A. Circulation

To implement the Specific Plan vision for Old Town, San Pablo Avenue will have to be recast as a main street rather than a bypass, with a distinct, vibrant, pedestrian-oriented destination for commerce, civic activity, and recreation. To accomplish this, San Pablo Avenue needs to be redesigned to discourage bypass traffic, slow automobiles, and promote pedestrian activity on the street. This could be accomplished by reducing vehicle travel lanes to one in each direction while providing space for bicycle circulation, widened sidewalks, and public amenities.

B. Parking

In order to provide development opportunity and adequate parking in Old Town, the Redevelopment Agency has assembled property for shared parking and the City has promulgated standards that rely on this parking rather than compelling each business to satisfy parking demand on-site. These two actions maintain the traditional downtown commercial character and pedestrian nature of this business district. The City periodically evaluates parking conditions to ensure that adequate parking remains available, and these studies continue to demonstrate that there is adequate parking for Old Town. Redevelopment of Old Town under the Specific Plan has the potential to increase parking demand beyond the present parking supply. To balance pedestrian-friendly design with future parking needs, the parking management strategy for Old Town:

- Defines parking as being adequate if parking demand does not exceed 85 percent of the available capacity within a two-block radius of a project;

Figure 4.1
San Pablo/ Tennent Avenue - Before Improvements

Figure 4.2
San Pablo/ Tennent Avenue - After Improvements

- Will implement parking controls (e.g., time limits, metered parking, remotely located employee parking) before seeking to expand parking capacity;
- Will continue to monitor parking supply and demand on a regular basis; and
- Will consider expanding available shared public parking (e.g., a parking garage) in order to relieve individual projects of the obligation to provide parking on-site as determined by a parking management study.

4.4 OPPORTUNITY SITES

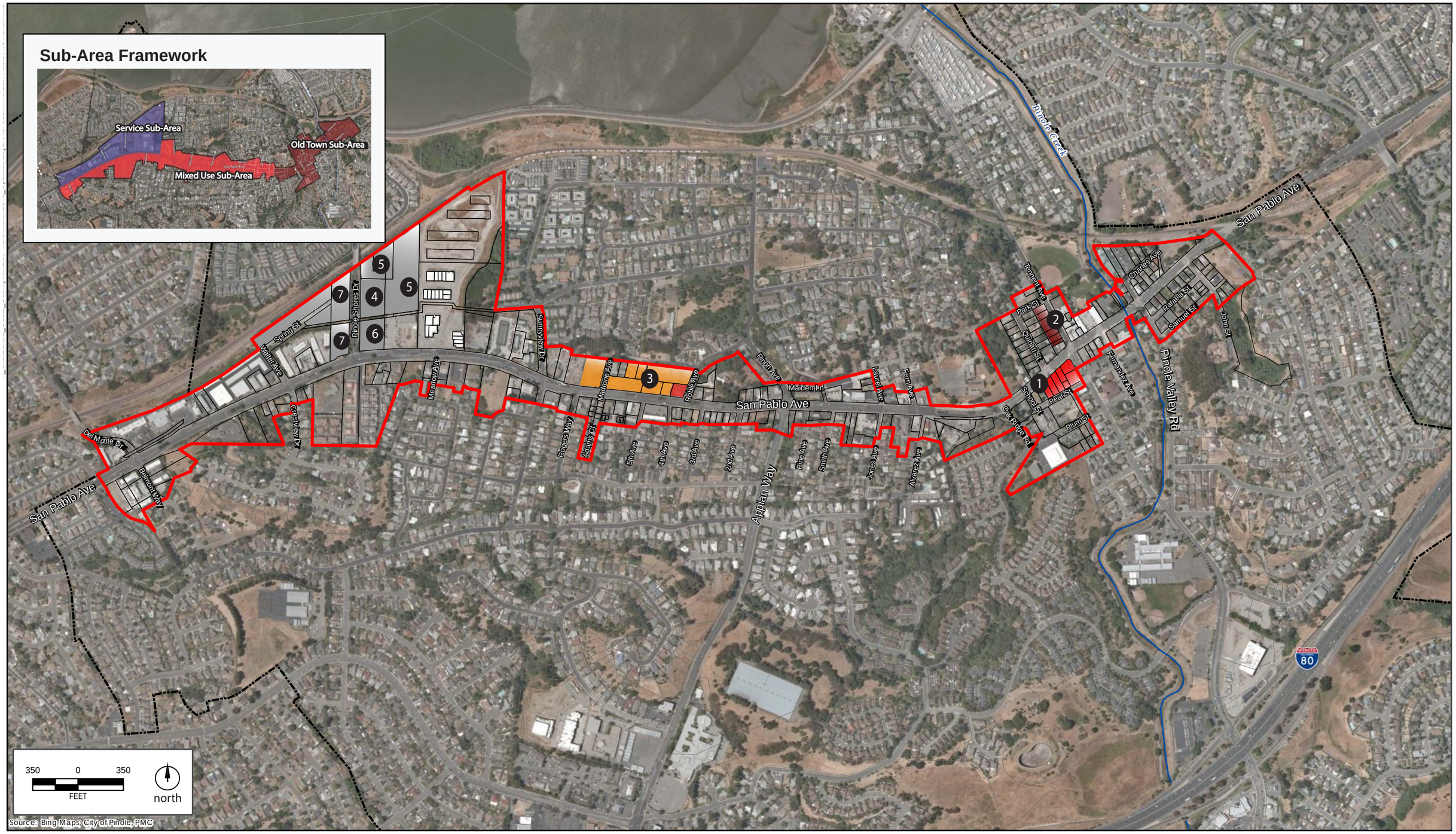
Opportunity sites will, with appropriate development, substantially further the City's objectives related to economic vitality and diverse housing opportunities. The following discussion identifies the area, land use, and desirable future development prototypes for the opportunity sites along the San Pablo Avenue corridor. The opportunity sites were selected with the following criteria in mind:

- Ability to catalyze other development. Due to their location and/or size, development on these opportunity sites would set the tone for land uses in the area and help spark additional activity along the corridor.
- "Anchor" properties. Development of these opportunity sites was seen as crucial to establishing the corridor's character.
- Readiness to be developed. Sites that were either vacant or underutilized, and/or that require minimal land assembly are considered prime candidates for economic development. These "low-hanging fruit" would require less effort by a developer to build out the property.

SAN PABLO AVENUE CORRIDOR

The primary objectives for the San Pablo Avenue corridor are to attract higher-density residential development to key locations that support local-serving and specialty business, to grow community and civic uses to anchor Old Town, and to support industrial use at the south end of the avenue that can serve the local and regional demand for green industries.

Figure 4.3 identifies seven sites along the San Pablo Avenue corridor that provide an opportunity for development to occur in a manner that would further City objectives. Figures 4.4 – 4.10 provide detailed information about these opportunity sites and the type of development the City would encourage.



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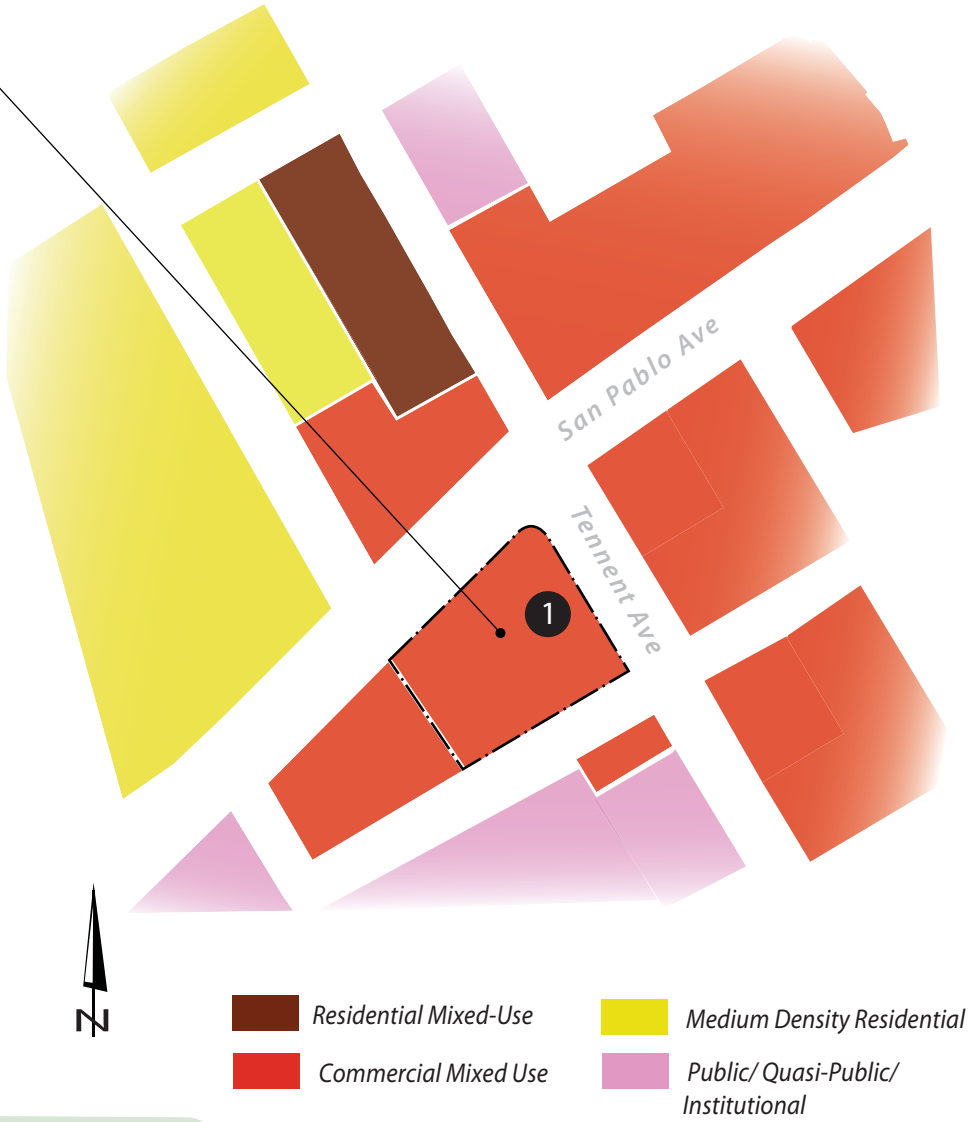
San Pablo Avenue Opportunity Sites: Figure 4.3

Fig 4.4 San Pablo Avenue - Old Town District: *Opportunity Site 1*

Opportunity Site 1

Development / Building Form



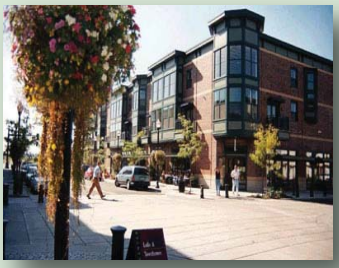
Existing Conditions

Site Information	
Size:	0.96 Acres
Zoning:	CMU
Height Limit:	35'
Minimum Frontage:	80%
Development Examples	
Commercial:	5,000- 20,000 Sq. Ft.
Residential:	18 Units
FAR	1.5 - 1.75
Desired Uses: Residential, Restaurant, Bookstore	

Fig 4.5 San Pablo Avenue - Old Town District: *Opportunity Site 2*

Opportunity Site 2

Development / Building Form



N

Residential Mixed-Use

Commercial Mixed Use

Medium Density Residential

Public/ Quasi-Public/ Institutional

Existing Conditions

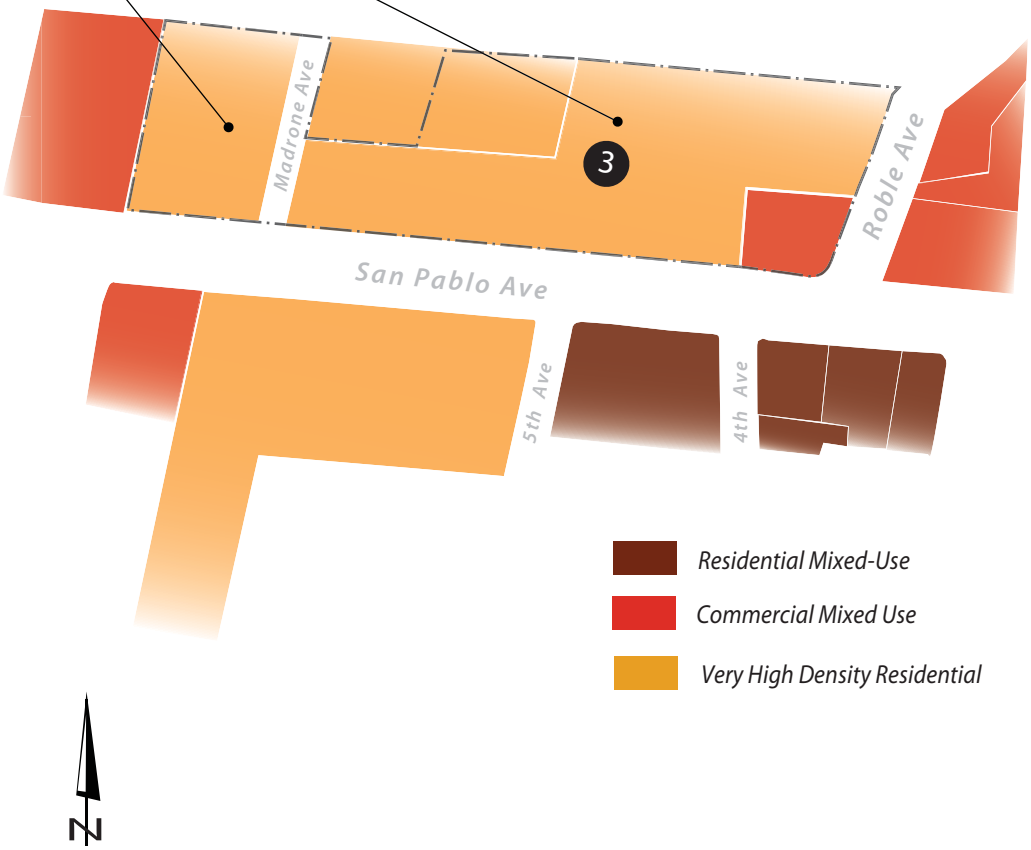
Site Information	
Size:	0.69 Acres
Zoning:	RMU
Height Limit:	35'
Minimum Frontage:	80%
Development Examples	
Residential:	10 Units
FAR	NA

Desired Uses: Residential Use

Fig 4.6 San Pablo Avenue - Mixed Use District: *Opportunity Site 3*

Opportunity Site 3

Development / Building Form



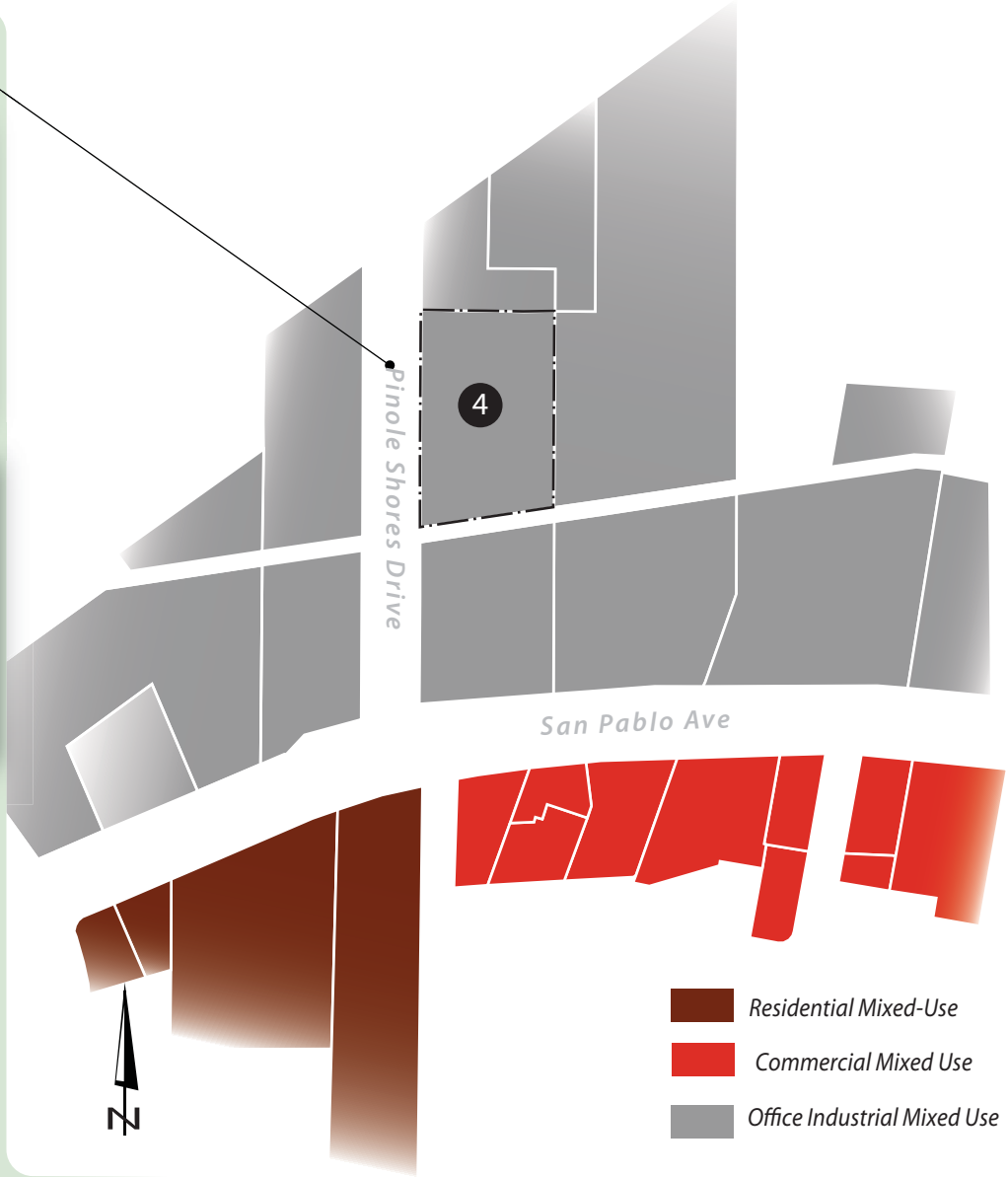
Existing Conditions

Site Information	
Size:	3.72 Acres
Zoning:	VHDR & CMU
Height Limit:	50'
Minimum Frontage:	60%
Development Examples	
Residential:	128 Units
Commercial:	3,000 Sq. Ft.
FAR	N/A
Desired Uses: Residential Use	

Fig 4.7 San Pablo Avenue - Service District: *Opportunity Site 4*

Opportunity Site 4

Development / Building Form



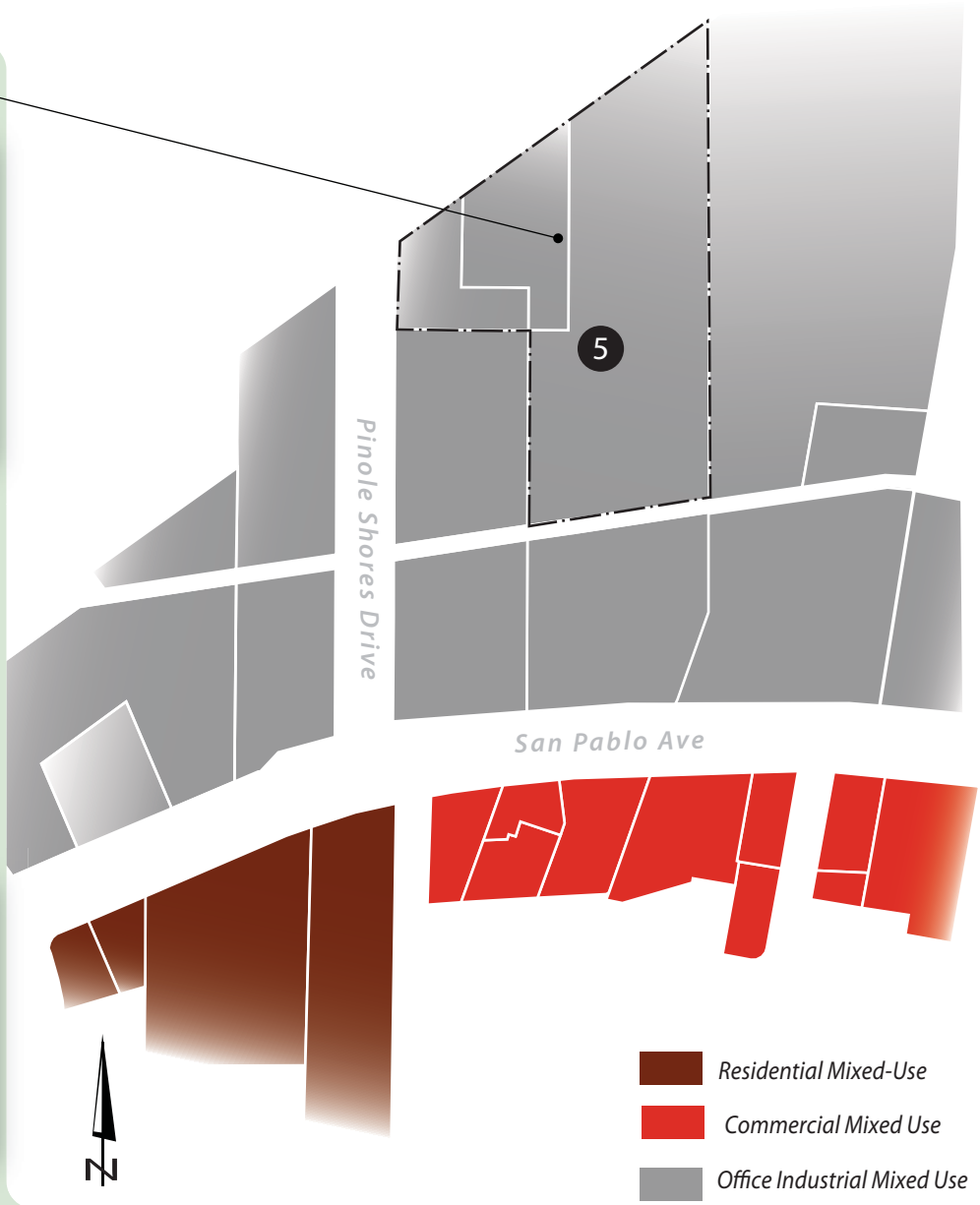
Existing Conditions

Site Information	
Size:	1.28 Acres
Zoning:	OIMU
Height Limit:	50'
Minimum Frontage:	30%
Development Examples	
Industrial:	9,000 SF
FAR	25%
Desired Uses: Green Industry	

Fig 4.8 San Pablo Avenue - Service District: *Opportunity Site 5*

Opportunity Site 5

Development / Building Form



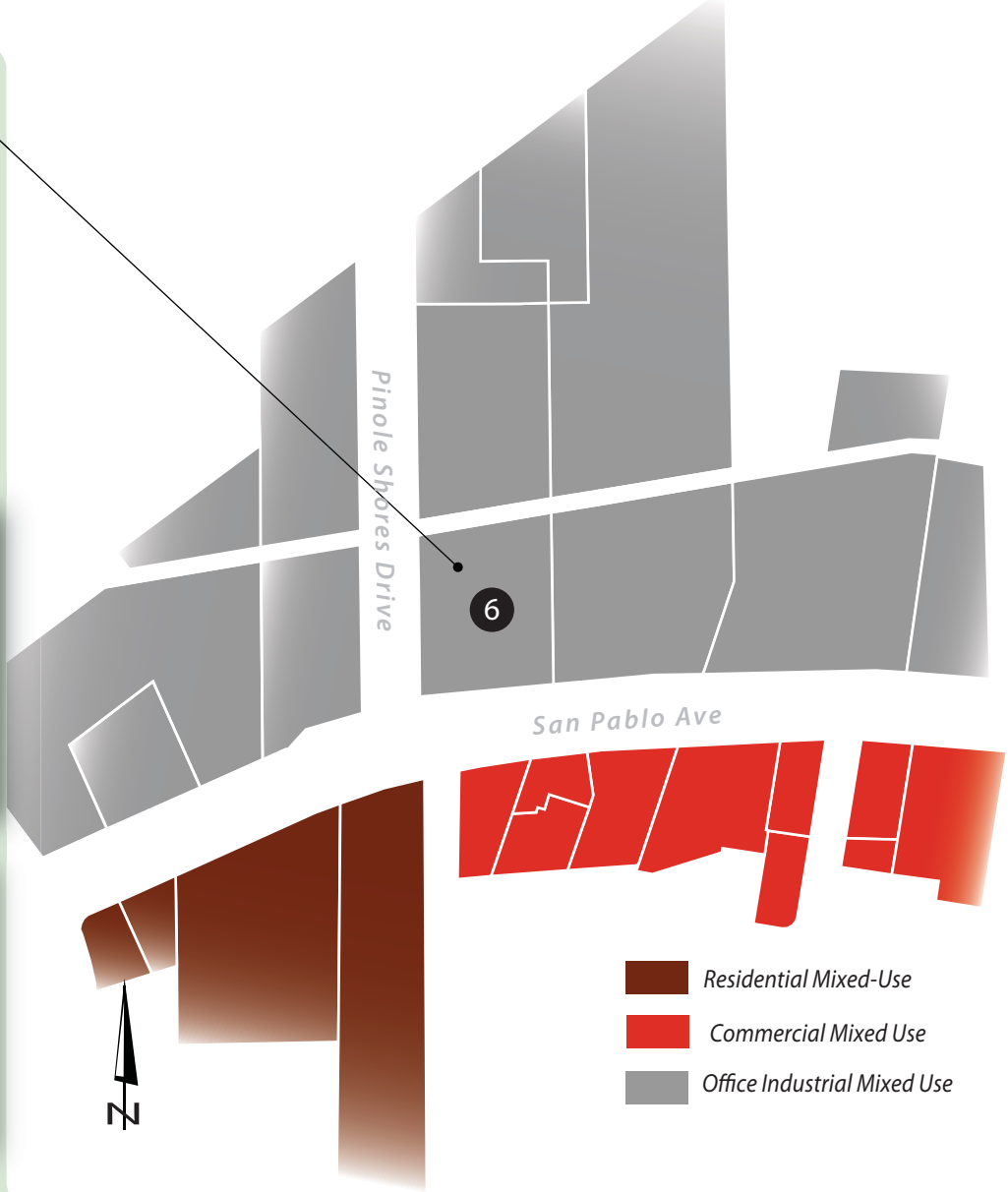
Existing Conditions

Site Information	
Size:	4.5 Acres
Zoning:	OIMU
Height Limit:	50'
Minimum Frontage:	30%
Development Examples	
Industrial:	26,000 Sq. Ft.
FAR	25%
Desired Uses: Green Industry	

Fig 4.9 San Pablo Avenue - Service District: *Opportunity Site 6*

Opportunity Site 6

Development / Building Form



Existing Conditions

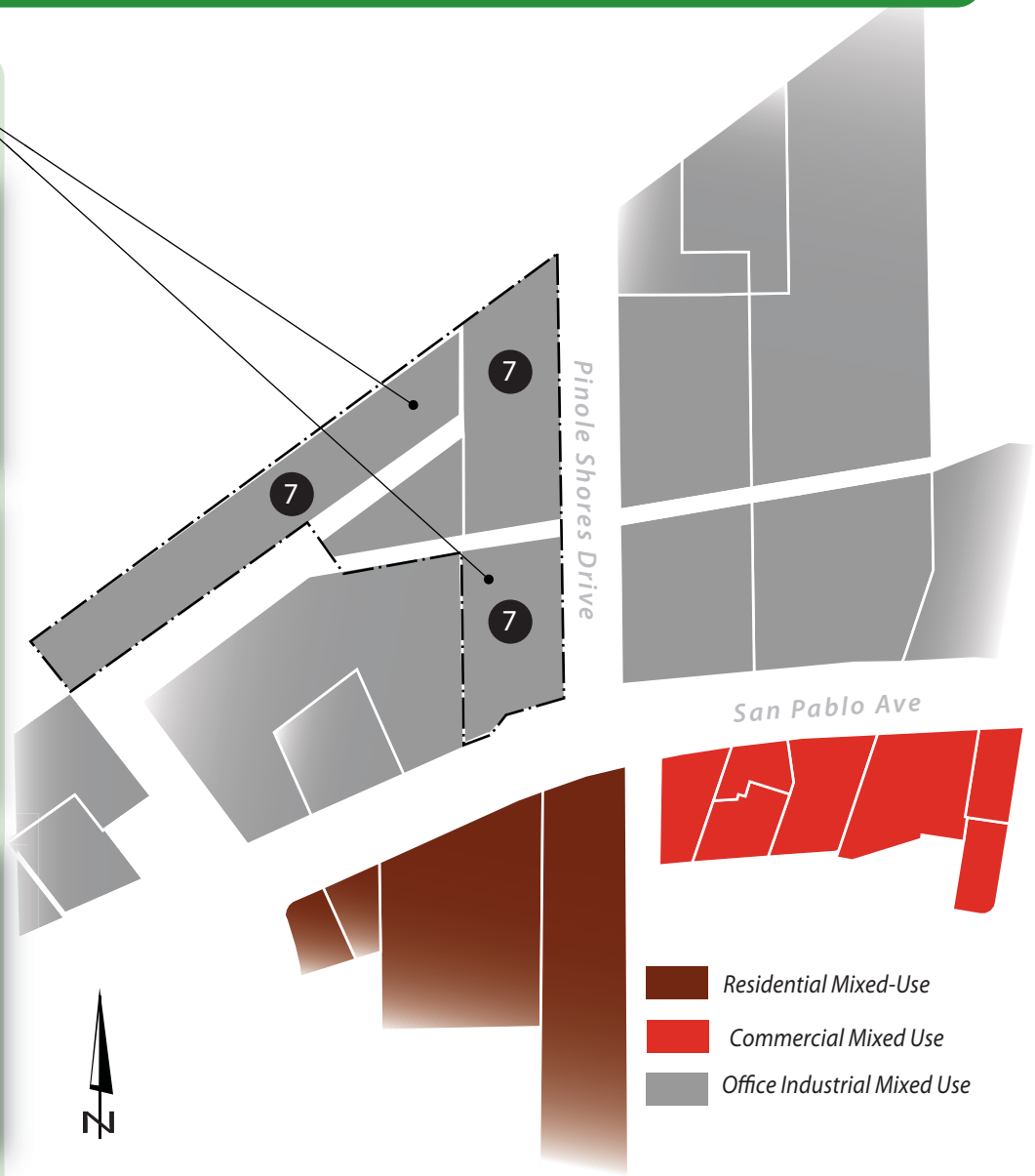
Site Information	
Size:	1.04 Acres
Zoning:	OIMU
Height Limit:	50'
Minimum Frontage:	30%
Development Examples	
Industrial:	11,000 Sq. Ft.
FAR	25%

Desired Uses: Office / Flex

Fig 4.10 San Pablo Avenue - Service District: *Opportunity Site 7*

Opportunity Site 7

Development / Building Form



Existing Conditions

Site Information	
Size:	3.99 Acres
Zoning:	OIMU
Height Limit:	50'
Minimum Frontage:	30%
Development Examples	
Commercial:	26,000 Sq. Ft.
FAR	15%
Desired Uses: Green Industry, Retail	

PINOLE VALLEY ROAD CORRIDOR

This corridor contains educational, medical office, retail, recreation/cultural, and residential uses. It provides convenient access to and from I-80 and contains Pinole Creek.

The primary objectives for the Pinole Valley Road corridor are to capitalize on revitalized retail centers south of Interstate 80, encourage new medical office use north of Interstate 80, and 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.

Figure 4.11 identifies five sites along the Pinole Valley Road corridor that provide an opportunity for development to occur in a manner that would further City objectives. Figures 4.12 – 4.16 provide detailed information about these opportunity sites and the type of development the City would encourage.

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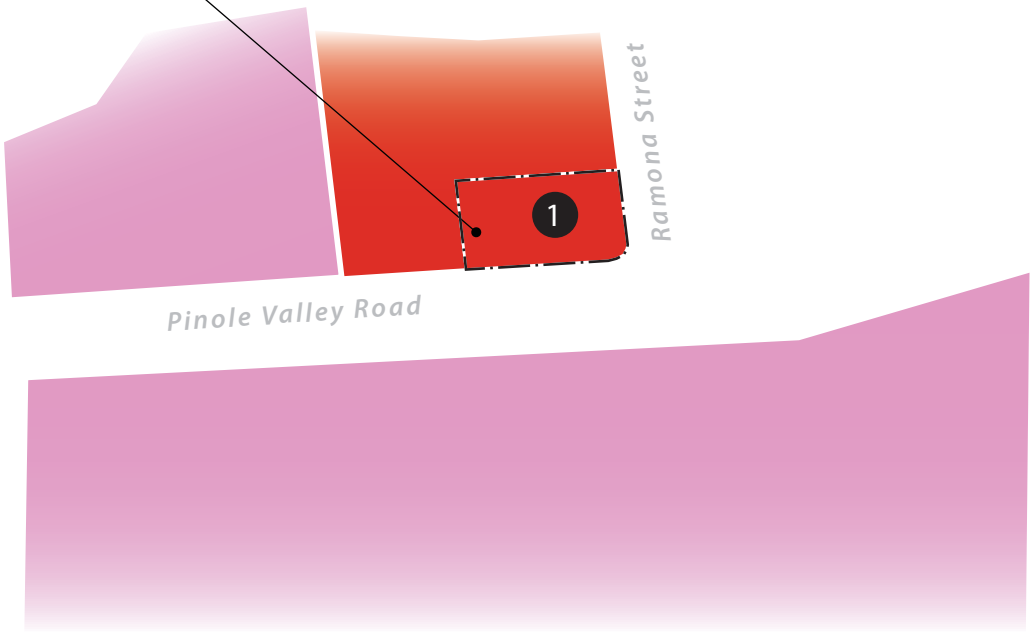
Pinole Valley Road Opportunity Sites: Figure 4.11

Fig 4.12 Pinole Valley Road - Service District: *Opportunity Site 1*

Opportunity Site 1

Development / Building Form



Commercial Mixed Use

Public/ Quasi-Public/ Institutional

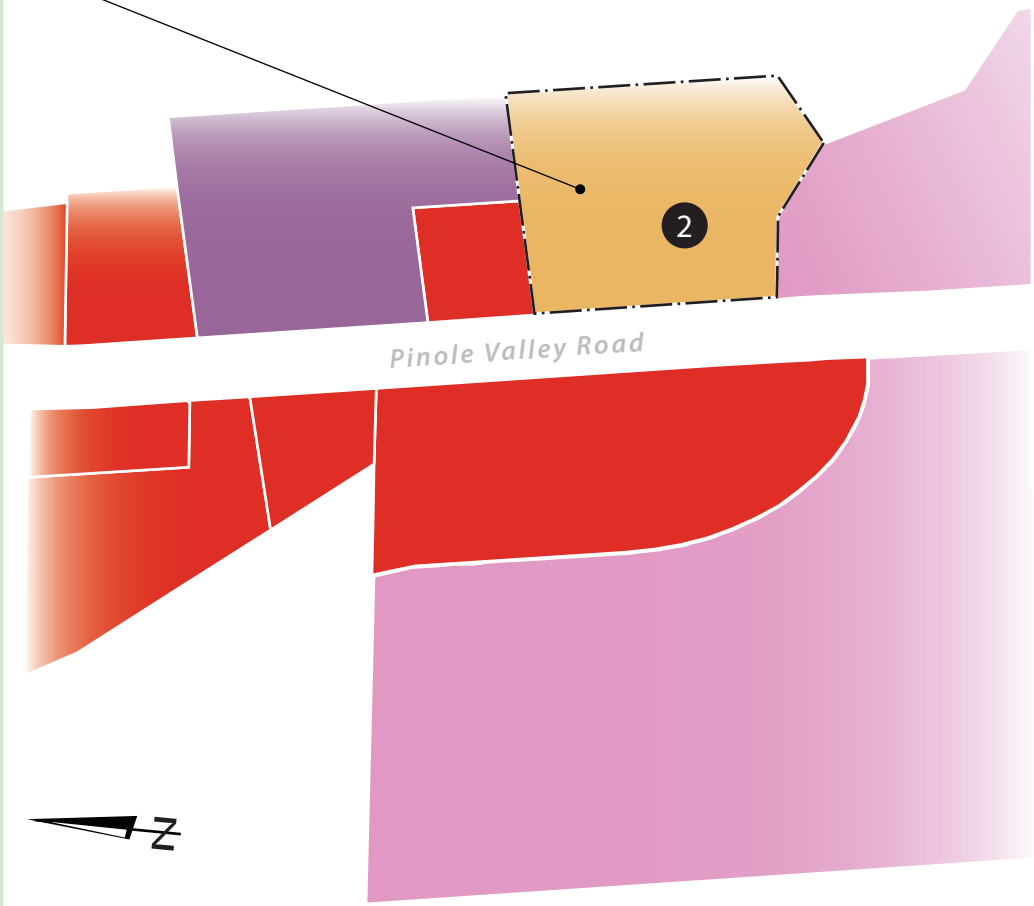
Existing Conditions

Site Information	
Size:	0.45 Acres
Zoning:	CMU
Height Limit:	50'
Minimum Frontage:	30%
Development Examples	
Commercial:	3,000 Sq. Ft.
FAR	30%
Desired Uses: Convenience Retail, Mixed Use with Housing	

Fig 4.13 Pinole Valley Road - Service District: *Opportunity Site 2*

Opportunity Site 2

Development / Building Form



Commercial Mixed Use

Office Professional Mixed Use

High Density Residential

Public/ Quasi-Public/ Institutional

Existing Conditions

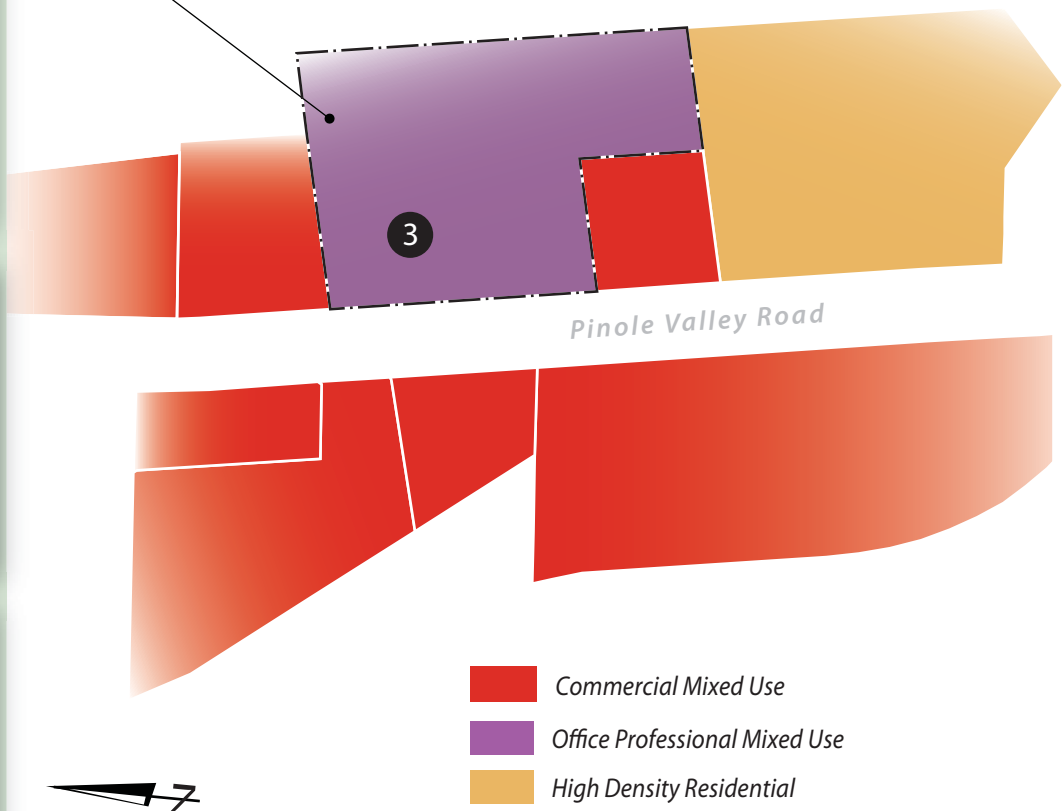
Site Information	
Size:	1.77 Acres
Zoning:	HDR
Height Limit:	50'
Minimum Frontage:	30%
Development Examples	
Residential:	53 units
FAR	30%

Desired Uses: Residential Uses

Fig 4.14 Pinole Valley Road - Service District: *Opportunity Site 3*

Opportunity Site 3

Development / Building Form



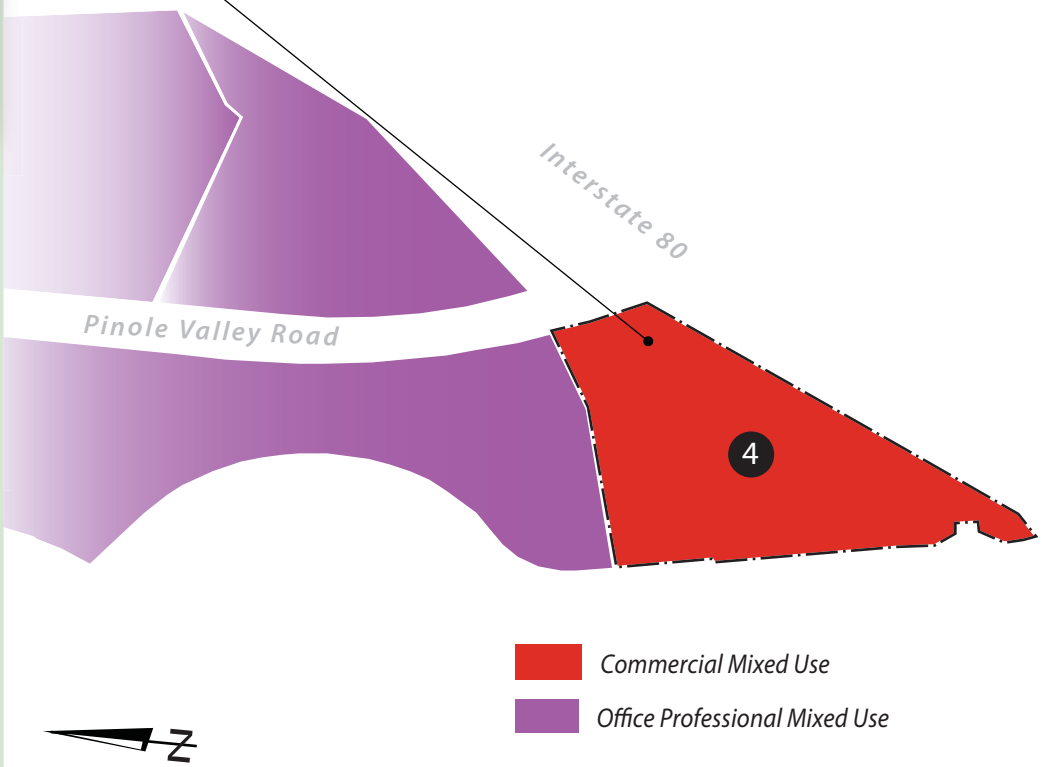
Existing Conditions

Site Information	
Size:	1.75 Acres
Zoning:	OPMU
Height Limit:	50'
Minimum Frontage:	30%
Development Examples	
Commercial:	68,750 Sq. Ft.
FAR	50%
Desired Uses: Office Mixed Use	

Fig 4.15 Pinole Valley Road - Service District: *Opportunity Site 4*

Opportunity Site 4

Development / Building Form



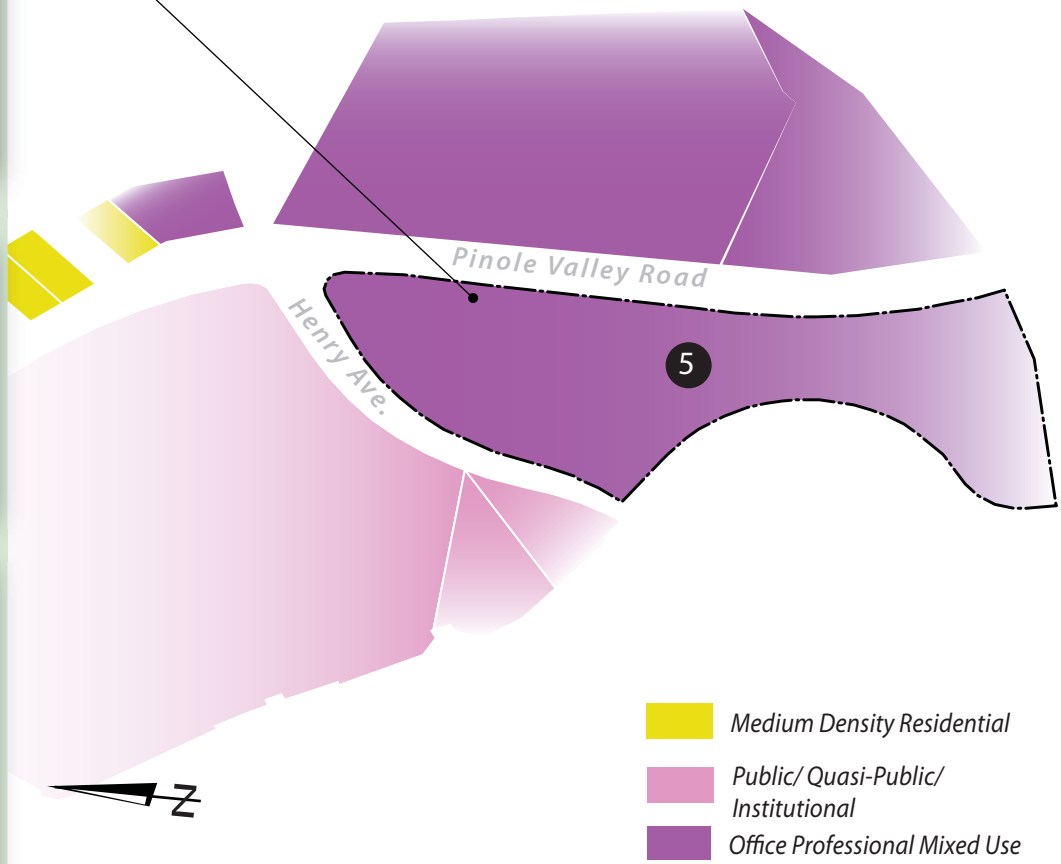
Existing Conditions

Site Information	
Size:	2.24 Acres
Zoning:	CMU
Height Limit:	50'
Minimum Frontage:	30%
Development Examples	
Commercial:	30,050 Sq. Ft.
FAR	30%
Desired Uses: Medical Offices, Restaurant	

Fig 4.16 Pinole Valley Road - Service District: *Opportunity Site 5*

Opportunity Site 5

Development / Building Form



Existing Conditions

Site Information	
Size:	4.51 Acres
Zoning:	OPMU
Height Limit:	50'
Minimum Frontage:	30%
Development Examples	
Commercial:	70,000 Sq. Ft.
FAR	40%
Desired Uses: Medical Offices	

APPIAN WAY

This corridor contains educational, medical office, retail, and residential uses that have convenient access to and from I-80.

The primary objectives for the Appian Way corridor are to support development that provides jobs, primarily by reusing the Doctors Medical Center site, and to revitalize retail at Appian 80 and to the south of Interstate 80.

Figure 4.17 identifies three sites along the Appian Way corridor that provide an opportunity for development to occur in a manner that would further City objectives. Figures 4.18 – 4.20 provide detailed information about these opportunity sites and the type of development the City would encourage.

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PINOLE *California*

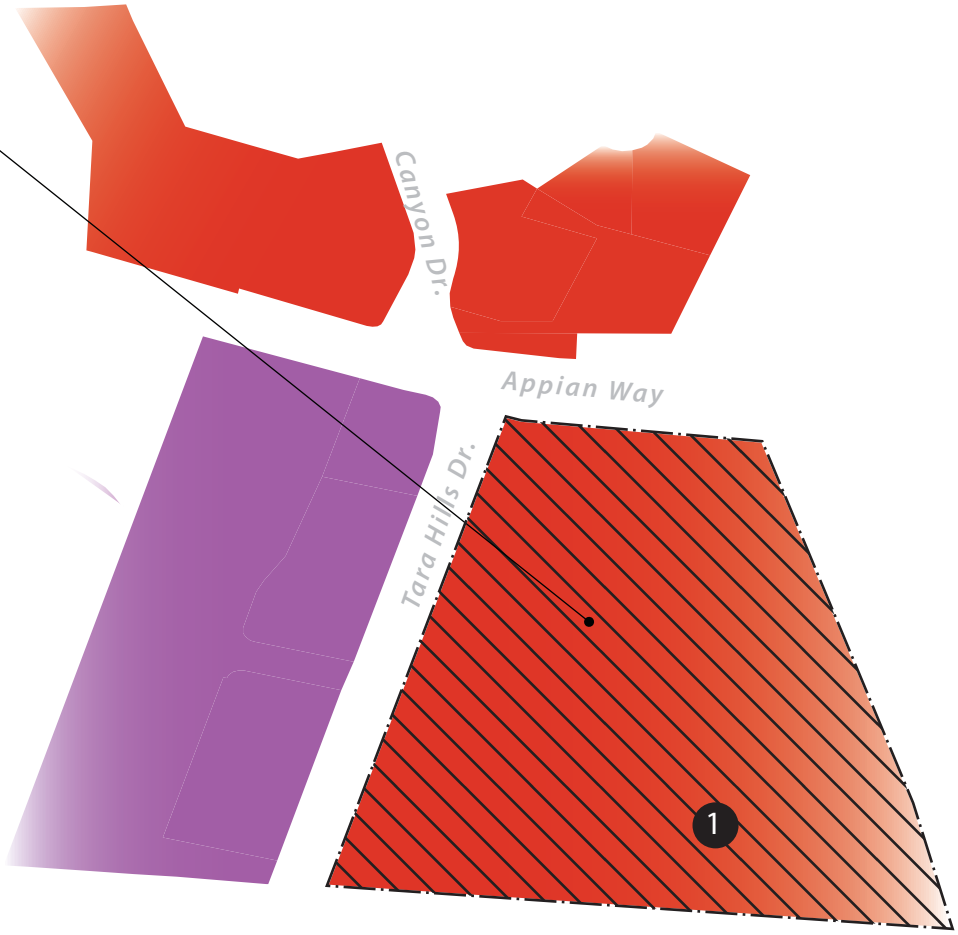
PMC

Appian Way Opportunity Sites: Figure 4.17

Fig 4.18 Appian Way - Service District: *Opportunity Site 1*

Opportunity Site 1

Development / Building Form



Commercial Mixed Use

Office Professional Mixed Use

High Density Residential Overlay
(A minimum of 2.5 acres within the HDR Overlay area shall be reserved for residential development)

N

Existing Conditions

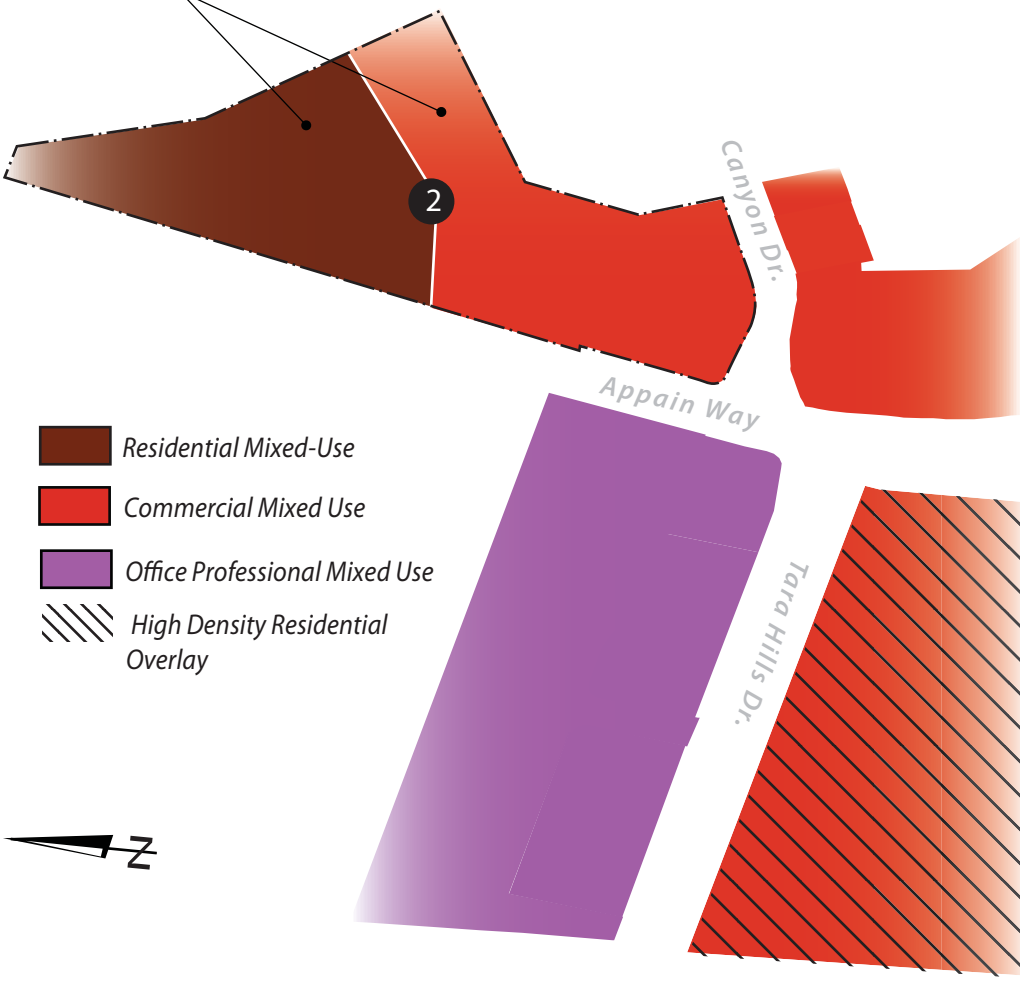
Site Information	
Size:	13.0 Acres
Zoning:	CMU & HDR overlay
Height Limit:	75'
Minimum Frontage:	60%
Development Examples	
Residential:	75 units
Commercial:	140,000 Sq. Ft.
FAR	40%

Desired Uses: Mixed Use Residential and Retail

Fig 4.19 Appian Way - Service District: *Opportunity Site 2*

Opportunity Site 2

Development / Buildling Form



Existing Conditions

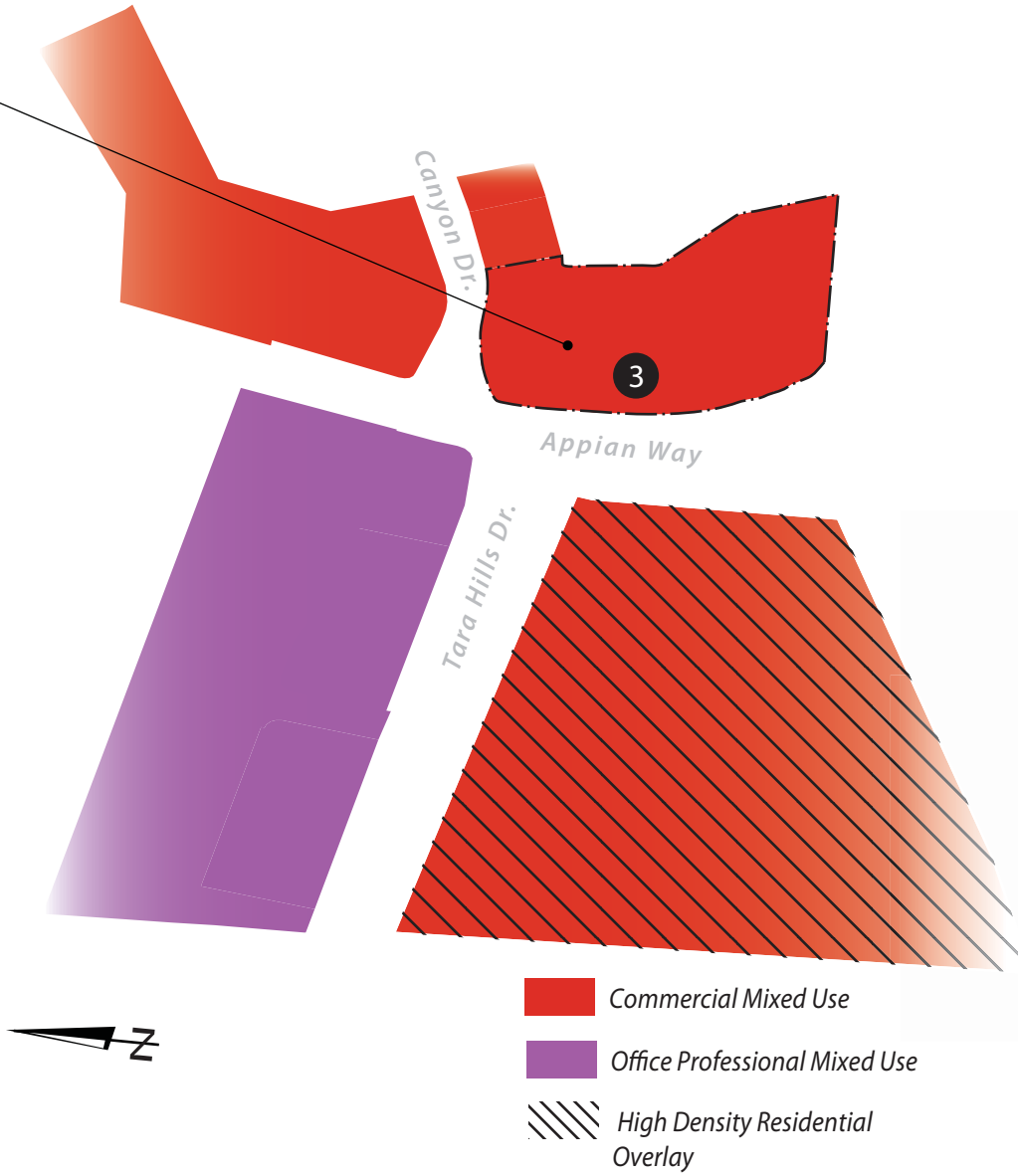
Site Information	
Size:	7.42 Acres
Zoning:	CMU + RMU
Height Limit:	75'
Minimum Frontage:	60%
Development Examples	
Commercial:	75,000 Sq. Ft.
Residential:	225 Units
FAR	100%

Desired Uses: Hospital, Out-Patient, or Other Medical Facility, Lodging, Mixed Use

Fig 4.20 Appian Way - Service District: *Opportunity Site 3*

Opportunity Site 3

Development / Buildings Forms



Existing Conditions

Site Information	
Size:	1.90 Acres
Zoning:	CMU
Height Limit:	75'
Minimum Frontage:	60%
Development Examples	
Commercial:	175,000 Sq. Ft.
FAR	90%
Desired Uses: Office, Lodging	

4.5 DEVELOPMENT POTENTIAL

Population and employment growth in Pinole will likely be slower than the County and the region due to the largely built-out nature of the City. Based on ABAG population, housing, and employment projections, economic trends and conditions in the region, Bay Area Economics estimated that there will be demand for the following development within the next 15 years:

Office:	75,000 – 100,000 square feet
Retail:	125,000 square feet
Industrial:	Existing Supply is Adequate
Lodging:	Undetermined

The Specific Plan increases development potential within the three corridors. Predicting how much additional commercial square footage and how many additional residential units would develop under the Specific Plan in the next 20 to 30 years is difficult because the land use is deliberately flexible to accommodate a broad range of market conditions. The percentage of commercial and residential use within the mixed-use zones could vary broadly, while lot coverage will be higher in locations where off-site parking facilities (e.g., a parking garage in Old Town) obviate the need for parking on-site and lower for some commercial uses (e.g., industry) that are not located entirely within a structure.

Appendix A describes the assumptions that were used to estimate the development that could occur within the San Pablo Avenue, Pinole Valley Road, and Appian Way corridors. In projecting development potential for the planning horizon of 2030, it was assumed that demand for commercial and industrial development would limit buildout more than land use constraints, but that no such limit on demand would apply to residential development. Because the proposed land use designations would accommodate more commercial development than is expected to occur in during the General Plan cycle, these development projections limit growth in the commercial and office sectors to 150,000 square feet above the existing land use capacity by the year 2030. While actual development in Pinole will be influenced by a number of market and regulatory factors, the Specific Plan is expected to increase the potential for development beyond that allowed by the 1995 General Plan as follows:

Residential:	1,076 Units
Retail:	150,000 s.f.
Office:	150,000 s.f.
Industrial:	0 s.f.