

# SAN FRANCISCO BAY AREA RAPID TRANSIT DISTRICT

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## MEMORANDUM

**TO:** Board of Directors **DATE:** January 3, 2020  
**FROM:** General Manager  
**SUBJECT:** El Cerrito Plaza Transit Oriented Development (TOD) Update

At the January 9, 2019 Board meeting, BART Staff will provide an update on the El Cerrito Plaza Transit Oriented Development Request for Qualifications (RFQ) process, with a focus on the Goals & Objectives for the development. The future development relates back to the BART and City of El Cerrito Memorandum of Understanding (MOU) which the BART Board authorized in September 2016.

As background, on November 19, 2019, the El Cerrito City Council provided feedback on the draft TOD Goals and Objectives. Staff refined the Goals and Objectives given the City Council feedback and additional staff input (**Attachment 1**).

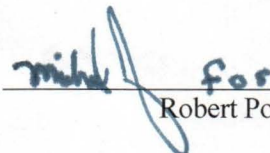
Additionally, at the November 19 meeting, City Council adopted a Resolution to:

- 1) Request the evaluation of a potential City library (to be funded by the City of El Cerrito) to be included in BART's Request for Qualifications (RFQ).
- 2) Support the District's inclusion of Sustainable Access Studies and Strategies in the TOD process.

Leading up to the Board meeting and the forthcoming release of the RFQ, BART staff have conducted extensive outreach, including

- Participation in the February 5, 2019 El Cerrito City Council meeting
- Participation in the July 27 and 29, 2019 City San Pablo Avenue Specific Plan Update meetings
- Held an in-station Open House about future TOD at El Cerrito Plaza BART on August 14, 2019
- Held a workshop on Thursday, October 3, 2019 to update the community on access conditions and the RFQ process
- Participation in the November 19, 2019 City Council meeting.

If you have further questions, please feel free to contact Val Menotti, Chief Planning & Development Officer at 510-287-4794.

  
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Robert Powers

### Attachments

cc: Board Appointed Officers  
General Manager  
Executive Staff





**BART El Cerrito Plaza Transit-Oriented Development**  
**PRELIMINARY DRAFT Goals and Objectives**  
*For El Cerrito City Council Review – November 19, 2019*

**A. Complete Communities**

1. **Regularly engage with the community** in the development of the project and associated access investments, and trade-offs between parking, housing and community amenities.
2. **Enhance the Ohlone Greenway's** role in increasing connectivity, sustainability and placemaking.
3. **Create visual and physical connection** between the BART station, adjacent neighborhoods, and shopping/services in El Cerrito Plaza, and along San Pablo Avenue and Fairmount Avenue.
4. **Create active ground floor** on Fairmount Avenue, with a mix of uses that complements and leverages the surrounding area.
5. **City to manage area parking – with BART's support** - to ensure neighborhood and business needs can be met.
6. Explore **options for integrating public library** into the TOD in partnership with City.

**B. Sustainable Communities Strategy**

1. **Deliver community serving facilities and dense residential mid-rise uses at the station** to support envisioned growth in the "San Pablo Avenue Corridor" Priority Development Area and the San Pablo Avenue Specific Plan.
2. **Address the regional housing need** while simultaneously helping the City put in place transportation management tools to avoid potential congestion and traffic impacts of population growth.
3. **Incorporate green and sustainable design** to minimize vehicle- and building-related greenhouse gas emissions.

**C. Ridership**

1. **Increase BART ridership at times and locations when BART has capacity.**
2. **Attract BART patrons from the larger San Pablo Avenue Specific Plan area** and beyond through sustainable access alternatives.

**D. Value Creation & Value Capture**

1. **Deliver a feasible development** that generates long term revenue to support BART operations.
2. **Participate in future area-wide financing efforts** (such as a developer supported set up of a parking benefit district, enhanced infrastructure financing district or business district) to capture value changes resulting from TOD to support community amenities and other investments.
3. **Leverage innovative third-party funding and financing options** that deliver TOD-related BART infrastructure and programming.

**E. Transportation Choice**

1. Per BART's Access Policy, **increase the share of patrons who walk, bike, or take transit to BART** through access improvements that offer safe, viable non-auto alternatives to BART patrons, including accessible demand responsive services.
2. **Minimize the need for BART patron parking replacement** in an on-site garage by maximizing the use of existing available parking capacity in close proximity to the station and exploring other parking and access options for patrons who do not live near the station.
3. Per BART's TOD Policy, develop an **Access Plan** to identify future access needs and strategies.
4. **Enable new residents of the development to reduce their reliance on cars** by providing transportation alternatives through GreenTRIP certification or equivalent.
5. **Expand the pedestrian and bicycle network** – particularly connecting to the Ohlone Greenway – to support the City and BART's active transportation goals.
6. **Embrace the rapid evolution of mobility trends and technologies** to adapt to future transportation needs.

**F. Affordability**

1. **Minimum of 20% of housing units will be affordable** to low and very-low income households or below, and support BART's 35% systemwide affordability goal by aiming for a higher percentage of affordable units.
2. **Support local economy through project labor agreements** for construction of project. Aim for Small Business Enterprise inclusion in design and construction of the TOD.