



RUMRILL CORRIDOR PDA PLAN

PREFERRED LAND USE PLAN AND KEY
STRATEGIES

Planning Commission Study Session

October 29, 2024

DYETT & BHATIA
Urban and Regional Planners



PROJECT BACKGROUND

- With a grant from MTC/ABAG, City is preparing a Corridor Plan for Rumrill Boulevard
- City designated southern segment a Priority Development Area (PDA), but unlike other PDAs in San Pablo corridor has not been studied holistically

Objectives:

- Establish a coherent vision for the corridor
- Guide revitalization with a comprehensive land use and development strategy
- Integrate new housing to meet community needs
- Improve environment and economic opportunities



PROJECT TIMELINE



MEETING OBJECTIVES

1. Recap the community engagement process
2. Provide an overview of the Preferred Land Use Plan and Key Strategies
3. Receive feedback from the Planning Commission to guide preparation of the Draft Rumrill Corridor Plan

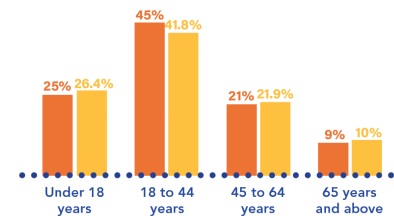
KEY CONSIDERATIONS



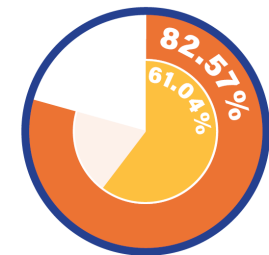
SOCIO-DEMOGRAPHIC PROFILE

- **Rumrill PDA residents tend to be younger** than the citywide average, and fewer families with children
- Nearly **83% of residents are Hispanic**, a significantly higher share than city as a whole
- **Educational attainment levels are low:** only one third of PDA residents have completed high school and less than 7 percent of residents have some college education

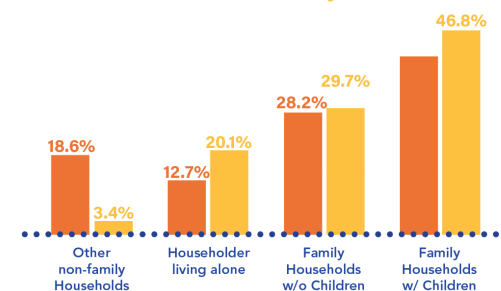
Age Demographics
in Rumrill PDA versus City of San Pablo



Hispanic Population
in Rumrill PDA versus City of San Pablo

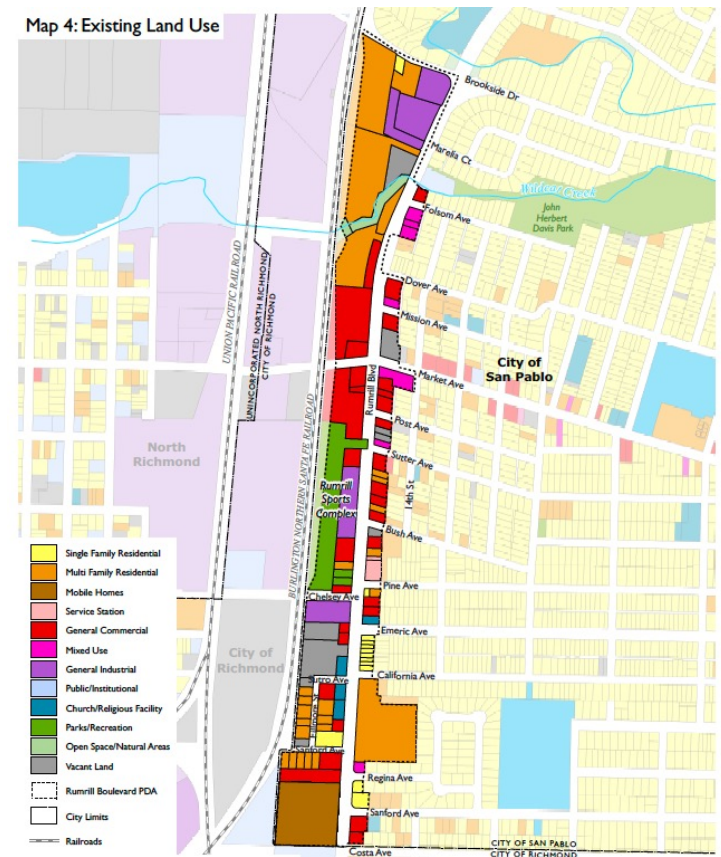


Household Structure
in Rumrill PDA versus City of San Pablo



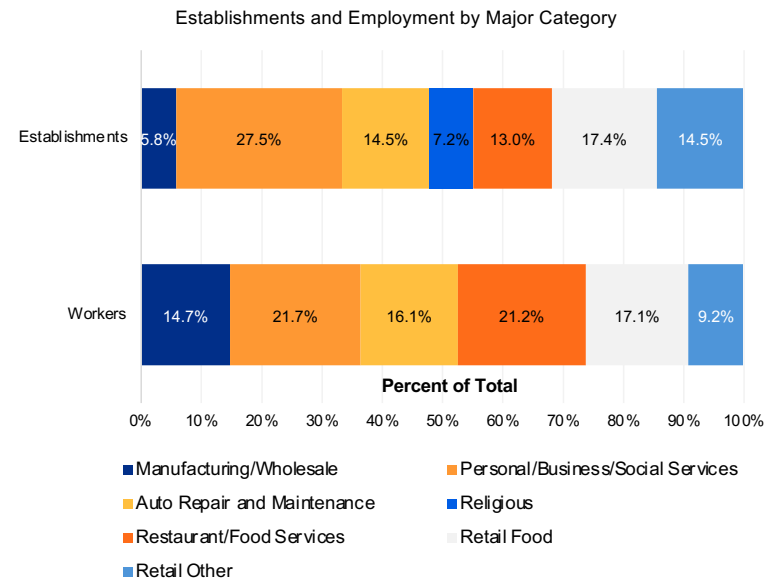
LAND USE AND DEVELOPMENT

- Eclectic mix of residential, retail, service commercial and public uses
- 1820 Rumrill affordable housing project approved 2023
- Housing Element plans for **354 new multifamily units** by 2031 with a focus on market-rate housing to avoid an over-concentration of affordable units
- Over 40% of residents paying more than 30% of their income on housing and many **unmarried/unrelated younger people live together**
- Large, underused properties at **Market/Rumrill intersection** represent an important opportunity to build sense of place
- 3 adjacent **City-owned parcels** in the south of the PDA could serve as a catalyst site



EMPLOYMENT AND COMMUTE PATTERNS

- **85 percent** of existing businesses are **small** and **locally-owned**
- Nearly **1/3** of businesses involve restaurants/food services and there is a high share of business activities related to **production and repair**
- Large-scale industrial and regional commercial uses are not viable given small parcel size and lack of direct access to freeways, but there are opportunities to grow more small, local businesses in production/repair sectors like **auto repair, apparel manufacturing, and food production**
- Although there are 3 bus lines that serve the corridor, most people commute to work alone by car



Note:
 (a) BAE estimates. Detailed industry and employment data are not reported by published sources for the Plan Area. BAE estimated the total workers at each establishment using information from Esri Business Analyst and other public online sources. For more information, see Appendix A.

Sources: City of San Pablo; Esri Business Analyst; Dun & Bradstreet; BAE, 2022.

ALTERNATIVES



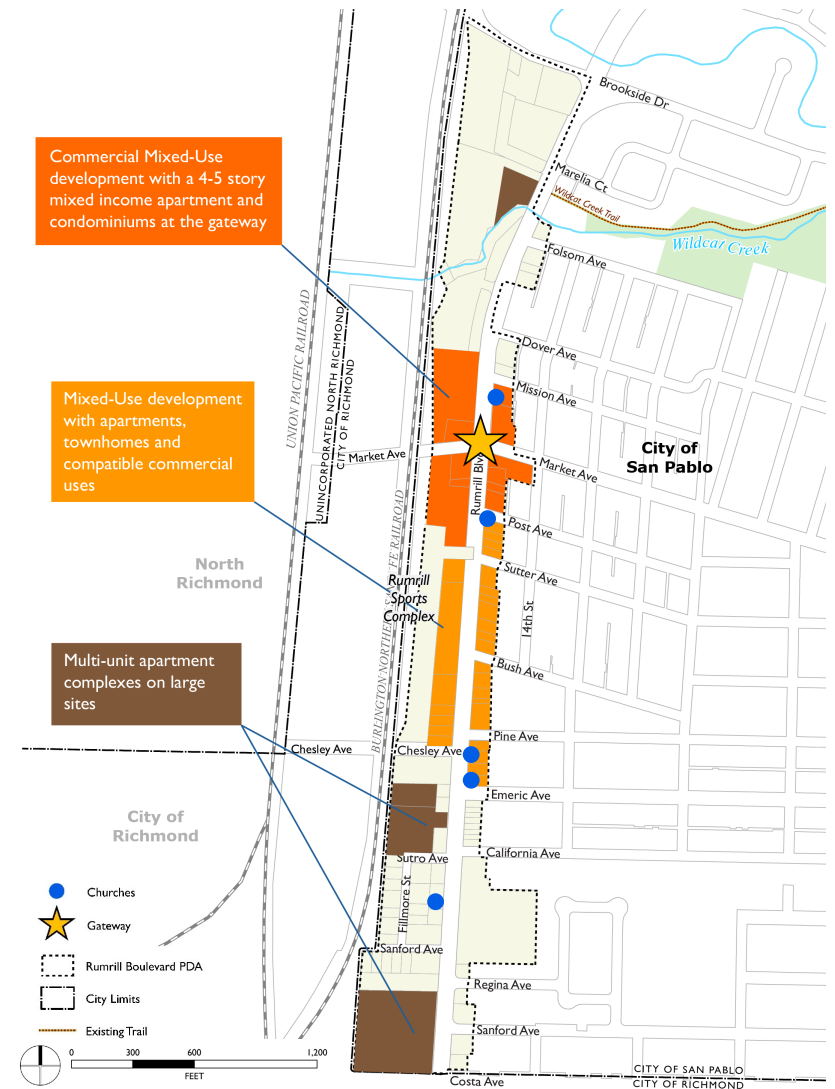
ROLE OF THE ALTERNATIVES

- A vehicle for **testing different strategies** to achieve project objectives
- Used in community outreach to **spark a discussion** of concepts to potentially include in Public Review Draft Corridor Plan
- Each alternative presents a distinct vision and **highlights choices and tradeoffs**
- Draft Corridor Plan combines different features of alternatives based on community feedback

ALTERNATIVE A: HOUSING FOCUS

KEY ASPECTS

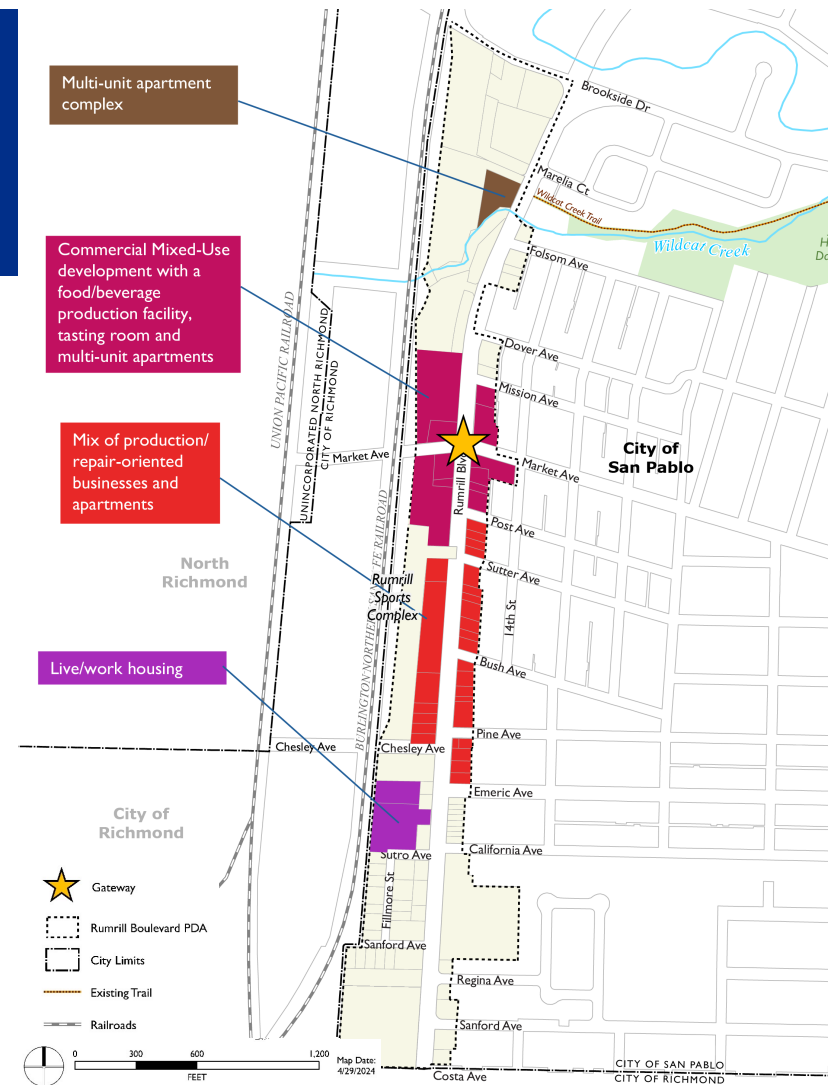
- **Gateway:** Highest density and intensity of development at the Rumrill/Market gateway intersection. A mix of commercial and residential uses is envisioned
- **City-owned parcels:** Incentivize development of high-density multifamily housing
- **Smaller Parcels:** Mixed use development with townhomes, apartments, and compatible commercial uses mid-corridor
- **Faith-based community housing** on church properties with areas of surface parking or underutilized parcels could be re-developed



ALTERNATIVE B: MAKER MIXED USE FOCUS

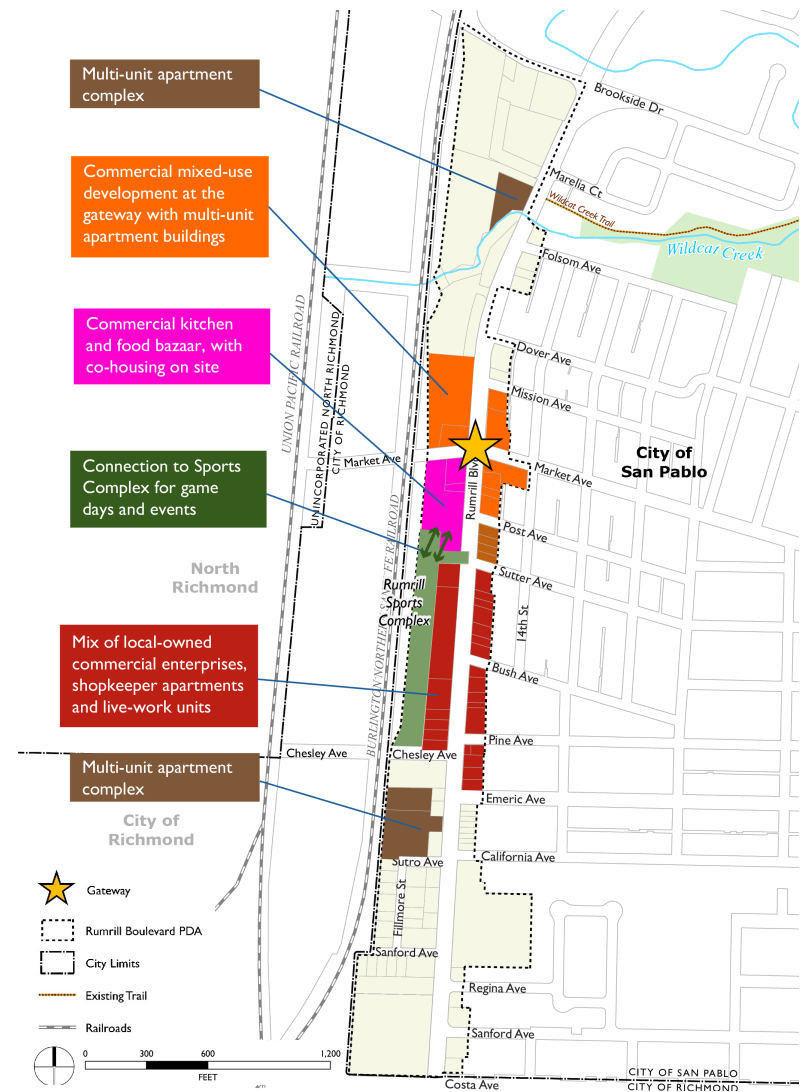
KEY ASPECTS

- **Attract a production facility** with a retail sales point
- **Gateway:** New commercial and multi-unit residential housing with a focus on high density and intensity of use
- **Mid-corridor:** Mix of production/repair-oriented businesses and apartments through land use and zoning
- **City-owned vacant parcels:** Live/work housing to provide opportunities for creative entrepreneurs



ALTERNATIVE C: FOOD AND CULTURE FOCUS

- **Gateway:**
 - A large site accommodating a **food truck park** with a variety of local vendors and commercial kitchen for shared use.
 - A **co-housing community** with new rental and for sale housing opportunities.
 - New commercial and multi-unit residential housing, focusing on high density and intensity.
- **Mid-corridor:** A mix of local-owned commercial enterprises, shopkeeper apartments, and live/work units.
- **City-owned parcels:** High density multi-family housing with a focus on studio and 1-bedroom units.



COMMUNITY ENGAGEMENT RECAP



OUTREACH ACTIVITIES

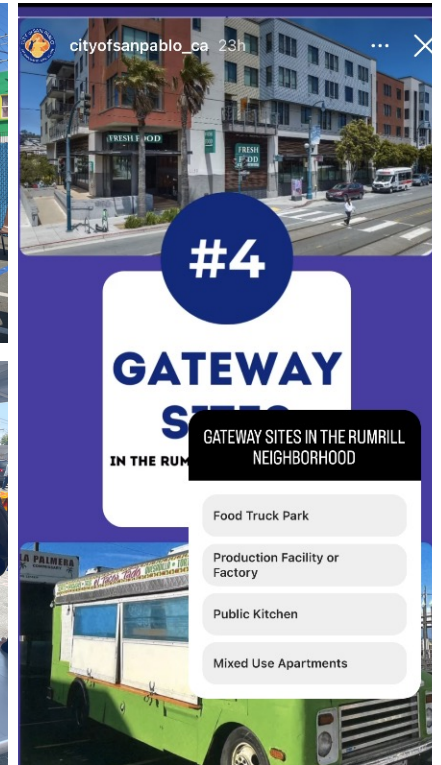
- Citywide survey on housing and priorities (2022)
- Technical Advisory Committee Meeting (June 2024)
- Property owner meetings (July – Aug 2024)
- Rumrill Block Party and Community Event (Aug 2024)
- Instagram "Reel Polls" (Aug-Sept 2024)

Promotional efforts

- Flier distribution: youth commission, community center and public counters
- Social media posts: NextDoor, FaceBook, Instagram
- 1,000 door hangers distributed
- Mention in City Manager's newsletter
- Email blast to interested parties list
- Event noticed on City website and calendar
- Notice given to recreational leagues



Rumrill Block Party



Rumrill Alternatives Instagram Survey

WHO WE HEARD FROM

- In total, **386 people participated** in the process and shared their priorities
 - 345 reel poll responses
 - 41 block party attendees
- Responses were in roughly **1/3 Spanish**
2/3 English
- Participants of all ages participated in the process



68% English

32% Spanish



24% 25-34 years

47% 35-44 years

24% 45-54 years

9% 65+ years



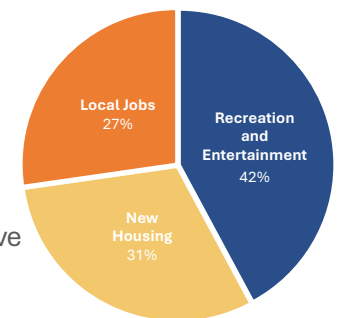
25% Male

75% Female

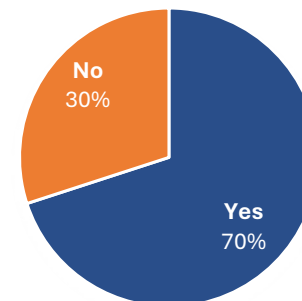
KEY TAKEAWAYS

- No clear preference on one alternative over others. Aspects of all received solid support
- Strong support for housing in a variety of formats, with an emphasis on affordability
- Need for parking management strategies was a key theme - residents and businesses consistently expressed concern for traffic and parking issues as new housing gets built
- Need for anti-displacement measures also a recurring theme – ensuring existing residents and businesses can stay and thrive
- Residents interested in more amenities and services to help build community bonds and provide activities for children/youth: public parks, a youth center, daycare services, and shared maker spaces
- Food truck park, production facility, and commercial kitchen all received support at the gateway site, but no clear favorite and no property owner ready to move forward; however, plan can still incorporate strategies to attract or cultivate them

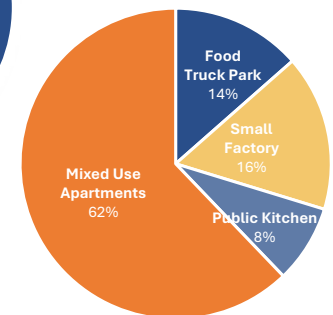
Reel 1: Plan Priority



Should Rumrill Blvd Have More Housing?



Gateway Sites



PREFERRED PLAN

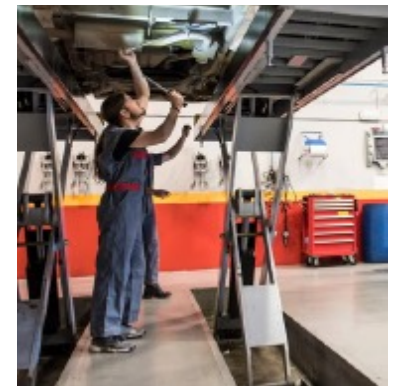


WHAT IS A PREFERRED PLAN?

- Preferred Land Use Plan and Key Strategies presents the preferred ideas and concept resulting from outreach
- It showcases the “**big ideas**” proposed for incorporation into the Rumrill Corridor Plan
- Intent is to review with the Planning Commission, receive feedback and confirm direction before preparing the Public Review Draft and CEQA document
- Full Draft Plan planned for release in early 2025 with adoption hearings in the spring

VISION:

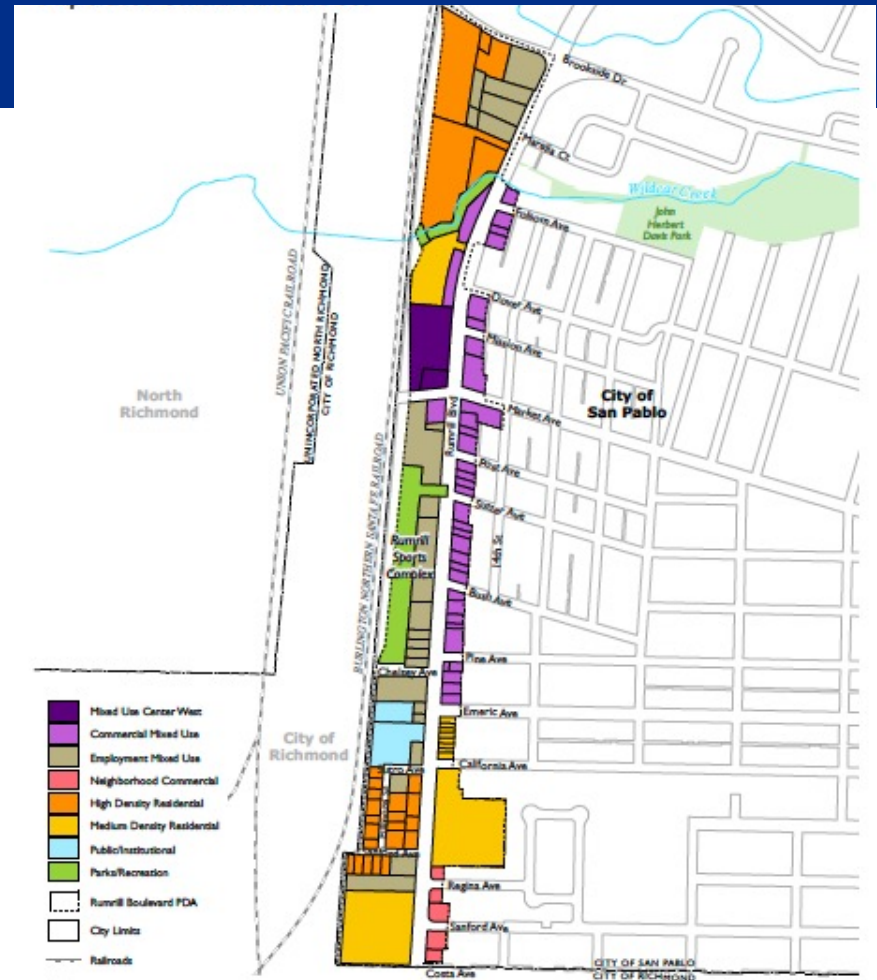
Livable corridor and destination for food and fun



LAND USE STRATEGY

Proposed land use changes to help achieve the vision:

1. Establish a new Mixed Use Center West designation at the Gateway
2. Revise IMU designation to better support production and repair-oriented businesses and existing residents
3. "Right zoning" actions to reflect existing uses



MIXED USE CENTER WEST



- Redevelopment of large, underused properties at the Rumrill/Market Gateway can help revitalize the corridor
- With 3 AC Transit bus lines, opportunity for transit-oriented development
- Create a new Mixed Use designation to incentivize high intensity development and gateway design

Mixed Use Center West

Mixed use development at this prominent western gateway into San Pablo will include multiunit residential development with a maximum permitted density of 60 du/ac and/or activity-generating commercial uses with a maximum FAR of 2.5. Desired commercial uses include a grocery store, restaurants, and community-serving shops and services. Other allowable commercial uses include a food truck park with communal seating, a production facility with a tasting room or retail sales point, and/or a commercial kitchen with on-site sales or dining. Residential developments that are "affordable by design" are encouraged, such as co-housing, micro-apartments, modular construction. Typical building height is expected to be 4-5 stories with mixed use in either a vertical or horizontal format. Bonus density and other regulatory incentives will be available for projects that provide public plazas, on-site recreational amenities, public art, and high-quality design features that build the visual presence of the Rumrill/Market gateway.

EMPLOYMENT MIXED USE

- Current Industrial Mixed Use (IMU) designation does not reflect realistic potential for the area
- Revise it to support existing business and help attract new ones
- Permit live/work housing throughout and multi-unit complexes on larger sites

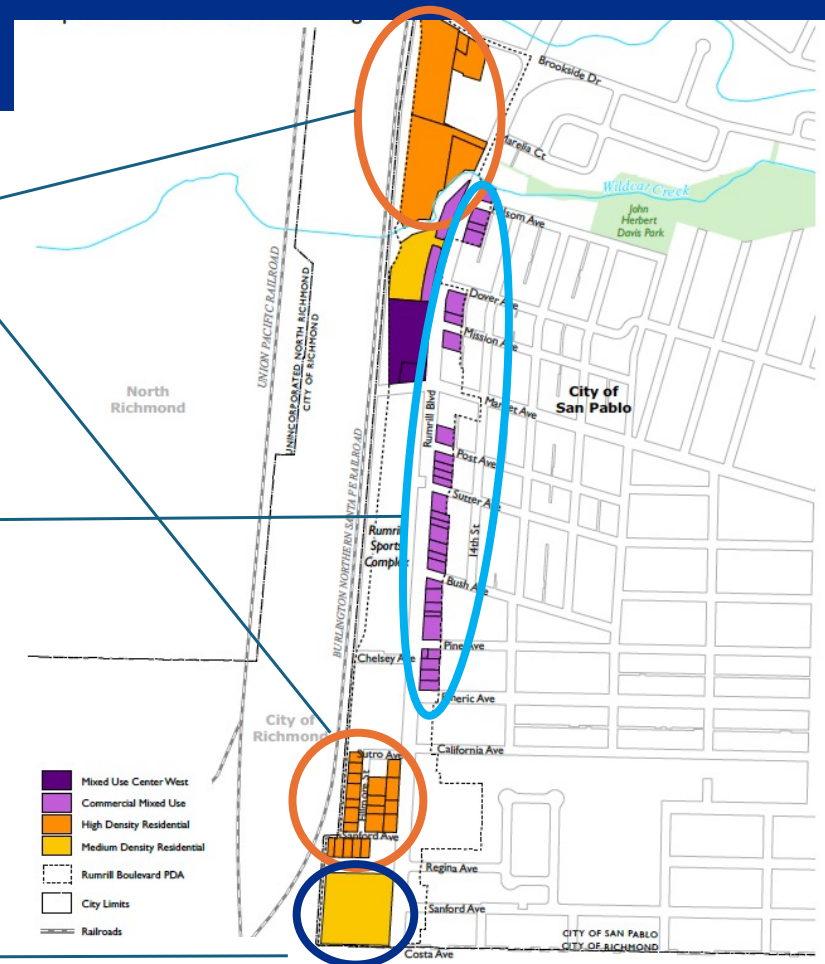


Employment Mixed Use

This designation seeks to foster a range of production, distribution, and repair-oriented businesses, including food production and distribution; auto and appliance repair; and apparel, electronics, and furniture manufacturing. The intent is to provide opportunities for smaller commercial and industrial uses seeking affordable spaces that do not require direct access to the regional transportation network and to provide jobs with good wages that don't require a college degree for local residents. On-site live/work housing is encouraged. On sites over 0.3 acres, multiunit housing is permitted where adequate buffering and noise mitigation is provided. Maximum permitted FAR is 0.6.

RIGHT ZONING ACTIONS

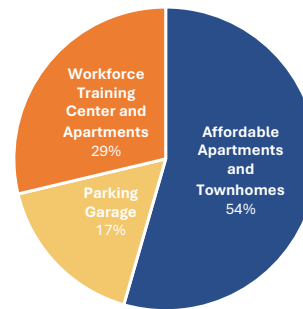
1. Change multifamily parcels in north and south to High Density Residential (HDR) reflecting existing what is built now
2. Change Neighborhood Commercial (NC) on east side of Rumrill to Commercial Mixed Use (CMU) to harmonize with Housing Element. Zoning standards will require setbacks and buffering from adjacent single-family homes
3. Change designation of mobile home park to Medium Density Residential (MDR) reflecting existing density/conditions



CITY OWNED SITE

- Redevelopment of 3 adjacent City-owned parcels in south can be a catalyst for revitalization
- Pursue affordable housing through sale or partnership
- Surplus lands act requires that 80% of land be used for housing and at least 40% of units be affordable

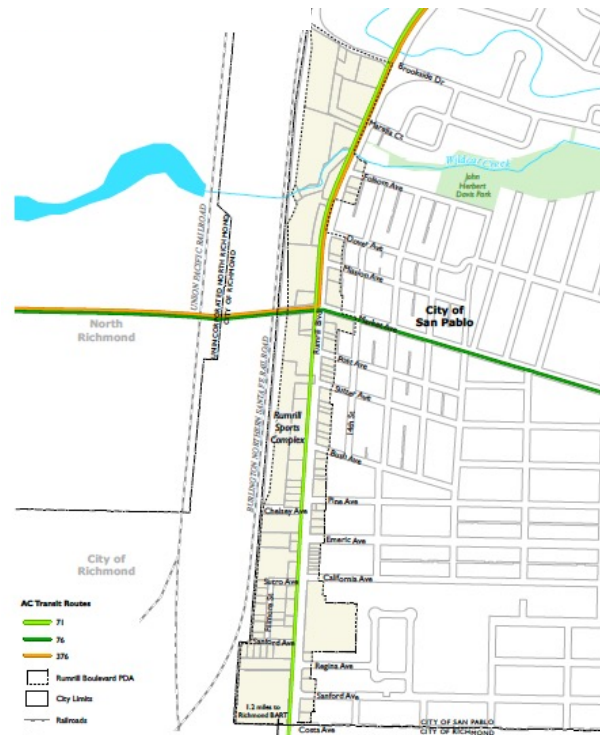
Reel 3: City-owned Site



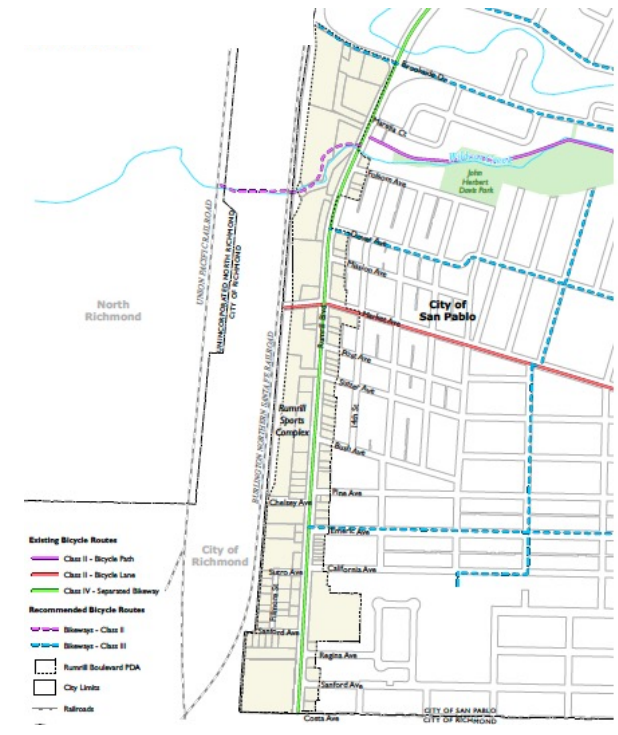
TRANSPORTATION

- Area served by 3 AC Transit bus lines and discounted passes are available for new developments to encourage use
- Transit is not an option for many who work off-hour shifts
- Good connectivity to existing and planned bicycle network

AC TRANSIT ROUTES



BICYCLE NETWORK



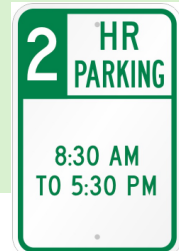
PARKING MANAGEMENT STRATEGY

- Community members concerned for parking demand as new housing is added
- Businesses highlight current lack of parking as an ongoing issue



Strategies to pursue:

- Shared parking agreements that allow for common use of spaces between uses with different time of day needs
- Sign and enforce on-street parking time limits (2-3 hours) in commercial areas
- Residential parking permit program
- Review off-street parking standards to optimize use of space, considering:
 - Reduced parking stall dimensions
 - Expanding where tandem parking is permitted



ANTI-DISPLACEMENT STRATEGY

Ensuring that existing residents and businesses can stay in the corridor as redevelopment takes place is a priority.

BUSINESSES STRATEGIES

- Standards that require a mix of sizes for retail spaces (local businesses tend to need small spaces)
- Shared parking agreements and parking management strategies
- Review business and sign permit procedures and fees
- Offer business and marketing support through EDC
- Consider establishing a business improvement district

RESIDENTIAL STRATEGIES

- Local hiring strategies to connect local businesses with residents seeking work
- Rental assistance programs
- Community land trust partnership to preserve and rehabilitate small, existing multi-unit developments
- Property rehabilitation programs (RH&S) and incentives
- Tenant rights protections

OTHER KEY STRATEGIES

- **Recreation and Gathering Spaces:**

Create a local density bonus program to incentivize provision of parks, plazas, green spaces and recreational amenities for residents. Program could be tiered so that some bonus density would be provided for easier-to-provide benefits and greater density in exchange for more valuable benefits. Long term maintenance agreements would be required

- **Corridor Greening and Beautification:**

Tree planting, stormwater control improvements, facade improvements, and rubbish removal will all be central to the Plan

- **Workforce Development Strategies:**

Making sure the local residents have the skills and training needed for new jobs created in the Plan area will be a top priority. Strategies in the Plan will focus on efforts to connect area residents with jobs in collaboration with the San Pablo EDC

NEXT STEPS



Next Steps

- Planning Commission Study Session Aug 2024
- Prepare Draft Plan/CEQA Oct 2024
- Draft Corridor Plan released Early 2025
- Adoption hearings Spring 2025

DISCUSSION



Desired Feedback

1. Are these the right concepts to incorporate into the Corridor Plan?
2. Is there anything you recommend be added?
3. Is there anything you recommend be adjusted or changed?