

EL SOBRANTE MUNICIPAL ADVISORY COUNCIL  
4/18/2008 RECOMMENDED LAND USE ELEMENT  
POLICY LANGUAGE CHANGES IN REDLINE/STRIKEOUT

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**POLICIES FOR SAN PABLO DAM ROAD**

- 3-194 San Pablo Dam Road Special Concern Area is ~~the~~ a primary business district for El Sobrante. The El Sobrante Community desires to retain its identity and individuality in the face of urbanization pressures while at the same time revitalizing the commercial area. The goal of the San Pablo Dam Road Special Concern Area is to ensure the efficient flow of traffic (motorized and non-motorized) while working to create a friendly, attractive, village-like downtown with a town center which includes central open space with surrounding retail services like restaurants, book stores, a movie theater, café, grocery store, weekly farmers market, local art gallery, children services, etc. Two distinct, yet interlocking problems must be addressed: 1) devising a circulation system which allows traffic into, through, and around the business district, and 2) effective land use and design policies for the area.
- (a) The commercial area shall be made attractive and convenient to the community with emphasis on the following:
    - o improved localized traffic circulation;
    - o development of a town square with an open pedestrian plaza lined with businesses and sufficient new roads to provide circulation, parking, and easy pedestrian access
    - o addition of bicycle lanes along San Pablo Dam Road or separated bicycle path that offers safe travel for cyclists between Appian Way and El Portal Drive;
    - o widened sidewalks and improved overall pedestrian circulation throughout the Area;
    - o adequate parking, particularly off street parking with improved pedestrian access to businesses; and
    - o diversion of non-shopper traffic by development of an alternative roadway manage and balance traffic within the existing roadway right-of-way for this segment of San Pablo Dam Road.
  - (b) Encourage commercial area rehabilitation and redevelopment, considering development of a unifying motif.
  - (c) ~~Commercial expansion shall be directed away from San Pablo Dam Road frontage to create a deeper and more appropriately shaped commercial district. Provide for the ability to integrate multi-family residential, commercial services, financial services, and offices in a single project according to the new mixed use designation established for the commercial area of San Pablo Road as identified in the locations illustrated on the Land Use Element Map.~~
  - (d) Improve overall area appearance through appropriate sign regulation. This would eventually result in removal of unsightly signs.
  - (e) Provide adequate off-street parking, allow for shared parking arrangements, review the existing supply of curb side parking spaces, consider the formation of a Business Improvement District (other public entity) to build and manage public parking lots and secure the right-of-way for an alternate traffic route a collector roadway that would extend Pitt Way to Hillcrest Road.
  - (f) Enhance pedestrian traffic across San Pablo Dam Road by well marked and signalized crosswalks.
  - (g) ~~Develop commercial sites and parking areas contiguous to existing development, conforming to the Plan map. Extend such uses only as far south as the proposed location of the new parallel arterial. Do not permit non-contiguous conversion of existing residential uses to commercial use. Establish specific range of uses, development regulations and zoning standards under a new Planned Unit District (P-1) zoning for the commercial area of San Pablo Dam Road.~~
  - (h) As more fully described in Policy 3-164 under "Policies for the El Sobrante Area", the County will in consultation with the El Sobrante community prepare and adopt a new precise alignment plan for the section of San Pablo Dam Road between El Portal Drive and Appian Way based on the "Complete Streets" concept, whereby the roadway will be designed and operated to accommodate safe access for users – motorists, transit riders, bicyclists, and pedestrians of all ages and abilities. In addition this new precise alignment plan will include the provision for new collector roadway connecting Pitt Way to Hillcrest Road.
- 3-194 The San Pablo Dam Road commercial area is envisioned to be an attractive and vibrant, village-like downtown. The desire is to establish a town center or square for El Sobrante within the commercial area, preferably on the block bounded by San Pablo Dam Road, Hillcrest Road, and Pitt Way. Parking to serve the public plaza should be consolidated in a parking lot with easy pedestrian access to the center. Local serving retail and personal service uses are to be encouraged along this segment of San Pablo Dam Road. The development of a community

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- center, which would provide space for public meetings, cultural events, and other public functions should be considered for the San Pablo commercial area.
- 3-195 Development projects within the San Pablo Dam Road commercial area should to the extent feasible incorporate open and public spaces that are inviting to the public includes well designed landscape treatments and visually please signage.
- 3-196 Local, owner operated business should be encourage. Drive through retail operations should not be encouraged.
- 3-197 The community's desire to develop a creekside boardwalk or linear park along the north side of San Pablo Dam Road is encouraged subject to further community process, review, and study.