

## 4 GOALS AND POLICIES

This chapter provides the goals and policies for future development on 23rd Street. The goals and policies are arranged in the categories: land use, urban design, circulation, economic development and infrastructure. Each goal applies to a specific issue, but the comprehensive set is necessary to achieve the overall vision.

### A. *Definitions*

The goals and policies articulated in this chapter are defined as follows:

- ◆ **Goal.** A goal is a specific condition or end that serves as a concrete step toward fulfilling the vision and concepts outlined in this Specific Plan.
- ◆ **Policy.** A policy is a specific statement that guides decision-making in working to achieve a goal. Policies, once adopted, represent statements of City regulation. The policies below will be used by City staff, the Planning Commission and the City Council in their review of land development proposals and the development of additional strategies within the Specific Plan Area.

### B. *Goals and Policies*

Following are the goals for achieving the vision for 23rd Street and the specific policies that will be utilized to achieve those goals.

#### 1. **Land Use**

The following are the goals and policies for land use in the Plan Area.

**Goal LU-1: A land use mix that encourages pedestrian activity and a lively mixed-use corridor.**

**Policy LU-1.1:** Allow for a mixture of retail shops, office and residential uses that complement one another and contribute to an active pedestrian environment.

Policy LU-1.2: Require active commercial ground floor uses along 23rd Street that contribute to the pedestrian environment.

Policy LU-1.3: Require construction on parcels adjacent to Wildcat Creek to use Best Management Practices to prevent erosion, sedimentation or spills into the creek.

Policy LU-1.4: Require a minimum setback of 20 feet from top of bank for development adjacent to Wildcat Creek in keeping with City regulations and Best Management Practices.

**Goal LU-2: A land use mix that contributes to an increase in housing opportunities and jobs and fosters a more viable economy.**

Policy LU-2.1: Encourage mixed-use development in the Plan Area that provides residential uses affordable to residents of different incomes.

Policy LU-2.2: Encourage development including uses that contribute to the overall economy of 23rd Street and San Pablo by creating additional jobs and improving the marketability of the Plan Area.

Policy LU-2.3: Require outdoor components of new development to include design or construction components that minimize impacts to adjacent uses.

Policy LU-2.4: Ensure, through periodic review by City staff, that parkland dedication requirements in the City's Subdivision Ordinance conform to minimum Quimby Act requirements.

**Goal LU-3: Consolidation of parcels within the Plan Area.**

Policy LU-3.1: Encourage conducive development, including the incorporation of parcels that are located to the west and east of the Plan Area.

Policy LU-3.2: To facilitate development of and access to mixed-use projects, proposed development is encouraged to acquire properties that front either on 22nd Street or Powell Street. Development on these streets shall be conducive to the scale and development intensity of those areas.

**2. Urban Design**

The following are goals and policies for urban design issues. These goals and policies address urban form in the Specific Plan Area.

**Goal UD-1: Physical development that is designed to facilitate a safe and active pedestrian environment.**

Policy UD-1.1: Encourage development that provides wider sidewalks, outdoor seating or displays, façade variation and other components that contribute to the pedestrian environment on 23rd Street.

Policy UD-1.2: Provide public open spaces and clear connections to them.

Policy UD-1.3: Encourage environmentally sensitive, green building construction in the Plan Area.

**Goal UD-2: Safe and well-defined sidewalk and pedestrian areas in front of buildings on 23rd Street.**

Policy UD-2.1: Encourage development that maximizes height potential for structures fronting on 23rd Street, but that steps down in scale as it approaches the adjacent residential neighborhoods.

Policy UD-2.2: Encourage development with structures that are oriented toward 23rd Street.

Policy UD-2.3: Ensure that development creates a continuous built edge along 23rd Street consisting of either a physical structure, exterior plaza or seating area that helps define the pedestrian realm.

### 3. Circulation

The following are goals and policies for traffic and circulation.

**Goal CIR-1: A circulation system that is both safe and clear for pedestrians, bicyclists and vehicular traffic.**

Policy CIR-1.1: Where feasible, provide mid-block pedestrian connections to facilitate pedestrian crossings and slow vehicle speeds.

Policy CIR-1.2: Encourage clear access from 23rd Street to streets that run parallel to it, such as Powell and 22nd Streets.

Policy CIR-1.3: Encourage development along Wildcat Creek to incorporate the principles and guidance provided in the ABAG's *Bay Trail Design Guidelines*.

**Goal CIR-2:** Adequate parking that does not compromise the creation of a pedestrian-friendly environment on 23rd Street.

Policy CIR-2.1: Encourage development that provides parking areas behind buildings.

Policy CIR-2.2: Encourage curbside parking that provides a buffer between pedestrians and vehicular traffic.

Policy CIR-2.3: Encourage the construction of parking facilities on parcels that front on Powell Street and/or 22nd Street.

#### **4. Economic Development**

The following are goals and policies that focus on economic development issues on 23rd Street.

**Goal ED-1:** A corridor that is attractive to existing and relocating businesses and start-up businesses.

Policy ED-1.1: Maintain the unique character of the city by attracting retail operators to serve the diverse community of San Pablo.

Policy ED-1.2: Develop programs that will aid in the assembly of parcels to create sites that are more feasible for development.

Policy ED-1.3: Provide assistance with the recruitment of businesses that are clearly defined as neighborhood-serving commercial and contribute to the economic base and preferred land use mix for the Specific Plan Area.

**Goal ED-2: New jobs and housing opportunities in the Plan Area.**

Policy ED-2.1: Encourage mixed-use developments that provide a range of housing opportunities for residents of varying incomes.

Policy ED-2.2: Develop a program to help new business owners establish themselves within the Plan Area.

Policy ED-2.3: Encourage the development of live/work units in the Plan Area.

**5. Infrastructure**

The following goals and policies address the future need for an expansion of the current sewage infrastructure in the Specific Plan Area.

**Goal I-1: Adequate facilities to serve the needs of new development in the Plan Area.**

Policy I-1.1: Ensure sanitary sewers have the capacity to handle the impacts of any new development.

Policy I-1.2: Develop a financing strategy that allows the cost of developing sewage and any other necessary infrastructure improvements to be borne by new developments in an equitable manner.

## 6. Green Building and Sustainability

The following goals and policies focus on green buildings and sustainable practices on 23rd Street.

**Goal GRN-1: A healthy and sustainable environment for residents and workers in the Plan Area.**

Policy GRN-1.1: Provide incentives for development that incorporates green building techniques.

Policy GRN-1.2: Encourage developers to seek LEED Certification for their projects where practical.

Policy GRN-1.3: Provide education for developers, community leaders and the general public about the benefits of green buildings and sustainability.

**Goal GRN-2: Buildings that provide greater energy efficiency, reduce waste and mitigate negative environmental impacts along 23rd Street.**

Policy GRN-2.1: Provide incentives for buildings and construction methods that minimize energy use, reduce waste and limit stormwater runoff.

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23rd STREET SPECIFIC PLAN  
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